

# / INSTITUTIONAL PRESENTATION

>> Investor Relations







All information contained in this presentation, relating to TOTVS' business prospects, projections, and operating and financial goals are based on beliefs and assumptions of the Company's Management, as well as information currently available. Forward-looking statements are not any guarantee of 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 should understand that general economic conditions, industry conditions, and other operating factors may also affect the future results of TOTVS and may lead those results to differ materially from those mentioned in such forward-looking statements.

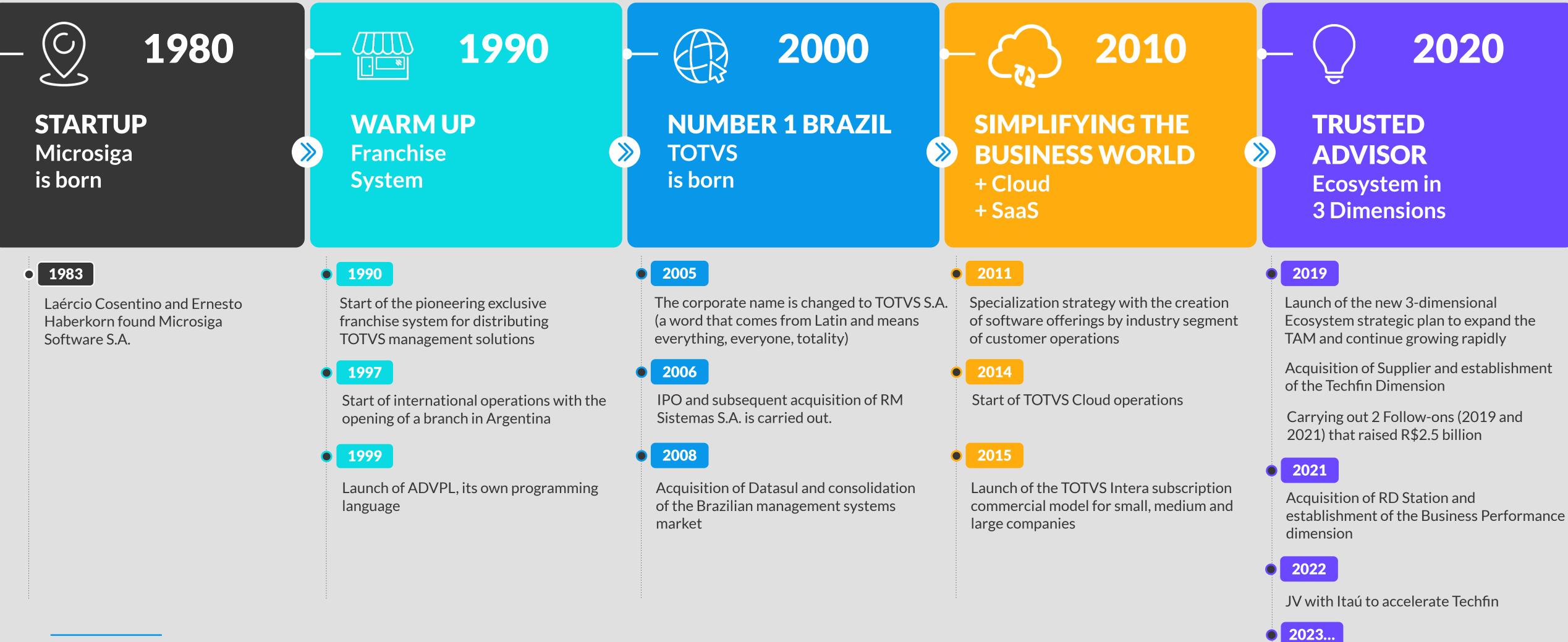
# **LEGAL NOTICE**

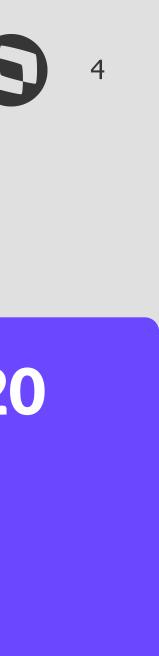


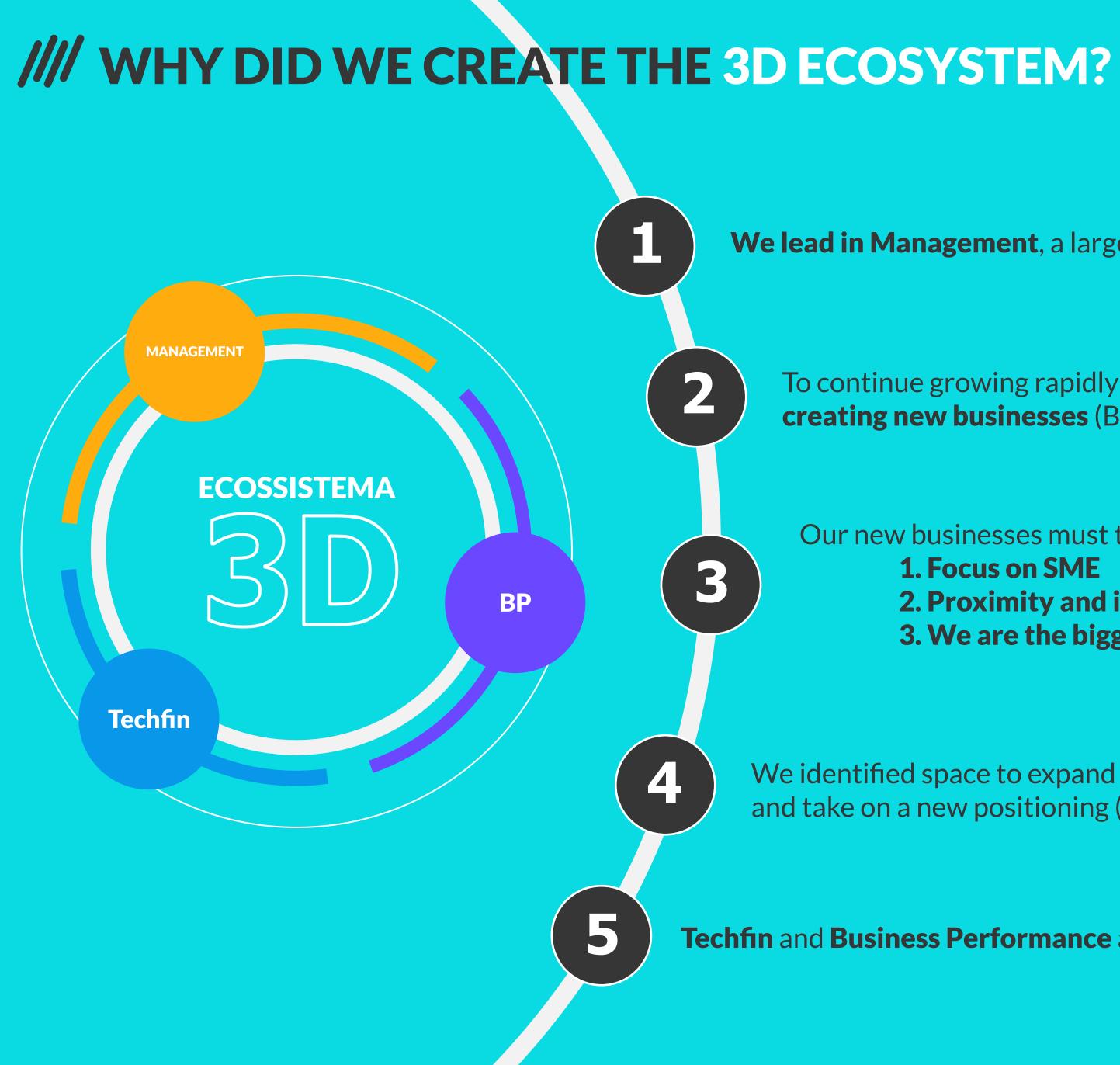




# Unique and consistent trajectory









We lead in Management, a large market with room for growth

To continue growing rapidly for many years, we need to seek new markets by creating new businesses (Biz Performance and Techfin)

Our new businesses must take advantage of our **main strengths**: **2. Proximity and intensity of relationships with customers** 3. We are the biggest on the market

We identified space to expand our value proposition (**improve company results**) and take on a new positioning (**trusted advisor**)

**Techfin** and **Business Performance** are these new markets







# Our Numbers



# +70 thousand customers

of all sizes in more than 40 countries



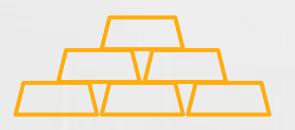
## **12 customer relationship units**

SP, RJ, BH, RS, Recife, Interior of São Paulo, Large Enterprise, Public Sector, Argentina, Colombia, Mexico, USA



## **11 Consolidating Franchises**

spread throughout Brazil to serve our customers in the 38 franchised territories



#### ~**R\$2,7** trillions<sup>(1)</sup> of the economy are produced by our customers



## **11 development centers**

SP, BH, Joinville, POA, Florianópolis, Cascavel, Assis, Ribeirão Preto, Goiânia, USA, MEX



# **#1 ERP Company in Brazil**<sup>(2)</sup>

one of the largest technology companies, with absolute dominance in the ERP journey

~1/3 of Companies<sup>(3)</sup> listed on B3 are TOTVS customers

Source: Company and IBGE | Notes: (1) Internal company estimates; (2) According to Market Share Enterprise Application software, 2021; (3) Active companies listed on B3 that have common and/or preferred shares



TOTVS

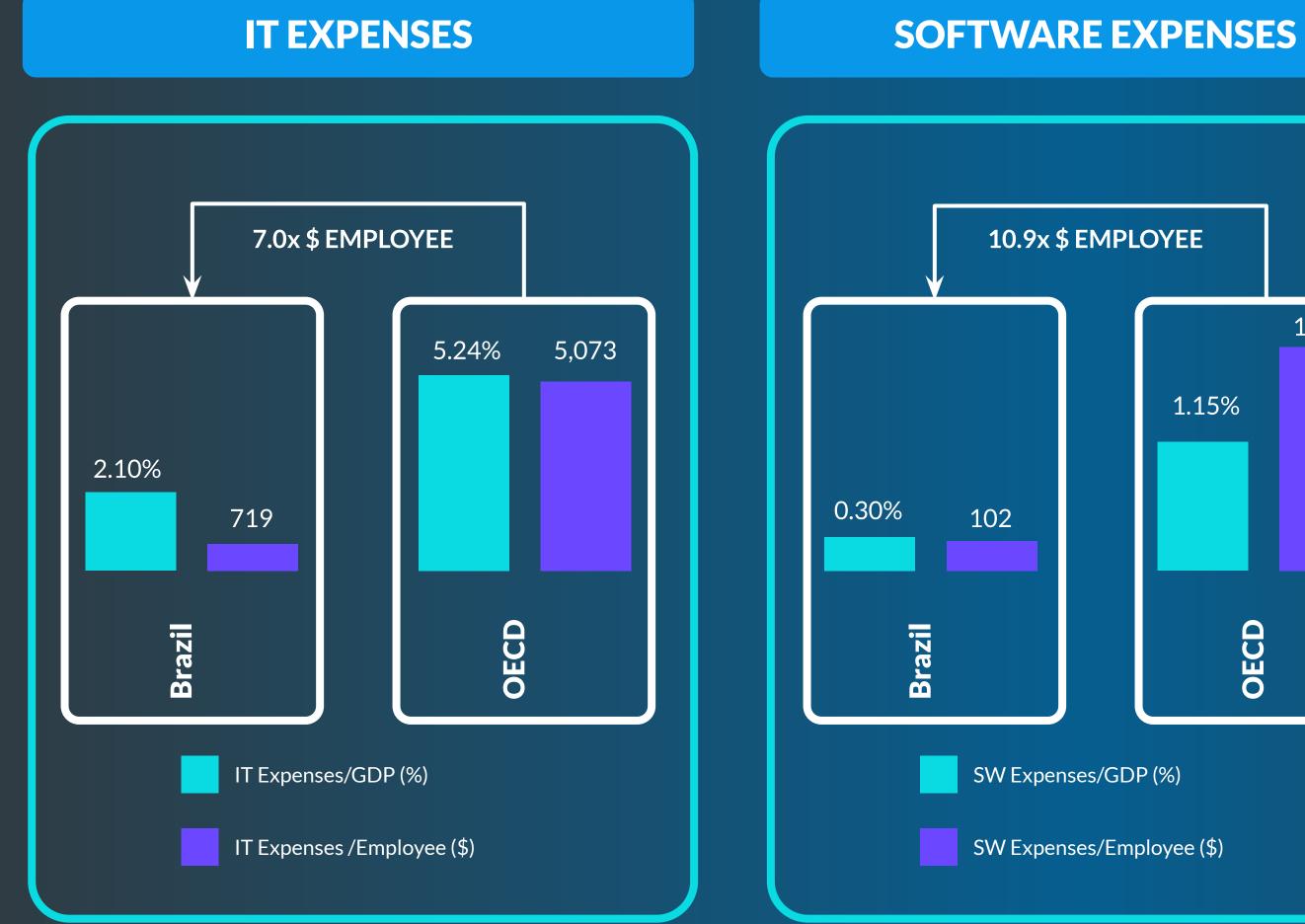


# 02 MARKET

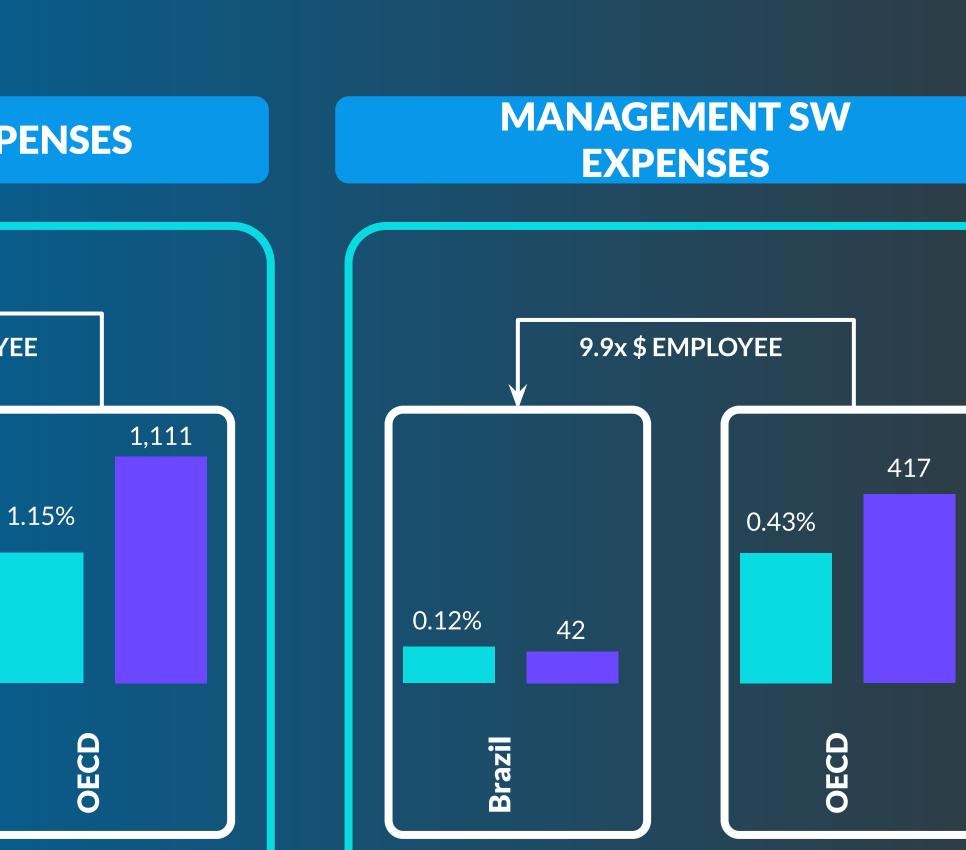








Source: World Bank, OECD, TOTVS



SW Expenses/GDP (%)

SW Expenses/Employee (\$)

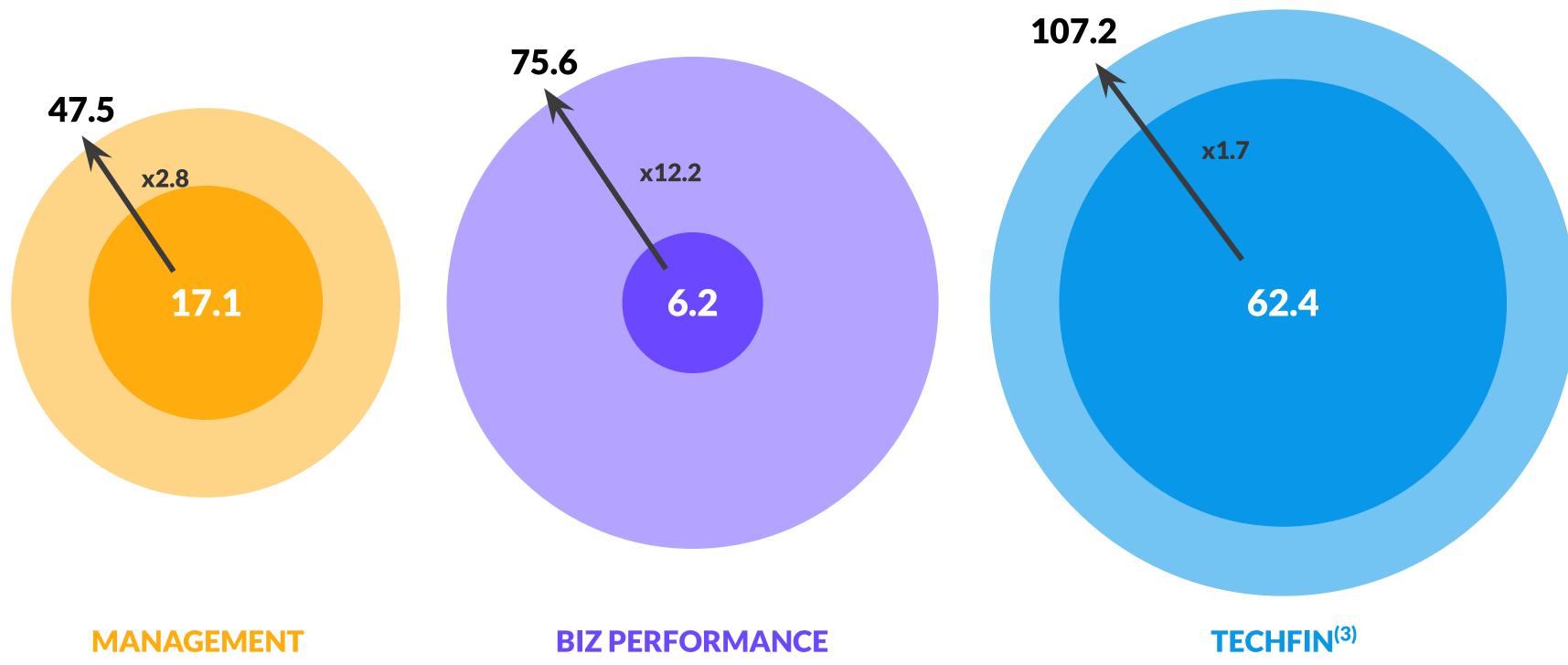
Mgt. SW Expenses/GDP (%)

Mgt. SW Expenses/Employee (\$)



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# //// TOTVS ADDRESSABLE MARKET (R\$ billion) 3D Ecosystem expanded our potential market by ~5x





**TOTVS Market Share**<sup>(1)</sup>: 15.3% (+120 bp vs 2020)<sup>(2)</sup>

**TOTVS Market Share:** 5.7% (+480 bp vs 2020)<sup>(2)</sup>



Sources: IDC, Central Bank and TOTVS Market Intelligence, respectively. | Notes: (1) TOTVS' market share considers, in addition to Back-office and HR ERP solutions, Verticals and other solutions; (2) Considers the review of market size, including from previous periods, carried out by IDC, which changed the 2020 market share from 19.4% to 14.1% in Management and from 4.5% to 0.9% in Business Performance; (3) The size of the Techfin market was proportionally adjusted from the gross revenue metric to the net funding revenue, which better reflects the spread.



**TOTVS Market Share:** 0.4% (+10 bp vs 2020)

**Growth drivers for the potential** market...



**1. Software Market** - increasing the IT maturity of Brazilian companies to a level similar to the **OECD** average



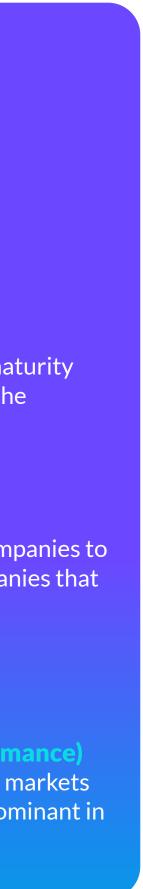
**2. B2B credit market**- access of SMB companies to credit similar to the average of those companies that already take on debt currently in Brazil



**3. New markets (Techfin and Biz Performance)** the current size and potential of these new markets indicate that TOTVS does not need to be dominant in them for its growth to be relevant









# //// SOFTWARE MARKET

TOTVS has grown above the EAS (Enterprise Application Software) market, which has consistently grown above Brazilian GDP and accelerated its pace in recent years



Sources: (1) BACEN; (2) Gartner; (3) TOTVS - Management Recurring Revenue; and (4) TOTVS - Revenue from RD Station in 2012 and 2018 and from RD Station + Tail + Tallos in 2022.

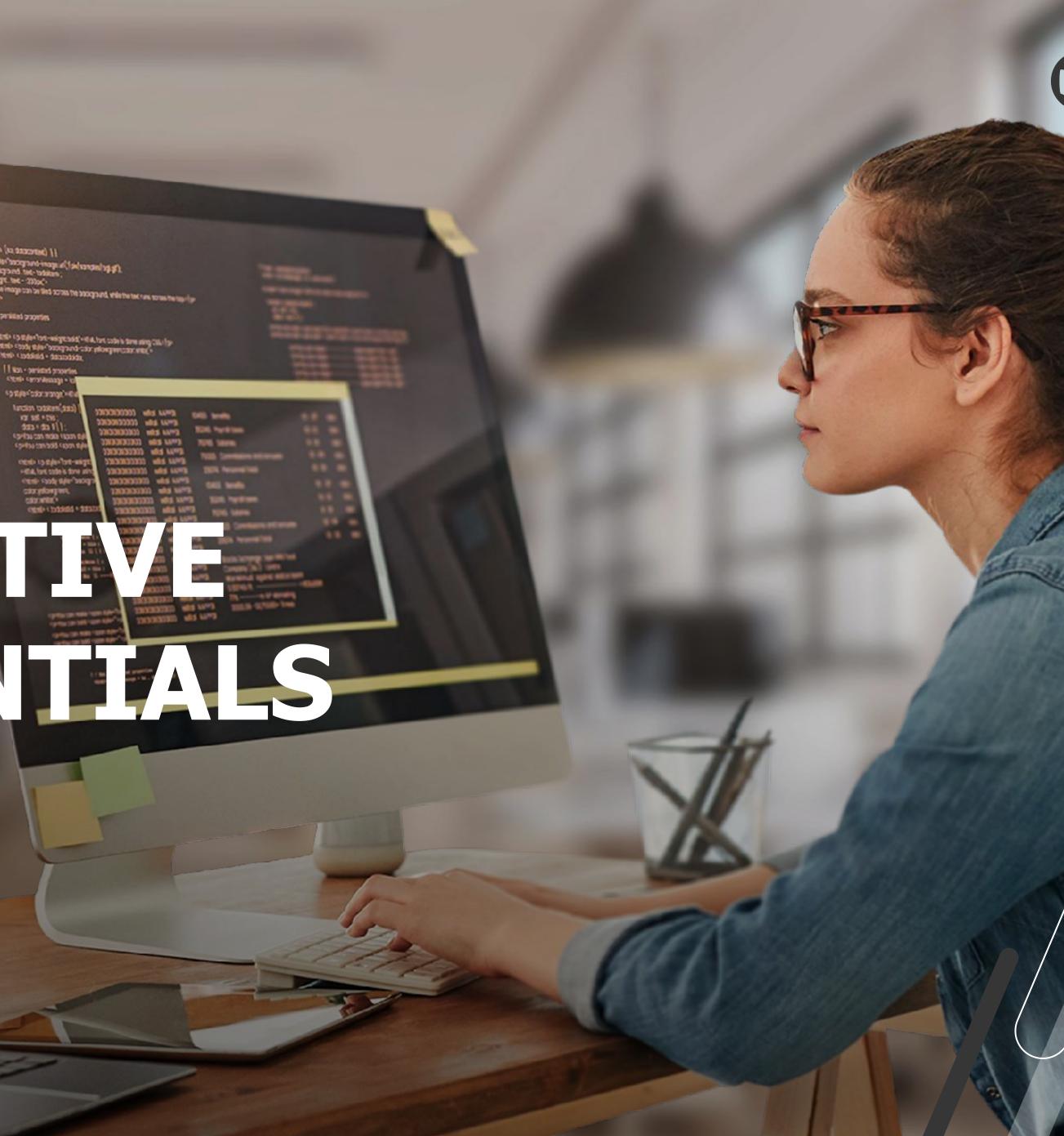
<b>2012-22</b>	<b>2018-22</b>
6.5%	7.5%
14.2%	16.3%
15.9%	17.4%
28.0%	29.8%
105.7%	34.3%



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# **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



## **SOLUTIONS** 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



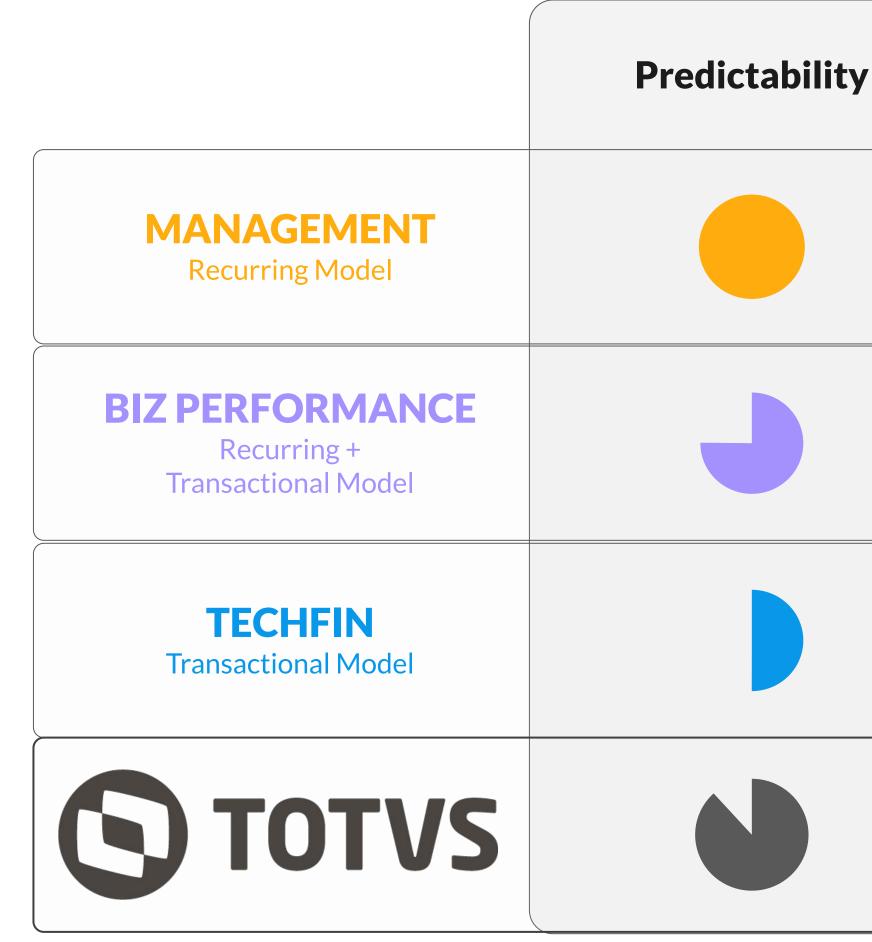






# **BUSINESS MODEL**

growth and take rate of the transactional model



# Resilience and predictability of the recurrence model combined with the faster capture of market

/	Earlier capture of market growth	Where we are in Client P&L
		G&A
		Sales & Marketing
		Financial Results (Working Capital)
		G&A, Sales, Marketing, Working Capital e Financial

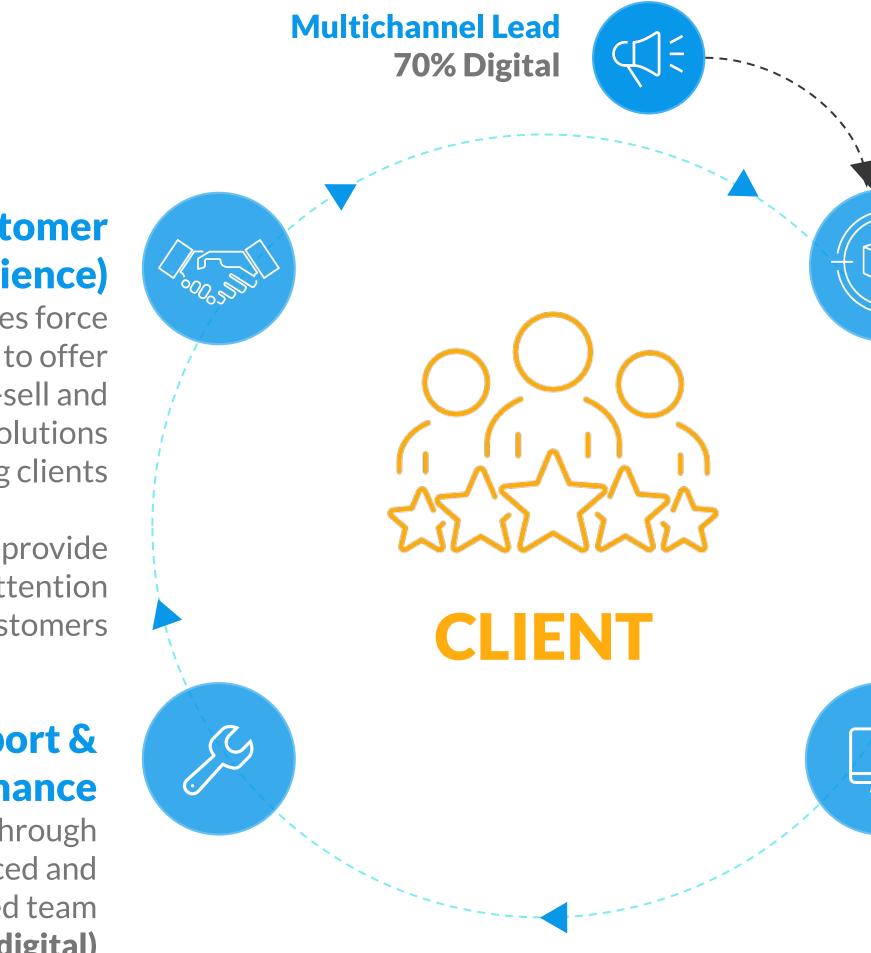






# **BUSINESS MODEL**

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

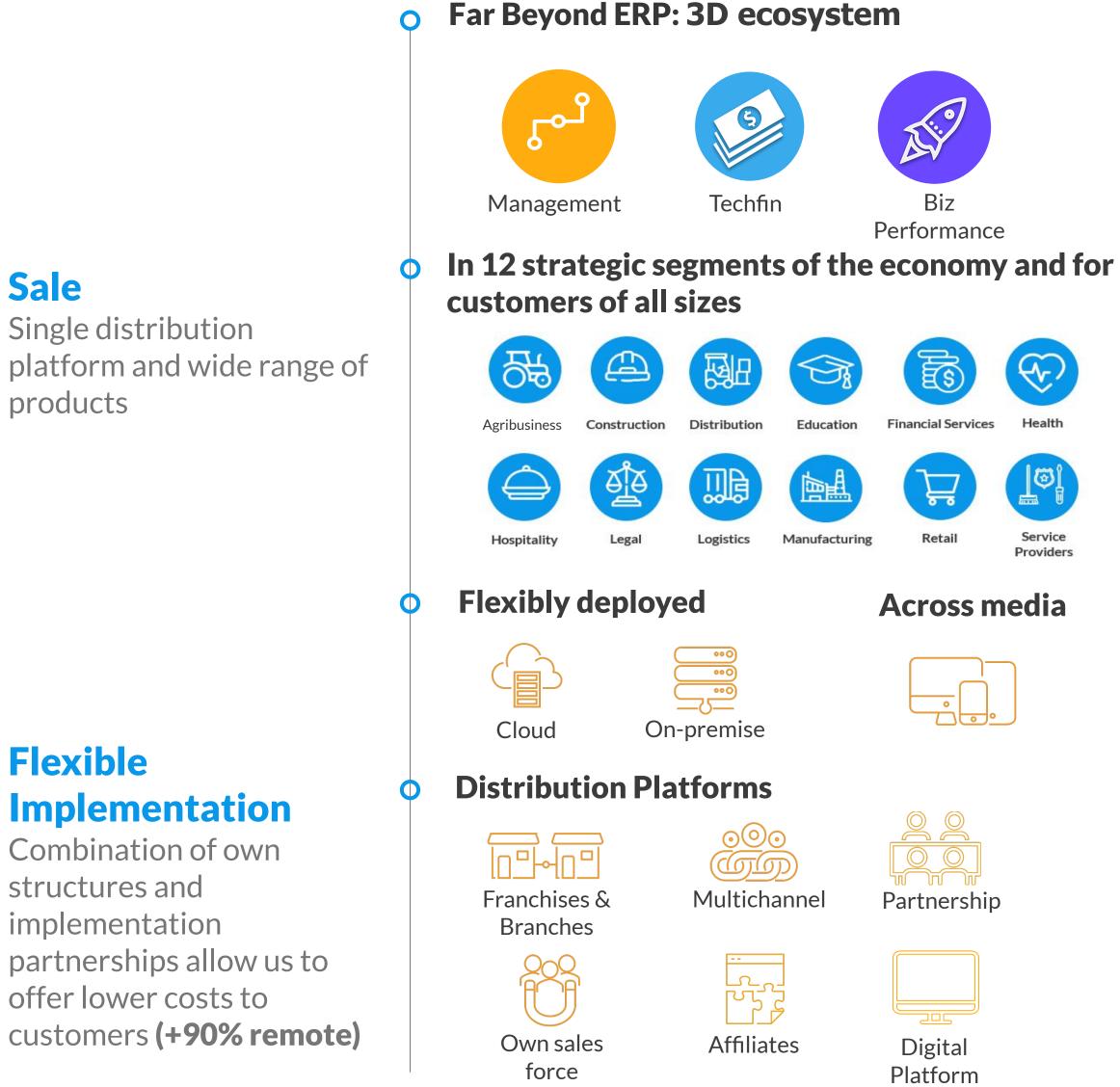
## Support & Maintenance

Full support through highly experienced and centralized team (+85% digital)

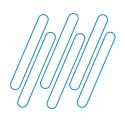
Sale

products

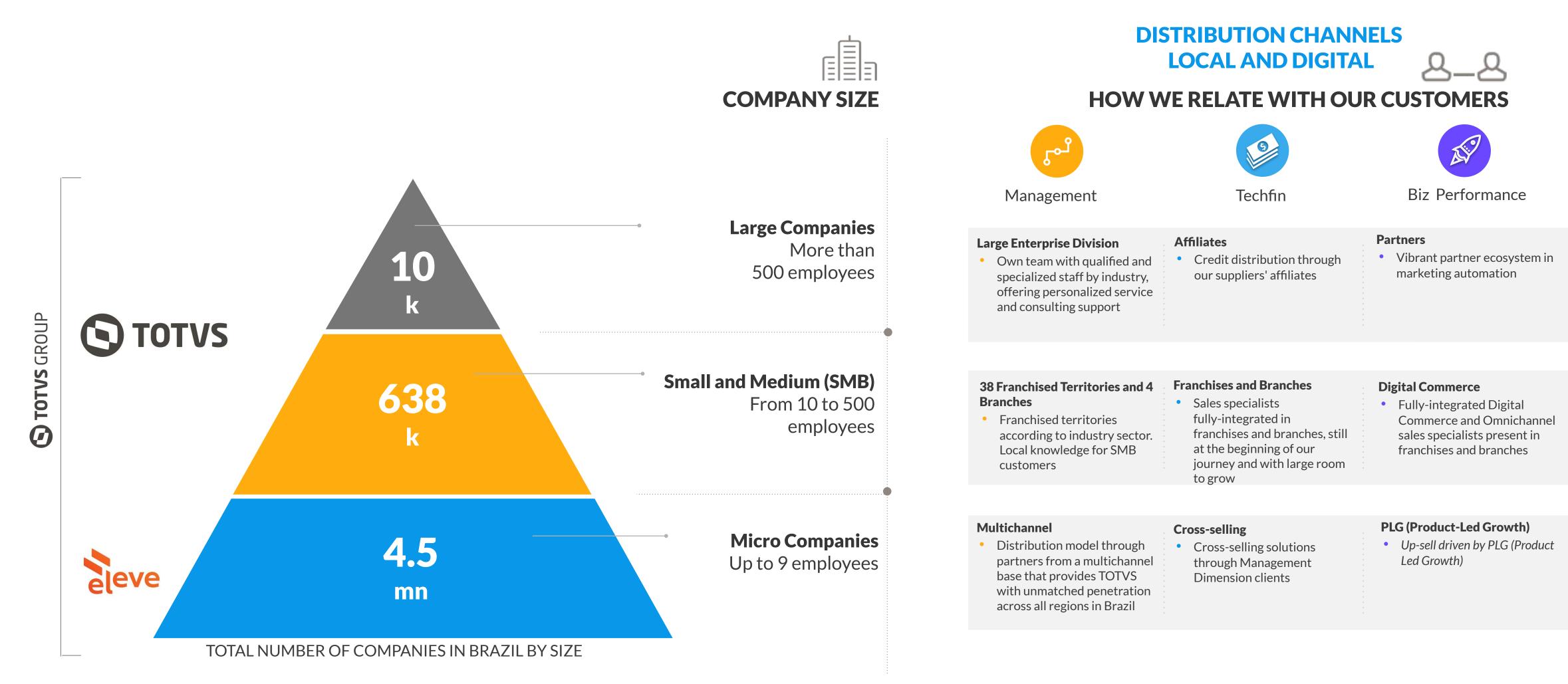
Flexible







# **DISTRIBUTION PLATFORM** Local and digital presence, based on a highly capillary distribution model

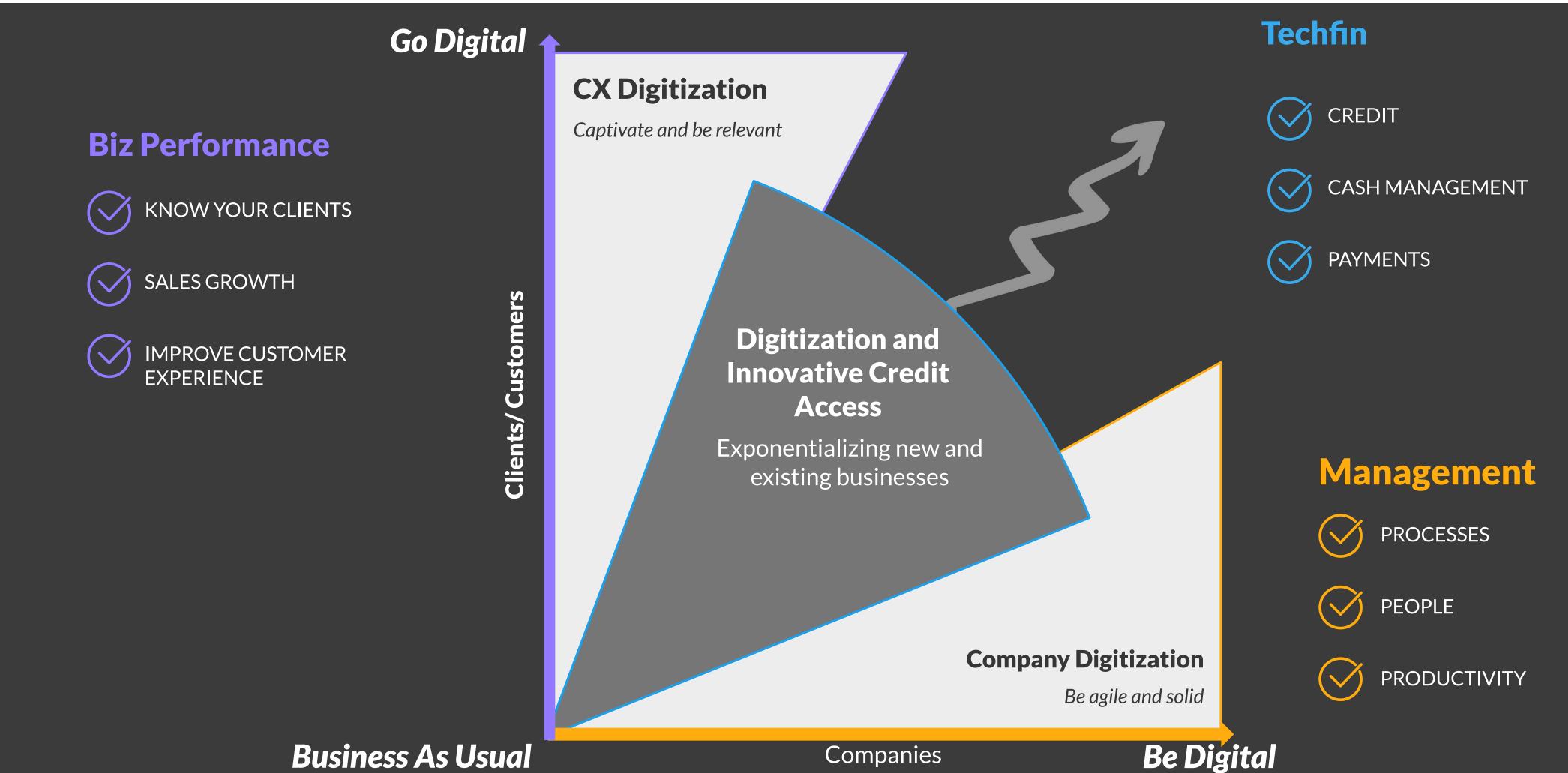






# **BUSINESS PORTFOLIO**

# Accelerating our clients' digital Journey through the 3D Ecosystem



## **Business As Usual**









# 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

## **PORTFOLIO AND DISTRIBUTION**

	ERP & HR Suit	e		Platforms	
د م الم الم الم الم الم الم الم الم الم ا		HR (HXM)	<b>Business</b> Intelligence (Analytics)	TOTVS CAROL Carol Platform (Al e Data)	TOTVS F Fluig (Productivit Collaboratio
Ve	ertical Solutio	ons		Services	
<b>9</b>			-		
Agro	Construction	Distribution	Consulting	Cloud	Training
Education	Financial Services	Health			
Hospitality	Legal	Logistics		Micro Companies	
Manufacturing	Retail	Service Providers		Solutions for Micro Compan	





# **BUSINESS PORTFOLIO**



# **TECHFIN** DIMENSION

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



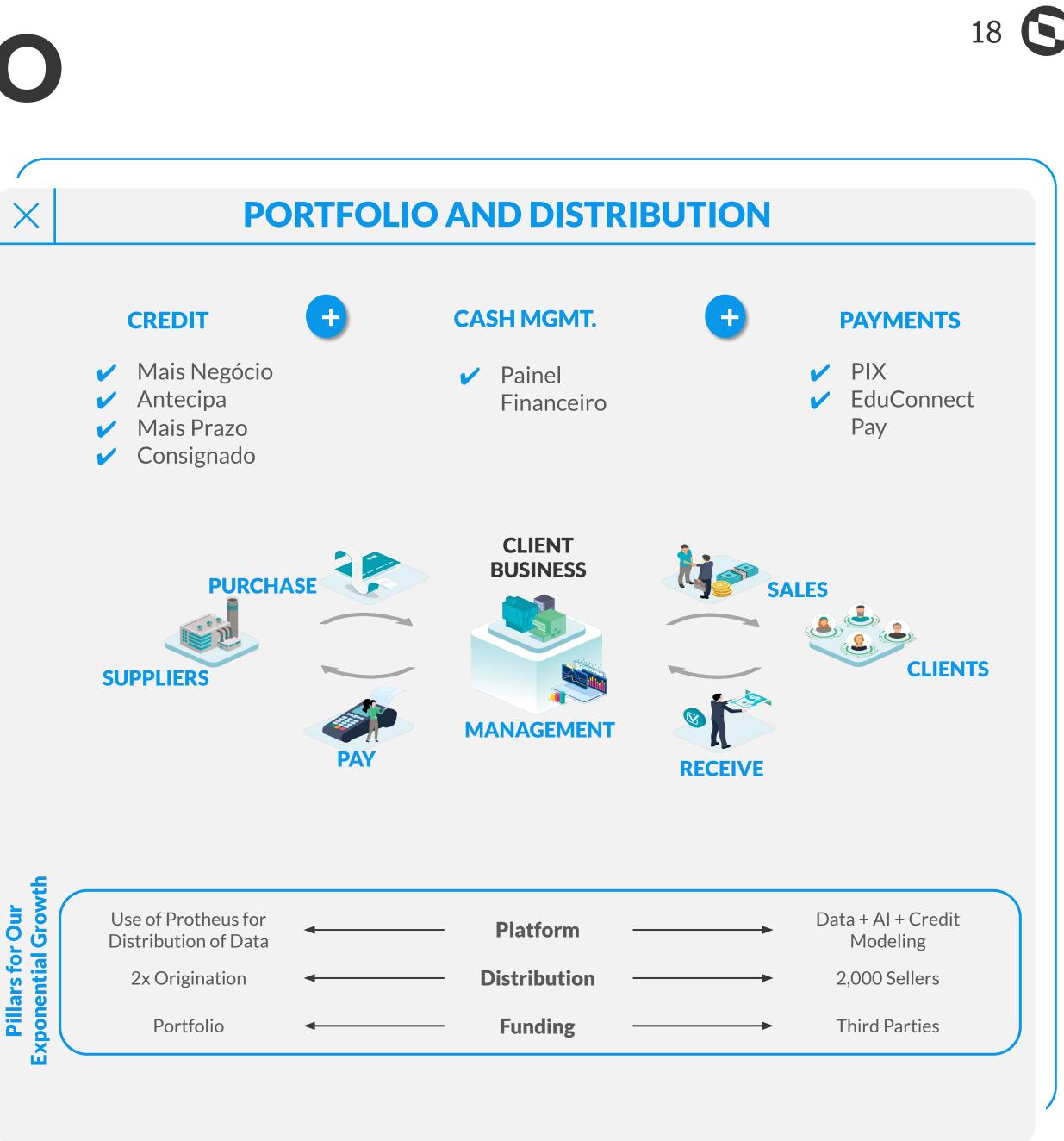
**Simplify:** Digital journey through ERP and HR integration



**Amplify:** Big Data and AI to support credit offer expansion

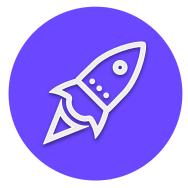


Affordability: Risk assessment through Big Data and Al enables lower rates for our clients





# **BUSINESS PORTFOLIO**



# **BIZ PERFORMANCE** DIMENSION

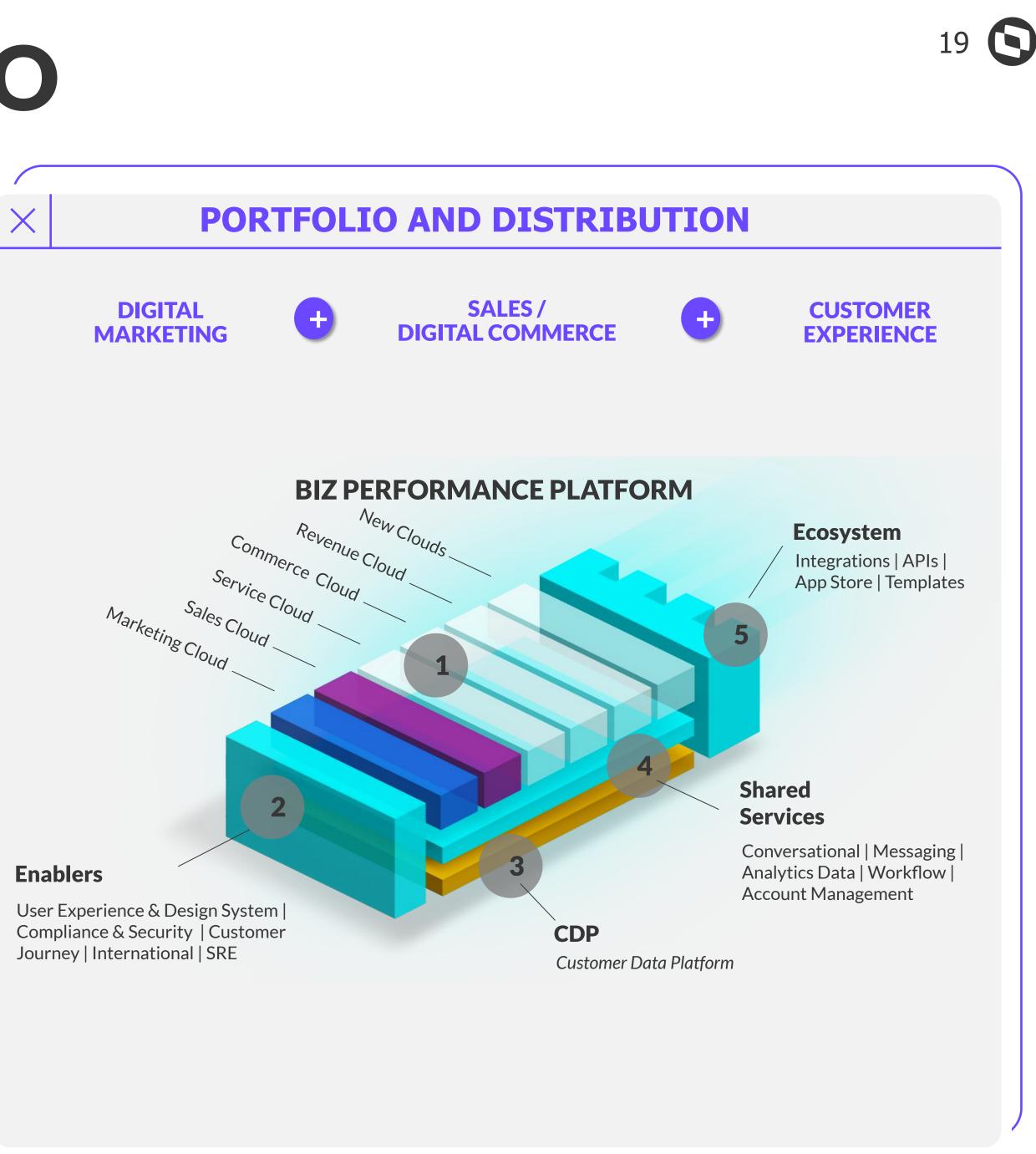
**PORTFOLIO OF SOLUTIONS** to support our clients from diverse market segments to increase sales, competitiveness and performance



Digital marketing platform that drives demand and lead generation for SMB

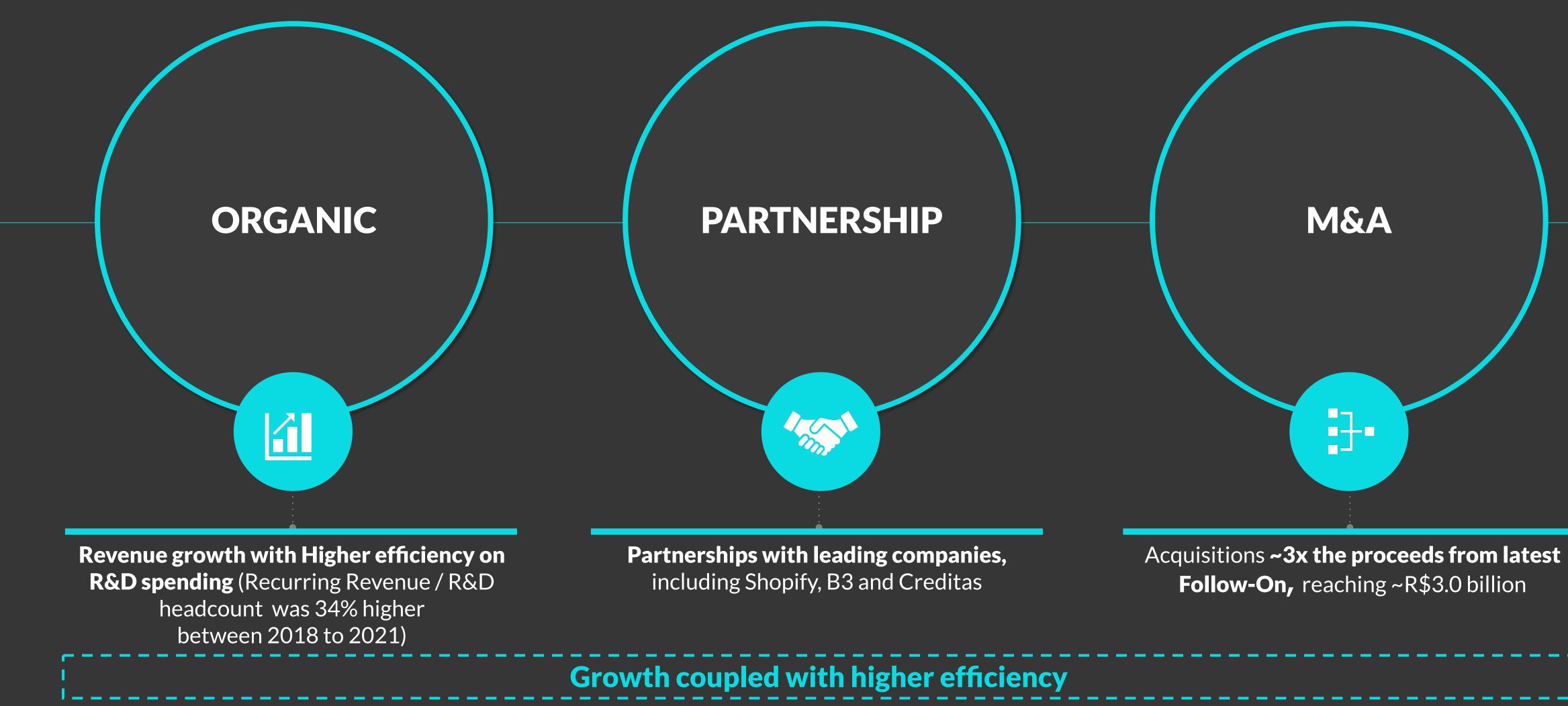
Exponentializing digital commerce with an asset light model that drives **GMV + take rate growth** trough full commerce

## **PORTFOLIO AND DISTRIBUTION**





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



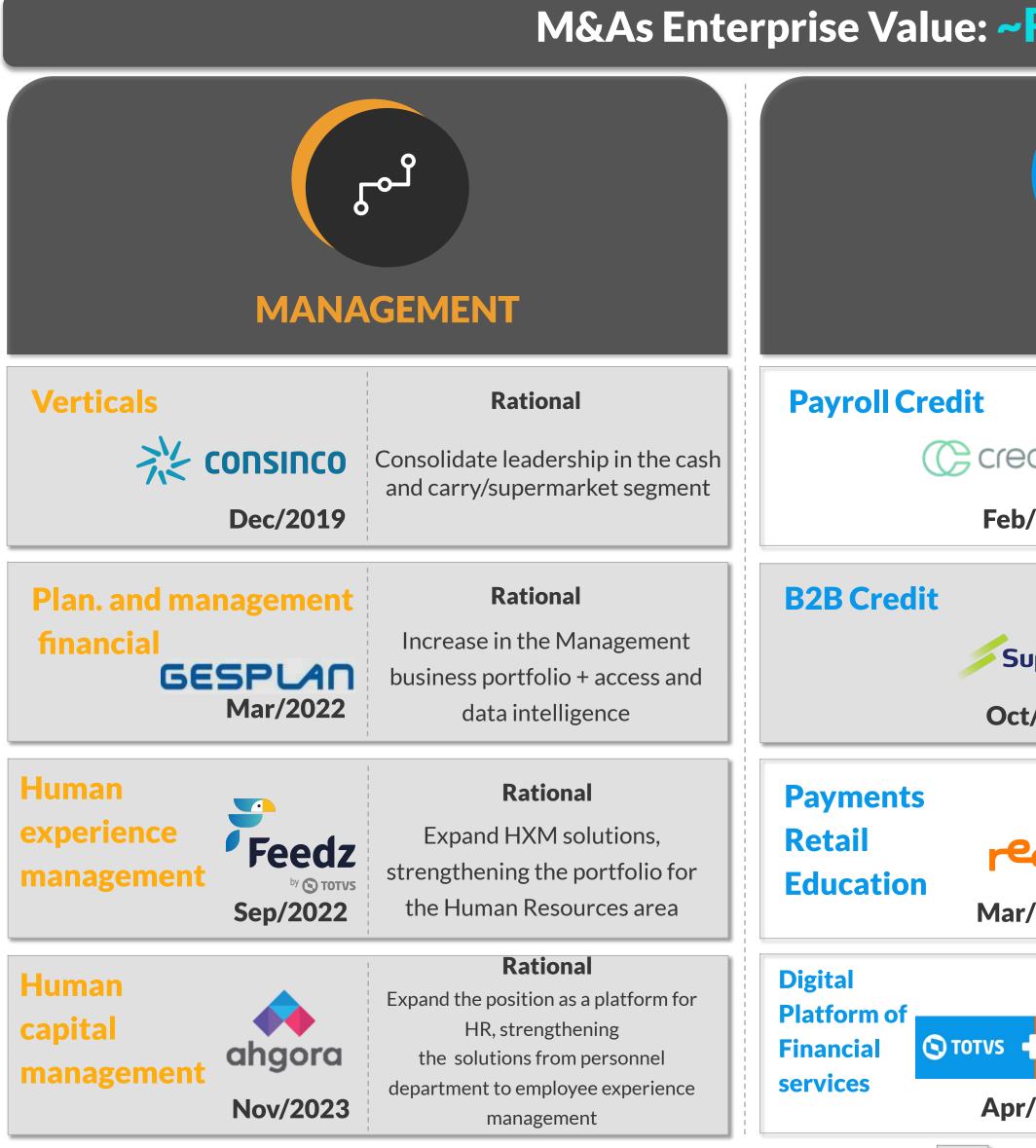








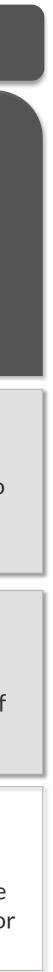
# **BUILDING 3D ECOSYSTEM**



## M&As Enterprise Value: ~R\$3.0 billion (since 2019 Follow-On)

TEC	5 SINTINE STATES OF THE STATES	<b>BIZ PERFORMANCE</b>		
editas 5/2020	<b>Rational</b> Offer payroll loans with no credit risk	Marketing Analytics ·i•i·toil Dec/2020	Big data/analytics applied to digital marketing and sales	
upplier redito para impulsionar negocios t/2019	<b>Rational</b> Best finance offer to the entire supply chain	<b>Digital Marketing</b> <b>TRD</b> STATION Mar/2021	<b>Rational</b> The leader in the digital marketing transformation of SMBs	
<mark>еде</mark> . r/2019	<b>Rational</b> Acquiring applied to segmented needs	Digital Commerce	<b>Rational</b> World leader in e-commerce platform, to offer solutions for SMEs	
• Itaú r/2022 A&A	RationalExpand, simplify, and democratize the access to a wide range of financial products in the B2B marketPartnership			





# **M&A PIPELINE -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



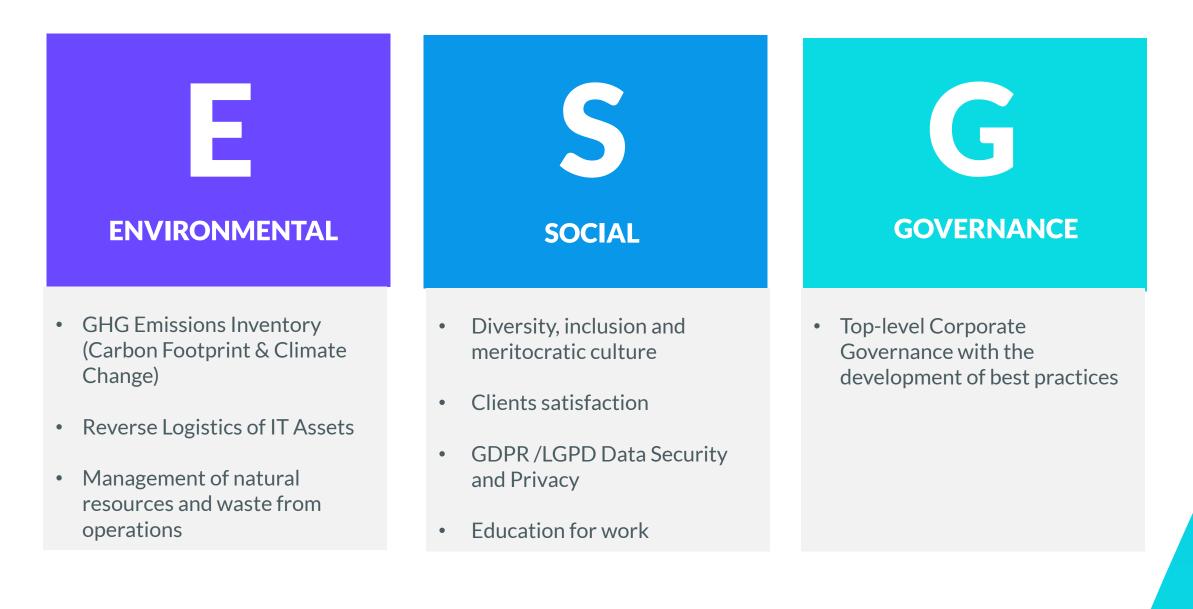






# ESG AGENDA **GENERATION OF SHARED VALUE**

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

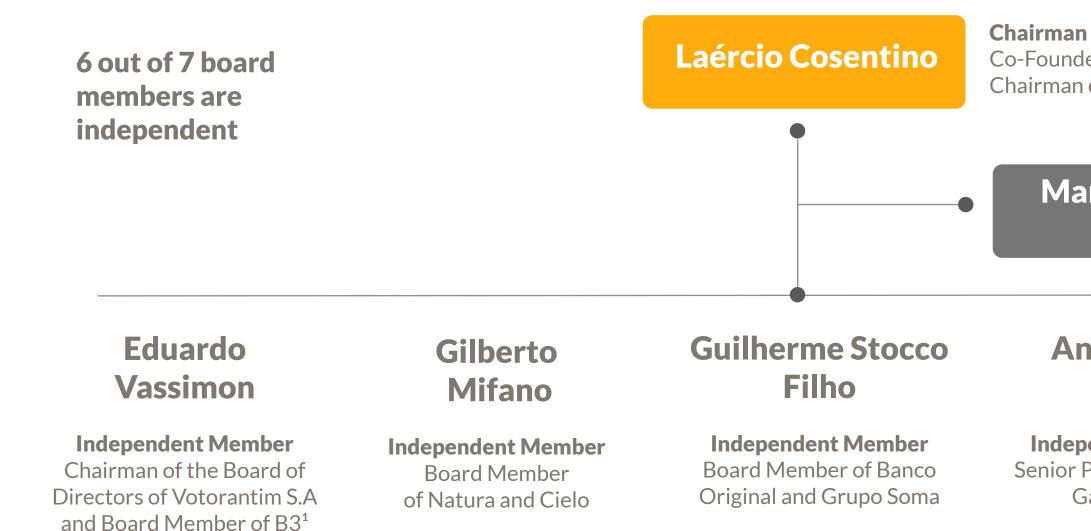
TOTVS Group's personalized ESG Sustainability **Policy** objectives and guidelines implementation to enhance outcomes

 Following Global trends in Corporate Performance and Sustainability reports









#### **ADVISORY COMMITTEES**

#### **Statutory Audit**

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

**People and Compensation** 

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

<sup>1</sup>B3 – Brasil, Bolsa, Balcão

<sup>2</sup> CPPIB - Canada Pension Plan Investment Board

<sup>3</sup> At the Annual General Meeting held on April 19, 2023, it was approved the installation of the Company's Fiscal Council, effective until the 2023 AGM.

#### **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

#### **Ana Claudia** Reis

#### **Tania Sztamfater** Chocolat

**Independent Member** Senior Partner at Kingsley Gate Partners

#### **Independent Member Executive Director of** Investments LatAm at CPPIB<sup>2</sup> and Board Member at **Equatorial Energia**

Corporate body independent of the Company's management and of the external audit, with non-permanent functioning<sup>3</sup>.

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**

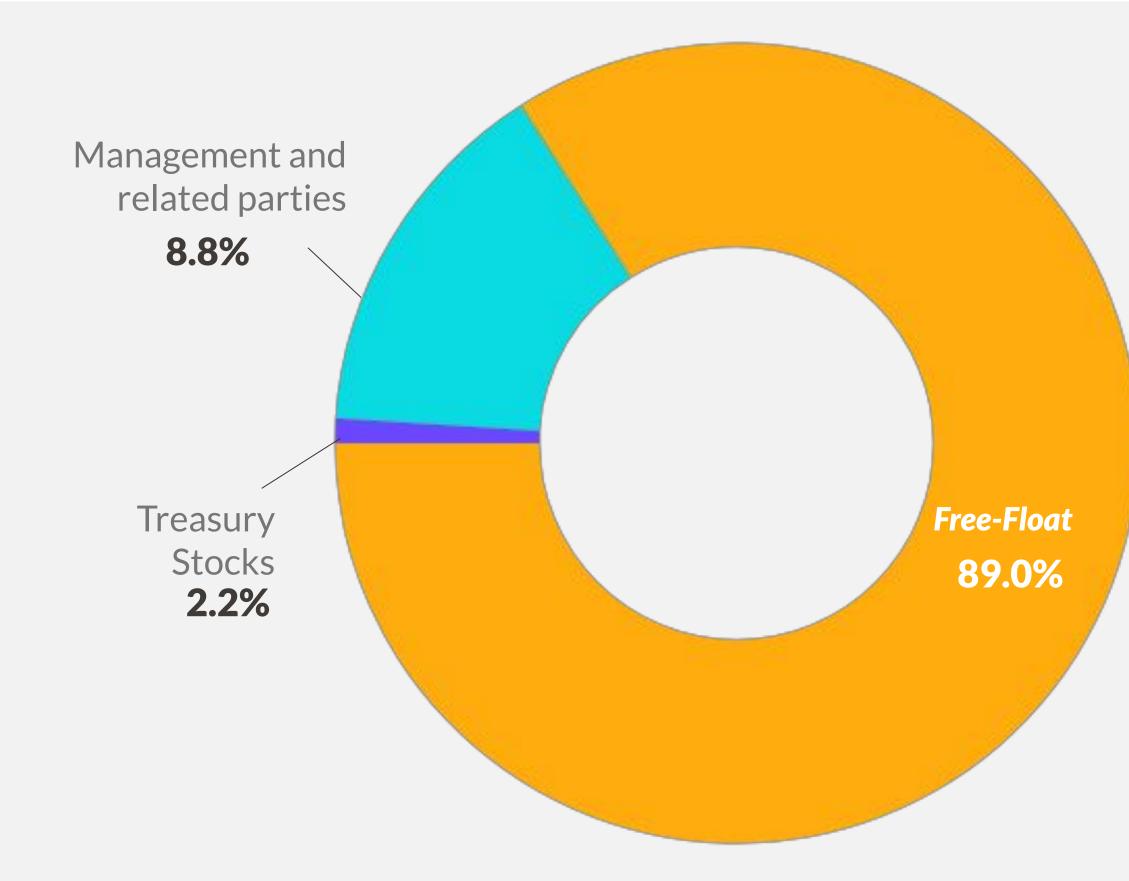
promotes the development of the Company's corporate governance and ESG strategy, evaluates the adoption of good practices and selects members to the Board of Directors and the Executive Board

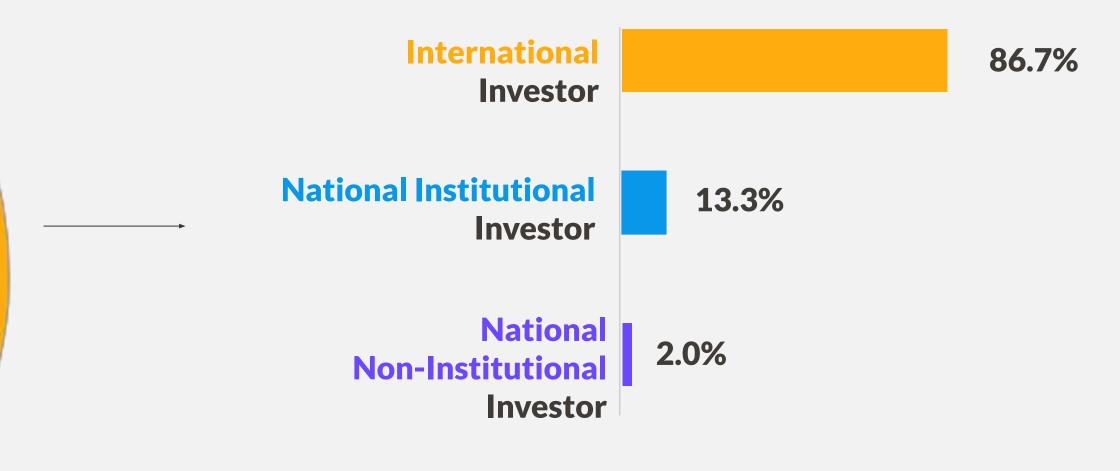
**Strategy** studies, debates, evaluates, proposes and monitors the main guidelines of the corporate and technological strategy

















# **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

63%

WE VALUE GOOD PROFESSIONALS WHO ARE GOOD PEOPLE



**WE BUILD** LONG-TERM RELATIONSHIPS WITH OUR CLIENTS

**By gender** 

#### By geographic location (own units)

9,916 in Brazil

292 abroad









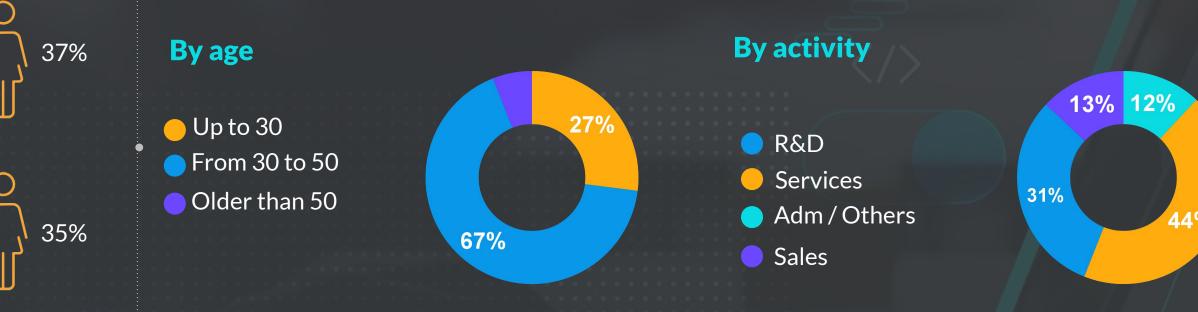
By leadership 65% position

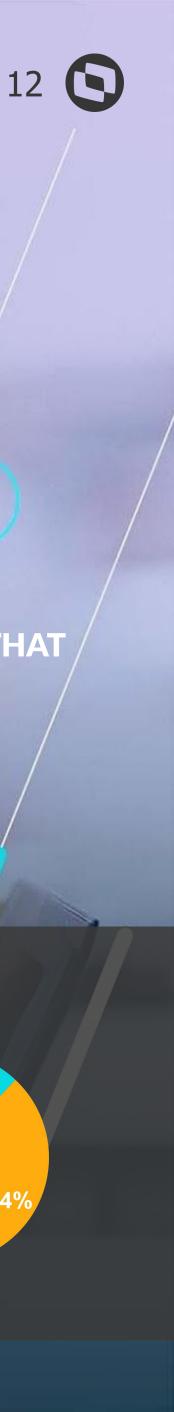
As of December 31, 2022.

**WEARE DRIVEN BY RESULTS** 

#### WE INVEST IN TECHNOLOGY THAT MAKES IT POSSIBLE

WHEN WE COLLABORATE, WE BECOME STRONGER





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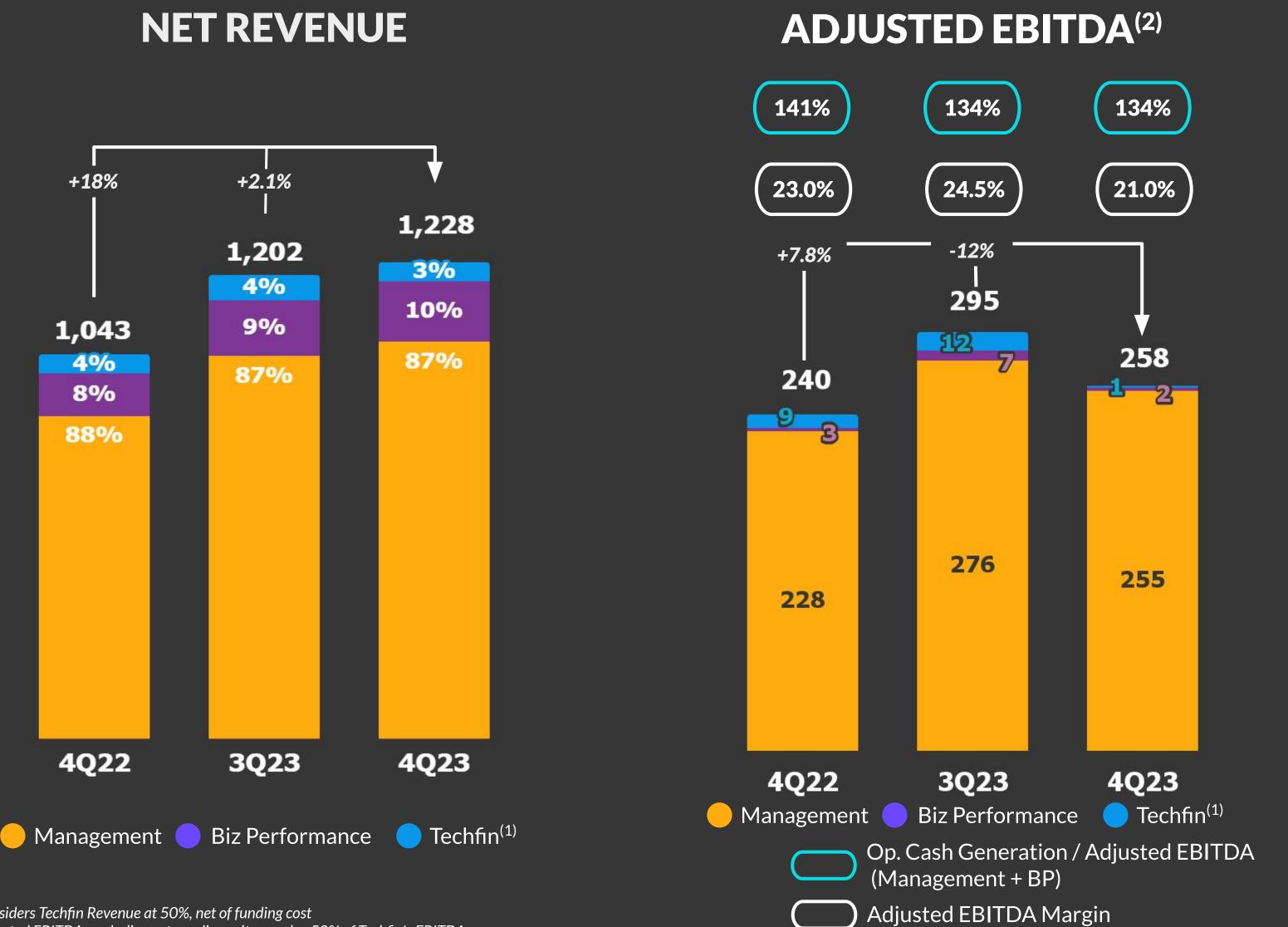
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# //// 4Q23 - OPENING REMARKS

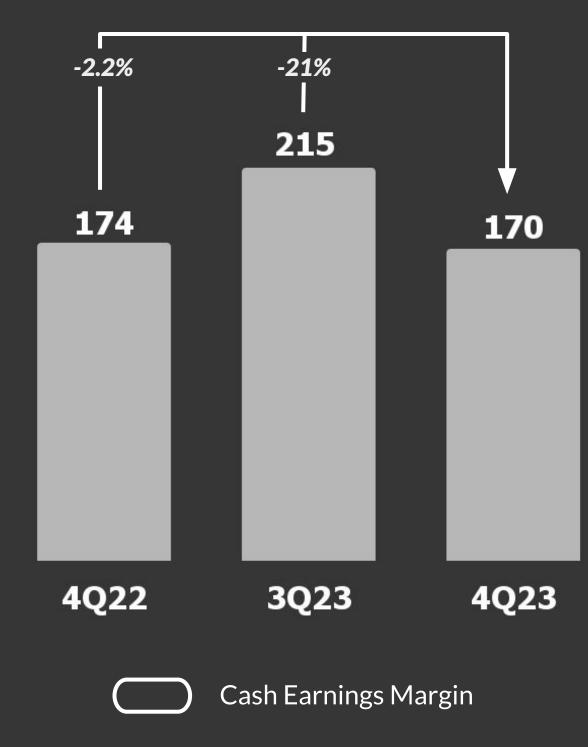
# **CONSOLIDATED RESULTS** (R\$ million)



(1) Considers Techfin Revenue at 50%, net of funding cost (2) Adjusted EBITDA, excluding extraordinary items, plus 50% of Techfin's EBITDA

## **CASH EARNINGS**









# 4Q23 - MANAGEMENT

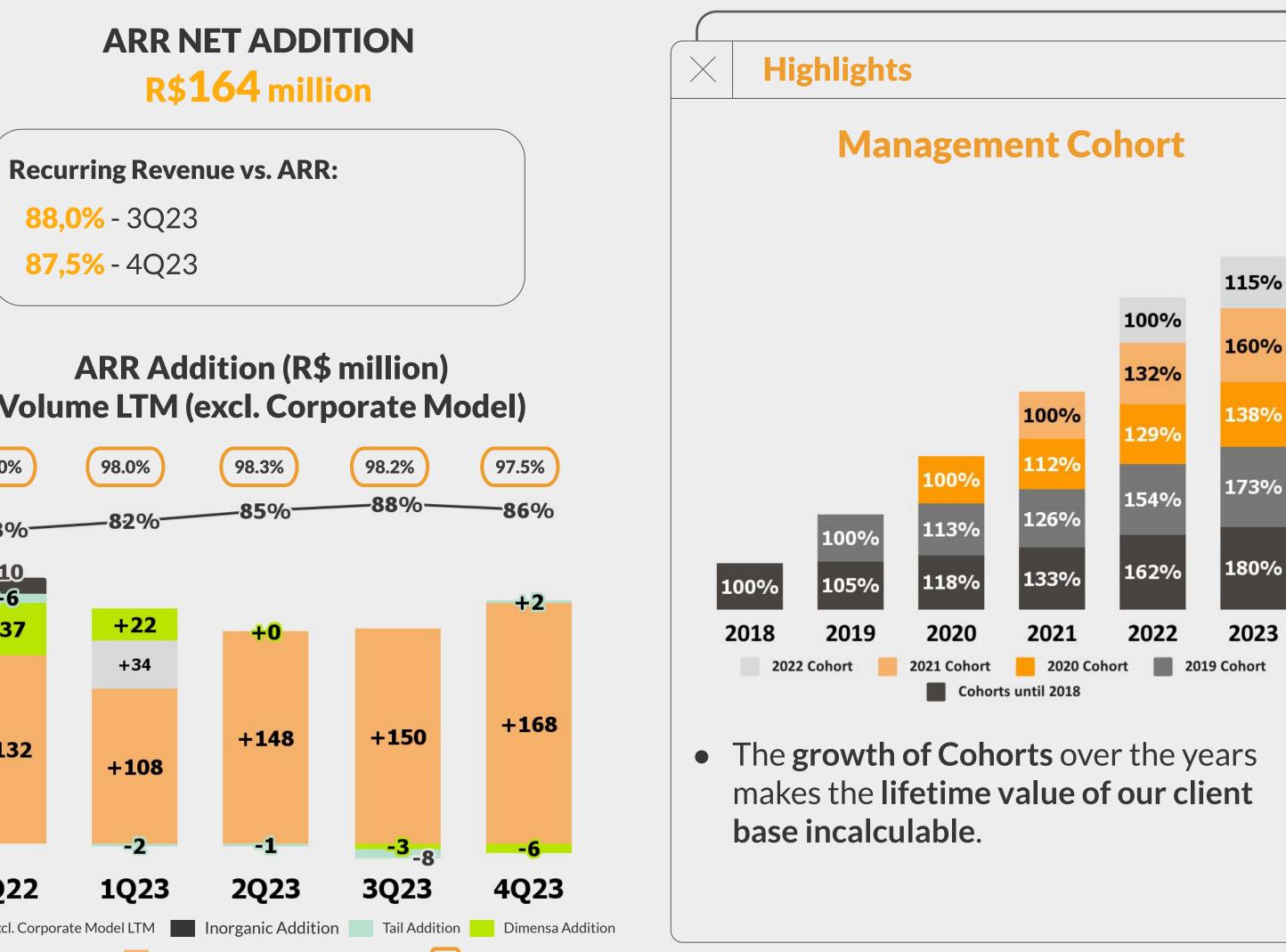
## **16% Net Revenue growth** vs. 4Q22, with emphasis on the **Net addition of ARR of R\$164 million** in 4Q23

## **RECURRING REVENUE** R\$920 million (+16% vs 4Q22)

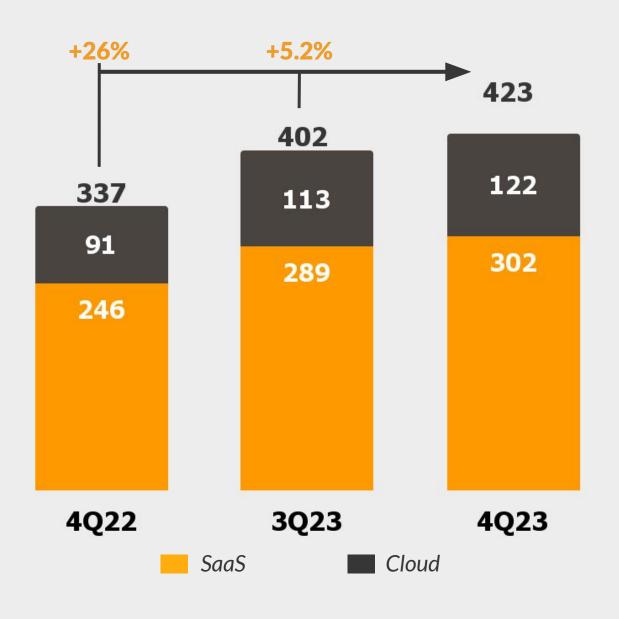
% Recurring Revenue: 86%

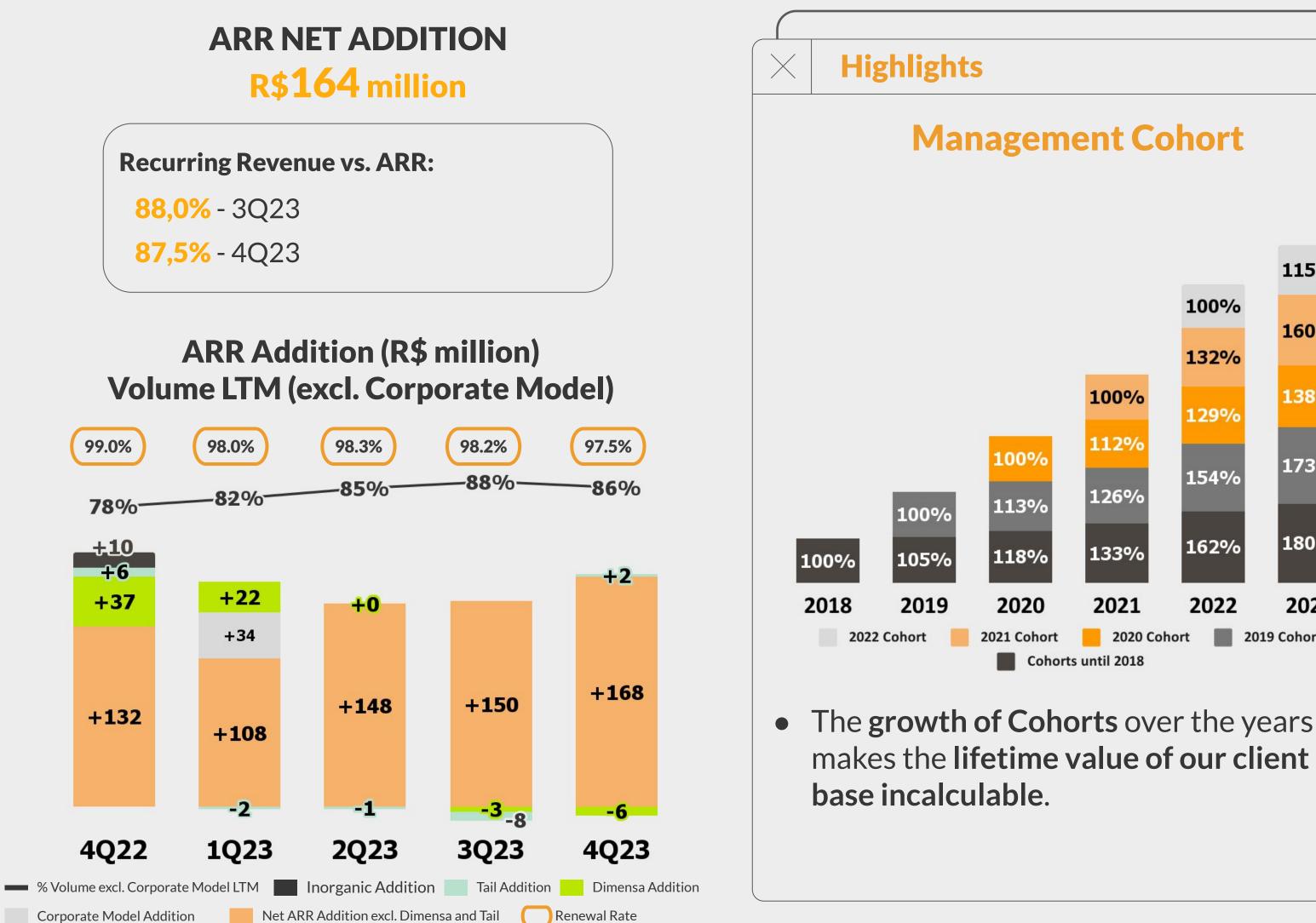
**Cloud Revenue: +34%** vs. 4Q22

**Signings SaaS: +34%** vs. 4Q22



#### SaaS - MANAGEMENT (R\$ million)







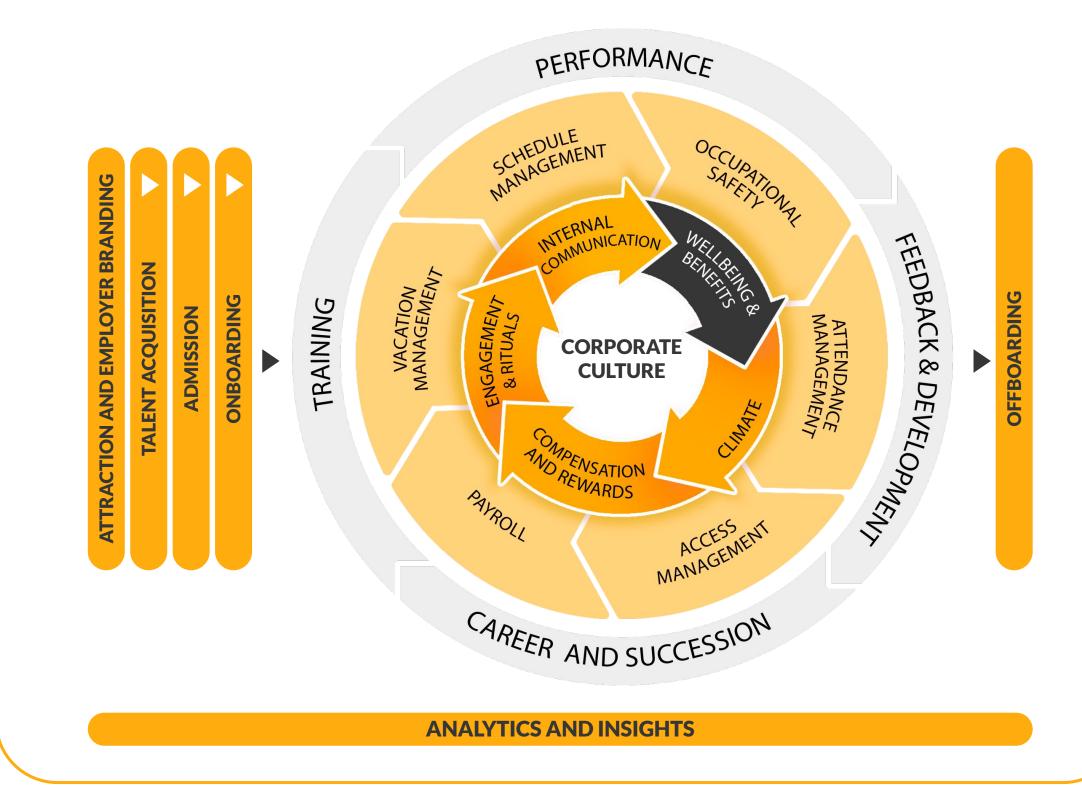


# /// 4Q23 - MANAGEMENT - HR SUITE

# TOTVS' HR portfolio combines our expertise in software development and business rules with strategic partnerships and selected acquisitions.

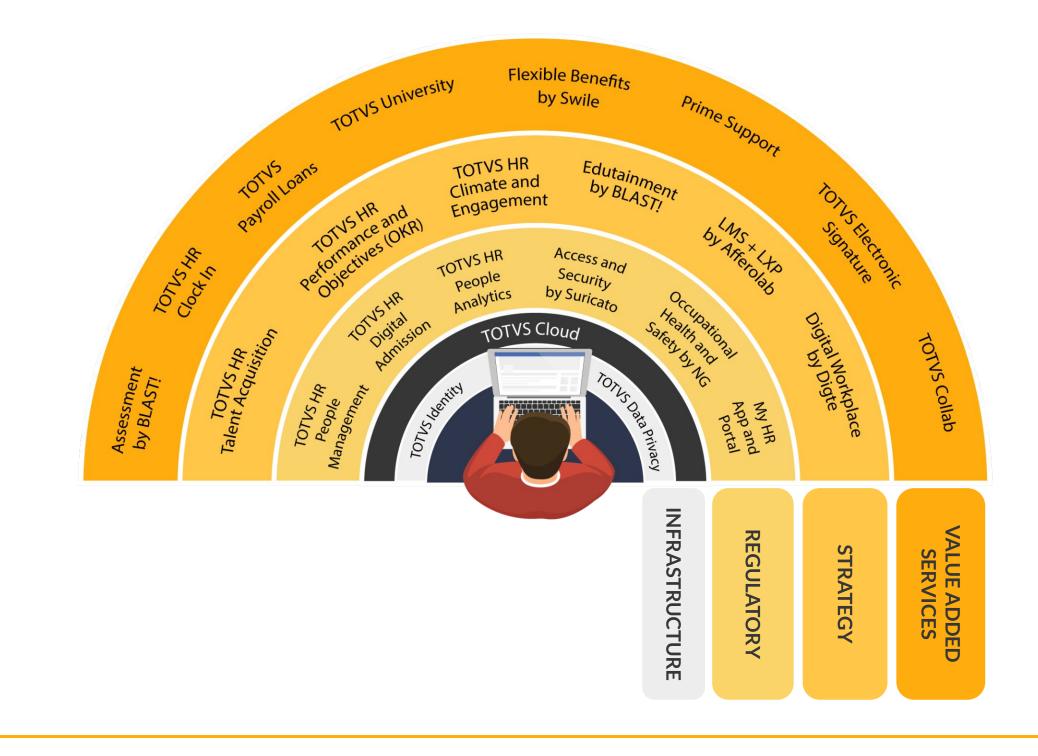
#### We started with a clear and innovative vision

Development, in 2021, of our own conceptual framework with our vision for the reference in human experience management (HXM):



# We deliver our HXM vision with the most comprehensive portfolio in the Brazilian market

In 2024, with the acquisition of Ahgora Sistemas, we will complete our new product portfolio that fully meets the HXM structure:



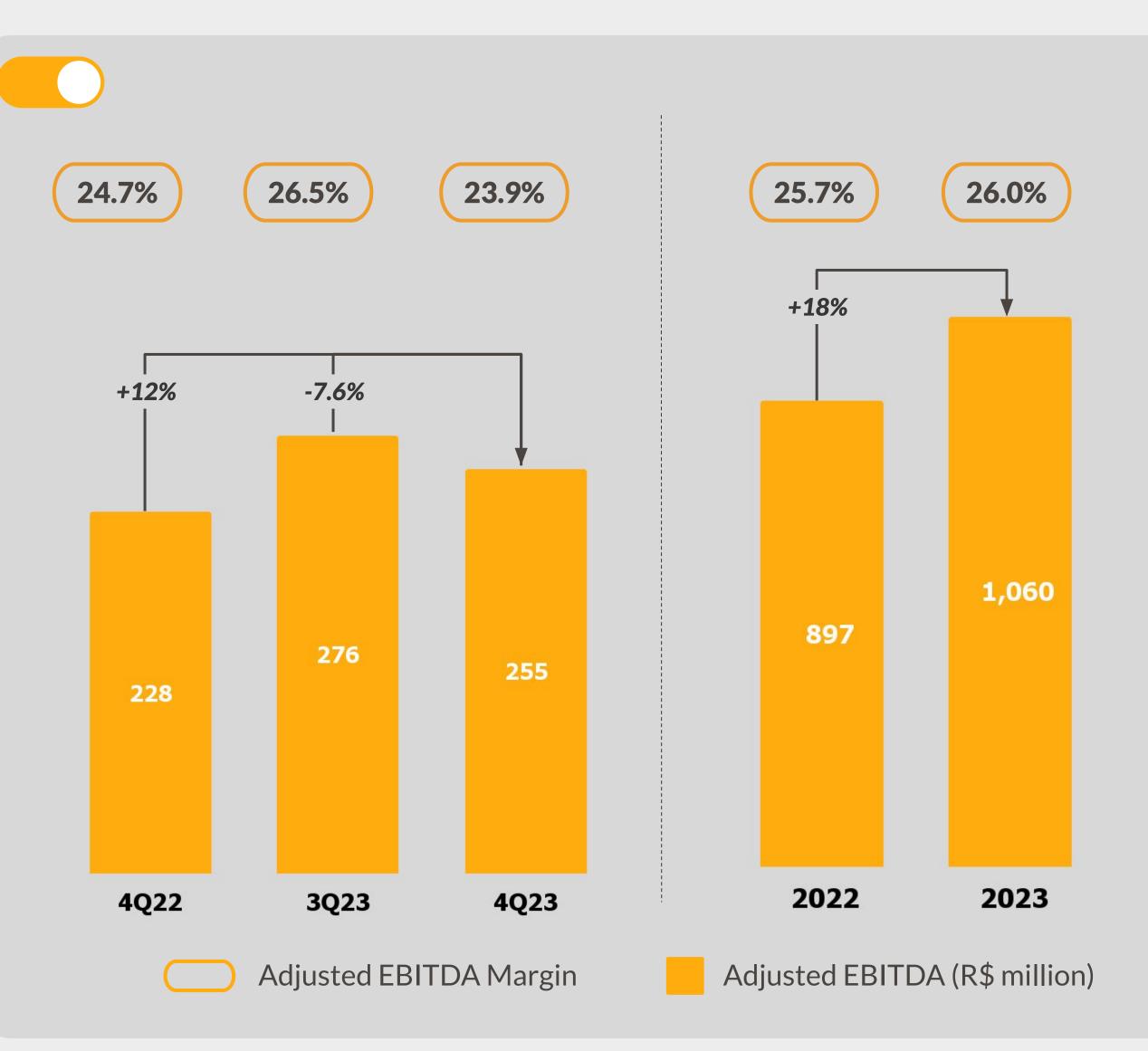


# //// 4Q23 - MANAGEMENT

# ADJUSTED EBITDA

Management Adjusted EBITDA ended 3Q23 at R\$255 million, growth of 12% year over year, and with an Adjusted EBITDA Margin of 23.9%, 80 basis points lower than 4Q22, mostly related to seasonal factors and the one-offs from Dimensa, Contingencies and ILP (Long-Term Incentives).

In the year to date, **Management Adjusted EBITDA exceeded R\$1 billion**, and Adjusted EBITDA Margin of 26%, 30 basis points above 2022, which reflects the scalability of the dimension recurrence model.

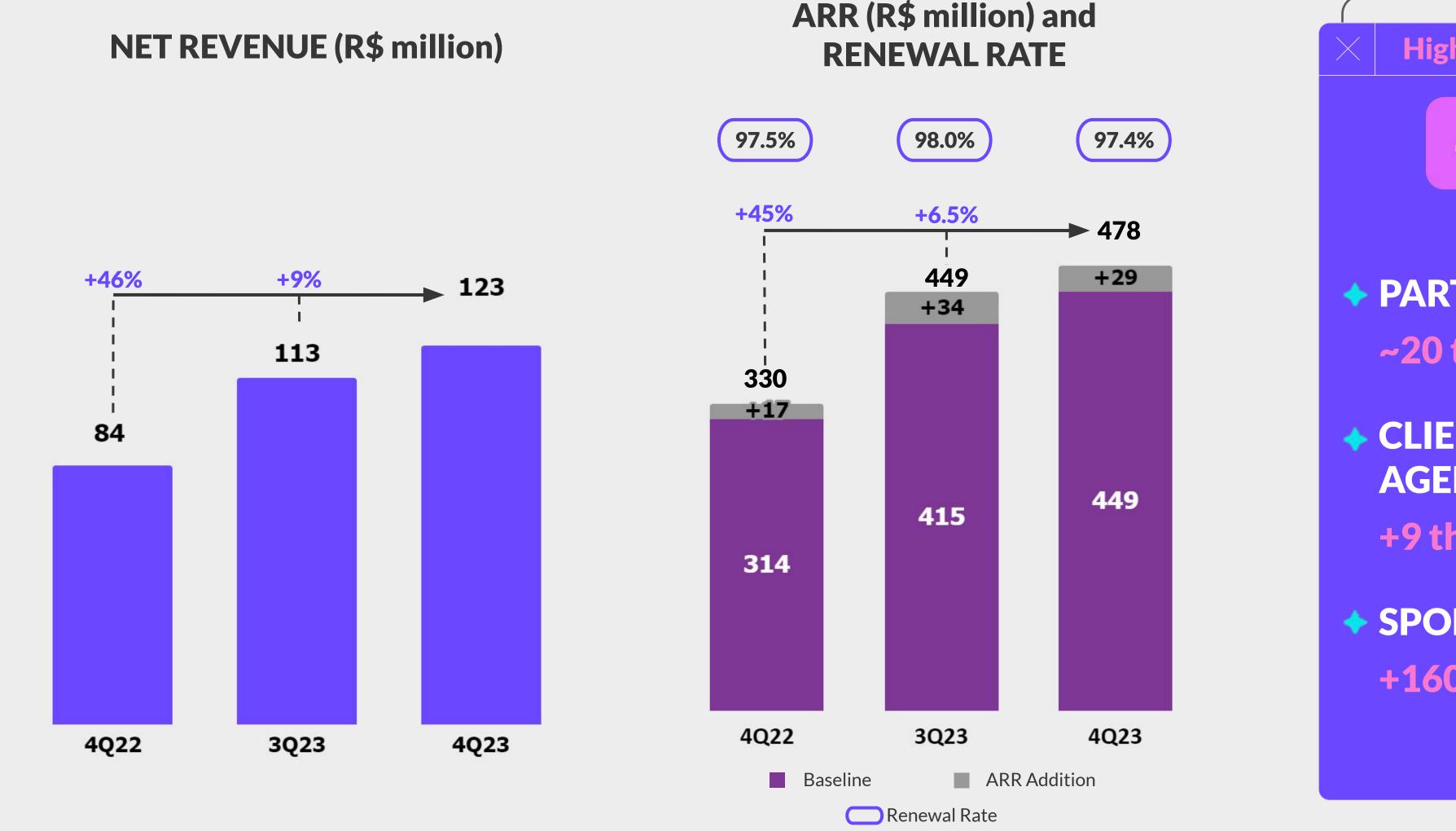




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# //// 4Q23 - BUSINESS PERFORMANCE

Business Performance **Revenue increased 46% year over year** and the ARR of the dimension grew 45% over 4Q22



# Highlights RD SUMMIT PARTICIPANTS ~20 thousand (+2x vs. 2022) CLIENTS AND PARTNER AGENCIES +9 thousand (+85% vs. 2022) SPONSORS +160 (+2x vs. 2022)





# /// 4Q23 - SOLUTIONS SUITE FROM SINGLE TO MULTIPRODUCT



**RD Station Solutions** Product Portfolio



**Digital Marketing Automation and** Management



**Automation of** customer service to sell more



Virtual assistant trained with personalized data to qualify leads via integrated chat



**Increase in** commercial efficiency



**Control of sales made** by online stores and marketplaces



**Complete platform to** manage and expand customer online store



**Process control to** boost sales

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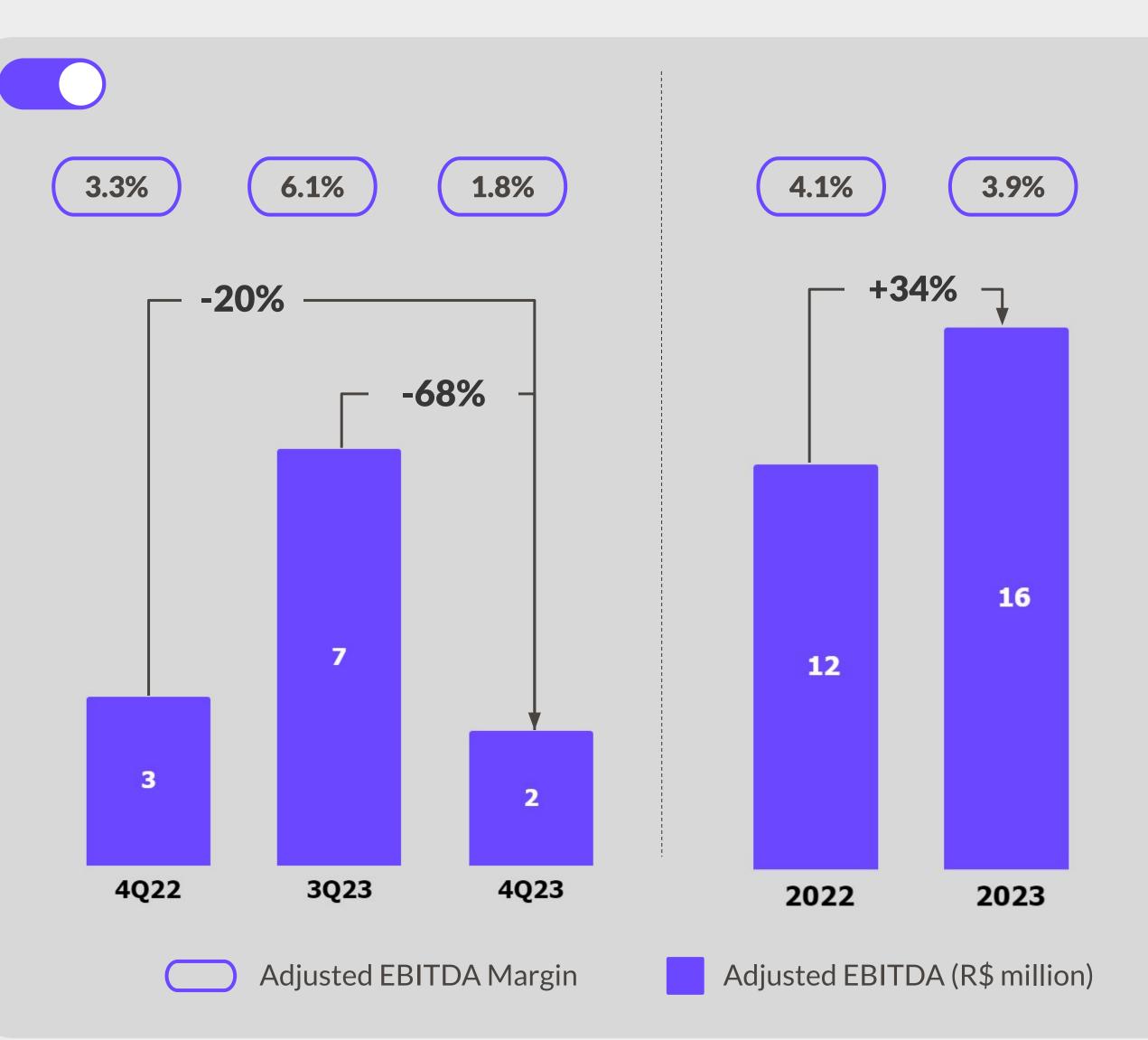


# //// 4Q23 - BUSINESS PERFORMANCE

# ADJUSTED EBITDA

Adjusted EBITDA ended the quarter at R\$2.2 million, with an EBITDA Margin of 1.8%. The year over year and quarter over quarter reductions are mostly associated with the RD Summit. Disregarding the effect of the increase in RD Summit's investment, BP's EBITDA would be R\$9.8 million in 4Q23, with an EBITDA Margin of 8%.

In the 12-month period, the Adjusted EBITDA Margin was 3.9%, 20 basis points lower than 2022, mainly due to the increase in investment in RD Summit and the acquisitions of Lexos and Exact Sales.

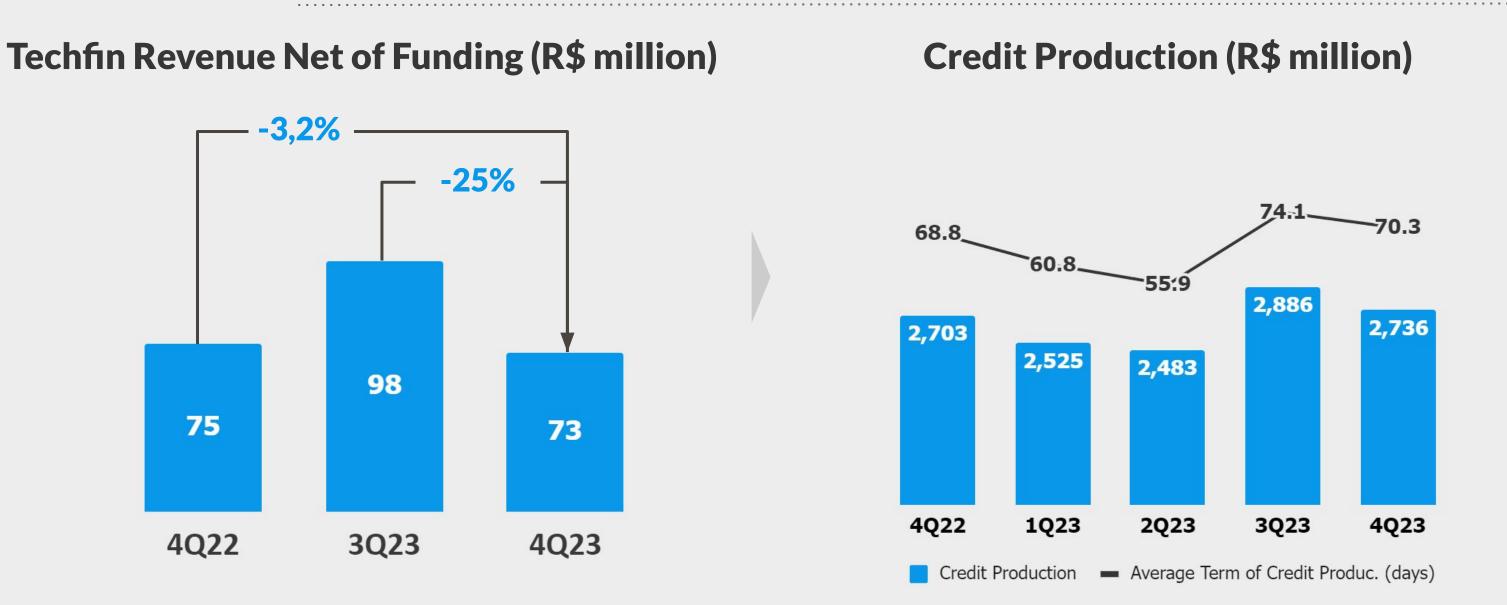




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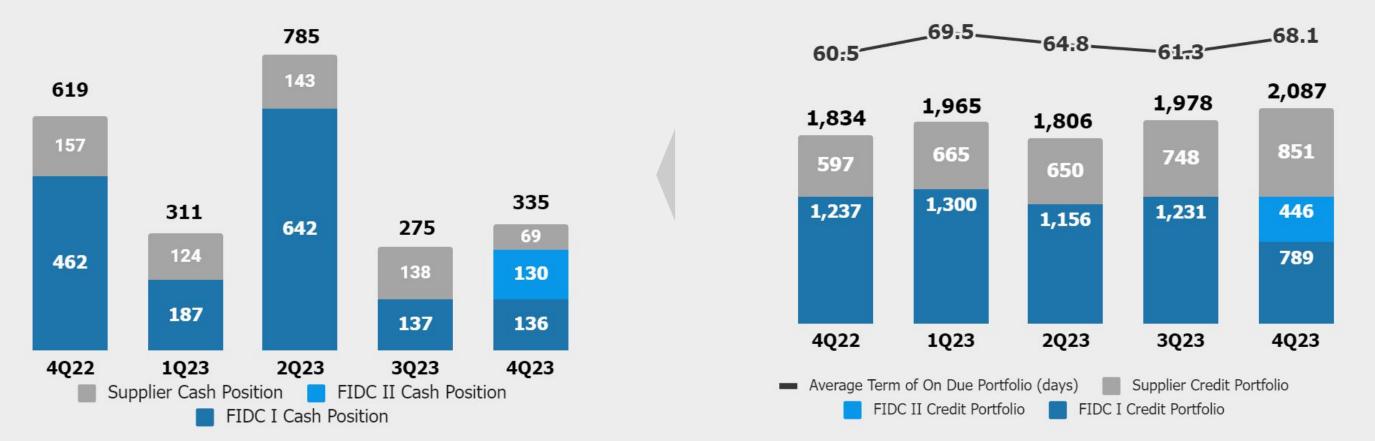
# //// 4Q23 - TECHFIN

# The 4Q23 credit portfolio already includes the participation of **Itaú's FIDC, which has greater efficiency in funding**, and **Delinquency above 90 days at Techfin continued to fall and lower than the Brazilian Average**



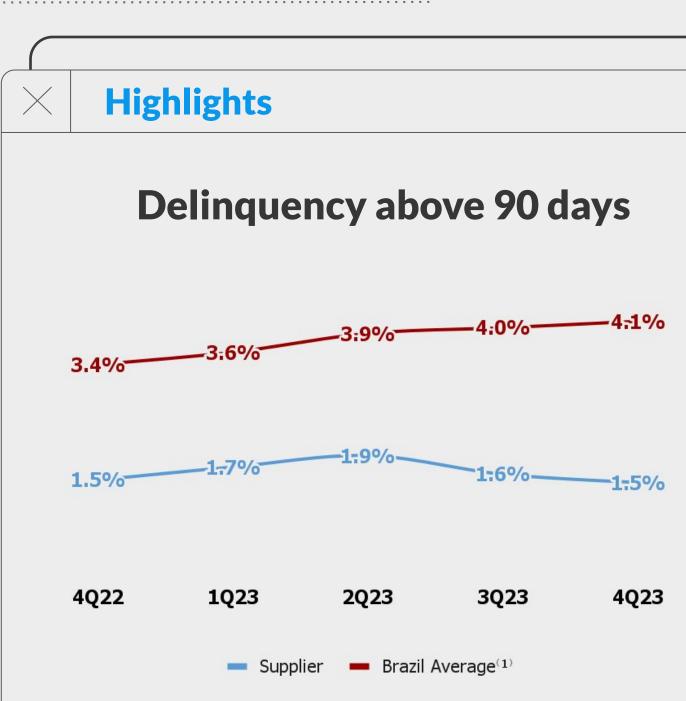
#### Supplier Cash Position (R\$ million)

## **Credit Portfolio (R\$ million)**



Notes: (1) Source: Banco Central do Brasil (www.bcb.gov.br/estatisticas/estatisticasmonetariascredito) > tabelas.xls > Tabela 23 > MPMe





The reduction in delinquency in 4Q23 compared to 3Q23 is mainly due to the reduction in Supplier's delinquency levels from 1 to 90 days in previous quarters.





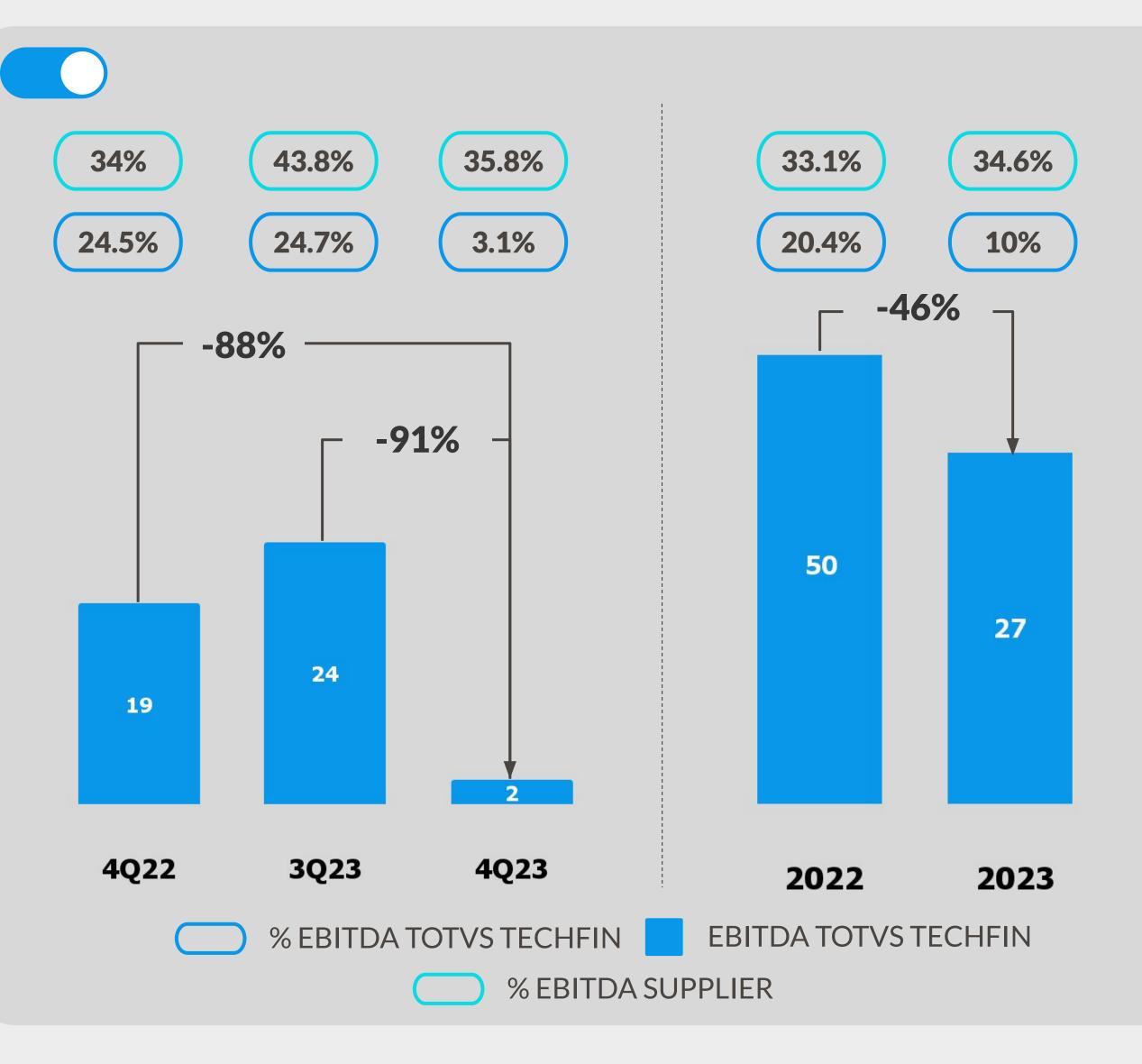


//// 4Q23 - TECHFIN



**Techfin's EBITDA ended the quarter at R\$2.3 million and with an EBITDA Margin of 3.1%**, *a* reduction compared to 3Q23 mainly due to the lower Revenue Net of Funding for the dimension in the quarter.

In the year view, the 46% reduction in the dimension's EBITDA is directly associated with **increased investments in the development of Techfin's portfolio.** 





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# 2023 HIGHLIGHTS IN ESG & HUMAN CAPITAL



SOCIAL

**INTERNSHIP** 

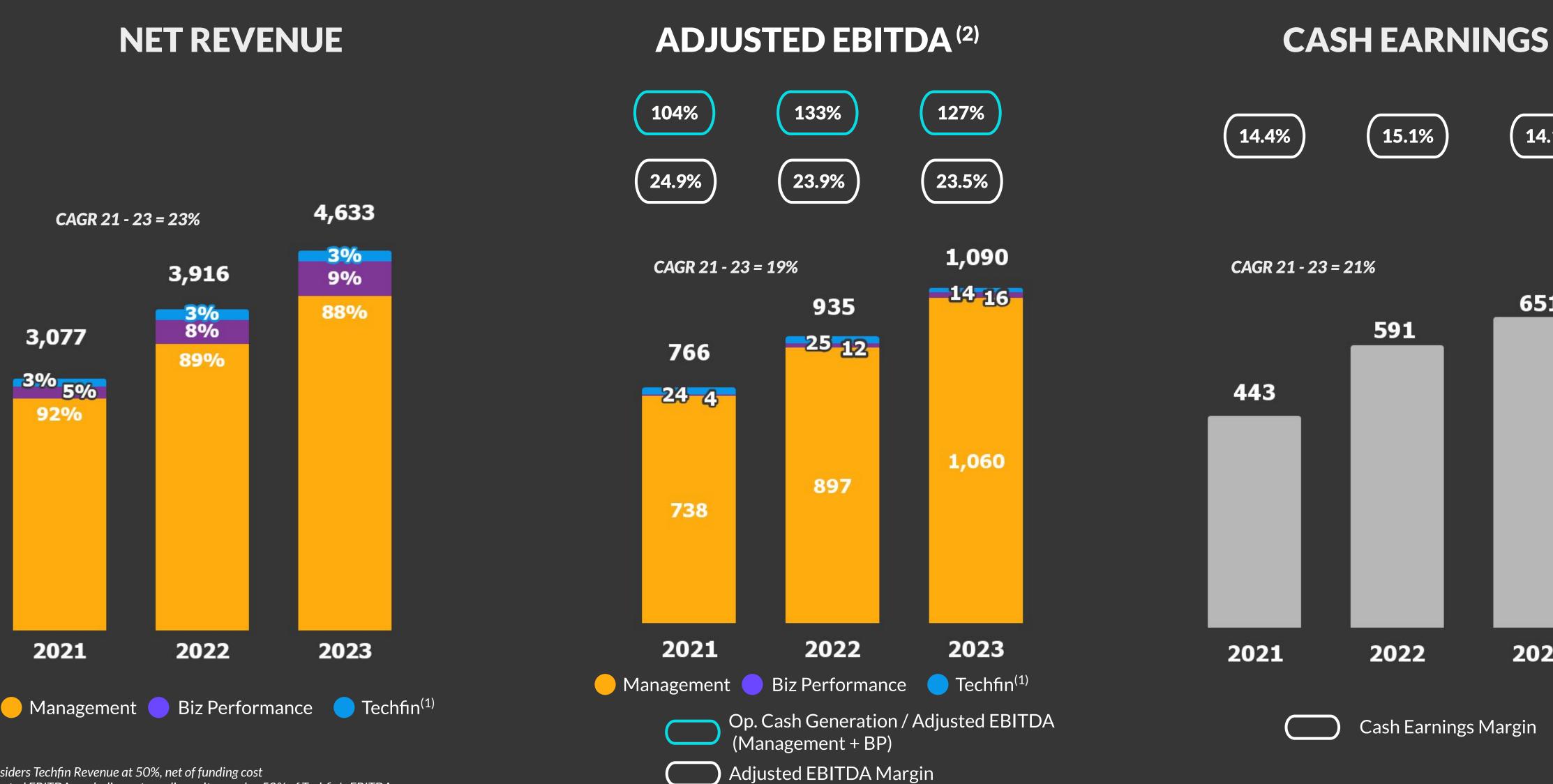
GOVERNANCE

AWARDS/RECOGNITION



# //// 4Q23 - FINAL REMARKS

# **CONSOLIDATED RESULTS 2023** (R\$ million)



(1) Considers Techfin Revenue at 50%, net of funding cost (2) Adjusted EBITDA, excluding extraordinary items, plus 50% of Techfin's EBITDA



14.1%

651

2023

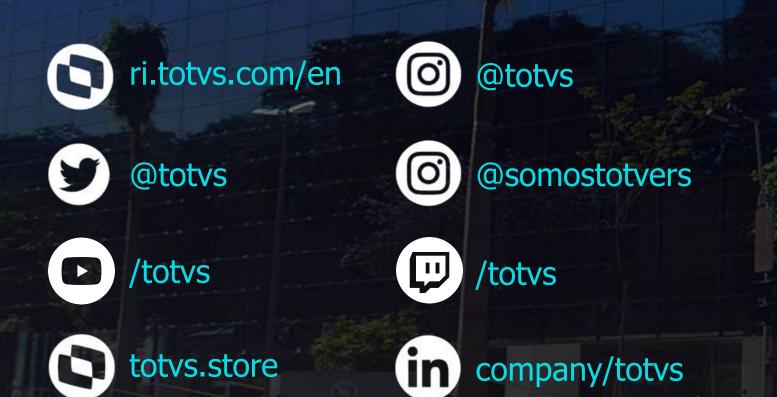


# THANKS



# **Investors Relations**

+55 (11) 2099-7773 +55 (11) 2099-7089 ri@totvs.com/en



We value good professionals who are good people

We are driven by results

We invest in technology that makes it possible

We build long-term relationships with our clients

When we collaborate, we become stronger

**#SOMOSTOTVERS** 

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