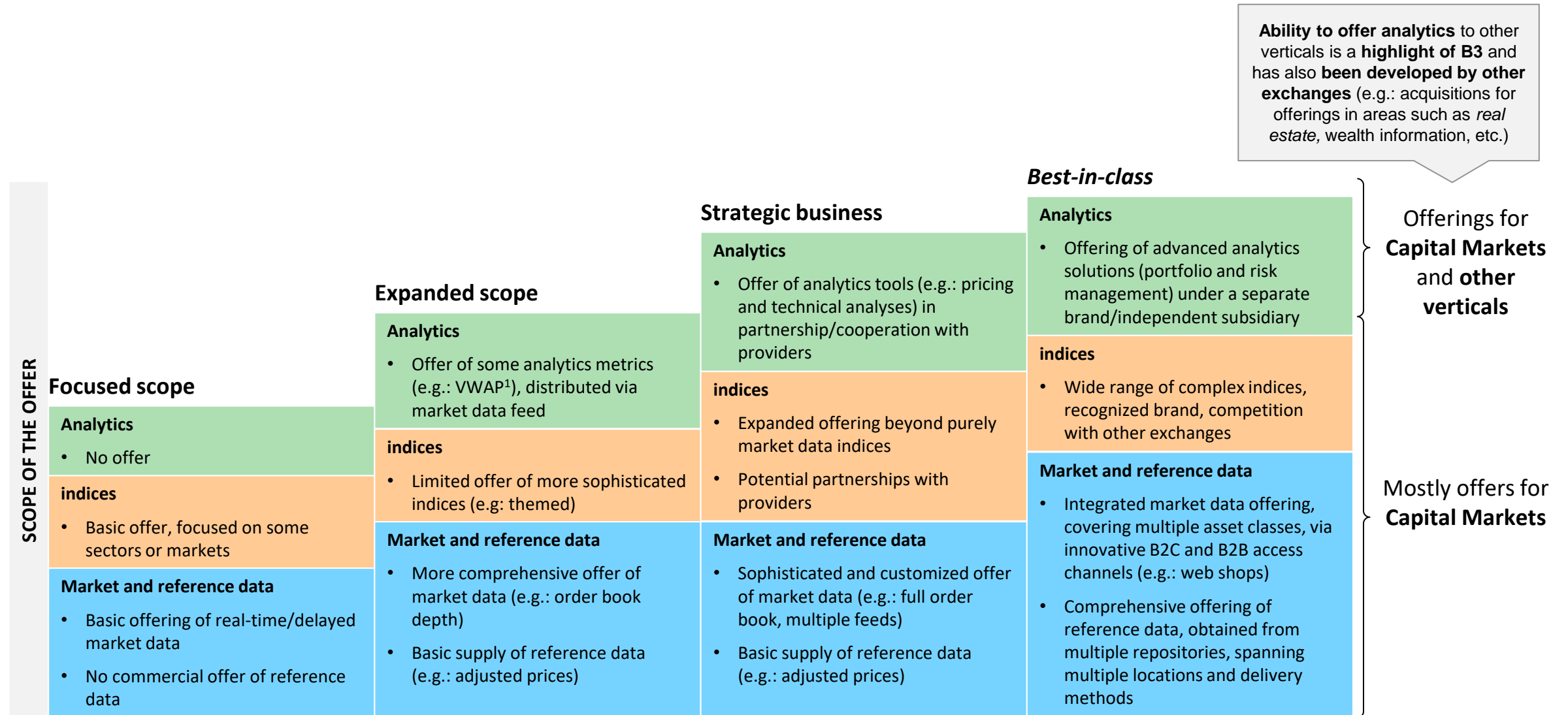




**DATA STRATEGY**

**[B]<sup>3</sup>**

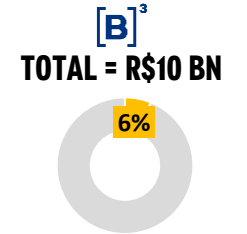
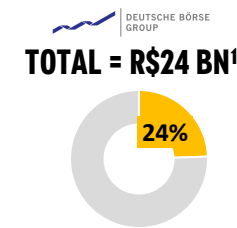
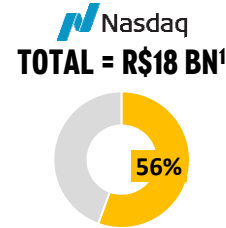
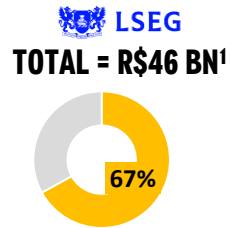
# AS STOCK EXCHANGES MOVE UP THE D&A VALUE CHAIN, THEY HAVE SOPHISTICATED THEIR OFFERINGS AROUND MARKET DATA, INDICES AND ANALYTICS



1. Volume Weighted Average Price. Source(s): Oliver Wyman Analyses

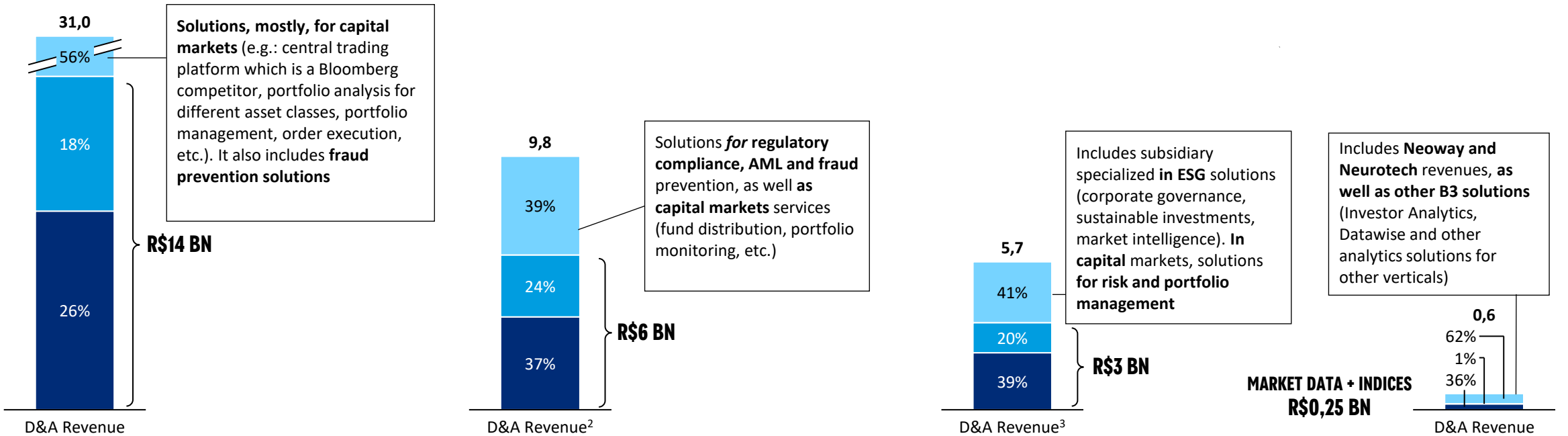
# AS OF TODAY, B3 DATA BUSINESS FALLS FAR SHORT OF ITS FULL POTENTIAL IN COMPARISON TO GLOBAL BENCHMARKS

■ Data & Analytics ■ Other segments



## Breakdown of D&A revenue<sup>1</sup> from international exchanges (R\$ BN)

■ Market data ■ Indices ■ Analytics



1. Converted to R\$ - exchange rates: British pound/R\$ = 6.27, US dollar/R\$ = 4.92, Euro/R\$ = 5.39; 2. Reported market data revenue is not decoupled from listing fee revenue; 3. Market data revenue is reported within "other" for "financial derivatives" and "cash equities" operations. Source(s): LSEG, Nasdaq, Deutsche Boerse, B3, Oliver Wyman Analyses

# B3 HAS BUILT ITS DATA PRODUCTS AND GO-TO-MARKET STRATEGY BOTH ORGANICALLY AND THROUGH ACQUISITIONS (1/3)



Neoway

## OVERVIEW

Founded in 2002 – acquired in dec/21

500+ employees and 800+ clients in its base

Collects and organizes **thousands of data from public sources**



[B]<sup>3</sup>  
UIF

## STRATEGIC CAPABILITIES

Effective and decisive **data search and filter tools**

High **analytical capacity**

**Mature platform** of proven quality

Dedicated **sales force** and reduced time-to-market

## MAIN APPLICATIONS



**Queries** tool for deep searches and market analysis



Management and flow of **leads** for tracking opportunities among clients and suppliers



Distribution of opportunities in **maps** for identifying geographic patterns



**Pathfinder:** map economic groups and relate parties in the entire value chain



Complete market overview through a **dashboard** for competition and target market analysis



NEUROTECH

# B3 HAS BUILT ITS DATA PRODUCTS AND GO-TO-MARKET STRATEGY BOTH ORGANICALLY AND THROUGH ACQUISITIONS (2/3)

Neoway

## OVERVIEW

Structured in 2018

~40 employees and +60 clients in its base

Uses **unique datasets from infrastructure for financing** to provide **data & analytics solutions**

## STRATEGIC CAPABILITIES

Data from markets where B3 provides **infrastructure** services

Relationship with financial institutions

Robust, resilient and **secure infrastructure**

[B]<sup>3</sup>  
UIF

## MAIN APPLICATIONS



Customer **segmentation** by buying power and **likelihood to acquire a vehicle** in the short term



**Market reports** to track commercial performance and effectiveness



**Background check and risk analysis** for credit concession



Analytics solutions for **credit recovery** strategy

NEUROTECH

# B3 HAS BUILT ITS DATA PRODUCTS AND GO-TO-MARKET STRATEGY BOTH ORGANICALLY AND THROUGH ACQUISITIONS (3/3)

## OVERVIEW

Neoway

[B]<sup>3</sup>  
UIF

Founded in 2002 – acquired in may/23

**350+ employees and 150+ customers** in its base, with high retention rate: 2,4% churn

**Operates in credit solutions** in the retail and financial markets, **insurance and marketing**

**Platform-as-a-Service** that analyzes public and private data to **provide business solutions** using **A.I and Machine Learning**

## STRATEGIC CAPABILITIES

**First-rate decision engine** based on AI & Machine Learning

**Allows vertical diversification** of data on B3

Complementary solutions in **credit, risk and insurance verticals**

## MAIN APPLICATIONS

 NEUROTECH

  
**Neurolake**

**Organized Data with Machine Learning / Artificial Intelligence**  
+10 Years of history and +1 billion signals/month

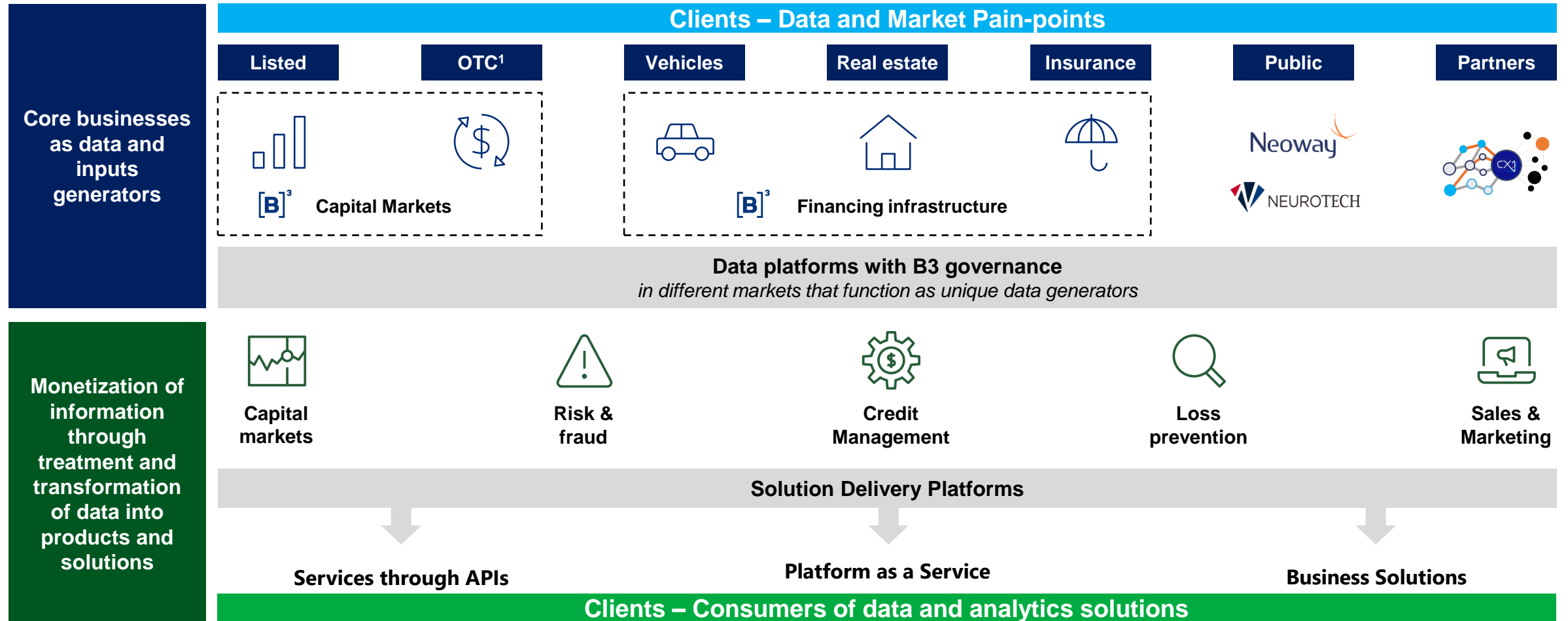
  
**Riskpack**

**Platform for decision making** with 940+ data sources and 1,000+ applications in different industries

  
**Killer Apps**

**Off-the-shelf business solutions,** application in different markets  
Score and credit limits, fraud prevention, pricing, etc.

# B3 ALSO HAS A UNIQUE ADVANTAGE, SINCE IT CAN LEVERAGE AND MONETIZE ALL THE DATA PROCESSED IN ITS CORE INFRASTRUCTURE BUSINESS IN A VARIETY OF WAYS



1. Over-the-counter. Source(s): B3, Oliver Wyman Analyses.

# B3 OFFERING GOES BEYOND PRODUCTS AND SERVICES FOR CAPITAL MARKET



## Market data

Offering of **historical data** (e.g.: trades and reference data) and **real-time data** directly and through distributors



## Indices

Offering and **monetizing Indices** for different asset classes and clients (e.g., buy-side and sell-side)



## Capital markets analytics

Analytics products that meet the **needs of capital market participants** (e.g., market intelligence, pricing, workflow)



## Credit

Aggregation of unique data, creation of **credit models and tools** to support banks and other institutions in making credit decisions



## Loss prevention

Products that help companies mitigate losses, through **KYC, AML and fraud prevention and detection** analytics and tools



## Sales & Marketing

Solutions that support clients in assessing a **market**, identifying and qualifying **leads**, recommending **products** and monitoring **performance**



# B3 OFFERING – CAPITAL MARKETS



Market data



Indices



Capital markets  
analytics



Credit



Loss prevention



Sales & Marketing

## Existing offers

### Market Data

- **Up2data:** offer of **end-of day historical data** (market trades and reference data)
- **Ad-hoc offer** of historic data, upon client request
- **Low latency real-time data offer**, made available through physical connection data feeds (dedicated links or co-location)
  - Includes trades, quotes and order book at different levels (L1: top of book and L2: full book)
  - Access to market data through the U MDF platform, guaranteeing low latency

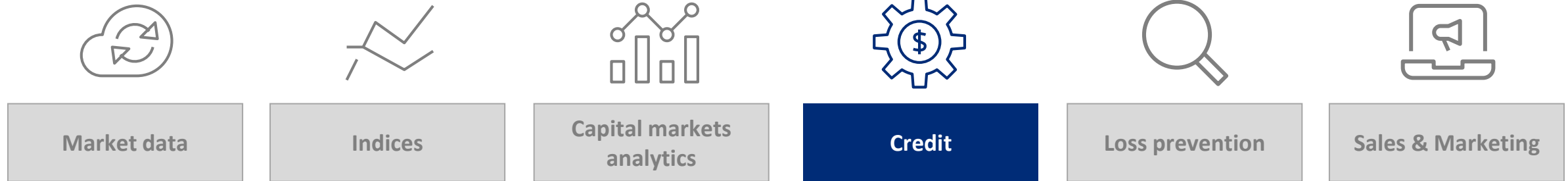
### Indices

- **Limited offer** with asset-based licensing model (IBOV index)

### Capital markets analytics

- B3 provides data that serve as inputs to some activities of the **buy-side** chain (e.g. performance management, compliance, strategy and pre-trade analysis)
- **DataWise+**: dashboards used as input for performance management, risk and liquidity management
- **Monitora PIP:** offer focused on regulatory compliance

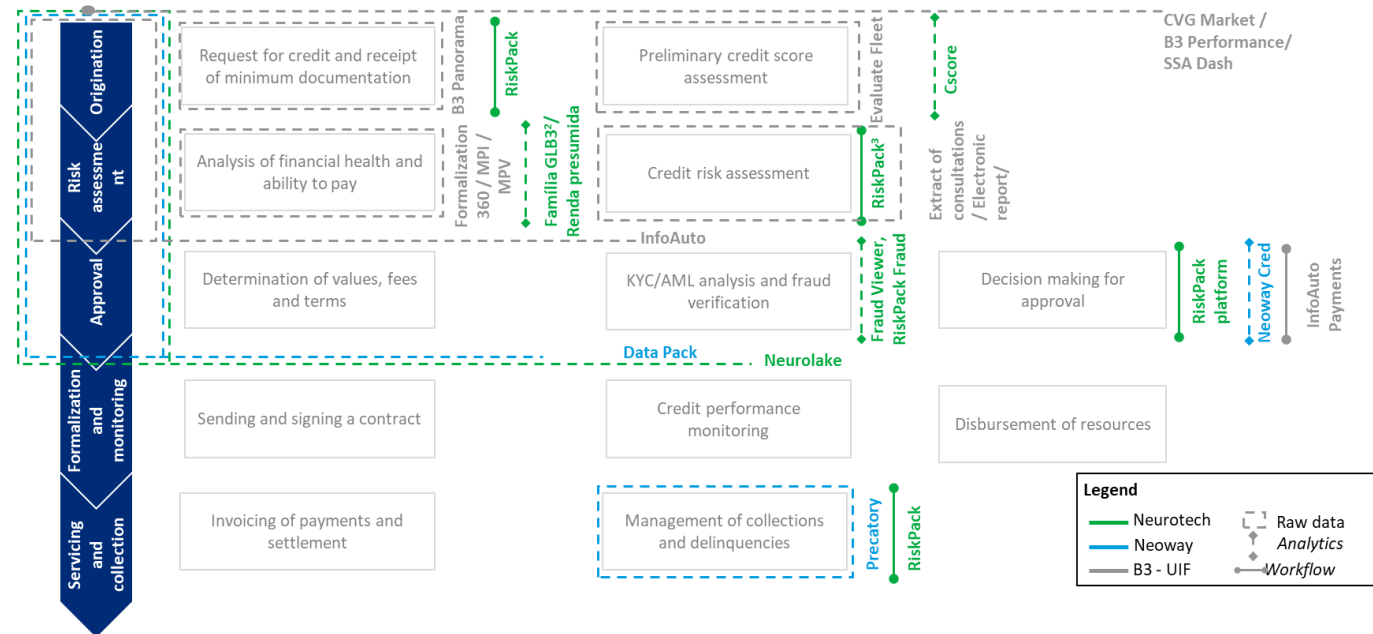
# B3 OFFERING – CREDIT



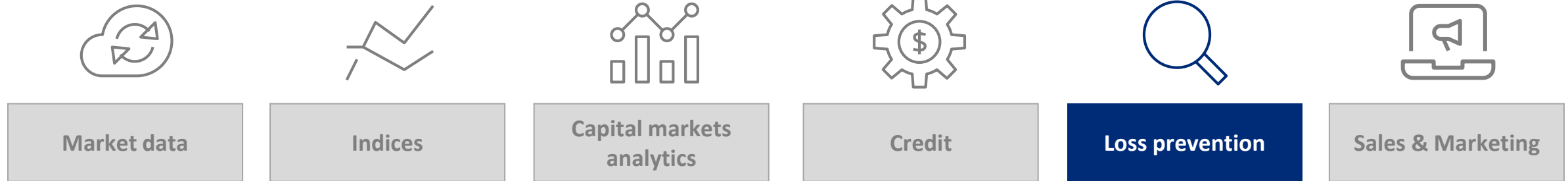
## Existing offers

- **Data packs** based on unique B3 data (e.g. vehicles, investments) and well as hundreds of variables collected by Neurotech and Neoway
  - Neurolake includes 300+ unique variables
  - Data Pack includes 600+ variables for companies and 400+ variables for individuals
- **Credit decisioning tool** (RiskPack, Neoway Cred)
- Customized **credit risk models**
- Tailored data, insights, models and tools for **vehicle lending** (e.g. vehicle wealth model, performance dashboards, customized scores)

## Overview of B3's solutions across the credit and collections value-chain



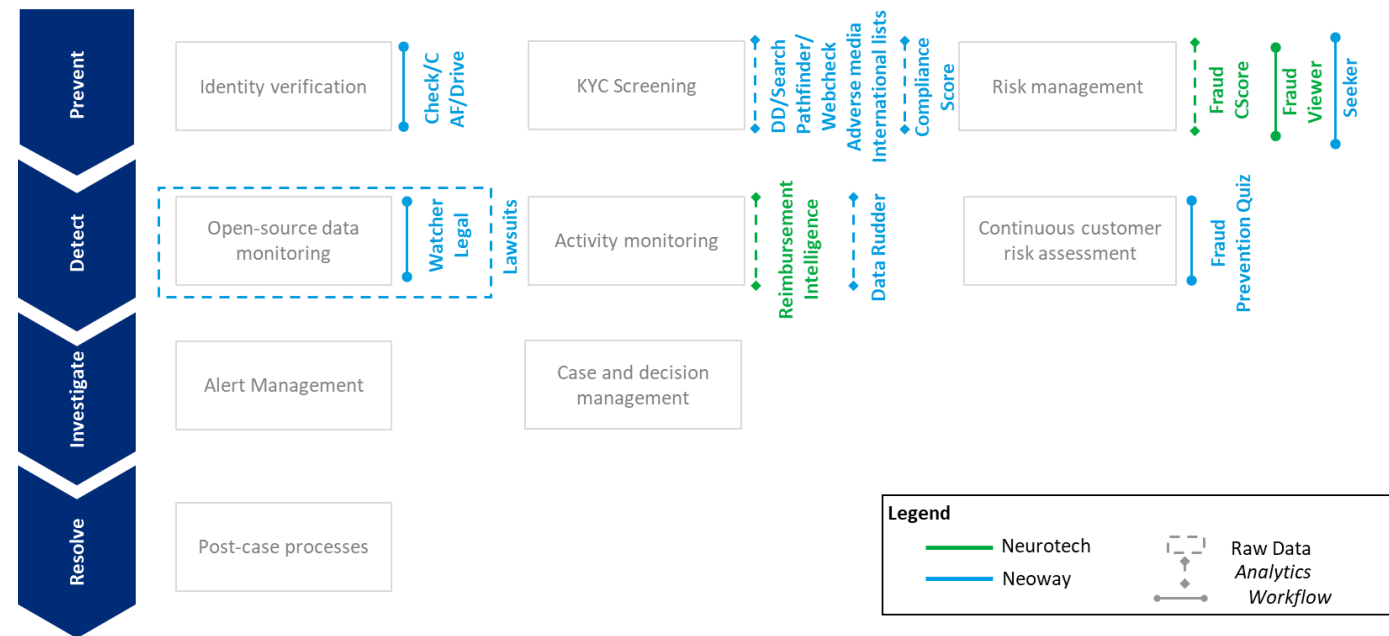
# B3 OFFERING – LOSS PREVENTION



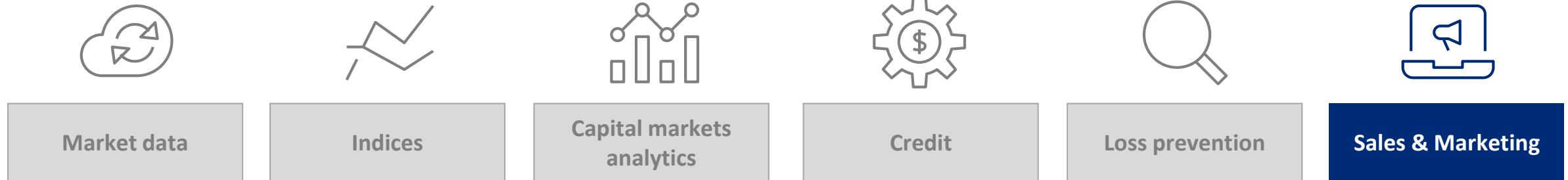
## Existing offers

- **Onboarding and KYC screening** solutions (e.g. customer due diligence, adverse media check)
- Tools to support **fraud prevention** – e.g. fraud decisioning tool
- Fraud and AML **monitoring** solutions
- **Sector specific** solutions – e.g.
  - Neoway's Lawsuits and Legal, used by law firms, in addition to KYC/KYB uses
  - Neurotechs' Fraud Cscore (for credit) and reimbursement Intelligence, for health insurance

## Overview of B3's solutions across loss prevention value-chain



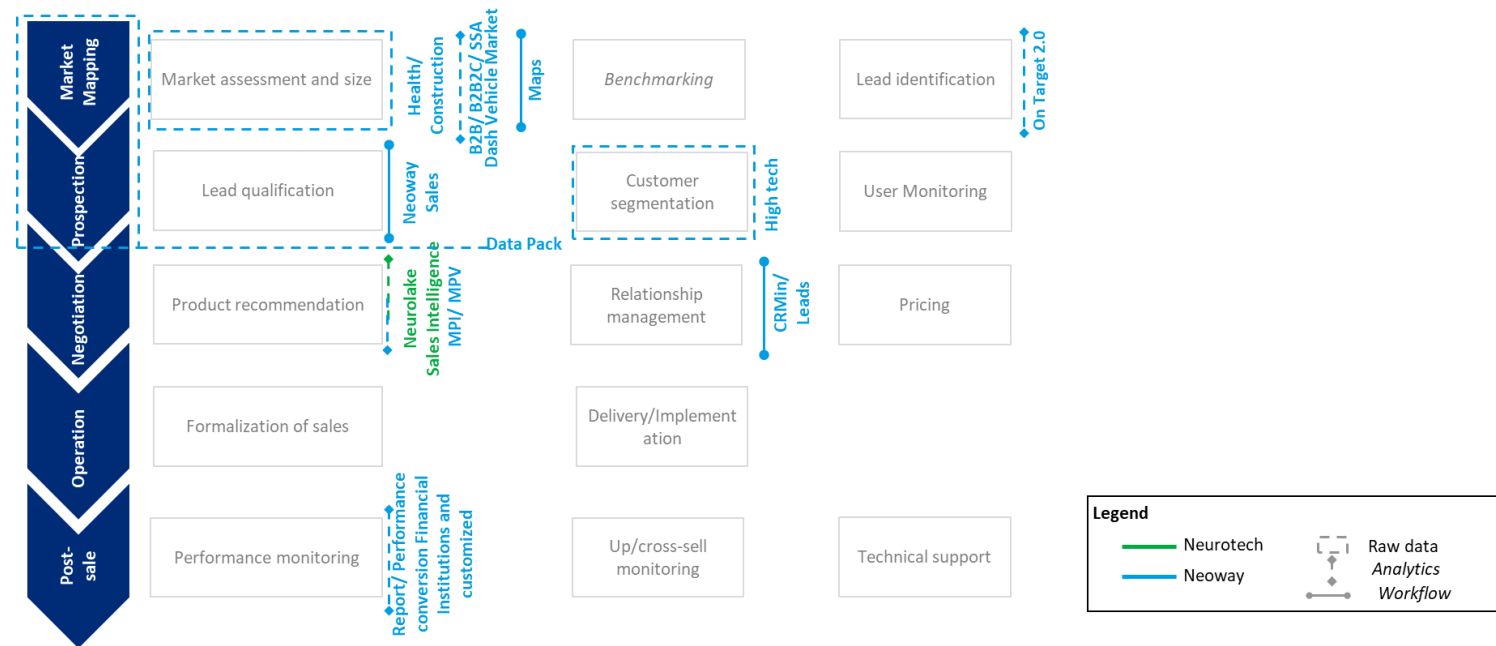
# B3 OFFERING – SALES & MARKETING



## Existing offers

- **Data packs** – incl. public data and sector specific data (e.g. health, construction and tech)
- **Sales and marketing intelligence tools**, including market assessment, dashboards, search tools, leads identification and qualification

## Overview of B3’s solutions across the sales & marketing value-chain



[B]<sup>3</sup>