



BEMOBI

March, 2021

Earnings Release Presentation

2020 – Full Year and Quarter Results

For additional information, please read carefully the notice at the end of this presentation.

Initial Public Offering

On February 2021 Bemobi concluded its IPO process becoming a listed company on the "Novo Mercado" of the **Brazilian stock exchange (B3)**

This was a key milestone in Bemobi journey that started 11 years ago and marks the beginning of a new phase.



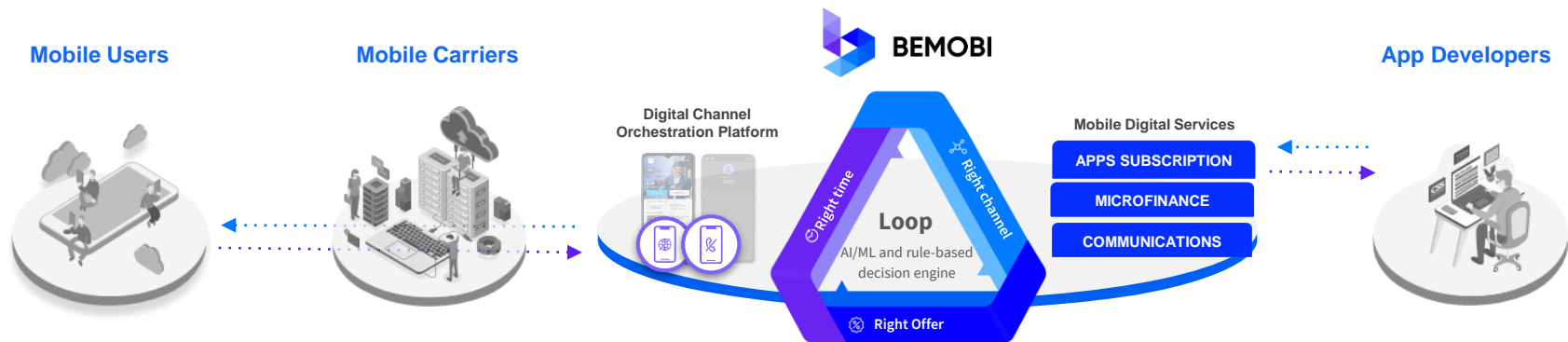
Bemobi Overview

Business Model

Distribution and monetization of mobile digital services and microfinance in emerging markets

Subscription-based model through mobile carriers (B2B2C)

Proprietary scalable low-cost mobile distribution platform supported by Cloud and AI/ML



End-to-end platform connecting mobile users and apps & games devs through mobile carriers billing bridging the gap in emerging countries for monetizing digital services

Scalable and Profitable Business Model

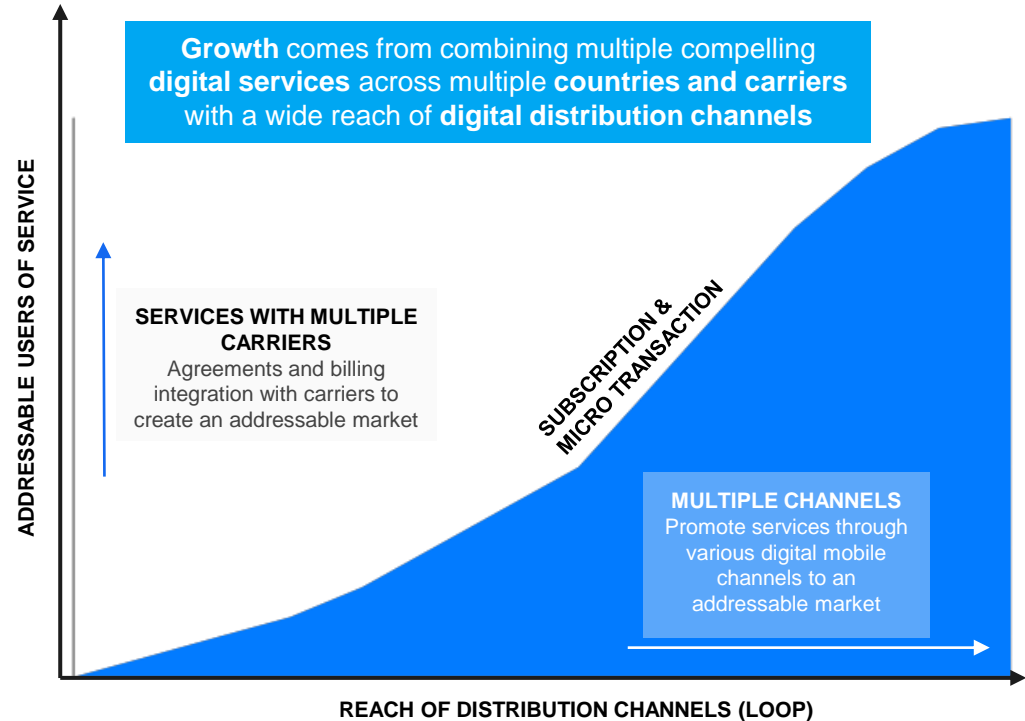
Growth is driven by two Key Dimensions

DIGITAL SERVICES

Once a service is live with mobile carrier,
existing customers become part of
Bemobi's addressable market

DIGITAL CHANNELS

**Distribution channels are needed to
promote services** to the addressable
market at a sustainable low cost



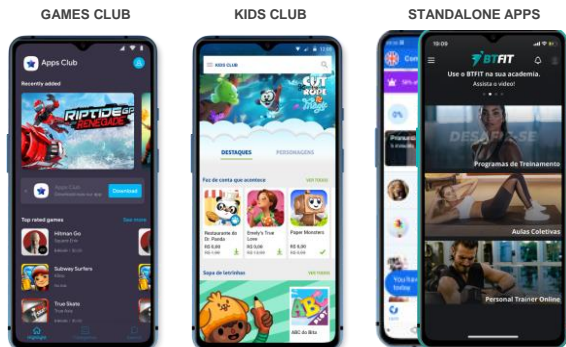
Key Digital Service Offerings

Premium Apps & Games, Voice and Microfinance Services

APPS SUBSCRIPTION

Subscription of the top apps & games packaged at a low price point affordable model.

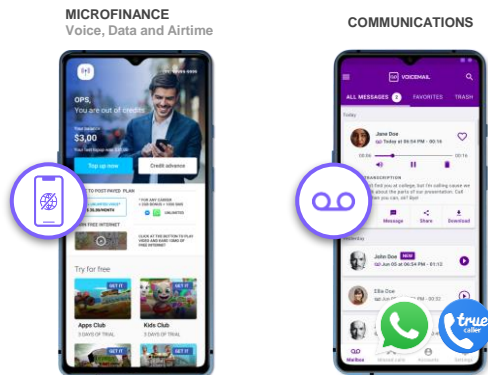
EXAMPLES:



MICROFINANCE & COMMUNICATION

Microfinance solutions of digital top-up and advance of air-time, voice and data, and voice messaging services.

EXAMPLES:



Bemobi's Distribution Channels

INDUSTRY STANDARDS

MOBILE CARRIER PROMOTIONS

Carrier promotes and sells the services through their own channels

PAID ONLINE CAMPAIGNS

Digital campaigns with leading mobile digital properties (e.g. Google, smartphone OEM's, etc..)

EXAMPLES:

- Messages campaigns (SMS/RCS)
- Store promotions and bundles
- Revenue share based (e.g., Opera Mini)
- Paid per acquisition - CPA



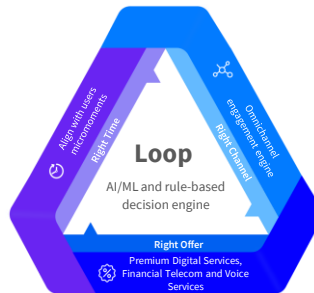
PROPRIETARY CHANNEL PLATFORM

LOOP - AI AND DATA ANALYTICS MOBILE ORCHESTRATION

Bemobi proprietary tech platform that leverages mobile users events to create digital journeys with contextualized targeted offers

EXAMPLES:

- Data driven and rule-based decision engine
- No Credit & No Data Portals and Voice Portals

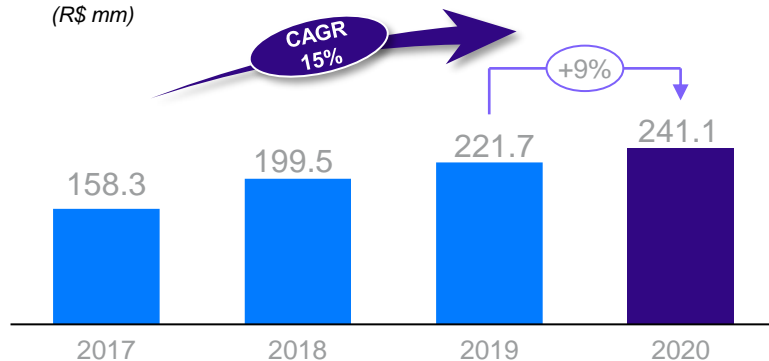


Net Revenues 2020

Increasing Revenues as our playbook execution evolves

Net Revenue⁽¹⁾

(R\$ mm)

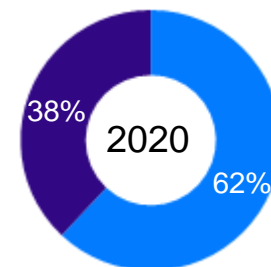
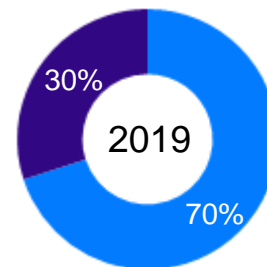


- Company presents consistent growth year over year since its incorporation in 2009;
- International operations are constantly growing as Bemobi intensify its globalization efforts;
- Core organic growth based on the expansion of digital channels (i.e. Loop) and launching new digital services

Breakdown per region

(%)

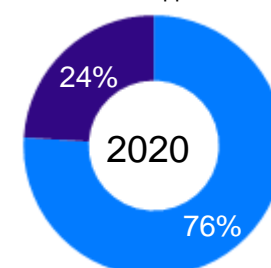
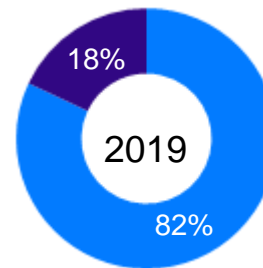
■ Brazil ■ International



Breakdown per family of services

(%)

■ Apps ■ Fin./Comm.



Note: (1) Net Revenue exclude Bemobi Ukraine's revenue against related parties.

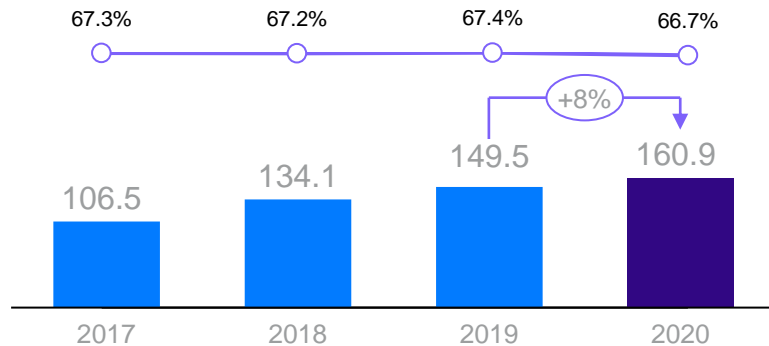


Gross Margin, Opex and EBITDA

Solid Results

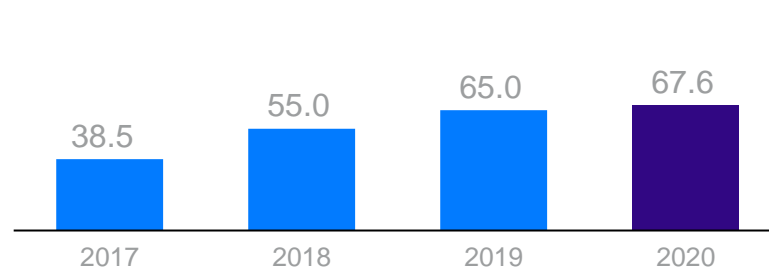
Gross Margin⁽¹⁾

(R\$ mm ; %)



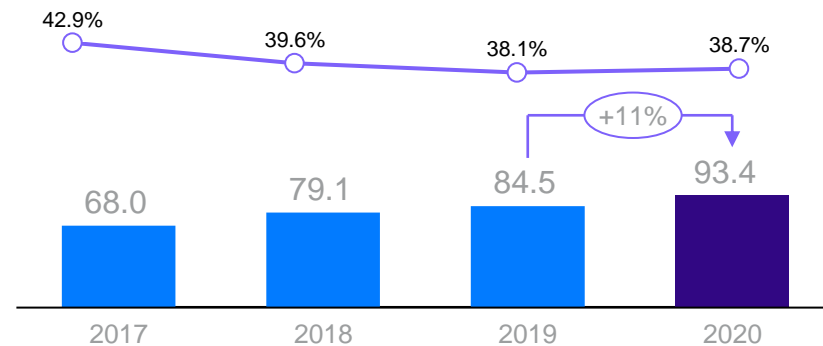
Administrative Expenses

(R\$ mm ; %)



EBITDA⁽¹⁾ and EBITDA Margin

(R\$ mm ; %)



- Another year of consistent healthy gross margins and controlled administrative expenses driving an YoY EBITDA growth of around 11%
- EBITDA margin slightly higher compared to 2019

Note: (1) Gross Margin and EBITDA exclude Bemobi Ukraine's revenue against related parties.

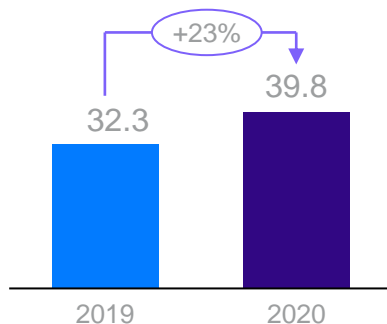


Net Income and Cash Flow from Operations

High earning powers and solid cash flow

Net Income⁽¹⁾

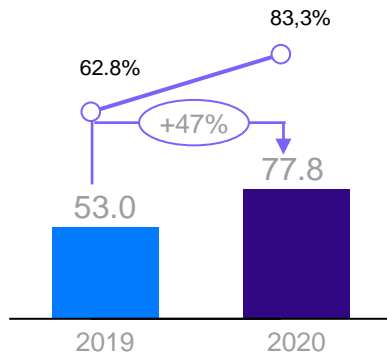
(R\$ mm)



- Revenues growth plus efficiency agenda enhanced profitability driving a 23% YoY growth on Net Income.

Operational Cash Flow ⁽²⁾ and OCF/ EBITDA

(R\$ mm ; %)



- Asset light business model: low capital expenditure on fixed assets and low working capital needs;
- Tax benefits for next 4 years drives a reduced income tax payments and higher cash generation from operations;
- Operational Cash conversion ratio represented 83% of the EBITDA in 2020.



Note: (1) Net Income exclude Bemobi Ukraine's revenue against related parties and its taxes impacts.
(2) Operational Cash Flow is equal to EBITDA less Capex

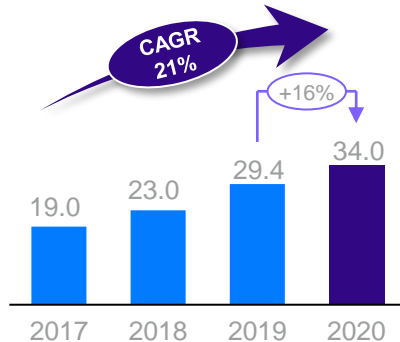
Subscriptions and Transactions

Presence in customers life-cycle through Loop brings Strong potential of upsell

User Paid Subscriptions

34.0 million
(+16% YoY)

Average user paid active subscriptions base of Apps and Communications services during 2020



Carrier Paid Subscriptions (Bundles)

29.4 million
(+4% YoY)

Carrier paid active subscriptions (Bundles) of Apps and Communications services at the end of 2020

Microfinance Transactions

165.7 million
(+50% YoY)

Number of microfinance transactions including digital Top-up and Air-time/Voice/Data advances sold in 2020

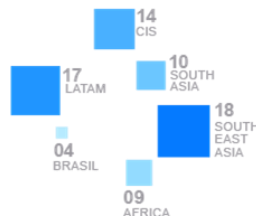
Digital Services - Geographic Footprint

Bemobi International Presence

+7 NEW CARRIERS in 2020
+2 NEW CARRIERS in 4Q20

72
Carriers with
live service

Bemobi Presence



In 2020, we rolled out our Apps Services in **7 new carriers**, ending the year with **72 partnerships** with mobile carriers, distributed in **38 countries** around the world.

+2 NEW COUNTRIES in 2020
+1 NEW COUNTRY in 4Q20

38
Countries with the
presence of
Bemobi Services

Addressable
2.3bn
mobile users



Digital Channels - Geographic Footprint

Bemobi International Presence

+5 NEW CARRIERS in 2020

+1 NEW CARRIERS in 4Q20

20

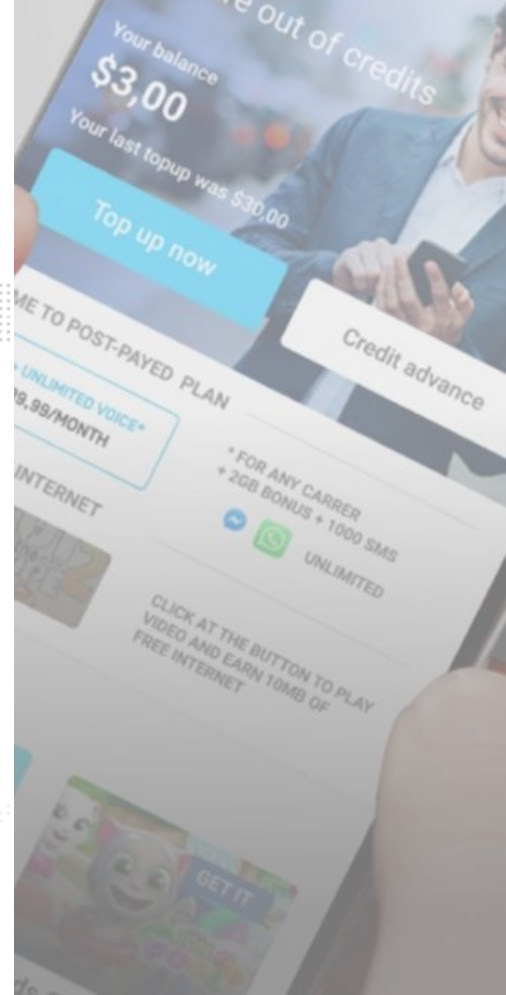
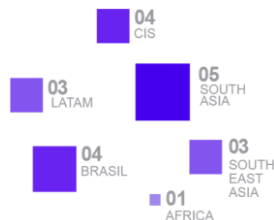
Carriers with Loop Channels live

1.3Bi+

Monthly Users
Interactions in 4Q20

New Voice
Portal in the
Cloud in carrier
integration

Loop Presence



Source: Company Information

Highlights and Closing Remarks



- ▶ We help closing the “monetization gap” in emerging markets for mobile digitals services
- ▶ Our **Loop** platform helps us to scale and is key to increase our services penetration moving forward
- ▶ **New services opportunities** such as microfinance and communications that leverages our digital channel can accelerate growth and expand Bemobi's market
- ▶ Despite the very negative economic impact associated with COVID affecting our target users, Bemobi had a solid 2020 with YoY growth in all key financial and operational metrics: **Net Revenue, EBITDA and Net income**
- ▶ Footprint and partnerships keeps expanding with 2020 ending with **72 carriers**
- ▶ **New partnerships** beyond mobile carriers are on track and should increase our reach to final users

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