













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

BECOMING THE LARGEST CAR RENTAL COMPANY IN LATAM

PHASE I: PATH TO LEADERSHIP

PHASE II: EXPANSION

PHASE III: REACHING SCALE

PHASE IV: DIGITAL TRANSFORMATION

1973

Founded in Belo Horizonte with 6 VW beetles

1983

Expansion strategy by adjacencies: Franchising 1992

Internationalization through Franchising

1999

Expansion strategy by adjacencies: Fleet Rental

2014

Beginning of digital transformation

2019

Follow-on of R\$1,8B

2021

Localiza 7ARP

1979

Expansion to 11 capital cities becoming market leader in 1981

1991

Expansion strategy by adjacencies: Seminovos

1997

DLPE firm DL&J enters at a market cap of US\$150mm

200

PO with a Market millionsCap of US\$295mm

2017

Market Cap US\$ 4,4B

2020

Launch of car subscription, Localiza Meoo

Merger announcement: Locamerica

Market Cap US\$10.1B as of Dec/20

5,080

24,700



118,000 (2013)



293,322 (1Q22)

(1973)



Market Cap US\$9.7B

as of Mar/22



INTEGRATED BUSINESS PLATFORM SUPPORTING GROWTH 1022

Localiza has Unmatched Advantages from a Highly Scalable Model and Unparalleled Business Expertise

Source: Company filings.

FLEET RENTAL

- •73,916 CARS
- 603 EMPLOYEES





CAR RENTAL

- 219,406 CARS
- 13.2 MILLION CLIENTS
- 454 LOCATIONS IN BRAZIL
- 90 FRANCHISEES' LOCATIONS IN BRAZIL
- 78 FRANCHISEES' LOCATIONS ABROAD
- 7,582 EMPLOYEES



OVERHEAD AND SUPPORT:

2,978 EMPLOYEES

USED CAR SALES

- •62.7% SOLD TO FINAL CONSUMER
- 127 STORES
- 85 CITIES
- 1,386 EMPLOYEES

COMPANY BUSINESS PLATAFORM



RENTALS TO INDIVIDUALS COMPANIES , APP DRIVERS, AND INSURANCE COMPANIES WITH HIGH CAPILARITY

- HIGHER FIXED COST STRUCTURE
- DIVERSIFIED FLEET
- ~1 YEAR CYCLE
- GAINS OF SCALE
- CAPITAL INTENSIVE
- MORE CONCENTRATED AT AIRPORT MARKET AND FRAGMENTED OFF AIRPORT



FLEET RENTAL AND CAR
SUBSCRIPTION TO INDIVIDUALS,
CORPORATIONS OR SMALL AND
MEDIUM ENTERPRISES

- LOWER FIXED COST STRUCTURE
- CUSTOMIZED FLEET
- 2-3 YEARS CYCLE
- CAPITAL INTENSIVE
- PREDICTIBLE CASH FLOWS



USED CARS SALES AT THE END OF OPERATING LIFE THROUGH OWNED NETWORK

- EFFICIENCY AREA RESPONSIBLE TO SELL CARS FROM RAC AND FLEET DIVISIONS
- KNOW HOW OF USED CARS MARKET
- INSIGHT FOR CARE PROCUREMENT
- OPTIMIZE RESIDUAL VALUE
- ALLOWING FOR LOWER DEPRECIATION

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LOCALIZA TAKES THE WHEEL OF AN EVOLVING MOBILITY MARKET



Largest buyer, with distinguished relationship with automakers

Renting Cars

Top of mind brand, market leader with prop technology

Raising Money

Best credit rating and funding conditions in the industry



Selling Cars

Expertise and nationwide capillarity

Leading Mobility Player with Clear

Competitive Advantages at Scale...

...Generating Unparalleled Financial and Operational Performance

Financial and operating highlights

19.7% Sales '16-21a CAGR

29.5% **EBITDA** '16-21a CAGR

37.9% Earnings '16-21a CAGR 17.0% ROIC

2021

EoP fleet '16-21a CAGR

17.5%

13.3% ROIC

2021 spread vs. post-tax cost of debt

KEY PILLARS OF THE LEADING INDUSTRY PLAYER

Localiza's Integrated Model and Size Made the Company the best in class of the Industry

Raising Money

Best credit rating and funding conditions in the industry

Buying Cars

Large buyer with distinguished relationship with automakers

Renting Cars

Top of mind company and market leader

Selling Cars

Surpassing capillarity ensuring sales at better terms











- ✓ Solid balance sheet
- Broad acess to capital (debt and equity)
- Best credit ratings in the industry

- Leverage on data analytics
- Unique relationship with automakers
- Tech, costumer centric, strategy improving endto-end experience
- Innovative solutions and ramp-up of recent products





- Accelerated digital transformation
- Strategically opening new stores
- Unique expertise and market reading



Localiza SEMINOVOS

Lowest spread in the industry: 5.1% cost of debt after taxes 1022 LTM

Industry Leader

Strong relationship

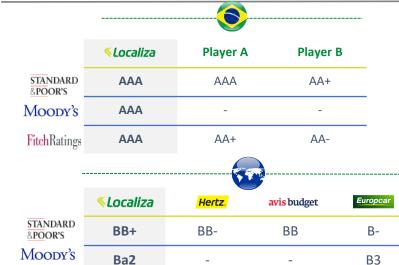
Top of Mind player with leading technology

Operational expertise coupled with nationwide capillarity

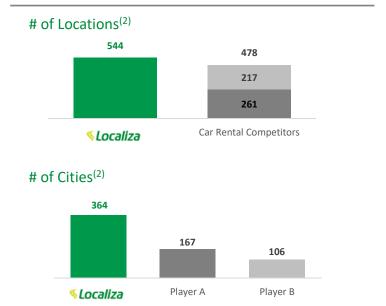
COMPETITIVE **ADVANTAGES**

- Raising money at better condition
- Closer to our clients (footprint)
- Largest car buyer
- Valuable brand

Ratings: National and Global(1)



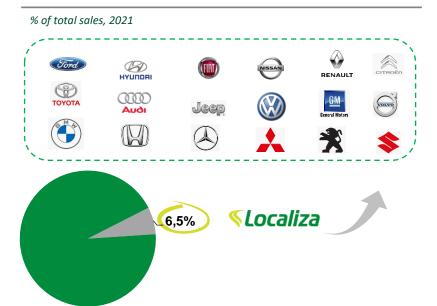
Capilarity



Share in Brazilian OEMs' Sales

BB

FitchRatings



Prizes

25 Most Valuable Best Global Brands in Brazil Brands 2021

Seventh-times Consecutive

Winner



INOVAÇÃO

Top of Mind

Excellence -Mercado Comum



Leadership with

the best reputation in merco Brazil - Merco

Best in ESG in

Brazil – BofA and Money Times

Best

Car Rental Company -IstoÉ Dinheiro Dinheiro

2nd Place in

Transportation and logistics – Valor Econômico Inovação



COMPETITIVE ADVANTAGES - FLEET RENTAL

Strong focus on improving client experience throughout the entire journey as the one-stop solution for fleet rental

Connected Fleet

Mobile Solutions

Driver's access





Oriving profile

Drivers' productivity



Indicator's Dashboard

Maintenance information

Traffic fine management



KPI of the team



HFC-0782



View of appointments and visits



Data service



Access to fines



Driver indication





The new way to have a new car with the security of the largest car rental company in Latin America and the best subscription car according to Estadão.







Economy:

✓ New car without purchase costs and your money free to invest wherever you want.



Convenience:

Choose the plan that suits your needs and leave the bureaucracy worries to us.



Tranquility:

 Maintenance on us, 24-hour assistance and a network of suppliers throughout Brazil.

And more...



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

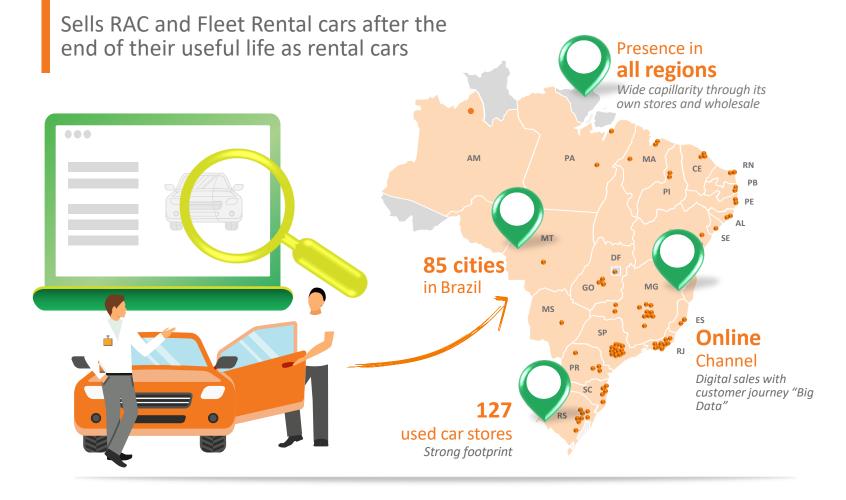
...and by signing Localiza Meoo we will donate a percentage to benefit the Favela 3D project in partnership with Gerando Falcões.





COMPETITIVE ADVANTAGES - SELLING CARS

Unique Market Reading to Accurately Price the Cars, Selling More and at Better Terms than any Competitor



Huge market to be explored with our knowledge⁽¹⁾



Big data

Best understanding of costumer preference Pricing estimate

- Depreciation /+ Residual Value Input for car purchase

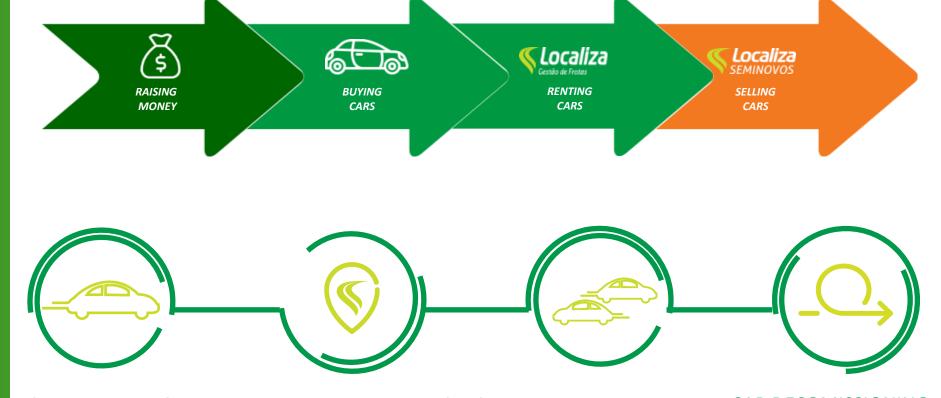
Sales final consumer

Lower depreciation

Loyalty of costumers, generating recurrency and recommendation

Durce: (1) Fenabrave, considering only cars and light commercials.

COMPETITIVE ADVANTAGE OPERATIONAL EXCELLENCE



CAR PREPARATION

- Quality control of the cars delivered by OEM'S
- Car licensing

DELIVERY IN THE BRANCHES

- Transport tracking
- Logistic management optimization

OPERATING CAR

- Maintanance and repair
- Traffic fines processing
- Licensing renewal

CAR DECOMISSIONING

- Car checking
- Preparation for sales
- Transportation to Seminovos stores

AGILE INNOVATION TO ENABLE SUPERIOR CUSTOMER EXPERIENCE (EXAMPLES)

RAC digital experience (counter bypass)

Long-term rental for consumers (100% digital)

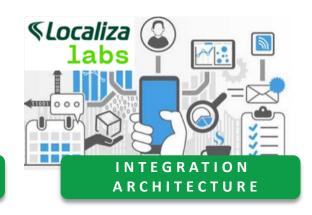
End-to-end digital rental for Uber drivers

Localiza Labs









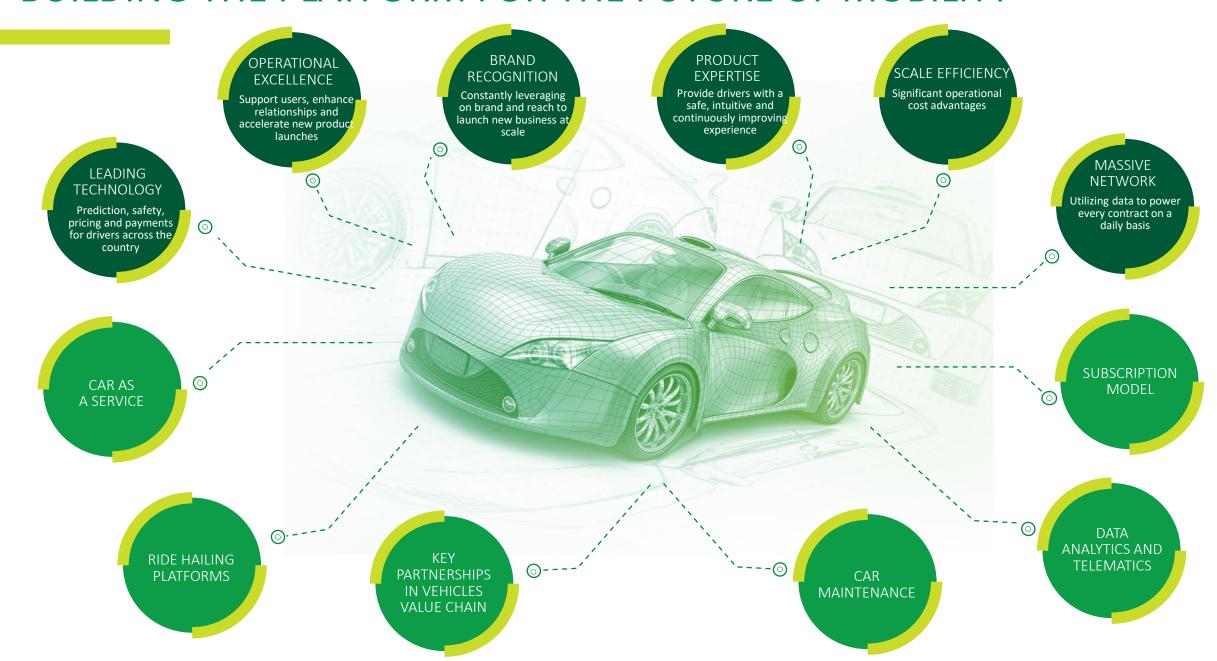








BUILDING THE PLATFORM FOR THE FUTURE OF MOBILITY



ESG INITIATIVES Recent Developments

- Launch of the Localiza Institute
- Enhanced reporting of scope 3 emissions (GHG Protocol gold seal)
- ESG goals incorporated in management contracts (including executive board and CEO)

2019

2021

Goal setting for issues defined as priority

 Compensation of direct GHG emissions (scopes 1 and 2) 2020

 Launch of the Diversity and Inclusion Program

2021

- ✓ ISO 37.001 Certification
- Enters ICO2¹ index of B3, in partnership with BNDES2
- ISO 37001 Certification

Sustainability becomes a strategic intention

- Signature of Global Compact
- 1st Sustainability Report

2018

- Sustainability Committee Creation
- Policy and Materiality Matix Development
- 1st Greenhouse Gas Inventory

ENVIRONMENTAL

- +1,000,000KWh of clean energy generated (1Q22)
- Strong progress in the solar energy generation project with an increase of more than 39% in clean energy generation (1Q22 / 1Q21)
- Neutralization of Scopes 1 and 2
- Launch of Neutraliza (a product aimed at offsetting customer emissions (scope 3)

SOCIAL

- 96% favorability in the climate survey (P90) published in 1022 – E-NPS
- ✓ Diversity & inclusion program recognized
- IGPTW:B3 which brings together companies that invest in the work environment with the best practices in human resources
- ELLAS11:B3, that commending and have at least 50% of women in leadership positions

GOVERNANCE

- CEO and Board engagement agenda with our investors on ESG topics
- Continuous improvement of performance indicators using UN and SASB references

Source: Company filings

Note: (1) Carbon Efficient Index; (2) Brazilian national development bank; (3) Economatica Award, (4) Associação Nacional dos Executivos de Finanças, Administração e Contabilidade

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LARGE AND GROWING ADDRESSABLE MARKET

Localiza's Scale, Technology and Brand Recognition Allows it to Integrate Customers' Journey with Best User's Experience

Source: Oliver Wyman

Customer Journey and Experience



Sharing

Mobility Models

Traditional Models Ownership Ride Hailing Taxi **Daily Rentals &** Replacement **Train** Subscription Mass **Transport**

Technology Enablers



OVERVIEW

CAR RENTAL

Market leader with a top notch brand in a segment with secular industry tailwinds

Source: Companies fillings, Companies websites and ABLA. IPEADATA, Localiza's loyalty program, and BCB as of 2016, Considering that each credit card owner owns 1,3 credit cards (1) Age>20 years, class A+B+C

(2) BCB in February/22 for Brazil and Financial Advisory and Federal Reserve websites for other countries

(3) ABLA Yearbook for the fleet sector and IBGE for Brazilian population

TAM Overview

Potential TAM Expansion

Number of People (mm)



Ride Hailing Apps





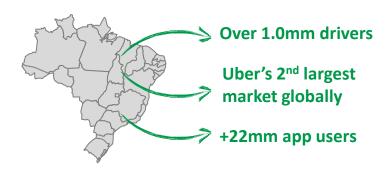




RAC Fleet/1000 Brazilians (3)



Large Ride Hailing Market



FLEET MANAGEMENT **OVERVIEW**

Strong focus on improving client experience throughout the entire journey as the one-stop solution for fleet rental

Source: Company fillings.

Datamonitor for European countries and Localiza's estimate for

(1) Sindipeças 2020 yearbook, considering cars and light vehicles (2)~2 million being from SMEs, with extremely low penetration.

(3) Company filings, IBGE, Edmunds, Anfavea.

(4)BCB, IBGE and Company data.







Designed for individuals and SMEs.



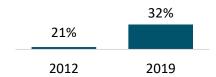
Through a digital experience, supported by an expert team focused on the product.



21% of

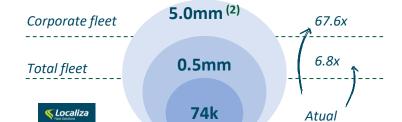
Brazilians own a vehicle⁽¹⁾

Lease Penetration Amongst Americans



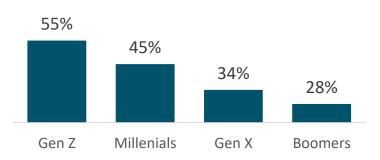


Corporate Fleet (mm)



Renting is the new Buying

Having transportation is necessary, but owning a vehicle is not (3) (% agree)

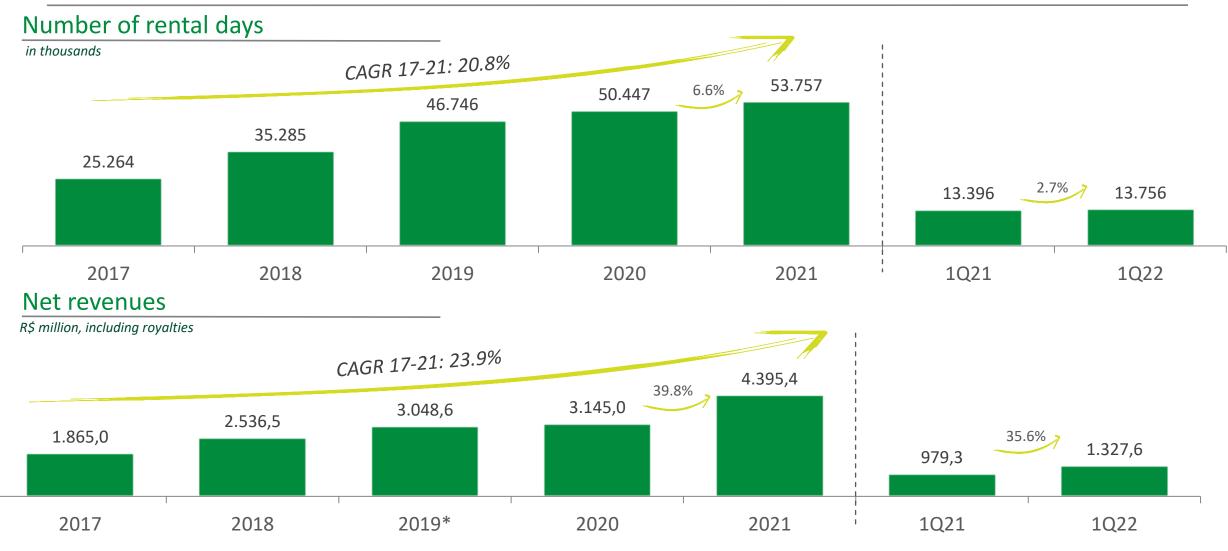


Interest vs # of minimum wages to purchase a car (4)



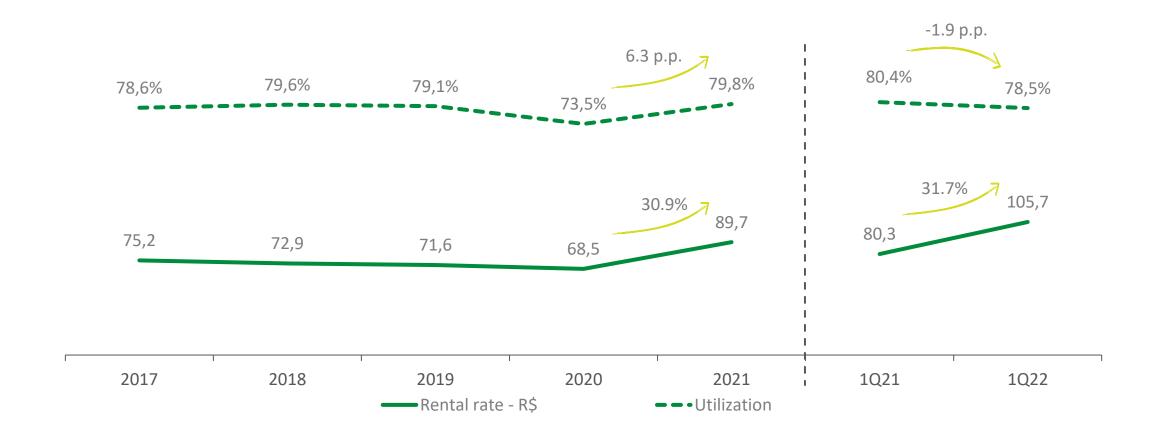
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CAR RENTAL



^(*) From 2019 the Company begun to record PIS and COFINS credits in SG&A. Before, those credits were recorded as a reduction of sales taxes.

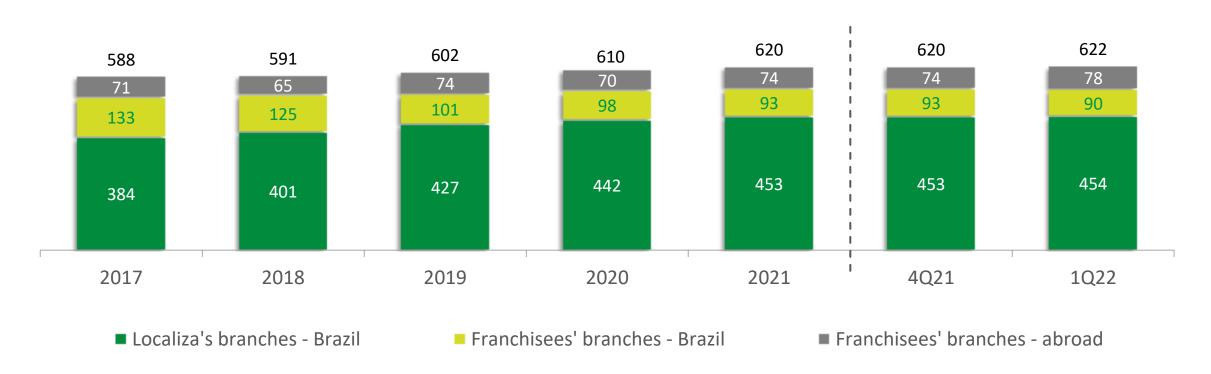
CAR RENTAL



CONTINUITY IN THE EVOLUTION OF THE RENTAL RATE, MAINTAINING THE HIGH LEVELS OF UTILIZATION, TO REFLECT THE INCREASE IN THE NEW CARS PRICE AND BASIC INTEREST RATE

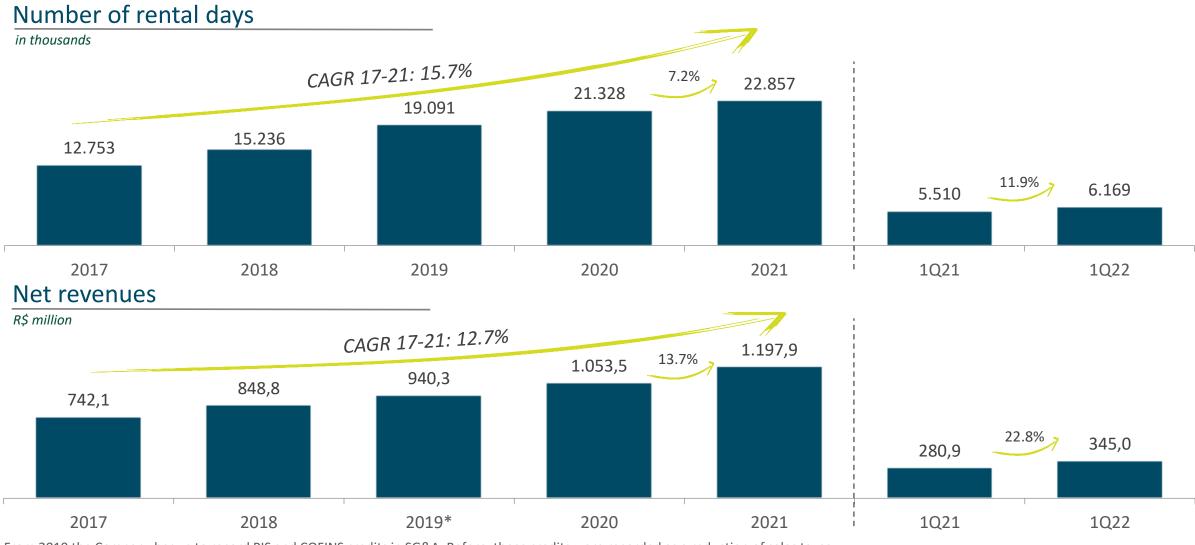
CAR RENTAL NETWORK EVOLUTION - CAR RENTAL

Number of car rental locations - Brazil and abroad



NETWORK EXPANDED IN 2 BRANCHES IN THE QUARTER, WHAN COMPARED WITH LAST QUARTER

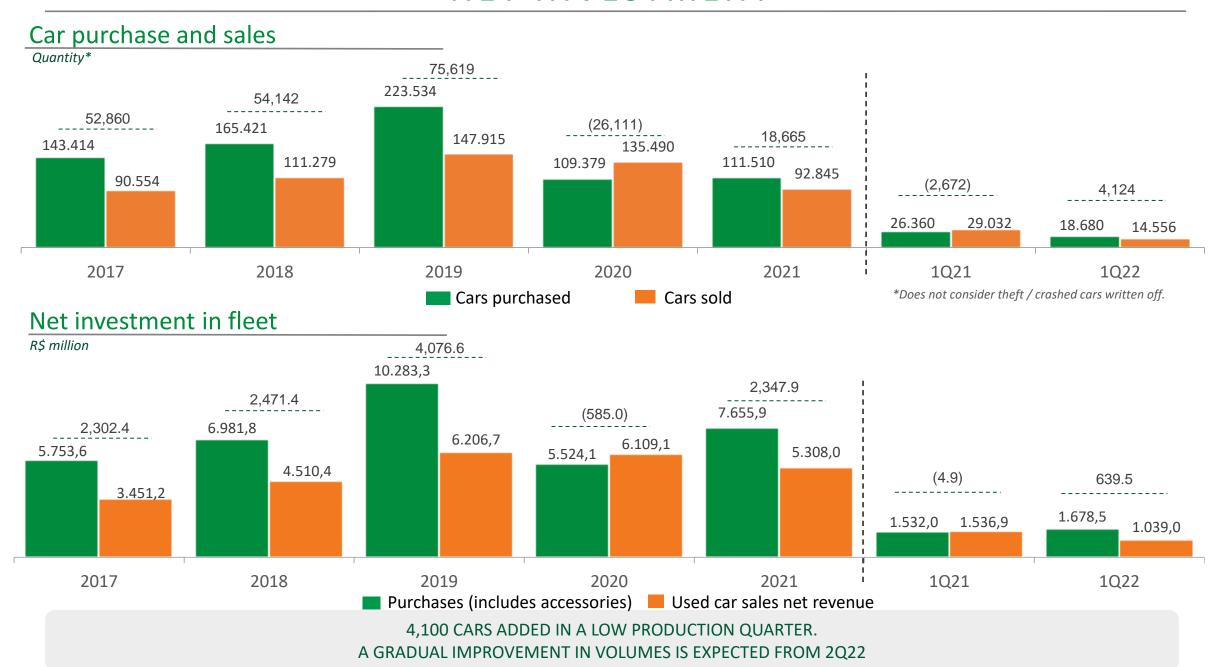
Fleet Rental



^(*) From 2019 the Company begun to record PIS and COFINS credits in SG&A. Before, those credits were recorded as a reduction of sales taxes.

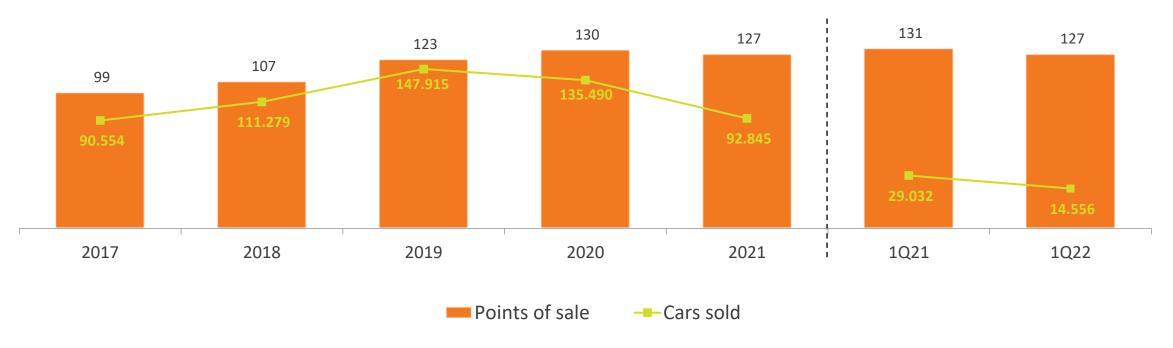
11.9% VOLUME GROWTH AND 22.8% REVENUE INCREASE IN THE QUARTER, WITH BACKLOG OF GROWTH AND RENEWAL STILL ABOVE 18,000 CARS

NET INVESTMENT



SEMINOVOS

Number of points of sale and used cars

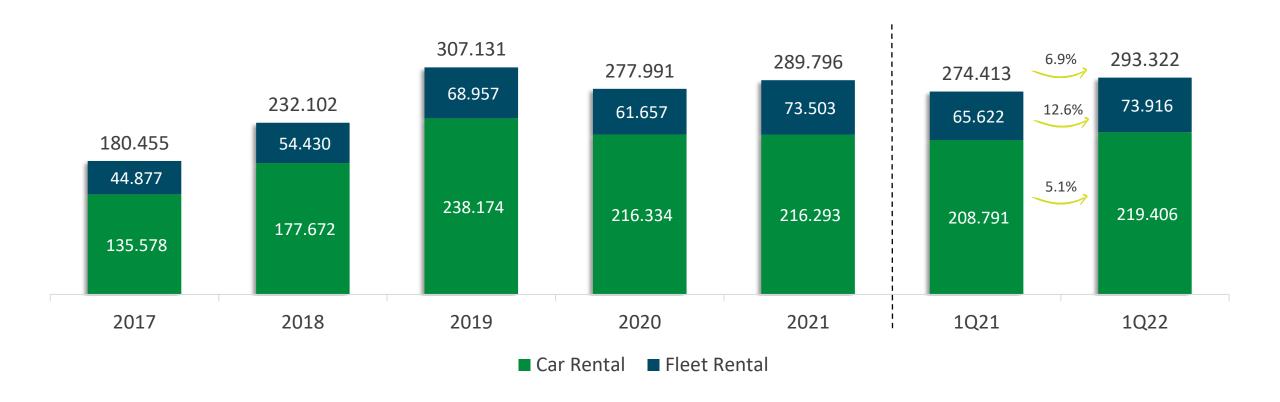


	2017	2018	2019	2020	2021	Var. %	1Q21	1Q22	Var. %
Average price of cars sold (R\$ thousand)	38.2	40.6	42.1	45.2	57.2	26.5%	53.0	71.5	34.9%

THE AVERAGE SALES PRICE CONTINUE TO ADVANCE,
OFFSETTING LOWER SALES VOLUME AS A REFLECTION OF LOWER CAR DECOMISSIONING

END OF PERIOD FLEET

Quantity



FLEET EXPANSION IN CAR AND FLEET RENTAL, EVEN WITH ADVERSE SCENARIO IN THE PRODUCTION CHAIN

CONSOLIDATED NET REVENUES

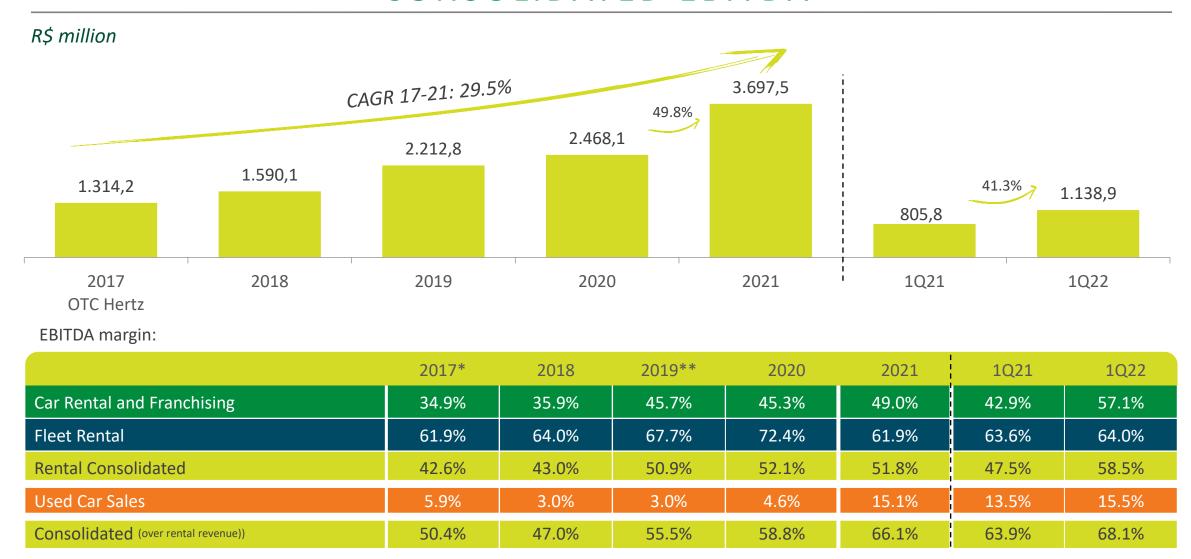


^(*) From 2019 the Company begun to record PIS and COFINS credits in SG&A. Before, those credits were recorded as a reduction of sales taxes.

■ Rental ■ Used cars sales

NET RENTAL REVENUE GROWS 32.7%, WHILE USED CARS SALES REVENUES WAS REDUCED, REFLECTING LOWER CAR DECOMMIOSSIONING

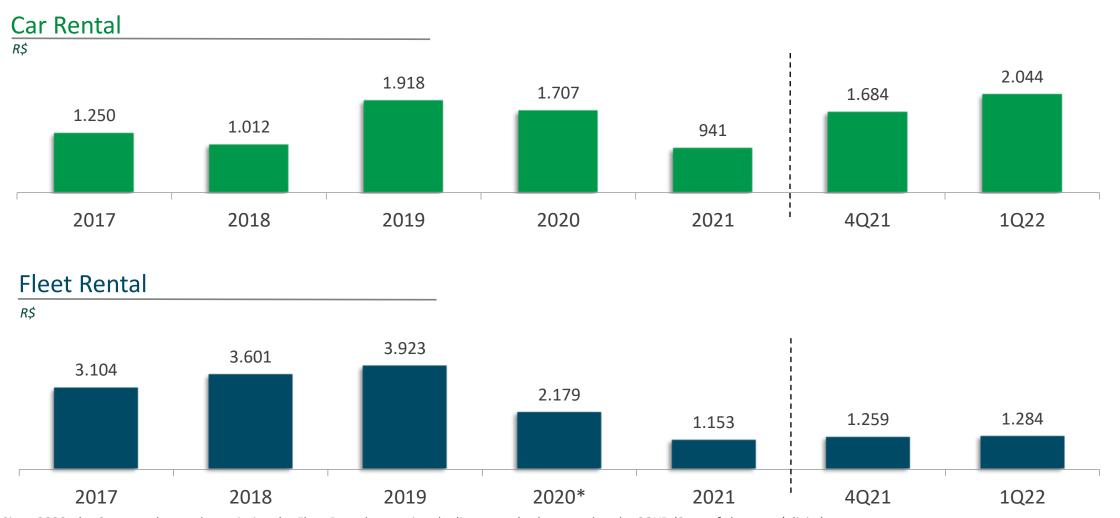
CONSOLIDATED EBITDA



^{(*) 2017} adjusted by the one-time costs incurred (OTC) - Hertz Brasil acquisition and franchisees incorporation

^(**) From 2019, EBITDA margin calculated based on the GAAP number including the reclassification of PIS and COFINS credits for the period, in the Car Rental and Fleet Rental divisions

AVERAGE ANNUALIZED DEPRECIATION PER CAR

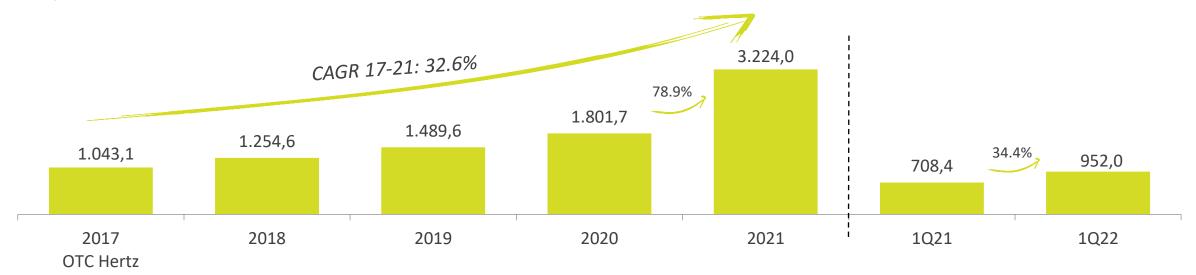


^(*) Since 2020, the Company began depreciating the Fleet Rental cars using the linear method opposed to the SOYD (Sum-of-the-years' digits)

CAR RENTAL DEPRECIATION RISES DUE TO FLEET RENEWAL, INCREASE IN THE CAR PURCHASED PRICE AND REVIEW OF ESTIMATED COST FOR SALE DUE TO LOWER CAR DECOMMISSIONING

CONSOLIDATED EBIT

R\$ million



EBIT margins include Seminovos and is calculated over the rental revenues:

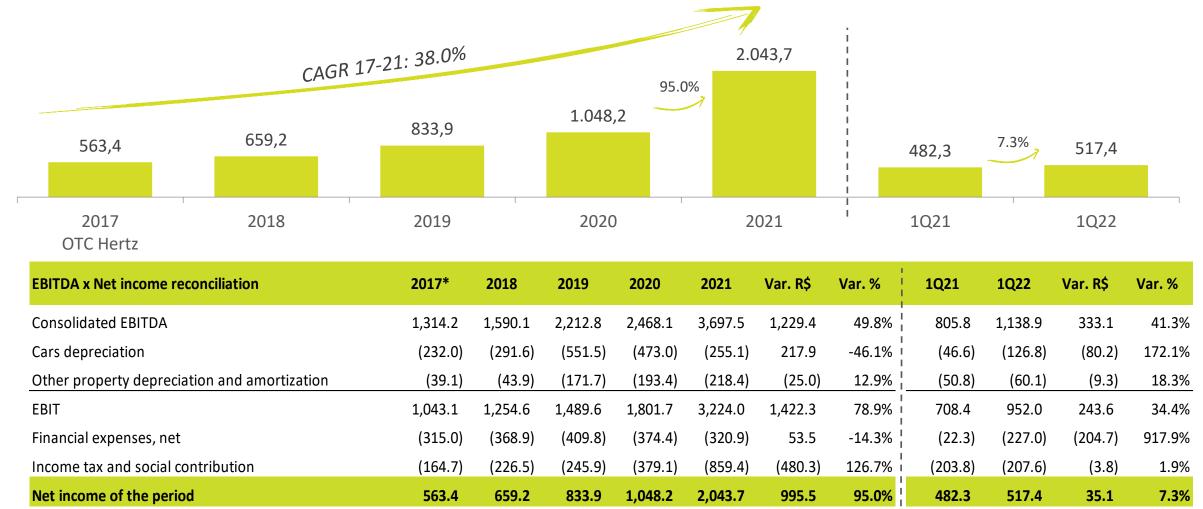
	2017*	2018	2019**	2020	2021	1Q21	1Q22
Car Rental and Franchising	35.2%	33.2%	33.7%	35.1%	54.7%	53.3%	53.1%
Fleet Rental	51.4%	48.6%	49.1%	66.4%	68.4%	66.5%	71.5%
Consolidated	40.0%	37.1%	37.3%	42.9%	57.6%	56.2%	56.9%

^{(*) 2017} adjusted by the one-time costs incurred (OTC) - Hertz Brasil acquisition and franchisees incorporation

^(**) From 2019, EBITDA margin calculated based on the GAAP number including the reclassification of PIS and COFINS credits for the period, in the Car Rental and Fleet Rental divisions

CONSOLIDATED NET INCOME

R\$ million



^{(*) 2017} adjusted by the one-time costs incurred (OTC) - Hertz Brasil acquisition and franchisees incorporation

FREE CASH FLOW

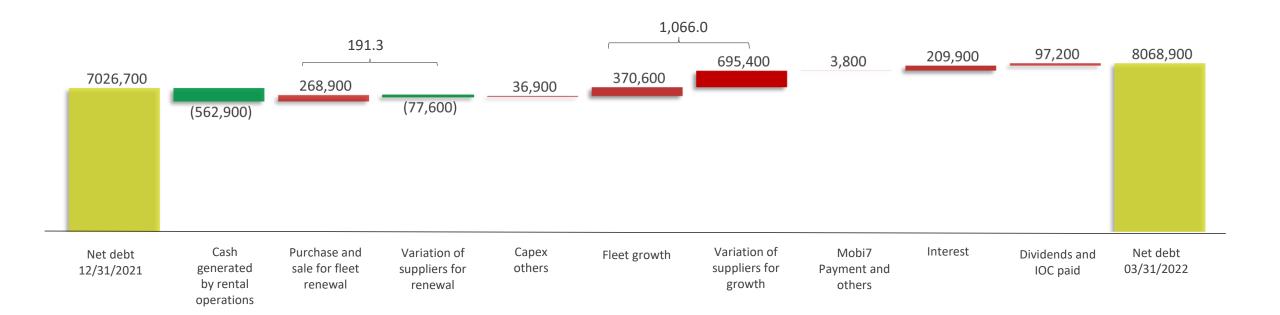
	Free cash flow (R\$ million)	2017	2018	2019	2020	2021	1Q22
	EBITDA	1.314,2*	1.590,1	2.212,8	2.468,1	3.697,5	1.138,9
v	Used car sale revenue, net of taxes	(3.451,2)	(4.510,4)	(6.206,7)	(6.109,1)	(5.308,0)	(1.039,0)
Operations	Net book value of vehicles written-off	3.106,6	4.198,5	5.863,6	5.599,9	4.346,0	763,8
pera	(-) Income tax and social contribution	(108,3)	(131,2)	(146,1)	(250,1)	(307,1)	(9,5)
	Change in working capital	21,1	(339,1)	(250,3)	91,6	(568,3)	(291,3)
	Cash generated by rental operations	882,4	807,9	1.473,3	1.800,4	1.860,1	562,9
	Used car sale revenue, net from taxes – fleet renewal	3.451,2	4.510,4	6.206,7	4.886,9	5.308,0	1.039,0
- renewal	Fleet renewal investment	(3.660,9)	(4.696,7)	(6.804,6)	(5.524,1)	(6.366,9)	(1.307,9)
- re	Change in accounts payable to car suppliers for fleet renewal	247,7	313,2	373,7	(466,6)	(282,6)	77,6
Capex	Net investment for fleet renewal	38,0	126,9	(224,2)	(1.103,8)	(1.341,5)	(191,3)
C o	Fleet renewal – quantity	90.554	111.279	147.915	109.379	92.845	14.556
Investme	nt, property and intangible	(28,8)	(42,8)	(70,0)	(108,0)	(143,4)	(36,9)
Free cash	flow from operations, before fleet increase or reduction	891,6	892,0	1.179,1	588,6	375,2	334,7
<u> </u>	(Investment) / Divestment in cars for fleet growth	(1.807,0)	(2.285,1)	(3.478,7)	1.222,2	(1.289,0)	(370,6)
- Growth	Change in accounts payable to car suppliers for fleet growth	167,7	554,9	(31,9)	(522,5)	571,6	(695,4)
	Acquisition of Hertz and franchisees (fleet value)	(285,7)	-	(105,5)	0,0	-	-
Capex	Net investment for fleet growth	(1.925,0)	(1.730,2)	(3.616,1)	699,7	(717,4)	(1.066,0)
	Fleet increase / (reduction) – quantity	52.860	54.142	75.619	(26.111)	18.665	4.124
Free cash	flow after growth	(1.033,4)	(838,2)	(2.437,0)	1.288,3	(342,2)	(731,3)
Other invest.	Acquisitions - except fleet value	(121,5)	-	(18,2)	(7,9)	(3,6)	(3,8)
ot in v	New headquarters construction and furniture	(146,2)	-	-	-	-	-
Free cash	generated (applied) before interest and others	(1.301,1)	(838,2)	(2.455,2)	1.280,4	(345,8)	(735,1)

In the free cash flow, short-term financial assets were considered as cash

^{(*) 2017} adjusted by the one-time costs (OTC) - incurred Hertz Brasil acquisition and franchisees incorporation

CHANGE IN NET DEBT

R\$ million

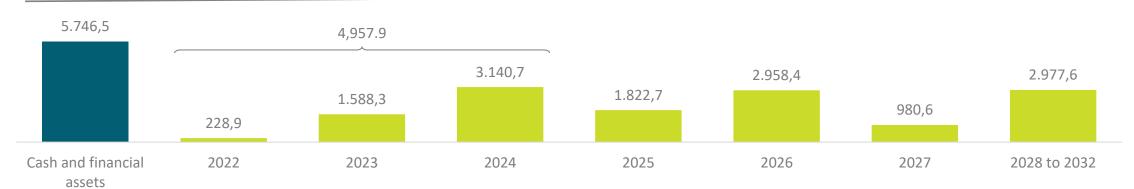


R\$1.0 BILLION INCREASE IN NET DEBT DUE TO INVESTMENTS IN FLEET AND REDUCTION IN THE ACCOUNTS PAYABLE TO OEMS

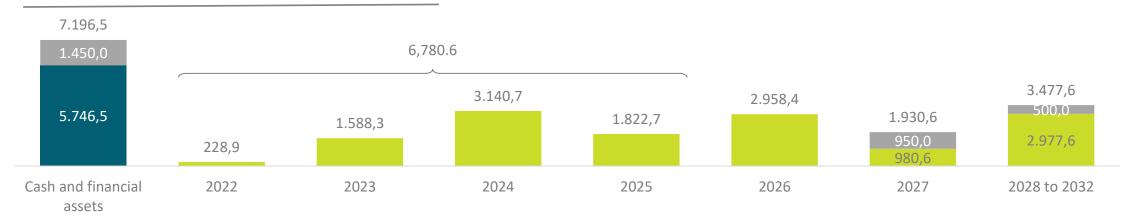
DEBT MATURITY PROFILE (PRINCIPAL)

R\$ million

As of 03/31/2022

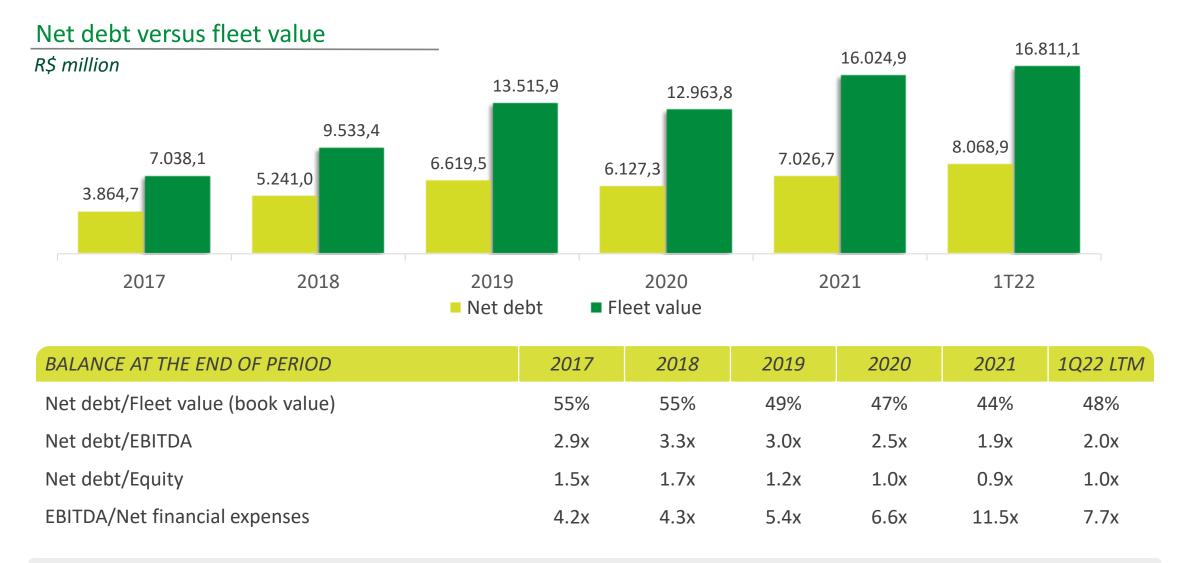


Proforma after Apr/22 issuances

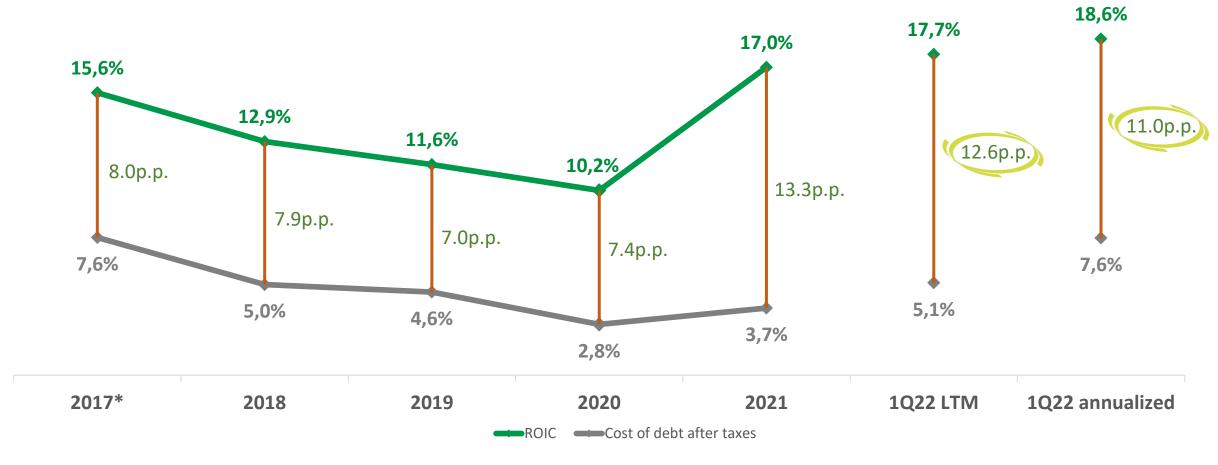


STRONG LIQUIDITY POSITION AND ACTIVE DEBT PROFILE MANAGEMENT

DEBT RATIOS



ROIC VERSUS COST OF DEBT AFTER TAXES



ROE considered LTM net income divided by the average Equity of the period

STRONG VALUE GENERATION

^{* 2017} adjusted by the one-time costs (OTC) incurred Hertz Brasil acquisition and franchisees incorporation

DISCLAIMER

Website: ri.localiza.com E-mail: ri@localiza.com Phone: +55 31 3247-7024 The material presented is a presentation of general background information about LOCALIZA as of the date of the presentation. It is information in summary form and does not purport to be complete. It is not intended to be relied upon as advice to potential investors. No representation or warranty, express or implied, is made concerning, and no reliance should be placed on, the accuracy, fairness, or completeness of the information presented herein.

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THANK YOU

