

NOTICE TO THE MARKET



 Qualicorp
+
ESCALE

May/2021

AGENDA

- I. The Deal
- II. About Escale
- III. The Escale Health
- IV. Partnership Quali + Escale
- v. Q&A





**EQUITY INTEREST
ACQUISITION**

+

**STRATEGIC
PARTNERSHIP**

**DETAILS OF THE
TRANSACTION**



➤ **ACQUISITIONS OF INTEREST:**

1. Escale (Holding): 5%;
2. Escale Health: 35%, with call option of +5% in up to 12 months (same valuation).

In both cases, the amount are 100% in primary issuance, and will be used exclusively to accelerate growth.

➤ **DEAL VALUE: R\$132.6 MILLION**

1. Escale (Holding): R\$48.4 million;
2. Escale Health: R\$84.2 million.

➤ **STRATEGIC PARTNERSHIP**

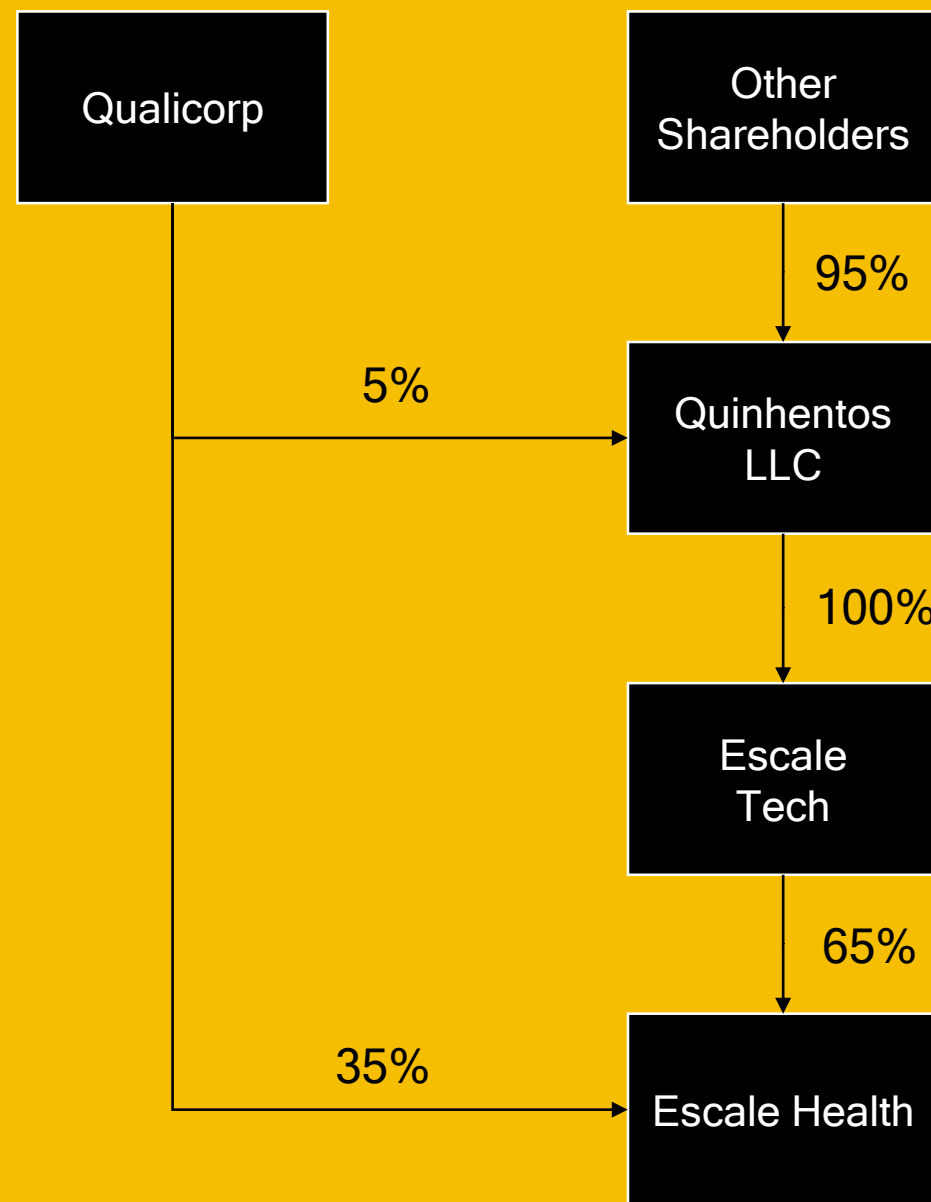
Transforming Quali's way of operating in digital channels, with focus on increasing sales and reducing churn.



ESCALE

Corporate structure after transaction (before call option)

DETAILS OF THE TRANSACTION





ESCALE



Connecting millions of
consumers with big
brands

Escale turns difficult purchasing decisions into memorable experiences. Uses data, technology and design to optimize the customer's journey and to get new clients for their business partners.

📈 +R\$100MM Investments from Top VCs

Investments allocated to tech, marketing and data platforms

INVESTORS ESCALE

KaszeK
VENTURES

OUTRAS INVESTIDAS:



KAVAK



creditas

QED
INVESTORS

OUTRAS INVESTIDAS:

credit karma

QUINTOANDAR

RED VENTURES



INVUS

OUTRAS INVESTIDAS:

descomplica

OdontoPrev



bluemercury[®]
makeup • skincare • spa

GFC

OUTRAS INVESTIDAS:

dafiti

Delivery Hero

HelloFRESH

WESTWING
HOTEL AND LISTED

Redpoint
eventures

OUTRAS INVESTIDAS:

viajanet

NETFLIX

GROUPON

zendesk

Buscar

Valor Empresas



Startup focada em vendas no digital, Escale levanta R\$ 87 milhões

QED & INVUS CO-LEAD US\$22.6M INVESTMENT IN BRAZIL'S ESCALE

March 26, 2019



QED Investors and Invus Opportunities co-led a US\$22.6m investment in **Escale**, a Brazilian digital marketing agency providing customer acquisition services to Brazilian telco and healthcare companies. *Previous investors* KaszeK Ventures, Redpoint eventures and Rocket Internet's Global Founders Capital participated in the round.

(Press Release) QED Investors and Invus Opportunities have just led a \$22.6 million investment

FOUNDERS:
KEN DIAMOND & MATT KLIGERMAN





ESCALE

Disruptive model of sales and digital marketing

1 Demand Generation

Millions of customers and business opportunities from proprietary digital assets and with the help of exclusive data.

2 Sales Conversion

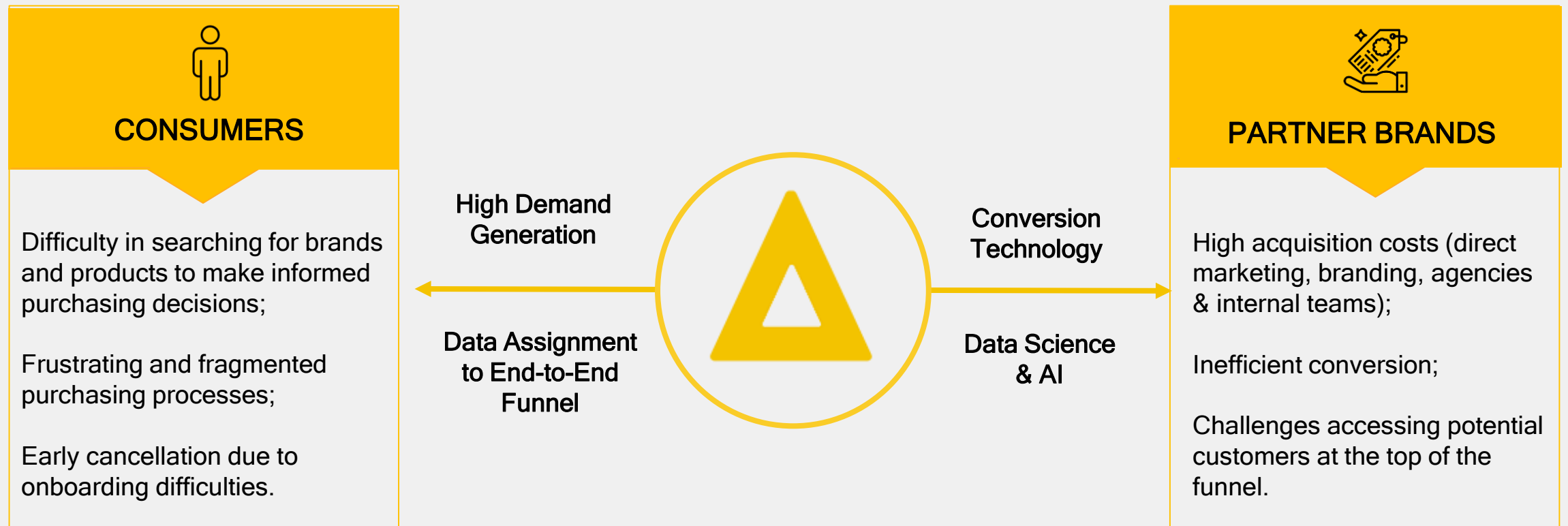
Once demand is generated, it's time to convert it

3 High Loyalty

The best strategy to retain customers is to delight them with a unique shopping experience.



Connecting the largest brands in Brazil with their target audience,
acquiring customers from prospecting to sale and activation





Scalable business across multiple verticals

Markets with US\$ 10+ billion in annual commission already mapped



HOME SERVICES

Internet & TV*
Mobile*
Streaming
Rental Insurance
Utilities
Home Surveillance
House Insurance



HEALTH

Health Plans *
Dental Plans
Supplementary Health Benefits



PERSONAL FINANCE

Consortium*
Credit cards
Personal Loans
Car Financing
Mortgages
Investments
Life & Car insurance



EDUCAÇÃO

College
Post-Graduation
Technical Education



differentials

ESCALE

Optimizing Purchasing Journey
all the way



Incremental Sales



Up to 3.4x more conversion/activation



LTV-based Loyalty

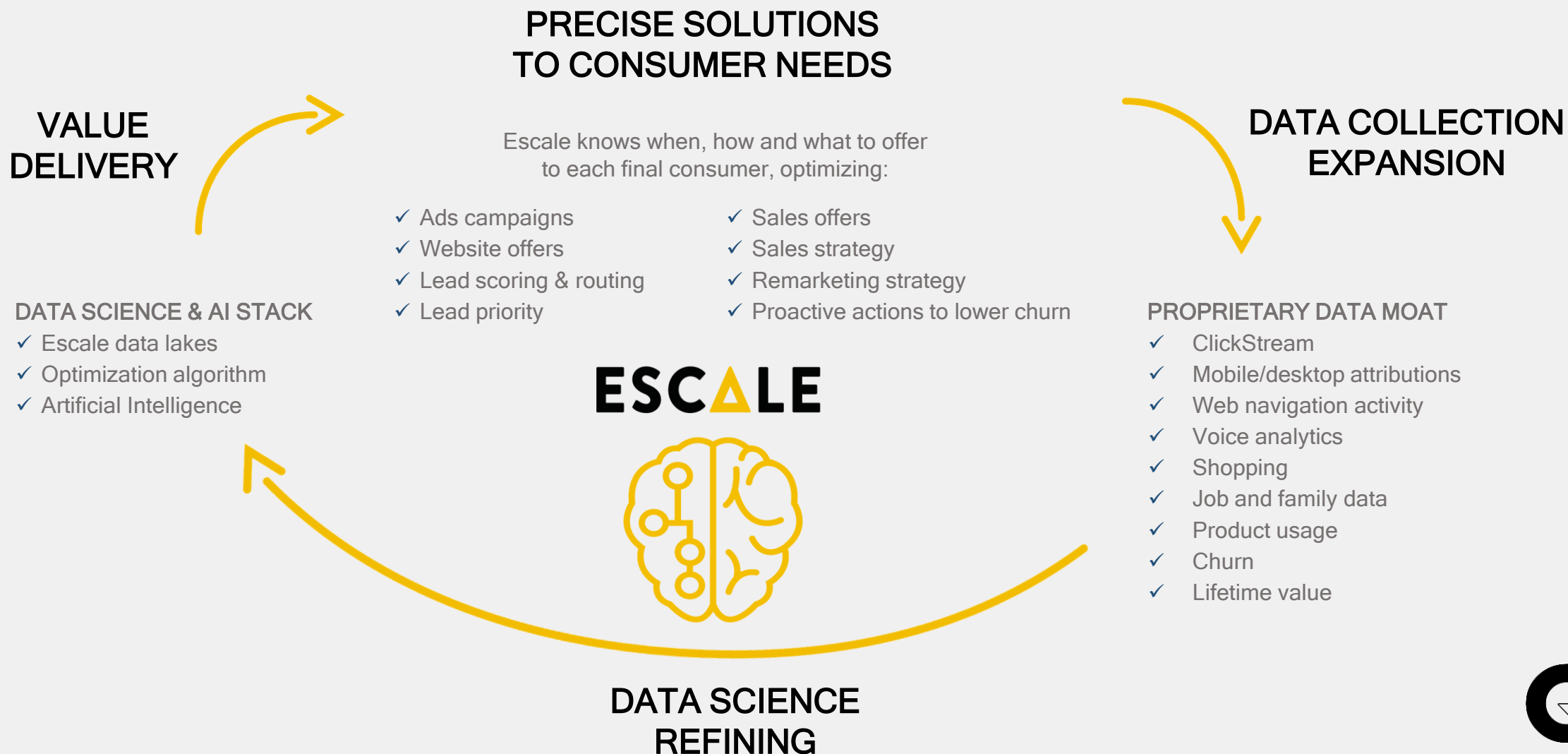


Data Integration and End-to-end Funnel



End-to-End Integration

New level of sales conversion through data analytics





ESCALE

HEALTH



Global Start-ups of insurance sales

Proven business model in several markets



US\$4.1bn Market Cap at NYSE

Generates digital demand from your Proprietary Lead Sources and converts leads through a multi-brand sales funnel;

Manages the acquisition funnels of the brands, with exclusive conversion operations for these brands;

Expanded from core health business to life, self and home insurance through a scalable platform of technology, marketing and sales.



**Acquired by Prudential
for US\$3.5bn**

The "Uber" for insurance (life, self, home and health), connecting consumers with high intent and qualified autonomous sales representatives.

Assurance platform manages all lead generation and targeting, sales process management and backoffice implementation for sales reps.



**Valuation of US\$1.8bn &
US\$268mn Raised**

Similar to the Assurance model, but focusing on the European market;

Focus on attracting self-employed and experienced brokers to bring their client portfolio to the WeFox platform.



HEALTH Segment

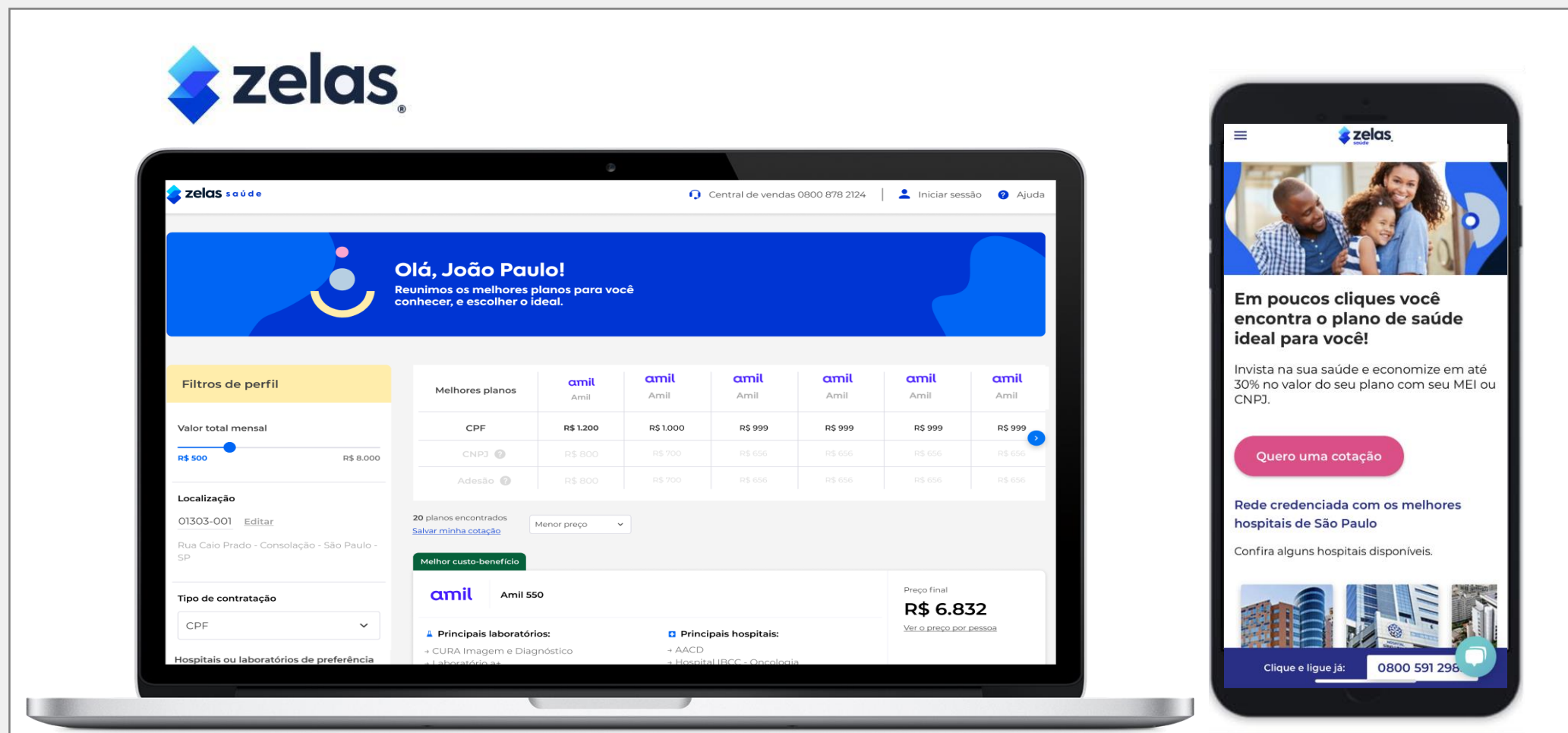
The traditional insurance distribution model is ready for be disrupted

Current distribution model		ESCALE Health Model
Players spend \$\$\$ on mkt, branding, but brokers capture 90% of leads.	▶	Management of the digital panorama of players for full optimization and control of leads and sales funnel.
Disconnection between Leads and Product Conversion.	▶	Leads for brokers and dedicated teams, best performing KPIs. Transparency and gamification drive performance.
Low data collection and usage.	▶	Data tracking 100% online for offline, enabling real-time sales pipeline and better decisions being made faster on marketing spending, new products, sales incentives, etc.
Low conversion rates due to weak technological management of the sales funnel.	▶	Power and autonomy to agents through the EscaleOS sales platform.
Major breaks in the deployment and onboarding process because of physical documentation and confusing bureaucracy.	▶	Backoffice managed with technology, reducing breakage rates.
Cross-sell is rarely done.	▶	Wide possibility of Cross-sell done digitally and through brokers /agents.



Escale Digital Assets

Escale website & apps portfolio, partner sites, and proprietary audiences drive incremental clients & reduced CAC for partner brands.





Strategic Partnership



ESCALE
HEALTH



Strategic Partnership



&

ESCALE
HEALTH

Value Generation Priorities:

- Increase Sales
- Reduce Churn



- Optimize Quali's conversion funnel
- **Increase conversion rate by optimizing acquisition (leads) in the Affinities/SME market**
- Exponential increase in online demand generation in the Affinities/SME market
- **New digital customer acquisition channel**
- Retention Strategy for churn reduction (cognitive modeling)
- **Get competitive differentials (demand generation assets & conversion technology)**
- Cross-sell and up-sell
- **Test and market new Qualicorp products**





ESCALE



#NovoJeitoQualiDeSer

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