LiveChat Software
Investor Presentation

December 2019
LiveChat history

- **2002**: First customers
- **2007**: 63% of shares taken over by GG Network S.A.
- **2008**: 50% of shares acquired by Capital Partners
- **2009**: GG PRO - A business version of Gadu-Gadu communicator
- **2010**: SaaS
- **2011**: 1k* customers
- **2014**: EBITDA+ - Positive result for the first time in history
- **2015**: Debut on Warsaw Stock Exchange
- **2016**: Customers in 150 countries
- **2017**: 10k* customers
- **2018**: 15k* customers
- **2019**: 20k* customers
- **2021**: 25k* customers
- **2022**: 28k* customers

*Only paying clients of LiveChat solution*
Clients

28,000+ clients

150+ countries

25+ companies from ‘Fortune 500’ list
Most important events in 2018/19 FY and beyond

- **Commercial launch of** HelpDesk **in October 2018.**
- **28k+ clients of** LiveChat **in June/July 2019.**
- **~95% clients** migrated seamlessly to LiveChat 3 - new innovative backend version **in Autumn 2019.**
- **BotEngine rebranded as Chatbot** in May 2019.
- **Shortening LiveChat trial to 14 days** in July 2019.
- **Preparations to introduction of „pay per agent” pricing model** in November 2019.
At the end of H1 2019/20 FY, the company had **160 employees**
Shareholders*:

- Agreement of Shareholders (founders and key managers) - 47.1%
- Aviva PTE Aviva Santander - 6.6%
- NN PTE - 5.8%
- Free Float

*November 2019
Live chat technology in 2019

Top 10 live chat providers across top 1 million sites

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

Source: thechatshop.com

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
- Russia 232,730
- Brazil 90,056
- India 28,543
- Vietnam 25,244
- Australia 32,764
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.
**ChatBot**

** 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.
HelpDesk

ABOUT:
HelpDesk ticketing system helps solve all customer cases in an easy way. Launched in May 2019.

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.
Platform for Developers

Hello, Marcin!
Welcome to your Developer Console. You’re all ready to go and build apps!

Build & Monetize Apps
Start creating your apps. We’ll guide you through this process and help you with promotion.

Go to Apps

Explore Developer Tools
Dive into the sample apps, docs and app ideas to get inspired for your next project.

Go Explore

Complete your Profile!
Please let us know more about you, so we can provide tailored support.

Join the Developers Community
Join the LiveChat for Developers Community and stay informed about the updates, feature requests and Marketplace releases.

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

VISION:
We will be the most innovator-friendly of all platforms.
Financial results
H1 2019/20 FY
Financial results (PLN mn)

- **Net Sales**
  - H1 2018: 52.1
  - H1 2019: 62.5 (increase of +20%)

- **EBITDA**
  - H1 2018: 36.7
  - H1 2019: 41.2 (increase of +12.3%)

- **Net profit**
  - H1 2018: 28.3
  - H1 2019: 31.1 (increase of +9.7%)
Financial results (PLN mn)

- **Net Sales**
  - Q2 2018: 26.6
  - Q2 2019: 32.3
  - Increase: +21.6%

- **EBITDA**
  - Q2 2018: 18.3
  - Q2 2019: 21.7
  - Increase: +18.7%

- **Net profit**
  - Q2 2018: 14.1
  - Q2 2019: 16.4
  - Increase: +16.1%
<table>
<thead>
<tr>
<th></th>
<th>H1 2019/20</th>
<th>H1 2018/19</th>
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</thead>
<tbody>
<tr>
<td>Gross profit margin</td>
<td>85,7%</td>
<td>83,8%</td>
</tr>
<tr>
<td>EBITDA margin</td>
<td>65,9%</td>
<td>70,4%</td>
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<tr>
<td>EBIT margin</td>
<td>61,7%</td>
<td>67,3%</td>
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<tr>
<td>Net margin</td>
<td>49,7%</td>
<td>54,4%</td>
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<tr>
<td>ROE</td>
<td>122,0%</td>
<td>136,2%</td>
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<tr>
<td>ROA</td>
<td>111,0%</td>
<td>123,2%</td>
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<tr>
<td>Current ratio</td>
<td>6,7</td>
<td>6,8</td>
</tr>
<tr>
<td>Quick ratio</td>
<td>6,7</td>
<td>6,8</td>
</tr>
<tr>
<td>Cash ratio</td>
<td>4,7</td>
<td>4,8</td>
</tr>
</tbody>
</table>
Number of clients

Perspectives:

✓ Good performance of Partner Program.

✓ Work on improving conversion rates

✓ Perspectives of ARPU growth
  • Upselling
  • Crossselling
  • changes in pricing
  • „pay per agent” pricing model
  • Focus on enterprise sector in future

✓ Effect of shortened trial (from 30 to 14 days) visible in July and August.

✓ September affected by changes in onboarding process.
Cash Position (PLN thousands)

- Cash 01.04.2019: 32,624
- Cash flow from operating activities: +31,712
- Cash flow from investing activities: -36,310
- Cash flow from financing activities: -5,302
- Cash 30.09.2019: 22,723

Financial activities include dividends.
Dividend

Dividend paid (PLN mn)

2013/14: 9.5
2014/15: 18.3
2015/16: 27.8
2016/17: 36.3
2017/18: 45.6
2018/19: 50.2

Dividend (PLN per share)

2013/14: 0.37
2014/15: 0.71
2015/16: 1.08
2016/17: 1.41
2017/18: 1.77
2018/19: 1.95

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 the entire 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.

In August AGM decided that PLN 50.2 mn will be allocated for dividend.
Marcin Droba
INVESTOR RELATIONS

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