Customer communication without barriers
Help people and businesses communicate better and fully express themselves
LiveChat history

- **First customers**
- **2002**

- **LiveChat Software S.A.**
- **2007**

- **63% of shares taken over by GG Network S.A.**
- **2008**

- **EBITDA+ Positive result for the first time in history**
- **2010**

- **Debut on Warsaw Stock Exchange**
- **2014**

- **Customers in 150 countries**
- **2016**

- **Launch of ChatBot**
- **2018**

- **Launch of HelpDesk**
- **2019**

- **1K+ customers of ChatBot and 30K customers of LiveChat!**
- **2020**

- **Management buyout from GG Network S.A. (MBO)**
- **2009**

- **GG PRO A business version of Gadu-Gadu communicator**
- **2011**

- **Customers in 120 countries**
- **2015**

- **Launch of Knowledge Base**
- **2017**

- **50% of shares acquired by Capital Partners**
- **2007**

- **SaaS**
- **2011**

- **Customers in 120 countries**
- **2015**

- **2019**

- **2021**
Annual revenues (in PLN mn)

*revenues for fiscal years ended March 31
Clients

- Adobe
- Mercedes-Benz
- McDonald's
- Unilever
- Xerox
- PayPal
- BBB
- Samsung
- Asana
- Comcast
- Ryanair
- Sony
- Charter Communications
- TED
- Virgin
- CBS
- Tele2
- Huawei
- Acer
- British Council
- lexus
- Henry Schein
- ING
- LG
- CBRE
- Veritiv
- HD Supply
- PPC
- Capital One
- ING
- Weyerhaeuser
- Terex
- Gallagher
- Domtar
- NVR

31,000+ Clients of LiveChat
1,500+ Clients of ChatBot
150+ countries
25+ Companies from 'Fortune 500' List
185 Coworkers
Meet our team at www.livechatinc.com/team
Live chat technology in 2019

Top 10 live chat providers across top 1 million sites

- Zendesk Chat: 27%
- tawk.to: 15%
- LiveChat: 11%
- Hubspot: 11%
- RocketChat: 8%
- JivoSite: 8%
- Drift: 4%
- SmartSupp: 3%
- LivePerson: 6%
- Olark: 7%

Source: thechatshop.com based on data from Build With and Similar Tech

Top 10 countries by number of websites using live chat

- Canada: 32,938
- United States: 1,112,073
- UK: 87,950
- Netherlands: 31,592
- Ukraine: 41,071
- Brazil: 90,056
- India: 28,543
- Russia: 232,730
- Vietnam: 25,244
- Australia: 32,764
Interactive 2020 Customer Service Report

The report shows the results for key LiveChat customer service metrics. The goal is to give you insight into the state of live chat customer service across different industries and locations around the world.

Learn more

REPORT BASED ON:

23,487 companies  30 industries  304,165,182 chats
**ABOUT:**

LiveChat product is a tool for quick contact between clients and the company using a chat application embedded on the company’s website. The solution is used mainly for customer service and online sales.

**VISION:**

Connects you with customers, no matter the situation.
About: ChatBot is a product which allows the creation of conversational chatbots to handle various business scenarios. ChatBot is integrated with the LiveChat solution, but also with other tools, such as Facebook Messenger.

Vision: ChatBot will be best and simplest self learning solution to automate business communication.
Knowledge Base

ABOUT:

KnowledgeBase lets companies create their own knowledge bases, which can be accessed by both their employees and clients.
VISION:

- Customers solve problems on their own.
- Humans work only on issues that can’t be automated.
- Companies know about problems before customers do.
- Customers asking for help on any channel.

ABOUT:

HelpDesk ticketing system helps solve all customer cases in an easy way. Launched in May 2019.
VISION:
We will be the most innovator-friendly of all platforms.

ABOUT:
LiveChat for Developers is a platform which developers can build powerful apps, distribute and earn real money.
Key events
Company

- **Rebranding** of all products
- **New Mission** and **Vision**
- Continuation of the process of building a **sales department in the USA**
- **USD 20 mn+** of revenues in H1 2020/21 FY
- Introducing **LiveChat Accounts** – one place to manage all our products.

**Key events**

- Milestone of 30K paid customers.
- Many new features and integrations.
- In October, our customers had over 50 million chats in one month for the first time.

- Milestone of 1.5 K customers.
- New features.
- Works on new ChatBot creator.

- Focus on automatization.

New products and integrations added to marketplace:

- Rich messages, SnapCall, 2 Way (SMS), Chat Translator, new reports and many more.
LiveChat in times of pandemic

- From the week of March 9-15 we introduced a model based 100% on remote work.

- No negative effect on our work.

- New online recruitment system introduced.

- Events such as „Side Project Day” and „LiveChat Academy” held online.

- HQ re-opened in July and closed again in October due to the worsening of epidemic situation in Poland.
Financial results
We have noted a significant increase in the number of trials since mid-March. Despite the initial high churn, this translated into an increase in the rate of building the customers’ base. At the end of Q2 the number of LiveChat clients grew to 31,306.
Changes in pricing model introduced in January 2020 and other initiatives are expected to have positive impact on ARPU in the coming quarters.
KPIs

LiveChat (in USD)

ARPU supported by:
- new pricing model and higher sale price,
- upselling,
- structure of churn.
The number of ChatBot customers exceeded 1,000 in January 2020. At the end of September 2020, ChatBot had 1,537 active and paying clients, as compared with 1,350 at the end of the previous quarter and 794 one year earlier.
The visible increase in the sale price is the effect of introducing new subscription plans.
Financial results (PLN mn)

- Net Sales: 84.7 (H1 2020/21) vs 62.5 (H1 2019/20), +35.6%
- EBITDA: 54.3 (H1 2020/21) vs 41.2 (H1 2019/20), +31.8%
- Net profit: 46.4 (H1 2020/21) vs 31.1 (H1 2019/20), +49.4%
**Financial results (PLN mn)**

- **Net Sales**:
  - Q2 2019/20: PLN 32,3
  - Q2 2020/21: PLN 43,1
  - Change: +33.4%

- **EBITDA**:
  - Q2 2019/20: PLN 21,7
  - Q2 2020/21: PLN 26,3
  - Change: +20.8%

- **Net profit**:
  - Q2 2019/20: PLN 16,4
  - Q2 2020/21: PLN 25,6
  - Change: +56.1%
Comments

Consolidated net profit in the first half of the financial year, taking into account the impact of the IP Box tax relief, was PLN 46.4 million.

The value of tax savings due to the use of the tax relief amounted to PLN 6.2 million.

In the second quarter, the Company recognized a negative effect of the impact of exchange rate differences (visible in “own cost of sales” position), which amounted to PLN 2.9 million and negatively influenced the efficiency ratios. In the previous quarters, this effect did not occur or was of marginal importance and the Management Board assumes that it will not be repeated on a similar scale in the following periods.
# Financial results – revenues in USD

## Q1

<table>
<thead>
<tr>
<th>(USD)</th>
<th>Q1 2020/21</th>
<th>Q4 2019/20</th>
<th>Change</th>
<th>Q1 2020/21</th>
<th>Q1 2019/20</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidated revenues</td>
<td>10 358 268</td>
<td>9 073 430</td>
<td>14.2%</td>
<td>10 358 268</td>
<td>7 888 112</td>
<td>31.3%</td>
</tr>
<tr>
<td>incl. ChatBot</td>
<td>309 393</td>
<td>199 448</td>
<td>55.1%</td>
<td>309 393</td>
<td>96 224</td>
<td>221.5%</td>
</tr>
</tbody>
</table>

## Q2

<table>
<thead>
<tr>
<th>(USD)</th>
<th>Q2 2020/21</th>
<th>Q1 2020/21</th>
<th>Change</th>
<th>Q2 2020/21</th>
<th>Q2 2019/20</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidated revenues</td>
<td>11 393 945</td>
<td>10 358 268</td>
<td>10.0%</td>
<td>11 393 945</td>
<td>8 196 519</td>
<td>39.0%</td>
</tr>
<tr>
<td>incl. ChatBot</td>
<td>409 975</td>
<td>309 393</td>
<td>32.5%</td>
<td>409 975</td>
<td>125 237</td>
<td>227.4%</td>
</tr>
</tbody>
</table>

as reported in reports on preliminary results
## Revenues – products

<table>
<thead>
<tr>
<th>PLN</th>
<th>Q2 2019/20</th>
<th>Q2 2020/21</th>
<th>Change</th>
<th>H1 2019/20</th>
<th>H1 2020/21</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>*</td>
<td>31 807 208</td>
<td>41 233 424</td>
<td>+29,6%</td>
<td>61 626 590</td>
<td>81 516 857</td>
<td>+32,3%</td>
</tr>
<tr>
<td></td>
<td>508 864</td>
<td>1 594 316</td>
<td>+213,3%</td>
<td>866 867</td>
<td>2 843 807</td>
<td>+228,1%</td>
</tr>
<tr>
<td></td>
<td>3 117</td>
<td>282 956</td>
<td>+8977,3%</td>
<td>3 117</td>
<td>377 573</td>
<td>+12012,6%</td>
</tr>
</tbody>
</table>

*Including: Marketplace and Knowledgebase*
## Margins

<table>
<thead>
<tr>
<th></th>
<th>2019/20</th>
<th>2018/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit margin</td>
<td>86.7%</td>
<td>83.6%</td>
</tr>
<tr>
<td>EBITDA margin</td>
<td>67.6%</td>
<td>68.2%</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>62.6%</td>
<td>64.8%</td>
</tr>
<tr>
<td>Net margin</td>
<td>58.2% (including IP Box)</td>
<td>52.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>H1 2020/21</th>
<th>H1 2019/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit margin</td>
<td>82.8%</td>
<td>85.7%</td>
</tr>
<tr>
<td>EBITDA margin</td>
<td>64.1%</td>
<td>65.9%</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>58.6%</td>
<td>61.7%</td>
</tr>
<tr>
<td>Net margin</td>
<td>54.8% (including IP Box)</td>
<td>49.7%</td>
</tr>
</tbody>
</table>

The Company maintains high margins despite an increase in employment.
In Q2 2020/21 the Company paid out a total PLN 48.4 mn as a remaining part of the dividend for the 2019/20 financial year.
According to the current dividend policy described in the Company’s issuing prospectus, the Managing Board of LiveChat Software S.A. will be recommending to the Annual General Meeting to pay out highest possible part of the profit for the specific fiscal year as dividend, unless the company sees investment opportunities that would give it, and the shareholders, a return higher than the dividend payment.

The Management Board proposes an advance dividend payment of PLN 0.89 per share (compared to PLN 0.60 a year ago).
Shareholders*:

- Agreement of Shareholders (founders and key managers)
- Aviva PTE Aviva Santander
- NN PTE
- Free Float

* As of November 2020
Disclaimer

This document may include forward-looking statements. Because such statements deal with future events, they are subject to various risks and uncertainties.

The Company undertakes no obligation to revise or update forward-looking statements as a result of new information, since these statements may no longer be accurate or timely.

This presentation does not constitute an offer to sell or the solicitation of an offer to buy any security of the Company.