

DIVULGAÇÃO DE RESULTADOS 2T24

Aviso Legal

As informações contidas nesta apresentação e eventuais declarações que possam ser feitas durante a conferência, relativas às perspectivas de negócios, projeções e metas operacionais e financeiras da Neogrid, constituem-se em crenças e premissas da Administração da Companhia, bem como se baseiam em informações atualmente disponíveis. Considerações futuras não são garantias de desempenho. Elas envolvem riscos, incertezas e premissas, pois se referem a eventos futuros e, portanto, dependem de circunstâncias que podem ou não ocorrer. Investidores devem compreender que condições econômicas gerais, condições de mercado e outros fatores operacionais podem afetar o desempenho futuro da Neogrid e podem conduzir a resultados que diferem materialmente daqueles expressos em tais considerações futuras.



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Neogrid summit

15/08 das 9h às 20h
WTC Events - São Paulo

Inscriva-se



Nova Suite de Inteligência Comercial

**Neo
Market**

Conectando **Market Share** a **indicadores de execução** para direcionar ações focadas em resultados.

**Neo
Retail**

Execução de loja perfeita, otimizando a **gestão do ponto de venda com foco na ação**.

**Neo
Distribution**

Visibilidade e **otimização do canal indireto** para maximizar vendas e sortimento;

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PROMOTrade

Powered by Neogrid & mercafacil



PROMOTrade

Powered by Neogrid & mercafacil

- Status das propostas
- Comprovações
- Resultados



Indústria

Ofertas
Ações de Trade Marketing
Retail Media

- em massa
- em massa Identificado
- personalizadas



Dispara em massa ou para grupos de varejos



Varejo 1



Varejo 2



Varejo 3

Execução

- Varejos recebem diretamente nas plataformas **Smarket ou Mercafacil**
- Analisa a proposta, aceita e inclui no seu **workflow promocional**
- Ofertas segmentadas integradas com canais de comunicação



PROMOTrade

Powered by Neogrid & mercafacil

Ações integradas com Workflow promocional do Varejo

Fácil adesão às promoções sugeridas e execução simplificada

Campanhas hiperpersonalizadas

Campanhas de comunicação integradas ao PDV potencializam a conversão do consumidor final

Ações de Trade e Retail Media

Catálogo de ações de Trade e Retail Media com integração direta para melhor execução e com mais transparência.

Ampla gama de estratégias

Cashback, Voucher digital, Cross sell, etc.

Alta acuracidade nos resultados e comprovações

Integração a ERPs e inteligência do Smarket para comprovar realização de campanhas





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Insights acionáveis
de verdade na
rotina diária do
nosso cliente

....





A Primeira IA brasileira dedicada à cadeia de consumo



Memória e
Onipresença



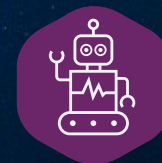
Capacidade
Analítica



Gestão de
alertas



Proatividade



Execução
automatizada



DESTAQUES OPERACIONAIS

2º trimestre de 2024



Jean Klaumann
(CEO)

Destaques Operacionais 2T24



Great Place to Work – Selo renovado por mais um ano

- Compromisso com a valorização e respeito aos Neogriders
- Destaque para os programas DELAS (empoderamento feminino), Inovaneo (de estímulo à Inovação) e Neobaby (apoio à parentalidade)



Foco na malha de varejistas

- Reforço dos times de CX e investimentos no relacionamento com varejo
- Ótimo feedback sobre os produtos no roadmap a serem lançados, trazendo novas oportunidades de opt-ins de dados para a malha



Parceria com a **accesstage**

- Solução líder do mercado brasileiro para integração bancária, pagamentos e gestão financeira

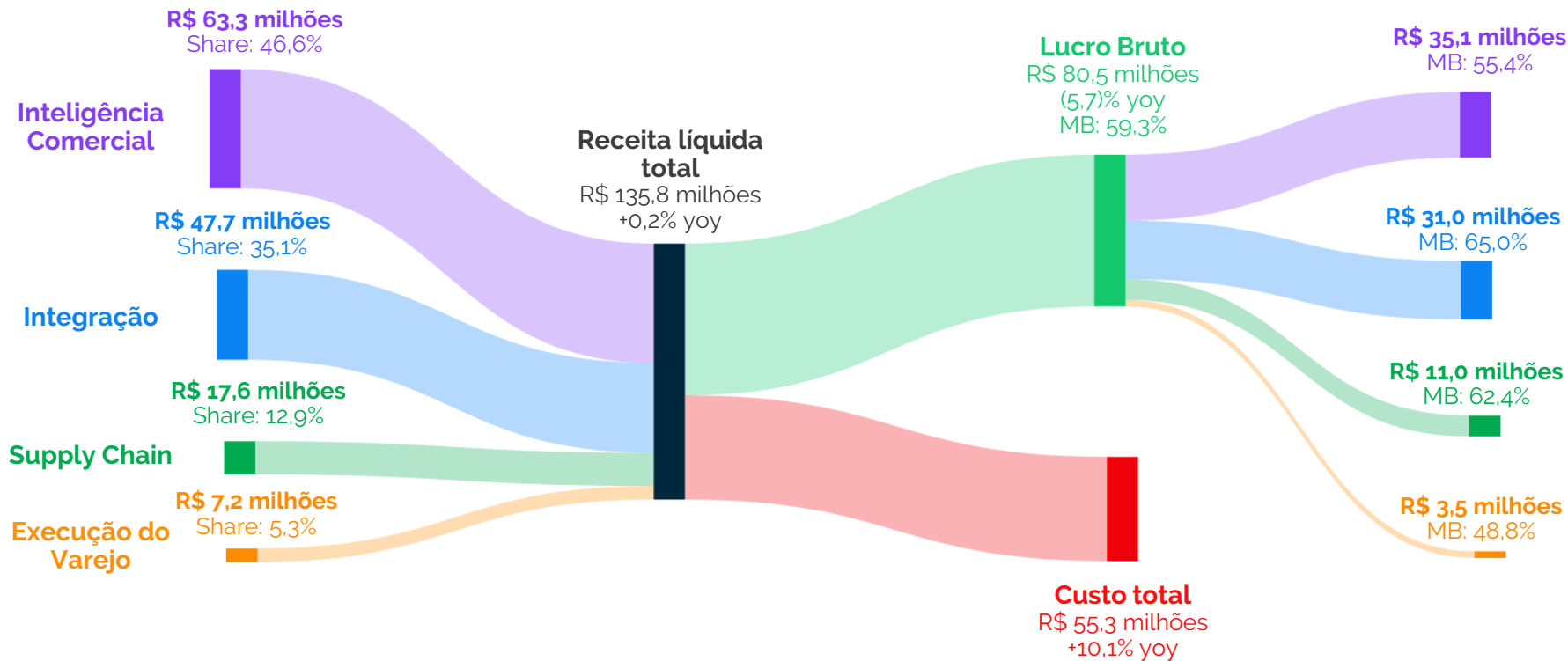
DESTAQUES FINANCEIROS

2º trimestre de 2024



Aury Francisco
(CFO/DRI)

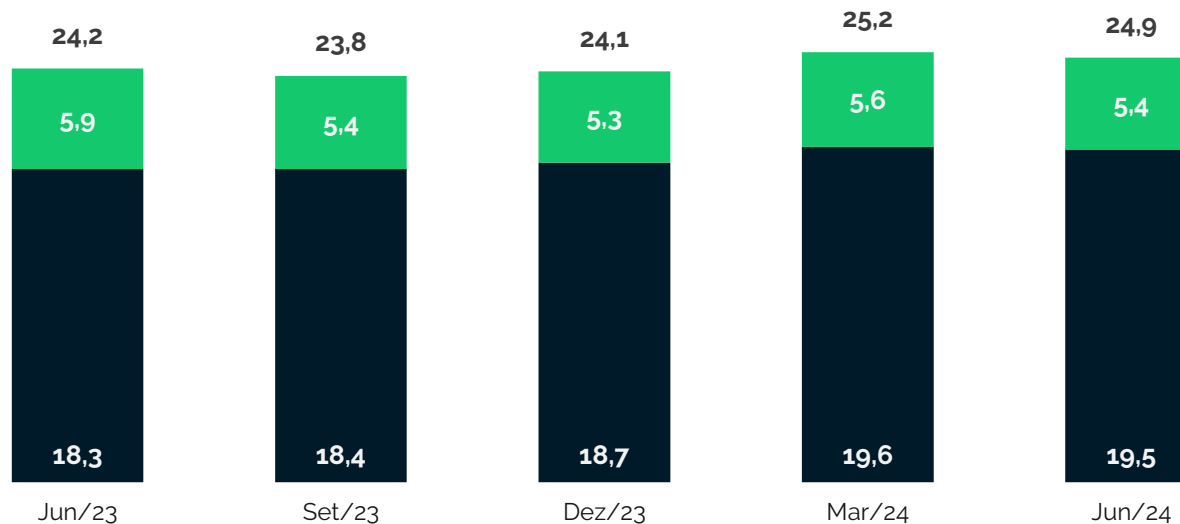
Resultado por Business Unit – 6M24



Share: % da receita líquida total
 MB: Margem Bruta

Receita Recorrente Mensal (MRR)

(em milhões de R\$ e %)



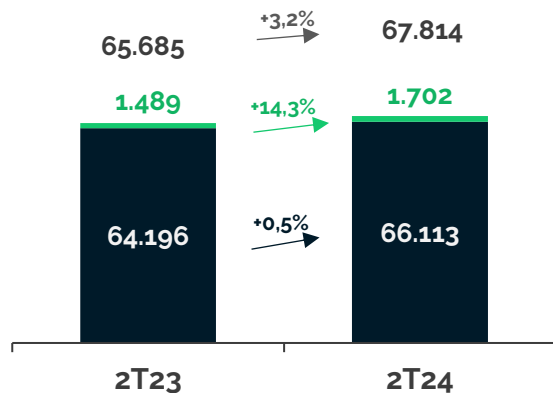
Varição YoY
MRR Total: **+2,6%**
MRR Core: **+6,3%**

■ Core ■ Non-core

Receita líquida

(em milhares de R\$ e %)

2T23 vs 2T24

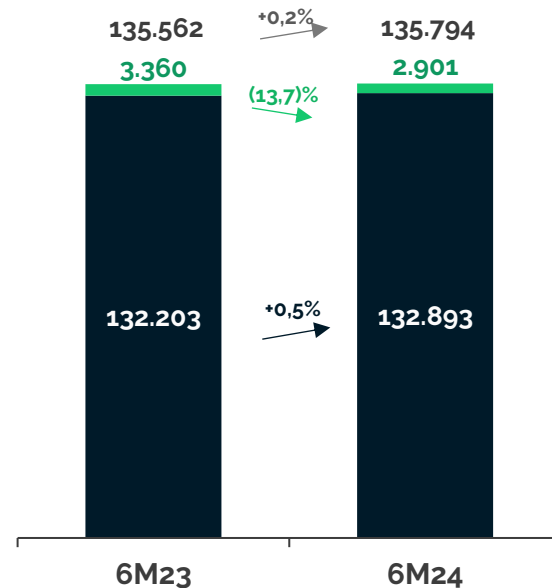


% Receita Líquida Recorrente:

97,7%

97,5%

6M23 vs 6M24



% Receita Líquida Recorrente:

97,5%

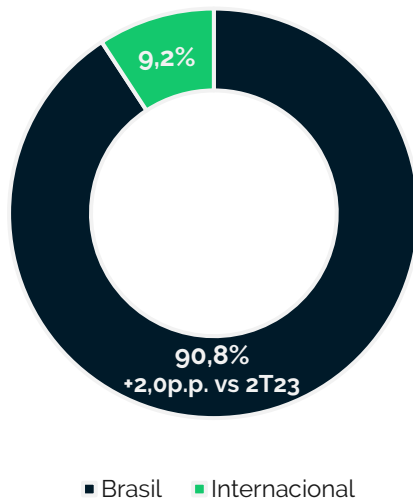
97,9%

■ Receita líquida

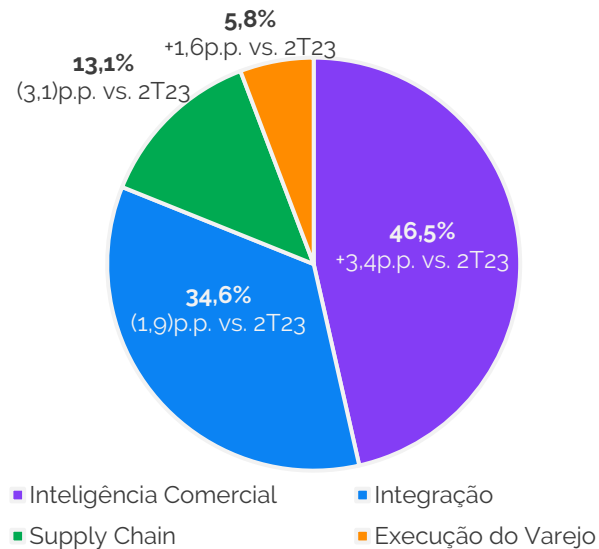
■ Receita líquida de serviços

Receita líquida

Receita Líquida por região 2T24



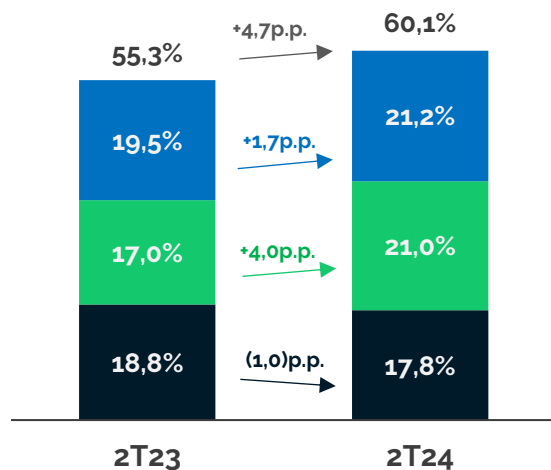
Receita Líquida por Unidade de Negócio 2T24



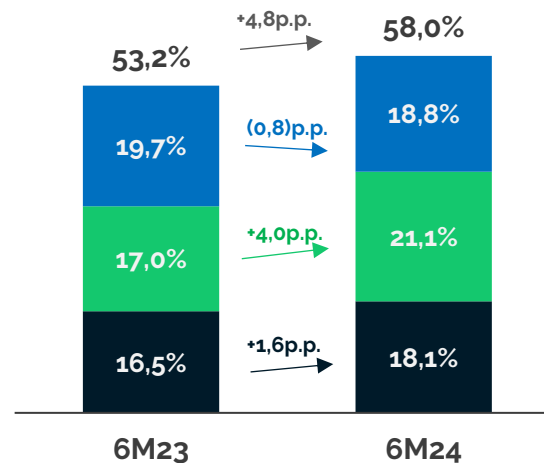
Despesas Operacionais

(não considera depreciação e amortização)

2T23 vs 2T24



6M23 vs 6M24

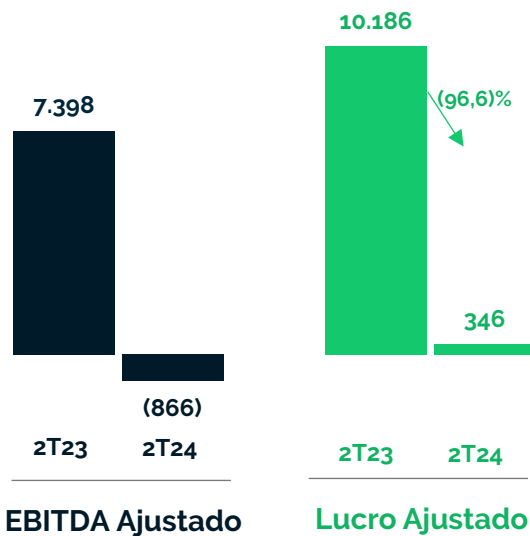


■ P&D ■ G&A ■ Despesas com Vendas

EBITDA e Lucro Ajustados

(em milhares de R\$ e %)

2T23 vs 2T24

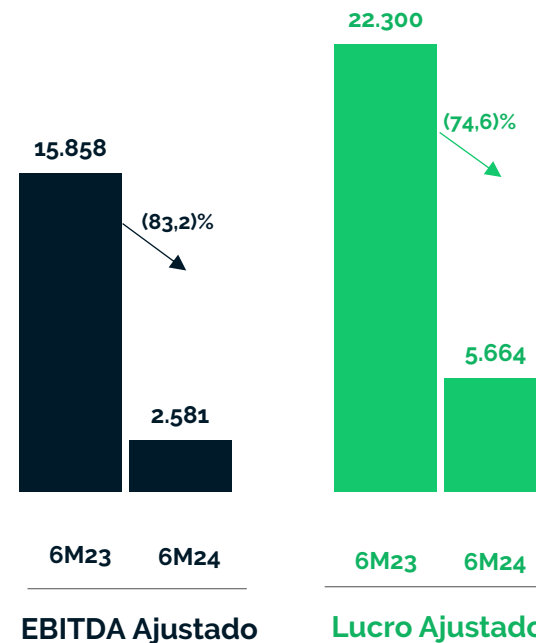


Margem:
(% da Receita Líquida)

11,3% **(1,3)%**

15,5% **0,5%**

6M23 vs 6M24



Margem:
(% da Receita Líquida)

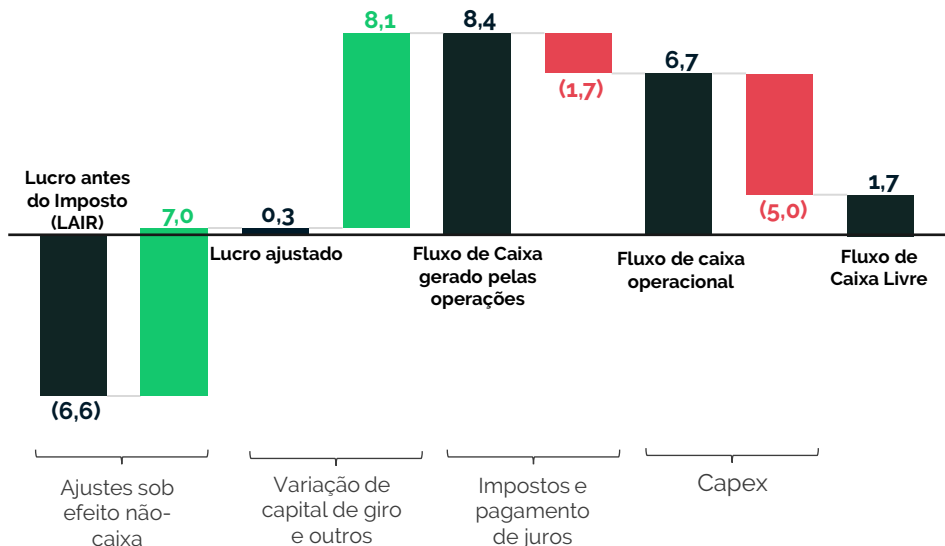
11,7% **1,9%**

16,4% **4,2%**

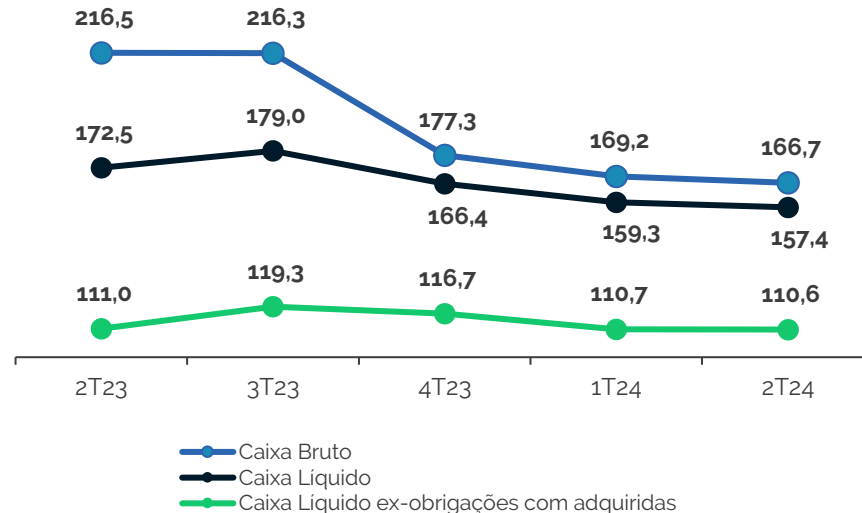
Fluxo e Posição de Caixa

(em milhões de R\$ e %)

Fluxo de Caixa Livre 2T24:

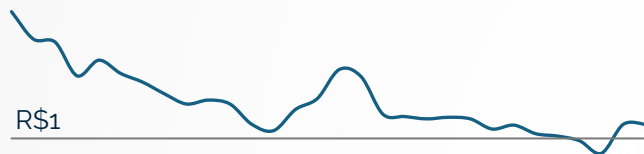


Posição de Caixa ao final do período:



Cancelamento, Recompra, Grupamento e Desdobramento de ações

Cotação próxima ou inferior a R\$ 1 (*penny stock*)



mar-22 jun-22 set-22 dez-22 mar-23 jun-23 set-23 dez-23 mar-24 jun-24



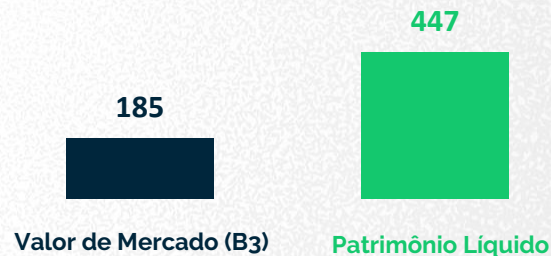
Grupamento (100:1) e Desdobramento (1:4) simultâneos

- Efeito equivalente a um grupamento de 25:1
- Ajuste no preço para menor volatilidade
- Redução de custos relacionados à escrituração de ações e manutenção da base acionária

Nota: Proposta será deliberada em Assembleia Geral Extraordinária de 28/08/2024

Desconto em relação ao Valor Patrimonial (30/06/24)

R\$ milhões



Cancelamento de Ações em Tesouraria e Recompra de Ações

- Cancelamento de 10 milhões de ações em tesouraria
- Novo programa de recompra para até 10% do *free float*

Q&A



Neogrid Team



Jean Klaumann
(CEO)



Aury Francisco
(CFO/DRI)



Augusto Vilela
(Head RI)

EARNINGS WEBINAR 2Q24

Legal Disclaimer

The information contained in this presentation and any statements that may be made during the conference, regarding the company's business prospects, projections and operational and financial goals Neogrid, constitute beliefs and assumptions of the Company's Management, as well as being based on currently available information. Future considerations are not guarantees of performance. They involve risks, uncertainties and assumptions, as they refer to future events and, therefore, depend on circumstances that may or may not occur. Investors should understand that general economic conditions, market conditions and other operating factors may affect the future performance of the company. Neogrid and may lead to results that differ materially from those expressed in such forward-looking statements.



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Neogrid summit

 **August, 15th** from 9 a.m. to 8 p.m. (Brasília Time)
WTC Events - São Paulo

sign up



New Product Suite of Commercial Intelligence

**Neo
Market**

Connecting **Market Share to execution indicators** to drive actions focused on results.

**Neo
Retail**

Perfect store execution, optimizing **point of sale management with focus on action.**

**Neo
Distribution**

Visibility and **indirect channel optimization** to maximize sales and product assortment;

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PROMOTrade

Powered by Neogrid & mercafacil

- Proposal status
- Evidence
- Results



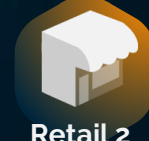
Industry



PROMOTrade



Retail 1



Retail 2



Retail 3



- Offer / Promotion
- Trade Marketing Actions
- Retail Media

in large scale

massified Identified

personalized

- Mass distribution or for groups of retailers

- Retailers receive directly on platforms **Smarket or mercafacil**
- Analyzes the proposal, accept and include in its **promotional workflow**
- Segmented offers integrated with communication channels



PROMOTrade

Powered by Neogrid & mercafacil

Actions integrated with the retail promotional workflow

Easy adherence to suggested promotions and simplified execution

Hyper-personalized campaigns

Campaigns communication systems integrated into the store enhance final consumer conversion



Trade Actions Shares and Media

Trade actions and Retail Media catalog with direct integration for the best execution and with more transparency.

Wide range of strategies

Cashback, Digital voucher, Crosssell, etc.

High accuracy in results and evidence

Integration to ERPs and intelligence of Smarket to prove realization of campaigns



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True actionable
Insights at daily
routine for our
clients

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The First Brazilian AI dedicated to the supply chain



**Memory and
Omnipresence**



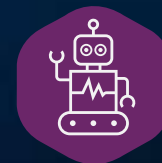
**Analytical
capabilities**



**Alert
management**



Proactivity



**Automated
execution**





With **Neogrid**, Retail and Industry have at their disposal an **ecosystem of data, technology and business** to **sell more with greater margin**



Competitive intelligence

Actionable insights on mix, price, market trends, competitive landscape and shopper behavior

Commercial & Sales

Cutting-edge technology for more sales with higher margins



Supply Chain

Operational efficiency in planning, management and stock replenishment processes

Trade & Marketing

Product availability at the point of sale: right product, in the right quantity, in the right channel and at the right price

OPERATIONAL HIGHLIGHTS

2nd quarter of 2024



Jean Klaumann
(CEO)

2Q24 Operational Highlights



Great place to work – Seal renewed for another year

- Commitment to valuing and respecting Neogriders
- Highlight of programs DELAS (feminine empowerment), Inovaneo (to stimulate Innovation) and Neobaby (parenting support)



Focus on the retailer network

- Strengthening CX teams and investing in retail relationships
- Great feedback about the products on roadmap to be launched, bringing new opportunities for opt-ins data to the Neogrid's ecosystem



Partnership with **accesstage**

- Leading solution in the Brazilian market for banking integration, payments and financial management

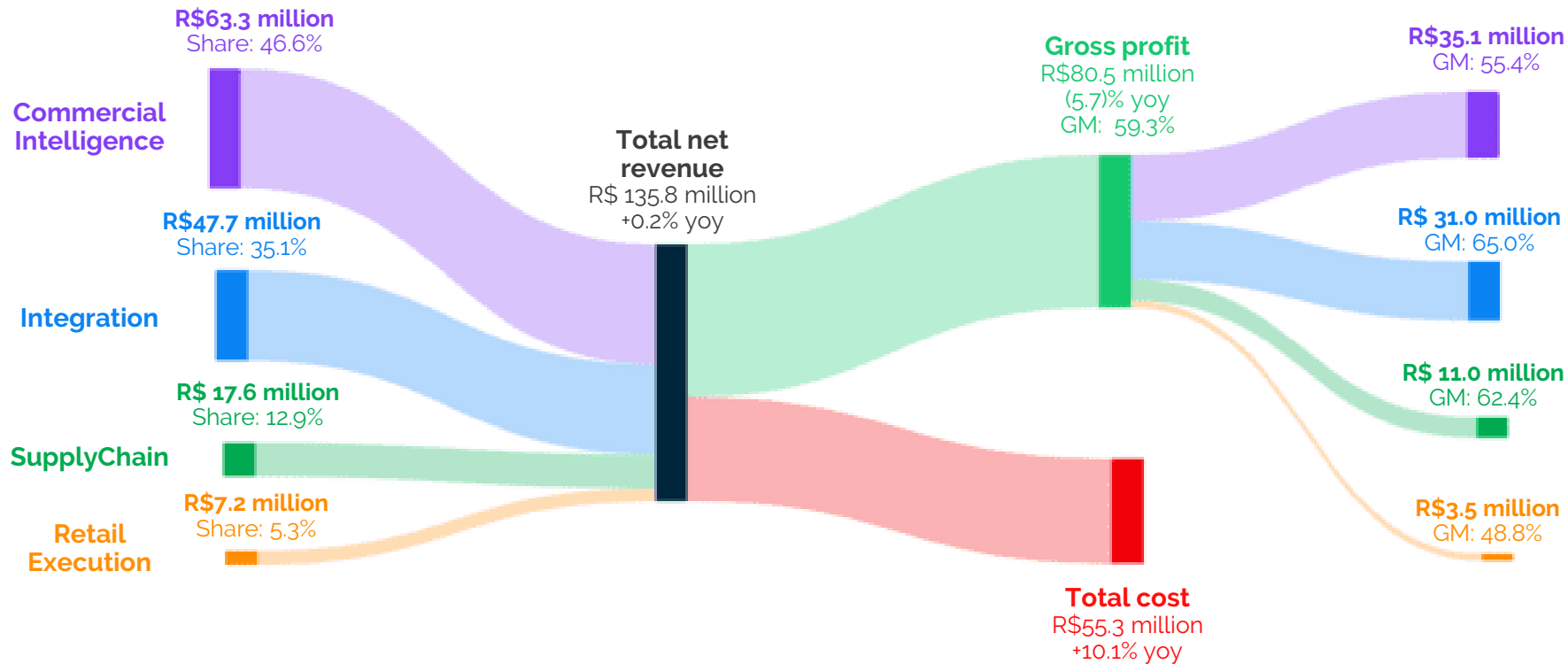
FINANCIAL HIGHLIGHTS

2nd quarter of 2024



Aury Francisco
(CFO/IRO)

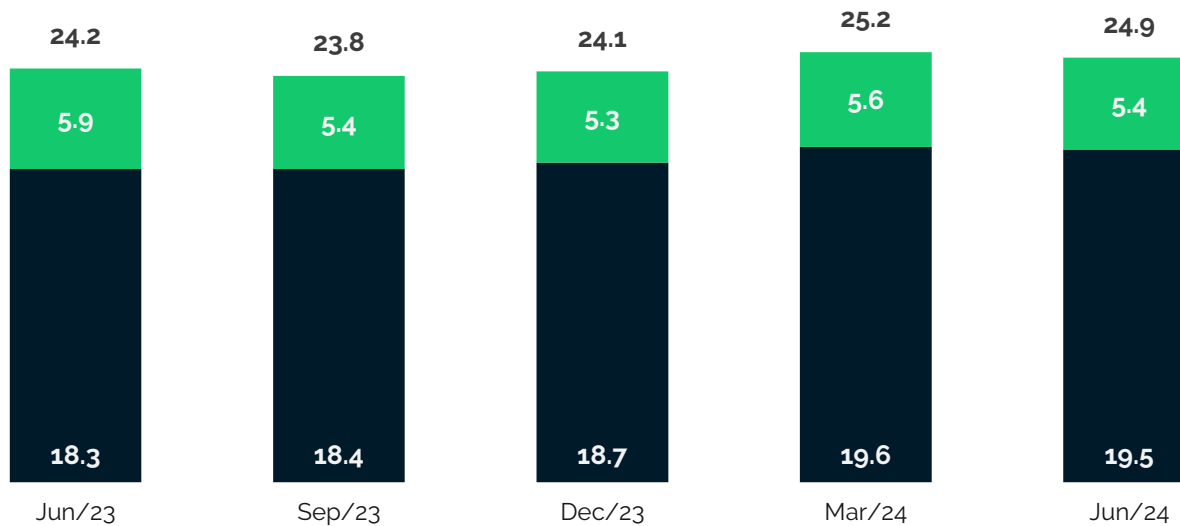
Result by Business Unit – 1H24



Share: % of total net revenue
GM: Gross Margin

Monthly Recurring Revenue (MRR)

(in millions of R\$ and %)



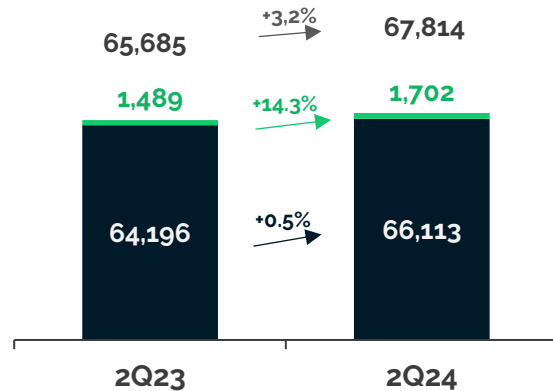
Change YoY
 Total MRR: +2.6%
 MRR Core: +6.3%

■ core ■ Non-core

Net Revenue

(in thousands of R\$ and %)

2Q23 vs 2Q24

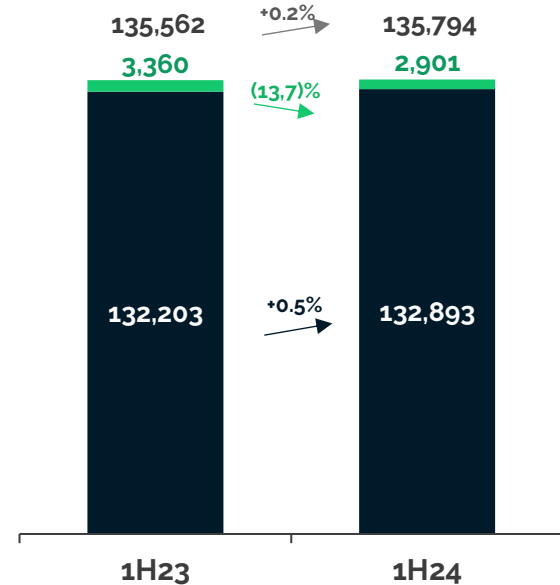


% Recurring Net Revenue:

97.7%

97.5%

1H23 vs 1H24



% Recurring Net Revenue:

97.5%

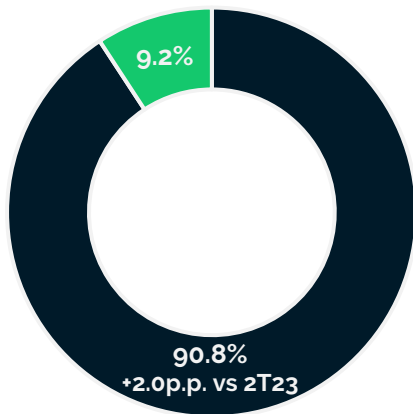
97.9%

■ Net Revenue

■ Net revenue from services

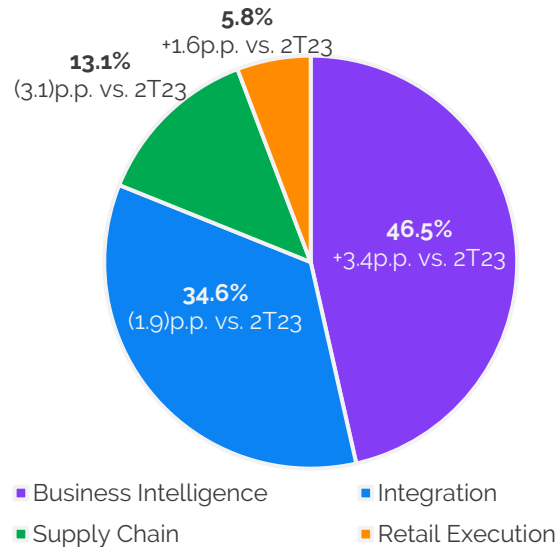
Net Revenue

Net Revenue per region 2Q24



■ Brazil ■ International

Net Revenue per Business Unit 2Q24

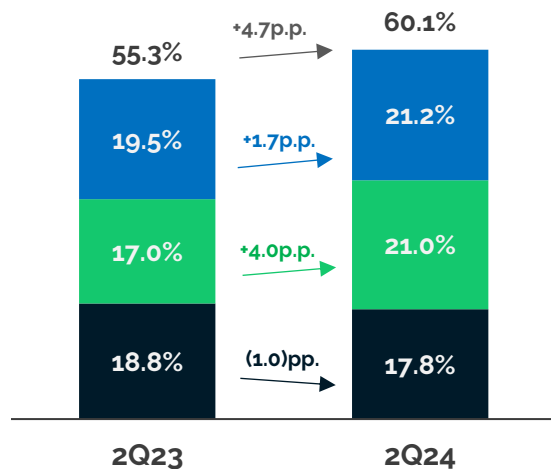


■ Business Intelligence ■ Integration
■ Supply Chain ■ Retail Execution

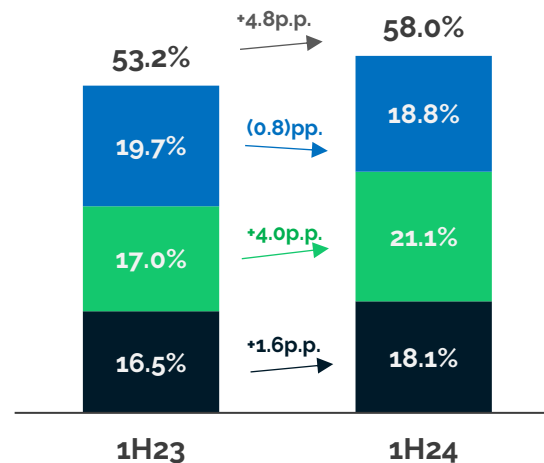
Operational expenses

(does not consider depreciation and amortization)

2Q23 vs 2Q24



1H23 vs 1H24

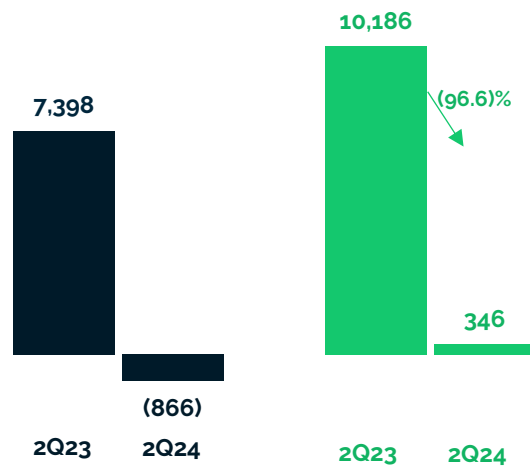


■ R&D ■ G&A ■ Sales Expenses

Adjusted EBITDA and Profit

(in thousands of R\$ and %)

2Q23 vs 2Q24



Adjusted EBITDA

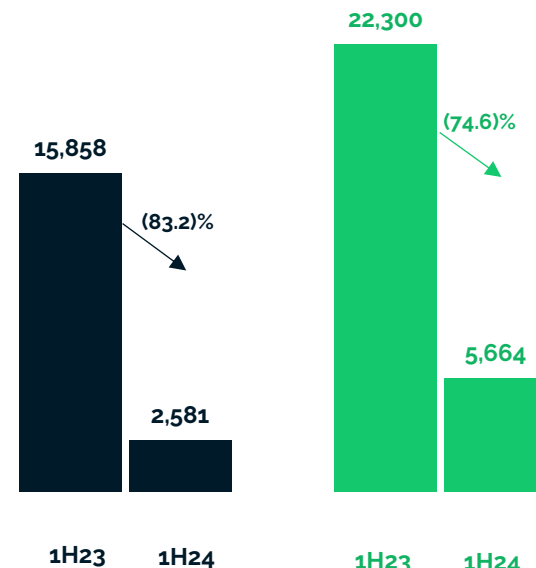
Adjusted Profit

Margin:
(% of Net Revenue)

11.3% (1.3)%

15.5% 0.5%

1H23 vs 1H24



Adjusted EBITDA

Adjusted Profit

Margin:
(% of Net Revenue)

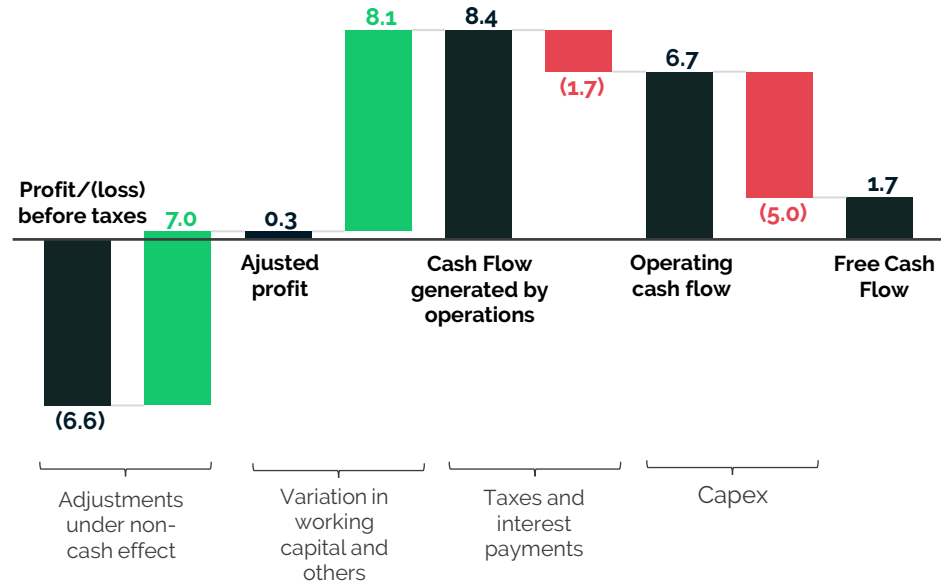
11.7% 1.9%

16.4% 4.2%

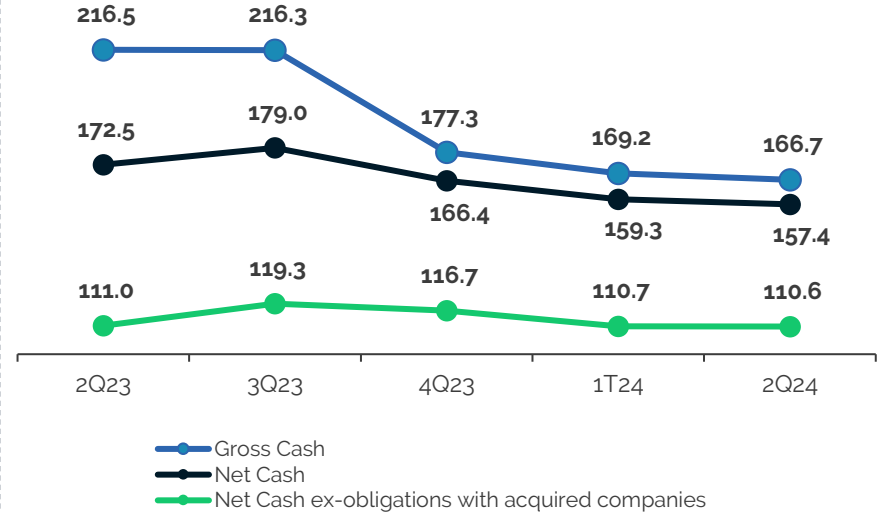
Cash Flow and Position

(in millions of R\$ and %)

Free Cash Flow 2Q24:

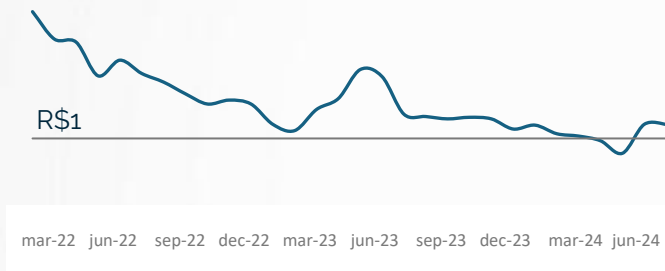


Cash Position at the end of the period:



Cancellation, Buyback, Grouping and Split of shares

Share Price close to or less than R\$1 (*penny stock*)



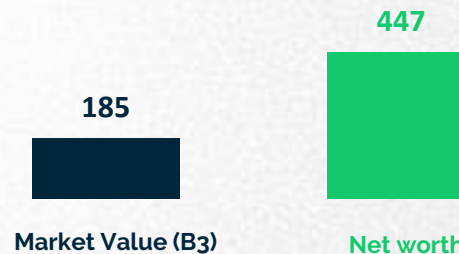
Simultaneous Reverse Split (100:1) and Post Split (1:4)

- Effect equivalent to a 25:1 ratio
- Price adjustment for lower volatility
- Reduction of costs related to share registration and maintenance of the shareholder base

Note: Proposal will be deliberated at the Extraordinary Shareholders Meeting on 08/28/2024

Discount in relation to the Shareholders Equity (06/30/24)

R\$ million



Cancellation of Treasury Shares and Share Buyback Program

- Cancellation of 10 million treasury shares
- New buyback program for up to 10% of *free float*

Q&A



Neogrid Team



Jean Klausmann
(CEO)



Aury Francisco
(CFO/DRI)



Augusto Vilela
(Head RI)