

**GetNinjas**

# 1Q21 Results Presentation

→ 2021 May



# GetNinjas is the Leading Horizontal Marketplace Platform that Serves the Growing Entrepreneurial Class in Brazil



## Large Services Offering:

- One-stop shop for customers, more than +500 services categories.



## Superior Scale:

- More than 4MM services requests per year - 1 every 9 seconds!
- R\$960MM hired per year.



## Huge Value for Entrepreneurs:

- GetNinjas connects customers and entrepreneurs providing a source of income.



## Convenience and Safety:

- Intuitive UX (simple to understand).
- Review based system.
- AI based matching algorithm matches job with best pros.
- Background check.



## Pure Tech:

- Strong engineering, data & products teams.
- 100% proprietary algorithm.
- Robust data infrastructure.



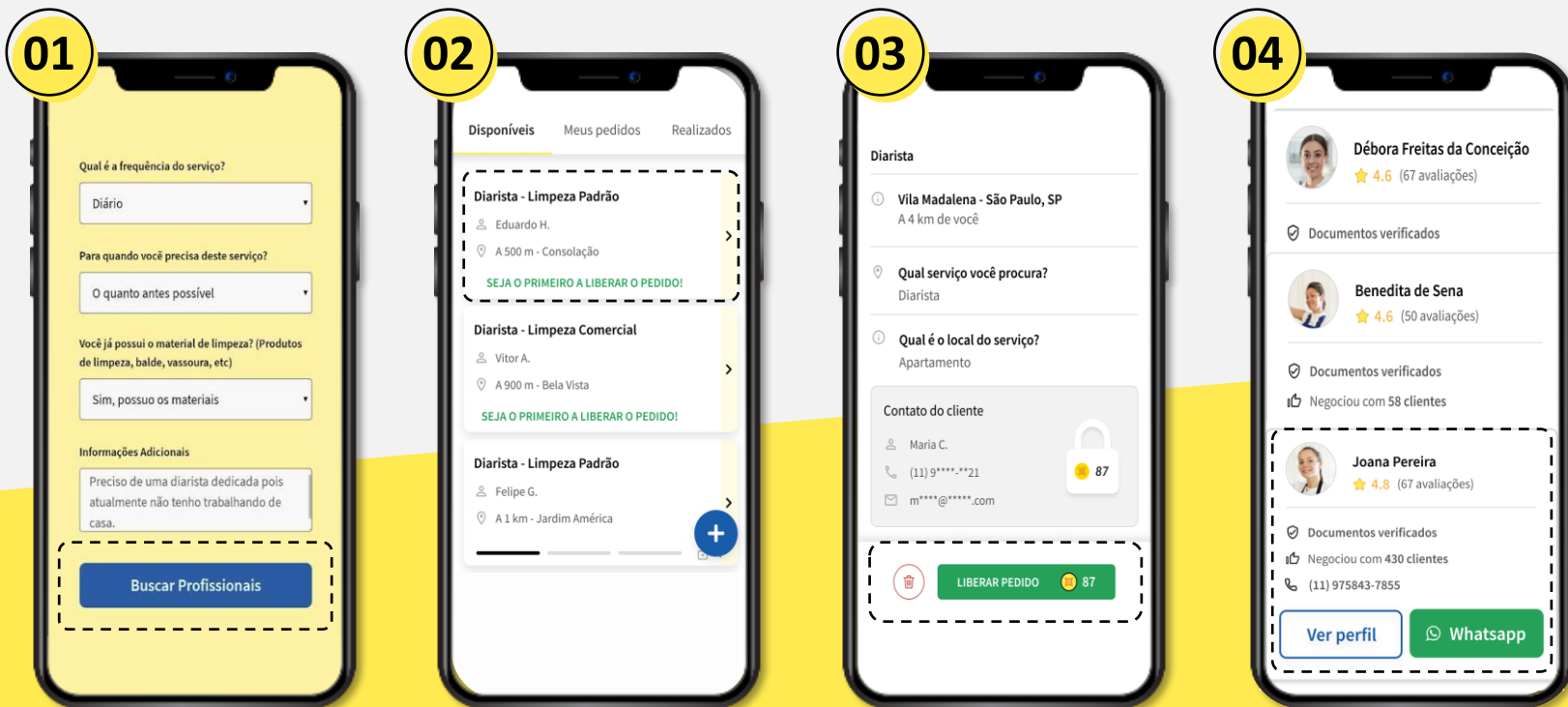
## Great Unit Economics:

- Increasing recurrence supports 4.0x LTV/CAC.
- Strong gross margin (~90%) with breakeven bottom line.



Camila Ferreira, Manicure

# GetNinjas' Business Model



# Monetization Strategy Based on Sophisticated Analytic Tools, Underpinned by a Robust Data Base

## Key Advantages:



### Prevents Non-show Events

Entrepreneurs pay for the service in advance, therefore they only confirm the visits if they are available for the service.



### Technical Visit

The lead payment anticipates eventual technical visits, which may be included in the final budget.



### Prevents Disintermediation

As the service request only becomes available after the lead payment, any disintermediation is thus prevented.



### Full Horizontality

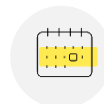
Monetization strategy applicable to any type of service, guaranteeing Company's value driver: horizontality service offering.

## Lead Price Value Driver



### Average Ticket

Variable that takes into consideration the workload for each service. For e.g.: the lead price for a 4-rooms painting is higher than 1-room.



### Service Recurrence

When the service indicates a recurrence perspective (e.g. a personal trainer), the lead price incorporates the NPV<sup>(1)</sup> of the future services.



### Geography

Lead price reflects the average service price for each city.



### Take-rate

Price optimization considering total visualization, the entrepreneurs review rate and a fine-tuning through A/B testing, adjusting the price to past events.

The lead base price strategy besides of guaranteeing a fair pricing for each one of the wide offering of services in Company's platform, it incorporates future recurrences for the services and also prevents eventual disintermediation

(1) NPV: Net Present Value

# 1Q21 Highlights



Registered Professionals high-record:  
**512 thousand +208% vs 1Q20**



Maintenance **ReclameAqui**  
**8.9 rating**



Active professionals (LTM): **141 thousand +46% vs 1Q20**



Bundle sales<sup>1</sup>:  
**R\$17.0 million +47% vs 1Q20**



1.3 million Clients requests:  
**+36% vs 1Q20**



Gross Revenue:  
**R\$17.3 million +41% vs 1Q20**



Strong gross margin:  
**92%**



Investment discipline and scalability of the business:  
CAC stood at **~R\$29**



IPO: 05/17/2021  
**NINJ3 (R\$20.00/share)**

Partnerships:



SAMSUNG

InterCement

oBoticário

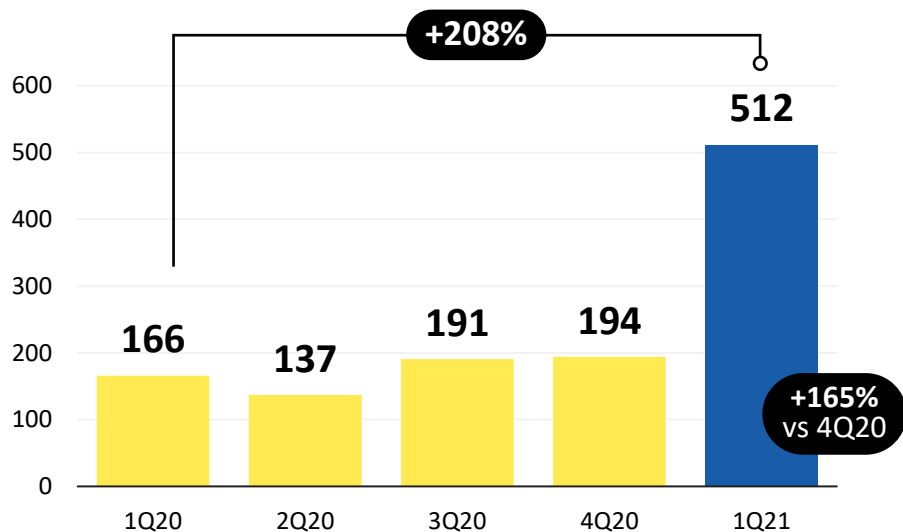


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<sup>1</sup>Professionals acquire bundles through bill of exchange, PIX or credit card and thus the revenue is recognized only when the professionals use the coins

# Robust Growth of New Registered Professionals

New Registered Professionals  
(‘000)



In 1Q20, the **highest number** of new registered professionals.



**More than 3 times** growth over 1Q20.

**10 main categories**  
of services

**More than 540**  
services categories

**Largest marketplace**  
for services  
in Brazil

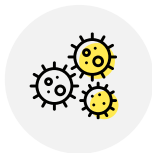
**UX Focus**

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# Accelerated the Search for Services Online



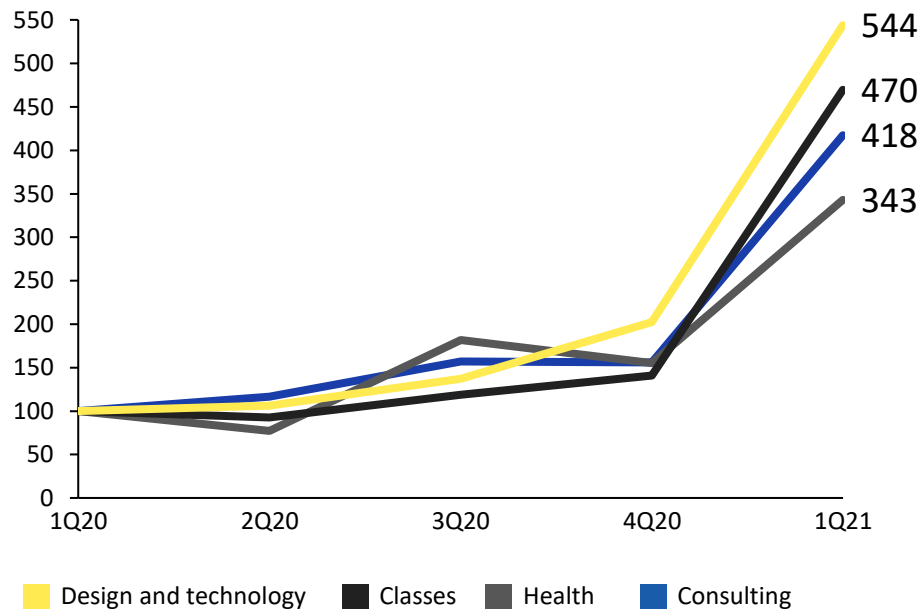
André Vieira, Tech Support



COVID-19 increased **digital penetration** which **accelerated** the Search for **services online**.

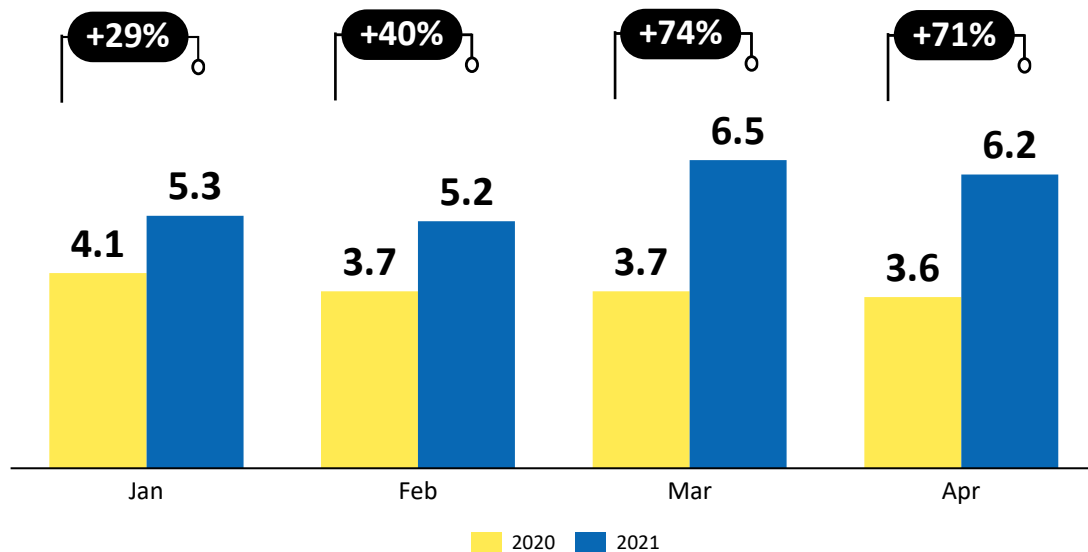
Registrations **highlights: consulting, classes, health and design and technology.**

## New Registered Professionals by Category (base 100)



# Growth of Bundle Sales

**Bundle Sales<sup>1</sup>**  
(R\$ million)



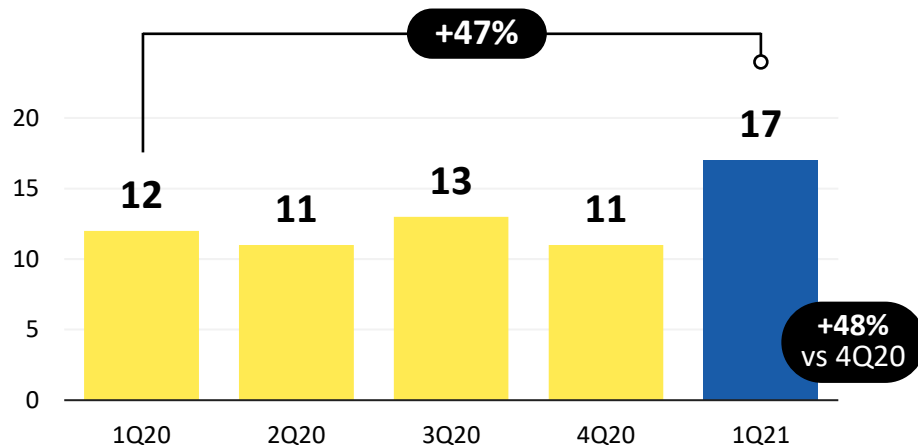
Since February,  
**acceleration of  
marketing  
investments.**

<sup>1</sup>Professionals acquire bundles through bill of exchange, PIX or credit card and thus the revenue is recognized only when the professionals use the coins



# Increase In Bundle Sales

Bundle Sales<sup>1</sup>  
(R\$ million)



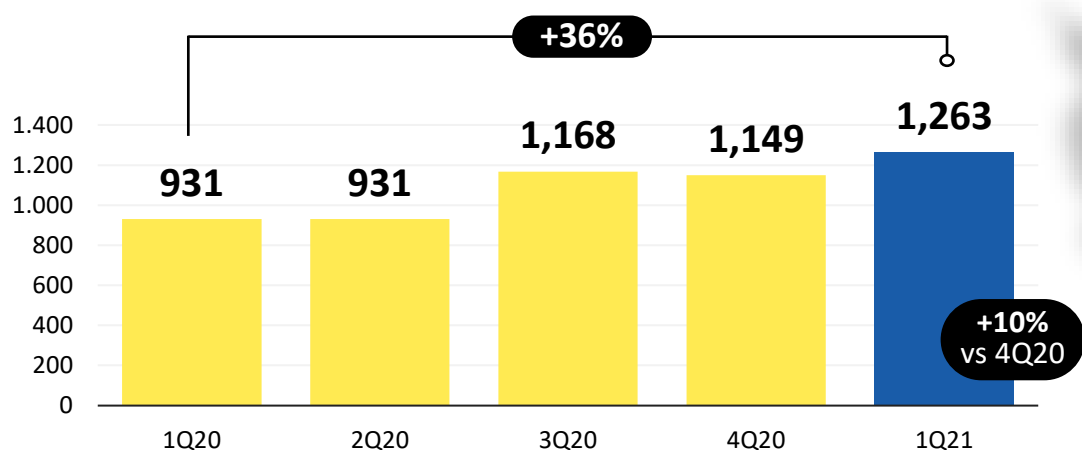
<sup>1</sup>Professionals acquire bundles through bill of exchange, PIX or credit card and thus the revenue is recognized only when the professionals use the coins



Attraction of new  
**professionals.**

# Increase in Clients Requests

Clients Requests  
(‘000)



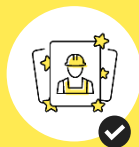
Main categories requests:  
**home renovation and tech support.**



Ronaldo do Santos, Furniture Assembler

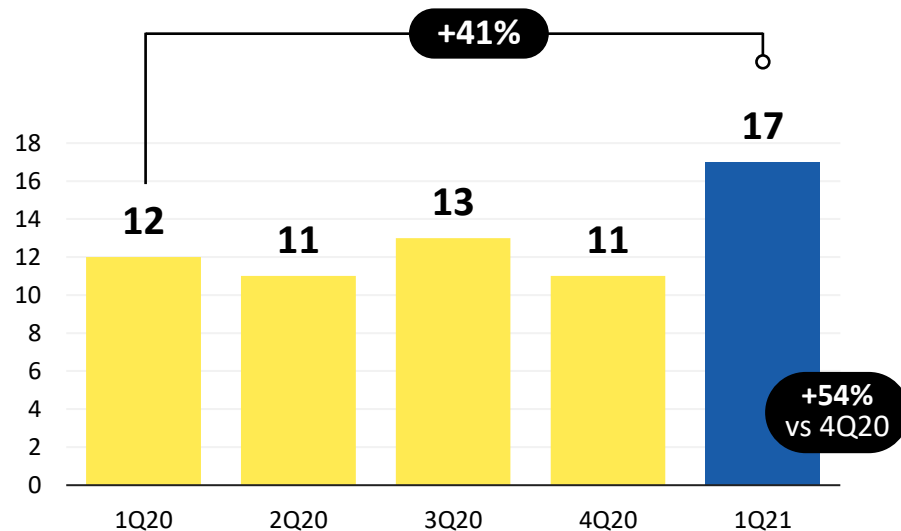
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# Consistent High Double-digit Growth



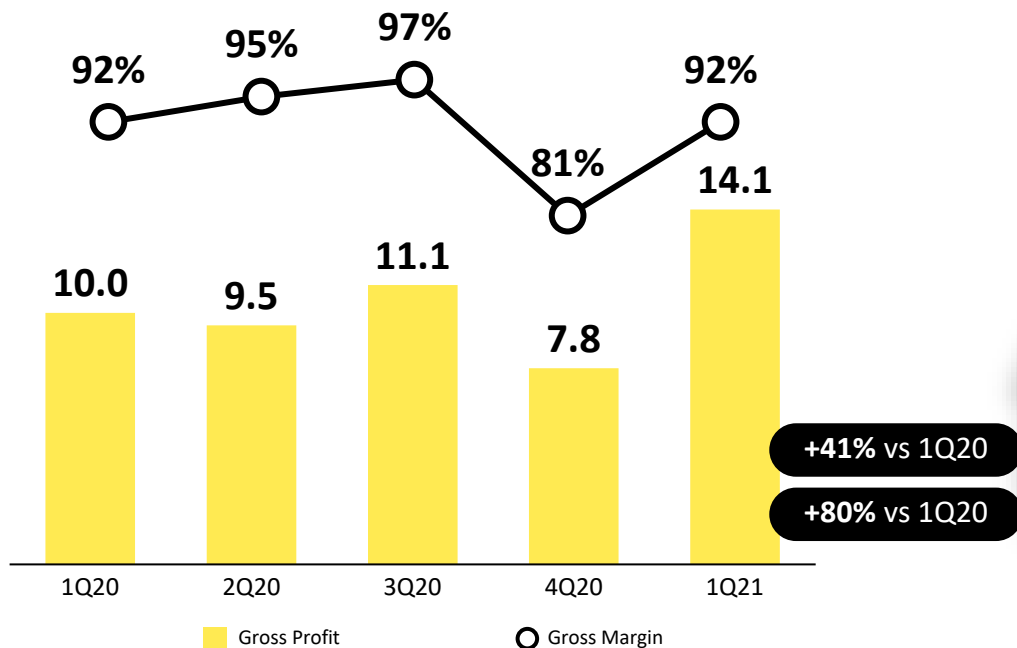
Higher number of clients requests have led professionals to generate more leads.

Gross Revenue  
(R\$ million)



# Efficiencies with High Gross Margin

Gross Profit and Gross Margin  
(R\$ million)

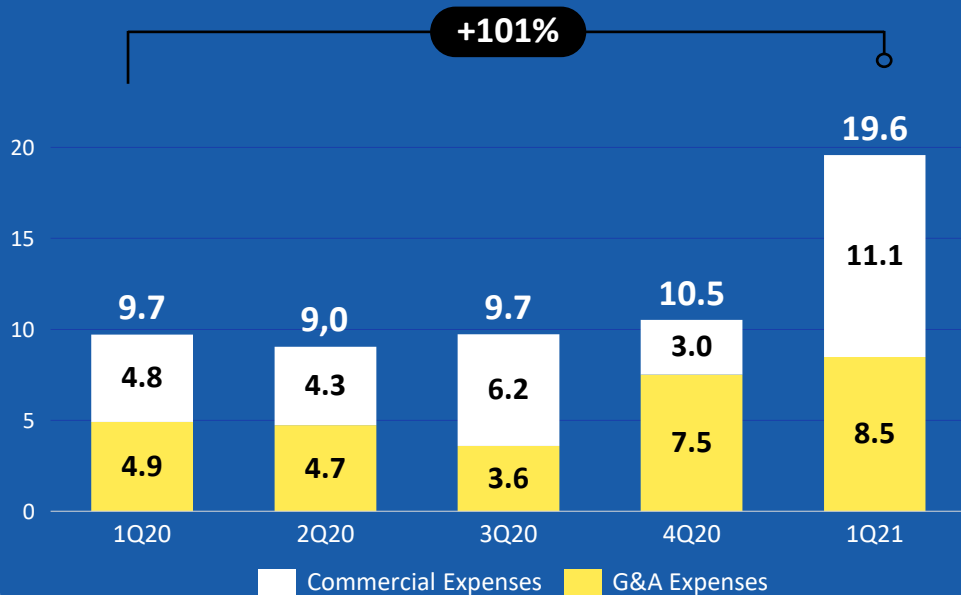


Camila Ferreira, Manicure

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# Operating Expenses

R\$ million



increase in the  
**Company's workforce**  
mainly in tech areas

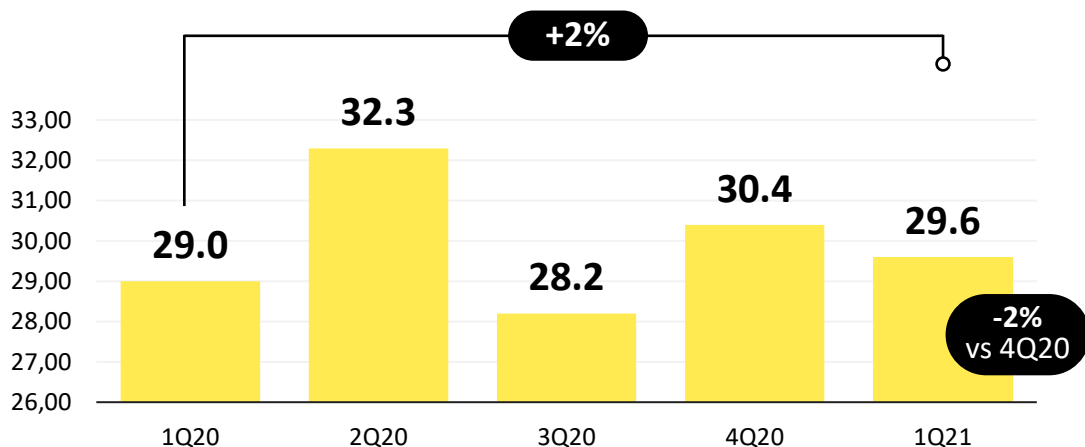


Accelerated marketing  
investments, related to  
**capturing professionals and  
clients**



# Ensuring Business Growth

Customer and Professional Acquisition Cost (R\$)



**Strong return over time:**  
3x in 30 months | 4x in 5 years



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# EBITDA

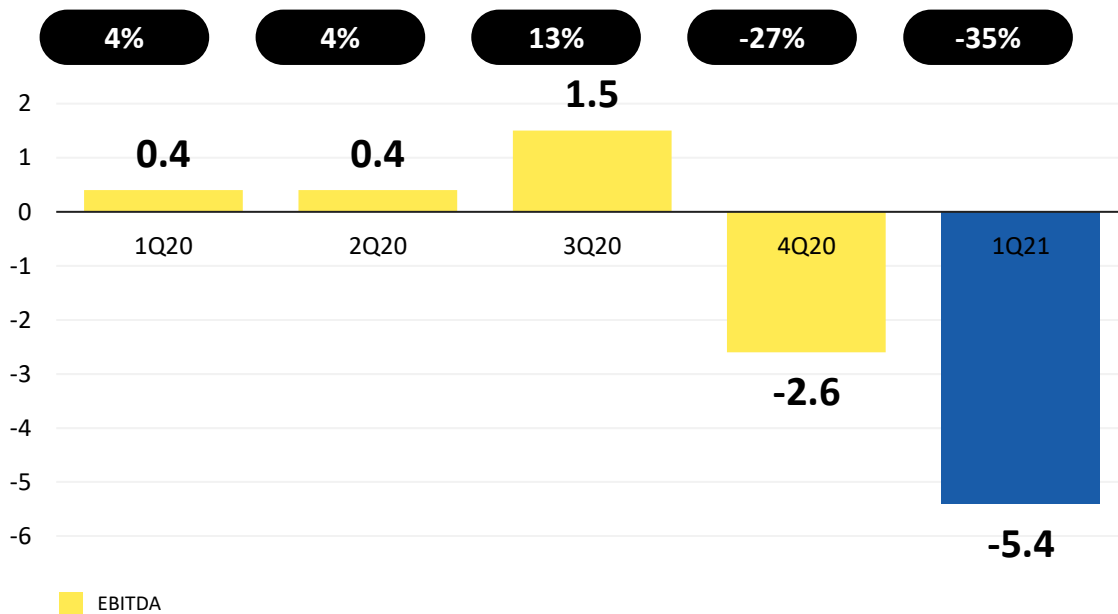


**Higher expenses,  
mainly in marketing.**

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Modesto Celestino, Moving furniture

## EBITDA and EBITDA Margin (R\$ million)



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# Banco Pan Partnership:

Complement our Core Value  
While Improving UX and  
Adding Revenue Streams

## GetNinjas

Highly engaged user base  
and lead model proprietary  
data create a strong  
competitive advantage

Credit Card

Bank Account

Insurance

MoU signed in **April 2021**

Process **in progress**

**Professionals**  
self-employed  
professionals

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Osni Costa, Home Renovation

Loans

Investments

**BANCO PAN**

Positioned in the market  
for C, D and E, social  
classes that most of the  
professionals registered  
with GetNinjas meet

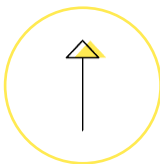
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# Next Steps: Solid Plan to Continue Growing



Rosana Souza, Nutritionist



## Core Growth & Scale

- GetNinjas' is positioned within a significant underpenetrated addressable market
- GetNinjas Labs



## Financial Services

- Comprehensive footprint supports revenue growth through new payment solutions
- Banco Pan Partnership



## Professional Assistance and Distribution Channel

- Providing best-in-class professionalization tools (Academia Ninja)
- Increase partnership with strategic companies

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