



# arco

Arco signs definitive agreement to acquire

*meSalva!*

March 10, 2021



# Forward-looking statements

This presentation contains forward-looking statements as pertains to Arco Platform Limited (the “Company”) within the meaning of the Private Securities Litigation Reform Act of 1995, including, but not limited to, the Company’s expectations or predictions of future financial or business performance conditions. The achievement or success of the matters covered by statements herein involves substantial known and unknown risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the Company’s results could differ materially from the results expressed or implied by the statements we make. You should not rely upon forward-looking statements as predictions of future events. Forward looking statements are made on the basis of the Company’s current expectations and projections relating to its financial conditions, result of operations, plans, objectives, future performance and business, and these statements are not guarantees of future performance.

Statements which herein address activities, events, conditions or developments that the Company expects, believes or anticipates will or may occur in the future are forward -looking statements. You can generally identify forward-looking statements by the use of forward-looking terminology such as “anticipate,” “believe,” “can,” “continue,” “could,” “estimate,” “evaluate,” “expect,” “explore,” “forecast,” “guidance,” “intend,” “likely,” “may,” “might,” “outlook,” “plan,” “potential,” “predict,” “probable,” “project,” “seek,” “should,” “view,” or “will,” or the negative thereof or other variations thereon or comparable terminology. Moreover, all statements in this press release, whether forward looking or of historical fact, are based on the limited information available to the Company during the due diligence process of Me Salva! and its business operations (the “Me Salva! Business”) prior to the signing of the acquisition agreement discussed herein. This limited access to information may have impaired the Company’s ability to conduct a full and comprehensive assessment of the Me Salva! Business, thus leading to risks and uncertainties. Reasons for this uncertainty include, but are not limited to, the following: (i) the analysis was conducted on the basis of pro forma, unaudited and adjusted financial statements of the Me Salva! Business; (ii) the accounting parameters and criteria adopted by the Me Salva! Business are different from the ones adopted by the Company. In addition, the forward-looking statements regarding the Me Salva! Business include risks and uncertainties related to statements about competition for the combined business; risks relating to the continued use of the Me Salva! brand in schools not run by the Company; risks relating to the Company’s ability to attract, upsell and retain customers of the Me Salva! Business; and general market, political, economic, and business conditions in Brazil or abroad.

Forward-looking statements represent the Company management’s beliefs and assumptions only as of the date such statements are made, and the Company undertakes no obligation to update any forward-looking statements made in this presentation to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law.

Further information on these and other factors that could affect the Company’s financial results is included in filings the Company makes with the Securities and Exchange Commission from time to time, including the section titled “Risk Factors” in the Company’s most recent Forms 20-F and 6-K. These documents are available on the SEC Filings section of the Investor Relations section of the Company’s website at: <https://investor.arcoplatform.com/>

# Me Salva! is an innovative digital test prep platform

**MATEMÁTICA**  
PROF. CORLETA

FIQUE EM CASA E ESTUDE #COMIGO

**Tenha o melhor material didático para o ENEM**

Somos o único cursinho online com apostilas impressas focadas no conteúdo de ENEM. E você pode ter esse material incrível aí na sua casa.

✓ Apostilas criadas pelo nosso time de especialistas

**RECORDED CLASSES**  
+10,000 videoclases  
Proprietary content and methodology for all subjects

**Aulas ao vivo**

| SEG     | TER     | QUA     | QUI     | SEX     | SAB     | DOM     |
|---------|---------|---------|---------|---------|---------|---------|
| 10h-14h | 10h-14h | 10h-14h | 10h-14h | 10h-14h | 10h-14h | 10h-14h |
| 14h     | 14h     | 14h     | 14h     | 14h     | 14h     | 14h     |
| 15h     | 15h     | 15h     | 15h     | 15h     | 15h     | 15h     |

**LIVE CLASSES**  
Every day live classes with **1-to-1 tutoring and 1-to-many** between students and teachers

**QUESTÃO 1**

Uma fábrica de tecidos produz 468 tecidos por dia. Quanto ela terá produzido ao longo de 12 dias?

A 2345 tecidos

B 5858 tecidos

C 5616 tecidos

D 4367 tecidos

E 5678 tecidos

**ENTRAR**

**ACTIVITIES AND TESTS**  
+20,000 interactive activities and tests that simulate **ENEM<sup>1</sup>**, with performance reports

**Correção de Redação**

Sua redação corrigida no formato do ENEM, com temas semanais para você treinar durante todo o ano.

840

120 COMPETÊNCIA 1

200 COMPETÊNCIA 2

160 COMPETÊNCIA 3

160 COMPETÊNCIA 4

200 COMPETÊNCIA 5

Você precisa estar logado para ver suas redações

**ENTRAR** **CADASTRAR**

**ESSAY WRITING**  
Easy to use and mobile-first proprietary platform for **essay correction**

**Plano de Estudos**

Receba pronto um plano de estudos diário, baseado no tempo até a prova e no que você precisa estudar.

EVOLUÇÃO LISTA DE AULAS ATALHOS

**SEMANA 01**  
PLANO PADRÃO

- 001 BVN - Introdução à Biblioteca Me Salva! Matemática
- 002 NBN - Ciências da Natureza: O que são? Matemática
- 003 NHGA - Introdução às Ciências Humanas Matemática
- 004 PNA - Potenciação de Naturais e Inteiros Matemática
- 005 IGA - Geografia: O que é? Matemática
- 006 IEXB - Introdução ao Curso de Biologia para o Enem Matemática
- 007 IECO - Introdução à Ecologia Matemática

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**STUDY PLAN**  
Daily study plan, based on the time each student has until the exam

# meSalva!



What do you get when signing up for Me Salva!



Why use Me Salva!?



The Me Salva! way of teaching

# Me Salva! adds a high growth, high quality B2C digital solution to Arco's portfolio



**100% B2C**

subscription-based revenue



**>900 thousand**

users<sup>1</sup> in 2020



**310 million**

views on Youtube<sup>2</sup>



**83**

NPS<sup>3</sup>



**36%**

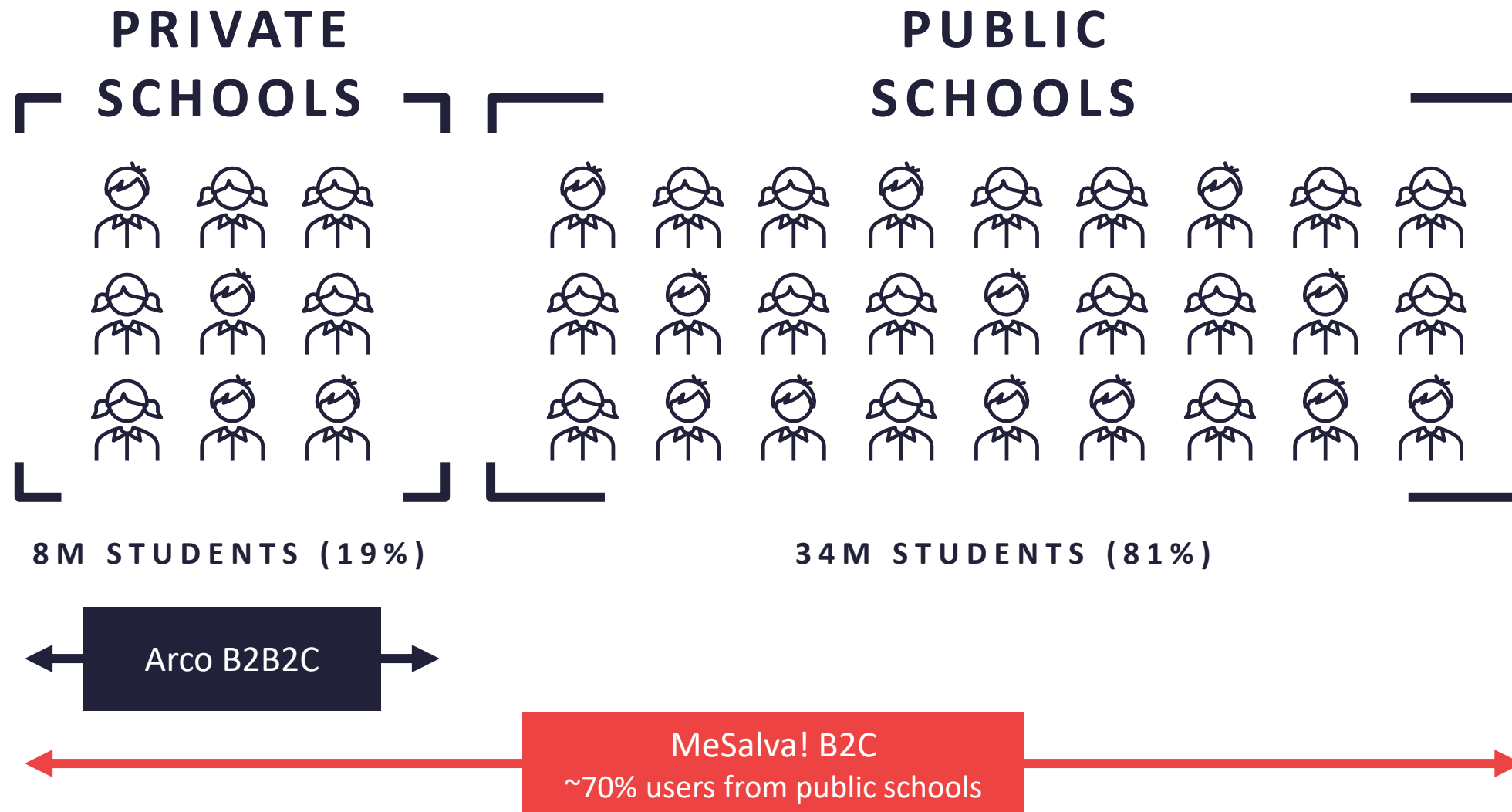
FY16-FY20 Revenues CAGR<sup>4</sup>



**Profitable**

unit economics

# Me Salva! enables Arco to start delivering high quality education to public sector students at affordable prices



# Me Salva! acquisition expands Arco's addressable market and creates opportunities in both B2C and B2B2C

1

ENTER NEW  
~R\$5B<sup>1</sup> MARKET  
WITH EXCITING  
PROSPECTS

2

ACCELERATE  
ME SALVA!'S B2C  
GROWTH BY  
LEVERAGING ARCO'S  
RESOURCES

3

STRENGTHEN OUR  
B2B2C WINNING  
FACTORS WITH NEW  
DIGITAL CAPABILITIES

# 1



**ENTER NEW  
~R\$5B MARKET  
WITH EXCITING  
PROSPECTS**

## Market dynamics

- Intense competition for higher education admission drive demand for test prep: best universities in Brazil are free and offer a leap in earnings potential for students
- K-12 tutoring and test prep markets are fragmented and mostly offline
- Parents and students demonstrate unmet needs and willingness to pay for access to top quality content, individualized learning and convenience

## Market trends

**Online picking up:** increasingly preferred due to cost, quality and convenience

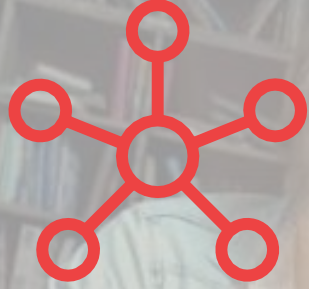
Habit-changes driven by COVID to **further accelerate conversion** from offline to online

**Phased, digital, career specific ENEM** to increase demand for high-quality and personalized test prep

**Successful international players** (e.g. China, India) indicate potential medium term scenario in Brazil



**2**



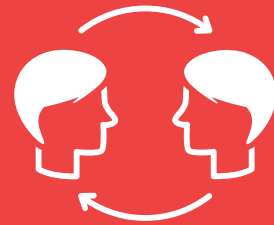
**ACCELERATE  
ME SALVA!'S B2C  
GROWTH BY  
LEVERAGING  
ARCO'S RESOURCES**



**Share Arco's  
top-quality content  
and methodology**



**Supply advanced  
technology features**



**Leverage Arco's  
reputation to attract  
exceptional talent**



**Provide access to  
long-term, growth-  
oriented capital**

# 3

## STRENGTHEN OUR B2B2C WINNING FACTORS WITH NEW DIGITAL CAPABILITIES



Increase customization possibilities of B2B2C solutions by offering digital products focused on specific test prep needs of partners schools



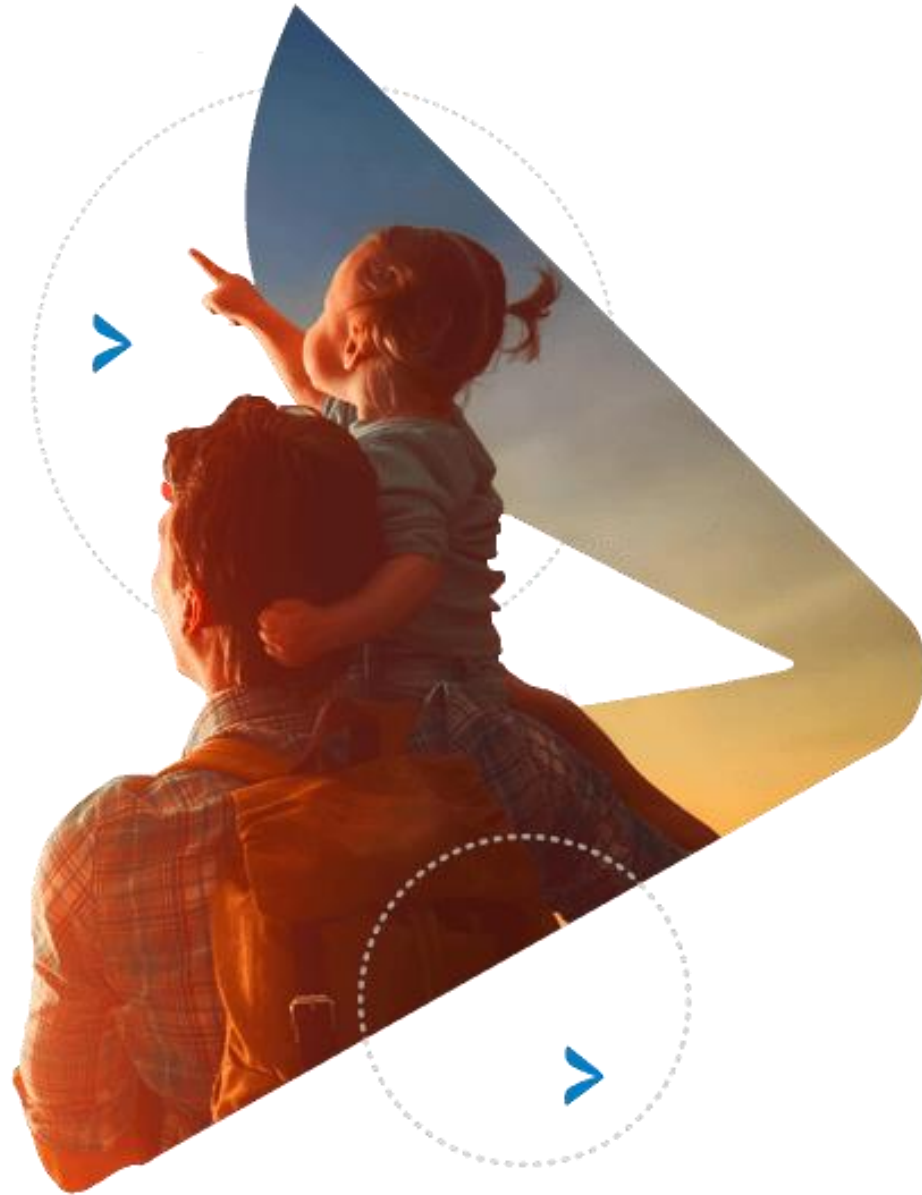
Raise the bar on end-user engagement by adopting best in class B2C practices



Increase access to rock star teachers across the country for creating next-level digital content



Leverage network of highly talented founders and team to attract the best tech & product talent



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