WELCOME TO ZENVIA WORLD

INUESTOR DAY





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This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934, each as amended, including, in particular, statements about the Company's plans, strategies and prospects and estimates of industry growth or prospects. These statements identify prospective information and may include words such as "believe," "may," "will," "aim," "estimate," "continue," "anticipate," "intend," "expect," "forecast," "plan," "project," "project," "portential," "aspiration," "objectives," "should," "purpose," should," "purpose," should," purpose," s

Risks that contribute to the uncertain nature of the forward-looking statements include, among others, risks associated with the Company's ability to innovate and respond to technological advances, changing market needs and customer demands, such as the use of and demand for SMS text message service and cloud-based platform communications; the Company's ability to successfully acquire new businesses as customers, acquire customers in new industry verticals and appropriately manage its international expansion; the Company's failure to enhance its brand recognition or maintain a positive public image; the inherent risks related to the CPaaS market, such as the interruption, failure or breach of its computer or information technology systems, resulting in the degradation of the quality or a decline in the use of the products and services offered; general economic, political and business conditions in Brazil, including as a result of the impacts of the company's business, notably with respect to inflation and interest rates and their impact on the discretionary spending of businesses; the Company's ability to face challenges in the expansion of its operations and its offerings into new market segments and/or new geographic regions within and outside of Brazil; the impact of substantial and increasing competition in the Company's market, innovation by its competitors, and it ability to attract and retain qualified personnel while controlling its personnel related expenses; the dependence of the Company's business on its relationship with service providers as well with certain cloud infrastructure providers; the Company's ability to maintain its classification as an emerging growth company under the JOBS Act; health crises, including due to pandemics such as the COVID-19 pandemic and government measures taken in response thereto; other factors that may affect the Company's financial condition, liquidity and results of operations; and to the firm atteriating tor which are difficult to predict and many of which are dif

To supplement the financial measures presented in this press release and related conference call, presentation, or webcast in accordance with GAAP, the Company also presents the following non-GAAP measures of financial performance: Non-GAAP Gross Profit, Non-GAAP Operating Profit (Loss), EBITDA and Adjusted EBITDA. A non-GAAP financial measure is generally defined as one that purports to measure financial performance but excludes or includes amounts that would not be so adjusted in the most comparable GAAP measure. Non-GAAP financial measures do not have standardized meanings and may not be directly comparable to similarly-titled measures adopted by other companies. These non-GAAP financial and operating performance, generate future operating plans and make strategic decisions regarding the allocation of capital. We also believe that the disclosure of our Non-GAAP Gross Profit, Non-GAAP Operating Profit (Loss), EBITDA and Adjusted EBITDA provides useful supplemental information to investors and financial analysts and other interested parties in their review of our operating performance. Potential investors should not rely on information not recognized under IFRS as a substitute for the IFRS measures of earnings, cash flows or profit (loss) in making an investment decision. There are significant limitations associated with the use of non-GAAP financial measures. Further, these measures may differ from the non-GAAP information, even where similarly titled, used by other companies and therefore should not be used to compare the Company's performance to that of other companies.

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TODAYS AGENDA AND PRESENTERS

EXECUTIVE TEAM



LILIAN LIMA

FOUNDER & CEO

CASSIO BOBSIN



GABRIELA VARGAS CMO

СТО

CRISTIANO FRANCO CRO CPaaS



SHAY CHOR CFO

RAPHAEL GODOY CRO SaaS

LUCA BAZURO CRO Consulting



KATIUSCIA TEIXEIRA CHRO

14h - 15h30 Presentation

15h30 - 16h Q&A

16h - 19h Cocktail & Demos

ZENVIA TEAM



CAID FIGUEIREDO IR DIRECTOR

LAURA HIRATA LEGAL DIRECTOR

EXTERNAL GUEST COURTNEY MUNROE IDC



FERNANDO SCHNEIDER IR SPECIALIST



ROGÉRIO PEREZ CX SaaS DIRECTOR

HEY HUMANS

INVESTOR DAY ----- Z.E.N.V.I.A

EXPERIENCES ARE BROKEN

INVESTOR DAY Z'E'N'V'I'A

impersonal

cumbersome

disconnected

impersonal

cumbersome

disconnected

disconnected

cumbersome

0

impersonal

impersonal

cumbersome

disconnected

INVESTOR DAY - ZEI

EXPERIENCES SHOULD BE

personal engaging

fluid

EXPERIENCES SHOULD BE

personal

engaging

fluid

EXPERIENCES SHOULD BE

engaging

personal

INVESTOR DAY ---- 7.F.N.V.I

fluid

EXPERIENCES SHOUL BE

engaging

personal

fluid

INVESTOR DAY ---- Z·E·N



PEOPLE ARE

UNIQUE

INVESTOR DAY ----- Z'E'N'V'I'A

WELCOME TO OUR WORLD

BY HUMANZ FOR HUMANS

INVESTOR DAY ---- Z'E'N'V'I'A

UNIQUE EXPERIENCES

ALONG THE CUSTOMER JOURNEY

INVESTOR DAY - Z.E.N.V.I.A

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UNIQUE EXPERIENCES

ALONG THE CUSTOMER JOURNEY



BREAKING DOWN CX BARRIERS

OUR CX SAAS



Z-E-N-V-I-A Attraction



Z·E·N·V·I·A **Conversion** Sirena







Z·E·N·V·I·A Success IIII sensedata



Z·E·N·V·I·A Attraction

Increase the assertiveness and return of your campaigns with automation and intelligence



z·e·n·v·l·a Conversion

Sirena

Increase your sales with the simplicity and agility of a conversation



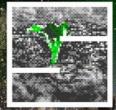
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Service 🚜 movidesk

Make the service for your customer more agile and humanized and evolve your indicators quickly

INVESTOR DAY - Z'E'N'V'I'A

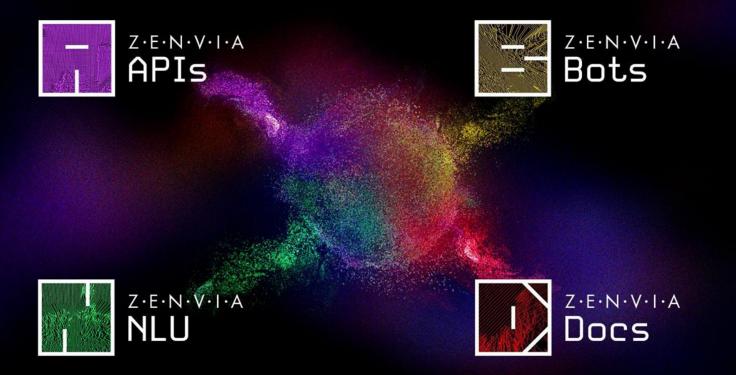


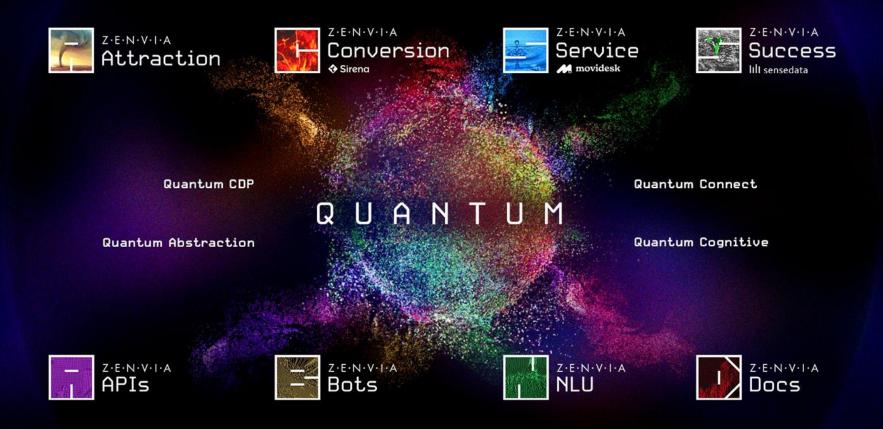
z·e·n·v·I·a Success

IIII sensedata

Transform data into insights to increase the assertiveness of actions and strengthen bonds of trust with your customer, keeping them loyal to your base

OUR CX TOOLS







TRUST EMPOWERS EXPERIENCES

INVESTOR DAY -

WHAT DO CUSTOMERS SAY ABOUT ZENUERS

LEADING DIGITAL BANK

CHALLENGE

Time to first touch very slow and unsolved customer complaints on Customer Support

24+ hours Customer Support first touch SOLUTION

Z·E·N·V·I·A Service M movidesk

Z·E·N·V·I· APIs

- Z·E·N·V·I·A Bots

Quantum Connect

MPACT

1 minute

Customer Support first touch

21%

reduction on unsolved complaints rate

5%

ncrease rating in 'Reclame Aqui"*

COMPANY INVESTOR REPORT 1 Q 2 2

LEADING DIGITAL BANK

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Quantum Connect

<u>IMPACT</u>

1 minute

Customer Support first touch

21% reduction on unsolved complaints rate

5% Increase rating in "Reclame Aqui"*

GLOBAL CONSUMER GOODS COMPANY

CHALLENGE

Sales campaigns done without considering customers preferences, resulting in:

5% conversion rate

Average ticket of **BRL 500**

SOLUTION





Z-E-N-V-I-A Bots

Quantum Connect

Quantum CDP

MPACT

- + Customer understanding
- + Relevant campaigns
- + Customers more likely to engage, resulting in:

240% Increase of conversion rate

140% Increase of average ticket

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GLOBAL CAR COMPANY

CHALLENGE

Sales qualified leads were not being attended nor pushed to close

+20 min time to first touch



Z·E·N·V·I Bots

> ZVEVNVVIVA APIs

Quantum Connect

<u>IMPACT</u>

-85% time to first contact

+98% up monthly sales

GLOBAL CAR COMPANY

CHALLENGE

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APIs

Quantum Connect

IMPACT

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APIs

Quantum Connect

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LISTED EDUCATION GROUP IN BRAZIL

CHALLENGE

Digital support to students

100% student interactions in call center with live agents

Improve support for +300k students

SOLUTION		
	Z·E·N·V·I·A Service	
	Z-E-N-V-I-A Bots	
	z-e-n-v-i-a NLU	
	Z-E-N-V-I-A APIS	

IMPACT

Digital service represents **70%** of students interaction

3.2 mm digital services in 2021

64.7%

61.1% service satisfaction rate

30 minutes to get the problem solved

Brazilian award to companies with the best custumer experience

LISTED EDUCATION GROUP IN BRAZIL

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SOLUTION







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LISTED EDUCATION GROUP IN BRAZIL

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SOLUTION







ACCRETE AND ADDRESS OF	Z·E·N·V·I·
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Winner

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64.7% retention in chatbots

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*Brazilian award to companies with the best custumer experience

COMPANY INVESTOR REPORT 1 Q 2 2

LISTED CAR INSURANCE COMPANY

CHALLENGE

15 days shipping & delivery welcome kit

High costs

on welcome kits printing

Bad experience

on solving policy questions

Quality issue

service not adjusted for increased number of customers



Quantum Connect

MPACT

Few hours

delivery welcome kit in a digital and multichannel way

cost reduction on welcome kits

87 ton

40% adoption

on digital multi-channels

+15 NPS

improvement

COMPANY INVESTOR REPORT 1 Q 2 2

LISTED CAR INSURANCE COMPANY

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when customer need services and don't sure if it is policy covers

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Z·E·N·V·I·A NLU



Z·E·N·V·I·A Docs

Quantum Connect

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IMPACT

Few hours

delivery welcome kit in a digital and multichannel way

70% cost reduction on welcome kits

87 ton paper reduction

40% adoption

on digital multi-channel

+15 NPS



TAKING A DEEP DIVE INTO THE INDUSTRY



Courtney Munroe Research VP WW Telecom Research, IDC

Digital resilience and agility for the enterprise as the "New Normal"



Accelerated digital transformation



Adapted to new work models



Transformed connectivity priorities, policies and processes

The Future of Connectedness



Seamless, secure access to business resources



From any location



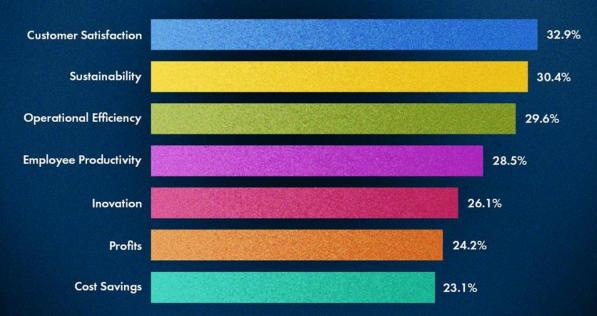
From any device



To keep critical data in motion

To prepare for novel business disruptions, organizations need plans that enable them to **stay connected** and **adapt not just respond**.

In Q1/2022, top enterprise priorities focus on investing in technologies to support the customer and improve sustainability



Question: What are your organization's top 3 business priorities?

% OF RESPONDENTS

Source: IDC Future Enterprise Resiliency and Spending Survey, April 2022, n=828

Benefits of Cloud Communications





Low Code/No Code App Creation <· >>



Secure, Reliable Networking CLOUD Communications

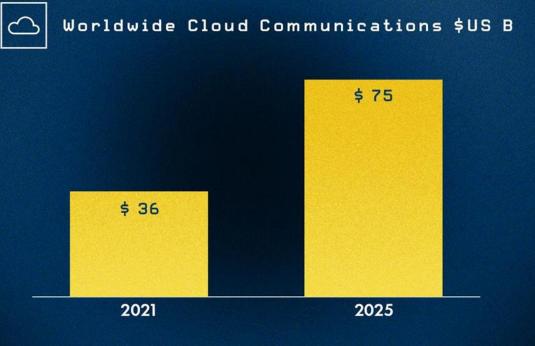




Multi Channel Engagement



Global Cloud Communications/Customer Experience TAM \$B



Americas contribute to 59% of Worldwide Spend



Cloud Communications Software spend by Enterprises

Emerging Cloud Communications Segments and growth outlook: Worldwide CAGR 2021-2025

CDP +20%	Customer Data Platforms: Facilitate the use of customer data that can be easily integrated into offerings
CS +17%	Customer Service Applications Customer service software is used to support customers that are external to an organization.
CCM +1 3%	Customer Comm Management Create, manage customer communications across multiple platforms
MCM +11%	Marketing Campaign Management: The planning, executing, tracking and analysis of direct marketing campaigns
CPaaS +30%	Communications Platform as a Service: Simplify the use of digital platforms for external communications between enterprises and customers

€IDC

Source IDC Custom Analytics for Zenvia, July 2022.

Total Addressable Market in Latin America



CAGR 21-26: 17.5%

😑 CPaaS

SaaS

Source IDC Custom Analytics for Zenvia, July 2022.

Total Addressable Market by CPaaS vs. SaaS (LATAM)



Source IDC Custom Analytics for Zenvia, July 2022.

Market Share 2021 (LATAM), with breakdown by CPaaS vs. SaaS



SaaS considers the following markets:

MCM (Marketing campaign management SW) **CS** (Customer service applications)

CCM (Customer Communication Management SW) CDP (Customer Data Platform software)

13.1%

11.5%

10.4%

9.2%

Source IDC Custom Analytics for Zenvia, July 2022.

Conclusion

- Digital Customer Engagement software is a large component of IT growth segment over the next few years.
- CPaaS and SaaS constitute a dynamic foundation for Cloud Communications platform.
- Personalization leveraging customer data and analytics is the key to success for customer experience.
- Simplifying and automating customer engagement leveraging SaaS integrations will be a major focus of businesses in the future.

€IDC

Courtney Munroe

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UNLOCKING TRUE MARKET POTENTIAL

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SaaS Growth Levers

Our SaaS grows **2x** faster than market Top 50 customers represent **45%** of MRR

Easy-to-Adopt solutions with short sales cycle Business strategy tailored for LATAM

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SaaS at a Glance

120%



Revenue 2022 YTD R\$**115.1**M **82.0**% MRR

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Annual Recurring Revenue R\$**226**M JUN'22

R\$280m DEC'22



TAM in Latin America 2026^[4] R\$**29.1**bln



ADJ. Gross Margin 2022 YTD^[1] **66.5**%



Net Revenue Expansion Rate Q2'22[2]



CAC Payback Full Year 2022[3]

11 months

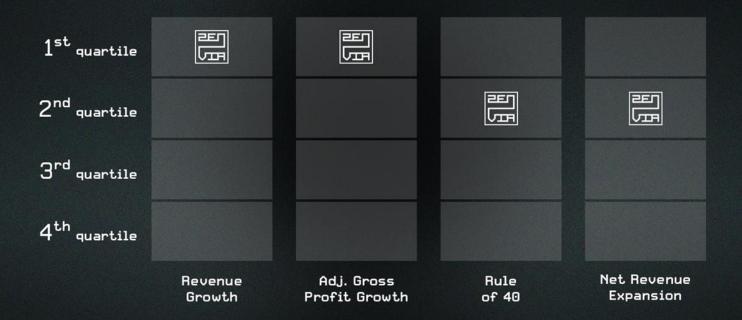


Active Customers Jun 2022 6.593

[1] Non-GAAP [2] Constant Currency [3] 12 * [FY1 S&M Expense / [[FY1 Revenue - FY0 Revenue] * FY1 Gross Margin] [4] According to IDC

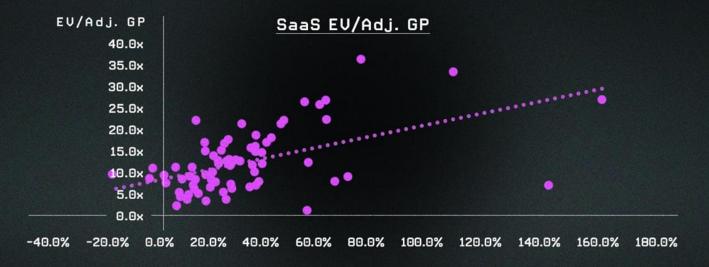
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SaaS Benchmark Analysis



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SaaS valuation



Adj Gross Profit Growth (2022E x 2021A)

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CPaaS at a Glance





TAM in Latin America 2026^[2] R\$**18.2**bln

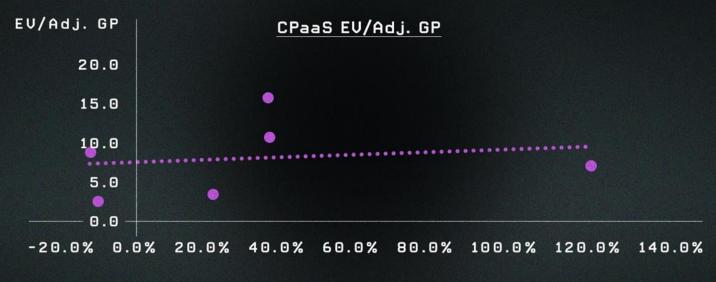


ADJ. Gross Margin 2022 YTD ^[1] **22.9**%



Active Customers Jun 2022 **8.647**

CPaaS valuation

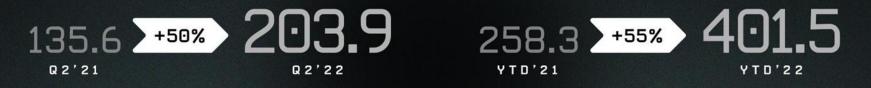


Adj. Gross Profit Growth (2022E x 2021A)

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Solid Q2'22 and YTD results

Net revenue (R\$ M)

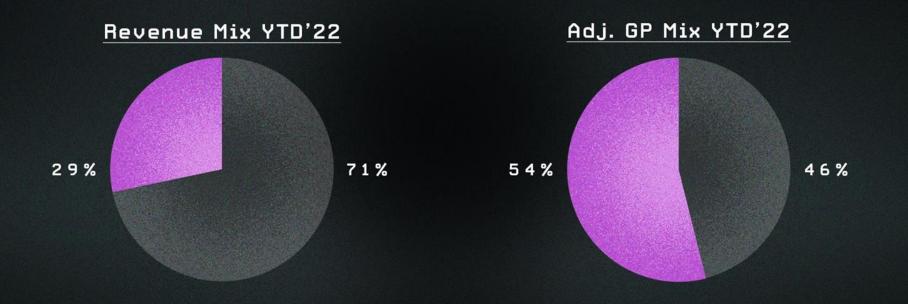


Gross margin (%)



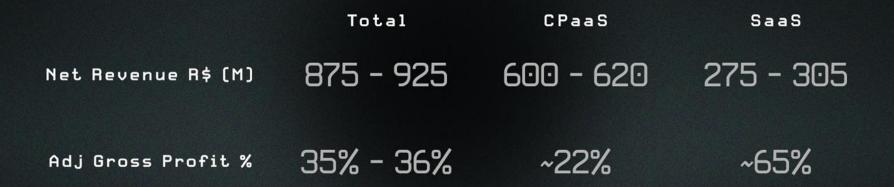
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SaaS already represents more than half of our gross profit



SaaS

Reiterating FY 2022 guidance



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Long-Term Targets

YE 2025

Revenue CAGR 22-25 30%-35%

Adj Gross Profit 45% - 50%

SaaS as % of Gross Profit ~70%

Adj EBITDA Margin 15% - 20%

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MEET OUR HUMANZ



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