



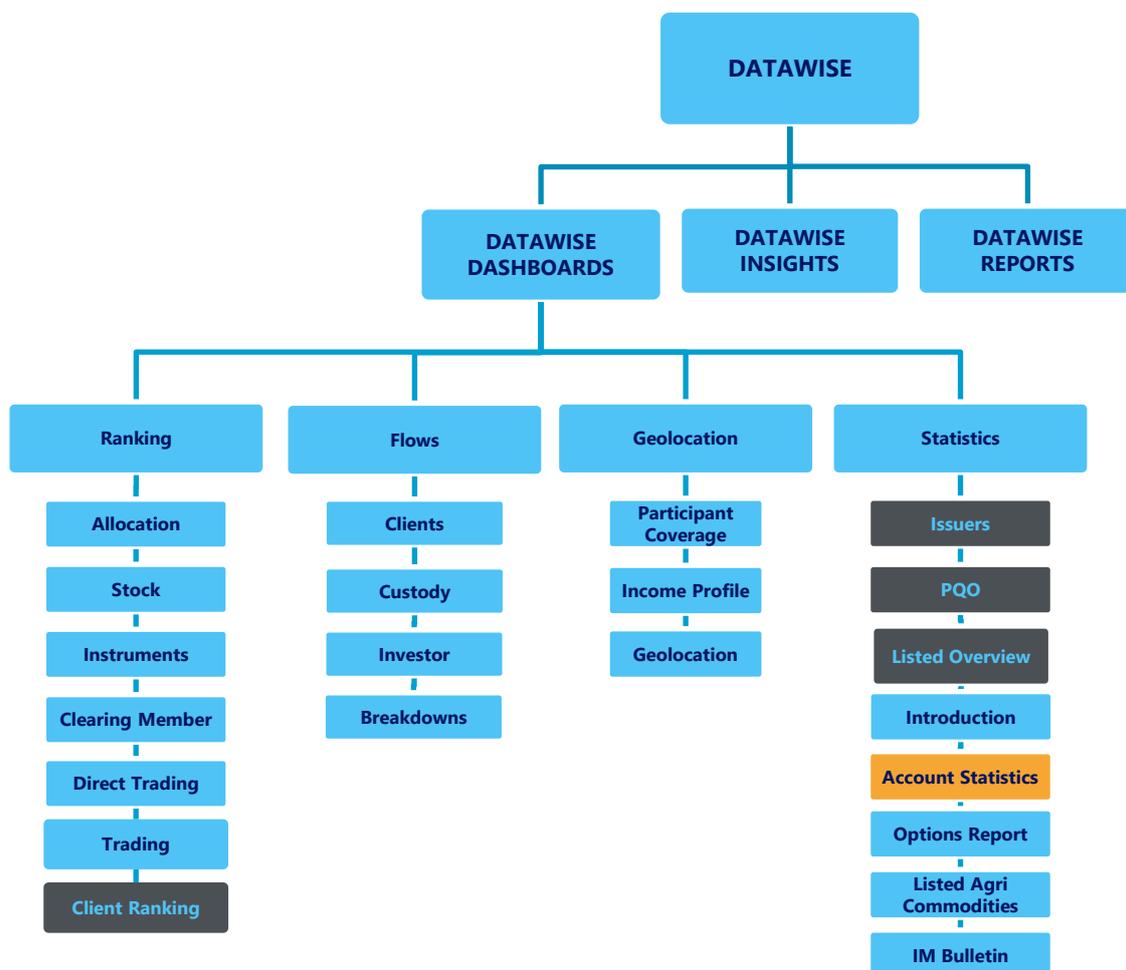
ACCOUNT STATISTICS

DATAWISE Dashboards

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1 PRODUCT DESCRIPTION WITHIN THE DATAWISE SERVICE



The DATAWISE product was created by B3 with the aim of helping its clients in strategic decisions consolidating various reliable and/or sensitive data in the form of interactive dashboards (DATAWISE Dashboard and DATAWISE Insights) and reports (DATAWISE Reports). It should be noted that as stated in the Commercial Policy, the DATAWISE service does not allow the distribution or redistribution of data.

Each of these modules can be contracted separately as well as their products (individual dashboards and reports), according to the client's intention. Through the interactive panels it's possible analyze the behavior of stocks (BOVESPA), derivatives and stock futures (BMF) and rental of stocks (BTB) with DATAWISE Dashboards or analyze individual investors' behavior with DATAWISE Insights. Already in DATAWISE Reports you can analyze trading and post-trade asset data, mainly from the OTC market through reports with raw data (Data Report) or worked reports (Market Report).

In this manual we will show the Account Statistics dashboard layout, data and filters contained in the DATAWISE Dashboard module.

2 DESCRIPTION OF ACCOUNT STATISTICS DASHBOARD

The Account Statistics dashboard shows different data levels regarding the opening of accounts at B3's participating institutions. It is divided into 6 different dashboards that show a week to week period view within any Brazilian municipality, as well as their activate or inactive accounts.

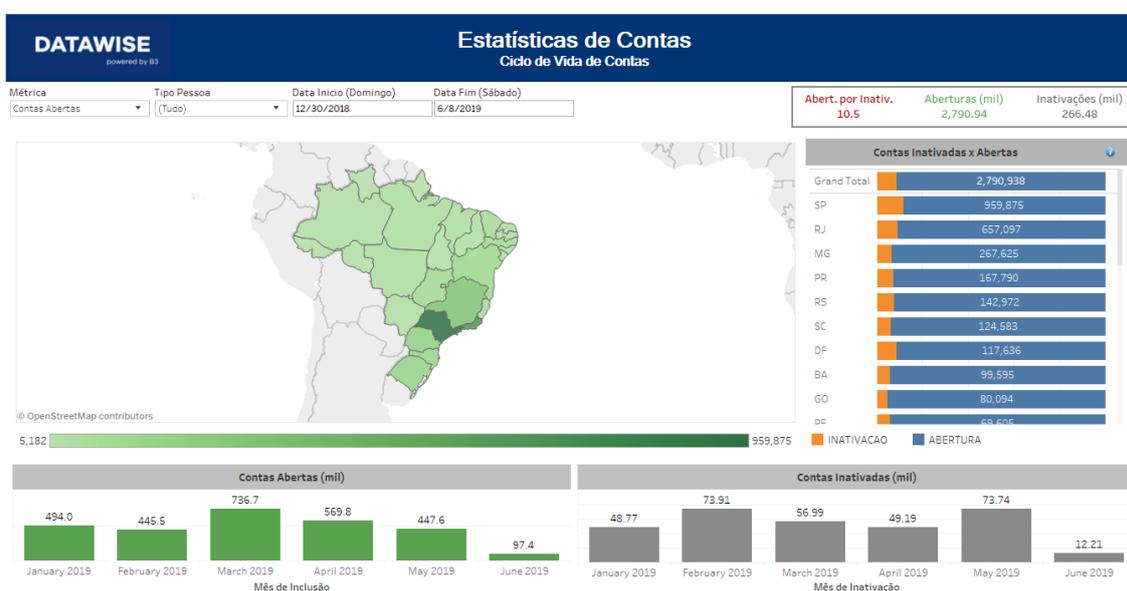
The dashboard also allows users to assess if the opened account is the first account in that document – whether Individual Investor (PF) or Corporate Investor (PJ) – and what is the total stock of active accounts at country level.

Finally, users may assess the investment profile for equities and derivatives investor category based on account openings.

It should be noted that when a user belongs to a brokerage house, they will be able to have a participant's single view.

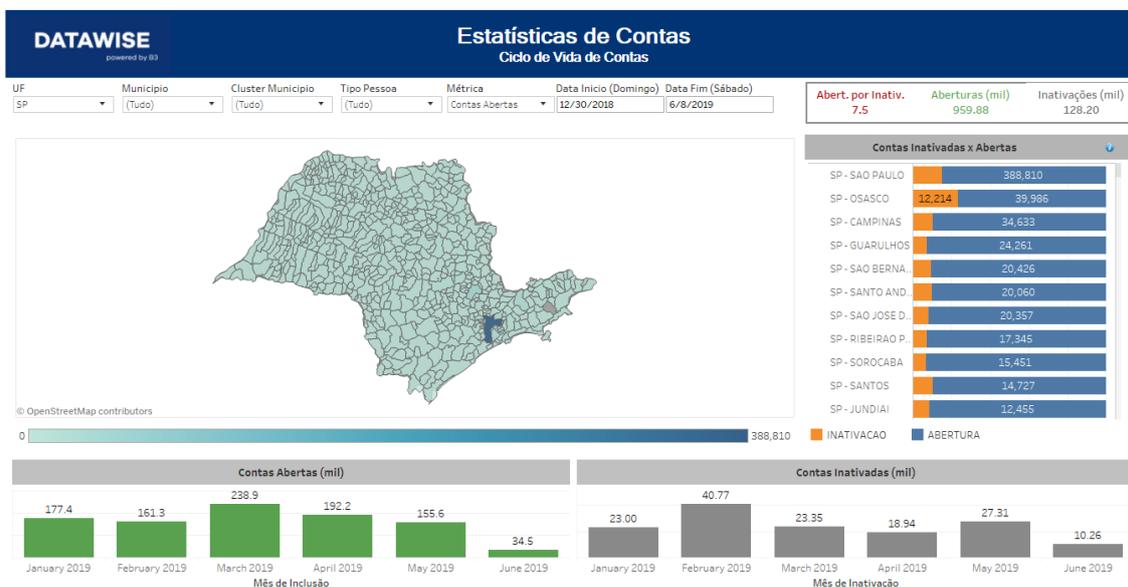
2.1 Account Lifecycle – State View Dashboard

The Account Lifecycle – State View dashboard shows data related to the account lifecycle of selected Brazilian states. When selecting a specific state (UF), charts are displayed relating to Inactive Accounts vs. Open Accounts, Open Accounts and Inactive Accounts of the chosen state. In the filters contained in this dashboard, users may select them by Metrics, Entity Type, Start Date and End Date.



2.2 Account Lifecycle – Municipality View Dashboard

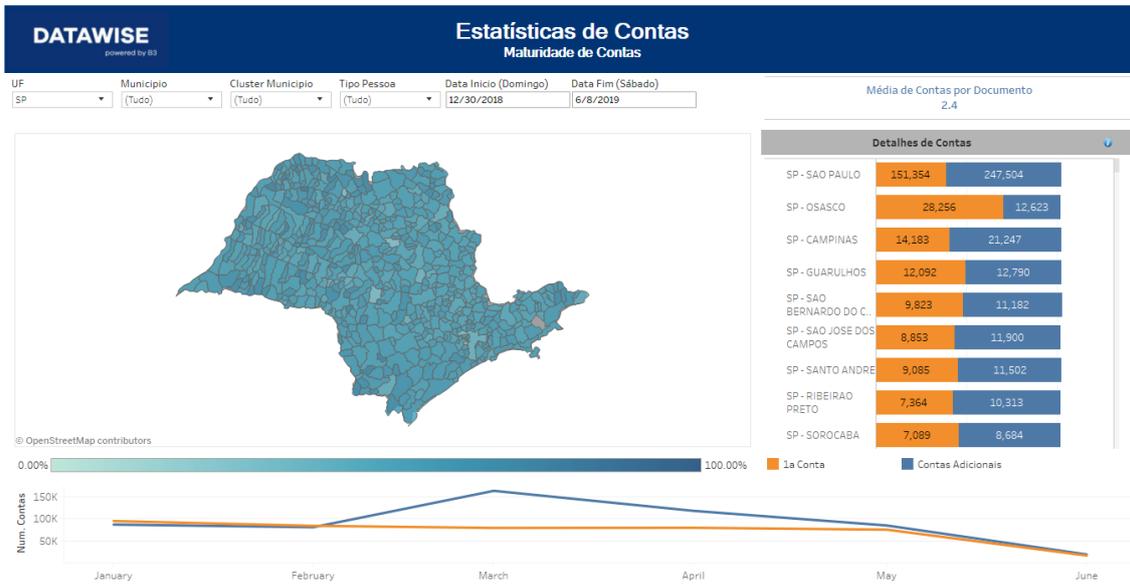
The Account Lifecycle – Municipality View dashboard, as the name suggests, presents data related to the account lifecycle in greater granularity (by municipality). When selecting a specific Brazilian state (UF) and municipality, maps are displayed relating to Inactive Accounts vs. Open Accounts, Open Accounts and Inactive Accounts of the chosen municipality. Users may select the filters in this dashboard by Metrics, Entity Type, Start Date and End Date contained in the State View. This dashboard also displays the Municipality and Municipality Cluster filters (which provides a view by Macro Municipality, Large Municipality, Medium, Small and Micro Municipality).



2.3 Account Maturity Dashboard

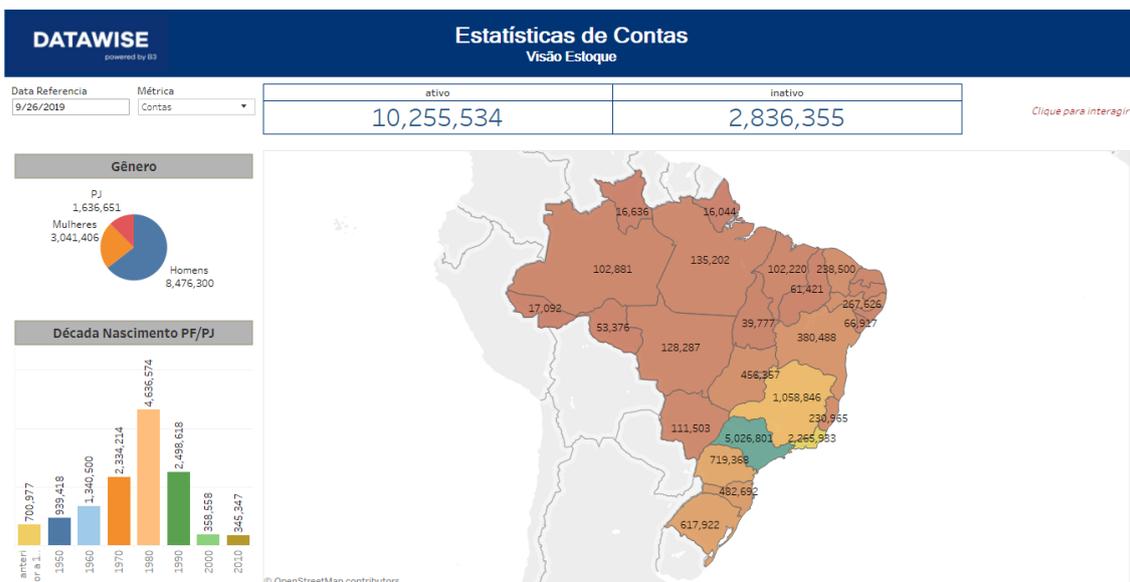
The Account Maturity dashboard provides a comparison between accounts that are the first account in a document against Individual Investor (CPF) and Corporate Investor (CNPJ) accounts that already had accounts opened at other brokerage houses.

On the map displayed in this dashboard, the color scale refers to the ratio between Accounts opened in the period, which is a person's first account, against Accounts opened by people who already had other accounts. Among the filters displayed in this dashboard are Brazilian State (UF), Municipality, Municipality Cluster (which provides a view by Macro Municipality, Large Municipality, Medium, Small and Micro Municipality), Entity Type, Start Date and End Date.



2.4 Stock View Dashboard

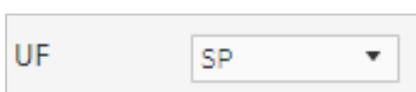
In the Stock View dashboard, you will find data on the Stock at national, state or city level with data on active and inactive Stock by gender and by birth decade both for Individual Investors (PF) and for Corporate Investors (PJ. This dashboard filters data by Reference Date and Metrics (Accounts and Documents).



The four dashboards presented so far (Account Lifecycle – State and Municipality View, Account Maturity and Stock View) are displayed both in the Market and in the Participants view. However, in the Participants view it is also possible to find two other dashboards: Derivatives Investor Profile and Equities Investor Profile.

3 FILTERS

3.1 Brazilian State (UF)



A dropdown menu for the UF filter. The label 'UF' is on the left. The dropdown box contains 'SP' and a downward arrow.

UF – This filter comprises all Brazilian States and allows users to select and filter multiple Brazilian States at the same time to obtain a single view.

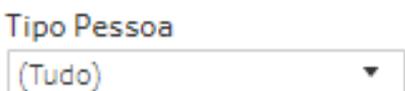
3.2 Metrics



A dropdown menu for the Métrica filter. The label 'Métrica' is on the left. The dropdown box contains 'Contas Abertas' and a downward arrow.

Metrics – Lists all available views: Open Accounts, Inactive Accounts, Open/Inactive Accounts and New/Existing Accounts. When changing the metrics, the map on the dashboard may change and become dark where there is a greater ratio.

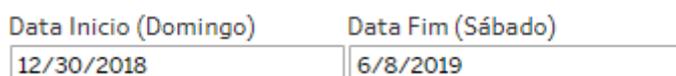
3.3 Entity Type



A dropdown menu for the Tipo Pessoa filter. The label 'Tipo Pessoa' is on the left. The dropdown box contains '(Tudo)' and a downward arrow.

Entity Type – Allows users to select the Individual Investor (PF) or Corporate Investor (PJ) database, or both if the selection is (All).

3.4 Start Date (Sunday) / End Date (Saturday)



Two date input fields. The first is labeled 'Data Inicio (Domingo)' and contains '12/30/2018'. The second is labeled 'Data Fim (Sábado)' and contains '6/8/2019'.

Start Date (Sunday) / End Date (Saturday) – This dashboard is programmed to perform as a filter only over one-week intervals starting on Sunday and ending on Saturday, thus respecting the minimum data conditions outlined in the dashboards.

3.5 Municipality

Município 

Municipality – Users may select any municipality where they hold open accounts to carry out a more granular analysis. Furthermore, if they need to or if it is of their interest, they can also select a group of municipalities.

3.6 Municipality Cluster

Cluster Município

Municipality Cluster – The Municipality Cluster filter allows users to analyze municipalities of similar size within the map. It is divided into Macro Municipality, Large Municipality, Medium Municipality, Small Municipality and Micro Municipality.

3.7 Stock View Metrics

Métrica

Metrics – The metrics contained in the Stock View enables users to change between the open accounts metrics in stock and the view by individual document: Individual Investor (CPF) or Corporate Investor (CNPJ).

3.8 Miscellaneous



When using the maps available on the dashboard, users will have enabled a selection with navigation and filter tools within the dashboard. They will be able to zoom in, zoom out, and enlarge/reduce the homepage to allow the complete framing of the diagram, besides the following features:



Enlarge/Reduce area (Ctrl+Shift+Drag): When pressing Shift, the movement will be blocked and the user can drag the map without the view being enlarged or reduced.



Pan (Shift+Drag): When selecting this feature it will allow users to pan across the entire map.



Filter on the rectangular shaped map.

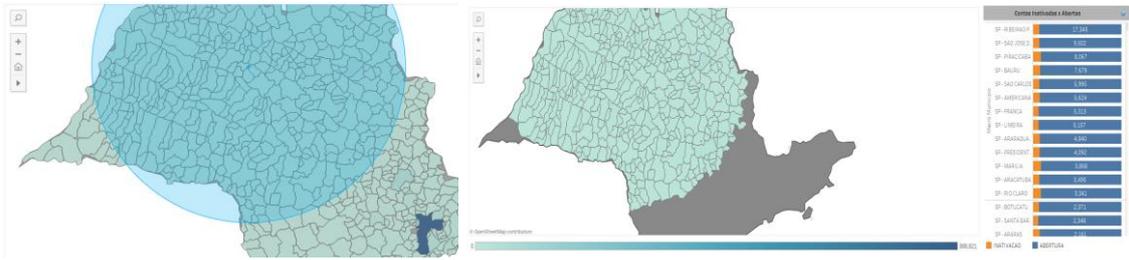


Filter on the circular shaped map.

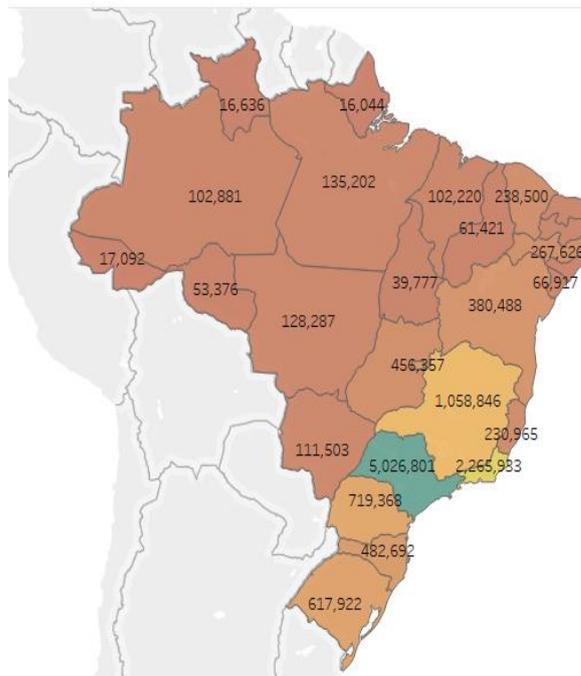
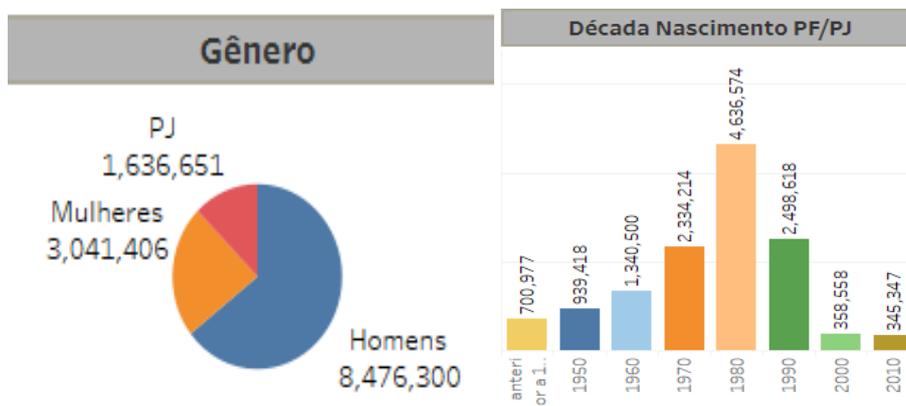


Filter on loop drawing shaped map (by user choice selection).

The selection result creates a new map, which when selected, will consider only the account opening data of the municipalities that are within the radius. The list of municipalities below by order of magnitude will be updated against the list of account openings and deactivations in the same way.



The Gender, Birth Decade, PF/PJ Account Opening diagrams and the map of Brazil available in the Stock View dashboard act as filters to assess the available data.



By pressing the Ctrl key and keeping it pressed, users can create a single selection and assess, for example, the number of women born in the 1980s and

1990s who have open accounts in the states of Bahia and Espírito Santo (Diagram 1), or also analyze the concentration of men born before 1970 in Brazil with active accounts (Diagram 2).

Diagram 1

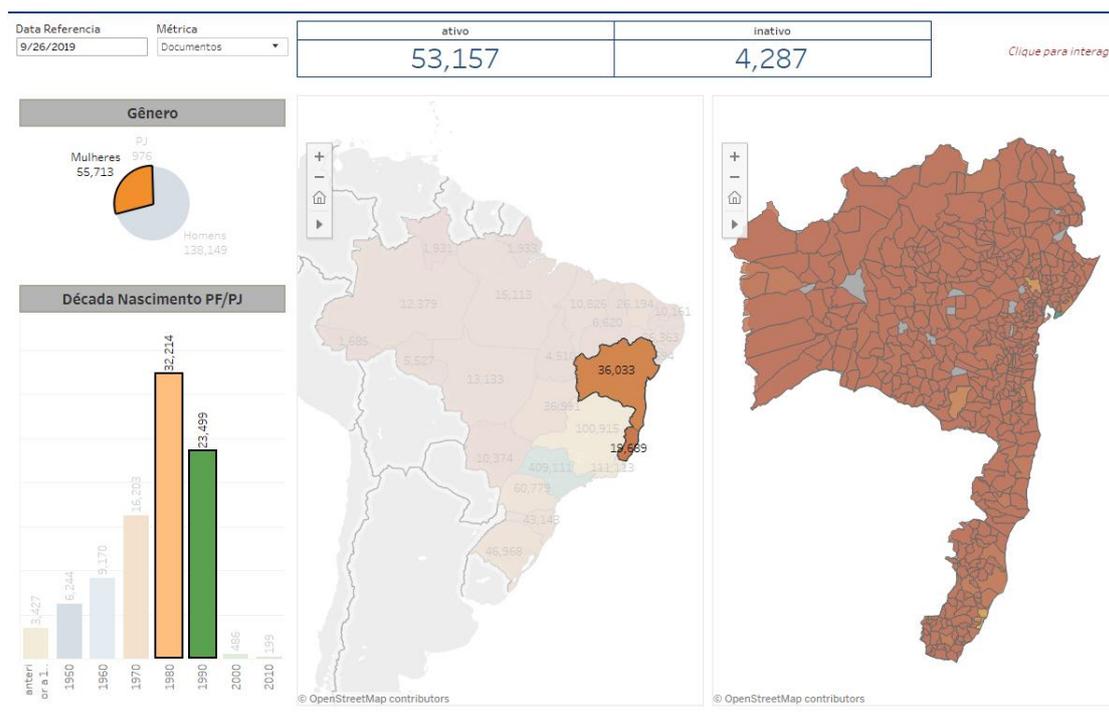
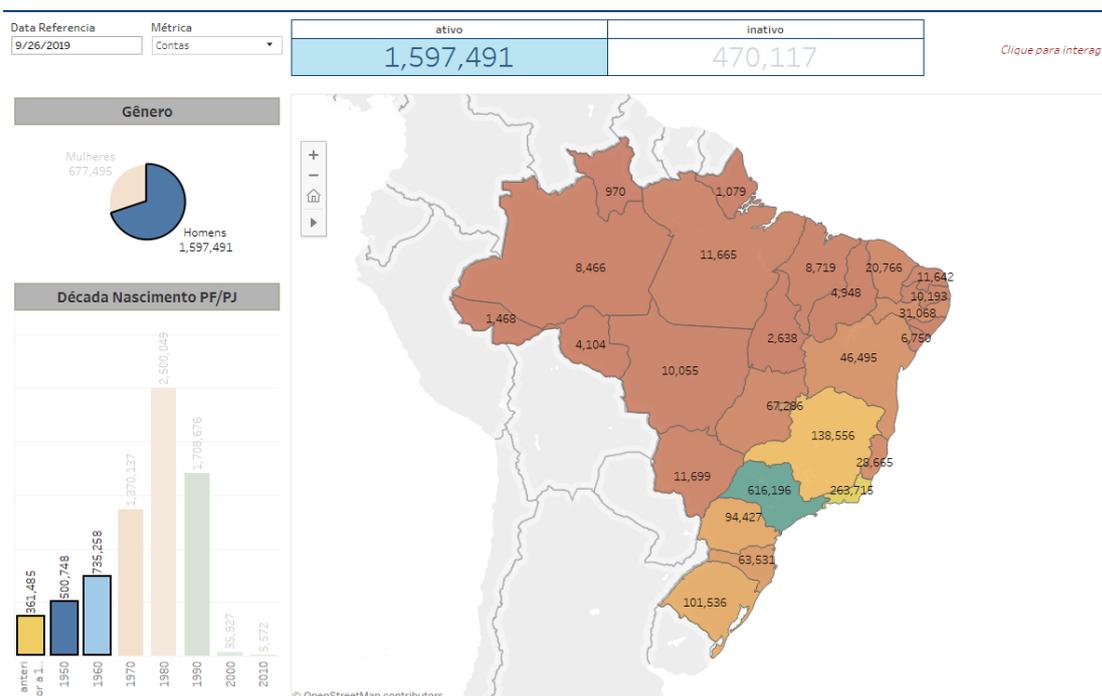


Diagram 2



4 METRICS

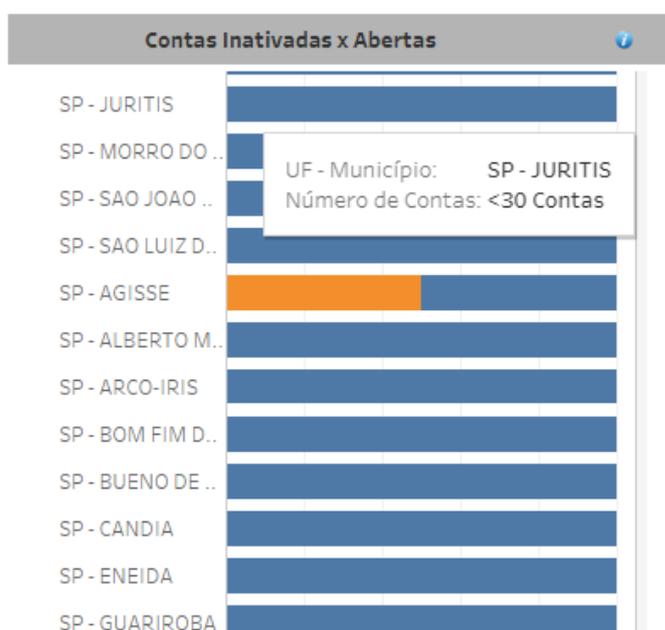
Account Opening / Open Accounts: Accounts that were opened in the selected period interval or, in the case of Stock, the accrued Stock up to the selected period.



Inactive Accounts / Inactivation: Accounts that may have been deactivated by users' own choice or because they have not used their accounts in the last 24 months.

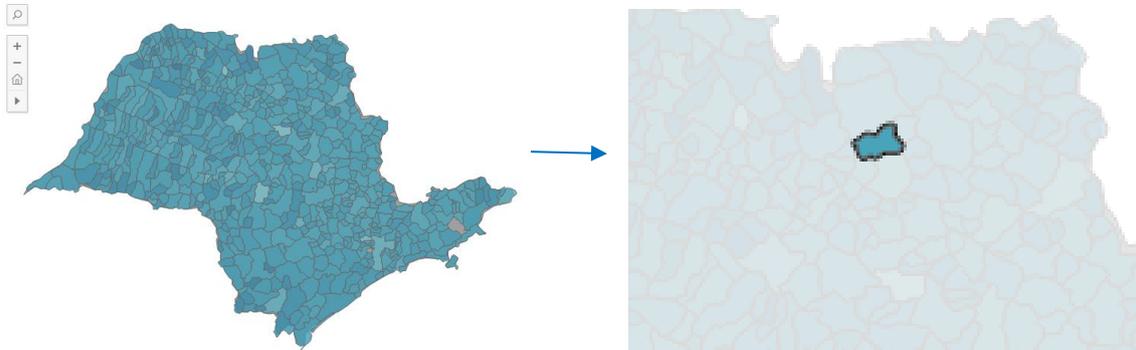


Account Opening or Inactivation < 30 – When data does not reach the minimum sample established by B3.



In the Account Maturity view, users may view the account average per document, namely, how many accounts opened at brokerage houses are segregated by Individual Investor (CPF) or by Corporate Investor (CNPJ) document.

The ratio changes as a municipality or new region is selected. In the example above, the Account Average per Document in São Paulo State is 2.4 accounts per document. When selecting any municipality as in the case of Colina (São Paulo State), the ratio is 2.2 accounts per document.



5 SERVICE TEAMS

Take a major step and optimize your decision making. Explore our products. If you have any query, talk to our team.

Any query? Talk to us

DATAWISE Sale: produtosdedados@b3.com.br

Contracting: contratacao@b3.com.br

Technical Support: dataservices@b3.com.br