

INVESTOR RELATIONS PRESENTATION

3Q24



Índice Brasil 50 **IBRX 50**

Índice Carbono Eficiente **ICO2**

Índice de Ações com Tag Along Diferenciado **ITAG**

CTC QX

IGPTW B3

Localiza&co

- 1. COMPANY OVERVIEW
- 2. MAIN BUSINESS DIVISIONS
- 3. COMPETITIVE ADVANTAGES
- 4. FINANCIALS



BECOMING THE BIGGEST CAR RENTAL COMPANY IN LATAM

PHASE I: PATH TO LEADERSHIP

PHASE II: EXPANSION

PHASE III: BUILDING UP SCALE

PHASE IV: DIGITAL TRANSFORMATION

1973

Founded in Belo Horizonte with 6 VW beetles

1983

Franchising Strategy

1992

Internationalization through Franchising

1999

Brand creation for the Fleet Rental

2019

Follow-on of R\$1,8B

2021

Launch of Localiza Zarp

2023

Follow-on of R\$4,5B and Mexico expansion 



Market leader in 1981

1979

Expansion to 11 capital cities

1991

Seminovos' creation

1997

DL&J Private Equity firm purchases 1/3 of the Company
Market Cap US\$150mm


2005

IPO with a Market Cap of US\$295mm

2020

Locamerica merger announcement
Subscription car launch - Meoo

2022

Merger closing with Locamerica - jul/22
Launch of new corporate brand 

Market Cap of US\$8.0 bi in Sep/24

6
(1973)



1,970
(1983)



5,080
(1993)



24,700
(2003)



118,000
(2013)



638,283
(3Q24)

3Q24

BIG NUMBERS

638K

End of period
fleet

+81K

Cars Purchased

74K

Cars sold

R\$9.7 bn

Net Revenues

705

Locations in
Brazil, Latin
America and
Mexico

219

Seminovos'
Stores

+21K

Employees in Latin
America

7.7p.p.

ROIC – KD after tax
(5-year average)



OUR COMPANY IS IN
CONTINUOUS AND
CONSISTENT EVOLUTION
MOVEMENT BECAUSE WE
NEVER STOP LOOKING AT
THE ESSENTIAL: OUR
**CUSTOMERS, OUR
EMPLOYEES, OUR RESULTS**

**AND THESE ARE THE PILLARS
OF OUR CORPORATE CULTURE**



Localiza&co

To simplify, to amaze. **To get there.**



People that inspire

We foster and treasure our team, encouraging high performance

We genuinely watch for each other, and enjoy the journey together

We ramp up as one, in trust and open exchange, owning up to the final call



Customer that we love

We prioritize our clients and cultivate long-term bonds

We amaze by prioritizing the uncomplicated and unforeseen

We put forth from our customer's needs, and evolve from experimentation



Results that are remarkable

We breed remarkable value, through long-term vision

We do more with less, increasing productivity

We make our mark, contributing towards a more sustainable, diverse and inclusive world



Ownership mentality

We act boldly, fiercely and within a mindset of humility

We make agile decisions and act responsibly upon our autonomy

We search restlessly for excellence in simplicity

Ethics and trust

We do the right thing and care for our reputation

Localiza&co

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- 326,416 cars (324,722 Brazil and 1,694 Mexico), including daily rentals, monthly rentals, replacement and app drivers;
- 705 Locations in Brazil, Latin America and Mexico



- 311,867 cars in the fleet, including light vehicles, subscription cars and heavy vehicles.



Customer Centricity
Platform Synergies:

- Bargaining Power
- Cost reduction
- Cross Selling



- 39.3% sold to final consumers (accumulated 2024)
- 219 stores in 118 cities in Brazil



- Mexico expansion.
- Telemetry solutions to optimize fleet management;
- Corporate travel platform with VOLL;



BUSINESS PLATFORM – CAR RENTAL



Individuals

Short- and long-term rental for individuals, in and out of airports



Zarp

Mobility solutions for app drivers



Companies

Short- and long-term rentals for individuals associated with corporations



Replacement

Replacement rental car for several insurance companies in Brazil



BUSINESS PLATFORM – FLEET RENTAL



Fleet Rental

Fleet rental and outsourcing solution for SMEs, as well as large corporations.



Localiza Meoo

Subscription car, democratizing new car access without purchase costs



Heavy vehicles

Rental of heavy vehicles with a duration of 12 to 84 months, bringing productivity and operational solutions.



BUSINESS PLATFORM – SEMINOVOS



Support area

Support area to optimize asset turnover, reducing dependence for intermediaries



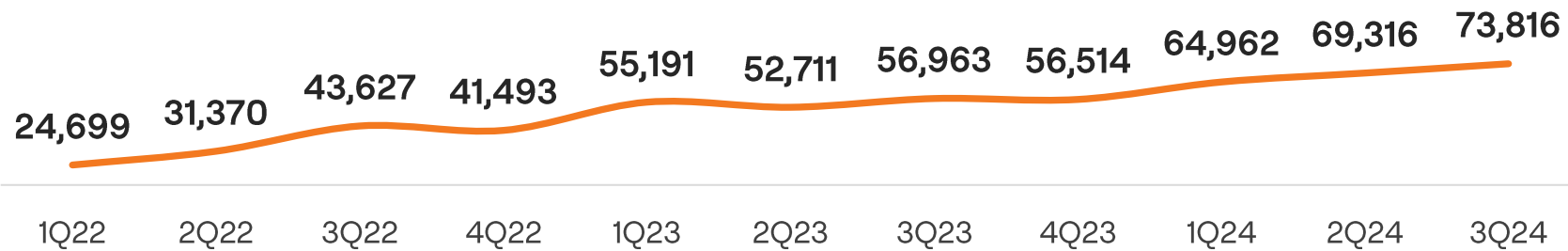
Sales channels

Retail sales, reaching the end consumer, and through a number of wholesale partners



Evolution of sales – Brazil

Quantity



- 1. COMPANY OVERVIEW
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Raising money

Better credit rating and financing conditions

Selling cars

Great capillarity and sales with better conditions



Buying cars

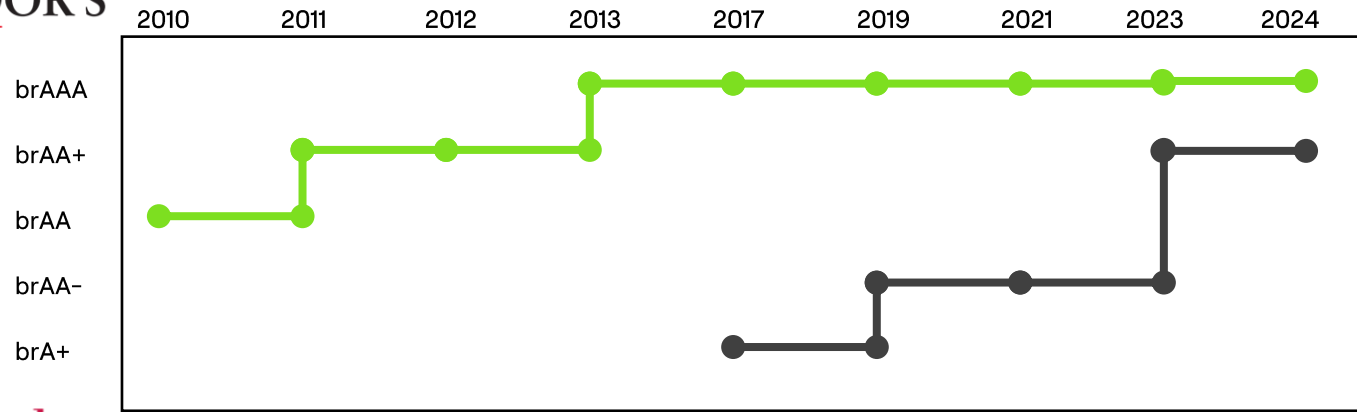
Main buyer in the sector and differentiated relationship with automakers

Renting cars

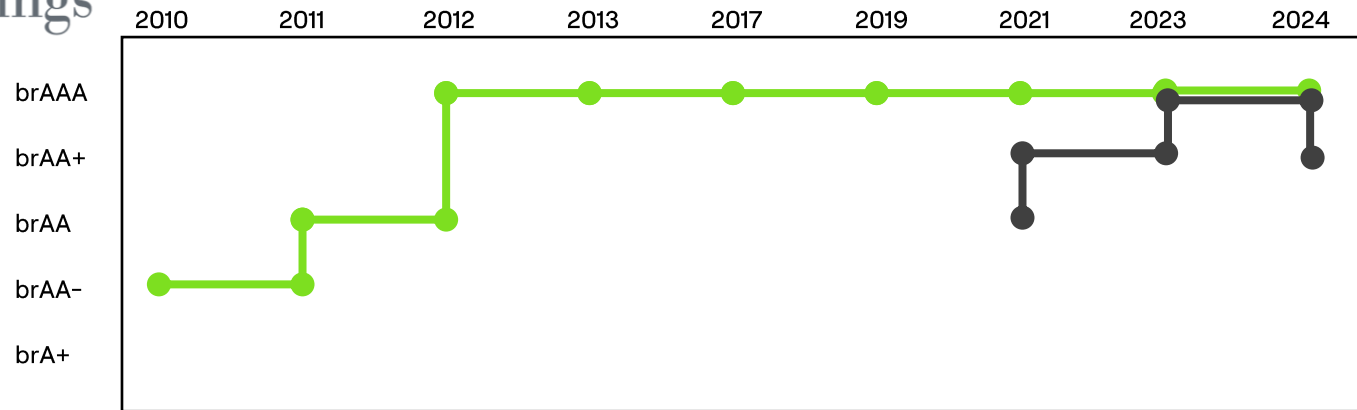
Top of Mind Company technology and market leader

Best credit rating in the industry

STANDARD
& POOR'S

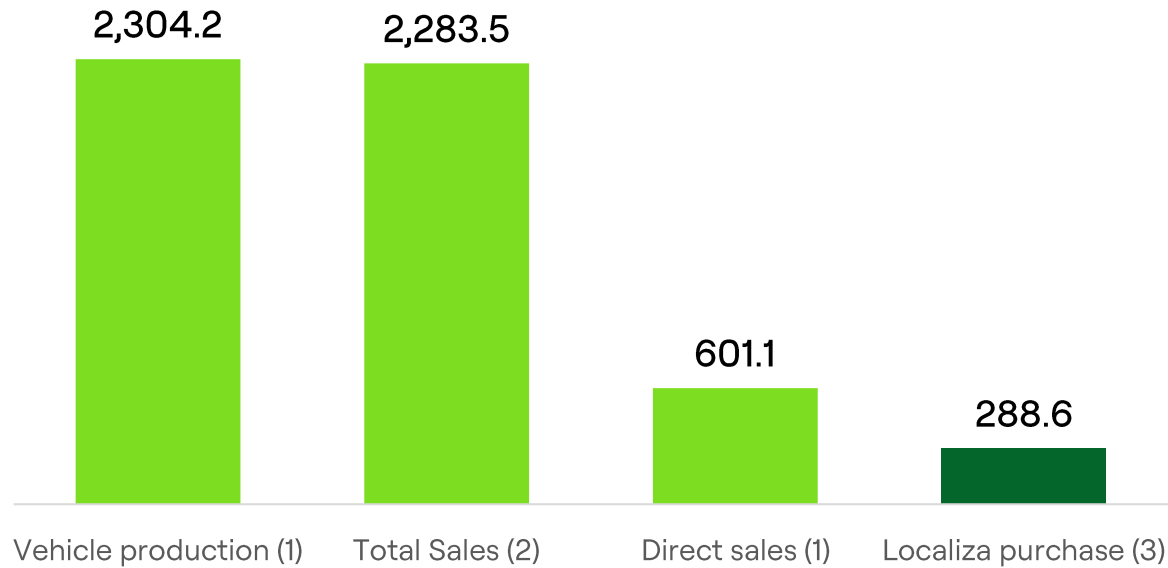


Fitch
Ratings

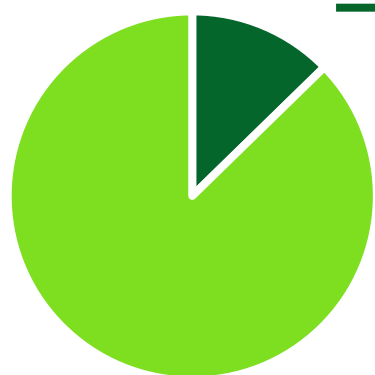
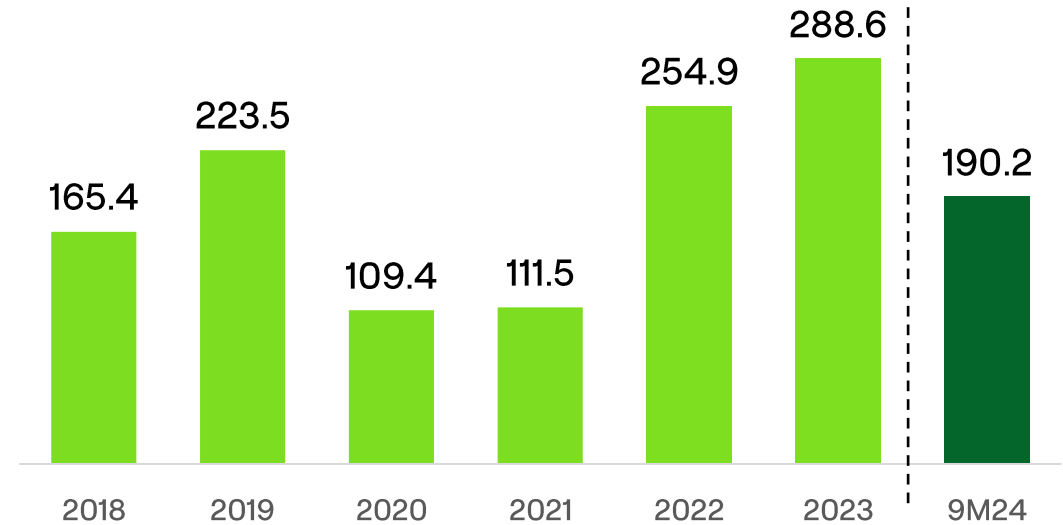


Localiza&Co Player A

Distinguished relationship with automakers (2023)



Largest car buyer



12.7% Share in OEMs' sales (4)

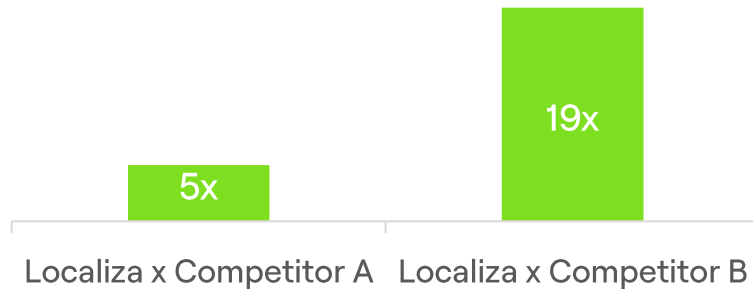
Operational Excellence in Purchasing

- Quality control of delivered cars
- Car licensing
- Shipping tracking
- Logistics management optimization



Brand Knowledge

Most Known Brand⁽¹⁾



Leadership in all segments

Convenience with:



Proximity and capilarity (agências Brazil)



with **611** branches
533 operated by Localiza

vs **258** branches
Competitor A ⁽²⁾

179 branches
Competitor B ⁽²⁾

Closer to our clients

Source: (1) Quantitative research N=1600 respondents, EM 2.4% and CI 95;

(2) Publicly available information at the competitor's website

Customer Experience

Digital Journey

NPS in zone of excellence



Connected fleet

Mobile Solutions

Driver's area

Risk Management

- Excellence in credit and default through IoT
- Driver behavior with incentives for good usage
- Delinquency rate well below the national retail average



The best subscription car according to Estadão.



... a Benefits Club full of advantages to enjoy every day...

re-invente
seu jeito de ter carro

Car Purchase

- ✓ Car - owned
- ✗ Auto finance
- ✗ License
- ✗ Insurance
- ✗ Maintenance
- ✗ Depreciation



Car Subscription

- ✓ Car - rented
- ✓ License
- ✓ Insurance
- ✓ Maintenance
- ✓ Depreciation

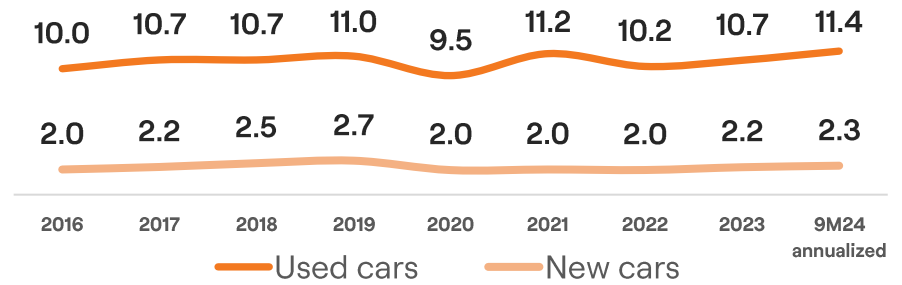


SELLING CARS

More productivity and market know-how to estimate the asset residual value and to price the rental



Huge market to be explored⁽¹⁾



Big data

- Best understanding of customer preference
- Pricing estimate
- Depreciation /+ Residual Value
- Input for car purchase

Sales final consumer

- Lower depreciation
- Loyalty of costumers, generating recurrency and recommendation

Telemetry



Value creation



Emergency services



Fleet Rental



Logistics



Asset protection



Automation



User experience



Self service rental



Localiza
Labs



Digital in the way of operating the business



Technology and Data Science



Digital to delight our customers and employees

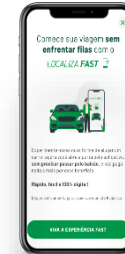
Digital journey



Localiza
Car Rental



Localiza
Meoo



Localiza
Fast

Localiza
Seminovos



Localiza Fleet
Rental



ZARP



Mobi7

ENVIRONMENTAL

- **95%** of Localiza's fleet is flex-fuel, **100%** fueled internally with **ethanol**
 - 25 million liters of ethanol fueled in 2023, avoiding the emission of around 35 thousand tons of CO₂e
- **100% renewable energy consumed in 2023**
 - **5.2 million kWh** of clean energy injected in 1H24 (+37% x 1H23)
- GHG offsetting of **scopes 1 and 2** since 2019
- **Gold seal** in the GHG inventory by the GHG protocol for the third consecutive year
- Conclusion of the **Climate Risk Study**
- Extension of **Neutraliza** for Fleet Rental. In RAC, +67 thousand tCO₂ (scope 3) were offset
- Maintained in **the B3 Carbon Efficient Index ICO₂** for the fourth consecutive year
- Advances in waste management with a focus on **reverse logistics and valuation**
- 47% of RAC's internal washes were done dry
 - **95% water savings** when compared to the conventional technique

Awards and ratings



- **Women in Leadership Award** (Women in Leadership in Latin America)
- **Best Companies for LGBTQIA+ People to Work for**, by the Human Rights Campaign Foundation (HRC)
- **Best in ESG by Exame** (Transportation, Logistics and Logistics Services sector)
- ESG Top-Rated Companies **by Sustainalytics**
- **Companies with the best corporate reputation** according to Merco's general ranking
- **Best in ESG Award by Exame** in the transportation and logistics sector
- **3rd place in Brazil in the Best ESG Program ranking** by Institutional Investor and **1st place** in the ESG sector in Latin America

B3 Indexes

- **IGPTW** – companies with best practices in people management
- **ICO₂** – Carbon Efficient Index.
- **IDIVERSA** – index focused on diversity in Latin America
- **ELAS11** – Presence in the Safra Women in Leadership ETF



SOCIAL

- Actions to increase **the participation of women and black people** in strategic leadership positions
- **93 projects to promote education** and youth entrepreneurship supported by Instituto Localiza that benefited approximately 20 thousand people (+60% x 2022)
- Launch of the **Corporate Volunteering Program**
- **95% favorable in terms of diversity and inclusion**¹
- **Diversity and Inclusion Program** consolidated

GOVERNANCE

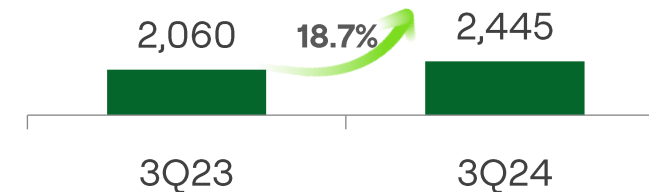
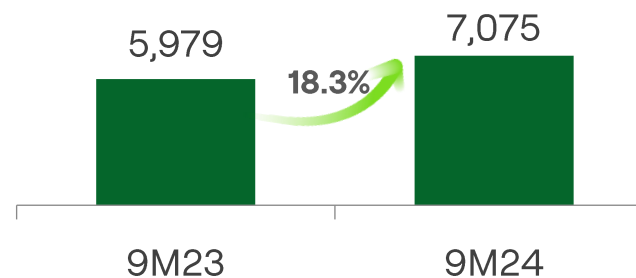
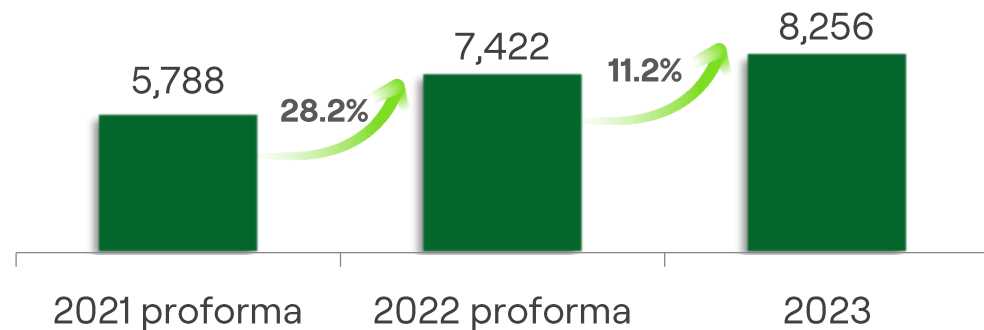
- New role of **leading independent director on the Board of Directors**, reinforcing independence
- **ISO 37.001 recertification** – combating bribery and corruption
- **CEO and Board engagement agenda with our investors for ESG topics**
- **Publication of the Environmental Policy**
- **ESG Targets in C-Level Management Contracts**

Notes:
1 In the organizational climate survey

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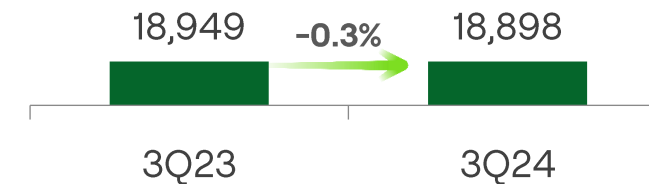
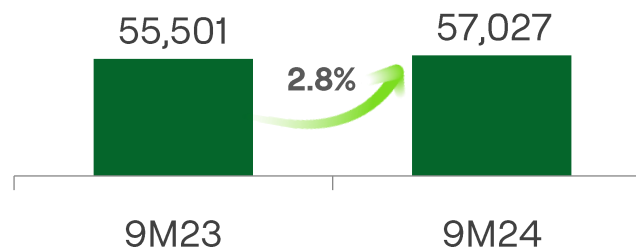
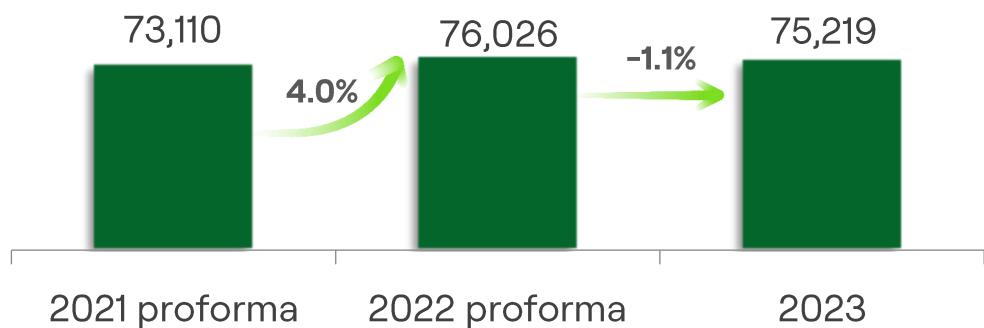
Net Revenue - Brazil

R\$ million, including royalties



Rental days - Brazil

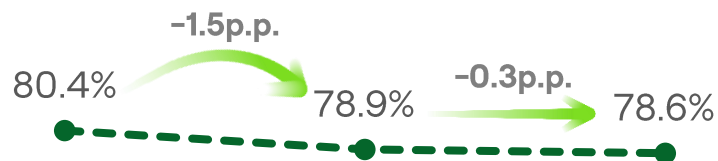
In thousands



18.7% GROWTH OF NET REVENUE IN THE QUARTER,
A RESULT OF HIGHER AVERAGE DAILY RATE WITH STABLE VOLUMES

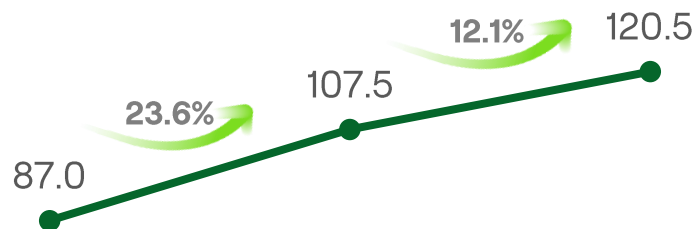
Utilization Rate - Brazil

%

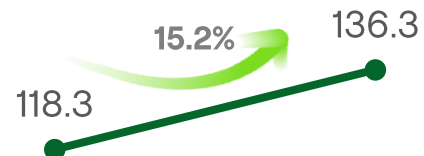


Rental Rate - Brazil

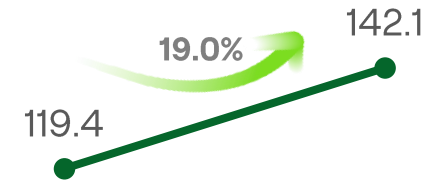
R\$



2021 proforma 2022 proforma 2023



9M23 9M24

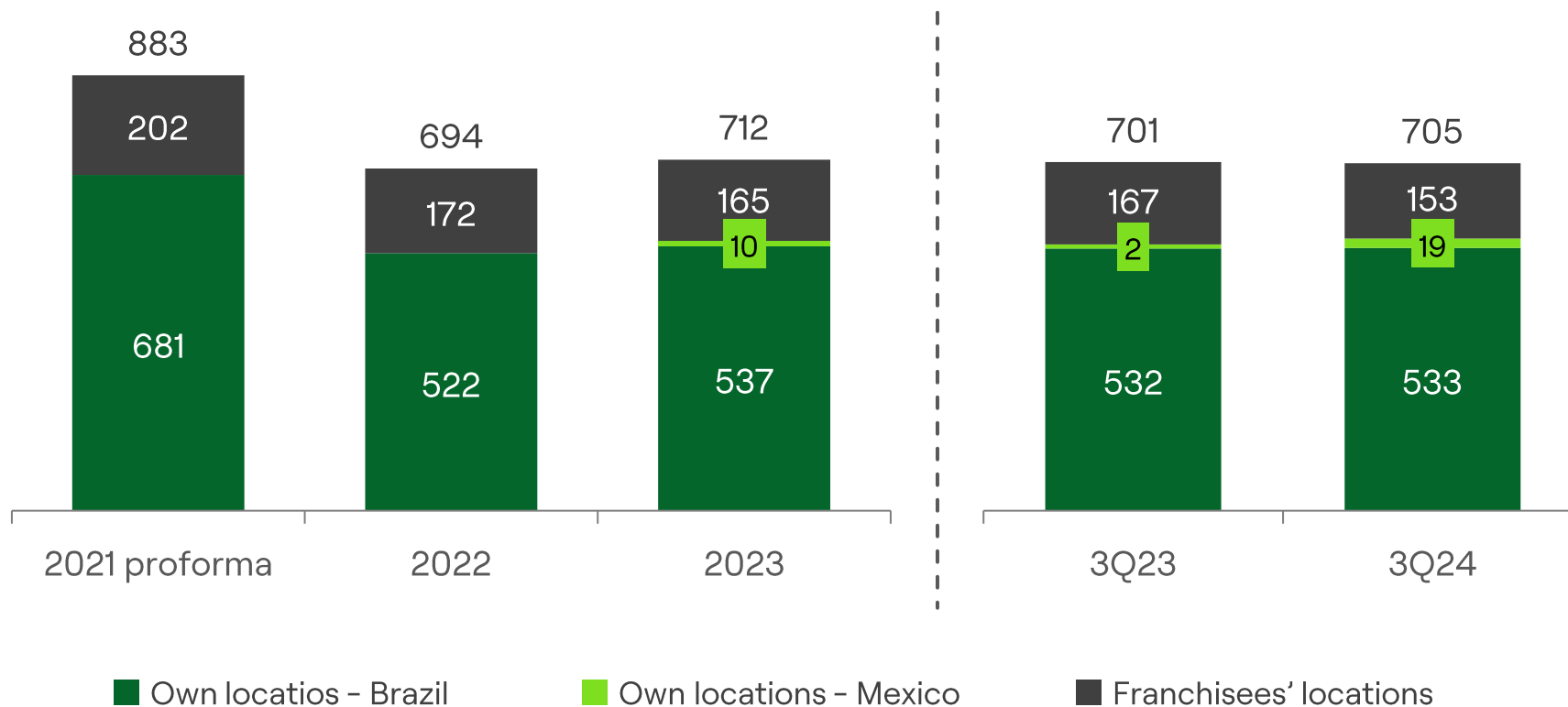


3Q23 3Q24

—●— Rental Rate - R\$ - - -●- - Utilization

THE INCREASE IN THE AVERAGE DAILY RATE WITH GAIN IN UTILIZATION RATE, REINFORCE EFFICIENT PRICE AND MIX MANAGEMENT

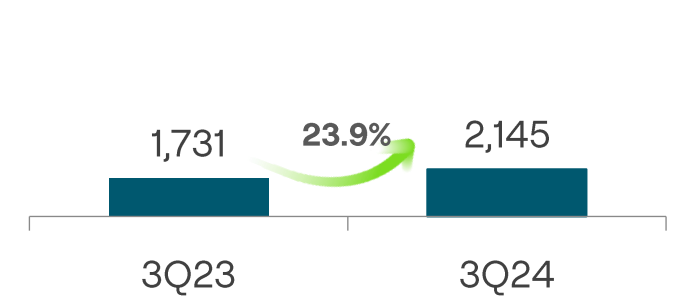
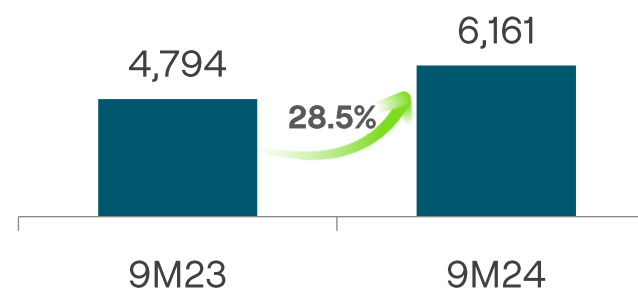
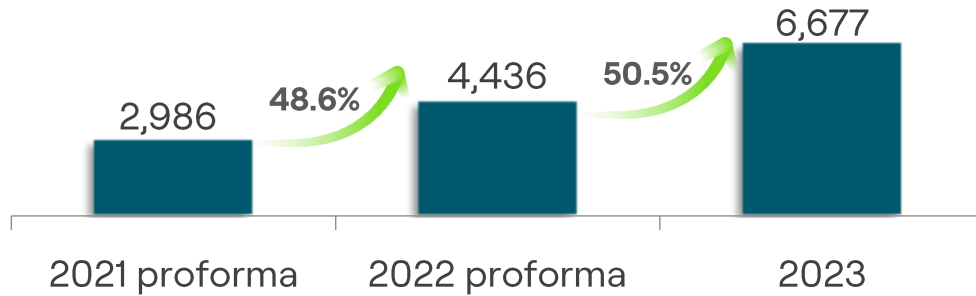
Quantity



THE COMPANY ENDED THE QUARTER WITH 705 RENTAL LOCATIONS, BEING 611 IN BRAZIL, 19 IN MEXICO AND 75 IN 5 OTHER SOUTH AMERICAN COUNTRIES

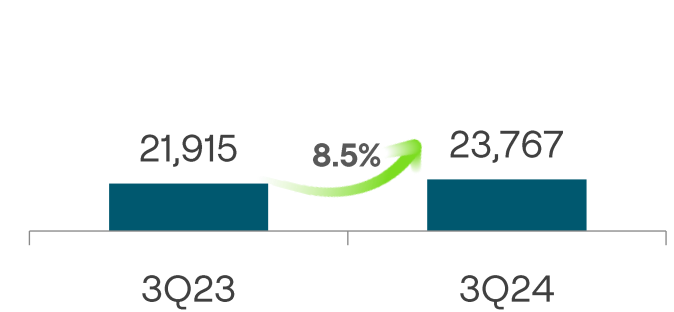
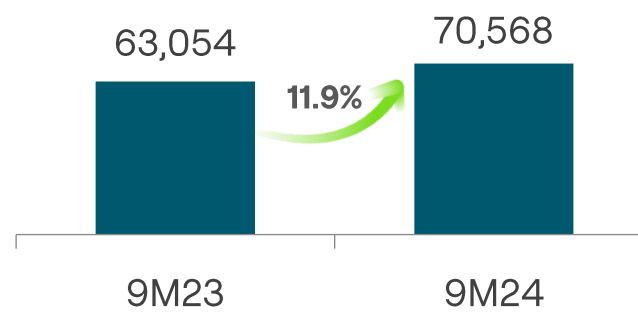
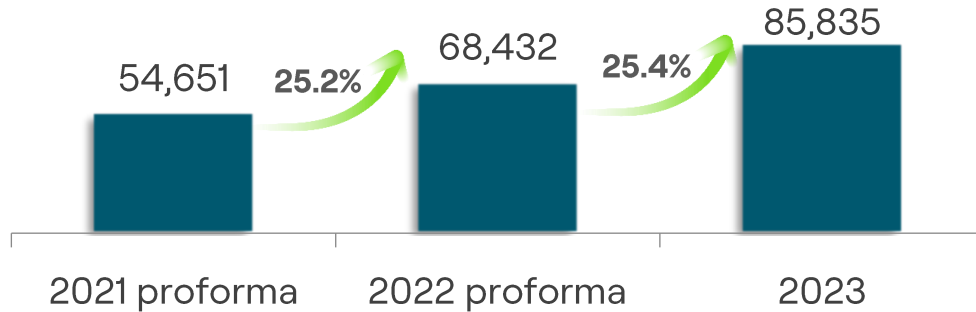
Net Revenue

R\$ million, including telematics and other initiatives



Rental Days

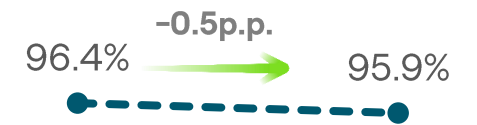
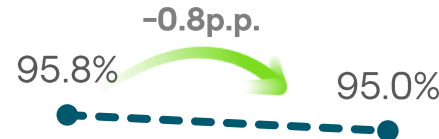
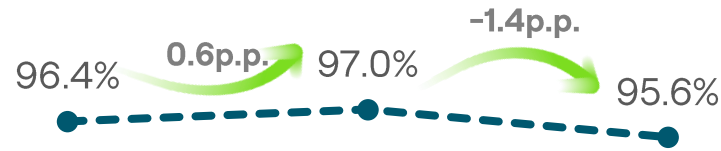
In thousands



ADVANCE OF 23,9% IN REVENUE, DUE TO THE COMBINED EFFECT OF VOLUME GROWTH AND HIGHER PRICES IN NEW CONTRACTS

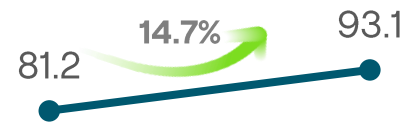
Utilization Rate

%



Rental Rate

R\$

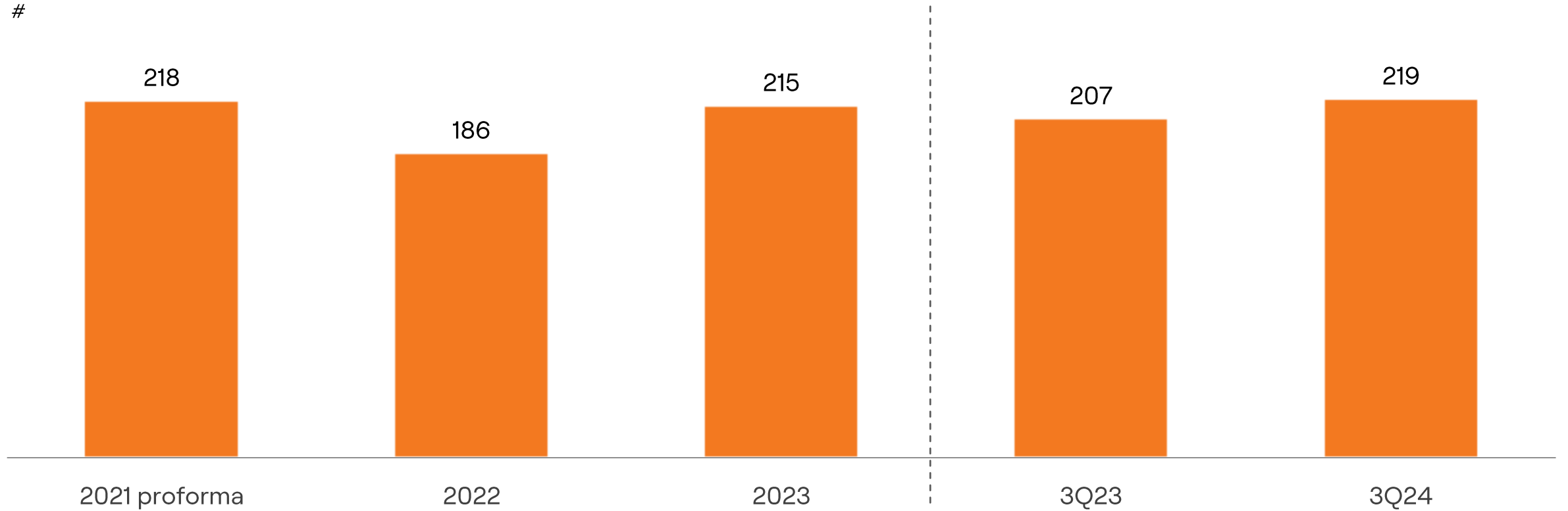


—●— Rental Rate - R\$ - - -●- - Utilization

AVERAGE DAILY GROWTH, REFLECTING NEW CONTRACTS PRICED IN A CONTEXT OF HIGHER DEPRECIATION AND INTEREST RATES

Stores

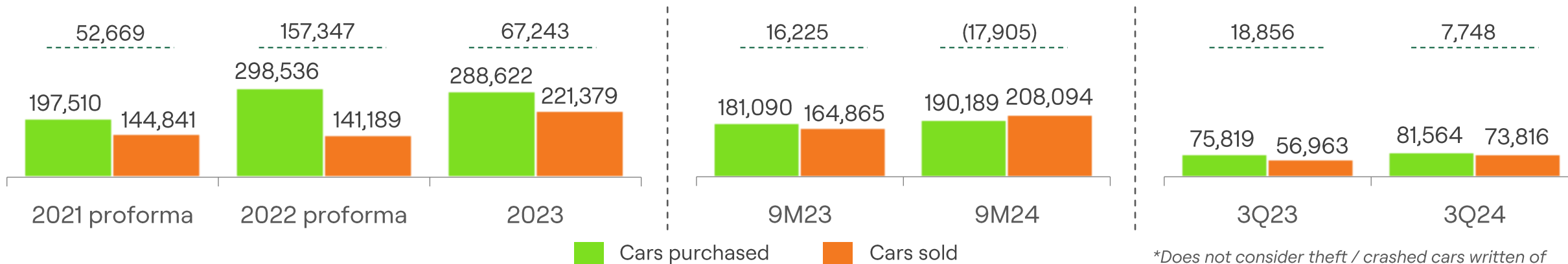
#



3 STORES OPENED IN THE QUARTER AND INCREASED PRODUCTIVITY PER STORE TO SUPPORT THE FLEET RENEWAL CYCLE

Car purchase and sales - Brazil

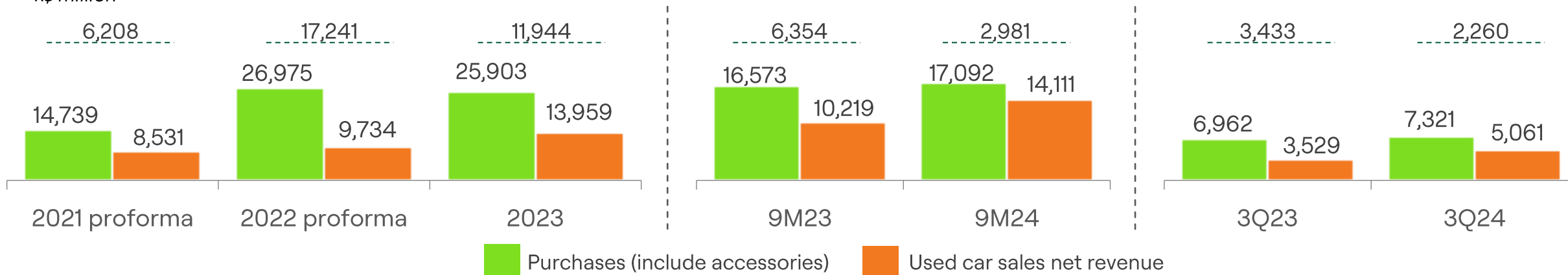
Quantity*



*Does not consider theft / crashed cars written of

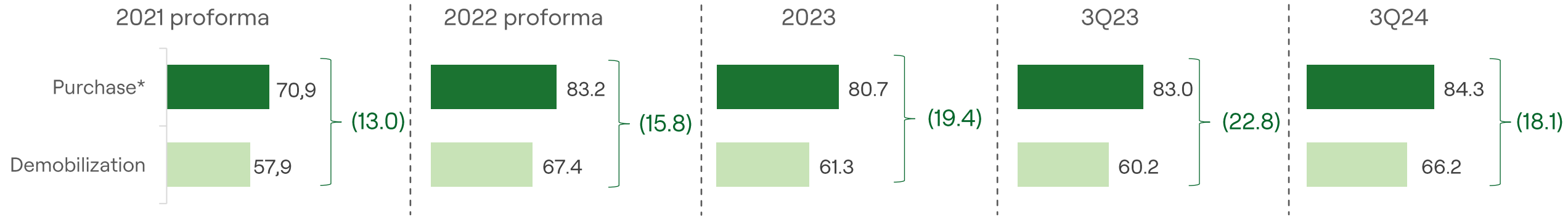
Net fleet investment - Brazil

R\$ million

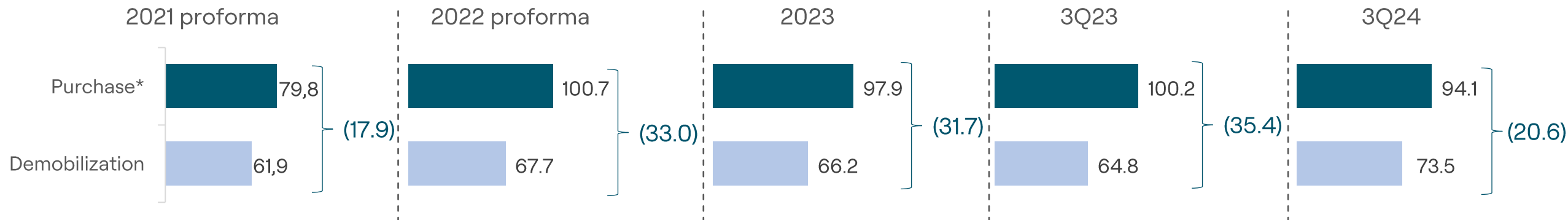


ADDITION OF 7.7 THOUSAND CARS IN THE QUARTER, WITH AN ACCELERATION IN SALES VOLUMES THAT REACHED 73.8 THOUSAND CARS

Average price of purchase and demobilization - Car Rental



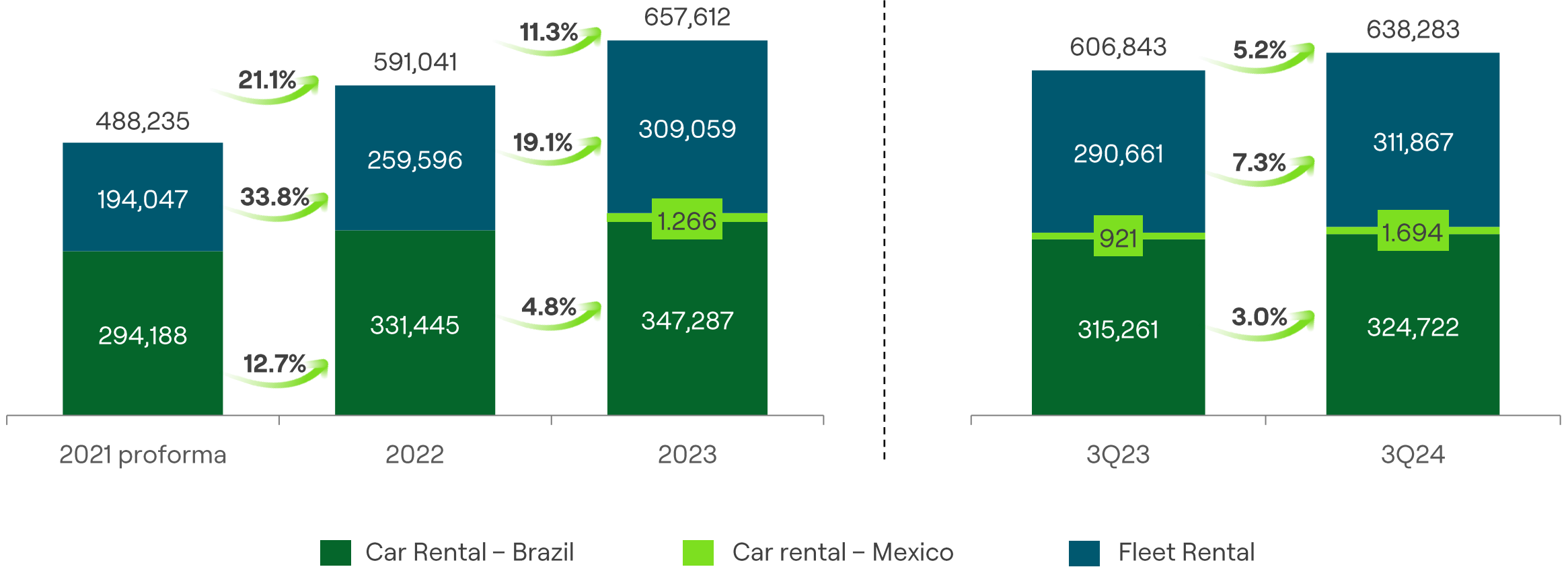
Average price of purchase and demobilization - Fleet Rental



*Purchase price does not include accessories

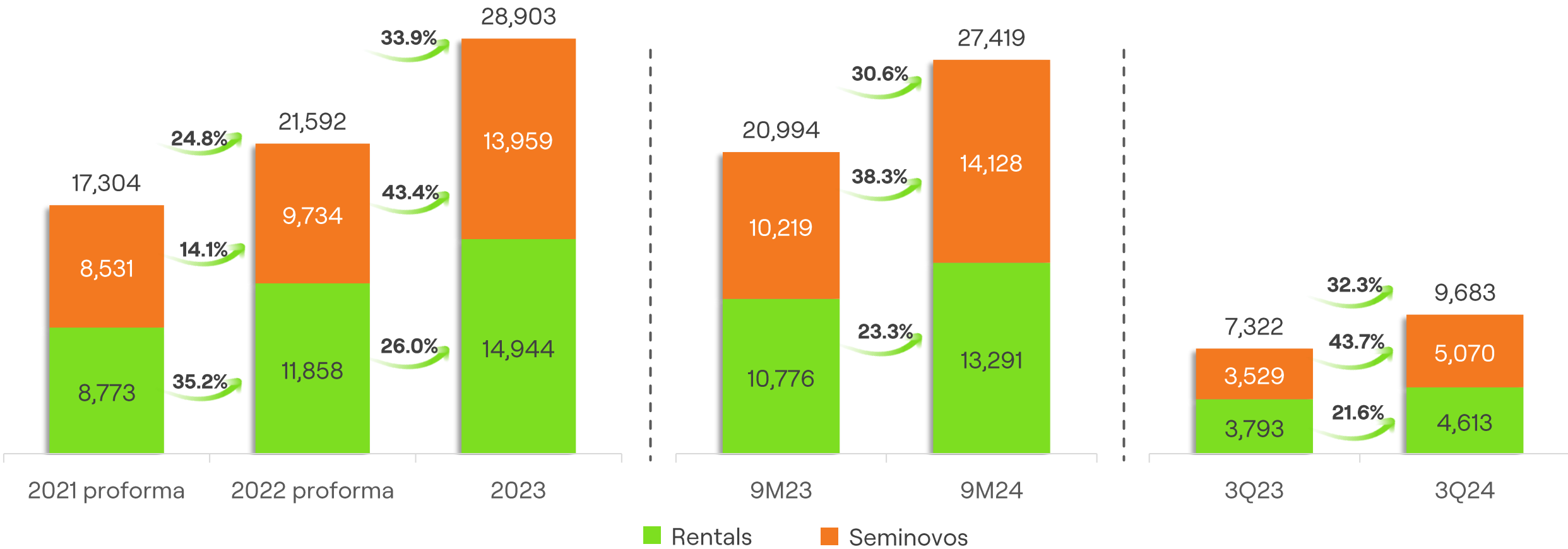
REDUCTION IN RENEWAL CAPEX IN BOTH DIVISIONS COMPARED TO 3Q23

Quantity



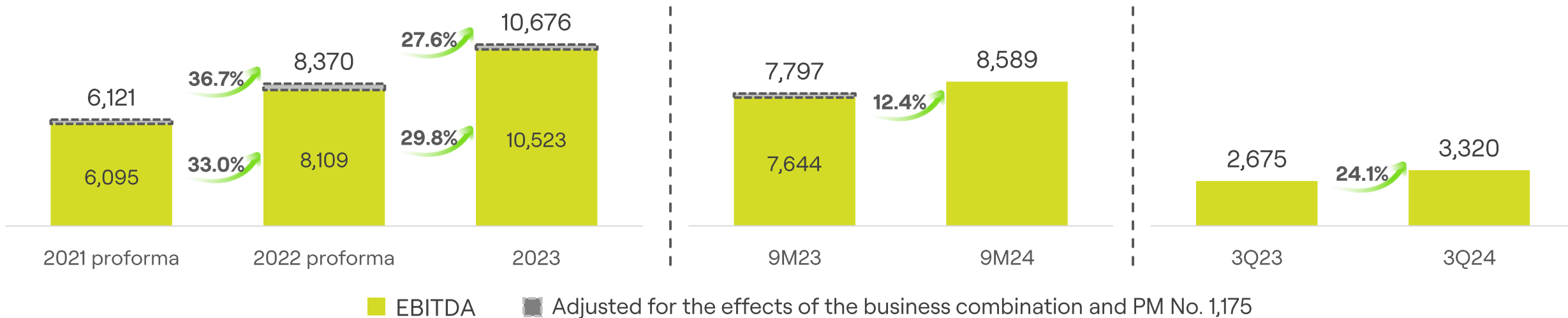
WE ENDED THE QUARTER WITH 638 THOUSAND CARS, A GROWTH OF 5.2% COMPARED TO 3Q23

R\$ million



ADVANCE OF 32.3% IN NET REVENUE OF THE QUARTER, IN THE ANNUAL COMPARISON

R\$ million



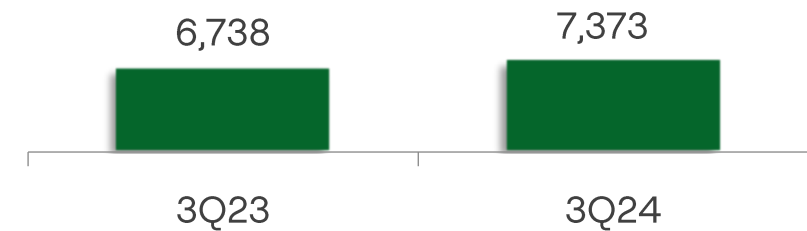
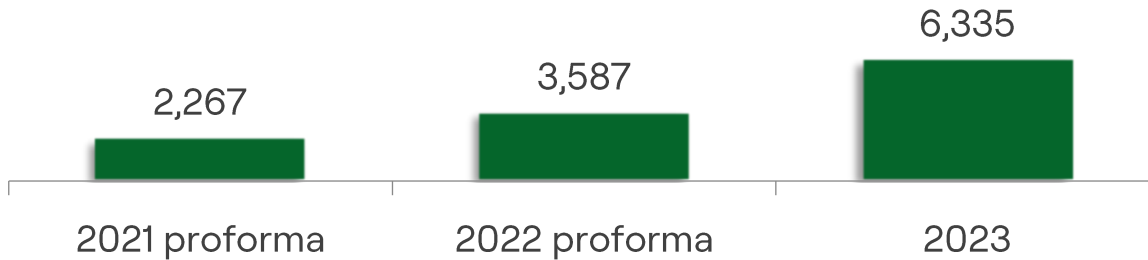
| EBITDA Margin: | 2021 proforma adjusted* | 2022 proforma adjusted* | 2023 adjusted* | 9M23* | 9M24 | 3Q23 | 3Q24 |
|-------------------------------------|-------------------------|-------------------------|----------------|-------|-------|-------|-------|
| Car Rental Brazil and Franchising | 49.6% | 57.6% | 64.4% | 65.1% | 60.7% | 64.7% | 64.2% |
| Fleet Rental | 65.7% | 67.9% | 72.6% | 73.1% | 65.8% | 73.7% | 69.9% |
| Rental Consolidated | 55.1% | 61.5% | 68.1% | 68.6% | 63.0% | 68.8% | 66.9% |
| Rental Consolidated + Mexico | 55.1% | 61.5% | 67.8% | 68.4% | 62.3% | 68.3% | 66.2% |
| Seminovos | 15.1% | 11.2% | 4.0% | 4.1% | 2.2% | 2.4% | 5.3% |
| Consolidated (over rental revenues) | 69.8% | 70.6% | 71.4% | 72.4% | 64.6% | 70.5% | 72.0% |

* Adjusted for One-offs related to integration expenses and effects of MP n° 1,175

CONSOLIDATED EBITDA REACHED R\$3,3 BILLION IN 3Q24, A GROWTH OF 24.1% IN THE ANNUAL COMPARISON

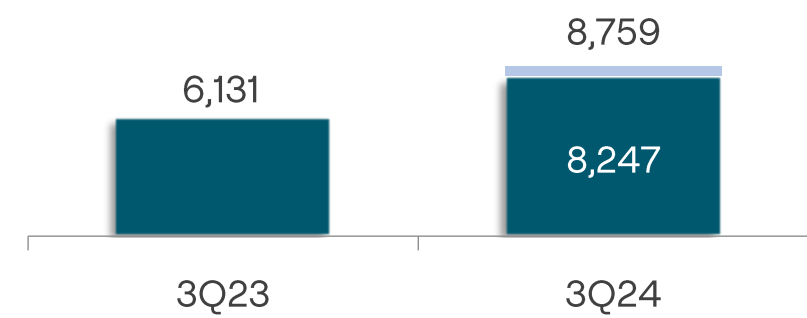
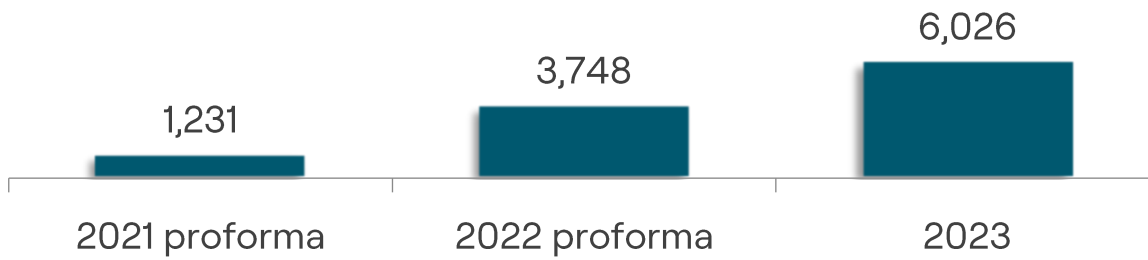
Car Rental

R\$



Fleet Rental

R\$



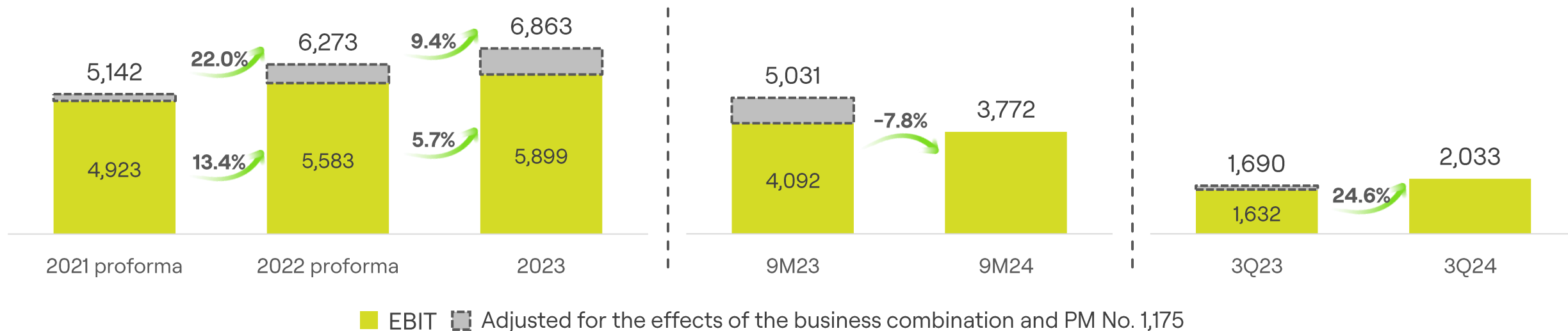
■ Light vehicles ■ Heavy-vehicles effect

IN BOTH DIVISIONS, ANNUALIZED DEPRECIATION WITHIN THE RANGE EXPECTED BY THE COMPANY

Range for annualized gross depreciation per car (R\$)

| Division | Expected range for gross depreciation | | |
|--------------------------------------|---------------------------------------|---------------|---------------|
| | 3Q24 | 4Q24 | 1Q25 |
| Car Rental Expected | 6,700 – 7,700 | 6,500 – 7,500 | 6,300 – 7,300 |
| Car Rental Real | 7,373 | - | - |
| Fleet Rental Light Vehicles Expected | 7.500 – 8.500 | 7,200 – 8,200 | 6,800 – 7,800 |
| Fleet Rental Light Vehicles Real | 8,247 | - | - |

R\$ million



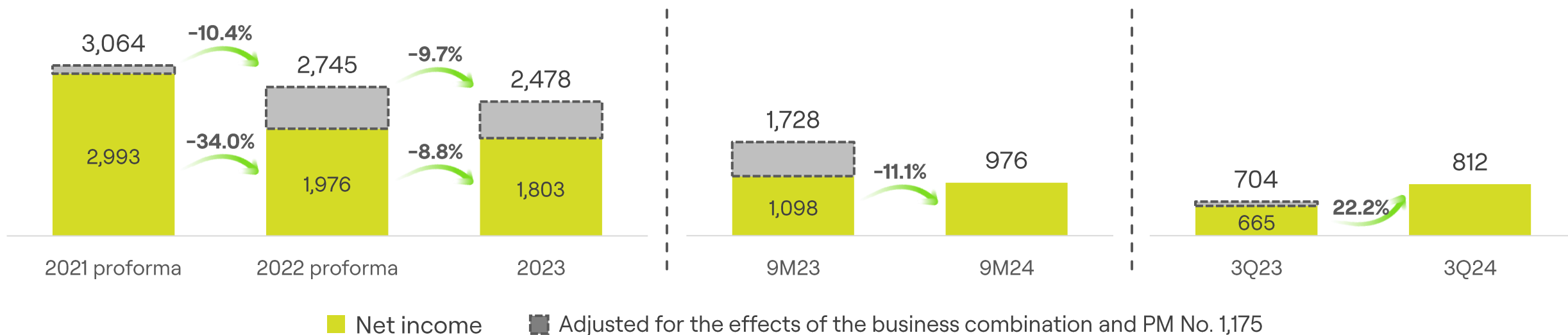
EBIT Margin includes the result of **Seminovos** and is calculated on rental revenues:

| EBIT Margin: | 2021 proforma adjusted* | 2022 proforma adjusted* | 2023 adjusted* | 9M23* | 9M24 | 3Q23* | 3Q24 |
|--|-------------------------|-------------------------|----------------|-------|-------|-------|-------|
| Car Rental and Franchising | 55.2% | 49.2% | 40.7% | 40.5% | 24.2% | 37.7% | 44.8% |
| Fleet Rental | 65.3% | 59.0% | 53.4% | 54.9% | 35.4% | 54.2% | 45.3% |
| Consolidated Brazil (over rental revenues) | 58.6% | 52.9% | 46.4% | 46.9% | 29.4% | 45.2% | 45.0% |
| Consolidated | 58.6% | 52.9% | 45.9% | 46.7% | 28.4% | 44.6% | 44.1% |

*Adjusted for One-offs related to integration expenses, in addition to the amortization of write-up and effects of PM n° 1,175/23.

EBIT OF R\$2,0 BILLION, A 24.6% GROWTH N THE QUARTER

R\$ million



| EBITDA x Net income reconciliation | 2021 proforma* | 2022 proforma* | 2023* | 9M23 | 9M24 | Var. R\$ | Var. % | 3Q23 | 3Q24 | Var. R\$ | Var. % |
|--|----------------|----------------|--------------|--------------|------------|--------------|---------------|------------|------------|------------|--------------|
| Consolidated EBITDA | 6,121 | 8,370 | 10,676 | 7,644 | 8,589 | 946 | 12.4% | 2,675 | 3,320 | 645 | 24.1% |
| Cars depreciation | (673) | (1,762) | (3,367) | (2,922) | (4,429) | (1,507) | 51.6% | (867) | (1,155) | (288) | 33.2% |
| Other PP&E depreciation and amortization | (306) | (335) | (447) | (630) | (388) | 242 | -38.4% | (177) | (132) | 45 | -25.3% |
| EBIT | 5,142 | 6,273 | 6,863 | 4,092 | 3,772 | (320) | -7.8% | 1,632 | 2,033 | 401 | 24.6% |
| Financial expenses, net | (785) | (2,726) | (4,024) | (3,050) | (2,972) | 78 | -2.6% | (883) | (1,045) | (162) | 18.4% |
| Income tax and social contribution | (1,293) | (802) | (361) | 56 | 176 | 121 | 215.9% | (84) | (176) | (92) | 108.8% |
| Net income of the period | 3,064 | 2,745 | 2,478 | 1,098 | 976 | (121) | -11.1% | 665 | 812 | 147 | 22.2% |

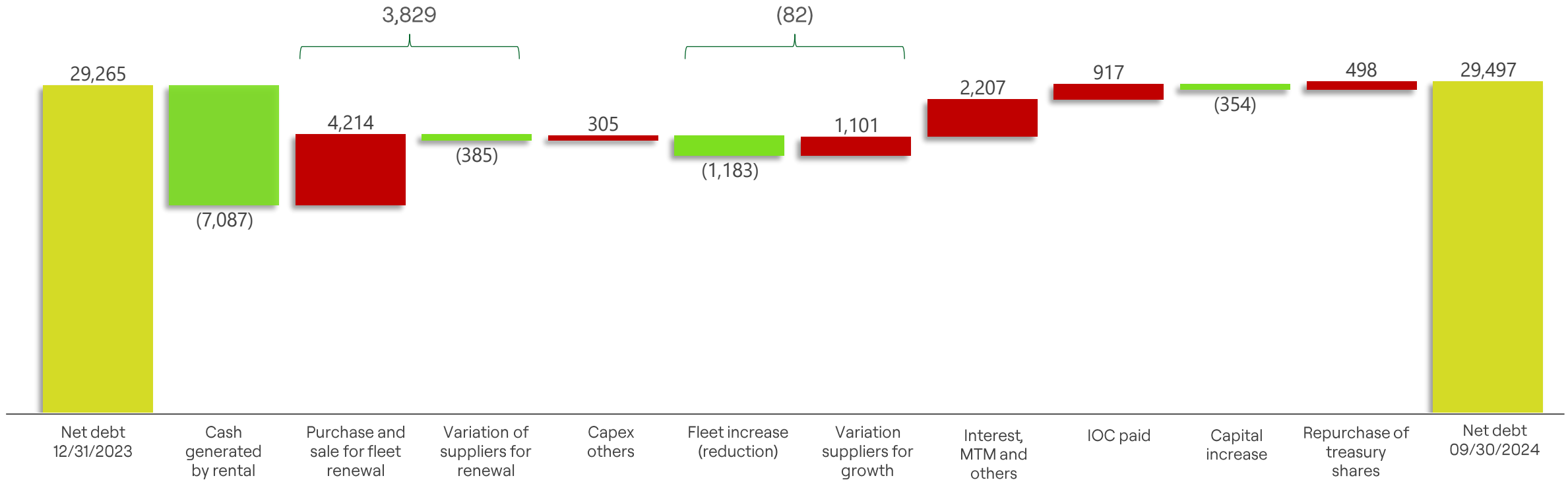
R\$812 MILLION NET INCOME IN THE QUARTER, A GROWTH OF 22.2% IN ANNUAL COMPARISON

| Free cash flow (R\$ million) | | 2021 | 2022 | 2023 | 9M24 |
|------------------------------|---|----------------|-----------------|----------------|-----------------|
| Operations | EBITDA | 3,698 | 6,589 | 10,523 | 8,589 |
| | Used car sale revenue, net of taxes | (5,308) | (7,834) | (13,876) | (14,124) |
| | Net book value of vehicles written-off | 4,346 | 6,085 | 12,250 | 13,001 |
| | (-) Income tax and social contribution | (307) | (83) | (130) | (293) |
| | Change in working capital | (568) | (1,284) | (1,783) | (87) |
| | Cash generated by rental operations | 1,860 | 3,473 | 6,984 | 7,087 |
| Capex renewal | Used car sale revenue, net from taxes – fleet renewal | 5,308 | 7,834 | 13,876 | 12,941 |
| | Fleet renewal investment | (6,367) | (9,903) | (19,818) | (17,154) |
| | Change in accounts payable to car suppliers for fleet renewal | (283) | 1,620 | 2,969 | 385 |
| | Net investment for fleet renewal | (1,341) | (449) | (2,973) | (3,829) |
| | Fleet renewal – quantity | 92,845 | 118,538 | 221,379 | 208,364 |
| | Investment, property and intangible | (147) | (364) | (392) | (305) |
| | Free cash flow from operations, before fleet increase or reduction | 372 | 2,660 | 3,619 | 2,954 |
| Capex Growth | (Investment) / Disinvestment in cars for fleet growth | (1,289) | (12,636) | (6,132) | 1,183 |
| | Change in accounts payable to car suppliers | 572 | 2,298 | (382) | (1,101) |
| | Net (investment) / Disinvestment for fleet (growth) / reduction | (717) | (10,338) | (6,514) | 82 |
| | Fleet increase / (reduction) – quantity | 18,665 | 136,391 | 68,505 | (17,457) |
| | Free cash generated (applied) before interest and others | (346) | (7,679) | (2,895) | 3,036 |

R\$3 BILLION OF CASH GENERATED BEFORE INTEREST PAYMENT

As of 09/30/2024

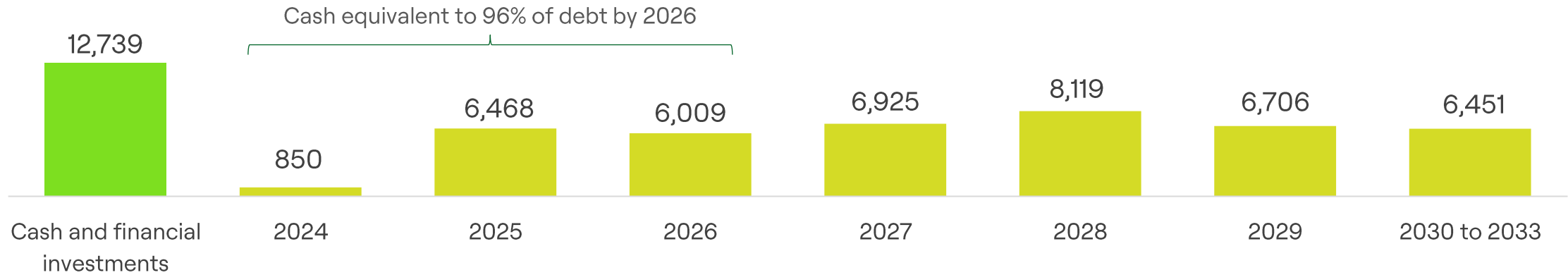
R\$ million



THE COMPANY ENDED THE PERIOD WITH NET DEBT OF R\$29,5 BILLION

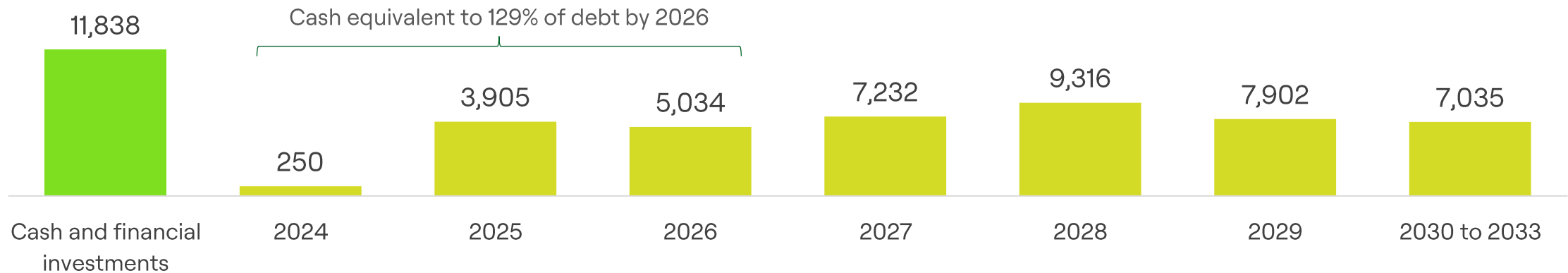
As of 09/30/2024

R\$ million



Proforma after issuances and amortizations until 11/11/2024

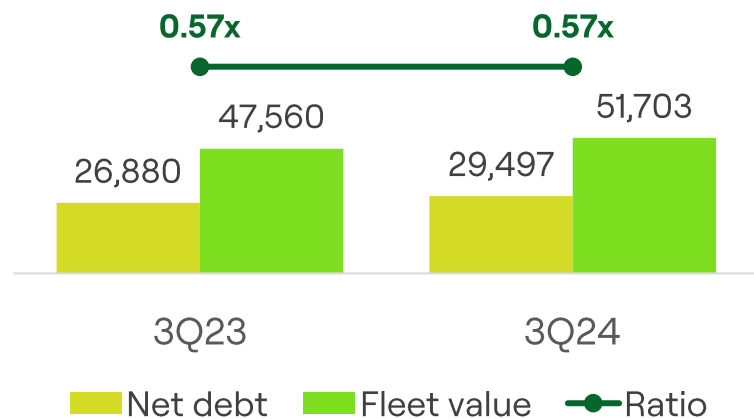
R\$ million



STRONG CASH POSITION AND ACTIVE LIABILITY MANAGEMENT, WITH THE GOAL OF REDUCING COST AND EXTEND DURATION

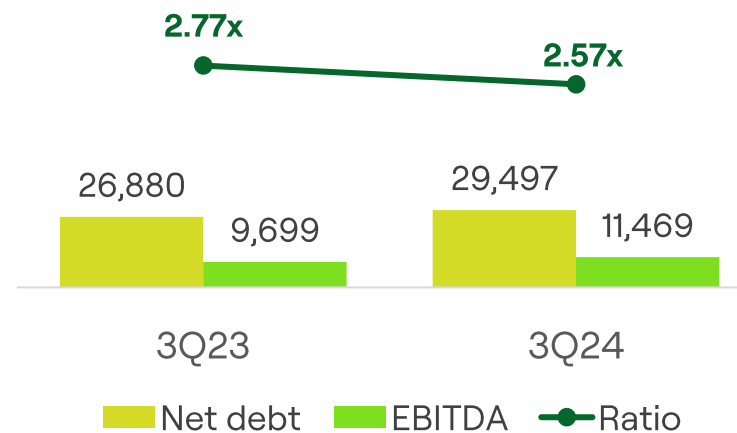
Net debt vs. Fleet value

R\$ million



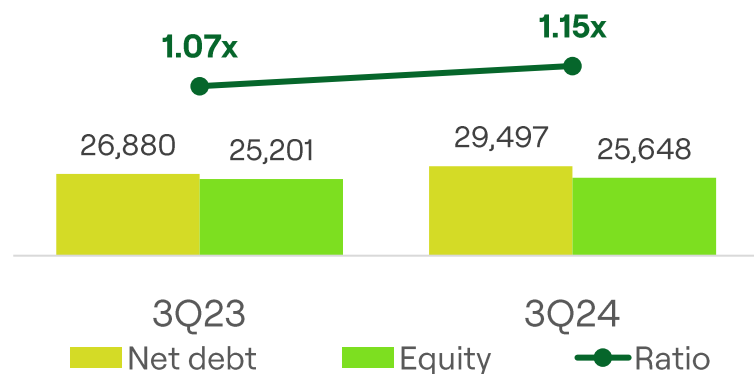
Net debt vs. EBITDA LTM

R\$ million



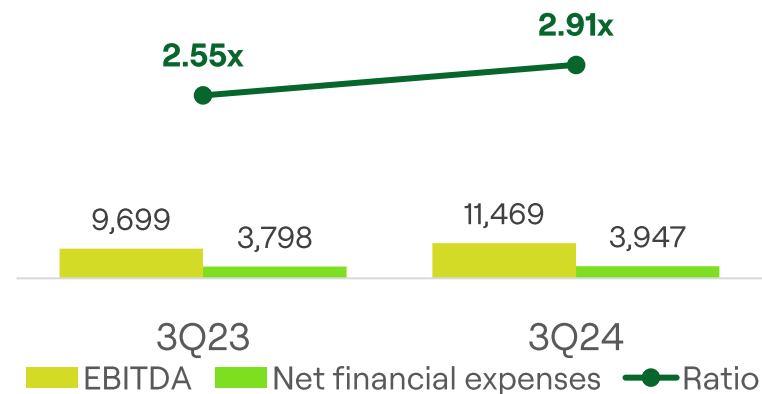
Net debt vs. Equity

R\$ million



EBITDA LTM vs. Net financial expenses LTM

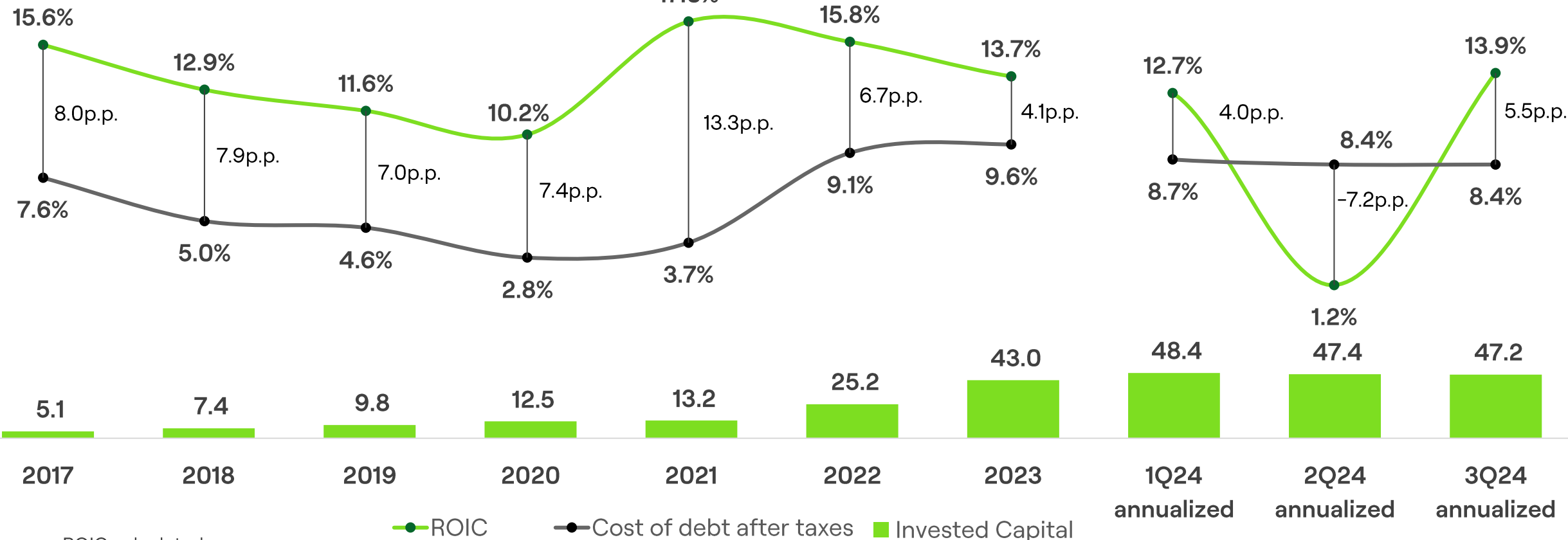
R\$ million



CASH GENERATION POSITIVELY CONTRIBUTING TO IMPROVING DEBT RATIOS

Evolution of ROIC Spread and capital base

% e R\$ billion



ROIC calculated:

NOPAT = EBIT X (1 - effective income tax rate); Invested Capital = Net Debt + Shareholders' Equity - Goodwill

Invested capital of Localiza stand-alone until June 30th, 2022

IMPORTANT STEP TOWARDS RESTORING ROIC SPREAD, WICH REACHED 5.5P.P. IN THE QUARTER (ANNUALIZED)

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Thank you!

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