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Apresentação de Resultados

2T21

Destaques

- Crescimento da Receita Líquida consolidada de **57,1%** no 2T21
- Receita Líquida do **1º semestre de 2021** já é aproximadamente a mesma receita de **todo ano de 2019**
- Crescimento de **159,3%** na receita do segmento de Commerce, mesmo em bases comparativas mais fortes
  - Receita de Assinaturas: **+204,7%** vs 2T20
  - Receita de Ecossistema: **+134,0%** vs 2T20
- Para **Commerce** a Receita Líquida do **1º semestre de 2021** já é maior que receita de **todo ano de 2020**
- EBITDA do segmento de Commerce vem crescendo fortemente e já representa **56%** do EBITDA consolidado
- Mesmo com a reabertura da economia, mantivemos um **forte ritmo** de adição de novas lojas:
  - Ampliação dos canais de aquisição de clientes
  - Aumento do investimento em Marketing
  - Fortalecimento de times comerciais
  - Melhoria de processos

Aumento de **32,7%** na base de clientes entre dez/20 e jun/21

Crescimento de **40,7%** na adição de novas lojas vs 4T20

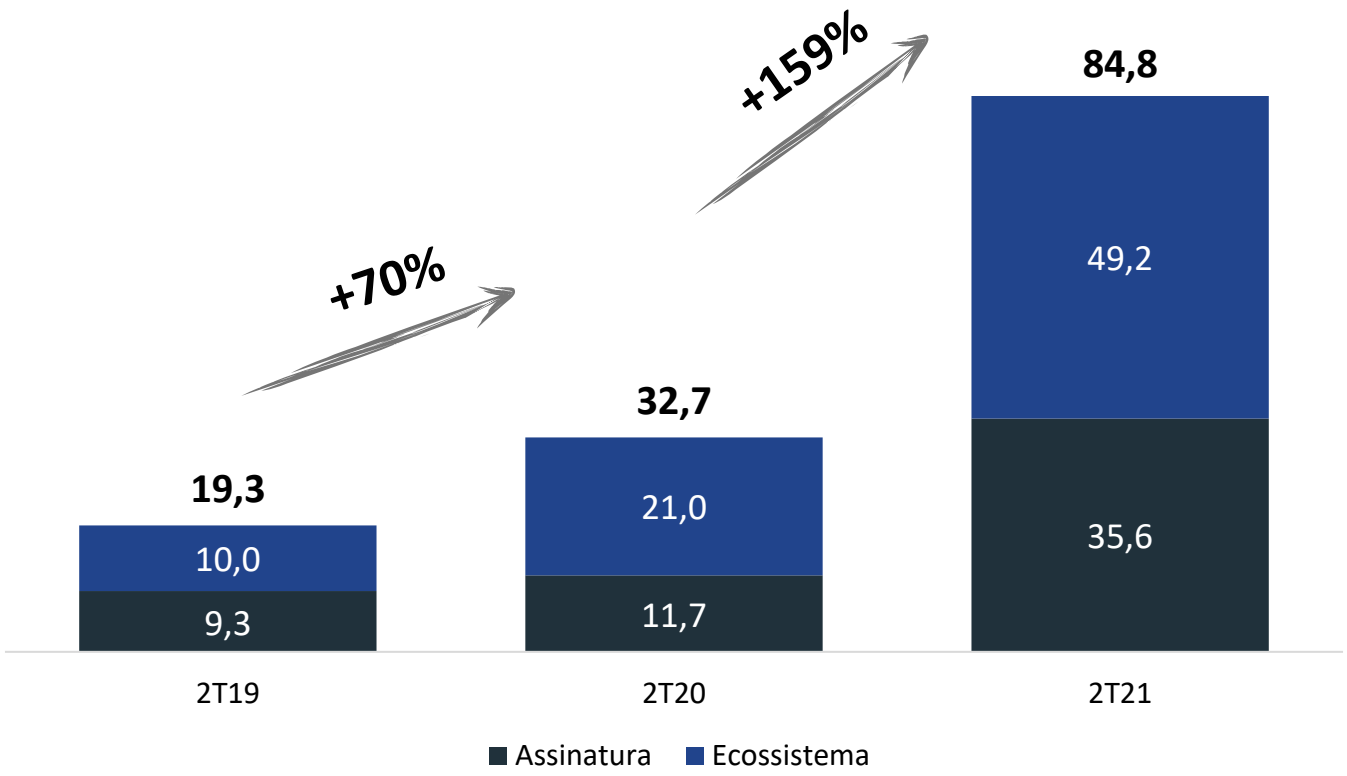
Destaques

- Forte **crescimento do TPV** na operação de pagamento (**+88,6%** vs 2T20)
- Com a aquisição de Bling, nosso segmento de Commerce atinge aproximadamente **100 mil assinaturas ativas e pagantes**
- **Todas** as empresas adquiridas apresentaram **excelente** performance no 2T21 e **aceleração** em relação a sua performance anterior à aquisição
- Importante avanço na agenda de **Aquisições**: Bagy e Octadesk
- Excelente performance também em **BeOnline / SaaS**:
  - Aumento dos volumes de venda 2T21 vs 2T20
  - Aumento da participação de SaaS no segmento
- Ganhos de **produtividade** em toda a operação:
  - Redução de churn
  - Excelência em atendimento

Aceleração do crescimento no segmento de Commerce

Receita Líquida de Commerce

R$ mi

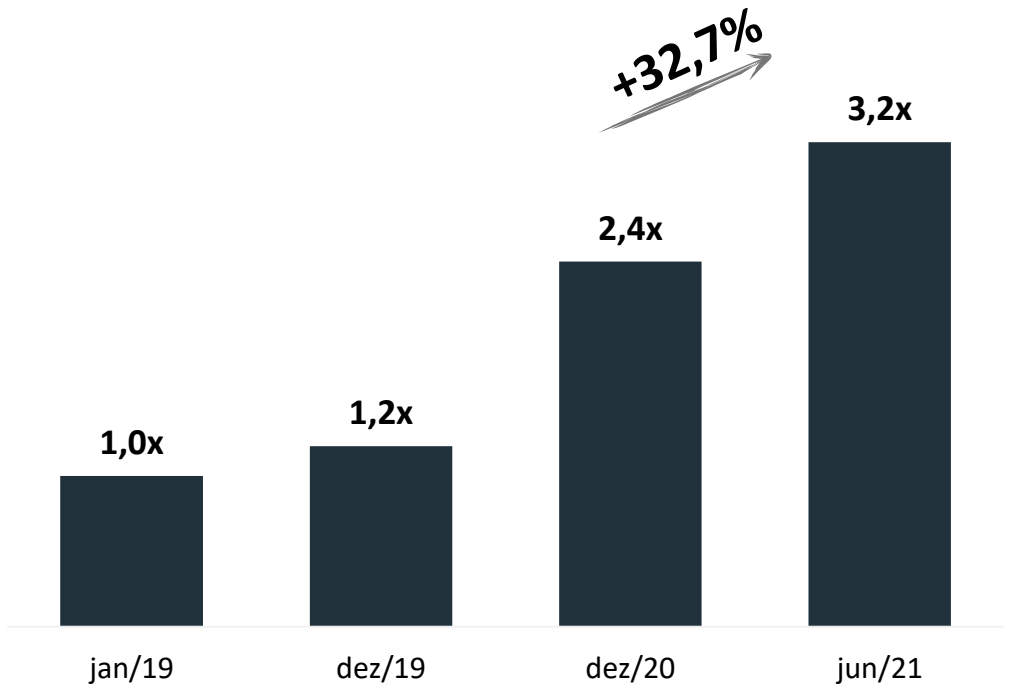


Forte crescimento apresentado é resultado do aumento substancial das duas fontes de receita do segmento de Commerce: Receita de Assinatura de Plataforma (+204,7%) e Receita de Ecossistema (+134,0%)

Robusta evolução das vendas e da base de clientes de Commerce

- Continuamos aumentando nossos esforços de marketing, com **crescimento sustentável** no volume de adição de novas lojas
- Adição de novas lojas
  - 2T21 vs 4T20: **+40,7%**

Plataforma de Ecommerce
Forte expansão da base de assinantes



Plataforma agnóstica e integrada com ferramentas do mercado

O mais completo e consolidado Ecossistema de E-Commerce para PMEs no Brasil …

483 integrações

Vendas (35)	Meios de Pagamentos (8)	Atendimento (4)	Sistemas de ERP (347)
Comparador de Preço (4)	E-mail Marketing (5)	Marketing (19)	Logística (25)
Análise de Risco (2)	Publicidade e Inteligência (11)	Marketplaces (23)	

Integração nativa com Facebook e Instagram

- Integração transparente no painel da Tray:
  - Gestão de produtos no Facebook e Instagram
  - Gestão da página e de campanhas
  - Instalação da nova API do Facebook de forma automática
- **Mais de 3.000 instalações em apenas 5 dias**



Aquisições Recentes

locaweb

bling!

- Software de Gestão online para micro e pequenas empresas com foco em ecommerce
- Soluções no modelo SaaS para negócios físicos, virtuais ou híbridos
- ERP com maior penetração na Tray
- ARR de **R$ 60 mm**
- Alta possibilidade de sinergia em todo ecossistema

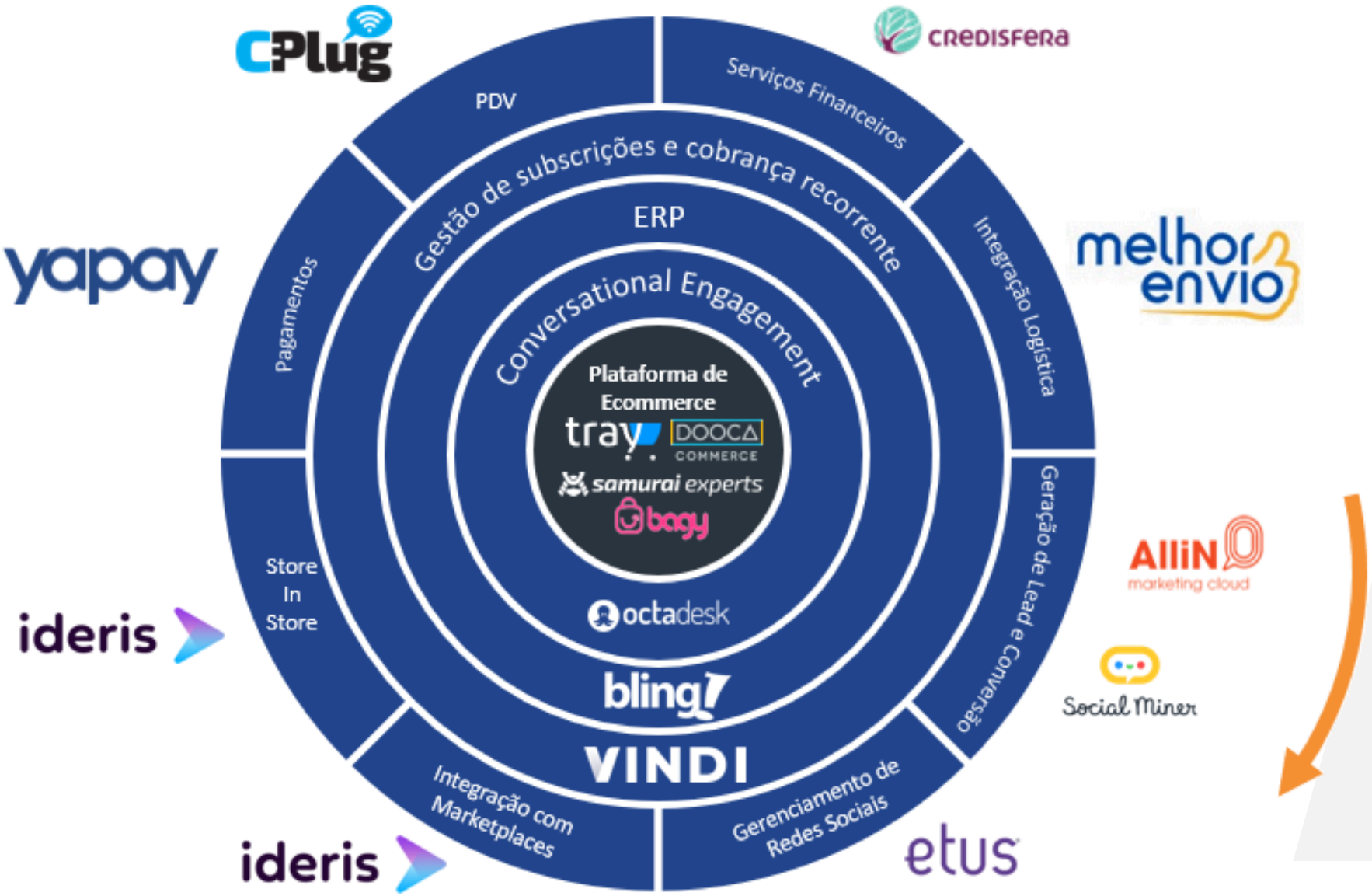
octadesk

- Plataforma de **Relacionamento para PMEs** se relacionarem com clientes em todas as etapas da jornada: **marketing**, **vendas** e **atendimento**
- Plataforma com **Conversational Commerce**, chatbot e IA
- ARR de **R$ 25 mm**
- Gerencia mais de **3 milhões** de mensagens por dia

bagy

- Plataforma de e-commerce focada em **Social Commerce**
- Solução rápida e simples para PMEs e pessoas físicas montarem uma loja virtual
- Forte engajamento nas redes sociais
- Integração com Facebook e Instagram
- Mais de **13,5 mil** clientes

Ecossistema completo para ajudar nossos clientes na jornada do E-commerce

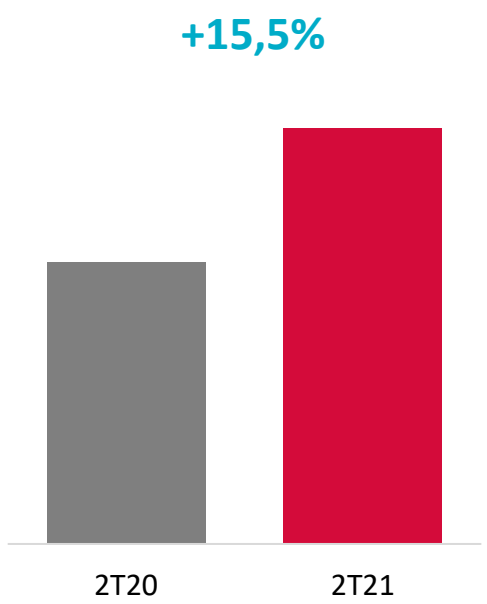


A expansão do ecossistema com novas aquisições irá **acelerar drasticamente** o crescimento de Commerce

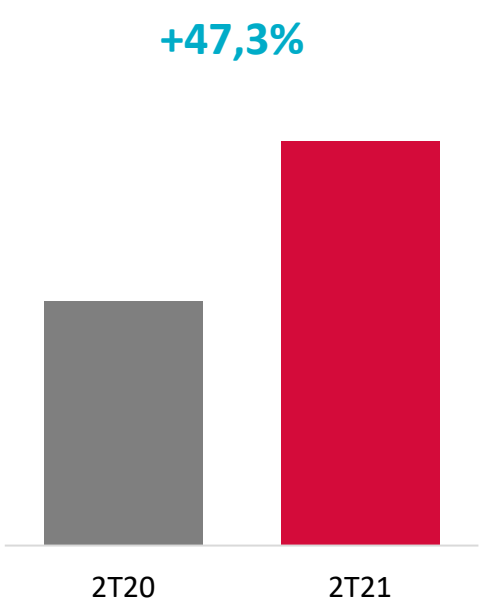
- Aumento de **ARPU**
- Redução do **Churn** (lock-in de clientes)
- Aceleração da **Aquisição de clientes**

BeOnline / SaaS: Crescimento em todas as operações e nível máximo de excelência

Booking PMEs



Booking Nextios



Locaweb: Nível máximo de excelência no atendimento ao cliente no Reclame Aqui



Receita de SaaS passou de 30,5% no 2T20 para 39,2% no 2T21 dentro do segmento de BeOnline/SaaS

Excelente performance das Adquiridas

Devido ao processo de integração estruturado e à **alta sinergia** das novas operações junto ao nosso ecossistema, já é possível ver **expressivos** resultados:

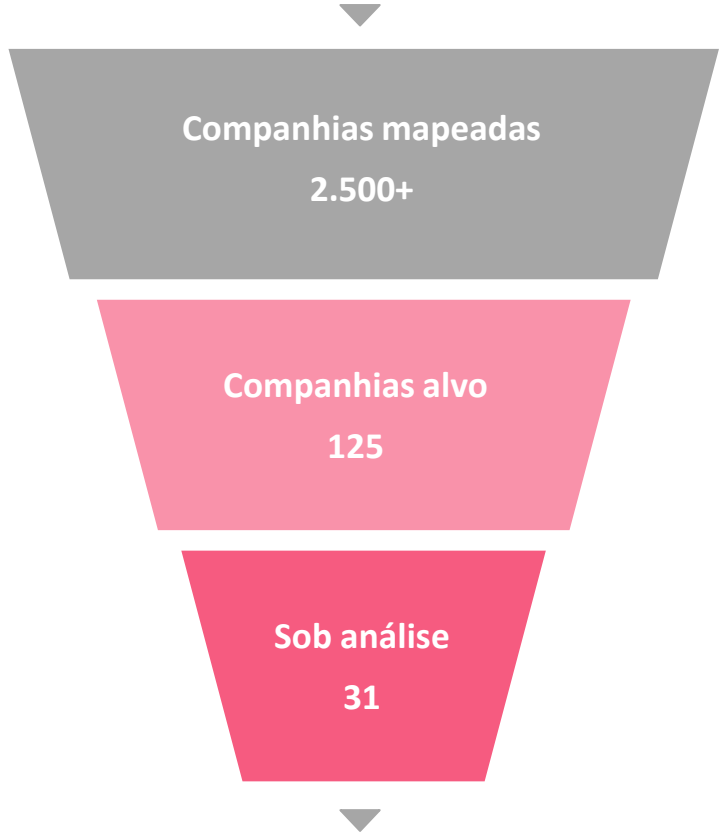
Crescimentos 2T21 vs 2T20

200%	GMV de Frete no Melhor Envio	**133%**	Crescimento na adição de novos clientes no Bling
283%	Aumento no número de clientes do Melhor Envio	**74%**	Aumento no número de clientes do Bling
192%	Crescimento da base de clientes da Dooca	**73%**	Aumento no TPV da Vindi
58%	Aumento da base de clientes do Ideris		

Pipeline claramente definido de potenciais oportunidades de M&A

Características comuns que procuramos em nossas aquisições:

- Receita recorrente
- Produtos já consolidados
- Potencial de Cross-Sell e Up-Sell / sinergia com os ecossistemas
- Retenção de talentos



6 MoUs assinados ou em negociação

Sinergias: Integração entre produtos e serviços

locaweb

etus

Venda integrada plataforma Etus no Wordpress

locaweb

etus

Venda integrada plataforma Etus na Hospedagem

locaweb

etus

Ofertar Etus via Website da Locaweb

locaweb

etus

Venda integrada plataforma Etus no Criador de Sites

locaweb

CPlug

Integração com o PDV

DELIVERY DIRETO

CPlug

Integração PDV com SAP

samurai experts

DELIVERY DIRETO

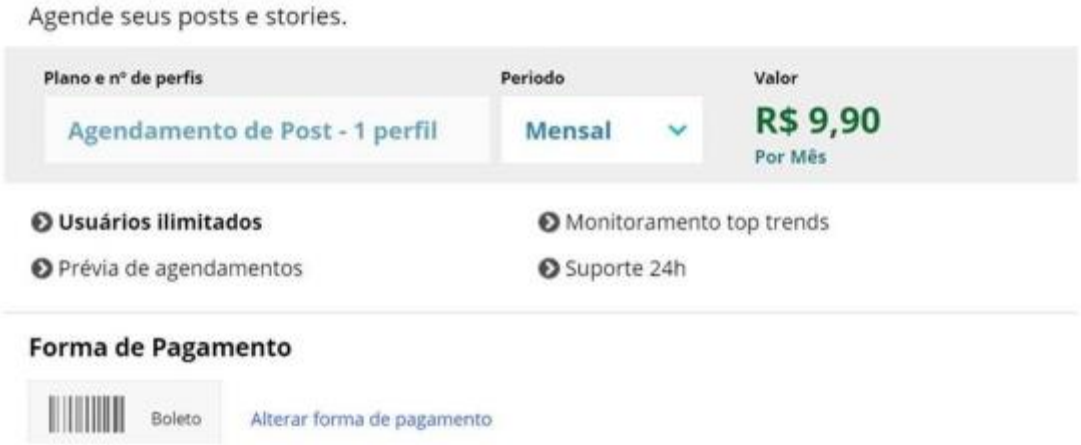
Integração DD com PDV externo

samurai experts

Sinergias: Integração entre produtos e serviços

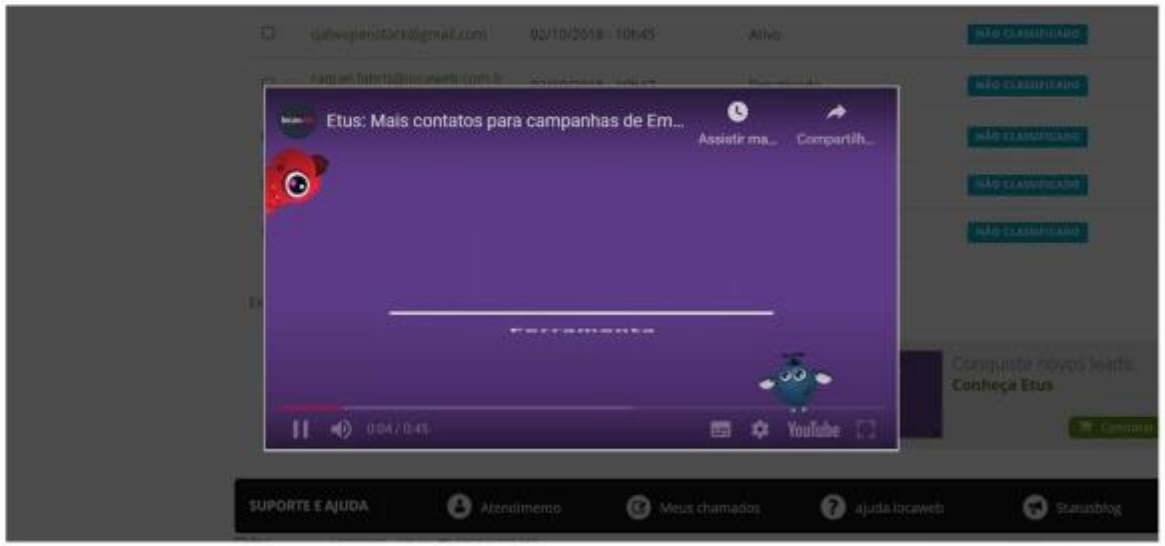






Sinergias: Integração entre produtos e serviços





Sinergias: Integração entre produtos e serviços

locaweb

DELIVERY DIRETO

Integração com Yapay Cartão

yapay

melhor envio

Integração com Yapay

yapay

DOOCA COMMERCE

Integração com Yapay

yapay

VINDI

Integração com Yapay

yapay

etus

Integração com Yapay Boletos

yapay

Social Miner

Oferta para cliente PME

tray

ideris

Integração com Tray Corp

tray CORP

CREDISFERA

Oferta de crédito para clientes Tray

tray

DOOCA COMMERCE

Integração com ERP

bling!

tray

Integração com ERP

bling!

Sinergias: Integração entre produtos e serviços financeiros – Resultados iniciais

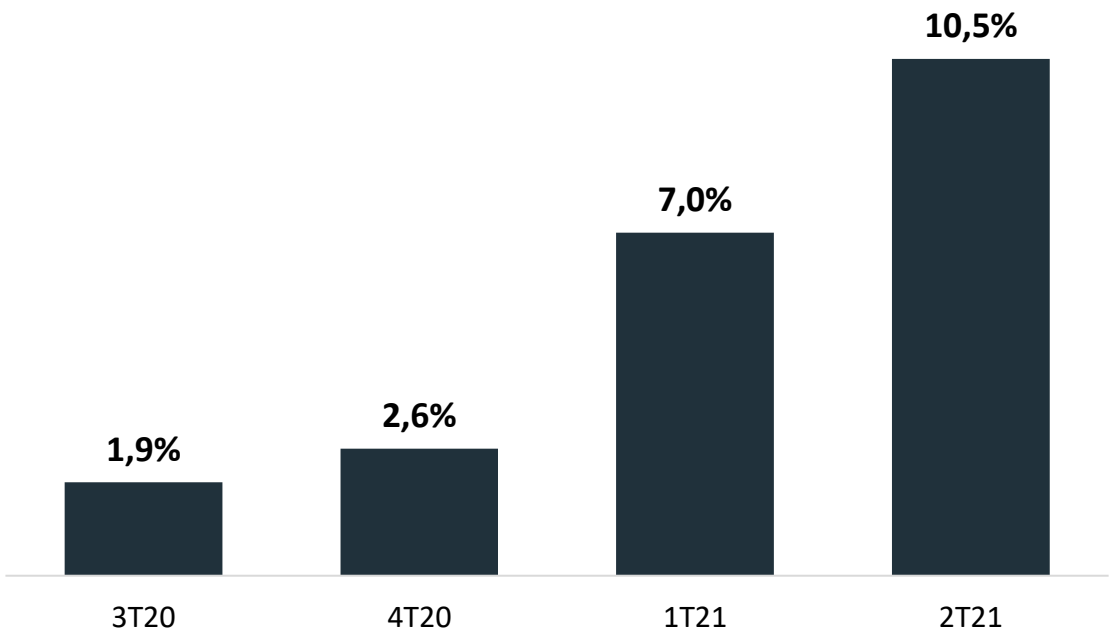
Em 6 meses a integração de Vindi com Yapay já mostra resultados **expressivos e continua acelerando**.

10% Volume do TPV da Vindi que já processado por Yapay

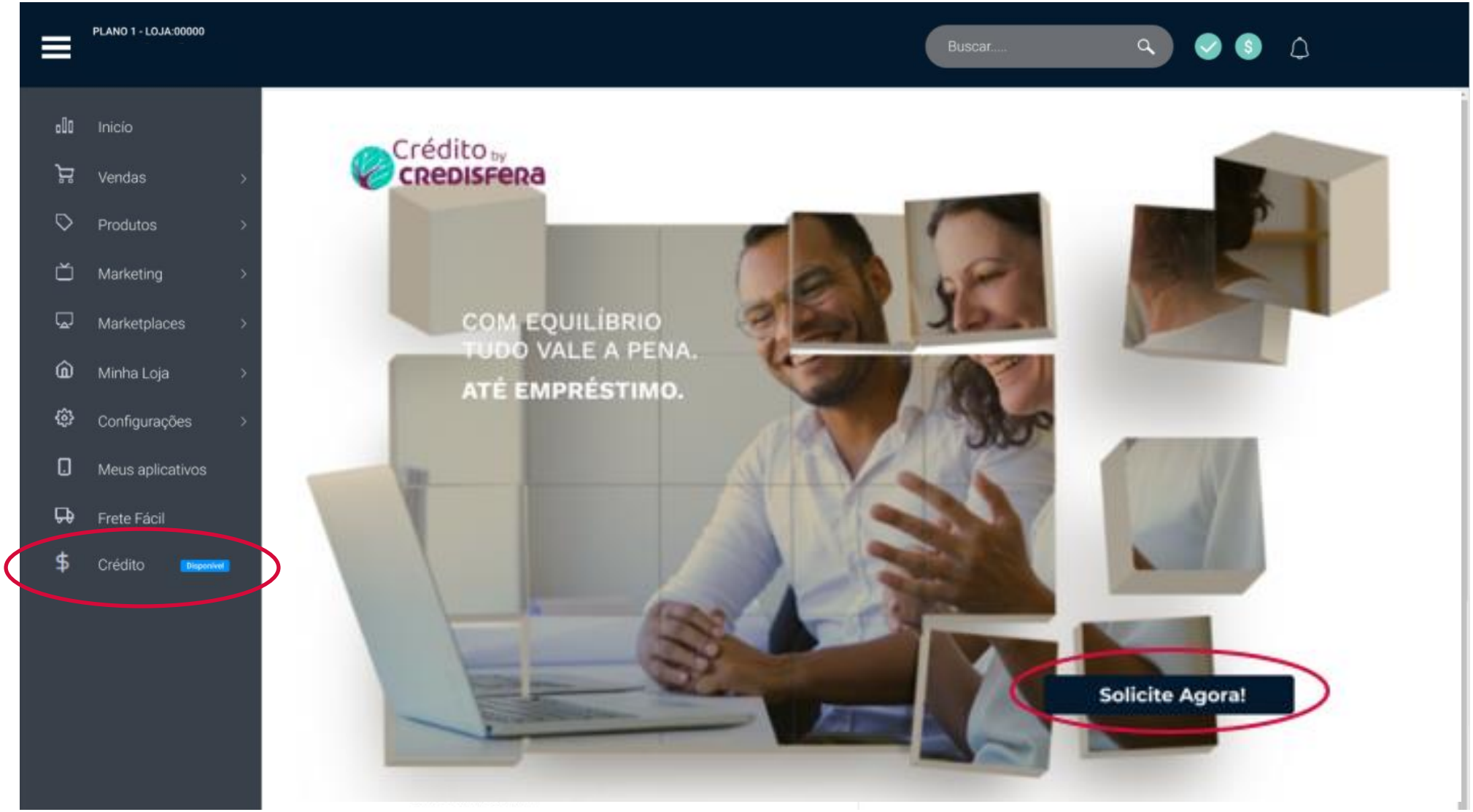
70% de novos clientes da Vindi que já usam Yapay

20% Dos clientes da Vindi já rodam com Yapay

Sinergias já representam mais de **10%** do TPV processado pela Yapay



Sinergias: Integração entre produtos e serviços – Credisfera



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Resultados

Destaques do resultado do 2T21

+57,1% Receita Líquida no 2T21 *vs* 2T20 (R$ 184,3 milhões)

+159,3% Receita Líquida de Commerce no 2T21 *vs* 2T20

+64,9% GMV total[1] no 2T21 *vs* 2T20 (R$ 4,6 bilhões)

+88,6% TPV da Yapay no 2T21 *vs* 2T20 (R$ 712,4 milhões)

+58,5% Crescimento do EBITDA Ajustado do segmento de Commerce no 2T21 vs 2T20

+28,8% Crescimento do EBITDA Ajustado no 2T21 (R$ 41,3 milhões)

R$ 36,2 mm Geração de Caixa[2] no 6M21

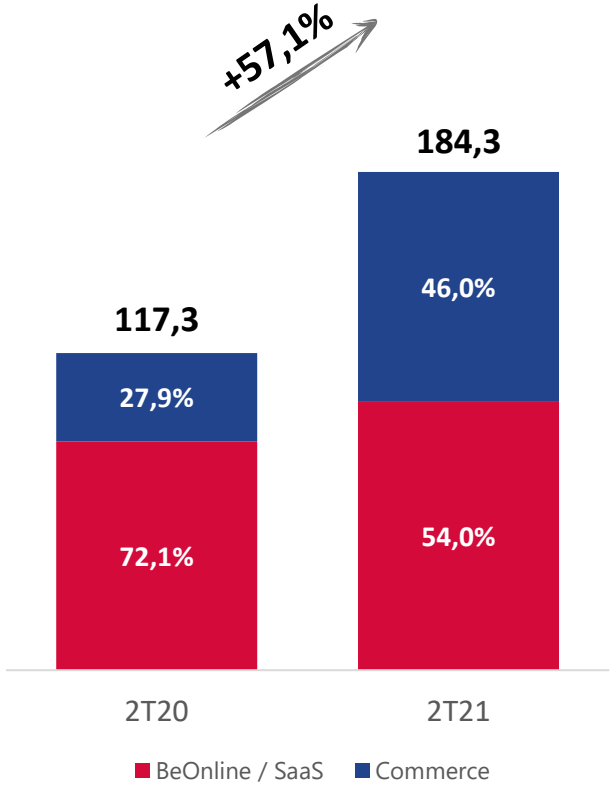
R$ 1.9 bi Posição de caixa líquido[3]

(1) GMV total é a soma do GMV de clientes de plataforma de ecommerce e do GMV de integrador de marketplaces e considera o resultado proforma das adquiridas no 2T20
(2) EBITDA Ajustado menos Capex
(3) Caixa mais resultado dos derivativos menos empréstimos e financiamento (não inclui passivos de arrendamento (IFRS 16))

Receita Líquida – 2T21

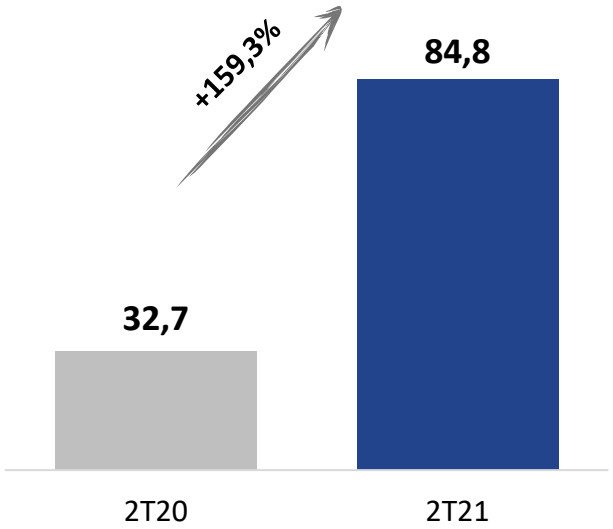
Consolidado

R$ mi



Commerce

R$ mi



ROL de Assinaturas

R$ 35,6 mm

+204,7% vs. 2T20

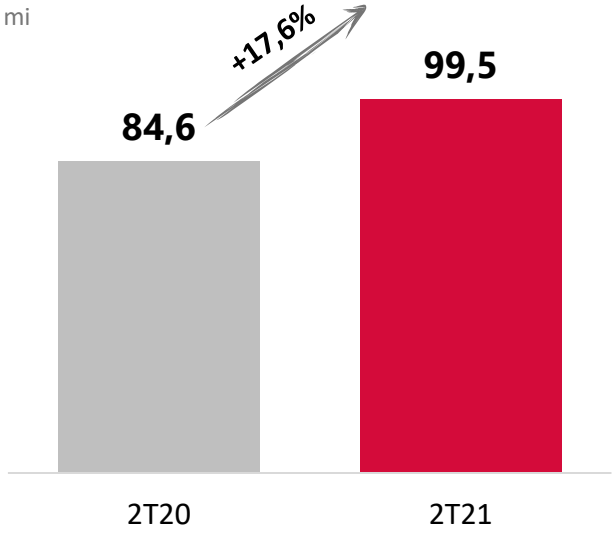
ROL de Ecossistema

R$ 49,2 mm

+134,0% vs. 2T20

BeOnline / SaaS

R$ mi



 # Clientes

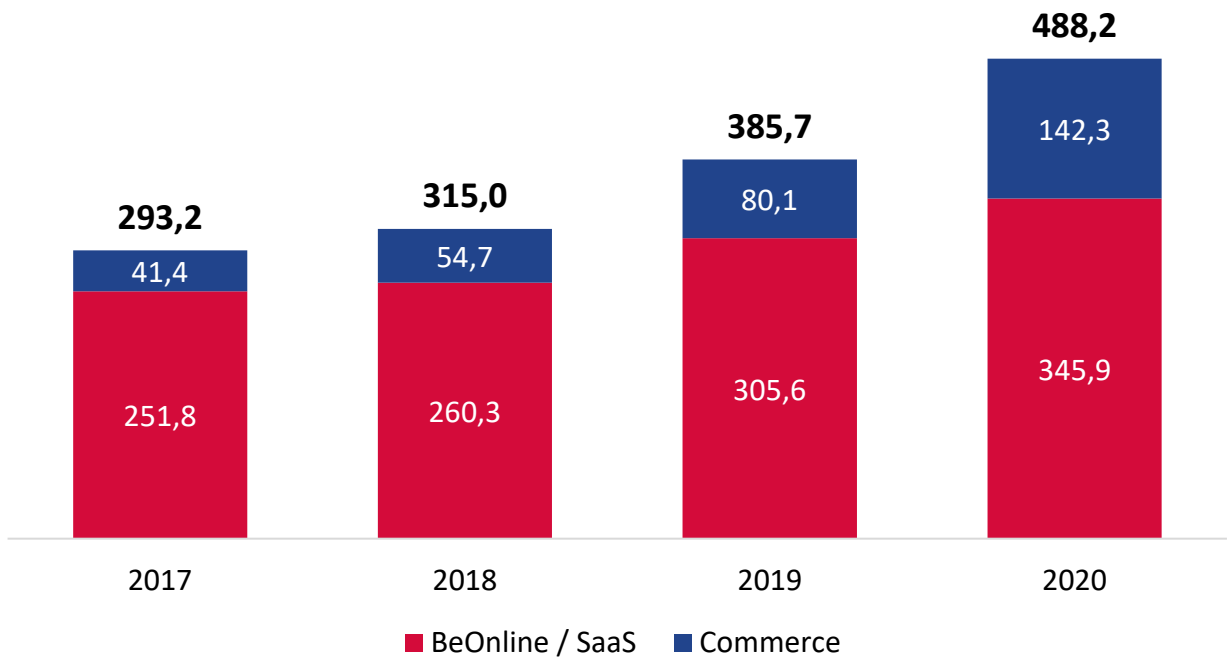
402,1 mil

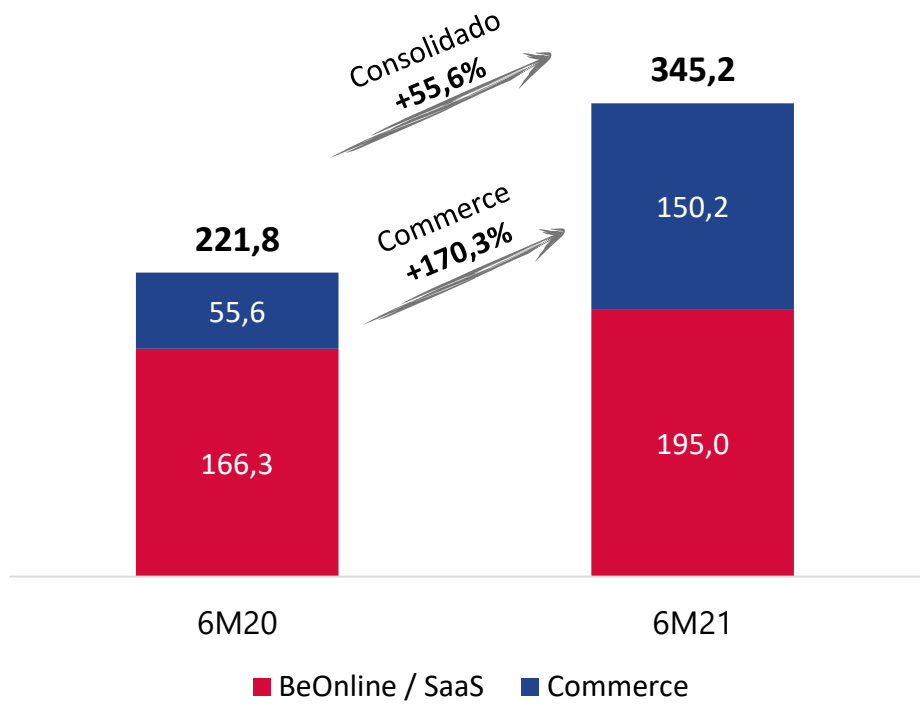
+8,9% vs. 2T20

Receita Líquida do 1S21 já é aproximadamente a mesma receita de todo o ano de 2019

Consolidado

R$ mi



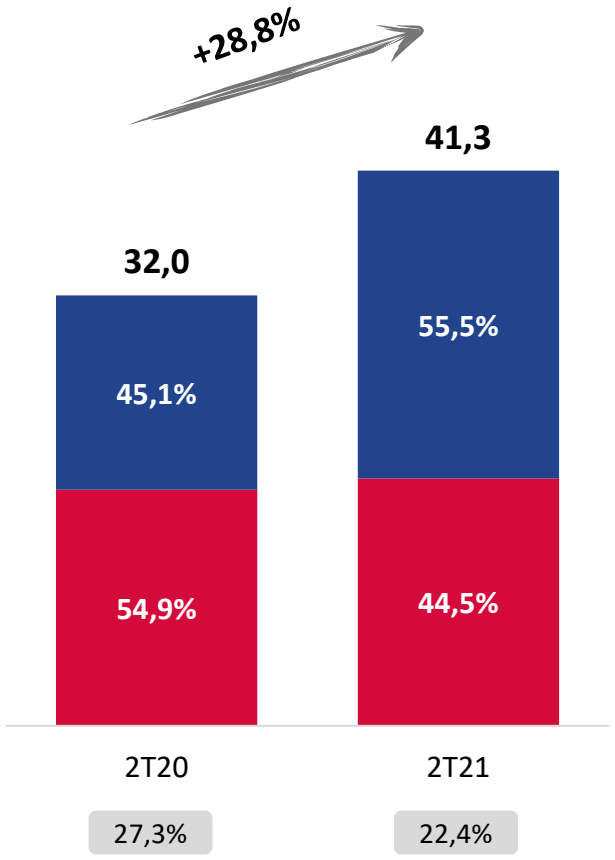


EBITDA Ajustado

Consolidado

R$ mi

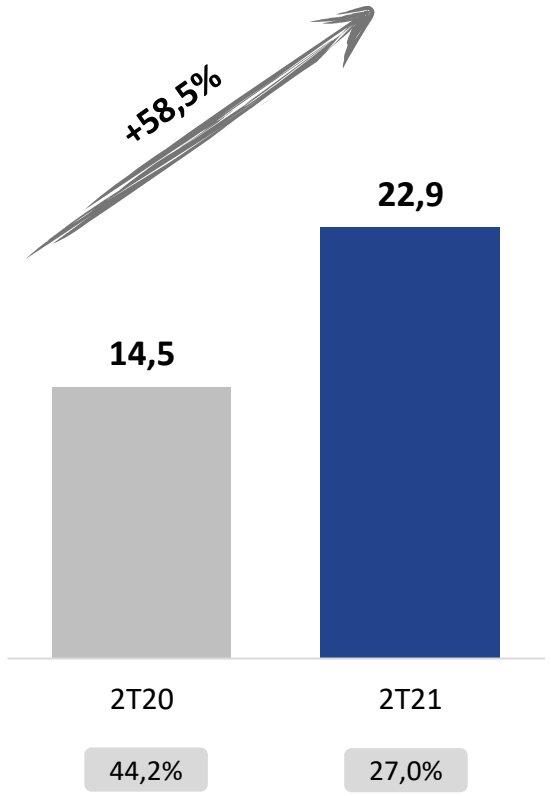
Margem EBITDA



Commerce

R$ mi

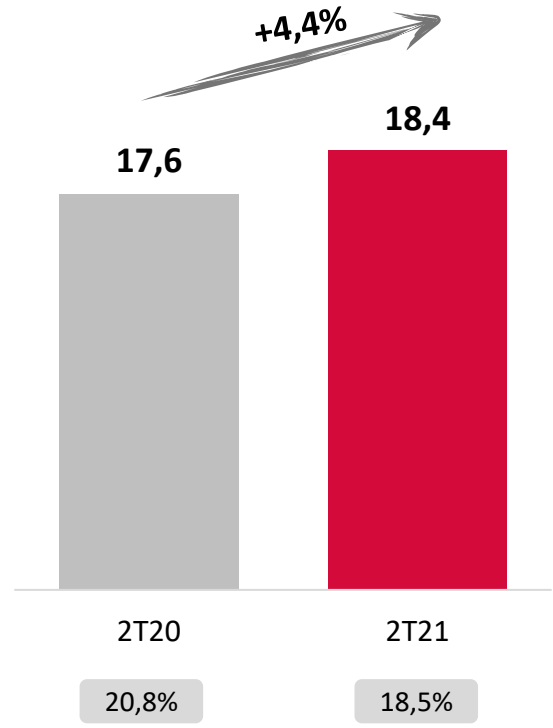
Margem EBITDA



BeOnline / SaaS

R$ mi

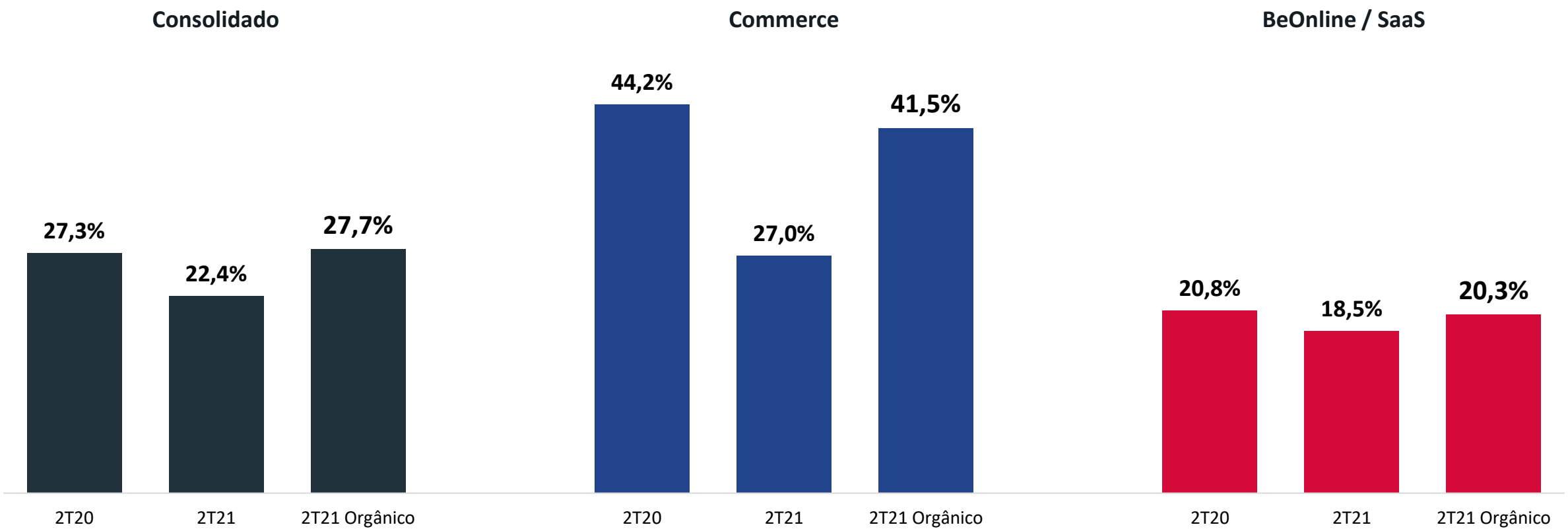
Margem EBITDA



BeOnline / SaaS Commerce

Margem EBITDA Ajustada[1] - Impacto das adquiridas

Margem EBITDA

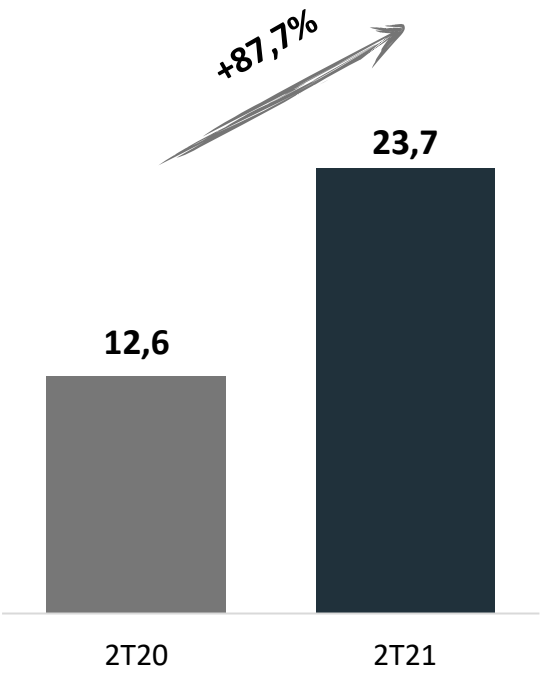


Margem EBITDA Ajustada orgânica no segmento de Commerce manteve patamares acima de 40%

(1) EBITDA Ajustado e Margem EBITDA Ajustada são métricas financeiras non-GAAP. Para mais informações sobre nossos uso de métricas non-GAAP, favor verificar o item 3.2. do Formulário de Referência da Companhia

Lucro Líquido Ajustado

R$ mi



Recomposição do Lucro Líquido Ajustado

R$ mi

locaweb	2T21	2T20	vs 2T20
Lucro Líquido	**3,6**	**5,2**	**-31,8%**
(+) Plano de opção de compra de ações	3,3	3,2	3,4%
(+) Amortização de intangíveis PPA	6,2	1,0	497,5%
(+) Ajuste a valor presente de Earnout de Aquisições	10,5	0,7	1457,4%
(+) Imposto de Renda e Contribuição Social Diferido	2,0	1,0	101,7%
(+) Ajuste relacionado ao CPC 06	0,0	0,4	-90,4%
(+) Marcação a mercado de derivativos	(2,0)	1,1	-276,1%
(+) Despesas relacionadas ao IPO e Follow-on	0,0	0,0	n/a
Lucro Líquido Ajustado	**23,7**	**12,6**	**87,7%**
Margem Lucro Líquido Ajustado (%)	*12,9%*	*10,8%*	*2,1 p.p.*

No 2T21, o crescimento do Lucro Líquido Ajustado foi de 87,7% com expansão de 2,1 p.p. na margem líquida

locaweb

Destaques Finais

Destaques Finais

- Empresa continua acelerando mesmo com a reabertura da economia
- Crescimento da operação acima de indicadores do mercado e de comparáveis
- Operação de Commerce acelerando e ganhando espaço dentro do grupo
- Constante evolução do ecossistema de e-commerce com M&A e P&D
- Assertividade do processo de M&A – fit estratégico e sucesso operacional
- Processo de integração de empresas adquiridas já apresenta resultados consistentes
- Muitas das empresas adquiridas já mostram aceleração de crescimento

locaweb

Q&A

locaweb

Results Presentation

2Q21

Highlights

- Consolidated Net Revenue growth of **57.1%** in 2Q21
- Net Revenue for the **1st half 2021** is already approximately the same revenue as that for the **whole year of 2019**
- Growth of **159.3%** in the revenue of the Commerce segment, even on a stronger comparative basis
  - Subscription Revenue: **+204.7%** vs 2Q20
  - Ecosystem Revenue: **+134.0%** vs 2Q20
- **Commerce** Net Revenue for the **1st half 2021** is already higher than the revenue for the **whole year of 2020**
- Commerce segment EBITDA has been growing strongly and already accounts for **56%** of consolidated EBITDA
- Even with the reopening of the economy, we maintained a **strong pace** of new stores additions:
  - Expansion of customer acquisition channels
  - Increased investment in Marketing
  - Strengthening of commercial teams
  - Processes improvement

Increase of **32.7%** in the client's base between Dec/20 and Jun/21

Growth of **40.7%** in the addition of new stores vs 4Q20

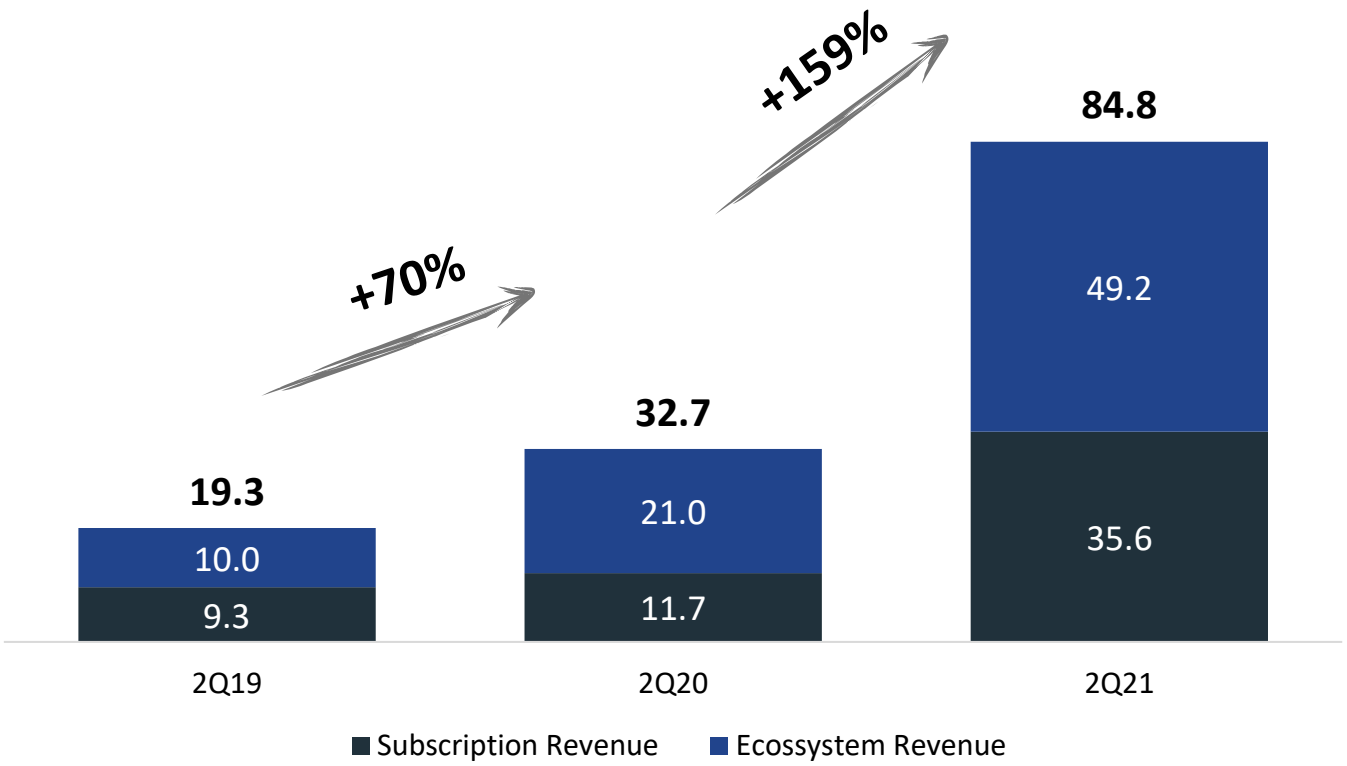
Highlights

- Strong **TPV growth** in payment transactions (**+88.6%** vs 2Q20)
- With the acquisition of Bling, our Commerce segment has reached approximately **100,000 active paying subscriptions**
- **All** the acquired companies presented **excellent** performance in 2Q21 and an **acceleration** in relation to their performance prior to the acquisition
- Significant advances on the agenda of **Acquisitions**: Bagy and Octadesk
- Excellent performance also in **BeOnline/SaaS**:
  - Increased sales volumes 2Q21 vs 2Q20
  - Increased SaaS share in the segment
- Gains in **productivity** across the entire operation:
  - Churn reduction
  - Excellence in customer service

Accelerated growth in the Commerce segment

Commerce Net Revenue

R$ M

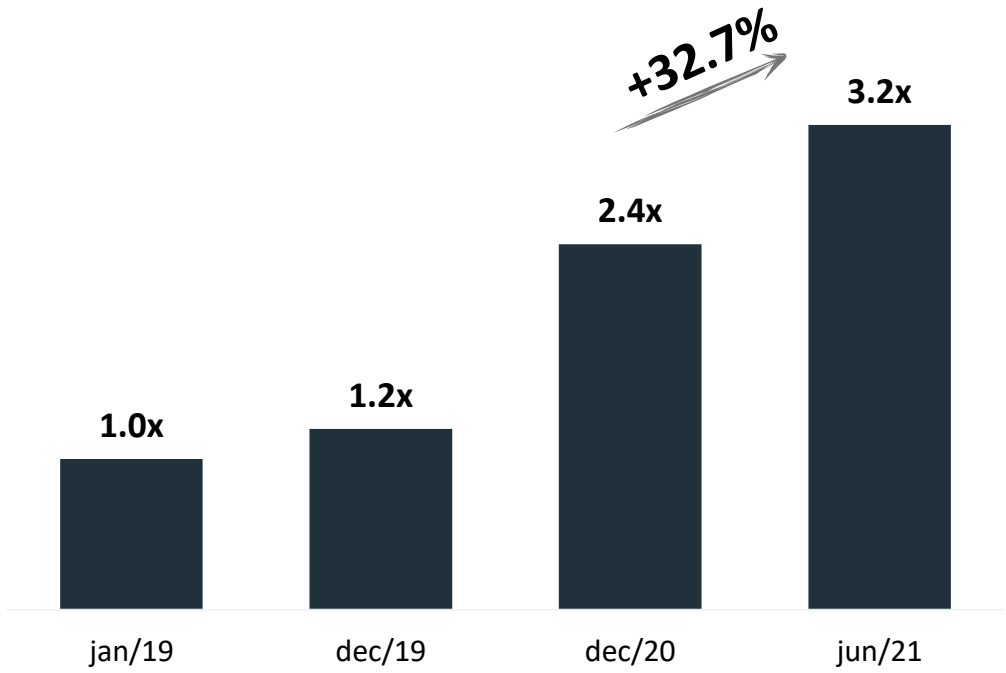


Strong growth is the result of the substantial increase in the two revenue sources of the Commerce segment: Platform Subscription Revenue (+204.7%) and Ecosystem Revenue (+134.0%)

Robust evolution of Commerce sales and customer base

- We continue to increase our marketing efforts, with **sustainable growth** in the volume of new store additions
- Addition of new stores
  - 2Q21 vs 4Q20: **+40.7%**

E-commerce Platform
Strong subscriber base expansion



Agnostic platform and integrated with market tools

The most complete and consolidated Ecosystem of E-Commerce for SMEs in Brazil …

483 integrations

- Sales — 35
- Methods of Payment — 8
- Customer Service — 4
- ERP systems — 347
- Price Comparison — 4
- E-mail marketing — 5
- Marketing — 19
- Logistics — 25
- Risk Analysis — 2
- Marketing & Intelligence — 11
- Marketplaces — 23

Native integration with Facebook and Instagram

- Transparent integration into Tray's panel:
  - Product management on Facebook and Instagram
  - Page and campaign management
  - Automatic installation of the new Facebook API
- **More than 3,000 installations in just 5 days**



Recent Acquisitions

locaweb

bling!

- Online Management Software for micro and small businesses with a focus on e-commerce
- SaaS solutions for physical, virtual or hybrid businesses
- ERP with greater penetration in Tray
- ARR of **R$ 60 M**
- High possibility of synergy across the ecosystem

octadesk

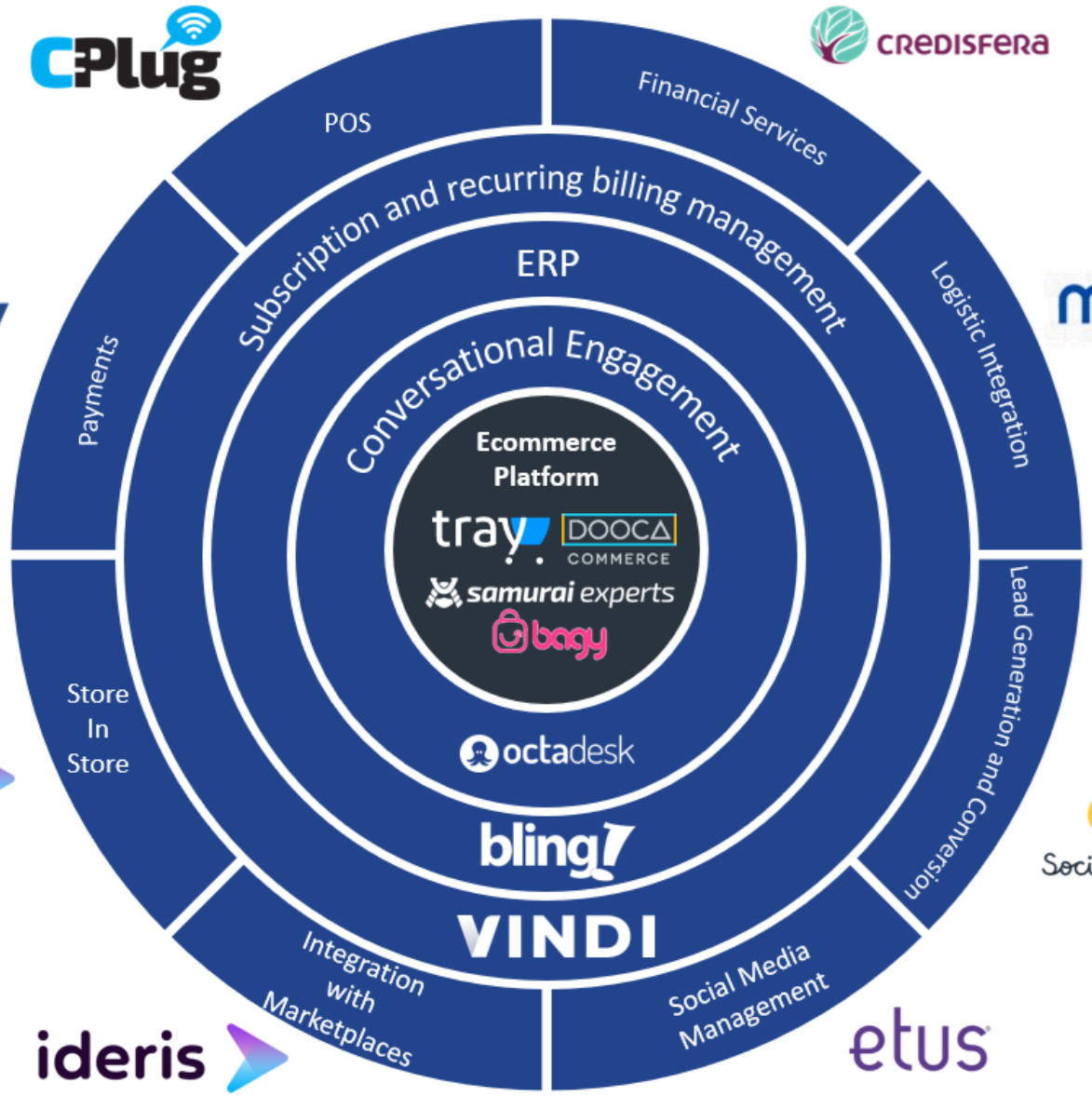
- Platform that **enables SMBs to better relate** with their clients at all stages of the customer journey: **marketing**, **sales** and **services**
- Platform with **Conversational Commerce**, chatbot and AI
- ARR of **R$ 25 M**
- Manages more than **3 million** messages per day

bagy

- E-commerce platform focused on **Social Commerce**
- Quick and simple solution for SMEs and individuals to set up a virtual store
- Strong engagement on social media
- Integration with Facebook and Instagram
- More than **13,500** customers

Complete ecosystem to help our customers on the e-commerce journey

locaweb



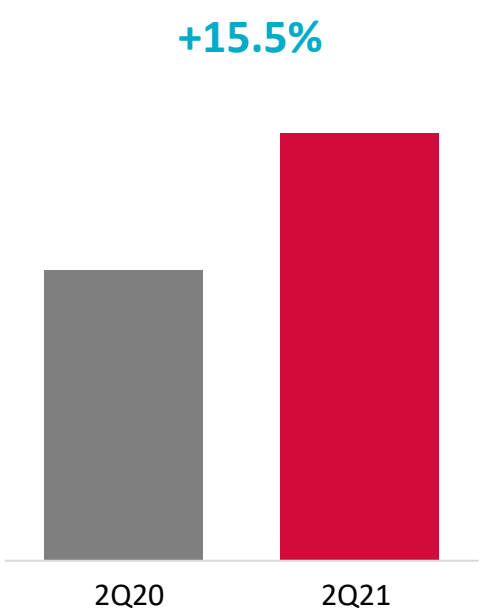
CPlug · Credisfera · yapay · melhor envio · AlliN marketing cloud · Social Miner · ideris · ideris · etus

The expansion of the ecosystem with new acquisitions will **dramatically accelerate** Commerce growth

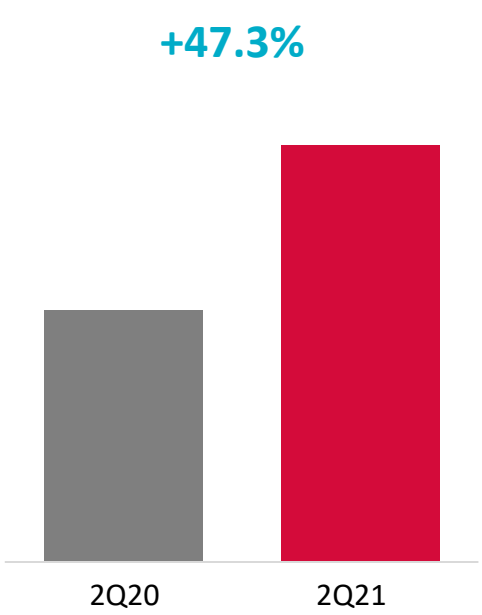
- Increase of **ARPU**
- Reduction of **churn** (customer lock-in)
- Acceleration of **Customer acquisition**

BeOnline / SaaS: Growth in all operations and highest level of excellence

Booking SMEs



Booking Nextios



Locaweb: Top level of excellence in customer service at 'Reclame Aqui'



SaaS revenue increased from 30.5% in 2Q20 to 39.2% in 2Q21 in the BeOnline/SaaS segment

Excellent performance by acquired companies

Due to the structured integration process and the **high synergy** of the new operations in our ecosystem, it is already possible to see **expressive** results:

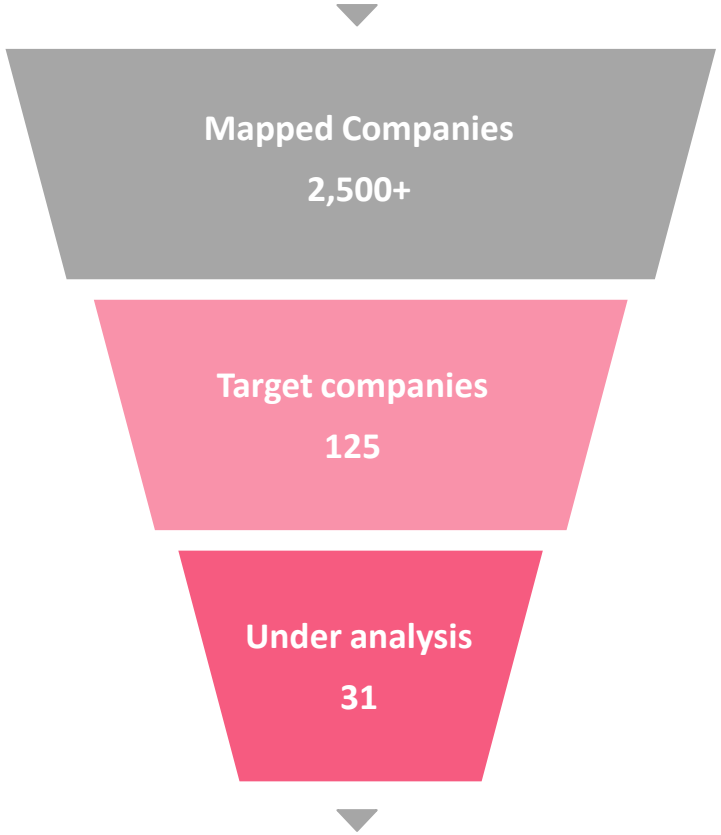
2Q21 vs 2Q20 growth

200%	Shipping GMV in Melhor Envio	**133%**	Growth in the addition of new clients in Bling
283%	Increase in the number of Melhor Envio's customers	**74%**	Increase in the number of Bling's customers
192%	Growth in Dooca's customer base	**73%**	Increase in Vindi's TPV
58%	Growth in Ideris's customer base		

Clearly defined pipeline of potential M&A opportunities

Common features we look for in our acquisitions:

- Recurring revenue
- Products already consolidated
- Potential for Cross-Sell and Up-Sell / Synergy with ecosystems
- Talent retention



6 MoUs signed or under negotiation

Synergies: Integration between products and services

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etus

Etus platform integrated sale in Wordpress

locaweb

etus

Etus platform integrated sale in Hosting

locaweb

etus

Offer Etus via Locaweb Website

locaweb

etus

Etus platform integrated sale in Site Builder

locaweb

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Integration with the POS

DELIVERY DIRETO

CPlug

POS integration with SAP

samurai experts

DELIVERY DIRETO

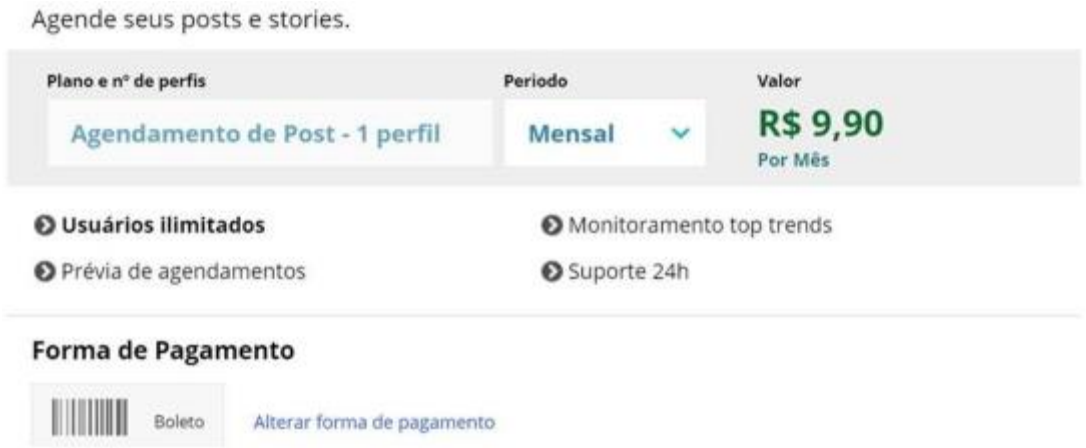
DD integration with external POS

samurai experts

Synergies: Integration between products and services

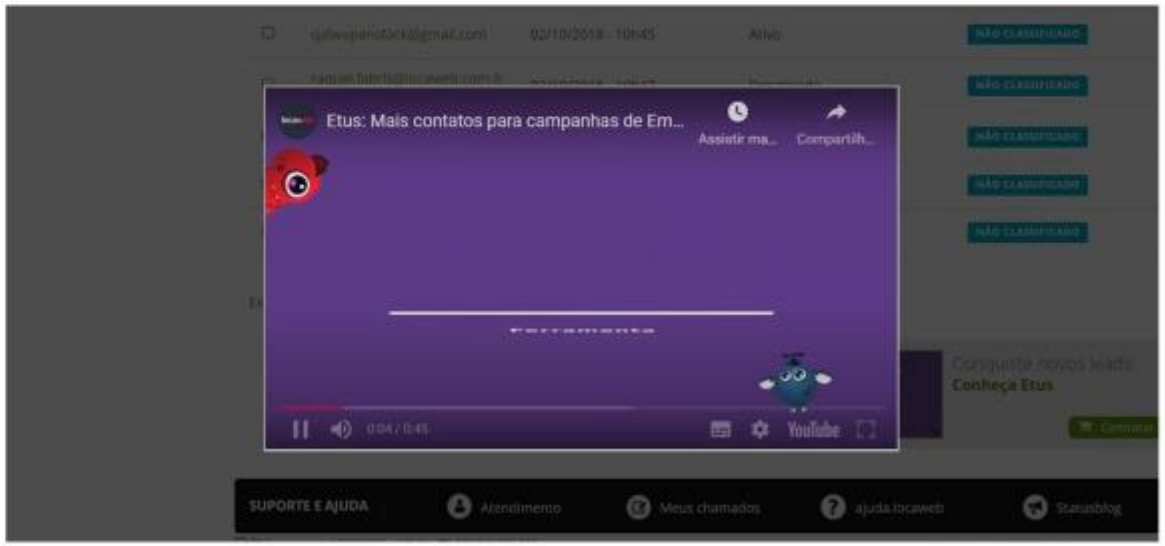






Synergies: Integration between products and services





Synergies: Integration between products and services

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DELIVERY DIRETO

Integration with Yapay ‘Cartão’

yapay

melhor envio

Integration with Yapay

yapay

DOOCA COMMERCE

Integration with Yapay

yapay

VINDI

Integration with Yapay

yapay

etus

Integration with Yapay 'Boletos'

yapay

Social Miner

Offer to SME customer

tray

ideris

Integration with Tray Corp

tray CORP

CREDISFERA

Credit offer to Tray customers

tray

DOOCA COMMERCE

Integration with ERP

bling!

tray

Integration with ERP

bling!

Synergies: Integration between financial products and services - Initial results

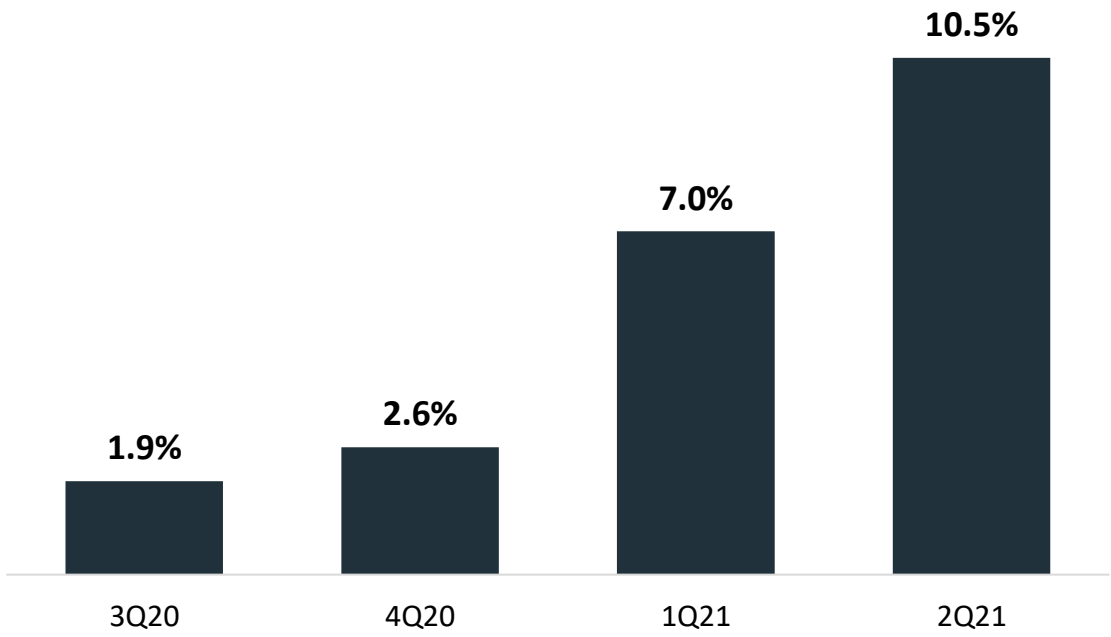
In 6 months Vindi's integration with Yapay already shows **expressive and accelerating** results.

10% Vindi's TPV volume that has already been processed by Yapay

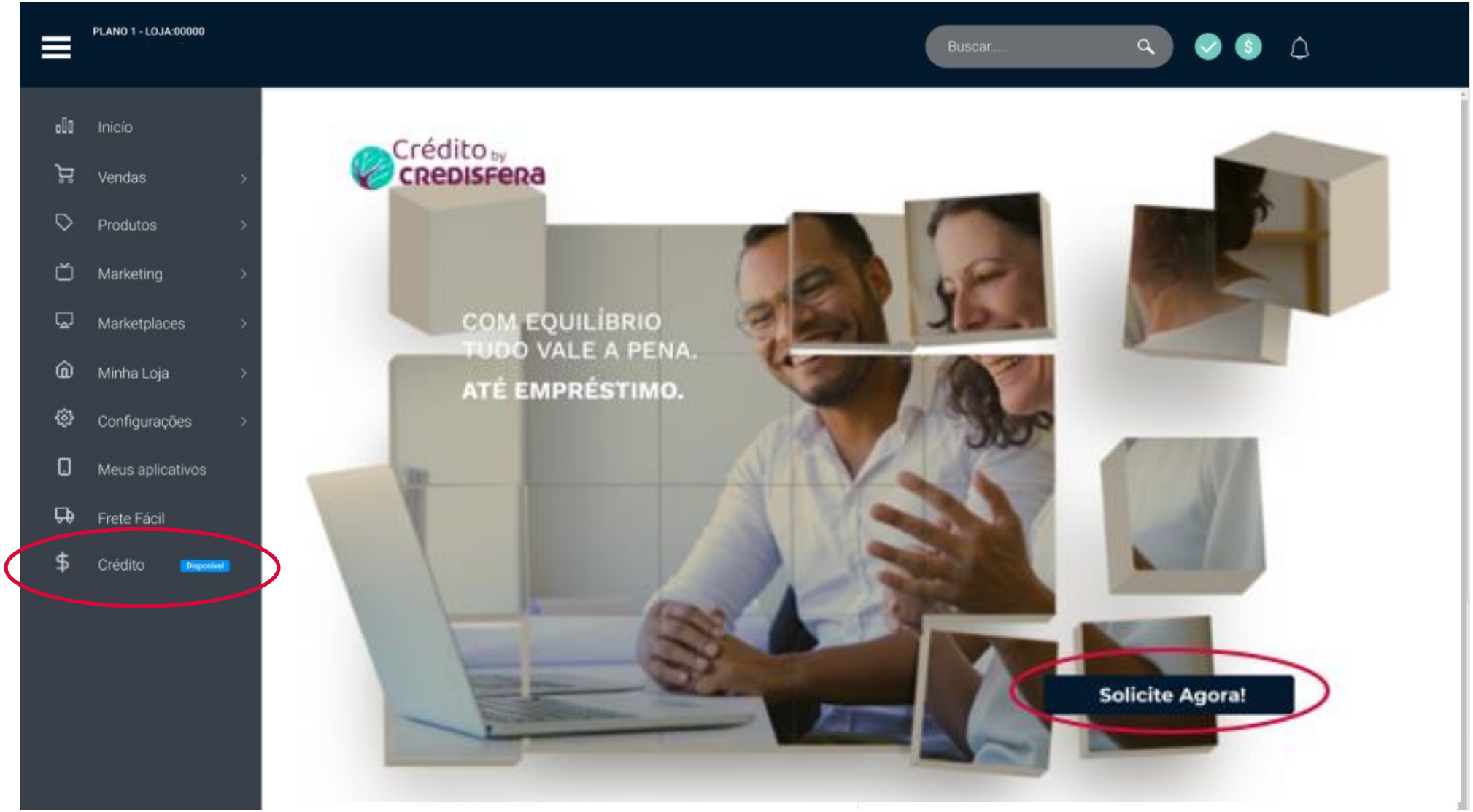
70% of new Vindi's customers already using Yapay

20% Vindi's customers already run with Yapay

Synergies already account for more than **10%** of the TPV processed by Yapay



Synergies: Integration between products and services – Credisfera



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Results

2Q21 Results Highlights

+57.1% Net Revenue in 2Q21 *vs* 2Q20 (R$ 184.3 million)

+159.3% Net Revenue in 2Q21 *vs* 2Q20

+64.9% Total GMV[1] in 2Q21 *vs* 2Q20 (R$ 4.6 billion)

+88.6% Yapay TPV in 2Q21 *vs* 2Q20 (R$ 712.4 million)

+58.5% Commerce segment Adjusted EBITDA growth in 2Q21 vs 2Q20

+28.8% Adjusted EBITDA growth in 2Q21 (R$ 41.3 million)

R$ 36.2 M Cash Generation[2] in 6M21

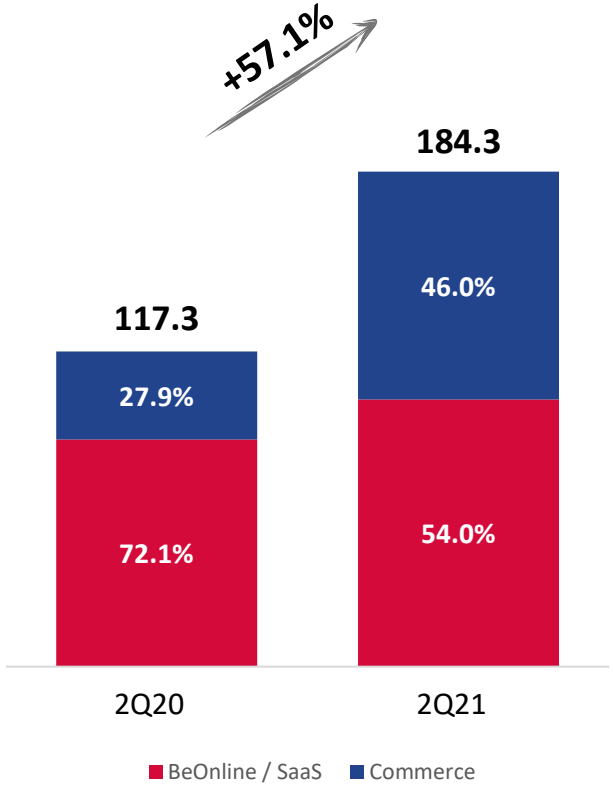
R$1,9 bi Net cash position[3]

(1) Total GMV is the sum of the GMV of e-commerce platform customers and the GMV of marketplace integrator and considers the pro forma result of those acquired in 2Q20
(2) Adjusted EBITDA minus Capex
(3) Cash plus income from derivatives minus loans and financing (does not include lease liabilities (IFRS 16))

Net Revenue – 2Q21

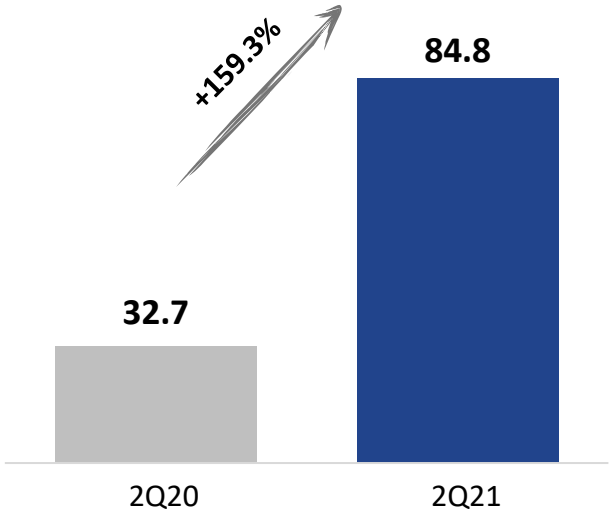
Consolidated

R$ M



Commerce

R$ M



Subscriptions Revenue

R$ 35.6 M

+204.7% vs. 2Q20

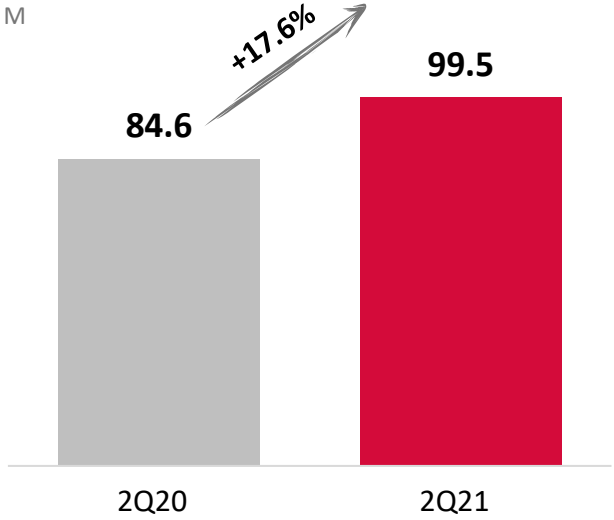
Ecosystem Revenue

R$ 49.2 M

+134.0% vs. 2Q20

BeOnline / SaaS

R$ M



 # Customers

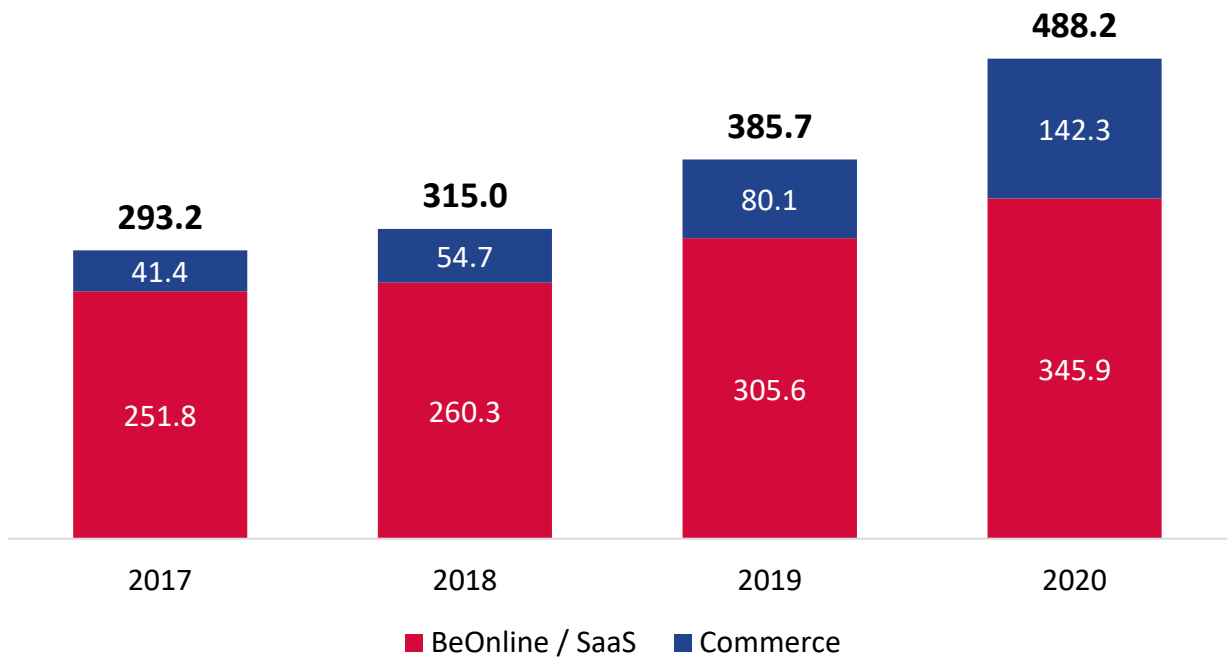
402.1 thousand

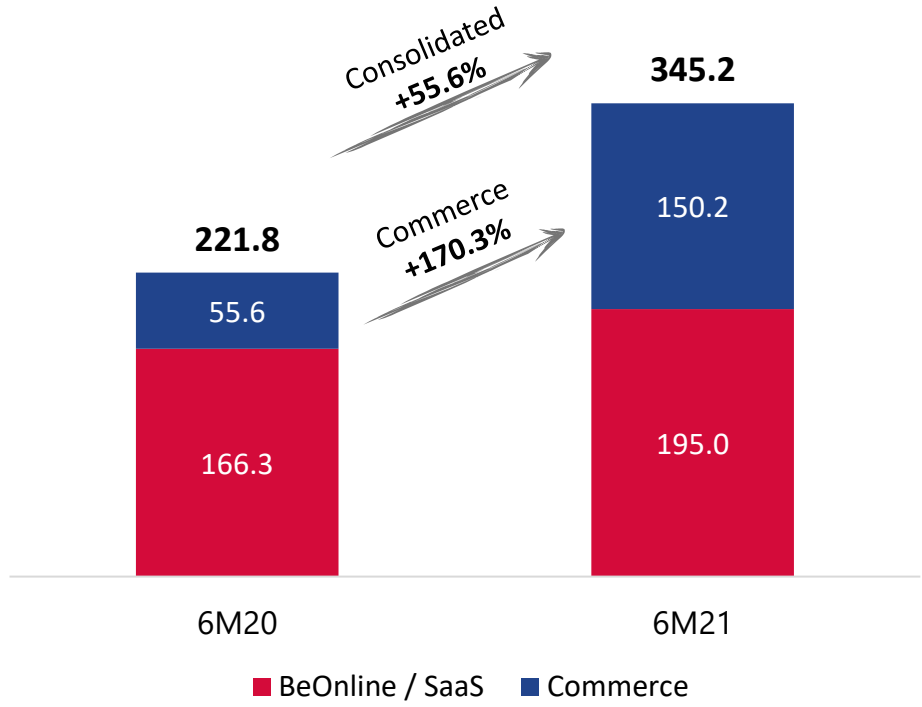
+8.9% vs. 2Q20

Net Revenue of 1H21 is already approximately the same revenue as the whole year of 2019

Consolidated

R$ M



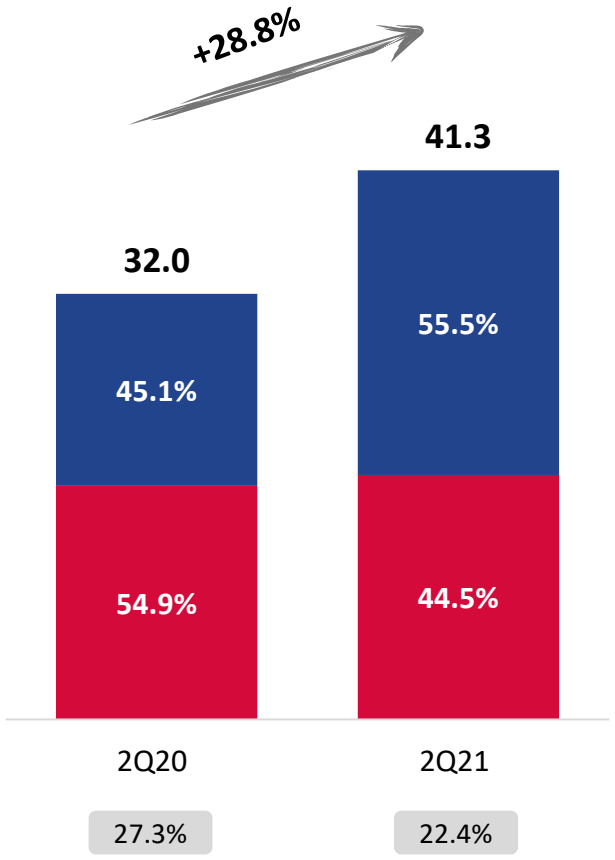


Adjusted EBITDA

Consolidated

R$ M

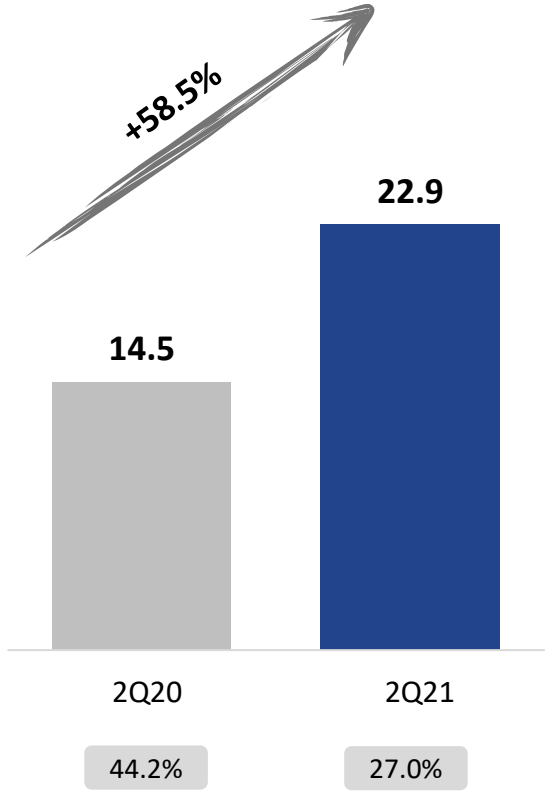
EBITDA Margin



Commerce

R$ M

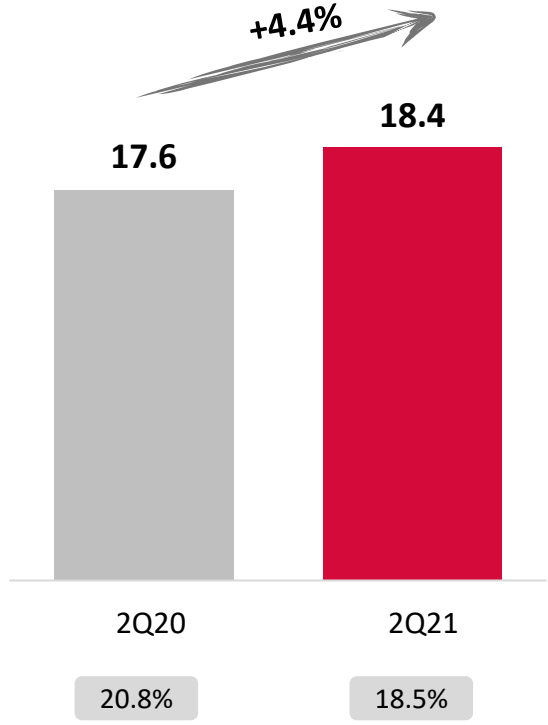
EBITDA Margin



BeOnline / SaaS

R$ M

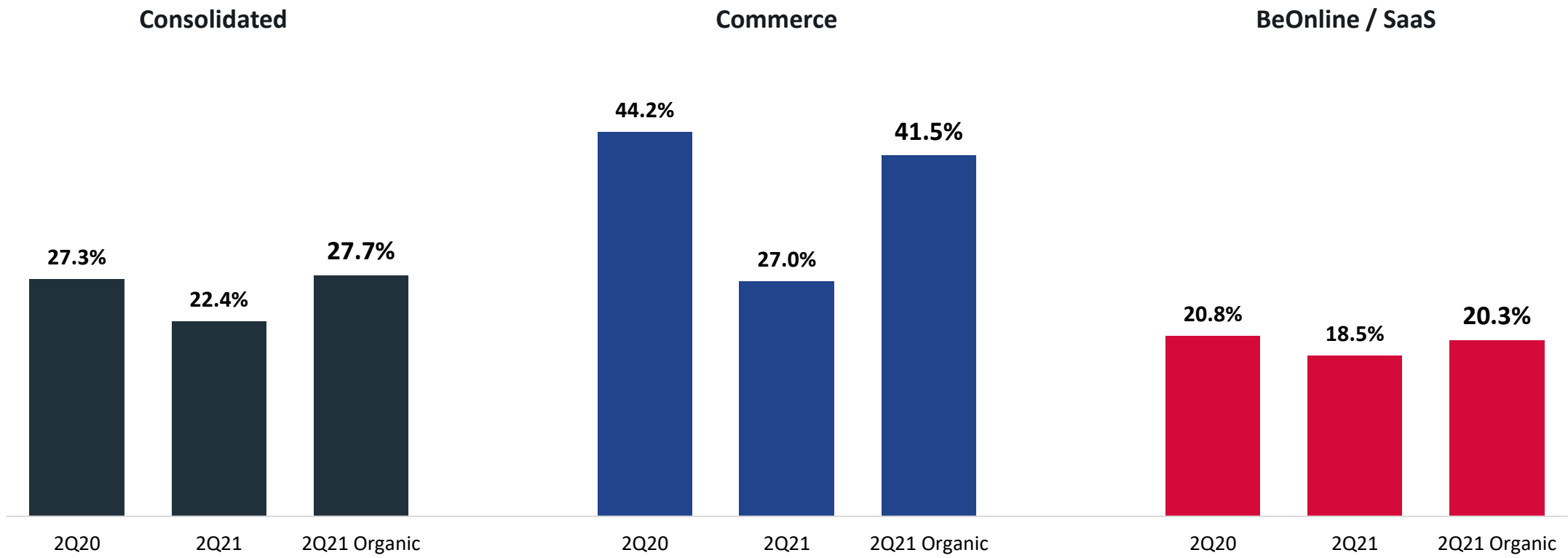
EBITDA Margin



BeOnline / SaaS Commerce

Adjusted EBITDA Margin[1] - Impact of acquired companies

EBITDA Margin

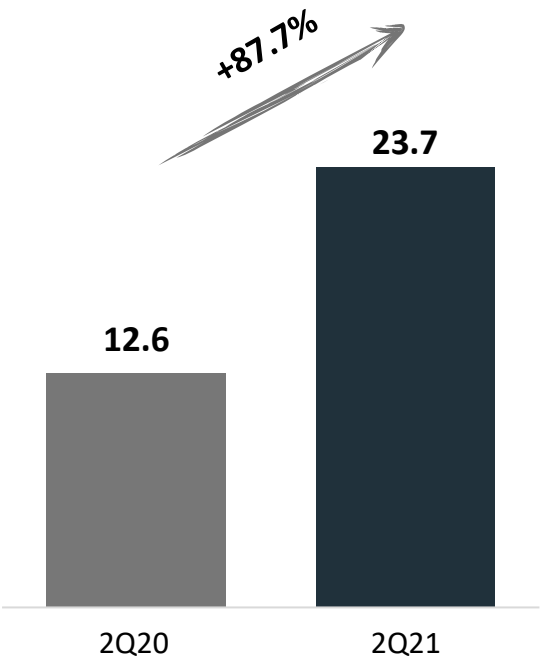


Organic Adjusted EBITDA Margin in the Commerce segment stood above 40%

(1) Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial metrics. For more information on our use of non-GAAP metrics, please see 3.2. of the Company's Reference Form

Adjusted Net Income

R$ M



Recomposition of Adjusted Net Income

R$ M

locaweb	2Q21	2Q20	vs 2Q20
Net income	**3.6**	**5.2**	**-31.8%**
(+) Stock option plan	3.3	3.2	3.4%
(+) Intangible amortization	6.2	1.0	497.5%
(+) Adjustment to present value of Acquisition Earnout	10.5	0.7	1457.4%
(+) Deferred income tax and social contribution	2.0	1.0	101.7%
(+) CPC 06 adjustment	0.0	0.4	-90.4%
(+) MtM	(2.0)	1.1	-276.1%
(+) IPO and Follow-on Expenses	0.0	0.0	n/a
Adjusted net income	**23.7**	**12.6**	**87.7%**
Adjusted net income margin (%)	*12.9%*	*10.8%*	*2.1 p.p.*

In 2Q21, Adjusted Net Income grew by 87.7%, with an expansion of 2.1 p.p. in the net margin

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Final Highlights

Final Highlights

- The company continues to accelerate even with the reopening of the economy
- Growth above the market and comparables
- Commerce operation accelerating and gaining share in the group
- Ongoing evolution of the e-commerce ecosystem with M&A and R&D
- Assertiveness in the M&A process - strategic fit and operational success
- Integration process of acquired companies already presents consistent results
- Many of the acquired companies already show accelerated growth

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Q&A