

GetNinjas

3Q21 and 9M21 Results

→ 2021 November



3Q21 Highlights



New registered professionals:

463 thousand

+142% vs. 3Q20



Active professionals (LTM):

205 thousand

+89% vs. 3Q20



66% of active PROs were **recurring** in 3Q21



Bundle sales¹:

R\$18.8 million

+50% vs. 3Q20



Clients' requests:

1.4 million

+17% vs. 3Q20



Satisfaction of professionals and clients: **a score of 8.8 on Reclame Aqui**



Gross Revenue:

R\$18.9 million

+46% vs. 3Q20



Employees:

222

+89% vs. 3Q20



Celebration of **10 years of history**

Partnerships:



SHERWIN
WILLIAMS.

etna

comgos

multicoisas
soluções para o seu dia a dia

CASA&VIDEO

CentralAr.com

V O J O .

HomeHub
by JUDICE & ARAUJO

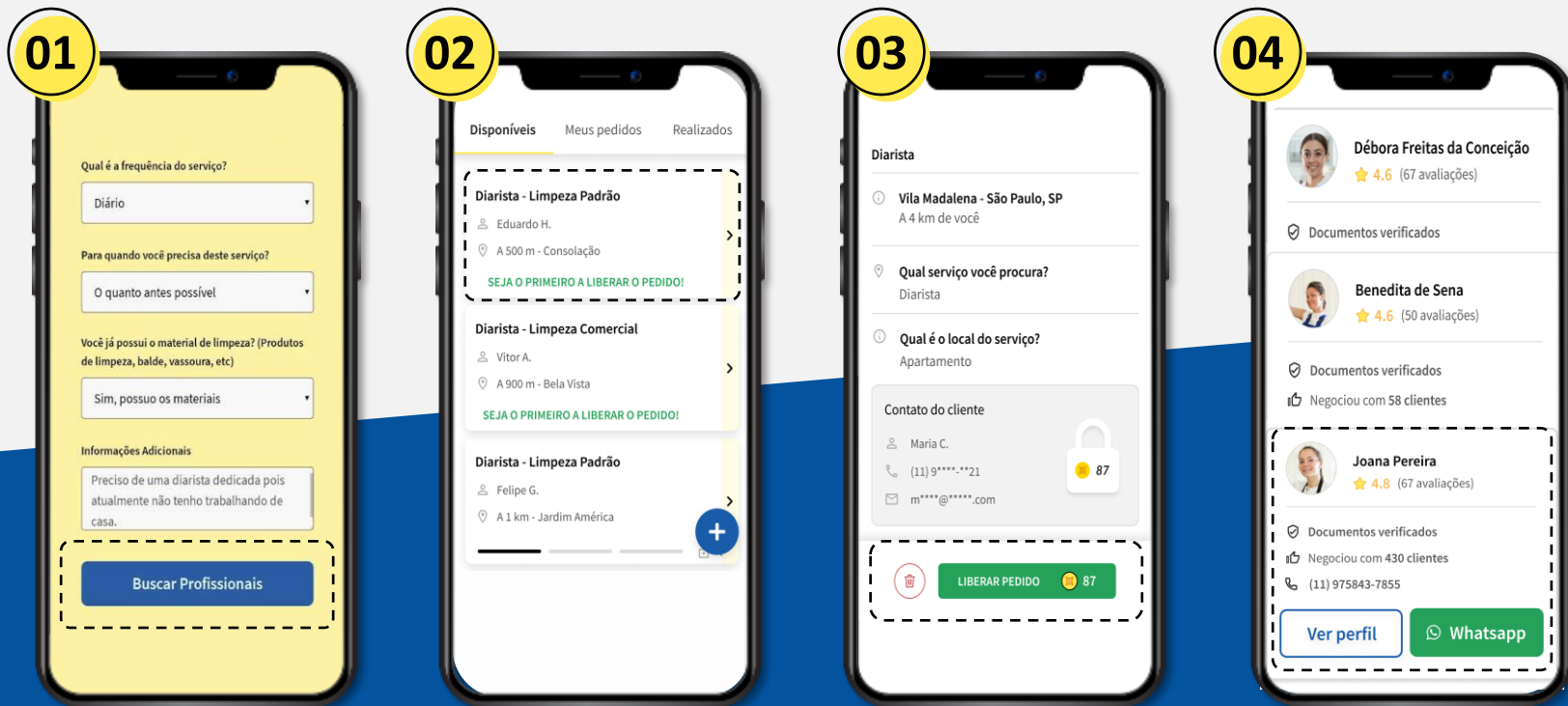
BANCO
PAN

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

Services and Horizontal Marketplace

Connecting Professionals with Clients



The client
requests a service

This request is broadcasted
to our professionals

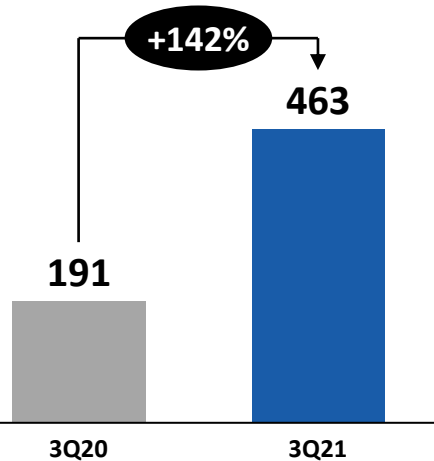
Professionals pay
to give a quote

The client chooses
the professional

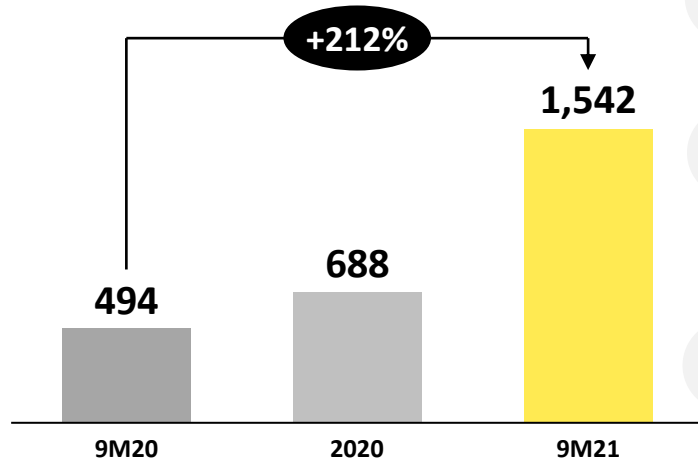
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Growth of New Registered Professionals

New Registered Professionals
(‘000)



10 main categories
of services



More than 540
categories of services

Largest marketplace
for services
in Brazil



Strategy for **greater density of professionals** according to categories and cities



In 3Q21, the highlight was the evolution of registrations in the **Domestic Services, Classes, Health and Design & Technology** categories

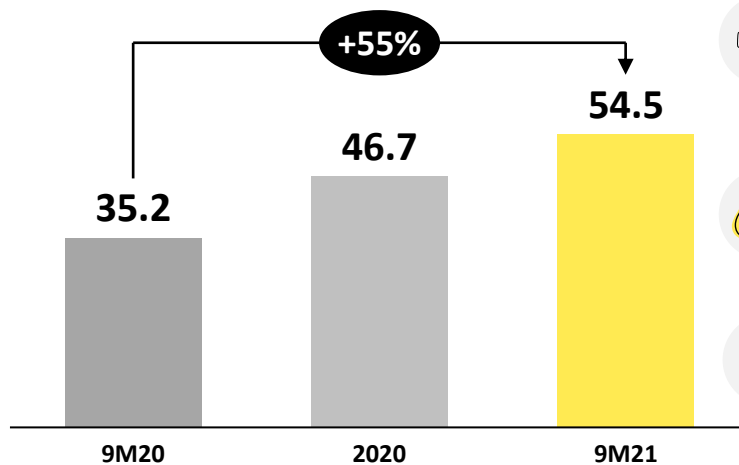
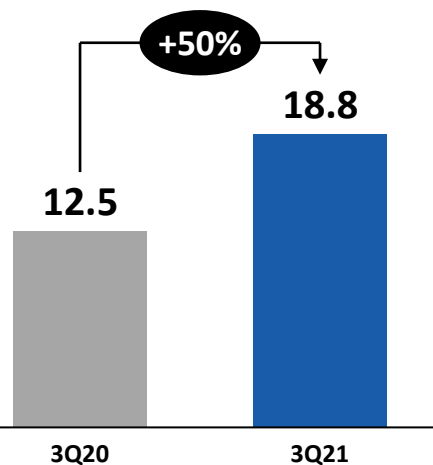


227% growth in registrations of professionals in the **North and Northeast** regions

UX Focus

Sales Growth of **Bundle Packages**

Bundle Sales¹
(R\$ million)



Active professionals (LTM):
205 thousand
+89% vs. 9M20



66% of active professionals in 3Q21 were recurring

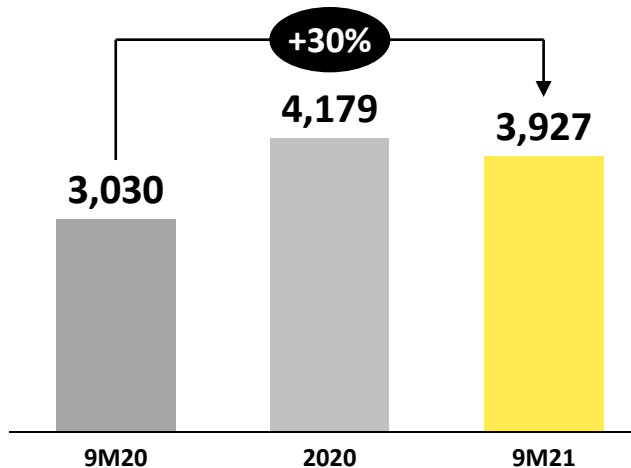
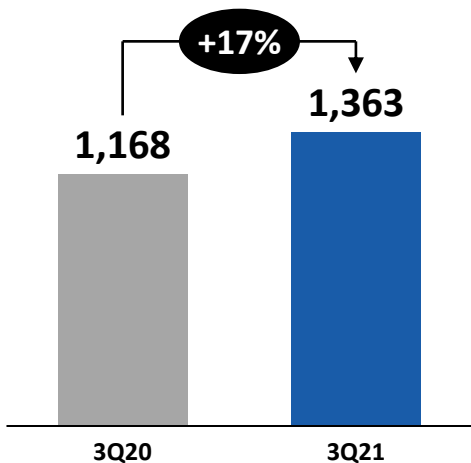


Customer Service via WhatsApp

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

Evolution in Clients' Requests

Clients' Requests
(‘000)



In 3Q21, requests were concentrated in the **home renovation, tech support, domestic services, and consulting** categories



~**51%** of clients were recurring in 3Q21



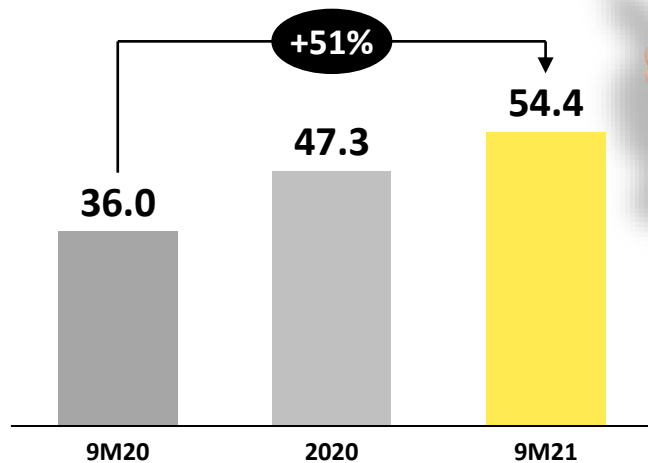
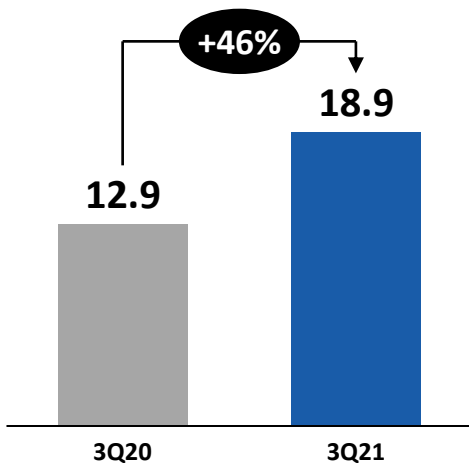
Action plan to **reduce zero leads**



Launch of **Ninja+ Protection**

Double-digit Growth

Gross Revenue
(R\$ million)

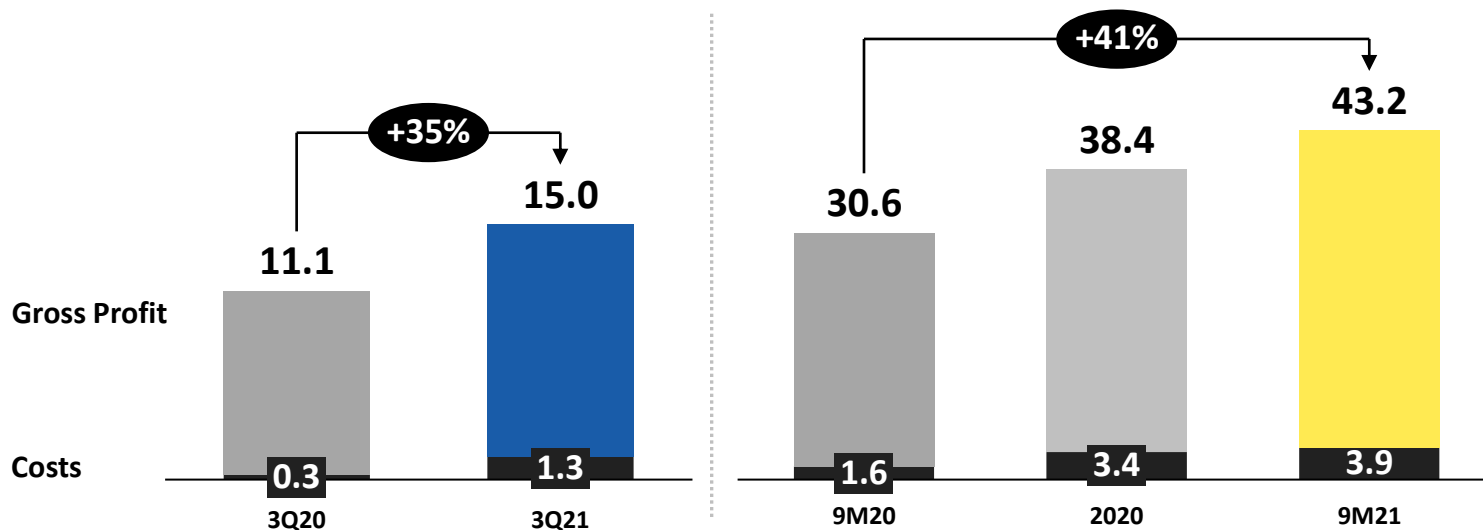


Ronaldo do Santos, Furniture Assembler

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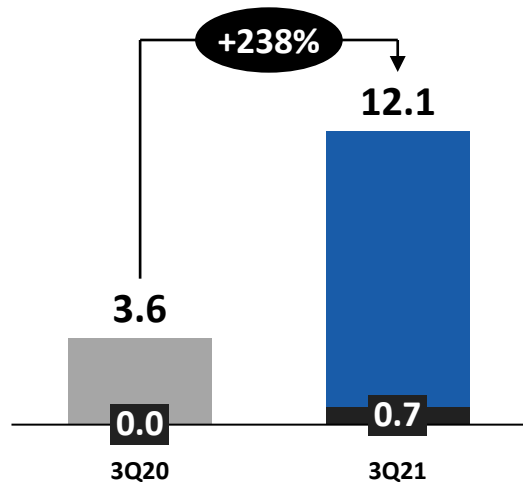
Efficiencies with Gross Profit

Gross Profit and Costs
(R\$ million)

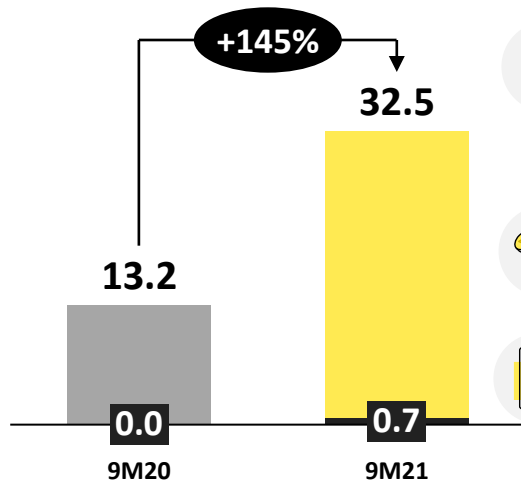


Investments in People

General and Administrative Expenses (R\$ million)



■ Stock Option Plan



222 employees in Sep/21
vs. 123 in Sep/20



New hires mainly for
**technology, marketing,
product, and customer
service**



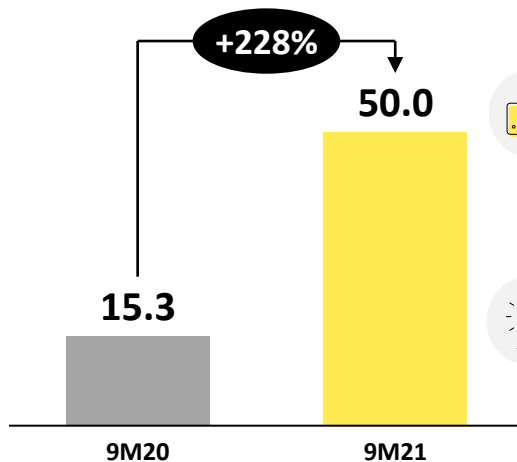
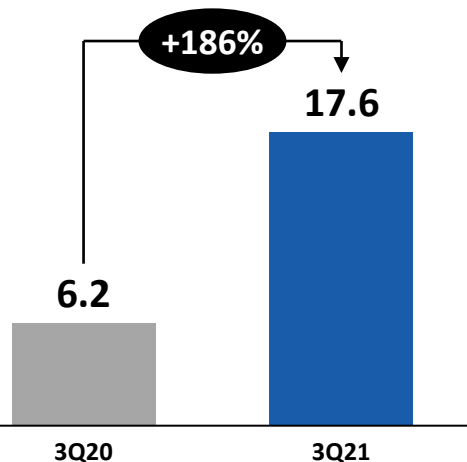
In 3Q21, non-cash **stock
option plan** expenses



Activation of R\$1.7
million in expenses
related to **developing
innovation and
technology projects**

Investments in Marketing

Commercial Expenses (R\$ million)



Commercial expenses include **investment in marketing**, mainly to attract professionals and clients



Optimization of investments in 3Q21 due to the **increase in digital media costs**

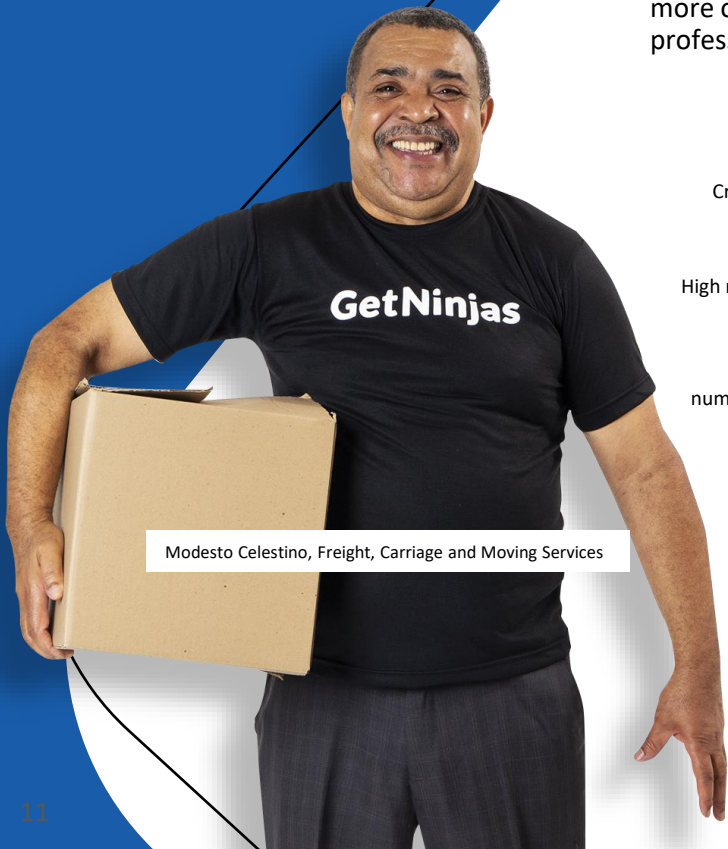


Agreement with the singer **Jojo Todynho**, to engage and help to activate professional



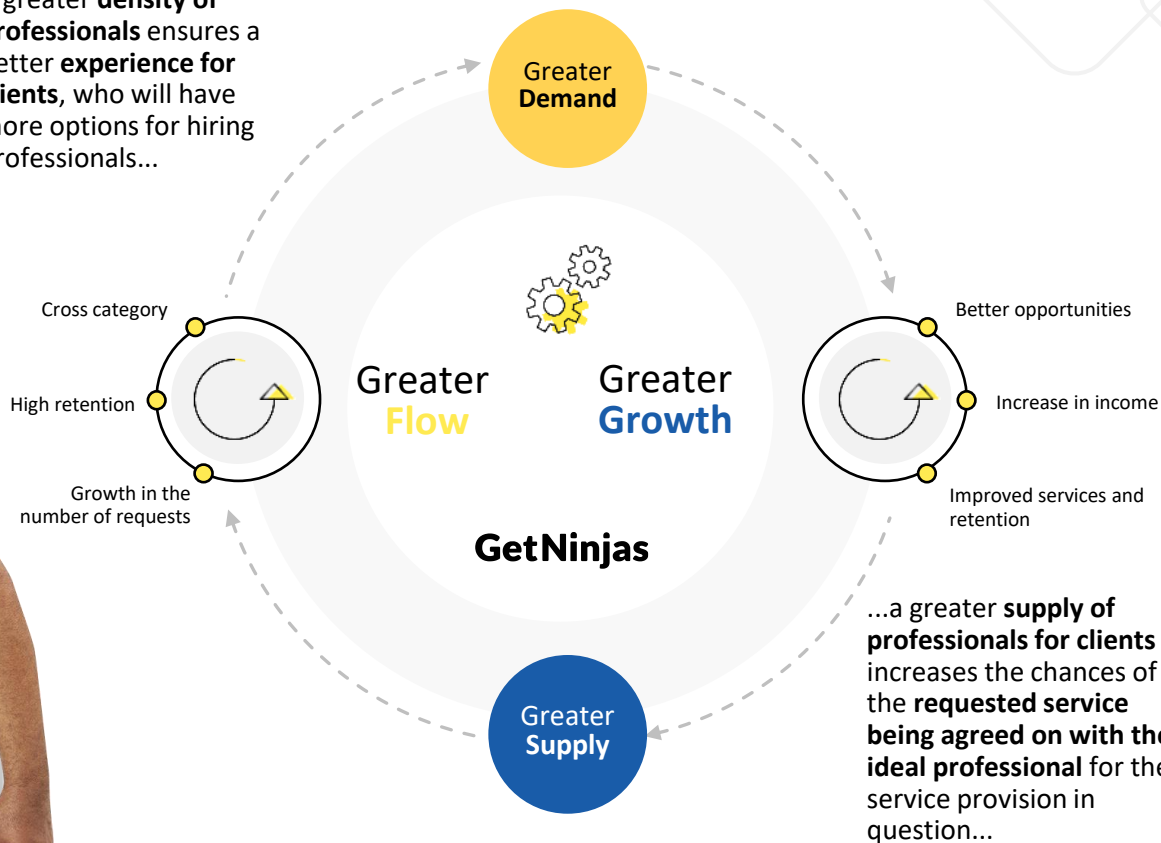
Jojo Todynho

Sustainable Growth



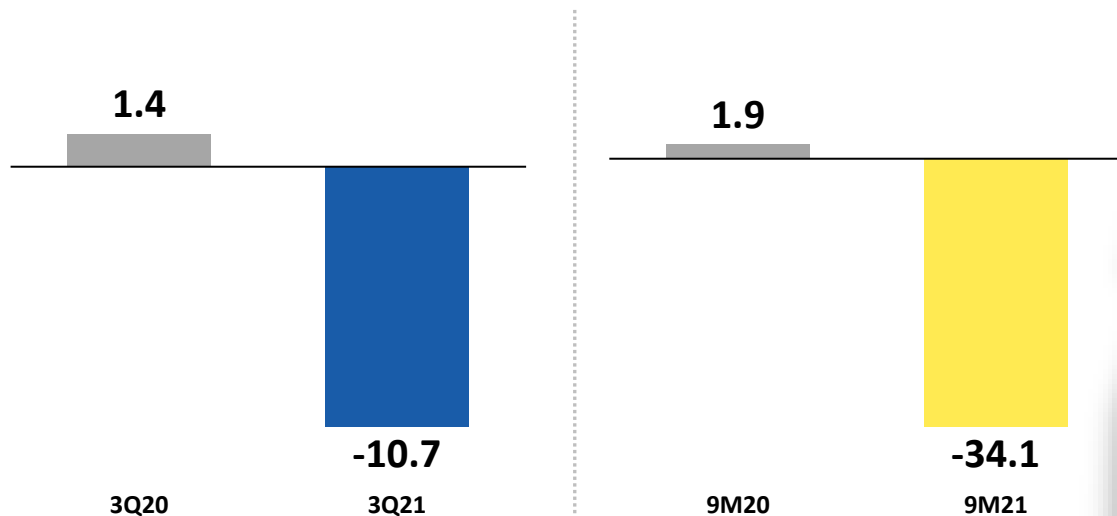
Modesto Celestino, Freight, Carriage and Moving Services

A greater **density of professionals** ensures a better **experience for clients**, who will have more options for hiring professionals...



Bottom Line Impacted By Higher Operating Expenses

Net Income (Loss)
(R\$ million)



André Vieira, Tech Support

GetNinjas

Banco Pan Partnership



Phase 1: Checking Account

Integration:



Trying out the app and buying client requests from the moment a Banco Pan digital account is opened;



Guidance for opening accounts through the GetNinjas platform



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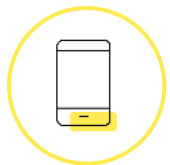
Gamification



Rewards program in which the professional is challenged to **release requests in exchange for incentives** such as free requests and coins

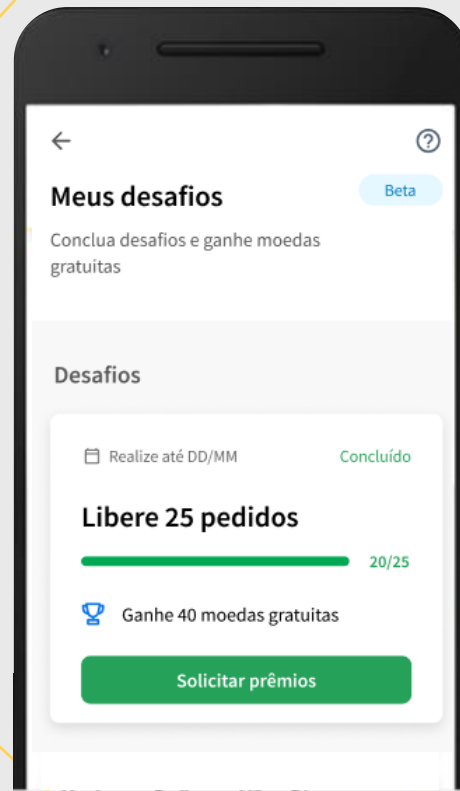


The **testing** phase showed **relevant results**



Next steps:

- Detailed analysis of each category's behavior
- Implementation for the entire base



Benefits Club For the Professionals

Ninja Club:

✓ Improve the **Professionals' experience** on the platform more and more

✓ **Benefits club** that offers **exclusive discounts** on major brands for registered professionals



Partners:



... and much more will come soon

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Benefits For the Clients

Ninja+ Protection:



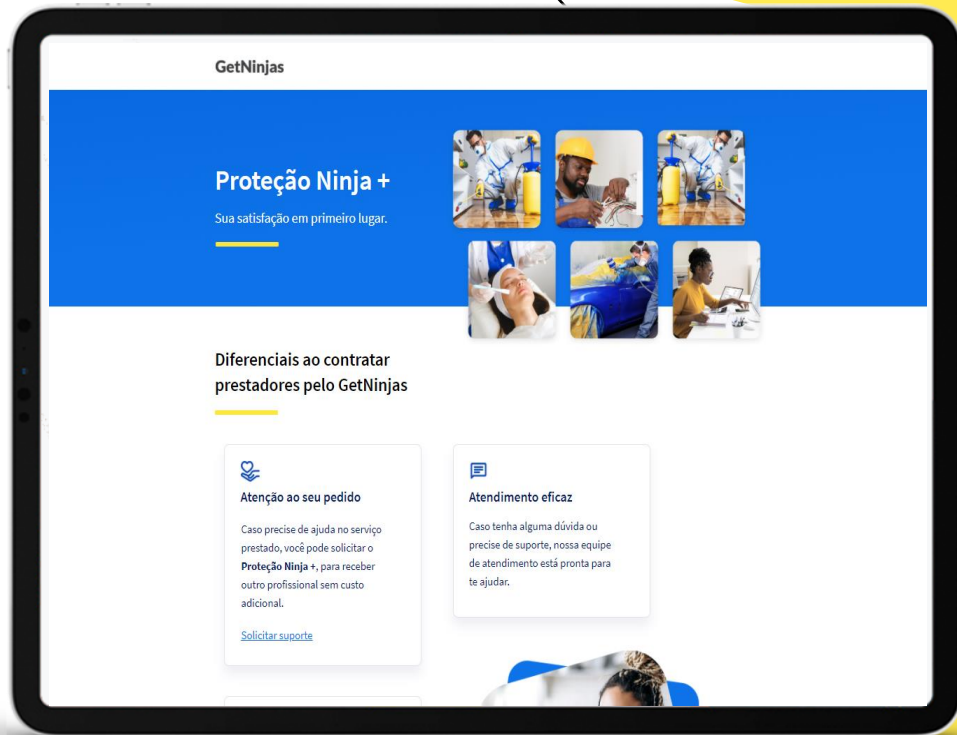
Launched in November to improve even more the **Clients experience** and ensure **more security**



Guaranteed **replacement** of the Professional if the service provided is not satisfactory, at **no additional costs** for the service provision, **limited to the amount of R\$ 1,000.**



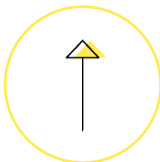
Initially available for the **South region**, for certain **categories** and **conditions**



Next steps to keep growing:



Camila Ferreira, Manicurist



Growth & Scale

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



Financial Services

- Increase the activation and retention of Professionals through the partnership with Banco Pan



Training for Professionals and Distribution Channels

- Provide the best training and professionalization tools
- Expand partnerships with strategic companies

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