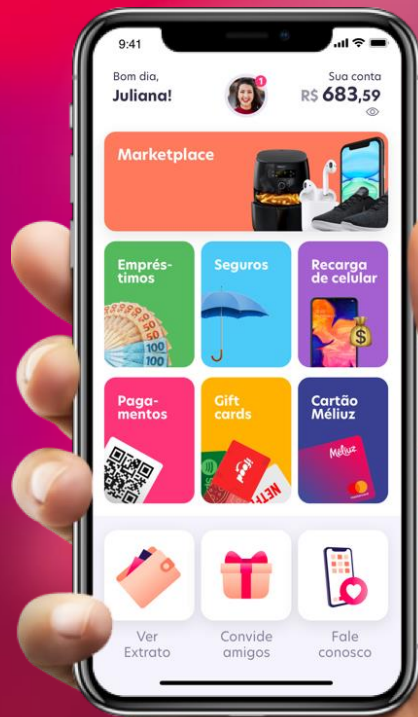


Earnings Release 2020

MARCH 2021

Méliuz



| We delivered **solid results** in all 4 strategy pillars presented in **3Q20**



1

Grow our user base

2

Launch products that promote higher user engagement level

3

Launch new financial services products

4

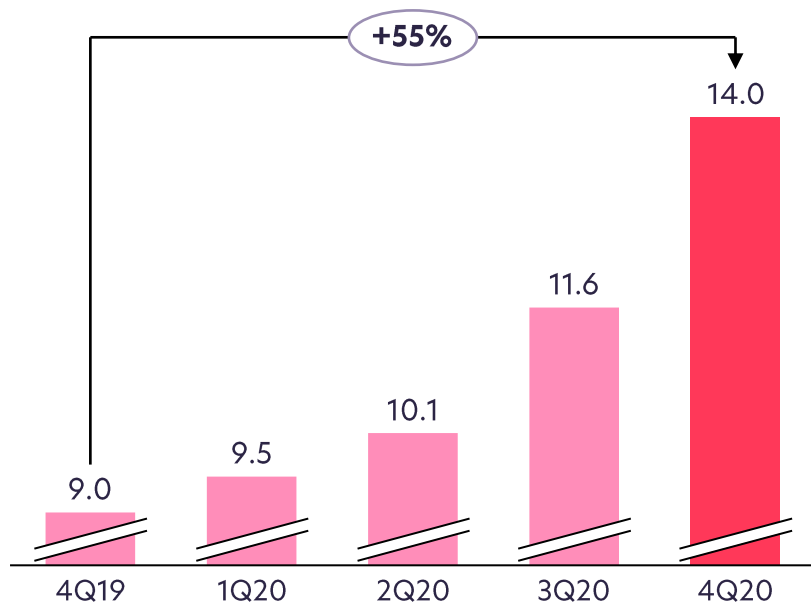
Increase our technology and development team



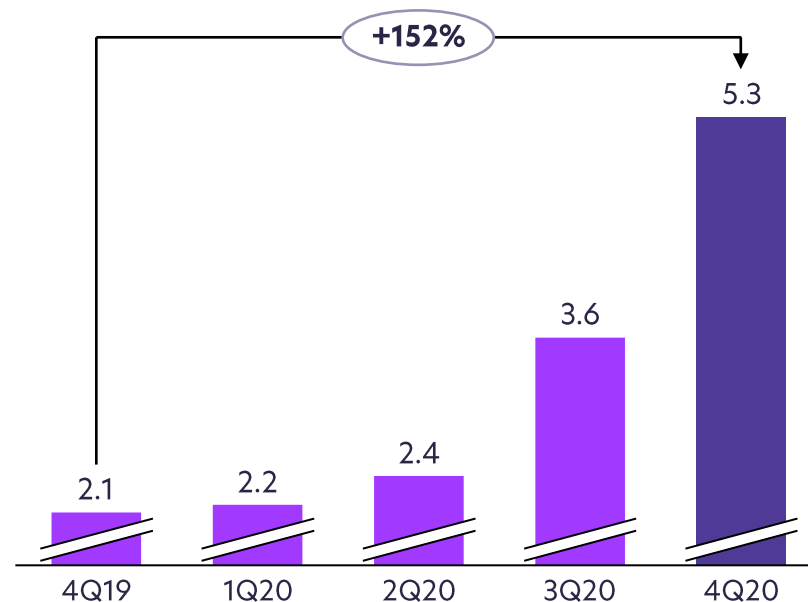
| We opened **25K new accounts per day** during 4Q20



Total open accounts
(# MM)



Active Users¹ LTM
(# MM)



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) redeemed cashback balance to a checking or savings account and/or (viii) referred Méliuz to a new user using the "Refer and Win" program.

| We delivered **solid results** in all 4 strategy pillars presented in **3Q20**



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Grow our user base

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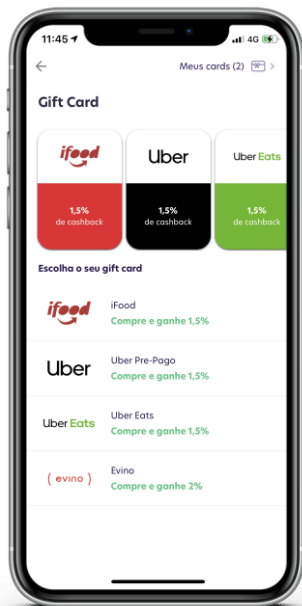
Increase our technology and development team



Launched in app purchase of Gift Cards and Mobile Top Up and **we keep expanding our user base with access to such products**



Gift Cards



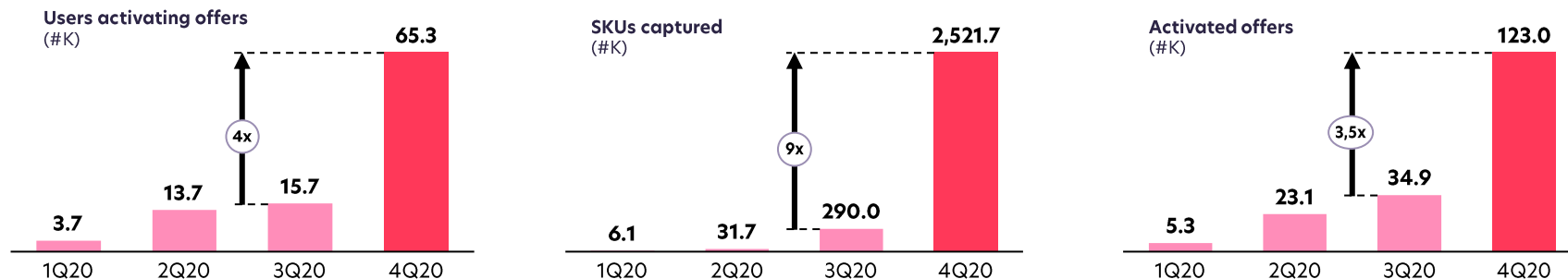
Mobile Top Up



Grew exponentially the attraction of new users and CPG brands to Méliuz Nota Fiscal, **reaching 2.5MM SKUs captured over 4Q20**



Méliuz Nota Fiscal



| We delivered **solid results** in all 4 strategy pillars presented in **3Q20**



1

Grow our user base

2

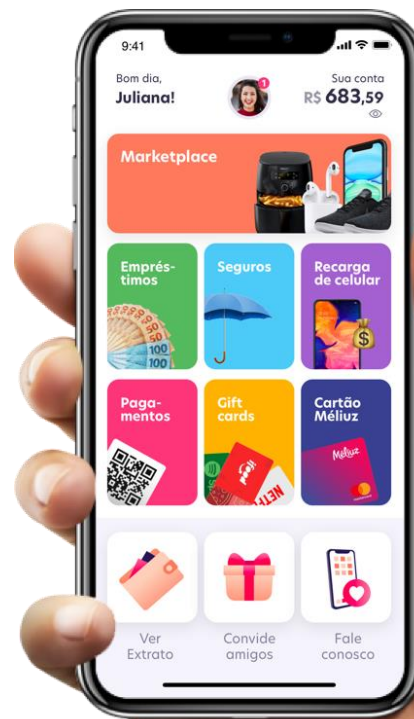
Launch products that promote higher user engagement level

3

Launch new financial services products

4

Increase our technology and development team



With Méliuz Empréstimos we **connect our users with more than 20 financial institutions and more than 30 credit products**




 **Empréstimos**

COMO FUNCIONA TIPOS DE EMPRÉSTIMO FAQ SOBRE O MÉLIUZ

Entrar

Encontre o empréstimo perfeito para você, com rapidez e sem burocracia!

No Méliuz Empréstimos, você faz simulação em diversas instituições financeiras, em um único lugar.



Precisa de quanto?

Em quanto tempo?

Parcelas estimadas*
R\$ 142,48 por mês

Continuar simulação

* Crédito sujeito a aprovação. O valor das parcelas pode variar de acordo com a análise do seu perfil de crédito.

Our millions of users now have access to more than 20 financial institutions and 30 different credit products.

In a single simulation, they can check different proposals that fit their profile and choose the one that is more suitable to their needs.

This is our new credit hub, Méliuz Empréstimos, launched in March 2021.

| We delivered **solid results** in all 4 strategy pillars presented in **3Q20**



1

Grow our user base

2

Launch products that promote higher user engagement level

3

Launch new financial services products

4

Increase our technology and development team



Increased our recruitment and people development teams as to **guarantee that we keep same quality on hiring and onboarding of new employees in all departments**



	Total	Product and engineering	Other departments
Number of employees at IPO	142	70	72
Current number of employees	182	91	91
Open positions	72	53	19



Meliuz

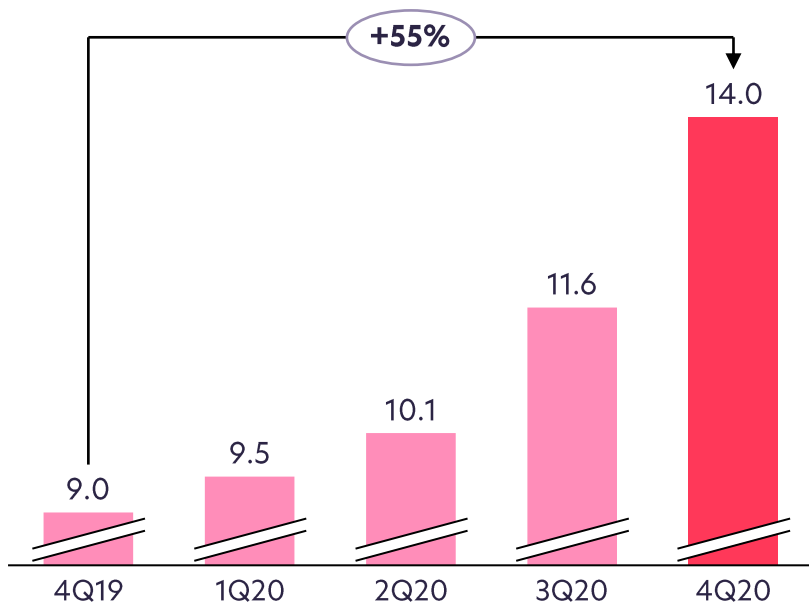
Highlights 4Q20

Growth

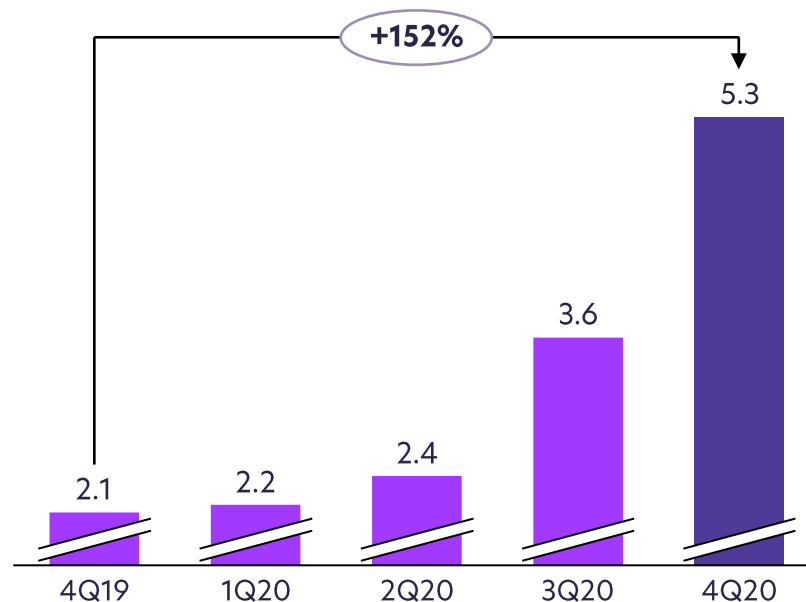
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4Q20 Highlights



+2.4 MM

new accounts
opened in 4Q20

25 K

new accounts
per day

5.3 MM

active users¹ by the end
of 4Q20 (LTM)

+50%

4Q20 vs. 3Q20

+152%

4Q20 vs. 4Q19

Marketplace

R\$ 2.5 B

2020 GMV

+57%

4Q20 vs. 4Q19

Financial Services

3.1 MM

Card applications
accrued

17.5x

4Q20 vs. 4Q19

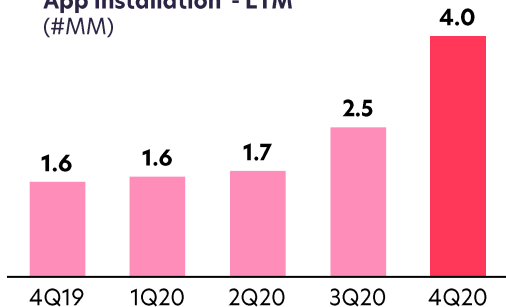
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Strong growth in all our platforms

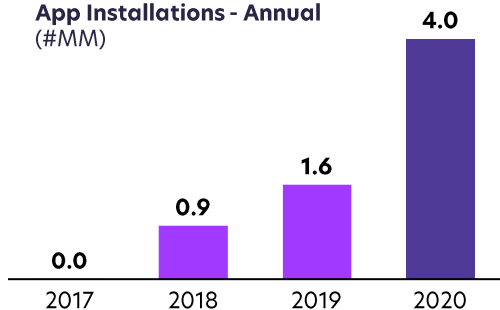


App

App Installation - LTM
(#MM)

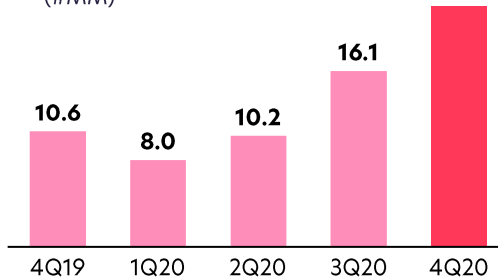


App Installations - Annual
(#MM)

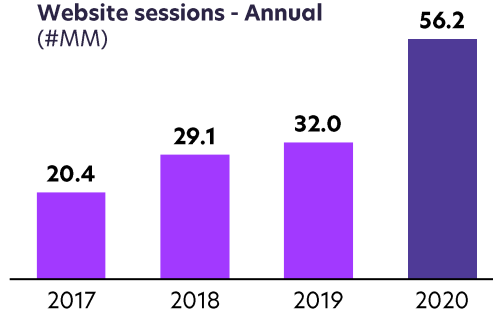


Site

Website sessions - Quarterly
(#MM)



Website sessions - Annual
(#MM)



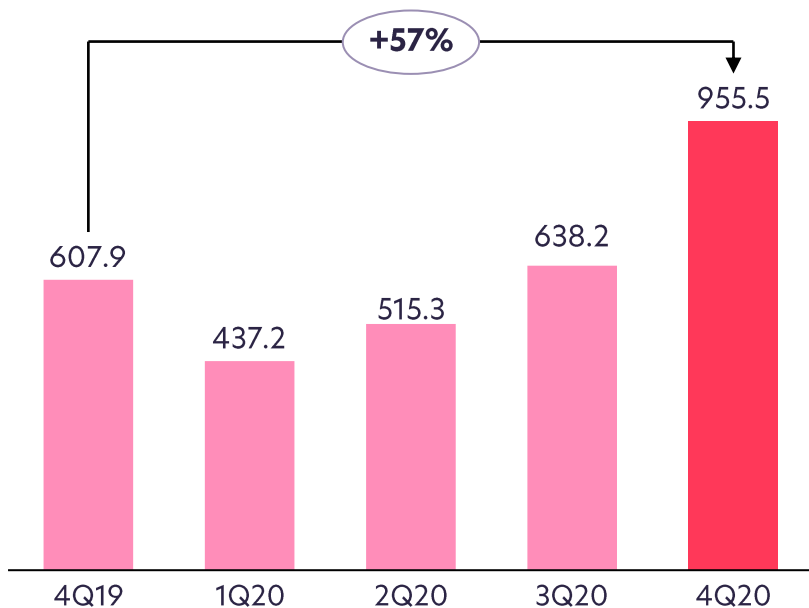
Plug-in

+700 k
Active Users per week

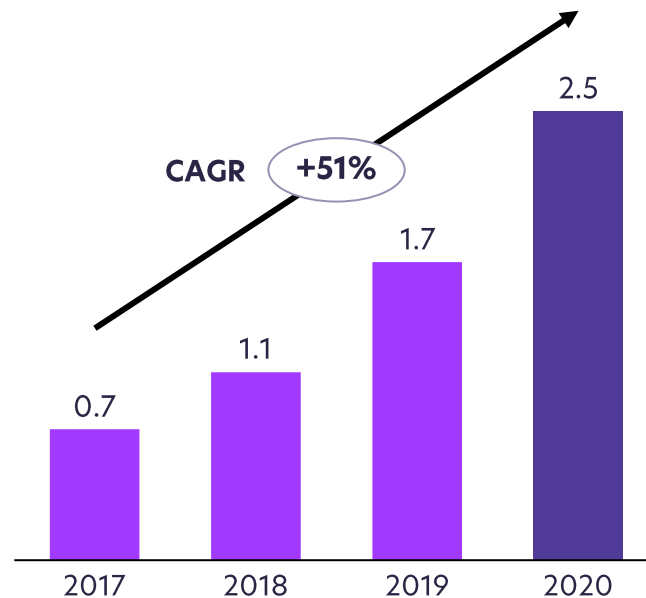
| We had our **best quarter** in terms of marketplace GMV



GMV in the quarter
(R\$ MM)



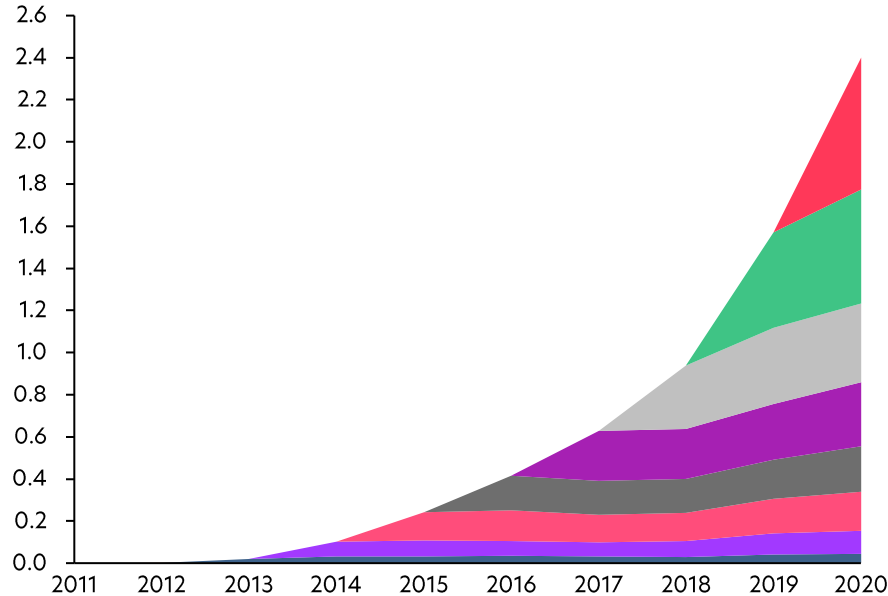
GMV in the Year
(R\$ B)



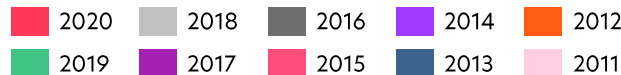
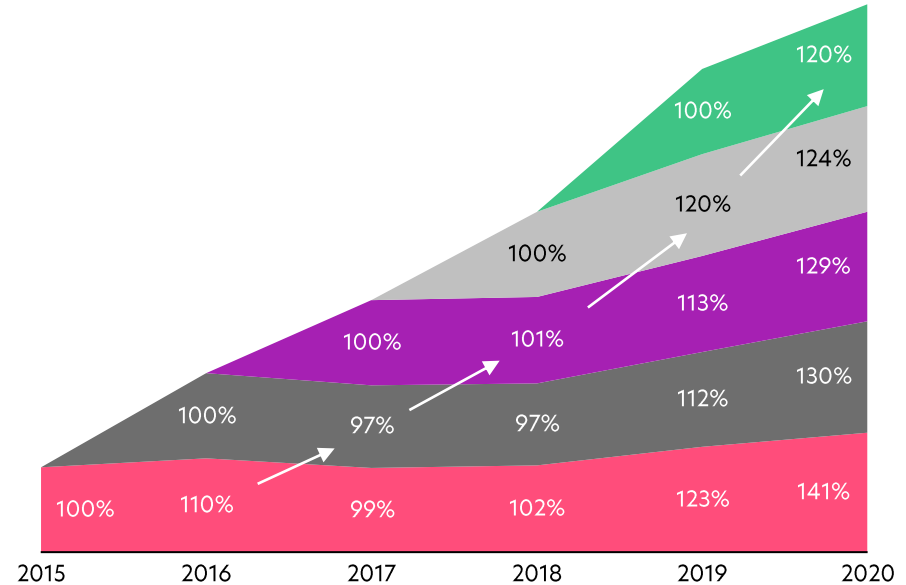
Our product has been improving year after year, **increasing retention and engagement of new cohorts**



GMV per Cohort
(R\$ B)



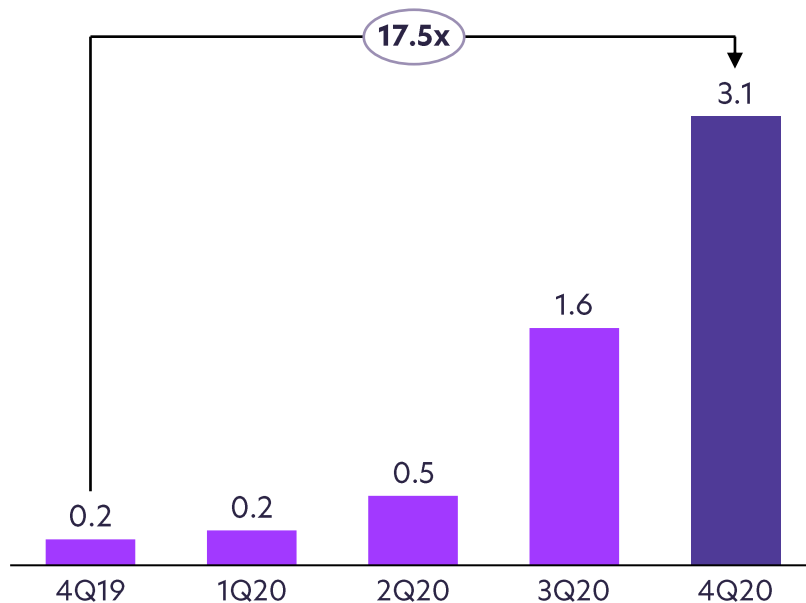
GMV retention per Cohort
(%)



Solid increase in Méliuz Card applications...



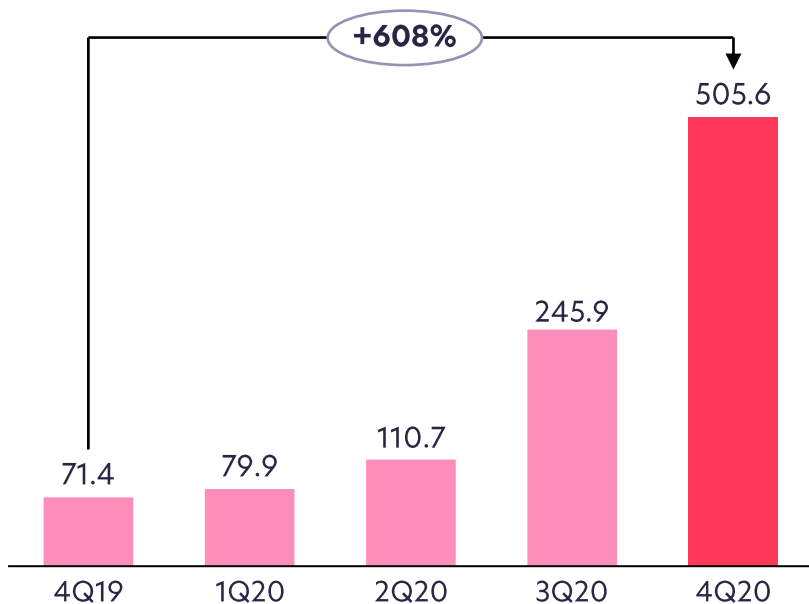
Card applications (accrued)
(# MM)



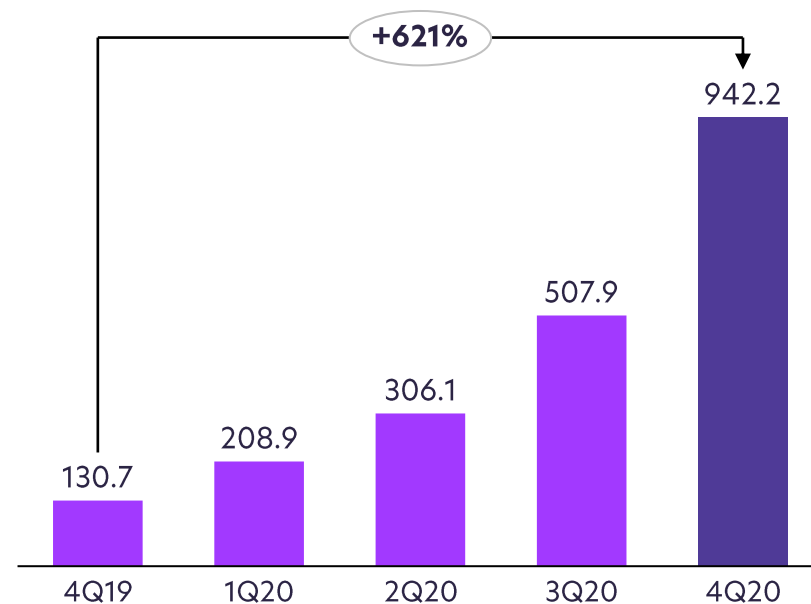
... reaching R\$ 505.6MM TPV for Méliuz Credit Card in 4Q20, **growing +608% compared to 4Q19**



TPV in the quarter
(R\$ MM)



TPV LTM
(R\$ MM)





Meliuz

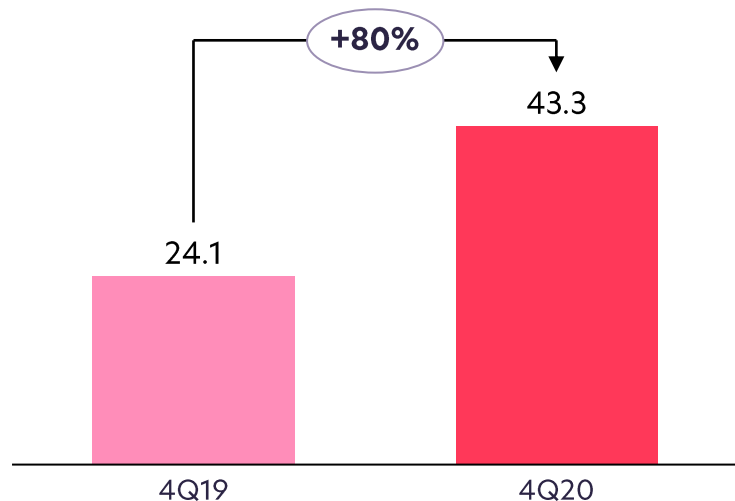
Highlights 4Q20

Financials

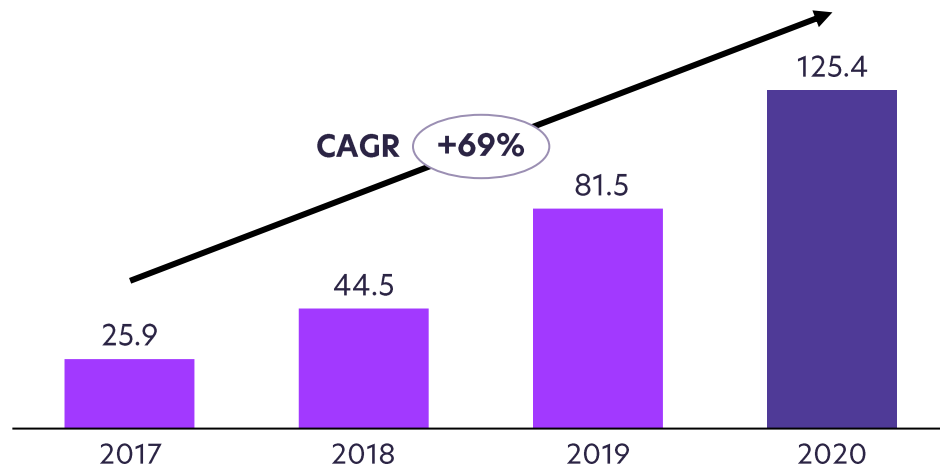
Net revenue in 4Q20 grew +80% on annually basis, and keeping consistent revenue growth



Net Revenue
(R\$ MM)



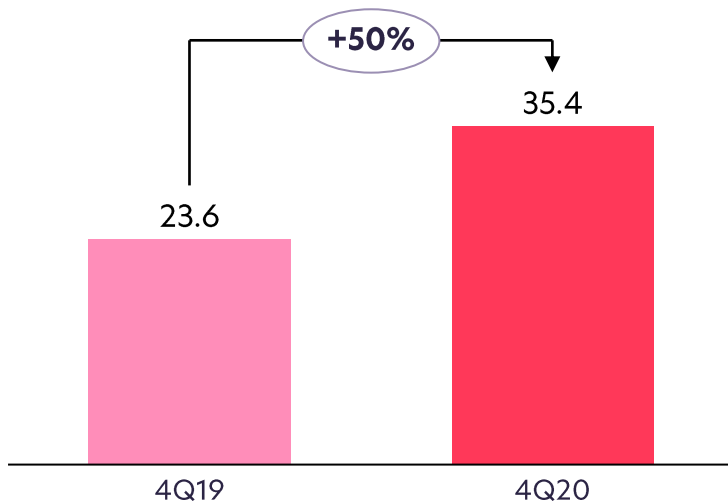
Net Revenue
(R\$ MM)



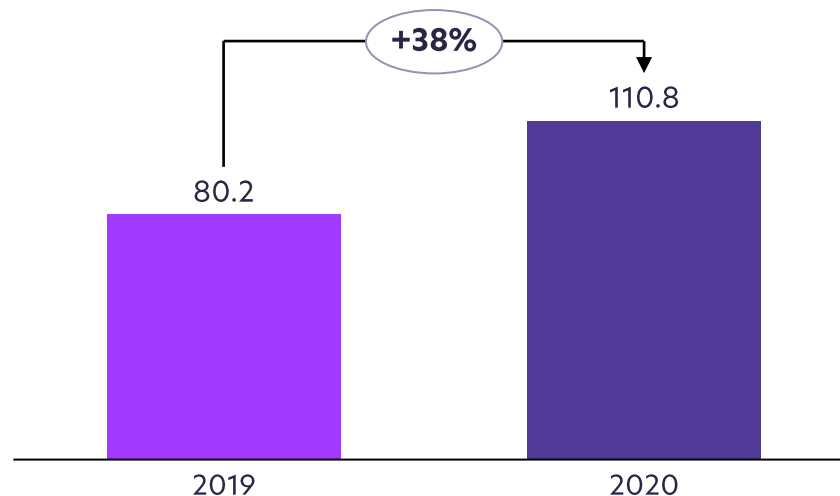
Hit our record high revenue in the Marketplace, growing +50% over same quarter last year, **resuming growth after pandemic...**



Net Revenue - Marketplace
(R\$ MM)



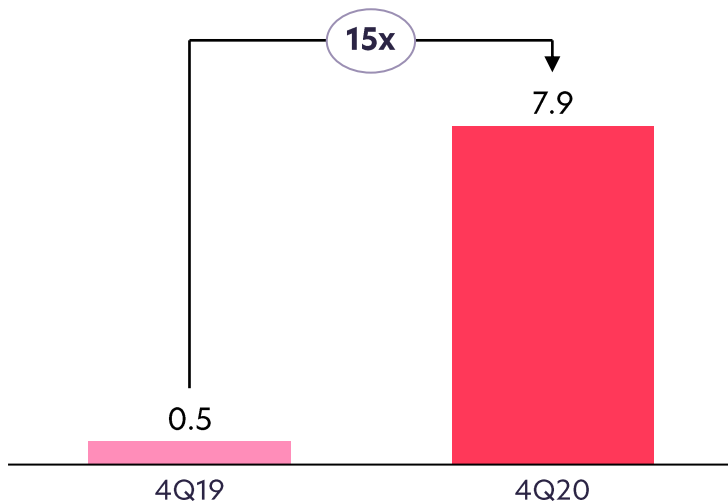
Net Revenue - Marketplace
(R\$ MM)



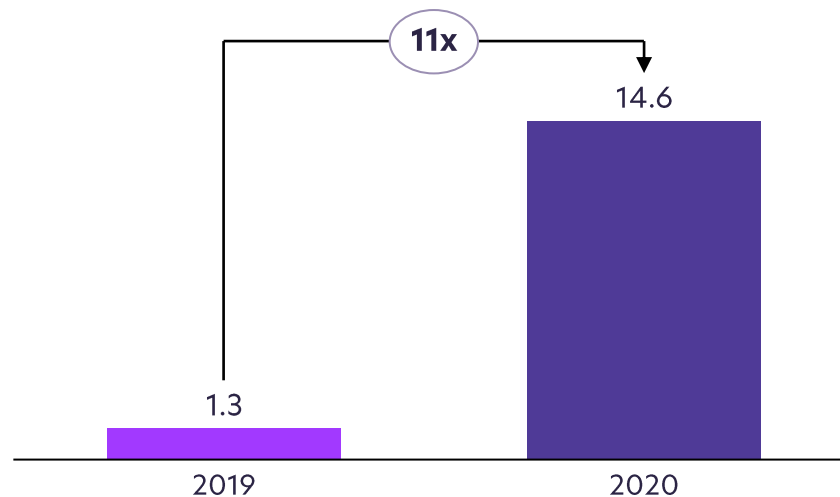
| ... and keep **growing exponentially** our revenues coming from financial services on annually basis



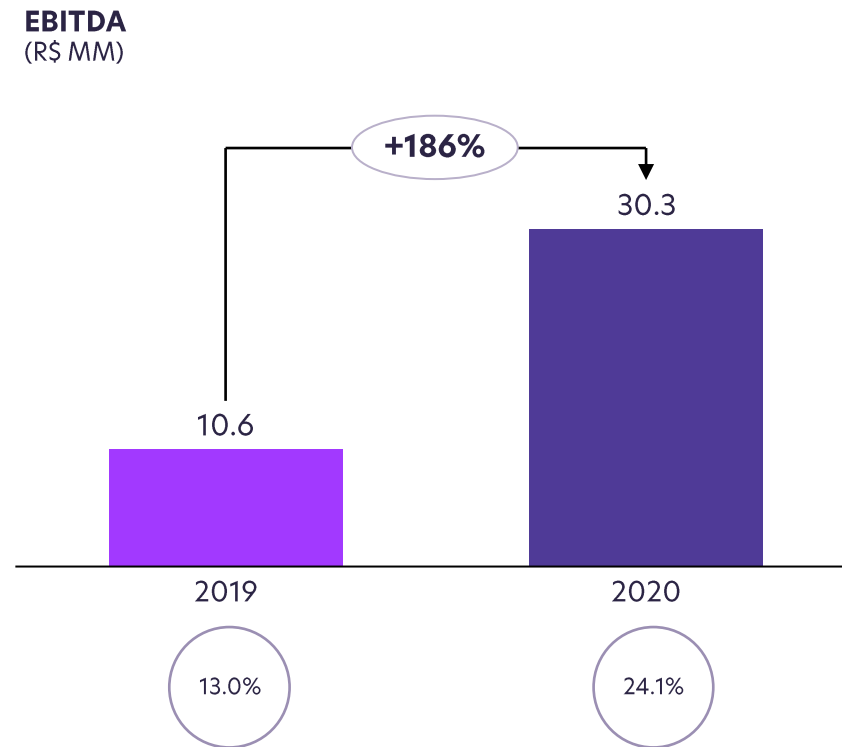
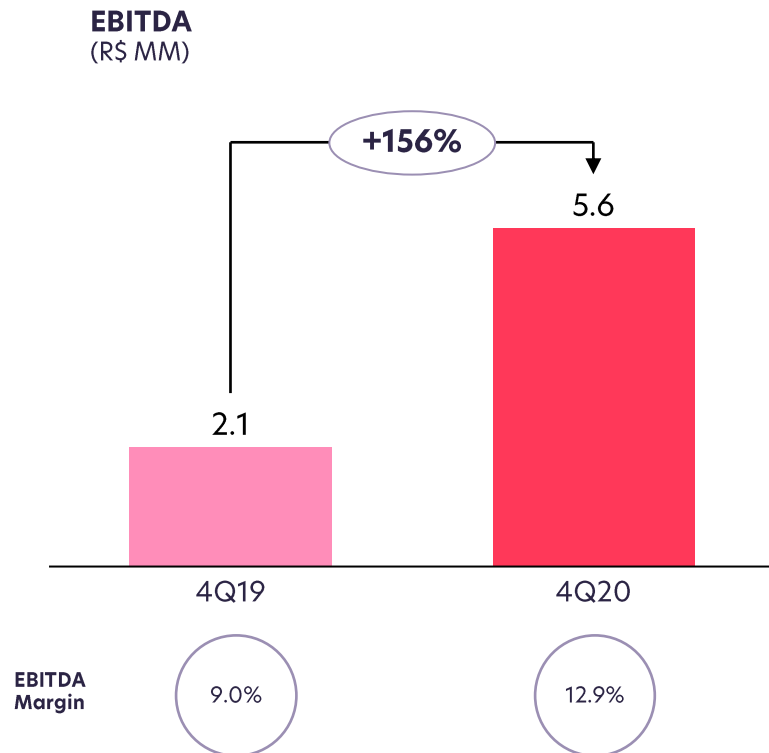
Net Revenue - Financial Services
(R\$ MM)



Net Revenue - Financial Services
(R\$ MM)



Despite our change of focus and higher investments in growth from 3Q20, we ended the year with an increase of +186% on annual EBITDA





Meliuz

Picodi

Internationalization

Acquisition of an international player already well positioned **reduces our risk during expansion dramatically, saving time and resources...**



44 countries

Picodi helps people better shop online in all 5 continents

19 languages

Scalable and International structure

68 MM

website views in 2020, mainly organically

+12K

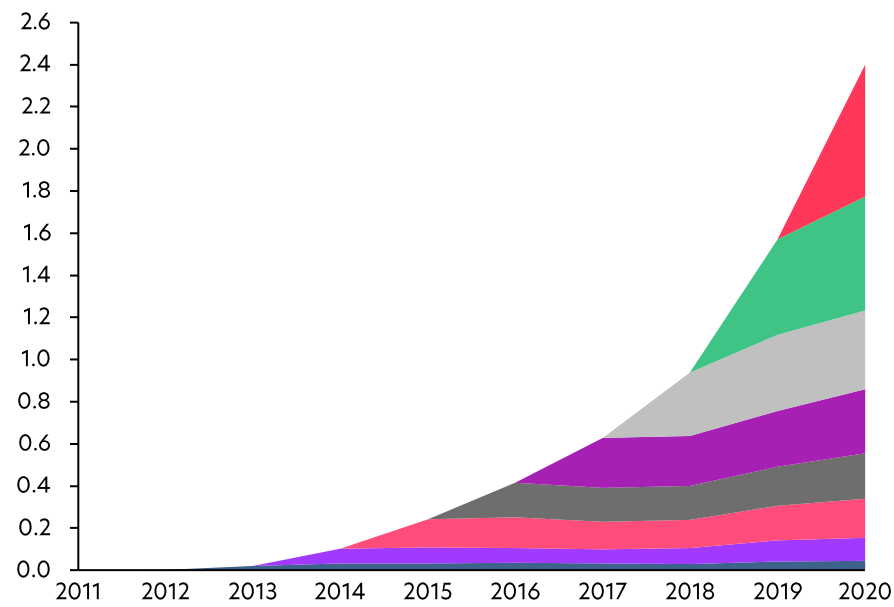
Stores in the platform



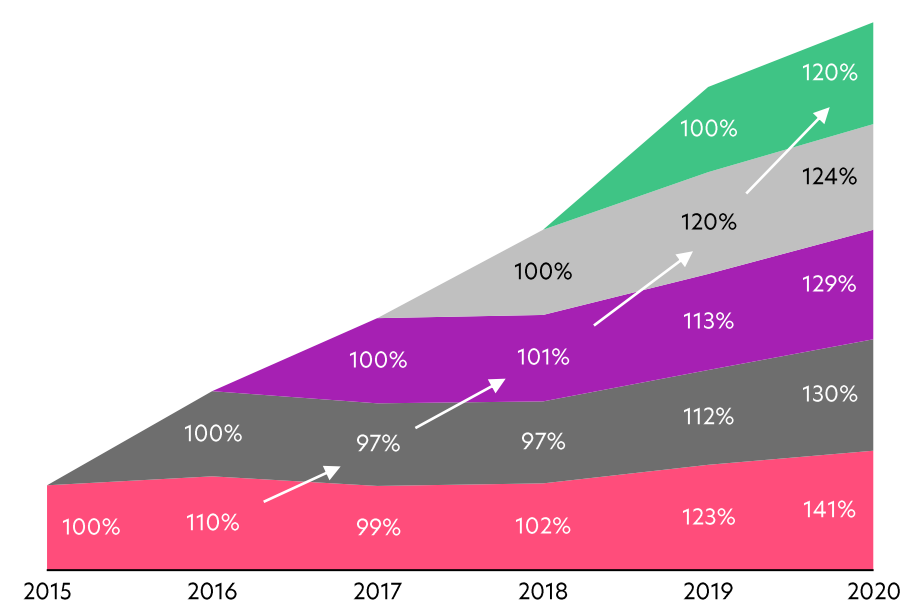
... allowing us to focus on replicating in other geographies all retention and user's engagement know-how acquired during the last years



GMV per Cohort
(R\$ B)



GMV retention per Cohort
(%)



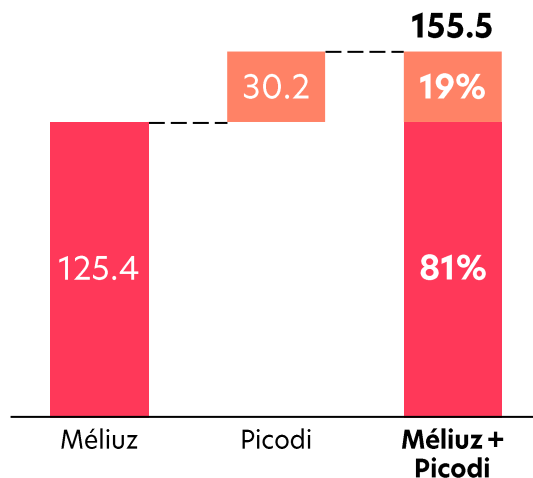
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2012
- 2011

Obs: O GMV (Gross Merchandise Volume) ou Volume Bruto de Mercadoria considera o valor total das vendas geradas para nossos parceiros do e-commerce.

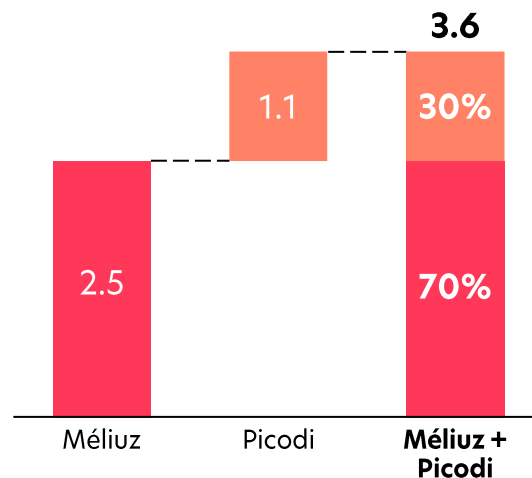
At the same time, we **diversified our revenue in other currencies and geographies**, through a mature and sustainable operation



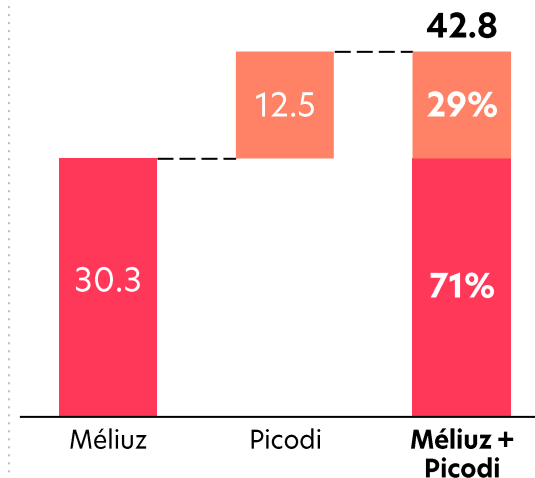
2020 Net Revenue¹
(R\$ MM)



2020 GMV
(R\$ B)



2020 EBITDA¹
(R\$ MM)



Data considers 1 PLN = 1.49897 BRL

(1) Due diligence process considered figures related to Dec/19-Nov/20. FY20 data has not been audited yet due to differences in local legislation regarding accounting terms.

- 1** **Continue increasing our team:** time to accelerate benefits from new investments done in our recruitment and people development teams
- 2** **Continue growing our user base benefiting from boarder portfolio of products and services:** Méliuz Empréstimos, Méliuz Nota Fiscal, Gift Card and Mobile Top Up in-app purchase, Méliuz Card, Marketplace....
- 3** **Continue advancing our M&A funnel** seeking for opportunities that reinforce our positioning in Financial Services and Marketplace
- 4** **Implement the cashback model in Picodi.com:** launch features and products that improve engagement and retention on the platform

Méliuz

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