# GetNinjas

# 2Q21 and 1H21
# **Earnings Release**

→ 2021 August

## 2Q21 Highlights

New registered professionals:
**567 thousand**
**+314%** *vs* **2Q20**

Active professionals (LTM):
**179 thousand**
**+78%** *vs* **2T20**

**60%** of active professionals were **recurring** in 2Q21

Bundle sales[1]:
**R$18.7 million**
**+68%** *vs* **2Q20**

Clients' requests:
**1.3 million**
**+40%** *vs* **2Q20**

Satisfaction of professionals and clients: **Rating 8.8 Reclame Aqui**

Gross revenue:
**R$18.3 million**
**+69% vs 2Q20**

First **branding** campaign aimed at **offline media**

For the first time, certified with the **Great Place to Work** seal

**Partnerships:**

market4u | PADO | ANJO TINTAS | FÁCIL PERSIANAS

BANCO PAN | SAMSUNG | InterCement | oBoticário | SEBRAE SP

[1]Professionals purchase the bundle package using bank payment slip, PIX or credit card and thus revenue is recognized only when professionals use the bundles, acquiring leads.

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# Services and Horizontal Marketplace
## Connecting Professionals with Clients



**01**

Qual é a frequência do serviço?

Diário

Para quando você precisa deste serviço?

O quanto antes possível

Você já possui o material de limpeza? (Produtos de limpeza, balde, vassoura, etc)

Sim, possuo os materiais

Informações Adicionais

Preciso de uma diarista dedicada pois atualmente não tenho trabalhando de casa.

**Buscar Profissionais**

The customer
**requests a service**

**02**

Disponíveis    Meus pedidos    Realizados

Diarista - Limpeza Padrão
Eduardo H.
A 500 m - Consolação
SEJA O PRIMEIRO A LIBERAR O PEDIDO!

Diarista - Limpeza Comercial
Vitor A.
A 900 m - Bela Vista
SEJA O PRIMEIRO A LIBERAR O PEDIDO!

Diarista - Limpeza Padrão
Felipe G.
A 1 km - Jardim América

This request is broadcasted
**to our entrepreneurs**

**03**

Diarista

Vila Madalena - São Paulo, SP
A 4 km de você

Qual serviço você procura?
Diarista

Qual é o local do serviço?
Apartamento

Contato do cliente
Maria C.
(11) 9****-**21
m****@*****.com
🔒 87

🗑  LIBERAR PEDIDO  💰 87

Entrepreneurs pay
**to give a quote**

**04**

Débora Freitas da Conceição
⭐ 4.6 (67 avaliações)
Documentos verificados

Benedita de Sena
⭐ 4.6 (50 avaliações)
Documentos verificados
Negociou com 58 clientes

Joana Pereira
⭐ 4.8 (67 avaliações)
Documentos verificados
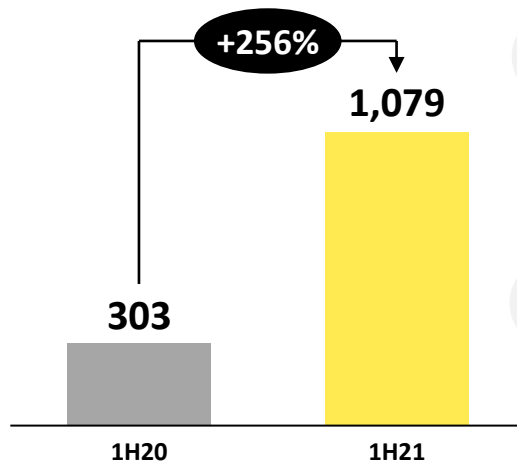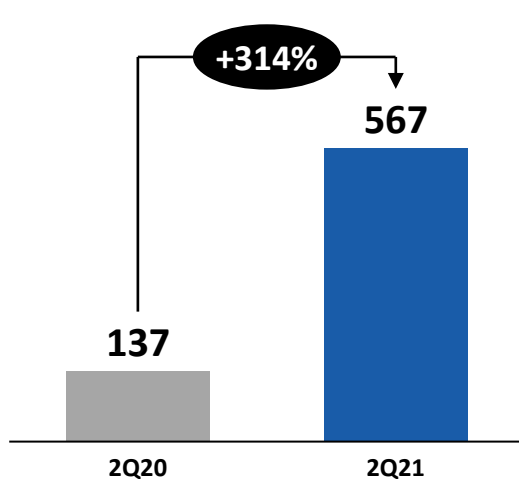Negociou com 430 clientes
(11) 975843-7855
Ver perfil    Whatsapp

The customer chooses
**the entrepreneur**

3

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# Highest Number of **New Registered Professionals**

**New Registered Professionals ('000)**



**+314%**

567

137

2Q20 2Q21

**+256%**

1,079

303

1H20 1H21

2Q21 registrations highlights: **domestic services, classes, health and design and technology**

**Growth of 500%** in professionals' registrations in the **10 key new categories**

**10 main categories** of services

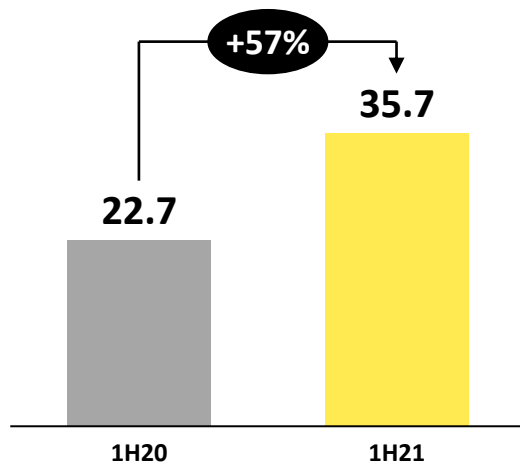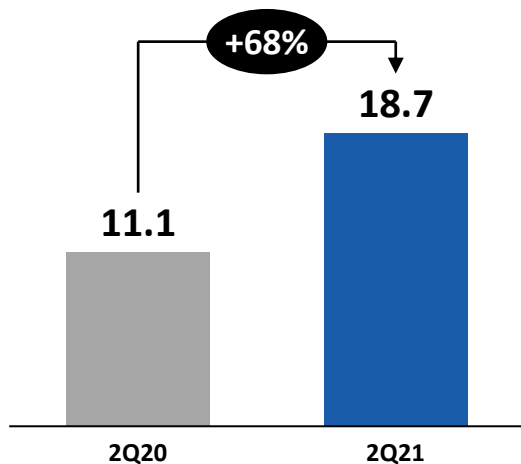**More than 540** categories of services

**Largest marketplace for services** in Brazil

**UX Focus**

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# Growth of
# **Bundle Sales**
—

**Bundle Sales**[1]
(R$ million)



```
         +68%                          +57%
                    18.7                          35.7

  11.1                          22.7

  2Q20         2Q21             1H20          1H21
```

**Active professionals**
(LTM): **179 thousand**
+78% vs 1H20

**60%** of active
professionals in 2Q21
and 1H21 were **recurring**

[1]Professionals purchase the bundle package using bank payment slip, PIX or credit card and thus revenue is recognized only when professionals use the bundles, acquiring leads.

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# Increase in
## Clients' Requests
—

**Clients' Requests**
('000)

**+40%**

**1,301**

**931**

2Q20 | 2Q21

**+38%**
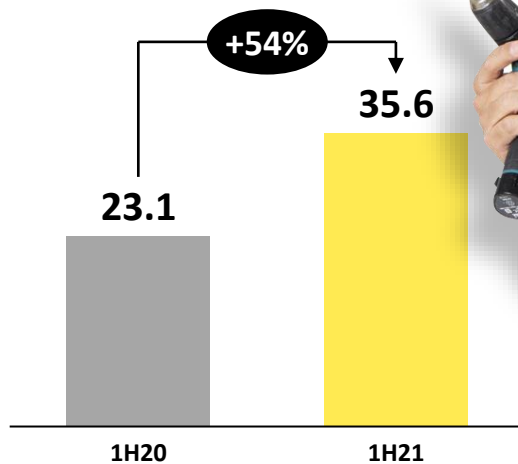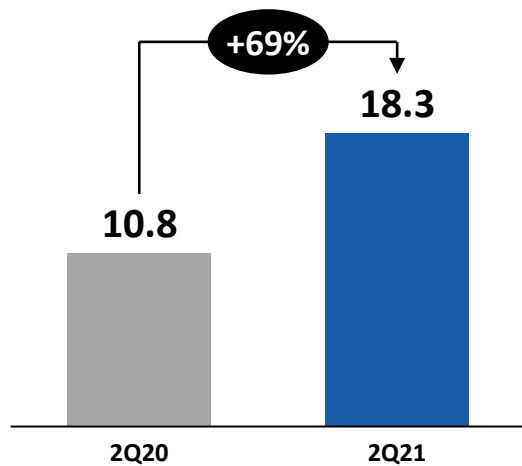
**2,564**

**1,862**

1H20 | 1H21
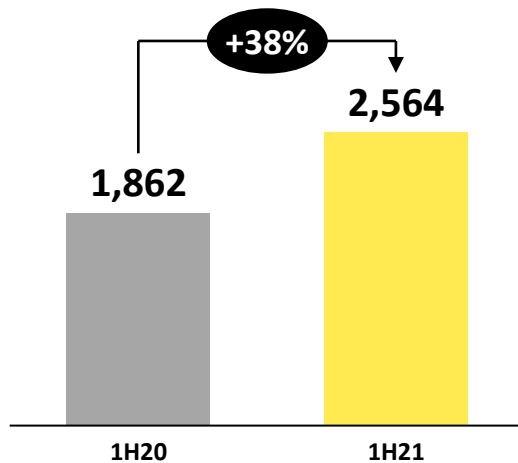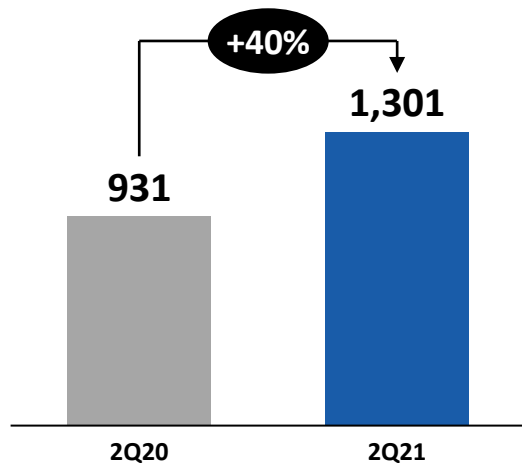
In 2Q21 requests mainly concentrated in **home renovation, tech support, domestic services and consulting**

In 2Q21 and 1H21 about **50%** were **recurring clients**

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# Double-digit
## Growth
—

**Gross Revenue**
(R$ million)

```
                +69%
                        18.3
   10.8

   2Q20        2Q21
```

```
                +54%
                        35.6
   23.1

   1H20        1H21
```
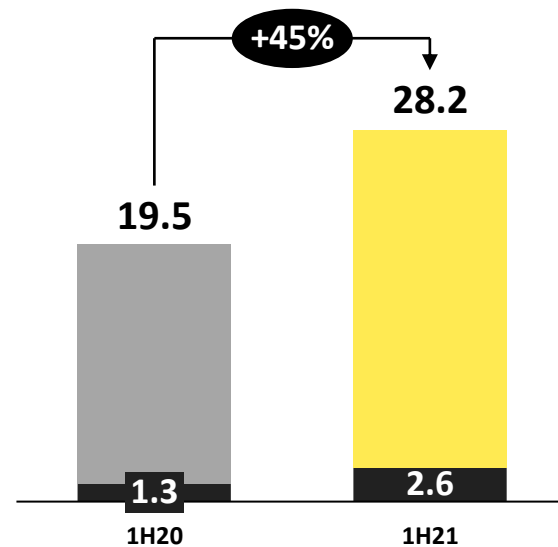
Ronaldo do Santos, Furniture Assembler

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# Efficiencies with
## Gross Profit
—

**Gross Profit and Costs**
(R$ million)

**+49%**

14.1

9.5

**Gross Profit**

**Costs**

0.5

1.4

2Q20

2Q21

**+45%**

28.2

19.5

1.3

2.6

1H20

1H21

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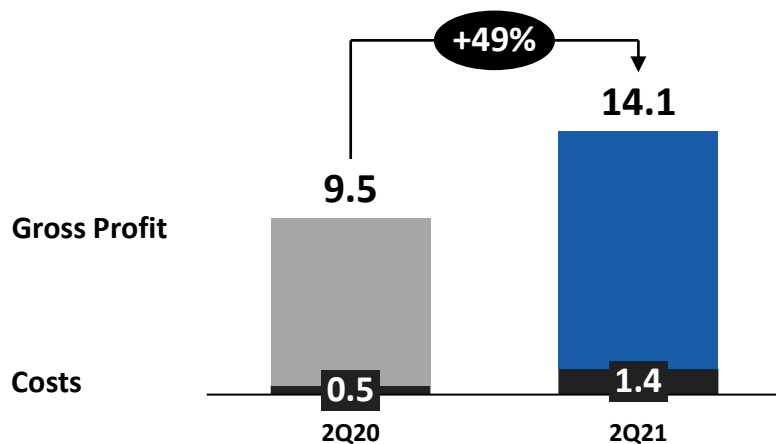
# Investment in
# **People**

**G&A Expenses**
(R$ million)

**+154%**

**12.0**

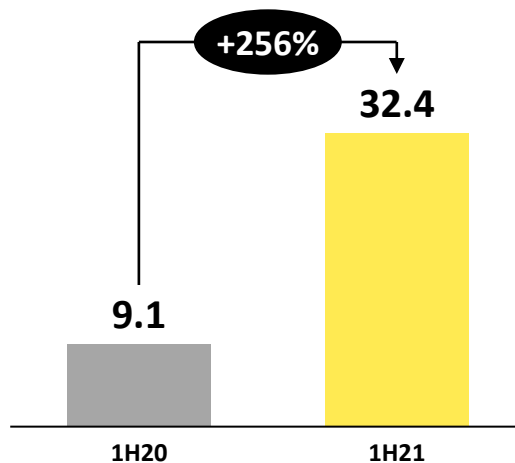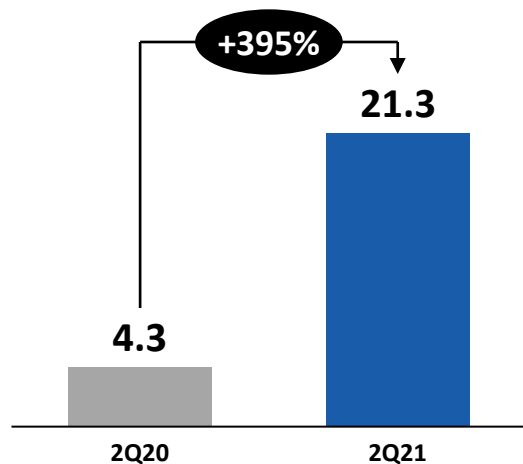**4.7**

2Q20 | 2Q21

**+111%**

**20.3**

**9.6**

1H20 | 1H21
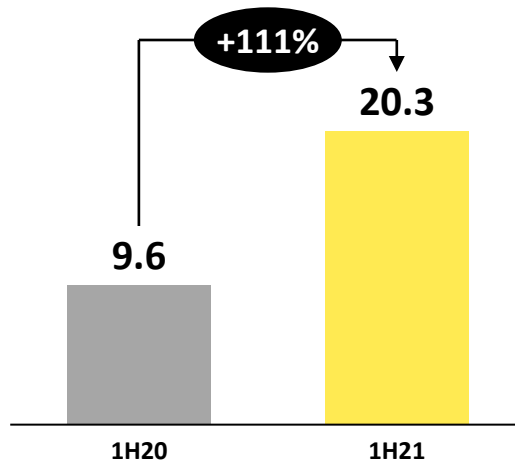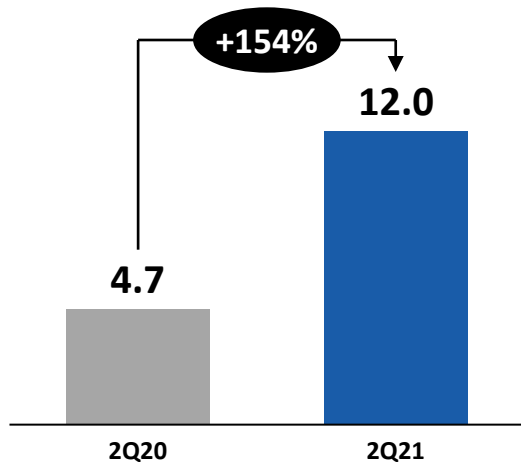
**217 employees** in June 2021 *vs.* 96 in June 2020

New hirings mainly for **technology, marketing and customer service areas**

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# Investment in
# Marketing
—

**Commercial Expenses**
(R$ million)

**+395%**

**21.3**

**4.3**

2Q20

2Q21

**+256%**

**32.4**

**9.1**

1H20

1H21
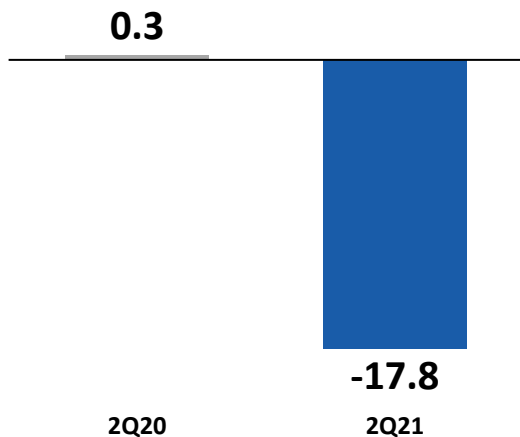
Commercial expenses, which are **marketing expenses**, with the greater concentration of resources in **media**

**GetNinjas**
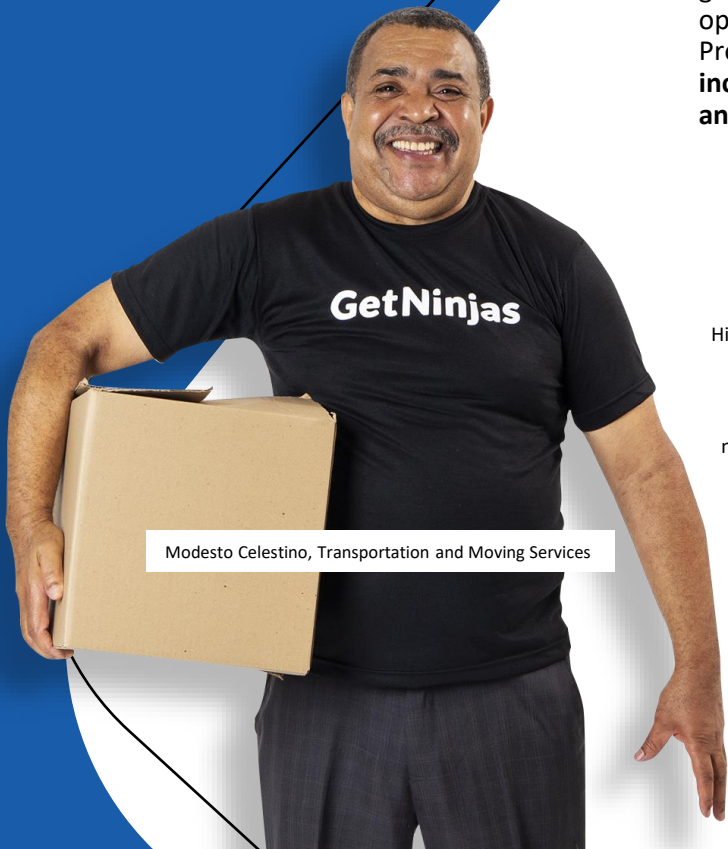
# Bottom Line Impacted
## By Higher Operating Expenses

—

**Net Income (Loss)**
(R$ million)

0.3

0.5

-17.8

-23.4

2Q20　　2Q21　　　　1H20　　1H21
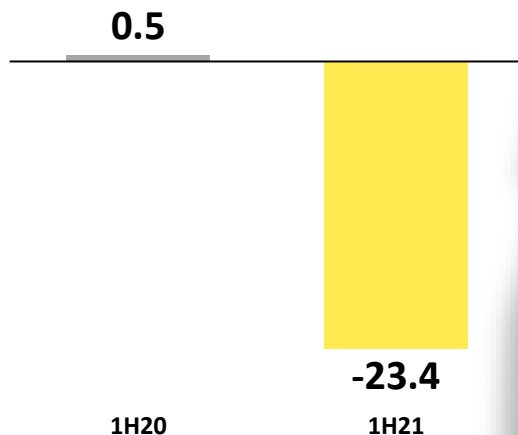
André Vieira, Tech Support

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# How does GetNinjas **grow?**

Growth in investments in attracting Clients generate more opportunities for Professionals, **increasing engagement and retention..**.



Modesto Celestino, Transportation and Moving Services

More
**Demand**

Cross category

High retention

Growth in the number of requests

Higher
**Flow**

Higher
**Growth**

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Best opportunities

Increase of income

Improved services and retention

More
**Offer**

...generating a
**sustainable growth**.

**GetNinjas**
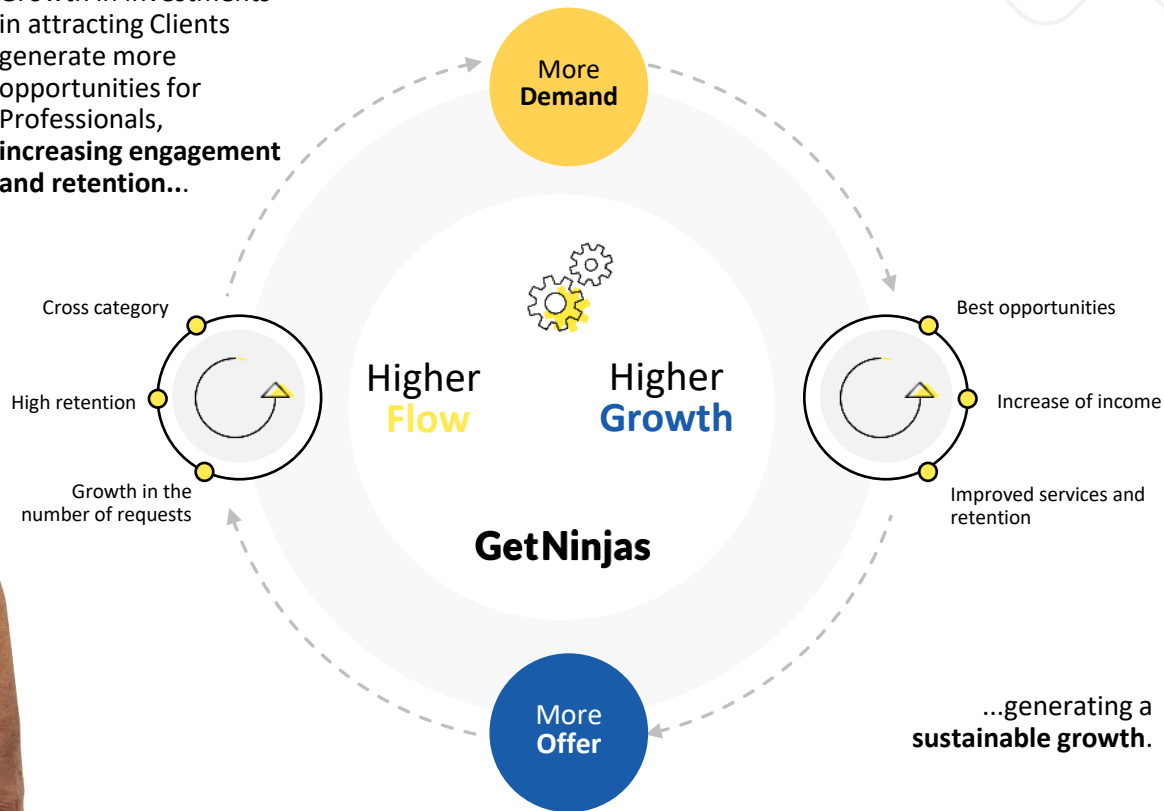
# Strategy to increase the
# Density of Professionals

Since January 2020, the creation of
**134** **new services categories**

Growth of
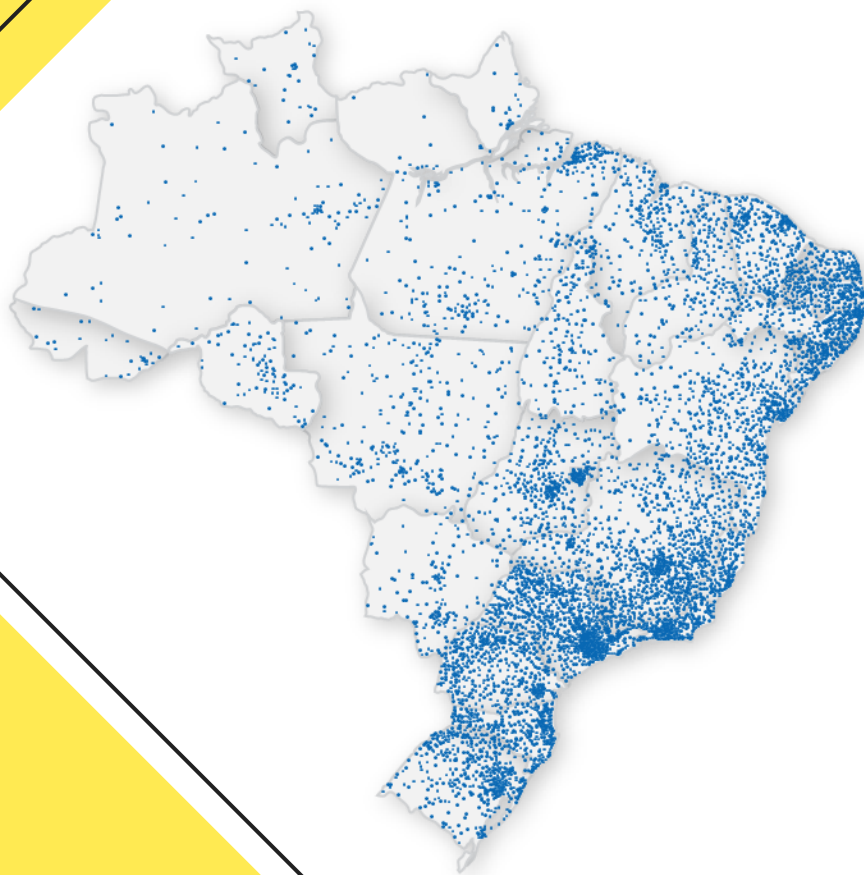**500%** in the **registration of professionals** in the 10 **new categories** that stood out

Activities in
**4,000** **cities in Brazil**

Operating in
**70%** **of the Brazilian territory**

Expansion in the new registered professionals
**416%** **in the North and Northeast regions**

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# First Branding Campaign
## Offline Media

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# Partnership with Banco Pan:

Complementing the business, improving the user experience and adding revenue

—

**Credit Card**

**Checking Account**

**Personal Loan**

## Professionals
Self-employed and often informal

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Highly engaged user base and proprietary lead model data create strong competitive advantage
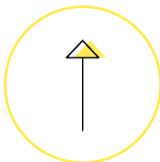
Osni Costa, Handyman

**BANCO PAN**

Market positioning with solutions that meet the GetNinjas audience profile (classes C, D and E)

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# Next Steps:
## Solid plan to keep growing

Camila Ferreira, Manicure

## Growth & Scale

- GetNinjas is positioned in a barely penetrated addressable market, ready for disruption
- Organic growth opportunities and through acquisitions

## Financial Services

- Offering financial products to Professionals, bringing greater activation and retention
- Increase the recruitment of Professionals by introducing the platform to Banco Pan's clients.

## Training for Professionals and Distribution Channels

- Provide the best training and professionalization tools (Ninja Academy)
- Increase partnerships with strategic companies

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