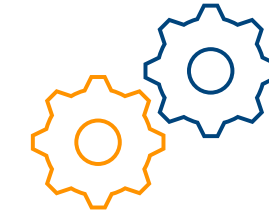
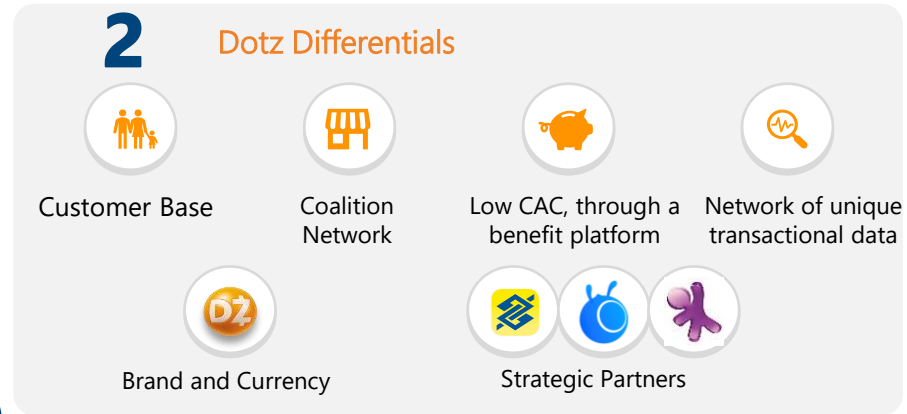


dotz inc.

1Q22

RESULTS



Where we are

4 Digitalization

- Dotz SuperApp
- Cross sell accelerator
- Killer use case
- Ant Partnership

3 Pillars of our business model

Loyalty

- Data engine and differential (data, consumers and frequency)
- Coalition offline and Financial Partners
- Low CAC and clients

Marketplace

- Key B2C value proposition accelerator (more dotz)

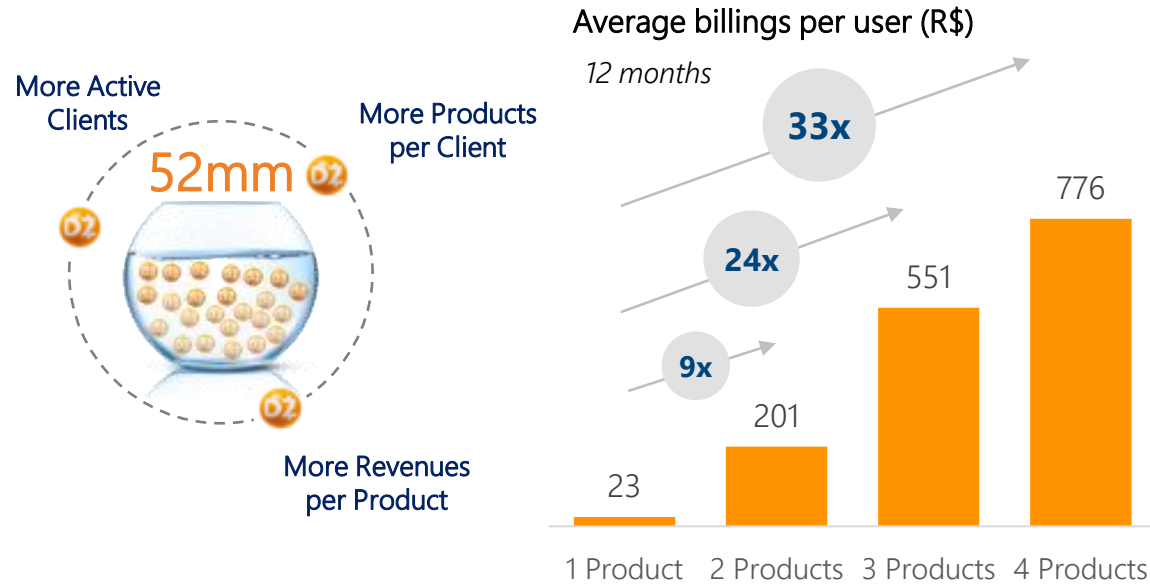
TechFin

- TechFin is where monetization increases exponentially
- Higher take rates

Delivering the Game-plan: Cross-sell and ARPU Evolution

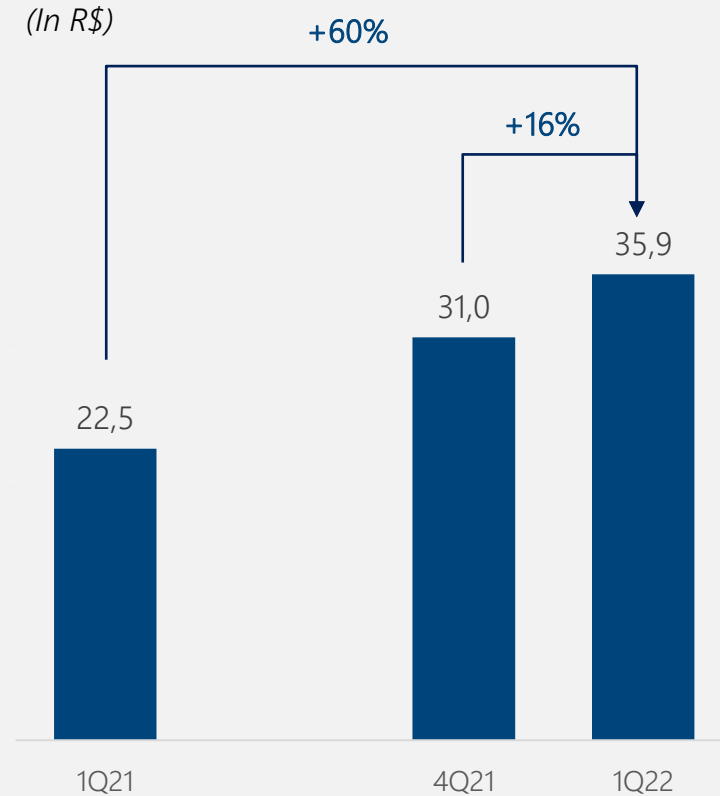
Strong attraction for customer base originated in the coalition with increment ARPU based on cross sell

Cross Sell



Large base of consumers and we are **paid by our partners** to grow in users and data

ARPU



Once the user is in the platform, it's possible to offer **additional products at no marginal cost**



Loyalty: growth trajectory and evolution

New offline partnerships, increase in promotional campaigns with Financial Partners and Vivo partnership evolution



Financial Partnerships , Offline Partnerships and Partnership with Vivo

Priorities

- Promotional Campaigns with Financial Partners
- Evolution of the partnership with BB

- Expand offline partnerships (regional coalition)

- Strategic Partnership with Vivo (Pre-paid and "Plano Controle" expansion)

Short term deliverables



+ Others

- Promotional campaigns to promote recharge, cashback in Dotz Digital Account and new client base
- 2.5 million registered customers captured thru engagement campaigns. April new campaign to boost our client base and launching of Vivo-Dotz Plan

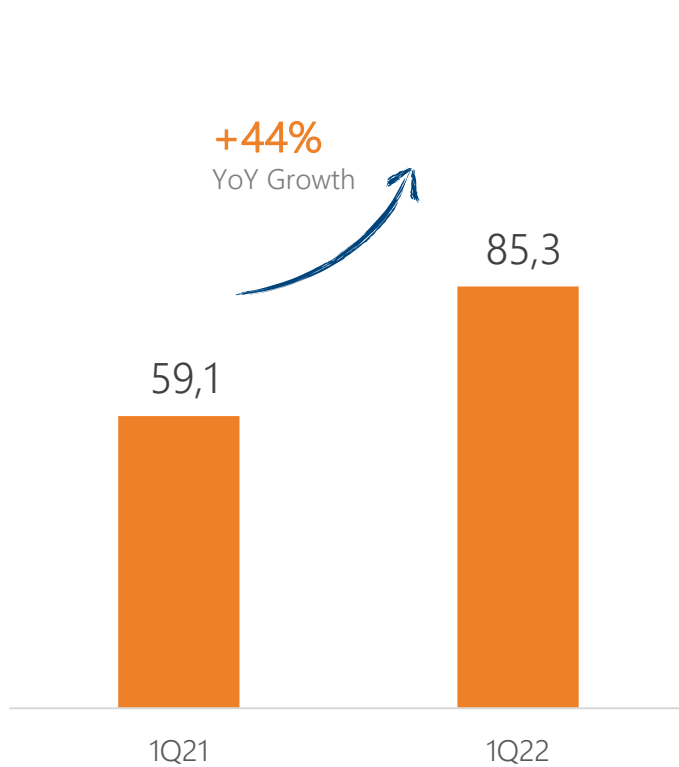


Marketplace: operational highlights

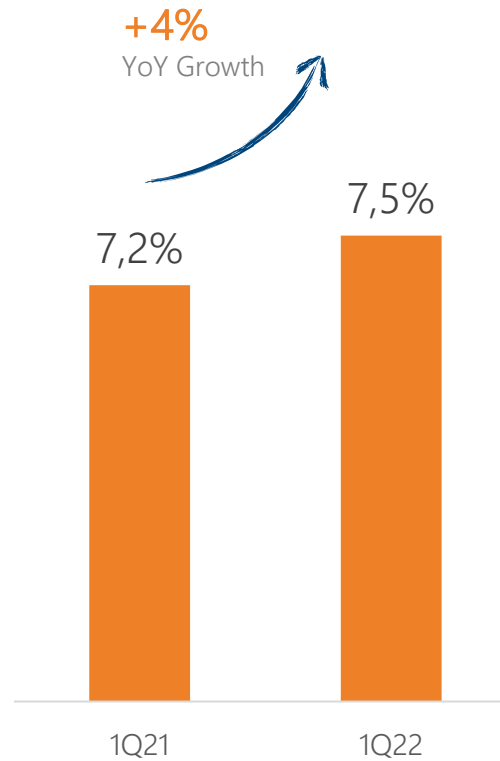
Expressive GMV growth in 1Q22



GMV - R\$ mm



Take Rate - %





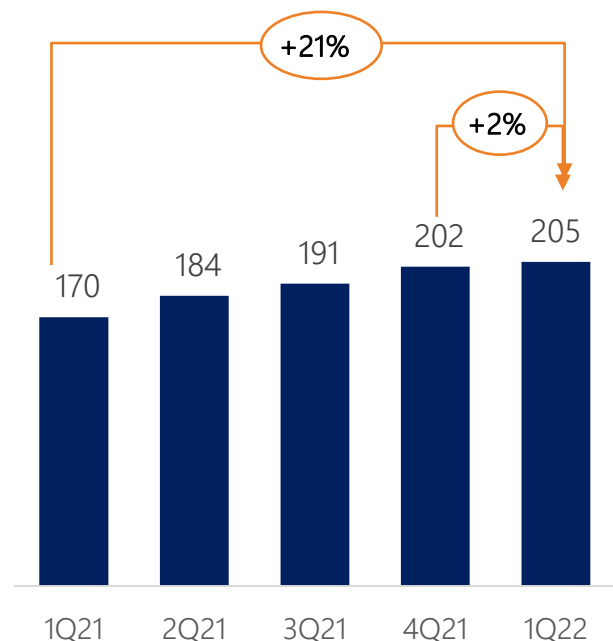
TechFin: operational highlights

Increasingly active cardholder base, digital channels representing close to 50% of total sales

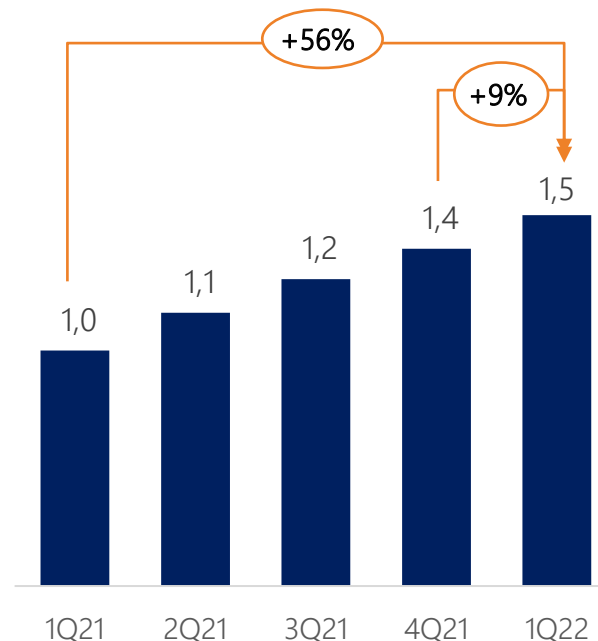


Co-branded Credit Cards

Active Base LTM - # thousand



TPV LTM – R\$ bi

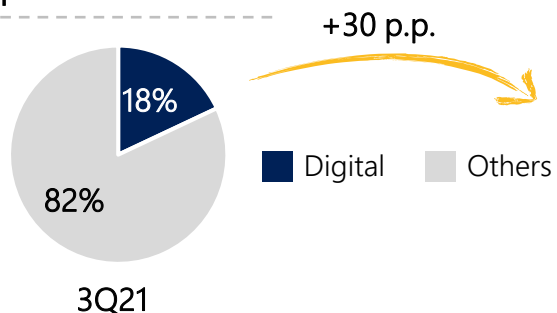


Credit Marketplace

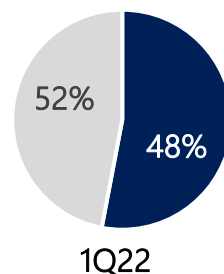
Personal Loans in the journey through partners



Sales per Channel



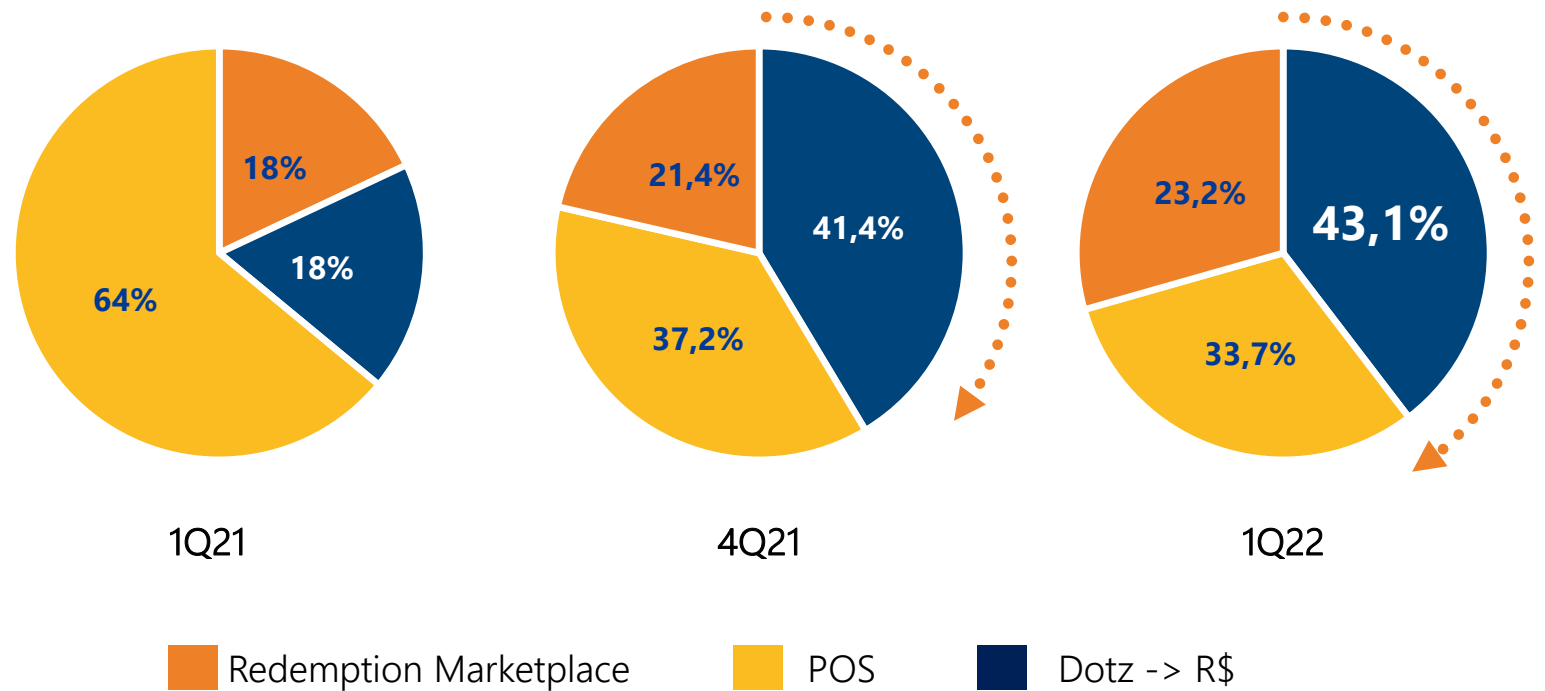
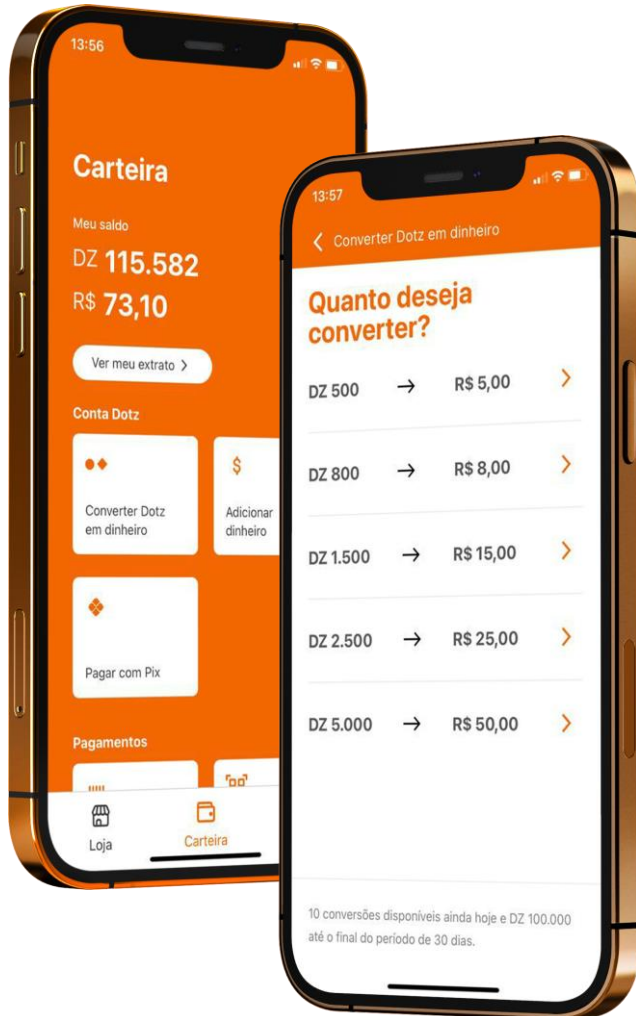
+30 p.p.



Digitalization: Operational results

Killer use case: Dotz → R\$ redemption option in constant evolution

Redemptions per channel



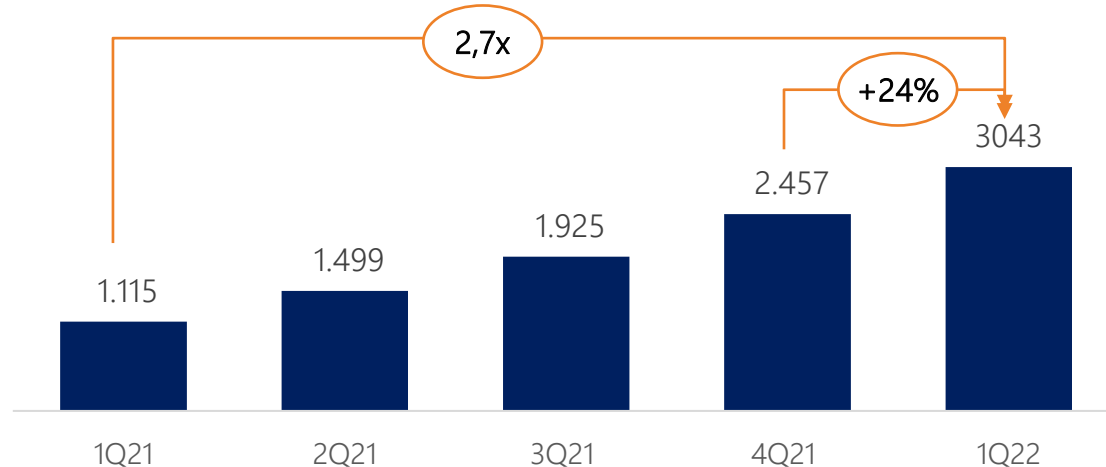
Continuous reduction in volume of redemption in physical partners (POS) and growth of digital channels.
DZ to R\$ alternative represented 43,1%

Significant growth in total Dotz Digital Account downloads and registration. Increasing in engagement, more clients with transactions and higher volume

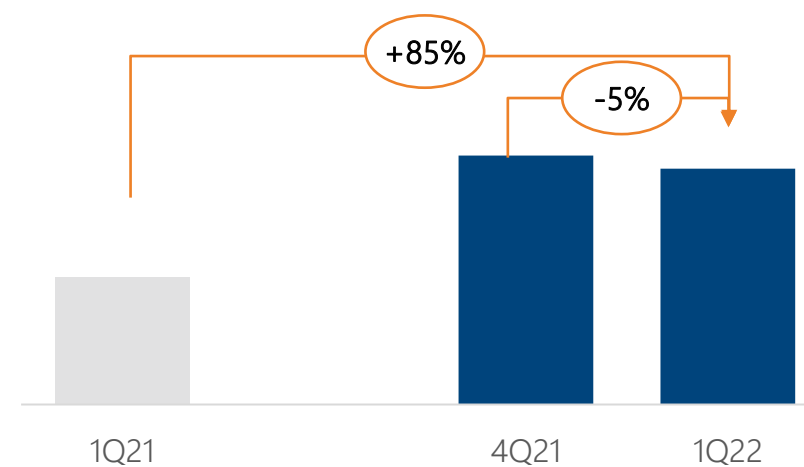


Dotz Digital Account

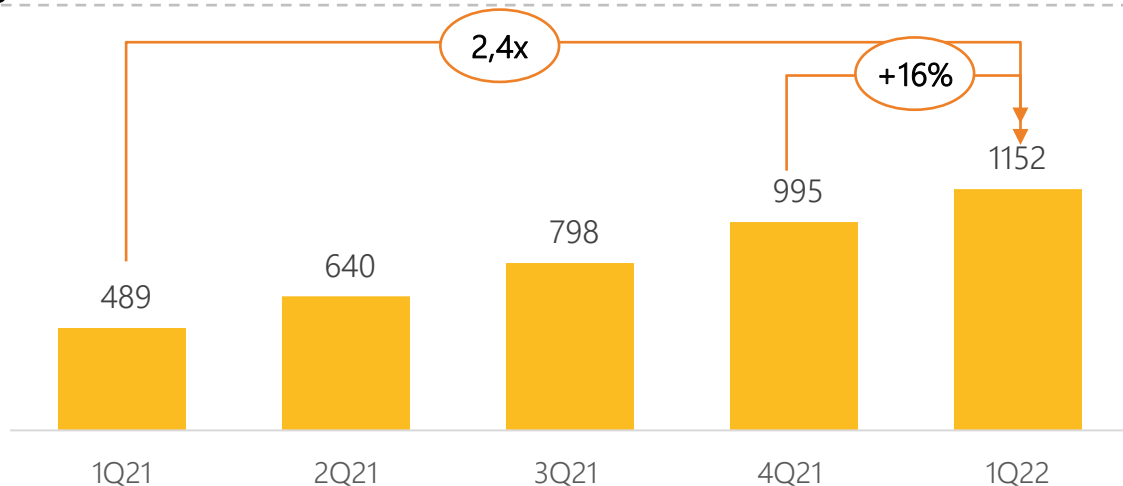
Downloads - # thousand



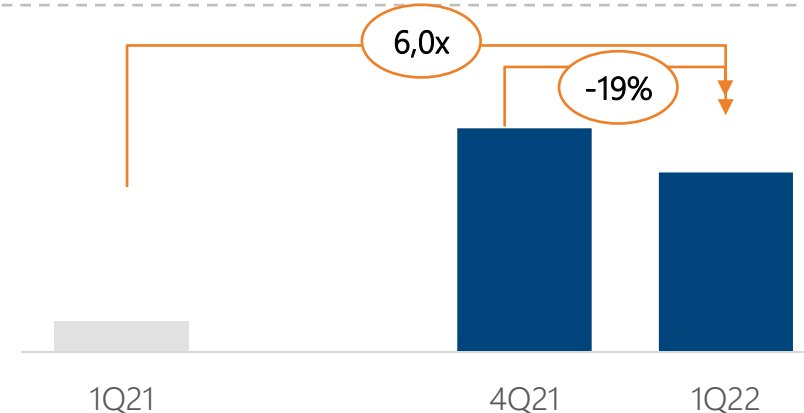
Clients with transactions

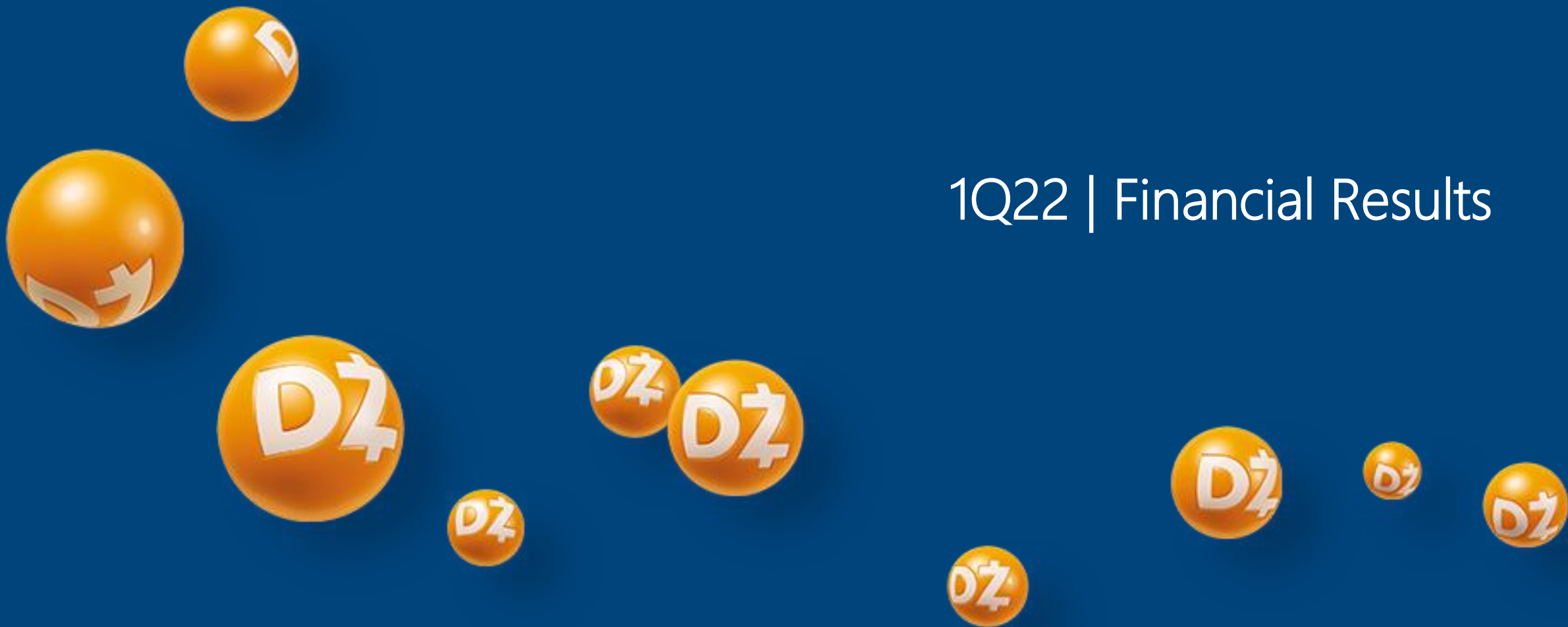


Registration - # thousand



Transaction Volume





1Q22 | Financial Results

Dotz's life as a publicly traded company

Operational KPIs already turning to significant top line growth

Moving towards

● Loyalty

52.6 mm
Dotz accounts
+10% versus 1Q21



New retail
partnership



Promotional
Campaigns

● Marketplace

R\$ 85,3 mm
In GMV in GDO
+44% versus 1Q21

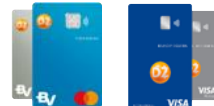


7,5% average
Take Rate
Aligned with our
performance in 2021

● TechFin

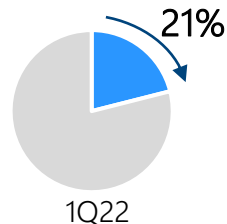
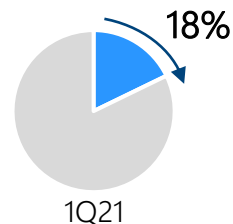
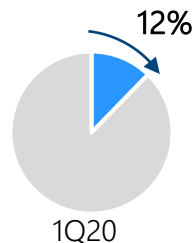


3.0 mm
Downloads of Dotz
Digital Account 1Q22
2,7X versus 1Q21



+21%
In active base (LTM) vs 1Q21
+56%
In TPV (LTM) versus 1Q21

Representativeness in Billings (Marketplace + TechFin)



YoY growth in Billings

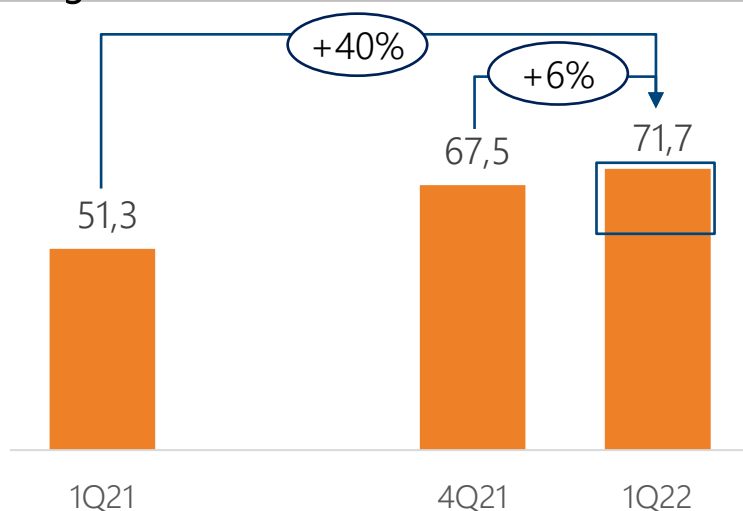
	Pre-IPO	Post-IPO	
	1Q21	FY21	1Q22
● Loyalty	-4%	10%	34%
● Marketplace	5%	82%	67%
● TechFin	119%	86%	63%
Consolidated	-2%	20%	40%
Total Billings R\$ mm	51,3	238,4	71,7

Billings are recognized as deferred revenue and will impact the result in the next 48 months

1Q22: Consolidated Results

In Mar/22 deferred revenue amounted to R\$ 289 mm, of which R\$ 205 mm with no redemption cost

Billings – R\$ mm

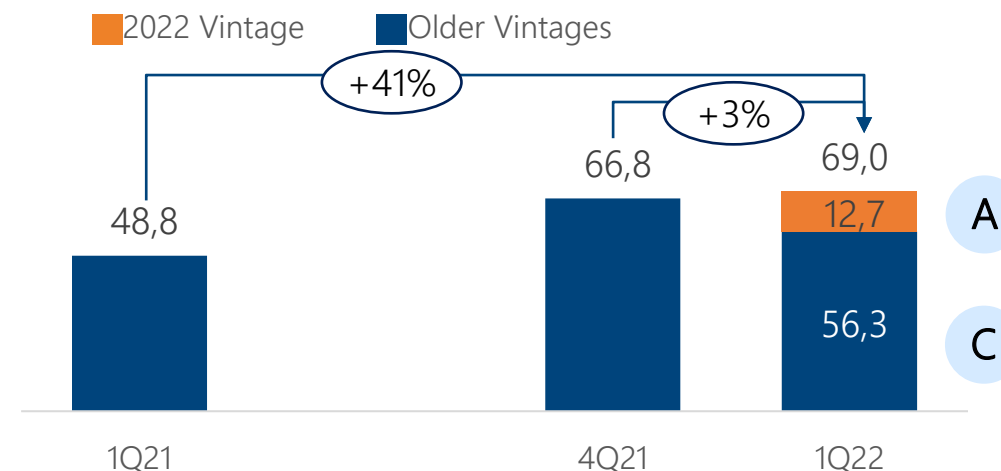


A R\$ 12,7 mm recognized in 1Q22

B R\$ 59 mm to be recognized in the following quarters

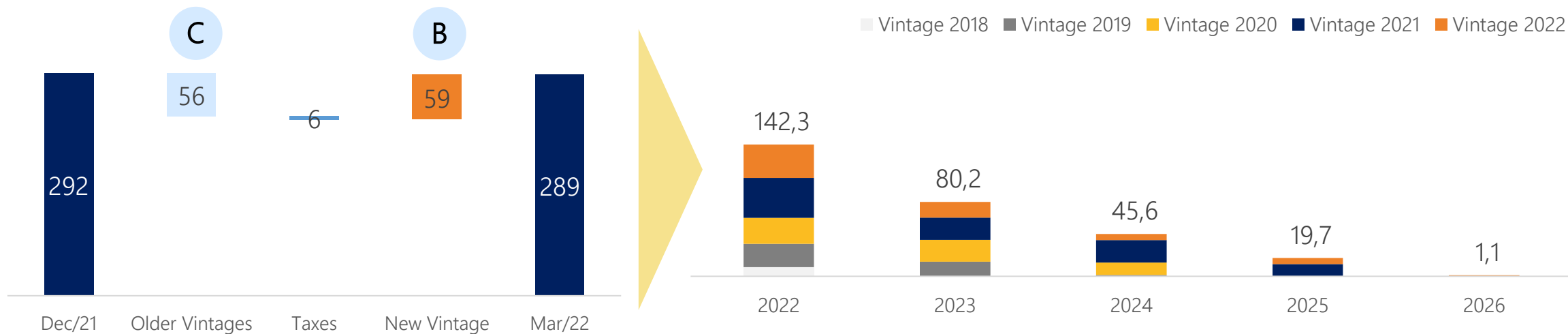
Deferred Recognition Schedule: R\$289 million

Net Revenue before redemption cost – R\$ mm



A

C

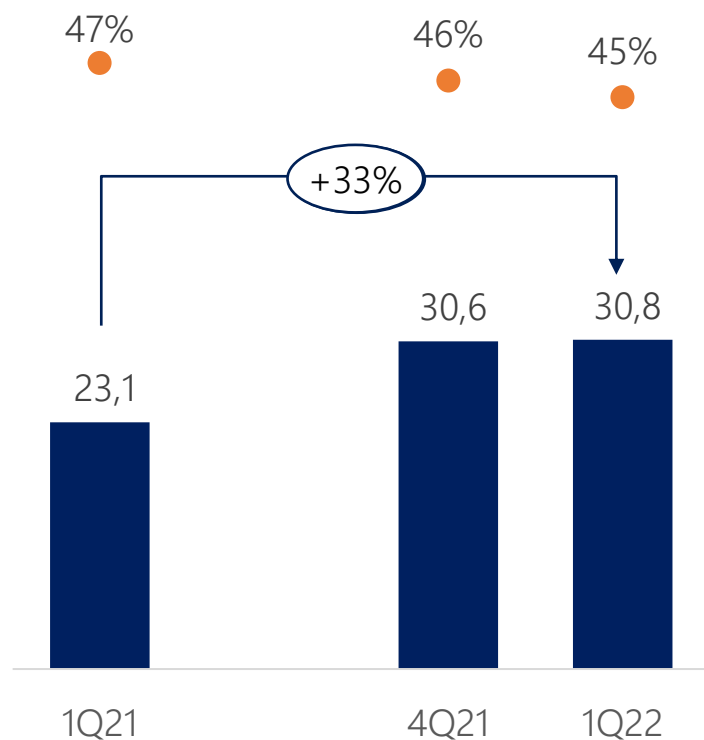


1Q22: Consolidated Results

Increase in Gross Profit Y-o-Y. SG&A in line with the use of proceeds strategy in the IPO

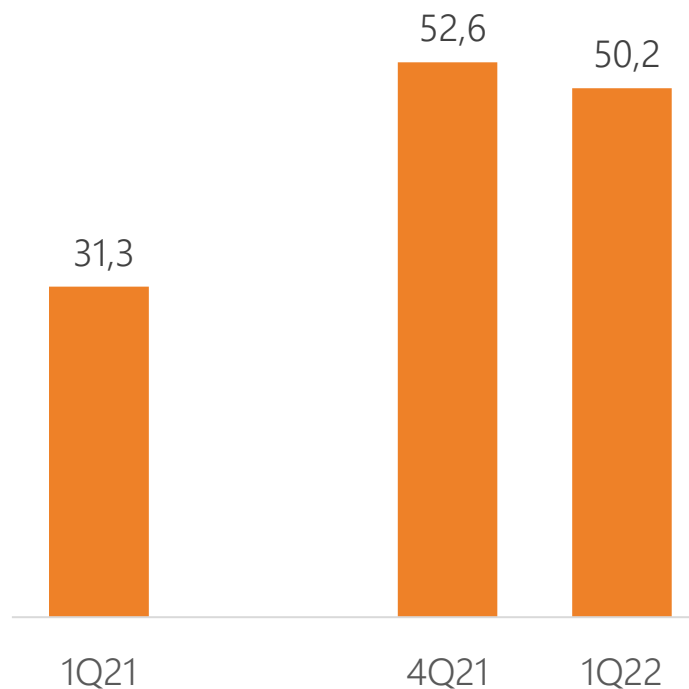
Gross Profit (R\$ mm) and Gross Margin (%)

Gross margin in 1Q22 impacted by higher share of BB Promotional Campaigns which have lower gross margin



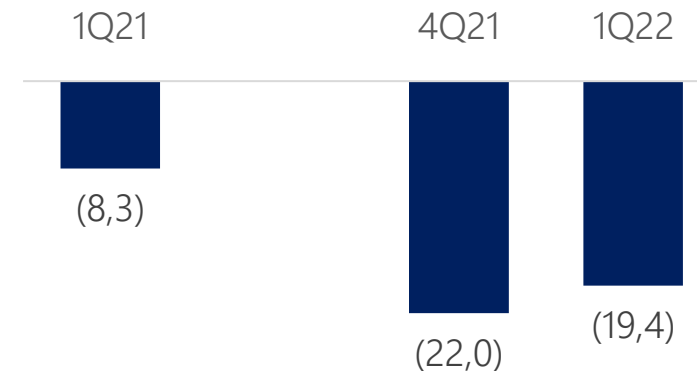
SG&A (R\$ mm)

Deacceleration versus 4Q21 due to optimization in marketing expenses in 1Q22



EBITDA (R\$ mm)

Negative EBITDA given by SG&A acceleration in line with IPO speech



Our priorities for the coming quarters

Focus on developing products and partnerships that will leverage cross-sell strategy



1 Billings growth

Financial sustainability



Loyalty Banks

Accelerate our cash cow



Loyalty Retail

Improve competitive edge



Marketplace

Growth and scalability

2 Boost cross-sell

Using Dotz's unique assets



Wallet

Enhance Loyalty's existing traffic (killher use cases)



Techfin

Leverage monetization of Dotz's assets (Cards and Credit)



B2C

Improve user experience and redemption journey (Dotz to cash, Datz Store and in app)



Growth Marketing

Boost cross-sell (serial monetization)

3 Focus on quality

Experience, security and scalability



Foundation

Prepare Dotz for exponential growth

Accelerating upsides from strategic partnerships



ANT
GROUP

vivo

Dotz powered by Noverde: We designed a plan that will guarantee the delivery of our short-term initiatives, initially focusing on maximize value generation with scalability by improving our capabilities and adding a differentiated consumer experience.





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