



## HISTORY



THE KNOW HOW ACQUIRED OVER 25 YEARS IN THE MARKET LED CSU TO EXPAND ITS ACTIVITIES TO OTHER CORRELATED BUSINESS FRONTS.



2000:



1992: FUNDATION

**Marcos Ribeiro Leite founds** CardSystem: an INDEPENDENT Company focused on processing of electronic means of payment.



(initially focused on loyalty solutions).



CSU consolidates itself as the largest independent card processor in Latin America.



TeleSystem is renamed

#### CSU.CONTACT

The new Alphaview site (Barueri-SP) is inaugurated.



2013:

#### INNOVATION **AND SYNERGY**

Launch of new solutions and business fronts



2017:

CSU reaches record revenue of half a billion reais in the year







# **PIONEEIRING**

1st Company in Brazil to operate simultaneously with the 3 international brands.





**Beginning of service BPO** activities - initially for customers of the CardSystem Division (TeleSystem), current DIVISION CONTACT.













2006:

First company in its segment to **OPEN CAPITAL.** The Company's shares are traded in the NOVO MERCADO of B3 under code CARD3.



#### 2015: **EXPANSION**

**Entry into the CONSIGNED CREDIT** market



Development and Launch of **NEW TECHNOLOGICAL SOLUTIONS** 

New operations of acquiring processing services

# CSU: A TECHNOLOGY SOLUTIONS COMPANY





MANAGEMENT AND PROCESSING OF **ELECTRONIC MEANS OF PAYMENT** 

Stefanini (Orbitall) **TSYS** 

Fidelity

Conductor

Market Peers



opte.

**RELATIONSHIP MARKETING, LOYALTY** PROGRAMS AND E-COMMERCE SOLUTIONS

> Grupo LTM (Webprêmios) Go Points Accentiv' Mimética Mastercard Advisors

Market Peers



**SYNERGIC** 

**BUSINESS** MODEL

## **BUSINESS PROCESSES OUTSOURCING (BPO) SOLUTIONS**

Contax Atento Market AeC Peers Almaviva do Brasil Tivit Teleperformance



## IT OUTSOURCING AND DATA CENTER **MANAGEMENT**

	IBM
Market Peers	HP
	Capgemini
	Stefanini
	Oracle
	Uol Diveo
	Tivit

# ABOUT CSU



AROUND 5,2 thousand EMPLOYEES UNITS IN BRAZIL.

CSU's shares are listed on B3's NOVO

MERCADO. The capital stock is

comprised of 41,800 thousand

**COMMON SHARES** (ON), of which

58.3% belong to the Control Group

(GREENEVILLE DELLAWARE) and 40.0%

ARE FREE to be traded in the free float

market.



#### Recife I and II

Call center.

#### **Belo Horizonte Unit**

- Systems Development.
- Certification.
- Data processing.
- Security and Support/IT.

#### **Barueri: Unit Alphaview**

- Call center.
- CSU ITS data center.
- CardSystem **Operations**
- Administrative.
- CSU Institute.

#### **Faria Lima Unit**

- Marketing.
- MarketSystem.
- Comercial department.
- Investor Relations.



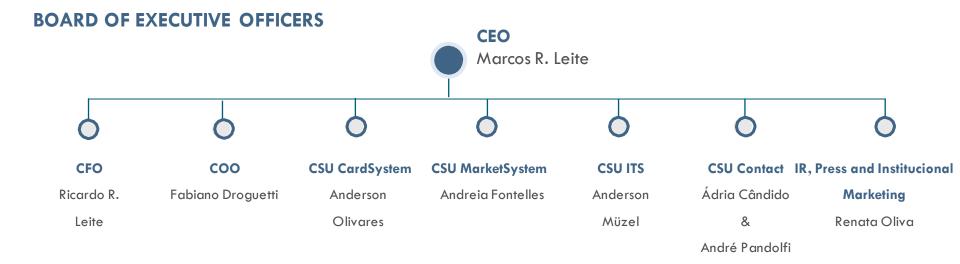






# BOARD OF DIRECTORS, MANAGEMENT AND FISCAL COUNCIL





<b>BOARD OF DIRECTO</b>	ORS
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Antonio Kandir	Chairman
Marcos Ribeiro Leite	Member
Antonio Martins Fadiga	Independent Member
Rubens Antonio Barbosa	Independent Member
Paulo Sergio Caputo	Independent Member

#### **BOARD OF DIRECTORS COMPOSITION**

Four independent members, including the Board of Directors' chairman;

#### **FISCAL COUNCIL**

Installed after approval in GSM held on 04/18/2018 3 full members (+ 3 alternates)



#### SYNERGISTIC PRODUCTS AND INTELLIGENT SOLUTIONS IN THE MOST DIVERSIFIED SECTORS OF THE ECONOMY.









ELECTRONIC MEANS OF PAYMENT



### MARKET OVERVIEW



( CSU.CardSystem



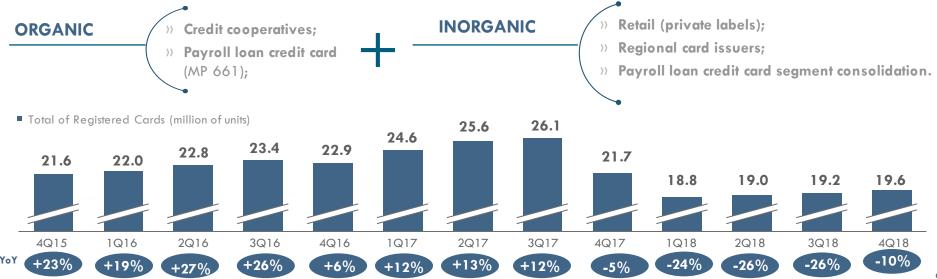
- +15.5% MARKET GROWTH - 2018 ESTIMATES (ABECS).
  - OF BRAZILLIAN FAMILIE'S CONSUMPTION CARRIED OUT THROUGH 32.6% **ELECTRONIC MEANS OF PAYMENT IN 2017 (ABECS).**
  - 87.0% LEVEL OF BRAZILIAN ADULT BANKING POPULATION (VALOR ECONÔMICO).
- R\$ 1.4 tri IN CARD PURCHASES IN 2017 (ABECS).
- 5.1 MM **CARD POINT OF SALES IN 2017 (ABECS)**

>> Low penetration.

- >> Continuous replacement of traditional means of payment by electronic means.
- >> High growth rate even in a period of economic recession.

#### **GROWTH OPPORTUNITIES**

50% OF THE ADDRESSABLE MARKET (ONLY CONSIDERING ISSUERS THAT OUTSOURCE THEIR OPERATIONS) IS PROCESSED BY CSU





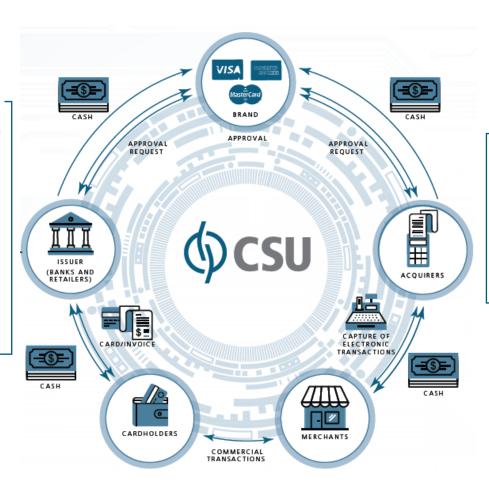
(CSU.CardSystem

# **CSU** plays a core role in Brazil's **electronic transactions industry**

#### ISSUERS SERVICES

(Banks, Fintechs and Retailers)

- >> Processing
- >> Fraud prevention
- >> Contact Center
- » Back Office
- » Cards Embossing
- » 100% Digital Account (no card, no invoice)
- >> WebServices (APIs)



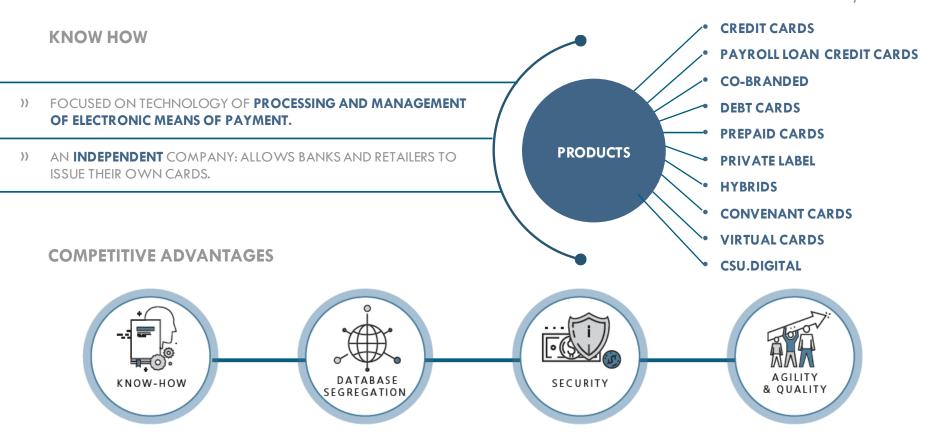
#### ACQUIRERS SERVICES

- >> Operation management
- )> Processing
- >> Prevention and fraud
- >> Network management
- )> Charge Back

# CARDSYSTEM & THE BUSINESS DIVISION



(CSU.CardSystem





PCI-DSS Certification (Payment Card Industry Data Security Standard) defined by the main market brands.

#### PROTECTS THE CONFIDENTIALITY AND INTEGRITY OF CARDHOLDER DATA



ISAE 3402 Certification (International Seal of Conformity and Trust)

INTERNAL CONTROLS IN COMPLIANCE WITH THE INTERNATIONAL STANDARDS.



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#### CARDSYSTEM IMPLEMENTED NEW SERVICES TO ATTEND CURRENT MARKET NEEDS



#### **COMPETITIVE ADVANTAGES**

Issuers are able to provide for clients total control of their means of payment in a single platform.

Developed for **Financial Institutions (all sizes)** that aim to provide products and **solutions that attend the needs of the digital generation**.

**Costs reduction** (up to 50% saving), **secure payments** via internet, Near Field Communication transactions through mobile phone, among other digital solutions.





THE MOST **COMPLETE** 

**DIGITAL SOLUTIONS** ON A

**UNIQUE PLATFORM** 

OFFERING THE BEST DIGITAL

**EXPERIENCE** FOR THE **ISSUERS** 

FINAL CUSTOMERS





Virtual Card Solution with 100% digital experience, without necessity of physical card sending.



**Totally modular** to satisfy the issuers' strategies



Integration to various platafrms (credit, Vision Plus, loyalty, OPTe+ and issuers)



**Friendly** to Samsung Pay, Android Pay, Apple Pay (future) and E-Commerces

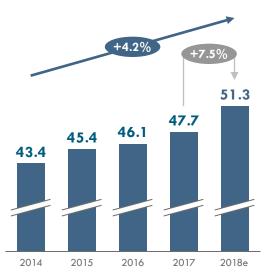






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#### CALL CENTER MARKET REVENUES: OUTSOURCED AND INTERNALIZED (R\$ BILLION)





## Trends:

- )> Intensification of digital channels utilization for customer relationship in a multichannel platform;
- » Necessity of transferring service operations to specialized companies. (33.7% of outsourced market).

GROWTH OF OPERATIONS THAT EMPLOYS VIRTUAL WORKSTATIONS:



Source: E-Consulting Group

Credit recovery and collection



Self atendance and self services through digital platforms



HIGHER COMPLEXITY and AGGREGATED VALUE Operations with SUPERIOR MARGINS.

Source: CallCenter.Inf

# NEW PRODUCTS & MARKET RECOGNITION



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CORPORATE UNIVERSITY



25,000 M<sup>2</sup> OF OPERATING ENVIROMENT



IN FRONT OF THE CPTM/METRÔ TRAIN STATION

#### TRANSFORMING CLIENT'S EXPERIENCE THROUGH CUSTOMIZED AND INNOVATIVE SOLUTIONS:

INSIGHTS CSU.Contact

client's experience.

Interactions analytical solution

of all channels to improve your

CSU.Contact 3.00

Relationship 2.0 evolution, attending various channel with

integrated resources to

understand the client's

necessities.

C.360°

Client's relationship platform through digital multichannel.



Processes and interactions of less complexity with automated applications.



Multichannel platform of proactive activation to monetize all client's life cycle.



Customer Care and Relationship



Sales and Retention



Back Office



Collection and Credit



Integrated management of the Credit and Collection journey







Associação

**AWARDS** 

SMART





























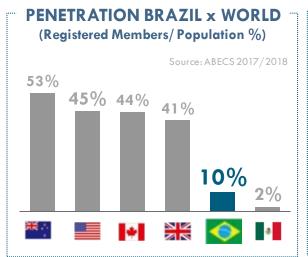


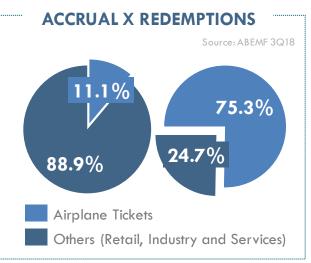


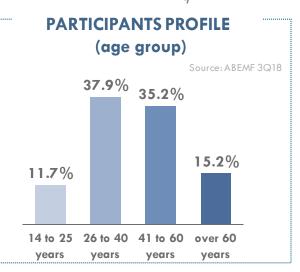
## BRAZILIAN LOYALTY MARKET



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#### DATA BY THE CARD AND LOYALTY MARKET

125 Mi REGISTERED CLIENTS IN 3Q18

+15.6% INCREASE OF REGISTRATION IN PROGRAMS
LOYALTY IN 3Q18 IN RELATION TO 3Q17

72.3 Bi POINTS ISSUED IN 3Q18

+ 16.4% INCREASE IN THE QUANTITY OF POINTS

+ 16.4% ISSUED IN 3Q18 IN RELATION TO 3Q17

64.4 Bi RESCUED POINTS

+ 17.9% INCREASE IN THE QUANTUTY OF RESCUED
POINTS IN 3Q18 IN RELATION TO 3Q17

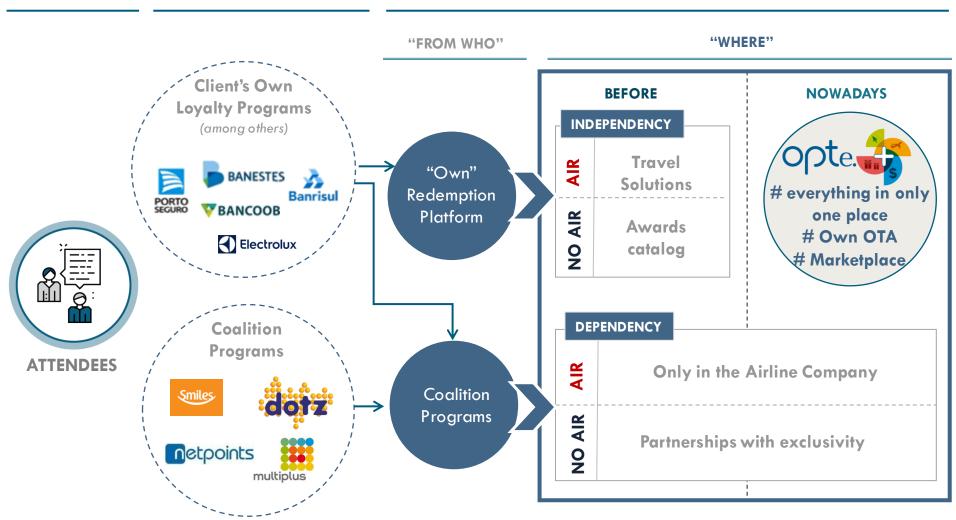


- Market in expansion with double-digit growth rate;
- High redemptions' concentration on airplane tickets;
- Greater interest on building customer loyalty with efficiency
- Products as a lower cost rescue alternative
- New opportunities in the tourism sector



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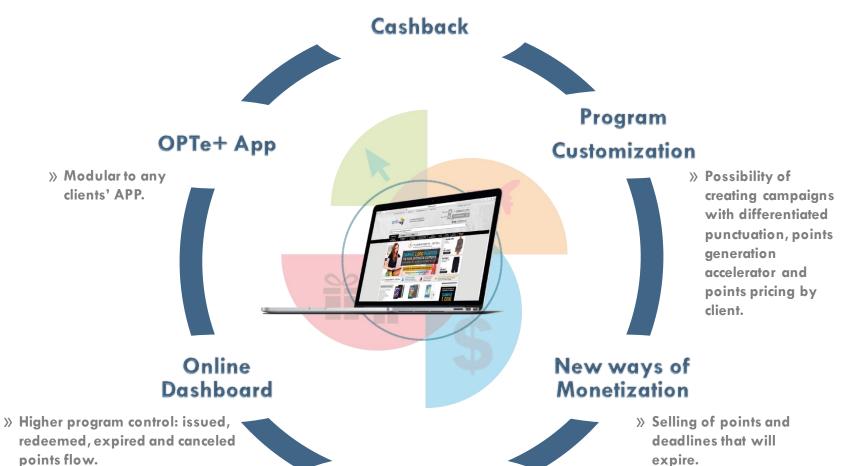
# AUDIENCE ACCRUAL REDEMPTION





» More alternative options of redemptions.

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# **Higher Efficiency**

» Default control: points generation linked to invoice payment and redemptions block for customers in arrears.



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#### BENEFITS FOR THE COMPANY

#### **BREAKAGE GAINS**

Real savings of up to 30%

#### **POINTS COST**

Costs management possibility

#### **CUSTOMIZED PACKAGES POSSIBILITY**

Product customization for the participant

#### LIABILITIES MANAGEMENT POSSIBILITY

CSU MarkertSystem own methodology

#### PARTICIPANT ACTIVATION

Blockage of BIN card, CPF or client code

#### NOT DEPENDING ONLY ON A SINGLE AIRLINE

+250 airline companies available

#### **AGGRESSIVE PROMOTIONS POSSIBILITY**

Supply chain optimization

#### INCREASE OF RELATIONSHIP WITH THE CLIENT

Active participation in whole client's cycle, narrowing the relationship



#### BENEFITS FOR THE PARTICIPANTS

#### **POINTS + CASH**

Enables high value products redemptions

# MORE CONVENIENCE FOR THE CLIENT

Immediate redemption without transferring of points

# COMPREHENSIVENESS: COMPLETE SOLUTIONS IN TRAVELS

Air tickets, packages, hotels, car rental

# ACCRUED POINTS BY USING POINTS IN TRAVEL

Redemption cycle is maintained without additional cost

#### **USE OF POINTS TO PAY TRAVEL FEES**

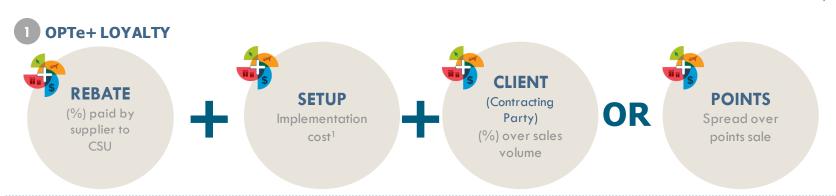
Reinforces the concept of "Travel Reward"

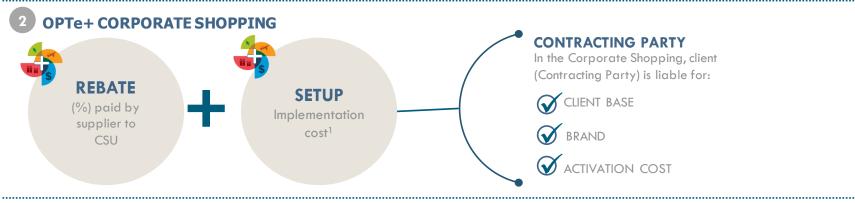
#### **GREATER AVAILABILITY**

Members can choose the best redemption option



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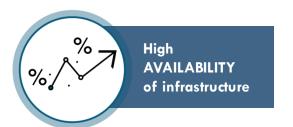




## (∫CSU.ITS

#### CSU ITS IS THE BUSINESS DIVISION SPECIALIZED IN BPO/ITO SOLUTIONS

- » DATA CENTER TIER III, CERTIFICATED BY UPTIME INSTITUTE.
- >> DATA CENTER BACK-UP LOCATED IN BELO HORIZONTE/MG AND BARUERI/SP
- » PARTNERSHIPS FOR OFFERING SERVICES WITH THE MAIN PLAYERS OF PROVIDING SOLUTION'S MARKET.
- » SYNERGY WITH THE OTHER BUSINESS UNITS.







**EXPERIENCE:** operational maturity

#### 99.982% OF INFRASTRUCTURE AVAILABILITY



# CORPORATE CLOUD COMPUTING

IT tools on a scalable manner and safely.



#### **MANAGED HOSTING**

Complete infrastructure services and environment management.



#### **CONSULTING IT SERVICES**

Team specialized in IT consulting and projects.



#### PREMIUM COLOCATION

Electric infrastructure services, area and security in accordance with the best market practices.



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IMPLEMENTED SERVICES THAT SHOWS SYNERGY WITH OTHER BUSINESS DIVISIONS, WITH TECHNICAL CAPACITY AND OPERATIONAL MATURITY IN BPO/ITO SERVICES.

#### **CERTIFICATIONS**













#### STRATEGICAL PARTNERS

Technological Independence





















#### **INFRASTRUCTURE PARTNERS**













#### **E-COMMERCE**

OPTe+

#### INTERNATIONAL BRANDS ENVIRONMENT

Visa and Mastercard

#### **CSU.CONTACT**

DAC/Voice Platform

#### **CORPORATE TELECOM**

Data links/ Internet Autonomus System

# CSU CARDSYSTEM TRANSACTION AUTHORIZER'S BACKUP

Porto Seguro / Banrisul / Tribanco

#### **MAINFRAME ENVIRONMENT**

CSU.Cardsystem Disaster Recovery

#### **CLOUD COMPUTING SOLUTIONS**

BMK / Granel / Hiperstream

**CARRIER NEUTRO** 

PRESENCE POINT OF THE MAIN TELEPHONE OPERATORS IN THE COUNTRY













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**M3** is a methodology developed by CSU to facilitate clients' **Journey to the Cloud** splitting the process in 3 very different but complementary phases.

# M1 - MATCH Environment Identification

This is the first phase that aims at listing potential environments that are eligible for migration. It has a characteristic of being very brief.



# M2 - MOVE Environment Transition

After environments definition, the migration phase takes place.

In this moment, the phocus is on preserving the availability and eventually optimize the





**MATURITY TIMELINE** 

# THE BUSINESS DIVISION



# (CSU.ITS

# **Overview** (End User Services)

SE	RVI	CE	DE	SK
ч				

Focus on FCR

*Incident Management* 

Assistance / Remote Control

Technical Support/Functional

#### SELF-SUPPORT

Reset / Password unlock

Request for folder access

Request of SW / HW

**SW** Installation

**SO** Installation

#### **FIELD SERVICE**

**Local Support** 

Hands and Eyes

IMAC/D

Service Point

VIP users support

#### **DEVICE MANAGEMENT**

**Automation** 

Management

Compliance

# Why CSU?



» Services born to the cloud



» Data Center Uptime TIER III Infrastructure



» Local decision facilitating subjects scheduling



Virtual Data Center with granular contracting and on demand



Use of best-of-breed solutions



» Critical mission acquired in + 25 years of history



# OPERATING AND FINANCIAL PERFORMANCE





NEW CONTRACTS in all the Business Divisions and RENEWAL OF EXISTING CONTRACTS.

#### **COST AND EXPENSES:**

Focus on the execution of the **COST AND EXPENSES REDUCTION PLAN**, with initiatives to optimize resources in all departments of the Company.

#### **INVESTMENTS:**

R\$ 51.4 MILLION of investments related to the development of new products, technological solutions and IMPLEMENTATION OF NEW COMMERCIAL CONTRACTS signed in 2018.

## PAYOUT OF 31% OF NET INCOME FOR THE YEAR:

Distribution of R\$ 10,1 MILLION of INTEREST ON SHAREHOLDERS EQUITY, on 02/15/2019.











# Entry of the Division in the **DIGITAL BANKING** segment

Complete **DIGITAL SOLUTIONS** to offer the best experience for the final customer

Processing of **ACQUIRING** transactions using **CSU.ACQUIRER** platform



Launching of **WEARABLES** solutions —
smart wearable device for means of
payment MODERN, SAFE, TOTALLY
DIGITAL AND FAST IMPLEMENTATION
PAYMENT EXPERIENCE

- » ÚNICA acquirer, a company of Grupo Martins: operation started in 2018
- Implementation of card processing of DIGI+ digital bank.
- Launching off 'LOSANGO Cards' app
- New contract with a client in the FULLY DIGITAL BANKING SECTOR



24 new commercial partners added in 2018, with **EXPANSION OF REDEMPTION OPTIONS** at Opte+ platform

New redemption options in the **ENTERTAINMENT** category



# RECORD of TRANSACTION FINANCIAL VOLUME: R\$244.3 MILLION redemptions in 2018 (+26.5% YoY)

- ) 'Trânsito + Gentil' program in partnership with **PORTO SEGURO** 
  - )> Incentive program of VOLKSWAGEN FINANCIAL SERVICES
    - » PORTO SEGURO and BANRISUL: Corporate Cards
  - New contract with BANCO MERCANTIL DO BRASIL



# Investments focused on **NEW CLIENTS IMPLEMENTATION** and increased of **PROCESSING CAPACITY**

Consolidation in the IT OUTSOURCING and CLOUD COMPUTING market

Delivery of various service **ON DEMAND**, including **DRAAS** 



TIER III DATA CENTER supporting

Division operations with

DIFFERENTIATED CLOUD

COMPUTING service

New contracts signed with clients from different sectors: SMC PNEUMÁTICA, FUNCESP e PORTOCRED

Renewal of HIPERSTREAM contract



Unit's consolidation as a reference in the provision of **COMPLETE SOLUTIONS** for operations with high **INNOVATION** levels

## **BUSINESS MODEL**

evolution

- ARTIFICIAL INTELLIGENCE AND COGNITIVE TECHNOLOGY
- FOCUS ON DIFFERENTIATED EXPERIENCE



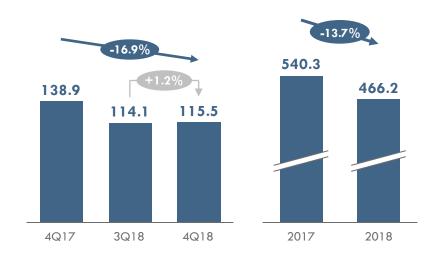


Customized and innovative products using **ROBOTIZATION**, **DIGITAL ANALYTICS** AND **OMNICHANNEL**.

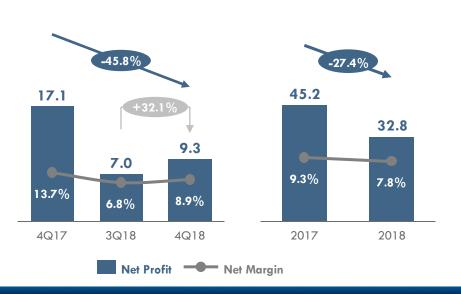
- New operation with EDENRED (TICKET)
- » Expansion of partnership with a **RETAIL GROUP** 
  - ATLAS SCHINDLER: growth in share of wallet
    - » Renewal of contract with a TELECOMMUNICATIONS OPERATOR
    - » Review of SICREDI's business model
    - New contract with a **HEALTH INSURANCE COMPANY** 
      - Maturation of **ENGLISH LIVE**'s operation
        - New contract with SKY



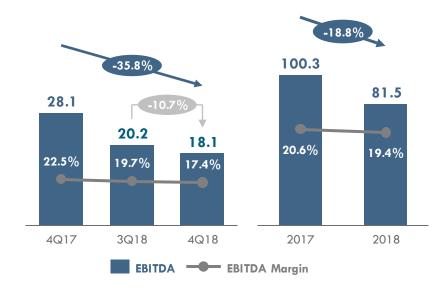
#### Gross Revenue (R\$ million)



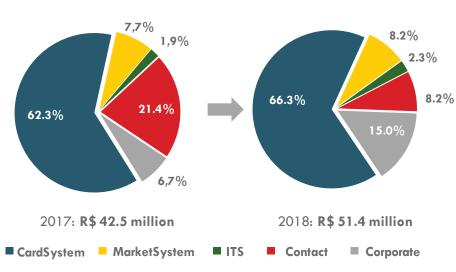
#### Net Profit and Net Margin (R\$ million and %)



#### EBITDA and EBITDA Margin (R\$ million and %)



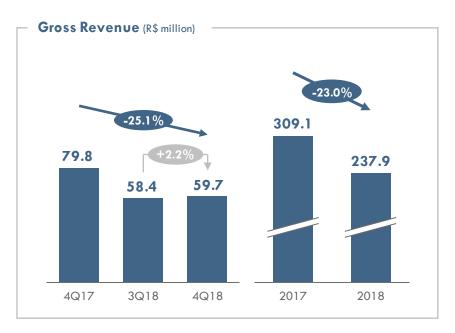
**CAPEX - Allocation per Business Division** (%)

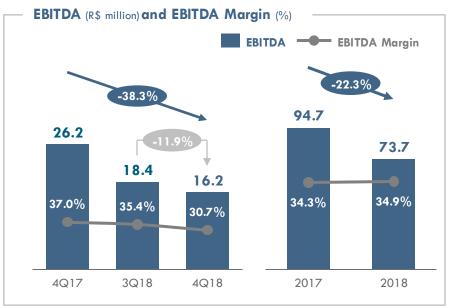


# PERFORMANCE PER UNIT: CSU.CARDSYSTEM



**CSU.CARDSYSTEM UNIT** consolidates the results of electronic means of payment processing and management (**CARDSYSTEM**), marketing relationship solutions, loyalty, incentive and e-commerce (**MARKETSYSTEM**) and IT outsourcing (**ITS**).





#### YoY CHANGES:

- Reduction in the card base due to the routine clean-ups of the base demanded by the Company's clients, in accordance with the strategy of each issuer (CARDSYSTEM).
- Revision of the financial and tax model of certain contracts without impacting the profitability (MARKETSYSTEM).

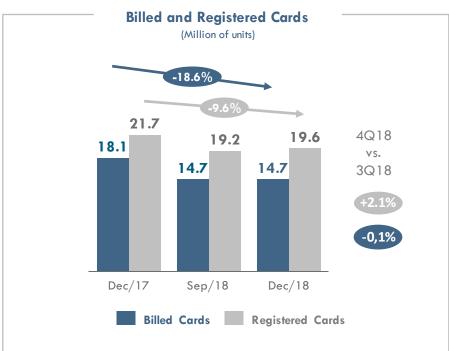
#### **QoQ CHANGES:**

Maturity in ALL BUSINESS DIVISIONS that are consolidated in the Unit's results.

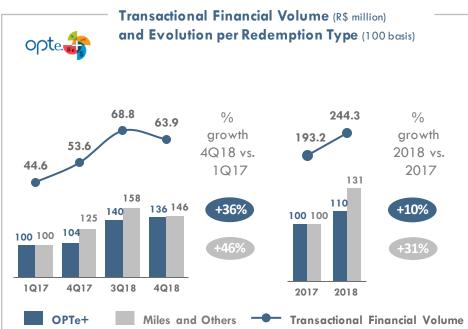
# PERFORMANCE PER UNIT: CSU.CARDSYSTEM







- YoY changes: Card base clean-ups compensated by the addition of 2.4 million of new cards, related to the organic expansion of our clients.
- QoQ changes: Organic growth of our clients and maturity of contracts signed in 2018.



▶ Record of transactional financial volume in 2018: R\$ 244.3 million (+26.5% YoY), due to growth in redemptions processed by MarketSystem Division and the increased maturity of contracts signed during the year.

# PERFORMANCE PER UNIT: CSU.CONTACT



































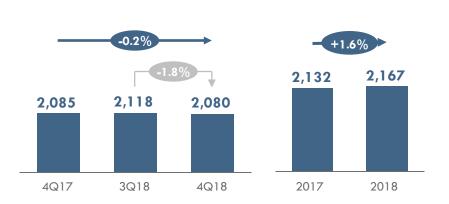




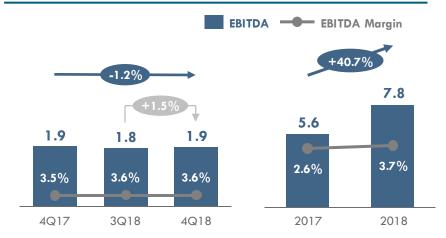
#### Gross Revenue (R\$ million)



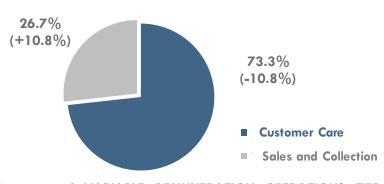
#### Workstations (Average Billed - units)



#### EBITDA (R\$ million) and EBITDA Margin (%)

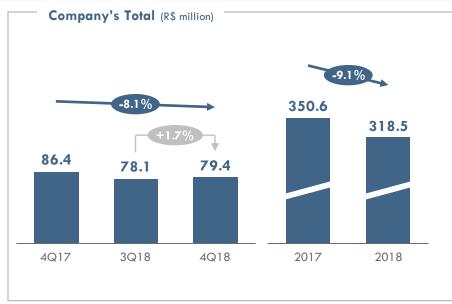


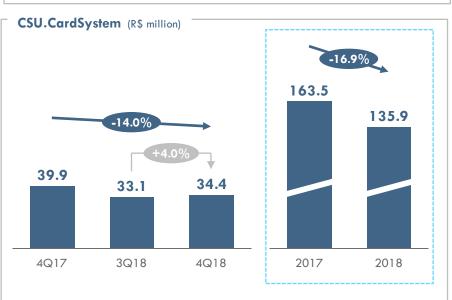
#### **Net Revenue by Type of Service 2018** (% and $\Delta$ YoY)



Expansion of VARIABLE REMUNERATION OPERATIONS TIED TO SUCCESS RATES (credit recovery).





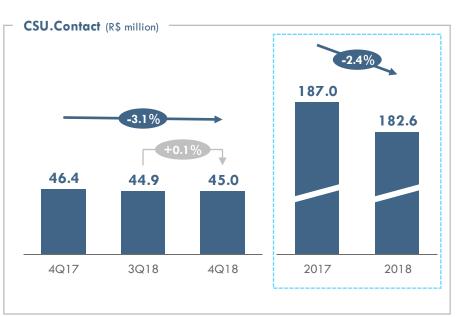


#### **CSU.CARDSYSTEM** 2018 vs. 2017 (%):

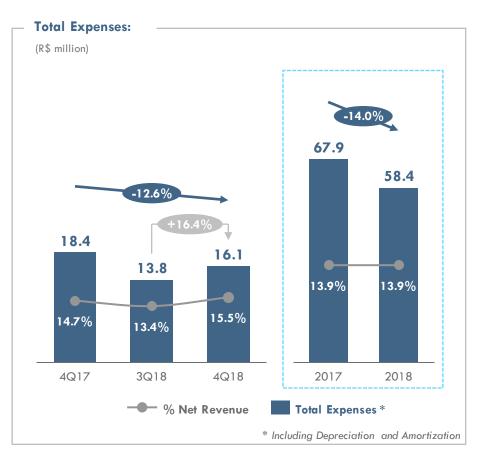
- (-)15.1% in Personnel: Effective Costs and Expenses Reduction Plan;
- (-)90.2% in Awards Delivered: revision in the dynamics of certain contracts;
- (-)48.3% in Communication and (-)15,2% Operational Materials: transfer of costs between the Units in order to improve the alignment of operations.

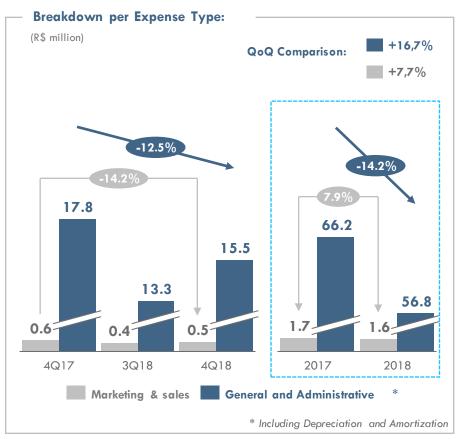
#### **CSU.CONTACT** 2018 vs. 2017 (%):

• Execution of Costs and Expenses Reduction Plan with reduction in practically all the lines of Costs.









#### **YoY Changes:**

- (-)14,2% in General and Administrative Expenses Expenses of 2017 were negatively impacted by non-recurring items, such as the restructuring of the Company's executive staff offset the growth in Depreciation and Amortization in the period.
- (-)7,9% in Marketing & Sales Company's Costs and Expenses Reduction Plan.





Operational Cash:

**Net Profit:** 

(+)32.1 % on QoQ comparison;

Working Capital: 4Q18 and 3Q18 impacted by variations in Accounts Receivable related to the timely delay in the receipt of certain revenues.

#### Investments:

- Software customizations and development;
- Development of CSU.Digital and CSU.Acquirer platforms;
- Increased processing and storage capacity in the ITS Division.

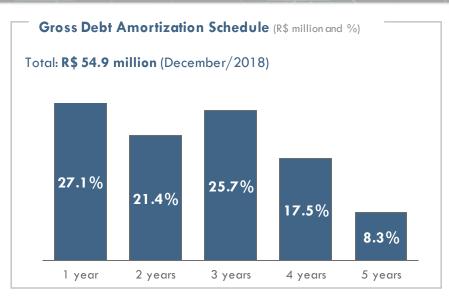
Financing Activities:

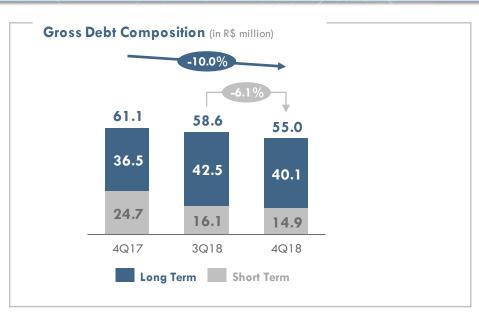
 $\Delta$  Gross Debt:

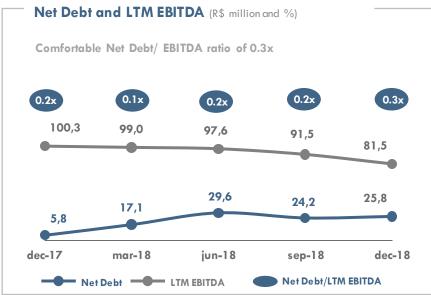
Net debt increase by R\$ 1.6 million.

NEW LOAN AGREEMENTS WITH LOWER SPREADS AND IMPROVEMENT OF DEBT PROFILE.







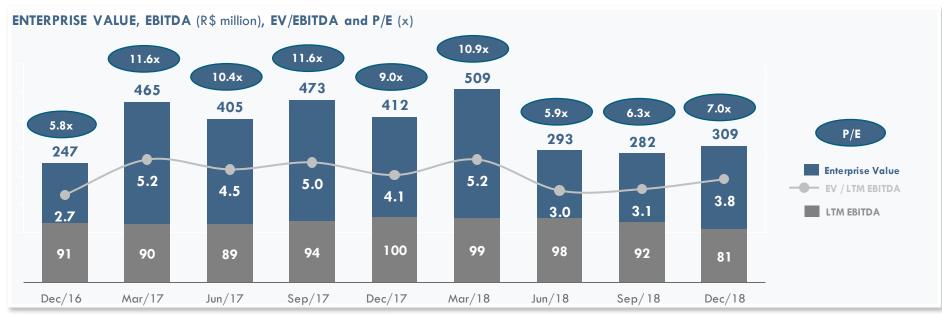


# SHORT-TERM debt representativeness of 27,1%.

# RESPONSIBLE MANAGEMENT OF CAPITAL STRUCTURE.

Comfortable Net Debt/ EBITDA ratio at 0.3x.







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