

1Q21 Results

MAY 2021

Méliuz

1Q21 Earnings Release

Belo Horizonte, Minas Gerais, May 17, 2021. Today, Méliuz S.A. (B3: CASH3), traded on B3's Novo Mercado listing segment, announces its results for the quarter ended on March 31, 2021 - 1Q21.

Since 2011, we have offered complete technology solutions that provide a positive and sustainable return to the company and to our users and partners. With a unique value proposal, we apply the 'Win-Win-Win' culture to all our relationships and services.

Through technology and use of data, we believe it is possible to bring brands and clients close together and make consumption relations smarter and more profitable to everyone involved. Therefore, every day we work to create new opportunities so everyone can win more.

EARNINGS RELEASE

Date: May 17th, 2021 (before market opens)

Information and files will be available on our [website](#)

EARNINGS CONFERENCE CALL*

May 17th, 2021 at 10:00 a.m. (EDT)

**With simultaneous translation into English*

Webcast: <https://choruscall.com.br/meliuz/1q21.htm>

Telephone: +55 11 3181-8565 | +55 11 4210-1803

Code: Méliuz

**Please access 10 minutes before the conference call starts.*

To access the webcast with the conference call slides, [click here](#).

A replay will be available after the conference call on our [website](#).

We completed 6 months as a public listed company →

On November 5, 2020 we did our IPO at B3. During our roadshow to investors, both local and international, we presented our growth plan that was based in two pillars:

1. Accelerate our growth in the Marketplace and Méliuz Card

During this period, we grew 32% in the marketplace, reaching R\$2.9 billion in GMV for LTM, while our credit card got 2.9 million new applications in the same period, which represents 64% of the whole number of applications since the beginning of the card operation in Jan 2019.

Beyond that, we launched several new products:

- Mobile top-ups and Gift Card: both have been presenting increasing levels of recurrency, and in March only, our users with access to these features bought 2.1 gift cards and made 1.5 mobile phone recharge, on average.
- Méliuz Nota Fiscal (Méliuz Invoice): we came from 16 thousand active users and 290 thousand captured SKUs, to 139 thousand active users and more than 9 million captured SKUs, with a high level of retention of these users every month.
- We launched Méliuz Empréstimos (Loans), providing to our users a complete platform, where they can access more than 30 credit products from many financial institutions and fintech.

2. Half of proceeds directed towards M&A

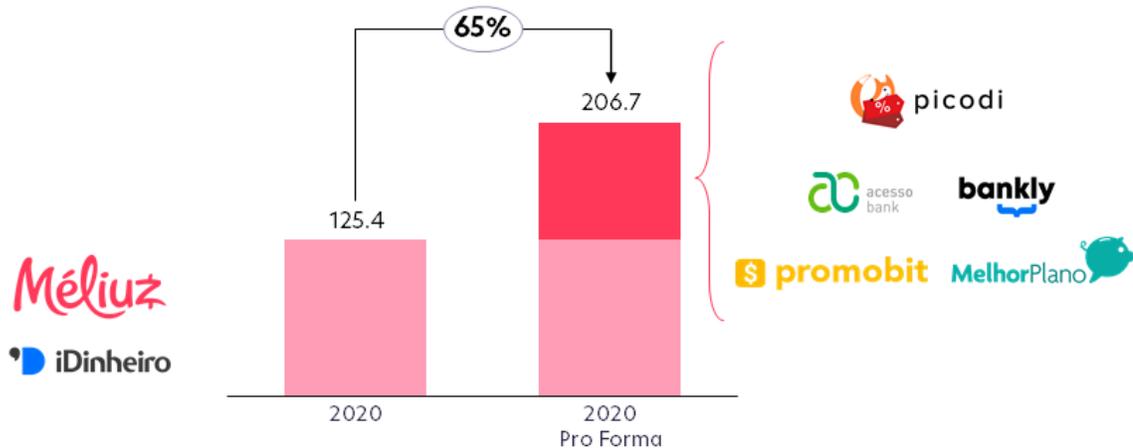
We alluded in our growth plan that half of proceeds being raised from the IPO would be directed towards M&A and since then we've been disciplined in following this plan. We made it clear during the roadshow that the profile of companies we're seeking for were:

- Technology companies.
- Complementary to our ecosystem (being in the marketplace or in financial services).
- Breakeven/Cash generators.
- Founders and team aligned with our culture.

We consider M&A as a way to attract great talents. During our IPO in November of last year, we had 142 people in our team. A lean structure and, certainly, not enough to handle all the actions that were planned. Considering the number of employees from companies recently acquired - Acesso Bank is pending approval from the Central Bank of Brazil - our group reaches to 624 employees in total. Important to notice that these new team members are aligned with our culture, as we have always been doing when it comes to new hires in Méliuz.

In 2020, companies that just joined our group presented consolidated operational net revenues of R\$81 million, a 65% increase compared to R\$125 million net revenue presented by Méliuz on a standalone basis in 2020.

Net revenue
(R\$ MM)



Last quarter we highlighted what would be our main focus →

In line with our previous earnings releases, we begin by updating the status of our plans.

1. Team growth

As we emphasized in our 2020 earnings release, our main challenge for 2021 is people. We continue to have the same purpose of bringing outstanding people to the team to unlock growth opportunities. We currently have more than 240 employees and several open positions, with a greater focus on product development and technology positions. Furthermore, once the Acesso acquisition is approved by the Brazilian Central Bank, and also including the recent acquisitions of Picodi, Promobit and Melhor Plano we will add 380 employees, of whom 50% will be focused on technology and product development, making up a team of more than 620 people. Finally, we must highlight that the Picodi added 94 people to the Group, all of them based in Krakow, an important technology academic and professional formation center in Europe.

2. User base growth

In the first quarter of 2021, we achieved 2.4 million new open accounts, 27 thousand new accounts per day on average, maintaining the same growth pace for two consecutive quarters. We continue accelerating our user base growth strategy and intend to keep it for the coming quarters.

3. M&A

The first quarter was when we began our international expansion, with the acquisition of Picodi.com, and, more recently, other 3 new transactions were announced:

Acesso Group

On May 3rd, 2021, we announced the acquisition of Acesso, a payment solutions fintech and banking services platform, which operates under the brands “Acesso”, “Acesso Bank”, “Bankly” and “Banco Acesso”. The deal amounts to R\$324.5 million and will occur by Méliuz merging 100% of Acessopar shares, Acesso’s controlling shareholder, in exchange for new Méliuz shares. During 2020, Acesso recorded R\$54.7 million in gross revenue, and during March 2021 handled R\$1.3 billion in TPV from its different business lines.

This deal expands our financial services reach, but not only that. It gives us the protagonist role to decide and conduct product development initiatives and roadmap that will allow Méliuz to develop a platform that provides users with the best experience in digital bank account, allowing us to leverage even further our partnerships in Méliuz Card, Marketplace, Méliuz Invoice, and others.

Promobit

Founded in 2013, Promobit is a platform to exchange information and opinion on product and promotion, and its points of contact with users are the website, app and browser extension. In 2020, Promobit has consolidated its position as Brazil’s largest offers and discounts community, exceeding 1 million registered members. It was also the year when the company participated in the Google Startup Accelerator program. In relation to operating figures, in 2020, Promobit recorded a R\$5.2 million net revenue and generated a total GMV of R\$160 million, with CAGR higher than 40% between 2018 and 2020. Currently, they have a mostly direct, monthly traffic of more than 9 million views.

Melhor Plano

Founded in 2015, Melhor Plano began its activities as a comparison tool for telecom services, including broadband internet, fixed and mobile telephony, TV and bundles. In 2020, the company acquired the Minha Conexão website, for internet speed test. They recently began to offer credit card and checking account comparison services, entering the financial services market. In relation to operational figures, in 2020, Melhor Plano achieved a R\$4.4 million net revenue, with a CAGR above 150% between 2018 and 2020, and had over 17 million sessions, with a monthly average, during last 6 months, of 1.3 million visitors.

4. Internationalization (Picodi)

We remain in line with our plan to implement the cashback technology in the Picodi.com platform, some features are already under testing and at initial implementation stage. Our deadline to complete the cashback model development and launch is by the end of 3Q21, just in time for e-commerce shopping high season in 4Q21. Regarding 1Q21 results, from a 13-million session traffic, Picodi originated a R\$277 million GMV for its partners in 44 countries. Net revenue came to R\$7.7 million, up by 21% YoY.



1. Conversion rate 1 PLN = 1,4602 BRL
 2. Picodi's total result in 1Q21. The Company was acquired by Méliuz on 2/26//2021, results are consolidated in the Group's Financial Statements as of said date.

Our ambition is to keep going on the path to build a company that becomes even more focused on offering our user base bigger and better opportunities to unlock smart consumption relations, in different sectors. We started with the marketplace, expanded to financial services, spread out internationally, and we still have lots of new ways to explore. Our vision for our group is getting stronger, and as we grow our team, we grow our confidence in executing our plans.

Nothing is Impossible!

Operating Performance

1Q21 Highlights →

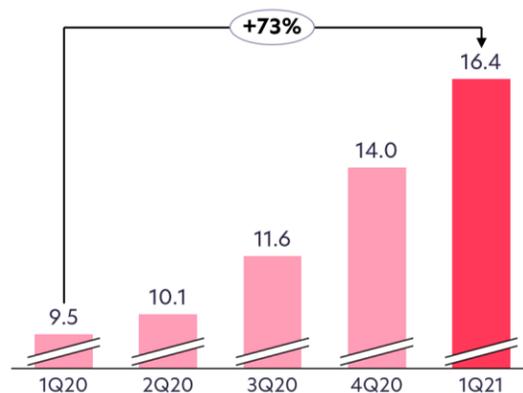
<p> +2.4 MM new accounts opened in 1Q21</p>	<p> MARKETPLACE</p> <p>R\$2.9 B GMV² end of 1Q21 (LTM)</p>
<p>27k Average of new open accounts per day</p>	<p>+93% 1Q21 vs. 1Q20</p>
<p> 7.1 MM Active users¹ end of 1Q21 (LTM)</p>	<p> Financial Services</p> <p>4.5 MM Card applications (Accrued)</p>
<p>+226% 1Q21 vs. 1Q20</p>	<p>19x 1Q21 vs. 1Q20</p>

1. Active Users are new or existing users that performed at least one of the following actions in the reporting period: (i) purchased in a Méliuz partner using the Méliuz app, website or plugin; (ii) used the Méliuz Credit Card in a purchase; (iii) activated an offer advertised by Méliuz on the website, app or plugin; (iv) installed and performed maintenance of the active plugin in the internet browser; (v) installed or used the Méliuz app; (vi) submitted a Méliuz Credit Card application; (vii) requested a redemption of the cashback balance to the checking or savings account and/or (viii) referred Méliuz to a new user using the "Refer and Win" program.
 2. Marketplace GMV considers transactions originated at Méliuz only, therefore it does not include transactions originated at Picodi

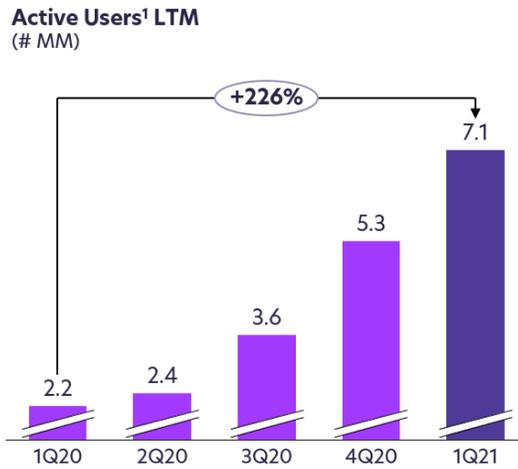
User Base →

We ended 1Q21 with 16.4 million accounts, up by 73% versus 1Q20, when it came to 9.5 million open accounts. This performance is due to the adoption of new strategies to increase platform reach and user acquisition, generating a pace of 27 thousand new open accounts per day.

Total open accounts
(# MM)



In terms of active users, in the last 12-month period ended on March 31, 2021 (LTM), we reached 7.1 million users, up by 226% on the 2.2 million active users recorded in 1Q20.



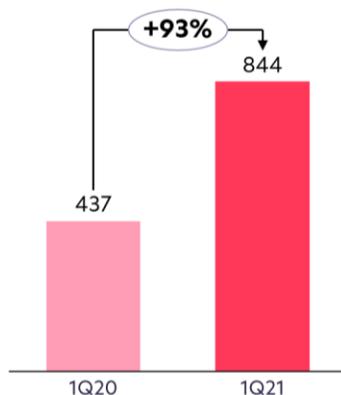
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Marketplace GMV Brazil →

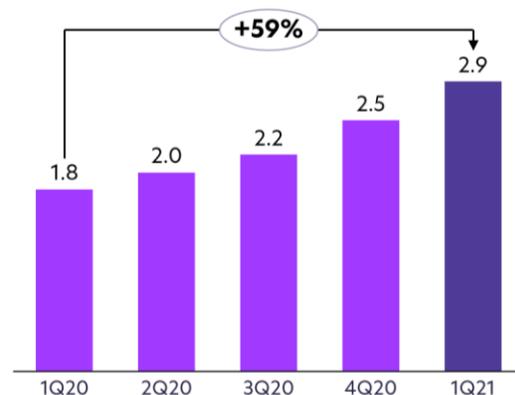
Gross merchandise volume (GMV) generated to our Marketplace partners through our ecosystem in Brazil came to R\$844 million in 1Q21, up by 93% versus 1Q20. This comes as a result of a better contribution from new clients acquired during 4Q20 and of our commercial efforts to develop campaigns with partners for this quarter.

LTM ended March 31, 2021, Marketplace GMV in our ecosystem in Brazil came to R\$2.9 billion, a 59% increase on the 12-month period ended on 1Q20. It is important to point out that said figures do not include sales originated by Picodi in international markets.

GMV in the quarter
(R\$ MM)



LTM GMV
(R\$ B)

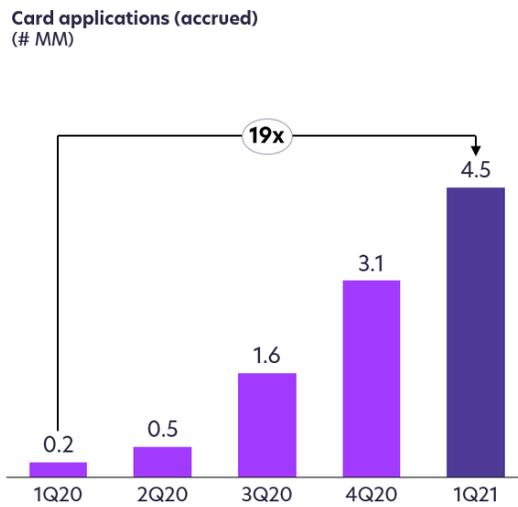


Financial Services →

Méliuz Card

Our co-branded card reached a total of 1.4 million applications during 1Q21, 23 times higher than total applications in 1Q20, which came to 62 thousand applications. We continue to post strong growth based on our card advertisement strategy and discipline in allocation of funds from our several acquisition channels.

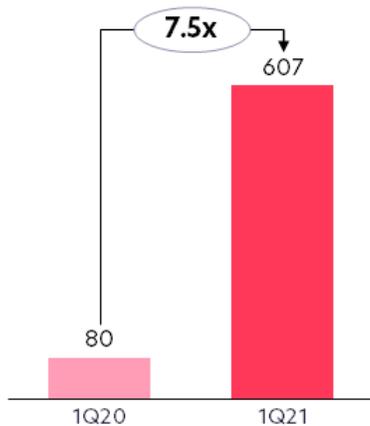
Since the card was launched in the beginning of 2019, we achieved a total of 4.5 million applications at the end of 1Q21, 19 times higher than the accrued figure in 1Q20.



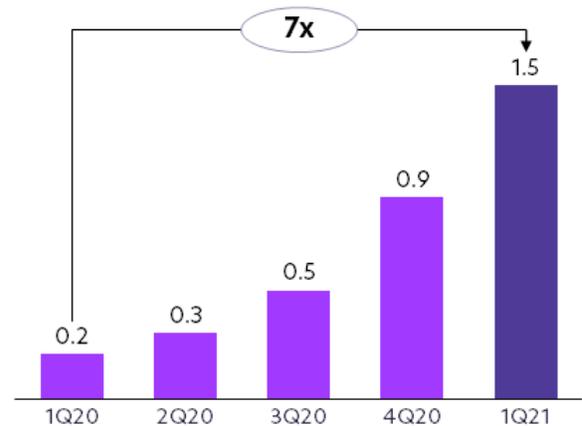
In 1Q21, TPV came to R\$607 million, 7.5 times higher compared to 1Q20. In the last 12 months (LTM), it stood at R\$1.5 billion, 7 times higher compared to 1Q20.



TPV in the quarter
(R\$ MM)



TPV LTM
(R\$ B)



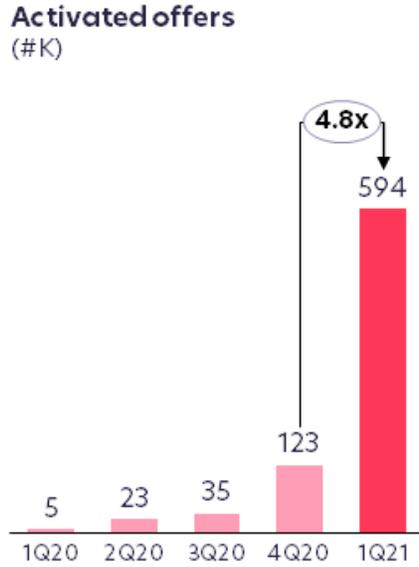
Méliuz Loans

Launched on March 10, 2021, Méliuz Loans is a new platform inside Méliuz that allows any person to simulate a loan with dozens of financial institutions, in one place and with a customized, free of charge, quick and safe experience, where users can choose among options being offered, according to their profile and for different products that will better suit their needs (personal loans, collateralized loans, payroll-deducted loans). Still in the testing stage and MVP, we achieved 32 thousand credit simulation requests from our customer base in the month of March alone.

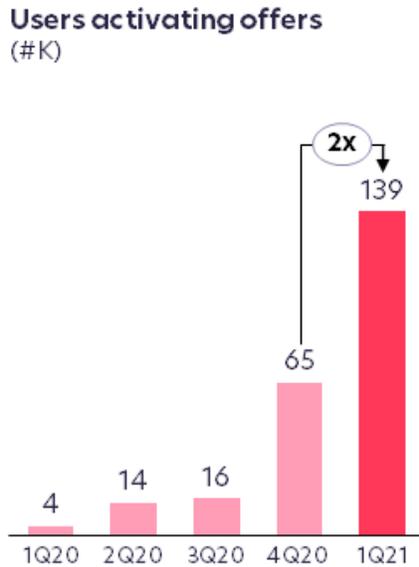
Méliuz Nota Fiscal (Méliuz Invoice) →

Méliuz Invoice continues to post good results, showing that our base keeps well-engaged with the product. The operation figures are sound, as well as our access to data, that grows exponentially.

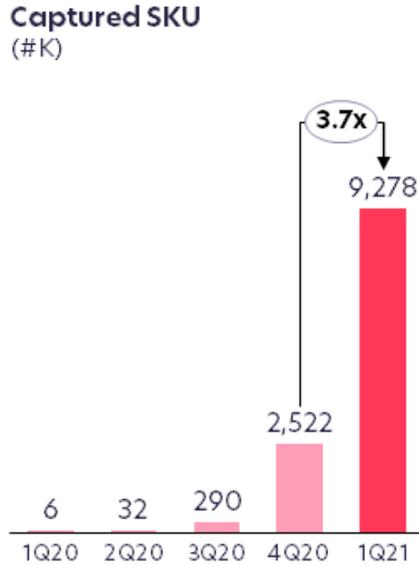
In terms of activated offers, we see a 4.8x growth in 1Q21 vs. 4Q20, reaching 594 thousand activated offers in 1Q21 alone.



When we analyze the volume of users activating said offers, we note it is 2 times more in 1Q21 than 4Q20, amounting to 139 thousand users activating offers in 1Q21.



In 1Q21, we captured more than 9.2 million SKUs from all invoices sent by users, that is 3.7 times more the number of SKUs captured in 4Q20.



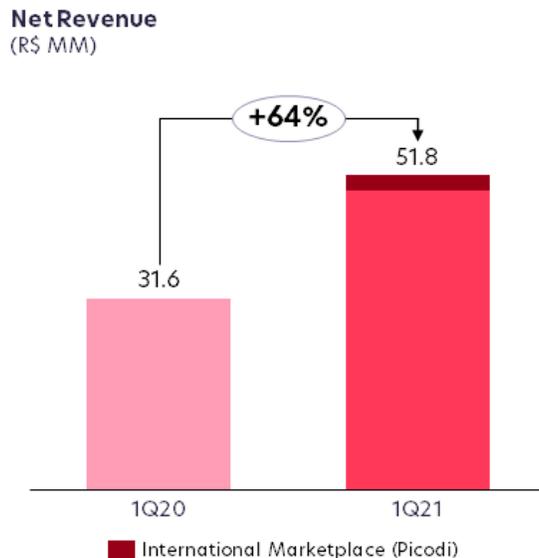
Gift Cards and Mobile Phone Recharge →

During 1Q21, we increased access to gift card sales and launched mobile top-up to a larger user base, and results so far support our thesis that these services are helping improve retention and engagement of our users through our mobile app. In March alone, users with access to these services purchased on average 2.1 gift cards and made 1.5 mobile phone recharges. On top of that, we were able to have users that never made a purchase in our marketplace to use these services as their first purchase inside the Méliuz ecosystem, showing the importance of having a diversified portfolio of products and services to offer to our more than 16 million users.

Financial Performance

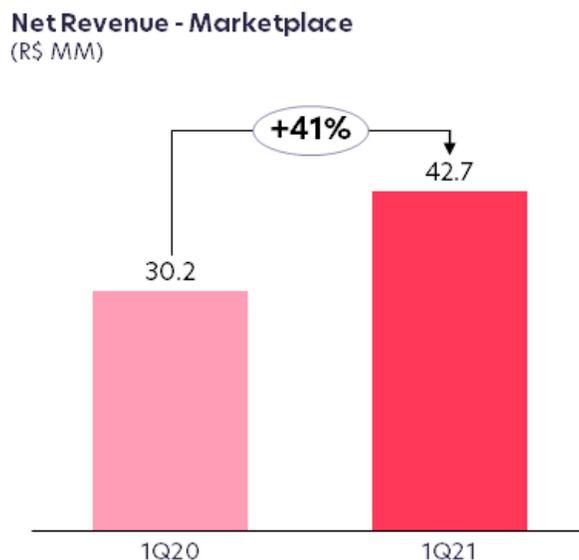
Consolidated Net Revenue →

Total net revenue came to R\$51.8 million in 1Q21, a 64% increase on the R\$31.6 million recorded in 1Q20.



Marketplace net revenue totaled R\$42.7 million in 1Q21, up by 41% vs. 1Q20, stemming from campaigns developed in the quarter and the enhanced engagement of our user base acquired during 4Q20. We have also noticed that part of the revenue that historically came in the first quarter has been anticipated to 4Q20, causing a smaller contribution in 1Q21 compared to 1Q20.

In addition to that, in 1Q20 exceptionally, we recorded an average commission higher than the average seen in the other quarters.

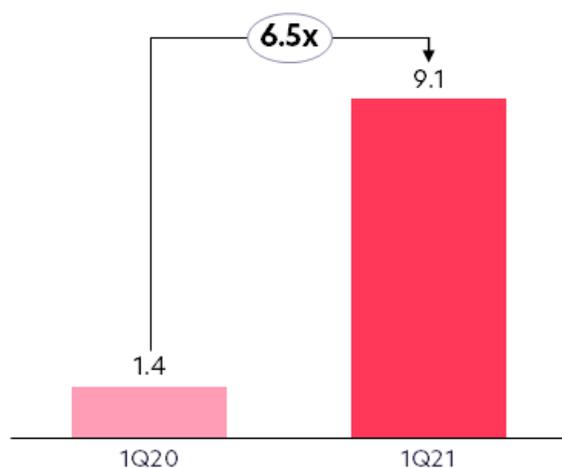


After the Picodi acquisition, on February 26, 2021, we gained an international marketplace operation, and its results are consolidated as of March 2021. In 1Q21, we reckon an International Marketplace net revenue in the amount of R\$2.7 million, accounting for 5% of Méliuz's total consolidated net revenue in the quarter. In 1Q21, Picodi recorded a revenue equivalent to R\$7.7

million, however, only the portion related to the post-acquisition period is consolidated in Méliuz's financial statements as previously mentioned.

Net revenue from financial services came to R\$9.1 million in 1Q21, 6.5 times higher than revenue presented in 1Q20. This increase is still due to Méliuz Card's solid user base and transaction volume growth, as previously presented. It is important to highlight that said figures are increasing consistently and sustainably, respecting this business line's unit economics and strategies. After said results, our financial services ecosystem accounts for 17.6% of net revenue for the quarter.

Net Revenue - Financial Services
(R\$ MM)



Main Consolidated Operating Expenses →

Our main operating expenses are expenses with cashback, personnel and marketing.

Cashback expenses came to R\$21.2 million in 1Q21, up by 45% versus 1Q20. Said increase reflects the increase in both marketplace and financial services revenues, given that part of said revenue allows us to transfer higher cashback amounts to users. It is important to highlight that cashback amounts are determined based on the Company's exclusive discretion and in accordance with our strategies.

Personnel expenses totaled R\$7.8 million in 1Q21, which means a 97% increase in comparison to 1Q20, due to the workforce growth compared to the same period in the previous year.

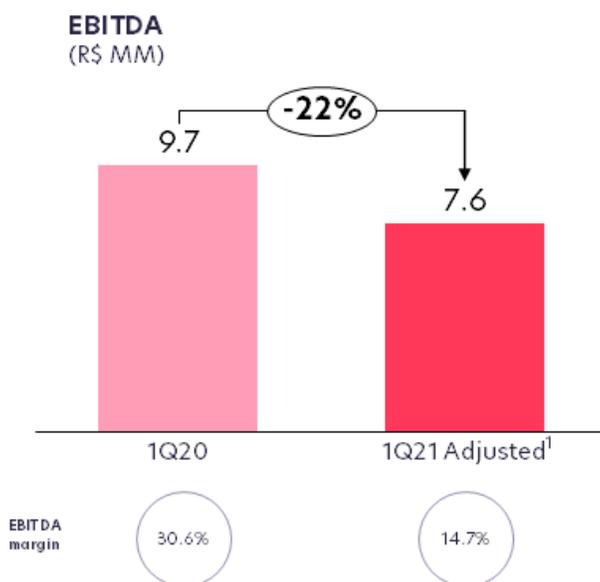
Marketing expenses stood at R\$7.0 million in 1Q21 while this figure came to R\$311 thousand in 1Q20. This increase reflects the continuity of our different growth actions focused on attracting new users that we highlighted during the 2020 earnings release video conference. We keep acting in the same way, always testing all channels and being disciplined in following our budget allocation process through acquisition channels.

Expenses (R\$ MM)	Quarter results				
	1Q21	4Q20	VAR%	1Q20	VAR%
Cashback	21.2	22.0	-4%	14.6	45%
Personnel	7.8	6.3	24%	4.0	97%
Marketing	7.0	6.7	4%	0.3	2,266%

EBITDA Margin →

EBITDA margin came to 9.5% in 1Q21, versus a 30.6% margin in 1Q20. In absolute terms, in 1Q21 we recorded a R\$4.9 million EBITDA, down by 30.6% on 1Q20, stemming from changes in expenses throughout the quarter, as previously explained. We reinforce that we will continue increasing investments, focused on growth for the coming quarters.

It is important to note that in 1Q21 we recorded a R\$2.7 million extraordinary expense related to advisory services for Picodi's acquisition. Adjusting EBITDA to this expense, adjusted margin stood at 14.7% and R\$7.6 million adjusted EBITDA.



¹: EBITDA adjusted by R\$2.7 million arising from extraordinary expenses related to Picodi's acquisition.

Financial Information - Accounting Reports

Income Statement

Three-month periods ended on March 31, 2021 and 2020

(In thousands of Brazilian Reais, except for basic and diluted earnings per share)

	3-month period ended on		
	Parent Company		Consolidated
	03/31/2021	03/31/2020	03/31/2021
Net revenue	48,765	31,648	51,810
Operating expenses			
Cashback expenses	(21,181)	(14,573)	(21,181)
Personnel expenses	(6,950)	(3,965)	(7,793)
Selling and marketing expenses	(6,700)	(311)	(7,048)
Software expenses	(2,454)	(1,803)	(2,529)
General and administrative expenses	(457)	(519)	(914)
Outsourced services	(4,072)	(761)	(7,451)
Depreciation and amortization	(372)	(545)	(450)
Other	19	(24)	21
	(42,167)	(22,501)	(47,345)
Gross profit	6,598	9,147	4,465
Income using the equity method	(1,175)	-	-
Income before financial result and taxes	5,423	9,147	4,465
Financial result	383	(209)	427
Income before taxes	5,806	8,938	4,892
Deferred and current income tax and social contributions	(1,669)	(2,745)	(1,875)
Income for the period	4,137	6,193	3,017
Income for the period attributable to			
Non-controlling shareholders		-	(1,120)
Controlling shareholders		-	4,137

Balance sheet

March 31, 2021 and December 31, 2020
(R\$ thousand)

	Parent Company		Consolidated	
	03/31/2021	12/31/2020	03/31/2021	12/31/2020
Assets				
Current assets				
Cash and cash equivalents	219,232	329,428	234,146	331,207
Accounts receivable	13,459	17,890	24,179	17,890
Recoverable taxes	3,370	1,126	3,484	1,127
Other assets	4,345	4,432	4,423	4,455
Total current assets	240,406	352,876	266,232	354,679
Non-current assets				
Long-term assets				
Receivables from related-parties	75	63	-	-
Deferred taxes	11,623	12,537	11,739	12,537
Other assets	2,717	3,282	2,777	3,282
Total long-term assets	14,415	15,882	14,515	15,819
Investments	119,334	2,449	1	-
Property, plant and equipment	3,203	2,888	3,257	2,888
Leases - right of use	125	250	125	250
Intangible assets	678	459	114,675	3,566
Total non-current assets	137,755	21,928	132,573	22,523
Total assets	378,161	374,804	398,805	377,202

Balance sheet

March 31, 2021 and December 31, 2020
(R\$ thousand)

	Parent Company		Consolidated	
	03/31/2021	12/31/2020	03/31/2021	12/31/2020
Liabilities				
Current liabilities				
Suppliers	1,050	672	2,130	673
Loans and financing	-	-	728	-
Tax and labor obligations	6,196	5,544	7,194	5,587
Income tax and social contributions payable	585	4	585	6
Cashback	6,173	7,983	6,173	7,983
Payable leases	102	209	102	209
Minimum dividends payable	4,686	4,686	4,686	4,686
Other liabilities	76	36	177	36
Total current liabilities	18,868	19,134	21,774	19,180
Non-current liabilities				
Loans and financing	-	-	479	-
Payable leases	-	-	0	-
Cashback	371	538	371	538
Deferred Taxes	-	-	2,251	-
Total non-current liabilities	371	538	3,101	538
Shareholders' Equity				
Capital stock	344,678	344,678	344,678	344,678
Capital reserve	7,238	7,049	7,238	7,049
Legal Reserve	986	986	986	986
Profit reserve	2,419	2,419	2,419	2,419
Other comprehensive results	(536)	-	(536)	-
Accumulated losses	4,137	-	4,137	-
Shareholders' equity of controlling shareholders	358,922	355,132	358,922	355,132
Shareholders' equity of non-controlling shareholders	-	-	15,008	2,352
Total shareholders' equity	358,922	355,132	373,930	357,484
Total liabilities and shareholders' equity	378,161	374,804	398,805	377,202

Cash Flow Statement

Three-month period ended on March 31, 2021 and 2020
(R\$ thousand)

	Parent Company		Consolidated
	03/31/2020	03/31/2020	03/31/2021
Operating activities			
Income for the period before income taxes	5,806	8,938	4,891
Adjustments for			
Depreciation and Amortization	372	545	450
Gain/Losses with the sale of property, plant and equipment	2	3	2
Net earnings and interest	-	78	-
Allowance for doubtful accounts	(2)	212	(2)
Equity income	1,175	-	-
Provisioned interest	53	-	53
Other	189	80	(380)
Adjusted net income	7,596	9,856	5,015
Changes in assets and liabilities:			
Trade accounts receivable	4,434	(164)	5,113
Recoverable taxes	(2,244)	(326)	(2,136)
Other assets	652	(87)	615
Receivable from related-parties	(12)	-	-
Suppliers	378	107	196
Tax and labor obligations	652	(1,079)	(226)
Cashback	(1,977)	(2,168)	(1,977)
Paid Income Tax and Social Contribution	(173)	(731)	(382)
Other liabilities	40	(99)	40
Payment of interest on loans and leasing	(53)	(78)	(53)
Net cash from operating activities	9,291	5,231	6,205
Investment activities			
Additions to property, plant and equipment	(476)	(184)	(485)
Receivables from the sale of property, plant and equipment	-	3	-
Acquisition of equity instruments	(118,596)	-	(118,596)
Additions to intangible assets	(308)	(24)	(870)
Temporary investments	-	-	16,792
Net cash used in investment activities	(119,380)	(205)	(103,159)
Financing activities			
Payment of loans and leasing	(107)	(362)	(107)
Loans and financing	-	-	-
Paid-in capital	-	-	-
Gross cost with Shareholders' Equity funding	-	-	-
Related parties	-	-	-
Net cash from (used in) financing activities	(107)	(362)	(107)
Net changes in cash and cash equivalents	(110,196)	4,664	(97,061)
Cash and cash equivalents			
At the beginning of the period	329,428	9,981	331,207
At the end of the period	219,232	14,645	234,146
Net changes in cash and cash equivalents	(110,196)	4,664	(97,061)

For further information and details on the results presented above, please check our ITR and audited Financial Statements, available on our Investor Relations website: ri.meliuz.com.br.

