

# PIX'S BIG NUMBERS

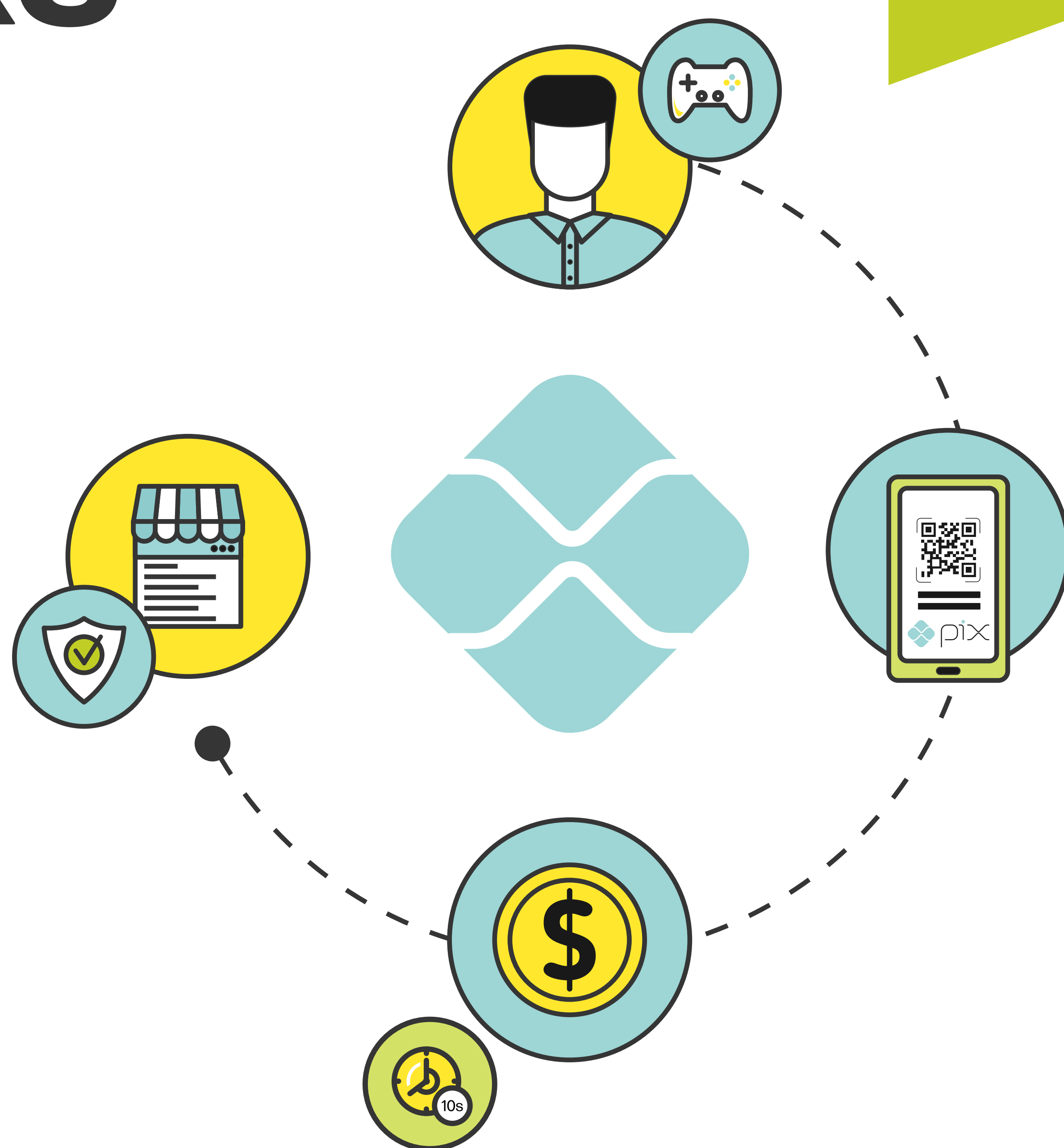
## 2024-2026

Released by Brazil's Central Bank in November 2020, instant payment Pix has been an **unstoppable force from the start** - in its first month alone, it moved R\$ 29 billion. By the first quarter of 2023, Pix represented 35% of all registered payment transactions in Brazil, making it **the dominant payment method in the country**, and the fastest-growing one.

Now accounting for 17% of all e-commerce payments in all of Latin America, even being a Brazil-only payment option, Pix moved almost R\$ 406 billion in online sales in 2023.

In this infographic, we highlight other impressive numbers from Brazil's payment landscape protagonist and the expectations for Pix for the next few years.

Check it out below!



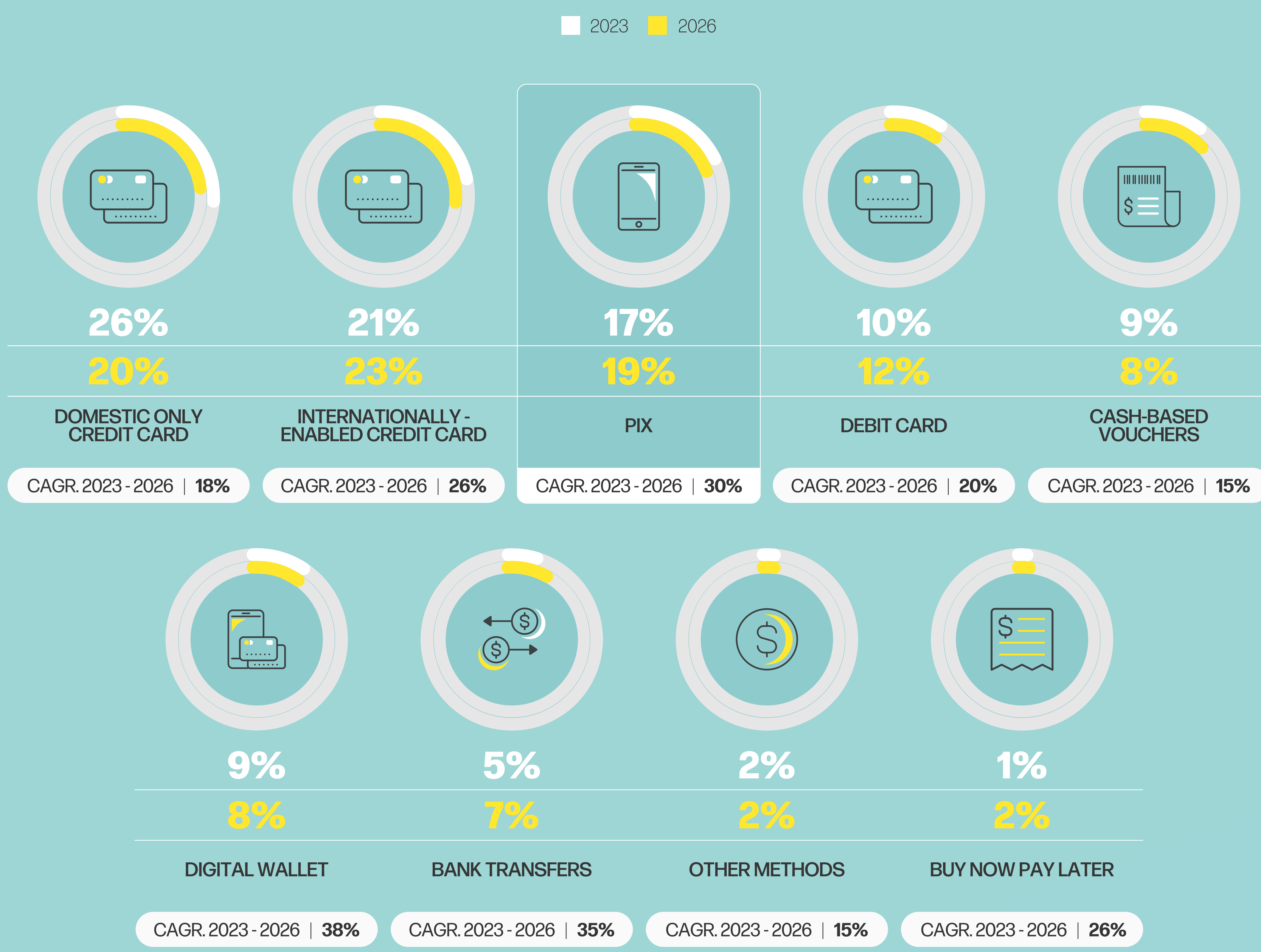
## AN UNSTOPPABLE FORCE

► Pix accounts for 17% of all e-commerce volume in Latin America, even only being accepted in Brazil.

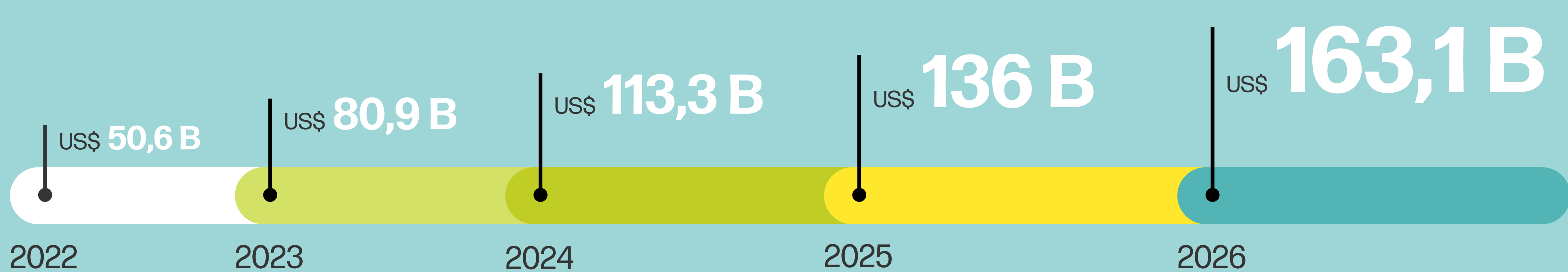
► Moving US\$ 80,9 billion in online sales in 2023, Pix's penetration in e-commerce should surpass US\$ 160 billion by 2026.

► Considering only merchants processing with PagSeguro, Pix can represent as much as 50% of their total online volume in Brazil, depending on the segment and average ticket.

### How Pix compares to other payment methods in Latam:

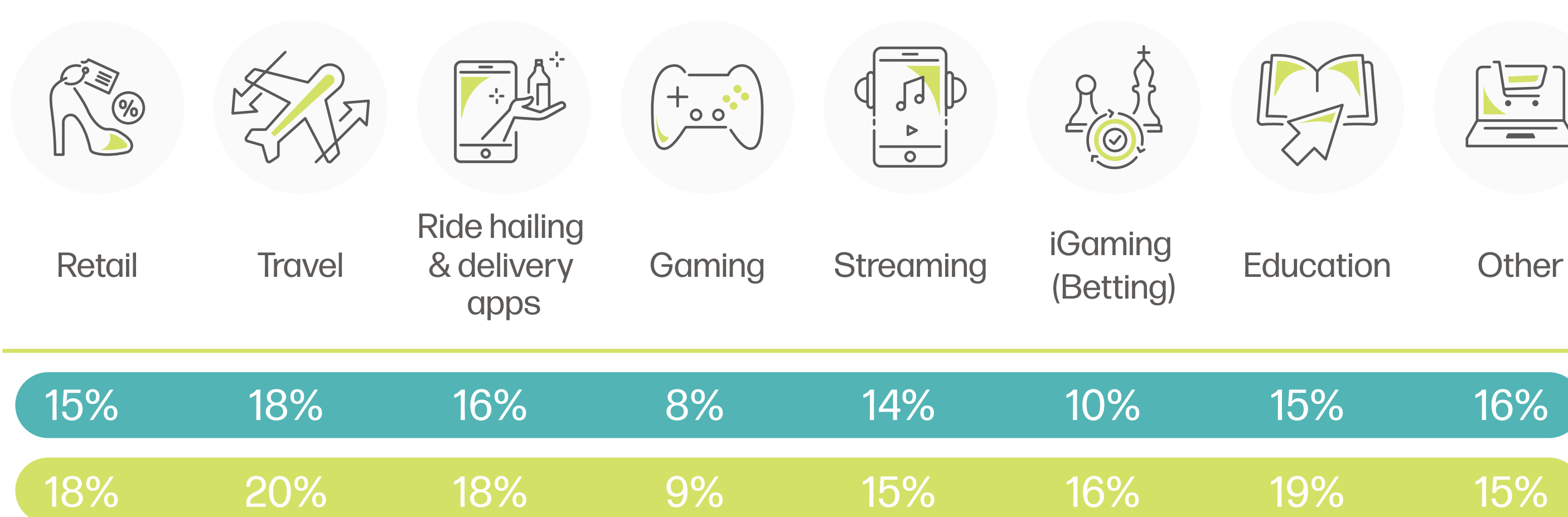


## PIX'S RISE IN BRAZILIAN E-COMMERCE



### How much Pix represents in the online volume of Latam's main verticals:

■ 2023 ■ 2026



- TRANSFERS within 10 seconds**
- 811 INSTITUTIONS authorized to offer it**
- OVER 2 BILLION transactions per month**
- 24/7 operation**
- OVER R\$14 TRILLION moved since launch**
- 591M KEYS REGISTERED**  
Individuals: 564M keys  
Companies: 27M keys

## THE COUNTRY'S FAVORITE

Growing tremendously month by month, Pix surpassed the cash-based *boleto bancário* in March 2021, after already having overcome TED bank transfers in December 2020, in its second month of operations.

By the first semester of 2023, Pix's transactions alone were more than those from TED, DOC, *boletos*, debit cards, and checks - the instant payment was responsible for 93% of all the money transferred in the country. It came as no surprise, then, that Brazil's Central Bank extinguished TED and DOC transfers in January 2024.

## AND IT'S JUST THE BEGINNING

Pix's continuous growth is aligned with consumers' ever-rising demands for faster, more secure, and more agile payments. Take advantage of this innovation by providing local payments, support and service and ensure the best shopping experience for your customers, increasing your sales and building loyalty among your audience.

Want help with this? With our solution, you can offer Pix and other local payment methods not only in Brazil but also in 16 other Latin American countries. Talk to us and get started now:

GET IN TOUCH WITH US