

# EARNINGS PRESENTATION

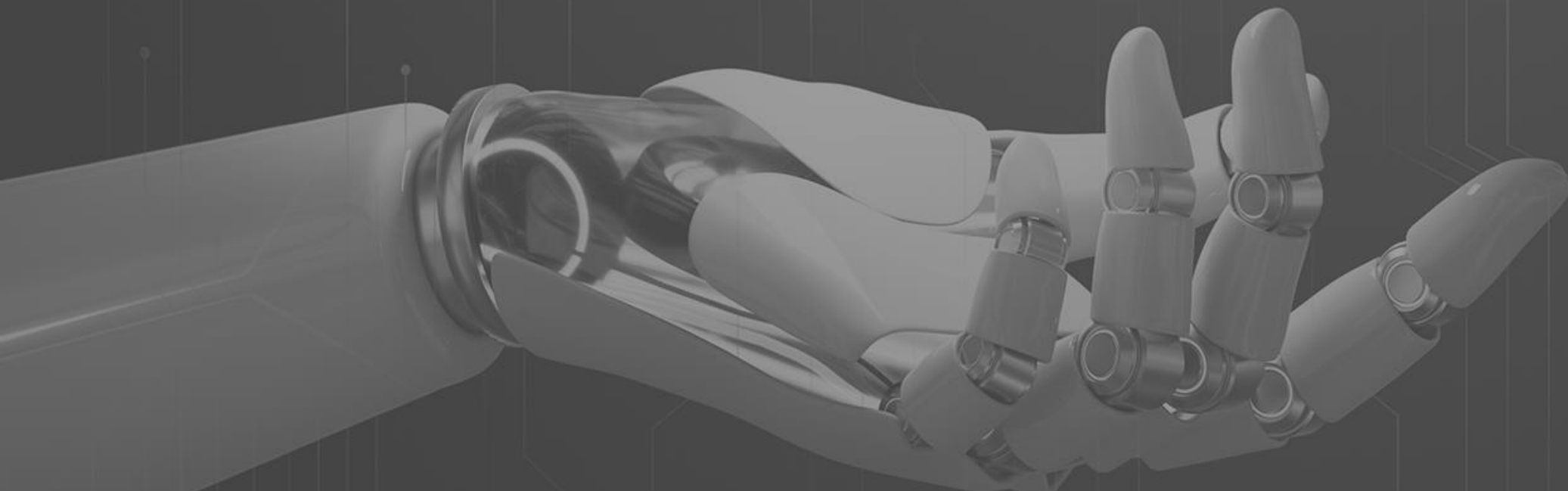
# 2Q24 | 6M24

August 13, 2024



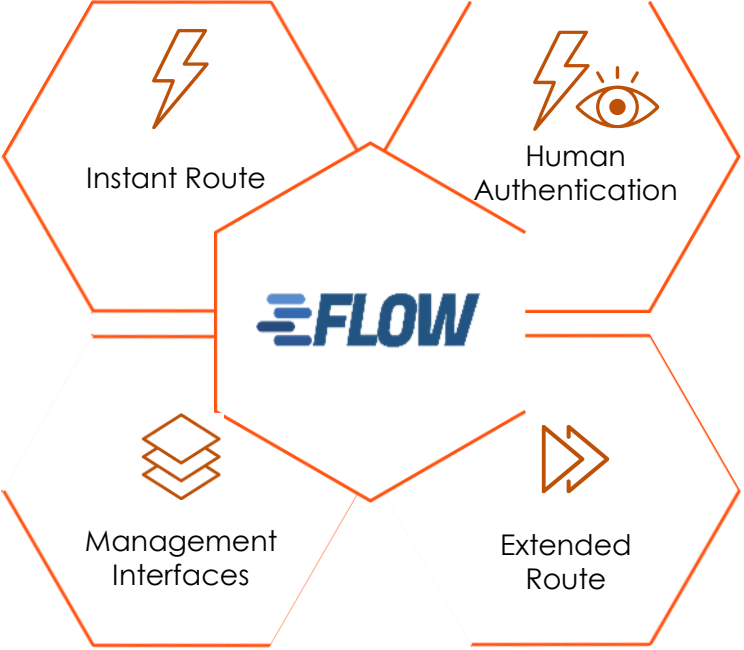
**EDUARDO  
MÔNACO  
(CEO)**

**STRATEGIC HIGHLIGHTS  
2Q24 | 6M24**



# Remembering our technological journey

## Flow platform allows...



## ... the offer of different distribution models

### Components

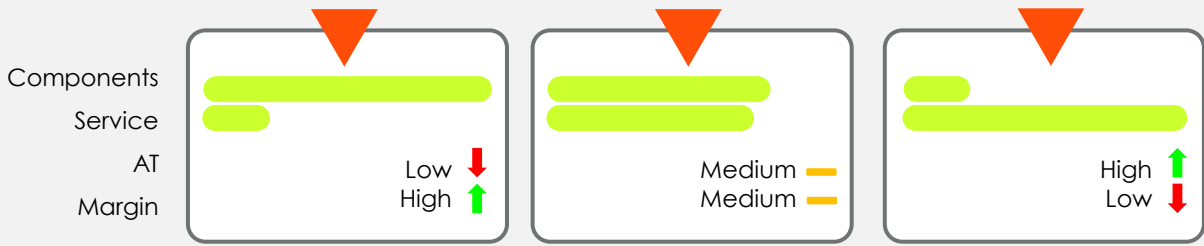
for our customers to perform the analysis

### Bundles

that address use cases

### Full Service

With ClearSale's expertise



## KEY GAINS:



Grow in an agile/scalable way



Enter new verticals

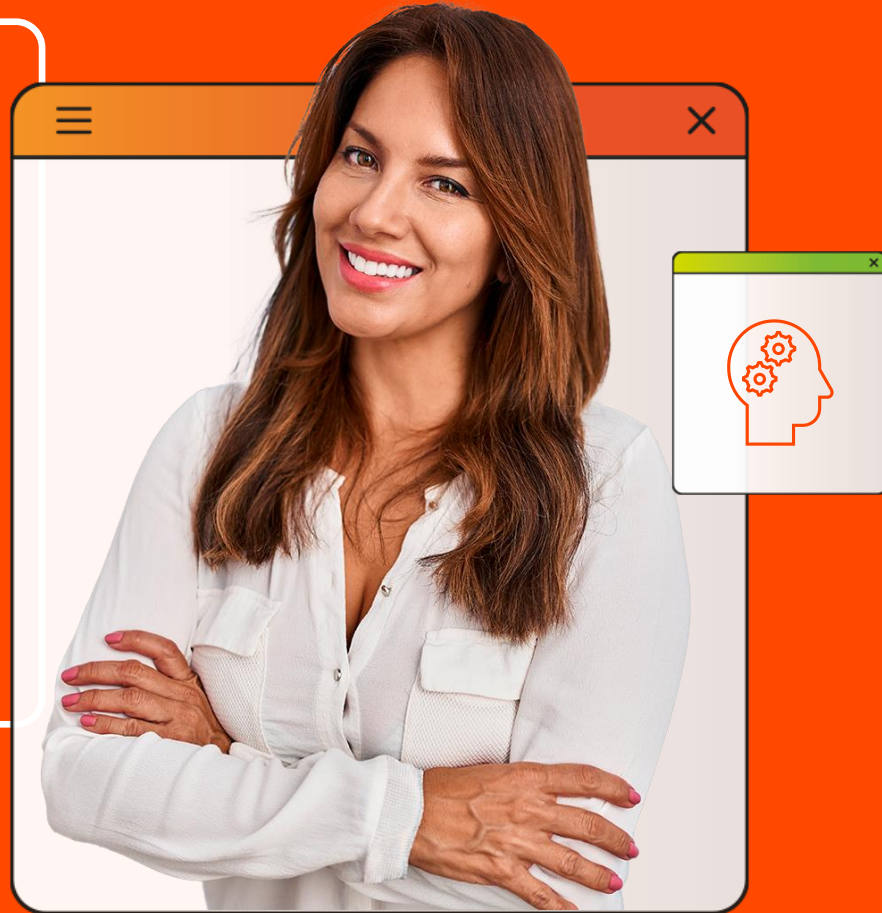


Increased profitability



# One Step Ahead

Launching  
Positioning +  
Institutional campaign



# Press and media campaigns



A ClearSale deu um passo importante e você vai ser um dos primeiros a saber\_

Em mais de 20 anos, nos dedicamos a criar soluções antifraude que mudaram o jogo para nossos parceiros de negócio.

Pra celebrar essa construção, lançamos uma campanha com o nosso novo posicionamento:

One Step Ahead\_



CONTEUDO DE MARCA

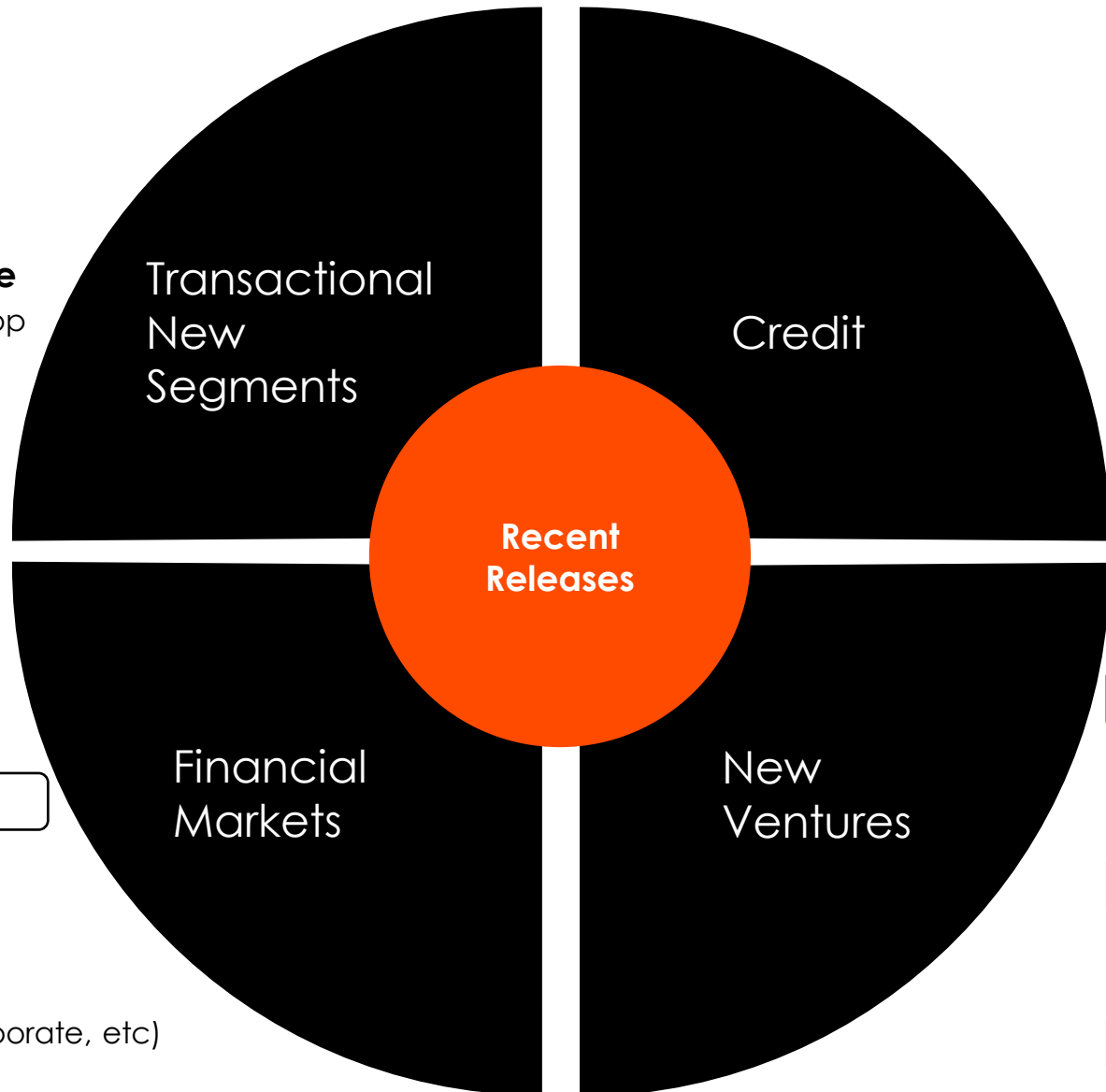
## A trajetória da empresa que está um passo à frente da fraude no Brasil

ClearSale antecipa riscos por meio de inteligência de dados, tecnologia e expertise sobre o comportamento do consumidor; em 2023 evitou prejuízo de R\$ 3,5 bilhões em golpes

Por ClearSale  
09/05/2024 10h45 - Atualizado há 3 semanas



# Go To Market



## Card Ownership



## Biometrics in e-commerce

- Penetration of 3/4 of the top 20 e-commerce



## Launch of Credit-Pro



## Secure Authentication



- Friction
- + Conversion
- Correct exposure
- Best return



## New Fraud Scores

(Email. Onboarding Card, Corporate, etc)



## Super API



## Bettor's Passport

- Pioneering positioning
- New Product for Bets (Single Sing-On)



## ThreatX

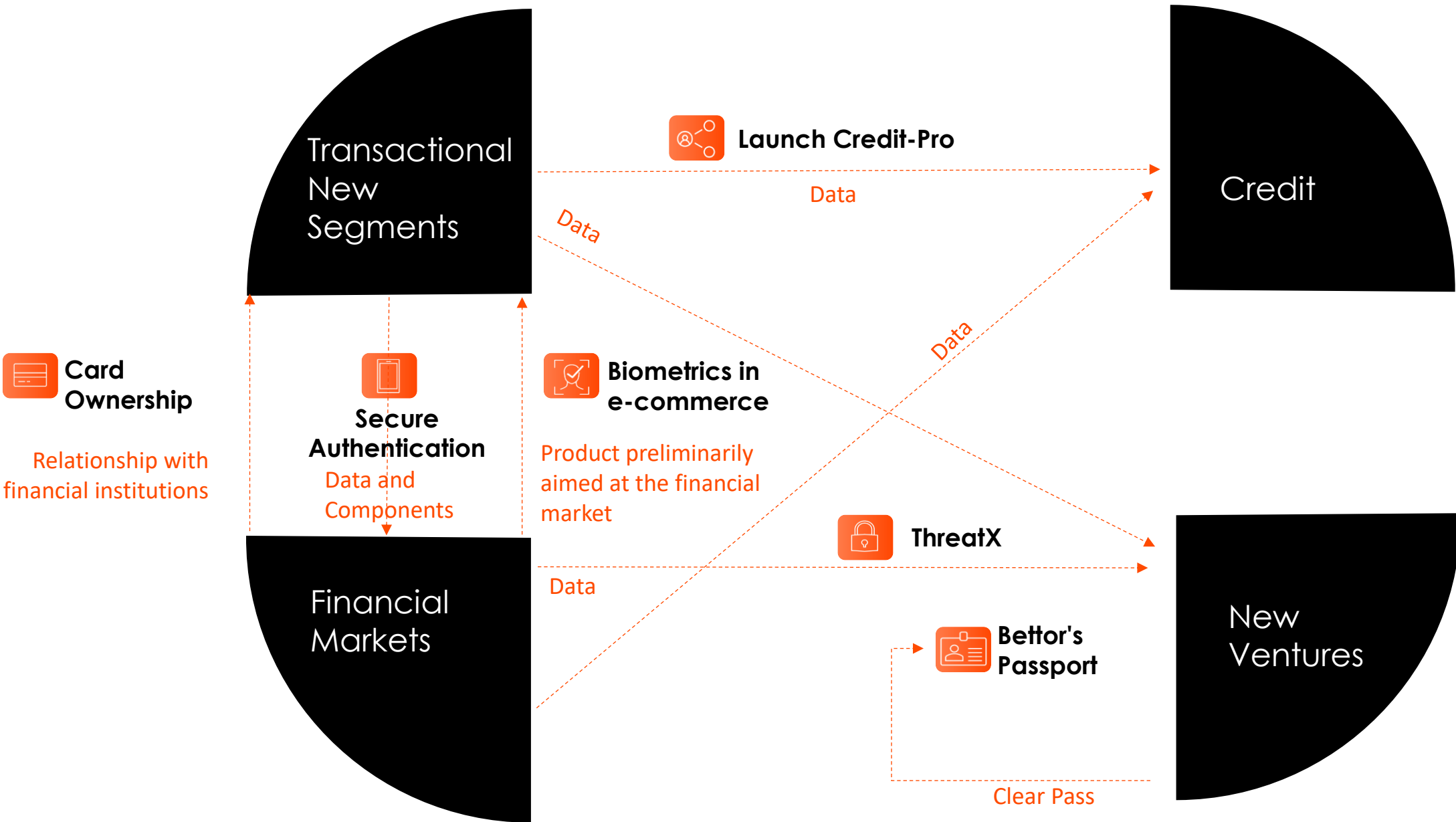
- Incorporating AI
- Internationalization



## Embedded Finance

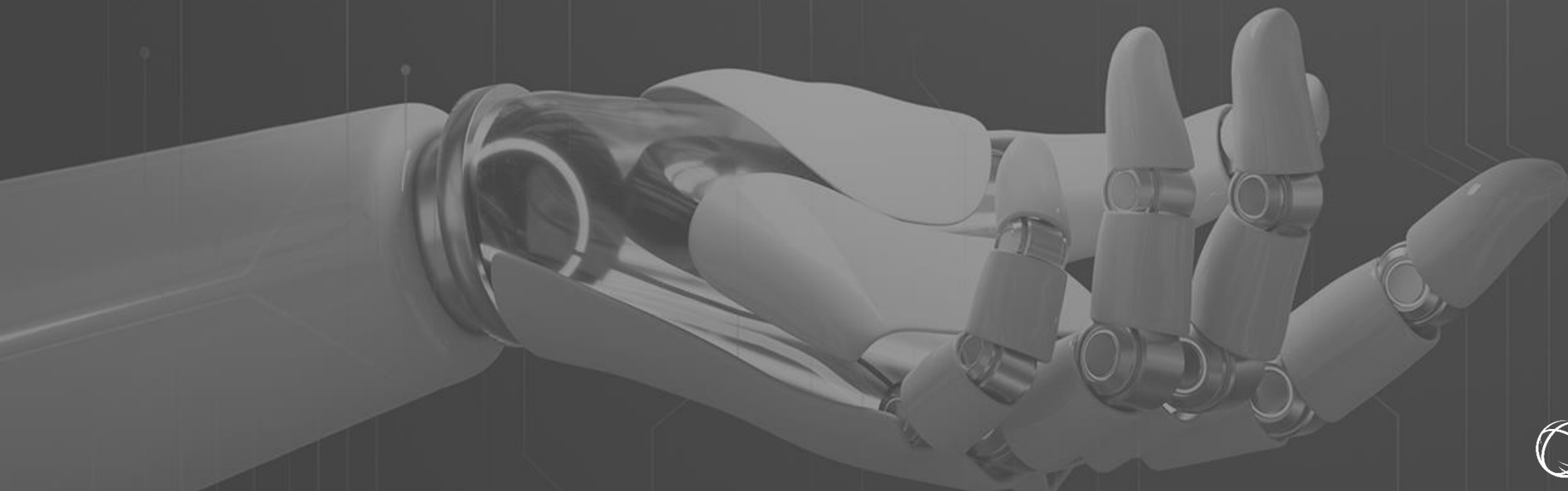
- Specialized score for BNPL
- 2nd phase of DREX (privacy)

# Cross-sell within our ecosystem



**ALEXANDRE  
MAFRA  
(CFO)**

**FINANCIAL RESULTS  
2Q24 | 6M24**





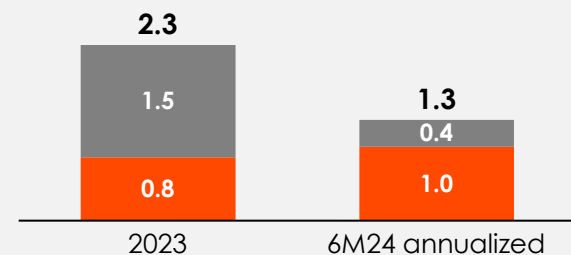
# OPERATIONAL INDICATORS

## Annualized Churn rate

R\$ mn. %

Base Cleaning at the International

Int.	23.4%	7.3%
Total	4.5%	3.2%
BR	1.9%	2.7%

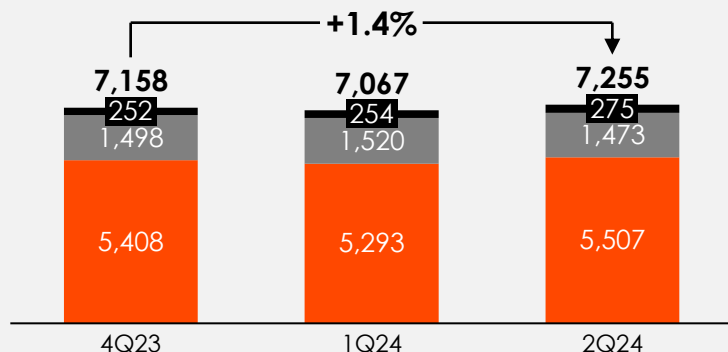


Theoretical Lifetime 32 years

■ Annualized Financial Churn Int ■ Annualized Financial Churn BR

## Customers <sup>1</sup>

#. %

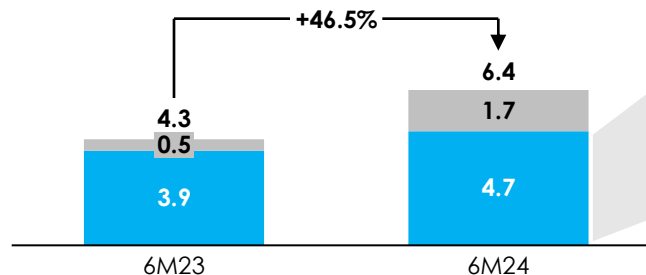


■ Customers Application Fraud  
 ■ Customers Transactional International (e-commerce)  
 ■ Customers Transactional Brazil (e-commerce)

## Total

## MRR New Sales

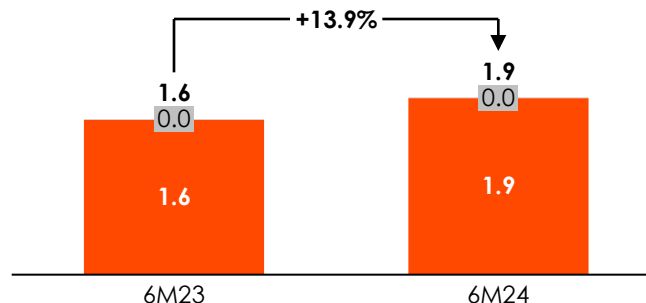
R\$ mn



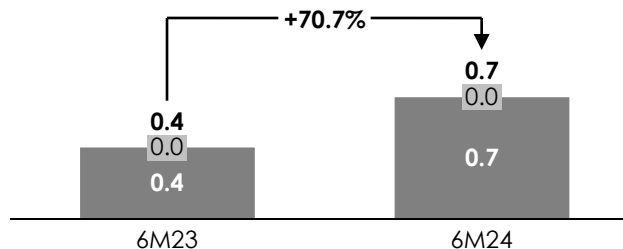
ARR Recurring R\$56.4 mn

■ Non-monthly recurring <sup>2</sup>  
 ■ Monthly recurring <sup>2</sup>  
 ■ Transactional BR (e-commerce)  
 ■ Transactional Int. (e-commerce)  
 ■ Application Fraud

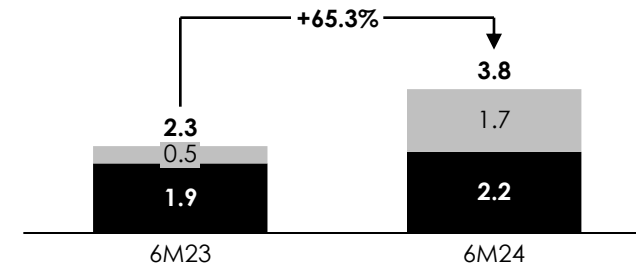
## Transactional Brazil (e-commerce)



## International Transactional (e-commerce)



## Application Fraud



(1) Customers: Considers the total number of transactionally active initiatives, and there may be two or more active initiatives per customer.

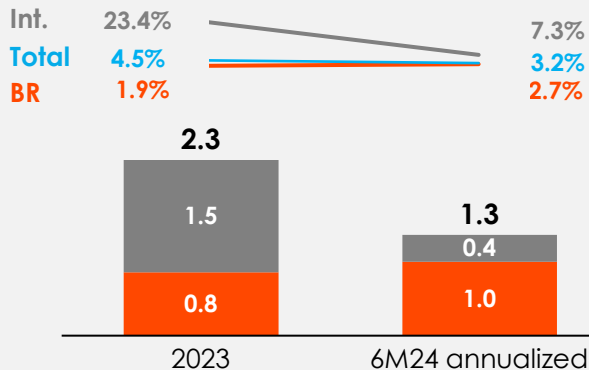
(2) Monthly recurring: monthly predictability of consumption  
 Non-monthly recurring: batch queries, batch contracts, and queries for base cleaning (no monthly consumption predictability)

# OPERATIONAL INDICATORS

## Annualized Churn rate

R\$ mn. %

Base Cleaning at the International

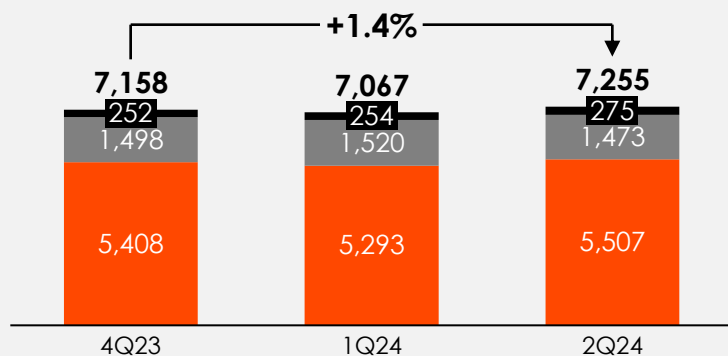


Theoretical Lifetime 32 years

■ Annualized Financial Churn Int ■ Annualized Financial Churn BR

## Customers<sup>1</sup>

#. %

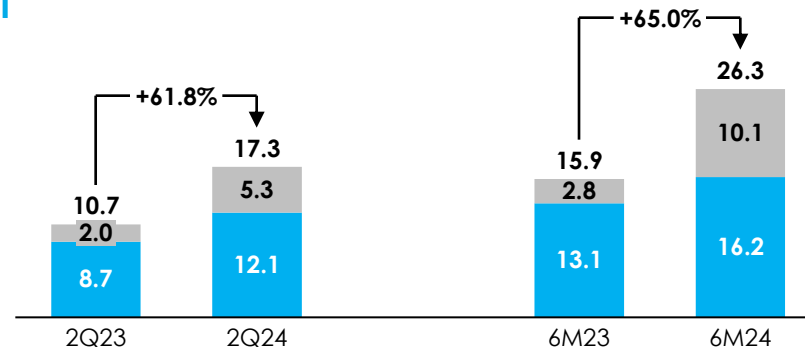


■ Customers Application Fraud  
 ■ Customers Transactional International (e-commerce)  
 ■ Customers Transactional Brazil (e-commerce)

## Gross Revenues New Sales

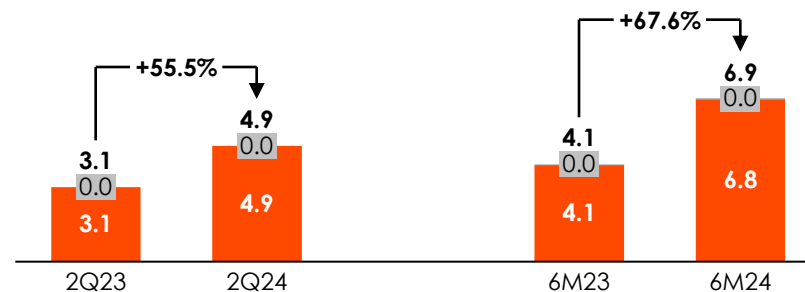
R\$ mn

### Total

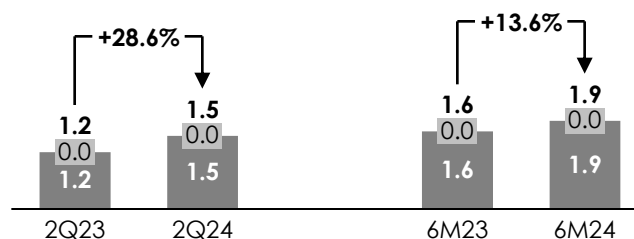


■ Non-monthly recurring  
 ■ Monthly recurring  
 ■ Transactional BR (e-commerce)  
 ■ Transactional Int. (e-commerce)  
 ■ Application Fraud

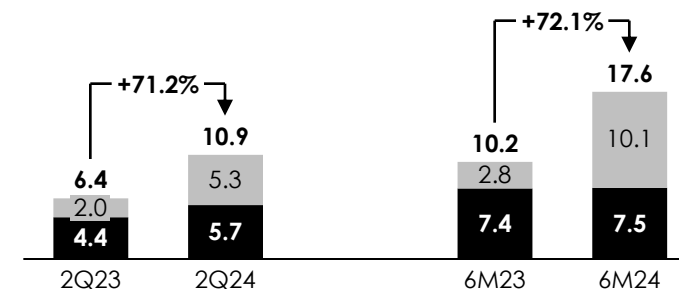
### Transactional Brazil (e-commerce)



### Transactional International (e-commerce)

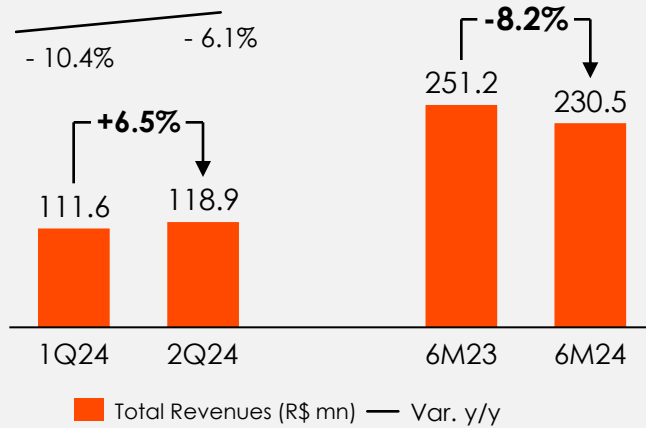


### Application Fraud

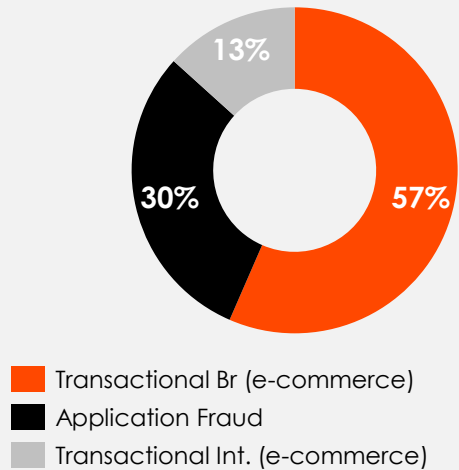


# NET REVENUE

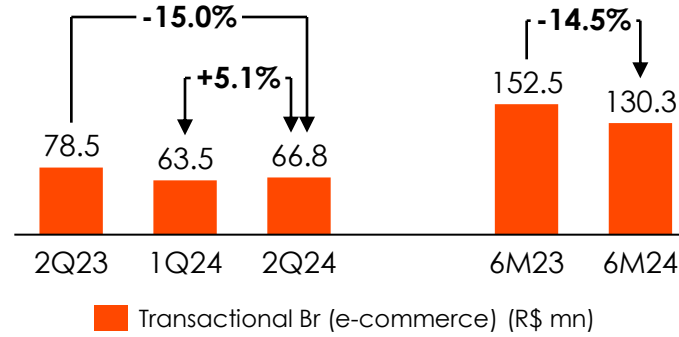
## Total Net Revenue (R\$ mn)



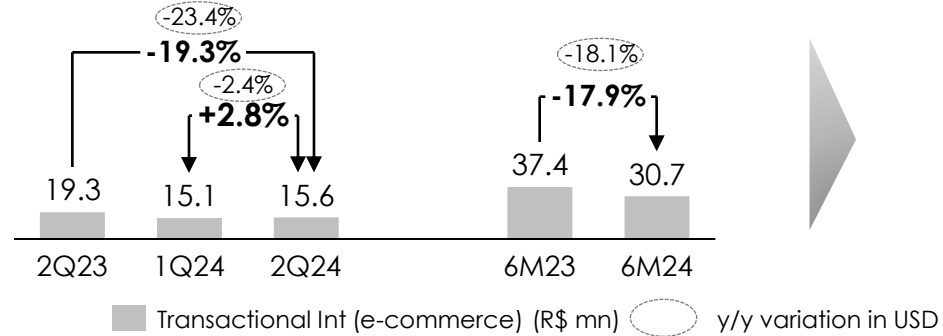
## Breakdown - 6M24



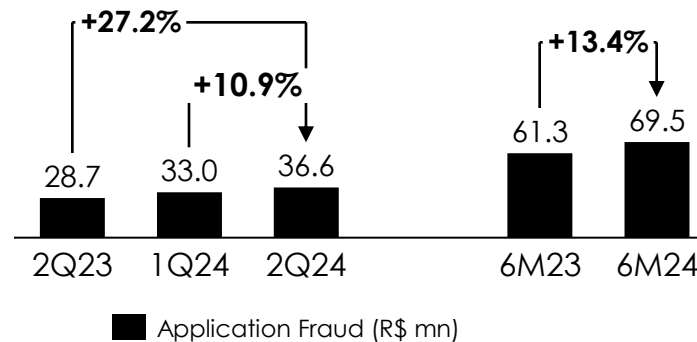
## Transactional Brazil (e-commerce)



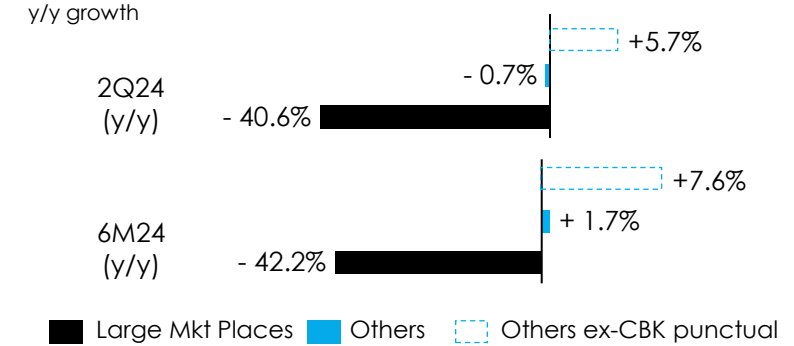
## Transactional International (e-commerce)



## Application Fraud



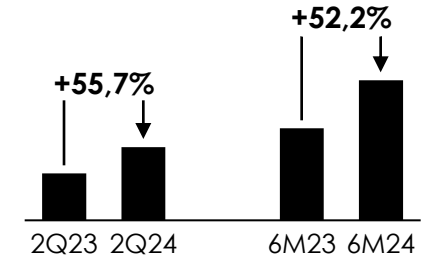
## Transitory Movement - Transactional Revenue BR (e-commerce)



▪ Cleaning of customer base aiming for greater profitability

Componetization and redesign of base customer products

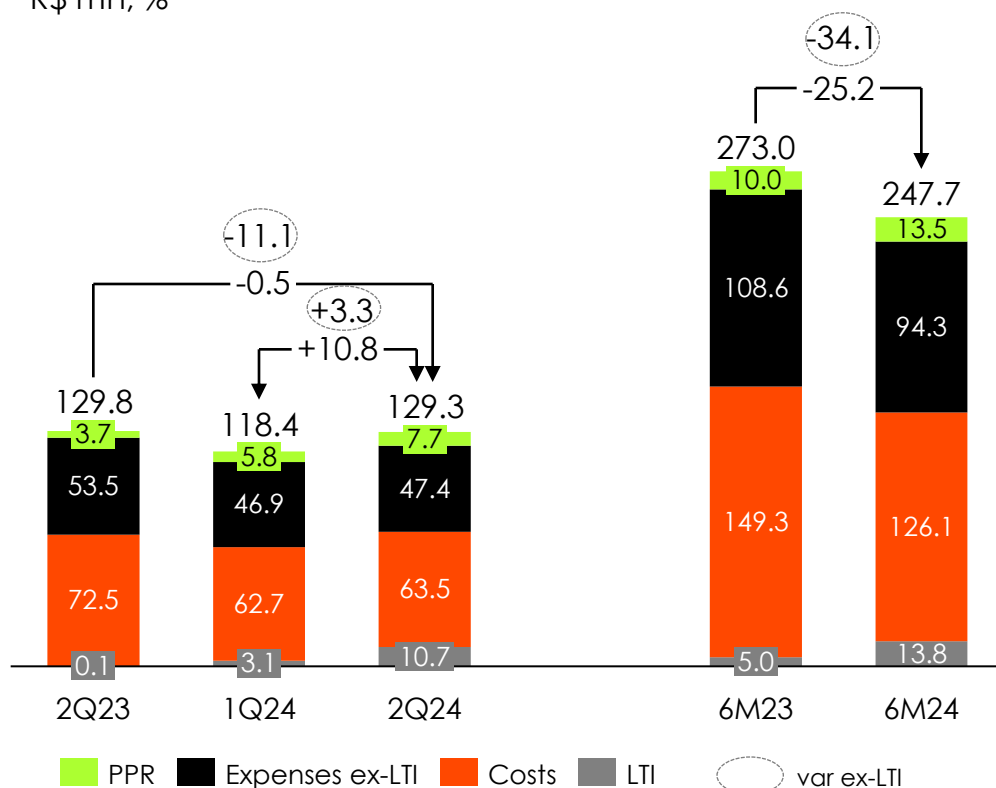
## Volume



Yearly reduction in costs and expenses of R\$25.2 mn in 6M24 or R\$34.1 mn excluding LTI<sup>3</sup>

## Costs and Expenses<sup>1</sup>

R\$ mn; %



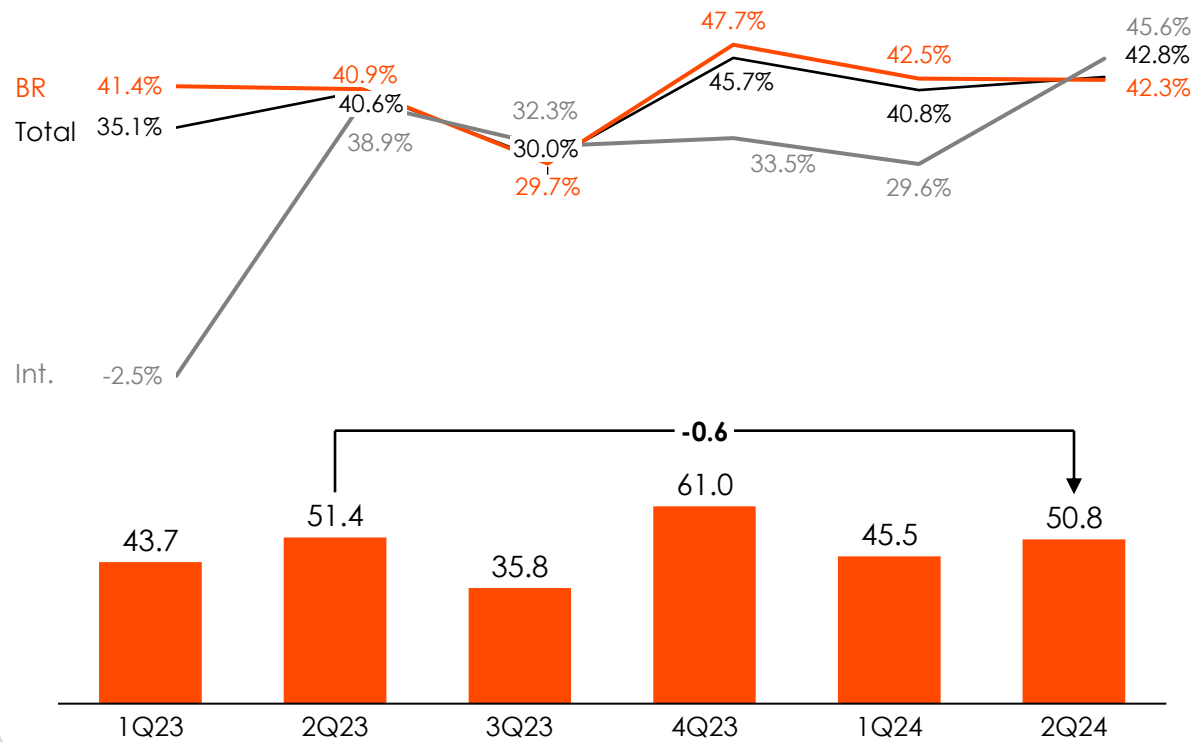
R\$ mn; %	2Q24	1Q24	2Q23	QoQ	YoY	6M24	6M23	YoY
Costs	63.5	62.7	72.5	+1.3%	-12.5%	126.1	149.3	-15.5%
Expenses	47.4	46.9	53.5	+1.2%	-11.4%	94.3	108.6	-13.2%
<b>Subtotal<sup>1</sup></b>	<b>110.9</b>	<b>109.5</b>	<b>126.0</b>	<b>+1.2%</b>	<b>-12.0%</b>	<b>220.4</b>	<b>258.0</b>	<b>-14.6%</b>
PPR <sup>2</sup>	7.7	5.8	3.7	+33.0%	+110.0%	13.5	10.0	+34.7%
<b>Subtotal<sup>1,2</sup></b>	<b>118.6</b>	<b>115.3</b>	<b>129.7</b>	<b>+2.8%</b>	<b>-8.6%</b>	<b>233.9</b>	<b>268.0</b>	<b>-12.7%</b>
LTI <sup>(3)</sup>	10.7	3.1	0.1	n.a.	n.a.	13.8	5.0	+178.1%
<b>Total</b>	<b>129.3</b>	<b>118.4</b>	<b>129.8</b>	<b>+9.2%</b>	<b>-0.4%</b>	<b>247.7</b>	<b>273.0</b>	<b>-9.2%</b>

(1) Excluding depreciation. (2) PPR – Participation in profits and results; (3) LTI – Long Term Incentives - Expenses with LTI do not represent cash impact.

## Annual improvement of R\$ 3.5 million in EBITDA excluding LTI<sup>2</sup>

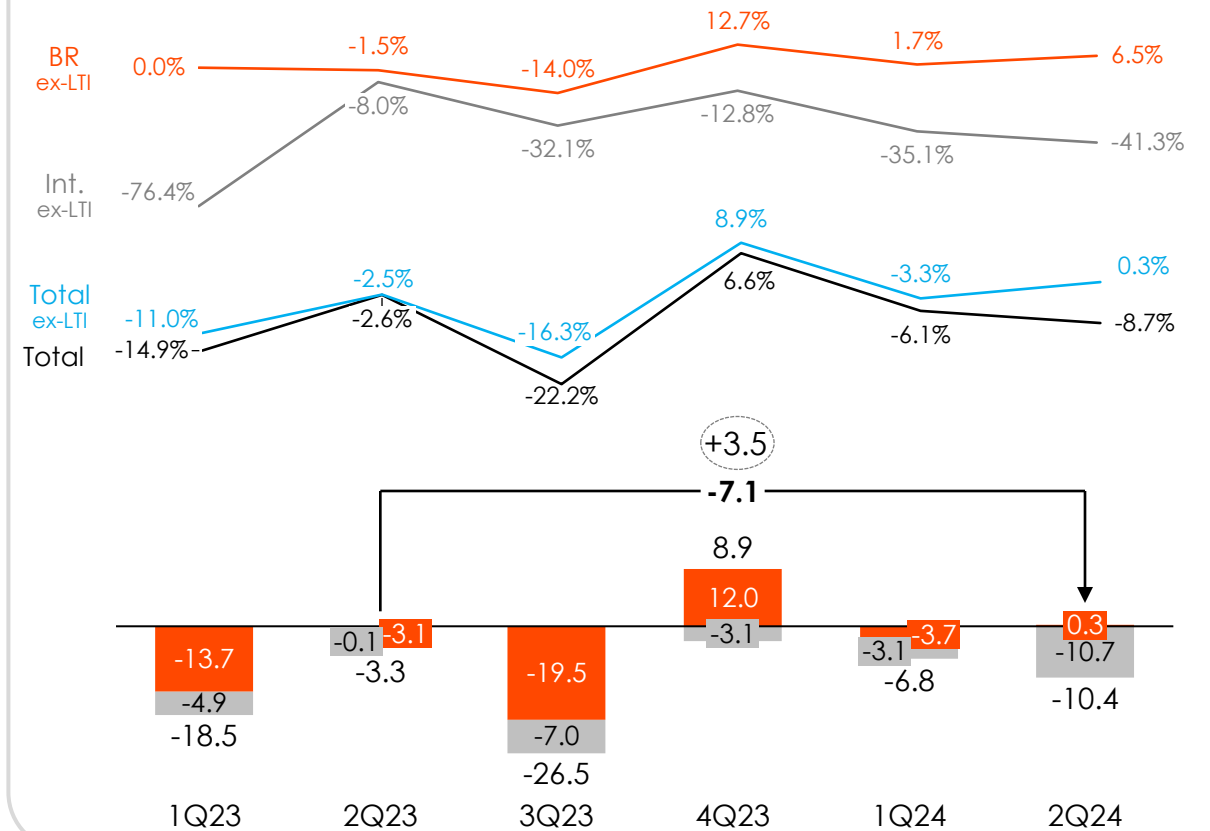
### Gross Profit and Gross Margin<sup>1</sup>

R\$ mn; %



### EBITDA and EBITDA Margin

R\$ mn; %



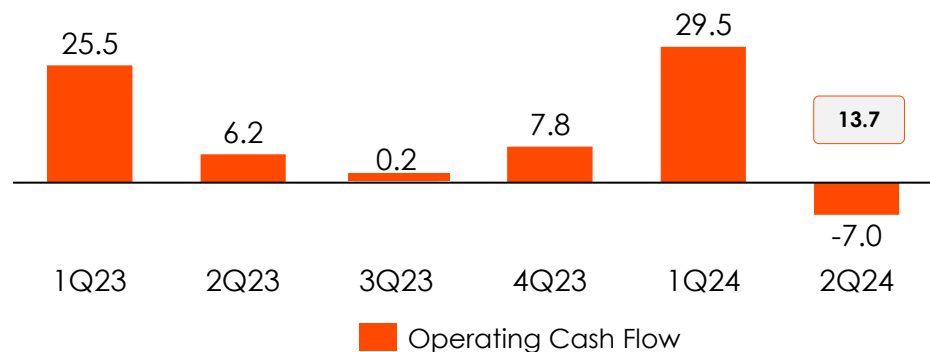
(1) Ex-Depreciation (2023 e 2024); (2) LTI – Long Term Incentives - Expenses with LTI do not represent cash impact.

## Operating Cash Generation of R\$ 22.5 million in the year to date

### Operating Cash Flow

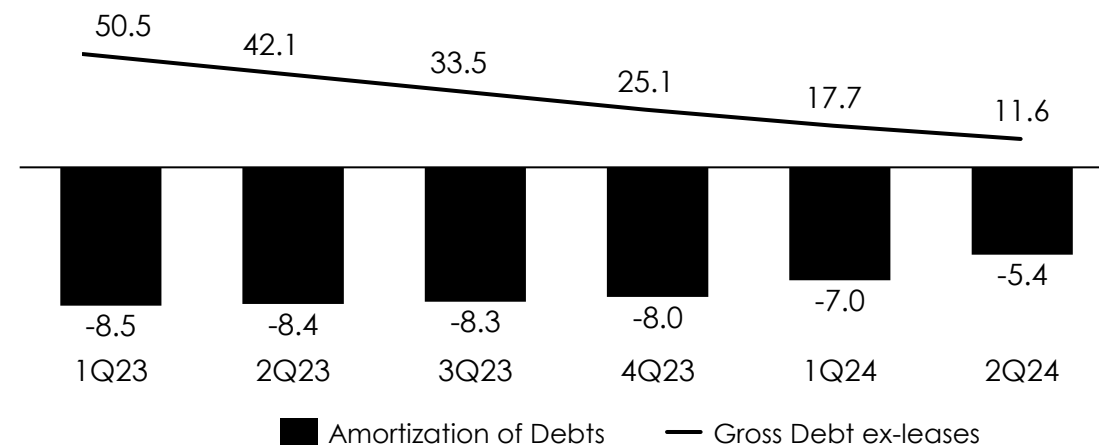
R\$ mn

Disregarding the effects of:  
PPR<sup>1</sup> R\$ 20.6 mn



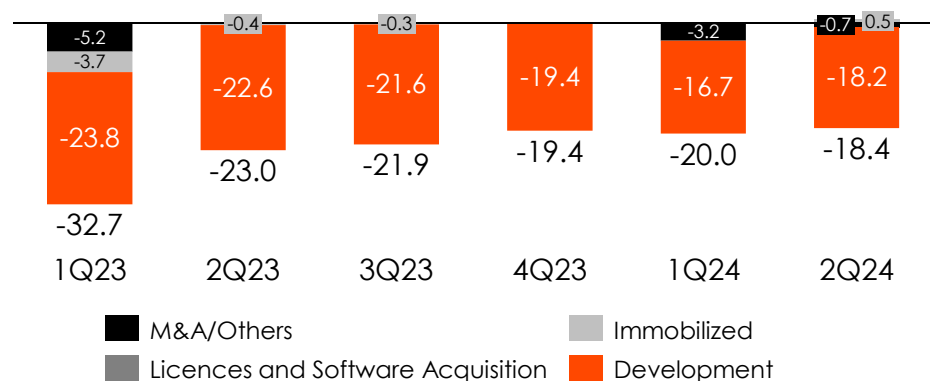
### Financing Cash Flow

R\$ mn



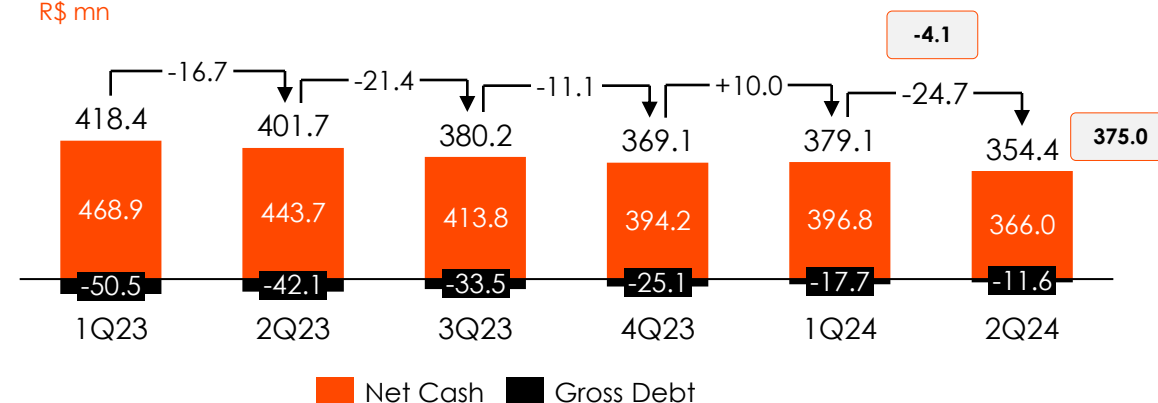
### Cash Flow Investments

R\$ mn



### Net Cash

R\$ mn

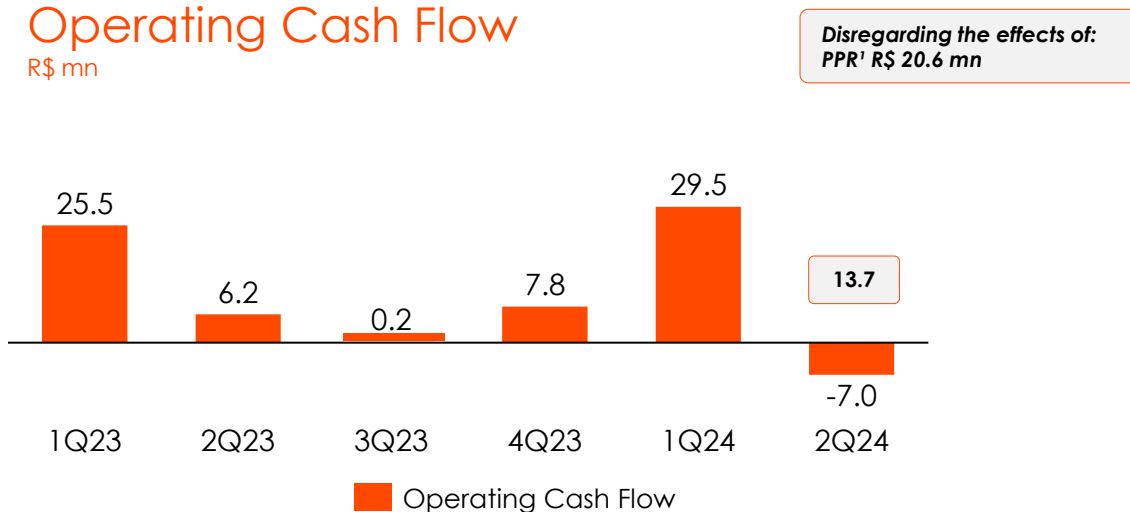


Note: Managerial Cash Flow: Amortization from Leasing to Operating Cash. And it does not consider the variation of financial investments in the Financing Cash Flow;  
(1) Payment of PPR (Participation in profits and results) for the fiscal year 2023

## Operating Cash Generation of R\$ 22.5 million in the year to date

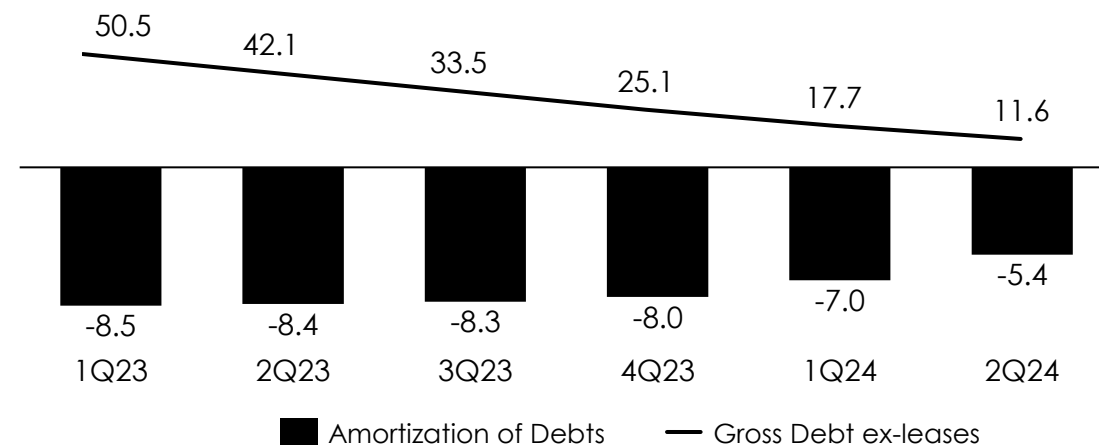
### Operating Cash Flow

R\$ mn



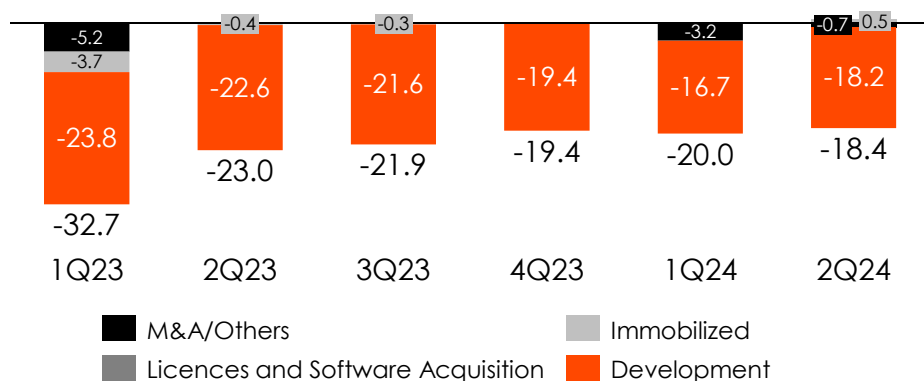
### Financing Cash Flow

R\$ mn



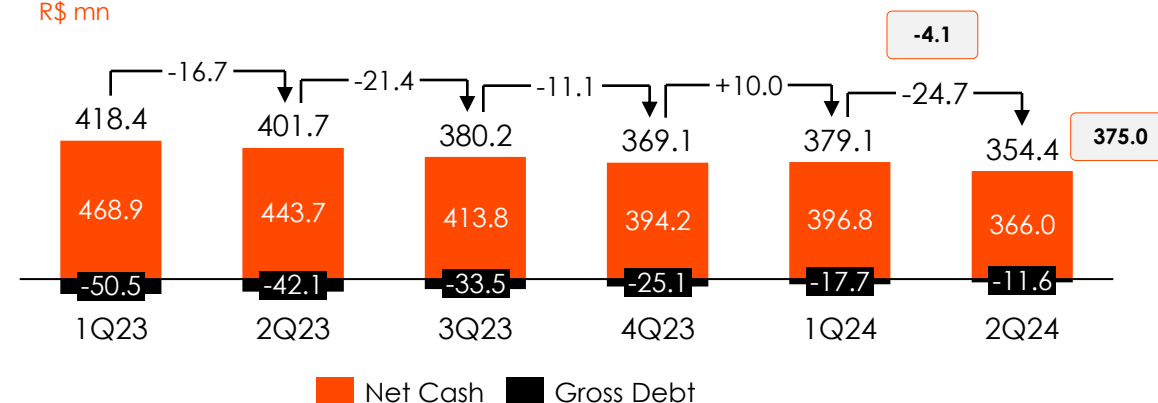
### Cash Flow Investments

R\$ mn



### Net Cash

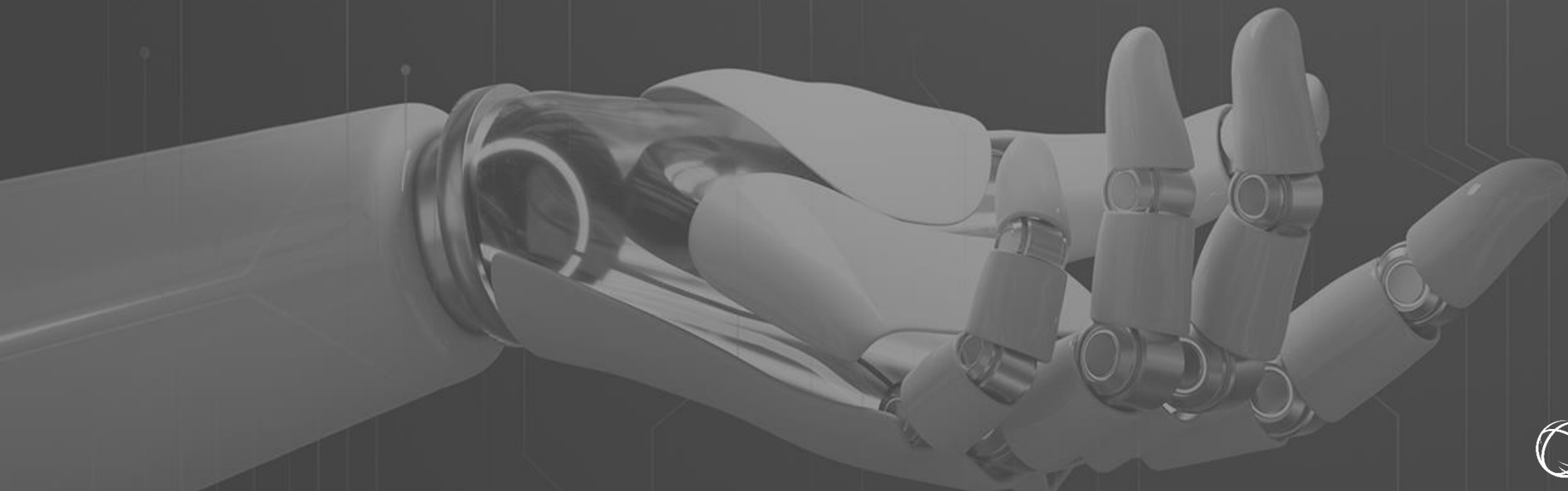
R\$ mn



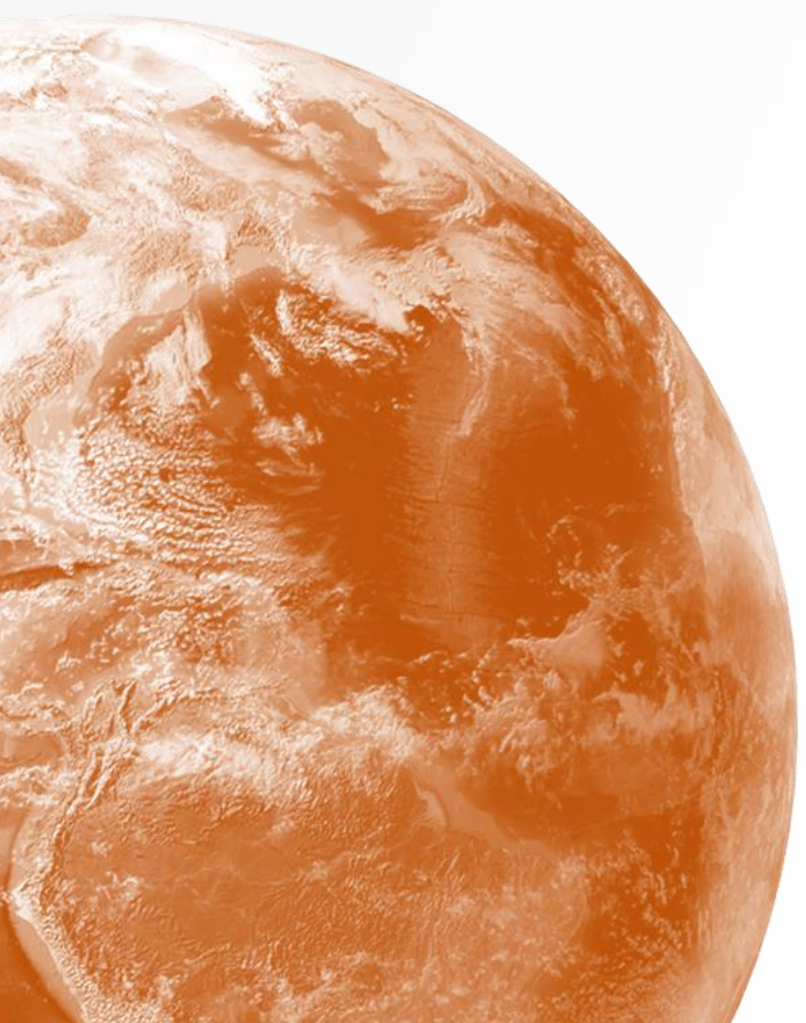
Note: Managerial Cash Flow: Amortization from Leasing to Operating Cash. And it does not consider the variation of financial investments in the Financing Cash Flow;  
(1) Payment of PPR (Participation in profits and results) for the fiscal year 2023

**EDUARDO  
MÔNACO  
(CEO)**

**FINAL CONSIDERATIONS  
2Q24 | 6M24**

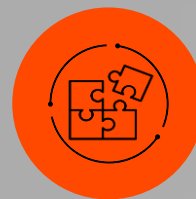




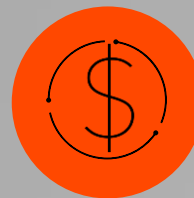


### Our Journey:

- Flow and Componetization
- New Positioning
- Campaigns
- Go to Market



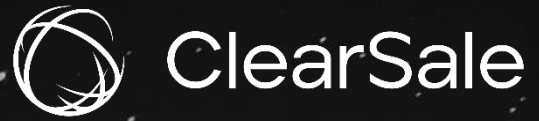
### Diversification, Deleveraging and Scalability & Profitability



**+65% YoY on New Sales**  
**+27.2% YoY in Net Revenue from Application Fraud**



**Reduction of R\$ 25.2 million YoY in costs and expenses in 1H24**  
**+R\$ 3.5 million YoY in EBITDA ex-ILP**  
**+R\$ 22.5 million in Operating Cash YTD**  
**+R\$ 5.9 million of Net Cash YTD**  
(disregarding PPR of R\$20.6 mn)



# Q&A

## Reconciliation adjustment of LTI in results

<b>Long Term Incentive Plan (LTI) - R\$ mn</b>	<b>1Q24</b>	<b>2Q24</b>	<b>6M24</b>
Equity Swap	1.4	0.0	1.4
Payroll and related charges	0.0	2.8	2.8
Stock-Based Payment Expense	1.3	6.3	7.6
Provision for stock-based payment fees	0.4	1.7	2.0
<b>LTI impact</b>	<b>3.1</b>	<b>10.7</b>	<b>13.8</b>