



ClearSale

Divulgação de Resultados 3T21

Visão Geral 3T21

Bernardo Lustosa
CEO

Novo posicionamento de marca

Acreditamos que o mercado deve estar **em movimento**. A fraude é uma das barreiras que impedem com que pessoas e empresas prosperem.

A ClearSale não nasceu apenas para combater a fraude, mas também para **impulsionar negócios** no mundo todo, através da **inteligência em dados e humana**.

Intelligence to Move_

Conquistas Recentes



Evolução no e-commerce

- ✓ Migração **100% para Cloud** em Outubro
- ✓ **2FA WhatsApp** em implementação por cliente
- ✓ Continuidade na evolução do produto **SLA expresso**
- ✓ Testes de **biometria para retirada em loja** com bons resultados
- ✓ Implementação do **sistema preditivo Avaya**
- ✓ Integração com Thales concluída para evitar fraude de **SIM swap**



Internacional

- ✓ Considerado como **Líder em prevenção de fraude** pela **G2 Grid** (edição outono 2021)



Crédito

- ✓ **3 novos clientes** e 22 novos prospects
- ✓ Primeiro caso como **score principal**



Open innovation

- ✓ **Business Trust**: 10 novas vendas e 9 clientes novos em produção
- ✓ **ThreatX**: 15 vendas novas e 9 clientes em produção
- ✓ **ClearAd**: primeiro cliente pagante
- ✓ **2 novas** iniciativas em estudo: **seguro saúde e market place**
- ✓ **Time comercial** dedicado em **growth**



Evolução no Onboarding

- ✓ Lançamento da nova plataforma **Data Trust**: biometria e modularização dos componentes
- ✓ Incremento de leads (14 após o lançamento)



Time de TI & Analytics

- ✓ Aumento de 65% no 3T21 contra o ano anterior (+152 profissionais)



Estrutura comercial

- ✓ Aumento de 36% no 3T21 contra o ano anterior (+53 profissionais)



Pessoas, Diversidade e Cultura

- ✓ Revisão completa do **programa de onboarding e aculturação** de talentos
- ✓ **Programa de estágio** (principalmente em tecnologia): **+7mil inscritos**
- ✓ Programa de **aceleração de jovens** em parceria com **Instituto Bold**
- ✓ **Premiação de GPTW** (outubro): **26ª posição**, avanço de 15 posições
- ✓ Lançamento do **canal de denúncias independente** (novembro)

Destaques – 9M21

R\$
326 MM

Receita Líquida total
+41,5% YoY

ARR¹ Venda Nova Total
+165% YoY
3T21/FY20

R\$
123 MM
66%

R\$
84 MM

Receita *Onboarding*
+69,0% YoY

ARR¹ Venda Nova Onboarding
Participação sobre total no 9M21
3T21/FY20

61%
95%

R\$
206 MM

Receita *E-commerce* Brasil
+33,0% YoY

Vendedores Field Sales²
LTV/CAC³ Field Sales²
-5% YTD

De 11
para 46
13,0x

R\$
37 MM

Receita *E-commerce*
Internacional
+39,4% YoY

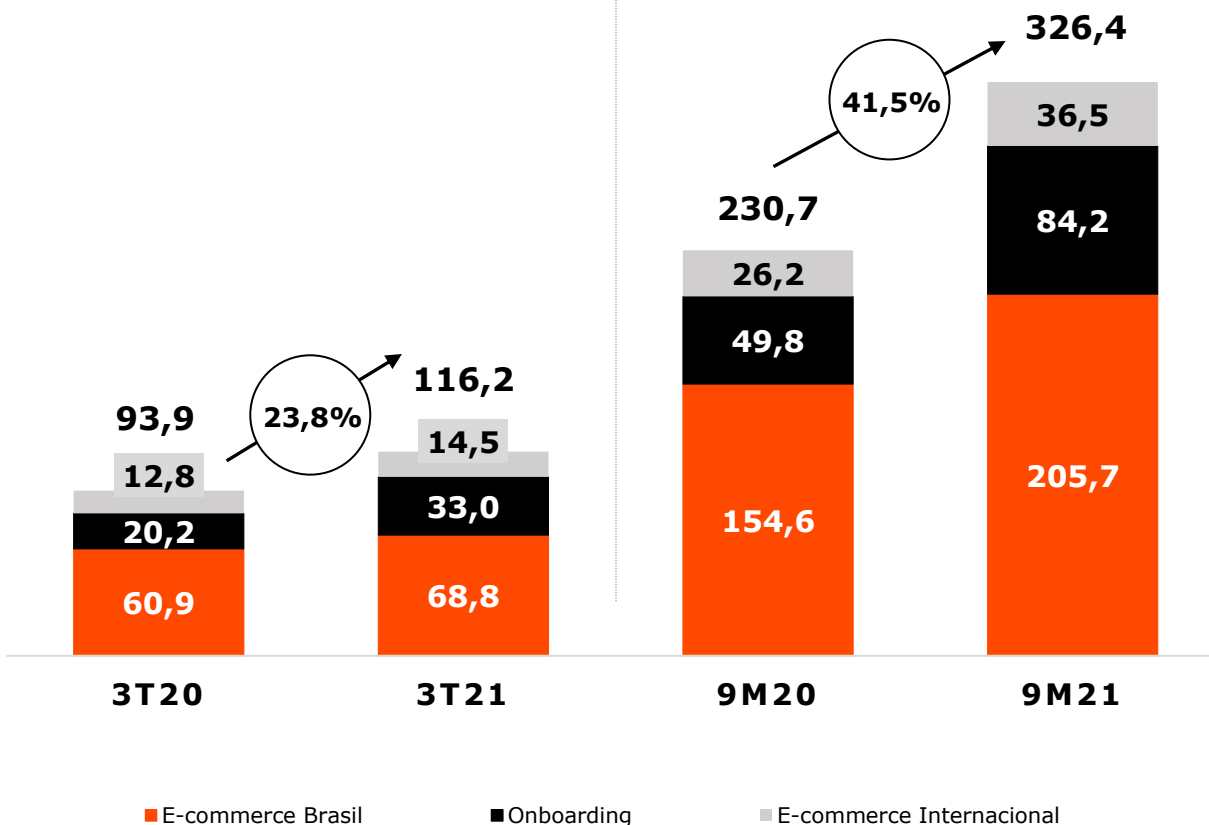
Regra dos 40

55%

Receita Líquida

Receita Líquida com crescimento anual de 24% no 3T21, impulsionado pelo *Onboarding*

Receita Líquida
R\$ MM

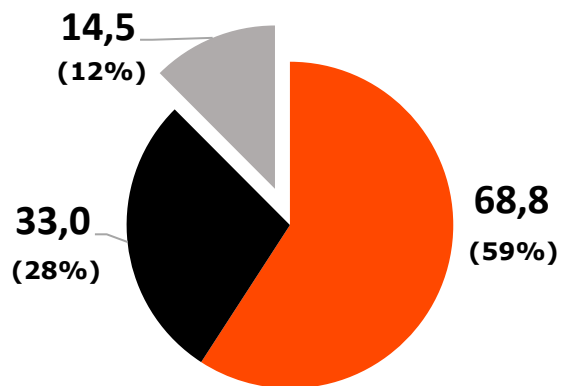


Crescimento Anual	3T21/3T20	9M21/9M20
<i>E-commerce Brasil</i>	13,0%	33,0%
<i>Onboarding</i>	63,1%	69,0%
<i>E-commerce Int. (BRL)</i>	13,0%	39,4%
<i>E-commerce Int. (USD)</i>	16,3%	33,8%
Total	23,8%	41,5%

Onboarding é o principal driver de crescimento

BREAKDOWN DE RECEITAS

(R\$ MM; Repr. %) – 3T21



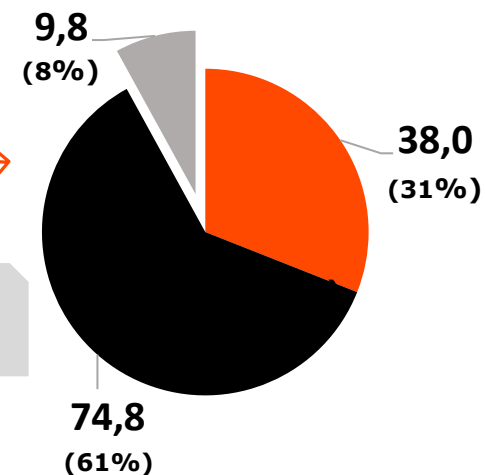
- E-commerce Brasil
- Onboarding
- E-commerce Internacional

BREAKDOWN DE ARR² VENDA NOVA

(R\$ MM; Repr. %) – 9M21



Representa 99,3% da Receita Total de Onboarding de 2020



Drivers importantes de Onboarding¹

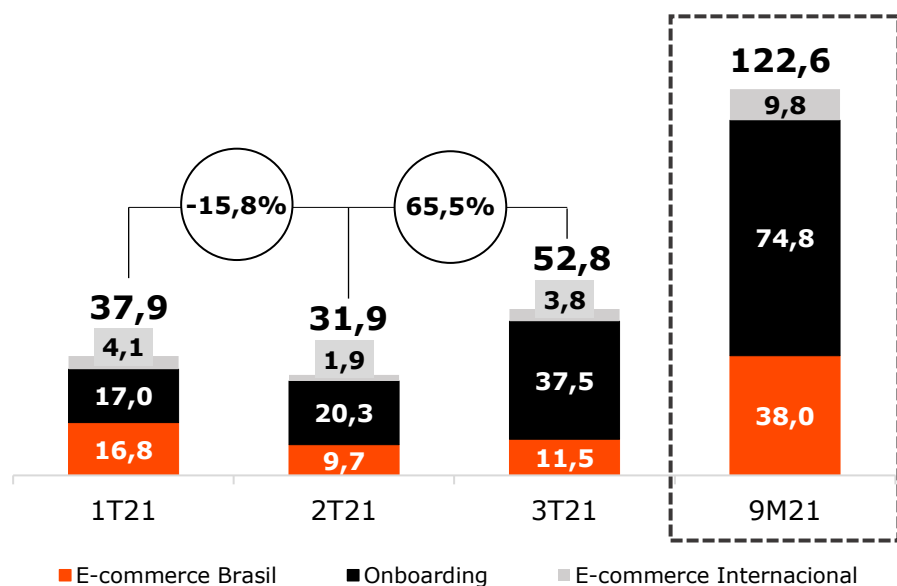
Driver	2019	2020	YoY
Contas abertas nos canais digitais	4,0 mm	7,6 mm	90%
Contas abertas nos canais físicos	5,8 mm	8,8 mm	52%
Contratação de crédito no Mobile Banking	528,3 mm	761,7 mm	44%
Contratação de crédito nos canais físicos	102,9 mm	78,8 mm	-23%

Indicadores Operacionais de Receita

**ARR Venda Nova cresce 165% YoY no 9M21, com nível recorde no 3T21
Incremento de 1.229 clientes e Churn sob controle**

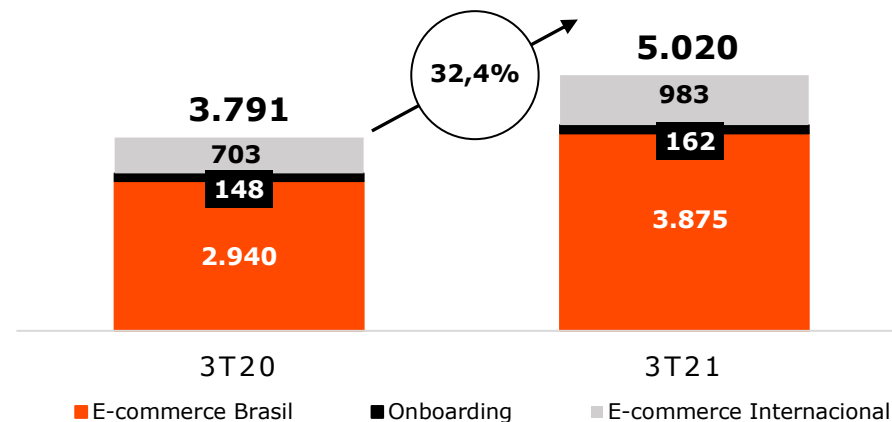
ARR¹ Venda Nova

R\$ MM



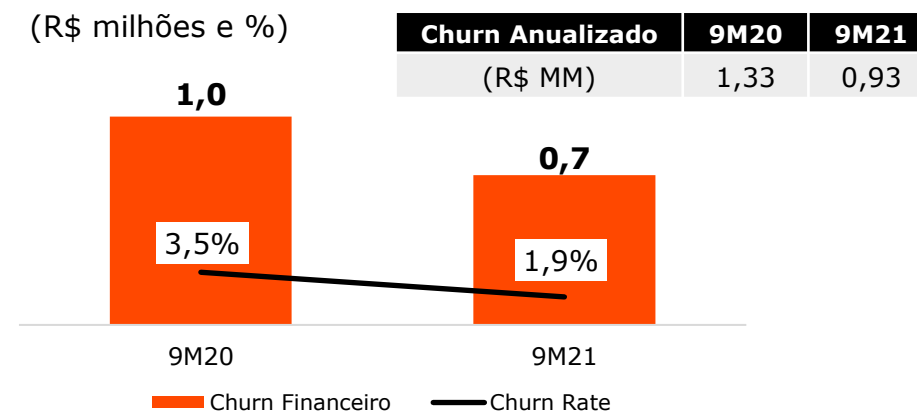
Crescimento	1T21/1T20	2T21/2T20	3T21/3T20	9M21/9M20
E-commerce Brasil	557,8%	111,5%	102,2%	196,0%
Onboarding	438,3%	18,6%	422,6%	172,6%
E-commerce Int.	330,1%	-42,4%	129,3%	66,1%
Total	468,4%	27,7%	263,7%	165,5%

Quantidade de Clientes



Churn e Churn-rate

(R\$ milhões e %)

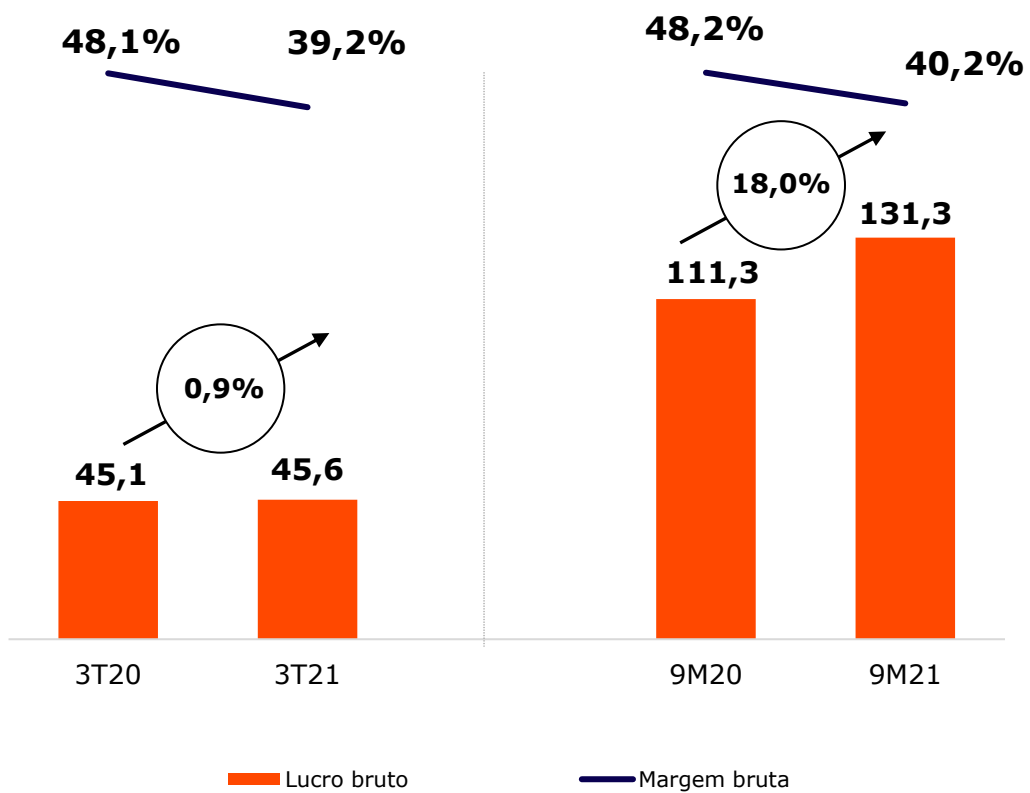


(1) Annually Recurring Revenue ou Receita Recorrente Anual.

Lucro Bruto e Margem Bruta

Lucro Bruto e Margem Bruta

R\$ milhões e %



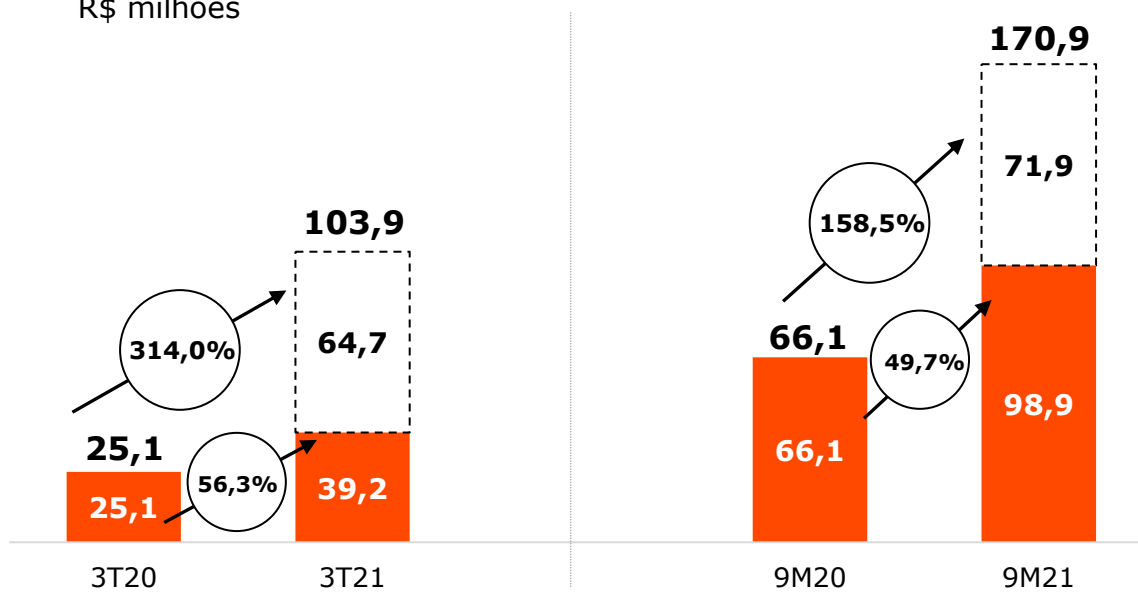
Lucro Bruto de R\$ 46 milhões no 3T21, alta de 1% no YoY, com compressão de 8,9 p.p. em margem bruta explicada por:

- Reforço do time de TI & *Analytics* em 65% YoY (R\$ 4,0 milhões no 3T21)
- Readequação da quantidade de especialistas de análise humana que estava sub-ótima (R\$ 5,4 milhões no 3T21)
- Processo de migração para *cloud* (R\$ 1,9 milhões no 3T21)

Despesas, EBITDA Ajustado e Margem EBITDA Ajustado

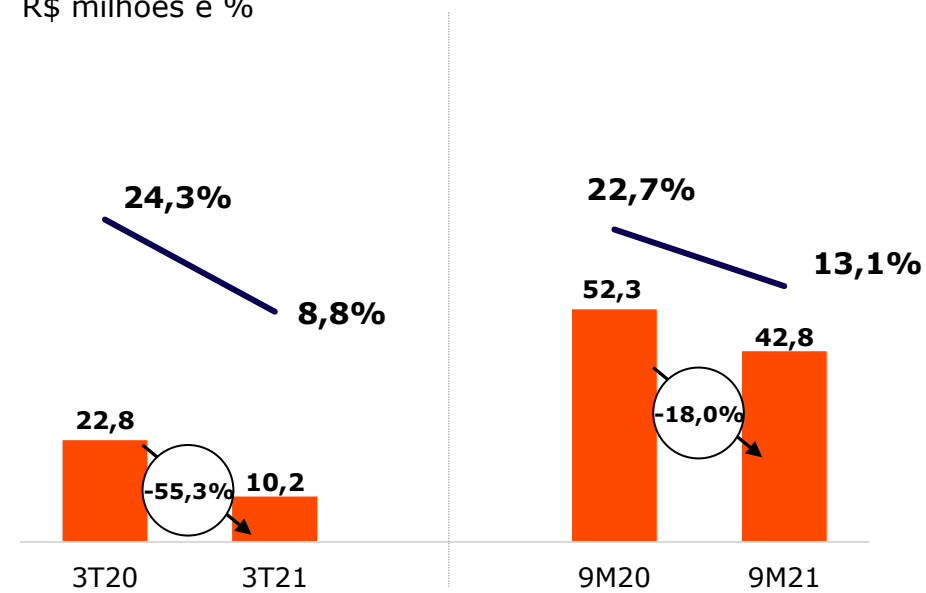
Despesas

R\$ milhões



EBITDA Ajustado e Margem EBITDA Ajustado

R\$ milhões e %

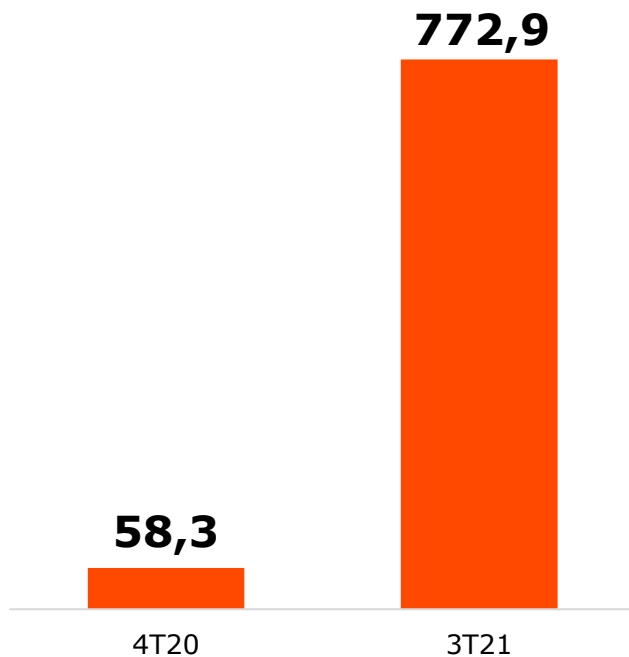


EBITDA Ajustado de R\$10,2 mm, refletindo os investimentos nos times operacional e administrativo

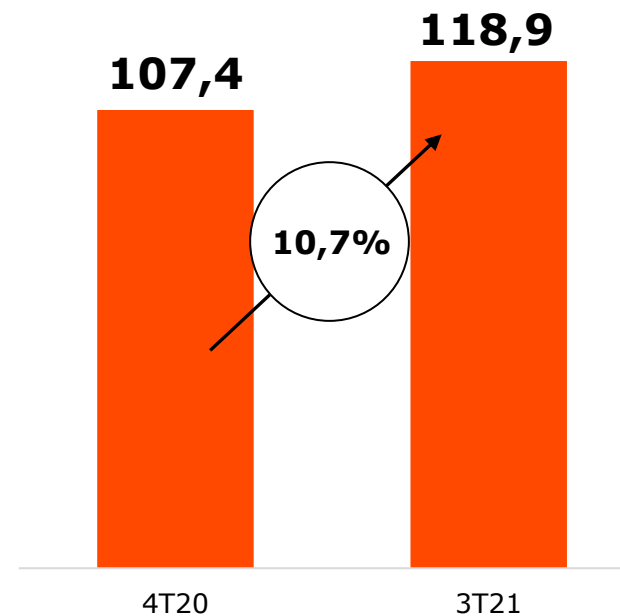
- ✓ Gasto não recorrente com a preparação do IPO (R\$ 32,3 milhões)
- ✓ Plano de incentivo de longo prazo (R\$ 32,4 milhões)
- ✓ Reforço da estrutura comercial em 53 pessoas ou 36% em 12 meses (R\$ 4,5 milhões)
- ✓ Readequação administrativa - RH, financeiro, RI, etc. para suportar IPO e crescimento do negócios (R\$ 3,2 milhões)

Posição de Liquidez Financeira

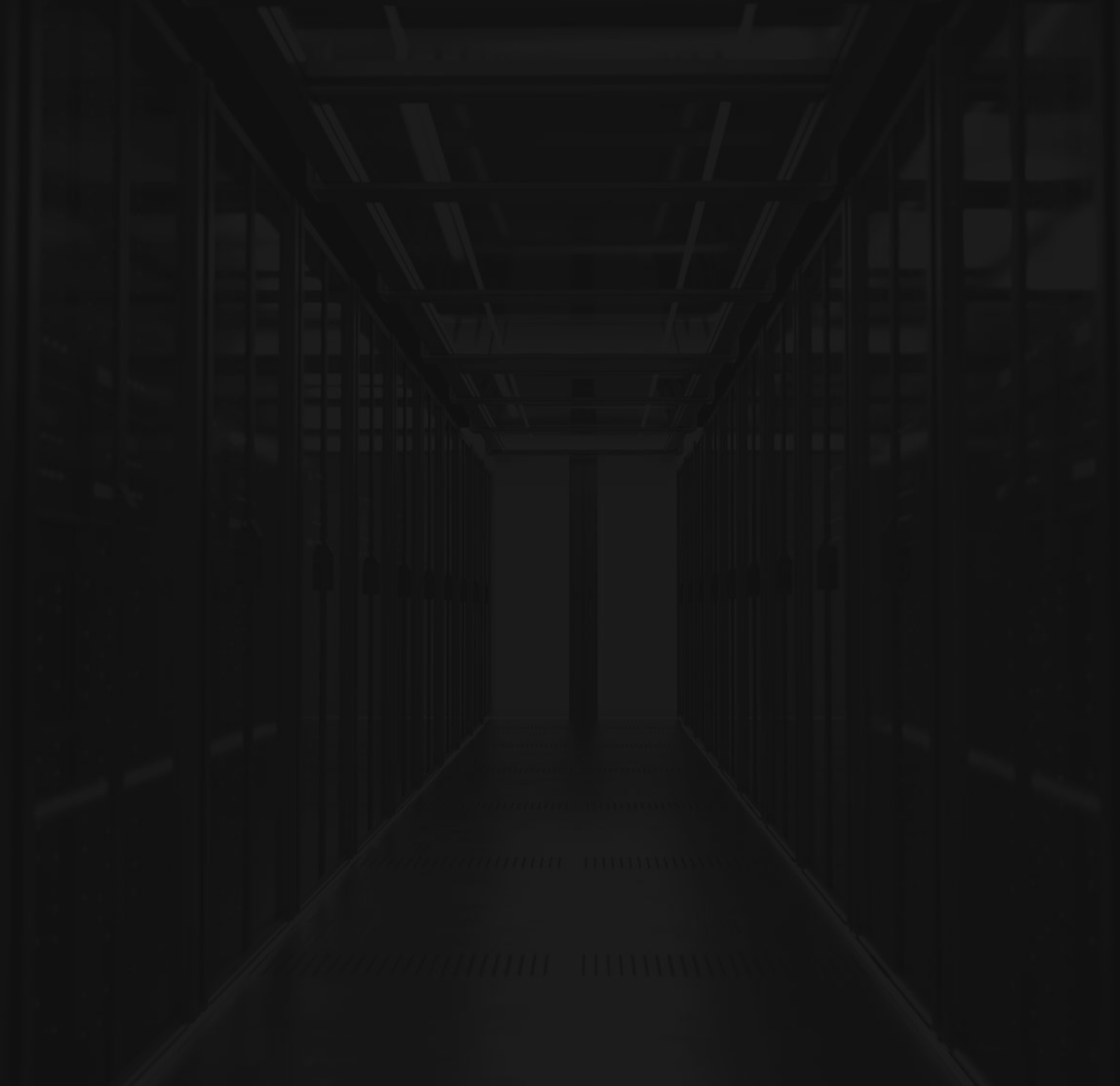
Caixa e Equivalentes de Caixa
R\$ milhões



Dívida Bruta
R\$ milhões



Mensagem Final



Q&A



PLATAFORMA Data Trust





Muito obrigado!

Relações com Investidores

Site: ri.clear.sale

E-mail: ri@clear.sale



ClearSale



Results Presentation 3Q21



3Q21 Overview

Bernardo Lustosa
CEO

Branding repositioning

We believe the market is in constant **movement**. Fraud is one of the barriers that constrains people and businesses' prosperity.

ClearSale was born not only to fight fraud, but also to **drive business** around the world through **data and human intelligence**.

Intelligence to Move_

Recent Achievements



E-commerce Evolution

- ✓ **100% Cloud** migration in October
- ✓ **2FA WhatsApp** implementation per customer
- ✓ Continuous developments in **SLA express** product
- ✓ **Biometric tests for store** pickup with good results
- ✓ **Avaya Predictive System** implementation
- ✓ Thales integration completed to prevent **SIM swap** fraud



International

- ✓ Awarded as **Leader in Fraud Prevention** by **G2 Grid** (fall 2021 edition)



Credit

- ✓ **3 new clients** and 22 new prospects
- ✓ First case as **main score**



Open innovation

- ✓ **Business Trust**: 10 new sales and 9 clients in production
- ✓ **ThreatX**: 15 new sales and 9 clients in production
- ✓ **ClearAd**: first paying customer
- ✓ **2 new** initiatives under study: **health insurance in and market place**
- ✓ Dedicated **commercial team** focused in **growth**



Onboarding Evolution

- ✓ New **Data Trust** platform launch: biometric and modular components
- ✓ Increase in leads (14 after launch)



IT & Analytics Teams

- ✓ 65% increase YoY (+152 employees)



Commercial Team

- ✓ 36% increase YoY (+53 employees)



People, Diversity e Culture

- ✓ Complete revision of employees' **onboarding** and **acculturation** programs
- ✓ **Internship program** (mainly in technology): **+7 thousand enrolled**
- ✓ **AccelARATION program** for **young talents** in partnership with **bold institute**
- ✓ **GPTW award** (October): **26th position**, 15 positions increase
- ✓ Launch of **independent whistleblower channel** (November)

9M21 Highlights

**R\$
326 MM**

**Total Net Revenues
+41.5% YoY**

**ARR¹ New Sales Total
+165% YoY
3Q21/FY20**

**R\$
123 MM
66%**

**R\$
84 MM**

**Revenues Onboarding
+69.0% YoY**

**ARR¹ New Sales Onboarding
Share over total 9M21 ARR
3Q21/FY20**

**61%
95%**

**R\$
206 MM**

**Revenues E-commerce Brazil
+33.0% YoY**

**Field Sales Team²
LTV/CAC³ Field Sales²
-5% YTD**

**From 11
to 46
13.0x**

**R\$
37 MM**

**Revenues E-commerce
International
39.4% YoY**

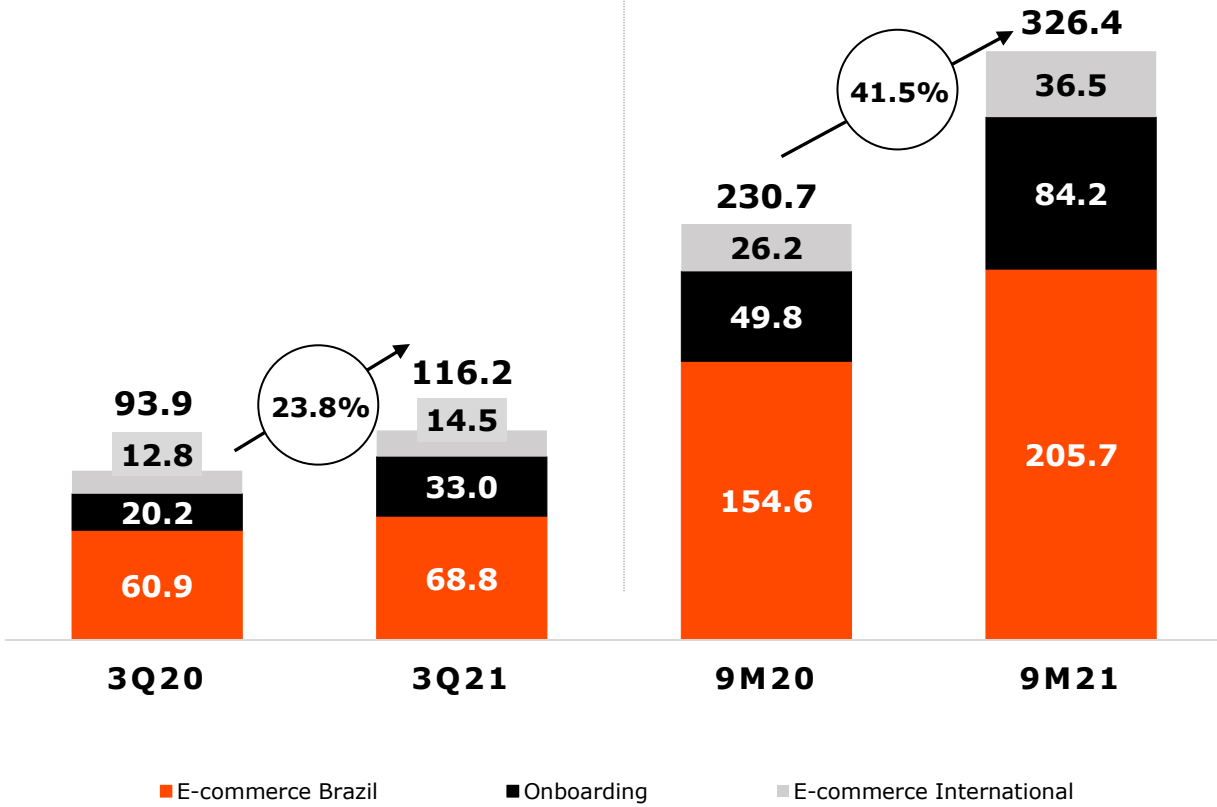
Rule of 40

55%

Net Revenues

Net Revenue with 24% annual growth in 3Q21, driven by Onboarding

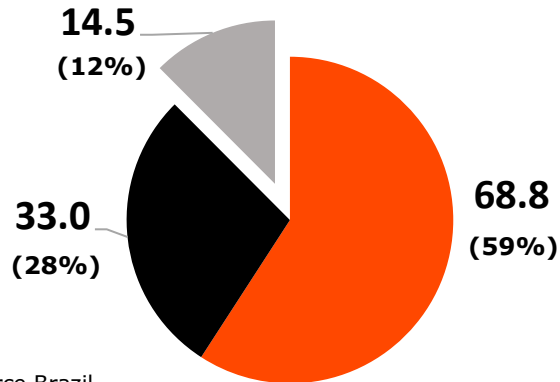
Net Revenues
R\$MM



Annual Growth	3Q21/3Q20	9M21/9M20
E-commerce Brazil	13.0%	33.0%
Onboarding	63.1%	69.0%
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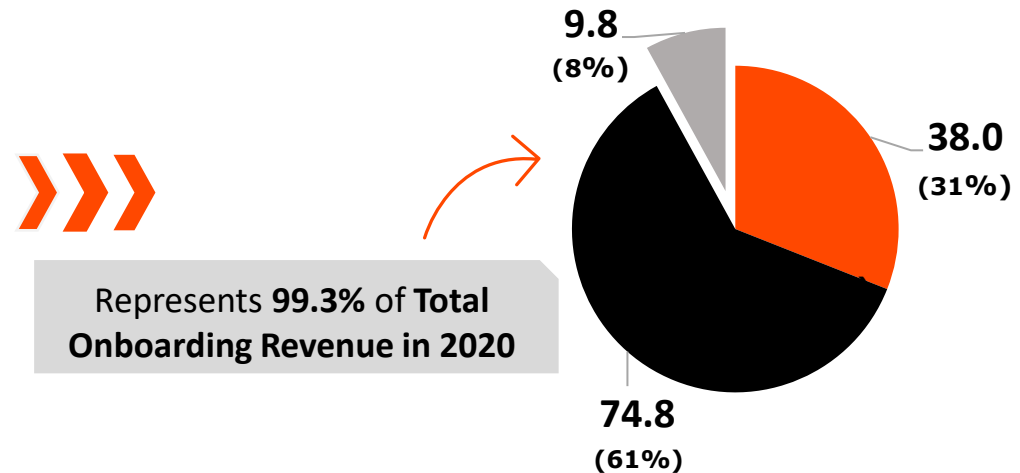
Onboarding is a key growth driver

REVENUES BREAKDOWN
(R\$MM; Share %) – 3Q21



- E-commerce Brazil
- Onboarding
- E-commerce International

ARR² NEW SALES BREAKDOWN
(R\$MM; Share %) – 9M21



Main drivers of Onboarding¹

Driver	2019	2020	YoY
Bank accounts opened through digital channels	4.0 mm	7.6 mm	90%
Bank accounts opened through physical channels	5.8 mm	8.8 mm	52%
Credit origination through Mobile Banking	528.3 mm	761.7 mm	44%
Credit origination through physical channels	102.9 mm	78.8 mm	-23%

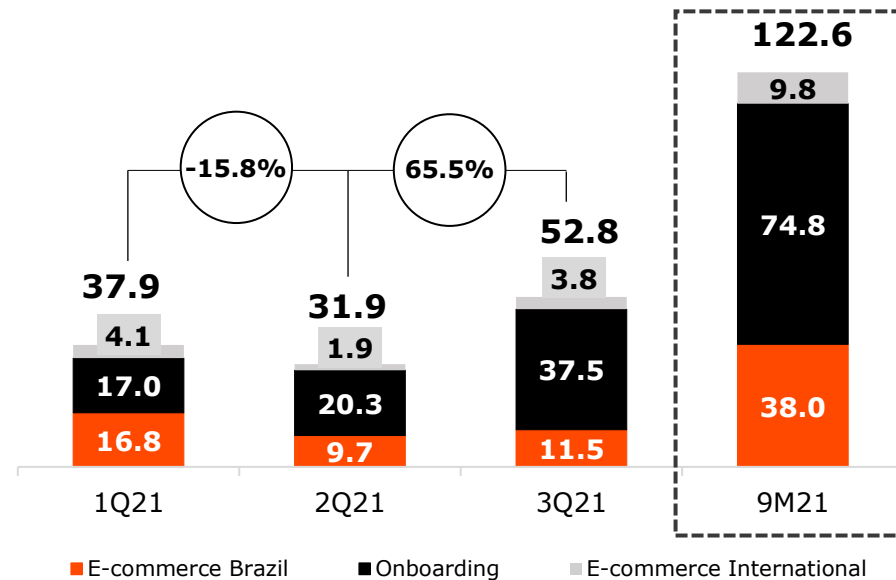
1. FEBRABAN survey of banking technology 2021 2. Annual Recurring Revenue

Operating Revenue Indicators

**9M21 New Sales ARR grows 165% YoY, with record level in 3Q21
Increase of 1,229 customers and Churn under control**

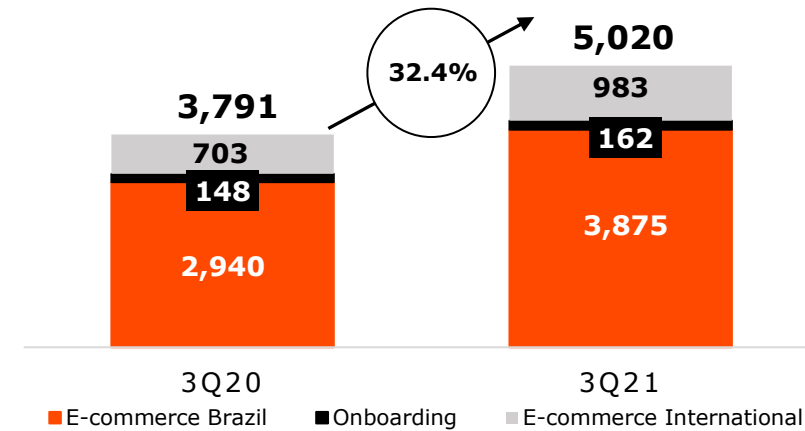
ARR¹ New Sales

R\$MM



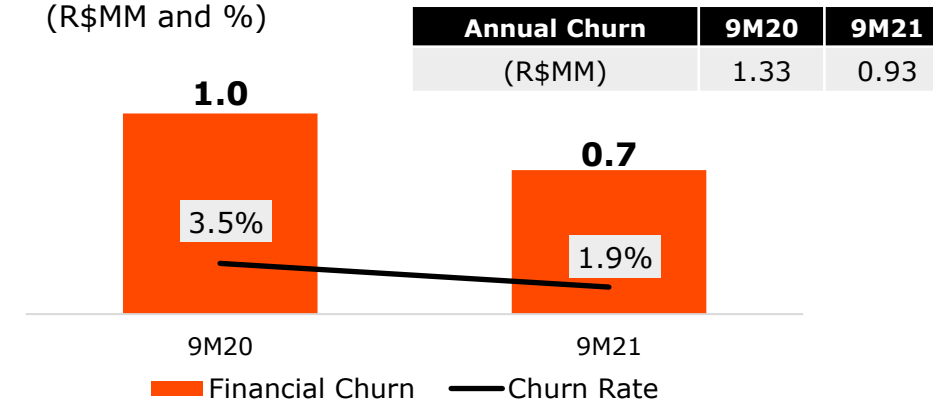
Growth	1Q21/1Q20	2Q21/2Q20	3Q21/3Q20	9M21/9M20
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Total	468.4%	27.7%	263.7%	165.5%

Number of Customers



Churn and Churn-rate

(R\$MM and %)

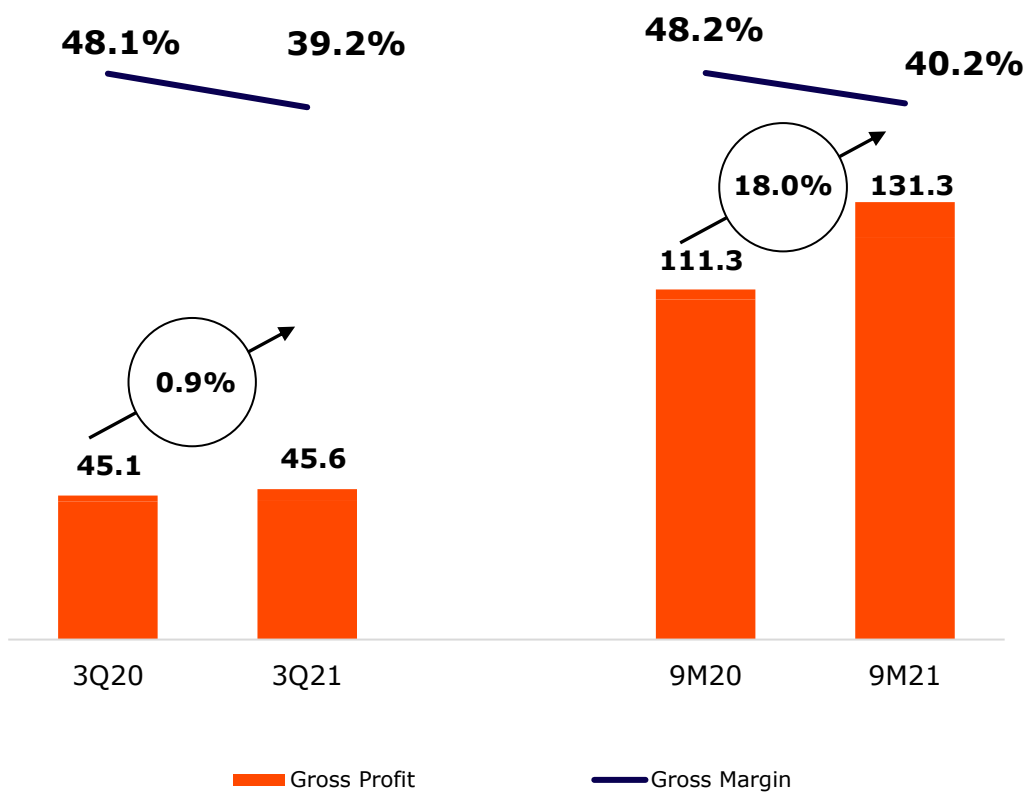


Annual Churn (R\$MM)	9M20	9M21
	1.33	0.93

Gross Profit and Gross Margin

Gross Profit and Gross Margin

R\$MM and %

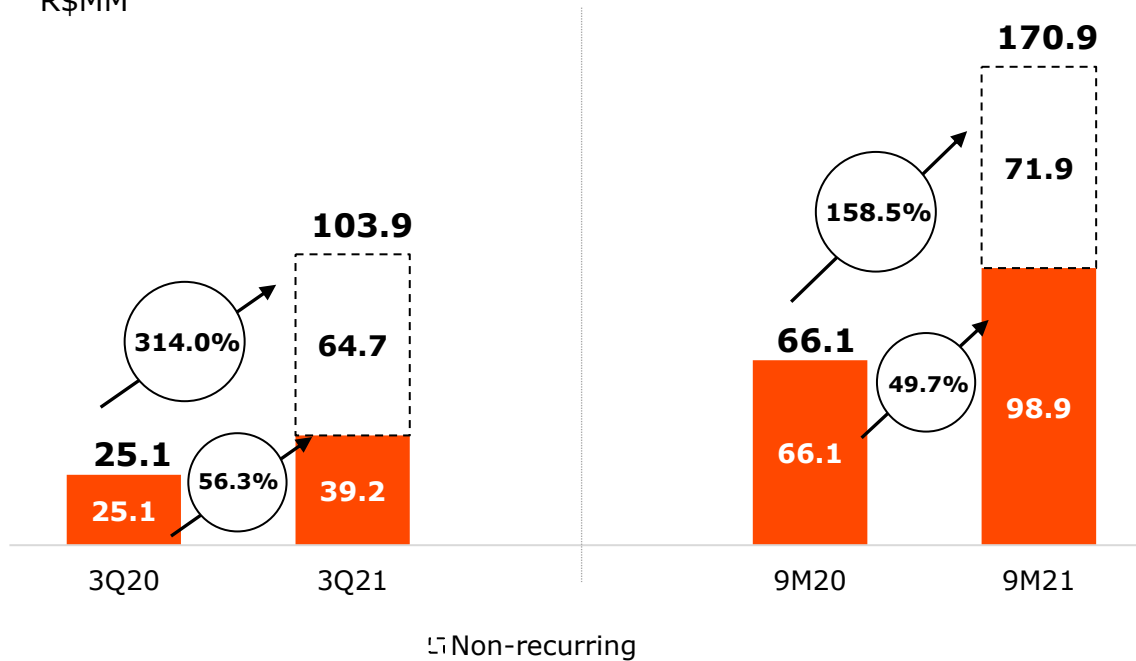


Gross Profit of R\$46 million in 3Q21, up 1% YoY, with an 8.9 p.p. compression in gross margin explained by:

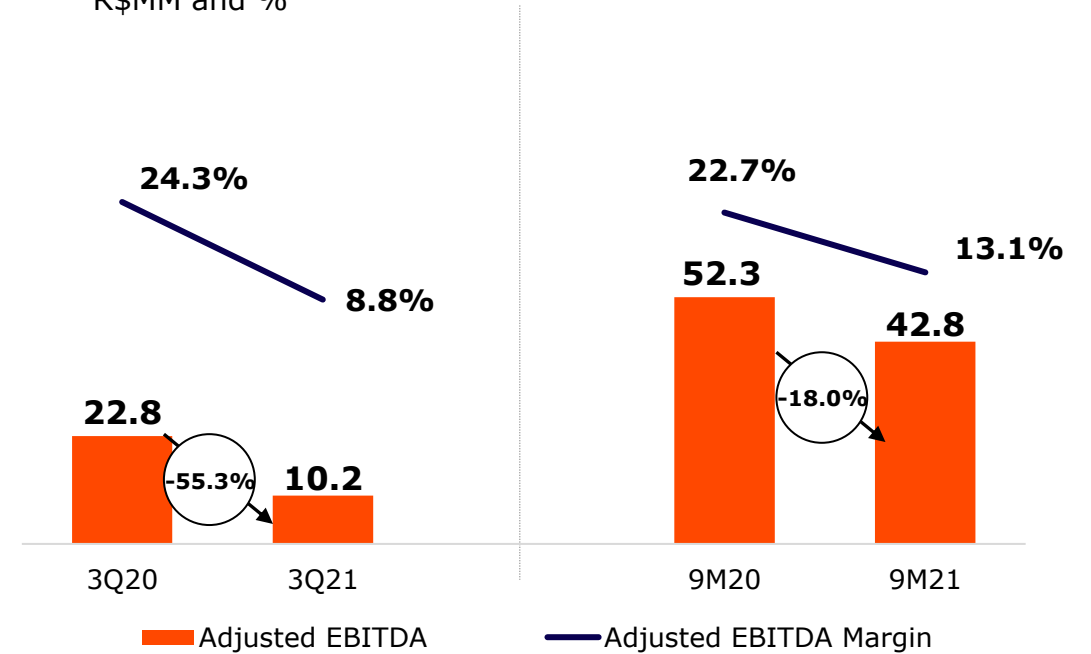
- ✓ Reinforcement of IT & Analytics team by 65% YoY (R\$4.0 million in 3Q21)
- ✓ Readjustment of human analysis specialists that was suboptimal (R\$5.4 million in 3Q21)
- ✓ Cloud migration process (R\$1.9 million in 3Q21)

Expenses, Adjusted EBITDA and Adjusted EBITDA Margin

Expenses R\$MM



Adjusted EBITDA and Adjusted EBITDA Margin R\$MM and %



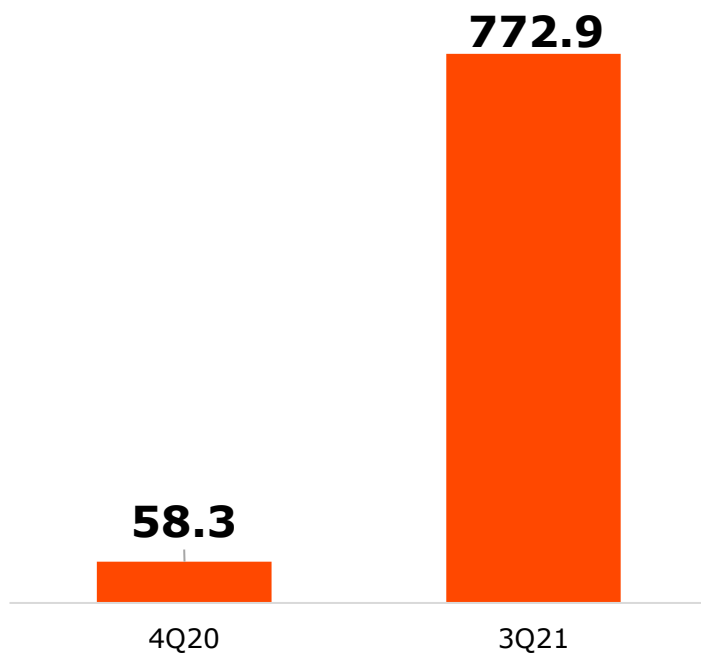
Adjusted EBITDA of R\$10.2 mm, reflecting investments in the operational and administrative teams

- ✓ IPO non-recurring expenses (R\$32.3 million)
- ✓ Long term incentive plan (R\$32.4 million)
- ✓ Reinforcement of commercial structure by 53 people or 36% YoY (R\$4.5 million)
- ✓ Administrative team readjustment - HR, finance, IR and others to support IPO and business growth (R\$3.2 million)

Financial Liquidity Position

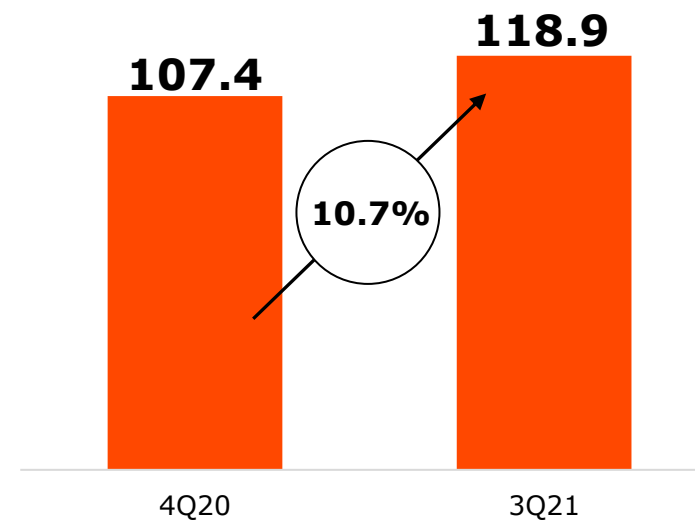
Cash and equivalents

R\$MM

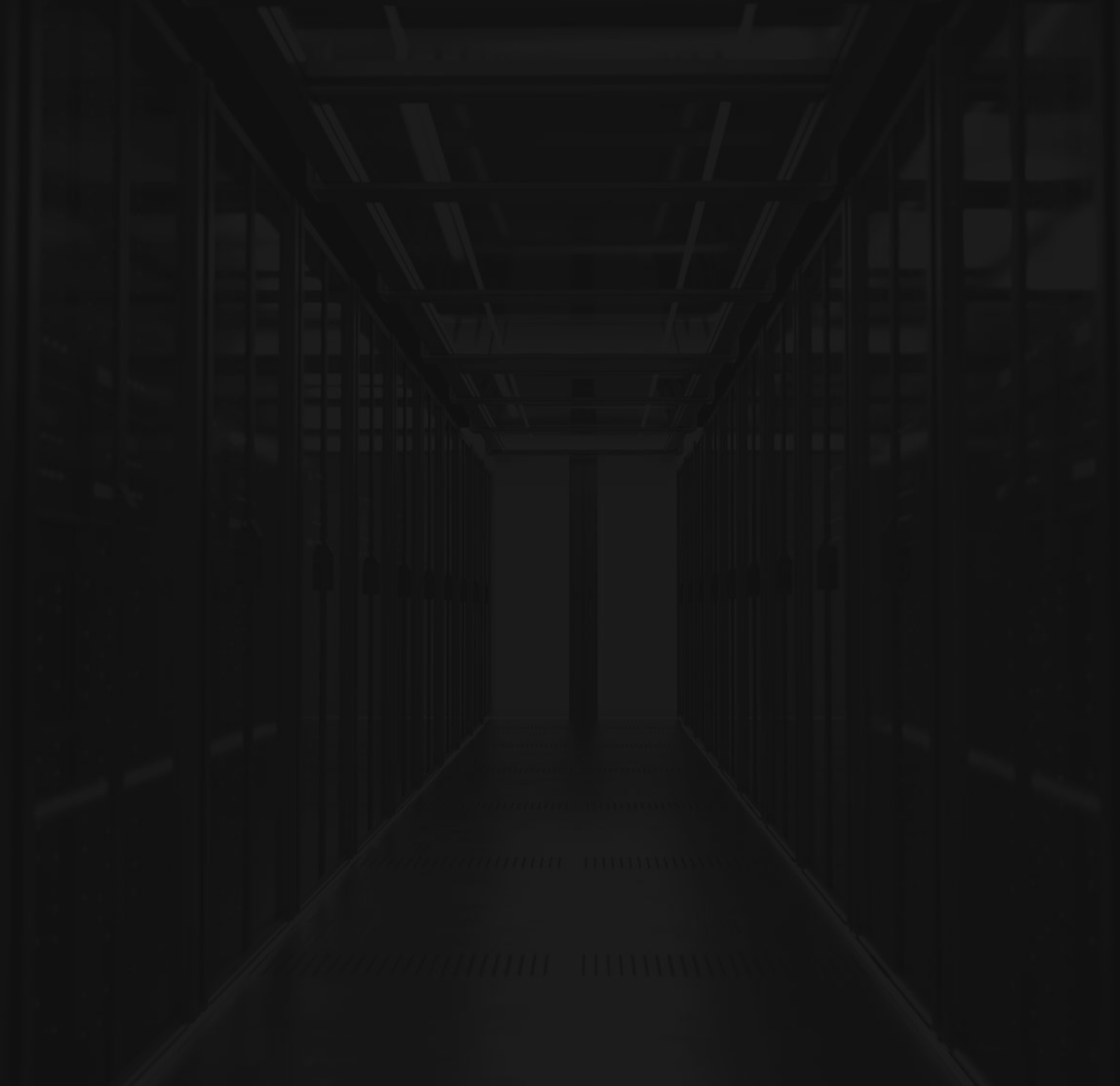


Gross Debt

R\$MM



Final Message



Q&A



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Thank You!

Investor Relations

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