



TOTVS

Investors Day

2021



● March/ 2021

TOTVS DAY

INVESTORS 2021



Dennis Herszkowicz
CEO

98.71

79.32

98.71

95.06

78.92

84.05



TOTVS'S DIGITALIZATION & EXPONENTIALIZATION JOURNEY



/ Dennis Herszkowicz

● March/ 2021



RECAP TOTVS 2020





Supplier's "V" recovery: Credit Production **R\$2 billion in Q4'20**

Rule of 40
Revenue growth + EBITDA margin **>40% (Q4'20)**

+R\$300 million ARR, totaling **R\$2.2 billion**

Satisfaction **Increase** reflected on **NPS**

96% of TOTVERS believe in the **Potential** and **Future** of TOTVS

80% of **Recurring** revenue



Expansion of **25.5%** on EBITDA

Admitted into **IBOVESPA, IBrX 50 & MSCI**

37.4% Supplier's ROE

GREAT ACHIEVEMENTS IN THE LAST 12 MONTHS

Progress on the **ESG Agenda**

Client renewal rate at **~99%** per quarter

Churn and default under control: didn't rise above the average history

SaaS model grew **21%** in 2020 and was responsible for **65%** of new sales in Q4'20

Increase of **30 points** in eNPS

Business Performance Strengthening with acquisitions
tail + wealthsystems

7 new Techfin products launch

Recognized with the **GPTW** and **Institutional Investor** awards



WHAT IS GOING ON IN THE MARKET?

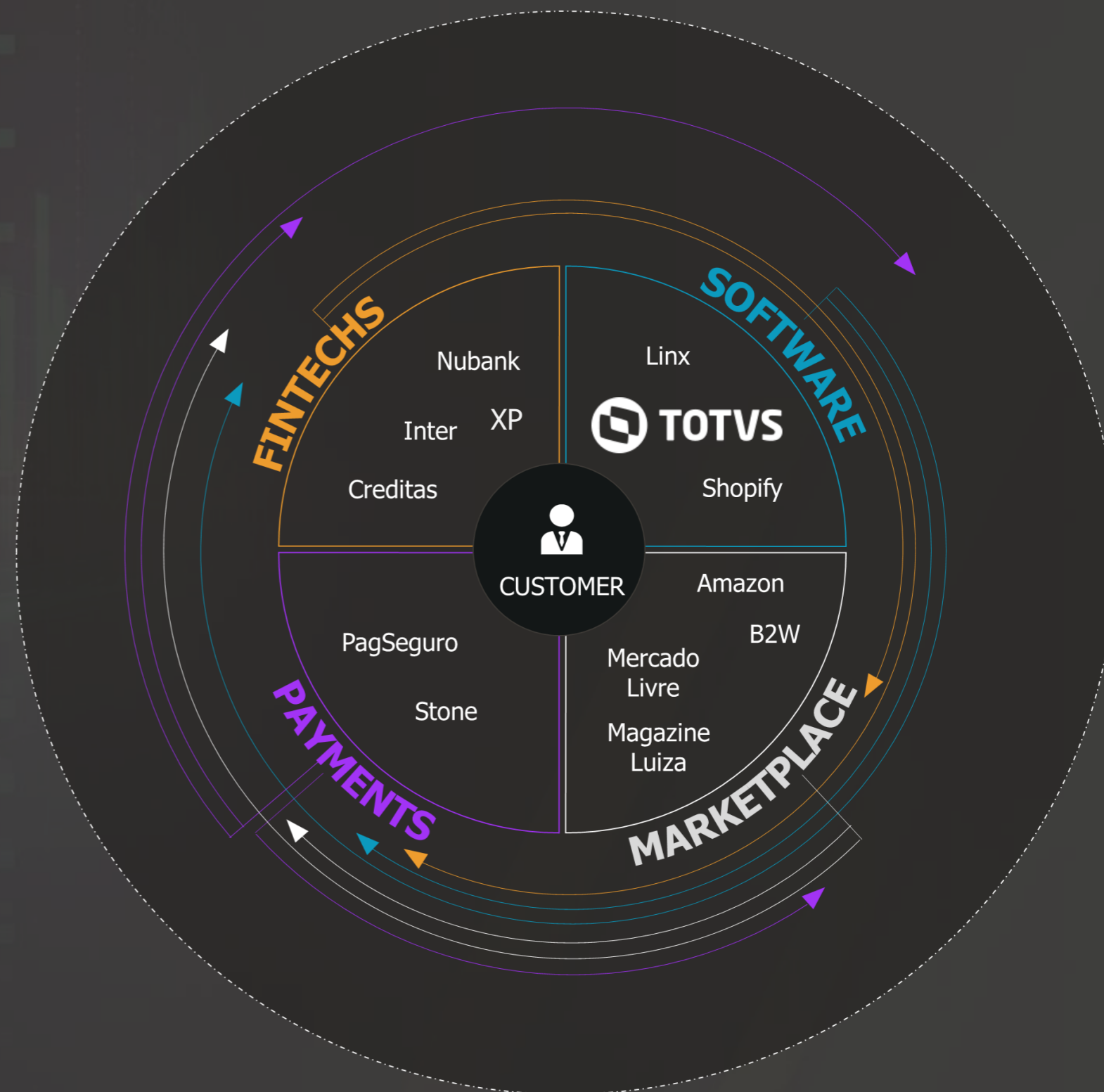




WHAT IS GOING ON IN THE MARKET?

Digitalization was accelerated by the COVID-19 context

The market dynamics has been moving towards a natural trend to build ecosystems that translates into the reduction of borders between economic sectors





OUR POSITIONING



OUR

POSITIONING

**OUR ECOSYSTEM
GOES FAR BEYOND ERP...**

3D ECOSYSTEM

MANAGEMENT

ERP
HR
Verticals



TECHFIN

Credit
Services
Payments



BUSINESS PERFORMANCE

Marketing
Sales



The construction of the
TOTVS Ecosystem
it's an aggressive move to
expand Addressable Market,
take rate, and client loyalty



OUR ECOSYSTEM GOES FAR BEYOND ERP...



MANAGEMENT DIMENSION

*Management is where data and integrations are generated, therefore, it is the **basis that enables all other dimensions** of our ecosystem*

-  Today we have an undisputed leadership in ERP, HR, and almost all verticals
-  Strong customer loyalty and high penetration in the base with up and cross selling opportunities
-  The main interlocutor is the IT area
-  Investment in innovation and digitalization to increase quality and range
-  Scope of domestic operation
-  The challenge is to digitalize and exponentialize



OUR ECOSYSTEM GOES FAR BEYOND ERP...



TECHFIN DIMENSION

*Credit and payment solutions to **simplify, expand, and making cheaper** clients' access to financial services by using technology and data*

-  Strongly expands the Addressable Market with a much higher Take Rate
-  High degree of client loyalty, especially when combined with Management
-  Great level of fitness with the production chains served by TOTVS
-  The financial area is the interlocutor
-  Scope of domestic operation
-  There is still no relevant B2B player



OUR ECOSYSTEM GOES FAR BEYOND ERP...



BIZ PERFORMANCE DIMENSION

Solutions that help companies leverage sales and customer relationship



High added value with tangible results for Clients



Exponential growth potential because the business model is based on the volume traded



Highly scalable because it is based on the intense use of AI, Big Data, and Telemetry



Addressable Market with high growth potential in view of the maturity stage of the Brazilian market



When connected to management, it enhances customer loyalty



Internationalization Potential



HOW



EXPONENTIALIZING

bringing elements of PLG (product-led growth) to our go-to market (development, sales and deploy)

Accelerating **CLOUDIFICATION** of TOTVS's products

Keep moving forward in the process of **SALES DIGITALIZATION**, transforming the clients experience

Keeping and expanding the **RELEVANCE** of TOTVS moving forward into our clients value chain

Continue performing the **M&A** and **PARTNERSHIP strategy** that speeds up the **time to market**

Strengthening the **ESG AGENDA** and keep making progress in **EMPLOYER BRANDING** are critical factors

SPEEDNESSES

The pandemic has shown that **it is possible to change fast**

Changes that would take years happened in a **few weeks**

Companies that do not change quickly will be **run over**

LET'S DARE AND BREAK PARADIGMS!

CONNECTION
ANALYSIS
DATA
SEARCHING
VERIFICATION
CODING
SENDING

THANK YOU



DENNIS HERSZKOWICZ

CEO

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



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#WEARETOTVERS

TOTVS DAY

INVESTORS 2021



Izabel Branco

Human Relations Executive Officer

- Attraction, Culture and Commitment
- Compensation and Benefits



HUMAN CAPITAL

/ Izabel Branco



● March/2021

THE POWER OF OUR CULTURE



01

Attraction

02

Development

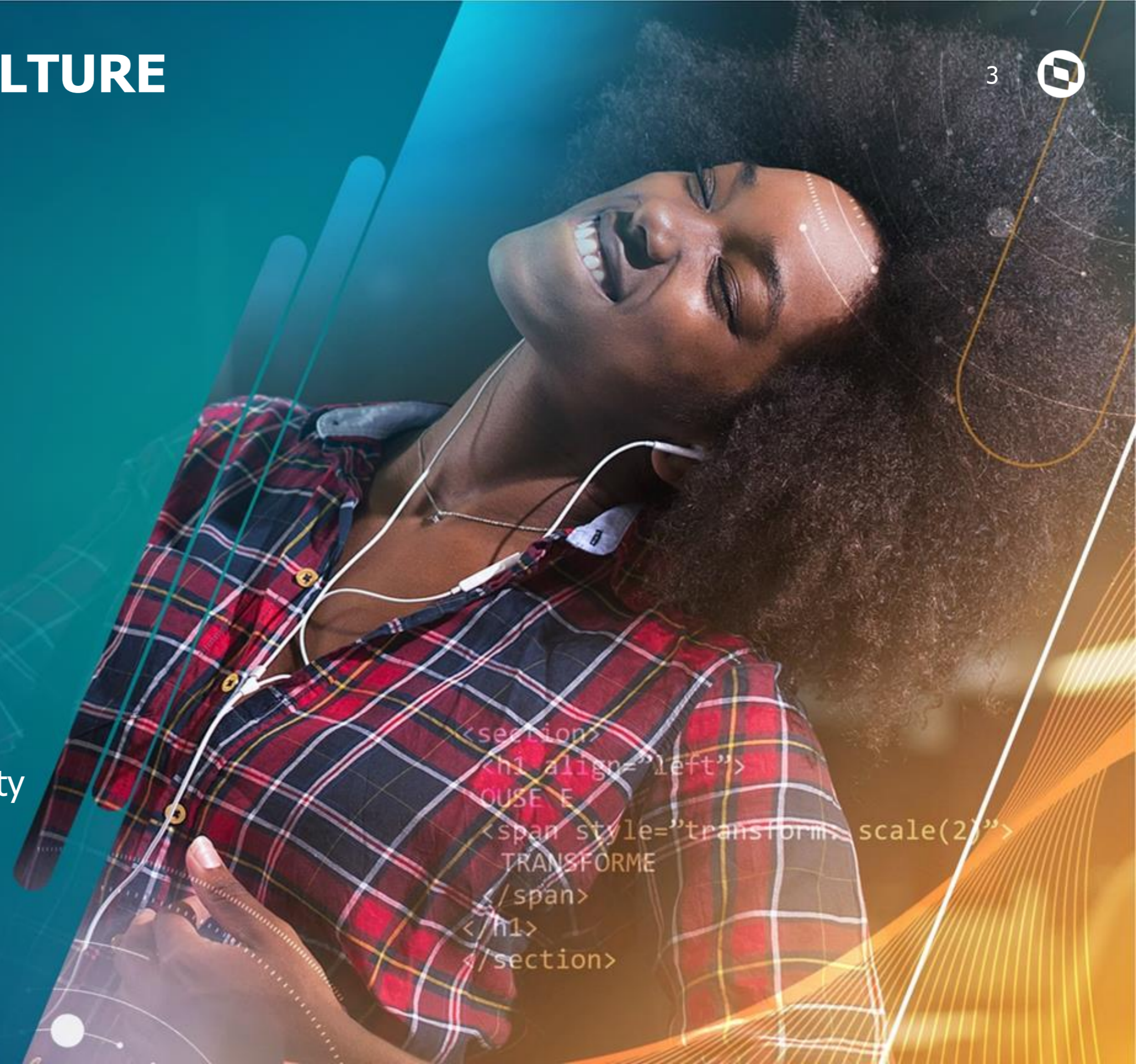
#WEARETOTVERS

03

Commitment

04

Support to society



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PEOPLE are our raw material

OUR HUMAN CAPITAL IS MADE OF ~7.8K TOTVERS FROM 27 NATIONALITIES

7.8+ thousand TOTVERS

By geographic location

~7.6k in Brazil

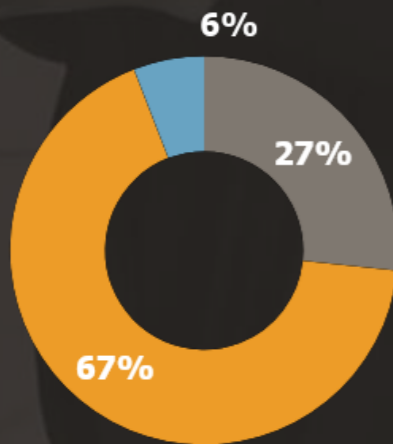


~250 abroad

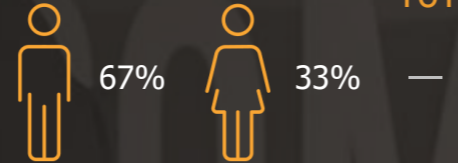


Per age range

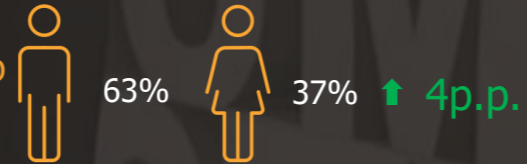
- Up to 30
- From 30 to 50
- Over 50 years-old



Per gender

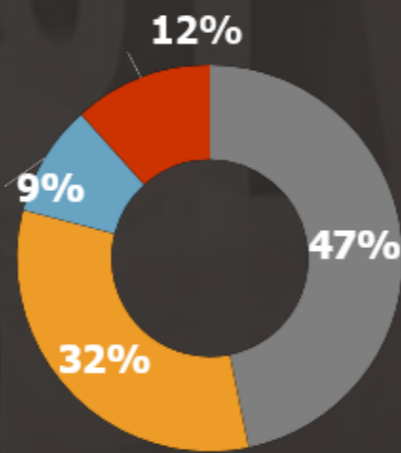



Per leadership positions



Per activity performed

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



 SW Development Centers spread throughout Brazil and abroad

Source: internal data from the Company



#WEARETOVERS WITH PRIDE



Diversity and Inclusion

Quality of Life

Actions of Commitment

Actions of Recognition

Attrition*

Reduction of 7.6 p.p. In relation to 2019 and 2.7 p.p. below the *High Tech* market

Talents Retention

94.4% of talents retention in 2020 versus 89.5% in 2019

Employees attraction

1,533 vacancies filled in 2020, 19% via internal recruitment

eNPS

Increase of 30p in relation to 2019

Ownership

479 TOTVERS contemplated with actions from TOTVS, through the Long-Term Incentive Plan, with a retention of 95% of this personnel

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*Attrition: (Sum of Total Dismissals) / (Average of active personnel)

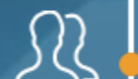
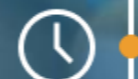
NETWORKED TOTVS UNIVERSITY

Our **DNA** speaks very loudly: Knowledge and Technology

New platform

New way to share knowledge: **networked authoral videos+!**

We definitely are the **biggest technology society in a collaborative network!**



We added up more than **130,000 hours** of trainings carried out

We had **+7882 TOTVERS** trained

We provided **+5,400** themes available

COMPENSATION MODELS: ATTRACTIVENESS AND RESULTS DRIVERS



Variable Compensation Models	Goals and metrics
Commercial and service variable compensation	<ul style="list-style-type: none"> - Monthly and quarterly individual quantitative targets - Encouraging sales and delivery challenges overcoming - Recurring net stacking: addition of ARR - Churn, with a greater focus on recurring SAAS
Short Term Incentive - Profit Sharing Distribution and Bonus	<ul style="list-style-type: none"> - Semiannual model with annual recovery - Company level: trigger in EBITDA + growth in Recurring Revenue - Areas level: Contribution Margin view + Recurring Revenue growth - Individual level: Strategic map + specific projects
Long-Term Incentive - Share-based compensation	<ul style="list-style-type: none"> - The plan seeks to recognize, engage and retain TOTVERS in the long term (3 years), reinforcing the culture of meritocracy at TOTVS and valuing those who stand out not only for delivery, but mainly for the way they act in face of daily challenges - Calibrated by 9Box: Results (50%) and Skills + Potential (50%)



Hybrid working models

Borderless for the hiring of talents

Focus on quality of life, inside and outside the office

Reframed work environment, favoring social interaction and opportunities for face-to-face connections

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OUR BRAND IS STRONG AND ATTRACTIVE

9



Here we collaborate and learn non-stop

Here we set the pace for the market, giving back technology that transforms

Here autonomy is for real: create, dare, innovate and make our mark

Here is the place of good people, passionate about challenges and focused on results

**DARE AND
TRANSFORM**





OUR BRAND IS STRONG AND ATTRACTIVE



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Brand activation on LinkedIn

Live streamings about career at TOTVS

Participation in tech events

Submission of emails specific to the tech audience

DARE AND TRANSFORM



// BEING A TOTVER IS

to be **COLLABORATIVE**

to have an **OWNER ATTITUDE**

to be **FANATIC FOR RESULTS**

to make **THINGS EASIER**

to have **AUTONOMY**

LEARN, UNLEARN AND RELEARN

to take care of the **CLIENT**

to ensure the **CLIENT'S EXPERIENCE**

to create **HIGH IMPACT SOLUTIONS**





OUR WORK GOES BEYOND



TOTVERS WHO MAKE

+2,000 young people trained



THANK YOU



IZABEL BRANCO

Human Relations Executive Officer

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



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#WEARETOTVERS

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INVESTORS 2021



Gilsomar Maia

Chief Financial and Investor Relations Officer

- Investors Relationship
- Financial Planning and Controllershship
- M&A
- Legal
- Shared Services





ADDRESSABLE MARKET & VALUE GENERATION



/ Gilsomar Maia

● March/2021




RECAP 2020



RESULTS 2020



 **IBOVESPA**
Jan/20


 **TOTS3**
Average performance
33% above **IBOV**

 **MSCI**
Dec/20

 **IBrX 50**
Jan/21

 **+46%**
Operating Cash flow
(2020 vs 2019)

 Maintenance of
AA(bra) Rating
from Fitch

 **133%**
Growth in
ADTV
(2020 vs 2019)

 **+21% SaaS** and
+25.5% EBITDA
(2020 vs 2019)

 **+26%**
Cash Earnings (2020 vs 2019)

 **27% 2020**
and **31% Q4/20**
Cloud Revenue Growth

 **Institutional
Investor
Award**

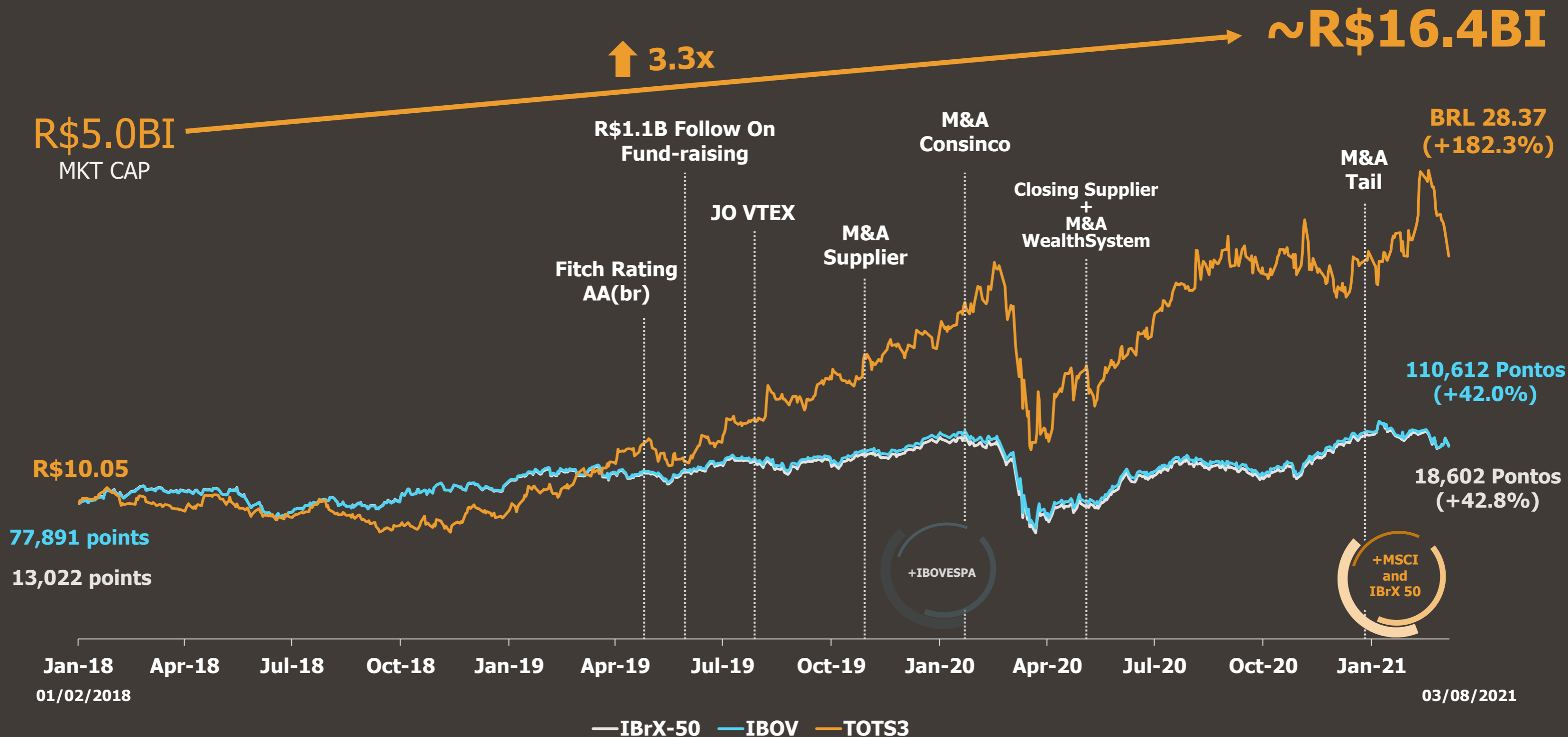
 **~99%**
Renewal Rate

Recurrence
+
Customers' Loyalty

**THIS
IS THE
WAY**



PERFORMANCE TOTS3 vs IBOV vs IBrX 50





VALUE GENERATION



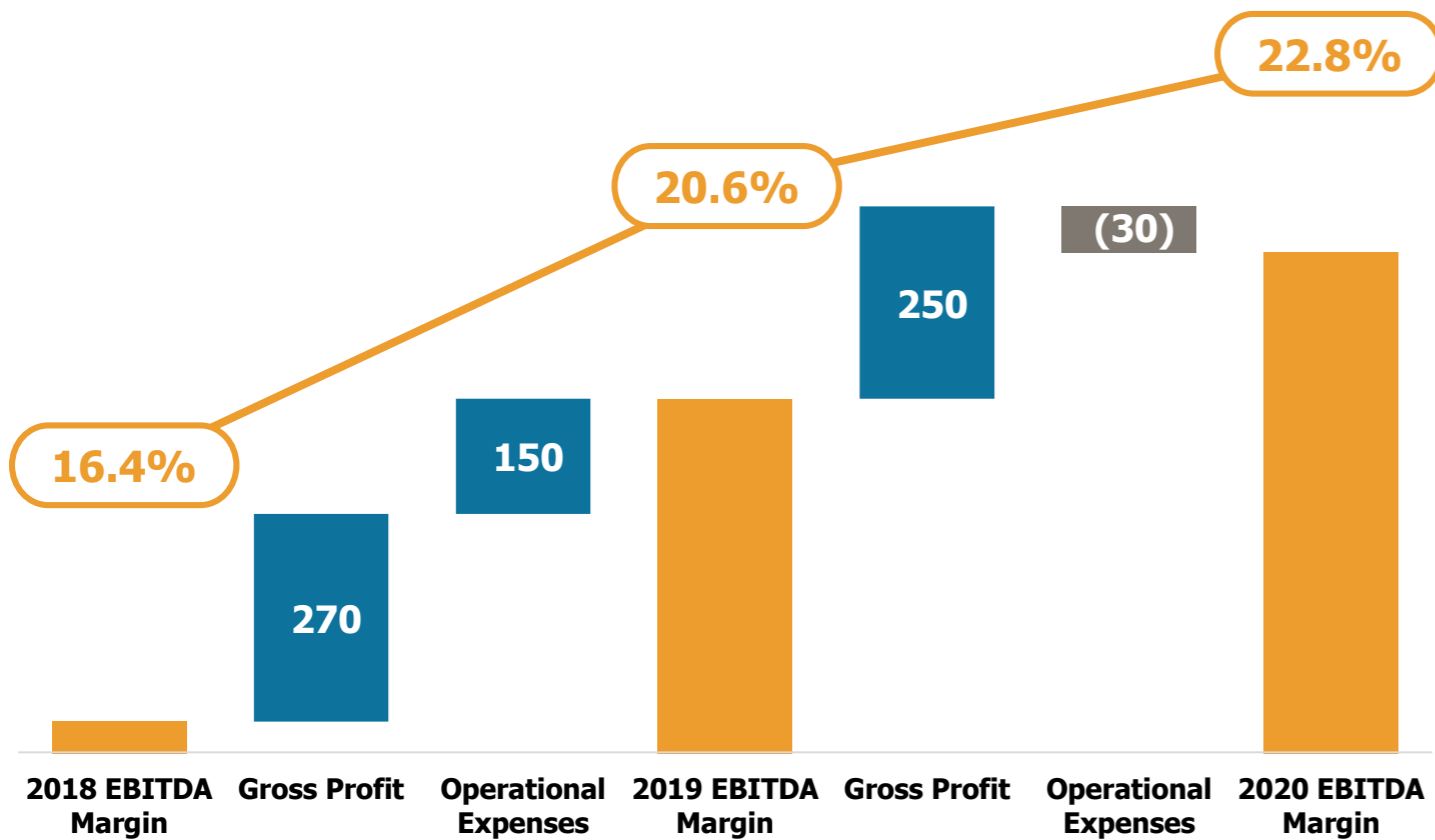
SCALABILITY



2018-2020 Growth

+640 bp of
EBITDA Margin

+70.3% of
Adjusted EBITDA



EBITDA Margin

Data in base points

Rule of 40

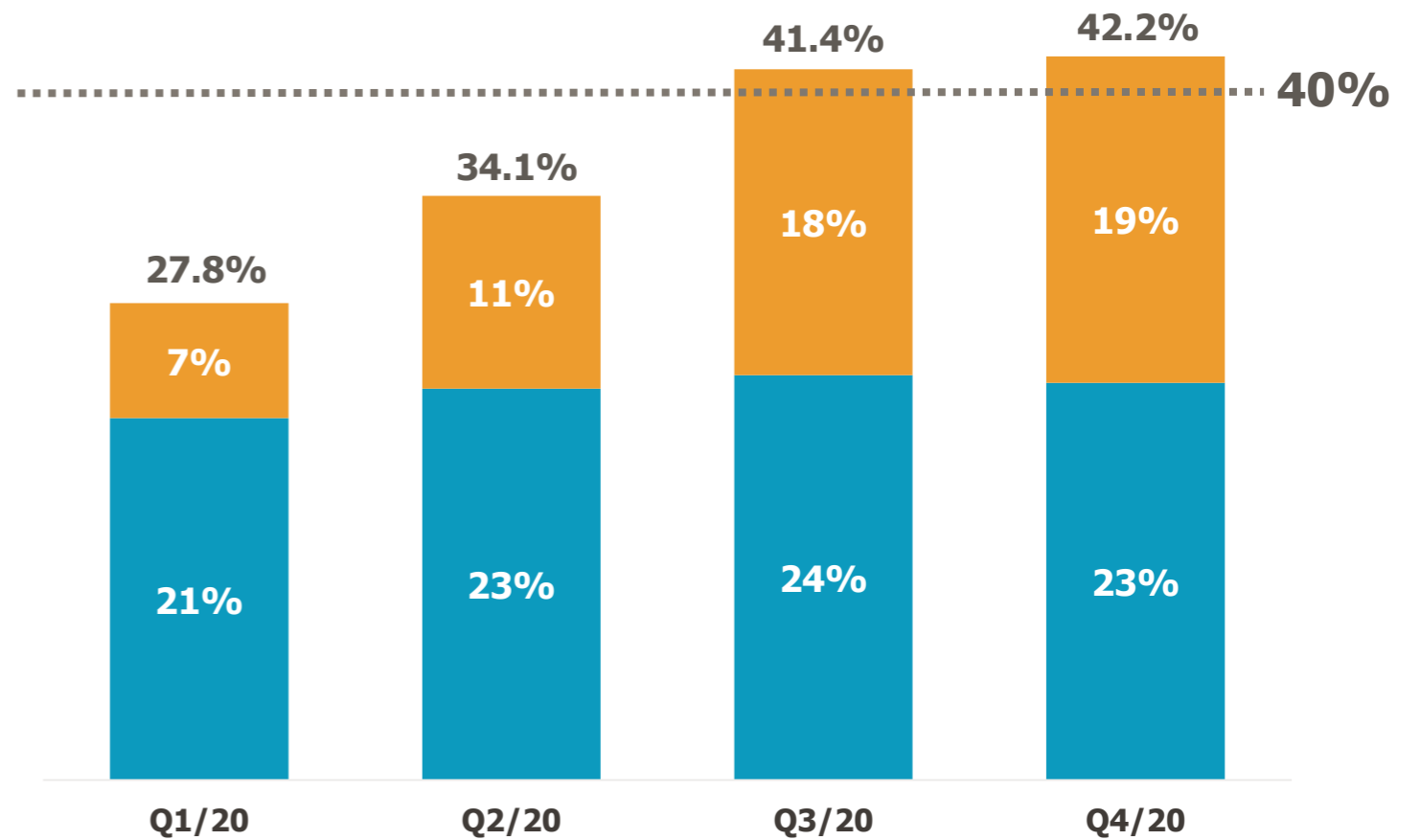
Revenue Growth



\geq

40

EBITDA Margin



Revenue Growth

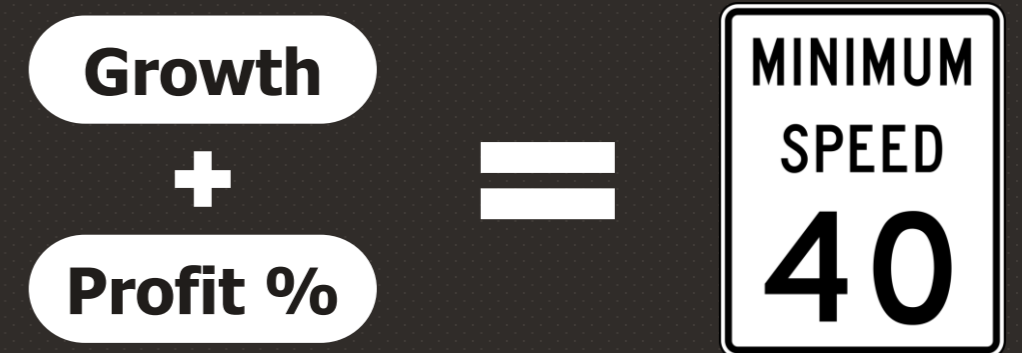
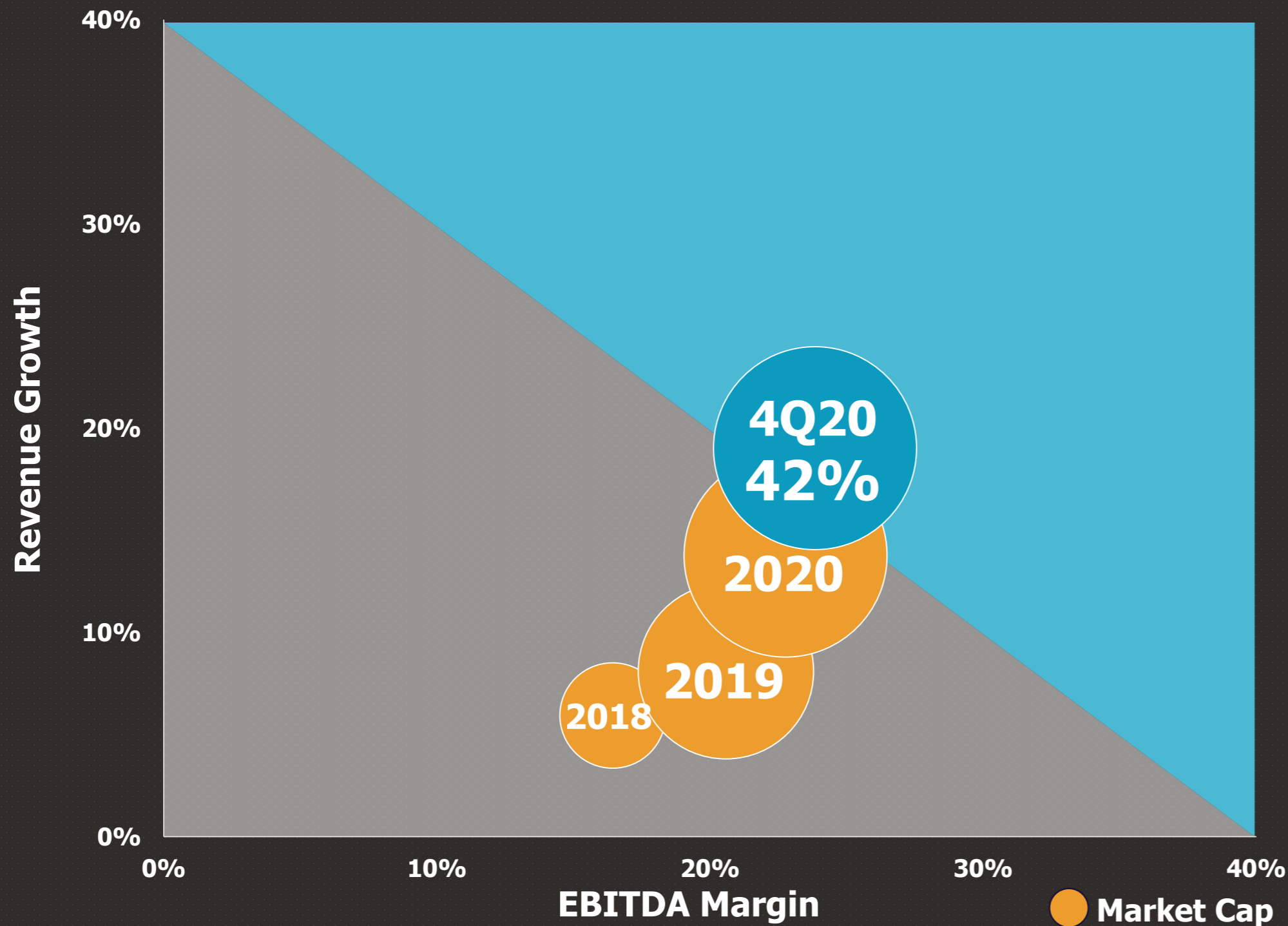
EBITDA Margin



RULE OF 40



TOTVS is a **unique company** with high capacity for **transformation** and **adaptation** to the market opportunities



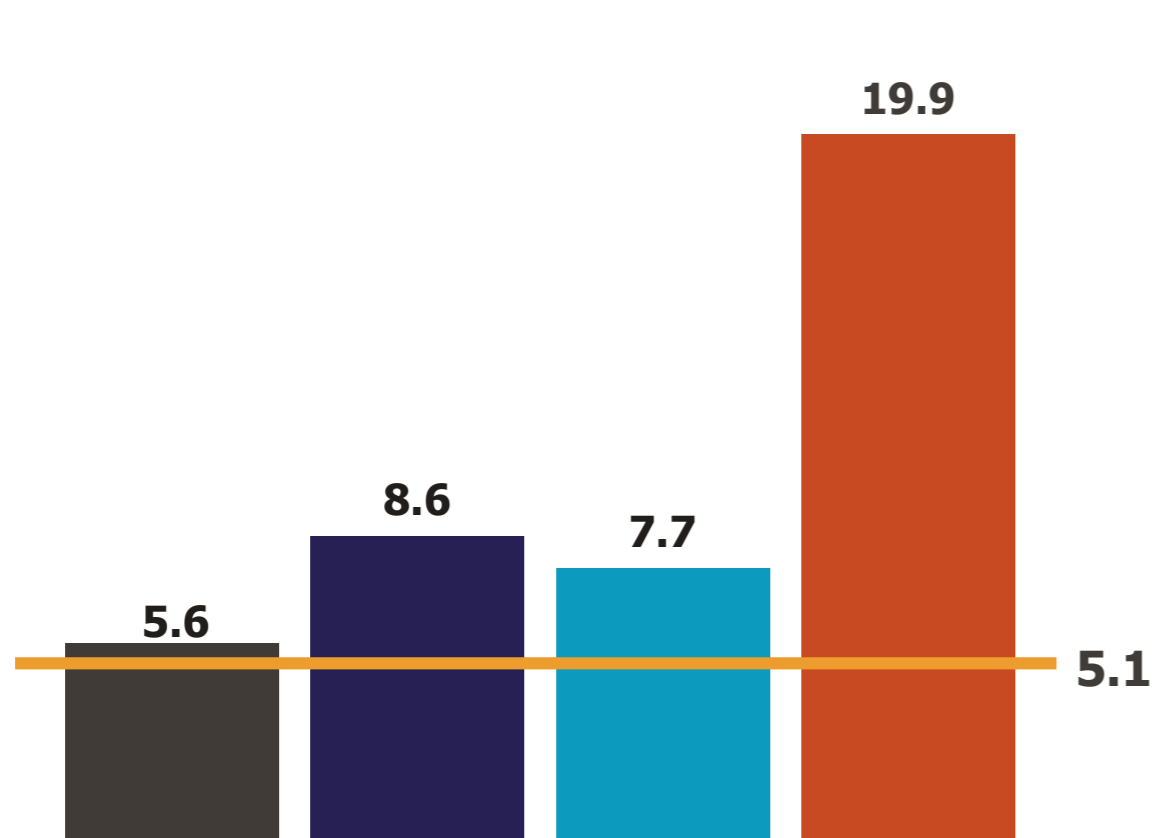
- Almost **40 years** of history
- Baseline of approximately **40 thousand customers** and **R\$2 Bn of Recurring Revenue**
- **Balance** between profitability and growth
- Revenue Growth + EBITDA Margin **>40% in Q3/20 and Q4/20**



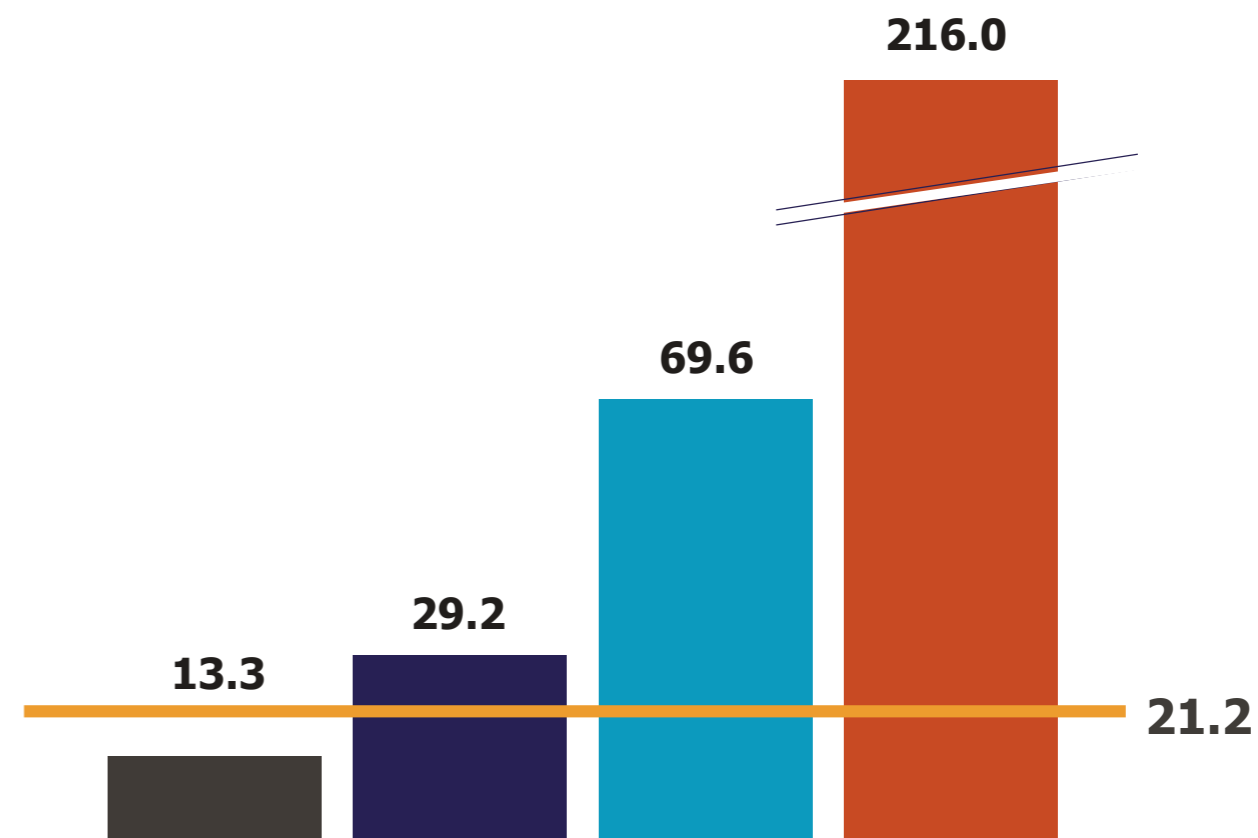
RELATIVE VALUE



EV/SALES



EV/EBITDA



 **TOTVS**

Traditional | Average = SAP + ORACLE + SAGE

SaaS | Average = SALESFORCE + WORKDAY + INTUIT

Fintechs | Average = PAGSEGURO + STONE + SQUARE

Dig Commerce | Average = MERCADO LIVRE + LOCAWEB + SHOPIFY + HUBSPOT + MÉLIUZ

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Ricardo Levinzon
Business Intelligence Director

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BRAZIL SOFTWARE MARKET POTENTIAL

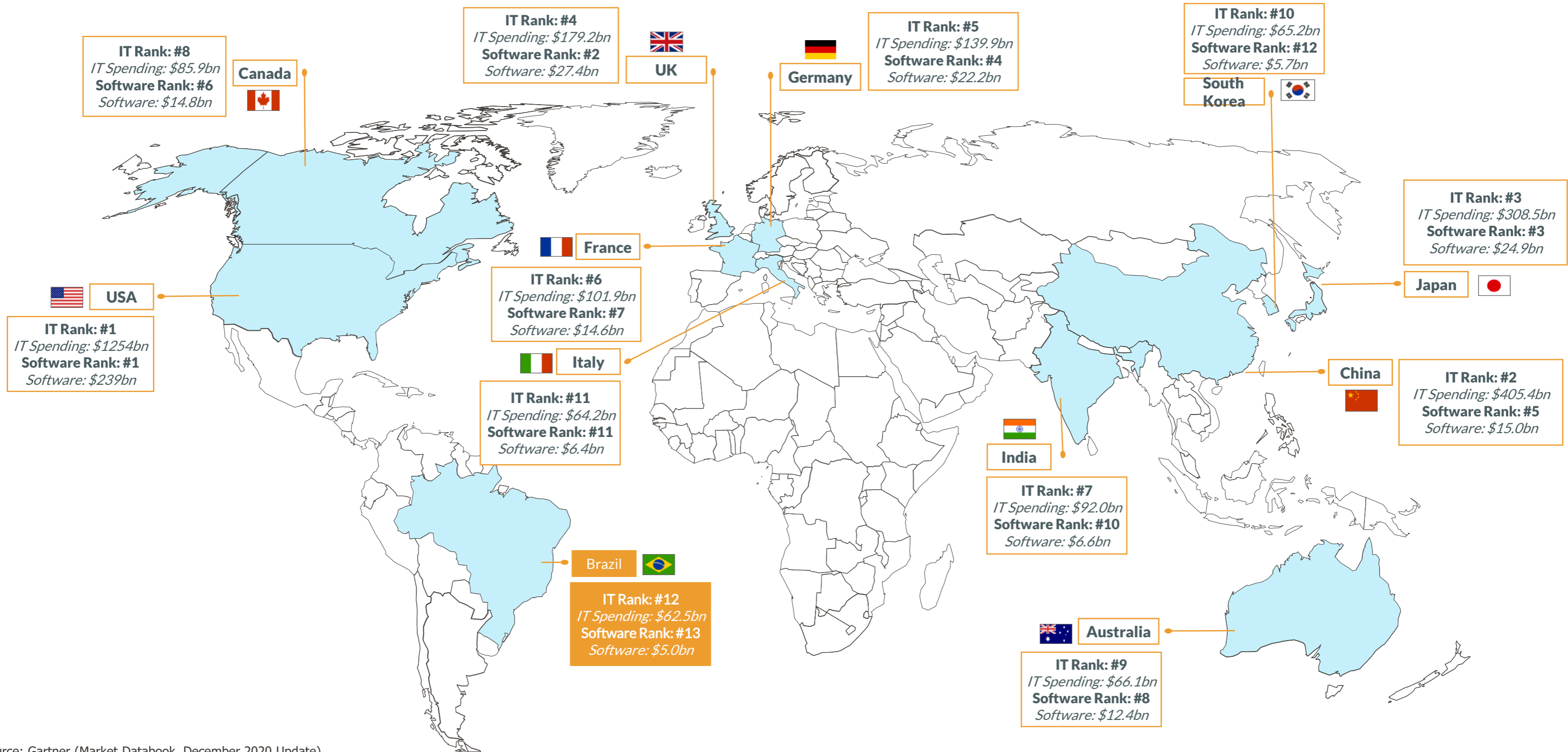
TOTVS
Market Intelligence



IT GLOBAL MARKET LEADING COUNTRIES – 2019

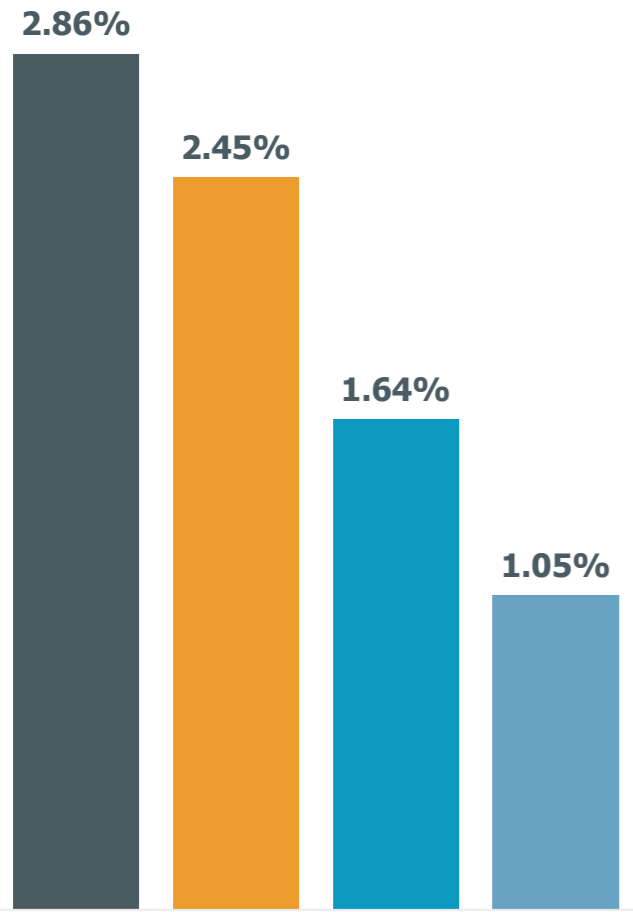


Brazil is among the 12 largest IT markets worldwide



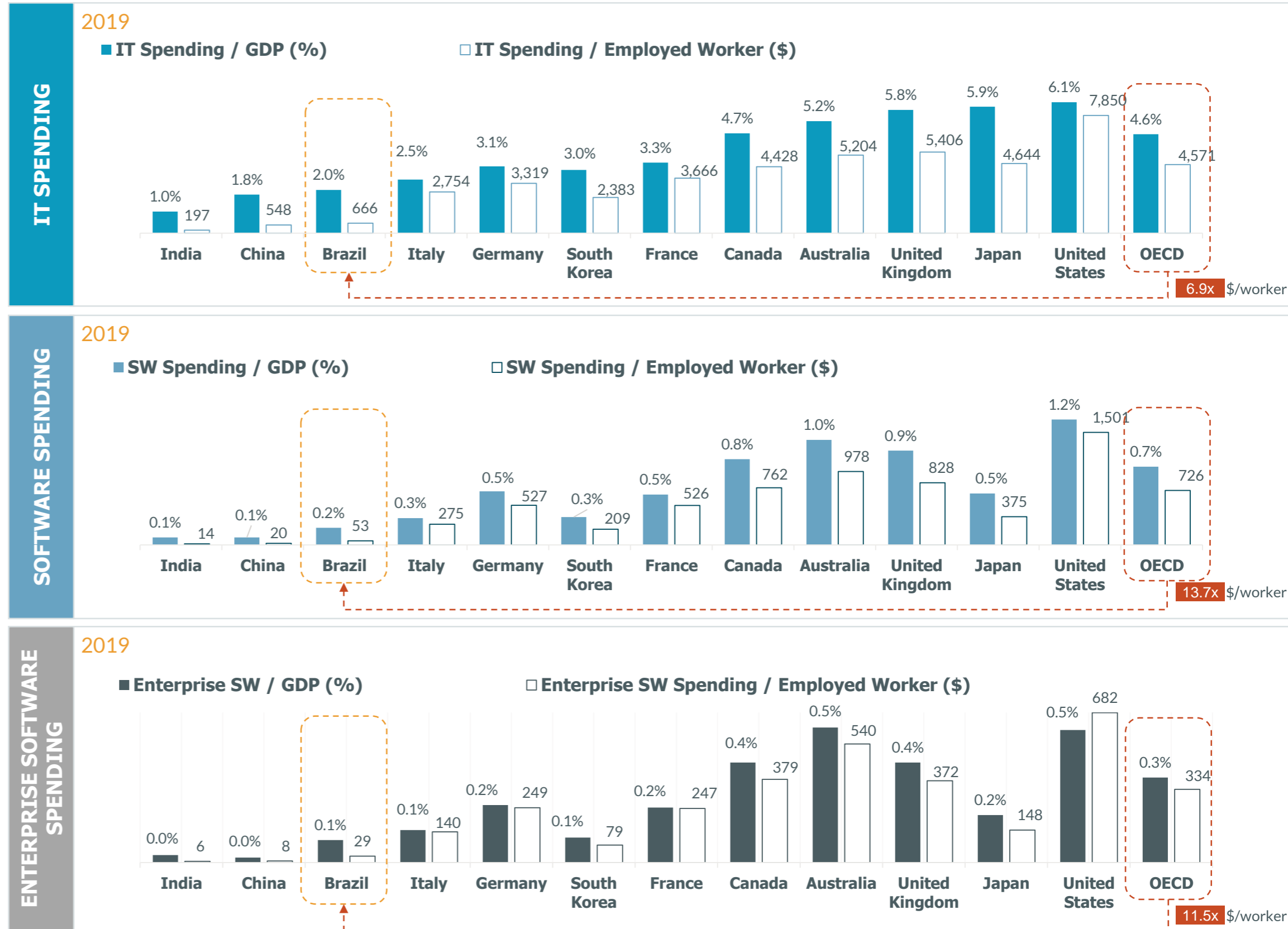


IT and Software spending in Brazil still have lower adoption than in more developed countries and in most of the largest IT markets



- % of Global Employed Labor Force (2019)
- % of Global GDP PPP (2019)
- % of Global IT Spending (2019)
- % of Global Software Spending (2019)

Source: World Bank, OECD, TOTVS Analysis

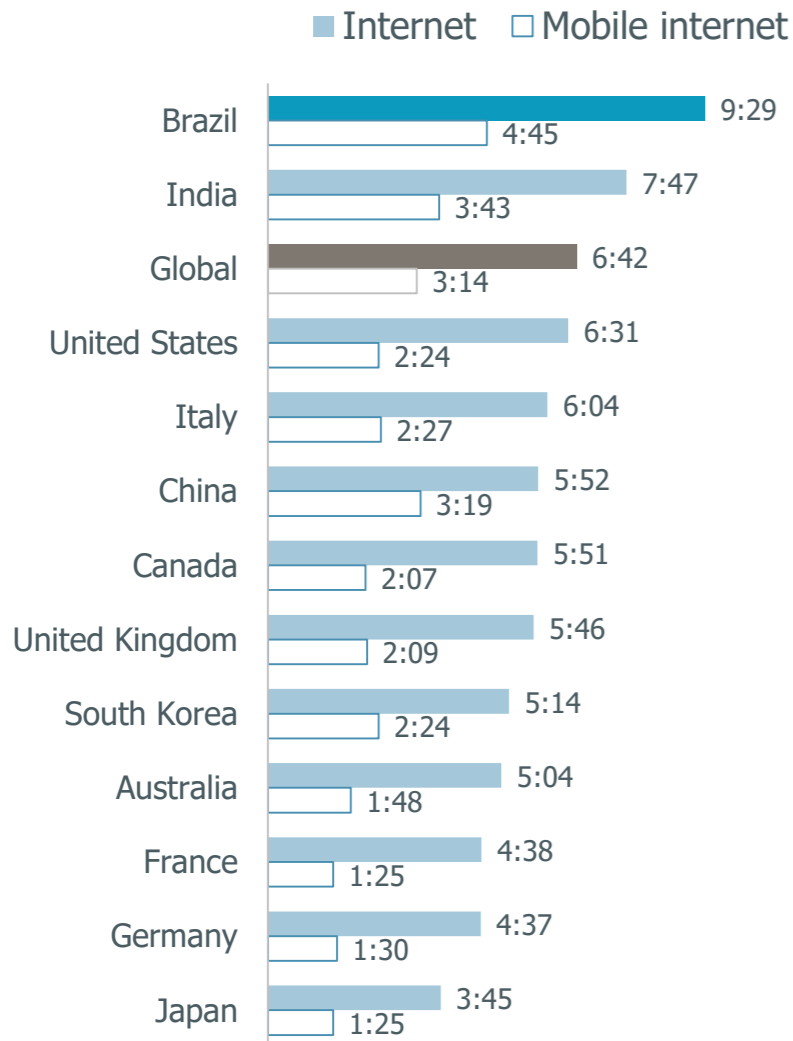




Although IT adoption is still relatively low, Brazil already presents elements that provide good readiness for future IT growth

High Internet Usage

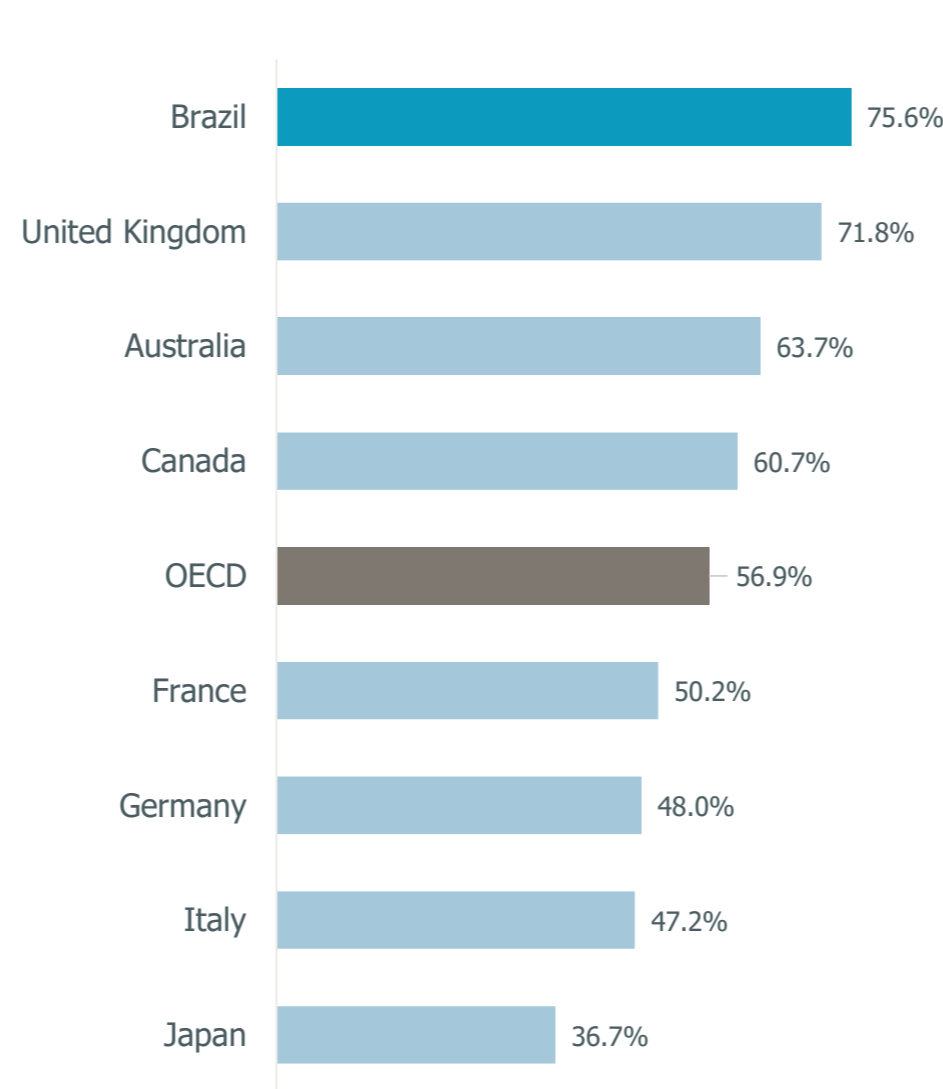
Time per day spent using the internet (hours)



Brazil's population already has high usage of services on the Internet

High Social Media Usage for Business Purpose

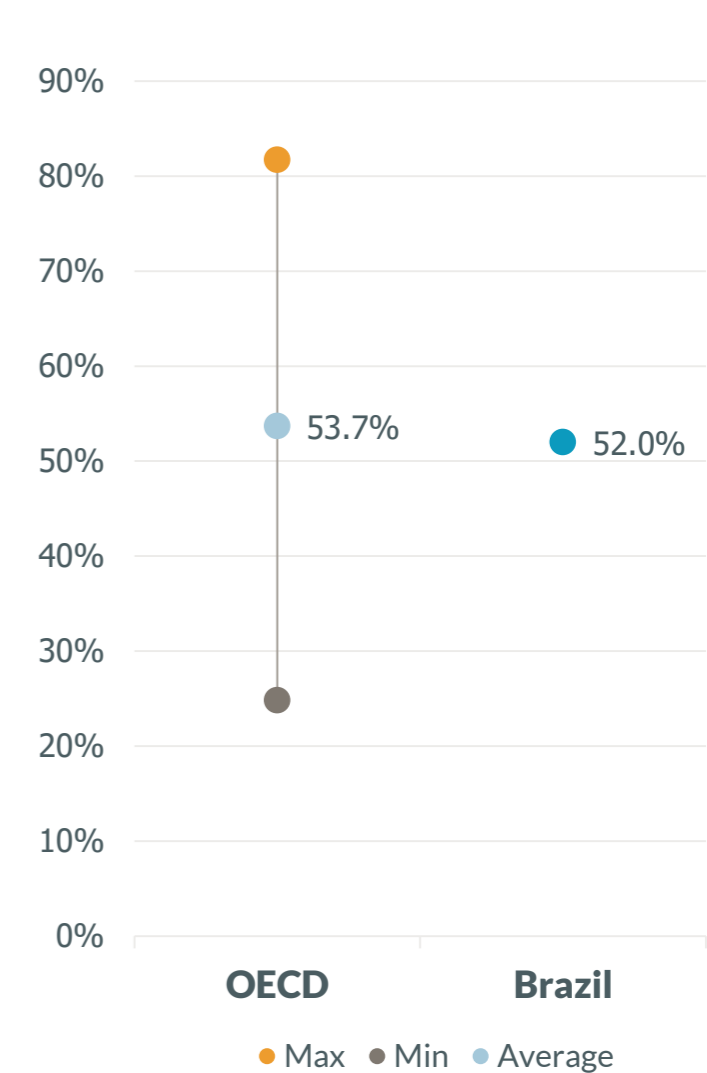
Businesses using social media (%)



Many companies have learned to use social tools to digitalize interaction with customers

Connected Business Users

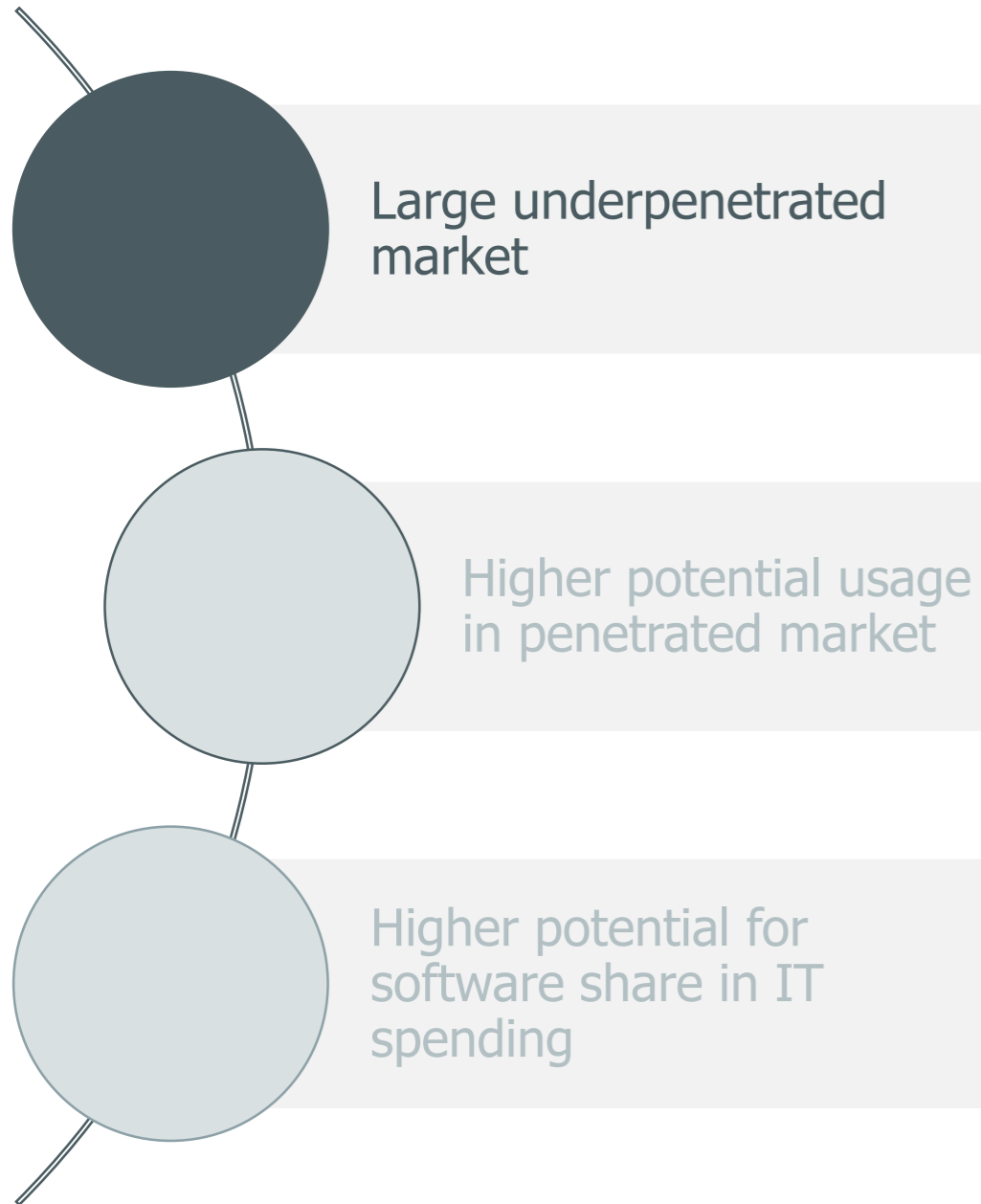
Persons Employed Using a Computer with Internet Access (%)



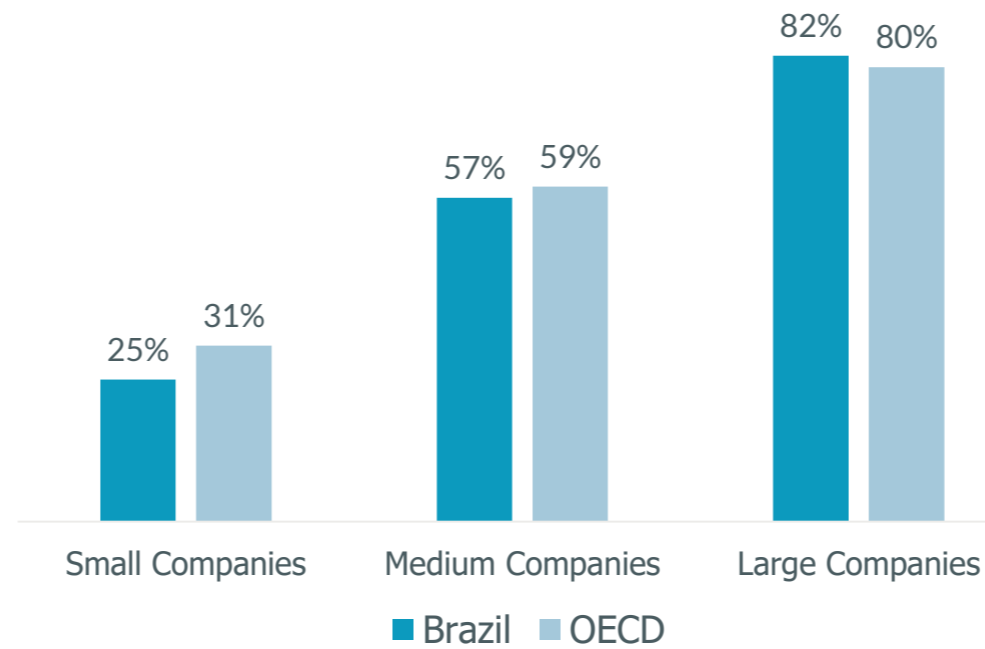
Employees using connected computers (potential software users) are comparable to OECD levels



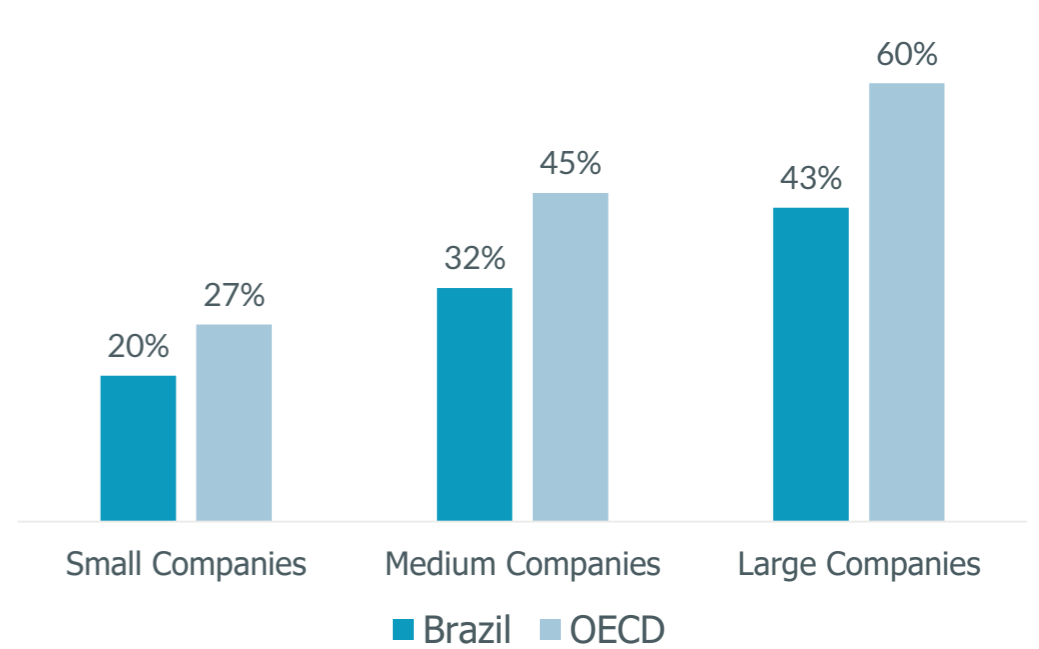
Many companies in Brazil still don't use any enterprise software solution. Its adoption levels are lower than in OECD countries



ERP Adoption
(% Total Companies) - 2019



CRM Adoption
(% Total Companies) - 2019

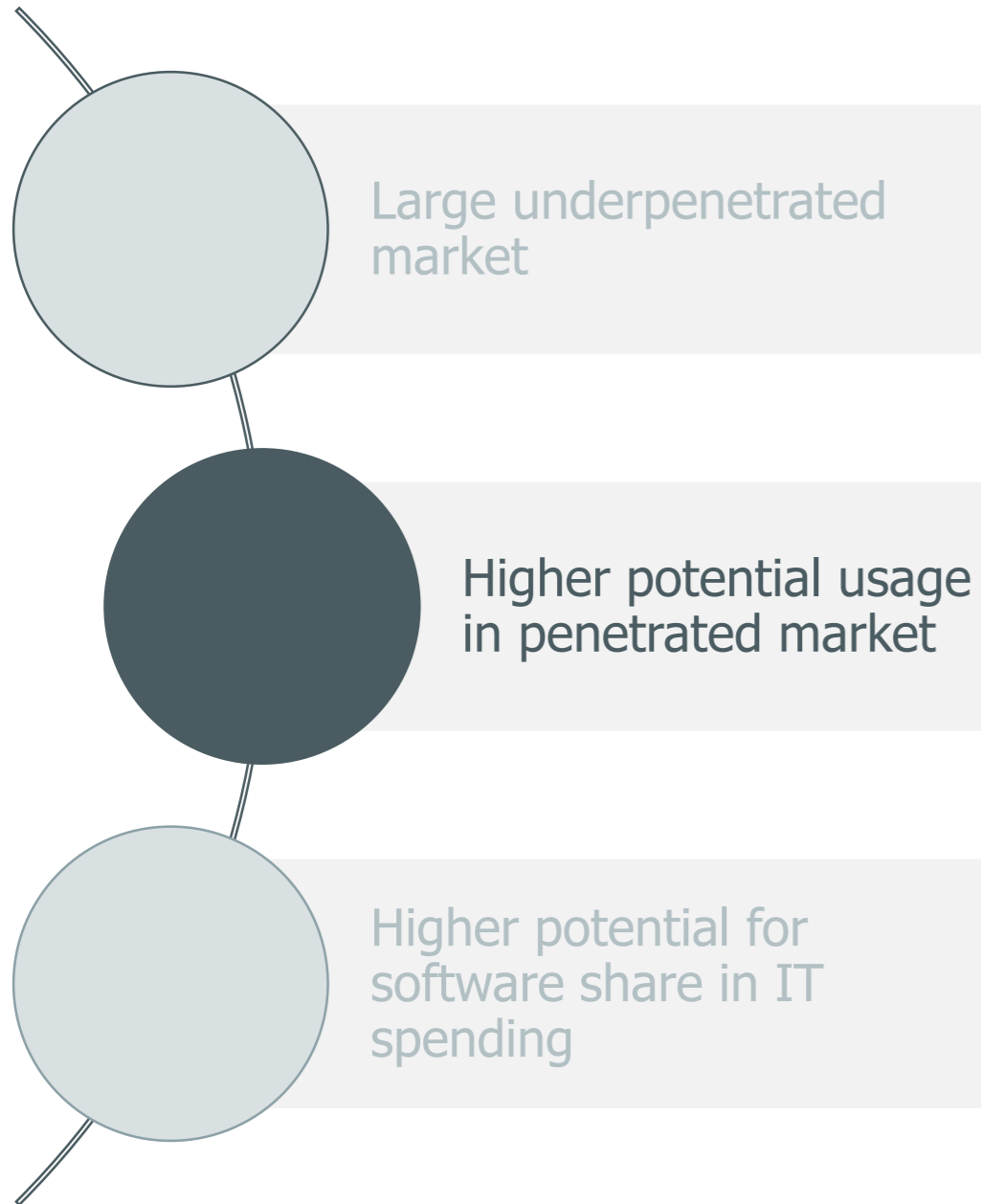


Brazil – Thousand of Companies Without Software (ERP/CRM) - 2019

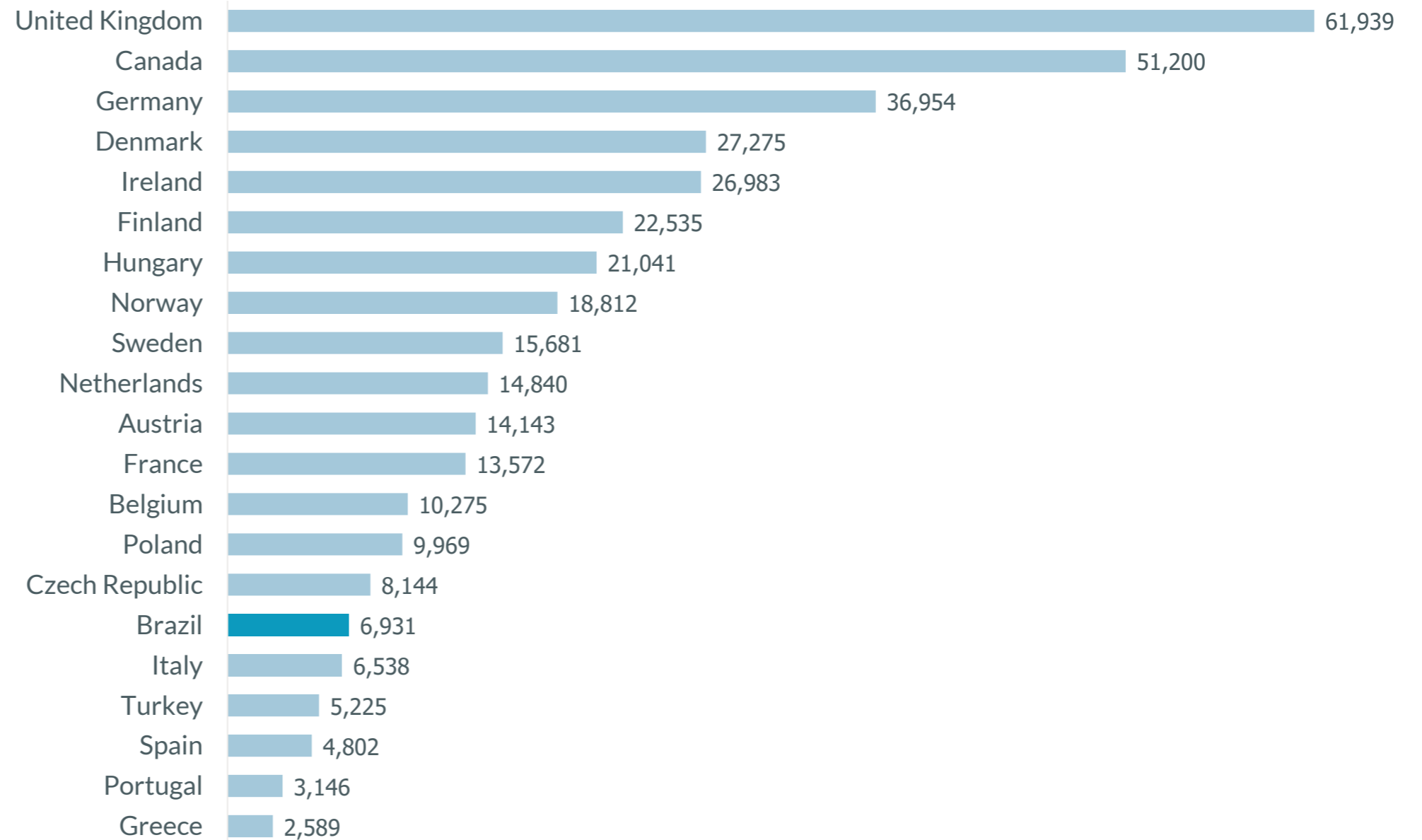




Even companies already using ERP in Brazil still spend much lower amounts on Software than those in many OECD countries

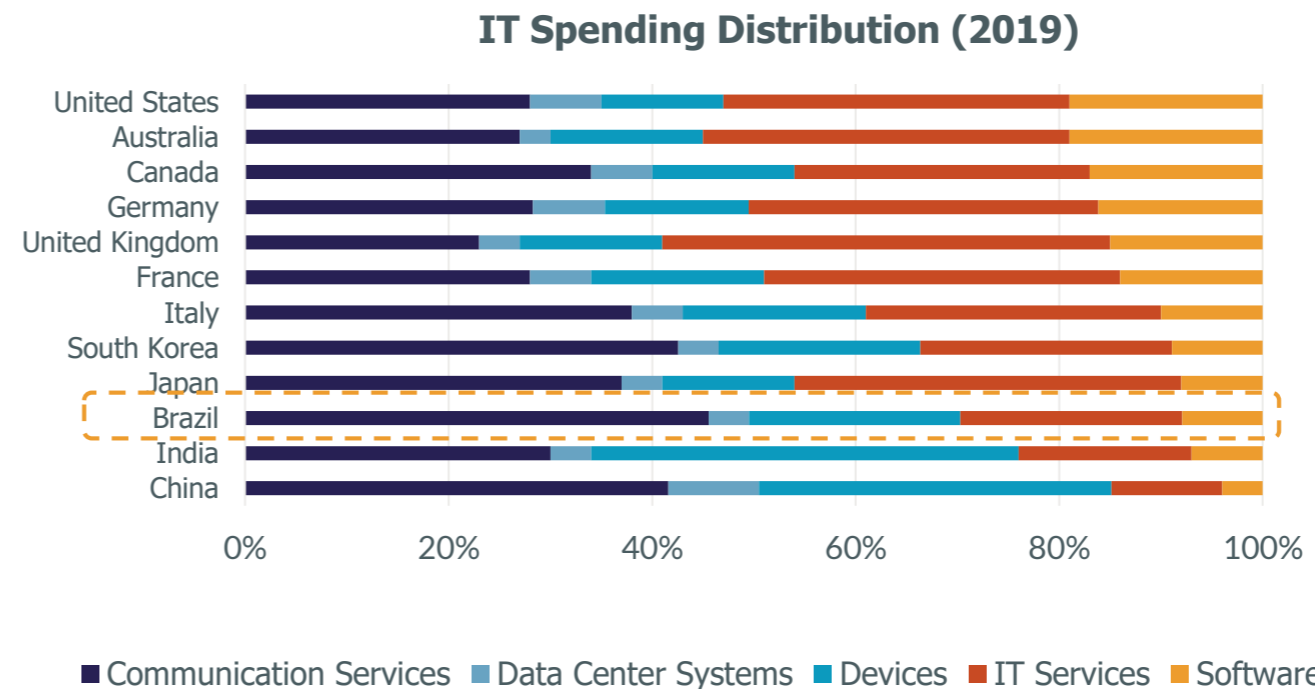
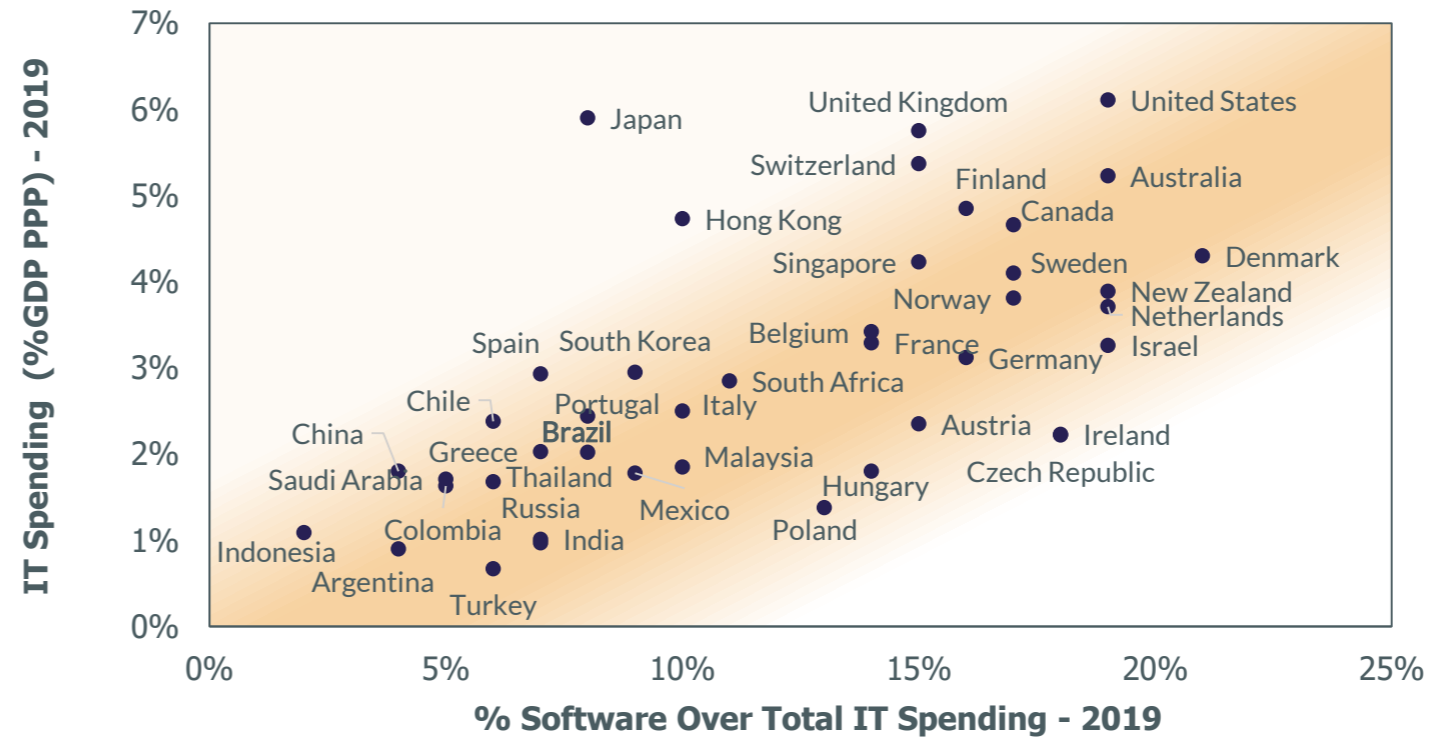
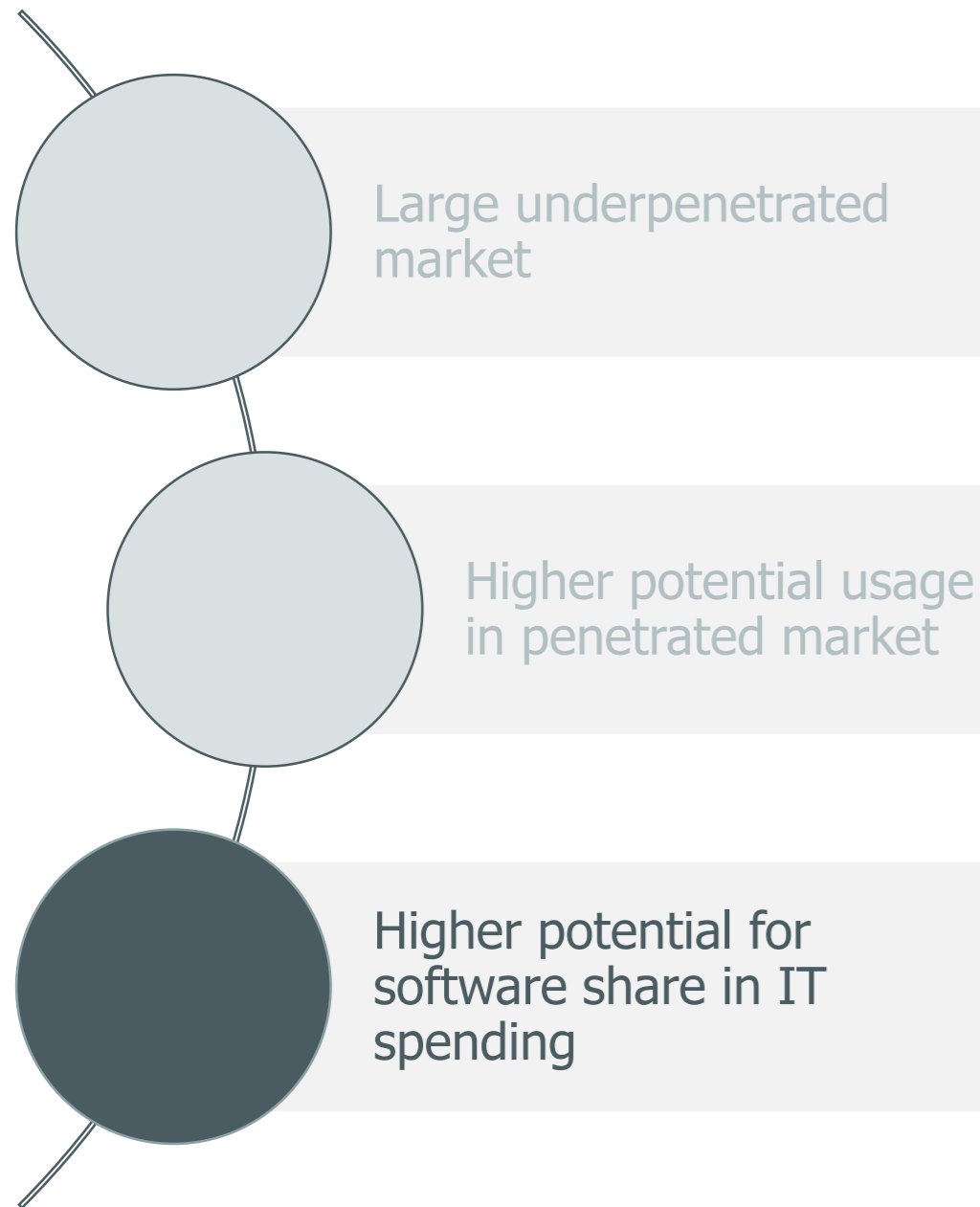


**Average Software Spending (\$ PPP Adjusted - 2019) /
Company Adopting ERP**





SOFTWARE GROWTH DRIVERS

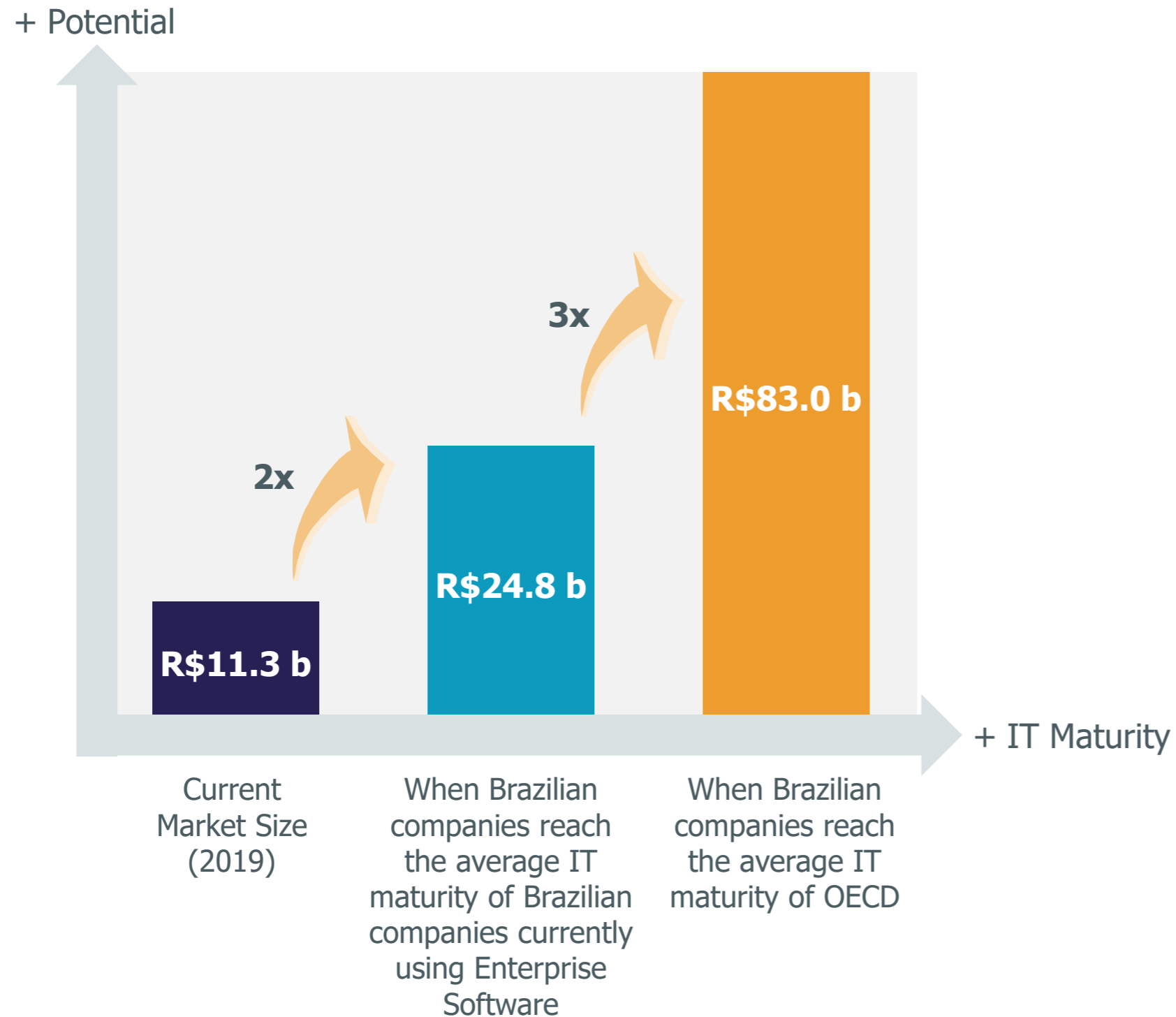


- There is a correlation between IT adoption and the software relevance within the overall IT spending in each country
- As a driver for higher IT adoption and competitiveness, software presents higher growth than other IT categories as countries mature
- Brazil still has a low software share in IT spending relative to the other leading global IT markets



SOFTWARE – BRAZIL – TOTAL ADDRESSABLE MARKET

Addressable Enterprise Software Market Size



Software addressable market in Brazil gets higher as we consider an increase in the potential IT maturity of Brazilian companies – to one similar to that of more developed countries

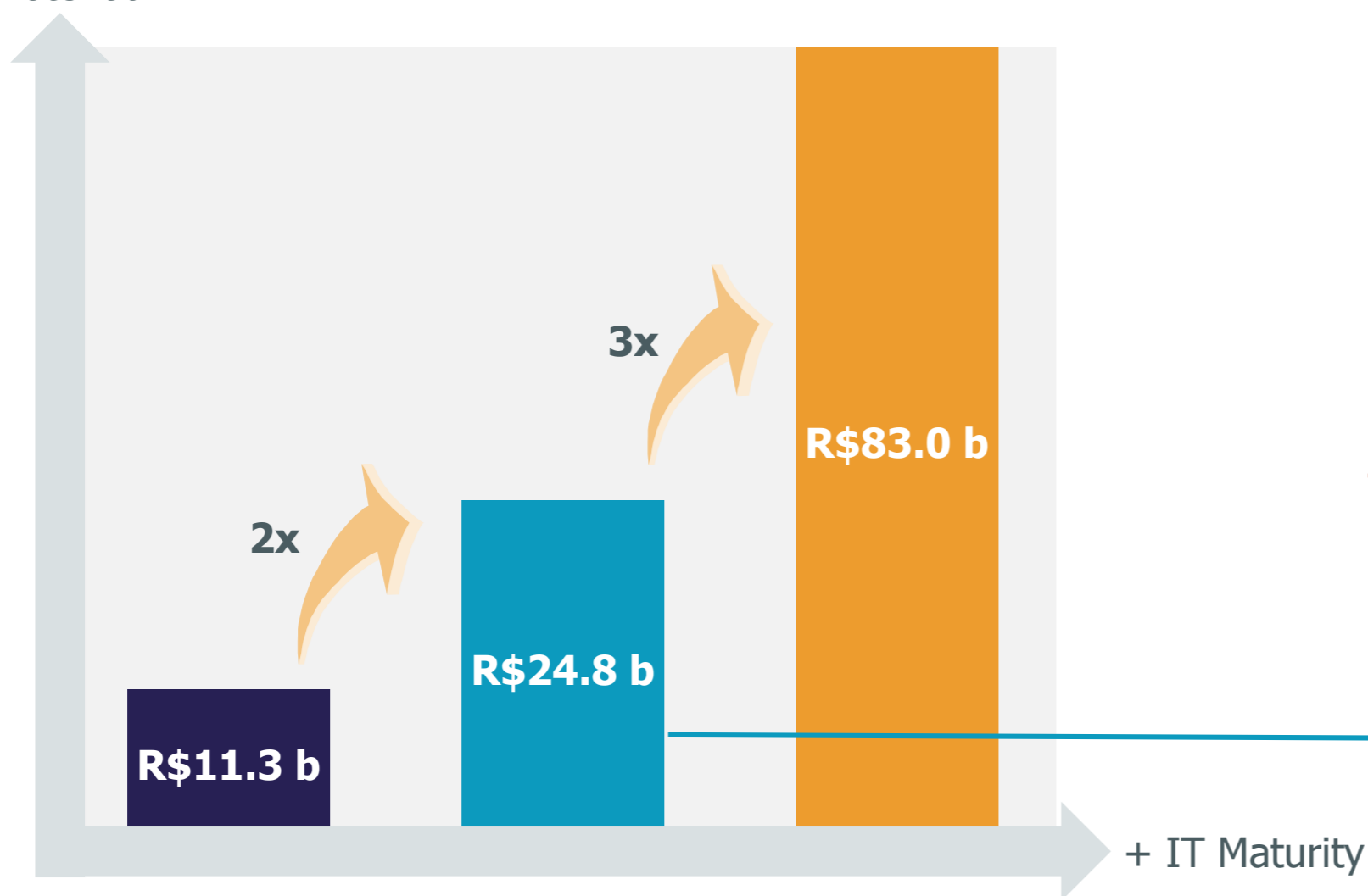


SOFTWARE – BRAZIL – TOTAL ADDRESSABLE MARKET

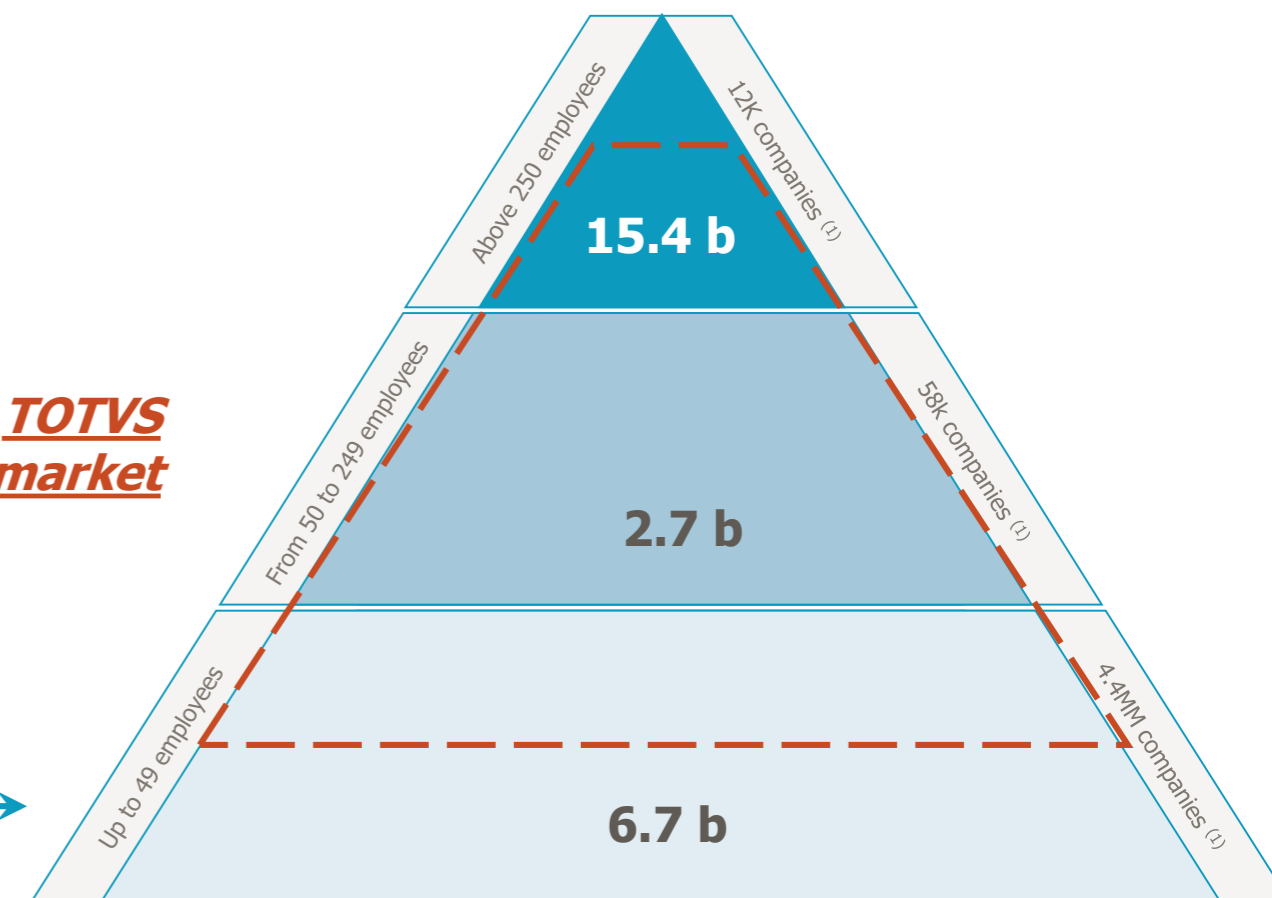


Addressable Enterprise Software Market Size

+ Potential



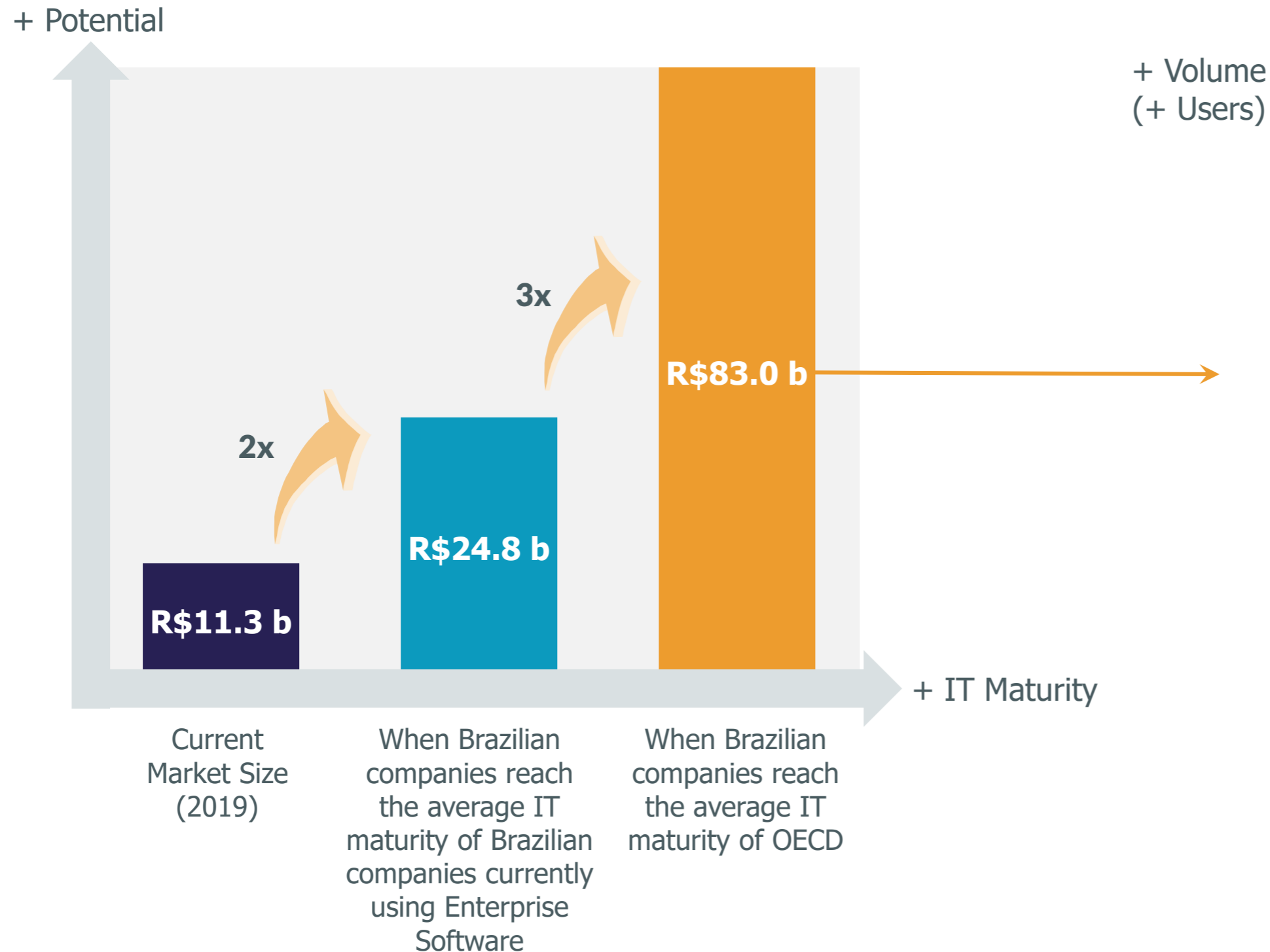
***TOTVS
focus market***



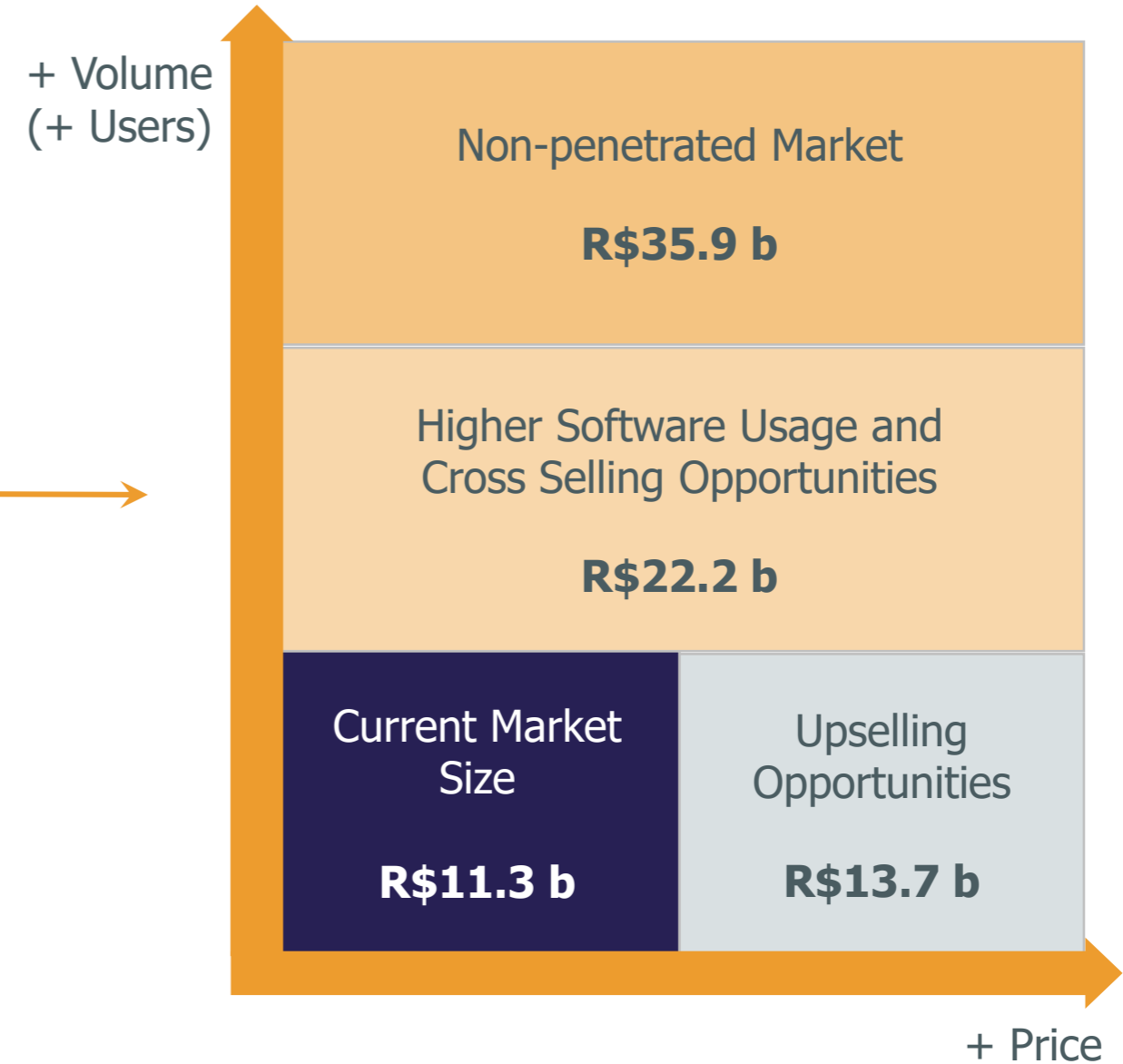


SOFTWARE – BRAZIL – TOTAL ADDRESSABLE MARKET

Addressable Enterprise Software Market Size



Total Addressable Market



Addressable market may be captured in different ways



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THANK YOU



GILSOMAR MAIA
RICARDO LEVINZON

- Technology + Knowledge are our DNA.
- Clients' success is our success.
- We value skilled people who are good people.



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#WEARETOTVERS

TOTVS DAY

INVESTORS

2021



Gustavo Bastos

Platforms Executive Officer

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



Platforms

/Gustavo Bastos



● March/2021

MODERNIZATION OF APPLICATIONS



TOTVS APPs roadmap and SMART approach

INTEGRATION



Connectors and functionalities creation that enable the integrations creation and support

TELEMETRY AND USE BEHAVIOR



Advances in the 3 capabilities: technical view, usage analysis and data capturing

USABILITY AND FUNCTIONAL PROGRESS



Innovation in several functionalities, release of new tools and dissemination of US techniques

SECURITY AND PRIVACY



Reinforcement of Security Itens and General Data Protection Law agenda

MANAGEMENT OVERVIEW



HXM



ERP CORE





FLUIG

PLATFORM CODE

&

NO CODE

HXM



ERP CORE



MANAGEMENT OVERVIEW



FLUIG

DATA ENGINEERING

TRANSFORMATION

AI & ML

APPS-BASED CONSUMPTION

HXM



ERP CORE



MANAGEMENT OVERVIEW



CAROL

PaaS & SaaS

MULTICLOUD STRATEGY

SPEED UP INNOVATION

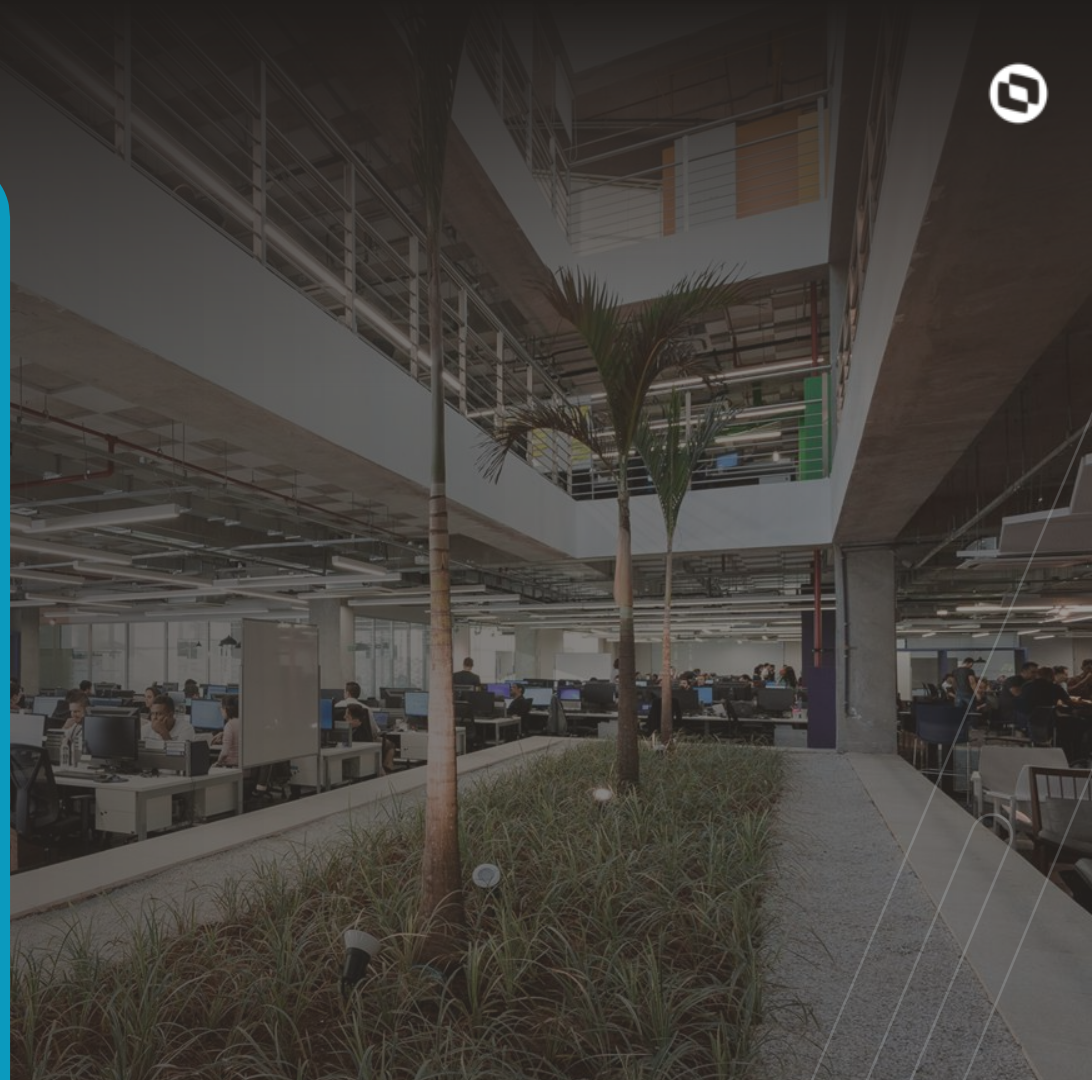
SPEED UP DATA USAGE

FLUIG

HXM



ERP CORE



MANAGEMENT OVERVIEW



T-CLOUD

- STANDARD CONNECTORS
- SPECIFIC CONNECTORS
- CONTINUOUS MONITORING

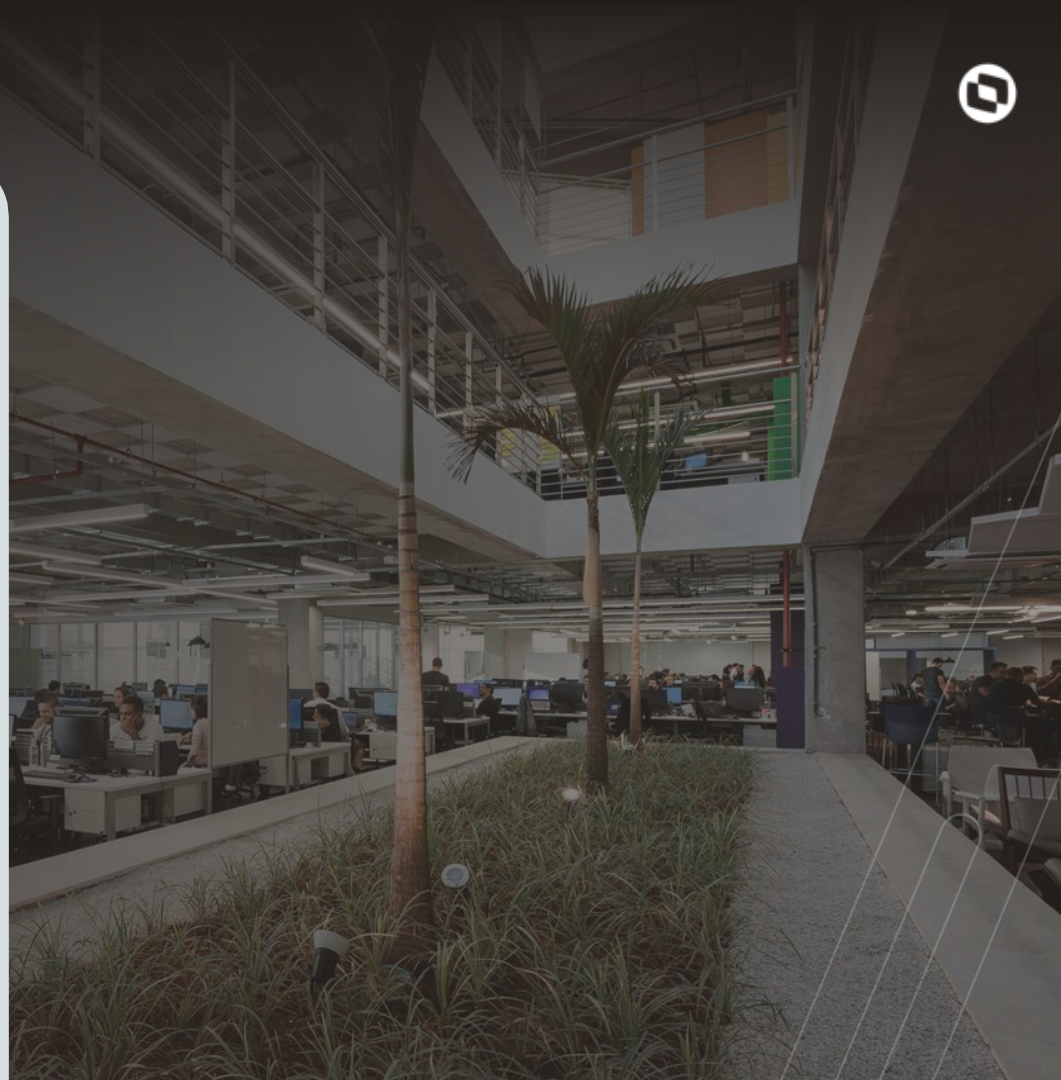
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ERP CORE



MANAGEMENT OVERVIEW



INTEGRATION

T CLOUD

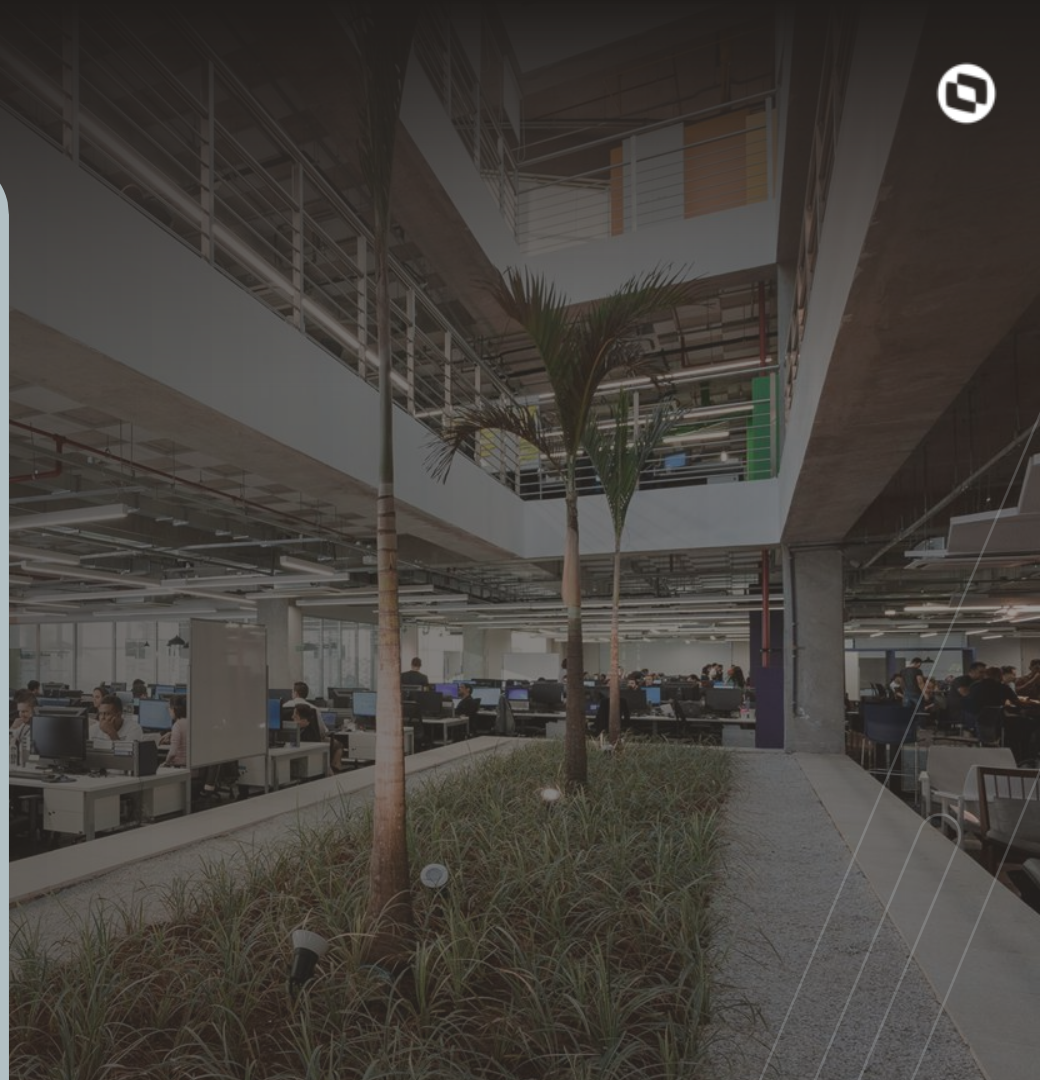
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FLUIG

HXM



ERP CORE



MANAGEMENT OVERVIEW



SPECIALIZED MANAGEMENT



INTEGRATION

T-CLOUD

CAROL

FLUIG

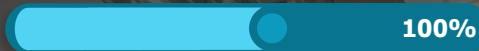
HXM



ERP CORE



"CLOUDIFICATION" SaaS & PaaS



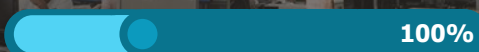
TELEMETRY Intelligent usage of data workflow



INTEGRATION Connectors / Tools



DIGITALIZATION TOTVS Apps / T-cloud Store



USABILITY AND FUNCTIONAL PROGRESS



TECHFIN

- "ANTECIPA"
- "PAINEL FINANCEIRO"
- "MAIS NEGÓCIOS"
- "CONSIGNADO"

BUSINESS PERFORMANCE



DIGITAL COMMERCE





#CLOUDIFICATION



27% REVENUE GROWTH YoY



SPECIALIZED SALES OPPORTUNITIES
REINFORCEMENT THROUGHOUT BRAZIL



CLOUD-NATIVE AND CLOUD-EMBEDDED
NEW OFFERS IN THE **PORTFOLIO**



YoY REVENUE GROWTH SPEED UP IN
Q4: **31%**



NPS TOTVS CLOUD INCREASE
2018 → 2019: ↑11 | 2019 → 2020: ↑12

T-CLOUD

TOTVS CLOUD ECOSYSTEM

+Unique experience

+Loyalty

+Multicloud

+Efficiency

+16k

TAXPAYERS ID USING
T-CLOUD

+12k

ACTIVE ENVIRONMENTS IN
T-CLOUD

325%

USAGE GROWTH
2020 vs 2019

148k

PRODUCTS UPDATES
IN 2020

T-CLOUD EDGE

NEW AVAILABLE ZONES
ALL OVER BRAZIL

01 State of São Paulo (August 2020)

02 Northeast (April 2021)

03 South (H2 2021)

04 Minas Gerais (2022)

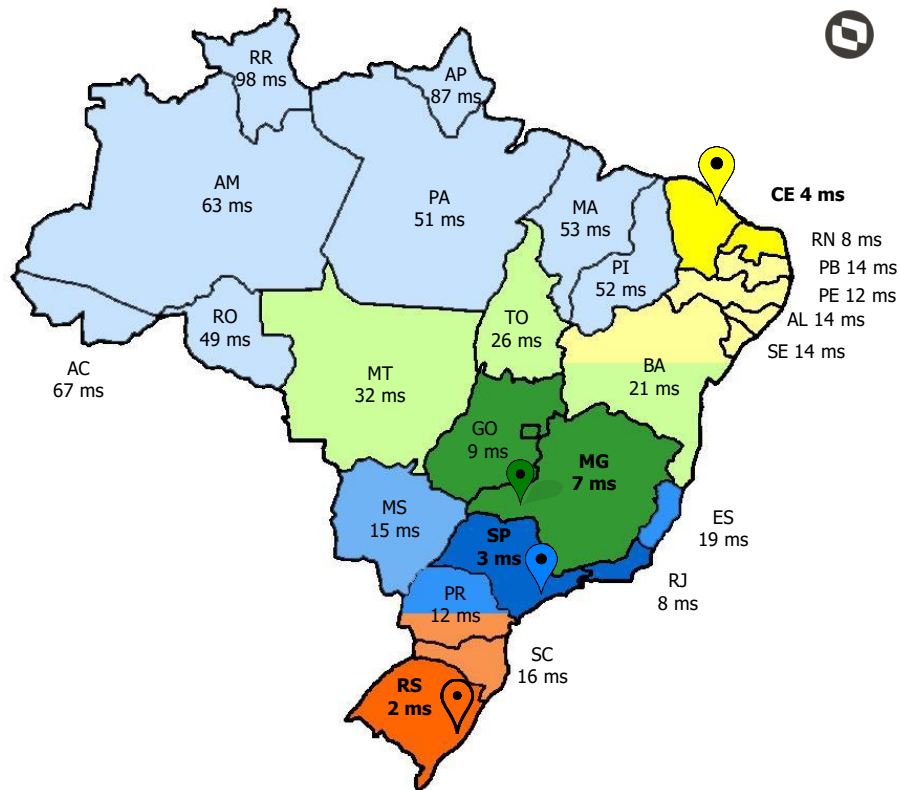
COMING SOON

+ COVERAGE ALL
OVER BRAZIL

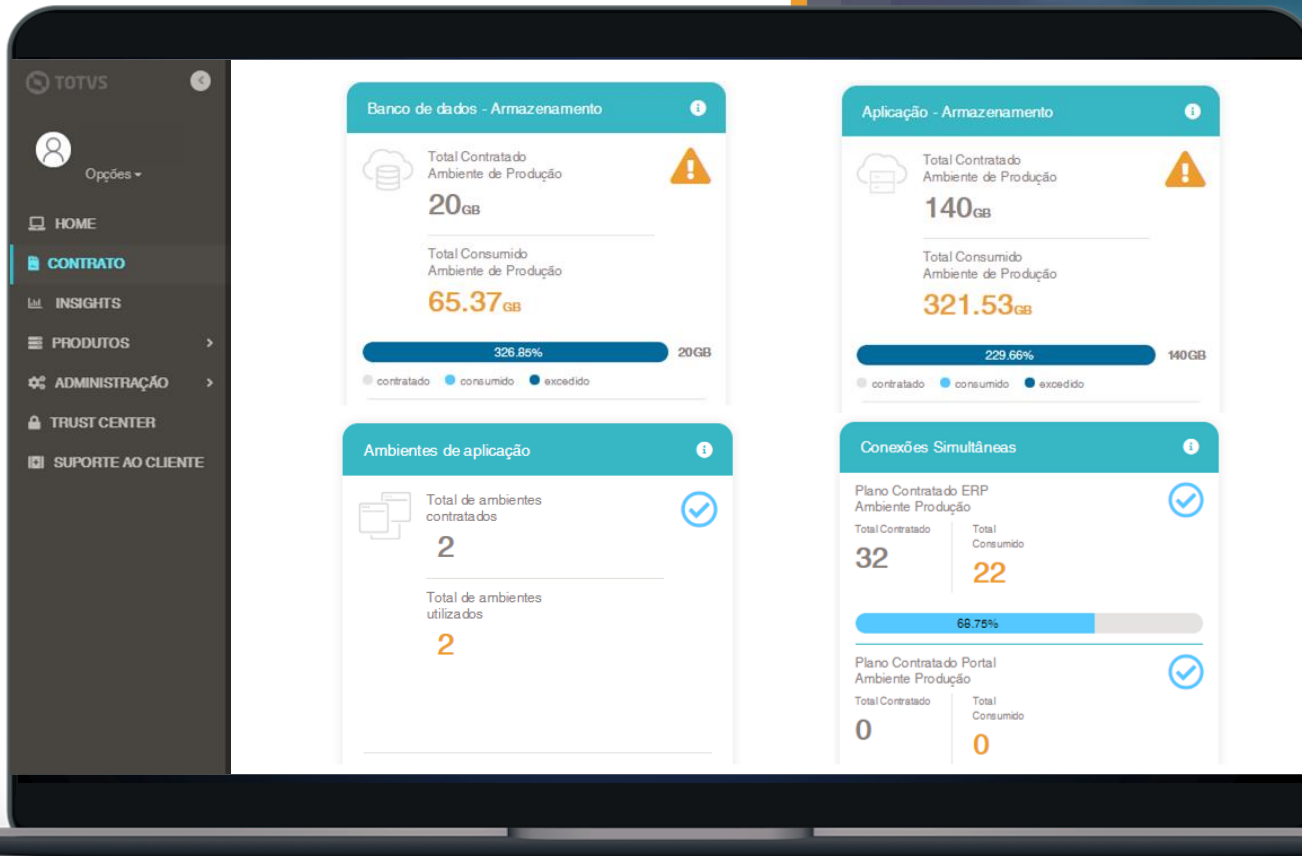
STRENGTHEN
EXPERIENCE

PERFORMANCE
OPTMIZATION

+ AGILITY



Caption: State + ms (milliseconds) = latency

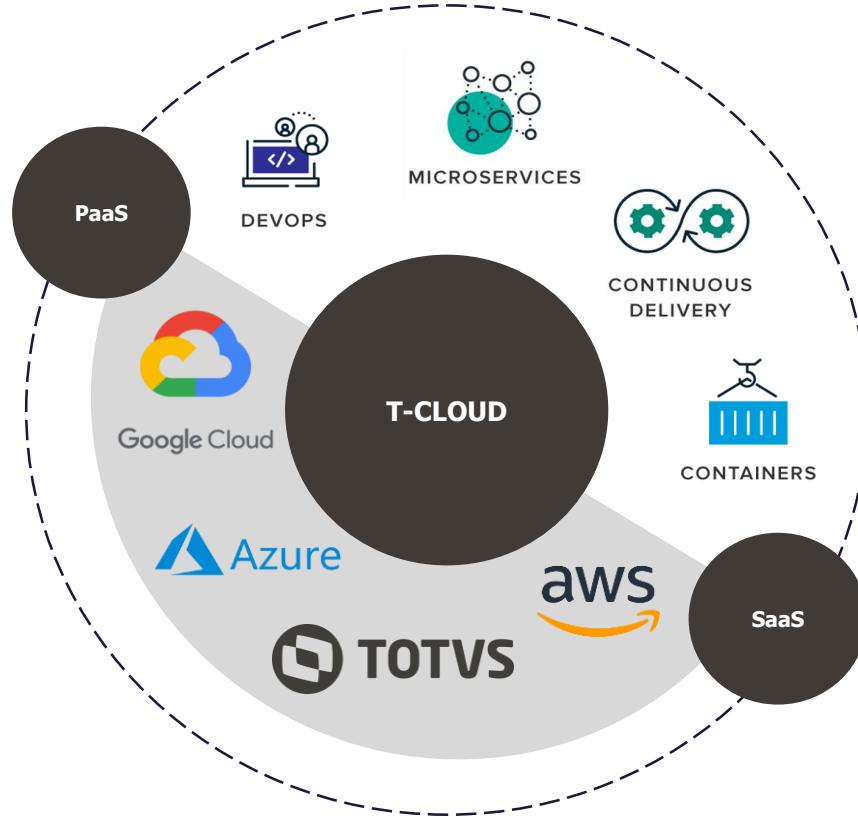


“CLOUDIFICATION” AND MODERNIZATION OF PORTFOLIO



Speed up
Innovation
adherence

Enable the usage
of **Intelligent
Data** strategy



Standardization
of TOTVS
solutions

Governance and
efficient usage of
Public Cloud

Connects TOTVS products lines to our partners softwares in an efficient, fast and monitored manner



Monitored Operation

High Availability

Scalable Environment

Security

Customizable Integration



+9.7 million

employees managed around the world

+10k

customers in Brazil and abroad

market

LEADER



9 consecutive years
Top of Mind HR (2012- 2020)
in the Technology for HR
Management category

**HR with better
Performance**

TRANSACTIONAL SOLUTIONS

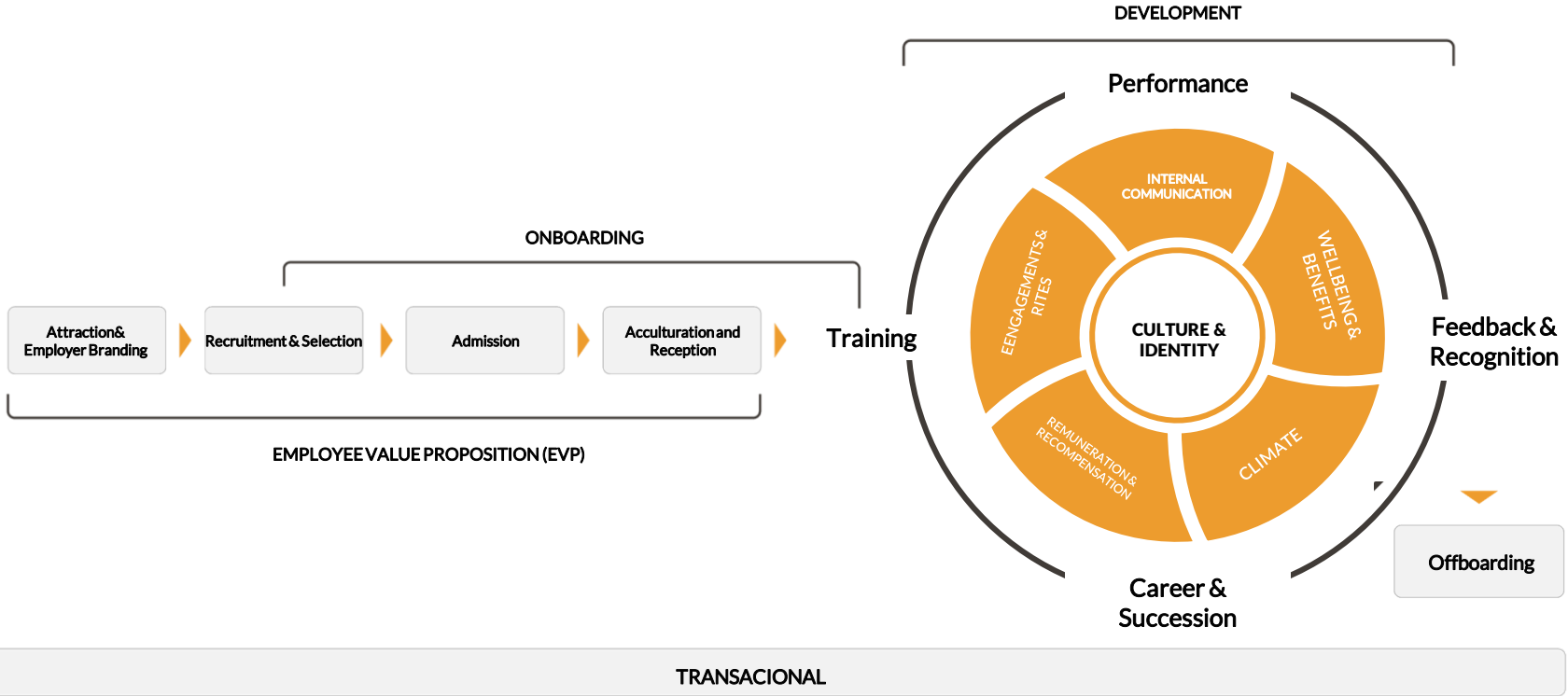
Payroll, electronic/attendance control, admission, security and occupational safety and health

HUMAN CAPITAL

Onboarding, training, development, performance, career, engagement, recruitment and selection

PROGRESS OF HUMAN CAPITAL EXPERIENCE

STARTING WITH OWN CONCEPTUAL FRAMEWORK

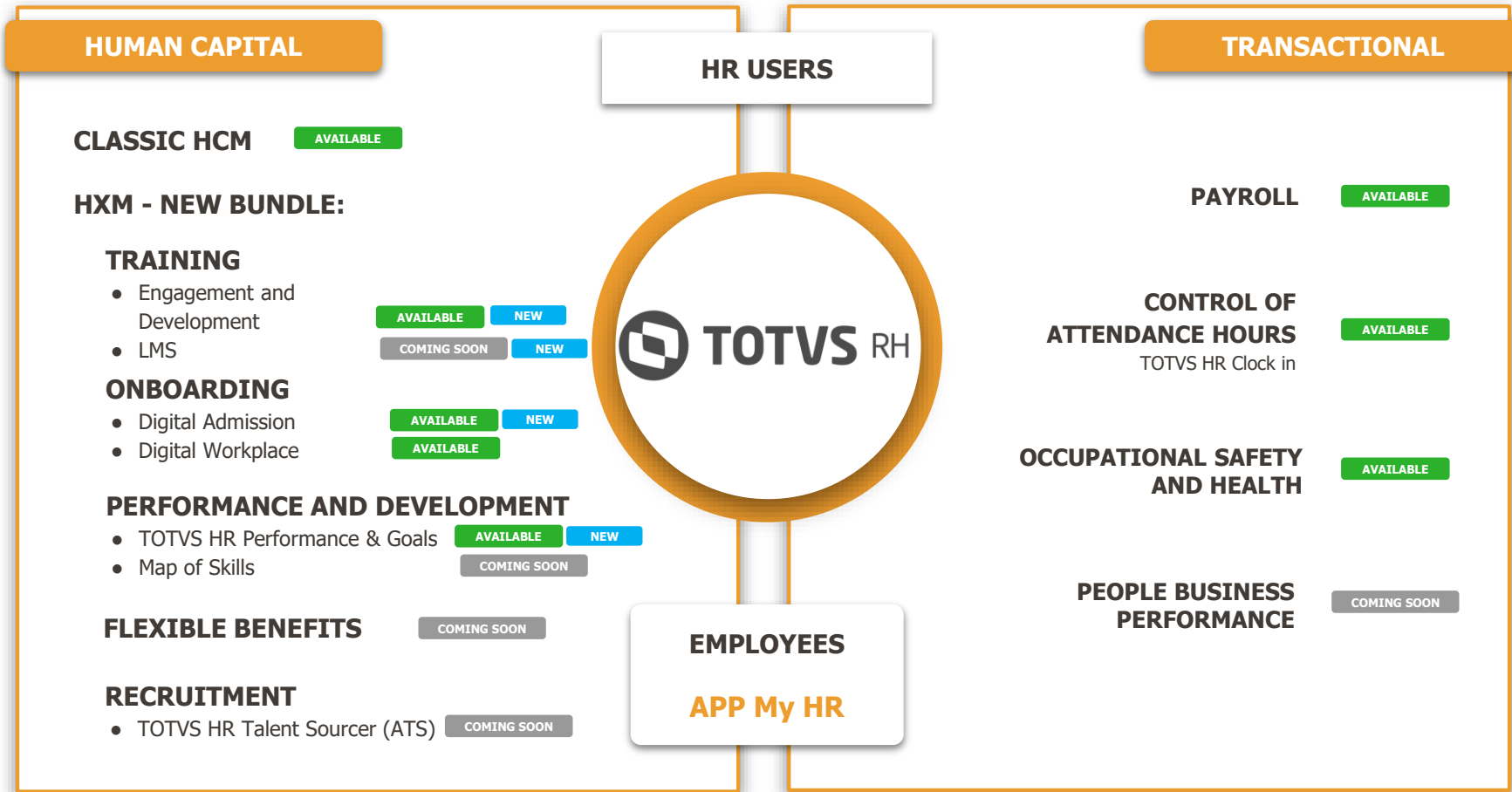




FULL PORTFOLIO VIEW

Caption:

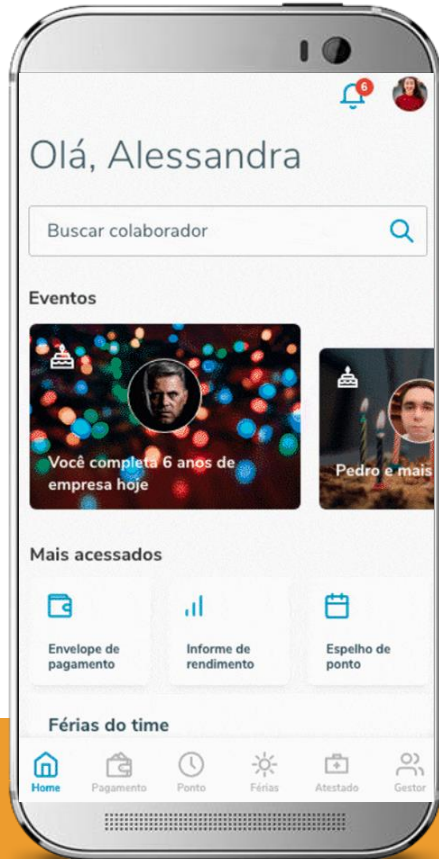
- Products **AVAILABLE**
- Products **COMING SOON**





MOBILE SOLUTION

My HR



PERFORMANCE & GOALS, CREATE A CULTURE OF RESULTS



THANK YOU



GUSTAVO BASTOS

Platforms Executive Officer

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



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#WEARETOTVERS

TOTVS DAY

INVESTORS 2021



Marcelo Eduardo

Business Segments Executive Officer

- Vertical Products – Solutions for Business Segments



Segmented Offers

/ Marcelo Cosentino



● March/2021



WHERE ARE WE?



EFFICIENCY

R&D / NR

2018 ~R\$700 thousands

2019 ~R\$800 thousands

2020 ~R\$850 thousands

Focus on our clients' customers

Roadmap alignment with Techfin

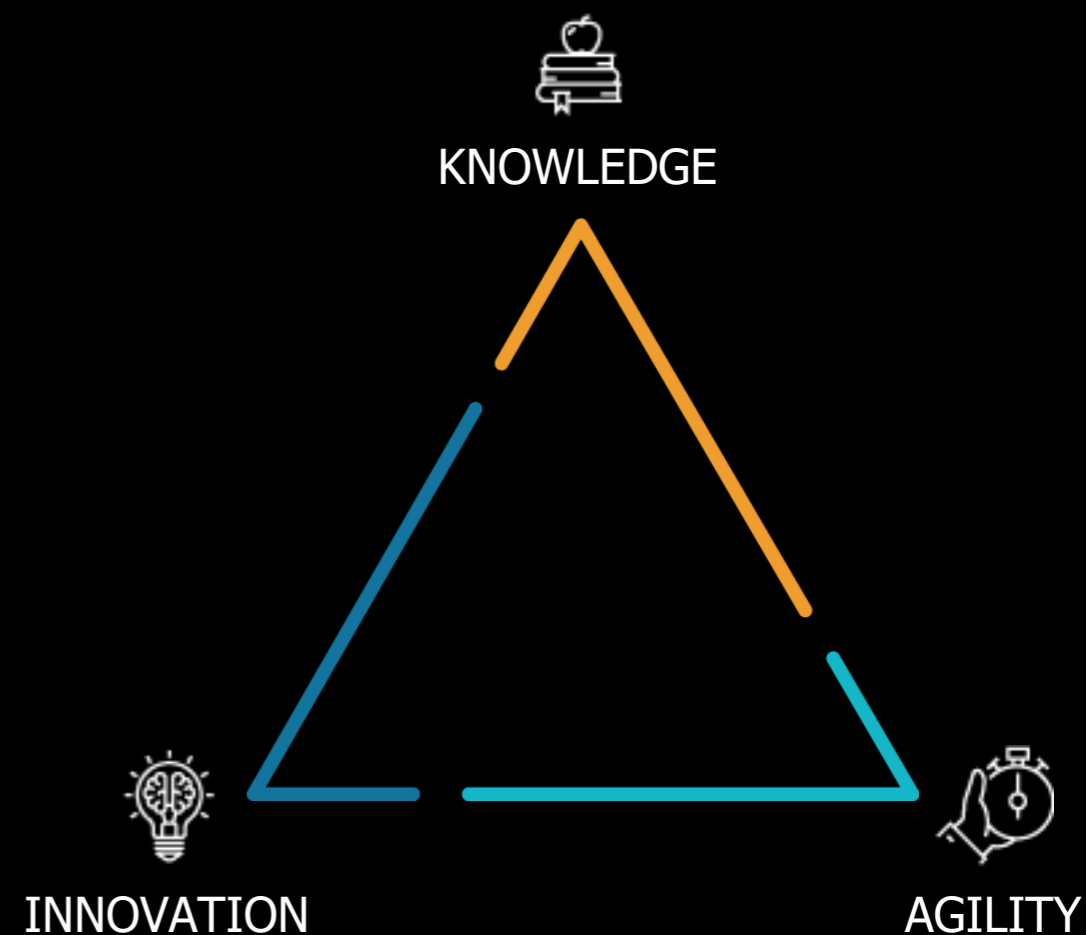
DEVELOPMENT

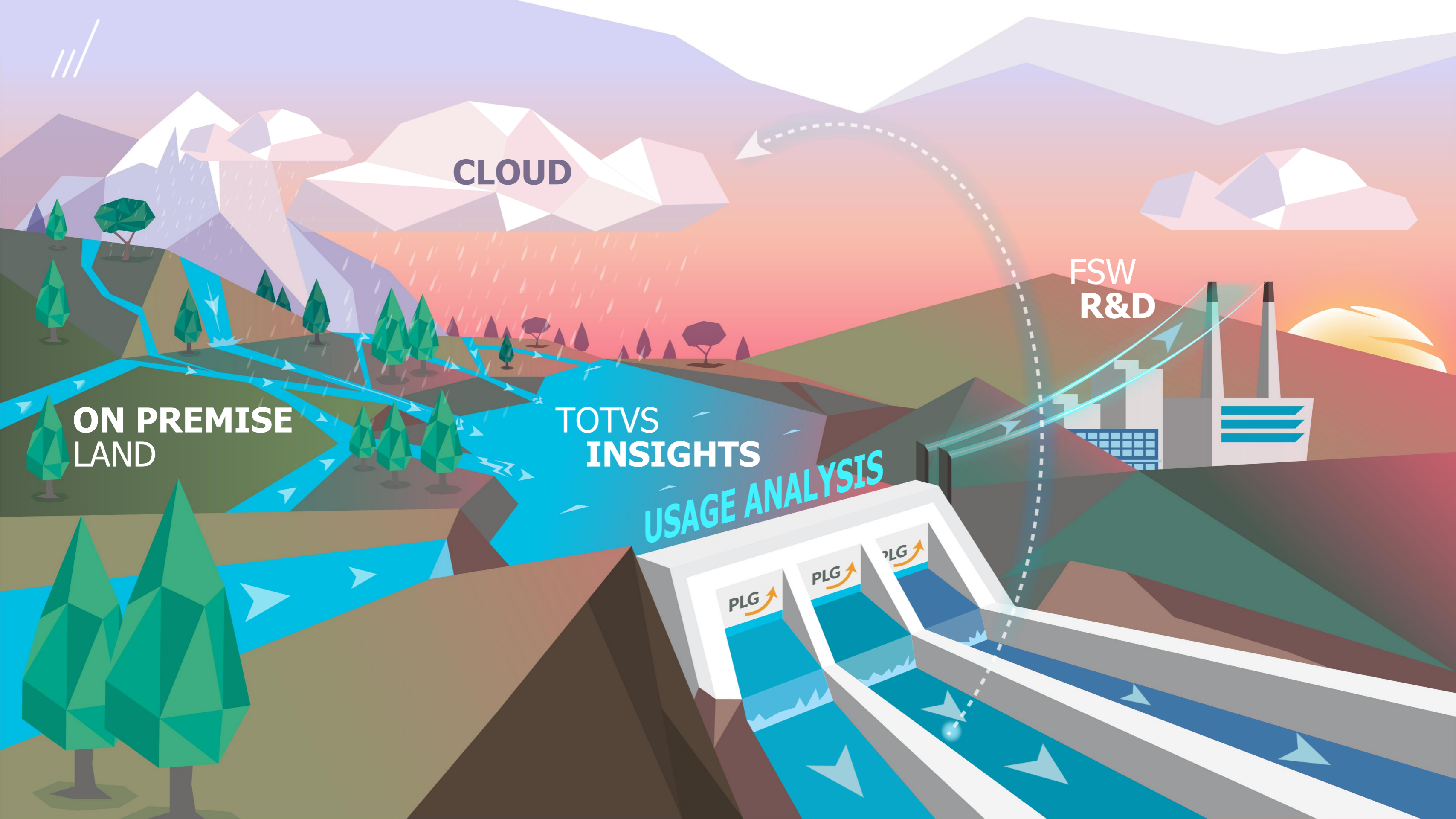
Roadmap transparency

Accelerators of implementation

Reinforcement of the sales team with specialization

UX | UI everywhere





CLOUD

**ON PREMISE
LAND**

**TOTVS
INSIGHTS
USAGE ANALYSIS**

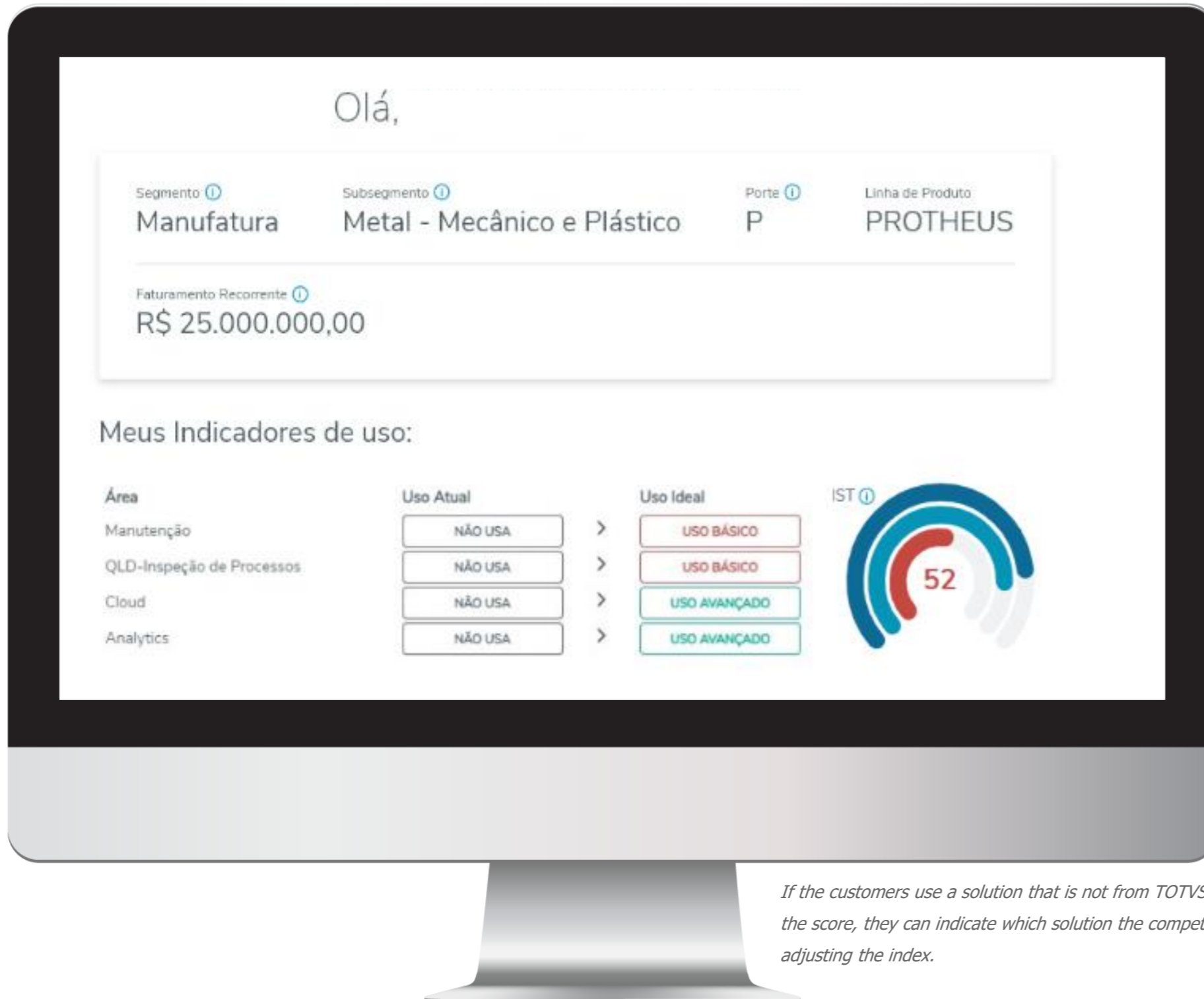
**FSW
R&D**

PLG ↗

PLG ↗

PLG ↗

CUSTOMER SUMMARY



INDEX COMPOSITION

Composed of 3 variables:

- Customers' ideal usage in their scope
- Average usage of customers from the same sub-segment and size
- TOTVS Customer's ideal usage

If the customers use a solution that is not from TOTVS, so impacting the score, they can indicate which solution the competitor uses, adjusting the index.



TOTVS SOPHISTICATION AND MANAGEMENT INDEX



Friendlier view of the customer's usage split by journey



Captions making the view of opportunities easier





Video 1

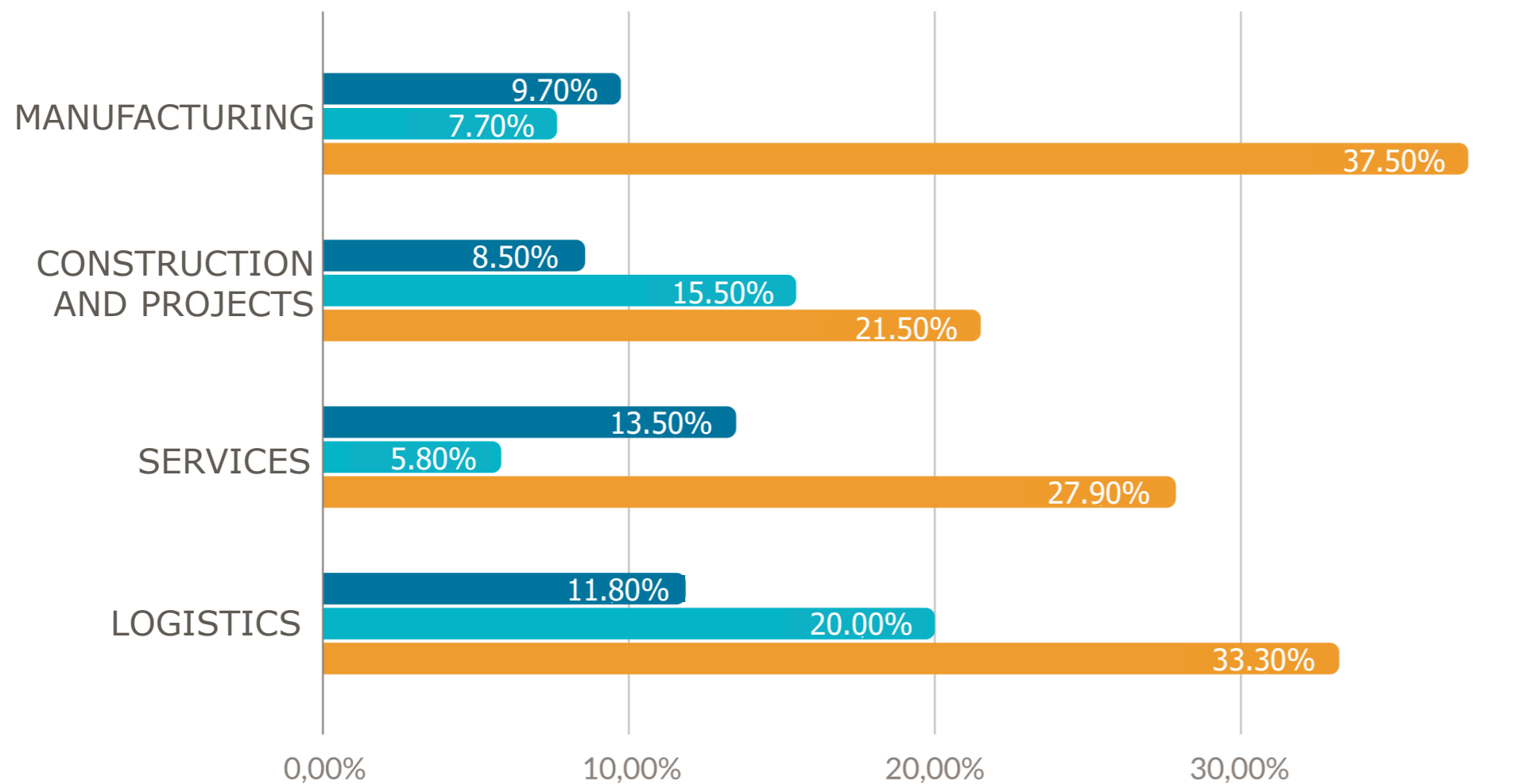
Functionality of load publication (BEFORE / AFTER)



ATTACH RATE AND LOYALTY

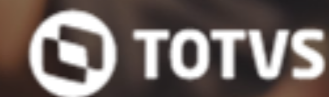


- YoY Total Revenue of Segments (1)
- YoY Revenue of Core Solutions (2)
- YoY Revenue of Complementary Solutions (3)



Source: internal control by the company regarding the activation and usage of products per revenue

- (1) - Recurring Revenue per activity code of the customer's EIN (Taxpayer's ID) (Jan-Dec) 2020 vs. 2019;
- (2) - Recurring Revenue per activity code, activating and using specialized solutions of the segment at issue; and
- (3) - Recurring Revenue per activity code, activating and using additional solutions of the segment at issue.



- AGRIBUSINESS
- LEGAL
- CONSTRUCTION
- LOGISTIC
- DISTRIBUTION
- MANUFACTURE
- EDUCATION
- SERVICE PROVIDERS
- FINANCIAL SERVICES
- HEALTH
- HOSPITALITY
- RETAIL
- FOOD RETAIL



VERTICAL SOLUTION EXAMPLE



HR

- Payroll
- Electronic Attendance Control
- Benefits
- Occupational safety and health
- eSocial
- Performance evaluation

BACKOFFICE

- Financial
- Invoicing
- Accounting
- Fiscal
- Supplies



RETAIL AUTOMATION





SUPPORT TO THE SALES MACHINE



OPPORTUNITY 1

Biz Dev Segment A

Biz Dev Growth A

Biz Dev Growth B

Biz Dev Segment B

Sales Executive / APN SEGMENT A

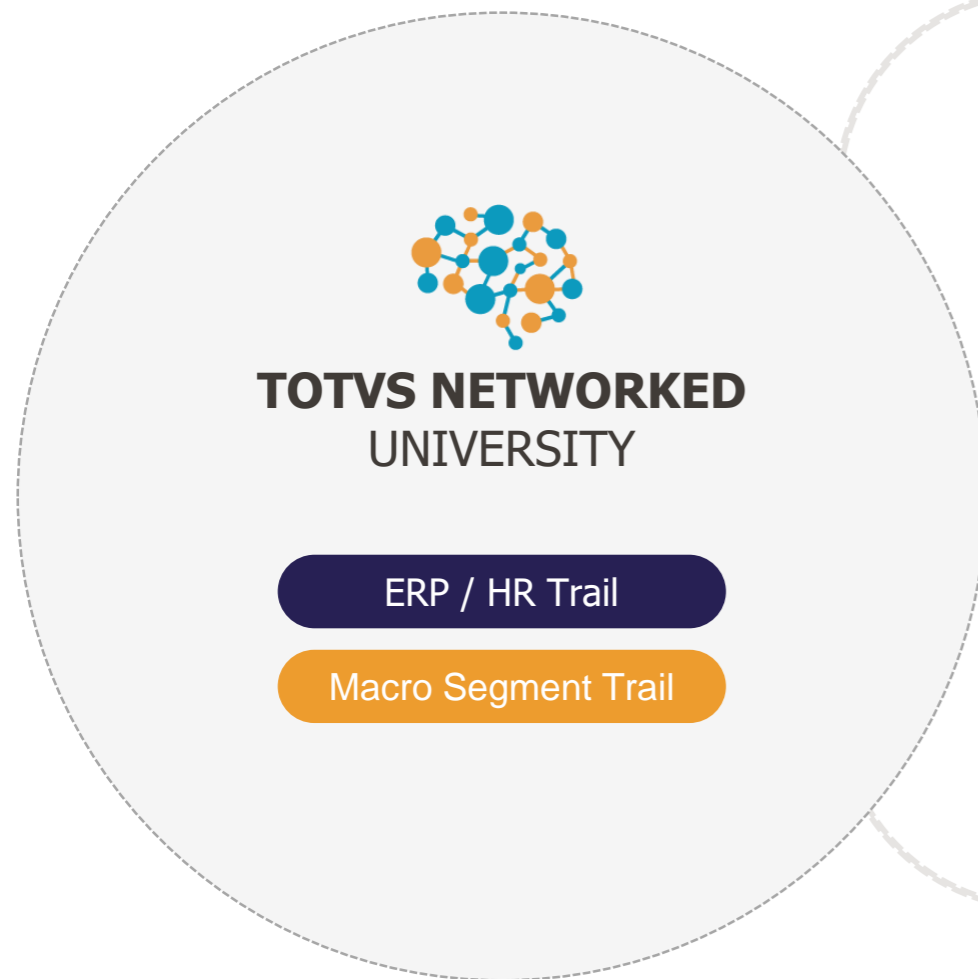
Sales Executive / APN SEGMENT B

OPPORTUNITY 2

TOTVS NETWORKED UNIVERSITY

ERP / HR Trail

Macro Segment Trail





Products Specialization



THANK YOU



MARCELO COSENTINO

Business Segments Executive Officer

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



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#WEARETOTVERS

TOTVS DAY

INVESTORS 2021



Alexandre Apendino

Services and Relationship Executive Officer

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



TOTVS SALES MACHINE

/ Alexandre Apendino



● March/2021



More than **15 TOTVS CLIENTS** made an **IPO** in the last 12 months

+BRL 300 million ARR summing up to a total of **BRL 2.2 Billion**

232 new customers of TOTVS **DIGITAL COMMERCE**

ACCELERATED
Growth of **NPS**

2,392 NEW entities as **TOTVS** clients

~90% of the projects delivered **REMOTELY**

TOTAL SAAS REVENUE
~BRL 700 millions
in 2020

340 new **TECHFIN** customers



**THE
CUSTOMER'S
SUCCESS
IS OUR
SUCCESS**



More than **15 TOTVS'S CLIENTS** filed for an **IPO** in the last 12 months

Source



Rede D'Or transacts R\$11.39 bn with IPO, the third-largest one in the history of the stock exchange *Source: Infomoney*

OceanPact's IPO achieves R\$11.15 per share and the company will raise R\$1.11 bn *Source: Valor Econômico*

IPO of Boa Vista Serviços transacts R\$2.17 bn; share is priced at R\$12.20
The price achieved the average of the range projected by the coordinators of the IPO, which ranged from R\$10.80 to R\$13.60 per share *Source: Infomoney*

Petz's IPO attracted almost 40 thousand individuals and generated R\$3.03 bn *Source: Money Times*





THE DIGITAL WORLD





- **The remote delivery of projects went from 25% to 90% (we plan to perpetuate the model)**
- **The adoption of cloud-based solutions for new customers went from 65% to over 85%**
- **We went from 53% to 86% in digital lead generation**



WHAT WE DID TO GROW IN 2020?

**2020:
WE GREW AND
ACCELERATED!**



/// WHAT WE ARE DOING TO GROW - 2020

Increasing the number of Quota Carriers (sales executives): own and franchised units

Improved product quality and customer satisfaction index: higher number of satisfied references = more sales

Change in the compensation model for Quota Carriers: more incentives for sales of solutions with recurring revenue

INCREASED INVESTMENTS IN MARKETING

New franchisees: entry of new franchisees (new generation)

INCREASE IN PORTFOLIO SOLUTIONS: (VTEX, CRM, APPS etc)

/// PREMISES FOR LARGE SCALE DISTRIBUTION

Solution with potential customers in the main geographic regions of Brazil (**capillarity**)

Solution with a **specific** focus on a customer size (example: SMB)

Solution that **fits** a specific customer area or need

Standardized solution

YES: standard distribution

NO: vertical distribution

CASE VTEX

STANDARDIZED

CAPILLARITY

MEETS SPECIFIC AREA

\$ PIPELINE and SALES \$

2020: we grew and accelerated Results delivered



TOTVS SALES MACHINE 2021



#SPEEDNESS

WHAT WE ARE DOING TO ACCELERATE MORE IN SAAS / CLOUD

- 1. NEW OFFERS 100% SAAS WITH LOW NEED FOR IMPLEMENTATION SERVICES. E.g.: NEW PORTFOLIO OF HUMAN RESOURCES (HxM)**
- 2. CONTINUOUS ADJUSTMENTS IN THE COMPENSATIONS OF THE QUOTA CARRIERS ENCOURAGING THE SALE OF SAAS/CLOUD-BASED SOLUTIONS**
- 3. ALL BUSINESS PERFORMANCE OFFERS (SAAS) HAVE SPECIALIST TEAMS SUPPORT FOR SALE AND PRE-SALE WITH SCALE TO ALL LATAM. FAST SALES ACCELERATION: TOTVS CRM, TOTVS OMNICHANNEL AND TOTVS E-COMMERCE**

#SPEEDNESS

WHAT ARE WE DOING TO ACCELERATE MORE IN TECHFIN

- 1. ALL COMMERCIAL AND TOTVS SALES MACHINE MANAGEMENT TEAMS WITH COMPENSATION LINKED TO THE TECHFIN SALES**
- 2. ALL UNITS (FRANCHISES/OWN COMPANY) WITH SPECIALIST TEAMS FROM THE FINANCIAL SECTOR SUPPORTING THE CLOSING OF NEW TECHFIN BUSINESSES**
- 3. SALES AND SERVICE TEAMS TRAINED AND WITH A DIFFERENT SPEECH IN RELATION TO THE TECHFIN OFFERS**

#SPEEDNESS

WHAT ARE WE DOING TO ACCELERATE **MARKETING**

44% OF DIGITAL REACH GROWTH IN TOTVS OWN CHANNELS



+ **11%** growth in new followers in the social media (currently: 600 thousand LinkedIn followers, 52 thousand Instagram followers)

+ **30%** growth in the number of social media interactions

+ **68%** growth in the number of views on the Youtube (5.4MM views)

100% GROWTH IN THE OUTREACH AND VOLUME OF DIGITAL EVENTS



600 online events and **50 thousand** participants

45 live streamings via social media (TOTVS Talks) +**200 thousand** views

430 webinars (Product / Solution) +**28 thousand** participants

125 web classes (Trainings) +**10 thousand** participants

#SPEEDNESS

WHAT ARE WE DOING TO ACCELERATE **OPERATIONALLY**

1. CHALLENGES FOR TOTVS FRANCHISES: NEW ACTION FRONTS (E.g.: TECHFIN). **WE WILL PERFORM SPECIFIC CONSOLIDATIONS. SUCCESS CASE: S.J. DO RIO PRETO WITH M.T. DO SUL: **FAST EXPANSION OF SALES AND NEW REGIONAL OFFICES****

2. EXPANSION OF VERTICAL SOLUTIONS **WITH SPECIALIST TEAMS AND SPECIFIC UNITS (BRAZIL AND/OR LATAM) THAT ONLY WORK WITH THE VERTICAL SOLUTION. INCREASE OF LOYALTY IN LARGE SCALE**

3. ALIGNMENT OF DISTRIBUTION FOR SALES MODEL VIA **PRODUCT LED GROWTH (PLG)**

THANK YOU



ALEXANDRE APENDINO

Services and Relationship Executive Officer

- Technology + Knowledge are our DNA.
- Clients' success is our success.
- We value skilled people who are good people.



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#WEARETOTVERS

TOTVS DAY

INVESTORS

2021



Juliano Tubino

Strategy and New Businesses Executive Officer

- New Businesses and Partnerships
- Techfin
- Micro e Small Companies Plataforms
- Idexo
- Marketing



TECHFIN

Juliano Tubino

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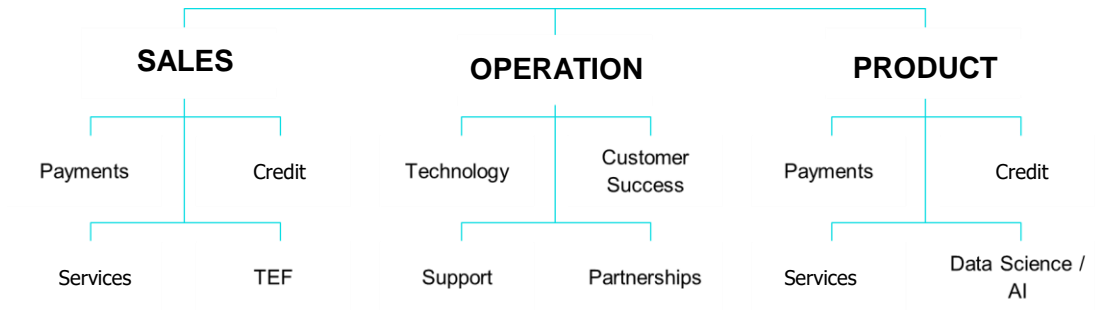


● March/2021





1 ORGANIZATION



2 PARTNERSHIPS AND M&A



3 PRODUCTS

TOTVS ANTECIPA

TOTVS MY EDUCONNECT

TOTVS TEFCLOUD



CREDIT

PAYMENTS

SERVICES



FOLHA DIRIGIDA

TOTVS Techfin: novidade facilita gestão de empréstimo consignado

A Techfin é uma unidade de negócio da TOTVS que oferece soluções para simplificar, ampliar e baratear o acesso a serviços financeiros ...

8 de out. de 2020



Baguete

TOTVS Techfin oferece novas soluções de crédito

TOTVS Techfin oferece novas soluções de crédito. 03/08/2020 06:07. Agora é possível oferecer crédito para clientes e parcelar boletos de fornecedores.

3 de ago. de 2020



Money Times

Totvs lança plataforma de gestão e projeção...

A ferramenta integra o portfólio da unidade Techfin, e permite que gestores acompanhem o fluxo de caixa da empresa em tempo real e criem ...

25 de mai. de 2020



InforChannel

Totvs apresenta solução de pagamento digital na era do PIX

"O Totvs Pagamento Digital reforça o compromisso da Techfin de ampliar, simplificar e baratear a maneira como os clientes Totvs de todos os ...

1 mês atrás



Computer World by IDG

Antecipação de recebíveis é a nova solução lançada pela TOTVS...

... do TOTVS Antecipa, plataforma de antecipação de recebíveis hospedada dentro da unidade de negócios Techfin, empresa de tecnologia e ...

4 de mar. de 2020

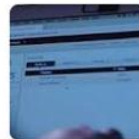


Money Times

Totvs anuncia solução da unidade Techfin que prorroga pagamentos de...

Totvs anuncia solução da unidade Techfin que prorroga pagamentos de boletos. Por Diana Cheng. 22/07/2020 - 16:40. Totvs A solução, voltada para empresas ...

22 de jul. de 2020



Baguete

Cliente Totvs tem crédito consignado na folha

Eduardo Neubern, diretor da Totvs Techfin. A Totvs fechou acordos com o banco BV e a fintech Creditas através dos quais as instituições ...

18 de fev. de 2020





Investors Day'20

Investors Day'21

PRODUCTS



- 1 **TOTVS** TEF CLOUD
- 2 **TOTVS** ANTECIPA
- 3 **TOTVS** EDUCONNECT PAY

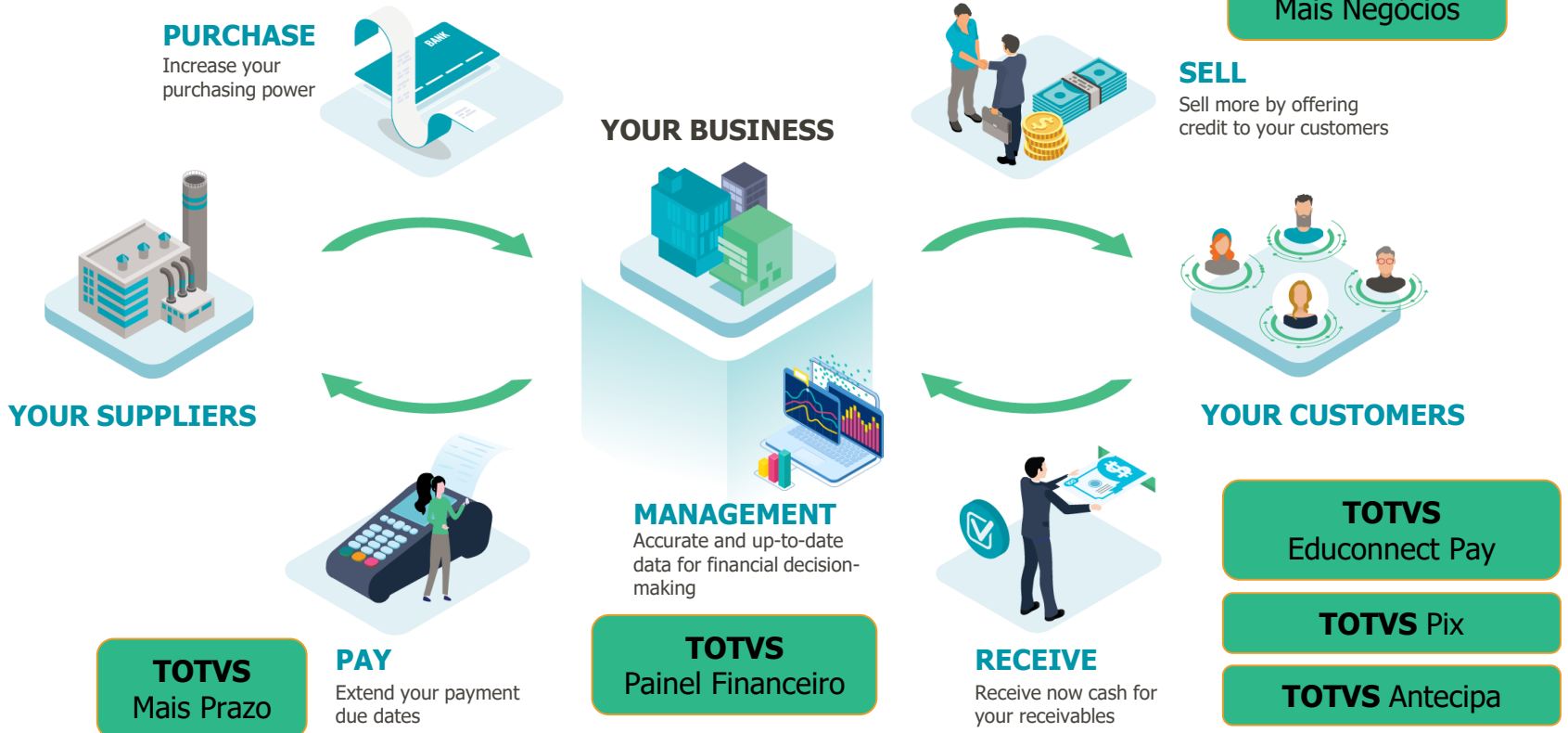
PRODUCTS



- 1 **TOTVS** TEF CLOUD
- 2 **TOTVS** ANTECIPA
- 3 **TOTVS** EDUCONNECT PAY
- 4 **TOTVS** MAIS PRAZO
- 5 **TOTVS** PAINEL FINANCEIRO
- 6 **TOTVS** MAIS NEGÓCIOS
- 7 **TOTVS** CONSIGNADO
- 8 **TOTVS** PIX



WE WILL KEEP SIMPLIFYING THE FINANCIAL CYCLE OF THE BRAZIL THAT GETS THINGS DONE



TOTVS Antecipa

Create Watch Log in Join



7



Follow

Comments v

Party Summer Vacation



A COMPANY OPERATING FOR THE PAST 26 YEARS IN
HEALTH, REAL ESTATE, TRADE, AND HOSPITAL
PRODUCTS INDUSTRIES

**“WITH ANTECIPA, IN JUST A FEW SECONDS AND
FEW CLICKS, AND VERY EASILY, WE MANAGE TO
ANTECIPATE RECEIVABLES OF A PARTICULAR
INVOICE”**

Agility and speed to get immediate cash for your receivables



A COMPANY OPERATING FOR MORE THAN 20 YEARS IN THE MARKET MANUFACTURING SCALES FOR LOADERS, FORKLIFTS, AND OVERHEAD CRANES

“WITH TOTVS ANTECIPA, OUR CASH FLOW AND WORKING CAPITAL BECAME MORE ACCESSIBLE. IT IS A TOOL THAT ENABLES US TO HAVE THE RESOURCES AVAILABLE IN JUST A FEW CLICKS”

Working capital and decision-making in an easy, fast, and integrated way

TOTVS Consignado

Create Watch Log in Join

10 



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Party Summer Vacation

TOTVS Painel Financeiro

Create Watch Log in Join

11

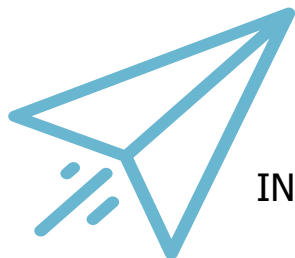


Follow

Comments v

Party Summer Vacation

460 Feb/2021
CLIENTS

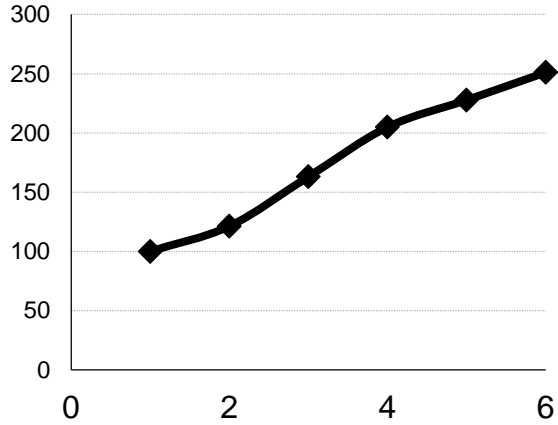


IN 2 MONTHS

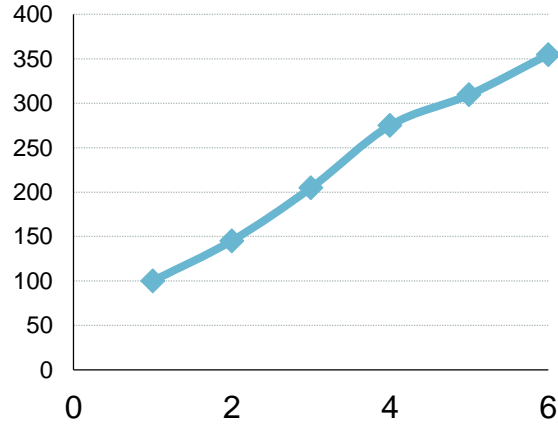
340 Dec/2020
CLIENTS



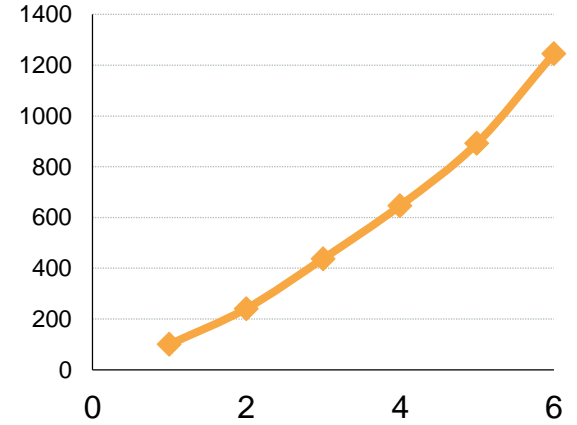
AGREEMENTS



ACTIVE BASE



USAGE



SUPPLIER ESCALATING WITH RESILIENCE AND PERFORMANCE

Expressive growth in the pipeline of new clients, decrease in default, and resumption of production and credit portfolio

- Credit policy and volumes
- “V” recovery - Supplier Off model strengthening the cash of industries
- Record-breaking number of partners in negotiation and implementation

FITCH AA+

reaffirmation of AA+ rating and expansion of corporate AA- rating

33-40%

PIPELINE SUPPLIER coming from TOTVS MORE BUSINESSES

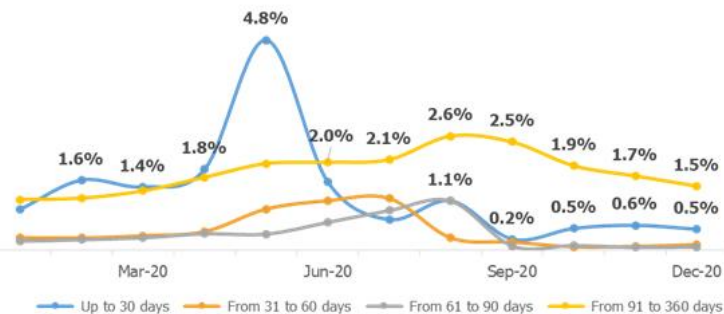
RECORD-BREAKING LEVELS

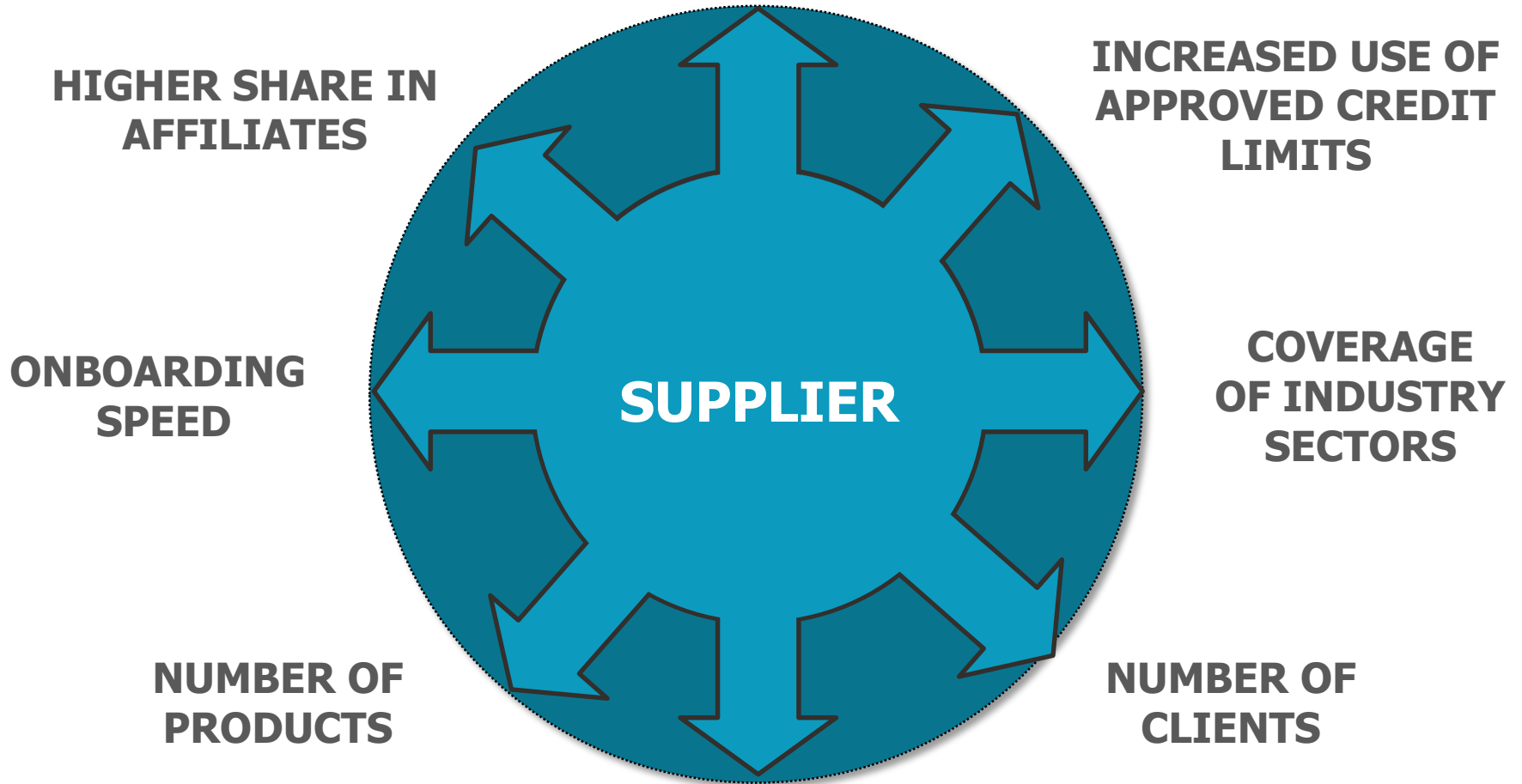
NET INCOME AND PRODUCTION reached historic record-breaking levels during the month of October

Credit Production (R\$MM)



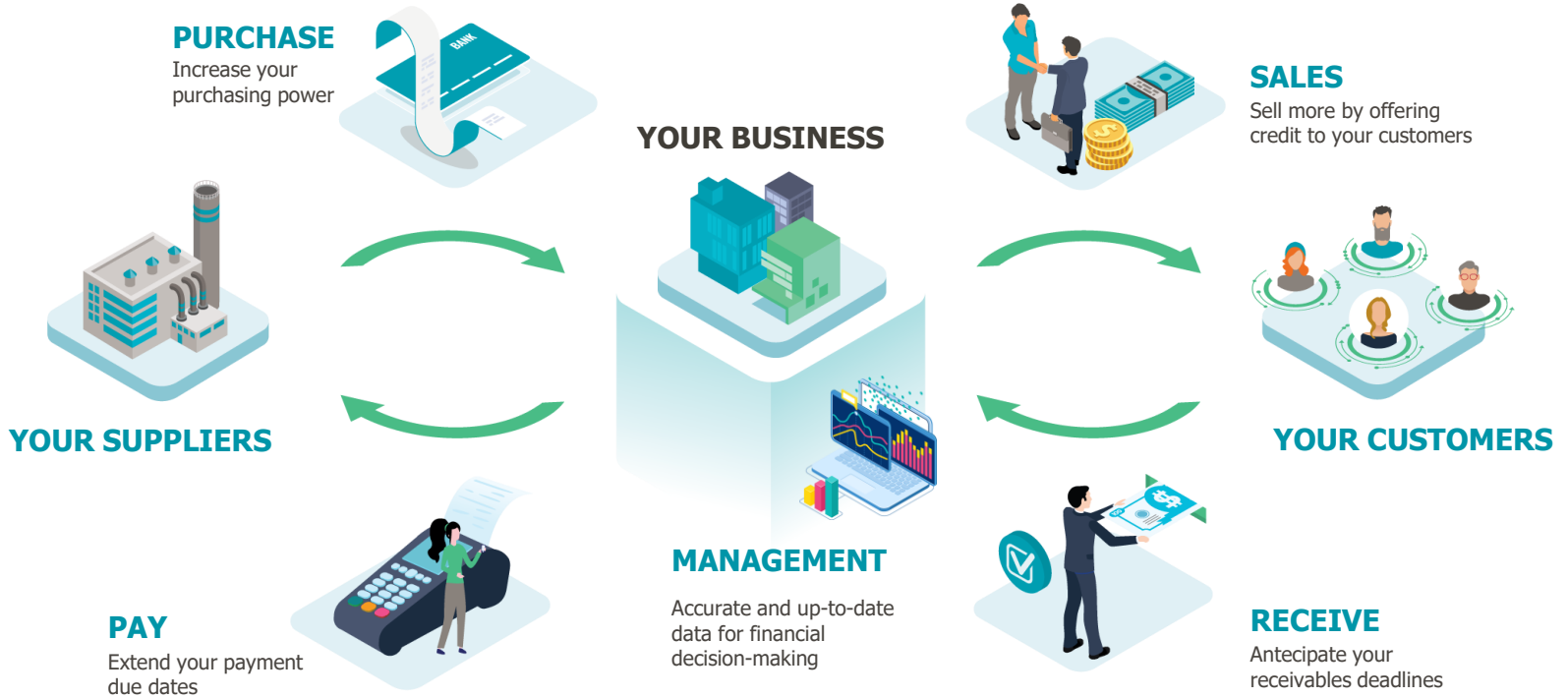
Delinquency Rate







WE WILL KEEP SIMPLIFYING THE FINANCIAL CYCLE OF THE BRAZIL THAT MAKES IT HAPPEN



- Expansion of our products to all ERPs of TOTVS
- Services that will generate coverage and frequency of use
- Products for the suppliers of our clients
- AI assisting our clients in decision making

THANK YOU



JULIANO TUBINO

Strategy and New Businesses Executive Officer

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



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#WEARETOTVERS

TOTVS DAY

INVESTORS 2021



Dennis Herszkowicz
CEO

98.71

79.32

98.71

95.06

78.92

84.05



RD STATION

**Announcement of
business combination**



BRAZIL'S #1 TECH COMPANY

+

BRAZIL'S #1 DIGITAL MARKETING AUTOMATION

TOTVS' and RD's vision for the ecosystem



Combining Brazil's #1 **TECH COMPANY** with Brazil's **DIGITAL MARKETING AUTOMATION** Leader



#1 SaaS company in Brazil

By revenues

+40 thousand

Active clients

~BRL 2.6bn

2020 Net revenues

+12%

2018-2020 recurring CAGR

+7 thousand

employees



#1 player in Brazil

In digital marketing automation

+25 thousand

Active clients

~BRL 206m

2021e Net revenue

+46%

2016-2021e revenue CAGR

+600

employees

TOTVS DAY

INVESTORS 2021



Eric Santos
RD STATION CEO

98.71

79.32

98.71

95.06

78.92

84.05



TOTVS Investors Day

March 2021

Eric Santos - CEO

RD Station is the leading Marketing & Sales SaaS platform in Latin America. We provide SMBs with world-class software, education and customer experience to help them grow and thrive in a digital economy.

More than a company, we've created a movement



25,000+
Customers in more than
20 countries



1,700+ Partners
1.5M Visitors/month
20,000+ Conference attendees/year



Undisputed leader in Brazil and a
Global Challenger in Marketing &
Sales SaaS

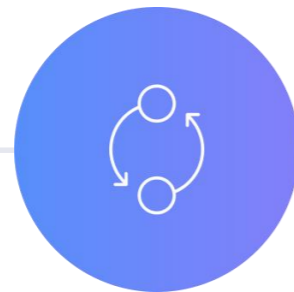
WITH GREAT SAAS METRICS AND UNIT ECONOMICS

High Growth

Recurring Revenues

Asset Light Model

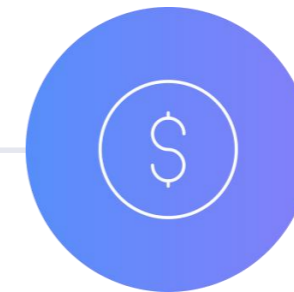
Strong Customer Engagement



BRL 210m
(ARR Feb./21)



~6x
LTV/CAC



+73%
Subscription
Gross Margin



+60%
CAGR (16-20)



92% (increasing)
Net Retention Rate

Backed by: RIVERWOOD  CAPITAL

 TPG

 Redpoint
ventures

 ASTELLA

 DGF
Investimentos

 ENDEAVOR
CATALYST



Marketing Automation & CRM for SMBs with strong service partner ecosystem & app integrations



Marketing Automation Software that helps companies scale their digital marketing strategy

- Lead generation
- WhatsApp, SEO, Email Marketing, Social
- Personalized journey with automated workflows
- Analytics & reporting with funnel performance



Sales CRM Software that helps companies manage their sales process

- Real time funnel view
- Opportunity and Forecast Management
- Sales tracking and reporting
- WhatsApp and Virtual Phone integration



Over 100 third party App integrations with our Marketing and Sales software

Growth methodology

We help SMBs **attract, convert and engage** leads and customers following our Inbound Marketing methodology

Customers who are brand advocates



Fabricio Theophilo R
Marketing manager
Small-Business (50 or fewer emp.)

★★★★★ Apr 24, 2019

"Comprehensive and efficient marketing tool"

What do you like best?

Easy to use and intuitive. Defining and understanding strategies was the biggest challenge. The DR encouraged us to improve routines. Our sales operation is more efficient. We are communicating better with our potential customers. We are communicating better with our active customers.



André W
Demand Generation
Small-Business (50 or fewer emp.)

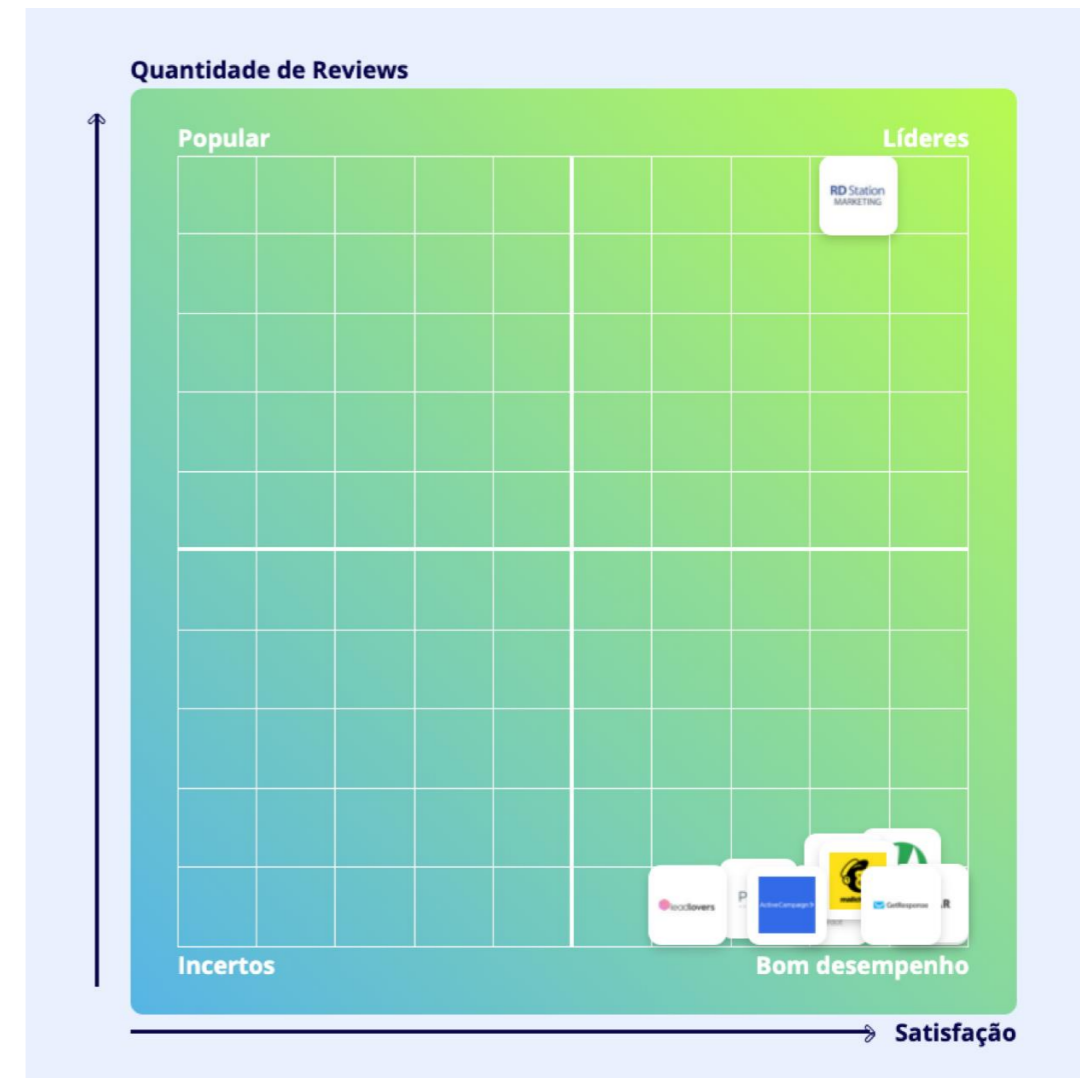
★★★★★ Jun 11, 2019

"A 5 years of love relationship"

What do you like best?

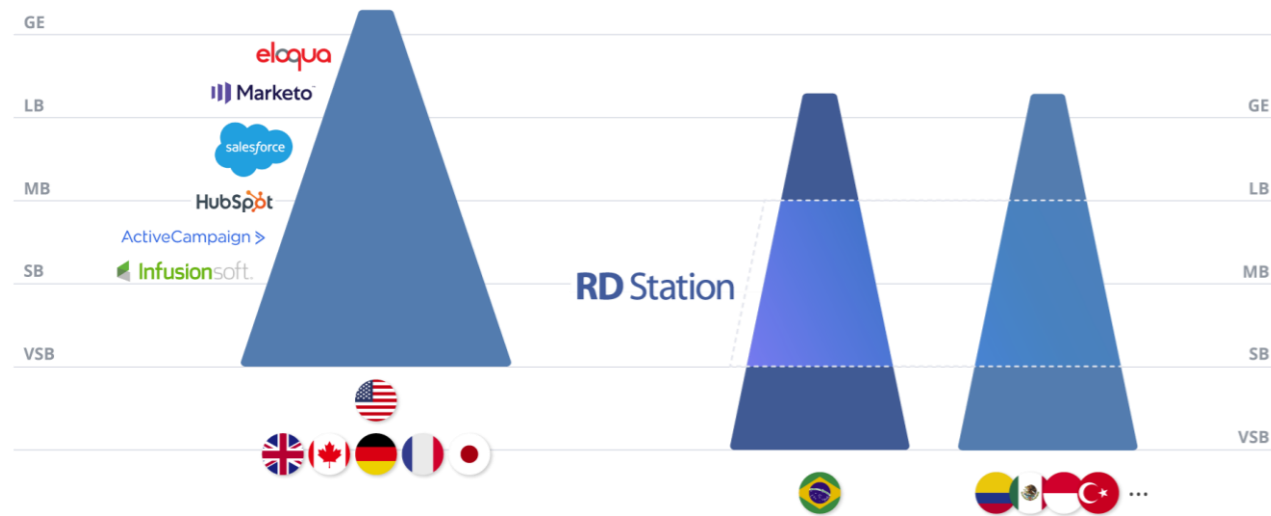
RD Station has brutally increased its features and UX through the years. In spite of being a company outside America, it does not lose to any other marketing automation tools like Hubspot, Pardot, Marketo, etc. First class e-mail marketing, flexibility to create my own landing pages in minutes and a lot of integrations are the strengths. Of course, RD Station has also a very capable and helpful customer success and support team.

Undisputed Leadership position in Brazil



B2B Stack is a Brazilian B2B software review site that gathers and ranks customer reviews. RD Station is ranked as Marketing Automation and Sales "Leader" in Brazil

Unique positioning to serve SMBs in Emerging Markets

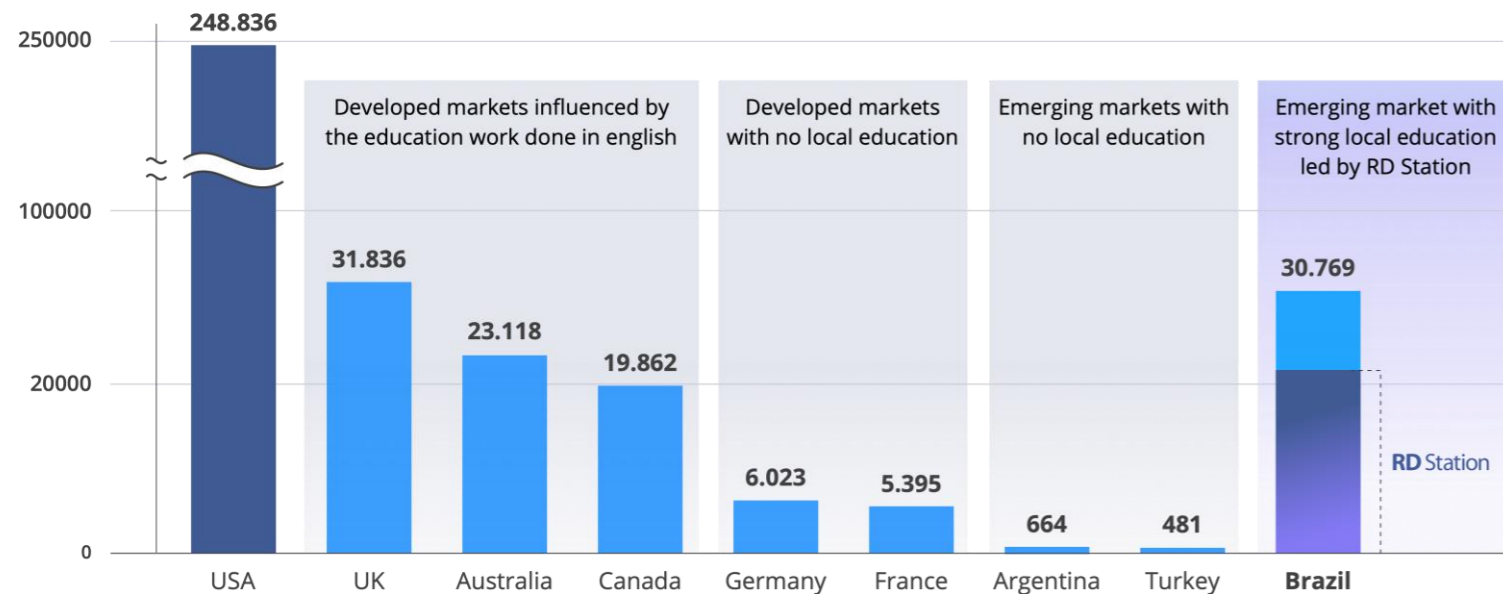


And we are not even scratching the surface



Ability to unlock Markets via education

of companies using Marketing Automation solutions

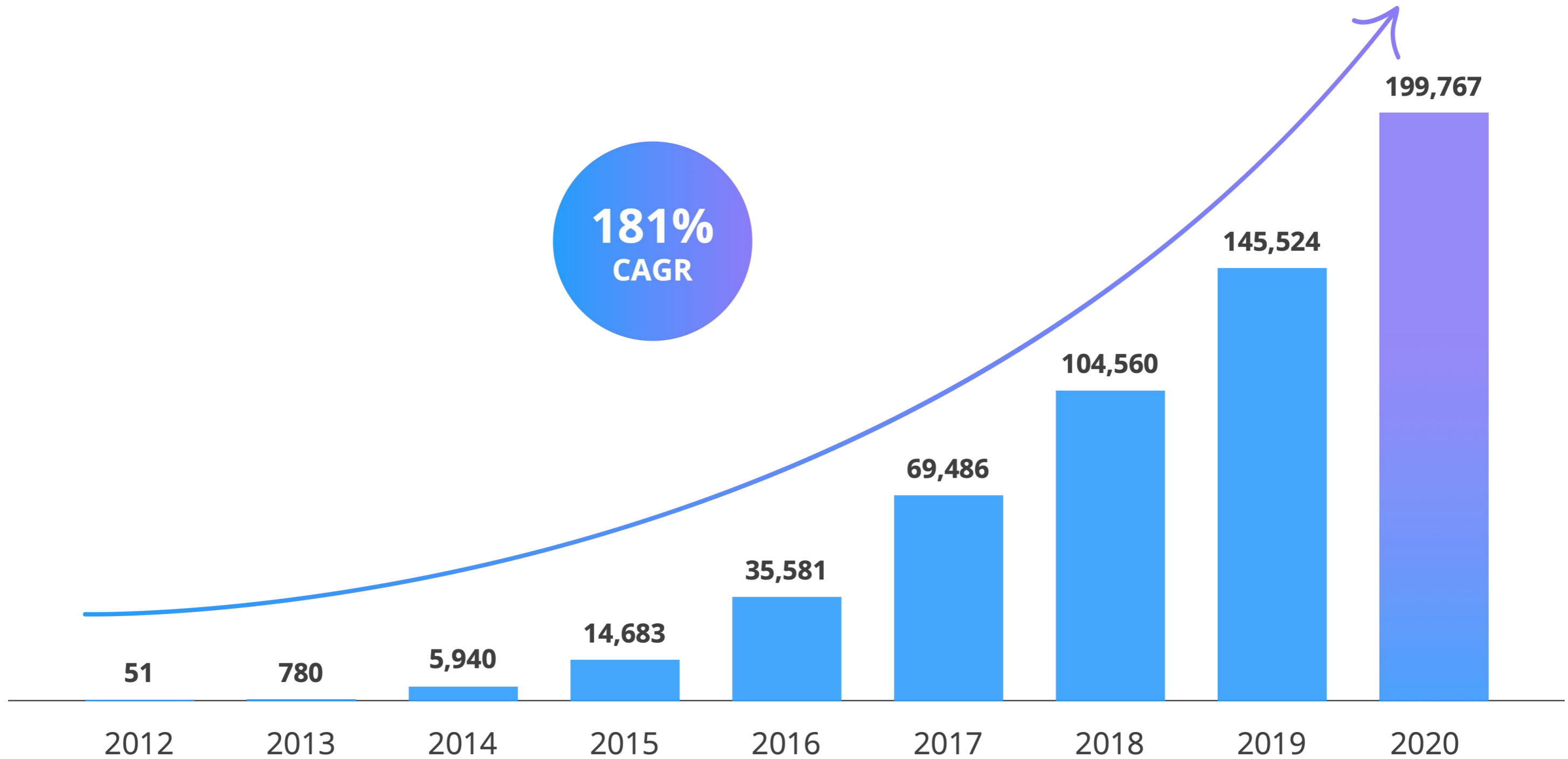


Estimated market penetration by the number of domains using Marketing Automation Software according to Datanyze, October/20

*Source: TAM analysis conducted by Bain & Company for RD in 2016 reflecting target of 1.6MM companies in Brazil (out of 20MM in total) with an average ARPA of US\$ 250/month



ACHIEVING FAST, PREDICTABLE AND CAPITAL-EFFICIENT GROWTH
(SOFTWARE ARR - IN THOUSANDS OF R\$)





**Empowering the heroes and scale-ups
that grow the economy**

TOTVS DAY

INVESTORS 2021



Juliano Tubino

Strategy and New Businesses Officer

- New Businesses and Partnerships
- Techfin
- Business Performance
- Micro e Small Companies Platforms
- Idexo
- Marketing



BUSINESS PERFORMANCE



BUSINESS PERFORMANCE – BUILD, PARTNER, BUY

3-PHASE APPROACH

Capabilities that support and accelerate our clients **SALES** dimension, increasing their results of TOP LINE and revenue

Capabilities that support and accelerate our clients needs of **ANALYTICS AND BIG DATA**, increasing their skills of understanding and doing something about their costumers, business and target market

Capabilities that support and accelerate our clients needs of **MARKETING**, increasing their skills of brand value optimization, clients engagement and retention, and new clients acquisition



SALES

ANALYTICS

MARKETING

BUSINESS PERFORMANCE – CREATING VALUE IN ALL SEGMENTS



Business Performance Capabilities are applicable and have their addressable market encompassing all industries and segments in which TOTVS operates, with existing solutions for the LEGAL, CONSTRUCTION, MANUFACTURING, RETAIL, FINANCIAL SERVICES, EDUCATION, and LOGISTICS areas. Where relevant Sales and Marketing practices exist, there will be an opportunity for optimizing them through technology. Wherever the use and understanding of customer and operation data bring opportunities to improve sales, there will also be opportunities for Analytics solutions.



What happens now with TOTVS and RD Station together ?



TOTVS is building a comprehensive SaaS platform offering ERP, Techfin and Business Performance



RD Station is a terrific platform to strengthen Business Performance with a strong, capital-efficient growth and a compelling product vision



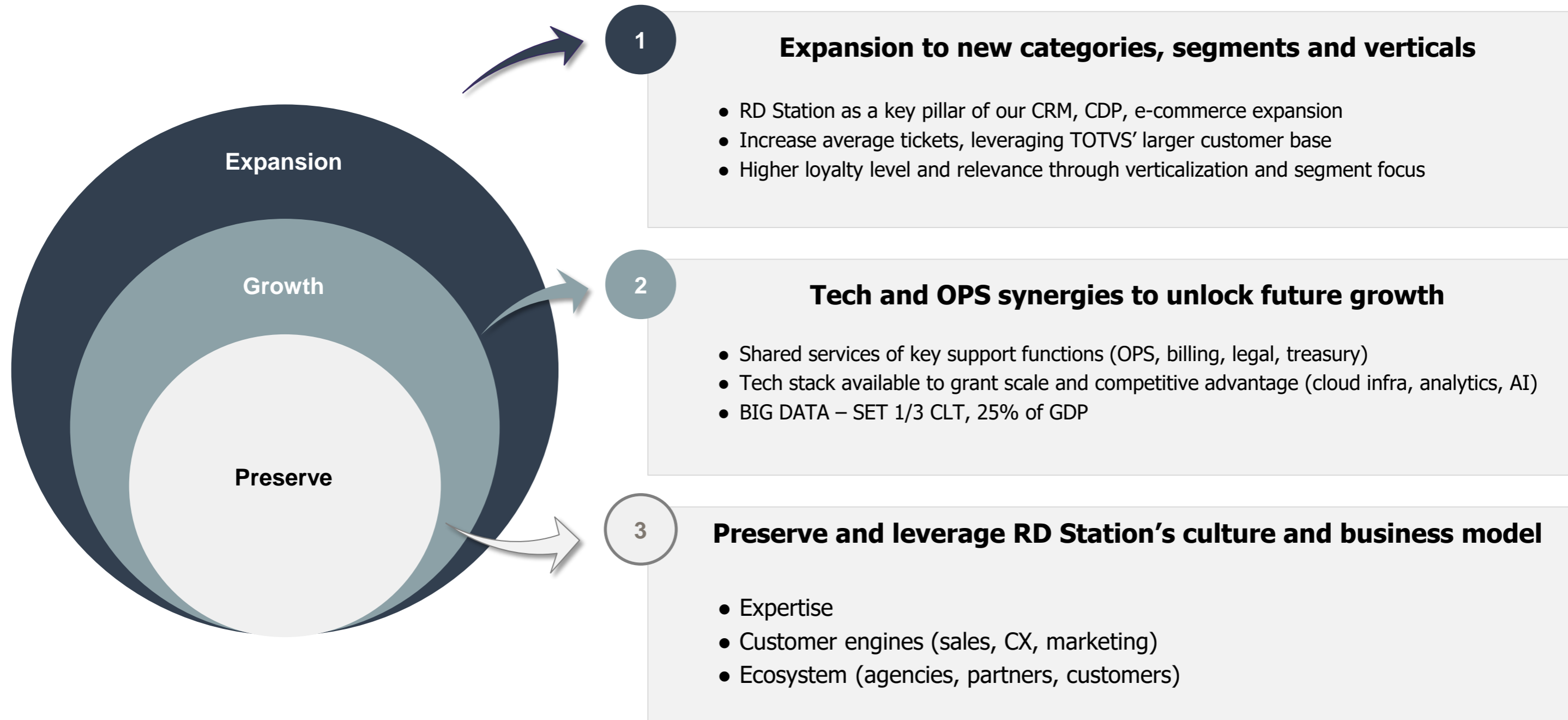
Significant enhancement of portfolio offering and opportunity to boost company's growth through increased addressable market



Powerful and low-hanging synergies to be captured, including both soft synergies (revenues) and hard synergies (cost structure)



RD Station at the core of our strategy in Business Performance





Expansion for new categories, segments and verticals



RD Station as a key pillar of our CRM, CDP and e-commerce expansion

Short list of acquisitions with immediate and strong potential for integration – technical, GTM, channel, customer match



Increase in average tickets, leveraging TOTVS' larger customer base

Ability to leverage TOTVS' ecosystem of sales teams, channel and relationship to upsell to larger customers within the SMB space



Higher loyalty level and relevance through verticalization and segment focus

Presence and expertise in 12 verticals with core workloads and some Business Performance scenarios (hospitality, education, services)

Strong opportunity to become the leader in the SMB segment



Preserve and leverage RD Station's business model and culture



Expertise and culture

*Customer engines
(sales, CX, marketing)*

*Ecosystem
(agencies, partners, customers)*

*Growth path as PLG,
customer-audience
(marketing) driven and
"thinking leadership"*

*Preserve and expand sales
teams, customer experience and
marketing engines, with a solid
structure, talented human
resources, investment and
customer/channel base*

*Expand RDs "thinking leadership"
on marketing automation to
TOTVS' customers*

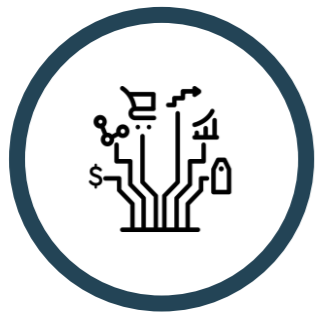
*Connect and amplify RD's channel
with TOTVS' (CEO /
entrepreneurs) to support and
expand RD's reach and capillarity*



Powerful and low-hanging synergies to unlock future value



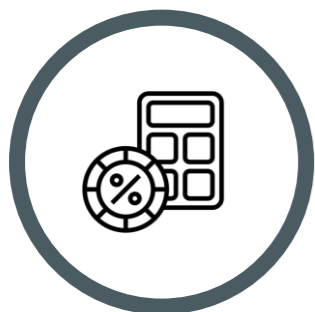
Unparalleled cross-sell opportunities



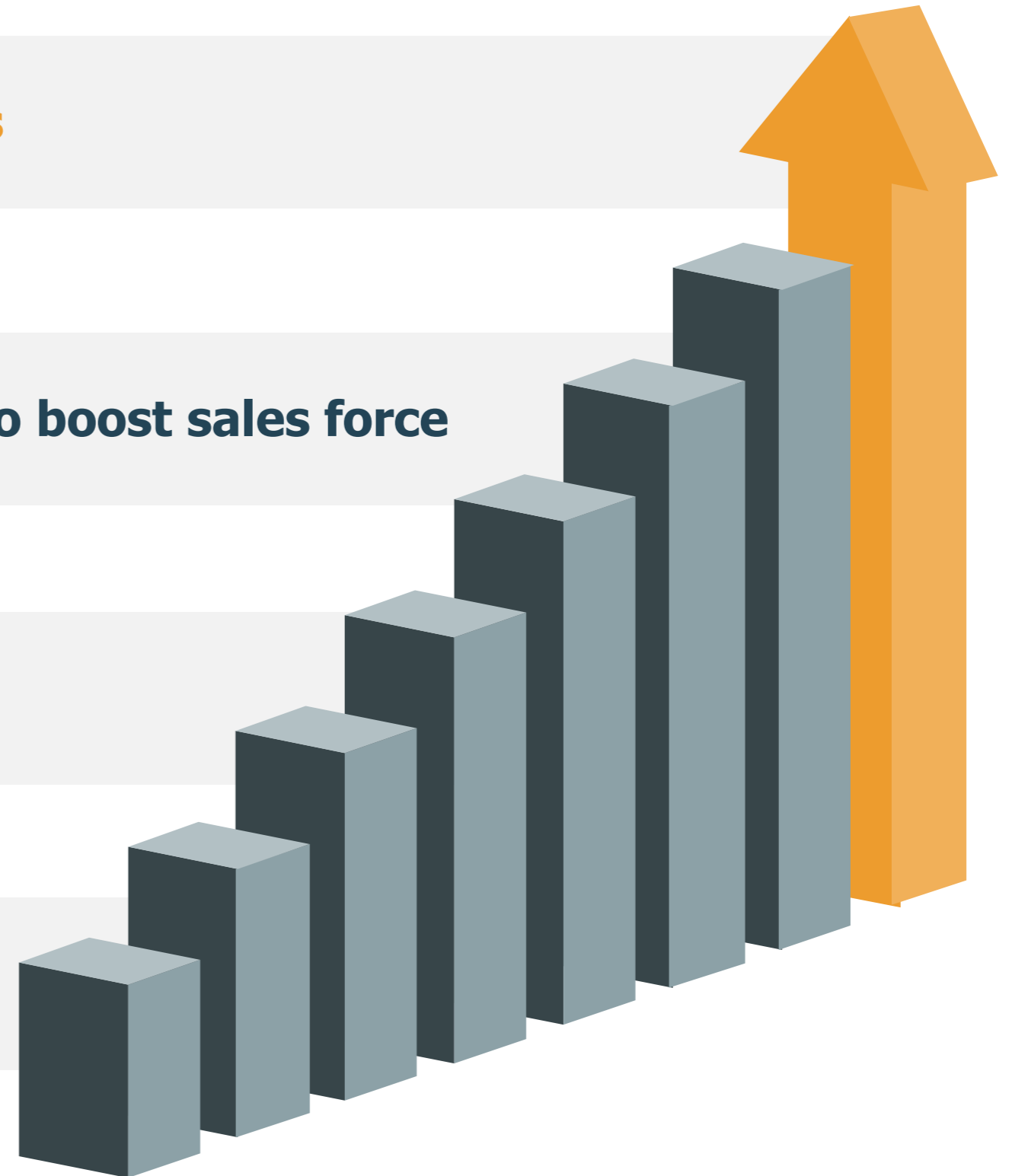
Strengthened distribution network to boost sales force



Compelling G&A synergies



Significant fiscal synergies





BUSINESS PERFORMANCE

BRAZIL MAP- ADTECH & MARTECH



ADVERTISING & PROMOTION

SEARCH & DISPLAY
waggl, TradeForce, reduza, HIVE, netshow, ribon, Guiato, ZOOM, konecny, codificar, JáCotei, CUPONATION, boo-box, buscape, cuponaria, sentimonitor, cupomvalido.com.br, becon, AFILIO, LeadFinder

DESIGN
trakto, eureka, pricefy, Printi, megaflood, LOCUERIA, b2make, flimbo, arizona, AWAY, nima, POCKET, GEOMARKETING, ProxMobi, microlocation, RIJERA, Gofind, Geograph, GETMO, FlowSense, Geolusion, Economapas, COGNATIS, infocomedia

MARKETING ANALYTICS & PERFORMANCE
ZYCON, ZEENG, weach, TAG, TLUNO, Propz, mobi buy, TAD, Target, PromoContent, LLAB, PREVISEME, keepi, STILINGUE, PLUGG.TO, intexfy, PLAYAX, PIN PEOPLE, math, piattino, PhoneTrack, PARETO, ITB, Intelibrand, indico, mercalict, indeva, HYPNO, bondana, IIANDE, GLOBAL DATA BANK, Goiko Sistemas, BEST, cortex, bettrAds, AIDAX

MÍDIA PROGRAMÁTICA
tail roi, DINO, ADSROCK, navegg, deepline, OOH, Wine, TUDO, ThinkDigital, onbus, simplify, oay's, otima, progic, NOALVO, inviran, Xmkt, inTaxi, Mais Canal, eloopz, GM7, eletromidia, indormedia, Price, b.drops, 4yousee

SOCIAL & RELATIONSHIPS

CUSTOMER RELATIONSHIP
Zmiles, YAPOLI, lead4all, Ubots, tolnow, take, SMARTKIO, ilisensedata, piperun, Semantix, PowerZAP, oiana, octadesk, DIALOG, nextOS, netSAC, neoassist, nectar, nama, mavibesk, compass, MOSKIT, mostimo, GetBots, kiskadi, jvochat, IZIO, HARSIO, HARLIO, globalbot, giver, ecam, blueelab, dito10, CRM Educacional, ClickCard, chatbotmaker, chatCOMMERCIAL, bulldesk, boutique, pool, aloweb, 2bots

EVENTS MEETINGS & WEBINARS
moblec, social wave, BILO

SOCIAL MEDIA MANAGEMENT & MONITORING
vidi, scupii, market, socialrocket, reviewr, AV zarpa, spume.co, REPLICCA, BUZZMONITOR, repotei, opsodal, mLabs, ominos, MEERKAT, MACHETE, hubway, EVAN, grood.me, Blinks, PLANETA Y, CELEBRYS, Airfluencers

INFLUENCERS & BUZZ
welike, Squid, onne.link, mobdiq, M-FIELD, kuak, Kornerz, Influencer, Influ, influencyme, celspot, ciclano

CONTENT & EXPERIENCE

SEO
traff, seomaster, direcionando, NERDMONSTER

CONTENT MARKETING
ZION, TANGAKI, midiamobi, thanks sharing, Alright, JULKE, Ciar.io, dashoco, comuniquese, MAGTAB, PIXMÍDIA, contenttools

MARKETING SENSORIAL
XGB, nexus, LOOX, biomist, VOODOZER, Inside Places, imersio, 8E7, IDEAS.FARM, CENTERSPO

MARKETING AUTOMATION & CAMPAIGN MANAGEMENT
Whatsshare, UP2Place, SmartSuite, sim, resultys, RD Station, SaleSpots, ROCKPIXEL, Ramper, Resultados Digitals, reev, Pump My Lead, aqendor, PROLEAD, pricefinder, PIPZ, leads2b, pipefy, LeadsforBusiness, abanc, LAHAR, knewin, ADWIZARD, Klickpage, LeadGrid, infra.commerce, Incentivendas, jeenga, followize, ekyte, iGoal, Hariken, exact, dropo, econodata, Deskfy, BIUD, LOOPER

COMMERCE & SALES

BIG DATA & BUSINESS INTELLIGENCE
winwin, smartretail, az.leads, ESCALE

E-COMMERCE MARKETING & TOOLS
engage, HUB2B, olist, Linx, inovare, mercos, midhoz, neurologic, LEADS, PLUGBUY, ANYMARKET, RD Station, Shopper UM, SIXDOO, Operand, SkyHub, render, biggy, SmartHint, PRECIFICA, Proxy Media, WebGlobal, Solution, WiFire, Zup, talkall, FiltroUm, anser sistemas, INACTIVE SALES, integro, agen site, Fronter, adtoo, Admatic, inovalize, AGILE PROMOTER, engaja.me, B Seller

LOYALTY PROGRAMS
comoferta, Affinibox, Brasilct, CREDZ, dotz, collect, EU AMO, CUPONS, DUALKO, bun!, DONUZ, easypoints, bonuz, FIDELIZO, FIDELMAX, apora cupom, fideliza, FideliZi!, Gameficame, GETMORE, incentive.me, joysticket, GOODS, LECUPON, Meliuz, minucupom, minutrade, PEG, oktoplus, Multifidelidade, PONTOS APP, peep!, mooba, PISCO, Pipter, Duvis, pointus, ProuNet, poup, ponki, rede parcerias, RISU, SoluCX



BUSINESS PERFORMANCE CAPABILITY COVER



ADVERTISING & PROMOTION

Design	Search & Display	Marketing Analytics & Performance	Mídia Programática
OOH			

CONTENT & EXPERIENCE

SEO	SMS and E-mail Marketing	Marketing Automation and Campaign Management
Content Marketing		

SOCIAL & RELATIONSHIPS

	Quote Proposals and Bidding	Events Meeting and Webinars
Pipe Management	Data and social Media Monitoring	

COMMERCE & SALES

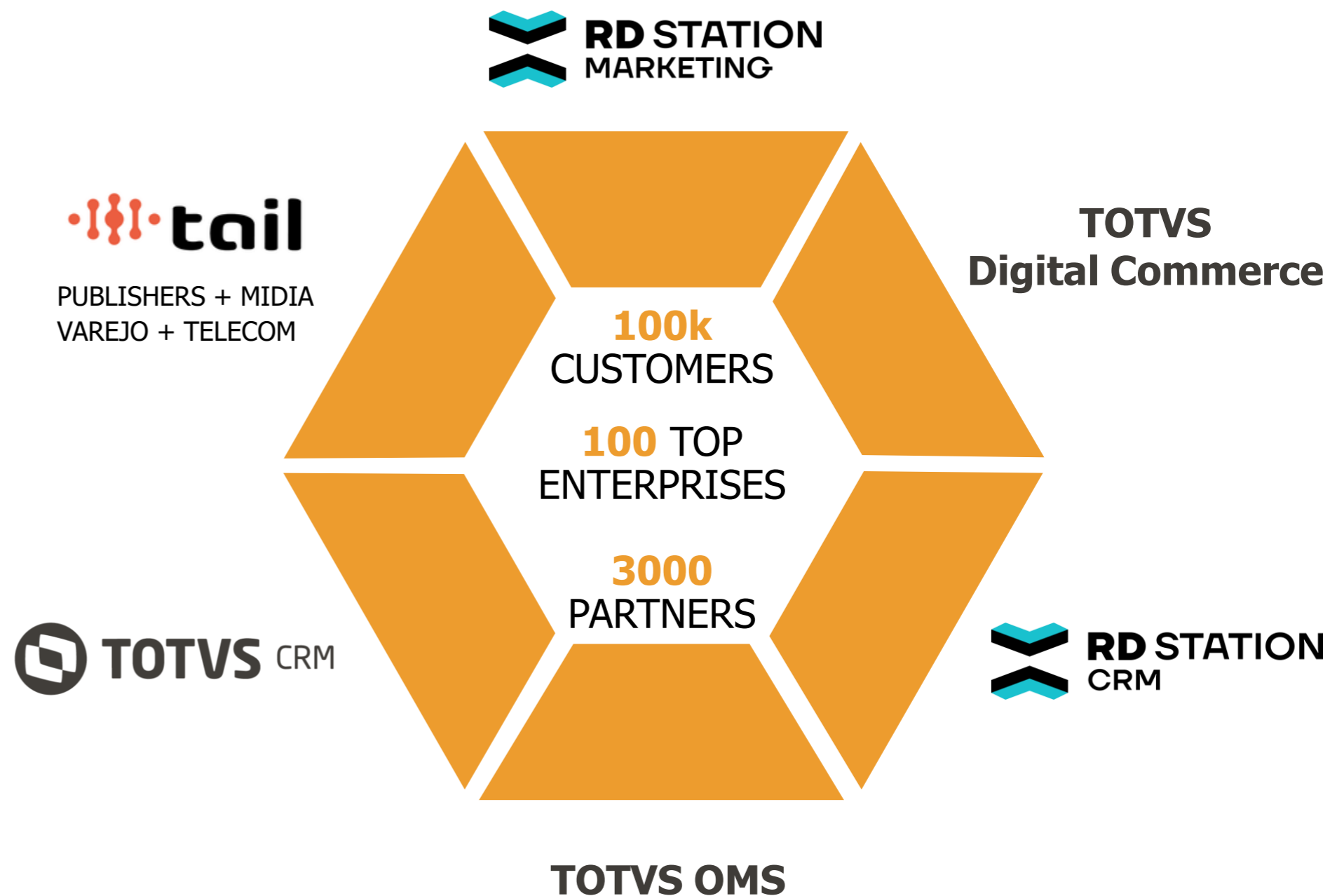
	E-commerce	Big Data and Business Intelligence
Market Research and Analytics		TOTVS OMS



EXPANSION OF CLIENT BASE AND ECOSYSTEM



Acquired capabilities would bring greater penetration into the existing base, and also an important expansion of TOTVS' client base and its relevance in the Brazilian and LATAM markets



A GROWTH PATH THAT SIGNIFICANTLY EXPANDS THE ADDRESSABLE MARKET

MANAGEMENT

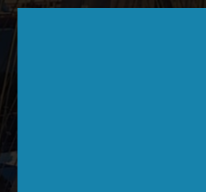
**BUSINESS
PERFORMANCE**

TECHFIN

ECOSYSTEM

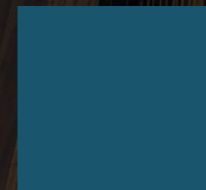


A GROWTH PATH THAT SIGNIFICANTLY EXPANDS THE ADDRESSABLE MARKET



CURRENT ADDRESSABLE MARKET SIZE

Management Market – solid and relevant



TOTVS'S SHARE

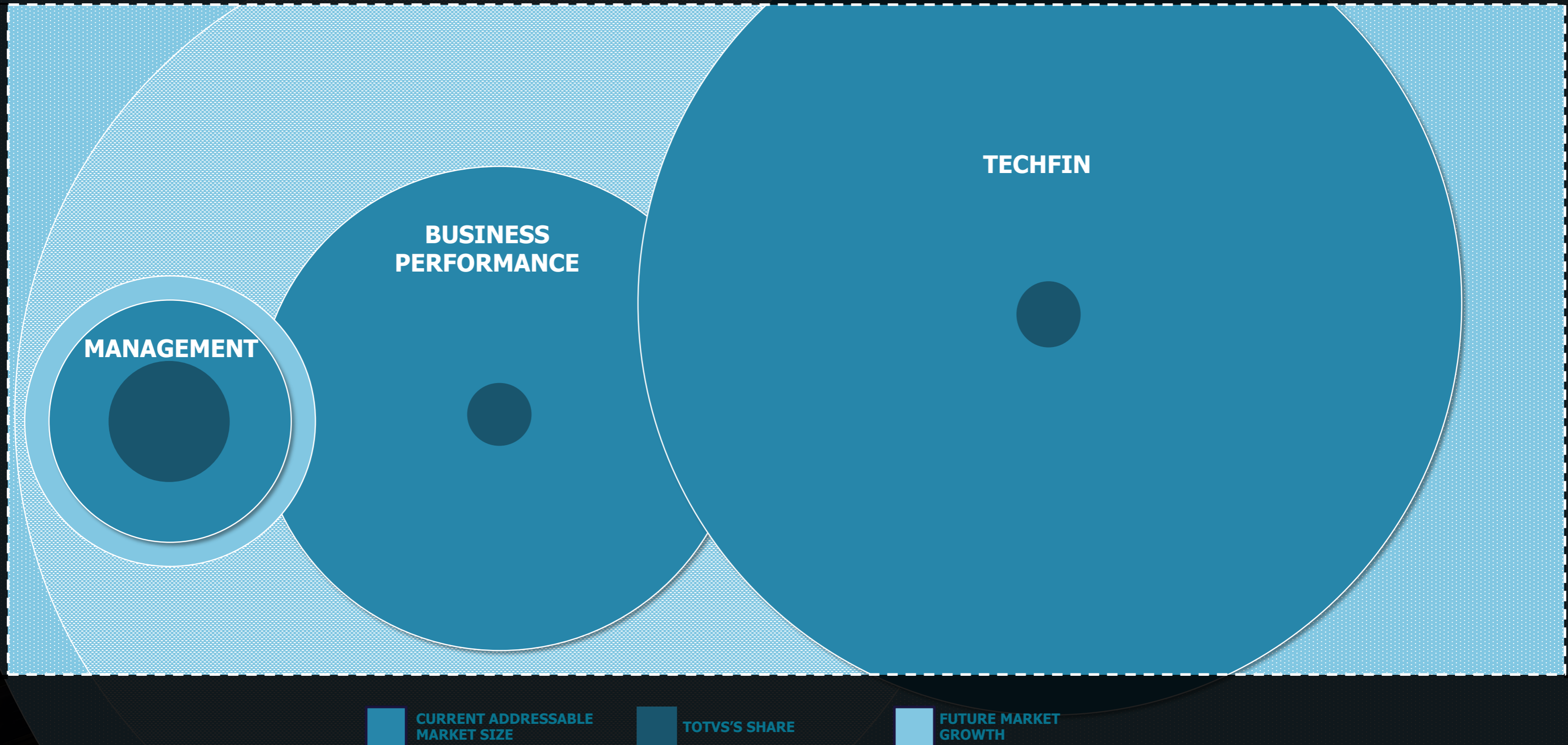
TOTVS holds a share of approx. 50% in management software



FUTURE MARKET GROWTH

Market with consistent growth for the next years. Increase the take rate of the IT spending.

A GROWTH PATH THAT SIGNIFICANTLY EXPANDS THE ADDRESSABLE MARKET



THANK YOU



DENNIS HERSZKOWICZ
ERIC SANTOS
JULIANO TUBINO

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



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