



TESOURO NACIONAL

“*Tesouro Direto*” Program

Brazilian National Treasury

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2022

Session:
**Is technological innovation
transforming retail debt
programs?**

Luiz Fernando Alves
Head of the Middle-Office
Debt Management Office

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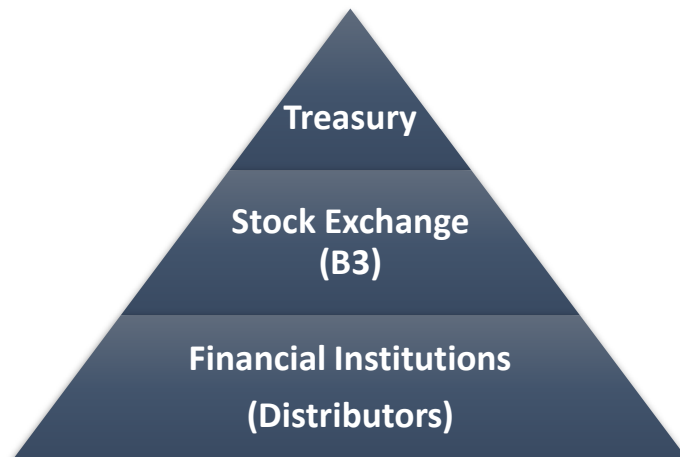


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“Tesouro Direto” Program – Low Cost and High Transparency

- The program was launched in 2002 in a partnership with the stock exchange (B3) to democratize access to domestic government-issued bonds (**no funding purpose**).
 - To attract small customers:
 - Minimum ticket is only about US\$ 6,00 to US\$ 7,00;
 - Transparent, with competitive fees.
- The structure chosen at that time was an outsourcing structure



2 million investors

Outstanding of BRL 95 bn
(1% of GDP)

Since **2002** “Tesouro Direto” is a gateway to investors

It has developed by strengthening technology, digitalization and financial education



Safe

Investments totally warranted by the Brazilian National Treasury



Flexible

Investors choose the bond accordingly their goals: multiple types of remuneration (indexes) and tenors. Daily liquidity.



100% Digital

Investments, redemptions and monitoring through the *Tesouro Direto* website or app.



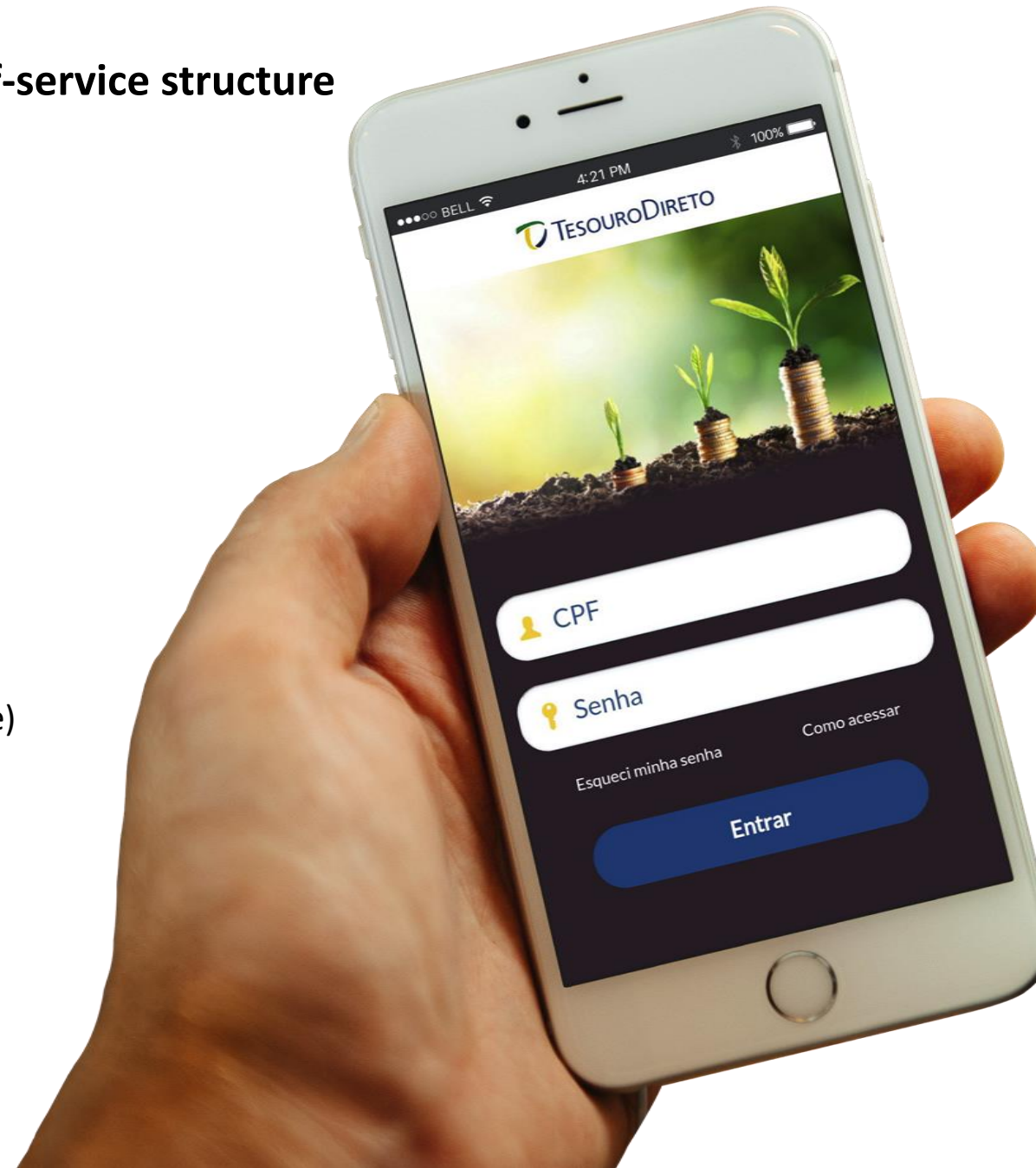
Accessible

Minimum investment at small values: around USD 6,00 to USD 7,00. There are tools to easy the decision making and to compare the Tesouro Direto with other assets.

New technologies applied to Brazilian retail program

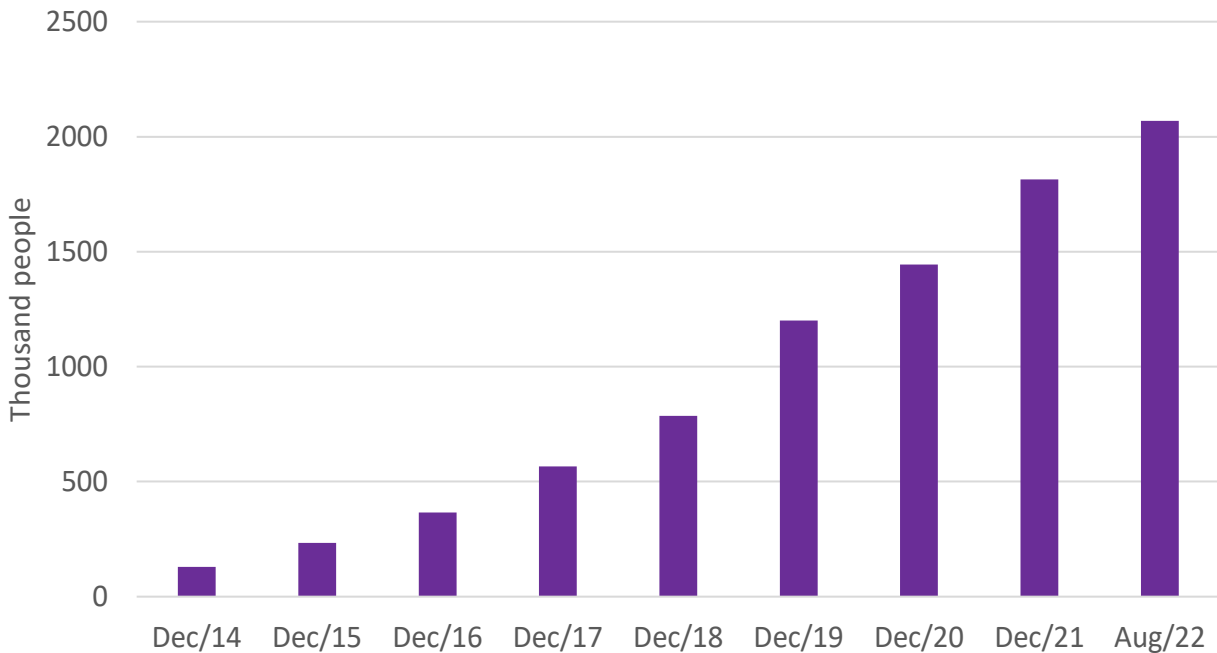
Main technologies adopted by the program to support a **self-service structure**

- ✓ 100% digital (website, Treasury App and Brokerage Apps)
- ✓ Simulator for comparison with other fixed-income products
- ✓ Calculator to evaluate future payment flow
- ✓ Customer service with “bot” and “WhatsApp”
- ✓ Purchase and reinvestment schedule
- ✓ More efficiency in the settlement process (redemptions on D+0)
- ✓ Investment statement with graphs (market price and price on the curve)
- ✓ Social media communication (YouTube, Instagram and Facebook)
- ✓ Online course about the retail program (videos and e-books)
- ✓ E-commerce approach on the website and App

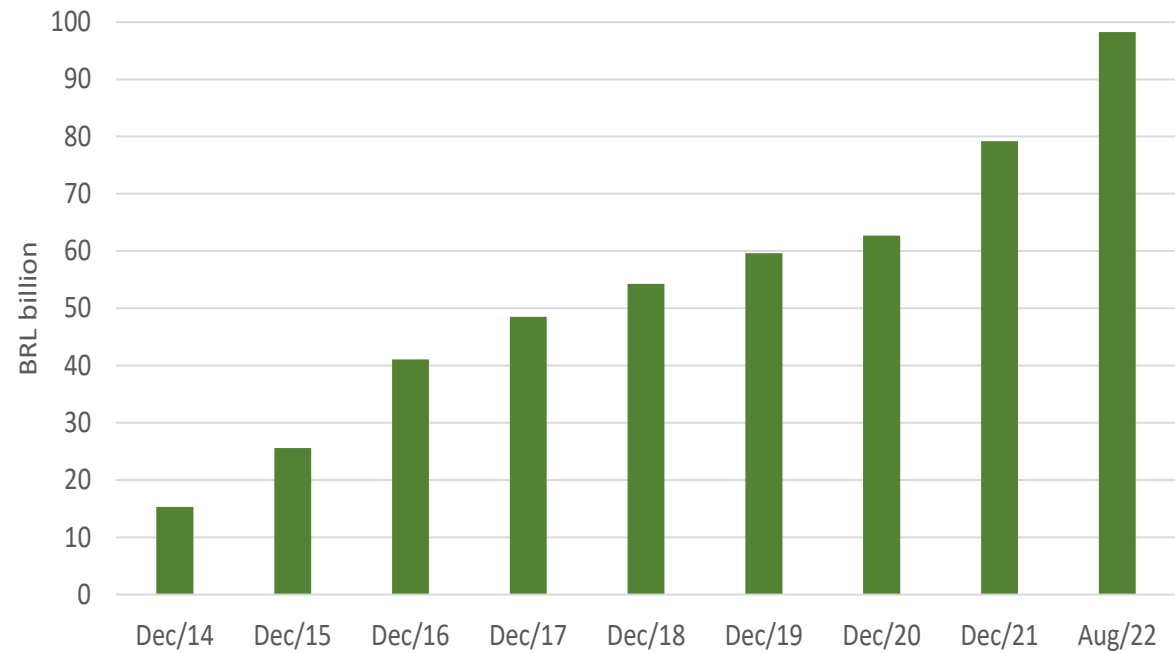


“Tesouro Direto” Program – Recent evolution

Number of Investors



Outstanding



Improving the consumer experience on the website and App

The registration process is the main pain point in the program

- ✓ Customers need to look for a financial institution outside the retail website/App
 - ✓ Many investors give up due to the difficulty, or...
 - ✓ They are convinced to invest in other products by banks and brokers

Current registration process:



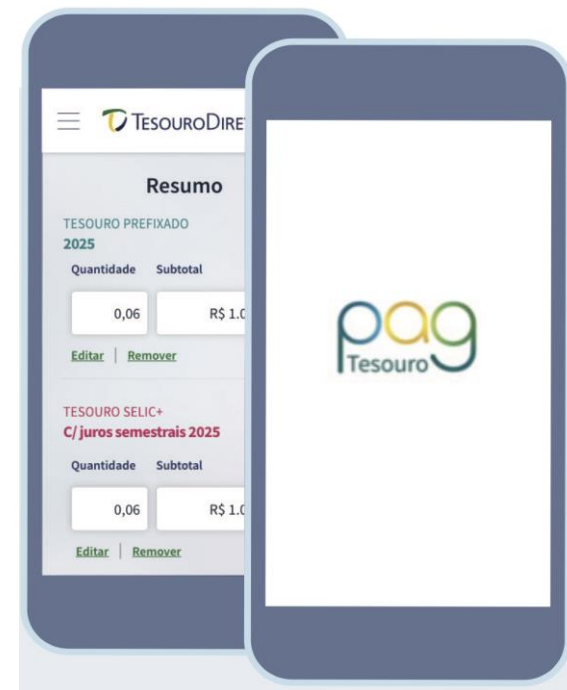
Using new technologies from federal government in the registration process

Who is you?

Authenticator is key for data collection in the simplified registration.

The **system Gov.br** is the single access to federal government services (IRS, passport etc).

Key customers` data will be auto-populated to easy the registration.



Adding a new payment system

The investment using *PagTesouro* is made via PIX

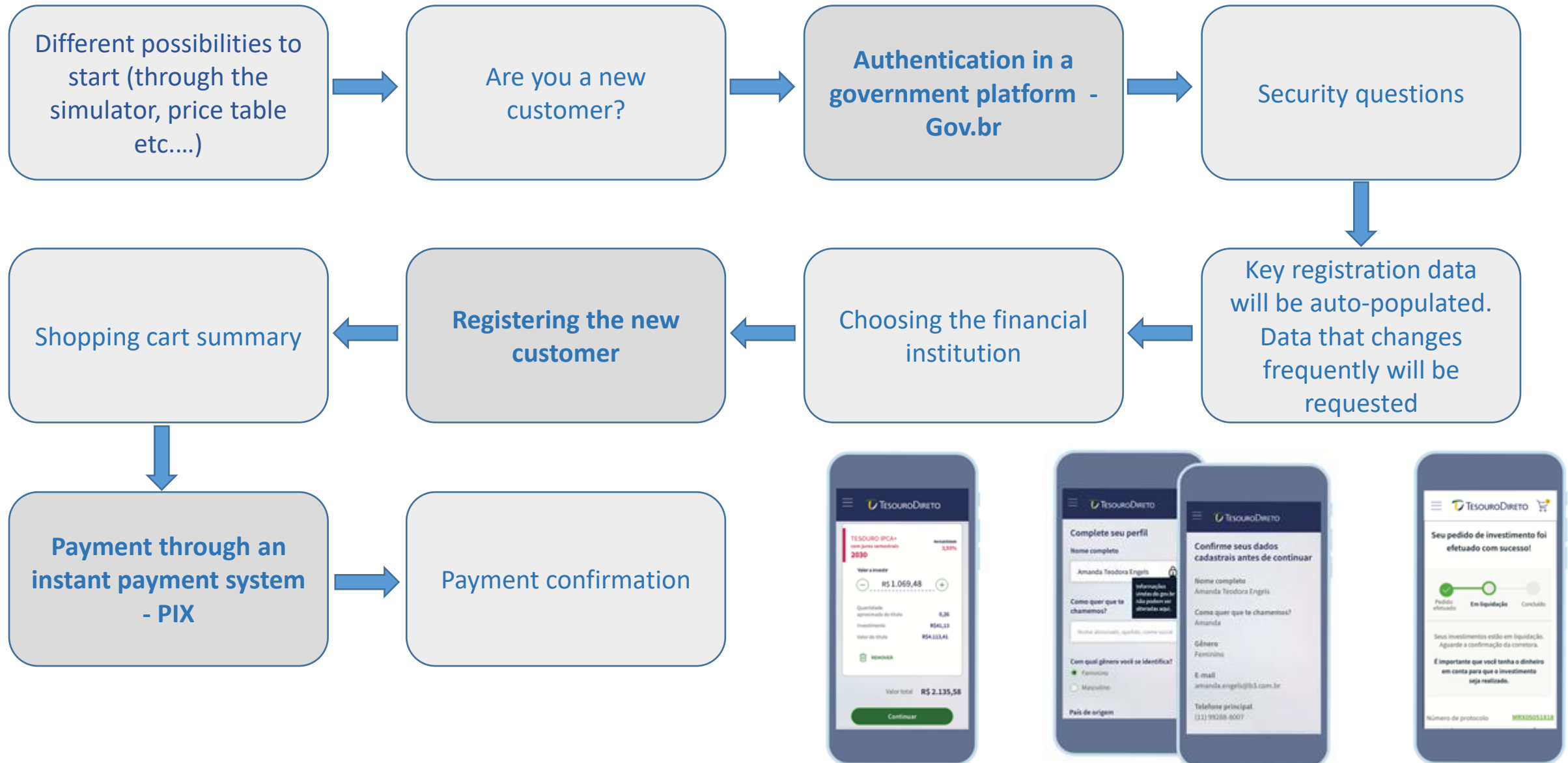
PIX is an instant payment system in which the money goes directly to the Treasury Single Account (TSA).

With a QR Code customers make the payment.



The new registration and purchase process - App

Expected total time: about 5 minutes



Main Challenges and Expectations

- It has been a challenge convincing distributors to plug in the system
 - Financial institutions have their own platforms and strategies
 - The interest of small financial institutions to plug could induce big institutions
- Simple registration process could be the entrance of customers in the investment market
- The Treasury could offer an e-commerce experience
- Increasing customers interest on our platforms will improve our communication efficiency
- Social media (without cost) may help foster the use of new tools by customers