

**CORPORATE
PRESENTATION
2Q22**



CIELO MAKES FORWARD LOOKING STATEMENTS THAT ARE SUBJECT TO RISKS AND UNCERTAINTIES

Such statements are based on the Management's assumptions and surmises on the Company's best knowledge and information. Forward-looking statements include information about our current intentions, assumptions or expectations, as well as those of the members of the Company's Board of Directors and Board of Executive Officers.

Forward-looking statements also include information regarding our possible or assumed future operating results, as well as statements that are preceded or followed by or that include the words "believes", "may", "will", "continues", "expects", "anticipates", "intends", "plans", "estimates" or similar expressions.

Forward-looking statements and information are not guarantees of performance. They involve risks, uncertainties and assumptions, as they refer to future events and therefore depend on circumstances that may or may not occur. Future results and value creation for shareholders may differ materially from those expressed in or suggested by forward-looking statements. Many factors determining these results and values are beyond CIELO's ability to control and predict.

The Company's consolidated financial statements are presented in thousands of Brazilian Reais (R\$ thousand), in accordance with the Accounting Plan of the Institutions of the National Financial System (COSIF) and accounting practices adopted in Brazil.

Variation rates and sums contained in the tables and graphs are calculated before the rounding procedure.

INDEX

Acquiring Industry



Cielo at a Glance



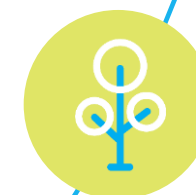
Our Business



Financial Highlights



ESG



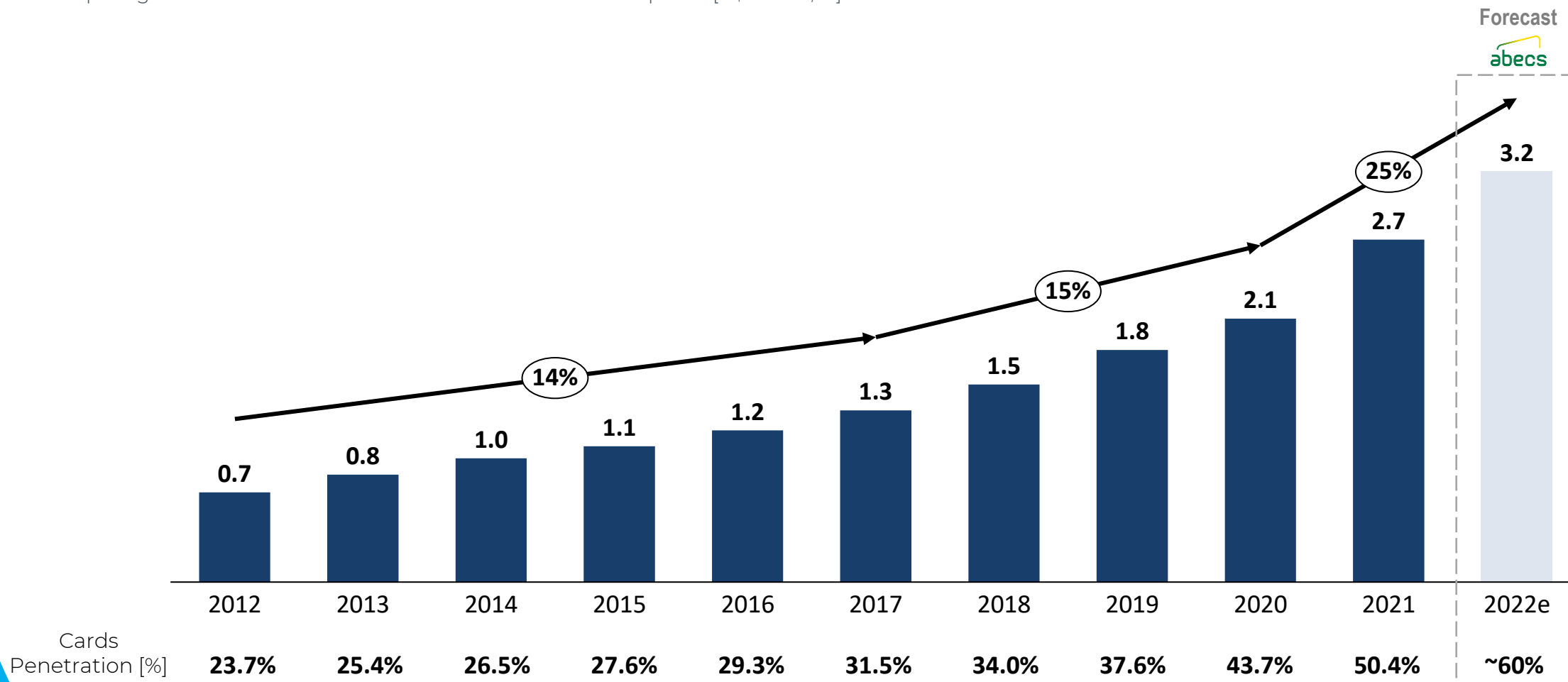
ACQUIRING INDUSTRY



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ACQUIRING MARKET PRESENTS STRONG GROWTH WITH RECENT RAMP UP; CARDS PENETRATION TO ACHIEVE 60% IN HOUSEHOLD CONSUMPTION BY 2022¹

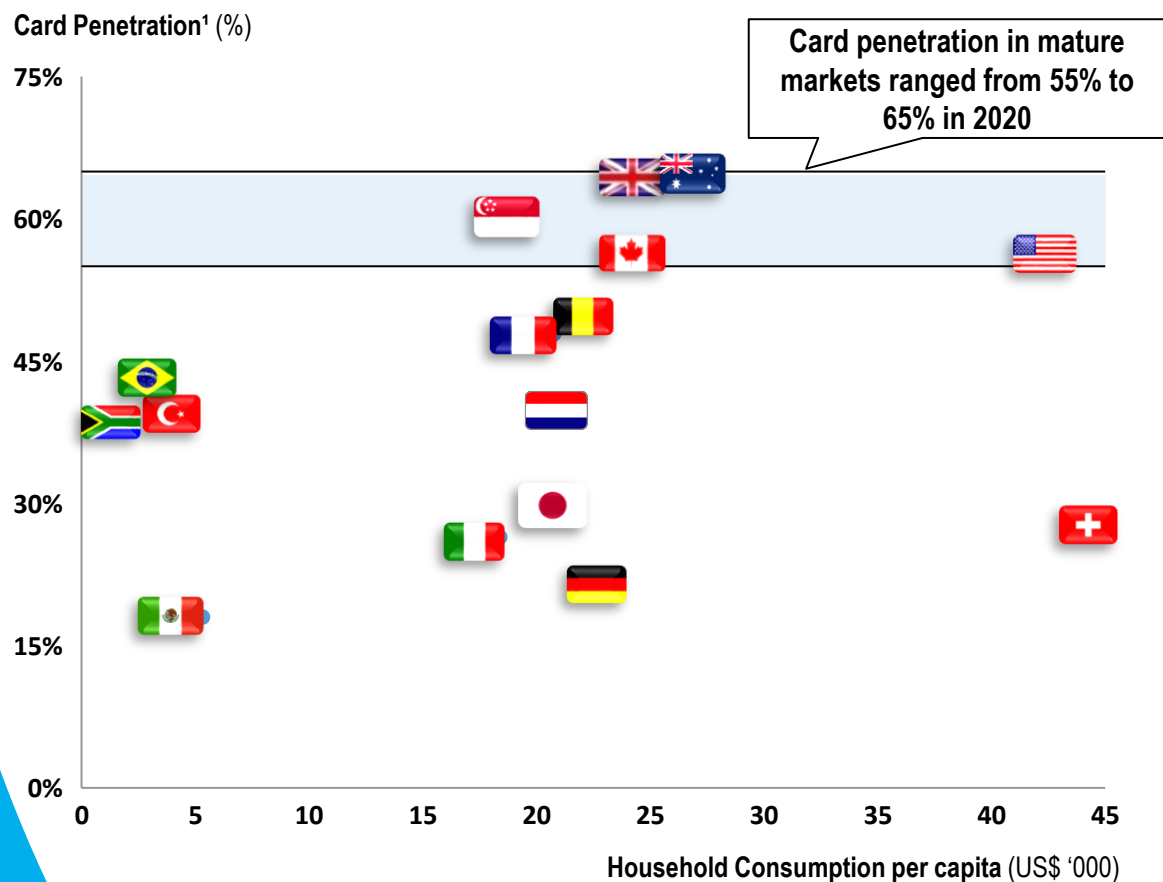
Acquiring TPV and Cards Penetration in Household Consumption² [R\$ billion, %]



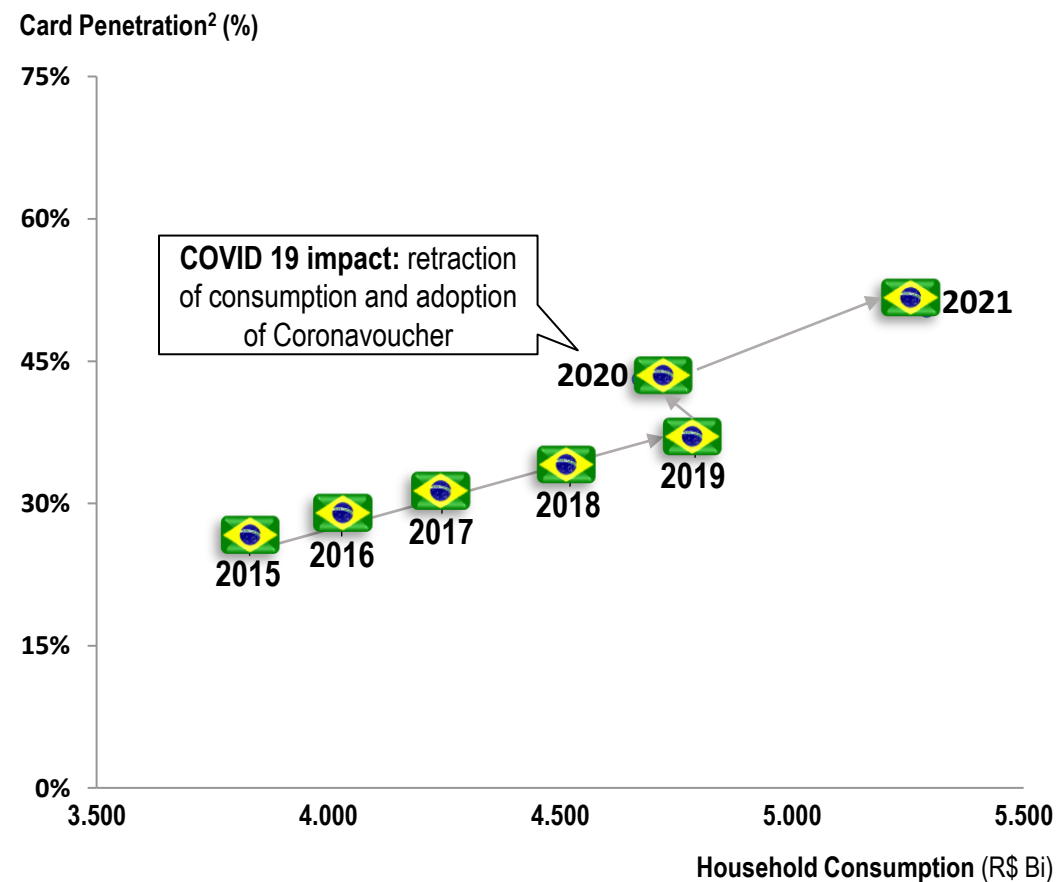
1. Brazilian Cards Association (ABECS) forecast; 2. In 2021, Cardmonitor changed the methodology for calculating the total acquiring market, adjusting backwards to 2020. As of 2020, Cardmonitor takes into account the total ABECS volume, adding volume transacted by Banricompras and foreigners' spending in Brazil, and excluding Brazilian spending abroad; Source: Ipeadata, CardMonitor

THERE IS STILL ROOM FOR BRAZIL TO EXPAND CARDS PENETRATION WHILE HOUSEHOLD CONSUMPTION INCREASES

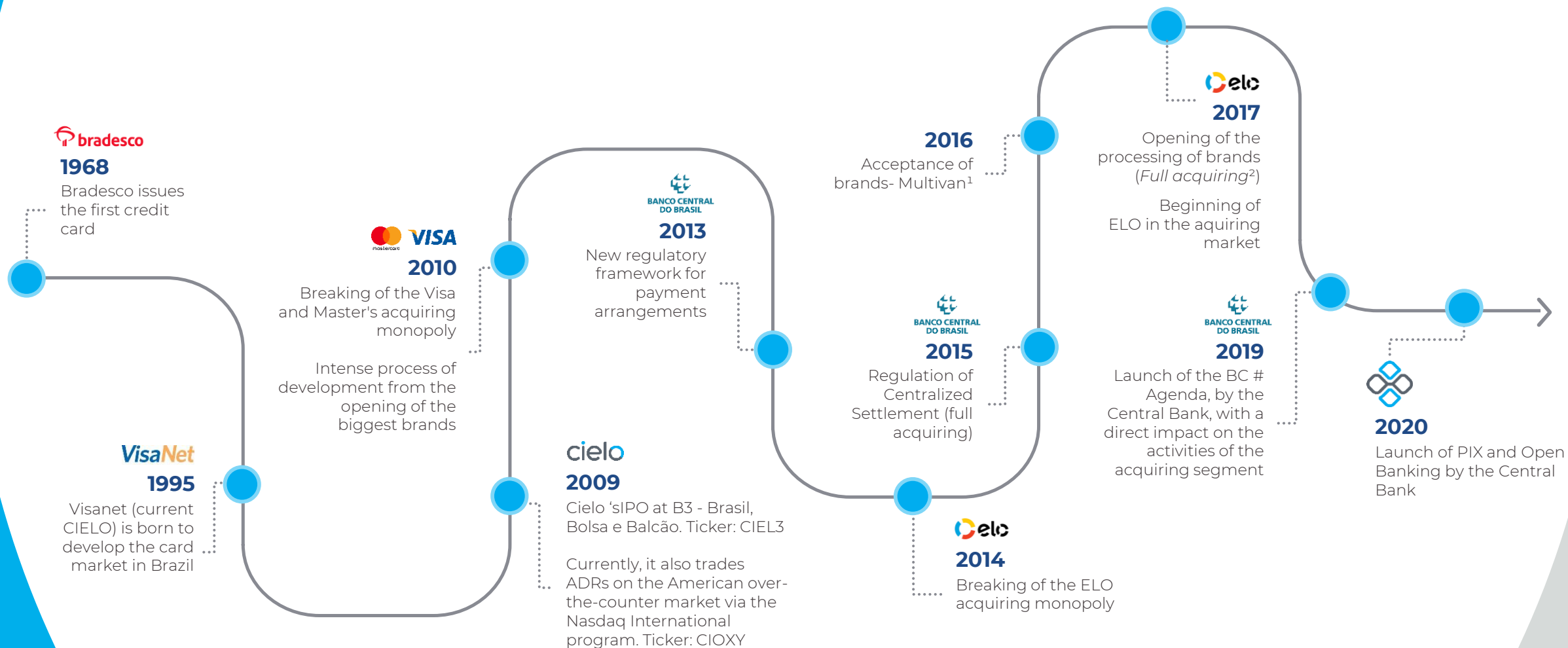
World (2020)



Brazil (2015-2021)



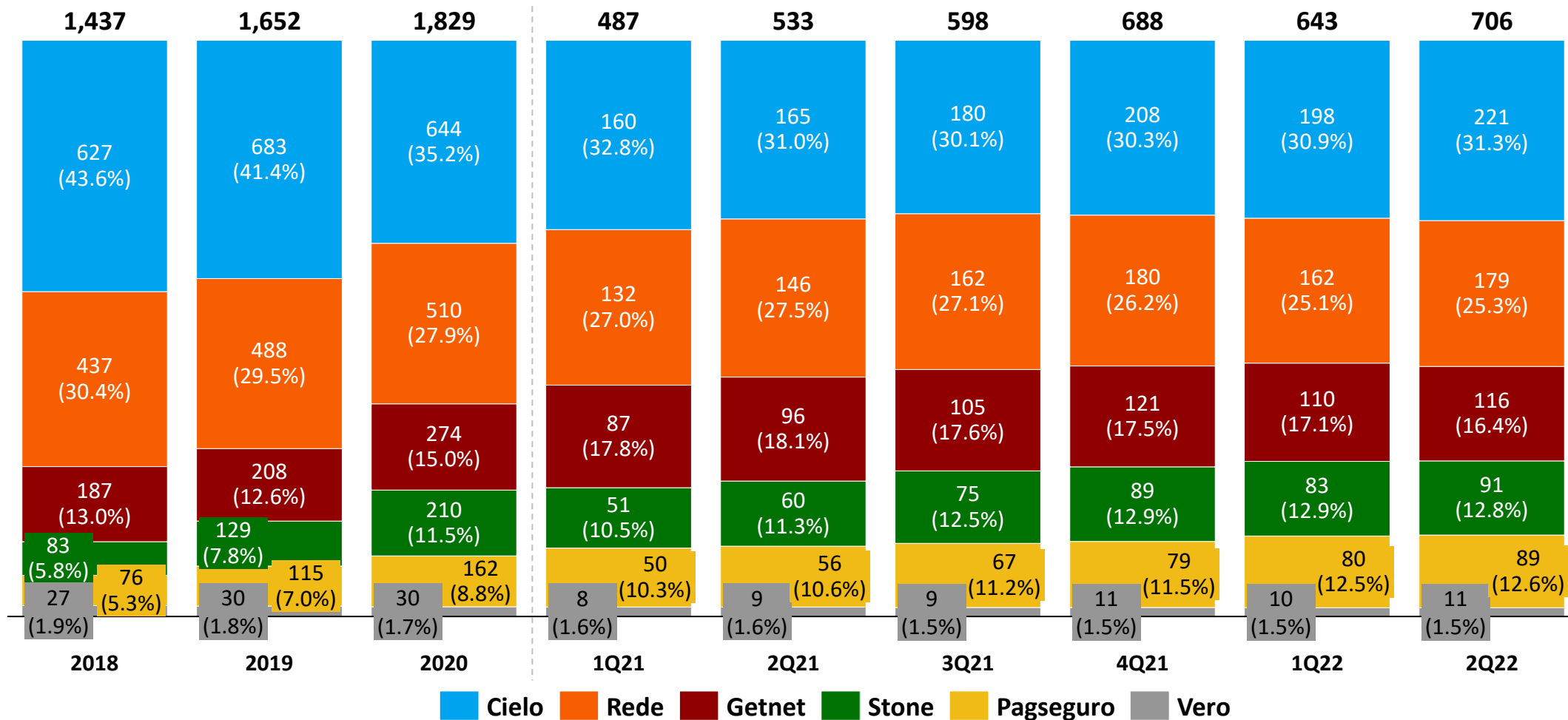
BIG TRANSFORMATIONS IN THE ACQUIRING MARKET OVER THE YEARS



¹ Multivan project made it possible to capture transactions of a specific brand, - exclusive processing by one acquirer - by another (ELO, HIPER), making commercial establishments not need to work with a specific acquirer to accept the brand. ² Full acquiring allowed the processing of brands that were previously exclusive by other acquirers (end of processing exclusivity).

CIELO STARTED RECOVERING SHARE IN 4Q21

Acquiring Market TPV and Market Share (Top 6 Acquirers) [R\$ billion, %]



1. Considering a hypothetical market with Cielo, Rede, Getnet and Pagseguro;
Source: Companies IRs

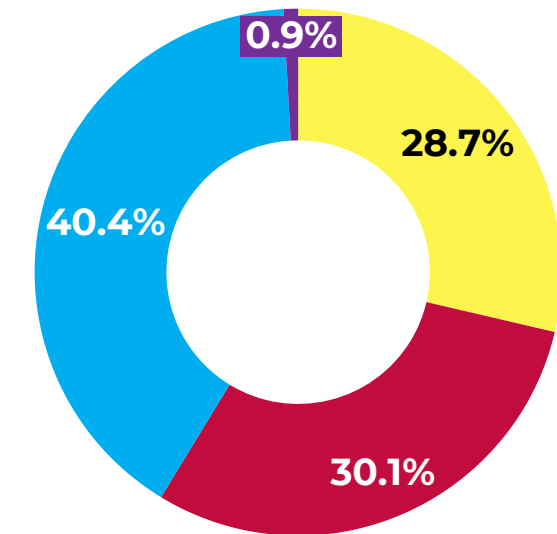
CIELO AT A GLANCE



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SOLID SHAREHOLDING COMPOSITION¹, WITH CONTROL OF **TWO OF THE LARGEST BANKS IN THE COUNTRY AND HIGHLY QUALIFIED BOARD OF DIRECTORS**

Base date: 06/30/2022



■ Banco do Brasil² ■ Treasury
■ Bradesco³
■ Outstanding

COMPOSITION OF THE BOARD OF DIRECTORS

12 members



Six advisory committees of the Board of Directors and Fiscal Council

- Finance
- People and Compensation
- Corporate Governance
- Sustainability
- Audit
- Risks

¹ Total 2,716,815,061 common shares (CIEL3), listed on B3's Novo Mercado, at the end of 1Q22

² Through its subsidiary BB Elo Cartões Participações. ³ Through its subsidiary Quixaba

SINCE 1995, WE ARE LEADERS IN THE **PAYMENTS MARKET**

MAIN MILESTONES

1995 – Visanet is born, being the first acquirer in the Brazilian payments market, with exclusive sales under the Visa and Amex brands

2004 – We reach ½ million clients

2009 – Visanet becomes Cielo for the IPO on B3 - Brasil, Bolsa e Balcão. Ticker: CIEL3¹. The company repositioned itself in the market, expanding its service capacity and developing differentiation methods through new solutions

2010 – Cielo loses exclusivity with the Visa brand

2016 – Exclusion of bilateral agreements between merchant acquirers and card brands. In other words, Cielo starts to trade more than 80 card brands on its machines

STRATEGIC MOVEMENTS

2011 – Acquisition of Braspag

2014 – Creation of Cateno with Banco do Brasil

2018 – Total acquisition of Stelo

2020 – Sale of 40.95% interest in Orizon

2021 – Assignment of Rights Related to the Elo Platform

2021 – Sale of all shares of M4U

2022 – Sale of all shares of MerchantE

¹Currently, it also trades ADRs on the American over-the-counter market via the Nasdaq International program. Ticker: CIOXY

WE ARE A BRAZILIAN COMPANY, **LEADER IN THE ACQUIRING MARKET**

+31%

OF MARKET SHARE

Cielo is the biggest merchant acquirer and payment processor in Brazil and Latin America. As of 1Q22

~8%

OF GDP

Approximately 8% of Brazil's gross domestic product is captured through a Cielo² machine

14th

MOST VALUABLE BRAND

According to the Interbrand award and 23rd position in the Brand Finance award in Brazil³

R\$ 808

BILLION

In captured volume in more than 7.6 billion transactions⁴

12 K

TRANSACTIONS/SECOND

Highest technological capacity in the market to support high sales volume

99%

PRESENCE

With more than 5,500 Brazilian municipalities served, almost the entire country

1.1

MILLION

Clients in our active client base⁵

~4.7k

Employees

~2k employees out of the total are part of our commercial team.

¹2020 Data ²Transacted Volume in 2021 / Brazil's GDP for 2021 released by IBGE³Awards for the year 2020

⁴Data for the last 12 months as of June/22 5. Base referring to the last 90 days

WE OFFER A **COMPLETE ECOSYSTEM** THAT ADAPTS TO EACH RETAILER PROFILE, WITH PRODUCTS THAT DELIVER HIGH ADDED VALUE TO OUR CUSTOMERS



OUR **BUSINESS**



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TWO MAIN BUSINESS UNITS ON DIFFERENT SIDES OF THE INDUSTRY. RESULT: DIVERSIFICATION & PROFITABILITY

Cielo S.A

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ACQUIRING BUSINESS¹

- **Cielo acts through out the entire payment cycle.** From acquiring new customer; supplying the machine or an e-commerce solution, capturing and processing the payments and setting the financial obligations of a given transaction.
- In addition, Cielo offers a wide set of products and solution, with highlights to **Pre-payment products**

cateno

OUROCARD ARRANGEMENT

- **Cielo S.A. owns a 70% stake** at Cateno, as an investment, not operating the business
- Inserted in the **Ourocard Arrangement (BB card issuance business)** as a payment account manager.

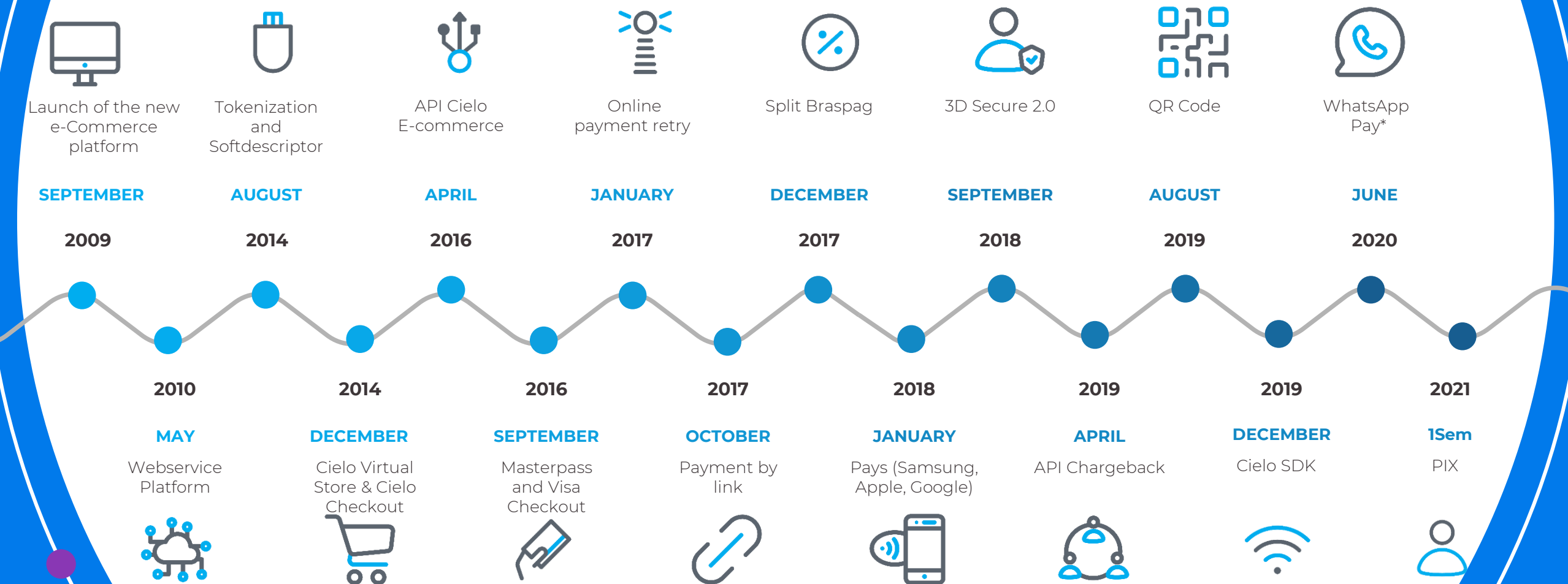
Income: Interchange

Expenses:

- Embossing and billing
- Processing management of the payment accounts
- Brand fees
- Fraud related process
- Call center
- others

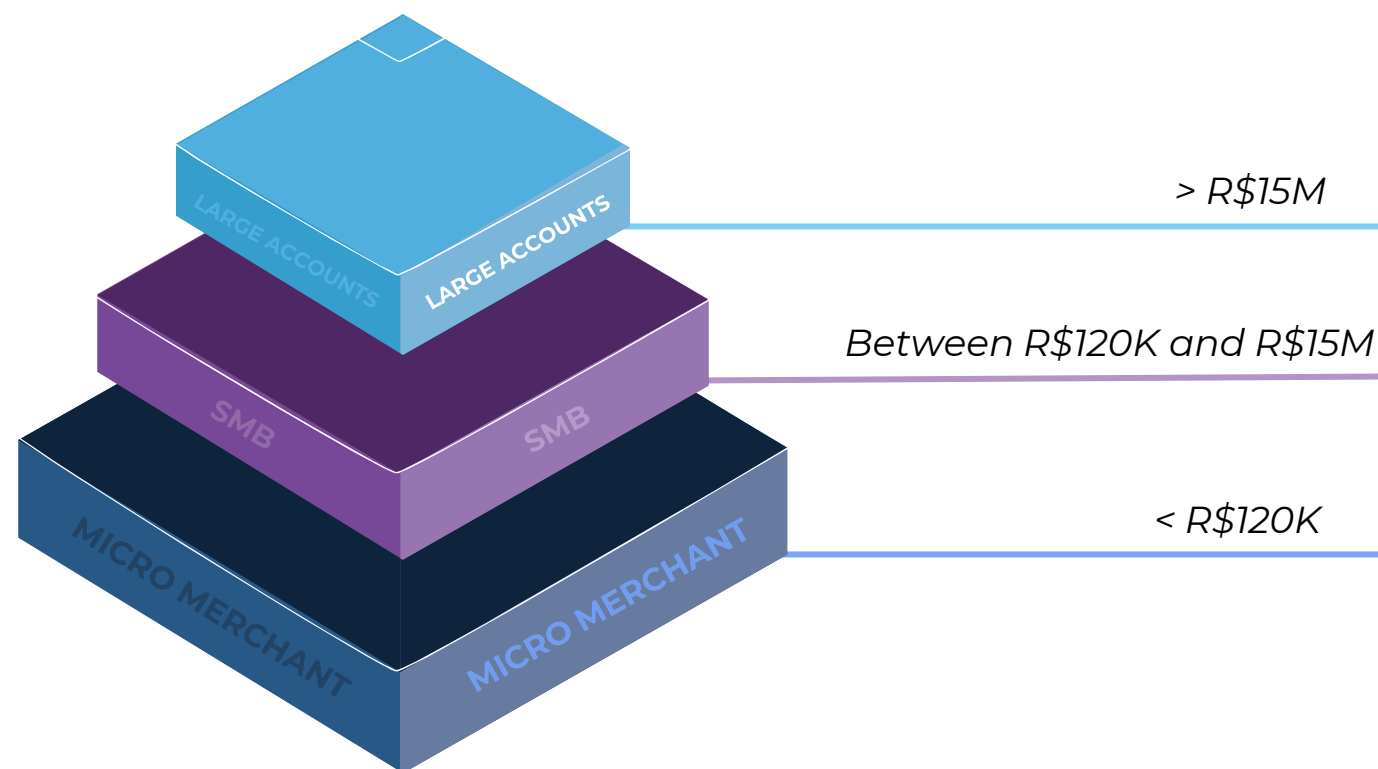
¹ We refer to the acquiring business unit as Cielo Brasil

WE HAVE A HISTORY TURNED TO INNOVATION IN THE PAYMENT INDUSTRY



*According to the Material Fact of 03/31/2021, BACEN approved transfer transactions. The P2P operation began on the 05/04/2021. Awaiting approval for payment transactions.

MAIN CUSTOMER SEGMENTS BY SIZE (TPV) ¹



¹ Customer's Revenue per year

OUR FOCUS IS TO BRING THE BEST EXPERIENCE **TO THE CLIENT**, THAT'S WHY WE HAVE THE AID OF:

BUSINESS MANAGERS



Combining *Hunting* and *Farming* functions

Greater efficiency in travel and reduction of the client portfolio

Personal and closer relationship to clients

APP CIELO EXPERT



APP to assist in identifying opportunities, planning and negotiations

Greater efficiency in approaches, using Advanced Analytics

Digitalized registration / service experience

HEROES



Implementation of a logistics team to improve onboarding and after sales

Delivery of equipment at the time of sale in big cities

Better customer experience and higher activation rate

STRATEGY – OPERATIONAL PILLAR

New advances in the commercial model

Operational Transformation

Positioning, commercial model, logistics and Pre-payment penetration

Asset optimization

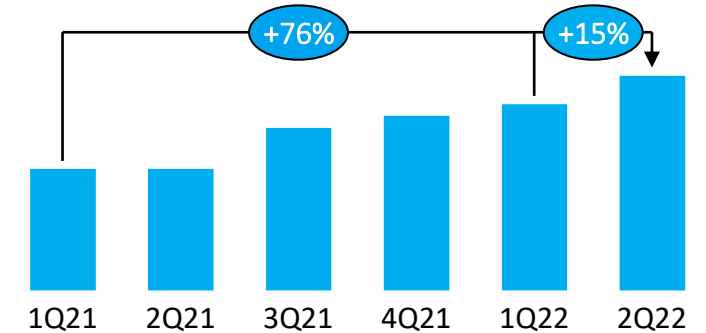
Divestments

Organizational Transformation

Digital, structure, people and culture

Commercial Productivity

New client activation per sales consultant per business day



SMB – Expansion of commercial team

Hiring of commercial executives

- Cielo currently has ~2,000 salespeople
- Commercial expansion comprises the addition of ~400 salespeople throughout 2H22
- These people will arrive in a team with high productivity, consolidated practices and technology focused on sales intelligence

STRATEGY – OPERATIONAL PILLAR

Sale of MerchantE impacts breakdown

MerchantE sale transaction

Impact on 2Q22 results (COSIF)

Operational Transformation

Positioning, commercial model, logistics and Pre-payment penetration

Asset optimization

Divestments

Organizational Transformation

Digital, structure, people and culture



Amounts in USD million	COSIF
Upfront Value	137.2
Investment	(61.8)
Intangibles and others Write-off ¹	(41.1)
Earn-out (estimated fair value) ²	25.0
Result	59.3

BRL impact on Net Income:
R\$282 million

¹ Write-off of intangible assets, write-off of tax credits and transaction costs.

² Recognition of fair value estimate of earn-out installment

STRATEGY – ESG

New milestones in Diversity and Inclusion

Operational Transformation

Positioning, commercial model, logistics and Pre-payment penetration

Asset optimization

Divestments

Organizational Transformation

Digital, structure, people and culture

Female Mentoring Program

The program was created with the purpose of **accelerating the female collaborators' careers** with high potential, plus to contribute with the representativeness of **female leadership** until 2025.

50% of the positions are dedicated to black and indigenous women



'Guia de Rodas' Certification

With a **more accessible structure**, Cielo began to offer an **inclusive experience**

'Garagem Cielo': Innovation's Hub

The Cielo's **Startup Mentoring Program** selected **10 impacting startups** in 2022. Companies dedicated to address socioenvironmental problems.

STRATEGY – NEXT STEPS

Solid operational advances enable Cielo for new avenues of growth

2019 – 2022

2023 →

- ✓ Commercial Model
- ✓ Logistics Model
- ✓ Pre-payment Products
- ✓ Expenses Discipline

- ✓ Asset Optimization

- ✓ Penetration of Digital Channels
- CRM: service + logistics

COMPANY PREPARED TO MAKE NEW LEAPS

- **Core business** optimized
- **Operational excellence** to better serve customers
- Total focus on the **markets that matter**
- With optimized **financial resources**
- Customer Service Front will have new deliveries in the coming months



Digital payments

New payment solutions

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Ecosystem Center, best provider for SMBs

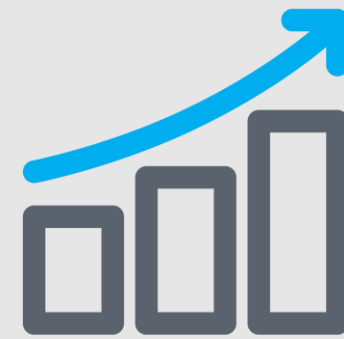
VAS / software

Going beyond payment solutions

financial services

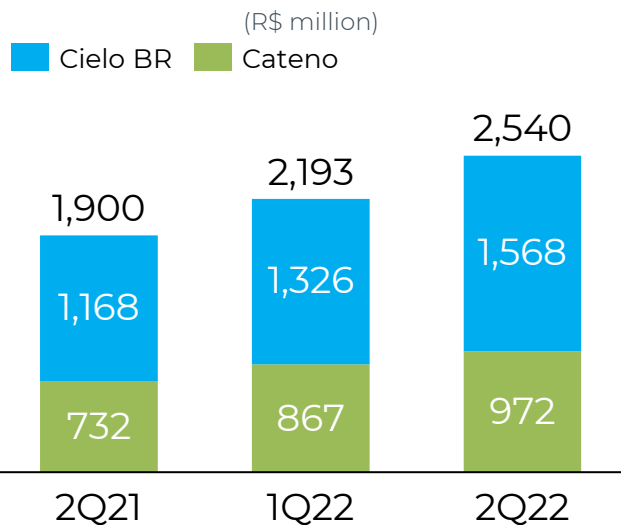
Be a hub for financial services distribution

FINANCIAL HIGHLIGHTS

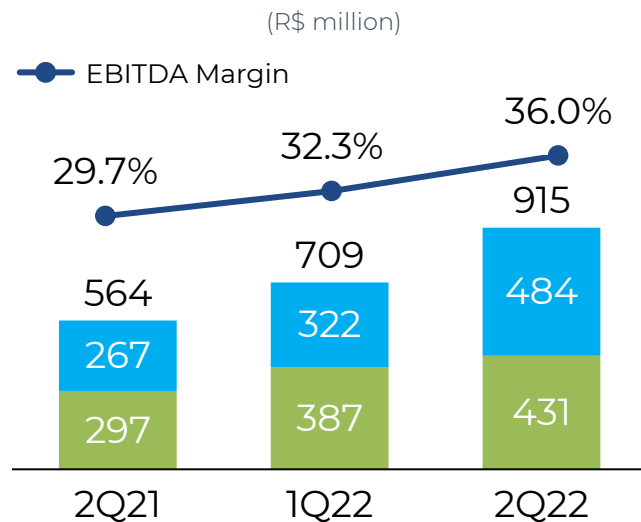


CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (1/8)

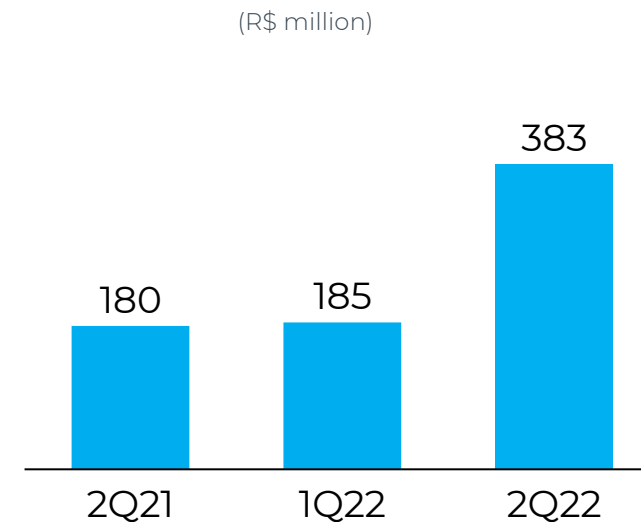
NET OPERATING REVENUE¹



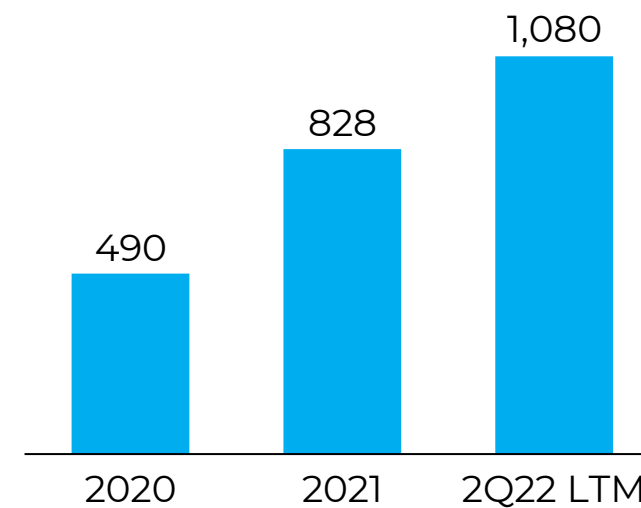
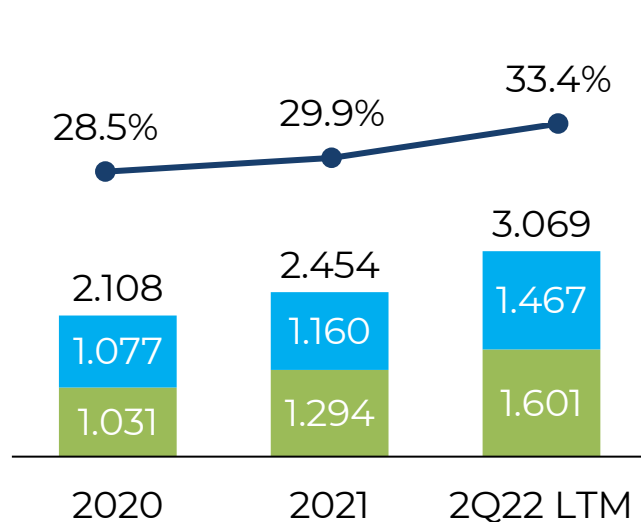
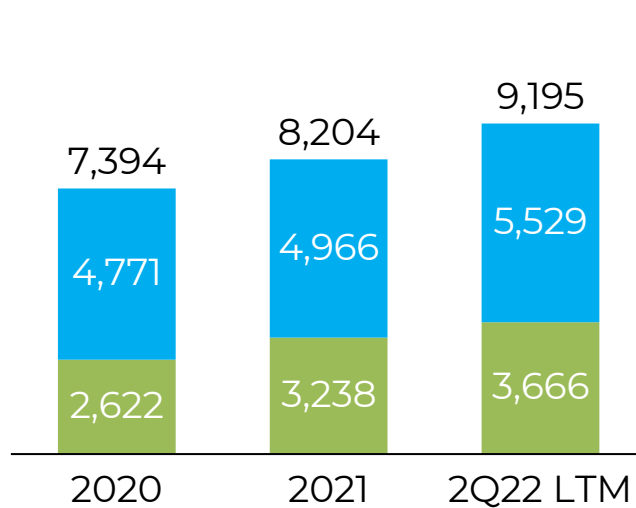
EBITDA²



RECURRING NET INCOME³



Yearly evolution



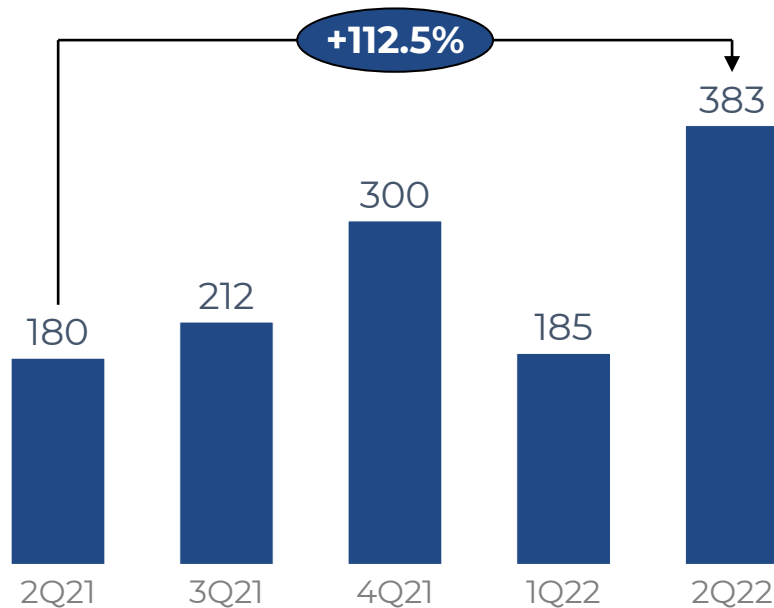
¹ Proforma view that only considers the consolidation of Cielo Brasil and Cateno. This view was created just to illustrate the performance of the main business units, considering the divestments made, which involved companies responsible for most of the income statement of "Other Subsidiaries" until 1Q22. ² Recurring Cielo BR + Cateno ³ Recurring net income attributable to Cielo shareholders, this view starts on the 1Q21.

CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (2/8)

NET INCOME MAINTAINS YOY GROWTH TREND, WITH STRONG OPERATIONAL PERFORMANCE

Recurring Net Income^{1, 2}
R\$383MM in 2Q22.

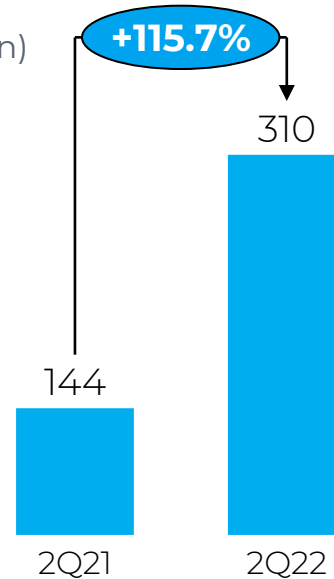
(R\$ million)



Cielo BR Net Income² (Acquiring):

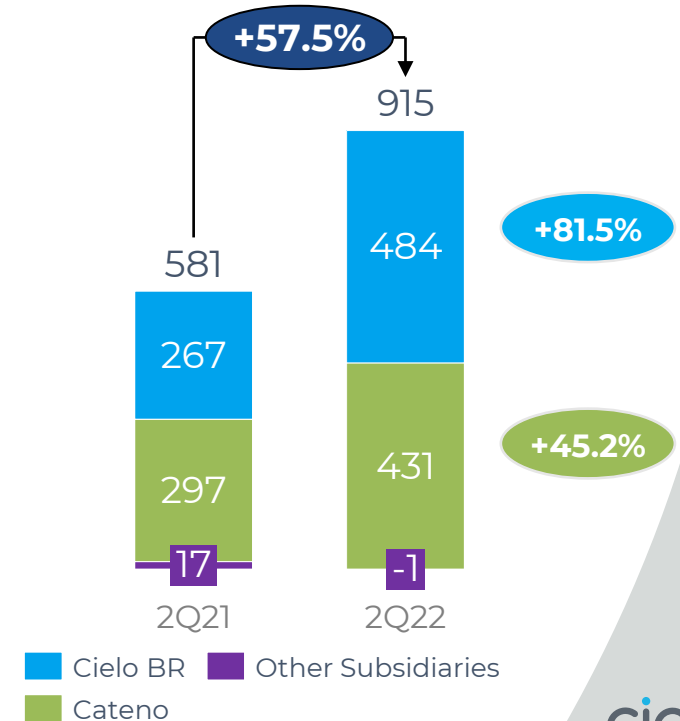
Excluding non-recurring items and the effects of financial expenses of debts related to the acquisition of subsidiaries, Cielo Brasil Net Income presents a 116% YoY growth

(R\$ million)



Recurring EBITDA²
Robust Operating Result in Cielo Brasil and Cateno

(R\$ million)



¹ Recurring net income attributable to Cielo shareholders. ² Reconciliations available in the attachments of this presentation

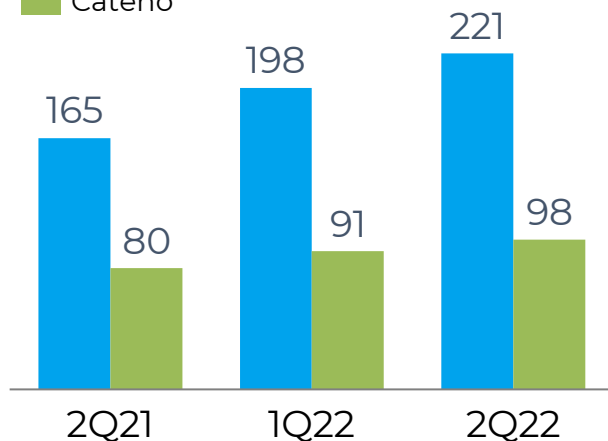
CIELO'S FINANCIAL¹ AND OPERATIONAL HIGHLIGHTS (3/8)

TPV

(R\$ billion)

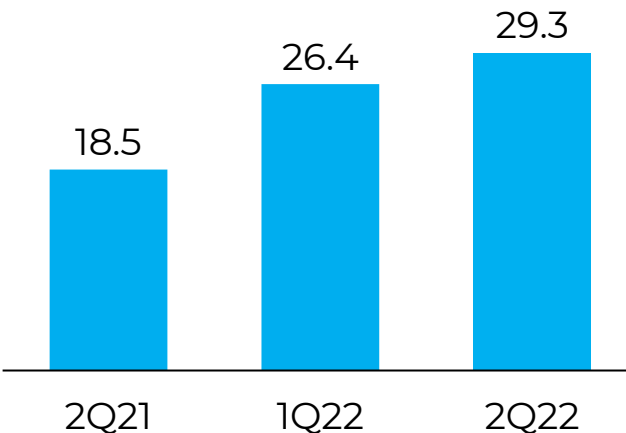
■ Cielo BR
■ Cateno

Quarterly evolution



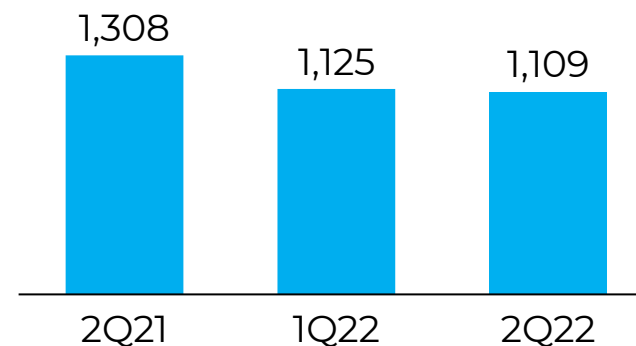
PRE-PAYMENTS VOLUME

(R\$ billion)

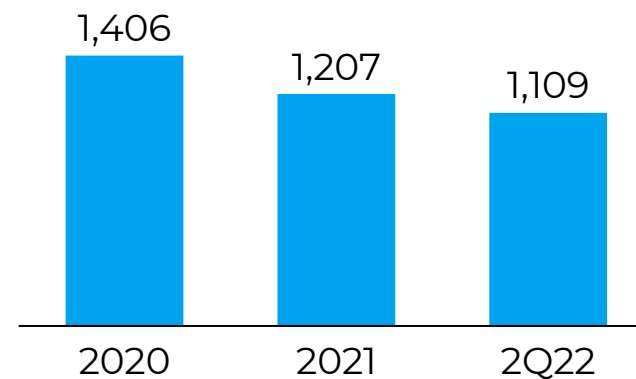
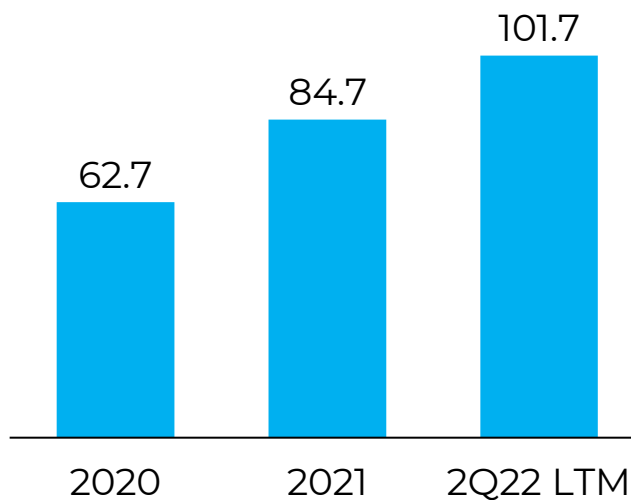
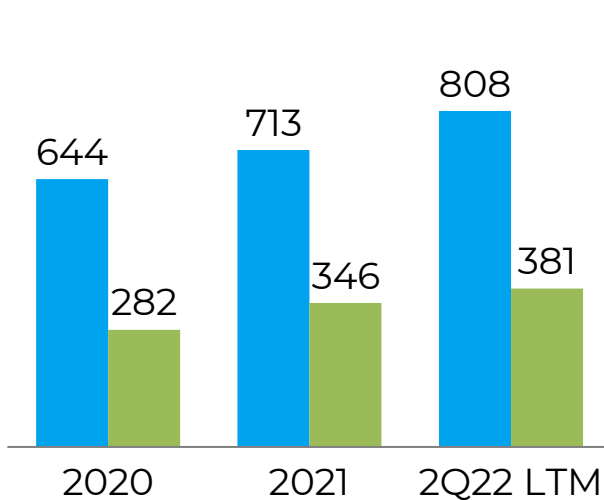


ACTIVE CUSTOMER BASE 90 DAY BASIS

(million)



Yearly evolution



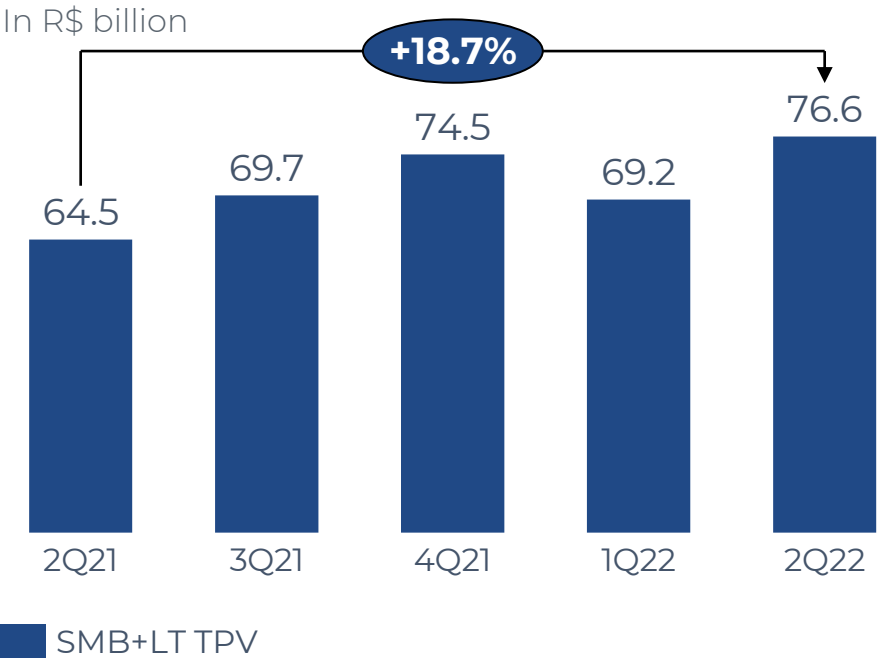
¹ Full financial information package available at the Earnings Release and Result Presentation filed within CVM and at the IR website: ir.Cielo.com.br

CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (4/8)

SMB AND LONG-TAIL ZOOM-IN

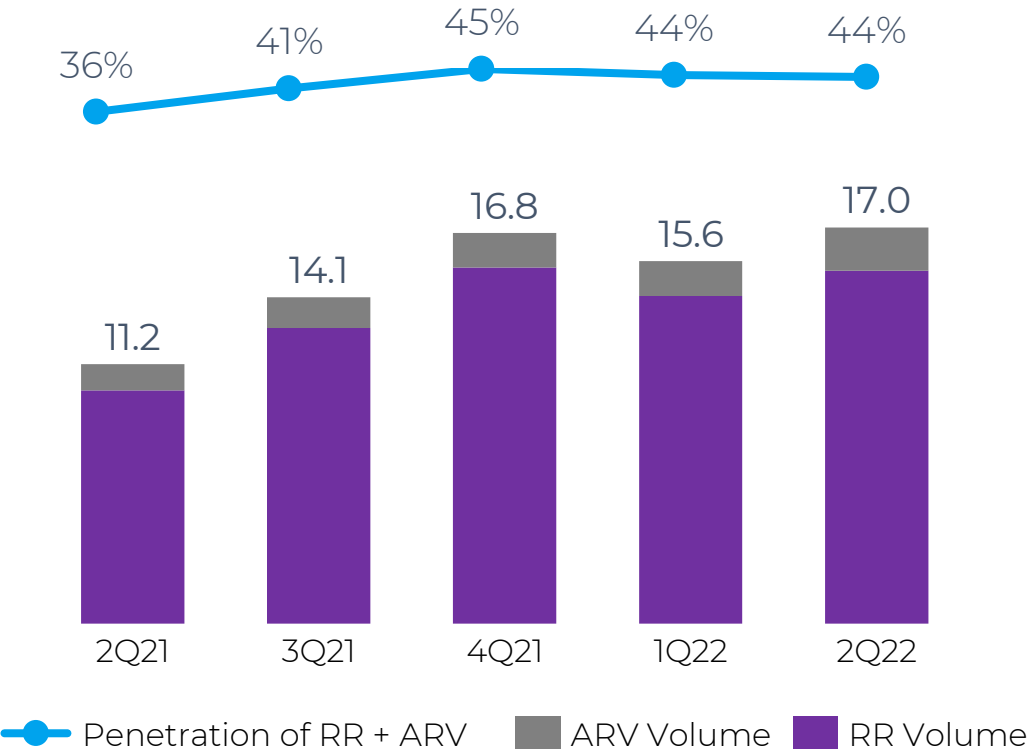
TPV

SMB + Long-Tail



Pre-payment Products (ARV + RR)

Penetration and Prepaid Volume



PRICE REPOSITIONING (5/8)

STRONG RESULT OF THE MAIN INITIATIVES OF THE 1ST HALF 2022, WITH LOW IMPACT ON CHURN

Decision to start readjustment in January, as to not impact customers in December

January initiatives.
Controlled adjustment in RR for impact assessment

April initiatives.
Adjustments in RR and MDR

Monitoring of April initiatives and **new initiatives in 3Q22**

Assessment of scenarios and opportunities **in SMB and in Large Accounts**

4Q21

1Q22

2Q22

3Q22

4Q22 →

Rational:

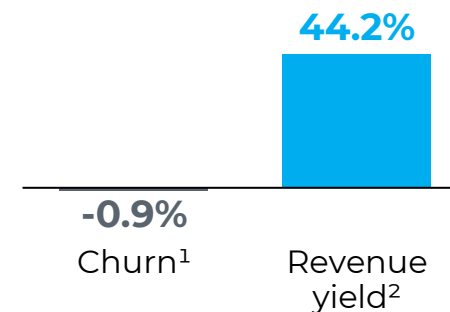
- **Pass cost increase** due to economic factors
- Divide into tranches to **measure and control impacts on Churn**

Result of initiatives in April:

- Focus: RR and SMB clients
- High impact in revenues with low impact on Churn



RESULT – REPOSITIONING APRIL



1 – Active Merchants – 30 days:

Qty variation of active merchants calculated in M2 in relation to the respective control groups

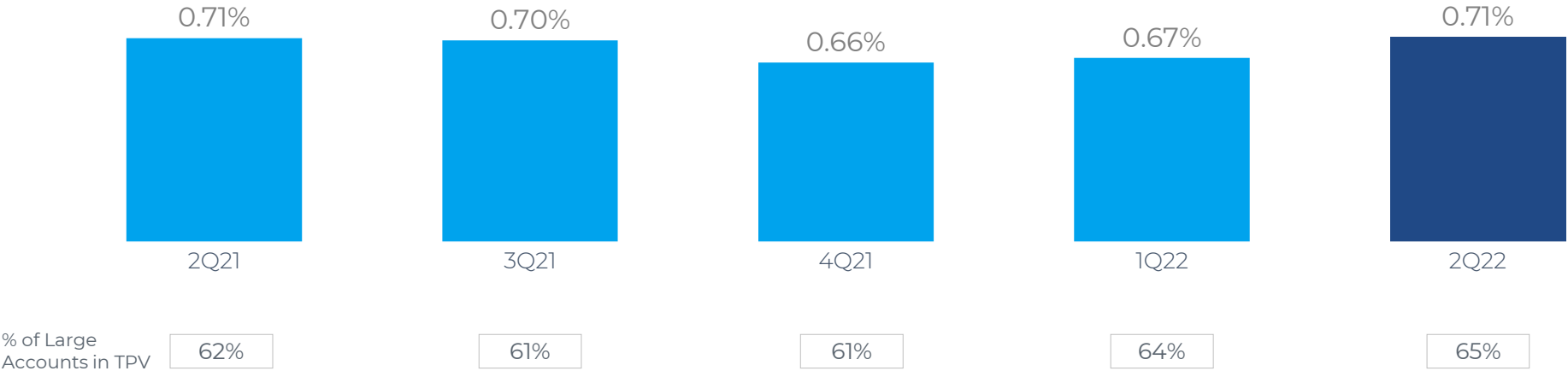
2 – Revenue Yield

Revenue yield variation of the impacted customers. Calculated in M2 in relation to the respective control groups

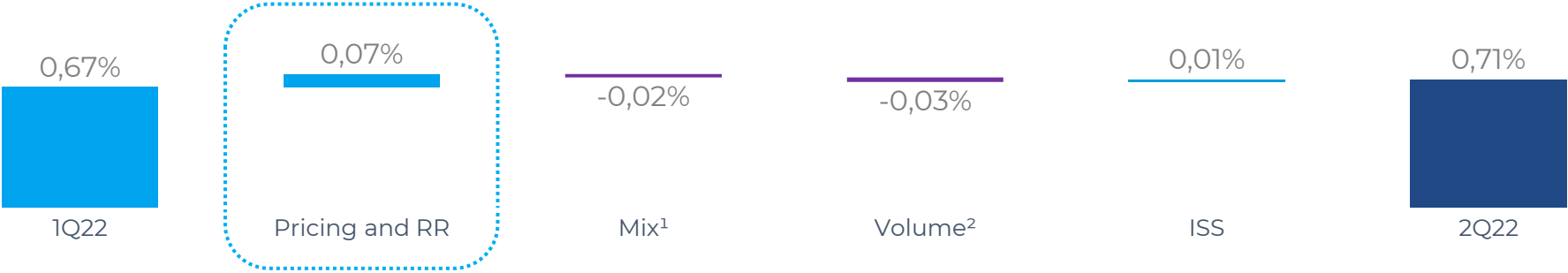
CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (6/8)

REVENUE YIELD

Revenue Yield (quarterly)



RR Penetration enhances yield, while volume and mix have a negative effect



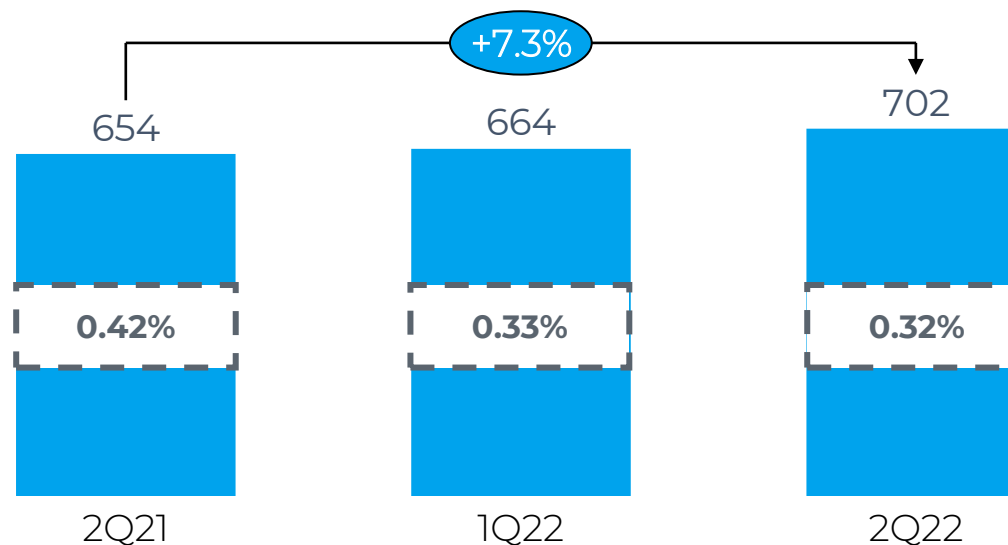
¹ Mix Effect considers, among other factors, the mix of customer segments and products. ² Volume effect on yield as certain revenues do not vary according to TPV.

CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (7/8)

EFICIÊNCIA OPERACIONAL (CIELO BRASIL)

- Normalized Costs + Expenses **grew 4.6pp below inflation¹**, even with investments in initiatives to improve operations
- **Most efficient acquirer in the market**, when comparing the cost + expenses ratios² of the listed players
- Competitiveness translated by **Normalized Costs + Expenses ratio drops to 0.32%**

Normalized Costs + Expenses³ (R\$ million)



¹ 12 month accumulated IPCA as of June 2022: 11.9%

² Total Costs + Expenses 1Q22 / TPV 1Q22

³ Normalized expenses correspond to the total cost + expenses of Cielo Brasil deducted from the brand fees, subsidies, services provided by banks, PIS and COFINS credits, D&A and the non-recurring items described in the attachments to this presentation

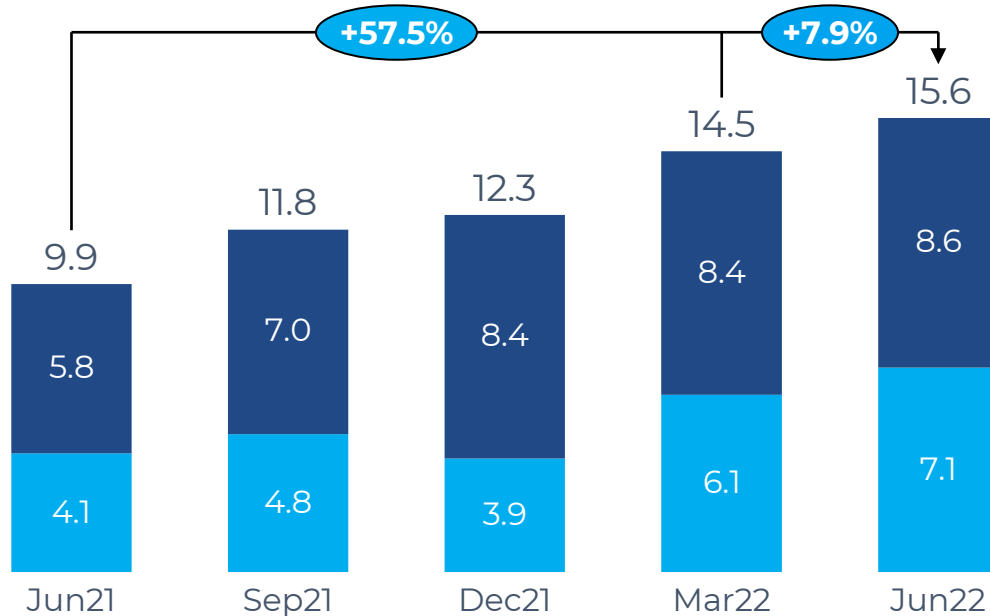
CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (8/8)

Pre-Payment Products and Liquidity

Capital Allocation in Pre-payment Products (PP)

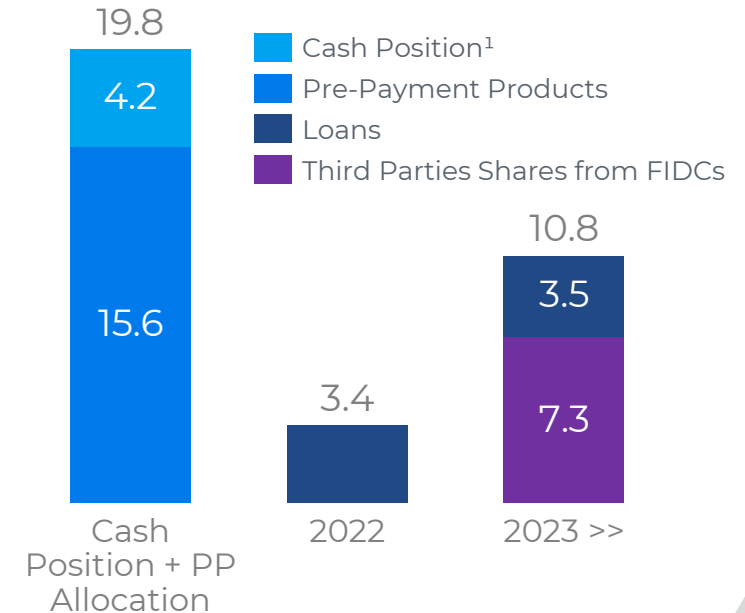
- 57% growth in the amount allocated to ARV and RR
- New record in allocation

■ Receba Rápido ■ ARV (R\$ billion)



Efficient Cash Management and Indebtedness

- Funds transferred to Cielo USA in 1Q22 and upfront from the sale of MerchantE **covers the short-term debt maturing in November 2022 - bonds** (~R\$2,6 BI)
- Average term of 24 months excluding bonds



¹ Consolidates 100% of cash balances, cash and financial instruments including derivatives, from Cielo Brasil, Cateno and Other Subsidiaries.

Sustainability **ESG**



ISE B3 ICO2 B3



Pacto Global
Rede Brasil



Sustainability Yearbook
Member 2022
S&P Global



OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT IS STRENGTHENED THROUGH THE SUSTAINABILITY POLICY.



STRATEGIC SUSTAINABILITY PLANNING

Our Strategic Sustainability Plan 2021-2025 establishes the **Sustainability Purpose**, as well as the guidelines and strategic themes for the Company's sustainability, which are structuring for the construction of shared value.



PURPOSE OF SUSTAINABILITY

Boost sustainable business and inclusive with all

In this way, we seek to provide greater clarity regarding the direction of our initiatives on environmental, social, diversity and corporate governance issues, generating value in each of the 6 strategic themes.

FOCUS ON BUSINESS SUSTAINABILITY, WORKING WITH THE HIGHEST STANDARD OF ESG METRIC

Governance & Sustainability Reporting

- We have a **Sustainability Committee** that advises the Board of Directors.
- We are featured in the **Corporate Sustainability Index** (ISE B3) and S&P Global's **Sustainability Yearbook 2022**.
- We publish **Integrated Annual Reports**, following the guidelines of the Global Reporting Initiative (GRI), the International Integrated Reporting Council (IIRC) and the Sustainability Accounting Standards Board (SASB).
- We are signatories of the **UN Global Pact**.

Social and Environmental Risk Management

- We have established a process for **assessing environmental, social and climate risks** in products and services.
- We vetted **486 suppliers** considering socio-environmental criteria in 2021.

Innovation and Impact Entrepreneurship

- The program **“Impulsiona Aí”** was created with the purpose to offer entrepreneurial education to people at risk and minority groups.

Diversity & Inclusion

- We have a **Diversity & Inclusion Policy** and **six official commitments to be achieved by 2030**, which cover aspects related to gender identity, race and ethnicity, disability and LGBTQIA+.
- We have set **hiring targets for gender and race**, which aim to make our workforce more diverse and representative by 2025.

Social Responsibility

- Through our **Private Social Investment** strategy, we support projects that focus on Education, Entrepreneurship and Diversity & Inclusion.
- Our **corporate volunteer program** aims to engage employees in initiatives that promote benefits for society

Climate Change & Eco-efficiency

- We have an **Environmental Management System (EMS)** certified by the ISO 14001 standard.
- We have a Climate Strategy and present information on our climate change management in the **CDP** (Carbon Disclosure Project).
- We internalized the recommendations of the **Task Force on Climate related Financial Disclosures** (TCFD).
- We are part of B3's **Carbon Efficient Index** (ICO2).

ISE B3 ICO2B3



Sustainability Yearbook
Member 2022
S&P Global



cielo



INVESTOR RELATIONS

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Phone: + 55 11 2596-8453

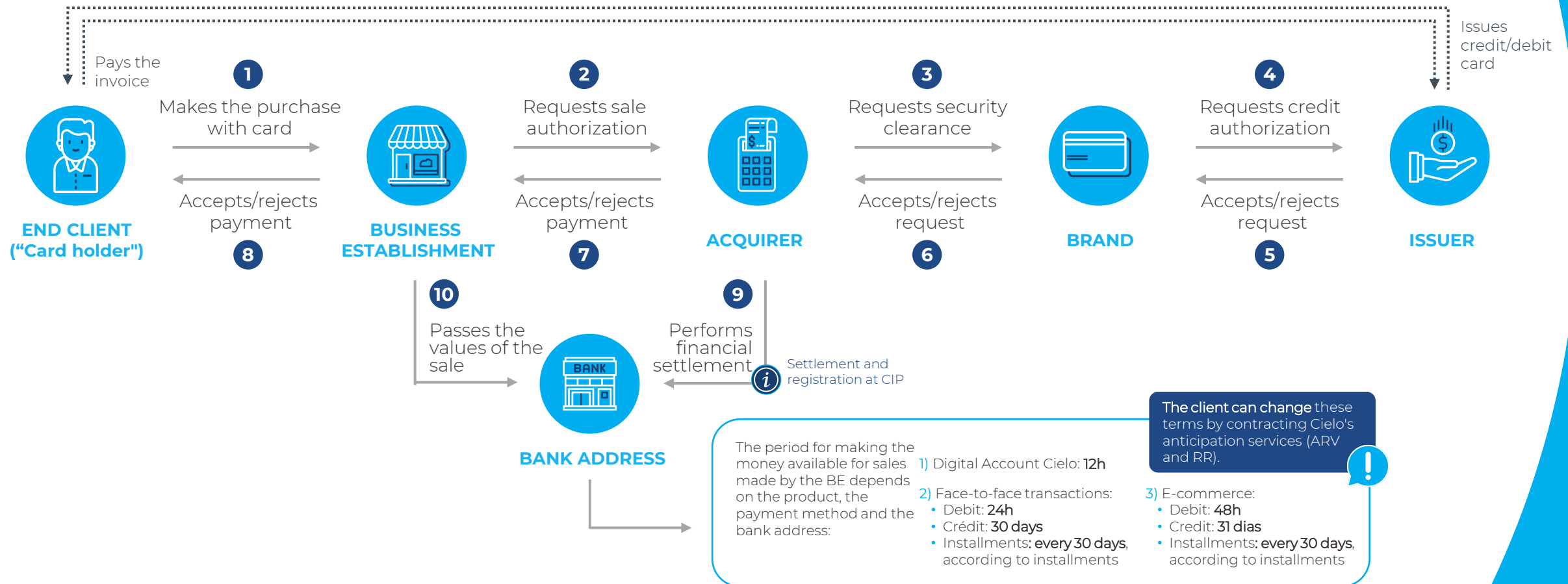


APPENDIX



CREDIT PAYMENT CYCLE

THE ENTIRE PAYMENT FLOW, from the insertion of the card password to the approval/rejection response, takes approximately **3 SECONDS**.



CREDIT PAYMENT CYCLE

