

PagBank PagSeguro is the most valuable brand among acquirers and digital banks

São Paulo, August 24, 2021 – PagSeguro Digital Ltd., or PagBank PagSeguro (NYSE: PAYS), which promotes innovative solutions and inclusion in financial services and payments, being the market leader in the number of merchants in the Brazilian Payments industry, was elected one of the most valuable brands according to the recent survey [Brand Finance Brazil 50 2021 Report](#). Among the digital banks and acquirers, PagBank PagSeguro reached the best position.

The report also points out that despite the pandemic scenario, Brazilian companies had a 9% growth in the value of their brands, which means a total of R\$ 235.6 billion in 2020 to R\$ 257.9 billion in 2021.

According to PagBank PagSeguro's CEO, Ricardo Dutra, this is an example of PagBank's commitment to improve its services and positioning as a complete bank for both merchants and consumers. "It is a great satisfaction to be among the most valuable companies in the country. We have the most complete portfolio in terms of payment methods and this achievement reinforces our commitment to offer the best combination of payments, financial services and customer experience", evaluates Dutra.

PagBank PagSeguro's achievement is characterized by being a complete bank that provides products and services that cover payments, cards, loans, unlimited and free transfers and PIX, bill payments, mobile top ups, investment services and insurance, in addition to a virtual shopping. Currently, the Company has more than 11 million active customers. All services are performed easily and securely through the phone itself in the PagBank app.

The Brand Finance Brazil 50 2021 Report takes place annually and evaluates 50 companies in sectors such as industry, retail, and finance. In the research, to measure the strength of the brand, evaluations of investment in marketing, equity of stakeholders and the impact of these on the performance of the business in relation to competitors are carried out.



About PagBank PagSeguro

PagBank PagSeguro is a disruptive provider of financial technology solutions focused primarily on consumers, individual entrepreneurs, micro-merchants, small companies, and medium-sized companies in Brazil. Among its peers, PagBank PagSeguro is the only financial technology provider in Brazil whose business model covers all the following five pillars:

- Multiple digital banking solutions
- In-person payments via point of sale (POS) devices that PagSeguro Digital provides to merchants
- Free digital accounts that PagSeguro Digital provides to its consumers and merchants with functionalities such as bill payments, top up prepaid mobile phone credit, wire transfers, peer to peer cash transfers, prepaid credit cards, cash cards, loans, investments, QR code payments, and payroll portability, among other digital banking services
- Issuer of prepaid, cash and credit cards
- Operate as a full acquirer

PagBank PagSeguro is an UOL Group Company that provides an easy, safe and hassle-free way of owning a free PagBank digital account, which is similar to a regular checking account linked to the Brazilian Central Bank's platform, with the feature of accepting payments, where its clients can transact and manage their cash, without the need to open a regular bank account. PagBank PagSeguro's end-to-end digital banking ecosystem enables its customers to accept a wide range of online and in-person payment methods, including credit cards, debit cards, meal voucher cards, *boletos*, bank transfers, bank debits and cash deposits.

PagBank PagSeguro's mission is to disrupt and democratize financial services in Brazil, a concentrated, underpenetrated and high interest rate market, by providing an end-to-end digital banking ecosystem that is safe, affordable, simple and mobile-first for both merchants and consumers.

SOURCE: PagBank PagSeguro

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Forward-Looking Statements:

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