

INFRACOMMERCE CXAAS S.A.

Publicly-Held Company

CVM Code No. 2574-7

Corporate Taxpayer's Registry/Ministry of Finance No. 38.456.921/0001-36 | NIRE 35300557361
Av. Doutor Cardoso de Melo, 1855, 15º andar, Jardim Paulistano | Zip Code 04.548-005, São Paulo/SP
Common Share ISIN Code No. "BRIFCMACNOR8"
Common Share Trade Code at B3: "IFCM3"

Infracommerce signs agreement to acquire Synapcom, and reinforces its independent digital omnichannel ecosystem in Latin America

São Paulo, September 26th, 2021: 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, announces today that it has signed an agreement to acquire 100% of Synapcom Comércio Eletrônicos S.A. ("Synapcom") share capital, a digital businesses company specialized in development and operationalization of projects for e-commerce, offering a wide range of technological and operational solutions to over 60 clients, such as Samsung, Philips, Hypera, Goodyear and Porto Seguro, with an annualized recurring revenue of R\$275 million.

This transaction concludes Infracommerce's strategic plan presented during the IPO 4 months ago, by implementing strategic acquisitions that reinforce its digital white label ecosystem of e-commerce solutions for global brands and industries, in Brazil and Latin America.

This strategic plan places Infracommerce in a position of relevance in the market, strengthening the pillars of technology, platform, data, logistics and financial services, bringing even more scale to its operations, reducing variable costs, diluting fixed costs and providing a higher level of service to the client.

Infracommerce's Customer Experience as a Service value proposition of simplifying e-commerce complexity with scale resulted in several achievements in the recent months, proven by the record in attracting and retaining clients as reported in the Company's 2Q21 earnings release.

Infracommerce's GMV increased 35% in the first half of 2021 over the same period in 2020, with a 39% growth in net revenue and 11% in Ebitda, even with an extremely strong comparison base reported last year related to severe restrictions caused by the COVID-19 pandemic, which directed the sales almost exclusively to digital channels.

With the acquisition of Synapcom, Infracommerce faces a recurring net annual revenue of **R\$710 million, about 3x the total revenue reported in 2020**. This reference value is based on the revenue level of the Company's current clients, based on the last quarter, and does not incorporate new clients which are in pre-operational phase.

Infracommerce now is focused on (i) capturing operational synergies, (ii) increasing cross sell to boost its solutions penetration, and (iii) expanding clients' portfolio, to continue delivering the strong pace of organic growth that Infracommerce has always presented.

Additionally, today the Company launches a new investment cycle focused on strength its technological solutions and reinforce the enrichment of its extensive data lake of transactional information, aimed to leverage its position in the B2B replenishment segment, which has been proven itself even more promising.

About the transaction

The price for the acquisition of all shares of Synapcom will be approximately R\$773 million in cash, in addition to the issuance of up to 27 million shares of Infracommerce, representing approximately 10% of the Company's capital on this date on a fully diluted basis. The total value, considering Infracommerce's current share price,

infra.commerce

results in a multiple of 4.36x Synapcom's annualized recurring net revenue, whose organic growth between 2018 and 2020 was 109% per year.

Synapcom combines the specialties needed for a complete digitization journey: from planning to managing E-commerce channels; from platform operation to integration of the digital ecosystem; including logistics best practices and digital marketing. Currently, Synapcom has more than 1,200 employees and handles more than 15 million items in its operation.

This acquisition brings a team of executives and professionals admired by the market and highly qualified for the Company, who will join the current team of Infracommerce, strengthening the Company's activities inside the digital solutions segment.

Transaction closing is subject to the implementation of certain previous conditions usual for this type of operation, among which the approval by Infracommerce's shareholders' meeting.

Pursuant to Article 256 of the Brazilian Corporation Law, the Company clarifies that, if the appraisal report, which is under preparation, concludes that the acquisition is relevant and that there will be withdrawal rights to dissenting shareholders, such information will be disclosed by the Company together with the rules for the possible exercise of the right of withdrawal, within the deadline established by law.

The Company will keep the market and its shareholders opportunely and properly informed about subsequent facts of such transaction, in accordance with the applicable law.

About Infracommerce

Infracommerce provides a white label e-commerce ecosystem for global brands to deliver on the concept of Customer Experience as a Service (CXaaS). The Company's solutions simplify the digital operations of B2C or B2B companies, maintaining an exceptional level of service in the consumer experience. Powering the e-commerce of hundreds of brands - such as Unilever, Dior, and Ray Ban - the Company's integrated digital technology, platform, data, fintech and fulfillment solutions meet the needs of any type of business. With a presence in Mexico, Colombia, Chile and Argentina, and more than 1,500 employees, Infracommerce was awarded the Best Digital Solutions Company, by ABCOMM; Best Logistics Operation, by E-commerce Brasil; Best Company to Work for, by GPTW; and Best Full-Service Company, by Ewards. For more information, visit ir.infracommerce.com.br

Contacts

Investor Relations

Phone: +55 (11) 3848-1313

investor@infracommerce.com.br

Press Relations

Phone: +55 (11) 98244-4516

infracommerce@fsb.com.br