

PagBank PagSeguro is one of the most valuable Brazilian brands in 2021

São Paulo, December 16th, 2021 — PagSeguro Digital Ltd., or PagBank PagSeguro (NYSE: PAGES), the market leader in the number of merchants in the Brazilian Payments industry, which promotes innovative solutions and inclusion in financial services and payments, places the 22nd position in the “Brazilian most valuable brands”, published by the global consultancy Interbrand last Friday (10).

For PagBank PagSeguro this recognition is the result of the investments the company did over the years. PAGES’ brand counts with more than 12 million clients and keeps innovating the financial market.

The ranking is published in Brazil since 2001 and the methodology was developed in partnership with London School of Economics. The assessment analyses more than 130 companies through more than a thousand interviews and takes in consideration criteria such as origin, public financial statements, brands results and an index that shows the brand recognition. PagBank PagSeguro brand was valued at R\$ 570 million, as the 22nd most valuable brand in the ranking.

About PagBank PagSeguro

PagBank PagSeguro is a disruptive provider of financial technology solutions focused primarily on consumers, individual entrepreneurs, micro-merchants, small companies, and medium-sized companies in Brazil. Among its peers, PagBank PagSeguro is the only financial technology provider in Brazil whose business model covers all the following five pillars:

- Multiple digital banking solutions
- In-person payments via point of sale (POS) devices that PagSeguro Digital provides to merchants
- Free digital accounts that PagSeguro Digital provides to its consumers and merchants with functionalities such as bill payments, top up prepaid mobile phone credit, wire transfers, peer to peer cash transfers, prepaid credit cards, cash cards, loans, investments, QR code payments, and payroll portability, among other digital banking services
- Issuer of prepaid, cash and credit cards
- Operate as a full acquirer

PagBank PagSeguro is an UOL Group Company that provides an easy, safe and hassle-free way of owning a free PagBank digital account, which is similar to a regular checking account linked to the Brazilian Central Bank's platform, with the feature of accepting payments, where its clients can transact and manage their cash, without the need to open a regular bank account. PagBank PagSeguro's end-to-end digital banking ecosystem enables its customers to accept a wide range of online and in-person payment methods, including credit cards, debit cards, meal voucher cards, *boletos*, bank transfers, bank debits and cash deposits.

PagBank PagSeguro's mission is to disrupt and democratize financial services in Brazil, a concentrated, underpenetrated and high interest rate market, by providing an end-to-end digital banking ecosystem that is safe, affordable, simple and mobile-first for both merchants and consumers.

SOURCE: PagBank PagSeguro

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Forward-Looking Statements:

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