# Institutional Presentation

stone

**1Q24** 



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# Agenda

- Stone at a glance
- Our numbers
- Our opportunity



# Agenda

- **1** Stone at a glance
- 2 Our numbers
- **3** Our opportunity





Financial and software solutions with the best service in the industry

Micro, small and medium

businesses

To serve Brazilian entrepreneurs, transforming their dreams into results.

Helping them better manage and grow their business

#### **Our journey**



2012

#### **Expansion Phase**

**Today** 

**Future** 

Our **Foundation** 



**Revolutionized SMB Services** 



**Expanded to Micro Merchants** 



A leading player in **Payments and POS/ERP** 

11%

Market Share<sup>1</sup> in Payments

Acquired Brazil's #1 Retail Software

Linx

With a Broad Suite of **Solutions** 





**Unified Commerce Value Proposition** 



We Disrupted payments in Brazil

Modern Technology

Differentiated Sales

Superior Service

We entered an attractive underserved market segment

**Underserved** Merchants

**Difficult** to Reach

Large Profit Pool

Leveraging the strength of our SMB platform

**Completely** Digital

Low Cost-to-Serve

**Attractive Pricing** 

A leading payments disruptor for Brazilian MSMBs<sup>2</sup>

**Leading** Market Share

**Best** product-market fit

Targeted offerings for specific client segments Added financial services

+ Banking & Credit

**Expanded Software** Solutions

**POS/ERP** for multiple verticals and segments

**End-to-End value proposition** for MSMBs

**Scalable** Platform

Massive Distribution

**Local Support** 

Integrated Solutions adapted to the needs of each segment





# stone



**Financial Services** 

88% of Revenue<sup>1</sup>

#### Goal:

To be the best financial operating system for Brazilian merchants



Payments + Banking + Credit



**Software** 

12% of Revenue<sup>1</sup>

#### Goal:

To be the best workflow tool for Brazilian merchants and help them to sell more through multiple channels



**Integrated POS and ERP solutions for strategic verticals** 



## Our positioning



**TPV** 

**HOW CLIENTS SEE US** 

**OUR POSITIONING** 

Large

> R\$ 2MM per month



Opportunistic approach

Focus on efficiency

R\$ 100k - 2MM per month



All-in-one solution

**SMB** 

R\$ 15k - 100k per month

stone

Superior service differentiation

Software as an edge for more mature clients

Micro

**Up to R\$ 15k** per month



- Simple and easy-to-use solutions
- Digital business model
- Low cost for the client, good economics for us



#### Our competitive advantages

#### **Tech-enabled Distribution**

• +99% of Brazil's GDP covered

 Go beyond the Hub with lower CAC

#### **Superior Client Service**

- 1-business-day delivery for SMBs and 3-day for Micro clients
- Less than 5 seconds pick-up time

 Consistently ranked #1 in client satisfaction<sup>1</sup> in Brazil

# **Comprehensive Merchant Platform**

 Single Payments, Banking and Credit Platform

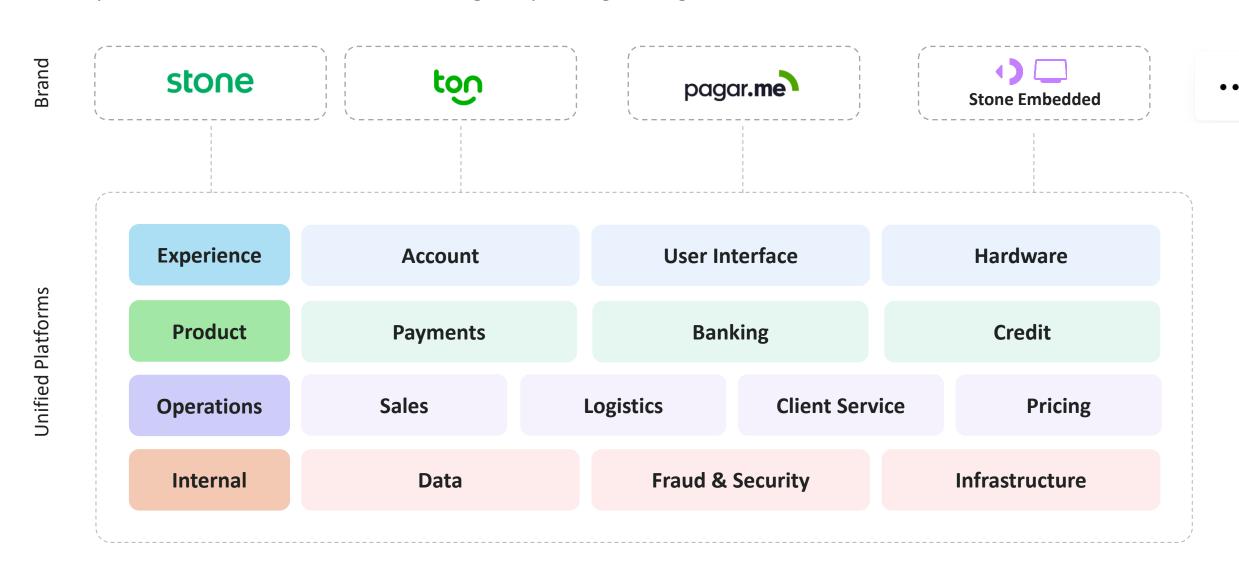
Vertical value propositions through software integrations

 Stone Platform allows multiple value propositions at scale



# Our platform: build once, use many

Unified platforms are crucial for us to win and gain operating leverage





### **Our management**

#### Seasoned executives at the leadership team



Pedro Zinner Chief Executive Officer



André Monteiro Risk



Carolina da Costa Impact & Sustainability



**Diego Salgado** Treasury



**Fabio Kapitanovas**People & Operations



**Lia Matos**Strategy & Marketing



Marcus Fontoura
Technology



Mateus Biselli Small and Medium Merchant Business



Mateus Scherer Chief Financial & Investor Relations Officer



**Sandro Bassili** Software



**Tatiana Malamud** Legal & Compliance



Victor Lino
Micro Merchants
Business



Vinícius Carrasco Economist & Regulatory Affairs



#### **Board of Directors and Committees**

#### After the AGM approval on April 23, 2024

#### **BOARD OF DIRECTORS**

#### **Board of Directors**<sup>1</sup>

Mauricio Luis Luchetti\*

CHAIRPERSON

Gilberto Caldart\*

VICE-CHAIRMAN

José Alexandre Scheinkman\*

Diego Fresco Gutierrez\*

Luciana Ibiapina Lira Aguiar\*

Silvio José Morais\*

Thiago Dos Santos Piau

\* INDEPENDENT MEMBERS

#### **COMMITTEES**

#### **People and Compensation**

Mauricio Luis Luchetti

CHAIRPERSON

Silvio José Morais

Thiago Dos Santos Piau

#### Risk

Luciana Ibiapina Lira Aguiar

CHAIRPERSON

Gilberto Caldart

José Alexandre Scheinkman

#### **Audit**

Diego Fresco Gutierrez

**CHAIRPERSON** 

Luciana Ibiapina Lira Aguiar

Silvio José Morais

#### Finance

Silvio José Morais

**CHAIRPERSON** 

Diego Fresco Gutierrez

Thiago Dos Santos Piau

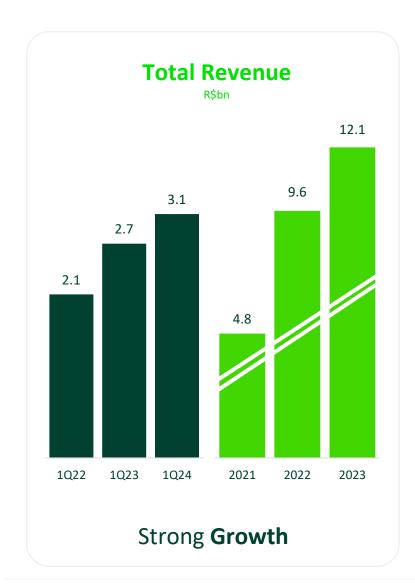


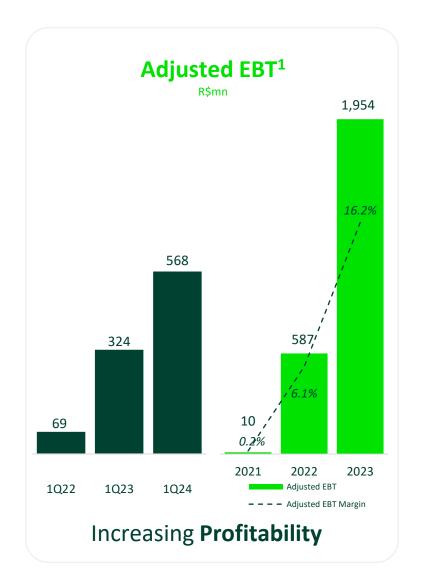
# Agenda

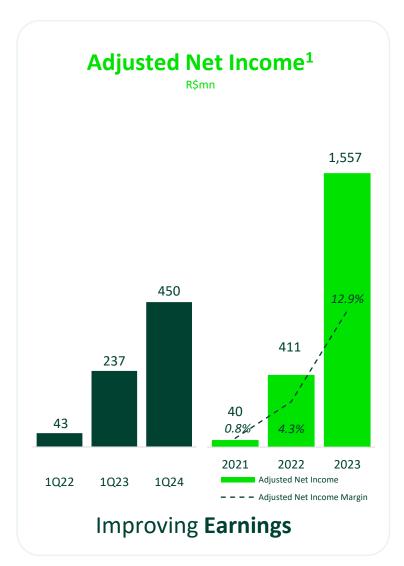
- Stone at a glance
- Our numbers
- Our opportunity



### **Balancing Profitability & Growth**

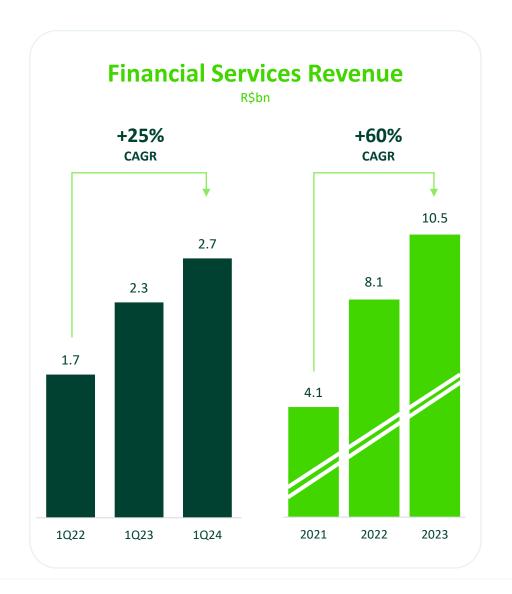


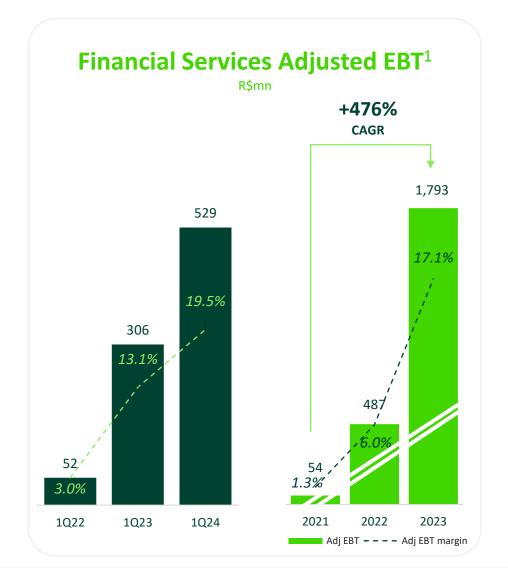






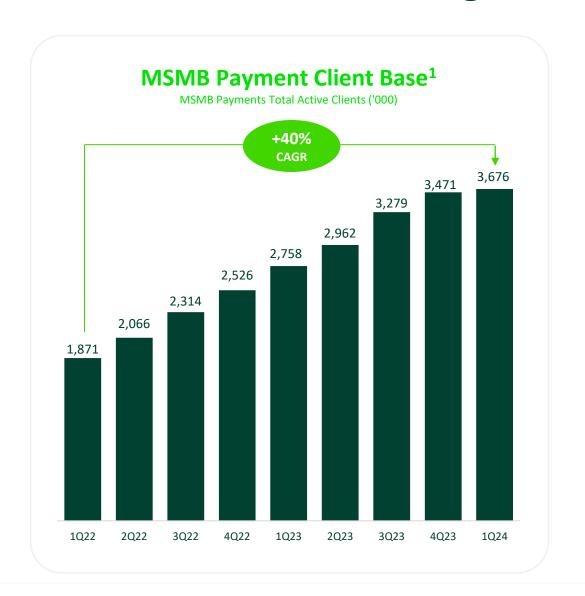
### Financial Services - Revenue growth with margin expansion







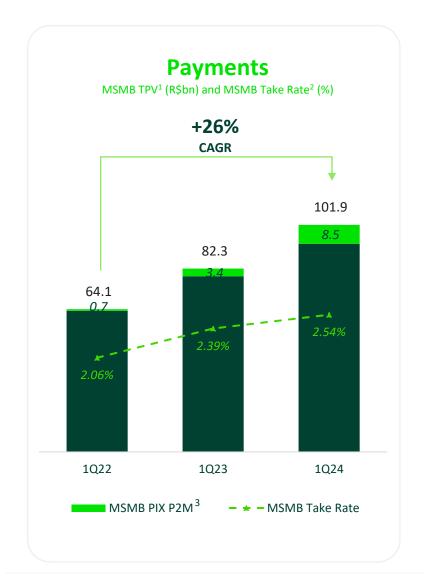
### **Financial Services - Reaching More Clients**

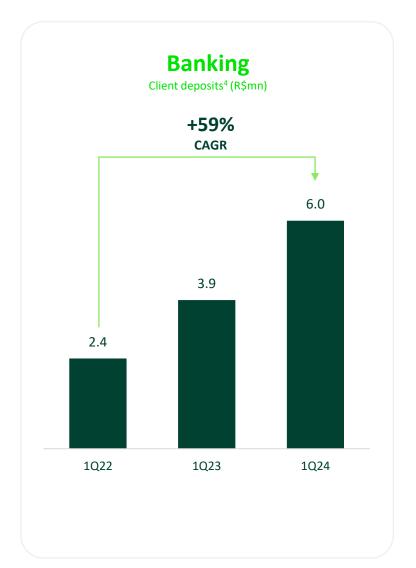


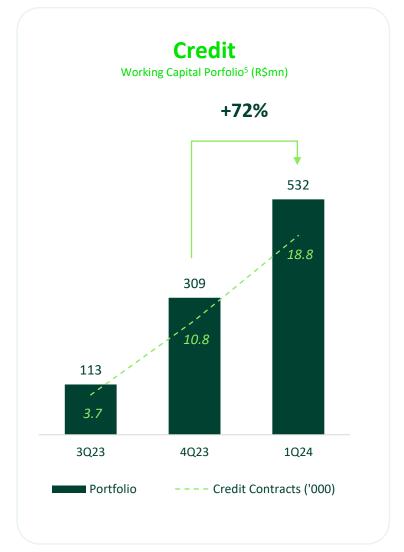




#### **Financial Services - Increased engagement**

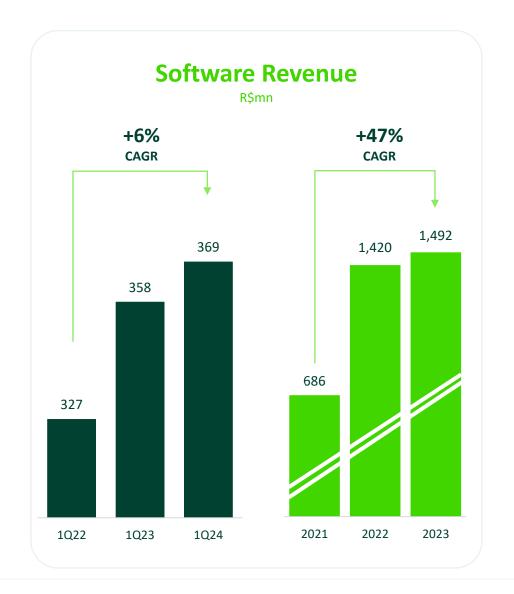


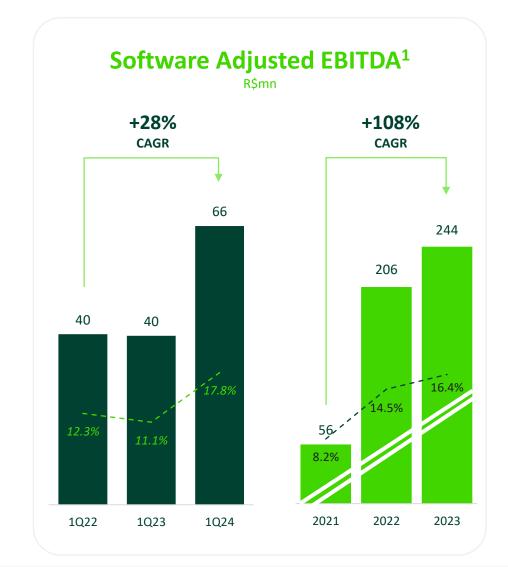






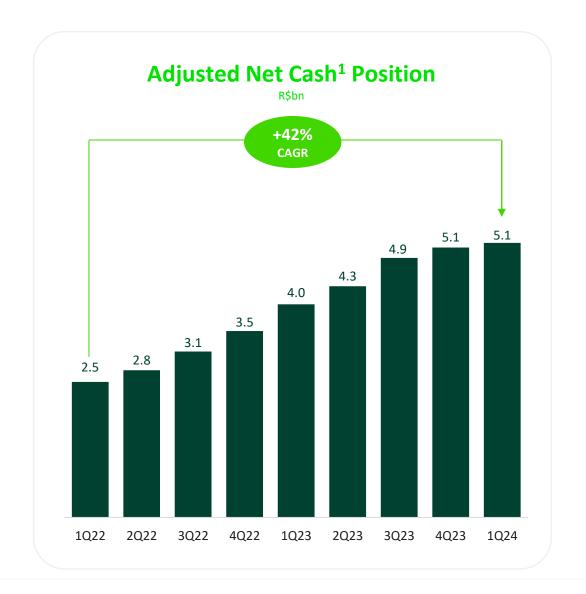
## **Software - Efficiency gains leading to better margins**







#### **Strong Cash Generation and Balance Sheet**









# Agenda

- **1** Stone at a glance
- 2 Our numbers
- **3** Our opportunity



#### **Huge and diverse opportunity**

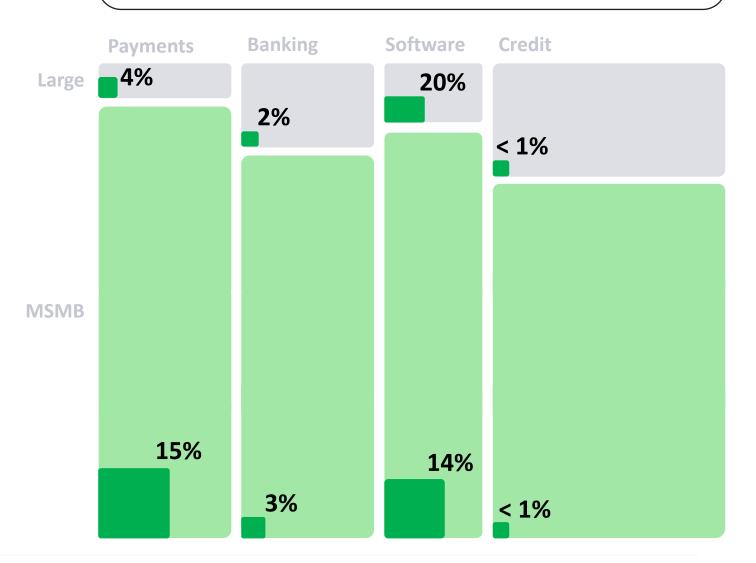
Addressable Market<sup>1</sup>: ~R\$ 100 Bn



Big and unpenetrated TAM

**Diversification** of the business

Still huge opportunity ahead





### **Our Strategic Priorities**

#### S C A L E T H R O U G H P L A T F O R M S

- Foundational assets: distribution, logistics, client service and brand
- Stone Tech Platform: Build Once, use many
- Scale with little incremental investment

# WIN IN THE MSMB MARKET

- True distribution powerhouse allowing multiple segment reach
- Attractive financial services opportunity in our installed Software Base
- Sustained best service in the market

#### DRIVE ENGAGEMENT

- More levers to build price bundles
- Scale working capital solutions to monetize further
- Software as a differentiator



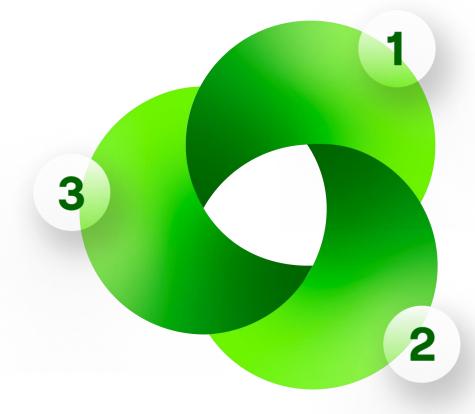
#### **From Strategy to Finance**

SCALE THROUGH PLATFORMS

# Gain operational leverage

Net Income

Adm. Expenses



WIN IN THE MSMB MARKET

#### **Grow the base**

MSMB TPV
Client Deposits

**DRIVE ENGAGEMENT** 

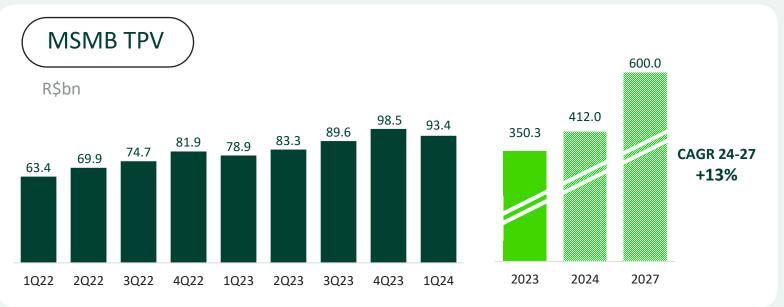
#### Monetize

MSMB Take Rate Credit Portfolio



# 1 Grow the base

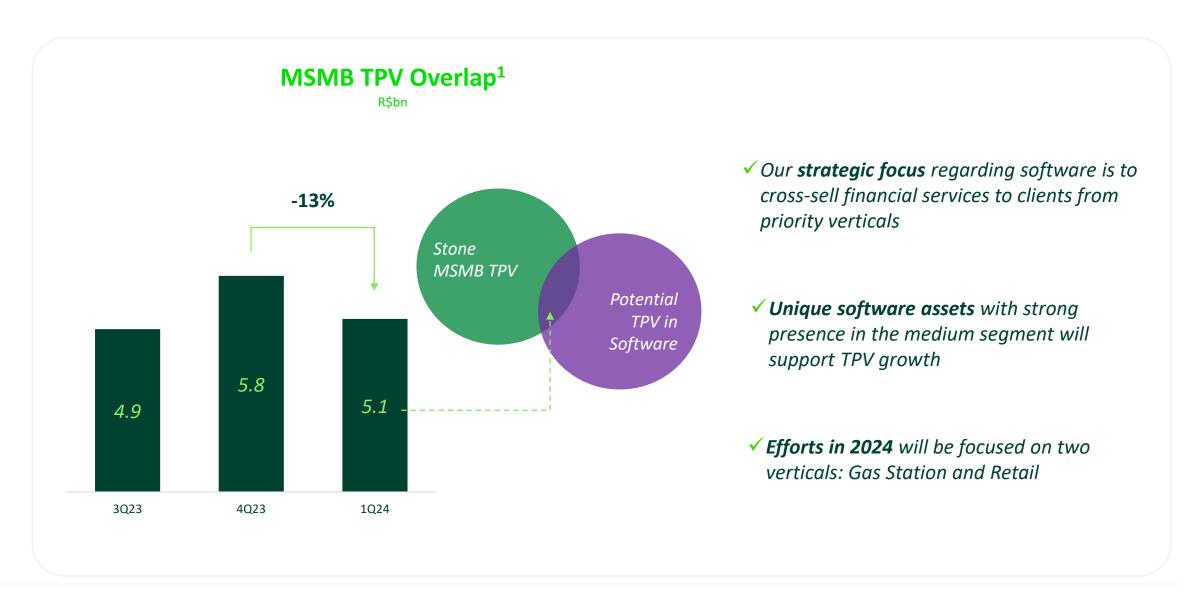
Our guidance metrics







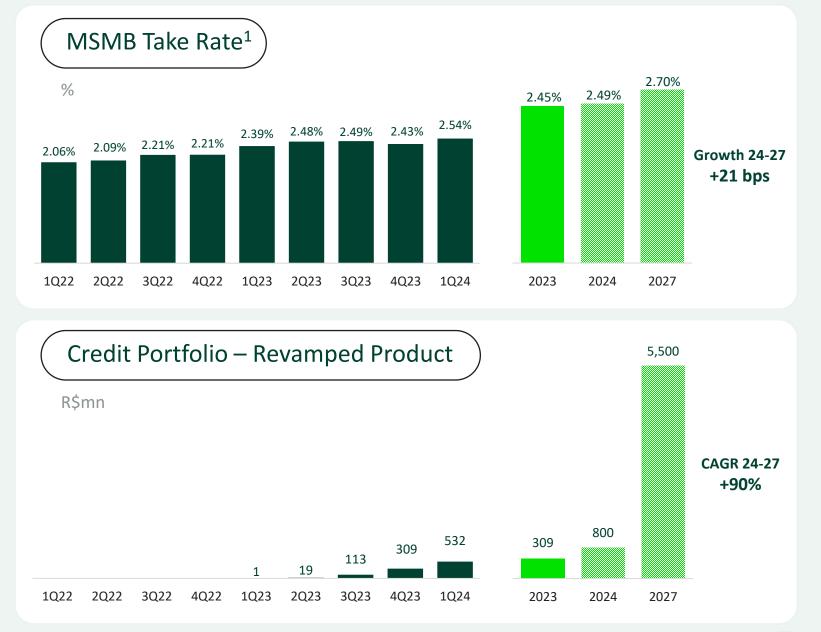
## Software – Unlock value through the creation of bundles





2 Monetize

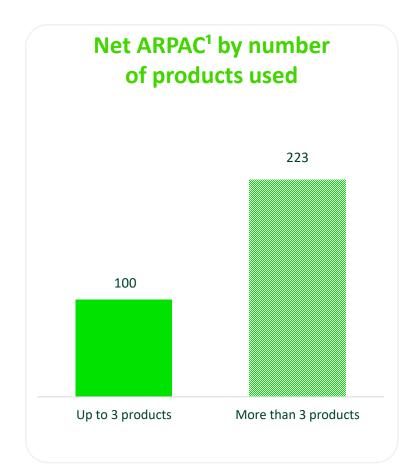
Our guidance metrics

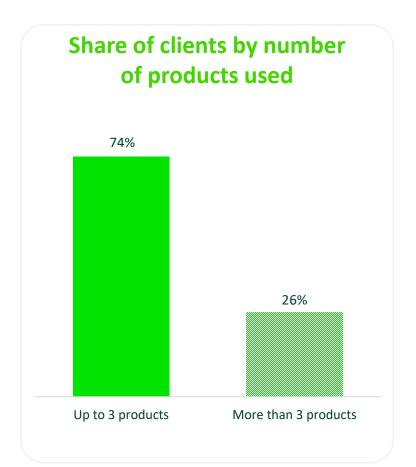


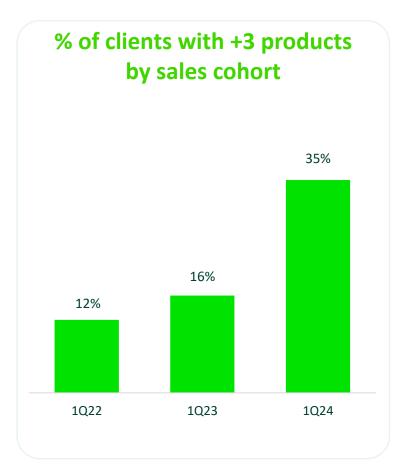
**Note 1.** The take rate calculation does not include MSMB PIX P2M volumes.



### **Build and price bundles**







The more products our clients use, the higher their monetization and there's a sizeable opportunity to improve engagement.



#### Revamped capability to deploy credit



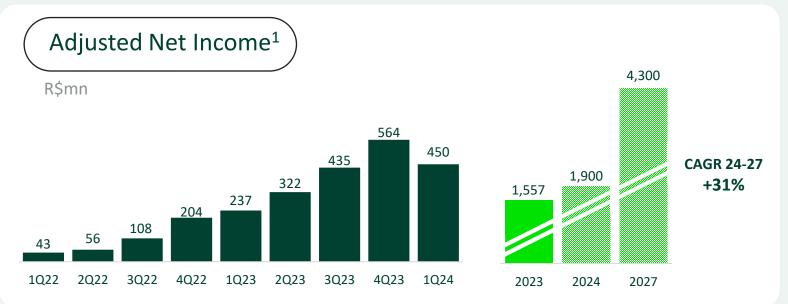


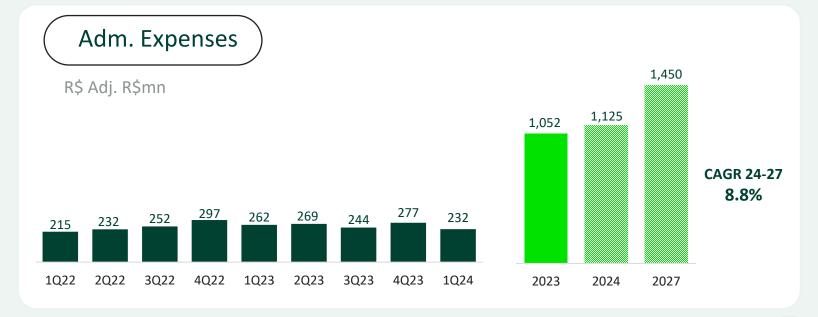
We are being cautious in our approach to credit and have positive early signs overall with low NPL Ratio for the portfolio.



# Gain Operational Leverage

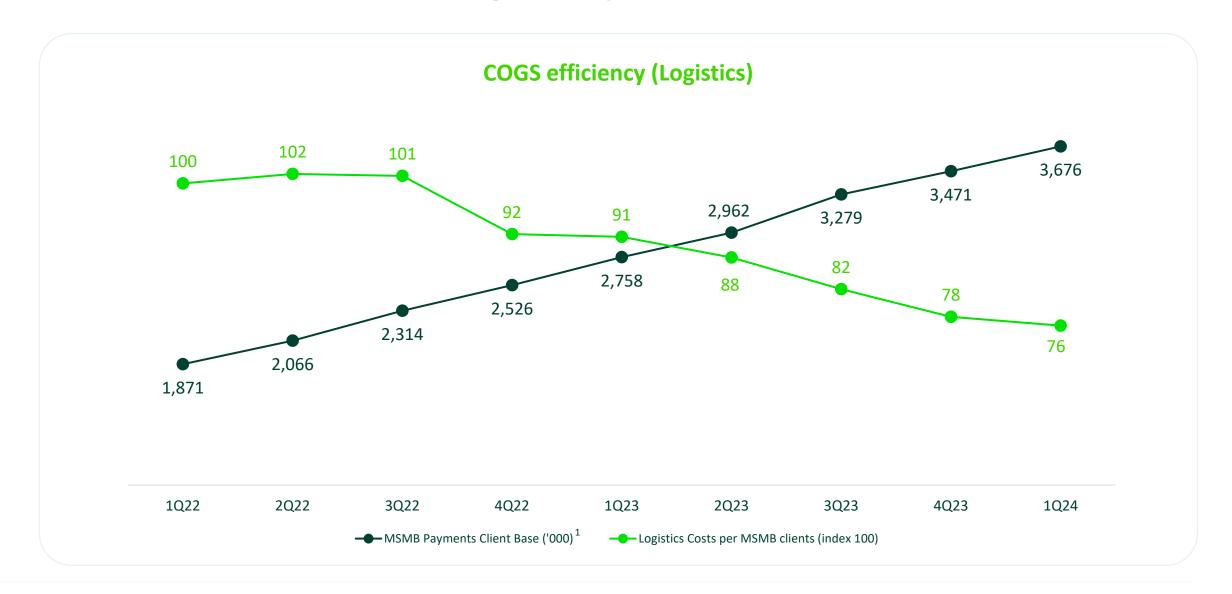
Our guidance metrics





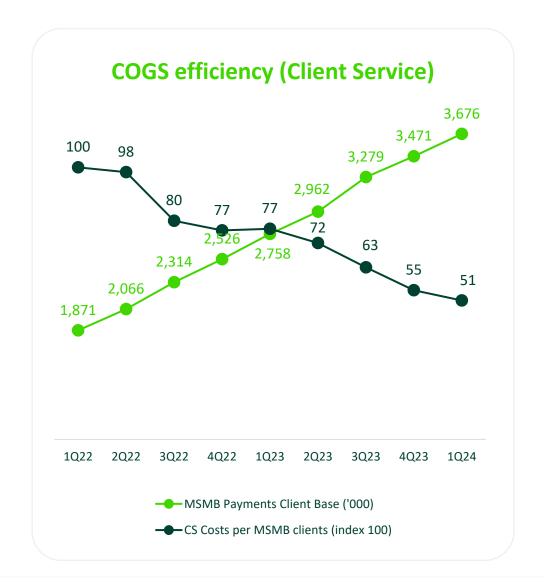


### Foundational assets: our logistics platform





#### Foundational assets: our client service platform





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# Our Guidance - translating opportunity into results

	2023	Δ% y/y	2024	Δ% γ/γ	1Q24	Δ% γ/γ	2027	CAGR 24-27
MSMB TPV (R\$bn)	350	+21%	> 412	>+18%	93	+18%	> 600	13%
Client Deposits (R\$bn)	6.1	+52%	> 7.0	> +14%	6.0	+53%	> 14.0	26%
GROWTH ↑							1 1 1 1 1	
Credit Portfolio (R\$bn)	0.3	n.a.	> 0.8	>+2.6x	0.5	n.m.	> 5.5	90%
MSMB Take Rate (%)	2.45%	+30bps	> 2.49%	> +4bps	2.54%	+15bps	> 2.70%	-
MONETIZATION ↑								
Adj Net Income (R\$bn)	1.6	+3.8x	> 1.9	> +22%	0.45	+90%	> 4.3	31%
Adj Adm Expenses (R\$bn)	1.052	+6%	< 1.125	< +7%	0.23	-12%	< 1.450	8.8%
EFFICIENCY ↑								

1Q24 performance was on track to deliver our guidance



## **Appendix - Statement of Consolidates Profit and Loss**

Refer to investors.stone.co to have access to our Financial Spreadsheet with complete Historical Operational and Financial metrics

Statement of Profit or Loss (R\$mn)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2022	2023	Δ% γ,
Net revenue from transaction activities and other services	554.9	606.9	677.8	777.8	733.1	840.1	868.5	868.1	749.8	2,617.4	3,309.8	26.59
Net revenue from subscription services and equipment rental	432.2	437.8	426.4	464.6	445.1	457.3	463.4	459.1	456.7	1,760.9	1,825.0	3.6%
Financial income	949.8	1,105.0	1,251.6	1,331.6	1,375.0	1,462.6	1,620.9	1,770.8	1,741.1	4,638.0	6,229.3	34.3%
Other financial income	133.4	154.4	152.7	132.1	158.4	194.8	187.0	150.7	137.3	572.6	691.0	20.7%
Total revenue and income	2,070.3	2,304.1	2,508.4	2,706.1	2,711.7	2,954.8	3,139.9	3,248.7	3,084.9	9,588.9	12,055.0	25.7%
Cost of services	(674.4)	(626.2)	(671.3)	(698.0)	(721.3)	(685.3)	(773.5)	(802.7)	(809.9)	(2,669.8)	(2,982.8)	11.7%
Provision for expected credit losses <sup>1</sup>	n.a.	n.a.	n.a.	n.a.	n.a.	(3.7)	(19.0)	(39.2)	(44.4)	n.a.	(61.9)	n.a.
Administrative expenses	(238.2)	(272.0)	(283.9)	(327.2)	(298.0)	(303.9)	(278.3)	(308.6)	(257.0)	(1,121.4)	(1,188.9)	6.0%
Selling expenses	(383.7)	(335.9)	(385.4)	(406.1)	(389.9)	(411.9)	(442.4)	(454.0)	(529.7)	(1,511.2)	(1,698.3)	12.4%
Financial expenses. net	(708.2)	(954.7)	(940.3)	(911.5)	(923.6)	(1,073.8)	(1,058.9)	(943.1)	(896.5)	(3,514.7)	(3,999.5)	13.8%
Mark-to-market on equity securities designated at FVPL	(323.0)	(527.1)	111.5	(114.5)	30.6	0.0	0.0	0.0	0.0	(853.1)	30.6	n.m.
Other operating income (expense), net	(31.8)	(70.3)	(91.3)	(109.0)	(101.5)	(56.7)	(82.6)	(0.3)	(108.1)	(302.5)	(241.2)	(20.3%
Gain (loss) on investment in associates	(0.7)	(1.3)	(1.2)	(0.3)	(1.0)	(0.8)	(0.6)	(1.7)	0.3	(3.6)	(4.2)	16.4%
Profit before income taxes	(289.8)	(483.4)	246.5	139.4	306.8	422.3	503.5	738.2	484.0	(387.3)	1,970.8	n.m.
Income tax and social contribution	(23.2)	(5.9)	(49.4)	(60.6)	(81.1)	(115.1)	(92.2)	(82.0)	(110.4)	(139.1)	(370.4)	166.3%
Net income for the period	(313.0)	(489.3)	197.1	78.8	225.7	307.2	411.3	656.2	373.6	(526.4)	1,600.4	n.m.
Adjusted Net Income	42.6	55.8	108.3	203.8	236.6	322.0	435.1	563.8	450.4	410.5	1,557.5	279.4%



# Appendix - Adjusted Net Income Reconciliation and EPS (Non-IFRS)

Refer to investors.stone.co to have access to our Financial Spreadsheet with complete Historical Operational and Financial metrics

Net Income Bridge (R\$mn)¹	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2022	2023
Net income (loss) for the period	(313.0)	(489.3)	197.1	78.8	225.7	307.2	411.3	656.2	373.6	(526.4	) 1,600.4
Amortization of fair value adjustment <sup>2</sup>	24.9	46.5	32.2	35.0	33.7	35.7	38.8	(15.8)	12.3	138.6	92.4
Mark-to-market related to the investment in Banco Inter <sup>3</sup>	403.6	527.1	(111.5)	114.5	(30.6)	0.0	0.0	0.0	0.0	853.1	(30.6)
Other expenses <sup>4</sup>	10.8	(14.4)	(0.9)	(13.4)	14.1	(11.0)	2.4	(84.2)	71.3	(17.8	(78.6)
Tax effect on adjustments	(3.1)	(14.2)	(8.5)	(11.1)	(6.3)	(10.0)	(17.5)	7.6	(6.8)	(36.9	(26.1)
Adjusted net income	42.6	55.8	108.3	203.8	236.6	322.0	435.1	563.8	450.4	410.5	1,557.5
IFRS basic EPS (R\$) <sup>5</sup>	(1.01)	(1.56)	0.65	0.25	0.72	0.98	1.30	2.10	1.21	(1.67	5.09
Adjusted diluted EPS (as reported - R\$) <sup>6</sup>	(1.01)	(1.56)	0.35	0.63	0.73	0.98	1.32	1.76	1.42	1.34	4.85
Basic Number of Shares (mn of shares)	310.3	312.2	312.4	312.6	312.7	313.1	313.8	310.7	309.1	311.9	312.6
Weighted Average Diluted Number of Shares (as reported - mn of shares)	310.3	312.2	323.9	324.6	324.9	326.9	326.9	318.4	316.1	311.9	319.3

Note 1. Adjusted Net Income is a non-IFRS financial measure. Please see the appendix for a reconciliation of this non-IFRS financial measure to the most directly comparable IFRS financial measure. Please refer to our earnings release for adjustments to net income per profit and loss line. Note 2. Related to acquisitions. Consists of expenses resulting from the changes of the fair value adjustments as a result of the application of the acquisition method. Note 3. In 1Q23, we have sold our stake in Banco Inter. Note 4. Consists of the fair value adjustment related to associates call option, earn-out and earn-out interests related to acquisitions, loss of control of subsidiaries, reversal of litigation of Linx and divestment of assets. Note 5. Calculated as Net income attributable to owners of the parent (Net Income reduced by Net Income attributable to Non-Controlling interest) divided by basic number of shares. For more details on calculation, please refer to Note 16 of our Consolidated Financial Statements, December 31, 2023. Note 6. Calculated as Adjusted Net Income attributable to Non-Controlling interest) divided by diluted number of shares.

