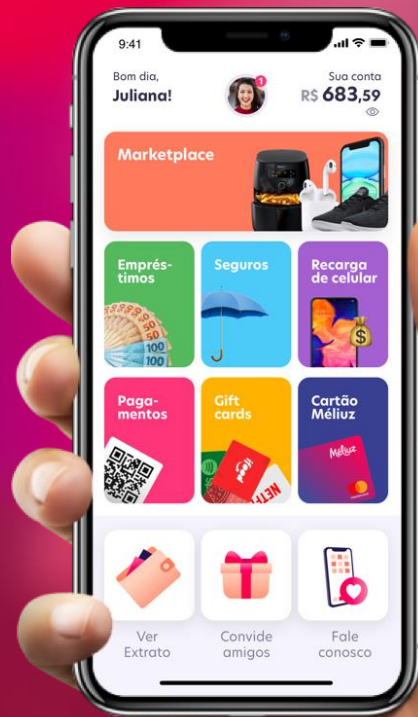


# Earnings Release 1Q21

May 2021

Méliuz



| We have delivered **consistent results** in all 4 strategy pillars presented in **4Q20**



1

**Increase our team**

2

Grow our user base benefiting from a large product portfolio

3

Advance our M&A funnel in Financial Services and Marketplace

4

Implement Cashback in the International Marketplace (Picodi.com)



| We continue to **increase our team**, and currently have **more than 240** employees



## No. of employees

---

Méliuz at the 4Q20 earnings call	182
----------------------------------	-----

---

Méliuz currently	244
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Picodi	94
--------	----

Acesso Bank*	178
--------------	-----

Other companies of the group iDinheiro, MelhorPlano and Promobit	108
---	-----

---

CASH3 Group	624
-------------	-----

\* After Central Bank Authorization

**50%**

technology and  
product

| We have delivered **consistent results** in all  
4 strategy pillars presented in **4Q20**



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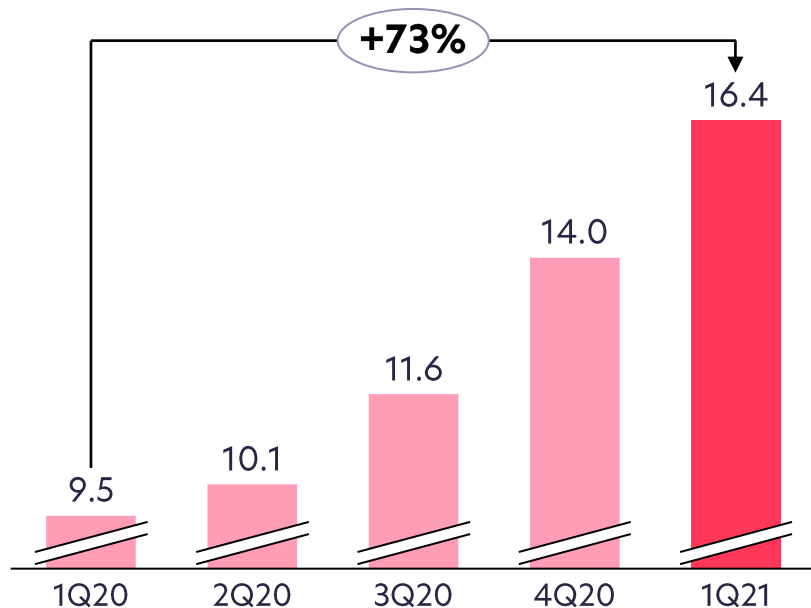
Implement Cashback in the International  
Marketplace (Picodi.com)



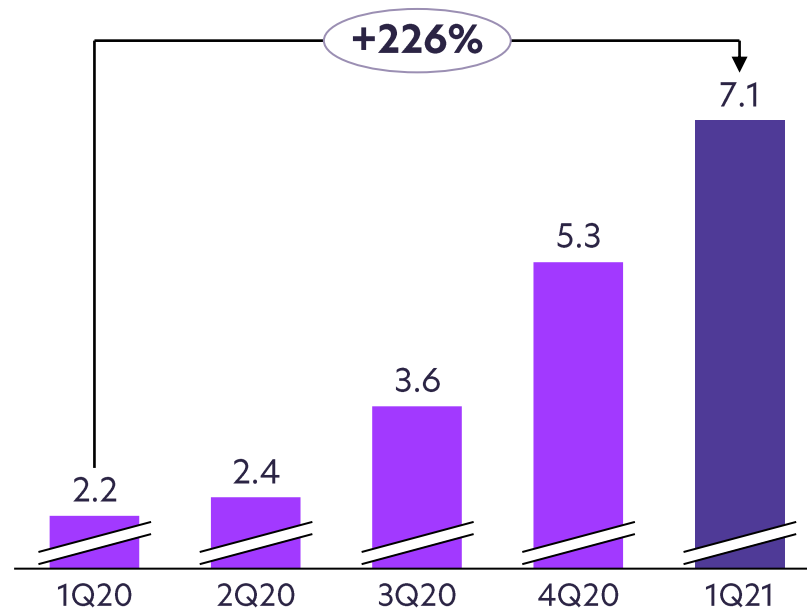
We opened **27k new accounts per day** in 1Q21



### Total open accounts (# MM)



### Active Users<sup>1</sup> 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 have delivered **consistent results** in all  
4 strategy pillars presented in **4Q20**



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Increase our team

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Grow our user base benefiting from a  
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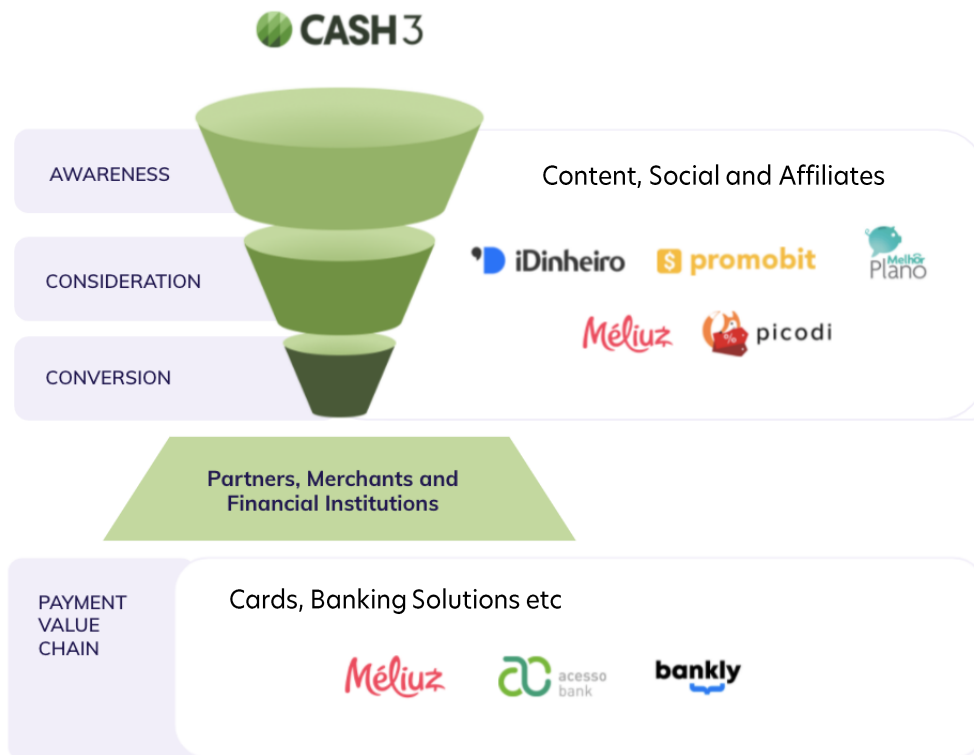
**Advance our M&A funnel in  
Financial Services and Marketplace**

4

Implement Cashback in the International  
Marketplace (Picodi.com)



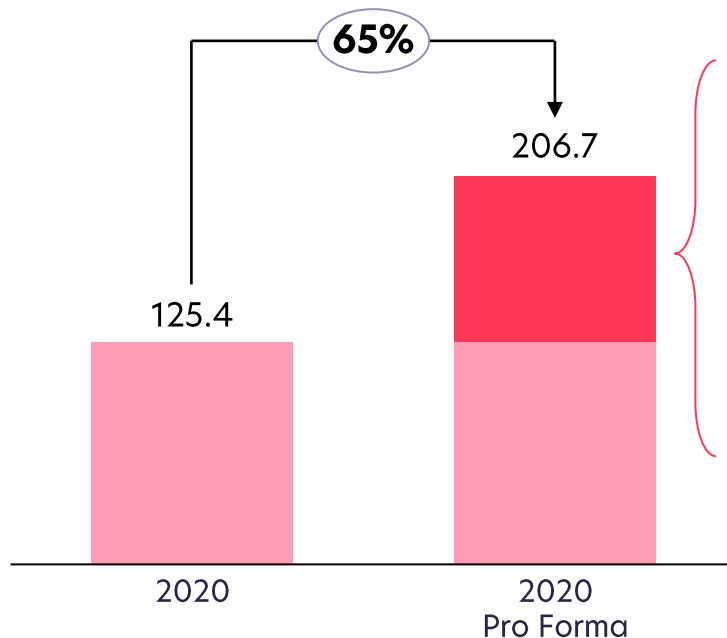
# Recently announced acquisitions enabled us to reach other **consumption funnel stages**



Considering **2020 revenues** from all recently **acquired companies**, **Méliuz's revenues would have increased by 65%** compared to revenue in the same period



**Net revenue**  
(R\$ MM)



picodi



bankly



promobit





| We have delivered **consistent results** in all  
4 strategy pillars presented in **4Q20**

Méliuz

1

Increase our team

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Grow our user base benefiting from a  
large product portfolio

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Advance our M&A funnel in Financial  
Services and Marketplace

4

**Implement Cashback in the  
International Marketplace  
(Picodi.com)**



We continue with our strategy to **implement the cashback model** by the end of **Sep/21**, before **4Q's e-commerce high season**



# 1Q21 International Marketplace Highlights (Picodi)



picodi

Méliuz

**+13 MM** **Sessions** on Picodi's website in 1Q21



Traffic originating from **44 countries**



**R\$277 MM<sup>1</sup>**  
**GMV** in three months of 1Q21

**+21%** **1Q21 vs. 1Q20**



**R\$7.7 MM<sup>1</sup>**  
**Receita Líquida**  
no 1Q21<sup>2</sup>

**+21%**  
**1Q21 vs. 1Q20**

1. Conversion rate 1PLN = 1.4602BRL

2. Picodi's total results for 1Q21. The Company was acquired by Méliuz on 2/26//2021, therefore results are consolidated in the Group's Financial Statements as of said date.



Meliuz

1Q21 Highlights

# Growth

# 1Q21 Highlights



**+2.4 MM**

**new accounts**  
opened in 1Q21

**27k**

Average of  
**new open accounts**  
per day



**7.1 MM**

**Active users<sup>1</sup>**  
end of 1Q21 (LTM)

**+226%**

**1Q21 vs. 1Q20**



MARKETPLACE

**R\$2.9 B**

**GMV<sup>2</sup>**  
end of 1Q21 (LTM)

**+93%** **1Q21 vs. 1Q20**



Financial Services

**4.5 MM**

**Card applications**  
(Accrued)

**19x** **1Q21 vs. 1Q20**

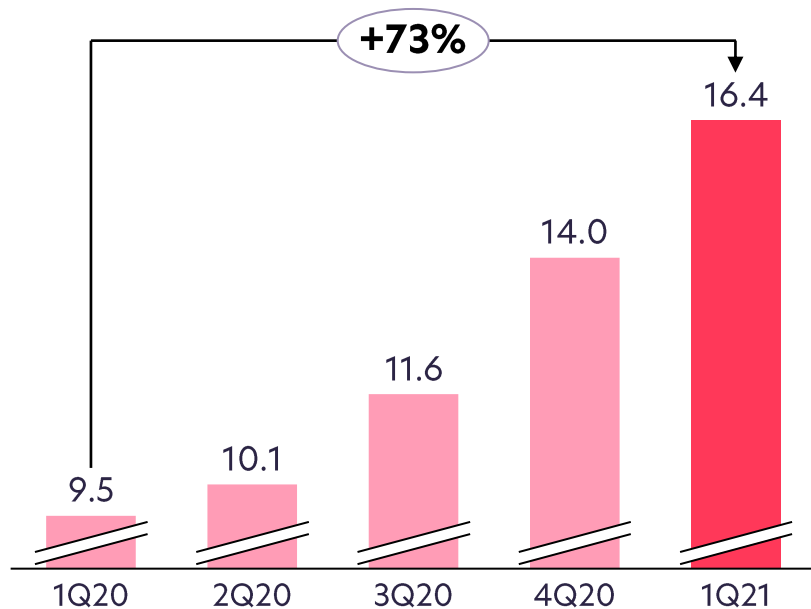
1. Active Users are new or existing users that performed at least one of the following actions in the reporting period: (i) purchased in a Méliuz partner using the Méliuz app, website or plugin; (ii) used the Méliuz Credit Card in a purchase; (iii) activated an offer advertised by Méliuz on the website, 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.

2. Marketplace GMV considers transactions originated at Méliuz only, therefore it does not include transactions originated at Picodi

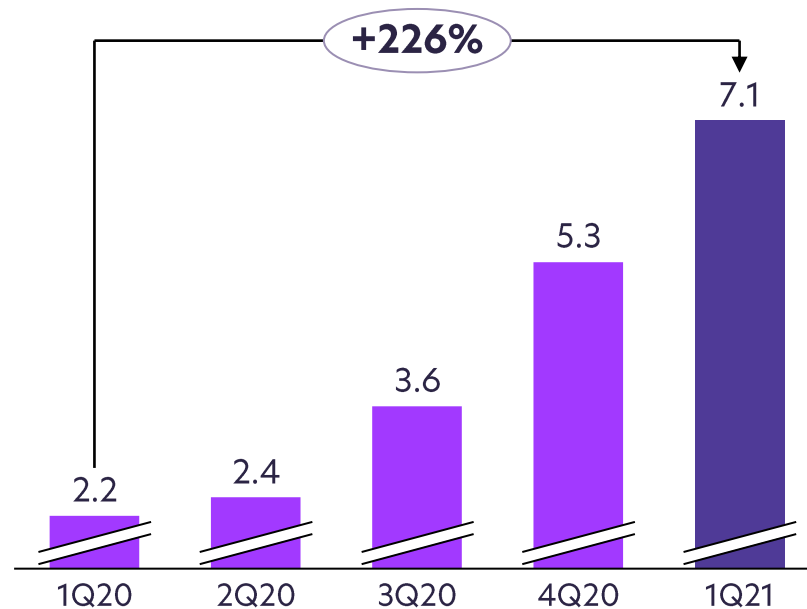
We opened **27 thousand new accounts per day** in 1Q21



### Total open accounts (# MM)



### Active Users<sup>1</sup> LTM (# MM)

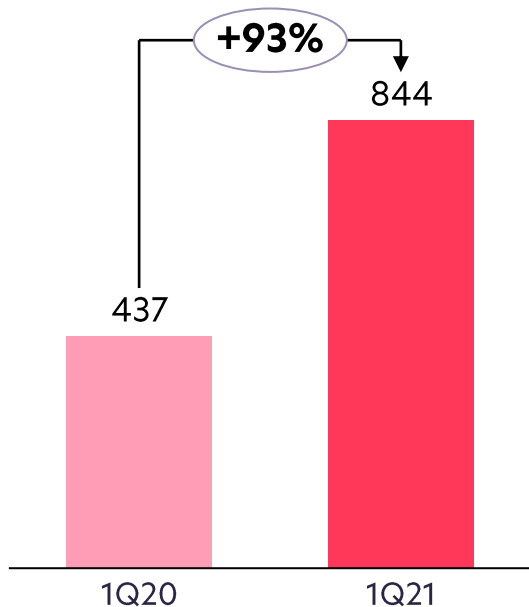


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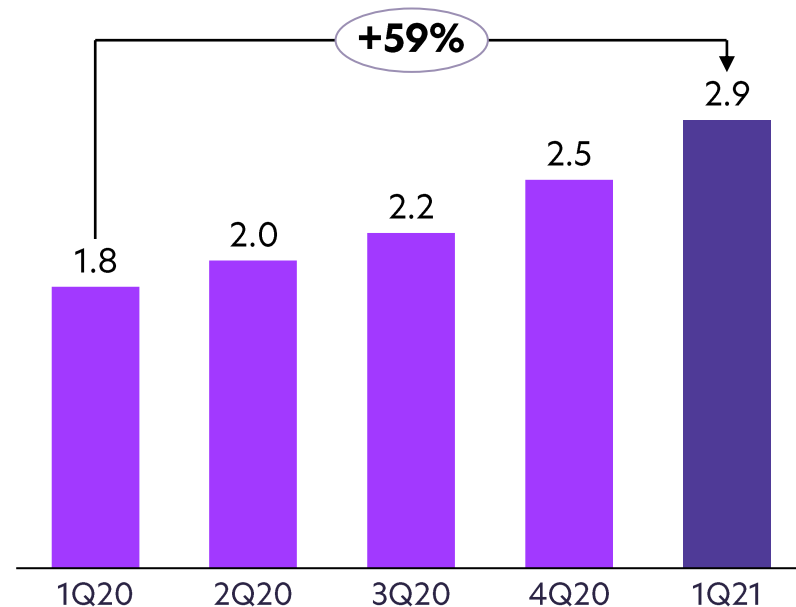
We recorded Méliuz's **best first quarter GMV** ever, **growing 93%** year on year



**GMV in the quarter**  
(R\$ MM)



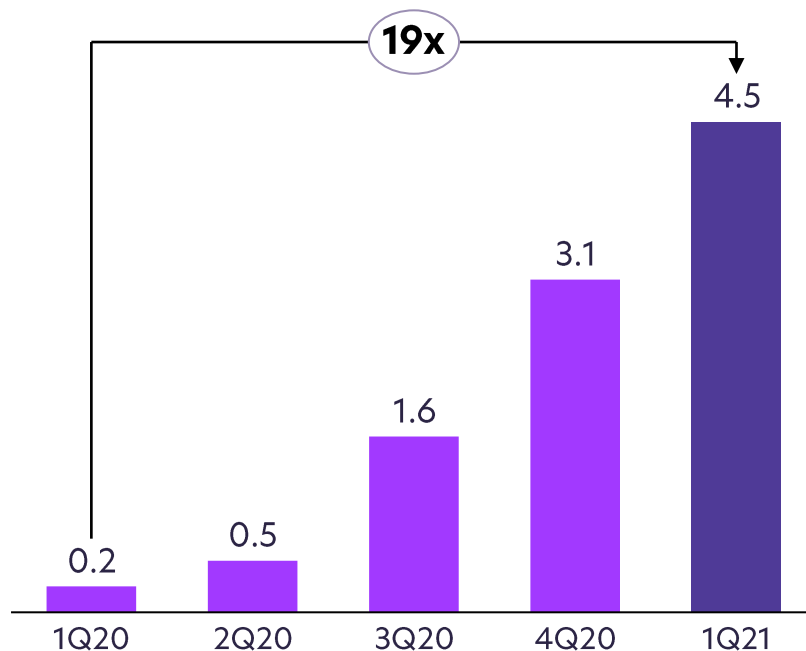
**LTM GMV**  
(R\$ B)



# | Third consecutive quarter with more than 1 million card applications...



**Card Applications (Accrued)**  
(# MM)

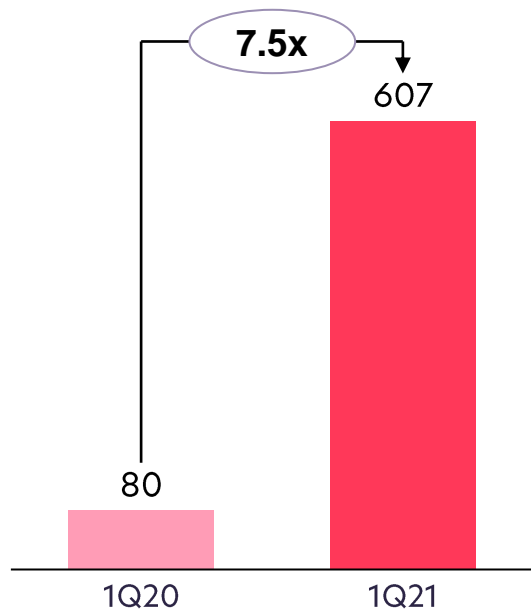




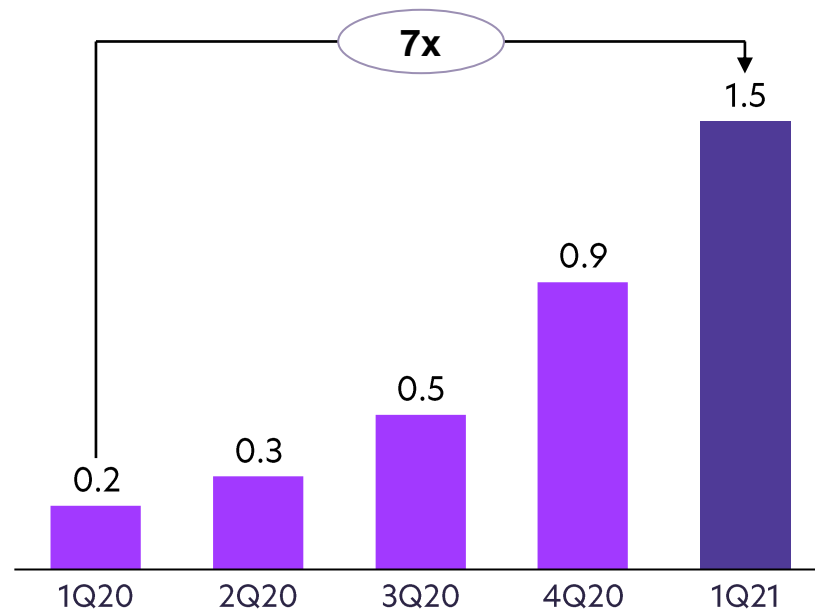
| ... and **we reached R\$1.5 bi** in Méliuz Card's **LTM TPV**, up by 7x on 1Q20



**TPV in the quarter**  
(R\$ MM)

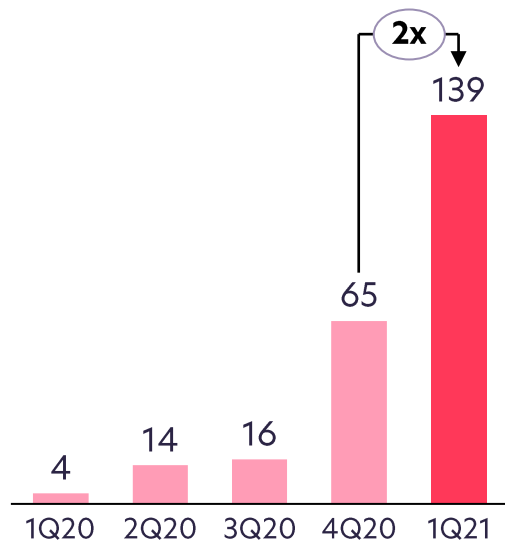


**TPV LTM**  
(R\$ B)

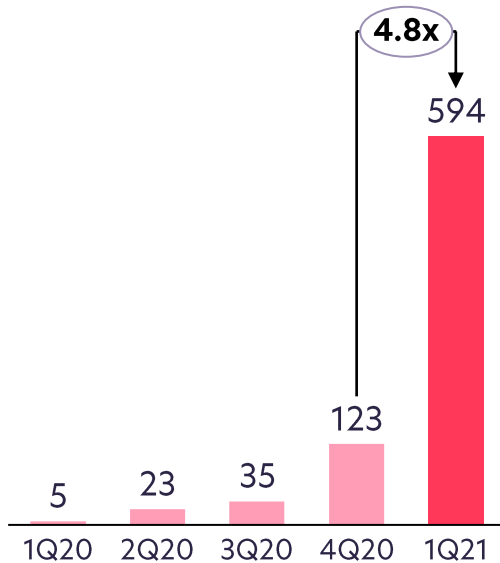


# Méliuz Nota Fiscal continues to **boost user base engagement** and access *Méliuz* to **strategic data**

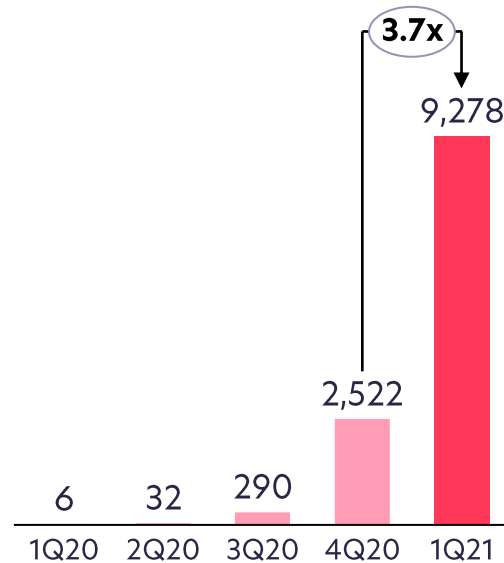
**Users activating offers**  
(#K)



**Activated offers**  
(#K)



**Captured SKU**  
(#K)





Meliuz

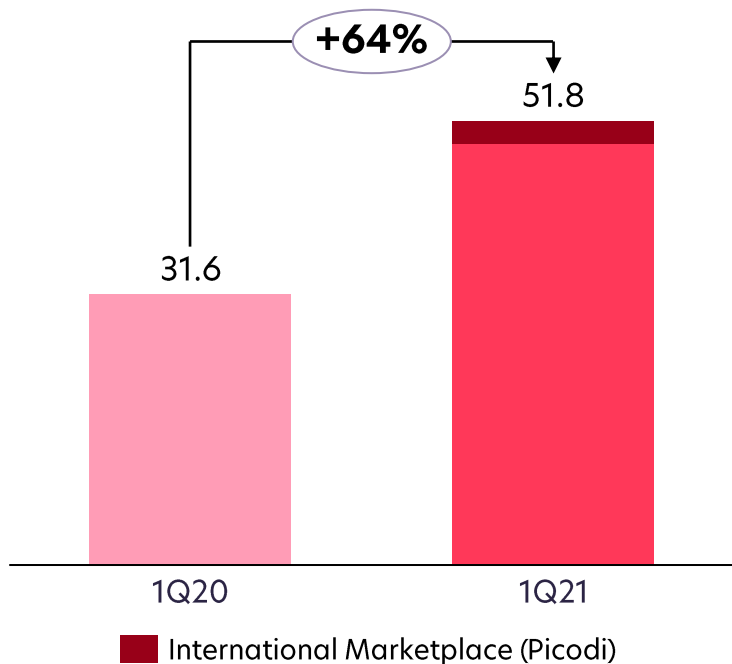
1Q21 Highlights

# Financials

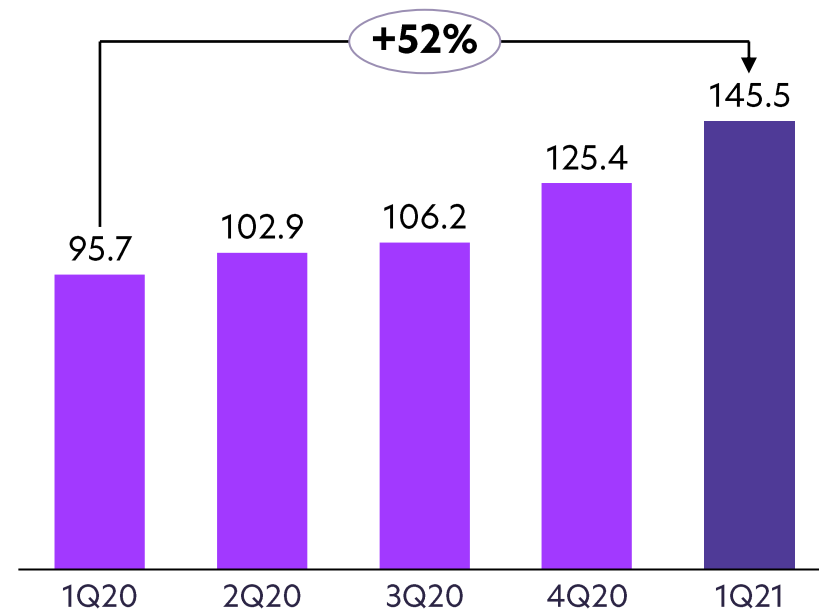
Net Revenue **was up by +64% YoY** in 1Q21, and we continue to post consistent revenue growth



**Net Revenue**  
(R\$ MM)



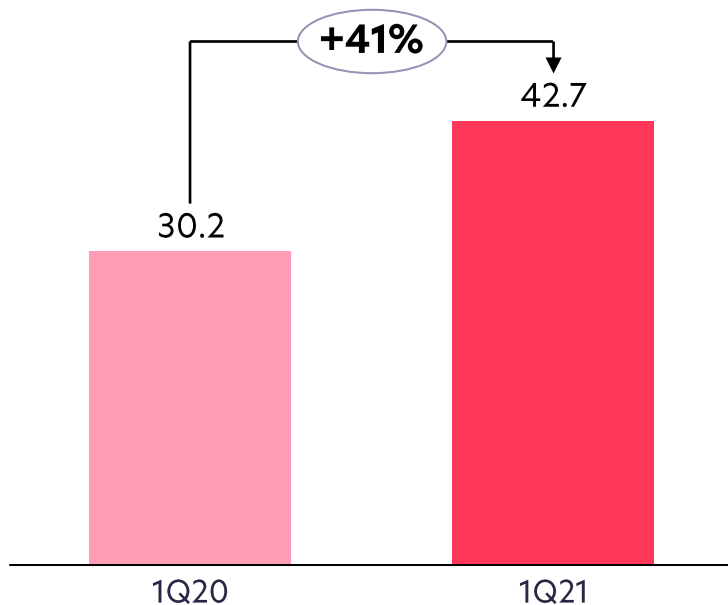
**LTM Net Revenue**  
(R\$ MM)



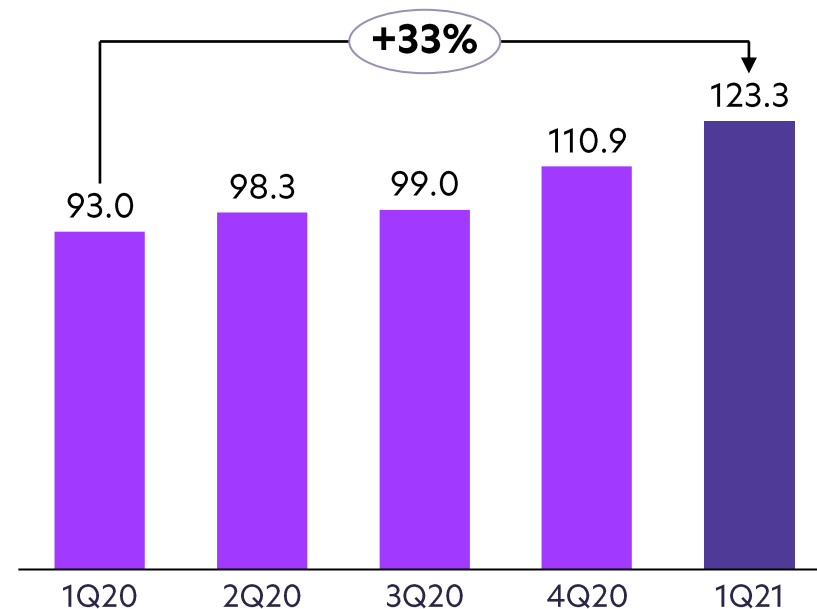
# Marketplace revenue **was up by 41% YoY...**



**Net Revenue - Marketplace**  
(R\$ MM)



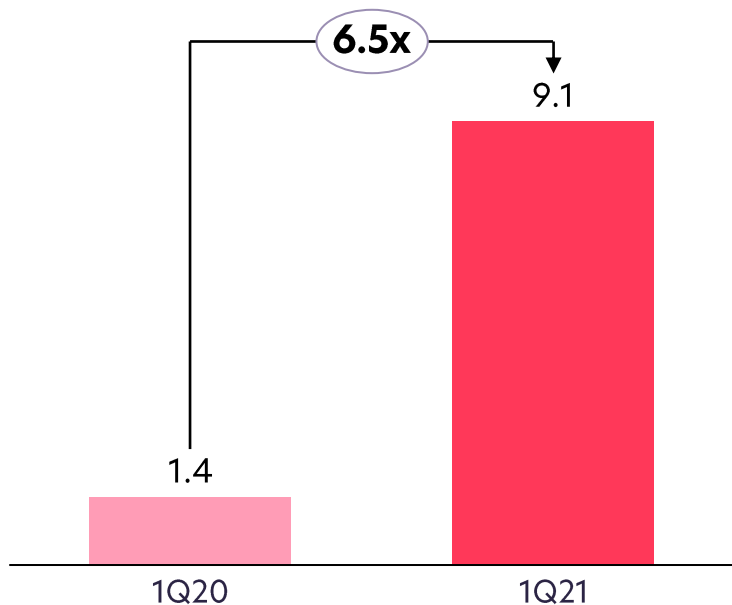
**LTM Net Revenue - Marketplace**  
(R\$ MM)



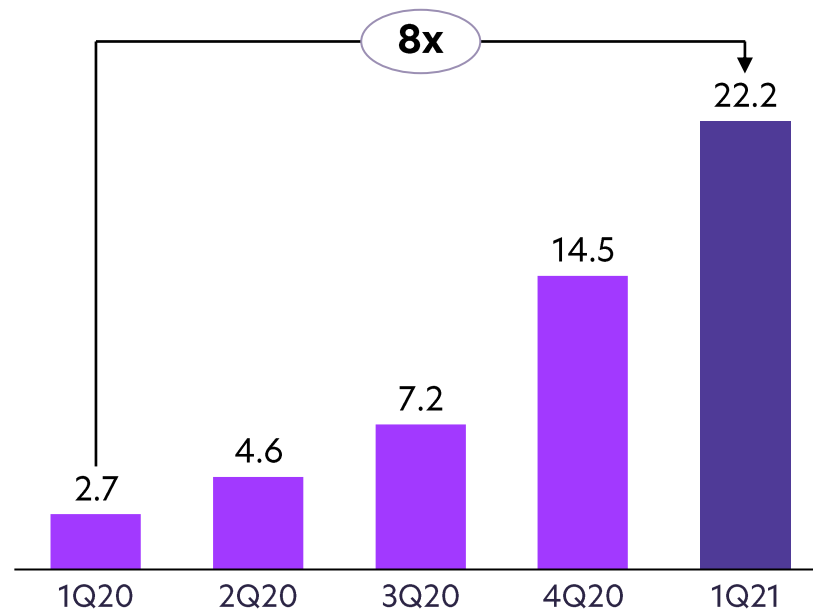
... and we continue to **exponentially increase our Financial Services revenue** year on year



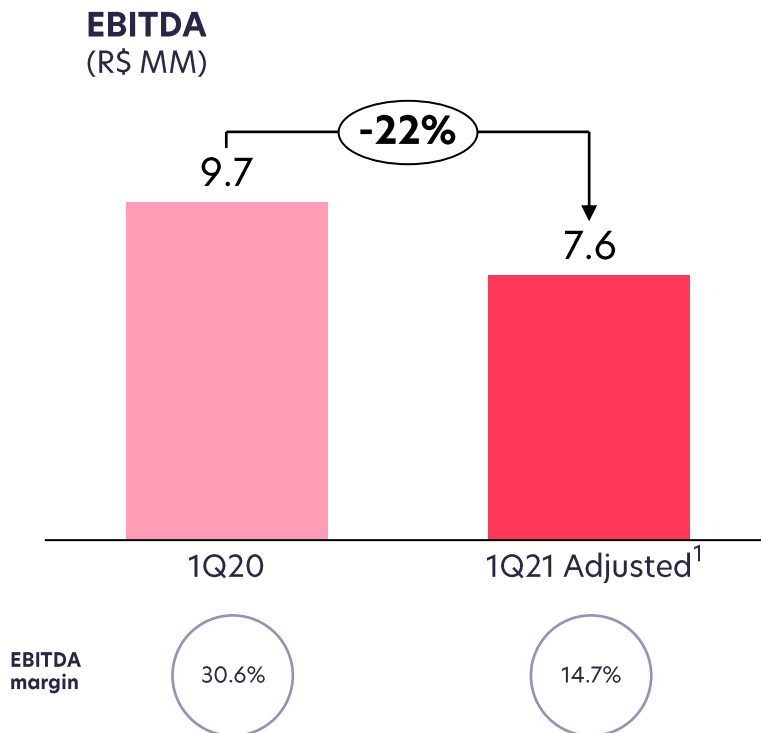
**Net Revenue - Financial Services**  
(R\$ MM)



**Net Revenue LTM- Financial Services**  
(R\$ MM)



**EBITDA adjusted margin<sup>1</sup> came to 14.7% in 1Q21**, and we will continue increasing investments, focused on growth for the coming quarters



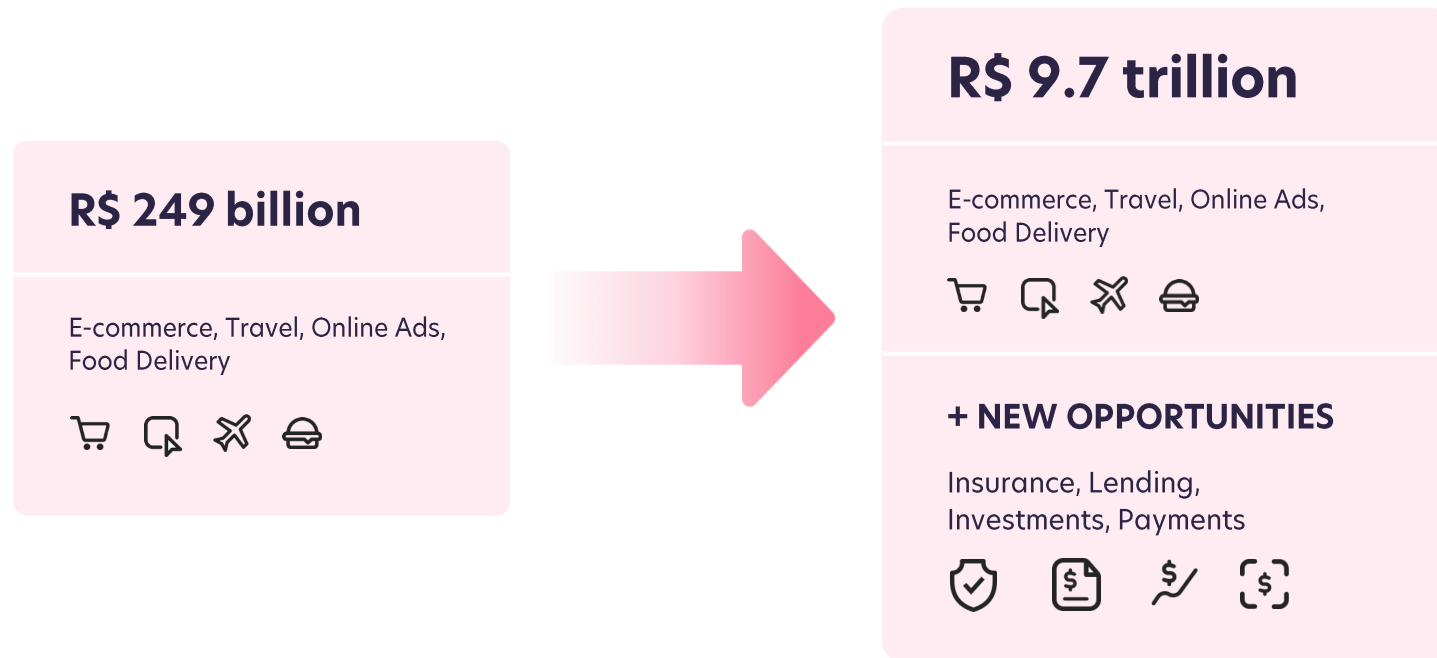
<sup>1</sup>: EBITDA adjusted by R\$2.7 million arising from extraordinary expenses related to Picodi's acquisition.

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) is a non-accounting measure prepared by the Company in accordance with CVM instruction 527. EBITDA is not a measure recognized by accounting practices adopted in Brazil nor the IFRS. For more information on non-accounting measures, see item 3.2 of the Reference Form.

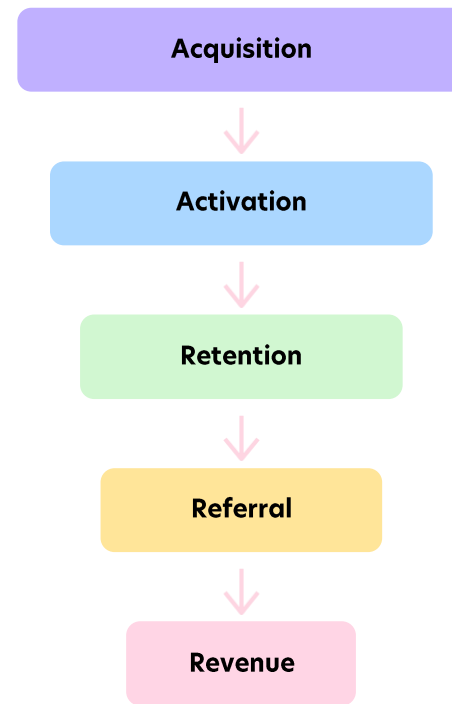
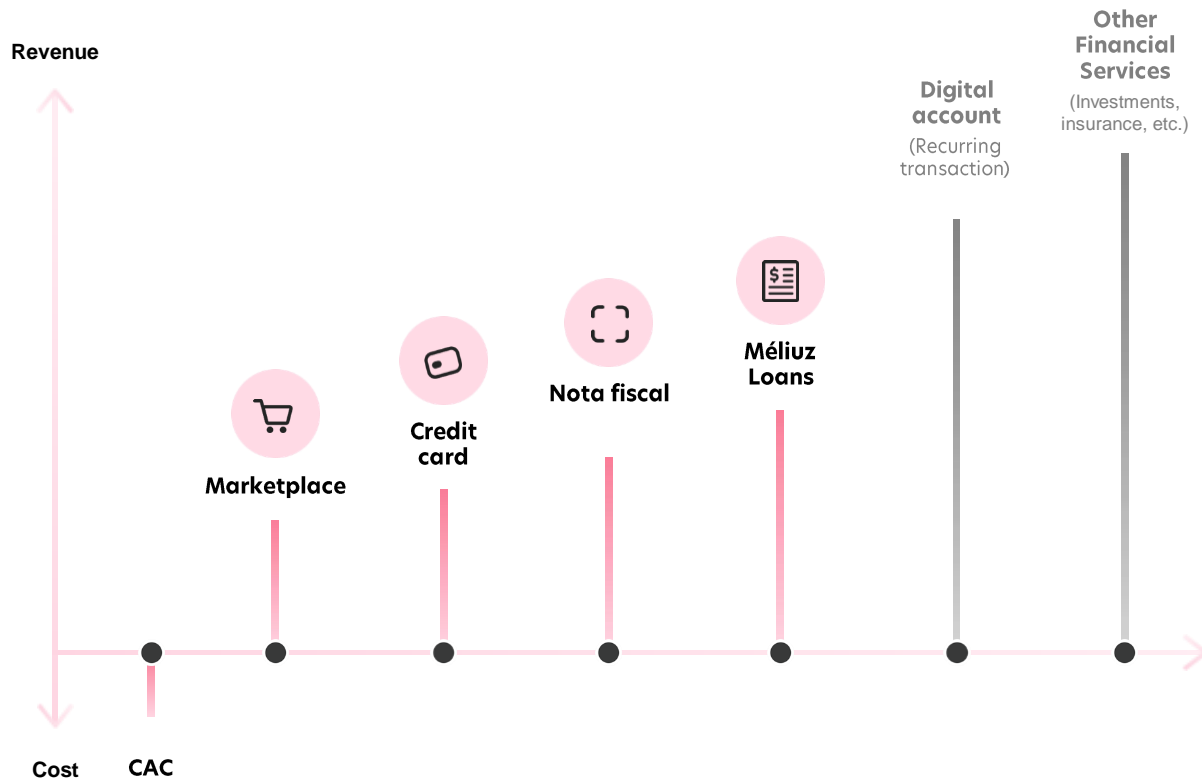
- 1 Continue **increasing our team**, mainly focused on **product and technology**
- 2 Continue **growing our user base** benefiting from our broader product and service portfolio: Méliuz Loans, Méliuz Nota Fiscal, Gift Card and Mobile Top-Up, Méliuz Card, Marketplace...
- 3 Continue **implementing Cashback in the International Marketplace (Picodi.com)**: launch features and products that improve platform engagement and retention
- 4 Continue developing the **new version of the Méliuz app**, which includes additional financial products, especially the digital bank account



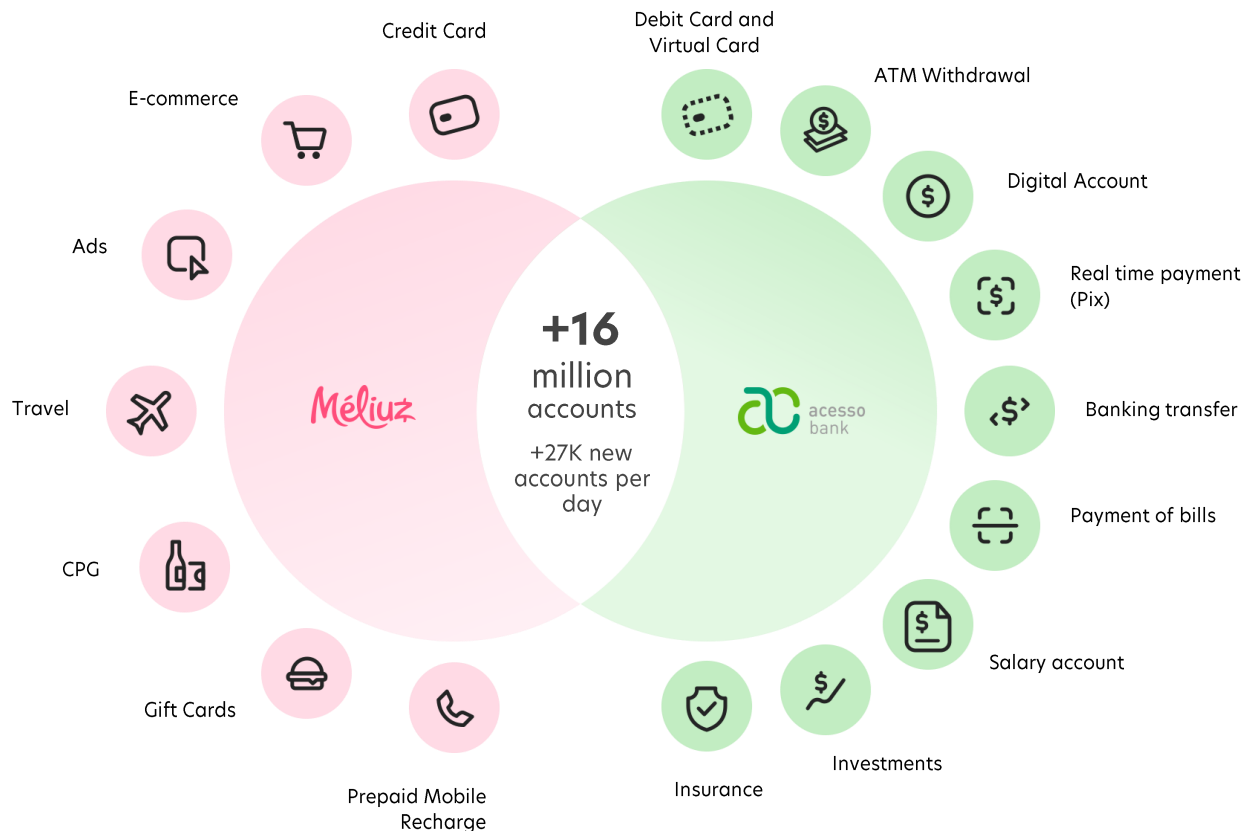
# Adding a digital bank account **expands our addressable market** and unlocks **new relevant opportunities**



In 1Q21, we had 7,1MM LTM active users, with 27k new users per day, with **low CAC** and **without having a complete financial products offer yet**



# Acesso Bank's **know-how** and **technology** expand our offered value and **sharply increase** our base engagement



**Méliuz Credit Card:** We will continue our partnership with Banco Pan. Having an active digital account will **boost our card distribution strategy**.

**Acesso Bank** becomes **Méliuz** (up to 6 months\*): After the launch of **Méliuz digital account**, Acesso Bank and Meu Acesso card brands will cease to exist. Bankly brand remains and with its current strategy: offering quality **full bank** and **open banking solutions** to our partners.

\*Pending Central Bank authorization

**Options:** With the **Méliuz digital account** activated and more engaged and recurring users, we will easily introduce **new financial services**.

Méliuz

## IR Contacts

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