



BUILDING A BRAZILIAN ECOSYSTEM



Diego Barreto
CEO

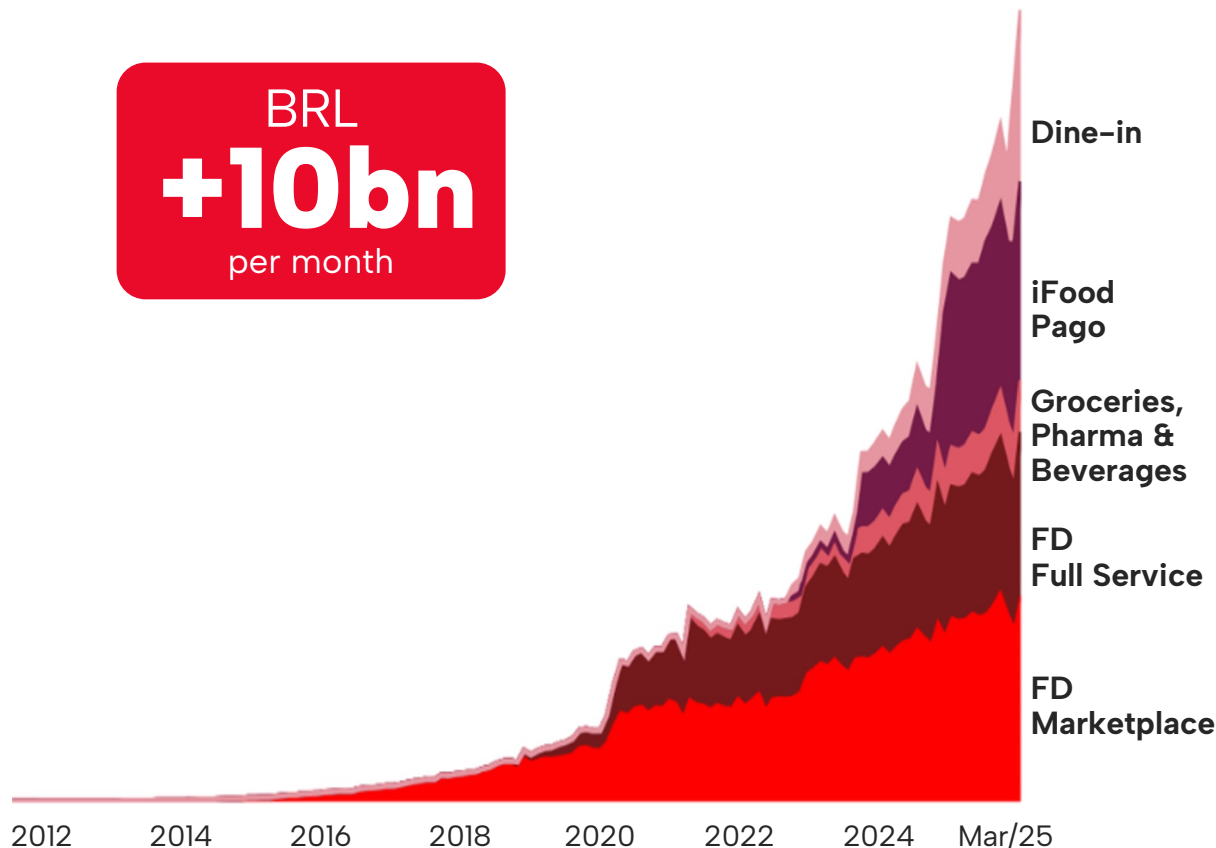


• iFOOD

We're building something BIG! **BUT HOW?**

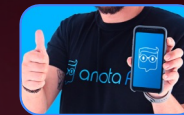


BRL
+10bn
per month



GMV/AUM (BRL Bn)

Mar/2025



DINE-IN

2.5
(25%)



iFOOD PAGO
(B2C + B2B)

2.7
(27%)



ADJACENCIES

0.7
7%



MARKETPLACE



FOOD
DELIVERY
FULL SERVICE

2.2
25%



FOOD
DELIVERY
3P

2.9
29%

Note: Values including Dine-In M&A's | iFood Pago including Credit AuM

A BRIEF OVERVIEW OF iFOOD'S HISTORY PROVEN TRACK OF GROWTH AND INNOVATION



#1

LARGEST
FOOD DELIVERY
COMPANY IN LATAM

iFood

MOST LOVED
BRAND IN
BRAZIL 3X
IN A ROW



LOCALLY MADE
AND GLOBALLY
RELEVANT!

TOP 3 TECH COMPANIES IN LATAM

TRIUMPH
THREE



nu

iFood

ATLANTICO

iFOOD AT A GLANCE



122m
Monthly
Orders



+442.000
Delivery
Partners



~8.000
Foodlovers



+25M
Monthly
Users

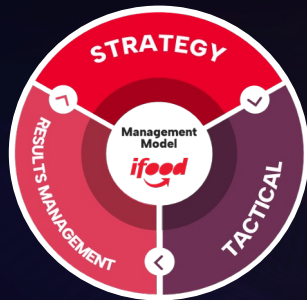


+408.000
Partner
Establishments



Present In
1.581
Cities Across All
Regions Of Brazil

• WHAT HAS DRIVEN US TO 100X?



**MANAGEMENT
MODEL**



**ECOSYSTEM
THINKING**



**FAST
INNOVATION**



CULTURE

IT'S ALL ABOUT BEING ABLE TO ADAPT AND DO IT FAST!

• OUR AI CASE IS ONE OF THE MANY REAL EXAMPLES WE HAVE



iFOOD HAVE BEEN TALKING ABOUT IA SINCE 2018
(WHEN NOBODY EVEN KNEW EXACTLY WHAT THAT WAS!)



2024



+180

AI Models in
production

+ 14B

predictions in real
time per month

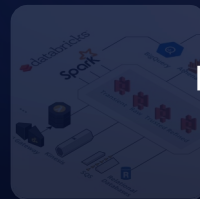
+180
AI Models in
production

+ 14B
predictions
in real time
per month



We created our
Brain iFood team
(Data and AI)

2018



Evolution
of our
Data Lake

2019



+180
Data and AI
Scientists

2021



2023

+1,5k
users on
Databricks

+2,5k
users on
Tableau

Launch of
P.A.I.A.
plant

• WHAT ARE WE BUILDING?

Offering a complete portfolio that benefits drivers, merchants and users.

We are building a **Convenience Ecosystem...**



...offering a Complete Portfolio, that benefits Users, Merchants and Drivers.

2024

LESS ABOUT
WHAT WE DO
AND MORE
ABOUT **WHY**
WE DO IT!

WE CONTRIBUTE
TO BRAZIL'S
GROWTH



R\$140bi
TRANSACTIONS
+26% VS 2023



0,64%
of Brazil's GDP



+1 million
direct and indirect
jobs (1% of Brazil's population)

A photograph of a modern, multi-story white building with prominent red horizontal bands and window frames. The building is situated behind a landscaped area featuring a green lawn, a stone retaining wall, and various green plants. The sky is clear and blue. A large red banner with white text is overlaid on the left side of the image.

THANK YOU

WE HOPE YOU
HAVE A GREAT
VISIT WITH US!



LONG TERM VISION



Diego Barreto
CEO

EXPANDING THE MARKETPLACE PORTFOLIO

New value streams empower growth and enhance the experience for all users

UPPER-INCOME SEGMENT *Increase Frequency*



Gourmet



Clube



Turbo

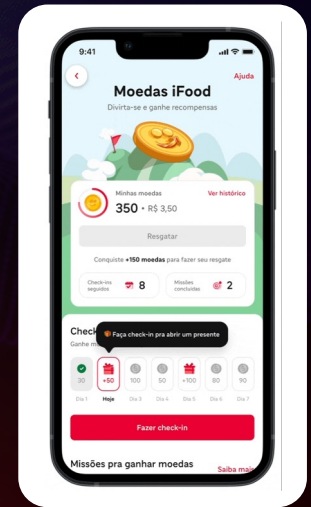
LOWER-INCOME SEGMENT *Enhance the penetration of the MUB*



Hits



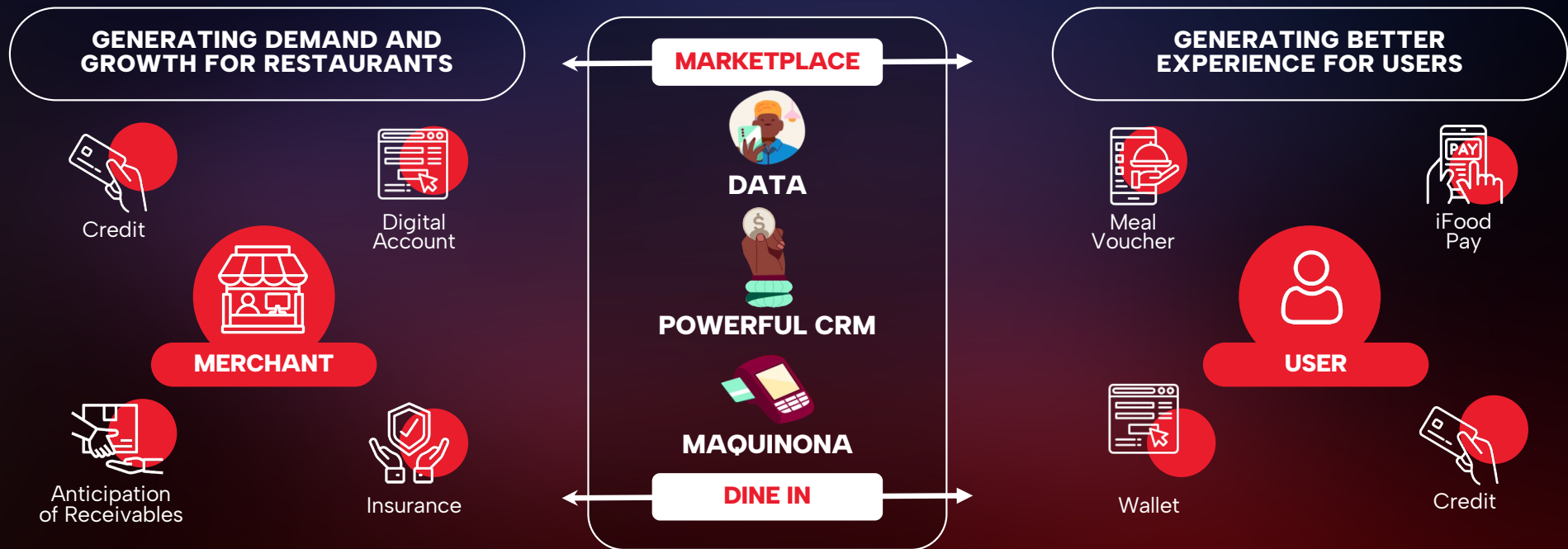
Delivery



Game

OTHER CATEGORIES: GROCERIES, PHARMA, BEVERAGE

OUR FINTECH HAS AN UNIQUE VALUE PROPOSITION FOR THE WHOLE ECOSYSTEM

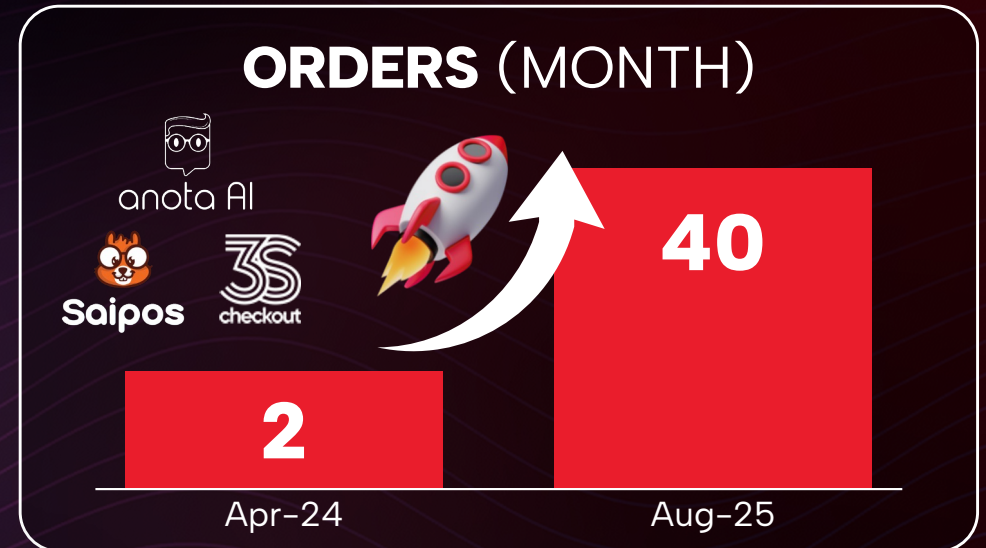


Zoop

EMBEDDED IN OUR ROBUST PAYMENTS AND FINANCIAL SERVICES SOLUTION

• DINE IN – SAAS

We are entering offline restaurant business through software



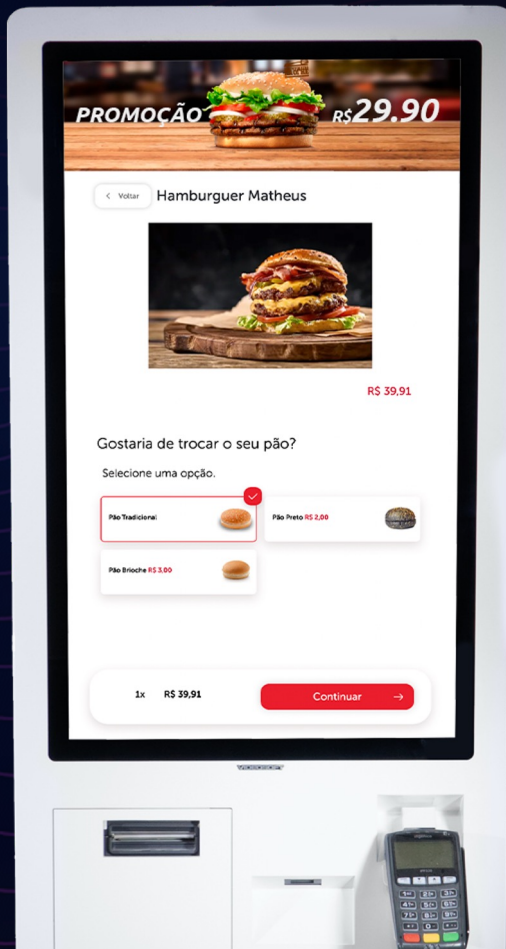
A one-stop-shop software platform to **address fragmented restaurant software arena**



Unlocking value for the **whole ecosystem!**

• PAYMENTS – VIDEOSOFT TOTEM

Enhancing our CRM + pos bundle value proposition



Totem supply capacity has not **been able to meet market demand!**

• WE ALREADY HAVE THE RIGHT COMPLEMENTARY ASSETS BUT IT'S ALL ABOUT PEOPLE AND CULTURE

OUR PEOPLE HAVE THE EXPERIENCE

Our c-level have been at iFood at since the beginning

14 years of iFood.
At least 7 years of steady leadership.



OUR LEADERSHIP IS MADE OF EXPERTS

AND WE'RE EAGER TO LEARN

We go to the source, seeking to deeply understand and study

INTERNATIONAL CORRESPONDENTS



RESTAURANTS, CONSUMERS AND DRIVERS' PANEL



EXPERT NETWORKS



CONSUMER SURVEY'S AGENCIES



MISSIONS

China, Hong Kong, United States, India, Buenos Aires, Mexico, South Korea



OUR ENTREPRENEURSHIP MINDSET IS WHAT MAKES US UNIQUE



A **BRAZILIAN
ECOSYSTEM,**
WITH
**BRAZILIAN
TECHNOLOGY,**
BUILT
BY **BRAZILIAN
ENTREPRENEURS**

WE ARE **OBSTINATE TO
EXECUTE** AND WE ARE
ALWAYS **READY TO ADAPT**

AND WE'RE **JUST
GETTING STARTED!**

THANK YOU!

