

Cielo Broad Retail Index (Nominal)

Analyzed period: 06/01/23 – 06/30/23

Retail grew 1.8% in June in nominal terms

In relation to June 2022. The result was driven by the performance of the Services macrosector, which grew 4.9%

Retail sales in June 2023 grew 1.8%, in nominal terms, compared to the same month of 2022, according to the Cielo Broad Retail Index (ICVA). It's important to emphasize that this result includes the effect of inflation in the period and reflects the sales revenue observed by the retailer.

The Services macrosector boosted the result with growth of 4.9%, driven by the segments of Tourism and Transport and Recreation and Leisure. In the Non-Durable Goods macrosector, which had a growth of 1.5%, the highlight was the Supermarkets and Hypermarkets segment.

The Durable and Semi-durable Goods macrosector, however, was the only one that was down: 0.2%. The Construction Materials and Books and Stationery Stores segments contributed to the retraction in the macro sector in June.

"Retail growth in June compared to the same month of 2022 is related to the acceleration of the Tourism and Transport segment, which had registered a decline in May. In June, consumers tend to plan and carry out expenses for the July holidays", says Carlos Alves, Vice President of Products and Technology at Cielo.

REGIONS

According to the nominal ICVA, the results of each Brazilian region in June were: Northeast (+2.7%), Southeast (+2.2%), South (+1.2%), North (+0.5%) and Midwest (-0.4%).

ABOUT THE ICVA

Cielo Broad Retail Index (ICVA) monitors the evolution of Brazil's retail on a monthly basis, according to sales in 18 segments mapped by Cielo, from small shopkeepers to large retailers. They account for 1.0 million company-accredited retailers. The weight of each sector in the index's general result is defined by its performance in the current month.

The ICVA was developed by Cielo's Market Intelligence department with the goal of providing a monthly snapshot of the country's retail trade based on real information.

WHAT IS THE NOMINAL ICVA

It's an excerpt from the ICVA that supports this publication. Its objective is to inform, in the first days of each month, the performance of retail in Brazil in nominal terms (without discounting inflation). The complete ICVA data, with the result deflated and with calendar effects, will be available in the full report and can be accessed on the website ri.cielo.com.br.

HOW IT'S CALCULATED

Cielo's Business Analytics unit developed mathematical and statistical models, which were applied to the Company's database of the company with the purpose of isolating the effects of the competitive behavior of the acquiring market, such as market share variation, as well as excluding the effects of check and cash replacement for debit cards. Therefore, the index represents not only the retail consumption with cards but also the actual dynamics of the point-of-sale consumption.

The ICVA is in no way a preview of Cielo's financial results, which are impacted by several other factors related to both revenues and cost and expenses.

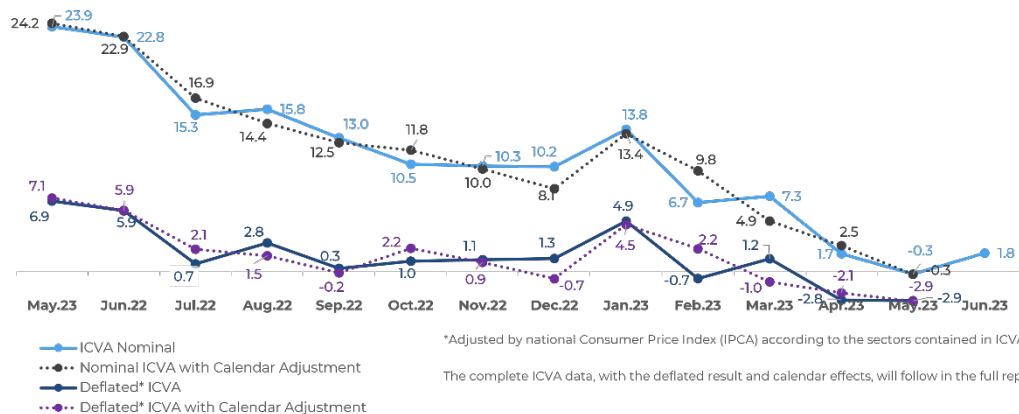
UNDERSTAND THE INDEX

Nominal ICVA – Indicates year-on-year growth in nominal sales revenue in broad retail in the period. It reflects what retailers actually see in their sales.



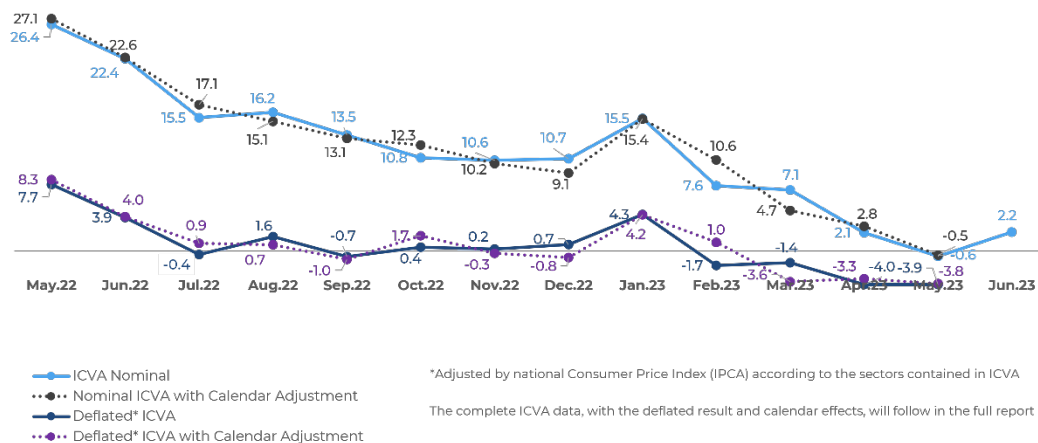
Revenue Growth in Brazil

Year-on-year



Revenue Growth in the Southeast Region

Year-on-year



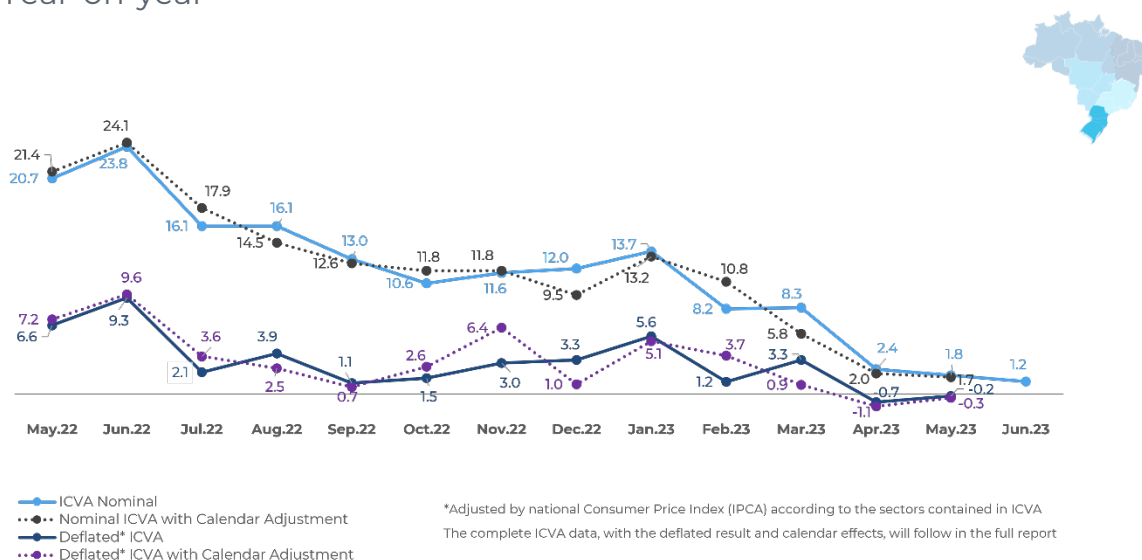
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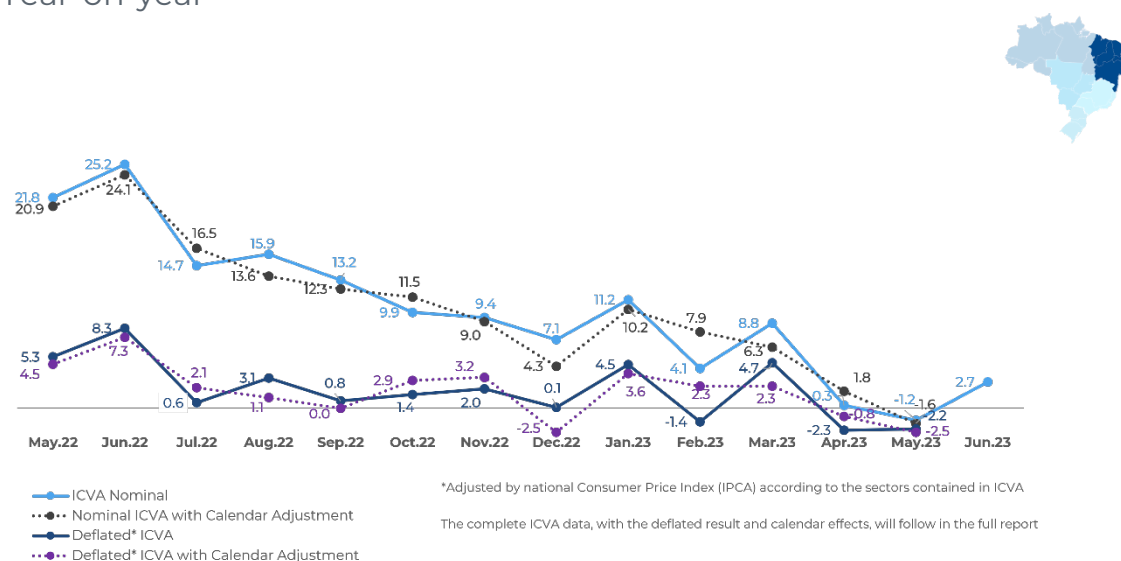
Revenue Growth in the South Region

Year-on-year



Revenue Growth in the Northeast Region

Year-on-year

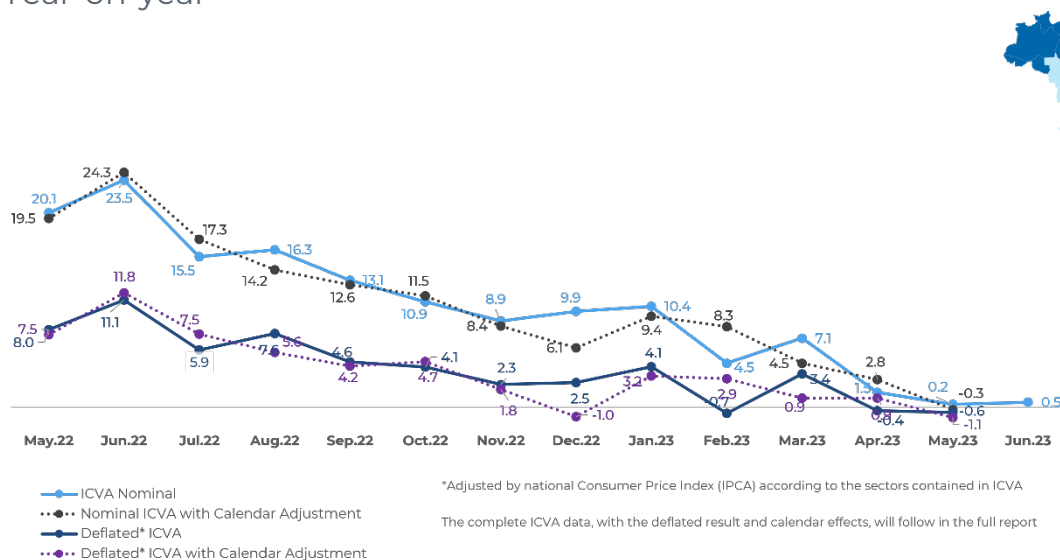


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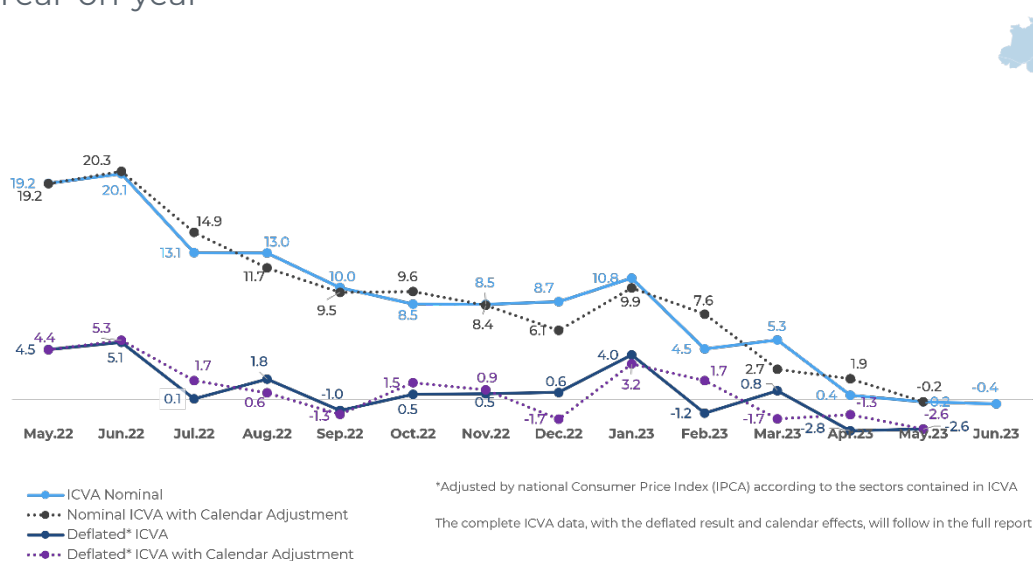
Revenue Growth in the North Region

Year-on-year



Revenue Growth in the Midwest Region

Year-on-year



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