



Neoway

data driven business

Sales & Market Intelligence and Risk & Compliance

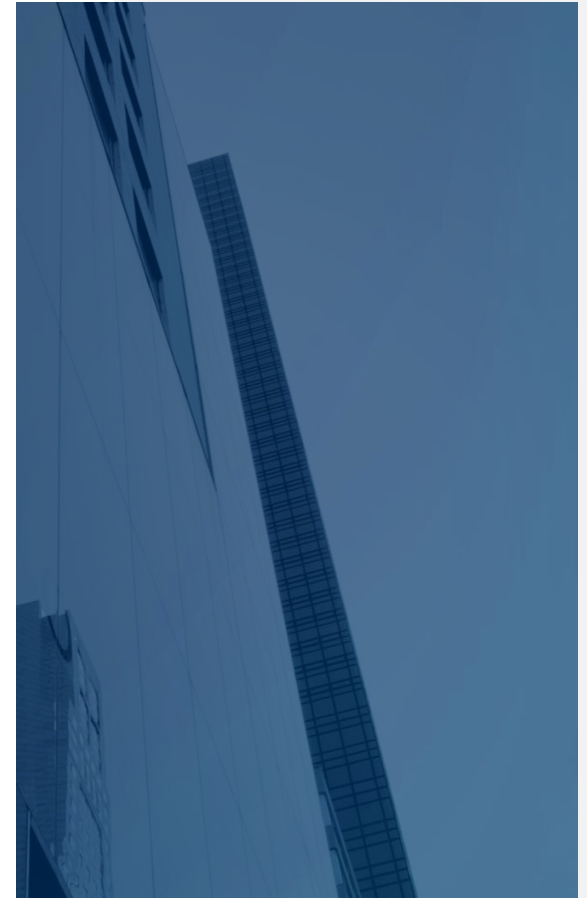
Neoway Business Solutions

Sales & Market Intelligence

- Market Analysis
- Customer Segmentation
- Lead Generation
- Pipeline Prioritization
- Upsell and Cross-sell
- Propensity Models

Risk & Compliance

- Risk & Compliance
- Fraud Prevention
- Credit Risk
- Collection & Recovery
- Legal & Regulatory Risks



+500
clients

+3,000
data sources

— PaaS —
platform as a service

+40
partners

+300
employees

"One Stop Shop"

for a Data Driven Business



Data



Platform



Analytics



Customer Experience

Software-Data- Services Intersection

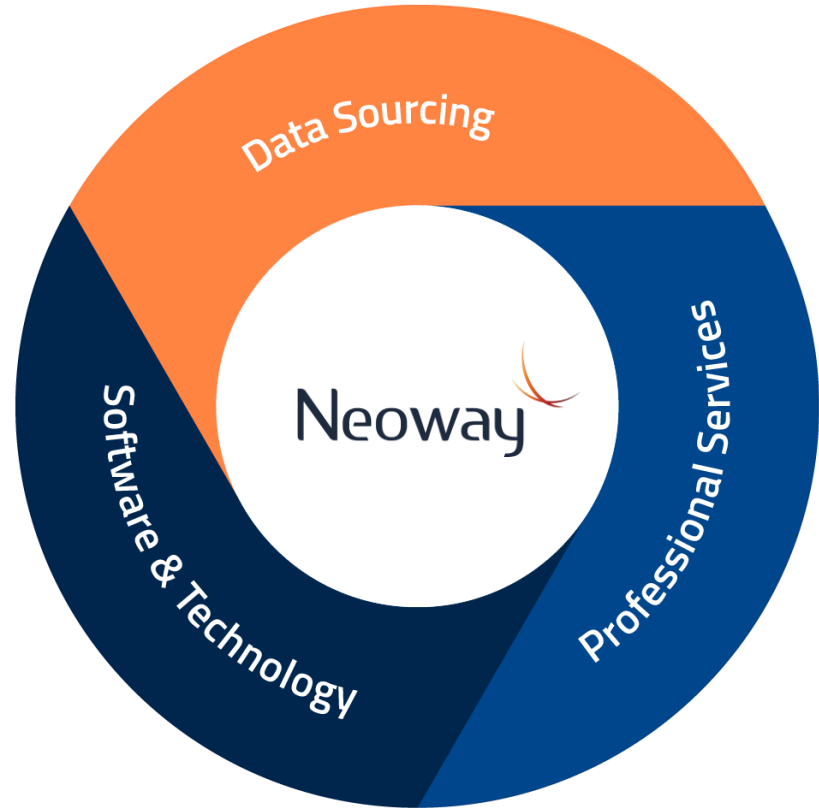
Uniquely-positioned across three key sectors to deliver a one-stop solution for data analytics

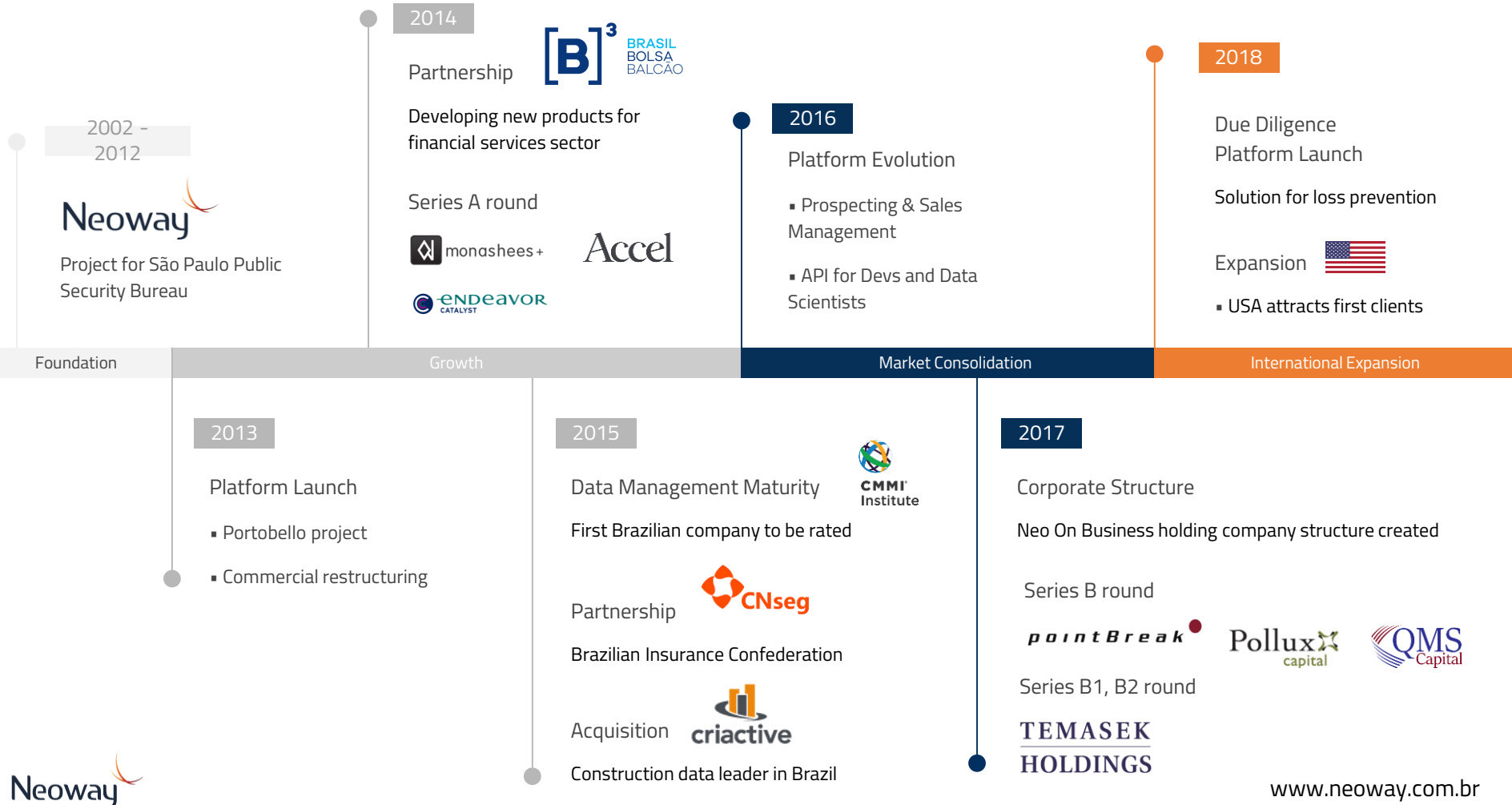
>3,000 data sources

>30 business partners

Data on >90M corporates in USA and Brazil

>200M individuals in Brazil





+ 500 clients



Portobello



Telefónica

vivo

move



Strategic partners



Board of Directors



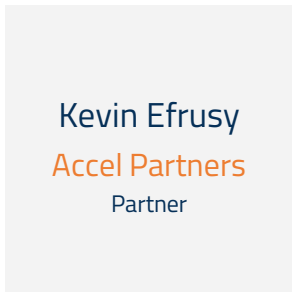
Jaime de Paula
Neoway
CEO



César Gomes Jr.
Portobello
CEO



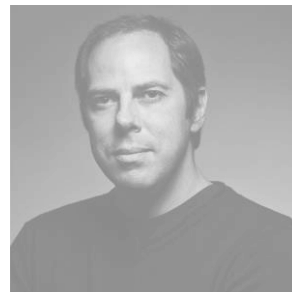
Andrew Prozes
LexisNexis
Former CEO



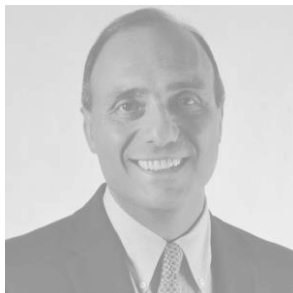
Kevin Efrusy
Accel Partners
Partner



Eric Acher
Monashees Capital
Co-CEO



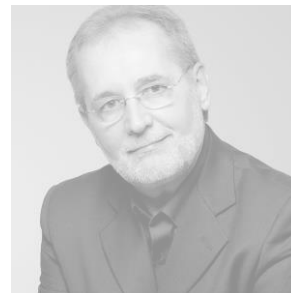
Walter Longo
Unimark Longo
CEO



Marcelo Kayath
Credit Suisse
Former Co-CEO, Brazil



Renato Ribeiro
Temasek Brasil
Investment Director



Awards and recognitions

Microsoft Inspire

Microsoft Inspire 2018

Government Awards – LATAM
and Caribbean Islands



LIDE 2017

Innovation and Technology –
Santa Catarina State



Data Management Maturity

First Latin American company
to be rated, Level II



Great Place to Work 2017

Among the Best IT companies to
work for – Brazil



Gartner 2016

Cool Vendors in Platform as a
Service – Global



ABEMD 2018

CRM/Loyalty without
Communication Campaign – Brazil

data driven Sales & Market



Customer List



Business Directories
and Data Partners



Vertical specific data



Neoway

Platform

Sales & Marketing

Risk & Compliance



Google Places



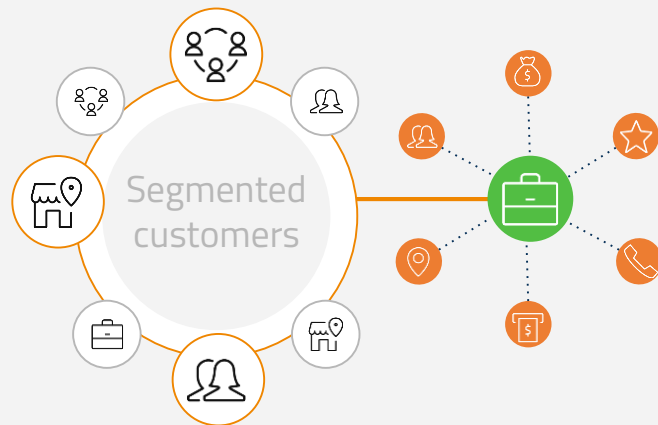
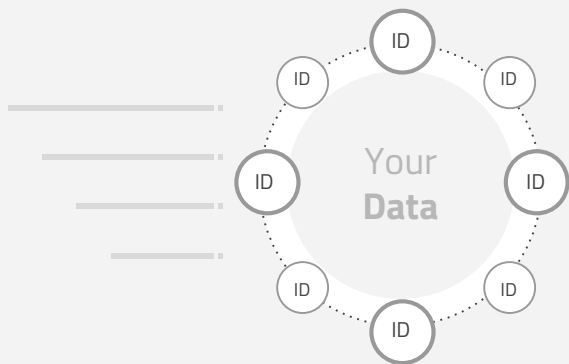
Tribunal Superior
Eleitoral

ANS

1. Upload customer lists



2. Segmented customers



3. Define qualified leads



4. Find look-alikes

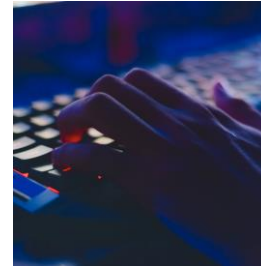


5. Prioritize pipeline



Key Differentiators

- Ease of use and short time to value
- Vertical-specific datasets and models
- Use case oriented
- Strong customer service

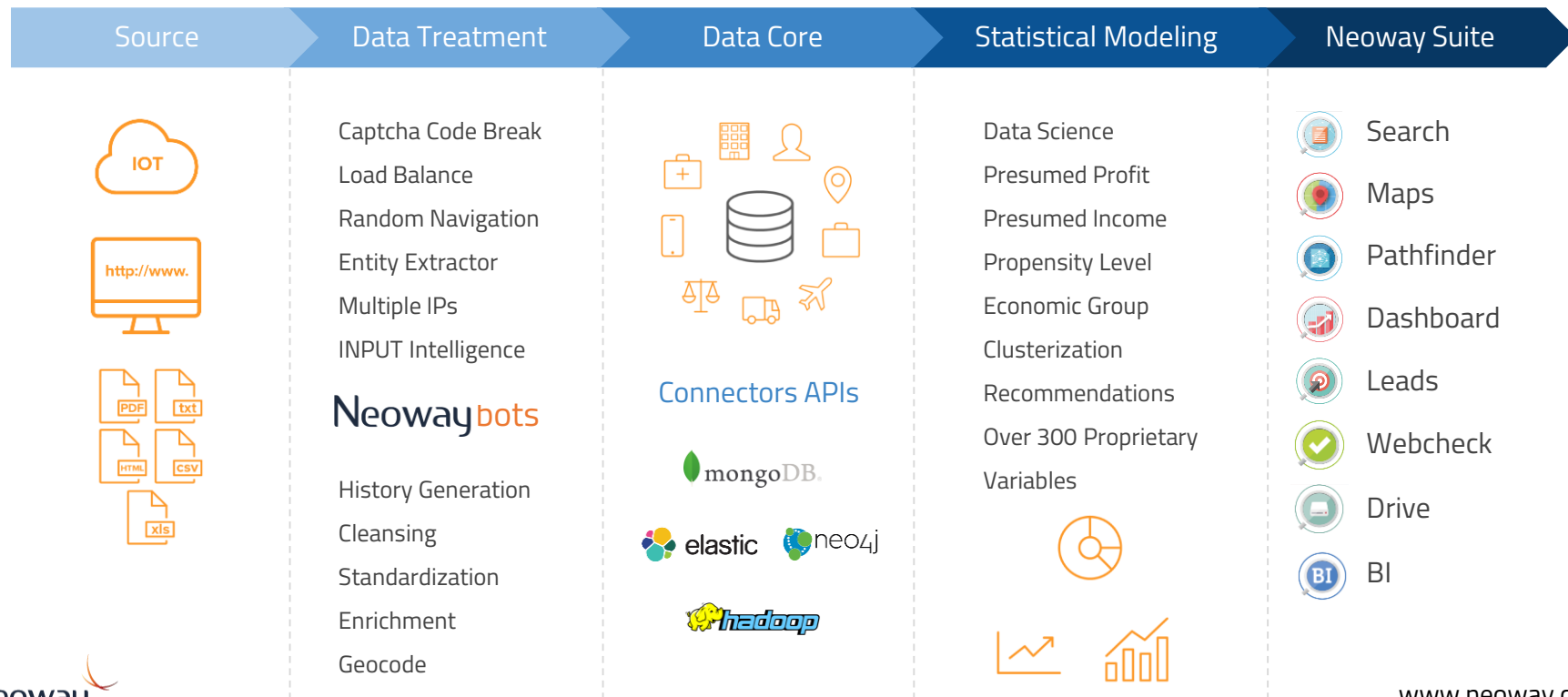




Unleash Sales with...

- A Highly Customized Solution: customize your lead validation process
- More precision with high quality leads: improve sales productivity
- Higher conversion rates: increase conversion rate by targeting best leads
- Higher average contracts: increase sales potential with product recommendations
- Integrate with existing CRM or data structure: fully integrated with Salesforce

Data Platform



Santander Brasil Case Study

*Customer mapping, speed and cost reduction in
the credit recovery strategy*

Client's goal:

- Increase NPL recovery from customers with more than R\$ 1.0 million overdue debt

+10%

New Deals

+40%

Recovery Revenue

+20%

Collection Offices
Revenue

327%

Neoway
Upsell Rate

Telefonica Brasil Case Study

*Data-driven infrastructure investments to
optimize addressable market*

Client's goals:

- Identify high growth potential areas for infrastructure expansion
- Optimizing growth on current infrastructure

R\$40Mi

Generated Revenue

+15%

Addressable Market

2.1%

Neoway Upsell Rate



Neowayminds

FOR THE DATA DRIVEN MIND.



Neoway

FLN

FLORIANÓPOLIS
ITACORUBI

SPO

SÃO PAULO
BROOKLIN

NYC

NEW YORK
MANHATTAN

LIS

LISBOA
CENTRO