

## Retail is up 18.8% in April, according to ICVA

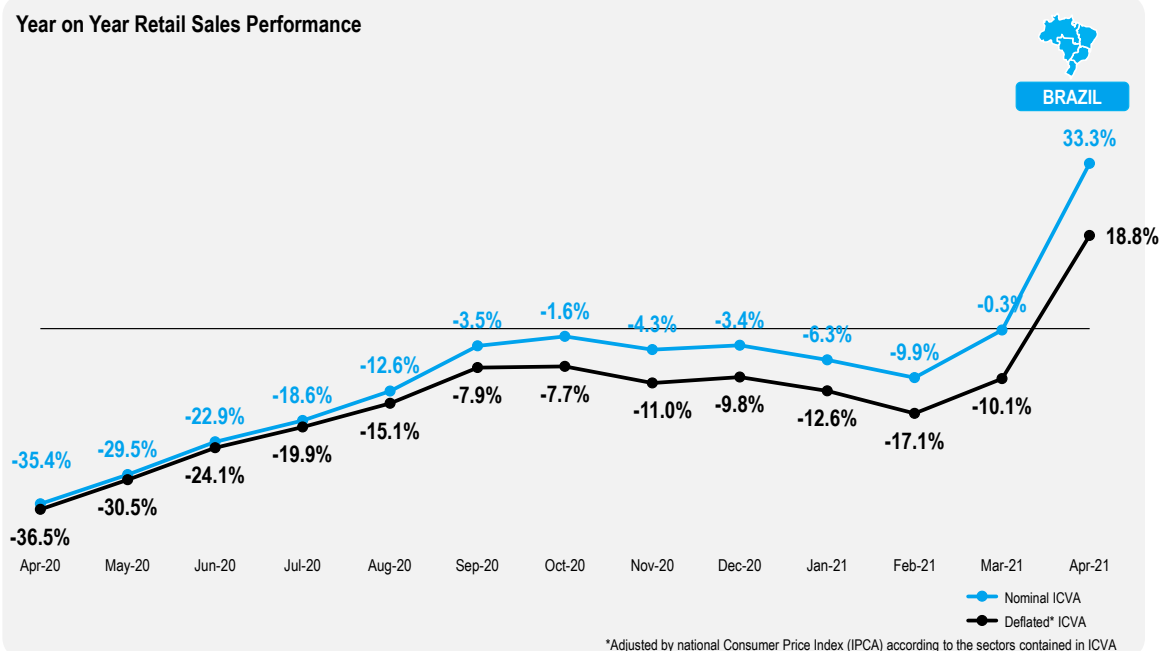
*Despite substantial growth in 2021, retail sales are still below pre-pandemic levels*

Retail sales increased 18.8%, excluding inflation, in April compared to the same month of 2020. In nominal terms, which reflect sales revenue received by retailers, the Cielo Broad Retail Index (ICVA) increased by 33.3%.

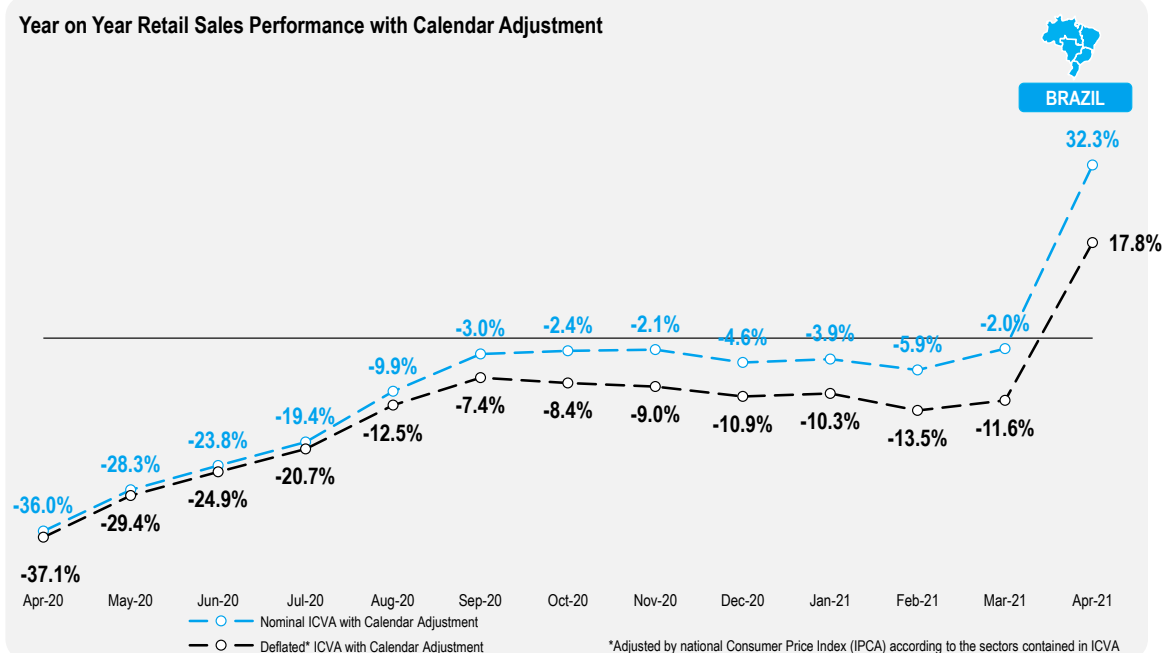
Calendar effects benefited the April result this year. There was one more Friday - a strong sales day - and one fewer Wednesday - a weak sales day - than in April last year. Thus, without these effects, the index for the month registered an increase of 17.8%, excluding inflation. In nominal terms, with the calendar adjustments, revenue increased 32.3%.

Sales accelerated in all sectors compared to March. The highlights were Tourism & Transport and Apparel. "The increase in sales in April 2021 was directly related to the comparison base in April 2020. In that month, the ICVA reached an all-time low, strongly impacted by the beginning of the COVID-19 pandemic in Brazil and the first social isolation measures, which resulted in the closure of a large number of stores," said Pedro Lippi, Cielo's Head of Intelligence. "Although the increase in this index represents a strong recovery in Retail, it is below pre-pandemic levels".

Year on Year Retail Sales Performance



### Year on Year Retail Sales Performance with Calendar Adjustment



## INFLATION

The Broad Consumer Price Index (IPCA), calculated by the IBGE, moved up 6.76% in the last 12 months, increasing 0.31% in April. Medicine prices were the biggest contributors to the index increase. Considering the IPCA weighted by sector and ICVA weights, broad retail inflation was 12.3%, accelerating in relation to the index registered in the previous month.

## SECTORS

After discounting inflation and with calendar adjustments, all macro sectors recorded growth in April.

In the Non-Durable Goods macro sector, the highlights were Gas Stations and Bookshops, Stationery Stores & Similar Businesses.

In the Services macro sector, it is worth noting the performance of Tourism & Transport and Bars & Restaurants.

In the Durable and Semi-durable Goods macro sector, the highlights were Apparel and Eyewear & Jewelry.

## REGIONS

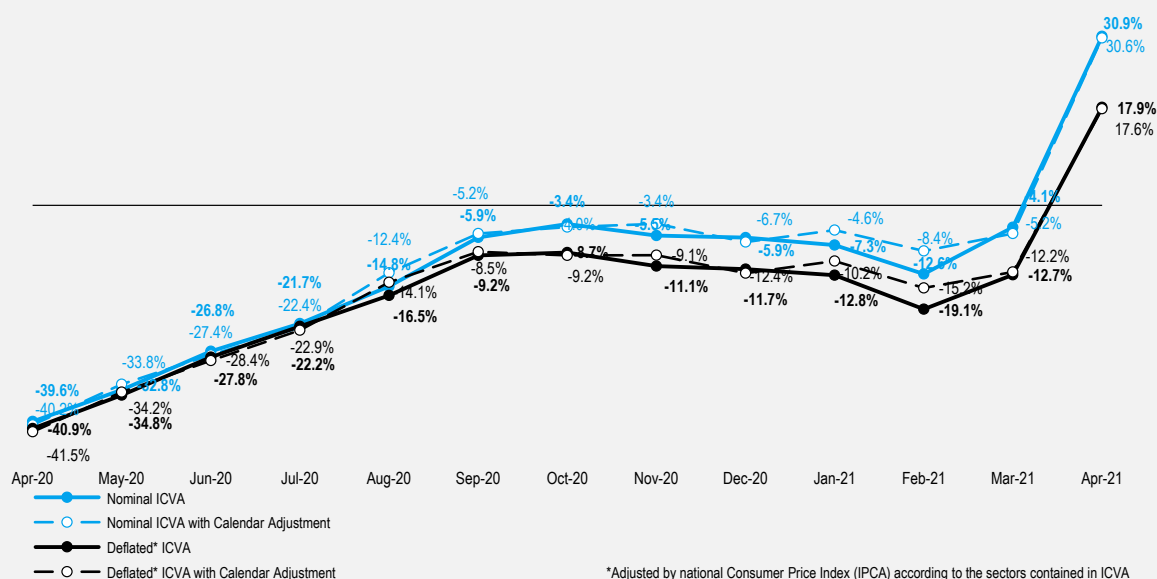
All regions of the country recorded sales growth in the month according to the deflated ICVA and with calendar adjustment. The North region recorded growth of 21.8%, followed by the Midwest (+19.4%), Northeast (+19.2%), Southeast (+17.6%) and South (+16.3%) regions.

According to the nominal ICVA – which does not discount inflation – with calendar adjustment, the North region grew 37.9%, followed by the Midwest (+35.5%), Northeast (+34.4%), South (+32.2%) and the Southeast (+30.6%) regions.

### Year on Year Retail Sales Performance by Region



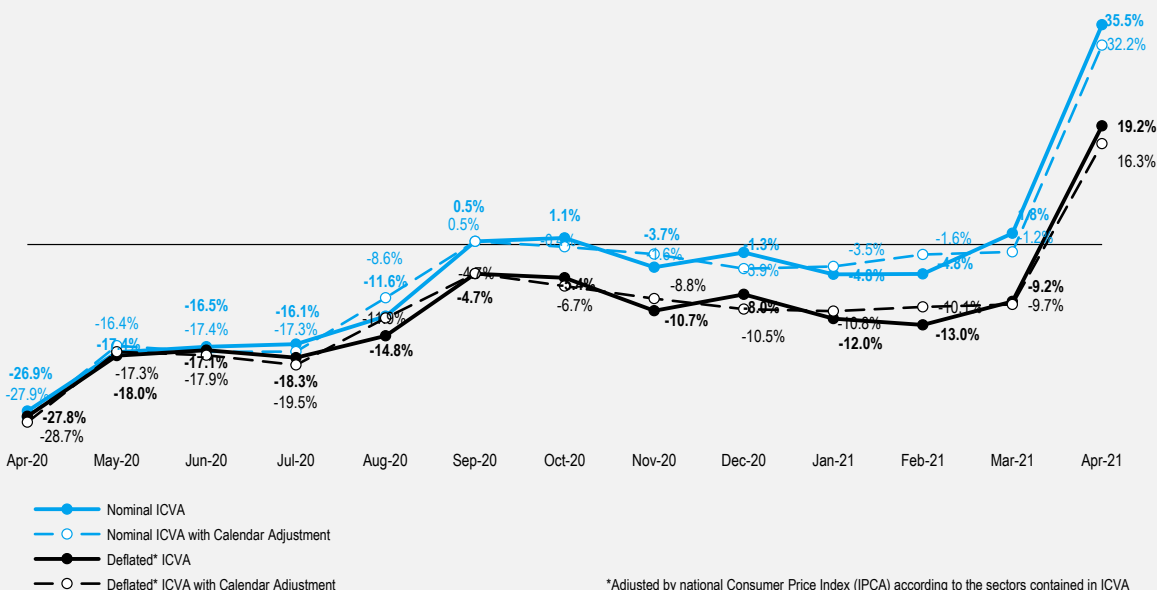
SOUTHEAST



### Year on Year Retail Sales Performance by Region



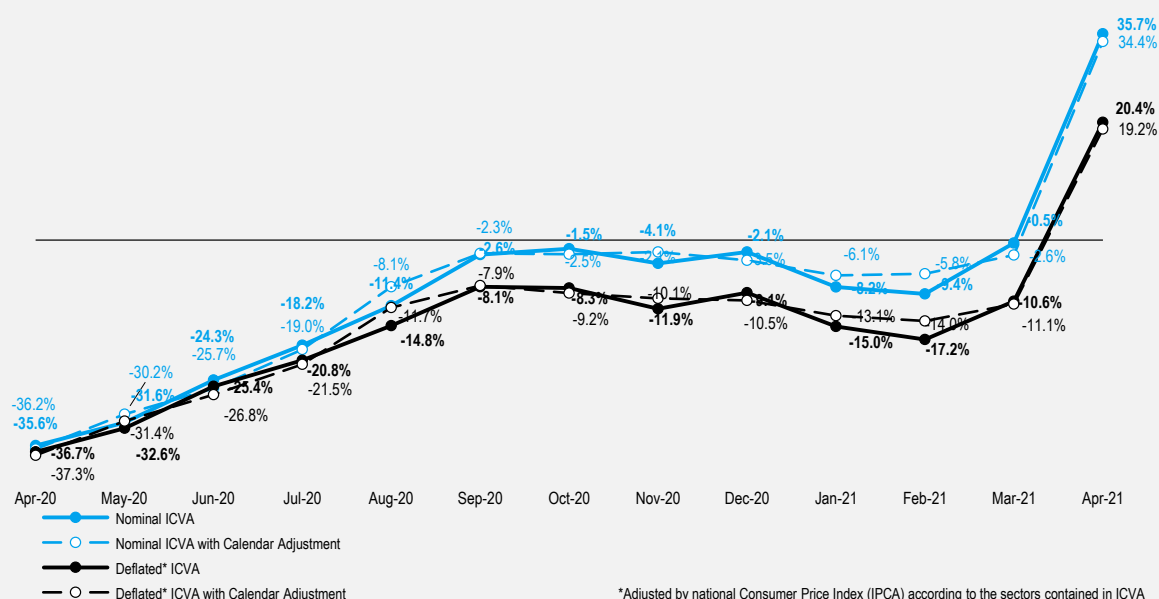
SOUTH



### Year on Year Retail Sales Performance by Region



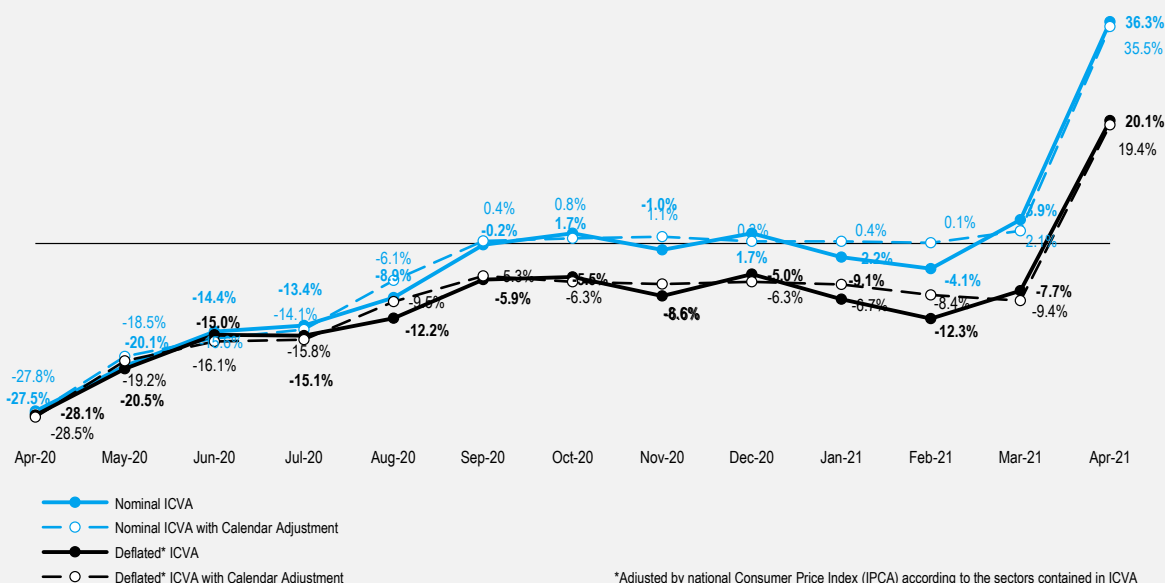
NORTHEAST



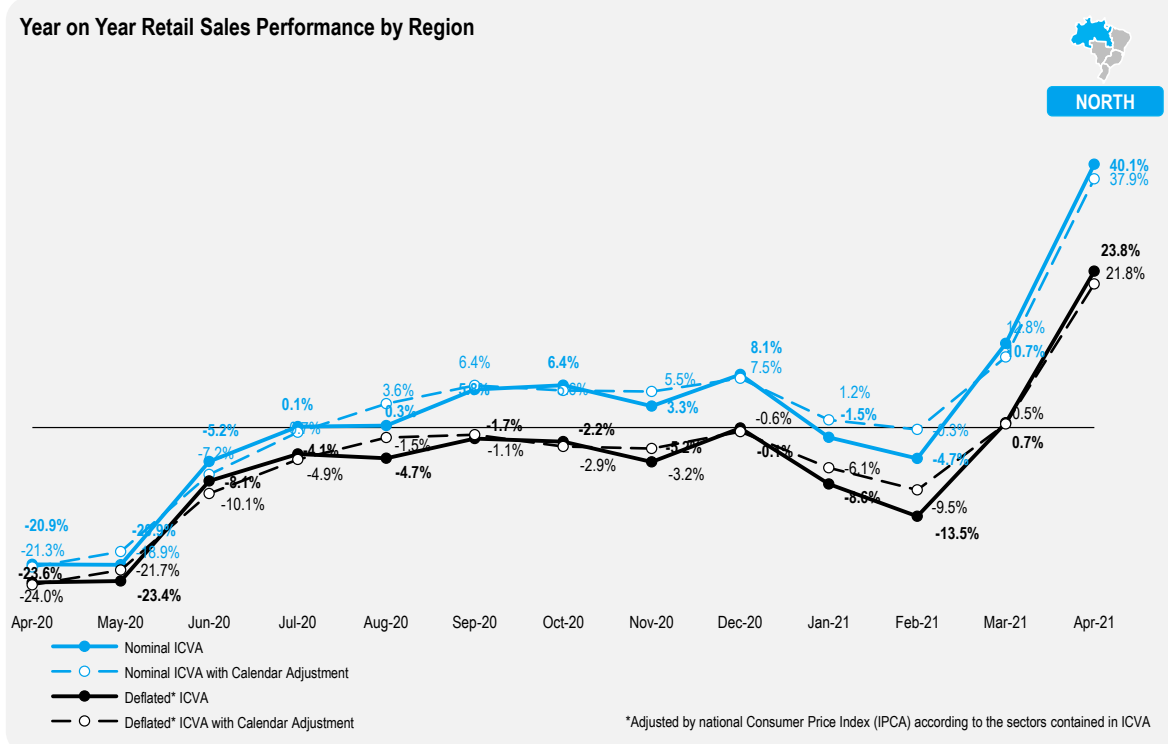
### Year on Year Retail Sales Performance by Region



MIDWEST



### Year on Year Retail Sales Performance by Region



## 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 1.4 million retailers affiliated to the Company. The weight of each sector in the overall result of this indicator is defined by its monthly performance.

The ICVA was developed by Cielo's Intelligence Area with the goal of providing a monthly snapshot of the country's retail performance based on actual information.

## HOW IT IS 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.

**Deflated ICVA** – Nominal ICVA discounting inflation. We use a deflator, which is calculated based on the Broad Consumer Price Index (IPCA), calculated by the IBGE, adjusted to the mix and weights of the sectors contained in the ICVA. It reflects real retail growth, excluding the contribution of price increases.

**Nominal/deflated ICVA with calendar adjustment** – ICVA without calendar effects that affects a certain month/period compared to the same month/period last year. It reflects the pace of growth, showing the acceleration and deceleration of the index.

Barueri, May 18, 2021.

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Chief Financial and Investor Relations Officer