



Semantix[®]

All about data

The **truly unified** data platform

Analyst Presentation

April 2022

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Disclaimer (cont'd)

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Additional information. In connection with the proposed Business Combination, Alpha Capital has filed with the Securities and Exchange Commission ("SEC") a registration statement on Form F-4, containing a preliminary proxy statement/prospectus of Alpha Capital, and after the registration statement is declared effective, Semantix expects that Alpha Capital will mail a definitive proxy statement/prospectus relating to the proposed Business Combination to its shareholders. This Presentation does not contain all the information that should be considered concerning the potential Business Combination and is not intended to form the basis of any investment decision or any other decision in respect of the Business Combination. Shareholders of Alpha Capital and other interested persons are advised to read, when available, the preliminary proxy statement/prospectus and the amendments thereto and the definitive proxy statement/prospectus and other documents filed by Alpha Capital or Semantix in connection with the proposed Business Combination, as these materials will contain important information about Semantix, Alpha Capital and the potential Business Combination. When available, the definitive proxy statement/prospectus and other relevant materials for the proposed Business Combination will be mailed to shareholders of Alpha Capital as of a record date to be established for voting on the proposed Business Combination. Shareholders will also be able to obtain copies of the preliminary proxy statement/prospectus, the definitive proxy statement/prospectus and other documents filed by Alpha Capital with the SEC, without charge, once available, at the SEC's website at www.sec.gov.

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Alpha Capital, Semantix and their respective directors and executive officers may be deemed participants in the solicitation of proxies from Alpha Capital's stockholders with respect to the potential Business Combination. A list of the names of Alpha Capital's directors and executive officers and a description of their interests in Alpha Capital is contained in Alpha Capital's final prospectus relating to its initial public offering, which was filed with the SEC on February 18, 2021 and is available free of charge at the SEC's web site at www.sec.gov, or by directing a request to Alpha Capital. Additional information regarding the interests of the participants in the solicitation of proxies from the shareholders of Alpha Capital with respect to the proposed Business Combination will be contained in the proxy statement/prospectus for the proposed Business Combination filed by Alpha Capital when available.

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Semantix and Alpha Capital to combine creating LatAm’s fully integrated data platform



Leonardo Santos

Founder
CEO



Adriano Alcalde

CFO



André Frederico

General Manager
LatAm



Alec Oxenford

Founder & Sponsor
CEO and Chairman



Rafael Steinhauser

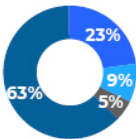
Founder & Sponsor
President and Director



Summary transaction overview

Transaction description	<ul style="list-style-type: none">Semantix and Alpha Capital to combine creating LatAm's first fully integrated data platform with a \$993M market cap¹Resulting company to remain listed on NASDAQTransaction closing: expected 2Q2022, subject to customary closing conditions	Sources (\$M)	
		Public entity cash in trust ⁴	\$230
Transaction structure	<ul style="list-style-type: none">Pre-money enterprise value: \$630M, multiples of 8.7x '22E Revenue² and 6.4x '23E Revenue²Transaction funded with \$324M = \$230M SPAC in trust¹ + fully subscribed PIPE of \$94M by Bradesco, Crescera, Innova, FJ Labs, and other institutional investors³Semantix to receive \$324M in primary proceeds¹, with \$309M cash available post-business combination⁴. Implied post-money enterprise value of \$693M¹Minimum cash closing condition of \$85M expected to be fully satisfied from current PIPE and non-redemption commitments	Non-redemption commitments	\$23
		Private Placement (committed PIPE)⁵	\$94
		Equity consideration to Company stockholders ⁶	\$620
		Sponsor promote at close ⁷	\$49
		Total sources⁷	\$993
		Uses⁷ (\$M)	
Total Equity Value		Equity consideration to Company stockholders	\$620
Less: Cash to Balance Sheet ⁹		Cash consideration to Company stockholders	\$0
Plus: Debt		Cash to Company balance sheet ⁸	\$309
Pro Forma Enterprise Value		Sponsor promote at close	\$49
		Transaction expenses	\$14
		Total uses	\$993
		Pro Forma Ownership⁸	
		<ul style="list-style-type: none">Existing ShareholdersSPAC Public ShareholdersPIPE ShareholdersSPAC Founder Shares	

Notes: (1) Assumes no redemptions and a nominal share price of \$10.00 per share. (2) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results. (3) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding the PIPE financing, including with respect to anticipated gross proceeds. Indications of interest are non-binding and no assurance can be given that any such indicated investment will be consummated for the full amount or at all. (4) Assumes no redemptions. (5) Expected \$94M to be raised prior to announcement. Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding the PIPE financing, including with respect to anticipated gross proceeds. Indications of interest are non-binding and no assurance can be given that any such indicated investment will be consummated for the full amount or at all. (6) Excludes the amount to current Semantix management and management incentive equity that is unvested or reserved for issuance under management incentive plans. (7) Excludes impact of warrants and 15% of founder shares of Alpha's sponsor subject to vesting schedule mirroring terms for the Semantix management. (8) Assumes no redemptions and full exit of \$24M. Minimum cash condition of \$85M, subject to further increase or decrease to be determined by the Company. (9) Net of estimated transaction expenses of \$24M, which includes \$8M of deferred underwriting commissions and approximately \$6M of advisory fees and legal fees.





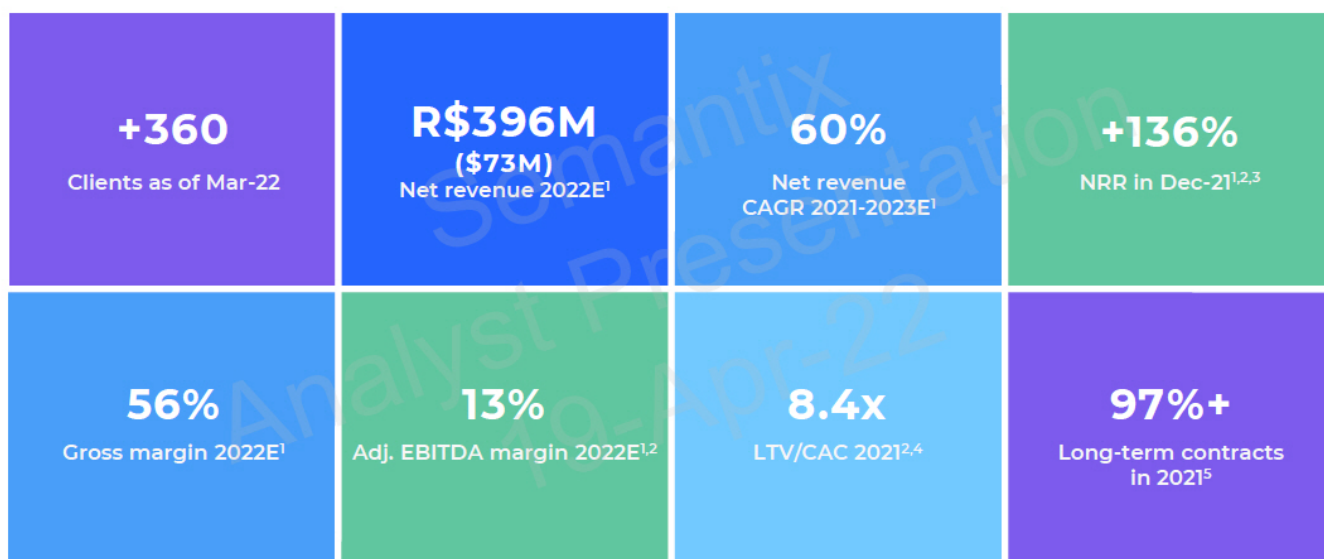
Semantix®

End-to-end SaaS platform that enables a complete data analytics and AI journey

Low code, low touch and cost-effective solution

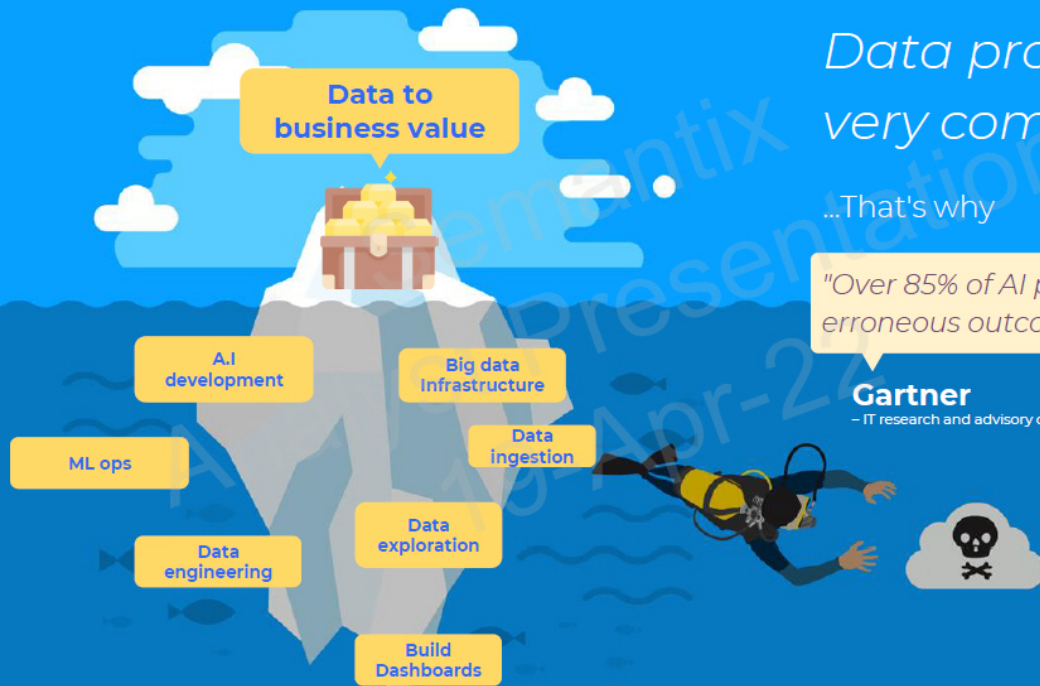
Leadership position in LatAm going global through Nasdaq listing

Semantix snapshot



Notes: (1) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results. (2) Please refer to "Use of Non-IFRS Financial Measures and Industry Metrics" in the slide titled "Disclaimer" for important information you should consider regarding these performance metrics. (3) NRR is calculated as gross revenue in the month of December 2021 from clients that were in Semantix's client base as of December 2020 divided by gross revenue from these clients in the month of December 2020. (4) LTV is calculated as average gross margin contribution by client in 2021 multiplied by margin multiple, which is calculated as retention rate divided by the following formula: $(1 - \text{retention rate} \times \text{discount rate})$. CAC is calculated as average sales and marketing expenses in 2021 divided by the number of new clients in 2021. (5) Contracts with duration of at least 12 months, software business only (excl. services).

The problem



Source: Gartner.

Rebuilding **data journey** in a frictionless way



All-in-one

- Infrastructure automation
- Data integration
- Data engineering
- Data visualization
- AI lifecycle



Simple & Agile

- Intuitive interface
- Extensible via APIs
- Plug-and-play algorithms
- Multi-cloud



Enterprise Ready

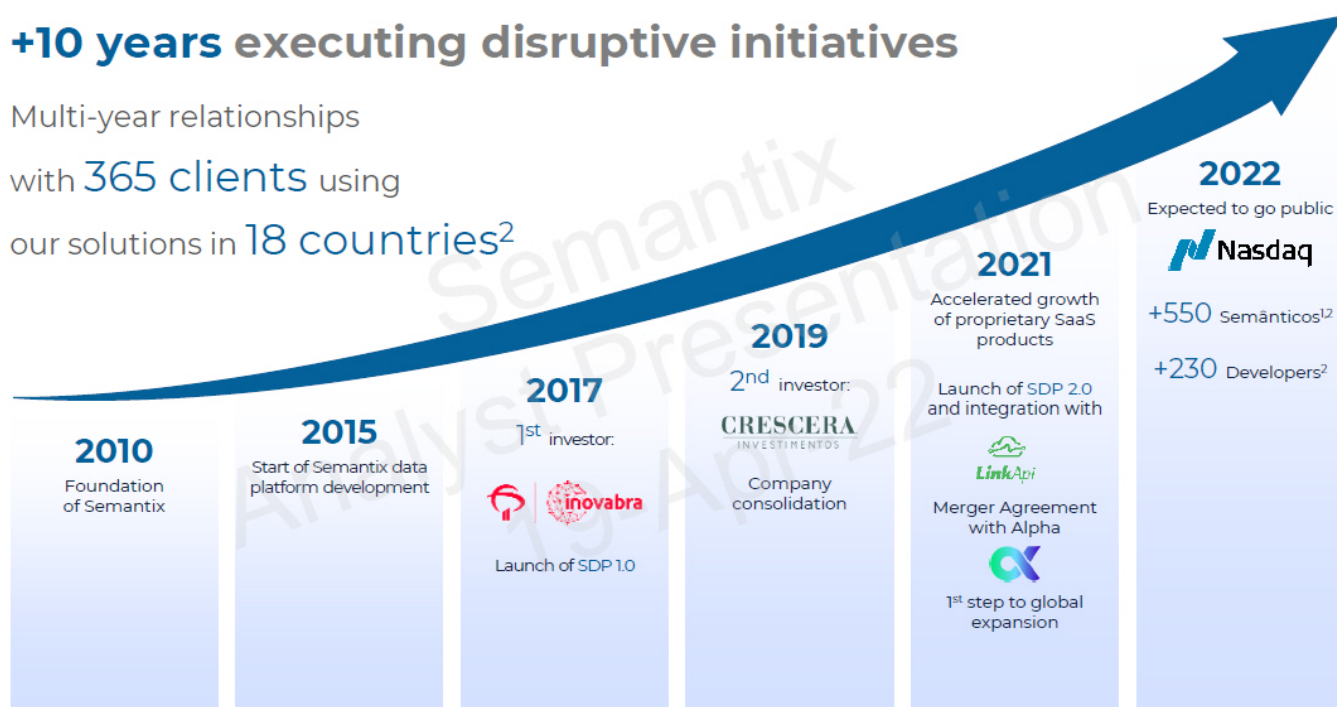
- Stack agnostic
- Data governance
- Scalable and safe
- Premium 24x7 support

+10 years executing disruptive initiatives

Multi-year relationships

with **365 clients** using

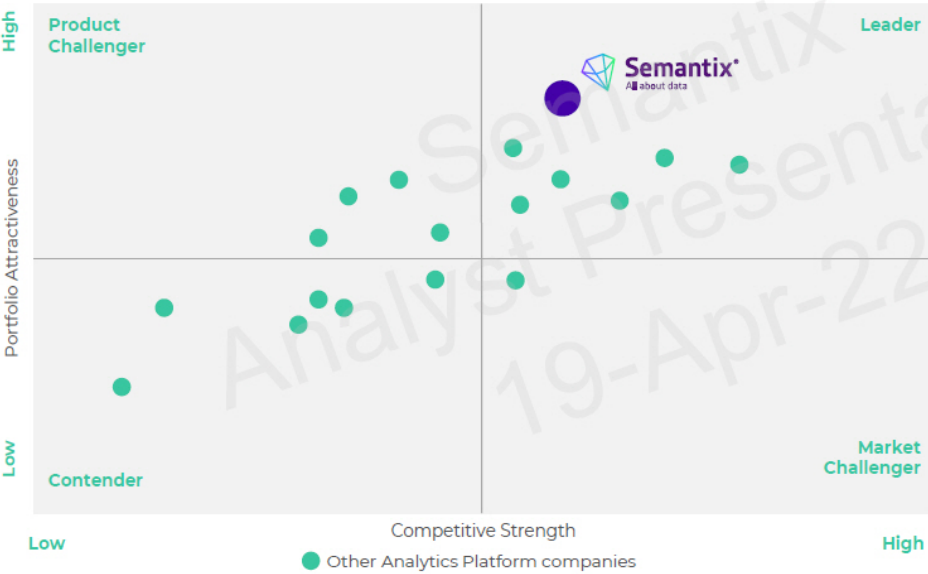
our solutions in **18 countries²**



Notes (1) Refers to Semantix's employees. (2) As of December 31, 2021.

Industry recognition

ISG Provider Lens – Analytics Platforms Dec/2021



Recognized with different **awards**



AI Magazine
2020 Global Excellence Awards
Leading Innovation in BIG DATA and AI Business Solutions Platform - Brazil



Great Place to Work
Best Workplaces 2021



CIO Review
20 Most Promising Latin America Tech Companies 2020



TOP 10
Best in class startups in the AI sector

Source: ISG Research 2021 [available on <https://www.semantix.com.br/wp-content/uploads/2021/02/Analytics-Platforms-QuadRpt-Customize-Full-length-BrazilPOR-2021-12-08-Final.pdf>], Industry Wired, AI Magazine, CIO Review, Global Excellence Awards, Top 10 and Great Place to Work.

Key pillars of our equity story

1

\$89B+ estimated global data total addressable market in 2024 with a long runway for high growth¹

2

Pure data digital transformation provider across the client lifecycle

3

Proven and profitable business model

4

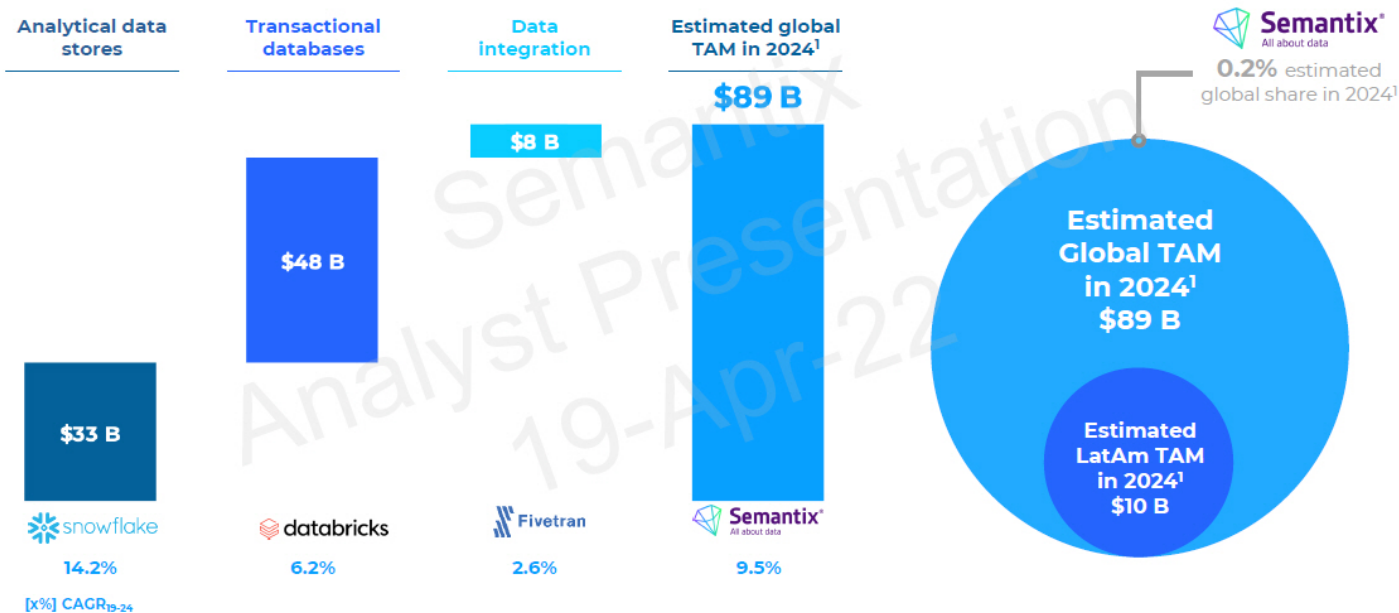
Significant organic and inorganic growth opportunities

5

Industry-recognized company with an innovative culture and focus on execution

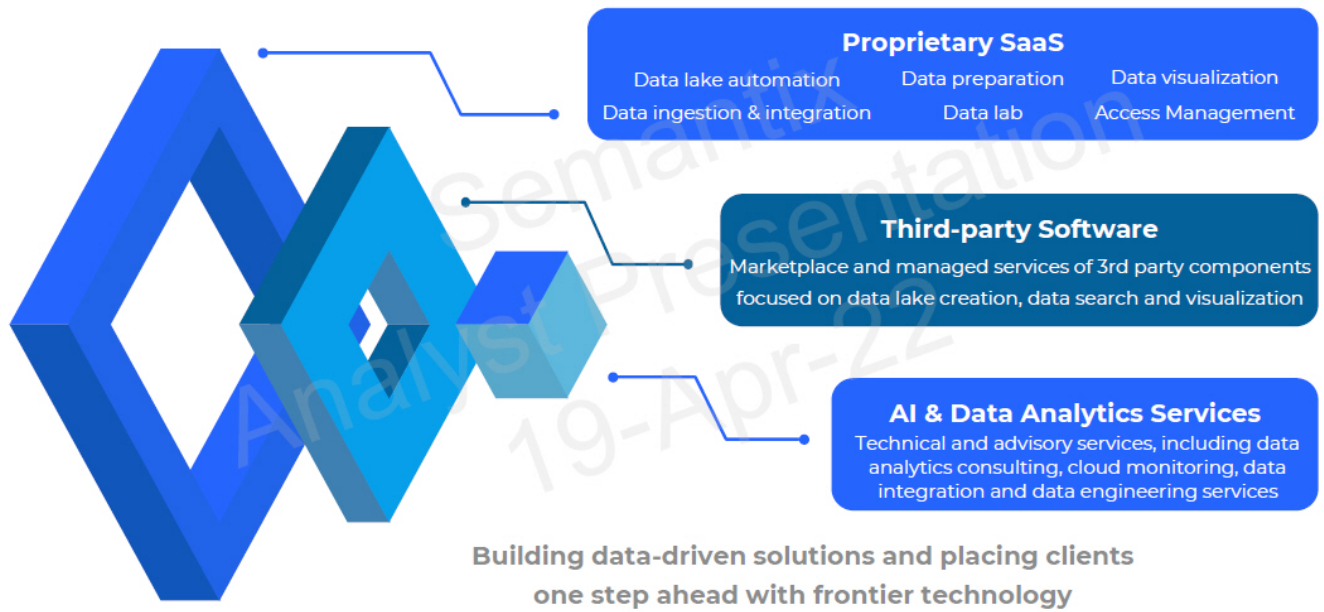
Source: (1) IDC (in terms of estimated potential revenue pool in 2024), Statista (in terms of estimated potential revenue pool in 2023, projected to 2024 using 2017-2023E CAGR).

The global opportunity ahead of us



Source: IDC (in terms of estimated potential revenue pool in 2024), Statista (in terms of estimated potential revenue pool in 2023, projected to 2024 using 2017-2023E CAGR).
Notes: (1) Please refer to "Forward-Looking Statements" in the slide titled "Disclaimer" for important information you should consider regarding the size of Semantix's total addressable market. (2) Considering Semantix 2024E gross revenue. Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results.

Snapshot of our solutions



Semantix delivers a modern data platform optimized for the cloud

Leading data solution provider that **delivers at scale high-end SaaS for data analytics**

Seamless digital integration supported by robust set of APIs for structured and unstructured data

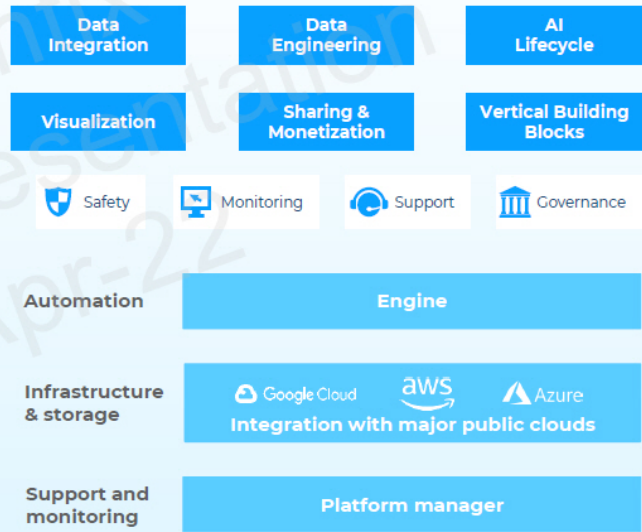
High scalability and elasticity, conceived to query data from terabyte to petabyte scale

IPaaS connectors and infrastructure, enabling customers to consolidate **all sorts of standard data entries**

Cloud-agnostic connections with **mission-critical** components

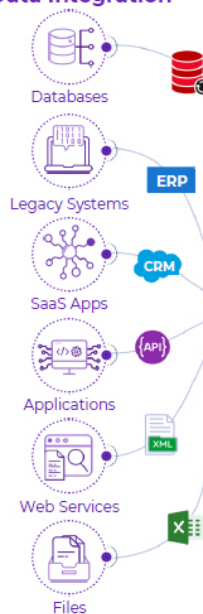
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Platform and services overview



Diving into our data platform

1. Data Integration



2. Data Engineering

Data Lake



5. Sharing and Monetization

4. Visualization

3. AI Lifecycle

6. Vertical Building Blocks

Insights Stores

AI Store

Semantix Data Platform

Finance

Health

Retail

Telecom

Industrials

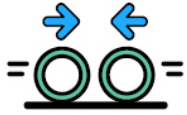
Agribusiness

Selected Data Apps solutions



Finance	Health	Retail
Key offerings <ul style="list-style-type: none"> Use of data to predict customer behavior Real time stock market insights Fraud detection and prevention Risk analysis Manual processes automation Support of the operational flow of credit, credit scoring, portfolio management Industry datasets 	<ul style="list-style-type: none"> Use of data to collect patients' records and monitor hospital performance Automation of authorization requests for health plans operators Request monitoring and control Billing automation Electronic files validation Medical loss ratio management and analysis Industry datasets 	<ul style="list-style-type: none"> Consumer spending habits insights Provision of targeted marketing to consumers and product recommendation Tool that enables live video streaming shopping experience Easy, safe and fast customer authentication, e-service registration and digital approval Tool for real-time chat among companies, customers, partners, vendors, suppliers and other external parties Industry datasets
Target customers <ul style="list-style-type: none"> Asset managers and brokerage firms in multimarket, equity and credit funds 	<ul style="list-style-type: none"> Hospital, clinics, imaging and diagnostics facilities, health plan operators 	<ul style="list-style-type: none"> Retailers and medium to large retail industry

What problems are we solving?



Friction

Centralized data infrastructure allowing **faster and more simple deployment**



Cost

Reduced costs of data infrastructure management



Time to value

Modern, and ready big data environment **accelerating value creation**



Flexibility

Agnostic platform with **more flexibility, portability, and free of lock-ins**



Governance

Superior management and **governance** of **data projects** throughout the organization

Semantix is crucial for key stakeholders in any organization



Data Architects and Engineers

Emphasize the value of data already present in the company

Promote decisions aligned with Business Intelligence

Data Integration and Data Engineering



Data Scientists and Product Owners

Cost reduction

Predictable reports and advanced analytics through AI

Semantix's solutions

AI LifeCycle, Vertical Building Blocks and Sharing/Monetization



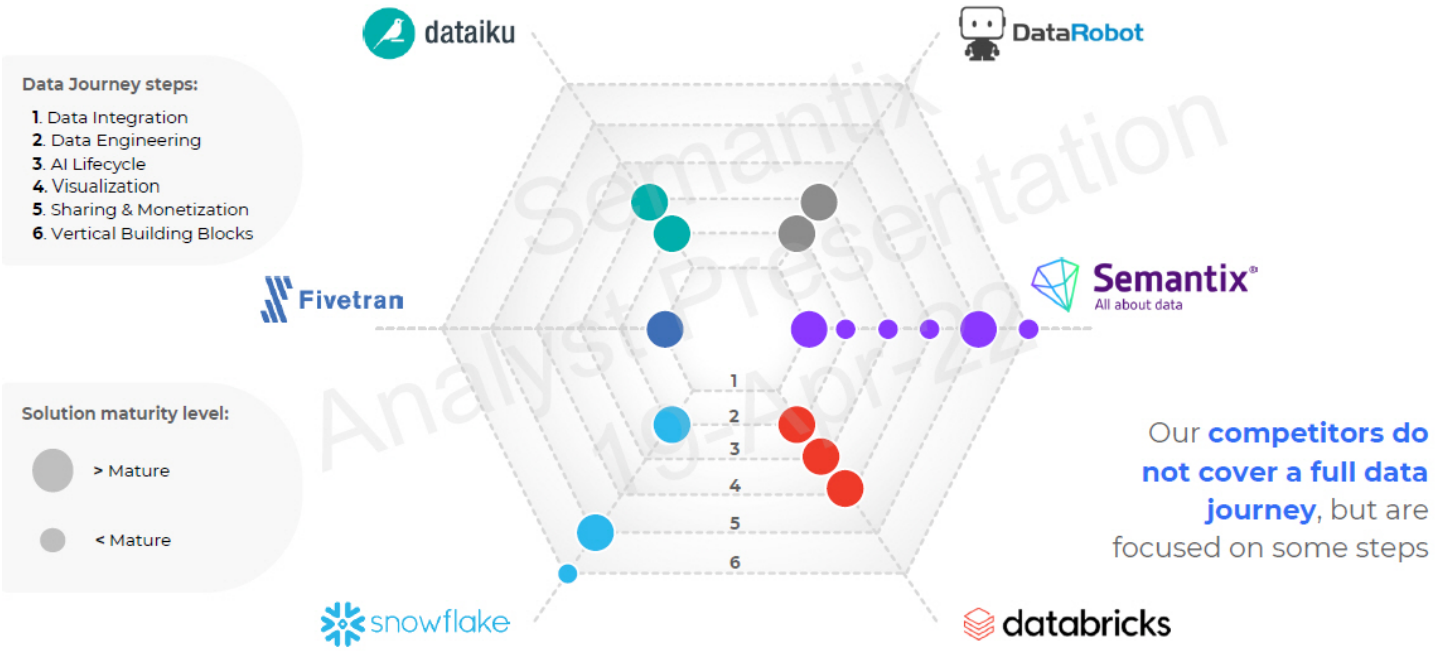
C-level Executives

Improved leverage vs. market competitors

Data-driven digital transformation

Data Visualization

Data journey competitive landscape



Broad partner ecosystem

60+ partners

Technology

CLOUDERA

elastic

Jenkins

docker

collibra

snyk

NVIDIA

StreamSets

RANCHER

redis

sonarsource

Datameer

CONFLUENT

puppet

MANTA

intel

Red Hat

cloudbees

BigD

C

IFrog

WSO2

GOMDATA

AZUL

snapLogic

Microsoft

precisely

KNIME

FESTO

securiti

TREND

Cloud

Google Cloud

aws

Azure

Services

DISTRITO

OSWALDO CRUZ

SPC

BCG

AT&T

4intelligence

barchart

IDEAL

MBOCHIP

Mercedes-Benz

elo

EMBRAER

Travellex

HOSPITAL CARE

Universities

UNICAMP

FIAP

Insper

PUC Sorocaba

MIT

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AI & Data Analytics Services



Consulting

Understanding of business challenges and development of roadmap to deploy Data-driven culture

- Map Challenges
- Determine Use Cases
- Align Strategies
- Governance
- Data Architecture



Data Integration

Building of data integration to any data source to feed the client's data lake

- Architecture assessment
- Development
- Monitoring



Data Engineering

Development of algorithms to handle data flows and to provide information management

- Development
- Data Quality
- Transformation
- Data Models
- Data Integration



Data Science

Building of advanced analyses algorithms to develop & deploy mathematical models

- Models
- Advanced Analytics
- Algorithms
- Machine Learning
- NLP

How we impact our clients

Industry



AI models to monitor production disruption and identify the problem source

Semantix solutions:
Software AI & Data Analytics Services

"The SDP Semantix Data Platform enabled us to improve manufacturing efficiency, resulting in a 6% productivity increase over the last 2 years"

Client A
CIO of a leading Global Automobile company

The Challenge

How can we use data to reduce disruption in the Mercedes' truck production line and improve inspection processes to reduce insurance claims?

Delivering with speed

- Apriori Algorithm ML to track production line
- Relative Risk using WOE Algorithm to map risks prior to the production
- ML Analysis of truck's production line
- Neural Network algorithms to treat on-road truck data
- Information theory + Logistic Regression algorithms

Outcomes and metrics

- Reduce failures before the truck start the production
- Identify probability of high risk failures
- Improved Identification process for Hidden failures in Production Line

How we impact our clients (cont'd)

Overview

- The client was launching its Digital Bank

The challenge

- Help to structure a Data Analytics area to implement credit decision making , anti-fraud, payments among other solutions

Delivering with speed

- Fully developed and implemented all Data Projects processes, and structured an area ready to provide end-to-end solution based on data, with trained professionals and solid data-driven culture

Outcomes and metrics

- Structuring of the Data Operation Pillars
- Enhancing the maturity of internal processes
- Dissemination of data/agility culture
- Professional training

Finance



AI models to support payments and anti-fraud systems, and to enhance credit risk management tools

Semantix solutions:
Software
AI & Data Analytics Services

"Semantix is definitely the best Data and AI company in Brazil, with them we were able to launch our Digital Bank based on a first-in-class data driven model"

Client B
Second largest bank in Brazil

How we impact our clients (cont'd)

Retail



Full data integration and optimization of the company's e-commerce ecosystem in LatAm

Trusted Semantix to build and run the data integration and optimization of its entire e-commerce in LatAm

Client C
One of the largest electronics conglomerates in the world

Overview

- Develop an integrated marketplace model to scale up sales strategy and improve data integration to take assertive decisions

The challenge

- Integrating client's e-commerce with a massive variety of ERPs.
- Provide an agile and healthy pace to delivery in BI and E-commerce projects

Delivering with speed

- Provide a unique extraction source of data for LatAm BI, accelerating the development of BI teams in other LatAm countries.
- Provide an integrated environment connecting E-commerce data Between VTEX (E-commerce solution vendor) and ERPs

Outcomes and metrics

- Improvement of sales strategy
- Strong integration among ERPs in different geographies
- Reliable source of data for all BI and E-commerce in LatAm
- Safe and monitored way to track data

How we impact our clients (cont'd)

Overview

- Develop an innovative solution becoming the first integrated Observational Medical Outcomes Partnership platform (OMOP) in the market

The challenge

- Lack of integrated and standardized data from different systems
- Difficulty to track operations in real time
- Security, Data Governance and Privacy requirements

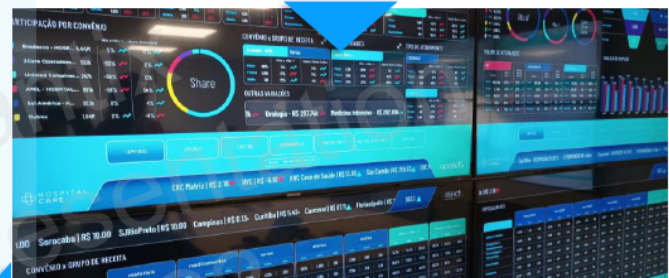
Delivering with speed

- LatAm's first network of hospitals to structure their data journey from end to end through all-in-one Semantix Data Platform with more than 20 hospitals and flow of 1 million people/day
- Unified processes, architecture and Near Real Time updated dashboards

Outcomes and metrics

- Semantix developed client's entire BI system
- +30% increase in customer conversion rate
- 1st OMOP platform in the Brazilian market
- +250 data pipelines with insights for business decision-making

Healthcare



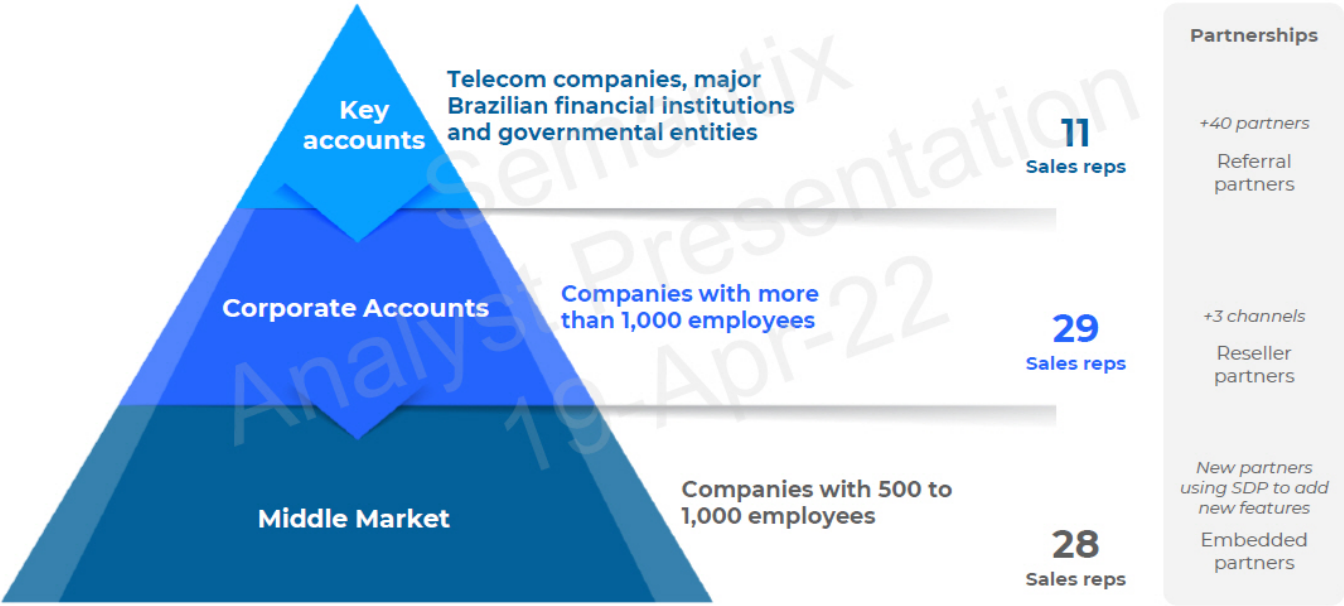
Personalized product to deliver a predictive purchasing model based on AI

Semantix solutions:
Software
AI & Data Analytics Services

"Semantix enabled a smooth transition from System Integration to Data Integration, accelerating by 5 years the digital transformation of our healthcare group"

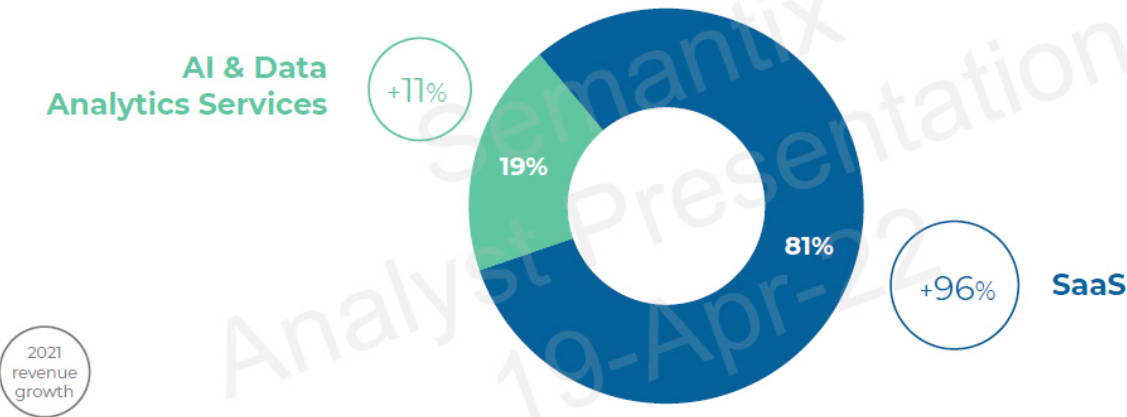
Client D
COO of one of the largest healthcare enterprises in Latin America

Our go-to-market strategy



Powerful set of solutions

% of 2021 revenue¹



Building data-driven solutions and placing clients one step ahead with frontier technology

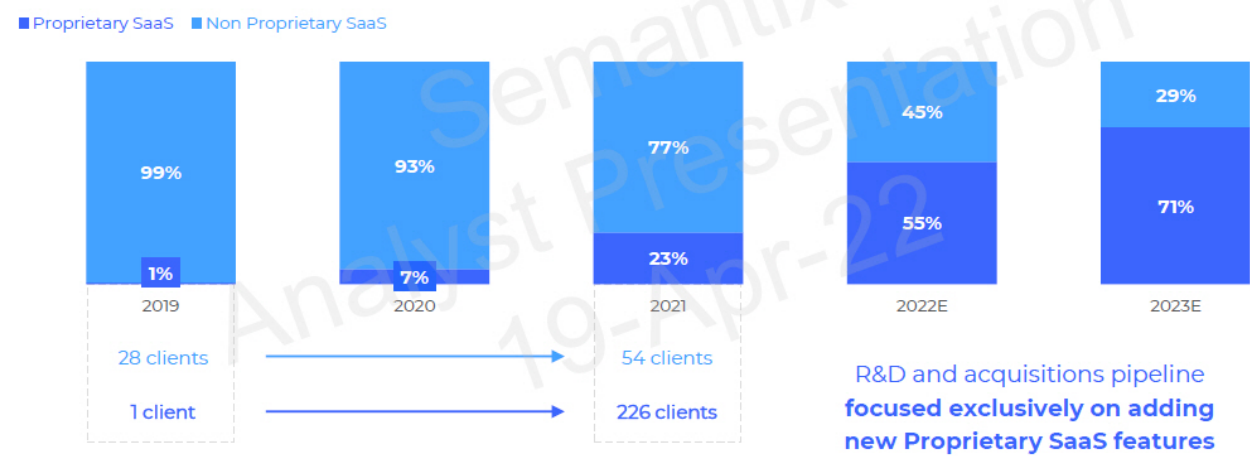
Note: (1) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these financial results.

Semantix's revenue models

	SaaS		Services
Solution	Proprietary SaaS Semantix's proprietary data platform software	Non-Proprietary SaaS Resale of licenses from third-party data platform software providers	AI & Data Analytics Services Technical and advisory services, including consulting, cloud monitoring, data integration, data engineering, and training related to SDP
Pricing	Pricing by platform users, storage size, data source, data flow and data refresh time (processing, e.g. processing data on D-1 or every 15 seconds). We do not charge for consumer users like our competitors do, we only charge for platform developer users	Pricing by nodes/servers (when the customer contracts "on premises") and by credits when it comes to cloud	Pricing according to the size of the project and calculate the number of hours, therefore, we charge per "hour-based"
Revenue recognition	Over time in monthly basis according to the contract period (e.i 2 years contract will have 24 overtime revenues recognitions)	Yearly upfront recognition, upon the receipt of the invoice from the supplier, and subject to annual price adjustments	Over time and based on the hours of services provided and employee's respective rate per hour
Typical contract term	2 yrs	3 yrs	1 yr

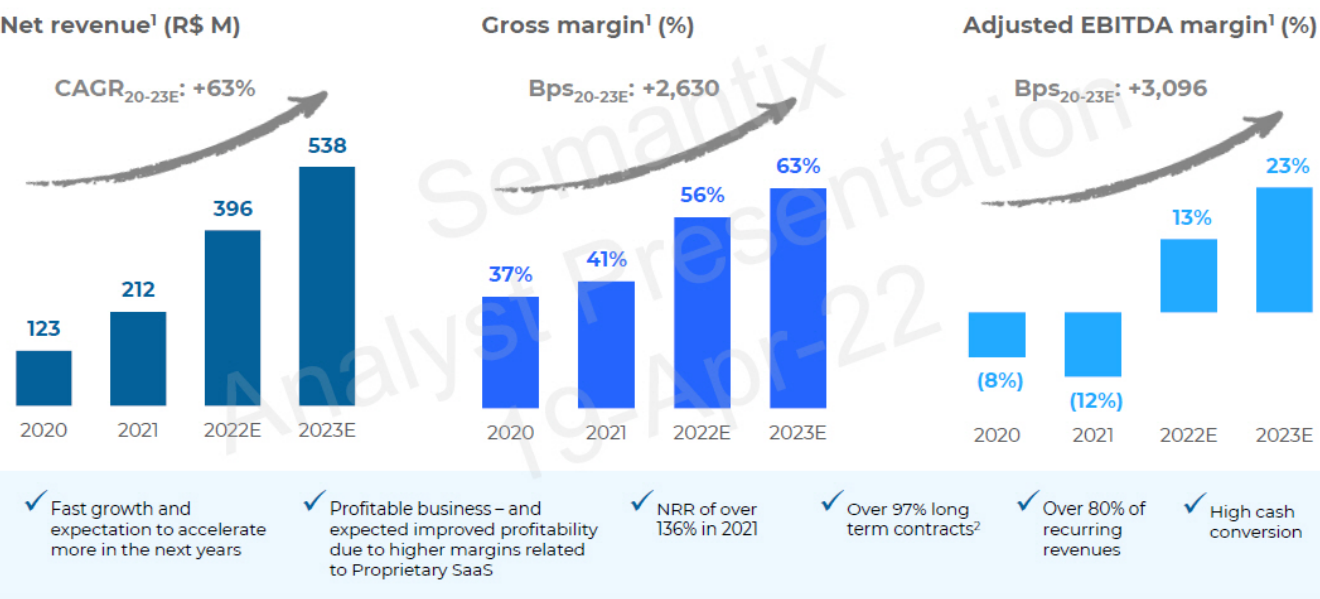
Clear shift to Proprietary SaaS

SaaS net revenue breakdown¹ (%)

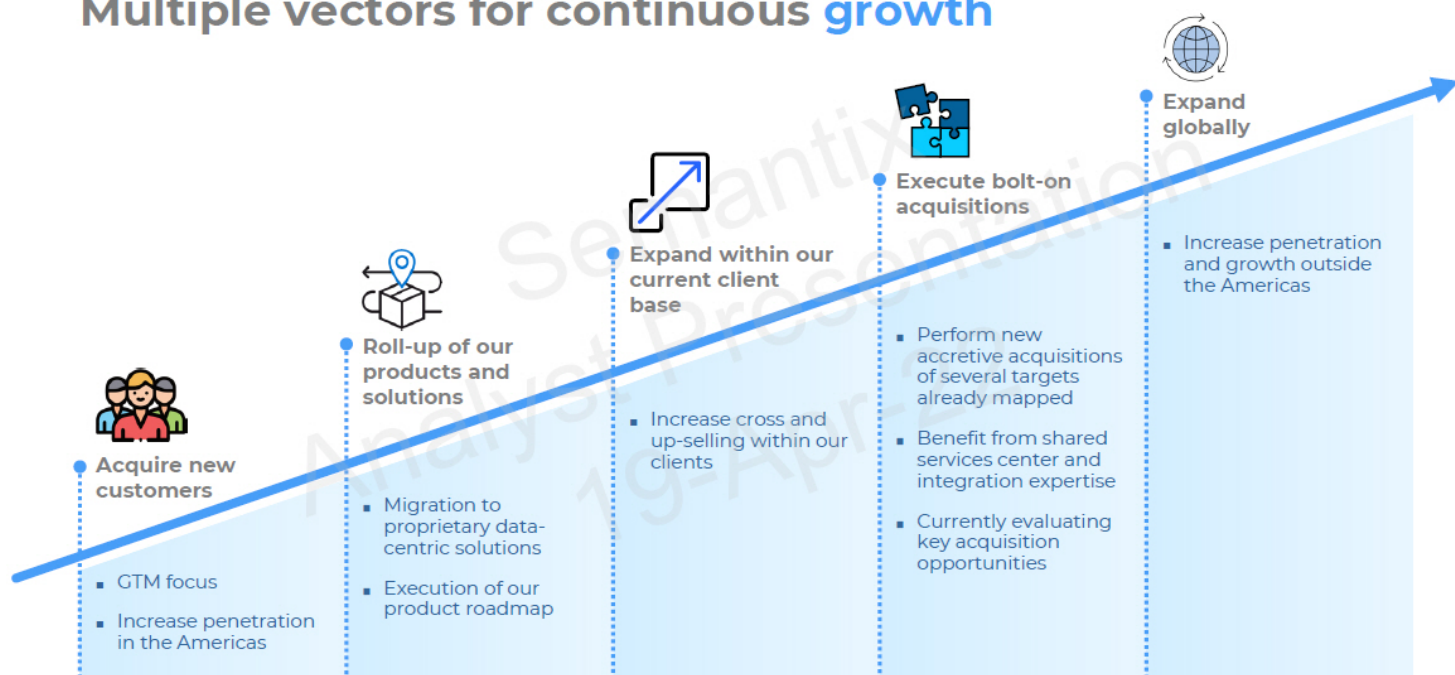


Note: (1) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results.

High-growth profile with improving profitability



Multiple vectors for continuous growth




Our successful strategy to deploy capital

M&A


Strategic fit with current product portfolio to maximize cross and up-sell in all verticals

Talented team with proprietary intellectual property

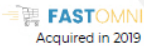
Track-record



Acquired in 2020



Acquired in 2020



Acquired in 2019

R&D

Hiring of developers to enhance Semantix's current products and develop new features for customers

Other²

Category	Percentage
M&A	35%
International expansion	10%
Go-To-Market Investment	15%
R&D	20%
Other ²	20%

\$117 M^{1,2}

Considers non-redemption commitments and committed PIPE only


International expansion

Long-term recurring revenues contracts in regions with strong growth prospects


Technology partner supporting pipeline of initial contracts

Our footprint:


16.4% of revenue ^{22E} from clients outside Brazil



Since 2020



Since 2018



Since 2017

Pursuing further US presence

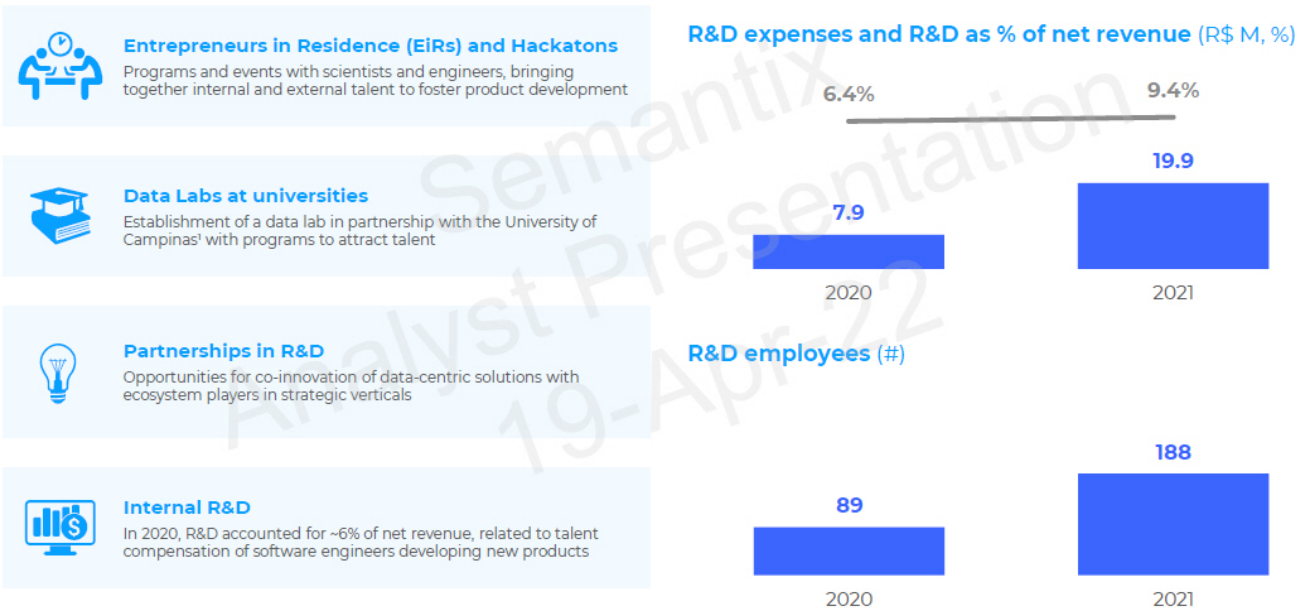
- Huge and mature market for SaaS platforms
- Global reach of product portfolio with 24/7 support in English
- Cost-effective operations

Go-To-Market Investment

Notes: (1) PIPE committed + Non-redemption commitments as of Mar-21, (2) Includes transaction closing costs.

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Well-structured R&D team





Semantix's top management team



+21


Leonardo Santos
Founder and CEO





+21


Adriano Alcalde
CFO





+20

André Frederico
General Manager LatAm





+21

Marcela Bretas
CSO





+10


Enio Moraes
CISO





+21


Sílvia Mota
Senior Director





+40

Luciano Dolenc
International Business Development





+8

Mathias Santos
CHRO





+14

Juliana Scarpellini
Legal and Compliance





+22

Marisa Travaglin
Marketing Director



558

Semânticos⁽²⁾

238

Developers⁽²⁾

23

SOP holders⁽²⁾

Notes (1) Refers to Semantix's employees. (2) As of December 31, 2021.

35

Human capital at the core of what we do

Training highlights (2021)



Building a delightful work environment

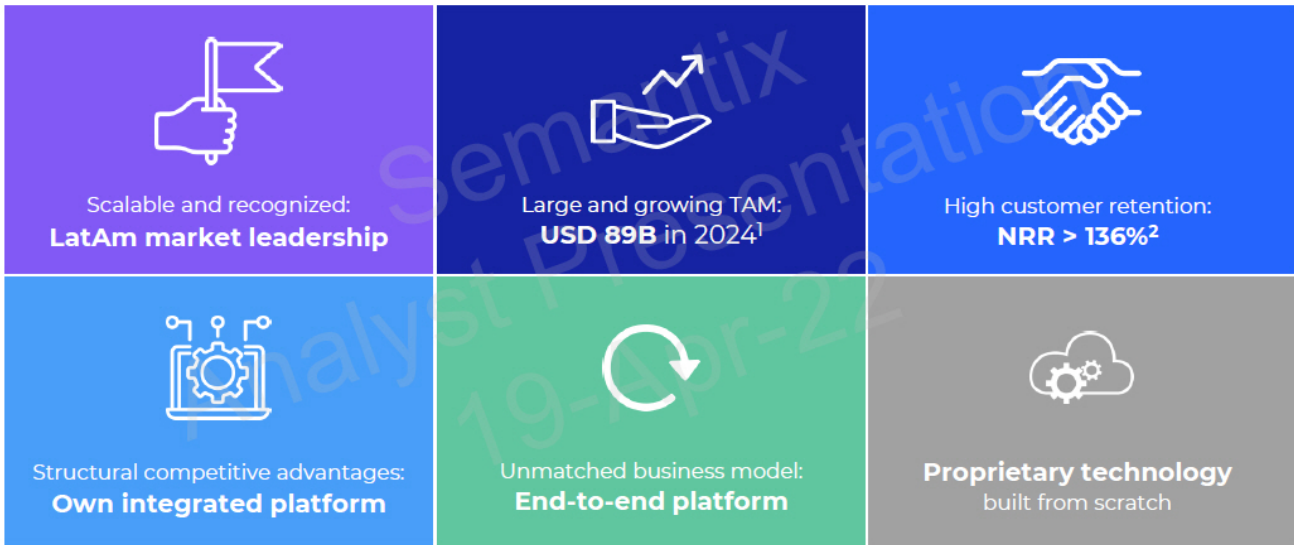


Note: (I) Scale ranging from -100 to 100. Values greater than 0 are considered good levels, values greater than 20 are considered outstanding levels.

Semantix's board of directors



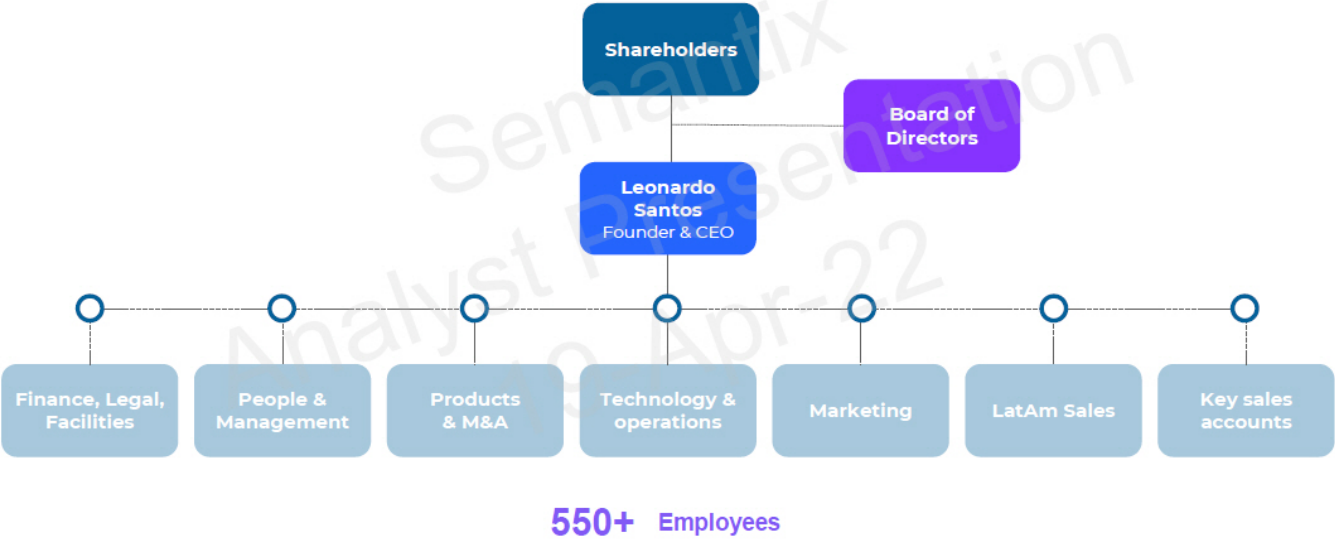
Building a data leader: a truly end-to-end SaaS provider



Source: [1] IDC (in terms of estimated potential revenue pool in 2024), Statista (in terms of estimated potential revenue pool in 2023, projected to 2024 using 2017-2023E CAGR).
Note: [2] Calculated as revenue in Dec-21 of clients that were in the base in Dec-20 divided by the revenue with those clients in Dec-20.

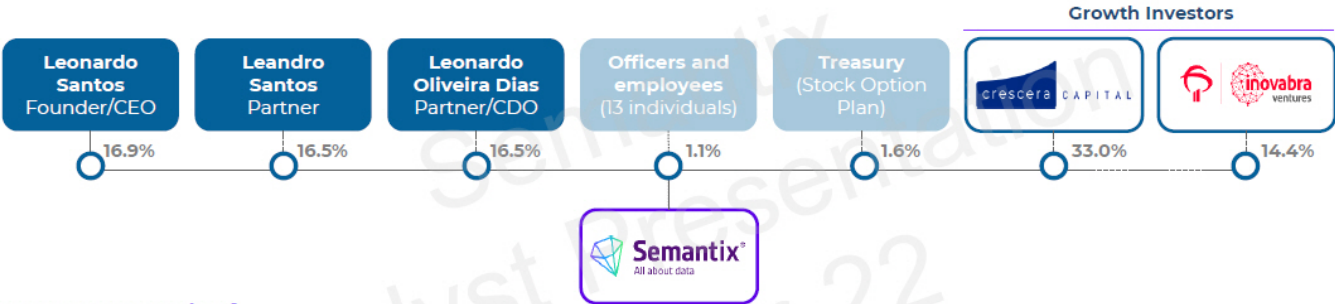
Appendix

Current organizational structure



Shareholders' structure

Pre-transaction



Post De-SPACing¹



Note: (1) Assumes no redemptions and full PIPE of \$94M. Minimum cash condition of \$85M.

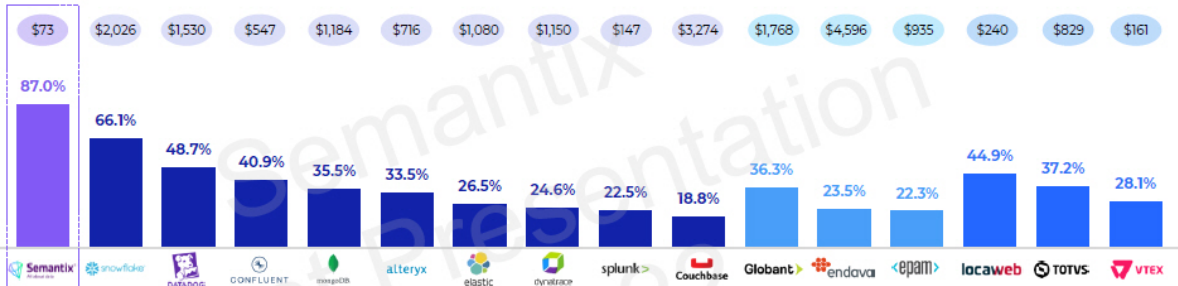
Semantix shows strong growth in revenue and gross profit

Semantix's revenue growth is in line with Analytics and Next Gen Services companies

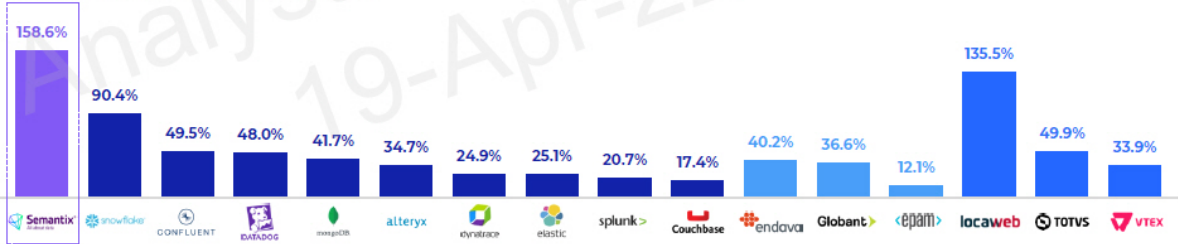
Semantix has an outstanding track record in growing its gross profit above its peers in Analytics and Next Gen Services companies

- Semantix
- Analytics
- Next Gen Services
- Brazil Software

Revenue growth 2021A-2022E (%), 2022E revenue (US\$ mm)¹

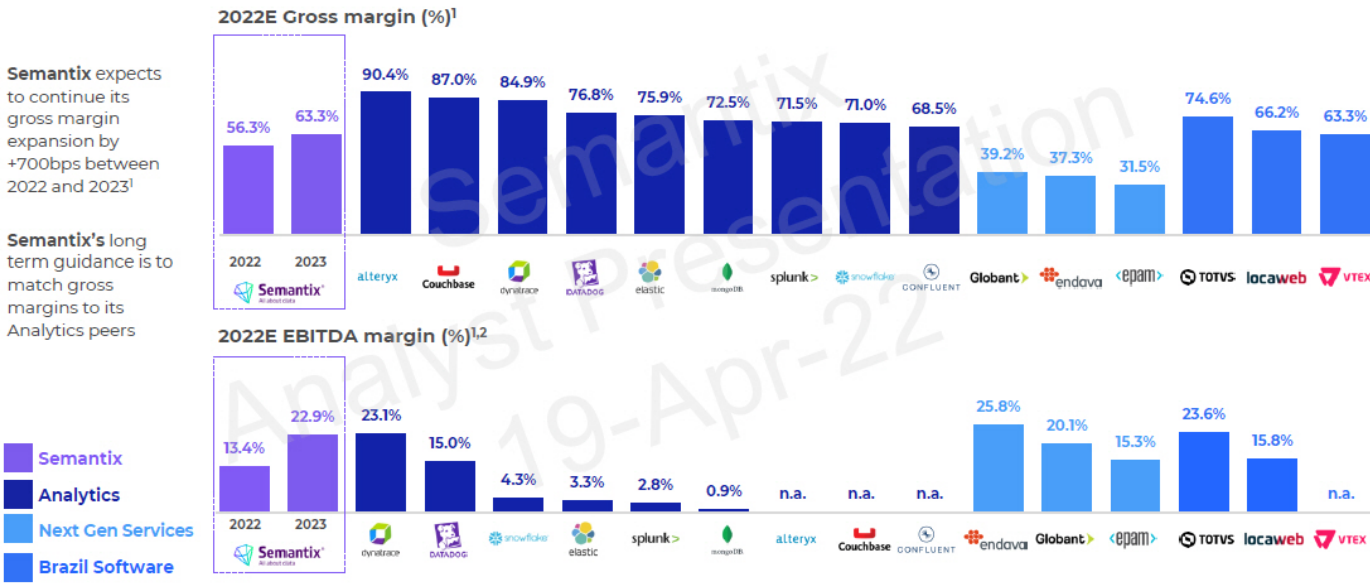


Gross profit growth 2021A-2022E (%)¹



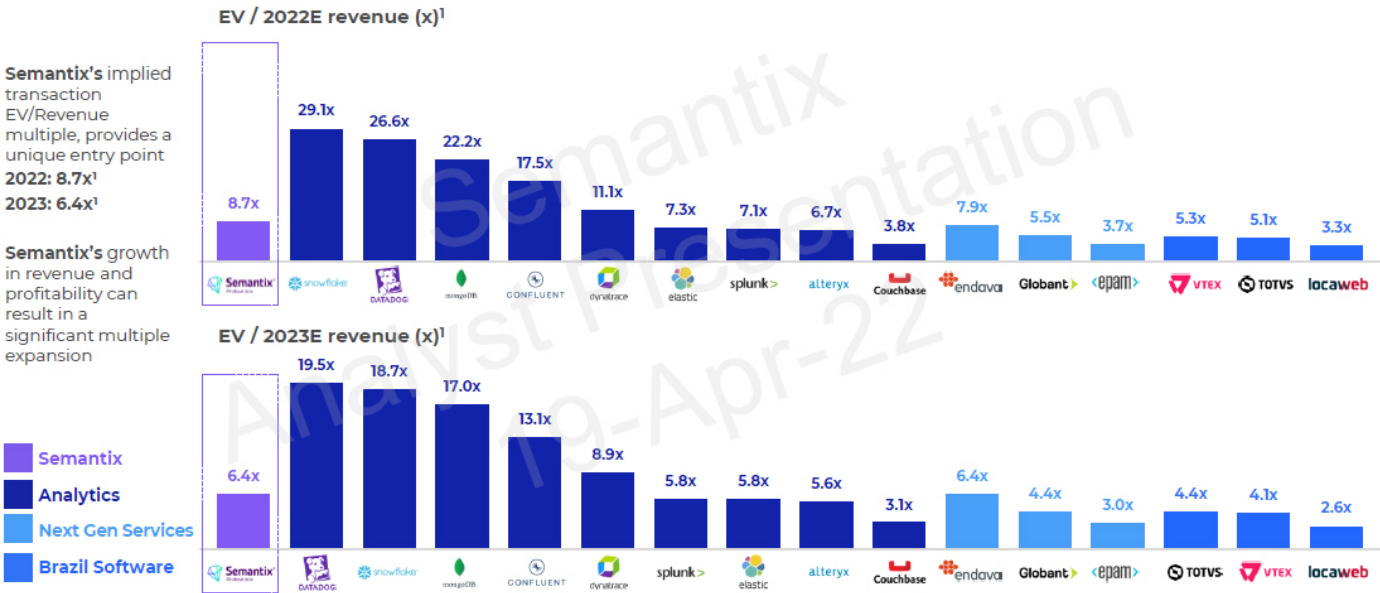
Source: Historical and projected financial information of comparable companies identified by management of Semantix sourced by FactSet, as of April 10, 2022.
 Notes: (1) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results.

Gross margin & EBITDA margin



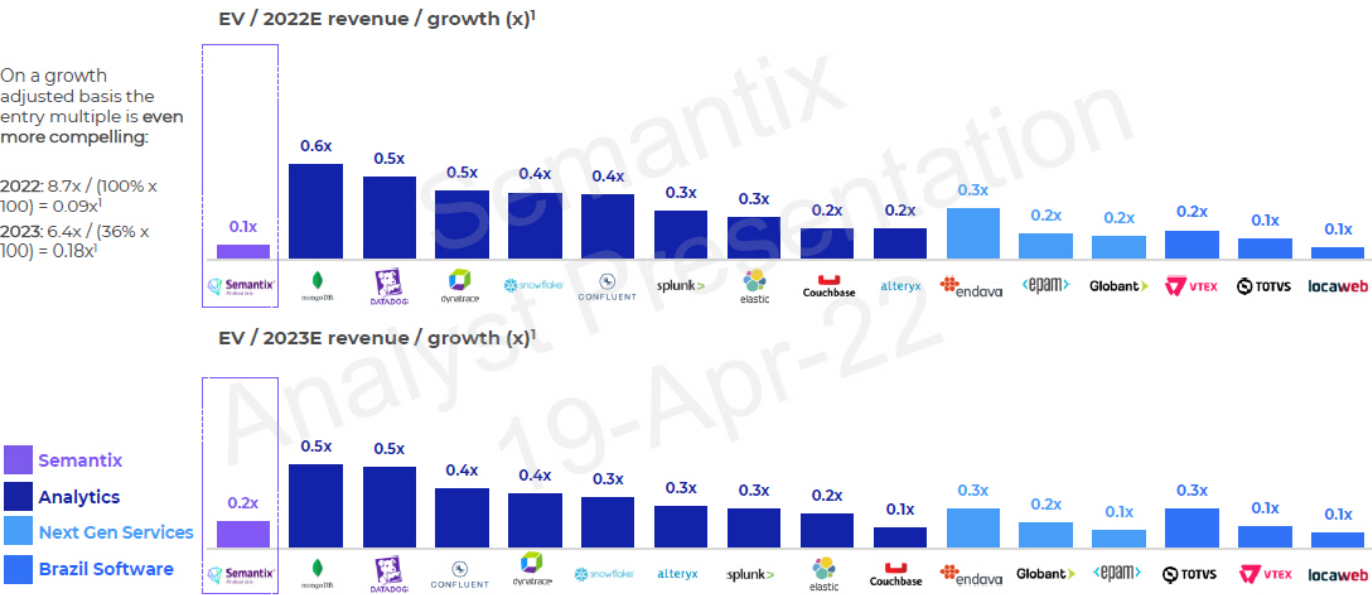
Source: Historical and projected financial information of comparable companies identified by management of Semantix sourced by FactSet, as of April 10, 2022.
Notes: (1) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results. (2) Please refer to "Use of Non-IFRS Financial Measures and Industry Metrics" in the slide titled "Disclaimer" for important information you should consider regarding these performance metrics.

Attractive entry multiples



Source: Historical and projected financial information of comparable companies identified by management of Semantix sourced by FactSet, as of April 10, 2022.
Notes: (1) Please refer to "Cautionary Note Regarding Forward-Looking Statements and Forward-Looking Information" in the slide titled "Disclaimer" for important information you should consider regarding these estimated financial results.

Attractive entry multiples (cont'd)



Source: Historical and projected financial information of comparable companies identified by management of Semantix sourced by FactSet, as of April 10, 2022.
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