



# INVESTOR DAY

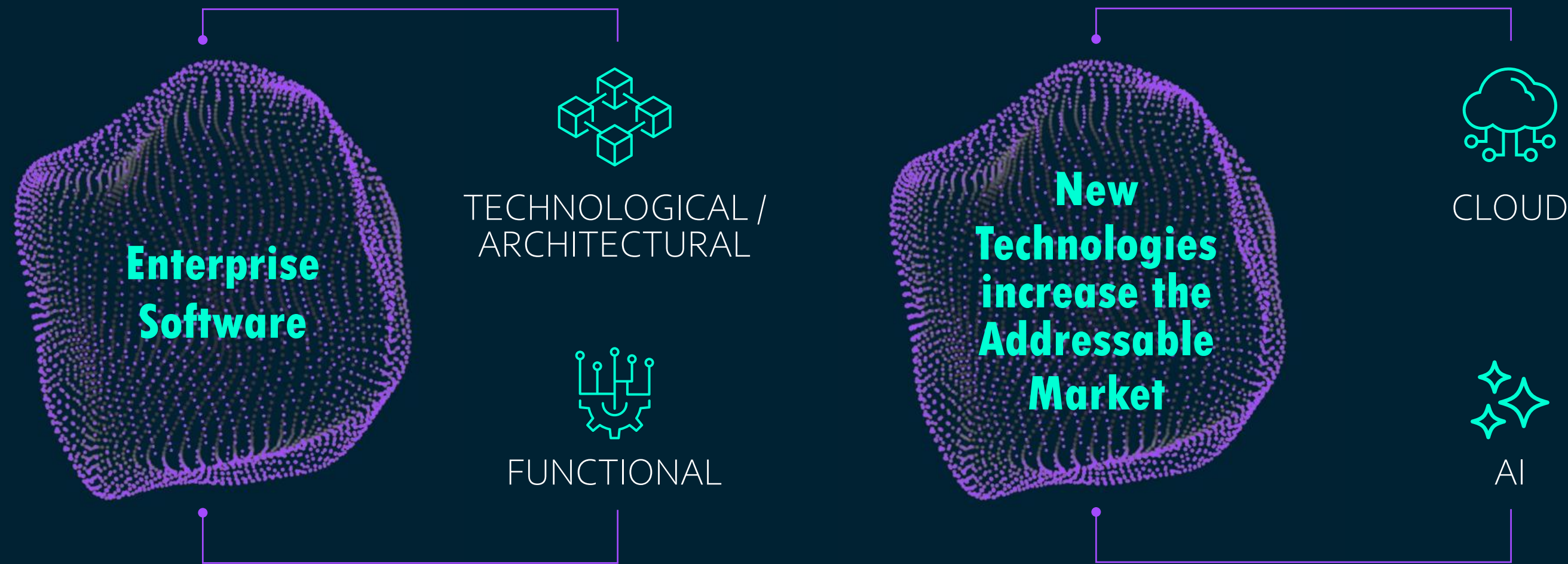
## 2025

# TOTVS AI Vision





# TOTVS AI Vision



Those with functional expertise in enterprise software have a significant advantage in creating more competitive artificial agents

**TOTVS**  
is that  
**EXPERT**



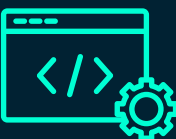
# The winners in AI will be



Manufacturers of infrastructure equipment for AI processing and storage



Providers of computational processing capacity



Software developers with functional expertise, creators of task agents

## This is TOTVS role

### FOCUS ON



Continuing to expand our functional expertise



Developing the capability to create much more competitive artificial task agents, both within and beyond TOTVS



Mastering the application, its delivery environment, and the offering/access to task agents will be strategic



# Applications Origin

● Solid lines define TOTVS  
addressable market

Human  
**Agents**

**Deployment  
environment**

**Application**  
1X

**Customer  
TCO**

\*TCO: Total Cost of Ownership



# Cloud / SAAS

Human  
**Agents**

**ERP Cloud**  
~2X

**Application**  
1X

**Customer  
TCO**

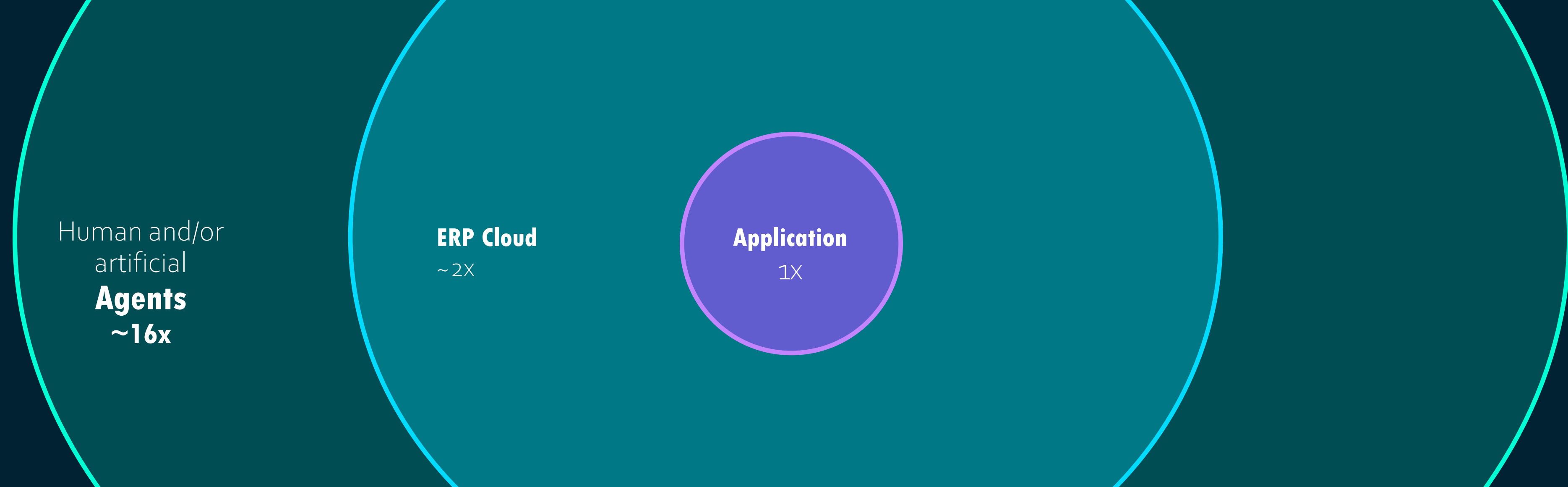
● Solid lines define TOTVS  
addressable market

\*TCO: Total Cost of Ownership



# AGENTIC AI

 Solid lines define TOTVS  
 addressable market



# Customer TCO

\*TCO: Total Cost of Ownership



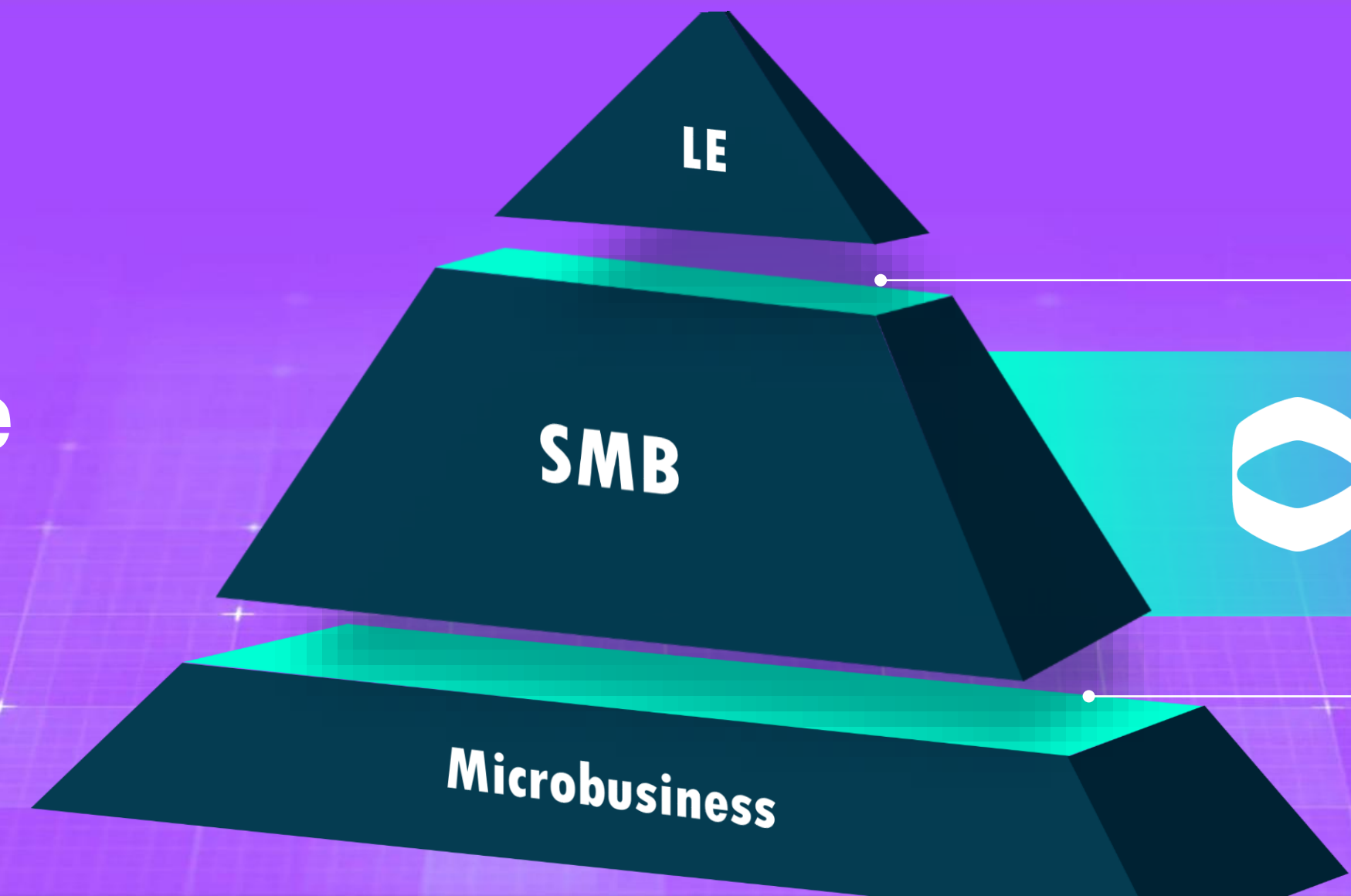
What is  
**TOTVS?**



TOTVS  
core expertise is  
the **SMB!**



Our essence is  
to work with the  
**SMB**



**Annual Revenue (R\$)**

100 million to  
2 billion

**This is our ICP**  
(Ideal Customer Profile)

Increase our  
relevance within  
clients as a  
**Trusted Advisor**

LE: Large Enterprises  
SMB: Small and Medium Business

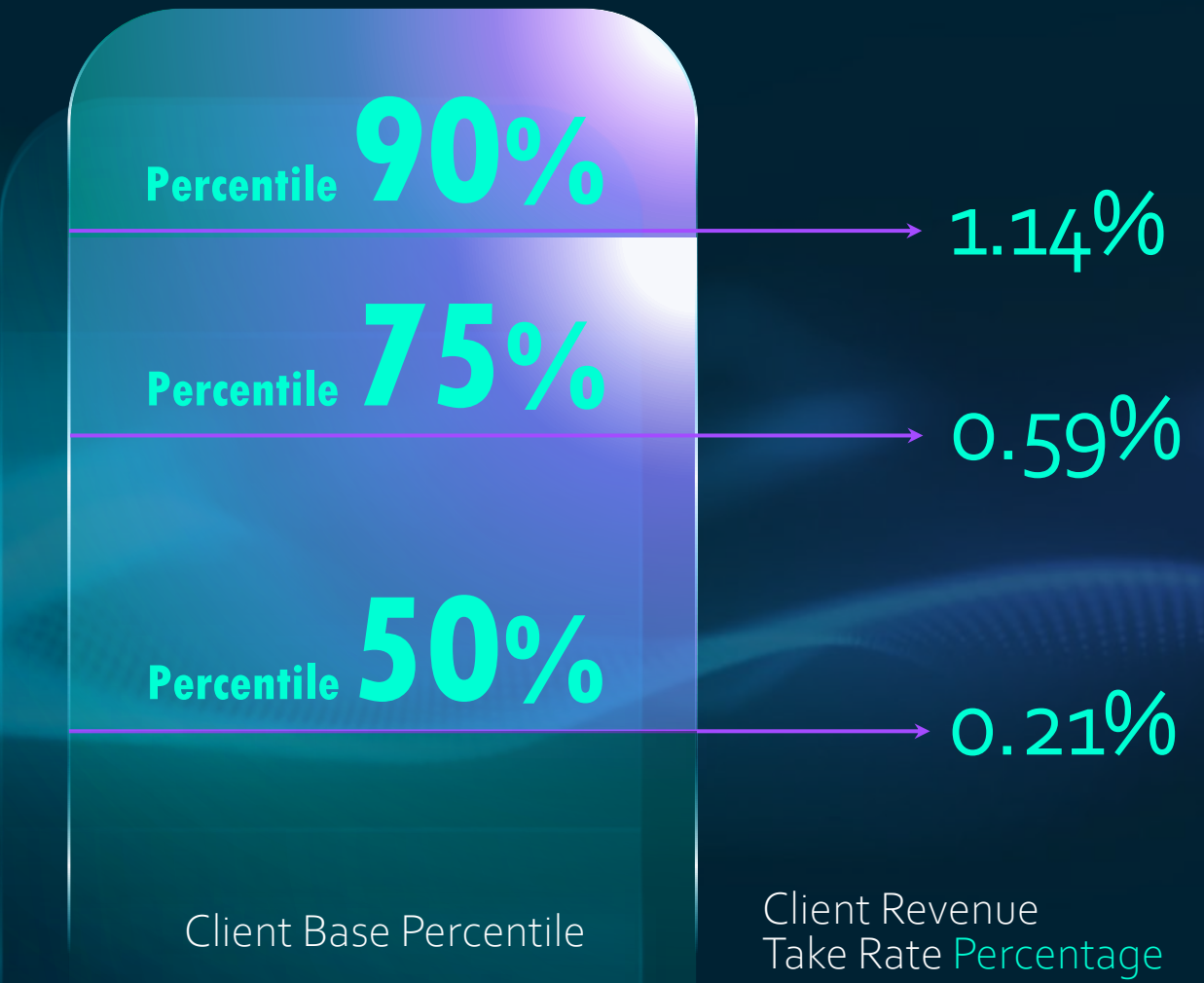
**Increase our  
relevance within  
our clients as a  
Trusted Advisor**

TAKE RATE



\*Based on 15 thousand corporate groups with mapped revenue

CLIENTS OF MANAGEMENT\*



~75%

of our sale are  
cross and up sell



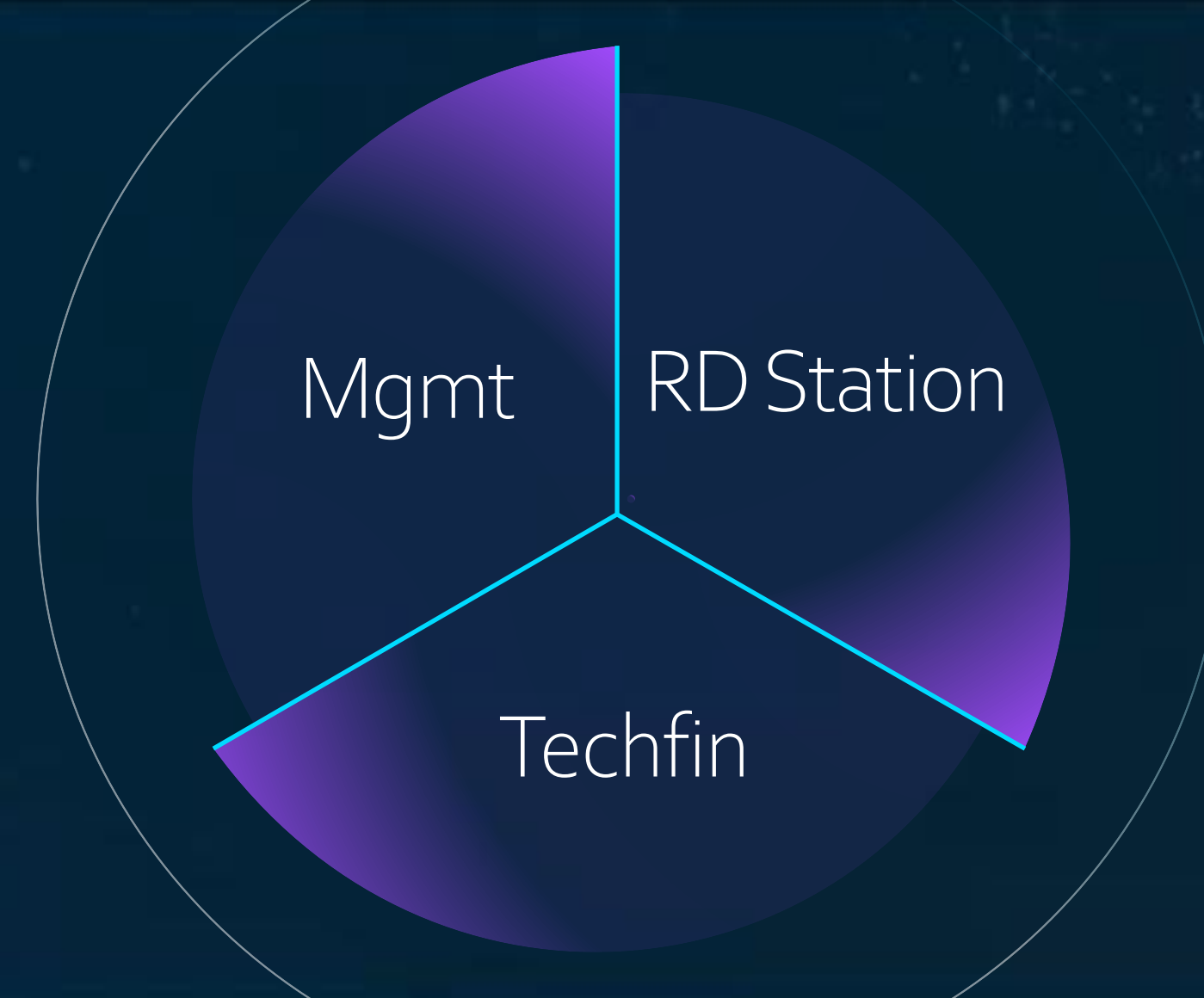
# TOTVS Evolution



Management



# TOTVS Evolution





# TOTVS

## Evolution

UNLIMITED EXPANSION

# How to Expand:

## Main assets

Unmatched Distribution Platform

Massive Client Base

High R&D Investment Capability

CAGR	2014-24	2020-24
Brazilian GDP (Nominal) <sup>1</sup>	6.6%	8.1%
Management Market <sup>2</sup>	13.4% 2X Brazilian GDP (Nominal) <sup>1</sup>	14.9% 1.8X Brazilian GDP (Nominal) <sup>1</sup>
TOTVS Management <sup>3</sup>	15.6% 1.2X Management Market <sup>2</sup>	18.7% 1.3X Management Market <sup>2</sup>
RD Station Market	23.7% 3.6X Brazilian GDP (Nominal) <sup>1</sup>	23.8% 2.9X Brazilian GDP (Nominal) <sup>1</sup>
TOTVS RD Station <sup>4</sup>	62.4% 2.6X RD Station Market <sup>4</sup>	32.7% 1.4X RD Station Market <sup>4</sup>

(1) BACEN; (2) Gartner; (3) TOTVS - Management Recurring Revenue; and (4) TOTVS - Revenue from RD Station in 2014.



# Understanding a bit more **about our** **journey**

Application Software  
ERP, HR, Verticalized Solutions, Cross  
Solutions, RD



Cloud  
(PaaS, SaaS e IaaS)



Data Intelligence

"A constantly evolving/expanding  
portfolio."

- Functional depth and best practices.
- Addition of new features.
- Specialization by industry / segment / practice.
- Evolution with Fiscal / Legal compliance.

E.g.: Rental segment driven by the usage-over-ownership economy.  
Manufacturers renting out the equipment they produce.

"The largest purpose-specific cloud in  
Brazil."

- Positive impact on both cost and TCO for solutions already born SaaS Native.
- Positive impact from migrating clients from Traditional solutions to the Cloud.
- Opportunities to expand scope around purpose-specific cloud services (IaaS).

Cloud = more access, more data, more innovation, more security

"The fuel for integrations, insights,  
and AI."

- Evolution of the data theme in product functionalities.
- Platform to support data collection, processing, enrichment, and availability.
- Enabling AI usage specialization / personalization.



The cycle restarts with the possibility of generating new features based on the scenarios created.



# Understanding a bit more **about our journey**

## Artificial Intelligence



## Agentic Applications

"Automate, leverage,  
and suggest."

- Platform to provide access to market models, with governance, observability, and security.
- Framework to deliver AI capabilities and create Agents.
- Use of specialized application data for accuracy and personalization.

"Expand, decide, and enhance the  
capabilities of Brazil that get things  
done."

- Creation of Agents that use AI combined with decades of knowledge contained in the applications — data and business rules.
- Hybrid approach combining Human Agents with one or multiple Digital Agents.
- Digital Agents Marketplace to empower TOTVS, Channels, Partners, and especially Clients.



The cycle restarts with the possibility of generating new features based on the scenarios created.



# What completes the approach

Recurring services to support clients throughout their evolution in using the portfolio.

- AMS
- Prime
- Tailor-made packages

Expansion of the Fluig Portfolio using AI.  
Evolution of integration capabilities – TOTVS IPaaS – facilitating interaction between Applications and AI Agents.

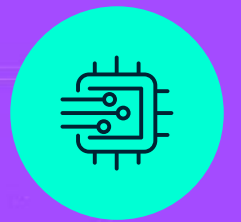
**Support Journey**



**Productivity tools**



**AI usage at TOTVS**



Use of the company's own solutions.

Use of proprietary and market solutions to achieve scale, productivity, and quality gains in internal processes.

**E.g.: Development and Support / Customer Success**

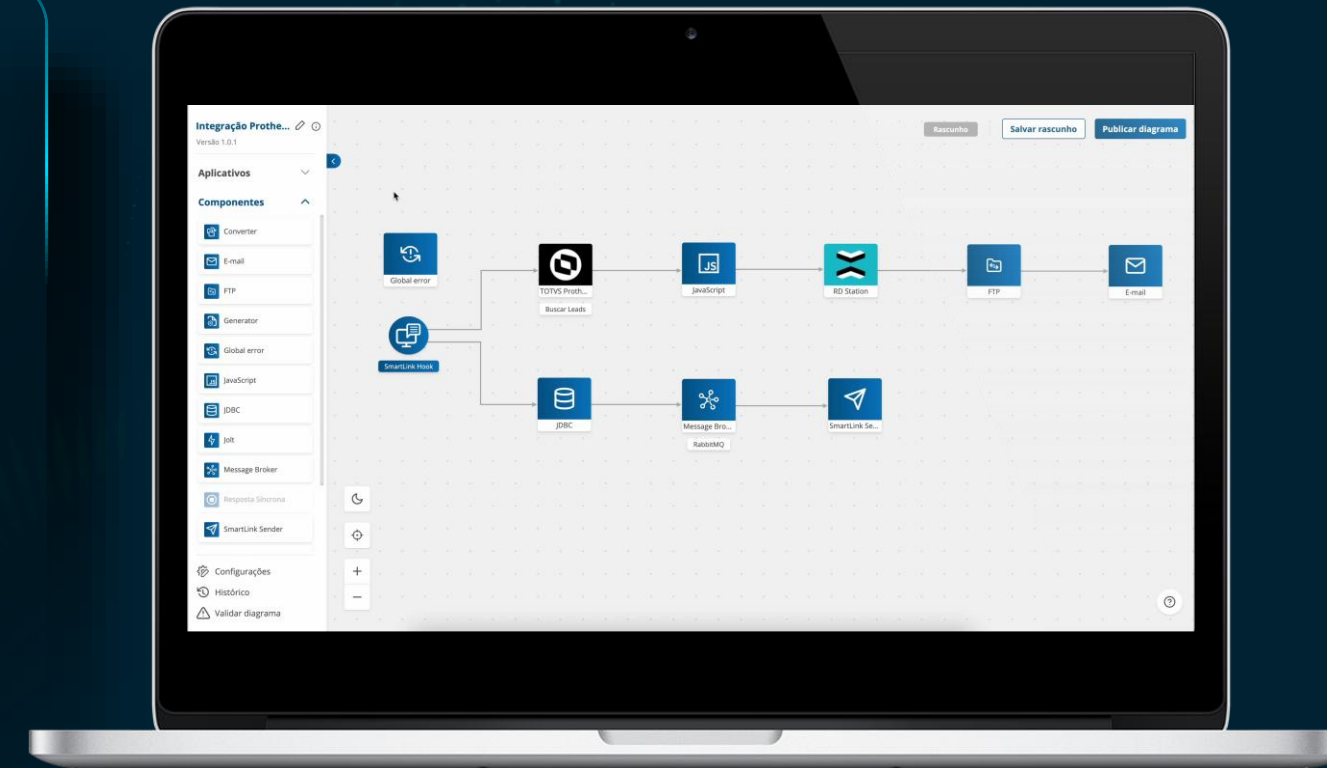
Increased competitive capacity and reduced TCO for clients.

**E.g.: Sales and Implementation.**



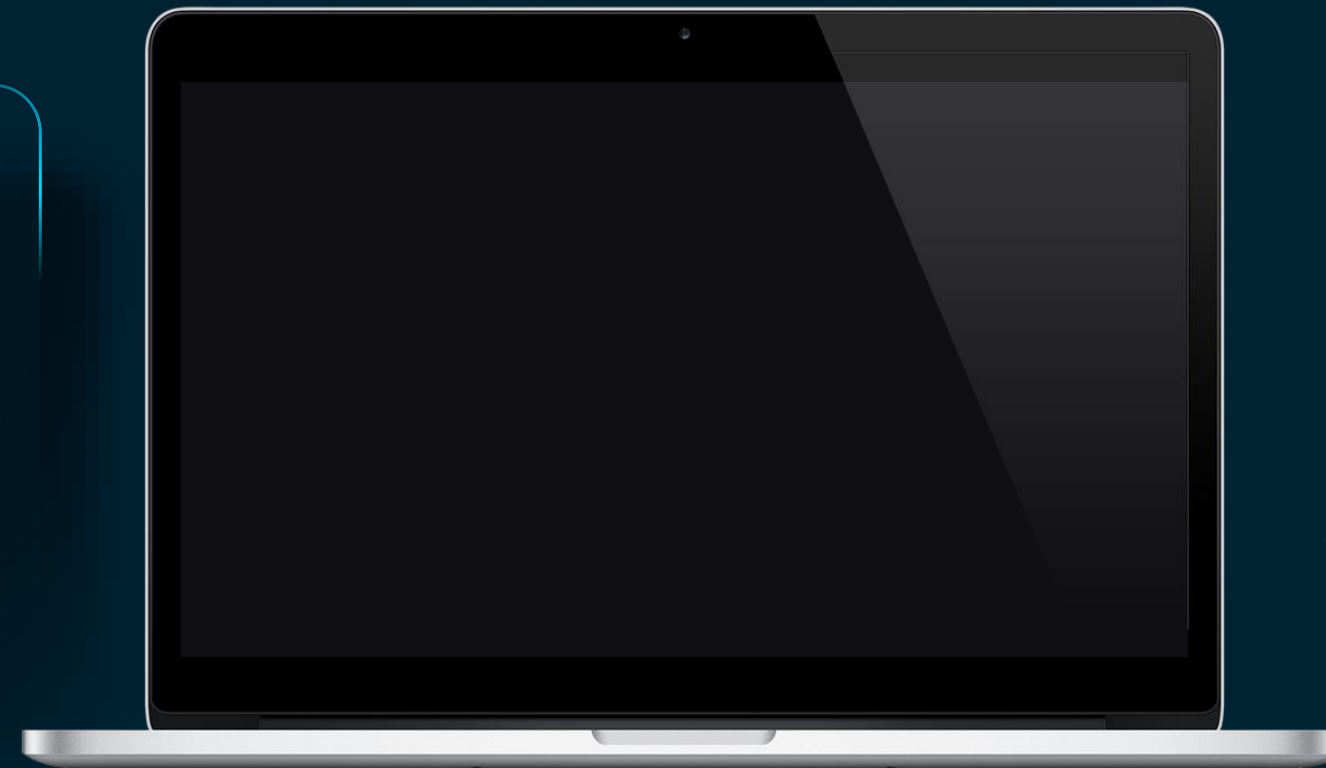
# IPaaS Javascript Component with AI

Agility in development  
Smart assistance  
Reduction of manual errors  
Complex transformations made easy  
Real-time validation



# TOTVS Fluig Artificial intelligence

Accelerated creation  
Idea for prompt  
Prompt for processes  
Process examples



# TOTVS Analytics Smart Chat Assistant

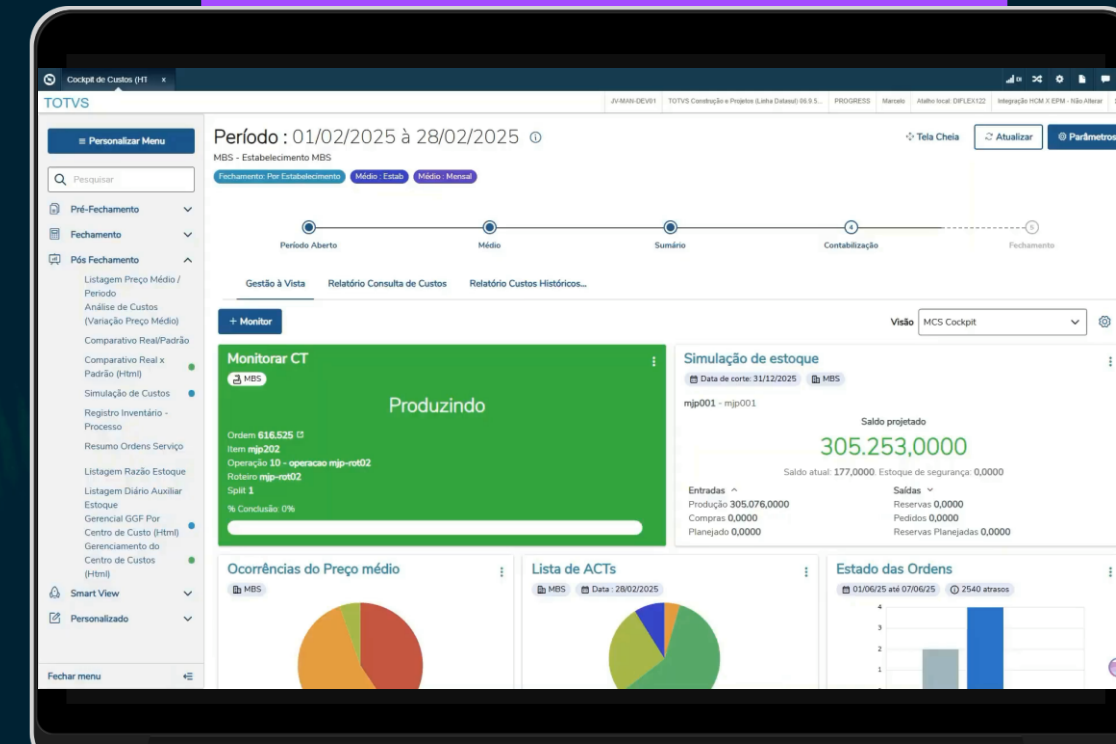


Smart Chat Assistant  
Insights with Machine Learning

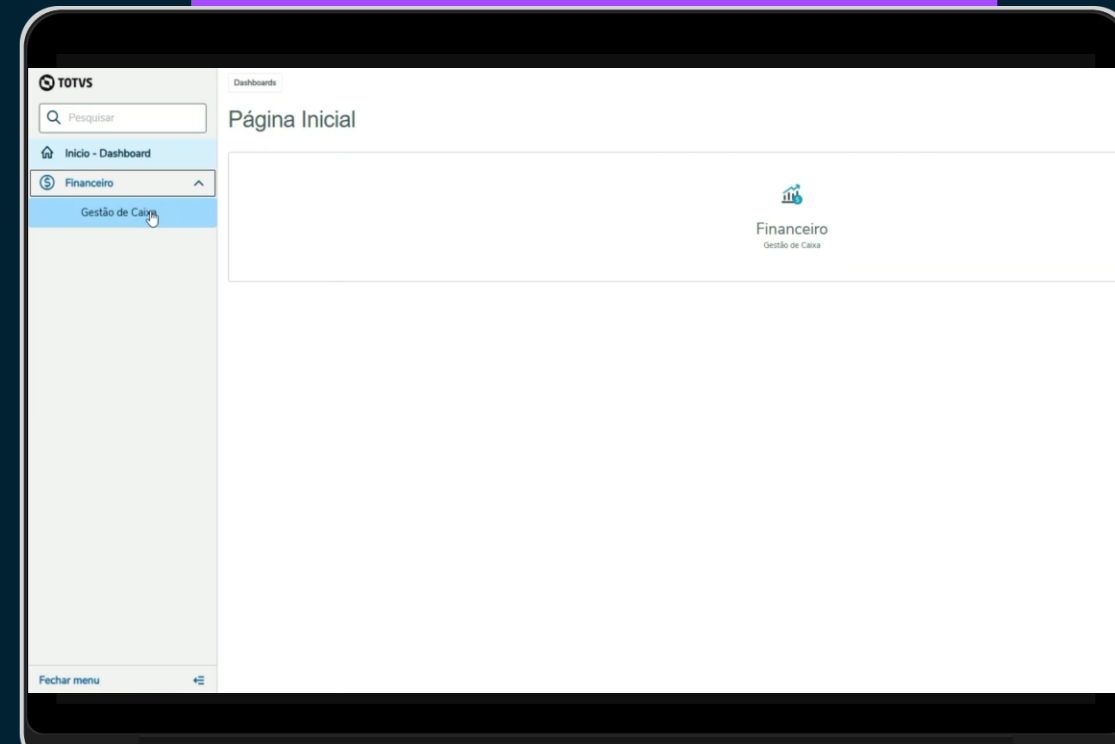


Future  
UX

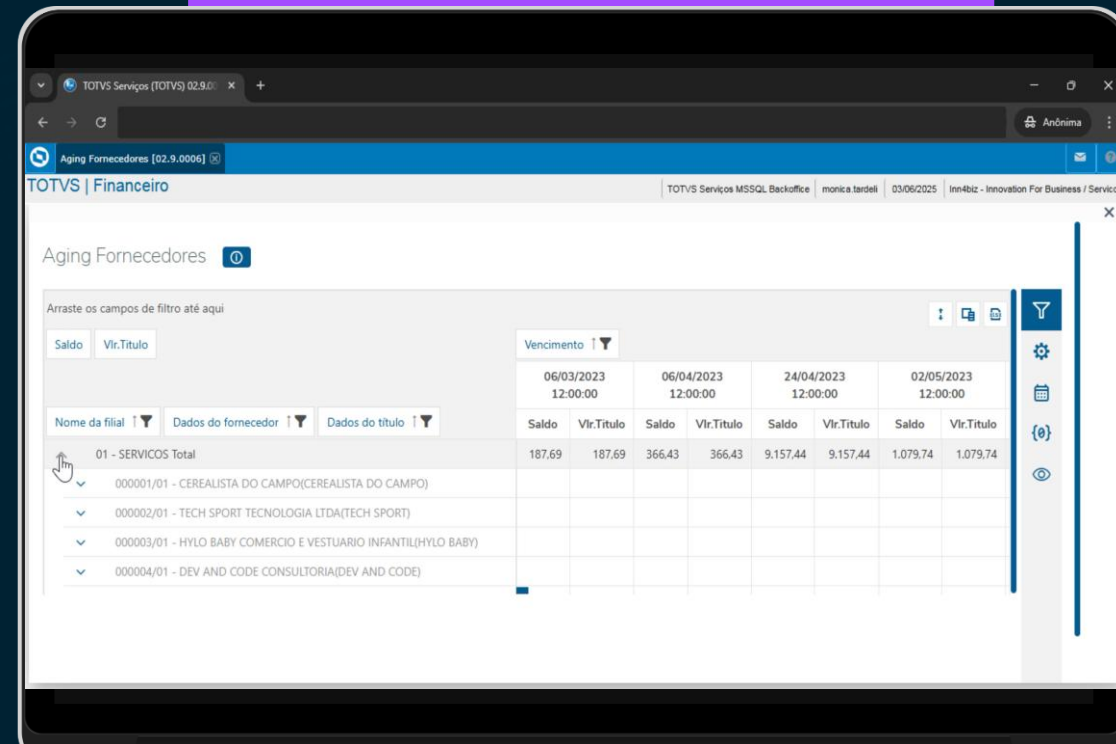
Datasul



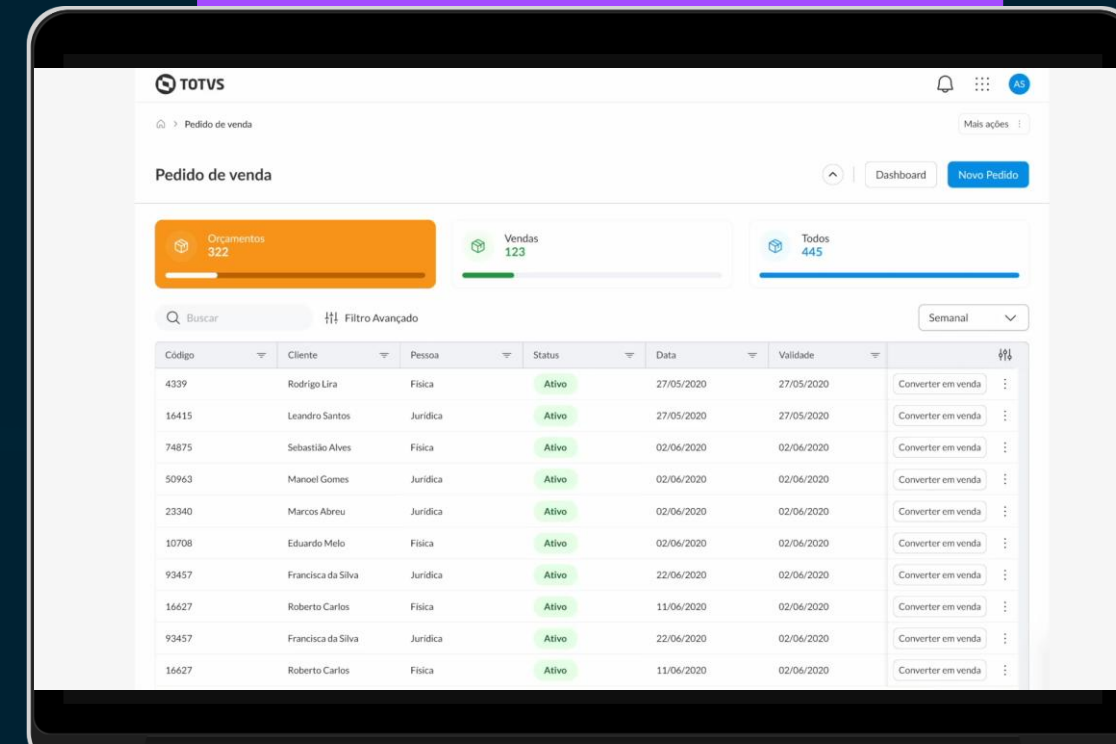
RM



Protheus



Winthor





# Core functionalities






# Core functionalities

- Retail Management for Agribusiness Distributors
- Commodities trading for Sugar and Ethanol
- HXM



# Core functionalities

- 
- Industry 4.0
  - AI for Accounting Review
  - Management Software for Hospitals
  - AI applied to construction / distribution / education / retail for productivity

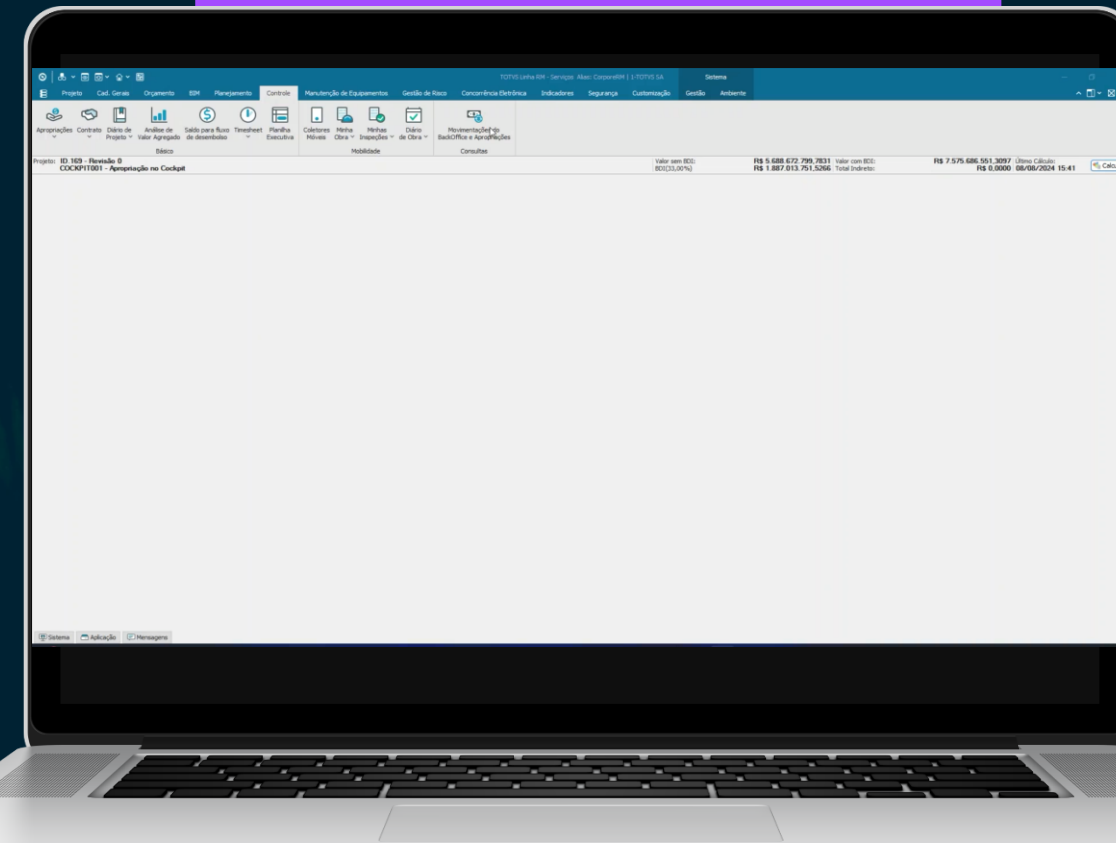


# Core functionalities

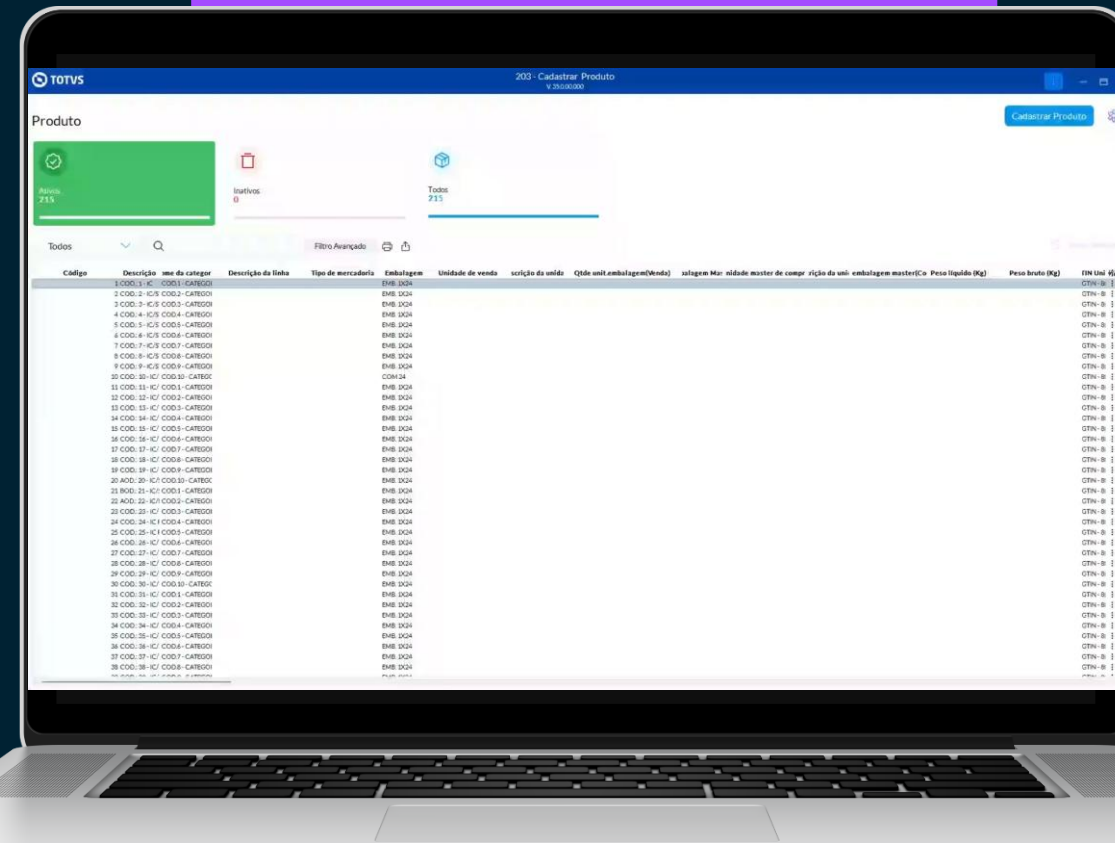
- 
- Ecommerce integration to Backoffice
  - AI for Logistics and Factory floor
  - Retail Solution for franchises

# AI Preview

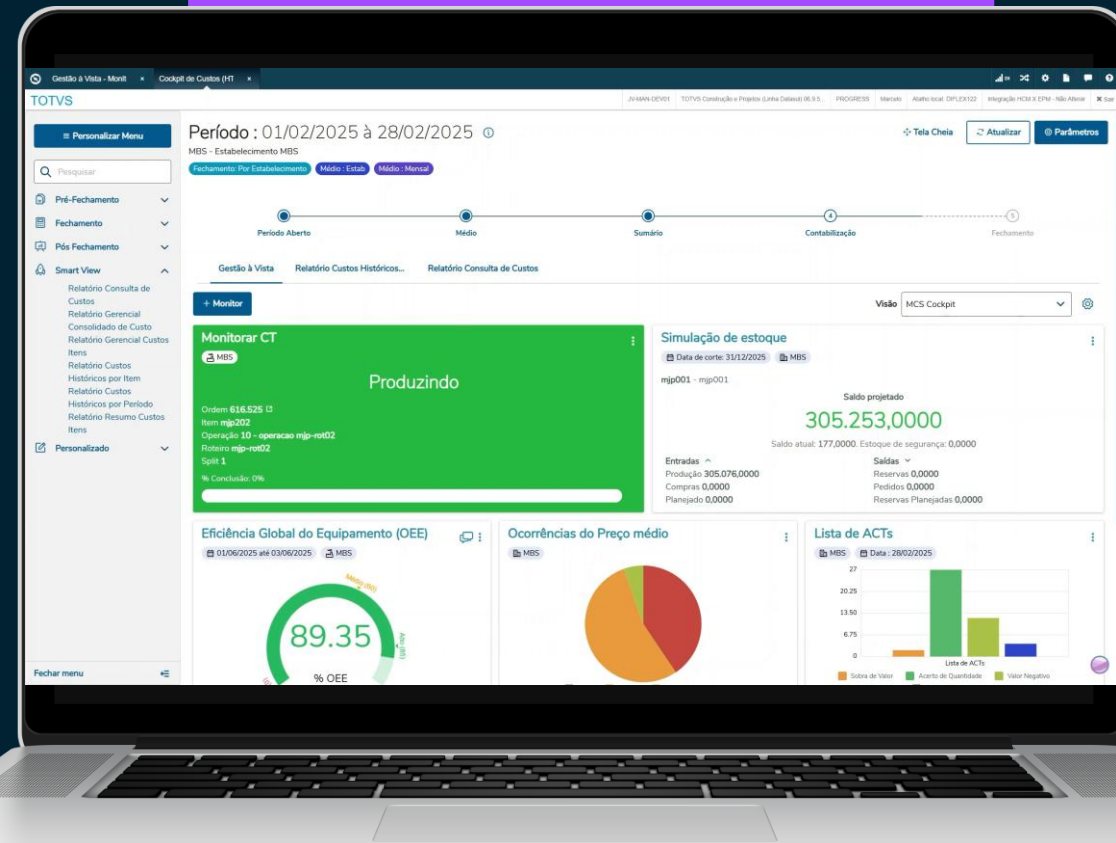
Construction



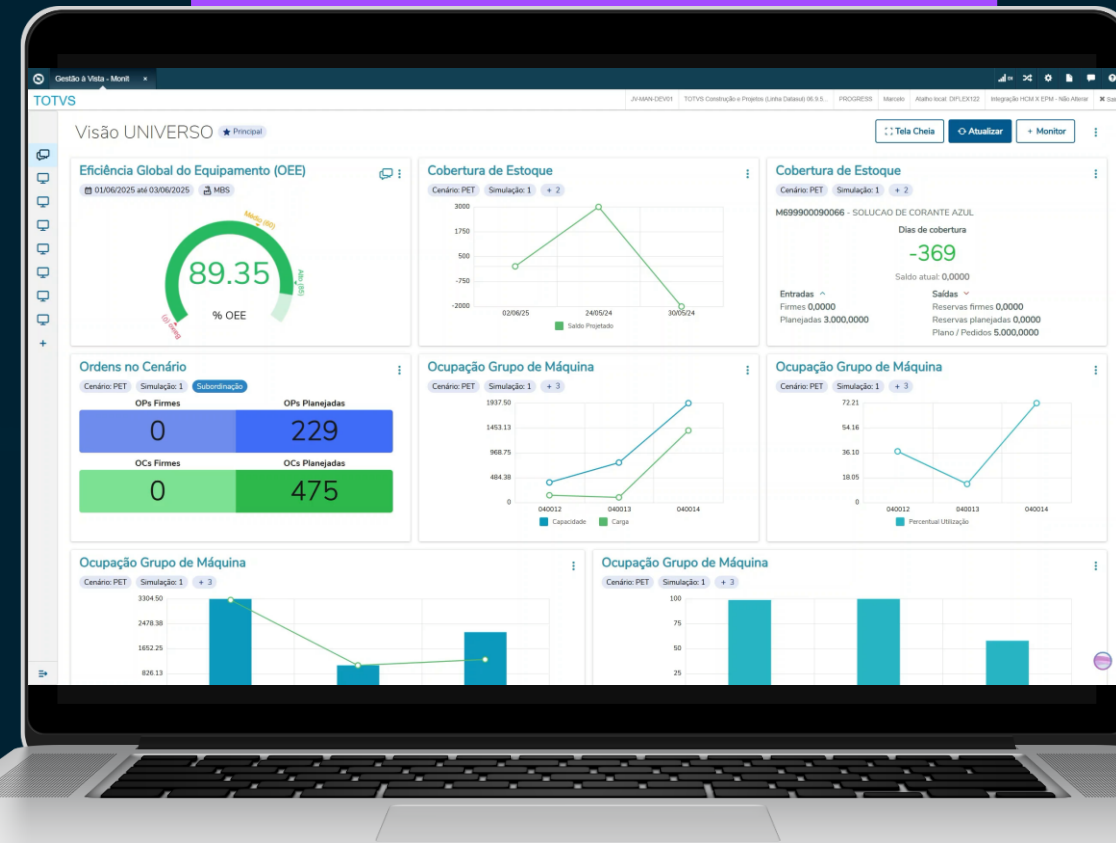
Winthor



Costs



Information





# Tax Reform



## Information

TOTVS will be able to delivery the most comprehensive service to our customers



## Relationship

TOTVS presence will help to guide customer on this journey



## Responsibility

Maintain and expand TOTVS compliance to Brazil Tax System

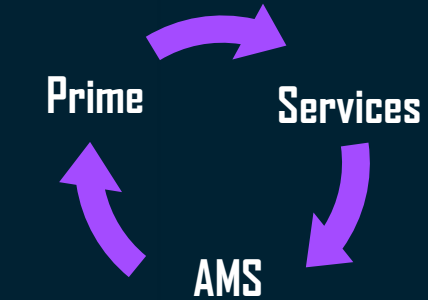


## Product

Incremental evolution



## Services



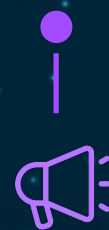




We born as

# A single product

for marketing teams that need to generate more sales leads



Marketing

MARKETING

RD STATION  
MARKETING

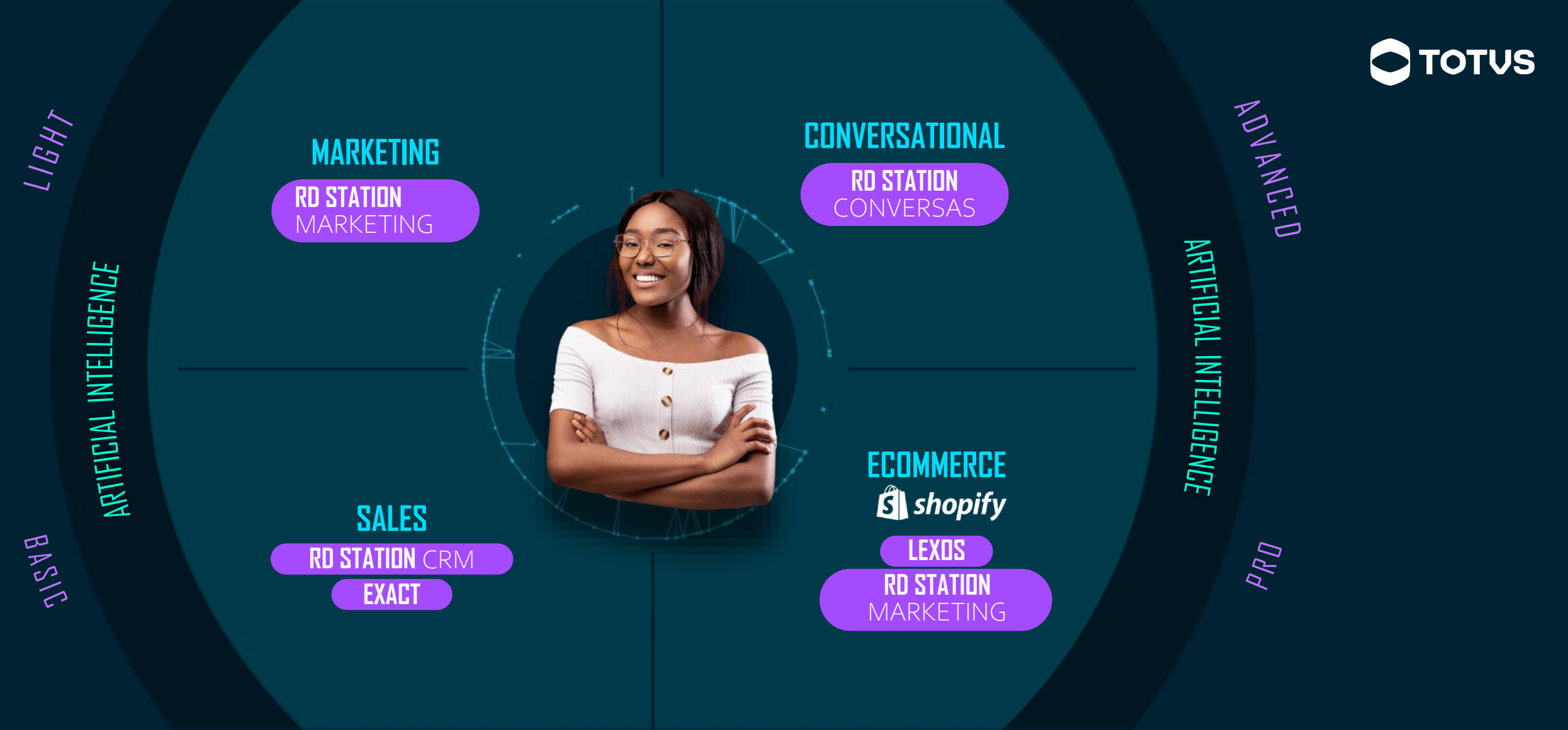




We became

# a journey End to End

for entire companies to increase their  
capability to generate and retain revenue





# Our shared future

Marketing & Sales & Management



Marketing automation



CRM sales

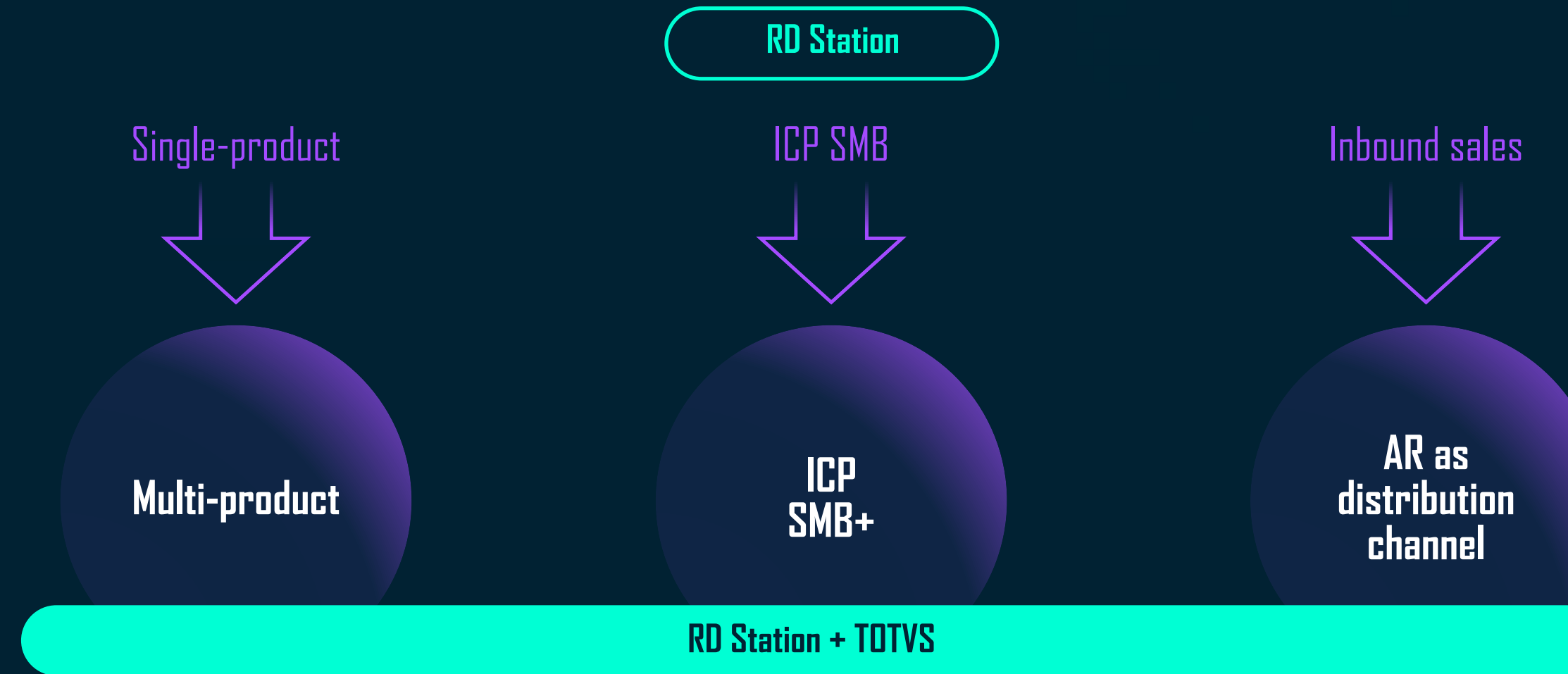


Backoffice  
solutions







A union that's only beginning



Platform of solutions for those who want to sell more and better



-  **Subscription Services** (physical and online)
-  **Supermarkets and Hypermarkets** (physical and online)
-  **Education** (physical and online)
-  **Wholesale** (physical and online)
-  **Retail** (physical and online)
-  **Hospitality** (physical and online)
-  **Healthcare** (physical and online)
-  **Food Services** (physical and online)
-  **Gas Stations** (physical and online)
-  **Telephony** (physical and online)

Today we  
already have  
ONE FOR ALL

# We are building

## ONE FOR EACH

Complete solution for **Education**



Attract new students, convert enrollments, and track the educational journey with fully integrated marketing, sales, service and management.

Complete solution for **Construction**



Attract new projects, gain efficiency on-site and manage everything with marketing, sales and management working jointly.

Complete solution for **Segment**



Complete Industry Solution



Complete solution for **Segment**



Complete solution for **Segment**





# Marketing, AI and Backoffice together to sell more

A vehicle dealership automated the entire vehicle purchase and sale process with the support of RD Station. The integration between RD Station Marketing, RD Station CRM, RD Station Conversas and DETRAN via API optimized the commercial process.



**Vehicle search integrated with  
inventory and AI recs**



**Connection with  
sales engines**

# Stages of **AI evolution**

AI-FIRST ORGANIZATIONS

TRUST

AI AS A  
RESOURCE

COPILOTS

AGENTS

AUTONOMOUS  
AGENTS

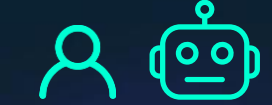
1

2

3

4

AUTONOMY







**AI** wave

**at RD Station**

Smart List   Smart Send   Smart Message   AI Social Posts   Email Subject Generator   Smart Email Sending

Reporting Insights   Sales Playbook   Conversation Highlights<sup>2</sup>   Negotiations Prioritization   Smart Tags

Customer Service Agent<sup>3</sup>   My Assistant<sup>3</sup>   Content Generators   Best Next Action Recommendations

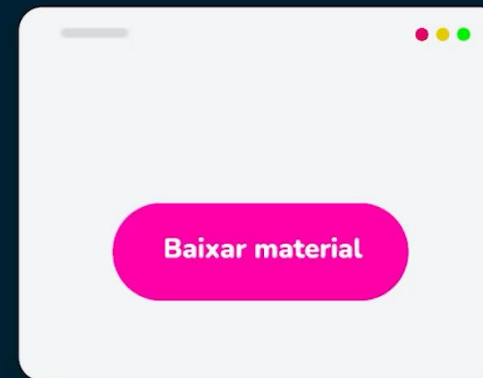
Rê in RD<sup>2</sup>   Personalized Recommendations   Call Analytics   Digital Roleplay   Smart Scheduling

Personal Shopper   Virtual SDR<sup>3</sup>   Lead Enrichment   Strategy and Usage Assistant<sup>2</sup>   Much more to come



AI Intern 3

# Virtual SDR & Service Agent



As a platform,  
**Where we  
want to go**



AI creating a  
**User-Based  
Journey**



**AI Agents interacting  
and making decisions**



**AI copilot turns  
every user into an expert**



In the market,  
**Two sectors  
come together**

The  
Economist

Business | Schumpeter

## AI agents are turning two giant enterprise software companies into rivals

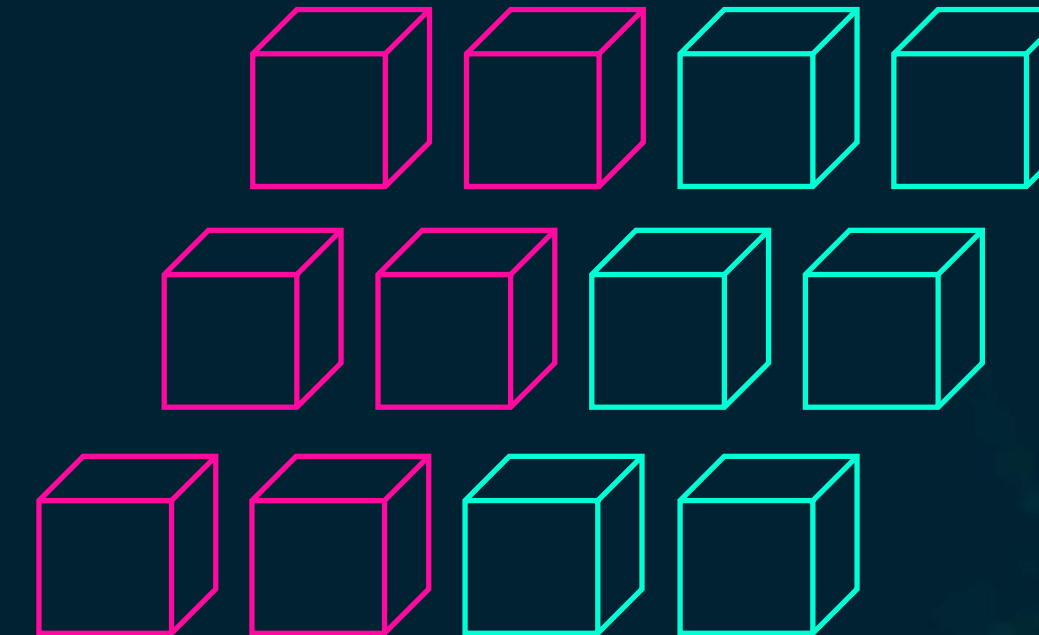
Artificial intelligence is blurring the distinction between front office and back office



At TOTVS,  
**This is already  
a reality**

Marketing, Sales

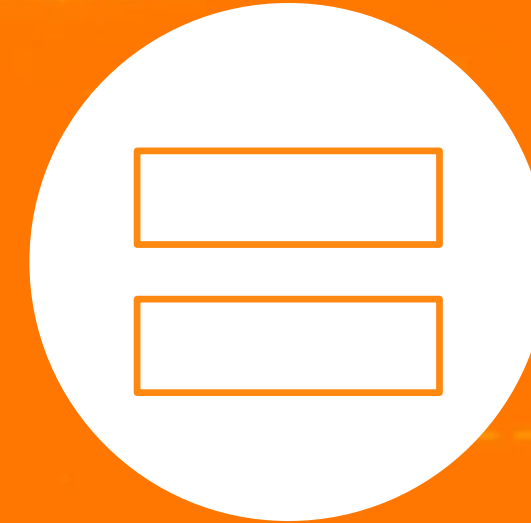
BackOffice





# ERP banking

Financial solution fully Integrated with the management system, enabling a more agile and efficient journey



**EFFICIENT  
JOURNEY, NO  
MORE ALT+TAB  
(SEAMLESS)**

Operational and  
Financial

**SMART USAGE OF DATA**

Greater accuracy in credit  
granting and monitoring, with  
better loss predictability

# From the financial dashboard to a contextualized journey



## Customer centricity

Journey aligned with the customer needs



## Agility

Agile discoveries and course correction



## Scalability

Scalable solutions



## Alignment

Precise and amplified communication with stakeholders



# Objectives



Integrated solution



Simple Journey



Financial Efficiency



Operational Efficiency



Transformational Experience

VALUE GENERATED



Low customer acquisition cost



\$\$\$ journey premium



Low delinquency - Data

**Increased profitability**

**BU TOTVS**  
ERP Banking –TOTVS

Operating across the entire **TOTVS** customer base

**Over 100K clients** with a potential credit **Market of R\$404 billion**

**Payment and credit** offering through an **integrated journey** and **intensive use** of ERP **data**



**BU Multichannel**  
ERP Banking Sales Financing

**Agnostic** operation with large **Anchors across all ERP**

**Supplier Pay** as the main product, integrated with partner ERPs

New growth avenues – Itaú BBA

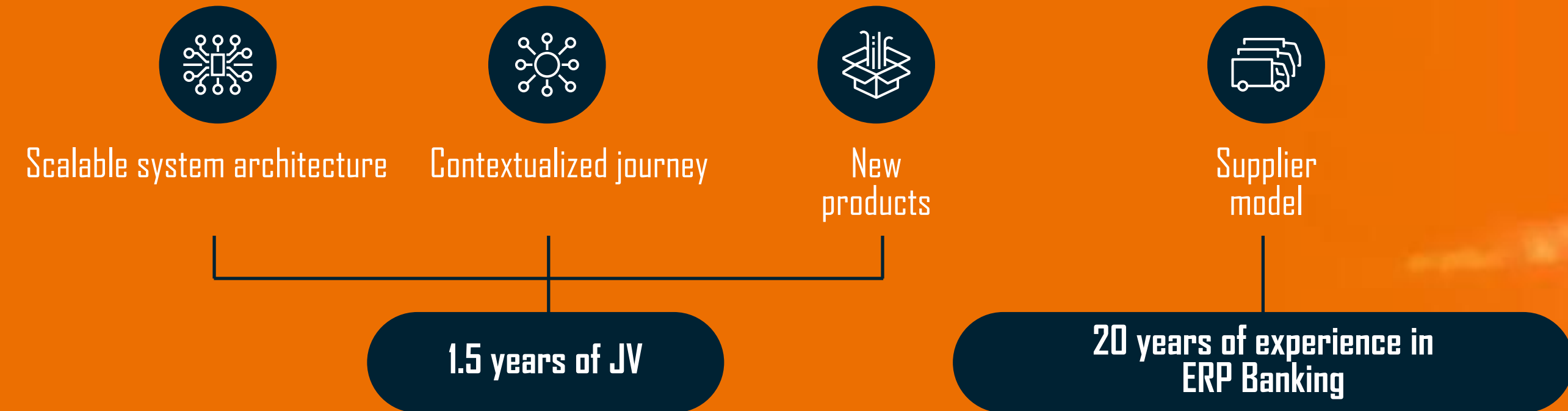
**+100** active **partners**

**+1.2 million customers** with **credit**



# ERP Banking – New Model

## ERP BANKING



### AR Collection

Hybrid Slip ("Boleto")  
Pix (Instant Payment)  
TED (Electronic Transferring)  
Split Payment  
Credit Card Receivables

### Payment

Bill Payments  
Tax Payments  
DDA Integration  
Pix  
TED

### Credit

Receivables Anticipation  
Payment Financing  
Sales Financing  
Working Capital

### Investment

Remunerated Balance

Digital Account | Automatic Reconciliation

## TOTVS BU

ERP Banking – TOTVS

### “Full ERP” Clients

Clients using the 4 main ERPs  
(Protheus, Datasul, RM,  
Winthor)

### “TOTVS” Clients

Clients with commercial ties  
to other TOTVS products

### New Client Acquisitions

(not necessarily ERP)

Clients from recent  
acquisitions (especially RD  
Station)

**Our ambition and  
who we are building  
for**

## Multichannel BU

ERP Banking – Sales Financing

Credit  
Assignment

Itaú  
Distribution

Long  
Terms

Agrobusiness



# Our Numbers\*



**R\$12 bn**

Financed in the credit portfolio per year



**R\$13 bn**

Transacted in payment products

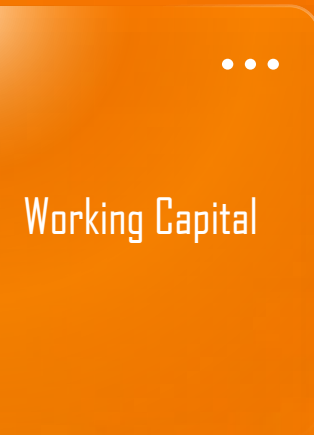


**1.4 million**

Clients with approved credit

## TOTVS BU PRODUCT PORTFOLIO

### Credit Solutions



Working Capital

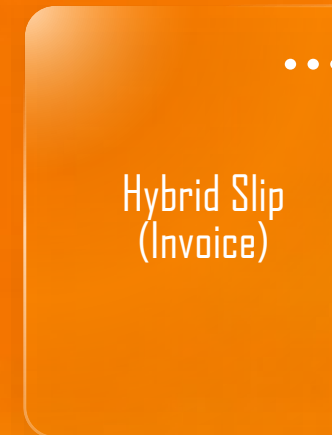


"Mais negócios"  
(More business)



Receivables anticipation

### Payment Solutions



Hybrid Slip  
(Invoice)



Pix solutions



20  
22

## Reorganization of business fronts:

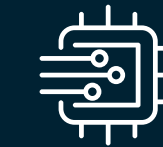
- Distribution (ARR Addition Pace)
- Franchise and TOTVS Branches Expansion
- Sales Portfolio Expansion
- TCO Reduction
- NPS Evolvment

## Data Science in Customer Sales Journey

- Empodera
- White Space
- IMG (Mgmt. Maturity Index)
- Take Rate
- Share of wallet Increase

To be our client's  
Trusted Advisor,  
focusing on  
TOTVS' three  
Business Units

20  
25



Sales Journey  
with AI



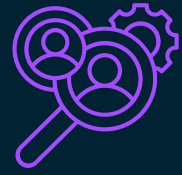
20  
22



+19  
Sales offices



+1.7X  
Cloud Sales



+1.7X  
HR Sales

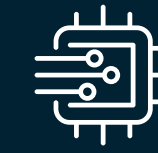


+2.1X  
Prime Support  
Sales



+8 pts  
NPS increase

20  
24



Sales  
Journey  
with AI



Unlimited  
opportunities  
with **Cloud**

**Our Cloud PaaS  
model**

Does not require  
Software deployment



Proximity + Perception of quality  
**is the main driver for**



NPS increased  
from 2018 to 2025

**+40**

Points

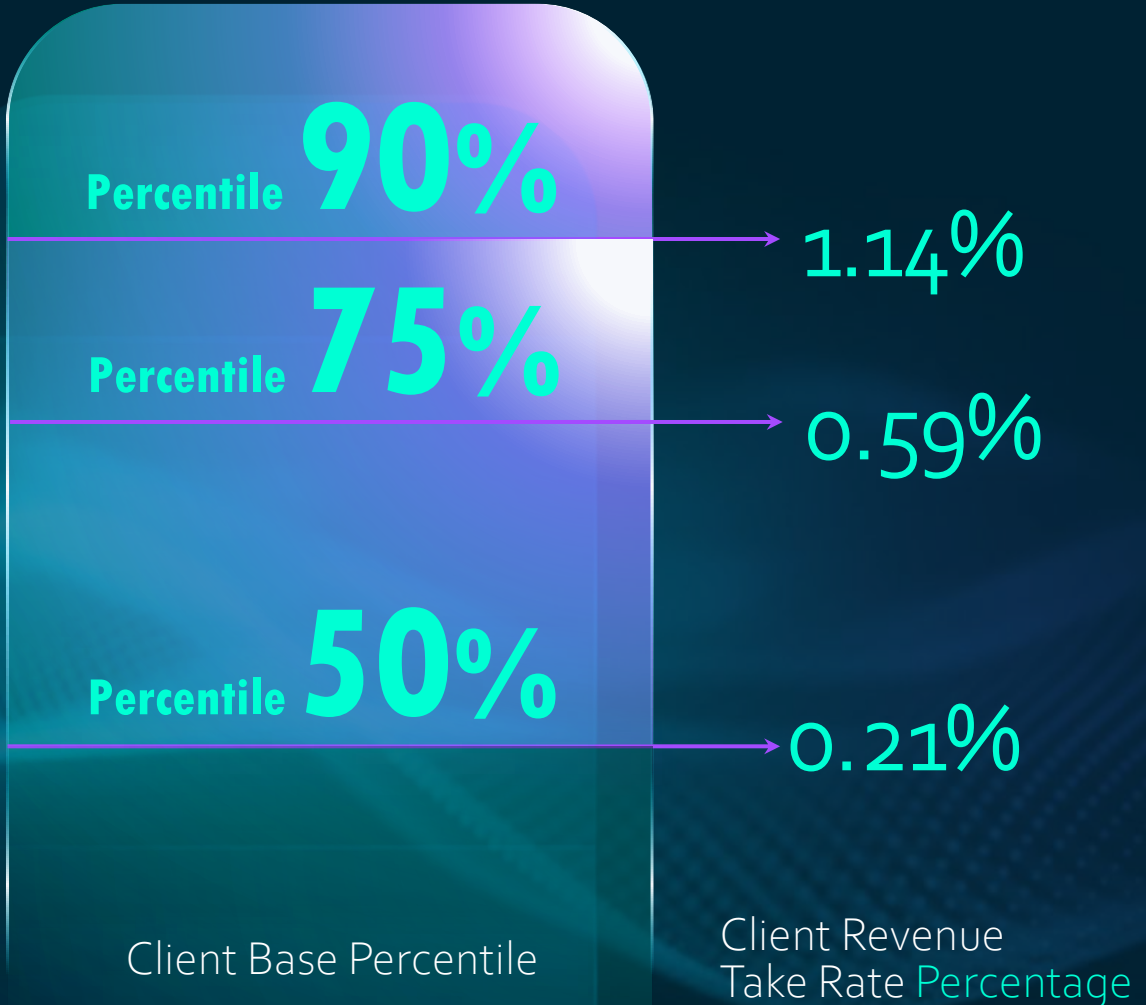
**0.6%** of clients with AMS  
(Application Management Services)

**1.4%** of clients with Prime Support

# TAKE RATE



CLIENTS OF MANAGEMENT\*



- Cloud
- Prime Services
- HXM
- AMS
- Verticals Solutions



**New addressable Market with IA**  
to capture higher Take Rate

\*Based on 15 thousand corporate groups with mapped revenue



# Ecosystem



Management  
RD  
Techfin

Public sector

Healthcare

Supermarkets

Hotels

LatAm

**We are adding AI**  
in the distribution  
model

# SALES JOURNEY WITH AI

AI Value Engineer

Proposal Development

Filling the whites spaces

Documentation done by AI

Benchmarking of services

TCO reduction

Being a  
trusted advisor  
**means staying  
close to the  
SMB client!!**





Why people matter  
**more than ever?**





# #1

Increase our people's  
**proficiency**  
in **Data** and IA.

# #2

Prepare our leadership **to be**  
**AI-driven, fostering**  
**knowledge sharing and a**  
**culture of experimentation**  
**within teams.**

# #3

Develop our people based on  
our evolving **values and**  
**future-ready competencies**  
*- Skill set for  
a connected world.*

# #4

Be a desirable and  
relevant brand to attract  
and retain talent.

N E W   S U C C E S S   K P I S

## Amplifying Human Capabilities

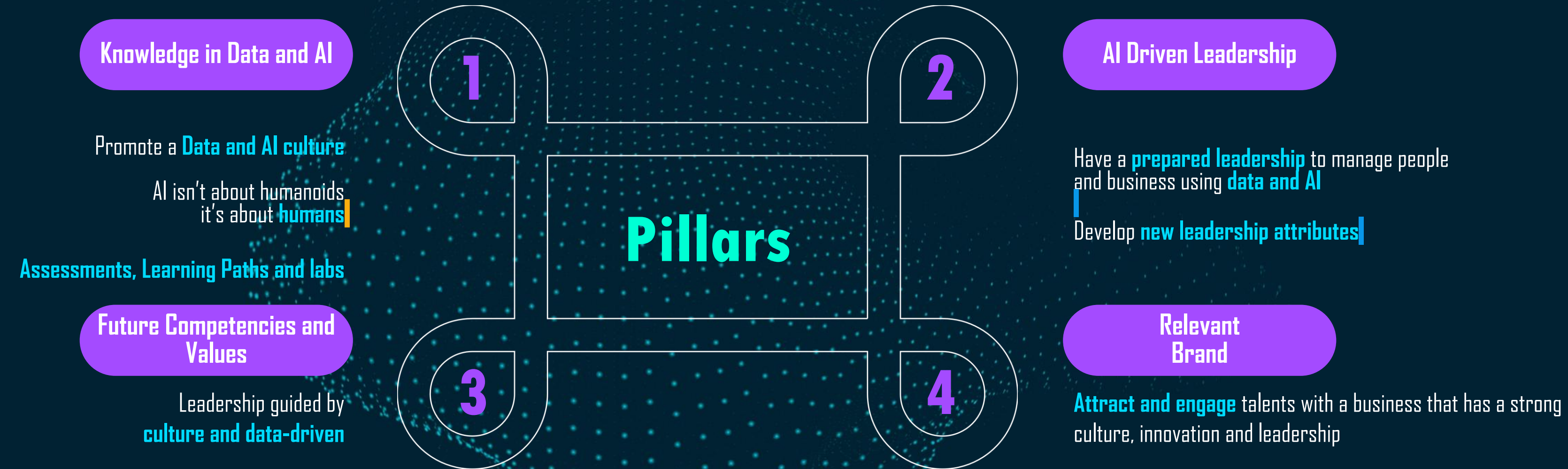
### INNOVATIVE PERFORMANCE

- = Data
- + Collaboration
- + Creativity
- + Empathy

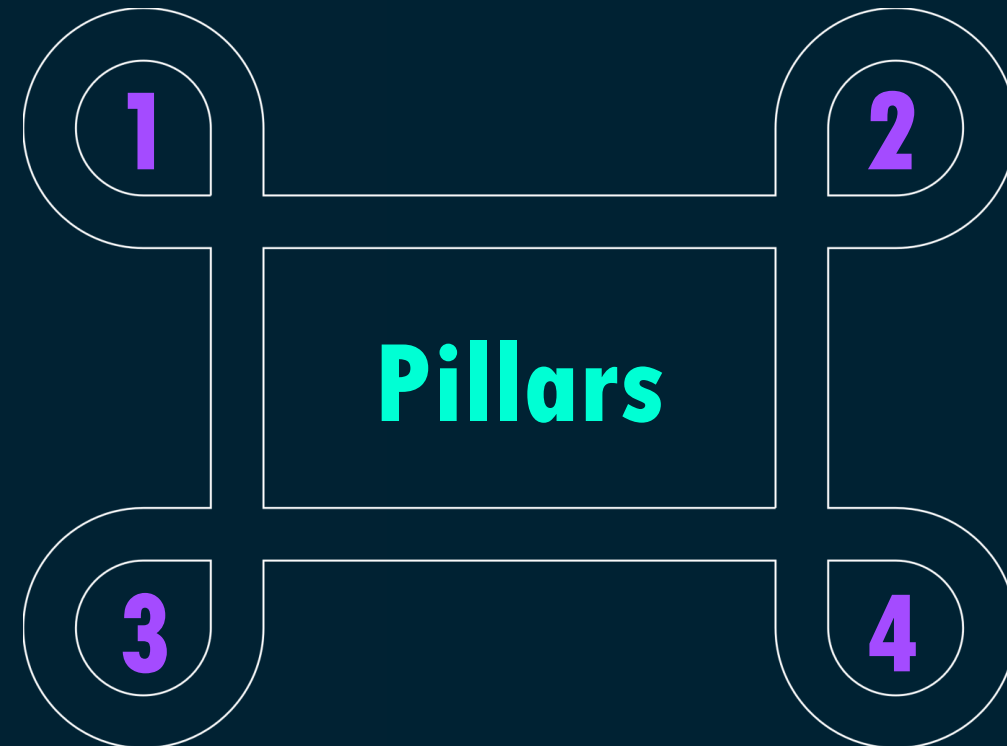




# TOTVS Methodology for Networked Learning



# Amplifying Human Capabilities



**80.4%**

TOTVS provides upskilling programs to build a strong data-driven culture

- Data and AI Academy
- JEDAIS Training Program
- DATA SCIENCE Mentorship
- Digital Platforms Licenses

**+10K** Hours Completed  
**+30** New Contents  
**9K** People Trained  
**95** Mentors JEDAIS  
**+1.6K** Licenses

Knowledge in Data and AI

**84.7%**

My leadership encourages me to develop a culture of data usage

## Leadership Programs

- Artificial Intelligence and it's Revolution
- Data-Driven Business Decision Making
- The Future of Work
- Exponential Technologies
- Summits: NRF, SXSW e WebSummit
- China Immersion

**+5K** Hours Completed  
**+10** New Contents  
**2K** People Trained

AI Driven Leadership

**81.8%**

TOTVS encourages me to develop a culture of data usage.

**82%** of TOTVS meets or exceeds 100% of the target; we invest in technology that enables this, with **40%** of Individual Development Plans (IDPs) focused on Data and AI

**18 TOTVS AI Agents** in Development Labs with Internal Teams

Future Competencies and Values

## AI as a Learning Tool

- Internship Program
- Young Apprentice Program
- Start Tech - Data and AI
- Hackathons

**+200** Hours Completed  
**+10** New Contents  
**+400** Trained Youth

**+42.000** Applicants to Our Entry Programs  
**91%** more than 2023

Relevant Brand





# We empowered the evolution of people and business



## People are everything

We only exist because of  
the action, determination,  
and engagement of many  
people



## Client is for life

Relationships as valuable as  
products and services



## Innovate together

Collaborative  
innovation goes  
beyond technology



## HI + AI

Our difference lies in  
the combination of  
human and artificial  
intelligence



## Responsible Results

To be real, it has to be  
good for everyone



# IOS

In numbers  
2024



**+47K**

Graduated in the last  
27 years



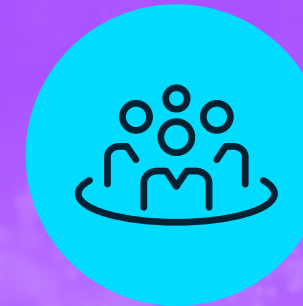
**2,200**

Average number of  
students served



**1,800**

Graduated in IOS  
courses



**1,407**

Students Employed



**59%**

Increase in Family  
Income







THANKYOU