

## KPIs Recurring / Running Rate

VCM/Flat Fee Analysis

Running Rate Analysis

Inquiry Variations







 Currency
 Leadership
 Group

 R\$
 \* (Tudo)
 \* (Tudo)

 Month/Year
 Sector

 (Tudo)
 \* (Tudo)
 \*

serasa (^) experian.

Recurring R\$ 1.586,6M

Flat Fee R\$ 369,8M <u>VCM</u> R\$ 447,7M Running Rate R\$ 768,4M

## VCM and Flat Fee Analysis

	Quantity of Clients	% of Clients	Quantity of Contracts	% of Contracts	Average VCM	Revenue (VCM / Flat Fee)	% of Revenue	Revenue (MoM)	Revenue (YoY)
ANKS AND FINANCIAL INSTIT	83	92,2%	1.222	58,9%	\$410,6K	\$437,0M	73,0%	-4,2%	43,9%
CPG RETAIL AND PAYMENTS	198	40,0%	535	35,3%	\$43,3K	\$43,7M	32,5%	-15,7%	40,3%
MULTI SECTOR	186	39,2%	1.843	33,3%	\$45,4K	\$173,7M	36,9%	-16,596	27,5%
REGIONS	1.789	85,2%	4.590	47,2%	\$20,7K	\$94,8M	34,8%	0,9%	26,4%
VIP - REGIONS	3.549	90,9%	5.873	59,2%	\$11,6K	\$68,3M	62,1%	0,5%	33,7%
TOTAL	5.805	82,2%	14.063	48,9%	\$34,7K	\$817,5M	51,5%	-6,5%	36,9%





Currency			Leadership		Group		-	
R\$		٠	(Tudo)		(Tudo)	*		serasa
Month/Year			Sector				(1)	
(Tudo)	2	*	(Valores múltiplos)	*				exper

Recurring R\$ 1.586,6M

Flat Fee R\$ 369,8M <u>VCM</u> R\$ 447,7M Running Rate R\$ 768,4M

## Running Rate Analysis

	Inquiry Volume (Accumulated)	Inquiry Volume (Working Day)	Inquiry Volume (1	YoY) Inquiry Volume (MoM)	Average Ticket	Average Ticket (YoY)	Average Ticket (Month)	Average Ticket (MoM)
BANKS AND FINANCIAL INSTITUT	50,4M	44,4M	50,5%	3,2%	\$3,21	18,9%	\$3,83	-26,9%
CPG RETAIL AND PAYMENTS	48,9M	39,7M	13,5%	3,796	\$1,86	1,096	\$1,90	5,3%
MULTI SECTOR	217,0M	183,1M	9,6%	1,5%	\$1,37	13,1%	\$1,28	-17,9%
REGIONS	35,2M ·	33,0M	1,196	1,196	\$5,06	30,8%	\$5,15	-10,2%
VIP - REGIONS	9,5M	9,3M	-7,4%	0,5%	\$4,37	6,5%	\$4,00	-1.0,2%
TOTAL	361,0M	309,6M	12,9%	1,9%	\$2,13	16,2%	\$2,12	-12,6%



