

RESULTS

3Q23 | November, 2023





Executive summary

- **We generated cash for the first time since the IPO, that is, in 3Q23 cash was positive at R\$7.4 million.** In the last 12 months (from 3Q22 to 3Q23), the cash burn was just R\$1 million, compared to a burn of R\$29 million in the previous 12 months (from 3Q21 to 3Q22).
- **We presented Net Profit for the second quarter in a row** (and for the second time after the IPO), of R\$4.2 million in 3Q23, compared to a loss of -R\$2.7 million in 3Q22 and a profit of R\$1.5 million in 2Q23.
- **Gross Revenue in 3Q23 grew by 16% compared to 3Q22** and remained stable (+2%) compared to 2Q23, in addition to an 11% growth in gross margin compared to the previous year.
- The positive result came as a result of operational improvements, combining an increase in Revenue with a 27% reduction in Expenses and an 8% increase in Financial Result.
- The focus for 2023 continues to be on accelerating growth, maintaining efficiency in Marketing investments with cash generation, through increasing process efficiency, creating liquidity for the platform and financial management of the business.



Largest service Marketplace in Brazil

Available on **more than 4 thousand cities**

More than **5 million Professionals**

More than **4 million Requests per year**





01

The client
requests a service

02

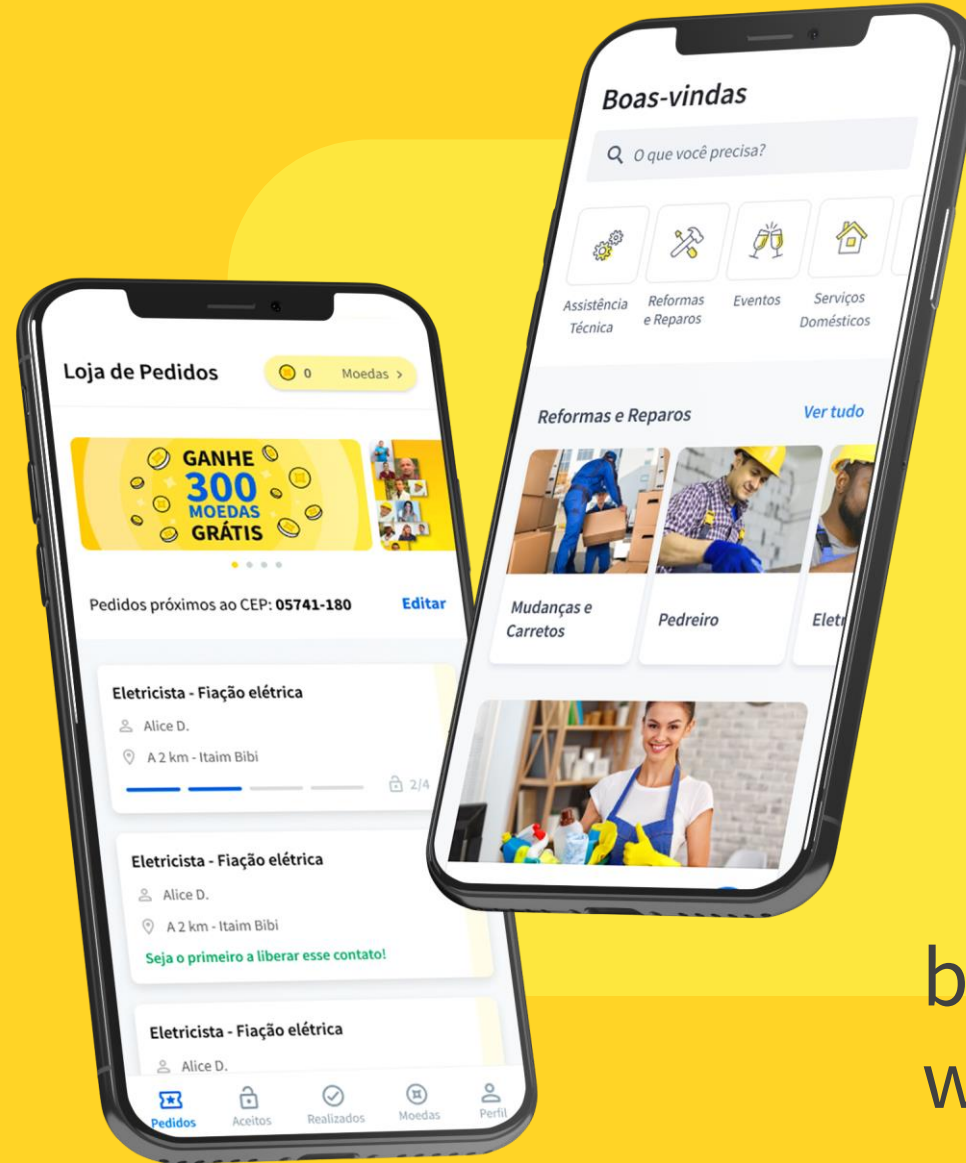
This request is **broadcasted**
to our professionals

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

HIGHLIGHTS 3Q23



CLIENTS
REQUESTS

**1,0
mm**

[same as 3Q22]
[+7% vs 2Q23]

PROFISSIONALS
BASE

**5,1
mm**

[+15% vs 3Q22]
[+4% vs 2Q23]

ACTIVE
PROFESSIONALS
(LTM)

**168
K**

[-4% vs 3Q22]
[-3% vs 2Q23]

ReclameAQUI

SCORE 9.0



Google Play

PRO 4.3 CLI 4.7



Apple Store

PRO 4.3 CLI 4.8

NET REVENUE

R\$ 15,5mm

[+8% vs 3Q22]
[-3% as 2Q23]

GROSS PROFIT

R\$ 14,3mm

[+11% vs 3Q22]
[-3% vs 2Q23]

NET PROFIT

R\$ 4,2mm

[vs -R\$ 2,7mm on 3Q22]
[vs +R\$ 1,5 mm on 2Q23]

CASH POSITION

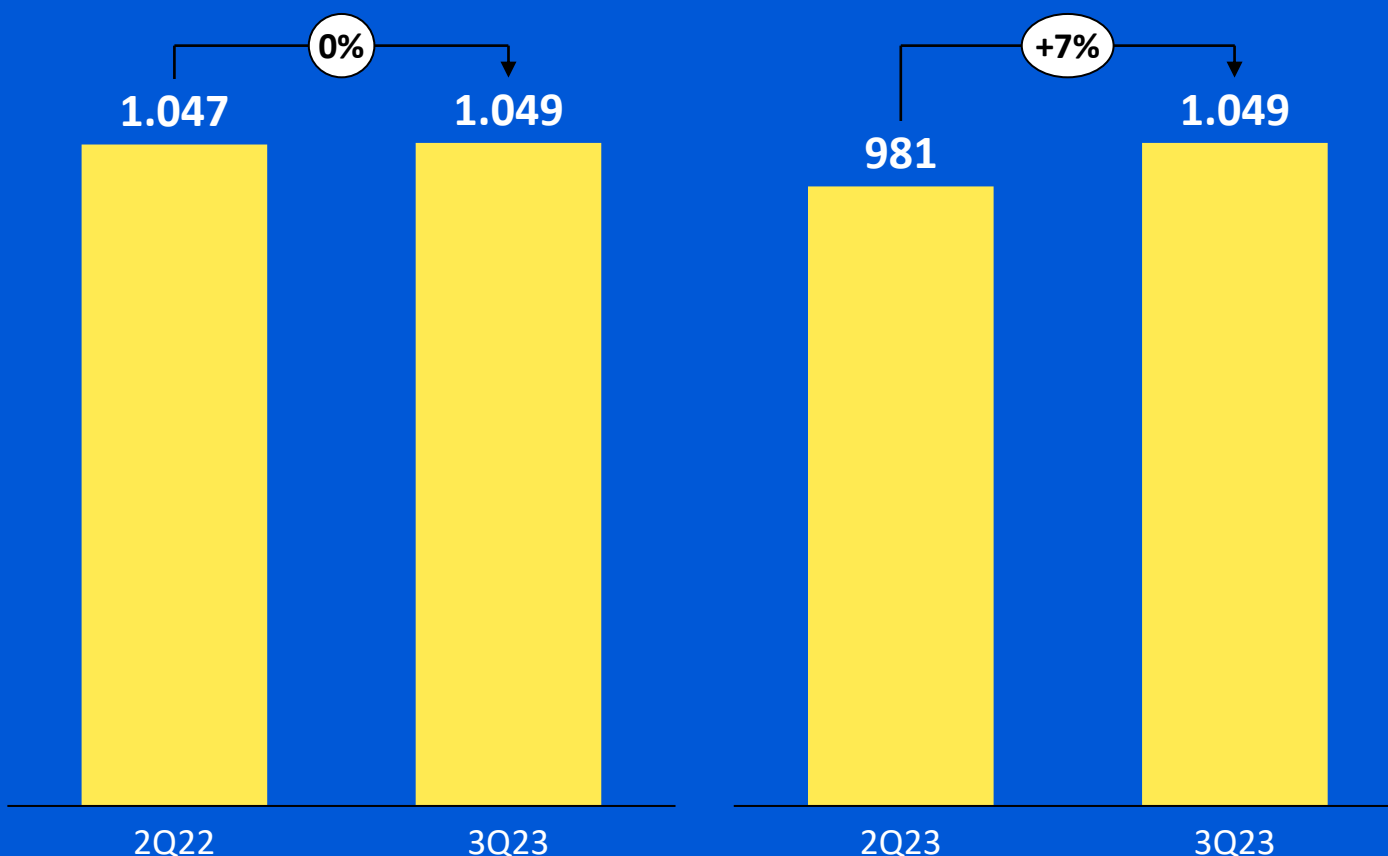
+R\$ 7,4mm

[vs -R\$ 5,8 mm on 3Q22]
[vs -R\$ 1,2 mm on 2Q23]



Clients Requests

[# '000]

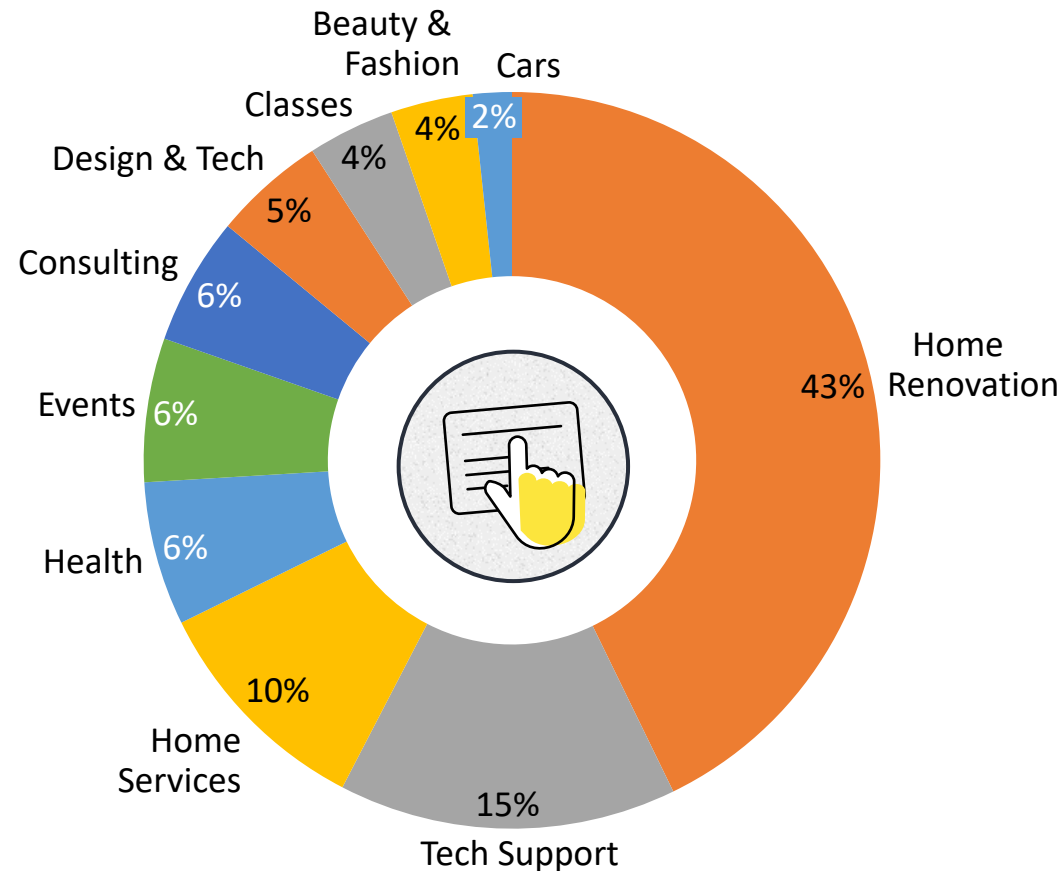


- **In 3Q23 we reduced investments in Marketing by 27% compared to 3Q22** and 21% compared to 2Q23, which directly impacts the volume of Customer requests.
- Even so, the volume of requests remained stable in 3Q23 compared to 3Q22 and showed a **growth of 7% compared to 2Q23.**
- We work to improve the efficiency of these investments, reducing CPA and mitigating the impact of reducing investments in Marketing.



Requests by category

[3Q23 - % of total requests]

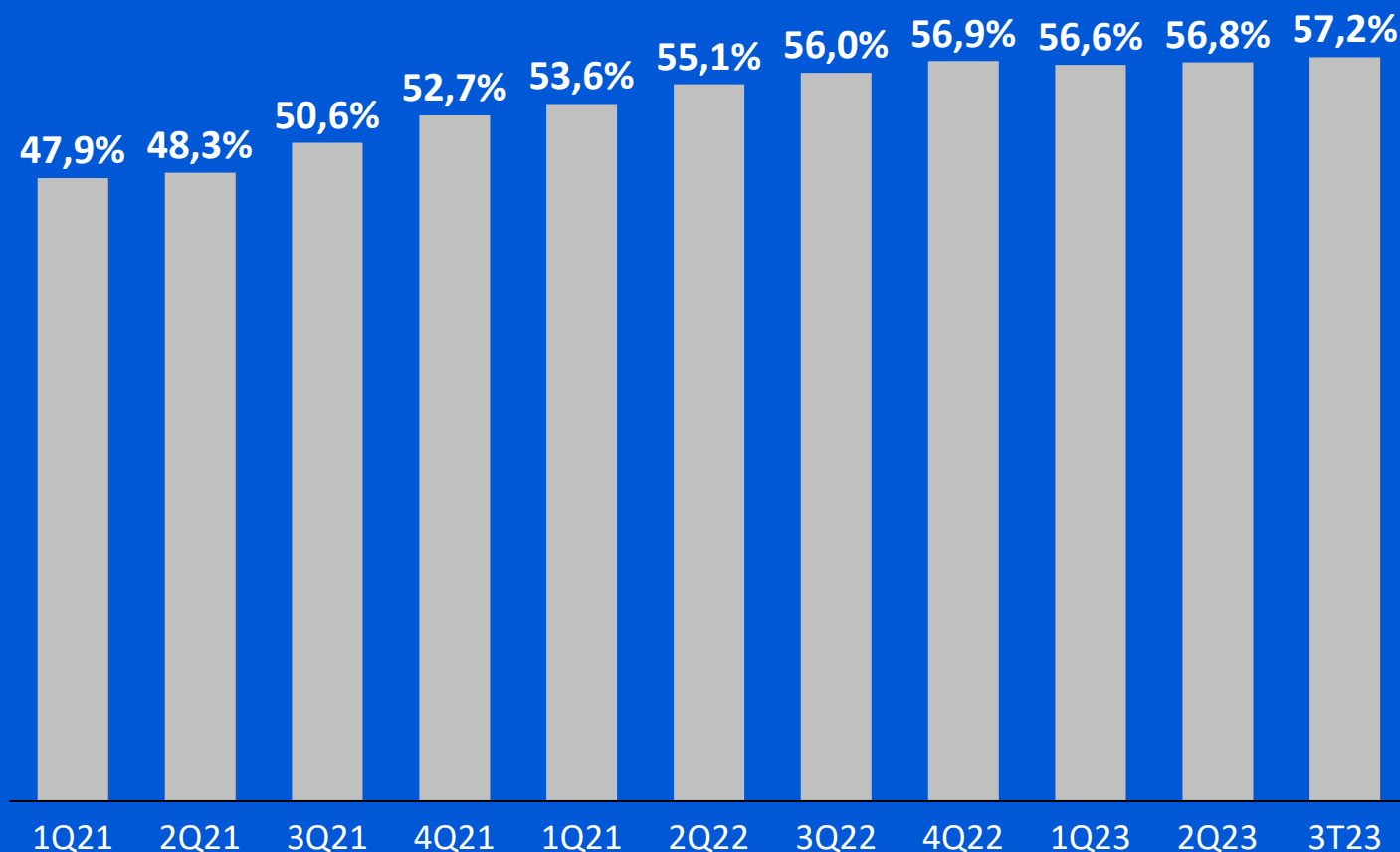


- The categories that concentrated the highest volume of requests in 3Q23 were:
 - Renovations and Repairs
 - Technical assistance
 - Domestic services
- These same categories have been the main ones in recent years, with slight growth in “Renovations and Repairs”.
- In addition to being the largest category, “Renovation and Repairs” also has one of the largest “monetization per request”.



Clients Recurrence

[% total clients]

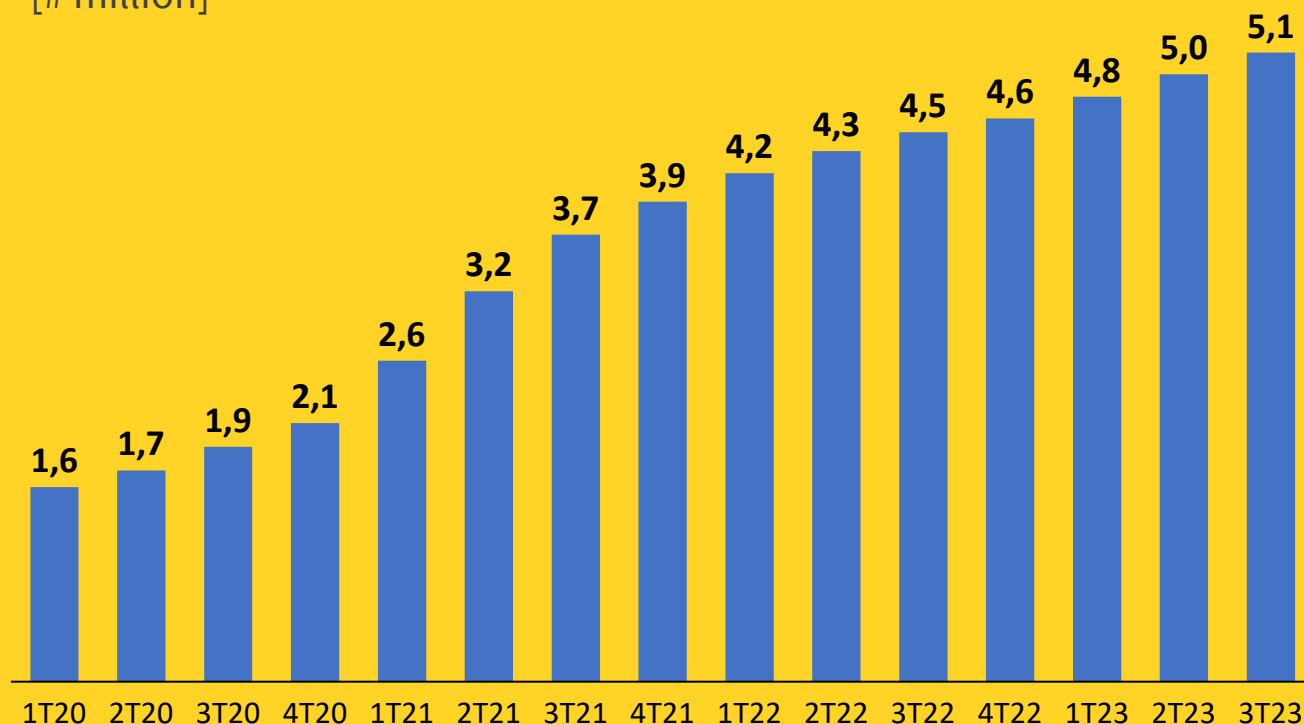


- **57% of customers were recurrent customers in 3Q23**, that is, they had previously made another service request on the platform.
- It is important to highlight the maintenance of Customer recurrence, the result of several actions to improve the service offering, matching between CLIs and PROs, category segmentation and other initiatives.
- **The new Customer App has been helping to increase recurrence**, increasing its relevance in total orders month by month.



PROs Base

[# million]

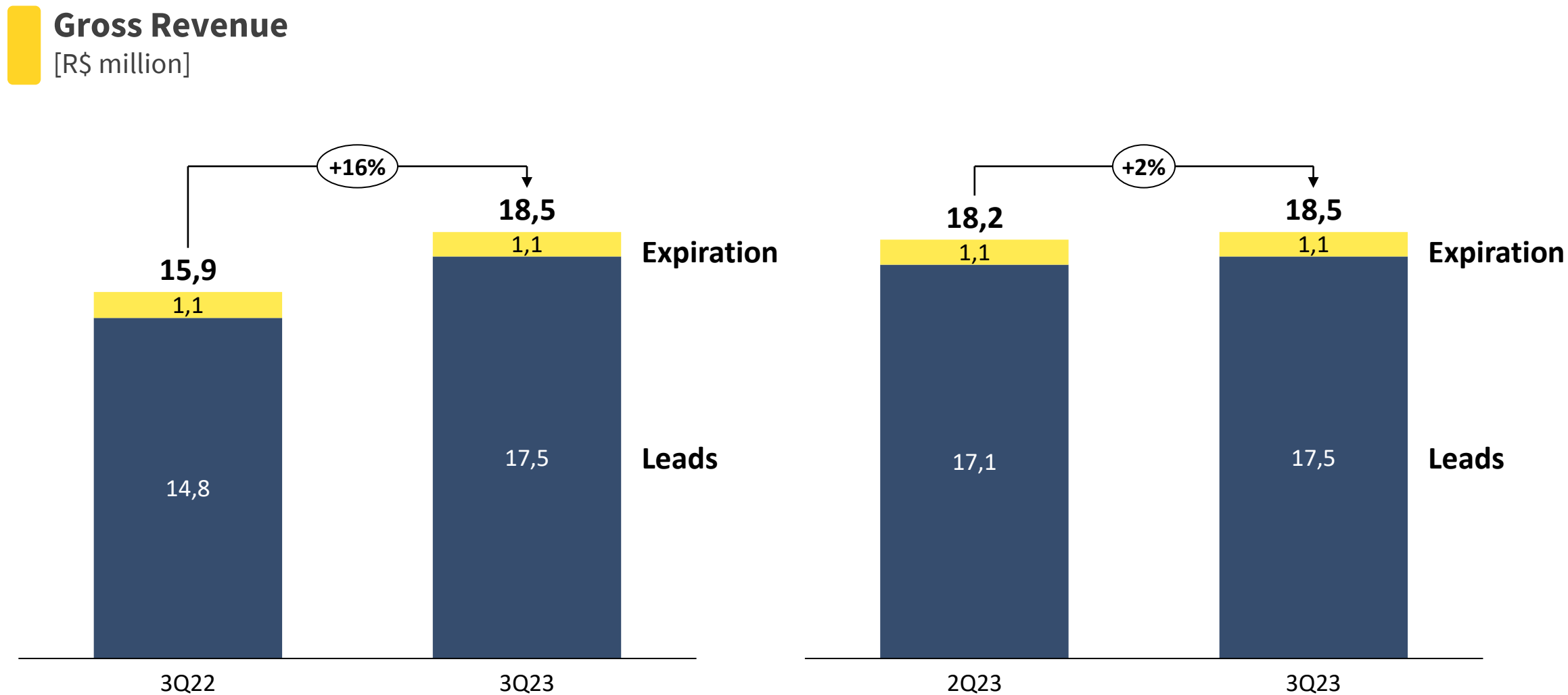


- We made accelerated investments in Marketing in 2021 and doubled our Professional base.
- Despite the 27% reduction in investments in Marketing (vs 3Q22), the Professional base showed constant growth.
- We continue to focus on the conversion and retention of these Professionals.

Active PROs ['000, last twelve months]

96 101 108 112 141 179 205 215 207 188 175 172 173 173 168

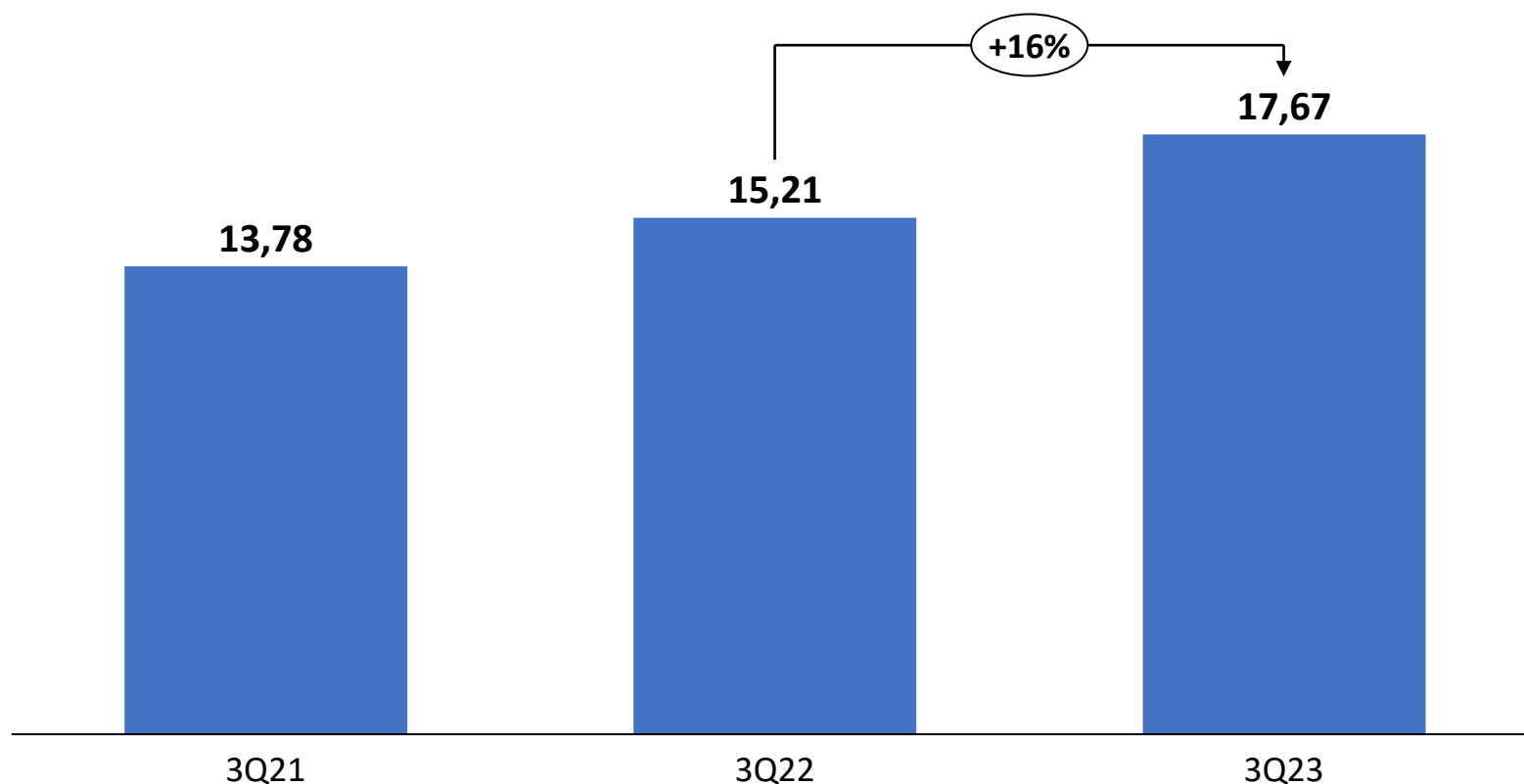
GROSS REVENUE





Revenue divided by the amount of requests

[R\$ / request]



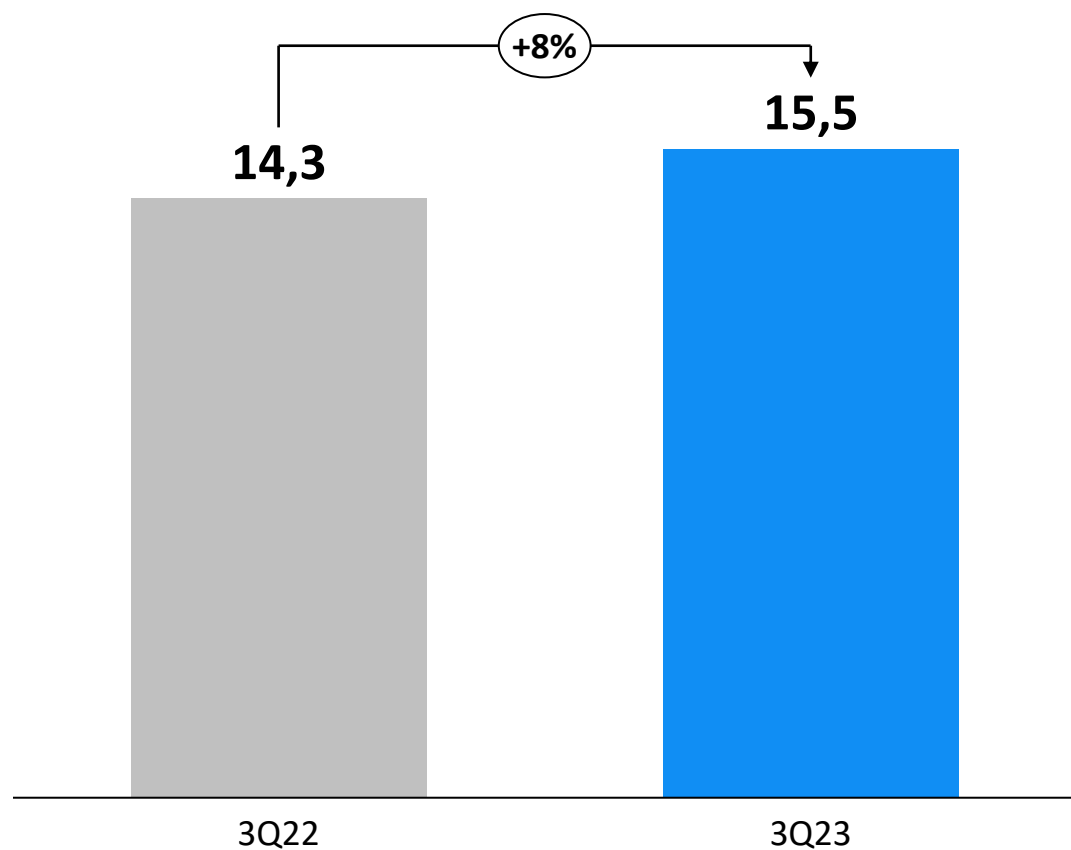
- There has been an increase in request monetization, which can happen due to an increase in lead value and an increase in leads per request
- **There was a 16% increase in request monetization in 3Q23 compared to 2Q22.**
- This was mainly generated by the improvement in the quality of requests and better matching with Professionals.

NET REVENUE AND GROSS PROFIT



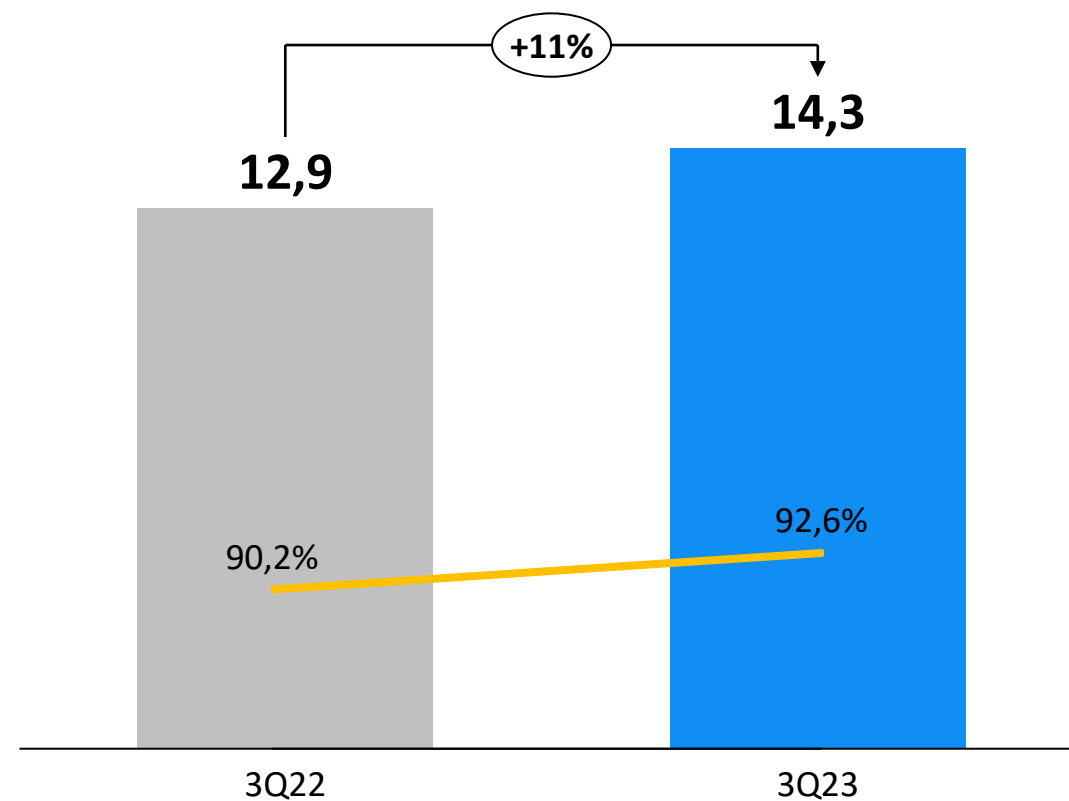
Net Revenue

[R\$ million]

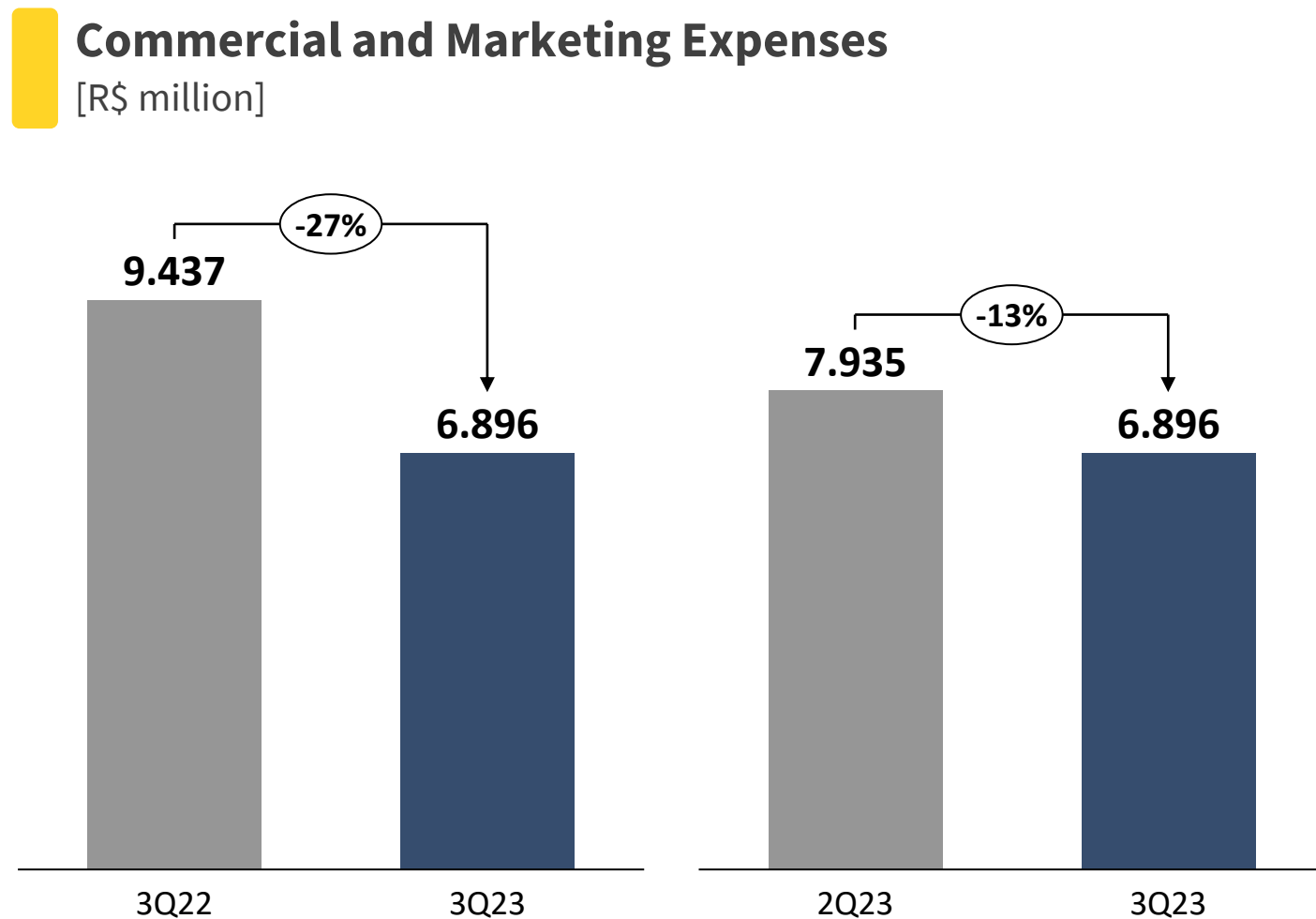


Gross Profit

[R\$ million and % of Net Revenue]

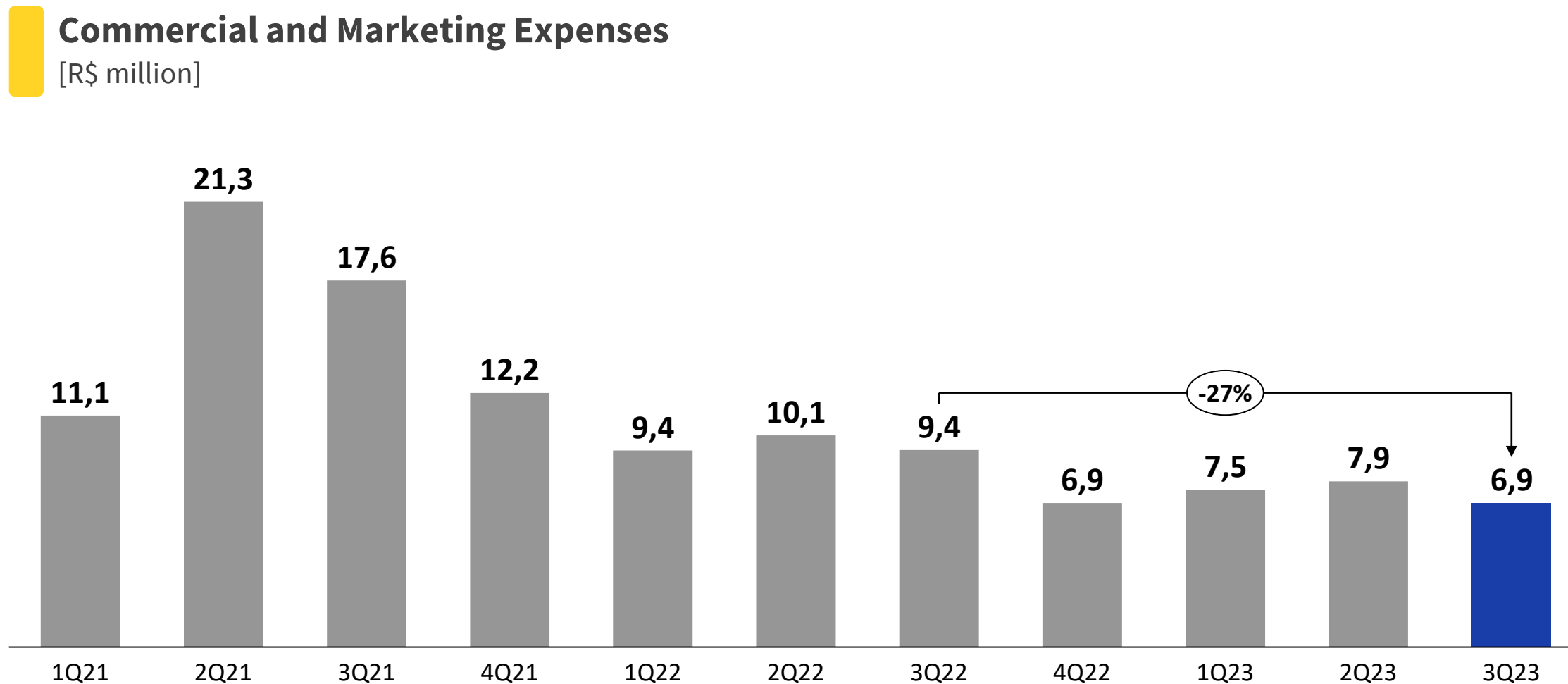


COMMERCIAL AND MARKETING EXPENSES



- **Investments in Marketing in 3Q23 had a 27% reduction compared to 3Q22 and a 13% reduction compared to 2Q23.**
- We continue to refine our strategy and investments in Marketing with greater focus on the best category and region combinations.
- We believe that investment levels compared to current revenues are healthier for the development of our business.

COMMERCIAL AND MARKETING EXPENSES

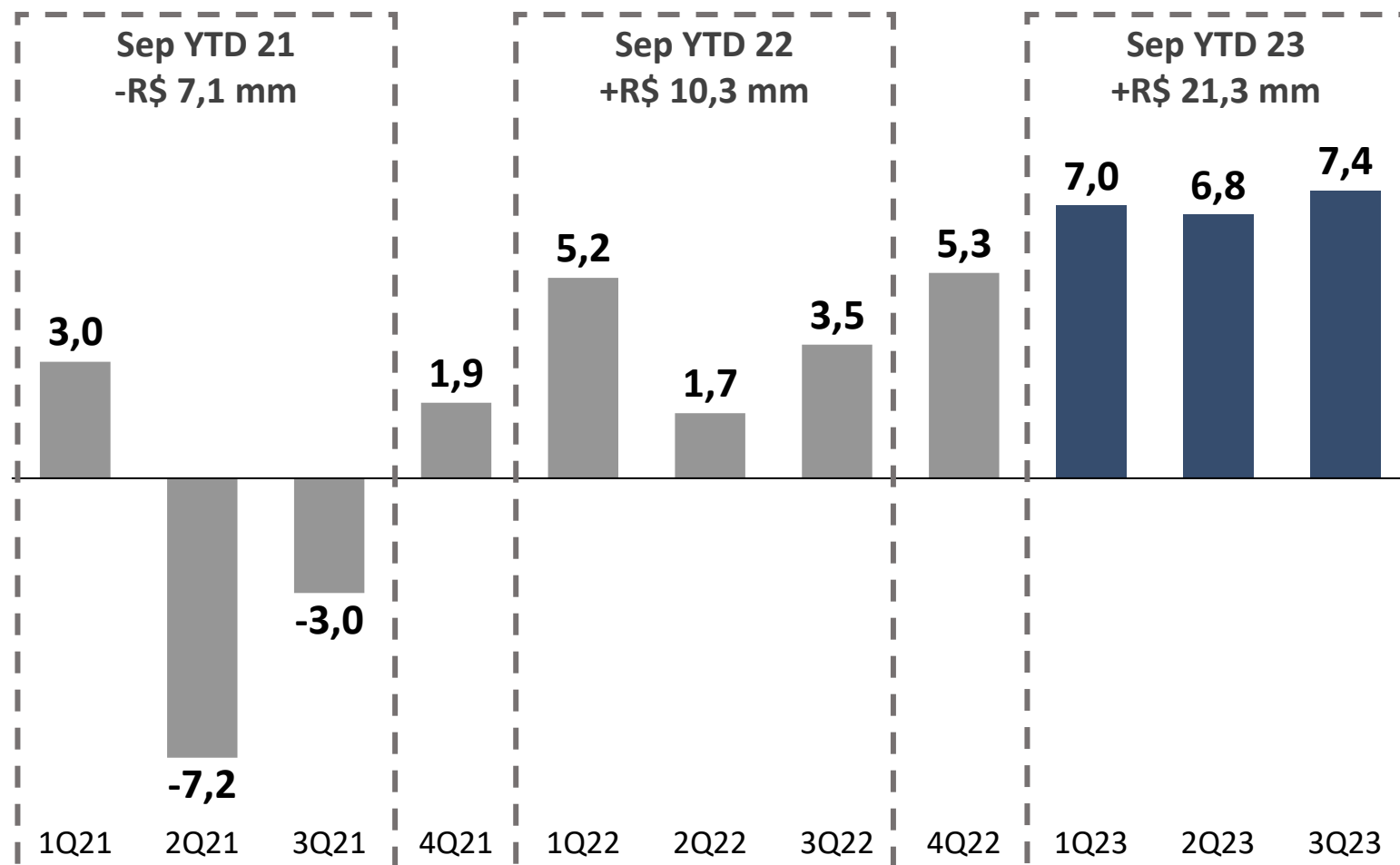


MARKETING EFFICIENCY



Gross Profit minus Marketing expenses

[R\$ million]

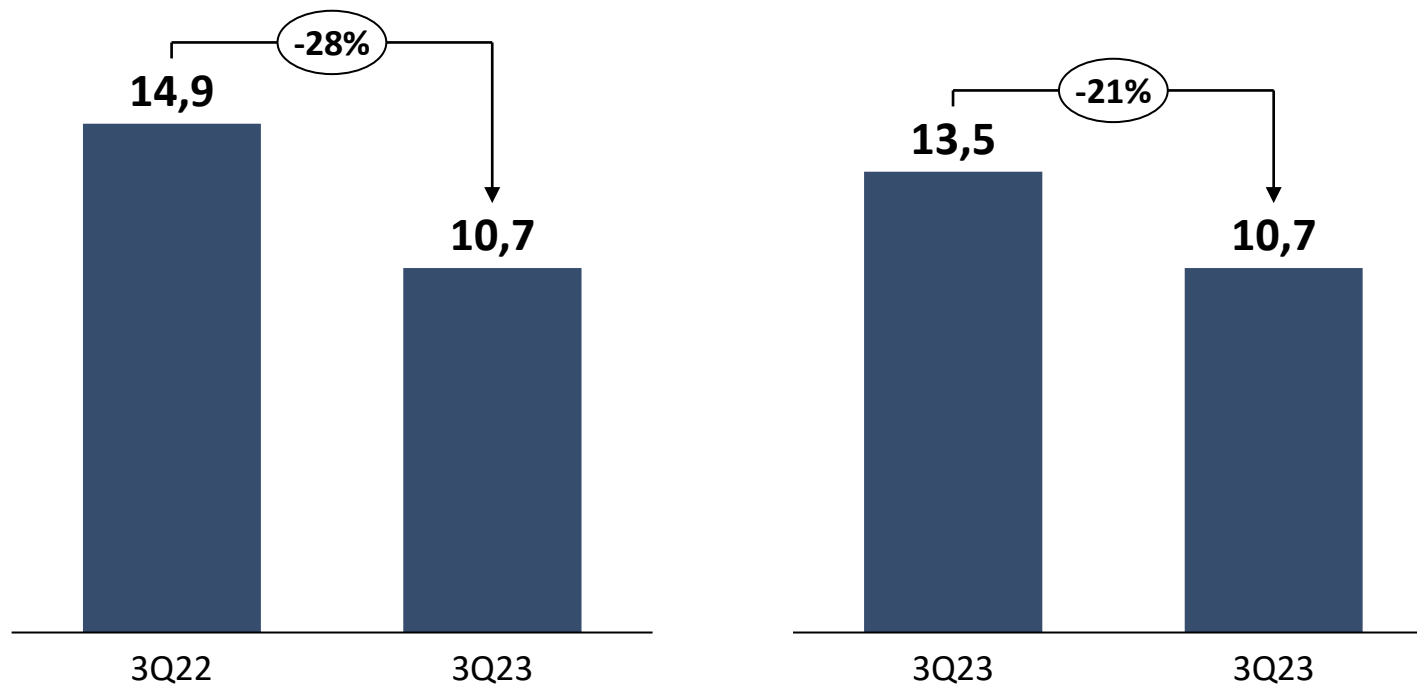


- High investments in Marketing in 2021 boosted that year's revenue growth, but this resulted in a negative balance (amount spent on Marketing was greater than Gross Profit).
- Since the end of 2021 we have been calibrating (and reducing) investments in Marketing; 4Q21 and 1Q22 were still favored by investments from 2021 (mainly in PROs).
- The accumulated balance Sep YTD 23 was R\$21.3 million, more than double that accumulated in the same period in 2022 (which was R\$10.3 million).



General & Administrative Expenses

[R\$ million]

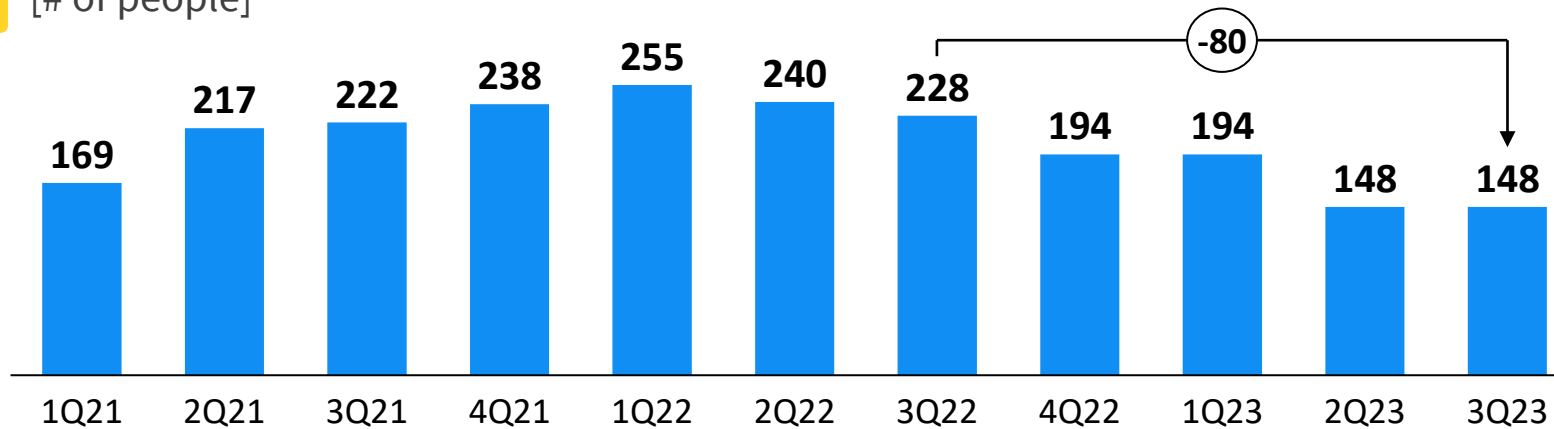


- **General and Administrative expenses were R\$10.7 million in 3Q23, representing a 28% reduction compared to 3Q22 and a 21% reduction compared to 2Q23.**
- The main variation in 3Q23 in relation to 3Q22 was in the People line, with a reduction of 80 employees.
- 2Q23 expenses were impacted by layoff costs incurred in May/23, that is, half of the second quarter's payroll still reflected a greater number of employees.



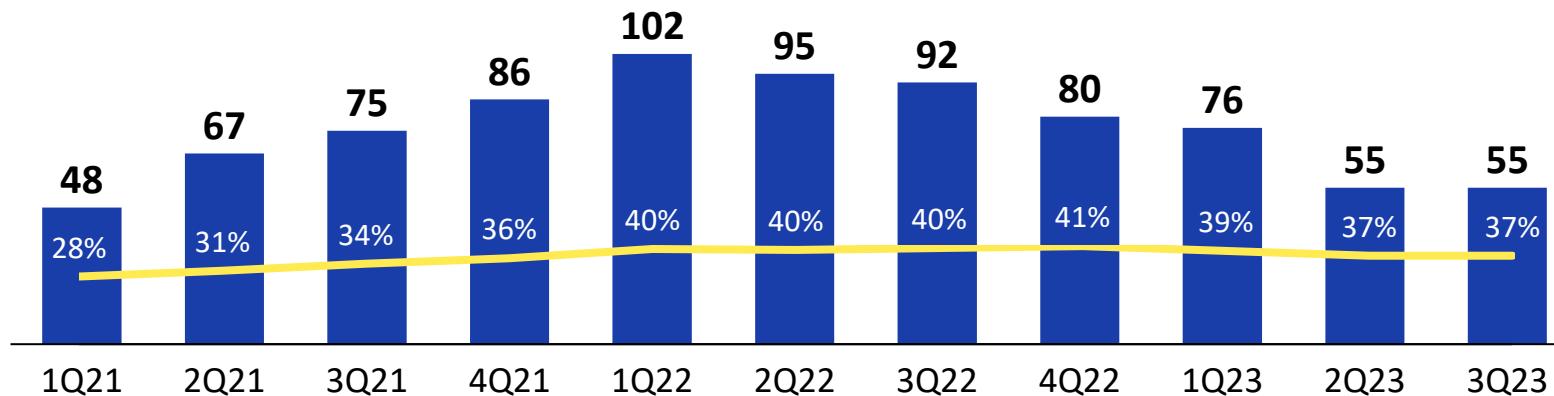
Employees (total)

[# of people]



Tech & Product employees

[# of people and % of total employees]



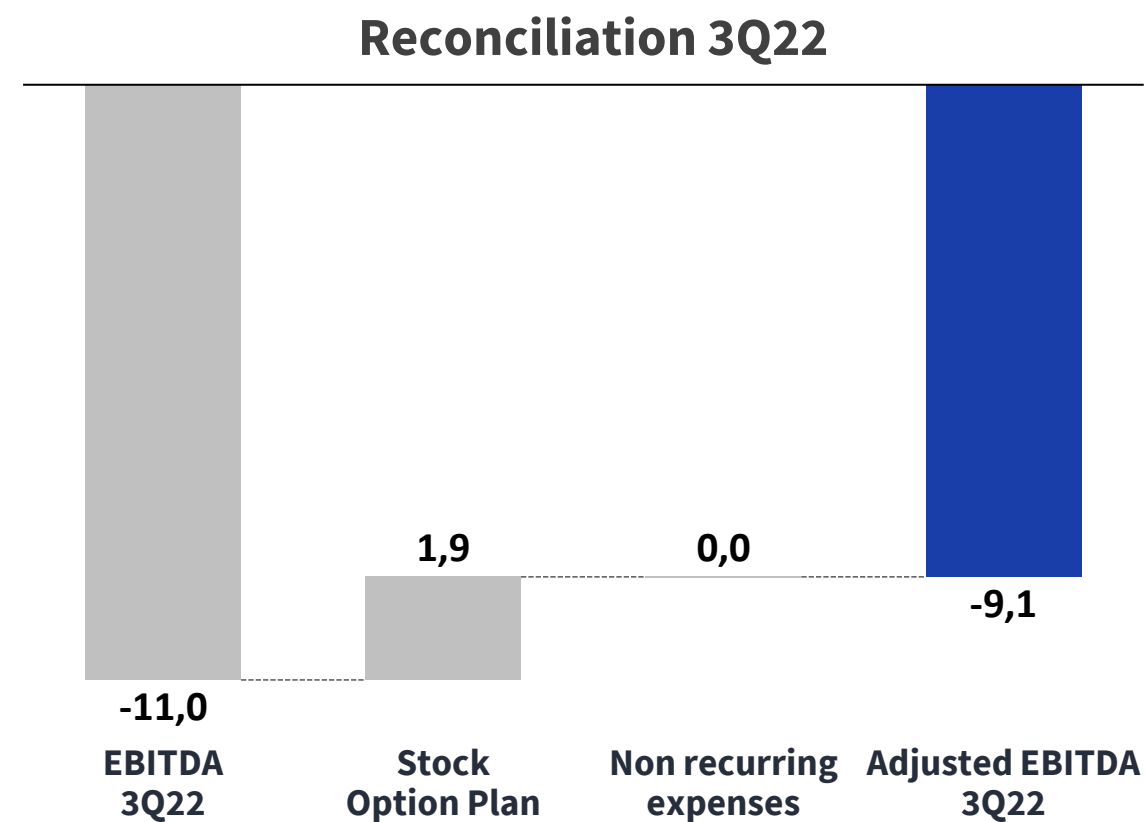
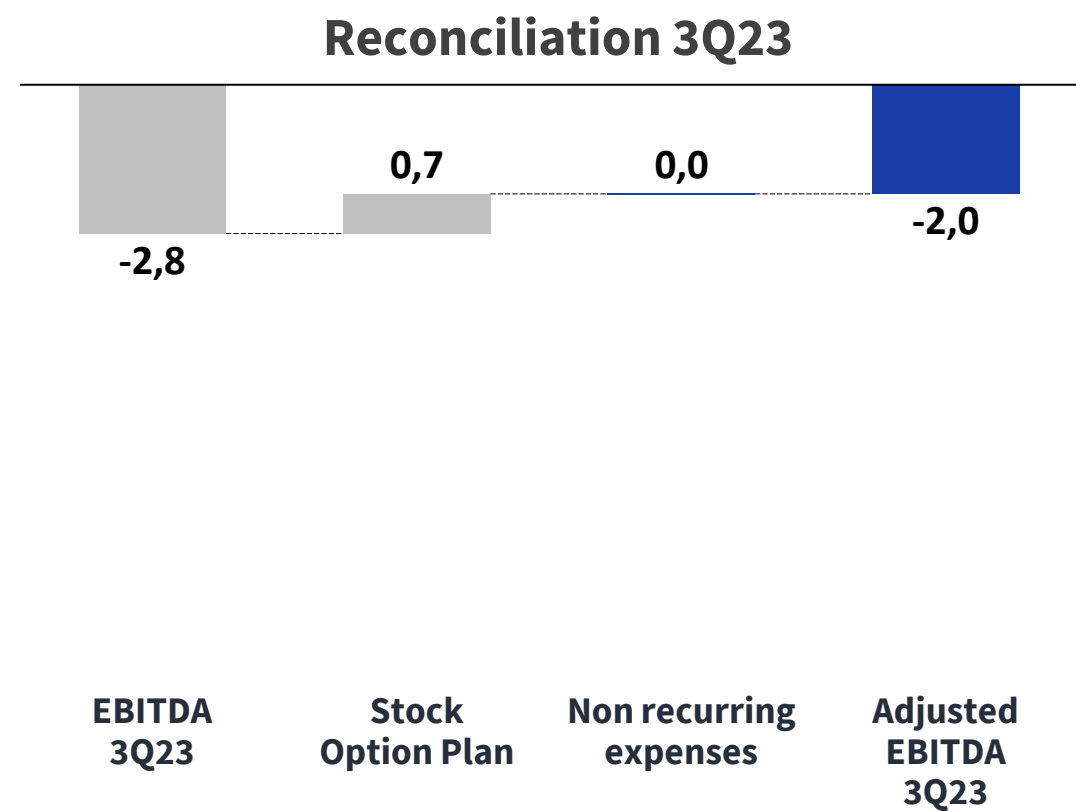
- We have 148 employees in 3Q23, compared to 228 in 3Q22, representing **80 fewer employees than in the same quarter last year.**
- **Tech and Product represent close to 40% of total employees,** a percentage in line with previous quarters.
- We remain rigorous with hiring and replacing vacancies, controlling costs without compromising the company's operations.

ADJUSTED EBITDA



Adjusted EBITDA

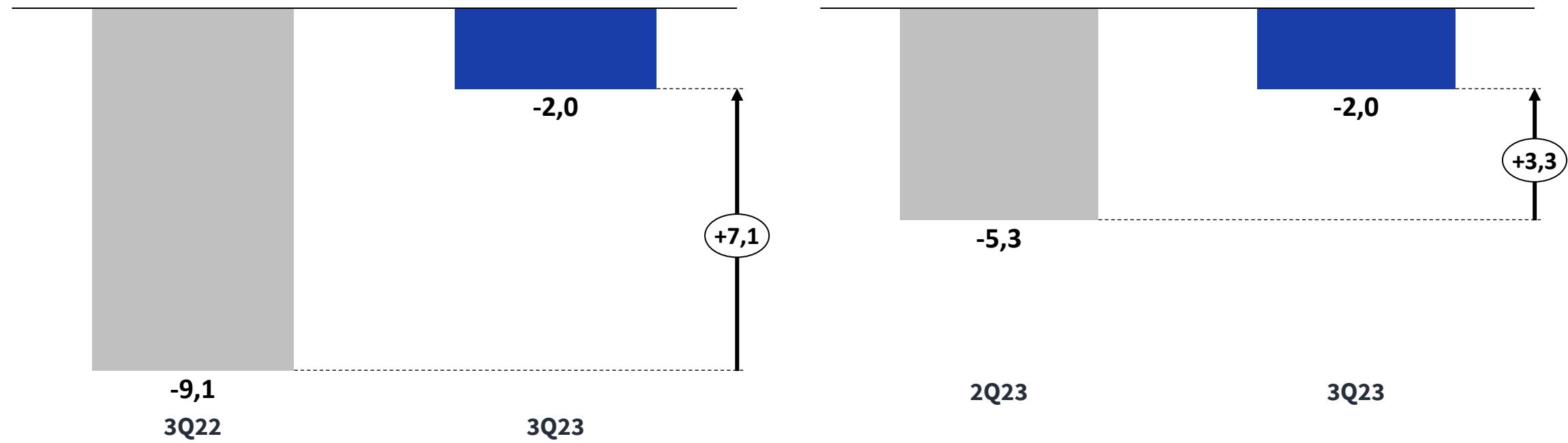
[R\$ million]



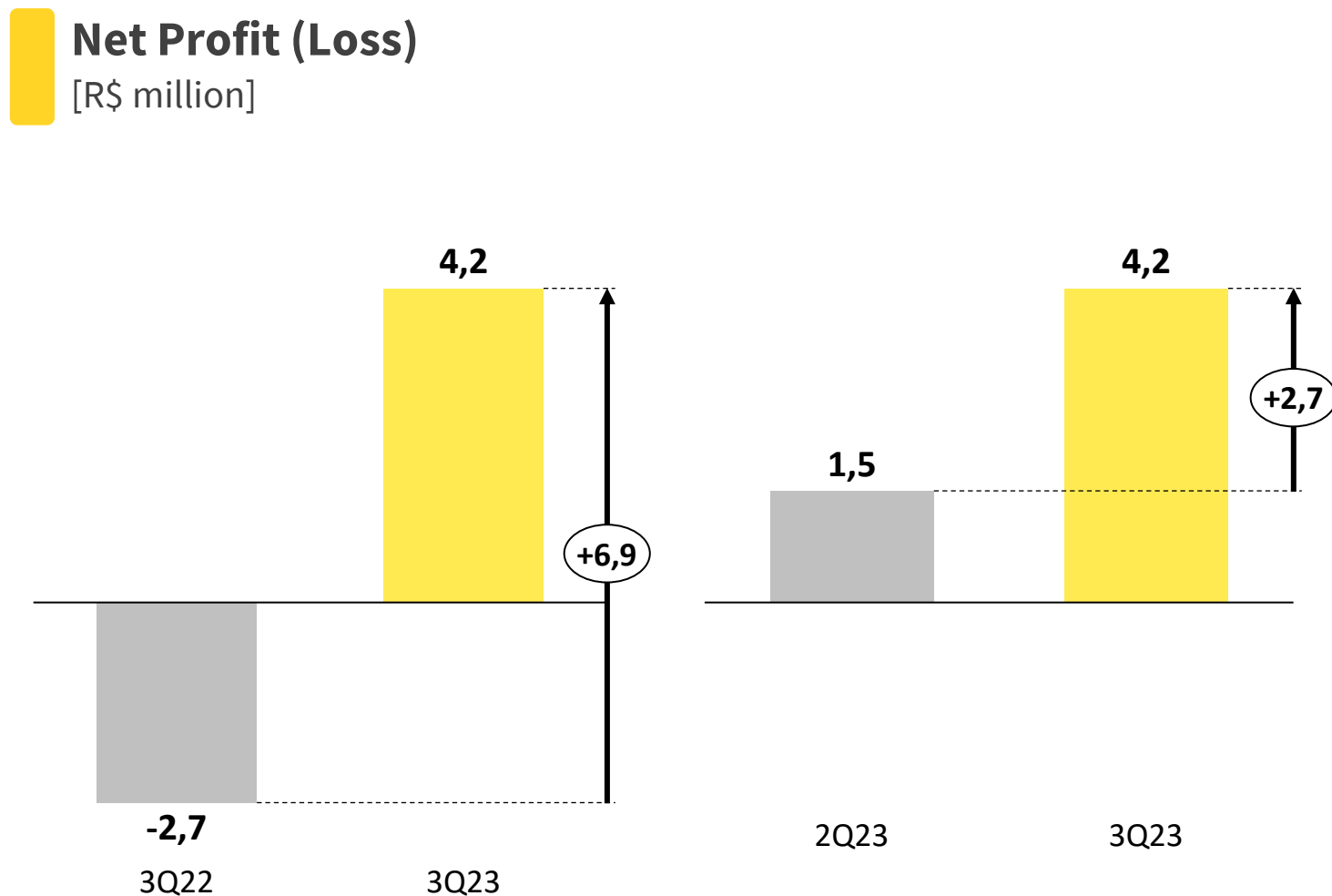
ADJUSTED EBITDA



Adjusted EBITDA
[R\$ million]



NET PROFIT

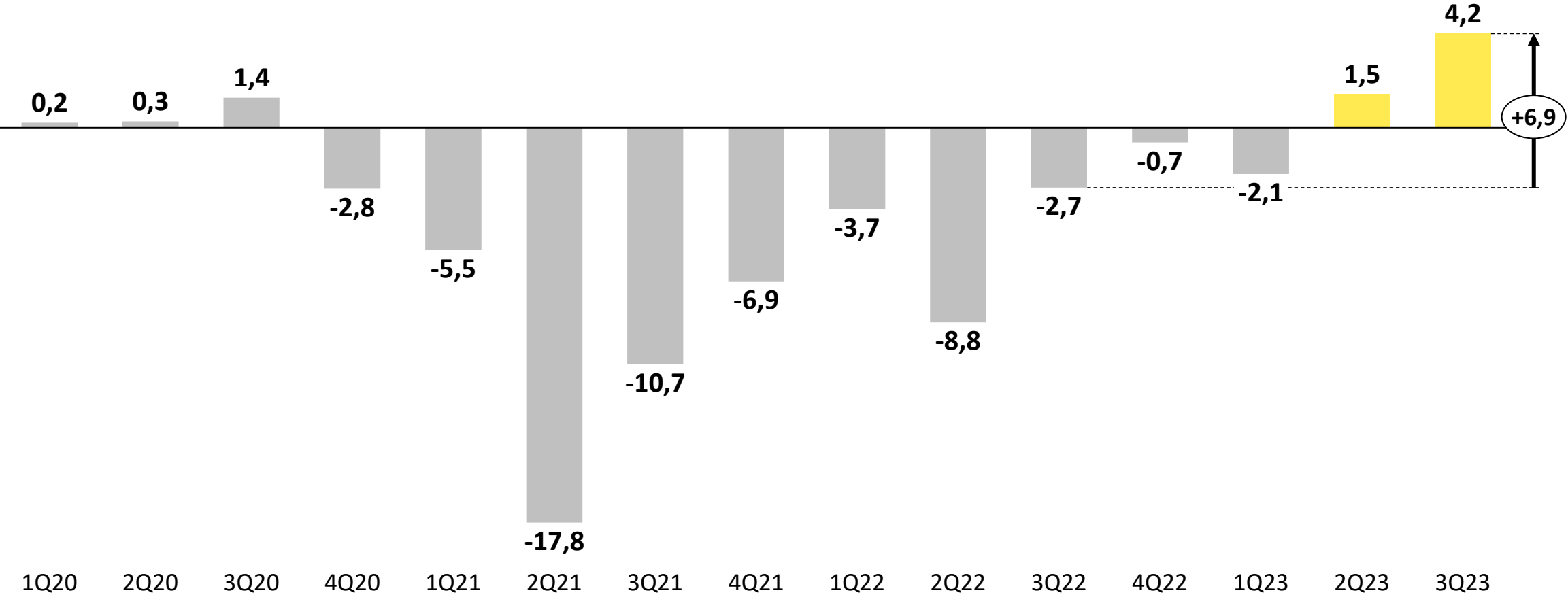


- We present net profit for the second consecutive quarter (and for the second time after the IPO)
- The 3Q23 result brings an improvement of R\$6.9 million compared to the 3Q22 result and an improvement of R\$2.7 million compared to 2Q23
- The net financial result was R\$9.3 million in 3Q23, 8% above the result in 3Q22 (which was R\$8.6 million), which demonstrates the operational improvement in this year's result.

NET PROFIT



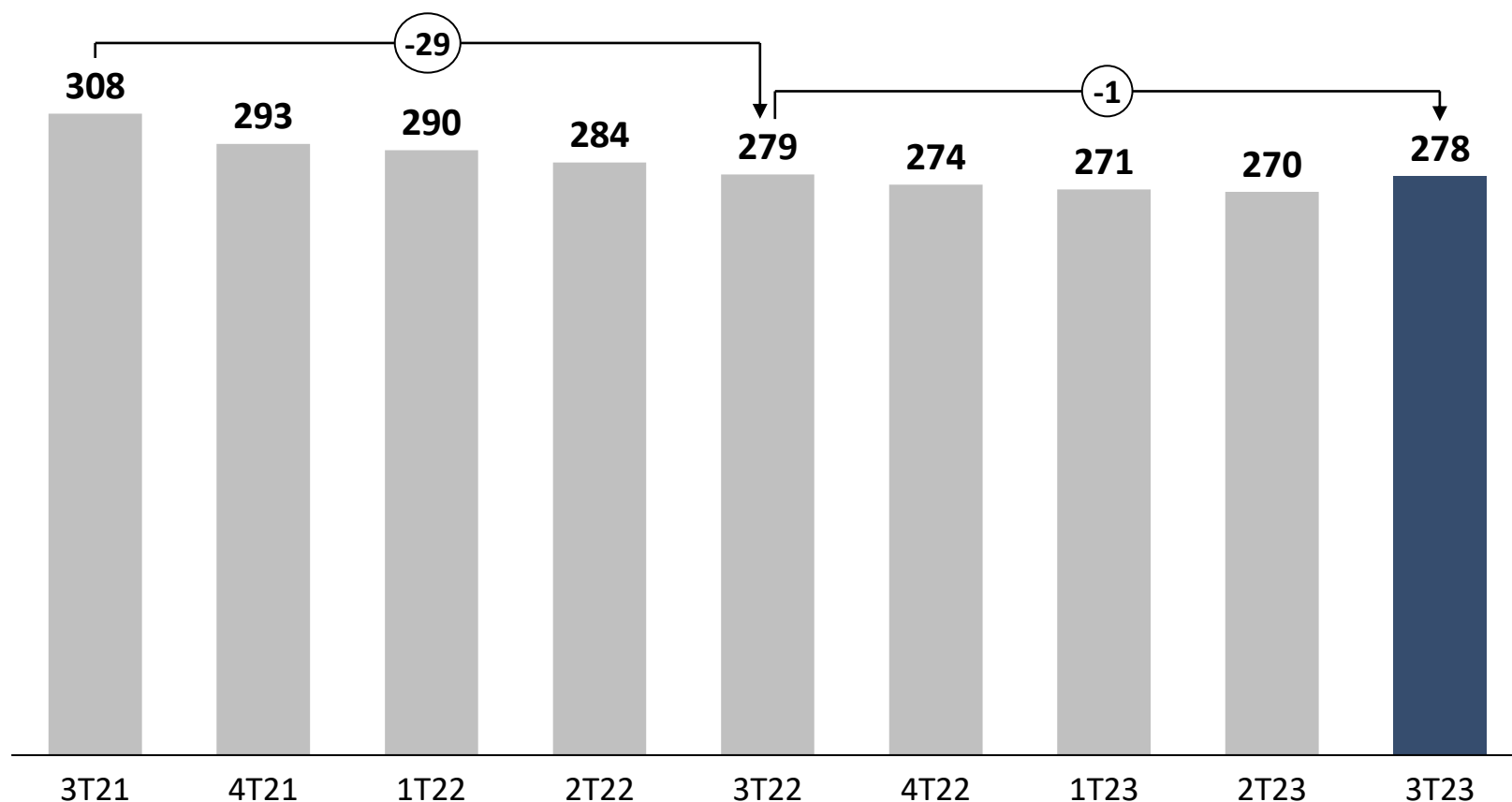
Net Profit (Loss)
[R\$ million]



CASH POSITION



Cash and investments [R\$ million]



- We generated cash for the first time since the IPO, that is, in 3Q23 cash was positive at R\$7.4 million.
- From 3Q22 to 3Q23, the cash burn was just R\$1 million, compared to a burn of R\$29 million accumulated from 3Q21 to 3Q22.
- We do not have debts or any other liabilities that compromise our cash flow.
- The operating model that generates positive cash flow, as Professionals pay before using the coins to buy leads.

