

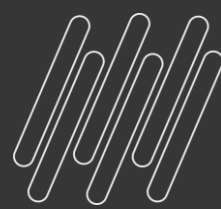


# UNIVERSO TOTVS 2022

# Investor Day

◀ June 14





# AGENDA



× TOTVS INVESTOR DAY 2022			
11h00	<b>Future Vision: Business Trusted Advisor</b> Dennis Herszkowicz + Gilsomar Maia	12h20	<b>Business Performance Dimension</b> Juliano Tubino
11h25	<b>Human Capital: Driving Growth</b> Izabel Branco	12h35	<b>Techfin Dimension</b> Eduardo Neubern + Mauro Wulkan
11h35	<b>Management: Distribution (+) Sales   (-) Churn</b> Alexandre Apendino	12h55	<b>Q&amp;A</b> Executivos TOTVS
11h50	<b>Management: Quality and Portfolio Evolution</b> Marcelo Eduardo + Gustavo Bastos		



**Dennis Herszkowicz**  
CEO

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**Gilsomar Maia**  
Chief Financial and Investor Relations Officer

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- Investor Relations
- Financial Planning and Controllershship
- M&A
- Legal
- Shared Services



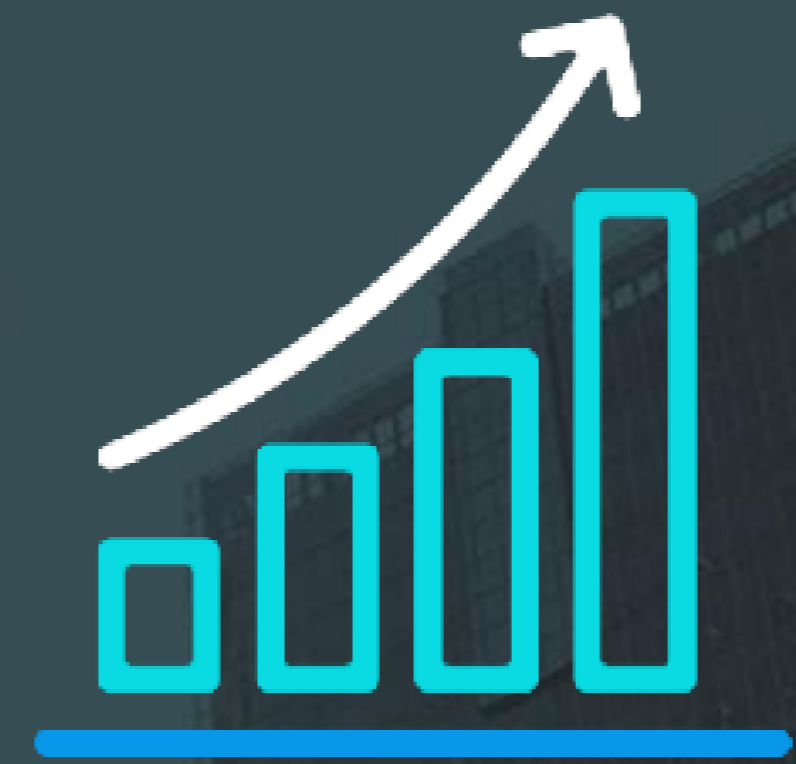
# FUTURE VISION: Business Trusted Advisor

» Dennis Herszkowicz / Gilsomar Maia

◀ 2022 / June

# WHAT IS OUR VALUE PROPOSITION?

» **IMPROVE  
BUSINESSES  
RESULTS**



**FEAZ**



**FEAZ**

**FEAZ**

**TOTVS  
BELIEVES IN A BRAZIL  
THAT MAKES IT HAPPEN**

**FEAZ**

**FEAZ**

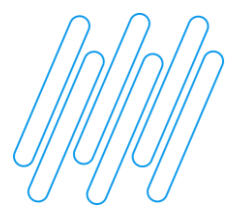
-  **WITHOUT TOTVS, ~25% OF THE COUNTRY STOPS**
-  **NOTHING IS MORE IMPORTANT TO SMB**



In practice, this means that, through technology, we want to help companies leverage their businesses, being more **profitable** and **growing their operations**.

**WANT MORE EXAMPLES?  
WE MAKE OUR CUSTOMERS:**

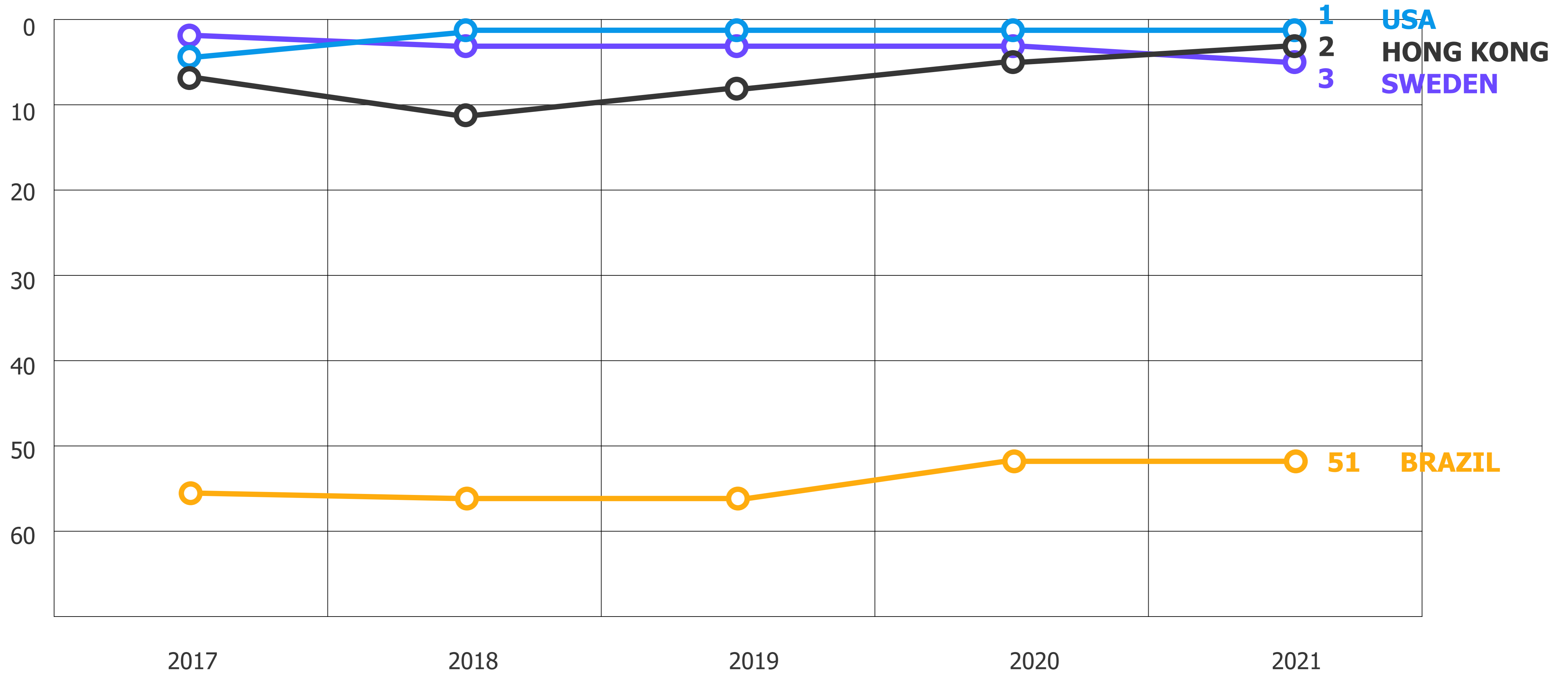
- »»» **Sell more and smarter**, based on data
- »»» **Customize offers** for audiences according to their behavior and consumption profile
- »»» Obtain operating margin and profitability **gains**
- »»» Create new **avenues of growth and revenue sources**
- »»» Have **broader, simpler and cheaper access to financial services**

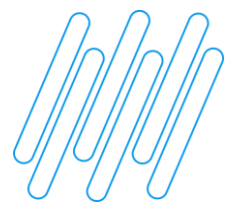


# DIGITAL COMPETITIVENESS GLOBAL RANKING

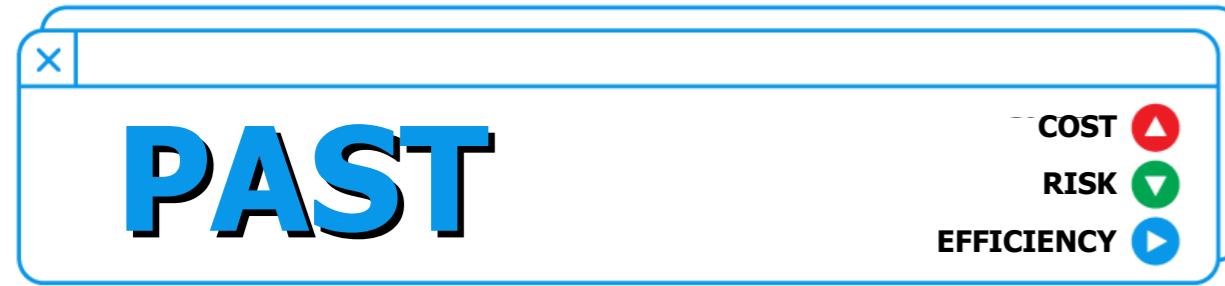
✂

Brazil invests very little in technology compared to other countries, which creates a huge additional challenge.



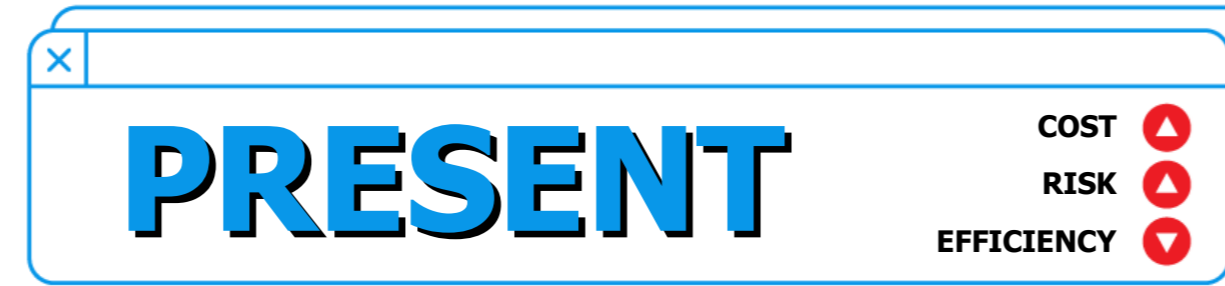


# THE IMPACT OF TECHNOLOGY ON BUSINESS MANAGEMENT



Technology restricted to the IT department and customized management system

- High cost of infrastructure and staff
- High customization and low innovation capacity
- Higher risk of human error



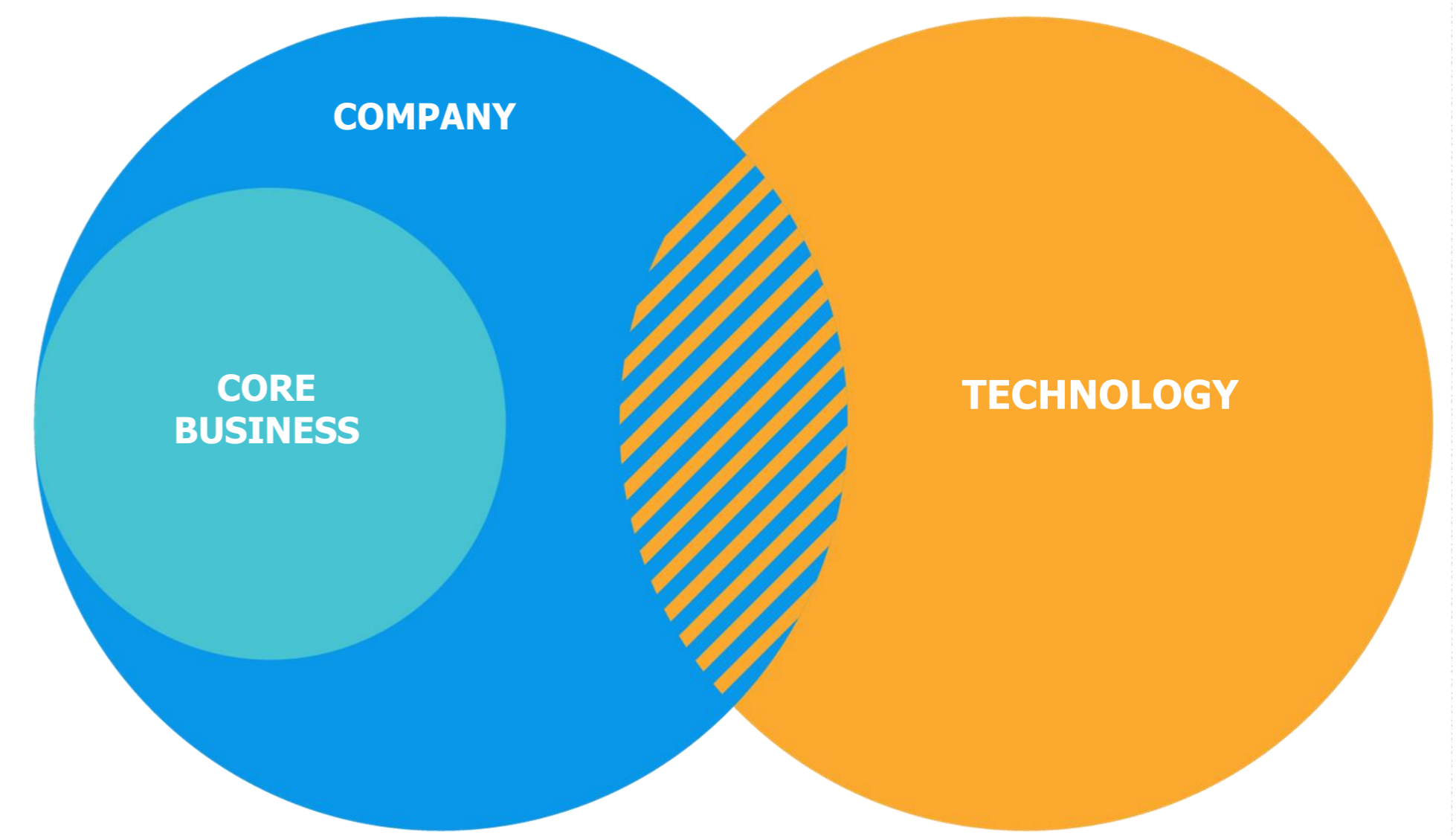
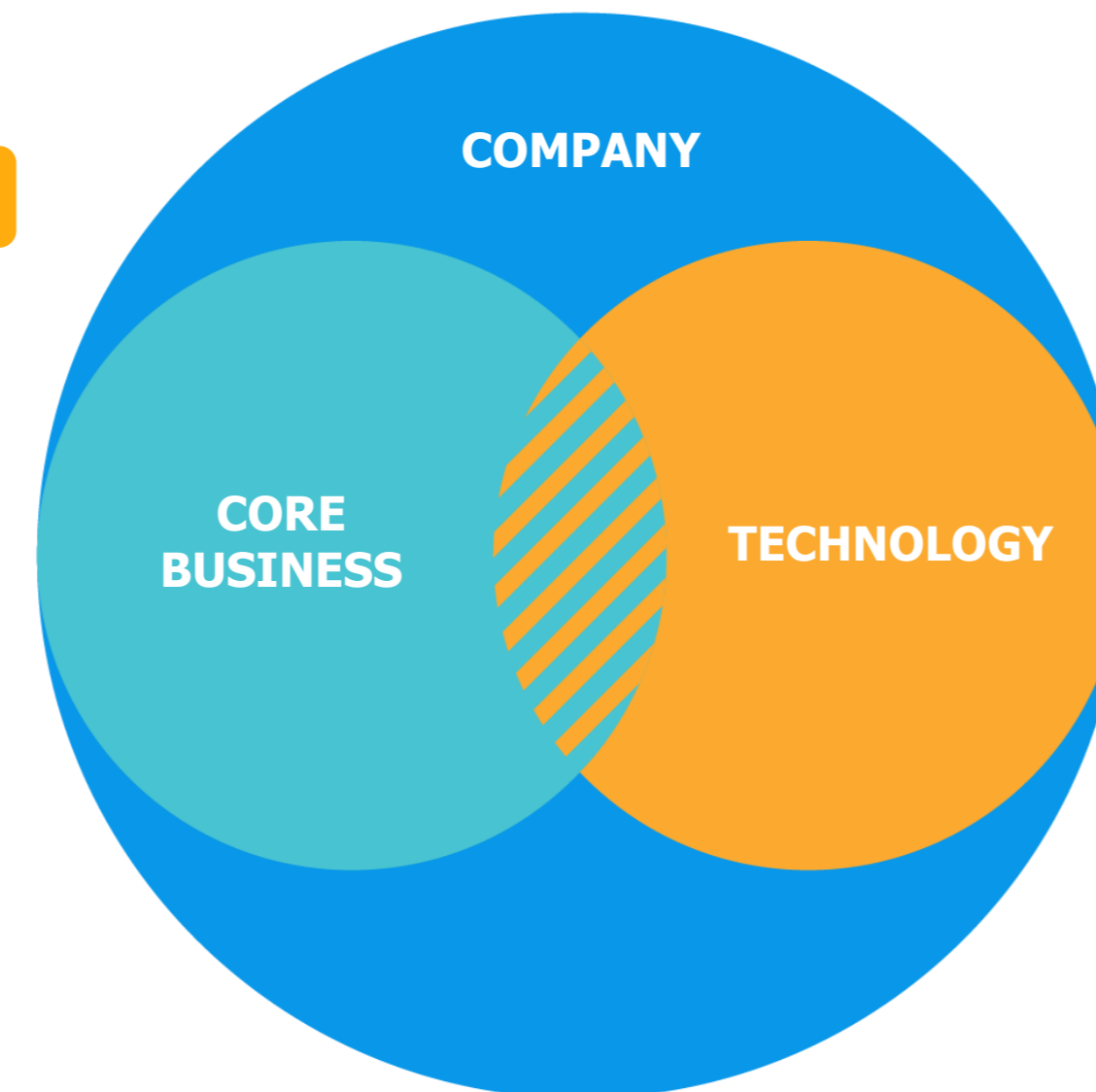
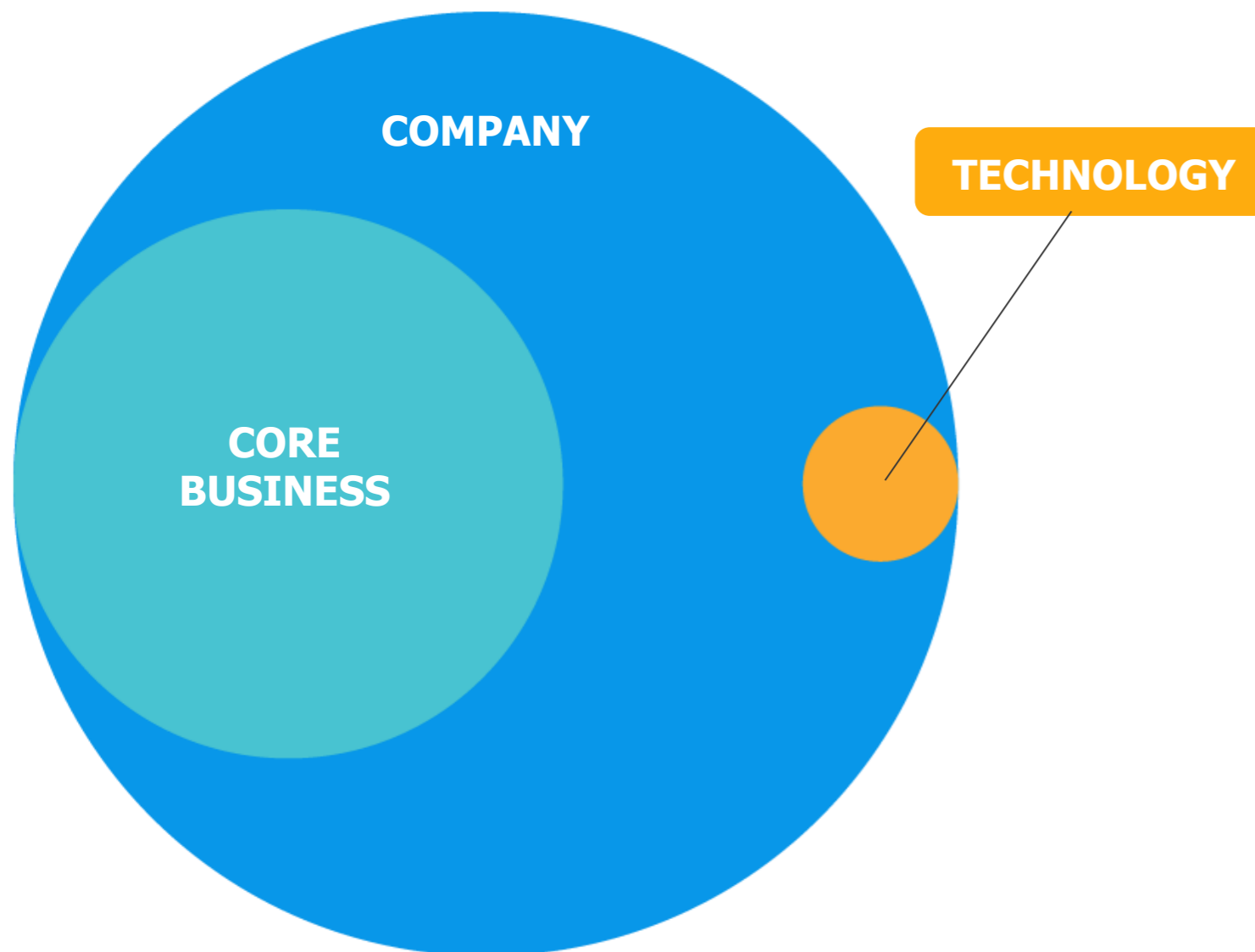
Search for technology will become the core business

- High cost of personnel, R&D and maintenance
- High risk of technologies becoming obsolete
- Low scalability
- Long-term growth impact

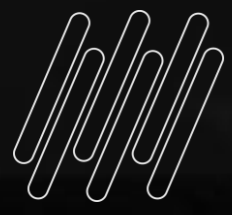


Technology as a Service (TaaS).  
Company focused 100% on its core business

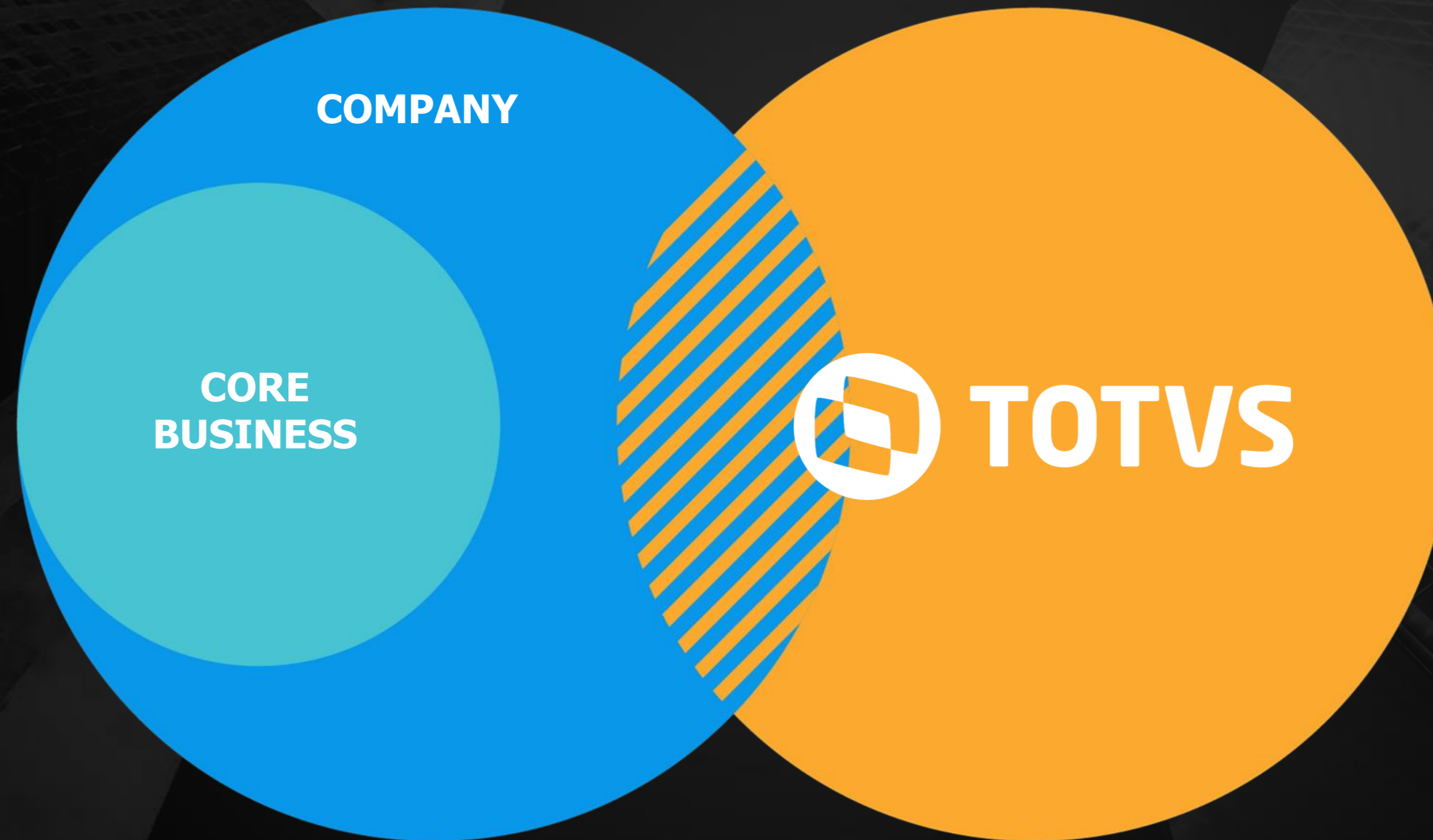
- Flexible contracting and investment reduction
- System maintenance facilitated
- Expert team support
- High Scalability

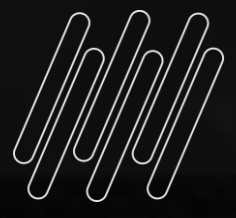




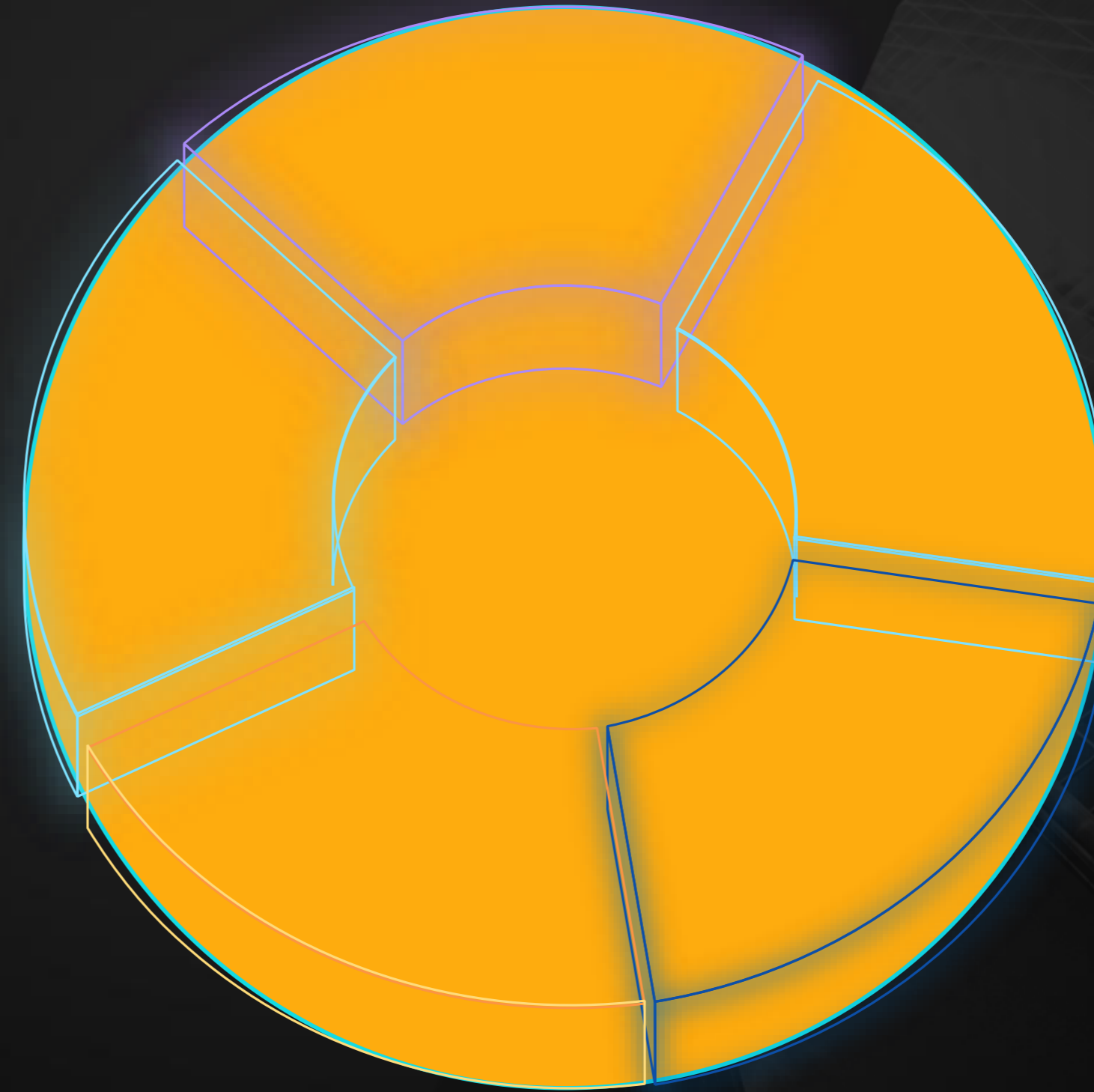


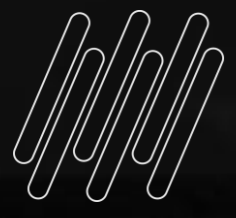
# BUILDING THE 3-DIMENSIONAL ECOSYSTEM TO BECOME THE COMPANIES' EXTERNAL **TRUSTED ADVISOR**



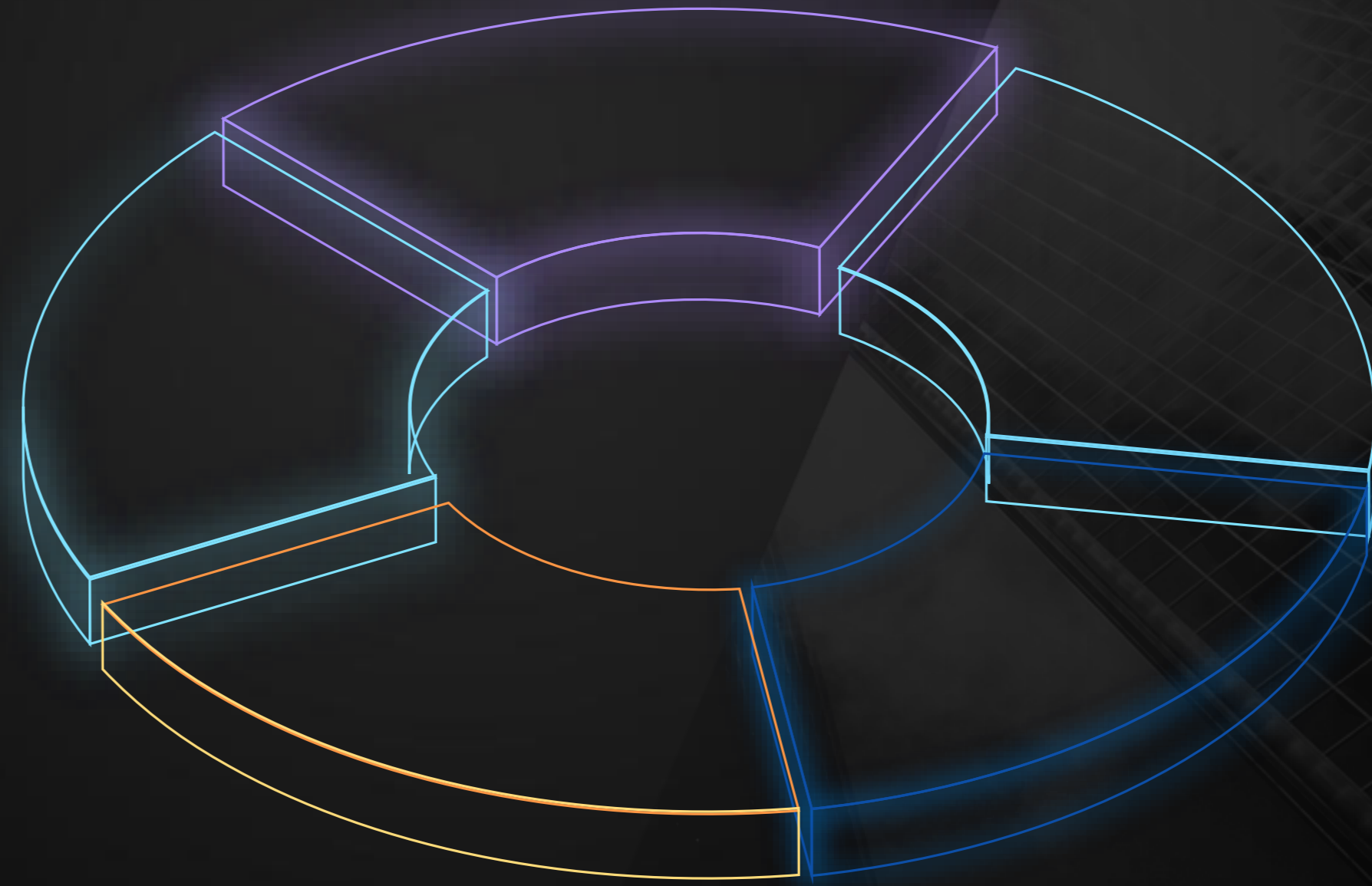


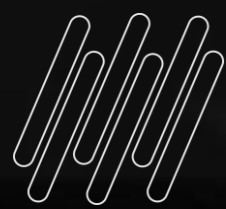
# BUILDING THE 3-DIMENSIONAL ECOSYSTEM TO BECOME THE COMPANIES' EXTERNAL **TRUSTED ADVISOR**





# BUILDING THE 3-DIMENSIONAL ECOSYSTEM TO BECOME THE COMPANIES' EXTERNAL **TRUSTED ADVISOR**





# BUILDING THE 3-DIMENSIONAL ECOSYSTEM TO BECOME THE COMPANIES' EXTERNAL TRUSTED ADVISOR

## BUSINESS PERFORMANCE

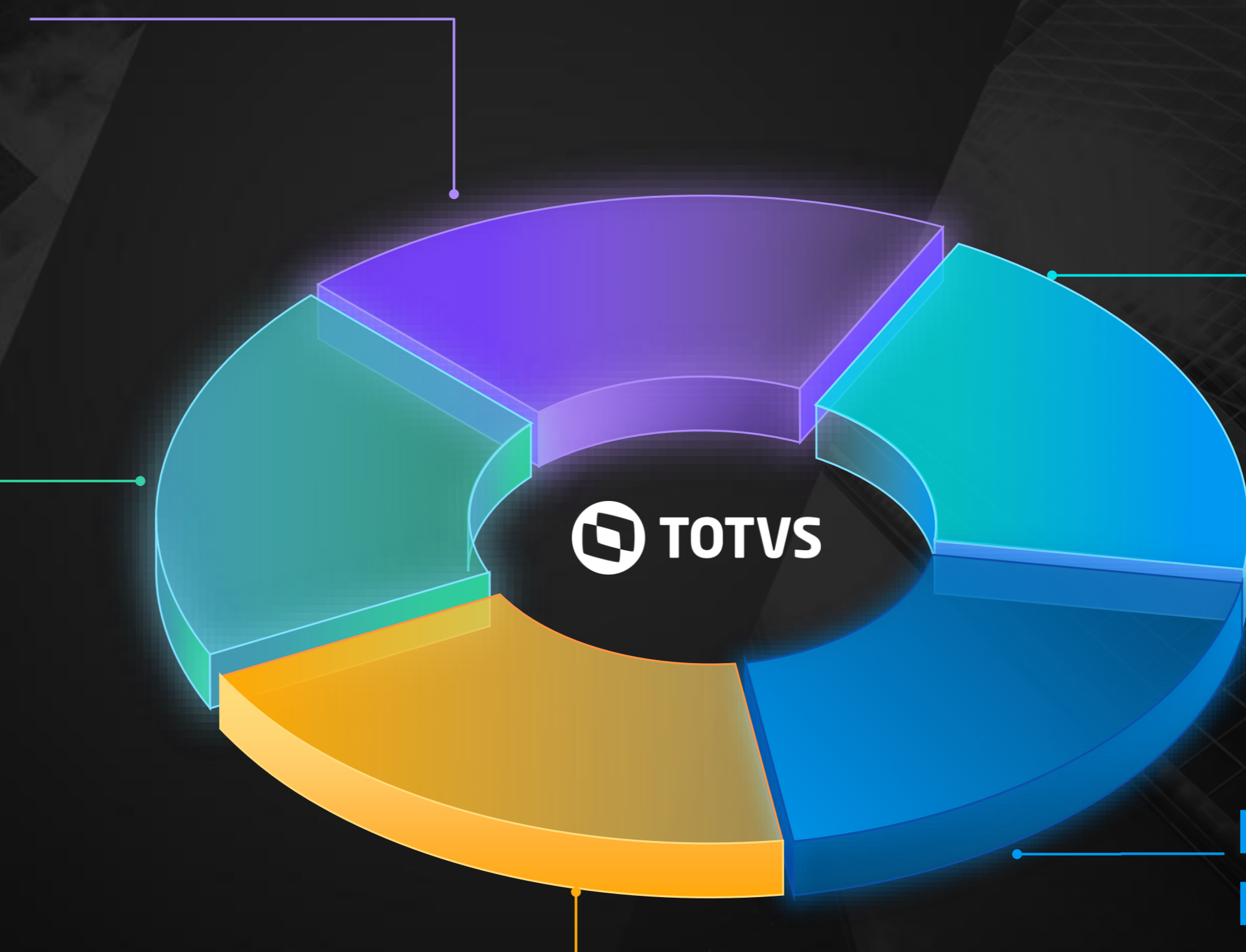
Connectors  
E-commerce  
Analytics  
CRM  
MKT Automation

## TECHFIN

Data + Integrated Experiences  
More credit  
More term  
More financial services (payments, payroll loans, financial panel...)

## MANAGEMENT - EXPANSION OF MANAGEMENT PROCESSES

HXM – Payroll, Clock-in, Performance and Goals  
TAE – Digital Signing of Documents

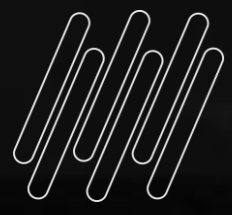


## MANAGEMENT - FUNCTIONAL

Scope of functionality follows business evolution

## MANAGEMENT - EVOLUTION OF THE TECH PLATFORM

Cloud  
Microservices  
APIs  
UX

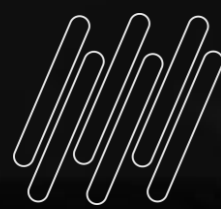


**WE'RE HALF WAY THERE...**



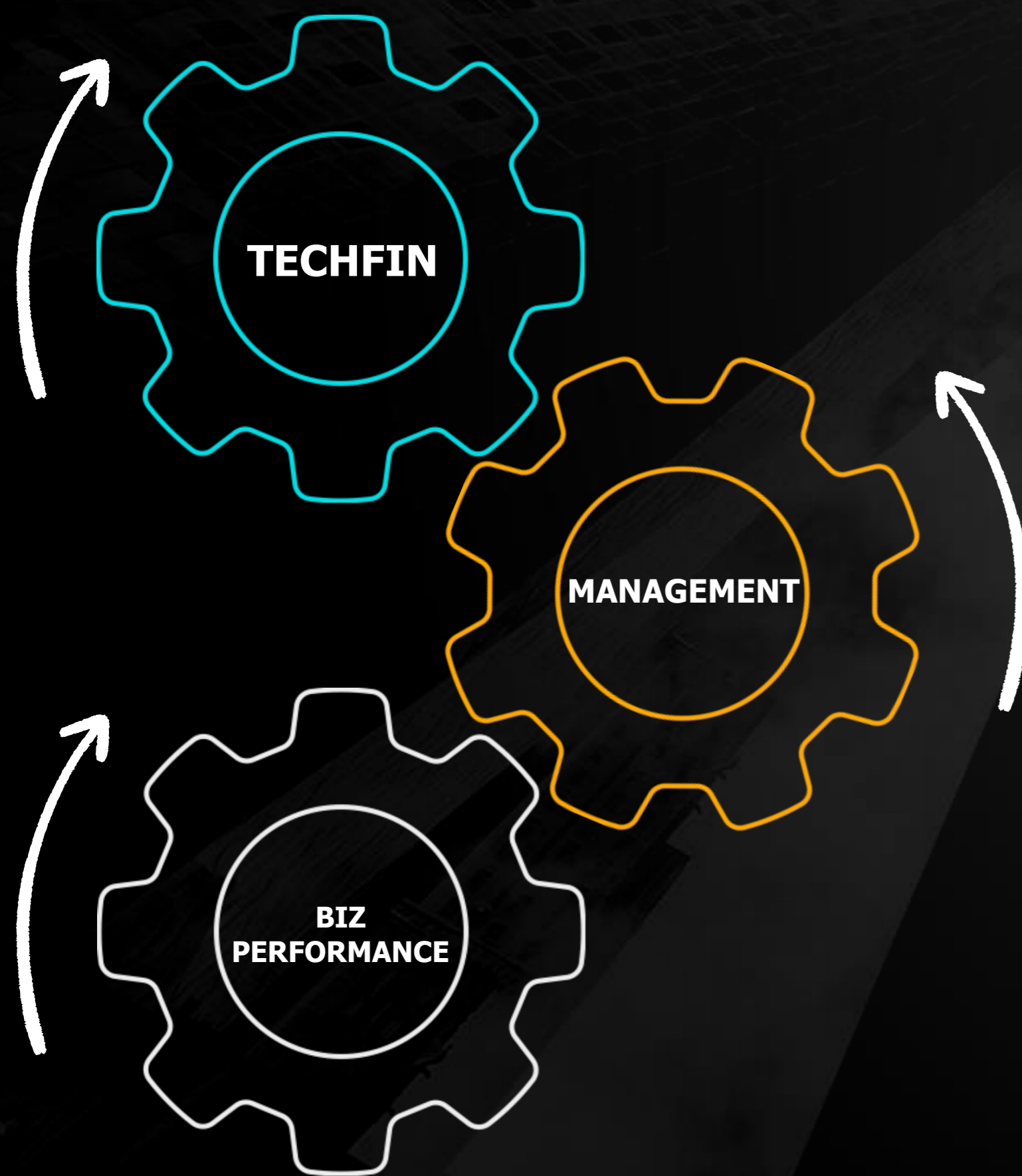
**WE STARTED AS  
AN ERP PROVIDER, ...**





# WE'RE HALF WAY THERE...

... WE BUILT AN ECOSYSTEM WITH 3 DIMENSIONS THAT ARE PERFORMATIC STAND ALONE, WITH SOME INTEGRATION PROOF, AND ...

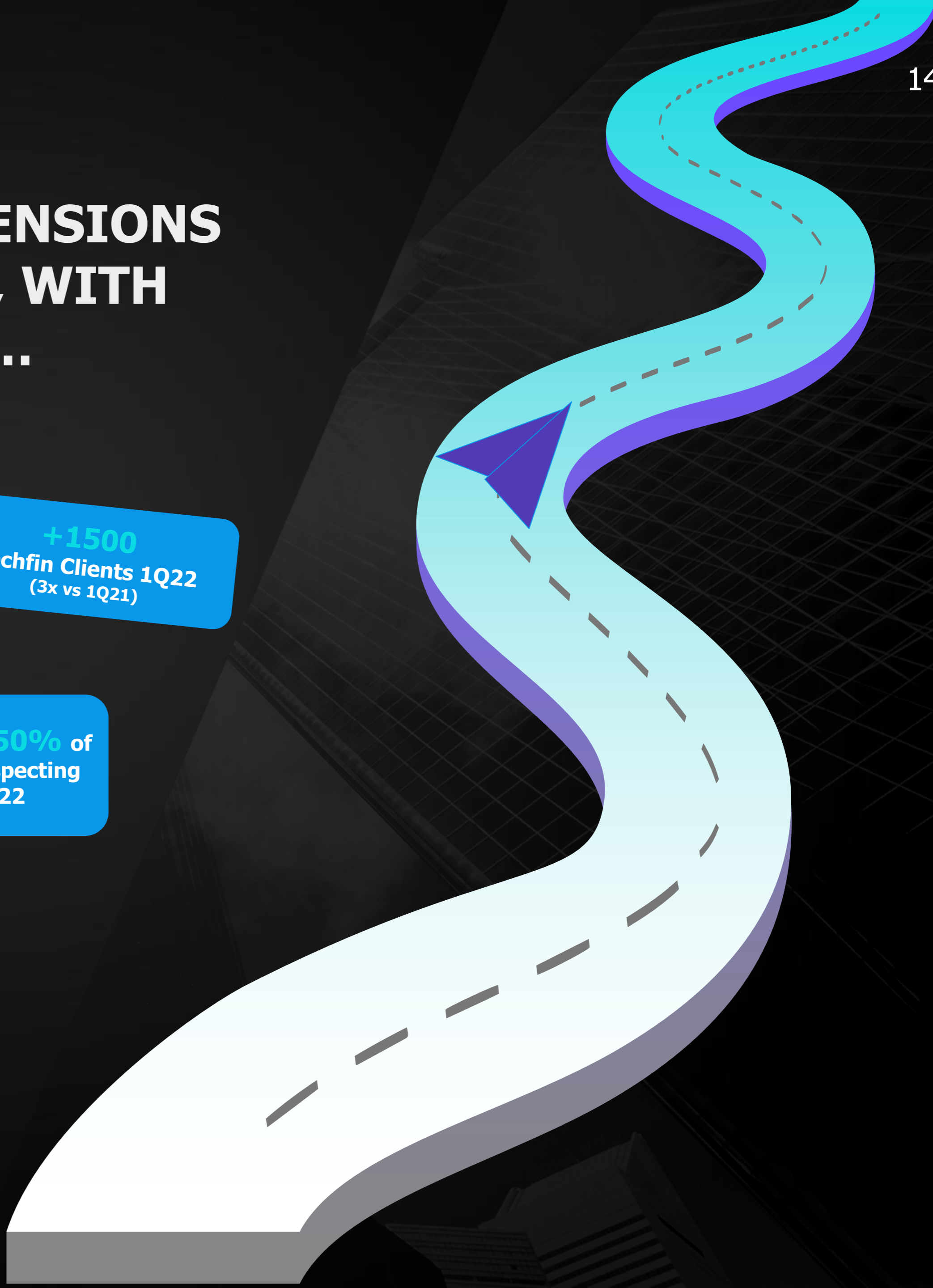


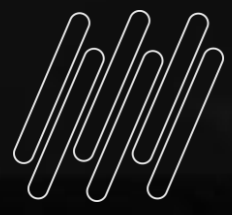
**+500** clients in 1Q22 with contracts of Digital Commerce

**+1500** Techfin Clients 1Q22 (3x vs 1Q21)

Mais Negócios Product **+50%** of Affiliates in Supplier Prospecting and Deployment 1Q22

**~300millions** Annualized GMV 1Q22 (+150% vs 1Q21)

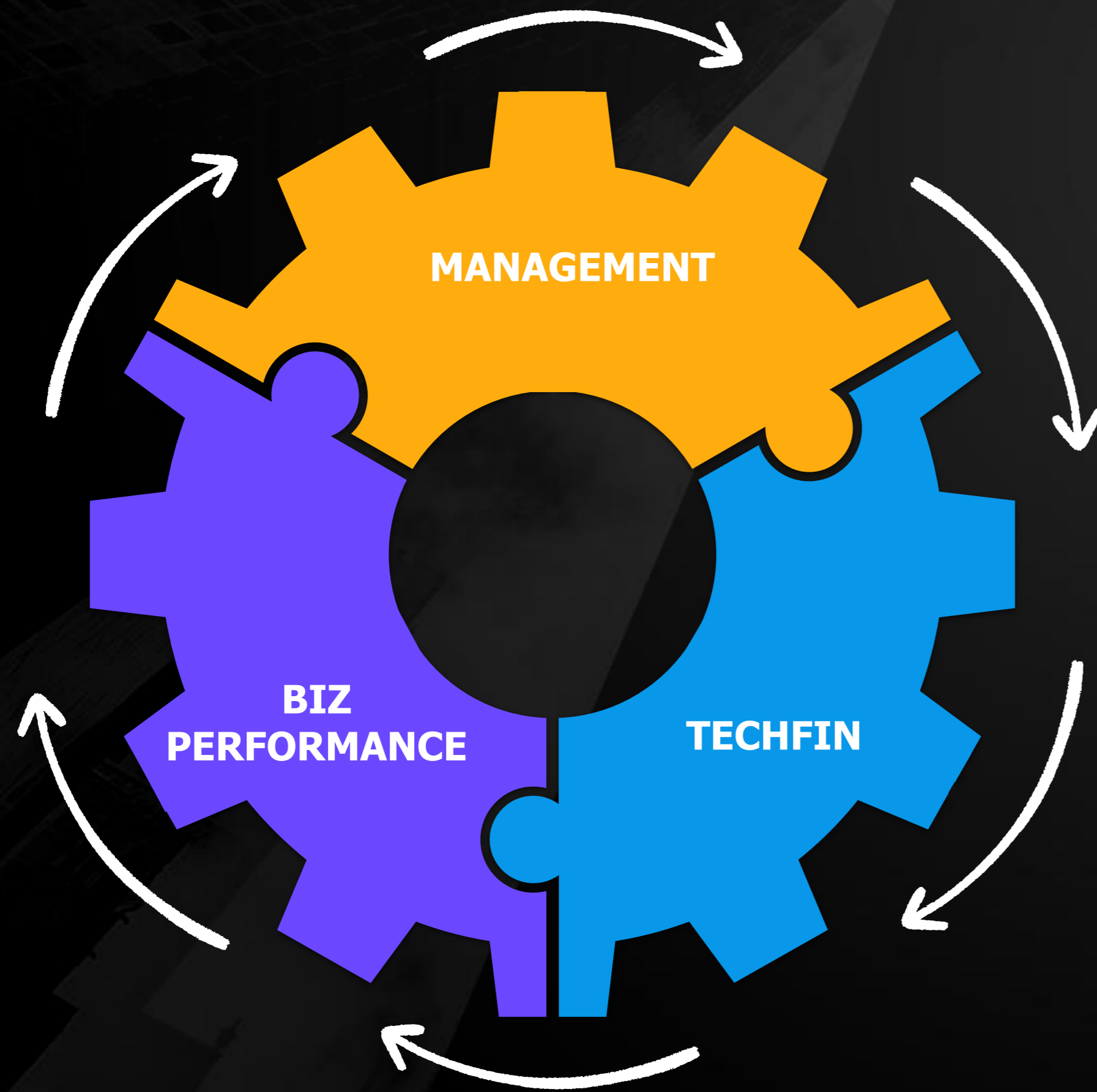


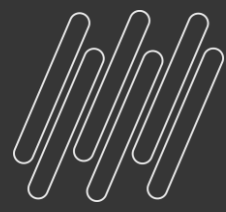


WE'RE **HALF WAY THERE...**



... WE WANT TO CONSOLIDATE  
THE 3 DIMENSIONS IN AN INTEGRATED,  
INTERCONNECTED AND INTERDEPENDENT WAY. ))

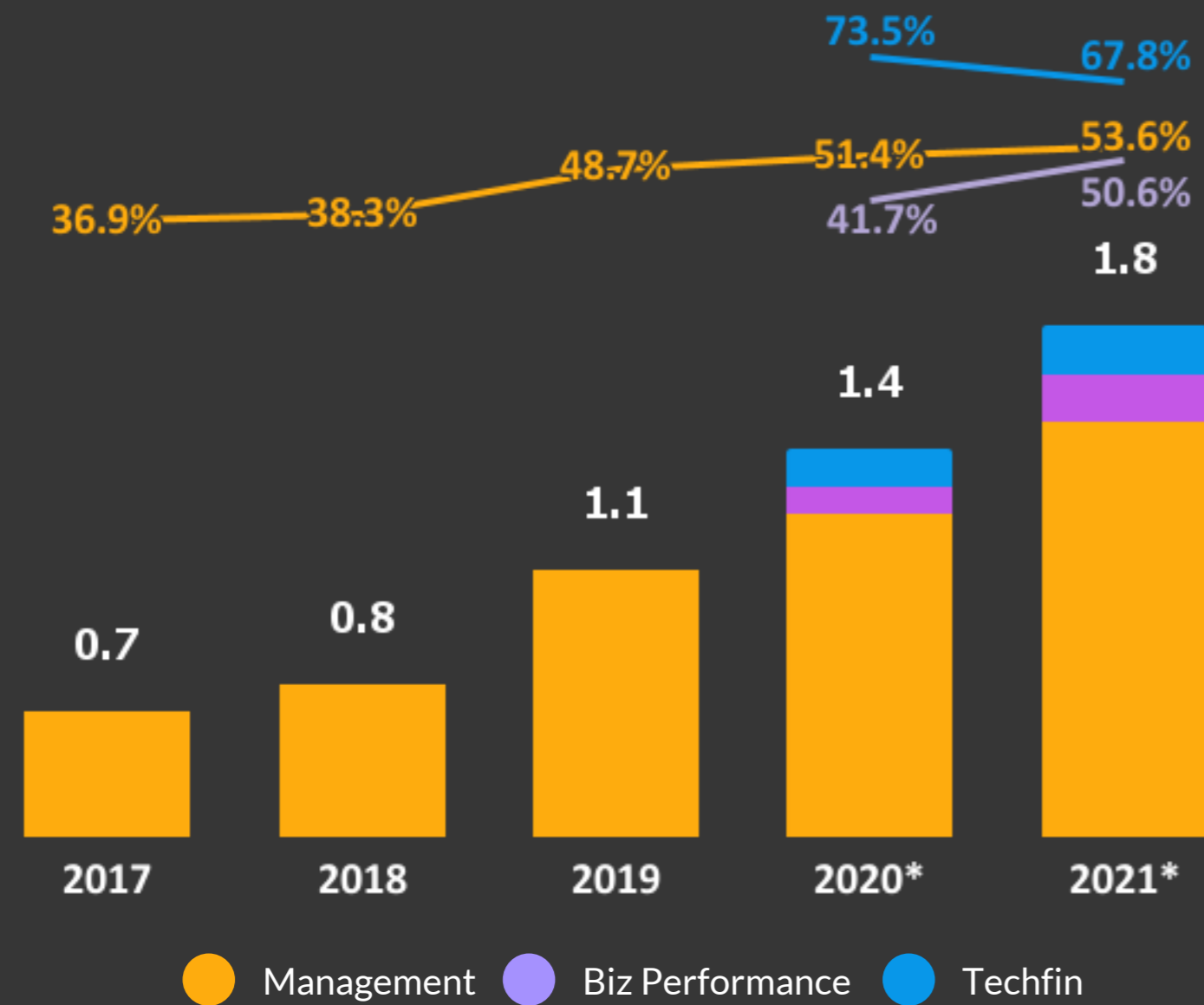




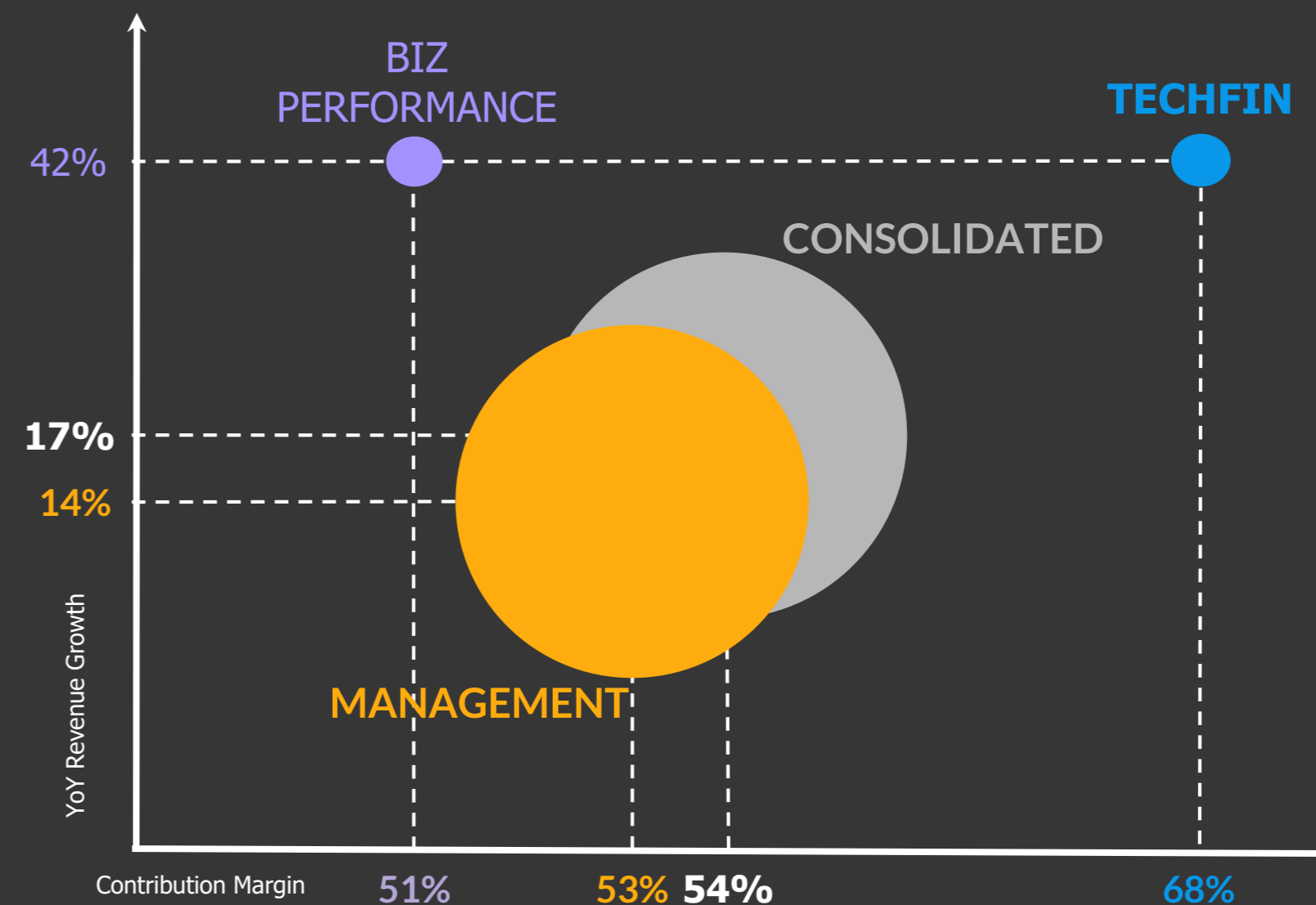
# DIMENSIONS AT DIFFERENT MOMENTS AND MANDATES



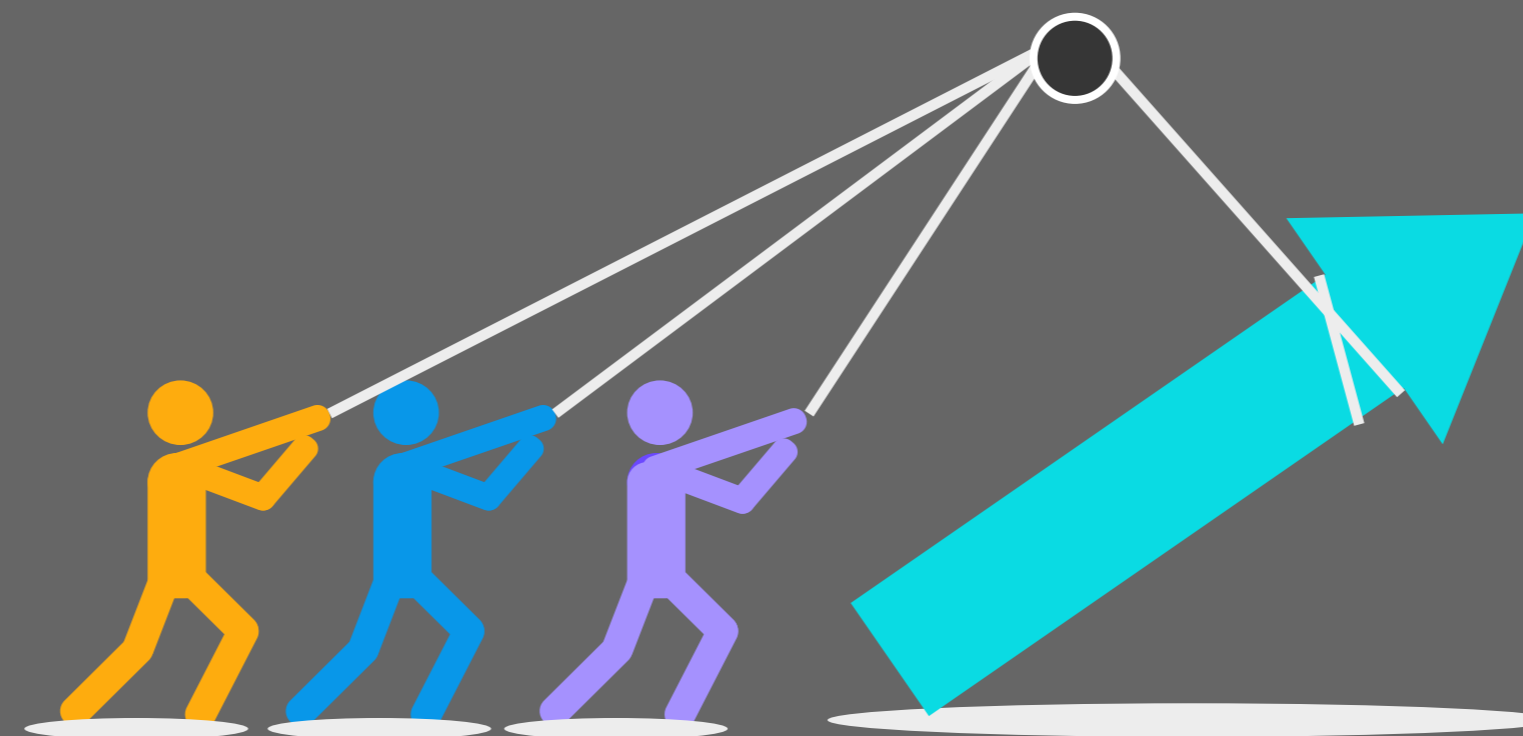
### Evolution of Contribution Margins (R\$ bn)



We have 3 dimensions that are in different moments and mandates, ...

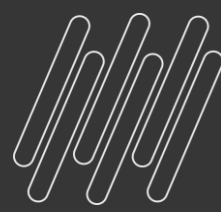


... bringing great new opportunities.



\*Considers the unaudited results of RD Station from Jan/20-May/21, Tail from Jan-Dec/20 and Supplier from Jan-Apr/20





# UNIQUE COMBINED MODEL



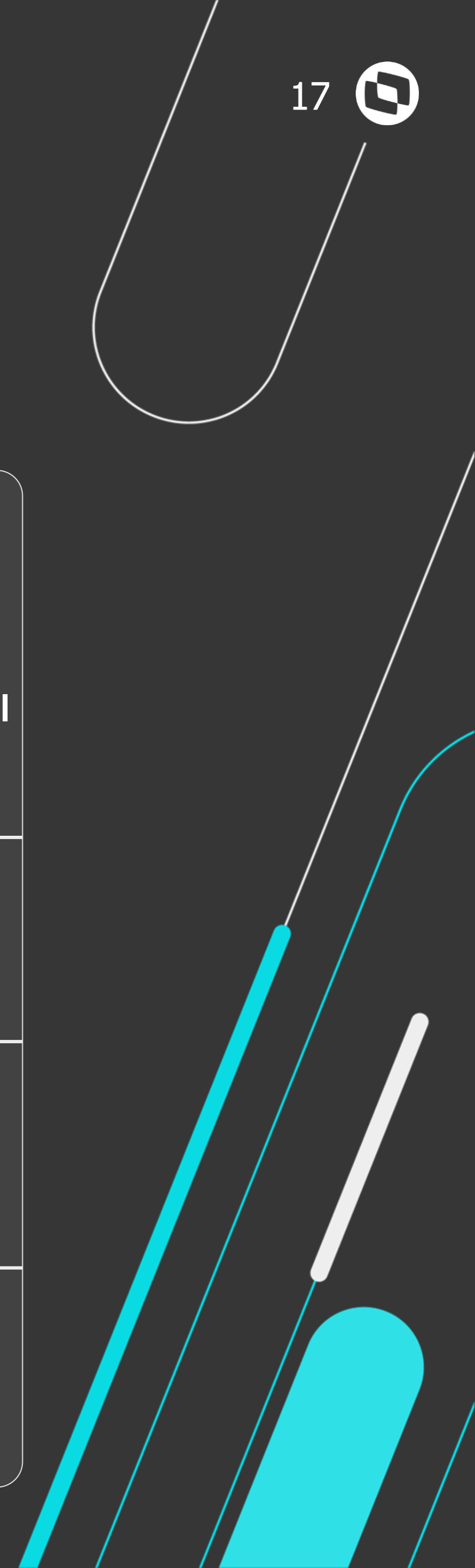
Resilience and predictability of the recurrence model

+

Faster capture of market growth and take rate of the transactional model



	Predictability	Earlier capture of market growth	Where we are in Client P&L
<b>MANAGEMENT</b> Recurring Model			G&A, Sales, Marketing, Working Capital e Financial
<b>BIZ PERFORMANCE</b> Recurring + Transactional Model			Marketing & Sales
<b>TECHFIN</b> Transactional Model			Financial Results (Working Capital)





# Value generation



**E**  
ECONOMIC



**E**  
ENVIRONMENTAL

**S**  
SOCIAL

**G**  
GOVERNANCE

*as a business premise*

## × BENCHMARK in the Tech sector and top notch among listed companies in Brazil

### Our main guidelines



MAXIMIZING VALUE GENERATION IN THE BUSINESS CHAIN



STRENGTHENING ENVIRONMENTAL PRACTICES



SUSTAINABLE RELATIONS WITH OUR INTERNAL AND EXTERNAL STAKEHOLDERS



TOP NOTCH IN THE TECH SEGMENT

### Our main actions delivered and under development



DEVELOPMENT OF ESG PRODUCTS AND SERVICES PORTFOLIO FOR CLIENTS



ADOPTION OF RENEWABLE ENERGY IN OVER 95% OF OUR OFFICES



#ELASNATOTVS PROGRAM TO ATTRACT + WOMEN IN TECH AND STRENGTHEN FEMALE LEADERSHIP



IMPLEMENTATION OF ESG GOVERNANCE



DEVELOPMENT OF THE 1ST INVENTORY OF GHG EMISSIONS, IN THE CDP MODEL



INVESTMENT IN IOS CONTRIBUTING TO THE TRAINING AND EMPLOYABILITY OF YOUNG PEOPLE IN SOCIAL VULNERABILITY AND PWDS



IMPROVEMENT OF THE RISK MATRIX WITH ESG CRITERIA



DATA PRIVACY AND ESG POLICIES LAUNCHED



IMPLEMENTATION OF THE FLEXIBLE WORK MODEL AND MENTAL HEALTH INITIATIVES



1° CYCLE OF ESG DATA ASSURANCE BY INDEPENDENT AUDITOR



## Izabel Branco

### Human Relations Executive Officer

---

- Attraction, Culture and Commitment
- Diversity and Inclusion
- Compensation and Benefits
- Health and Quality of Life



# HUMAN CAPITAL: Driving Growth

» Izabel Branco

◀ 2022/ June



# **HUMAN CAPITAL IS ONE OF THE DRIVERS OF TOTVS GROWTH**

**[1]  
STRONG CULTURE,  
DIVERSE AND  
MULTIDISCIPLINARY  
TEAM**

**[2]  
TALENT TRAINING AND  
VIRTUOUS CYCLE OF  
ENGAGEMENT AND  
RETENTION**

**[3]  
INCREASING RELEVANCE  
IN ATTRACTING TALENTS**



# WE HAVE A STRONG CULTURE, AND A DIVERSE AND MULTIDISCIPLINARY TEAM



## OUR HUMAN CAPITAL IS COMPOSED OF ~8.5K TOTVRS OF 27 NATIONALITIES

### per geographic location

~8.2k in Brazil



~260 abroad



ARG



MEX



USA



COL



CHL



POR

### by gender



64%



36%

YoY  
↑ 2 p.p.

### per leadership positions



65%



35%

— 0 p.p.

### Tech market



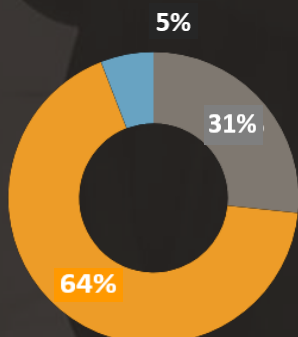
80%



20%

### per age group

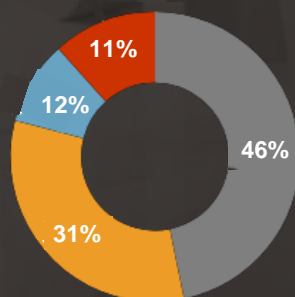
- Up to 30 years old
- Between 30 and 50 years old
- Over 50 years old



7% of Z generation, 69% of Y generation, and 23% of X generation

### per activity performed

- Services
- R&D
- Sales
- Adm / Others



TECHNOLOGY + KNOWLEDGE ARE OUR DNA



THE CUSTOMER'S SUCCESS IS OUR OWN SUCCESS



WE VALUE GOOD PROFESSIONALS WHO ARE GOOD PEOPLE

### Average time in the company:

TOTVTS:  
5.19 years

10 largest techs\*:  
Between 1.23 and 2.02 years



### AWARDS:

- Ranking of the best (large) IT companies to work for, by GPTW - since 2019
- Seal of Human Rights and Diversity awarded by the City Hall of Sao Paulo, SP - program of diversity and inclusion recognized in the transversality category - 2021



# WE PROVIDE OUR TALENTS WITH TRAINING, AND CREATE A VIRTUOUS CYCLE OF ENGAGEMENT AND RETENTION



## UNIVERSITY TOTVS

### Training of young talents with tech profile

- **150** new interns in 2021
- More than **80** apprentices
- New acceleration programs in 2022: **52** new talents YTD

## Development of TOTVERS

### Total training hours



## ENGAGEMENT TOTVS

### E-NPS



### NPS Leader



Data from an internal engagement survey carried out every six months

## TALENT RETENTION TOTVS

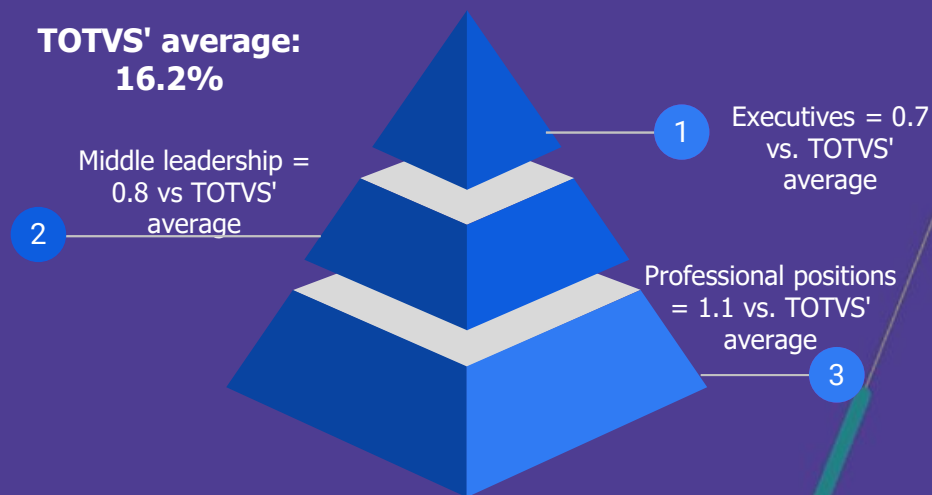


Retention percentage of TOTVERS assessed as high performers in the 12 months of the year

## TURNOVER TOTVS

90% of the tech market average in BR \*

TOTVS' average:  
**16.2%**



\* Competence: May 2022 LTM (last twelve months) - Source: Talent Insights, LinkedIn



## AWARDS:

- 100 most inspiring and innovative HR areas in Brazil: highlight in the "Development" category (Gupy - 2021)
- 24th National Quality of Life Award (PNQV): certification of good practices in the Silver category (ABQV Brazilian Association of Quality of Life - 2021)



# WE HAVE IMPORTANT STRENGTHS IN ATTRACTING TALENTS

**Brand Reputation on Overall Rating by Glassdoor\***

2020

3.8

+8%

2021

4.1

+2%

2022 YTD

4.2

Increased Awareness and Reputation

**Attraction**  
New CVs registered in Talent Bank\*\*

90k

+29%

116k

+26%

146k

+300k CVs in Talent Bank

**Selection**  
Hired profession\*\*

1,524

+73%

2,640

1,227

Ability to **Attract and Hire** the Best Talents for the Business



## ACHIEVEMENTS:

- Highlighted in Universum's ranking as one of the most attractive companies in Brazil for technology students - since 2019
- Employer Branding Brazil Award - 1st place, best candidate attraction campaign (2021 Internship Program); 2nd place - Most creative employer brand campaign on social media - 2021

\* One of the largest job and recruitment sites in the world

\*\* Internal TOTVS data



# HUMAN CAPITAL IS ONE OF THE DRIVERS OF TOTVS' GROWTH





## Alexandre Apendino

### Services and Relationship Executive Officer

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- Commercial Management of all units  
(franchise/ own branches)
- Services



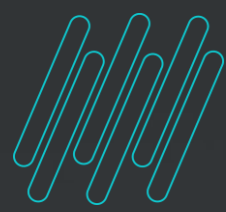
# MANAGEMENT:

## Distribution

(+) Sales | (-) Churn

» Alexandre Apendino

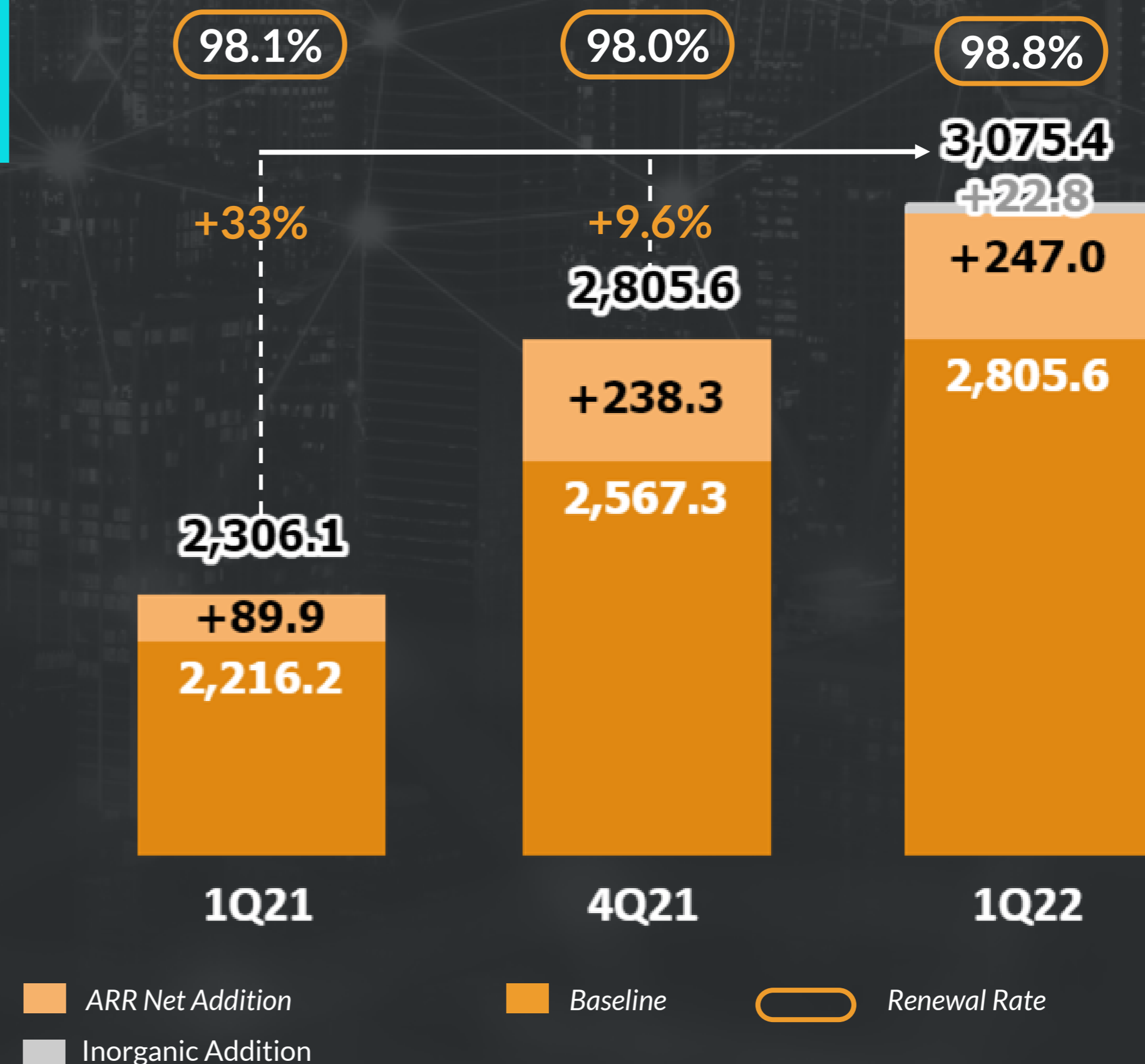
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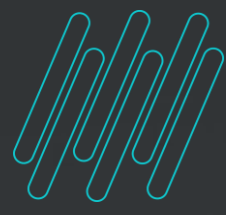


# MANAGEMENT DIMENSION

**RECORD-BREAKING  
ARR NET GROWTH**

**HOW DID WE GET  
THERE?**





1

**Distribution**



Accelerating sales and reducing churn

2

**Portfolio**



Increased portfolio

3

**TCO**



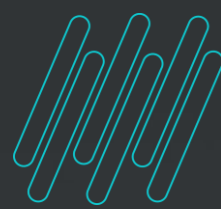
TCO reduction

4

**Quality**



Progress in quality and NPS



# DISTRIBUTION

## Accelerating sales and reducing churn



**Consolidation** of the franchise network (35 to 13)



TOTVS presence in the **most relevant cities in Brazil**



Internal processes: **incentives favoring the net recurrence stacking index**



**NEW NAMES and Inside Sales teams** in all units

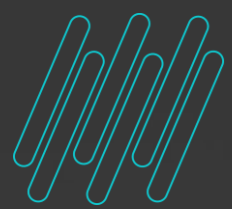


**WhiteSpace** in all TOTVS base, driven by **Take Rate and IMG\***



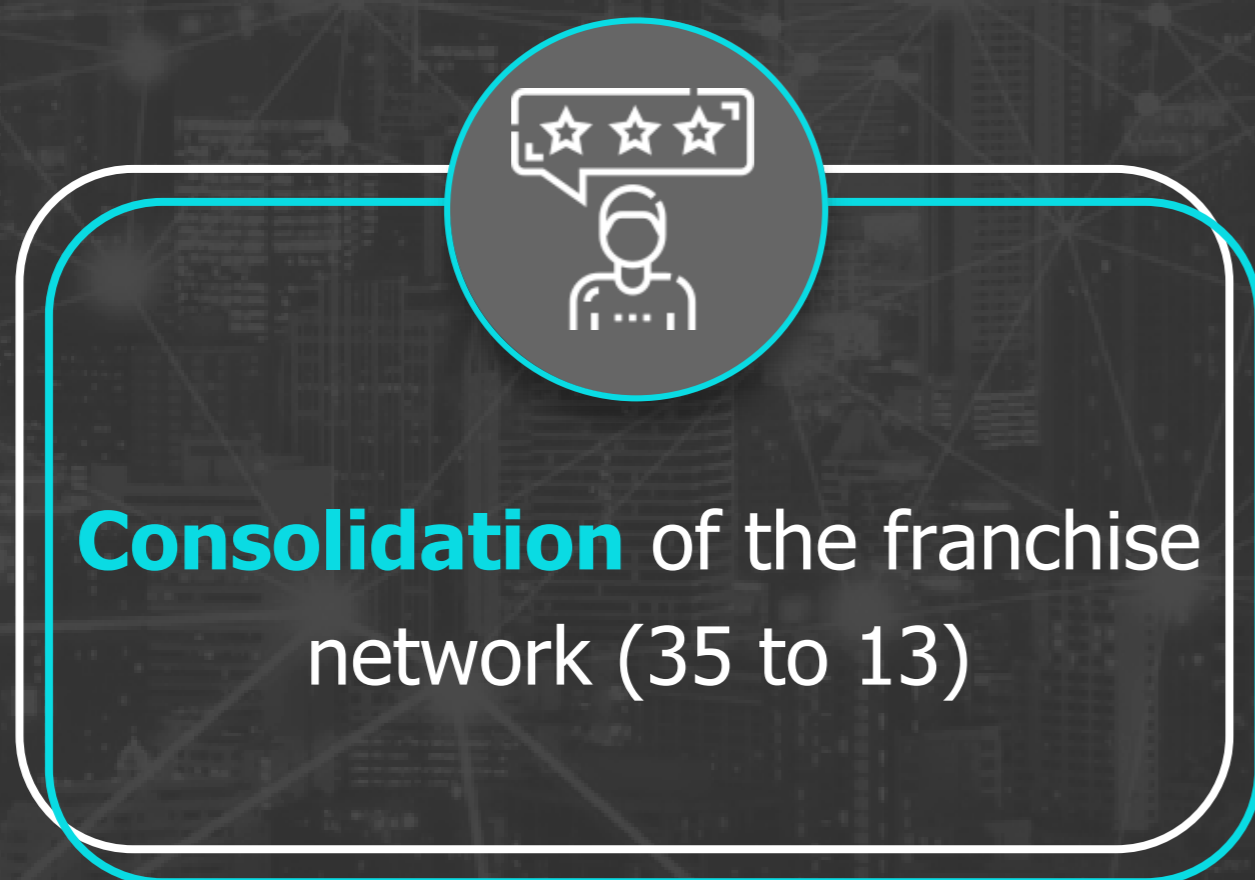
**Sales Capacity Increase: More commercial teams in all units**

\* IMG (Índice de Maturidade de Gestão): TOTVS Management Maturity Index



# DISTRIBUTION

## Accelerating sales and reducing churn

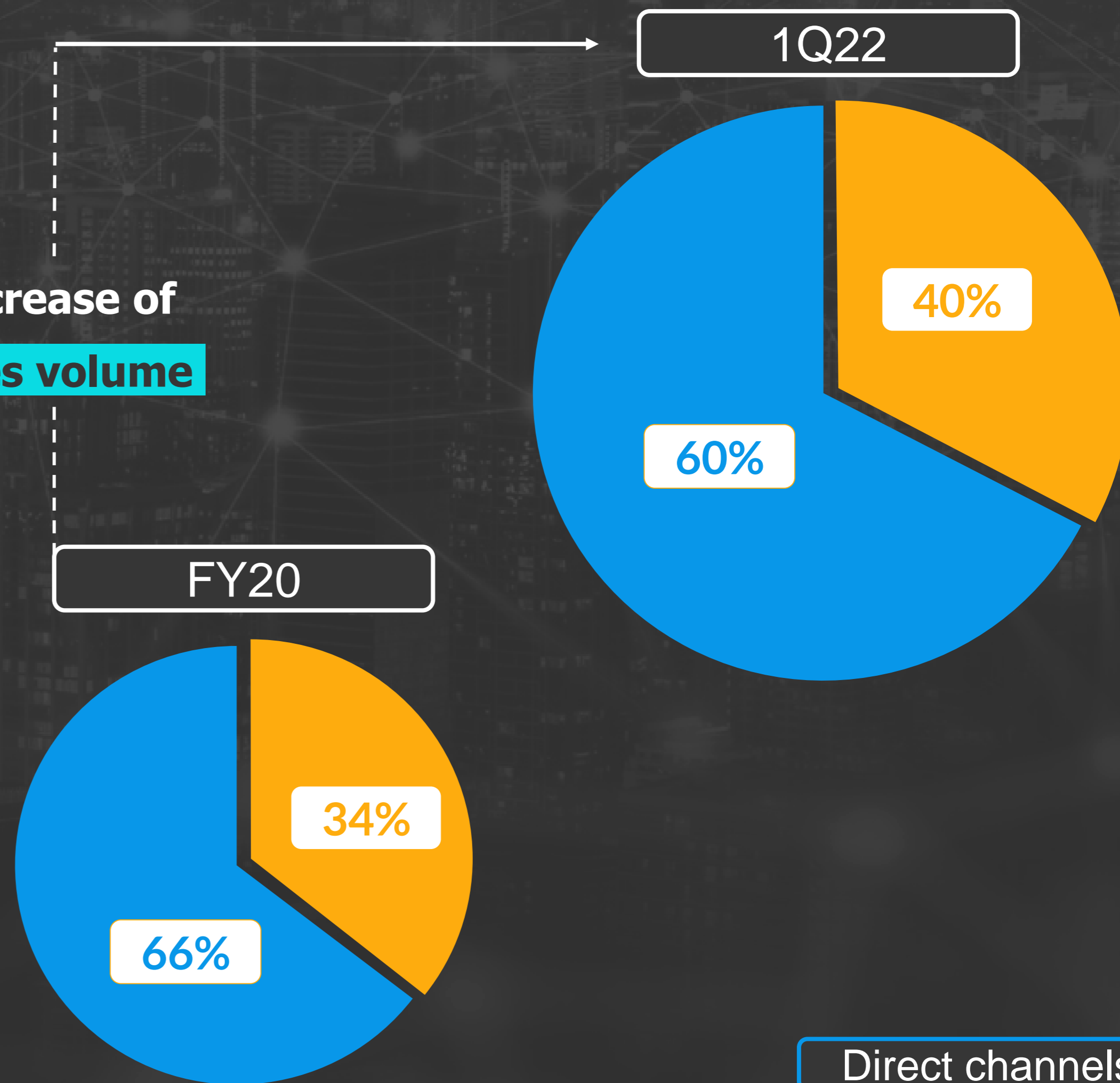


Franchises with greater investment capacity and sophistication. **Hiring and new investments in sales and marketing**

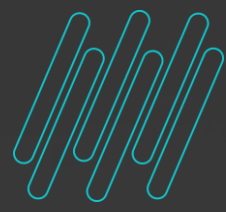


Expand the **sale of the entire portfolio of TOTVS**

Increase of **sales volume**



- Direct channels
- Franchises



# DISTRIBUTION

## Accelerating sales and reducing churn



TOTVS presence in the **most relevant cities in Brazil**

Increased **TOTVS' coverage on all countryside cities** with more than 200 thousand inhabitants

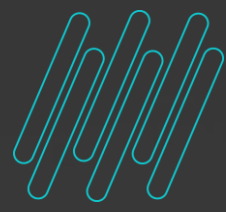


Internal processes: **incentives favoring the net recurrence stacking index**

Team management with more focus on **recurrence and net stacking**

$$\text{Net stacking} = \frac{\text{SALES} - \text{CHURN}}{\text{MRR}}$$





# DISTRIBUTION

## Accelerating sales and reducing churn



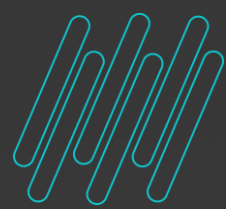
**NEW NAMES and Inside Sales teams** in all units

**Dedicated teams for NEW NAMES in all regions of Brazil, besides Inside Sales working on smaller customers digitally**



**Sales Capacity Increase:**  
More commercial teams in all units

**Increase Sales Capacity in all fronts: Sales Team, (digital & field), Value Engineering and Demand Generation**



# DISTRIBUTION

## Accelerating sales and reducing churn



**WhiteSpace** in all TOTVS base, driven by **Take Rate** and **IMG\***

**Automated view** of all potential Cross Sell, Take Rate, and IMG\* of TOTVS' customer base **(WHITESPACE)**

TOTVS | Painel Gerencial | Painel Administrativo | Painel Gestão Empodera | Painel de Churn | DRG SÃO PAULO | 731 | Luciola Eboni

✓ Oportunidade TOTVS | \$ Sugestão | ✗ Concorrente/Não aderente/Desqualificado | TOTVS | Configurar colunas

CLIENTE	FATURAMENTO	GRUPO ECONÔMICO	MIGRAÇÃO INTERA ⓘ	ERP	C&P	FLUIG	EDUCACIONAL	HOSPITALIDADE	JURÍDICO
1000 MARCAS SAFETY BRASIL EIRELI	Faixa 04 - De 25 M até 35 M	Principal ⓘ	43% ↑	0%	0%	0%	0%	0%	0%
2RM TECNOLOGIA DA INFORMACAO S A	Faixa 00 - Até 4,5M	Principal ⓘ	-	0%	0%	0%	0%	0%	0%
3 OFICIAL DE REGISTRO DE IMOVEIS	Faixa 00 - Até 4,5M	Principal ⓘ	-	27%	0%	0%	0%	0%	0%

\* IMG (Índice de Maturidade de Gestão): TOTVS Management Maturity Index



## Marcelo Cosentino

### Business Segments Executive Officer

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- Vertical Products - Solutions for Business Segments



## Gustavo Bastos

### Platforms Executive Officer

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- Horizontal Products - ERP, HR, CRM, Fluig
- Technology and Framework
- Cloud
- Corporate Engineering
- TOTVS LABS and Hub Design

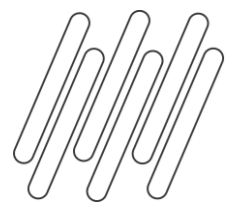


# MANAGEMENT:

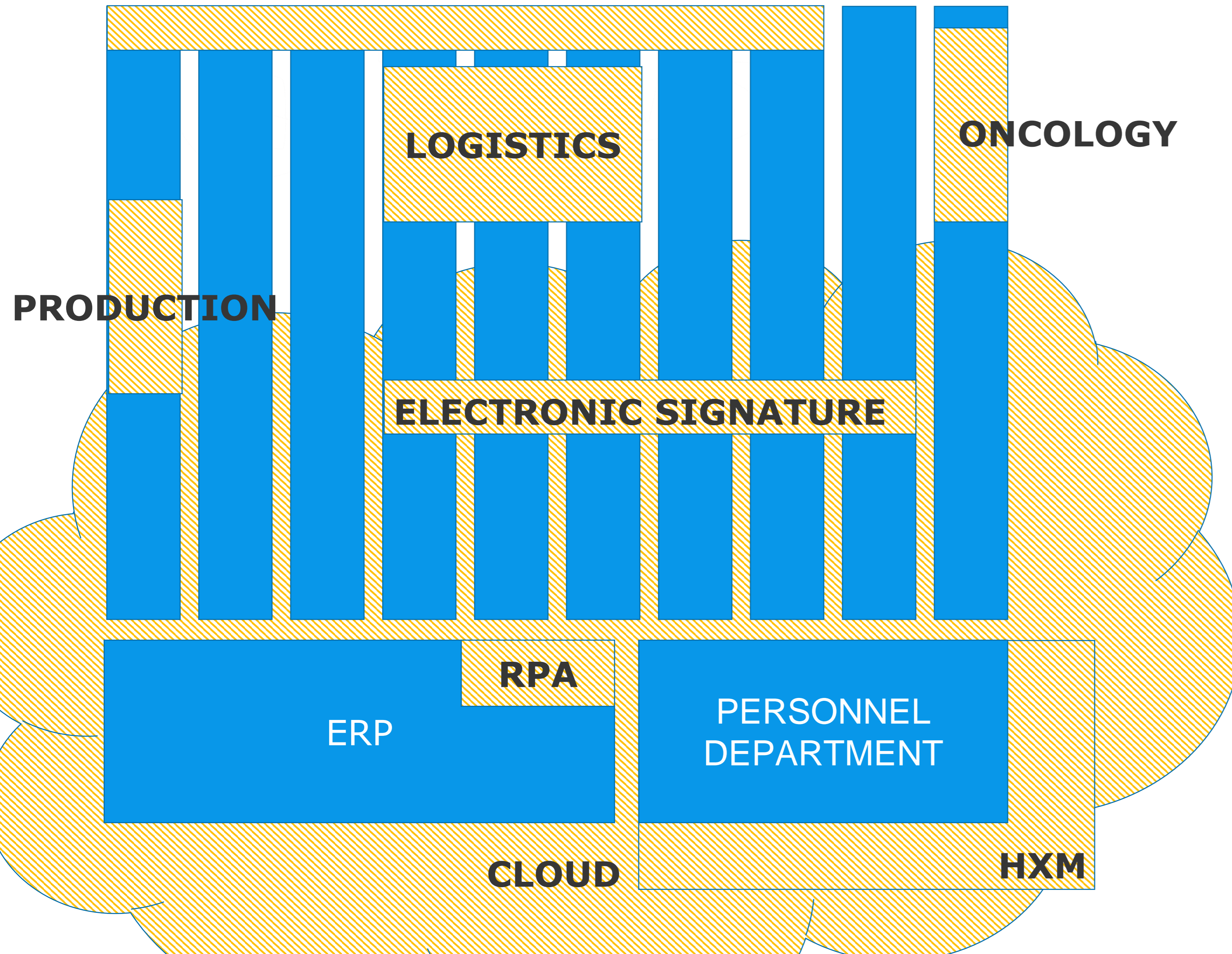
## Quality and Portfolio Evolution

» Marcelo Cosentino / Gustavo Bastos

◀ 2022 / June

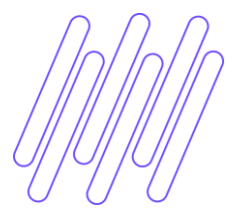


# EXPANSION OF PORTFOLIO



**TOTVS**  
HAS PRODUCTS THAT ARE  
**SPECIALIZED**

Optimization of  
**its own R&D**  
and new partnerships.



Empresa

Filial

Moeda

Ano Base

Período

Recorrência

Filtrar

Gastos

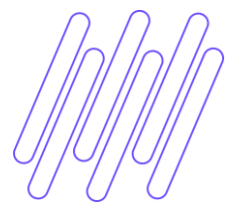
11.43BI



2021  
86.46BI

Principais Centros de Custo





# TOTVS ELECTRONIC SIGNATURE



## Notifications

The signatory receives a push notification



## Login

Login using biometrics, facilitating the day to day of top management



## Simplified Signature

Signature carried out simply and quickly.



## Signature Protocol

The signature protocol ensures that the document is validated if necessary

## Agility / Savings



- Up to **82% of deals are done in less than one day**, and 49% in less than 15 minutes.
- TAE promotes expressives savings and **reducing costs** of printing, couriers, post office, time, etc...

## Security

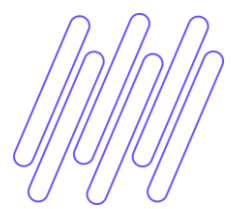


- The documents are encrypted, building a unique code for each document.
- **Full audit trail** for each signature

## Integrations



- TAE is **native integrated** with the mains TOTVS solutions, besides **API's** available for other connections



# SPECIALIZED ONCOLOGY

**Bem-vindo**

EO ATENDIMENTO 0 | UNID. INT-1º ANDAR, LEITO 105  
PARTICULAR

+ Alergias / Alertas

ATENDIMENTO ABERTO

## Oncologia

Tratamentos Quimioterapia

Finalidade protocolo:  Buscar protocolo:

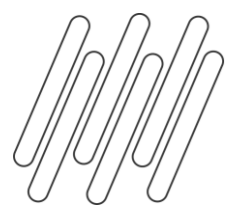
Lista de protocolos

Adicione um protocolo para visualizar

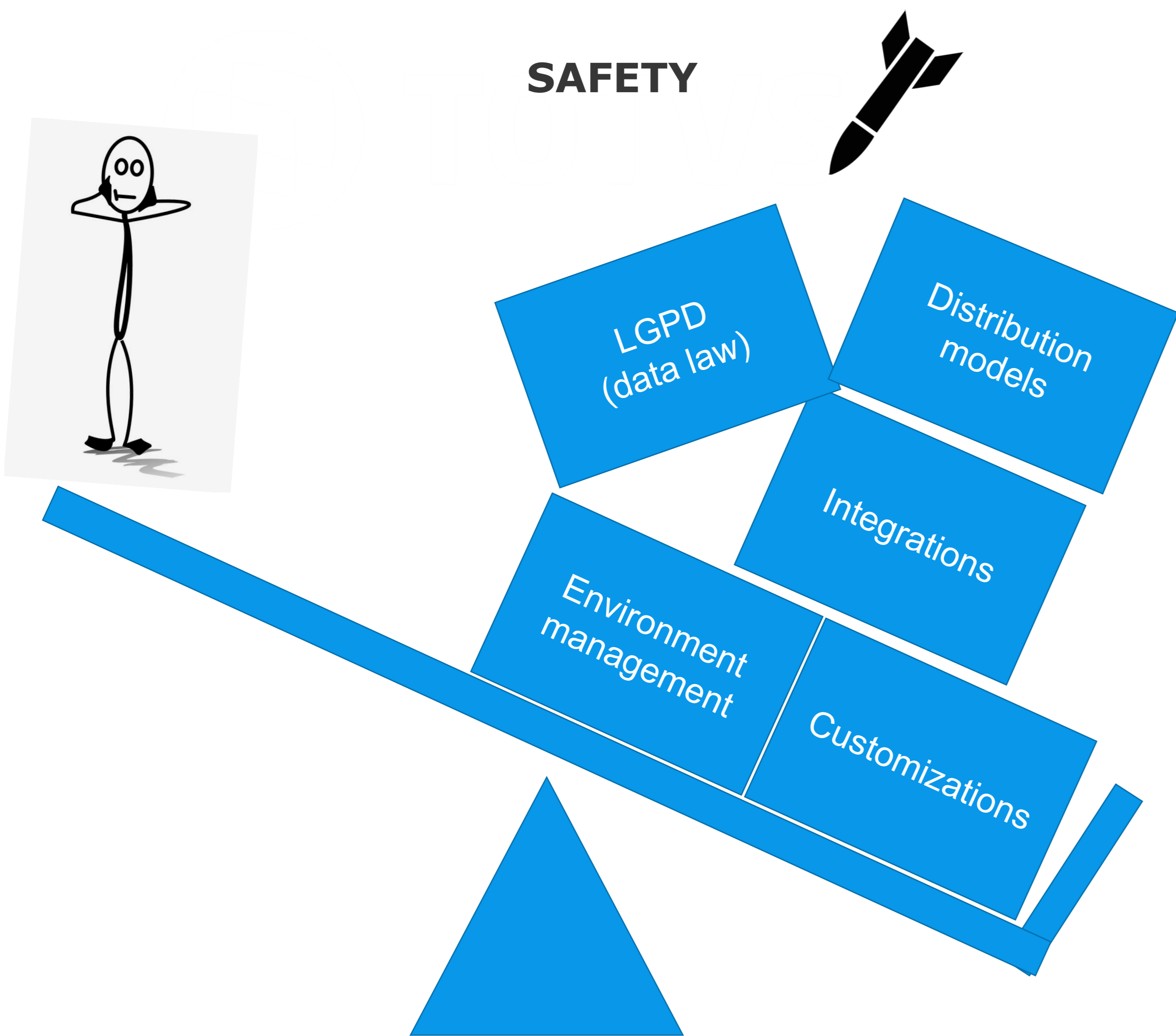
**Menu de Navegação:**

- Home
- Identificação
- Histórico
- Atestados e Documentos
- Anamnese
- Scores
- Evolução
- Anotações
- Solicitações
- Receita
- Oncologia
- Prescrição Médica
- Prescrição de Enfermagem
- Planejamento Terapêutico





# Control of TCO



- ▶ **Customers focused on their businesses**
- ▶ **Leaner projects with tangible gains**
- ▶ **TOTVS as a technology partner**
- ▶ **More digital and efficient services delivery**



Thiago Soares de  
Oliveira  
Opções ▾

HOME

PRODUTOS ▾

Protheus

RM

License Server

TSS

Carol Connect

TAF

Datasul

SFA

Winthor

TRUST CENTER

JANELA DE  
MANUTENÇÃO

SUPORTE AO CLIENTE



Linha  
RM

Ambiente Operacional

RM TECE01

ID: 135196

Criado em:  
04/03/2022 12:38

Produção

Ambiente Operacional

vendas-producao

ID: 131285

Criado em:  
08/11/2021 17:38

Produção

Ambiente Operacional

vendas-dev

ID: 131284

Criado em:  
08/11/2021 17:38

Desenvolvimento

TVENDAS2 -CVENDAS2 -Vendas - TCloud 2 -RM TECE01

Meu Ambiente

Editor SQL

Logs

Monitoramento

Ações Executadas

Histórico de monitoramento

Monitoramento em tempo real

Instância Principal

Estado: escutando...



1:34



# Expansion of Management addressable market



## Distribution

Consolidation

Focus

**Scalability**



## Reduced TCO

Complete solutions

**Faster** deployments

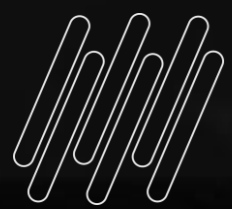
Intelligent management of  
tools



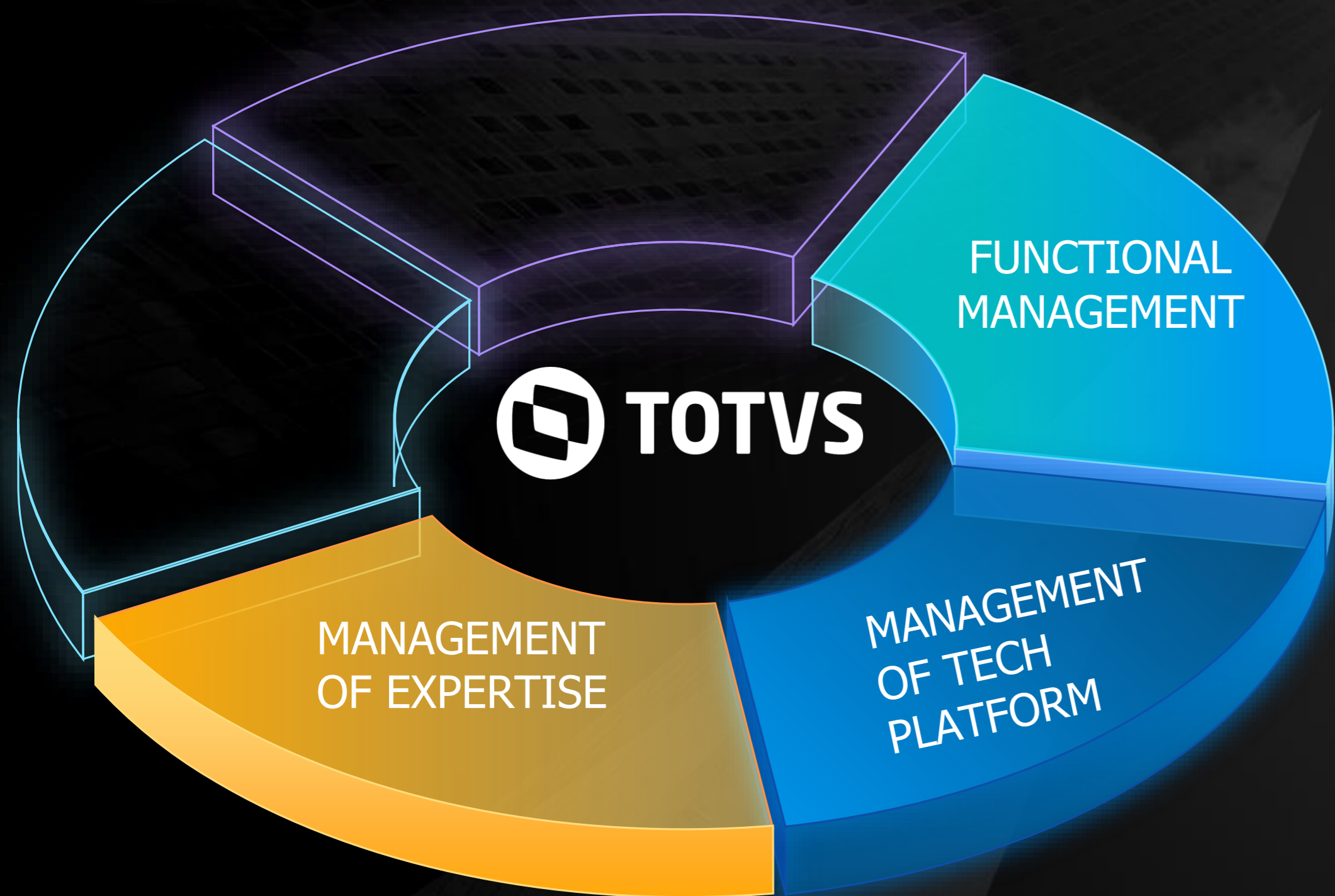
## Expansion in new names

**Growing** with clients

+80% in number of new  
names, 2021/2020



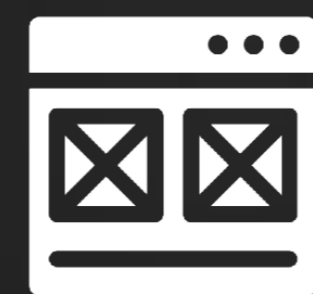
# EVOLUTION -> QUALITY -> SATISFACTION



Functional Improvement



Engineering and DEVSECOPS



UX / UI



Agile Methodology



Cloud Journey



Support + CS



Technology Progress



Communication and Relationship

**22 points increase in NPS  
MAY 2020 -> MAY 2022**



## **Juliano Tubino**

### **Strategy and New Businesses Officer**

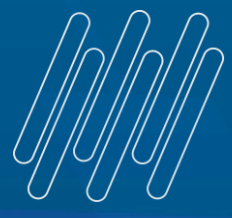
- New Businesses and Partnerships
- Techfin and Business Performance Dimensions
- Micro and Small Companies Platforms
- iDEXO
- Marketing



# BUSINESS PERFORMANCE DIMENSION

» Juliano Tubino

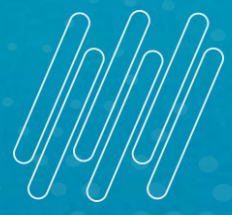
◀ 2022/June



HOW TOTVS IS  
**HELPING**  
**CLIENTS TO**

**GROW**  
THEIR RESULTS





EVERY COMPANY'S

# JOURNEY TO GROW

**UNDERSTAND**

**ENGAGE**

**CONNECT**

**SELL**

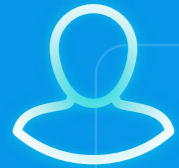




IDEAL CLIENT



# MOTUZ



Between **28 and 50 years**  
Married  
**Bachelor's Degree**  
Resident in the **Midwest region**



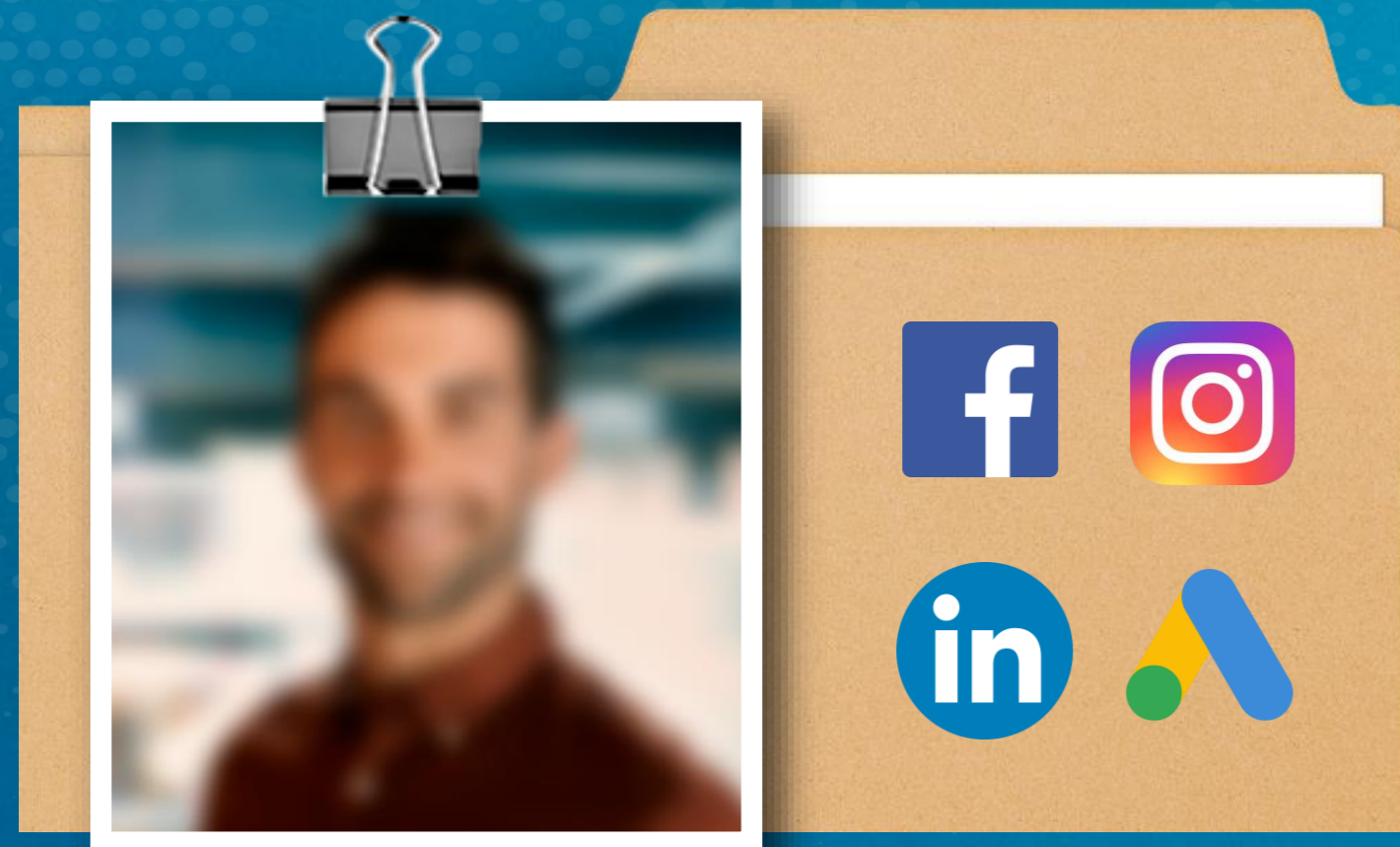
**INCOME** • Above R\$ 15,000



## INTERESTS

Motorcycles  
Adventure  
Technological Innovations  
Ecological and sustainable solutions





**MARCELO PEDROSO**  
**Email:**  
marcelo.pedroso  
@alimentosn.com.br  
**Company:**  
Alimentos Naturais

**KNOW**

Helping companies find the **RIGHT PERSON** at the **RIGHT TIME** on the **RIGHT CHANNEL**

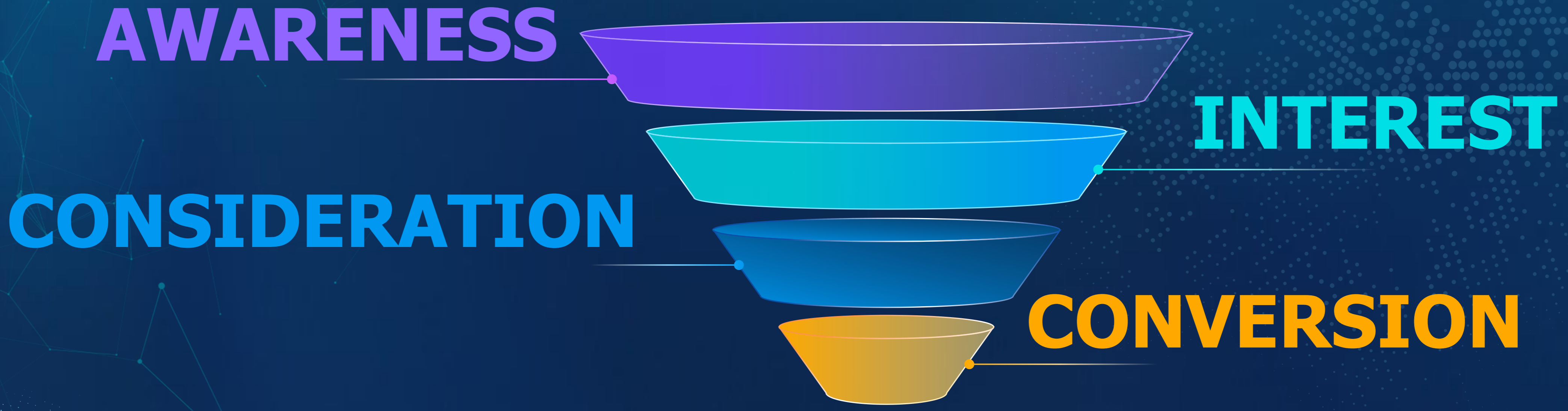
**35 years Married**  
**Lives in Belo Horizonte, MG**  
**Interests:**

- Motorcycles
- Adventure
- Technological Innovations
- Ecological and sustainable solutions

**Graduated in Business Adm.**  
**Income R\$18,500**



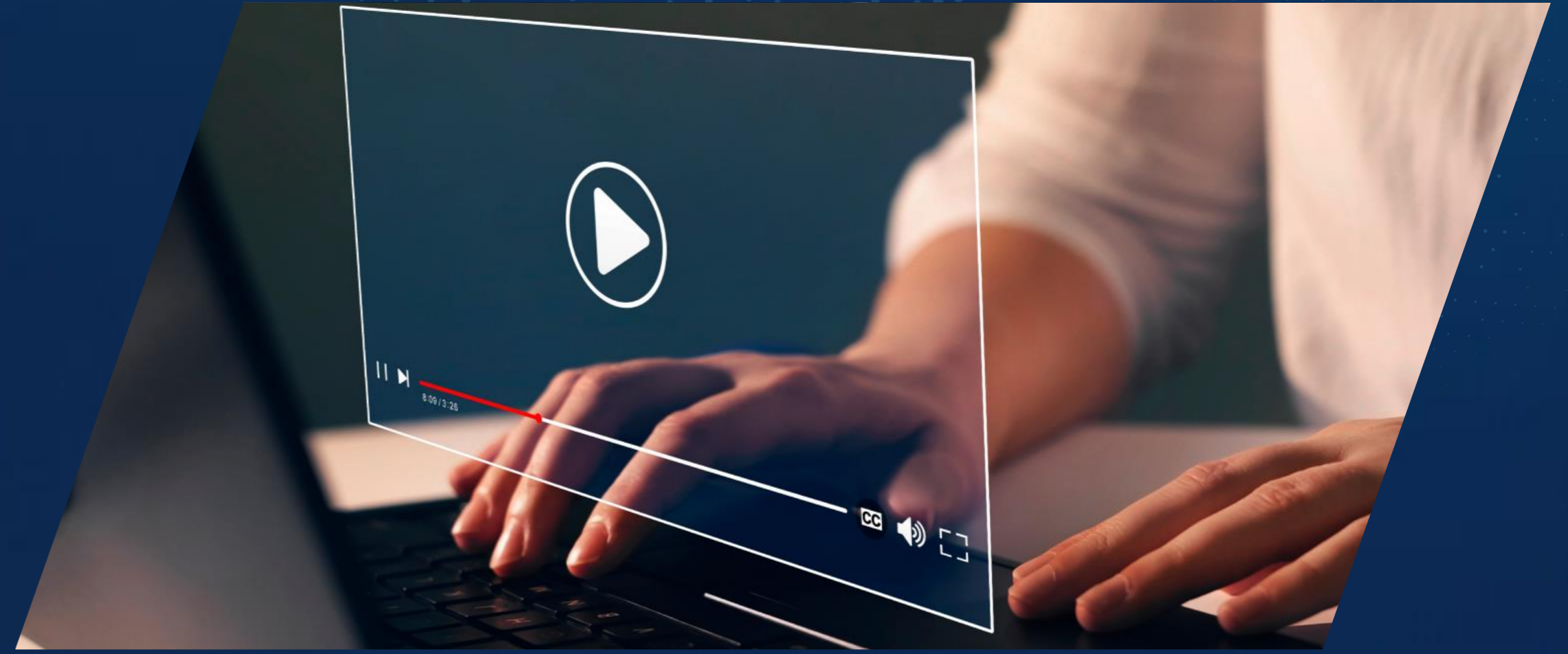
**ENGAGE AND CONNECT**





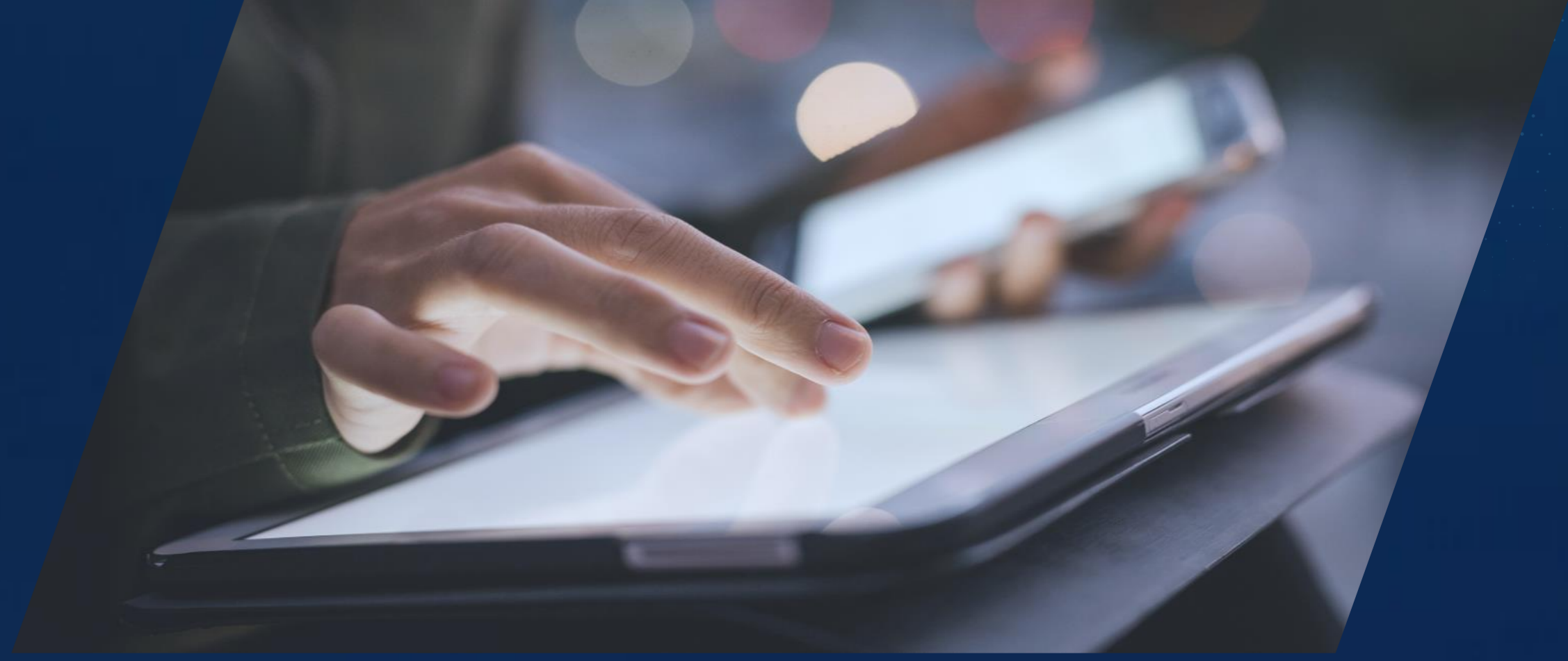
**AWARENESS**

**BRAND  
INSTITUTIONAL  
VIDEO**





**EBOOK**  
ON ELECTRIC  
VEHICLES





**VISIT THE WEBSITE  
TO CHECK SPECS**





# EMAIL TRIGGER WITH PRODUCT UPDATES



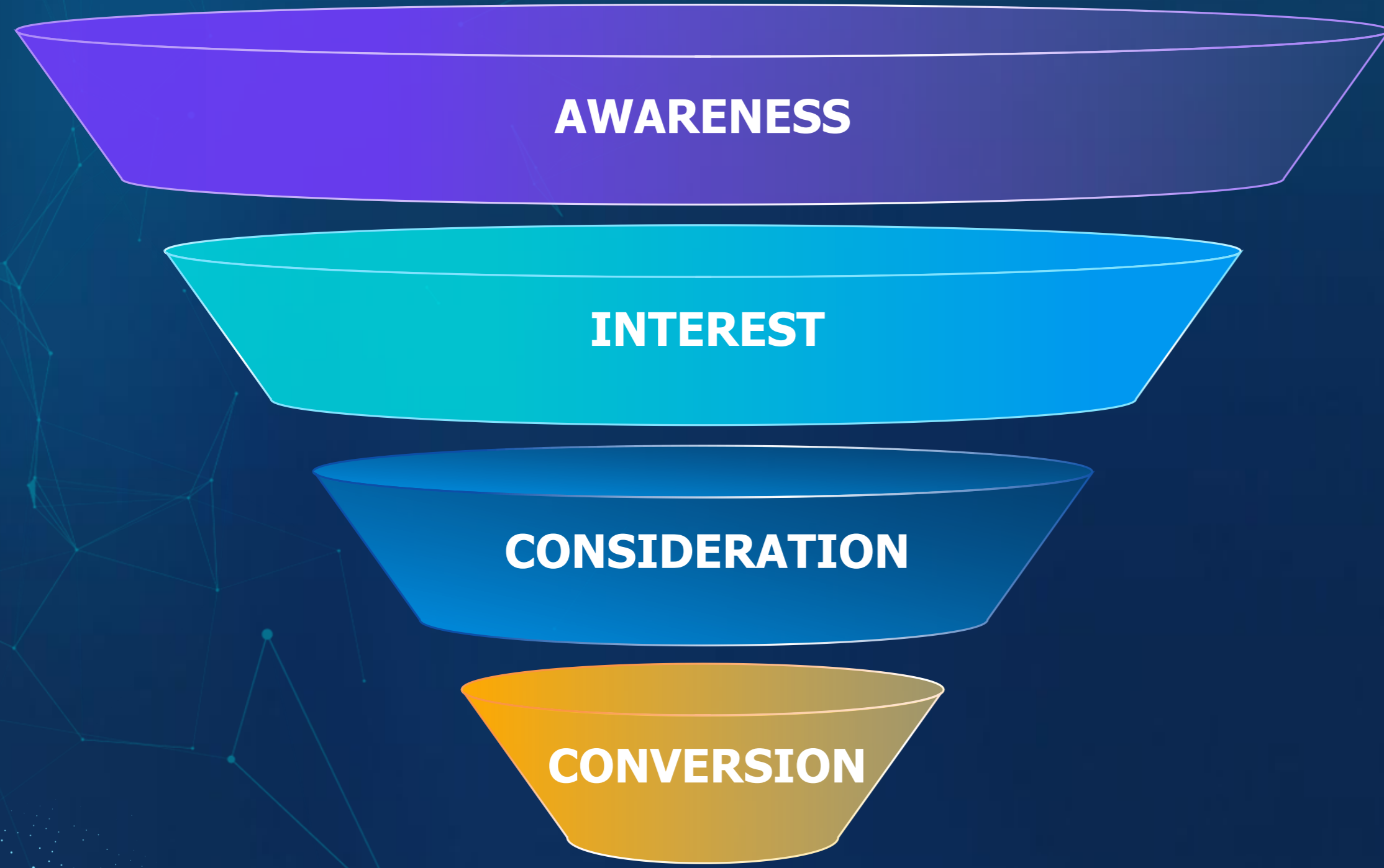


# SCHEDULE A **TEST DRIVE**



**CONVERSION**





**ENGAGE AND CONNECT**

PLAN AND MEASURE  
MORE SUCCESSFUL  
**EXPERIENCES**



**EVOLVE**

UNDERSTANDING AND PURCHASE INTENT  
OF YOUR PRODUCT OR SERVICE IN A  
**DIGITALLY AND HIGHLY SCALABLE WAY**



# MOTUZ

Cart (0)

Enter



BUY



# MOTUZ

Cart (1)

Enter



INVOICE



CREDIT AND DEBIT



BUY



**SELL**

**MOTUZ**

**Cart (1)**

**Enter**

**PURCHASE SUCCESSFULLY  
FINISHED!**





**SELL**

IN THE **RIGHT MOMENT**,  
CREATE **AMAZING EXPERIENCES**  
AND DON'T MISS ANY **SALE**  
**OPPORTUNITY**

**MOTUZ**

Cart (1)

Enter

**PURCHASE SUCCESSFULLY  
FINISHED!**





We are building a business performance

# SOLUTIONS ECOSYSTEM

**UNDERSTAND**

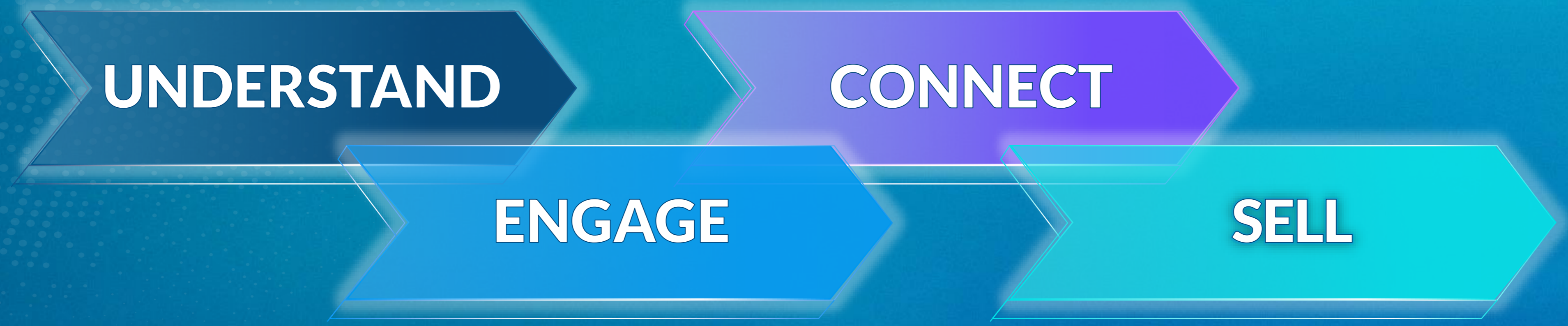
**ENGAGE**

**CONNECT**

**SELL**

# ABSOLUTE LEADERS

IN EACH OF THE CATEGORIES





**300 millions**  
MAPPED URLS

**800**  
SUPER SEGMENTED AUDIENCES  
FOR THE MARKET

**3.5 billions**  
OF RECORDS PER DAY

**4,600**  
PIPELINES PROCESSED PER DAY

**50%**  
INCREASE IN ONLINE  
ADVERTISING SUCCESS



**+35,000**  
CLIENTS

**3.4 millions**  
CONVERSIONS PER DAY

**370 millions**  
LEADS AT THE BASE

**2,000**  
PARTNER AGENCIES

**3x**  
MORE SALES



**+10.3 billions**  
OF GMV IN B2C ONLY IN 1Q22

**+54%**  
INCREASE IN  
CONVERSION RATE

PRESENT IN  
**+38 COUNTRIES**

**3,200**  
ONLINE STORES

**GLOBAL LEADER**  
OF DIGITAL COMMERCER B2C





**42%**  
REVENUE GROWTH

**30%**  
CLIENTS GROWTH

**1<sup>st</sup> CDP**  
READY FOR A  
COOKIELESS SCENARIO

**DEEP ANALYTICS**  
INTEGRATION BETWEEN  
THE ONLINE WORLD + CLIENT BEHAVIOR  
WITH TRANSACTIONAL DATA  
FROM ERPs/POS



**+1.5 billion**  
EMAILS SENT MONTHLY

**2 millions**  
LEADS PER MONTH

**108%**  
NET REV RETENTION  
MULTI-PRODUCT CLIENTS

**CONVERSATIONAL  
+WHATSAPP**  
PRODUCT EVOLUTIONS

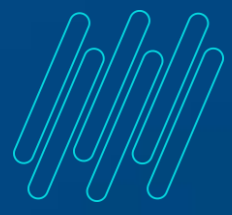


**+158%**  
NET REVENUE GROWTH

**+217%**  
TRANSACTIONAL REVENUE GROWTH

**240%**  
CLIENTS  
GMV GROWTH

**600+**  
CLIENTS AND PROJECTS

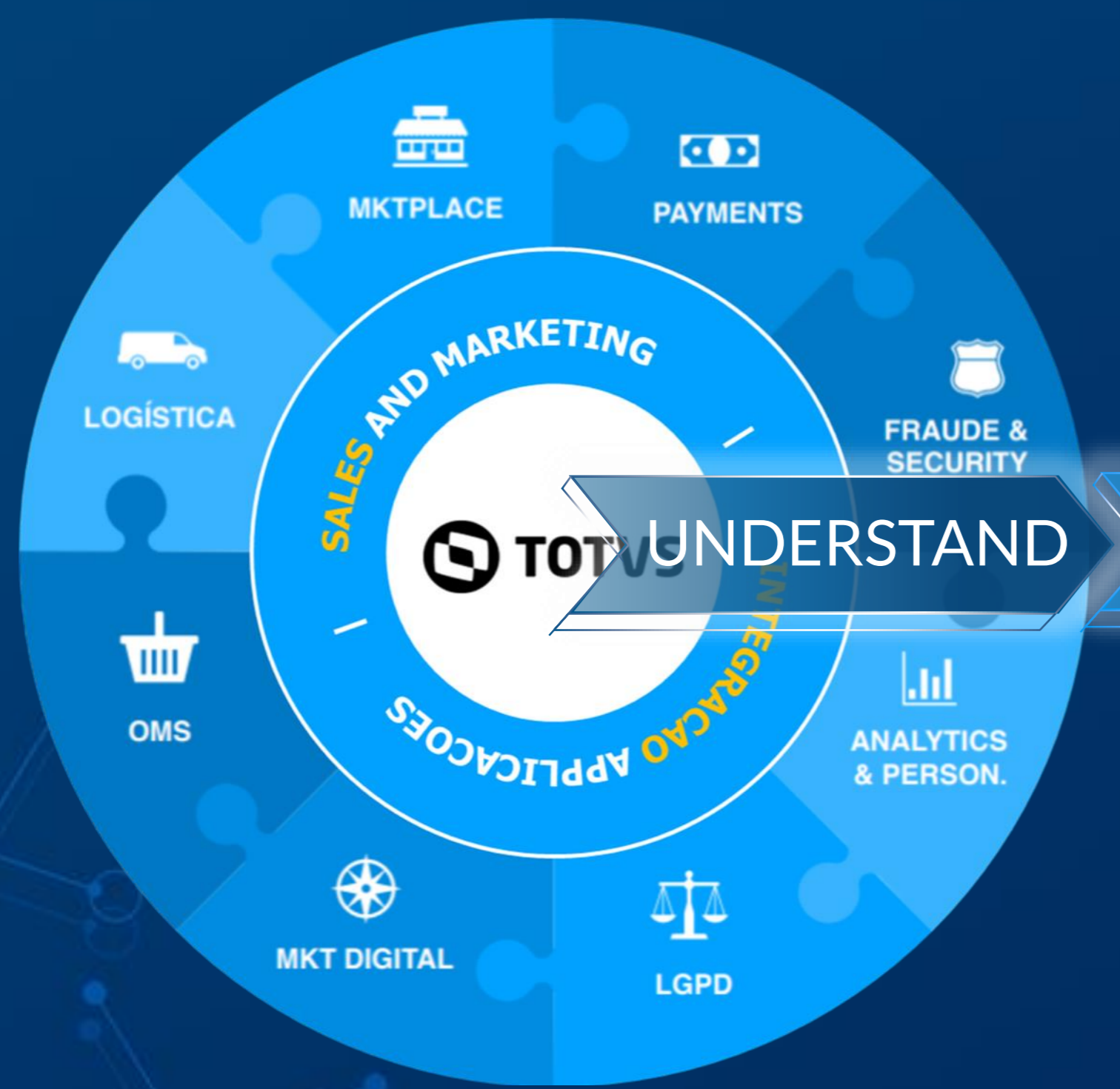


MORE **DEPTH** IN  
EACH CATEGORY

MORE **SYNERGY** BETWEEN  
DIMENSIONS AND  
ECOSYSTEMS



# MORE DEPTH IN EACH CATEGORY



**FOCUS ON CREATING AN ALLIANCE (M&A + PARTNERSHIPS FOR A COMPLETE ECOSYSTEM OF SOLUTIONS BEYOND THE E-COMMERCE PLATFORM)**

- INTEGRATION BETWEEN SOLUTIONS
- INTEGRATION WITH MARKETPLACES
- LOGISTICS AND PAYMENTS
- OMNICHANNEL (SALES AND SERVICE)





## MORE **SYNERGY** BETWEEN DIMENSIONS AND ECOSYSTEMS

**NEW RD AND TAIL OFFERS FOR TOTVS CUSTOMERS**

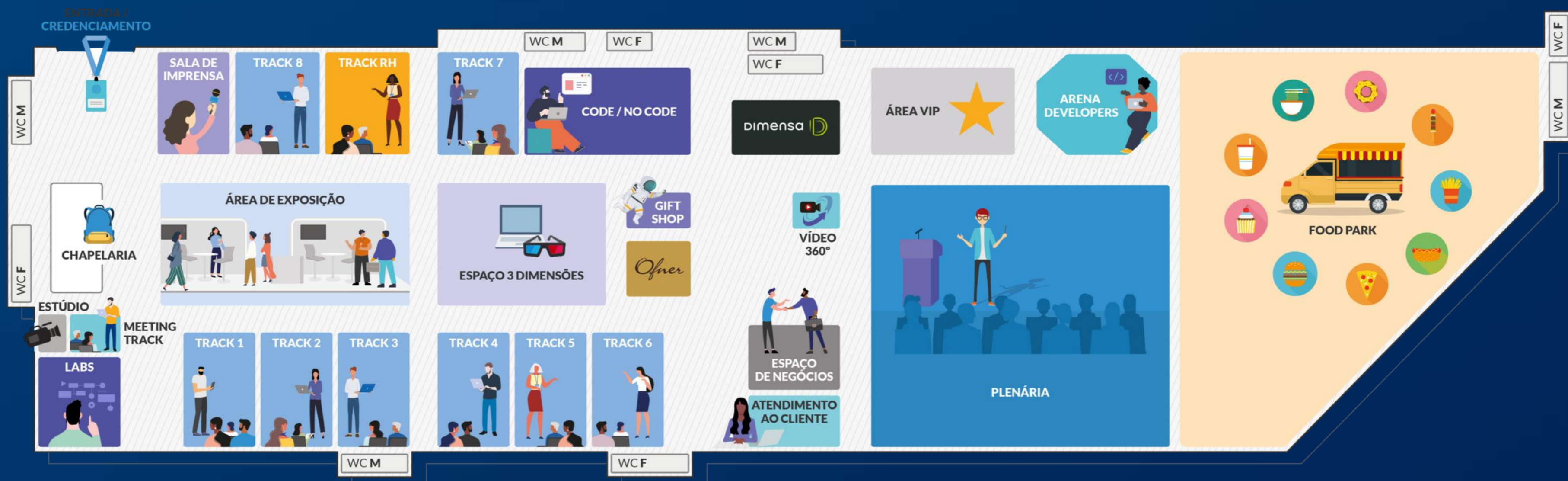
**SERVICE CAPABILITIES IN THE DISTRIBUTION CHANNEL - ORGANIC AND M&A IN THE FRANCHISES**

**TAIL AS A DATA STRATEGY ACCELERATOR**

**CROSS-COLLABORATION BETWEEN PRODUCT TEAMS**



# DON'T MISS IT!





# DON'T MISS IT!



## PRESENTATIONS ON TRACKS



## DAY 14

**RD STATION**

MARKETING AND SALES AUTOMATION  
Predictable growth: what is it and how to achieve it?

**TRACK 3**

**13:00**

**VTEX**

E-COMMERCE  
Learn how companies are growing and being more competitive in digital commerce

**TRACK 3**

**15:00**

## DAY 15

**TAIL**

DATA INTELLIGENCE  
The data revolution

**TRACK 3**

**11:00**

**TAIL**

DATA INTELLIGENCE  
Data intelligence in practice: get to know your customer better and achieve better results

**TRACK 5**

**13:00**

**RD STATION**

MARKETING AND SALES AUTOMATION  
What can't be missed in Marketing and Sales to achieve predictable growth

**TRACK 3**

**15:00**

**VTEX**

E-COMMERCE  
The digital transformation in the fashion market: from industry to retail

**TRACK 3**

**16:00**



# DON'T MISS IT!



OUR SOLUTIONS IN PRACTICE





**Eduardo Neubern**  
Techfin Dimension  
Head Officer

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**Mauro Wulkan**  
Supplier's CEO

---



# TECHFIN DIMENSION

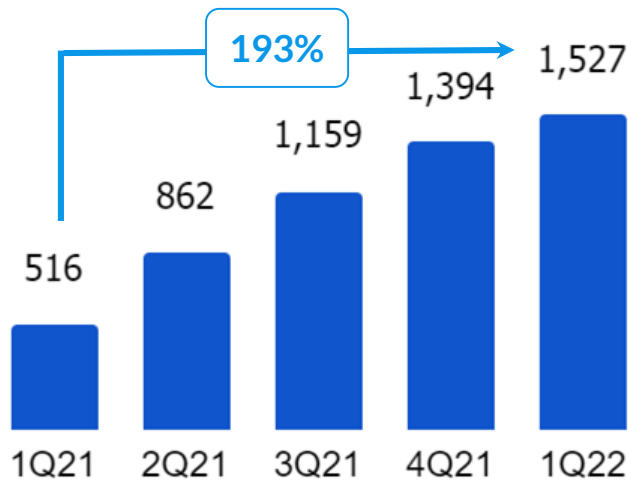
» Eduardo Neubern / Mauro Wulkan

◀ 2022 / June

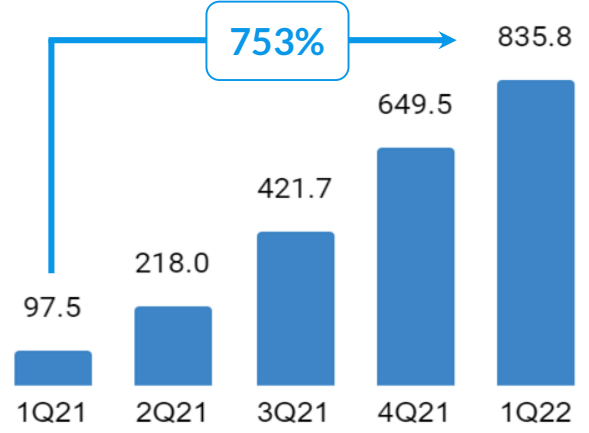


# TECHFIN OFFERINGS - CURRENT BUSINESS KPIs

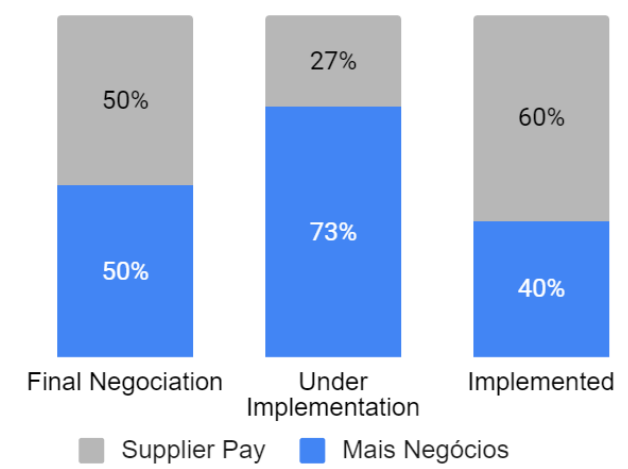
## #Signed Contracts (Accumulated)



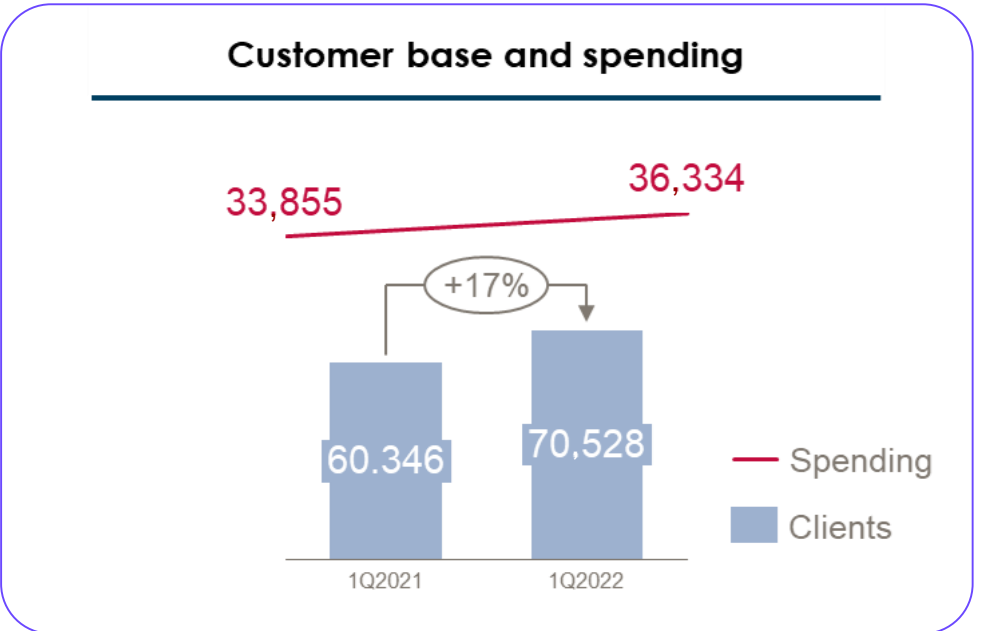
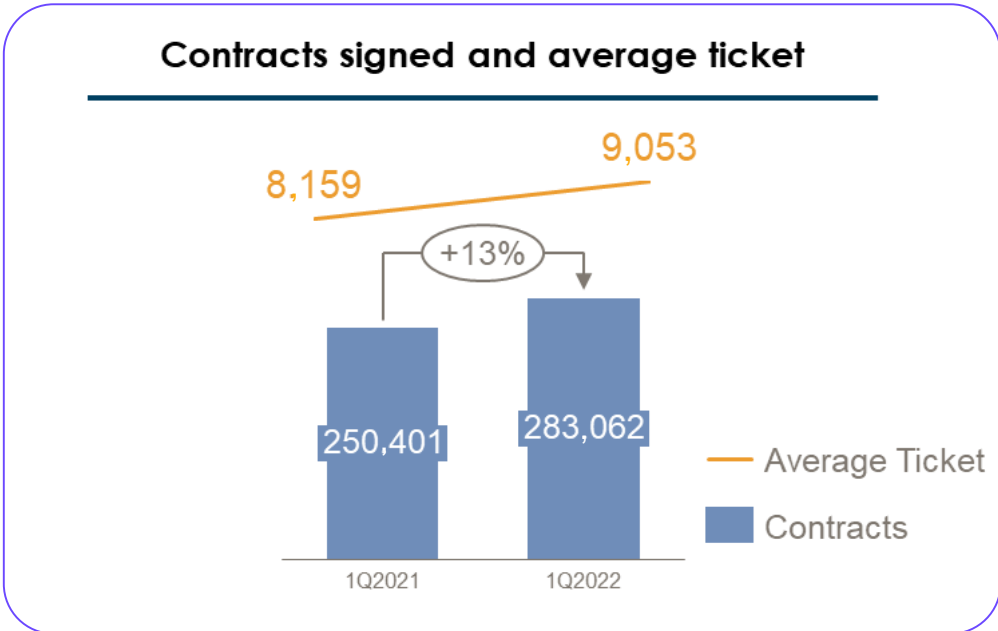
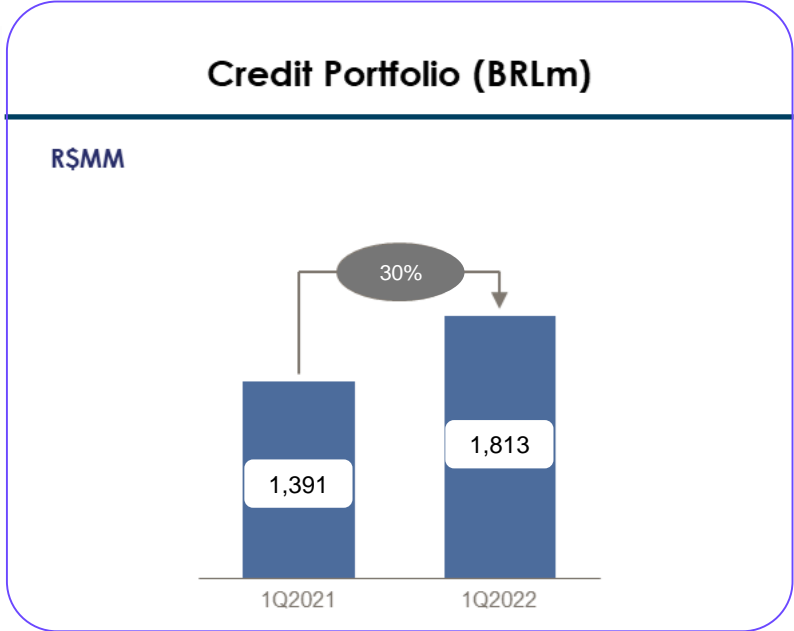
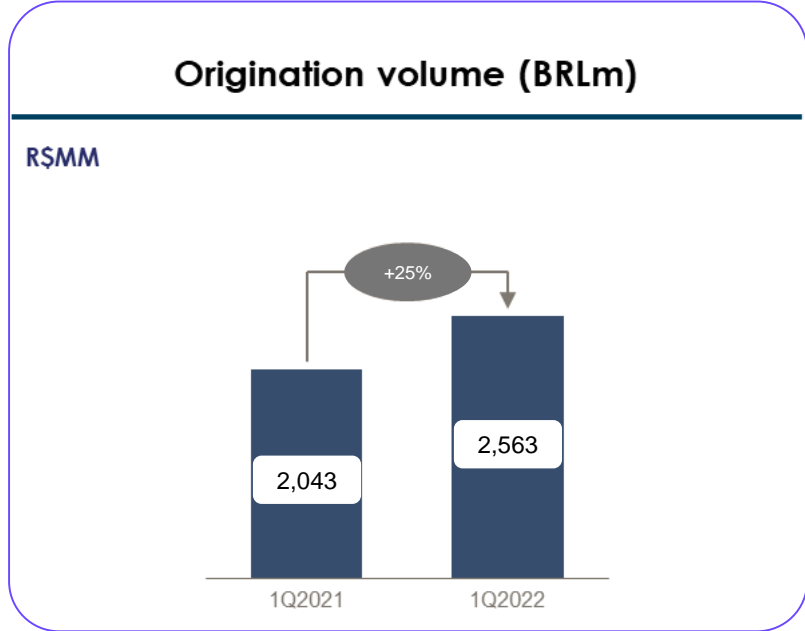
## Accum. Credit Origination Volume (R\$ million)



## Mais Negócios: share over 1Q22 Supplier pipeline



# SUPPLIER EVOLUTION- CURRENT BUSINESS KPIs



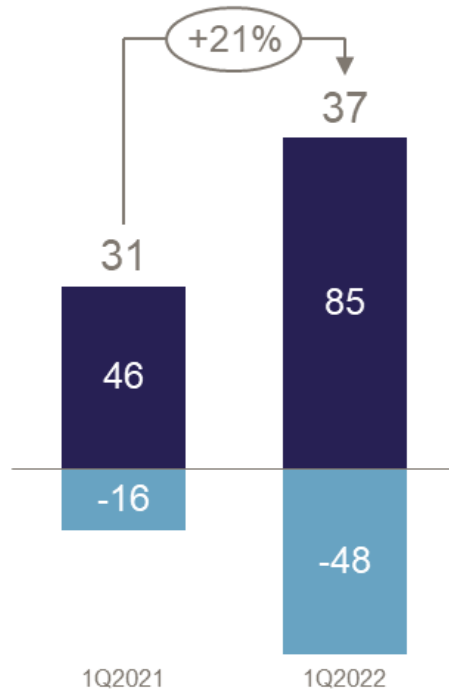
# SUPPLIER EVOLUTION- CURRENT BUSINESS KPIs



## Net revenues (BRLm)\*

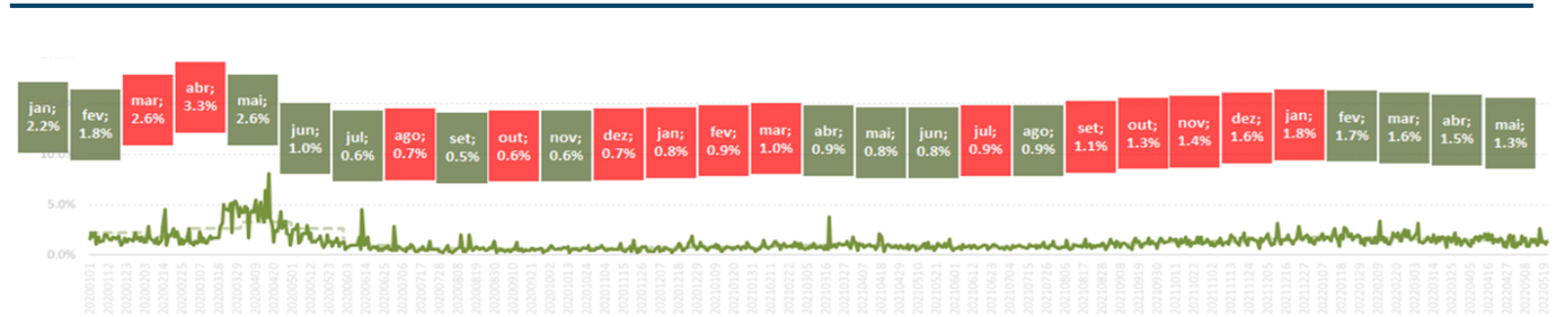
\* adjusting for temporal effects

R\$MM

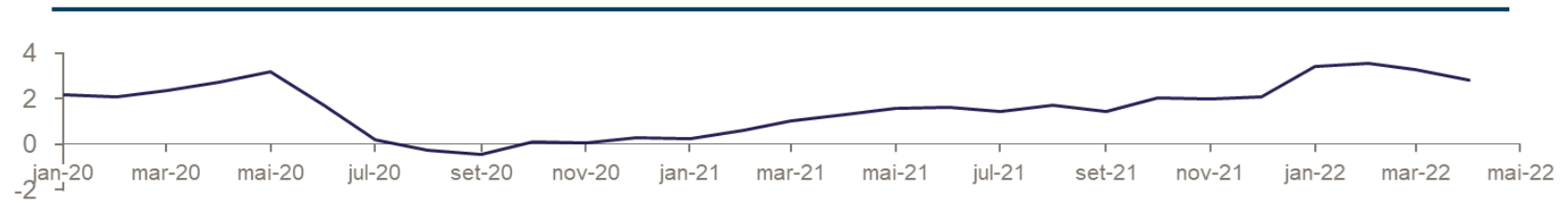


Revenue Funding

## Delinquency - Over 10 days range



## PDD (BRLm)

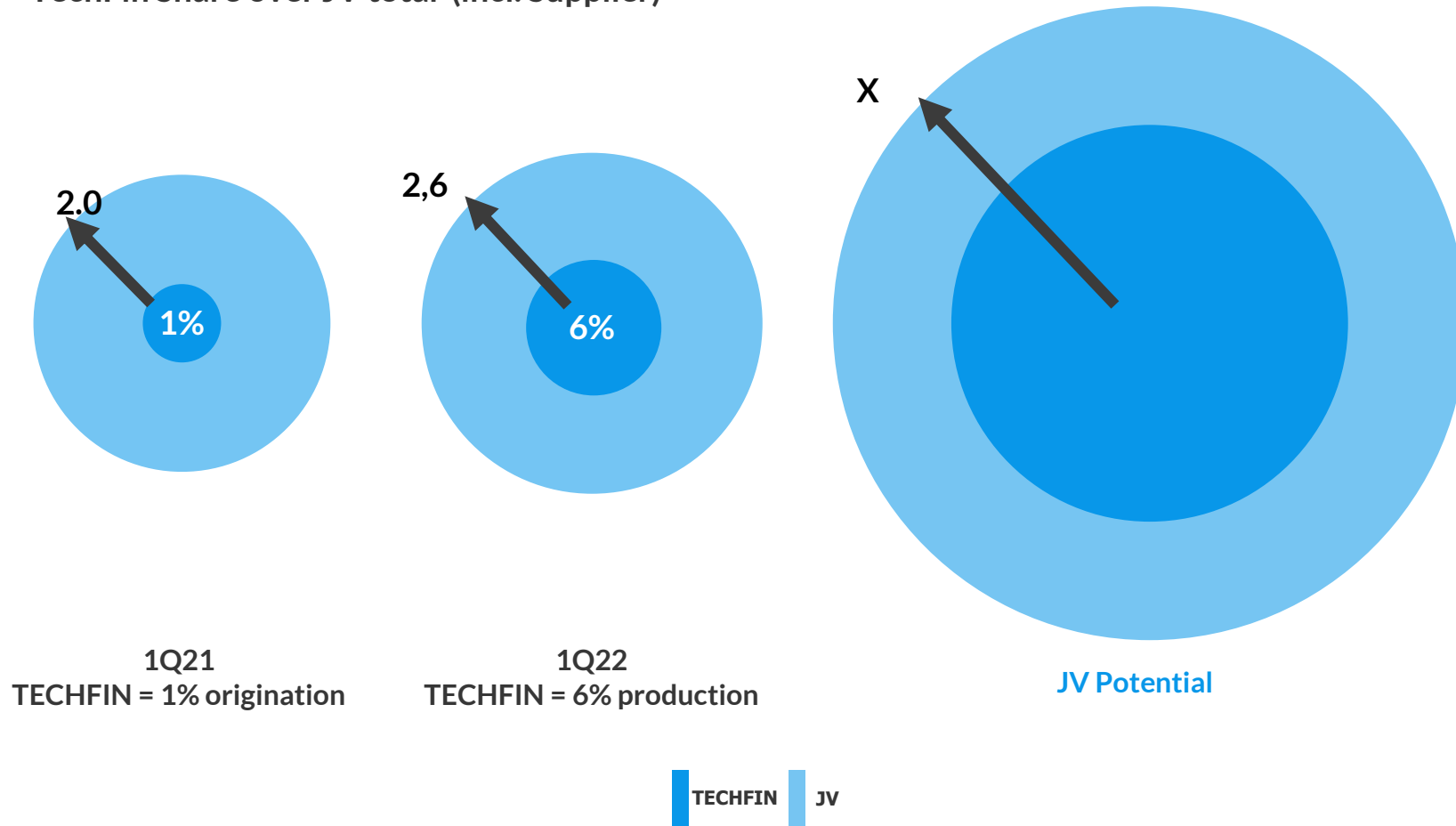


# TECHFIN JV | OPPORTUNITY


Complementary assets catalyze growth and value creation



TechFin Share over JV total (incl. Supplier)



X



Growth vectors: efficiency gains, diversification and scalable distribution...



1. Upon closing: competitive, abundant and predictable **FUNDING** results in **EFFICIENCY** gains, particularly for **SUPPLIER**, which continues to grow



2. Unique combination of **DATA, TECH, EXPERTISE AND PRODUCTS** boost **NEW BUSINESS** development, expanding our ambition and accelerating our roadmap for **TECHFIN** customers



3. **DISTRIBUTION**: **TOTVS SALES MACHINE** power, strong **DIGITAL** channels (e.g. **PAINEL FINANCEIRO**) and **ERP** integrated solutions deliver lower **CAC** and higher **SoW/LTV**. At this stage, **TECHFIN** results could eventually represent the vast majority of **JV's** revenues.

# TECHFIN JV | STAKEHOLDER ROLES



Parent companies support in their key competencies, JV focuses on core activities



- Access to base
  - ERP data sharing
  - Access to channels
  - Tech integration
- Itaú has NO access to base, data nor channels



- Mgmt autonomy remains
- Funding efficiency gains
- Portfolio growth (inside and outside TOTVS base)
- New opportunities in B2B credit products
- Autonomous management
- Products, Tech, Analytics
- Sales/Marketing
- OPS/CS/CX/UX
- Credit/Collections




- Funding (incl. SUPPLIER)
- Financial products support
- Financ/Regulatory expertise
- FIDC Consolidation




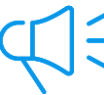


# JV TECHFIN - MODUS OPERANDI | GUIDING PRINCIPLES

## PRINCIPLES

-  Operational **AUTONOMY**
-  **FREEDOM**
-  **AGILITY**
-  **COMPETITIVITY**



## IMPLICATIONS

-  **FOCUS - Proprietary** Credit model/policy  
**Painel Financeiro** owned by JV
-  To search **most competitive products/funding** from Itau or whichever player in the mkt
-  **SPEED - CORE** activities within the JV  
**Painel, Products/UX, Analytics**  
**SLAs** agreed with parent companies
-  Parent companies services at **cost**  
Economies of **scale**



# THANK YOU



## Investors Relations

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

- Technology + Knowledge are our DNA.
- The Customers' success is our success.
- We value good professionals who are good people.



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