


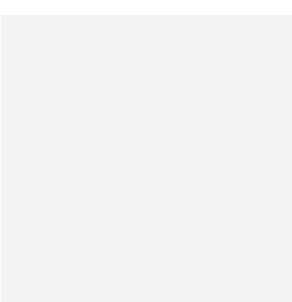






Zetta

# The transformation of Pix and how Brazilians pay



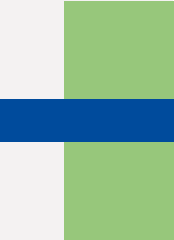
**I** **N LESS THAN 6 MONTHS**, we were pleased to announce the launch of Zetta, an association created by and for technology companies operating within the digital financial services industry. Since then, we have increased our network of associates (counting with multiple types of companies from the system) which have a common objective in increasing competitiveness through the use of technology as a tool to reduce bureaucracy and aim to contribute to the advancement of financial inclusion.





Our second study, “The transformation of Pix and how Brazilians pay.,” shows how society has used Pix, an instant payment method developed by the Central Bank of Brazil, available 24 hours a day, seven days a week. Based on exclusive research commissioned by Zetta to Instituto Datafolha, the study presents the strengths of Pix and the future opportunities that are yet to come, such as the profiles of users and non-users of Pix, and shows the Brazilians that use Pix and why. On the other hand, the study investigates why a part of the population still don’t use it and what is the profile of these people? These and other questions that we, Zetta, have tried to answer in this study.

We hope you enjoy reading this and we would like to reinforce Zetta’s commitment to a financial industry that is increasingly competitive, innovative, simple, transparent and secure.



**Bruno Magrani**  
CEO

**François Martins**  
VP Director



# About Zetta



## **Z**ETTA IS A NON-PROFIT ASSOCIATION

representing technology companies that offer digital financial services. Founded by Nubank and Mercado Pago, today Zetta also includes Banco Inter, Bexs Banco, Creditas, Donus, Hash, Fitbank, iugu, Modal, Movable and Zoop. Our goal is to ensure a competitive economic environment that results in greater financial inclusion, innovation and customer satisfaction.

Zetta also advocates for the digitization of financial services, reducing bureaucracy and for the creation of an environment where innovation and competition face no barriers.

In this way, Zetta seeks to collaborate with regulators and Brazilian society to enhance the impact of technology in the financial and payment sector.



# Introduction



**I** **N NOVEMBER 16TH 2020**, the Central Bank of Brazil launched Pix, a new payment method that enables instant transfers and payments, within ten seconds, available 24 hours a day, 7 days a week.

Unlike other transfer methods, such as TED and DOC, sending Pix is free for all individuals and individual micro-entrepreneurs (MEI), regardless of the financial institution or payment used<sup>1</sup>. Also, Pix facilitates the receiving of transfers through the registration of a Pix alias. The aliases create a new, safer and easier way to send and receive money.

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#### **SOURCE**

**1** Receiving payments is also free up to 30 transactions per month in most cases.

With aliases, instead of providing or requesting all of the bank details of an individual or company, one can use a single piece of information to make and receive transfers. A Pix alias can be a phone number, an e-mail, a CPF/CNPJ or a random alias. Each individual can have up to five aliases registered at the same time, while legal entities can have up to 20.

**At the end  
of 2020,  
the number  
of aliases  
registered  
exceeded  
130 million**

The success of this payment method was immediate. According to the Central Bank<sup>2</sup>, one week after its release, on November 16th, 2020, approximately 50 million aliases had already been registered. At the end of 2020, this number had already surpassed 130 million aliases<sup>3</sup>.

As stated by the Central Bank<sup>4</sup>, in June 2021, there were 254 million registered aliases, consisting of 95.9% of individuals, and 4.1% of legal entities. The number of users with an alias registered reached 98.5 million, 93.8% individuals and 6.2% legal entities.



In just five months of operation, Pix had already exceeded the number of payment slips, TEDs, DOCs and checks together. In the first quarter of 2021, the number of transactions through Pix had already exceeded the recorded amount for credit and debit card transactions<sup>5</sup>. The number of transactions via Pix jumped from 200 million in January to over 500 million in April - the month in which the total value of transactions reached 322 billion reais. Among these, about 43% were transactions made from people to people (P2P), and about 8%, or 27 billion reais, from people to business (P2B).

Pix's results are impressive. Although Pix is advancing by leaps and bounds in Brazil, there are still some challenges for universalization of the payment method.

The number of P2B transactions are still low. Why has P2B not yet taken off? What are the reasons many people haven't yet embraced Pix? How will the Central Bank address these questions? The second Zetta Study, "The way Pix has transformed how Brazilians pay.", intends to answer these and other questions.

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**SOURCE**

**2** Available at: [\*Banco Central do Brasil\*](#)

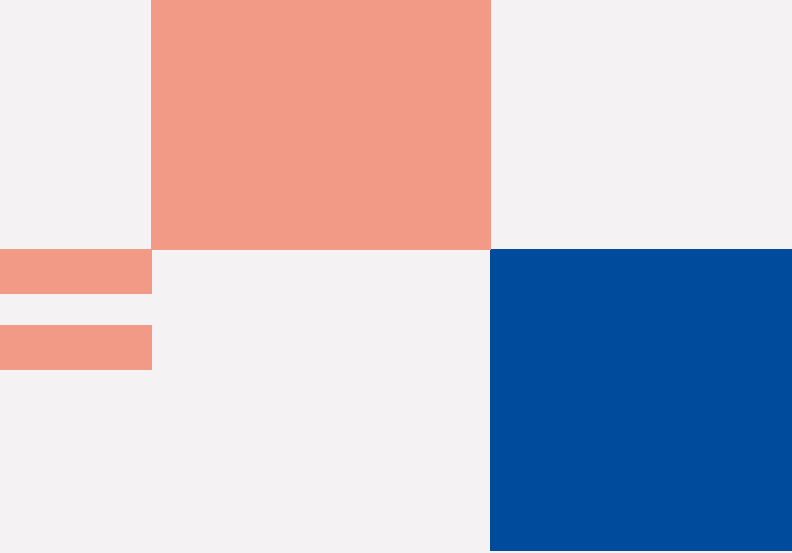
**3** Available at: [\*Governo do Brasil\*](#)

**4** Available at: [\*Banco Central do Brasil\*](#)

**5** Available at: [\*Banco Central do Brasil\*](#)



# About the study



**Z** **ETTA REQUESTED** Instituto Datafolha to research “The knowledge and use of Pix”. It is the first quantitative study open to the public and conducted by Instituto Datafolha, using a telephone interview approach and a structured questionnaire.

The universal sample is composed of the Brazilian population, both men and women, aged 18 to 70 and belonging to all economic classes. 1,520 interviews were held between May 25th and June 10th, and distributed throughout Brazil. The maximum margin of error for the total sample is approximately 3 percentage points (p.p.), with 95% reliability.

# Who uses Pix?

In the sample used for this study, which is representative of the Brazilian adult population, 53% of respondents were women and 47% men, with an average age of 41. In regards to education, 41% completed elementary school, 44% high school, and 15% higher education. In addition, 73% were economically active and 11% unemployed.

Also, 43% of the respondents stated an individual income up to R\$2,200, 31% between R\$2,201 to R\$5,500, and 18% stated an income greater than or equal to R\$5,501. Finally, 60% of the sample resided in the metropolitan region and 40% in the surrounding cities, as seen in **Graph 1**.

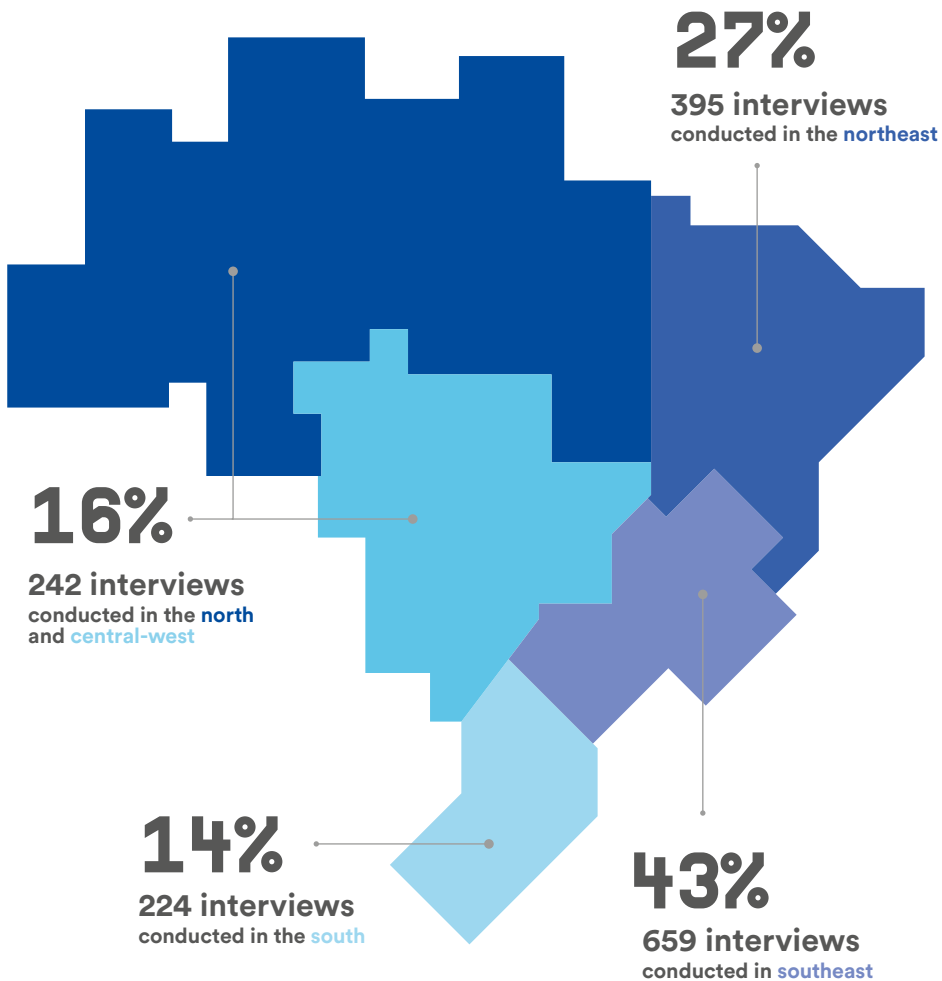
Of the 1,520 respondents, 79% stated having a bank account, 52% a credit card, 38% used a form of digital wallet or payment application, 26% had a loan or had finance and 13% did not have any financial product. What stands out in the sample data is the high-level amount of 'debanking'.

The increase of financial services has grown in recent years, notwithstanding, 21% of respondents claimed not to have a bank account.

GRAPH 1


# Distribution of respondents by region in Brazil

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|                     |     |                    |     |
|---------------------|-----|--------------------|-----|
| metropolitan region | 60% | surrounding cities | 40% |
|---------------------|-----|--------------------|-----|

SOURCE: Instituto Datafolha



Overall, 96% answered that they knew about Pix or had heard about it at least once, showing that the Central Bank's method of instant payments is widely known by Brazilians, despite existing for less than a year. Out of the total, 49% said that they had Pix aliases registered with at least one financial institution. This number increases to 57% among residents of metropolitan regions.

According to **Graph 2**, the uptake of Pix aliases is higher among 18 to 24-year old. Among those, 70% have registered Pix aliases, while this index dropped to 24% among people aged 60 to 70. You can also notice that Pix

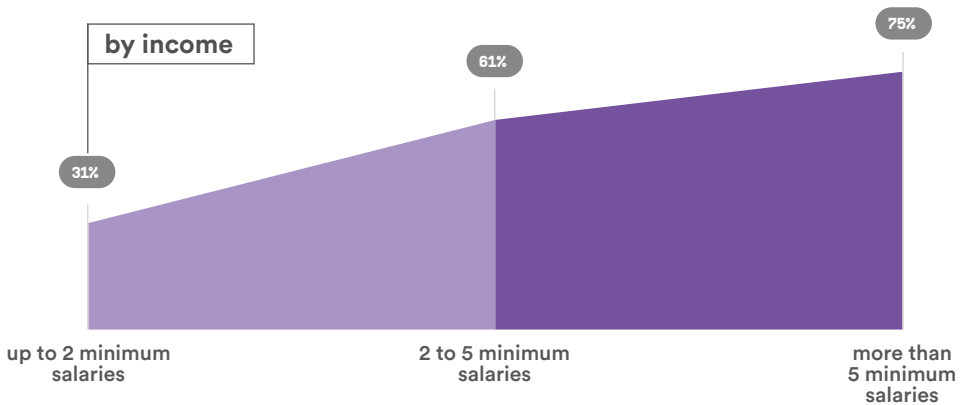
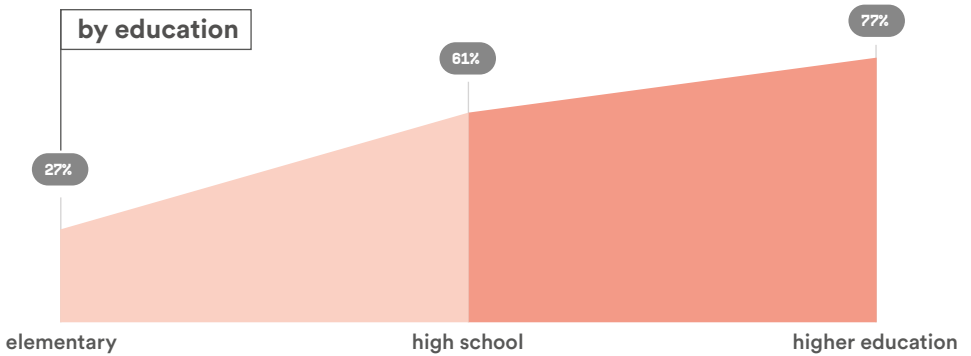
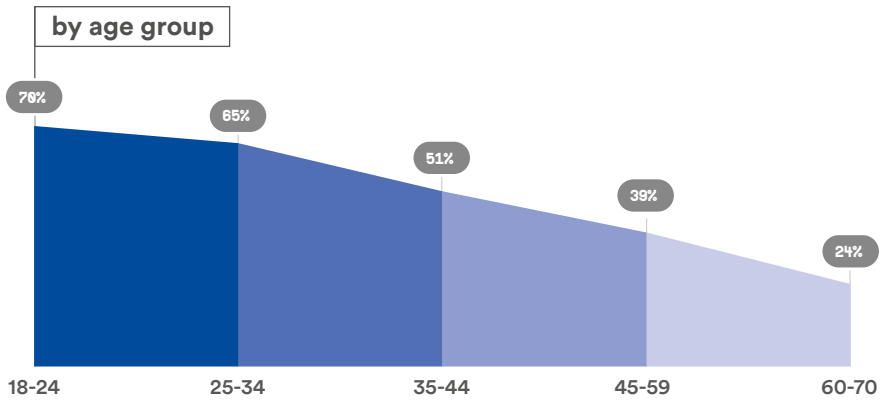
**Penetration  
of Pix is  
higher among  
the youngest,  
the most  
educated and  
those with a  
higher income**

is more popular among the most educated: 77% of respondents with higher education have Pix aliases whereas less than 30% of respondents with a standard education adopted this payment method. Besides this generation gap and education level, we analysed that Pix's penetration decreased according to family income. Among Brazilians who receive up to two and a half times the minimum wage, the uptake is only 31%, and 75% among those who earn more than five minimum wages.

GRAPH 2

# Adoption of Pix alias registration *in %*

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SOURCE: Instituto Datafolha



In other words, the penetration of Pix aliases is greater among the younger generation, more educated and with greater disposable income. This data is interesting because it shows how financial education and familiarity with

technology can make a difference when adopting new payment methods.

## There is a lack of awareness of Pix among the older generation and those on lower incomes

**Graph 3** shows the proportion of the population who state to have a Pix alias or not, by group, and also those who have no knowledge of Pix aliases. It is noticeable that the proportion of people who state not to be aware of Pix aliases

is higher among the older generation and those with lower incomes (up to two minimum salaries). In Graph 2 it is possible to check this difference, while, in Graph 3, we can also see the data regarding the lack of knowledge of aliases.

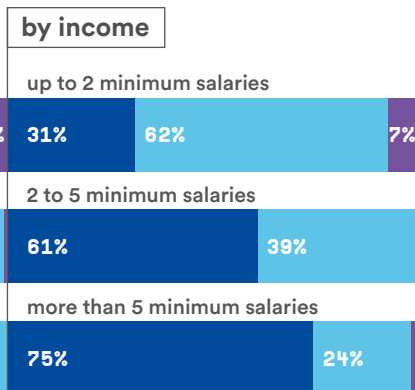
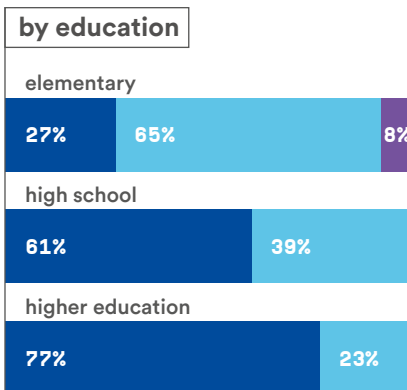
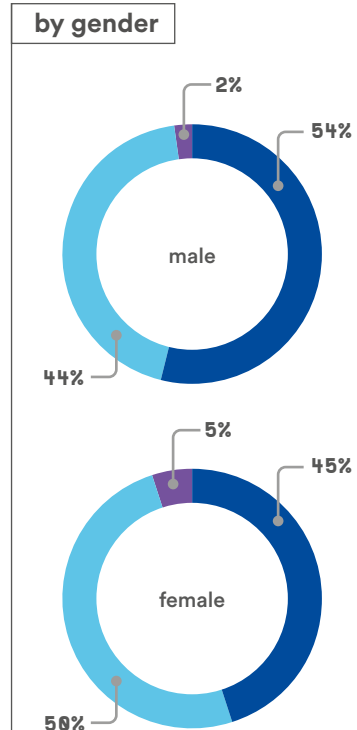
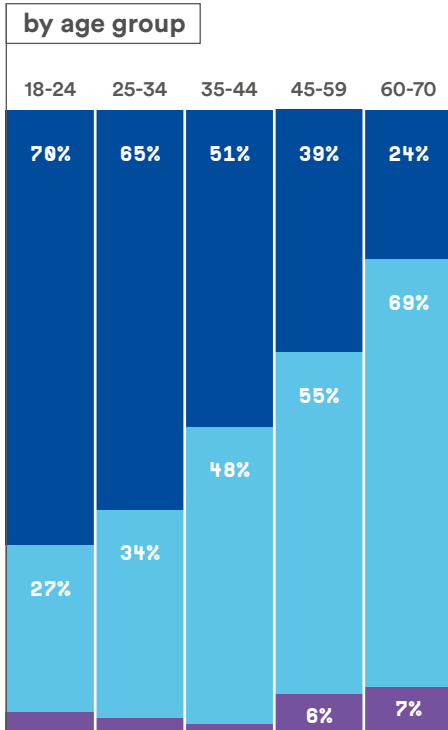


GRAPH 3



# Penetration of Pix aliases by group *in %*

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● Have Pix alias    ● Don't have Pix alias    ● Don't know



SOURCE: Instituto Datafolha



## Pix is second only to debit cards and cash

Among those who have registered aliases, we verified that Pix is the third most used payment

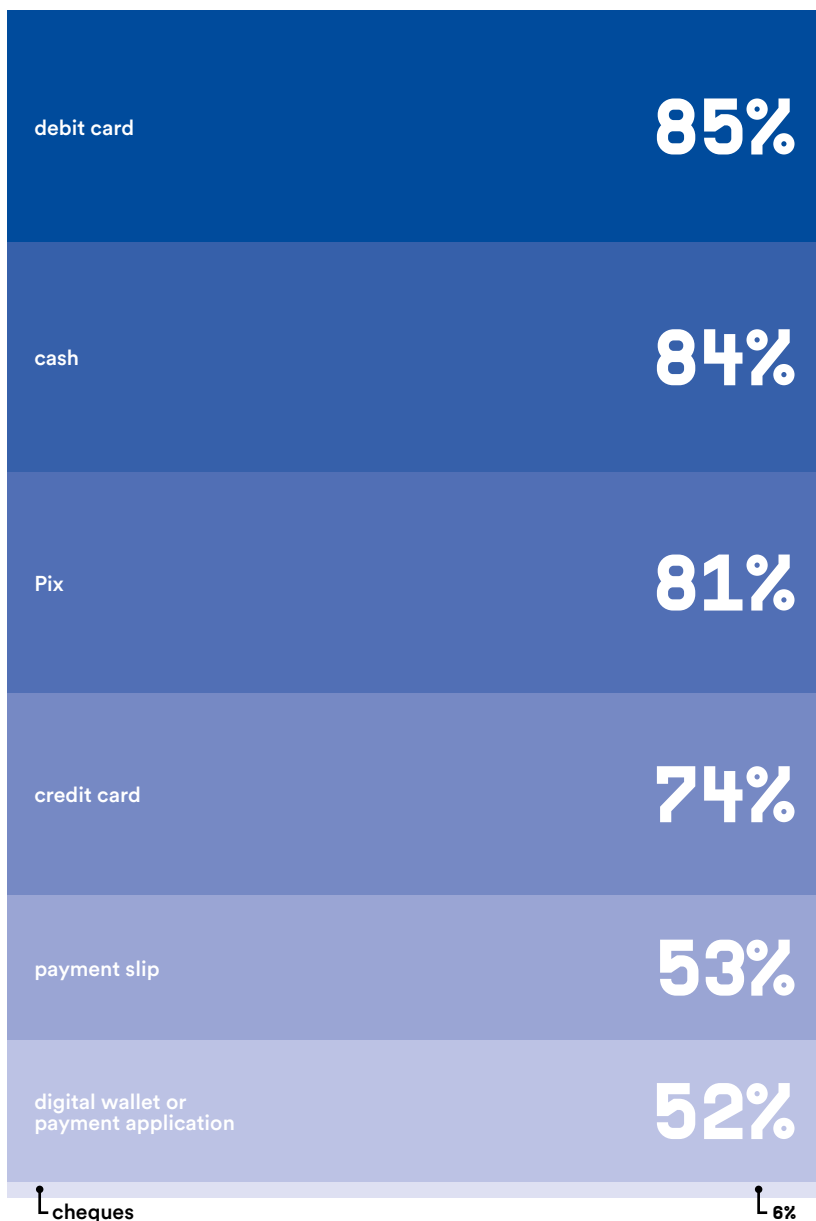
method. Pix was only behind debit cards and cash - which were statistically tied for first position - and ahead of credit card and payment slips, as shown in **Graph 4**.

Just eight months after its release, Brazilians fell in love with Pix's convenience, becoming one of the methods of payment most used in the country, among those already in use.

GRAPH 4

## Payment methods used among those stating to have a Pix alias *in %*

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SOURCE: Instituto Datafolha

# Pix in practice

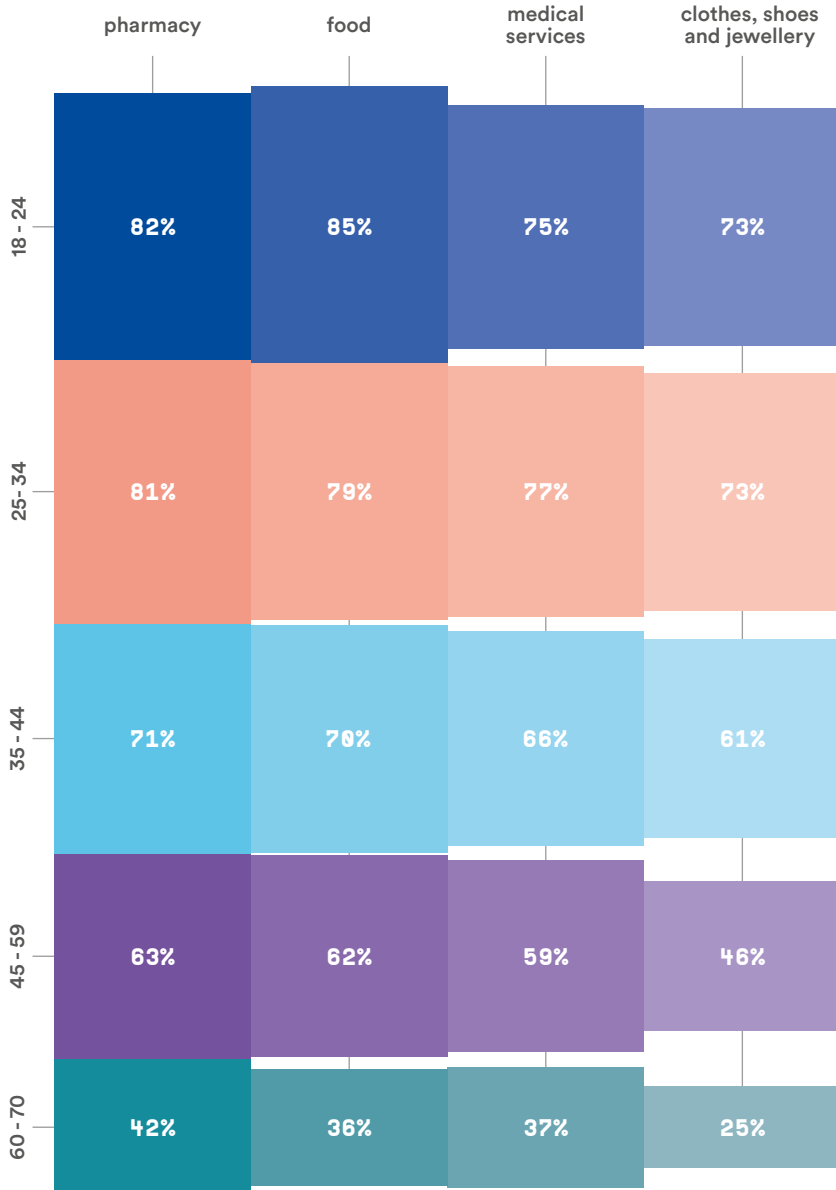
**Graph 5** shows that almost 70% of Brazilians intend to use Pix to pay for purchases in pharmacies, food (in stores like supermarkets, butchers and bakeries) and medical services. This data highlights the potential of use for this payment method that represents a milestone in the way people handle their finances.



GRAPH 5

# Intention to use Pix by product type and age group *in %*

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SOURCE: Instituto Datafolha



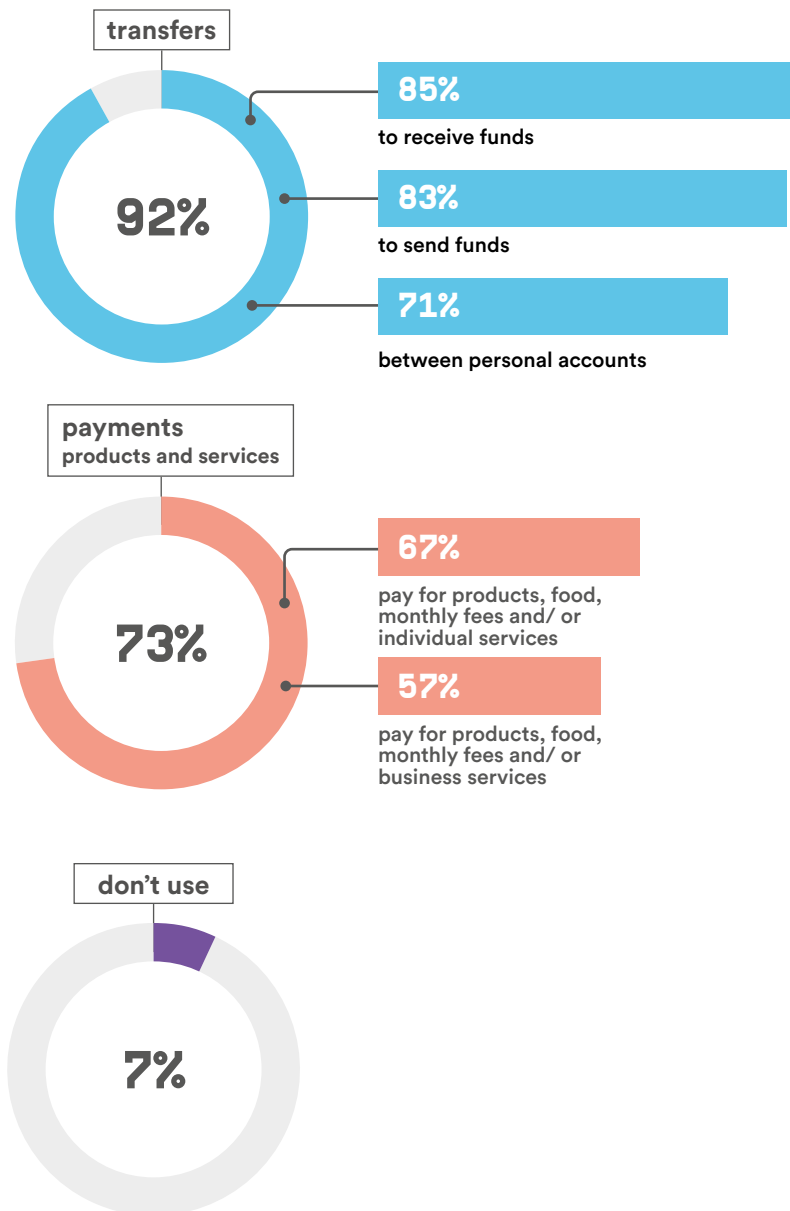
Furthermore, according to **Graph 6**, 92% said that they already use Pix to make transfers, mainly in place of TED, and 73% use it to make payments for products and services. It is interesting to note that of these, 67% use Pix as a payment method of goods and services provided by individuals and 57% for services and products provided by businesses.


This data draws attention, as it can indicate that a reasonable portion of transactions that would originally be P2B is now measured as P2P. In other words, maybe the adoption of Pix by businesses is underrepresented since many traders and service providers are using their registered

aliases as an individual instead of the legal entity or are informal professionals who do not have CNPJ (company registration number) - and this impact may have been even bigger due to the Covid-19 pandemic, with the increase of unemployment.

**A reasonable portion of transactions which would be originally P2B is today measured as P2P**

# What is Pix used for *in %*






According to **Graph 7**, among those who use Pix to pay for products and services, half stated to have used it between one to five times in the last month, 22% six to ten times, and 6% say they used it more than 20 times. The North region was the one with the highest frequency of use, with 52% of users using it six times or more, while in the Southeast, Northeast, South and Central-West this index varies from 32% to 46%.

## The North region has the biggest frequency of use to pay for products and services

The North region also stands out in the use of Pix to purchase products or services by individuals, given that 76% of the region's respondents who have Pix aliases registered stated to use the service for that purpose. That is, 9 p.p. above the average of 67% (Graph 6).



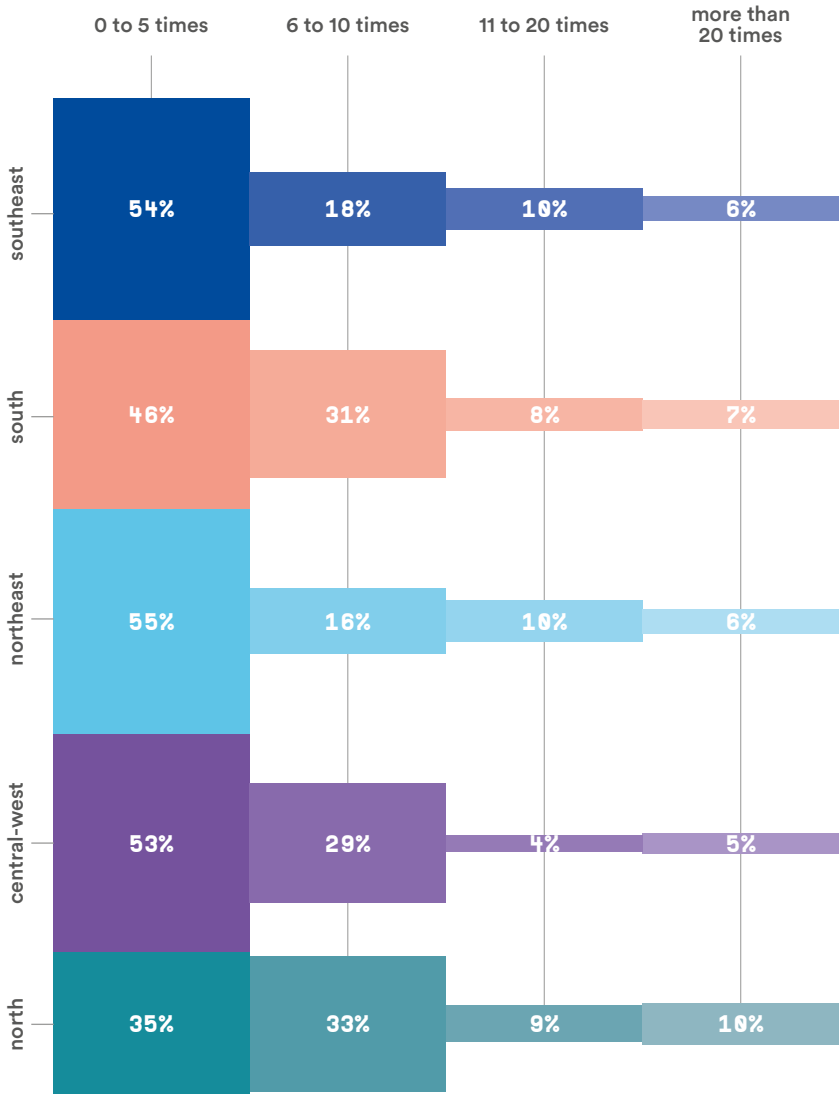
Furthermore, the North region is where the least amount of payments are made to businesses - 50%. According to the Brazilian Institute of Geography and Statistics (Instituto Brasileiro de Geografia e Estatística - IBGE)<sup>6</sup> the North region has the country's largest rate of individuals who work informally. Therefore, a possible explanation for this result is that many entrepreneurs may be operating a business as an individual and not as a legal entity.




GRAPH 7

# Frequency of use for payment of products and services by region

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SOURCE: Instituto Datafolha



Pix is mostly used online. Among those who purchase products and pay for services using this payment method, 40% made payments exclusively online, 17% in person, and 43% in both forms. It is important to note that this behaviour might have been influenced by measures to restrict circulation imposed as a result of the pandemic.

**Graph 8<sup>7</sup>** illustrates the main factors by which Brazilians claim to use Pix, the primary reason being convenience and secondly, agility.

Regardless of functionality, convenience is cited as the most preferred reason for the use of Pix, highlighting the QR Code with 71% of respondents. Agility came in second in the reasons of preference, with emphasis also on the QR Code with 34% of respondents.

The main reason that Brazilians who have registered aliases and state not to have made any transactions is security: for them, the method of payment is not safe and therefore they prefer to use cash.

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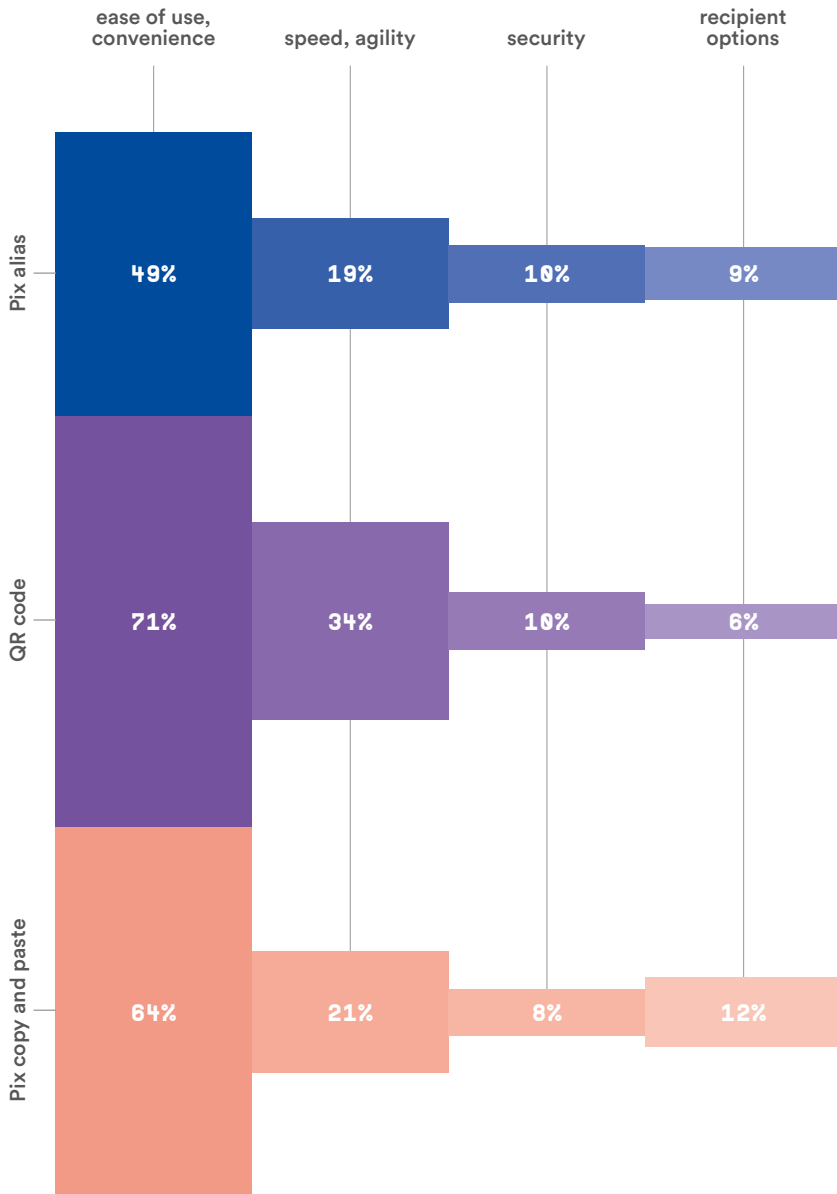
#### **SOURCE**

**7** It is possible that part of the sample is related to copying and pasting a Pix alias to the Pix Copy & Paste functionality, which has different features. The functionality is aimed at emulating the use of QR Codes in cases where the user is making purchases through mobile devices and it is not possible to scan a QR Code.


GRAPH 8

# Reason for preference of functionality *in %*

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SOURCE: Instituto Datafolha



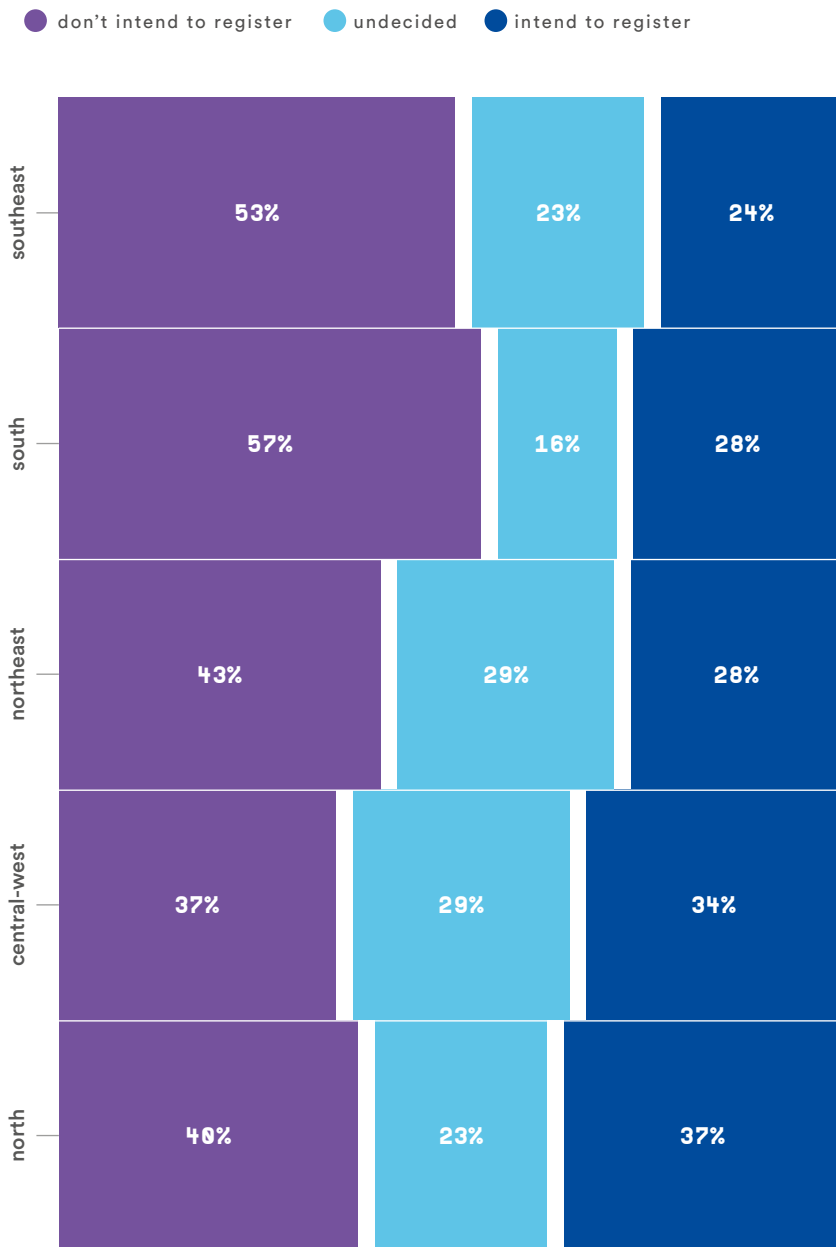
# Why have many not yet embraced Pix?

When asked about their intentions to register a Pix alias, three in every ten respondents who had confirmed not having an alias showed interest in doing so in the next six months. According to **Graph 9**, the disinterest rate is higher in the South and Southeast regions. Furthermore, it's interesting to see how the disinterest rates change considerably according to age group, jumping from 29% among respondents aged between 25 to 34 to 70% between those aged 60 to 70, reinforcing a lower uptake of the older generation to use aliases.


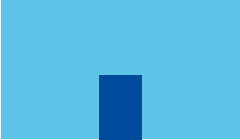

GRAPH 9

# Intention to register by region *in %*

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SOURCE: Instituto Datafolha



The main reasons cited by those who do not intend to register a Pix alias are the lack of interest, distrust of Pix security, and the difficulty of dealing with technology. This result corroborates the hypothesis of this study, that the older generation would have less acceptance in relation to Pix because of the big challenge to deal with technology.

**Lack of  
interest,  
distrust and  
the difficulty  
to deal with  
technology  
decreases  
Pix's uptake**

Among those who intend to register an alias, the motivations mentioned were the ease and speed of the system and the fact that transfers are instantaneous. They also



commented on possible uses: 89% mentioned using it for transfers - to send or receive money from friends or relatives, or move funds between banks in which they have accounts - and 87% to make payments for products and services.

Of the total number of respondents who stated not to have an alias registered on Pix, 9% said they had tried to register without success, 4% stated that there was an error and 1% had difficulties or didn't know how to do it.



# The image of Pix

Pix is promoted by the Central Bank as an agile, easy, efficient service, that speeds up transactions and reduces costs<sup>8</sup>. According to Instituto Datafolha, the public perception of this payment method follows the same line. Respondents were asked to rate from 0 to 10, characteristics associated with Pix, being 0 characteristics that they don't relate to Pix, and 10 very strong characteristics of the payment method. According to **Graph 10**, more than 70% of respondents see the agility, ease and speed provided by Pix as great differentials of this payment method.

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## SOURCE

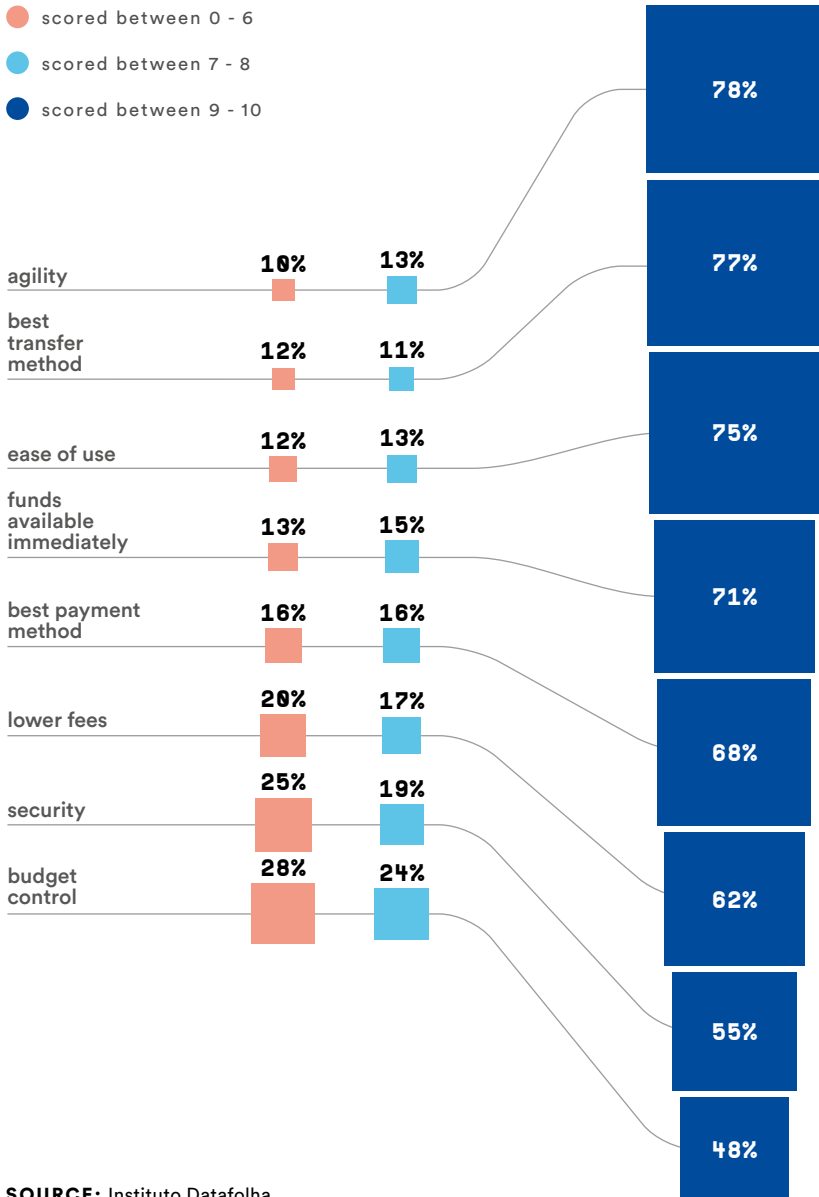
**8** Available at: [\*Banco Central do Brasil\*](#)



GRAPH 10

# The image of Pix *in %*

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SOURCE: Instituto Datafolha


Taking into account perception of Pix users and non-users, the payment method has a very positive image in both cases.



**It is known that there is a difference between what people say about a subject and how they actually act. The data from the Central Bank has already shown that Pix is indeed a success with a view to replacing old and less efficient transfer methods and that there is still potential for other use cases today covered by cards, payment slips and cash itself. But is Pix in fact considered a success according to Brazilians? [Box 1](#) proposes to analyse what Brazilians were talking (or searching) on the internet about Pix.**

## box 1

# Pix and the internet



**T**O UNDERSTAND a little more about opinion through social networks, the research analysed the comments about Pix on the social network Twitter. It is important to mention that this assessment is not intended to generalize the results obtained to the entire Brazilian population, since it is a biased sample of the population (ie, people with Twitter accounts and with some familiarity with the internet). However, it is a very popular social network, with more than 40 million Brazilian users, and therefore we can get an indication of the progression of the public's perception of opinion in relation to Pix<sup>9</sup>.

## Words linked to Pix became increasingly positive

To conduct the study, all tweets in Portuguese with the keyword “pix” from September 2020 to April 2021 were extracted and processed to remove special characters, emojis and

irrelevant words, such as conjunctions and connectives (“with”, “from”, “to”, etc).<sup>10</sup>

Thereafter, the months of September 2020, November 2020 and April 2021 were selected for analysis, as September was the month in which the payment method

was first advertised to the general public, November, being the month Pix was launched, and April which marked the sixth month of widespread use of the payment method.

In general, we can notice, in the word clouds represented in **Graph 11**, that the main words used do not necessarily make a value judgment (“good”, “bad”, “dysfunctional”) - but bring terms related to Pix, such as “bank”, “payment”, “system”, “alias”, etc. As the months progress, more words related to temporality appear, such as “now”, “day” and “today”. In addition, with greater use of Pix by the population, verbs like “make”, “to make”, “send” and “to send” [a pix] have become increasingly popular in tweets.

In September 2020, when it was advertised, the main messages were related to the content of Pix itself, something new for Brazilian society. Words “bank”/“banks”, [methods of] “payment”/“payments”, “system”, “new” and “central”.

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#### SOURCE

**9** Available at: [Comscore](#)

**10** For the removal of stopwords (words irrelevant to the set of results, such as “in”, “to”, “with”, “a”, among others), the Natural Language Toolkit (NLTK) library was used, as it has a native dictionary of stopwords in Portuguese.

In November 2020, the month in which Pix was launched, words such as “test”, “transfer”, “made”/“to make” demonstrate the Brazilian’s adaptation to the service.

In April 2021, 82 million people had aliases registered on Pix, and terms such as “send”/“to send”, “make”/“to make”, “today”, [to] “me”, “reais” and “account” show that the service had already been widely disseminated among the population.

Subsequently, a polarity - or sentiment - extraction technique from the words in the analysed tweets was used, based on the OpLexicon<sup>11</sup> and SentiLex<sup>12</sup> dictionaries. Words like “money” or “bank” are rated as neutral (0), words like “scam” or “bad” are rated as negative (-1) and words like “good” or “happy” are rated as positive (1). Based on this classification, tweets were defined as neutral, positive or negative, based on the amount of neutral, positive and negative words they carry.

Therefore, a positive average polarity means an optimistic opinion. While a negative average polarity means a negative opinion towards Pix.

GRAPH 11

# Words most mentioned in the first months of Pix

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LITTLE MENTIONED  HIGHLY MENTIONED



SOURCE: Data extracted from Twitter

Observing the monthly polarity of the tweets, it is possible to observe that the general sentiment of the posts that carried the term “pix” rose progressively. Even though most tweets were neutral (about 40% of them consistently), positively loaded words were becoming considerably more and more compared to negatively loaded words.

This suggests that at least for posts made on the social network Twitter, words linked to Pix have become increasingly positive.

The increase in positive opinion observed in **Graph 12** is consistent with the adoption and public approval in relation to Pix. According to a survey by Bain & Company<sup>13</sup>, the impact of Pix has been so positive that it raised the indicator of satisfaction with banking institutions from the fourth quarter of 2020 to the first quarter of 2021. The increase in the indicator was the result of approval from customers that registered Pix aliases, according to the company, while customers who did not register had similar levels of satisfaction to the previous quarter.

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### SOURCE

**11** Available at: [PLN-PUCRS](#)

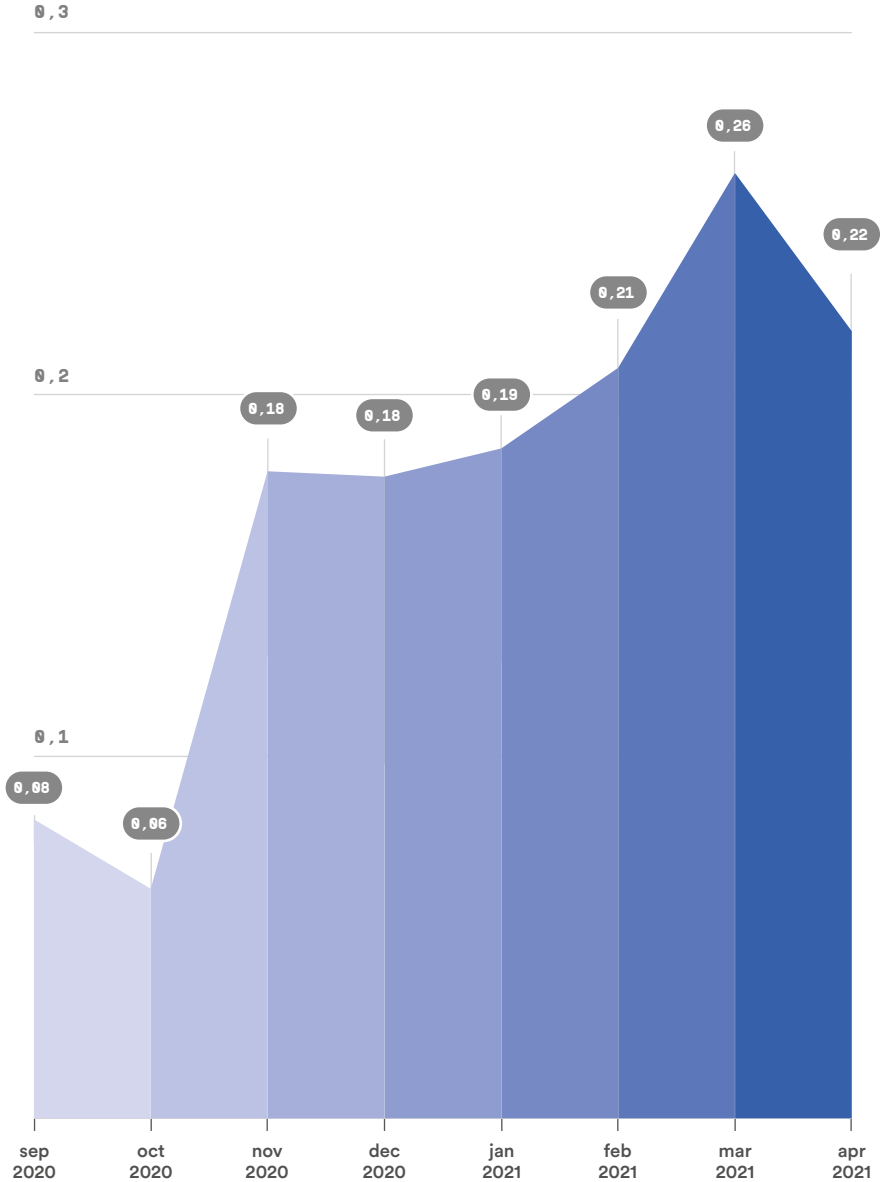
**12** Available at: [B2FIND](#)

**13** Available at: [Valor Econômico](#)



# Average polarity of tweets per month

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SOURCE: Data extracted from Twitter



# The future with Pix

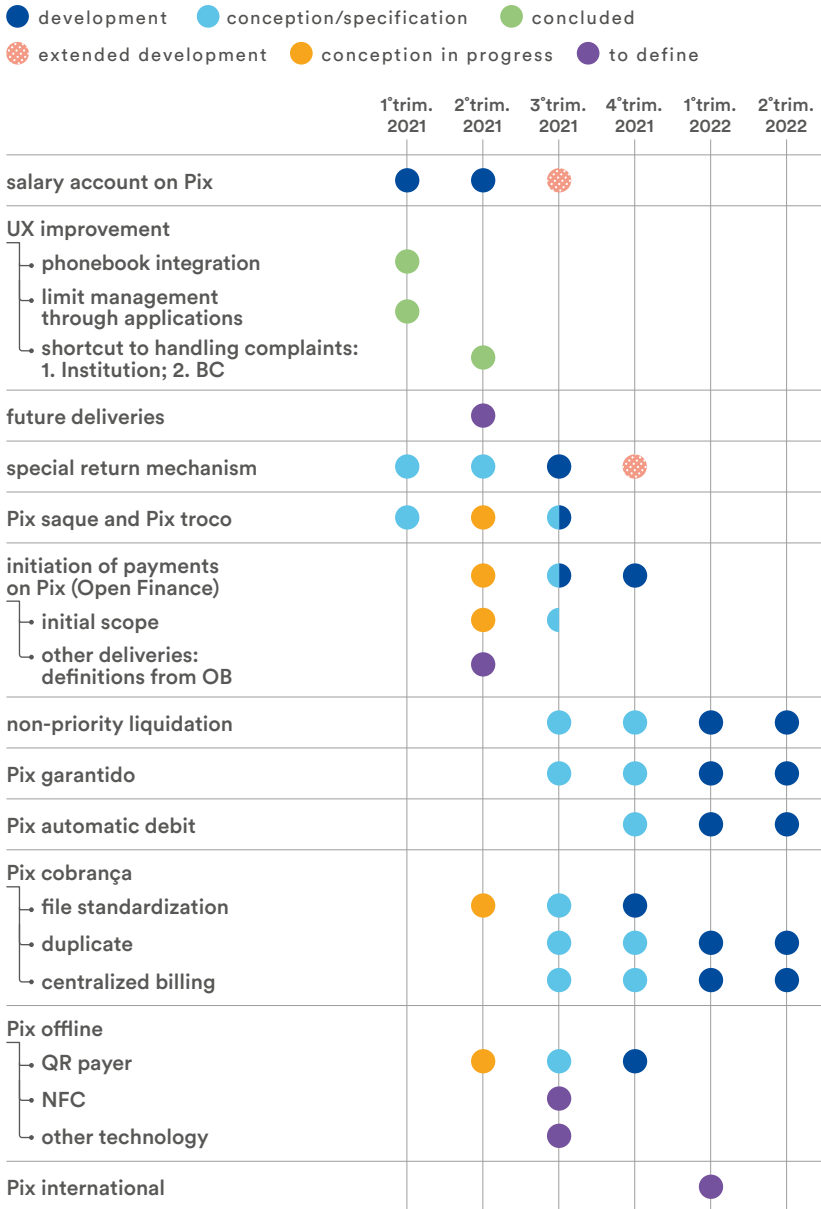
In January 2021, the Central Bank made the first announcement of Pix's evolutionary agenda for the year (**Graph 13**), setting the tone for the new functionalities that users and the market could expect during the following 12 months.

In just three months of operation, Pix had already surpassed TED and DOC in numbers of transactions. But, as at the time only 7% of the transactions were made by individuals to companies, the main objective was to stimulate the use of Pix in retail, with new features of Pix specifically targeted at individual and commercial transactions.

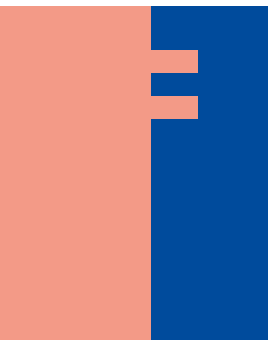

GRAPH 13

# Central Bank's evolutionary agenda for Pix

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SOURCE: Central Bank



The first new feature announced was the encapsulation of Pix features associated with the use of QR Codes in a single group, called 'Pix Cobrança'. With it, retailers and service providers can issue a QR Code to receive immediate or future payments, being able to detail information beyond the amount charged, such as interest, penalties and discounts, similar to a bank payment slip.


Pix Cobrança is what makes Pix more than just a transfer method between different banks. Pix is also a method of payment because the QR Code allows similar use as payment slips and cards, but with the advantage of being instantaneous. Thus, the funds are available in the recipient's account immediately, speeding up the

logistics of online purchases and reducing working capital costs for merchants, and secure, as it depends on authentication in the financial institution's application or payment to be processed, reducing the risk of fraud.

**Pix's  
evolving  
agenda for  
the year aims  
to stimulate  
the use of Pix  
in retail**

Pix Cobrança for payments due was officially launched in May 2021. And, as of July 1st, it became possible to schedule these payments. In this way, it was possible to replicate the main aspects of the experience of payment slips using this modality of Pix Cobrança.

In terms of user experience, new functionalities were also created, such as the possibility of integrating the mobile phone contacts in order to speed up Pix with keys, which is an additional option offered by the institutions. With it, users can easily identify contacts in the phonebook who have registered their email or mobile number as a Pix key and make transfers to them. In addition, to offer more security and control, a functionality was launched which allows limit management of funds in transactions by the users themselves, called Meus Limites Pix, among others.



In April, new features were also announced about the possibility of making withdrawals via Pix. The product, which had already been announced as part of the evolutionary agenda for 2020, is now called Pix Saque (Pix Withdrawal, when the user's intention is to only withdraw funds and Pix Troco, (Pix Cashback) when the intention is to make a purchase and withdraw funds in the same transaction. These products are expected to be launched by the second half of 2021, according to the Central Bank.

Making a purchase together with the withdrawal of funds will be possible, as these new functionalities may be offered by commercial establishments such as supermarkets, pharmacies and bakeries, making the payment by using a QR Code and receiving the amount related to the withdrawal in cash after confirmation of the instant payment.

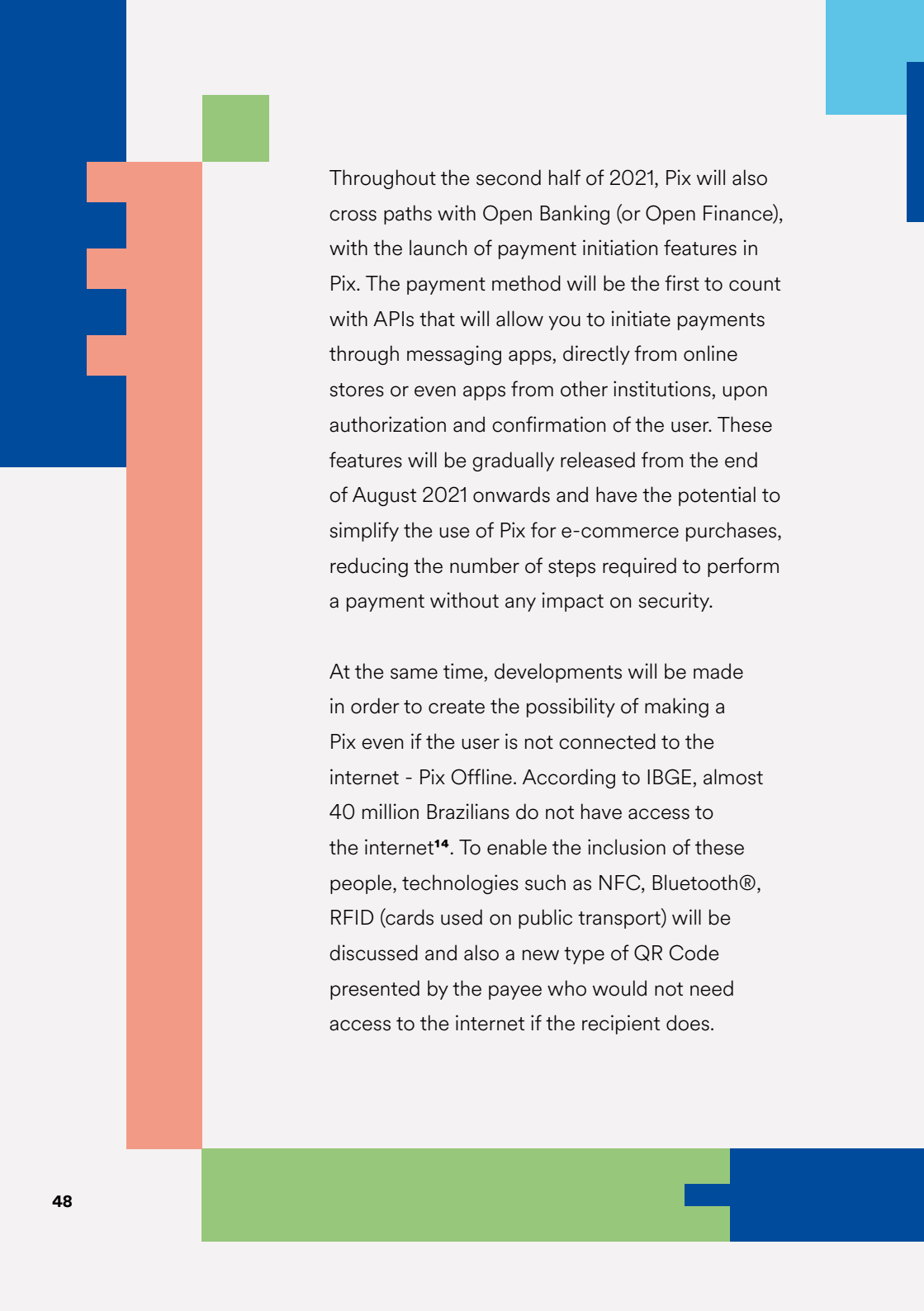
The possibility  
of making  
withdrawals  
through  
Pix aims to  
increase  
the capillarity  
of withdrawal  
points in the  
country

The objective of the Central Bank is to increase the capillarity of withdrawal points in the country, mainly in smaller municipalities that have limited availability

of ATMs. In this regard, the possibility of Pix Saque being offered at ATMs is also under discussion both at ATMs and in those of financial institutions that want to offer the service.

In June, a mechanism named Special Return was created. It is a functionality aimed at improving Pix's security, creating a more agile and effective way for institutions to block and reverse amounts subject to fraud or operational errors.

Scheduled for launch in November, this mechanism will also bring benefits to users as institutions will now follow rules on how to proceed when they receive fraud reports from their customers through customer service channels.



Throughout the second half of 2021, Pix will also cross paths with Open Banking (or Open Finance), with the launch of payment initiation features in Pix. The payment method will be the first to count with APIs that will allow you to initiate payments through messaging apps, directly from online stores or even apps from other institutions, upon authorization and confirmation of the user. These features will be gradually released from the end of August 2021 onwards and have the potential to simplify the use of Pix for e-commerce purchases, reducing the number of steps required to perform a payment without any impact on security.

At the same time, developments will be made in order to create the possibility of making a Pix even if the user is not connected to the internet - Pix Offline. According to IBGE, almost 40 million Brazilians do not have access to the internet<sup>14</sup>. To enable the inclusion of these people, technologies such as NFC, Bluetooth®, RFID (cards used on public transport) will be discussed and also a new type of QR Code presented by the payee who would not need access to the internet if the recipient does.



# Pix Garantido has significant potential to spread the use of Pix in business

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In addition, discussions are also planned on Pix Garantido (Pix Guaranteed), which will allow users to make payments in installments with the payees

institution acting as guarantor of the operation - a feature that has a very significant potential to spread the use of Pix in business, with the possibility of payment instalments, as this practice of instalment purchases in business is widely used by Brazilians<sup>15</sup>

By the end of the year, automatic debiting by Pix and centralized billing of QR Codes (DDA for payment slips) will also be addressed. The Central Bank expects these last three functionalities to be launched by the end of the first half of 2022.

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## SOURCE

**14** Available at: [G1](#)

**15** A survey conducted by Confederação Nacional de Dirigentes Lojistas (CNDL) and by Serviço de Proteção ao Crédito (SPC Brasil), in March 2019, indicated that 69% of consumers intended to acquire products and services in instalments, being the purchase of electronics (24%), clothes, footwear and accessories (21%), appliances (17%), furniture (13%) and supermarket (13%) the most common. Available at: [SPC Brasil](#)



Finally, another important feature already announced and to be discussed with the market in 2022 is Pix Internacional (Pix International), which will allow international payments and transfers using Pix. The Central Bank's objective is to make it possible for Pix's infrastructure to connect to payment systems in other countries, which would allow for a reduction in costs in international transfers for users, who still face very high fees for this type of service.



**As mentioned, in order to make Pix even more complete, the Central Bank has been developing new features. However, they are not alone in this task. Brazilians, who are already known for their creativity, have also caught sight of new possibilities for the versatile use of Pix. Box 2 shows how Pix has been used in 50 previously unexpected (and creative) ways.**

## box 2

# The Brazilian way and Pix

## **T**HE POSSIBILITIES

for Pix are almost infinite and the population understand this. Several articles have already reported cases of users using Pix as a way of flirting or renewing relationships<sup>16</sup> - what became known on social media as Pix Tinder -, and even football fans donating R\$0.01 to their clubs just to send messages<sup>17</sup>.

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### **SOURCE**

**16 AND 17** Available at: [IG](#)

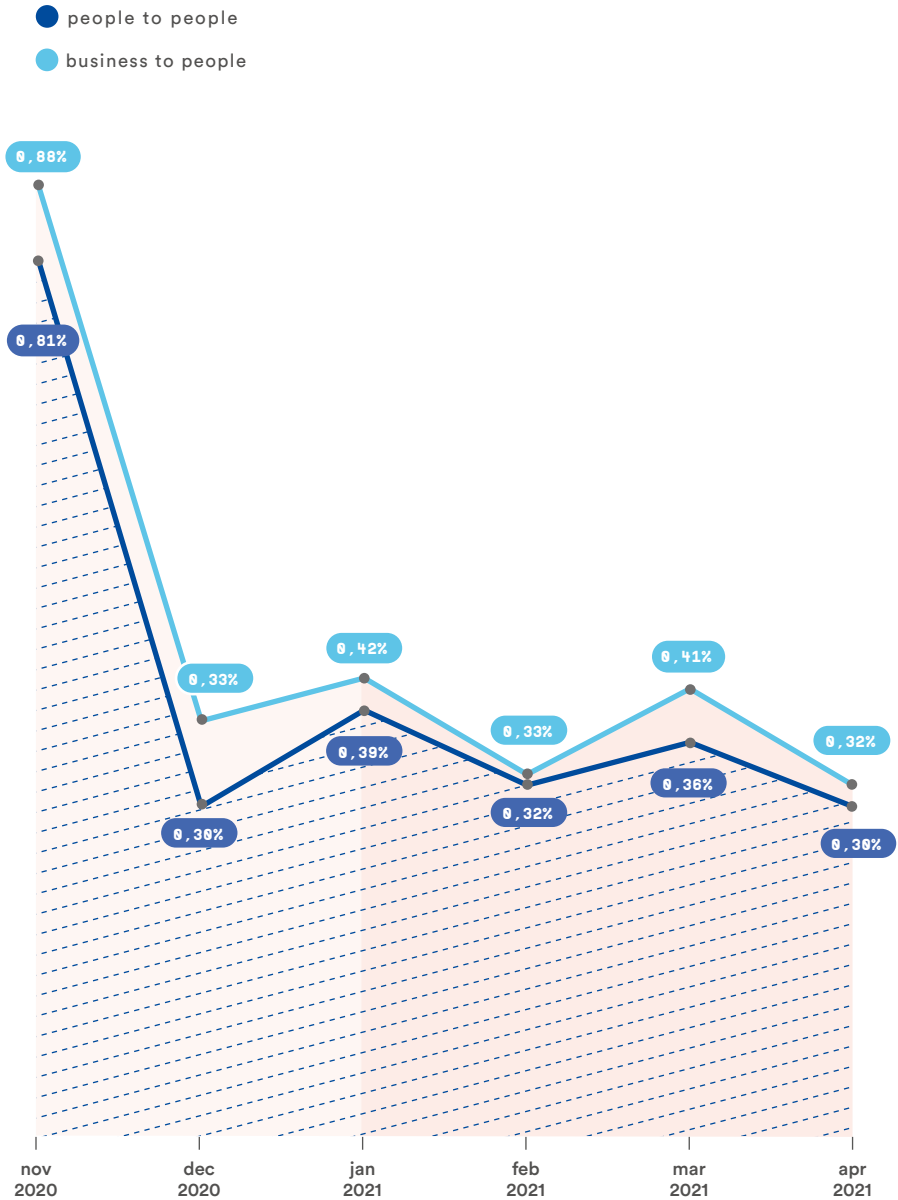
According to figures from Zetta's members, around 0.3% of transactions between individuals, performed between December 2020 to April 2021, are worth 1 cent. Extrapolating this percentage to the total number of transactions between individuals in Brazil, this would represent more than 300 thousand transactions in December, reaching almost one million in April for P2P. Although the percentage remains relatively constant, the total amount of transfers carried out has grown rapidly.

It is also possible to observe a similar pattern in transactions considered to be B2P - or business to people. A hypothesis that would explain this is the use of 1 cent transactions for the purpose of advertising. From December to April, although it remained practically constant, representing 0.30% of operations, the amount itself quadrupled, reaching more than 120 transactions in the month of April. This tactic, depending on a company's number of customers, can be cheaper than sending marketing via SMS, and definitely grabs users' attention.

GRAPH 14

# Transfers in the amount of R\$0,01 in %

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SOURCE: Zetta



# Conclusion

**T**HERE IS NO DOUBT that Brazilians have fallen in love with Pix. In a few months after its launch, 98.5 million users and 254 million aliases were registered, according to the Central Bank. In just five months of operation, Pix had already surpassed the number of payment slips, TEDs, DOCs and checks together. Even with such success, there are still some barriers to be overcome by Pix, such as the low uptake by businesses and the negative perceptions about security issues by part of the population.

In short, Pix has evolved in a surprising way in Brazil, breaking barriers and bringing efficiency to the entire society, but there are still some obstacles to overcome. The future will tell how successful Pix's next steps will be, and the Central Bank is advancing in this direction with a very comprehensive plan so that the payment method becomes increasingly universal, that is, Pix being used in various ways and becoming more and more part of the financial lives of Brazilians.



# Expedient



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