

Relatório da Administração – Exercício Social Encerrado em 31 de Dezembro de 2024

08 de Maio de 2025

Senhores Acionistas,

Apresentamos a seguir os principais destaques operacionais e financeiros da companhia no exercício de 2024.

Desempenho Operacional e Econômico-Financeiro

No exercício de 2024, a receita líquida atingiu R\$ 24.999 mil, representando um crescimento expressivo de **61% em relação ao ano anterior (R\$ 15.498 mil em 2023)**. Esse avanço reflete o aumento na base de clientes, o amadurecimento da estratégia comercial e uma maior penetração dos nossos produtos e serviços via upsell.

O **lucro bruto foi de R\$ 19.849 mil**, com uma margem bruta de **79,4%**, superior às margens observadas nos anos anteriores, refletindo a escalabilidade do modelo de negócios e maior eficiência na entrega dos serviços. Apesar da evolução na receita, o exercício de 2024 ainda apresentou **prejuízo líquido de R\$ 2.530 mil**, impactado principalmente pelo crescimento das despesas operacionais, com destaque para:

- Despesas de Vendas e Implantação: R\$ 8.622 mil
- Despesas de Marketing: R\$ 5.748 mil
- Despesas Gerais e Administrativas: R\$ 5.172 mil

Esses investimentos estão alinhados ao plano de expansão da companhia e visam sustentar o crescimento orgânico de longo prazo.

Fluxo de Caixa

O caixa líquido aplicado nas atividades operacionais totalizou **R\$ (1.747) mil**, reflexo do prejuízo contábil. Nas atividades de investimento, foram aplicados **R\$ 1.456 mil**, principalmente em desenvolvimento de ativos intangíveis e adições ao imobilizado, reforçando nosso compromisso com a inovação e com a base tecnológica da companhia.

O caixa foi parcialmente recomposto por captações de recursos, com **R\$ 1.563 mil em novos empréstimos**. Ainda assim, o exercício apresentou **redução líquida de caixa de R\$ 1.613 mil**, encerrando com um saldo de R\$ 1.328 mil.

Perspectivas

A administração segue confiante na trajetória de crescimento da companhia. Os investimentos realizados ao longo de 2024 em marketing, expansão comercial e estrutura organizacional visam fortalecer a posição no mercado e preparar a companhia para alcançar a lucratividade nos próximos ciclos. Seguimos comprometidos com a disciplina financeira, com iniciativas voltadas à melhoria da eficiência operacional, à retenção de clientes e ao avanço da rentabilidade.

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Murillo Nogueira Seelent – CFO

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Eventos do signatário

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CEO

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Murillo Nogueira Seelent

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Diretor Financeiro

Cidade Jardim

Nível de segurança: E-mail, Autenticação da conta (Nenhuma)

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