

INSTITUTIONAL PRESENTATION

Investor Relations

2021/November



DISCLAIMER



The information contained in this presentation and any forward-looking statements that may be made, related to business outlook, operational and financial projections of TOTVS are based on beliefs and assumptions of the Company's management, as well as information currently available. Forward-looking statements are not guarantee of future performance. They involve risks, uncertainties and assumptions as they refer to future events and, hence, depend on circumstances that may or may not occur.

Investors must understand that general economic conditions, industry conditions and other operational factors could affect future performance of TOTVS and could lead to results that differ materially from those mentioned in these forward-looking statements.





TOTVS

01

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OUR UNIQUE 3D ECOSYSTEM STRATEGY How TOTVS is Changing the Competitive Landscape

MANAGEMENT



~1/3 of Public Companies⁽¹⁾ listed on B3 are **TOTVS clients**



~**R\$2.7** trillion⁽²⁾

billed by TOTVS clients base



+65k client base of all sizes in over 40 countries



#1 ERP Company in Brazil⁽³⁾

One of the largest tech companies, with absolute dominance in ERP journey

...We drive business productivity, competitiveness and digital financial services in 12 strategic markets

and Techfin revenues on the same basis of comparison; (6) Considers the unaudited results of RD Station from Jan/20 to May/21 and Tail Target from Jan/20 to Dec/20.



BIZ PERFORMANCE . **REVENUE GROWTH**⁽⁶⁾





(+46% vs 3Q20)

OUR TRAJECTORY

02

Accomplishments since 2019 Follow-on and our way forward







ACCOMPLISHMENTS SINCE 2019 FOLLOW-ON AND OUR WAY FORWARD



Source: Company | Notes: (1) Based on the follow-on pricing of R\$13.17 per share on May 22nd, 2019 and R\$36.62 per share including payouts as of September 10th 2021; (2) Based on SaaS Management related revenues and Techfin and Biz Performance related revenues, including the sum of the unaudited revenues of Supplier from Jan-Apr/20, RD Station from Jan/20-May/21 and Tail Target from Jan-Dec/20; (3) Based on R\$651.8MM (recurring revenue) and R\$72.6MM (transactional revenue) in 3Q21 and R\$428.5MM (recurring revenue) in 2Q19.









COMPETITIVE DIFFERENTIALS





COMPETITIVE DIFFERENTIALS OF THE BUSINESS MODEL



BUSINESS MODEL

Combination of broad addressable market, high level of loyalty, profitability and sustainability of recurring revenue (SaaS) combined with potential growth in transactional revenues





M&A & PARTNERSHIP STRATEGY

Main consolidator of Brazilian Tech Market: We believe acquisitions are a powerful tool to leverage our strategy of strengthening our core business and expanding into new market

DISTRIBUTION PLATFORM

Local and digital presence, based on a highly capillary distribution model



BUSINESS PORTFOLIO

Beyond the ERP: B2B technologies ecosystem in 3 business dimensions: Management, Techfin and Business Performance

ESG AGENDA

Executive Team engaged and experienced in the technology sector. Culture of operational excellence, transparency, efficiency, and high standards of excellence in governance, ethics and integrity and ESG







BUSINESS MODEL 3D ecosystem expanding our addressable market



Source: IDC and TOTVS Market Intelligence | Notes: (1) TOTVS Market share considering, in addition to ERP Back-office and HR solutions, ERP Vertical and other solutions; (2) Business Performance's market share includes the sum of the unaudited recurring revenue of RD Station from Jan/20-May/21 and Tail Target from Jan-Dec/20; (3) Techfin's market share includes the unaudited revenue of Supplier from Jan-Apr/20.

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Compelling set of growth drivers to further increase the potential TAM...



1. Potential of software market in Brazil by considering an increase in the potential IT usage maturity of Brazilian companies to a level similar from OECD economies



2. Potential of B2B credit market in Brazil when all companies in Brazil contract credit according to the average onerous indebtedness level of those that have already contracted today



3. New markets (Techfin and Biz Performance) the size of these new markets and their growth potential demonstrate that TOTVS does not need to be dominant in them for the growth coming from the new segments to be relevant







BUSINESS MODEL

Presence and partnership in all stages of the Customer Journey strengthen loyalty



CX (Customer Experience)

Specialized sales force incentivized to offer optimal cross-sell and upsell solutions to existing clients

Local teams provide continuous attention to customers

Support & Maintenance

Full support through highly experienced and centralized team









NEW GROWTH LOCOMOTIVES

SaaS and new dimensions already account for +42% of revenues and +73% of revenue addition



Source: Company | Notes: (1) Considers the unaudited and results of Supplier from Jan-Apr/20, RD Station from Jan/20-May/21 and Tail Target from Jan-Dec/20. (2) Contribution Margin (Contribution Margin + Funding Costs). Normalization of Funding Cost in 2Q21 consists of transferring the Selic increase to the cost, in the same term in which it is transferred to revenue.

Contribution Margin (3Q21)



Management 53.6%









DISTRIBUTION PLATFORM Local and digital presence, based on a highly capillary

Local and digital presence, based on a hi distribution model

10 K **TOTVS** GROUP TOTVS 638 K 4.5 leve mm TOTAL NUMBER OF COMPANIES IN BRAZIL BY SIZE









Accelerating our clients' digital Journey through the 3D Ecosystem











MANAGEMENT DIMENSION

ERP, HR solutions (from payroll to human capital management), and **vertical solutions** for 12 market segments

A market not yet mature, with +30% of SaaS signings from **New Names** and potential TAM to become 3.3x larger

 $(\checkmark$

The digitization Journey demands growing levels of corporate IT investments, boosting our core dimension

More than simple personnel department solutions, SMB **companies** are updating to the **ultimate platform** for human capital management







We are just starting our journey to become **THE** FINANCIAL PLATFORM for SMB clients, facilitating access to financial services through integrated and big data-driven credit and payments solutions



Simplify: Digital journey through ERP and HR integration



Amplify: Big Data and AI to support credit offer expansion



Affordability: Risk assessment through Big Data and AI enables lower rates for our clients

X







BIZ PERFORMANCE DIMENSION

PORTFOLIO OF SOLUTIONS to support our clients from diverse market segments to increase sales, competitiveness and performance



Digital marketing platform that drives demand and lead generation for SMB

Exponentializing digital commerce with an asset light model that drives **GMV + take rate growth** trough full commerce

PORTFOLIO AND DISTRIBUTION





M&A & PARTNERSHIP Successful growth strategy based on three main levers













BUILDING 3D ECOSYSTEM

M&As Enterprise Value: ~R\$3.0 billion (~3x the 2019 Follow-On Proceeds) \$= **TECHFIN BIZ PERFORMANCE Payroll Digital Commerce** Rational Rational Rational Credit C creditas Offer payroll loans with no JV to kick start our full **VTEX** credit risk commerce offering Feb/2020 May/2019 **B2B Credit** Marketing Rational Rational Rational **Analytics** Unlock value through a ·Itoil Supplier Big data/analytics applied to Best finance offer to the digital marketing and sales entire supply chain a strategic partner **Dec/2020 Oct/2019 OMS Payments** Rational Rational Rational 0 Retail rede Acquiring applied to segmented Omnichannel platform for SMB MODDO **Education** needs Mar/2019 Jun/2019 Rational **Digital Marketing** The leader in the digital **RD** STATION marketing transformation of SMBs Mar/2021





Partnership

M&A



EVEN STRONGER PIPELINE OF VALUE-ADDED **OPPORTUNITIES**

Proven strategy that combines resilience with innovation and growth, generating shareholder value

1st PILLAR Reinforcing/ Defending the Core Expand horizontally our portfolio

4° PILLAR New Markets

Expand our TAM to new markets

2nd PILLAR Deeping into Segments

Increase our expertise in each vertical

3° PILLAR Cross-Sell **Solutions**

Add new products to our portfolio









ESG AGENDA **GENERATION OF SHARED VALUE**

Strengthening the integration of ESG aspects into the business strategy and creating value for our stakeholders



✓ At the Highest Level of **B3 Corporate Governance** ("B3 – Novo Mercado")

A member of UN Global Compact and the Pact for Ethics and Against Corruption of the ETHOS Institute since 2014

> Global commitment of public and private initiatives to the **2030 Agenda** in order to reach the **SDGs** (Sustainable Development Goals)

✓ Renewed **#WEARETOTVERS** Culture: innovative, vibrating and mistake tolerance

Social Investments aligned with **business strategy** is propelled by our genuine brand purpose

✓ TOTVS Group's personalized ESG Sustainability **Policy** objectives and guidelines implementation to enhance outcomes

 Following Global trends in Corporate Performance and Sustainability reports











ADVISORY COMMITTEES

Statutory Audit

and Board Member of B3*

monitors the procedures for compliance with legal provisions, evaluates risk management policies and recommends improvements to internal policies

Personnel and Compensation

responsible for advising the Board of Directors in establishing the terms of compensation and other benefits

FISCAL COUNCIL

Co-Founder of TOTVS and Chairman of Brasscom

Maria Letícia Costa

Vice-Chairman **Independent Member** Partner of Prada Assessoria Empresarial and board member of Localiza

Mauro R. Cunha

Sylvia Leão

Independent Member **Board Member** of BRMalls and Klabin

Independent Member Board Member of Raia Drogasil, Vivara and Mendelics

Corporate body independent of the Company's management and of the external audit, with non-permanent functioning. ** Its key responsibilities are to supervise the management members' activities and review the Company's financial statements, reporting its opinion to the shareholders.

Governance and Nomination

promotes the development of the Company's corporate governance and ESG strategy, evaluates the adoption of good practices and selects members to the Board of Directors and the Executive Board

Strategy studies, debates, evaluates, proposes and monitors the main guidelines of the corporate and technological strategy













SOCIAL INVESTMENT

TOTVS MAINTAINS IOS AND BELIEVES THAT SOCIAL INVESTMENT DRIVES TRANSFORMATION

Free professional training for youth and disabled people, in the areas of Administration and Information Technology focused on employing skilled professionals in the economy of the future.

Indication of preselected graduating students to partner **companies**, and assistance in complying with the Law on Learning and the Law on Quotas for Disabled People.



39.000+ students graduated under a 23 years track record



49% increase in household income of students



1,400+ students have completed **IOS** courses



800+ students employed with IOS assistance





#WEARETOTVERS CULTURE defines our essence



TECHNOLOGY + KNOWLEDGE ARE OUR DNA

We have built a legacy for an ever-changing-world. We are always thinking about how to combine technology and knowledge to keep boosting innovation now and forever. We are creative and not afraid of making mistakes.

We anticipate the needs of our customers. We deliver quality in solutions that are more essential, simpler and more agile for businesses. Always there and nearby.

By geographic location (own units)

7,612 in Brazil

254 abroad









THE SUCCESS OF OUR CLIENT IS OUR **SUCCESS**

WE VALUE COMPETENT PEOPL WHO ARE NICE PEOPLE

Curious, collaborative, digital and driven by results. We are driven by our own style, and we are restless. We are **TO**TVERS.







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QUARTERLY RESULTS 3021

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Our 3D ecosystem (3 Dimensions - Management, Business Performance and Techfin) is a reality. TOTVS customers already have access to a much broader portfolio, which goes far beyond ERP, allowing them to accelerate their digitization journey, embracing internal processes, payments, credit access and Customer Experience.

This is what we call changing the competitive game.

TOTVS 3D ECOSYSTEM IS A REALITY

BROADER PORTFOLIO FAR BEYOND ERP





4.1

Financial & Operational Highlights





FINANCIAL & OPERATIONAL HIGHLIGHTS

CONSOLIDATED RESULTS

Total Net Revenue accelerates and grows 26% YoY, with SaaS in Management, Business Performance and Techfin together representing more than 42% of Total Revenue and **73% of** revenue growth in 3Q21

CONSOLIDATED REVENUE R\$855 million +26% vs 3Q20	SAAS-MANAGEMENT REVENUE R\$225 million +32% vs 3Q20
BIZ PERFORMANCE RECURRING REVENUE R\$61 million +46% ¹ vs 3Q20	CREDIT PRODUCTION R\$2.7 billion +51% vs 3Q20

1 Considers the unaudited results of RD Station from Jan/20 to May/21 and Tail Target from Jan/20 to Dec/20 2 Management Revenue, plus Business Performance and Techfin revenues on the same comparison basis

CONSOLIDATED REVENUE









FINANCIAL & OPERATIONAL HIGHLIGHTS

Rule of 40

The acceleration of revenue growth, concentrated in recurring and transactional revenues, more than offset the reduction in the EBITDA Margin, due to the greater share of the Business Performance and Techfin dimensions and the cost inflation, resulting in 7 p.p. increase in the rule of 40

CONTRIBUTION MARGIN / NET REVENUE



1 Sum of Sales, Marketing, General and Administrative and Other Expenses







3-Dimensional Ecosystem





3-DIMENSIONAL ECOSYSTEM - MANAGEMENT

Management

: Historical Record growth of 20% in Recurring Revenue, driven by SaaS in Management, that grew 32%, which demonstrates that there is a lot of room for growth in this dimension

R\$590 million (+20% YoY organic) **RECURRING REVENUE**



SaaS signings: +70% of new signings in 3Q21 **New Clients:** ~30% of SaaS signings in 3Q21





SAAS - MANAGEMENT (R\$ million)

Quarter Highlights

ARR - Historical Record of Net Addition



ARR Net Addition (Price x Volume)

20% YoY ARR growth in 3Q21:

- > ~60% Volume new signings (TOTVS Sales Machine = + new names + cross & up-sell)
- > ~40% Price contractual adjustments (Pricing) Power + business model resilience)





3-DIMENSIONAL ECOSYSTEM - MANAGEMENT

CONTRIBUTION MARGIN

The Gross Margin Growth and consequently the Contribution Margin, leveraged by the increase in Recurring Revenue, demonstrate the scalability, robustness and Pricing **Power of TOTVS' business model** in a market that is not yet mature











3-DIMENSIONAL ECOSYSTEM - BUSINESS PERFORMANCE

Business Performance

44% growth in Revenue, highlighting the contribution of RD Station **Premium and Digital Commerce products,** aiming Growth + Retention + "Unit Economics" = *Exponential Results*

REVENUE¹ (R\$ million)



RECURRING REVENUE 3Q21

% of Recurring Revenue vs. **Biz Performance Revenue**

Quarter Highlights

PLG Strategy Improvements

19% of RD Station Premium product sales came from PQL (Product Qualified Lead), generated through customer experience on Entry-Level product. These qualified leads have helped to optimize CAC (Customer Acquisition Cost)

ARR (R\$ million)







3-DIMENSIONAL ECOSYSTEM - BUSINESS PERFORMANCE

CONTRIBUTION MARGIN

6 p.p. reduction in the 3Q21 contribution margin vs 2Q21¹ is explained, among other factors, by the increase of investments in R&D, as part of the strategic plan for the construction and evolution of this new dimension, aiming to increase TOTVS' competitive advantage and seize the opportunity in this market with low penetration rate.









3-DIMENSIONAL ECOSYSTEM - TECHFIN

New **Historical Credit Production Record** (+51% vs 3Q20) with **Techfin** delinquency rate lower than ¹/₄ of Brazil's Average¹ level



Credit Portfolio and Production (R\$ bn)



1 Source: Banco Central do Brasil (Brazilian Central Bank, portuguese only) (www.bcb.gov.br/estatisticas/estatisticasmonetariascredito) > tabelas.xls > Tabela 27 > MPMe 2 "Consignado" (Payroll Ioan), "EduConnectPAY", "Mais Prazo", "Antecipa", "Pagamento Instantâneo" and "Painel Financeiro" products

Supplier's Pipeline Originated by TOTVS (%)

> 13% **Affiliates in** Deployment

Delinquency (% above 90 days)

(New Products²)





3-DIMENSIONAL ECOSYSTEM - TECHFIN

CONTRIBUTION MARGIN

With the temporary impact of the Selic increase on Funding Costs normalized, the Contribution Margin grew 12% (3Q21 vs 2Q21) and the percentage of Contribution Margin on Net Funding Revenue increased 120 basis points (3Q21 vs 2Q21).

52% 34.4 p.p. YoY

Provision for Expected Losses / Credit Production 0.16% in line with 2Q21



% Contribution Margin without Techfin Net Funding Revenue









ESG

Advances in the Agenda ESG





ADVANCES IN THE ESG AGENDA



TOTVS gained a prominent position in XP Investimentos' ESG Radar, BTG Pactual's ESG Portfolio and in JP Morgan's analysis of CVM Governance Report disclosure.



#ELASNATOTVS

Launch of our talent pool aimed at all people who identify with the female gender, promoting diversity and inclusion and encouraging them to enter the technology market.



for students in the technology and design areas.









FINAL REMARKS

Accelerating Revenue Growth in the 3 Dimensions with Healthy Margin Support

We created new and powerful growth locomotives, which more than offset the drop in the EBITDA margin, resulting in an advance of 7 p.p. in the rule of 40, which reached 48.6%. This indicator helps us manage with flexibility and balance the combination of Dimensions in different moments and mandates.

Additionally, our Follow-on carried out at the right moment increased our capacity to execute M&A, putting us in an advantaged position to capture opportunities.

Finally, we continue at an accelerated pace, transforming the Company, unlocking value and creating a young, innovative and ambitious culture.



MANAGEMENT

Organic growth of 20% year-on-year in recurring revenue is a reflection of the expanding software market and far from maturity, historical record level of NPS, commercial evolution, rejuvenation of TOTVS brand and a model with high retention capacity and pricing power.



BUSINESS PERFORMANCE

46% YoY growth in recurring revenue, demonstrating the strength and potential of RD Station, added to the acceleration of digital commerce and OMS.



Techfin Revenue acceleration by 49% YoY, with historical record of credit production at R\$2.7 billion.

We have reached +1,000 clients on new Techfin Products. "Antecipa", "Mais Prazo", "Mais Negócios" and "Crédito Consignado" with exponential expansion which already produced R\$187 million in 3Q21.





THANK YOU



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- Technology + Knowledge are our DNA.
- The Costumers` sucess is our sucess.
- We value good professionals who are good people.



#WEARETOTVERS



