



Earnings Release

4Q23 | April 2024

Conference Call – 4Q2023

April 5, 20204

09:00 (NY time) / 11:00 (São Paulo time)

Zoom: [Click here](#)



OPERATIONAL

PROS BASE

**5,1
mm**

4Q23
[+15% vs 4Q22]
[+4% vs 3Q23]

ACTIVE PROFESSIONALS (LTM)

**168
k**

4Q23
[-4% vs 4T22]
[-3% vs 3Q23]

CLIENTS REQUESTS

**1,0
mm**

4Q23
[same as 4Q22]
[+7% vs 3Q23]

PROFESSIONALS AND CLIENTS SATISFACTION

9,0 ReclameAqui

4,8 App Store

4,7 Play Store

FINANCIALS

NET REVENUE

R\$ 14,4mm

4T23
[+7% vs 4T22]
[-7% vs 3T23]

GROSS PROFIT

R\$ 11,5mm

4T23
[-5% vs 4T22]
[-19% vs 3T23]

NET PROFIT

R\$ 28 k

4T23
[vs -R\$0,7K no 4T22]
[vs +R\$4,2mm no 3T23]

VARIAÇÃO DO CAIXA

-R\$ 1,7mm

4T23
[vs. -R\$ 5,0mm no 4T22]
[vs +R\$ 7,4mm no 3T23]

MESSAGE FROM THE MANAGEMENT



The year 2023 was challenging and marked by a new direction.

It is worth noting that, as of September 2023, the company will have a new reference shareholder. This fact resulted in the change of 3 members of the board of directors and consequently, in December 2023, Leonardo Meneses took over as the new CEO, Fabiana Franco as CFO and Thiago Gramari as IR Officer.

Even with just a month at the helm of the company, the new management quickly and with due urgency implemented a new vision for the future of GetNinjas. This vision has three fundamental strategic pillars:

People

- Identify and value the most talented employees, from the perspective of meritocracy, through a structured performance evaluation process. For this process to be implemented in the best way, the People & Culture team will be reinforced with a new director, reporting directly to the CEO.
- Establish an open channel between the C-level and main leaders with the aim of disseminating the culture that directs the company towards the best operational results, within a healthy and respectful work environment.
- Implement a clear and objective variable remuneration policy, based on operational results and performance evaluation, which covers all company employees, different from what was practiced until the end of 2023.

Expense Rationalization

- All employees, especially C-level and senior management, must seek maximum efficiency in all contracts with providers.

Under no circumstances should the company's cash flow be used to finance inefficiencies in the services provided to the company.

- From the calendar year 2024 onwards, the company will adopt the Zero Base Budgeting (OBZ) methodology. This methodology aims to achieve maximum efficiency in expense management and direct resources to unlock the company's growth levers.
- All service contracts and investments will be presented to the CEO and CFO with the aim of verifying alignment with the company's growth levers.

Explore New Growth Avenues

- Establish open communication with the market with the aim of discussing new lines of revenue for the company. GetNinjas, despite the success and recognition throughout its history, should not depend solely on one line of revenue.
- Establish connections with relevant players in the service provision market with the aim of adding significant providers across the entire platform. The new management understands that this process will result in a new level of satisfaction for all customers who use and recognize GetNinjas.
- Implement a new journey, for both the customer and the provider, within the GetNinjas platform. Additionally, explore new ways of monetizing revenue within the platform. Such actions should generate a higher level of retention and adherence to the needs of customers and providers.

GetNinjas' new management understands that by basing and implementing the main actions related to these three pillars, the company will establish the necessary basis for new levels of results from 2024 onwards.

MESSAGE FROM THE MANAGEMENT



Moving on to the company's numbers, the operating result was negative, minimized by cost and expense control actions.

However, we ended 4Q23 with a Net Profit of R\$28 thousand and the year 2023 with a Net Profit of R\$3.6 million.

Net Revenue in 4Q23 grew 7% vs. 4Q22. Investments in Marketing reduced by 10% in the same period. Despite the challenging economic scenario, the structural improvements implemented by the new management allowed for better monetization of requests and an increase in revenue generated by each request.

Gross Profit in 4Q23 was 5% lower than in 4Q22. However, when we compare the closed numbers for 2023 (R\$55.2 million) with 2022 (R\$51.5 million) we record an increase of 7%. We had a worsening in Gross Margin in 4Q23 (79.9%) compared to 4Q22 (90.3%), mainly impacted by an increase in chargeback.

Investments in Marketing in 4Q23 had a 10% reduction in relation to 4Q22, going from R\$6.7 million in the same period of the previous year to R\$6.0 million in 4Q23.

General and Administrative Expenses in 4Q23 had a reduction of 54% compared to 4Q22, from R\$14.8 million in the fourth quarter of the previous year to R\$6.8 million in the fourth quarter of this year.

The main variation in administrative expenses in 4Q23 was in the people line. We ended the year with 151 employees, which represents a reduction of 43 employees compared to 4Q22.

We remain rigorous with hiring and replacing vacancies, controlling costs without compromising the company's operation and long-term projects. Furthermore, we brought in key people to occupy strategic positions that will contribute to the company's results.

We wrote off the intangible assets of projects from past years that had no results at the end of 2023, totaling R\$7.9 million.

We recorded a negative **Adjusted EBITDA*** of R\$15.4 million in 4Q23, 116% higher than that reported in 4Q22. This increase mainly refers to expenses with the granting of company shares.

The net Financial Result was R\$8.1 million in 4Q23, 8% lower than that in 4Q22 (which was R\$8.7 million) and in 2023 (R\$31.2 million), which corresponds -4% when compared to 2022 (R\$ 32.8 million).

We maintained our ReclameAqui scores and Great Place to Work (GPTW) certification, which reinforces our commitment to developing and engaging a team of Ninjas to sustain the Company's future.

*Adjusted EBITDA = EBITDA – Grant of Shares – Non-recurring expenses



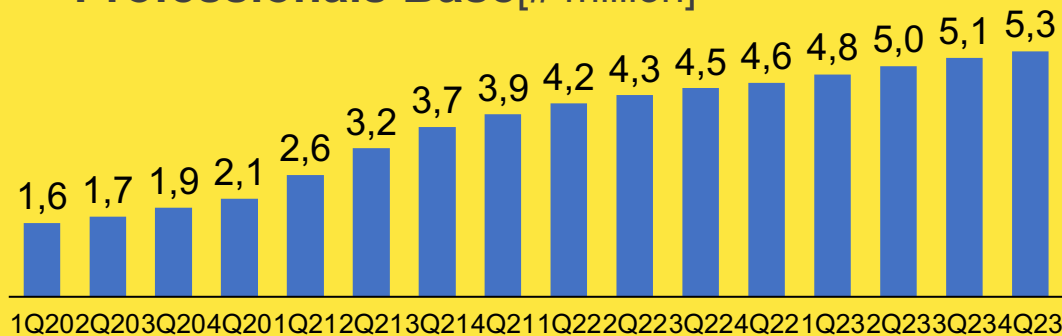
The focus in 2023 was the retention and monetization of Professionals



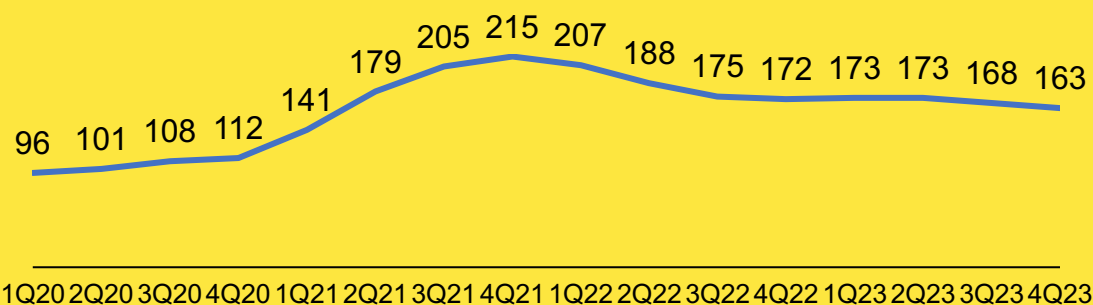
The reduction in Marketing investments also impacted the PRO base. **However, the number of Active PROs increased slightly in the last quarter, demonstrating an improvement in the conversion and retention of PROs.**

As a result, the number of Active PROs varied depending on the number of requests, to maintain the balance of the platform.

Professionals Base[# million]



Active PROs ['000]





In 4Q23, customers made approximately 1.0 million service requests, an increase of 6% in requests compared to 4Q22 and the number of requests remained stable in relation to 3Q23.

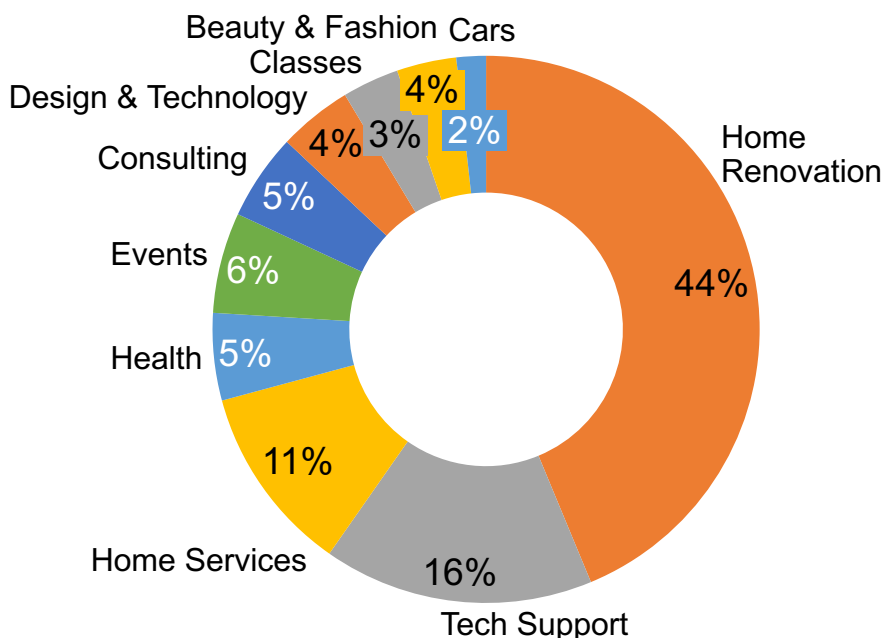
We work to improve the attractiveness of orders for PROS and, thus, increase the ratio of leads per order. This way, we increase the options for the customer, also increasing the closing rate.

The categories that concentrate the largest volume of requests continue to be Renovations and Repairs, Technical Assistance and Domestic Services.

60% of customers were recurrent customers in 4Q23, that is, they had previously made another service request on the platform. The new Customer App has been helping to increase recurrence.

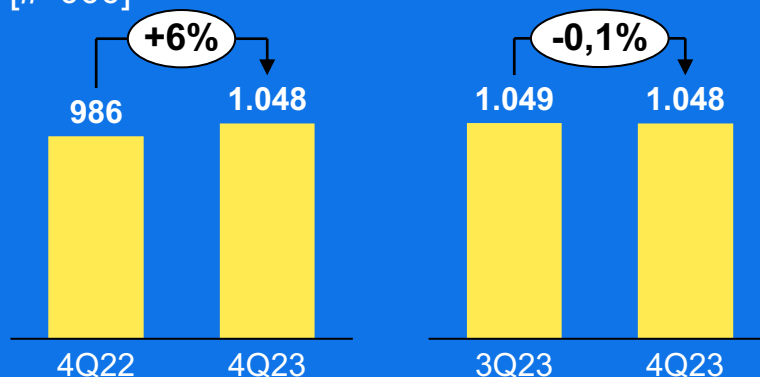
Requests by category

[4Q23 - % of total requests]



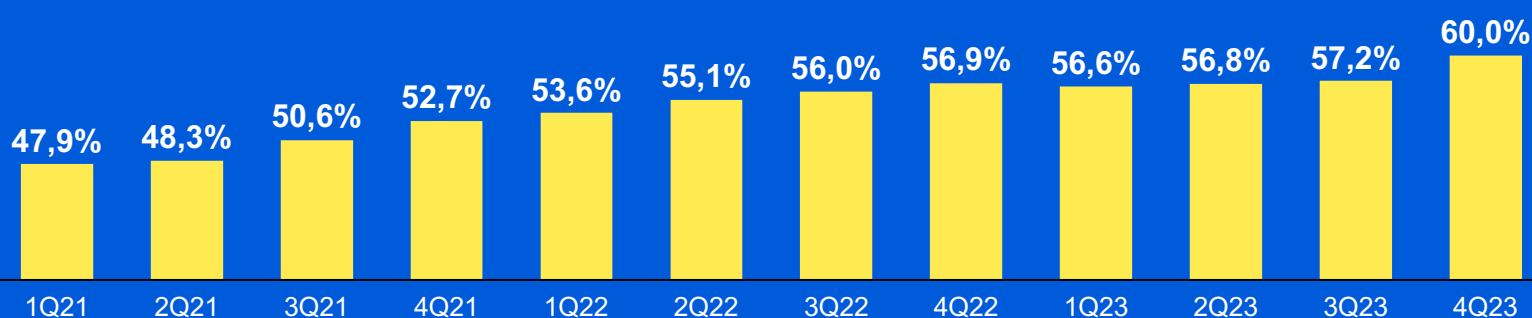
Client Requests

[# '000]



Client Recurrence

[% of clients that made a previous request]





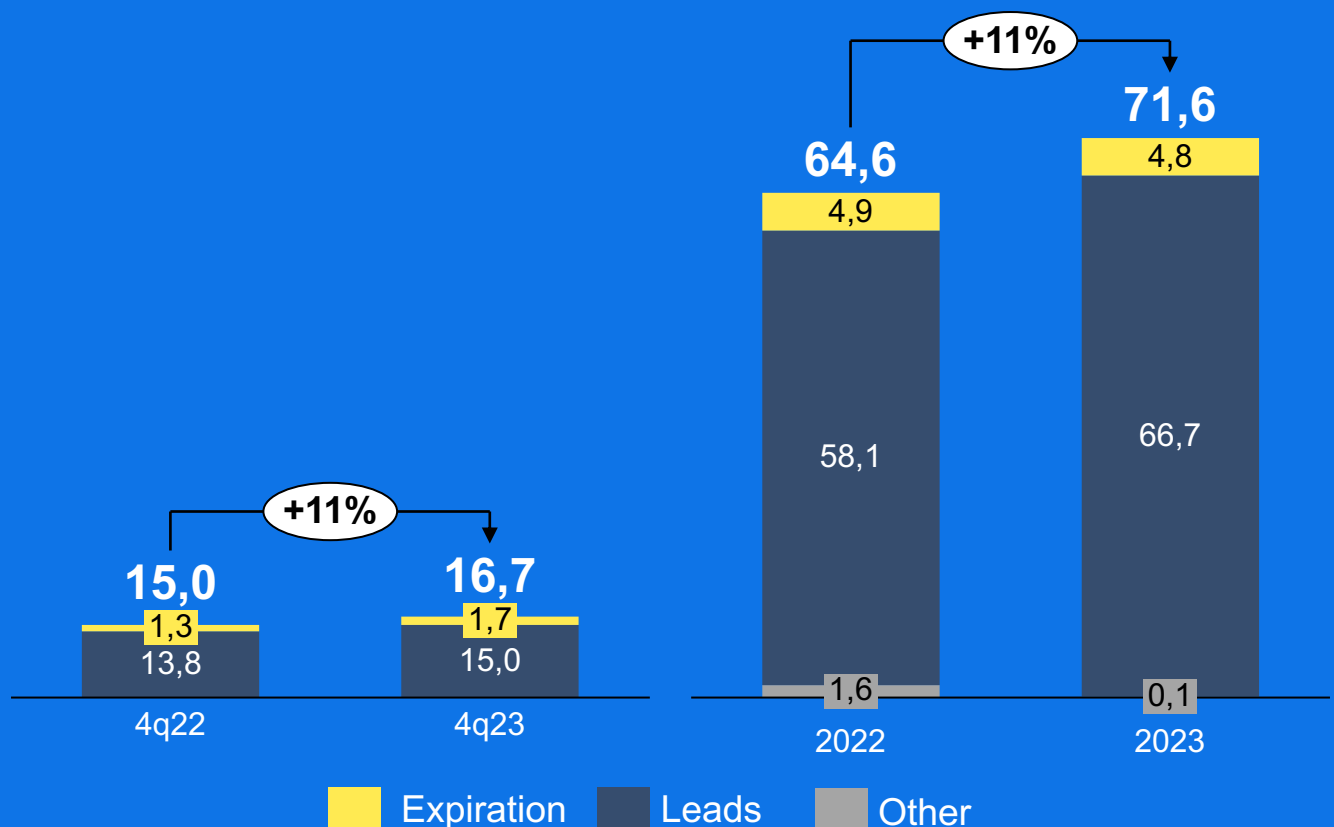
GROSS REVENUE

Gross Revenue in 4Q23 showed an increase of 11% compared to 4Q22. In the annual comparison, we ended 2023 with R\$71.6 million, 11% higher than that reported in 2022 (R\$64.6 million). Below we have the composition of Gross Revenue:

Lead Sales: represented 90% of total revenue in 4Q23 (vs. 91% in 4Q22). Lead revenue grew by 9% compared to 4Q22. It is through leads that Professionals have access to information to contact Customers.

Expirations: They were stable in the YoY comparison, representing 10% of total revenue in 4Q23 (vs. 9% in 4Q22). These percentages demonstrate good engagement by PROs on the platform, minimizing credit expiration.

Gross Revenue [R\$ million]



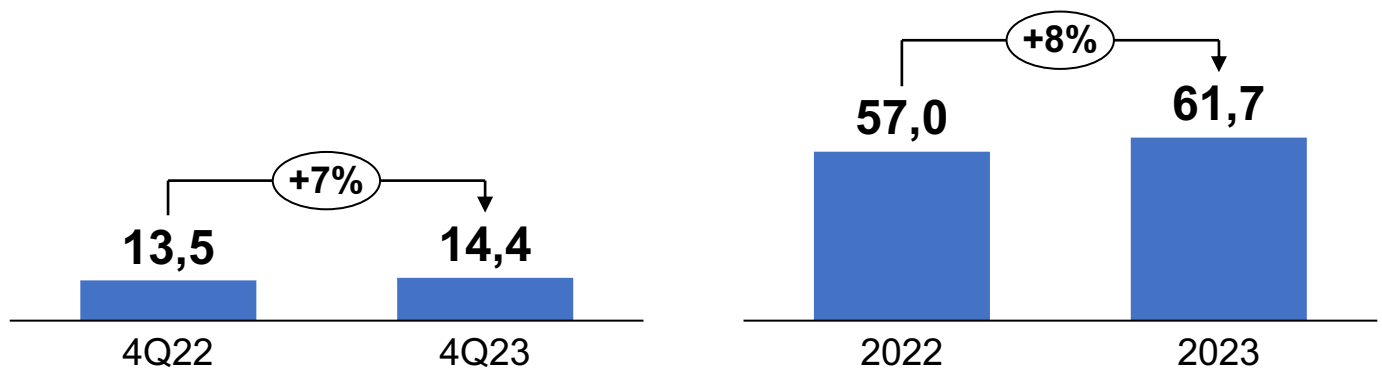


Net Revenue

Net Revenue in 4Q23 grew 7% vs. 4Q22. In the annual view, we ended the year with R\$61.7 million, representing an increase of 8% when compared to 2022.

The economic context remains challenging, with a reduction in searches for services on the internet and the economic scenario. Despite the negative scenario and the reduction in investments in Marketing in 4Q23 (-10% YoY), we promoted structural improvements that allowed better monetization of requests and an increase in revenue generated by each request.

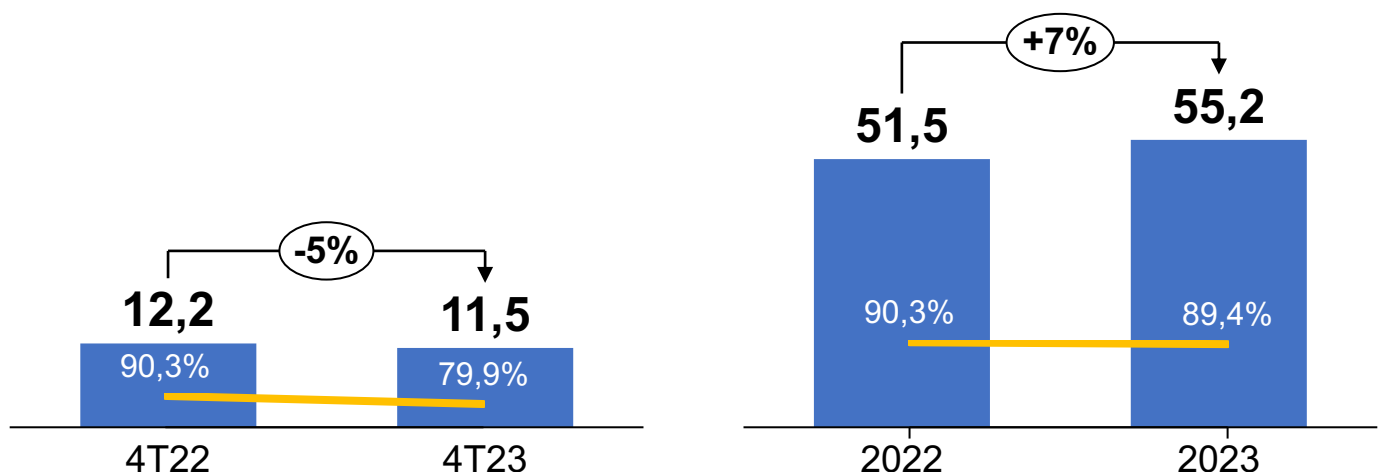
Net Revenue [R\$ million]



Gross Profit

Gross Profit in 4Q23 was 5% lower than in 4Q22. However, when we compare the closed numbers for 2023 (R\$55.2 million) with 2022 (R\$51.5 million) we record an increase of 7%. The worsening of Gross Profit in 4Q23 (79.9%) compared to 4Q22 (90.3%) is mainly due to an increase in chargeback.

Gross Profit [R\$ million] and Gross Margin [% of Net Revenue]





Commercial and Marketing Expenses

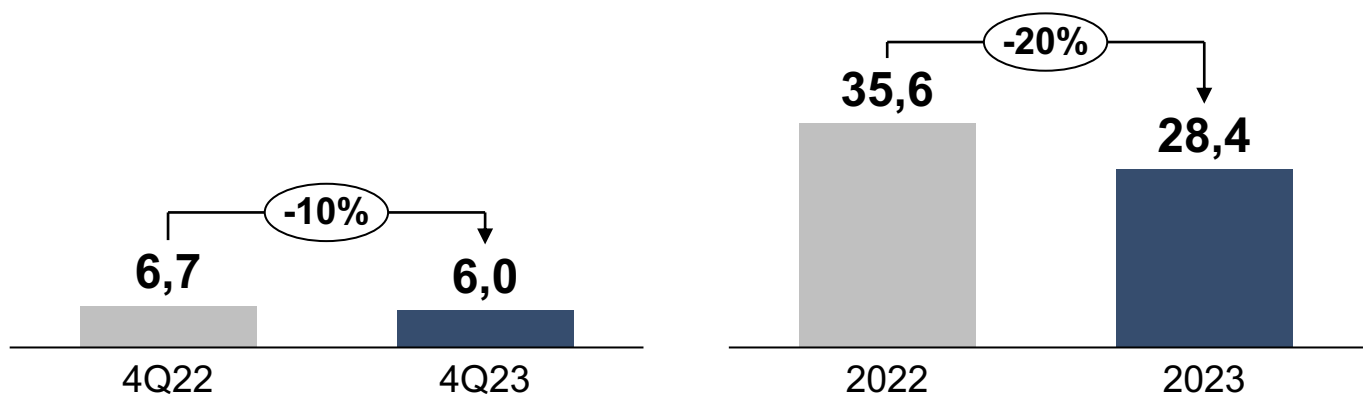
Investments in Marketing in 4Q23 had a 10% reduction compared to 4Q22, going from R\$6.7 million in the same period of the previous year to R\$6.0 million in 4Q23.

We continue to refine the strategy and investments in Marketing with greater focus on the best combinations of category and region, bringing orders at a lower cost and generating greater revenue on each customer acquisition.

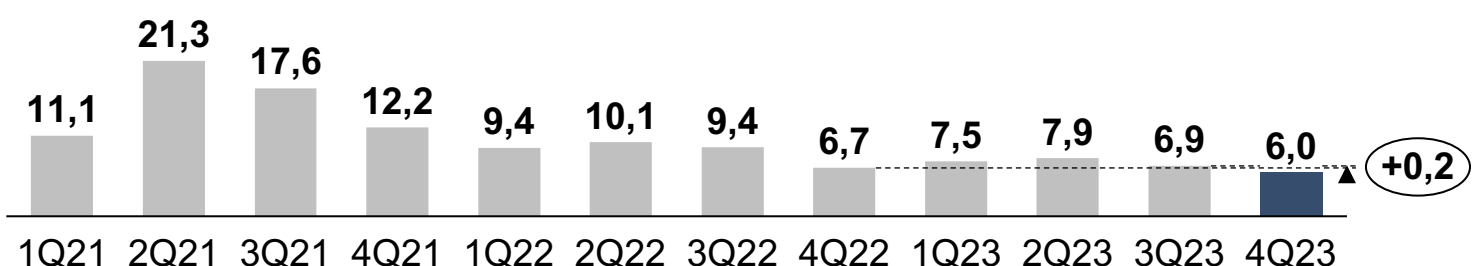
We work to improve the quality of requests, understanding the most relevant information that each request should have. We revised the forms, including more relevant questions and, in this way, increased the attractiveness of requests for Professionals.

We believe that investment levels compared to current revenues are healthier for the development of our business, in the search for greater profitability combined with sustainable growth.

Commercial and Marketing Expenses [R\$ million]



Commercial and Marketing Expenses [R\$ million]





General and Administrative Expenses

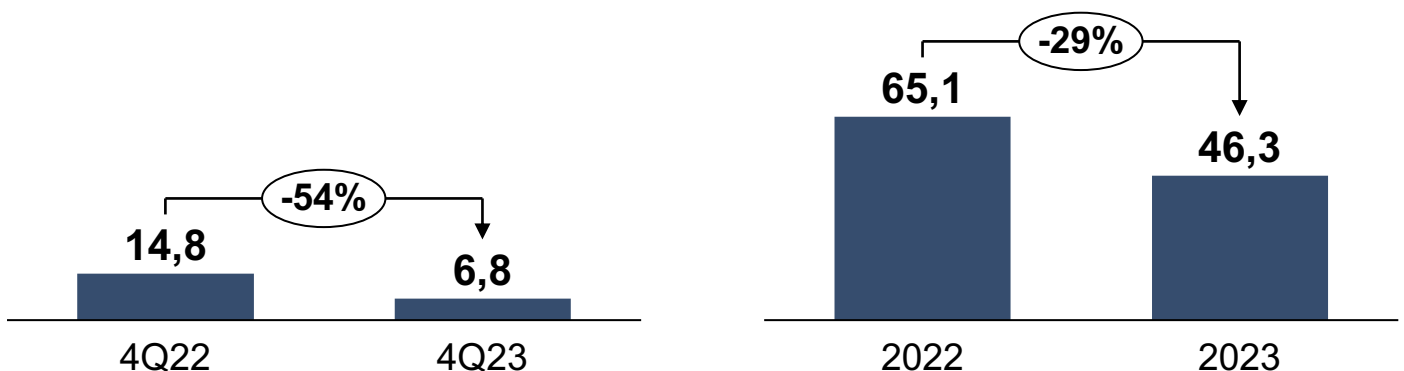
General and Administrative expenses in 4Q23 had a reduction of 54% compared to 4Q22, from R\$14.8 million in the fourth quarter of the previous year to R\$6.8 million in the fourth quarter of this year.

The main variation in 4Q23 in relation to 4Q22 was in the personnel expenses line, the result of a reduction in employees (-43).

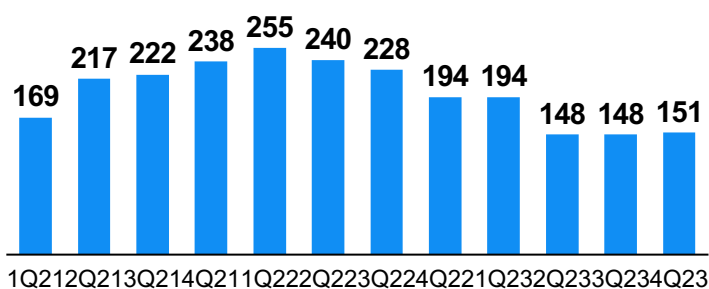
It is worth highlighting that the number of employees in Tech and Product did not change and maintains the same proportion in relation to the total number of employees when compared to 3Q23.

We made changes and this leaner employee structure reflects a more judicious cost management without compromising opportunities for future development and growth. We remain rigorous with hiring and replacing vacancies, controlling costs without harming the Company's operations.

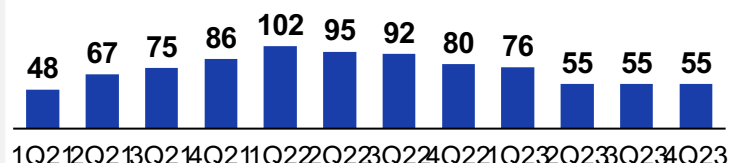
General and Administrative Expenses [R\$ million]



Employees (Total) [# people]



Tech and Product Employees [# people]





EBITDA and Net Profit

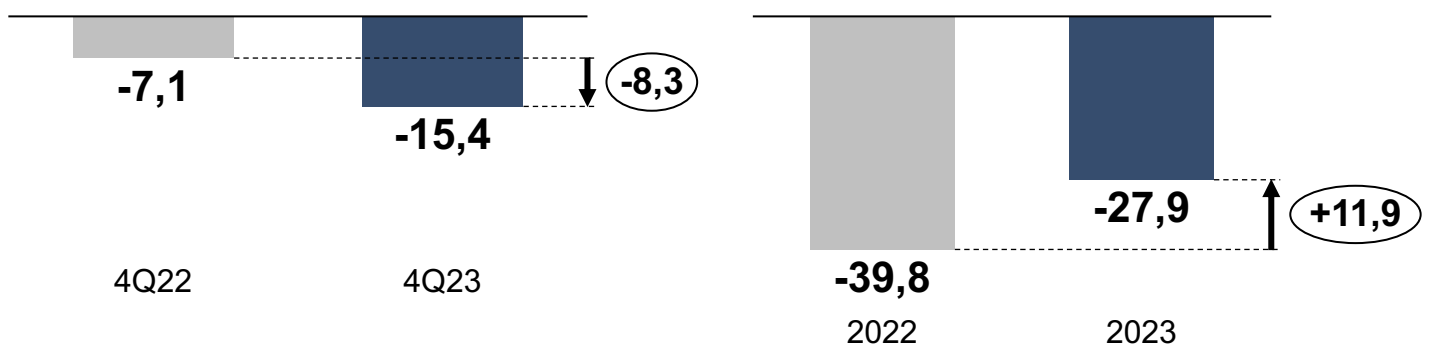
We recorded a negative **Adjusted EBITDA*** of R\$15.4 million in 4Q23, 116% higher than that reported in 4Q22. This increase is due to expenses with the granting of company shares. In 2023, adjusted EBITDA was negative at R\$27.9 million, 30% lower than that recorded in 2022 (R\$39.8 million).

The net Financial Result was R\$8.1 million in 4Q23, 8% lower than that of 4Q22 (which was R\$8.7 million) and in 2023 it was R\$31.2 million, which corresponds -4% when compared to 2022 (R\$32.8 million).

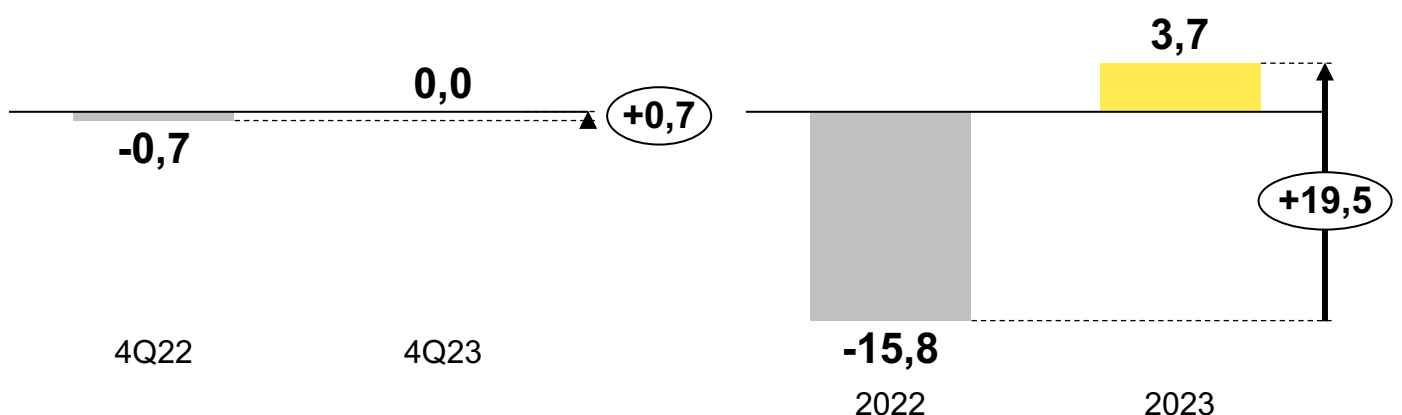
We recorded **Net Profit for the second consecutive quarter and also in the year 2023**. The result for 4Q23 was positive at R\$28 thousand in 4Q23 against a loss of R\$700 thousand in the same period of 2022. In 2023, the company recorded a Net Profit of R\$3.7 million compared to a loss of R\$15.8 million in 2022.

*Adjusted EBITDA = EBITDA – Grant of Shares – Non-recurring expenses

Adjusted EBITDA* [R\$ million]



Net Profit [R\$ million]





ReclameAQUI

Currently, GetNinjas has a solution rate of 96.6%, with a reputation score of 9.4 (highlighted among large companies from different sectors), with 84.7% of respondents saying they would do business with the company again. Furthermore, it continues to maintain the RA1000 SEAL (maximum RA classification).

GetNinjas receives more than 25 thousand queries per month on this channel, that is, the user uses the RA website to make their purchasing decision and evaluate the brand's reputation before hiring or purchasing a product or service. By maintaining the satisfaction levels described above, we reinforce our commitment to all users.

9,4/10

Satisfaction Score
(ReclameAqui)

96,6%

Solution rate

84,7%

Clients would do
business again



1 - Financial Statements

Income Statement (R\$'000)	4Q23	4Q22	Δ	2023	2022	Δ
Net Revenue	14.425	13.500	7%	61.699	57.028	8%
Costs	(2.893)	(1.304)	122%	(6.549)	(5.546)	18%
Gross Profit	11.532	12.196	-5%	55.150	51.482	7%
<i>Gross Margim</i>	79,9%	90,3%	-10%	89,4%	90,3%	-1%
Expenses	(21.394)	(21.644)	-1%	(82.690)	(100.154)	-17%
Selling	(5.987)	(6.655)	-10%	(28.356)	(35.632)	-20%
General and Administrative	(6.788)	(14.784)	-54%	(46.296)	(65.055)	-29%
Others	(675)	(205)	229%	(94)	533	-118%
Intangible Assets	(7.944)	-	0%	(7.944)	-	-
Financial Result	8.086	8.779	-8%	31.227	32.828	-5%
Income before taxes	(1.776)	(670)	165%	3.687	(15.843)	-123%
Taxes	1.804	-	-	-	-	-
Net Profit (Loss)	28	(670)	-104%	3.687	(15.843)	-123%

2 - EBITDA

EBITDA Reconciliation (R\$'000)	4Q23	4Q22	Δ	2023	2022	Δ
Net Income (Loss)	28	(670)	-104%	3.687	(15.843)	-530%
(-) Financial Result	(8.086)	(8.779)	-8%	(31.227)	(32.828)	-5%
(-) Depreciation	(615)	426	-244%	1.226	1.047	17%
(-) Income Tax	(1.804)	-	-	-	-	-
EBITDA	(10.477)	(9.023)	16%	(26.314)	(47.625)	-45%
(-) Stock Option Plan Expenses	(4.889)	1.910	-356%	(1.590)	7.854	-120%
(-) Non recurring expenses	-	-	-	-	-	-
ADJUSTED EBITDA	(15.366)	(7.113)	116%	(27.905)	(39.770)	-30%



3 – Balance Sheet

Balance Sheet			
Assets (R\$'000)	4Q23	4Q22	Δ
Current	287.027	232.850	23%
Cash and cash equivalents; investments	275.983	228.550	21%
Accounts receivable	4.104	3.669	12%
Recoverable taxes	5.907	7	84286%
Advances to suppliers	-	-	-
Other assets	1.033	624	66%
Noncurrent	10.648	65.166	-84%
Recoverable taxes	-	5.210	-100%
Property, Plant and Equipament	-	45.102	-100%
Immobilized	1.970	3.038	-35%
Rights of use	855	1.099	-22%
Intangible	7.823	10.717	-27%
Total Assets	297.675	298.016	0%
Liabilities and Shareholders' Equity (R\$'000)			
Current	16.199	17.916	-10%
Trade accounts payable	5.700	5.765	-1%
Tax liabilities	157	73	115%
Labor liabilities	4.907	5.728	-14%
Advances from customers	3.823	3.473	10%
Accounts payable	1.278	2.776	-54%
Lease	334	101	231%
Noncurrent	1.141	1.343	-15%
Provisions	99	22	350%
Lease	1.042	1.321	-21%
Shareholders' Equity	280.335	278.757	1%
Capital	267.386	364.666	-27%
Accumulated losses	4.724	(96.700)	-105%
Capital reserve	8.225	10.791	
Total Liabilities and Shareholders' Equity	297.675	298.016	0%



4 – Cash Flow

Statement of Cash Flow (R\$'000)	4Q23	4Q22	Δ	2023	2022	Δ
Net income (loss)	29	(672)	-104%	3.687	(15.843)	-123%
Noncash items:	4.855	2.402	102%	9.888	9.131	8%
Depreciation and amortization	1.316	459	187%	3.203	1.101	191%
Intangible Assets	7.944	-		7.944	-	
Provision for contingencies	(99)	-		-	-	
Fixed-asset write-off	-	(27)	-100%	77	22	250%
Income from exchange rate and monetary variations	-	-		-	-	
Stock options plan	(4.364)	1.910	-328%	(1.590)	7.854	-120%
Lease recalculation	18	-		-	-	
Interest on loans and leases	40	60	-33%	254	154	65%
Increase/(decrease)in asset and liability accounts	(4.881)	(5.027)	-3%	(4.006)	(3.711)	8%
Accounts receivable	(66)	601	-111%	(435)	1.209	-136%
Recoverable taxes	(1.095)	(2.382)	-54%	(690)	(2.744)	-75%
Advances to suppliers	(5)	(7)	-29%	-	9	-100%
Other assets	(262)	292	-190%	(410)	(116)	253%
Trade accounts payable	(228)	(1.744)	-87%	(65)	(3.496)	-98%
Tax liabilities	(1.816)	(299)	507%	84	(423)	-120%
Labor liabilities	(997)	(1.852)	-46%	(1.346)	1.308	-203%
Advances from customers	141	(391)	-136%	350	(454)	-177%
Accounts payable	(557)	755	-174%	(1.498)	996	-250%
Other liabilities	4	-		4	-	
Cash from operating activities	3	(3.297)	-100%	9.569	(10.423)	-192%
Income Tax and Social Contribution	-	-		-	-	
Lease Interest	(69)	-		(69)	-	
Cash from investing activities	18.575	(4.752)	-491%	13.173	(12.267)	-207%
Acquisition of fixed assets	100	11	809%	60	(2.058)	-103%
Acquisition of intangible assets	(1.622)	(1.697)	-4%	(6.984)	(7.143)	-2%
Marketable securities	20.097	(3.066)	-755%	20.097	(3.066)	-755%
Cash from financing activities	(68)	-	-	(244)	-	-
Related-party transactions	-	-		-	-	
Lease payments	(68)	-		(250)	-	
Capital contribution	-	-		6	-	
IPO expenses	-	-		-	-	
Increase/(decrease) in cash and cash equivalents	18.441	(8.049)	-329%	22.428	(22.690)	-199%
Cash and cash equivalents at beginning of period				1.843	24.533	-92%
Cash and cash equivalents at end of period				24.271	1.843	1217%

