

4Q21 OPERATIONAL PREVIEW

Belo Horizonte, January 27, 2022 - **Méliuz S.A.** ("Company" or "Méliuz") (B3:CASH3) informs its shareholders and the market in general the preview of its operational results for the fourth quarter of 2021 (4Q21). The information disclosed in this report is preliminary, unaudited and subject to review.

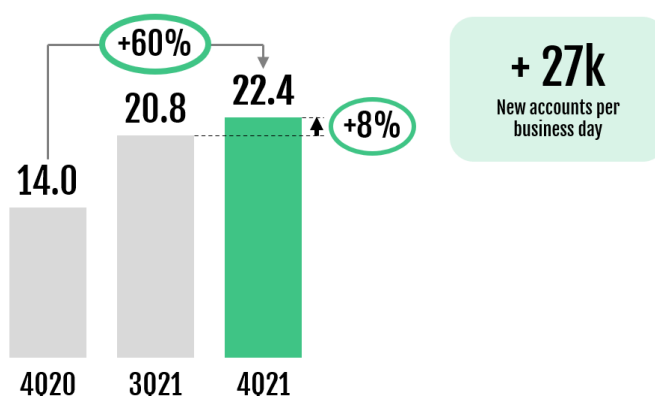
LAUNCH OF THE APP AND FINANCIAL PRODUCTS

We look forward to the launch of our new App and our new financial products, and we are almost there! On January 31st, our users will gain access to a fully refurbished App that will provide them an even better experience, integrating the shopping (marketplace) and the financial services verticals. In addition, our waiting list for the new Méliuz credit card already has more than **700 thousand subscribers**. New products are coming and some news is on the way. We are close to our new Day One!

USER BASE

We ended 4Q21 with a total of **22.4 million accounts**, an increase of 1.6 million compared to 3Q21, when we reached 20.8 million, and 8.4 million compared to the same period of the previous year, when we reached 14.0 million. Notwithstanding the pause in marketing campaigns to acquire new customers for the co-branded credit card, we had a solid user base growth, which comes as a result of the strategy adopted throughout 2021 with the objective of attracting and retaining users, which will enable the company's sustainable growth in the coming years.

TOTAL ACCOUNTS (#MM)



Our average account opening rate in 4Q21 was **27 thousand accounts per business day**, vis-à-vis 30 thousand in 3Q21. The slowdown was already expected in the period due to the termination of the contract related to the co-branded credit card in prioritization to Méliuz's own credit card, which will be released soon.

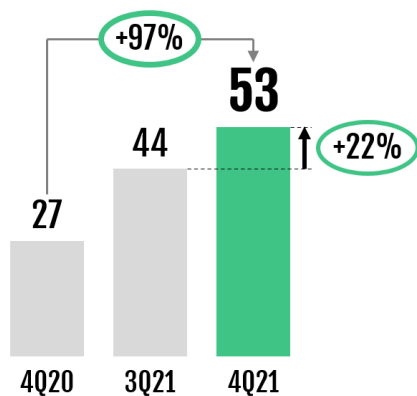
In the last 12 months, ending December 31, 2021, we reached a total of **9.4 million active users**. This number remained in line with the previous quarter result (9.5 million) even with the pause in the marketing campaigns for the acquisition of new users for the co-branded credit card and represented a growth of 76% compared to 4Q20, when we reached 5.3 million.

The number of visits and installations of the different platforms in which we promote the shopping vertical for our users continues to show solid growth, especially the app visits, which amounted to 53 million in 4Q21, a growth of 22% compared to 3Q21 and 97% compared to the same period of the previous year.

Website visits showed a 5% increase in relation to 3Q21 and 15% in relation to the same period of the previous year, reaching 25 million visits. In relation to the active Plug-in in the browser, we reached 862 thousand active plug-ins in the quarter, in contrast with 818 thousand in 3Q21 and 666 thousand in 4Q20.

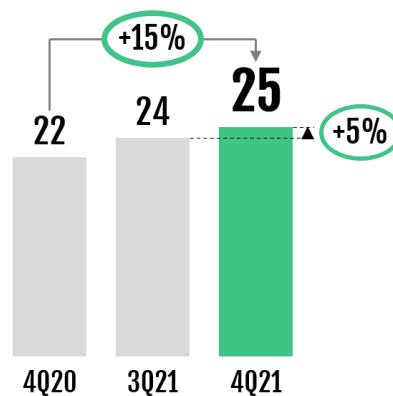
APP VISITS

(#MM)



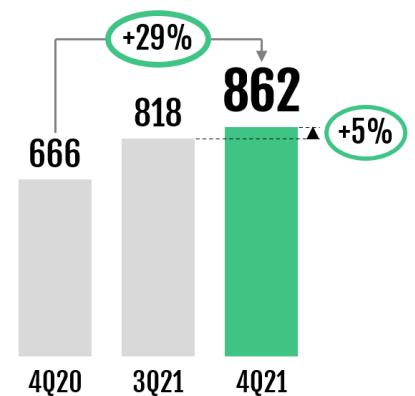
WEBSITE SESSIONS

(#MM)



PLUG-IN

(#K)



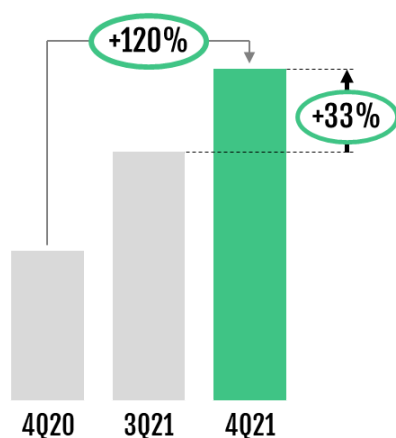
SHOPPING

NEW BUYERS

Concerning the new buyers metric, we registered a 33% growth when compared to 3Q21, a new historical record, and 120% in relation to the same period of the previous year. This growth was mainly the result of the **Black Festival**, an event that took place throughout the month of November, in which we carried out campaigns with historic cashbacks and numerous actions aimed at attracting new buyers. We also had a historical record in the total number of buyers, reaching a 27% growth compared to 3Q21 and 77% compared to 4Q20.

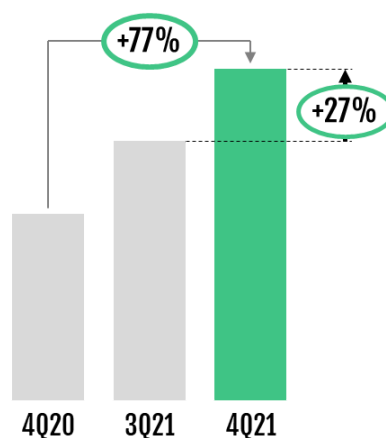
NEW BUYERS

Shopping Vertical



TOTAL BUYERS

Shopping Vertical



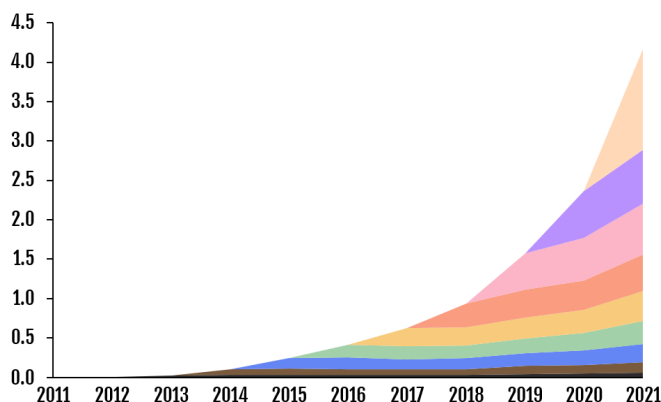
The numbers of new buyers and total buyers include Méliuz shopping vertical only (without considering acquisitions)

We emphasize that the metric of new buyers is one of the most important for us to consolidate the company's long-term strategy. The result of the consistent addition of new cohorts, tied to an effective retention of these users in the base, enables a sustainable company growth in the long term. This effect can be observed in the graphs below, as over the last few years we have been adding more and more cohorts and, at the same time, improving the retention of older cohorts.

GMV PER COHORT¹

Shopping Vertical

(R\$ B)

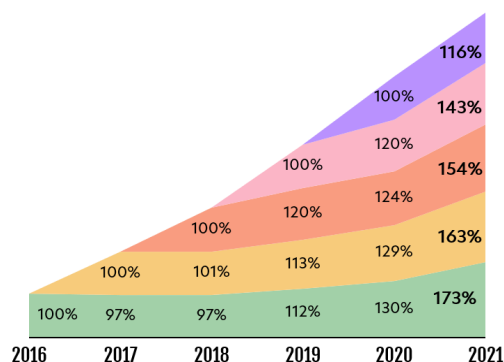


2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 2011

GMV RETENTION PER COHORT¹

Shopping Vertical

(R\$ B)



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

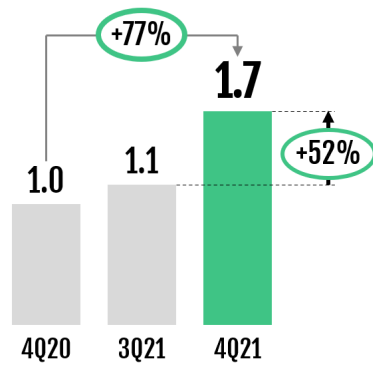
¹ Each cohort is defined by the customer's first purchase year at Méliuz Shopping Vertical. It only considers GMV of registered and logged in Méliuz users.

SALES VOLUME (GMV)

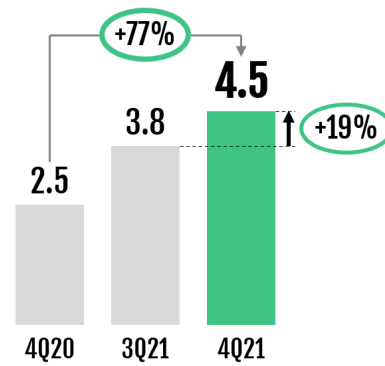
We achieved the best GMV result in our history. Considering only Méliuz (excluding the other companies of the group), we reached a **GMV of R\$ 1.7 billion** in 4Q21, a 52% growth in comparison to 3Q21 and 77% compared to the same period of the previous year. Regarding the other companies of the group, we had a GMV of R\$ 267 million for Picodi and R\$ 80 million for Promobit in 4Q21, totaling **R\$ 2.0 billion of GMV** in the consolidated vision in the quarter. With reference to international shopping, we presented a 14% growth compared to 3Q21 due to seasonality in the period. Promobit had a 62% growth against 3Q21, explained by the increase in campaigns and actions during the Black Friday period.

We ended 2021 with a total **GMV of R\$ 5.5 billion**, of which R\$ 4.5 billion refer to Méliuz, R\$ 852 million refer to our international vertical shopping (as of March 2021) and R\$ 161 million to Promobit (as of May 2021).

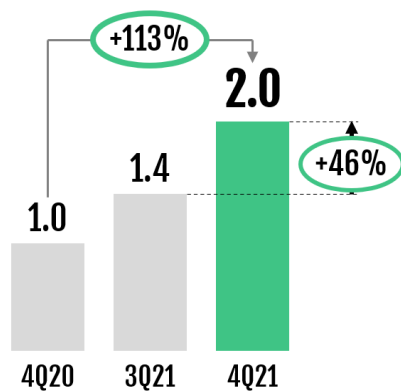
GMV QUARTERLY – MÉLIUZ (R\$ B)



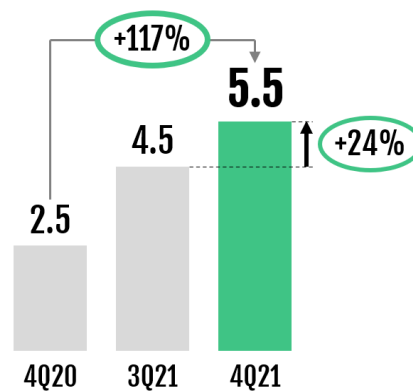
GMV LTM – MÉLIUZ (R\$ B)



GMV QUARTERLY – TOTAL (R\$ B)



GMV LTM – TOTAL (R\$ B)



Consider Picodi values from March 2021 onwards and Promobit from May 2021 onwards.

INTERNATIONAL SHOPPING

At the end of September we launched the cashback feature for users in 9 countries out of the 44 where Picodi is present. After three months of the release of this feature, it is already possible to analyze the first results of this first cohort of users. The results are encouraging and the users behavior confirms the thesis that traffic activation is transformed into registration, registrations into buyers and, finally, buyers into retained users.

As this is a recently released feature, these analyses are important for us to identify improvements, adjustments and new implementations, as well as to understand why some countries are outperforming the others so as to comprehend the opportunities and behavior of each market. We are in the final process of creating the first Picodi app, which will be released soon to its entire user base.

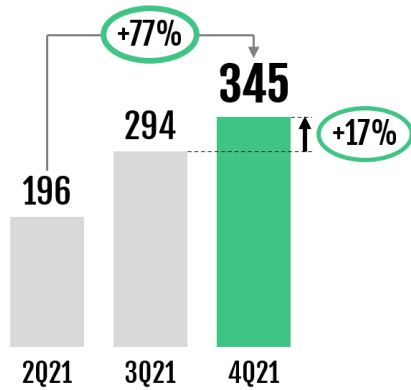
It is important to highlight that the impact on GMV will come with time, which is necessary for the addition and retention of cohorts to produce significant growth on GMV in relation to the bequeathed organic result. When the user base is already created and retained, it becomes natural to add other products and services, with the cashback feature in the shopping vertical being just a first step as we did in Brazil in Méliuz.

MÉLIUZ INVOICE

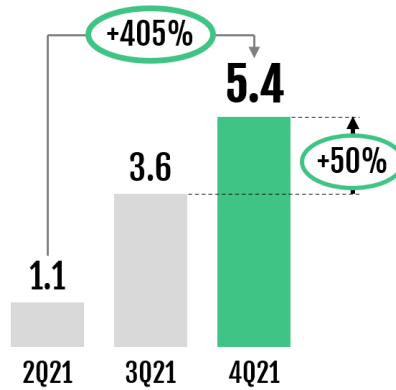
Offers activated in 4Q21 amounted to 5.4 million, a 50% increase compared to 3Q21 and 405% compared to 2Q21. The number of users activating Méliuz Invoice offers was 345 thousand, a 17% increase compared to 3Q21 and 77% compared to 2Q21.

By 4Q21, we had already received invoices from 3,868 different cities in Brazil, which represents a coverage of 69% of all cities in Brazil. In this quarter, the captured volume of items registered on invoices was 29.8 million, a 34% increase compared to 3Q21 and 97% in comparison to 2Q21.

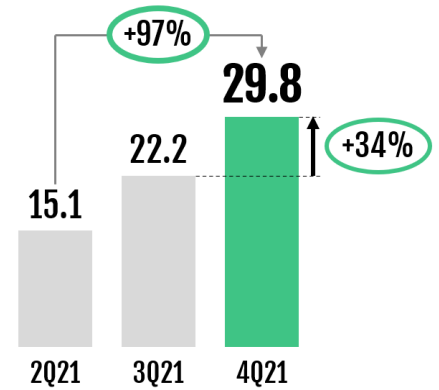
USERS ACTIVATING OFFERS (#K)



ACTIVATED OFFERS (#MM)



SELLOUT DATAPPOINTS (#MM)

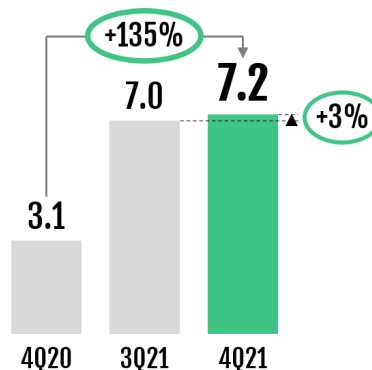


FINANCIAL SERVICES

CO-BRANDED CARD

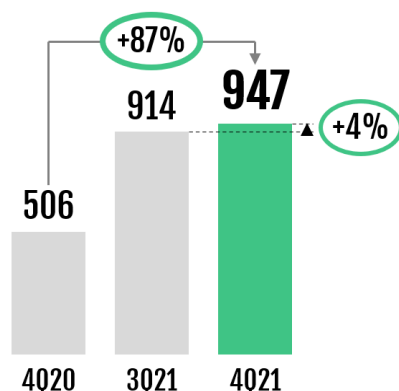
Despite the end of the co-branded card contract and the pause in user acquisition campaigns for this vertical, we ended 4Q21 with a total of 7.2 million requests for the card, which represents a 3% growth compared to 3Q21 and 135% compared to 4Q20.

CARD APPLICATIONS ACCRUED (#MM)

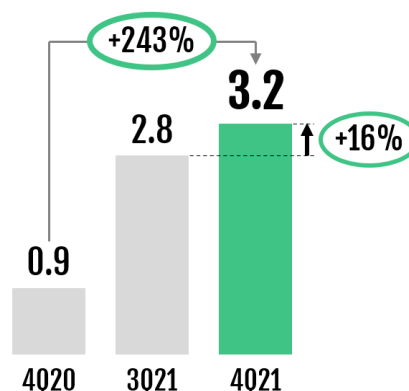


We reached a total of R\$ 947 million in Total Payment Volume (TPV) in 4Q21. In spite of the end of the co-branded card contract and the pause in marketing campaigns to generate new cards, we recorded a 4% increase in TPV compared to 3Q21 due to seasonality in the period. In the last 12 months ended December 31, 2021, we reached R\$ 3.2 billion in TPV, a 16% and 243% increase as opposed to 3Q21 and 4Q20, respectively.

TPV QUARTERLY (R\$ MM)



TPV LTM (R\$ B)



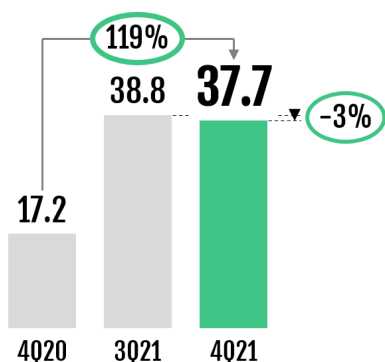
INVESTMENTS

CRYPTOASSETS

During 4Q21, 22,600 users transacted cryptocurrency assets, compared to 3,800 in 4Q20 and 26,700 in 3Q21. These users have approximately R\$ 38 million in custody and handled approximately R\$ 470 million in 4Q21. These indicators represent Alter's current operation, which will soon be integrated into Méliuz App and into the other products of the company.

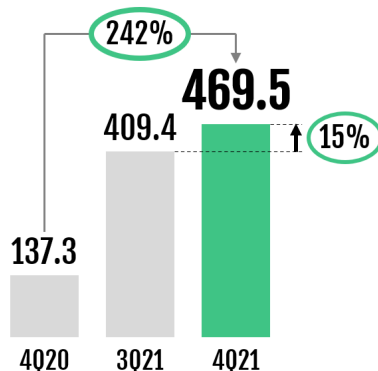
ASSETS UNDER CUSTODY

(R\$ MM)



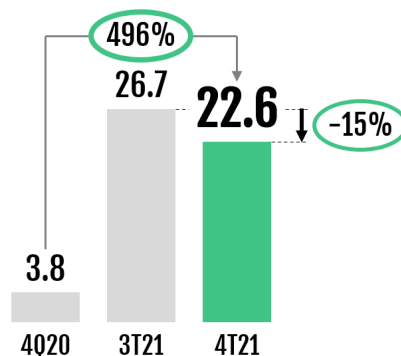
TRADED VOLUME

(R\$ MM)



ACTIVE USERS

(#K)



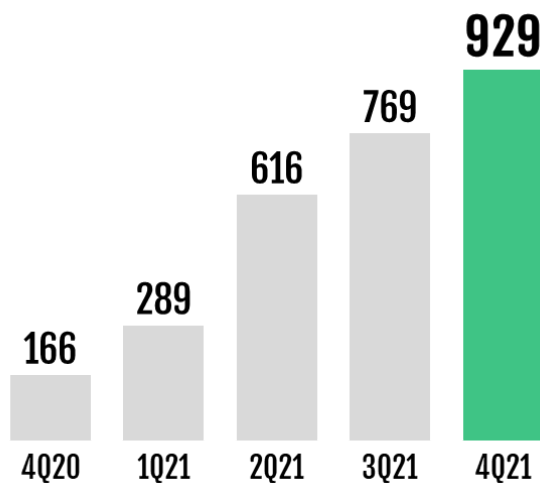
Active users include those who carried out a financial transaction in the period.

OUR TEAM

We ended the year with 929 people in the CASH3 group. Excluding the acquisitions, we ended the year with 470 employees at Méliuz, of which approximately 56% are directly linked to the technology and product team.

CASH3 GROUP – EMPLOYEES

(#)



Acquisitions: Picodi on Feb/21; Acesso Bank (pending Central Bank approval), Promobit and Melhor Plano in May/21; Alter in Jul/21.

2021 was an important year for us to assemble an exceptional team, mainly of software engineers, product managers, and Business Unit Directors who will be fundamental for the delivery of what we plan for 2022. At the present moment, we consider that we are approaching the ideal number of employees to meet our goals for the year and, therefore, the hiring pace will decrease over the next few quarters.

GLOSSARY

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

GMV LTM: Sum of GMV of the last 12 months;

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;

CASH3 Group: includes the numbers of the following companies: Méliuz, Picodi, Melhor Plano, Promobit, Acesso Bank (pending approval from the central bank), iDinheiro and Alter.

Active Plug-in in Browser: Average number of active users in the extension (plug-in) in the analyzed period. Active users in the extension are understood to be those who used their browser and had the product installed and activated.

GMV Retention per cohort: each cohort is defined by the year in which the user made their first purchase at Méliuz's shopping vertical. The GMV retention by cohort is the ratio between the GMV generated by a given cohort in a given year and the GMV that this group of users generated in the first year of that cohort. Considers only the GMV generated by users that were registered and logged in Méliuz;

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

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

Turnover: employee turnover rate, measures the number of employees who leave an organization in relation to the total number of employees over a period of time;

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.