



**TOTVS**

Welcome to  
**TOTVS Day 2013**

The material that follows is a presentation of **general background information about TOTVS activities** as of the date of the presentation in November 2013. This information is given in summary form and does not purport to be complete. **It is not intended to be relied upon as advice to potential investors.**

This presentation may contain statements that express **management's expectations and/or forecasts about future events.** These expectations and/or forecasts involve risks and uncertainties that could cause actual results to differ materially from those projected in such forward-looking statements. Therefore, the future results of the company may differ from current expectations and **readers must not base their expectations exclusively on the information presented herein.**

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# Speakers

**Rodrigo  
Caserta**  
Sales &  
Services

**Alexandre  
Dinkelmann**  
Finance &  
Strategy

**Laércio  
Cosentino**  
CEO &  
Founder

**Marilia  
Rocca**  
Fluig  
Platform

**Gilsinei  
Hansen**  
Applications  
& Industries



# Event Agenda



**TOTVS**

1. Who we are
2. Where we are going
3. What we are doing
4. Q&A
5. Cocktail Reception

# Event Agenda



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# The TOP ERP Player in LatAm



**World's 6th largest  
ERP suite provider**

**Leading company  
in Brazil & Latin America**



**Absolute leader in the  
SMBs with more than 50%  
market share in Brazil**

**R\$ 1.6 Billion  
Net revenue in LTM-3Q13**



# Broad Distribution and Portfolio

Specialized solutions across 10 industries



# Broad Distribution and Portfolio

Solutions for  
companies of all sizes



# Broad Distribution and Portfolio

Unique distribution system

The background features a light blue and white color scheme. On the left, there are intricate circuit-like patterns. On the right, several white arrows of varying sizes point towards the right. A prominent blue arrow points upwards from the bottom center.

# Consistent Growth & Innovation

**R\$ 715 million in R&D** (in the last 5 years)  
Among top R&D investors in Brazil

**+13% CAGR**  
for Net Revenue (LTM 3Q09/13)

**+14% CAGR**  
of EBITDA (LTM 3Q09/13)

**+22% CAGR**  
of Net Income (LTM 3Q09/13)



# Strong corporate governance & Brand recognition

**+68% free float, a true corporation  
with no controlling group**

**6 out of 7 are independent  
board members**

**Ranked 22<sup>nd</sup> most valuable  
Brazilian brand**

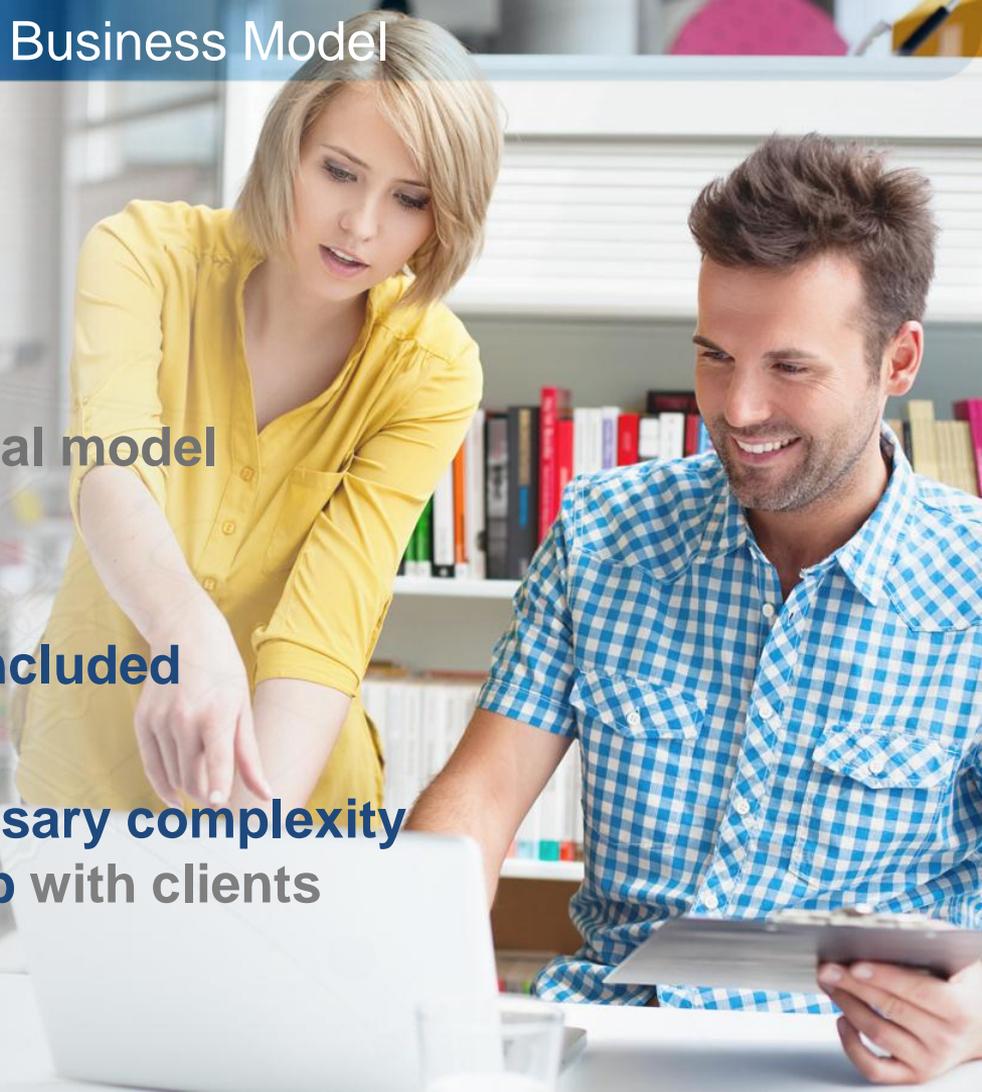


# Knowledge of the SMB market

Flexible solutions and commercial model

Monthly subscriptions providing direct support with all updates included

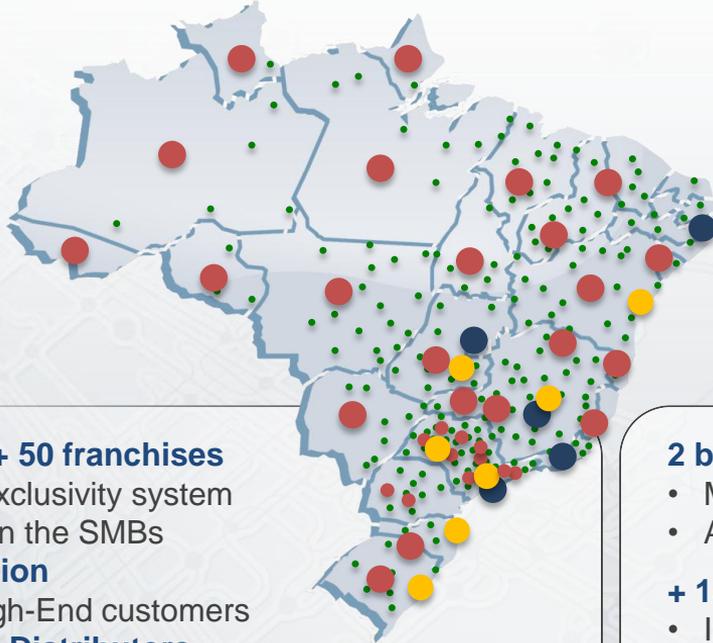
- A model aimed to avoid unnecessary complexity and based on strong relationship with clients





## Brazil

- Franchises
- Development Centers
- Branches
- Distributors



### 5 branches + 50 franchises

- Mutually exclusivity system
- Focused on the SMBs

### Private division

- For the High-End customers
- +200 TOTVS Distributors**
- Selling to micro enterprises across the country

### 7 Development centers

- Structured by vertical expertise
- +3,000 people on development & support

DISTRIBUTION

INNOVATION



## Americas

- Active customers ●
- Channels ●
- Branches (MX, ARG, USA) ●



### 2 branches

- Mexico – North cone hub
- Argentina – South cone hub

### + 15 franchises

- In LatAm

### 2 Development centers

- TOTVS Labs - California
- Mexico for LatAm localization

DISTRIBUTION

INNOVATION

**+3 Million people** accessing our solutions every day

## The TOP Player in business management applications from Emerging Markets

### Distributors (Micro)

**+38,000**  
clinics and  
medical offices

**+10,000**  
stores and small  
retail shops

**+6,500**  
small industries and  
service providers

### Branches & Franchises (SMB)

Market **Leader** in Brazil  
and LatAm

**60%** Brazilian sugarcane  
harvest

**+700** Brazilian  
Educational institutions

**+1,300** department stores

Present in **39 countries**

### Private (Large)

**+27%**  
of all listed companies  
in BM&FBovespa\*

**+46%**  
of all companies awarded  
for corporate governance  
excellence in Latin  
America\*\*

\*Audited by



\*\*Source:  
IR Global Rankings



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# TOTVS Evolution and Next Steps

Success is an outcome of wisdom and experiences of the past, knowledge and innovation of the present, and boldness to face the challenges of the future.



## START UP

- Vision of the meaning of PCs for small and medium companies
- Treaty of Tordesillas - regional distribution through franchises
- Strategic alliances project
- Corporate governance

# TOTVS Evolution and Next Steps

Success is an outcome of wisdom and experiences of the past, knowledge and innovation of the present, and boldness to face the challenges of the future.



## WARM UP

- Kick-off of a global software
- Siga 3 by 1 project
- International surname - private equity fund
- Internationalization
- Proximity with competitors and market

# TOTVS Evolution and Next Steps

Success is an outcome of wisdom and experiences of the past, knowledge and innovation of the present, and boldness to face the challenges of the future.



- Identification of the company's DNA
- A group based on people
- Mission / Vision / Values
- Definition of talent and necessary human capital

# TOTVS Evolution and Next Steps

Success is an outcome of wisdom and experiences of the past, knowledge and innovation of the present, and boldness to face the challenges of the future.



## NUMBER 1 BRAZIL

- Systems and technology by industry
- IPO project
- R\$ 1 billion project
- Market consolidation
- Customer relationship theory

# TOTVS Evolution and Next Steps

Success is an outcome of wisdom and experiences of the past, knowledge and innovation of the present, and boldness to face the challenges of the future.



**BE MORE ESSENTIAL**

**WHY BE MORE  
ESSENTIAL ?**



Being present

Expressing  
yourself

Cooperating

Sharing

**Global Environment**

Influencing

Being perceived

Being unique

**What we have to offer:**



**Connections**



**Mobility**



**Freedom of  
expression**



**Simplicity**



**Freedom of  
Choice**



**CHALLENGES**  
for individuals and companies

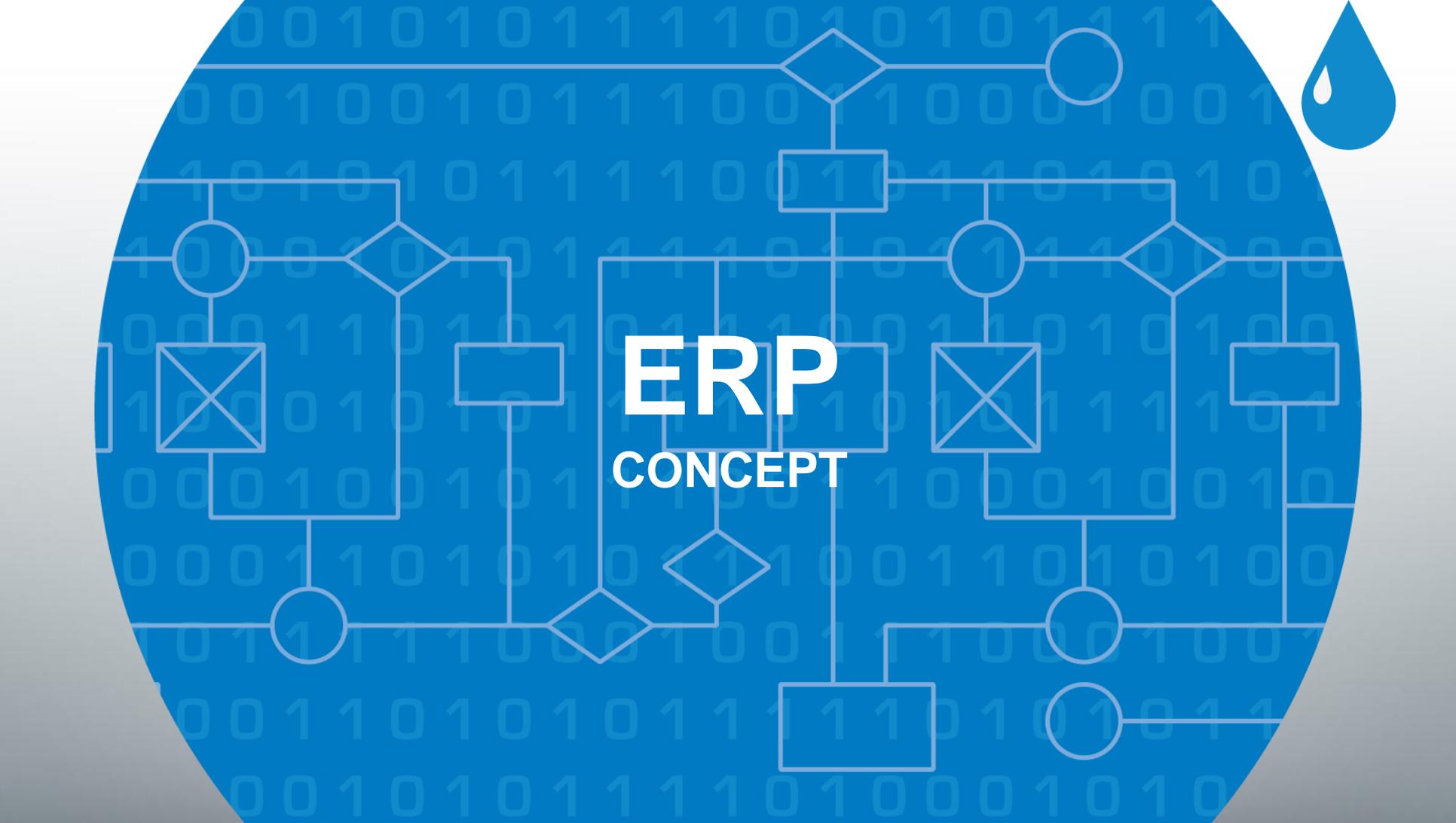


**To be PRESENT with no boundaries**  
**To be more ESSENTIAL**





# ERP CONCEPT

The image features a large blue circle containing a white circuit diagram with various components like resistors, capacitors, and diodes. The background of the circle is filled with a repeating pattern of binary code (0s and 1s). In the top right corner, outside the circle, is a blue water drop icon. The text 'ERP CONCEPT' is centered in the circle in a bold, white, sans-serif font.

# ERP

CONCEPT

# ERP CONCEPT



171.114 33.4 63% \*115 63% \*115\$ 171.114 33.4



# ERP CONCEPT





**OPPORTUNITY:  
TO MATCH BOTH  
REALITIES...**



# TOTVS` 3 concepts



**MATCHING BOTH  
REALITIES...**



**CLOUD/SAAS**

## **FLUID TECHNOLOGY**

*Easy to use and deploy, simple and mobile, and which promotes productivity, sharing and cooperation, thus impacting a higher number of individuals and companies.*

## **ESSENTIALITY**

*Specific offers targeted at the Core Business of each marketing industry with full adherence.*

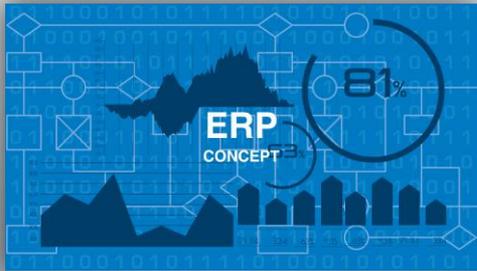
## **ERP LIGHT**

*Management Systems that “work out at the gym” to become lighter and naturally focused on their CORE, in CLOUD and MOBILE, providing a natural user interface.*

# TOTVS` 3 concepts



**MATCHING BOTH REALITIES...**



**FLUID TECHNOLOGY**

*PRODUCTIVITY AND COLLABORATION PLATFORM*

**ESSENTIALITY**



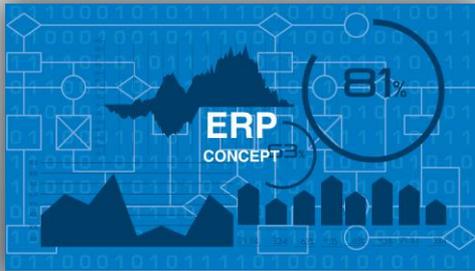
**ERP LIGHT**

*TRANSACTIONAL ENVIRONMENT SYSTEMS*

# TOTVS` 3 concepts



**MATCHING BOTH REALITIES...**



**PRODUCTIVITY AND COLLABORATION PLATFORM**

## FLUID TECHNOLOGY

Identity | Document and process management  
Integration | Indicators | Business  
Collaboration | Portals

## ESSENTIALITY



## ERP LIGHT

**TRANSACTIONAL ENVIRONMENT SYSTEMS**

**New user experiences and full adherence**

# TOTVS Evolution and Next Steps

Success is an outcome of wisdom and experiences of the past, knowledge and innovation of the present, and boldness to face the challenges of the future.



## START UP



## WARM UP



## DNA



## NUMBER 1 BRAZIL



## BE MORE ESSENTIAL

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- Systems and technology by industry
- IPO project
- R\$ 1 billion Project
- Market consolidation
- Customer relationship theory

- To provide solutions and platforms, that are both global and innovative in their nature, across industries
- To play a key role in our clients' management and operations
- To consolidate and be the leader in strategic industries
- To become a "TOP Americas" player, supporting our clients globally

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## More Industries in the game

In the last years **new industries have adopted integrated solutions** to achieve efficiency gains.

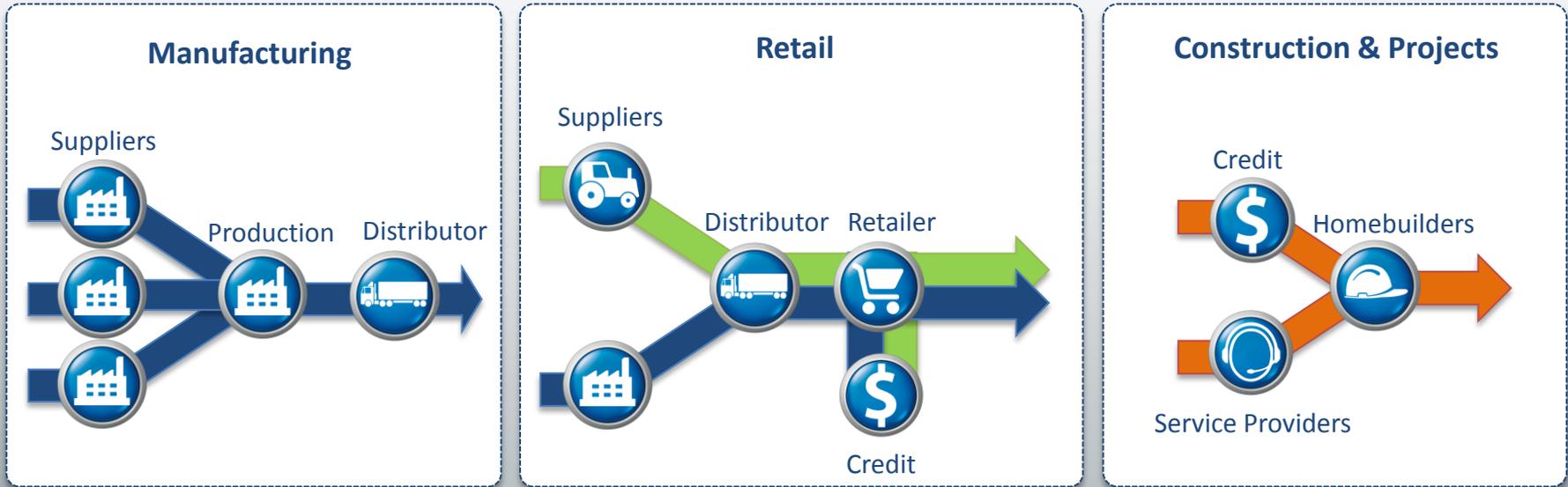
## New opportunities in specialization

Both late and early adopters **see more value** in solutions **connected to their core business**. The development roadmap is aligned with client demand, with the goal of increasing the adherence.



## ACCRETIVE USE OF SPECIALIZATION

The Company's strong market positioning among several market industries allows TOTVS to be the best player to **integrate value chains** with cross industry solutions, such as:



## GROWTH VECTORS BY INDUSTRY

Addressing the industries specific needs. Examples:

VECTOR	OPPORTUNITY	SOLUTION
 <p>Services</p> <p>Brazilian economy becoming more service-oriented</p>	<ul style="list-style-type: none"> <li>▪ New companies providing facilities outsourcing services</li> </ul>	<ul style="list-style-type: none"> <li>➤ TOTVS Services (specific offering for facilities)</li> </ul>
 <p>Credit</p> <p>Credit expansion</p>	<ul style="list-style-type: none"> <li>▪ To help retailers solving their margin equation</li> </ul>	<ul style="list-style-type: none"> <li>➤ TOTVS Credit management integrated with TOTVS Retail</li> </ul>
 <p>Retail</p> <p>Consumption expansion in C and D classes</p>	<ul style="list-style-type: none"> <li>▪ Supermarkets in metropolitan surrounding and/or remote areas</li> <li>▪ Store chains focused on the countryside</li> </ul>	<ul style="list-style-type: none"> <li>➤ TOTVS Supermarket by RMS</li> <li>➤ New POS boosted by e-fiscal note</li> </ul>

## EVOLUTION ON THE DISTRIBUTION SIDE

Developing new ways to evaluate the sales potential, measure channel distribution and controls allowing us to capture market opportunities.



- Geographical Intelligence and regional occupation analysis



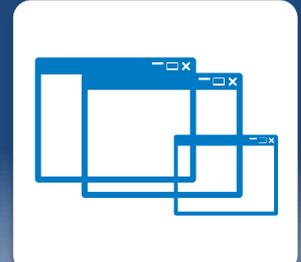
- Industry oriented Channels and Sales goals



- Specialized performance monitoring and support system



- Leads generation and distribution with market specialization



- New CRM and internal controls and processes



## Client profile:

- **Over 50-year experience** in the supply of automotive products and services
- **Accredited and authorized reseller of Pirelli**. Also reselling products from Cofap, Bosch, Fremax, Syl, Fabrini, Mangels, among others
- **Several stores in the metropolitan region of São Paulo**, with advanced technology equipment
- **TOTVS's client for over 13 years**



**Caçula de Pneus**



## Solution Landscape:

- **The entire operation is controlled by TOTVS software** (financial, accounting, supply chain, logistics, human resources and tax routines)
- **TOTVS supported the client expansion** that more than **doubled its number of stores** as **tripling its annual revenue**
- **With TOTVS support**, a franchise model was developed in order to **expand Caçula's store network**
- This expansion is **heavily based on the usage of TOTVS solutions**, and further productivity gains are expected as more solutions are adopted



**Caçula de Pneus**



## Client profile:

- Founded in 1971, **is one of the world's largest producers of footwear**. Has **~29,000 employees** and revenues of R\$ 2.4 Bi
- **13 footwear factories, 1 PVC Plant** with a production capacity of **240 million pairs of shoes per year**, and distribution logistics serving **more than 90 countries**
- **Own brands:** Melissa, Rider, Grendha, Ipanema, Ilhabela, Zaxy, Cartago, Pega Forte, Grendene Kids and Baby
- **Third-party brands and licenses:** Gisele Bündchen, Ivete Sangalo, Mormaii, Guga Kuerten, Hot Wheels, Barbie, Hello Kitty, Spiderman and Disney's licenses

# Grendene®



## Relationship with TOTVS:

- **Grendene has been using TOTVS solution since 2002**, when it first implemented the TOTVS ERP solution from Datasul (a former company brand) to support the manufacturing processes as well as back office financial, accounting, HR and tax processes
- Over the years the relationship between the companies has strengthened and Grendene has become one of **TOTVS's Large Account cases**

# Grendene®



## Solution Landscape:

- **All 15 production plants are integrated by TOTVS** solutions along with some satellite solutions
- **2,500 users**, 160 people on the IT team with robust and redundant datacenter and links to all plants Currently **upgrading to the latest version**, IT team rated it as low risk as TOTVS has always respected client legacy and integrations
- **Partner in the development** of Fluig Platform and Fluig Identity

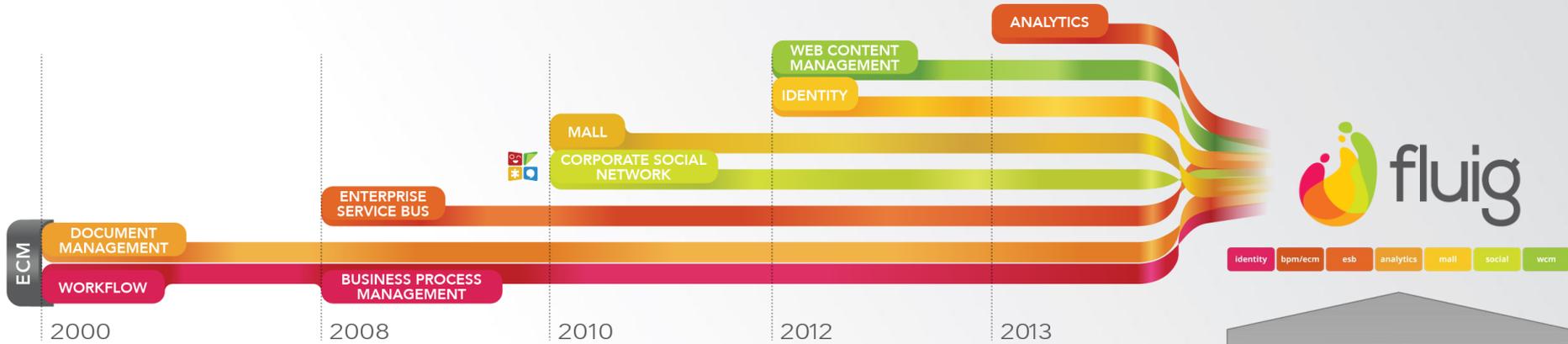
# Grendene®





fluig

FLOWING  
PRODUCTIVITY



Identity | Document and process management  
Integration | Indicators | Business  
Collaboration | Portals



TRANSACTIONAL ENVIRONMENT SYSTEMS



An agnostic platform to manage  
**PROCESSES, DOCUMENTS, IDENTITIES**  
through a single interface of collaborative communication.



# Platform

**identity**  
Id  
management

**bpm/ecm**  
Process and  
content  
management

**esb**  
Systems  
integration

**analytics**  
Business  
indicators

**mall**  
Stores

**social**  
Colaboration

**wcm**  
Portals

Worldwide

Solutions for any  
time, place, or screen

Fast and simple,  
or forget it

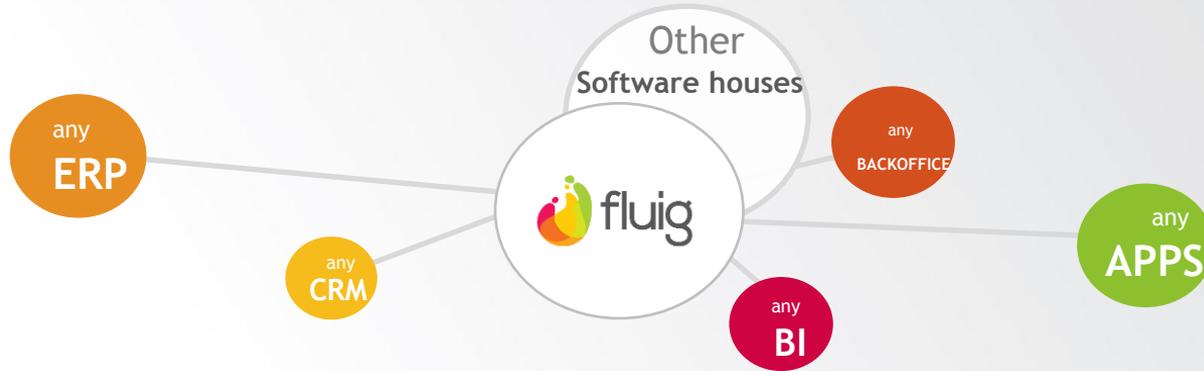
Safety and ownership  
for customers

Cloud

Platform and  
Ecosystem

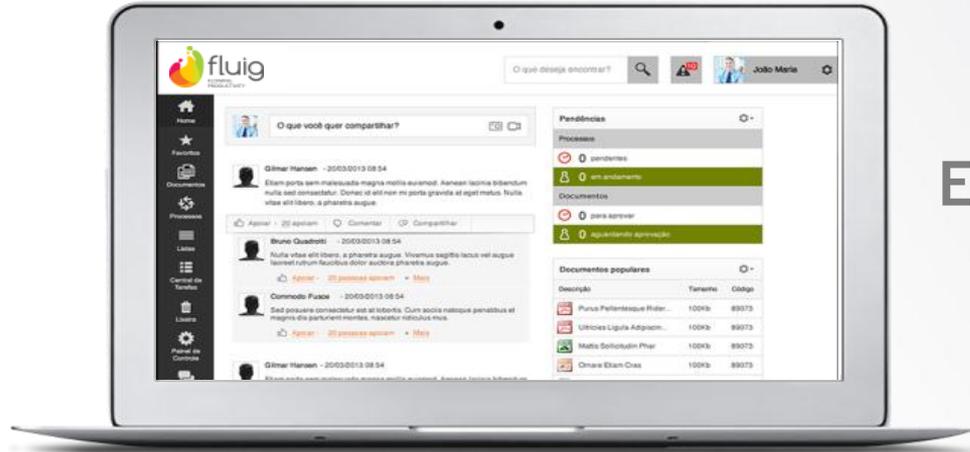
Always  
collaborative

Agnostic

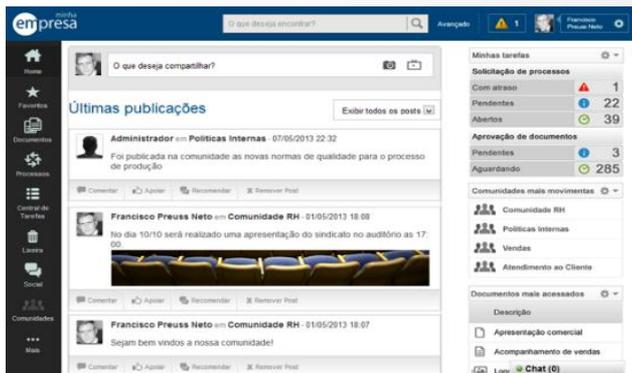


We integrate with any system from any supplier using a Service Oriented Architecture (SOA).

Fluig is an independent platform that can serve other Software Houses and Service Companies.



Everything in a single interface,  
quick and fluid.



**empresapresa** O que deseja encontrar? Avançado

**Últimas publicações**

- Administrador em Políticas Internas** 07/06/2013 22:32  
Foi publicada na comunidade as novas normas de qualidade para o processo de produção
- Francisco Preuss Neto em Comunidade RH** - 01/05/2013 18:08  
No dia 10/10 será realizado uma apresentação do sindicato no auditório as 17:00
- Francisco Preuss Neto em Comunidade RH** - 01/05/2013 18:07  
Sejam bem vindos a nossa comunidade!

**Minhas tarefas**

- Solicitação de processos**
  - Com atraso: 1
  - Pendentes: 22
  - Abertos: 39
- Aprovação de documentos**
  - Pendentes: 3
  - Aguardando: 285

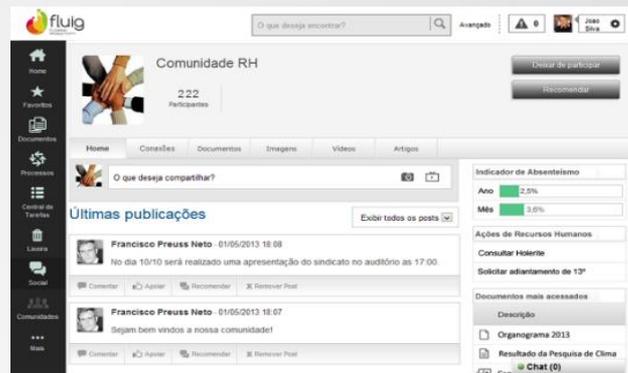
**Comunidades mais movimentadas**

- Comunidade RH
- Políticas Internas
- Vendas
- Atendimento ao Cliente

**Documentos mais acessados**

- Descrição
- Apresentação comercial
- Acompanhamento de vendas

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**fluig** O que deseja encontrar? Avançado

**Comunidade RH**  
222 Participantes

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**Indicador de Absenteísmo**

- Ano: 2.0%
- Mês: 3.0%

**Ações de Recursos Humanos**

- Consultar Holerite
- Solicitar adiantamento de 13º
- Documentos mais acessados
- Descrição
- Organograma 2013
- Resultado da Pesquisa de Clima

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**fluig** O que deseja encontrar? Avançado

**Comunidade RH**  
222 Participantes

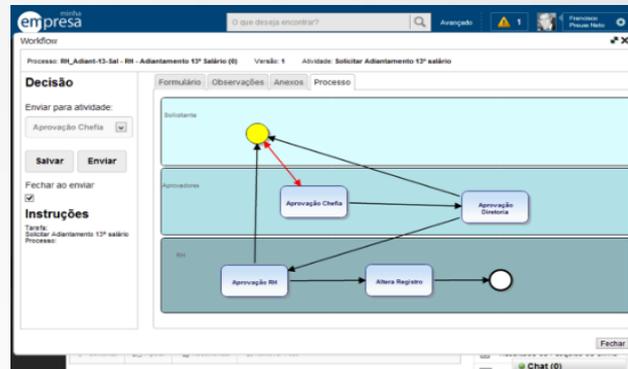
**Protheus - Holerite**

**Recibo de Pagamentos**

Empres	Funcionario	Referencia	Semana	Tipo
04 - YOFYS - BIAZI	000001 - DERVAL JOSÉ MATTIOLLO DE ASSIS	01/11/2012		Faltas
Av. Juvêncio Lima, 1631	Funcao: 000 - OPERADOR DE MAQUINAS	01/11/2012		
	Salario Base: -6,00			

Codigo	Descricao	Referencia	Prevento	Desconto	Bases
101	SALARIO BASE		1.072,00		
103	ADIC. RESALUBR 10%		220,00	321,03	
105	ADIC. PERICULOSIDADE		220,00	44,07	
102	DIR. - RESALARIO		44,00	443,87	
123	DIR. - SA EXTRAS		1,71	17,19	
136	H. EXTRAS A 100%		3,41	68,77	

Total de Prevento: Total de Desconto: Líquido:



**empresapresa** O que deseja encontrar? Avançado

**Workflow**

Processo: RH\_Adiant-13 Sal - RH - Adiantamento 13º Salário (R) Versão: 1 Atividade: Solicitar Adiantamento 13º salário

**Decisão**

Enviar para atividade: Aprovação Chefe

Salvar Enviar

Fechar ao enviar

**Instruções**

Tarefa: Solicitar Adiantamento 13º salário  
Processo:

```

    graph TD
      Start(( )) --> A[Aprovação Chefe]
      A --> B[Aprovação Diretoria]
      B --> C[Aprovação RH]
      C --> D[Alterar Registro]
      D --> End(( ))
  
```

Fechar

Log: Chat (0)

Anywhere,  
any time.







## MANUFACTURING

- Quality Management: Action Plans, ISO
- Engineering: documentation of technical drawings and item registration



## SERVICES

- Contact Centers, Consulting, Franchises
- Efficiency in Human Resources processes
- Events, Traveling, Supply Management Control



## FINANCIAL SERVICES

- Credit approval
- Account opening



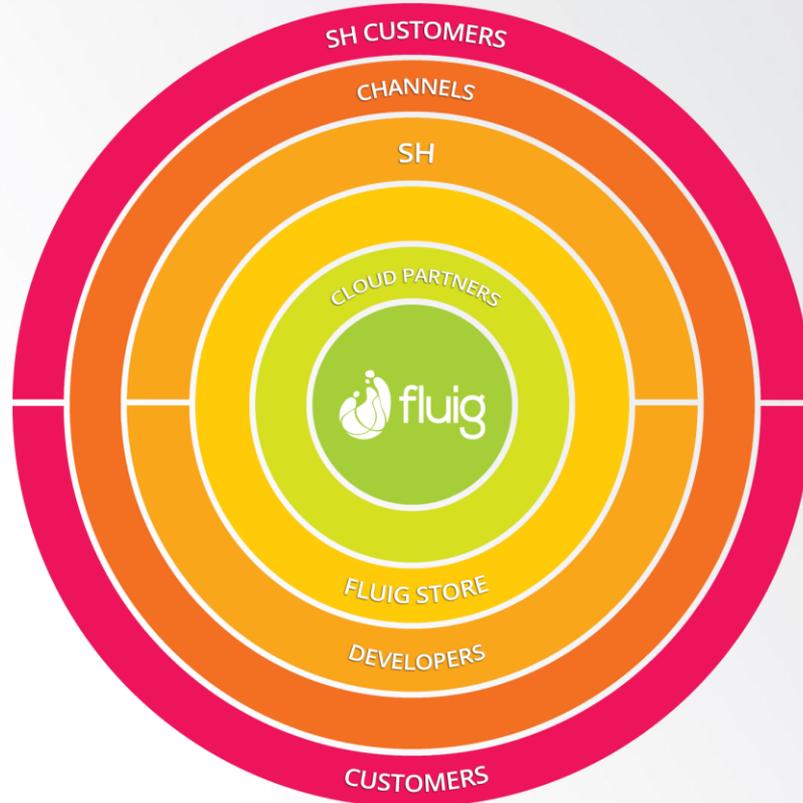
## CONSTRUCTION

- Constructions: Contracts, Evidences
- Financial: Project Expenses Control and Approval
- Communities by Projects



## EDUCATION

- Scholarship control: Payment / Evaluation
- Patent registration
- Communities by courses
- Student and teacher engagement



Smart process applications with Business Process Management - BPM will become a **US\$34 billion market by 2015**

Smart process apps with BPM will become 10% of the application market by 2015



Fluid Technology

ERP Light

Essentiality

## Fundamentals for Organic / Inorganic Investments

### Technology

Components and tools that allow the development of new products and services

### Solutions

Applications that add value to client's business

### Geographies

Reinforce regional presence or are key to reduce geographical barriers

### Abilities

Add or Reinforce skills and abilities in certain activities or niches

## Strong and predictable cash flow generation

- R\$ 301 Million EBITDA (LTM 3Q13)
- R\$ 287 Million Operating cash flow (IFRS)
  - Including payment of R\$14mm of interest

## Strong capacity to support growth

- Net cash position in 3Q13
- R\$ 658.6 Million financing line from BNDES to support current R&D and marketing investments, as well as increasing firepower for future inorganic movements

## Consistent Dividends

- R\$ 139 Million in dividends and interest on equity (LTM 3Q13)
  - ~60% dividend payout over the last years

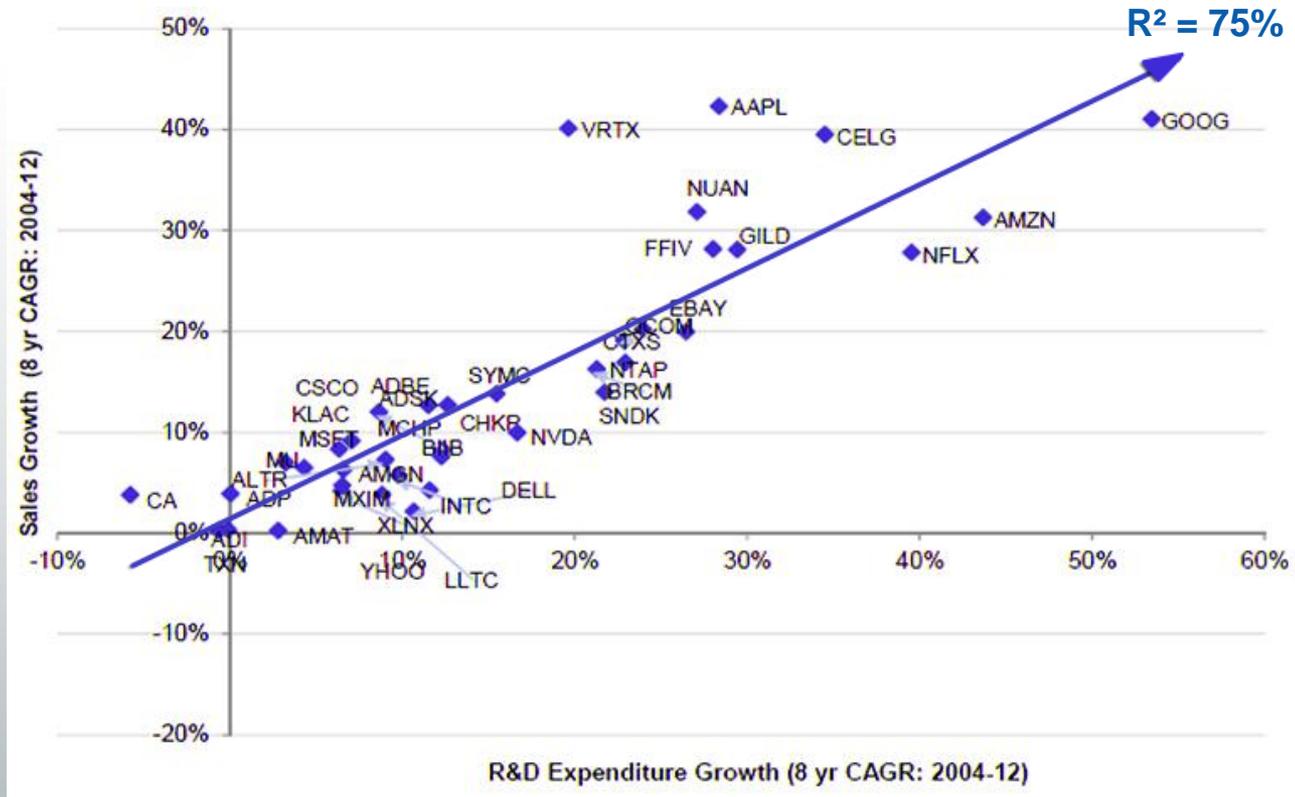
## Strong capacity to support growth

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## Active M&A Strategy

- R\$ 177 Million in acquisition and venture capital investments (LTM 3Q13)
  - 3 Acquisitions (PC Sistemas, PRX, RMS) in 2013
- 4 Invested companies (Good Data, uMov.me, Zeropaper, Intelie) in 2013

Strong R&D investment is key to long term growth.



# TOTVS is the strongest technology player in LatAm

- Among the top R&D investors
- Solutions for 10 industries
- The most comprehensive distribution system in Brazil
- Knowledge of the target market
- Most capable value chain integrator



# TOTVS is the strongest technology player in LatAm

We match the new market needs by providing:

- Fluid Technology
- ERP light
- Essentiality



MATCHING BOTH REALITIES...



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Cocktail reception