

Brazil



Highlights 2021

Smartphone users
173 million

81%* of population
is internet users

2022

 Population
218.7 million

 Unemployment rate
7.9%

 GDP
2.9%

 Inflation
7.8%*

2023

Food Delivery
750 million orders

2026*

Online grocery sector
20% CAGR*

Smartphone penetration
85%

* Estimated.

Prosus offers

- » Building a global leader in on-demand food delivery.
- » iFood is the most-loved delivery company in Brazil, engaging with society through meaningful actions.
- » Around 1 500 Brazilian cities covered.

- » Financial service offering gained traction.

- » Innovation driving growth for iFood.

» ESG:

- For 2025: We aim for no plastic pollution in iFood's food deliveries; to remain carbon-neutral; and to have non-polluting delivery methods for 50% of deliveries.
- Todos a Mesa (all at the table) programme aims to end food insecurity (15% of the population faces this issue). Besides food donations, iFood users can donate money through its app – iFood is now the largest donation platform in Brazil, with over BRL25m donated since 2021.
- 5 000 people have completed iFood's basic education courses for its driver community. For FY24, iFood aims to have 30 000 drivers complete the basic education programme.