

Investor Presentation

NGRD
B3 LISTED NM

IGC B3

IGC-NMB3

ITAG B3



Neogrid

ARKER

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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

linx TOTVS
FIA FUNDAÇÃO INSTITUTO DE ADMINISTRAÇÃO

Christiane Citrângulo, CMO

GPA Nestlé
Fundação Vanzolini FIA FUNDAÇÃO INSTITUTO DE ADMINISTRAÇÃO

Aury Francisco, CFO

ANEFAC mobile
FDC FGV

Bruno Pereira, CHRO

stone cortex
UFRJ FGV

Nicolas Simone, CPTO

McDonald's BR PETROBRAS
ibgc ORT UNIVERSIDAD ORT URUGUAY

Guido Carelli, CRO

Unilever pwc infra.commerce
UNIVERSITY OF SAO PAULO UNIVERSIDAD DE SAO PAULO

Board of Directors

Miguel Abuhab
Chairman e Founder

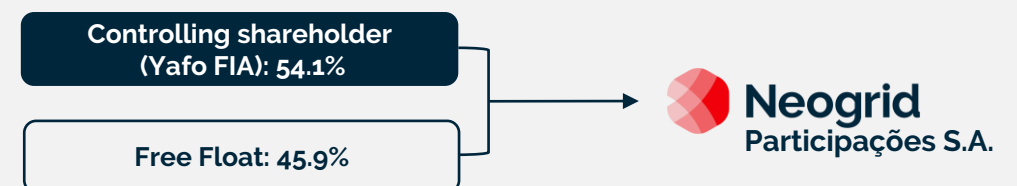
Jorge Steffens
Vice-Chairman

David Abuhab
Board Member

Ana Novaes
Independent Member

Adriana Lima
Independent Member

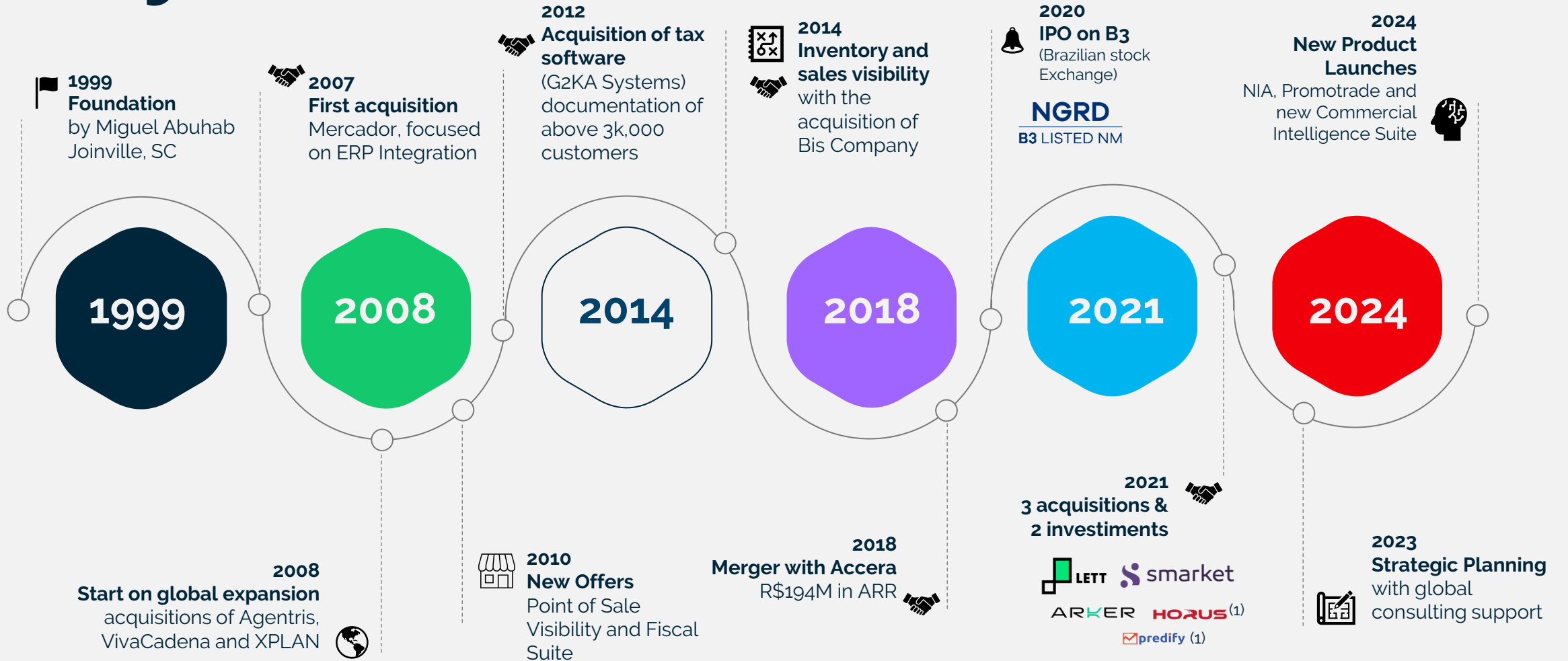
Shareholder Structure





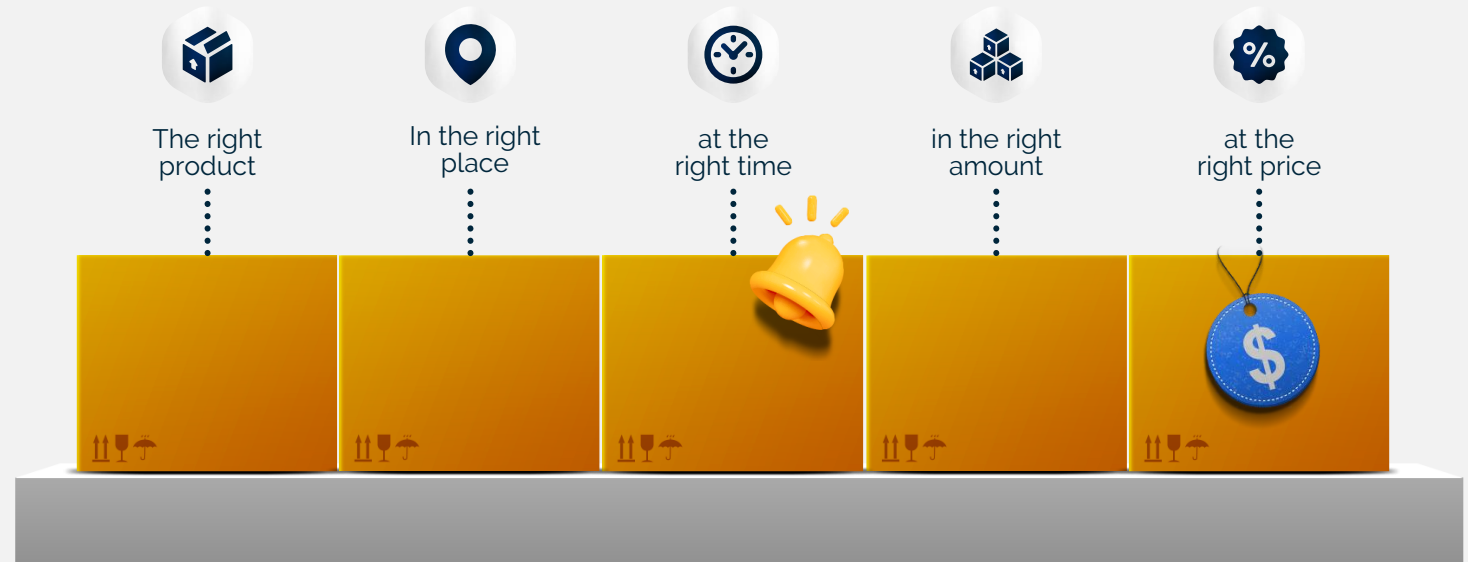
Neogrid

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



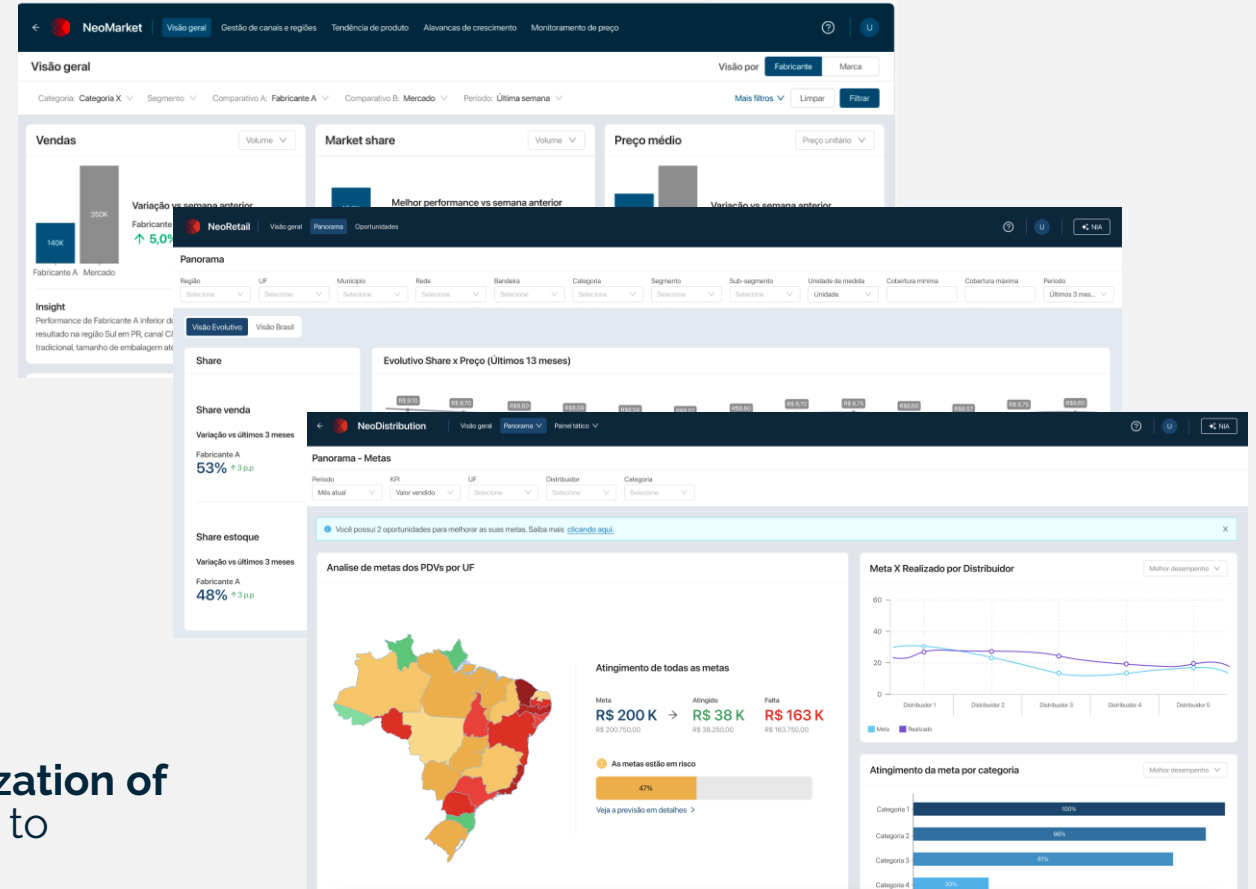
Linking Market Share with execution metrics to guide results-driven actions



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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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

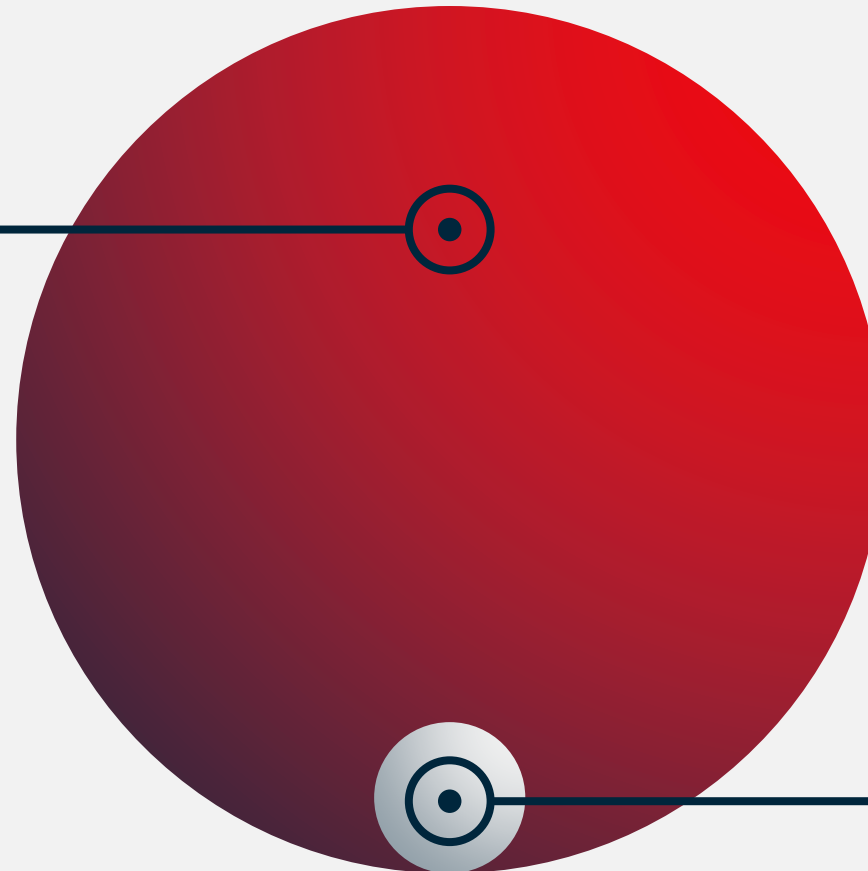




Only 4% penetration in the **addressable market** in Brazil

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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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

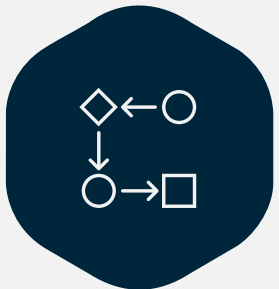
+1,3p.p. On-Shelf Availability ("OSA")

-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



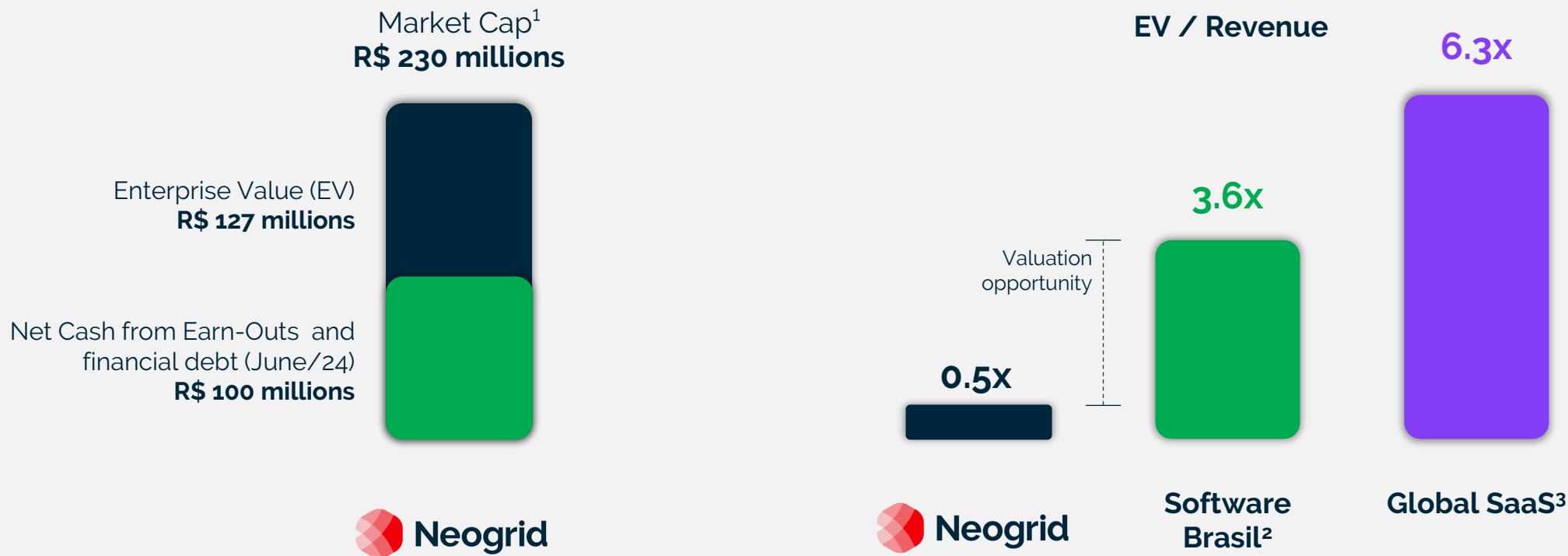
Proven M&A Track Record

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

4Q24



Jean Klaumann
CEO



2024: a year of important investments in our ecosystem



+170 people

Hired to:

64%

- Development
- Products
- Data
- Architecture

36%

- Support
- Customer Success

Innovation Capacity

Sufficient for product and technology roadmap execution

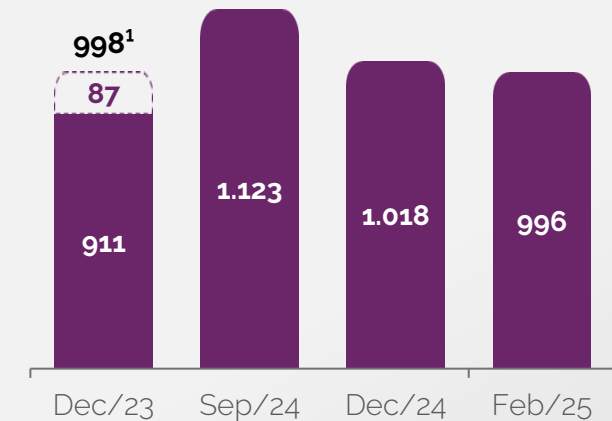


Multiple technological launches and evolutions

Efficiency

Expense control with process improvements and automation

Total Employees:



¹Considers employees of acquired companies, who were integrated in 2024.



Operational Highlights

4Q24



Jean Klaumann
CEO

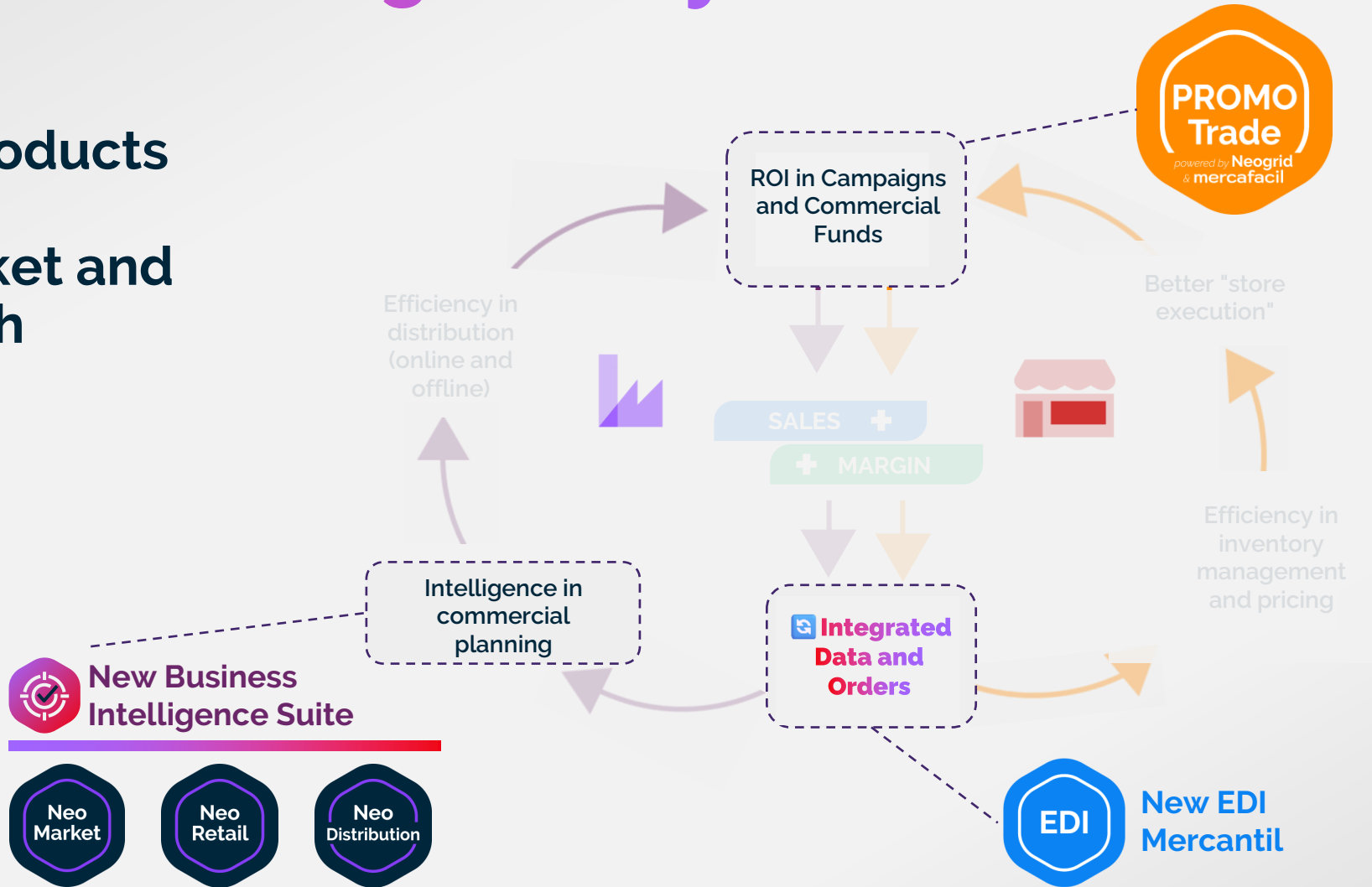


Investments in AI and key stages of the journey accelerate Neogrid's "flywheel"

Investments in products with a larger addressable market and ecosystem growth opportunities

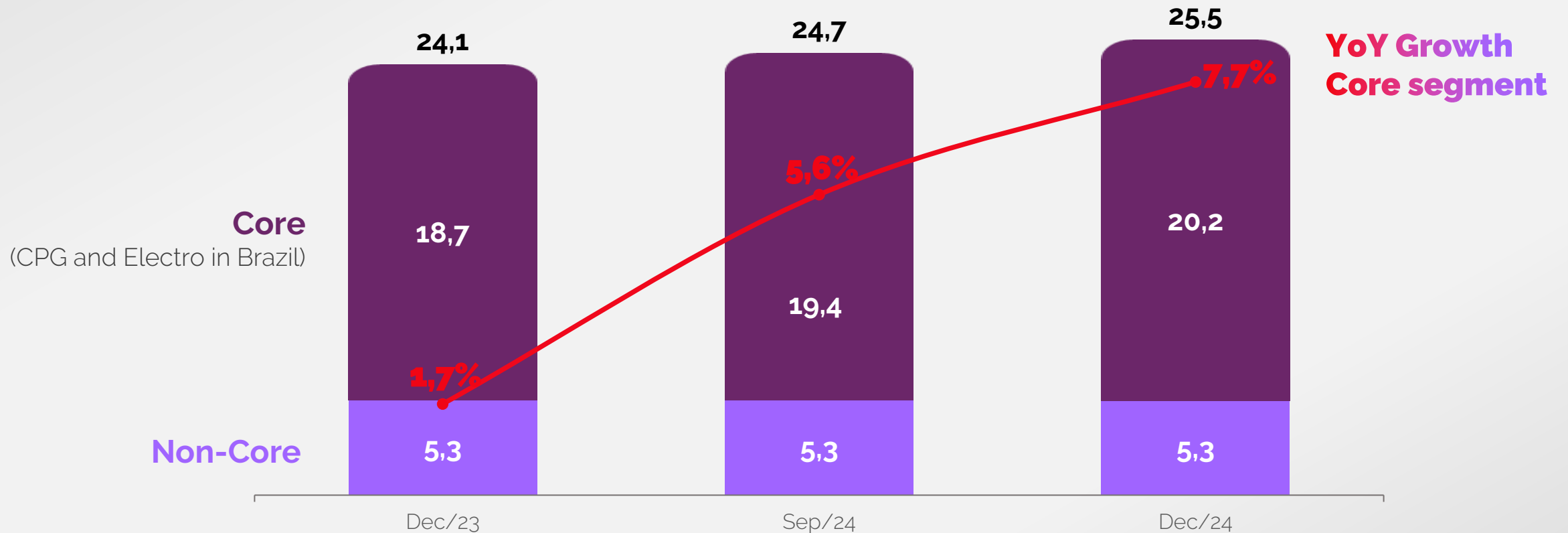


NIA: Neogrid's artificial intelligence, connecting all the products in the portfolio.



Strategic Focus on the CPG and Electro markets in Brazil

Monthly Recurring Revenue (MRR)



Strategic Focus on the CPG and Electro markets in Brazil

Reinforcing our team with solid market experience and customer focus.



Guido Carelli
Revenue & Customer Success



Leandro Murta
Head of the Business
Intelligence Unit

Financial Highlights

4Q24



Aury Fransisco
CFO & IRO

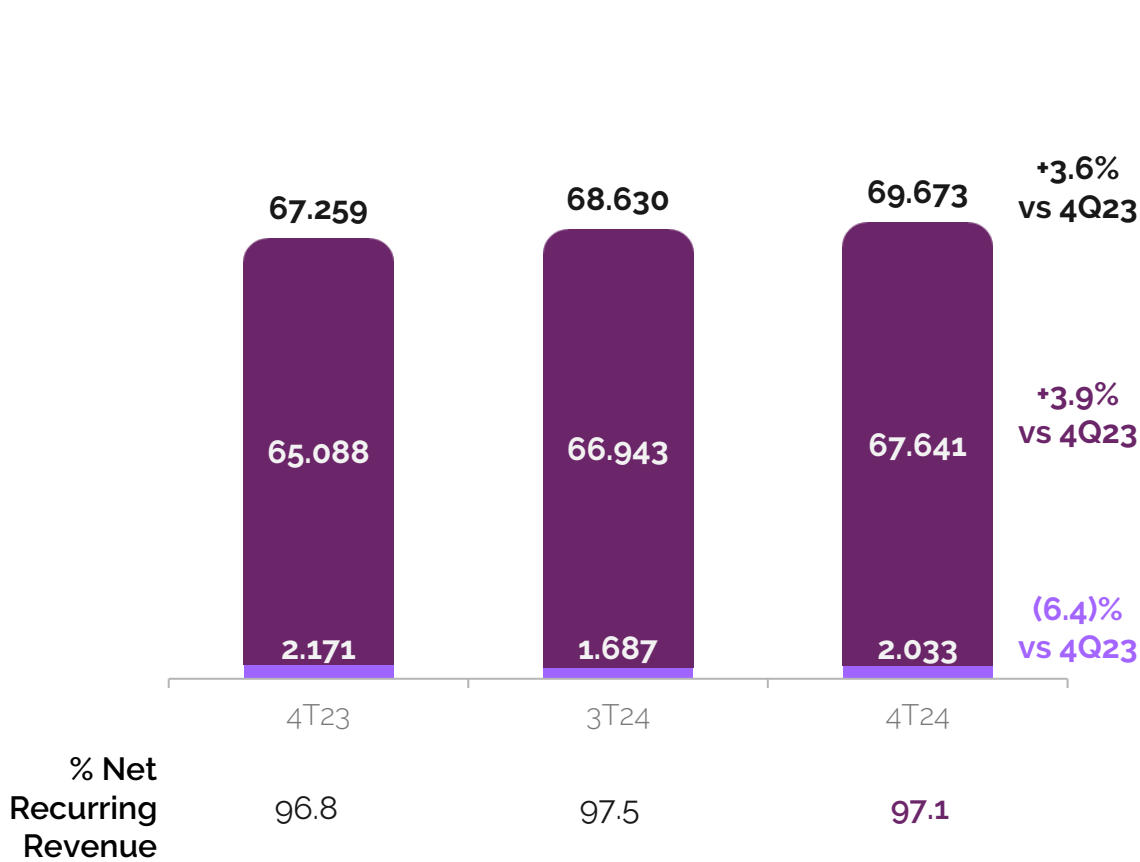


Net revenue

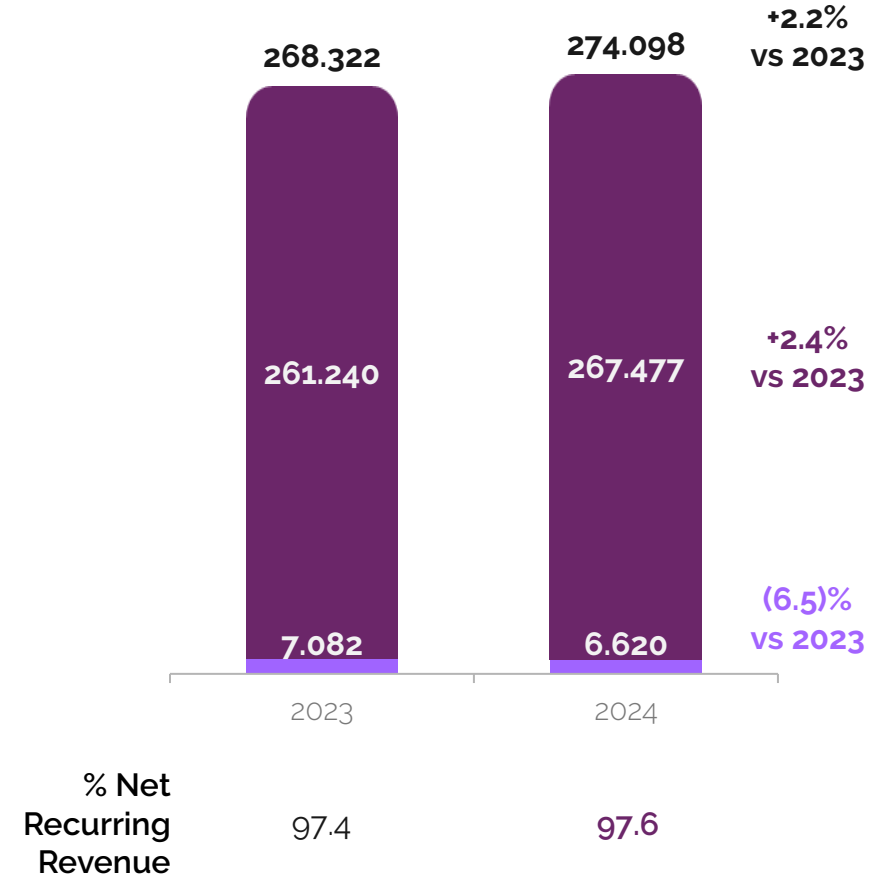


(in thousands of R\$ and %)

Quarterly Overview



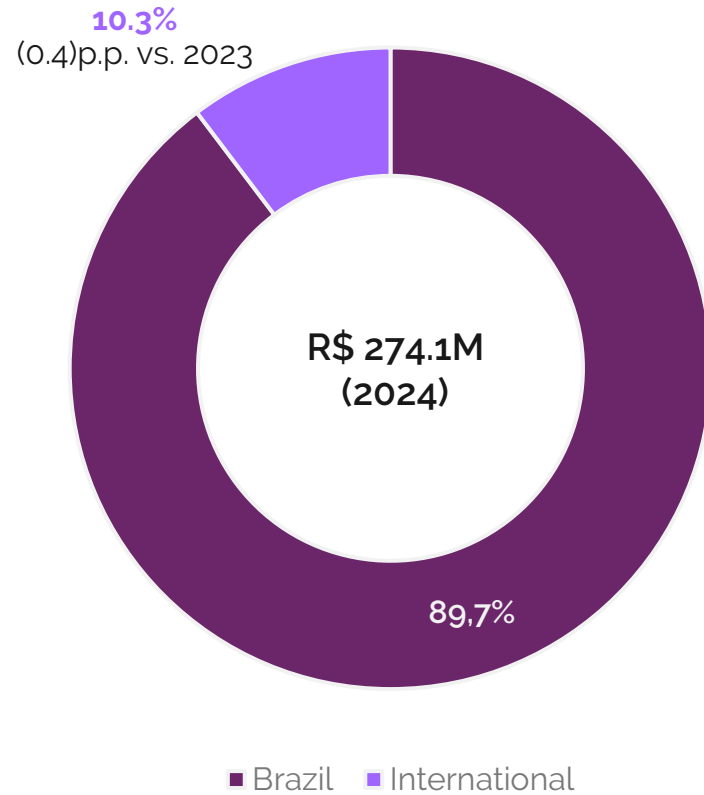
Yearly Overview



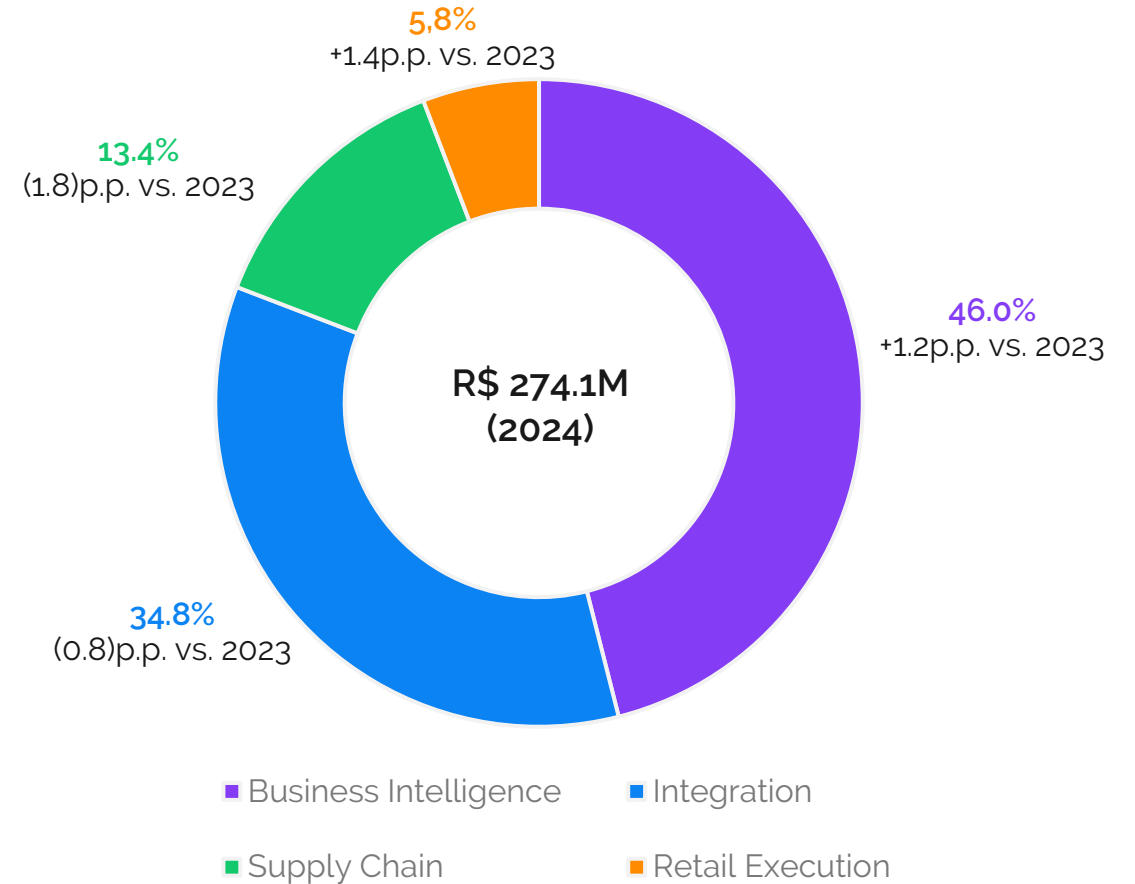
■ Net recurring revenue ■ Net service revenue

Net revenue

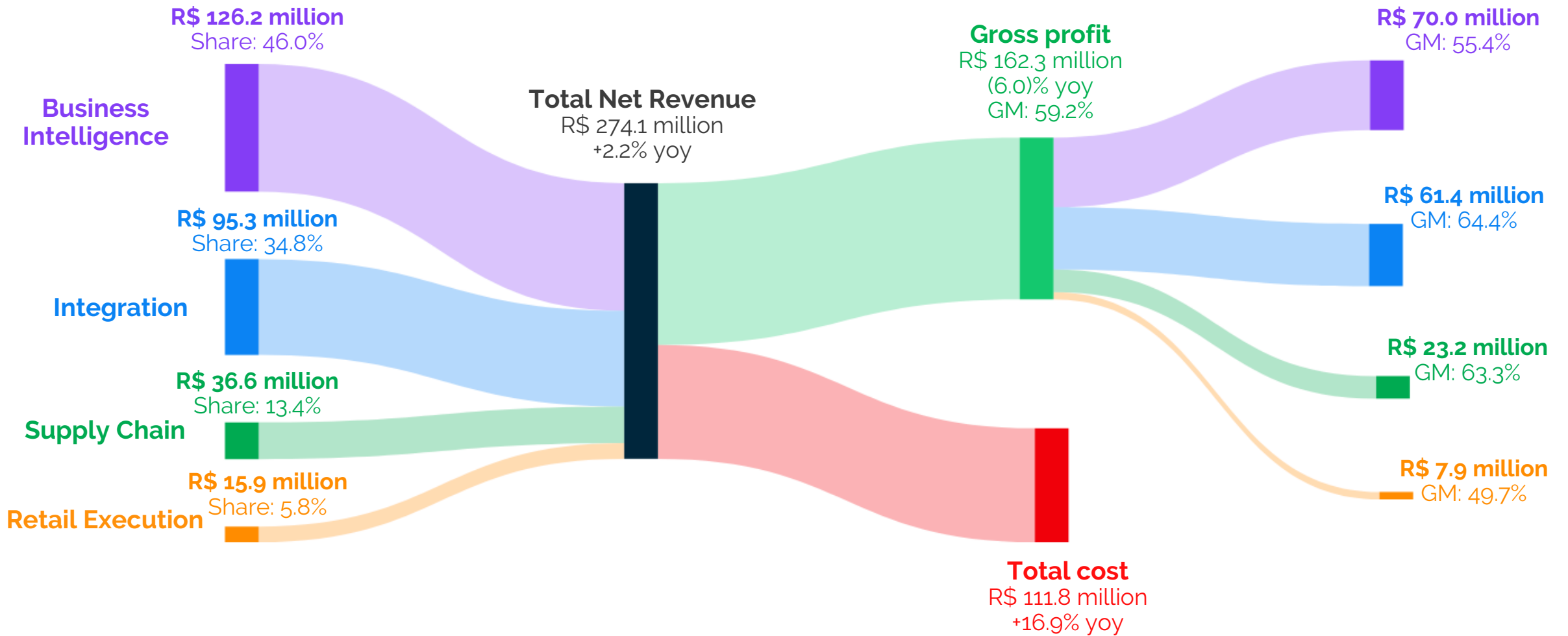
Net Revenue by Region 2024



Net Revenue by Business Unit 2024



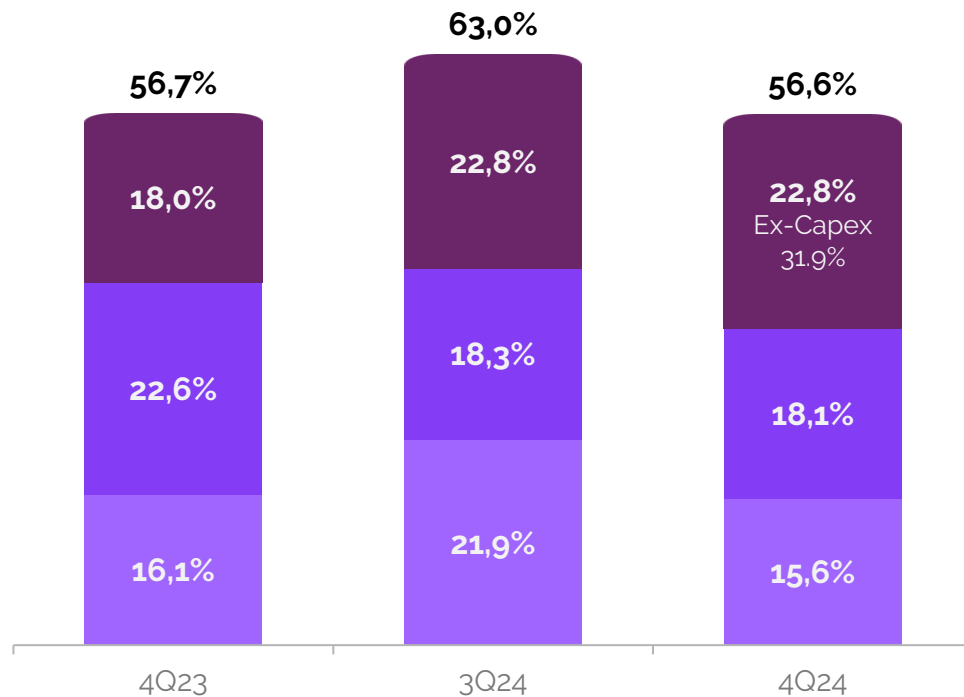
Results by Business Unit 2024



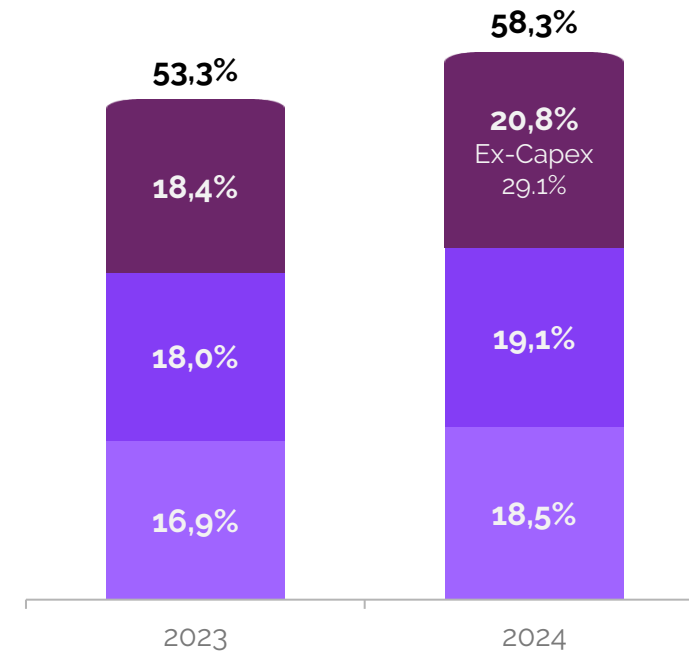
Operating Expenses

(does not consider depreciation and amortization)

Quarterly Overview



Yearly Overview

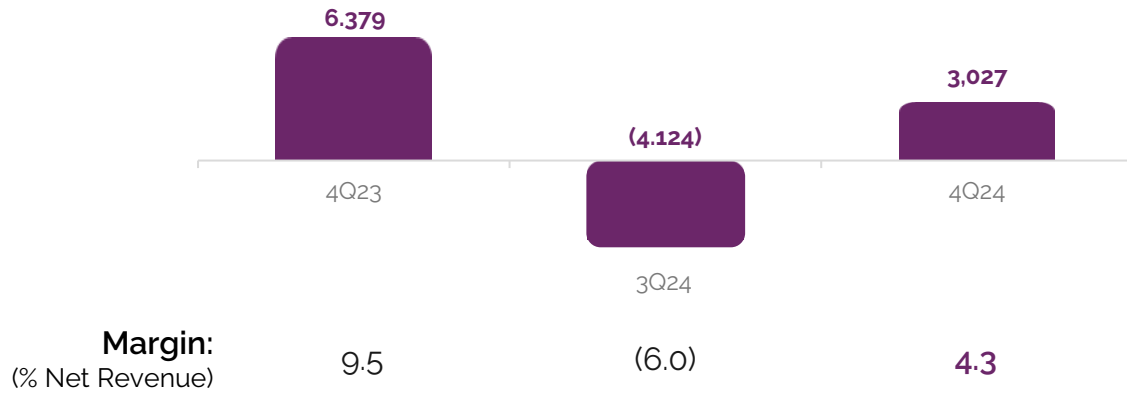


■ P&D ■ G&A ■ Sales Expenses

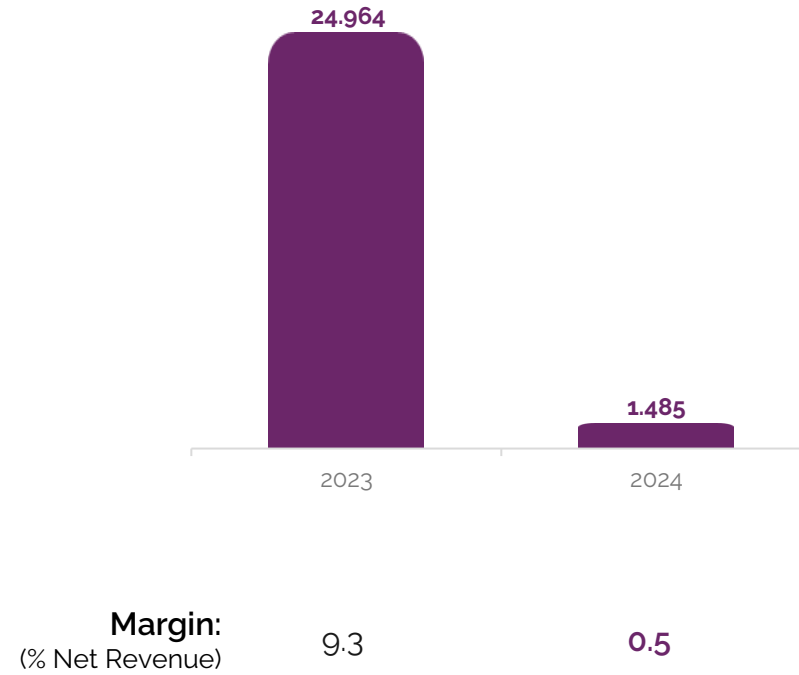
Adjusted EBITDA and Margin

(in thousands of R\$ and %)

Quarterly Overview



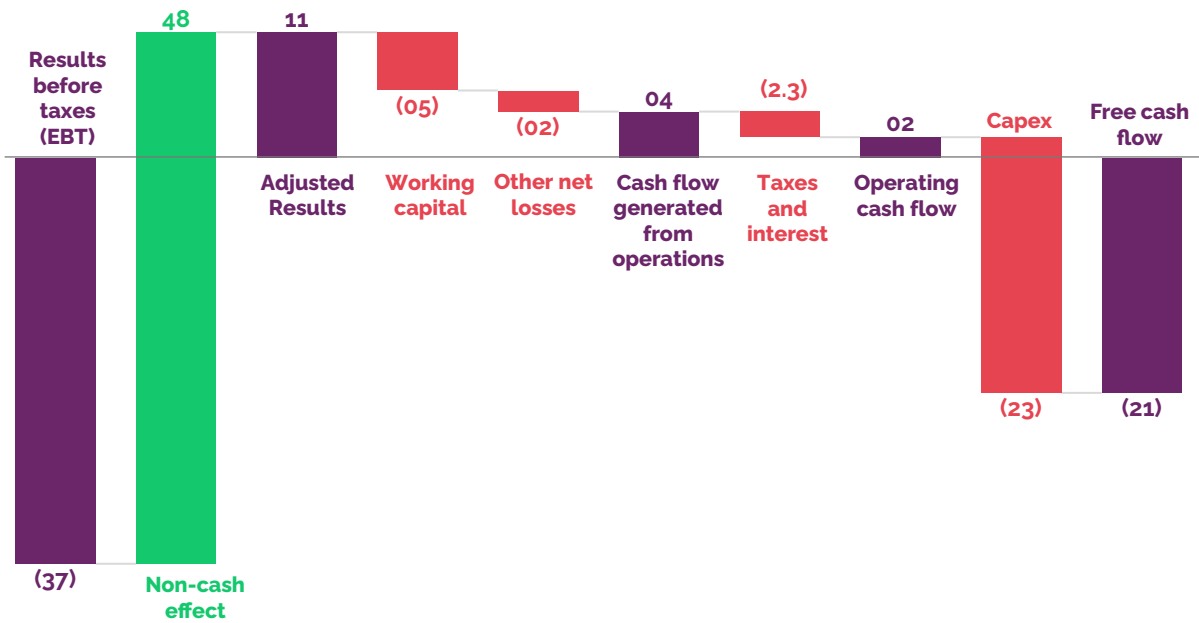
Yearly Overview



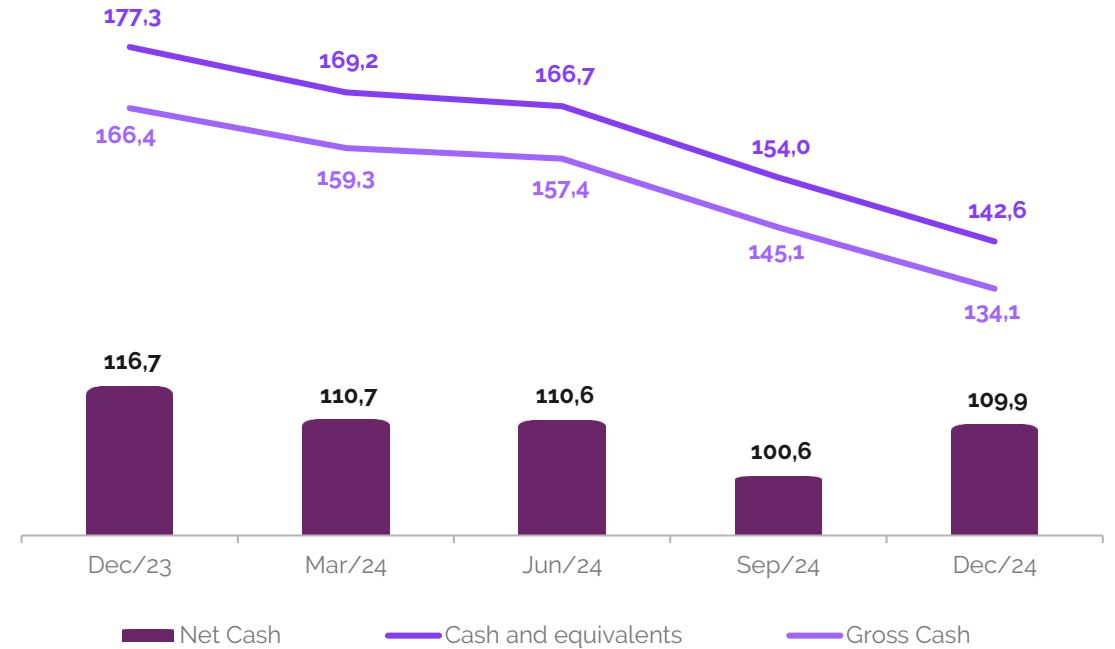
Cash Flow and Position

(in millions of R\$)

Free Cash Flow 2024:



Cash Position at the end of the period:





Share Buyback Program Execution

Buyback of 79.2% of the approved limit

- 321.7 thousand shares* were acquired, an investment of R\$ 8.6 million
- Average price*: R\$26.72
- Plan validity: until July 11, 2025

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



Accounting Adjustments without Cash Effect

Restatement of the 2023 financial statements, including opening and closing balance sheet balances.

Adjustments were made, notably in the accounting of deferred IRPJ/CSLL (corporate income taxes), related to intangible assets arising from business combinations.

Business Combinations
Carried out between 2021 and 2023
(acquisitions)



Initial
Recognition



Recognition of Intangible Assets

(e.g., goodwill and capital gains from software, customer portfolios and brands.)

Recognition of Deferred Income Taxes in Liabilities

(temporary differences between asset recognition and tax effects)

Subsequent
Periods
(effects on the Balance Sheet and Income Statement)



Realization of Deferred IR/CSLL in offset to the reduction of Goodwill



At the time of incorporation (2022), the Deferred IR/CSLL should be recognized against the period's results



There was no impact on beginning or ending cash balances in 2023

Effect of Adjustments

Balance sheet as Jan 1st, 2023

- Intangible Assets: ↑ R\$ 2.4M
- (Liabilities): IR/CSLL Dif.: ↓ R\$22.6M
- Equity: Profit Reserves: ↑25.0M

Balance sheet as Dec 31, 2023

- Intangible Assets: ↑ R\$ 8.2M
- (Liabilities): IR/CSLL Dif.: ↓ R\$21.3M
- Equity : Profit Reserves : ↑29.6M

2023 Results

- IR/CSLL Dif.: ↑ R\$ 4.6M
- Net Results: ↑ R\$4.6M

Thank you

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