

# QUARTER REVIEW: 4Q23 & 2023

DOTZ INC.  
MARCH 2024

# OPERATIONAL PERFORMANCE

# 2023 Operational Highlights

Full and functional ecosystem, with products ready to scale and beginning of the inflection point with positive EBITDA

## We delivered what was promised in the IPO...

R\$ 2.2 mm

### 4Q23 EBITDA Breakeven

*Dotz stronger and generating results*



### Complete and ready ecosystem

*With Loyalty by coalition, SuperApp and Techfin, already with excellent initial performance*

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### Dotz Parcela (BNPL)

*Materialization of the entire Dotz Ecosystem integrated into a single product*

## ... and we are ready to leverage



### Cross-Sell Focus

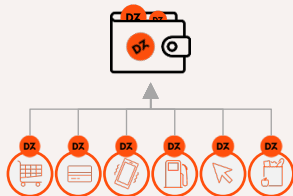
*By using our complete ecosystem, monetizing the Dotz's millions of user base*

# Dotz ecosystem is ready for expansion

Profitability, digitalization, POS presence, platform with Loyalty and Financial Products

## Loyalty by Coalition (2009-2018)

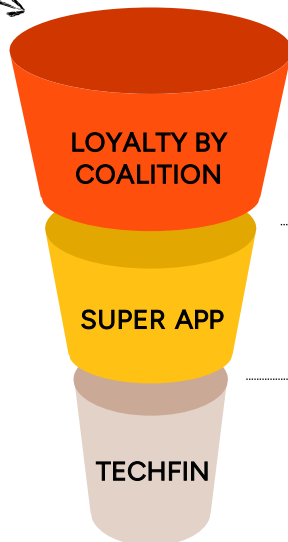
Partners from different segments using the same currency



Unique assets built over the years

- ✓ Presence at offline retail POS
- ✓ Unique data (transactional at SKU level)
- ✓ Engagement
- ✓ Tool to foster Sales increase for partners (retail, banks, pharma, telecom, industry)
- ✓ Online marketplace

54 million clients



## Engagement platform

Cross-sell of financial products on the Dotz basis

### Data



478,000 different SKUs  
11 billion SKUs at Dotz base

### Brand



Voted the most charming company in the loyalty segment<sup>1</sup>

### SuperApp

5.6 million  
downloads

### Marketplace

R\$ 238 million  
GMV processed in 2023

### Personal Loan

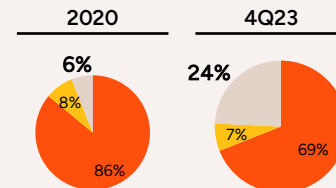
R\$ 287 million  
Credit origination in 2023<sup>2</sup>

151% of CDI  
FIDC partner profitability in 2023

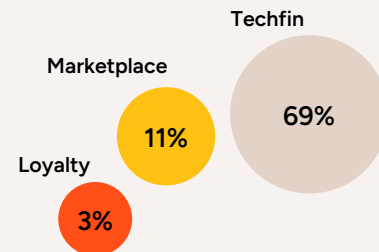
### Dotz Parcela

2x  
Customers who use Dotz Parcela post a higher purchase frequency when compared to the average retail consumer

## BILLING MIX (%)



## CAGR<sup>2</sup> 2020-2023 (%)



<sup>1</sup>Source: Consumidor Moderno

<sup>2</sup>Compound Annual Growth Rate, measures the growth in a specific period

# 2023 Evolution: Loyalty B2B

LOYALTY

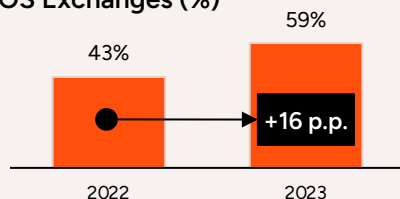
SUPER APP

TECHFIN

High-impact purpose (generate extra income for our customers) and customer acquisition for our ecosystem

## OFFLINE RETAIL

### POS Exchanges (%)



### New Signed Partnerships



Relaunch



New

### New Exchange API



### My Retail:

- Continuous improvements in 2023;
- Activations of industry products at the POS;
- Campaigns: Spending Mission;
- Campaigns: Reactivation;
- Complete view of campaign results.

### Strengthening partnerships with industries:

- 104 activate brands;
- More than 2,500 SKUS promoted in the period;
- 32% growth in promoted SKUs sales.

### Partnership with Industry



## BANKS

### NEW PARTNER:



### PROMOTIONAL CAMPAIGNS:

R\$ 17.6 mm in billings in 2023

- *Desejo OuroCard*
- *OuroAgro*
- *Broto*
- *Bolão Visa Copa Feminina*
- *Meu Parceiro BB com Ativos SA*



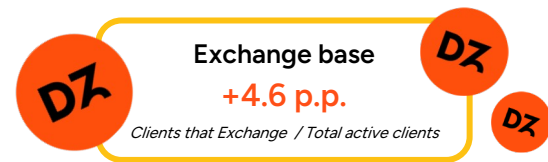
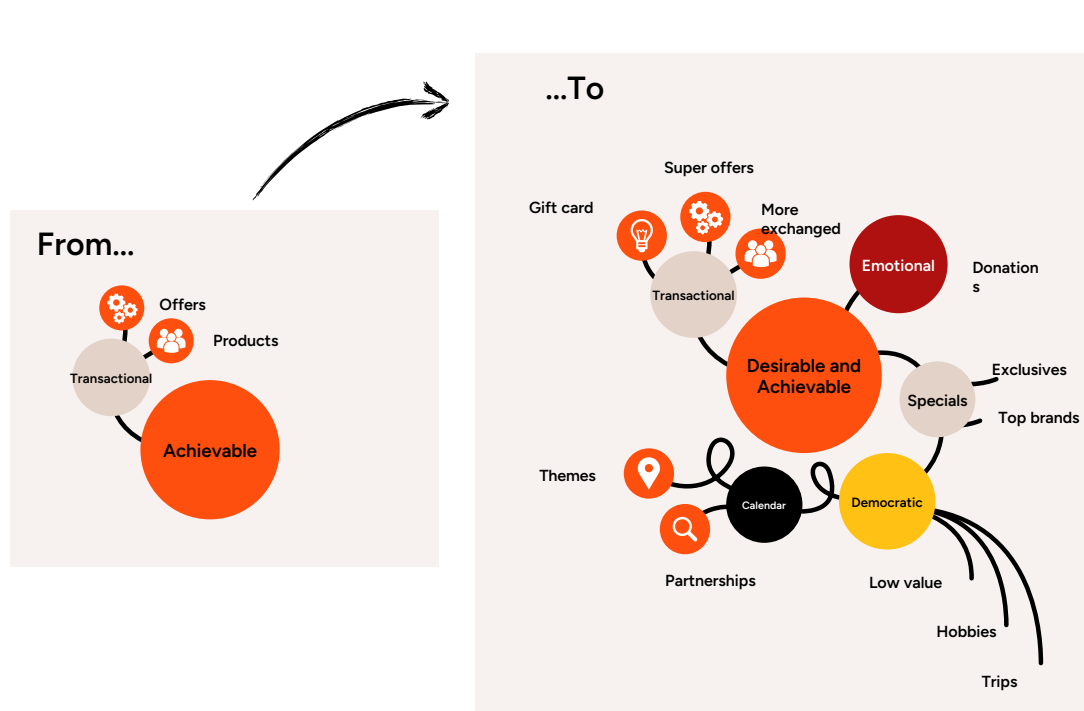
# 2023 Evolution: Loyalty B2C

LOYALTY

SUPER APP

TECHFIN

Customer more engaged and more likely to cross-sell at Dotz ecosystem



## New catalog positioning - desirable by customers and achievable

- themed and seasonal showcases connect with customer behavior
- inclusion of products from top brands
- growth of promotions and super offers in partnership with suppliers
- better exchange experience across all channels

## Channels expansion and greater proximity to the customer

- retail point of sale as a Leading role across channels
- exchanges for immediate consumption through shopping vouchers from top brands and refills
- application and website with good user experience

# 2023 Evolution: Super App

LOYALTY

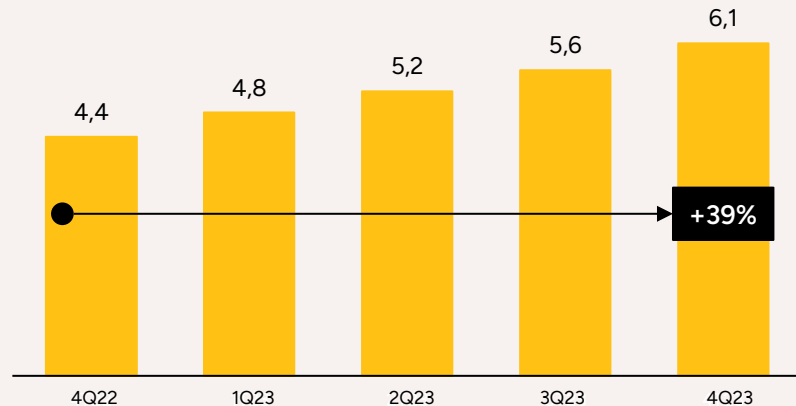
SUPER APP

TECHFIN

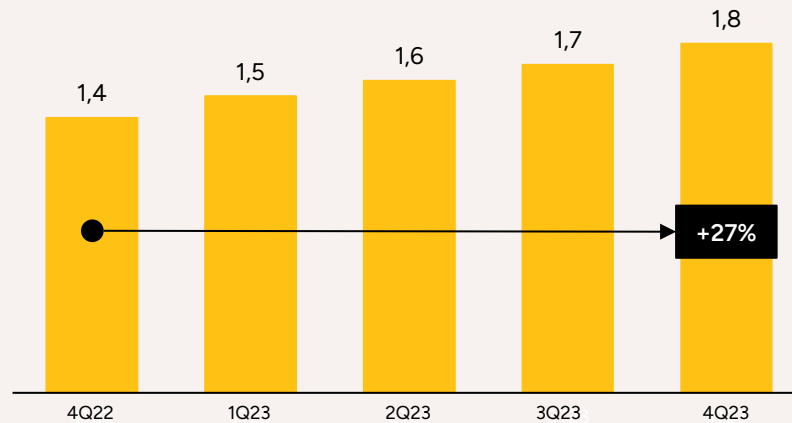
Improvements in security, UX impacting Dotz customers' digitalization

## DIGITAL ACCOUNT

App downloads (# mm)



Account registration (# mm)



## SuperApp Perception



Google Play

4,6★

79,8 mil avaliações



App Store

4,3 de 5

11,6 mil avaliações

# 2023 Evolution: Techfin

LOYALTY

SUPER APP

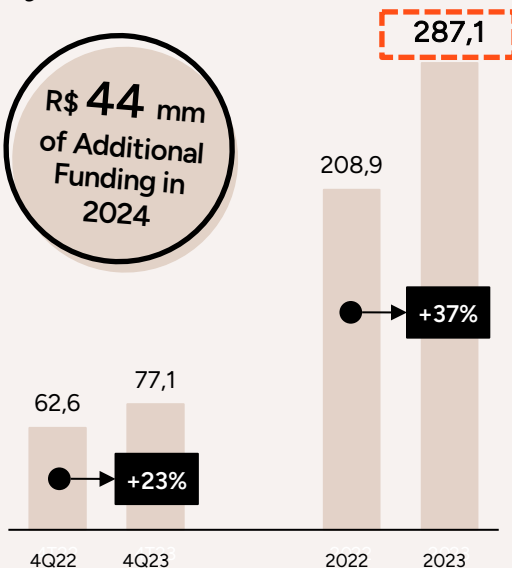
TECHFIN

Financial Products: Increase in credit origination coupled with increased portfolio profitability at the partner FIDC; asset-light model

## ORIGINATION (R\$ mm)

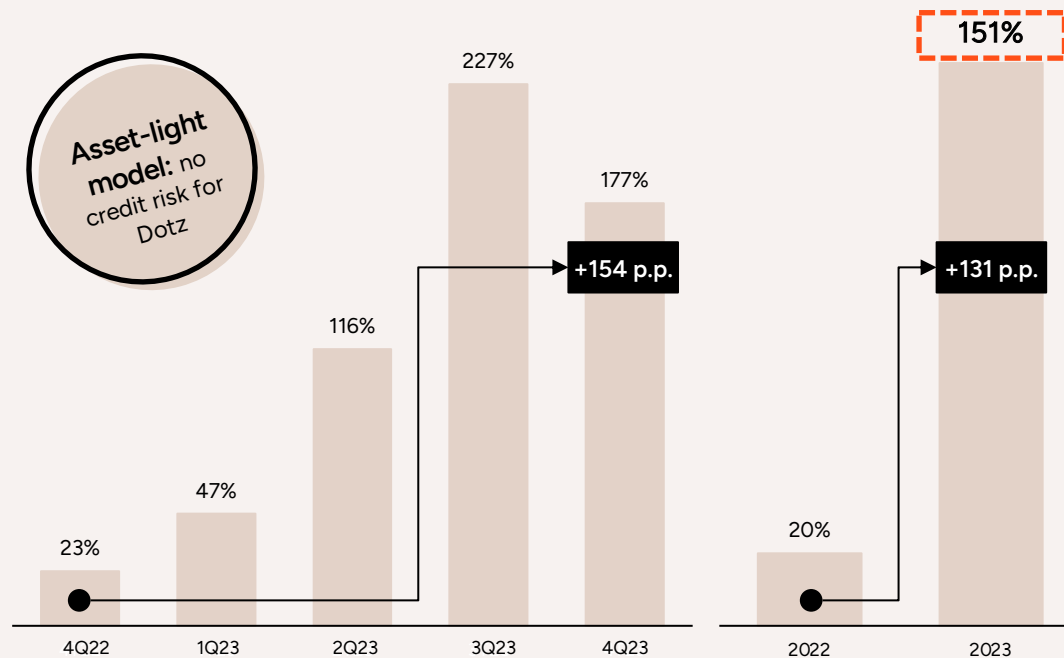
Note.: NoVerde  
Acquisition in  
Aug/22

R\$ 44 mm  
of Additional  
Funding in  
2024



## FIDIC RETURN\* (% CDI)

Asset-light  
model: no  
credit risk for  
Dotz



\* FIDIC return in the period / CDI accumulated in the period



# 2023 Evolution: Techfin

LOYALTY

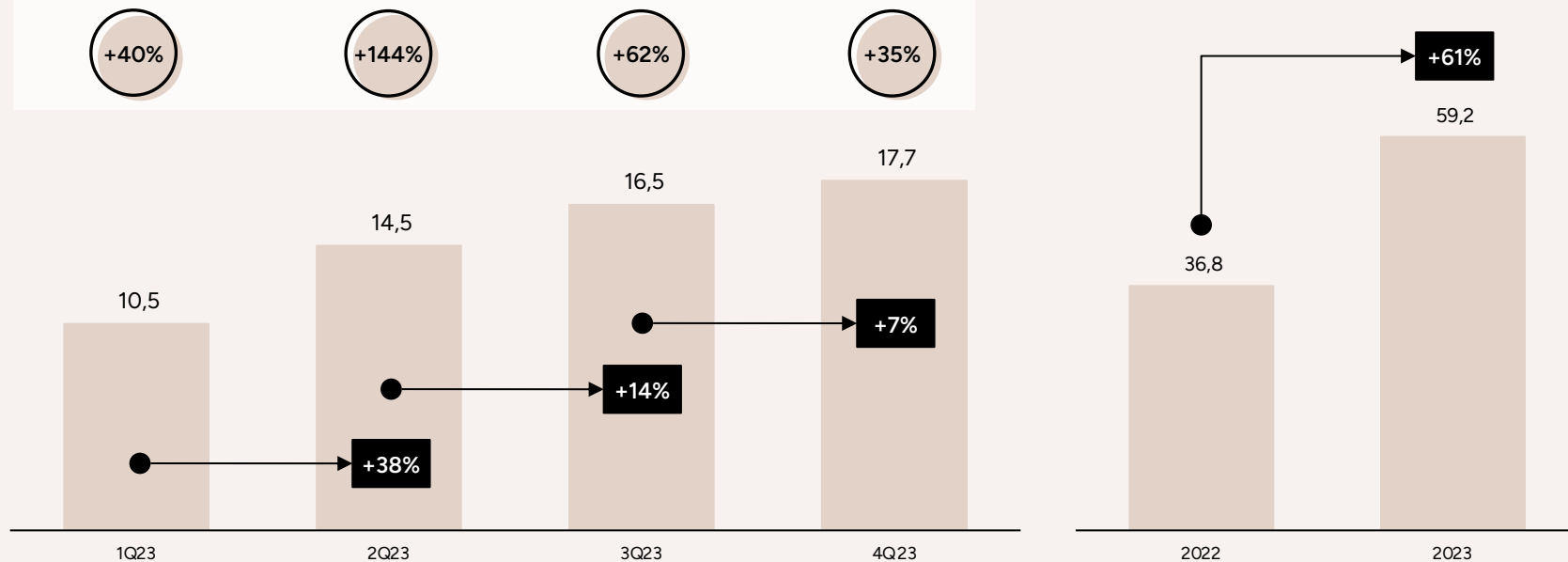
SUPER APP

TECHFIN

Consistent growth of financial services in the Dotz ecosystem

## BILLINGS (R\$ mm)

Growth YoY



# 2023 Evolution: Techfin

LOYALTY

SUPER APP

TECHFIN

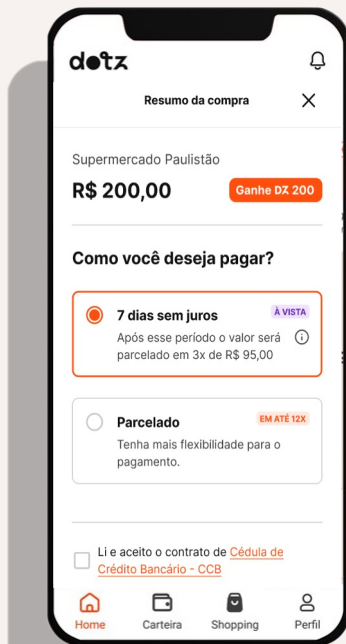
Dotz *Parcela*: new product already being tested with our partners. Usability and market-fit approved, ready to scale across Dotz existing base

## Benefits for the Partner

- MDR Economics
- Zero credit risk
- +Sales: increase in frequency and ticket
- Payment in installments at POS

## Benefits for the Customer

- **Flexibility:** 7 days interest-free or up to 6 installments
- **Convenience:** simple payment
- **Increased purchasing power**



**2x**  
+ FREQUENCY

**60%**  
+ NEW CLIENTS FOR PARTNER

**90%**  
+ R\$ TICKET OF USERS

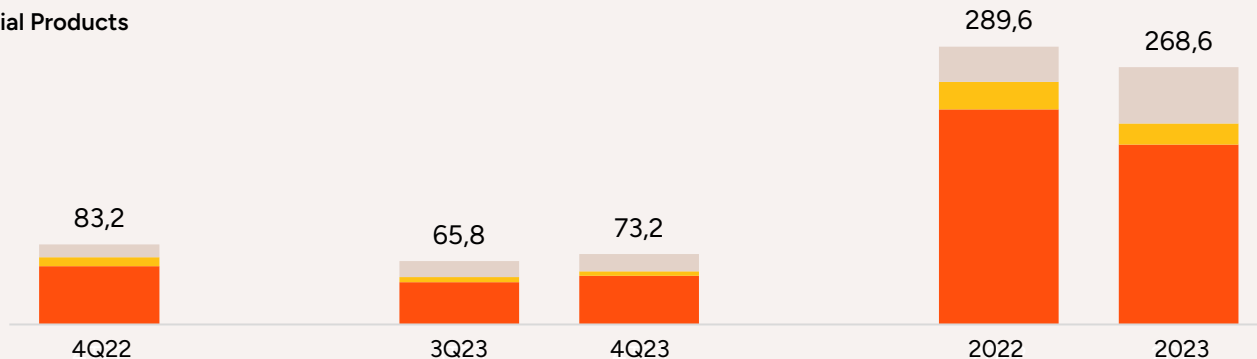
# FINANCIAL PERFORMANCE: 4Q23 RESULTS

# Increased Techfin billing mix – Financial Products

Transformation from a Loyalty company by coalition into a full ecosystem, with financial products monetizing the customer base

Billings (R\$ mm)

- Techfin – Financial Products
- Marketplace
- Loyalty



Techfin as a %  
of Billings

16%

25%

24%

+8p.p.

13%

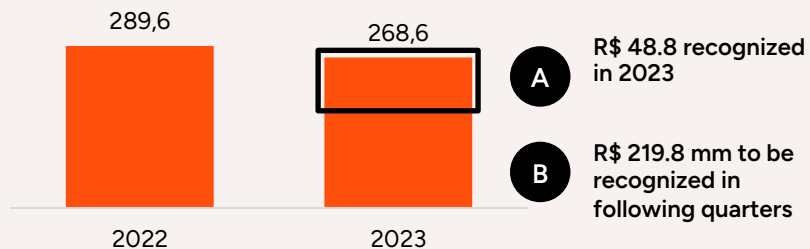
22%

+9p.p.

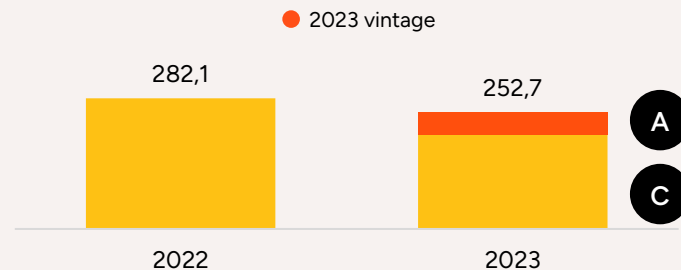
# Deferred revenue evolution

Net Revenue before Redemption Costs of R\$252.7 million in 2023

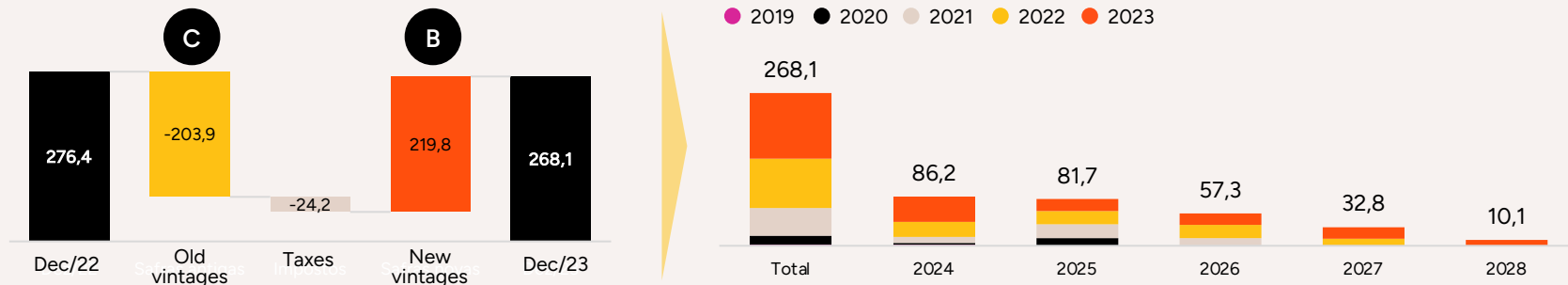
Billings (R\$ mm)



Net Revenue before Redemption Costs (R\$ mm)



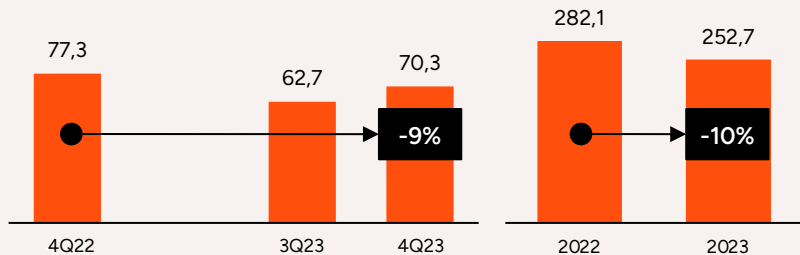
Deferred revenue recognition schedule: R\$268,1 million



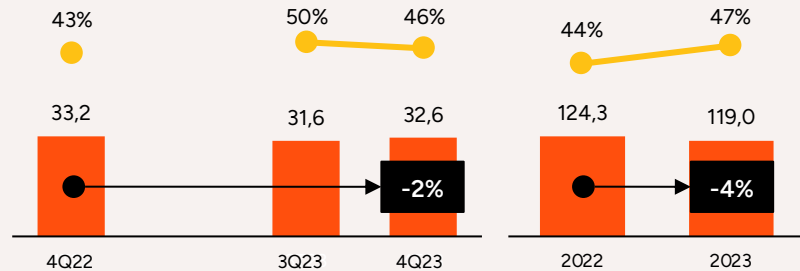
# 4Q23 results with significant improvements in profitability

Profitability: gross profit with margin improvements and significant reduction in SG&A leading to EBITDA Breakeven in 4Q23

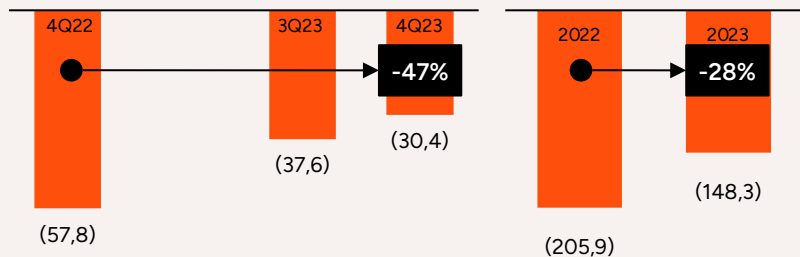
### Net Revenue before Redemption Costs (R\$ mm)



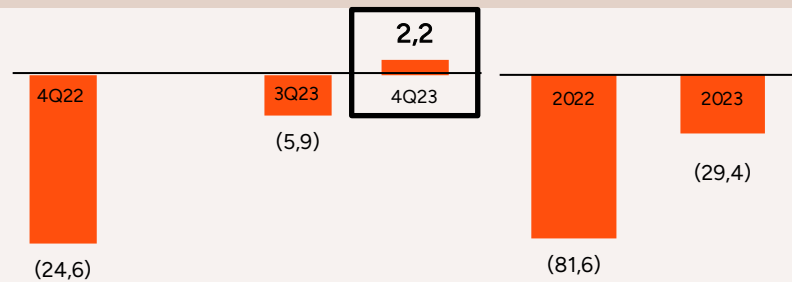
### Gross Profit (R\$ mm) and Gross Margin (%)



### SG&A (R\$ mm)



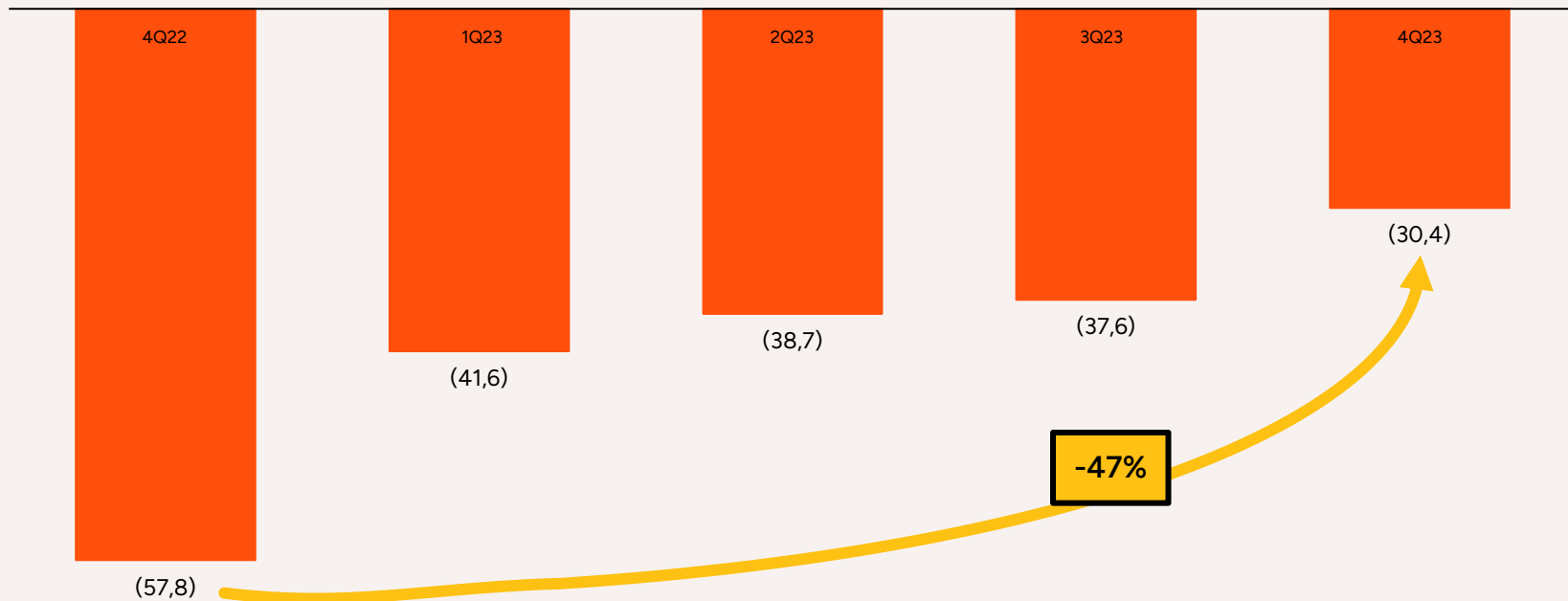
### EBITDA (R\$ mm)



## Highlight: SG&A evolution and structure readjustment

Constant evolution and expense structure optimization allowed a 47% reduction in SG&A 4Q23 vs 4Q22

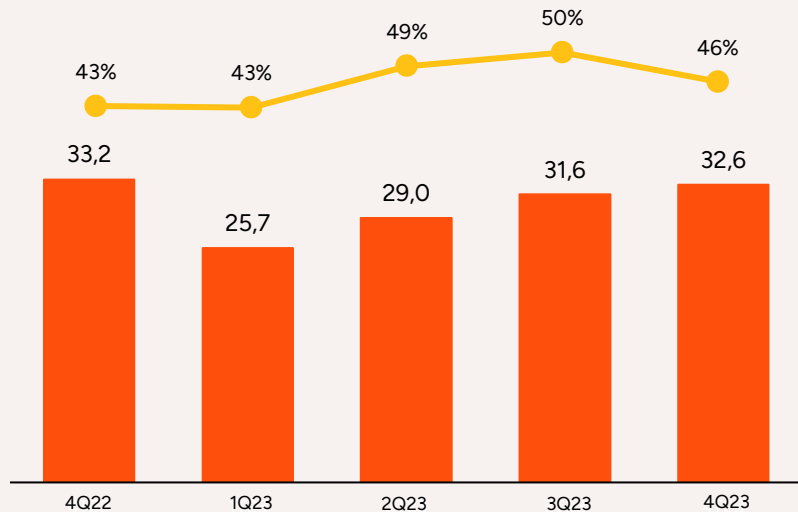
SG&A (R\$ mm)



# Highlight: EBITDA evolution and Breakeven in 4Q23

Results of investments in recent years resulting in profitability in 4Q23

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



Techfin as a % of Billings:

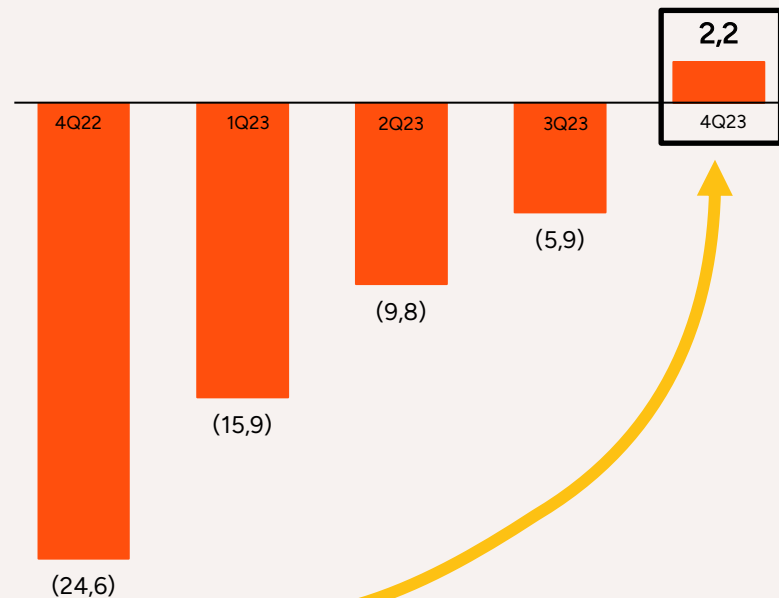
16%

23%

25%

24%

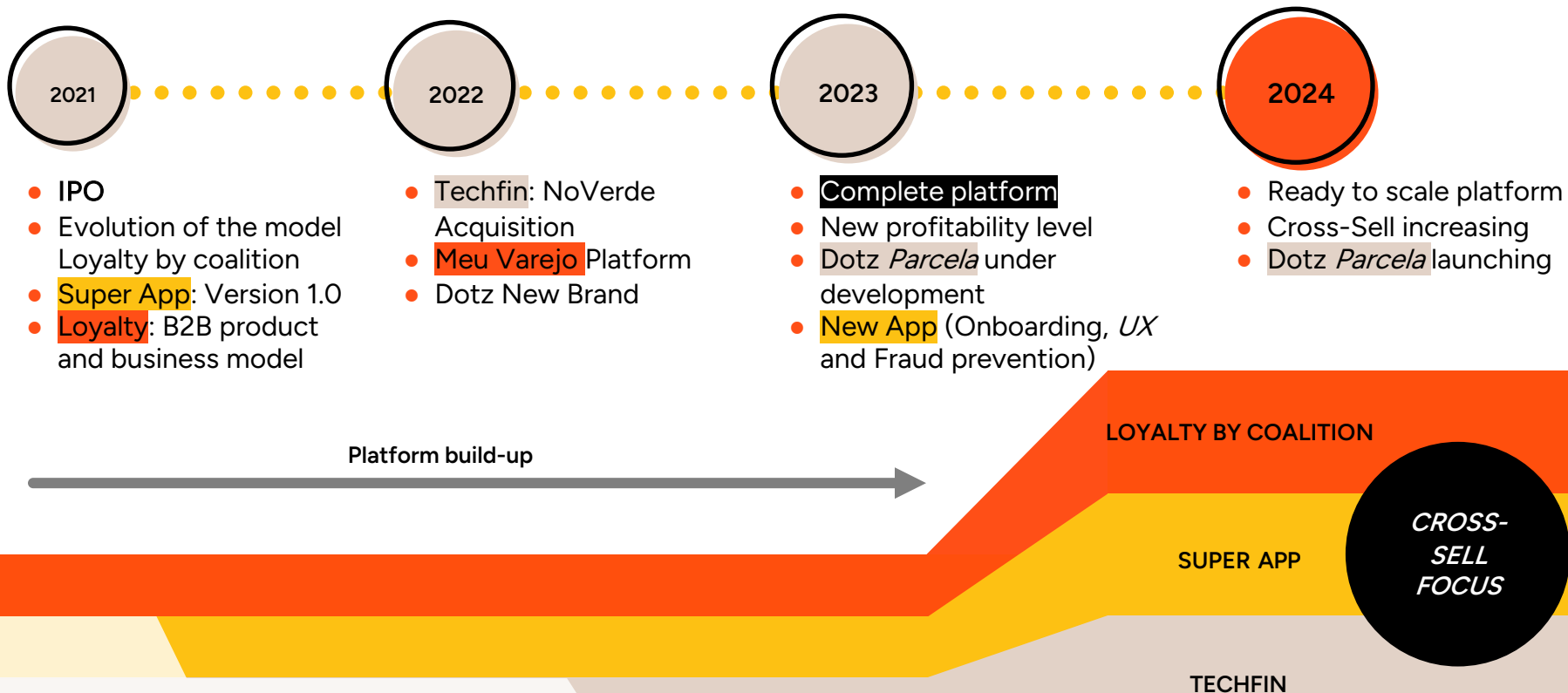
EBITDA (R\$ mm)





# Our evolution: full ecosystem ready to scale

Since the IPO, we have built the complete platform combining Loyalty, Super App and Techfin.  
With the platform ready, we are ready to increase cross-sell in 2024



# Thank You!



**dotz**