

# RESULT

## GetNinjas

RESULTS | 3Q2022

November, 2022



## Executive summary:

- **Focus on adjusting the balance of platform**, considering the impact of economic context and reduction of Marketing investment
- **Client requests** was the metric most impacted by the factors above
- On the other hand, we had **an increase on request monetization**
- **We continue to improve our efficiency on attracting and retaining Professionals**
- **Financial discipline remains strong, with a reduction of cash burn from R\$18 million on 3Q21 to ~R\$6 million on 3Q22 and Net Profit (Loss) from -R\$ 8,8 million on 3Q21 to -R\$ 2,7 million on 3Q22**
- **Focus for next quarter continues to be increasing our efficiency, creating more liquidity for the platform and cost control**, in line with the priorities shared since the beginning of the year



# GetNinjas

Connecting who needs and  
who knows how to do it

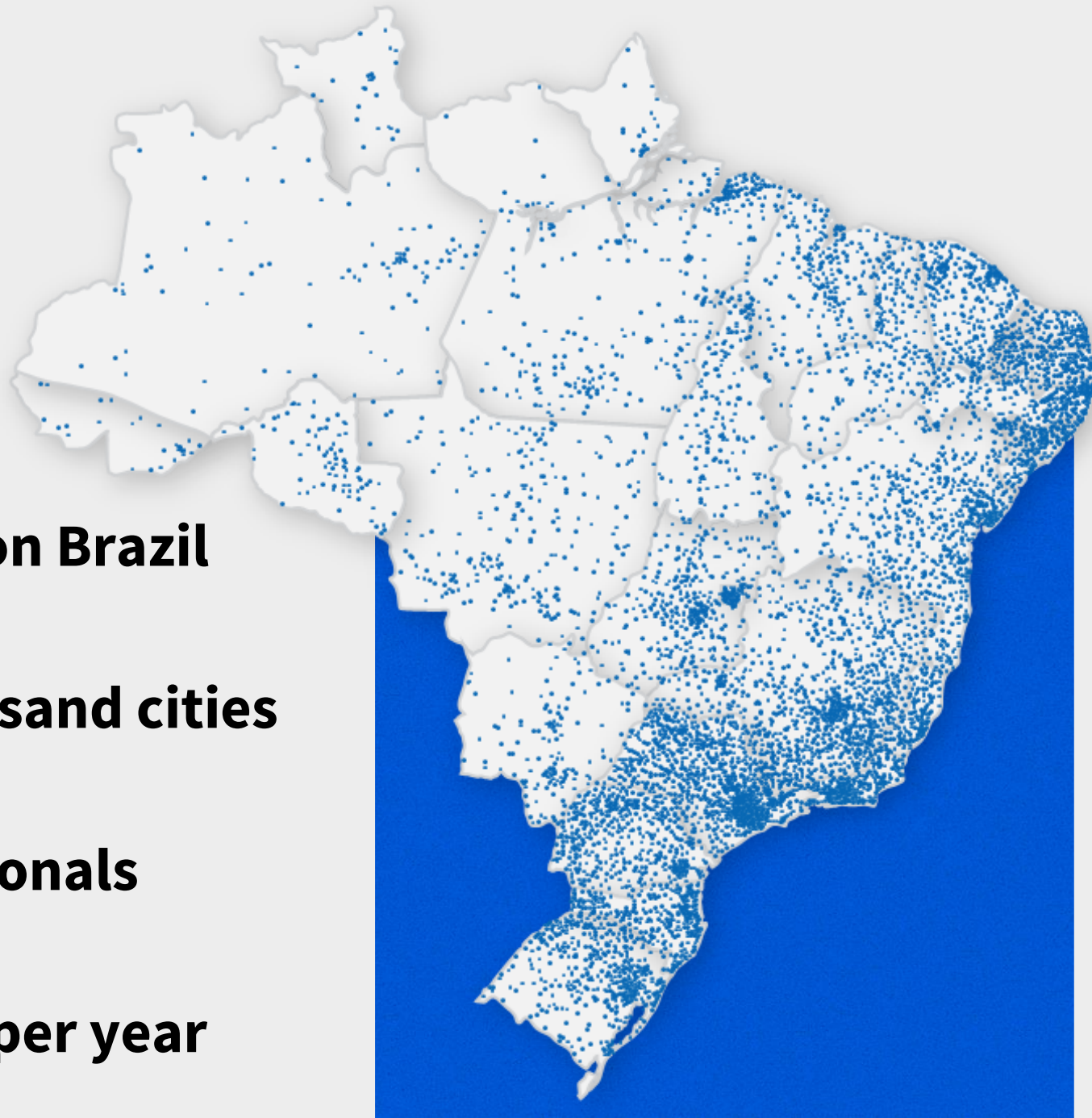
# GetNinjas

**Biggest service Marketplace on Brazil**

Available on **more than 4 thousand cities**

More than **4.5 million Professionals**

More than **5 million Requests per year**



# GetNinjas

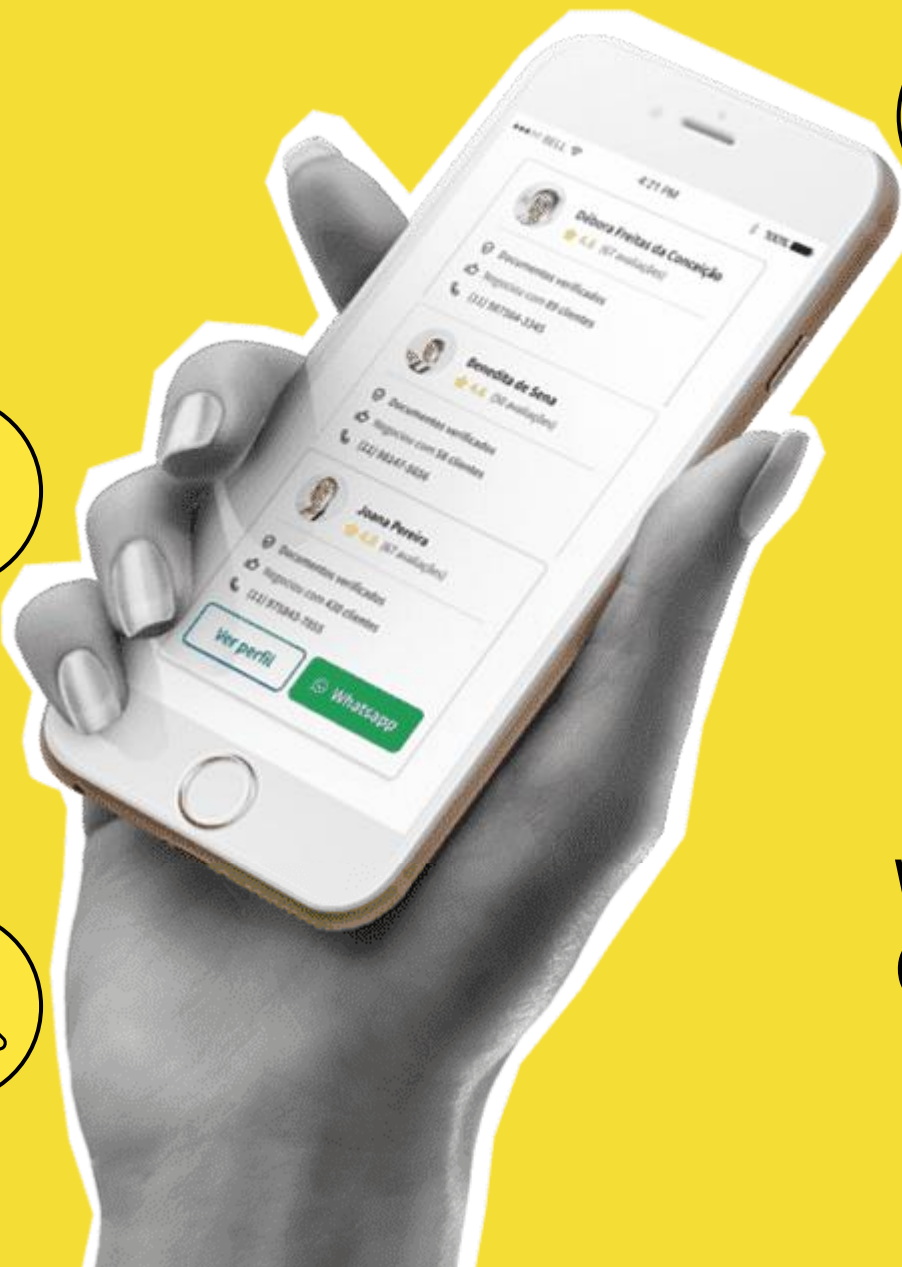
**02**

This request is  
broadcasted to our professionals



**01**

The client  
requests a service



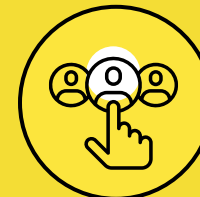
**03**

Professionals **pay to**  
**give a quote**



**04**

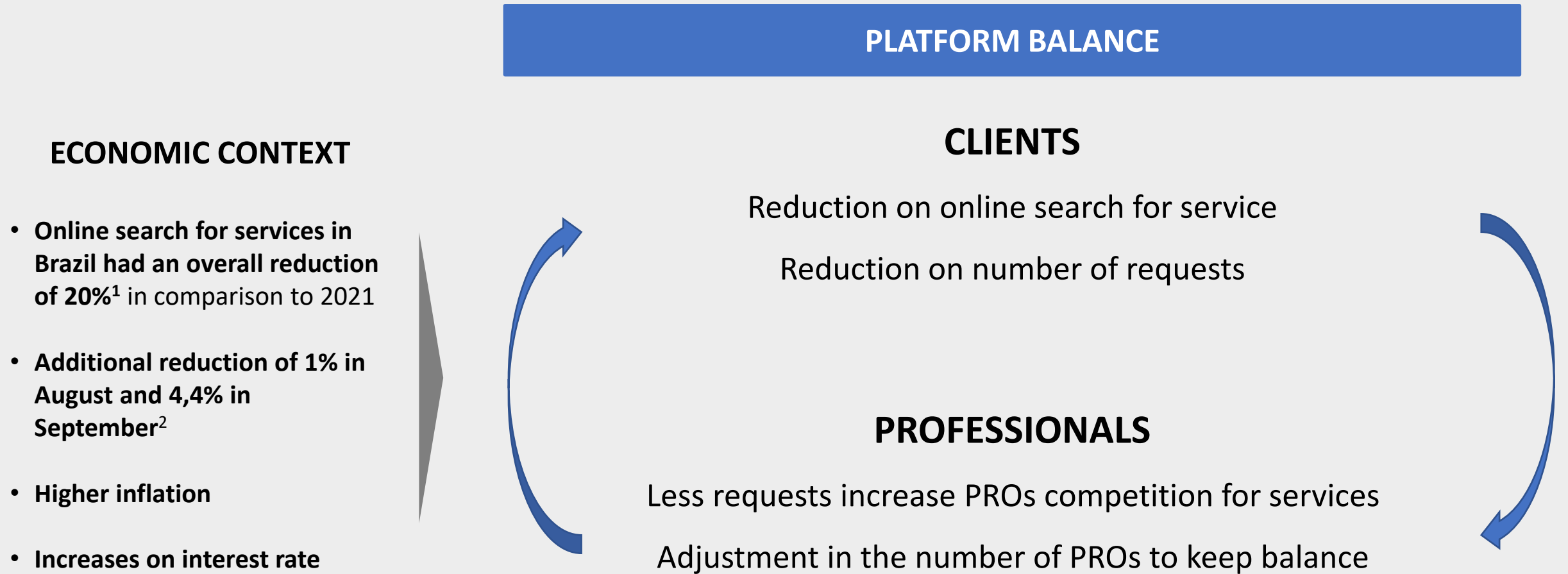
Client **chooses the**  
**professional**



We are the  
**connection**

between **who needs** and  
**who knows how to do it**

# Platform needs the balance of PROs and CLIs



# 3Q22 Highlights



**1,0 MM**  
**Client Requests**  
[+0,2MM vs 2Q22]  
[+0,9MM vs 3Q21]



**4,5 MM**  
**PROs**  
[-7% vs 2Q22]  
[-15% vs 3Q21]



**175k**  
**Active PROs**  
[-7% vs 2Q22]  
[-23% vs 3Q21]



**R\$ 14,3 MM**  
**Net Revenues**  
[+7% vs 2Q22]  
[-13% vs 3Q21]



**R\$ 12,9 MM**  
**Gross Profit**  
[+9% vs 2Q22]  
[-12% vs 3Q21]



**-R\$ 2,7 MM**  
**Net Loss**  
[vs -R\$8,8 MM no 2Q22]  
[vs -R\$10,7 MM no 3Q21]



**-R\$ 5,8 MM**  
**Cash Burn**  
[vs -R\$ 5,8 MM no 2Q22]  
[vs -R\$ 17,9 MM no 3Q21]

**Nota**  
**9,2**

**ReclameAQUI**

**PRO**  
**4,2**

**CLI**  
**4,8**



**App Store**

**PRO**  
**4,2**

**CLI**  
**4,7**

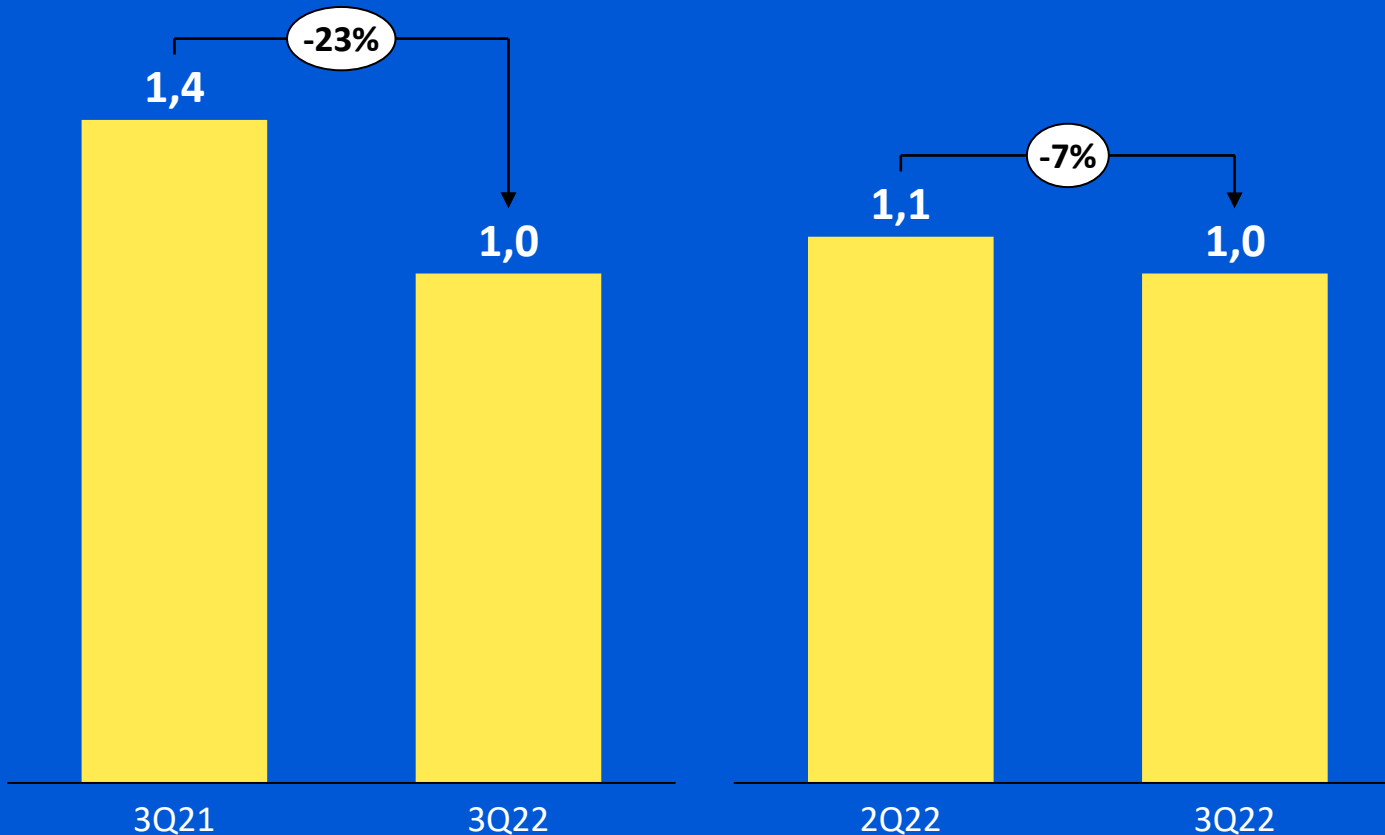


**Play Store**



# Clients

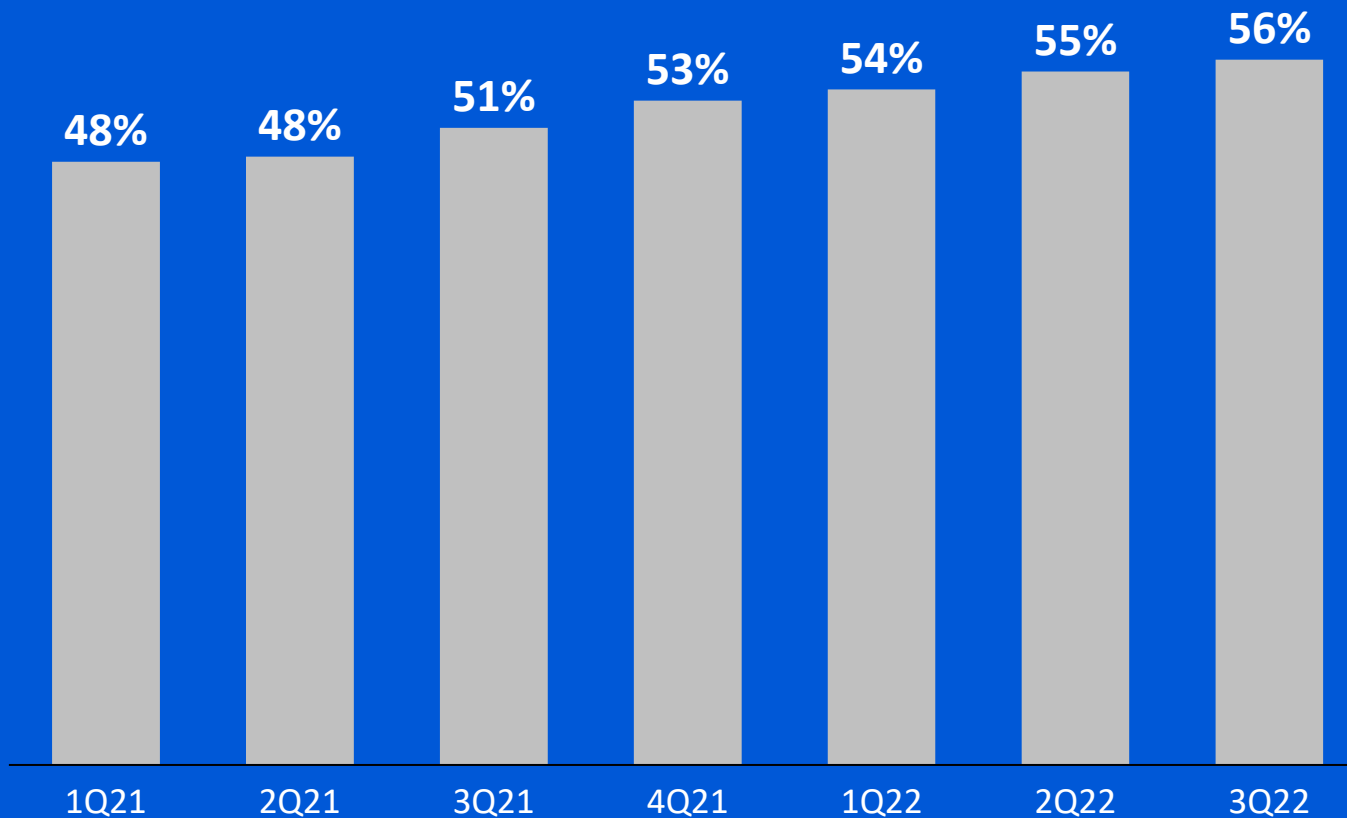
Clients Requests [# million]



- **On 3Q22 we had 1,0 million Clients requests**, a reduction of 7% compared to 2Q22 (and a 23% reduction compared to 3Q21)
- Despite the reduction on volume, **we have increased requests monetization and revenue generated by each request**, resulting in a higher revenue than the previous quarter
- **We have worked to improve the quality of Requests**, what makes PROs feel more attracted to buy leads and also creates more Options to Clients

# Clients

**Client recurrence** [% total Clients]

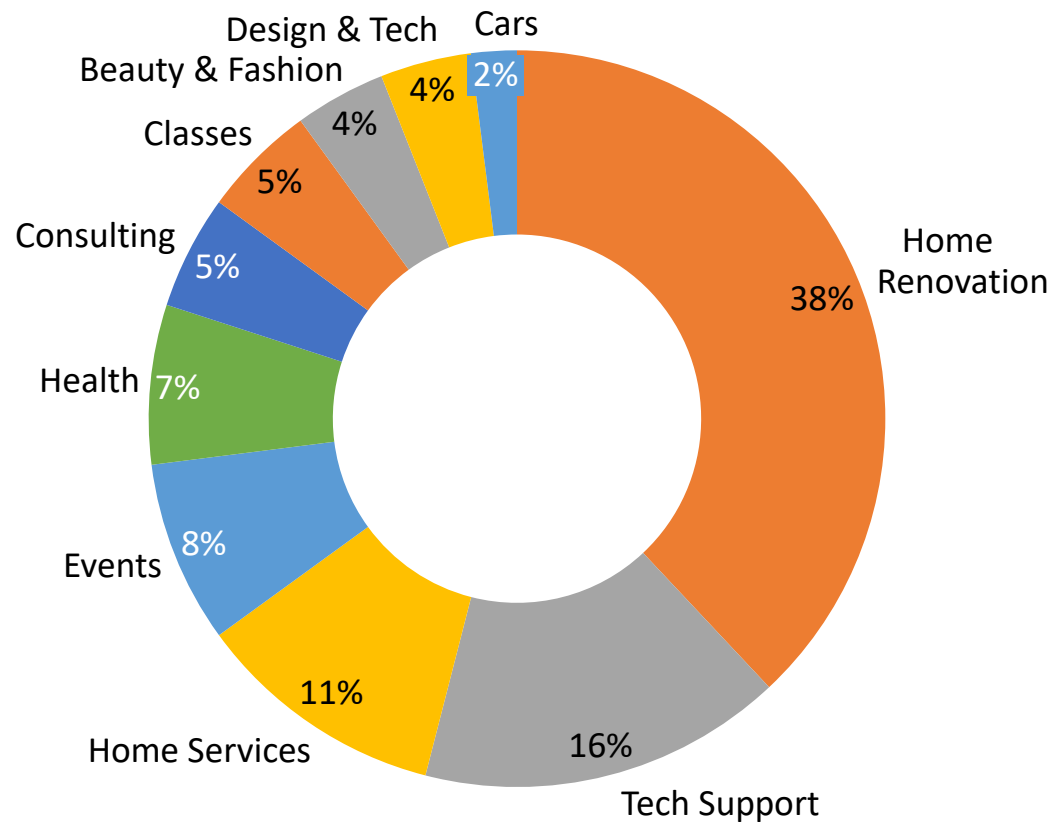


- **55% of Clients were recurring in 2Q22, that is, they had previously made another service request on the platform**
- **It is important to highlight the continuous evolution in Client recurrence**, as a result of several initiatives to improve the offer of services, better matching of PROs and CLIs, category segmentation and others
- **The App for Client has been helping to improve those numbers**, increasing its relevance month after month



# Clients

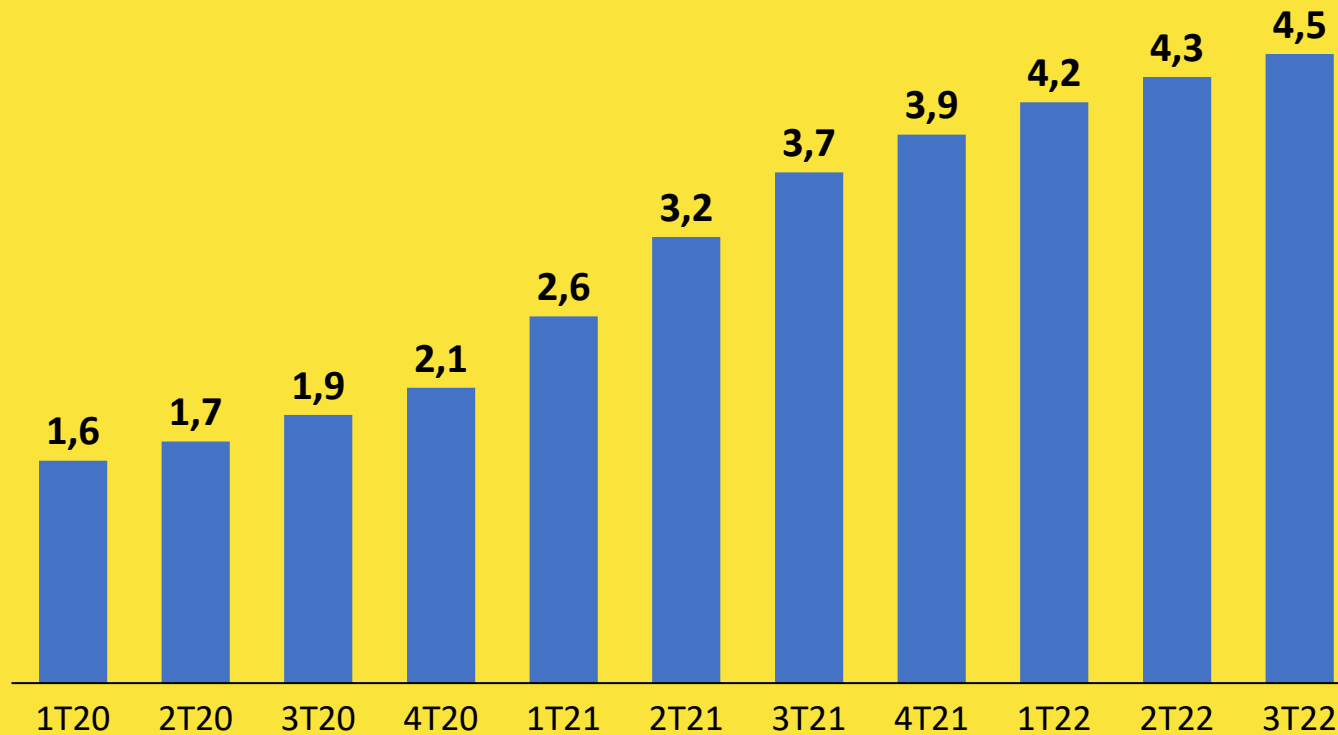
**Request by Category** [3Q22 - % total requests]



- The categories that concentrated the largest volume of requests continue to be:
  - Home Renovation
  - Technical Assistance
  - Home Services
- These same categories has been the most relevant on previous quarters
- Besides being the biggest category, “Home Renovation” has one of the highest monetization per request

# Professionals

PROs base [# million]



Active PROs ['000]

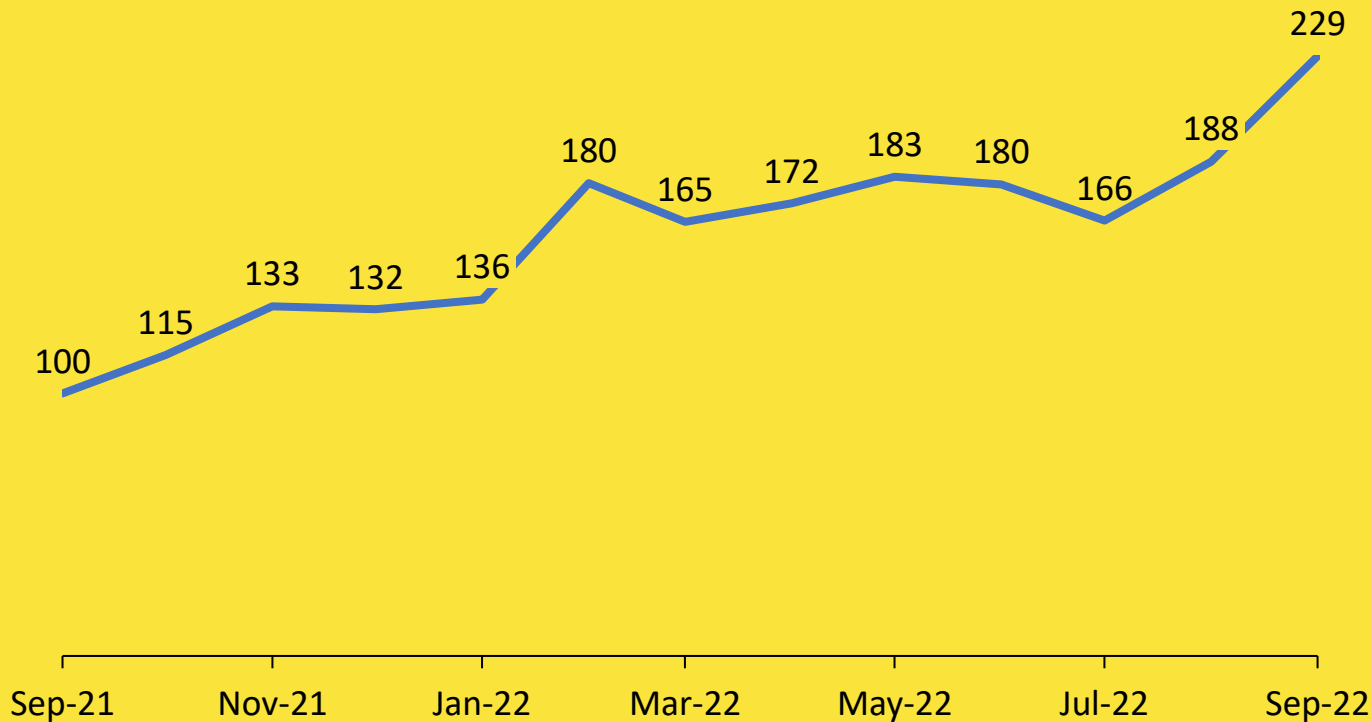
Period	Active PROs ['000]
1T20	96
2T20	101
3T20	108
4T20	112
1T21	141
2T21	179
3T21	205
4T21	215
1T22	207
2T22	188
3T22	175

- Higher Marketing investments in 2021, **doubled our Professional base**
- Active PROs also doubled in 2021, driven by Marketing investments
- **Focused on conversion and retention** of those Professionals on 2022
- Reduction on Professionals Marketing investments in 3Q22
- **Number of Active PROs is affected by the number of requests, to keep the balance in the platform**



# Professionals

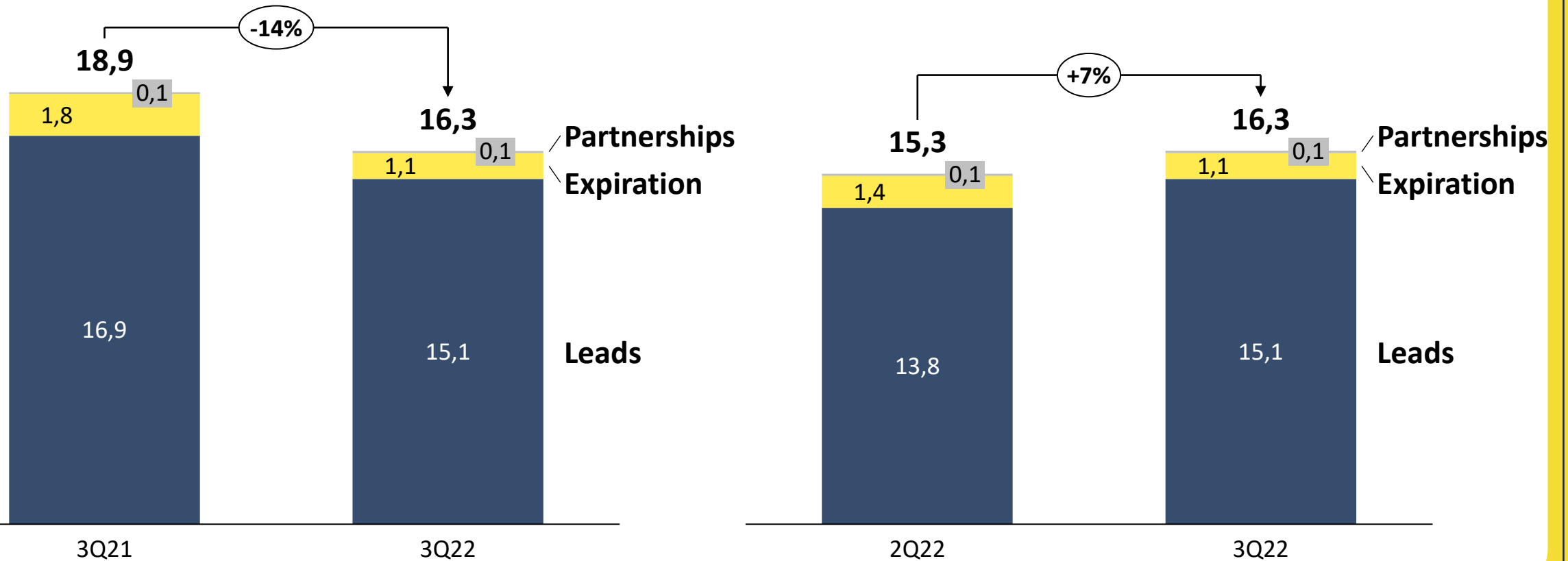
**PROs Conversion rate** [28-day conversion, base 100]



- Important to highlight the **continuous improvement on the efficiency of attracting PROs**
- We have refined the focus of Marketing investments for PROs, **targeting profiles more aligned to the objectives and needs of the platform**
- **We have improved the Conversion funnel**, simplified the process and made it easier to use
- **Conversion rate improved 2,3x over the last 12 months**

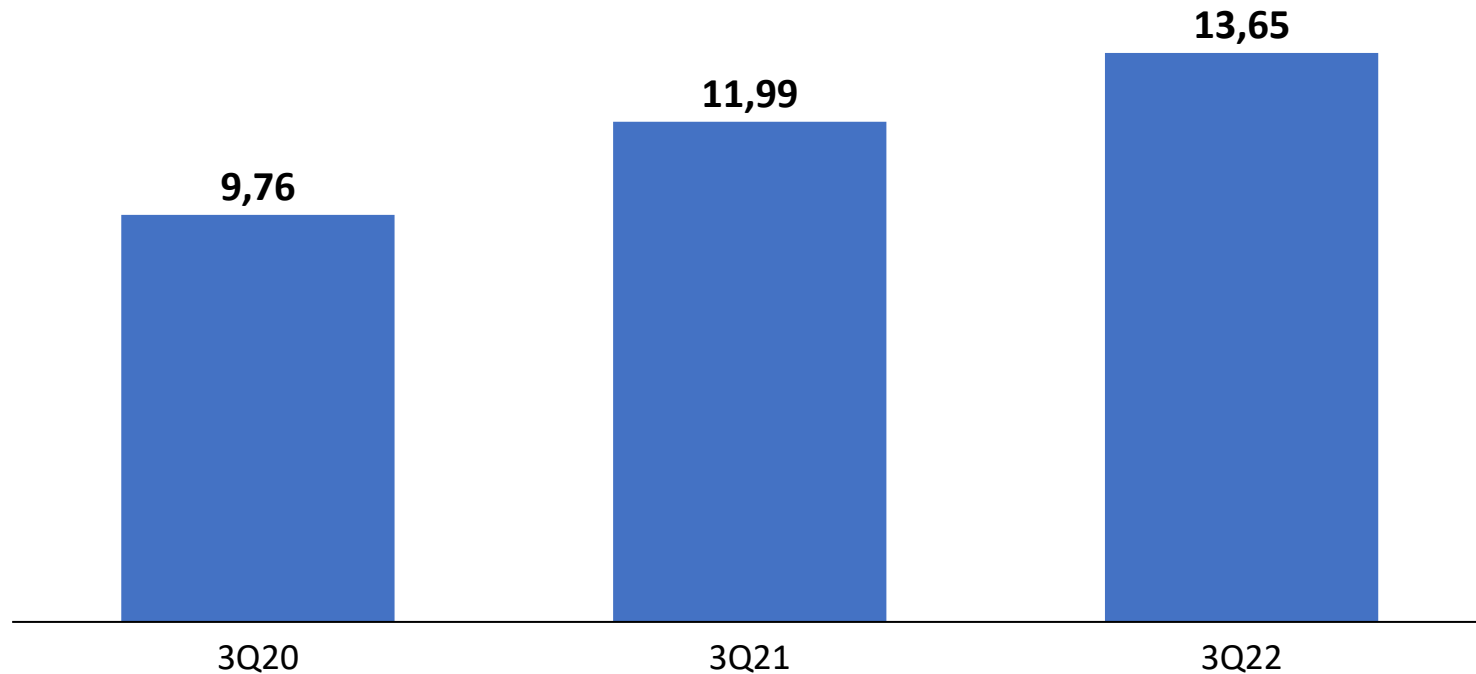
# Gross Revenue Composition

Gross Revenue [R\$ million]



# Requests monetization

Revenue divided by number of Requests [R\$ / request]

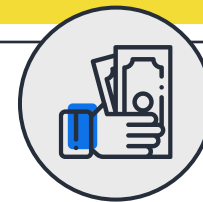
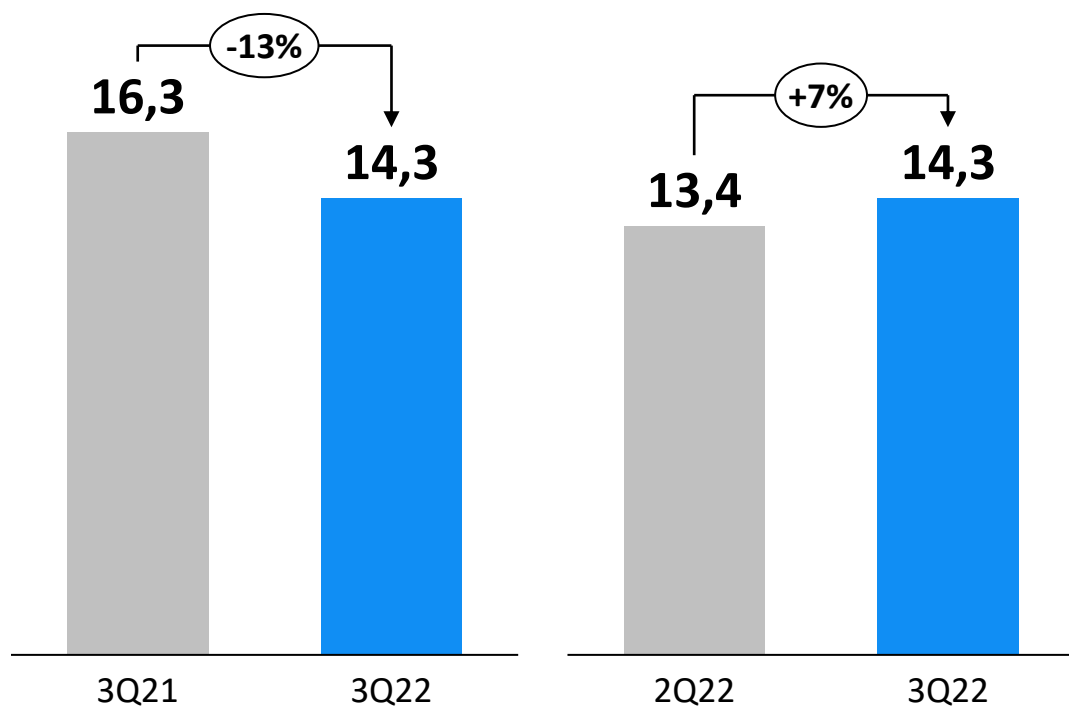


- **Increase in monetization of requests**
- It can happen by increasing the price of leads and by increasing leads per request
- On average, lead prices on 3Q22 are equal or lower than they were by the end of 2021
- The increase comes mostly from improving the quality of requests and a better matching of PROs and CLIs

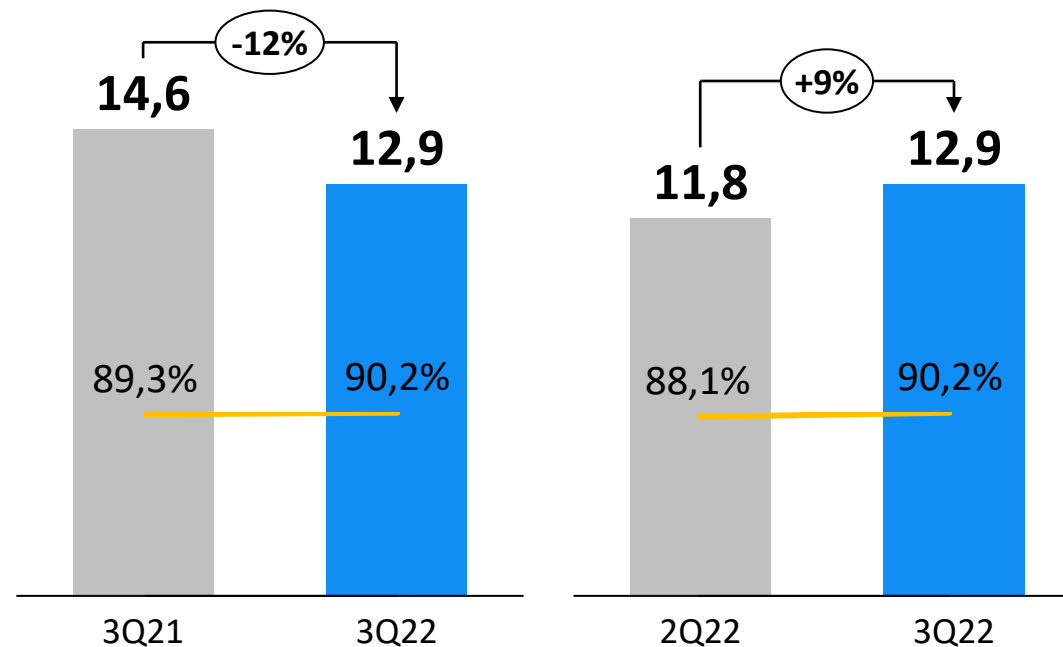
# Net Revenue and Gross Profit



Net Revenue [R\$ million]



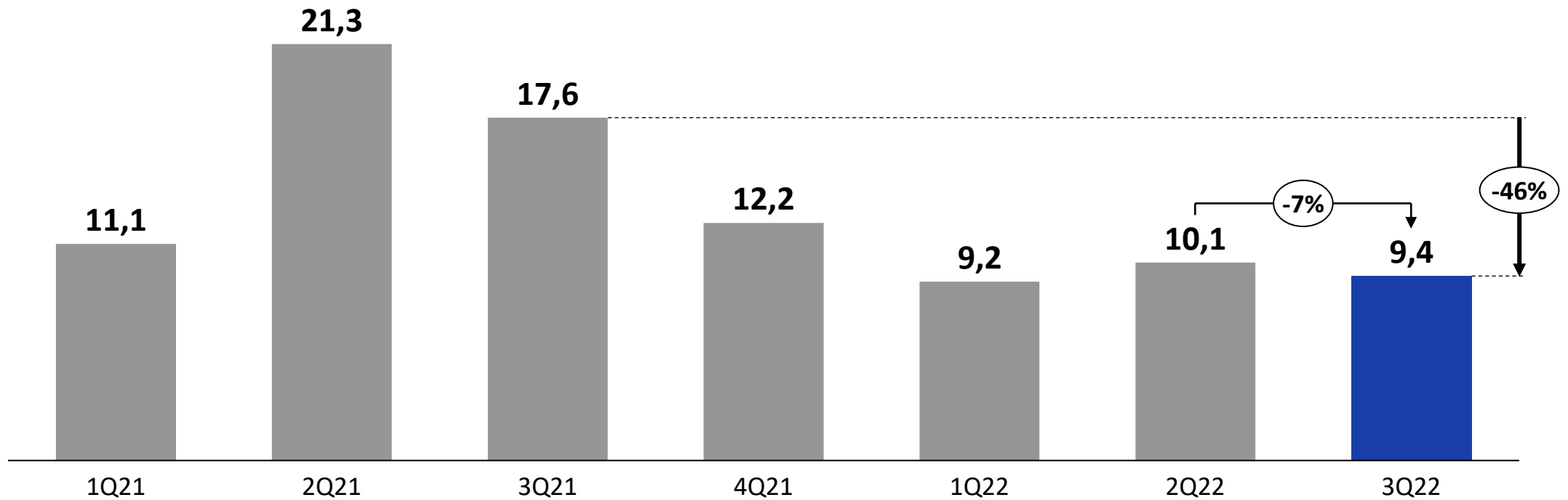
Gross Profit<sup>1</sup> [R\$ million; % Net Revenue]



1 – Payment costs (credit card charges and “boleto”) accounted on costs, all periods on the same basis of comparison

# Commercial and Marketing Expenses

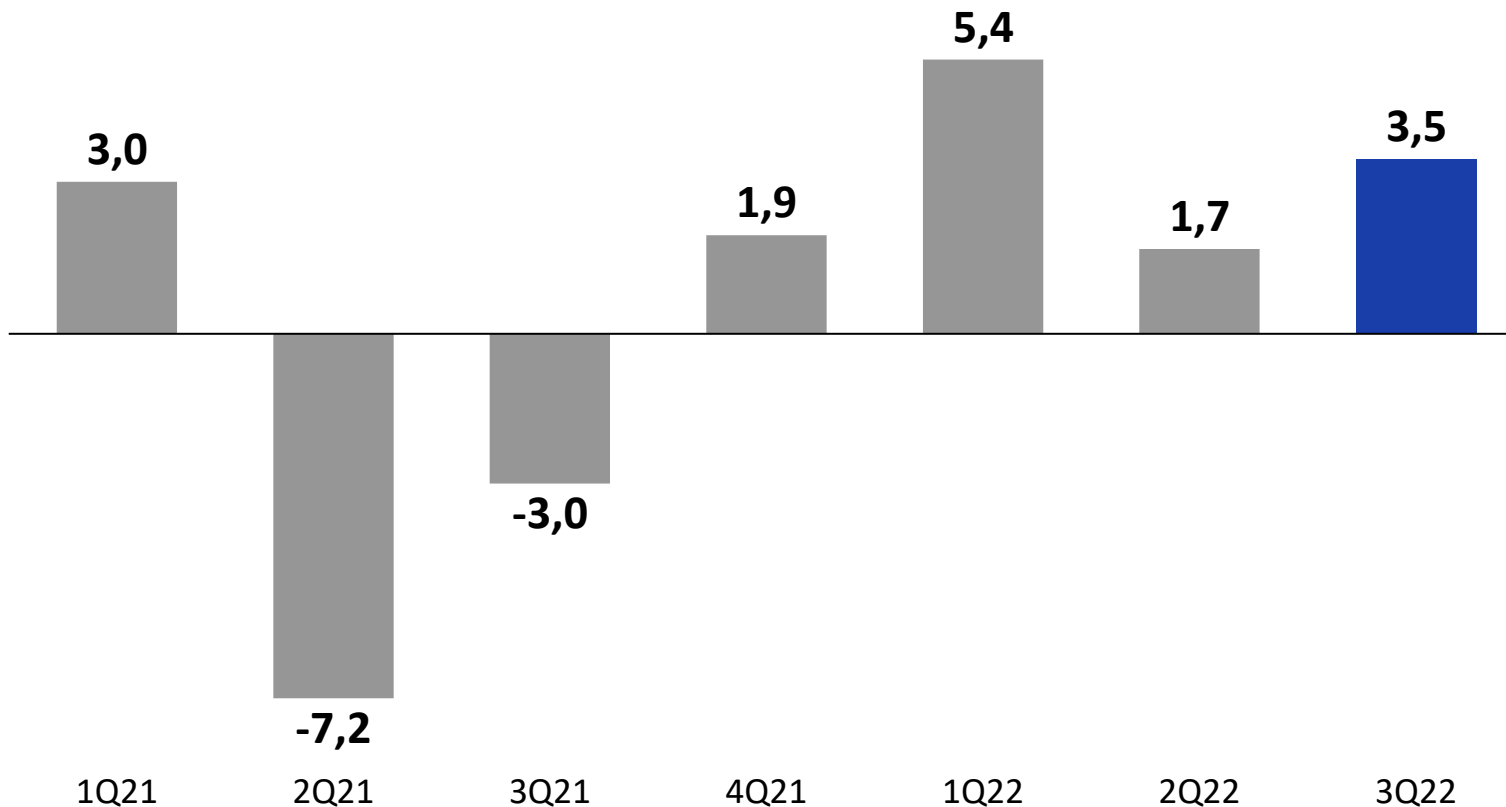
Commercial and Marketing Expenses [R\$ million]





# Marketing efficiency

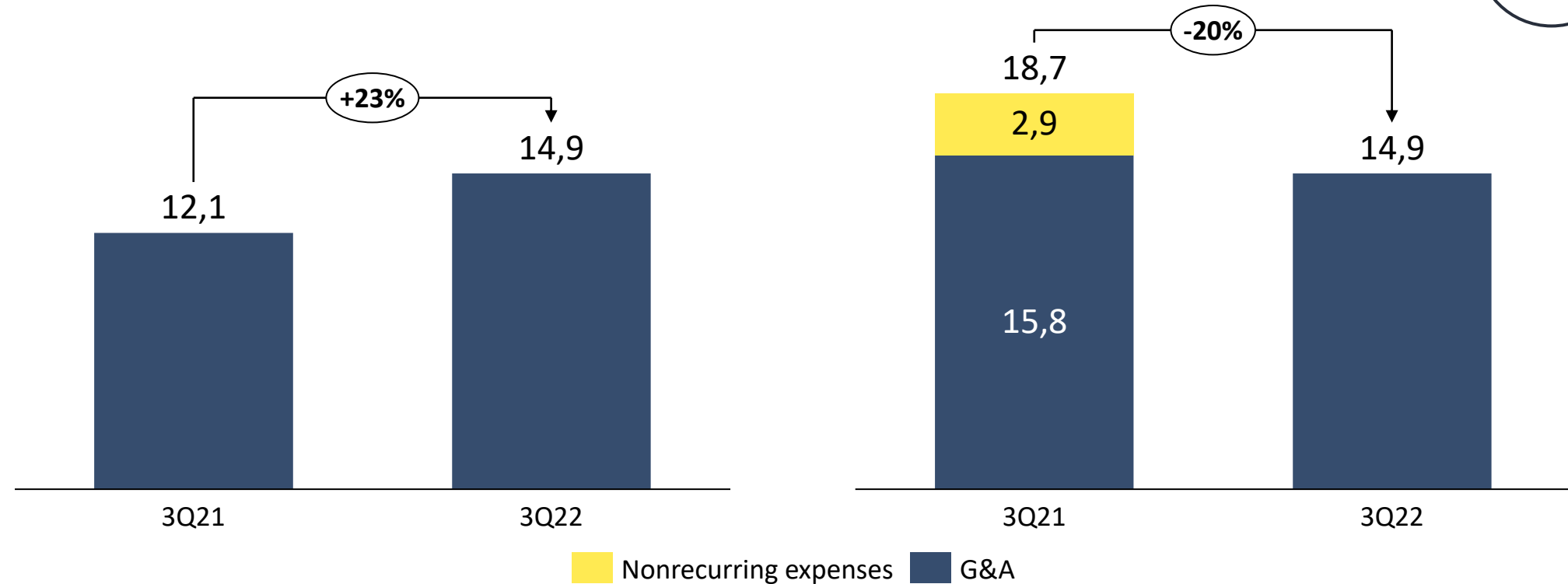
**Gross Profit minus Marketing Expenses** [R\$ million]



- High Marketing investments in 2021 accelerated the revenue growth of that year, but also implied in a negative contribution (considering Gross Profit minus Marketing Expenses)
- **Since the end of 2021 we have been refining and reducing the Marketing investments**
- 4Q21 and 1Q22 were still favored by the investments of 2021
- **2Q22 and 3Q22 are more relevant to show the evolution of the Marketing efficiency, on healthier levels and having positive results**

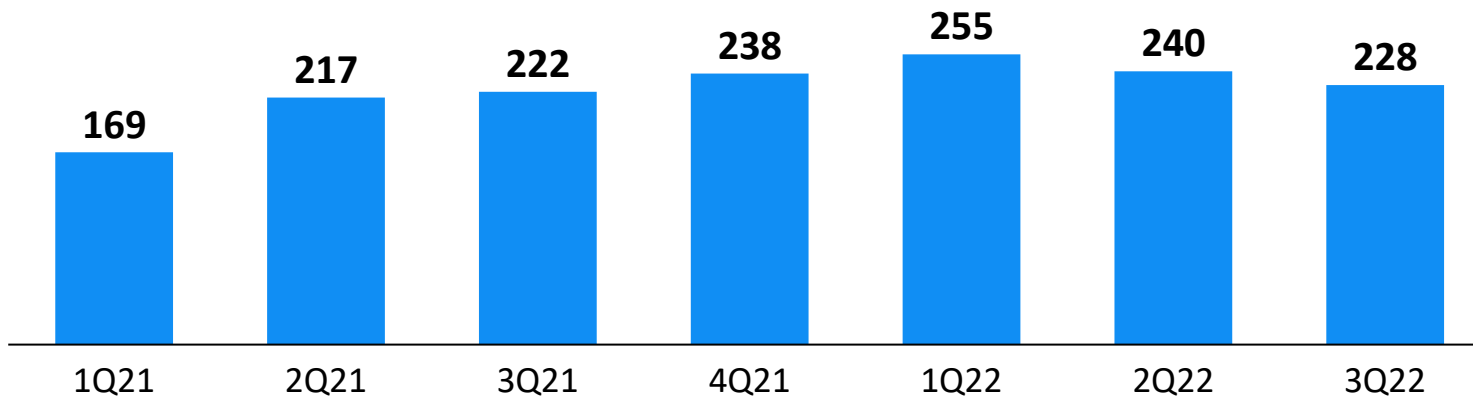
# General and Administrative Expenses

G&A Expenses<sup>1</sup> [R\$ million]

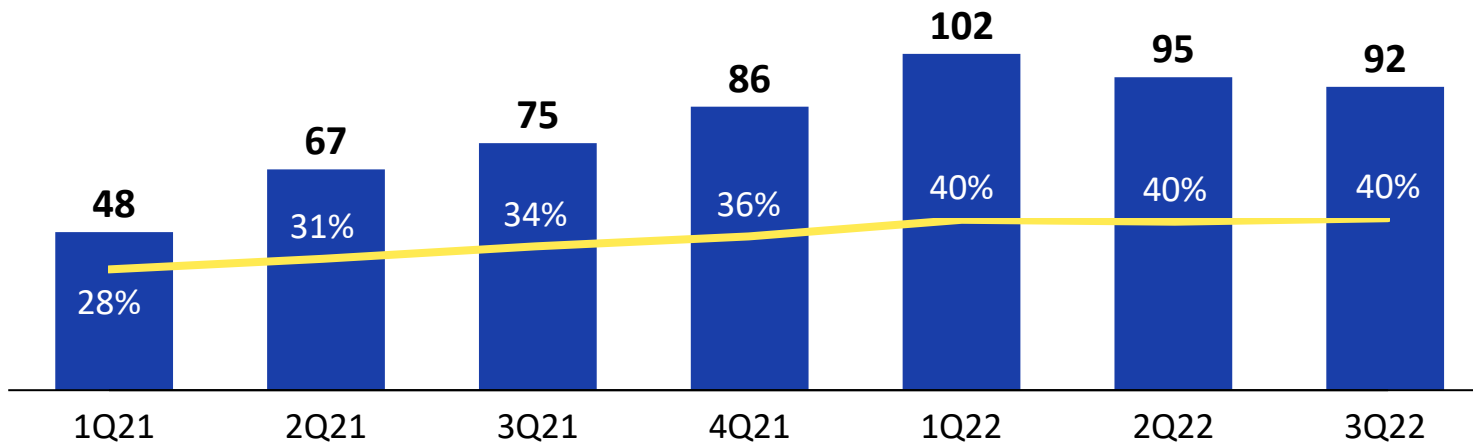


# People

**Employees (Total)** [# employees]



**Tech and Product Employees** [# employees and % total employees]

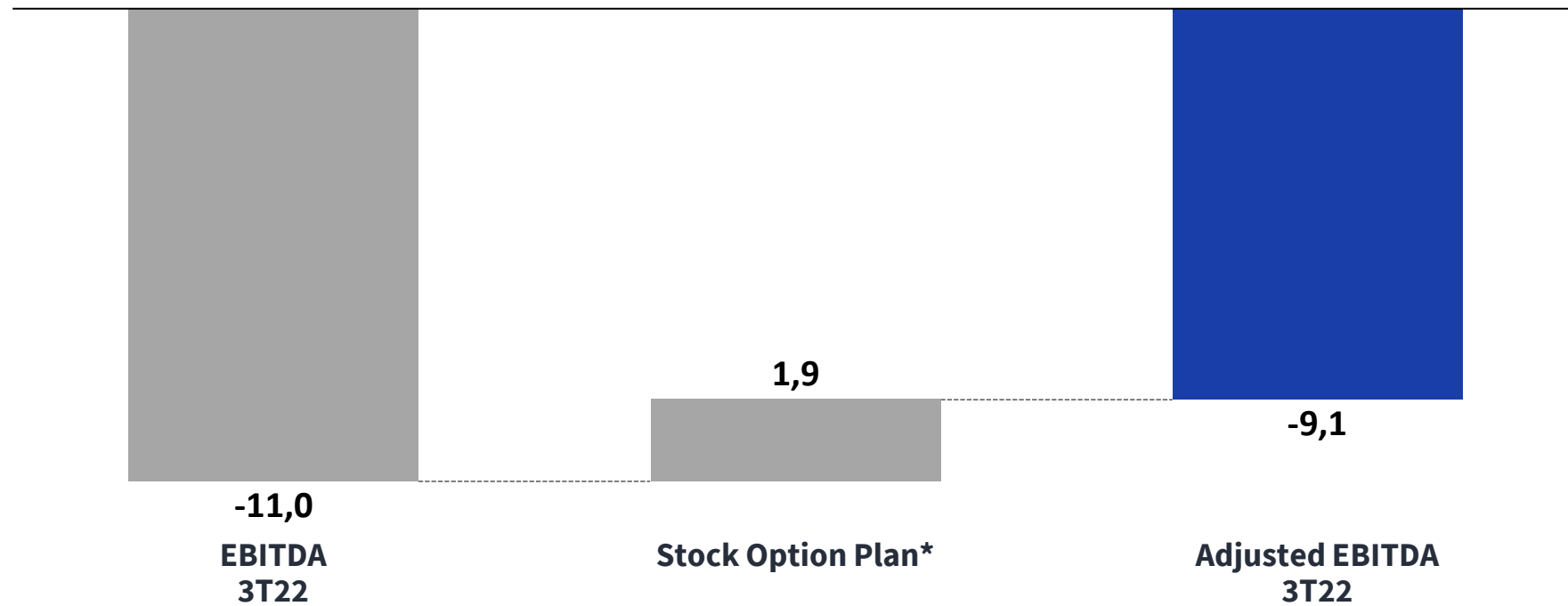


- Compared to 2Q22, we had a reduction of 12 employees (3 of which on Tech and Product)
- **Tech and Products represents 40% of total employees, a higher percentage than in the past**
- **We continue to be rigorous with hiring and replacing positions,** reflecting a more rigorous cost management without compromising the day-to-day operations.

# Adjusted EBITDA

**Adjusted EBITDA 3T22 [R\$ million]**

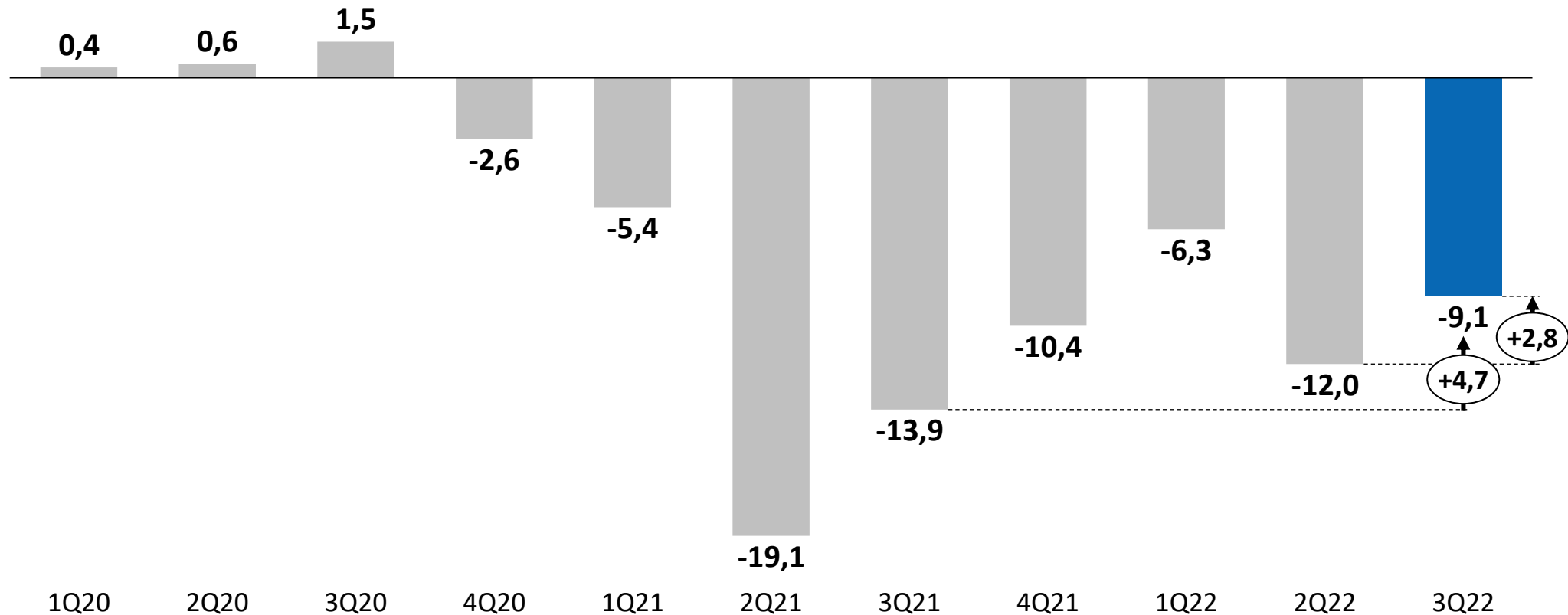
## Reconciliation



\*Provision for Stock Options Plan, there was no exercise until this moment

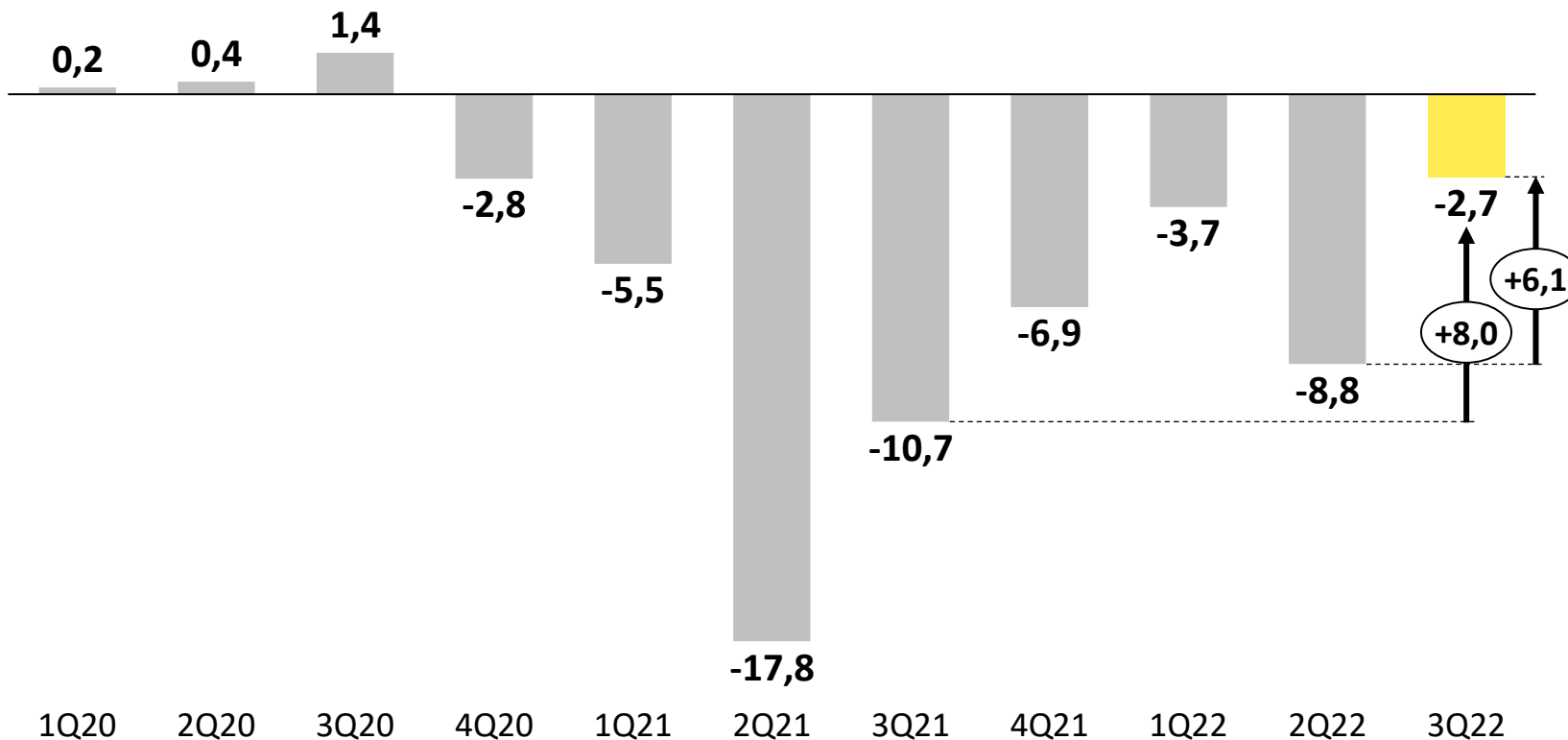
# Adjusted EBITDA Evolution

Adjusted EBITDA Evolution [R\$ million]



# Net Profit (Loss)

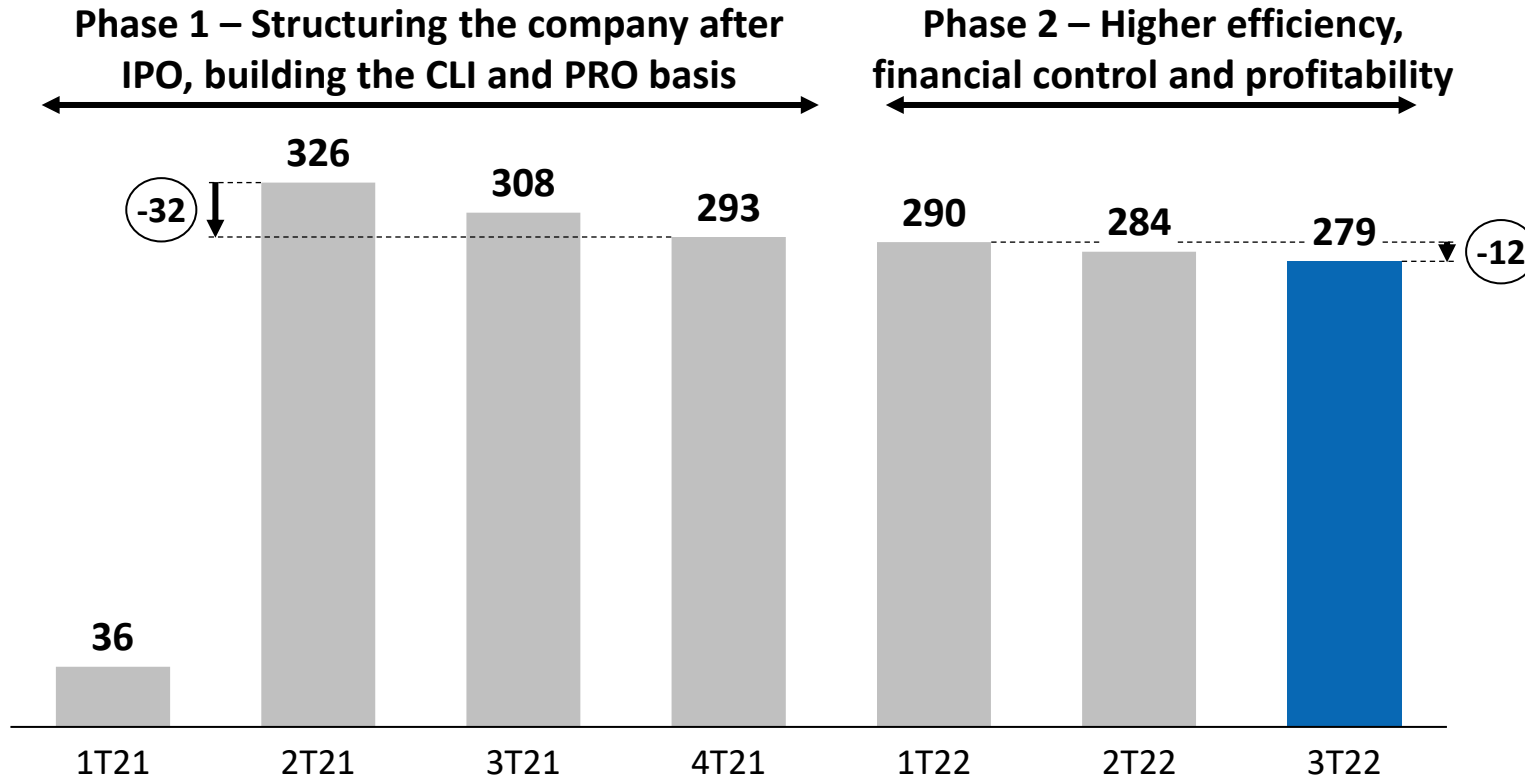
Net Profit (Loss) [R\$ million]



- **3Q22 Net Profit (Loss)** represent a 69% improvement vs. 2Q22 and a 75% improvement vs. 3Q21
- **Financial Results on 3Q22 was R\$ 8,6 million**, in line with the result of previous quarter of R\$ 8,2 million
- The reduction of Marketing and G&A expenses and a higher monetization of Requests were the main drivers of better results on 3Q22

# Cash Burn

## Cash and Equivalents [R\$ million]



- **Cash burn had a reduction of 62%** (from R\$32 million on the last 9 months of 2021 to R\$12 million on the first 9 months of 2022)
- **We don't have debt nor any other liability on our cash position**
- **Our operational model has a positive cash flow**, considering PROs need to buy (and pay for) coins before the can use it to buy leads



# RESULT

# GetNinjas

RESULTS | 3Q2022

November, 2022

