

RESULTS PRESENTATION
4Q21 and 2021

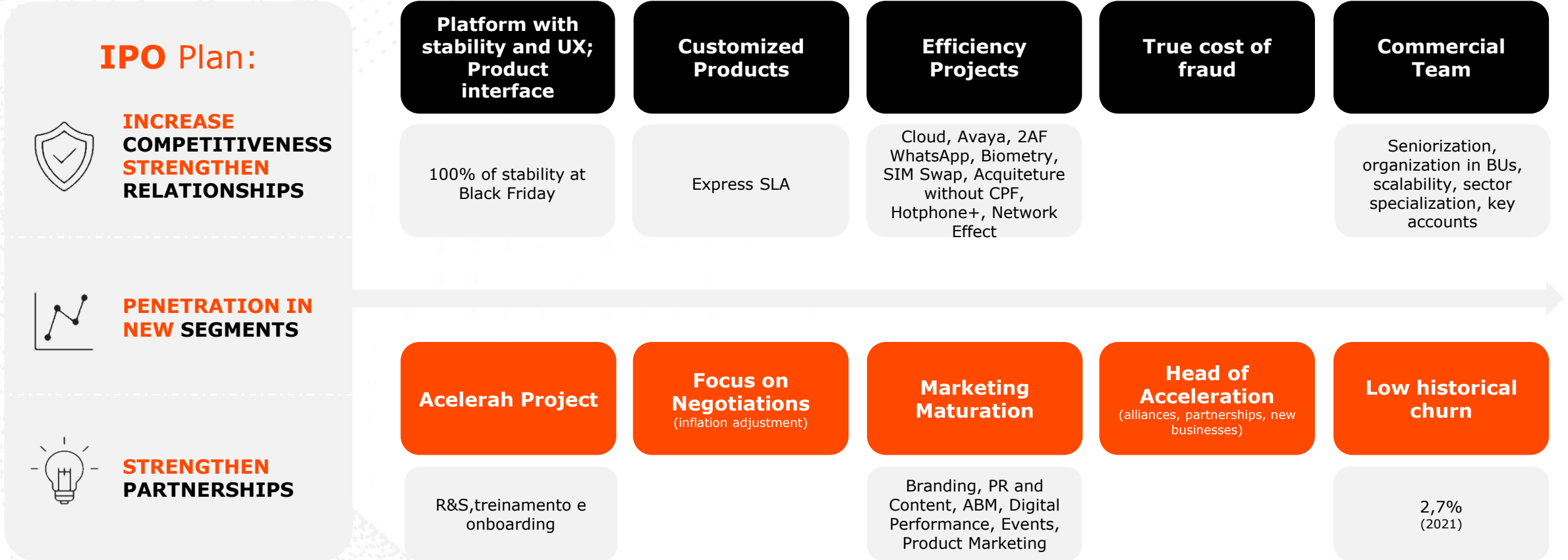
2021 Overview

Bernardo Lustosa
CEO

**We have the top 10 players of
E-commerce**
Contract with Mercado Livre (Anti-
fraud, Threat-X, Business Trust)

E-commerce

Large deliveries in line with the IPO



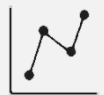
Onboarding

Large deliveries in line with the IPO

IPO Plan:



ACCELERATION
of the **DATA TRUST**
(frictionless UX)



LARGER
INVESTMENT
IN **PROMOTION**
AND **DISTRIBUTION**



UPSIDES in
CREDIT

**Continuous
Development
in Components**

Commercialization of
documentscopy and Know Your
Customer

**BETA LEARNING
Acquisition**



- Software factory with 110 employees and hiring pipeline
- Methodology and fit-cultural
- Training (technology and leadership)

Commercial Team

Seniorization, organization in
BUs, scalability, sector
specialization, key accounts

Aclerah Project

R&S, training/ onboarding

**Rebranding and
New DATA TRUST
Platform**

- Implementation of biometry
- Component modularization
- Focus on UX and product interface

Credit

Good grip and higher
market demand: 15
clients and +50mn
consults

**Commercial
Headcount**

+71 people YoY
+30 people since the
IPO

**Marketing
Maturation**

Branding, PR and
Content, ABM, Digital
Performance, Events,
Product Marketing

**Commercial
Teams in BUs and
Head focused on
acceleration**

International E-commerce

Large deliveries in line with the IPO

Planos do IPO:



MÉXICO and LATAM

Consolidation via *Outbound Sales* and partnership for *Middle/Long Tail*



EUA and CANADÁ

Middle/Long Tail via partnership and Enterprise test via *Outbound Sale*



TEST NEW GEOGRAPHIES

with High Fraud Rates with Low Approval Rates

Commercial and Marketing Restructuring: Latam x RoW¹

Head of Alliances and Head of Enterprise LATAM hiring

Brazil x International Synergies

LatAm Commercial Head hiring in progress

Acquisition of Chargeback Ops



- *Chargeback management Company (complementary solution)*
- *Strengthen customer and brand relationships in the US*
- *Potential revenue and efficiency synergies*

Leader in Fraud Prevention G2 Grid (*Winter 2022*)

- **Leader:** Grid Report for E-commerce Fraud Protection
- **Leader:** Small Business Grid Report for E-commerce Fraud Protection
- **Top Performer:** Mid-Market Grid Report for E-commerce Fraud Protection



Note: (1) Rest of world.

Explore

Large deliveries in line with the IPO

IPO Plan:



TO SUSTAIN EXISTING INITIATIVES
(Threat-X and Business Trust)



INVEST IN NEW BUSINESS



INCREASE IN HEADCOUNT

Threat-X and Business Trust at Pre-scale

Health and MKT Place in Prototyping

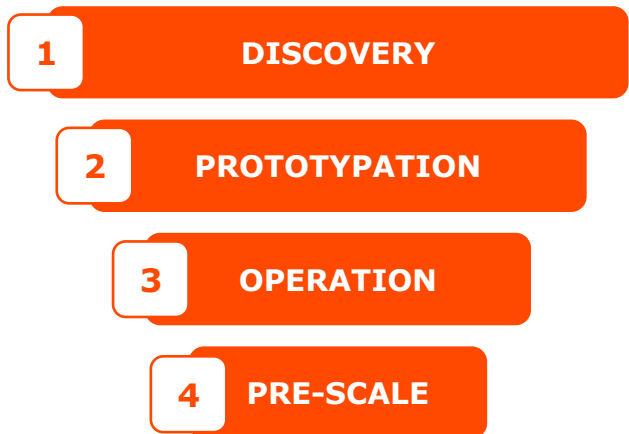
Chosen by Lift
(BACEN Innovation Program)

Discovery Insurance

Doubled the number of employees¹

Tripled the number of customers¹

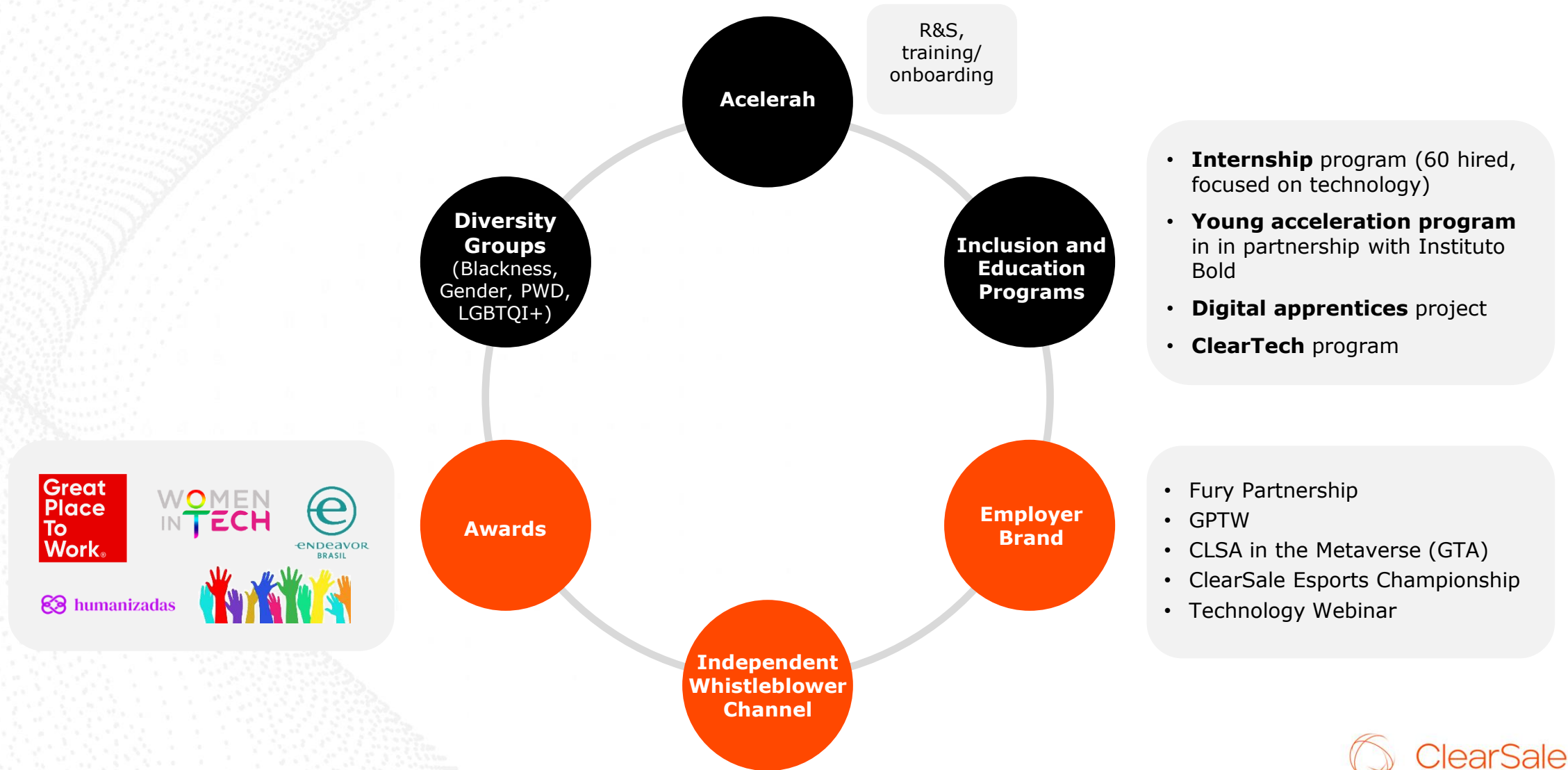
Explore Roadmap



Spin-off or Products

Note: (1) Jul/21 vs Feb/22.

People, Diversity and Culture



Inorganic Opportunities

Large deliveries in line with the IPO



2021 Highlights

R\$ **458 MM**

Total Net Revenues

+37% YoY (potential)
+32% YoY (reported)

YoY
YoY
s/ FY20

+87%
+112%
111%

ARR¹ New Sales Total
ARR¹ New Sales Onboarding
ARR¹ New Sales Onboarding

R\$ **118 MM**

Revenues Onboarding

+57% YoY

2,7%

Churn 2021

R\$ **283 MM**

Revenues E-commerce Brazil

+29% YoY (potential)
+23% YoY (reported)

**From 160
to 231
10,5x**

Field Sales Team²
LTV/CAC³ Field Sales²

R\$ **56 MM**

Revenues E-commerce International

+42% YoY

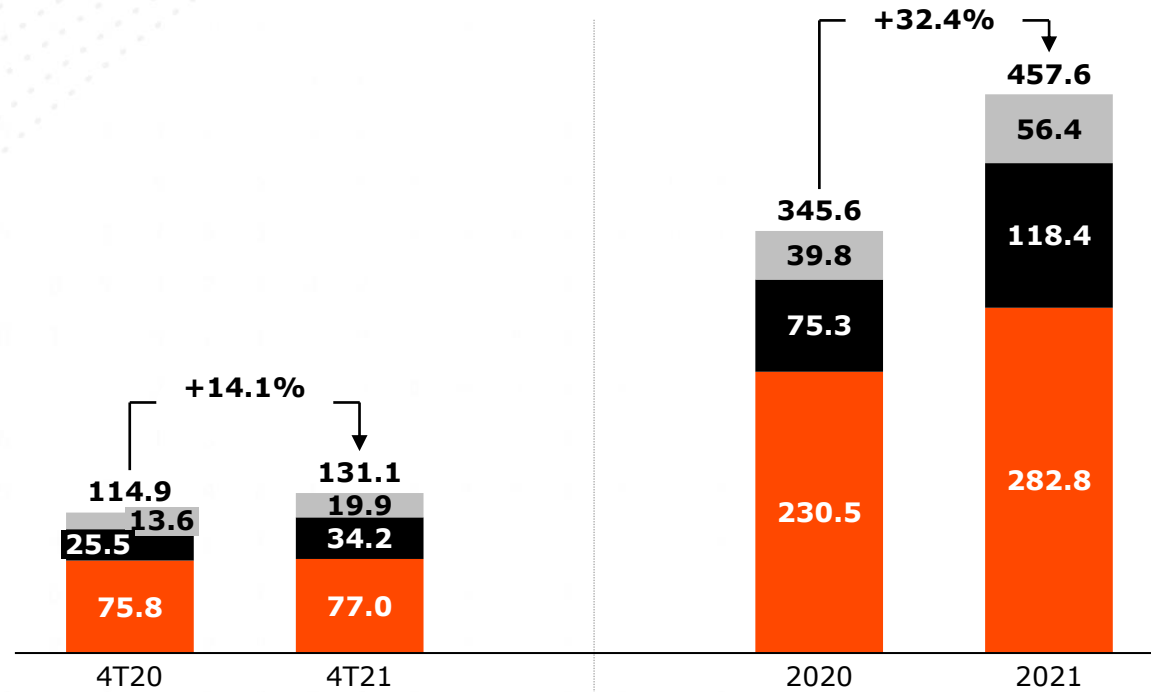
36%
(captured)
44%
(potential)

Rule of 40⁴

1. Annual Recurring Revenue; 2. Only consider Brazil; 3. LTV/CAC is calculated by dividing LTV (Lifetime Value) by Customer Acquisition Cost (CAC). LTV considers the average contribution margin generated by customers during the life cycle (assumed 60 months). The CAC considers costs and expenses incurred with sales to acquire a new customer; 4. Adjusted for non-recurring expenses and cloud duplication.

Net Revenues

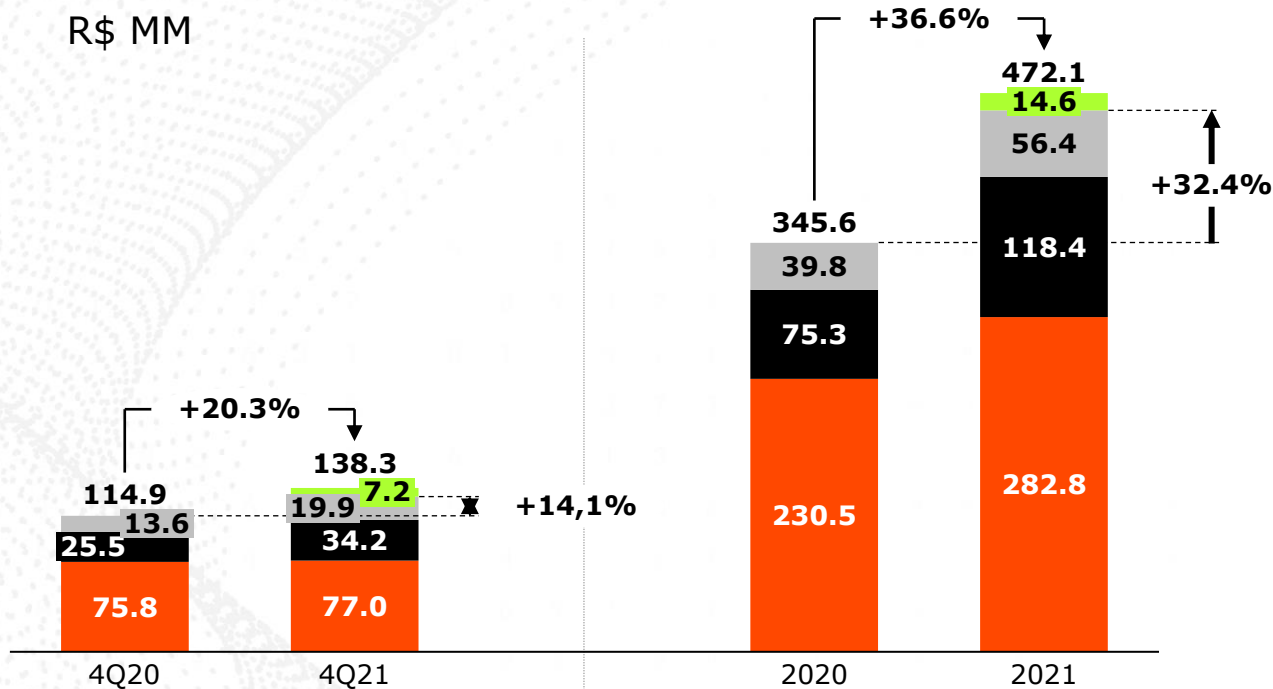
Net Revenues
R\$ MM



■ E-commerce International ■ Onboarding ■ E-commerce Brazil

Net Revenues

Net Revenues
R\$ MM



■ Revenues adjustments for Chargeback and Success fee/Discounts¹
■ Onboarding
 ■ E-commerce International
 ■ E-commerce Brazil

Adjusted Net Revenue with 37% annual growth in 2021, driven by Onboarding

Annual Growth - Net Revenue	4Q21 / 4Q20	2021 / 2020
Brazil		
E-commerce BR reported	+1.6%	+22.7%
E-commerce BR potential ¹	+11.0%	+29.0%
Onboarding	+34.3%	+57.2%
International		
E-commerce Int. (BRL)	+45.7%	+41.5%
E-commerce Int. (USD)	+40.9%	+41.5%
Total reported	+14.1%	+32.4%
Total potential¹	+20.3%	+36.6%

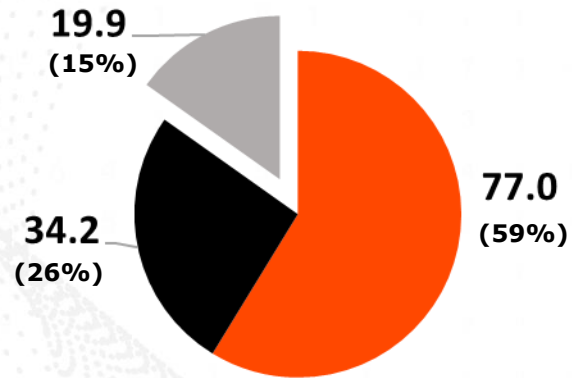
Market² +27%

(1) Revenue adjustments refer to the Brazil e-commerce business and reflects discounts granted and chargeback recognized above the average relative level observed in 2020; (2) NielsenIQ Ebit - Webshopper 45

Onboarding Potencial

Onboarding is a key growth driver

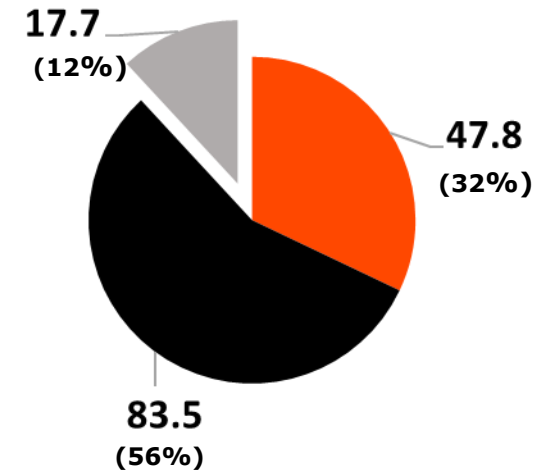
REVENUES BREAKDOWN
(R\$ MM; Share %) – 4Q21



- E-commerce Brazil
- Onboarding
- E-commerce International



ARR¹ NEW SALES BREAKDOWN
(R\$MM; Share %) – 2021

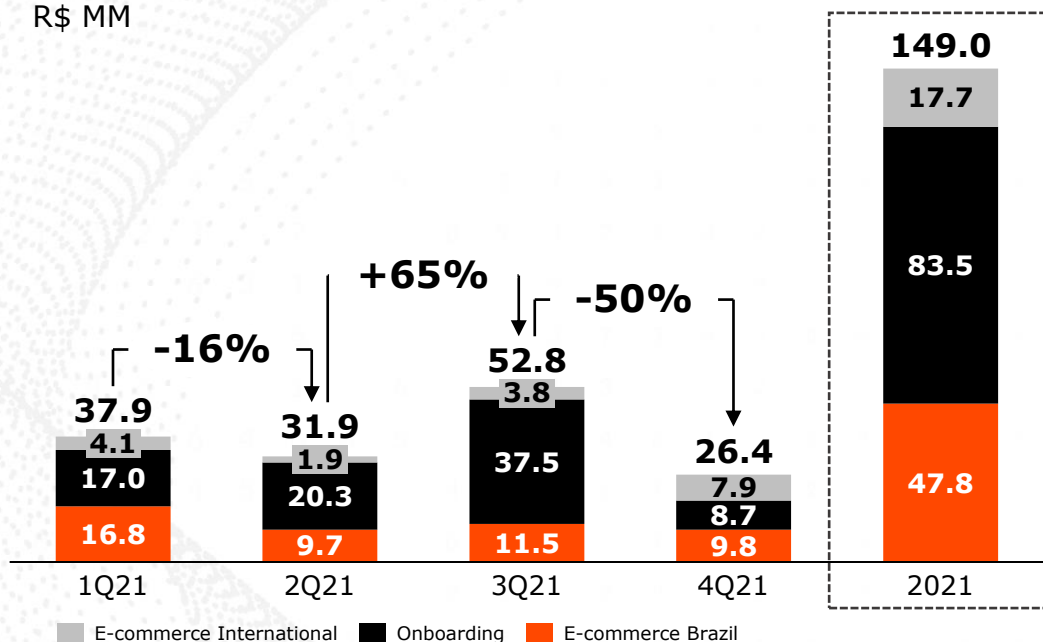


1. Annual Recurring Revenue.

Operating Revenue Indicators

ARR¹ Venda Nova

R\$ MM



2021 New Sales ARR grows 87% YoY, drive by Onboarding (+112% YoY).

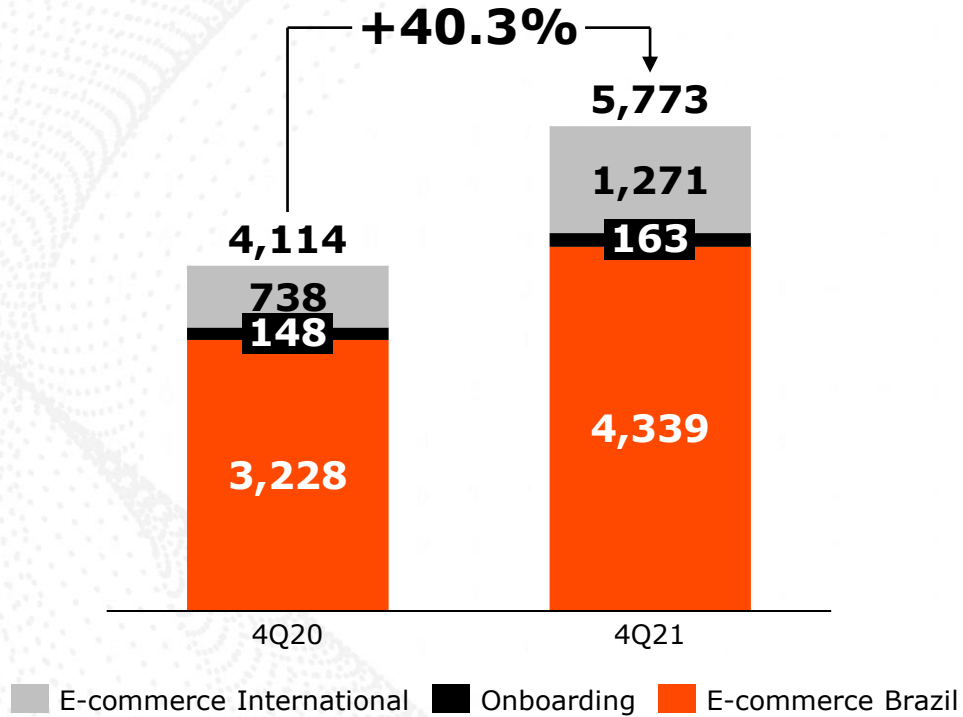
Increase of 1,659 customers and low Churn at a historic record.

Annual Growth - ARR New Sale	1Q21 / 1Q20	2Q21 / 2Q20	3Q21 / 3Q20	4Q21 / 4Q20	2021 / 2020
<i>E-commerce BR</i>	+557.8%	+111.5%	+102.2%	-41.3%	+62.0%
<i>Onboarding</i>	+438.3%	+18.6%	+422.6%	-27.2%	+111.8%
<i>E-commerce Int.</i>	+330.1%	-42.4%	+129.3%	+67.8%	+66.8%
Total	+468.4%	+27.7%	+263.7%	-20.9%	+87.3%

1. Annual Recurring Revenue.

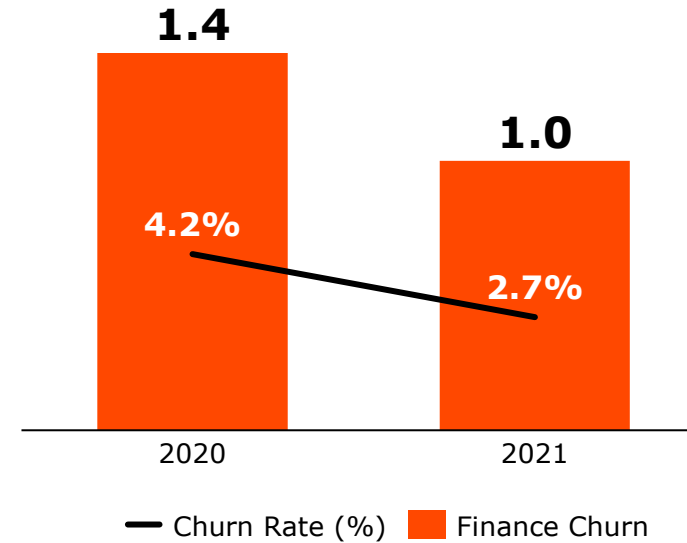
Operating Revenue Indicators

Number of Customers



Churn and Churn-rate

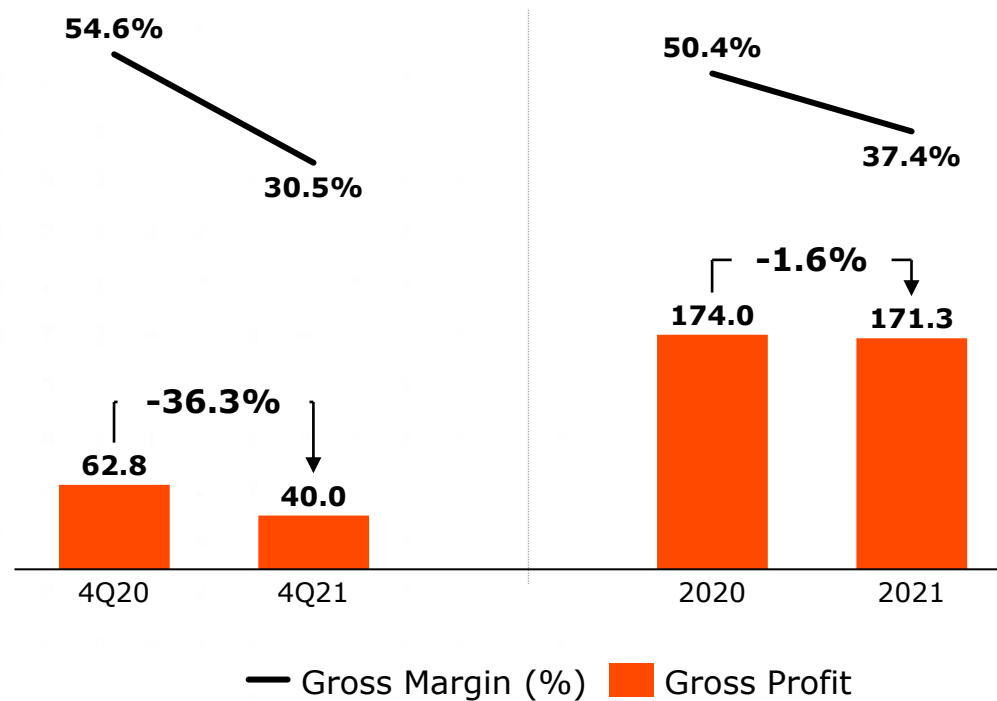
(R\$ MM and %)



Gross Profit and Gross Margin

Gross Profit and Gross Margin

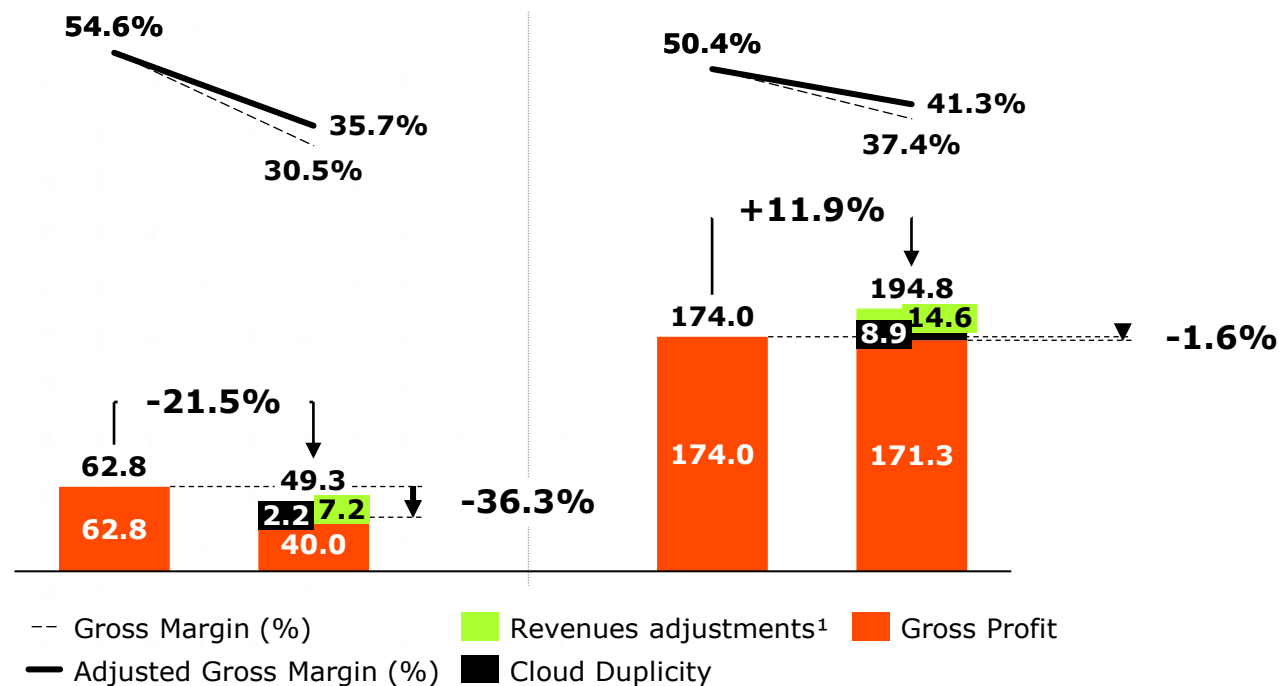
R\$ MM and %



Gross Profit and Gross Margin

Gross Profit and Gross Margin

R\$ MM and %



Healthy 2021 adjusted contribution margin of 61.4% and Adjusted Gross Profit of R\$194.8 million in 2021, with a compression of 9.1 p.p. in gross margin explained by:

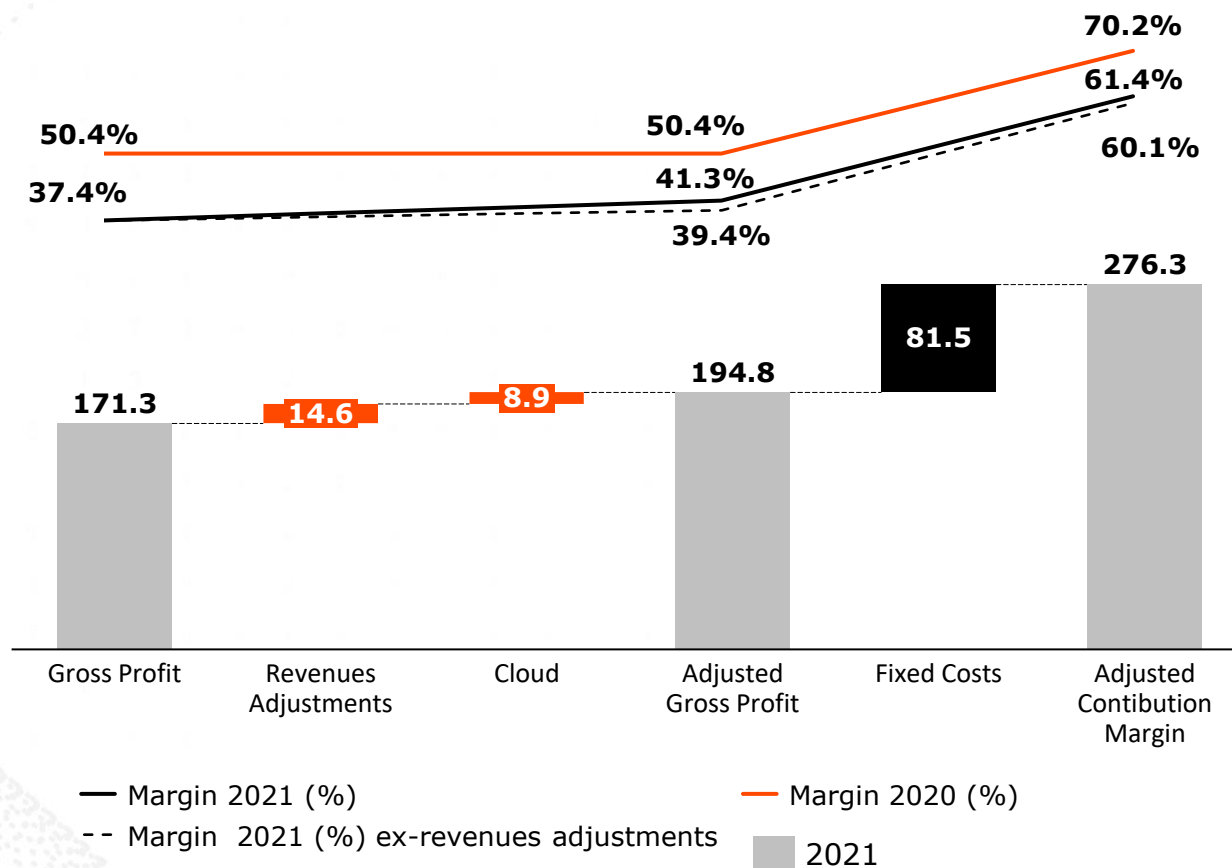
- ✓ Reinforcement of IT & Analytics team by 77% YoY or 203 people (R\$20.4 million in 2021 and R\$6.7 million in 4Q21)
- ✓ Readjustment of human analysis specialists that was suboptimal by +53% YoY (R\$24.5 million in 2021 and R\$11.3 million in 4Q21)
- ✓ Cloud migration process (R\$8.9 million in 2021 and R\$2.2 million in 4Q21)

(1) Revenue adjustments refer to the Brazil e-commerce business and reflect discounts granted and chargeback recognized above the average level observed in 2020.

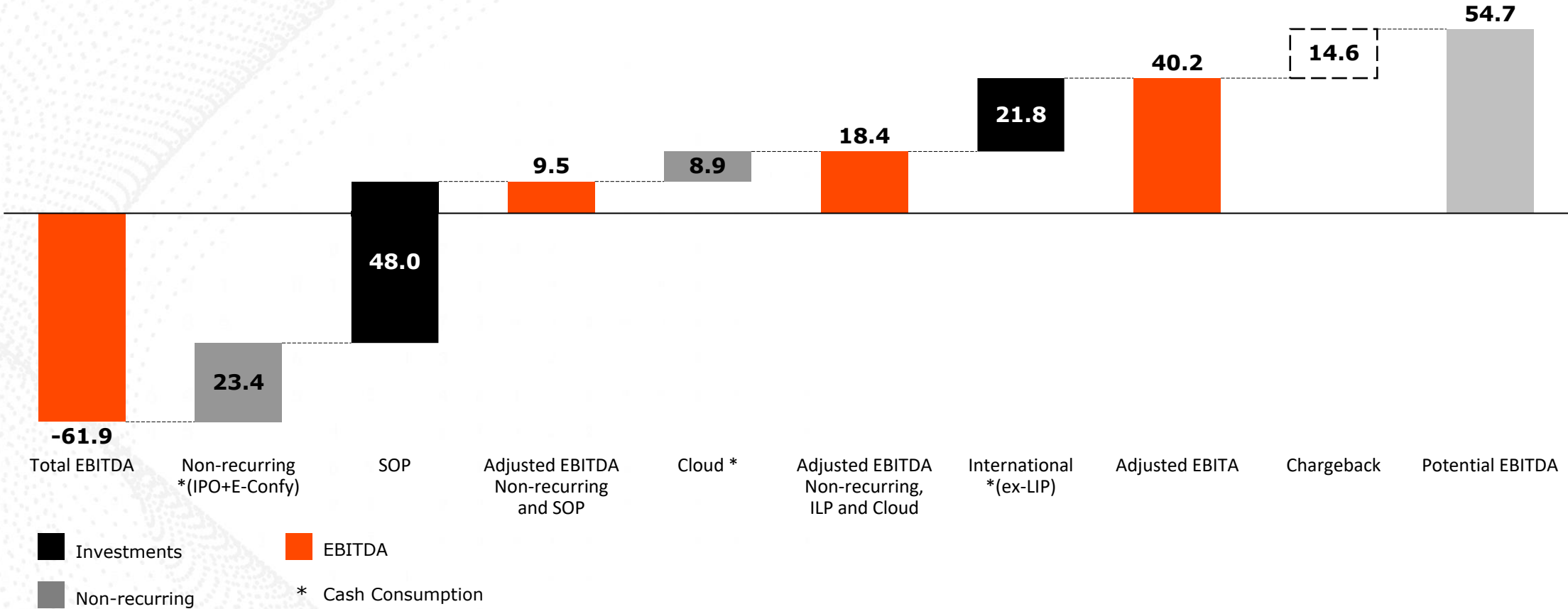
Contribution Margin (CB)

Contribution Margin (CB)

R\$ MM and %



2021 EBITDA Construction

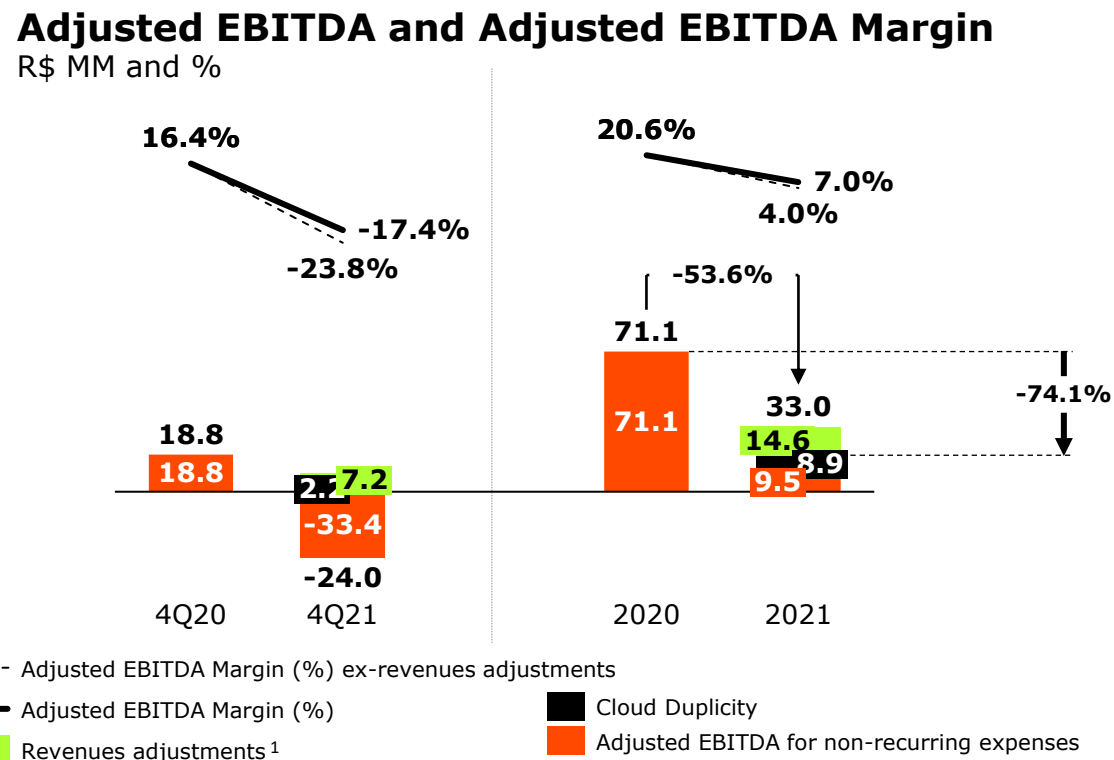
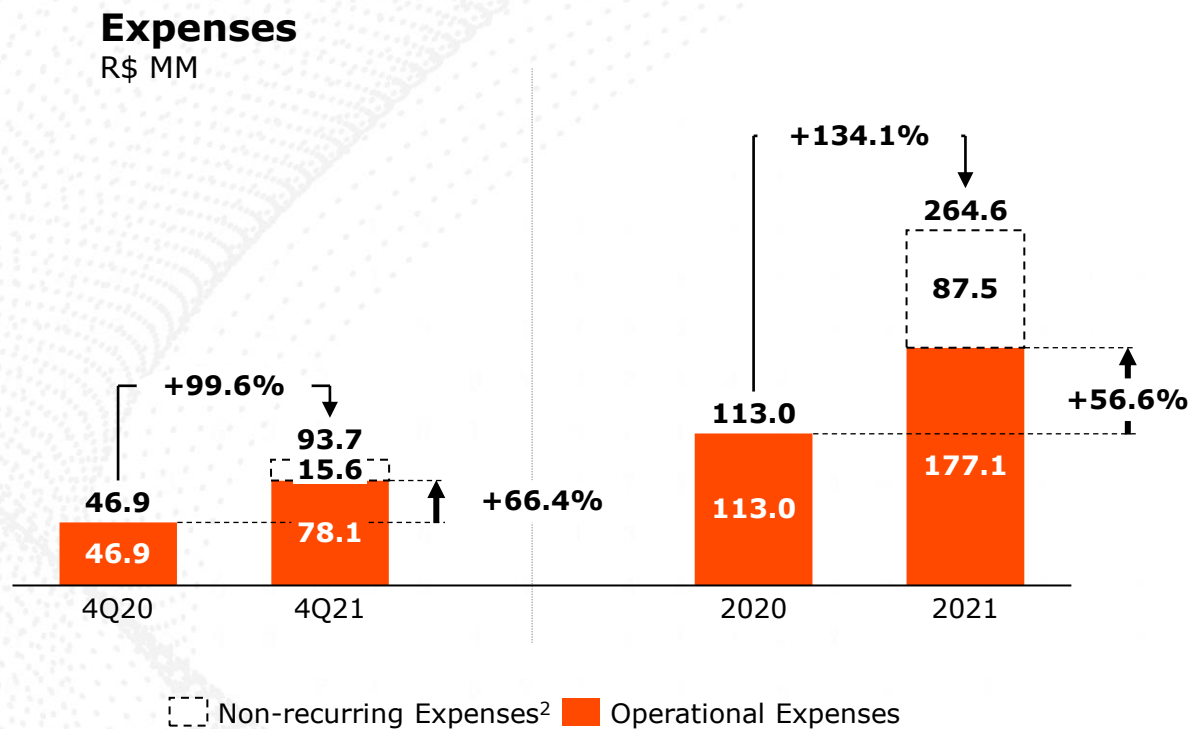


***Cash impact:
BRL 52 million¹**



(1) Includes: non-recurring effects, cloud duplicity and international ex-SOP

Expenses, Adjusted EBITDA and Adjusted EBITDA Margin



Adjusted EBITDA of R\$33.0 mm, decreased by 54% - YoY, reflecting investments in the operational, commercial administrative teams:

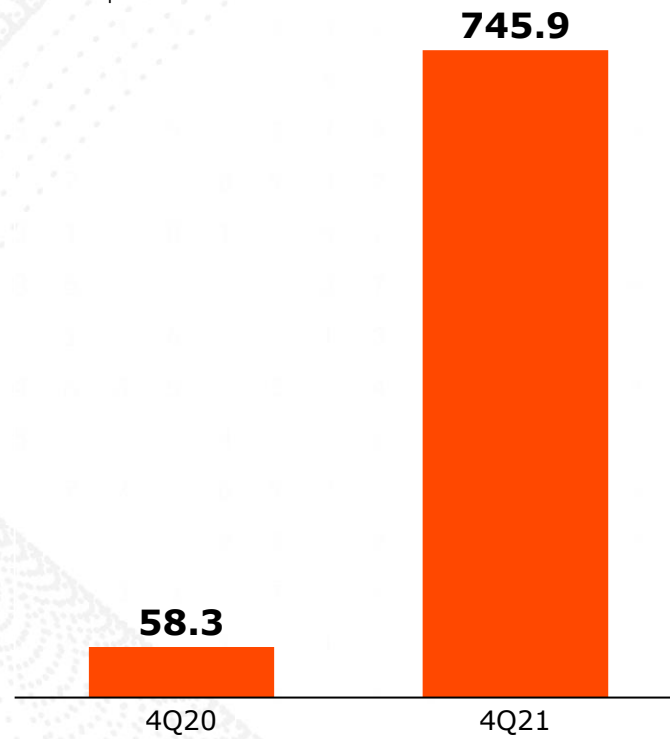
- ✓ Non-recurring expenses: (i) IPO preparation (R\$39.6 million) and (ii) Long-term incentive plan (R\$47.5 million)
- ✓ Reinforcement of commercial structure by 71 people or 44% in 12 months (R\$22.4 million in 2021 and R\$9.8 million in 4Q21)
- ✓ Administrative team readjustment - HR, finance, IR and others to support IPO and business growth (R\$10.4 million in 2021 and R\$4.2 million in 4Q21)

(1) Adjustment of revenue for Chargeback and Success fee/Discount; (2) Non-recurring IPO and ILP expenses.

Financial Liquidity Position

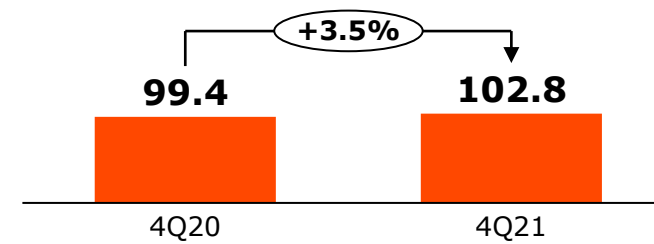
Cash and equivalents

R\$ MM



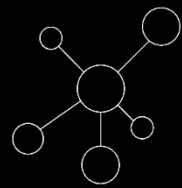
Gross Debt

R\$ MM



Final Message

Q&A



PLATAFORMA
Data Trust



Thank You!

Investor Relations

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