



PRESS RELEASE

CM.com appoints Geert Beullens as Chief Financial Officer

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CM.com (Euronext Amsterdam: CMCOM), a global Conversational Commerce platform, today announces the appointment of Geert Beullens as Chief Financial Officer (CFO), effective 1 November 2025.

Geert brings over 25 years of international financial leadership experience in the technology industry. He joins CM.com from ASML, where he held several senior positions including Business Line CFO, Corporate Chief Accountant, Global Head of Finance Shared Service Centre, and most recently Head of Finance and PMO for ASML's Technology Axis. Over the years, Geert has played a key role in enabling growth, driving transformation, and maturing financial and operational processes in one of Europe's most innovative and fast-growing tech companies.

Jeroen van Glabbeek, CEO of CM.com, said:

"We are delighted to welcome Geert to CM.com. His extensive experience in financial management, risk, and transformation in a high-tech international environment makes him an excellent fit for our next phase of growth. With Geert on board, we further strengthen our leadership team to continue building a scalable, efficient, and resilient organization."



Mariken Tannemaat, Chair of the Nomination, Selection and Remuneration Committee and Member of the Supervisory Board, added: ***"We are very pleased to appoint Geert as the new CFO of CM.com. His proven leadership in complex international environments, combined with his passion for technology and people, will bring valuable expertise and perspective to the company as it continues to grow."***

Geert Beullens, incoming Chief Financial Officer of CM.com, commented:

“AI is transforming the world at an incredible pace. I am excited to join CM.com, a company that has all the tools and capabilities to drive this transition, not only for organizations in the Netherlands but globally. The recently launched AI platform HALO, with its agents, voice solutions, and sector-specific assistants, offers tremendous opportunities for organizations to work more efficiently and optimize their operations. I look forward to contributing to CM.com’s continued growth by ensuring we build on our strong foundation as a leading tech company.”



At CM.com’s next Annual General Meeting of Shareholders in April 2026, Geert Beullens will be nominated for appointment as Statutory Director. He succeeds Jörg de Graaf, who will step down as CFO after more than five years with CM.com.

ABOUT GEERT BEULLENS

Geert (50, Belgian) started his career at Real Software and Arthur Andersen/Deloitte in Belgium before joining ASML in 2003. Over more than two decades at ASML, he held various global financial leadership roles, leading teams across Europe, the US and Asia. Geert holds a degree as Commercial Engineer in Management Informatics from the University of Antwerp and has served as an advisor and board member in several technology and educational organizations. He lives in Breda with his family.

ABOUT CM.COM

CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communication solutions empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities via our Payment platform to drive conversion. Our HALO AI solution allows businesses to leverage advanced automation and intelligence to personalize interactions at scale, driving sales and increasing customer satisfaction.

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