



DRAFT QUARTERLY OPERATING REPORT – Q2 2020

July 22nd, 2020



COREMEDIA

AGENDA (DRAFT FOR DISCUSSION)

Executive Summary	07:00-07:15 CET	1:00 – 1:15pm EDT
Financials	07:15-07:30 CET	1:15 – 1:30pm EDT
Operational Review	07:30-07:50 CET	1:30 – 1:50pm EDT
Commercial Strategy	07:50-08:20 CET	1:50 – 2:20pm EDT
Break	08:20-08:30 CET	2:20 – 2:30pm EDT
Marketing and Partner	08:30-09:15 CET	2:30 – 3:15pm EDT
Product Management and Engineering	09:15-09:40 CET	3:15 – 3:40pm EDT
HR	09:40-09:50 CET	3:40 – 3:50pm EDT
Feedback	09:50-10:00 CET	3:50 – 4:00pm EDT



1 Executive Summary



EXECUTIVE SUMMARY

In Q2, CoreMedia exceeded Revenue goals and achieved positive EBITDA. VF Corp signed but new business significant below plan. ARR slightly below plan.

Core Business is stable

- > No disruption of operations; all SLAs fulfilled
- > Low churn & improved utilization of consulting services

Switch to cash preservation more successful than planned

- > Liquidity on budget June 2020
- > Adjusted EBITDA YTD of €109k, €848k above plan

Q2 Revenue above; ARR slightly below budget

- > Q2 Revenue of €5,3m, €373k above plan
- > ARR June of €16.3m, €184k below plan

Q2 Sales significant below budget

- > New ACV in Q2 of €592.6k below budget of €1.240k and Q2/2019 compared with €1.047k in 2019
- > US Sales below plan
- > One new logo: VF Corp

Q2 Consulting/Training revenue of €1,24m. €272k above Budget

- > Consulting revenue increase from €313k in January to €405k in June
- > Secured engagement with VF Corp
- > 100% remote work

GTM initiatives show promising results

- > Customer Success & Strategic Account Planning impacts churn and upsell
- > SDR practice shows traction in NA and is expanded to Europe
- > Number of leads / RFPs is growing significantly
- > Increased Analyst activity

Q3 Sales expected €0.75m - €0.95m ACV (Plan: €0.354m)

- > “Must Make” catch up goal is €1m
- > US is projected to win a minimum of 1 Net New logo
- > 7 of 10 top Q3 deals are Net New

Q3 Consulting revenue expected at €990k-€1,115k, above budget

- > Solid backlog of signed work

Product Development stretched due to reduced capacity

- > Multiple teams are strained due to lack of backfill
- > Near-shoreing and new investments further on hold
- > Rebalancing of commerce ecosystems on track
- > Future-proofing the platform will require additional resources



EXECUTION OF BUDGET

Status Update: Project Details

Project Q2	Current Status & Next Steps	Results	Timing
Management & Organization	<ul style="list-style-type: none"> Established CRO office; aligned Sales, Consulting, Partner Management & Marketing; resolution with Florian Grebe pending Established Ben Mooney as Global VP Marketing & Partner Ecosystems Established Dirk Jovy as General Counsel and Head of Human Resources Added consulting resource to finance organization to implement IFRS transition while fulfilling financial reporting requirements Drafted MIP with COVID-19 adjustments, finalizing legal addenda according to German / UK / US law Next steps: Review and strengthen organization for growth in 2021 		1Q-4Q 2020
Sales & Marketing	<ul style="list-style-type: none"> Upgraded Sales processes, training and tooling to increase sales productivity Established Strategic Account Planning to drive Customer Success & Upselling Established lead generation as a shared responsibility, onboarded new US SDR & upgraded MarTech stack Switched focus from physical events to digital marketing & campaigns Increased number & quality of campaigns using customer success stories Ramped up Strategic Account Planning & launch Bundled Offerings to drive consulting business 	Growth in Q2: <ul style="list-style-type: none"> MQLs: 146 (+342%) SQLs: 11 (+120%) Opport. Value: € 3m (+114%) 	1Q-2Q 2020
Process Improvements	<ul style="list-style-type: none"> Further reduced cloud hosting cost by streamlining cloud deployment Next steps: Explore multi-tenant use of components like databases etc. to save costs 	<ul style="list-style-type: none"> Reduction of cloud infrastructure cost per instance in the last 18 months: -20% 	2Q-4Q 2020
Product Innovations	<ul style="list-style-type: none"> GraphQL: Expanded support for headless architectures through Headless Server Personalization: Implemented advanced personalization capabilities with and without third party vendors Campaign Management: Consolidated learning from customer projects to be transferred to the product Expanded self-service capabilities & added integration capabilities through dedicated hubs In progress: Business planning for Personalization options At risk due to shortage of resources: Future-proof platform with Multi-tenant Content Server 		2Q-4Q 2020
Execution of Cash Preservation Measures	<ul style="list-style-type: none"> Implemented measures to preserve cash defined in budget, on track to achieve cost of budget Reduced headcount, postponed salary increases and cut payroll; rehired Jay Pal as Account Executive in the UK Cancelled or renegotiated external consulting engagements, renegotiated leases, cut marketing spend, consolidated IT In negotiations with workers' council regarding "Bonus & Tantieme" agreement, potential to turn 50% into discretionary bonus 	<ul style="list-style-type: none"> Preserved additional liquidity of €567k compared with initial AOP 	2Q 2020

KEY RISKS AND WHAT IS NOT WORKING

US COVID-19 threat; New Logos are hard to come by; Need to sharpen positioning in shifting market; Multi-Tenant Cloud

COVID-19 threatens recovery into 2021, especially in the US, prohibiting tradeshows and business travel

- > Market turmoil is not over and could lead to insolvencies of large customers, bad debt and delayed payments
- > Initial expectations to return to normal in July won't be met; disruptions likely into and potentially through 2021
- > While e-commerce gains relevance, financial stress might delay projects longer than expected

New Logo signings significant below plan

- > Multiple prospects delayed initiatives until end of 2020 or later
- > More prospects aim to lower their TCO, increasing competitive pressure by low-cost alternatives
- > Small entry solutions are not the best fit for CoreMedia so far; complex global use-cases are where we differentiate
- > Consequently, CAC significantly too high

Need to sharpen Product Positioning in shifting market

- > Forrester pushed "Agile CMS" while Gartner pushes "Composable DXP"
- > Headless Vendors push MACH Alliance
- > "Content for Commerce" might be too narrow
- > "Adobe Killer" resonates inside Salesforce

Path to Multi-tenant cloud is not yet secured

- > Tension between adding features vs. establishing new multi-tenant platform is multiplied due reduced investments
- > Competitive pressure by Multi-tenant vendors through lower TCO is a serious threat
- > Future-proofing the platform will require resources in addition to current budget



2 Financials



SUMMARY FINANCIALS

With an enormous feat almost all highly important and urgent Controlling/Finance/Accounting topics where delivered until QOR June.

1. Switch to IFRS from German GAAP and Cost Of Sales (COS) from in Germany commonly used Total Cost Method (TCM) for CoreMedia
2. Numerous major initiatives almost finalized for controlling, accounting & finance organization to improve speed & accuracy of information and further drive the data-driven CoreMedia
3. Multiple audits on its way with KPMG to finalize transition

CFO Review and Outlook – Tread with Care

- **YTD**
 - Financial performance generally exceeded expectations in Q2 and YTD 2020 as we tightened cost control
 - The effects of cost control are limited when we're not winning new logos. We need to solve Sales/Marketing productivity – e.g. better CAC ratios and CAC Payback periods
- **Forecast 2020**
 - If we assume in H2 we will land the new logo's (~55% of pipe), the ARR should be at least €200k above budget especially due to less churn
 - Please note some major customers are at risk, which could significantly impact the year end ARR
 - Consulting planned for 2nd HY with average revenue/month of 1st HY to exceed FY budget by approx. €800k (20%)
 - Adjusted EBITDA should be better than budget on the existing cost structure before potential additional invests
- **Outlook 2021 – insecure**
 - Outlook based on end of 2020 team structure – sales productivity planned to increase, driving incremental ACV bookings to ~ €3,500k (>20% growth vs. FC 2020)
 - Variable compensation based on 100% OTE
 - General increase of expenses
- **Recommendation: Don't make major investment decisions yet**
 - Wait with investing until Q3 sales are realized and we have a better view on Q4 pipe AND January churn
 - And a better view on sales/marketing productivity improvements



PROGRESS ACHIEVED FOR MOST IMPORTANT REPORTING PROJECTS

Status Update: Project Details

Project	Status	Recent Progress	Next steps	Risks
Support with LucaNet (new consolidation tool) • Installation (incl. ERP interface) • Set up basic structure • Set up CFS/movement schedule • Data import and technical review • Configuration FiCo II (Consolidation module) • Training for employees		<ul style="list-style-type: none"> Consolidated reporting (excl. Holdco) delivered out of new consolidation tool LucaNet since May 2020 (Holdco manually included for comparison purposes Jan-Oct 2019) incl. COS 	<ul style="list-style-type: none"> Training for employees (scheduled for August 2020) Identify further automation potential (e.g. include manual adjustments in LucaNet) Identify potential opportunities for planning and budgeting purposes in LucaNet Test BI Tool interface to enable instant analysis 	<ul style="list-style-type: none"> Vacation period Unidentified technical problems Lack of time due to unexpected reporting requests
Change of P/L format (Total Cost Method (TCM) -> Cost Of Sales Method (COS)) • Roll forward of excel COS tool (cost center mapping) • Analysis and update of manual adjustments • Technical implementation in LucaNet		<ul style="list-style-type: none"> Implementation of IFRS P&L in CoreMedia Management CoS logic in LucaNet completed Split of Budget 2020 into CoreMedia Management CoS logic near final Mapping of LucaNet IFRS P&L in CoS logic to CoreModel almost completed 	<ul style="list-style-type: none"> Finalize split of Budget 2020 into CoreMedia Management CoS logic (change approach from top down to bottom up) Integrate Budget 2020 into CoreModel in CoS logic 	<ul style="list-style-type: none"> Double work and alignment topics due to the different COS methods by CoreMedia and OpenGate Vacation period Unidentified technical problems Lack of time due to unexpected reporting requests
Towards a more Data-Driven CoreMedia • Operational and financial performance metrics tracking at all hierarchical levels		<ul style="list-style-type: none"> Built up a first set of KPI measurement system based on CoreMedia Management Cost of Sales model, market benchmarks First 90% draft delivered for CAC ratios / payback / LTV ARR data from JustOn 	<ul style="list-style-type: none"> Drive more granular levels of industry-standard lagging and leading indicators through step by step approach Roll-out wider access to performance metrics at all hierarchical levels 	<ul style="list-style-type: none"> Unidentified technical problems Data issues SF Lack of granularity in tracking performance due to blockage by workers' council

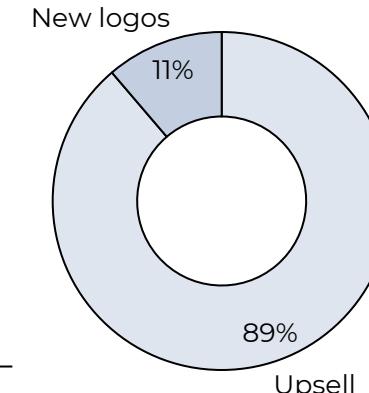
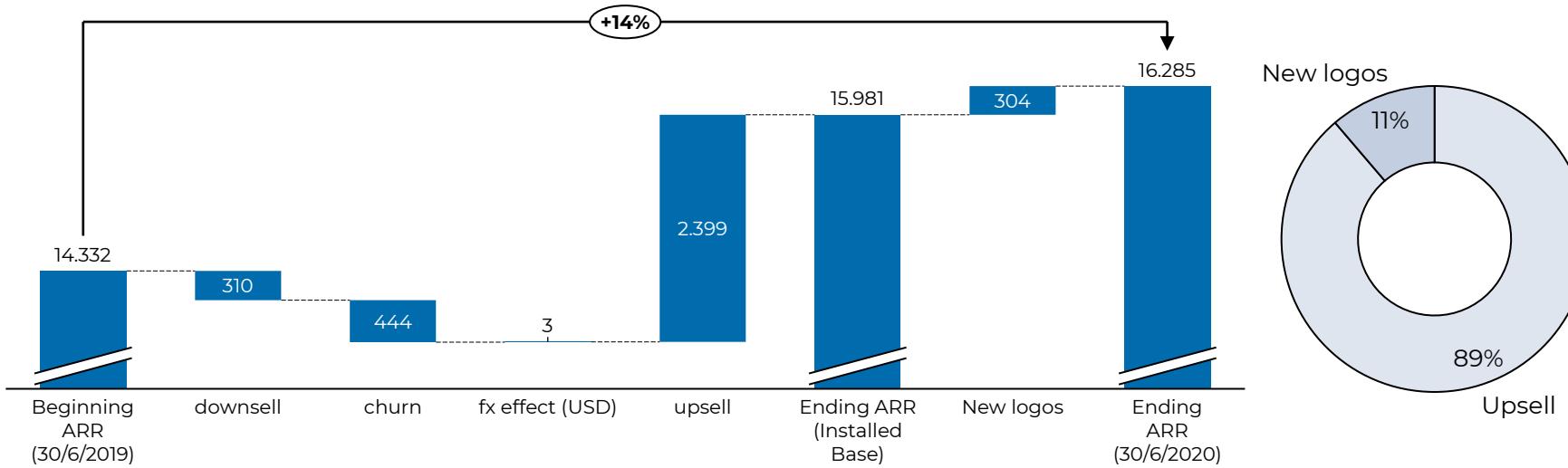
PROGRESS ACHIEVED FOR MOST IMPORTANT REPORTING PROJECTS

Status Update: Project Details

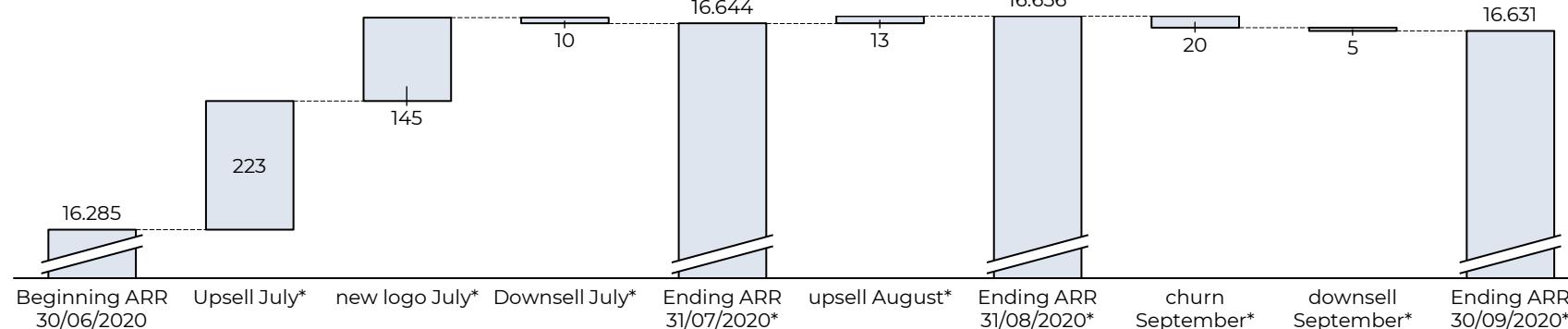
Project	Status	Recent Progress	Next steps	Risks
Contract to Cash Automation in Execution <ul style="list-style-type: none"> Automation of report e.g. for ARR, cash due to recurring revenue contracts, deferred revenue Billing Automation based on digitized contract and subscription data Decreasing data entry work, manual errors etc. and increasing time to analyze the developments. 		<ul style="list-style-type: none"> First wave finalized handed over to line organization: control, contract management ARR reporting: Finalized verification of contract data for existing contracts Added extended support contracts to ARR Enabled the controlling team to perform reporting from JustOn 	<ul style="list-style-type: none"> Next waves: Billings automation for CSPE / Training Center/ Partners / US entity – waiting for approval by Betriebsrat to move ahead Key challenge: reporting is based on current <u>subscription level</u> data, Salesforce snapshots needs to be enabled to start making <u>account level</u> time-series analysis, YTD reports, LTM and NTM Align with Agresso helpdesk and finance team on data export (when finance team has availability) 	<ul style="list-style-type: none"> Unidentified technical problems Data issues SF vs. ERP Betriebsrat blockage System limitations vs. reporting requirements lead to unscalable decisions

ARR DEVELOPMENT LTM AND FORECAST JUL/AUG/SEP (JUSTON)

Installed base expansion fuels growth June 19 – June 20



Positive FC July 20–Sept. 20 based on contracted customers



11 *) Just On data 17/7/2020

MD&A LTM ARR

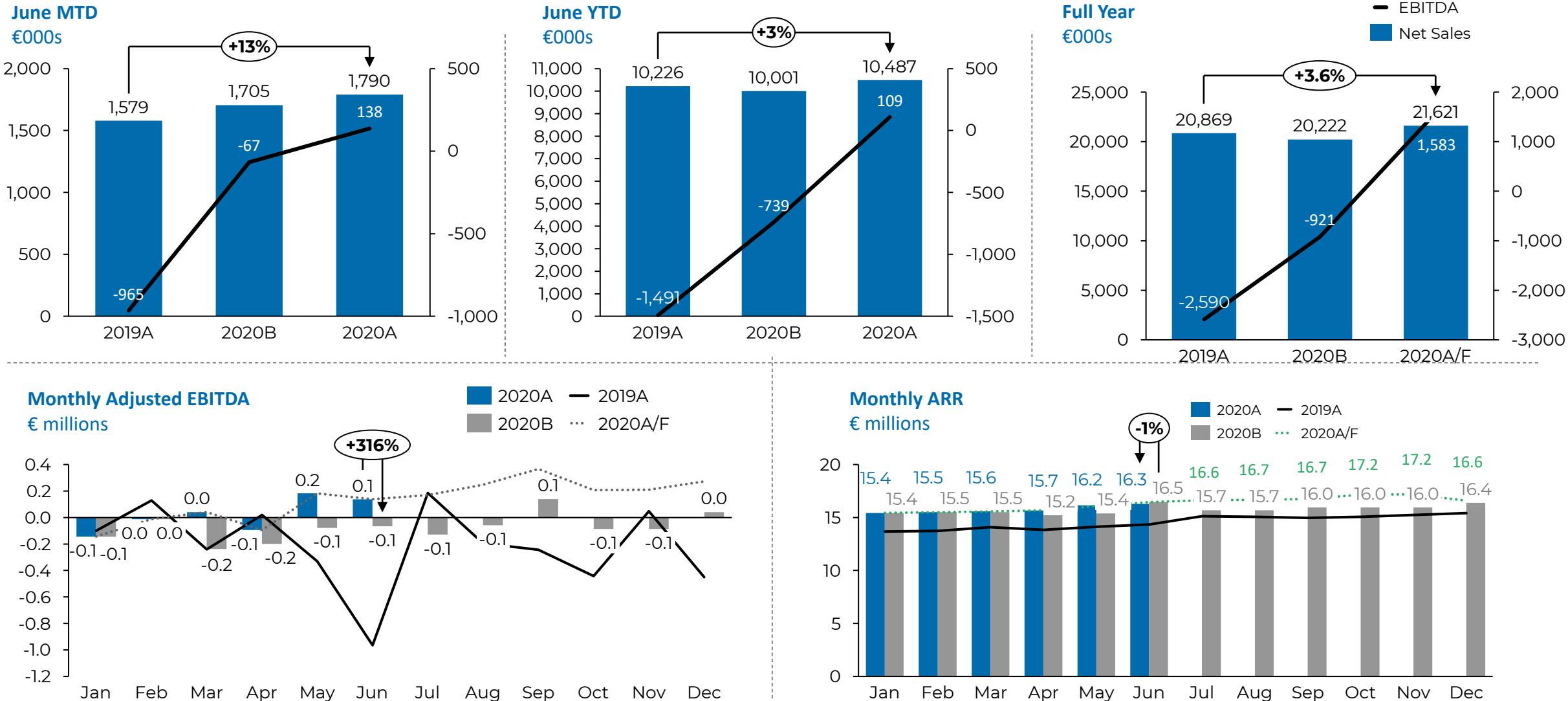
- 14% ARR growth in LTM
- Approx. 4% due to 'extended support' which is not sustainable (that means: growth 10% w/o)
- Only €304k (11%) due to new logos (w/o VF, because VF comes in July)
- Upsell/Expansion (€2,399k) vs. attrition (€754k): Upsell >3times attrition

FC ARR until 09/2020 (no FC of new deals)

- Based on Juston data
- All known churn and upsell integrated
- Significantly lower churn than expected in budget (approx. 6%) so far



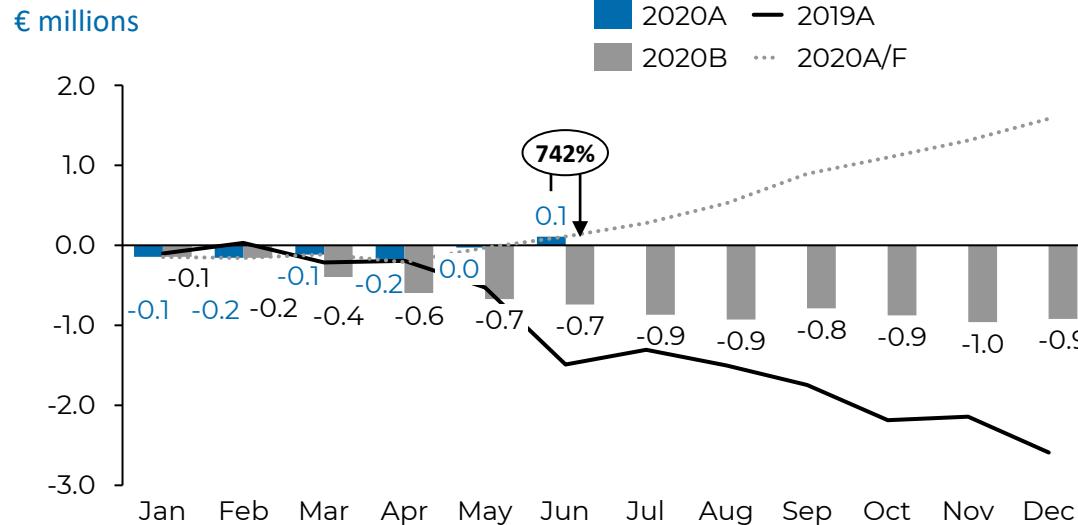
MONTHLY FINANCIAL METRICS*



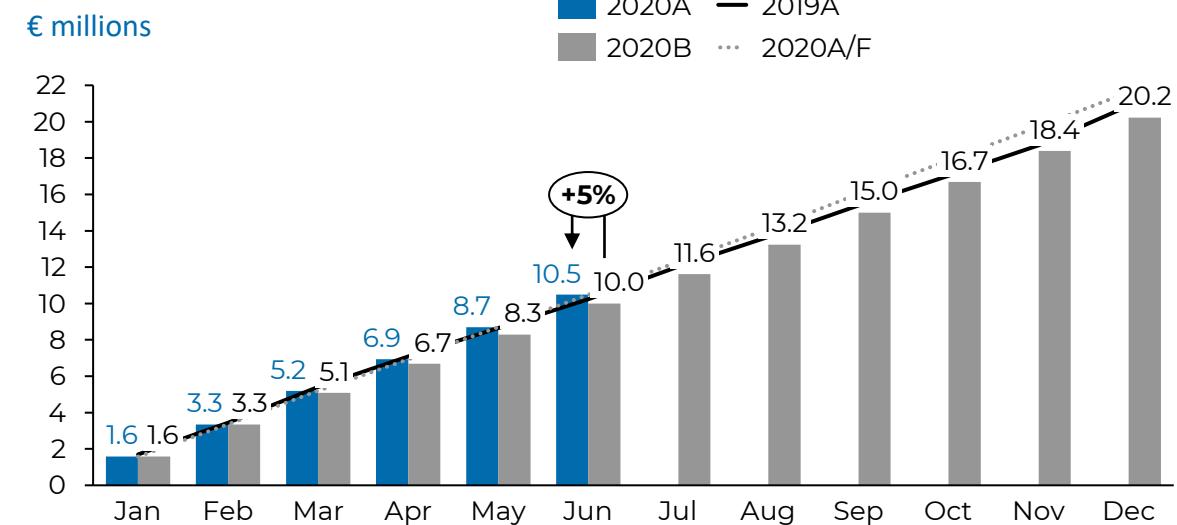
* B=Budget=Realistic COVID19 case

MONTHLY FINANCIAL METRICS*

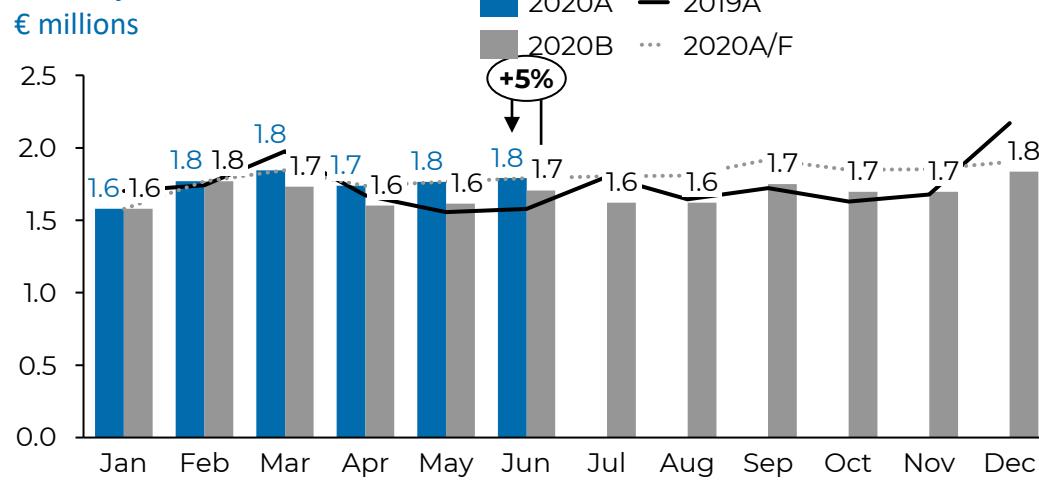
YTD Adjusted EBITDA



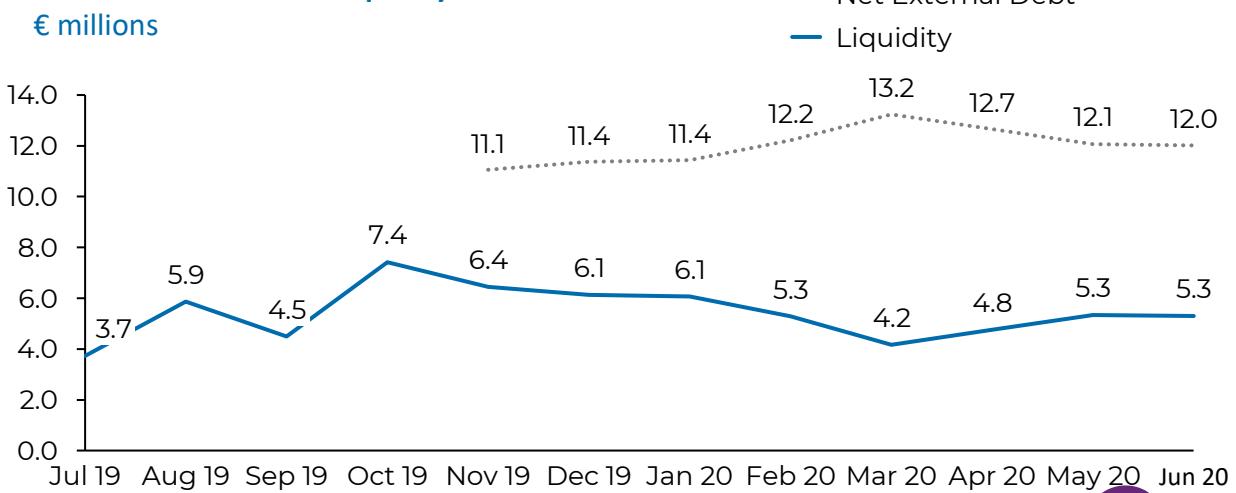
YTD Revenue



Monthly Net Revenue



Net External Debt and Liquidity



SUMMARY P&L – JUNE YTD

Revenues 486k, Adjusted EBITDA 848k better than budget – TCM

	YTD		Variance		YTD		Variance		PY YTD		Variance	
	Actual	Budget	EUR	%	AOP	EUR	%	Actual	EUR	%	Actual	%
Recurring revenues	7.892.583	7.779.320	113.263	1,5%	7.748.270	144.313	1,9%	6.995.165	897.418	12,8%		
Subscription	3.224.141	3.220.937	3.204	0,1%	3.271.822	(47.682)	-1,5%	2.535.325	688.815	27,2%		
Cloud	692.875	774.545	(81.670)	-10,5%	691.354	1.520	0,2%	358.722	334.153	93,2%		
Maintenance & Support	3.975.568	3.783.838	191.730	5,1%	3.785.093	190.475	5,0%	4.101.118	(125.550)	-3,1%		
Non-recurring revenues	2.594.359	2.221.201	373.158	16,8%	2.771.057	(176.698)	-6,4%	3.231.318	(636.959)	-19,7%		
Perpetual license revenues	73.500	73.500	-	0,0%	207.401	(133.901)	-64,6%	371.943	(298.443)	-80,2%		
Consulting & Training	2.444.702	2.079.408	365.294	17,6%	2.495.364	(50.662)	-2,0%	2.796.039	(351.337)	-12,6%		
Partner Subscription	76.157	68.292	7.865	11,5%	68.292	7.865	11,5%	63.337	12.820	20,2%		
Revenues	10.486.942	10.000.521	486.422	4,9%	10.519.328	(32.385)	-0,3%	10.226.483	260.459	2,5%		
Capitalised services	-	-	-	0,0%	-	-	0,0%	(89.922)	89.922	100,0%		
Other income	133.009	44.553	88.456	198,5%	44.553	88.456	198,5%	49.224	83.785	170,2%		
External services	(221.471)	(343.377)	121.906	35,5%	(301.782)	80.310	26,6%	(207.132)	(14.339)	-6,9%		
Gross Profit	10.398.480	9.701.696	696.784	7,2%	10.262.099	136.381	1,3%	9.978.653	419.827	4,2%		
Gross Margin %	99,2%	97,0%	2,1%		97,6%	1,6%		97,6%	1,6%			
OPEX	(10.308.677)	(10.192.398)	(116.279)	-1,1%	(11.352.328)	1.043.651	9,2%	(11.562.813)	1.254.136	10,8%		
Product Invest	-	-	-	0,0%	-	-	0,0%	-	-	0,0%		
CM Projects	(67.578)	(67.000)	(578)	-0,9%	(67.000)	(578)	-0,9%	-	(67.578)	0,0%		
Consulting	(283.842)	(304.745)	20.904	6,9%	(993.648)	709.807	71,4%	-	(283.842)	0,0%		
Audit & Finance	(629.997)	(544.765)	(85.232)	-15,6%	-	(629.997)	0,0%	-	(629.997)	0,0%		
SVB Fees	-	(7.500)	7.500	100,0%	(7.500)	7.500	100,0%	-	-	-		
Reported EBITDA	(891.613)	(1.414.712)	523.099	37,0%	(2.158.378)	1.266.764	58,7%	(1.584.160)	692.546	43,7%		
EBITDA Addbacks	1.000.856	676.008	324.847	48,1%	848.648	152.208	17,9%	92.877	907.979	977,6%		
Adjusted EBITDA	109.243	(738.704)	847.946	114,8%	(1.309.730)	1.418.972	108,3%	(1.491.282)	1.600.525	107,3%		
Adjusted EBITDA %	1,0%	-7,4%	8,4%		-12,5%	13,5%		-14,6%	15,6%			
Change in Deferred Revenue	2.225.229	1.227.487	997.742	81,3%	1.667.105	558.124	33,5%	1.641.428	583.800	35,6%		
Adjusted Cash EBITDA	2.334.472	488.783	1.845.688	377,6%	357.375	1.977.097	553,2%	150.146	2.184.325	1454,8%		
Adjusted Cash EBITDA %	22,3%	4,9%	17,4%		3,4%	18,9%		1,5%	20,8%			

MD&A Revenue

- Recurring revenue on track due to less Maintenance & Support churn and extended support, but soft new bookings
- Cloud lower than budget due to less deals won than budgeted plus timing of VF Group Deal. Revenue will start in July rather than June
- Consulting and Training above plan due to better sale of consulting than expected during COVID19 plan

Gross Profit

- Other income better than plan due to consulting services sold in the past but never requested by the customer (YNAP).
- External services better than budget due to lower cloud revenue plus cost planned for Sencha which are booked in Software costs

Reported EBITDA

- Audit/Finance above plan due to higher cost for current projects than expected during AOP/COVID19 plan



OPERATING EXPENSE – JUNE YTD

Operating Expenses 116k (1%) worse than budget due to multiple reasons - TCM

	YTD		Variance		YTD		Variance		PY MTD		Variance	
	Actual	Budget	EUR	%	AOP	EUR	%	Actual	EUR	%	Actual	EUR
Personnel Costs	(7.907.984)	(7.660.806)	(247.178)	-3,2%	(8.304.444)	396.459	4,8%	(7.934.427)	26.443	0,3%		
Severance	(62.740)	-	(62.740)	0,0%	-	(62.740)	0,0%	-	(62.740)	0,0%		
Premises	(403.667)	(437.339)	33.672	7,7%	(467.703)	64.036	13,7%	(454.120)	50.453	11,1%		
Taxes, Insurance, Contribution	(136.487)	(159.219)	22.732	14,3%	(159.219)	22.732	14,3%	(145.466)	8.979	6,2%		
Automobile	(14.915)	(22.700)	7.784	34,3%	(22.700)	7.784	34,3%	(31.957)	17.042	53,3%		
Marketing	(533.593)	(714.775)	181.182	25,3%	(790.113)	256.520	32,5%	(904.956)	371.363	41,0%		
Travel expenses	(229.923)	(248.820)	18.897	7,6%	(501.605)	271.681	54,2%	(529.250)	299.326	56,6%		
Communication, office equipm.	(53.064)	(72.729)	19.665	27,0%	(72.729)	19.665	27,0%	(78.076)	25.011	32,0%		
Consulting	(311.099)	(221.506)	(89.594)	-40,4%	(277.553)	(33.546)	-12,1%	(831.845)	520.746	62,6%		
Professional training	(40.262)	(30.295)	(9.967)	-32,9%	(51.807)	11.545	22,3%	(43.820)	3.558	8,1%		
Recruitment	(24.396)	(51.617)	27.221	52,7%	(90.807)	66.410	73,1%	(22.245)	(2.151)	-9,7%		
Bad debt	50.068	55.843	(5.775)	10,3%	55.843	(5.775)	10,3%	(15.853)	65.922	415,8%		
Software	(415.510)	(403.758)	(11.752)	-2,9%	(425.058)	9.548	2,2%	(306.077)	(109.433)	-35,8%		
Leasing	(52.832)	(65.732)	12.900	19,6%	(65.732)	12.900	19,6%	(66.122)	13.290	20,1%		
Other costs	(172.271)	(158.945)	(13.326)	-8,4%	(178.702)	6.430	3,6%	(198.597)	26.326	13,3%		
Operating Costs	(10.308.677)	(10.192.398)	(116.279)	-1,1%	(11.352.328)	1.043.651	9,2%	(11.562.813)	1.254.136	10,8%		
Product Invest	-	-	-	0,0%	-	-	0,0%	-	-	0,0%		
CM Projects	(67.578)	(67.000)	(578)	-0,9%	(67.000)	(578)	-0,9%	-	(67.578)	0,0%		
Consulting	(283.842)	(304.745)	20.904	6,9%	(993.648)	709.807	71,4%	-	(283.842)	0,0%		
Audit & Finance	(629.997)	(544.765)	(85.232)	-15,6%	-	(629.997)	0,0%	-	(629.997)	0,0%		
SVB Fees	-	(7.500)	7.500	100,0%	(7.500)	7.500	100,0%	-	-	-		
Additional Cost	(981.416)	(924.010)	(57.406)	-6,2%	(1.068.148)	86.732	8,1%	-	(981.416)	0,0%		
Grand Total	(11.290.093)	(11.116.408)	(173.685)	-1,6%	(12.420.476)	1.130.383	9,1%	(11.562.813)	272.719	2,4%		

MD&A

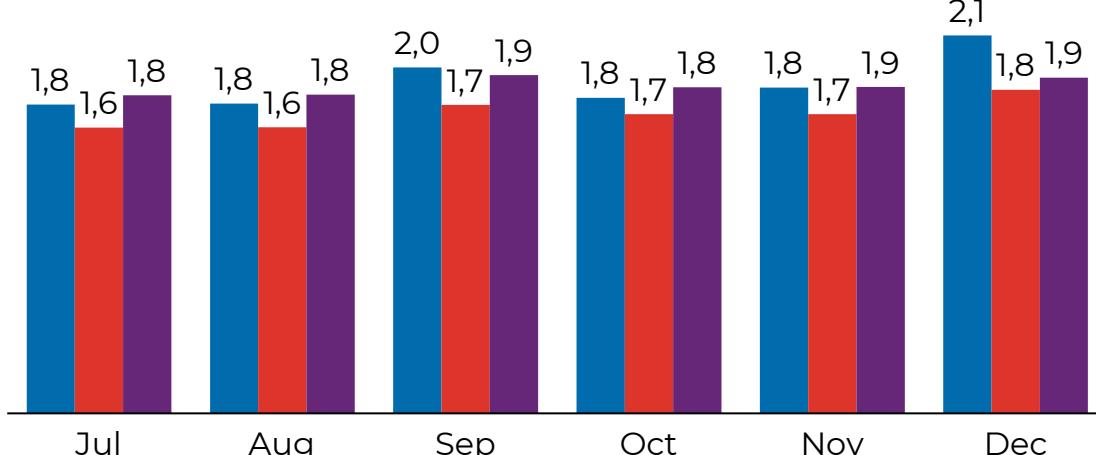
- Personnel expenses incl. holiday accruals and excl. severance 2% above B because of higher than planned variable payment for MSC and UFR 35k, retro payment for Medicare in US 30k, placement fees for the Corp. 17k, 20k more project commission for consultants
- Accruals for vacation with 118k; action taken to reduce until end of FY
- Consulting higher e.g. due to one unexpected bill from a former lawyer €30k and an external KAM (Livia Dubos) plus Abendroth Consulting which was not incl. in budget
- Marketing costs reduced due to postponement of measures
- Recruitment 53% below B because strongly reduced activities



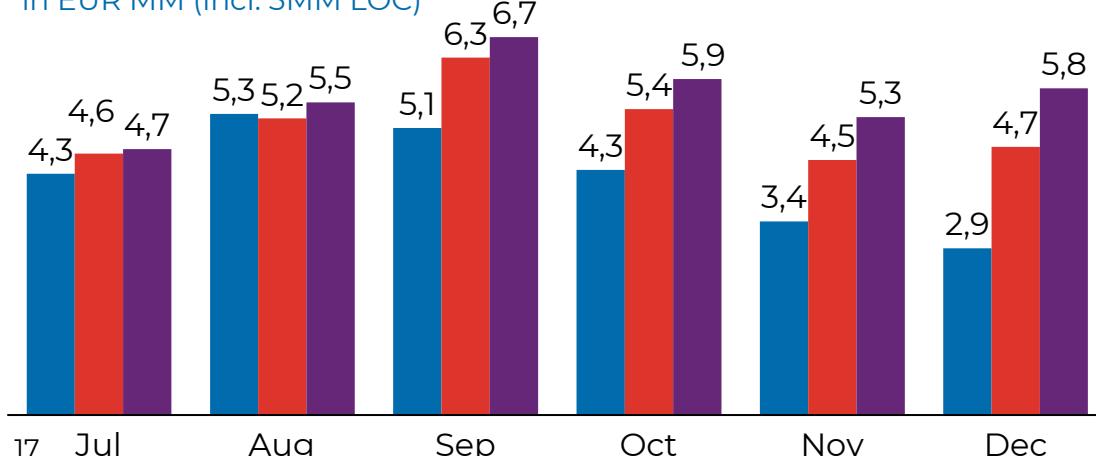
COMPARISON OF 2020 RE-FORECAST TO BUDGET

In all categories on a good way to achieve or exceed budget

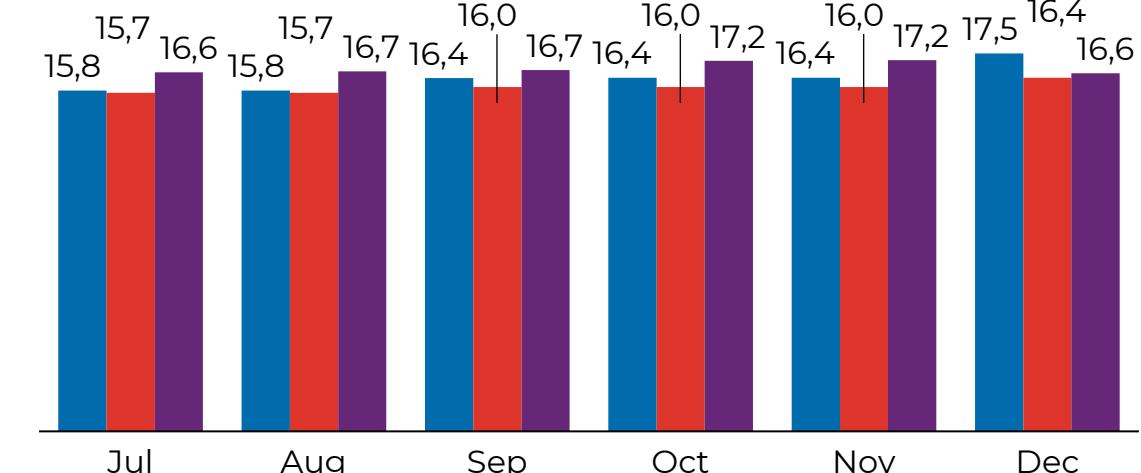
2020 Net Revenue forecast comparisons
in EUR MM



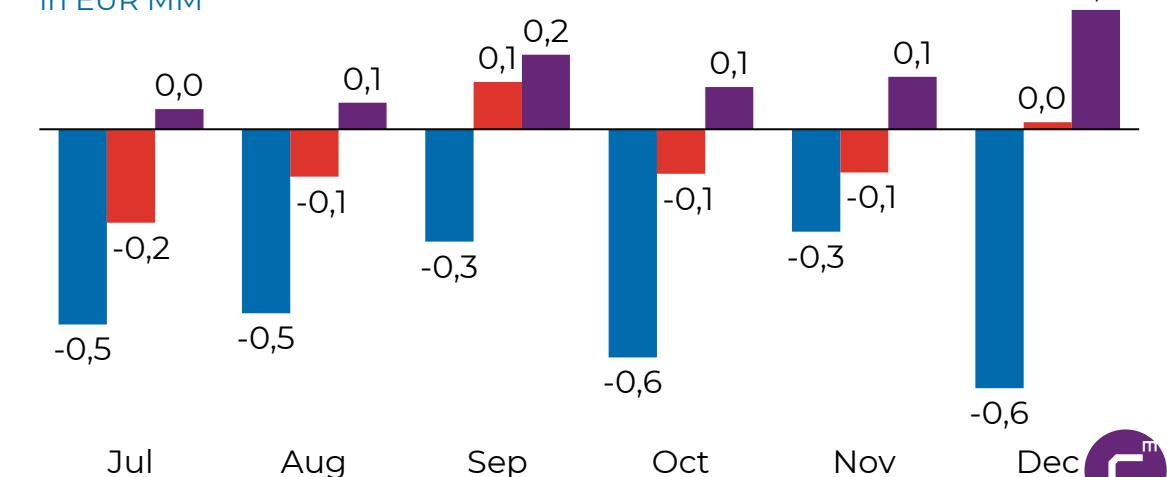
2020 Total Liquidity forecast comparisons
in EUR MM (incl. 3MM LOC)



2020 ARR forecast comparisons
in EUR MM



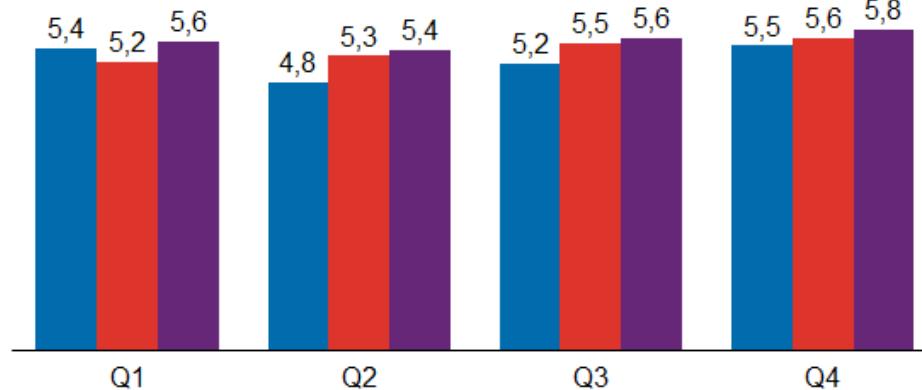
2020 Reported EBITDA comparisons
in EUR MM



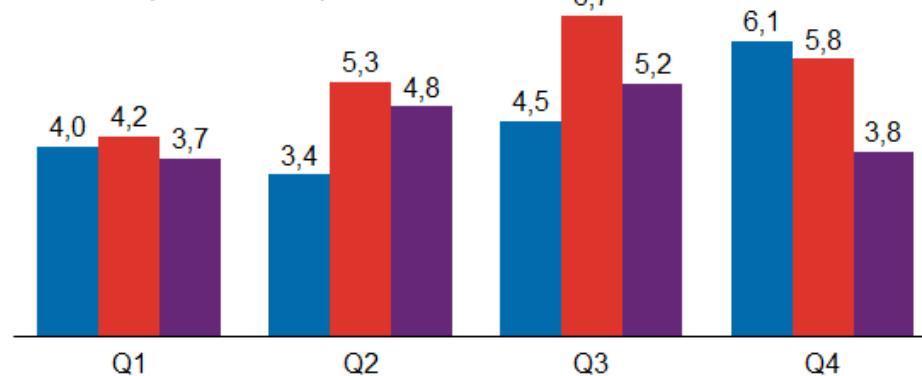
COMPARISON OF 2021 OUTLOOK TO 2019/2020 FC

In spite of COVID-19 we expect full year 2021 revenue to be 7% above of 2019

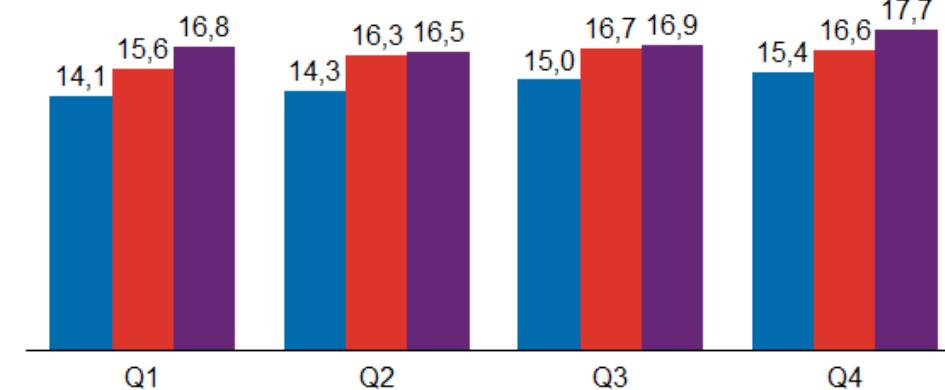
Net Revenue forecast comparisons
in EUR MM



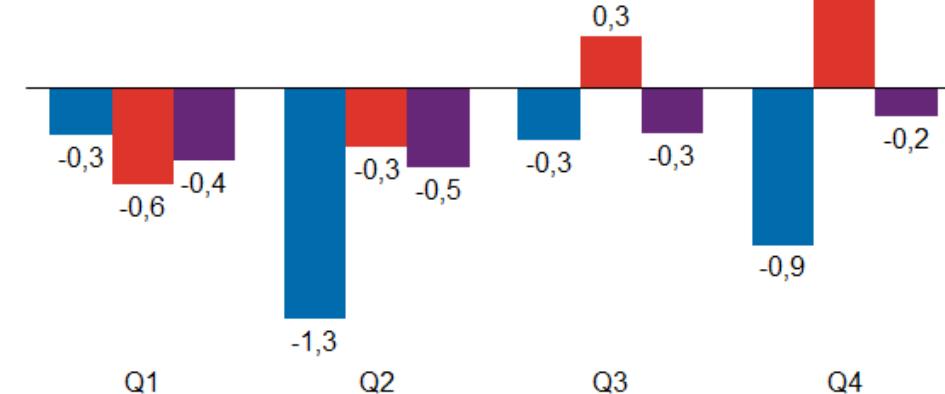
Total Liquidity forecast comparisons
in EUR MM (incl. 3MM LOC)



ARR forecast comparisons
in EUR MM



Reported EBITDA comparisons
in EUR MM



3 Revenue Operations Report



CRO EXECUTIVE SUMMARY

COVID impacted 1H2020 signings, however, 2H looks promising with a strong pipeline of maturing deals. Lead Generation continues to improve.

Progress

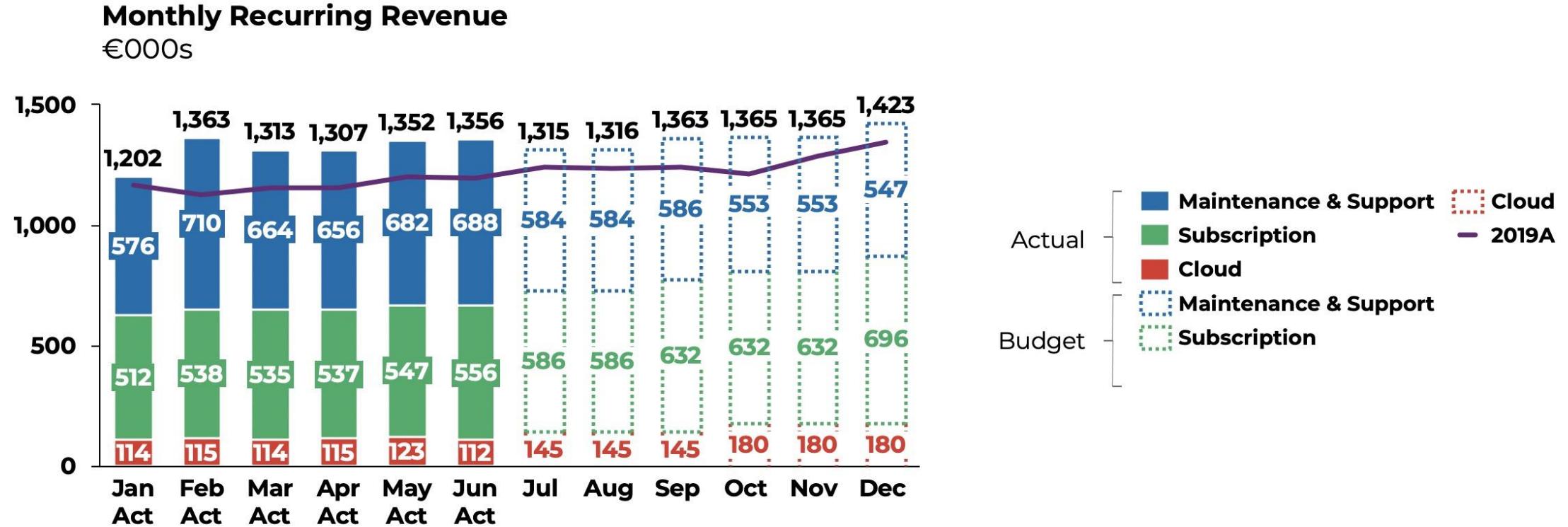
- > Closed the VF and Luxottica deals during a quarter of uncertainty
- > Consulting and Training continues to deliver strong results
- > Our Lead Gen engine has been awakened with a 26% increase in pipeline, yielding 11 Net New opportunities
- > New “good/better/best” and creative pricing approach getting us back into deals
- > Robust 2H pipeline with solid deals already in Commit and Best Case
- > Geo-based territories should help drive better new logo signings now that all Sellers can sell into all Ecosystems
- > Jay Pal returned, re-opening UK growth potential
- > 7 of 10 top Q3 deals are Net New

Challenges

- > YTD net new ARR signings with commitments delayed due to COVID (2 new YtD. 2019 had 8)
- > Current CAC is significantly above industry benchmarks at €2.63 vs €1.29
- > Expansion sales can sometimes take nearly as much effort as Net New, as we are also defending against competition.
- > Mid-market competition has sharpened their pricing and value propositions (e.g. \$3k/mo enterprise package from Contentful and Amplience is offering a competitive package for \$8k/mo with 99.9% SLAs)
- > Global sites; multi-site/language/brand functionality continues to be a challenge for customers leading to escalations and churn risk.
- > Partner enablement - Progress will be difficult without additional investment



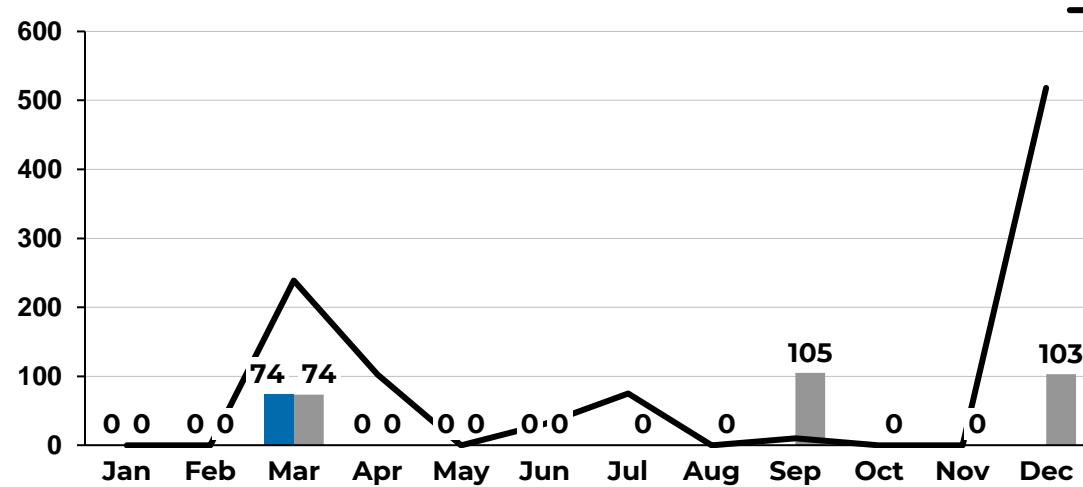
RECURRING REVENUE



NON-RECURRING REVENUE

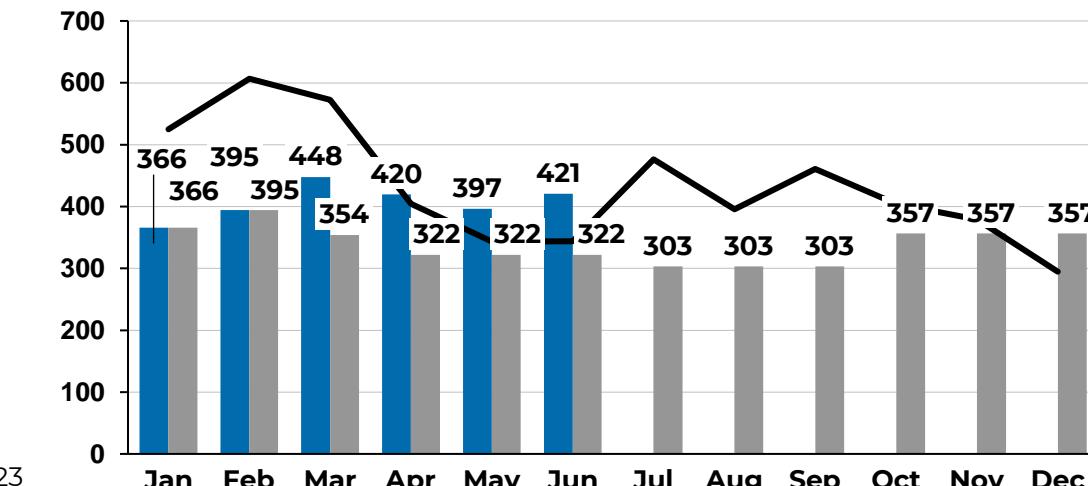
Perpetual License

€000s



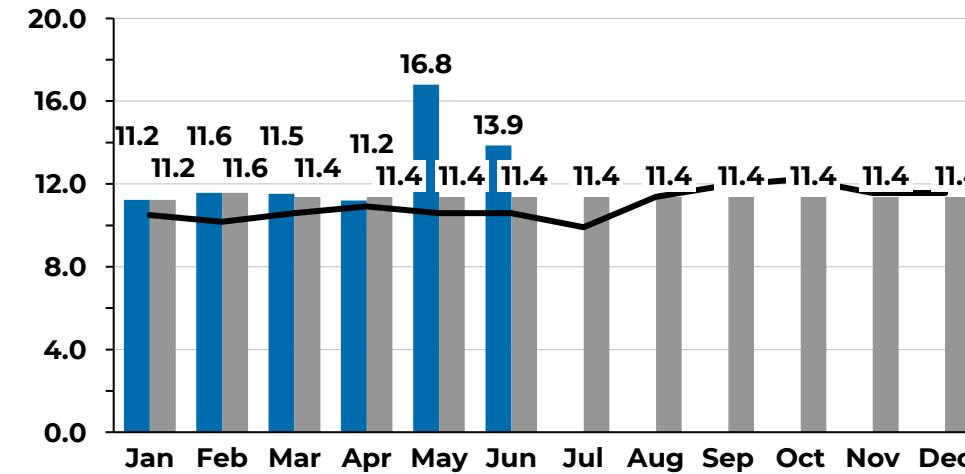
Monthly Services

€000s



Partner contracts

€000s

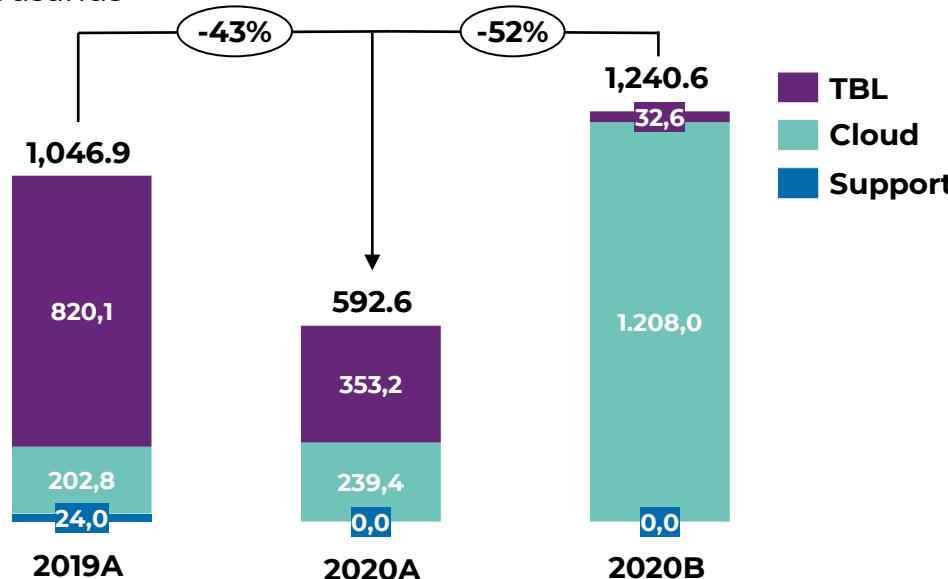


Total billable hours	Jan	Feb	Mar	Apr	May	June	June YTD
USA	259	290	552	429	526	593	2.648
ROW	1.765	1.753	2.057	1.733	1.644	1.842	10.794
Total	2.024	2.043	2.609	2.162	2.170	2.435	13.441

NEW BUSINESS BOOKINGS – QUARTER 2

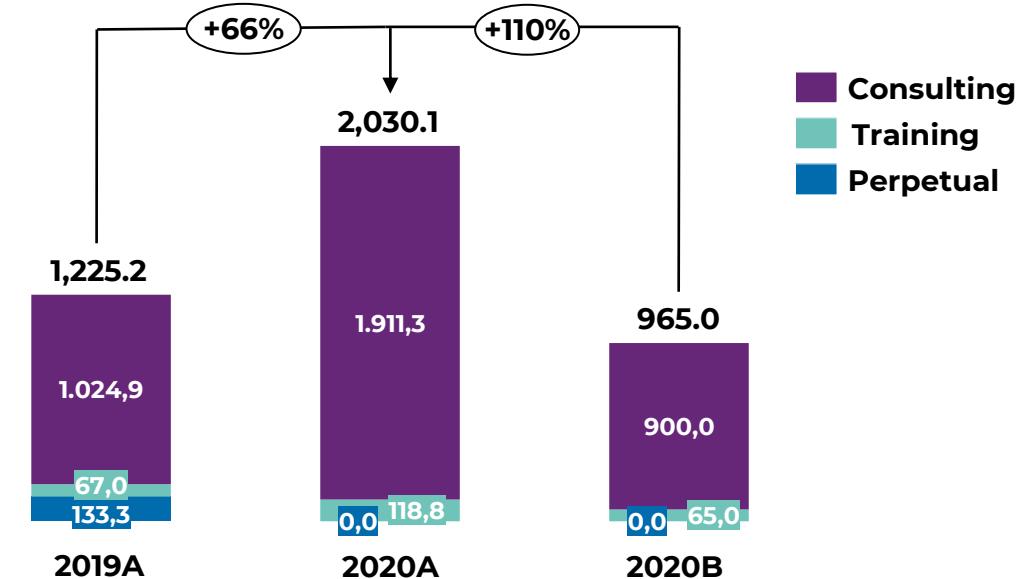
Q2 2020 New Bookings by Product (Recurring)

€ Thousands



Q2 2020 New Bookings by Product (Non-recurring)

€ Thousands



Key Wins

Customer	ARR	Other	Comments
VF Corp	€ 220,4		SFCC – CMCC Service (new business)
Luxottica	€ 197,8		Upg renewal
BARMER	€ 112,5		Upg delivery cores, Dev2, DEV2, INT3
Fritz Schäffer	€ 13,0		Upsell core/personalization
Deckers Brands	€ 12,1		SFCC sandbox
Triumph-Adler GmbH	€ 8,5		Upg virtualization

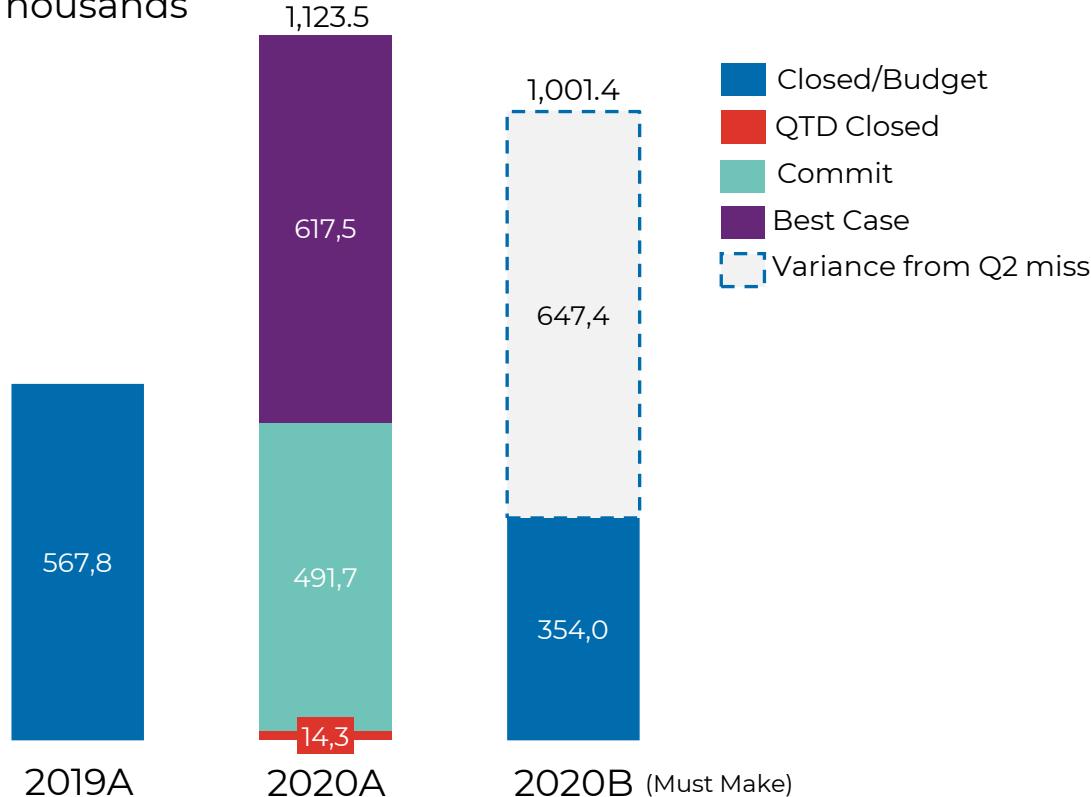
Key Delays/Losses

Customer	ARR	Other	Comments
Canyon Bicycles GmbH	€ 200,0		Too small of a prospect to afford CM
Ivoclar	€ 183,3		Pushed to Q4
NürnbergMesse	€ 171,7		Lost to Sitecore
Douglas	€ 168,0		Client funding challenge
Michael Hill	€ 165,0		Lost due to pricing
Bouygues	€ 100,0		Pushed to CY2021 Q1

SALES PIPELINE – Q3/Q4

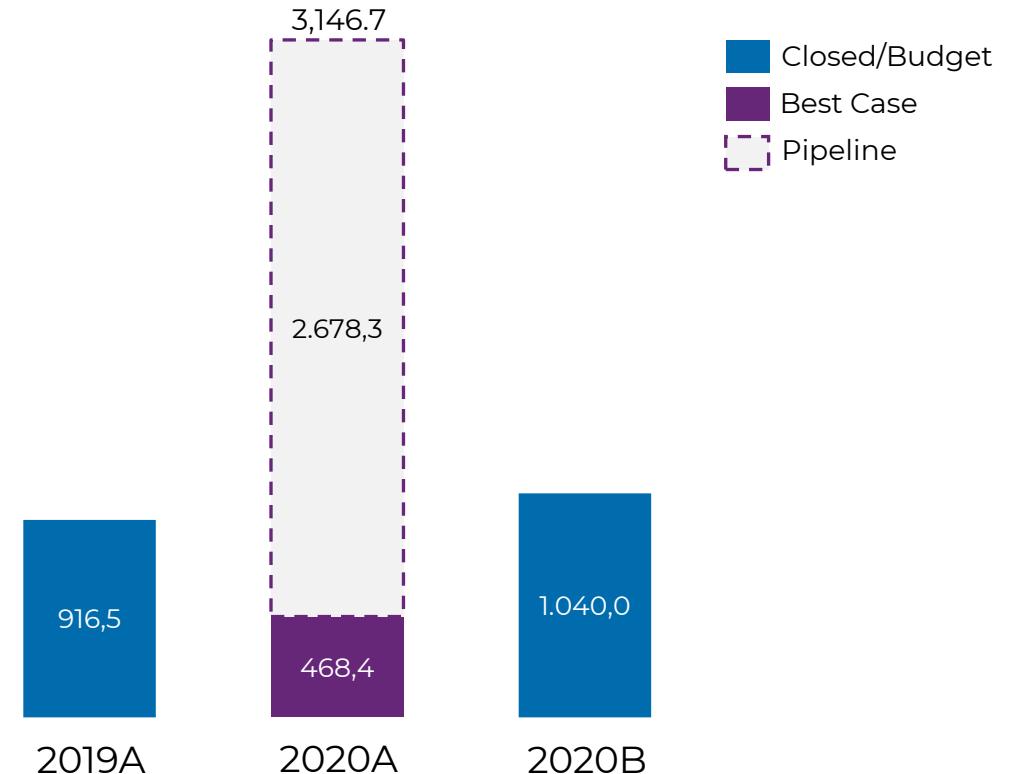
Q3 Sales Pipeline

€ Thousands



Q4 Sales Pipeline

€ Thousands



69% of Commit needed to meet Budget
89% of Best Case needed to meet “Must Make”

Q3 “Must Make” budget is €1m, which includes €648k Q2 underachievement

222% of Best Case needed to meet B
33% of Pipeline (+ Best Case) needed to make B



Q3 VICTORY PLAN – KEY DEAL FOCUS

€ Thousands

Q3 Victory Plan – Key Must Win Deals								
Seller	Customer	Subscription	Perpetual	Prob %	Forecast	Close Date	Type	Product/description
MAR	Vitesco	€ 112.9		90	Commit	7/31	new business	CMS – CMCC Self-managed
MAR	Karkkainen	€ 44.0		90	Commit	9/30	new business	HCL eComm – CMCC Self-managed
MAR	BGE	€ 35.8		90	Commit	7/30	new business	CMS – CMCC Self-managed
MPU	Pandora A/S	€ 20.2		75	Commit	9/30	existing	SFCC B2B eComm - CMCC Self-managed
MAR	Hamburg.de	€ 170.4		70	Commit	7/30	existing	CMS – CMCC Service
MPU	DAK	€ 83.5		65	Commit	8/28	existing	CMS – CMCC Service
RBR	Kontoor Brands	€ 154.0		51	Best Case	7/30	new business	SFCC B2B eComm - CMCC Service
RBR	BBQ Guys	€ 132.0		50	Best Case	8/14	new business	CMS – CMCC Service
WHE	Unisys	€ 137.5		50	Best Case	9/25	new business	CMS – CMCC Service
UFR	Fielmann AG	€ 120.0		30	Pipeline	9/30	new business	CommerceTools – CMCC Self-managed
	Total	€ 1,010.3	€ 0K					

Seller	Low	High
RBR	144	312
UFR	200	400-450
WHE	168	450
MPU	20	150
JPA		
MAR	225-330	350-450
RVL	100	171
Total	857-962	1833-1983



12 MONTH SALES PIPELINE OUTLOOK

Significant addressable pipeline. Now it's time to execute.

Total Global Sales Pipeline by Quarter

€ Thousands

6000

5000

4000

3000

2000

1000

0

- Pipeline
- Best Case
- Commit
- Closed
- Budget
- Must Make

RSV

Q3
2020

Expected

RSV

Q4

Expected

RSV

Q1
2021

Expected

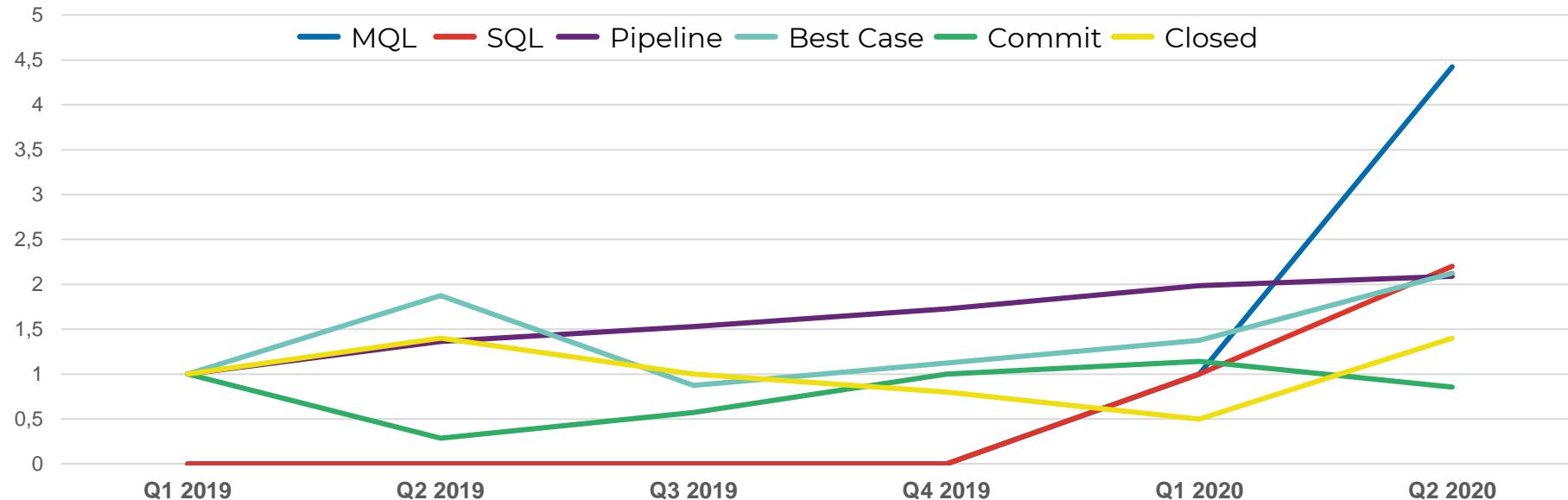
RSV

Q2

Expected

- Total 12-month rolling pipeline is \$15m new RSV
- A 1 : 4.5 ratio would produce €3.3m (industry standard is around 1 : 4)

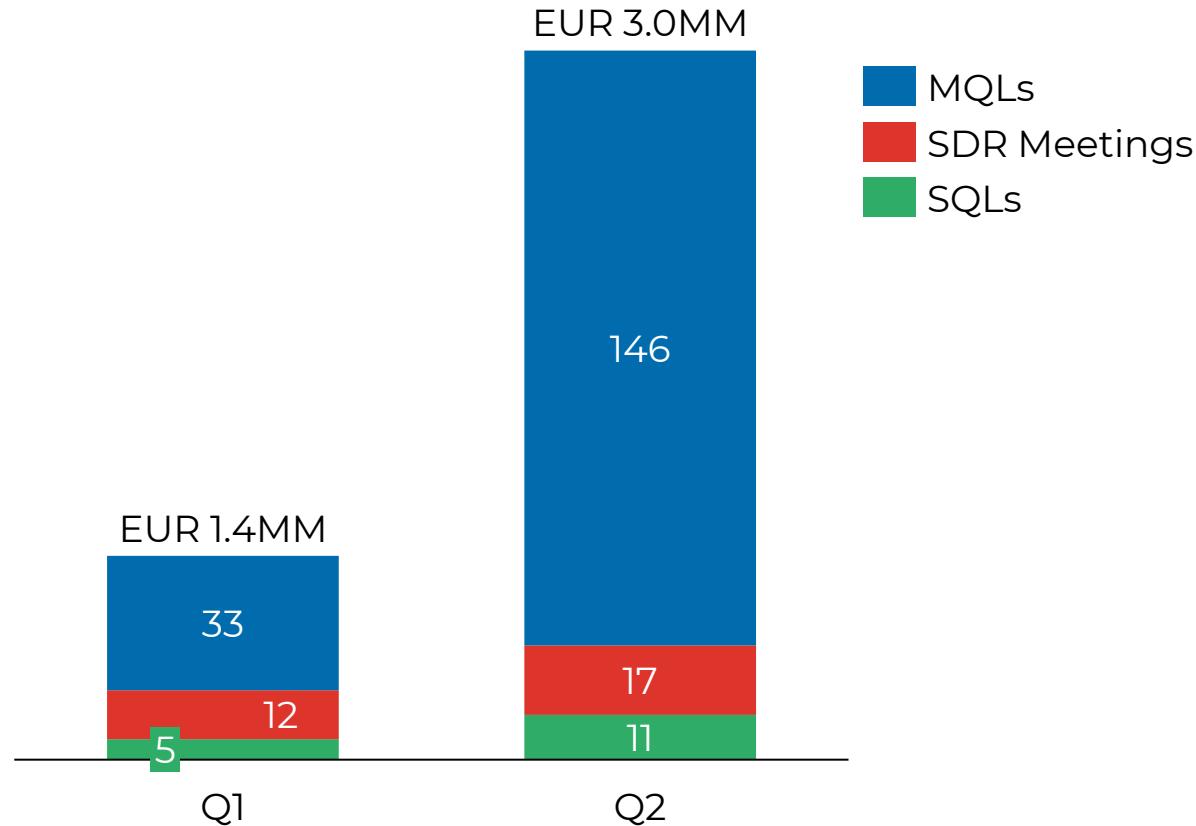
COMMERCIAL PIPELINE PROGRESSION – 2019 TO PRESENT



Number of deals	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
MQL					33	146
SQL					5	11
Pipeline	66	90	101	114	131	138
Best Case	8	15	7	9	11	17
Commit	7	2	4	7	8	6
Closed	10	14	10	8	5	14*

- Tracking of MQLs and SQLs only began in Q1 2020
- Drop in Conversion due to COVID (tire kickers, downloading content but not buying...yet)
- * 14 deals in Q2 included 3 from 1 existing customer

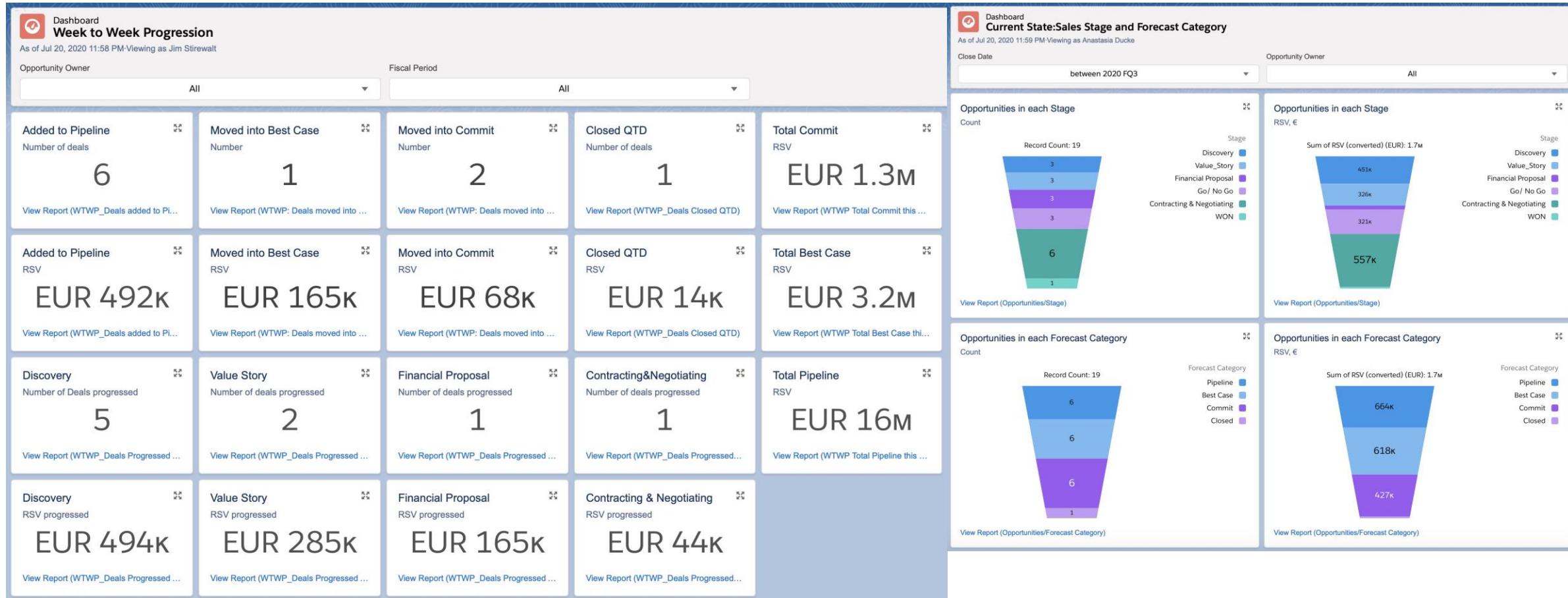
MQL TO SQL CONVERSION



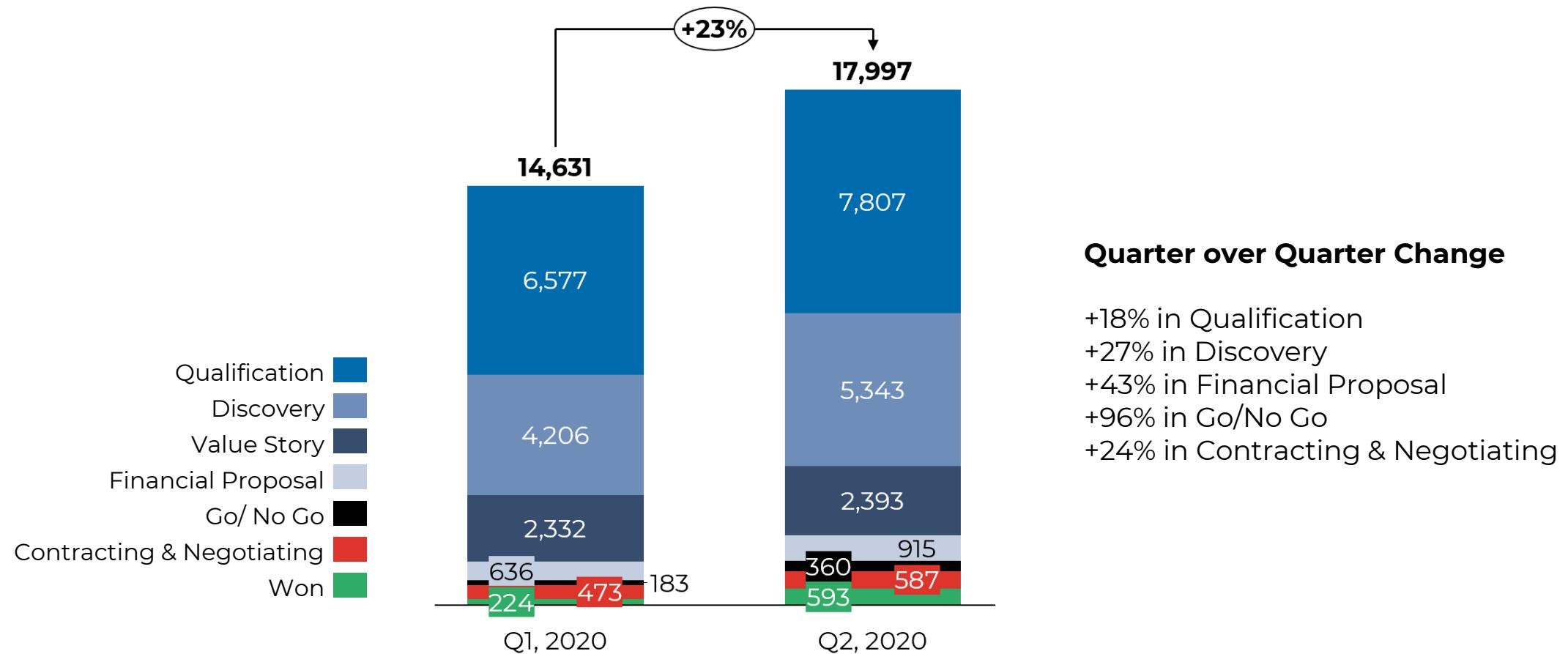
- Leads increased significantly QOQ
 - MQLs +342%
 - SDRs +42%
 - SQLs +120%
 - Value +114%
- Drop in Conversion due to COVID (tire kickers, downloading content but not buying...yet)

WEEKLY TRACKING – OPPORTUNITY PROGRESSION

Tracking week-to-week progression heightens accountability

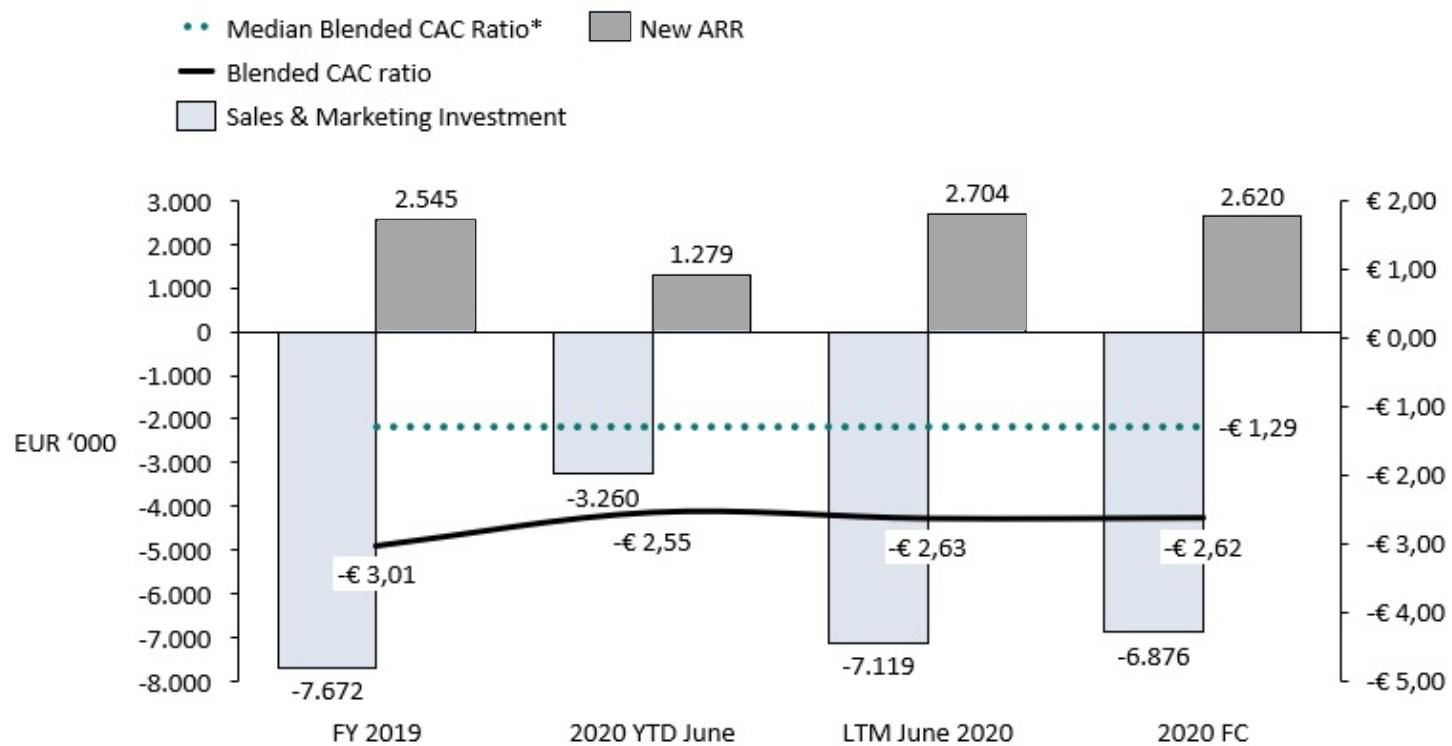


OPPORTUNITY PROGRESSION - Q1 VS. Q2



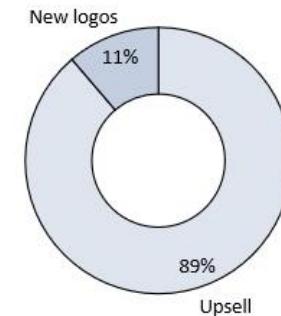
CUSTOMER ACQUISITION COST (CAC)*

Sales Productivity performing below industry benchmarks



*Based on CoreMedia Management COS model

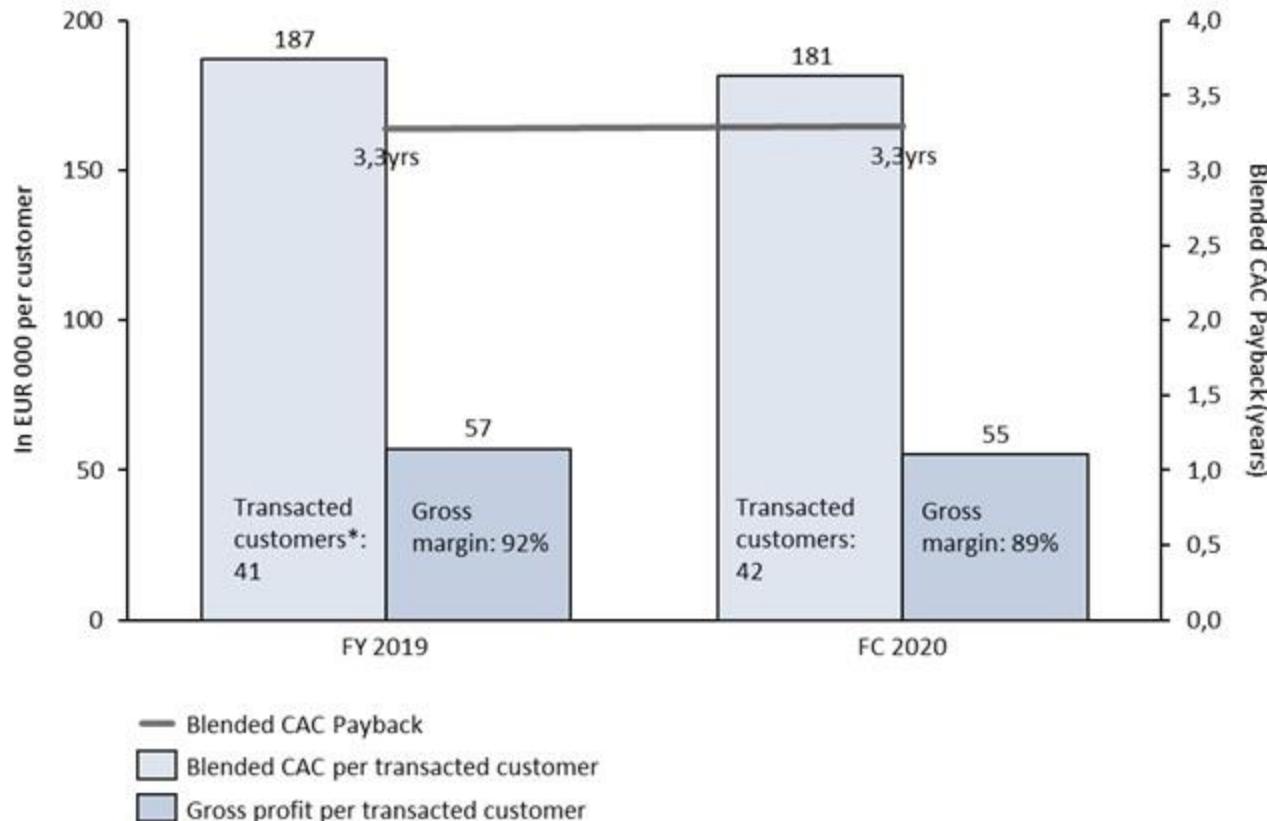
- €1.29 is considered industry blended CAC ratio with a healthy mix between new logos, expansions and upsell
- We're spending €2.63 per €1 of ARR



- Currently our mix is 89% expansion/upsell and 11% new logos. With this mix, our CAC ratio should be closer to €1
- Two options to decrease CAC ratio... cut more costs or increase sales productivity

CAC PAYBACK*

Also trails industry benchmarks



- Industry median recurring revenue/SaaS companies is around 1.5 years
- Our CAC Payback is 3.3 years
- Our payback period remained on par between 2019 and budget 2020. This is because the total sales & marketing budget has been decreased by ~€800k in FC 2020 vs. FY 2019.
- Cutting costs is only a short-term solution

*Based on CoreMedia Management COS model

2021 NEW ARR SIGNINGS FORECAST

	Actual Forecast	High	Low	Budget	Variance	3yr avg	Prev yr	Ramped KAM	KAM Proctivity
1Q20	174,000			174,000	0	398,693	263,200	7	24,857
2Q20	592,620			1,240,000	-647,380	1,549,178	749,304	6	98,770
3Q20	900,000	990,000	810,000	354,000	546,000	251,326	278,852	7	128,571
4Q20	1,200,000	1,320,000	1,080,000	1,040,000	160,000	636,406	747,441	8	150,000
	2,866,620	3,076,620	2,656,620	2,808,000	58,620	2,835,602	2,038,797	7	409,517
1Q21	300,000	9%	330,000	270,000				8	37,500
2Q21	1,000,000	29%	1,100,000	900,000				8	125,000
3Q21	950,000	27%	1,045,000	855,000				8	118,750
4Q21	1,250,000	36%	1,375,000	1,125,000				8	156,250
	3,500,000	3,850,000	3,150,000					8	437,500

FORECASTING CRITERIA

Pipeline Based

- > Current early-to-mid stage pipeline content of named deals with higher probability

History Based

- > Review trend data to help us measure potential outcomes based on historic outcomes

“Reasonable Outcome” Based

- > A projection based on achievable quarterly productivity per ramped seller (6-month onboard)
- > Predicts Seller Productivity increase based on H120 GTM improvements

Historical Signings

Total	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Q4	total	
	1	2	3	Q1	4	5	6	Q2	7	8	9	Q3	10	11	12
2017	74,360	1,058,281	51,362	1,184,003	719,951	1,068,171	4,271,310	6,059,431	1,229	272,204	386,745	660,178	520,490	284,957	821,243
2018	1,030,823	79,297	504,509	1,614,629	0	57,600	5,577,658	5,635,258	0	62,700	702,500	765,200	353,225	464,940	1,040,475
2019	147,825	0	641,776	789,601	476,401	721,487	1,050,024	2,247,913	816,555	0	20,000	836,555	985,816	0	1,256,506
avg (2017-2019)	417,670	379,193	399,216	1,196,078	398,784	615,753	3,632,997	4,647,534	272,595	111,635	369,748	753,978	619,844	249,966	1,039,408
					3yr Avg ACV	398,693		3yr Avg ACV	1,549,178		3yr Avg ACV	251,326		3yr Avg ACV	636,406
					Prev Yr ACV	263,200		Prev Yr ACV	749,304		Prev Yr ACV	278,852		Prev Yr ACV	747,441
						0.14			0.55			0.09			0.22



CONSULTING - OUTLOOK AND RISKS

On target to Over-achieve Budget

On Target to Achieve Budget

- > On target to over-achieve budget in FY. Q2 consulting actuals €264k over Budget.
- > Training revenue on target to achieve budget.

EMEA

- > Working through the backlog secured in early in Q2 for the larger projects(YNAP, Emerson, PVH). Aiming to secure further extensions in Q3/Q4.
- > Some ramp-down in Farfetch due to budget restrictions. Loosening of budget in Next.
- > More smaller engagements in EMEA executed in Q2 and planned for Q3.

US Improving

- > US consulting revenue has improved in Q2 to €302k from €218k in Q1.
- > Increase has come with reduced team as we successfully transitioned 1 consulting head into pre-sales in USA.

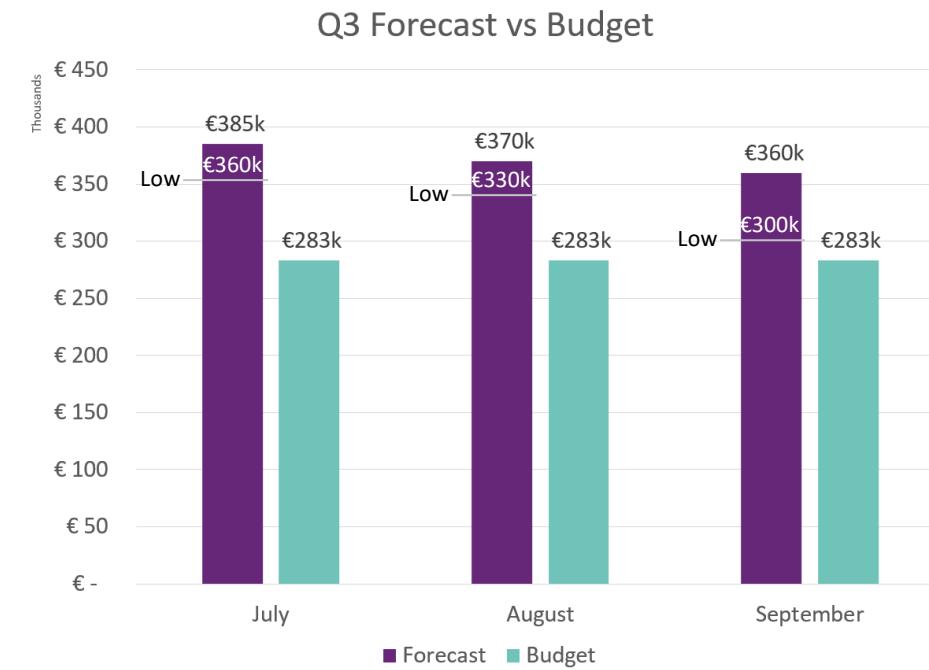
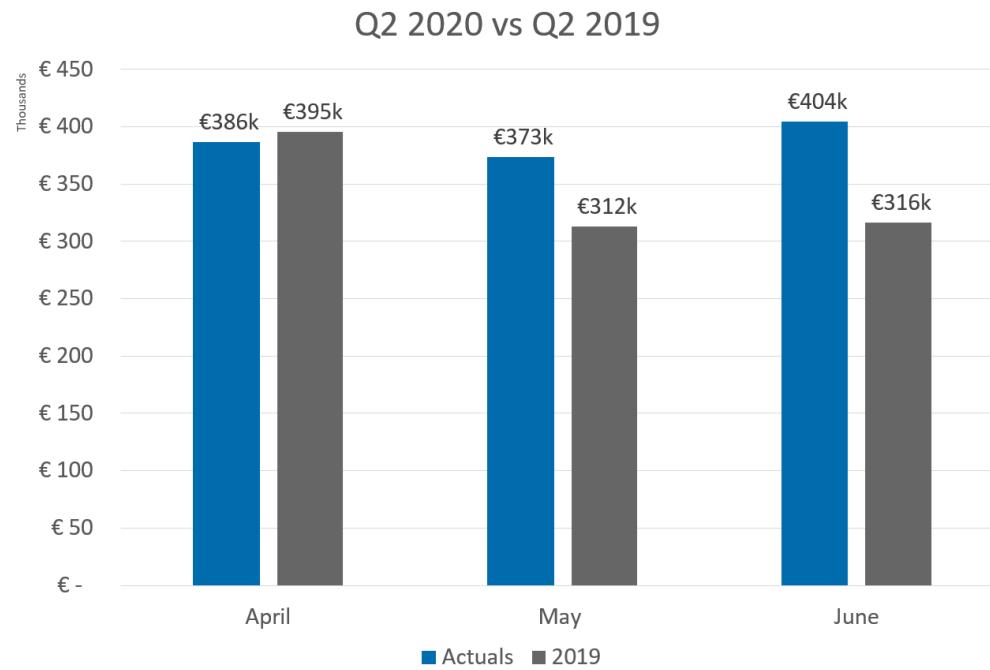
Risks

- > In US, we are farming the same small set of accounts for consulting continually. New logos needed.
- > Some larger consulting accounts head towards a natural ramp-down.



CONSULTING: Q2 ACTUALS AND Q3 FORECAST

Q2 actuals €264k upside over plan. Q3 on-track to over-achieve Budget.

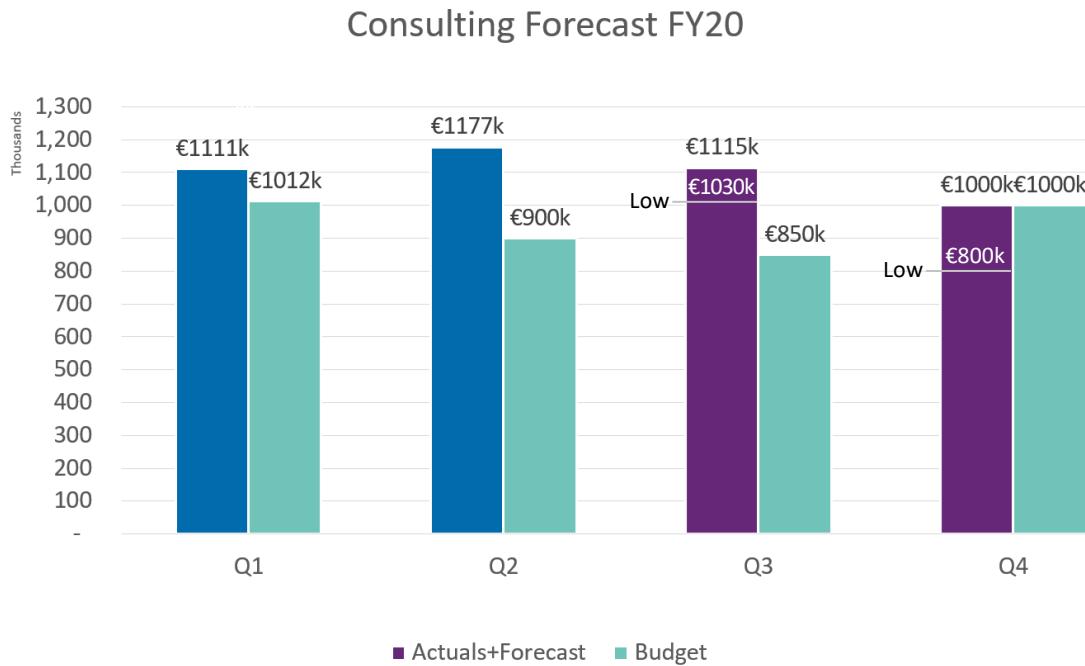


- > Q2 performance was €1,164k. €264k over €900k budget.
- > Q2 2020 was €141k over comparative period in 2019.

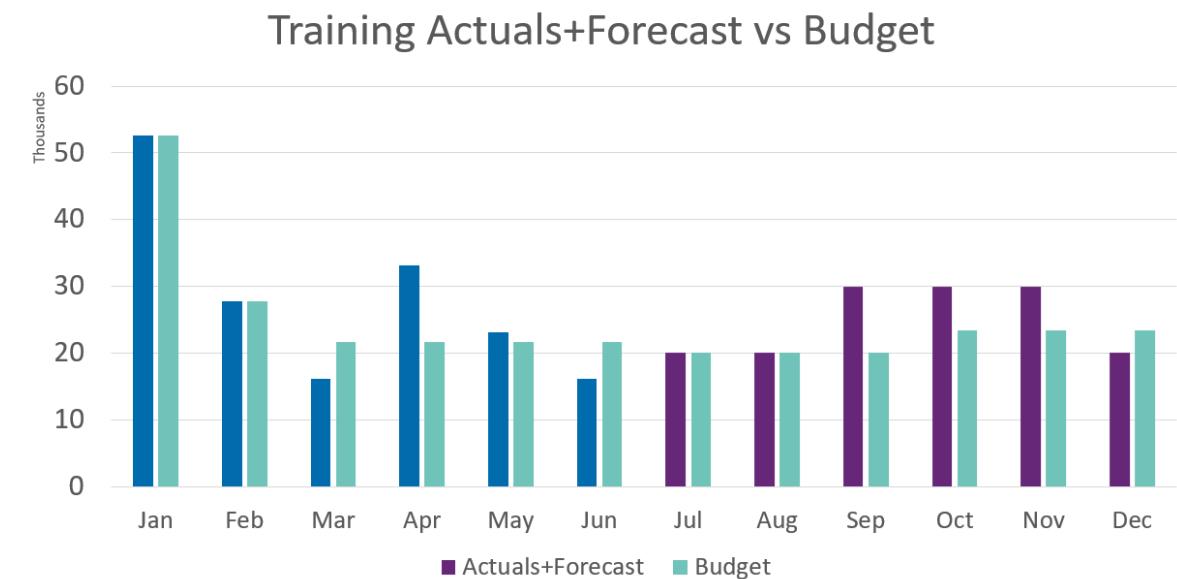
- > Q3 on-track to over-achieve budget
- > Range €990k-€1,115k

FY FORECAST

On track to over-achieve Budget for FY



- > €376k over budget at mid-year.
- > On-track to over-achieve the budget for FY

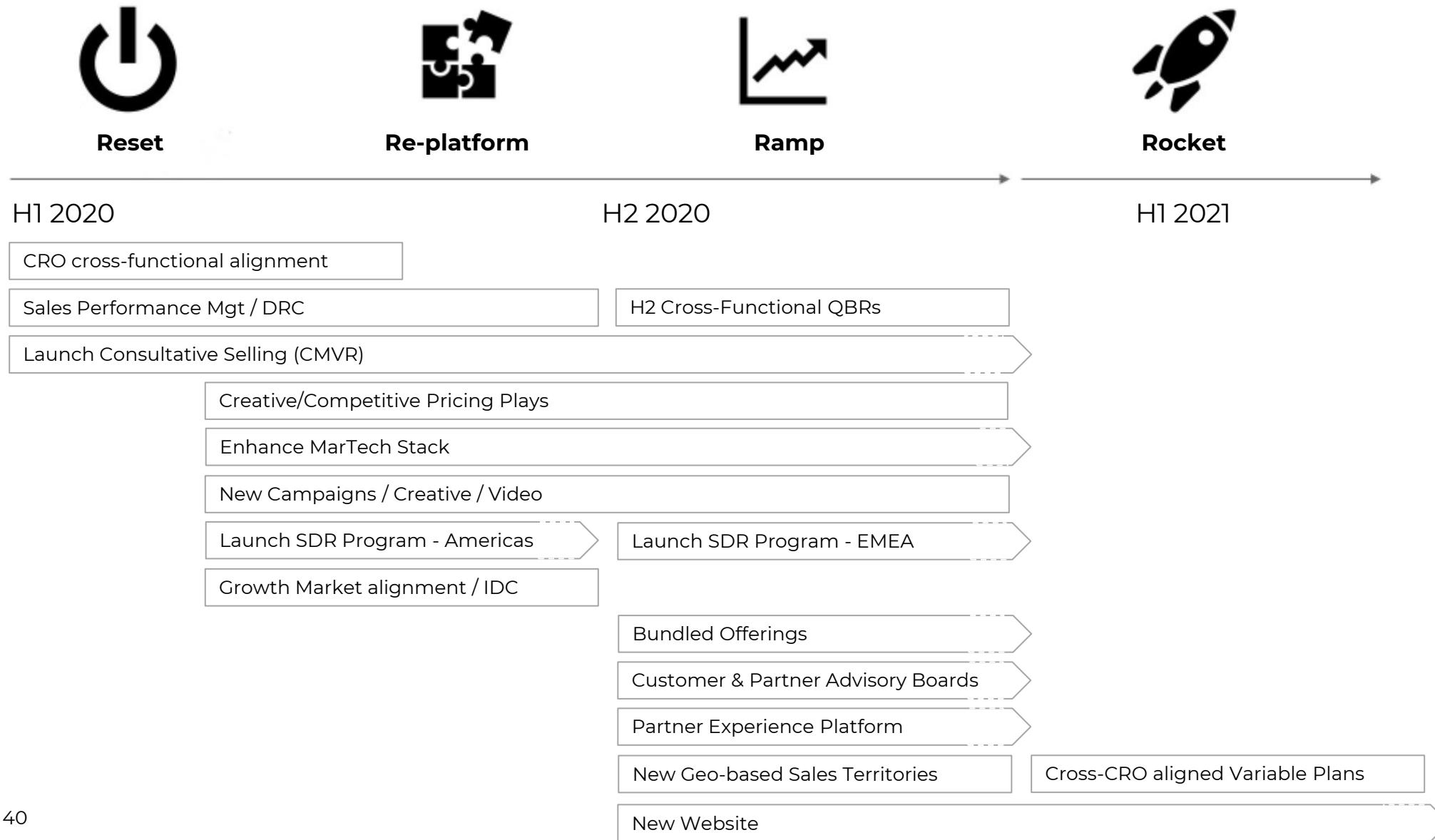


- > €2k over budget at mid-year.

4 Commercial Strategy



2020 – A YEAR OF TRANSFORMATION



GTM STRATEGY – PROGRESS HEADLINES

PROTECT THIS HOUSE



- *17 of 17 Strategic Account Plans activated*
- *Churn below budget*
- *Consulting revenue growth w/ existing clients*

GROWTH MARKETS



- *New Industry Focus & Ideal Customer Profile complete (with internal surveying & Analyst input)*
- *New creative and content focused on refined Industry list*
- *Bundled Offerings ready for market*

SMART SPEND



- *New high-impact Marketing speaks directly to clients and prospects seeking fast time-to-value and high ROI*

THE DIGITAL OFFICE REALITY



- *CoreMedia Connect – global digital event series launched in April and to continue throughout 2020 and beyond.*

CSPE INITIATIVES – STATUS UPDATE

Bundled Offerings

- > Headless launch bundle for CMCC-Service and SAP available.
- > Option to add initial Global Sites Setup Bundle will be completed early August.
- > HCL Commerce Launch Bundle re-scheduled for August/September to align with sales campaign.
- > Studio Coaching available in EMEA.

Partner Enablement Program

- > Overall program has been reset with a wider viewpoint to leverage capabilities across CRO organisation.
- > Planning in-progress to phase the development of the program. Aspirations currently constrained by resourcing capacity.
- > Focused role – Partner Enablement Manager – part of investment proposals.

Partner Enablement Activities

- > Will be enabling Astound Commerce further for the VF project and thereby for the wider market.

2020/21 INVESTMENT – INCREMENTAL RECOMMENDATIONS

Investment	Business Unit	Description	What problem does it address, or opportunity does it open?	Expected Impact (Qualitative)	Expected Impact (Financial)	P/A Cost (base/OTE)	Start Date	Priority 1-2-3
Additional KAM	EMEA Sales	New Hunter for Team Everest	Replacement of open position Angela Siewert. Clear focus on winning new logos	4 new logos per annum	First year 300k RSV, following 800 k new RSV	€160K-€180K OTE (50-60:40-50 split)	Nov 20	1
Content Manager (Freelance)	Global Marketing (Based in US)	Industry experienced content writer	Increase our quality content output and therefore ability to run digital campaigns for lead gen	Estimated LinkedIn Campaign Results • 1 piece of content p/m = 330 leads p/a • 2 pieces of content p/m = 460 leads p/a • 3 piece of content p/m = 570 leads p/a	Estimated SQL value based on 10% (CR) and €200 (ARR) • 330 leads p/a = 33 SQLs = €6.6M • 460 leads p/a = 46 SQLs = €9.2M • 570 leads p/a = 57 SQLs = €11.4M	€50K-60K (No OTE as Freelance)	Sept 20	1
Marketing Automation Manager	Global Marketing (Based in US)	Leader of HubSpot and core digital marketing activities across lead gen and customer success	Increases scale and expertise of marketing team to further drive new leads, customer retention, optimization of MarTech and personalization of content	Increase in # and quality of MQLs Increased Productivity and Marketing ROI Improved Buyer Experience Improved Customer Success	Assumed 20% increase in #MQLs & conversion rate from MQL to SQL would do the following on above stats • 396 leads p/a = 48 SQLs = €9.6M • 552 leads p/a = 66 SQLs = €13.2M • 684 leads p/a = 82 SQLs = €16.4M	€90K base / €110K OTE	Oct 20	2
Partner Experience Mgr – Americas	PX (Based in US)	Responsible for the PX engagement and acquisition of our America based partners	Increases scale and level of focus given to America partners given Ben is stretched across global marketing , PX Program and SDR practice	Increase in partner engagement and lead generation (partner sourced leads), increase in partner acquisition and partner enablement	Minimum 5 x partners Minimum 1 x sourced SQL per partner p/a MinTotal SQL value = €1M	€90K base / €110K OTE	Oct 20	1
SDR Americas	Global Sales (Based in US)	Sales Development Rep role focused on outbound lead generation in the Americas	Increase scale of outbound lead gen activity and alignment with sales and marketing	Increased SQLs Improved support for Digital events and campaigns	4 x SQLs per month €880K ACV per month	€60K base / €80K OTE	Oct 20	2
SDR EMEA	Global Sales (Based in Hamburg)	Backfill for EMEA SDR once Anastasia E moves into AE role	Increase scale of outbound lead gen activity and alignment with sales and marketing	Increased SQLs Improved support for Digital events and campaigns	4 x SQLs per month €880K ACV per month	€50K base / €65K OTE	Jan 21	1
Additional Marketing/Advertising spend	Global Marketing	Added dollars to deliver additional MQLs via paid campaigns. New CM Website costs.	Further advertising will help drive more MQLs. New website will help drive leads and improve positioning for relevant visitor profiles.	More Leads Better positioning Better 'CoreMedia Experience' Improved Analyst results	TBD – Dependent on ability to produce more premium content and manage campaigns at scale	TBD – Dependent on website estimate and remaining marketing budget		
Consulting hiring	CSPE	Consulting hires. Net 3 globally.(Hire 4 +1 backfill)	Enable potential for growth. Arrest headcount decline over last 2 years.	Increased revenue in FY21. Lower risk of revenue reduction through staff churn.	Circa 160k per head for a ramped-up consultant for a full year	2 x €60k/15k bonus 1 x €70k/12k bonus(USA)	Dec 20 x2 Jan 21 x2	1
Partner enablement hiring	CSPE	Hire a resource to be focused on partner enablement	Partner enablement is 3 or 4 th priority for many. Make it 1 st priority for someone.	Influence 1-2 new logos a year?		1 x €75k+€10k	Dec 20	1
Incremental pay increases	Cross-departmental		Staff churn has an immediate and long-term revenue impact.		In CSPE each resignation adds cost and hits revenue by €150k+			1

5 Marketing



EXECUTIVE SUMMARY

Marketing. Partnerships. SDR Practice → Ramp to Rocket!!

Progress

- Leads (MQLs) – 342% increase in MQLs between Q1 & Q2
- Content Creation – significant increase in content produced in Q2 (Blogs, Premium assets, Videos, Webinars)
- MarTech – Further optimization and acquisition of Marketing Automation Platform
- Analyst Reset – new engagement model in place, producing good insights / results
- Global SDR Practice – Moved Anastasia E into EMEA SDR role, roll out of Outreach into EMEA
- Ideal Customer Profile (ICP) – hyper-alignment between Sales & Marketing on ICP complete
- Website Relaunch – Requirements complete via company wide interview process now moving into business case and estimates
- Website Brand Refinement – kicked off engagement with freelancer to refine website brand and UX / accessibility
- Partner Experience Program – Consuelo moved into EMEA role, new partners acquired, enablement program reset underway, PX Platform evaluation near completion (purchase in August)

Challenges

- Positioning Dilemma
- Content creation scale / budget
- Advertising budget to support additional content / lead gen growth
- Team scale vs Lead Gen Growth Demands
- Americas Partner Experience management
- Website Relaunch internal resource allocation, costs & product capability (vs requirements)

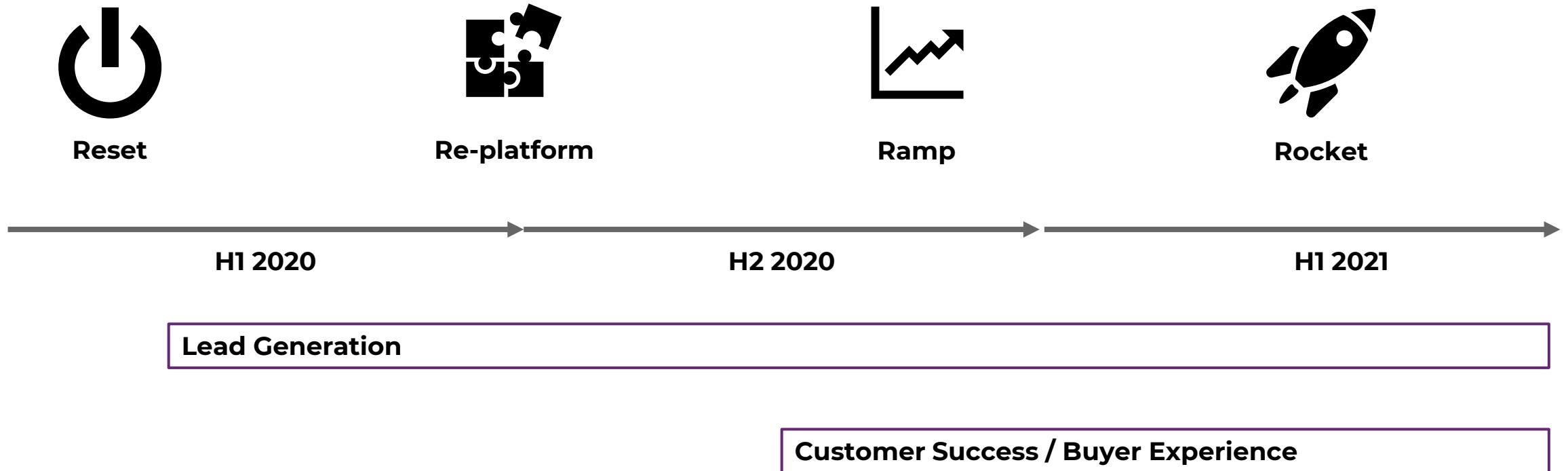
Q2 Outcome / Results

- MQLs = 342% increase between Q1 & Q2
- MQLs = 146
- SDR 1st Prospect Meetings = 17
- SQLs = 11
- 120% increase in SQLs between Q1 & Q2
- 8% conversion rate between MQLs & SQLs
- Total ACV = €2,161,335*
- 214%* increase in Total ACV between Q1 & Q2



MARKETING TRANSFORMATION

2020 into 2021



RC MARKETING BUDGET

Actuals

	Accountable	Realistic Case (RC) Budget (Euro)	Total Costs to Date (Euro)	Budget Remaining (Euro)
Events	Rita	€ 478,255	€ 229,295	€ 248,960
AR & PR	Doug	€ 165,975	€ 120,192	€ 45,783
MarTech Tools	Joerg	€ 123,099	€ 63,579	€ 59,520
3rd Party Consultants	Nadja & Ben	€ 197,000	€ 57,714	€ 139,286
Digital Campaigns	Nadja	€ 300,000	€ 83,121	€ 216,879
Creative	Don & Rita	€ 185,000	€ 72,146	€ 112,854
Other	TBC Per Item	€ -	€ -	€ -
		€ 1,449,329	€ 626,047	€ 823,282

	Utilization of planned	Days of year passed
Events	47.94%	55%
AR & PR	72.42%	55%
MarTech Tools	51.65%	55%
3rd Party Consultants	29.30%	55%
Digital Campaigns	27.71%	55%
Creative	39.00%	55%
Other	43.20%	55%

MQLS TO SQLS

H1 Activity – Marketing & Sales Leads

	Q1	Q2	% Change
MQLs	33	146	342%
SDR Meetings	12	17	42%
Opportunities (SQLs)	5	11	120%
Total ACV (€)	€687,340*	€2,161,335*	214%*

Notes

- > Nick (US SDR) started on February 24th
- > We did not have Outreach in place Q1 so activity spike in Q2
- > Anastasia only covering DACH & Nordics in H1
- > Anastasia moved into SDR Practice (unofficially) in July covering EMEA
- > COVID has had big impact on SQLs

Source Campaigns / Channels

- > Digital Campaigns
- > Remarketing (Facebook, LinkedIn, Google Ads)
- > Google Ads
- > Website Contact Request
- > Website Demo Request



H1 CONVERSION RATE

MQL → SQL

	MQLs	SQLs	Conversion Rate
Q1	33	5	15%
Q2	146	11	8%**
Avg	90	8	9%*

*Industry Target = 10% - 13%

** Drop in CR due to COVID (tire kickers, downloading content but not buying)

SQL LOGOS

H1 Activity

kijiji™

GP
Georgia-Pacific

TENTE

loanDepot®

KONTOOR™

Google

E EGGER

Purchasing
Platform

UNISYS

MacArthur
Foundation

DFG

SSE



SDR ACTIVITY

Q2

Region	Calls	Emails	LinkedIn / Other	Meetings	Opportunities	Total ACV (€)
Americas	612	803	190	9	7	1,866,335*
DACH + Nordics	130	425	173	8	4	295,000*

Notes

- > Nick (US SDR) started on February 24th
- > We did not have Outreach in place Q1 so activity spike in Q2
- > Anastasia only covering DACH & Nordics in H1
- > Anastasia moved into SDR Practice (unofficially) in July covering EMEA

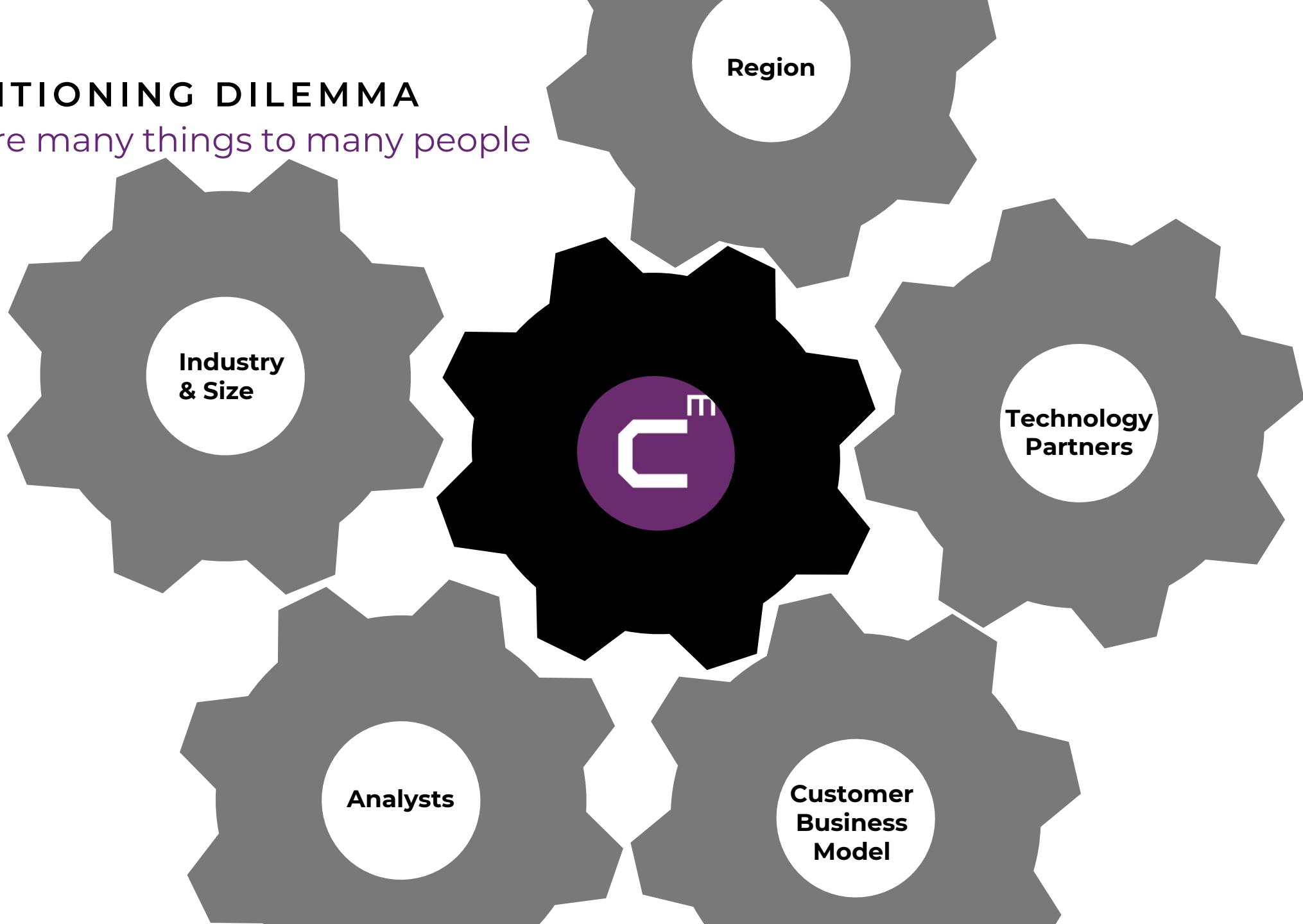
BUT....

What is this 'Widget' we sell?



POSITIONING DILEMMA

We are many things to many people



POSITIONING DILEMMA

Content vs Commerce



POSITIONING DILEMMA

B2C2B2D2C



POSITIONING DILEMMA

Regional Variances



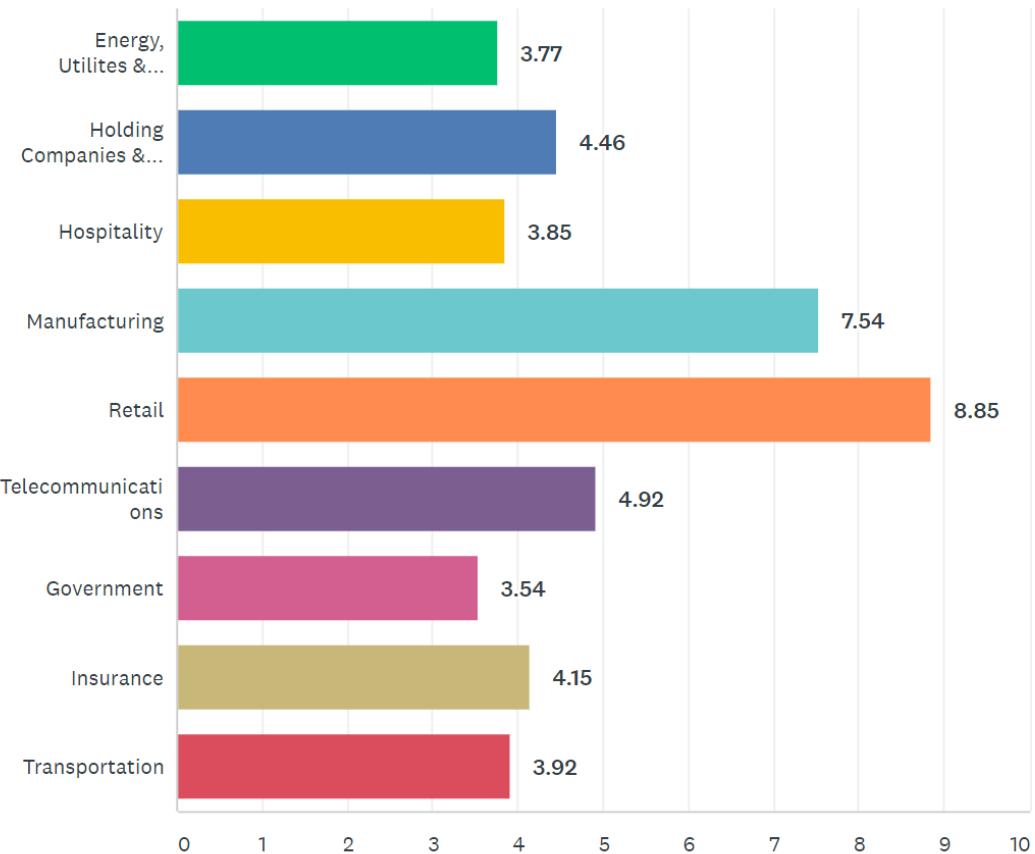
POSITIONING DILEMMA

Ideal Customer Size



POSITIONING DILEMMA

Ideal Customer Industry



Top 10 Sub-Industries (Ranked)

- 6 Votes Each
- 5 Votes Each
- 4 Votes Each
- 3 Votes Each
- 2 Votes Each
- 1 Vote Each
- Apparel and Accessories (Retail)
 - Consumer Electronics & Computers (Retail)
 - Cosmetics, Beauty Supplies & Personal Care Products (Manufacturing)
 - Sporting Goods (Manufacturing)
 - Department Stores, Shopping Centers & Superstores (Retail)
 - Grocery (Retail)
 - Jewelry & Watch (Retail)
 - Electronics (Manufacturing)
 - Medical Devices & Equipment (Manufacturing)
 - Watches & Jewelry (Manufacturing)
 - Industrial Machinery & Equipment (Manufacturing)
 - Textiles & Apparel (Manufacturing)

POSITIONING DILEMMA

Analysts

Gartner®

DXP

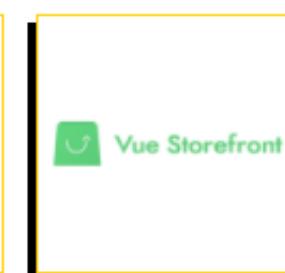
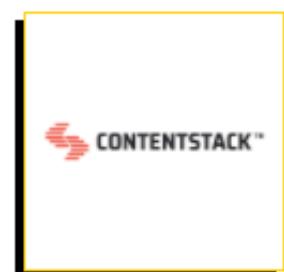
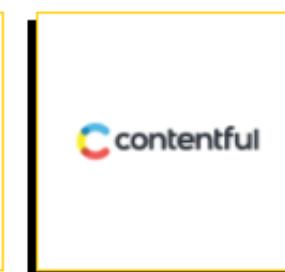
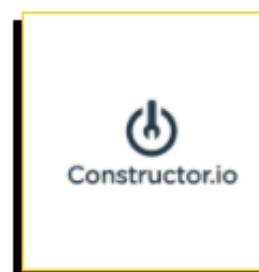
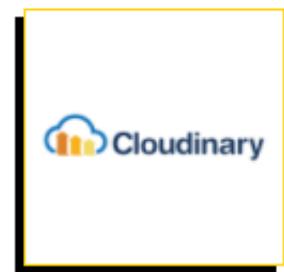
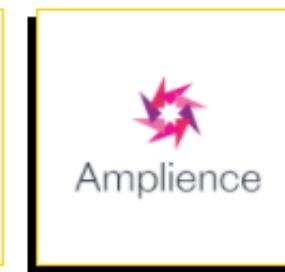
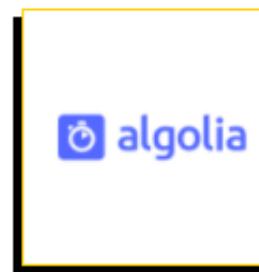
FORRESTER®

Agile CMS

MEMBERS

POSITIONING DILEMMA

Competition & Partners



POSITIONING DILEMMA

Competition & Partners

MEMBERS



Who
is our
Alliance?

POSITIONING DILEMMA

Feeling a little “Headless” ☺



HOW DO WE KNOW THIS

Insights from the field

1. Analyst conversations
2. Partner feedback
3. Beth Torrie engagement
4. Sales / feedback from the field
5. Internal feedback
6. Competitive insights & battles

WHAT DOES THIS IMPACT?

Poor Positioning means...

1. Inconsistency & confusion (Internally & Externally)
2. Go-to-Market strategy
3. Product strategy & roadmap
4. Sales & marketing effectiveness
5. Partner acquisition & engagement
6. Lead generation
7. Analyst relations & results



SOLVING THE DILEMMA

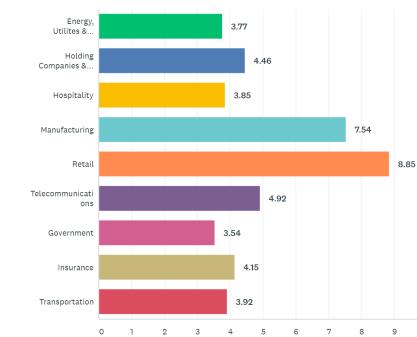
Steps we are taking

1. Positioning Review
2. Ideal Customer Profile (ICP)
3. Operating Model Initiatives – Marketing & PX
4. MarTech Optimization
5. Website Relaunch & Brand Refinement
6. Content Creation / Videos
7. Advisory Boards
8. The CoreMedia Alliance (PX Program)



POSITIONING REVIEW

Solving the Dilemma



Gartner®
FORRESTER®

IDEAL CUSTOMER PROFILE (ICP)

Solving the Dilemma

Target Industries

- > Public
- > Private
- > Education
- > Non-Profit
- > Government

Business Model

- > B2B
- > B2C

Employee Count

- > 1000+

Minimum Company

Revenue

- > \$250M+

Locations

- > Austria
- > Canada
- > Denmark
- > Finland
- > Germany
- > Italy
- > Norway
- > Poland
- > Spain
- > Sweden
- > Switzerland
- > United kingdom
- > USA

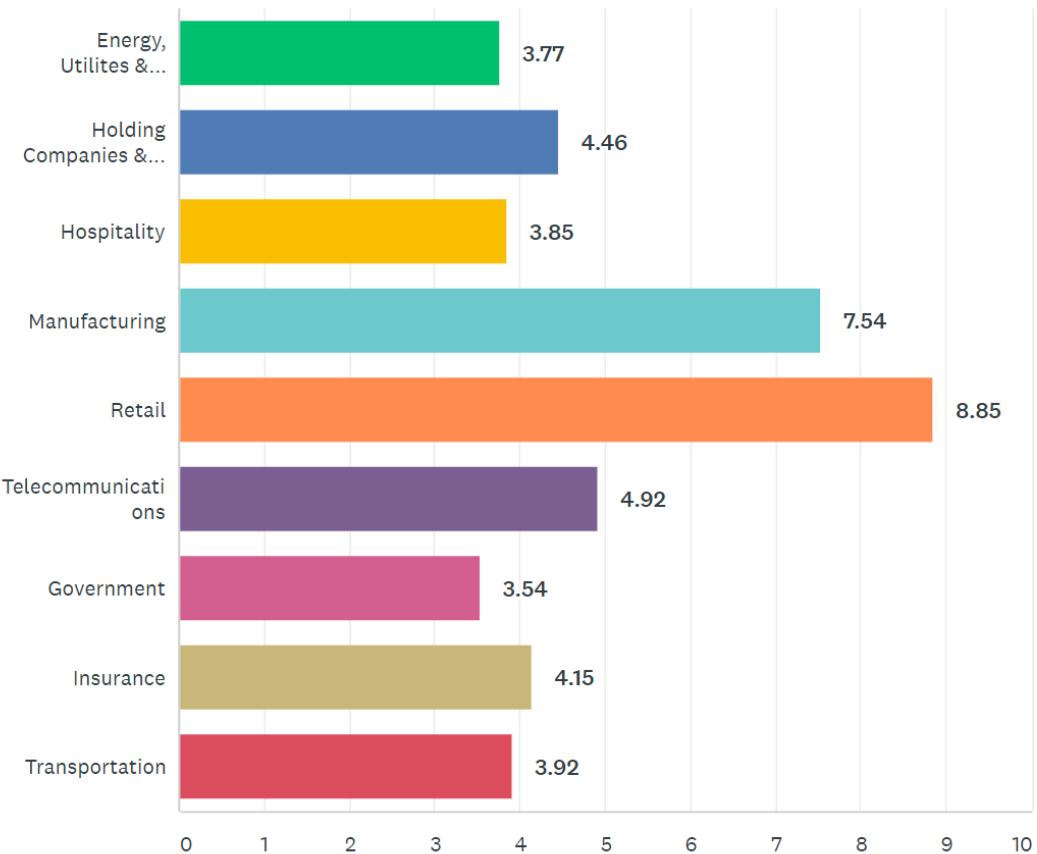
Technology Products

- > Salesforce Commerce Cloud
- > Salesforce Marketing Cloud
- > Salesforce B2B CloudCraze
- > SAP Commerce Cloud
- > HCL Commerce Cloud
- > Commercetools



IDEAL CUSTOMER PROFILE (ICP)

Solving the Dilemma



Top 10 Sub-Industries (Ranked)

- 6 Votes Each
- 5 Votes Each
- 4 Votes Each
1. Apparel and Accessories (Retail)
 2. Consumer Electronics & Computers (Retail)
 3. Cosmetics, Beauty Supplies & Personal Care Products (Manufacturing)
 4. Sporting Goods (Manufacturing)
 5. Department Stores, Shopping Centers & Superstores (Retail)
 6. Grocery (Retail)
 7. Jewelry & Watch (Retail)
 8. Electronics (Manufacturing)
 9. Medical Devices & Equipment (Manufacturing)
 10. Watches & Jewelry (Manufacturing)
 11. Industrial Machinery & Equipment (Manufacturing)
 12. Textiles & Apparel (Manufacturing)

MARKETING OPERATING MODEL

Solving the Dilemma

Initiative	Description	COVID-19 Strategy Alignment	Goal(s)	Timing	Team Accountable	Team(s) Responsible					
Win / Loss Analysis	Post deal evaluation (internally and externally with partners/customers) on why we won or lost	• Growth Markets • Protect this House	• Improve conversions • Improve sales and marketing assets • Product & Pricing feedback	May	Marketing	• Marketing • Sales • Pre-Sales					
MarTech Tools	The marketing technology stacked used across sales, marketing, SDR and Partner Ecosystems.	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Improve Process • Increase automation and efficiencies • Lead Generation	Live	Marketing	• Marketing • Sales					
Ecosystem Toolkits / Product Marketing	Folder of digital assets focused on each of ecosystems for sell-through pursuit	Initiative	Description	COVID-19 Strategy Alignment	Goal(s)	Timing	Team Accountable	Team(s) Responsible			
USP & Competitive Differentiation	Clear articulation and CoreMedia USP along one of our competitive	Brand	Strategy, Management and application of the CoreMedia brand	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Awareness and profile • Engagement	Live	Marketing	• Marketing			
Analyst Relations	Engagement with Carve out other industry	Industry Content / Landing Pages	Content creation focused on industry verticals	• Growth Markets • Digital Office Reality • Protect this House	• Awareness and profile • Engagement • Lead Generation	May	Marketing	• Marketing • Sales • Pre-Sales • CSPE			
Social Media	Management of social media for CoreMedia communication and digital channels	Events / Digital Events	Digital events owned by us and/or with partners	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Lead generation			• Marketing • Sales			
		Partner Marketing	Marketing strategy and execution with our partner ecosystems	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	Marketing / Editorial Calendars	Digital calendar showing schedule of marketing initiatives (content, events etc)	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Hyperalignment • Visibility • Project Management	Live	Marketing	• Marketing • Sales • Pre-Sales • CSPE • Product
		CoreMedia Website	Our own website strategy and ongoing management	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	Explainer Videos	Short animated videos explaining the value, function, partnership, industry etc for different audiences (Prospects/Customers/Partners/Internal)	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Digital storytelling • Increase content • Surprise & delight	Live	Marketing	• Marketing • Sales • Pre-Sales
		SEO	Ongoing SEO management	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	Customer & Partner Advisory Boards	A platform for our most valued customers and partners to meet annually with CoreMedia (& each other)	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Engagement • Customer Success & Retention • Partner Experience • Product Roadmap	Q4	Marketing	• Marketing • Sales • Pre-Sales • Product • CSPE
					Case Studies	Customer success stories captured in multiple formats	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Lead generation • Customer success • Analyst Relations • Partner Experience	Live	Marketing	• Marketing • Sales • CSPE
					Thought Leadership	Creation of thought leadership content	• Smart Spend • Growth Markets • Digital Office Reality • Protect this House	• Lead generation • Customer success • Analyst Relations • Partner Experience	Live	Marketing	• ALL CoreMedia
					Account Based Marketing	Account Based Marketing/Selling is a strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts	• Smart Spend • Growth Markets • Digital Office Reality	• Hyperalignment • Personalized / Value Selling • Lead Generation	Live	Marketing	• Marketing • Sales • Pre-Sales
					Digital Campaigns	Digital campaigns tie in with the overarching goals of the organization and includes one or more digital channels in the efforts	• Smart Spend • Growth Markets • Digital Office Reality	• Drive engagement • Lead generation • Improve conversions	Live	Marketing	• Marketing

PARTNER ECOSYSTEM INITIATIVES

Solving the Dilemma

Initiative	Description	COVID-19 Strategy Alignment	Goal(s)	Timing	Team Accountable	Team(s) Responsible
PX Partner Program	Launch of CoreMedia's new partner program focused on partner experience and engagement	<ul style="list-style-type: none"> Smart Spend Growth Markets Digital Office Reality Protect this House 	<ul style="list-style-type: none"> Lead generation Customer success Marketing awareness and profile Market Delivery capabilities Partner Experience & Engagement 	Live	Partner Ecosystems	<ul style="list-style-type: none"> CSPE Marketing Sales Pre-Sales Product
PX Platform	Centralized platform delivering the CoreMedia PX Program		<ul style="list-style-type: none"> Lead generation Customer success Marketing awareness and profile Training & Enablement Partner Experience & Engagement 	August	Partner Ecosystems	<ul style="list-style-type: none"> CSPE / Training Marketing Sales Pre-Sales Product
PX Survey	Survey eliciting feedback on all aspects of CoreMedia centered around the four pillars of the PX Program		<ul style="list-style-type: none"> Engagement Customer Success & Retention Partner Experience Product Roadmap 	Live	Partner Ecosystems	<ul style="list-style-type: none"> Marketing
Partner Advisory Board	A platform for our most valued partners to meet annually with CoreMedia (& each other)		<ul style="list-style-type: none"> Engagement Customer Success & Retention Partner Experience Product Roadmap 	Q4	Marketing	<ul style="list-style-type: none"> Partner Ecosystems Sales Pre-Sales Product CSPE
Partner Acquisition & Growth	Acquisition of new partners and growing /expanding existing regional partners into global partners		<ul style="list-style-type: none"> Lead generation Customer success 	Live	Partner Ecosystems	<ul style="list-style-type: none"> Sales Pre-Sales CSPE



MARTECH OPTIMIZATION

Solving the Dilemma

Sales Intelligence



Sales Record



Sales Engagement



H1

Marketing Automation



H2

Partner Experience (PX) Platform



CoreMedia Website

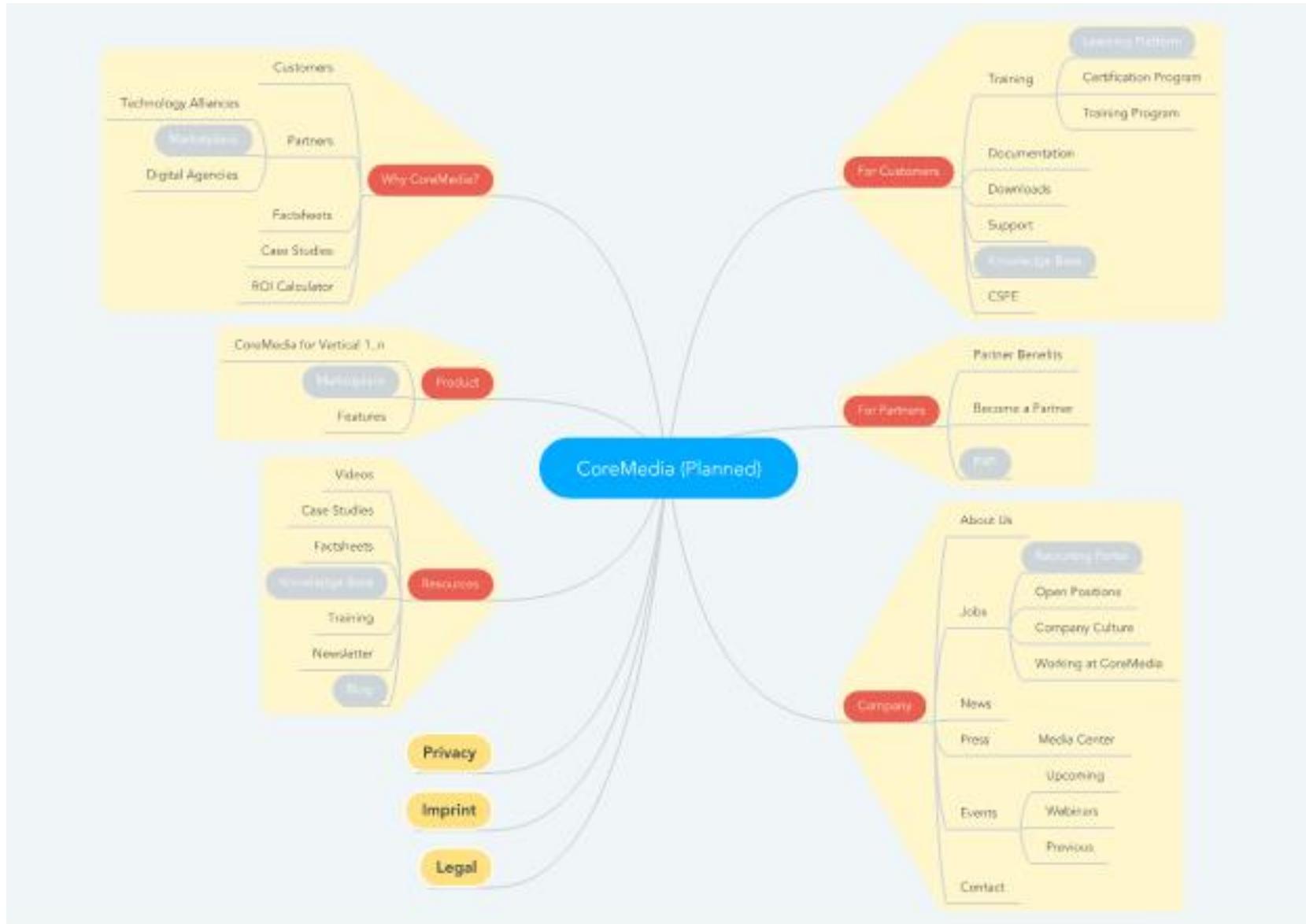


WEBSITE RELAUNCH

Solving the Dilemma

Visitor Profiles

1. Prospects
2. Customers
3. Partners



WEBSITE BRAND REFINEMENT

Solving the Dilemma

A. SCOPE OF SERVICES

PHASE I: AUDIT

Perishable Goods will provide a contextual and strategic examination of the conditions that represent CoreMedia, competitors, and its respective audiences. The objective of this phase is to understand all existing conditions and discover opportunities to evolve CoreMedia's online presence, refine UX accessibility, and develop a graphic language.

- Present research and conclusions as a PDF document

PHASE II: WEBSITE BRAND UX & ACCESSIBILITY REFINEMENT

The objective of this phase is to envision a comprehensive graphic language to improve the universal experience and the accessibility of the CoreMedia's website. Perishable Goods will investigate font options for primary usage and secondary as well as color hierarchy and assess existing iconography. Finally, Perishable Goods will develop a graphic element that is to be used throughout CoreMedia's website and is to be considered for marketing/advertising materials.

DESIGN LINE ITEMS:

- Font Options
- UX Accessibility
- Color Hierarchy Usage
- Iconography Refinement
- Graphic Element

PHASE III: REFINEMENT & DELIVERY

Based on the feedback from phase 2 Perishable Goods will present one refined concept. All of the deliverables listed in phase 2 will be represented with client feedback and handed off.



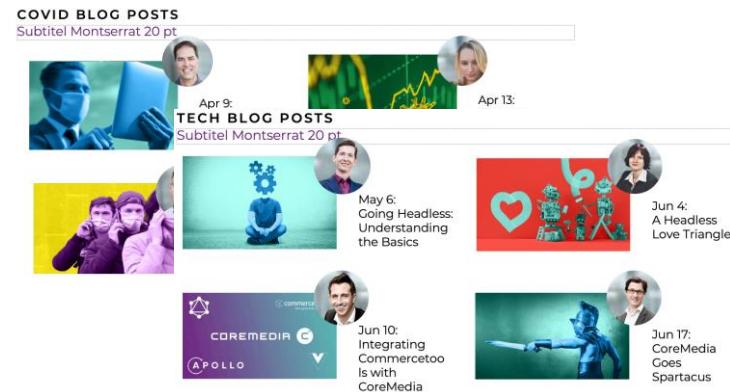
CONTENT CREATION

Solving the Dilemma

Premium Content



Blog Posts



Case Studies

CASE STUDIES IN DEVELOPMENT
Subtitel Montserrat 20 pt



*Please see Appendix for further details

CONTENT CREATION

Solving the Dilemma

CoreMedia Connect Digital Event Series

COREMEDIA CONNECT Digital Events



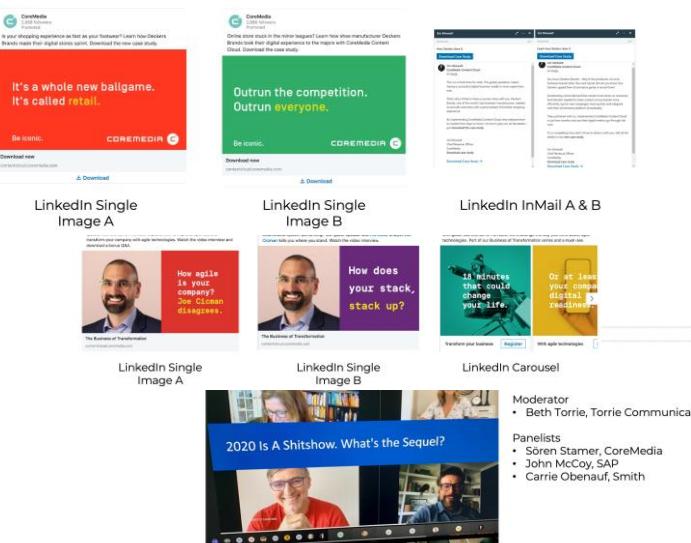
Building an innovative commerce engine

Deploying CoreMedia in Azure

2020 is a Shitshow. What's the sequel?

RETAIL/FOOTWEAR CAMPAIGN

Subtitel Montserrat 20 pt



*Please see Appendix for further details

Digital Campaigns

Videos

MODULAR VIDEOS

Subtitel Montserrat 20 pt



EXPLAINER VIDEOS

Subtitel Montserrat 20 pt

https://reel.io/_BxcBA

1. SAP
2. Salesforce
3. Commercetools
4. CoreMedia overview
5. Retail
6. B2B
7. Beauty



SAP + COREMEDIA

- CoreMedia + SAP (<https://go.coremedia.com/coremedia-for-sap>)
- CoreMedia + SAP (Mohawk) (<https://go.coremedia.com/coremedia-for-mohawk-industries>)
- CoreMedia + Salesforce (<https://go.coremedia.com/coremedia-for-salesforce>)
- Søren Stamer, CoreMedia
- John McCoy, SAP
- Carrie Obenau, Smith

65

https://reel.io/_BxcBA

ANALYST RELATIONS

Solving the Dilemma

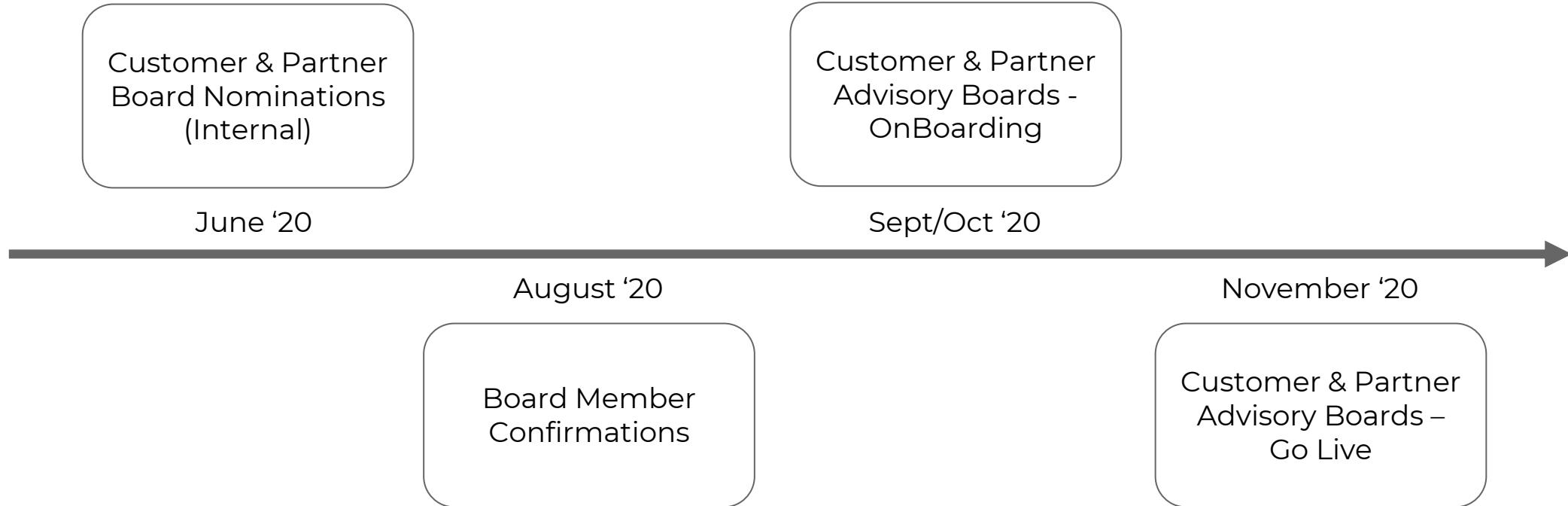


AR Program Goals

1. Lead Generation – Directly from Analyst relationships & recommendations
 2. Gartner DXP MQ - Stay in and don't lose position quadrant
 3. Forrester Agile CMS Wave – Get in Wave and position well
-
- Engagement Calendar
 - CEO / CRO / Executive Engagement

CUSTOMER & PARTNER ADVISORY BOARDS

Solving the Dilemma



'THE COREMEDIA ALLIANCE' (PX PROGRAM)

Solving the Dilemma



BORN.

publicis
sapient



arvato
BERTELSMANN

Tech Mahindra

valtech-

SMITH

7 Product Management and Product Center



EXECUTIVE SUMMARY – PRODUCT

Product Development continues to publish releases as planned
Roadmap adapted to reduced headcount and new priorities

Increased workload due to reduced team size puts strain on teams

- > Pressure is especially high in support and PM

Service Levels & Product Releases as planned

- > No interruption of Service Levels
- > Product Releases on schedule

Reduced Cloud hosting costs

- > Per-environment infrastructure cost reduced by ~20% in the last 18 months
- > Reaching plateau now. Further significant reduction will require major effort in product and deployment model

Agile Teams remain productive all productivity KPIs remain healthy

- > Teams self-organized for effective work-from-home patterns and processes
- > Expecting lower productivity in Q3 due to delayed vacations

Two major competing market trends for content & experience management

- > Agile Content Management System (CMS) vs. Digital Experience Platform (DXP)

Future proofing the product exceeds current team capacity

- > Currently planned team size for end of 2020 23% below plan

Reevaluation of priorities for smaller team

- > Strategic investments in commerce fast-tracked
- > Evaluation to future-proof the platform started
- > Improvements in partner friendliness with current capacity continue
- > Additional investments from AOP are canceled

Evolving commerce ecosystems strategy

- > Commercetools identified as market opportunity. Relationship intensified & integration work started.
- > Salesforce and SAP maintain high relevance with Salesforce B2B gaining traction and product investment planned



CMCC 10.2007.1 WILL PROVIDE SIGNIFICANT NEW FEATURES

Table of Contents of Release Notes

1. Editorial Comments	3
2. Scheduled Publication Workflow	4
3. Selective Sync and Copy Over Usability Enhancements	5
4. Localization Workflow Issues UX Improvements	6
5. Extended external Preview.....	8
6. Multi-Preview Improvements.....	9
7. Headless Server usage demonstrations.....	11
8. Commerce Hub Example for Custom Connectors	13
9. CDN compliant Cache Header Information	14
10. Monetate Integration.....	15
11. Public Docker Base Images.....	16

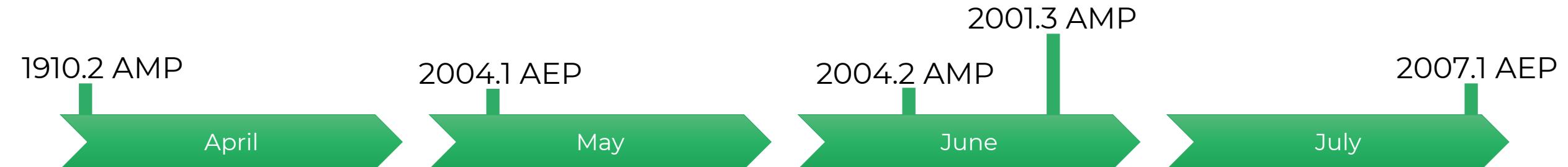
Product
Innovations

66

Feature
Requests

161

Bug Fixes

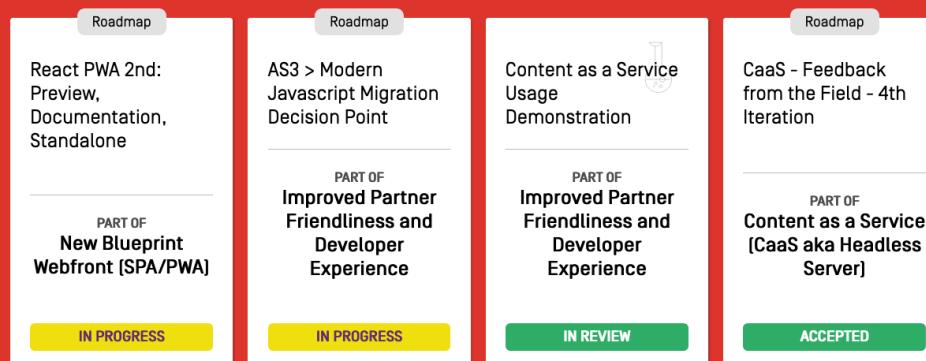


WORK ON STRATEGIC INITIATIVES CONTINUES WITHIN CURRENT LIMITATIONS

Examples for Partner Friendliness & Personalization

Partner Friendly

2007 / Q2 - 2020



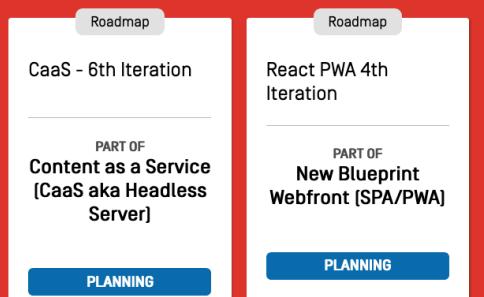
Partner Friendly

2010 / Q3 - 2020



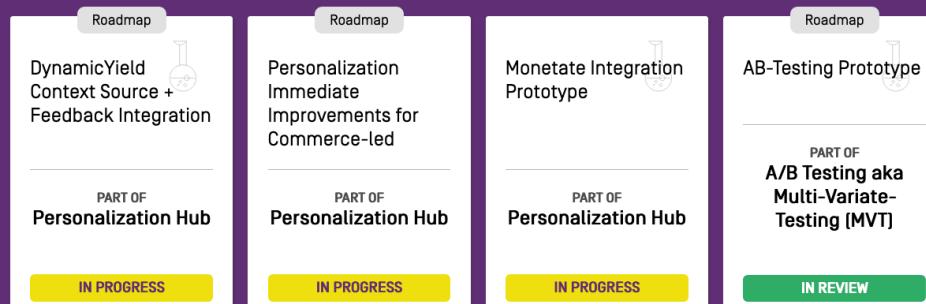
Partner Friendly

2101 / Q4 - 2020



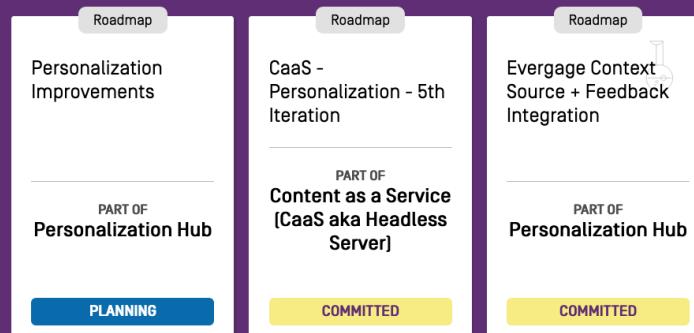
Personalization

2007 / Q2 - 2020



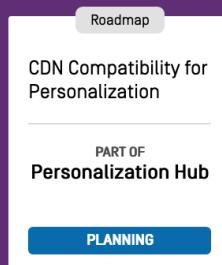
Personalization

2010 / Q3 - 2020



Personalization

2101 / Q4 - 2020



EXAMPLES OF HOW ANALYSTS SEE THE CONTENT MANAGEMENT AND DXP SPACE

CMS Marketplace – Circa 2020

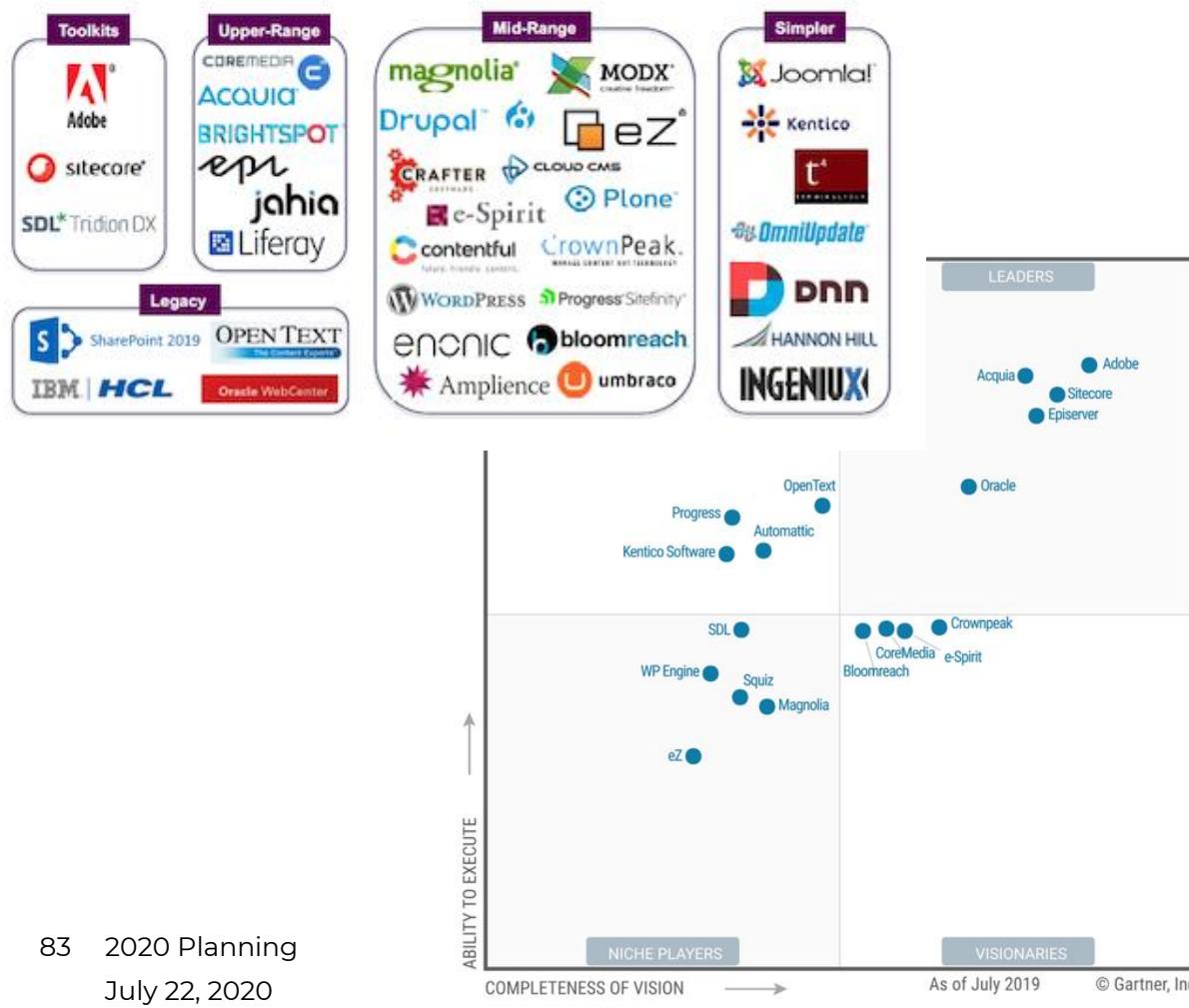


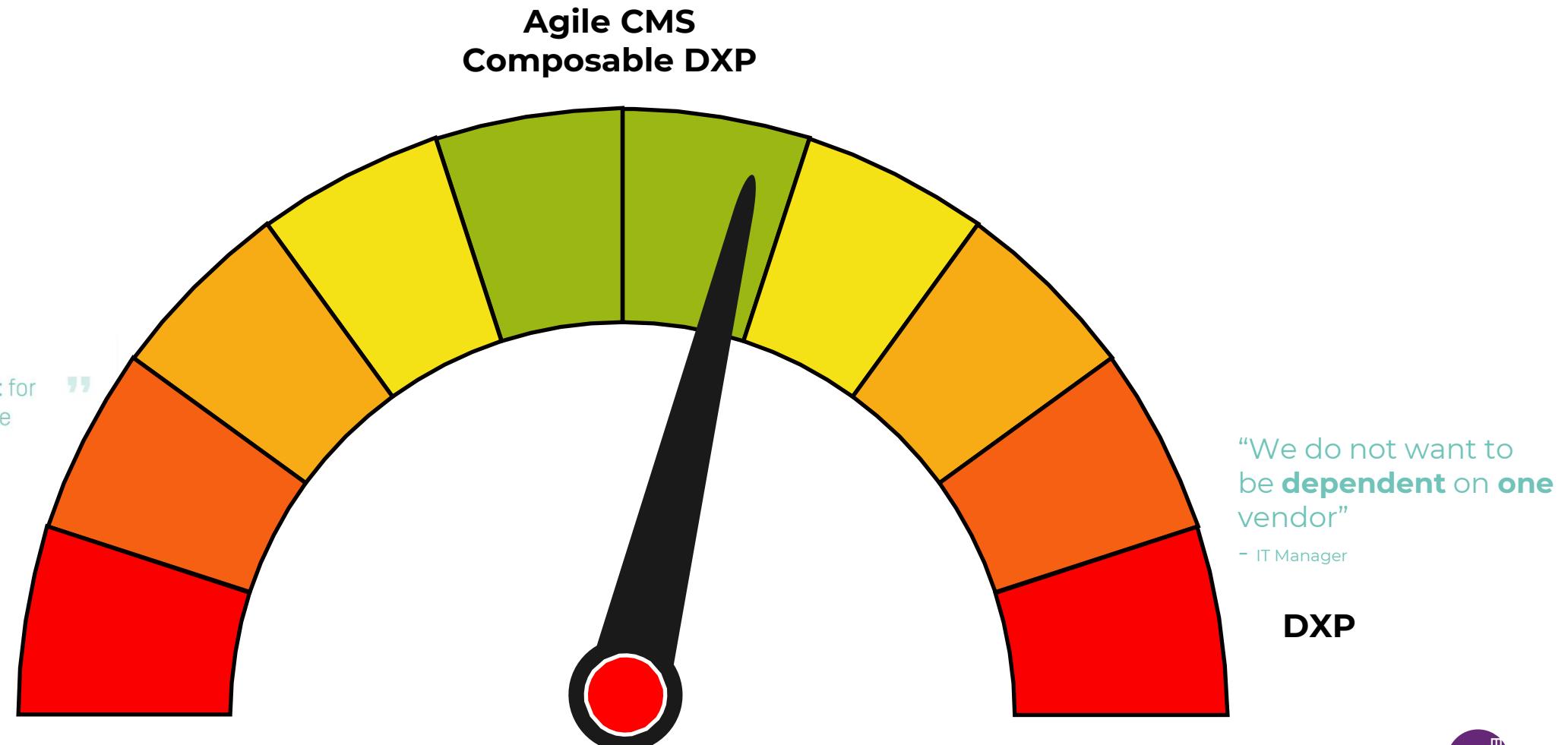
Figure 1. Magic Quadrant for Digital Experience Platforms



Forrester & Gartner have quite different views on DXPs

WIDE SPECTRUM IN THE MARKET FROM HEADLESS ONLY TO ALL-IN-ONE DXPS

Best of Breed with a clear focus on comprehensive content use-cases continues to be the sweetspot for CoreMedia

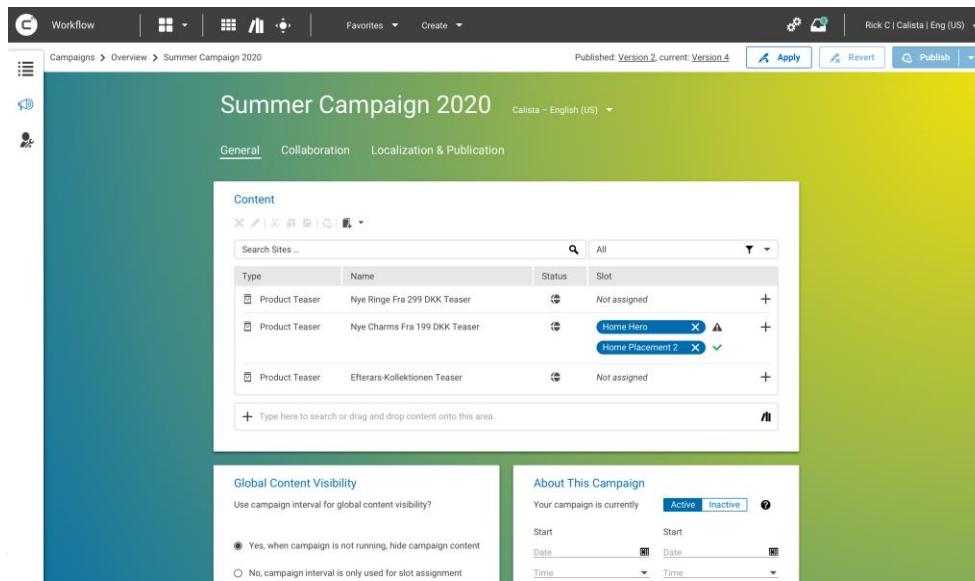


FORRESTER'S AGILE CMS LOOKS LIKE A GOOD FIT FOR US

Based on market feedback we set priorities for the next major

Recurring topics with customers, partners and also analysts and internal stakeholders are:

- Headless, **Campaigns**, Omni-Channel
- Editorial Efficiency (Usability & Speed)
- **Feedback & Collaboration**
- Localization & Workflows
- **Personalization & Data**



85

We have quite few commitments with customers.

We have features & components that must mature to meet customer expectations:

- Localization & Synchronization
- Studio

We have good foundations that need more use-cases and communication:

- **Experience Feedback Hub**
- Personalization

We have technical debt that slows down future development & partner adoption:

- On-Premises legacy
- Workspace / Project Implementation Approach

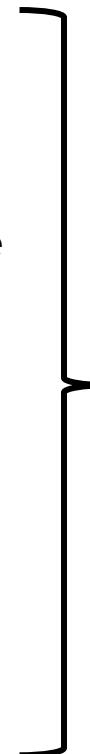


WE NEED TO FUTURE PROOF OUR PLATFORM TO STAY COMPETITIVE

We are setting up a Task Force to define a transformation roadmap

Goals for future Content Platform

- Preserve current strengths and uniques for enterprise customers
- Incorporate learnings and experience of 24 years in Content Management
- Provide competitive seeding product for a land and expand strategy
- Support flexible pricing models
- Generate relevant data to drive business decisions
- Allow for cost-effective operation



We are looking at a phased approach



Implementation of the Phases **exceeds** the capacity of the current team and will require going back to an **investment** plan.

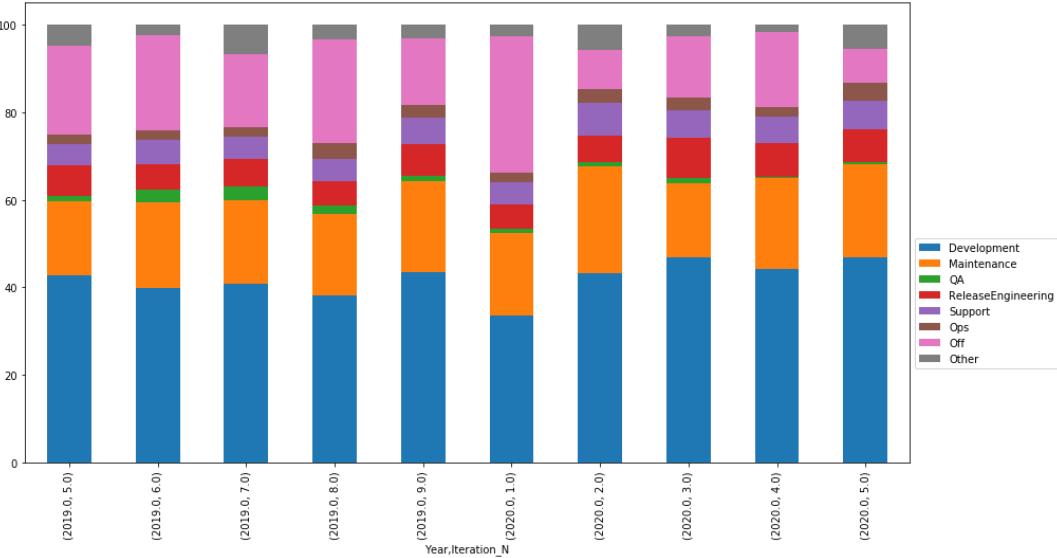
Acquisitions can fast-track certain areas, e.g. CDP to address the gap in data gathering and data driven use-cases.

UPDATE ON PRODUCT (MANAGEMENT) INITIATIVES

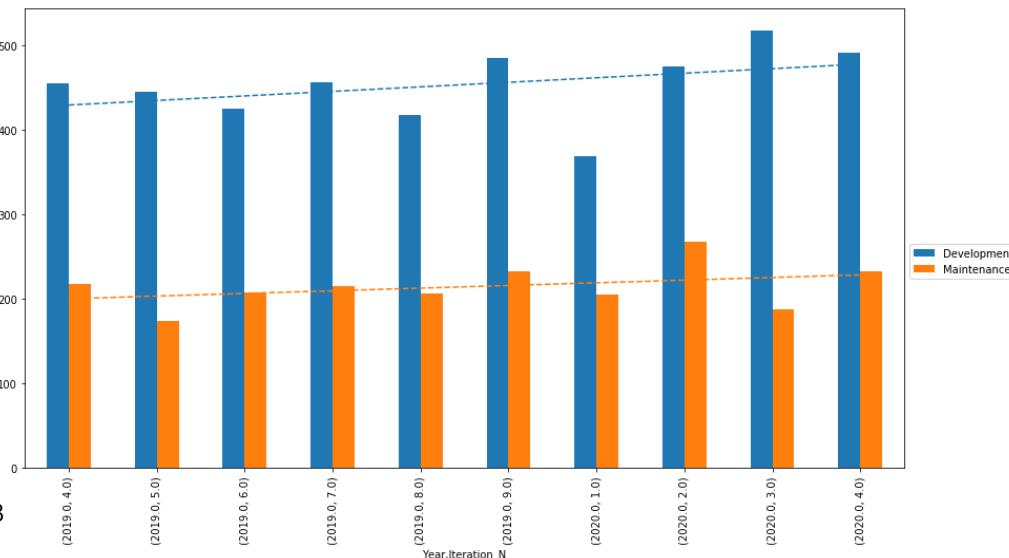
Status Update: Project Details

Project	Current Status & Next Steps	Timing	Annualized EBITDA Impact (€MM)	
			Projected	Actual
Partner Friendliness in Product <i>(Stadelmaier / Reuter)</i>	<ul style="list-style-type: none"> Investment stopped due to COVID-19 budget changes Next: Evaluate smaller steps that can be implemented without investment 	2Q 2020	2% better growth in ARR	Postponed
Cloud Operations cost <i>(Stadelmaier)</i>	<ul style="list-style-type: none"> Investment stopped due to COVID-19 budget changes Continue with improvements evolution at current level, reducing cost at a lower level 	2Q 2020	€300K	Postponed
In-Store <i>(Reuter)</i>	<ul style="list-style-type: none"> Birkenstock as potential pilot candidate has postponed initiative COVID-19 rehiring stop will reduce capacity in product-management which puts initiative at risk 	Underway	Unknow	In Process
Personalization, bundling of 3rd party product <i>(Reuter)</i>	<ul style="list-style-type: none"> Conversations with vendors are ongoing, i.e. Monetate, Evergage, Dynamic Yield Improvements in product in development COVID-19 rehiring stop will reduce capacity in product-management which puts initiative at risk 	Underway	€20-50k	In Process
Establish Data/Analytics/AI Strategy <i>(Stadelmaier / Reuter)</i>	<ul style="list-style-type: none"> Conversations with possible acquisitions Prototype integrations with existing vendors (e.g. Google Analytics) Evaluate integrations with leading vendors & internal PoCs for specific use-cases COVID-19 rehiring stop will reduce capacity in product-management which puts initiative at risk 	3Q 2020	Unknown	In Planning
Product Changes for Marketers <i>(Reuter)</i>	<ul style="list-style-type: none"> Investment stopped due to COVID-19 budget changes Evaluation of smaller steps that can be implemented within current team 	3Q 2020	Enabler	Postponed
Salesforce eco-system focus <i>(Reuter)</i>	<ul style="list-style-type: none"> Investment stopped due to COVID-19 budget changes Under review based on commerce ecosystem study Product investment into Commerce B2B on the roadmap and team assigned 	3Q 2020	Unknown	In Planning (B2B)
Commercetools <i>(Reuter)</i>	<ul style="list-style-type: none"> Project was initially not budgeted Product investment started 	Underway	€500k FY21	In Process

DEVELOPMENT TEAM PRODUCTIVITY IS HEALTHY



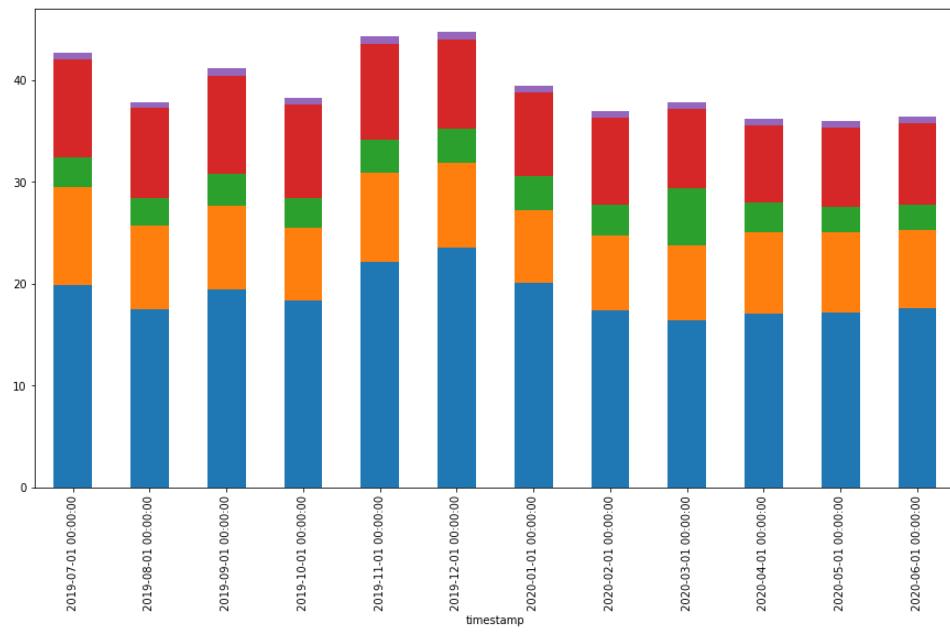
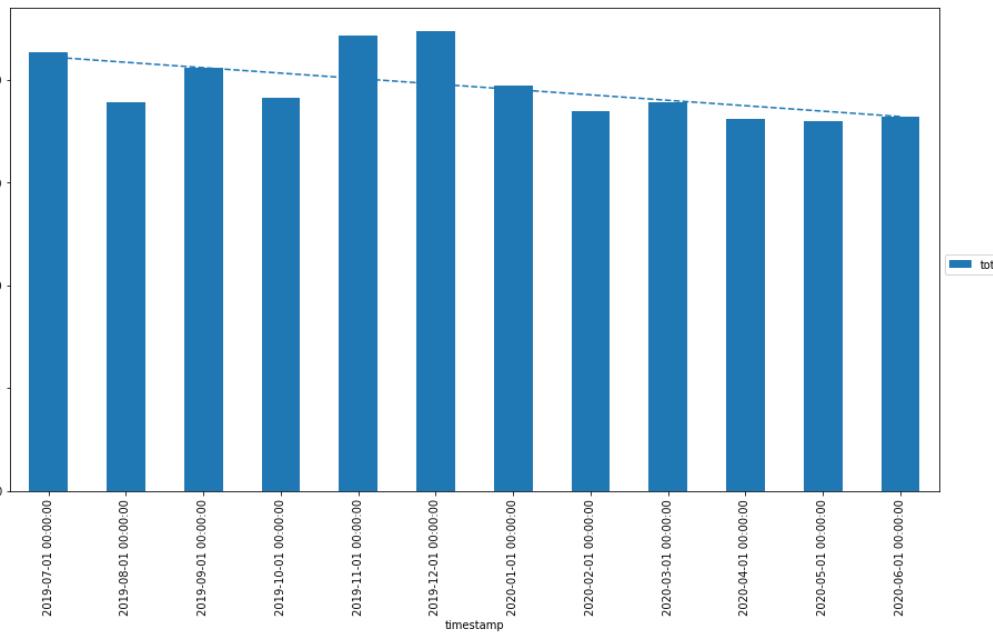
- Despite smaller available development workforce, productivity (new development, and maintenance) remains high – both in terms of relative and absolute time spent
- This is likely due to postponed sprint and early summer vacations after the SARS-CoV-2 surge
- We'll very likely see a dip in available productive time in Q3



CLOUD HOSTING COST OPTIMIZATION STILL UNDERWAY

Per-environment cost down by ~ 20 % compared to benchmark 18 months ago

Avg. per customer environment / day , \$US, w/o traffic, tax, support



- further significant optimizations will require more effortful changes in product and deployment model (esp. shared tenancy)

8 Human Capital



STRATEGIC INITIATIVES HR / LEGAL

Status Update: Project Details

Project	Current Status & Next Steps	Timing
Measures in the course of COVID-19	<ul style="list-style-type: none"> Arrangement of home office for all employees to avoid the risk of infection as much as possible Weekly instead of monthly CoreVadis to maintain a regular exchange and to align with all employees Weekly conferences with the works council for regular exchange of information 	Running since April 2020
Management & Organization	<ul style="list-style-type: none"> All variable compensation agreements to be finalised after budget decision 	3Q 2020
Examination of further savings measures	<ul style="list-style-type: none"> Examination of the conditions for short-time work in Germany and comparable programs in the UK, USA, in order to be able to compensate for any necessary loss of work Examination of state support measures for companies affected by COVID-19 	2Q 2020
Mental risk evaluation	<ul style="list-style-type: none"> Target of project: According to the Occupational Health and Safety Act, employers in Germany are obliged to carry out a mental risk evaluation in order to identify risk factors for mental illness and take countermeasures. The mental risk evaluation is determined by a questionnaire. Result of project: With the help of a mental risk evaluation, illnesses caused by the work can be prevented. By less absences of employees due to illness, personnel costs can be reduced. Status: ongoing 	Q3 2020

STRATEGIC INITIATIVES HR / LEGAL

Status Update: Project Details

Project	Current Status & Next Steps	Timing	Annualized EBITDA Impact [€MM]	
			Projected	Actual
HR Management & Recruiting Tool	<ul style="list-style-type: none"> Target of project: A human resource management system will enable improved reporting and an overall faster and accurate transfer of data and more efficiency overall. Furthermore the system enables a more efficient recruiting process that complies with the data protection guidelines. It also allows a better cooperation with management, works council and IT department. Result of project: With the help of a human resources management system, it is possible to generate requested reports faster, improve the data quality, avoid errors and thus proceed more efficiently. In addition, a high level of administrative effort can be saved, which today is achieved by maintaining different excel lists. Furthermore, the recruiting process can be simplified, as there are many automated processes such as automatic confirmations of receipt, easy collection of feedback from departments and mass rejections. And this complies with the data protection guidelines. Status: on hold due to COVID 19 plan 	Tbd,	Introduction 3.029,00 € Yearly recurring 21.110,40 €	none

HUMAN CAPITAL SINCE 05/2020

Newly agreed Raises/new promotions

Emp. #	Position	Old comp	New comp	Eff. Dt.
586	IT Administrator Client Support [increase agreed in the initial contract after end of probation period]	€48,000	€50,000	1 Aug 20

Terminated/departing staff

Emp. #	Position	Severance	Reason	Eff. Dt.
508	Operations Engineer	0	Resigned	30 Jun 20
1008	Technical Consultant (UK)	0	Terminated	24 Jul 20
586	IT Administrator Client Support	0	Terminated	31 Aug 20
531	Technical Consultant	0	Resigned	11 Sep 20
524	Talents & Culture Assistant	0	Resigned	30 Sep 20

New Hires since 05/2020

Position	Total Comp [annual]	Start date
Administrative & Operations Support (USA)	€52,662	18 May 20
Enterprise Account Executive (UK)	€127,558	1 Jul 20
Talents & Culture Manager	€42,800	1 Aug 20

HUMAN CAPITAL: ACTIVE RECRUITING POSTPONED EXCEPT FOR CONTROLLING

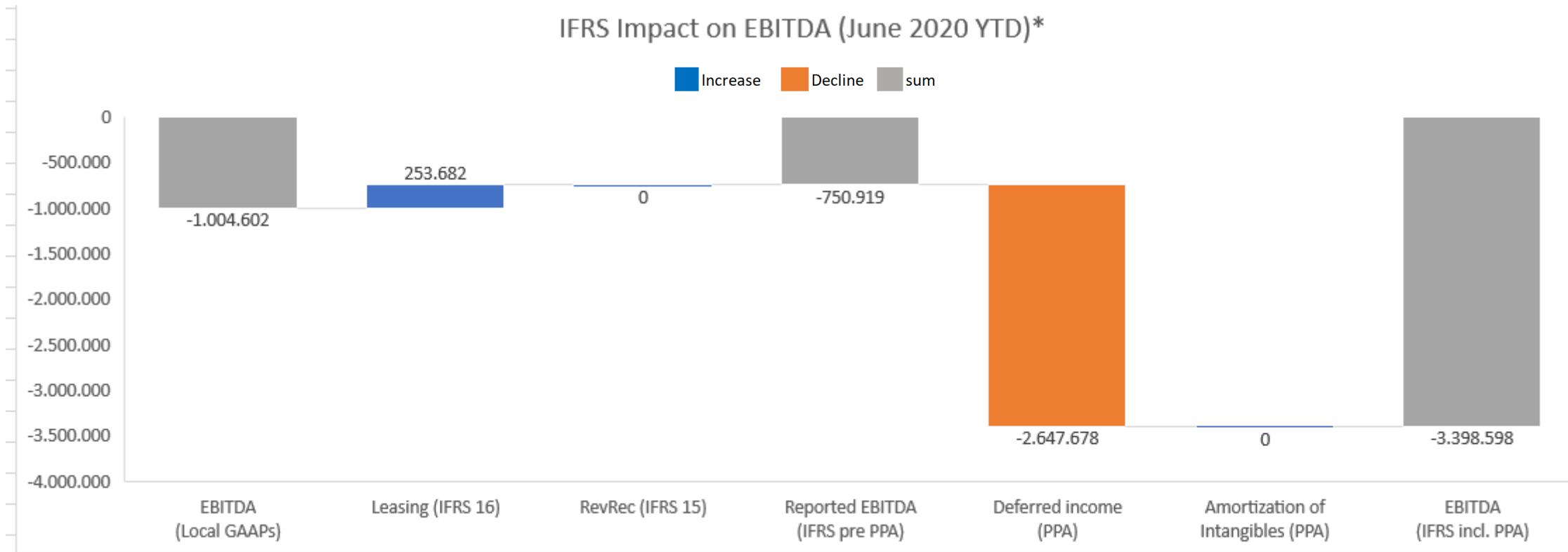
Position	Hire Date according to AOP	RC
Marketing		
Chief Marketing Officer	April 2020	Postpone to 2021
Human Resources		
VP Human Resources	November 2020	Postpone to 2021
Customer Success		
Customer Success Manager	June 2020	Postpone to 2021
TC1 - EMEA	April 2020	Postpone to 2021
TC 2 - EMEA	August 2020	Postpone to 2021
TC 3 - EMEA	May 2020	Postpone to 2021
TC 4 - EMEA	October 2020	Postpone to 2021
TC 5 - USA	June 2020	Postpone to 2021
TC 6 - USA	August 2020	Postpone to 2021
Sales		
KAM – Farmer (EMEA)	October 2020	Postpone to 2021
KAM – Hunter (USA)	October 2020	Postpone to 2021
Lead Development Rep II	June 2020	Postpone to 2021
Ecosystem, Partnerlead	October 2020	Postpone to 2021
Internal Support	March 2020	Postpone to 2021
Controlling		
Controlling	May 2020	Will recruit asap
Accounting		
Senior Accountant	May 2020	Postpone to 2021
Product Management		
Product Manager	December 2020	Postpone to 2021
IT		
Senior IT Administrator	December 2020	Postpone to 2021
Product Center/Support		
Support US	July 2020	Postpone to 2021

HIRING TEMPORARILY FROZEN

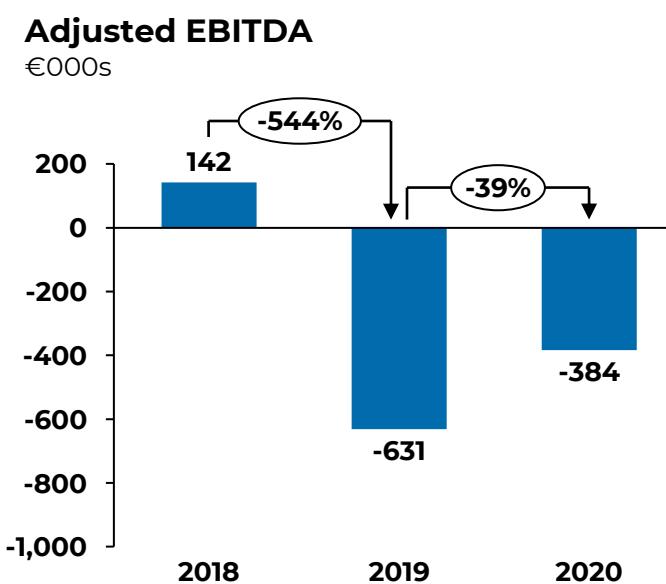
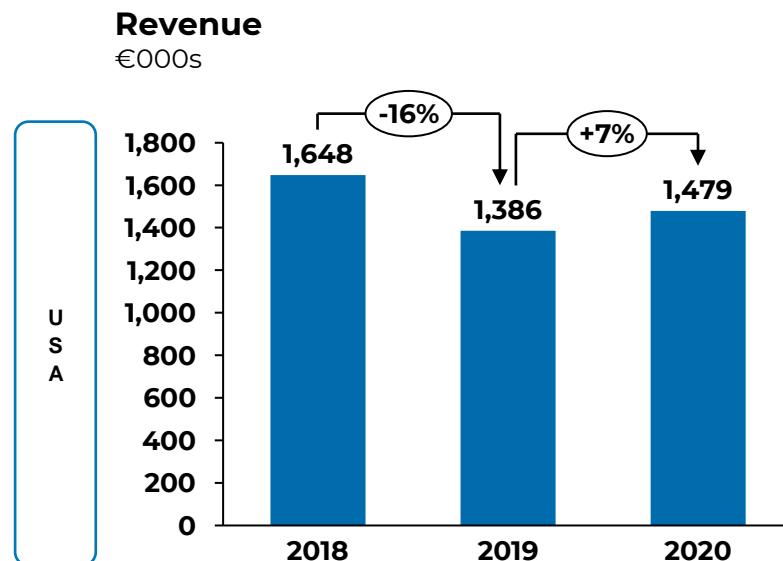
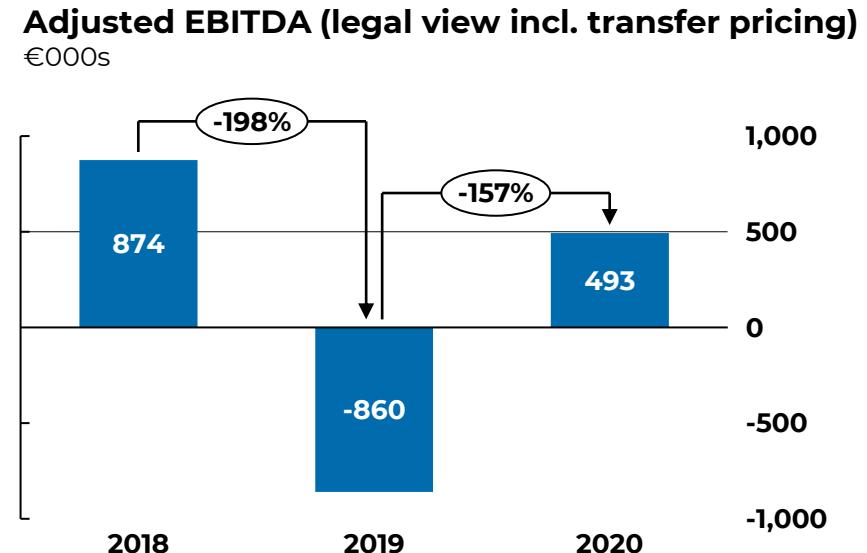
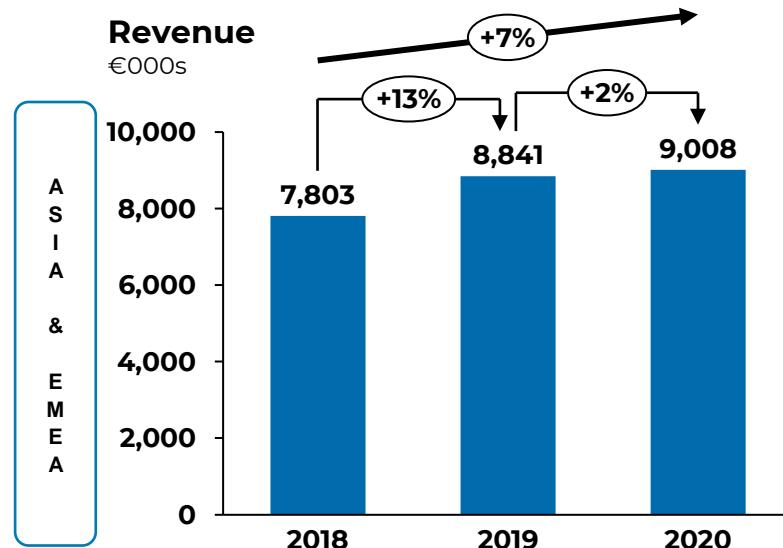
9 Appendix for Finance



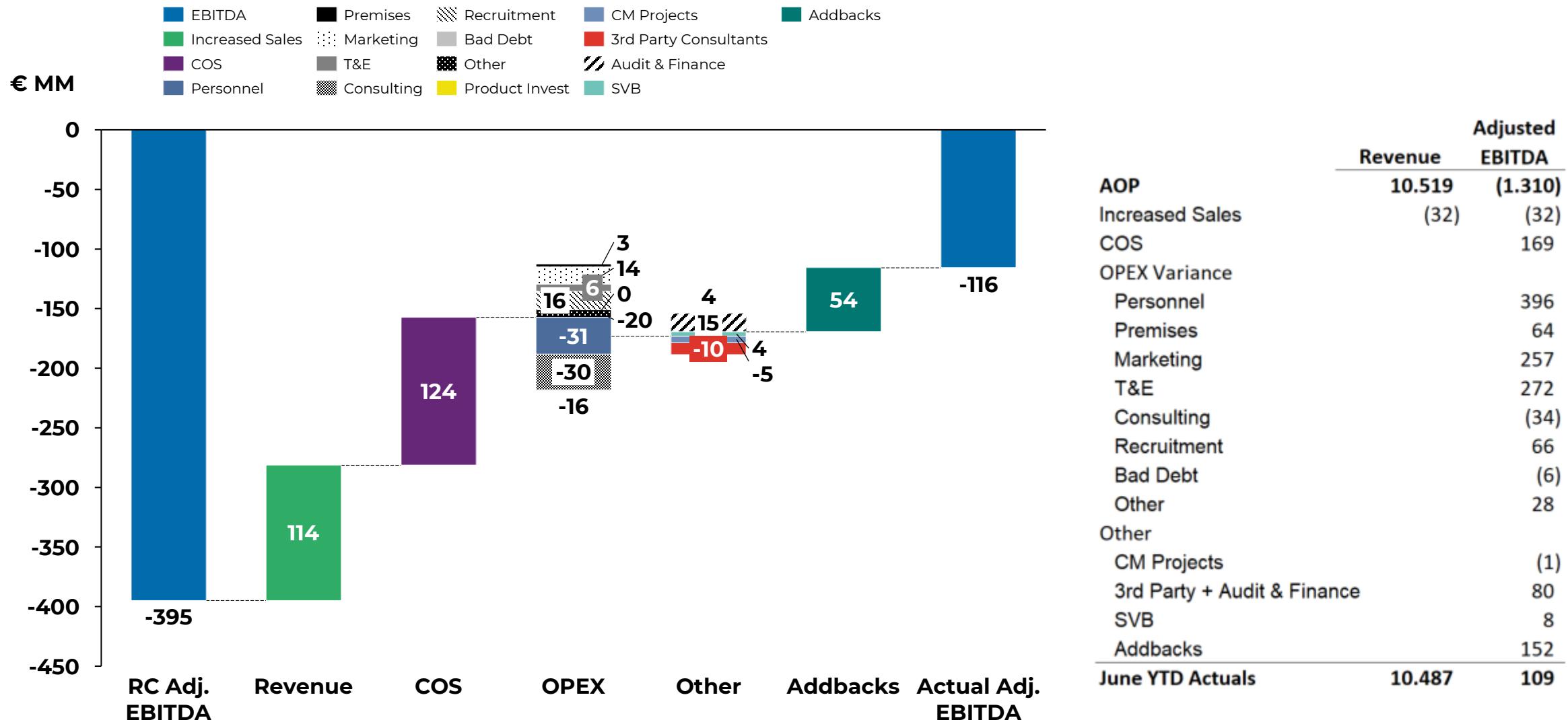
IFRS IMPACT ON EBITDA



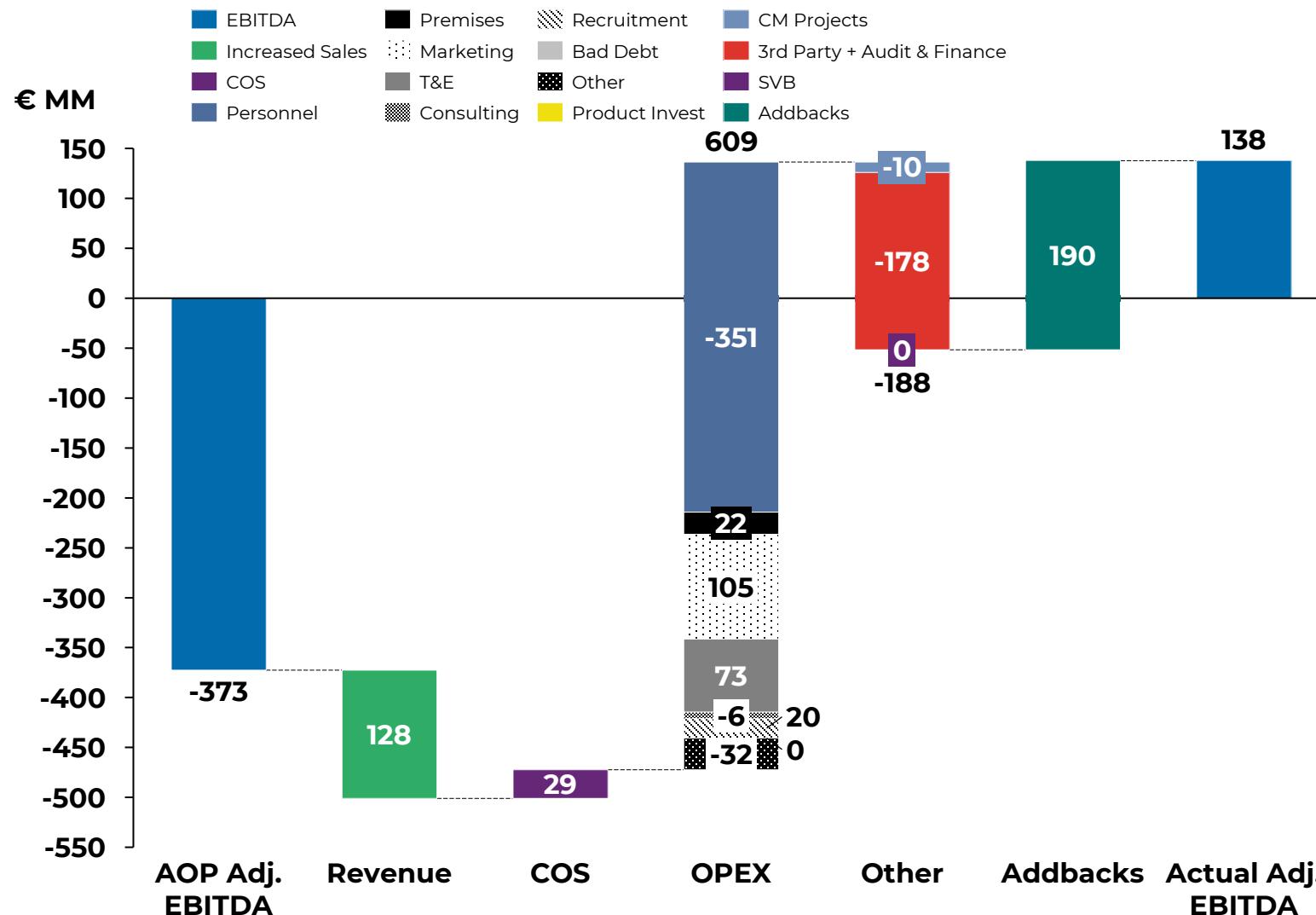
Q2 PERFORMANCE BY GEOGRAPHY



EBITDA BRIDGE – YTD

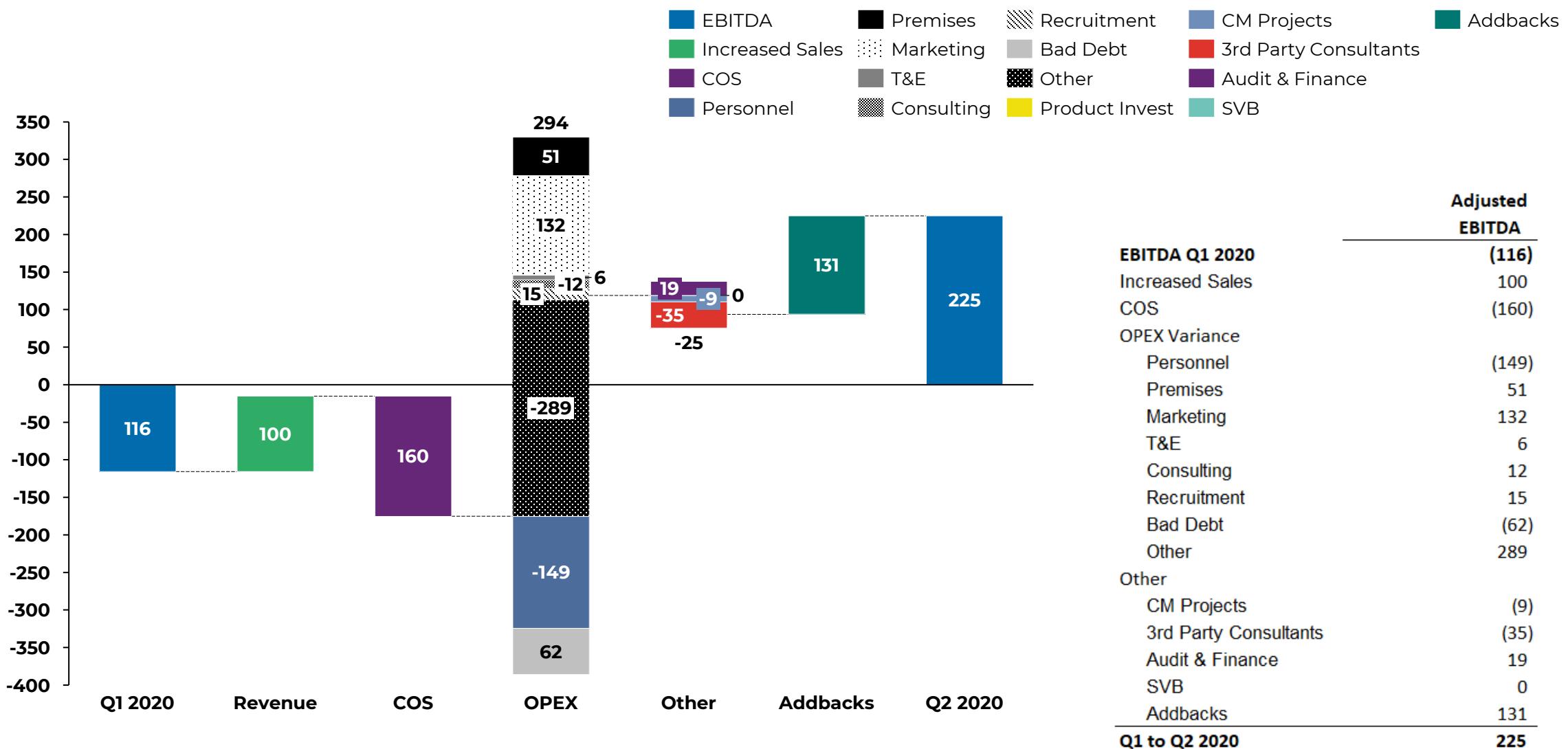


EBITDA BRIDGE - JUNE

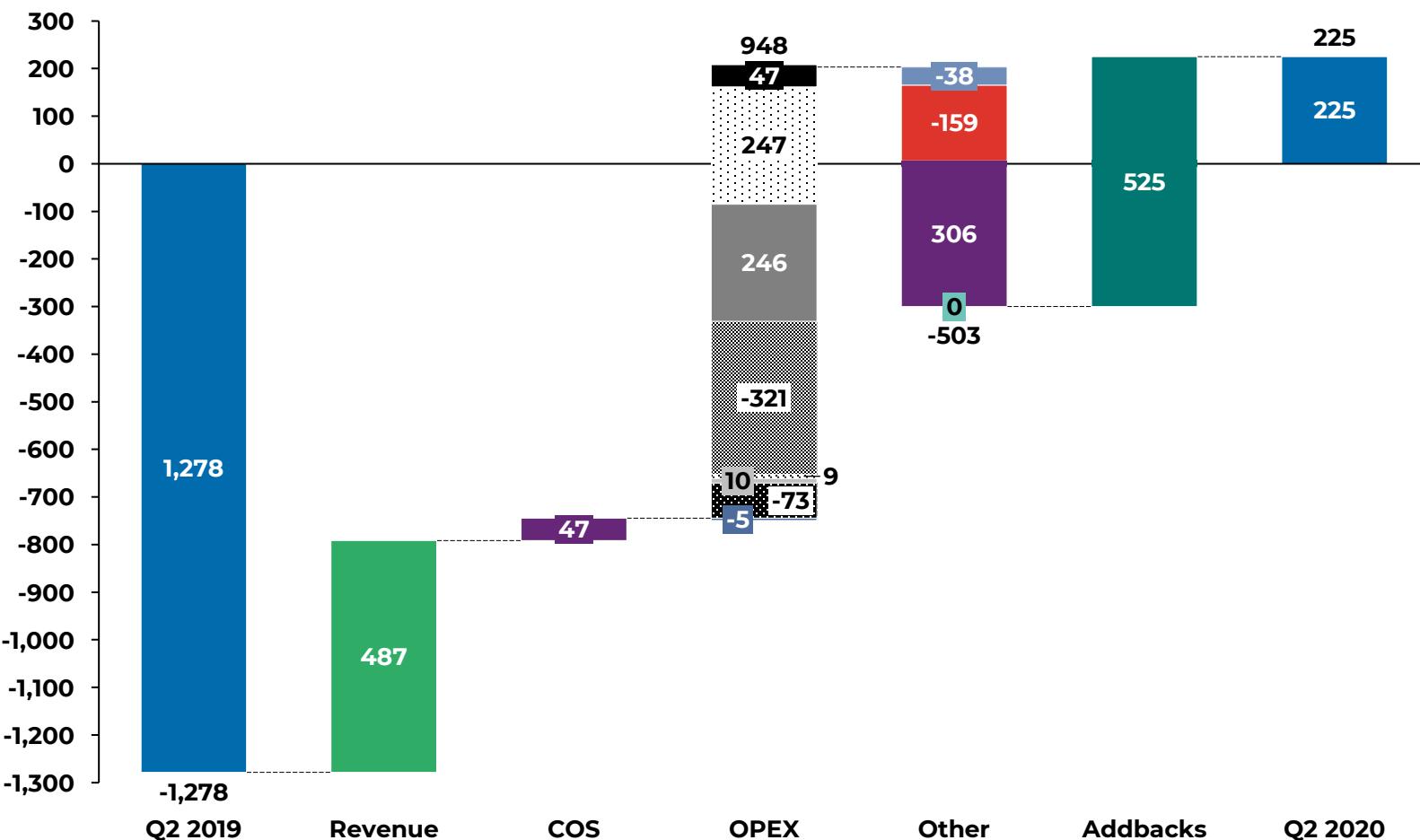


	Revenue	Adjusted EBITDA
AOP	1.919	(373)
Increased Sales	(128)	(128)
COS		29
OPEX Variance		
Personnel	351	
Premises	22	
Marketing	105	
T&E	73	
Consulting	6	
Recruitment	20	
Bad Debt	0	
Other	32	
Other		
CM Projects		(10)
3rd Party + Audit & Finance		(178)
SVB		0
Addbacks		190
June Actuals	1.790	138

EBITDA Q1 2020 to EBITDA Q2 2020 Bridge



EBITDA Q2 2019 to EBITDA Q2 2020 Bridge



	Revenue	Adjusted EBITDA
EBITDA Q2 2019		(1,278)
Increased Sales		487
COS		47
OPEX Variance		
Personnel		(5)
Premises		47
Marketing		247
T&E		246
Consulting		321
Recruitment		9
Bad Debt		10
Other		73
Other		
CM Projects		(38)
3rd Party Consultants		(159)
Audit & Finance		(306)
SVB		0
Addbacks		525
Q2 2020 Q2 2019		225



13 WEEK CASH FLOW

	Week 1 24-Jul	Week 2 31-Jul	Week 3 7-Aug	Week 4 14-Aug	Week 5 21-Aug	Week 6 28-Aug	Week 7 4-Sep	Week 8 11-Sep	Week 9 18-Sep	Week 10 25-Sep	Week 11 2-Oct	Week 12 9-Oct	Week 13 16-Oct	Total
Cash on Hand (beginning of week)	2,704,330	2,608,951	1,413,333	2,123,793	1,952,963	1,860,798	686,389	2,736,559	2,678,488	2,541,753	2,483,683	3,635,682	3,526,558	
CASH COLLECTIONS														
Collections of existing AR														
Collections of forecasted sales														
Total collections	-	-	1,200,322	-	-	-	2,235,807	-	-	-	2,586,290	-	-	6,022,419
OPERATING CASH FLOW														
COS														
External services	-	-	(126,753)	-	-	-	(123,893)	-	-	-	(133,405)	-	-	
Indirect														
Payroll - SG&A/Overhead	-	(1,100,240)	-	(78,665)	-	(1,082,244)	-	-	(78,665)	-	(1,148,070)	-	(78,665)	
Payroll - Indirect	-	-	-	-	-	-	-	-	-	-	-	-	-	
Incentive Comp	-	-	-	-	-	-	-	-	-	-	-	-	-	
Benefits other than retirement	-	-	-	-	-	-	-	-	-	-	-	-	-	
Retirement benefits/401(k)	-	-	-	-	-	-	-	-	-	-	-	-	-	
Bonus	-	-	-	-	-	-	-	-	-	-	-	-	-	
Commissions	-	-	-	-	-	-	-	-	-	-	-	-	-	
Recruitment fees	(1,196)	(1,196)	(1,310)	(1,310)	(1,310)	(1,310)	(1,310)	(1,310)	(1,310)	(1,310)	(2,381)	(2,381)	(2,381)	
Rent	-	-	(63,183)	-	-	(63,183)	-	-	-	-	(65,808)	-	-	
IT	-	-	-	-	-	-	-	-	-	-	-	-	-	
Insurance	(6,037)	(6,037)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	(6,584)	
Automobile	(1,048)	(1,048)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	(1,148)	
Marketing	(26,614)	(26,614)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	(29,149)	
Travel expenses	(5,435)	(5,435)	(8,333)	(8,333)	(8,333)	(16,667)	(16,667)	(16,667)	(16,667)	(16,667)	(19,048)	(19,048)	(19,048)	
Communication, office equipm.	(2,897)	(2,897)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	(3,173)	
Consulting	(6,522)	(6,522)	(99,689)	(7,143)	(7,143)	(7,143)	(113,495)	(7,143)	(7,143)	(7,143)	(115,315)	(10,352)	(10,352)	
Professional training	(435)	(435)	(476)	(476)	(476)	(476)	(476)	(476)	(476)	(476)	(2,183)	(2,183)	(2,183)	
Software	(13,737)	(13,737)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	(15,045)	
Leasing	(2,544)	(2,544)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	(2,786)	
Credit card payment	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other costs	(23,108)	(23,108)	(114,746)	(10,659)	(10,659)	(10,659)	209,221	31,769	31,769	31,769	190,256	(10,916)	(10,916)	
Total Operating Disbursements	(89,572)	(1,189,812)	(472,374)	(164,471)	(85,806)	(1,168,049)	2,068,121	(51,711)	(130,376)	(51,711)	(1,353,839)	(102,765)	(181,430)	(5,209,604)
Net Operating Cash Flow	(89,572)	(1,189,812)	727,948	(164,471)	(85,806)	(1,168,049)	2,068,121	(51,711)	(130,376)	(51,711)	1,232,451	(102,765)	(181,430)	812,815
INVESTING, FINANCING & OTHER CASH FLOW														
Interest Expense	-	-	(3,333)	-	-	-	(3,333)	-	-	-	(3,333)	-	-	
Revolver	-	-	-	-	-	-	-	-	-	-	-	-	-	
Term Loan	-	-	-	-	-	-	-	-	-	-	-	-	-	
OGC Monitoring fees incl travel and incidentals	-	-	(7,796)	-	-	-	(8,259)	-	-	-	(70,759)	-	-	
Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-	
CAPEX	(5,806)	(5,806)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	(6,359)	
Other Non-Operating	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Cash Flow from (for) Investing & Financing Activities	(5,806)	(5,806)	(17,488)	(6,359)	(6,359)	(6,359)	(17,951)	(6,359)	(6,359)	(6,359)	(80,451)	(6,359)	(6,359)	(178,377)
Net Cash Flow	(95,379)	(1,195,618)	710,460	(170,830)	(92,165)	(1,174,409)	2,050,169	(58,070)	(136,735)	(58,070)	1,152,000	(109,124)	(187,789)	634,439
Cash Position (end of week)	2,608,951	1,413,333	2,123,793	1,952,963	1,860,798	686,389	2,736,559	2,678,488	2,541,753	2,483,683	3,635,682	3,526,558	3,338,769	



BANK COVENANTS

Covenant Analysis												
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
	Act	Act	Act	Act	Act	Act	Bud	Bud	Bud	Bud	Bud	Bud
Recurring Revenue	1,202	1,363	1,313	1,307	1,352	1,356	1,306	1,307	1,329	1,329	1,329	1,364
TTM Recurring Revenue	14,591	14,828	14,987	15,142	15,290	15,453	15,519	15,589	15,680	15,796	15,839	15,858
Revenue Covenant	12,260				12,569				12,876			13,272
		Pass			Pass				Pass			Pass
Cash	3,067	2,289	1,169	1,756	2,341	2,305	2,250	2,868	3,944	3,036	2,136	2,368
Drawn Revolver	-	-	1,000	1,000								
Undrawn Revolver	3,000	3,000	2,000	2,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Total Availability	6,067	5,289	4,169	4,756	5,341	5,305	5,250	5,868	6,944	6,036	5,136	5,368
Liquidity Covenant	2,000				2,000				2,000			2,000
		Pass			Pass				Pass			Pass
Excess Availability		2,169			3,305				4,944			3,368

FINANCIAL STATEMENTS

Income Statement

				<i>Quarter Ending</i>				<i>Quarter Ending</i>
	<i>1/31/2020</i>	<i>2/29/2020</i>	<i>3/31/2020</i>	<i>3/31/2020</i>	<i>4/30/2020</i>	<i>5/31/2020</i>	<i>6/30/2020</i>	<i>6/30/2020</i>
	<i>1M</i>	<i>1M</i>	<i>1M</i>	<i>1Q</i>	<i>1M</i>	<i>1M</i>	<i>1M</i>	<i>1Q</i>
Bookings (\$'000)								
ARR (\$'000)	15,429	15,498	15,580	15,580	15,668	16,155	16,285	16,285
Gross Revenue	\$ 1,579	\$ 1,769	\$ 1,845	\$ 5,193	\$ 1,738	\$ 1,765	\$ 1,790	\$ 5,294
Total Recurring Revenue	\$ 1,202	\$ 1,363	\$ 1,313	\$ 3,878	\$ 1,307	\$ 1,352	\$ 1,356	\$ 4,015
Recurring Product	\$ 1,202	\$ 1,363	\$ 1,313	\$ 3,878	\$ 1,307	\$ 1,352	\$ 1,356	\$ 4,015
Cloud/SAAS	\$ 114	\$ 115	\$ 114	\$ 343	\$ 115	\$ 123	\$ 112	\$ 350
TBL	\$ 512	\$ 538	\$ 535	\$ 1,585	\$ 537	\$ 547	\$ 556	\$ 1,639
Maintenance & Support	\$ 576	\$ 710	\$ 664	\$ 1,950	\$ 656	\$ 682	\$ 688	\$ 2,025
Recurring Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Non Recurring Revenue	\$ 366	\$ 395	\$ 521	\$ 1,281	\$ 420	\$ 397	\$ 421	\$ 1,237
Non Recurring Product	\$ -	\$ -	\$ 74	\$ 74	\$ -	\$ -	\$ -	\$ -
Professional Services	\$ 313	\$ 367	\$ 431	\$ 1,111	\$ 386	\$ 373	\$ 404	\$ 1,164
Training	\$ 53	\$ 28	\$ 16	\$ 97	\$ 33	\$ 23	\$ 16	\$ 73
Other	\$ 11	\$ 12	\$ 12	\$ 34	\$ 11	\$ 17	\$ 14	\$ 42
Net Revenue	\$ 1,579	\$ 1,769	\$ 1,845	\$ 5,193	\$ 1,738	\$ 1,765	\$ 1,790	\$ 5,294

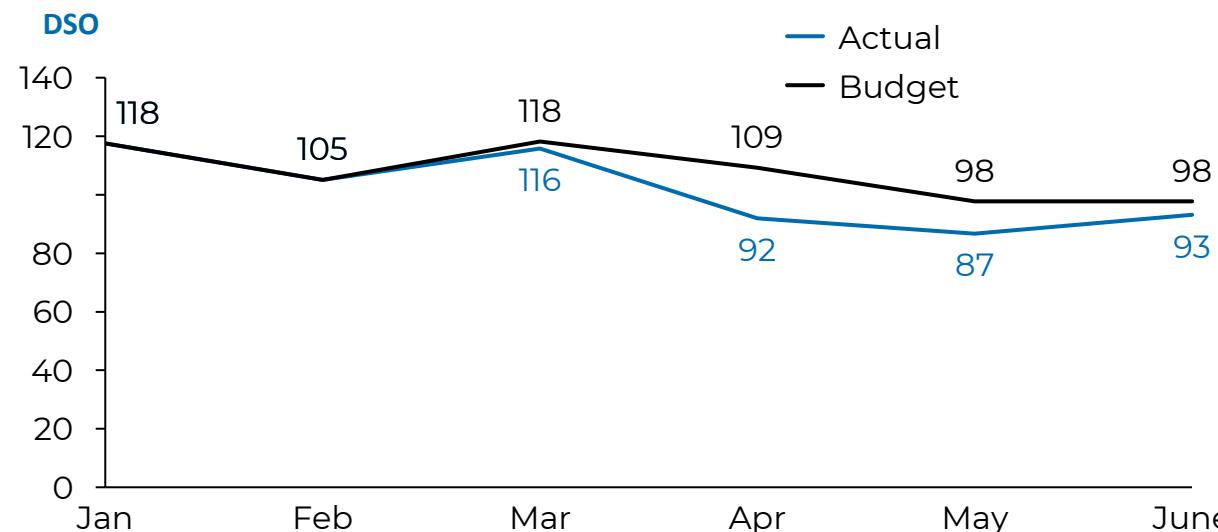
Cash Flow

	1/31/2020	2/29/2020	3/31/2020	Quarter Ending	3/31/2020	4/30/2020	5/31/2020	6/30/2020	Quarter Ending
	1M	1M	1M	1Q		1M	1M	1M	6/30/2020
Cash flow from operations									
Net income (Loss)	\$ (194)	\$ (111)	\$ (368)	\$ (673)	\$ (294)	\$ (38)	\$ (171)	\$ (502)	
Depreciation, amortization and other	\$ 17	\$ 17	\$ 22	\$ 56	\$ 37	\$ 24	\$ 24	\$ 85	
Capitalized fees & expenses				\$ -			\$ -		
in (loss) on sale of fixed assets				\$ -			\$ -		
non-cash interest expense				\$ -			\$ -		
non-cash dividends				\$ -			\$ -		
Deferred income tax				\$ -			\$ -		
Change in operating assets and liabilities:									
Accounts receivable	\$ (2,168)	\$ (427)	\$ (476)	\$ (3,070)	\$ 1,560	\$ 390	\$ (446)	\$ 1,504	
Inventory	\$ -	\$ -	\$ 0	\$ 0	\$ (0)	\$ (1)	\$ (1)	\$ (2)	
Rebates prepaid expenses and other current asset	\$ 2	\$ (86)	\$ 116	\$ 31	\$ (14)	\$ (53)	\$ 8	\$ (59)	
Accounts payable	\$ (271)	\$ (107)	\$ 202	\$ (176)	\$ (197)	\$ 66	\$ (50)	\$ (181)	
Accrued expenses	\$ 45	\$ (467)	\$ (94)	\$ (515)	\$ 70	\$ 60	\$ 112	\$ 242	
Accrued income taxes	213,653,960.45	454,859,626.3	-563,964,045.0	\$ 105	-138,500,041.4	145,131,260.1	-127,151,713.1	\$ (121)	
Other changes in operating assets and liab	\$ 2,108	\$ 31	\$ 417	\$ 2,495	\$ 60	\$ 677	\$ 218		
Other cash flow from operations	\$ 188	\$ (12)	\$ (269)	\$ (94)	\$ (33)	\$ 50	\$ (61)	\$ (44)	
Cash Flow from Operations	\$ (491)	\$ (769)	\$ (1,044)	\$ (1,023)	\$ 594	\$ 523	\$ (76)	\$ 1,120	

Balance Sheet

	12/31/2019	1/31/2020	2/29/2020	3/31/2020	4/30/2020	5/31/2020	6/30/2020
	1M	1M	1M	1M	1M	1M	1M
urrent Assets							
cash and cash equivalents	\$ 3,132	\$ 3,067	\$ 2,289	\$ 1,169	\$ 1,756	\$ 2,341	\$ 2,305
short term investments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
accounts receivable, gross	\$ 3,817	\$ 5,985	\$ 6,412	\$ 6,888	\$ 5,328	\$ 4,937	\$ 5,382
accounts receivable, reserves	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
accounts receivable, net	\$ 3,817	\$ 5,985	\$ 6,412	\$ 6,888	\$ 5,328	\$ 4,938	\$ 5,384
inventory, gross	\$ -	\$ -	\$ -	\$ (0)	\$ -	\$ (0)	\$ -
inventory, reserves	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
inventory, net	\$ -	\$ -	\$ -	\$ (0)	\$ -	\$ 1	\$ 2
paid expenses and other current assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
current portion of deferred taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
venue in excess of billings	\$ 744	\$ 736	\$ 701	\$ 644	\$ 559	\$ 563	\$ 528
other current assets	\$ 168	\$ 167	\$ 253	\$ 137	\$ 152	\$ 204	\$ 196
Total Current Assets	\$ 7,862	\$ 9,954	\$ 9,655	\$ 8,838	\$ 7,796	\$ 8,047	\$ 8,415
n-Current Assets							
property, plant & equipment, gross	\$ 520	\$ 662	\$ 671	\$ 627	\$ 631	\$ 629	\$ 631
accumulated depreciation	\$ (37)	\$ (175)	\$ (191)	\$ (81)	\$ (117)	\$ (140)	\$ (163)
property, plant & equipment, net	\$ 483	\$ 488	\$ 480	\$ 546	\$ 514	\$ 489	\$ 469
goodwill	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
identifiable intangible assets, gross	\$ 4,761	\$ 4,349	\$ 4,349	\$ 4,778	\$ 4,778	\$ 4,778	\$ 4,778
accumulated amortization	\$ -	\$ (4)	\$ (4)	\$ (0)	\$ (1)	\$ (2)	\$ (2)
intangible intangible assets, net	\$ 4,761	\$ 4,345	\$ 4,345	\$ 4,778	\$ 4,777	\$ 4,776	\$ 4,776
deferred financing cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
deferred tax asset	\$ 4,285	\$ 4,072	\$ 4,080	\$ 4,346	\$ 4,376	\$ 4,317	\$ 4,281
other non-current assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
Total Non-Current Assets	\$ 9,529	\$ 8,905	\$ 8,905	\$ 9,670	\$ 9,666	\$ 9,585	\$ 9,529
Total Assets	\$ 17,391	\$ 18,859	\$ 18,560	\$ 18,508	\$ 17,462	\$ 17,632	\$ 17,944
urrent Liabilities							
portion of long-term debt	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
es payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
ounts payable	\$ 814	\$ 543	\$ 437	\$ 638	\$ 441	\$ 507	\$ 457
rcured liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
rcured compensation	\$ 792	\$ 837	\$ 370	\$ 277	\$ 347	\$ 406	\$ 517
ome taxes payable	\$ 246	\$ 459	\$ 914	\$ 350	\$ 212	\$ 357	\$ 230
rt-term unearned revenue	\$ 5,159	\$ 7,397	\$ 7,403	\$ 7,380	\$ 6,676	\$ 6,752	\$ 7,388
er current liabilities	\$ 1,114	\$ 1,188	\$ 1,108	\$ 1,226	\$ 1,417	\$ 1,344	\$ 1,384
Total Current Liabilities	\$ 8,125	\$ 10,425	\$ 10,232	\$ 9,871	\$ 9,092	\$ 9,366	\$ 9,978
Long-Term Liabilities							
g-term debt less current maturities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
ital lease	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
t owing to OpenGate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
erred income taxes	\$ 1,536	\$ 1,402	\$ 1,402	\$ 1,536	\$ 1,536	\$ 1,536	\$ 1,536
g-term unearned revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
erred liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
er non-current liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
Total Long-Term Liabilities	\$ 1,536	\$ 1,402	\$ 1,402	\$ 1,536	\$ 1,536	\$ 1,537	\$ 1,538
Total Liabilities	\$ 9,661	\$ 11,827	\$ 11,634	\$ 11,408	\$ 10,629	\$ 10,904	\$ 11,516
Commitments and contingencies							
holders' Equity							
mon stock	\$ 3,982	\$ 3,982	\$ 3,982	\$ 3,982	\$ 3,982	\$ 3,982	\$ 3,982
erred stock	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
al in excess of stated value	\$ 4,051	\$ 4,051	\$ 4,051	\$ 4,051	\$ 4,051	\$ 4,051	\$ 4,051
ained earnings	\$ 3,729	\$ 3,798	\$ 3,801	\$ 3,917	\$ 3,944	\$ 3,883	\$ 3,753
umulated other comprehensive income	\$ (4,032)	\$ (4,798)	\$ (4,909)	\$ (4,850)	\$ (5,143)	\$ (5,190)	\$ (5,361)
er equity transactions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 2
Total Shareholders' Equity	\$ 7,730	\$ 7,033	\$ 6,925	\$ 7,101	\$ 6,834	\$ 6,728	\$ 6,428
Total Liabilities and Shareholders' Equity	\$ 17,391	\$ 18,859	\$ 18,550	\$ 18,508	\$ 17,462	\$ 17,632	\$ 17,945

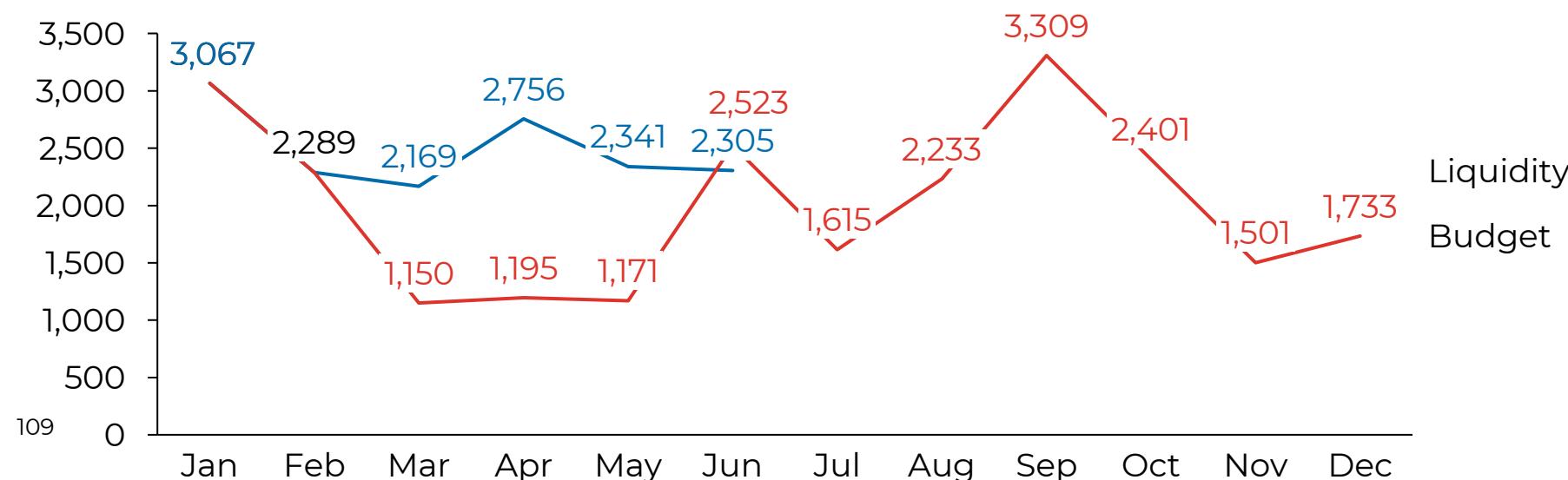
CASH MANAGEMENT



Management Discussion

- DSO: Strong liquidity management
 - Close monitoring of due invoices
 - Very frequent and timely collection emails/calls
 - Good teamwork with Sales
- DPO: Stretching of A/P
 - Certain vendors w. large due invoices have been stretched to 6+ months in some cases

Budget and Liquidity w/o Revolver
€ millions



ADDBACK DETAILS

Addbacks:	Jan	Feb	Mar	Apr	May	June	YTD Act	YTD B	Var
Severance payment				44.559	18.181		62.740	-	62.740
Bird & Bird	6.150	-	30.152	-	-	-	36.302	6.150	30.152
Dr. Nauser	5.861	-	-	-	-	-	5.861	5.861	-
AR - Sonstige Erträge #4930	-	9.150	-	-	-	-	9.150	9.150	-
Sonstige Erträge (Verkauf Tesla SST)	-	-	-	-	-	-	0	-	-
Ellorbrock	-	2.820	5.643	1.000	1.504	6.431	17.398	-	17.398
MVA	10.980	-	20.200	10.200	9.000	10.000	60.380	49.800	10.580
CM Projects	10.980	2.820	25.843	11.200	10.504	16.431	77.778	49.800	27.978
Lewis Lee	5.861	20.595	32.012	3.959	4.355	4.355	71.137	60.507	10.629
Beckway Group	-	37.665	8.700	47.412	38.100	23.658	155.535	186.730	-31.195
Pointer CF	-	11.610	8.050	15.240	13.060	9.210	57.170	58.110	-940
Abendroth consulting	-	-	-	-	8.399	13.997	22.397		22.397
Consulting	5.861	69.870	48.762	66.611	63.914	51.220	306.238	305.347	891
Audit for 2nd half of 2019	-	-	5.800	0	0	-	5.800	32.000	-26.200
Closing	-	-	168.000	-50.985	89.985	-	207.000	168.200	38.800
PPA	-	-	23.175	27.810		22.500	73.485	27.000	46.485
IFRS conversion	-	-	22.500	0	0	194.001	216.501	72.500	144.001
Audit & Finance	-	-	219.475	-23.175	89.985	216.501	502.786	299.700	203.086
Total	28.852	81.840	324.231	99.194	182.585	284.153	1.000.856	676.008	324.847

BUDGET ASSUMPTIONS VERSUS CURRENT STATE

	Budget assumptions	Current State / Progress
Summary	Major impact while maintaining growth posture	Cost cutting measures and Cash preservations measures executed and in summary overachieved
COVID19 assumptions	Shutdown will last until May/June 2020	Assumption wrong: impact will last longer especially in the US; in addition COVID19 will probably have negative impact for the next year(s); shift to January 2021 for travel with impact on Marketing events, Travel, Offices US etc.
Key considerations	<ul style="list-style-type: none"> Deferred hires, replacements and marketing spend negatively impact revenues going forward Reduced product investment will impact revenue and gross margin in future years Terminations and non replacements in US sales will reduce future growth potential Preserves most of headcount, lay-offs outside HQ only Option to use 'Kurzarbeit' (short-time-work) if needed; would save approx. €207k/month for 50% 	<ul style="list-style-type: none"> All cost cutting measures executed One exception: Re-engagement of Sales Executive in UK (Jay Pal) Except for 'Kurzarbeit' as existing cost cutting measures are sufficient at this stage.
Revenue assumptions (€k)	Timing of new license bookings vs. AOP: Stronger Q2 planned especially due to VF Corporation (brands e.g. eastpak, Lee, Wrangler, Northface) Q1=6% / Q2=44% / Q3=13% / Q4=37%	<p>VF Corporation closed; revenues booking starts in Q3.</p> <p>Quarterly target for Q2 not achieved, new assumption is: Q1=6% / Q2=21% / Q3=31% / Q4=42%</p>

BUDGET ASSUMPTIONS VERSUS CURRENT STATE

	Budget assumptions	Current State / Progress
Churn assumptions	<p>Churn in S&M only as initial contracts TBL/Cloud within first 3 years period</p> <ul style="list-style-type: none">• Expected Churn of Maintenance & Support (S&M/S&S)<ul style="list-style-type: none">▪ approx. 17%• TBL<ul style="list-style-type: none">▪ 0%• Cloud<ul style="list-style-type: none">▪ 0%	<p>Churn rate ARR June 2020 YTD: 1,2% Churn rate ARR September 2020: YTD Forecast: 1,4%</p> <p>TBL: 0% Cloud: 0%</p>
ARR	<ul style="list-style-type: none">• Total ARR Growth:<ul style="list-style-type: none">▪ 6%	<p>ARR Growth Dec 2019 to June 2020: 6%</p>
Customer Success (Consulting)	<ul style="list-style-type: none">• Total<ul style="list-style-type: none">▪ EUR 3,6m• Per consultant<ul style="list-style-type: none">▪ approx. €159k	<ul style="list-style-type: none">▪ June YTD EUR 2,35m▪ approx. 87€k

BUDGET ASSUMPTIONS VERSUS CURRENT STATE

	Budget assumptions	Current State / Progress
External Services	<ul style="list-style-type: none"> Higher cost due to increase in Cloud revenue +228K 	No higher Costs because only little Cloud deals won
Personnel	<ul style="list-style-type: none"> Hiring freeze except 1 controller Terminations: <ul style="list-style-type: none"> 1 KAM (US) 2 Pre-Sales (US) 1 Consultant (UK) Commission: 75% Bonus payment: 50% Reduced salary increases 	Interim Controller engaged Sales Executive UK (Jay Pal) engaged in contrast to Budget Rest: Executed
Premises	<ul style="list-style-type: none"> Reduction of US office space -102K 	June YTD EUR 34K better than budget mainly due to lower running cost AG. US better than budget by 10K despite cost reduction in Budget
Marketing	<ul style="list-style-type: none"> Reduction of physical events due to COVID Reduction of Website costs by leveraging inhouse resources and keep status quo Reduction in AR & PR due to cancellation of 3rd Party agency 	<ul style="list-style-type: none"> 45% Total budget utilized to date Under budget for most Marketing initiatives other than AR (heavy H1 costs for AR) Reassignment of budget due to COVID changes and evolving GTM strategy and Marketing Transformation Large change to budget in H2 planned based on Website Relaunch which will consume most excess budget due to COVID changes (mainly from events)

10 Appendix for Sales/Marketing/PX/CSPE



EXECUTIVE SUMMARY UPDATE ON STRATEGIC INITIATIVES

Status Update: Project Details

Project	Current Status & Next Steps	Timing	Annualized EBITDA Impact (€MM)	
			Projected	Actual
CoreMedia Value Roadmap (CMVR) 2 sub initiatives: Sales Side & Post Sale <i>(Stirewalt)</i>	<ul style="list-style-type: none"> CMVR Consultative Selling being implemented in all Global sales cycles Strategic Account Planning initiative has been activated on all 17 target accounts CMVR sales stage progression being measured weekly at the Seller level 	Underway	€750K - €1M	In Process
Lead Generation Expansion Initiative <i>(Mooney)</i>	<ul style="list-style-type: none"> Marketing has been reset and currently transforming with lead generation as #1 strategic focus Global SDR Practice established with supporting 'tech tooling' and starting to ramp across Americas and EMEA Marketing to increase number of digital campaigns and events therefore driving more MQLs for SDR Practice to qualify Roll out of HubSpot marketing automation platform will increase quantity and quality MQLs 	Underway	€6M+ (SQL Value)	€3M (SQL Value)
Sales Effectiveness <i>(Kim)</i>	<ul style="list-style-type: none"> Salesforce Reboot continues to push forward. All of PreSales is now on Salesforce. Implementation of Quip has increased efficiency and collaboration. Salesforce Lightning transition and enablement for Marketing, SDR, Partner, CSPE, and Training Center including integration between their tools in progress. Next implementation waves for Just.on billings automation. Further digitization of quote to cash cycle on hold until 2021. Sales Enablement content is in development, but focus on territory alignment, 2H variable comp plans, and upcoming QBRs has slowed rollout Victory Plan top deal focus and Deal Review Council meetings continue to drive heightened alignment and execution. 	Underway	Enabler	In Process
Bundled Offerings <i>(Radcliffe)</i>	<ul style="list-style-type: none"> Headless launch bundle for CMCC-Service and SAP available. Option to add initial Global Sites Setup Bundle will be completed early August. HCL Commerce Launch Bundle re-scheduled for August/September to align with sales campaign. Studio Coaching available in EMEA. 	2Q 2020	€200k	In Process
Customer & Partner Advisory Boards <i>(Mooney)</i>	<ul style="list-style-type: none"> Goal is to improve Buyer Experience. Reduce Churn. Enhanced product roadmap. Tighter relationships. Drive references Internal board member nomination process is complete and moving towards shortlist and formal customer invitations. Defining strategy and logistics given COVID and global nature of Boards. Goal to have first Advisory Boards hosted as virtual events in November 2020 	4Q 2020	Enabler	In Planning
PX (Inc. Partner Experience Platform) <i>(Mooney)</i>	<ul style="list-style-type: none"> PX Platform evaluation in final stage of selection with aim to purchase in August Selection between AllBound and ZiftOne Next steps: Establish project team and start to roll out MVP 	3Q 2020	Enabler	In Planning

COREMEDIA REVENUE OFFICE - CURRENT STATE CHALLENGES

	Issue	Mitigation Plans	Status/Progress
Sales Productivity	New logo signings lag behind plan	<ul style="list-style-type: none"> Aggressive pricing approach on key deals, using good/better/best and “phased pricing” to lower introductory costs Enhanced deal inspection (Victory Plan focus, QBRs & DRC) Geo-based territories allow all Sellers can sell into all Ecosystems 	<ul style="list-style-type: none"> Upswing of new SQLs and RFP over last 90 days points to progress with 6 net new logo opportunities in the works Jay Pal returned, re-opening UK growth potential
	New Pipeline may prove challenging without physical events	<ul style="list-style-type: none"> “Turning on” our own Digital Events New Video-based marketing material to stand out Expand SDR program Globally Website needs rebuilt and relaunched 	<ul style="list-style-type: none"> Expansion of EMEA SDR approach occurred July 1 424% increase in MQLs (Q2 vs Q1) Hubspot will significantly increase our outreach capabilities
	Consulting backlog could drop if not replaced with new engagements	<ul style="list-style-type: none"> We need signings of large net new customers where CM will deliver large workstreams 	<ul style="list-style-type: none"> VF Signing helps On target to over-achieve budget in FY. Q2 consulting actuals €264k over Budget. US is farming the same set of accounts for consulting continually. New logos needed.
	Complex commercial contracts and lack of negotiating depth and maturity within Sales	<ul style="list-style-type: none"> Creative “Good/Better/Best” pricing plays with Phased implementation models will make us more attractive 2H deep dive review of current contract set is recommended 	<ul style="list-style-type: none"> Output from the Creative Pricing Initiative is now being used in new pursuits Changes to actual Price List are being reviewed
	Misalignment of CSPE and Partner Experience measurements/goals	<ul style="list-style-type: none"> Initial plans to change variable plans not possible immediately due to need to negotiate with Workers Council. Jan 2021 plan to achieve. 	<ul style="list-style-type: none"> However, BU VP level goals are being aligned
	Partner enablement - The product learning curve is very steep, are therefore not very partner friendly	<ul style="list-style-type: none"> With reduction of Product Dev spend, upgraded solution documentation is now not an option Best interim approach is for CSPE and Pre-Sales focus cross-collaboration Material progress will be difficult without additional investment (Resourcing plan included in investment proposals) 	<ul style="list-style-type: none"> New alignment between CSPE, Partner Experience and Pre-Sales, with operating model being confirmed We have begun enablement of 2 new partners over last 90 days
GTM Alignment	Simplify and align cross-CRO Goals to drive strategic alignment	<ul style="list-style-type: none"> New Variable Plans for DACH will be based on old model as alignment with Workers Council is needed first Roll out simplified Seller “Absolute Quota” (flat rate) plan in July/Aug for US and UK 	<ul style="list-style-type: none"> 2H QRBs will focus on cross-functional alignment, fixating on achieving 2H2020 goals and 2021 growth New Geo-based territories will drive better new logo signings now that all Sellers can sell into all Ecosystems

PROTECT THIS HOUSE - STRATEGIC ACCOUNT PLANNING

Martin Schlueter	2020 Software Revenue	2020 Svcs Value	2020 Total Revenue	20/21 SW Upsell Pot.	20/21 Svcs Upsell Pot.	20/21 Total Upsell Pot.
ABC	€ 156,970	€ 132,263	€ 289,234		€ 50,000	€ 50,000
Deutsche Bahn	€ 55,188	€ 27,115	€ 82,302		€ 90,000	€ 90,000
Deutsche Telekom AG	€ 232,513		€ 232,513	€ 100,000		€ 100,000
hamburg.de	€ 50,000		€ 50,000	€ 170,000		€ 170,000
Kaba	€ 23,996		€ 23,996		€ 176,000	€ 176,000
mobile.de	€ 46,630		€ 46,630			
Pandora AS	€ 75,270		€ 75,270	€ 20,000		€ 20,000
Sartorius	€ 119,973		€ 119,973	€ 40,000		€ 40,000
Sonepar Deutschland	€ 90,756		€ 90,756		€ 30,000	€ 30,000

Uwe Fricke	2020 Software Revenue	2020 Svcs Value	2020 total Revenue	20/21 SW Upsell Pot.	20/21 Svcs Upsell Pot.	20/21 Total Upsell Pot.
Essilor International S.A.	€ 82,817	€ 21,425	€ 104,242		€ 30,000	€ 30,000
Luxottica	€ 87,483		€ 87,483		€ 30,000	€ 30,000
VF					€ 100,000	€ 100,000

Florian Grebe	2020 Software Revenue	2020 Svcs Value	2020 total Revenue	20/21 SW Upsell Pot.	20/21 Svcs Upsell Pot.	20/21 Total Upsell Pot.
PVH		€ 515,783	€ 515,783	€ 25,000	€ 540,000	€ 565,000

2020 Revenues are YTD (January 1 – June 30, 2020)

PROTECT THIS HOUSE - STRATEGIC ACCOUNT PLANNING

Jay Pal	2020 Software Revenue	2020 Svcs Value	2020 total Revenue	20/21 SW Upsell Pot.	20/21 Svcs Upsell Pot.	20/21 Total Upsell Pot.
Archant Community Media	€ 124,104		€ 124,104	€ 100,000		€ 100,000
Farfetch Ltd. UK	€ 262,227	€ 341,612	€ 603,839	€ 200,000	€ 280,000	€ 480,000
Next	€ 185,389	€ 201,737	€ 387,125		€ 200,000	€ 200,000
Yoox Net-a-porter	€ 281,453	€ 306,513	€ 587,965		€ 400,000	€ 400,000

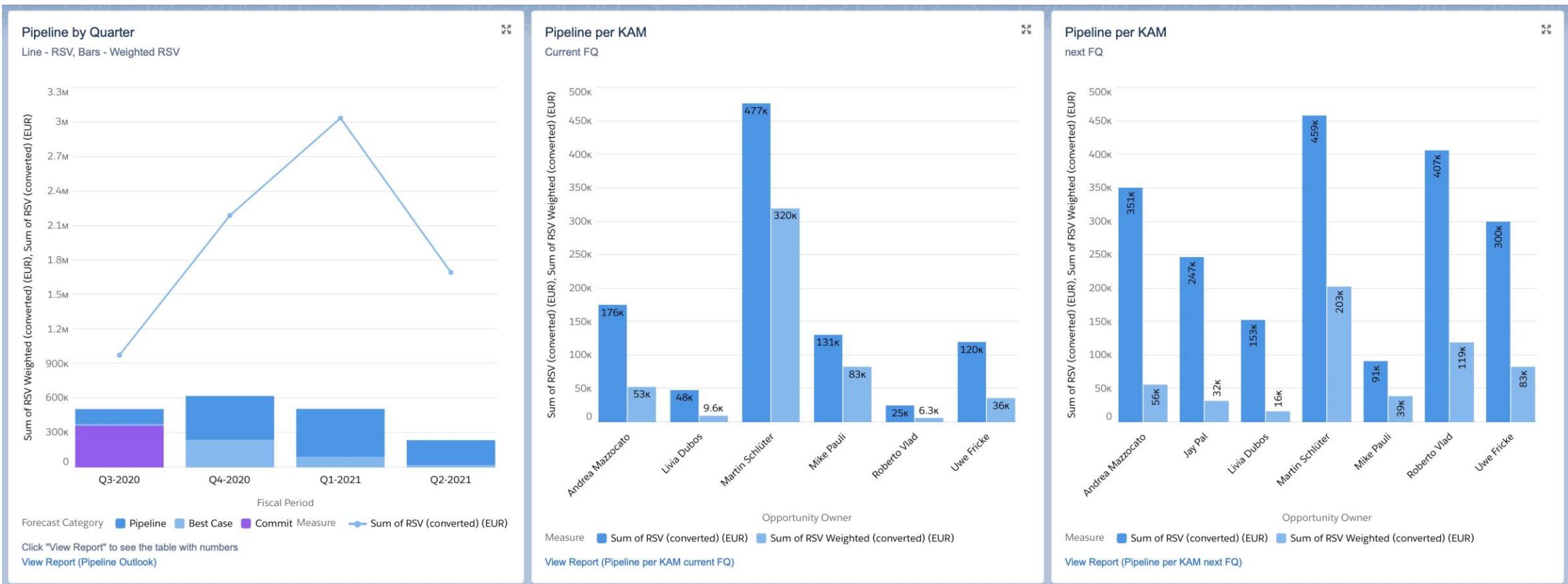
US: Brasiskis / Heavner	2020 Software Revenue	2020 Svcs Value	2020 total Revenue	20/21 SW Upsell Pot.	20/21 Svcs Upsell Pot.	20/21 Total Upsell Pot.
Deckers Brands	€ 55,188	€ 27,115	€ 82,302	€ 27,790	€ 20,000	€ 47,790
Emerson Electric	€ 102,803	€ 223,177	€ 325,981		€ 237,096	€ 237,096
Life Fitness	€ 81,429	€ 75,447	€ 156,876	€ 17,776	€ 50,000	€ 67,776
PVH Corp.	€ 93,018		€ 93,018	€ 50,000	€ 88,205	€ 138,205
Under Armour Inc.	€ 130,347	€ 59,763	€ 190,110		€ 123,487	€ 123,487

2020 Revenues are YTD (January 1 – June 30, 2020)



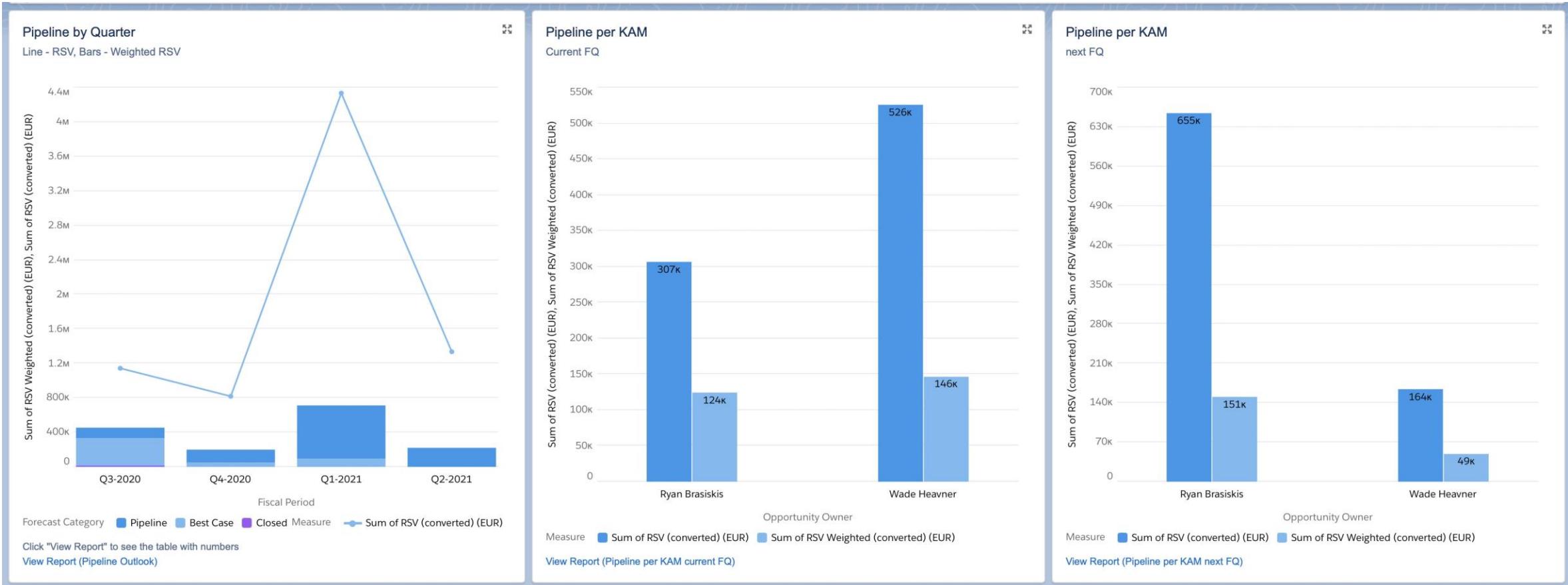
H2 2020 SALES PIPELINE OUTLOOK

EMEA



H2 2020 SALES PIPELINE OUTLOOK

US



CONSULTANT UTILISATION BY MONTH FOR YTD

Improving Utilization

Europe

	Jan	Feb	Mar	Apr	May	June
consultant-201	83%	78%	88%	84%	100%	94%
consultant-120	66%	74%	78%	77%	84%	78%
consultant-236	84%	94%	95%	91%	96%	93%
consultant-224	69%	68%	53%	0%	13%	0%
consultant-57	95%	81%	86%	51%	37%	7%
consultant-196	N/A	N/A	N/A	N/A	N/A	0%
consultant-184	0%	0%	95%	28%	0%	105%
consultant-13	0%	0%	0%	0%	0%	51%
consultant-242	91%	100%	0%	98%	93%	98%
consultant-210	30%	0%	18%	86%	100%	95%
consultant-62	85%	66%	97%	88%	90%	89%
consultant-48	9%	14%	49%	0%	33%	57%
consultant-69	66%	63%	92%	0%	0%	48%
consultant-243	88%	83%	83%	84%	95%	35%
consultant-36	89%	87%	91%	91%	87%	84%
consultant-182	112%	93%	94%	99%	87%	101%
consultant-117	61%	73%	87%	76%	80%	83%
consultant-55	58%	102%	94%	94%	96%	99%
consultant-240	48%	19%	67%	73%	68%	80%
consultant-46	83%	86%	102%	38%	21%	100%
consultant-27	0%	0%	0%	0%	0%	N/A

USA

	Jan	Feb	Mar	Apr	May	June
consultant-30	80%	78%	92%	72%	N/A	N/A
consultant-179	6%	0%	62%	17%	89%	93%
consultant-214	20%	38%	26%	15%	10%	0%
consultant-777	11%	32%	69%	93%	84%	91%
consultant-245	N/A	N/A	N/A	N/A	N/A	N/A
consultant-66	0%	0%	39%	40%	82%	87%
consultant-202	24%	35%	32%	6%	48%	66%

- > Utilisation in Q2 improved over Q1.
- > Significant improvement in US utilisation in Q2 over Q1.
- > Jan-May utilisation are pure billability figures.
- > June includes finer grained reporting for value driving topics
 - > Consulting backfilling in Customer Support to avoid hiring.
 - > Some partner friendliness assistance in Product Centre as planned investment was paused with the Covid budget.

Notes

- > Percentage based analysis considers public holidays, holidays, parental leave and sabbaticals.
- > N/A are for exits, parental leave, sabbaticals or role transitions.



CONSULTING RATES IN Q2

Rates remain stable in larger engagements plus recent smaller ones as well.

Client	Role	Rate, € per hour	Hours
Deckers Brands	Senior Technical Consultant	230	120
Life Fitness	Senior Technical Consultant	230	185
Tractor Supply Company	Senior Technical Consultant	230	437.5
Emerson Electric Co.	Senior Technical Consultant	197.8	924.75
Yoox Net-a-Porter Group S.p.A.	Senior Technical Consultant	187.5	1680
Life Fitness	Technical Consultant	184	168
Tractor Supply Company	Technical Consultant	184	225
Under Armour Inc	Technical Consultant	184	339
Amazonen-Werke H. Dreyer GmbH & co. KG	Senior Technical Consultant	181.25	2.5
Essilor International S.A.	Technical Consultant	181.25	116
Mainova	Senior Technical Consultant	181.25	3
Helaba	Senior Technical Consultant	175	483
NEXT Group PLC	Senior Technical Consultant	161	748
NEXT Group PLC	Technical Consultant	161	356
Emerson Electric Co.	Technical Consultant	161	292.5
Nation Media Group Limited	Senior Technical Consultant	159.38	464
Walgreens Boots Alliance	Senior Technical Consultant	154	86
Walgreens Boots Alliance	Technical Consultant	154	42
Farfetch UK Limited	Senior Technical Consultant	152.5	1381
CGI	Senior Technical Consultant	150	24.5
Esprit Europe GmbH	Senior Technical Consultant	150	86.5
Australian Broadcasting Corporation - ABC	Senior Technical Consultant	147.5	384
Australian Broadcasting Corporation - ABC	Technical Consultant	147.5	452
Farfetch UK Limited	Technical Consultant	144.38	733
Hilfiger Stores B.V.	Senior Technical Consultant	140.6	1909
Lloyds Online Doctors	Senior Technical Consultant	140	72
Nation Media Group Limited	Technical Consultant	131.25	259
Calvin Klein	Technical Consultant	124.3	430
Hilfiger Stores B.V.	Technical Consultant	124.3	1625



APPENDIX - NEW MARKETING CONTENT

2020 Q2

COREMEDIA

Blog Posts



COVID BLOG POSTS



Apr 9:
Doubling Down
on Digital



Apr 13:
The New
COVID-19
Economy



Apr 21:
CoreMedia
Customers on
the Front Lines



Apr 29:
Brands Must
Communicate in
Multiple
Languages

TECH BLOG POSTS



May 6:
Going Headless:
Understanding
the Basics



Jun 4:
A Headless
Love Triangle



Jun 10:
Integrating
Commercetoo
Is with
CoreMedia



Jun 17:
CoreMedia
Goes
Spartacus

Premium Content



SAP EBOOK

5 SMART WAYS TO OPTIMIZE
YOUR SAP COMMERCE CLOUD
SOLUTION

COREMEDIA

04
OPT FOR "HEADLESS PLUS"

In revamping your SAP Commerce Cloud system, important steps include determining new functionality needed, growing incrementally and choosing the right integration approach. But picking the right CMS is critical.

Most organizations opt for a "headless" approach, where the CMS exists as a backend-only system—storing content and making it accessible for frontend presentation via a RESTful API. Going headless provides real flexibility for developers, allowing them to create powerful user interfaces through the use of open APIs. However, this approach actually makes it harder for marketers who need to orchestrate customer experiences across a growing number of scenarios (touchpoints, channels, segments, etc.).

IN A HYBRID HEADLESS APPROACH, THE CMS EXISTS PRINCIPALLY AS A BACKEND SYSTEM BUT ALSO PROVIDES IMPORTANT FUNCTIONALITY FOR BUSINESS USERS

This is why a better choice is to go with a hybrid headless approach sometimes referred to as "headless plus". In this framework, the CMS still exists principally as a backend system but also provides important functionality for business users, such as the ability to fully preview the frontend experience. For example, a marketing team may need to see what a new campaign looks like across different regions, devices and even at various points in time. What if your team could instantly see how a new promotion would look to a German-speaking male customer in San Francisco on Christmas Eve? Or to a Japanese-speaking female customer shopping the post-holiday sales in Paris?

But beyond just preview capabilities, a headless plus CMS allows content teams to orchestrate and update the entire customer experience across different brands in real time and without IT involvement, including the ability to have regionally specific products appear in the right place and have content displayed in the correct language (as many as needed) where editors can manage the translation process right in the UI.

With frontend frameworks constantly changing, CMS providers need to keep up. A case in point is the new Spartacus storefront for Commerce Cloud. Vendors with headless servers that provide a flexible GraphQL API are in a good position to help clients take full advantage of the new interface quickly and with minimal disruption.

In a time of massive digital—and global—change, brands need both the flexibility and the power that a headless plus CMS provides.

6 5 SMART WAYS TO OPTIMIZE YOUR SAP COMMERCE CLOUD SOLUTION

COREMEDIA.COM

BUSINESS SOLUTION GUIDE

UNIFYING CONTENT AND COMMERCE

4 Ways to Deliver Seamless Digital Experiences that Inspire Shoppers and Drive Revenue

Business Solutions Guide—Content & Commerce//COREMEDIA.COM

COREMEDIA

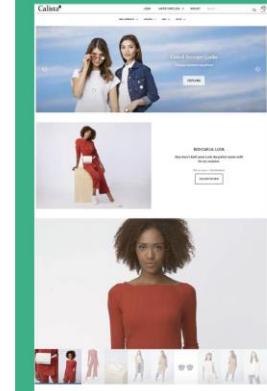
THE CRITICAL COMPONENTS OF AN INTEGRATED CONTENT AND COMMERCE STRATEGY

01. Content-Enhanced Online Stores—Tell Stories that Educate and Engage

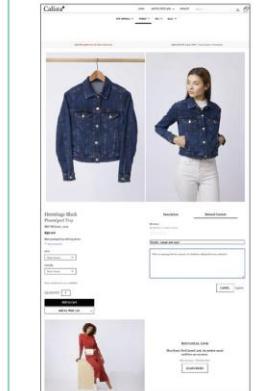
Traditional online stores are all about price, product availability and fast delivery. These are essential elements every seller should offer and it's something retail giants Amazon and Walmart have mastered. But it's only part of the story. Because, while these kinds of eCommerce experience may be efficient, secure and fast, they're typically not very inspiring. Emotions are conveyed through storytelling and effective stories require content. You can engage your shoppers more effectively by providing them with relevant, inspirational, entertaining and informative content at every stage in their journey—particularly in the online store.

Here are examples of how online sellers are addressing this requirement:

CONTENT-RICH HOMEPAGES, CATEGORY PAGES AND CUSTOM LANDING PAGES
Product pages must go beyond just features and functions to include rich media, social media elements (such as reviews and ratings), instructional videos, support information and links to related products. By sharing editorial content to create stories that enhance every aspect of the online shopping experience, construct custom landing pages and enhance your existing homepage or category pages with editorial and instructional content, inspirational media and social engagement.



MEDIA-ENHANCED PRODUCT DETAIL PAGES
Product detail pages (PDPs) must go beyond just features and functions to include rich media, social media elements (such as reviews and ratings), instructional videos, support information and links to related products. By sharing editorial content to create stories that enhance every aspect of the online shopping experience, construct custom landing pages and enhance your existing homepage or category pages with editorial and instructional content, inspirational media and social engagement.



DYNAMIC PRODUCT SHELVES AND INVENTORY-AWARE LISTINGS

Another powerful set of capabilities for merchandisers are automated online "product shelves" that seamlessly combine dynamic product listings that are generated by a pre-defined set of rules with products which have been manually added by the merchandiser.

To be even more effective, these listings (as well as other product banners and teasers) can be made "inventory-aware," meaning that the system automatically knows when a product is out of stock. Instead of frustrating customers with listings that lead to products that aren't available, many merchandisers are using dynamic listings to automatically filter based on current inventory or regional preferences.

Banners or listings can automatically disappear when product inventory is low. Image maps can automatically hide links to products that are out of stock. Or banners can display inventory data for nearby stores and offer the ability to pick up the product in person or have it shipped from the store instead.

Business Benefits of Content-Enhanced Online Stores:
> Addresses both marketing and merchandising needs
> Extends the customer journey and improves SEO with relevant content
> Improves supply chain efficiency via automation



02. Shopable Content—Frictionless Commerce Everywhere

Complex ideas are best explained via a range of media types, such as video or downloadable documents. So marketing and eCommerce teams must be able to deliver high-quality visual content that captures shoppers' attention and clearly represents the value of every product but without having to rely on their IT department. Because a great media experience is useless if it doesn't immediately lead a consumer to a purchase. Marketers need to make the shopping and buying experience as frictionless as possible by embedding transactional capabilities directly into the media experience, on any channel and every device.

Here are some examples of how brands are making media shoppable and smart:

SHOPPABLE IMAGE MAPS
One approach is to create interactive image maps that include clickable hot zones that link to products or related content. This technique transforms existing marketing and editorial images into "buy now" banners. Depending on the hot zone configuration, linked content can be displayed in a pop-up window or as inline overlay, which is always visible but only shows title and price information.



Business Solutions Guide—Content & Commerce//COREMEDIA.COM

SALESFORCE B2B ONE-PAGER

SIX SUPERPOWERS

Salesforce B2B Commerce
Sellers Need





B2B commerce is digitizing faster than a speeding bullet, as tech-savvy buyers expect a blockbuster purchasing process. CoreMedia Content Cloud, the world's most agile CMS and flexible DXP, together with Salesforce B2B Commerce give your team the superpowers they need to create a B2B customer experience that is truly epic.

1] SELL LIKE YOU'RE RIGHT IN THE ROOM
B2B selling is a highly-involved process that requires the ability to produce detailed, customized demos for specialized products—and update them instantly—in order to land the deal. But when face-to-face meetings are impossible, the ability to create powerful new digital experiences quickly is critical.

2] CENTRALIZE ALL PRODUCT ASSETS
B2B product catalogs can be ginormous, with thousands of different items from multiple manufacturers. Out-of-the-box commerce platforms provide limited functionality for managing the volume of rich media associated with these products (images, PDFs, videos, etc.) but the need to keep all digital assets organized and centralized is essential.

3] PERSONALIZE FOR EVERY BUYER
Business contracts are complicated, with each customer likely to have individual pricing agreements, discount structures, promotional deals and payment terms. There may also be contractual and compliance issues to be considered. Companies need a best-of-breed tool to navigate this tricky terrain and deliver the correct shopping experience to every buyer.

4] SPEAK TO PROSPECTS IN THEIR LANGUAGE
Doing business today means going global. And that means communicating in the language of your prospects. But can your CMS publish content in multiple languages instantly? Increase reach and expand into new markets by combining global publishing with an ability to build localized sites with regionalized content and products.

5] UPDATE CONTENT INSTANTLY
If superheroes can leap tall buildings in a single bound, your editors need the ability to update content with a single click. With the right tools in place, even small B2B marketing teams can punch above their weight and keep enterprise-level content current across all brands, regions, channels and campaigns.

6] CONVERT OMNICHANNEL BUYERS
Business buyers are accessing your site in dozens in different ways. But can you deliver an amazing customer experience across every device and channel? Companies need an enterprise solution that allows B2B buyers to place orders and receive updates anytime, anywhere.

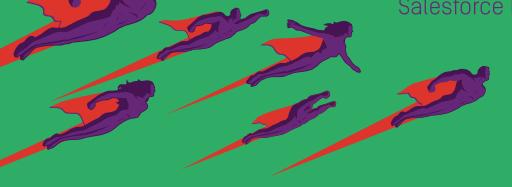
Get these superpowers for yourself! Contact CoreMedia to learn how. Your cape is waiting.
info@coremedia.com +1703.945.1079
COREMEDIA.COM +49 40.32.55.87.209

COREMEDIA 

Variant A

SIX SUPERPOWERS

Salesforce B2B Commerce
Sellers Need





B2B commerce is digitizing faster than a speeding bullet, as tech-savvy buyers expect a blockbuster purchasing process. CoreMedia Content Cloud, the world's most agile CMS and flexible DXP, together with Salesforce B2B Commerce give your team the superpowers they need to create a B2B customer experience that is truly epic.

1] SELL LIKE YOU'RE RIGHT IN THE ROOM
B2B selling is a highly-involved process that requires the ability to produce detailed, customized demos for specialized products—and update them instantly—in order to land the deal. But when face-to-face meetings are impossible, the ability to create powerful new digital experiences quickly is critical.

2] CENTRALIZE ALL PRODUCT ASSETS
B2B product catalogs can be ginormous, with thousands of different items from multiple manufacturers. Out-of-the-box commerce platforms provide limited functionality for managing the volume of rich media associated with these products (images, PDFs, videos, etc.) but the need to keep all digital assets organized and centralized is essential.

3] PERSONALIZE FOR EVERY BUYER
Business contracts are complicated, with each customer likely to have individual pricing agreements, discount structures, promotional deals and payment terms. There may also be contractual and compliance issues to be considered. Companies need a best-of-breed tool to navigate this tricky terrain and deliver the correct shopping experience to every buyer.

4] SPEAK TO PROSPECTS IN THEIR LANGUAGE
Doing business today means going global. And that means communicating in the language of your prospects. But can your CMS publish content in multiple languages instantly? Increase reach and expand into new markets by combining global publishing with an ability to build localized sites with regionalized content and products.

5] UPDATE CONTENT INSTANTLY
If superheroes can leap tall buildings in a single bound, your editors need the ability to update content with a single click. With the right tools in place, even small B2B marketing teams can punch above their weight and keep enterprise-level content current across all brands, regions, channels and campaigns.

6] CONVERT OMNICHANNEL BUYERS
Business buyers are accessing your site in dozens in different ways. But can you deliver an amazing customer experience across every device and channel? Companies need an enterprise solution that allows B2B buyers to place orders and receive updates anytime, anywhere.

Get these superpowers for yourself! Contact CoreMedia to learn how. Your cape is waiting.
info@coremedia.com +1703.945.1079
COREMEDIA.COM +49 40.32.55.87.209

COREMEDIA 

Variant B

Case Studies



CASE STUDIES IN DEVELOPMENT

FARFETCH

TSC TRACTOR
SUPPLY CO.

EMERSON.

PVH

KSB

LifeFitness

UNDER ARMOUR.

CoreMedia Connect Digital Events



COREMEDIA CONNECT

Digital Events



How to go Headless
with a Modern Web
Storefront



Speech to text:
Basics of Speech
Recognition



Create More Accessible,
Inclusive Web Content



CoreMedia and HCL
Commerce – Content in
the Modern Era



Building an
innovative
commerce engine



Deploying CoreMedia in
Azure



2020 is a Shitshow. What's
the sequel?

Digital Campaigns



RETAIL/FOOTWEAR CAMPAIGN

CoreMedia
2,888 followers
Promoted

Is your shopping experience as fast as your footwear? Learn how Deckers Brands made their digital stores sprint. Download the new case study.

It's a whole new ballgame.
It's called **retail**.

Be iconic.

COREMEDIA

Download now

contentcloud.coremedia.com

[Download](#)

LinkedIn Single
Image A

CoreMedia
2,888 followers
Promoted

Online store stuck in the minor leagues? Learn how shoe manufacturer Deckers Brands took their digital experience to the majors with CoreMedia Content Cloud. Download the case study.

Outrun the competition.
Outrun **everyone**.

Be iconic.

COREMEDIA

Download now

contentcloud.coremedia.com

[Download](#)

LinkedIn Single
Image B

Jim Stirewalt

Sponsored

How Deckers does it

[Download Case Study](#)

Jim Stirewalt
CoreMedia Content Cloud
Hi Nadja.

This is a critical time for retail. The global pandemic means having a successful digital business model is more urgent than ever.

That's why I'd like to share a success story with you. Deckers Brands, one of the world's top footwear manufacturers, needed to provide customers with a personalized, frictionless shopping experience.

By implementing CoreMedia Content Cloud, they reduced time-to-market from days to hours. I'd love to give you all the details – just [download the case study](#).

Jim Stirewalt
Chief Revenue Officer
CoreMedia
[Download case study](#)

Jim Stirewalt
Chief Revenue Officer
CoreMedia
[Download case study](#) →

Jim Stirewalt
CoreMedia Content Cloud
Learn how Deckers does it

Learn how Deckers does it

Jim Stirewalt
CoreMedia Content Cloud
Hi Nadja.

You know Deckers Brands – they're the producers of iconic footwear brands UGG, Teva and Sanuk. But do you know how Deckers upped their eCommerce game in record time?

Accelerating online demand also meant more strain on resources. And Deckers needed to share content across brands more efficiently, launch new campaigns more quickly and integrate with their eCommerce platform immediately.

They partnered with us, implemented CoreMedia Content Cloud in just two months and saw their digital metrics go through the roof.

It's a compelling story and I'd love to share it with you. Get all the details in our [new case study](#).

Jim Stirewalt
Chief Revenue Officer
CoreMedia
[Download case study](#) →

LinkedIn InMail A & B



FORRESTER/JOE CICMAN CAMPAIGN



CoreMedia
2,888 followers
Promoted

Digital business has never been more important than right now. Featured speaker Joe Cicman of Forrester explains how to improve, optimize and transform your company with agile technologies. Watch the video interview and download a bonus Q&A.



The Business of Transformation
contentcloud.coremedia.com

LinkedIn Single
Image A



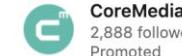
CoreMedia
2,888 followers
Promoted

The Covid-19 crisis has shifted much more business online. So how is your eCommerce system performing? Our guest speaker and **Forrester** analyst **Joe Cicman** tells you where you stand. Watch the video interview.



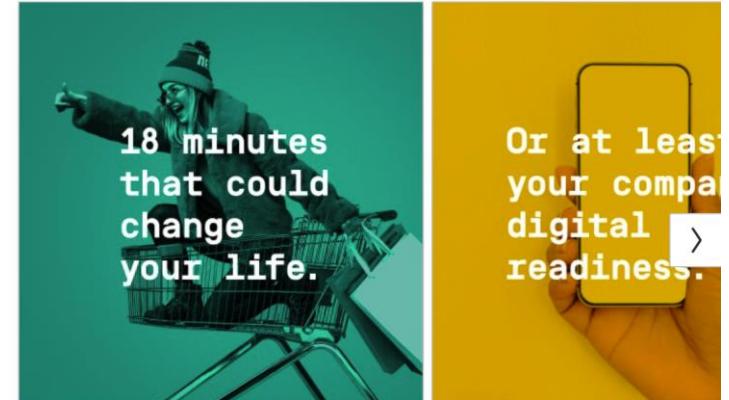
The Business of Transformation
contentcloud.coremedia.com

LinkedIn Single
Image B



CoreMedia
2,888 followers
Promoted

Can your digital strategy weather the coronavirus crisis? Our video interview with guest Joe Cicman of Forrester will challenge the way you think about agile technologies. Part of our Business of Transformation series and a must-see.



Transform your business [Register](#)

With agile technologies



LinkedIn Carousel



SAP CAMPAIGN

 CoreMedia
2,888 followers
Promoted

Don't fall into the replatforming trap. Discover how to get more value from your SAP Commerce Cloud investment with these five simple strategies.

It's a trap!

Don't replatform your SAP Commerce Cloud solution. Instead, optimize.

Get the new eBook.

COREMEDIA 

Five Smart Ways to Optimize Your SAP Commerce Cloud Solution
contentcloud.coremedia.com

LinkedIn Single Image A

 CoreMedia
2,888 followers
Promoted

Don't fall into the replatforming trap. Discover how to get more value from your SAP Commerce Cloud investment with these five simple strategies.

Replatforming is for suckers. Instead, optimize.

Get the new eBook.



Five Smart Ways to Optimize Your SAP Commerce Cloud Solution
contentcloud.coremedia.com

[Download](#)

LinkedIn Single Image B

 CoreMedia
2,888 followers
Promoted

Empower your marketing teams to launch content-driven campaigns faster. Check out our guide to maximizing your SAP Commerce Cloud platform.

Smarter, Better, Faster, Stronger.

What if that was your SAP Commerce Cloud platform?

It can be. Get our new guide.

COREMEDIA 

Smarter, Better, Faster, Stronger
contentcloud.coremedia.com

[Download](#)

LinkedIn Single Image C



SALESFORCE B2B CAMPAIGN



CoreMedia
2,888 followers
Promoted

Sell B2B with Salesforce like you're right in the room. Download our one-pager.

Can you leap tall buildings in a single bound with **Salesforce B2B Commerce**?

Your competition can. Get **eCommerce superpowers**.

COREMEDIA

[Download](#)

LinkedIn Single Image A



CoreMedia
2,888 followers
Promoted

Achieve epic success with Salesforce B2B Commerce + CoreMedia Content Cloud. Download the one-pager.

This summer's big **blockbuster**.

What if it was **your B2B eCommerce experience**?

COREMEDIA

[Download](#)

LinkedIn Single Image B



CoreMedia
2,888 followers
Promoted

Transform Salesforce B2B Commerce sellers into superheroes with CoreMedia Content Cloud. Find out how in our one-pager.

Salesforce B2B Commerce sellers need **superpowers**.

Discover the **agile CMS** that makes them **superheroes**.

COREMEDIA

[Download](#)

LinkedIn Single Image C



REMARKETING CAMPAIGN

 CoreMedia
2,888 followers
Promoted

Combine content and commerce to achieve results faster. Download our new solution guide.

UNIFYING CONTENT AND COMMERCE
4 Ways to Deliver Seamless Digital Experiences that Inspire Shoppers and Drive Revenue



Double Down on Digital
contentcloud.coremedia.com

LinkedIn Single Image A

 CoreMedia
2,888 followers
Promoted

Spend smarter, publish faster, sell better. Get our new Content & Commerce Solution Guide.



More Results, Less Effort
contentcloud.coremedia.com

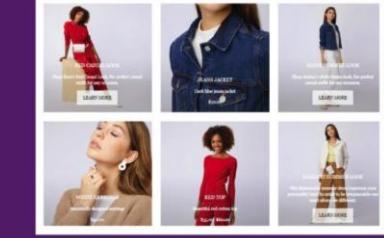
 [Download](#)

LinkedIn Single Image B

 CoreMedia
2,888 followers
Promoted

Spend smarter. Launch campaigns faster. Double online sales. Download our solution guide.

GET OUR NEW SOLUTIONS GUIDE



COREMEDIA 

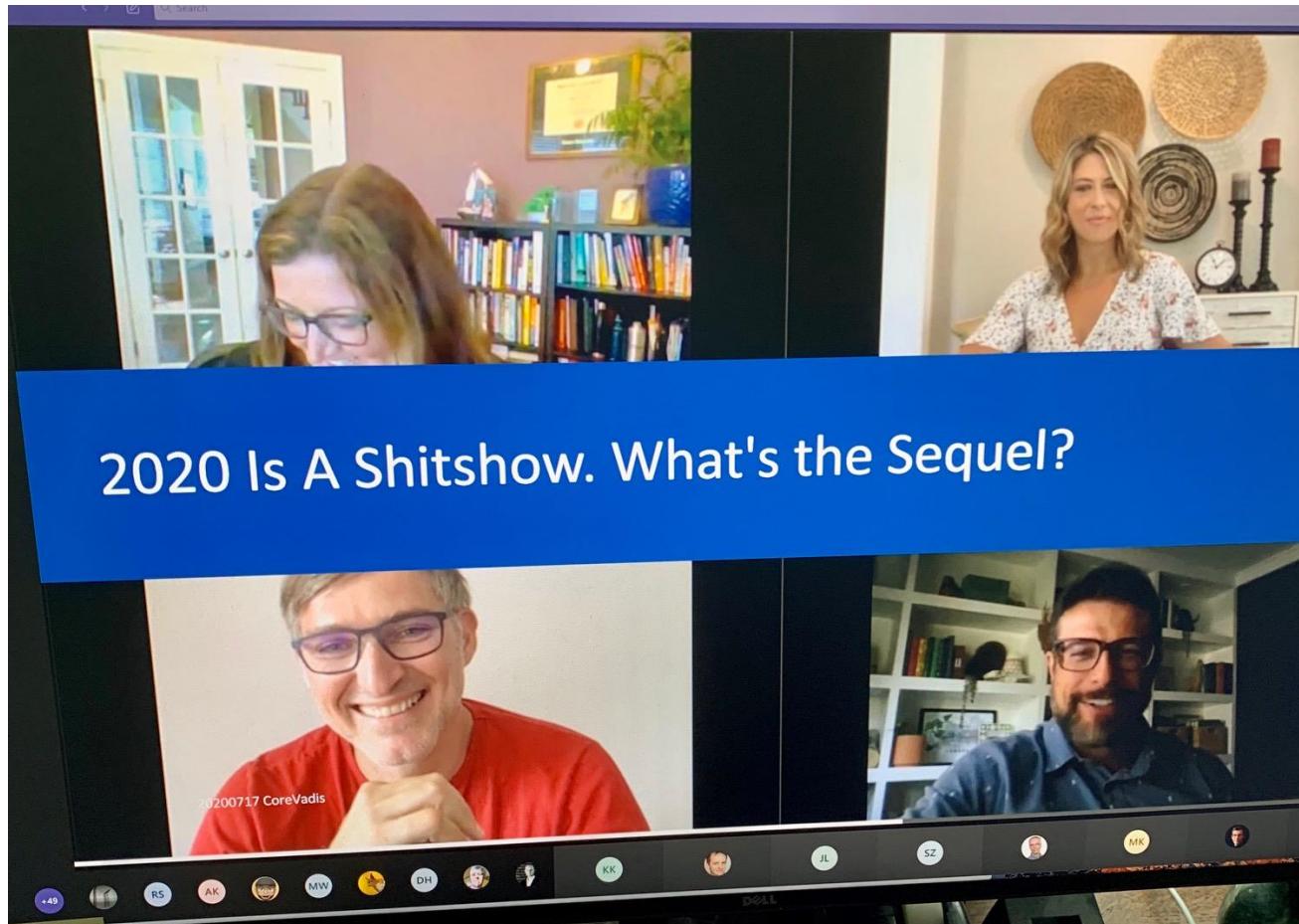
Double Down on Digital
contentcloud.coremedia.com

 [Download](#)

LinkedIn Single Image C



THOUGHT LEADERSHIP CAMPAIGN



Moderator

- Beth Torrie, Torrie Communications

Panelists

- Sören Stamer, CoreMedia
- John McCoy, SAP
- Carrie Obenauf, Smith

Videos



EXPLAINER VIDEOS



- CoreMedia + SAP (<https://go.coremedia.com/coremedia-for-sap>)
- CoreMedia + SAP (Mohawk) (<https://go.coremedia.com/coremedia-for-mohawk-industries>)
- CoreMedia + Salesforce (<https://go.coremedia.com/coremedia-for-salesforce>)
- CoreMedia “Smart Spend”
- CoreMedia DAM
- CoreMedia “Agile CMS”
- Shoppable Videos

MODULAR VIDEOS



1. SAP
2. Salesforce
3. Commercetools
4. CoreMedia overview
5. Retail
6. B2B
7. Beauty
8. Consumer Electronics
9. Industrial
10. Sporting Goods

https://reel.io/_BxcBA