

méliuz

2021 Results

March 29, 2022



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RESULT WEBCAST

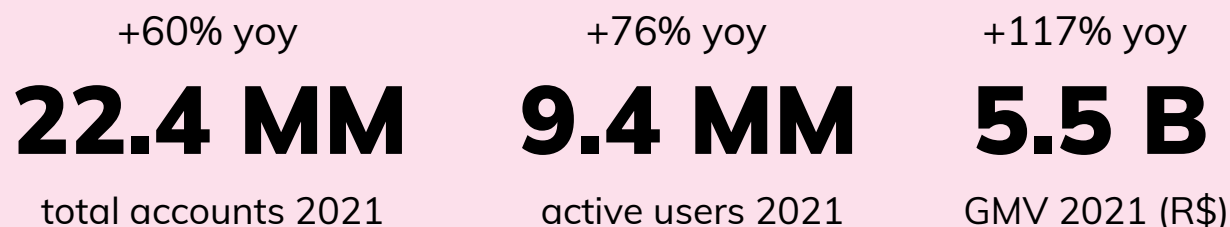
March 30, 2022 at 11:00 am (BRT)
with simultaneous translation into English*

Webcast Link: [Click here](#)
Access Code: Meliuz

*Select the Language of your choice by clicking on the "Interpretation" button that will be located at the bottom of the Zoom screen

Operational and financial highlights

Strong and sustainable growth throughout 2021, paving the way for value creation on new fronts.



+0.4 p.p. yoy

6.4%

take rate 2021

+1.1 p.p. yoy

7.4%

take rate 4Q21

+110% yoy

264 MM

total net revenue
2021 (R\$)

+72% yoy

191 MM

shopping Brazil net
revenue 2021 (R\$)

CEO's Message

Dabacuri - the union of two tribes

We entered 2021 with 155 employees, a recent IPO and with the objective of taking the next steps in Méliuz's history. At that time, we completed 10 years of history empowering consumers in the purchase journey and helping partner stores to sell more. The feeling was a mix of accomplishment, for having built a strong base with millions of users and thousands of partners, with the certainty that the best was yet to come.

I remember well when I presented to the Board of Directors the desire to create our own credit card. That was in 2018, when we were still a privately held company. We started 2019 with a co-branded card and, in a short time, we were able to prove that our hypothesis was correct: a strong ecosystem, formed not only by users, but by what we call lovers, or passionate customers, has a lot of value. It was through engagement with this passionate and recurring customer base that we were able to reach 7 million co-branded credit cards requested. The product's success made us comfortable to take the next step and expand our presence in financial services.

To achieve this goal, we needed an exceptional team, aligned with our culture and with deep knowledge and experience in the new verticals of financial services. We also needed a robust and scalable technology infrastructure, in addition to the necessary banking licenses. We managed to unlock all this with the acquisition of Bankly, an embedded finance platform that, in addition to meeting our needs, opens up great avenues for generating value through the provision of services to third parties.

Although the acquisition is still pending approval from the Central Bank, we commercially contracted the company and became their clients - one more among more than 150 that the Company has conquered in recent years. Then, what we call Dabacuri began, a project that consecrated the success of Méliuz 1.0 trajectory, focused on shopping, and which started Méliuz 2.0 era, in which financial services became part of our ecosystem.

Dabacuri is an expression used by indigenous peoples of the Upper Rio Negro, a river in the Amazon, to describe the exchange of knowledge between the tribes. Nothing better than the term Dabacuri to represent our project to create a new application, whose objective was to integrate the shopping environment into the financial services.

It would be possible to write a book of these last few months telling about the idealization and construction of our new App. There would be no shortage of chapters on challenges,

discussions, willpower, agony and, of course, overcoming. The official launch took place at the end of January and we are gradually opening up the new experience to the entire Méliuz user base. The results are very encouraging and come as a consequence of a job well done by our team to build a fluid product, simple to use and that addresses the main pains of users.

From January to now, the work became oriented towards constant evolution, as it should be: weekly, our business units (bank account, card, crypto, shopping, etc.) continue to launch improvements and functionalities to offer the best for our users, in a continuous process.

We are thrilled with the delivery of the new App. In addition to adding new revenue streams to the Méliuz portfolio and diversifying our business, we are convinced that the new application alone will be able to attract and keep users increasingly connected and engaged. We are confident in the continued growth of our shopping operation and in the evolution of financial products and services from 2022 onwards.

On the other hand, we know that 2022 will be a very important year for Méliuz consolidation in the financial services environment and that we have a huge challenge with the delivery and scaling up of new products. We will be prudent and rigorous with the use of our cash throughout the year, prioritizing the distribution of new financial products to our existing user base. Thus, at first, we reduced the need to carry out user acquisition campaigns to a broad range of people. As we like to say: first, let's fish inside our qualified customer aquarium.

And we don't stop there...

We look at Bankly as the AWS (Amazon Web Services) of financial services. We strongly believe in the embedded finance model and that companies need financial services, but not necessarily a bank. Bankly provides modular and customizable platforms with the latest technology and security, banking licenses and regulatory expertise. The evolution of the numbers impresses us and, in 2021, Bankly reached a TPV of R\$ 26.2 billion, 14 times higher than the value of 2020.

We believe that Bankly will be a relevant source of revenue for the group and value for shareholders, not just a cost center. Therefore, once the acquisition is complete, we will continue to invest in Bankly, as a 100% independent company, to ensure that it continues to grow and serve, not only Méliuz, but also the more than 150 current customers and all those to come.

After another 10 years as founder and CEO, my feeling today is as good as it could get. We have never had such a good App before, nor have we had 1,000 people on the team priorly,

maintaining the level of culture and technical quality that we never gave up. We have never been so well capitalized, with more than R\$ 500 million in cash.

Our pre-IPO history is marked by the fact that we managed to reach 10 million users, having raised only R\$ 30 million in investments. That says a lot about who we are and how we work. It also reinforces how we continue to be: a team with a strong and efficient culture that believes that nothing is impossible.

Bring on 2022.

Day one!

New Méliuz experience

Creating new fronts of value generation

During the second half of 2021, more than half of the team dedicated itself to building the new Méliuz app, which has reached the market with the company's new visual identity and new positioning.

With the aim of facilitating the purchase process for users by offering financial services that are seamlessly integrated into the existing shopping journey, the new experience offers: free digital account, bitcoin purchase and sale, Platinum credit card, debit and prepaid card (which allows the user to use their account balance to make purchases in the credit function at any online or physical establishment that accepts the Mastercard brand).

With the integration of new financial services, Méliuz becomes a complete and valuable platform, where users can discover, decide, buy, pay, invest, save and earn using a single application - Méliuz. With more contacts with our users, there will be more opportunities to engage with our partner stores, for whom we can generate even more value.

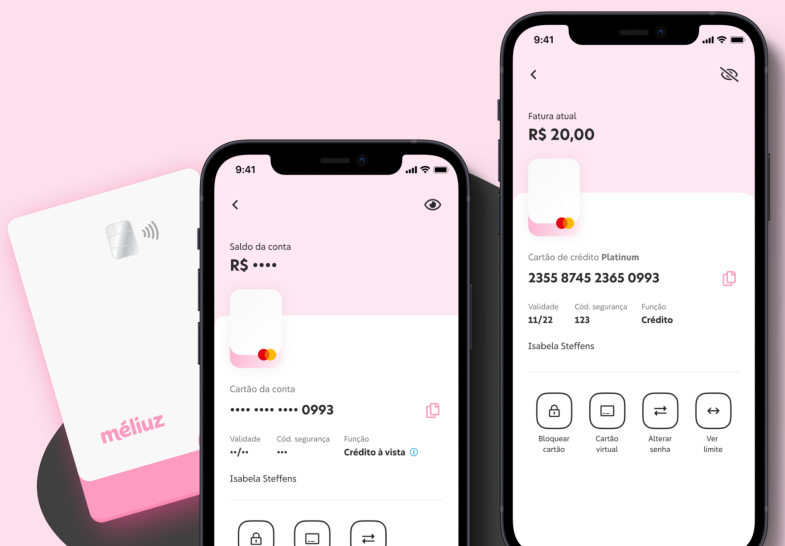


All technological infrastructure, banking licenses and regulatory expertise are provided by Bankly. In addition to accelerating the launch of the new services to Méliuz user base, this strategy also contributes to Bankly's growth. All products that were developed for the new Méliuz experience become part of Bankly's portfolio, making it even more complete and attractive to other companies interested in the embedded finance model.

New Méliuz Card

The New Méliuz Card is a multiple card (credit, debit and prepaid) with Mastercard Platinum International brand, with no annual fee and which offers cashback and cryptoback on purchases. Accepted worldwide for in-person and online purchases, the card is available in physical and virtual versions. The latter of which, in addition to greater security, guarantees more agility as it allows the user to make purchases even before the physical card arrives.

In addition to the difference in the brand category, the new card has other important advantages compared to the co-branded version and other options available on the market: total control of the card through the Méliuz application, with a fluid and intuitive experience; return of up to 2% in cashback on purchases; and 24-hour service provided by a team 100% integrated with Méliuz.

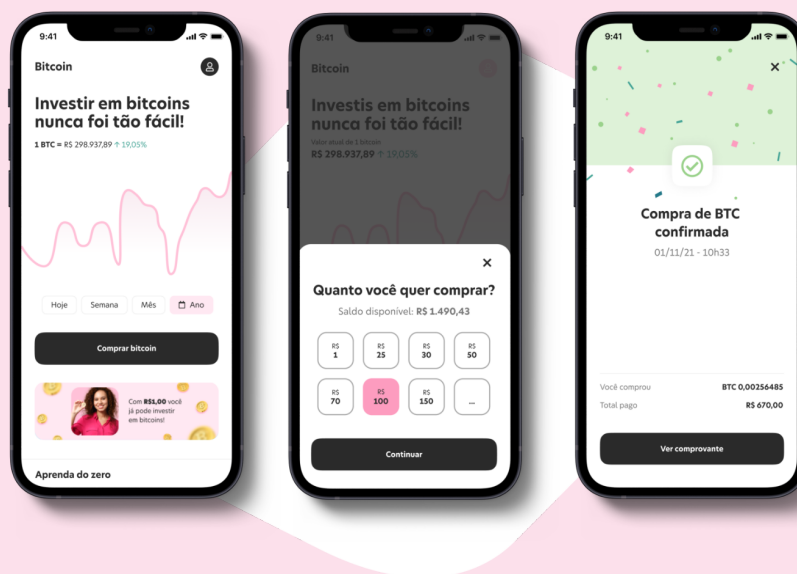


Security is another differential of the new Méliuz Card, which is the first in Brazil to be issued without the magnetic strip. This innovation makes card cloning difficult, encourages the use of the contactless payment function and also reduces the cost of plastic production.

We are excited. Even though we have not made the new card available for every user yet and with little marketing effort so far, we have received more than 900 thousand subscriptions to the waiting list for the new product.

Cryptocurrencies

The bitcoin buying and selling feature within the new Méliuz app was designed to be the easiest way to invest in cryptocurrencies. In addition to allowing the user to start investing with just R\$1.00, the complete transaction experience takes just a few taps and a few seconds.

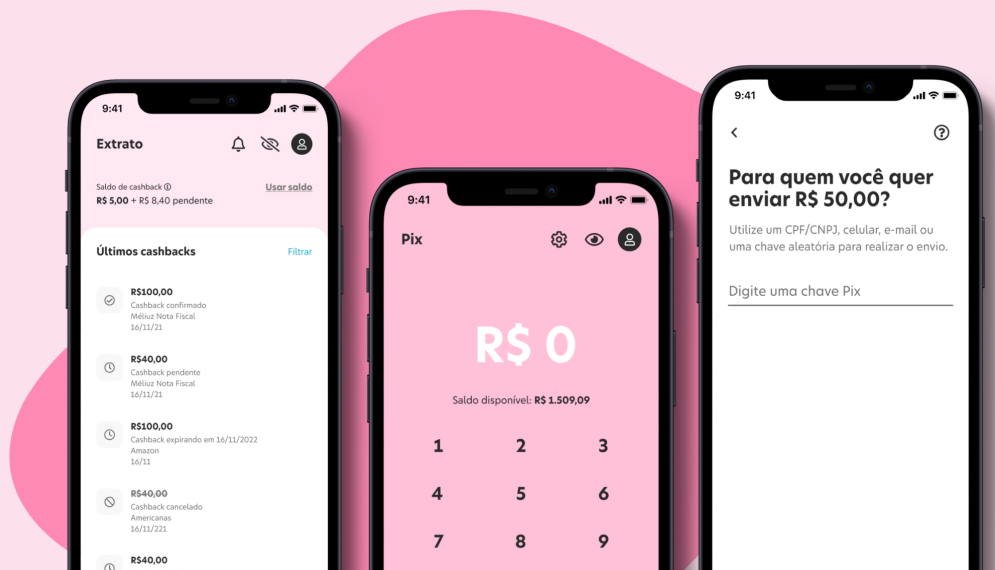


The possibility of receiving cashback in crypto within Méliuz app is also an important differentiator of the new product, which will certainly contribute to increase the engagement and attract new users to the platform.

Digital account

Méliuz's digital account, available in the new App, is 100% free and guarantees access to all Méliuz services, such as: cashback via Invoice, mobile top-up, gift card purchase, sending and receiving Pix (which is the Brazilian instant payment system), investment in cryptocurrencies, in addition to the new Méliuz Card.

The experience of transferring values via Pix through the Méliuz account is another differentiator of the new product. Following the same logic applied to every new experience we provide, the user can complete the transaction with just a few taps, in a simple and frictionless way.



Transparency, ease and integration

The new services and the entire new Méliuz experience were developed based on the company's purpose of always looking for solutions for users and partners to always win. To this end, it is essential to create a completely fluid experience between shopping services and new financial products, so that we can help our users to achieve what they want to buy. At the same time, we become more efficient in leveraging our partners, bringing new solutions and tools that make the consumer journey easier.

Although the new App already brings a lot of new features, the roadmap for launching new services is extensive. We are already working on the development of new features that will be gradually released to the public, such as interest-bearing account, salary portability, transactions with other cryptocurrencies and more possibilities for using cashback.

New brand and new positioning

We felt the need to transpose the premises of our product into the brand's visual identity and reinforce our purpose of being the best shopping option for customers and partners.

The launch of the new brand is in line with Méliuz's purpose of providing an increasingly fluid consumer experience for consumers, creating an ecosystem that integrates shopping and financial services. With more well-defined and easy-to-read features, the design of the new logo prioritizes organic shapes, without edges, highlighting the human side of the Company and making it closer, accessible and aggregating, as are the products and services offered by Méliuz.

The color pink, already characteristic of the company, underwent an update and seeks to combine coziness and innovation, reinforcing the Company's purpose of creating connections - between consumers and brands, consumption and financial services, ease and technology.

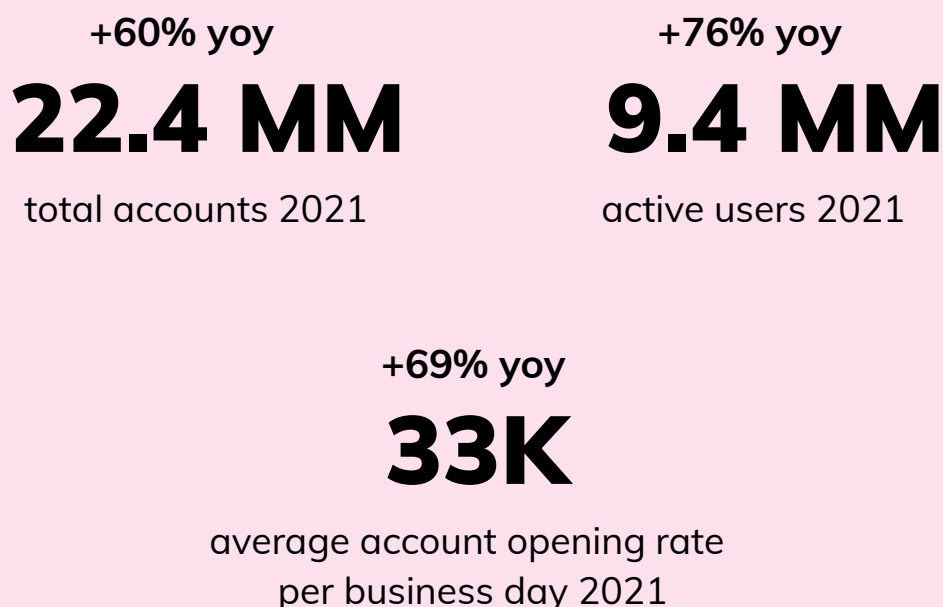
The new positioning - **the pleasure of always winning** - reinforces Méliuz's mission. Since its foundation in 2011, we have been working with the purpose of offering benefits to consumers and partner retailers through the best digital solutions. The new experience expands this range and is now better represented by the new visual identity and new tagline.

Operational evolution

User base

We ended 2021 with a total of 22.4 million accounts, an increase of 8.4 million compared to 2020, when we registered 14.0 million accounts. In 2021, we had an average rate of 33 thousand new accounts opened per business day, representing an increase of 69% compared to 2020. We almost doubled the number of active users in the year, registering 9.4 million at the end of the period, compared with 5.3 million at the end of 2020.

Having a robust and engaged user base is essential to promote the evolution of the new financial products. This is our main focus for the year: keep on increasing the current user base engagement, increase cross-selling between products, especially the new ones and, thereby increase average revenue per user.



On a quarterly basis, we added 1.6 million accounts and the number of active users remained quite stable at 9.5 million. This was already expected due to the end of the co-branded credit card agreement and the end of user acquisition campaigns focused on this product.

Visits to our platforms

The number of visits and installations on the different platforms continues to show strong growth, especially visits to the App, which amounted to 169 million in 2021, representing an increase of 181% compared to 2020, when we recorded 60 million visits. The app has been our fastest growing platform for a number of years in a row, following a global trend. Product improvements, enhancement of user retention rates, a good performance of our commercial team in the negotiation of discount coupons and cashback, and the successes in new user acquisition campaigns are some of the reasons for these records being broken.

Our expectation is that this number will still increase considerably throughout 2022 due to the launch of the new App. Services such as the digital account, buying and selling bitcoin, creating the account card, and the fact that the management and the experience of the new credit card is now within our own app will greatly contribute to the escalation of this metric.

Website visits reached 97 million in 2021 compared with 56 million in 2020, an increase of 72% between the periods. Regarding the active plugin in the browser, we reached 862 thousand active plugins at the end of 2021, compared to 666 thousand at the end of 2020.



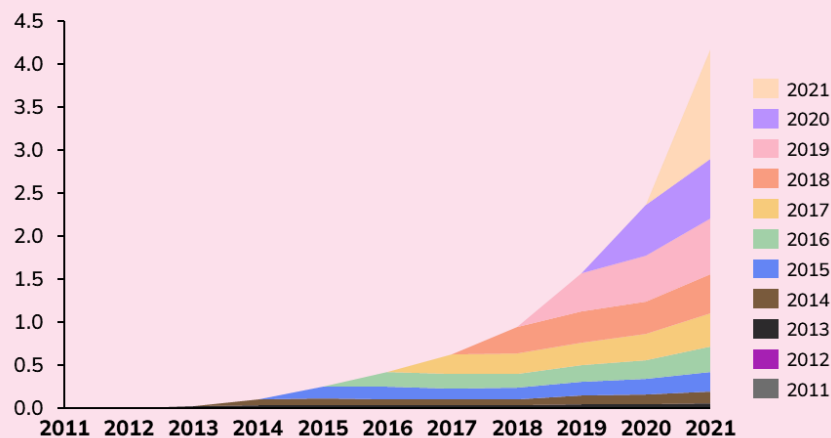
On a quarterly basis, we reached a total of 54 million visits to the App in 4Q21, 22% and 97% higher than in 3Q21 and 4Q20, respectively. Website visits grew by 5% compared to 3Q21 and 15% compared to the same period of the previous year, reaching 25 million visits in 4Q21. Regarding the active plug-in in the browser, the increase compared to 3Q21 was 5%, when we reached 818 thousand active plug-ins.

Shopping

Buyers

The new buyers metric is one of the most important for consolidating the Company's long-term strategy. The result of the consistent addition of new cohorts¹, linked to an effective retention of these users in the base, enables the Company to grow sustainably in the long term. This effect can be seen in the charts below, as over the past few years we have been adding more and more cohorts and, at the same time, improving the retention of older cohorts.

GMV per cohort
Brazil Shopping
(R\$ B)

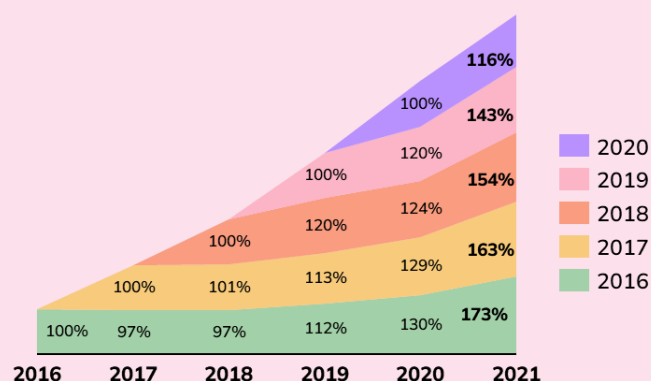


¹ GMV data by cohort includes Méliuz results only (without acquisitions).

GMV retention per cohort

Brazil Shopping

(R\$ B)

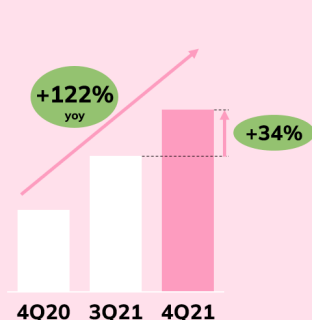


We achieved an important growth of 165% in **new buyers**¹ and 93% in the **total number of buyers** between 2021 and 2020. As in 2020, on average, a user made seven purchases in 2021 using one of Méliuz platforms.

On a quarterly basis, we reached a growth of 34% compared to 3Q21 and 122% compared to 4Q20. This growth is mainly due to the Black Festival, an event that took place throughout the month of November, in which we carried out campaigns aimed mainly at attracting new users. With regard to the total number of total buyers, we grew 28% in comparison to 3Q21 and 78% in relation to 4Q21.

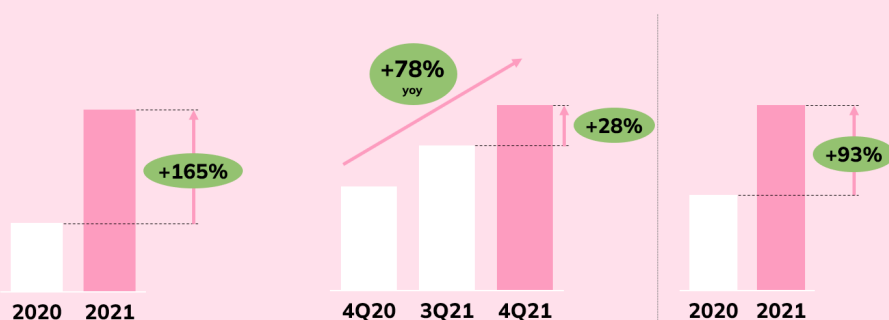
New buyers

Brazil Shopping



Total buyers

Brazil Shopping



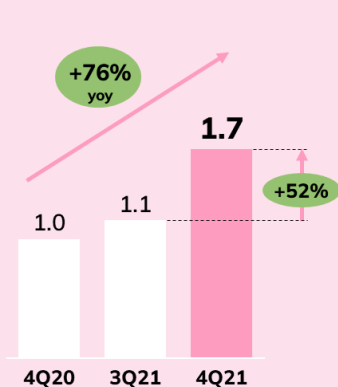
¹ The numbers of new buyers and total buyers include only Méliuz shopping (without acquisitions).

Sales Volume (GMV)

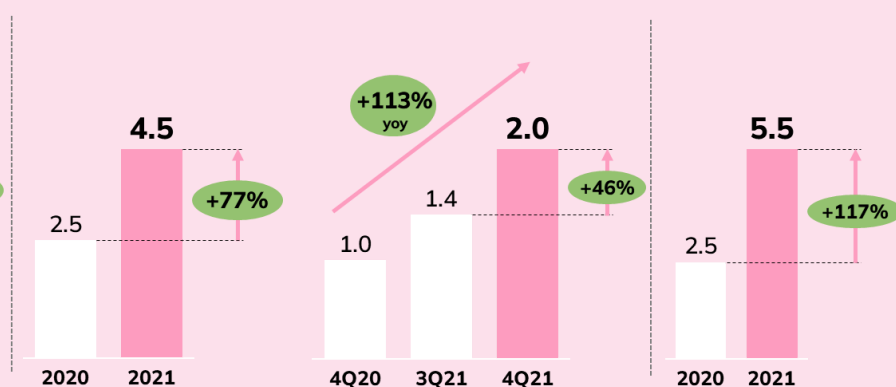
We ended 2021 with a total GMV of R\$ 5.5 billion, of which R\$ 4.5 billion refer to Méliuz, R\$ 852.3 million refer to our international shopping operation (considered from March 2021 onwards) and R\$ 161.3 million to Promobit (considered from May 2021 onwards).

Méliuz's GMV of R\$ 4.5 billion in 2021 was 77% higher than in 2020, when we recorded R\$ 2.5 billion. This growth is the result of a number of factors: i) successful execution of the user attraction and retention strategy throughout 2021 and ii) extraordinary campaigns throughout the Black Friday period.

Méliuz GMV
(R\$ B)



Consolidated GMV¹
(R\$ B)



On a quarterly basis, considering only Méliuz (excluding the other companies in the group), we reached a GMV of R\$ 1.7 billion in 4Q21, a growth of 52% compared to 3Q21 and 76% compared to the same period of the previous year. In relation to the other companies in the group, we had a GMV of R\$ 266.8 million referring to international shopping and R\$ 80.0 million for Promobit in 4Q21, totaling a GMV of R\$ 2.0 billion in the consolidated view in the quarter, representing a growth of 46% compared to 3Q21, when we reached R\$ 1.4 billion, and 113% compared to the same period of the previous year, when we recorded R\$ 1.0 billion.

¹ GMV consolidated: considers shopping Brazil and international

Concerning international shopping, we reached a GMV of R\$ 266.8 million in 4Q21, a growth of 14% compared to 3Q21, when we reached R\$ 234.2 million. This difference is a result of: i) the increase in sales due to the high seasonality of the period, of R\$ 26.4 million and ii) the exchange variation in the period, which positively helped by R\$ 5.7 million. Promobit registered a GMV of R\$ 79.9 million in 4Q21, representing a growth of 62% in comparison with 3Q21, when it reached R\$ 49.3 million. This rise is explained by the increase in campaigns and actions during the Black Friday period.

Take rate

In 2021, we reached a record average take rate of 6.4%, compared with 6.1% in 2020. This growth is the result of better negotiations and the implementation of incremental campaigns, when we achieved better commission rates with partners in order to offer greater cashbacks to our users.

+0.4 p.p. yoy

6.4%

take rate 2021

+1.1 p.p. yoy

7.4%

take rate 4Q21

On a quarterly basis, we reached a take rate of 7.4% in 4Q21, the highest in Méliuz's history. The value was 1.2 p.p. above 3Q21, when we registered 6.2%, and 1.1 p.p. above 4Q20, when we closed at 6.3%. The strong increase in the take rate in 4Q21 was mainly the result of seasonality in the period, combined with the incremental campaigns related to the Black Festival.

Méliuz Ads

With a qualified base of 22 million accounts, more than 169 million annual visits to the App and approximately 97 million annual sessions on the website, we have consolidated a diversified and multichannel environment capable of highlighting our partners, their products, offers and commercial actions in different moments of the user's purchase journey.

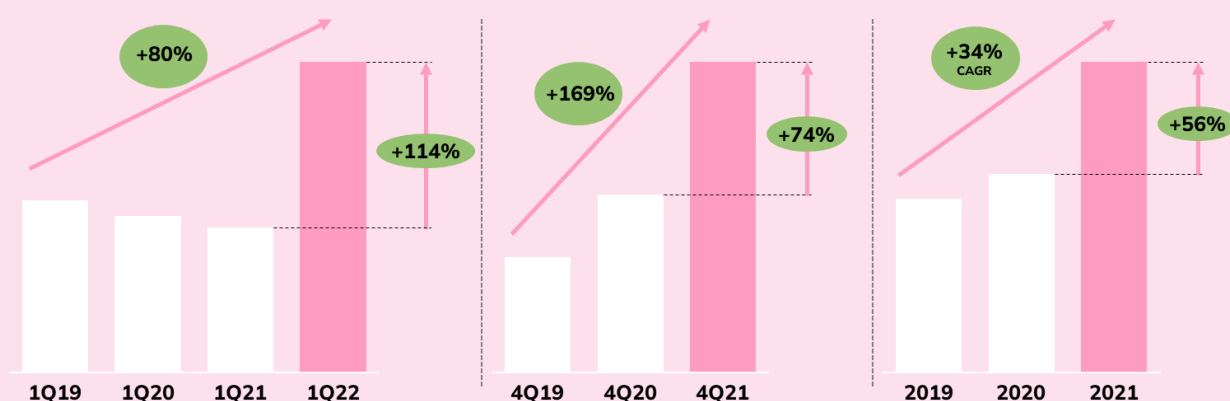
Our partners have at their disposal, through Méliuz Ads, a range of prominent positions throughout our website, application and extension, as well as a variety of dedicated

communications via CRM channels. Strategies are adapted depending on the partner and their goals.

Méliuz Ads revenue grew by 34% (CAGR) between 2019 and 2021. The positive trend is being confirmed at the beginning of 2022: until the beginning of March, the revenue has already exceeded 114% the amount registered in the same period last year.

In parallel, we continue to invest in improving our product and building algorithms that consume information from millions of users' data points we have access to. With this, we will be able to deliver even more assertive results for our users and better performances for our partners.

Méliuz Ads Revenue



International shopping

At the end of September 2021, we launched the cashback feature for users in 9 countries out of the 44 where Picodi is present. After almost six months of the feature launch, it is already possible to analyze that user behavior confirms the thesis that traffic activation is transformed into registration, registrations into buyers and, finally, buyers into retained users.

By the beginning of March, we had more than 200,000 accounts opened in these 9 countries, which makes us very excited and confident that we are on the right track. In this first quarter of 2022, we started the rollout process of Picodi's first app, which will certainly generate more engagement and user attraction.

It is important to note that the impact on GMV will come with time, which is necessary for the addition and retention of cohorts to produce significant GMV growth in relation to the

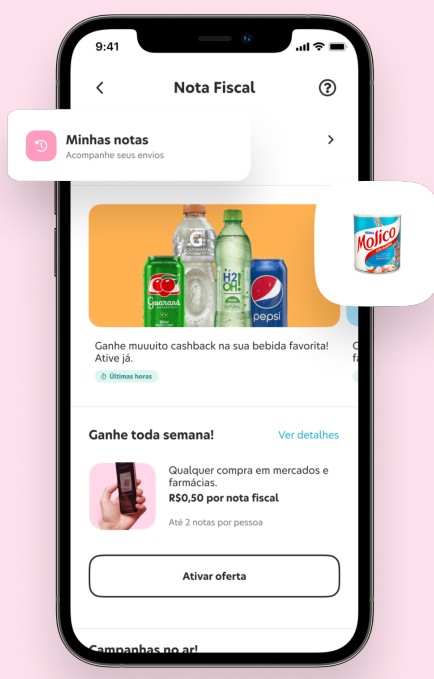
bequeathed organic result. By the time the user base is already created and retained, it will be natural to add other products and services to our portfolio, as we did in Brazil with Méliuz.

Méliuz Invoice

In 2021, 680,000 users activated offers on this feature. The total number of Méliuz Invoice offers activated went from 200 thousand in 2020 to approximately 11 million in 2021.

On a quarterly basis, 5.4 million offers were activated in 4Q21, an increase of 50% compared to 3Q21 and 405% compared to 2Q21. The number of users activating Méliuz Invoice offers was 345 thousand, an increase of 17% compared to 3Q21 and 77% compared to 2Q21.

In this quarter, the volume of records of items sold in the invoices was 29.8 million, an increase of 34% compared to 3Q21 and 97% compared to 2Q21.



Financial services

Co-branded card

Due to the end of the contract referring to the co-branded credit card in order to prioritize the launch of the new Méliuz App and financial products, the operational and financial indicators related to this card tend to decrease every quarter. On the other hand, in January 2022 we already started the rollout of the new App that already brings the first four financial products to our users: digital account, Pix, credit card and prepaid card and the purchase and sale of bitcoin. As mentioned in this report, other financial products and services will be gradually launched to the market, opening a range of new fronts for generating value for the Company.

In 2021, the cumulative number of requested co-branded cards reached 7.2 million, while, in 2020, it reached 3.1 million. The Total Payment Volume (TPV) for 2021 was 3.2 billion, compared with 942 million in 2020.

On a quarterly basis, the TPV was R\$947 million in 4Q21, in contrast with R\$914 million in 3Q21 and R\$506 million in 4Q20.

Financial performance

In January 2022, we announced our partnership with Mastercard as the brand for the new credit card and Méliuz account. With the partnership, it was agreed to implement several incentive programs for the coming years.

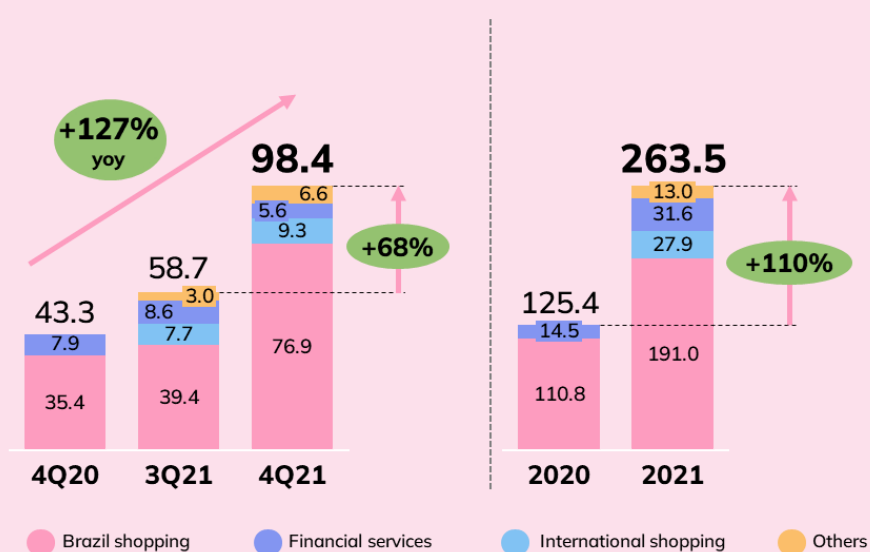
In this sense, Méliuz recorded in its balance sheet a receivable amount of R\$ 27 million as a first incentive related to the contract. This amount, which will be received by the Company in 1Q22, will be deducted from the Marketing Expenses line throughout the contract duration.

Net revenue

In 2021, we achieved total net revenue of R\$ 263.5 million, more than double the amount recorded in 2020, when we reached R\$ 125.4 million.

Of the total revenue for 2021, R\$ 235.6 million came from our operations in Brazil (shopping, financial services, Melhor Plano, Promobit, iDinheiro and Alter) and R\$ 27.9 million from the international operation.

Net revenue (R\$ MM)



This strong year-over-year revenue growth is mainly explained by:

- i) the higher GMV generated and the increase in the take rate at Brazil Shopping, causing its net revenue to go from R\$ 110.8 million in 2020 to R\$ 191.0 million in 2021, an increase of 72%;
- ii) the increase in financial services revenue from the co-branded card, which went from R\$ 14.5 million in 2020 to R\$ 31.6 million in 2021; and
- iii) by the revenue of the companies acquired throughout 2021, which together reached R\$ 39.3 million, of which R\$ 27.8 million came from international shopping (included in the result as of February 2021) and R\$ 11.5 million from Melhor Plano, Promobit, Alter and iDinheiro.

On a quarterly basis, we achieved total net revenue of R\$ 98.4 million in 4Q21, which represents a growth of 68% compared to 3Q21 and of 127% compared to the same period of the previous year.

Of the total revenue in 4Q21, R\$ 89.1 million came from our operations in Brazil (national shopping, financial services, Melhor Plano, Promobit, iDinheiro and Alter) and R\$ 9.3 million from the international operation.

Regarding Brazil Shopping, we reached a net revenue of R\$ 76.9 million in 4Q21, representing almost double the revenue recorded in 3Q21, when we reached R\$ 39.4 million. Compared to 4Q20, revenue increased by 117%, when we reached R\$ 35.4 million. This growth was mainly possible due to: i) the implementation of special campaigns during the Black Festival, when we took advantage of the high seasonality period to acquire new users and to increase the engagement of retained ones; and ii) the increase in the take rate in the period.

Regarding the international shopping operation, we had net revenue of R\$ 9.3 million in 4Q21, compared with R\$ 7.7 million in 3Q21. This growth still does not reflect the beginning of the cashback feature in the 9 countries where it was made available by Picodi. We expect that, throughout 2022, the operational and financial indicators related to cashback will gradually evolve in a solid and sustainable manner. Therefore, the R\$ 1.6 million increase on the international shopping revenue between 4Q21 and 3Q21 was the result of: i) seasonality in the period, with a positive impact of R\$1.4 million and; ii) exchange variation in the period, with a positive impact of R\$ 223 thousand.

Regarding the financial services, our net revenue in 4Q21 totaled R\$ 5.6 million, an already expected reduction compared to 3Q21 due to the de-prioritization of the co-branded card that occurred in the middle of 3Q21, in benefit of the creation and structuring of the new App and the new financial products that were launched in January 2022.

Operating expenses

In 2021, our operating expenses totaled R\$ 331.3 million, an increase of 242% over the previous year, when we closed at R\$ 96.9 million.

OPERATING EXPENSES	4Q21	3Q21	2021	2020
In millions of reais				
Cashback	67.5	27.2	140.5	59.1
Shopping	62.4	21.8	124.0	53.4
Other ¹	5.1	5.3	16.5	5.7
Personnel	27.4	18.9	67.0	18.4
Commercial and Marketing	18.6	11.3	47.2	8.1
Software	5.3	4.9	17.5	5.8
Third-Party Services	5.7	4.8	24.9	2.5
Other operating expenses ²	27.4	2.4	34.3	3.0
Operating Expenses (Total)	152.0	69.5	331.3	96.9

Cashback

As we always say, we insist on managing Méliuz with our “hand on the wheel”. That's how we got to the IPO with so little money, building an efficient and sustainable business. It is also true that we do not seek to optimize quarterly results, but to create long-term value for customers, partners and shareholders (ourselves included).

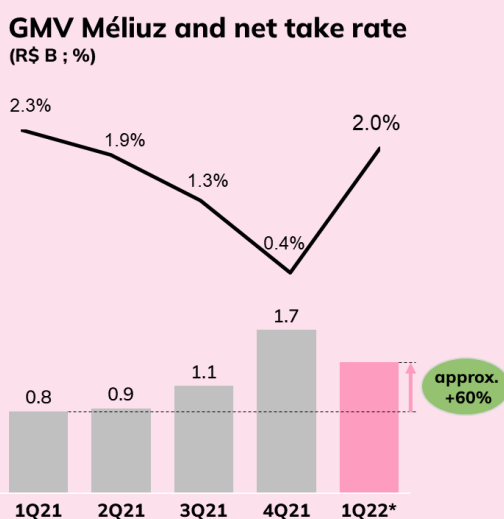
With the imminent arrival of several new services in 1Q22, it seemed important to us to invest more in the festive dates of 2021 to engage our users and attract new cohorts of buyers. This way, our communications about the New Méliuz Credit Card, our new visual identity and our new App are reaching a larger and even more qualified base.

¹ Other: cashback expenses for user acquisition (Refer & Win and etc) and other products;

² Other Operating Expenses: General and administrative expenses, depreciation and amortization and other expenses in the income statement.

This strategy came into effect in early September (which explains the lower net take rate in 3Q21) and was extended into 4Q21. It is important to mention that this was a deliberate strategy, with several incrementality tests, new models of interaction with users, new activation campaigns with partners, and that has already brought many positive results to our business model in 1Q22.

The average net take rate (commission received from partners minus the amount transferred to users as cashback) was 0.4% in 4Q21, compared to 1.3% in 3Q21 and around 2.0% in the first quarter of 2022.



* This growth considers the period from January to March 15, 2021 against the same period in 2020.

In 1Q22, as planned since the beginning, we have already returned to the levels that we currently believe are healthy for our shopping operation. In addition, Méliuz's GMV is growing by around 60% versus the same period in 2021, despite the strong basis for comparison. We believe it is further proof that our strategy was successful and coherent.

Personnel

In the personnel expenses line, we ended the year at R\$ 67.0 million, an increase of 264% compared with 2020, when we ended the year at R\$ 18.4 million. Since July 2021, we started hiring developers, software engineers, heads of business units and other important functions in order to build our new App with all the financial services integrated into it.

Since the second half of 2021, 60% of the Méliuz team has been working on the new App project and new financial products. In other words, although we define it as “expense”, we

consider this line to be the largest and most efficient of our investments, whose dilution will only appear with the evolution of the new revenue fronts created, in addition to the greater use of the shopping feature.

We are convinced that we managed to bring in the people that were necessary to deliver the new App project and the new financial products and, therefore, new hires will be punctual.

Commercial and Marketing

Commercial and marketing expenses amounted to R\$ 47.2 million, an increase of 264% compared with 2020. This increase is explained by the different actions focused on the growth and retention of our user base.

We punctually and deliberately increased marketing expenses during 4Q21 with the same objective mentioned above: substantially increasing the number of new users and further improving the engagement of retained ones, taking advantage of the high seasonality period and the proximity of the launch of the new App and of new financial products.

As occurred with the net take rate, from January to mid-March 2022, marketing expenses are in line with those recorded in 1Q21.

Other expenses

In 2021, we had an expense of R\$ 24.9 million with third-party services, an increase of 909% compared to 2020, when we ended with R\$ 2.5 million. This increase is mainly a reflection of Méliuz's extraordinary expenses of R\$ 9.8 million, referring to expenses with the six acquisitions carried out throughout 2021.

Excluding the extraordinary items, the variation in the third-party services line would have been R\$12.6 million in the annual comparison. This difference is mainly explained by the expenses with third-party services of these acquired companies (R\$4.4MM) and by the organic growth of Méliuz.

In the other operating expenses line, we ended the year with an expense of R\$ 34.3 million, an increase of 31.3 million compared to 2020, when we ended with R\$ 3.0 million.

¹ Picodi, Melhor Plano, Promobit, Bankly (pending Central Bank approval), Alter and Muambator assets.

This growth is mainly explained by extraordinary items in the amount of R\$ 18.5 million, namely: update of the fair value of the earn-out payable to companies acquired in 2021 (Promobit, Melhor Plano and Alter) and update of Picodi's stock options (R\$ 12.9 million); purchase of a part of Alter that belonged to minority shareholders (R\$ 7.0 million); and the recognition of the gain from the accounting of the purchase of iDinheiro (Gana), of which we now hold the remaining 49% of the Company (-R\$ 1.4 million).

Excluding the extraordinary items of R\$ 18.5 million, the variation in the other operating expenses line would be R\$ 15.8 million, mainly explained by the administrative expenses of the companies acquired in the year (R\$ 7.5 million).

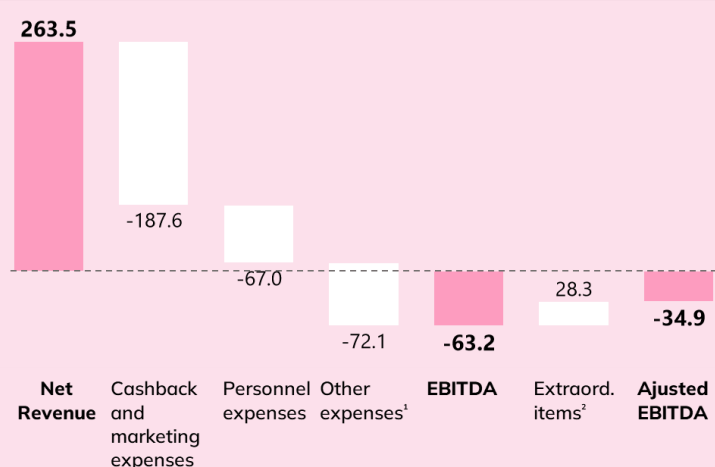
EBITDA

Excluding extraordinary items of R\$ 28.3 million, we closed 2021 with a negative adjusted EBITDA of R\$ 34.9 million, compared with positive R\$ 30.3 million in 2020.

This result is a consequence of the increase in expenses as explained in the Operating Expenses chapter of this report. This increase in these expenses throughout 2021 was essential to place Méliuz in a favorable market position vis-a-vis competitors. We have opened up new fronts for generating value that will gradually have a positive impact on the Company's results.

EBITDA evolution in 2021

(R\$ MM)



¹ Other Expenses: General and administrative expenses, software expenses, third-party services and "other" category in the income statement;

² Extraordinary items: M&A expenses (R\$9.8 million), gain from the purchase of iDinheiro (-R\$1.4 million), restatement of the fair value of the earn-out payable to the companies acquired in 2021 (Promobit, Melhor Plano and Alter) and update of the Picodi's stock options (R\$12.9 million); purchase of part of Alter that belonged to minority shareholders (R\$ 7.0 million).

Bankly Results

New value generation front

We are confident that, in the short term, Bankly will be a new front for generating value for our business and, consequently, for our shareholders. The company's value proposition has proved to be important for the market, evidenced by the strong growth in 2021.

The company has been developing several new services, which should help expand usage within current customers and acquire new ones by virtue of a more diverse portfolio.

Financial information	2021	2020
In millions of reais		
Net Revenue (A)	70.6	44.5
Operating expenses	51.9	35.6
Gross profit (B)	18.7	8.9
Operating margin (B/A)	27%	20%

Bankly is a software business, which charges customers for subscribing and consuming. As is usual in this type of activity, the gross margin is leveraged as customers go into production and consume the company's services.

To sum up, we believe that we have a differentiated technology in our hands, in a software category that has not yet significantly penetrated the market and that has high incremental margins.

Financial statements

Income statements

In thousands of reais, except basic and diluted earnings per share

	Controller		Consolidated	
	Twelve-month period ending on		Twelve-month period ended	Twelve-month period ended
	2021-12-31	2020-12-31	2021-12-31	2020-12-31
Net revenues	222,652	125,390	263,486	125,390
Operating expenses	(298,393)	(96,702)	(331,332)	(96,908)
Cashback expenses	(140,159)	(59,104)	(140,477)	(59,104)
Personnel expenses	(53,718)	(18,295)	(67,000)	(18,416)
Commercial and marketing expenses	(42,933)	(8,101)	(47,150)	(8,116)
Software expenses	(15,994)	(5,754)	(17,543)	(5,772)
General and administrative expenses	(3,264)	(1,478)	(10,786)	(1,480)
Third-party services	(20,320)	(2,420)	(24,911)	(2,470)
Depreciation and amortization	(3,266)	(1,769)	(4,567)	(1,769)
Other	(18,739)	219	(18,898)	219
Gross result	(75,741)	28,688	(67,846)	28,482
Equity income	1,335	(103)	-	-
Income before financial result and taxes	(74,406)	28,585	(67,846)	28,482
Financial result	16,484	(261)	16,521	(255)
Profit before taxes on profit	(57,922)	28,324	(51,325)	28,227
Current and deferred income tax and social contribution	20,114	(8,595)	16,991	(8,597)
Net income (loss) for the period	(37,808)	19,729	(34,334)	19,630
Net income (loss) for the period attributable:				
Non-controllers	-	-	3,474	(99)
Controllers	-	-	(37,808)	19,729
Basic and diluted earnings (loss) per share (in R\$)	(0.05)	0.04	(0.05)	0.04

Balance sheets

December 31, 2021 and December 31, 2020
(In thousands of reais)

	Controller		Consolidated	
	2021-12-31	2020-12-31	2021-12-31	2020-12-31
Current Assets				
Cash and cash equivalents	489,256	329,428	514,749	331,207
Accounts receivable	53,452	17,890	66,882	17,890
Taxes to be recovered	6,867	1,126	7,732	1,127
Loans and contracts to be received	18,588	-	18,588	-
Bitcoin custody	-	-	28,303	-
Portfolio of crypto assets	-	-	106	-
Amounts to be received from related parties	3,785	-	-	-
Other amounts to be received	27,000	-	27,000	-
Other assets	2,981	4,432	3,756	4,455
Total current assets	601,929	352,876	667,116	354,679
Non-rolling				
Long-term achievable				
Amounts to be received from related parties	591	63	-	-
Deferred taxes	39,282	12,537	39,282	12,537
Advances	4,105	-	-	-
Other assets	4,148	3,282	4,608	3,282
Total long-term realizable assets	48,126	15,882	43,890	15,819
Investments	185,892	2,449	1	-
Asset	6,067	2,888	6,258	2,888
Leasing - right of use	1,554	250	1,554	250
Intangible	5,078	459	184,010	3,566
Total non-current assets	246,717	21,928	235,713	22,523
Total asset	848,646	374,804	902,829	377,202

	Controller		Consolidated	
	2021-12-31	2020-12-31	2021-12-31	2020-12-31
Current liabilities				
Suppliers	4,569	672	6,953	673
Loans and financing	-	-	305	-
Labor and tax obligations	15,868	5,544	18,712	5,587
Income tax and social contribution to be collected	-	4	724	6
Cashback	34,818	7,983	34,818	7,983
Lease payable	660	209	660	209
Minimum dividends payable	21	4,686	21	4,686
Bitcoin custody	-	-	28,303	-
Deferred revenue	3,375	-	3,375	-
Other liabilities	3,804	36	3,984	36
Total current liabilities	63,115	19,134	97,855	19,180
Non-rolling				
Loans and financing	-	-	152	-
Lease payable	841	-	841	-
Cashback	2,093	538	2,093	538
Deferred taxes	-	-	2,182	-
Labor and tax obligations	556	-	602	-
Earn-out	38,194	-	38,194	-
Call option	41,314	-	41,314	-
Deferred revenue	23,625	-	23,625	-
Other liabilities	-	-	488	-
Total non-current liabilities	106,623	538	109,941	538
Equity				
Share capital	772,178	344,678	772,178	344,678
Capital reserve	(46,637)	7,049	(46,637)	7,049
Profit reserve	-	3,405	-	3,405
Treasury shares	(10,989)	-	(10,989)	-
Other comprehensive results	(1,241)	-	(1,241)	-
Accumulated losses	(34,403)	-	(34,403)	-
Shareholders' equity attributable to controlling shareholders	678,908	355,132	678,908	355,132
Shareholders' equity attributed to non-controlling shareholders	-	-	16,575	2,352
Total shareholders' equity	678,908	355,132	695,483	357,484
Total liabilities and shareholders' equity	848,646	374,804	902,829	377,202

Cash flow

December 31, 2021 and December 31, 2020
(In thousands of reais)

	Controller		Consolidated	
	2021-12-31	2020-12-31	2021-12-31	2020-12-31
Operational activities				
Income for the period before taxes on profit	(57,992)	28,324	(51,325)	28,227
Adjustments by:				
Depreciation and amortization	3,266	1,769	4,567	1,769
Gain/loss on disposal of property, plant and equipment	3	7	3	7
Net income and interest	(390)	1,066	(313)	1,066
Provision for doubtful accounts	-	252	(1,028)	252
Equity	(1,335)	103	-	-
Employee benefits with stock options	3,955	-	3,955	-
Advantageous purchase gain	(1,353)	-	(1,353)	-
Fair Value Adjustment	12,927	-	12,927	-
Exchange variation and others	205	534	1,575	534
Adjusted result	(40,644)	32,055	(31,022)	31,855
Changes in assets and liabilities:				
Accounts receivable from clients	(35,562)	(7,366)	(35,633)	(7,366)
Taxes to be recovered	(5,741)	(749)	(6,442)	(750)
Other assets	585	(1,835)	(527)	(1,858)
Suppliers	3,897	372	4,993	373
Labor and tax obligations	10,880	988	11,333	1,031
Cashback	28,390	2,124	28,390	2,124
Paid Income Tax and Social Contribution	(4)	(4,514)	(2,412)	(4,514)
Other liabilities	3,761	(102)	(1,513)	(102)
Payment of interest on loans and leases	(125)	(965)	(125)	(965)
Net cash generated (used) in operating activities	(34,563)	20,008	(32,787)	19,828
Investment activities				
Additions to property, plant and equipment	(4,199)	(1,024)	(4,347)	(1,024)
Receivables from the sale of property, plant and equipment	5	39	5	39
Acquisition of equity	(149,777)	(2,551)	(149,777)	-
Capital increase in subsidiaries	(7,695)	-	-	-

	Controller		Consolidated	
	2021-12-31	2020-12-31	2021-12-31	2020-12-31
Additions to the intangible	(5,445)	(121)	(7,469)	(776)
Loans and contracts to be received	(18,000)	-	(18,000)	-
Advances for the acquisition of equity instruments	(4,105)	-	-	-
Temporary investments	-	(4,000)	-	(4,000)
Cash from business combination	-	-	11,341	-
Cryptocurrency acquisition	-	-	(85)	-
Net cash used in investment activities	(189,216)	(7,657)	(168,332)	(5,761)
Financing activities				
Loan payments and leases	(572)	(13,967)	(1,326)	(13,967)
Borrowing and financing	-	13,000	-	13,000
Capital contributions	427,500	334,678	427,500	334,678
Amounts to be received from related party	-	(125)	-	(62)
Gross cost with own funds	(23,432)	(26,490)	(23,432)	(26,490)
Treasury shares	(10,989)	-	(10,989)	-
Loans with related parties	(4,235)	-	-	-
Compulsory dividends paid	(4,665)	-	(4,665)	-
Net cash generated in financing activities	383,607	307,096	387,088	307,159
Effects of exchange variation	-	-	(2,427)	-
Net change in cash and cash equivalents	159,828	319,447	183,542	321,226
Cash and cash equivalents				
At the beginning of the financial year	329,428	9,981	331,207	9,981
At the end of the financial year	489,256	329,428	514,749	331,207
Net change in cash and cash equivalents	159,828	319,447	183,542	321,226
Relevant transactions that do not affect cash				
Earn out and retained parcel	25,591	-	25,591	-
Call option	40,840	-	40,840	-

Glossary

EBITDA: Earnings before Interest, Taxes, Depreciation and Amortization.

Adjusted EBITDA: Considers, through EBITDA, revenues or expenses that the Company identifies as extraordinary or non-recurring items, such as expenses with acquisitions of companies;

GMV: Gross Merchandise Value. Indicates the total value of the sales originated for our e-commerce partners on the date that users made the purchases, i.e., this is the GMV originated at the time of purchase;

Confirmed GMV: GMV reported after the period the stores need to ensure that the purchase was effectively paid, the product was properly delivered, there was no exchange and/or return by the buyer, among other factors that could result in the transaction being canceled;

GMV per cohort: each cohort is defined by the year in which the user made his/her first purchase on Méliuz Shopping. Therefore, the GMV generated by non-logged-in users through coupon pages is not considered in this data;

CASH3 Group: Includes data from the following companies: Méliuz, Picodi, Melhor Plano, Promobit, Bankly (pending central bank approval), iDinheiro and Muambator;

Contribution Margin: Gross profit divided by net revenue;

Net Take Rate: Commissioning received from partners minus what is passed on in form of cashback to our users;

Active Plug-in in the browser: measurement of the number of active users in the extension (plug-in). Active users in the extension are understood to be those who used their browser and had the product installed and activated in the last 7 days.

Sellout Data Points: captured volume from records of items sold in invoices;

Take Rate: percentage of the company's commission on each transaction originated by shopping partners. Méliuz managerial calculation: division of the commission agreed with each partner by the originated GMV;

Total Payment Volume (TPV): It considers the total amount that our users transacted with their Méliuz Card;

Active Users: 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.