

INFRACOMMERCE CXAAS S.A.
Publicly Held Company, with Authorized Capital
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Infracommerce presents **new brand and business verticals at NFR 2022**

Company presents its new brand and modular ecosystem at the largest retail tech event in the world

São Paulo, January 20, 2022: Infracommerce CXaaS S.A., "Infracommerce" or "Company" (B3: IFCM3), elected in 2020 the best digital solutions company for e-commerce in Brazil in terms of service level, hereby notifies its shareholders and the market in general about its new brand and business verticals. Infracommerce ecosystem is now organized into five complementary and integrated modular verticals: *infra.digital*, *infra.shop*, *infra.data*, *infra.pay* and *infra.log*.

Verticals have the focus, respectively, on experience optimization, full omnichannel technology, use of artificial intelligence and data, credit and payment solutions, and logistic efficiency.

Infracommerce presented its verticals to the market in NFR (National Retail Federation, the largest trade association in the world) 2022, one of the main retail events in the world.

NFR 2022 took place between January 16 and 18, in New York. During the three days, there were more than 800 exhibitors and 30,000 retailers, suppliers, and industry experts from many countries to learn about and discuss new technologies and trends in retail sector.

The Company's new logo reflects the individualities and integration of verticals within a unique ecosystem. Infracommerce starts to offer modularized solutions leveraged by its expertise of managing the full ecosystem and knowing the importance of its interactions, which allows a higher performance and experience to the clients and final consumers.

Kai Schoppen, founder, and global CEO of Infracommerce, lectured in NFR 2022 to a selected group of invited executives. "This is another move of Infracommerce looking to meet our clients' needs, from different sizes and sectors. We are always one step further, in a disruptive move to achieve the best format to each client. We call our service as 'customer experience as a service' as all actions are interrelated and interconnected in the ecosystem", says Kai Schoppen.

In order to update investors and the market in general on the strategy behind the new logo and business verticals, the Company will hold an Open Event on January 26, 2022, at 9 am (Brazil time) where the access link will be informed closer to the date.

To access the institutional video of Infracommerce New Brand, [click here](#).

About Infracommerce

Infracommerce provides a white label e-commerce ecosystem to deliver on the concept of Customer Experience as a Service (CXaaS). The Company's solutions simplify the digital operations of every type of business – luxury market, large retailers, industrial -, from platform and data to logistics and payments. With a presence in Brazil, Mexico, Colombia, Chile and Argentina, and about 4,000 employees, Infracommerce was awarded in 2020 the Best Service Level in Ecommerce, by the Brazilian Association of Electronic Commerce. For more information, visit ir.infracommerce.com.br

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