



Results Presentation **1Q22**

May 13th, 2022

Disclaimer



The statements contained in this document related to business prospects, projections on operating and financial results and those related to Locaweb's growth perspectives are merely projections and, as such, are based exclusively on the expectations of the Board about the future of the business. These expectations depend materially on market conditions, the performance of the Brazilian economy, the sector and international markets and, therefore, are subject to changes without notice. All variations presented here are calculated based on numbers in thousands of reais (unless otherwise stated), as well as rounding. This performance report includes accounting and non-accounting data such as operational, organic and pro forma financial data and projections based on the expectations of the Company's Management. The non-accounting data have not been reviewed by the Company's independent auditors



Highlights



Fernando Cirne
CEO

locawebcompany

Quarter Highlights

- **1Q22 Results** aligned with the Company's budget plan
- Recurring e-commerce customer base (Tray, Bagy, Dooca and Bling) showed strong **growth in 1Q22** and reached **134.7 thousand subscriptions**
- We kept up the pace of **adding customers** in the Commerce segment for the 3rd consecutive quarter
- Net Revenue showed growth of **54.6%** in 1Q22 vs 1Q21
- Organic Commerce recording a **growth** in Net Revenue:
 - 1Q21 vs 1Q22: **+44%**
 - 4Q21 vs 4Q20: **+42%**
- Commerce segment already accounts for **58.0%** of the Group's Net Revenue
- **Maintenance** of organic EBITDA margins for **three quarters in a row**
- **Evolution of EBITDA margin of the acquired companies** compared to 4Q21
- The ecosystem generated **BRL 11 billion in GMV**

Consistent evolution of the
e-commerce paying
subscriber base

tray.

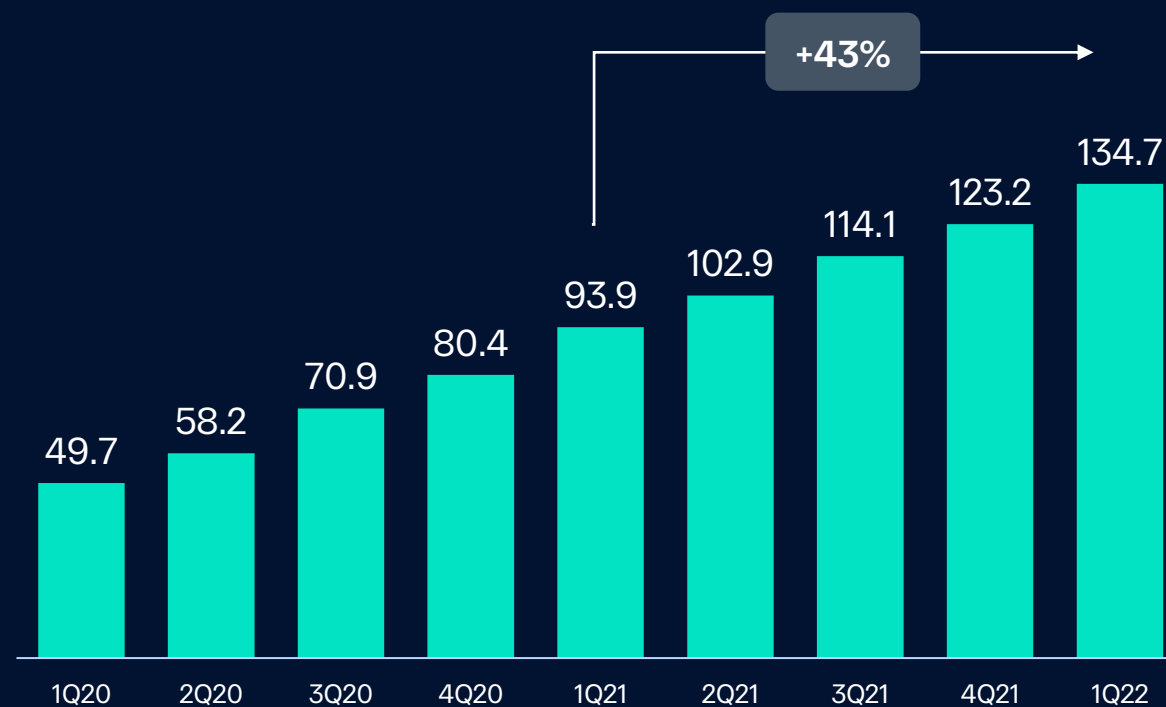
bling!

DOOCA
COMMERCE

bagy

E-commerce subscribers

Thousand

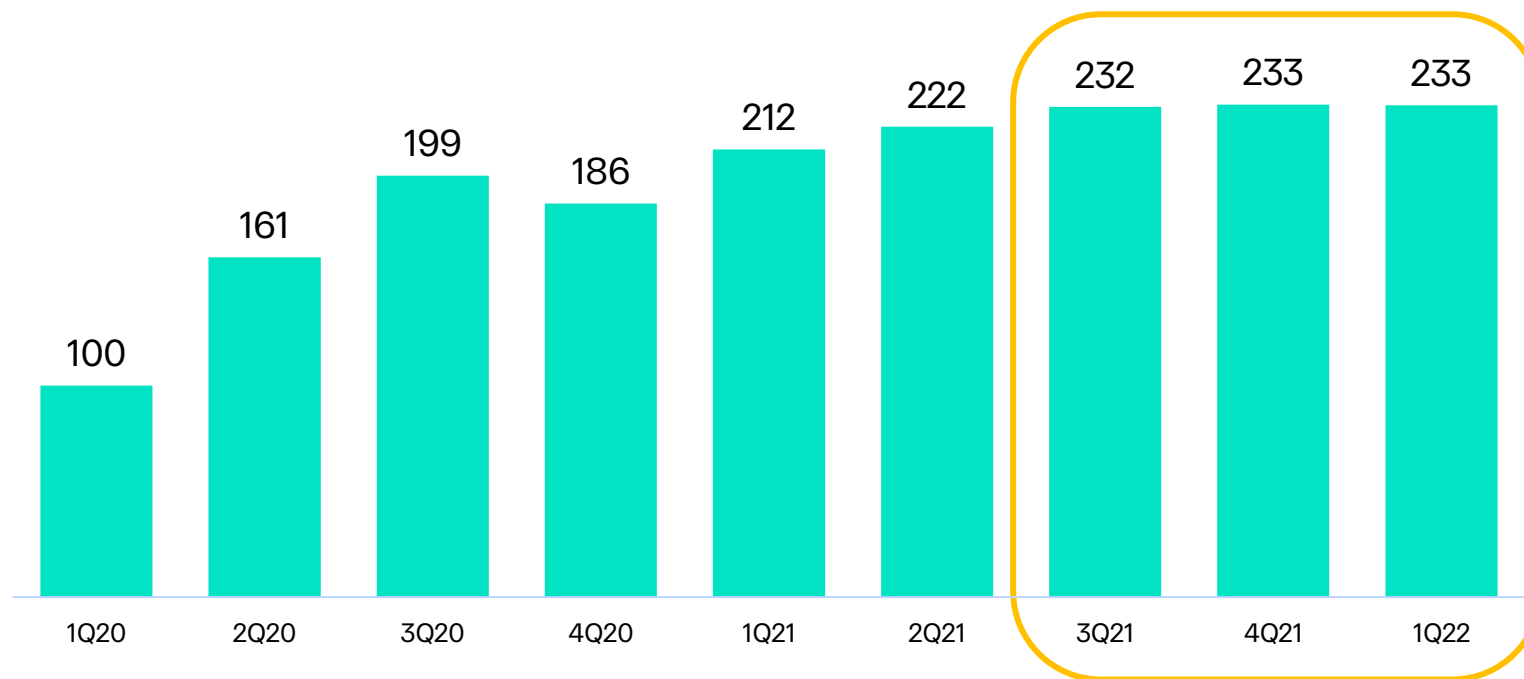




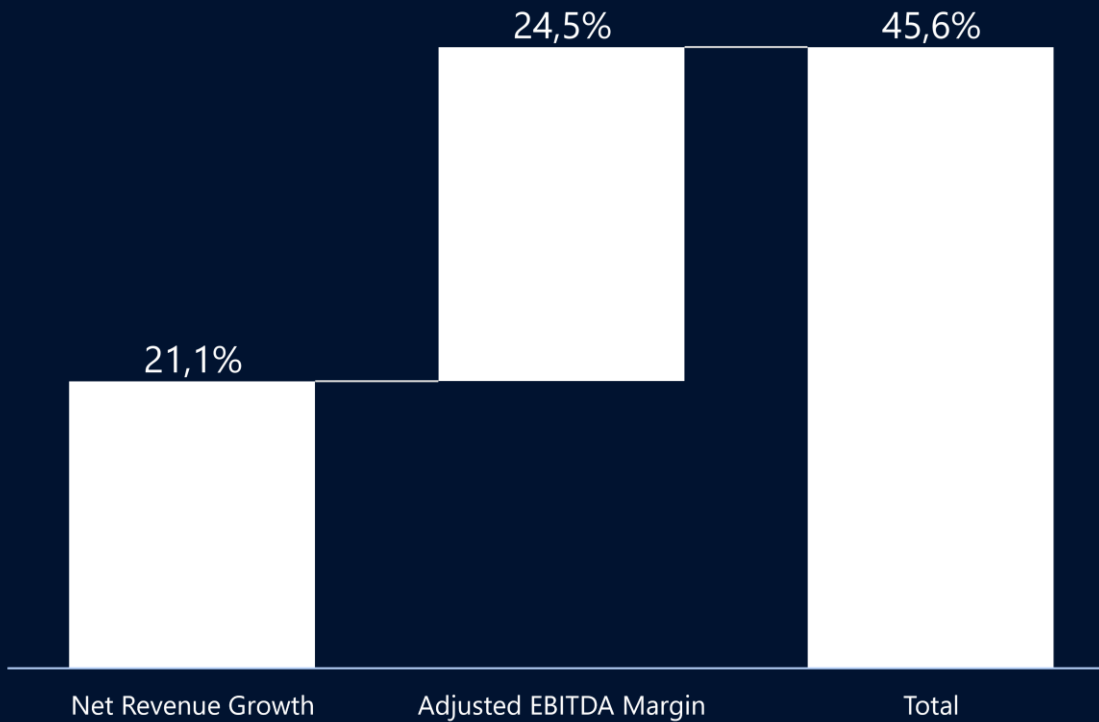
Maintaining the pace of adding new e-commerce subscribers

Addition of stores

Base 100 in 1Q20

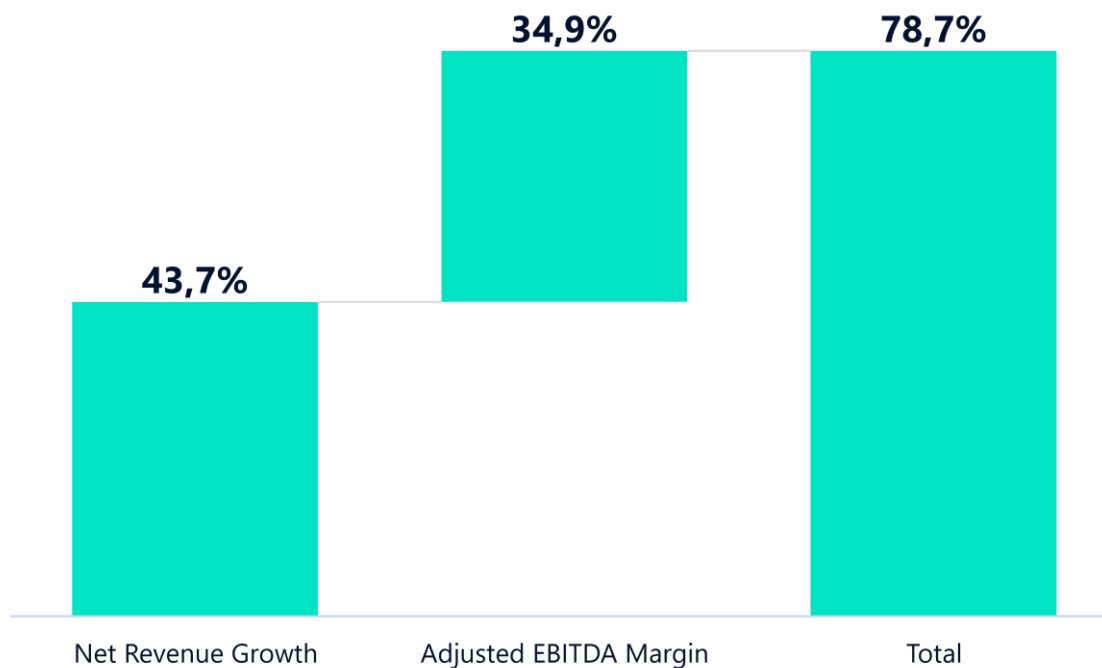


“Rule of 40” – Consolidated Organic Operation (BeOnline / SaaS and Commerce)



“Rule of 40”
Consolidated organic operation
reached 45.6% in 1Q22

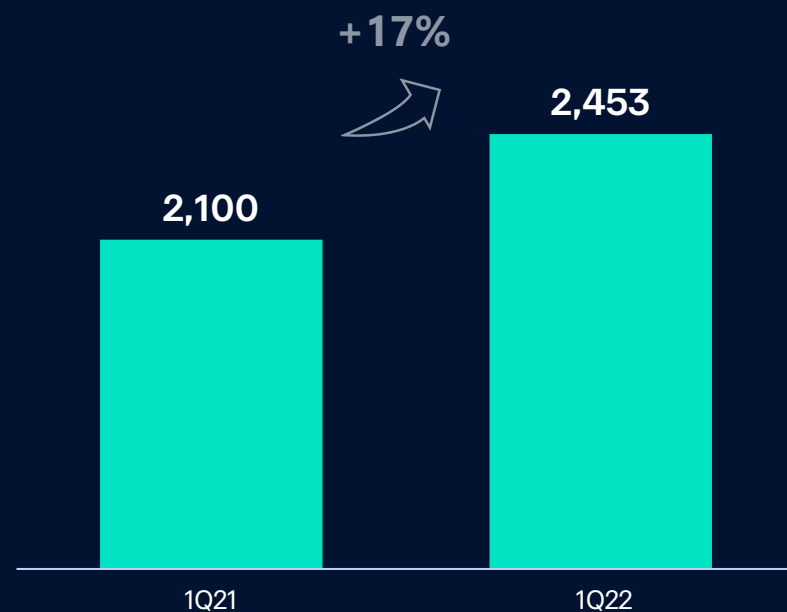
“Rule of 40” – Organic Operation of the Commerce segment



“Rule of 40” – **Commerce** organic operation reached **78.7%** in 1Q22

GMV of e-commerce Platform

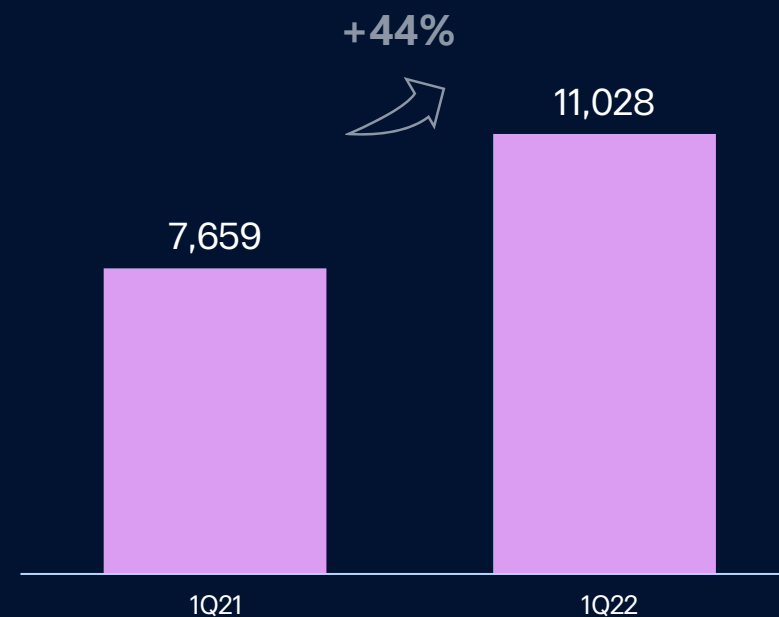
R\$ million



GMV on the e-commerce
Platforms

Ecosystem GMV

R\$ million



GMV on e-commerce platforms plus GMV traded
on marketplaces via ERP operations and
marketplace integrators

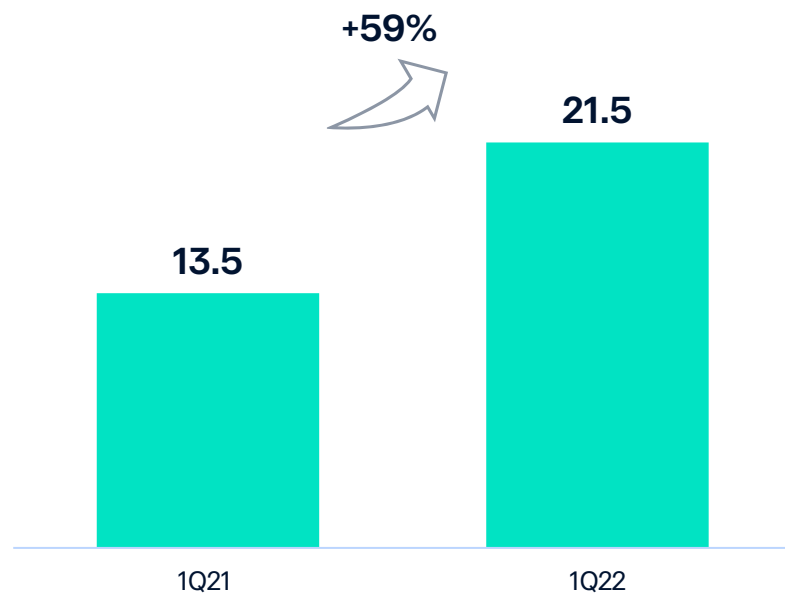
Quarter Highlights – Overview of Acquired Companies

- In general, the acquired companies are performing according to the Business Plan of the acquisition:
 - **Growth** acceleration
 - Profitability will be close to organic growth from **2 to 4 years** after the acquisition
- Performance of the major acquisitions
 - **Bling** and **Melhor Envio**:
 - The two companies accounted for about 50% of the revenue of the acquired companies
 - Combined growth in Net Revenue over **70%** in 1Q22 vs 1Q21
 - **Squid**: Acceleration in Net Revenue growth in 1Q22 vs 1Q21 (**+40%**)

Performance of Acquired Companies

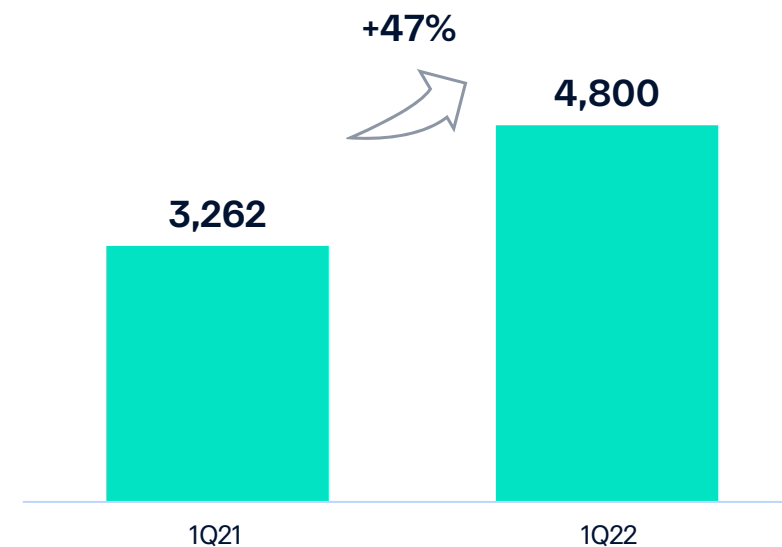
GMV of Bling Invoices (on and offline)

R\$ billion



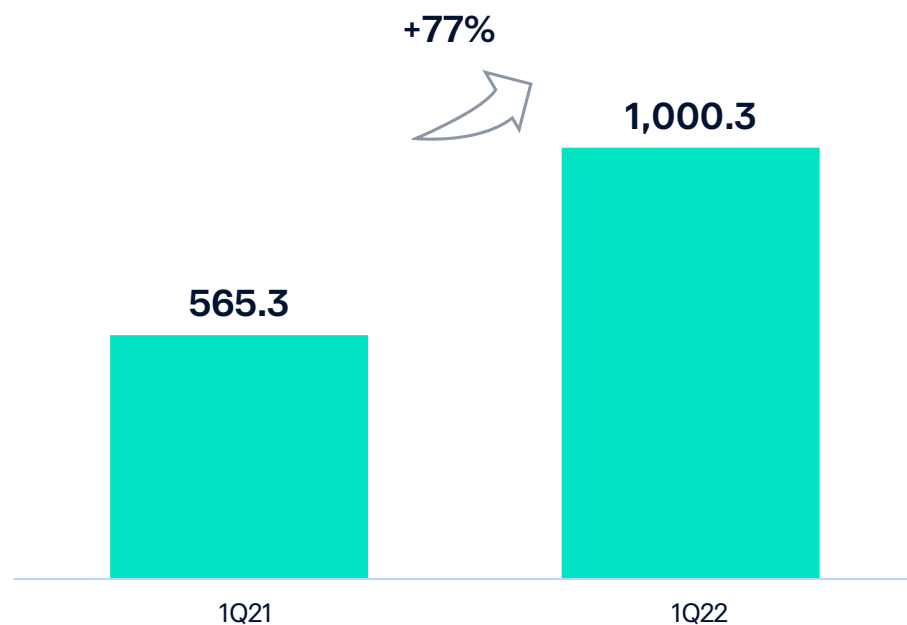
Number of tags generated in Melhor Envio

In thousands

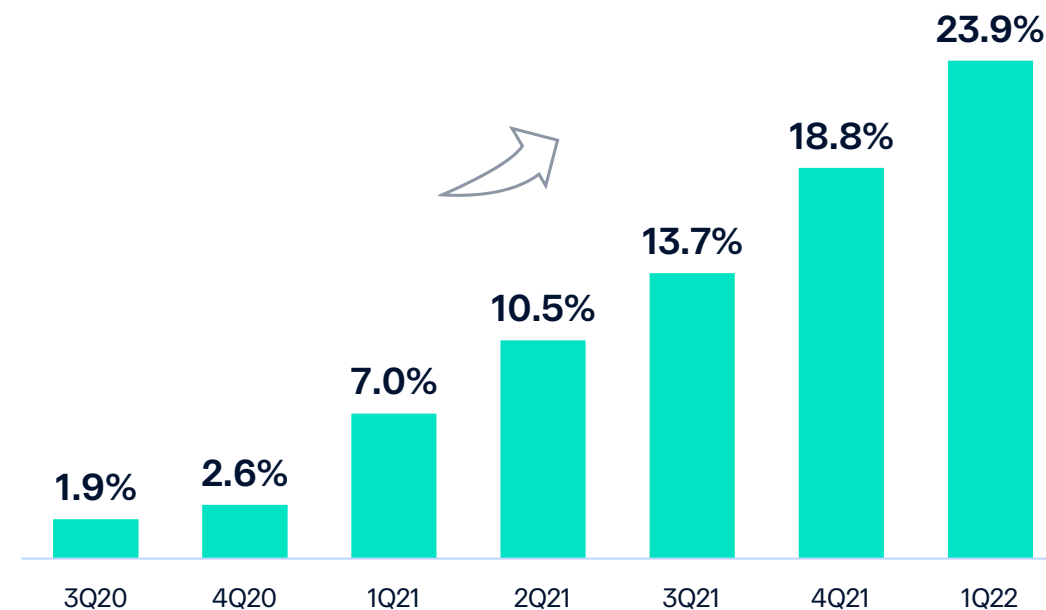


Methods of Payment

TPV
R\$ million




% of the TPV generated in synergies



Brand Evolution - Mother Brand

- Locaweb brand is currently mainly used for BeOnline / SaaS products
- With the growth of the Commerce segment, several other brands were created and acquired
- The group lacked an institutional brand for the consolidation of all the other brands
- Locaweb brand had strong attributes to be used as a mother brand and, thus, Locaweb Company was created

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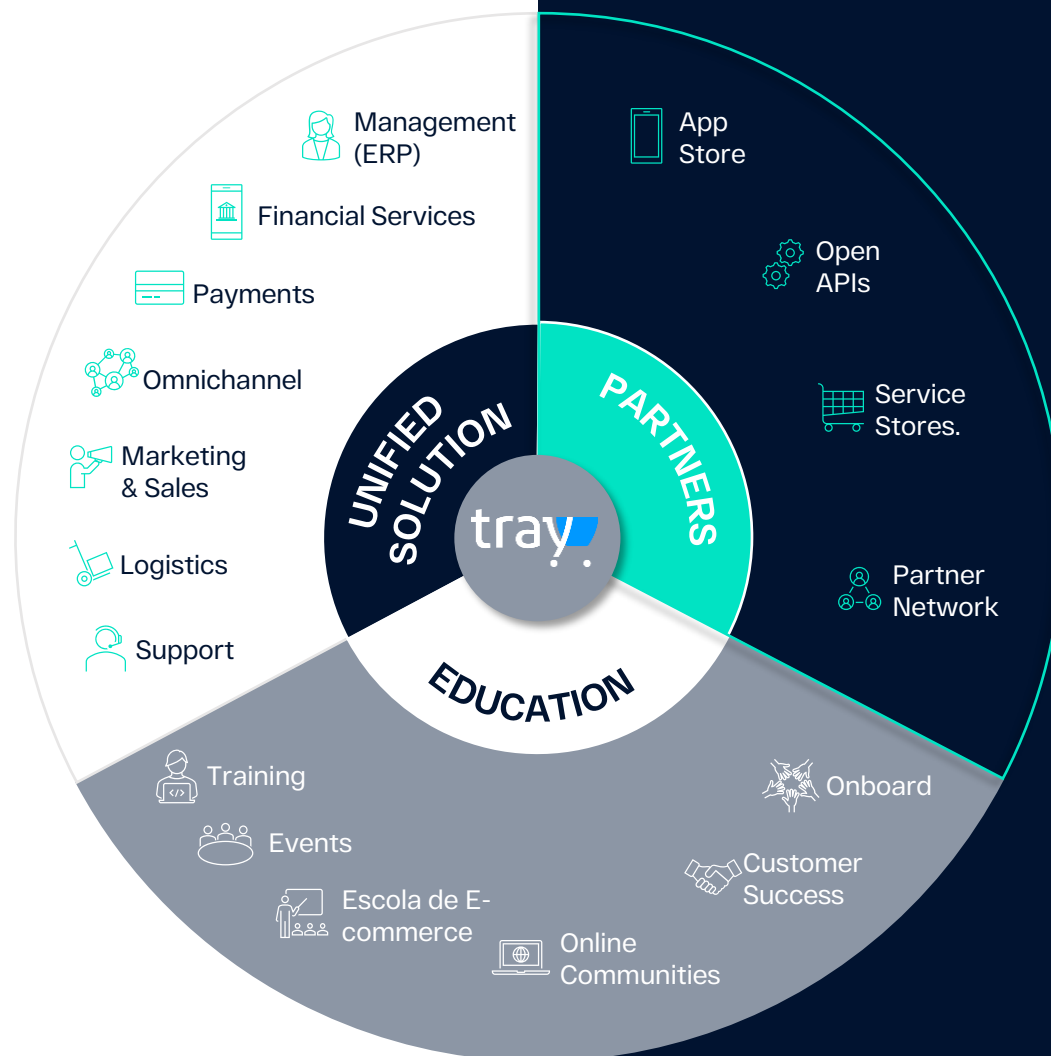
Brand Evolution - Consolidations

- Yapay + Vindi = **Vindi**
- All In + Social Miner = **All In**
- The brand structuring and architecture process is dynamic and we are working on **new consolidations**

Quarter Highlights Product Evolution

Increasingly complex e-commerce environment

Locaweb Company's mission is to provide conditions for our customers to have access to the same tools used by large retailers in an integrated environment



Marketing & Sales

- Integration with Marketplaces
- Facebook (1st in Latin America)
- WhatsApp (1st in Latin America)
- Instagram
- Tik-tok
- Dropshipping
- Conversational Commerce
- Digital Influencers
- Google PMax
- Email Marketing + AI + Behavioral targeting

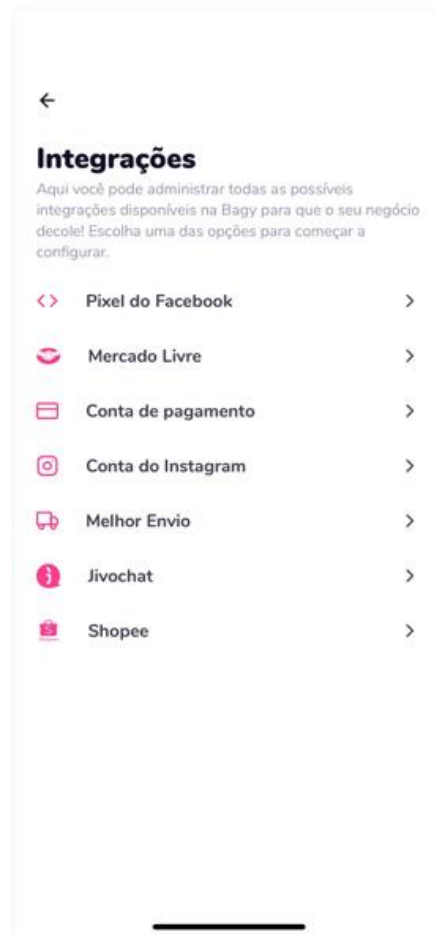
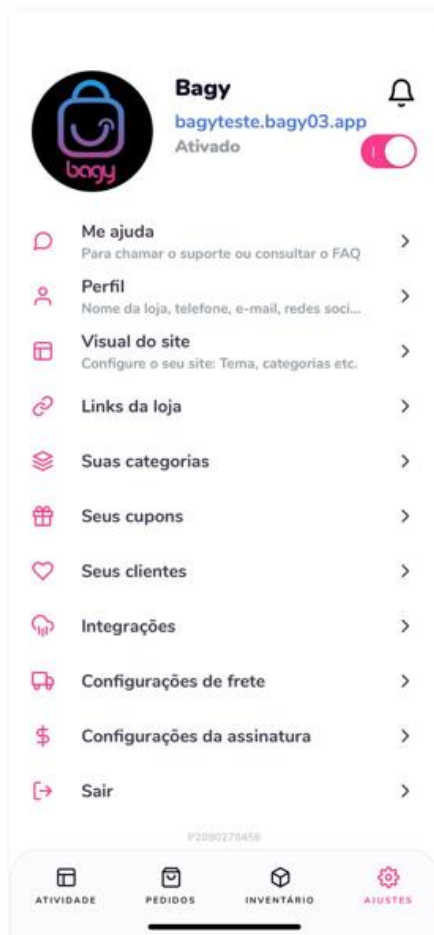
Example of
integration
between products
and services –
Credit on Tray's
Panel





Integration between Bagy and Melhor Envio

Providing Bagy's store owners with the full logistics offer available on the user's control panel



Loja Virtual Rede – Partnership with Dooca Commerce

The collage features three main promotional graphics and a social media post:

- Graphic 1 (Left):** Titled "Olha a novidade!" (Look at the novelty!). It features a woman in an orange shirt packing a box, surrounded by floating icons of a shopping bag, sunglasses, and shoes. The text reads: "Loja Virtual Rede" and "Bora criar seu próprio e-commerce e atrair ainda mais clientes do Brasil inteiro?" (Let's create your own e-commerce and attract even more customers from all over Brazil?).
- Graphic 2 (Top Right):** Titled "Quer um motivo pra ter a sua própria Loja Virtual Rede?" (Want a reason to have your own Loja Virtual Rede?). It features a large @ symbol surrounded by shopping icons. The text reads: "A gente trouxe vários!" (We brought several!).
- Graphic 3 (Bottom Right):** Titled "JÁ CONHECE A Loja Virtual Rede?" (Do you already know Loja Virtual Rede?). It features a computer window interface with a question mark icon. The text lists benefits: "• Solução completa pra gerenciar seu negócio, com meio de pagamento e antifraude incluso." (Complete solution to manage your business, with payment method and anti-fraud included.), "• Você adiciona os produtos que quer vender, define os preços e as formas de entrega." (You add the products you want to sell, define the prices and delivery methods.), and "• Ainda pode deixar a loja com a sua cara, customizando como quiser." (You can still leave the store with your own look, customizing as you wish.).
- Social Media Post (Center):** A screenshot of an Instagram post from the account "rede". The post text says: "Tem novidade na área! Chegar a vender online pro Brasil inteiro ficou mais fácil. Experimentar por 14 dias grátis! Faça seu login no Portal Rede e saia de casa!" (There's a novelty in the area! It's easier to sell online in all of Brazil. Try for 14 days free! Log in to the Rede Portal and leave home!). The post includes a hashtag #VemDeRede and shows engagement from users like @ricardo_vrlc, @andreiaillarrubia, and @alexandraborgesdelucena.



Management app for self-employed and individual micro-entrepreneurs with an integrated digital account





Results



Rafael Chamas
CFO and IRO

locawebcompany

1Q22 Results Highlights



+55%

Net Revenue in 1Q22 vs 1Q21
(R\$ 248.8 million)



+121%

Commerce Net
Revenue in 1Q22 vs
1Q21



+44%

Net Revenue Organic Growth
in Commerce



+43%

Platform Subscriber Base
(134.7 thousand subscribers)



+77%

TPV in 1Q22 vs 1Q21
R\$ 1 billion



R\$ 11 bi

GMV generated across the
Ecosystem



R\$ 30 mm

Adjusted Net Income in
1Q22



R\$ 1.6 bi

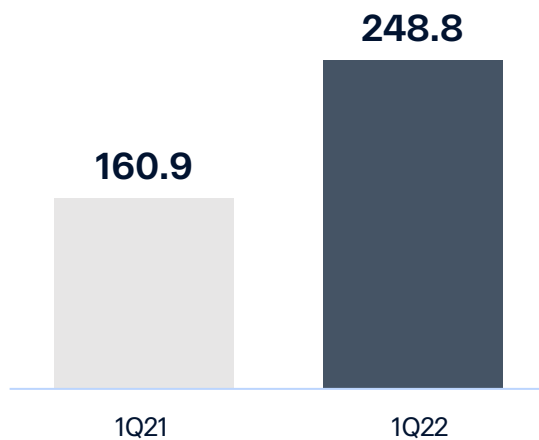
Net cash position

Net Revenue

Consolidated

R\$ mi

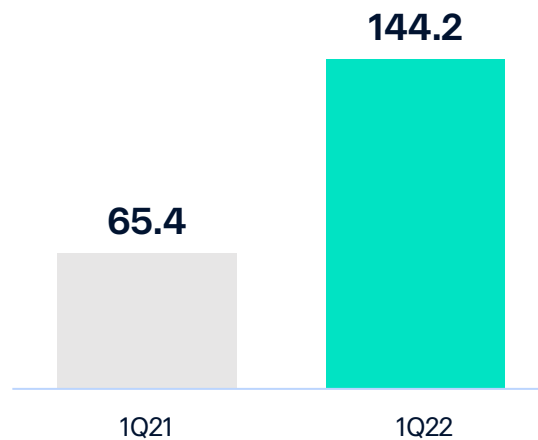
+54.6%



Commerce

R\$ mi

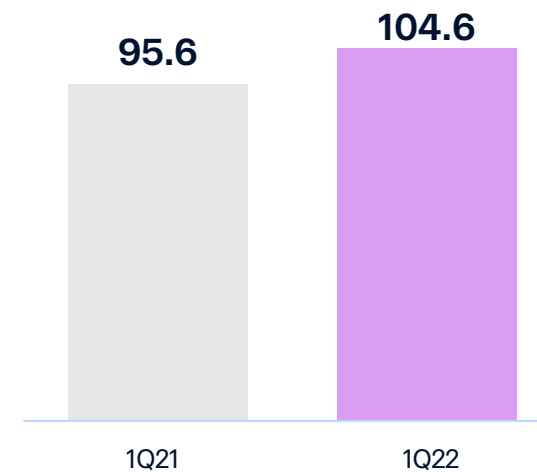
+120.6%



BeOnline / SaaS

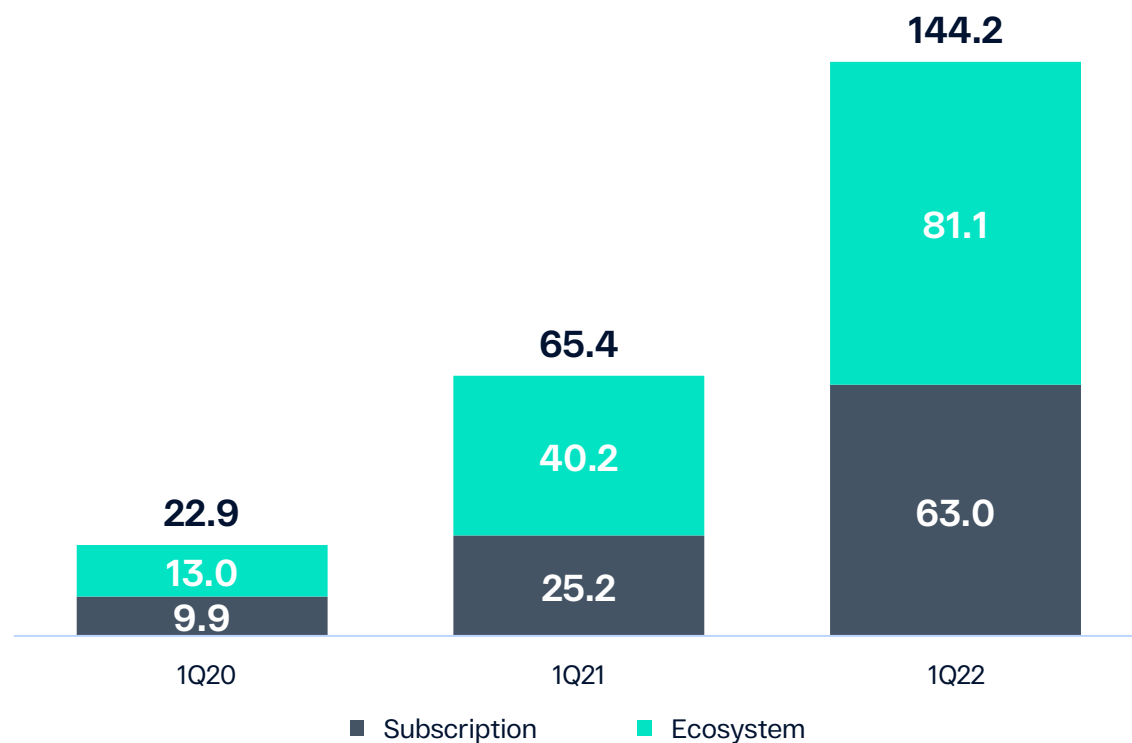
R\$ mi

+9.4%



Commerce Net Revenue

R\$ mi

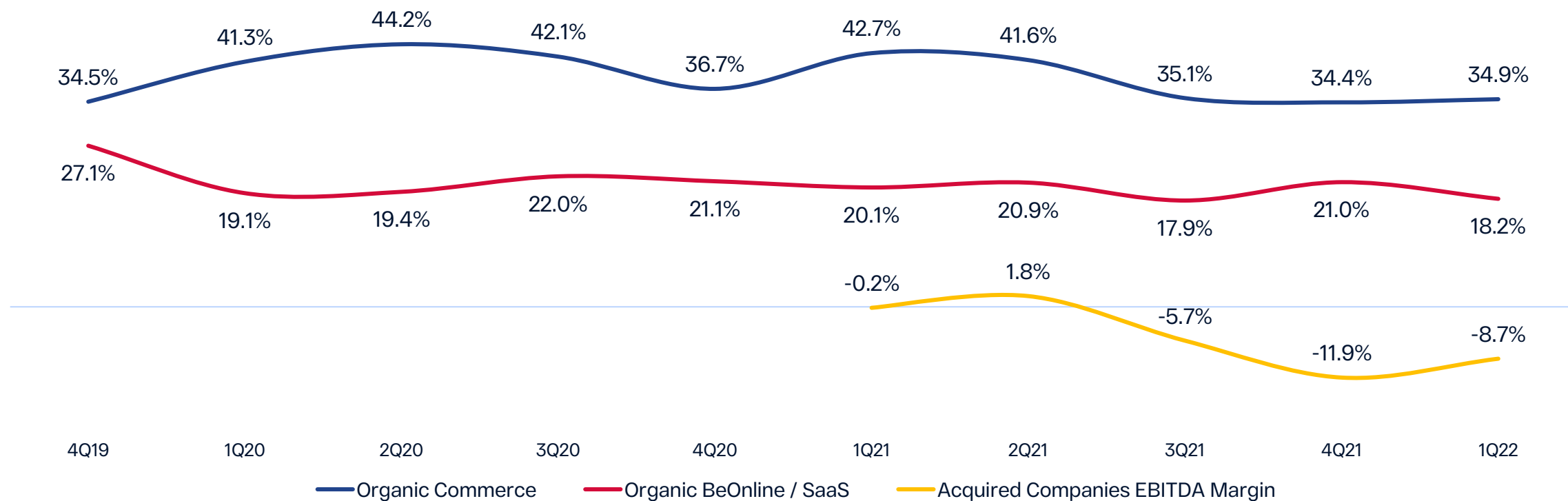


Accelerated growth in the Commerce segment

- Platform Subscription Revenue (+150%)
- Ecosystem Revenue (+102%)

Margin dynamics

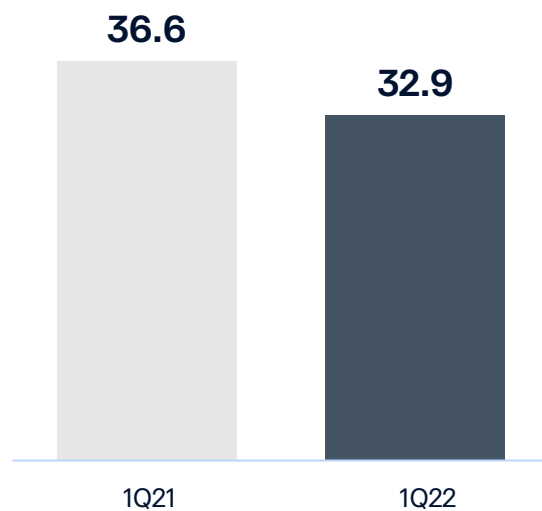
Adjusted EBITDA Margin



Adjusted EBITDA

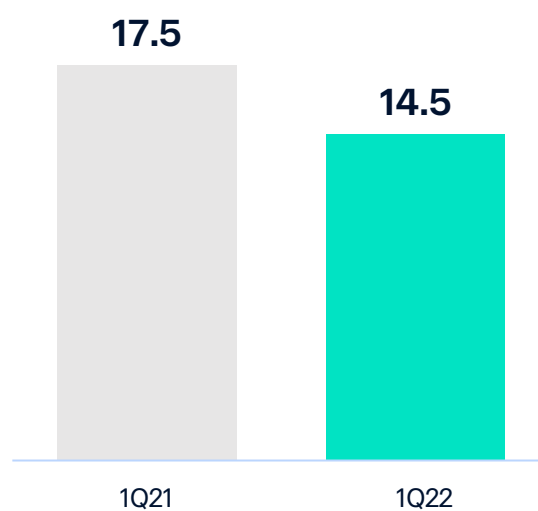
Consolidated

R\$ mi



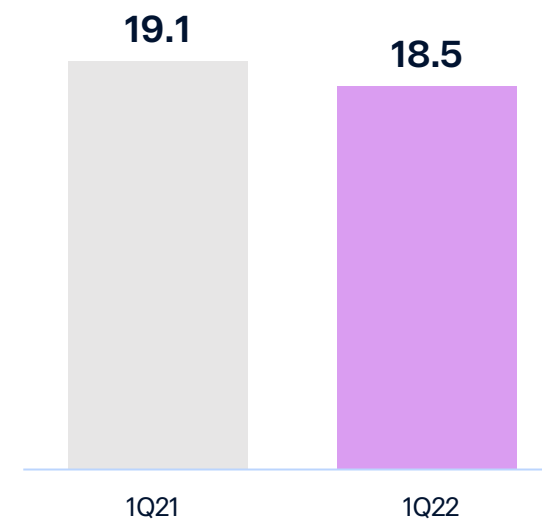
Commerce

R\$ mi

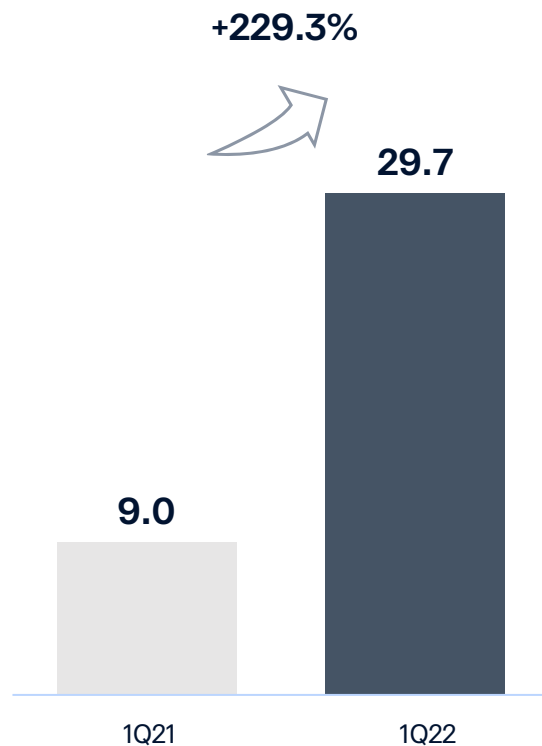


BeOnline / SaaS

R\$ mi



Adjusted Net Income



Recomposition of Adjusted Net Income

locawebcompany	1Q22	1Q21	vs 1Q21
Net income	4.5	(8.4)	154.1%
(+) Stock Options Plan and Restricted Shares Plan	2.3	3.2	-27.7%
(+) Intangible amortization	10.0	4.5	121.4%
(+) Adjustment to present value of Acquisition Earnout	19.6	6.7	191.1%
(+) Deferred income tax and social contribution	(7.0)	(3.2)	119.4%
(+) CPC 06 adjustment	0.2	0.7	-66.4%
(+) MtM	0.0	0.4	-100.0%
(+) IPO and Follow-on Expenses	0.0	5.1	-100.0%
Adjusted net income	29.7	9.0	229.3%
<i>Adjusted net income margin (%)</i>	<i>11.9%</i>	<i>5.6%</i>	<i>6.3 p.p.</i>



Q&A

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