



Results Presentation **1Q23**

May 12, 2023

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



Fernando Cirne
CEO

locawebcompany

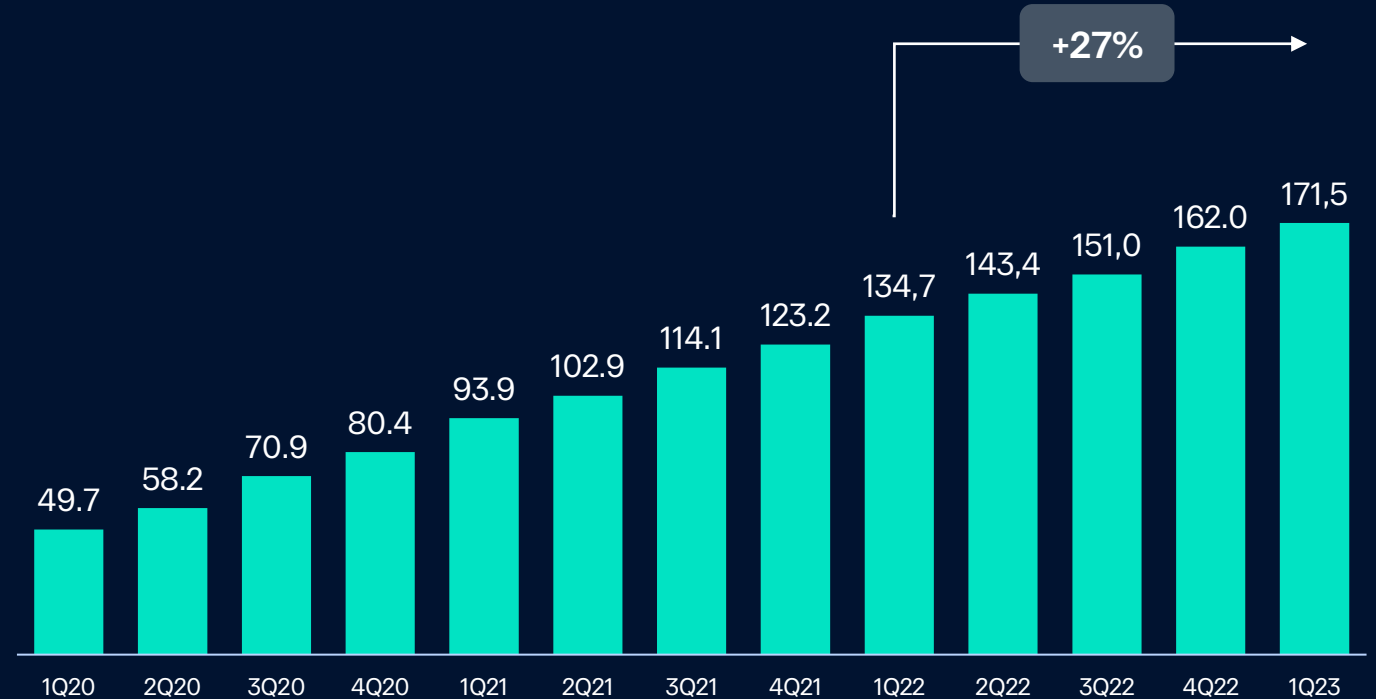
Quarter Highlights

- **Strong alignment with budget:** Net Revenue reached, and EBITDA exceeded
- Evolution of the Consolidated EBITDA margin, reaching **17.1%**
 - **+3.8 p.p.** vs 1Q22
 - **+1.0 p.p.** vs 4Q22
- Improvement of the acquired companies' EBITDA margin, reaching **-1.2%**
 - **+7.5 p.p.** vs 1Q22
 - **+1.6 p.p.** vs 4Q22
- Consolidated Net Revenue showed growth of **21.7%** in 1Q23 vs 1Q22
- Increase in Net Revenue in the Commerce segment in 1Q23 was **38.8%**, in that:
 - Acquired Companies **+43.2%** vs 1Q22
 - Organic Commerce **+32.5%** vs 1Q22
- Gross margin reaching **47.4%** in 1Q23 with expansion of **3.7 pp** vs 1Q22
- E-commerce recurring customer base with consistent **growth** reaching **171.5 thousand subscriptions**
- The ecosystem generated **R\$ 13.3 billion in GMV**

Consistent evolution of the
e-commerce paying
subscriber base

E-commerce subscribers

Thousands



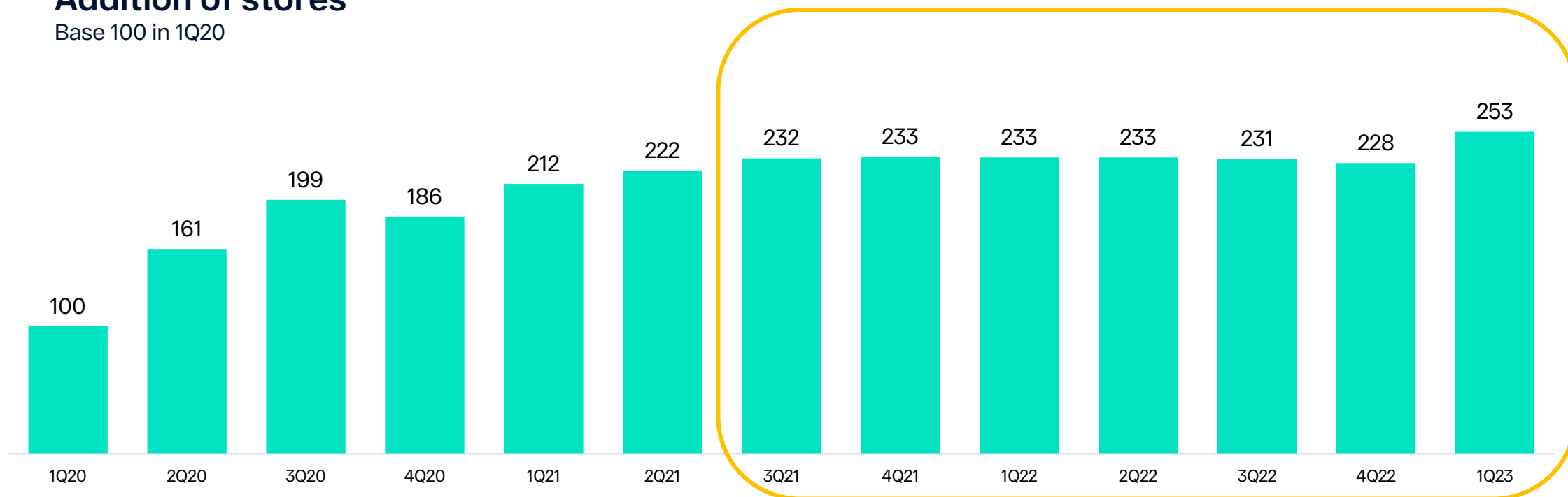
Total customer volume of the Commerce operation during the 1Q was 450 thousand unique customers



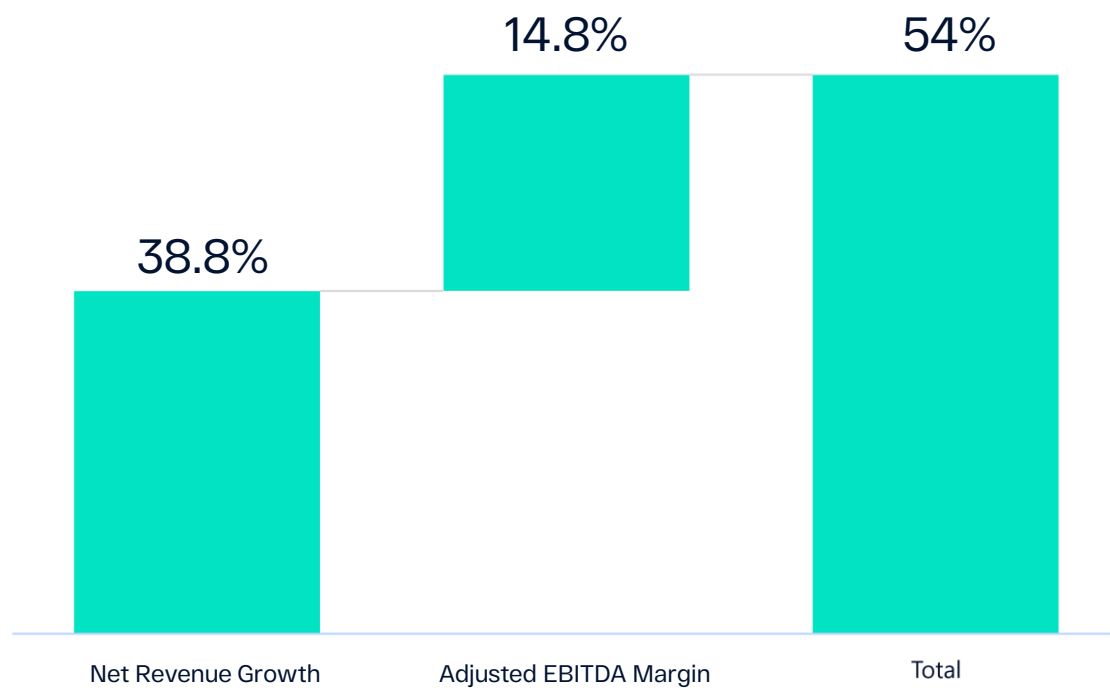
Maintenance of the pace of additions of new e-commerce subscribers

Addition of stores

Base 100 in 1Q20

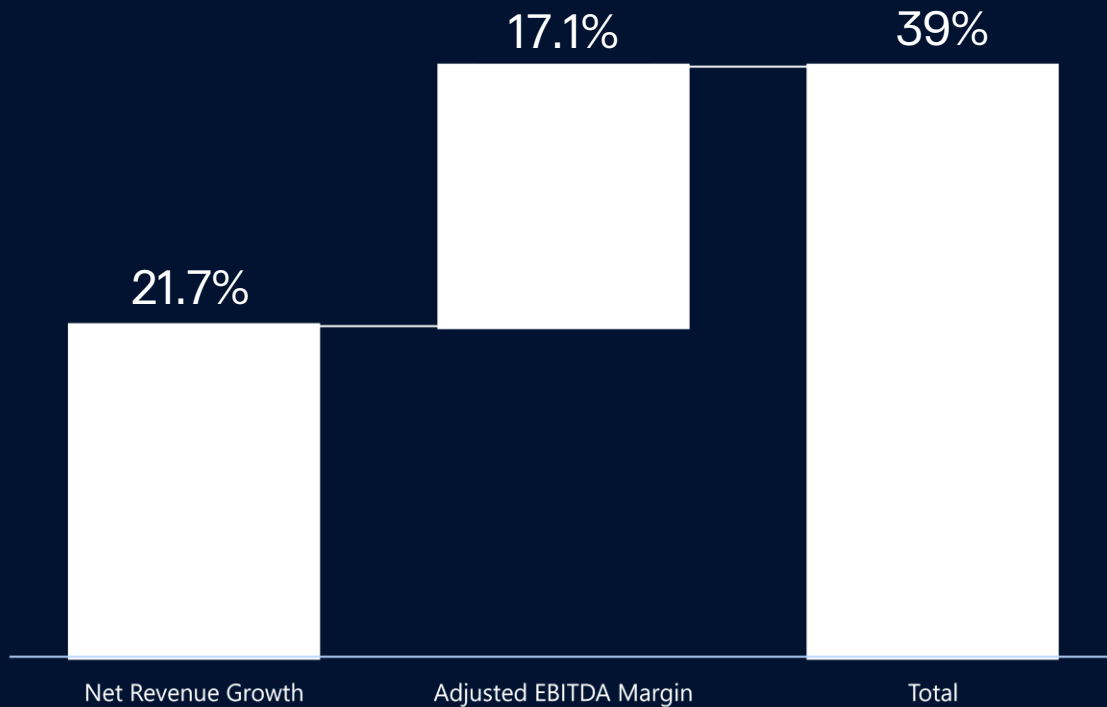


Rule of 40 – Operation of the Commerce segment



Rule of 40 – Commerce
operation reached **54%** in **1Q23**

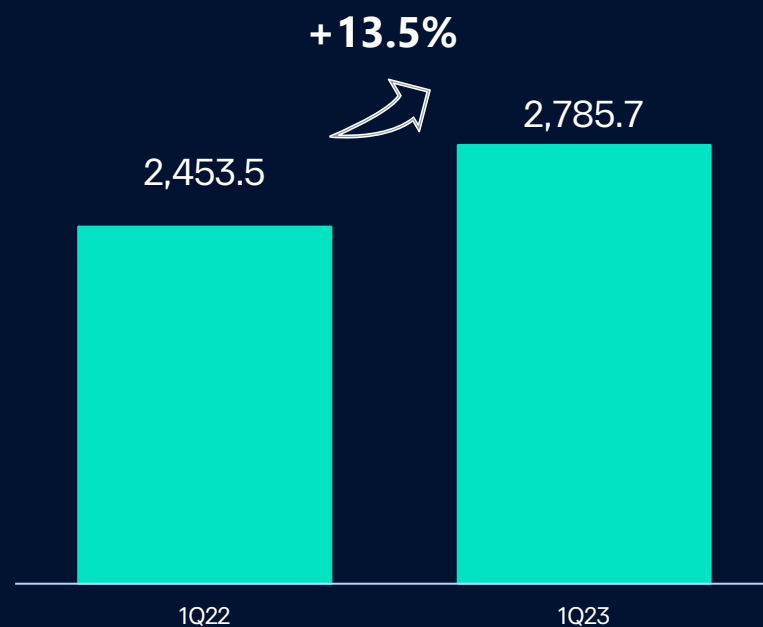
Rule of 40 – Consolidated Operation



Rule of 40 – Consolidated
Operation reached 39% in 1Q23

GMV of e-commerce Platform

R\$ million

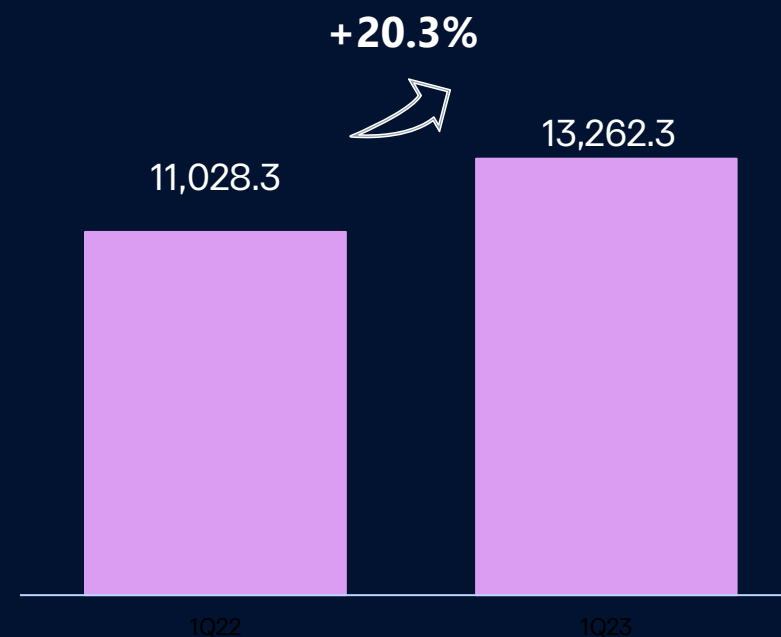


GMV on the e-commerce
Platforms.

GMV on our clients' own stores grew **17% YoY**

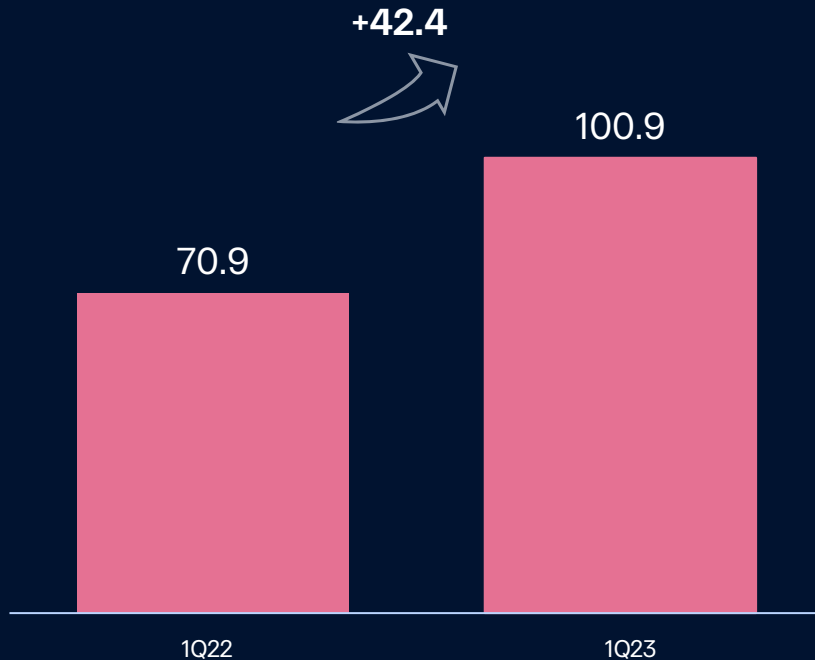
GMV of E-Commerce Ecosystem

R\$ million



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

Growth in Net Revenue of the five largest acquired companies

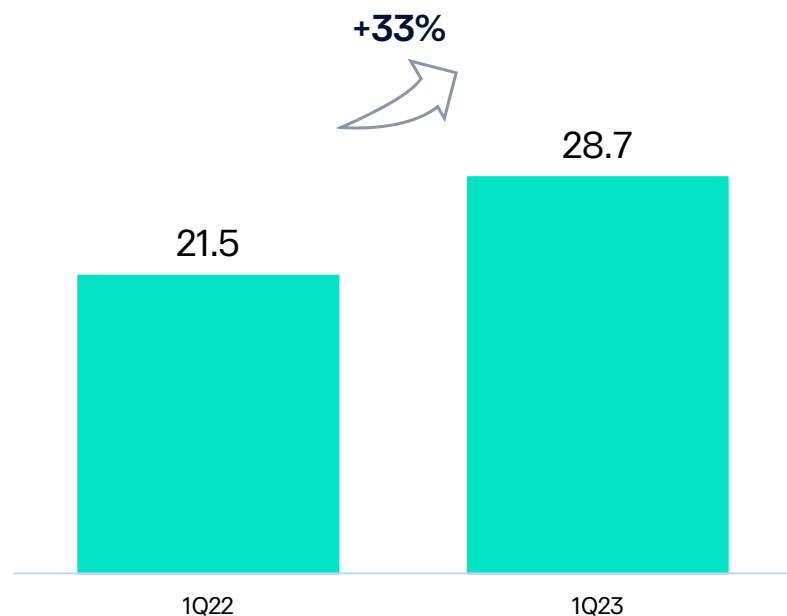


The **five largest acquisitions** account for about **85%** of the revenues of all the acquired companies after the IPO

Operational Performance of the Largest Acquired Companies

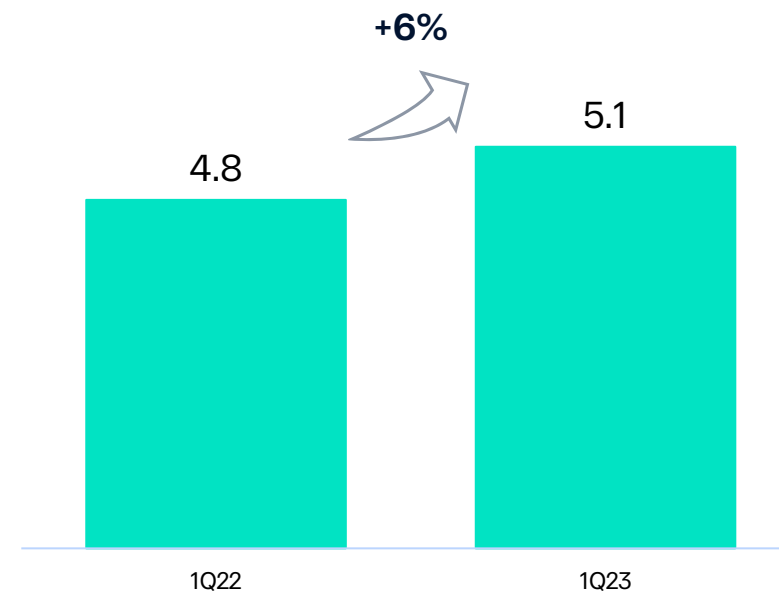
GMV of ERP Invoices (online and offline)

R\$ billion



Number of Labels issued - Logistics

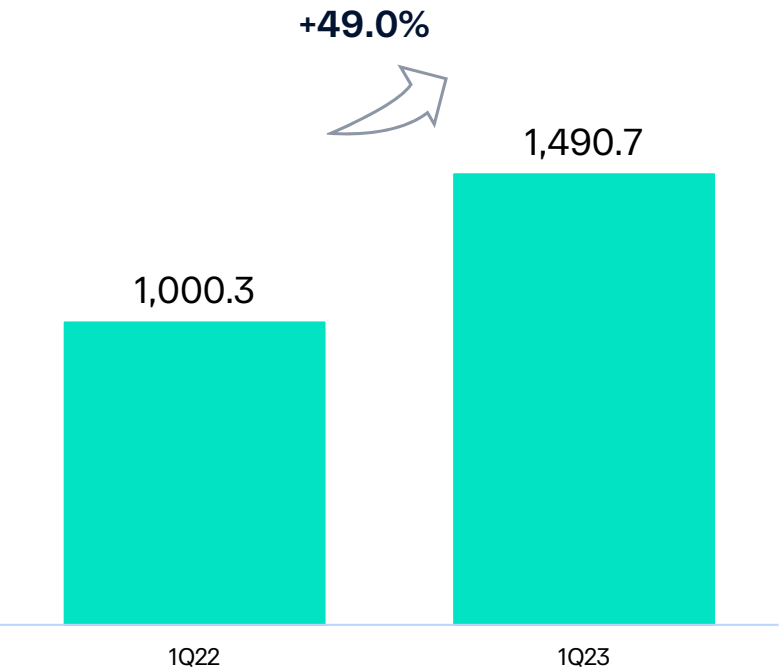
In millions



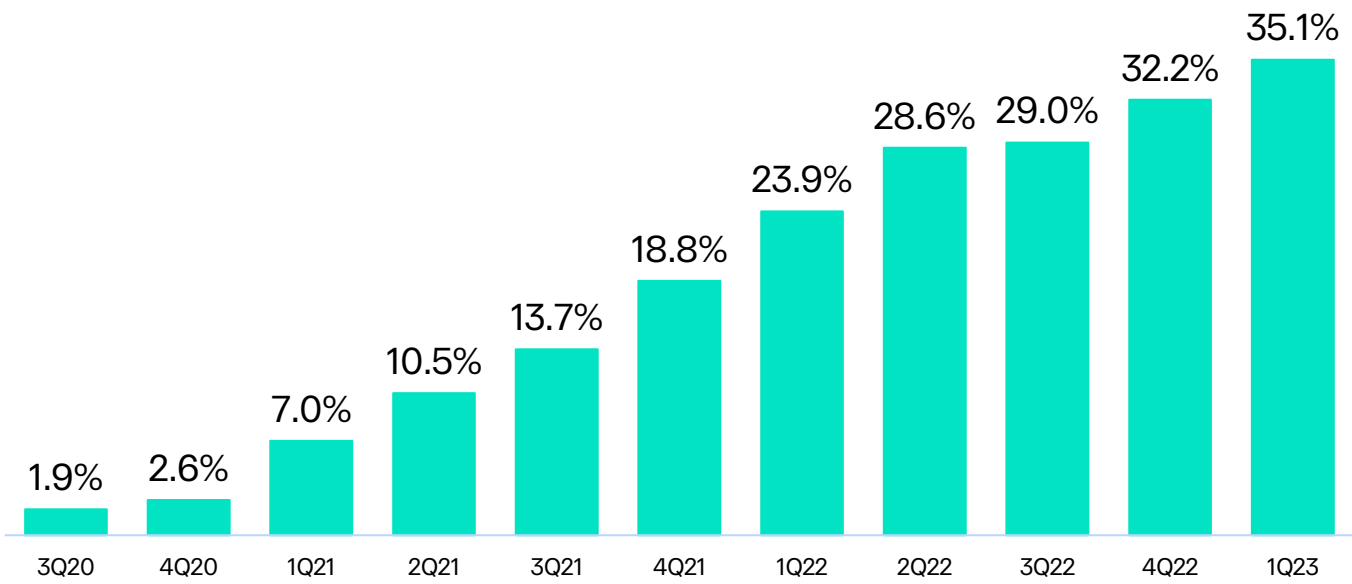
Net Revenue grew above **34%** driven by the change in the business model

Methods of Payment

TPV
R\$ million



% of TPV generated in the synergies



WAKE – Context

- Opportunities created in the competitive environment for medium and large clients
- In 2016 Locaweb acquired an excellent e-commerce platform to serve this public
- With the acquisitions made, products were acquired not only to enrich the SMEs' ecosystem, but also to enhance the corporate journey
- At the end of 2021, the Company decided to start the process of merging these companies into a single operation
- In January 2022, we hired a market executive to lead this initiative
- In April 2023, we completed this merger and our product integration process and launched our Wake brand



Wake Experience (DXP)

all in

Wake Commerce

ideris

tray
CORP.

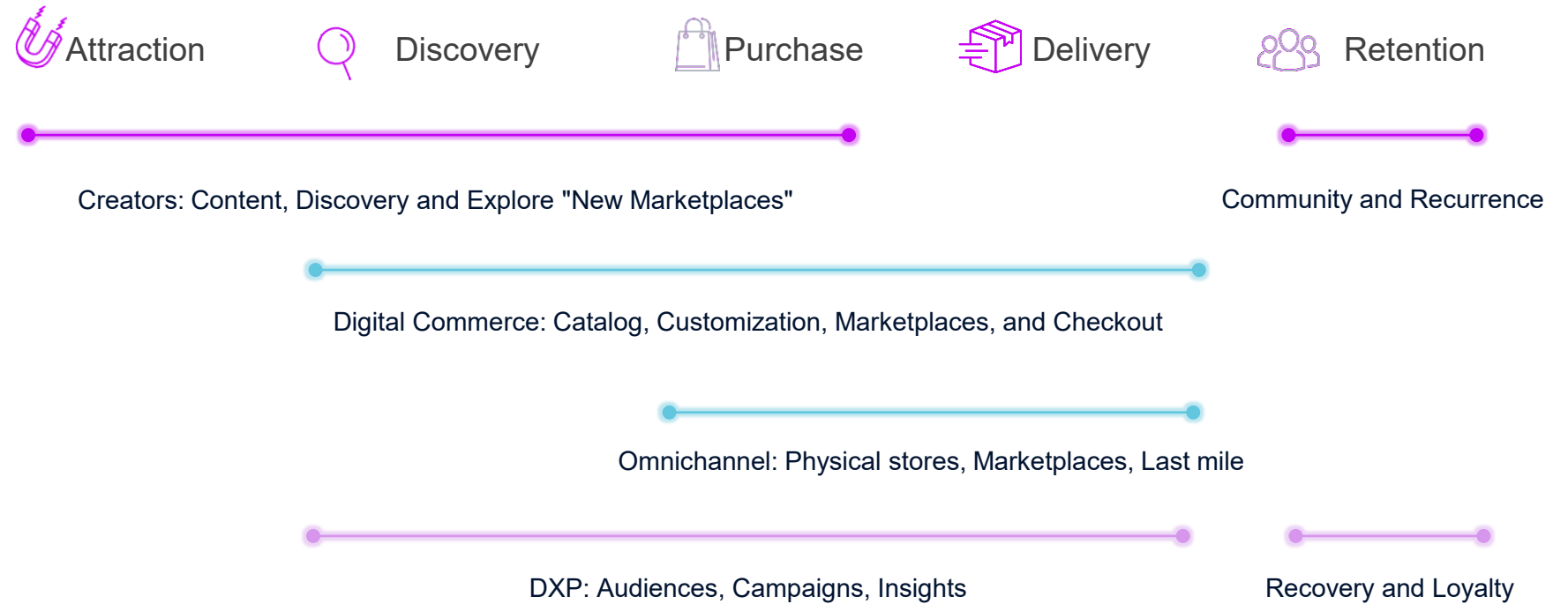
[SINTESE]

samurai
experts

Squid by Wake

Squid

When the product and the journey merge



1Q23 in Wake

- Booking (total MRR sold): + **482%** vs 1Q22
- Evolution in Average Ticket of **180%** vs 1Q22
- More of **700** active stores on Wake Commerce
- More than **R\$ 3 mm** of generated pipeline (MRR)
- More than **1,300** worked leads

Clientes





Results



Rafael Chamas
CFO and IRO

locawebcompany

1Q23 Results Highlights



+22%

Net Revenue in 1Q23 vs 1Q22
(R\$ 302.8 million)



+39%

Commerce Net
Revenue in 1Q23 vs
1Q22



+20%

Ecosystem GMV in
1Q22 vs 1Q23



+27%

Platform Subscriber Base
(171.5 thousand subscribers)



+49%

TPV in 1Q23 vs 1Q22
R\$ 1.5 bi



+3.7 p.p.

Gross Margin Growth in
1Q23 vs 1Q22



17.1%

Adjusted EBITDA Margin
+3.8 p.p. vs 1Q22



-11.8%

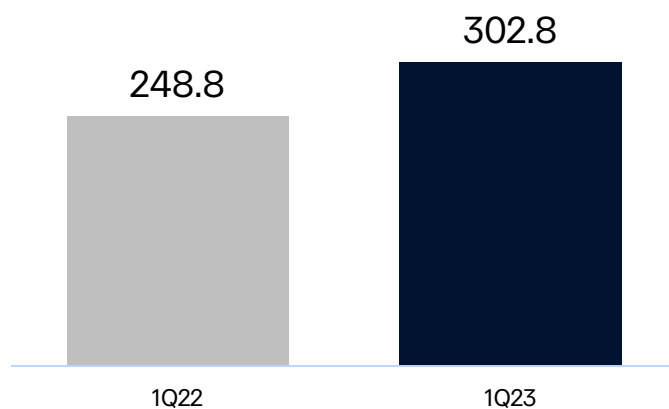
Drop in Financial
Expenses with
Receivables vs 4Q22

Net Revenue 1Q23

Consolidated

R\$ mi

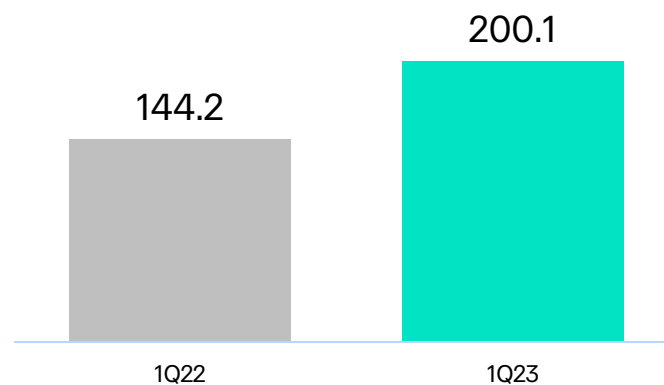
+21.7%



Commerce

R\$ mi

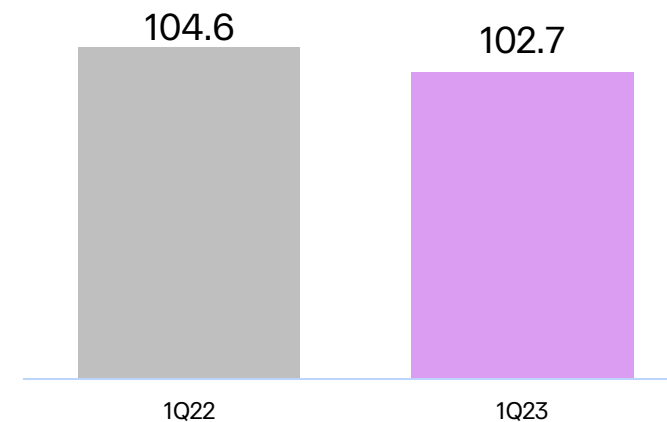
+38.8%



BeOnline / SaaS

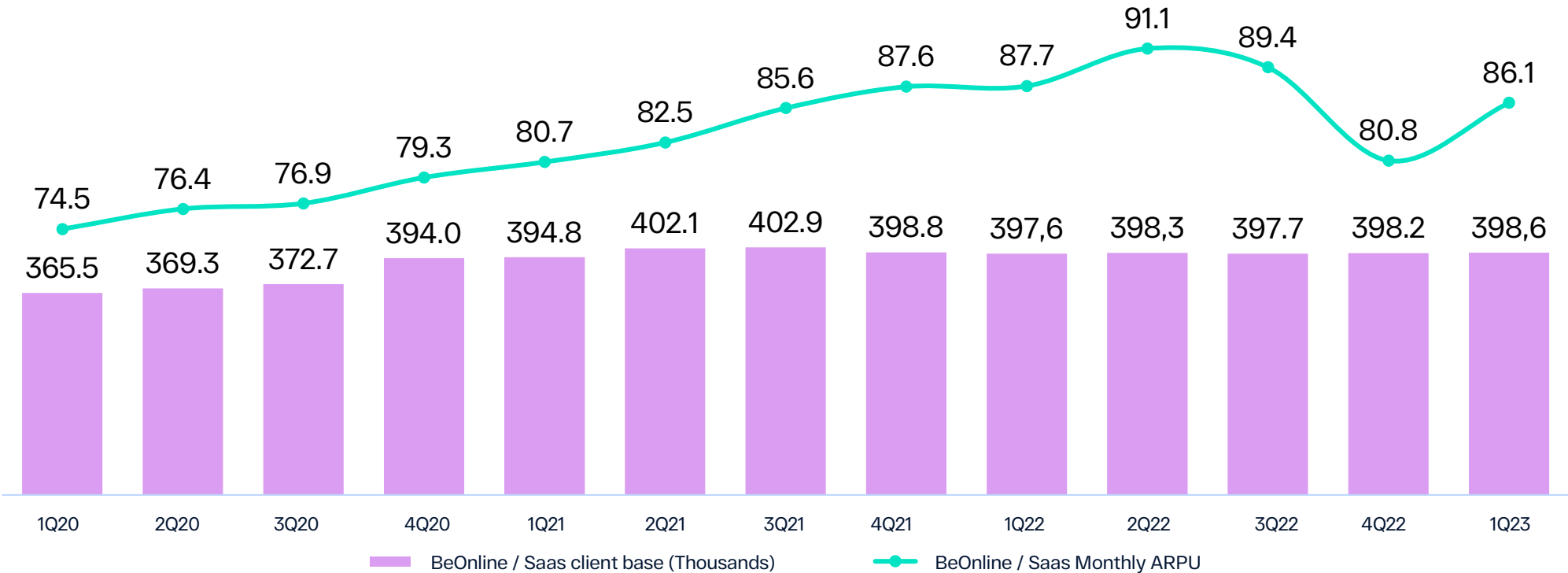
R\$ mi

-1.8%



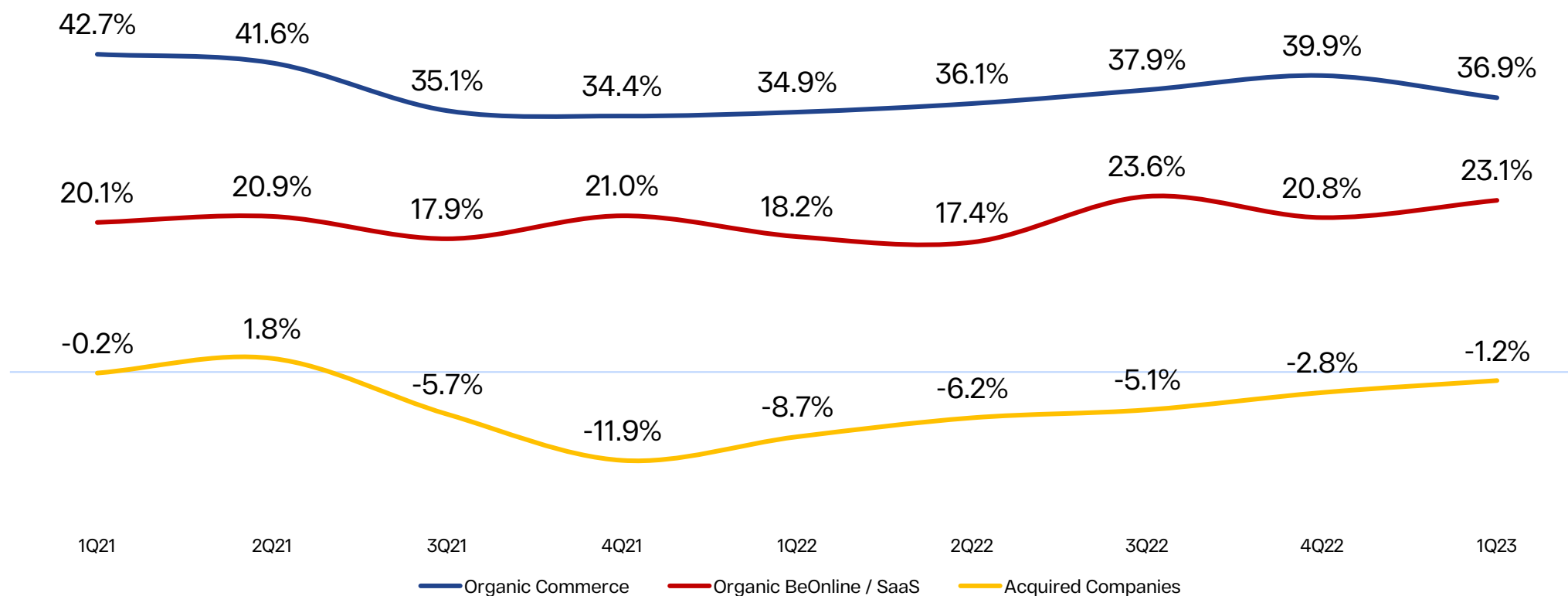
BeOnline / SaaS

ARPU stabilized after one-off in 4Q22



Margin dynamics

Adjusted EBITDA Margin



Adjusted EBITDA 1Q23

Consolidated

R\$ mi

+57.1%



51.7

32.9

1Q22

1Q23

Margin

13.2%

17.1%

Commerce

R\$ mi

+105.2%



29.7

14.5

1Q22

1Q23

10.0%

14.8%

BeOnline / SaaS

R\$ mi

+19.4%



22.1

18.5

1Q22

1Q23

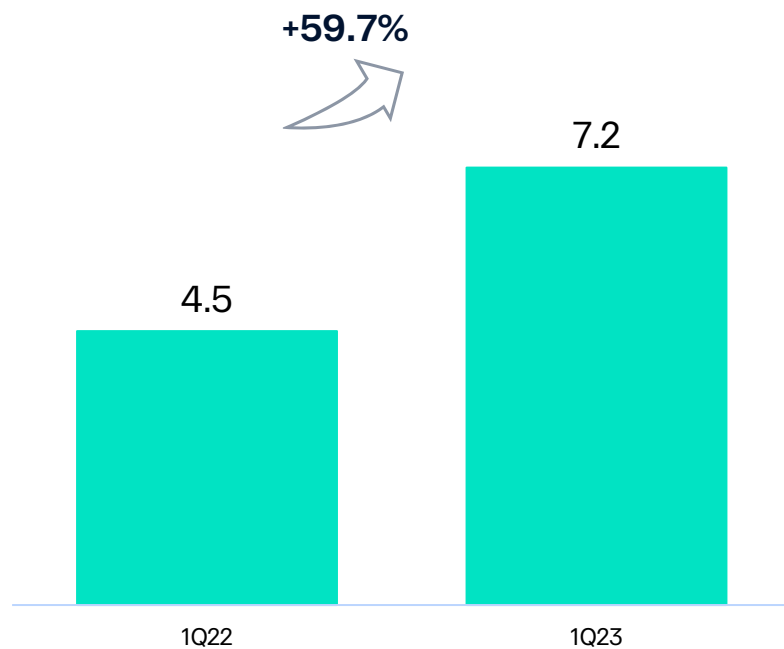
17.7%

21.5%

Net Income

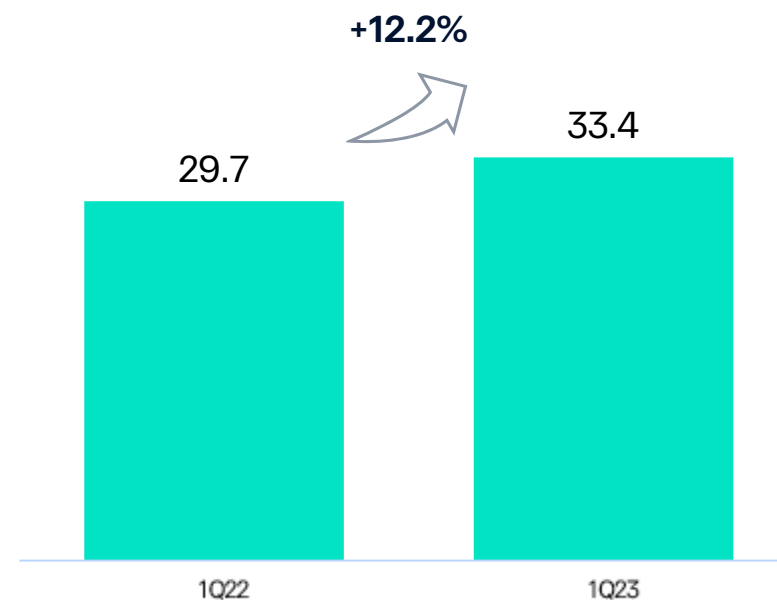
Net Income

R\$ million

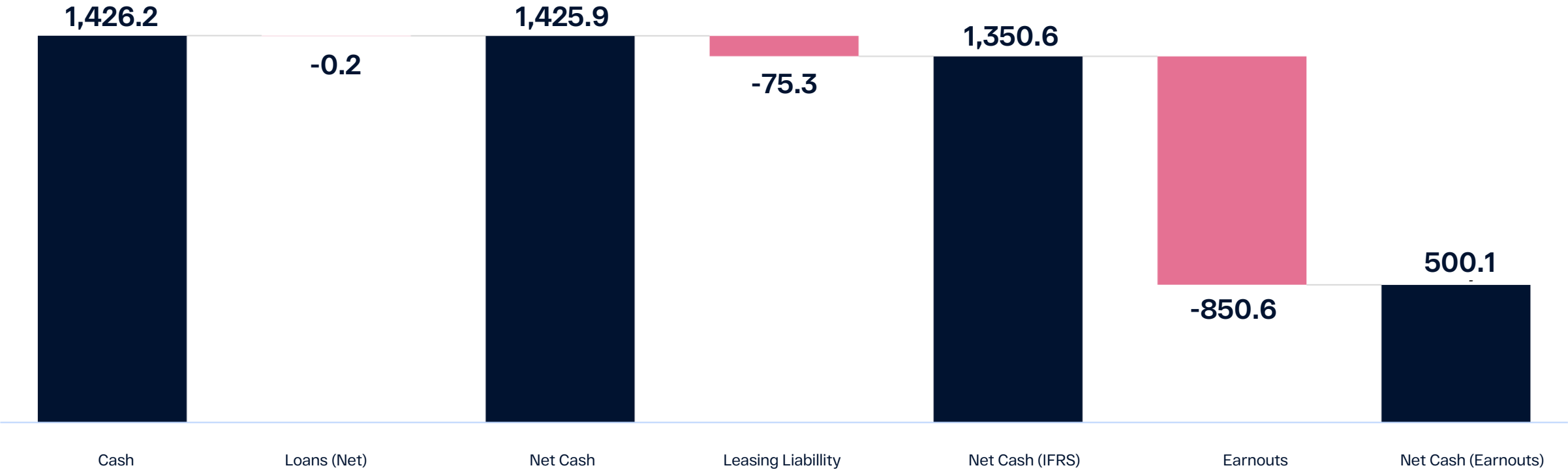


Adjusted Net Income

R\$ million



Net Cash Position





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