

dotz inc.

*Earnings Presentation*

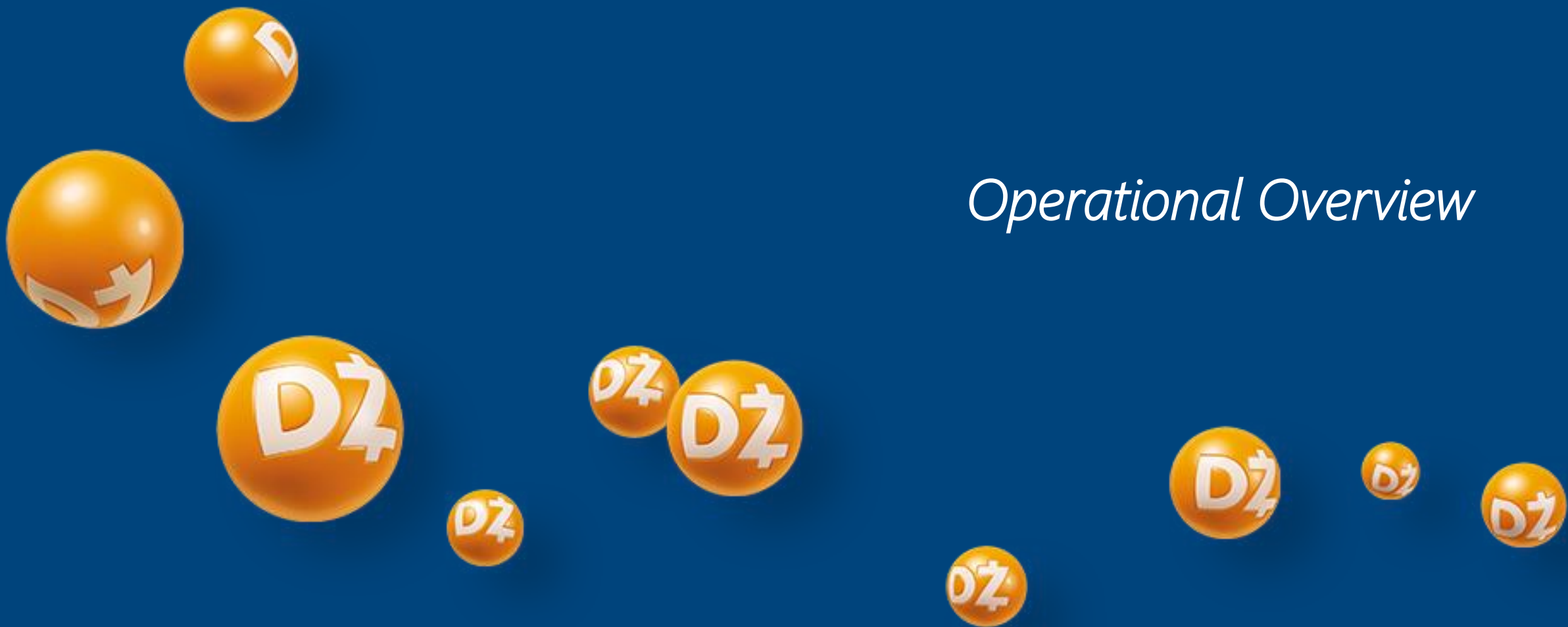
*1st Quarter, 2021*

# 1Q21 Highlights



We obtained growth in our main indicators with an investment of only R\$ 9.5 million, focused on the technology platform, marketing and promotional campaigns in the first quarter of 2021.

- 1 | In the 1Q21 we presented a **45% growth in representativeness of Marketplace and Tech Fin**, as a percentage in total billings
- 2 | In **Marketplace**: **62% growth on GMV (YoY)**, increase in client engagement with a **29% increment in frequency** and **33% of growth in total billings**
- 3 | In **TechFin**: growth of **90%** of active co-branded cards, reaching **170 thousand** in Mar/21 with **TPV LTM of R\$ 953 mm** and **116% growth in total billings**
- 4 | In **Loyalty**: resuming promotional campaigns with BB and new retail partnerships
- 5 | **Super App** surpassed the mark of **1.1 mm downloads** in Mar/21 with new payment features (QR Code and payment with two currencies, DZ + R\$)
- 6 | Adhesion to the **conversion of Dotz to R\$** as an redemption alternative to clients, reaching **18% of redemption** transactions in 1Q21
- 7 | We have entered into a strategic investment and operational cooperation partnership with **Ant Group**, the largest Fintech in the world. This agreement includes Ant as a **Board Member and Strategy Committee** and a **Business Cooperation Agreement**
- 8 | We expanded the partnership with **Vivo – Telefônica**, Brazil's largest Telecom Company, in an "upside sharing" model bringing even more alignment and customer engagement
- 9 | We set up our **Board of Directors** with independent members
- 10 | We obtained the registration as a **Public-held Company** granted by CVM on May 12<sup>th</sup>



## *Operational Overview*



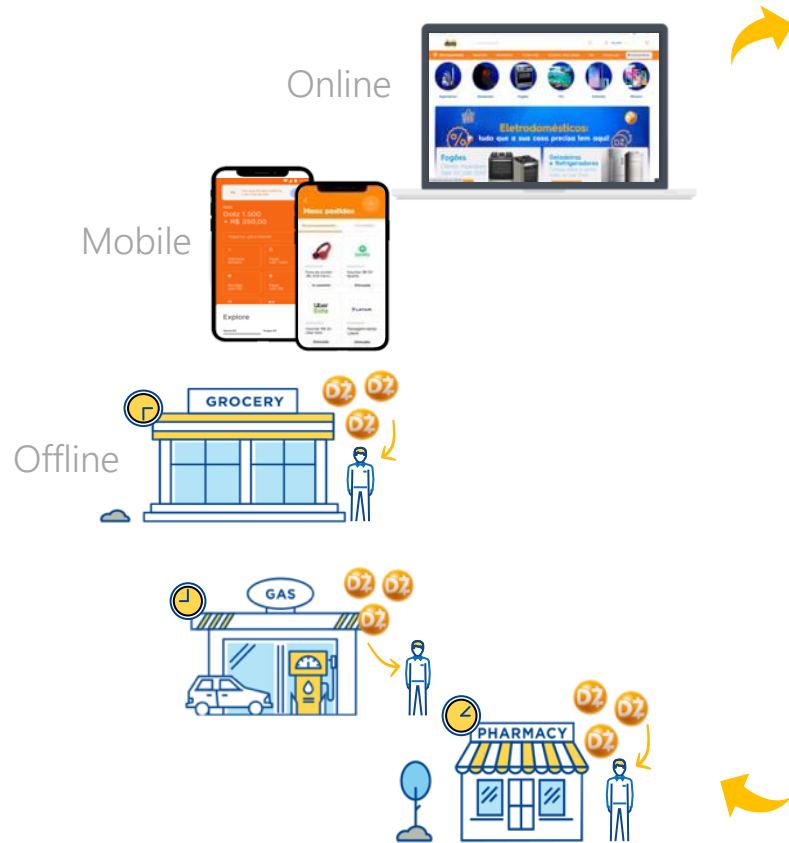
# The Place to Go:

True Ecosystem That Involves Consumers' Daily Lives – Scale Economies



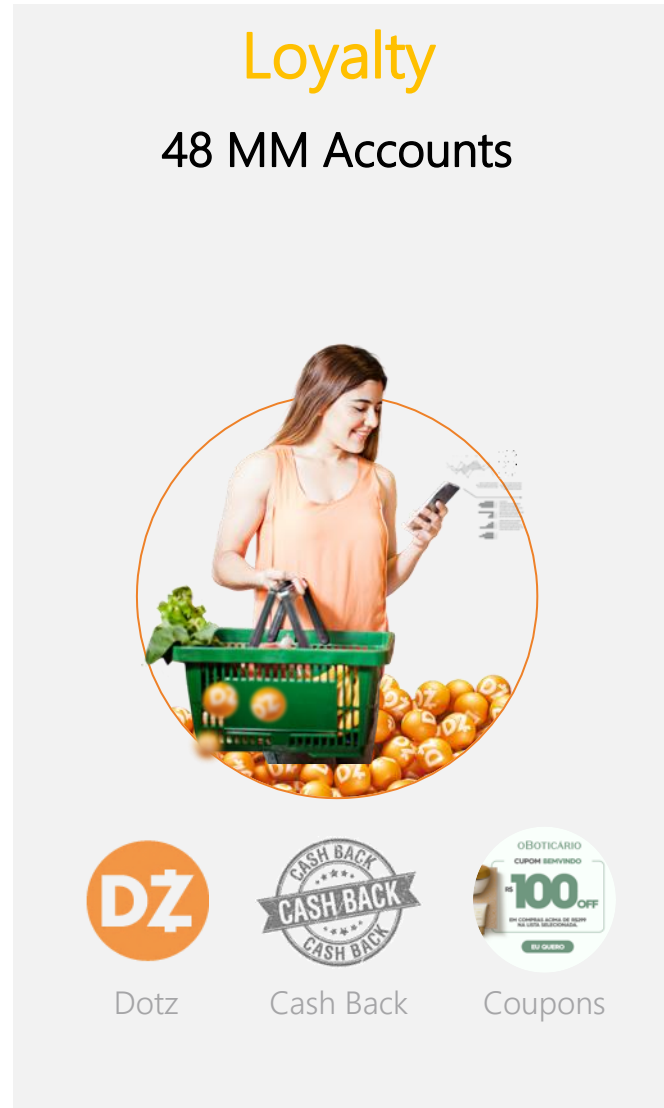
## Marketplace

R\$ 9 BN GMV<sup>1</sup>



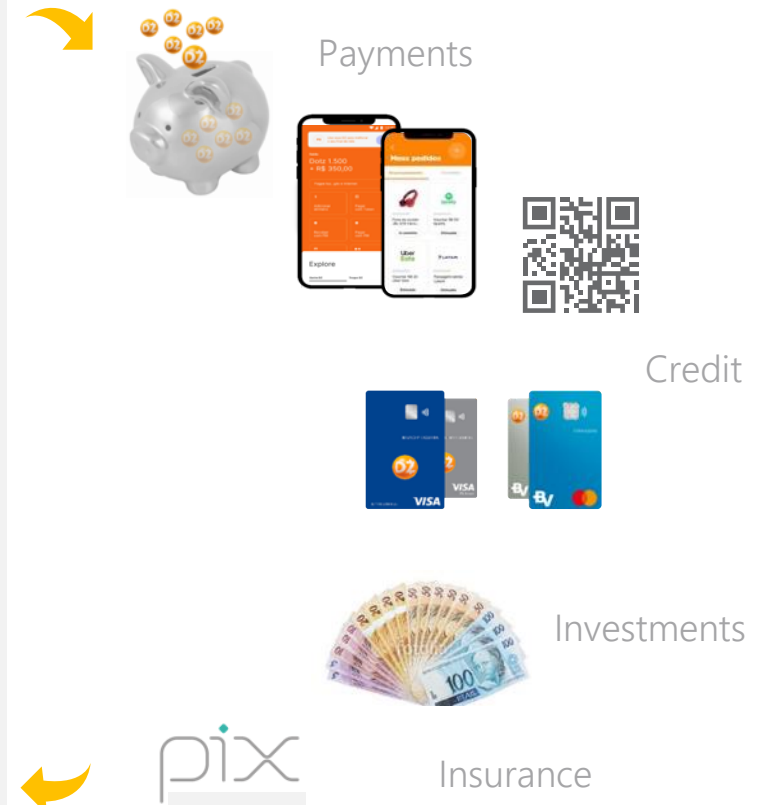
## Loyalty

48 MM Accounts



## TechFin

R\$ 23 BN TPV<sup>1</sup>



# Dotz in Numbers

Data referring to Mar/21



**+5,000**

Points of Sale  
with Dotz

**+10 million**

Points of Sale with Dotz  
through partnership with Elo

**75%**

Dotz redeemed

**+7bn**

SKUs collected

## Loyalty



**R\$ 8.7 bn**

LTM GMV (online and offline)



**R\$ 22 bn**

LTM TPV (financial  
partnerships)



**New partnerships**

2 integrated partnerships in  
1Q21 and 4 new contracts

## Marketplace



**R\$ 267 mm**

LTM GMV (online)



**+130 k**

Installed "reminder" plug-in  
(Mar/21)



**63%**

GMV Growth (YoY)

## TechFin



**1.1 mm**

Dotz Account Downloads



**+R\$ 950 mm**

LTM co-branded cards TPV

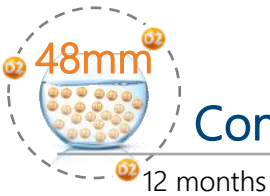


**119%**

Revenue Growth (YoY)



# Significant Increase in our ARPU Through Cross-sell



## Consumer Engagement

Average Revenue per User

Transactions/Users



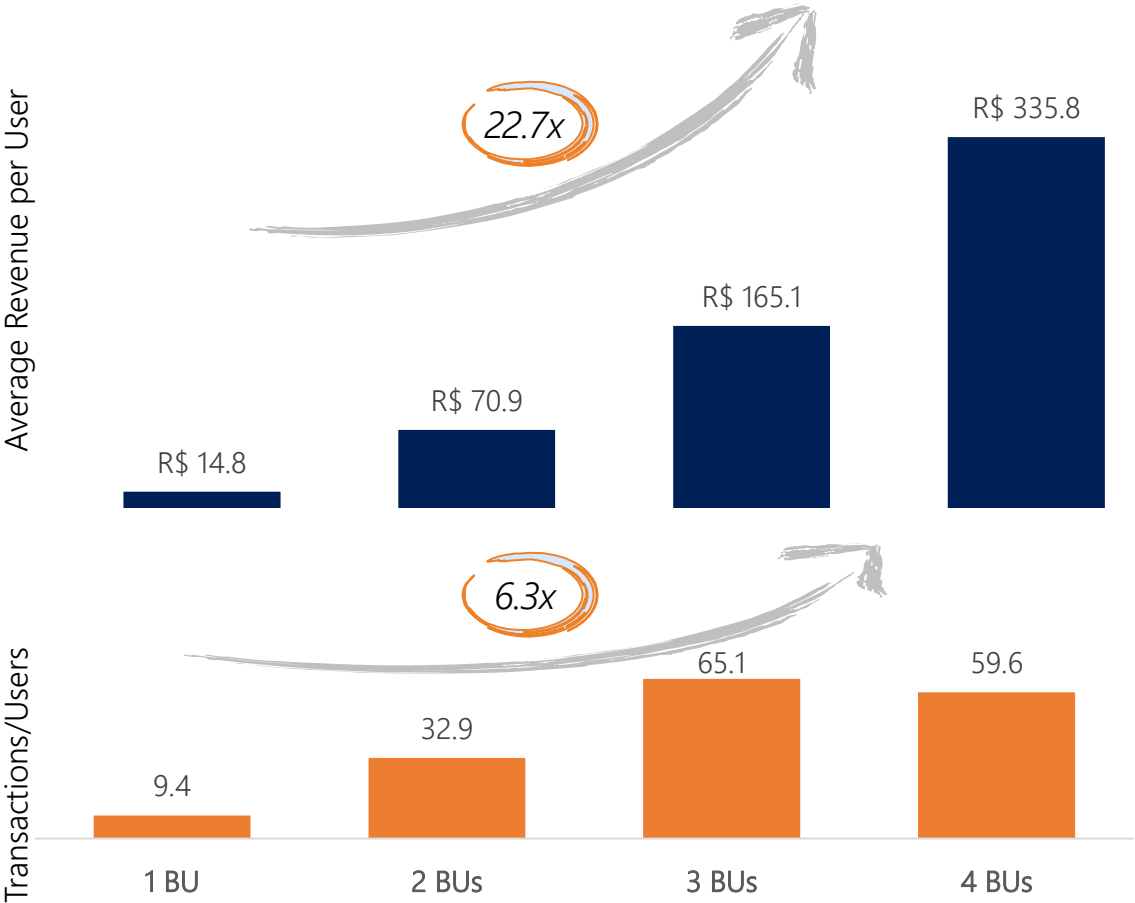
## Main Levers



Dotz Account

Plug-in

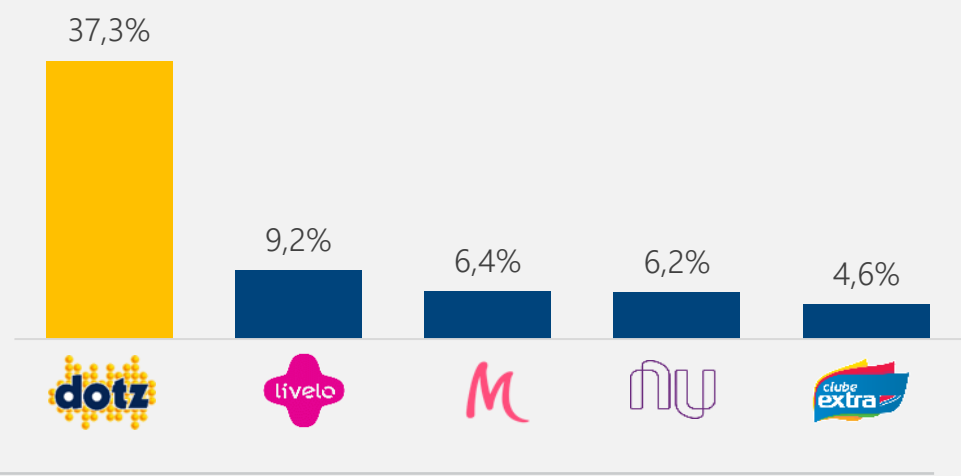
Redemption



ARPU Increase	4.5x	7.6x	6.0x
Transaction Increase	2.2x	1.7x	3.8x



## Most admired brand by the consumers



Main reasons:



Higher Benefit per Spend



Better Products and Services



Proximity with the Consumers

## Top of Mind Brand



### Top of Mind Brand in Brazil

ABEMF research as of November 2020 - Online and offline consumers

### Top of Mind Brand, with the Higher Number of Registered Customers

ABEMF research as of November 2020, which also positions Dotz as the Top of Mind brand in Brazil, and within Top 10 brands with most recalls – Online Consumers

# Board Members



Election after fulfillment of precedent conditions

Current Role

Other Relevant Experiences



Alexandre Chade



Chairman and Co-Founder



Roberto Chade



CEO and Co-Founder



Daniel Goldberg



Managing Partner



Luiz Fleury



Board Member



Roberto Mussnich



CEO



Douglas Feagin



Global Strategy for Partnerships and Investments







*1<sup>st</sup> quarter 2021 developments*



The Perfect Match



蚂蚁集团  
ANT GROUP



## #1 Ecosystem in Brazil

Member Base **48 Million accounts**

**Unique Transactional Data**

**Low CaC**

**Ecosystem Ready - Distribution**  
(over 5,000 POS + Digital)

Fully Operational **Super App**

**Engagement Tools**  
*Loyalty (coalition), Cash back, Coupons*

**National Footprint**  
**Top of Mind Brand**  
(Loyalty and Wallets)



**Market Penetration**

**Member Base + Data**

**Operational Know-How**

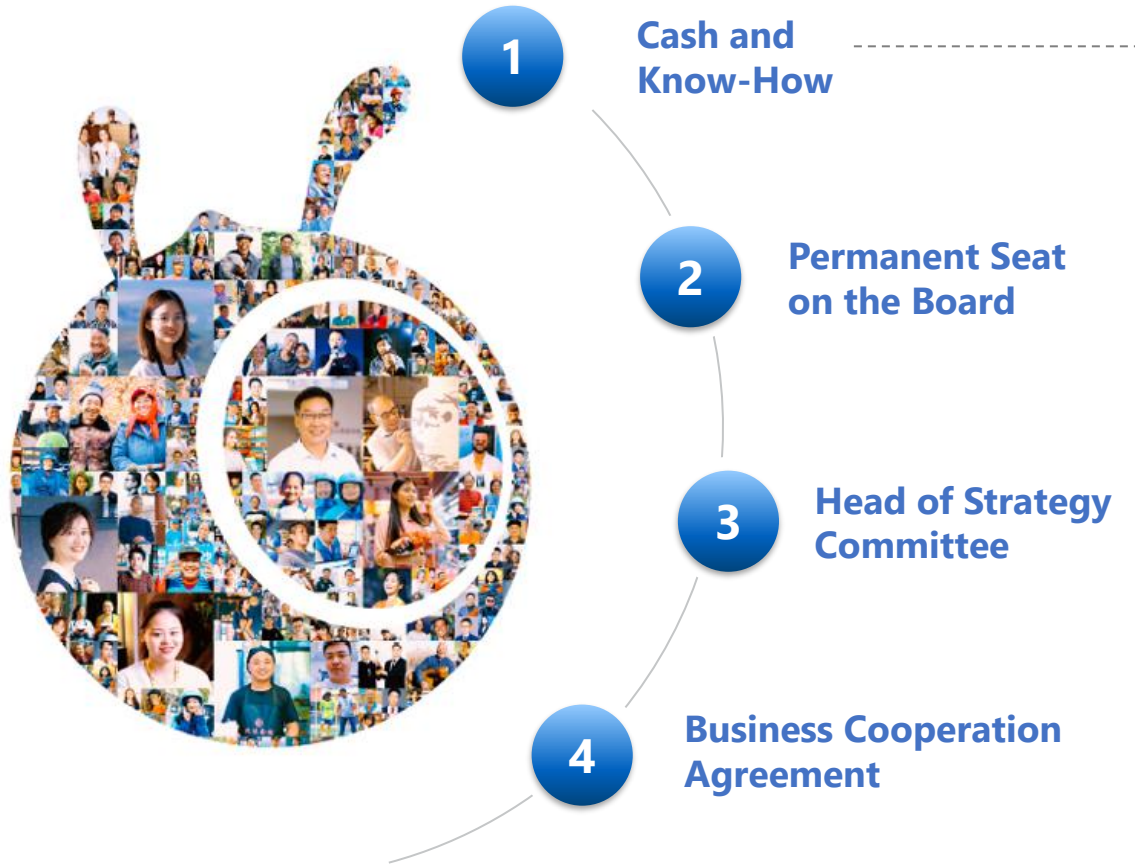
**Technology**

**Proven Execution Capacity**



# The Right Deal

Full engagement at all levels



Short-Term Impacts



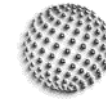
Marketplace

Loyalty

News Headlines

TechFin

First-class solutions and know-how



dotz inc.

Shareholder

**15% Equity Rights**  
(5% current + 10% option rights)

+

Board Member

**Full engagement and accountability**  
6 meetings per year

+

Strategy

**Identification of new strategies**  
**Opportunities for increasing digital financial services penetration in Brazil**

+

Day to day

# Strengthening of Strategic Partnerships



The partnership expansion with the largest Telecom company in Brazil reinforces our coalition network through the engagement increase in the target audience of the partnership



## 1 Mutual benefits

- ✓ *Client base*
- ✓ *Frequency*
- ✓ *Incremental revenues*

## 2 Stock Granted

- ✓ *1% of ownership: 2 million active clients at Dotz account (2 years)*

## 3 Upside sharing

- ✓ *1% of ownership: R\$ 92 mm in Billings in 5 years*

## New Retail Partnerships

Concluded integration and beginning of operations in 1Q21



Signed agreements, ongoing integrations



## Partnerships with Financial Institutions



Resuming promotional campaigns with BB (initial projects) with operations started in May-21



# Marketplace: 1Q21 performance



Data from GDO platform (*Ganhe Dotz Online*)



GMV (R\$ mm)

+62%

YoY growth

36,5

1Q20

59,1

1Q21



Purchase Frequency<sup>1</sup>

+29%

YoY growth

2,44

1Q20

3,16

1Q21

Growth leverage by cashback campaigns at Dotz account, initiatives with discount coupons and customer base with Dotz reminder (plug-in)



Partnerships



Start of development to make available the digital campaign of Dotz's affiliate marketing platform in the current BB App Benefits Channel



Strengthening of the existing partnership after the strategic agreement with Ant Group

1. Refers to the concept of contracted sales, i.e. on sales confirmed and billed by the partners in the same period in question



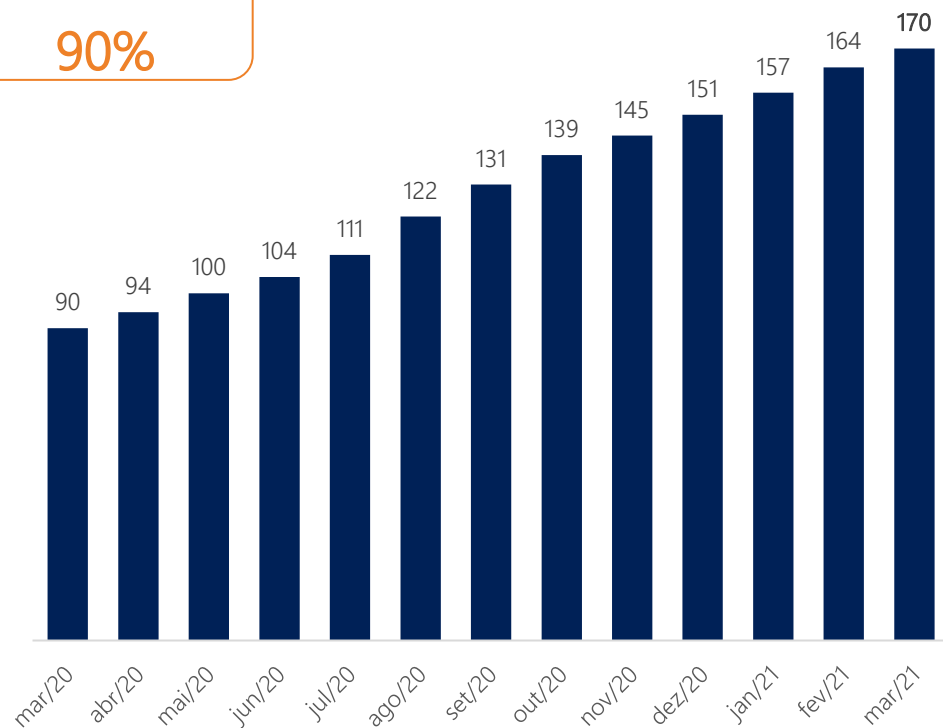


# TechFin: 1Q21 Performance



## Co-branded Active Cards

YoY Growth:  
**90%**



Significant growth of active customer base (transitioned and delinquent with the credit card) in the last 12 months, achieving R\$953 mm of TPV, LTM vision, as of Mar-21

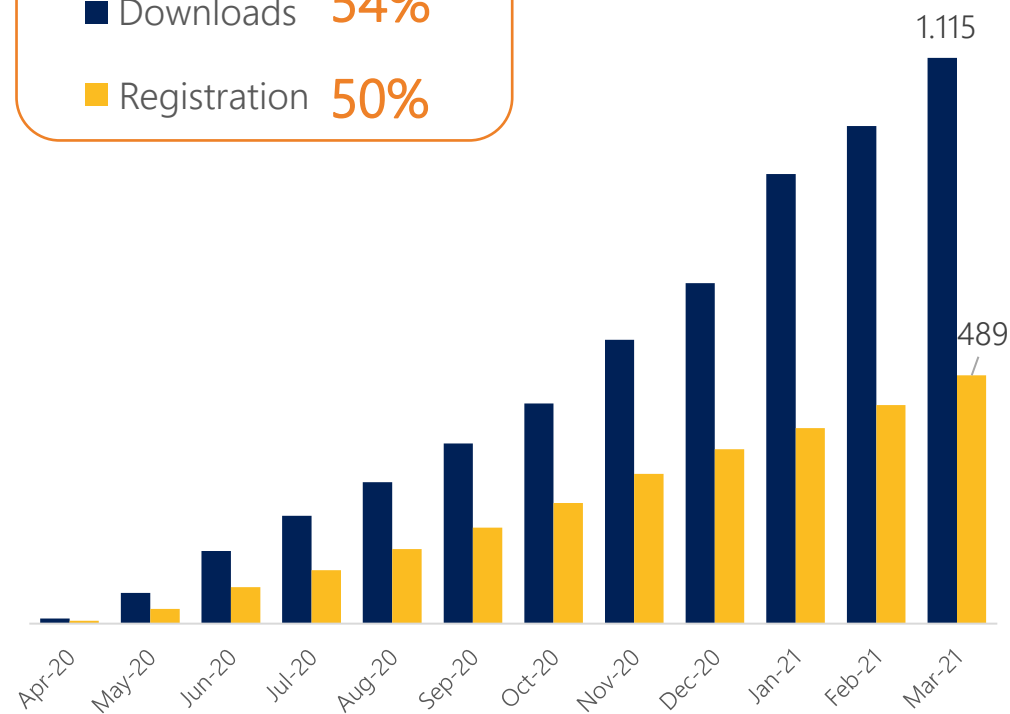


## Dotz Account

Monthly Avg. Growth

■ Downloads **54%**

■ Registration **50%**

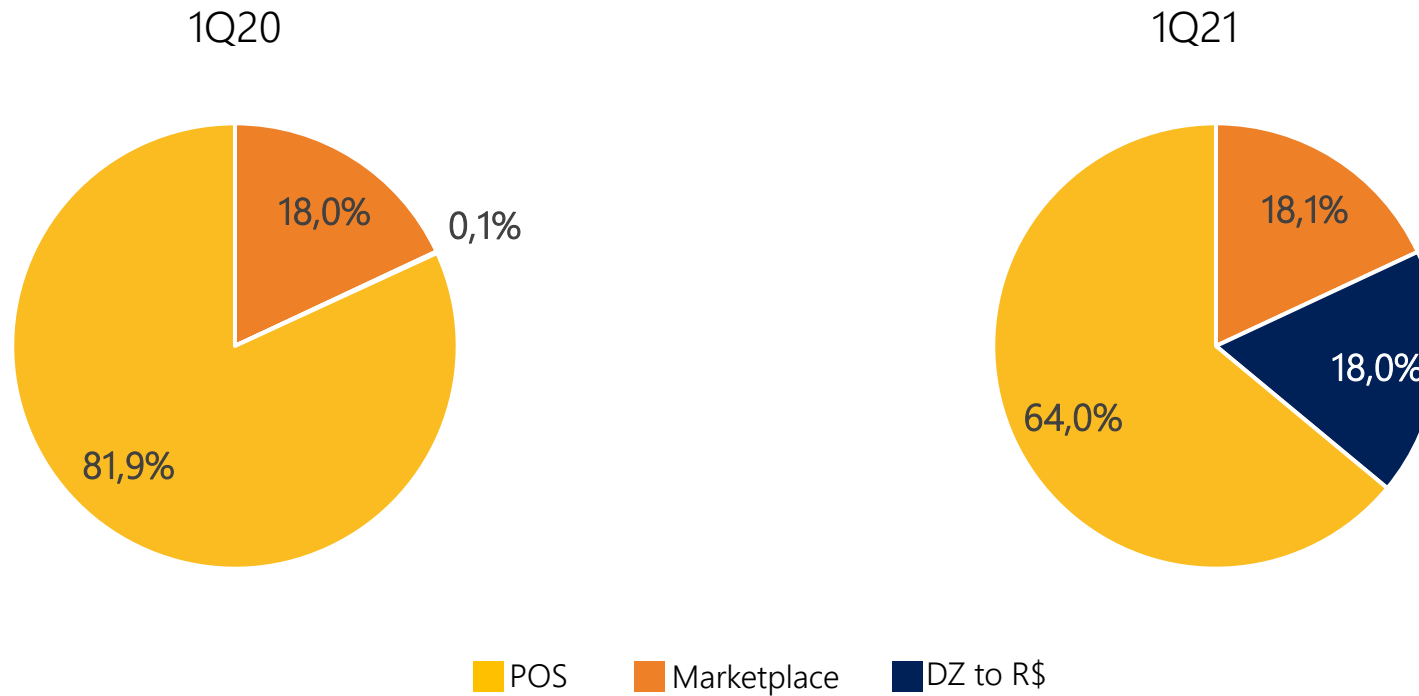


Growth resulting from the high engagement of the Dotz base with the Program, no massive actions have yet been carried out to publicize the SuperApp

# Redemption Profile



## Redemptions per channel



Volume of redemptions in physical partners (POS) reduction in the comparison between 1Q21 and 1Q20. The new redemption alternative (DZ to R\$) represented 18% in 1Q21

# Billings Evolution

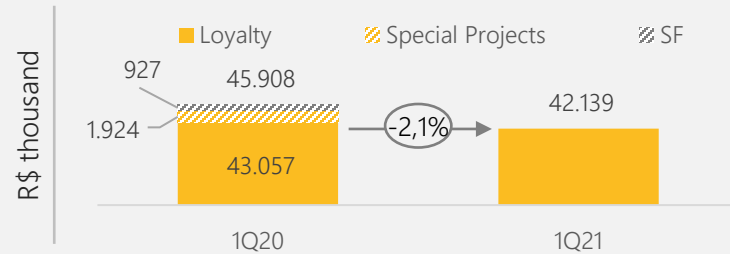
(DZ issued x Average price per DZ) + Fees



## 1 Loyalty

Δ -6.3% e Δ Adjusted -2.1%

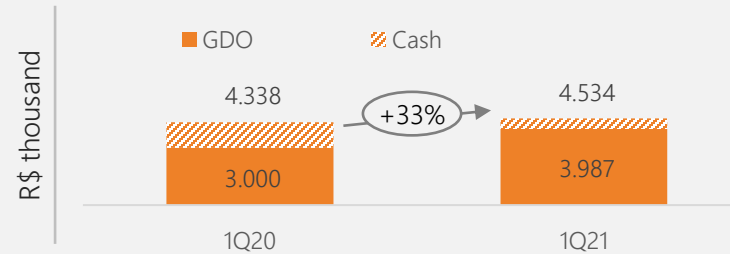
- Impacts of Promotional Campaigns with Banks (R\$ 1.9mm), done in 1Q20
- Split-Fee<sup>1</sup> Legacy: R\$ 0.9 mm



## 2 Marketplace

Δ +4.5% e Δ Adjusted +33%

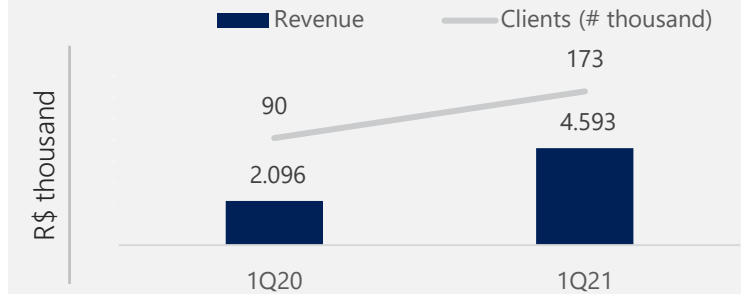
- 33% growth in GDO platform
- 59% decrease in Cash+Dotz, product related to flights and trips redemption, due to the impact of the pandemic in the sector



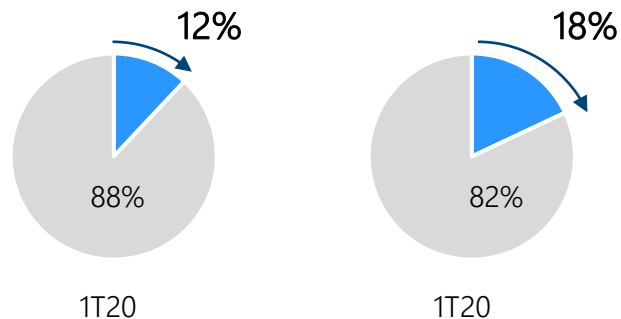
## 3 TechFin

Δ +119%

- 92% growth in the co-branded cards active client base

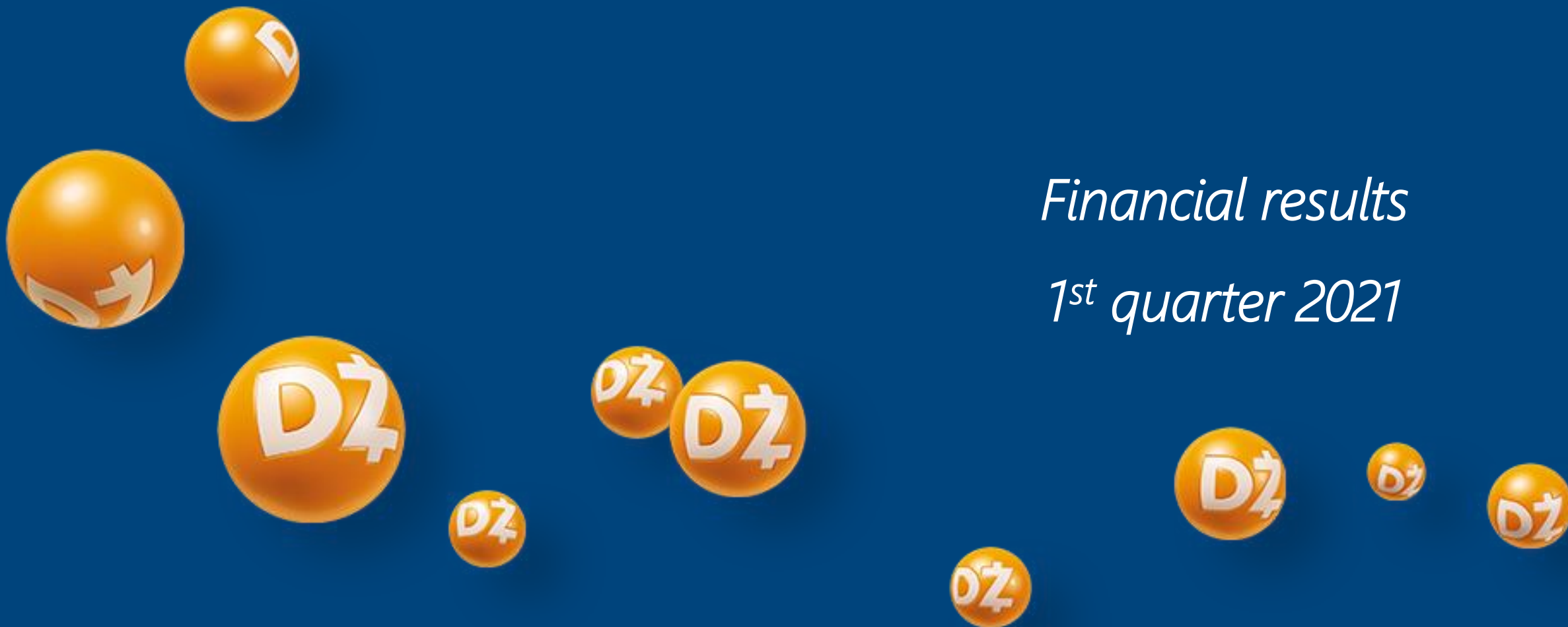


## Share of Marketplace + TechFin



## Key Highlights

- We achieved R\$ 51.2 million in revenues in 1Q2021 (-2.1% vs. 1Q2020) or -0.2% when excluding split fee (legacy points billing occurred until 2020)
- 45% increase in the representativeness of new business units
  - Marketplace +33% (adjusted)
  - TechFin 119%



*Financial results*

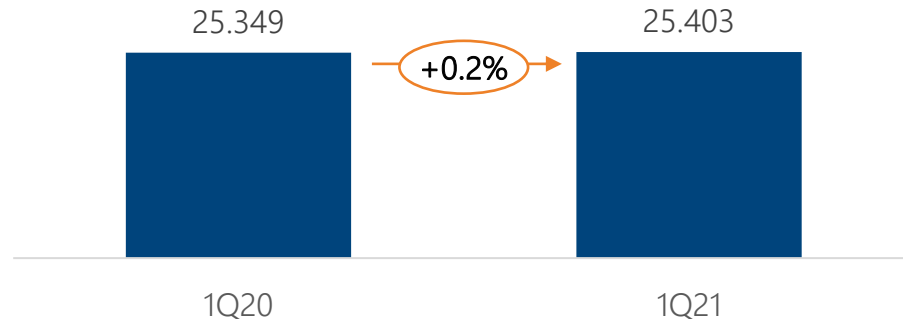
*1<sup>st</sup> quarter 2021*

# 1Q21 Consolidated Results



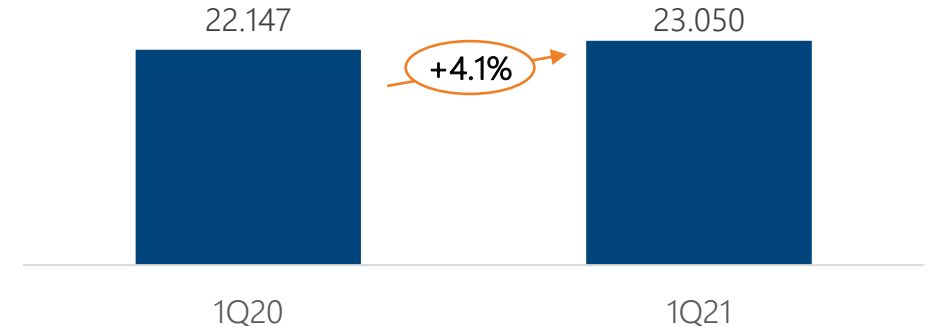
Due to the deferral characteristic of accounting revenue, this indicator does not immediately capture the recent growth observed in Marketplace and TechFin

## Net Revenue – R\$ thousand



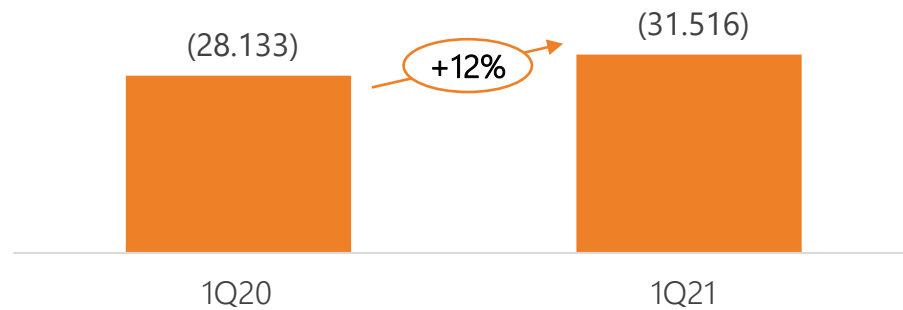
Net revenue stability compared to the same period last year. Numbers shown net of redemption costs

## Gross profit – R\$ thousand



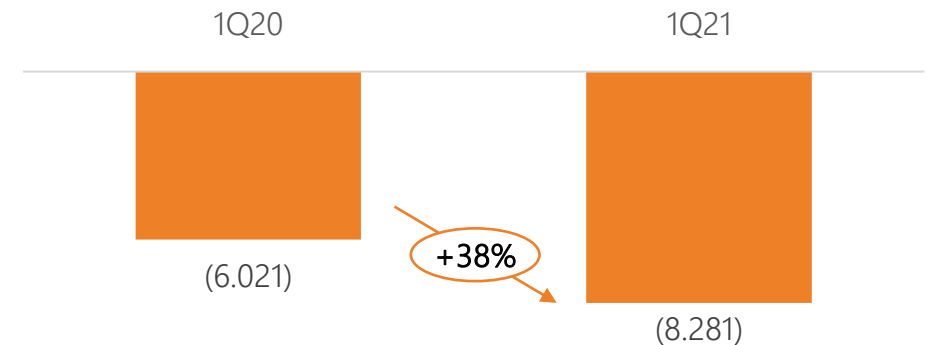
Growth due to drop in operating costs related to the integration of partners

## Sales, general and administrative expense (ex-depreciation) – R\$ thousand



12% growth in sales, general and administrative expenses due to sales expenses (+23% in YoY), reflecting the higher expenses related to promotional campaigns and the hiring of personnel

## EBITDA – R\$ thousand



Negative EBITDA increased in 38% compared to the same period in 2020, reflecting an increase in selling expenses



IR Contacts:

[ri.dotz.com.br](http://ri.dotz.com.br)

[ri@dotz.com](mailto:ri@dotz.com)



## Net revenue – R\$ 000'

	1Q20	1Q21
Breakage revenue	17,926	15,122
Spread revenue	8,160	10,546
Redemption revenue	30,513	25,734
Redemption revenue ( <i>split fee</i> )	8,707	-
Services revenue	271	606
Sales taxes and deductions	(3,232)	(3,171)
Cost of redemption of Dotz points	(36,996)	(23,434)
<b>Net revenue</b>	<b>25,349</b>	<b>25,403</b>

Stability in net revenue due to:

- Reduction of redemption proceeds:
  - (i) End of the legacy of the Split fee operation: R\$ 8,7 mn
  - (ii) Reduction in exchanges on brick-and-mortar channel (exchanges at points of sale), impacted by the restrictions imposed by the pandemic
- Reduction in redemption revenue was offset by the proportional reduction in exchange costs
- Sum of spread and breakage revenues in line with that observed in 2020, variation of -1.6%
- Service revenue 123.5% higher than in the previous year