

GetNinjas

Results 4Q21 and 2021

→ March, 2022



2021 Highlights



New registered PROs:
1,8 million in 2021
[+163% vs 2020]
269 thousand in 4Q21
[+39% vs 4Q20]



Clients requests:
5,2 millions in 2021
[+24% vs 2020]
1,3 million in 4Q21
[+11% vs 4Q20]



Net revenues:
R\$ 62 millions in 2021
[+49% vs 2020]
R\$ 15 millions in 4Q21
[+59% vs 4Q20]



Active Professionals:
215 thousand
[+93% vs 2020]



PROs & CLIs satisfaction:
9,0 score on ReclameAqui
4,1 score on AppStore



Gross profit:
R\$ 57 millions in 2021
[+49% vs 2020]
R\$ 14 millions in 4Q21
[+80% vs 4T20]

Strategic Partnerships:



**SHERWIN
WILLIAMS.**

multicoisas
soluções para o seu dia a dia

CASA&VIDEO

CentralAr.com

comgas

HomeHub
by JUDICE & ARAUJO

**BANCO
PAN**

GetNinjas

Services and Horizontal Marketplace **Connecting Professionals with Clients**

01

Qual é a frequência do serviço?

Diário

Para quando você precisa deste serviço?

O quanto antes possível

Você já possui o material de limpeza? (Produtos de limpeza, balde, vassoura, etc)

Sim, possuo os materiais

Informações Adicionais

Preciso de uma diarista dedicada pois atualmente não tenho trabalhando de casa.

Buscar Profissionais

The client requests a service

02

Disponíveis Meus pedidos Realizados

Diarista - Limpeza Padrão

Eduardo H.

A 500 m - Consolação

SEJA O PRIMEIRO A LIBERAR O PEDIDO!

Diarista - Limpeza Comercial

Vitor A.

A 900 m - Bela Vista

SEJA O PRIMEIRO A LIBERAR O PEDIDO!

Diarista - Limpeza Padrão

Felipe G.

A 1 km - Jardim América

+

This request is broadcasted to our professionals

03

Diarista

Vila Madalena - São Paulo, SP

A 4 km de você

Qual serviço você procura?

Diarista

Qual é o local do serviço?

Apartamento

Contato do cliente

Maria C.

(11) 9****-**21

m****@****.com

87

LIBERAR PEDIDO 87

Professionals pay to give a quote

04

Débora Freitas da Conceição

4.6 (67 avaliações)

Documentos verificados

Benedita de Sena

4.6 (50 avaliações)

Documentos verificados

Negociou com 58 clientes

Joana Pereira

4.8 (67 avaliações)

Documentos verificados

Negociou com 430 clientes

(11) 975843-7855

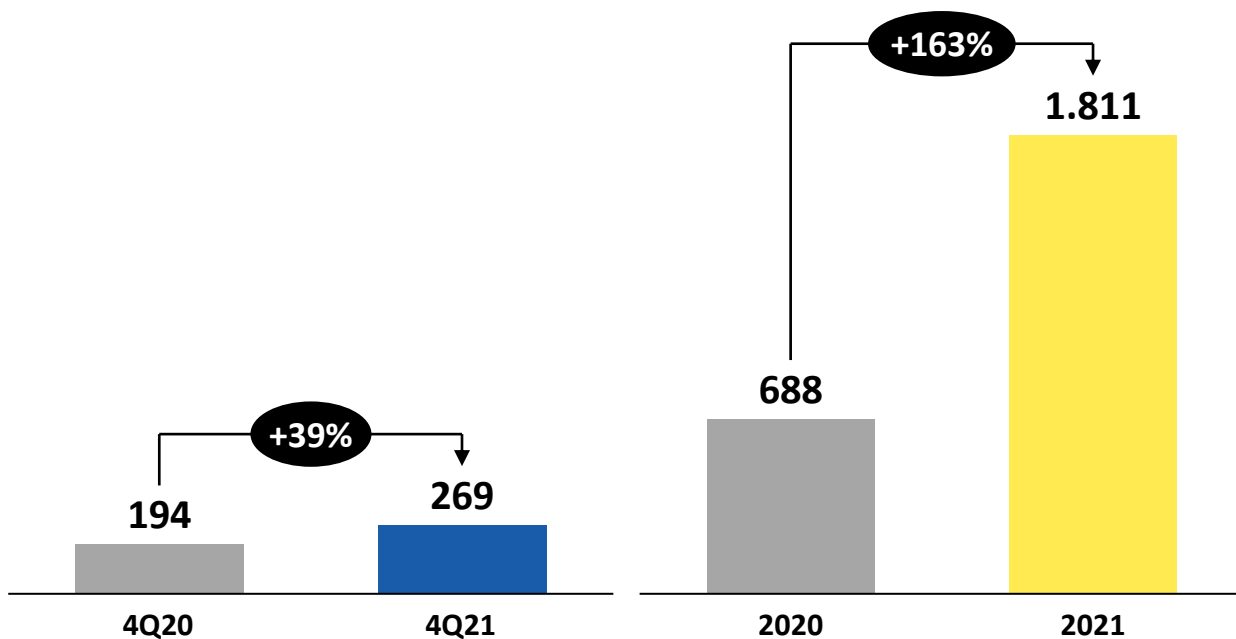
Ver perfil

Whatsapp

The client chooses the professional

Growth of New Registered Professionals

New Registered Professionals
['000]



Strategy of greater density of professionals by categories and cities



In 4Q21, we highlight the evolution of registrations in the Events, Tech Support and Domestic Services categories



Growth in registrations of professionals in all categories and regions

Strategy to Increase the Density of Professionals



Operating in **more than four thousand cities in Brazil**



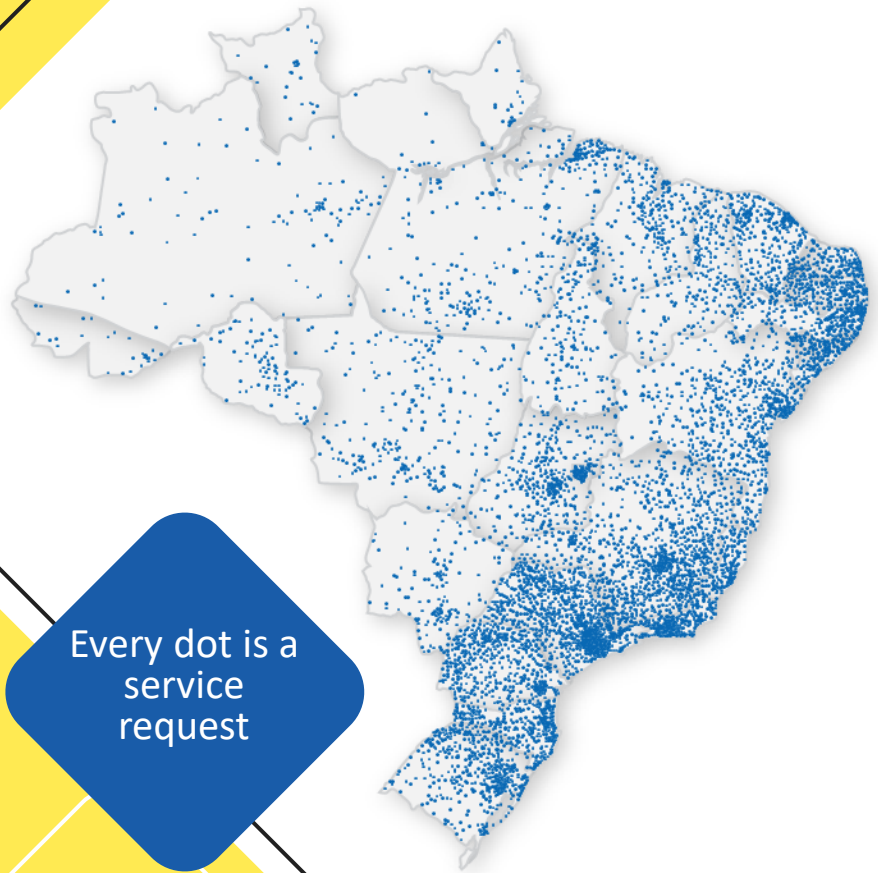
Presence in **more than 70% of the Brazilian territory**



Regional expansion and **increased density in all States**

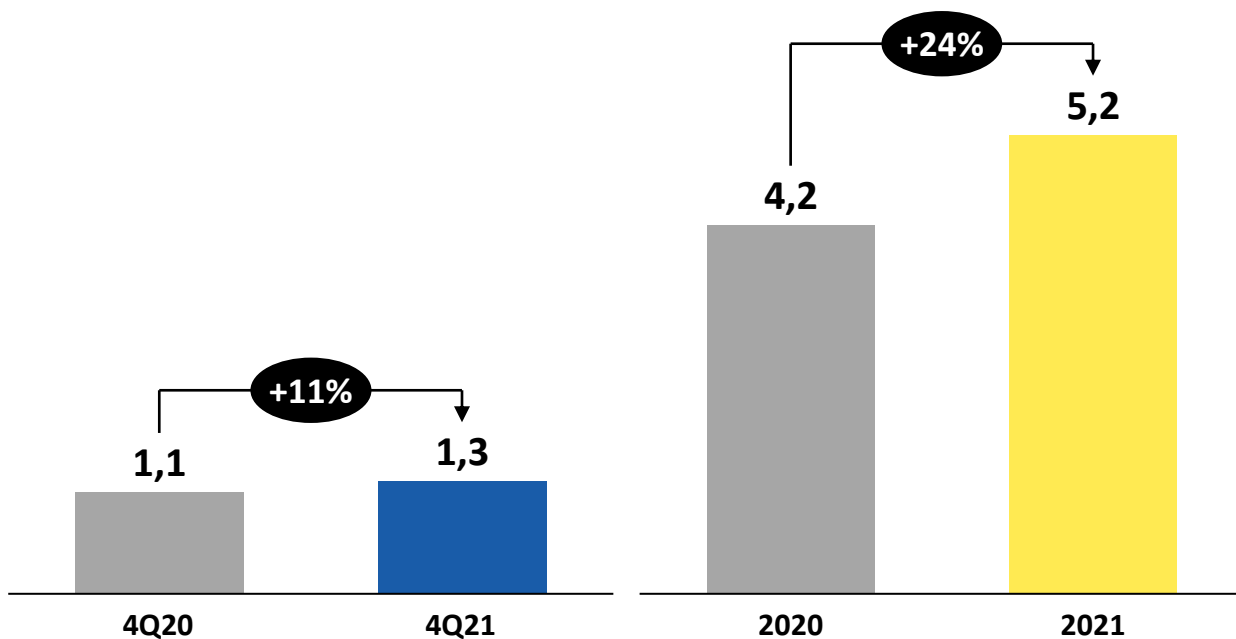


Requests per 1,000 inhabitants **more than doubled in all States**



Evolution in Client Requests

Clients Requests
[# Millions]



In 4Q21 the main categories were “Home Renovation”, “Tech Support” and “Domestic Services”



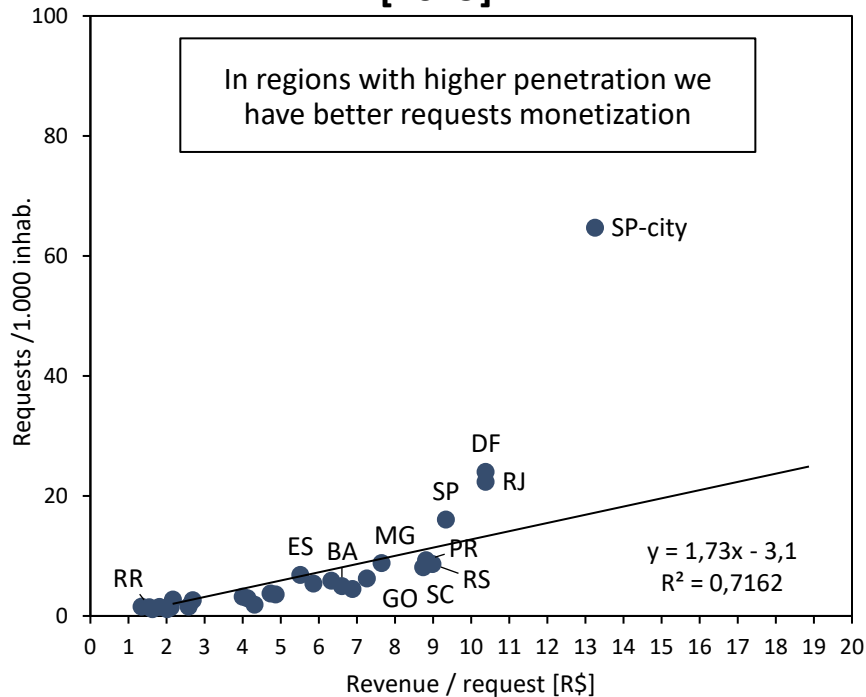
~53% of clients had already made previous purchases



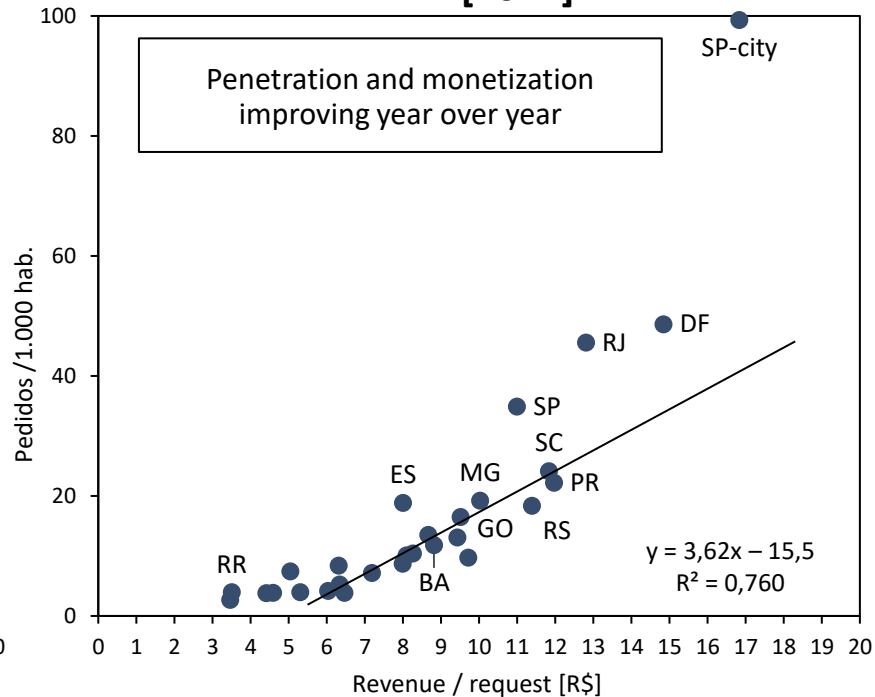
Growth in the number of requests in all States

Requests density increase has **positive effects on monetization**

Density x Monetization correlation [2019]

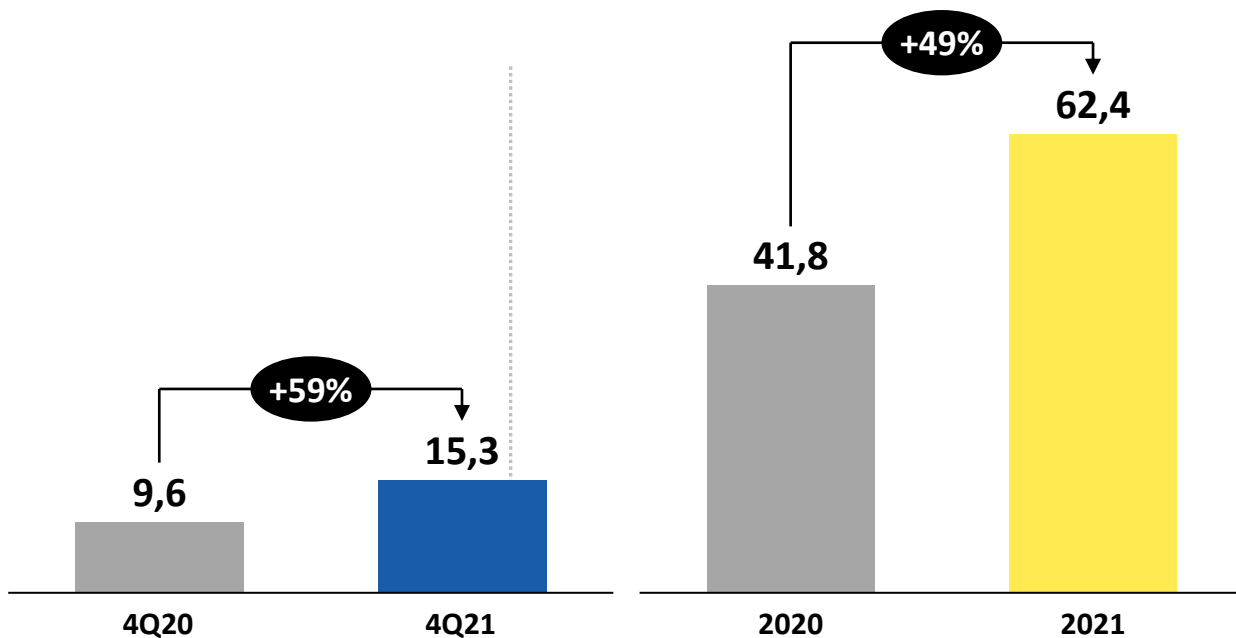


Density x Monetization correlation [2021]



Double-digit growth in Revenues

Net Revenue
[R\$ Millions]



An increase in the number of CLI requests and a reduction in the proportion of non-monetized requests favored revenue



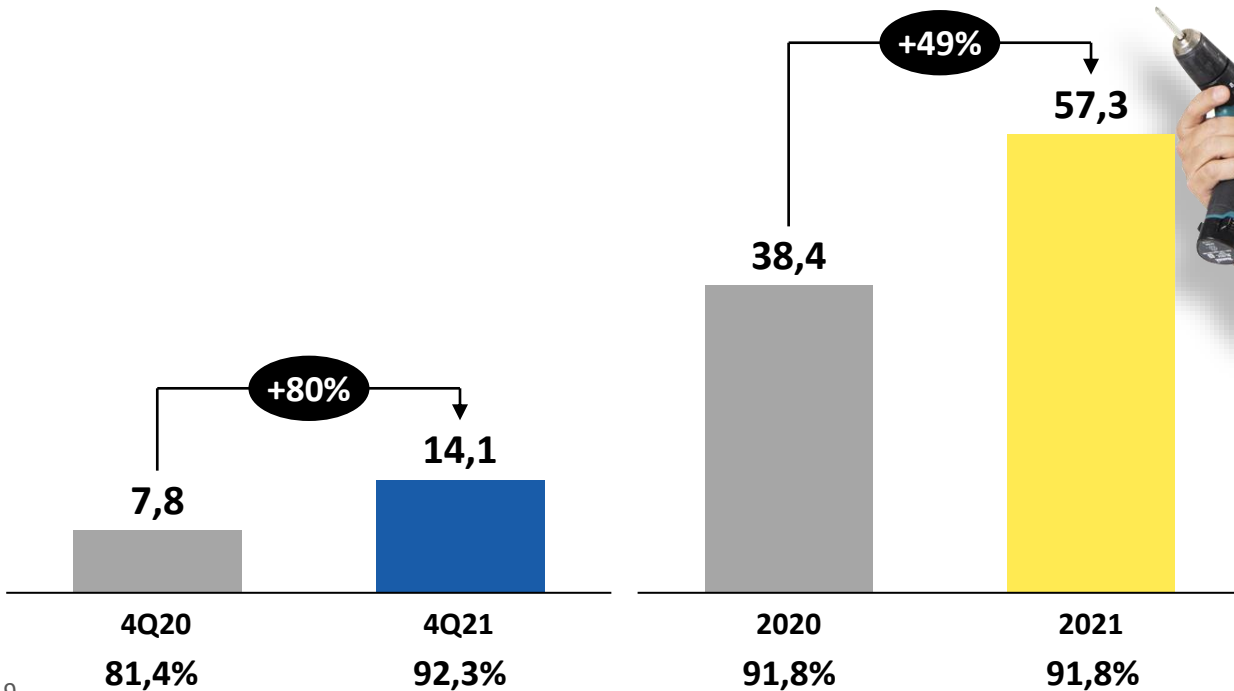
More than 95% of revenue through the bundle sales to PROs



Strategic Partnerships and Financial Services (Banco PAN) represent the remainder of the revenue

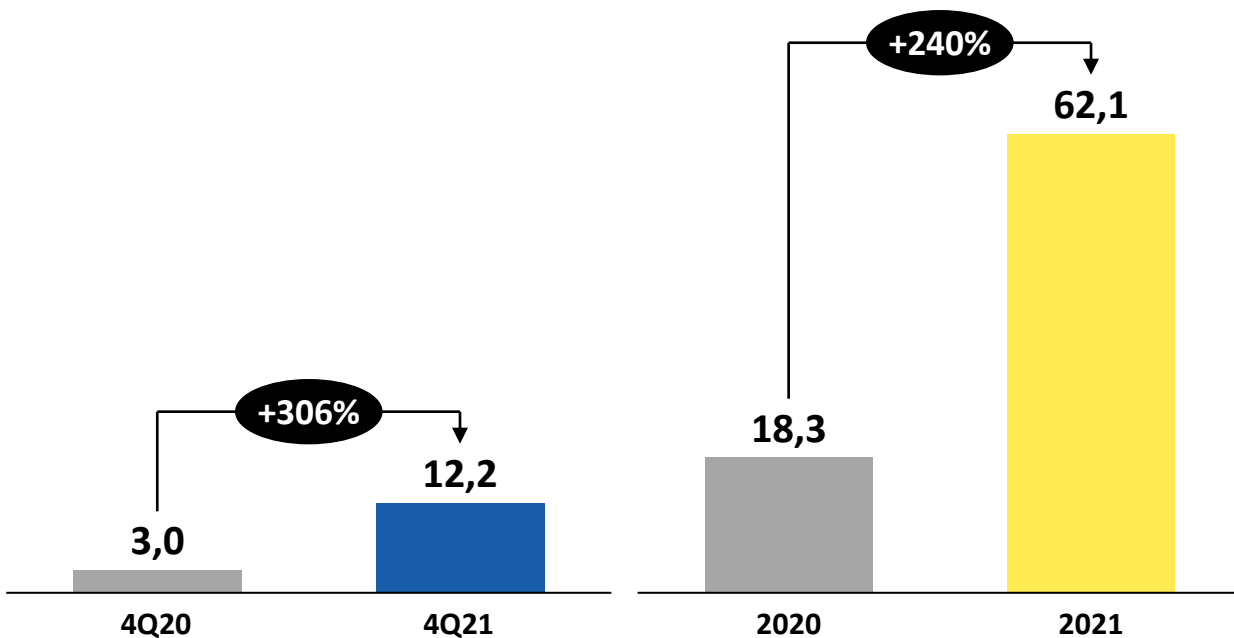
Efficiency with High Gross Income

Gross Profit and Gross Margin
[R\$ Millions; % of Net Revenue]



Marketing is the most relevant line in Commercial Expenses

Commercial Expenses [R\$ Millions]



Investment in Marketing, mainly to attract Professionals and Clients



Optimization of investments in 4Q21 due to the increase in digital media costs

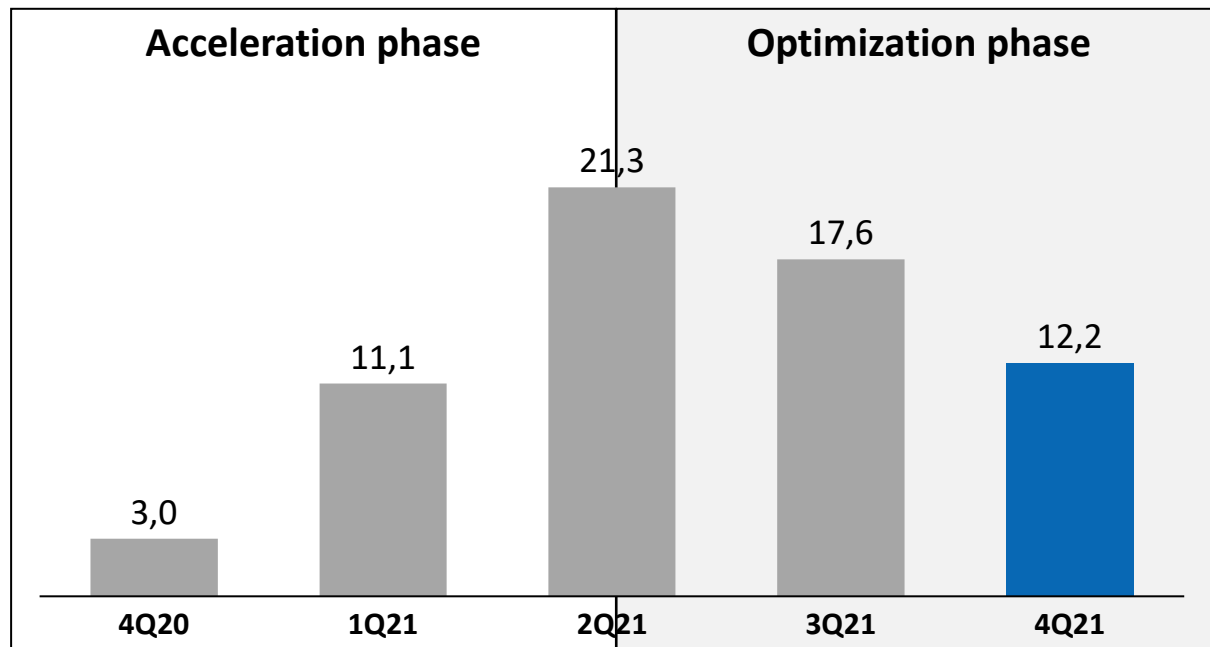


Positive impact of the campaign with Jojo Todynho

Jojo Todynho

Investments have accelerated and now are in the optimization phase

Commercial Expenses [R\$ Millions]



Relevant investments after IPO in PROs network: did more in 2021 than the sum of the last 4 years



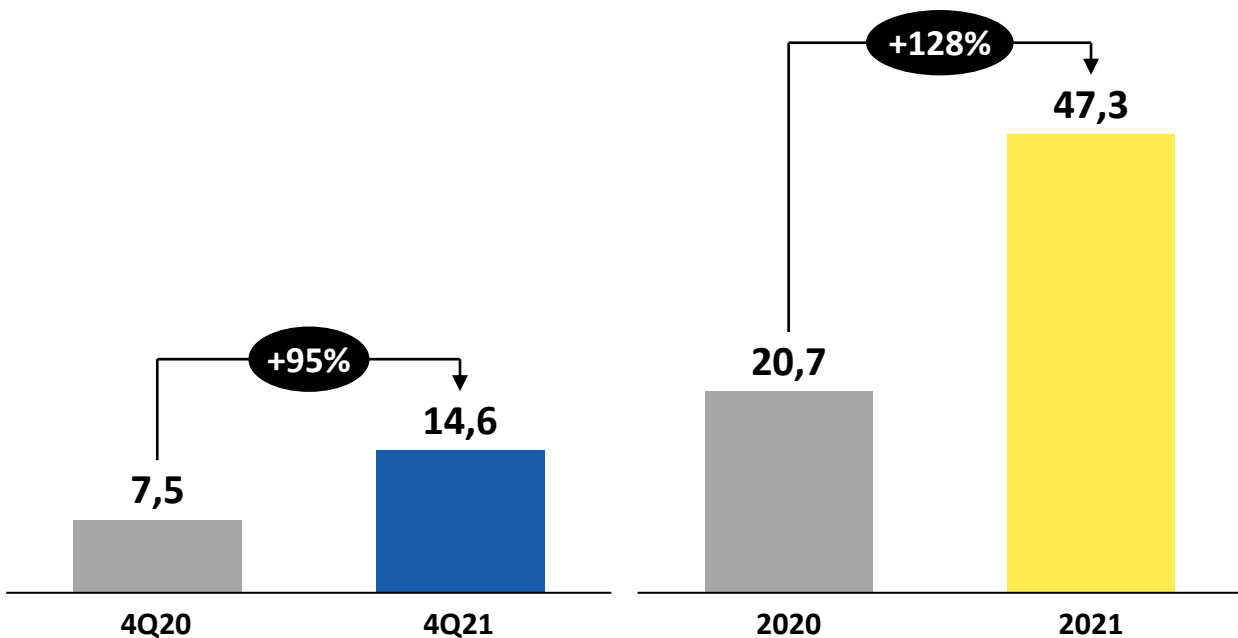
Reduced gaps in regions and categories, PRO network is more robust and consolidated



Focused on improving the ratio of expenses and revenues in the following quarters

Investment in People

G&A Expenses [R\$ Millions]



237 employees in Dec/21 vs. 136 in Dec/20



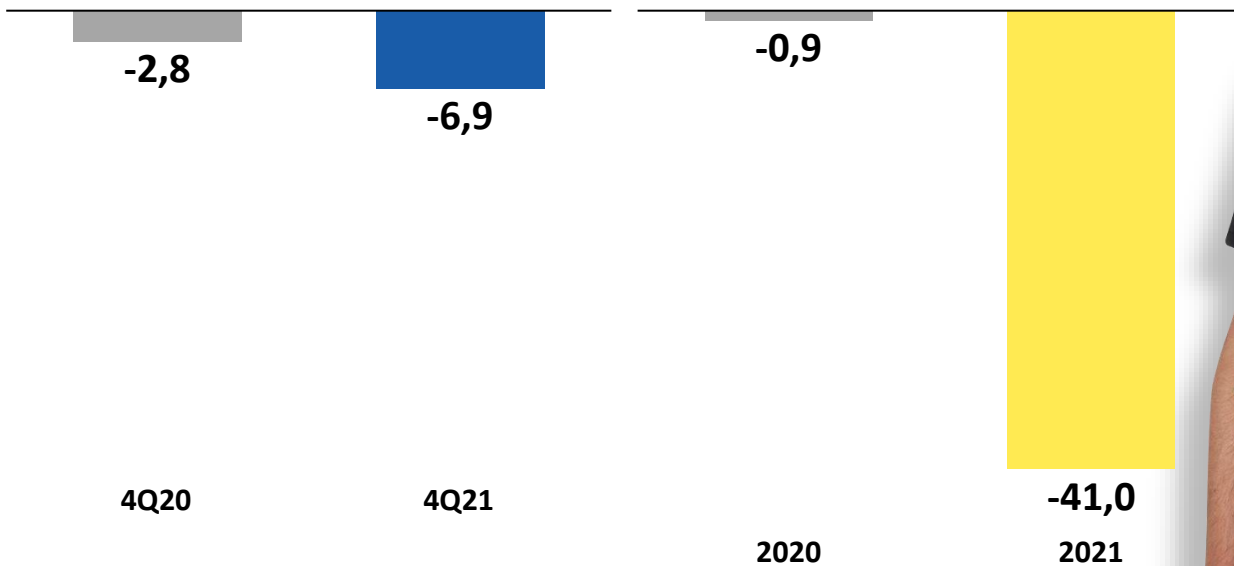
Hiring focused on Tech, Marketing and Product



Post IPO structure brings new requirements (Board, Committees, Audit, IR, etc.)

Net Income impacted by higher Operating Expenses

Net profit (loss)
[R\$ Millions]

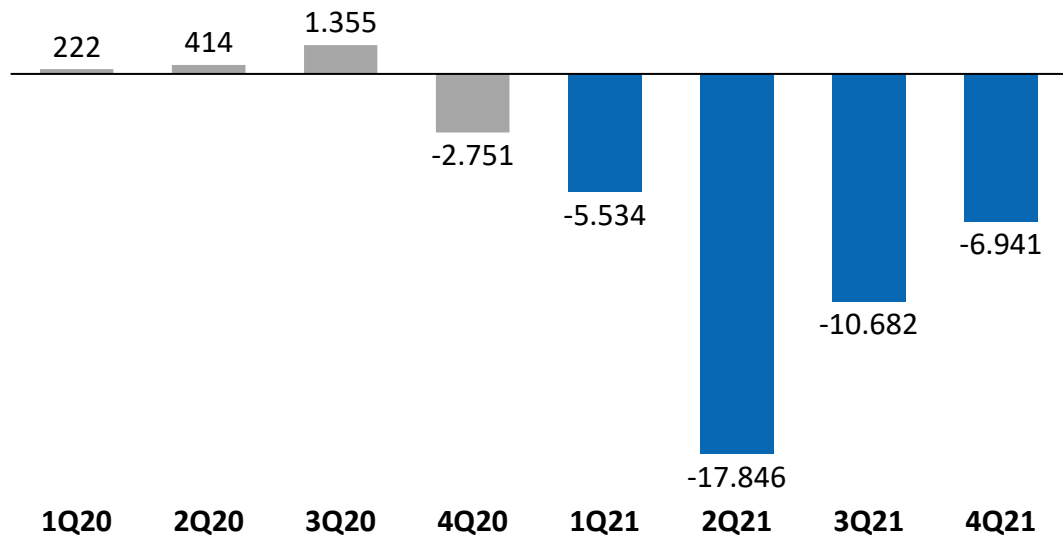


André Vieira, Assistência Técnica

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After an acceleration on expenses, we are improving our margins

Net profit (loss)
[R\$ '000]



Cash flow from operational activities [R\$ Millions]

0,2	1,9	1,4	-1,3	-4,5	-3,7	-12,6	-12,2
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Investments hike after IPO, supporting growth and a more robust structure



After the peak in 2Q21, we are focusing on improving margins and efficiency

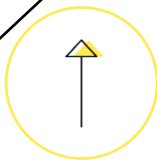
André Vieira, Assistência Técnica

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Key challenges for the future



Camila Ferreira, Manicure



Keep expanding the horizontal marketplace

- Increase density in regions
- Increase density in categories
- Increase deal closing by PROs



Reach sustainable growth

- Balance Marketing investments
- Stability on G&A expenses
- Get closer to operational break even



Evolve the business model

- Improve category customization
- Increase our participation in other parts of the user journey
- Invest on end-to-end solution (GetNinjas GO)

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