



Results Presentation

2Q21

- // Consolidated Net Revenue growth of **57.1%** in 2Q21
- // Net Revenue for the **1st half 2021** is already approximately the same revenue as that for the **whole year of 2019**
- // Growth of **159.3%** in the revenue of the Commerce segment, even on a stronger comparative basis
 - // Subscription Revenue: **+204.7%** vs 2Q20
 - // Ecosystem Revenue: **+134.0%** vs 2Q20
- // **Commerce** Net Revenue for the **1st half 2021** is already higher than the revenue for the **whole year of 2020**
- // Commerce segment EBITDA has been growing strongly and already accounts for **56%** of consolidated EBITDA
- // Even with the reopening of the economy, we maintained a **strong pace** of new stores additions:
 - // Expansion of customer acquisition channels
 - // Increased investment in Marketing
 - // Strengthening of commercial teams
 - // Processes improvement

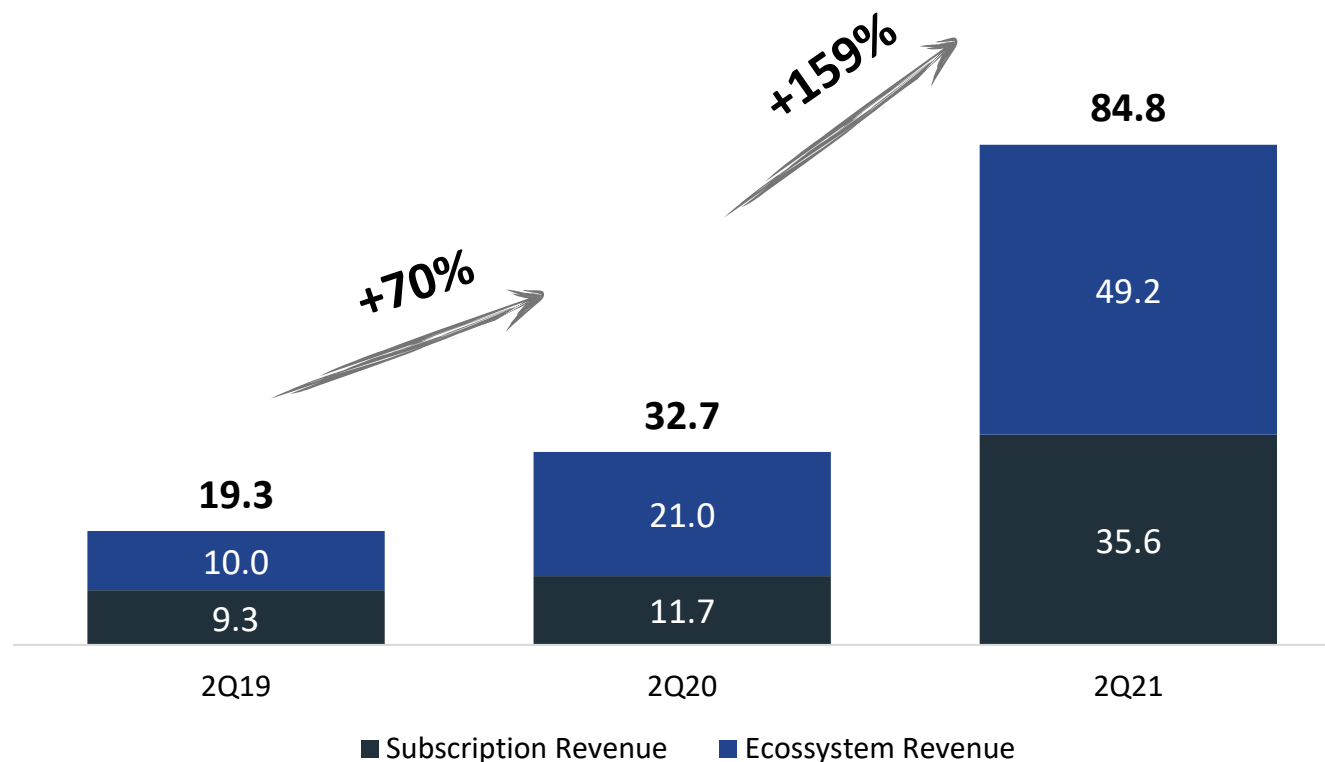
Increase of **32.7%** in the client's base between Dec/20 and Jun/21
Growth of **40.7%** in the addition of new stores vs 4Q20

- // Strong **TPV growth** in payment transactions (+**88.6%** vs 2Q20)
- // With the acquisition of Bling, our Commerce segment has reached approximately **100,000 active paying subscriptions**
- // **All** the acquired companies presented **excellent** performance in 2Q21 and an **acceleration** in relation to their performance prior to the acquisition
- // Significant advances on the agenda of **Acquisitions**: Bagy and Octadesk
- // Excellent performance also in **BeOnline/SaaS**:
 - // Increased sales volumes 2Q21 vs 2Q20
 - // Increased SaaS share in the segment
- // Gains in **productivity** across the entire operation:
 - // Churn reduction
 - // Excellence in customer service

Accelerated growth in the Commerce segment

Commerce Net Revenue

R\$ M



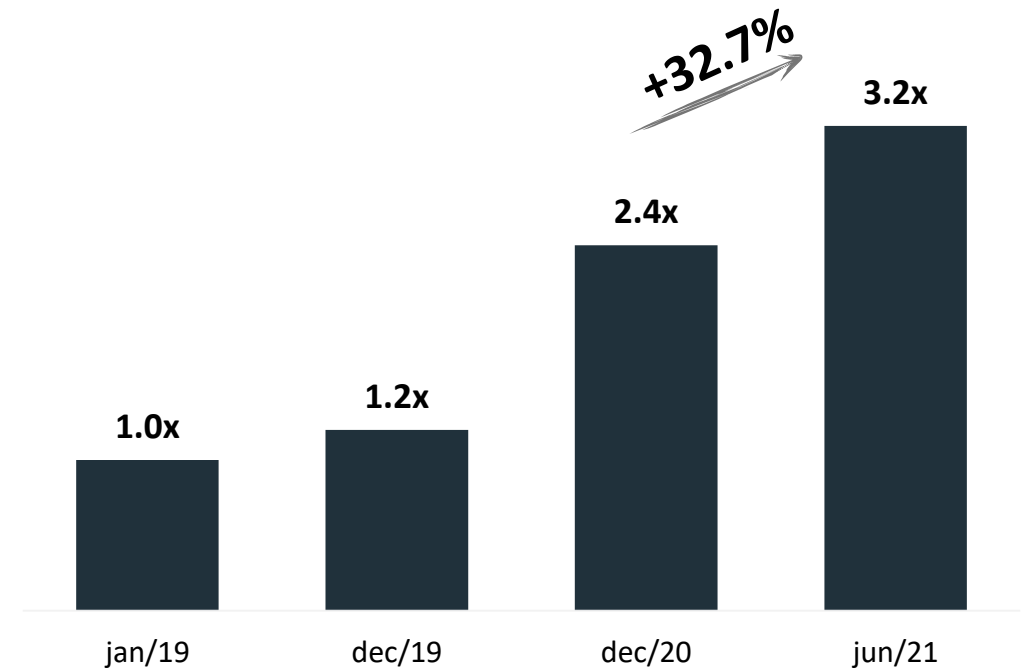
Strong growth is the result of the substantial increase in the two revenue sources of the Commerce segment: Platform Subscription Revenue (+204.7%) and Ecosystem Revenue (+134.0%)

E-commerce Platform Strong subscriber base expansion

// We continue to increase our marketing efforts, with **sustainable growth** in the volume of new store additions

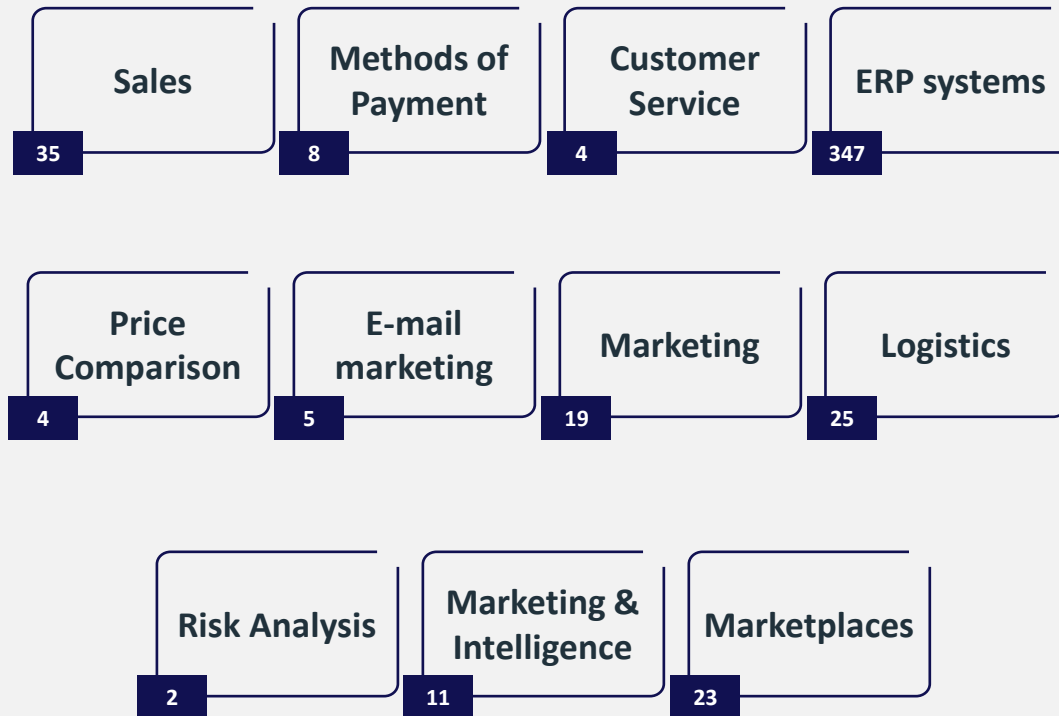
// Addition of new stores

// 2Q21 vs 4Q20: **+40.7%**



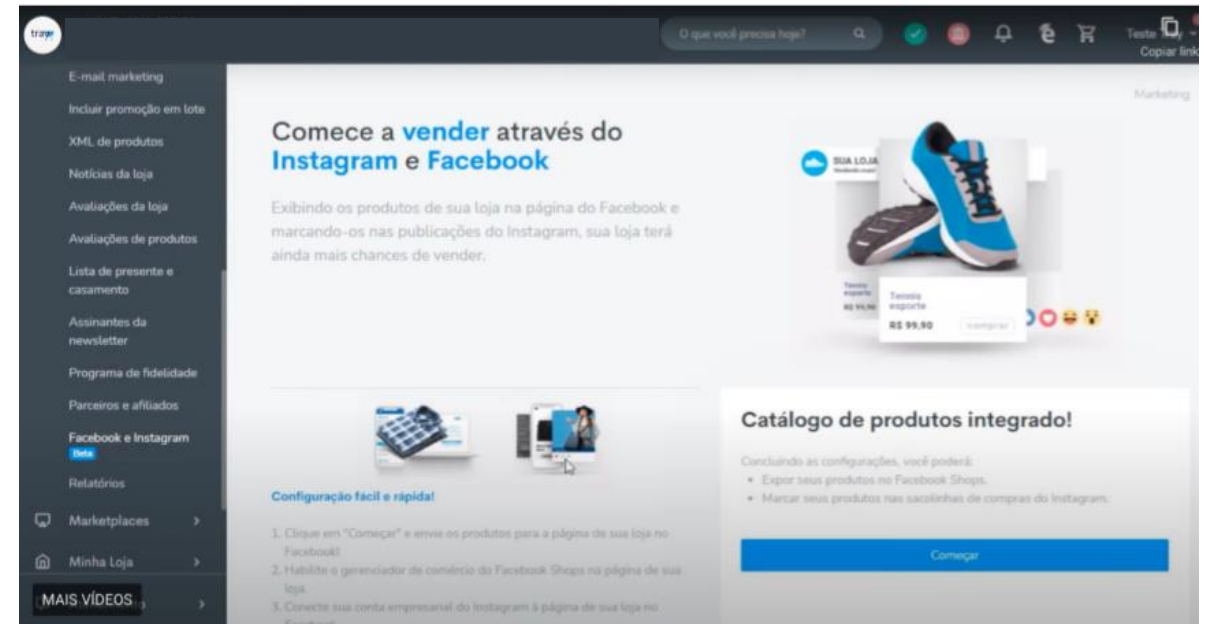
The most complete and consolidated Ecosystem of E-Commerce for SMEs in Brazil ...

483 integrations



Native integration with Facebook and Instagram

- // Transparent integration into Tray's panel:
- // Product management on Facebook and Instagram
- // Page and campaign management
- // Automatic installation of the new Facebook API
- // More than 3,000 installations in just 5 days





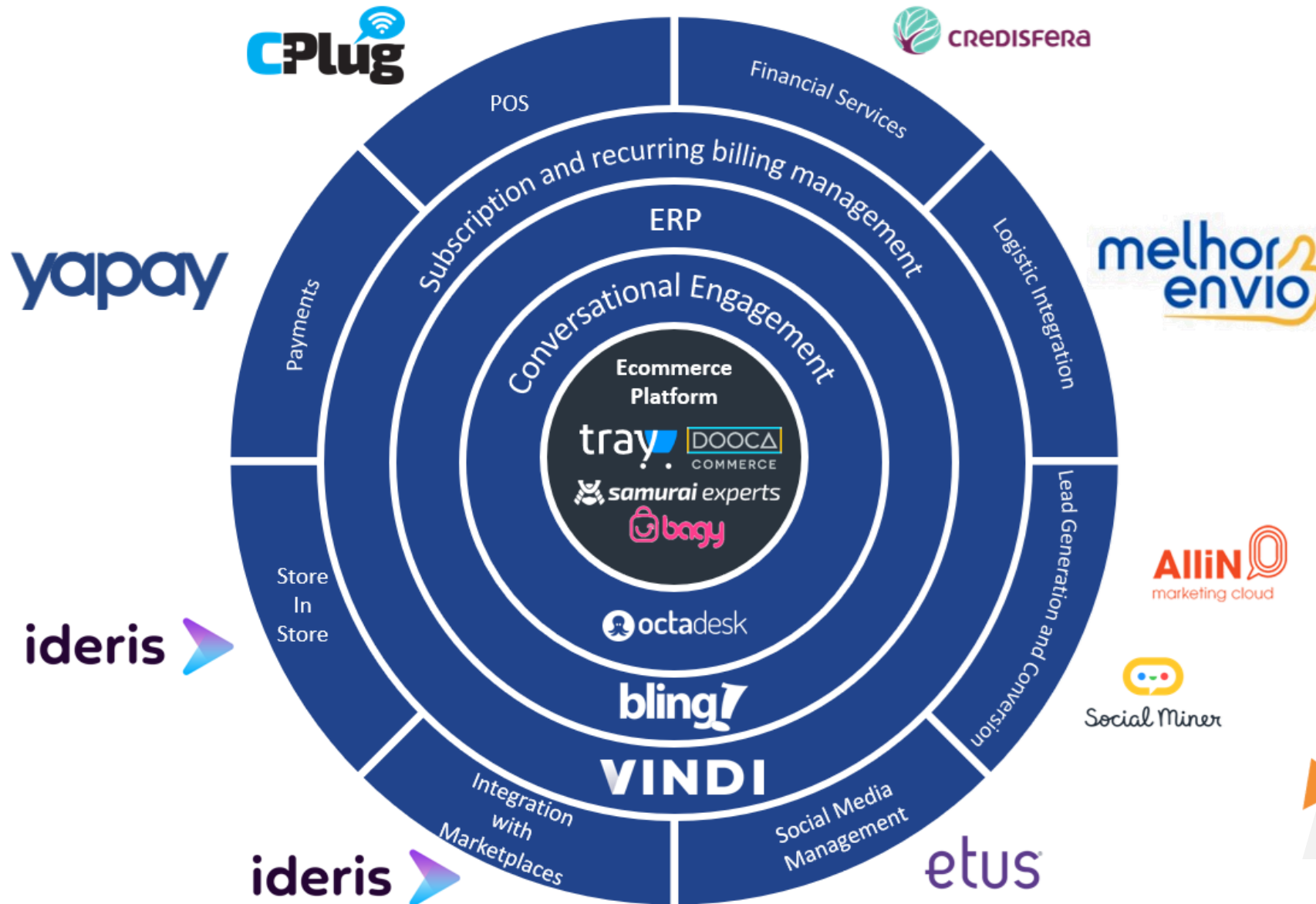
- // Online Management Software for micro and small businesses with a focus on e-commerce
- // SaaS solutions for physical, virtual or hybrid businesses
- // ERP with greater penetration in Tray
- // ARR of **R\$ 60 M**
- // High possibility of synergy across the ecosystem



- // Platform that **enables SMBs to better relate** with their clients at all stages of the customer journey: **marketing, sales** and **services**
- // Platform with **Conversational Commerce**, chatbot and AI
- // ARR of **R\$ 25 M**
- // Manages more than **3 million** messages per day



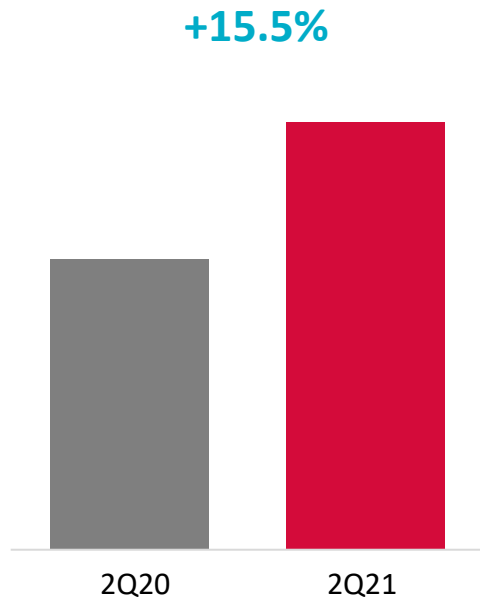
- // E-commerce platform focused on **Social Commerce**
- // Quick and simple solution for SMEs and individuals to set up a virtual store
- // Strong engagement on social media
- // Integration with Facebook and Instagram
- // More than **13,500** customers



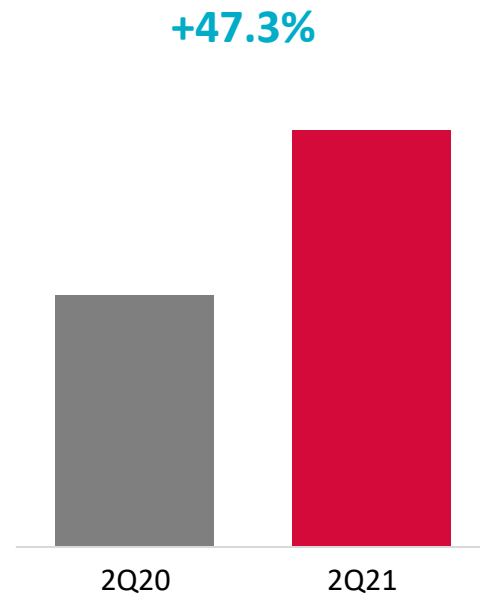
The expansion of the ecosystem with new acquisitions will **dramatically accelerate** Commerce growth

- Increase of **ARPU**
- Reduction of **churn** (customer lock-in)
- Acceleration of **Customer acquisition**

Booking SMEs



Booking Nextios



Locaweb: Top level of excellence in customer service at 'Reclame Aqui'



SaaS revenue increased from 30.5% in 2Q20 to 39.2% in 2Q21 in the BeOnline/SaaS segment

2Q21 vs 2Q20 growth

// Due to the structured integration process and the **high synergy** of the new operations in our ecosystem, it is already possible to see **expressive** results:

200%	Shipping GMV in Melhor Envio	133%	Growth in the addition of new clients in Bling
283%	Increase in the number of Melhor Envio's customers	74%	Increase in the number of Bling's customers
192%	Growth in Dooca's customer base	73%	Increase in Vindi's TPV
58%	Growth in Ideris's customer base		

Common features we look for in our acquisitions:



Recurring revenue



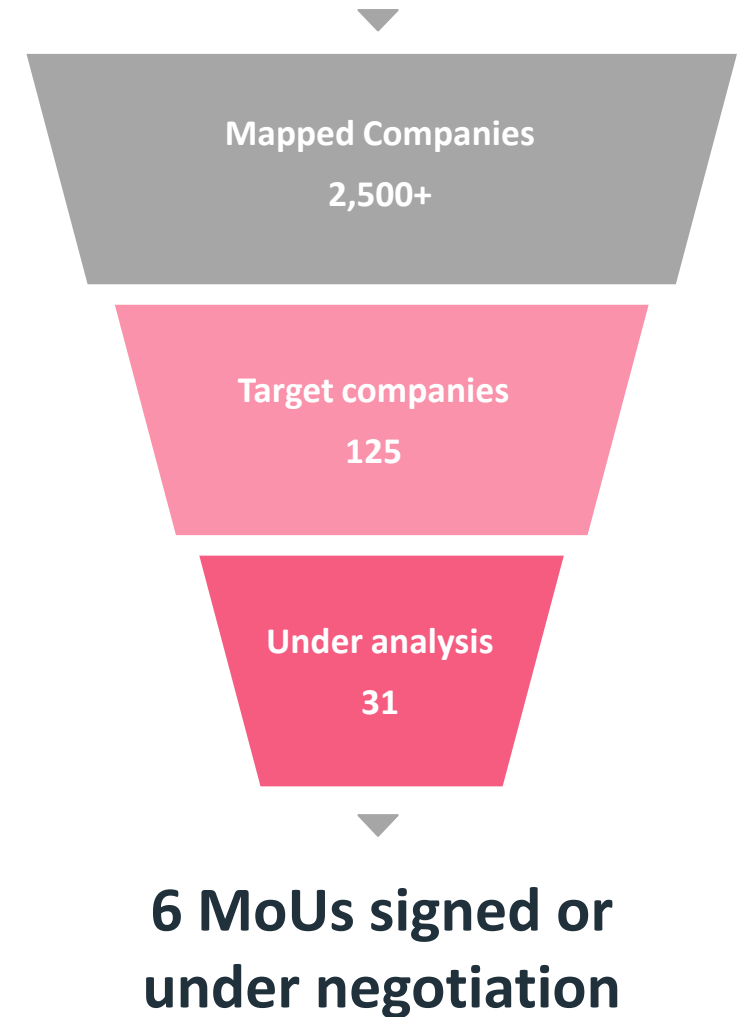
Products already consolidated



Potential for Cross-Sell and Up-Sell / Synergy with ecosystems



Talent retention



etus®

Etus platform
integrated sale in
Wordpress

locaweb

etus®

Etus platform
integrated sale in
Hosting

locaweb

etus®

Offer Etus via
Locaweb
Website

locaweb

etus®

Etus platform
integrated sale in
Site Builder

locaweb

CPlug

Integration
with the POS

 **DELIVERY DIRETO**

CPlug

POS integration
with SAP

 **samurai**
experts

 **DELIVERY DIRETO**

DD integration
with external POS

 **samurai**
experts

Agendar Repique

Maximize o alcance da sua mensagem, reenviando o conteúdo e atingindo contatos de acordo com o comportamento que tiveram no primeiro envio.



Você pode melhorar o desempenho de suas mensagens, desenvolvendo uma estratégia de conteúdo para captar clientes nos momentos de maior engajamento.

Assunto

teste cronometro

Data e hora

09/08/2021 16:28:31



Quem deve receber?

☒ Quem abriu

☐ Quem não abriu

☐ e clicou ☐ e não clicou



Conquiste novos leads
Conheça Etus

Contratar

Gráfico das últimas mensagens enviadas

Últimas mensagens

[Criar nova mensagem](#)

Você ainda não possui nenhuma mensagem enviada.

Conheça também

Produtos Locaweb recomendados pra você



SMTP



SSL



ETUS

Agende seus posts e stories.

Plano e nº de perfis

Período

Valor

Agendamento de Post - 1 perfil

Mensal

R\$ 9,90

Por Mês

➤ Usuários ilimitados

➤ Monitoramento top trends

➤ Prévia de agendamentos

➤ Suporte 24h

Forma de Pagamento



Boleto

[Alterar forma de pagamento](#)

Synergies: Integration between products and services

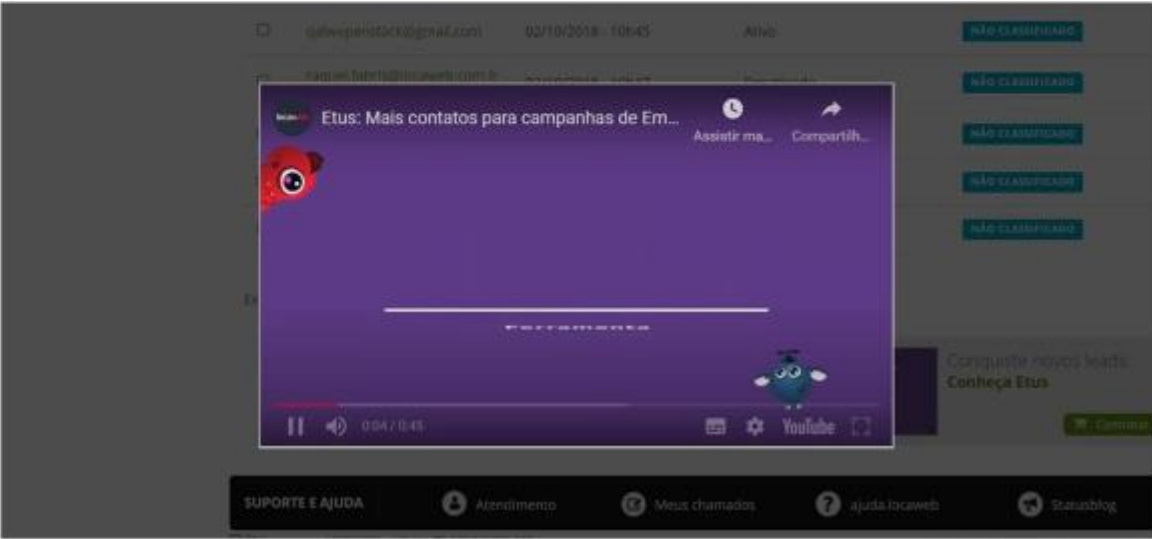
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<input type="checkbox"/>	xuxu@qdequalidade.com	22/11/2018 - 14h29	Desativado	NÃO CLASSIFICADO
<input type="checkbox"/>	xuxu@xuxu.com	13/11/2018 - 11h11	Ativo	NÃO CLASSIFICADO

Exibir 25 itens por página



Conquiste novos leads.
Conheça Etus

Contratar



Etus: Mais contatos para campanhas de Em...

Assistir ma... Compartilhar...

0:04 / 0:45

YouTube

SUPOORTE E AJUDA

Atendimento

Meus chamados

ajuda.locaweb

Statusblog



Integration with
Yapay 'Cartão'



Integration with
Yapay



Integration with
Yapay



Integration with
Yapay



Integration with
Yapay 'Boletos'



Social Miner

Offer to
SME customer



Integration
with Tray Corp



Credit offer to Tray
customers



Integration with ERP



Integration with ERP



In 6 months Vindi's integration with Yapay already shows **expressive and accelerating** results.

10%

Vindi's TPV volume that has already been processed by Yapay

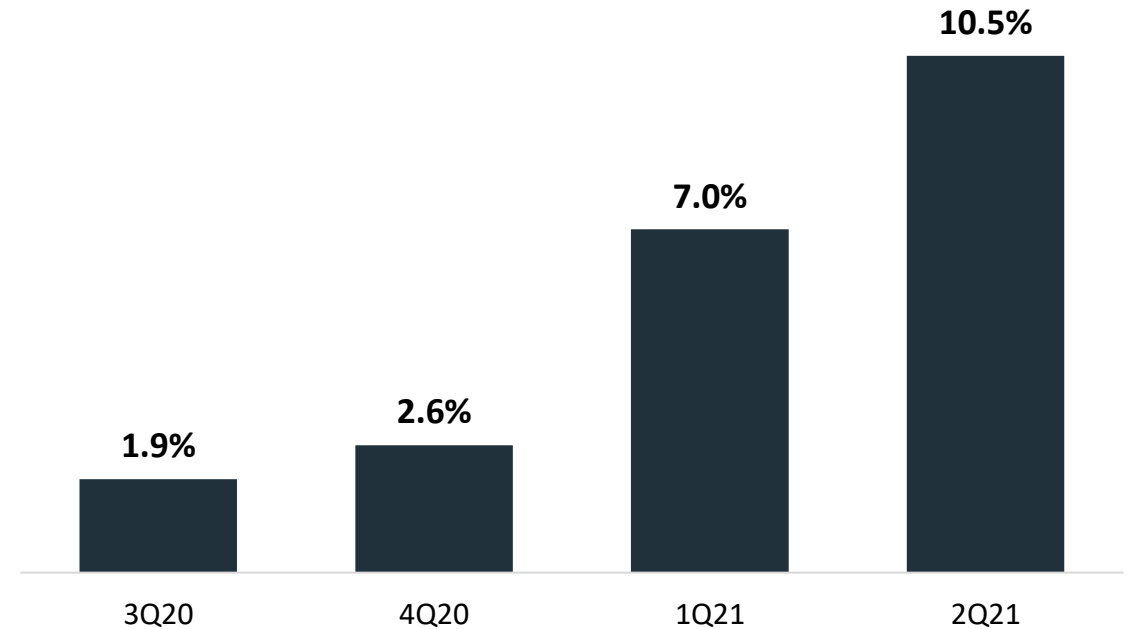
70%

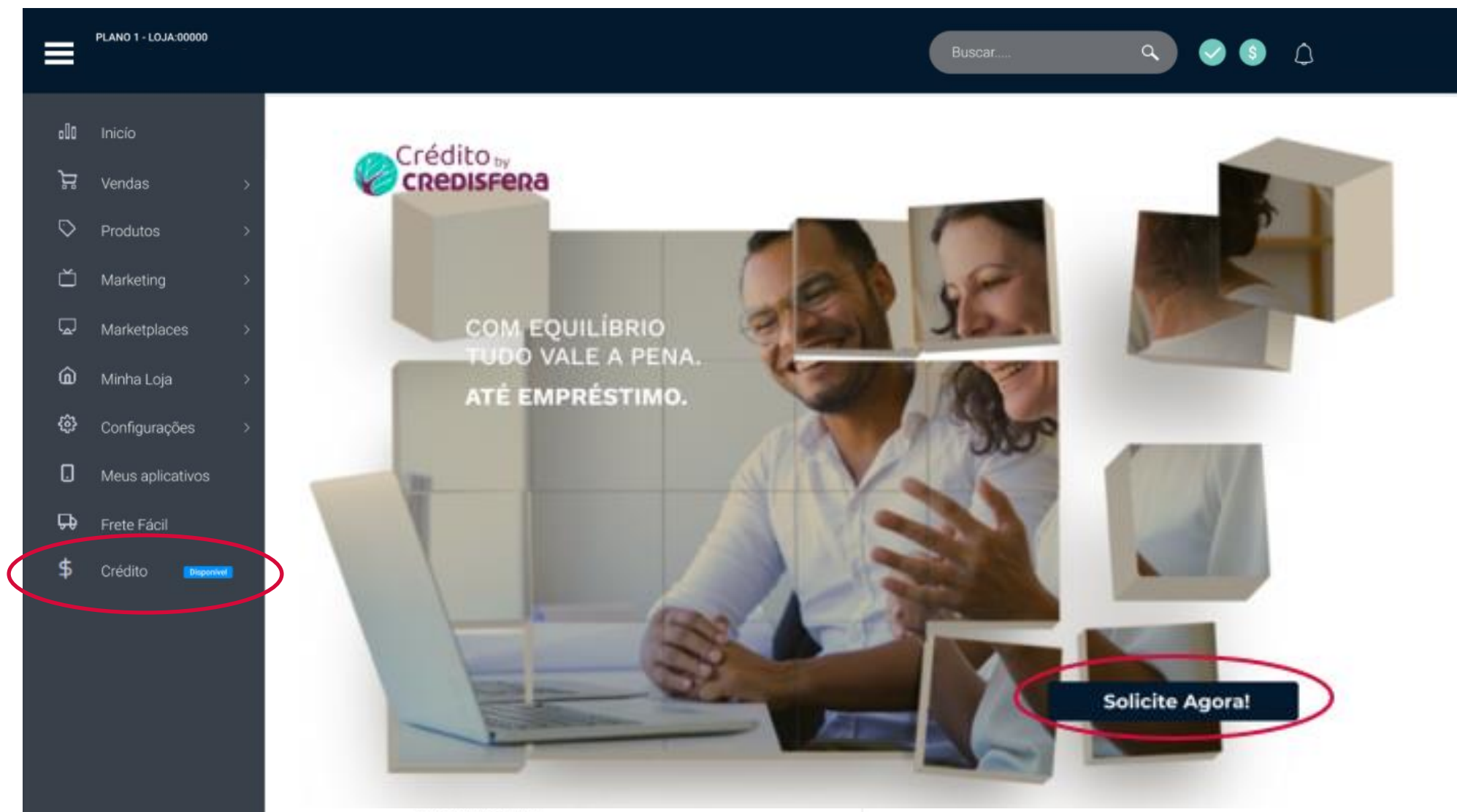
of new Vindi's customers already using Yapay

20%

Vindi's customers already run with Yapay

Synergies already account for more than **10%** of the TPV processed by Yapay





locaweb

Two thick, red, diagonal bars with rounded ends, positioned on the left side of the slide. They are slightly offset from each other, with the second bar behind the first one.

Results

2Q21 Results Highlights

locaweb

+57.1%

Net Revenue in 2Q21 vs 2Q20
(R\$ 184.3 million)

+58.5%

Commerce segment Adjusted EBITDA
growth in 2Q21 vs 2Q20

+159.3%

Net Revenue in 2Q21 vs 2Q20

+28.8%

Adjusted EBITDA growth in 2Q21
(R\$ 41.3 million)

+64.9%

Total GMV¹ in 2Q21 vs 2Q20
(R\$ 4.6 billion)

R\$ 36.2 M

Cash Generation² in 6M21

+88.6%

Yapay TPV in 2Q21 vs 2Q20
(R\$ 712.4 million)

R\$1,9 bi

Net cash position³

(1) Total GMV is the sum of the GMV of e-commerce platform customers and the GMV of marketplace integrator and considers the pro forma result of those acquired in 2Q20

(2) Adjusted EBITDA minus Capex

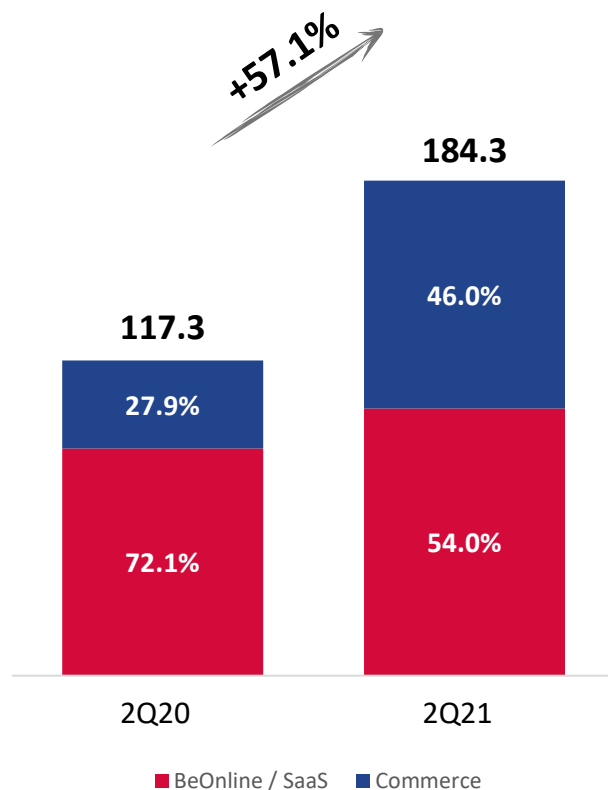
(3) Cash plus income from derivatives minus loans and financing (does not include lease liabilities (IFRS 16))



Net Revenue – 2Q21

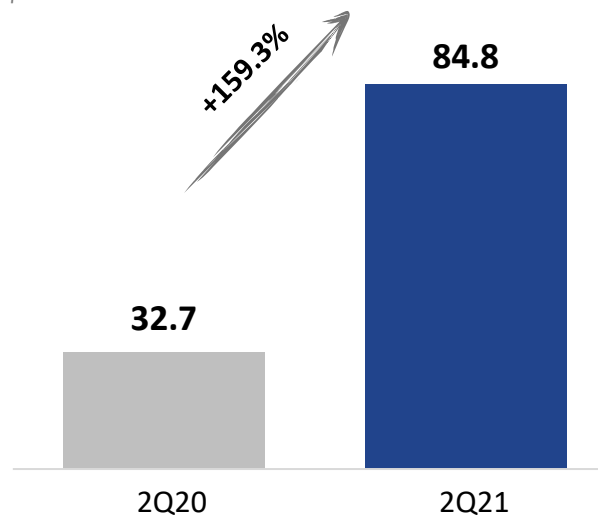
Consolidated

R\$ M



Commerce

R\$ M



Subscriptions Revenue

R\$ 35.6 M

+204.7% vs. 2Q20

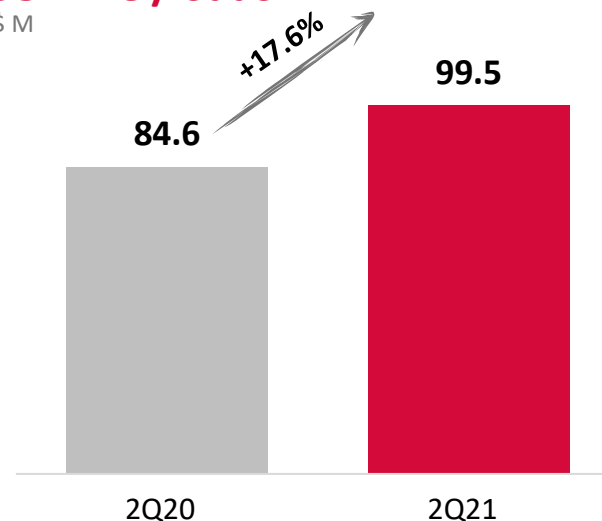
Ecosystem Revenue

R\$ 49.2 M

+134.0% vs. 2Q20

BeOnline / SaaS

R\$ M



Customers

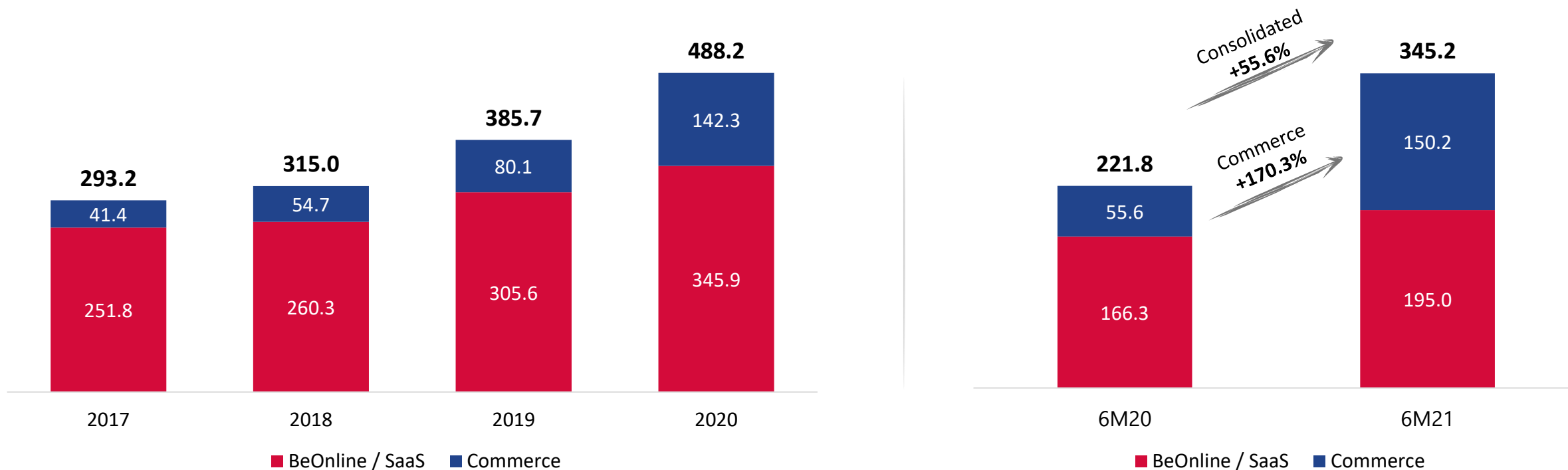
402.1 thousand

+8.9% vs. 2Q20

Net Revenue of 1H21 is already approximately the same revenue as the whole year of 2019

Consolidated

R\$ M



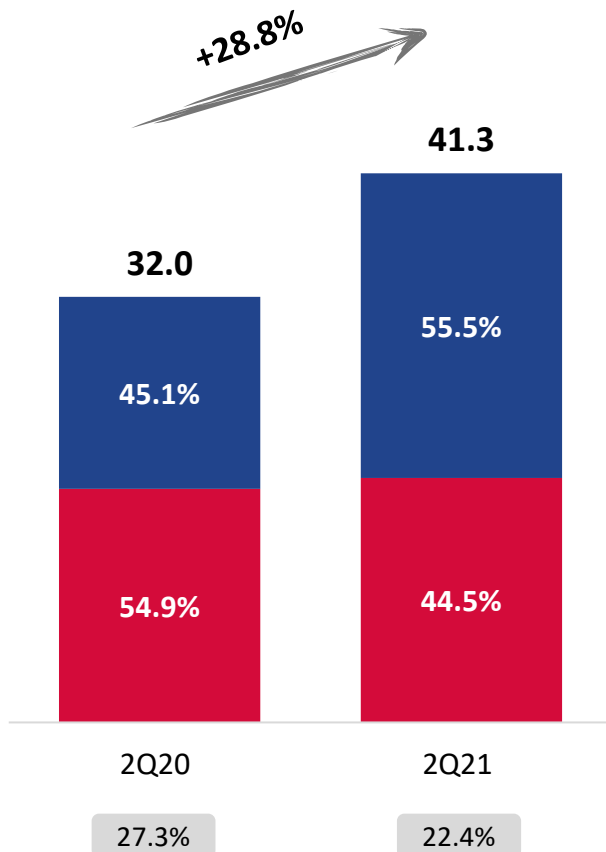
Adjusted EBITDA

locaweb

Consolidated

R\$ M

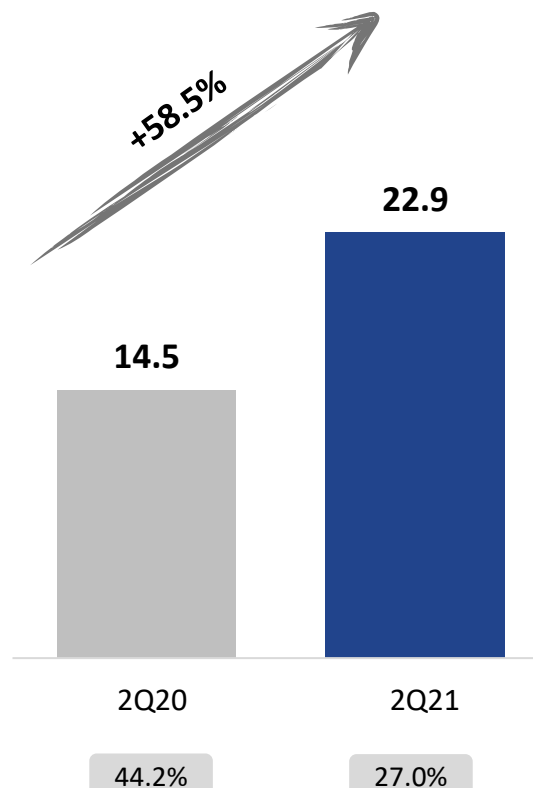
EBITDA Margin



Commerce

R\$ M

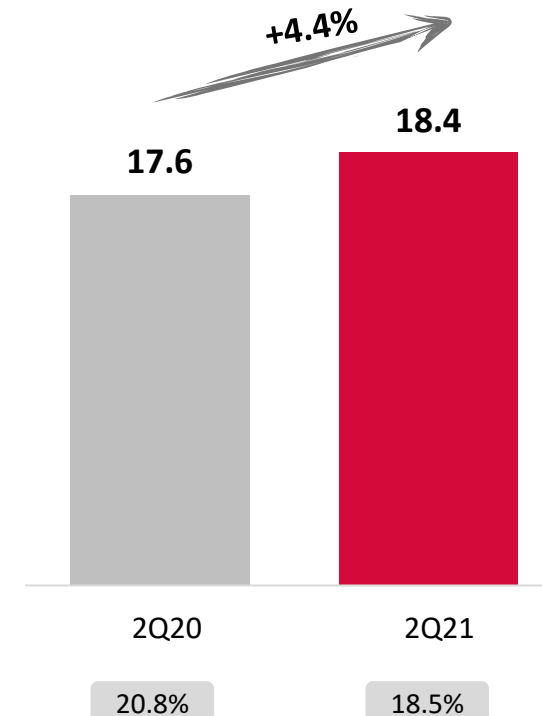
EBITDA Margin



BeOnline / SaaS

R\$ M

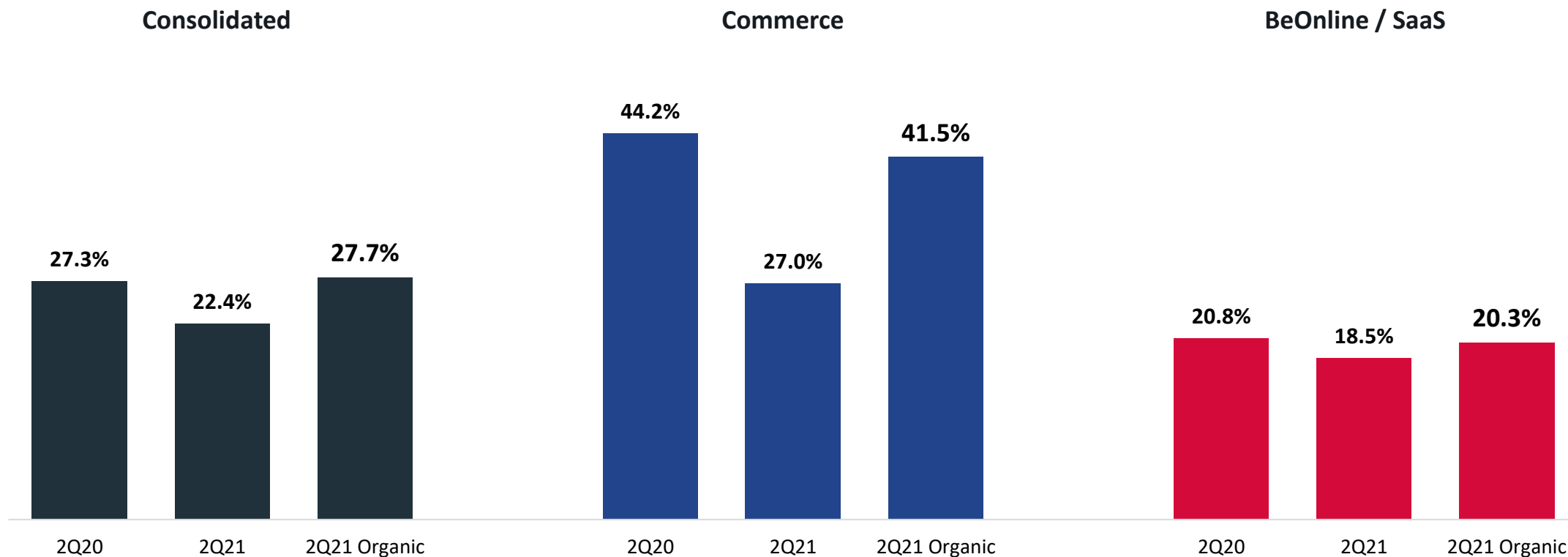
EBITDA Margin



■ BeOnline / SaaS ■ Commerce

Adjusted EBITDA Margin¹ - Impact of acquired companies

EBITDA Margin



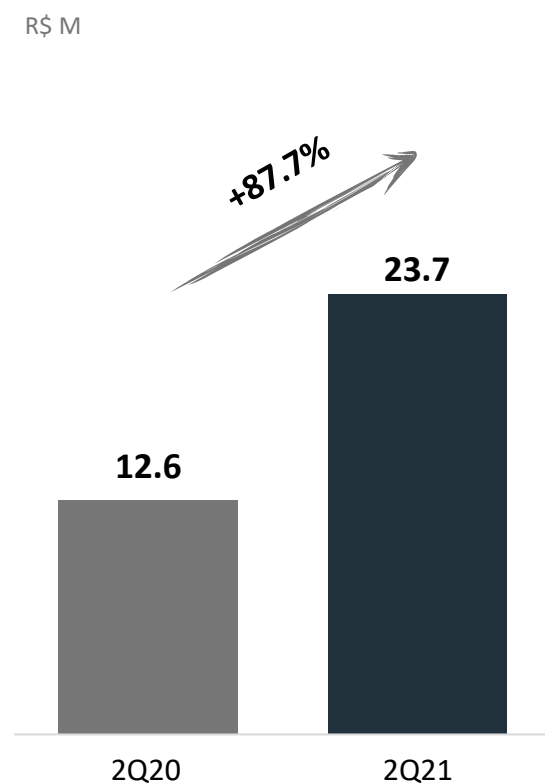
Organic Adjusted EBITDA Margin in the Commerce segment stood above 40%

Adjusted Net Income

Recomposition of Adjusted Net Income

R\$ M

locaweb	2Q21	2Q20	vs 2Q20
Net income	3.6	5.2	-31.8%
(+) Stock option plan	3.3	3.2	3.4%
(+) Intangible amortization	6.2	1.0	497.5%
(+) Adjustment to present value of Acquisition Earnout	10.5	0.7	1457.4%
(+) Deferred income tax and social contribution	2.0	1.0	101.7%
(+) CPC 06 adjustment	0.0	0.4	-90.4%
(+) MtM	(2.0)	1.1	-276.1%
(+) IPO and Follow-on Expenses	0.0	0.0	n/a
Adjusted net income	23.7	12.6	87.7%
<i>Adjusted net income margin (%)</i>	<i>12.9%</i>	<i>10.8%</i>	<i>2.1 p.p.</i>



In 2Q21, Adjusted Net Income grew by 87.7%, with an expansion of 2.1 p.p. in the net margin

locaweb

Two thick, red, diagonal bars with rounded ends, positioned on the left side of the slide. They are slightly offset from each other, with the second bar behind the first one.

Final Highlights

- // The company continues to accelerate even with the reopening of the economy
- // Growth above the market and comparables
- // Commerce operation accelerating and gaining share in the group
- // Ongoing evolution of the e-commerce ecosystem with M&A and R&D
- // Assertiveness in the M&A process - strategic fit and operational success
- // Integration process of acquired companies already presents consistent results
- // Many of the acquired companies already show accelerated growth

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Q&A