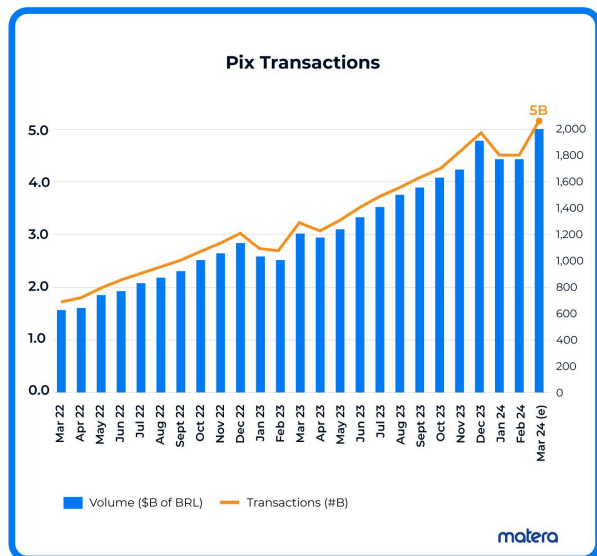


Pix by the Numbers | Q1 2024

# Pix sets the standard for the digital finance revolution

## Approximately 5 Billion Pix transactions in March

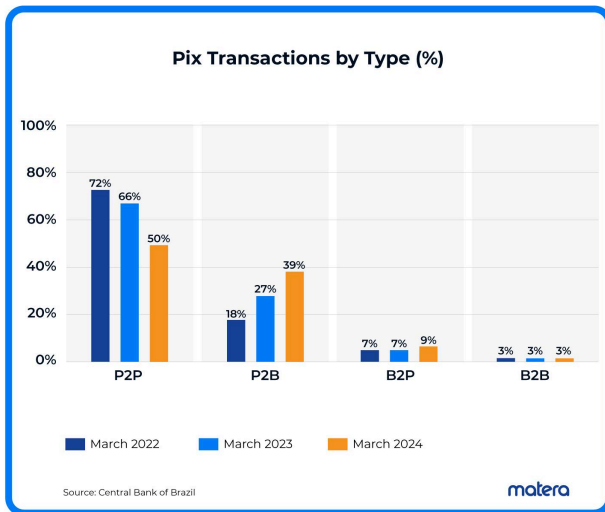
**QR Code 41% of all Pix transactions, the preferred payment for retailers**



### March Pix volume is 67% higher YOY

Pix reaches a new milestone by reaching an estimated 5 billion Pix transactions in March.

The number of Pix transactions is 30% more than credit and debit combined (As of Q3 2023 - most recent data available). In Q2 2023, there were 11.2 billion Pix transactions vs. 4.6 billion card and 4 billion debit transactions



### P2B continues to displace card transactions between consumers and companies

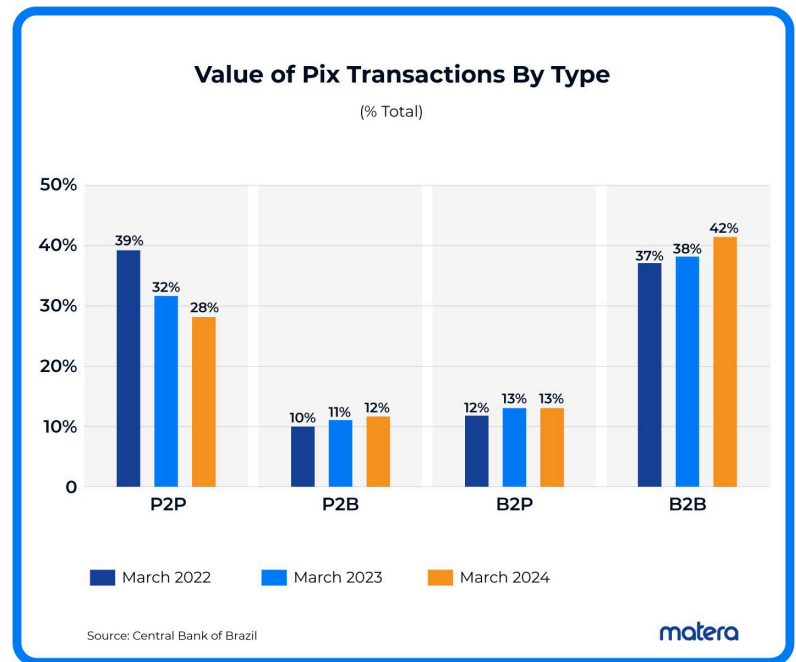
39% of all Pix transactions in March 2024 were P2B. This is up from 27% in March 2023. P2B remains the fastest growing use case for Pix.

Interestingly, the growth in B2P and B2B are also far outpacing the growth in P2P as billers and merchants realize material cost savings with Pix over other payment methods.

The growth in the value of B2B is particularly noteworthy. B2B transactions represent 42% of the total value of Pix transactions even though B2B is only 3% of the total number of Pix transactions.

The value in B2B Pix transactions in March 2024 is up 57% from March 2023.

In late 2023, a new infrastructure was launched to foster the growth of this type of transaction. So, this trend should continue in 2024 possibly replacing TED, which are ACH-like transactions.



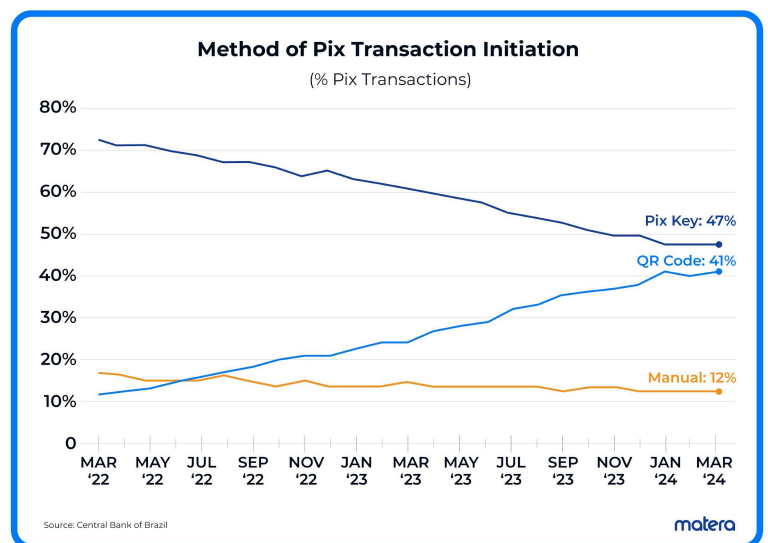
### QR Codes fueling P2B transactions

41% of Pix transactions are initiated by QR Code. In terms of volume, approximately 2 Billion Pix transactions per month are initiated by someone scanning a QR Code from their mobile device.

The Central Bank of Brazil standardized QR Codes when Pix launched in 2020.

QR Codes contain all the necessary payment details to process the payment - amount due, order #, merchant's bank account information, unique QR Code ID etc.

The QR Code standard provides a seamless payment experience for consumers and easy real-time settlement as all parties to the transaction leverage the data in the QR Code.



## Our Take

Pix continues to set the standard for the digital finance revolution. The consistent and simple user experience drove adoption of P2P soon after launch. Once consumers caught on, businesses soon followed. Pix already dominates P2P transactions. P2B has been the fastest growing Pix use case in the past year. And, now B2B is catching fire with the value of these Pix transactions up 57% YOY.

QR Codes were pivotal to Pix adoption especially for billers and merchants. They not only enable Pix payments without sharing financial account details, but they usher in a shift to push payments, reducing the need for intermediaries. For merchants and billers this translates to lower cost and the ability to provide more personalized offers to consumers.

- QR Codes paired with Pix create a great user experience for both consumers and merchants to pay each other directly out of their bank accounts instantly.

The QR Code standard set by the Central Bank was fundamental toward this end. Every financial institution that generates QR Codes must adhere to the format of information embedded in the QR Code. This ensures that a consumer with any bank or retailer mobile app can scan a QR Code presented by a business and money will move to and from the correct accounts.

Because QR Codes are scanned from within an authenticated app, the bank or merchant providing that capability enjoys greater engagement with that app. Digital first, younger generations certainly appreciate a 100% mobile payment experience.

With greater engagement, mobile apps have become more than just a transaction tool. With consumer consent, transaction history is now being leveraged to give product & service recommendations directly in the mobile app. In Brazil, we've seen service providers pay select merchants to market their services in the merchant's mobile app.

While Brazil only uses QR Codes presented by the Merchant for consumers to scan from an authenticated mobile app, Consumer Presented QR Codes are on the roadmap.

### **What it means for the U.S.**

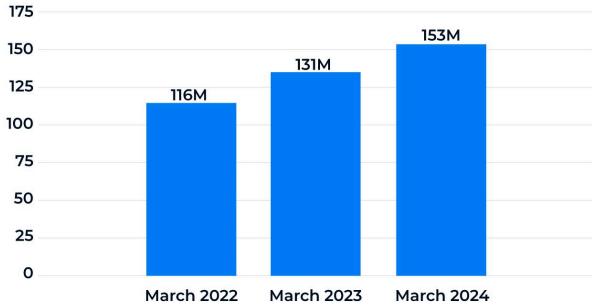
While the RTP and FedNow instant payment rails continue to ramp, it's clear that QR Codes will play an important role in driving adoption.

A QR Code standard is even more important than the technology itself. A standard creates a network effect so that every bank or merchant mobile app with a QR Code reader can be used to make a payment at any business offering QR Code payments.

If the U.S. can define a QR Code payment standard to be widely used by the industry, it will unlock the use of RTP and FedNow as a payment rail for everyday transactions.

Number of Consumers Using Pix

in Millions

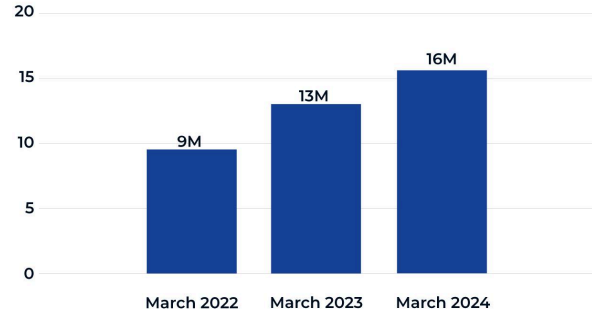


Source: Central Bank of Brazil

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Number of Businesses Using Pix

in Millions

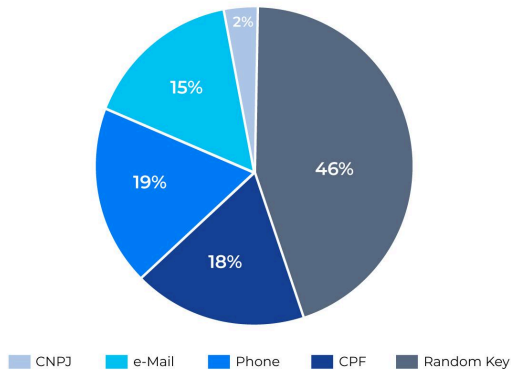


Source: Central Bank of Brazil

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Alias by Type

Q1 2024

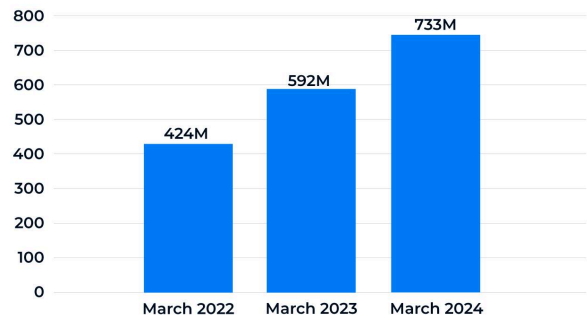


Source: Central Bank of Brazil

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Number of Aliases

in Millions

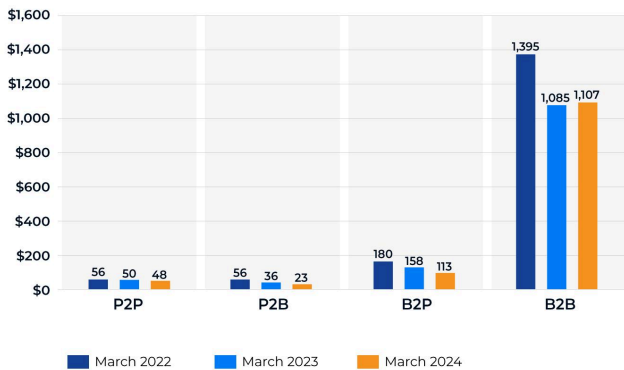


Source: Central Bank of Brazil

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Average Value Per Transaction

in U.S. Dollars



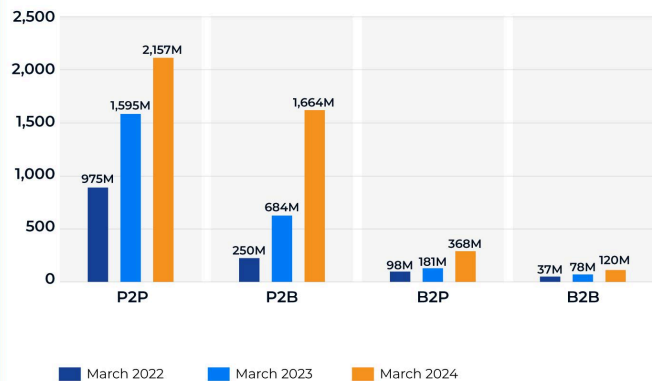
Note: Average conversion rate applied to 2022, 2023, 2024

Source: Central Bank of Brazil

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Number of Pix Transactions By Type

in Millions

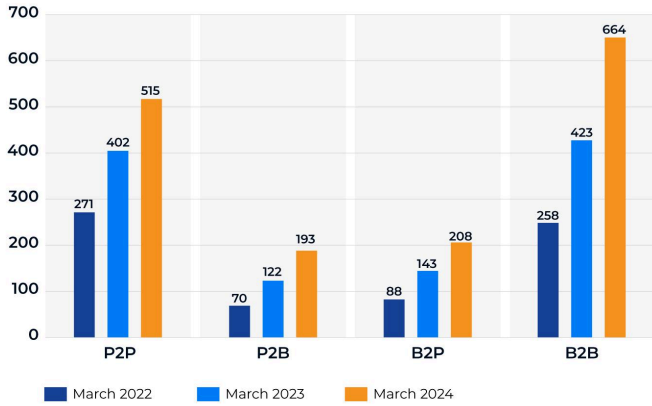


Source: Central Bank of Brazil

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### Value of Pix Transactions By Type

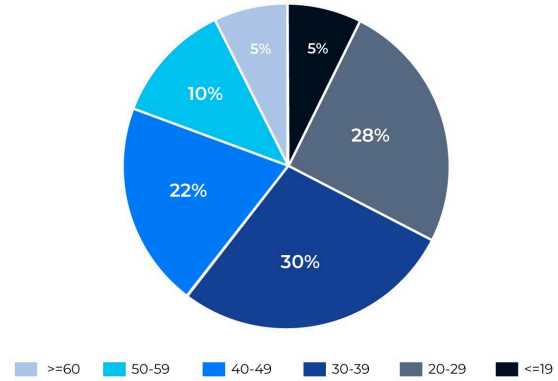
(R \$B)



Source: Central Bank of Brazil

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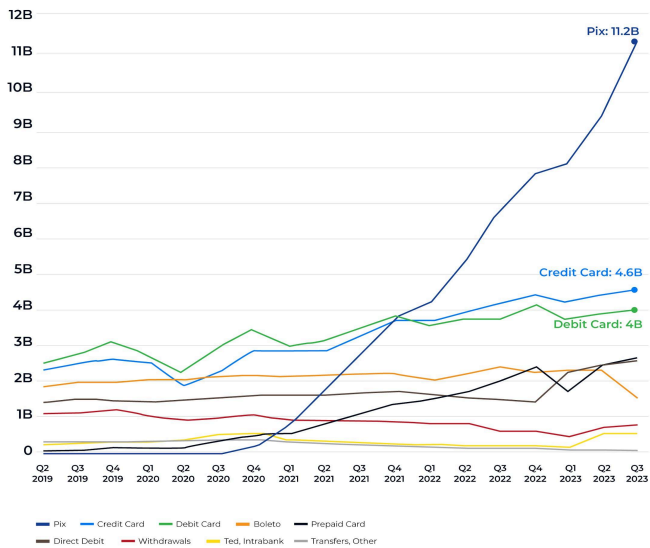
### March 2024 Pix Transactions by Age



Source: Central Bank of Brazil

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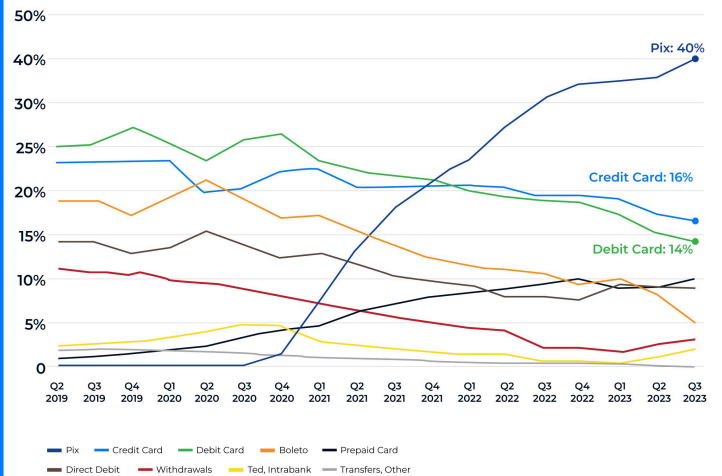
### Payment Transactions (#)



Source: Central Bank of Brazil

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### Payment Transactions (%)



Source: Central Bank of Brazil

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