

## 4<sup>th</sup> Quarter & 2021

**62.9M**

Registered Users<sup>(1)</sup>  
as of December 31, 2021

62.1% yoy

**30.1M**

Quarterly Active Users<sup>(2)</sup>  
as of December 31, 2021

64.5% yoy

**19.4M**

Quarterly Transacting Users<sup>(3)</sup>  
as of December 31, 2021

49.2% yoy

**1.5M**

Active Merchants<sup>(4)</sup>  
as of December 31, 2021

27.2% yoy

**R\$6.3B**

Wallet Balance<sup>(5)</sup>  
as of December 31, 2021

5.4x yoy

**R\$91.9B**

TPV<sup>(6)</sup> in 2021

153.2% yoy

**R\$1.1B**

Total Revenue in 2021

193.8% yoy

**265.7%**

Total Revenue and Income  
CAGR (2019-2021)

**R\$572.5M**

Gross profit in 2021

5.7x yoy

Notes: (1) User who downloaded our application and created an account. (2) Registered users who opened our application at least once or with an account balance during the last three months. (3) Registered user who made at least one financial transaction during the last three months. (4) Merchants inside our network that have received at least one payment in the last 12 months. (5) Balance of the payment account held by users and some merchants that have a payment account on our platform. (6) Total payment volume captured during the period excluding cash in.

# Consolidated Results

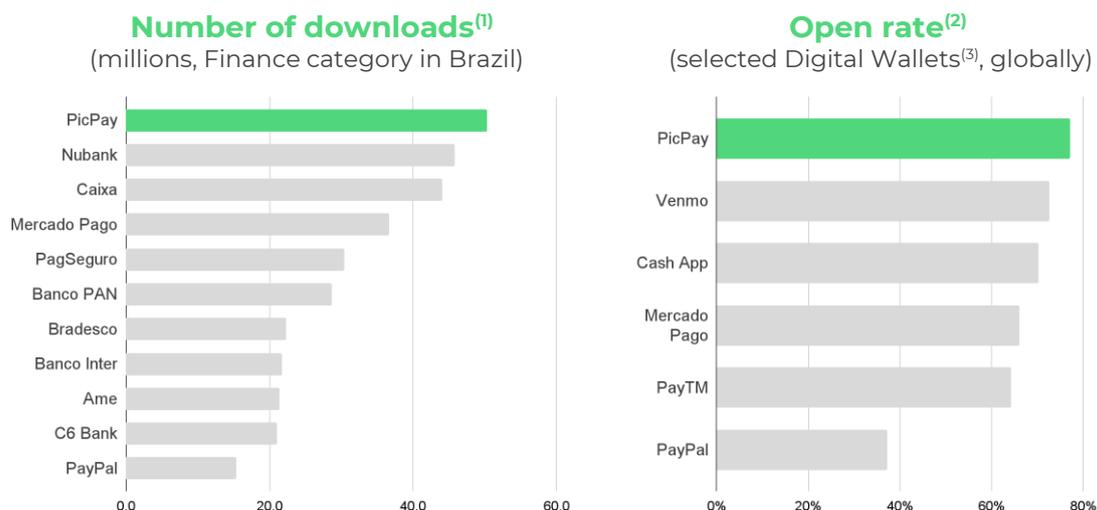


**PicPay**



According to the Brazilian Central Bank, Pix promoted the inclusion of almost 40 million people in digital payments/banking for the first time, and we believe that PicPay is leading this process in Brazil, becoming the most downloaded app in the Finance category in the country, since the start of the pandemic and providing a one stop shop experience for its clients on mobile payments, day to day banking, e-commerce and social network.

Additionally, according to AppAnnie, PicPay leads the ranking of open rate, meaning the percentage of an install base that opened the app from April, 2020 to December, 2021, when compared to other relevant digital wallets global peers such as Cash App, Venmo, Mercado Pago and PayTM.



(1) Source AppAnnie. From Apr-20 to Dec-21; (2) Open rate the percent of an install base that opened the app from Apr-20 to Dec-21; (3) Not including WeChat and AliPay because the data source doesn't include China.

According to a survey conducted by Visa and Wakefield Research in December 2021, named Visa Back to Business Global Study, that surveyed 2,250 small business owners and 5,000 consumer adults in Brazil, Canada, Germany, Hong Kong, Ireland, Russia, Singapore, UAE and US, 59% of the small businesses said they plan to shift to only using digital payments within the next two years, or are already cashless, and 41% of consumers said they plan to using only digital payments within the next two years, or are already cashless.

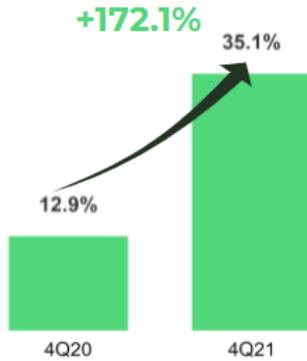
The number of NFC (near field communication) transactions made with our PicPay credit card has increased substantially in the past year, representing already 35.1% of total transactions, an increase of 13.2% quarter over quarter and 172.1% year over year. Our share of NFC transactions is 15 p.p. higher than the average industry, based on Central Bank data.

We have also seen a rapid increase in the number of transactions made through our QR Code with our affiliated merchant base, totaling 41.7 million transactions in the quarter, a growth of 71.6% year over year.

Since its launch, Pix has been instrumental in onboarding new users into our platform as it is free of charge and provides a better and frictionless experience. As of January 2022, 17.8 million users had a Pix key registered on our platform, growing 11x since Pix launch in November 2020. In the fourth quarter of 2021, Pix transactions totaled 275.8 million on our platform, an increase of 45.1% quarter over quarter and almost 8x since the beginning of the 2021. Based on Central Bank data, PicPay has 8.5% market share in Pix (cash in and cash out) as of December 31, 2021.

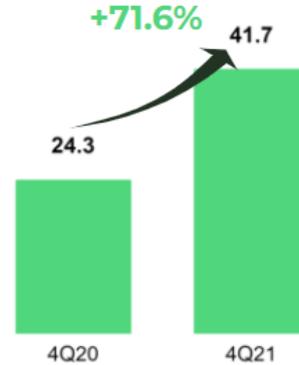
## Share of NFC transactions

(% of total PicPay credit card transactions)



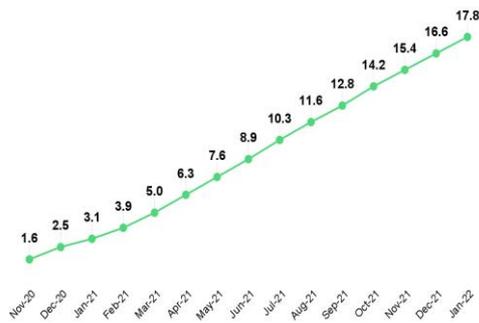
## PicPay's QR Code Transactions

(# in millions)



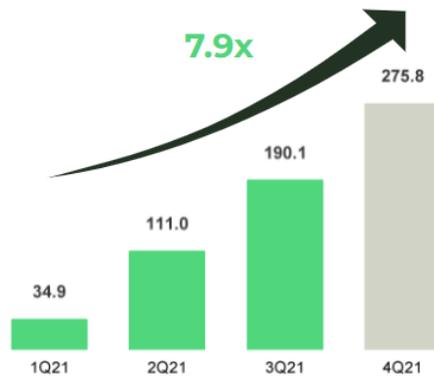
## Users with a registered Pix key on PicPay

(# in millions)



## PicPay's Pix Transactions

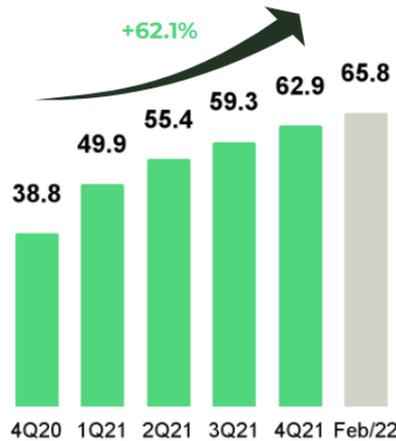
(# in millions)



Finally, we continue committed to our mission, in transforming the way people and businesses interact, transact and advertise in an intelligent, connected and simple way, leveraging on the large disruption potential of mobile payments and financial services. We look forward to keep our growth strategy backed by cross selling opportunities, expecting to scale at fast pace our existing products and launching new ones, while delivering better efficiency and cost discipline as we benefit from our scale and achieve a higher level of maturity after years of investments in branding, national expansion, customer acquisition, product development, user experience, technology, platform and people.

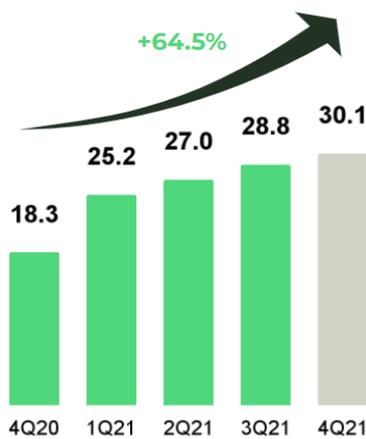
## Business Overview

In 2021, we reached 62.9 million **Registered Users**<sup>1</sup>, an increase of 6.1% qoq and 62.1% yoy, adding more than 24 million net new registered users in the year. As of February 2022, we had already surpassed 65 million users.

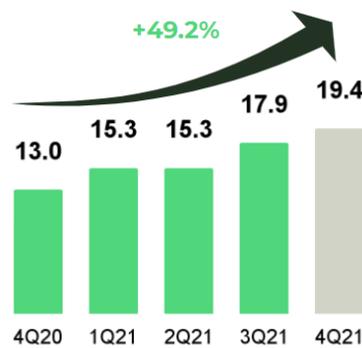


**Quarterly Active Users**<sup>2</sup> reached 30.1 million in 4Q21, an increase of 4.5% qoq and 64.5% yoy, and we closed the quarter with 19.4 million **Quarterly Transacting Users**<sup>3</sup>, an increase of 8.4% qoq and 49.2% yoy.

**Quarterly active users**  
(in millions)



**Quarterly transacting users**  
(in millions)



**Monthly Active Users**<sup>4</sup> totaled 27.7 million as of December 31, 2021, growing 9.1% qoq and 84.7% yoy. As of February 2022, monthly active users totaled 29.2 million, a 56.1% increase when compared to the same period of last year. **Monthly Transacting Users**<sup>5</sup> reached 15.7 million as of December 31, 2021, growing 12.1% qoq and 36.5% yoy. As of February 2022, monthly transacting users reached 16.3 million, up 66.3% yoy.

<sup>1</sup> User who downloaded our application and created an account.

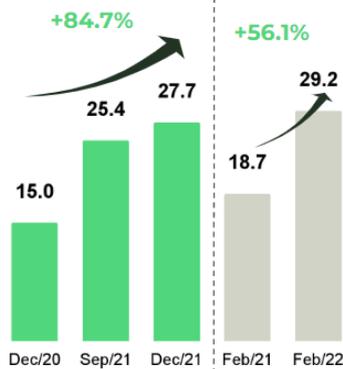
<sup>2</sup> Users who made use of at least one feature or with account balance in the last three months.

<sup>3</sup> Users who made at least one financial transaction in the last three months.

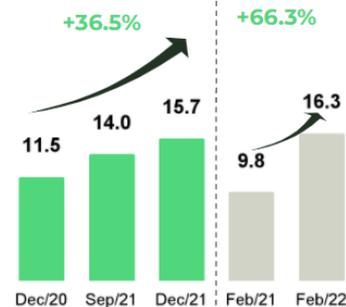
<sup>4</sup> Users who made use of at least one feature or with account balance in September 2021.

<sup>5</sup> Users who made at least one financial transaction in September 2021.

## Monthly active users (in millions)



## Monthly transacting users (in millions)



We closed the 4Q21 with BRL 34.4 billion in **Consolidated TPV<sup>6</sup>**, growing 29.4% qoq and 204.6% yoy. In 2021, our consolidated TPV totaled BRL 91.9 billion, an increase of 153.2% compared to 2020. When we annualize the February TPV, we get a **Run Rate<sup>7</sup>** of BRL 154.1 billion.

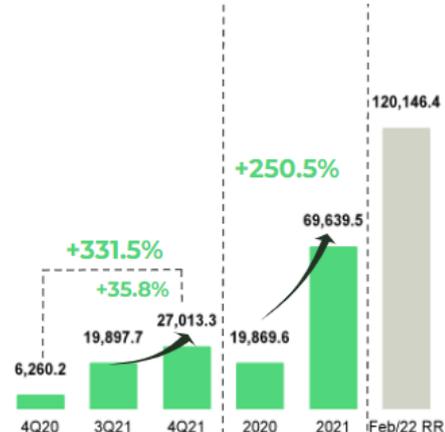
**Transacting TPV<sup>8</sup>** reached BRL 27.0 billion, up 35.8% qoq and 331.5% yoy. In 2021, transacting TPV was BRL 69.6 billion, an increase of 250.5% versus 2020. **Transacting TPV Annual Run Rate as of February<sup>7</sup>** reached BRL 120.1 billion.

**Average spending<sup>9</sup>** was BRL 1,392 per transacting user in 4Q21, a growth of 25.3% qoq and 189.1% yoy. In the year, average spending totaled BRL 2,523 per transacting user, up 107.0% compared to the previous year.

## Consolidated TPV (R\$ million)



## Transacting TPV (R\$ million)



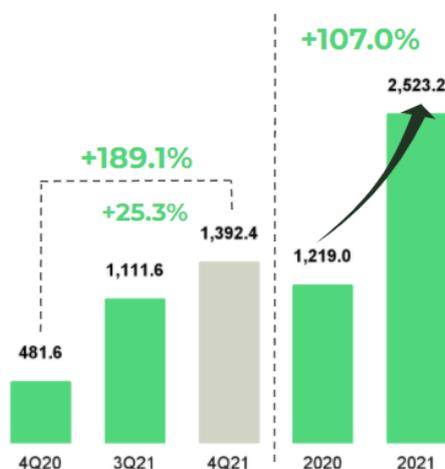
<sup>6</sup> Measure of the total payment volume (digital wallet, business & acceptance, PicPay card and Store) captured during the period excluding cash in.

<sup>7</sup> Run rate is defined as 12 times monthly figures.

<sup>8</sup> Measure of the total payment volume (digital wallet, business & acceptance, PicPay card and Store) captured during the period excluding cash in and cash out.

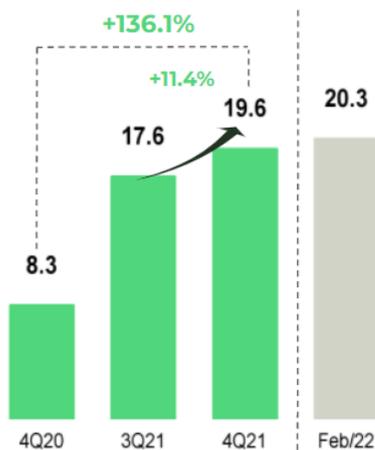
<sup>9</sup> Measure of total transacting TPV divided by the number of transacting users in the period.

## Average Spending (R\$/user)

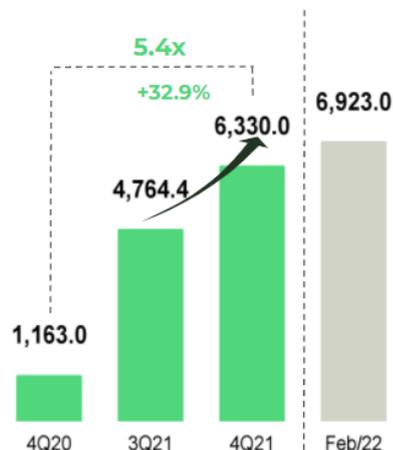


**Account Balance held by Users** totaled BRL 6.3 billion by the end of December 31, 2021, growing 32.9% qoq and 5.4x yoy, with 19.6 million users holding an account balance by the end of the period, an increase of 11.4% qoq and 136.1% yoy. **As of February**, account balance held by users reached BRL 6.9 billion with 20.3 million users holding a balance.

## Users with account balance (in millions)



## Total balance held by users (R\$ millions)

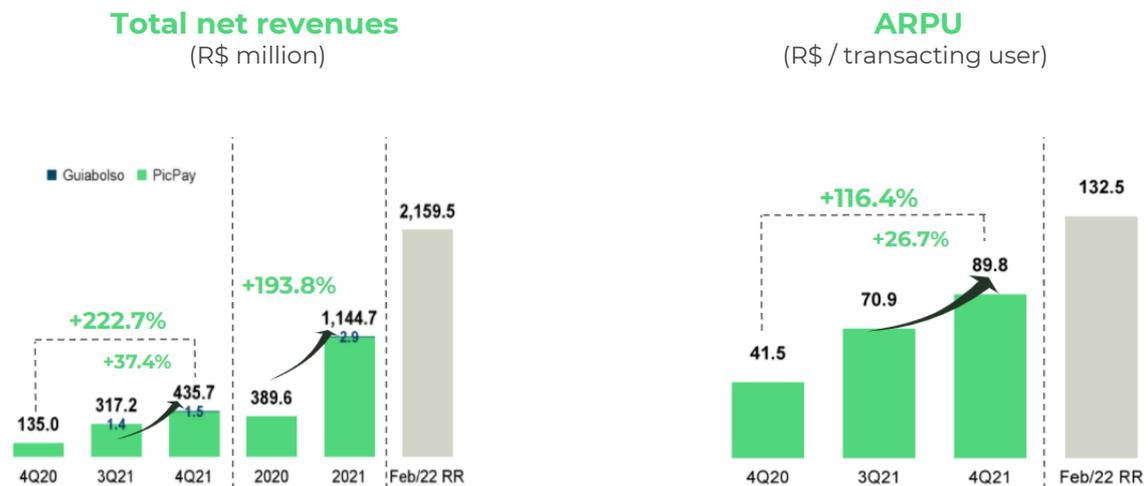


We closed the 4Q21 with BRL 472.2 million in **Total Gross Revenues**, up 7.8% qoq and 119.9% yoy. In 2021, total gross revenues reached BRL 1.5 billion, growing 149.2% compared to the previous year.

**Total Net Revenues** totaled BRL 435.7 million in 4Q21, up 37.4% qoq and 222.7% yoy. In the year, total net revenues reached BRL 1,144.7 million, an increase of 193.8% compared to 2020. **Annual Run Rate<sup>10</sup> as of February** reached BRL 2.2 billion. Excluding net revenue from Guiabolso, total net revenue was BRL 434.3 million in 4Q21 and BRL 1,141.8 million in 2021.

<sup>10</sup> Run rate defined as 12 times monthly figures.

**Annual average revenue per user (ARPU<sup>11</sup>)** was BRL 89.8 per quarterly transacting user, an increase of 26.7% qoq and 116.4% yoy. **Annual ARPU Run Rate<sup>12</sup> as of February** reached BRL 132.5 per monthly transacting user.



We have seen a rapid increase in revenues coming from outside of our digital wallet throughout the year. In the 4Q21, **revenues from Business & Acceptance (Seller), Financial Marketplace, Store and Guiabolso** totaled BRL 78.3 million, up 28.6% qoq and 227.6% versus 1Q21. In 2021, total revenues coming from those business units reached BRL 204.6 million, an increase of 157.0% compared to the previous year, corresponding to approximately 18% of total net revenues.

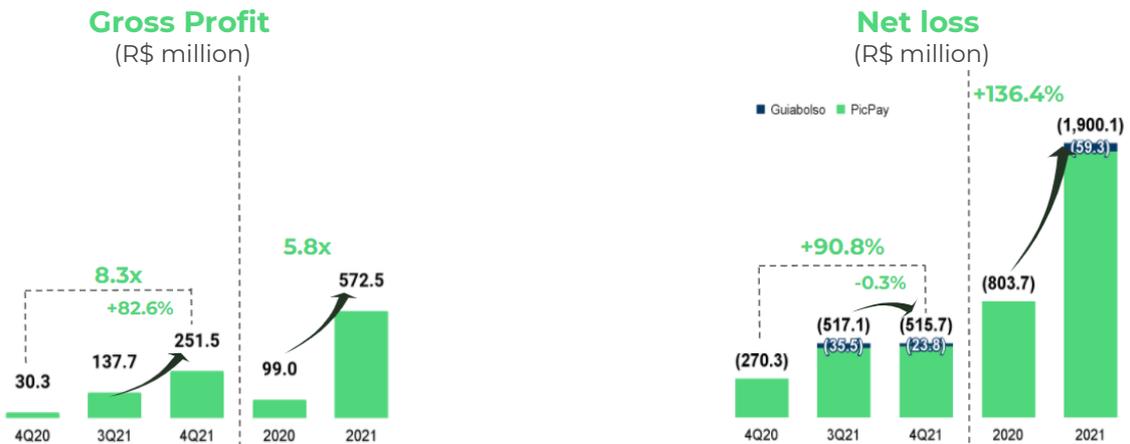
**Gross Profit<sup>13</sup>** was BRL 251.5 million in 4Q21, growing 82.6% qoq and more than 8x compared to the same period of last year. In 2021, gross profit totaled BRL 572.5 million, up approximately 5.7x compared to 2020. Excluding Guiabolso results, gross profit totaled BRL 262.0 million in the quarter and BRL 593.2 million in 2021.

We ended the quarter with a **Net Loss** of BRL 515.7 million, down 0.3% qoq and up 90.8% yoy. In 2021, net loss reached BRL 1.9 billion, increasing 136.4% compared to the previous year. Excluding Guiabolso, net loss totaled BRL 491.9 million in 4Q21 and BRL 1.8 billion in 2021.

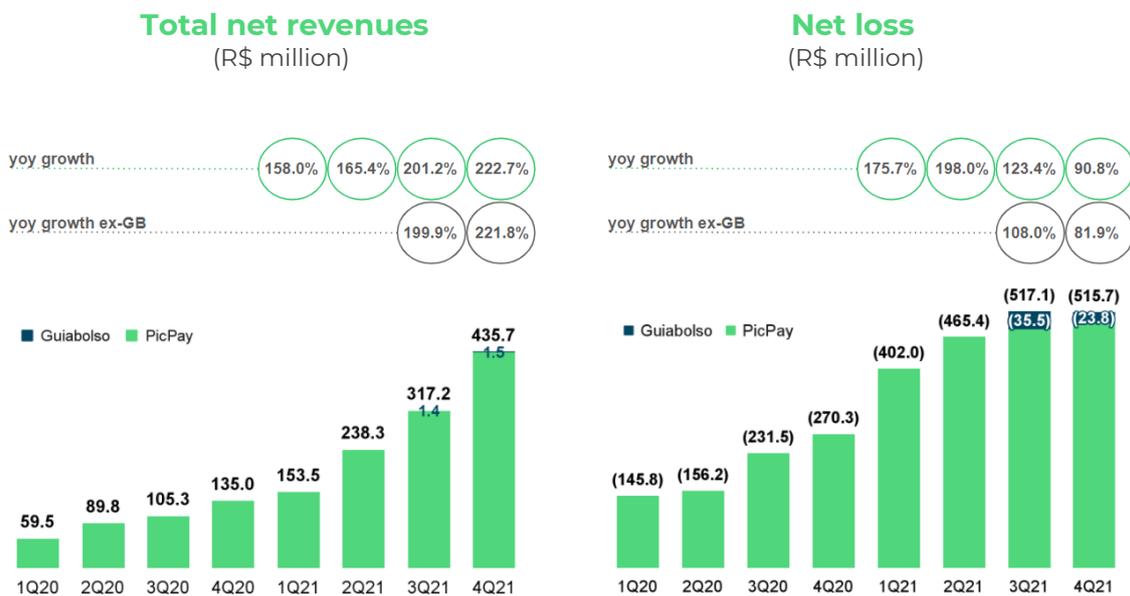
<sup>11</sup> ARPU: (total revenue and income in the quarter \* 4) / quarterly transacting users

<sup>12</sup> ARPU Run Rate: (total revenue and income of October \* 12) / monthly transacting users

<sup>13</sup> Gross profit: total revenue and income minus cost of sales and services.



Revenues have been growing at a much faster pace (+37% qoq and +223% yoy) than costs & expenses (+14% qoq and +135% yoy) and net loss (-0.3% qoq and +90.8% yoy). In 4Q21, selling expenses were lower sequentially (-2.3% qoq) despite a stronger sales seasonality of the quarter (Black Friday and Christmas) leading to a small decline in net losses when compared to 3Q21. In the year, revenues grew 193.8% versus 2020, while costs & expenses increased 155% and net loss +136%.



Regarding the **net loss / net revenue ratio**, we reached the lowest level in 4Q21 with net loss / net revenue at -118% (-113% excluding Guiabolso results) and -166% in 2021 (-163% excluding Guiabolso), proving that we are more efficient with each passing quarter, with this ratio falling by 27% qoq and 41% yoy (26% qoq and 43% yoy excluding Guiabolso results) and down 20% in 2021 vs. 2020 (-21% excluding Guiabolso results), despite continued investments in growth, such as **(i)** people (mainly tech, product and data teams - a total of 3,703 employees as of December 31, 2021, a growth of 93% in a year), **(ii)** selling expenses (i.e institutional marketing and branding campaigns, performance marketing and paid referrals), **(iii)** product development (i.e. PicPay card issuance) and platform (investments in KYC, biometry, and fraud prevention tools);

(iv) engagement/cross selling of monetizable products initiatives (i.e PicPay Card and Picpay Store incentives) and (v) higher financial expenditures due to an increase in interest rates in Brazil. We are committed to executing our growth strategy with positive unit economics and improving efficiency and cost discipline every quarter.

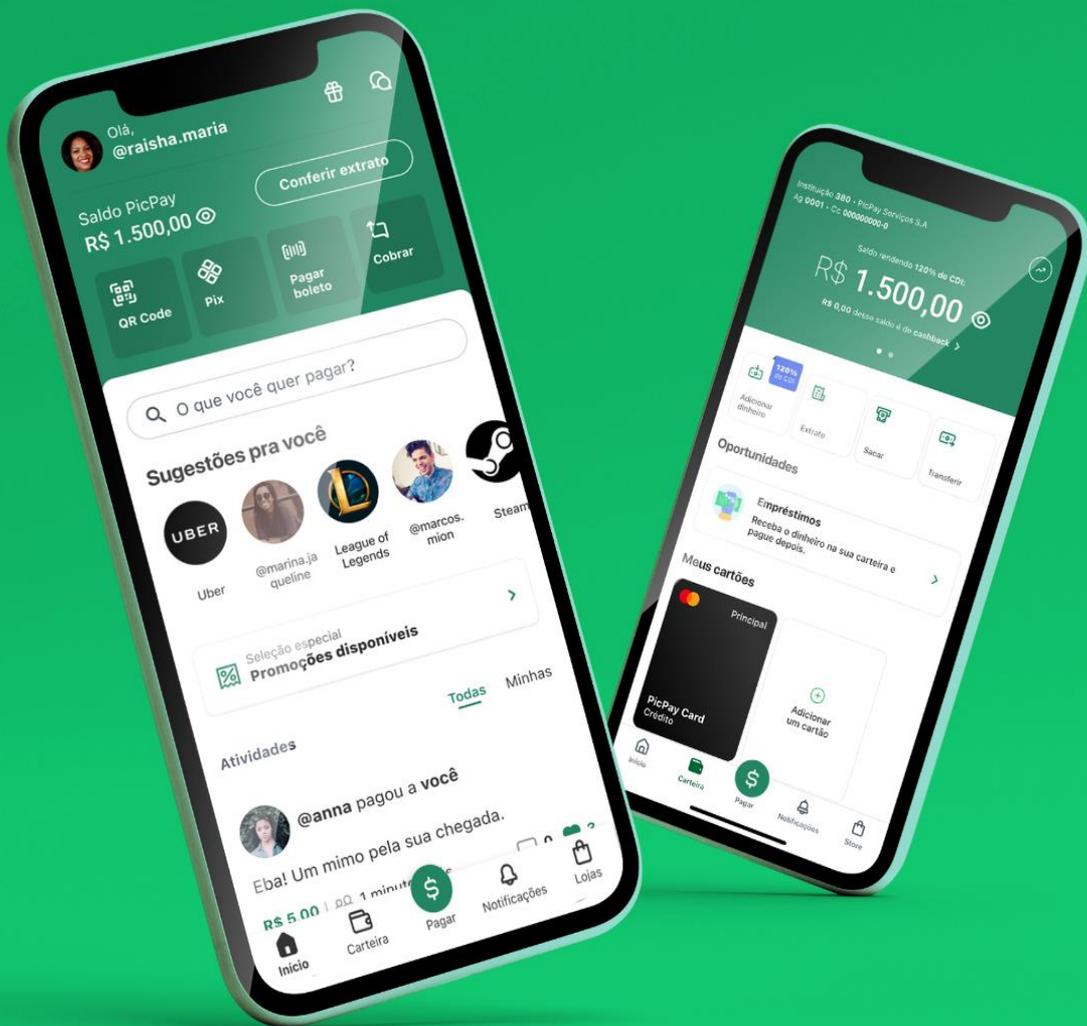
### Net income (loss) / Net revenue

BRL M	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	2020	2021	2021 (ex-GB)
Net Revenues	59.5	89.8	105.3	135.0	153.5	238.3	317.2	435.7	389.6	1,144.7	1,141.8
Net income (Loss)	-145.8	-156.2	-231.5	-270.3	-402.0	-465.4	-517.1	-515.7	-803.7	-1,900.1	-1,858.7
Net Loss / Net Revenues	-245.0%	-173.9%	-219.8%	-200.2%	-261.9%	-195.3%	-163.0%	-118.4%	-206.3%	-166.0%	-162.8%

BRL M	4Q21 x 4Q20	4Q21 x 3Q21	2021 x 2020	2021 (ex-GB) x 2020
Net Revenues	222.7%	37.4%	193.8%	193.1%
Net income (Loss)	90.8%	-0.3%	136.4%	131.3%
Net Loss / Net Revenues	-40.9%	-27.4%	-19.5%	-21.1%

# Results by

# Business Unit



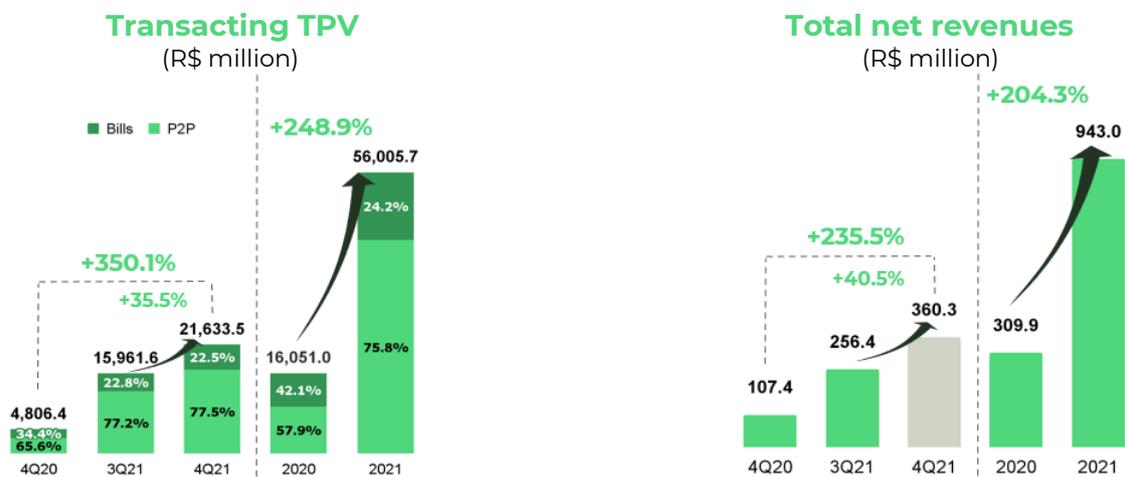
**PicPay**

## Digital Wallet

Our most mature offering and the foundation of our growth strategy was designed to enable users to perform all kinds of day to day payments in an easy, frictionless and convenient way. Users can add funds to the balance of their accounts in different ways: electronic funds transfers from their accounts held with other financial institutions (wire transfers), including via the Brazilian Central Bank's instant payment system, Pix, via boleto (bank slip), by receiving funds via P2P payments or contracting loans. Users can also register any credit card on file to fund electronic transfers (P2P and Pix) and payments (online, in store, bills, top ups, among others) in regular or installment methods.

In 4Q21, **TPV** totaled BRL 21.6 billion, a growth of 35.5% qoq and 350.1% yoy. In 2021, TPV reached BRL 56.0 billion, an increase of 248.9% compared to 2020. About 76% of this Digital Wallet TPV comes from P2P transactions and 24% from Bills.

**Total Net Revenue** was up 40.5% qoq and 235.5% yoy, reaching BRL 360.3 million. In 2021, net revenue totaled BRL 943.0 million, growing 204.3% compared to the previous year.



## B&A (Seller)

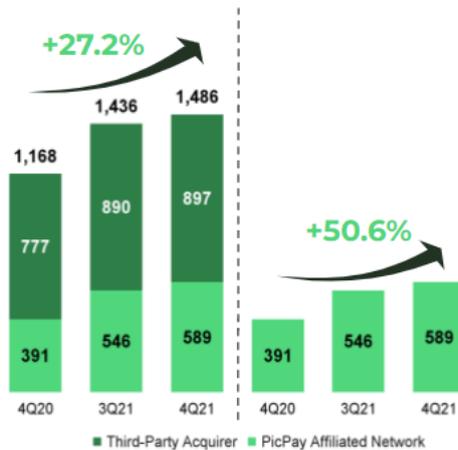
Currently, 1.5 million merchants already accept PicPay as a payment method in-store and online through our proprietary QR Code, and since 2019, we have been seeking to expand our acceptance and presence with retail companies and in several sectors, such as restaurants, gas stations, supermarkets, pharmacies, among others. In addition to allowing businesses of all sizes to accept digital payments, merchants integrated with PicPay can have access to advanced technologies and artificial intelligence to engage their target audience, and still have access to PicPay's massive 62.9 million user base. We affiliate our merchants through our own channels (digital, marketing and sales force initiatives) or through the acceptance of our QR code in the POS terminals of third-party acquirers partners.

**Total Active Merchants<sup>14</sup>** ended at 1.5 million (~600,000 PicPay's payment network through our in store or online QR code + ~900,000 third party acquiring partners accepting our QR code in their POS machines) growing 27.2% yoy. Our main focus has been on accelerating the expansion of our PicPay Affiliate Network, which has already shown a meaningful increase of 50.6% yoy.

<sup>14</sup> Consider merchants accepting PicPay's payment network (through our QR code or third-party acquirer's terminals) that have received at least one payment in the last 12 months.

## Active Merchants

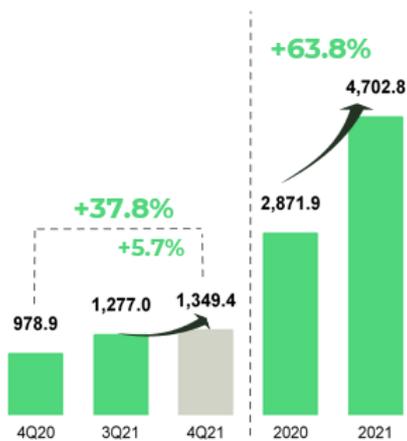
(in thousands)



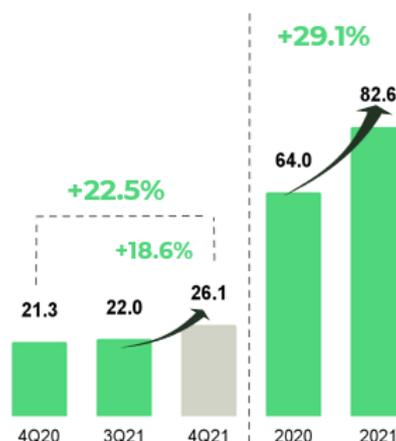
**Seller TPV** totaled BRL 1.3 billion in 4Q21, an increase of 5.7% qoq and 37.9% yoy. In 2021, seller TPV reached BRL 4.7 billion, up 63.8% versus 2020.

**Seller Total Net Revenue** was BRL 26.1 million, growing 18.6% qoq and 22.5% yoy, and BRL 82.6 million in 2021, up 29.1% compared to the previous year.

## TPV (R\$ million)



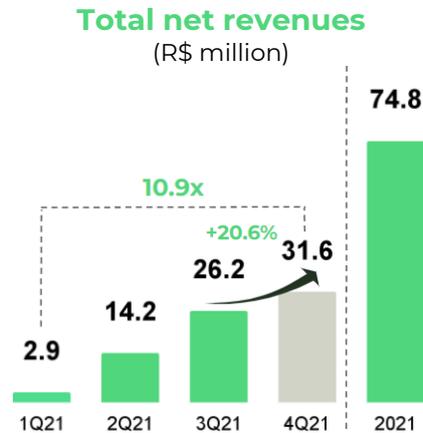
## Total net revenues (R\$ million)



## Financial Marketplace

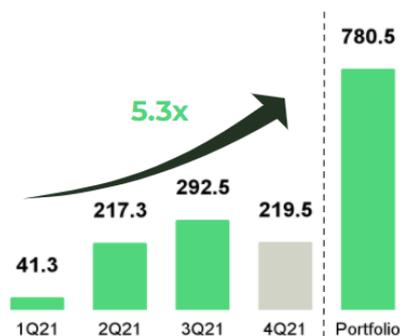
We offer a marketplace for third-party financial services with integrated experiences for individuals and businesses, including the PicPay Card, personal loans, P2P lending, working capital for merchants, and insurance. Our model is asset light, focused only on the distribution of these services, without credit or underwriting risk, distributing credit products from partners such as Banco Original, Empréstimo Sim (Santander company), BV Financeira, Digio, PortoCred and Creditas. We benefit from an Artificial Intelligence-driven model and intense use of machine learning to provide more accurate offerings with a personalized approach targeted at users' needs. As the largest digital wallet in the market, we were able to develop a credit history based on the everyday payments of our customers. We also generate user credit scores based on a proprietary algorithm.

**Total Net Revenues** reached BRL 31.6 million, up 20.6% qoq and 10.9x versus 1Q21, corresponding to 7.2% of total revenues. In 2021, net revenue was BRL 74.8 million.

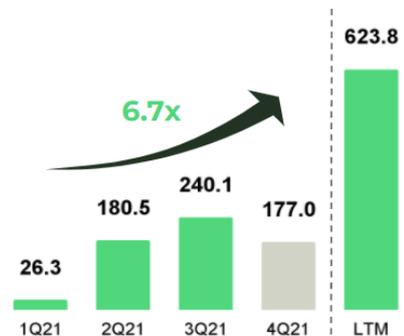


BRL 219.5 million **personal loans** originated in 4Q21, a growth of 5.3x versus 1Q21, reaching ~177,000 personal loan contracts in the period. Our personal loan portfolio totaled BRL 780.5 million by the end of December 31, 2021, and more than 623,000 personal loan contracts were created in the last 12 months. In the first two months of 2022, we have originated BRL 293.9 million personal loans, totaling a personal loan portfolio of more than BRL 1 billion.

### Personal loans origination & portfolio (R\$ million)



### Personal loan contracts (R\$ million)

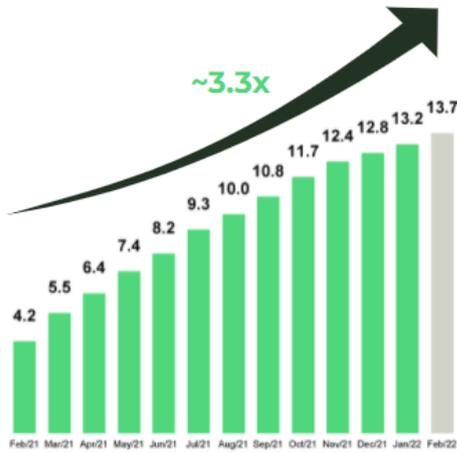


12.8 million cards have been issued by the end of 4Q21 on an accumulated basis, with around 11 million issued in 2021. **By the end of February**, 13.7 million cards had been issued on an accumulated basis.

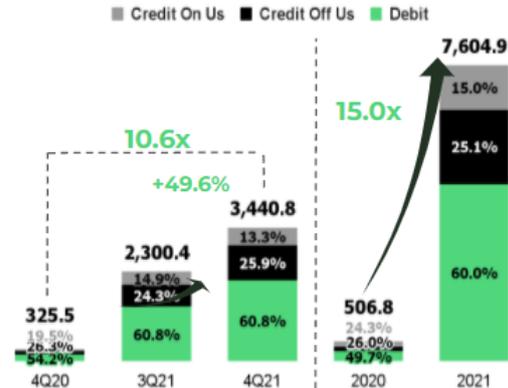
**PicPay Card TPV** was BRL 3.4 billion in the quarter, growing 49.5% qoq and 10.6x yoy. In 2021, TPV totaled BRL 7.6 billion, an increase of 15x versus 2020.

**Average spending of PicPay card users** reached BRL 2,316 per user in 4Q21, a growth of 16.6% qoq and 75.7% yoy.

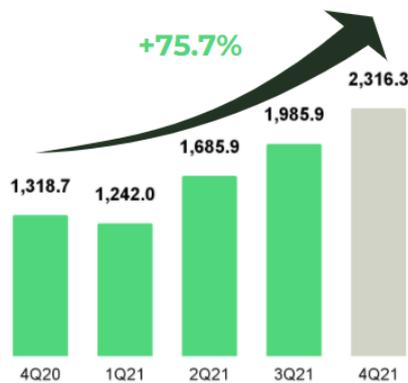
## PicPay Card Issuance (in millions)



## PicPay Card TPV (R\$ million)



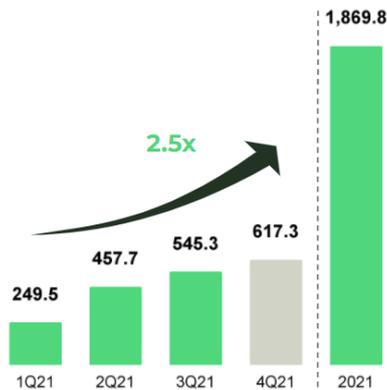
## Average Spending of PP card users (R\$ / user)



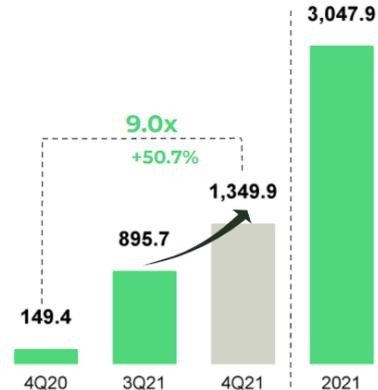
Regarding **PicPay Credit Card** only, we have also accelerated the pace of issuance, reaching 617,300 cards in 4Q21, up 13.2% qoq and ~2.5x versus 1Q21. In 2021, we issued ~1.9 million credit cards.

**PicPay Credit Card TPV** totaled BRL 1.3 billion in 4Q21, an increase of 50.7% qoq and ~9.0x yoy. In 2021, TPV was BRL 3.0 billion.

## PicPay Credit Card Issuance (in thousands)



## PicPay Credit Card TPV (R\$ million)



## PicPay Store

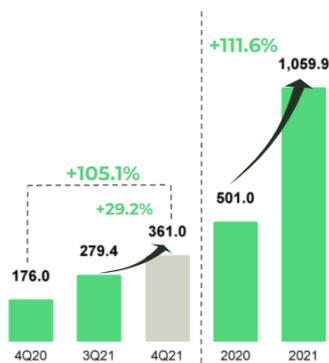
The PicPay Store is an open platform that allows businesses to create customized mini apps or become an affiliate to connect their products, services and experiences to millions of PicPay users. These products and services include: (i) digital goods, such as in-game credits, cellular phone recharge credits (top-ups), food delivery, ride-hailing, streaming, gift cards and transportation tickets; and (ii) physical goods, through our in app e-commerce, which distributes our partner's products through their mini apps inside our application providing an end-to-end experience or through (iii) our affiliate model, which redirects users to our partners' website, such as AliExpress, Shopee, Casas Bahia and Amazon

In 4Q21, **GMV** was BRL 361.0 million, growing 29.2% qoq and 105.1% yoy. **GMV** totaled BRL 1.1 billion in 2021, up 111.6% versus 2020.

We had approximately 18.7 million **transactions** in the quarter, up 32.6% qoq and 114.9% yoy. In 2021, transactions totaled ~52.7 million.

**Total Net Revenues** were BRL 16.2 million, an increase of 43.4% qoq and 161.3% yoy, representing 3.7% of total revenues. We closed the year with BRL 41.4 million in revenues, up 163.7% versus 2020.

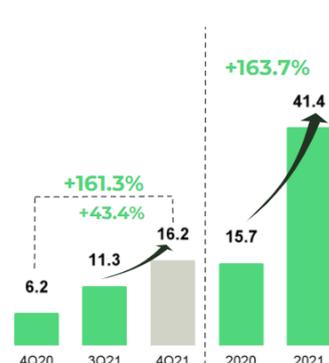
## GMV (R\$ million)



## Number of Transactions (in millions)

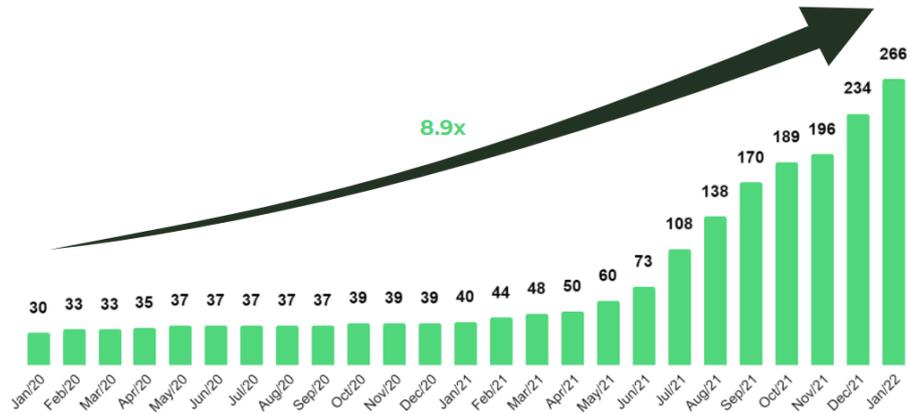


## Total net revenues (R\$ million)



The number of sellers have increased rapidly over the last two years, given the expansion of our model beyond basic digital goods to e-commerce in app and affiliate partners, as shown in the chart below. As of January 2022, we reached 266 sellers and we continue to add new partners on digital goods, in app ecommerce and affiliate, expanding through new categories such as mobiles, electronics, home & kitchen, sports, fashion, pets, food delivery, transportation, games, streaming, entertainment, cosmetics, among others.

## PicPay Store Unique Sellers' Evolution



## Social Features

Connecting people has been a part of PicPay's DNA, since our inception in 2012. In 2013, we were pioneers in launching our P2P social payments platform, fostering a conversational context throughout the transaction, by designing tools that allowed users to comment, like, send messages and gifts to each other. Since then, we have added other social features within our platform, including social feeds, profiles, and direct messaging, strengthening the network effect.

We see social features as an opportunity to scale the growth of our digital wallet services, financial marketplace, seller business, and digital stores, creating a unique network effect and promoting cross-selling opportunities within our platform across users, sellers, brands and commercial partners. **Our goal is to fully integrate our social features with our financial services offerings.**

**SOCIAL AND SIMPLE WAY TO ADDRESS USERS FINANCIAL NEEDS**

Financial services integrated in social features

- Credit Card
- Loans
- P2P Lending
- Insurance
- Investments

**Credit Card**

**Loan**

**P2P Lending**

## New products and services launched in 2021

### Digital wallet:

- Guiabolso acquisition, the largest personal finance management app in Brazil, helping to leverage new partners in our financial marketplace and positioning PicPay as one of the forerunners in Open Banking initiatives.
- Pix with credit card (Pix Parcelado), first fintech to allow users to transfer or pay (P2P or P2M) through Pix in installments to any domicile, sourced by any credit card, launching the first monetizable product using Pix's infrastructure.

### Business & Acceptance:

- Hub Elo: in November 2021, we partnered with Elo (the largest local card scheme) to enable the acceptance of PicPay payment network through their own QR code (Hub Elo), expanding our network acceptance among other important merchant acquirers enabled by Hub Elo, such as Stone, SafraPay, Mercado Pago, Fiserv, among others. With this partnership, we are expanding the total addressable market of PicPay's payment acceptance from 5 million to over 7.5 million merchants in Brazil

### Financial marketplace:

- 5 new partners (Santander, Digio, Credits, Portocred, and BV)
- Loans: piloting working capital for merchants and expanding P2P lending
- Insurance: income protection

### Store:

- Launch of affiliate model, integrating large partners such as Amazon, Shopee, and AliExpress
- New sellers added (~300 partners and ~200,000 SKU's)

### Social:

- Direct message feature (payment, messaging, video, and photo sharing in app)
- Partnership with Twitter for tipping feature

## PicPay app



4.6 on Google Play Store with 1 million reviews  
4.2 on Apple Store with 71,000 reviews



13.8 billion hits in 2021

# Cross-selling strategy

PicPay

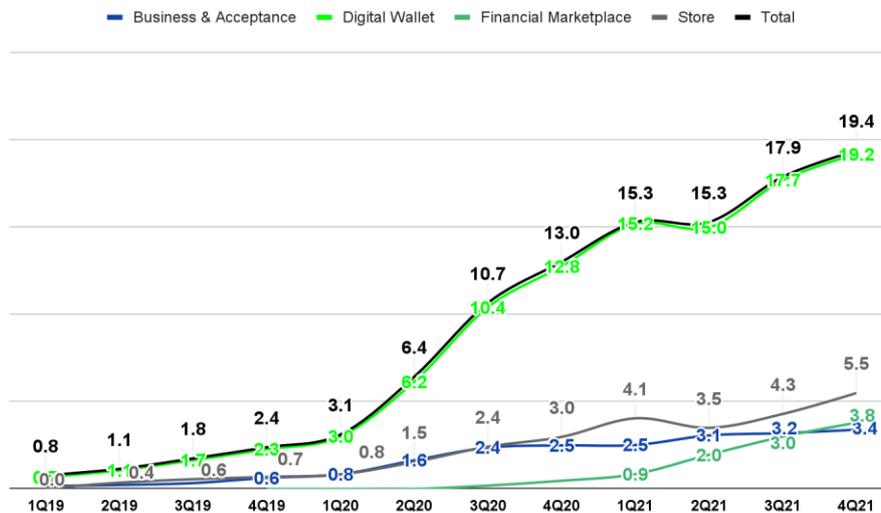


## Engagement, Cross- Selling and Monetization

We are rapidly increasing the number of quarterly transacting users, who are using more products in addition to digital wallet products.

In our financial marketplace, B&A (seller) and Store, we reached 3.8mm, 3.4mm and 5.5mm quarterly transacting users respectively.

### Total Quarterly Transacting Users<sup>(1)</sup> by Strategic Pillar (in millions)



(1) Users who have made at least one financial transaction on our platform in the last three months.

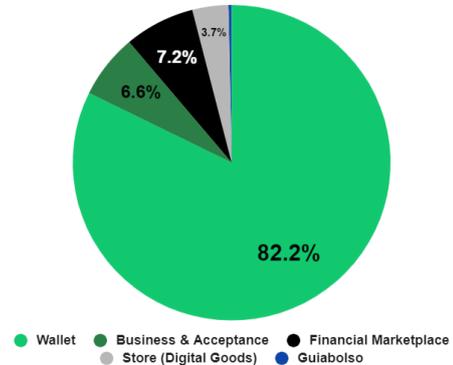
Regarding the evolution of our total revenue and income breakdown during the 2021 year, we see that as we introduce new products and services for our business & acceptance (seller), financial marketplace, and PicPay Store, they gain share over time.

During 4Q21, the total revenue and income from our seller business, financial marketplace, and PicPay Store represented almost 18% of our total revenue and income and grew 216% when compared to 1Q21. Revenues from new strategic pillars should continue to gain share over time, despite continued strong growth from digital wallet products. New products such as cards, loans, insurance, e-commerce and seller acceptance, help to increase retention, leading to higher transactions per user, more engagement and faster monetization.

## Total net revenues (ex-Digital Wallet)<sup>(1)</sup> (R\$ million)



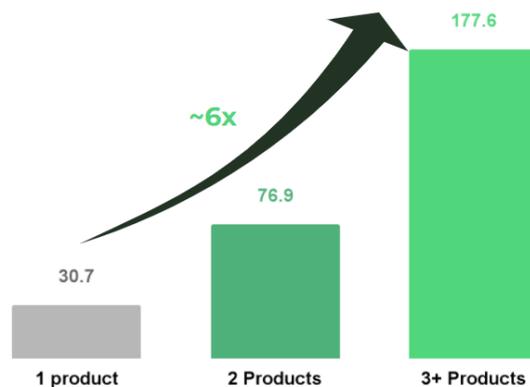
## Total revenue breakdown by strategic pillar (%)



(1) Net revenues from business & acceptance, financial marketplace, PicPay Store, and Guiabolso.

Regarding the ARPU of users that have engaged in one, two or three or more monetizable transactions, such as P2P, Pix, and P2M, when paying with credit cards or in installments, bills, and digital goods, as well as personal loans and PicPay Card (credit and debit) and Store, we believe we have room to meaningfully grow our revenue per user, benefiting from higher levels of cross-selling. Considering our total net revenues and income per user in the year of 2021, we found that users adopting two monetizable products generated 2.5x more revenues than users adopting only one monetizable product. Users adopting three or more monetizable products generated almost 6x more revenues when compared to users adopting only one product.

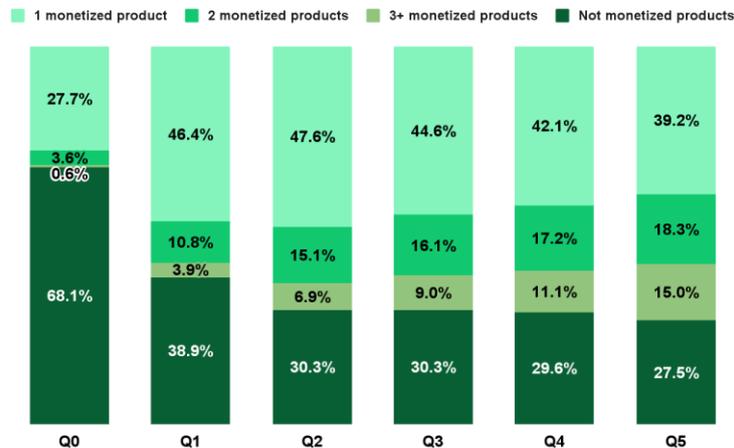
## ARPU of Monetizable Products (R\$/user<sup>(1)</sup>)



(1) Total revenue and income for the full year of 2021.

As we can see in the graph below, approximately 68%, on average, of our older cohorts were onboarded adopting non-monetizable products, but after five quarters from the acquisition, 73% of our users are adopting one or two or more monetizable products in the quarter.

## Aggregate Cohort Evolution of Monetizable Product Adoption<sup>(1)</sup>



(1) Consider all cohorts from 1Q18 to 3Q20. It does not include 4Q20 and 2021 cohorts, as they did not reach at least 5 quarters of maturity.

Over the past three years, we have been able to increase our ability to cross-sell different products, and in particular, the average time it takes for our users to adopt more than one of our products has decreased significantly over the past three years, as demonstrated in the cohort analysis graph below.

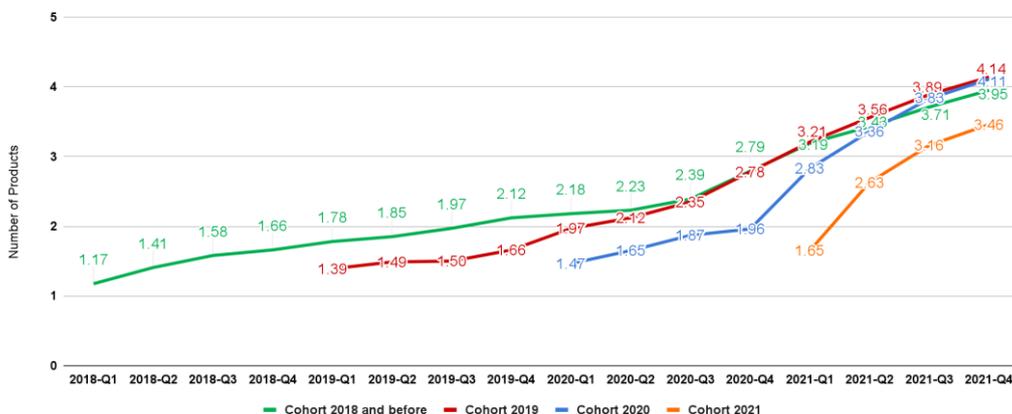
As we improve our platform, user experience and expand our ecosystem, by introducing new products and features, not only older cohorts accelerate the adoption of new use cases, but new cohorts also onboard more mature and adopting new products and services faster.

PicPay will continue to innovate and launch new products, across all our strategic pillars (Digital Wallet, Financial MarketPlace, Store, Seller and Social).

As the below graph shows, the 2021 cohort group almost reached the same average number of products per user as the 2018 cohort group in 20% of the time it took the 2018 cohort group to reach this level.

## Cross-selling index<sup>(1)</sup>

(average number of products used in the quarter / user)

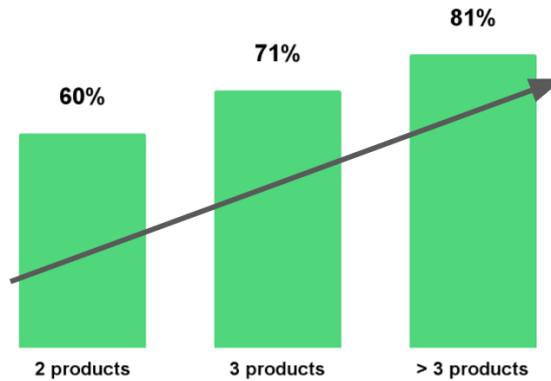


(1) Weighted average of product use per annual cohort.

The higher adoption of products per user also leads to stronger customer retention. As we can see in the graph below, as of December 2020, users adopting at least 2 products reached 60% retention after one year, more than 70% retention by using 3 products and more than 80% when adopting more than 3 products. Our retention is calculated based on our users' transactions within a 1-year period after hiring the first product.

### 1-year retention by product

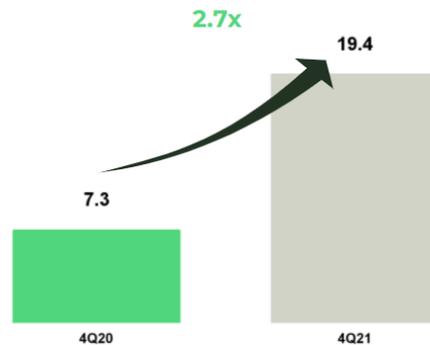
(1-year retention rate for all users active in December 2020)



On a quarterly basis, average transactions per user reached 19 in the fourth quarter of 2021, 2.7x more transactions as compared to the same period of last year.

### Quarterly transactions per user<sup>(1)</sup>

(average number of transactions per user per quarter)

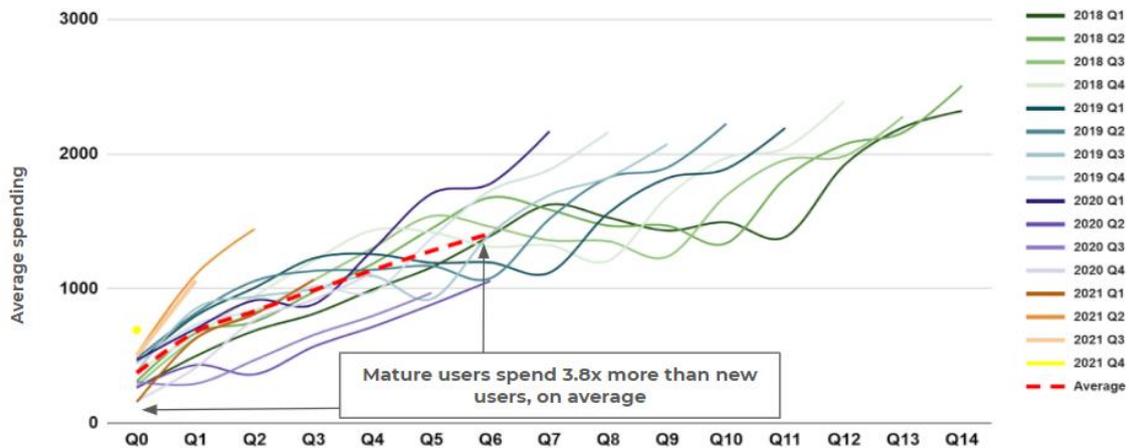


(1) Sum of transactions in the quarter divided by the average number of transacting users in the period.

### Average Spending Over Time

Retaining our customers for a longer period is key, since average spending per user improves significantly over six quarters as shown in the graph below. After six quarters, users spend 3.8 times more than they spent during their first quarter after being onboarded. As we increase our ability to launch and cross-sell new products, our users spend more, which ultimately drives our revenue growth. It's important to mention that new cohorts are onboarding at higher levels of spending when compared to older cohorts.

## Cohort average spending evolution<sup>(1)(2)</sup> (R\$ per quarter)



**User Tenure** (Q0 = quarter of first transaction)

(1) Consider all cohorts from 1Q18 to 4Q21. (2) Average of 1<sup>st</sup> transaction cohorts from 1Q18 to 2Q20 (considering 6 quarters of maturity).

### Cash-in Over Time

Our average cash-in per user has been showing significant improvement over time. We believe that two important events were especially relevant to reduce the rates of friction and improve our cash-in per user in our app over this three-year period.

The first was when we obtained a license to operate as a payment institution in Brazil in late September of 2020, allowing our users to receive and send direct wire transfers from and to any other payment or financial institutions. With that license, every user has the equivalent of a bank routing number, a branch, and an account number.

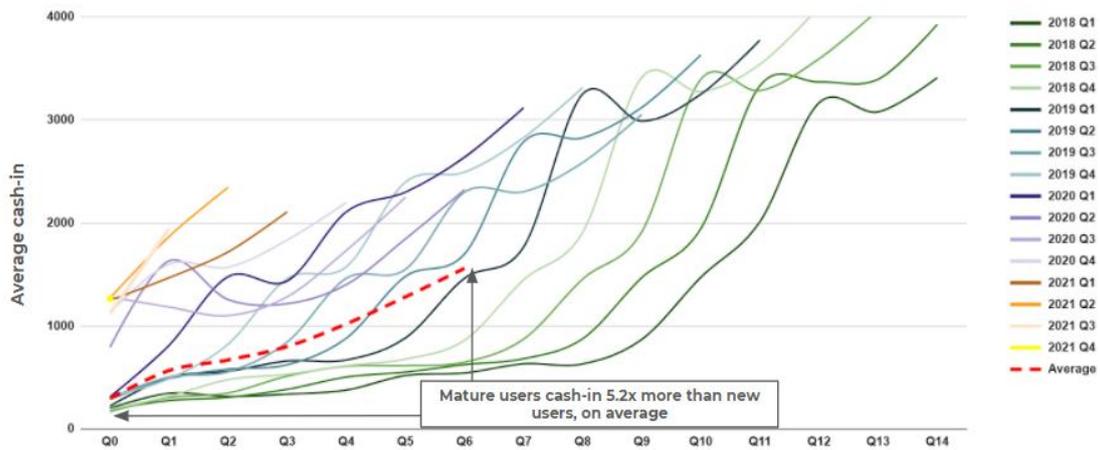
The second was the start of operations of Pix in Brazil, the fast payment infrastructure established by the Central Bank, launched in November 2020, which created a better experience for digital payments and transfers and significantly reduced the friction of adding funds to the PicPay digital wallet. With the advent of the Pix service, sending cash to our platform became free-of-charge and frictionless to users.

PicPay is embracing Pix, which allowed for the digital inclusion of millions of Brazilians and became a very important entry-level product allowing further cross-selling opportunities. In the near future, PicPay expects to launch new innovative and monetizable products through the Pix infrastructure.

Average cash-in per quarter of our users after six quarters is 5.2 times higher than the average cash-in during their first quarter after being onboarded. Our newer cohorts are onboarding at higher levels of cash in when compared to our most mature cohorts.

## Average cash-in per user per quarter<sup>(1)(2)</sup>, by cohort

(R\$ per user)



**User Tenure** (Q0 = quarter of first transaction)

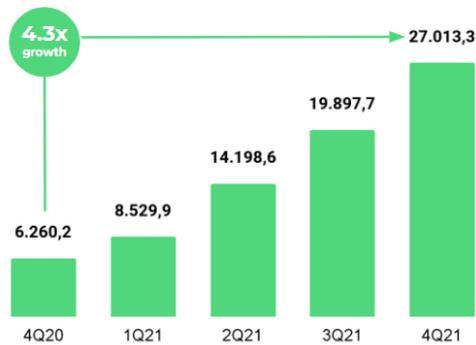
(1) Consider all cohorts from 1Q18 and 4Q21; (2) Average among users who performed cash-in transactions on our platform between 1Q18 and 2Q20 (considering 6 quarters of maturity).

As a result, we experienced a significant increase in the number of users with a positive account balance, reaching 19.6 million as of December 31, 2021, an increase of 11.4% qoq and 136.1% yoy and reaching R\$6.3 billion in total user account balances as of December 31, 2021, an increase of 32.9% qoq and approximately 5.4x yoy.

Finally, we believe that PicPay is on its way to keep scaling its two-sided ecosystem, improving retention and accelerating monetization by benefiting from higher levels of cross-selling, with a great combination of older cohorts that continue to contribute with healthy growth + new cohort groups maturing faster.

## Transacting TPV<sup>(1)</sup>

(R\$ million)



## Transacting TPV Evolution by User Cohort<sup>(2)</sup> (Indexed to year 1)

Acquisition Year	Year 1	Year 2	Year 3	Year 4	Year 5
2017	1.0 x	1.5x	3.2 x	4.8 x	9.6 x
2018	1.0 x	3.2 x	3.8 x	5.7 x	
2019	1.0 x	2.4 x	3.9 x		
2020	1.0 x	2.6 x			

(1) Measure of the total purchase volume captured during the period excluding cash in and cash out; (2) Transacting TPV cohorts of users acquired in a particular financial year.

# Financials

**PicPay**

Non Audited IFRS - Income Statement	4Q21	4Q20	4Q21x4Q20	3Q21	4Q21x3Q21
in thousands of R\$	(Oct - Dec)	(Oct - Dec)	var. %	(Jul - Sep)	var. %
Net revenue from transaction activities and other services	85,519	46,381	84.4%	64,580	32.4%
Financial income	350,209	88,583	295.3%	252,640	38.6%
<b>Total revenue and income</b>	<b>435,728</b>	<b>134,964</b>	<b>222.8%</b>	<b>317,220</b>	<b>37.4%</b>
Cost of sales and services	(184,222)	(104,682)	76.0%	(179,513)	2.6%
<b>Gross profit</b>	<b>251,506</b>	<b>30,282</b>	<b>730.5%</b>	<b>137,707</b>	<b>82.6%</b>
<b>Operating Expenses:</b>					
Selling expenses	(323,258)	(185,466)	74.3%	(331,035)	-2.3%
Administrative expenses	(164,342)	(61,861)	165.7%	(150,784)	9.0%
Financial expenses	(215,572)	(13,493)	1,497.7%	(122,394)	76.1%
Other (expenses) income, net	(64,382)	(39,739)	62.0%	(50,582)	27.3%
<b>Income taxes</b>	<b>387</b>		<b>n.a.</b>		<b>n.a.</b>
<b>Loss for the period</b>	<b>(515,661)</b>	<b>(270,277)</b>	<b>90.8%</b>	<b>(517,088)</b>	<b>-0.3%</b>

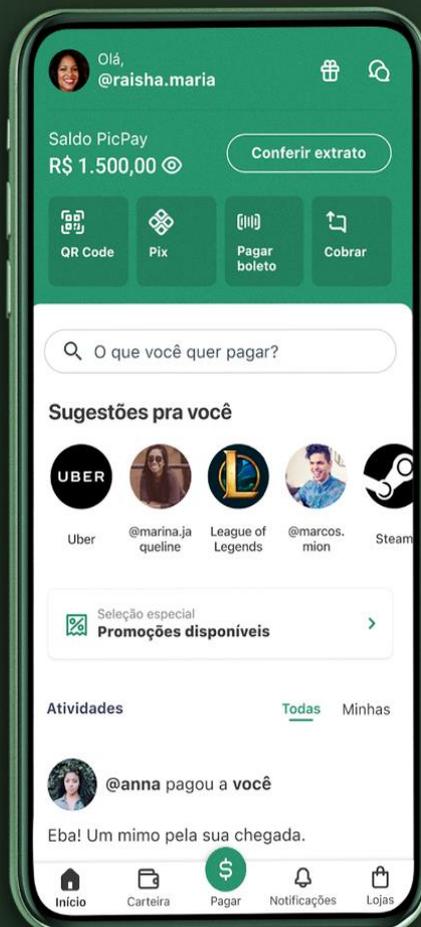
Audited IFRS - Income Statement	2021	2020	2021x2020
in thousands of R\$	(Jan - Dec)	(Jan - Dec)	var. %
Net revenue from transaction activities and other services	226,282	83,204	172.0%
Financial income	918,428	306,354	199.8%
<b>Total revenue and income</b>	<b>1,144,710</b>	<b>389,558</b>	<b>193.8%</b>
Cost of sales and services	(572,228)	(290,543)	97.0%
<b>Gross profit</b>	<b>572,482</b>	<b>99,015</b>	<b>478.2%</b>
<b>Operating Expenses:</b>			
Selling expenses	(1,260,280)	(585,524)	115.2%
Administrative expenses	(488,062)	(189,360)	157.7%
Financial expenses	(445,392)	(70,547)	531.3%
Other (expenses) income, net	(279,258)	(57,283)	387.5%
<b>Income taxes</b>	<b>387</b>		<b>n.a.</b>
<b>Loss for the period</b>	<b>(1,900,123)</b>	<b>(803,699)</b>	<b>136.4%</b>

Audited IFRS - Balance Sheet in thousands of R\$	December 31, 2021	December 31, 2020
Cash and cash equivalents	149,291	111,874
<b>Financial assets</b>	<b>9,116,808</b>	<b>1,888,508</b>
<b>Financial assets measured at fair value through other comprehensive income</b>	<b>1,856,299</b>	<b>375,656</b>
Financial investments	1,856,299	375,656
<b>Financial assets measured at amortized cost</b>	<b>7,260,509</b>	<b>1,512,852</b>
Financial investments	4,637,289	930,000
Trade receivables	2,554,292	443,583
Other receivables	68,928	139,269
Prepaid expenses	26,696	18,772
Recoverable taxes	56,426	5,693
Legal deposits	70	366
Investments	11	10
Property, plant and equipment	43,381	42,156
Right of use - leases	51,709	42,781
Intangible assets	253,720	70,733
<b>TOTAL ASSETS</b>	<b>9,698,112</b>	<b>2,180,893</b>
<b>Financial liabilities measured at amortized cost</b>	<b>9,026,073</b>	<b>1,747,114</b>
Third-party funds	6,510,209	1,288,776
Funding from related parties	-	385,573
Loans	228,279	-
Trade payables	323,985	72,765
Obligations to FIDC quota holders	1,963,600	-
Labor obligations	192,471	62,217
Taxes payable	43,836	12,013
Lease liability	58,911	48,593
Provision for legal and administrative claims	1,461	358
<b>Total Liabilities</b>	<b>9,322,752</b>	<b>1,870,295</b>
<b>Equity</b>	<b>375,360</b>	<b>310,598</b>
Share capital	272	841,246
Additional paid-in capital	894,883	-
Capital reserve	502,027	652,766
Fair value reserve	(1,349)	277
(-) Accumulated losses	(1,155,956)	(1,183,691)
Non-controlling interests	135,483	-
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>9,698,112</b>	<b>2,180,893</b>

Audited IFRS - Cash Flow Statement in thousands of R\$	Twelve months ended December 31	
	2021	2020
Cash flow from operating activities	(2,505,979)	(371,025)
Cash flow from investing activities	(298,680)	(95,601)
Cash flow from financing activities	2,842,076	558,540
<b>Cash flow for the period</b>	<b>37,417</b>	<b>91,914</b>
Cash and cash equivalents at the beginning of the period	111,874	19,960
Cash and cash equivalents at the end of the period	149,291	111,874
<b>Net decrease/increase in cash and cash equivalents</b>	<b>37,417</b>	<b>91,914</b>

# PicPay

# About PicPay



## ABOUT PICPAY

Founded in Vitória (ES) in 2012, PicPay is a technology company that was born to make life easier by reinventing the way people deal with money, bank, shop, and communicate. In 2015, J&F group, one of the largest business conglomerates in Brazil, invested in the company. As the largest super app in Brazil - with more than 60 million users - PicPay offers products and services for all moments of in the daily lives of its users, combining the benefits of the six pillars of its business model into one single platform: social, digital wallet, business & acceptance, financial marketplace, PicPay store and ads. The integration between financial services and social features creates a unique network effect among users, sellers, and brands, leveraging all business verticals.

## INVESTOR RELATIONS

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