



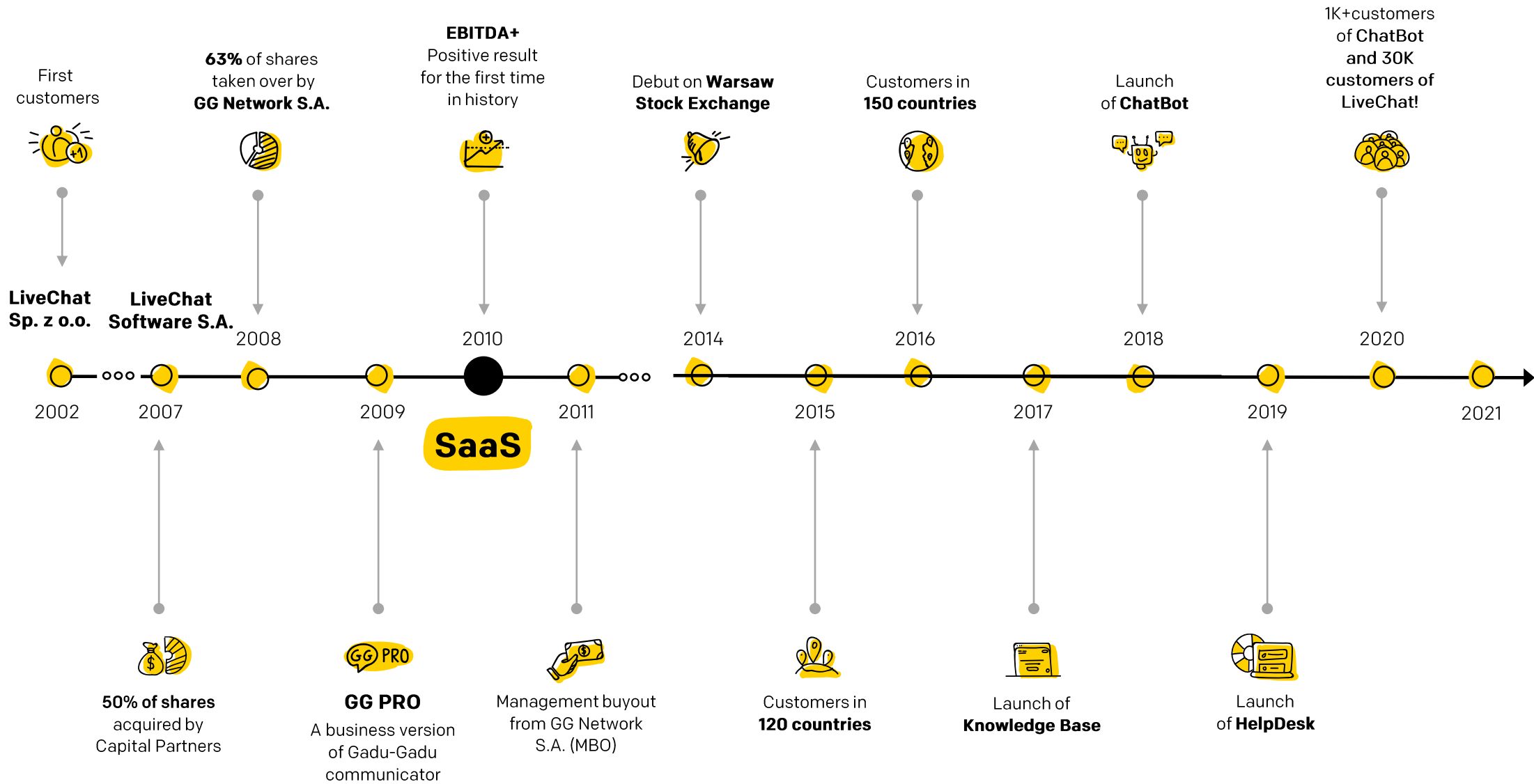
LiveChat Software Investor Presentation

September 2020

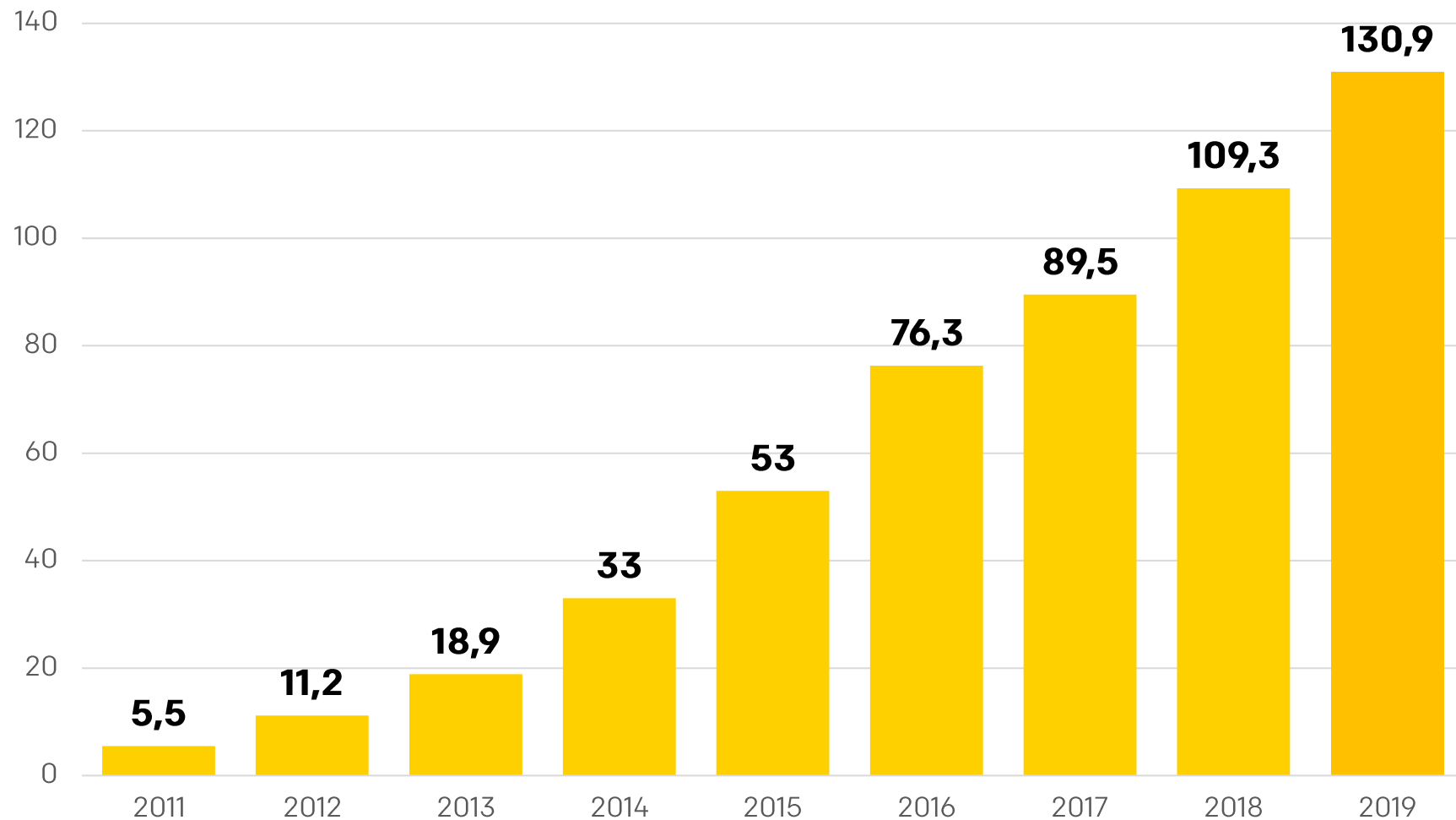
**Customer
communication
without barriers**

**Help people
and businesses
communicate
better and fully
express themselves**

LiveChat history



Annual Revenues (in PLN mn)



*revenues for fiscal years ended March 31

Clients



30 000+

Clients of LiveChat



1 000+

Clients of ChatBot



150+

countries



25+

Companies from
,Fortune 500' List



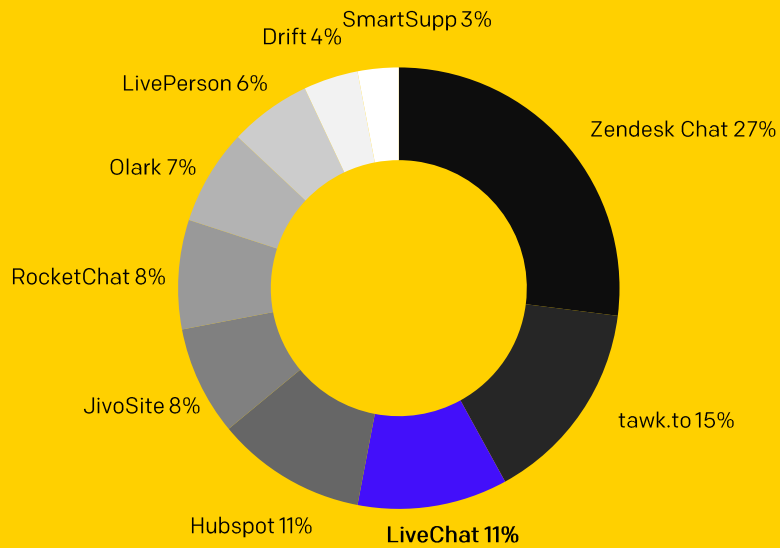
180 employees

Meet our team at
www.livechatinc.com/team



Live chat technology in 2019

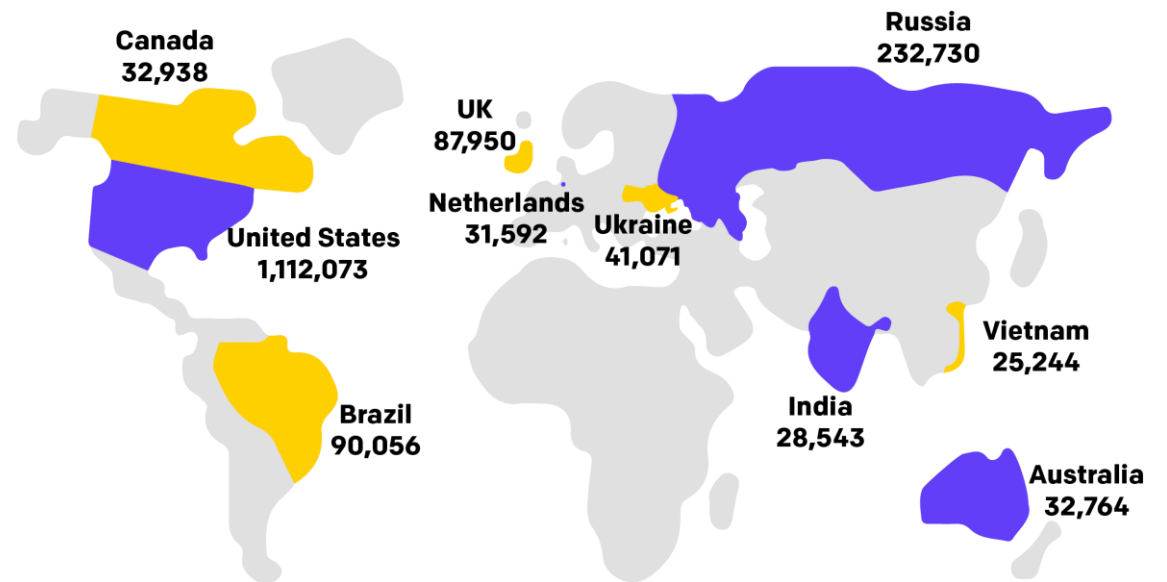
Top 10 live chat providers across top 1 million sites



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

Top 10 countries

by number of websites using live chat



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.

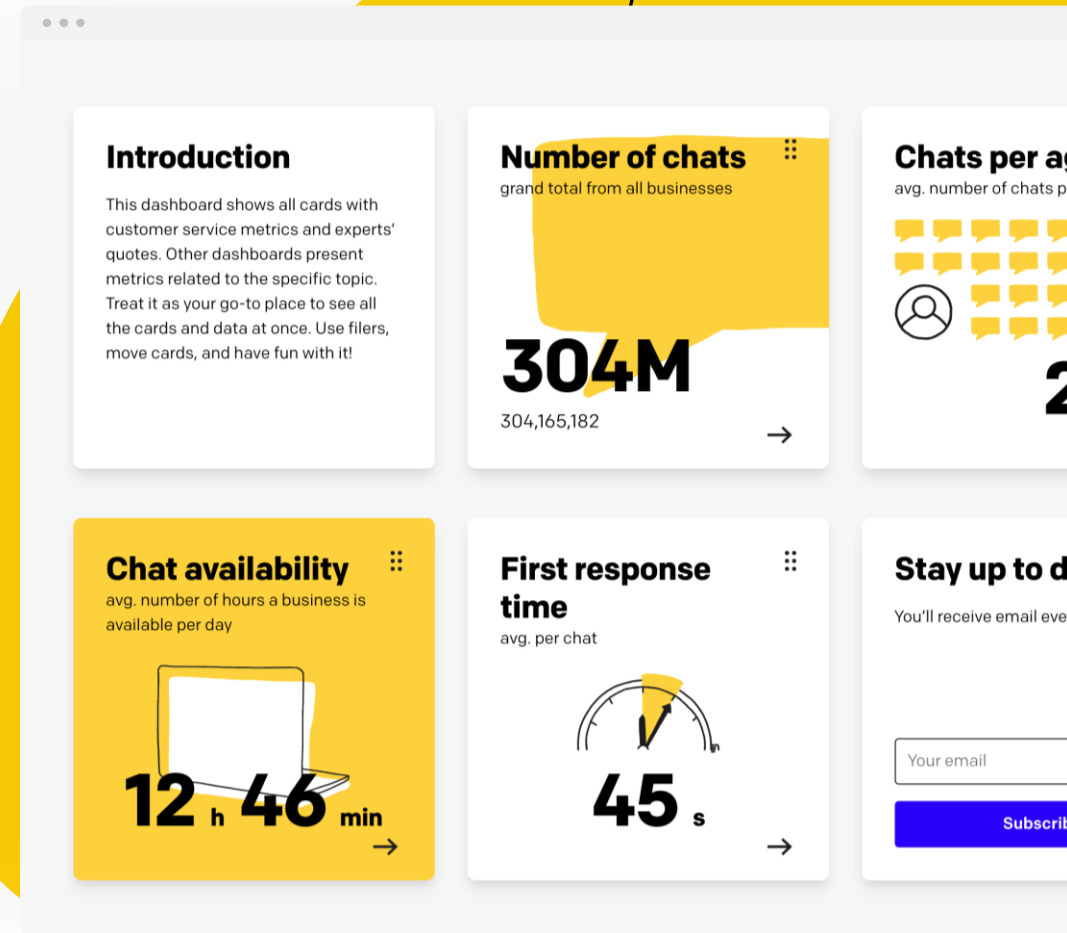
[Learn more](#)

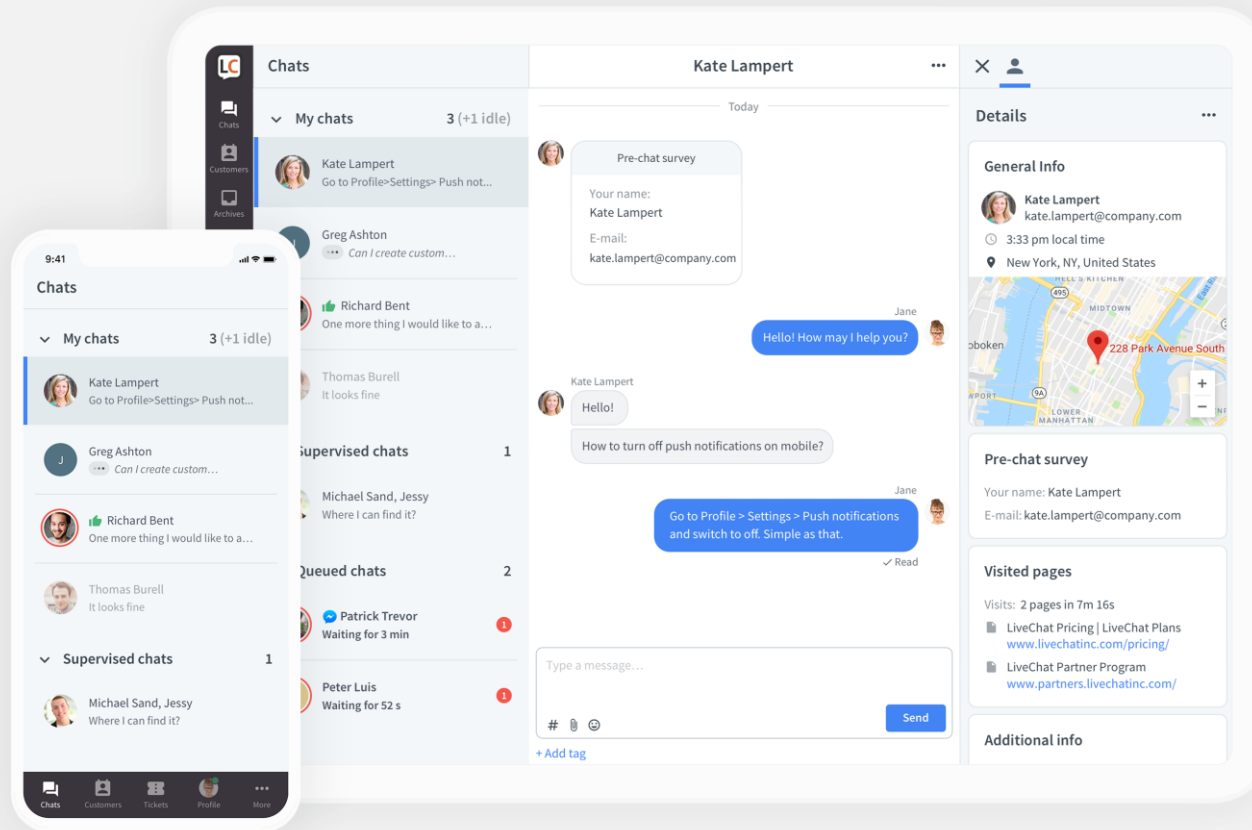
REPORT BASED ON:

23,487
companies

30
industries

304,165,182
chats



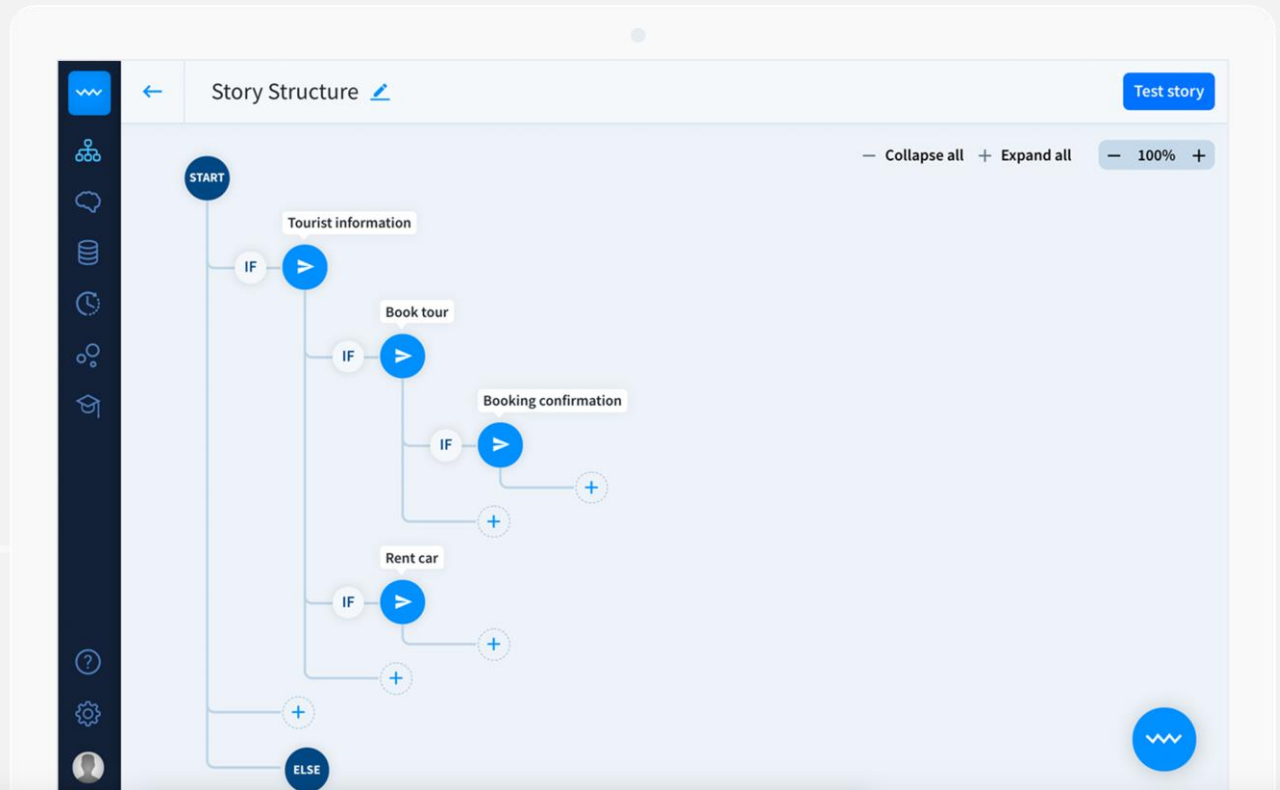
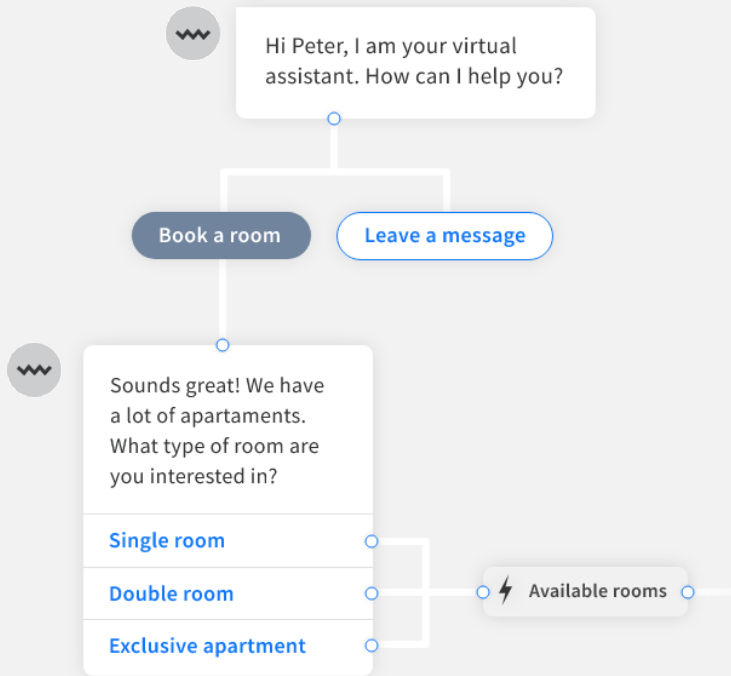


ABOUT:

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



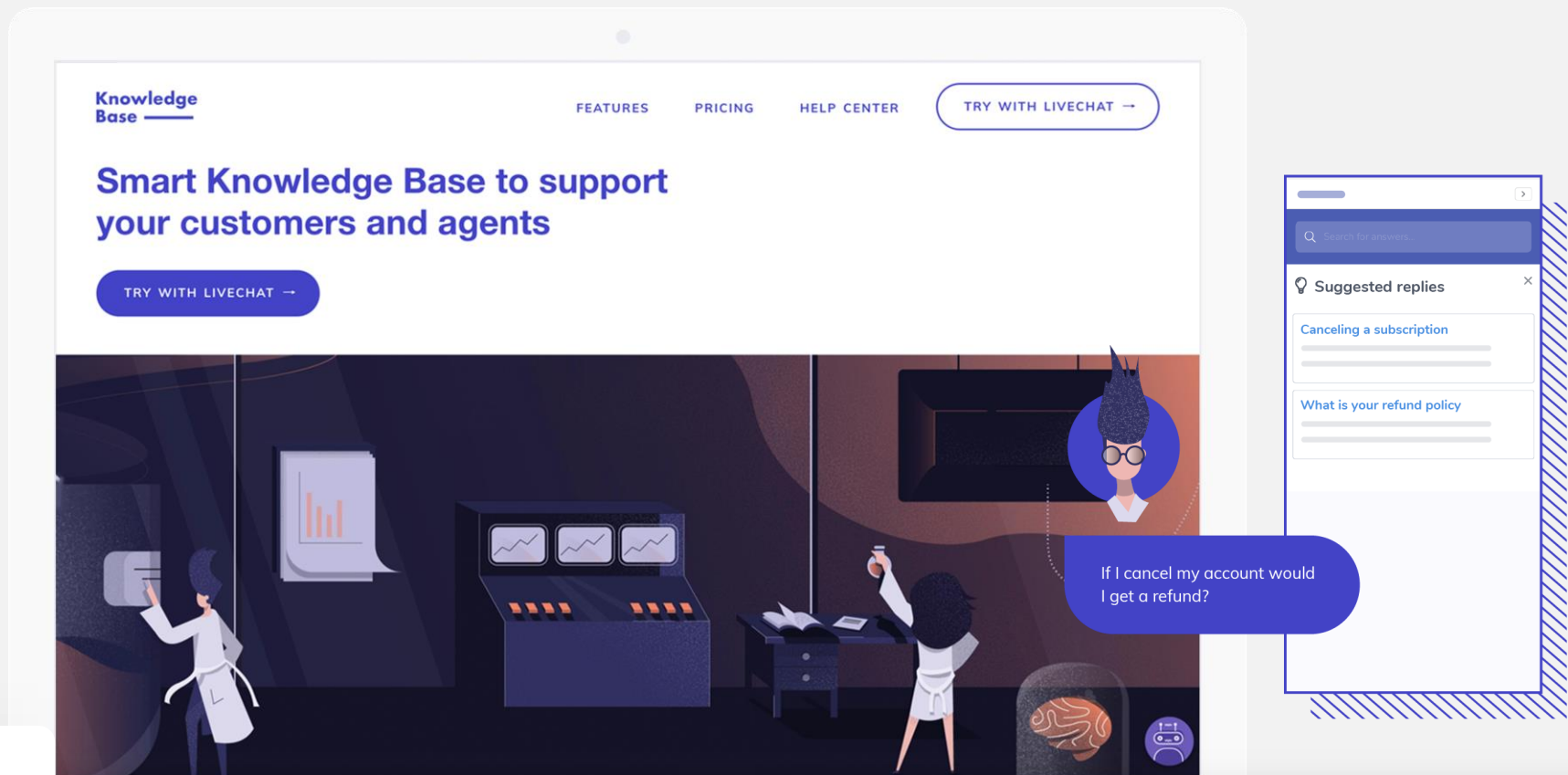
ABOUT:

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.

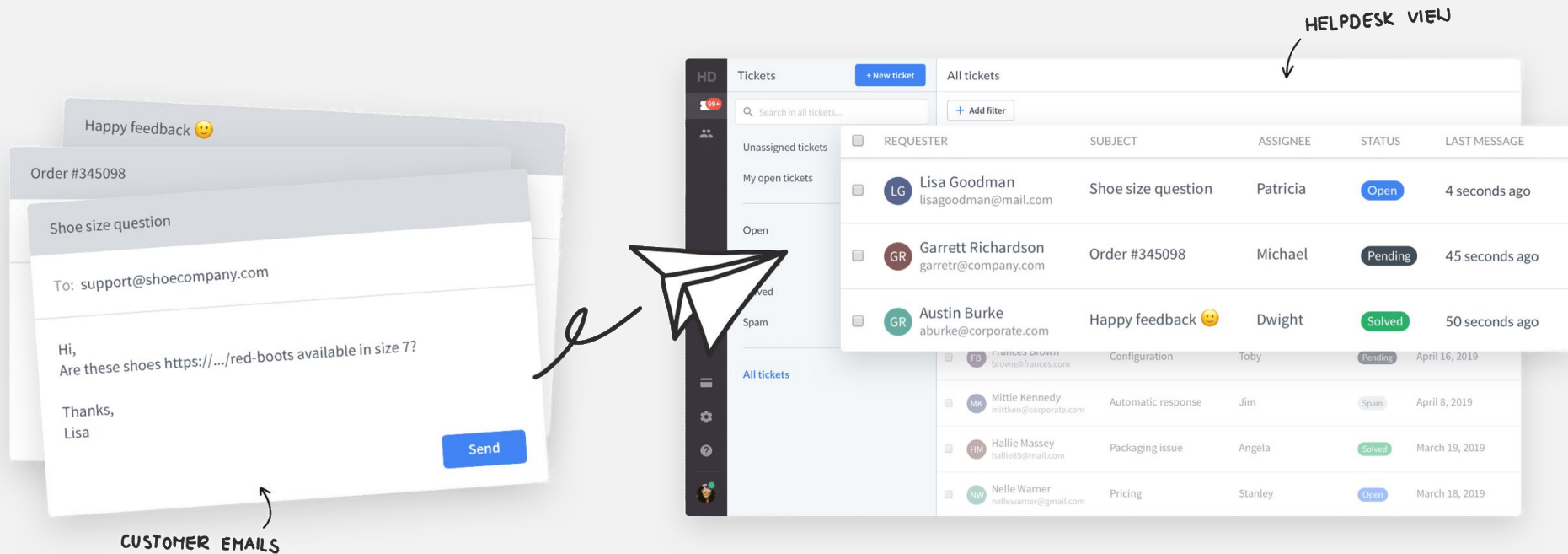
Knowledge Base



KnowledgeBase

ABOUT:

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



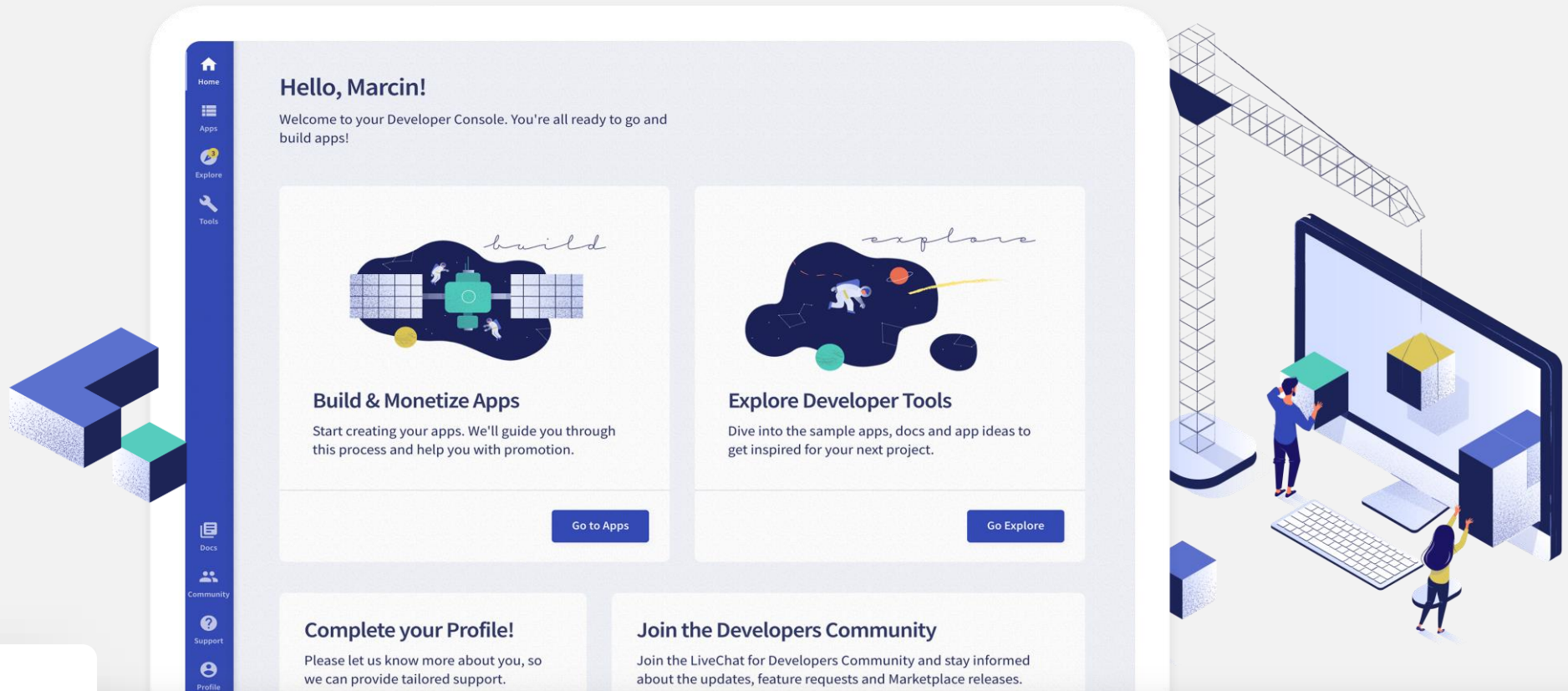
HelpDesk

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.



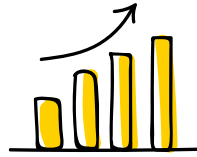
LiveChat
for Developers

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.



Key events: January – August 2020



Key events

Company

- ✓ Rebranding of all products
- ✓ New **Mission and Vision**
- ✓ The beginning of the process of building a **sales department in the USA.**
- ✓ **USD 10mn+** of revenues in Q1 2020/21 FY
- ✓ Introducing of **LiveChat Accounts** – one place to manage all our products.



- ✓ New pricing model „pay per agent“ (PPA), which replaced „pay per seat“ (PPS) introduced in January, accepted by customers.
 - ✓ Milestone of 30K paid customers.
 - ✓ Integration with Apple Business Chat.
-



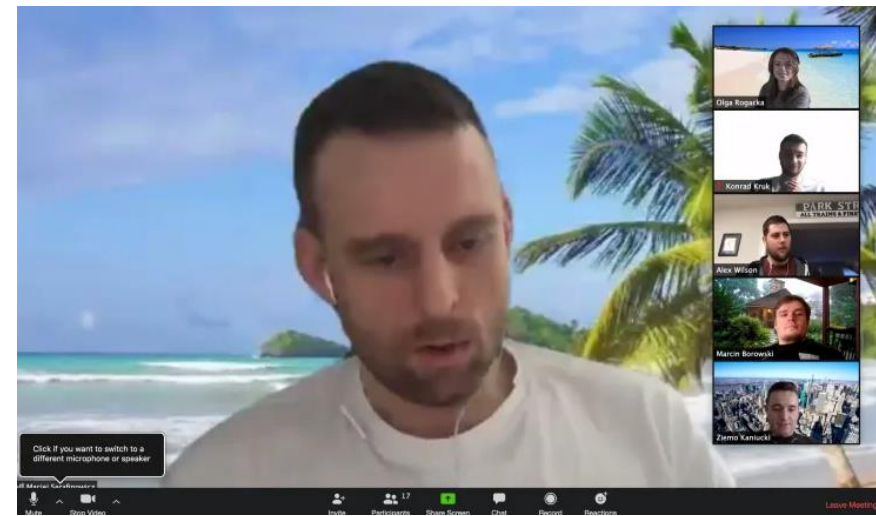
- ✓ Milestone of 1K customers.
 - ✓ New pricing plans (team and business) successfully introduced in January.
 - ✓ Works on new ChatBot creator.
-

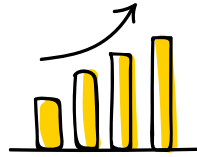


- ✓ New plans (starter and enterprise).
-

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, but „remote mode” still preferred.



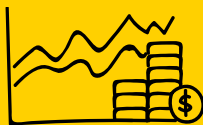
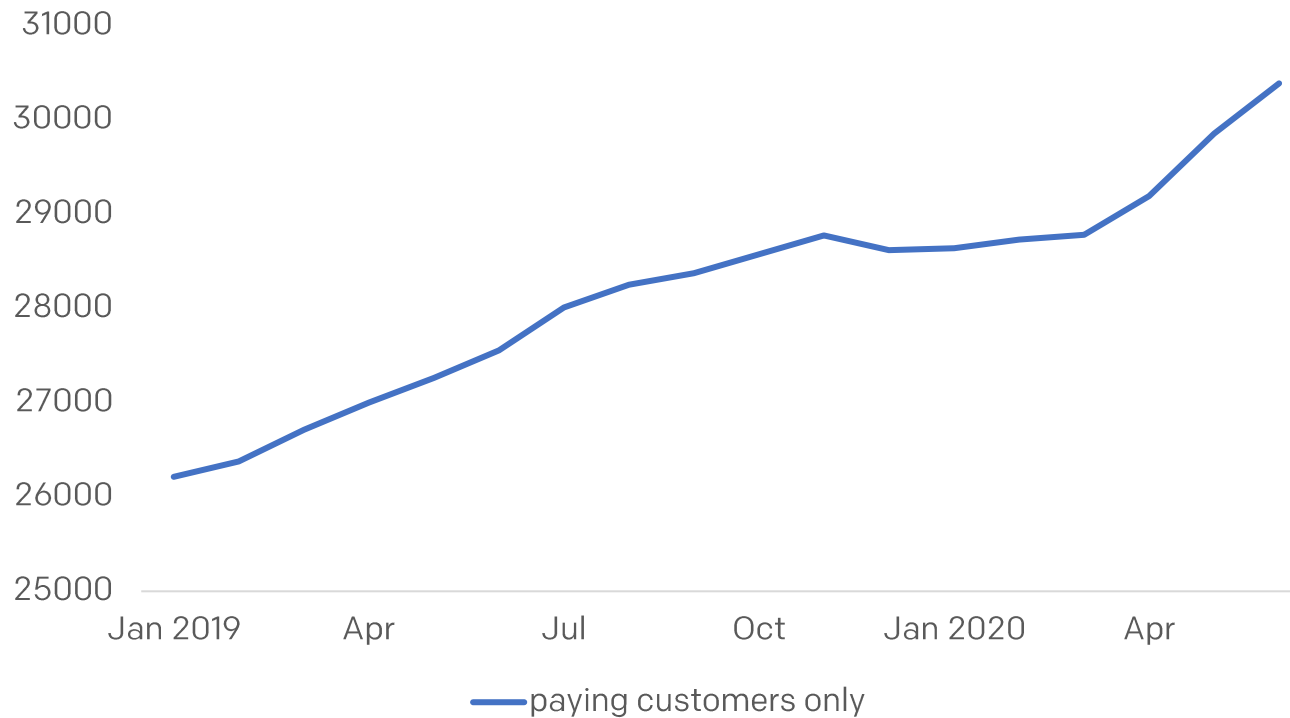


Financial results



KPIs

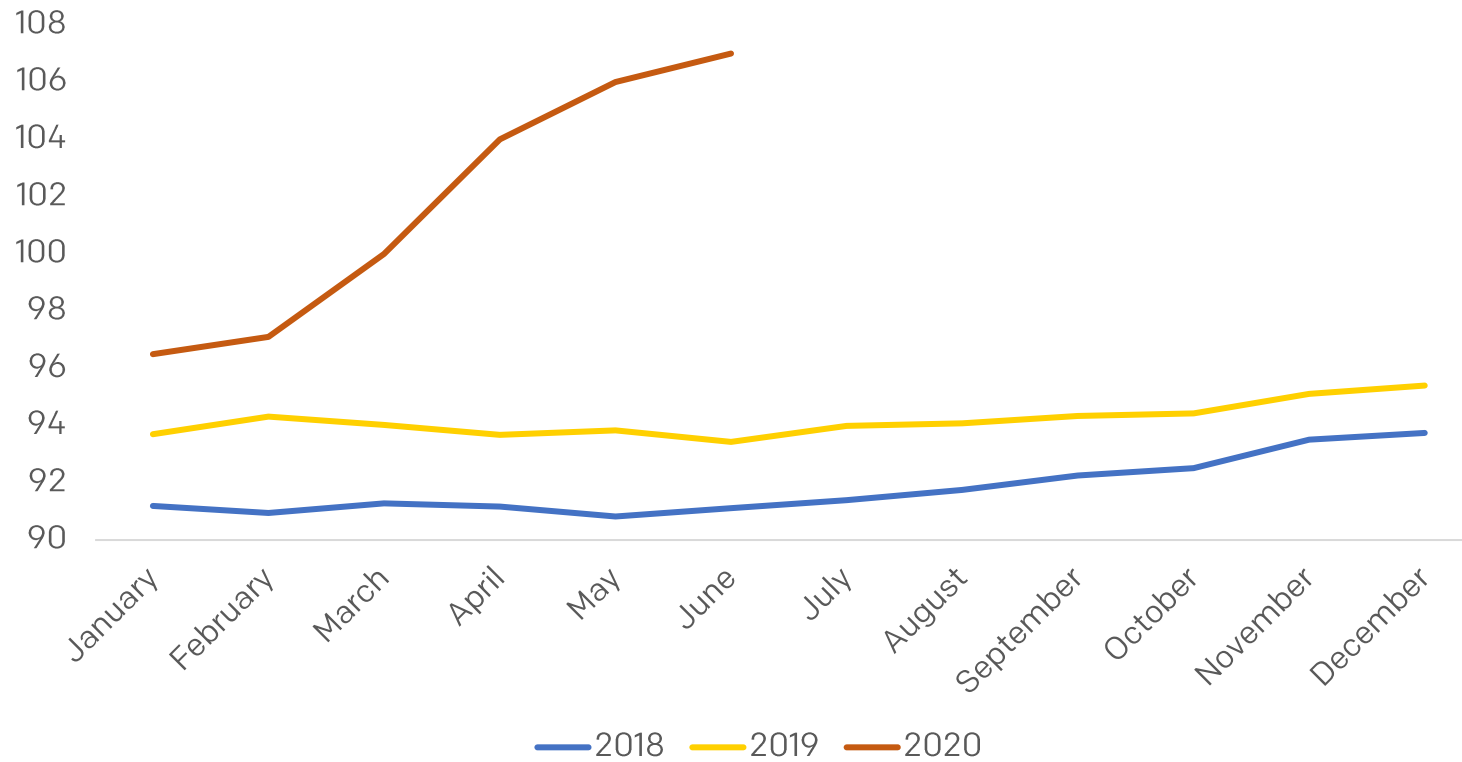
LiveChat (number of customers)



We have noted a significant increase in the number of trials since mid-March. Despite the high Churn, this translated into an increase in the rate of building the customers base. At the end of the Q1 the number of LiveChat clients grew to 30,391.

KPIs

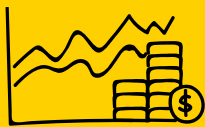
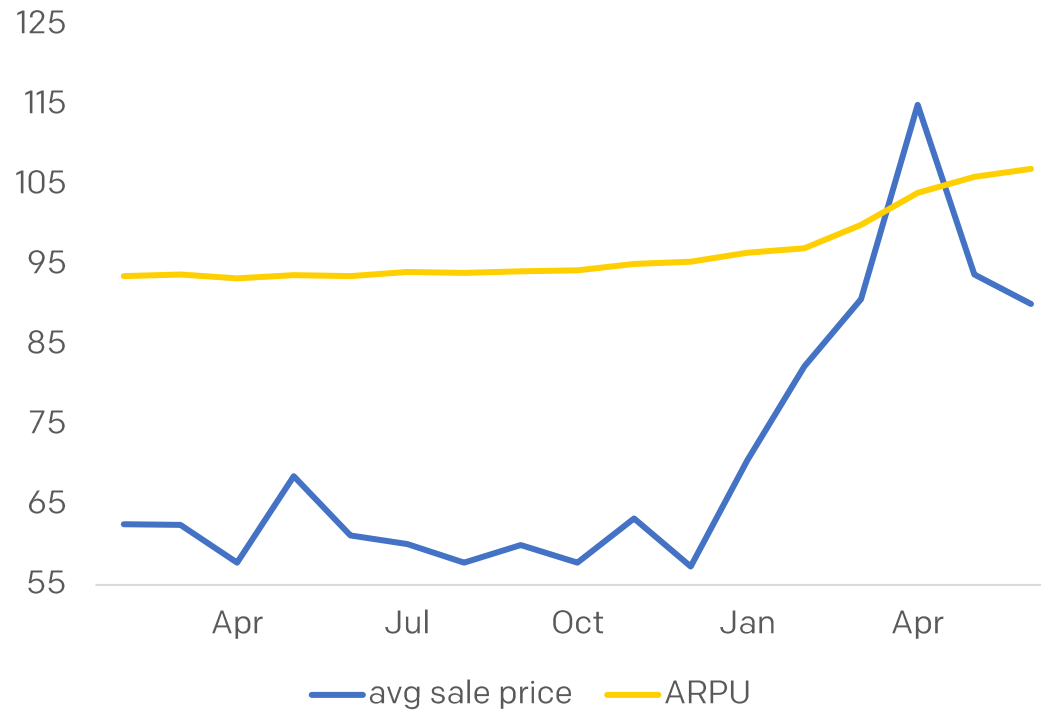
ARPU of LiveChat (in USD)



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 (USD)

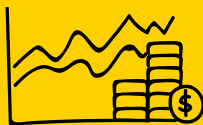


ARPU supported by:

- new pricing model and higher sale price,
- upselling,
- structure of churn.

KPIs

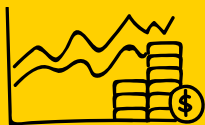
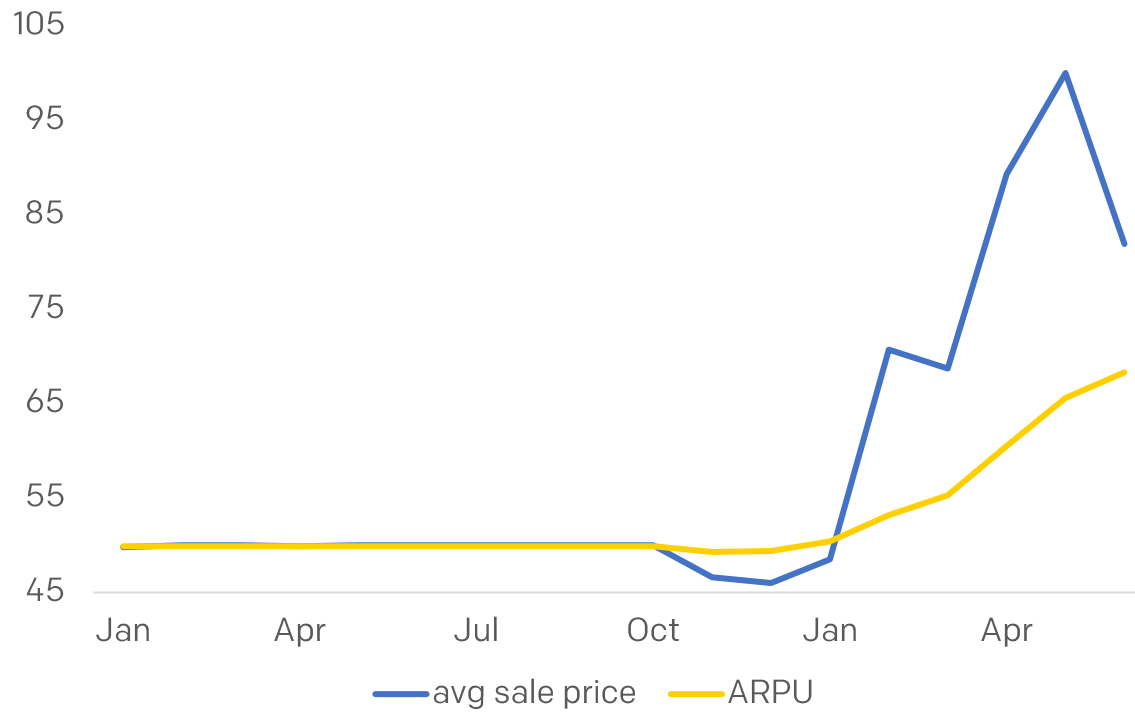
ChatBot (number of customers)



The number of ChatBot customers exceeded 1,000 in January 2020. At the end of the 1st quarter, ChatBot had 1 350 active and paying clients, as compared with 1 108 at the end of the previous quarter and 660 one year earlier

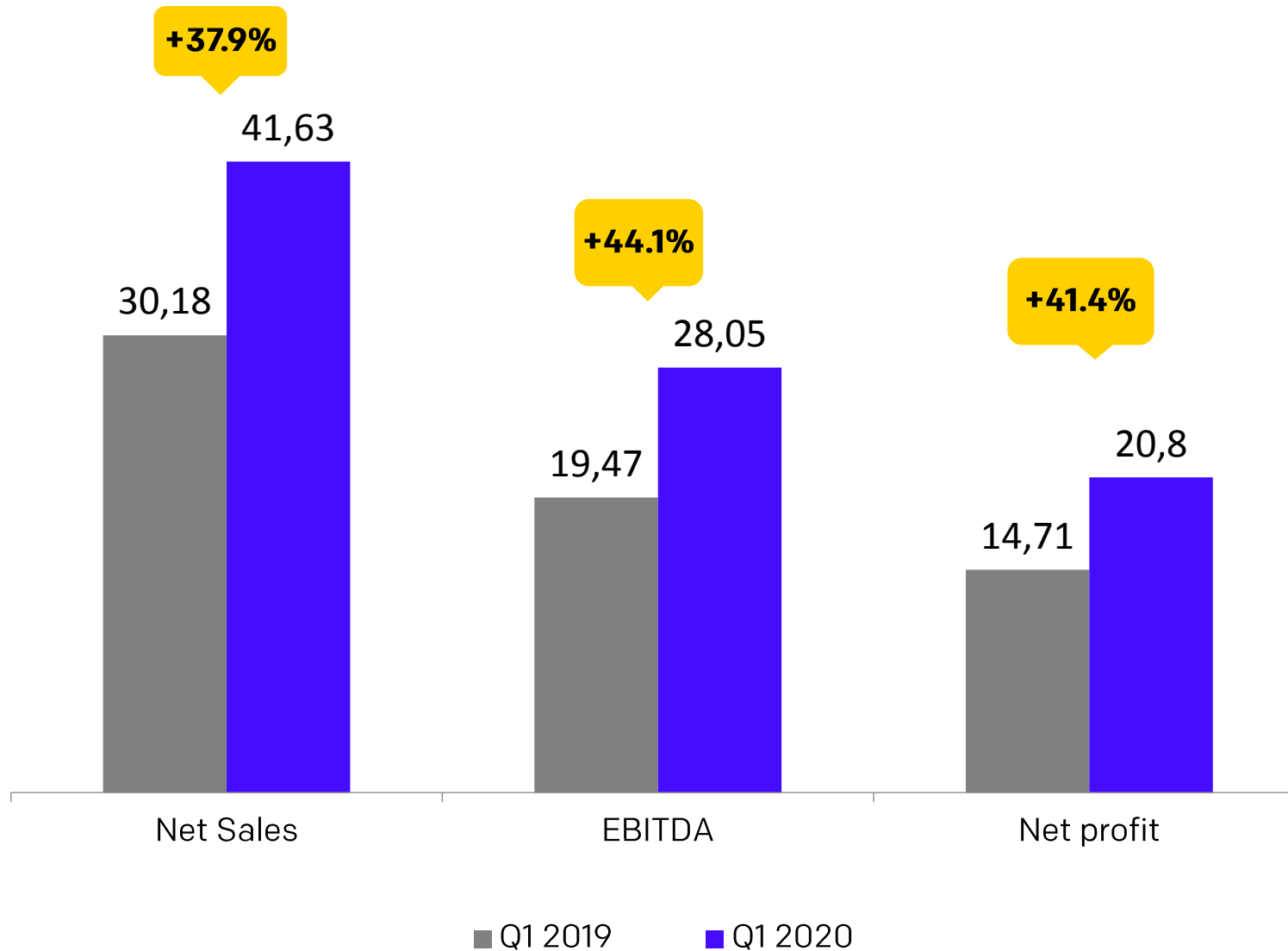
KPIs

ChatBot (USD)



The visible increase in the sale price is the effect of introducing new subscription plans

Financial results (PLN mn)



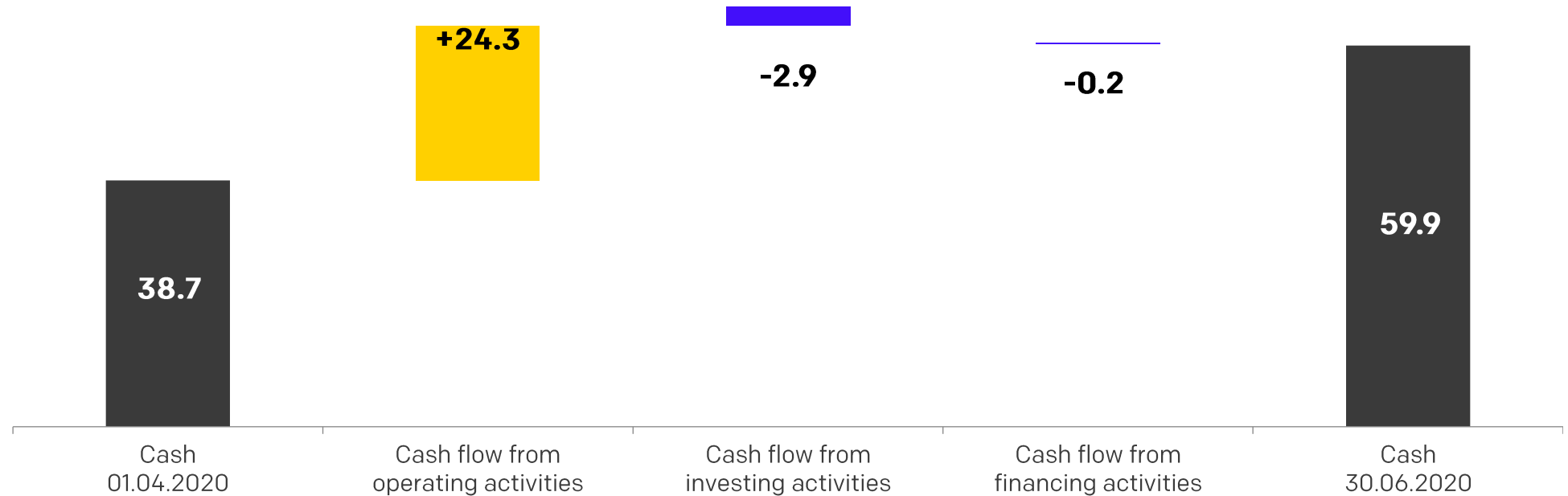
Margins

	2019/20	2018/19
Gross profit margin	86.7%	83.6%
EBITDA margin	67.6%	68.2%
EBIT margin	62.6%	64.8%
Net margin	58.2% (50.1% without IP Box)	52.4%
	Q1 2019/20	Q1 2018/19
Gross profit margin	86.5%	84.3%
EBITDA margin	67.4%	64.5%
EBIT margin	62.0%	60.3%
Net margin	50.0%	48.8%



The company maintains high margins despite an increase in employment

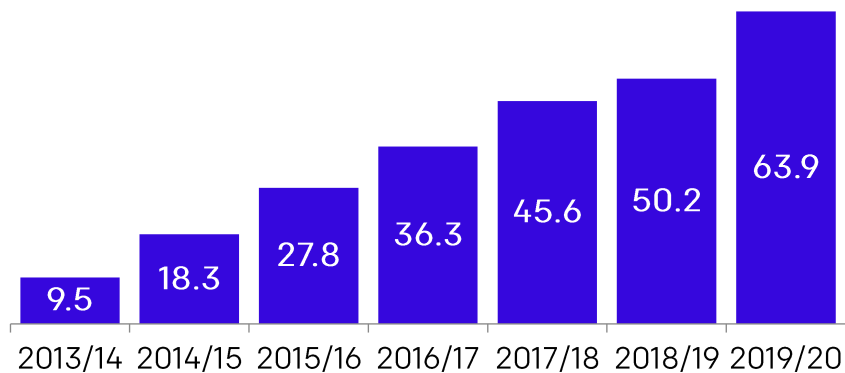
Cash Position (PLN mn)



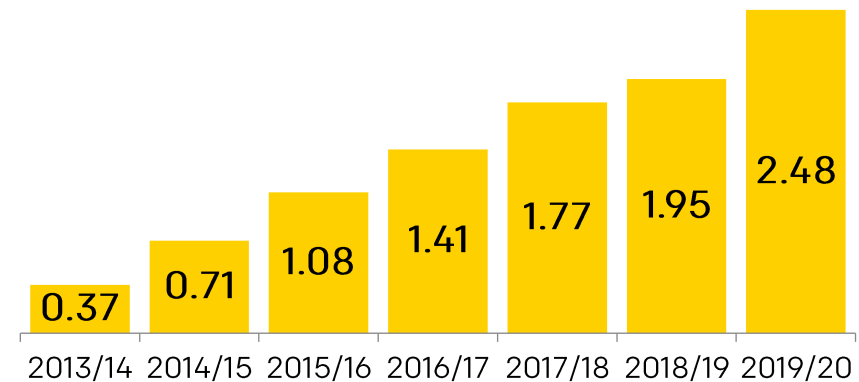
Usually financial activities include almost only dividends.

Dividend

Dividend paid
(PLN mn)



Dividend
(PLN per share)

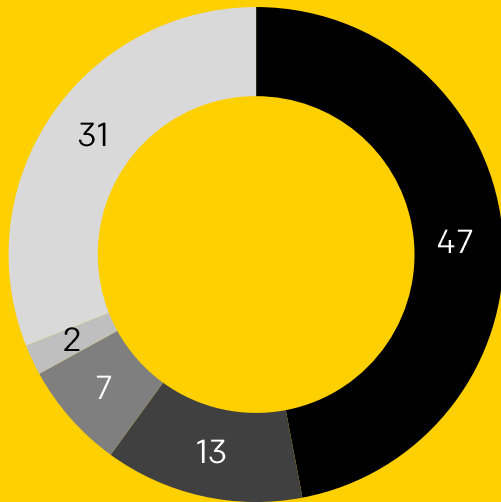


According to the current dividend policy described in the company's issuing prospectus, the Managing Board of LiveChat Software S.A. will be recommending to the Annual General Meeting to pay out highest possible part of the profit for the specific fiscal year as dividend, unless the company sees investment opportunities that would give it, and the shareholders, a return higher than the dividend payment.

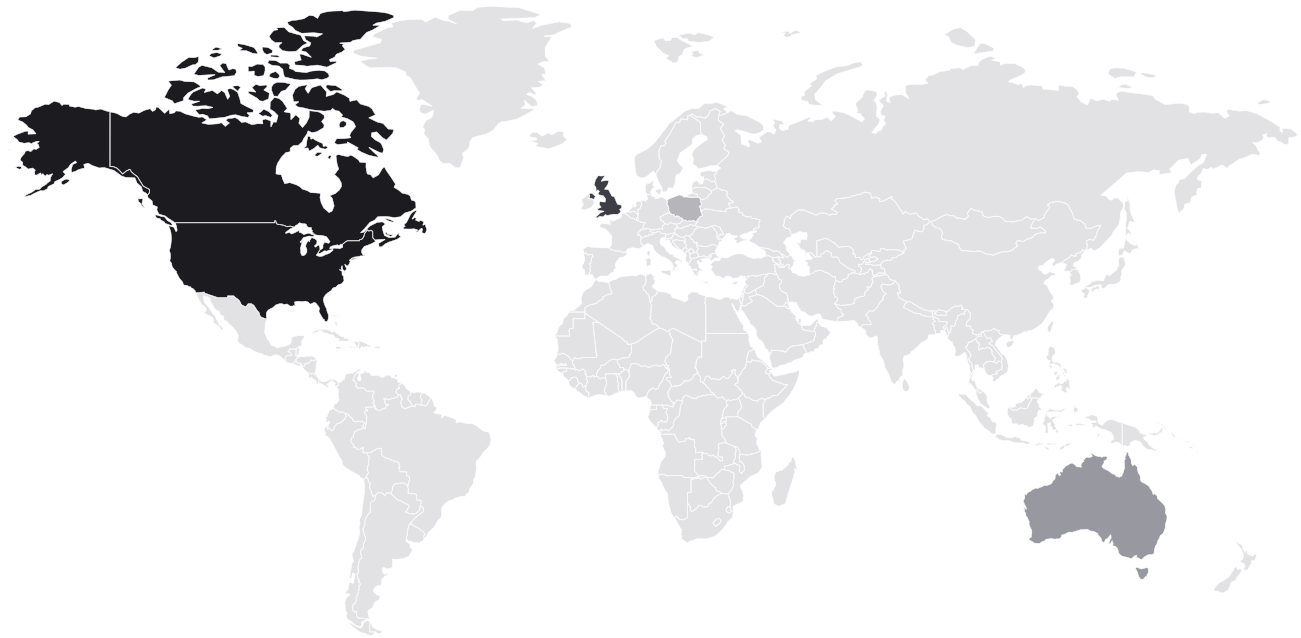


Revenues - geographical breakdown




% of sales



- USA + Canada
- United Kingdom
- Australia
- Poland
- Other

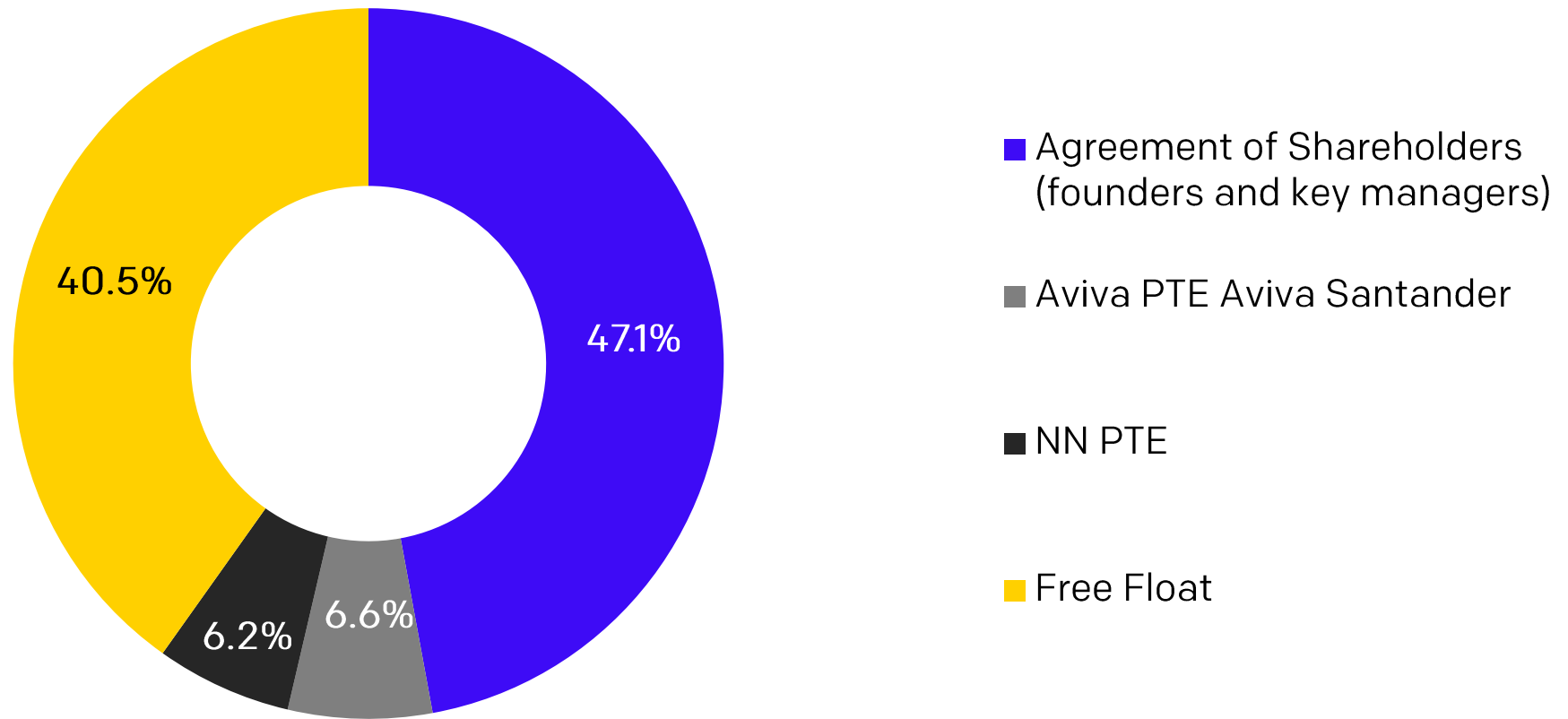


Revenues – products (2019/20 FY)

PLN	Q1 2020/21	Q1 2019/20	Change
 *	40 283 433	29 819 382	+35.1%
	1 249 491	358 003	+249.0%
	94 617	0	-

* Including: Marketplace and Knowledgebase

Shareholders*:



*August 2020



Marcin Droba

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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.