

Investor Presentation

NGRD
B3 LISTED NM

IGC B3

IGC-NMB3

ITAG B3



Neogrid

ARKER

HORUS



LETT

predify

smarket

25 Years
of pioneering and leadership

+8K Customers
among the main industries and
retailers in Brazil and abroad

**Consistent
Investments in
Innovation**
with important product
launches made in 2024

Proven track record in
**Recurring
Revenue &
Operating Cash
Flow Generation**

The largest **data and technology ecosystem** of the Brazilian Consumption Chain

Management and corporate governance

Executive Team



Jean Klaumann, CEO



Christiane Citrângulo, CMO



Aury Francisco, CFO



Bruno Pereira, CHRO



Nicolas Simone, CPTO



Fernando Rheingantz, CRO



Board of Directors



Miguel Abuhab
Chairman e Founder



Ana Novaes
Independent Member



Jorge Steffens
Vice-Chairman



Adriana Lima
Independent Member



David Abuhab
Board Member

Shareholder Structure

Controlling shareholder
(Yafo FIA): 54.1%

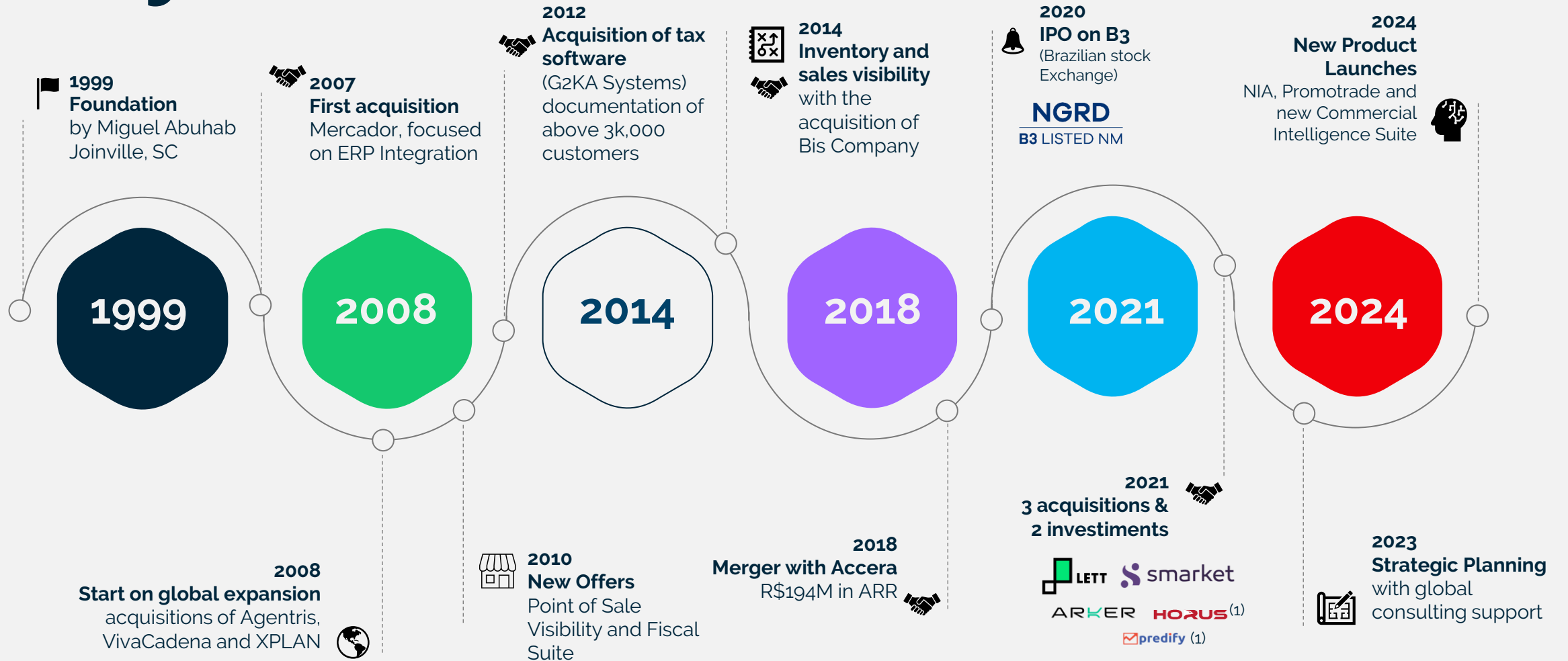
Free Float: 45.9%





Neogrid

25 years



(1) Investments made in 2021 with subsequent full acquisition in 2023

Challenges in the consumer chain



Supply Management

- 14% stockout rate
- R\$70 Bn in lost sales
- R\$11 Bn of excess inventory
- 36 days stock coverage

Price & Promotion

- 30% of pricing decisions are flawed (Source: McKinsey)
- 41% of promotions do not generate sales growth (Source: Neogrid/Smarket)

Marketing Funds & Trade

- 18% of investment in marketing funds are destined to customers who do generate increased sales or margin, that is, R\$ 18 billion
- Over 68% of the analyzed brands are inefficient in their online channels

End-to-end solutions for the consumer chain

Increased availability, correct pricing and personalized offers for the end consumer



A broad portfolio of solutions for the entire consumer chain
Embedded AI: NIA
6 petabytes of data



Neogrid Solutions

Commercial Intelligence

Actionable insights on assortment, pricing, market trends, competitive landscape, and shopper behavior

Commercial & Sales

Cutting-edge technology for more sales with higher margins

Supply Chain

Operational efficiency in planning, management and inventory replenishment processes

Trade & Marketing

Product availability at the point of sale: the right product, in the right amount, in the right channel and at the right price

Neogrid is the only company capable of supporting retail and industry end-to-end

Order
Digitalization

Demand
Planning

Intelligent
procurement
and
replenishment

Retail's
Sell-Out and
Inventory
Visibility

Distributor's
Sell-Out and
Inventory
Visibility

E-commerce
Monitoring

Trade
Marketing
Funds
Management

Intelligent
Pricing

Commercial
Offers and
Trade
Marketing
Management

Shopper
Monitoring



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New Commercial Intelligence Suite



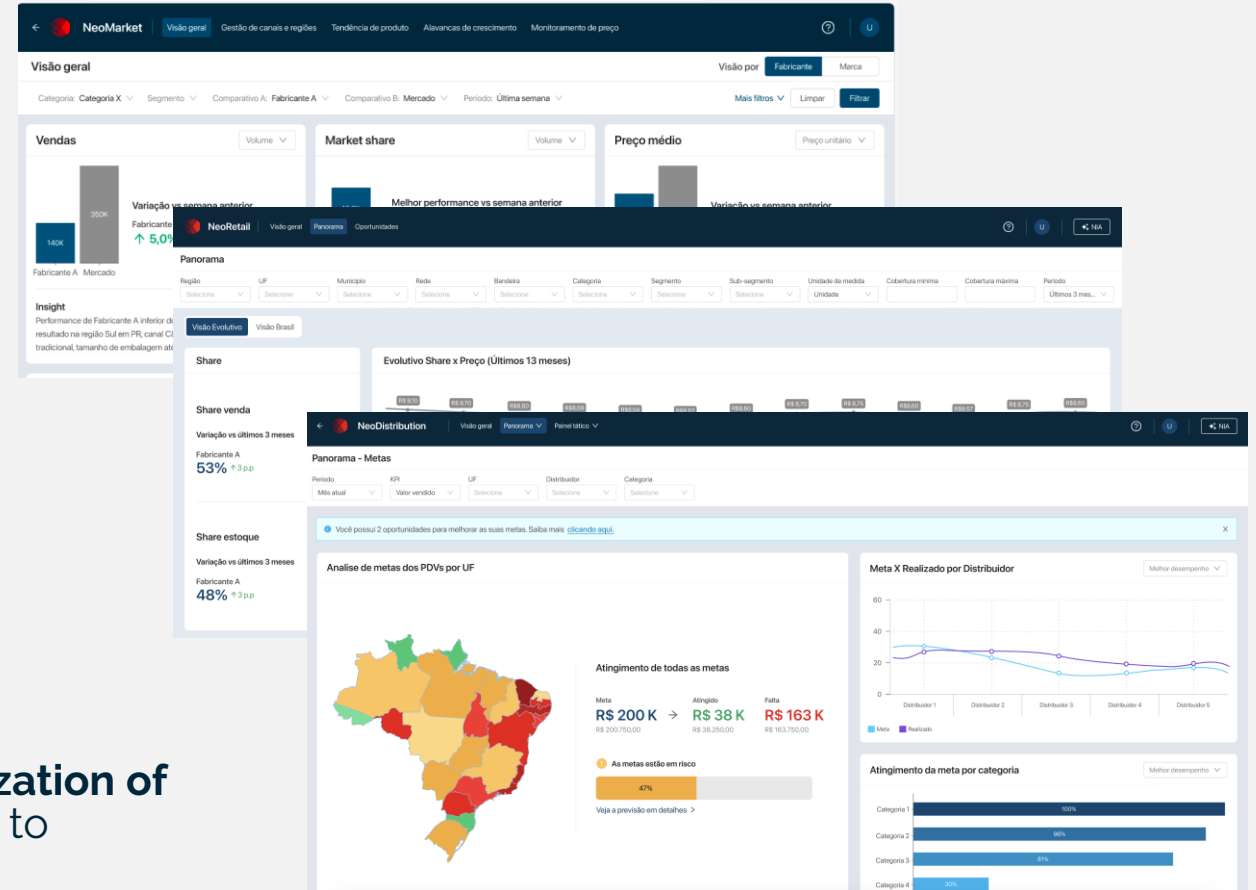
Linking Market Share with execution metrics to guide results-driven actions



Perfect store execution, optimizing **point-of-sale management with a focus on action**



Visibility and optimization of the **indirect channel** to maximize sales and assortment



Brazil's first AI dedicated to the consumer chain



analytical
capability



memory and
omnipresence



alert
management



proactivity



automated
execution



PROMOTrade

Powered by Neogrid & mercafacil



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Trade and Retail Media actions

Catalog of Trade and Retail Media actions with direct integration for better execution and more transparency

Integrated actions with the retail promotional workflow

Simplified execution and seamless engagement with suggested promotions

Wide range of strategies

Cashback, digital voucher, cross-sell, etc.

Hyper-personalized campaigns

Communication campaigns integrated with the POS enhance the conversion of the final consumer

High accuracy in results and validation

Integration with ERPs and Smarket intelligence to verify campaigns performance

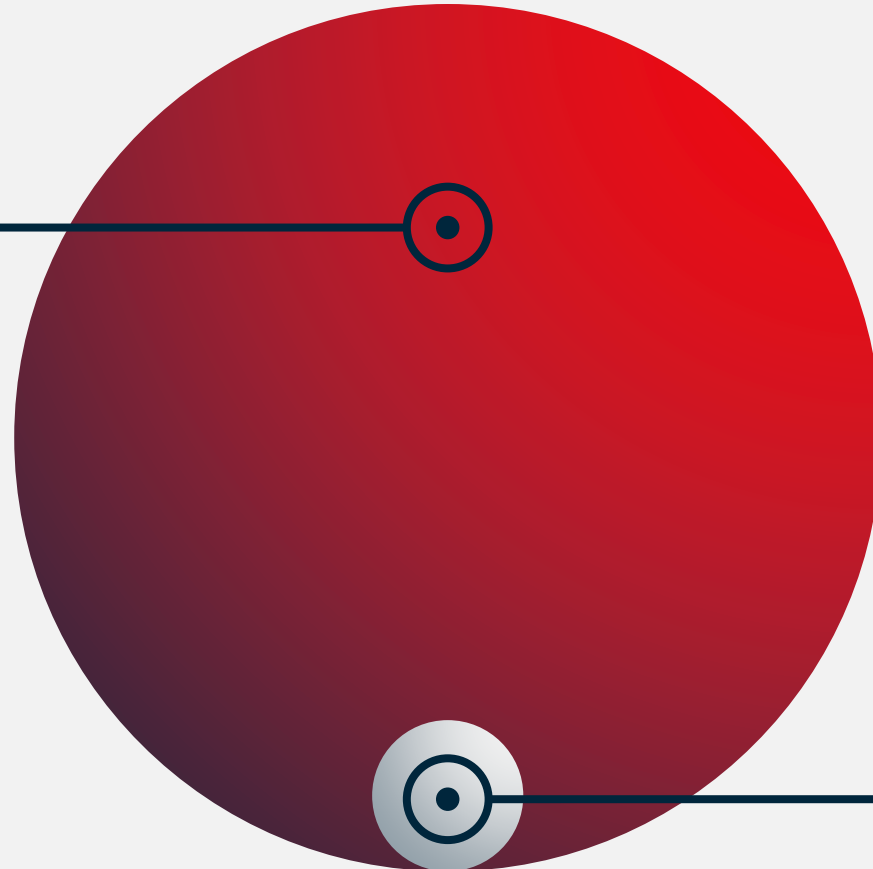




Only 4% penetration in the **addressable market** in Brazil

R\$7.7 bn per year

Addressable market for technology and data solutions in the consumer chain in Brazil



Neogrid: 4%

Significant opportunity to expand market share

8k+ clients

The leading industries and retailers in Brazil and around the world use Neogrid's products to support their operations



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Success Stories

+51% growth in Ecommerce

-70% stockout rate in key customers

+29% Sell Out in clicks & mortars



Over 100 SKUs monitored, increasing online search visibility for the Nescafé Gold brand

+30% Demand growth

+39% Revenue growth

+36% Gross profit growth



Over 200 products monitored using AI-driven pricing over 3 months

+12% Sell Out

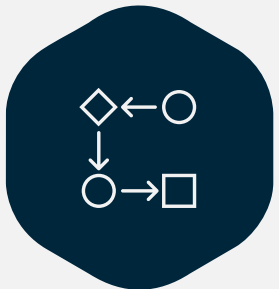
+1,3p.p. On-Shelf Availability ("OSA")

-23% in sales losses



Accuracy in logistics management and proper product availability at points of sale (POS)

Multiple growth avenues



Expand relationships with retailers

Increase in data volume within the ecosystem



Grow within the current customer base

Upsell & Cross-Sell

Relevant variation in average ticket among customers of the same size



Launch of new products and features

Portfolio modernization for increasingly accurate insights



Expand into other verticals of the consumer chain

Example: pharma, auto parts, among others



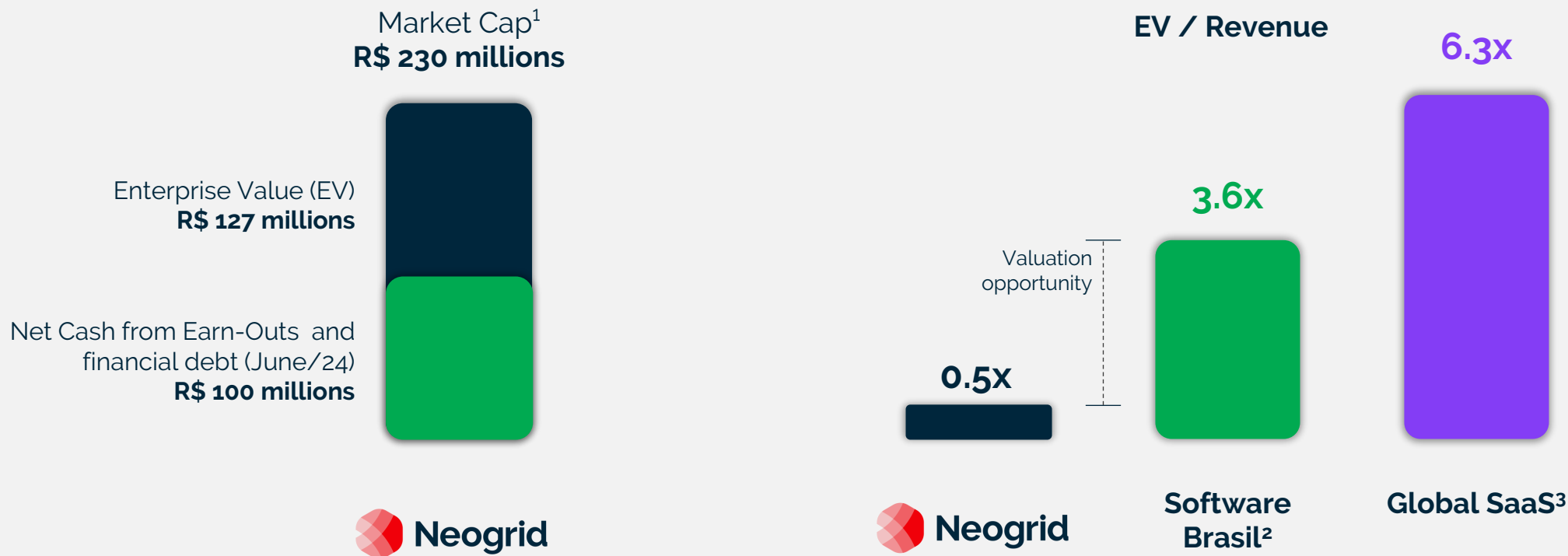
Proven M&A Track Record

Neogrid has made 11 acquisitions over 20 years

Attractive Entry Multiples

Running:

- Share buyback (up to 10% of free float)
- Reverse Split (100:1) and Post-Split (1:4) effective from October 8th, 2024



1 - on 11/07/2024

2 - Considers the average EV/Revenue of Totvs, Locaweb and VTEX. Considers annualized revenue for 2024 (1st half revenue times 2)

3 - Source: Meritech Capital Benchmark, considers EV/ARR implied.

OPERATIONAL HIGHLIGHTS

3rd quarter of 2024

3Q24 Operational Highlights



Held on August 15, 2024

+2,5k participants

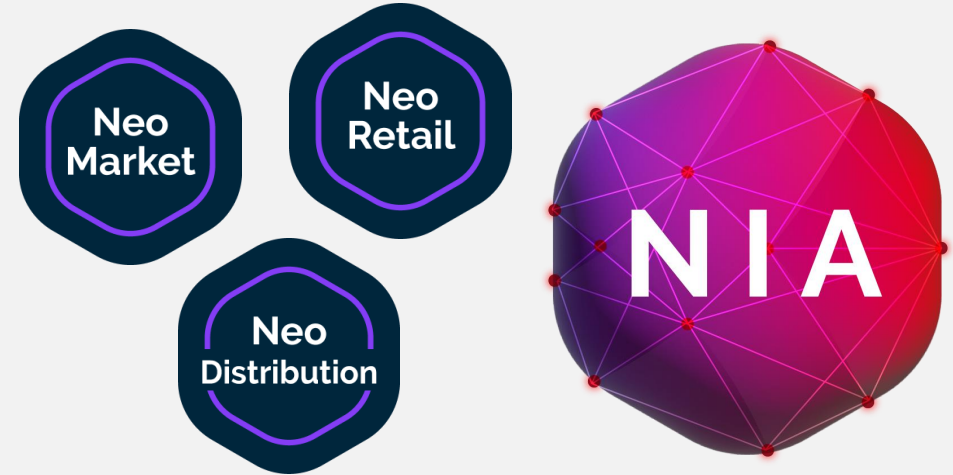
~50% Managers & decision-makers of industry and retail

+ high engagement from customers and other stakeholders

Some participating customers



Product Releases



3Q24 Operational Highlights



Huawei Connect 2024

Neogrid was the winner of the **"Big Data Application Innovation Award"** category, during an event held by Huawei in Shanghai, China, recognizing the most innovative projects in the world.



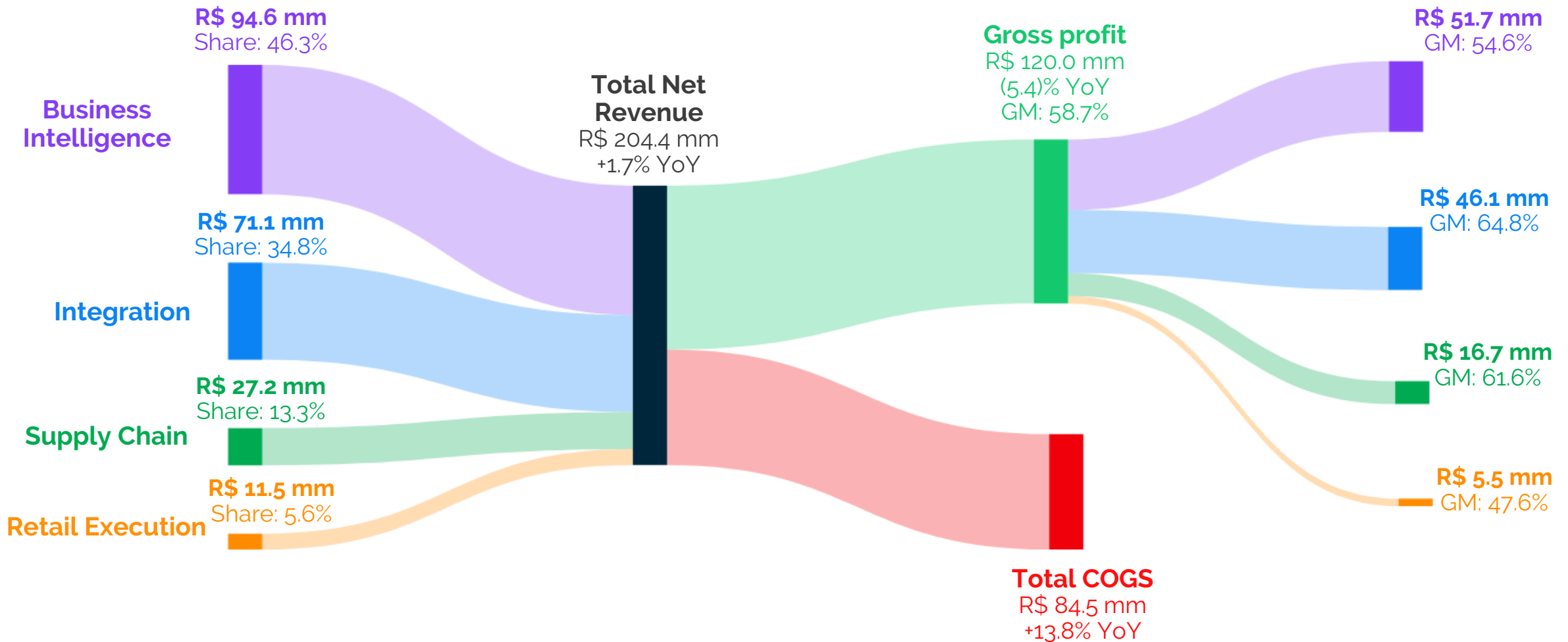
NGRD3 – Simultaneous Reverse Stock Split and Stock Split

On October 8th, we concluded the 100:1 inverse stock split and the immediate 1:4 stock split. Improved liquidity and interest from institutional investors.

FINANCIAL HIGHLIGHTS

3rd quarter of 2024

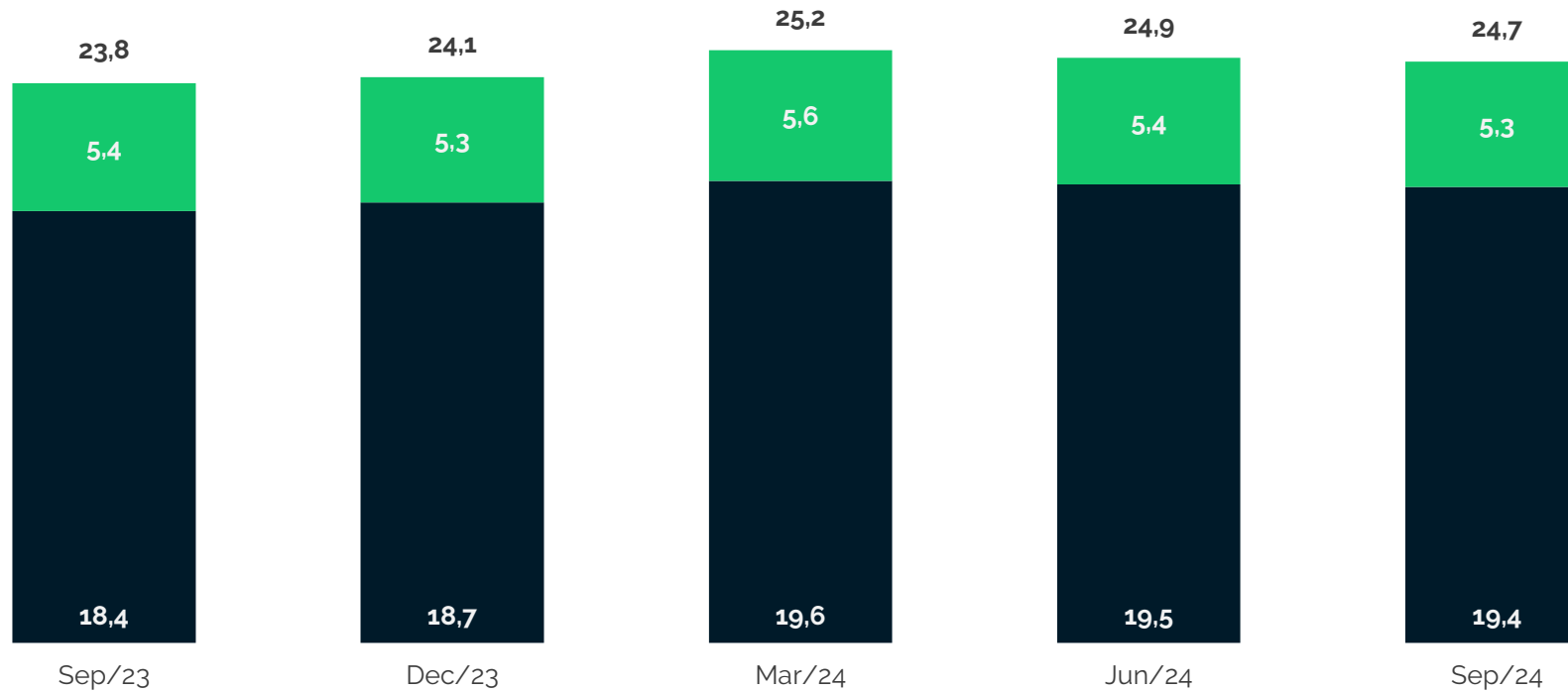
Result by Business Unit – 9M24



Share: % of total net revenue
GM: Gross Margin

Monthly Recurring Revenue (MRR)

(in millions of R\$ and %)



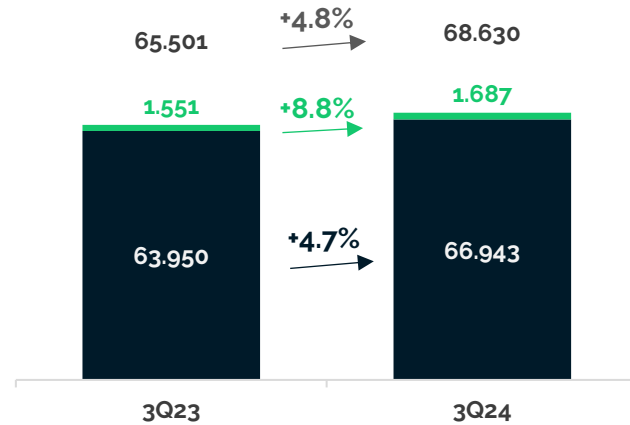
Change YoY
 Total MRR: **+3.9%**
 MRR Core: **+5.6%**

■ Core ■ Non-core

Net Revenue

(in millions of R\$ and %)

3Q23 vs 3Q24

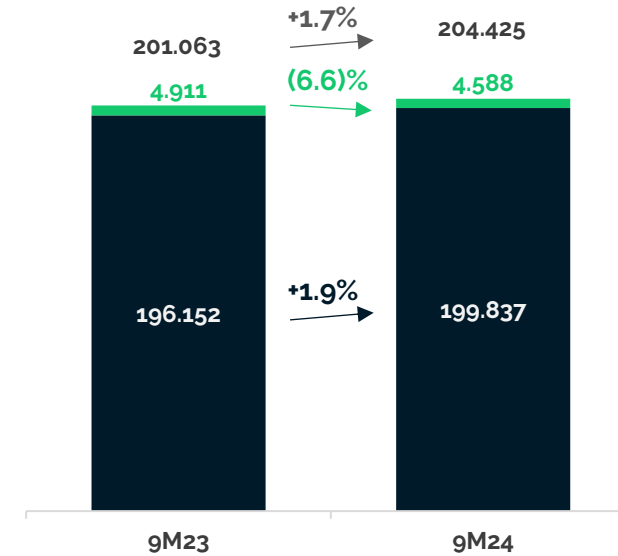


% Recurring Net Revenue:

97.6%

97.5%

9M23 vs 9M24



% Recurring Net Revenue:

97.6%

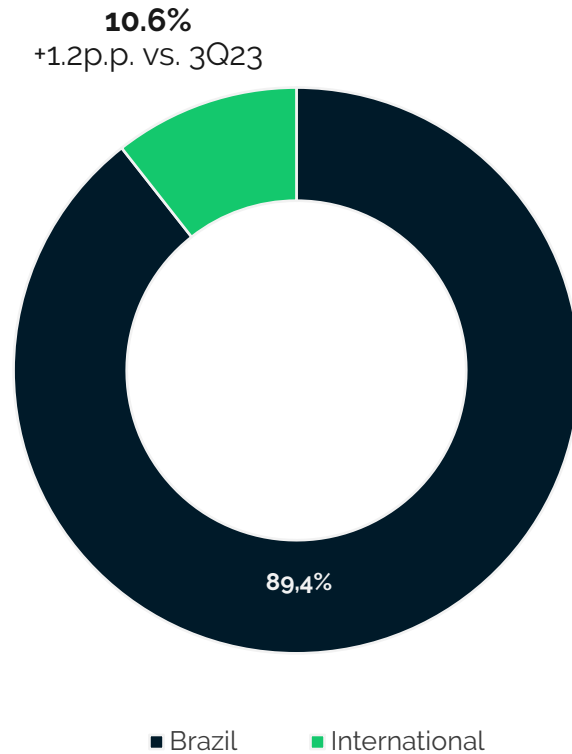
97.8%

■ Net revenue

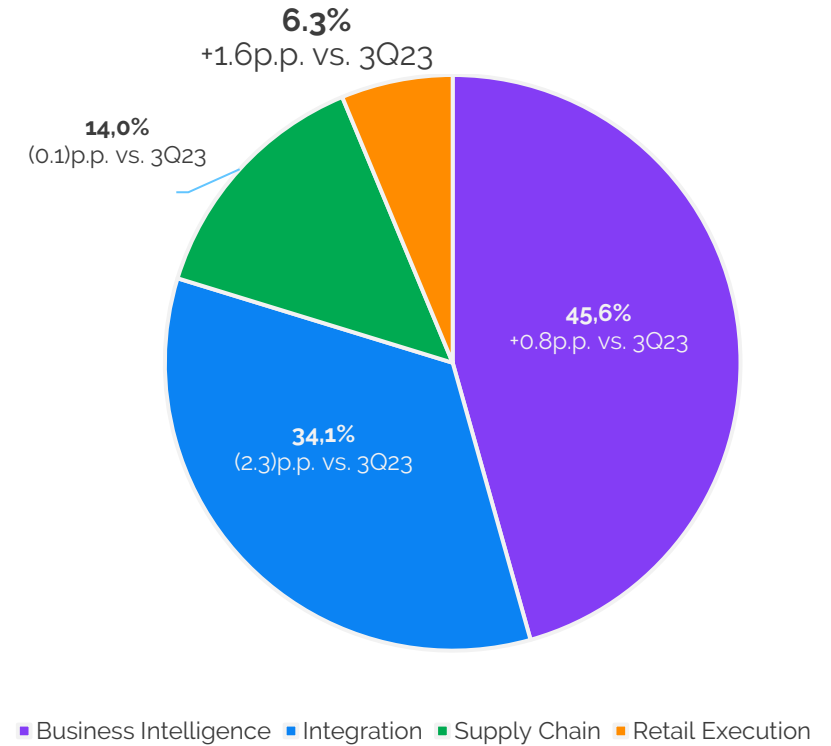
■ Net revenue of services

Net Revenue

Net Revenue per region 3Q24



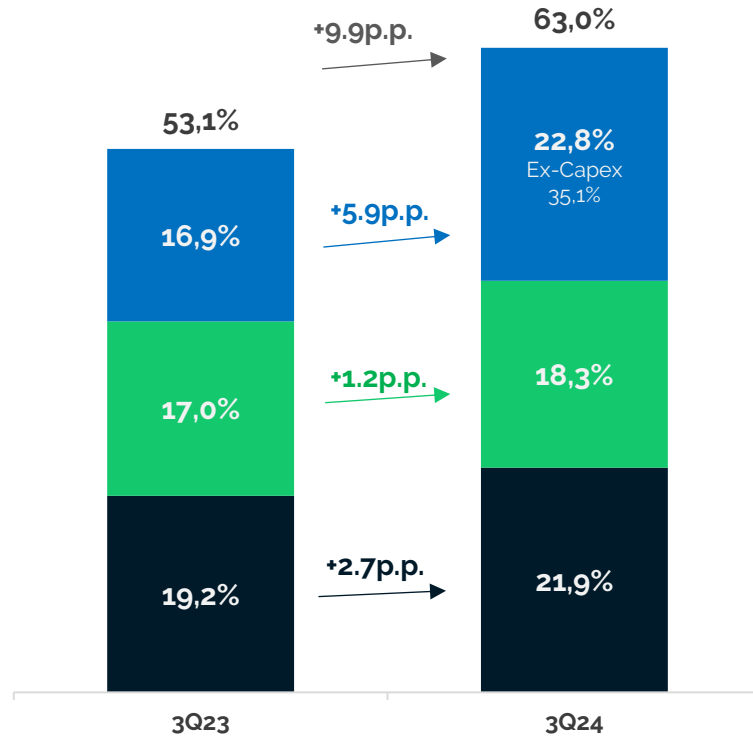
Net Revenue per Business Unit 3Q24



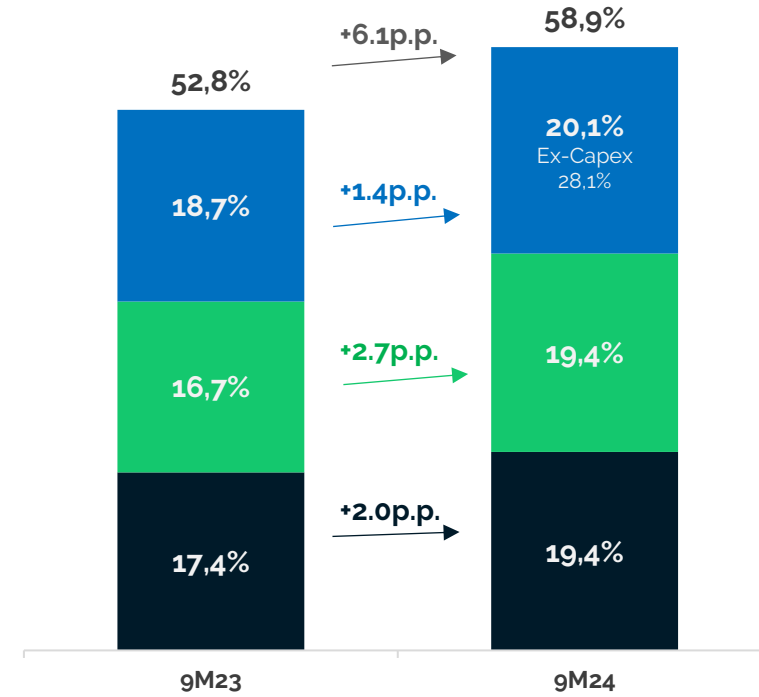
Operating Expenses

(does not consider depreciation and amortization)

3Q23 vs 3Q24



9M23 vs 9M24

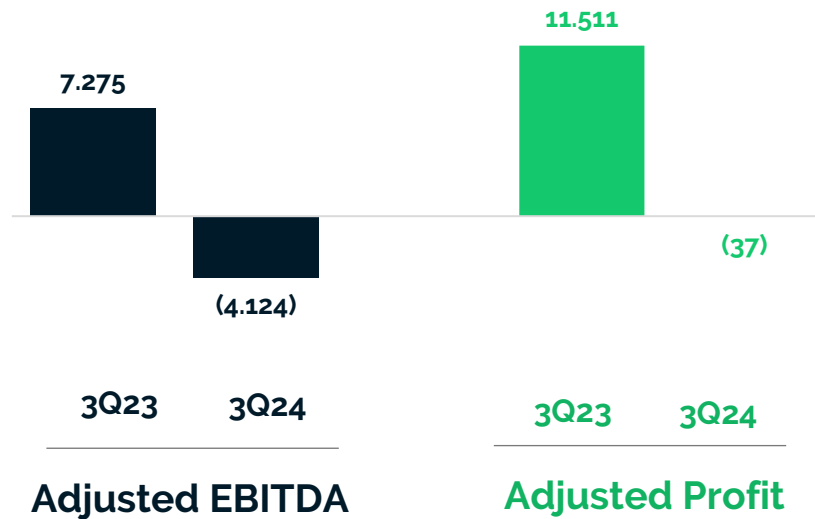


■ R&D ■ G&A ■ Sales expenses

Adjusted EBITDA and Profit

(in millions of R\$ and %)

3Q23 vs 3Q24

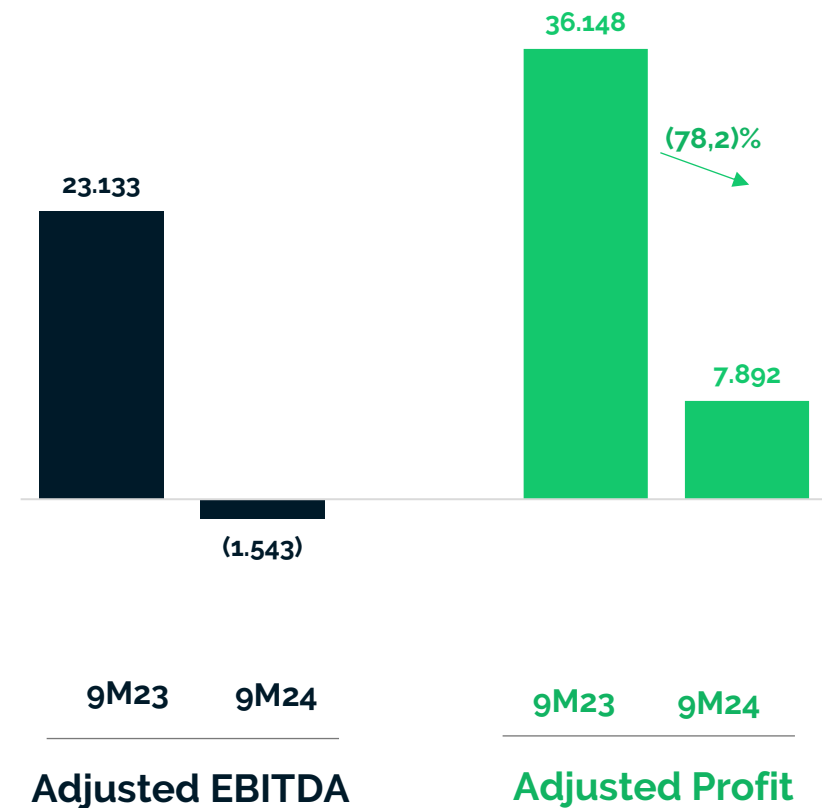


Margin:
(% of Net Revenue)

11.1% **(6.0)%**

17.6% **(0.1)%**

9M23 vs 9M24



Margin:
(% of Net Revenue)

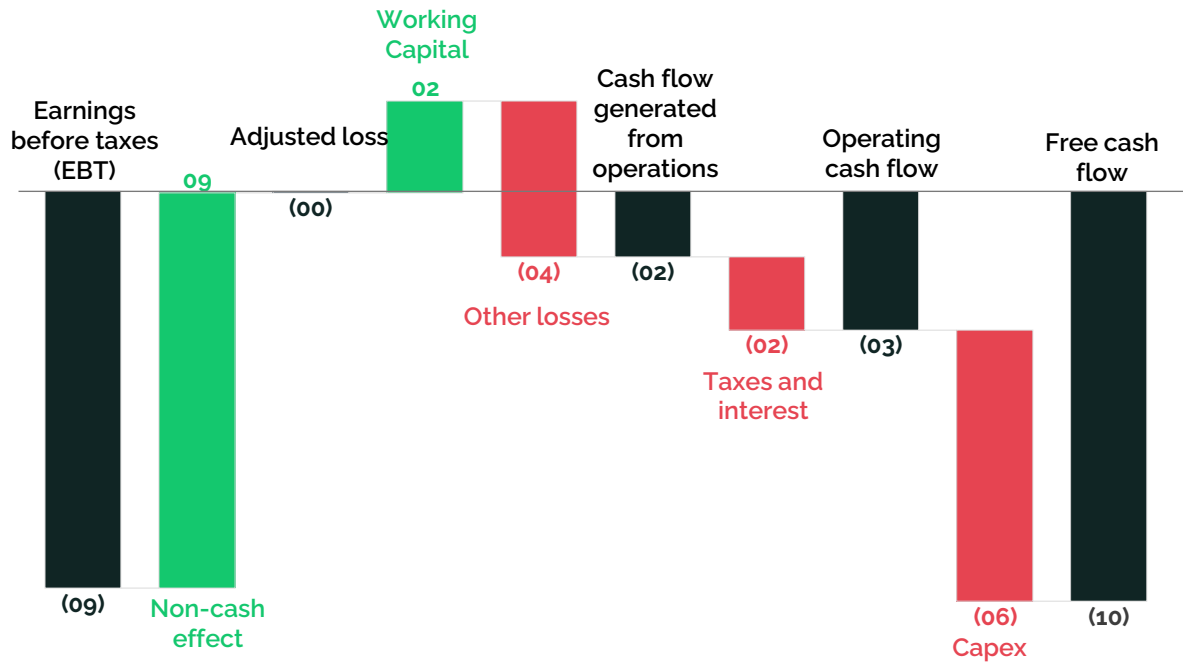
11.5% **(0.8)%**

18.0% **3.9%**

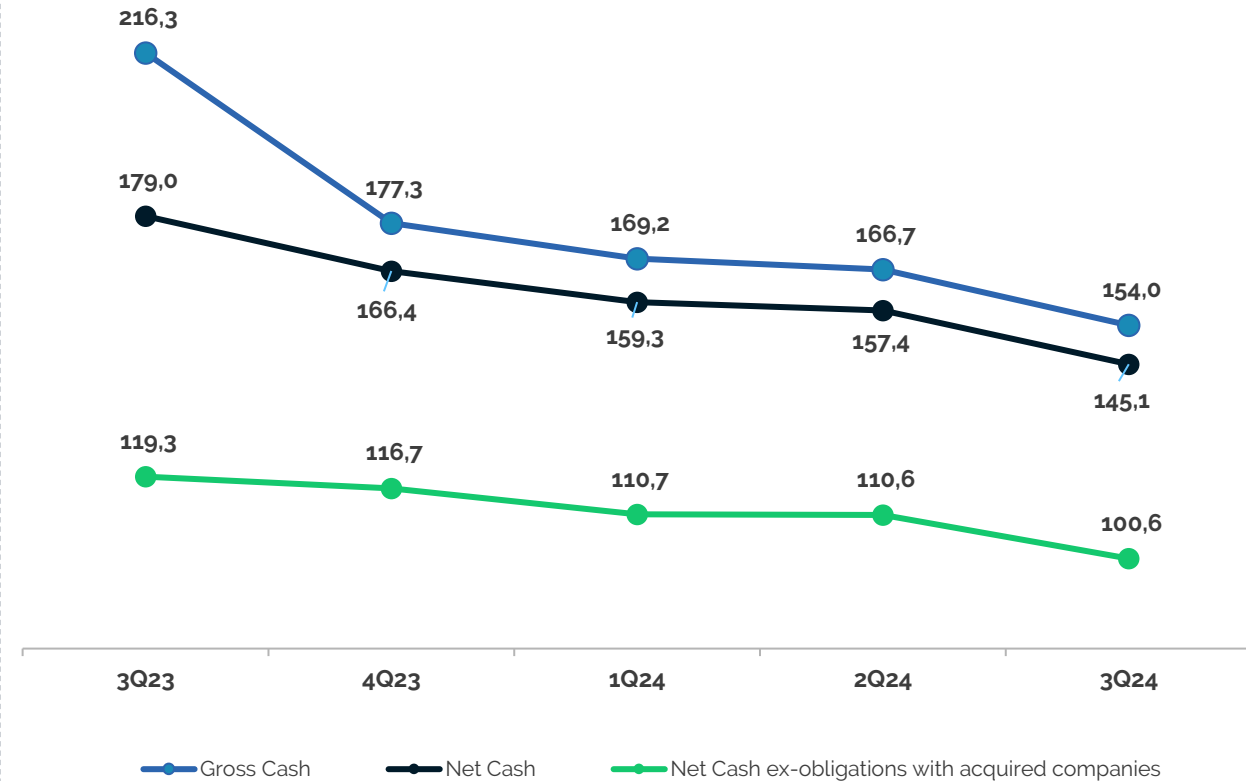
Cash Flow and Position

(in millions of R\$ and %)

Free Cash Flow 3Q24:



Cash Position at the end of the period:





Share Buyback Program Execution

Buyback of 21.8% of the approved limit

- 88.6 thousand shares* were acquired, an investment of R\$ 2.6 million
- Average price*: R\$29.20
- Plan Expiration Date: 07/11/2025

* Quantities and quotations adjusted by the simultaneous reverse split and split carried out in October/24.



Thank you

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