

## PRESS RELEASE

To be announced during Web Summit Rio 2025, April 27–30

excl.us launches at Web Summit Rio 2025: A new era for exclusive content monetization begins in Brazil

Rio de Janeiro, April 27, 2025 — During Web Summit Rio 2025, a bold and much-needed platform officially enters the global market: excl.us, the Brazilian-born content subscription platform designed to empower creators with full control over their earnings, audience, and privacy.

In a digital ecosystem dominated by high commissions, algorithmic censorship and limited creator support, excl.us arrives as a premium, privacy-focused alternative. With the lowest commission rate in the market, excl.us aims to give back to those who create.

“excl.us was built by creators, for creators. We wanted to solve the pain points we’ve experienced ourselves - from unfair earnings to a lack of real autonomy. This is not just another platform. It’s a movement toward creative freedom and sustainable income,” says Roberta Soeiro, co-founder and CMO of excl.us.

### Key Differentiators

- Lowest commission in the market: While most platforms take up to 30% of creators’ earnings, excl.us only retains what is strictly necessary to operate. The rest goes to the creator.
- Privacy-first technology: excl.us ensures end-to-end protection for both creators and subscribers, preventing leaks and maintaining full content confidentiality.
- Strategic positioning support: Beyond hosting content, excl.us supports creators in building their personal brand with marketing resources, content strategies, and mentorship.
- Launch program for the first 100 creators: A special invitation-only program with one-on-one guidance and media exposure.

Created in Brazil. Open to the world.

Although excl.us is debuting at Web Summit Rio, the platform is designed for a global audience. It welcomes creators from all backgrounds, offering them an exclusive space to monetize what they do best.

“Our mission is to create a safe and exclusive digital environment where creators are truly respected.”



#### About excl.us

excl.us | You and your audience, exclusively, is a creator-first subscription platform focused on privacy, autonomy, and strategic monetization. Headquartered in Brazil and designed for the global market, excl.us offers creators full control over their content, earnings, and brand.

Website: <https://excl.us>

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