

ZENVIA IR NEWSLETTER: WELCOME TO 2025



Intro Message

I'm excited to welcome you to the first edition of our Zenvia IR Newsletter in 2025. This year marks the beginning of a new strategic cycle, with Zenvia Customer Cloud at the core of our business. Our focus is on accelerating growth with the most comprehensive CX SaaS platform in Latin America, expanding through a new franchising business, and continuously enhancing our operational efficiency to drive long-term value.

In this edition, we cover **key updates, including the launch of our franchise model and our Q3 2024 financial results**. We also provide access to our latest investor webcasts and media coverage featuring Zenvia.

If you missed the webcast in the beginning of January where we discussed the new strategic cycle and key movements going forward, this is the opportunity to watch the replay. We are at your disposal to clarify any doubts about this important new chapter of Zenvia's history.

Thank you for your continued support. We look forward to sharing our progress with you throughout the year!



Shay Chor
CFO



New Strategic Cycle with Zenvia Customer Cloud

On January 13, Zenvia [announced the beginning of a new strategic cycle](#), focused on accelerating the growth of Zenvia Customer Cloud - our new core business and our most comprehensive unified customer experience solution. The platform, [launched in 2024](#), gathers the company's CX SaaS tools and was leveraged by PLG strategies and international expansion. By year-end 2024, it already served 5,700 companies, generating an estimated BRL 180–200 million in revenue, with projected growth of 25–30% in 2025 and a gross margin of 68–70%. To reinforce our focus on this new strategic core business, the Company will proactively evaluate opportunities to divest assets that fall outside the scope of Zenvia Customer Cloud. Management held a conference call with investors to discuss the announcement. You can watch the webcast replay [here](#), and access both the presentation and prepared remarks [here](#).



Growing through Franchising

As part of its 2025 new strategic cycle, Zenvia is beginning to implement franchising as a new model, which will contribute to expanding its reach in Brazil and Latin America in the coming years. An evolution of the Zenvia Partners program, this approach allows franchisees to operate under the company's brand as local representatives. The model offers a scalable share of recurring revenue with ongoing support from Zenvia. Starting with eight franchise-managed units, the company plans to gradually expand to 30 by year-end in Brazil, aiming to grow its client base by 25%. In 2026, the company plans to extend this model to markets like Mexico and Argentina, where it already provides communication solutions.



Q3 2024 Results

We recorded the highest EBITDA of the last three years in Q3 2024, which put us on track to meeting the guidance for the full year. This was a combination of stronger revenues with strict expense controls. We were able to seize revenue opportunities in our CPaaS segment, while in the SaaS segment we registered an important increase with SMBs. For more details, you can access all earnings materials, including Earnings Release, Conference Call Presentation with Prepared Remarks and Financial Statements [here](#), and the webcast replay [here](#).