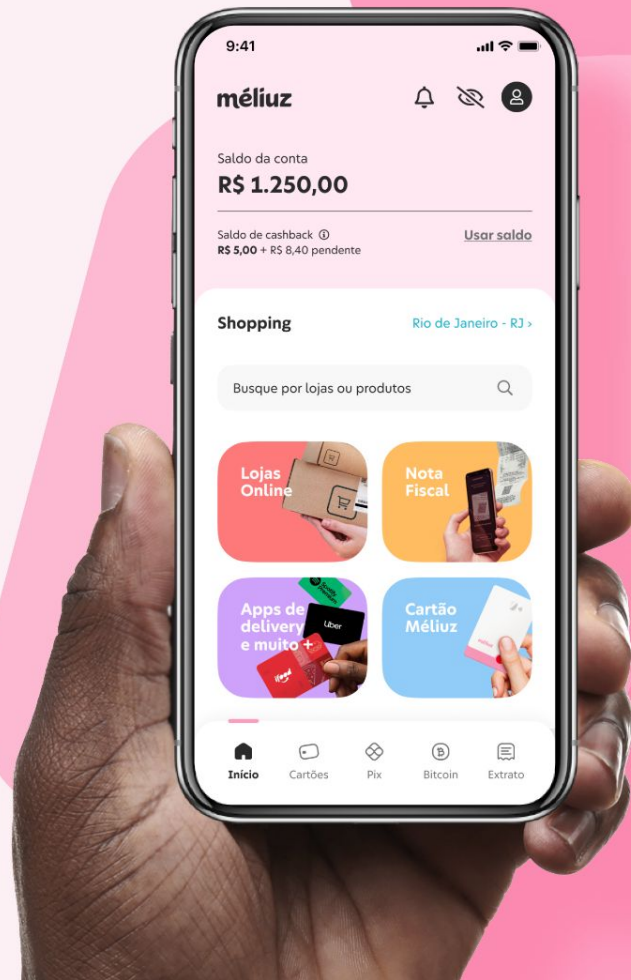
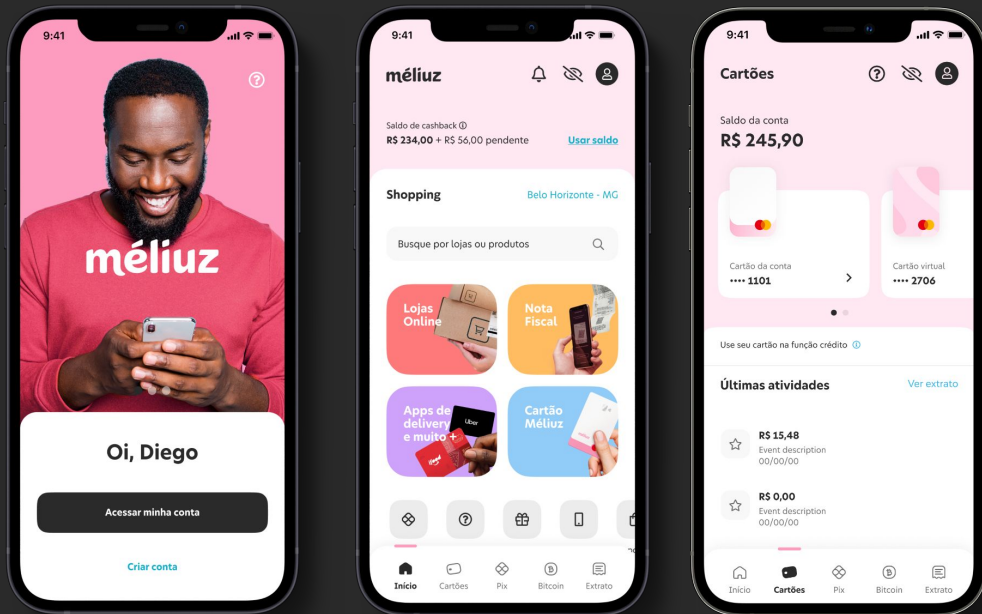


# 1Q22 Earnings Presentation

May 10, 2022



# New app rollout finished for 100% of Android user base



## Pillars and critical success factors of rollout



Service  
level



Fluid  
experience



High technical  
quality



Scalability

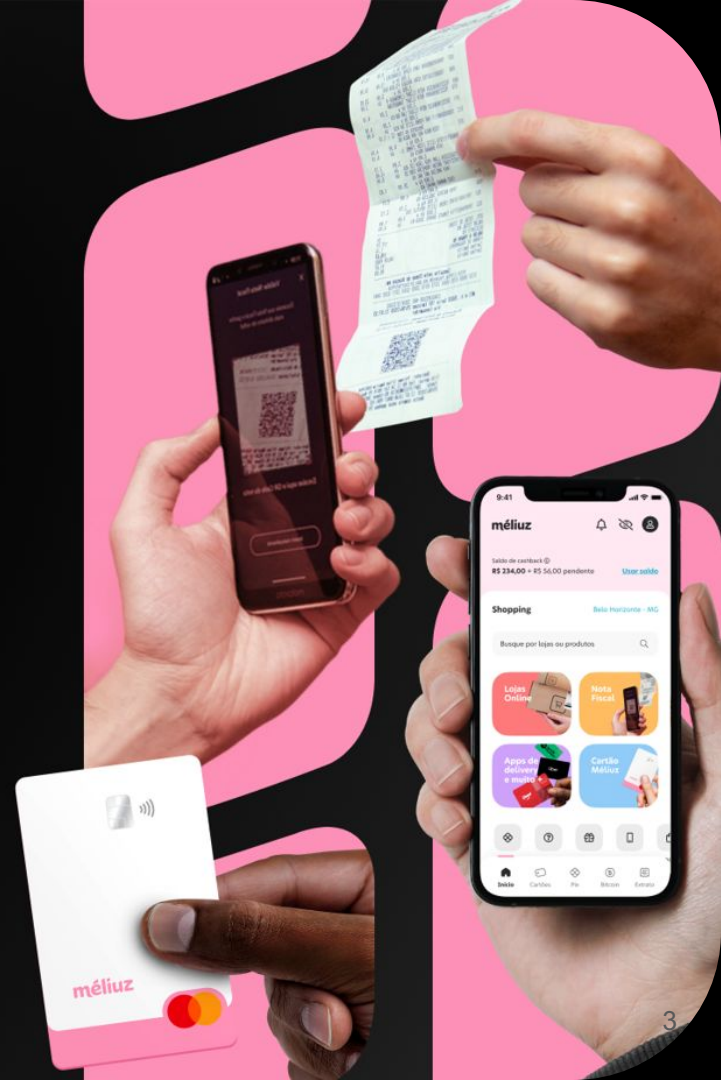


Security

# Thorough experience with the integration of shopping and financial services

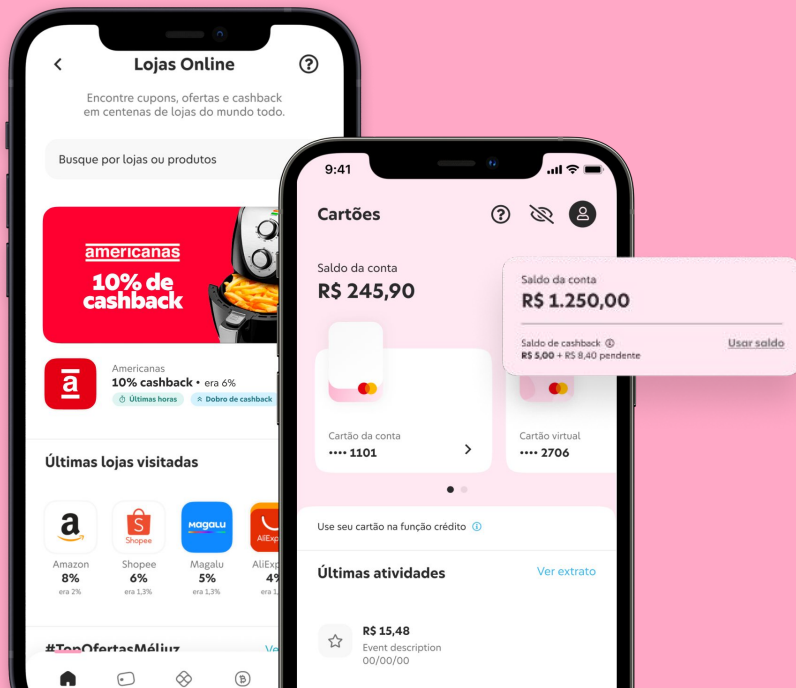


More user interaction  
and engagement with  
the app



# Focus on monetizing the current base

cross-selling with new products  
increasing revenue per user



## Digital account

100% free, fluid and integrated shopping experience



## Transactions with Pix

Sending and receiving Pix totally free  
with just a few clicks



## Credit, debit and prepaid card

No annual fee nor minimum expense, international, with cashback,  
1st card in Brazil without a magnetic stripe (more security)  
and 24-hour service



## Buying and selling Bitcoin

Buying and selling from R\$ 1,00



## Méliuz Invoice

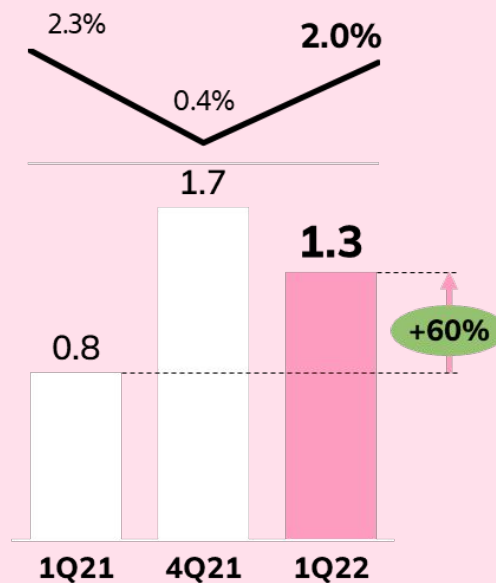
Cashback in physical stores

**Strong GMV growth**  
with healthy  
margins

## GMV and net take rate

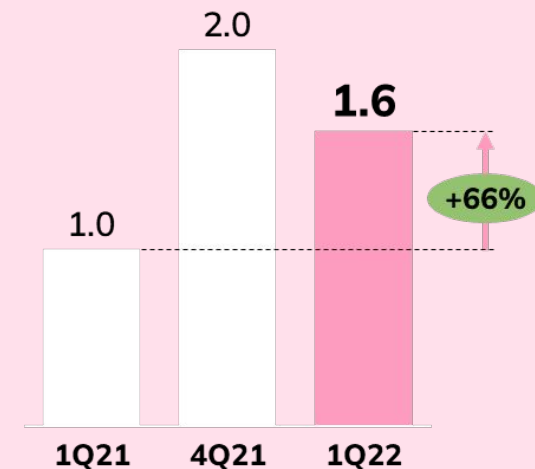
Brazil shopping

(R\$ B)



## Consolidated GMV<sup>1</sup>

(R\$ B)

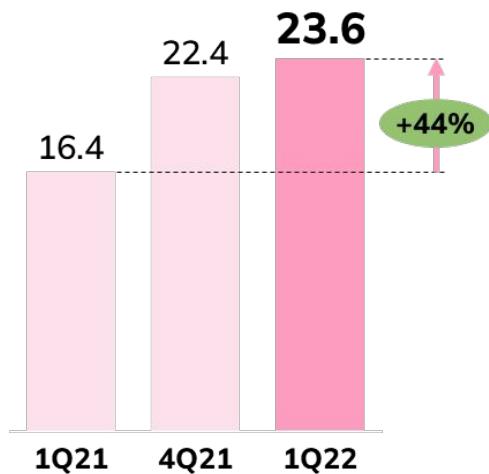


(1) Consolidated GMV: considers Brazil and international shopping operations.

# Solid growth of the user and buyer base, enabling cross-selling opportunities

## Total accounts<sup>1</sup>

(#MM)



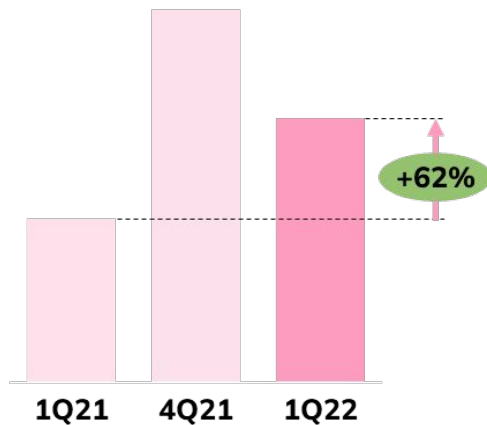
**18.8k**

accounts opened  
per business day in 1Q22

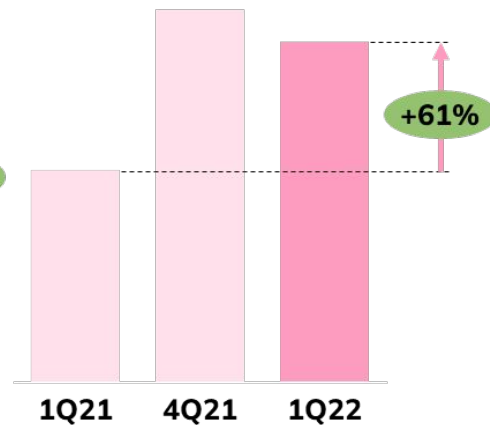
**8.6 MM**

active users<sup>2</sup>  
in the last twelve months

## New Buyers<sup>3</sup> Brazil shopping



## Total Buyers<sup>3</sup> Brazil shopping

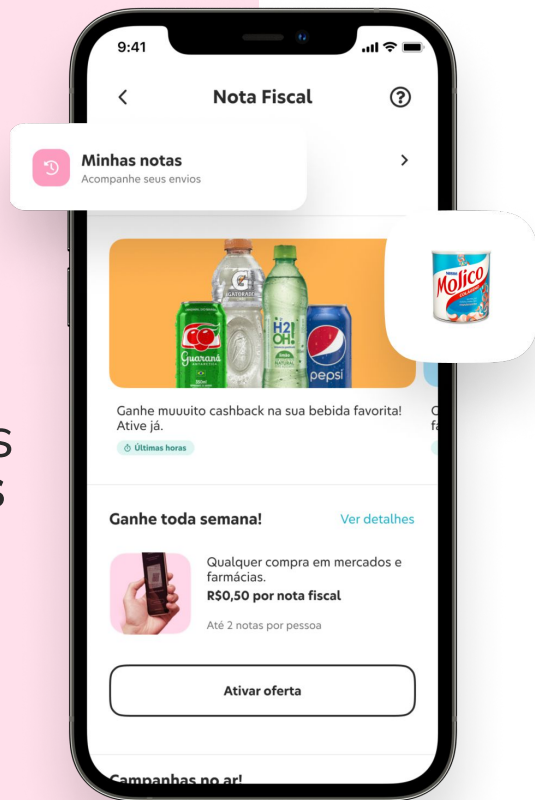


(1) Total accounts: considers Méliuz only;

(2) Active users: definition available in the 1Q22 Earnings Release glossary;

(3) New buyers and total buyers: The numbers include only the Méliuz shopping (without acquisitions).

Méliuz Invoice  
increases user  
base engagement  
and assertiveness  
in offering products  
and credit to users



In 1Q22

**318k**

unique users  
(+129% yoy)

**6.6MM**

offers activated  
(+1,017% yoy)

**32.9MM**

sellout datapoints<sup>1</sup>  
(+256% yoy)

Product coverage  
since its origin

**71%**

of the  
municipalities  
of Brazil

**3,972**

cities

(1) Sellout Datapoints: represents the volume captured from records of sold items on invoices.

# Internationalization: we are successfully applying the playbook we built in Brazil

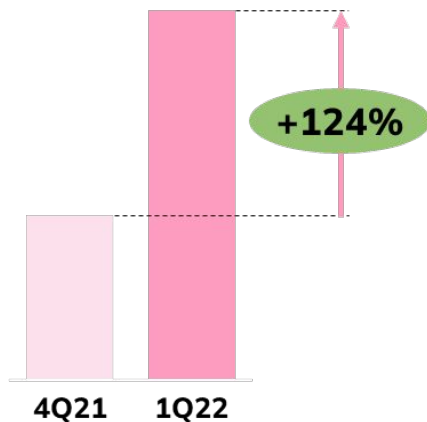


## New Picodi evolution

new accounts opened in 9 countries

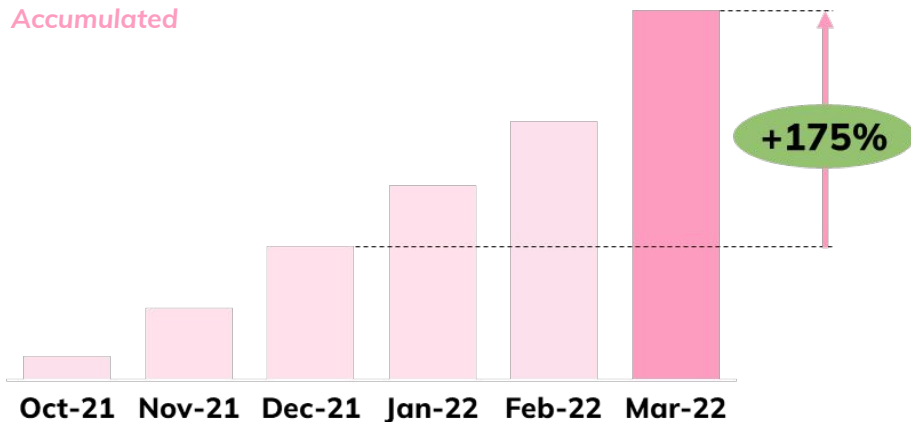
**+ 273K**  
accumulated  
accounts opened  
until 1Q22

## GMV clients with opened accounts<sup>1</sup>



## New buyers with opened accounts

Accumulated



(1) 4Q21 and 1Q22 are the first two full quarters with the cashback features.  
The GMV of customer purchases identified to receive the cashback.

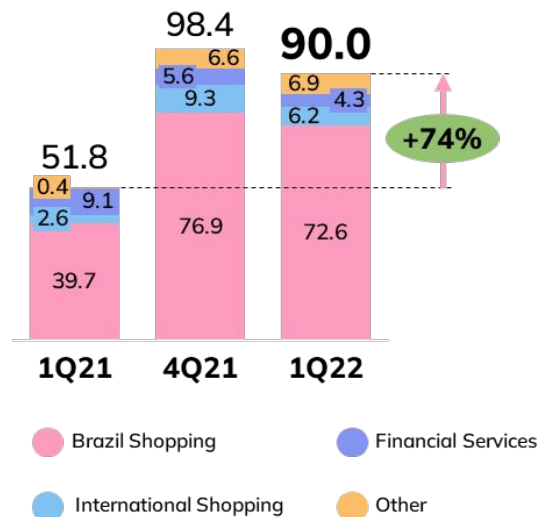


# Total net revenue: a record for a first quarter



## Total net revenue<sup>1</sup>

(R\$ MM)



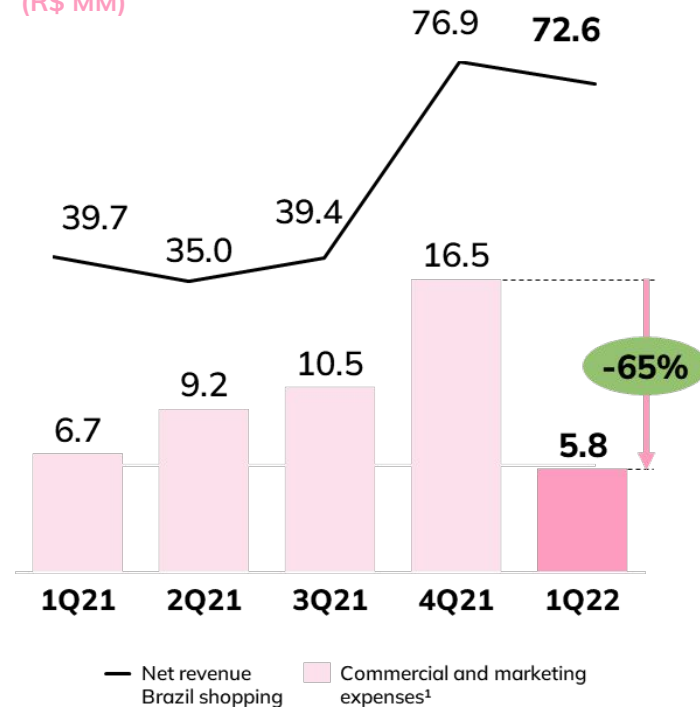
(1) Net revenue: considers Picodi values from March 2021 onwards.

Revenue growth  
aligned with  
**efficiency in user  
acquisition and  
engagement  
strategies**

## Net revenue and commercial and marketing expenses

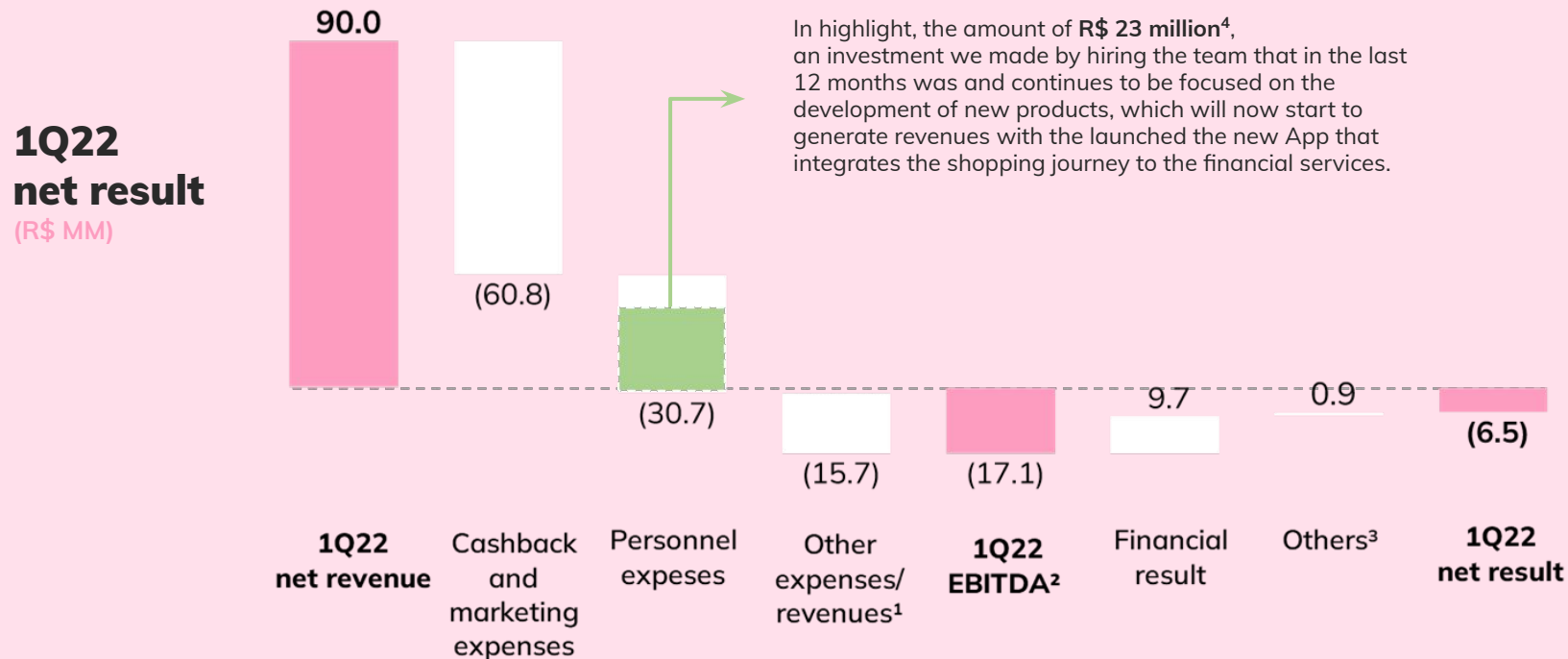
Brazil Shopping

(R\$ MM)



(1) Commercial and marketing expenses: includes the parent company's numbers.

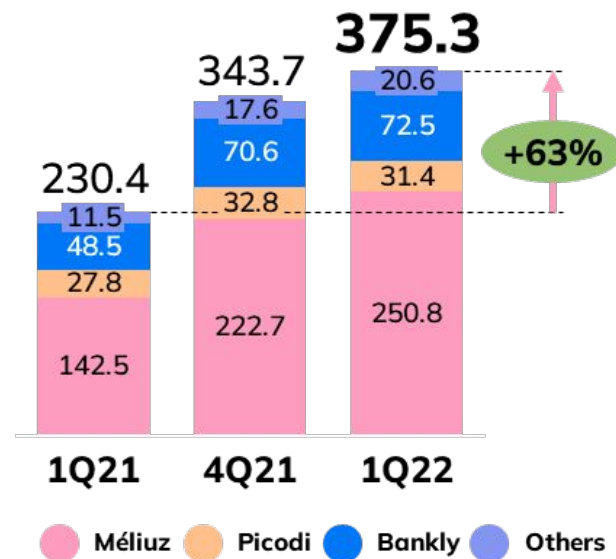
# We consciously invest in growth, launching new products that will add value to the business



(1) Other Expenses/Income: General and administrative expenses, software expenses, third-party services, other DRE income/expenses;  
 (2) Excluding extraordinary M&A expenses, we would reach an adjusted EBITDA of negative R\$17.0 million in 1Q22;  
 (3) Others: depreciation, amortization and taxes;  
 (4) Difference between personnel expenses in 1Q22 versus 1Q21.

**Acquisitions  
unlock  
new fronts of  
value creation**

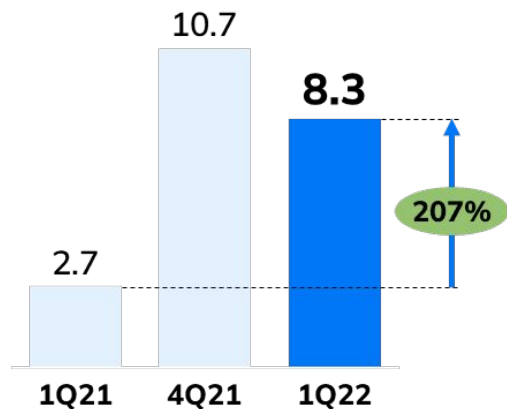
**LTM Pro forma net revenue  
with acquisitions**  
(R\$ MM)



# The embedded finance business continues to grow, not yet leveraged by Méliuz's new products

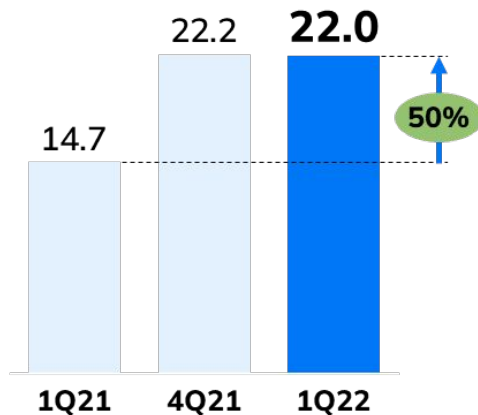
## TPV

(R\$ B)



## Net Revenue

(R\$ MM)

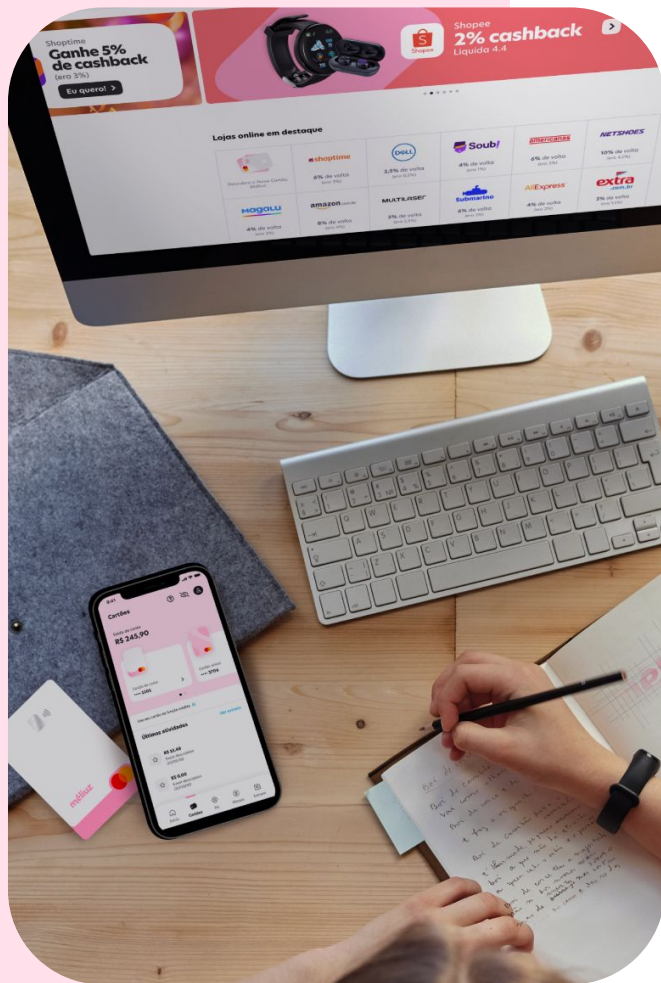


**173**

clients

**30%**

1Q22 gross margin



## Our plans for the next quarters:

- **Finalize the rollout of the new App for IOS user base**  
launching the new features to 100% of the user base
- **Increase revenue per user**  
focused on cross-selling products
- **Maintain the cash position healthy**  
preserve the company's liquidity  
focus on increase marketing efficiency  
focus on reducing the number of new hires

**+R\$ 500 MM**

cash and  
cash equivalents<sup>1</sup>

(1) Cash and cash equivalents: considers CASH3 group

Discover,  
decide,  
buy,  
save,  
invest,  
pay  
and win.

**All  
with  
Méliuz.**

?!

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