



**Semantix**<sup>®</sup>  
All about data

S E M A N T I X

# 1Q'23

## Company Presentation

March 2023

W E A R E A L L A B O U T D A T A

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**Forward-Looking Statements:** This presentation contains forward-looking statements and forward-looking information within the meaning of applicable United States securities legislation that involve substantial risks and uncertainties (collectively herein referred to as “forward-looking statements”). All statements other than statements of historical facts contained in this presentation, including statements regarding our future financial position, results of operations, business strategy and plans and objectives of management for future operations, are forward-looking statements. For example, forward-looking statements include, without limitation, statements concerning the following : the growth of Semantix’s business and its ability to realize expected results, including with respect to its net revenue, gross profit, gross margin, EBITDA, EBITDA margin, adjusted EBITDA and adjusted EBITDA margin; the viability of its growth strategy, including with respect to its ability to grow market share in Brazil and internationally, particularly through the expansion of its proprietary SaaS data solutions, grow revenue from existing customers, and consummate and achieve expected benefits through acquisitions; opportunities, trends and developments in the data industry, including with respect to future financial performance in the industry; the size of Semantix’s total addressable market; macroeconomic and geopolitical factors, including the outcome and consequences of the 2022 presidential elections in Brazil. In some cases, you can identify forward looking statements by terminology such as “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “should,” “would,” “could,” “plan,” “project,” “forecast,” “predict,” “potential,” “seem,” “seek,” “future,” “outlook,” “target,” “trend” or other similar expressions (or the negative versions of such words or expressions).

Such forward-looking statements are based on the current expectations of our management and are inherently subject to uncertainties and changes in circumstance and their potential effects and speak only as of the date of such statement. There can be no assurance that future developments will be those that have been anticipated. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements and could adversely affect the outcome and financial effects of the plans and events described herein. In addition, even if the outcome and financial effects of the plans and events described herein are consistent with the forward-looking statements contained in this presentation, those results or developments may not be indicative of results or developments in subsequent periods. Although Semantix has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors and risks that cause actions, events or results not to be as anticipated, estimated or intended. Forward-looking information contained in this presentation are based on current estimates, assumptions, expectations and projections, including with respect to the management’s expectations regarding Semantix’s growth based on historical financial results and anticipated commercial developments, the anticipated success of current strategies for market penetration in Brazil and globally in light of competition from existing market participants and the emergence of competitors in the future, management’s expectations with respect to the development of technology and other proprietary intellectual property by Semantix based on existing technological realities and strategies with respect to intellectual property development, management’s expectations regarding the likelihood Semantix will be able to enter into commercial arrangements with relevant third-parties and customers, Semantix’s ability to maintain adequate margins based on financial metrics available to management, the ability of Semantix to finance its ongoing capital needs, the continued involvement of Semantix’s management in Semantix’s operations and the ability of Semantix to attract and retain talent in the future, which are based on the information available as of the date of this presentation, and, while considered reasonable by Semantix, are inherently uncertain. Historical statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. In this regard, certain financial information contained herein has been extracted from, or based upon, information available in the public domain and/or provided by Semantix. In particular, historical results should not be taken as a representation that such trends will be replicated in the future. No statement in this document is intended to be nor may be construed as a profit forecast.

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**Non-IFRS Financial Measures:** This presentation includes certain non-IFRS financial measures (including on a forward-looking basis) and industry metrics such as EBITDA, EBITDA margin, Adjusted EBITDA, Adjusted EBITDA margin, and annual recurring revenue. These measures are an addition, and not a substitute for or superior to, measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to net income, operating income or any other performance measures derived in accordance with IFRS. Semantix believes that these measures (including on a forward-looking basis) provide useful supplemental information to investors about Semantix, particularly as they exclude the impacts of certain events that we believe are isolated in nature incurred as part of our recent expansion and, therefore, not reflective of our underlying results. Semantix’s management does not consider these non-IFRS measures in isolation or as an alternative to financial measures determined in accordance with IFRS. Semantix’s management uses forward-looking non-IFRS measures to evaluate Semantix’s projected financials and operating performance. However, there are a number of limitations related to the use of these measures, including that they exclude significant expenses that are required by IFRS to be recorded in Semantix’s financial statements, including certain research expenses, provisions, expenses related to our stock option plans and other expenses related to our expansion, including our recently-completed business combination and other acquisitions . In addition, other companies may calculate non-IFRS measures or industry metrics differently or may use other measures to calculate their financial performance, and therefore, Semantix’s non-IFRS measures and industry metrics may not be directly comparable to similarly titled measures of other companies. Additionally, to the extent that forward-looking non-IFRS financial measures are provided, they are presented on a non-IFRS basis without reconciliations of such forward-looking non-IFRS measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations.

## **Other Business Metrics:**

Proprietary SaaS and Resale of Third-party Software: Proprietary SaaS consists of Semantix’s data platform software, while Resale of third-party Software consists of the resale of licenses from third-party data platform software providers.

Customers with Trailing 12-Month Revenue Greater than US\$1 Million: Large customer relationships lead to scale and operating leverage in our business model. Compared with smaller customers, large customers present a greater opportunity for us to sell additional capacity because they have larger budgets, and a wider range of potential use cases. As a measure of our ability to scale with our customers and attract large enterprises, we count the number of customers that contributed more than US\$1 million in revenues in the trailing 12 months, considering the Brazilian real to US Dollar exchange rate as of June 30, 2022. Our customer count is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity.

Proprietary SaaS ARR: This metric is intended to measure the value of the contracted recurring revenue components of our proprietary SaaS term subscriptions normalized to a one-year period. We measure Proprietary SaaS ARR as the total gross revenue we expect to receive from our proprietary SaaS customers over the following 12 months based on contractual commitments, assuming no increases or reductions in their subscriptions or usage.

# The management team



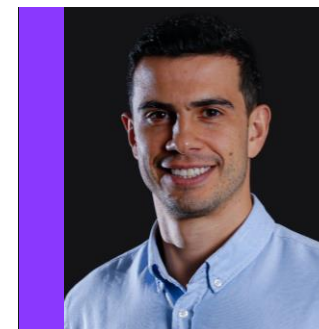
**Leonardo Santos**

Founder and CEO



**Adriano Alcalde**

CFO



**Mathias Santos**

CHRO



**José Pizani**

Products Vice President



**Fabio Marcolino**

Technology Vice President



**Maurice Mello**

Sales & Marketing Vice President



**Enio Moraes**

CIO



**Bruno Bonfanti**

Channel and Ecosystem Director



**Augusto Vilela**

Head of IR and M&A







# 2023

M&A track-record



# 2021

Accelerated growth of proprietary SaaS products



Launch of **SDP 2.0** and **integration with Alpha**



Merger Agreement with **Alpha**

1<sup>st</sup> step to **global expansion**

Business combination with **Alpha completed**



**Nasdaq** listed

**+680** Semânticos<sup>2,3</sup>

**+230** Developers<sup>3,4</sup>



# 2022

# 2020



# 2019

2<sup>nd</sup> investor:



Company **consolidation**

# 2015

Start of **SDP<sup>1</sup>** development

# 2017

1<sup>st</sup> investor:



**SDP 1.0** launch

# 2010

Foundation of **Semantix**

# 13

**years** executing disruptive initiatives



# Q1'2023 performance snapshot

## Gross Profit growth in Q1'23 yoy



## Gross margin growth in Q1'23 yoy



## Proprietary SaaS revenue growth in Q1'23 yoy



## Revenue growth in Q4'22



**17** Customers  
contributing  
more than  
US\$ 1 million  
in LTM revenue



**+300**  
Customers  
as of Mar/22

**3** M&As completed  
since Nasdaq listing



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. These estimated financial results supersede and supplement any prior estimated financial results with respect to Semantix disclosed in any oral or written communication. (2) Please refer to "Use of Non-IFRS Financial Measures and Other Business Metrics" in the slide titled "Disclaimer" for important information you should consider regarding these performance metrics.

FRictionless

# DATA JOURNEY



**Semantix®**  
All about data



## Simple & Agile

Intuitive, extensible via APIs,  
Plug-and-play algorithms,  
multi-cloud



## Cost efficient

Reduced infrastructure  
management costs



## Enterprise Ready

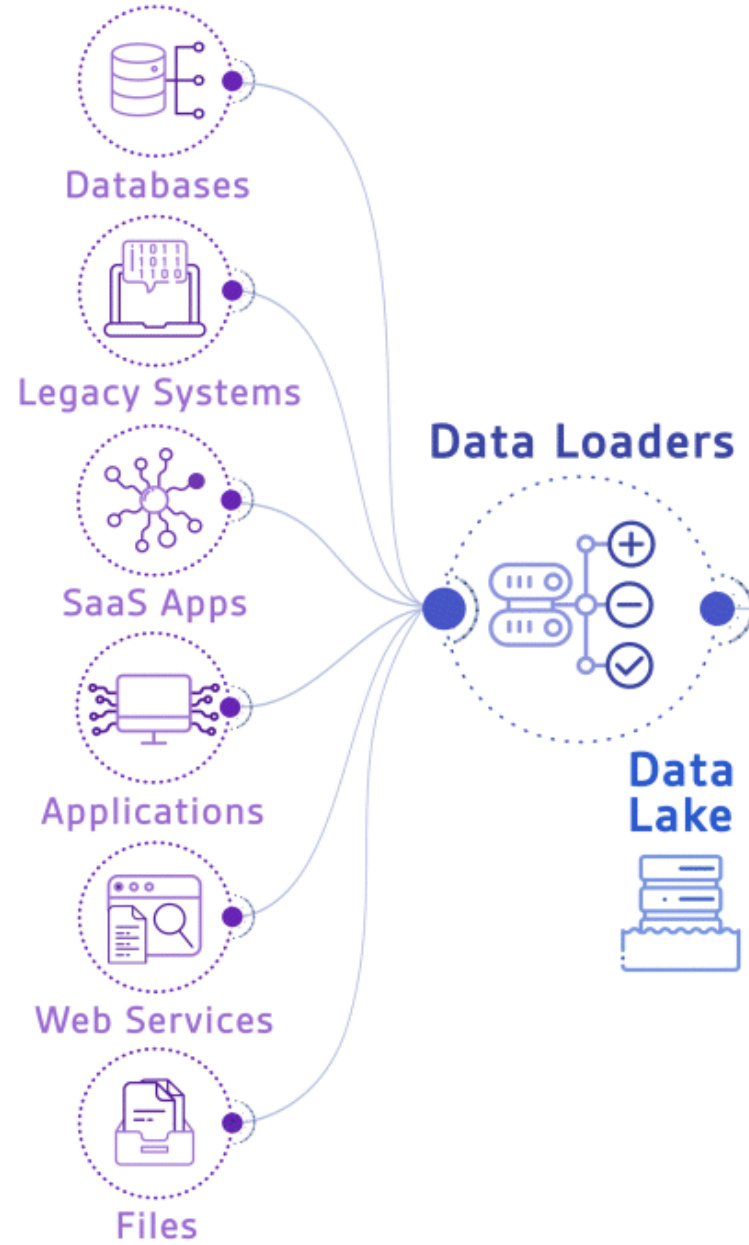
Stack agnostic, Data  
Governance, Scalable,  
Premium Support



## All-in-one

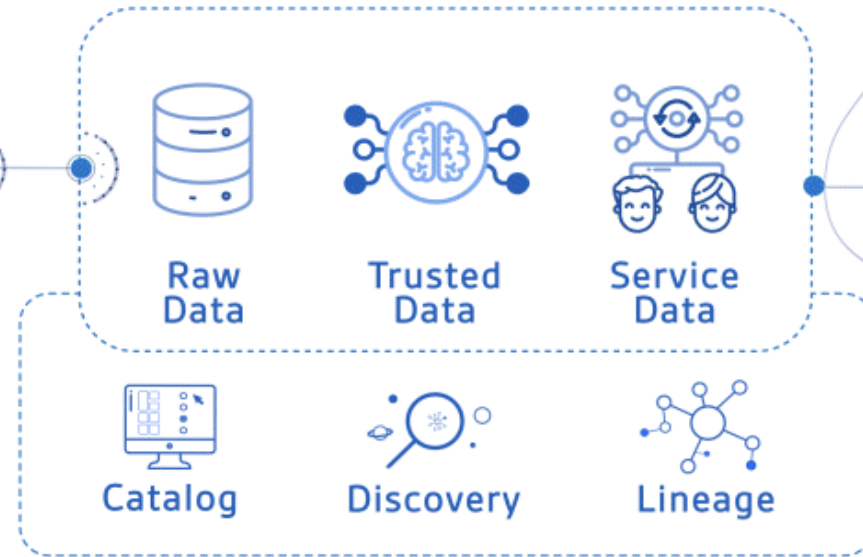
Infrastructure automation, data  
integration, engineering, Data Viz,  
AI Lifecycle

## Datasources



## Data Loaders

## Data Lake



## Data Sharing



## Data Visualization



## M.L Development



## Add-ons



Insights  
Stores



A.I.Store

# Product Roadmap Execution



- **Semantix IPO**
- **Semantix AI Marketplace**
- **Analytics Chat**
- **Data Catalog Governance** new feature
- **Real time** and streaming capabilities

- **Redesign** of SDP platform
- Several **ready-to-use algorithms**
- **Python** programming
- New types of **data source connectors**

- **Semantix Data Marketplace**
- **Semantix Generative AI**
- **17 new features** added to SDP's integration module

- **Customer Advisory Board**
- **SDP Genius**
- **SDP Financial**
- **Quantum Computing**



And much more to come 🕶️

2Q'22

3Q'22


4Q'22

1Q'23



# Data marketplace

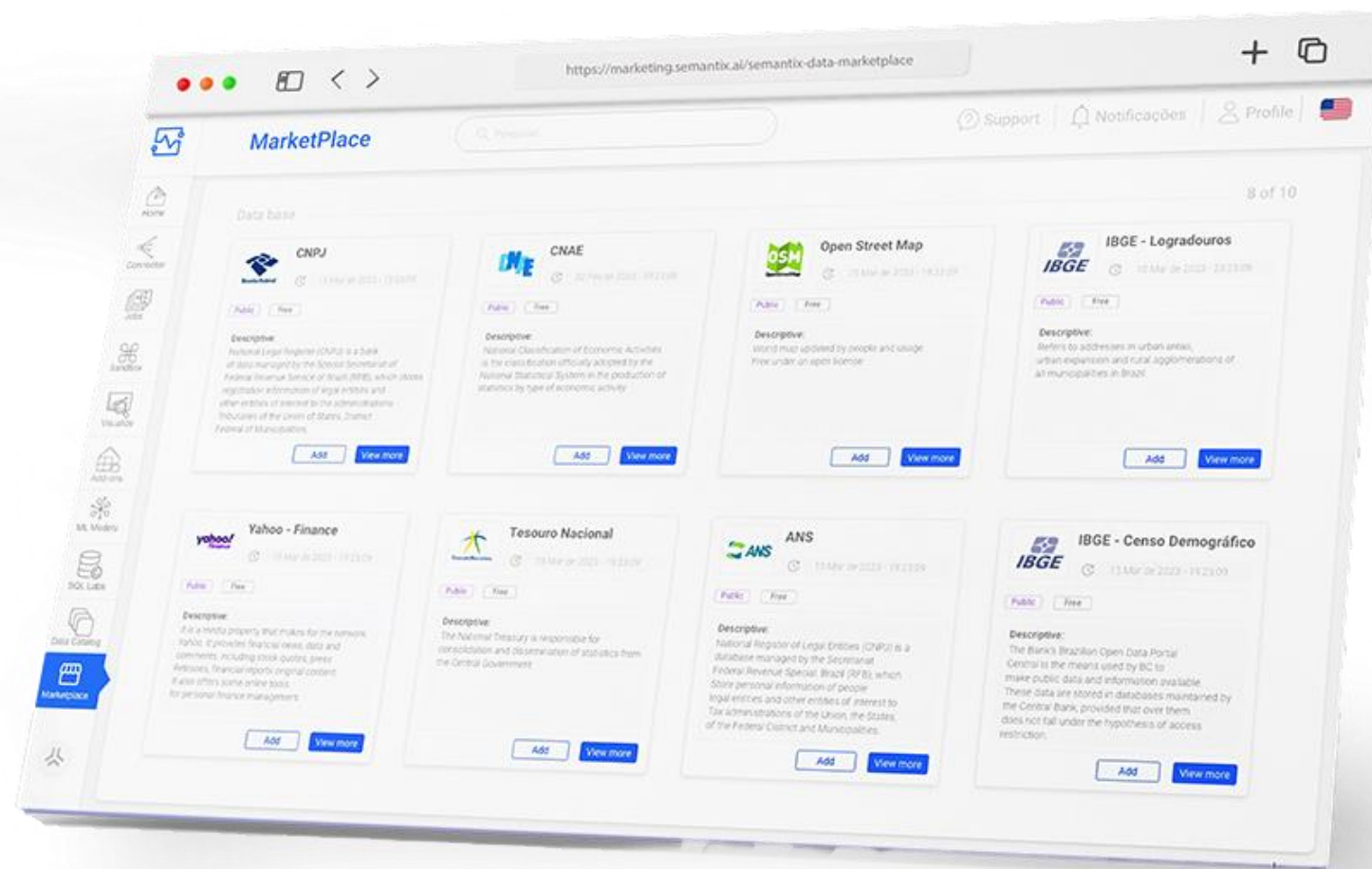
 Vast array of curated third-party data

 Data monetization

 Data-sets enrichments

 Powerful AI algorithms

 5.7BN TAM<sup>1</sup> in 2030



# Generative AI



Multi-generative AI



No code model deployment



Managed fine-tuning jobs



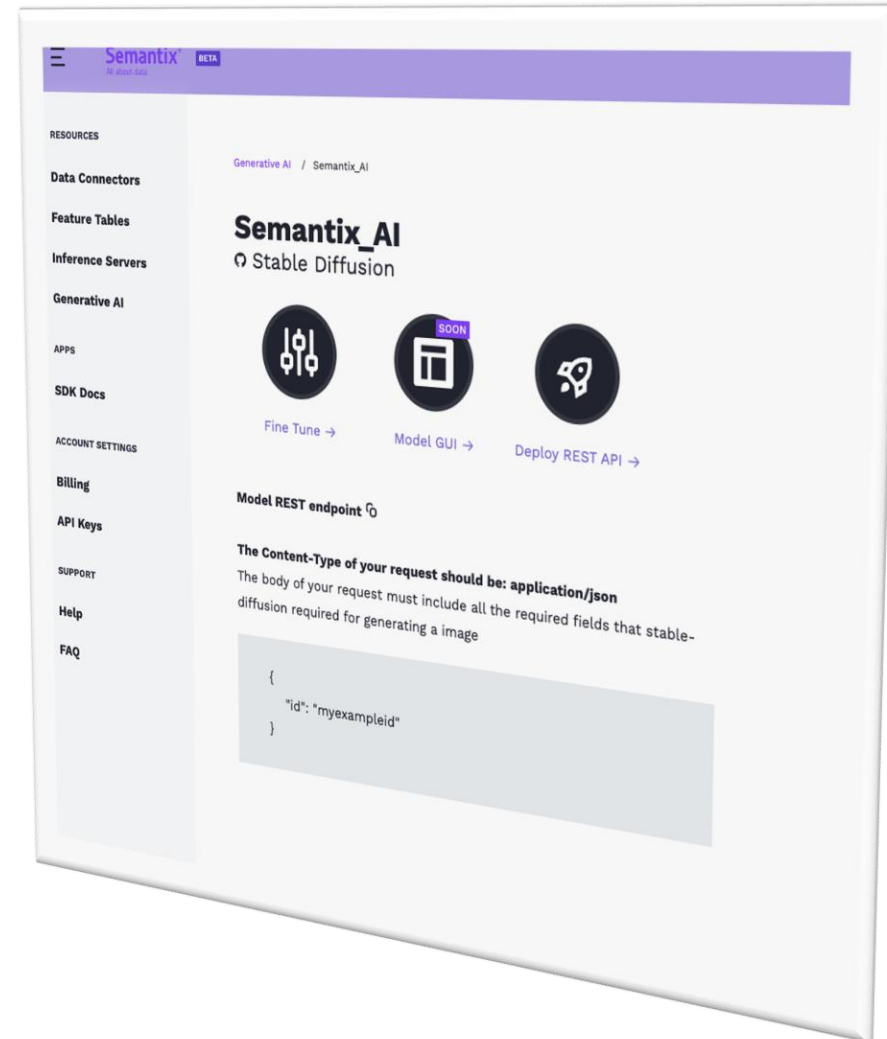
Serverless access to GPUs



Security



Open Sources



# Our go-to-market strategy

*Trusted advisor for the data journey of our customers and partners*

## Client Centric

**Retail**



**Health**



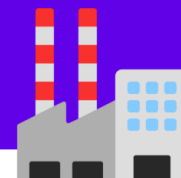
**Financial  
Services**



**Media &  
Telecom**



**Multi  
sector**



**Ecosystem**

**70+  
Partners**  
in Semantix  
Partner  
Community

# Some use cases



## Gas station chain

Personalized product built for data ingestion, processing and analytics in near real time.

**180%** **12 million**

response time reduction  
in soil analysis

of economy in the  
first year



## Big automobile industry

AI to monitor production disruption and identify the problem source.

**91%** **25%** **6%**

precision score

reduction in  
warranty claims

productivity gain  
in the short term



## Big bank: Complexity and economy

AI to support payments and anti-fraud and to enhance credit risk management

**5** unique B2C  
financial  
services

**6** fully  
customized  
machine  
learning and  
AI projects

**+300k**  
contracted hours of  
professional services



## Command center for hospital network

Personalized product to deliver predictive data sets based on AI health.

**30%** **+250**

increase in customer  
conversion rate

data pipelines with insights  
for decision making

Check these and  
many more on  
[semantix.ai](https://semantix.ai)



# Where is Semantix?

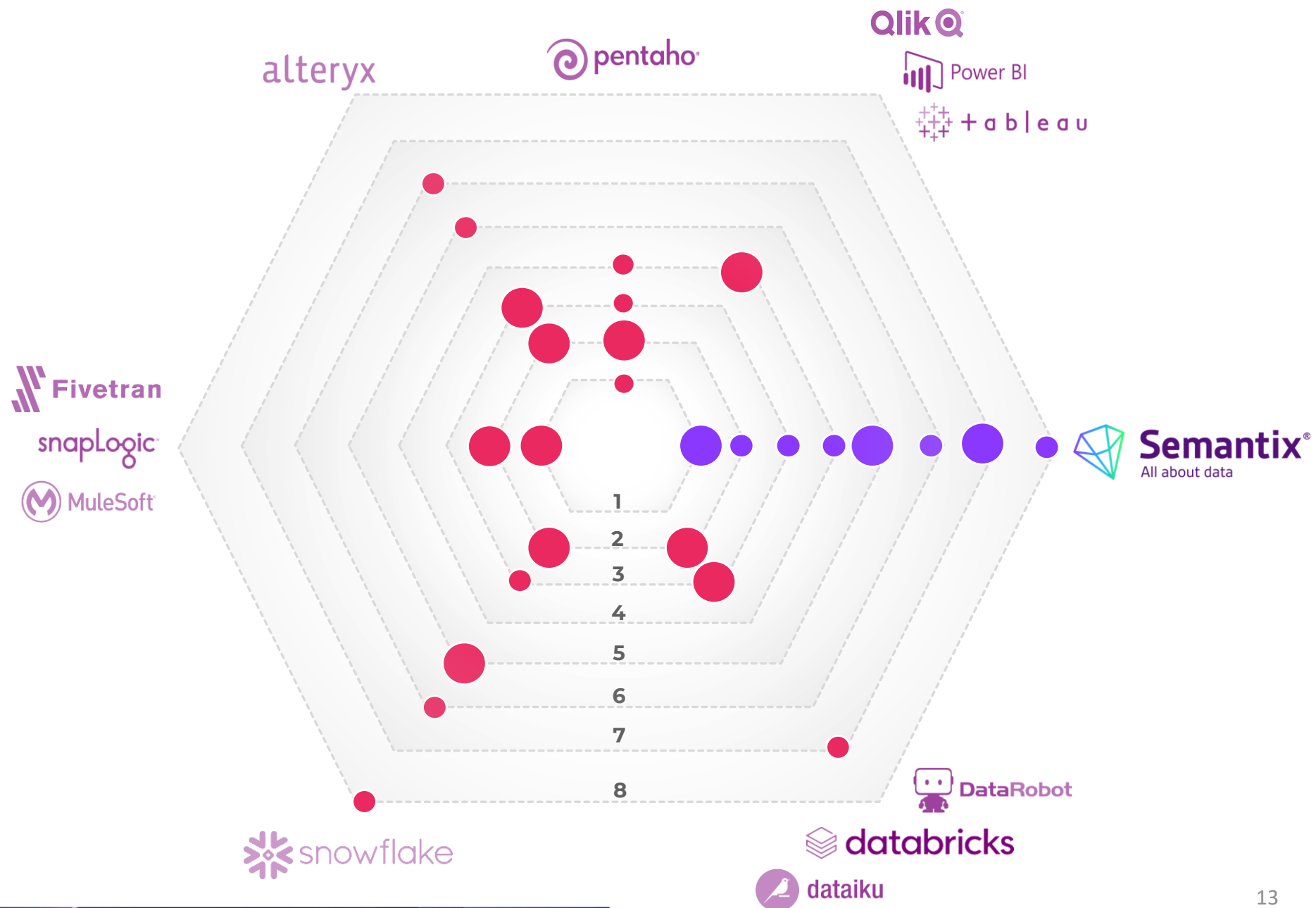
Our competitors do not cover the entire data journey, but focus on a few steps

## Steps of the Data Journey

1. Data Integration
2. Data Engineering
3. AI Life Cycle
4. Visualization
5. Sharing and Monetization
6. *Vertical Building Blocks*
7. *Multi Generative AI*
8. *Data Marketplace*

## Maturity Level of Solutions

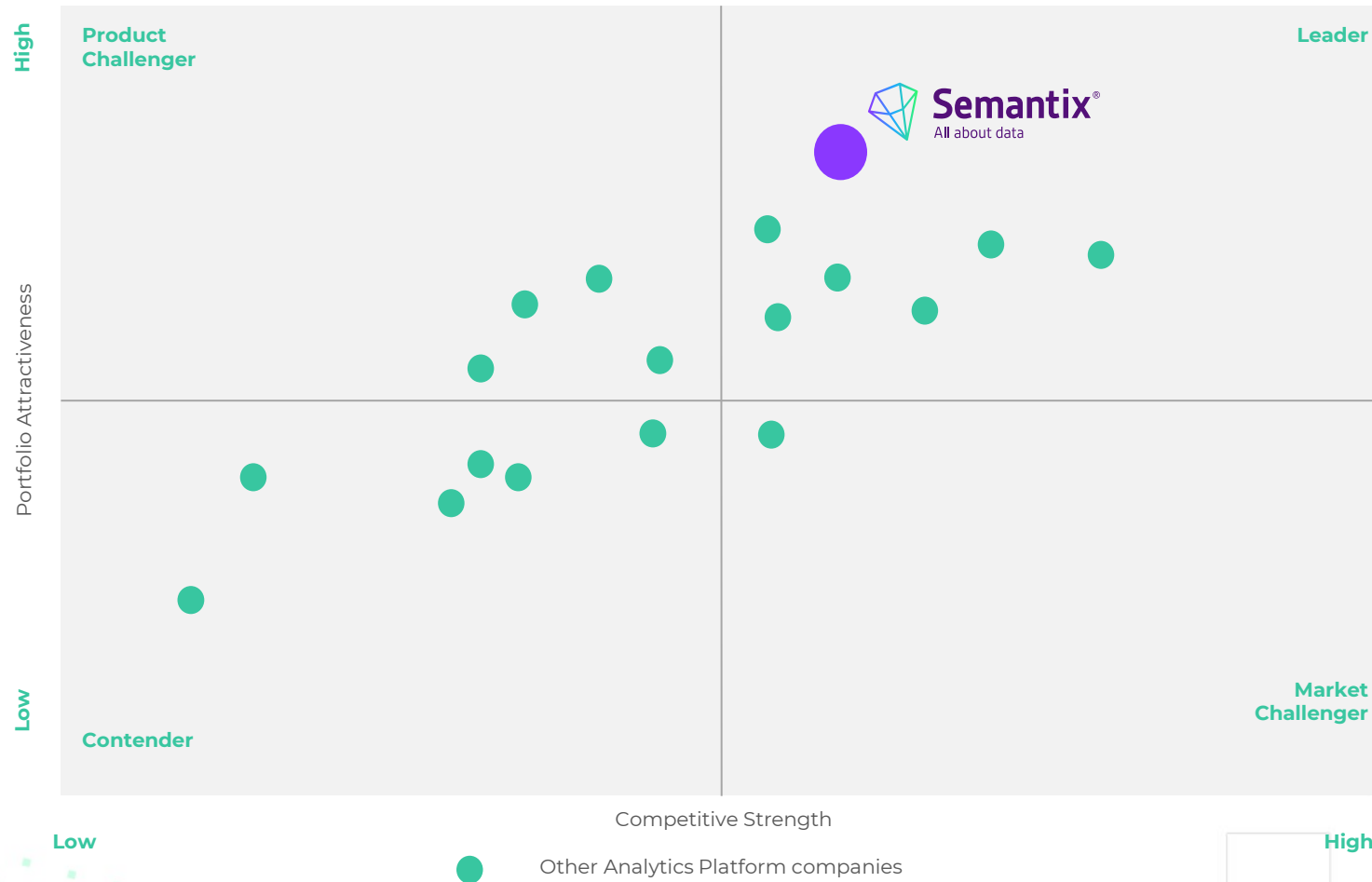
 > Mature       < Mature





# 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



**TOP10**

Best in class startups in the AI sector

Source: ISG Research 2021 (available on <https://www.semantix.com.br/wp-content/uploads/2021/12/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.

# The large and growing opportunity ahead of us

Estimated global TAM  
in 2024<sup>1</sup>

Transactional  
databases

**\$48 B**

Data  
integration

**\$8 B**

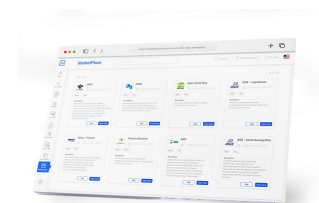
**\$89 B**

Analytical  
data stores

**\$33 B**



LatAm TAM  
in 2024<sup>1</sup>  
**\$10B**



**Data Marketplace<sup>2</sup>**

**5.7bn**

As of 2030<sup>2</sup>



**Healthcare Analytics<sup>2</sup>**

**167bn**

As of 2030<sup>2</sup>



**Generative AI<sup>3</sup>**

**150bn**

**9.5%** (2017-2023E CAGR)

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) According to market research produced by Grand View Research. (3) According to Goldman Sachs.

# Key pillars to our equity story

**1** Pure data digital transformation provider across the client lifecycle

**2** \$89B+ estimated global data total addressable market in 2024 with a long runway for high growth<sup>1</sup>

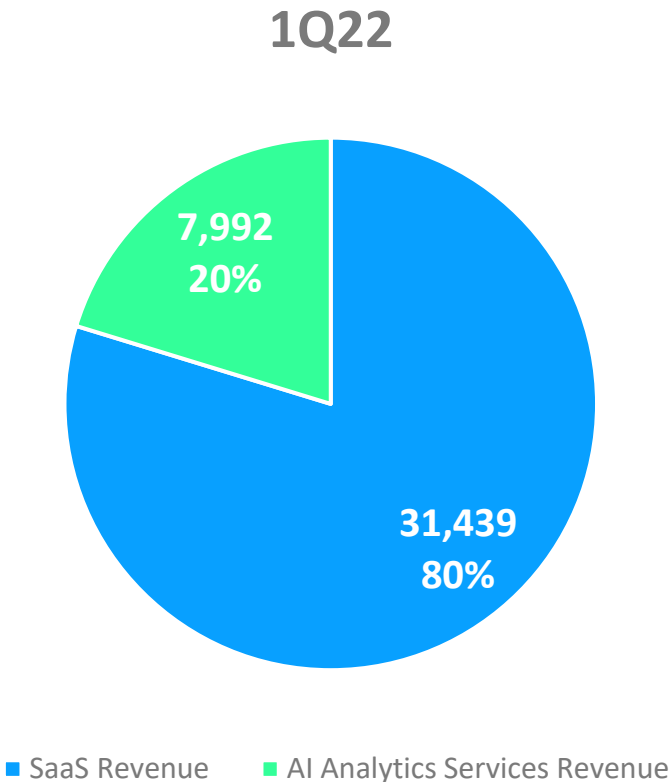
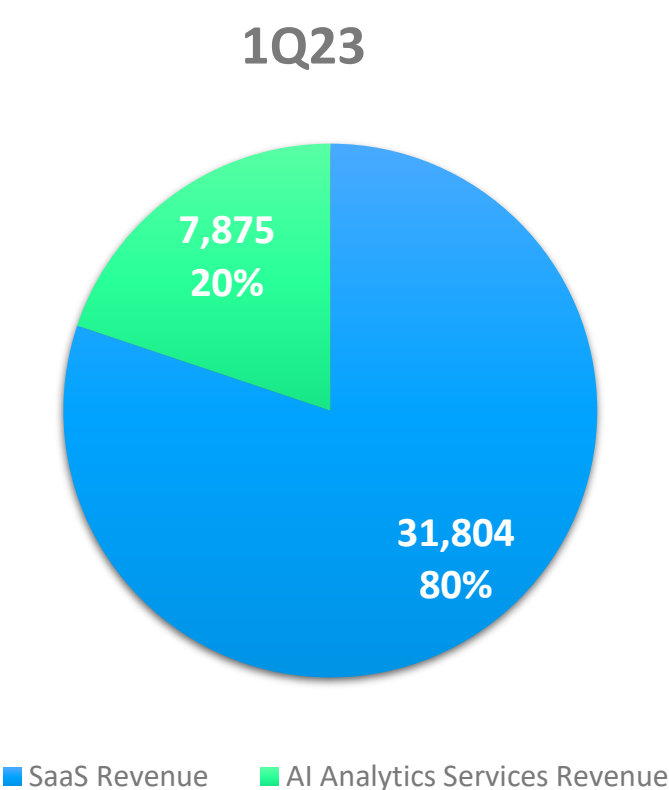
**3** Proven and profitable business model

**4** Significant organic and inorganic growth opportunities

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

# Powerful set of solutions shifting to Proprietary SaaS

1Q23 revenue  
(in R\$ thousands)



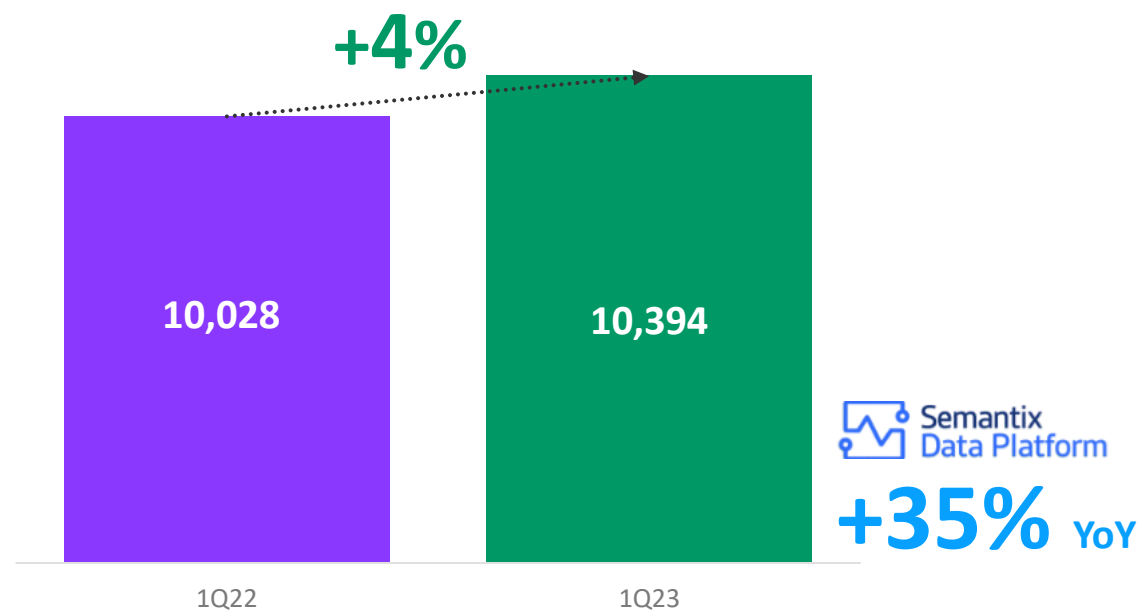
Building data-driven solutions and placing clients one step ahead with frontier technology

Note: (1) Consists of revenues from Proprietary Software as a Service (SaaS) and resale of Third-party Software

# Powerful set of solutions shifting to Proprietary SaaS

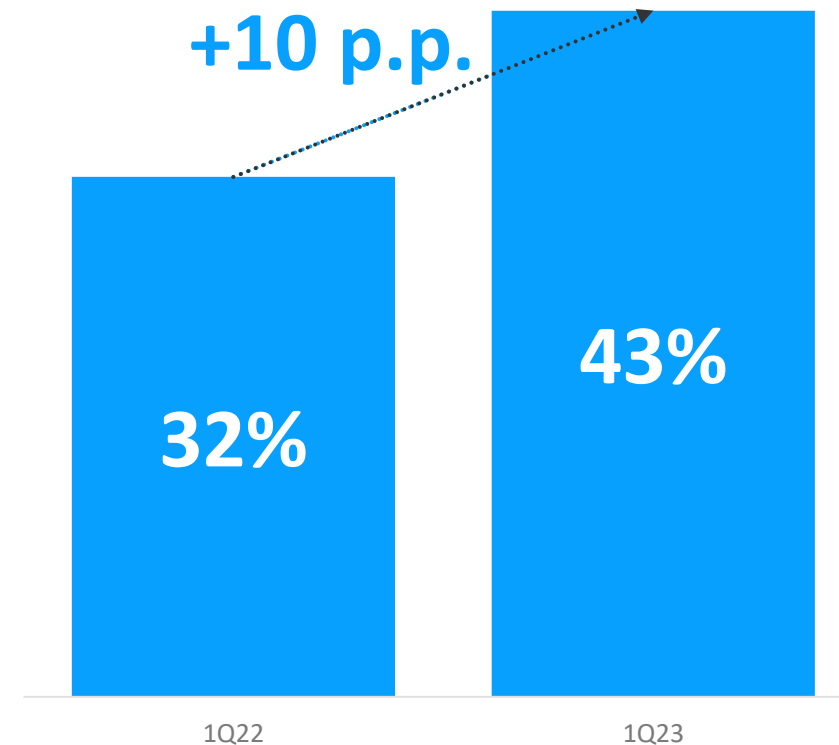
(in R\$ thousands)

## Proprietary SaaS Revenue



## Gross Margin

+10 p.p.



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

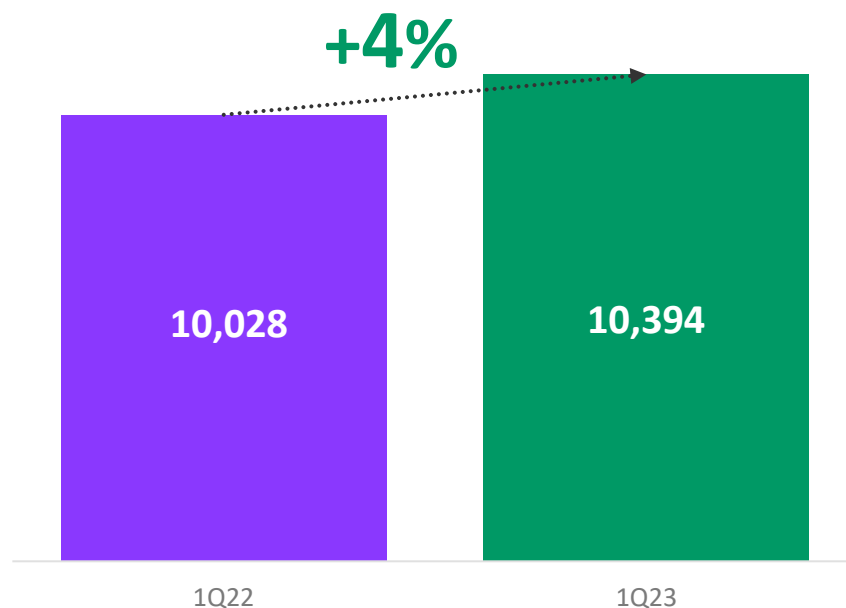

Note: (1) Consists of revenues from Proprietary Software as a Service (SaaS) and resale of Third-party Software.



# Powerful set of solutions shifting to Proprietary SaaS

(in R\$ thousands)

## Proprietary SaaS Revenue



**Semantix  
Data Platform**  
**+35% YoY**

## 2023 Proprietary SaaS revenue outlook



Between **40% and 50%**  
 ▲ yoy growth

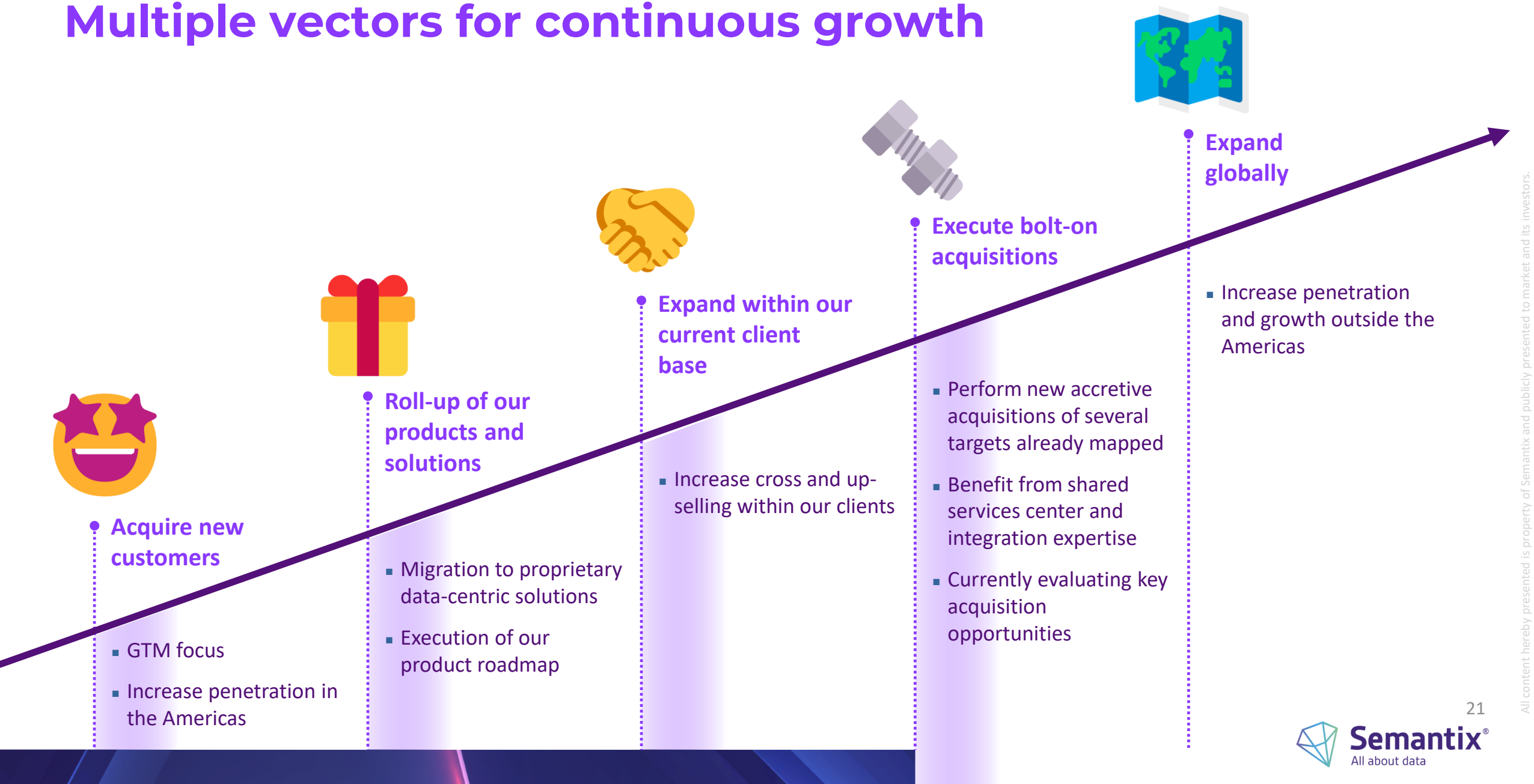
## 2023 Total Net Revenue outlook



Above **10%**  
 ▲ yoy growth

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



# 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



## R&D

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

## STRONG CASH POSITION

**US\$127 M**

Proceeds from IPO

**STIX**  
Nasdaq Listed

## International expansion



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



Technology partner supporting pipeline of initial contracts

## Our footprint



Since 2020

### **Pursuing further US presence**



Since 2018



Since 2017

- 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

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



Scalable and recognized  
**LATAM market leadership**



Large and growing TAM  
**USD 89B in 2024<sup>1</sup>**



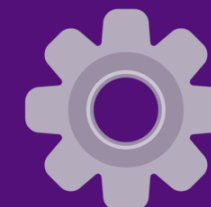
**M&A**  
track-record



Structural competitive advantages  
**Proprietary integrated platform**



Unmatched business model  
**End-to-end platform**



**Proprietary technology**  
built from scratch



**Semantix**<sup>®</sup>  
All about data

# STIX YOUR DATA

INTEGRATES  
QUALIFIES  
SANITIZE  
HARMONIZES  
ENRICHES  
CONNECTS

**If it's data,  
it's Semantix<sup>®</sup>**

With more than 1000 databases already integrated into our systems and more than 200 ready-to-use connectors, you can mitigate costs and risks and **provide scalability to your business.**







**Semantix®**  
All about data

S E M A N T I X

# Attachments

W E A R E A L L A B O U T D A T A

All content hereby presented is property of Semantix and publicly presented to market and its investors.

# Recent M&A



- **SaaS Health Analytics**
- **number one<sup>1</sup> tech company** in the Brazilian healthcare market
- **Improved care and costs** and deepen value-based healthcare
- TAM<sup>2</sup>: **US\$ 167 in 2030**



- Machine learning operations (**MLOps**) platform provider
- **Easy-to-use** interface
- Accelerated **artificial intelligence adoption** for businesses and organizations.
- **Generative AI** innovation



- Curated and organized **datasets to the pharma industry**
- Strengthening of **Semantix's Healthcare & Life Science** business vertical
- **Traceability** and **auditable** processes and flows

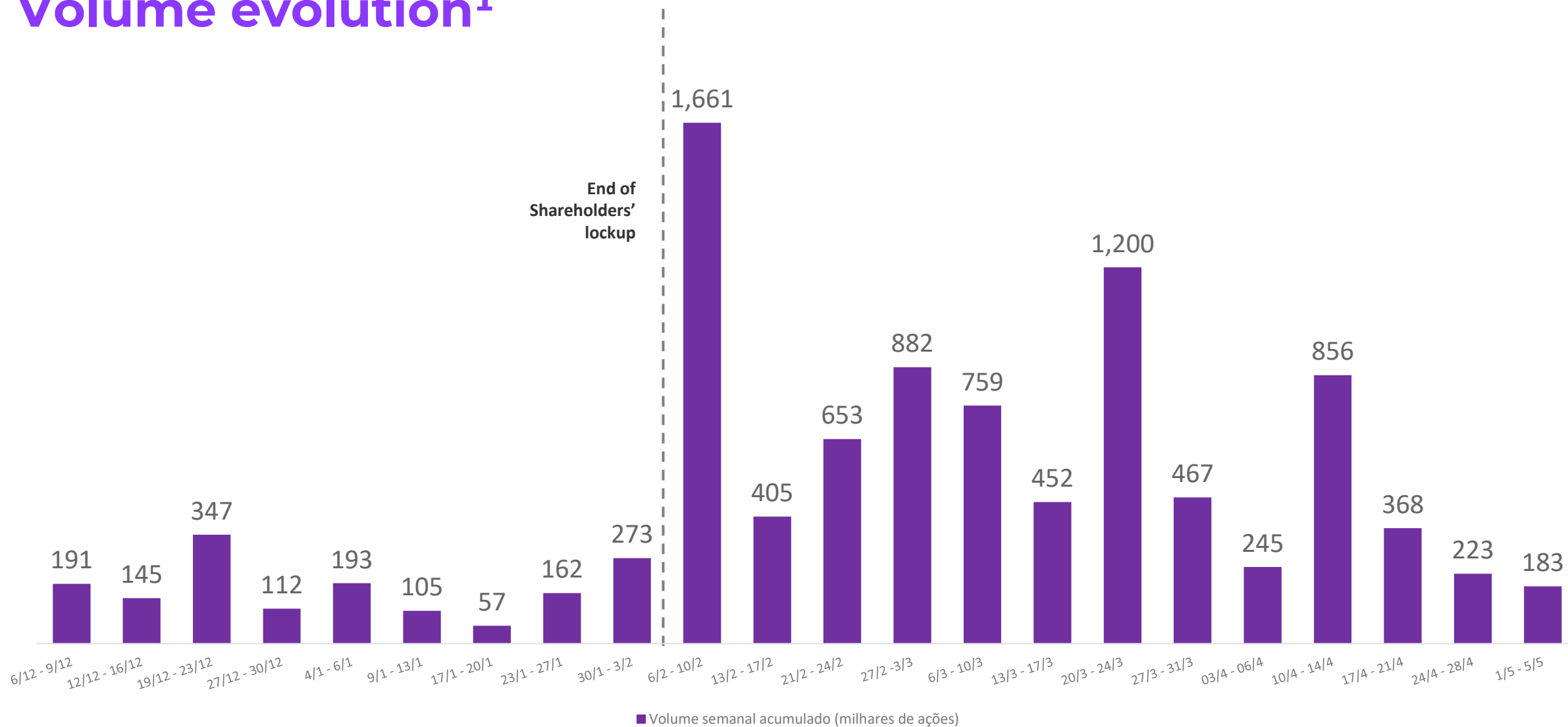
• Notes: (1) according to 100 Open Startups (2) According to according to market research produced by Grand View Research.

# Financial Overview

(R\$ mm)	2020	2021	2022	Q1'23	Q1'22
Semantix Financial Performance					
<b>SaaS Revenue</b>	<b>R\$ 87</b>	<b>R\$ 171</b>	<b>R\$ 216</b>	<b>R\$ 32</b>	<b>R\$ 31</b>
% of total revenue	71%	81%	82%	80%	80%
<b>Proprietary</b>	<b>R\$ 6</b>	<b>R\$ 40</b>	<b>R\$ 55</b>	<b>R\$ 10</b>	<b>R\$ 10</b>
% of SaaS revenue	7%	23%	25%	33%	32%
<b>Third-party SaaS</b>	<b>R\$ 81</b>	<b>R\$ 131</b>	<b>R\$ 161</b>	<b>R\$ 21</b>	<b>R\$ 21</b>
% of SaaS revenue	93%	77%	75%	67%	68%
<b>AI Analytics Services Revenue</b>	<b>R\$ 36</b>	<b>R\$ 41</b>	<b>R\$ 46</b>	<b>R\$ 8</b>	<b>R\$ 8</b>
% of total revenue	29%	19%	18%	20%	20%
<b>Total Revenue</b>	<b>R\$ 123</b>	<b>R\$ 212</b>	<b>R\$ 262</b>	<b>R\$ 40</b>	<b>R\$ 39</b>
yoy %	-	72%	24%	1%	-
<b>Total Gross Profit</b>	<b>R\$ 38</b>	<b>R\$ 86</b>	<b>R\$ 119</b>	<b>R\$ 17</b>	<b>R\$ 13</b>
Margin %	31%	41%	45%	43%	32%
yoy %	-	127%	38%	33%	-
<b>Adj EBITDA<sup>1</sup></b>	<b>(R\$ 10)</b>	<b>(R\$ 25)</b>	<b>(R\$ 69)</b>	<b>(R\$ 34)</b>	<b>(R\$ 15)</b>
Margin %	(8%)	(12%)	(26%)	(85%)	(37%)

Notes: (1): 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. For full year of 2020, 2021 and 2022, Semantix calculated Adjusted EBITDA as EBITDA excluding the impacts of certain events that Semantix believes are isolated in nature incurred as part of its recent expansion and, therefore, not reflective of its underlying performance, including (i) isolated research expenses, (ii) non-cash expenses recorded under provisions relating to the early termination by a single client of a three-year contract to purchase third-party software in the early phases of Semantix's U.S. operations, (iii) in 2021 and 2022, concentrated expenses of an extraordinary nature related to third-party advisory and support services incurred in connection with the Business Combination, (iv) listing expenses, (v) a one-time earn-out payment to the former shareholders of LinkAPI, (vi) expenses related to stock option grants under the 2021 Plan as well as a separate stock option plan adopted by Semantix in 2020, (vii) Consists of a one-time non-cash expense reflecting the accounting impact of the NASDAQ listing in accordance with IFRS 2, (viii) Consists of expenses related to D&O Insurance (directors' and officers' liability insurance) and (ix) Consists of gains from fair value of Semantix Warrants.

# Volume evolution<sup>1</sup>



• Notes: (1): As of May 4, 2023

## USE CASE



**Semantix**<sup>®</sup>  
All about data

# Command center for hospital network

## Challenge

The Hospital Care Group was looking for an innovation to develop and become the first OMOP Platform in the Brazilian supplementary health market.

## Solution

- The first hospital network in Latin America to structure its end-to-end data journey with the **Semantix Data Platform**, integrating more than 20 hospitals and a flow of more than 1 million people/day
- Unify processes, architecture and **dashboards in real time** during solution deployment
- Establish a **Data Operations Center** with all the dashboards for easy control of the operational team

## Results

**30%**

increase in customer conversion rate

**+250**

data pipelines with insights for decision making

“Semantix enabled a **smooth transition from Systems Integration to Data integration, accelerating our digital transformation by 5 years** our healthcare group.”



**Herbert Cepera**

COO of Hospital Care Group, one of the largest healthcare enterprises in LatAm



## USE CASE

# Complexity and economy



+



**Semantix**  
All about data

### Challenge

One of the **largest banks** in the country needed to centralize its data structure and sought out who best understands the subject: us at Semantix, of course.

With SDP we centralize the journey, **create dashboards and develop solutions** based on artificial intelligence and machine learning, which are **generating high technological intelligence**. Not to mention more than 300,000 hours of consulting to structure fully customized B2C services.

### Solution

- We centralize the entire **data structure**
- We create solutions for **faster and simpler deployments**
- We provide **ingestion of unstructured data**
- We brought **new mechanisms** for decision making using **real value data**
- We develop **new capabilities** for using **data science and AI tools**
- And all this with **24x7 support**

### Results

• **5** unique B2C financial services

• **6** fully customized machine learning and AI projects

**+300**  **thousand**  
contracted hours of professional services



## USE CASE

# Big automobile industry

## Challenge


**91% score on quality process** accuracy is no small feat.


We were approached by a large truck manufacturer to identify and **correct errors on the production line**. We offer our **data-driven intelligence + professional services**.


## Solution

- **Reduction** of assembly problems
- **Accelerated identification of defective** parts in the production process
- **Significant reduction** in interruption of production lines
- **Increased efficiency** in vehicle delivery auditing
- **Fewer** after-sales calls

## Results

**91%**   
precision score

**25%**   
reduction in warranty claims

**6%**   
productivity gain in the short term



## USE CASE

# Logistics on track

## Challenge

This large chemical industry suffered from a major problem in its logistics: **a high rate of double stays of products in the plants** until they reach the final customer.

## Solution

- We create a mathematical **model of AI**, composed of classification and regression trees
- Incorporation of **external variables** in the predictive disaggregation model.
- **Machine Learning** modules allowed automatic improvement of the model.
- Creation of **automatic reports and a management panel** with weekly definitions of how much of each product (SKU) to send from each location to each location and **with missing registration logs, customized outputs, metrics and methodologies for evaluating the model.**

## Results

# 150%

of improvement in the forecast of volume used monthly

# 86%

accuracy in projecting a future date.

# 86%

where the SKU will bill (no false positives)





## USE CASE

# Saving time

### Challenge

This customer came to us because it needed to reduce the time it took to collect and analyze information from the soil drilling process for decision making.

### Solution

- We created a collection of information via IoT sensors for a Big Data Cluster with NoSQL Database (Hbase) for ingestion of information, processing and availability in near real time.
- Translating: we automate all data collection and accelerate analysis and processing, **optimizing** operating time between **3 and 8 seconds!**

### Results

# 180%▼

response time reduction in soil analysis

# 12▼million

of economy in the first year





**Semantix®**  
All about data

# THANKS!

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