

# Investor Presentation

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B3 LISTED NM

**IGC B3**

**IGC-NM B3**

**ITAG B3**



**Neogrid**

ARKER

HORUS



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**






**Guido Carelli, CRO**




## Board of Directors




**Miguel Abuhab**  
Chairman e Founder



**Jorge Steffens**  
Vice-Chairman



**David Abuhab**  
Board Member

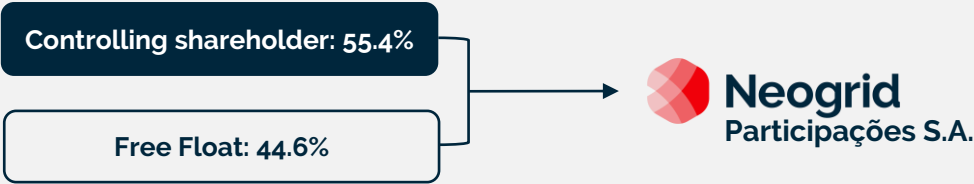


**Ana Novaes**  
Independent Member



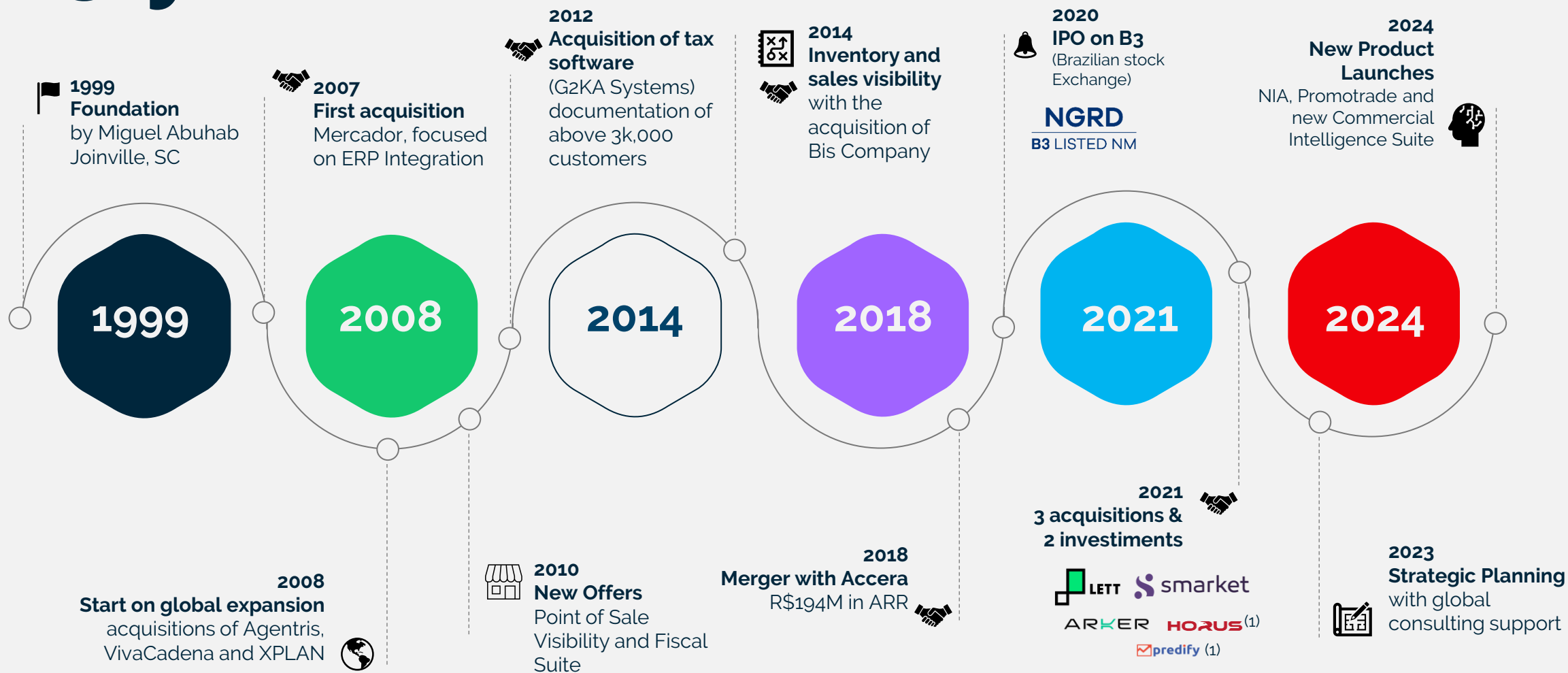
**Adriana Lima**  
Independent Member

## Shareholder Structure



# 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

# Our portfolio generates value and efficiency for the entire consumption chain in Brazil



Neogrid's end-to-end solutions enable a virtuous ecosystem cycle ("flywheel")

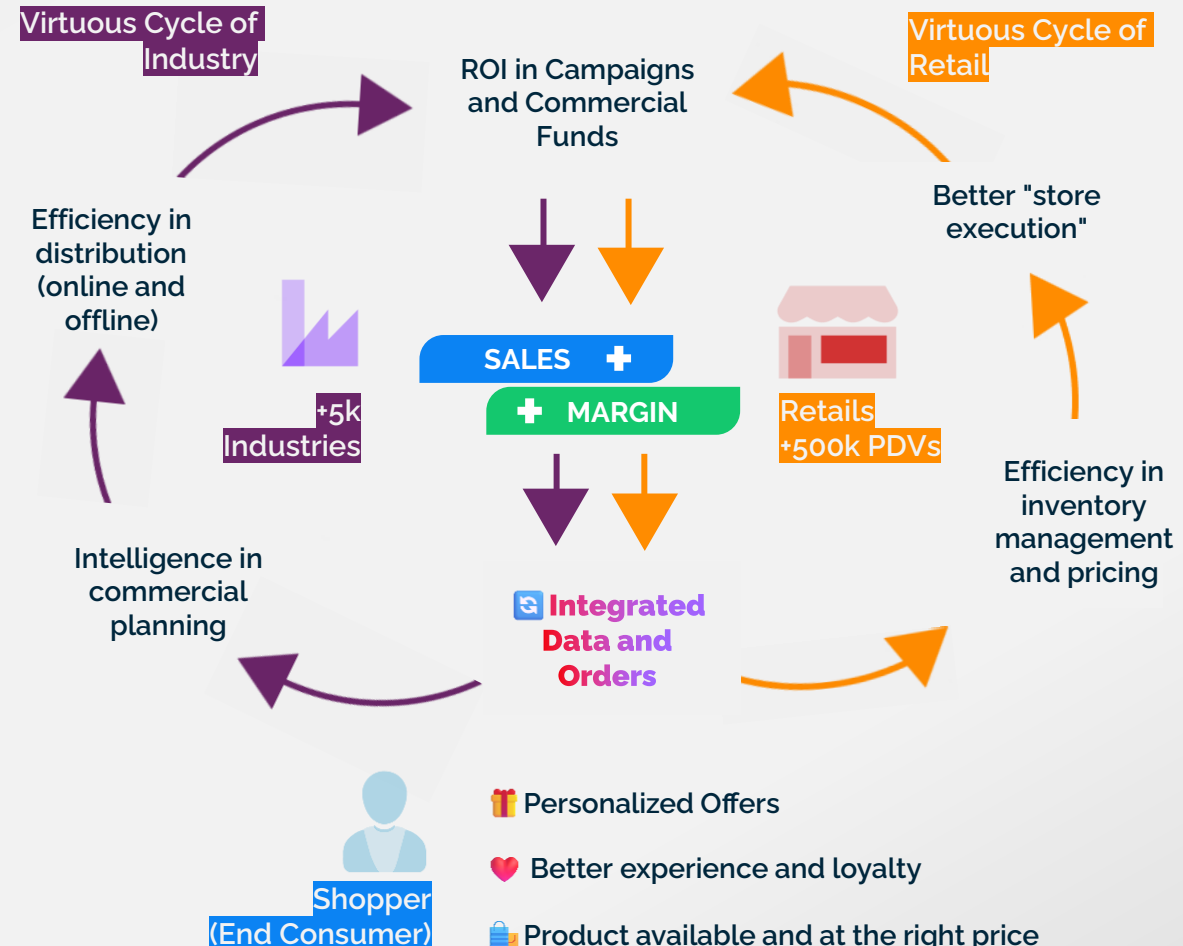
## Neogrid Solutions

Competitive Intelligence

Commercial & Sales

Supply Chain & Integration

Trade & Marketing



# 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



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Neo  
Market

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

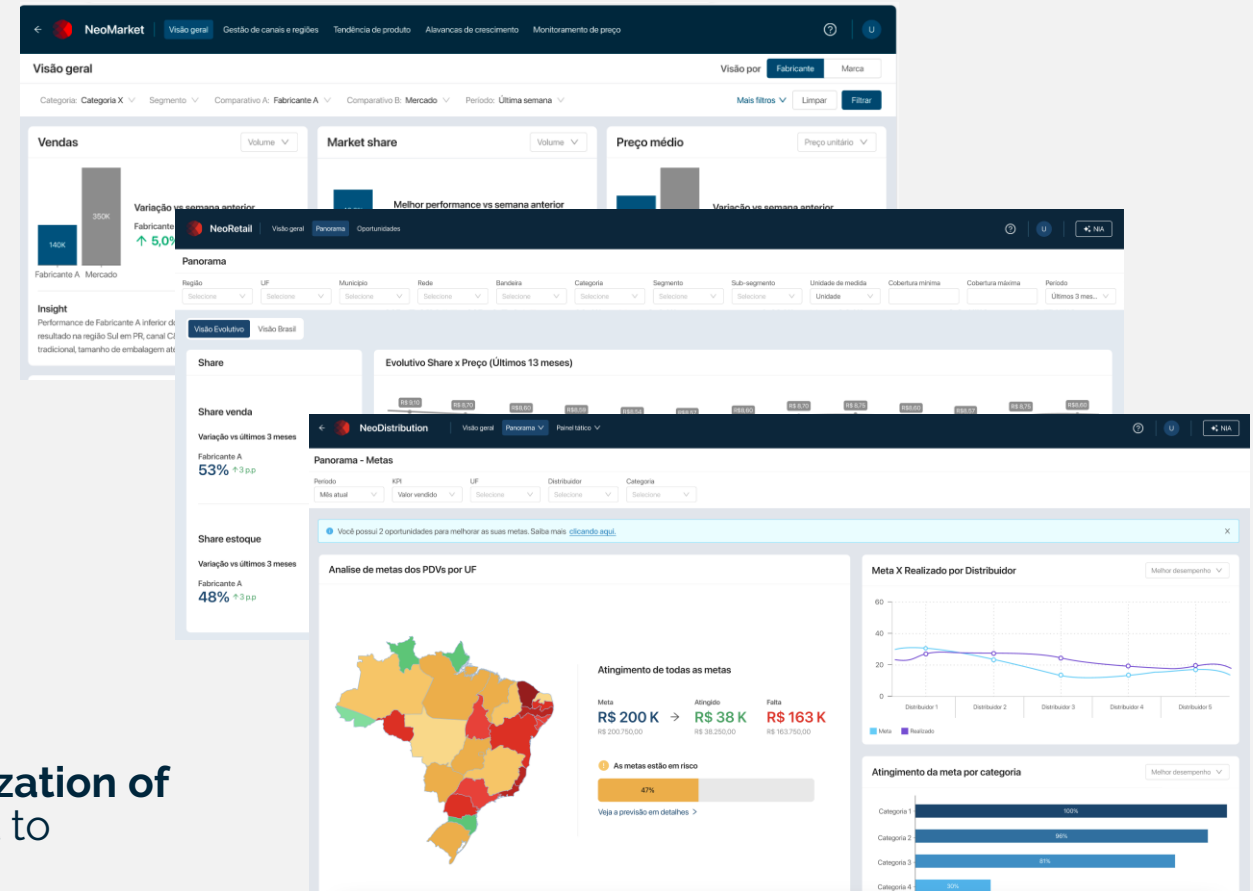
Neo  
Retail

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

NIA

Neo  
Distribution

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

## Integrated actions with the retail promotional workflow

Simplified execution and seamless engagement with suggested promotions

## Trade and Retail Media actions

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

## 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

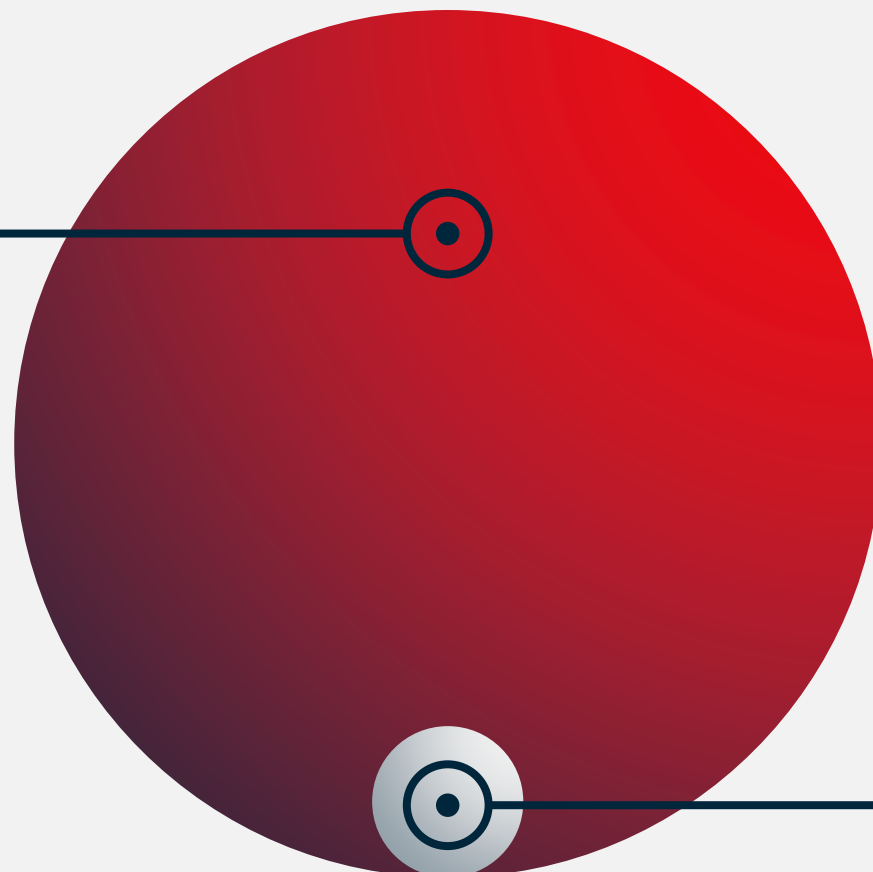




Only 4% penetration in the  
**addressable market**  
in Brazil

**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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**+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

## Success Stories

**+30%** Demand  
growth

**+39%** Revenue  
growth

**+36%** Gross profit  
growth



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

**+12%** Sell Out

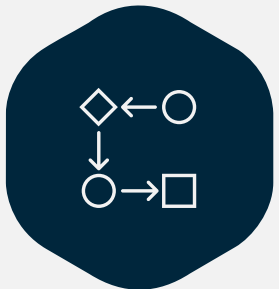
**+1,3p.p.** On-Shelf  
Availability ("OSA")

**-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



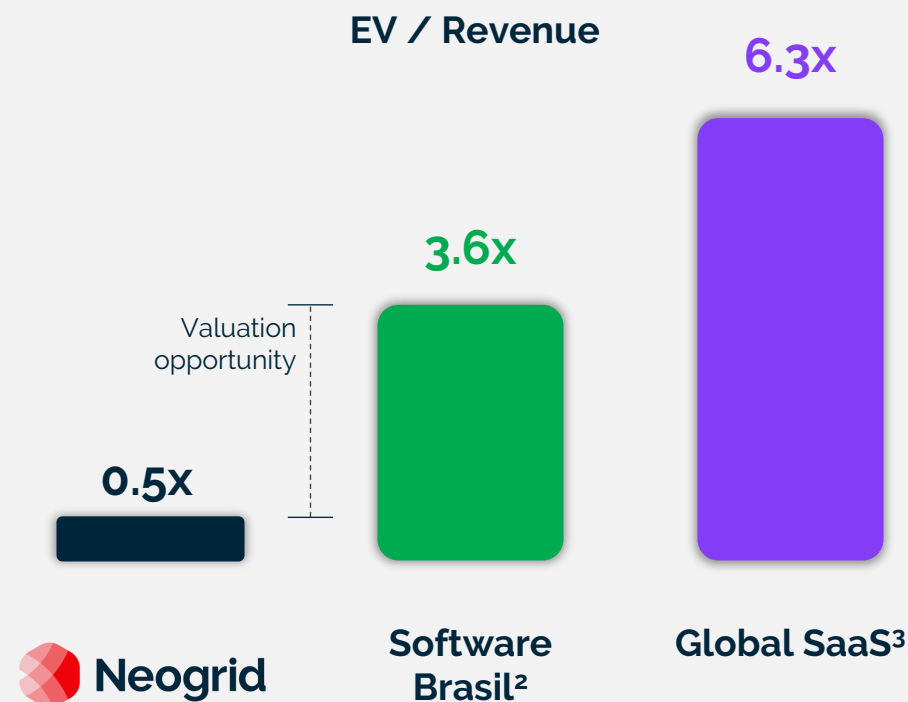
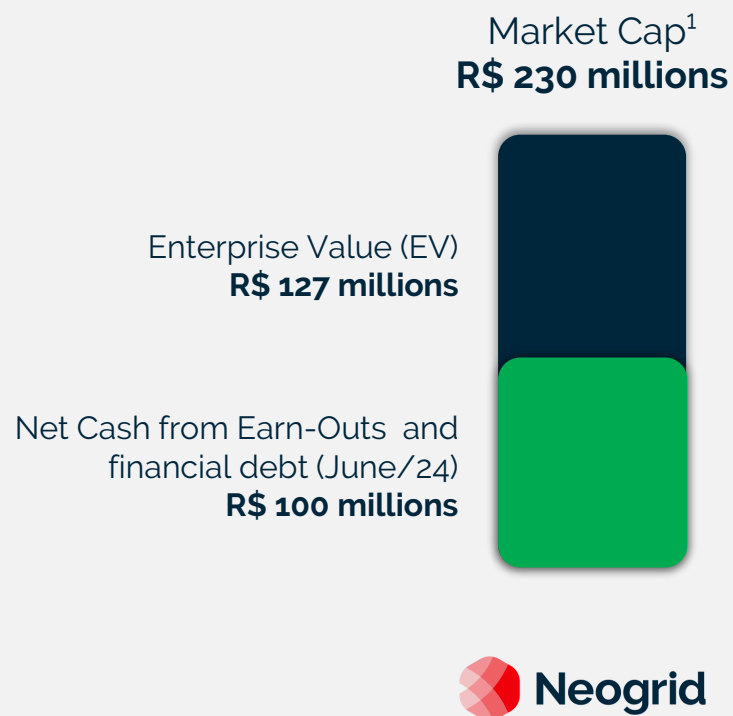
## Proven M&A Track Record

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 8<sup>th</sup>, 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

## 1Q25

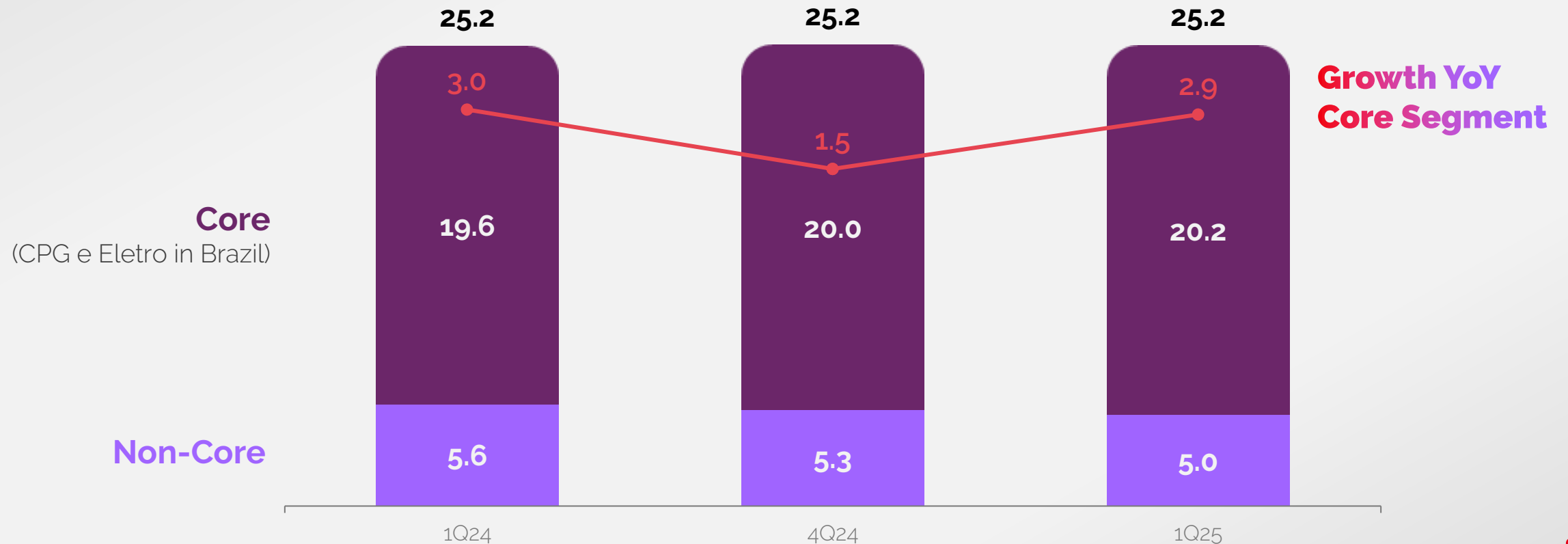


**Jean Klaumann**  
CEO



# Strategic Focus on the CPG and Electro markets in Brazil


Quarterly Average MRR




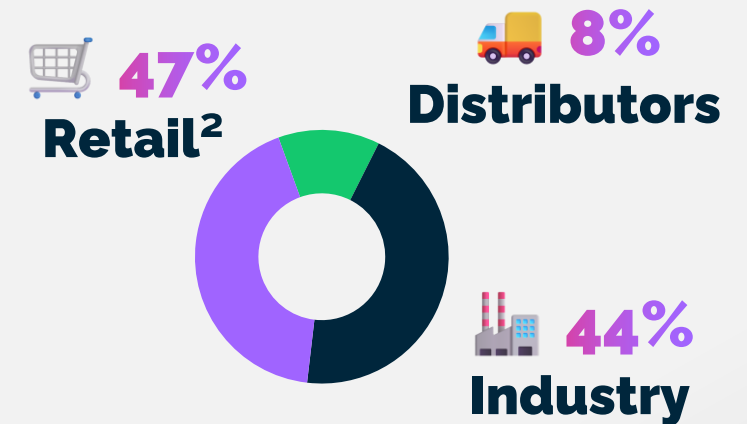
# Products launched in the second half of 2024: customer profile<sup>1</sup>



Focus on strategic segments and chain completeness

 **79%**  
**CPG**  
**segment**

 **64%**  
**Revenue**  
**> R\$1B**



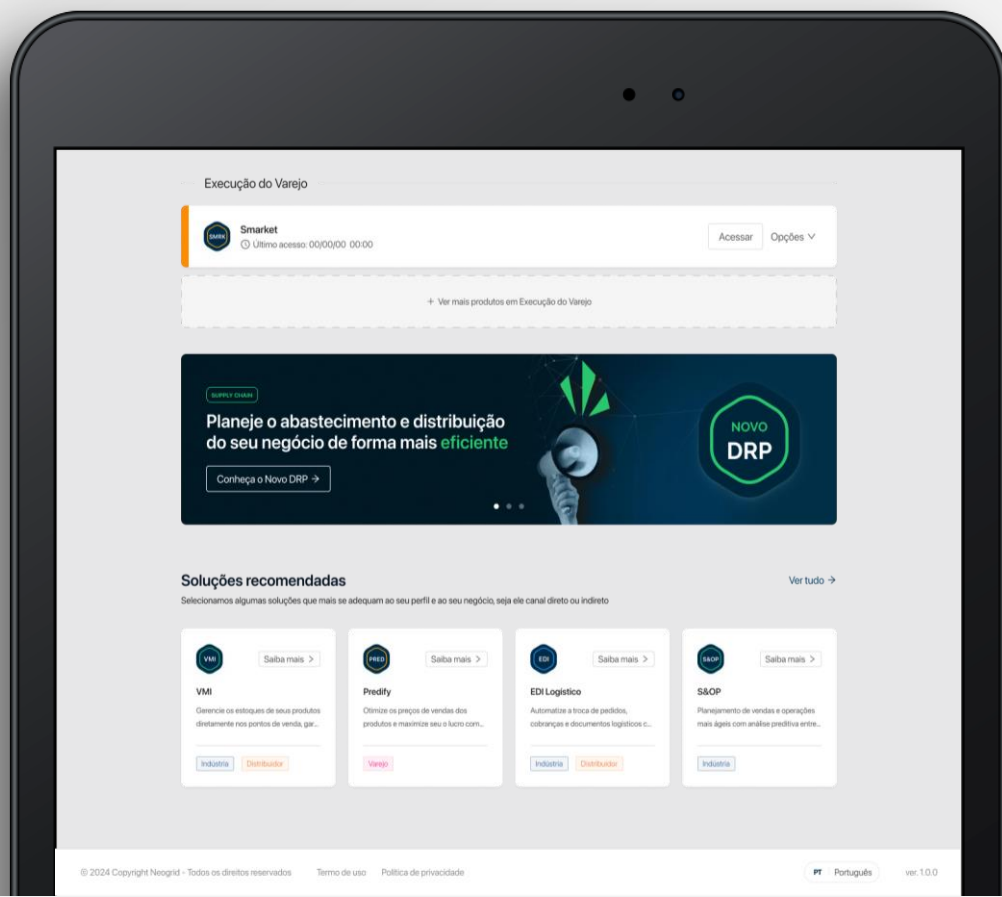
1: considera clientes ativos e em processo de implantação;  
2: considera opt-in de varejos para utilização do Promotrade



# Constant evolutions in the Neogrid customer journey



## More Neogrid Customer Self Service



+ AI-powered data  
quality



Evolution in  
support SLA<sup>1</sup>



Growth of the food retail  
ecosystem

<sup>1</sup> SLA (Service Level Agreement) on minimum performance standards.



# Neogrid Expands Access to Strategic Insights with Brazil's Largest CPG Database



## Neogrid Ecosystem Insights Panel

A monthly overview with the main indicators of the shopper's basket and disruption in the retail of Brazilian consumer goods.

**Visão Shopper**

Monitore as variações de média de itens, preço, ticket médio e incidência dos produtos.

[Clique aqui!](#)

**Visão Cesta**

Acompanhe o monitoramento mensal da Cesta Neogrid FGV IBRE em oito capitais brasileiras

[Clique aqui!](#)

**Visão Supply**

Acesse com exclusividade a variação mensal do Índice de Ruptura no varejo brasileiro




[Clique aqui!](#)

 **+1 billion tax coupons analyzed per year**

 **Credibility**

Partnerships reinforce data depth and reliability

 **Access to indicators and insights** via website, WhatsApp or NIA, our generative AI  

 **Largest consumer data base in Brazil**

+2,500 retail chains

30,000 POS

3,000 municipalities



# Financial Highlights

## 1Q25

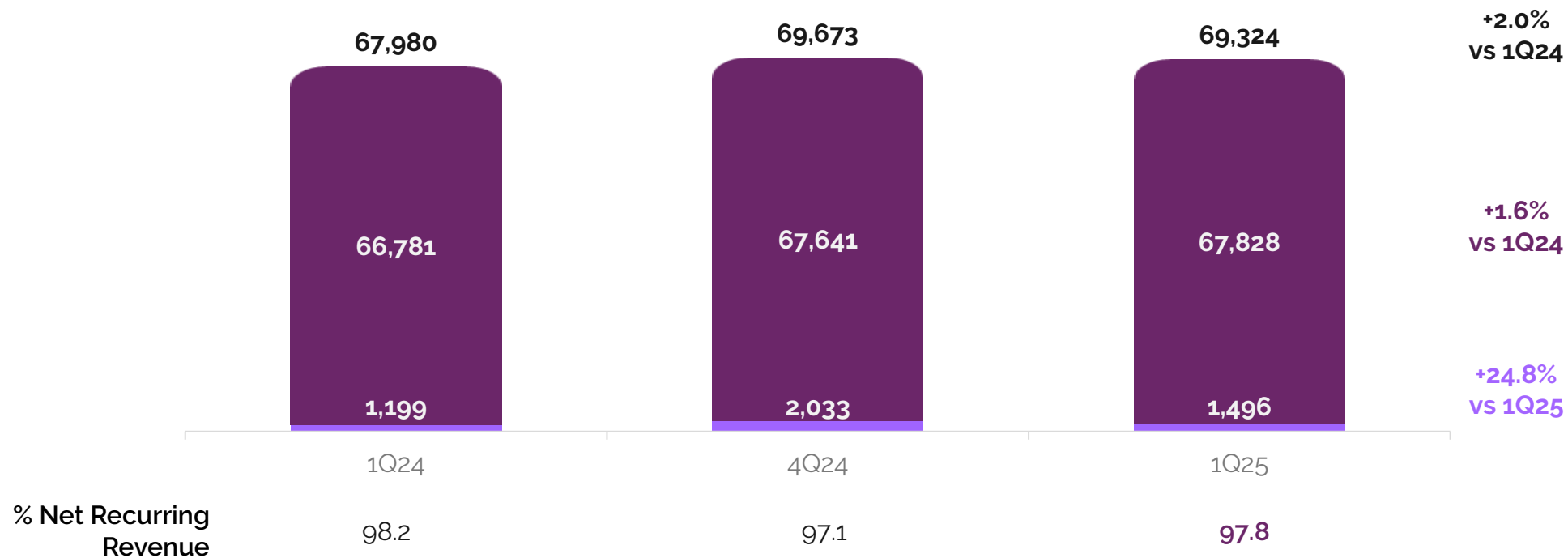


**Aury Franscisco**  
CFO & IRO



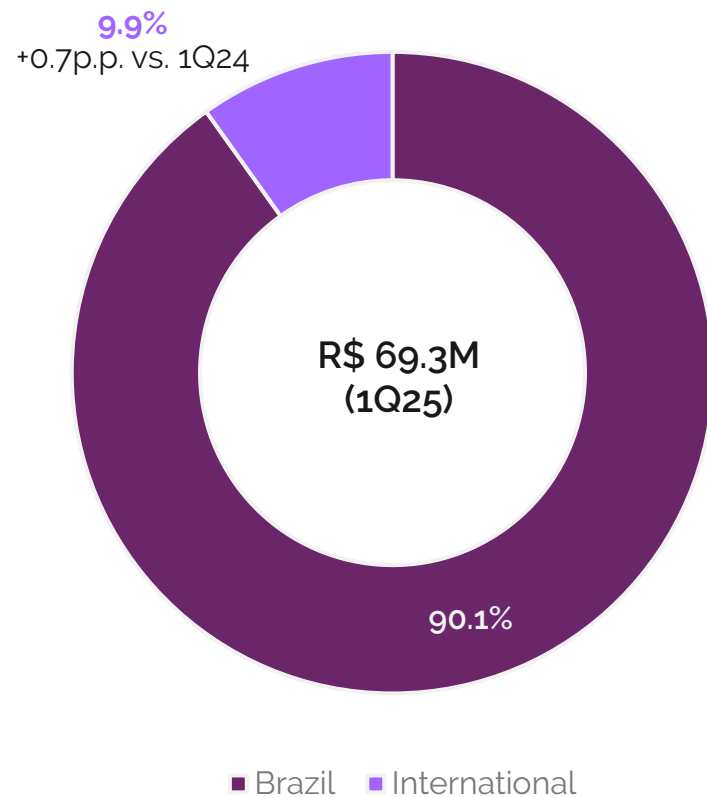
# Net revenue

(in thousands of R\$ and %)

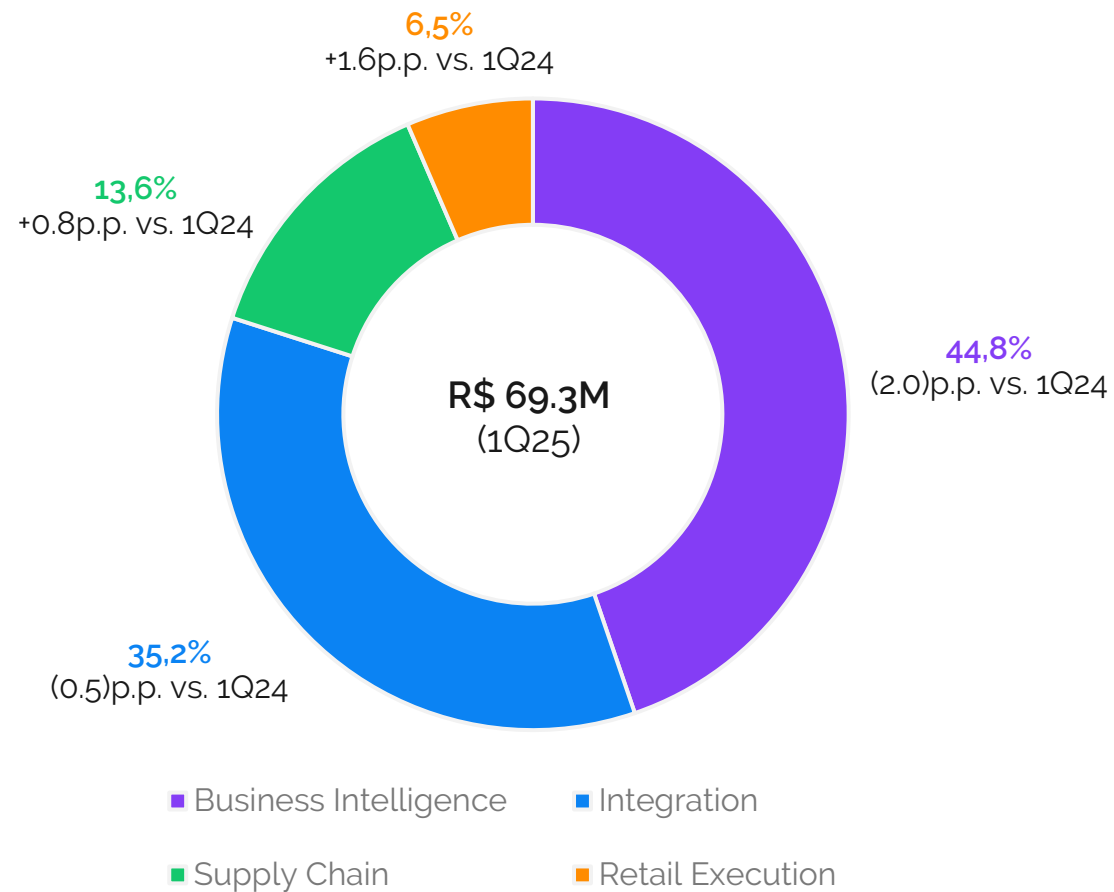


■ Net recurring revenue ■ Net Service Revenue

## Net Revenue by region 1Q25

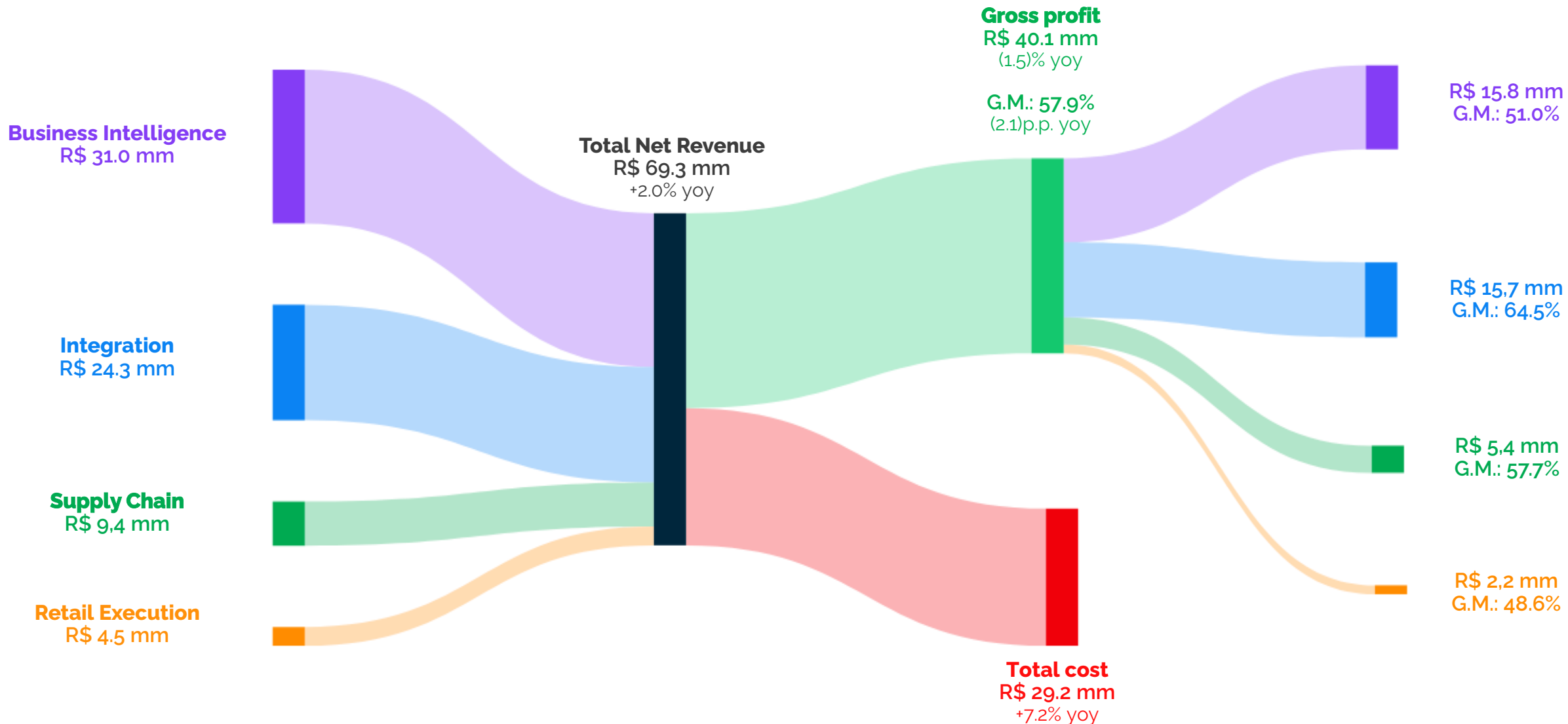


## Net Revenue per Business Unit 1Q25





# Results per Business Unit 1Q25

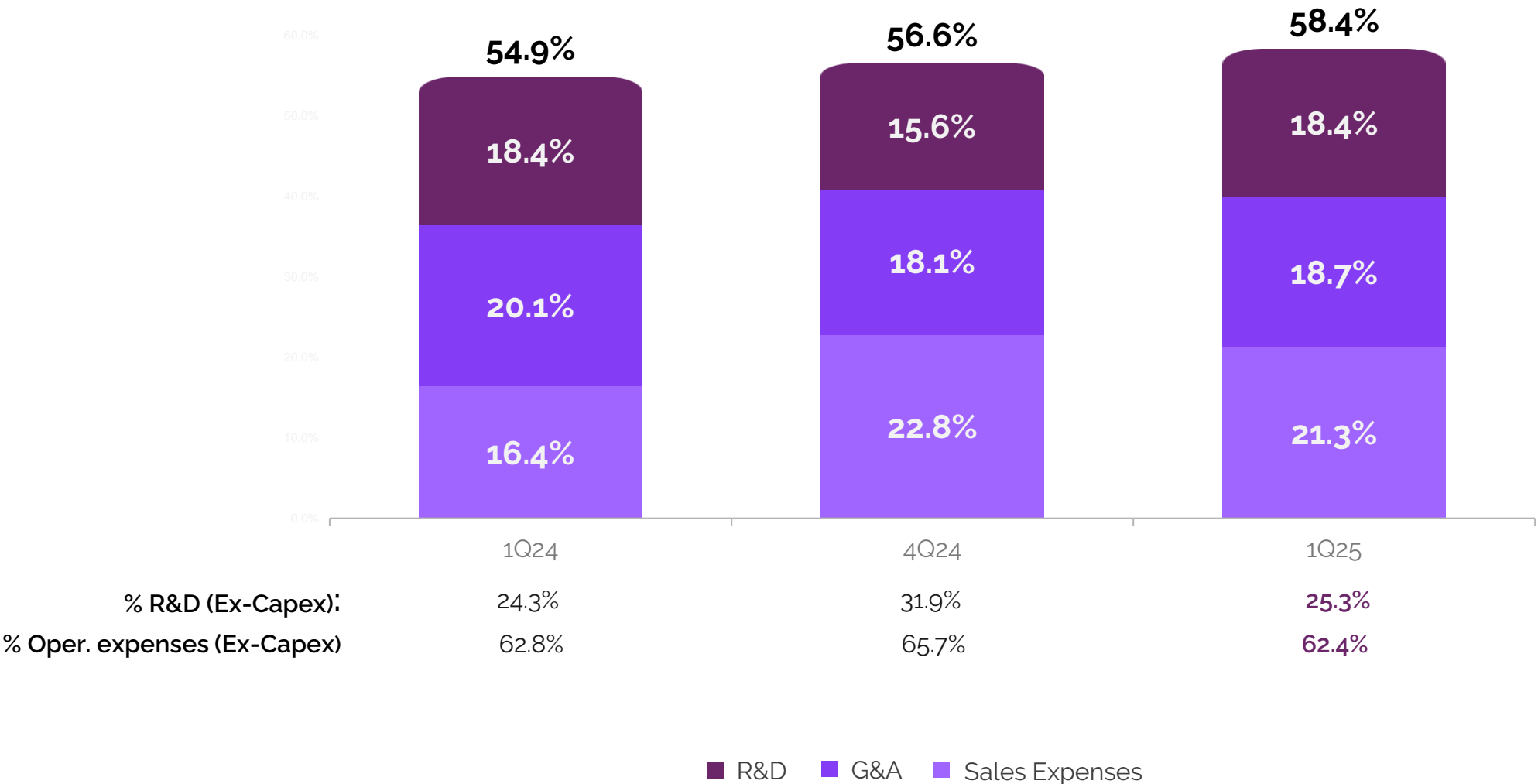


Note: G.M. stands for Gross Margin

# Operating Expenses

(does not consider depreciation and amortization)

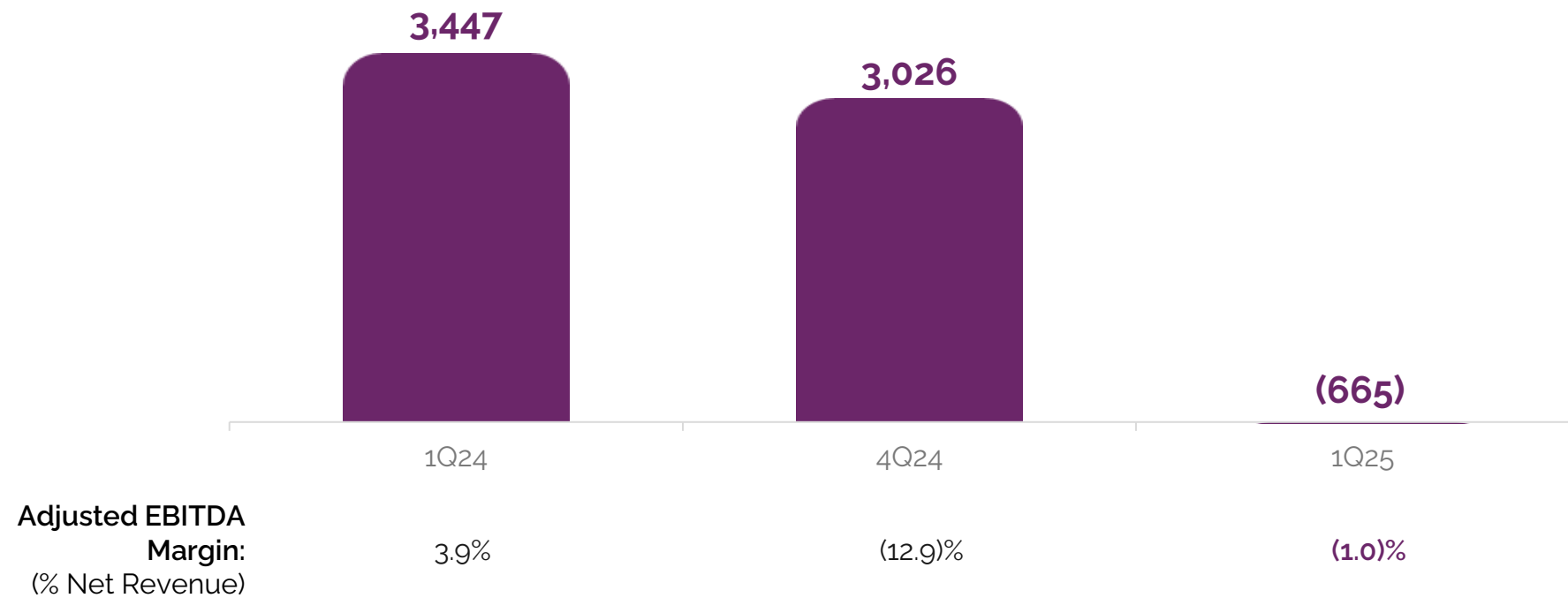
% Net Revenue 1Q25



# Adjusted EBITDA and Margin

(in thousands of R\$ and %)

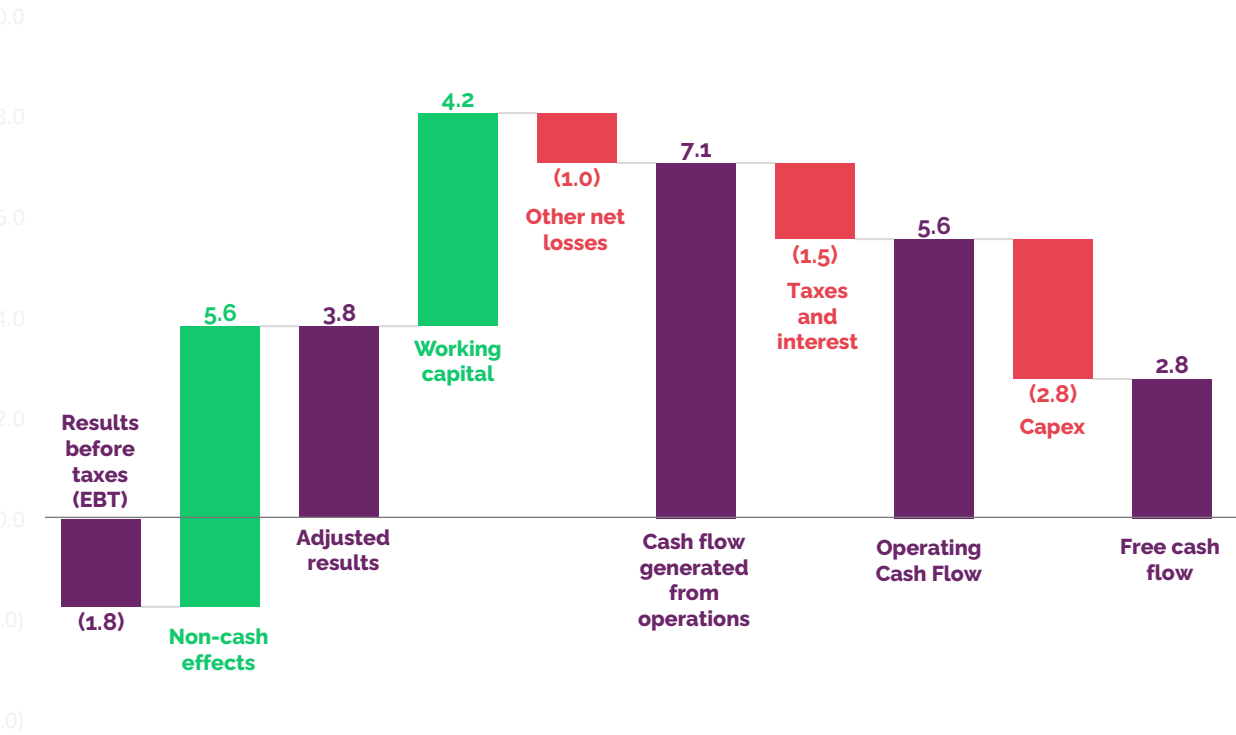
## Adjusted EBITDA



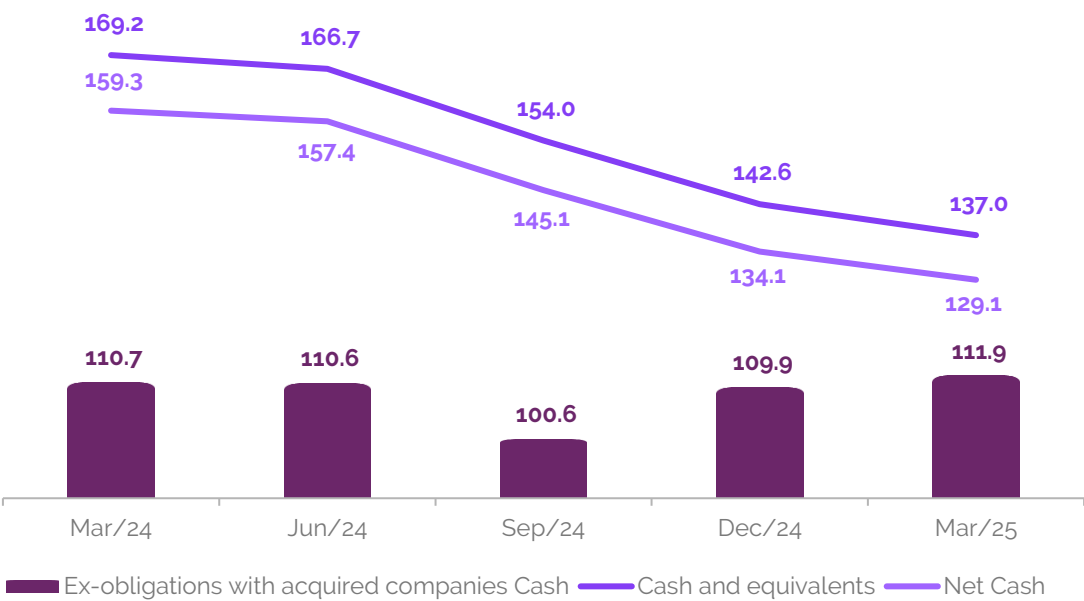
# Cash Flow and Position

(in million of R\$)

Free Cash Flow 1Q25:



Cash Position at the end of the period:





# Share buyback program execution

Repurchase of 79.2% of the approved limit

- 321.7 thousand shares\* were acquired\*, a total investment of R\$ 8.6 million
- Average price\*: R\$26.72
- Plan validity: until 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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**ITAG B3**



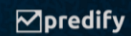
**Neogrid**

ARKER

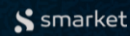
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