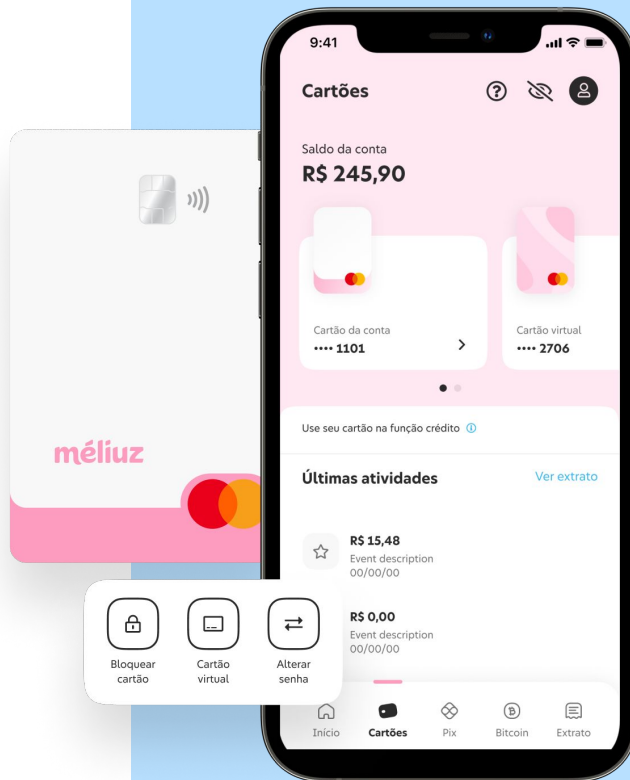# méliuz

2Q22
Earnings
Presentation

August 16, 2022

New app rollout finished on June, 2022 for 100% of our user base

enabling multiple opportunities to increase the engagement between users and shopping products & financial services

+24%

June 2022 vs 1Q22

average number of days that a user accesses the new app in the month

---

1.2 MM

Digital accounts[1]

R$ 7.6 MM

TPV Méliuz card[1]

R$ 797.2 MM

TPV co-branded card[2]

We have a dedicated team working **on new products and features**

📱 Continuous UX improvement

💬 Chat Méliuz - 24 hour service by a 100% Méliuz team

₿ Criptoback

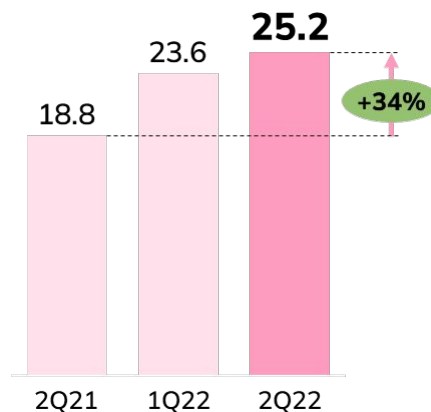▥ Bank account payments (*boleto*)

∿ Social-commerce

⬡ Insurance

… and many more

Solid growth of the user base which will unlock cross-selling opportunities

Total accounts[1]
Brazil Shopping
(# million)

2Q21	1Q22	2Q22
18.8	23.6	25.2

+34%

25.8k

accounts opened per business day in 2Q22

7.7 MM

active users[2] in the last twelve months

We continue to grow with more efficiency.

Despite the reduction in marketing expenses we increased the GMV and the number of total buyers in the last year

Marketing expenses
(R$ million)

- 2Q21: 10.2
- 1Q22: 7.3
- 2Q22: **6.1**

-41%
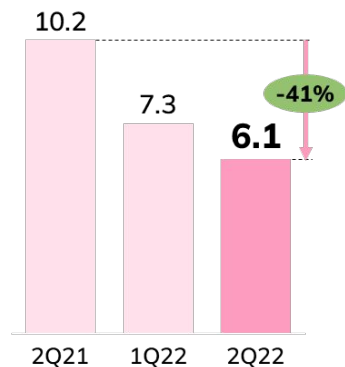
Total Buyers
Brazil shopping

- 2Q21
- 1Q22
- 2Q22

+19%

New Buyers
Brazil shopping

- 2Q21
- 1Q22
- 2Q22

-20%

GMV Méliuz
(R$ billion)

- 2Q21: 0.9
- 1Q22: 1.3
- 2Q22: **1.2**

+38%

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

5
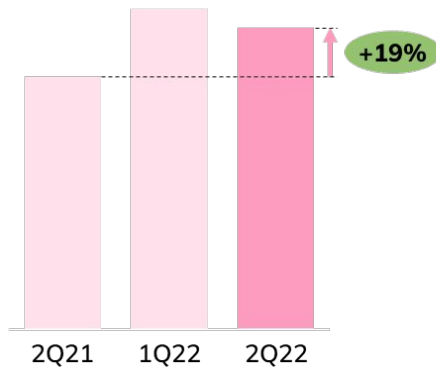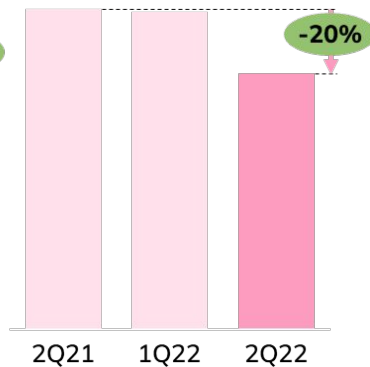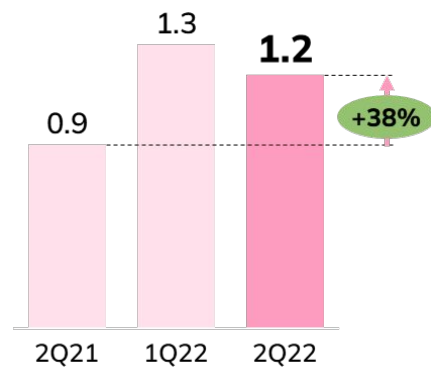
We managed to deliver substantially higher growth
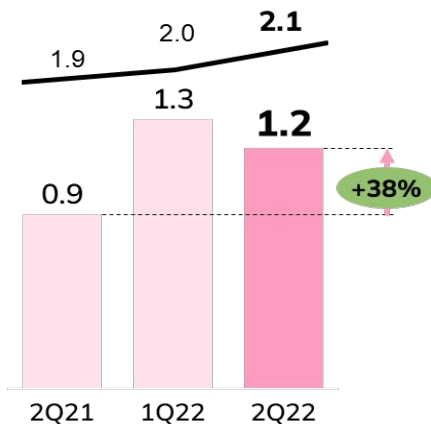## than Brazilian market average while optimizing our investments

Méliuz GMV and net take rate
(R$ billion)

1.9 — 2.0 — 2.1

2Q21	1Q22	2Q22
0.9	1.3	1.2

+38%

Méliuz GMV LTM
(R$ billion)

2Q21	1Q22	2Q22
3.3	5.0	5.3

+61%
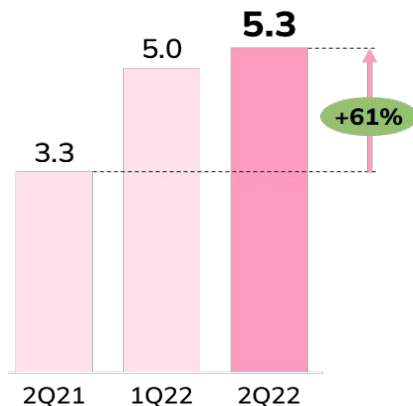
GMV growth
Méliuz vs Brazil ecommerce[1]

38%

-4%

2T21 vs 2T22
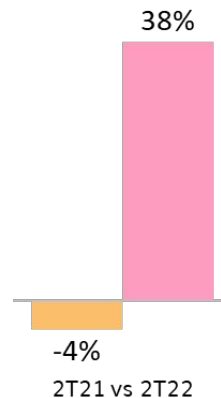
■ Brazil e-commerce   ■ Méliuz

(1) Source: MCC-ENET - economic indexes calculated based on online sales (in reais), in partnership with the Brazilian Chamber of Electronic Commerce and Neotrust

Meliuz Invoice keeps growing at triple digits YoY, improving our App engagement

Product coverage since its origin

74%

of the municipalities of Brazil

4,098

cities

Nota Fiscal

Minhas notas
Acompanhe seus envios

Ganhe muuuito cashback na sua bebida favorita! Ative já.

⏱ Últimas horas

Ganhe toda semana! Ver detalhes

Qualquer compra em mercados e farmácias.
R$0,50 por nota fiscal
Até 2 notas por pessoa

Ativar oferta

Campanhas no ar!
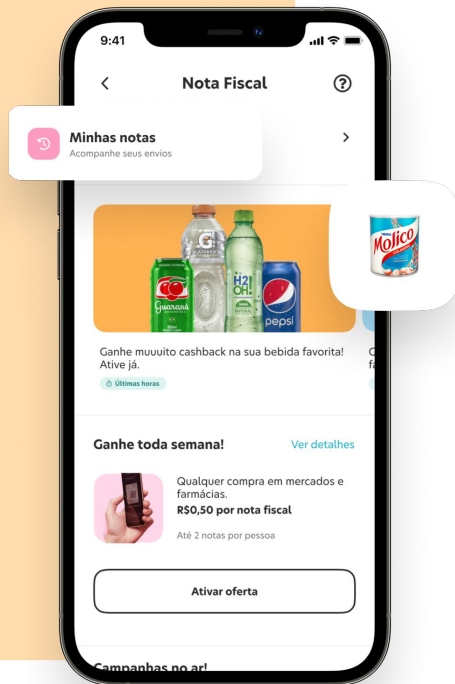
Users activating offers

(# thousand)

195.6 — 2Q21
318.1 — 1Q22
438.4 — 2Q22

+124%
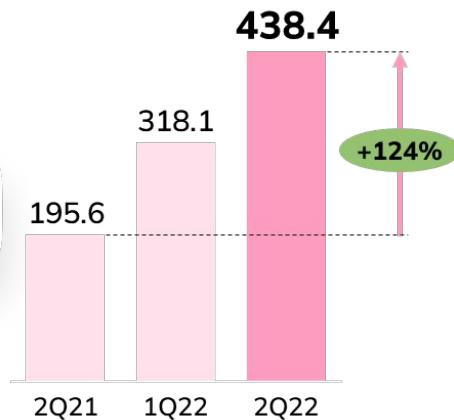
Sell-out data points[1]

(# million)

15.1 — 2Q21
33.0 — 1Q22
42.3 — 2Q22

+180%
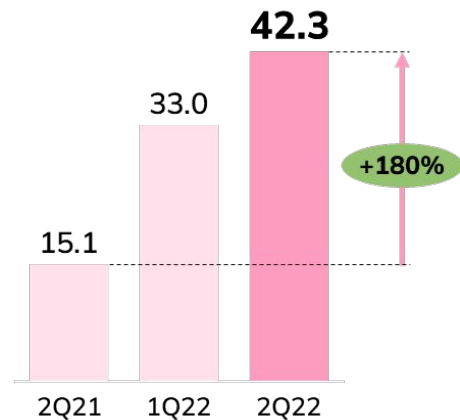
(1) Sell-out data points: represents the volume captured from records of sold items on invoices.

International shopping:

The cashback operation is gaining importance in the international shopping results

Total buyers

4Q21   1Q22   2Q22

+320%
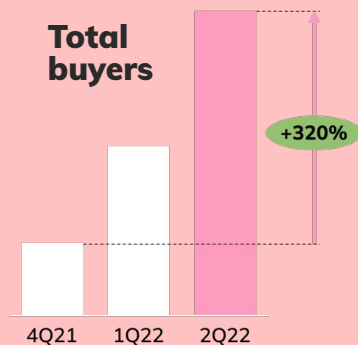
+**525k**
accumulated accounts opened until 2Q22

GMV
Cashback operations
(PLN million)

16.9

30.7

+81%

1Q22   2Q22
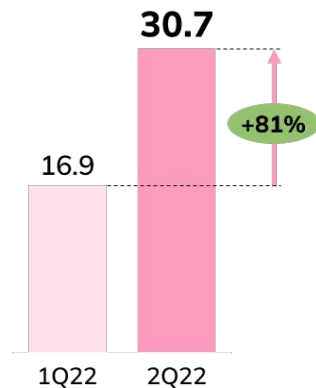
Net revenue
Cashback operations
(PLN million)

0.4

0.8

+129%

1Q22   2Q22
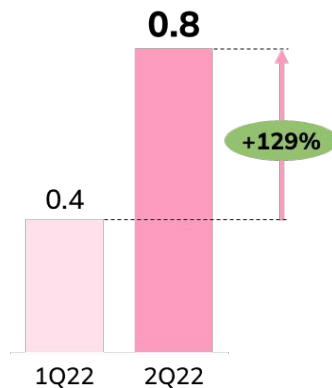
Represents 15% of Picodi total net revenue in 2Q22, against 7% in 1Q22

We continue to show a robust increase in YoY revenues
mainly in the Brazil Shopping, despite the adverse macro conditions

Net revenue

(R$ million)

2Q21	1Q22	2Q22
54.4	90.0	**79.1**
2.8	6.9	6.0
8.4	6.2	7.4
8.2	4.3	3.9
35.0	72.6	55.7

+45%
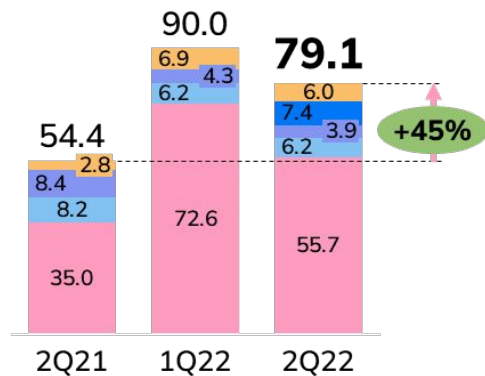
Net revenue LTM[2]

(R$ million)

2Q21	1Q22	2Q22
175.3	301.7	**326.3**
3.3	19.5	22.6
10.9	26.9	22.4
28.5	31.4	7.4
132.6	223.9	29.4
		244.6

+86%
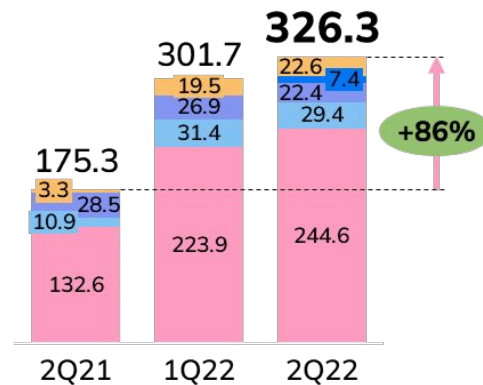
■ Others ■ Bankly[1] ■ Financial services ■ International shopping ■ Brazil shopping

(1) Consider the month of June, 2022;
(2) Consider revenue from Picodi since March 2021; Promobit, Melhor Plano since June 2021; Alter since October 2021 and Bankly since June 2022.

We have expenses under control and we continue to **invest in products and features that will still generate value**

Operating expenses
excluding extraordinary items and Bankly[1]

(R$ million)
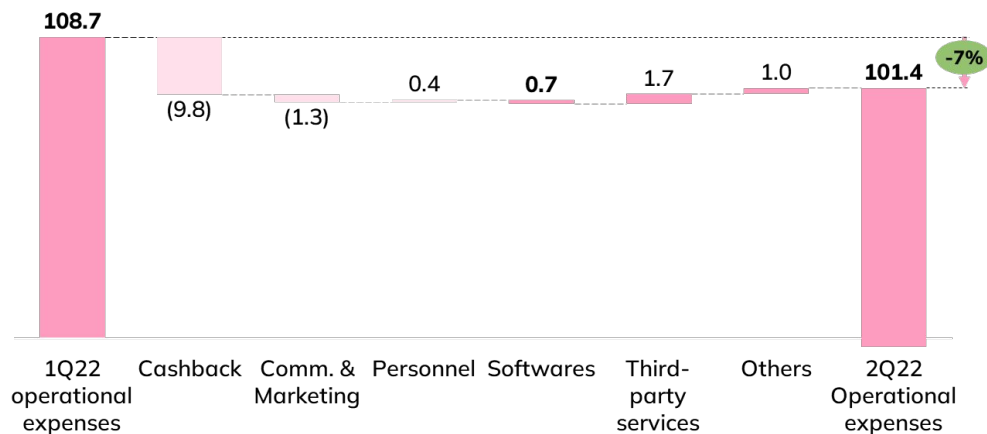
1Q22 operational expenses	Cashback	Comm. & Marketing	Personnel	Softwares	Third-party services	Others	2Q22 Operational expenses
108.7	(9.8)	(1.3)	0.4	0.7	1.7	1.0	101.4

-7%

We continue to grow and invest in new products
which will generate revenue in the future

2Q22
Net result
(R$ million)

79.1

(49.8)

(23.4)

(25.2)

(19.3)

(13.8)

(18.9)

(52.0)

15.8

8.1

(28.2)

2Q22
Net
revenue

Cashback
& mkt
expenses

Personnel
expenses[1]

Others[2]

2Q22 Adj.
EBITDA

Dev.
Teams
(new
business)

Extraord.
items

2Q22
EBITDA

Financial
result

Others[3]

2Q22
Net result

+R$ 502.4 MM of cash and cash equivalents in 2Q22[4].

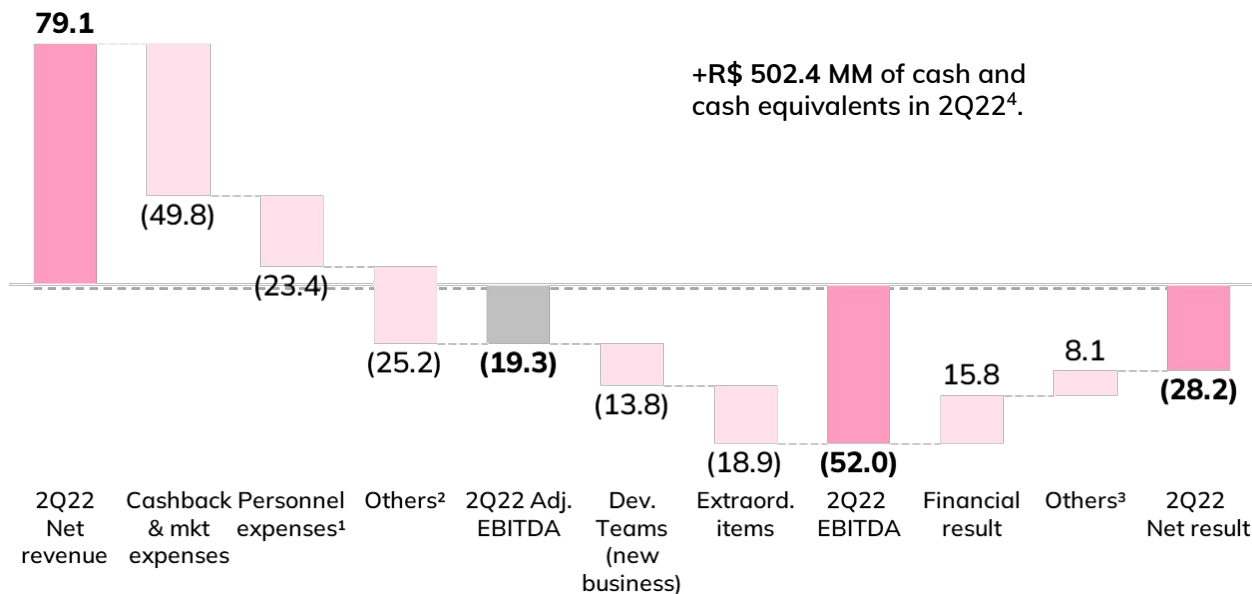(1) Excludes R$ 10.2 million from extraordinary items and R$ 13.2 million from expenses with teams allocated to generate new products (capex);
(2) General and administrative expenses, software expenses, third-party services, other DRE income/expenses. Excludes R$ 8.7 million from extraordinary items;
(3)   Depreciation,   amortization   and   taxes.
(4) Include cash & cash equivalents (2Q22 was R$ 404.9 million) and financial investments (2Q22 was R$ 97.0 million).

bankly

What is a bank for you?

Where do you save money?

Where do you make payments?

Where do you go after financial services?

Embedded finance is the future of banking services

Bankly is the next generation of banking. Modern financial services can be built on embedded infrastructure.

Until / **2010**   2010 / **2020**   2020 / **Future**

1.0
Traditional
banking
Cost effectiveness challenge

2.0
Neobanks
Acquisition and monetization
challenge

3.0
Embedded finance
Financial products quickly embedded within any product.
Infrastructure costs shared between the network

bankly	**GALILEO**	**MARQETA**
↓	↓	↓
méliuz	SoFi	instacart
GIRABANK	WISE	DOORDASH
voltz	monzo	Uber
Cornershop by Uber	MoneyLion	Square

14

We are reshaping how financial services are consumed

everyone needs financial services, but not necessarily a bank

B2B2C embedded finance
Enabling financial services where they are needed

Modular technology
Decoupled portfolio of state of art APIs

Subscription + pay as you grow
Banking as a Service, shared gains of scale

Our platform is applicable to many different use cases

Plain vanilla automated operations

Education institutions
Professional services providers
Residence management
+many others

| Bank Transfers (TED) | Bank Transfers (PIX) | Account Statement | Bank Slip Issuing (*Boletos*) | Payroll | KYC | Account Opening | Account Management | Card Issuing (Prepaid) | Card Issuing (Postpaid) | Crypto Transactions |

Embedded finance enabling

GIG economy and delivery apps
Payroll processing enabling
Marketplaces
+many others

| Bank Transfers (TED) | Bank Transfers (PIX) | Account Statement | Bank Slip Issuing (*Boletos*) | Payroll | KYC | Account Opening | Account Management | Card Issuing (Prepaid) | Card Issuing (Postpaid) | Crypto Transactions |

Full banking offering

Neobanks
Niche fintechs
Retailers, telcos
+many others

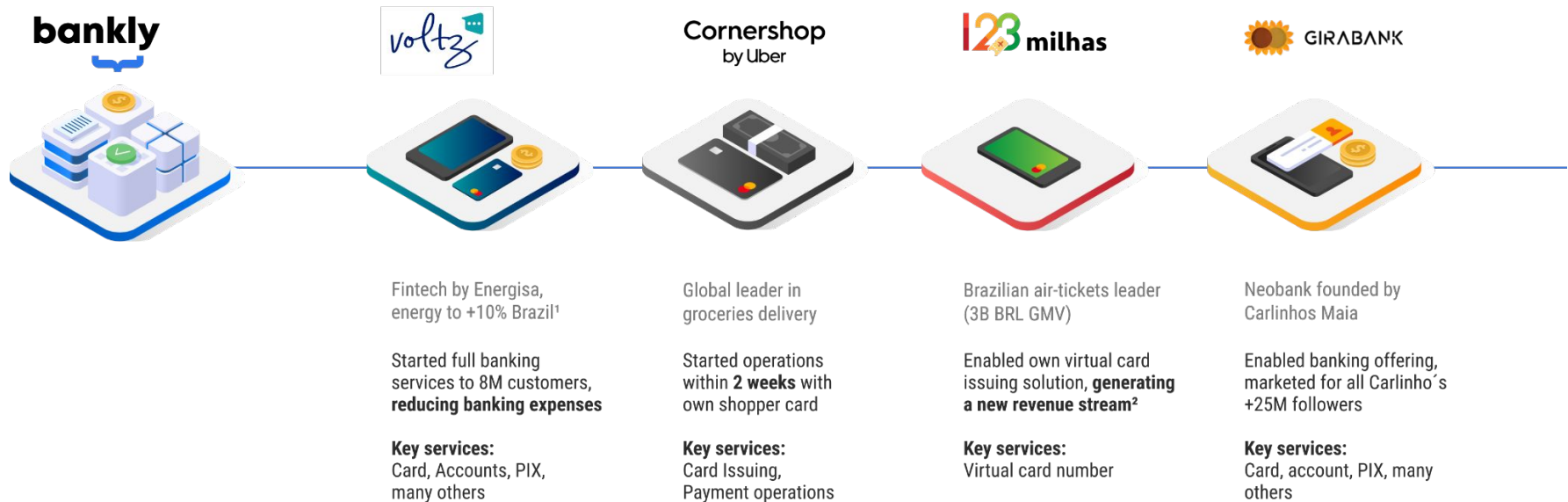| Bank Transfers (TED) | Bank Transfers (PIX) | Account Statement | Bank Slip Issuing (*Boletos*) | Payroll | KYC | Account Opening | Account Management | Card Issuing (Prepaid) | Card Issuing (Postpaid) | Crypto Transactions |

Our modularity enable multiple value creation opportunities

Bankly B2B2C platform unlocks sustainable value creation, through financial services, to our clients and their end-customers

bankly

voltz

Cornershop by Uber

123 milhas

GIRABANK

Fintech by Energisa, energy to +10% Brazil[1]

Started full banking services to 8M customers, **reducing banking expenses**

Key services:
Card, Accounts, PIX, many others

Global leader in groceries delivery

Started operations within **2 weeks** with own shopper card

Key services:
Card Issuing, Payment operations

Brazilian air-tickets leader (3B BRL GMV)

Enabled own virtual card issuing solution, **generating a new revenue stream**[2]

Key services:
Virtual card number

Neobank founded by Carlinhos Maia

Enabled banking offering, marketed for all Carlinho´s +25M followers

Key services:
Card, account, PIX, many others

Transactional banking is over:
We are with our partners during their entire financial services journey

bankly

Bankly revenue

+Aditional product fees

+Pay as you grow fees

+Subscription revenue

Partner´s go-live

Time

Subscription model
Minimum volume subscription to guarantee operation. Most contracts with 60 months duration

User base fees
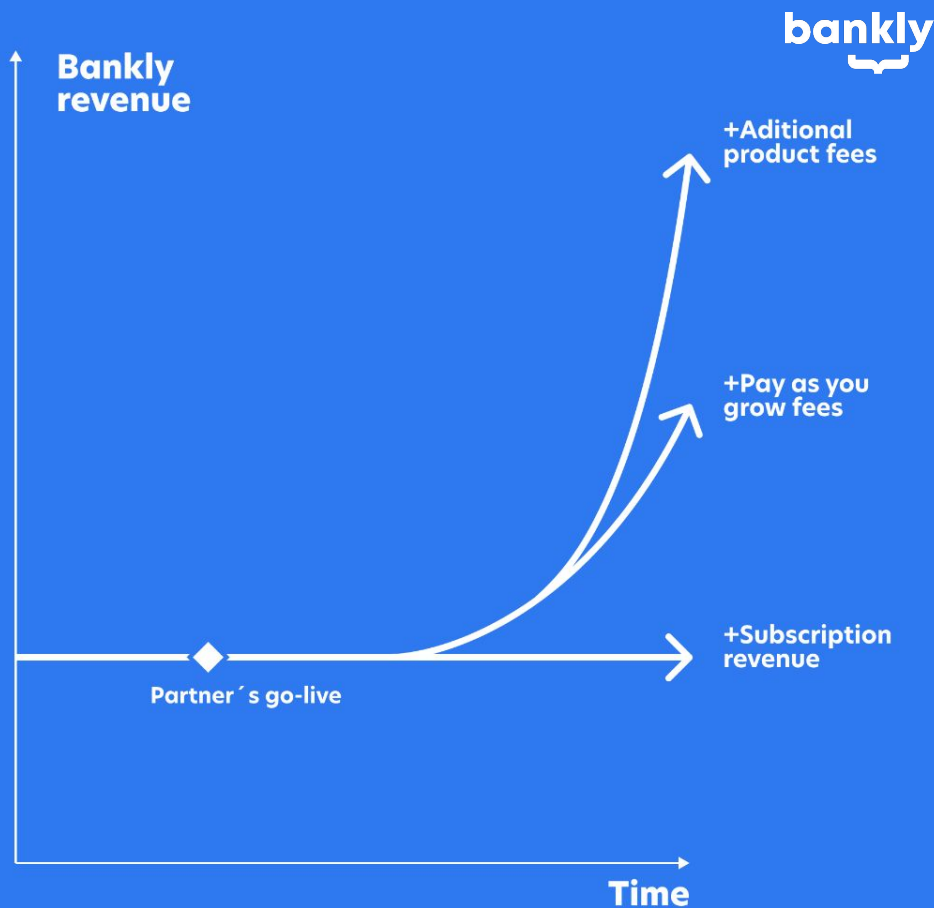Active base fees: active installed base of accounts and cards

Pay as you grow
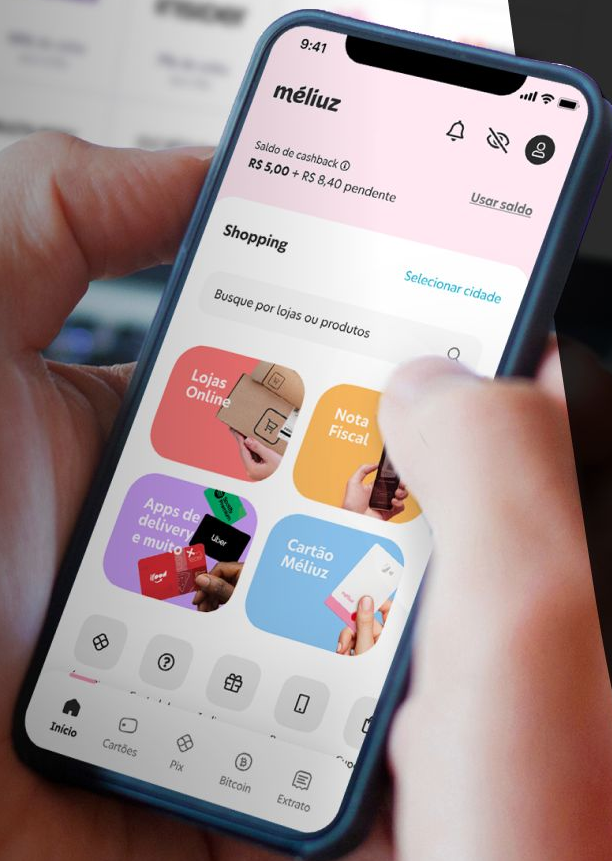Packages with tiered rebates: PIX, TED, Card network transactions and *Boleto*

Service fees
Pay-per-use for other services: KYC, antifraud, user onboarding, card-issuing and logistics

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

**All with
Méliuz.**

méliuz

2Q22
**Earnings
Presentation**

ri@meliuz.com.br
ri.meliuz.com.br