

**CORPORATE**  
PRESENTATION  
**3Q21**



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

Such statements are based on the beliefs and assumptions of our Management as well as on information currently available to CIELO. Forward-looking statements include information regarding our current intentions, beliefs or expectations, in addition to those of the Company's Board of Directors members and Executive Officers.

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

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

# SUMMARY

Large Numbers



Our Business



Financial Highlights



ESG



# LARGE NUMBERS



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# WE ARE A BRAZILIAN COMPANY, **LEADER IN THE ACQUIRING AND FINANCIAL SERVICES MARKET**

**+32%**

OF MARKET SHARE

Cielo is the biggest merchant acquirer and payment processor in Brazil and Latin America

**~9%**

OF GDP

Approximately 9% of Brazil's gross domestic product is captured through a Cielo<sup>2</sup> machine

**14th**

MOST VALUABLE BRAND

According to the Interbrand award and 23rd position in the Brand Finance award in Brazil<sup>3</sup>

**R\$ 696**

BILLION

In captured volume in more than 6.4 billion transactions<sup>4</sup>

**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

**1.3**

MILLION

Clients in our active client base<sup>5</sup>

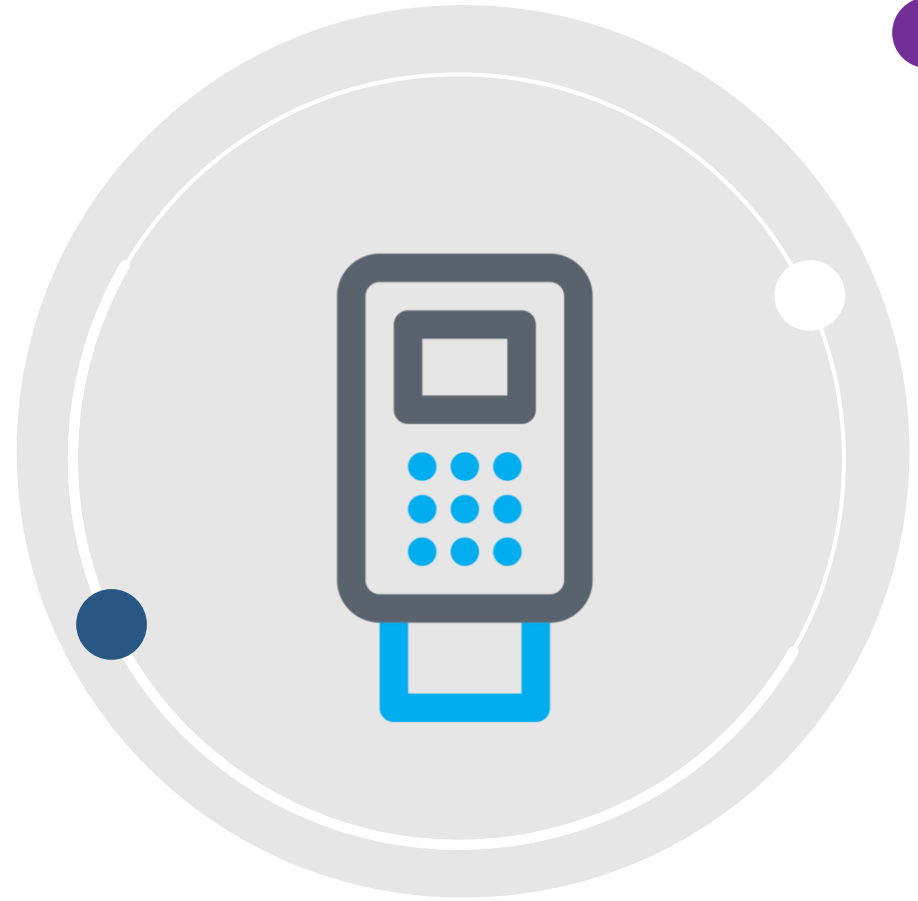
**1st**

PLACE

In the Modern Consumer Award for Excellence in Customer Service<sup>6</sup>

<sup>1</sup>2020 Data <sup>2</sup>Transacted Volume in 2020 / Brazil's GDP for 2020 released by IBGE<sup>3</sup>Awards for the year 2020  
<sup>4</sup>Data for the last 12 months 5. Base referring to the last 90 days <sup>6</sup>1º place in the Acquirers category

# OUR **BUSINESS**



cielo

# 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: CIEL3<sup>1</sup>. 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

**2006** – Acquisition of 40.95% of Orizon

**2011** – Acquisition of Braspag

**2012** – Acquisition of Merchant-E

**2014** – Creation of Cateno with Banco do Brasil

**2015** – Acquisition of 30% of Stelo and 91.44% of M4U

**2018** – Total acquisition of Stelo

**2020** – Sale of 40.95% interest in Orizon and total acquisition of M4U

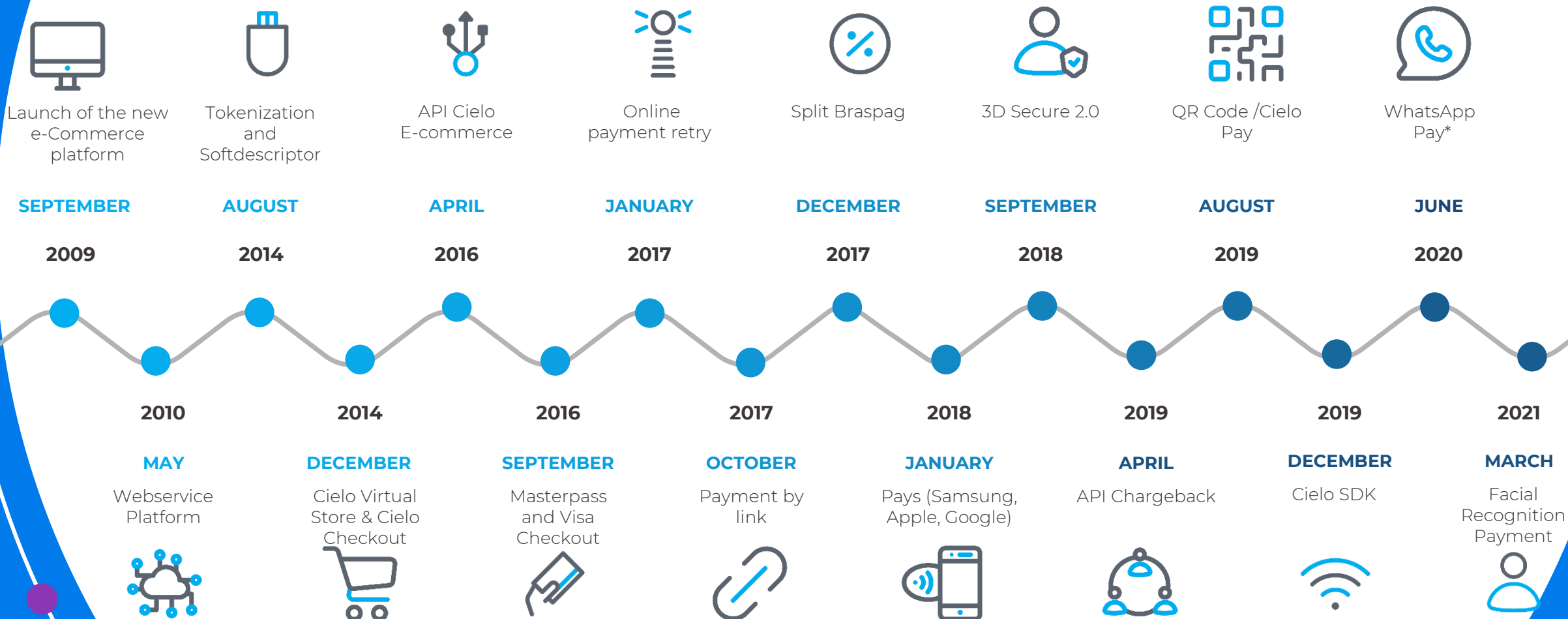
**2021** – Assignment of Rights Related to the Elo Platform

**2021** – Investment in LIUV convertible bonds

**See more about the acquiring history in the appendix**

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

# WE HAVE A HISTORY TURNED TO INNOVATION IN THE MEANS OF PAYMENT



\*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.



Our **business model** follows a **purpose**, with **systemic and integrated** organizational positioning

## Simplifying and promoting business for everyone

### OUR VISION

- Being the most desired smart platform in Brazilian trade

### OUR CULTURAL FEATURES

- Spirit of Serving
- Systemic and Innovative Work
- Autonomy with Responsibility
- Collaboration and Trust
- Simple and Agile Execution

### OUR GUIDELINES

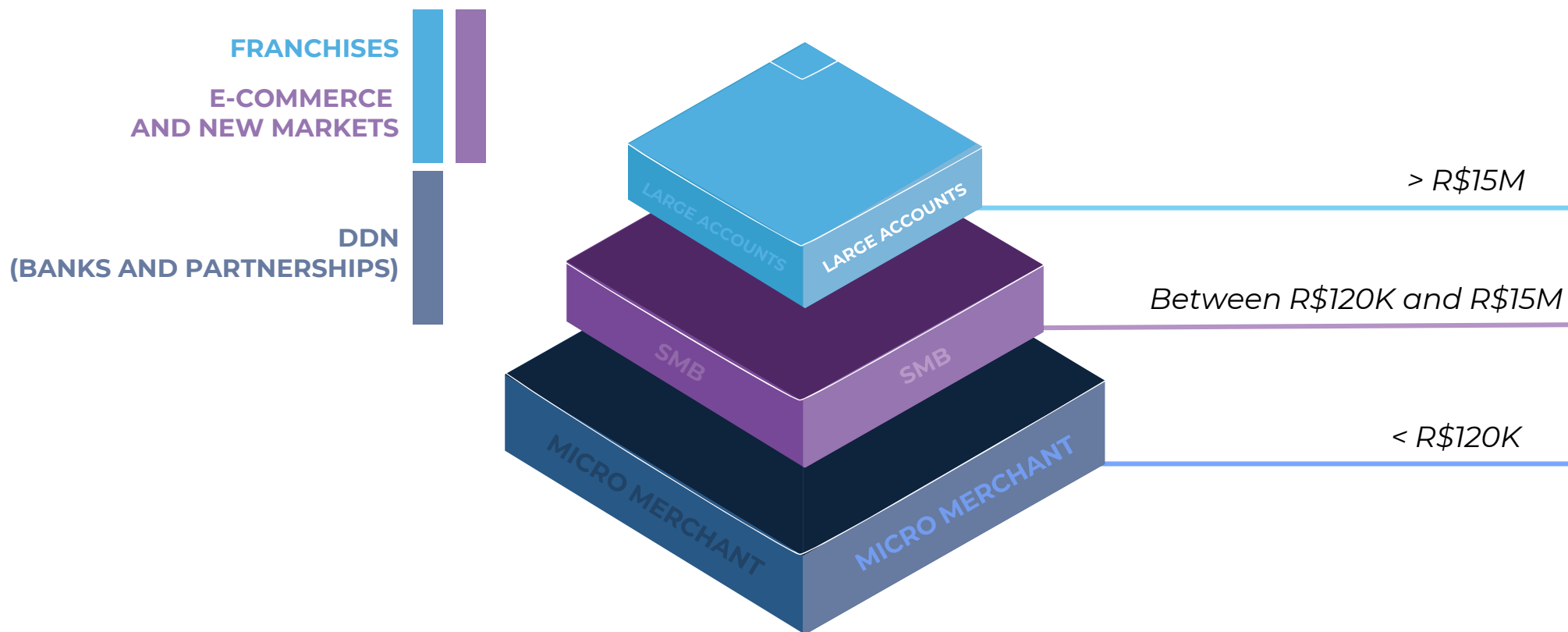
- Here, the client is the boss
- Delivering the best result, always
- Maximum data value
- Extraordinary teams
- Be the Core of the Value Chain

Our customers are segmented through the  
**service channel and captured volume**<sup>1</sup>

Third-party Channels

Own Channels

Large Accounts



<sup>1</sup>Captured Volume per year

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



### POS AND TEF TERMINALS

**Cielo Zip, Cielo Flash and Cielo LIO** offer a complete portfolio in terms of **sale and rent** with acceptance of **more than 80 brands**



### PREPAYMENTS

**Receba Rápido** anticipation of the transaction receivable  
**Receba Mais** Credit product that aims to anticipate to clients a future agenda that has not yet been transacted  
**ARV** is the reduction of the settlement period for the transaction  
**Crediário** the establishment makes a simulation in up to 48x and receives the value of its sale in 2 days



### E-COMMERCE

**WhatsApp Pay** payment via app, still in approval at BACEN  
**Super Link** is a payment link that can be sent quickly and with delivery options  
**Check-out Cielo**  
**API e-commerce** integrated payment connection to the merchant's website  
**Cielo SDK** integrated payment connection to the customer's APP  
**Wallet White Label** system for digital banks  
**Virtual Showcase**



### SERVICES

**Cielo Store** the APP store that helps in our client's management  
**Cell Phone Credit Recharge**  
**Cielo Promo** manages fidelity campaigns for the establishment  
**Foreign Currency Converter**  
**Partial payment** in the absence of a limit on the customer's card, we accept the available credit and then the client pays the rest in accordance with their preferences  
**Customer installment** the installment fee is offered to the final client  
**Payments Split** split the receiving payment by the customer between 2 or more people  
**Payment Reconciliation**  
**Electronic Statement**



### PAYMENT METHODS

**Cielo's Digital Account**  
**PIX**  
**Emergency Aid**



### DIGITAL PAYMENTS

**NFC** contactless payment  
**QR Code**  
**Facial Recognition Payment**



### SECURITY

**Anti fraud**  
**3DS** e-commerce authentication



### BIG DATA PRODUCTS

**Big Data** analysis of specific sectors of the economy  
**ICVA** o The Cielo Broad Retail Index entails more than 20 sectors of the economy, including services such as airline companies, restaurants and e-commerce  
**Cielo Farol** analysis of the sales profile of a certain establishment and its region

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

### BUSINESS CONSULTANTS



Combining *Hunting* and *Farming* functions

Greater efficiency in travel and reduction of the client portfolio

Personal and closer relationship to clients

### 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

### APP CIELO EXPERT



APP to assist in identifying opportunities, planning and negotiations

Greater efficiency in approaches, using *Advanced Analytics*

Digitalized registration / service experience

### CIELO STORES



We have 11 physical stores located in São Paulo, Rio de Janeiro and Bahia.

Customers can: buy or rent machines, request technical assistance and hire services..

THE TECHNOLOGY TEAM REAFFIRMS OUR **COMMITMENT**  
WITH INNOVATION, THEY ARE:

**54**

**TRIBES**

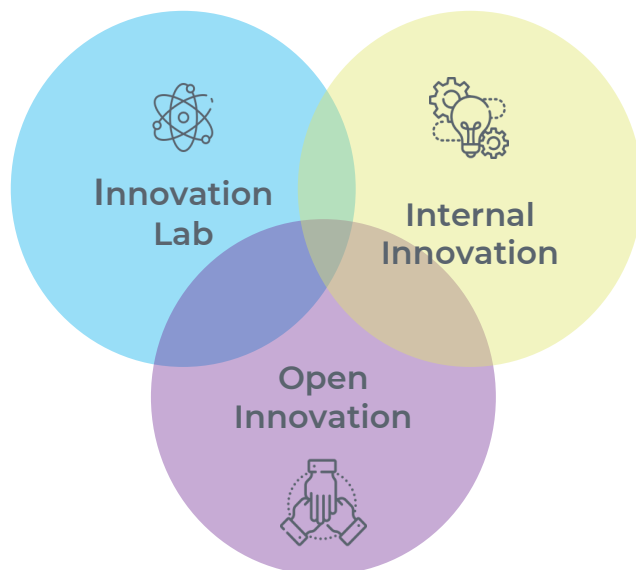
**64**

**SQUADS**

**53**

**AGILE PROJECTS**

ALSO, WE HAVE AN EXCLUSIVE AREA TO INNOVATE.  
**GARAGEM CIELO** WORKS ON THE FOLLOWING PILLARS:



It is the place to create and test thesis and concepts. We co-create with clients so that solutions are scalable



Disseminate quality content, provide useful tools and bring world trends in technology and innovation in our market to Cielo

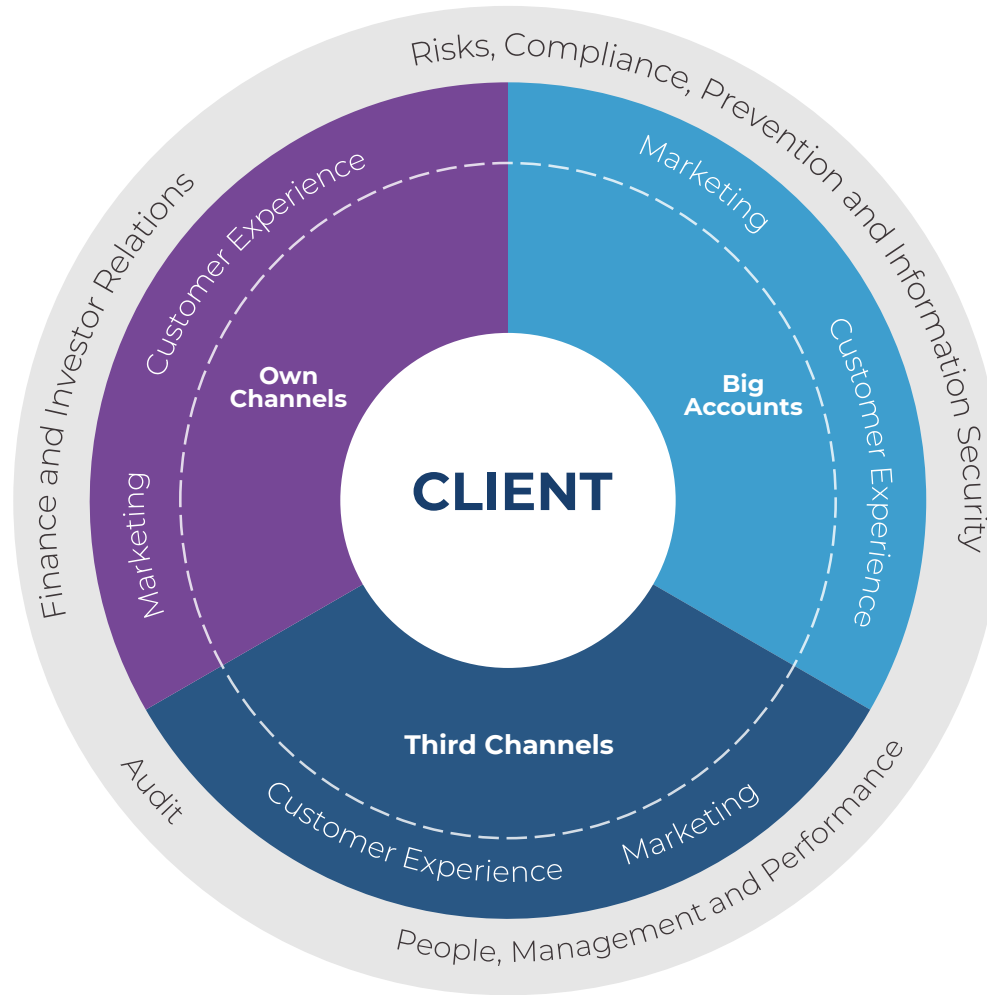


It is the process that opens the door to new visions through collaboration with startups, bigtechs, partner companies, individuals and even public bodies. We have already had contact with more than 120 startups

# INTEGRATED ORGANIZATIONAL STRUCTURE, FOCUSING ON EFFICIENCY AND HIGH SERVICE STANDARD

## COMMERCIAL

- Own Channels
- Third Channels
- Big Accounts



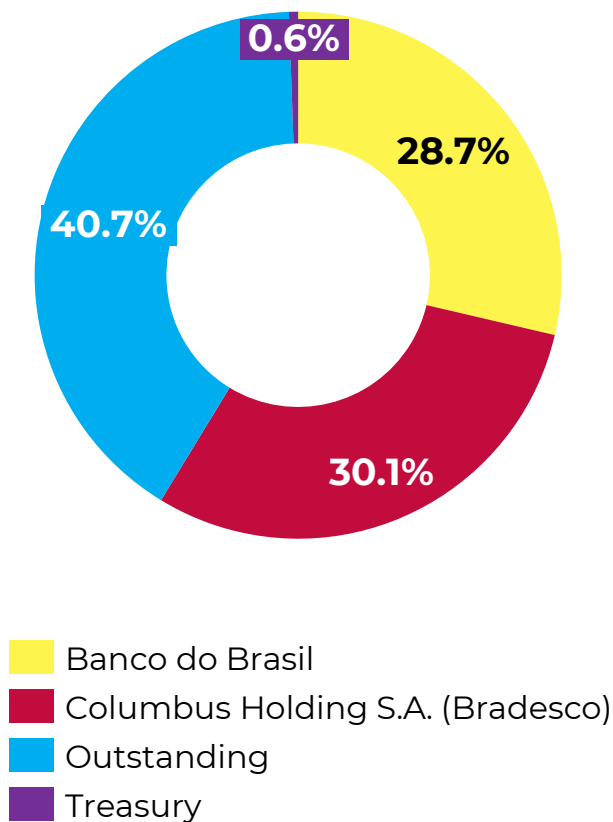
## SUPPORT

- Audit
- Customer Experience
- Finance and IR
- P.M.P\*
- Marketing
- Risks, Compliance, Prevention and Information Security

\*P.M.P.: People, Management and Performance

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

Base date: 09/30/2021



## COMPOSITION OF THE BOARD OF DIRECTORS

**11 members**

4  
appointed by  
**Banco Bradesco**

4  
appointed by  
**Banco do Brasil**

3  
**independent**  
members

## Six advisory committees of the Board of Directors and Fiscal Council

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

<sup>1</sup> Total 2,716,815,061 common shares (CIEL3), listed on B3's Novo Mercado, at the end of 2Q21

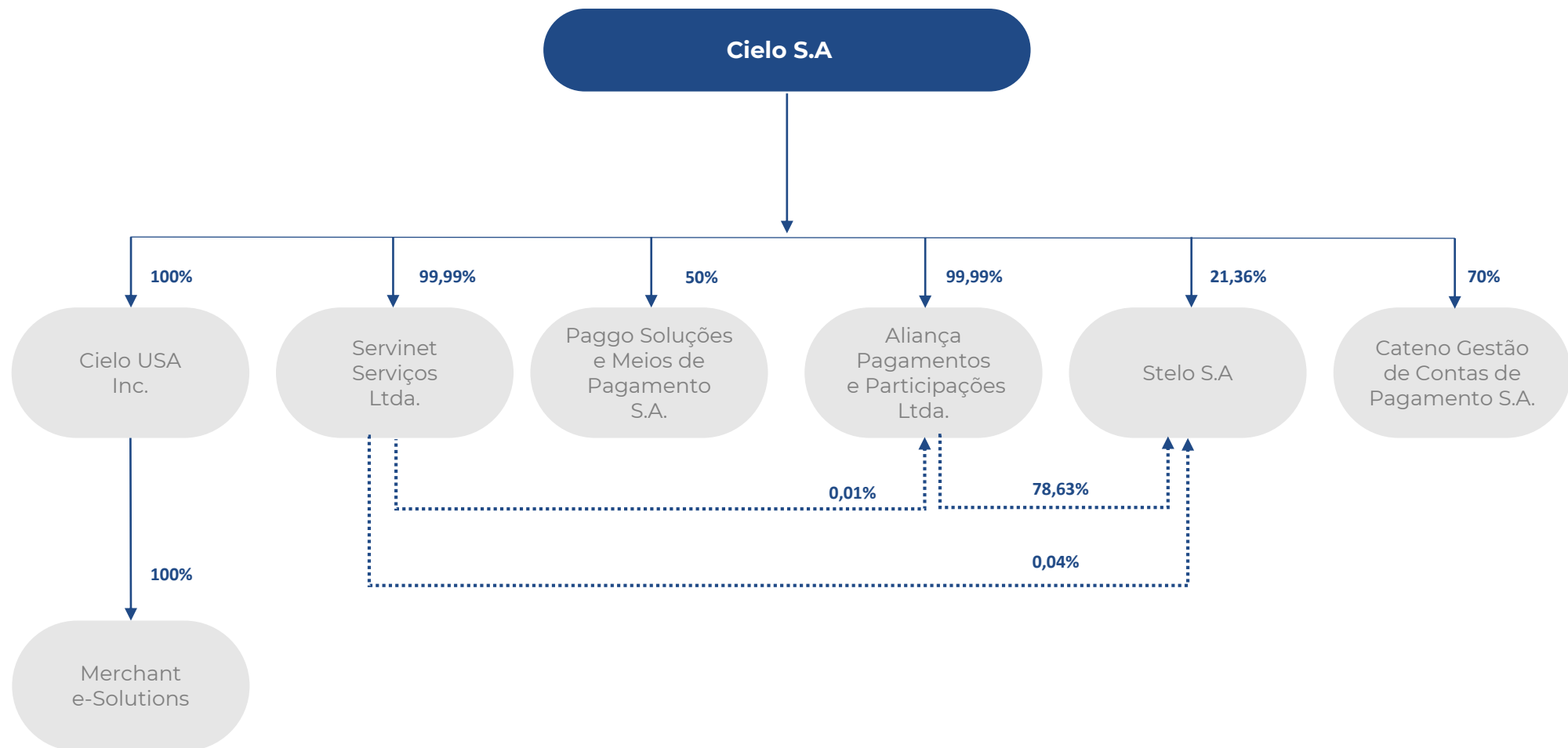
\* Tempo Serviços LTDA is a subsidiary of Bradesco S.A., its shares are not part of the Shareholders' Agreement between Columbus and BB Banco de Investimentos

## OUR SUBSIDIARIES DEMONSTRATE THE STRENGTH OF CIELO'S BUSINESS MODEL, ACTING IN ALL THE ACQUIRING MARKET CHAIN

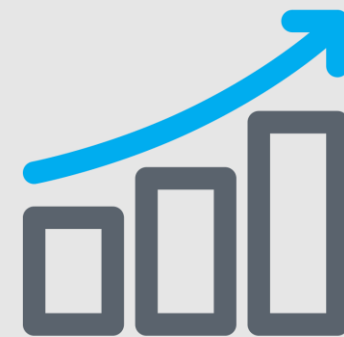




# CORPORATE STRUCTURE



# FINANCIAL HIGHLIGHTS

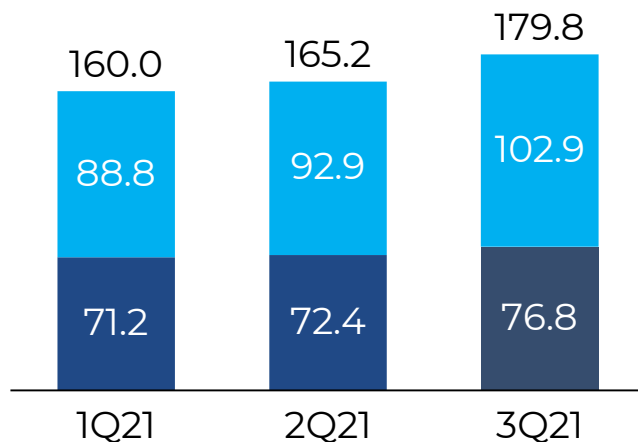


# CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (1/2)

## TPV

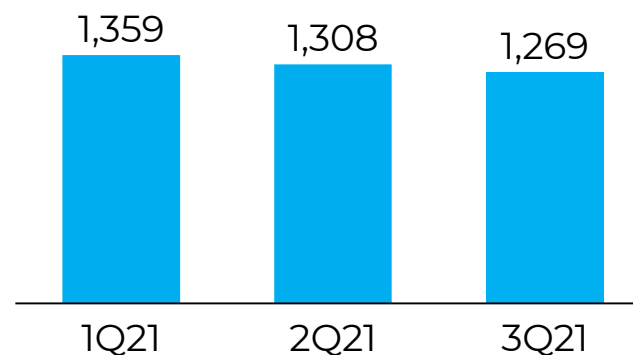
(R\$ billion)

Quaterly evolution



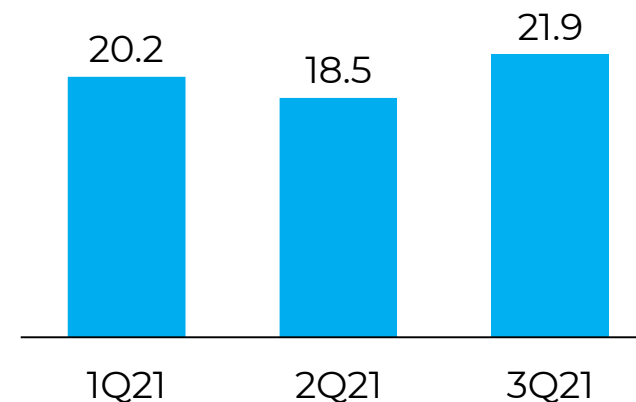
## ACTIVE CUSTOMER BASE

(million)

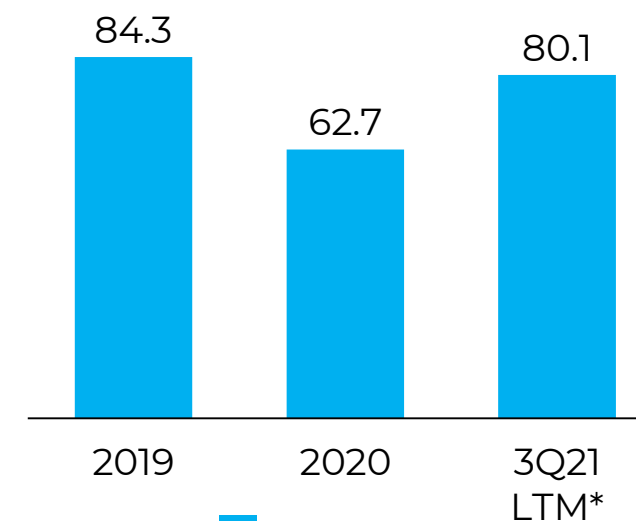
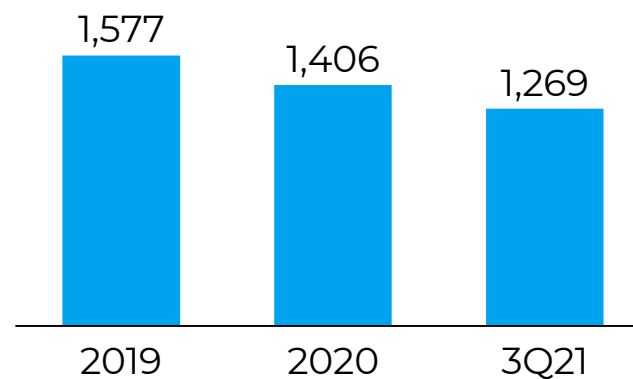
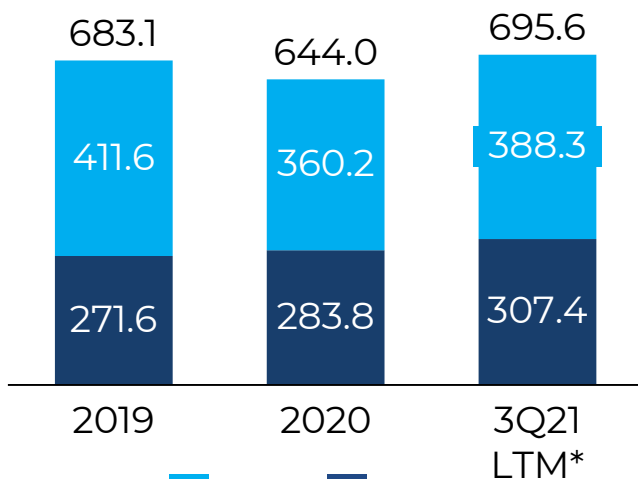


## PRE-PAYMENTS

(R\$ billion)



Yearly evolution



Credit Debit

Active Customer Base

Captured Volume

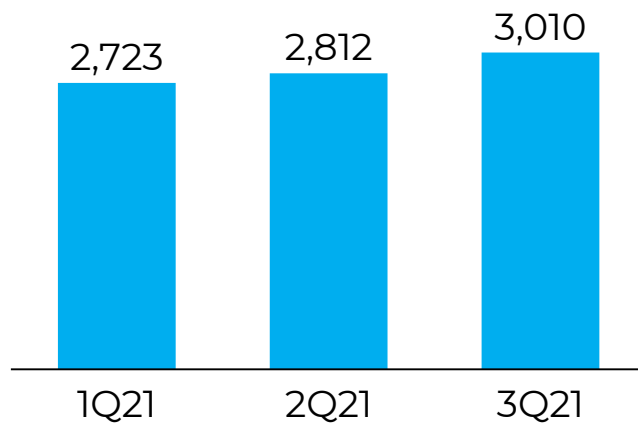
LTM\*

# CIELO'S FINANCIAL AND OPERATIONAL HIGHLIGHTS (1/2)

## NET OPERATING REVENUE

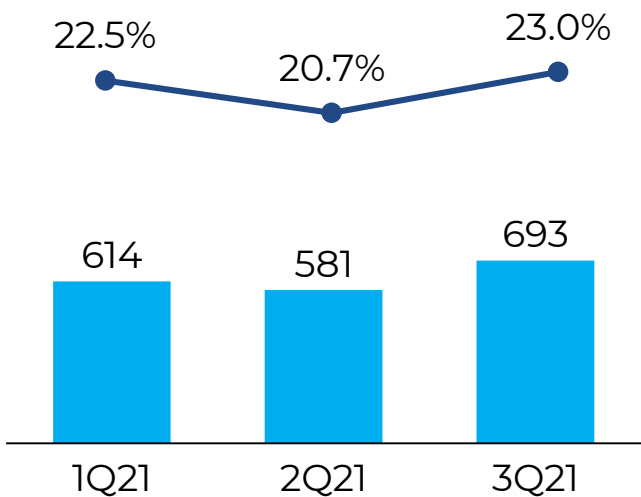
(R\$ million)

Quarterly evolution



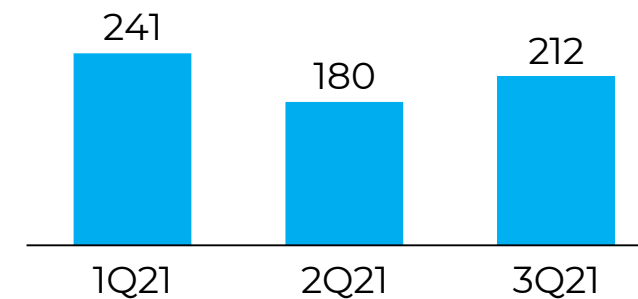
## EBITDA

(R\$ million)

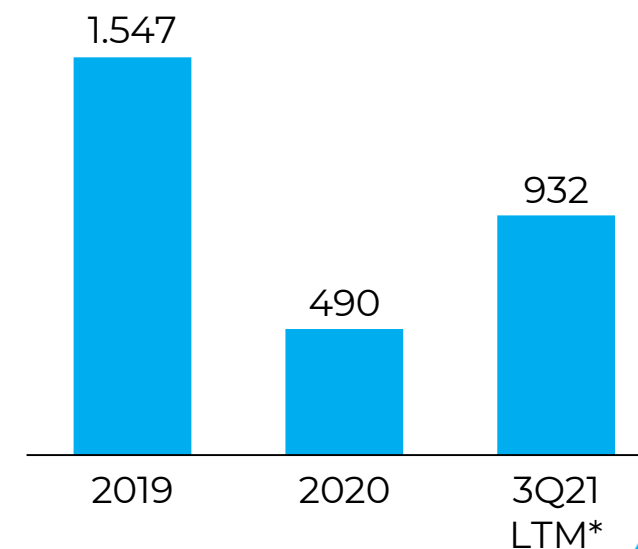
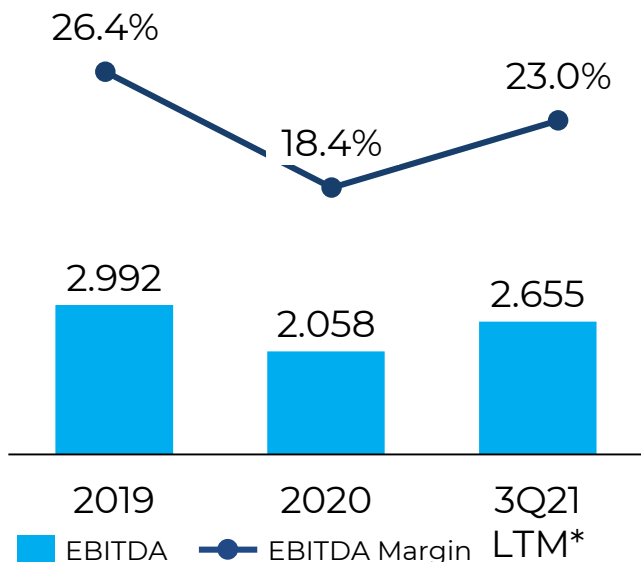
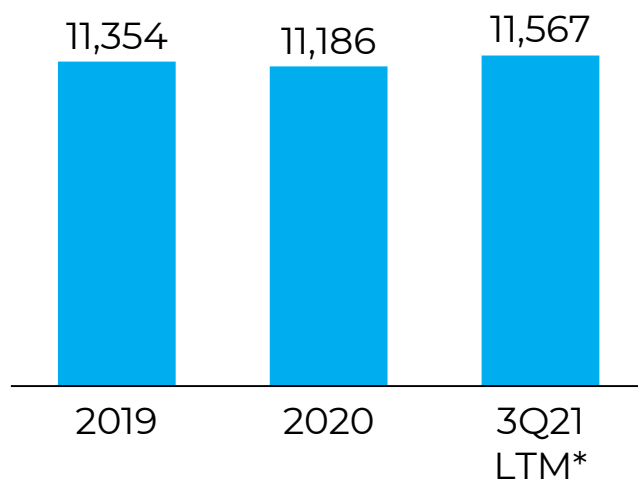


## NET INCOME

(R\$ million)

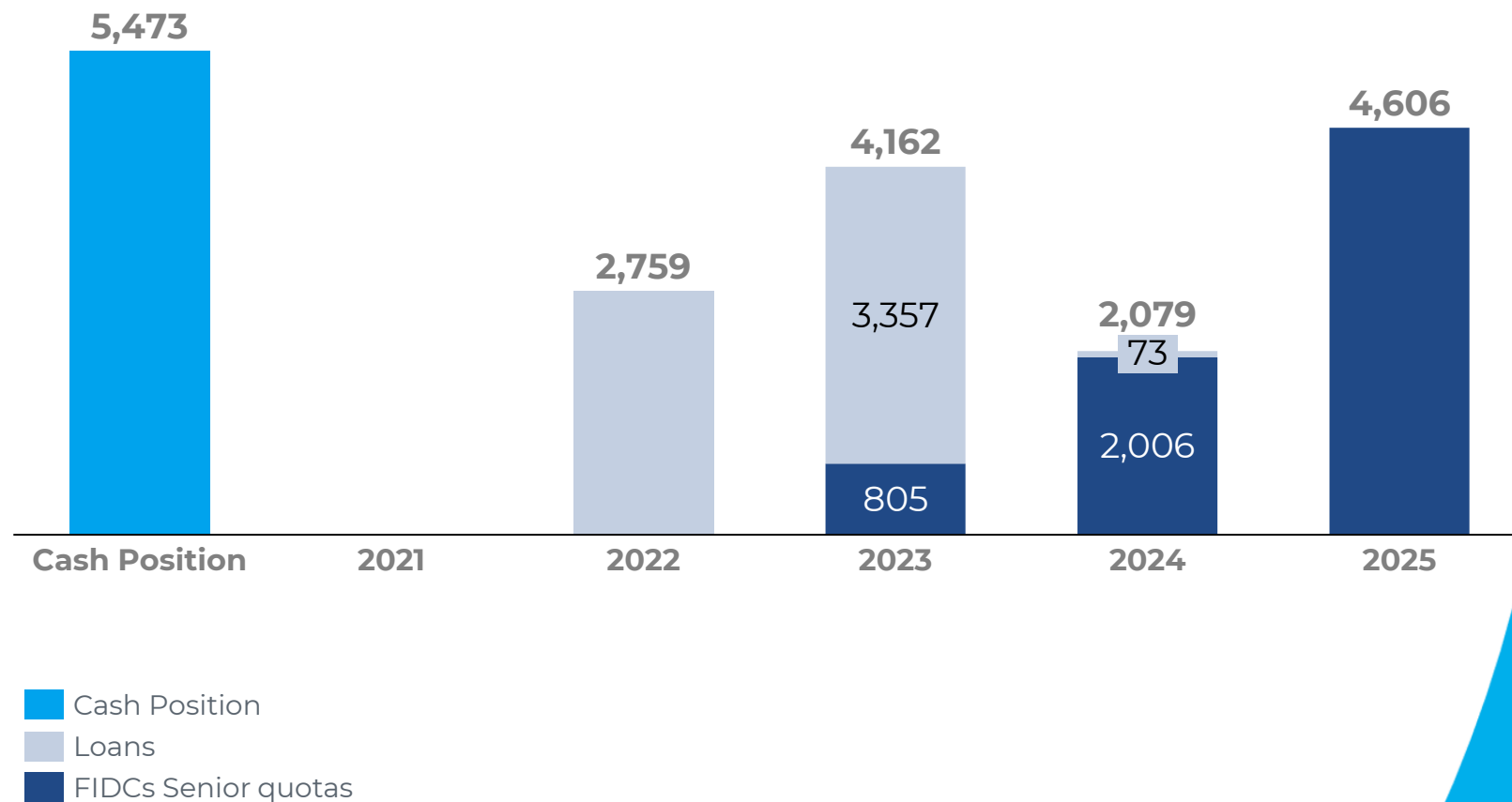


Yearly evolution



■ EBITDA ● EBITDA Margin LTM\*

**Sufficient cash** to  
cover **short-term  
debt** and positioned  
to cope with the  
return **on post-Covid  
financial volume**





Pacto Global  
Rede Brasil



# Sustainability **ESG**



**ISE B3**

**cielo**

**CIEL**  
B3 LISTED NM

**IC02 B3**

OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT IS STRENGTHENED THROUGH THE SUSTAINABILITY POLICY, WHOSE GUIDELINES INCLUDE SOCIAL, ENVIRONMENTAL AND GOVERNANCE (ESG) ASPECTS INTO THE BUSINESS.



#### PURPOSE OF SUSTAINABILITY OPERATION

Potentialize sustainable and inclusive business for all



#### SUSTAINABILITY VISION

Being the smart platform recognized for boosting sustainability and inclusion in Brazilian businesses

ISE B3



Pacto Global  
Rede Brasil



ICO2 B3

cielo

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

## Governance & Sustainability Reporting

- We are part of the Corporate Sustainability Index (ISE B3) portfolio (8 consecutive years)
- We are part of the Dow Jones Sustainability Index (DJSI) of the New York Stock Exchange (2016 – 2019)
- We integrate B3's Carbon Efficient Index (ICO2)
- We are signatories to the UN Global Compact
- We publish our sustainability reports, guided by the guidelines of the Global Reporting Initiative (GRI) and International Integrated Reporting Council (IRC) and the Sustainability Accounting Standards Board (SASB).
- We have a Sustainability Committee that advises the Board of Directors.

## Social and Environmental Risk Management

- Solid process for identifying and managing social and environmental risks of products and services, through participation in the Product Forum

## Social and Environmental Entrepreneurship

- Through our Private Social Investment strategy, we seek to adopt specific causes for the use of incentive laws
- Our corporate volunteer program aims to engage employees in initiatives that promote benefits to society
- We participate in the Social and Cultural Investment Forum.

## Diversity & Inclusion

- In 2020, we created the Cielo Diversity & Inclusion Manifest, which will serve as the basis for structuring our Diversity & Inclusion Policy.
- We have a Diversity Forum

## Climate Change & Eco-efficiency

- We have a Climate Strategy and report our emissions and actions aimed at the climate through the CDP - Carbon Disclosure Project..
- We have an Environmental Management System (SGA), certified by the ISO14.001 standard
- We have eco-efficiency goals related to greenhouse gas emissions, energy and water consumption.

ISE B3



Pacto Global  
Rede Brasil



ICO2 B3

cielo





# INVESTOR RELATIONS

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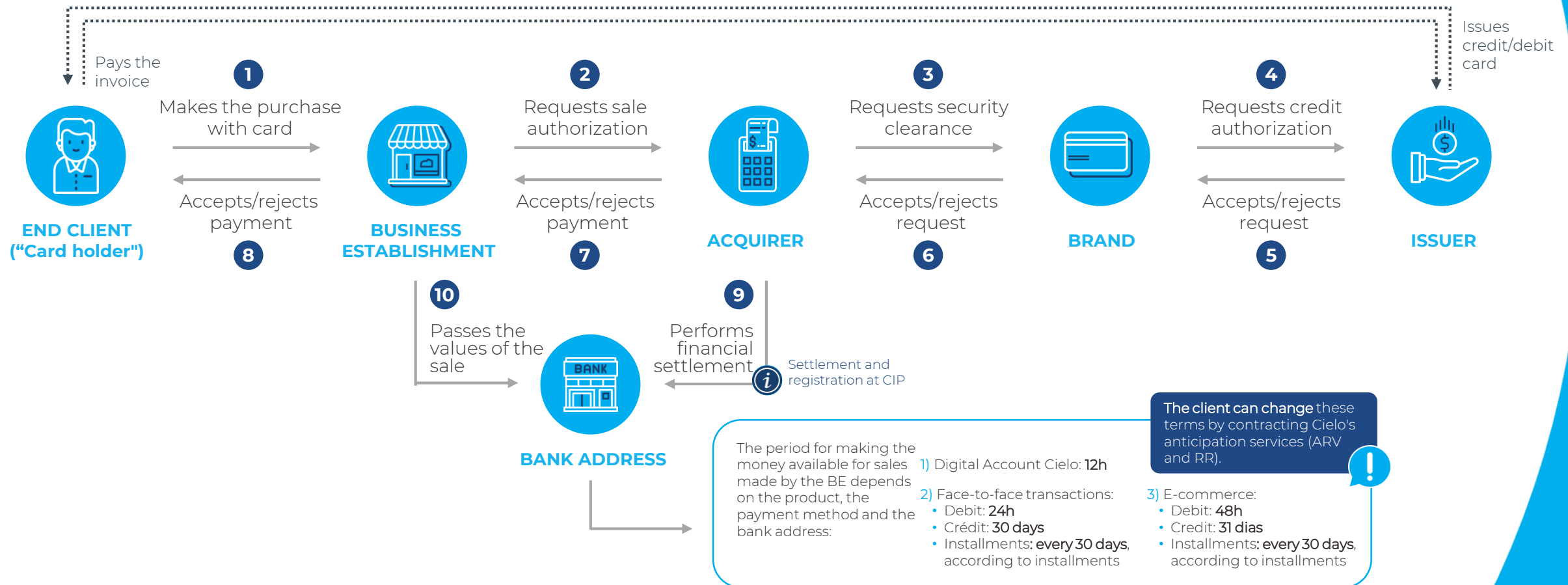


# APPENDIX

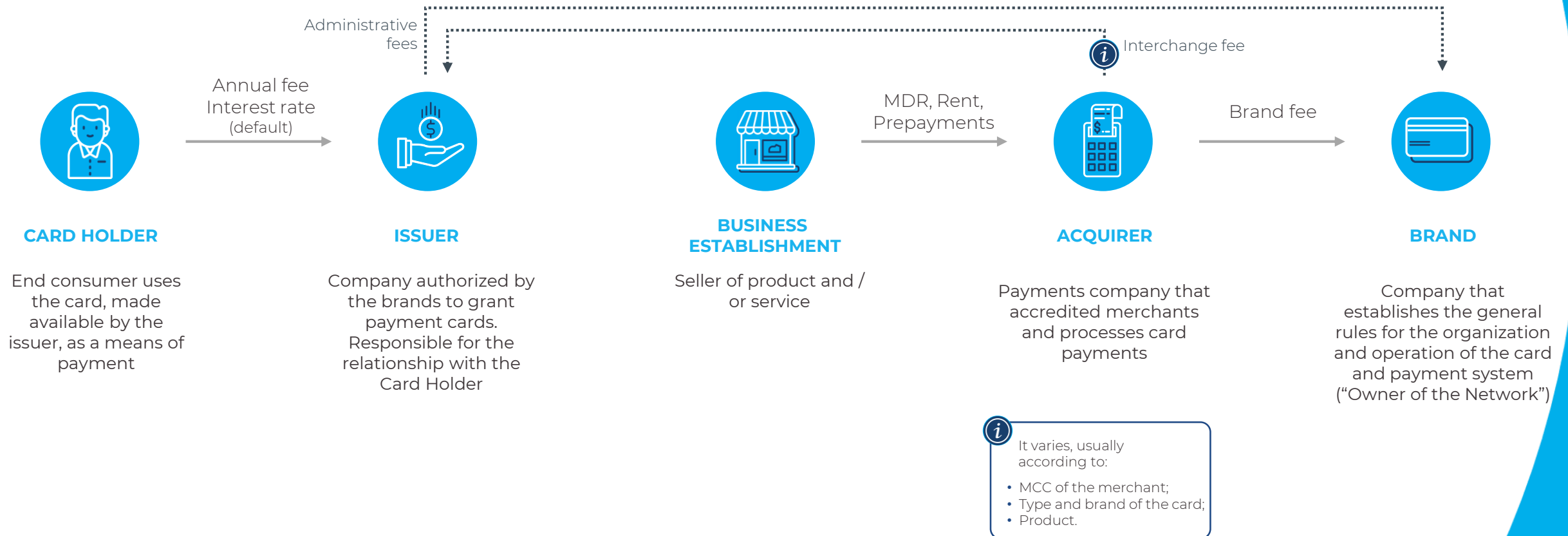


# CREDIT PAYMENT CYCLE

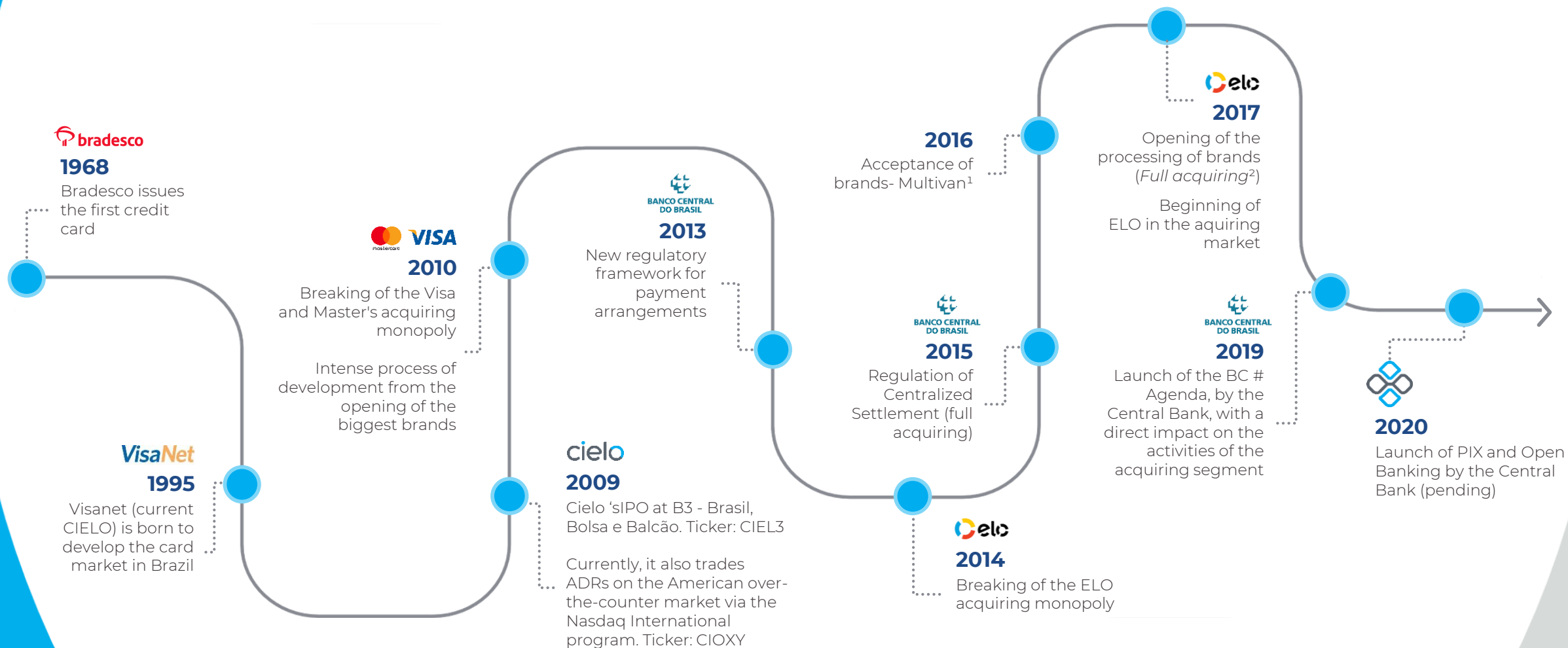
**THE ENTIRE PAYMENT FLOW**, from the insertion of the card password to the approval/rejection response, takes approximately **3 SECONDS**.



# CREDIT PAYMENT CYCLE



# BIG TRANSFORMATIONS IN THE ACQUIRING MARKET OVER THE YEARS



<sup>1</sup> 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. <sup>2</sup> Full acquiring allowed the processing of brands that were previously exclusive by other acquirers (end of processing exclusivity).