

méliuz

# 4Q23 Earnings Presentation

March 14, 2024

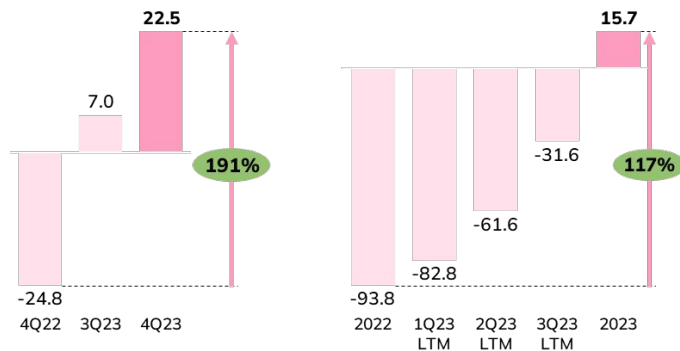


We achieved an excellent operational result in 4Q23 and accomplished our main goal for 2023: **the operational break-even of the parent company**<sup>1</sup>

### Adjusted EBITDA of the Parent Company

(Excluding Bankly and extraordinary items)

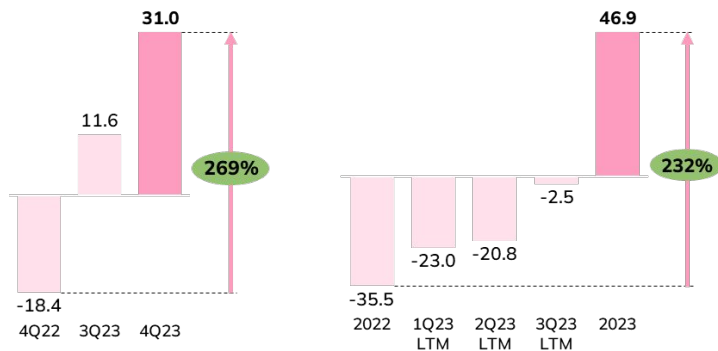
(R\$ million)



### Adjusted net result of the Parent Company

(Excluding Bankly and extraordinary items)

(R\$ million)

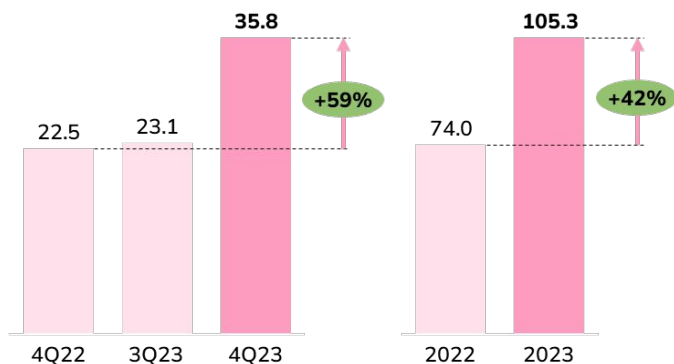


<sup>1</sup> EBITDA of the parent company excluding Bankly and extraordinary items.

Our main drivers in achieving break-even were the **growth in the core business margin** and the **significant reduction in costs and expenses**

### Brazil shopping margin<sup>1</sup>

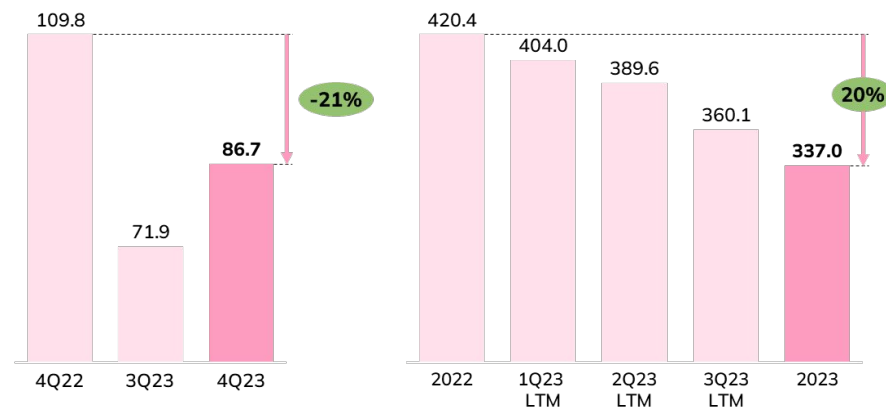
(R\$ million)



### Consolidated operating expenses

(Excluding Bankly and extraordinary items)

(R\$ million)



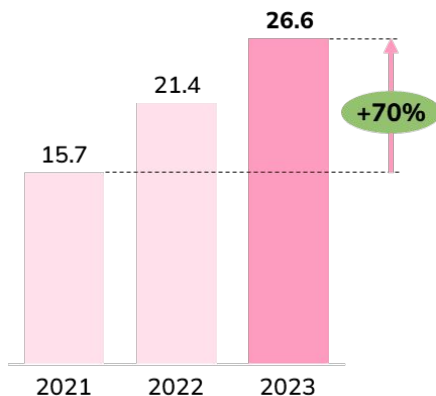
<sup>1</sup> Brazil shopping revenue minus cashback expense of the parent company.

We also focused on the operation and results of Promobit and Melhor Plano, **which achieved the best results in their history**

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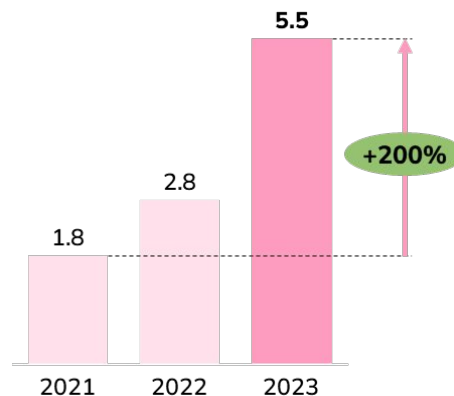
### Promobit and Melhor Plano net revenue

(R\$ million)



### Promobit and Melhor Plano EBITDA

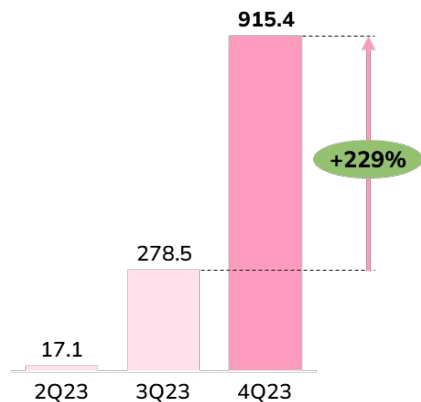
(R\$ million)



**And we're at the best moment in our partnership with banco BV, accelerating the account and card operation, but with the feeling that it's just the beginning**

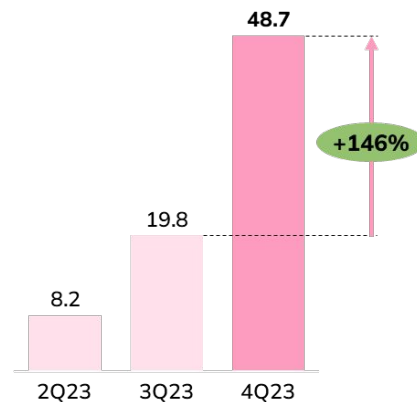
### Opened digital accounts<sup>1</sup>

(Accumulated - # thousand)



### Credit cards issued

(Accumulated - # thousand)



<sup>1</sup> Part of the accounts opened in 4Q23 are related to the migration of Aceso payment accounts to BV checking accounts

**With a asset-light structure and cash generation**, a new cycle of growth begins with a mindset of efficiency and discipline in the allocation of capital

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## Pillars for 2024



### Growth of Shopping Brasil

Increase in revenue through the acceleration of more profitable verticals and maintenance of net take rate levels above 2%.



### Innovation in Core Business

Launch of new products that generate recurring revenue and incremental results for users and partners.



### Ramp-up of Financial Services

Acceleration of account and card offering, coupled with the development of new products.



### Operational Efficiency

Maintenance of discipline in controlling the company's costs and expenses.

In Brazil shopping, **we will continue to scale products such as Méliuz Ads and Méliuz Prime, as well as looking for new growth verticals**



### Méliuz Ads

**+35% yoy revenue**

We have created new opportunities to increase visibility and boost partner sales.



### Méliuz Prime

Subscription with the aim of increasing user retention and engagement, as well as recurring revenue



### Improvements and optimizations

Platform optimizations that enabled more resilience and scalability in our infrastructure, as well as cost savings.



In Financial Services, we will continue to scale account and card services,  
**as well as launch new products and services for our users**

## BV Partnership

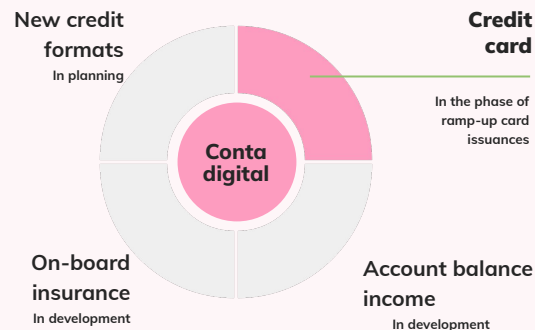
In approximately 6 months, we had already completed the integration with BV, allowing us to start opening accounts and issuing cards through the partnership to leverage our financial services.

**+915 k**  
digital accounts  
opened<sup>1</sup>

**+ 48,7 k**  
credit cards  
issued

**+ 69 MM**  
TPV generated

### Financial services ecosystem



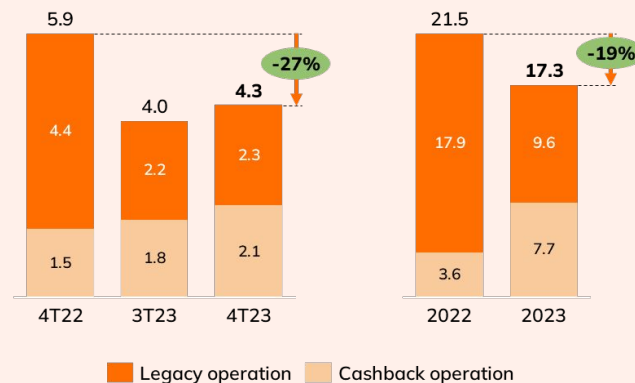
<sup>1</sup> Part of this growth was the result of the migration of Méliuz accounts to the partnership with banco BV.



At Shopping Internacional, despite the increase in the representation of the cashback operation, **we have significant challenges to recover organic traffic and user growth**

## Net revenue

Cashback operation  
(PLN million)

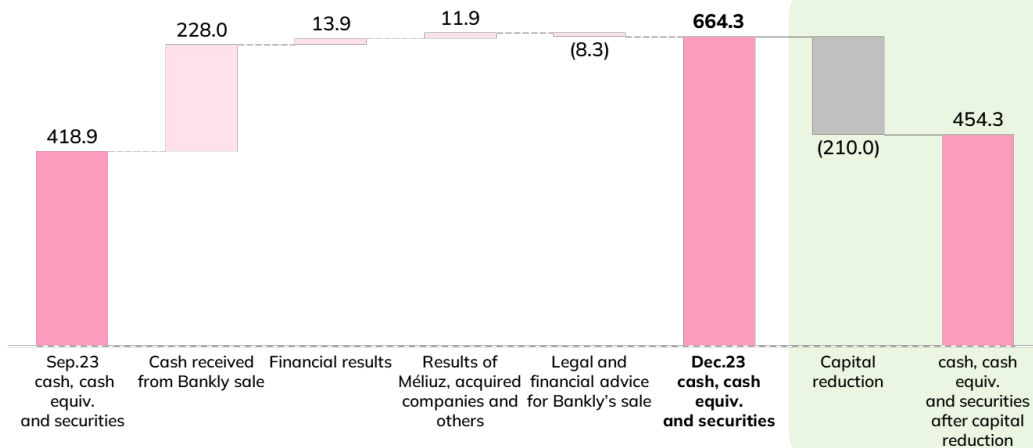


## We reinforce our commitment to our shareholders and maintain our focus on capital allocation

### Consolidated cash, cash equivalents and securities

(Excluding Bankly)

(R\$ million)



### Payment schedule for the capital reduction

April 1st: Capital reduction cut-off Date

April 2nd: Ex-rights of the capital reduction

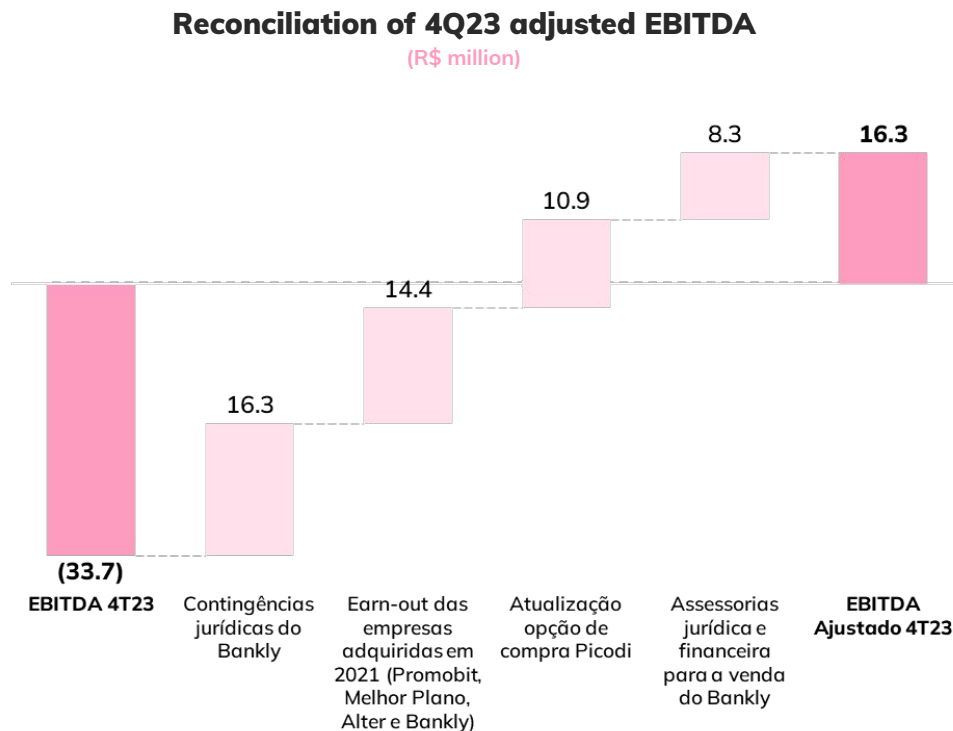
April 11th: Payment date of R\$ 2.41 per share

Expected cash balance after the capital reduction

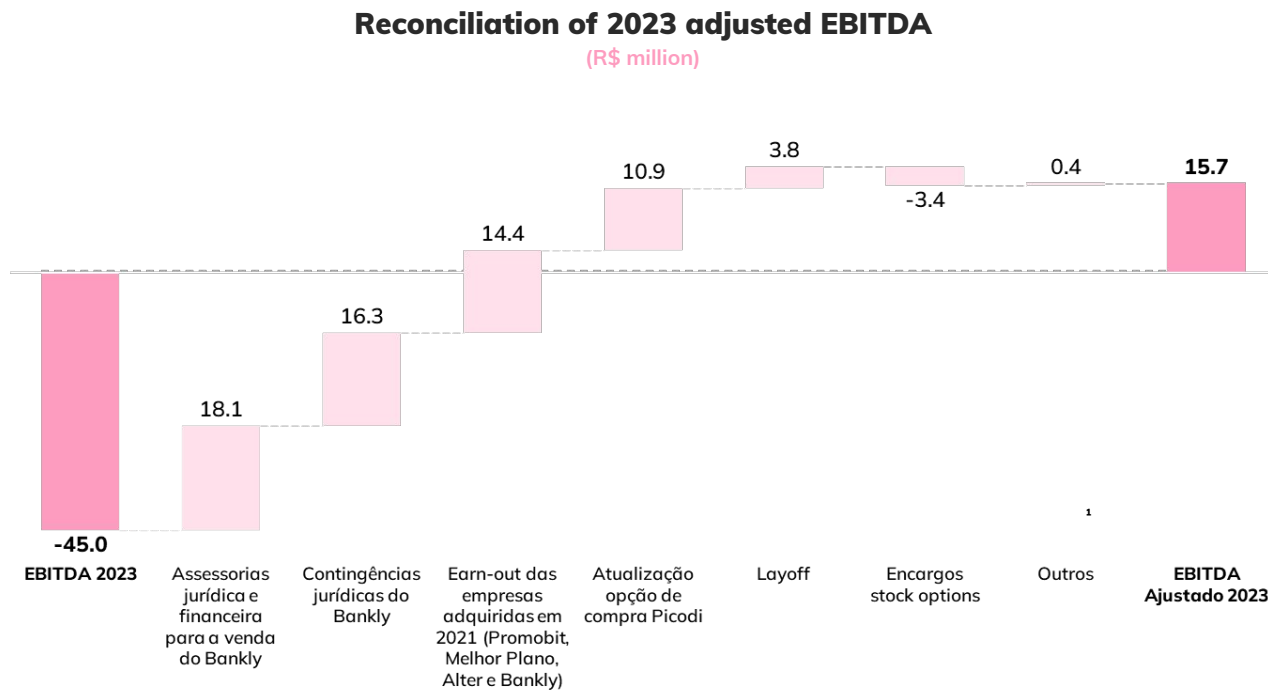
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## Appendix I - Reconciliation between EBITDA and Adjusted EBITDA



## Appendix II - Reconciliation between EBITDA and Adjusted EBITDA



Provision/reversal of Americanas loss and 123 Miles and other extraordinary items.