

EARNINGS PRESENTATION

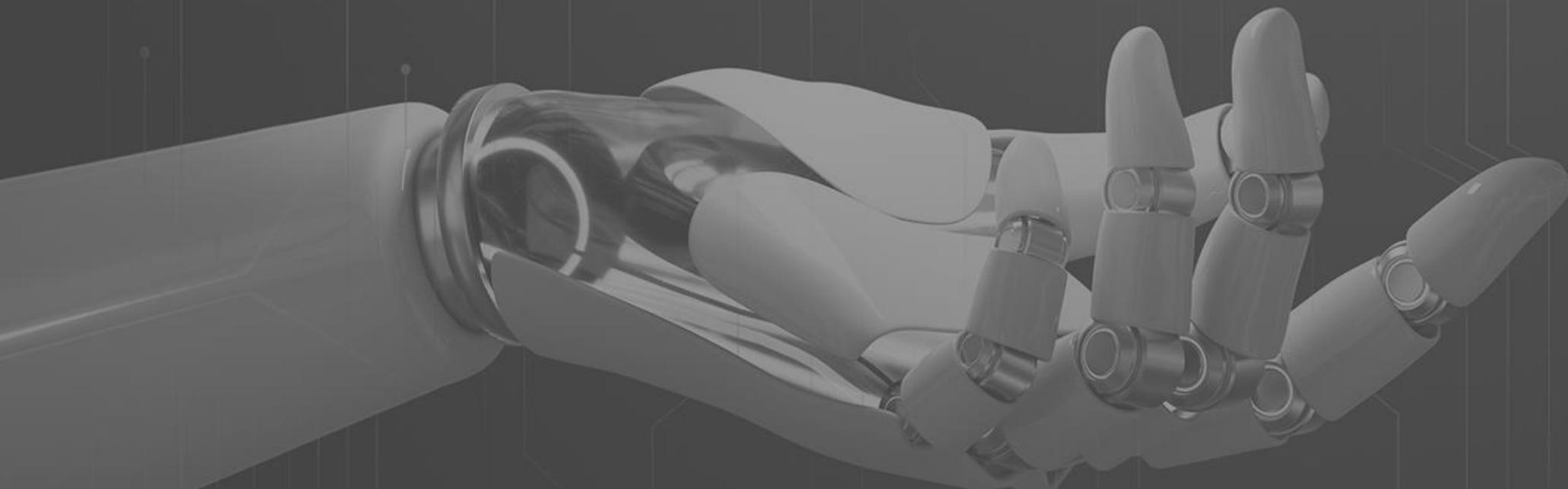
4Q24 | 2024

March 25, 2025

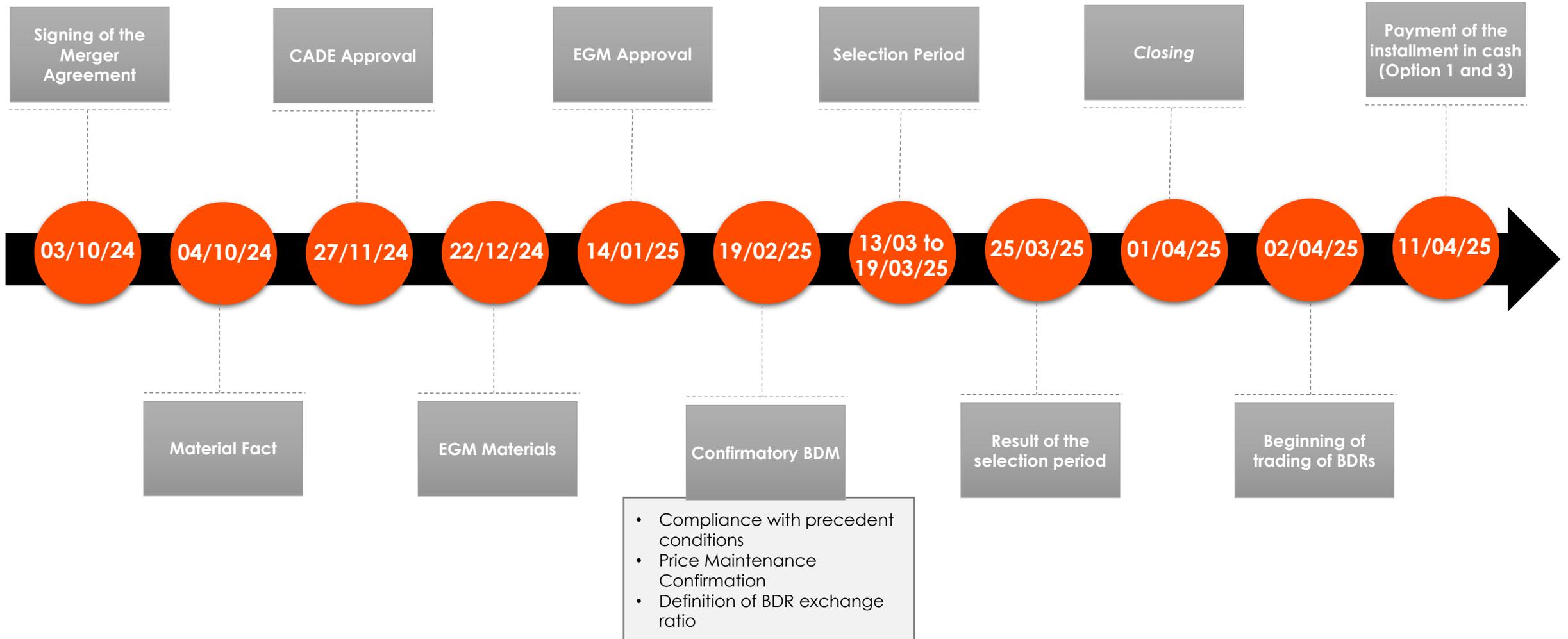


**EDUARDO
MÔNACO
(CEO)**

**STRATEGIC HIGHLIGHTS
4Q24 | 2024**

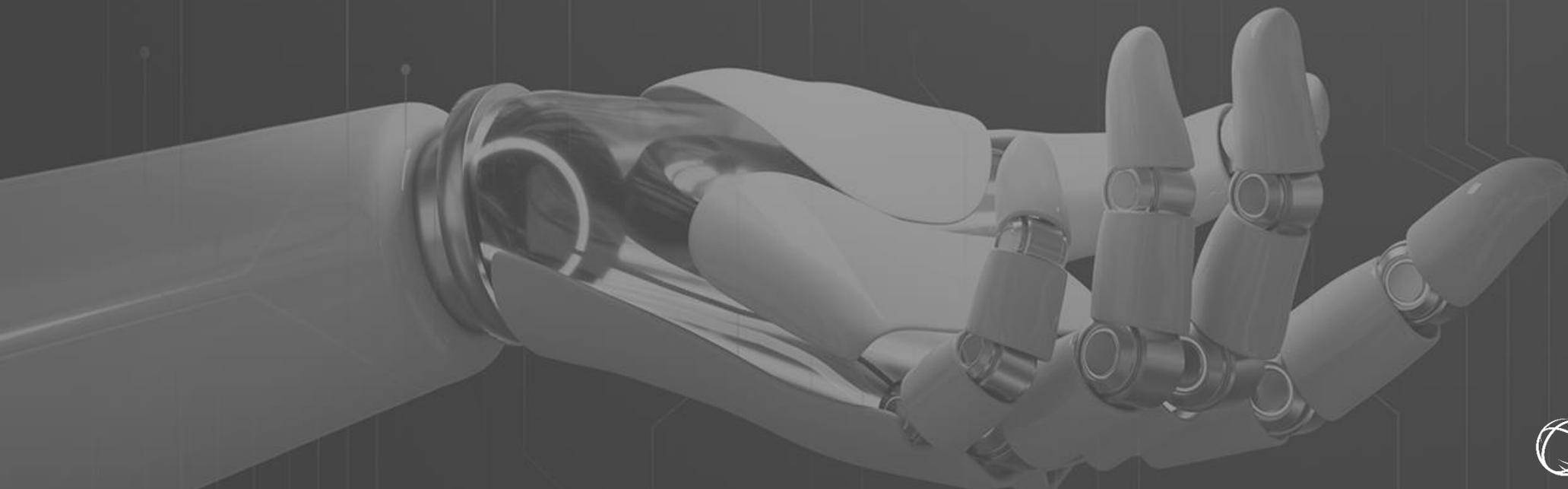


Business combination with Serasa Experian



**ALEXANDRE
MAFRA
(CFO)**

**FINANCIAL RESULTS
4Q24 | 2024**



OPERATIONAL INDICATORS

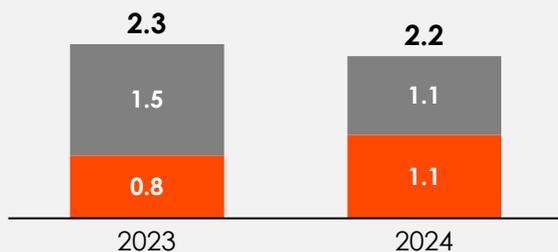
Annualized Churn Rate

R\$ mn, %

Base cleaning at the International

Int,	23.4%	21.5%
Total	4.5%	5.2%
BR	1.9%	3.0%

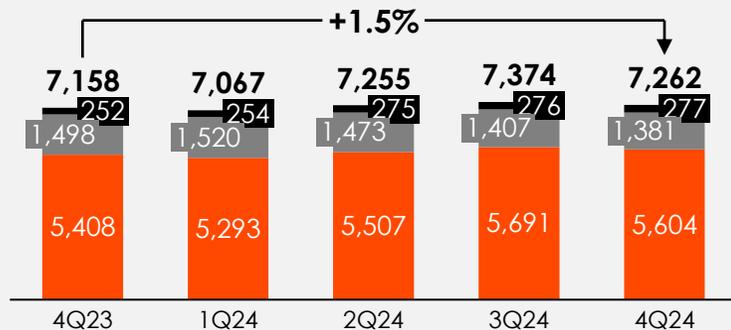
Theoretical Lifetime
19 years



Financial Churn Int Financial Churn BR

Customers ¹

#, %

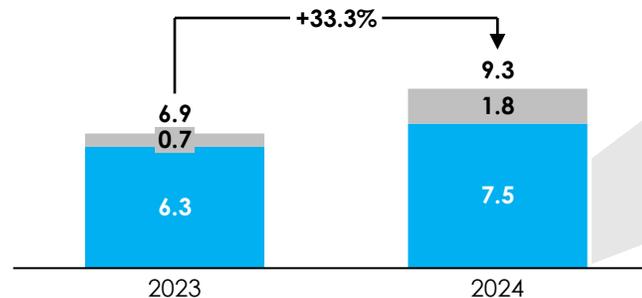


Customers Application Fraud
Customers Transactional International (e-commerce)
Customers Transactional Brazil (e-commerce)

Total

MRR New Sales

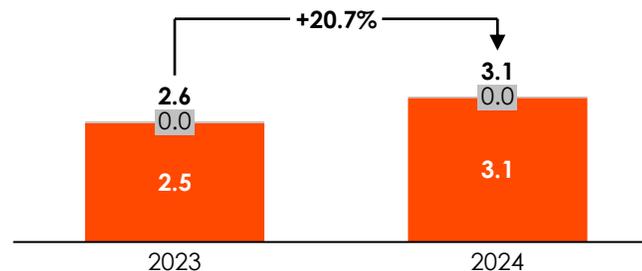
R\$ mn



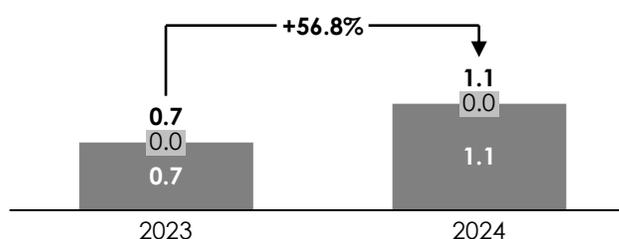
Recurring ARR
R\$89,6 mn

Non-monthly recurring ²
Monthly recurring ²
Transactional BR (e-commerce)
Transactional Int. (e-commerce)
Application Fraud

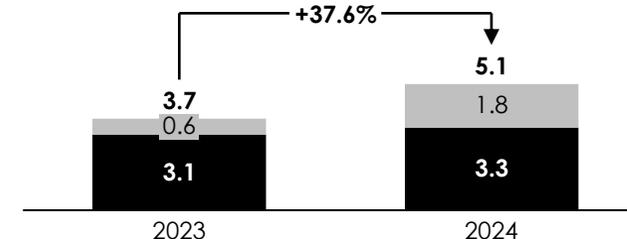
Transactional Brazil (e-commerce)



Transactional International (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

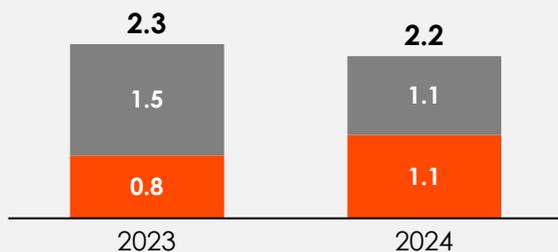
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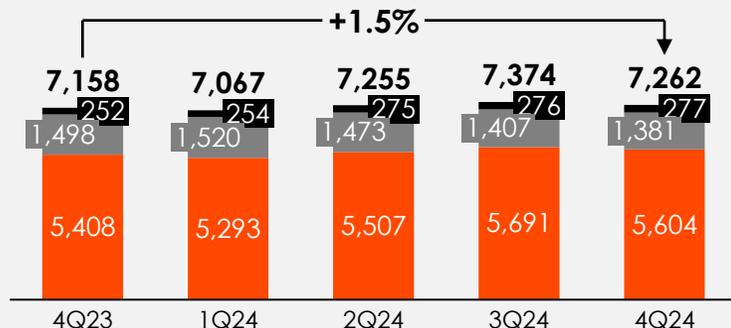
Theoretical Lifetime
19 years



Financial Churn Int (Grey) Financial Churn BR (Orange)

Customers ¹

#, %

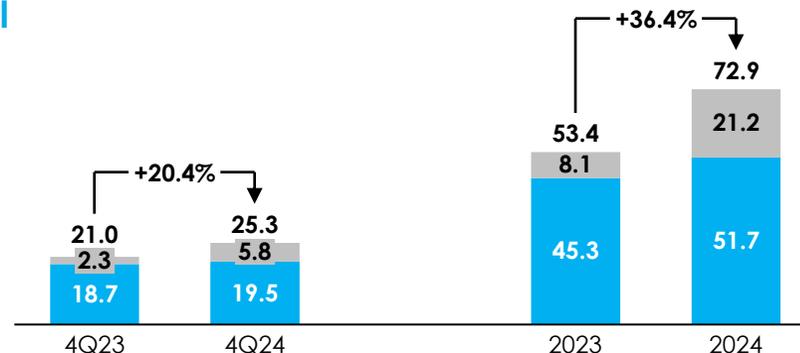


Customers Application Fraud (Black) Customers Transactional International (e-commerce) (Grey) Customers Transactional Brazil (e-commerce) (Orange)

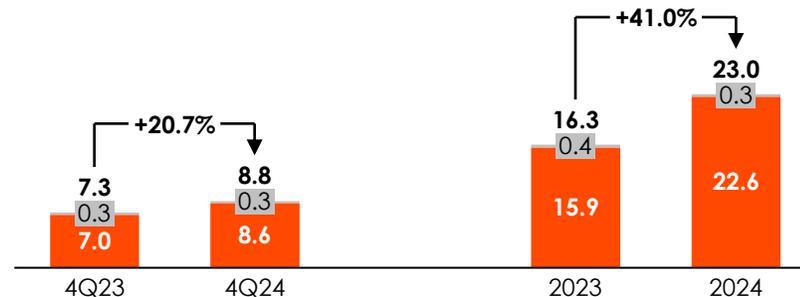
Gross Revenue New Sales

R\$ mn

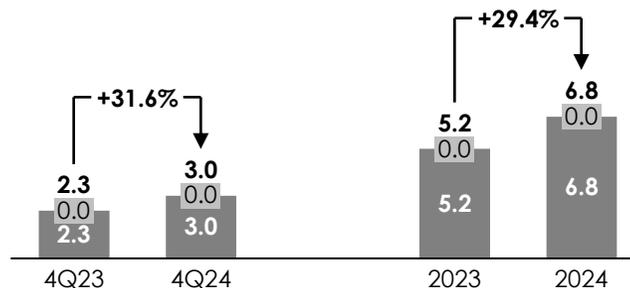
Total



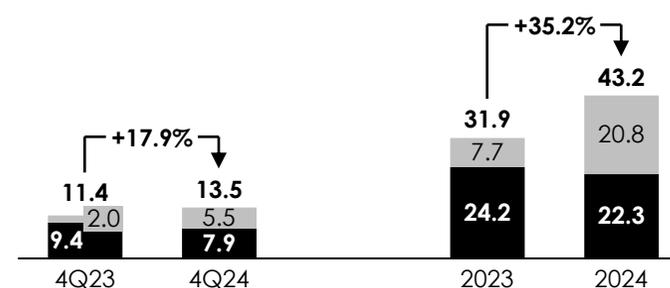
Transactional Brazil (e-commerce)



Transactional International (e-commerce)

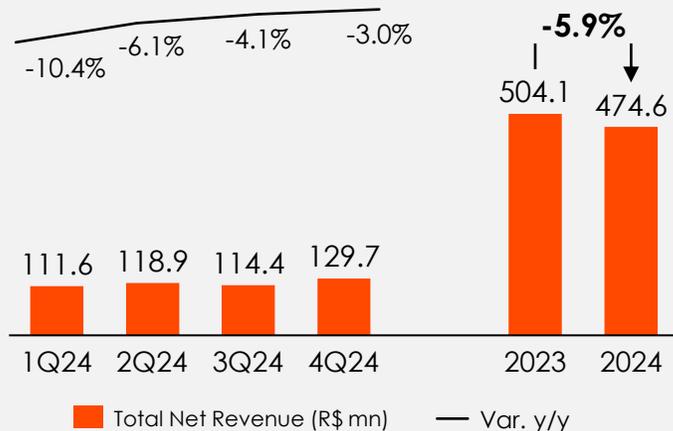


Application Fraud

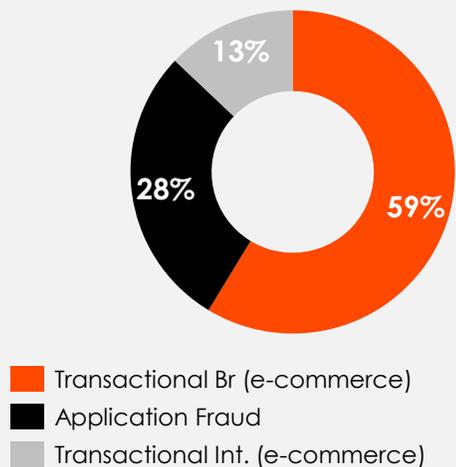


NET REVENUE

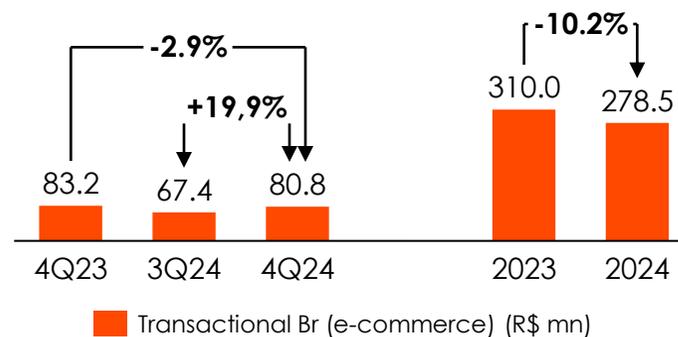
Total Net Revenue (R\$ mn)



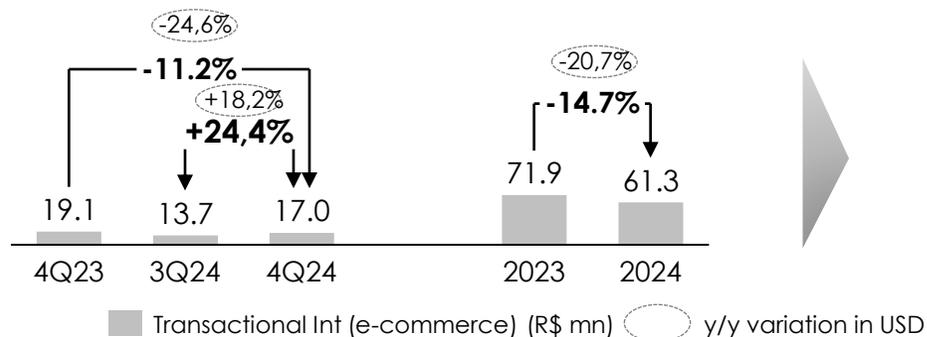
Breakdown - 2024



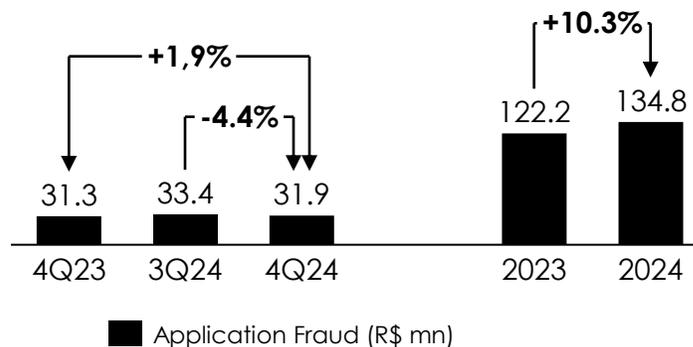
Transactional Brazil (e-commerce)



Transactional International (e-commerce)



Application Fraud



Transitory Movement - Transactional Revenue BR (e-commerce) Y/Y growth

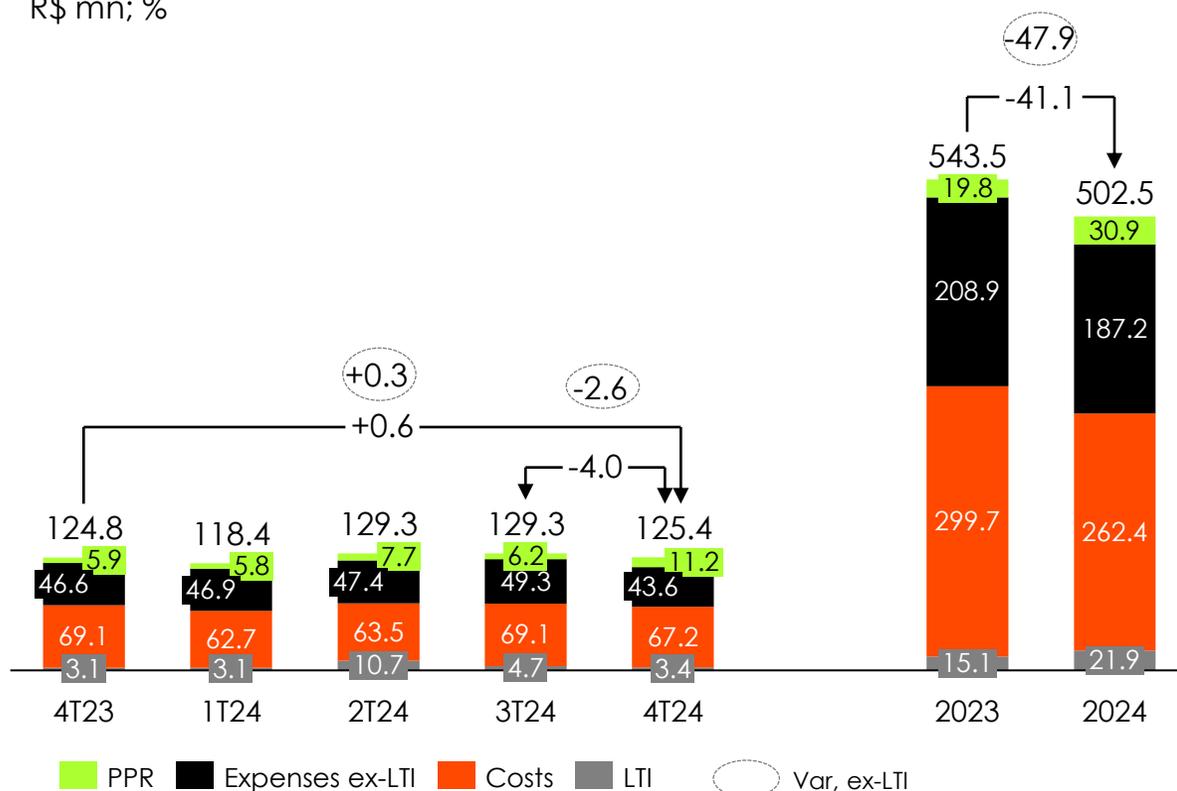


- Cleaning of customer base aiming at greater profitability
- Large customer churn

Componetization and redesign of base customer products

Yearly reduction in costs and expenses of R\$ 41,1 mn in 2024 or R\$ 47,9 mn excluding LTI²

Costs and Expenses¹
R\$ mn; %



R\$ mn; %	4Q24	3Q24	4Q23	QoQ	YoY	2024	2023	YoY
Costs	67.2	69.1	69.1	-2.7%	-2.8%	262.4	299.7	-12.4%
Expenses	43.6	49.3	46.6	-11.6%	-6.4%	187.2	208.9	-10.4%
Subtotal'	110.8	118.4	115.7	-6.4%	-4.2%	449.6	508.6	-11.6%
PPR	11.2	6.2	5.9	+79.6%	+88.5%	30.9	19.8	+55.8%
Subtotal''	122.0	124.6	121.7	-2.1%	+0.3%	480.5	528.4	-9.1%
LTI	3.4	4.7	3.1	-28.4%	+9.3%	21.9	15.1	+45.3%
Total	125.4	129.3	124.8	-3.1%	+0.5%	502.5	543.5	-7.6%

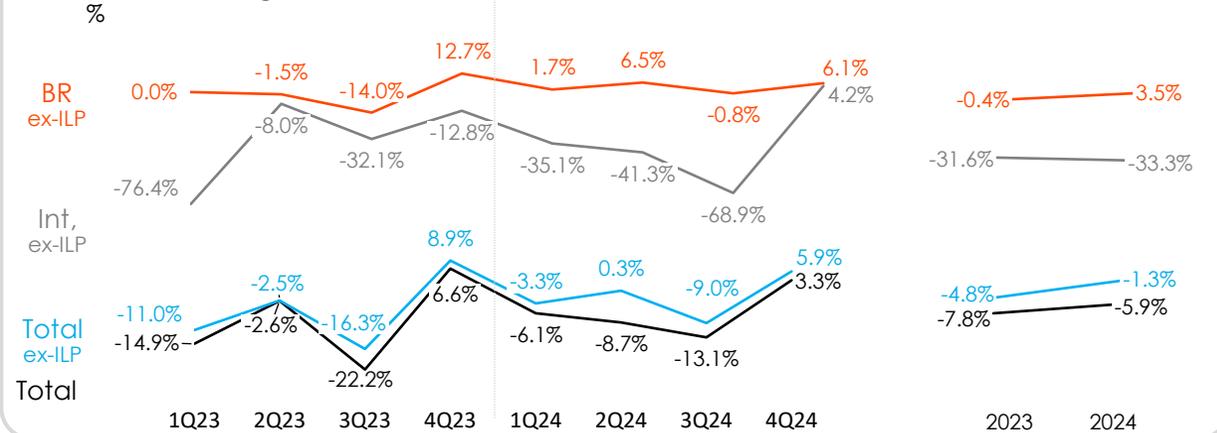
GROSS PROFIT AND EBITDA

Annual improvement of R\$ 18.4 million in EBITDA ex-LTI in 2024

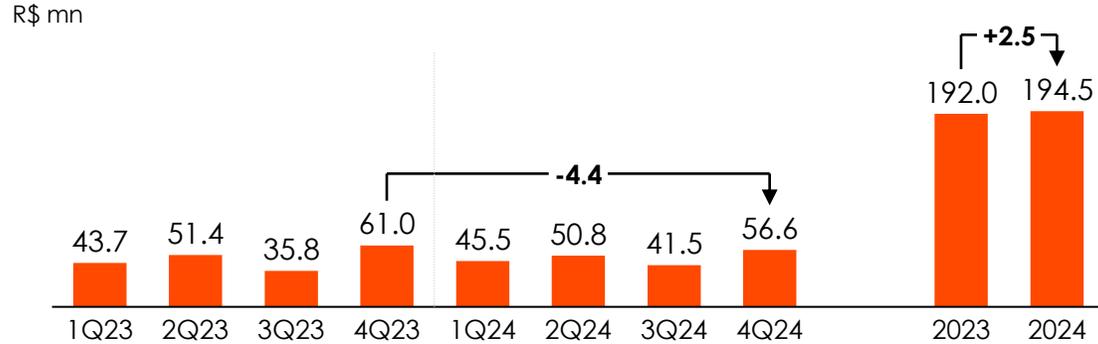
Gross Margin¹



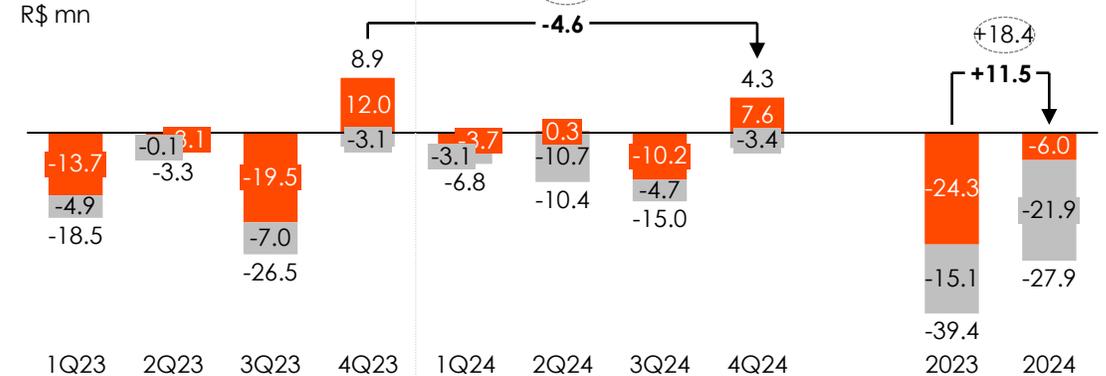
EBITDA Margin



Gross Profit¹



EBITDA

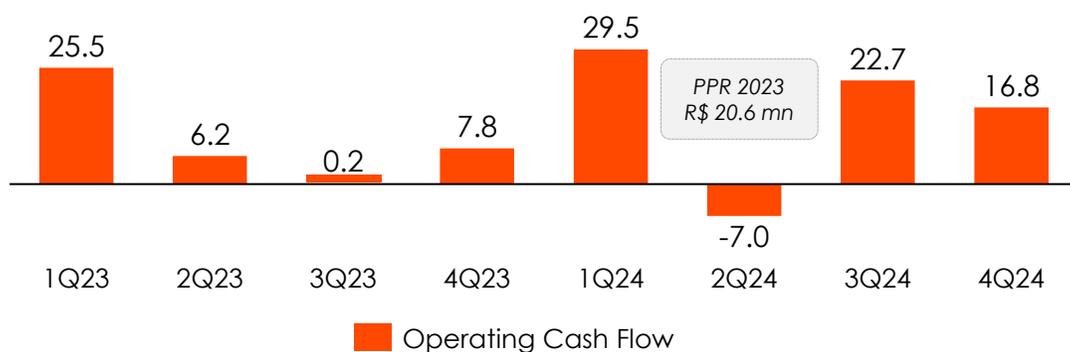


(1) Ex-Depreciation (2023 e 2024)

Operating Cash Generation of R\$ 62.0 million in 2024

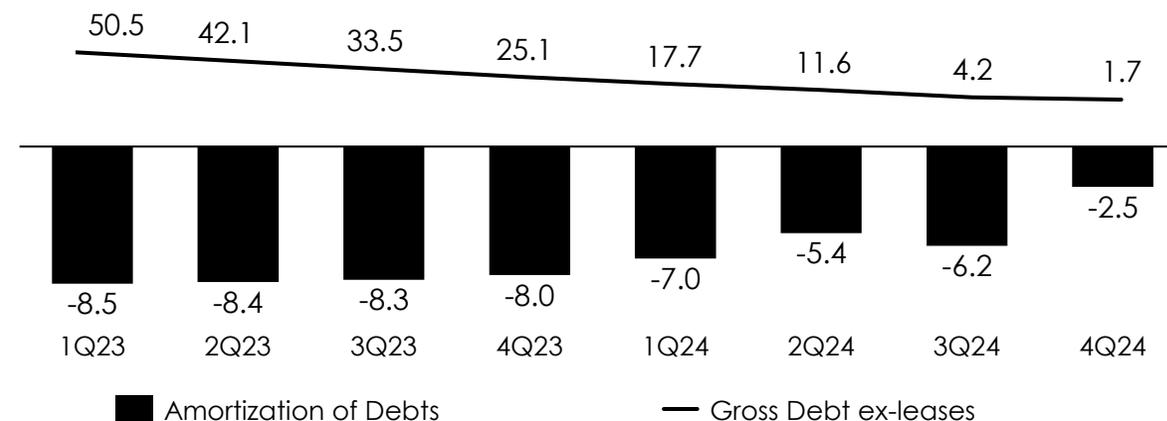
Operating Cash Flow

R\$ mn



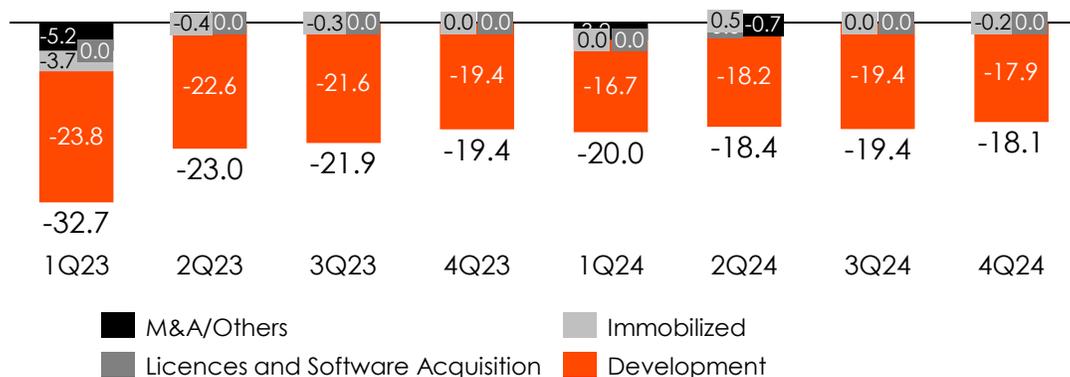
Financing Cash Flow

R\$ mn



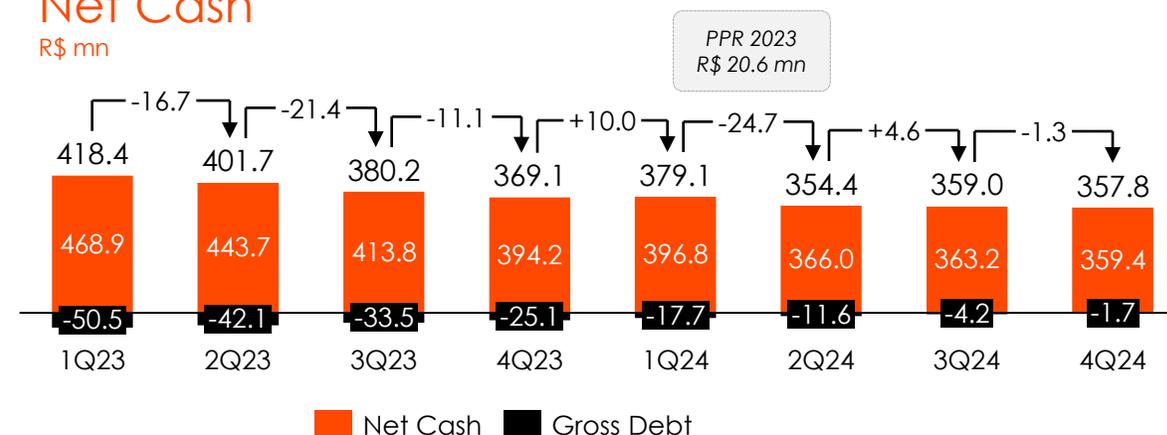
Investments Cash Flow

R\$ mn



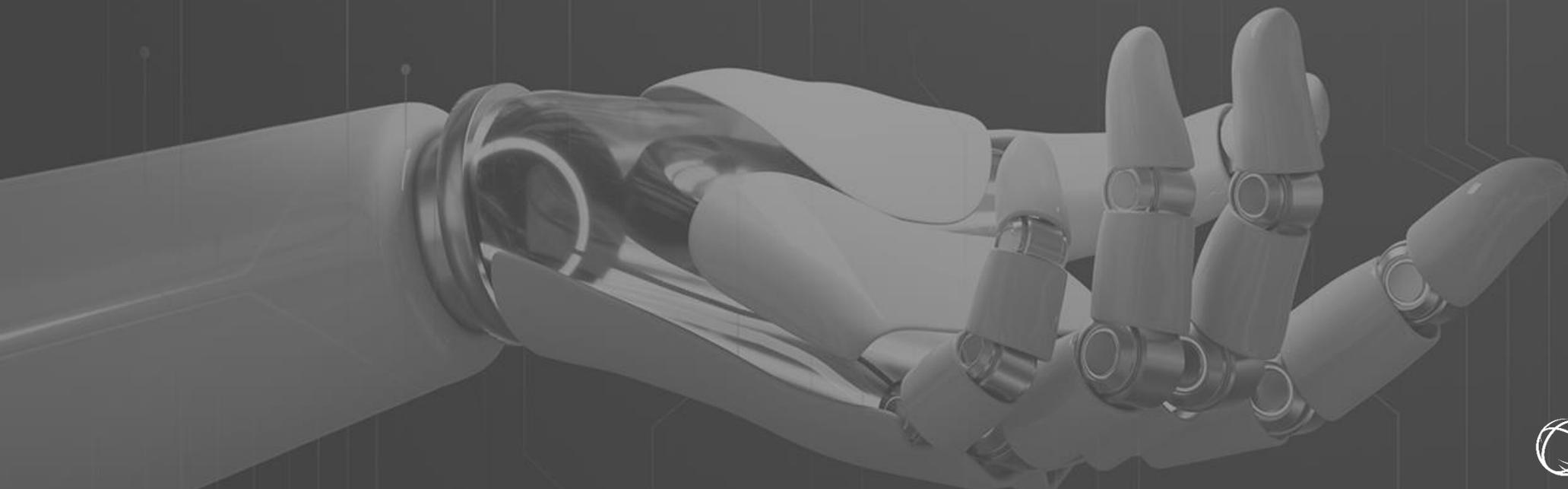
Net Cash

R\$ mn



**EDUARDO
MÔNACO
(CEO)**

**FINAL CONSIDERATIONS
4Q24 | 2024**

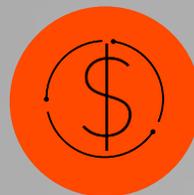




Transaction Tracking



Diversification, Deleveraging and Scalability & Profitability



+36.4% YoY on Gross New Sales Revenue in 2024
Slowdown in year-over-year revenue decline, mainly in Transactional Brazil



Reduction of R\$ 41.1 million YoY in costs and expenses in 2024
+R\$ 18.4 million YoY in EBITDA ex-LTI in 2024
R\$ 62.1 million in Operating Cash generation in 2024

Key ClearSale's Facts

- 
- 1 We **diversified** our **revenue** and **reduced dependence** on **large market places**
 - 2 We have **optimized** our **structure** and **work model**
 - 3 We **invested in technology** and increased and **componentized** our **product portfolio**
 - 4 We redesigned our **strategy**
 - 5 We repositioned our **brand**
 - 6 We **stabilized** the **cash burn**
 - 7 We are ready to **return to profitable growth**



Q&A

Reconciliation adjustment of LTI in results

Long Term Incentive Plan (LTI) - R\$ mn	1Q24	2Q24	3Q24	3Q24	2024
Equity Swap	1,4	0,0	0,0	0,0	1,4
Payroll and related charges	0,0	2,8	0,0	0,3	3,1
Stock-Based Payment Expense	1,3	6,3	3,6	5,6	16,8
Provision for stock-based payment fees	0,4	1,7	1,0	-2,5	0,6
LTI impact	3,1	10,7	4,7	3,4	21,9

The Expenses and EBITDA indicators are adjusted by the Long-Term Incentive Programs (LTI), the exclusion of the LTI, as well as depreciation and amortization, aims to adjust financial indicators to better represent the potential for gross cash generation. The benefits arising from the programs are conditioned to the performance and/or the share price and are treated as provisions, with no cash effect, until their expiration. So, along with depreciation and amortization, which also do not represent a cash effect, are excluded from the financial indicators.