



MERCHANT
PAYMENTS
ECOSYSTEM

bexs



Brazil hot trends:
The boost of e-commerce and
instant payments (Pix)



MEET THE SPEAKERS



Moderator

Volker Schloenvoigt

Principal at Edgar, Dunn &
Company



Speaker

Vinícius Vieira

Head of Business Development
at Bexs



Speaker

Marcelo Orsanai

Head of E-commerce
at Ebit / Nielsen

INDEX



Brazilian Ecommerce



Payments Ecosystem



Go-to-Market Solution





Brazilian E-commerce



43rd ed. Webshoppers

Premium version



March/2021

E-commerce overview





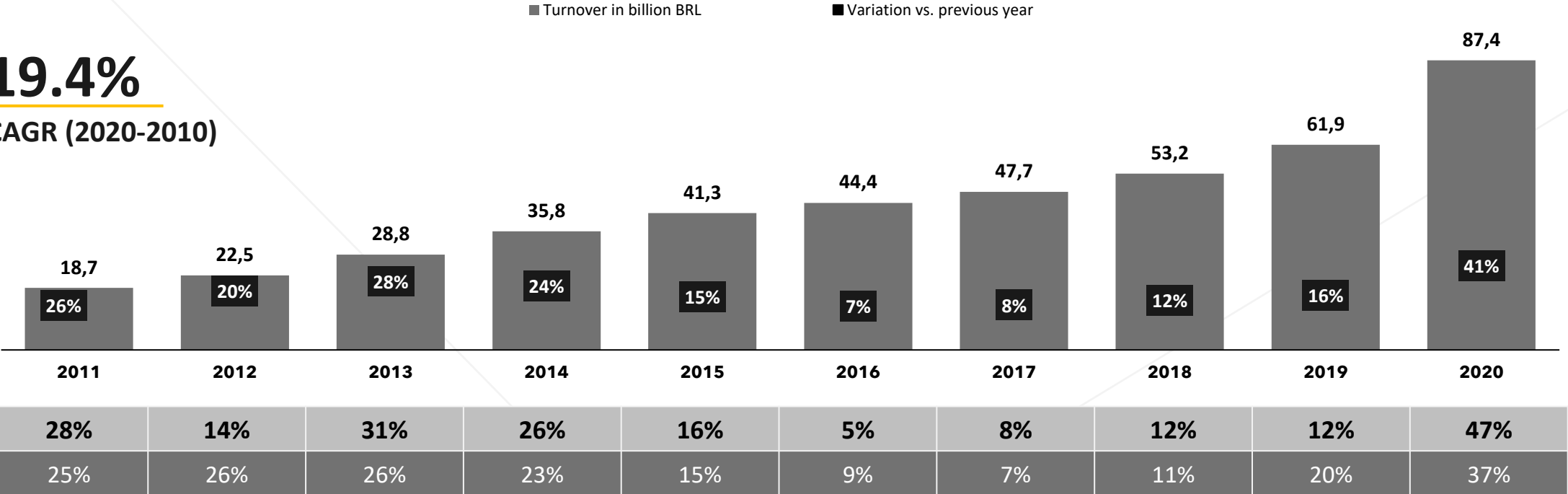
E-commerce reached the historical milestone of more than BRL 87 B in sales in 2020

p. 7

E-commerce sales

Evolution of Brazilian e-commerce

19.4%
CAGR (2020-2010)



Source: Ebit | Nielsen - Webshoppers 43 | Brazil – Turnover in Billion Reais per year, Var. % year over previous year, CARG

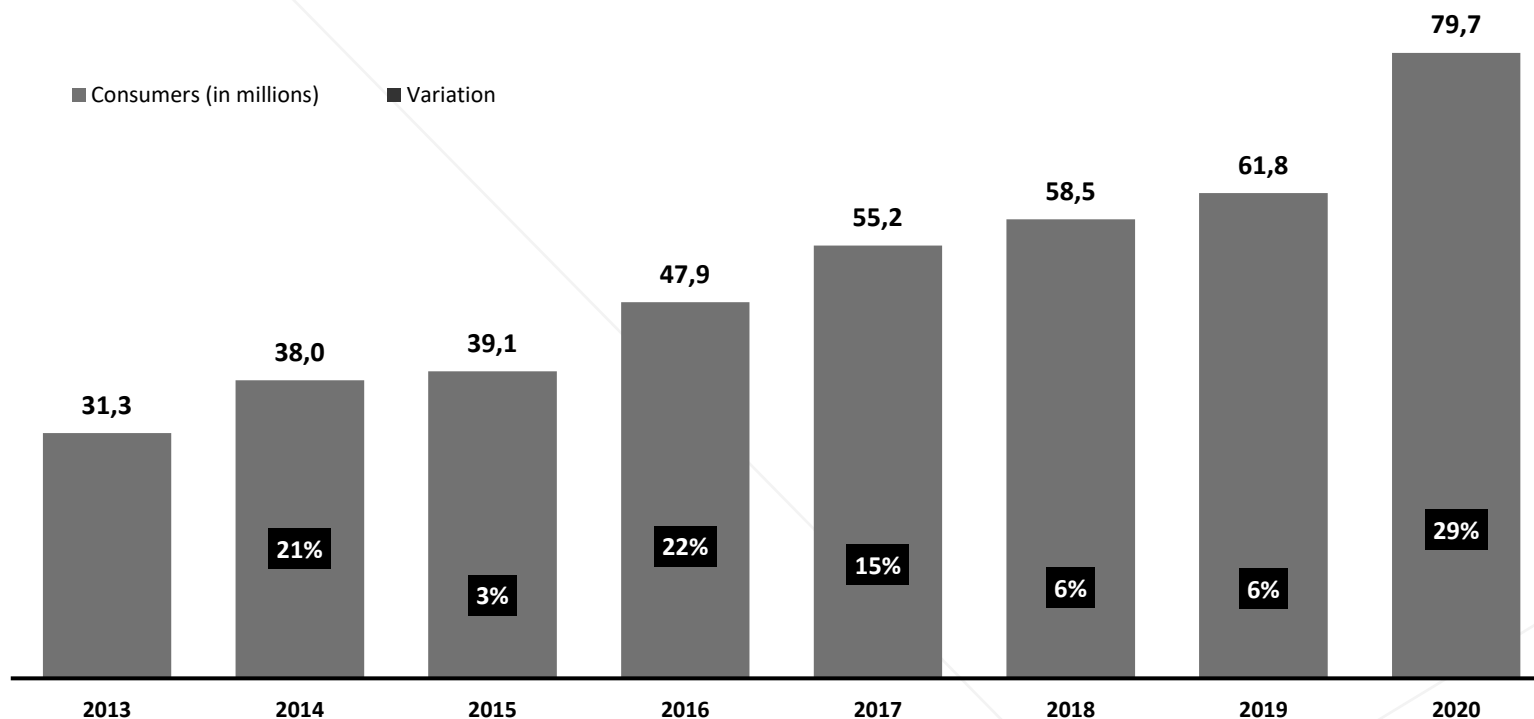


New consumers also promote this growth

p. 8

Evolution of the number of e-commerce consumers

In 2020, we had **17.9 million** consumers more than the previous year



New

13.2 million

New consumers in 2020, which represents 17% of the year's consumers

23%

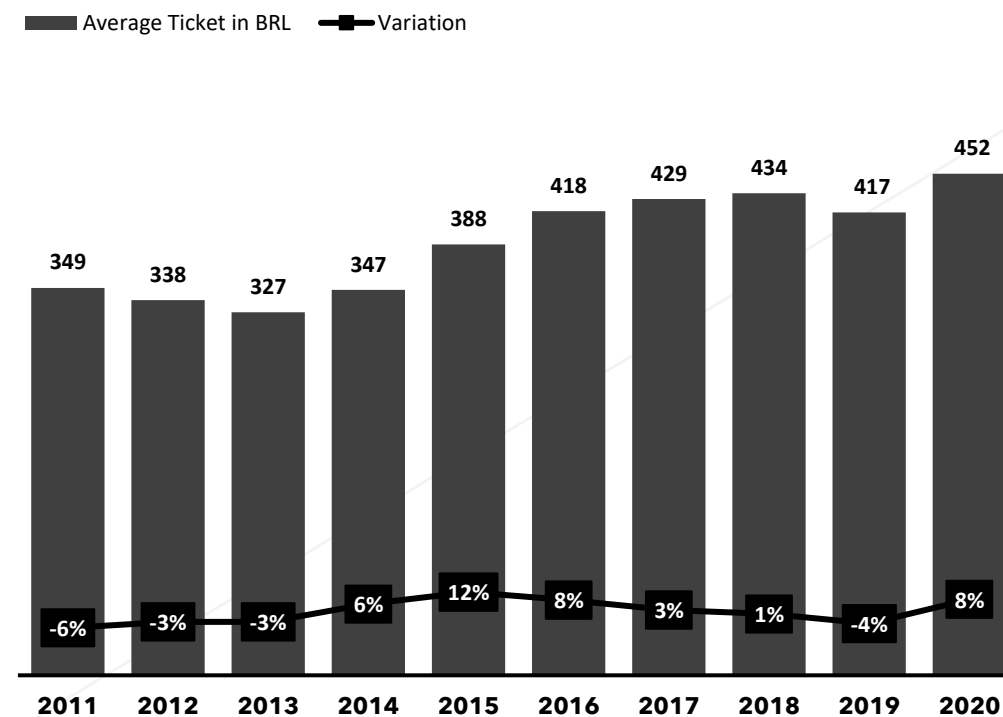
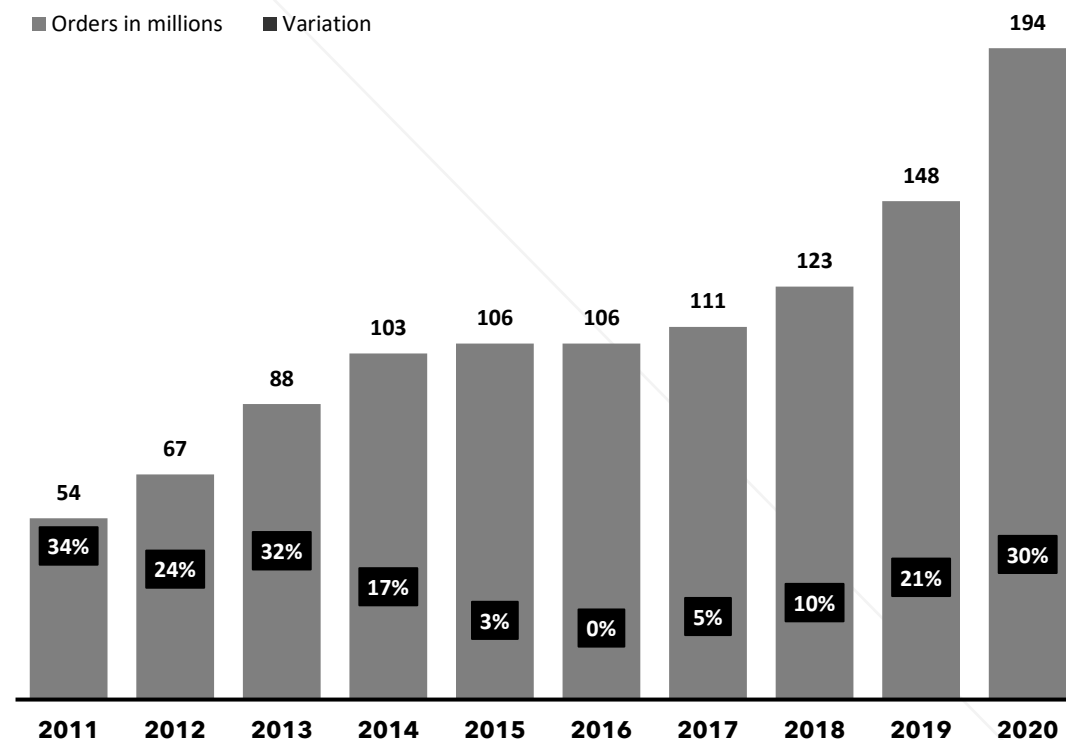
Growth in new consumers compared to the previous year



Orders drive growth, but this year, average ticket also presented growth

p. 9

Evolution of orders and average ticket



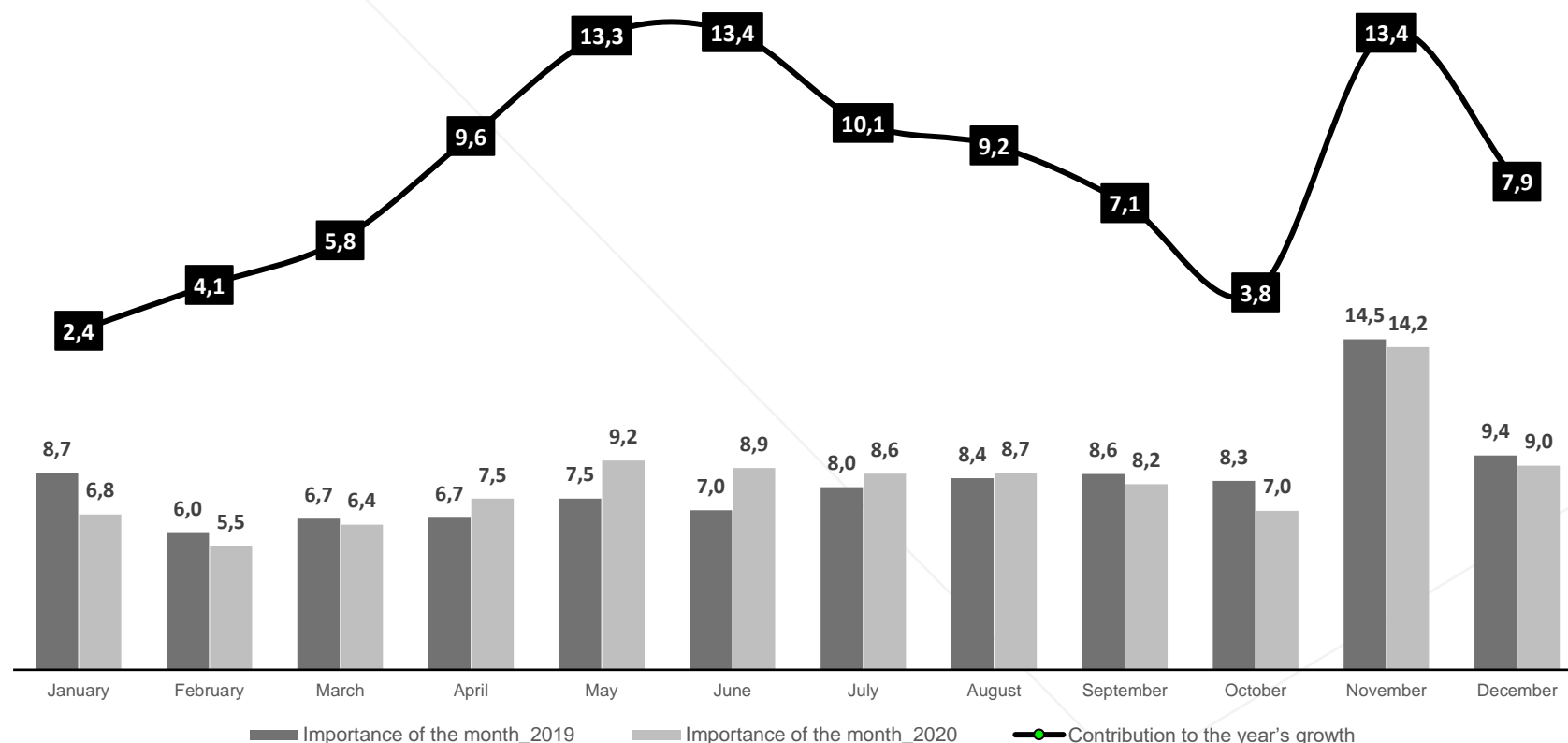


The months of April to August had a gain in importance during the year

p. 10

Importance and contribution of months in 2020 vs. 2019 - Turnover

From April to August, 2020, we had more accelerated growth in e-commerce



Outstanding months

These months gained importance in 2020 compared to others, so that even the Black Friday period (November) and Christmas (December) lost importance in the past year

+5.2 pp

Importance of months for the year's turnover

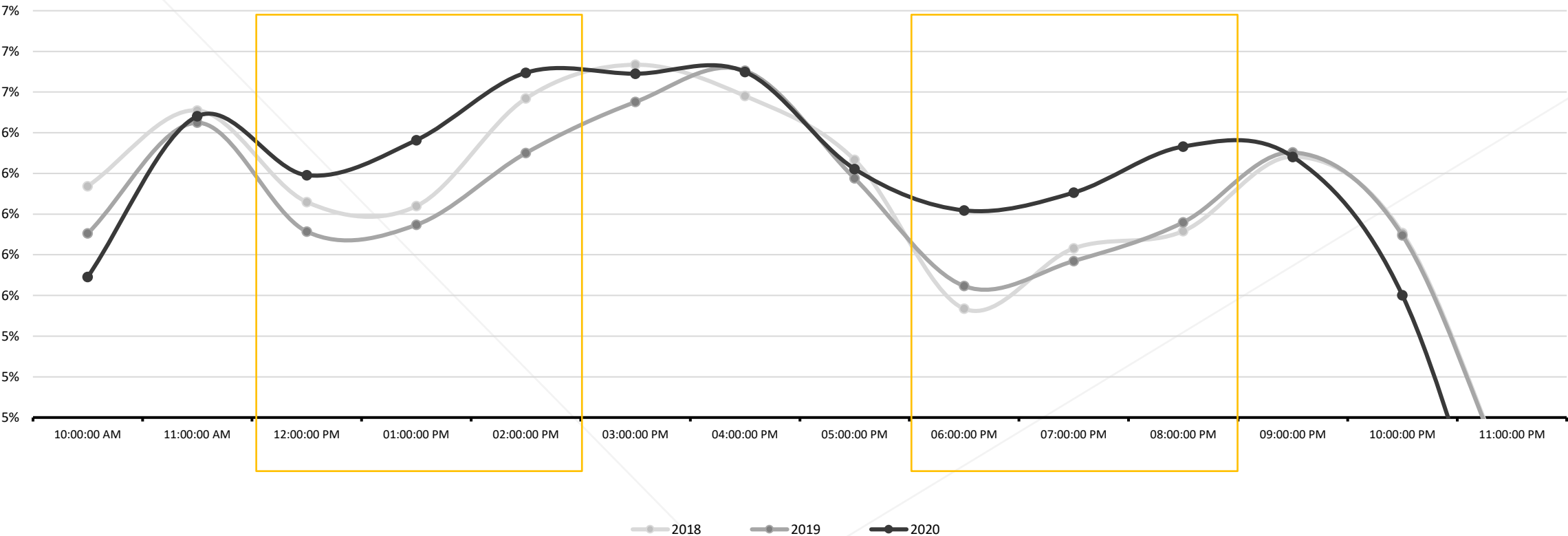


Confinement changes online consumption habits

p. 11

Consumption grew close to noon and after 6:00 PM in 2020

Evolution of turnover importance by time



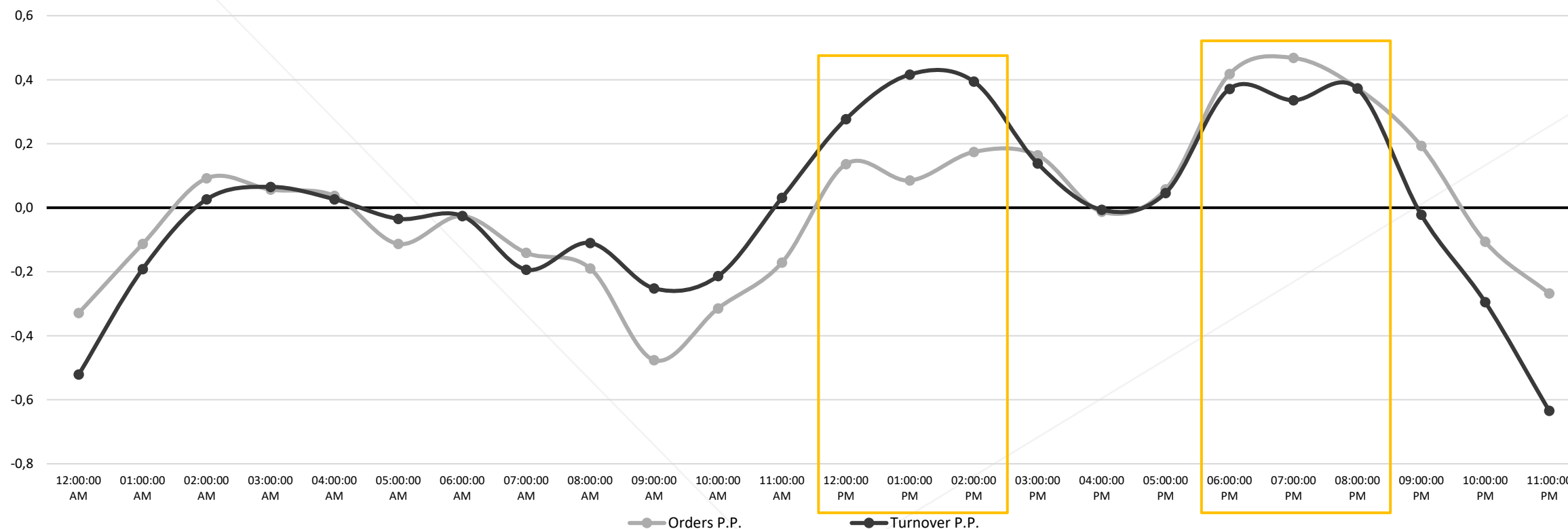


And products with higher added value at lunch time

p. 12

Late afternoon gained more relevance in order volume in 2020

Change in percentage points in sales by time 2020 x 2019



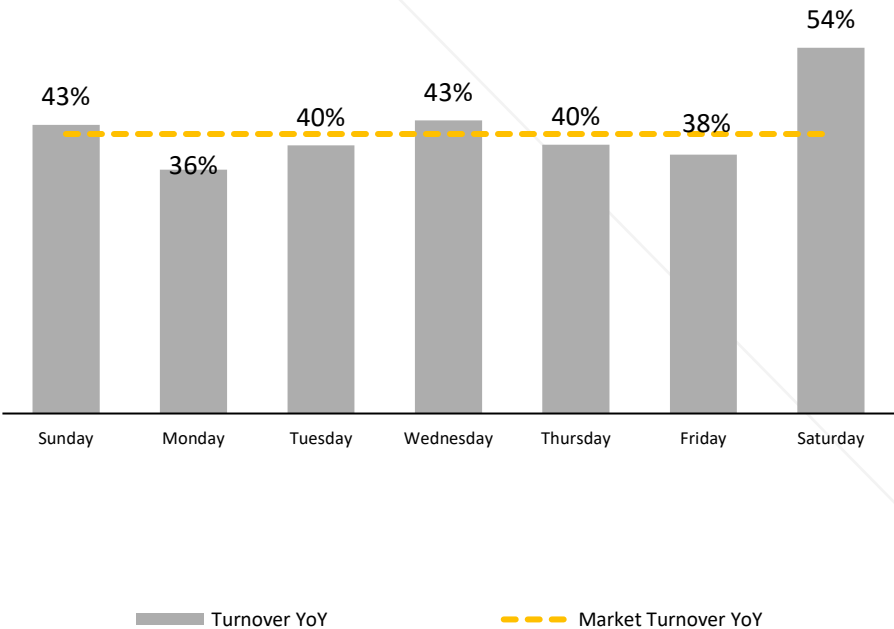


Saturday and Sunday grew above the market in orders and turnover

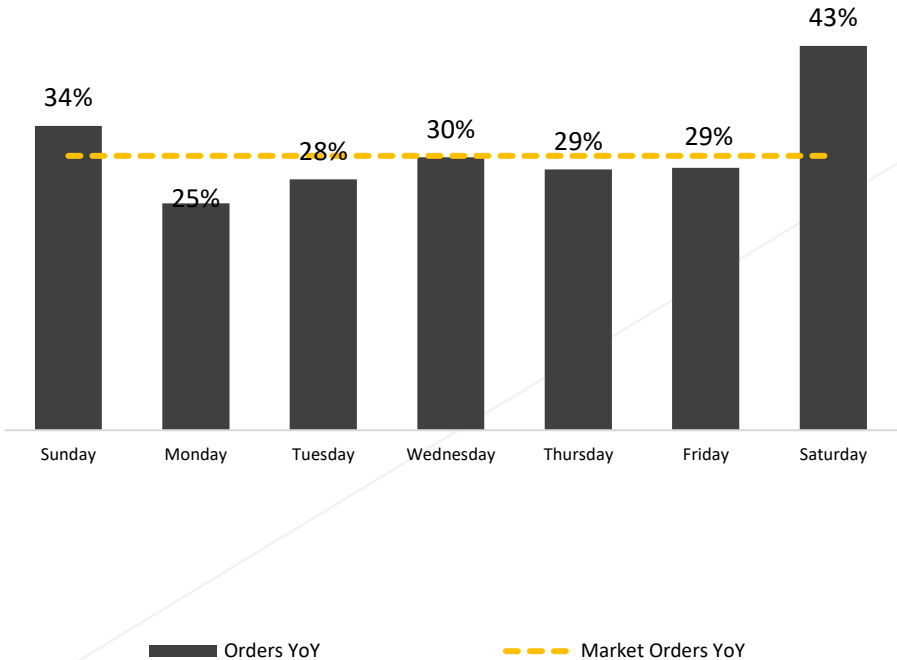
p. 13

Weekends had better performance in 2020 versus 2019

Turnover variation



Order variation



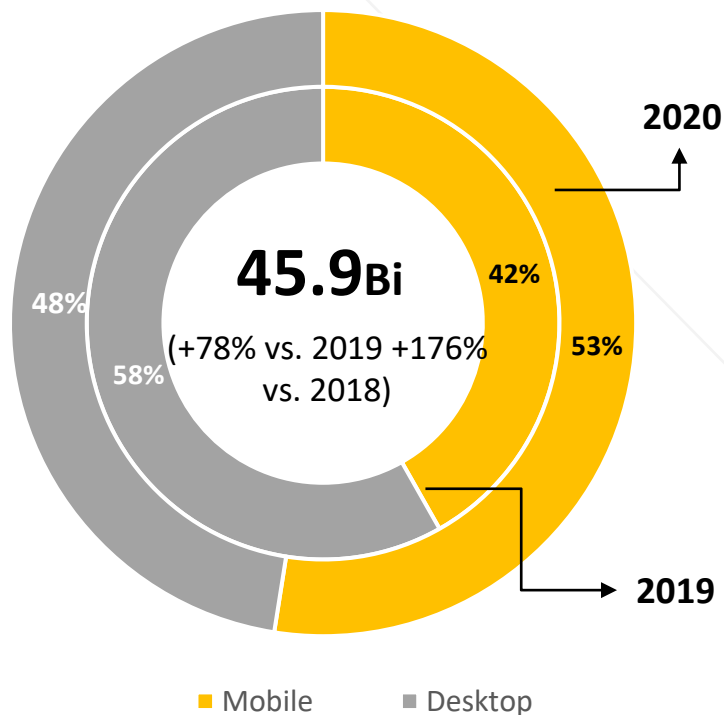


M-commerce stands out over desktop in turnover and orders

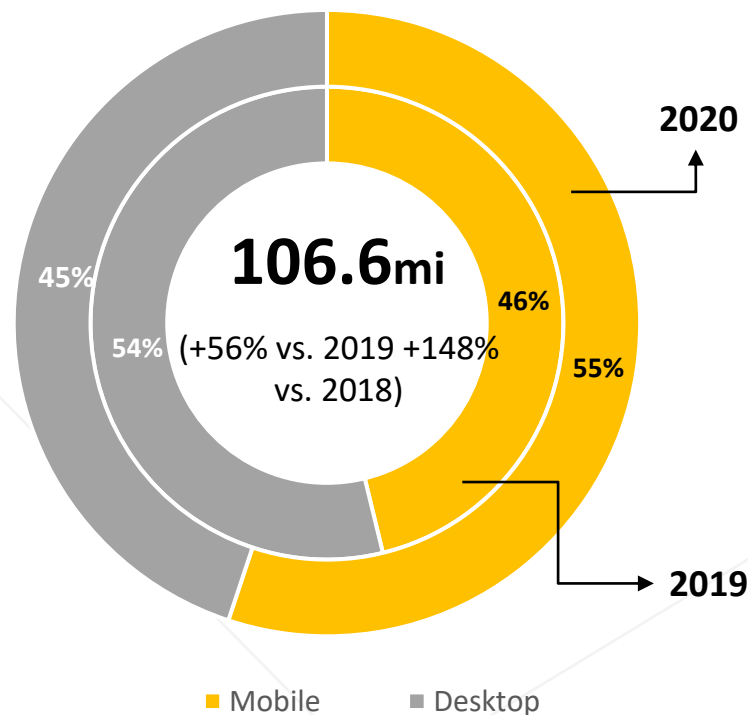
p. 14

M-commerce 2020

% Mobile Turnover



% Mobile Orders



Average Ticket

M-commerce

2020: BRL 431

(+14% vs. 2019, +11% vs. 2018)

E-commerce

2020: BRL 452

(+8% vs. 2019, +4.1% vs. 2018)

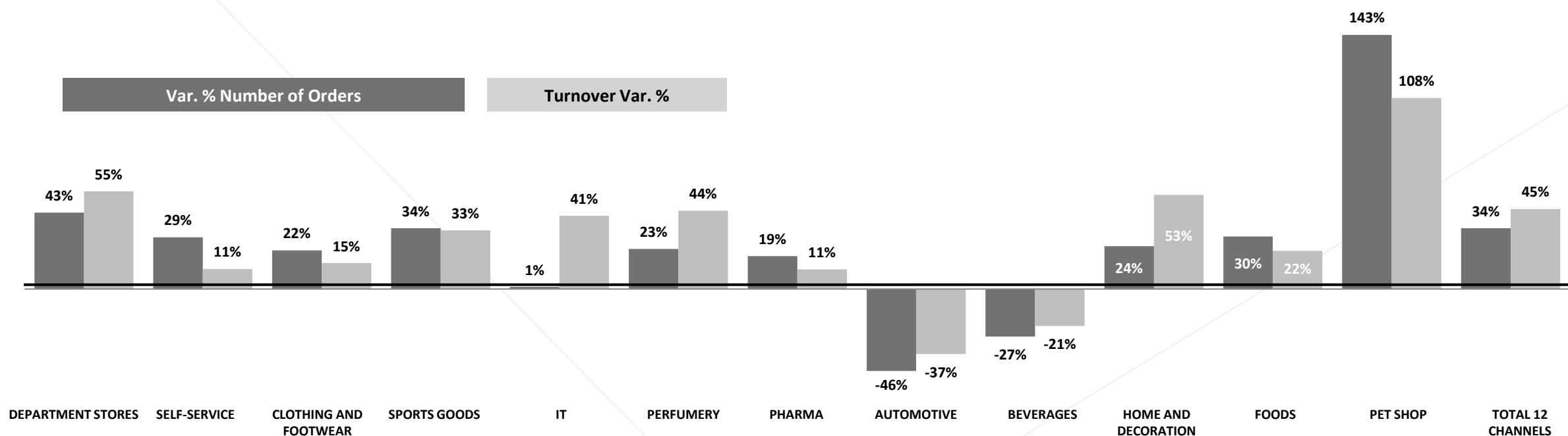


Main store segments saw significant growth in 2020

p. 15

Var. % in number of orders and turnover 2020x2019 | By store segment

Only Automotive and Beverages store segments retracted





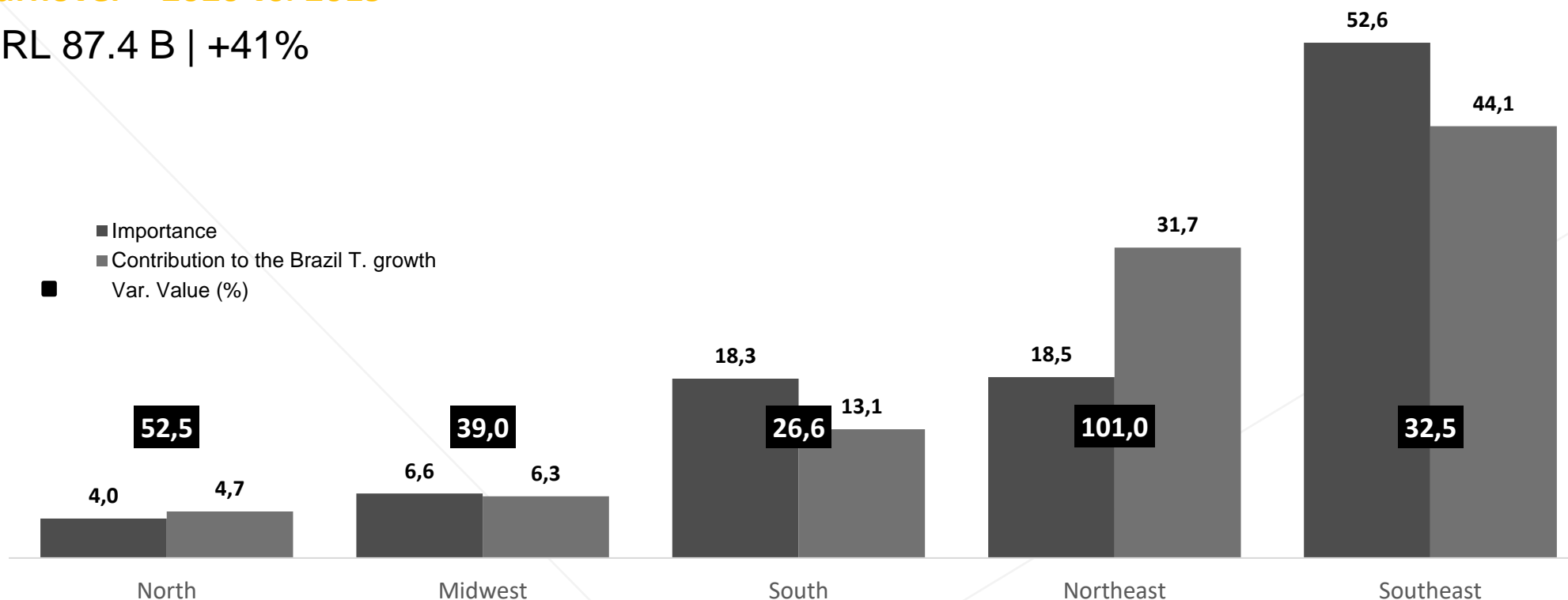
E-commerce had high growth in all regions

p. 16

Turnover – 2020 vs. 2019

BRL 87.4 B | +41%

- Importance
- Contribution to the Brazil T. growth
- Var. Value (%)



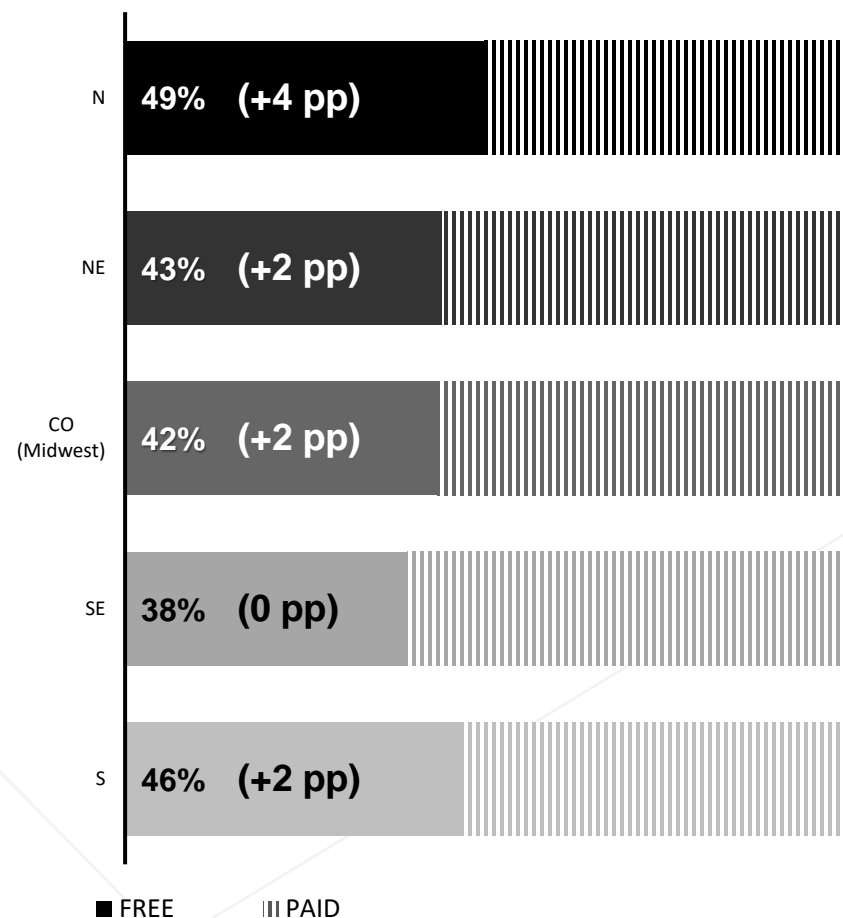


p. 17

Free shipping gains relevance in all regions and the paid shipping value grows



Importance of free shipping



Shipping value

BRL 42 (+18.4% vs. 2019)**BRL 41 (+36.4% vs. 2019)****BRL 36 (+38.7% vs. 2019)****BRL 29 (+41.7% vs. 2019)****BRL 33 (+37.7% vs. 2019)**



p. 18

Seasonal dates have a strong growth in online shopping, driven by the pandemic

Representing **34%** of Total e-commerce turnover

2020 Total Turnover

BRL 87.4 B

Var. 20 vs. 19
41%

BRL 30.1 B

Var. 20 vs. 19
33%
Imp. 34%

■ Total e-commerce

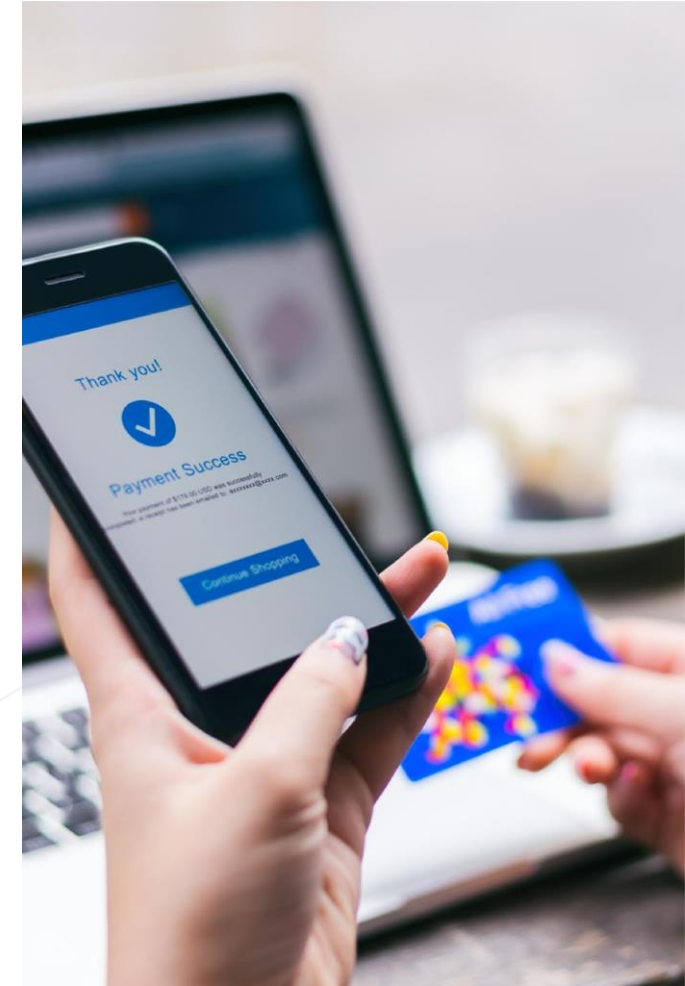
□ Seasonal dates

Highlights

Valentine's Day had the highest **growth** among seasonal dates, with 91% growth in turnover

Mother's Day stands out with 64% **growth** in orders versus 2019

Mother's Day is also the seasonal date with the highest entry of **new consumers**



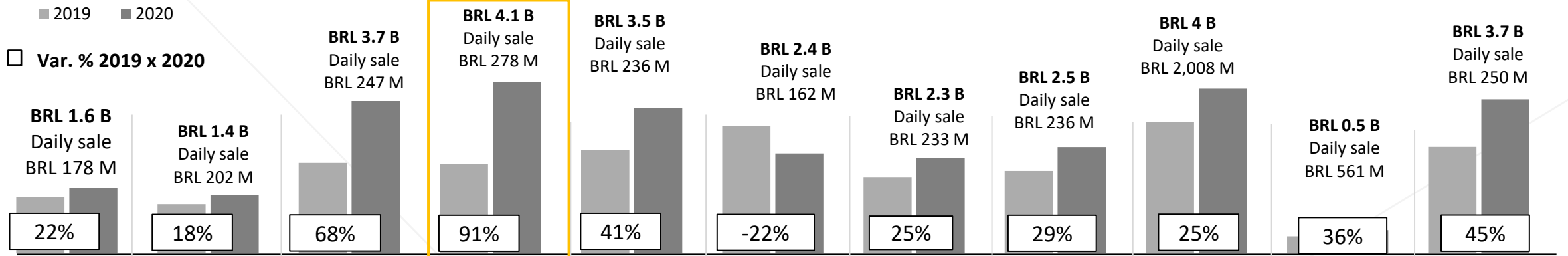


Driven by the pandemic, Valentine's Day stands out as the most important date of the year

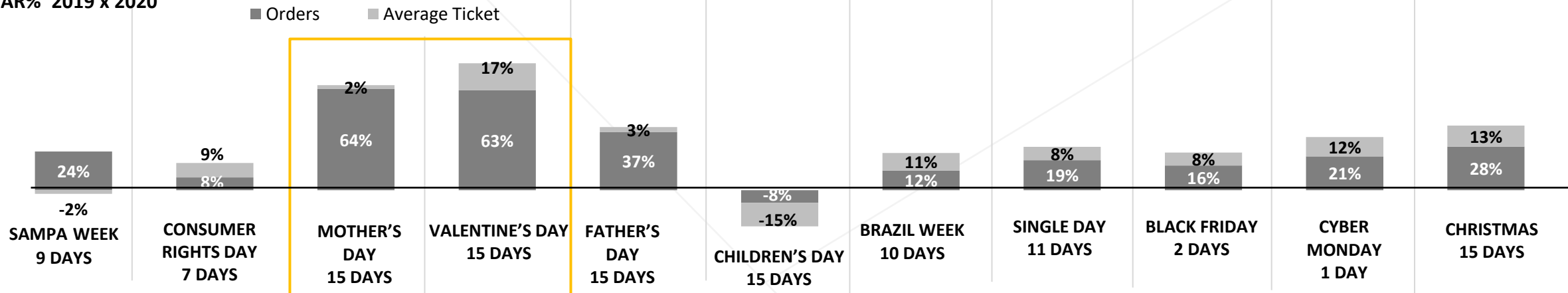
p. 19

The reflection of closed stores makes the commemorative dates stand out throughout the year

Turnover 2019 vs. 2020



VAR% 2019 x 2020

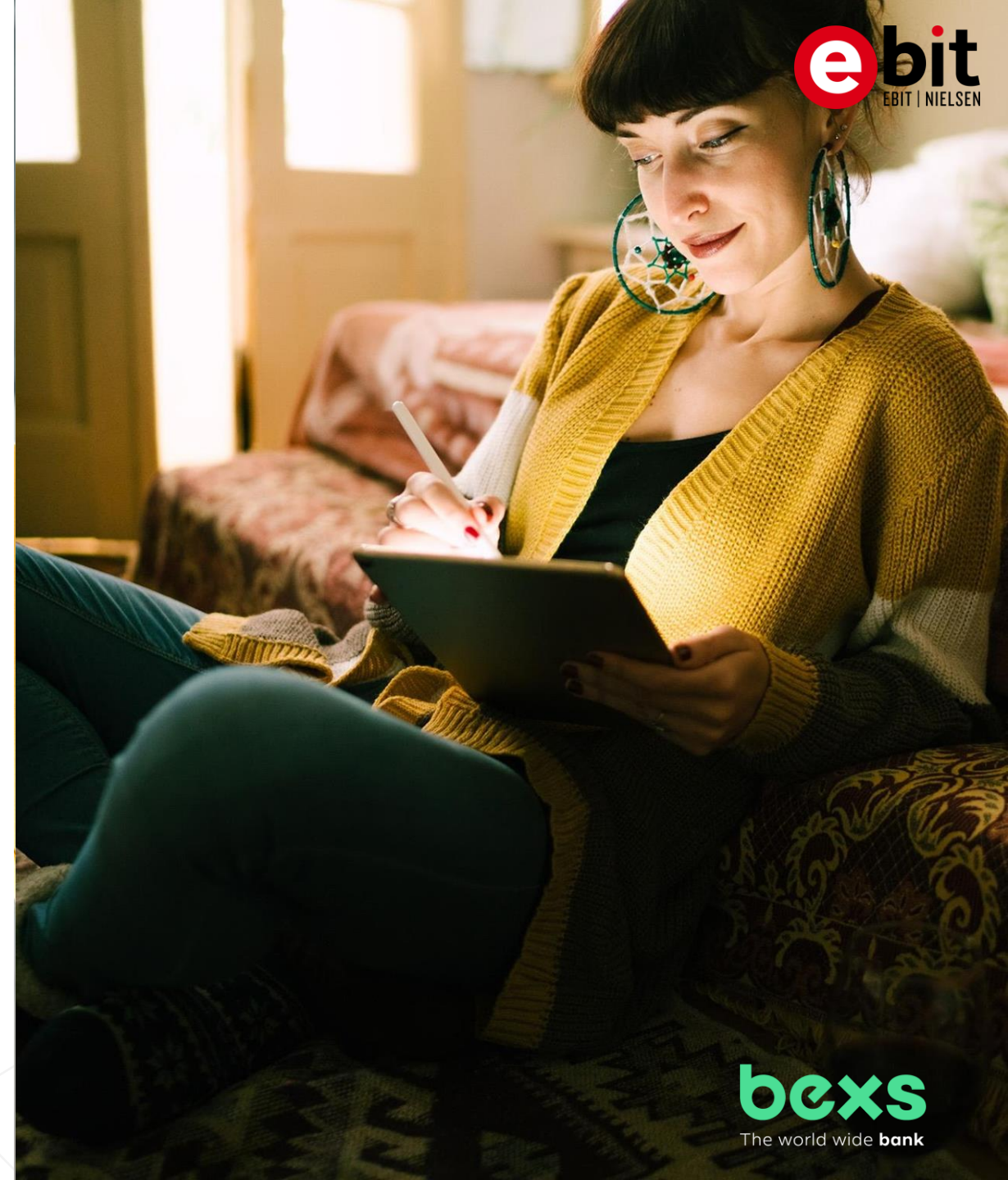


Final Remarks

Growth Opportunity

Brazilian e-commerce

- **E-commerce in Brazil** still has a lot of room to grow. To ensure the consolidation of this new channel, it is important for retailers and sellers to work together to ensure a good shopping experience in order to retain this shopper who is still getting used to this new digital consumer experience.
- With the arrival of a new volume of **new consumers**, we will see the consumer route speed up, where these new consumers will start buying other categories of products, even after the end of the pandemic.



Priorities for 2021

p. 22

Stay tuned!



Consumer at the center of decisions: It is vital for the channel to retain new consumers through a good purchase and after-sale experience.



Focus on m-commerce platforms: More fluid experience with integrated apps and tools.

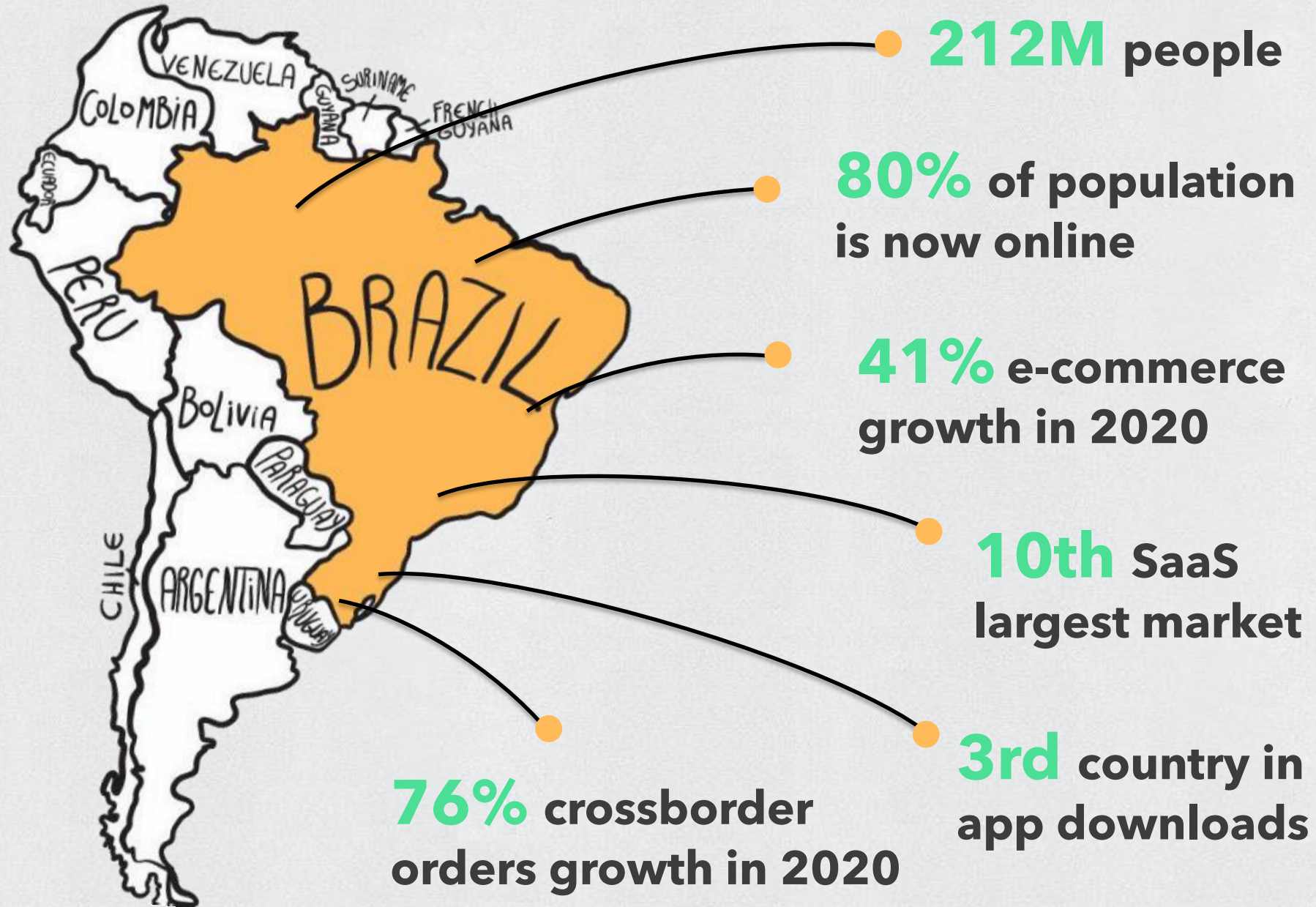


Customized experience and regionalized marketing: Assortment and offers tailored to the needs of the shopper's profile and attention to the growth of the Northeast and North.



More efficient shipping: More efficiency by region and capital/inland and lower cost. In addition to differentiation by categories that are more for emergencies.

2. Payments Ecosystem



Unbanked Population



1.5 billion
unbanked worldwide



45 million
unbanked in Brazil

Some reasons why they don't have an account:



High fees



Informal employment



Distance to
bank branch



Lack documents
needed to open
account

Offering a wide range of payment methods is key to reaching unbanked population



**Just 5%
of Brazilians**

have international credit cards



**Local payment
methods**

represent over:

95% of the market

(local credit card, debit, boleto and Pix)





Localize

the payment experience



 **trend alert**



Only 5%
of Brazilians



Local
Credit/Debit
Card



Boleto



Pix



International
Credit Card



Cash, e-wallet
and other



Pix

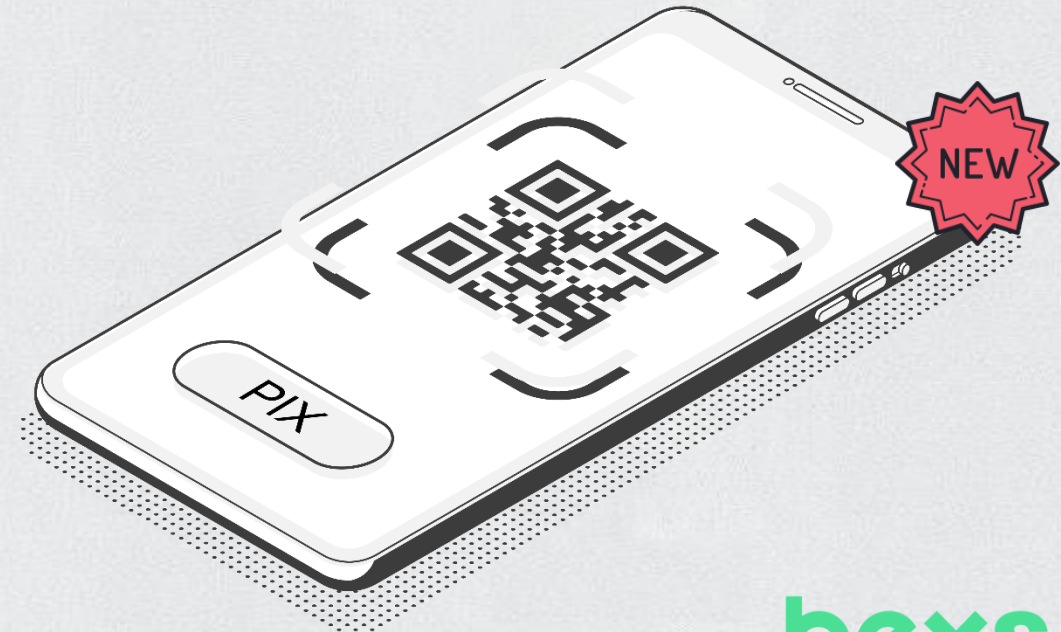
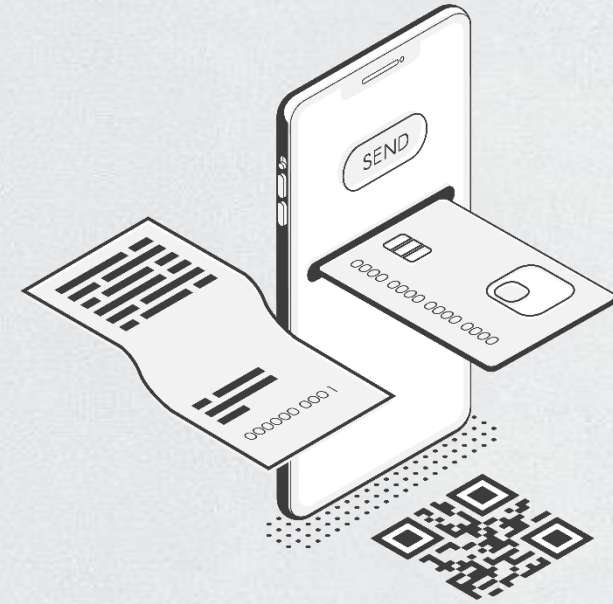
The new instant payment method

Pix is the new infrastructure for instant payments developed by the Central Bank of Brazil. It was launched in November 2020 and has already become part of the Brazilian buying culture.

24/7 in **2"**

Low fees

230 million keys created
(April 2021)



bexs



Pix

Highlights

8 out of 10
transfers are made using Pix!

73%
smartphone users
are using Pix

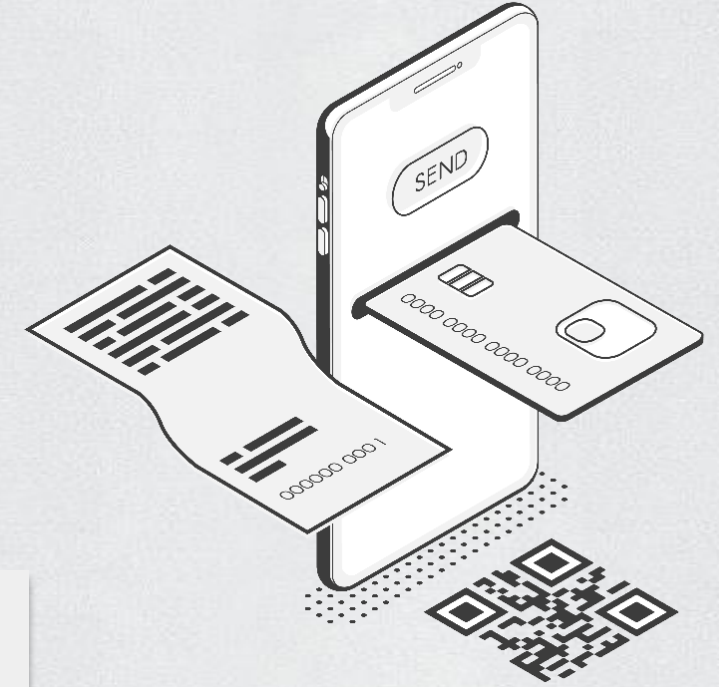
BRL 750
average ticket

87M
users

Ideal
for unbanked

BRL 9.3B
in transactions

12,2B
transaction
volume



bexs

Searches for “Pix”
boosted since 2020



Peak: Central Bank
of Brazil Press
release (Feb 2020)

Benefits for consumers and retailers

Payer



- Fast
- Safe
- Cheap

Receiver



- Lower cost of acceptance
- Speed in receiving
- Simplification of processes
- Microcredit grant

Ecosystem



- Increase in electronic payments
- Competitiveness
- Reduction in paper money



Users



53 million

Card holders in Brazil



87 million

Pix users in Brazil



What about settlement?



30 days

average



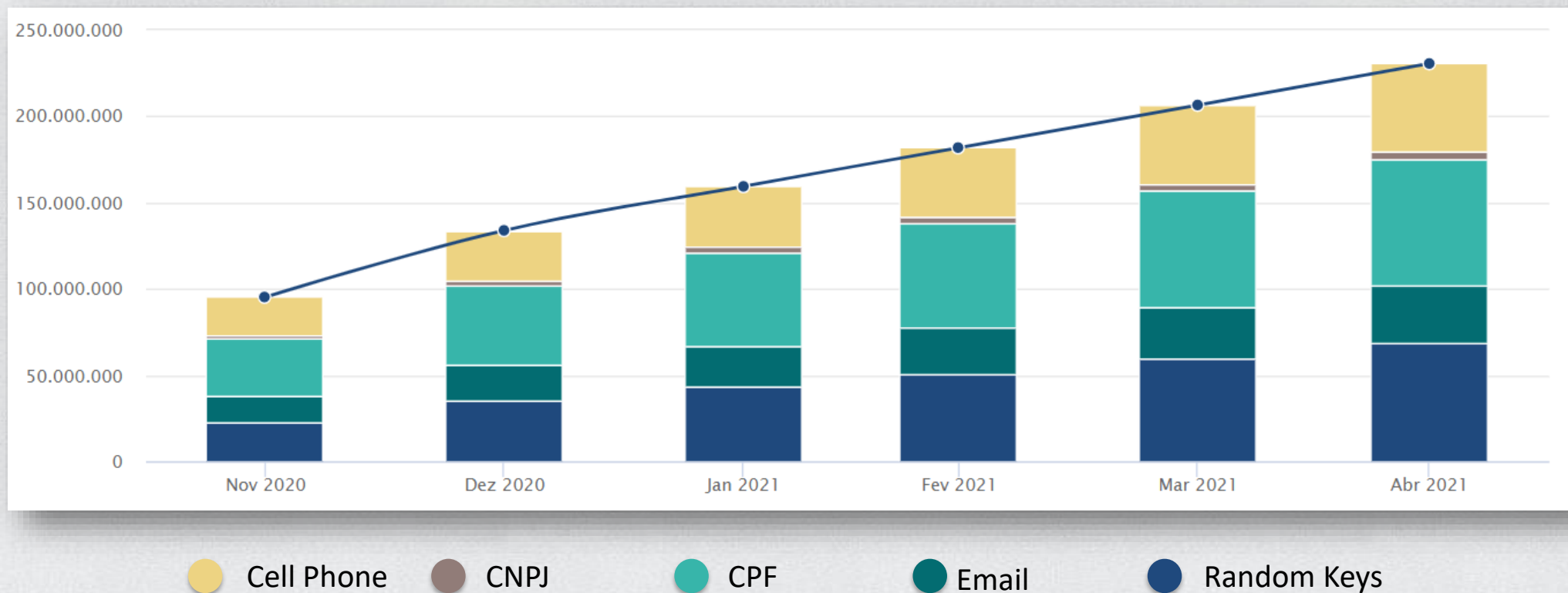
10 seconds

Real-Time
Settlement

bexs



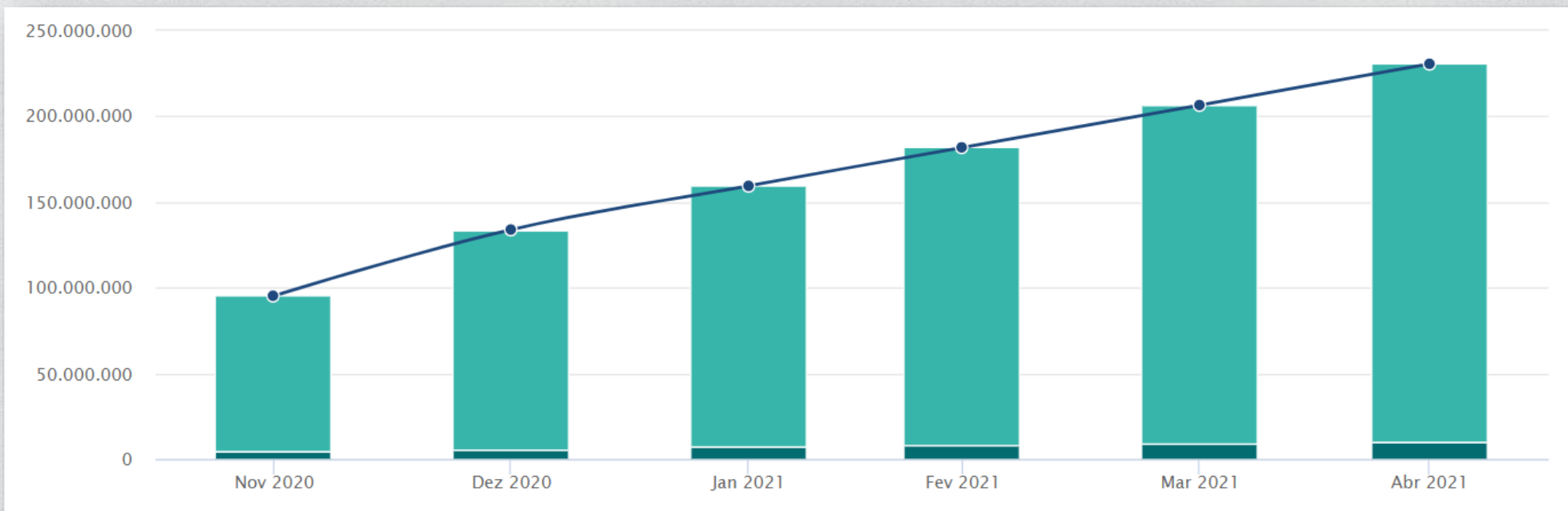
Types of Keys Per Quantity





Pix
Statistics

Nature of Keys Per Quantity



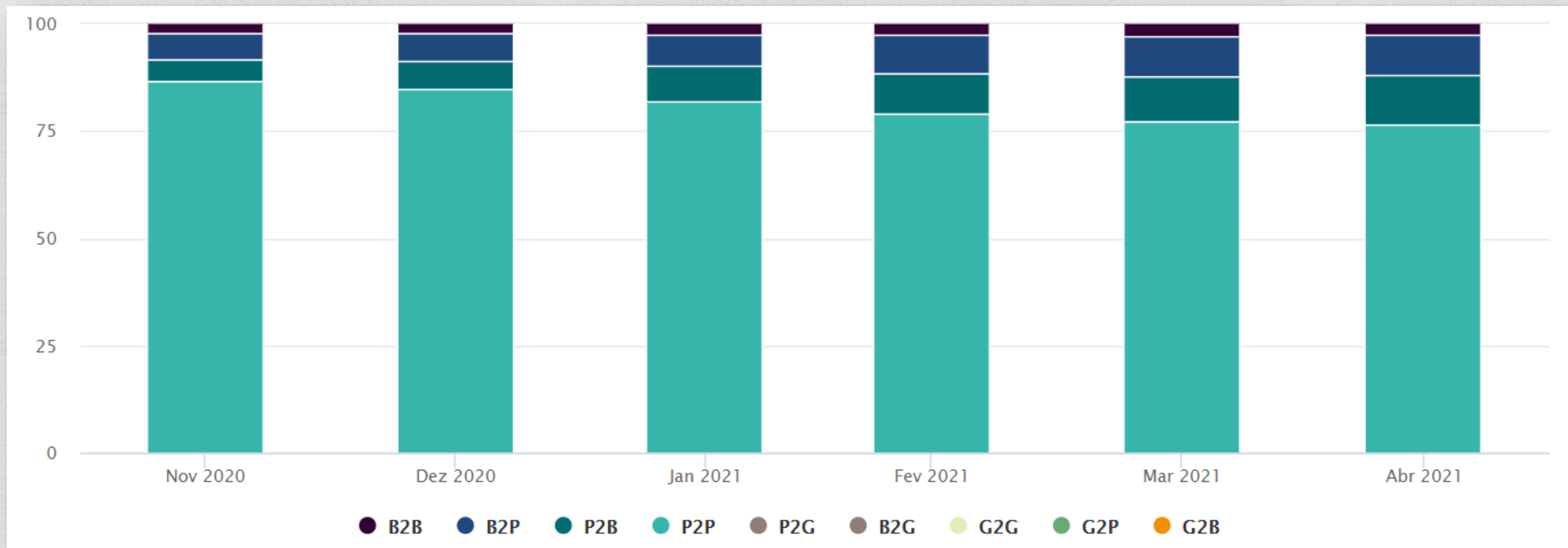
● Keys of People

● Keys of Companies



Pix
Statistics

Nature of Transaction Per Transaction Quantity

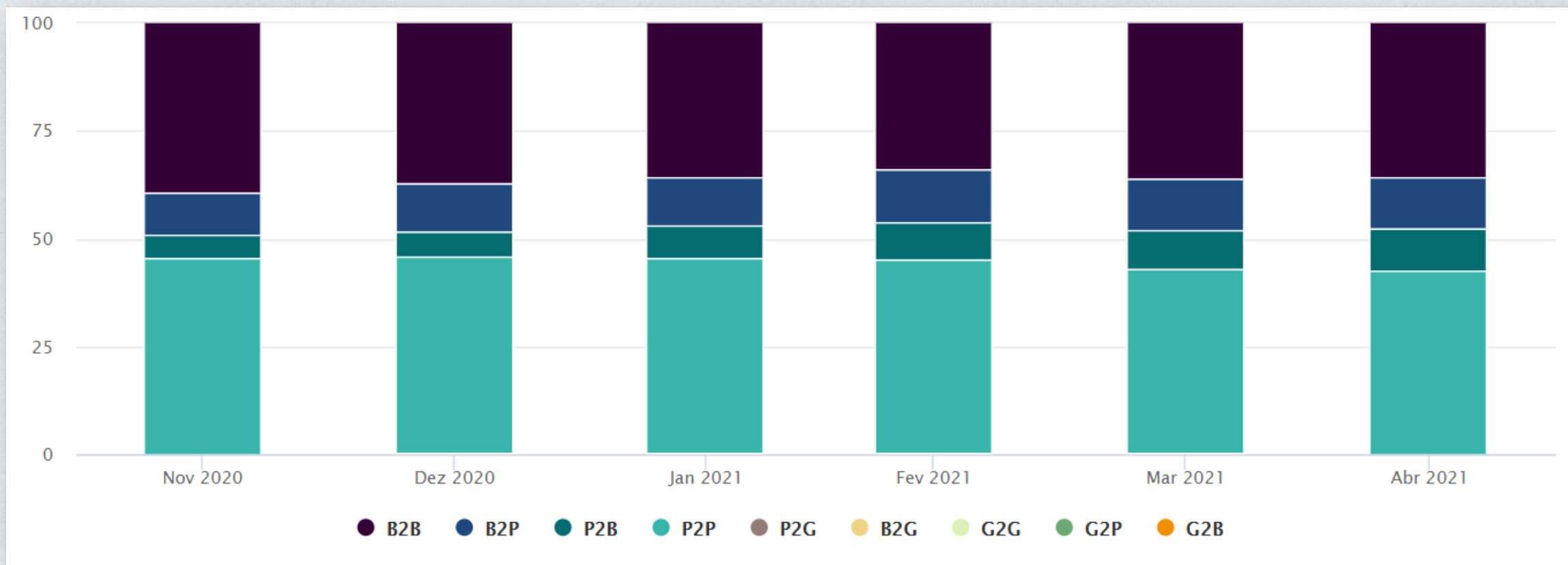




Pix
Statistics

Nature of Transaction

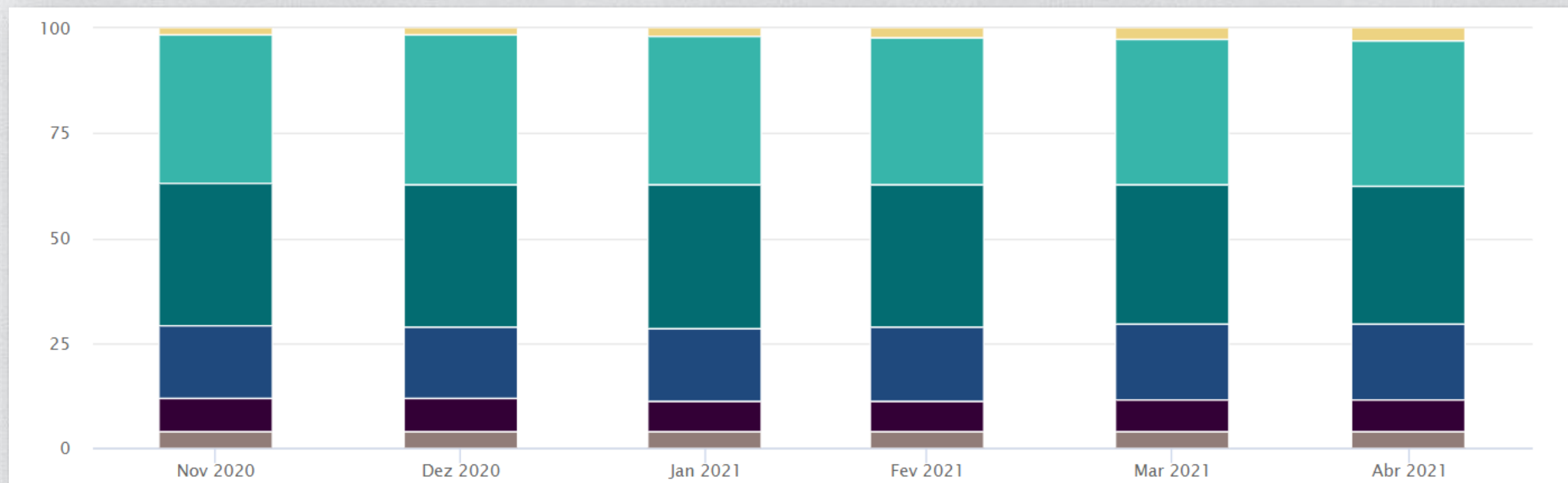
Per Transaction Total Amount (BRL - thousand)



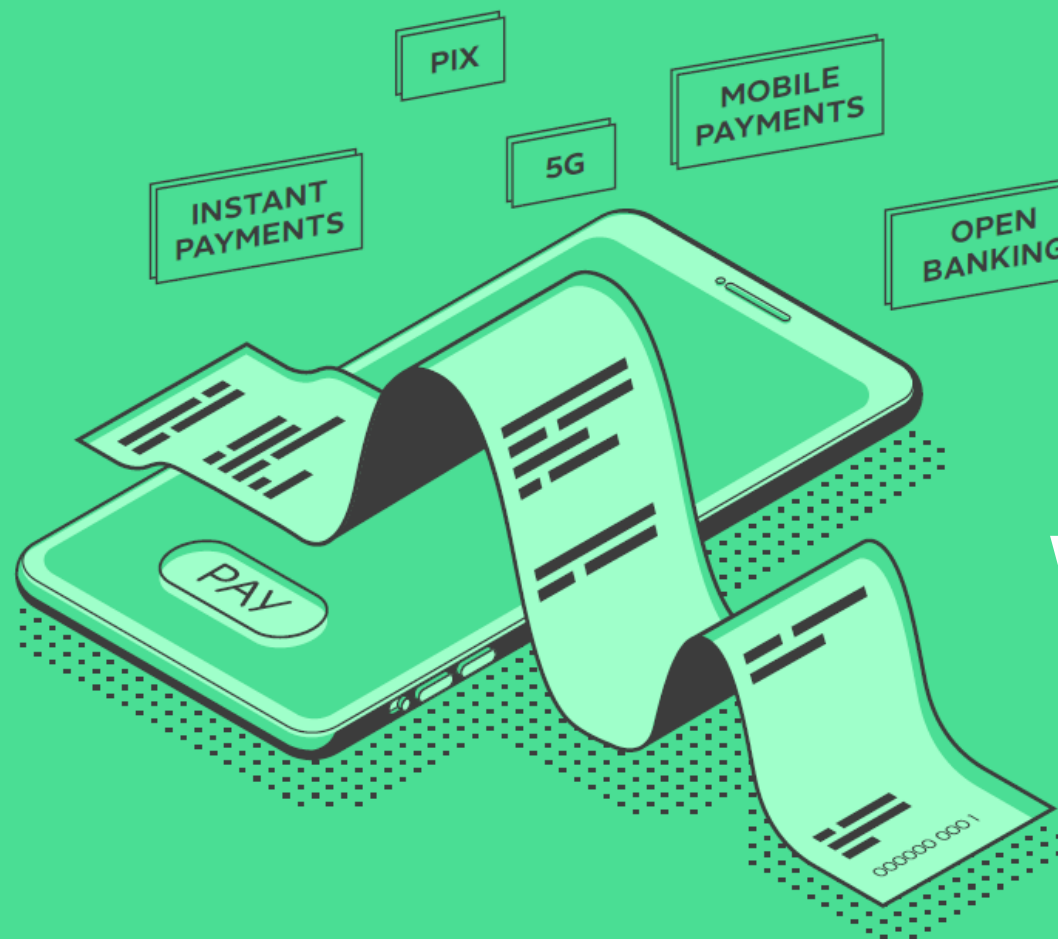


Pix
Statistics

Transactions per Age



● Up to 19 years ● 20-29 years ● 30-39 years ● 40-49 years ● 50-59 years ● Over 60 years



**The payment universe is
ever-changing**

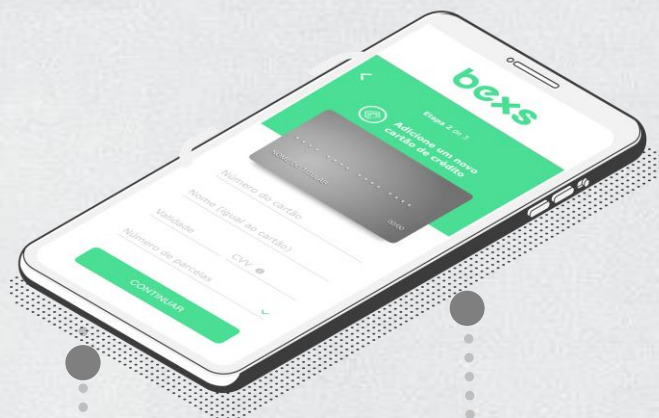
**We are aware of these trends and
always looking to the future.**

3. Go-to-Market Solution

bexs

Payment Platform





**Payment
Processing**



**Smart FX
Engine**



**Real-Time
Reporting**

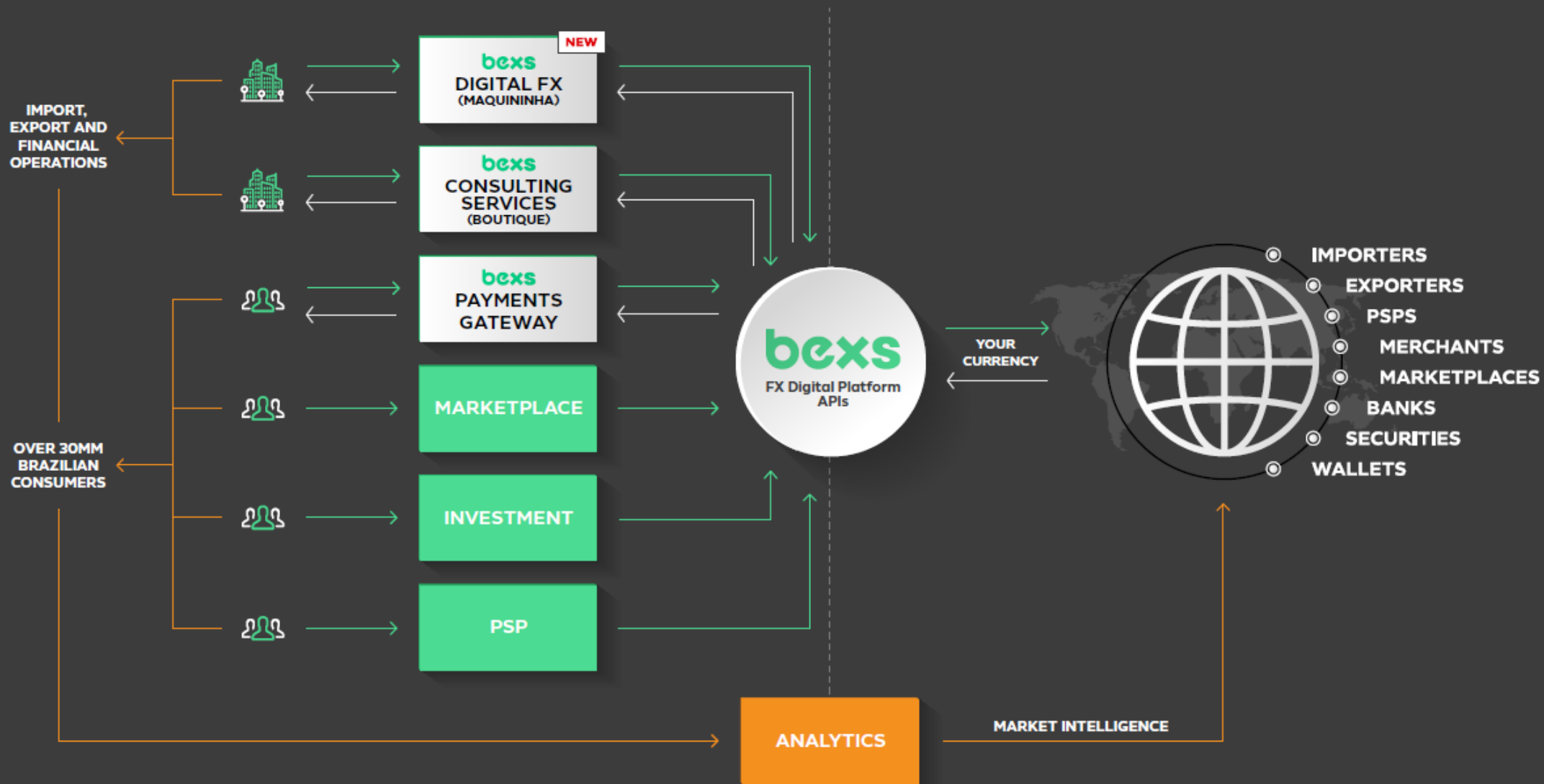


**Account
Dashboard**





Solutions Map



Our Purpose

**We believe that global access
to goods and services
is everybody's right.**

Q&A



Thank you.





Follow us!



Bexs Banco



@bexsbanco