

INVESTOR RELATIONS PRESENTATION

1 Q 2 4



Índice
Brasil 50

IBRX 50

Índice
Carbono
Eficiente

ICO2

Índice de
Ações com Tag Along
Diferenciado

ITAG

CTCQX

IGPTW B3

Localiza&co

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

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

Expansion strategy by agencies: Fleet Rental

2019

Follow-on of R\$1,8B

2021

Launch of Localiza Zarp

2023

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

1979

Expansion to 11 capital cities



Market leader in 1981

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\$11.5 bi in Mar/24

6
(1973)



1,970
(1983)



5,080
(1993)



24,700
(2003)



118,000
(2013)



627,127
(1Q24)

1Q24

BIG NUMBERS

627K

End of period
fleet

+34K

Cars Purchased

65K

Cars sold

R\$8.7 bn

Net Revenues

702

Locations in
Brazil, Latin
America and
Mexico

225

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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- 319,534 cars (318,066 Brazil and 1,468 Mexico), including daily rentals, monthly rentals, replacement and app drivers;
- 702 Locations in Brazil, Latin America and Mexico



- 38.8% sold to final consumers (accumulated 2024)
- 225 stores in 115 cities in Brazil



- 307,593 cars in the fleet, including light vehicles, subscription cars and heavy vehicles.



Customer Centricity Platform Synergies:

Bargaining Power
Cost reduction
Cross Selling



- 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



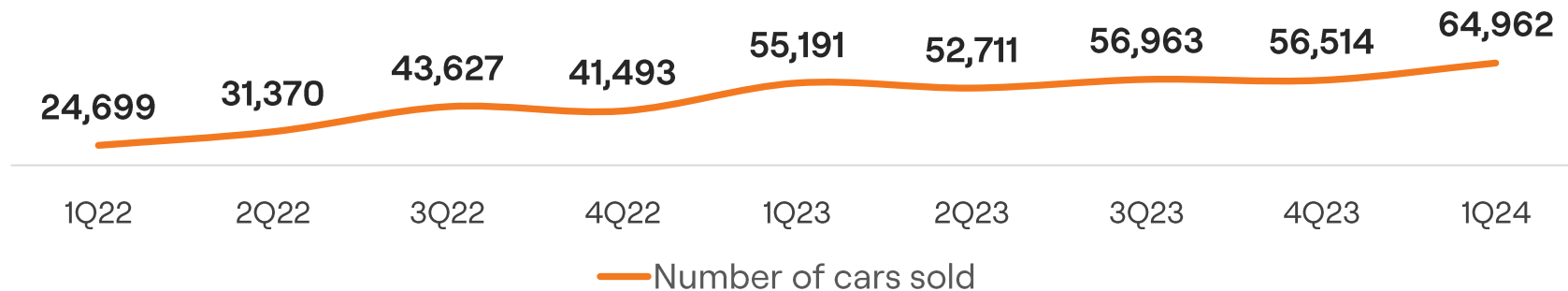
Sales channels

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



Evolution of sales

Quantity



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

Raising money

Better credit rating and financing conditions

Selling cars

Great capillarity and sales with better conditions



Buying cars

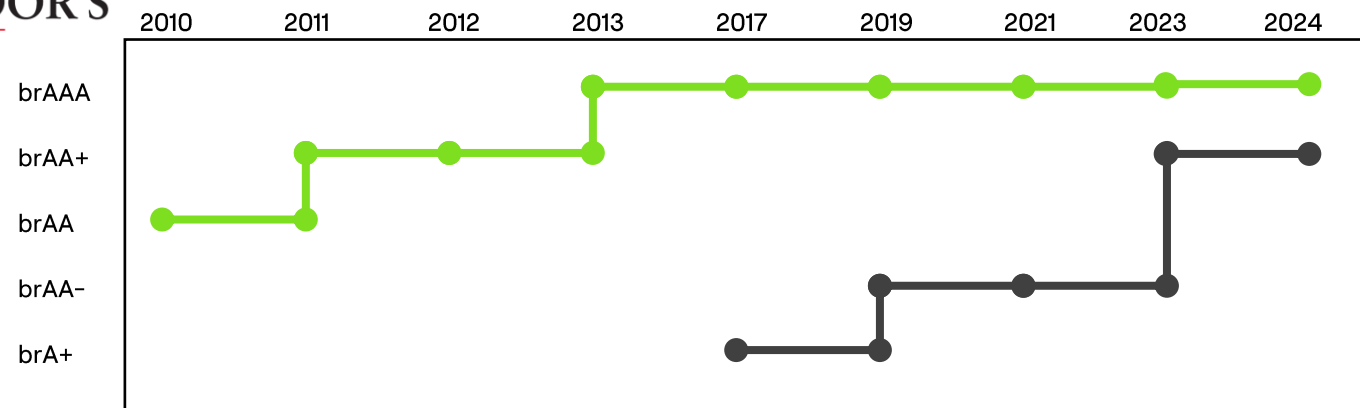
Main buyer in the sector and differentiated relationship with automakers

Renting cars

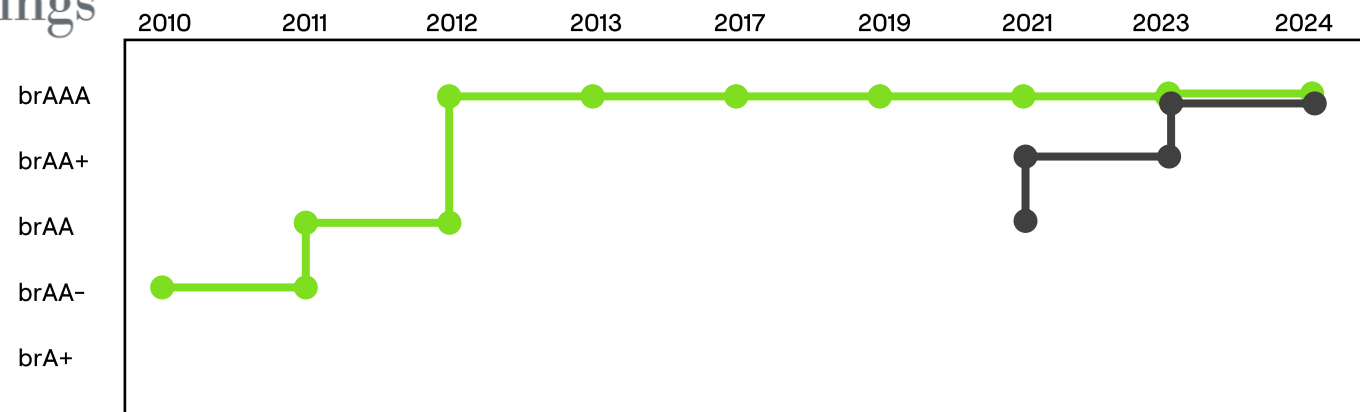
Top of Mind Company technology and market leader

Best credit rating in the industry

STANDARD
& POOR'S

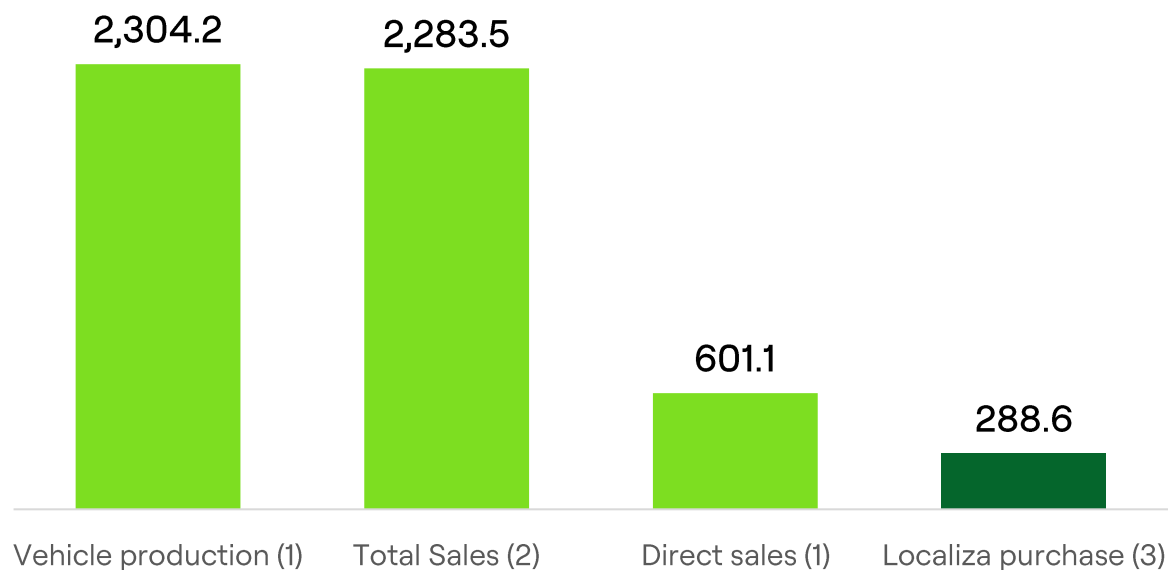


Fitch
Ratings

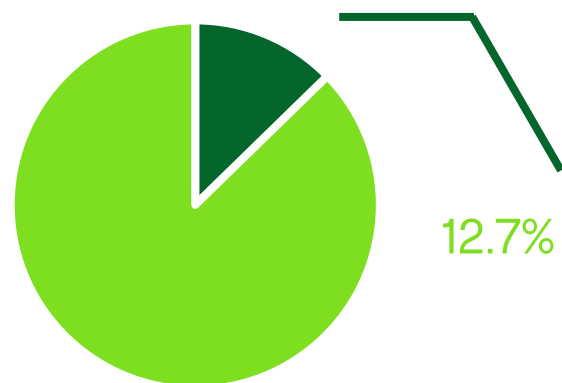
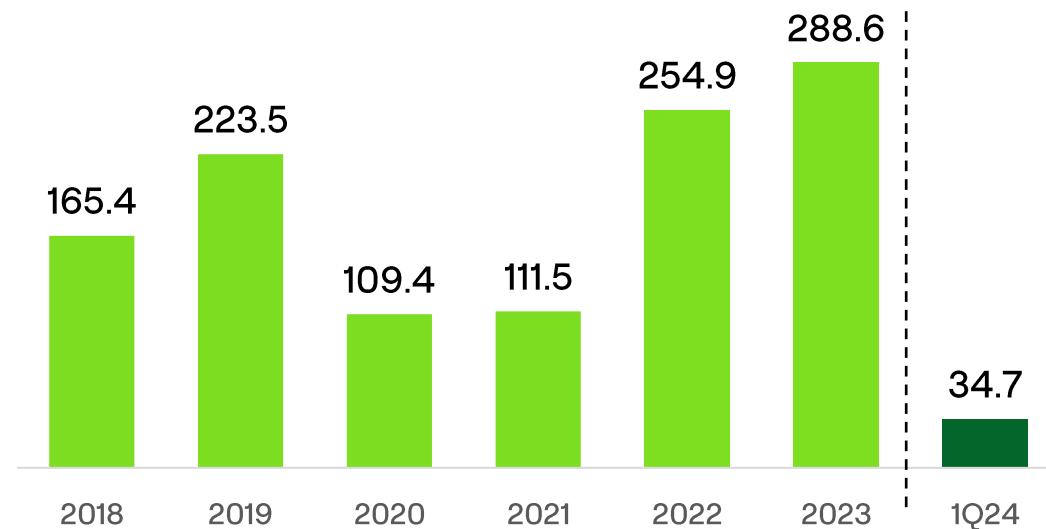


Localiza&Co Player A

Distinguished relationship with automakers (2023)



Largest car buyer



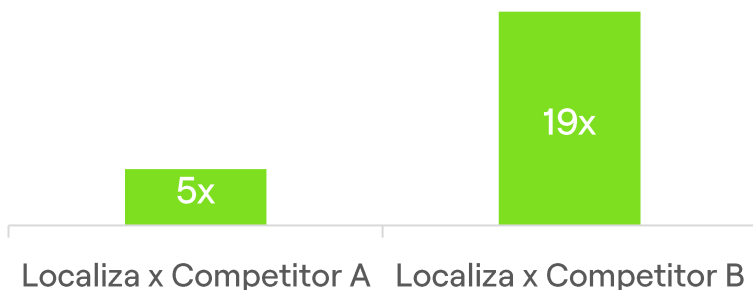
Operational Excellence in Purchasing

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



Brand Knowledge

Most Known Brand⁽¹⁾

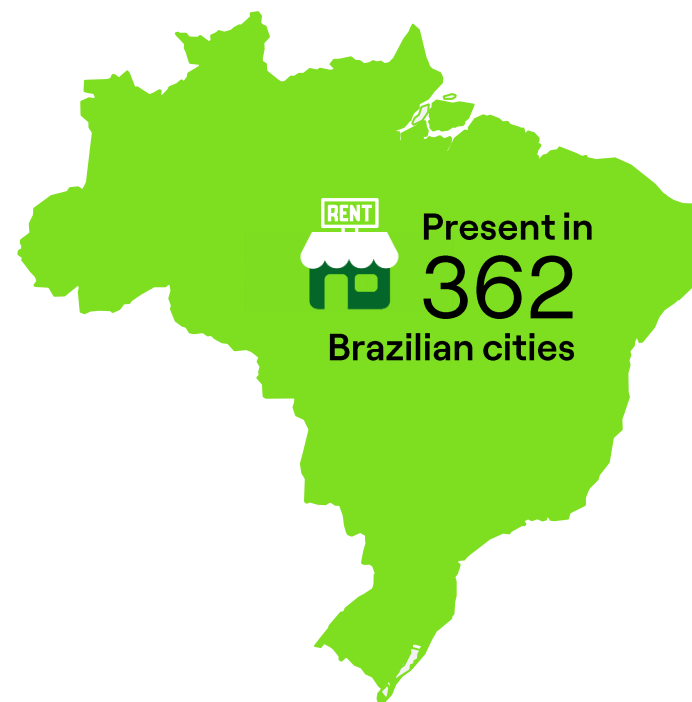


Leadership in all segments

Convenience **with:**



Proximity and capillarity (agências Brazil)



with **608** branches
531 operated by Localiza

vs **254** branches
Competitor A ⁽²⁾
175 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



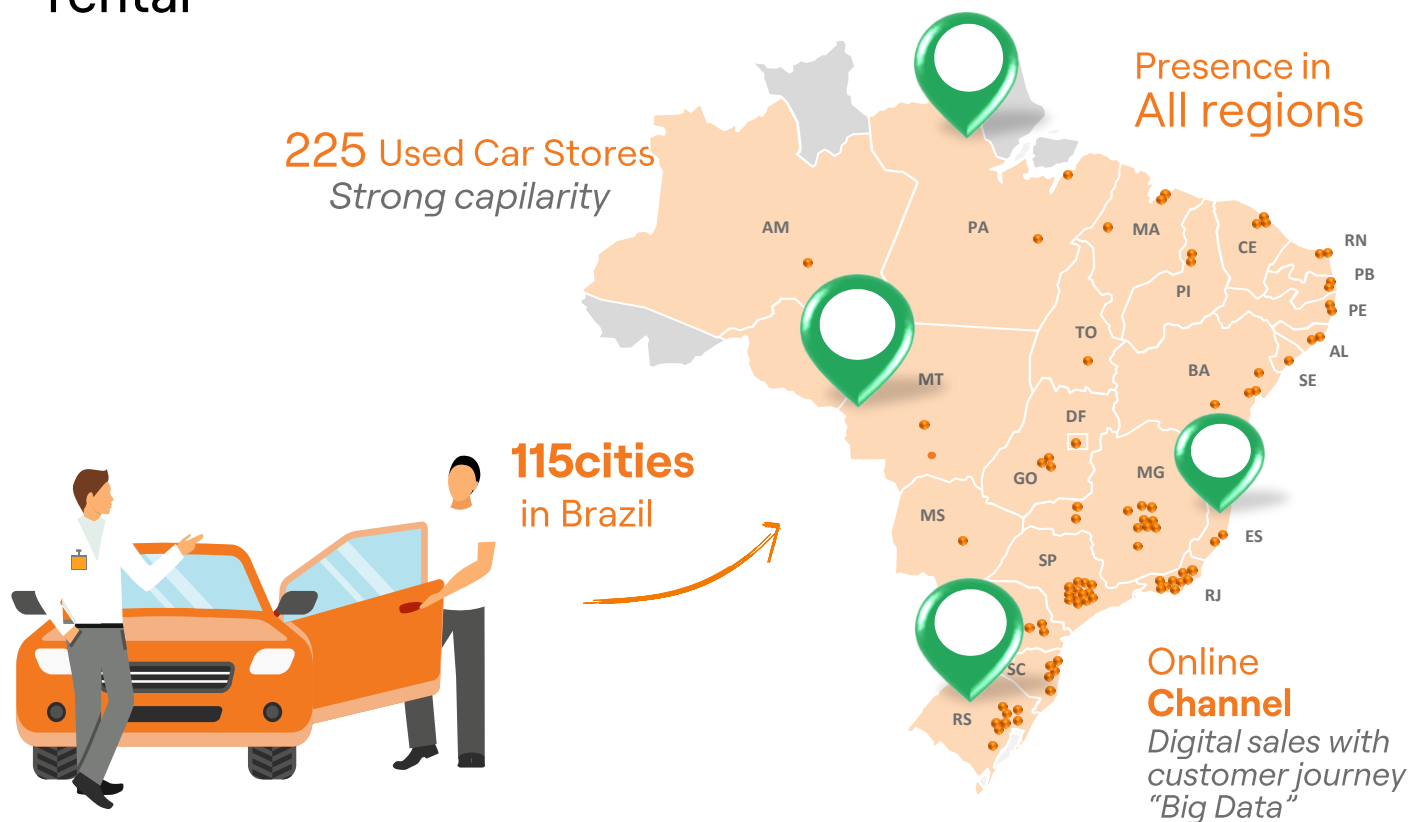
Car Subscription

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

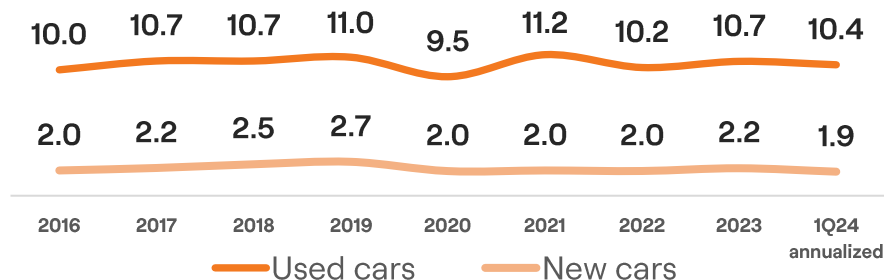


SELLING CARS

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 customers, generating recurrency and recommendation

Telemetry





Digital in the way of operating the business



Technology and Data Science

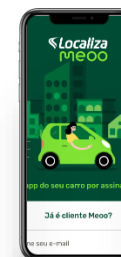


Digital to delight our customers and employees

Digital journey



Localiza
Car Rental



Localiza
Meoo

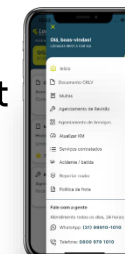


Localiza
Fast

Localiza
Seminovos



Localiza Fleet
Rental



ZARP



Mobi7

ENVIRONMENTAL



- **95%** of Localiza's fleet is **bi-fuel (flex)**
- **100% internally fueled with ethanol**
- **Recommendation of refueling with ethanol**
- Possibility of reimbursement only for refueling with this fuel
- **5 million kWh of clean energy** generated
- **56% renewable energy** consumption
- Compensation of **scopes 1 and 2¹**
- **Gold seal** for the 3rd year of the GHG protocol
- Maintenance on **B3's ICO2**
- Launch of **Neutraliza** and Extension for Fleet Rental. **In RAC, +67 thousand tCO2 were compensated (scope 3)**
- Advances in **waste management** with a focus on **reverse logistics and valuation**
- 67% of RAC **interior washes performed dry**
 - **95% water savings** when compared to conventional washing technique

Awards and ratings

MSCI: A
Sustainalytics: Low Risk
 – Ranked 3rd out of 384 companies in Transportation
Best ESG – Exame



SOCIAL

- **Best Companies for Women to Work For** 
- **Women in Leadership Award** 
- **Join B3's IDIVERSA**, the first index focused on diversity in Latin America that brings together companies that stand out in terms of diversity in Brazil.
- **94% favorability** in terms of **diversity and inclusion²**
- Consolidated **diversity and inclusion program**
- Maintenance in the **TEVA Index⁴** (ticker **ELAS11**)
- **Best places for LGBTI+ people to work +** (Human Rights Campaign Foundation –HRC–)

GOVERNANCE

- New role of **leading independent director on the Board of Directors**, reinforcing independence
- **CEO and Board engagement agenda with our investors for ESG topics**
- Updating the **Sustainability Policy**
- Continuous improvement of performance indicators using **UN and SASB references**

Notes:

1 Referring to 2020

3 Which brings together companies that invest in the work environment with the best practices in human resources

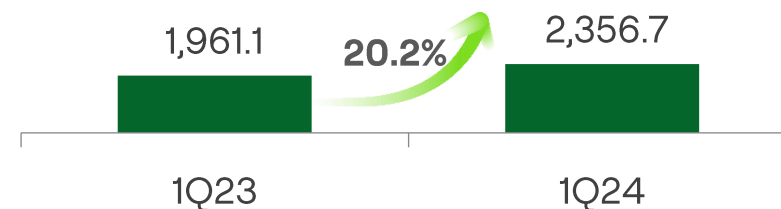
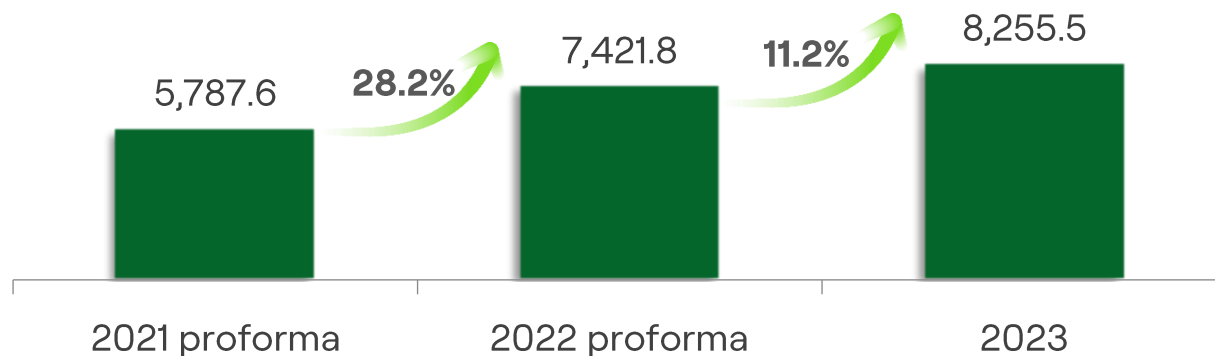
2 In the climate survey

4 Which brings together companies with more women in leadership positions

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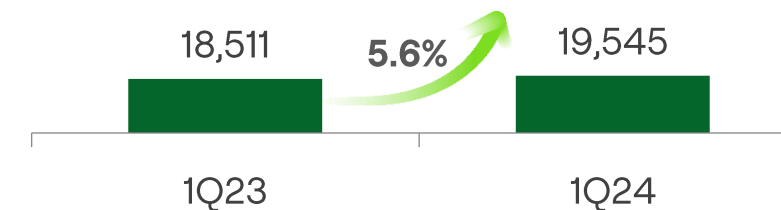
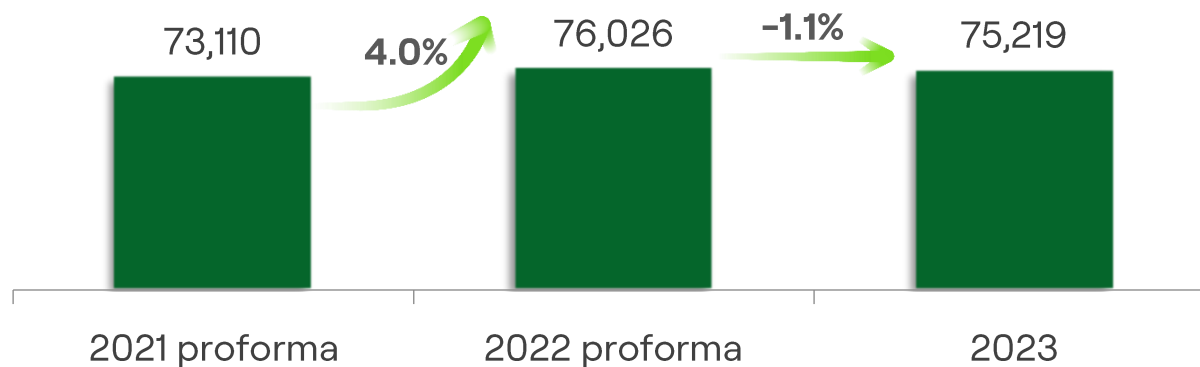
Net Revenue – Brazil

R\$ million, including royalties



Rental days – Brazil

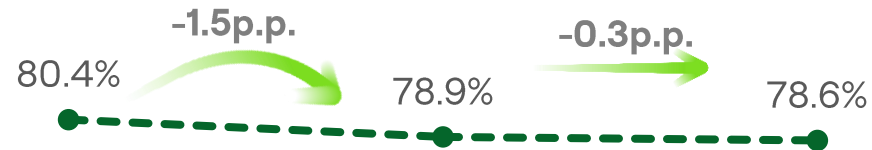
In thousands



GROWTH OF 20.2% IN NET REVENUE FOR THE QUARTER IN THE ANNUAL COMPARISON, RESULTED FROM THE GREATER VOLUME AND EFFICIENT MANAGEMENT OF MIX AND PRICES

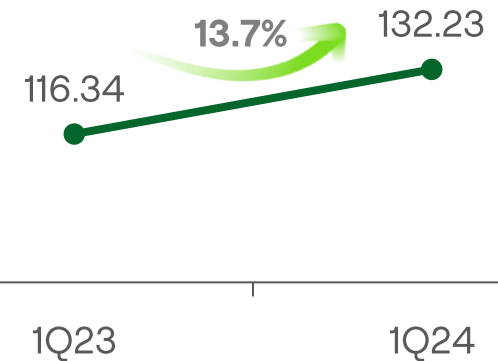
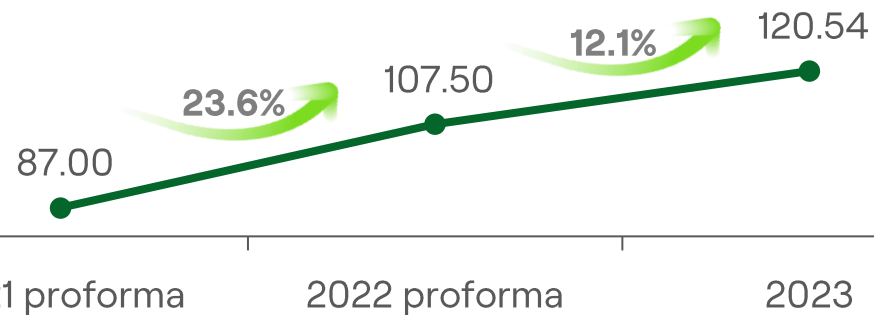
Utilization Rate - Brazil

%



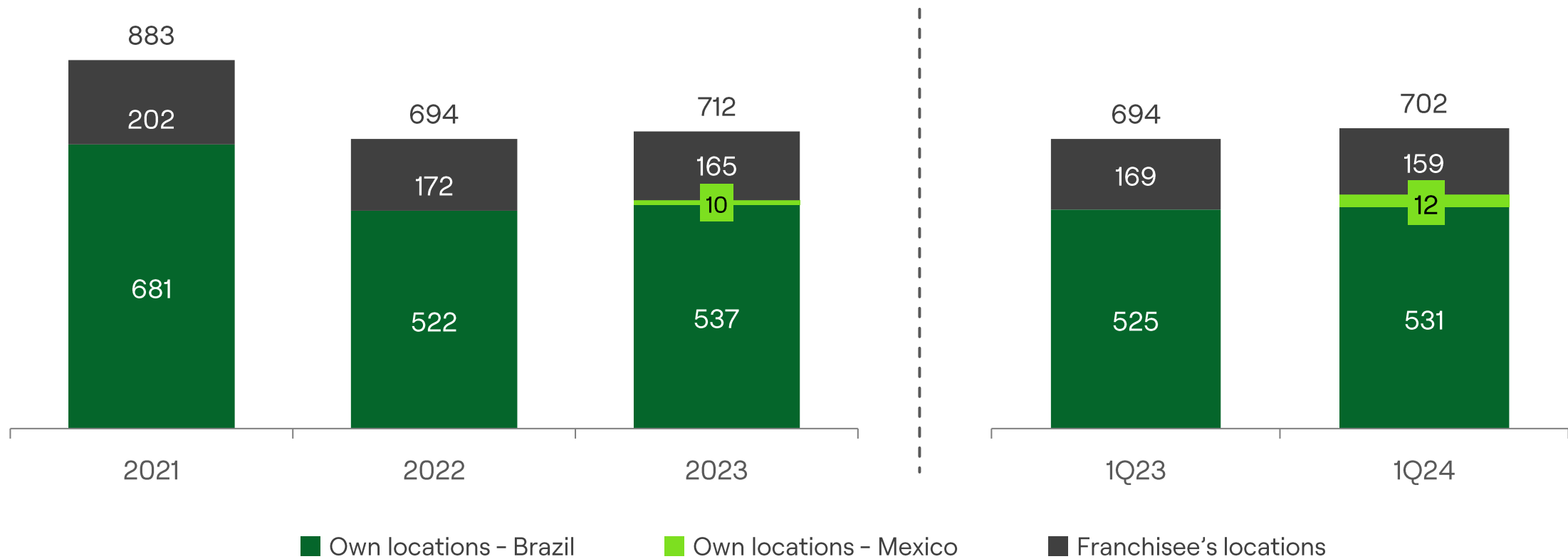
Rental Rate - Brazil

R\$



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

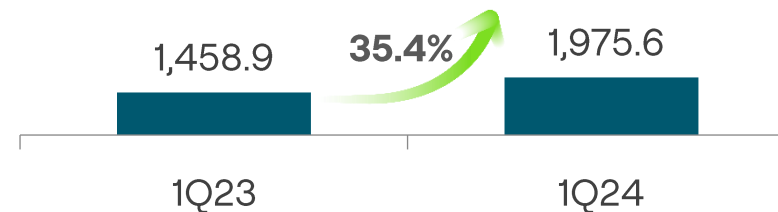
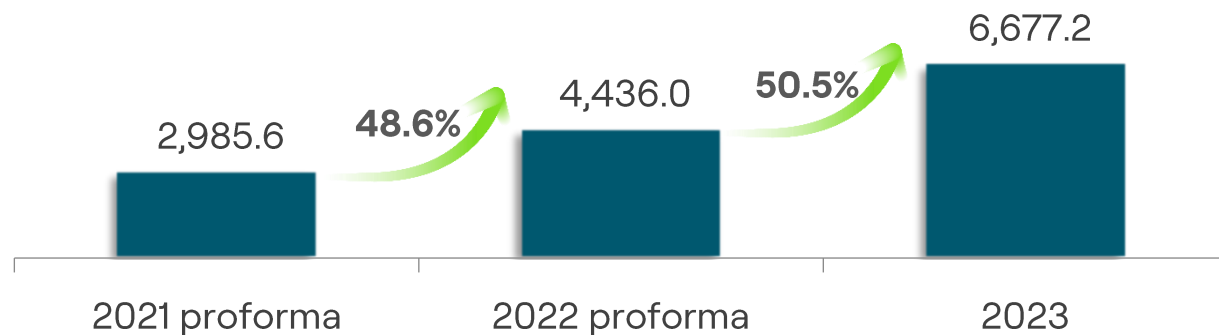
INCREASE IN AVERAGE RENTAL RATE WITH GAIN ON THE UTILIZATION RATE,
REINFORCE THE COMPANY'S COMMERCIAL EXCELLENCE AND DEMAND RESILIENCE

Quantity

THE COMPANY CLOSES THE QUARTER WITH 702 AGENCIES, BEING 608 IN BRAZIL,
12 IN MEXICO AND 82 IN 5 OTHER SOUTH AMERICAN COUNTRIES

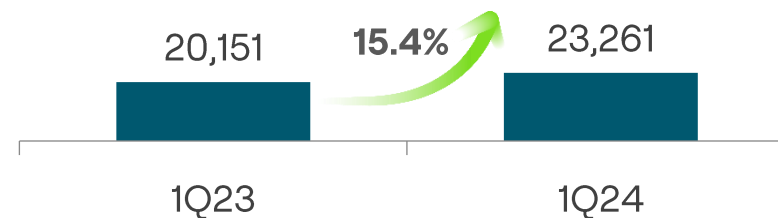
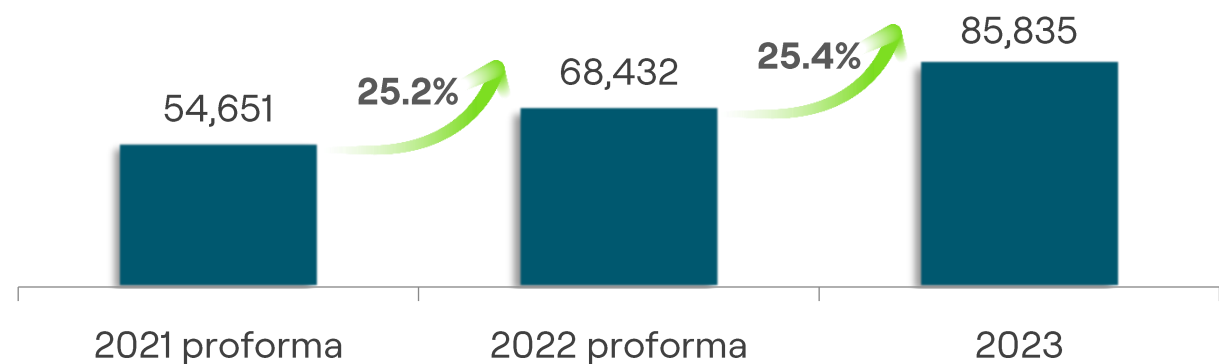
Net Revenue

R\$ million, including new initiatives' revenues



Rental Days

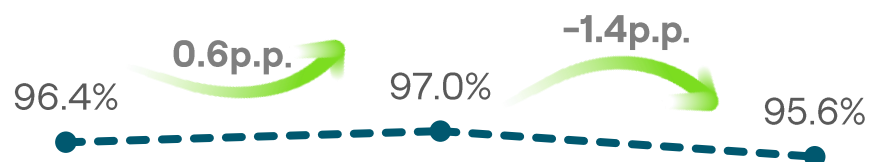
In thousands



ROBUST DEMAND IN FLEET RENTAL AND CAR'S SUBSCRIPTION, CONTRIBUTING TO THE 35.4% ADVANCE IN REVENUE IN 1Q24, COMPARED TO THE SAME PERIOD OF THE PREVIOUS YEAR

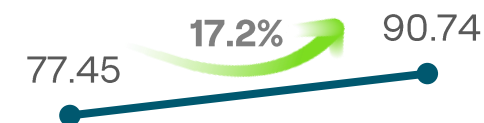
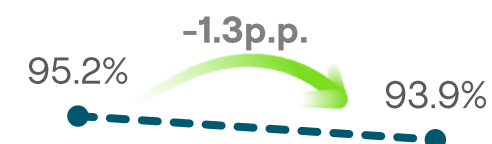
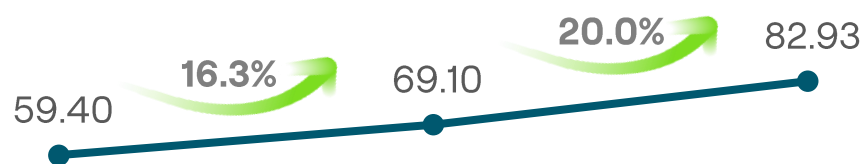
Utilization Rate

%



Rental Rate

R\$

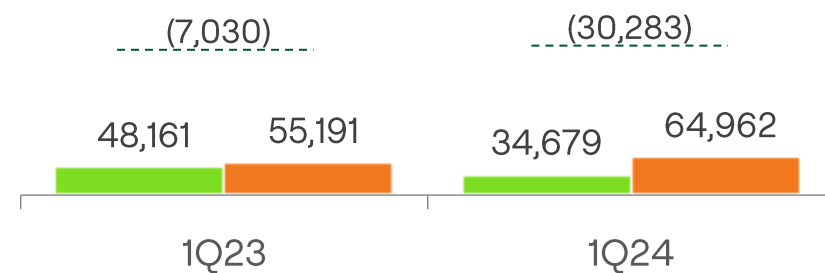
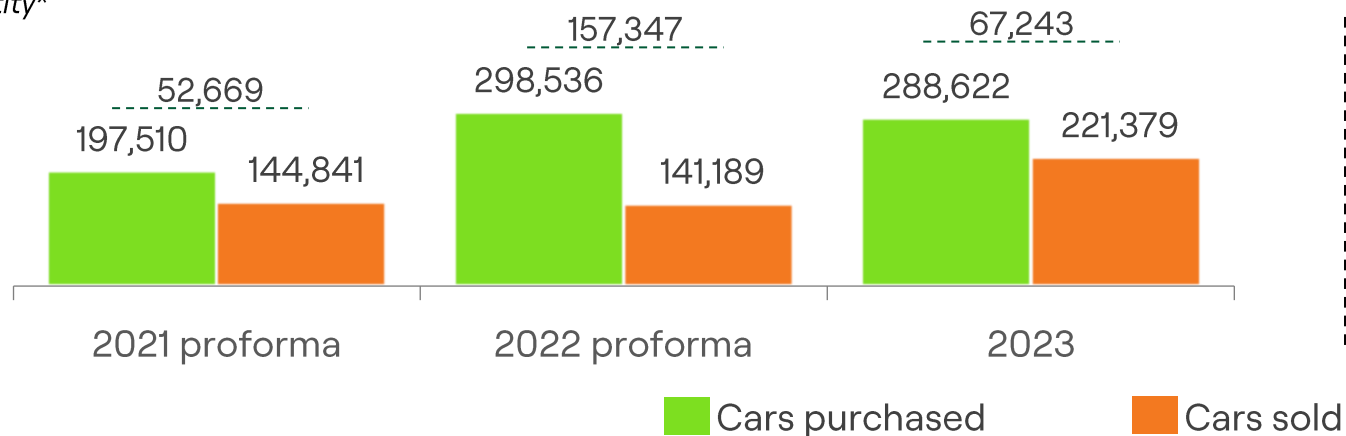


—●— Rental Rate – R\$ —●— Utilization

HIGHER AVERAGE DAILY RATE REFLECTING NEW CONTRACTS PRICED IN CONTEXT OF HIGHER DEPRECIATION AND STILL HIGH INTEREST RATE

Car purchase and sales - Brazil

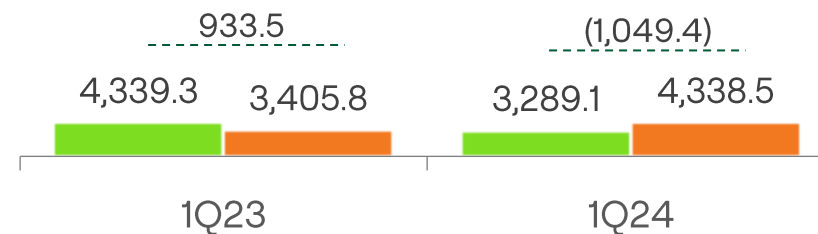
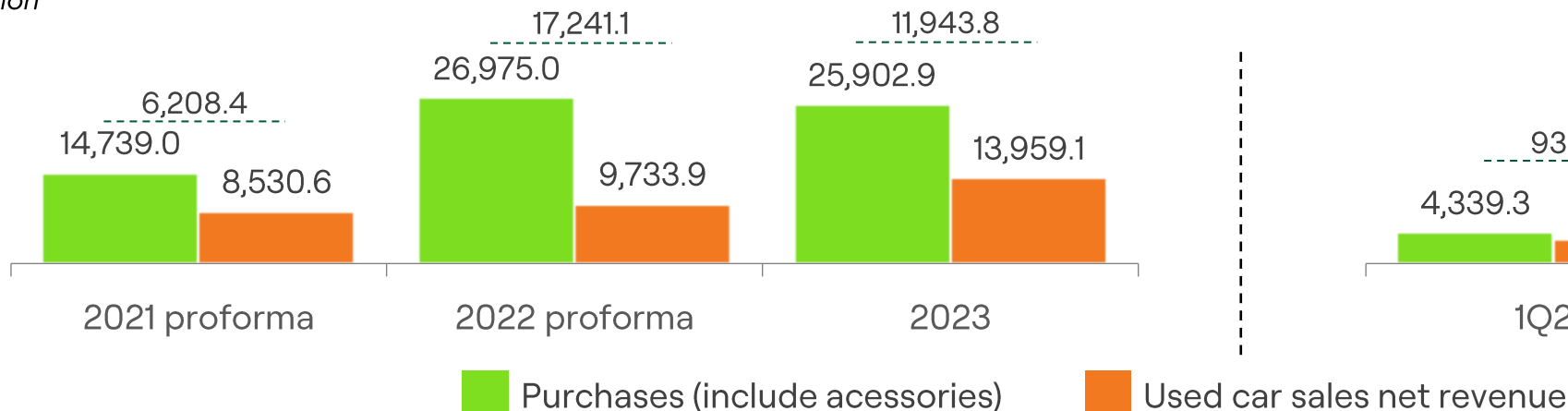
Quantity*



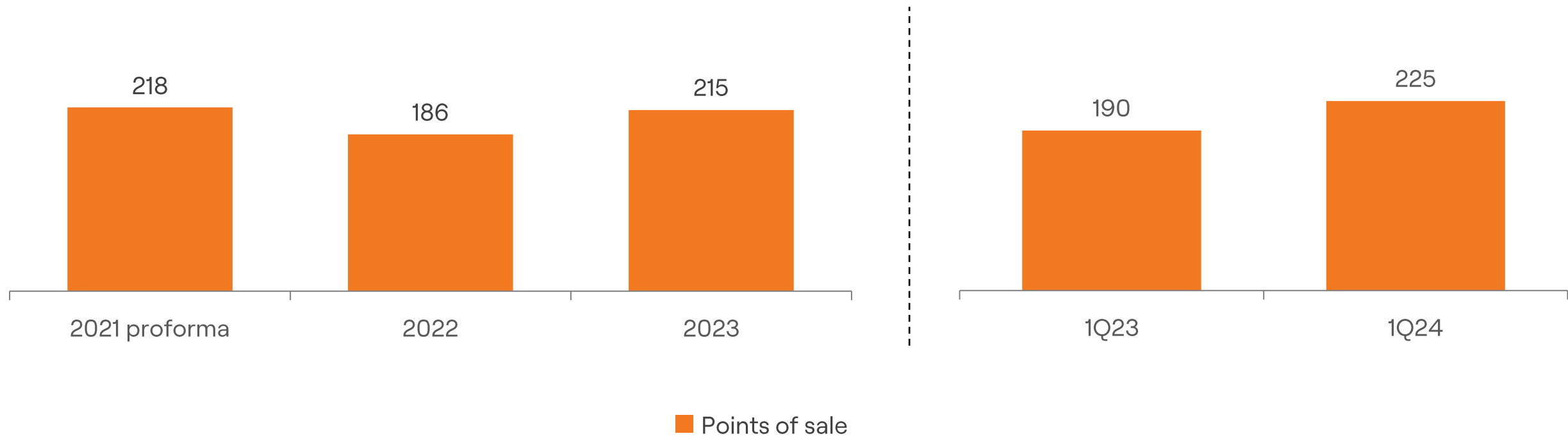
*Does not consider theft / crashed cars written of

Net investment in fleet - Brazil

R\$ million



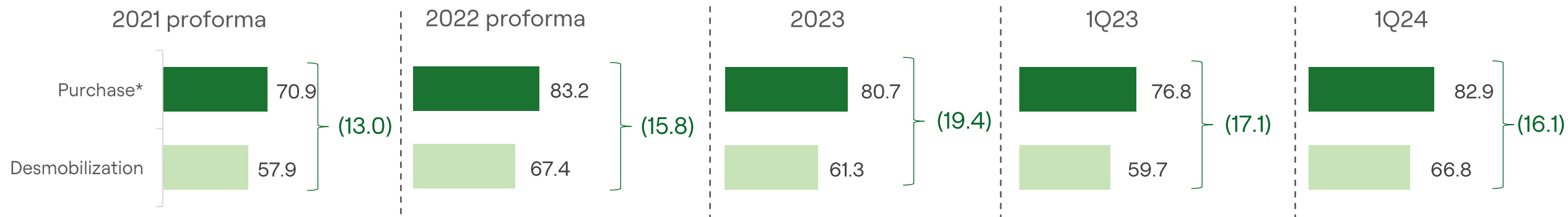
AFTER THE HIGH PEAK SEASON, THE COMPANY REDUCED THE PACE OF CAR PURCHASES IN 1Q24 AND ACCELERATED THE VOLUME OF CAR SALES, INCREASING THE GLOBAL UTILIZATION OF THE FLEET IN THE ANNUAL COMPARISON

Quantity

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

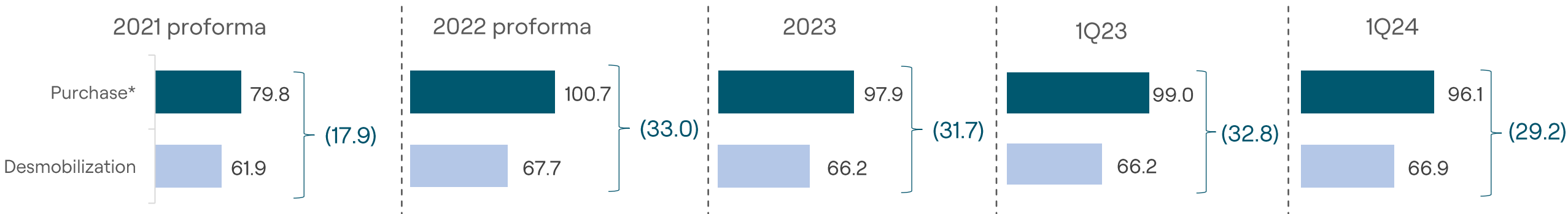
Average price of purchase and demobilization – Car Rental

R\$ thousand



Average price of purchase and demobilization – Fleet Rental

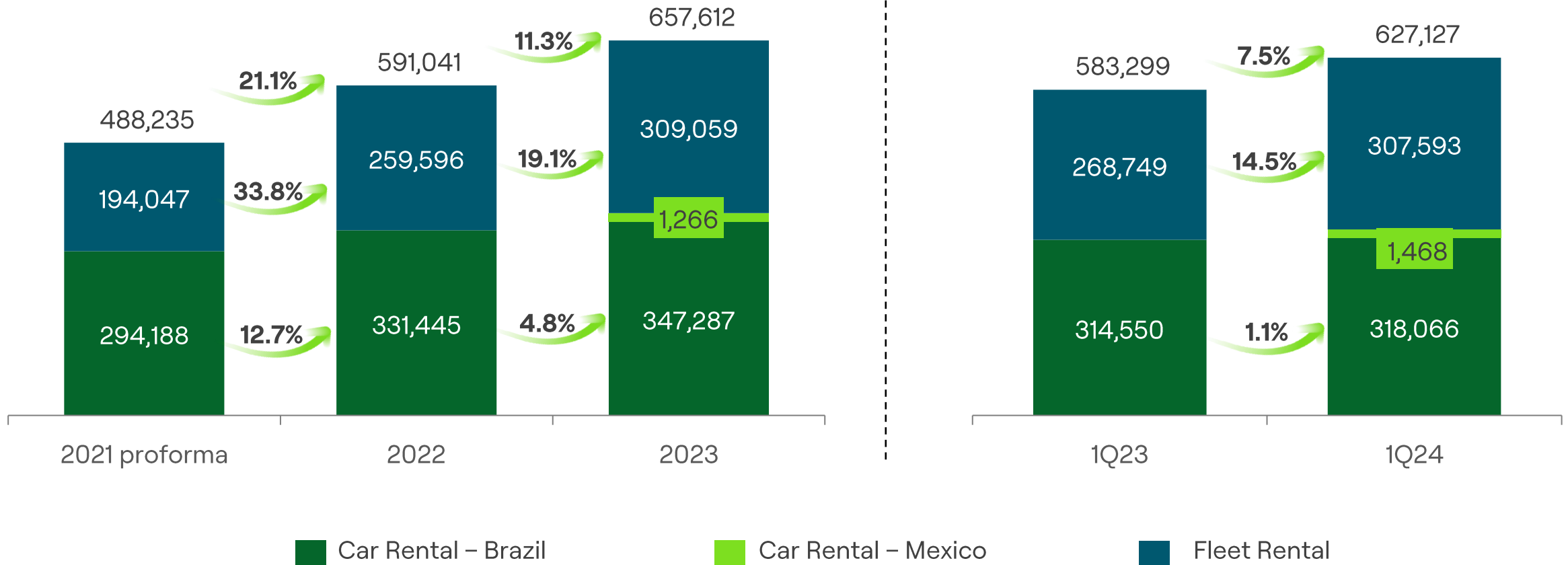
R\$ thousand



*Purchase price does not include accessories

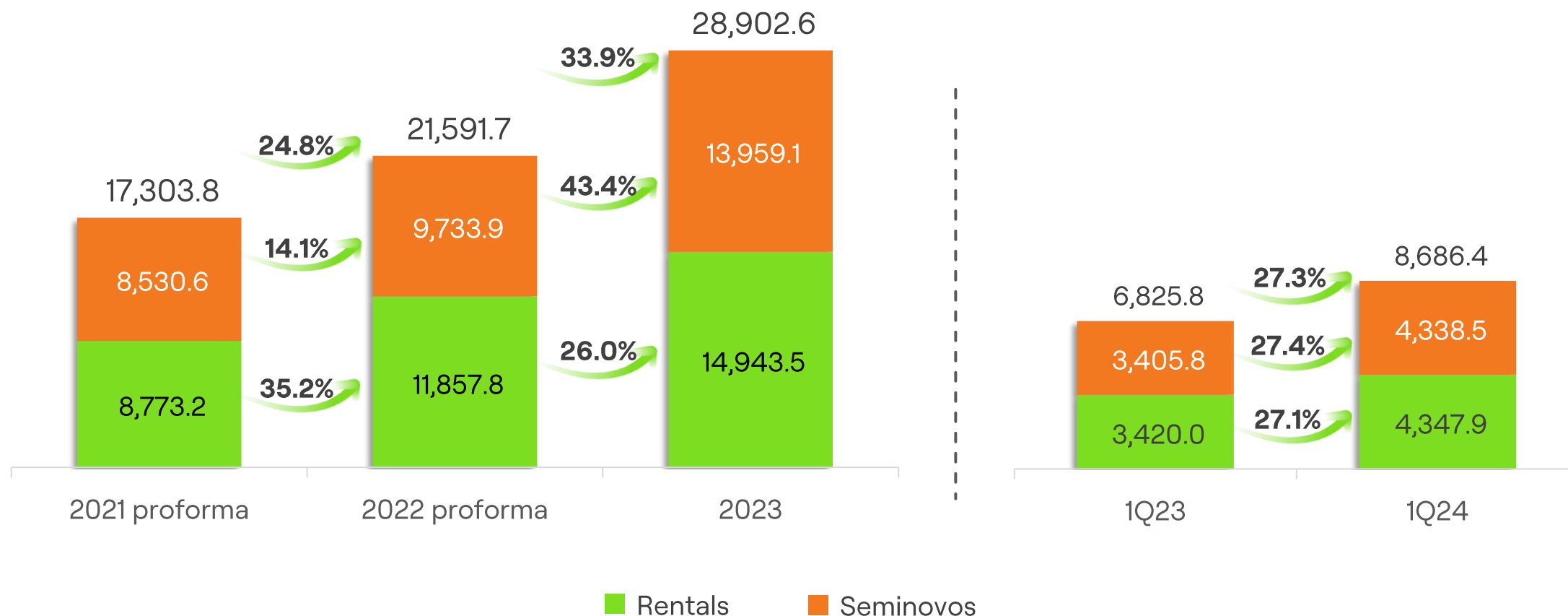
IN RAC, THE LOWER RENEWAL CAPEX COMPARED TO 1Q23 REFLECTS THE ADVANCE IN THE AVERAGE SALES PRICE DUE TO THE REJUVENATION OF THE FLEET AND CHANNEL MIX

Quantity



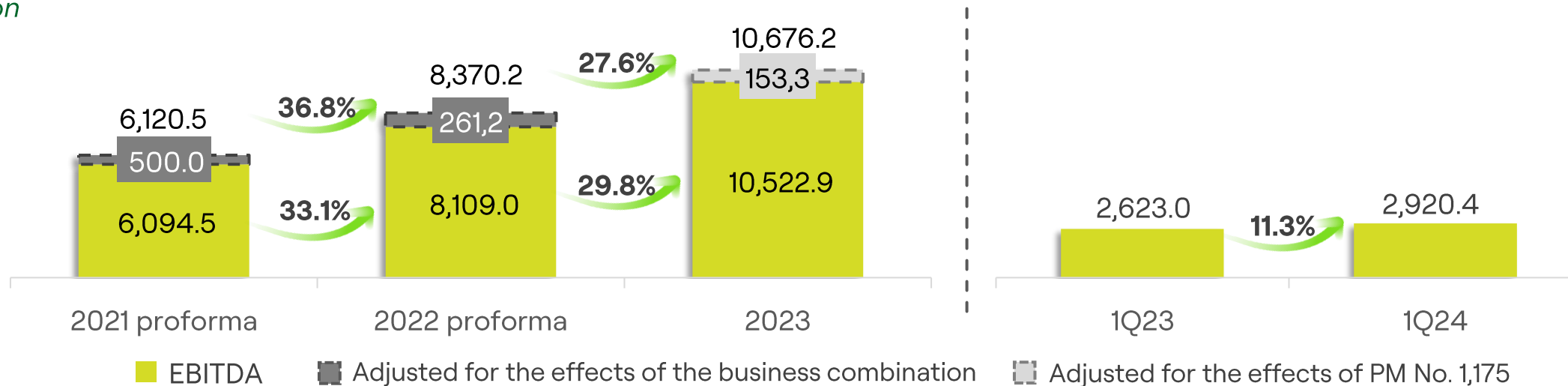
FLEET GROWTH IN 1Q24 COMPARED TO 1Q23 IN BOTH DIVISIONS

R\$ million



ADVANCE OF 27.3% IN NET REVENUE IN THE ANNUAL COMPARISON

R\$ million



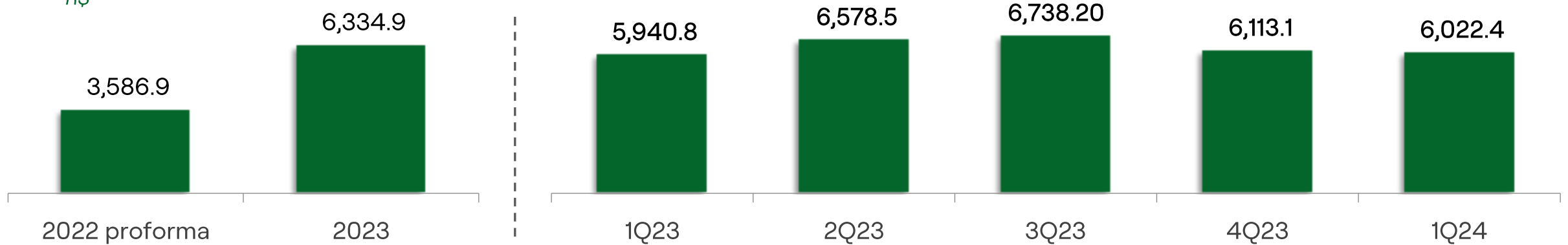
EBITDA Margin:	2021 proforma adjusted*	2022 proforma adjusted*	2023 adjusted*	1Q23	1Q24
Car Rental Brazil and Franchising	49.6%	57.6%	64.4%	66.1%	63.3%
Fleet Rental	65.7%	67.9%	72.6%	76.2%	69.2%
Rental Consolidated	55.1%	61.5%	68.1%	70.4%	66.0%
Rental Consolidated with México	55.1%	61.5%	67.8%	70.4%	65.2%
Seminovos	15.1%	11.2%	4.0%	6.4%	1.9%
Consolidated (over rental revenues)	69.8%	70.6%	71.4%	76.7%	67.2%

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

CONSOLIDATED EBITDA REACHED R\$2.9 BILLION, A GROWTH OF 11.3% IN THE ANNUAL COMPARISON

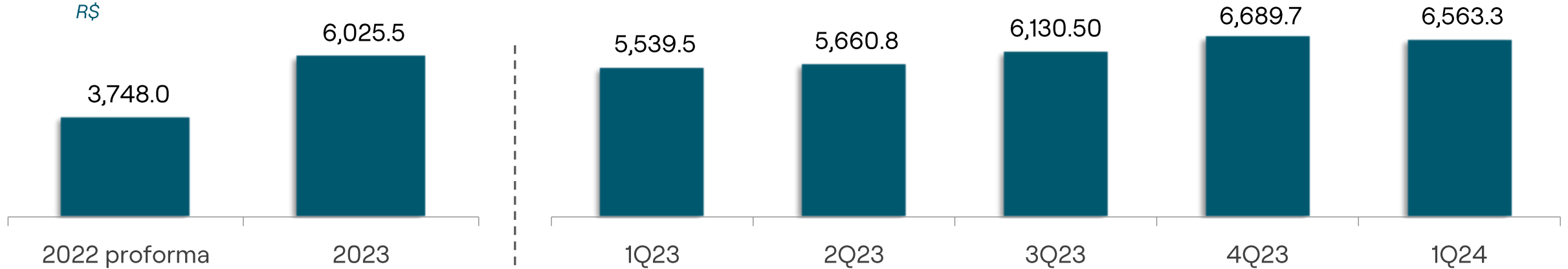
Car Rental

R\$



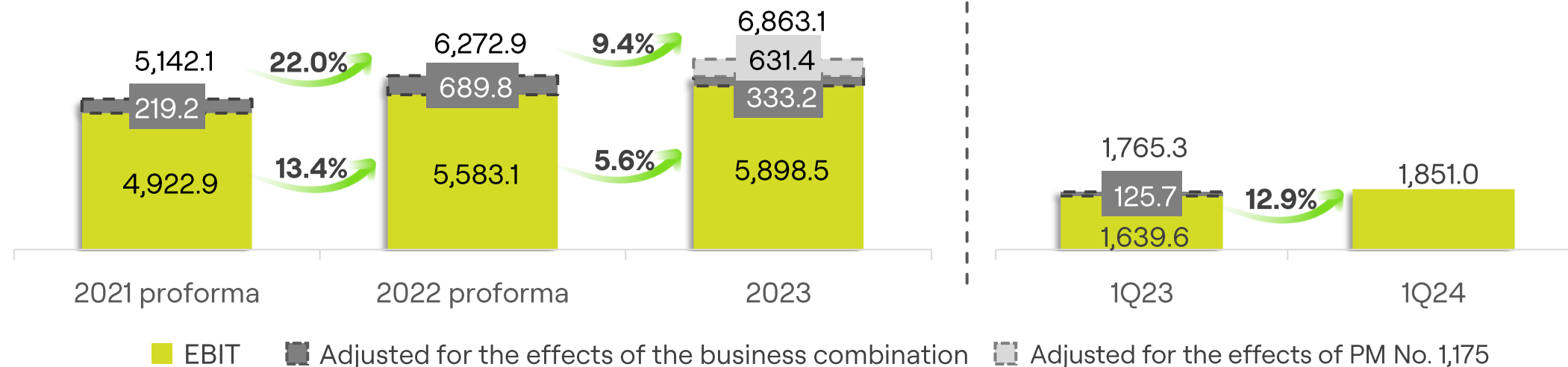
Fleet Rental

R\$



DEPRECIATION STILL AT HIGH LEVELS, REFLECTING THE PRICE ACCOMMODATION CYCLE OF SEMINOVOS

R\$ million



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

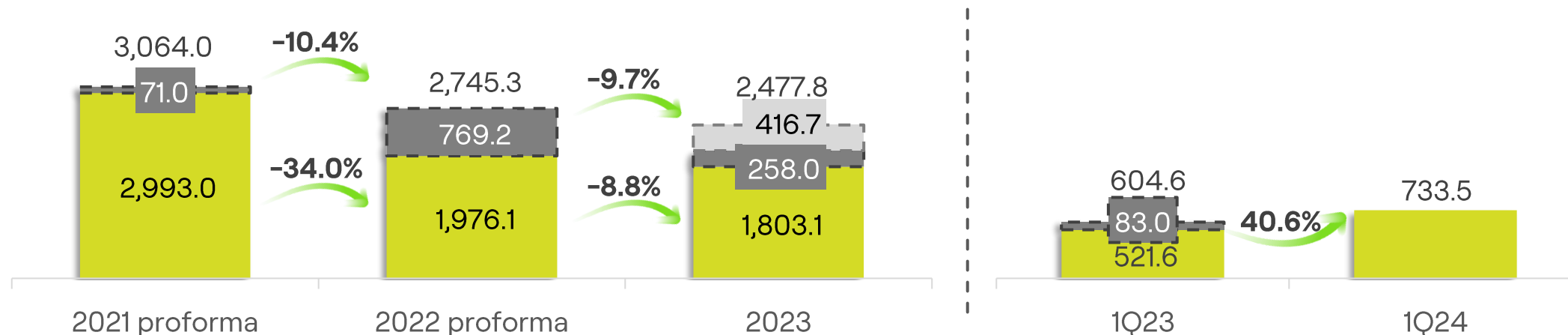
EBIT Margin:	2021 proforma adjusted*	2022 proforma adjusted*	2023 adjusted**	1Q23	1Q24
Car Rental and Franchising	55.2%	49.2%	40.7%	45.3%	40.8%
Fleet Rental	65.3%	59.0%	53.4%	51.6%	46.8%
Consolidated Brazil (over rental revenues)	58.6%	52.9%	46.4%	47.9%	43.5%
Consolidated with México	58.6%	52.9%	45.9%	47.9%	42.6%

*Adjusted for One-offs related to integration expenses, in addition to the amortization of write-up from cars and customers.

** Adjusted for the amortization of the write-up from cars and customers and the effect of MP n° 1,175.

EBIT OF R\$1.9 BILLION, A GROWTH OF 12.9% IN THE QUARTER

R\$ million



■ Net income ■ Adjusted for the effects of the business combination ■ Adjusted for the effects of PM No. 1,175

EBITDA x Net income reconciliation	2021 adjusted proforma	2022 adjusted proforma	2023 adjusted	Var. R\$	Var. %	1Q23	1Q24	Var. R\$	Var. %
Consolidated EBITDA	6,120.5	8,370.2	10,676.2	2,306.0	27.6%	2,623.0	2,920.4	297.4	11.3%
Cars depreciation	(672.6)	(1,762.0)	(3,366.6)	(1,604.6)	91.1%	(763.5)	(929.8)	(166.3)	21.8%
Other PP&E depreciation and amortization	(305.8)	(335.3)	(446.5)	(111.2)	33.2%	(94.2)	(125.1)	(30.9)	32.8%
Write-up amortization	-	-	-	-	-	(125.7)	(14.5)	111.2	-88.5%
Equity equivalence result	-	0.2	-	(0.2)	-100.0%	-	-	-	-
EBIT	5,142.1	6,272.9	6,863.1	590.2	9.4%	1,639.6	1,851.0	211.4	12.9%
Financial expenses, net	(785.0)	(2,726.0)	(4,024.3)	(1,298.3)	47.6%	(1,069.9)	(984.6)	85.3	-8.0%
Income tax and social contribution	(1,293.1)	(801.8)	(361.0)	440.8	-55.0%	(48.1)	(132.9)	(84.8)	176.3%
Net income of the period	3,064.0	2,745.3	2,477.8	(267.5)	-9.7%	521.6	733.5	211.9	40.6%

40.6% GROWTH IN THE NET INCOME OF THE QUARTER, THAT AMOUNTED R\$733.5 MILLION

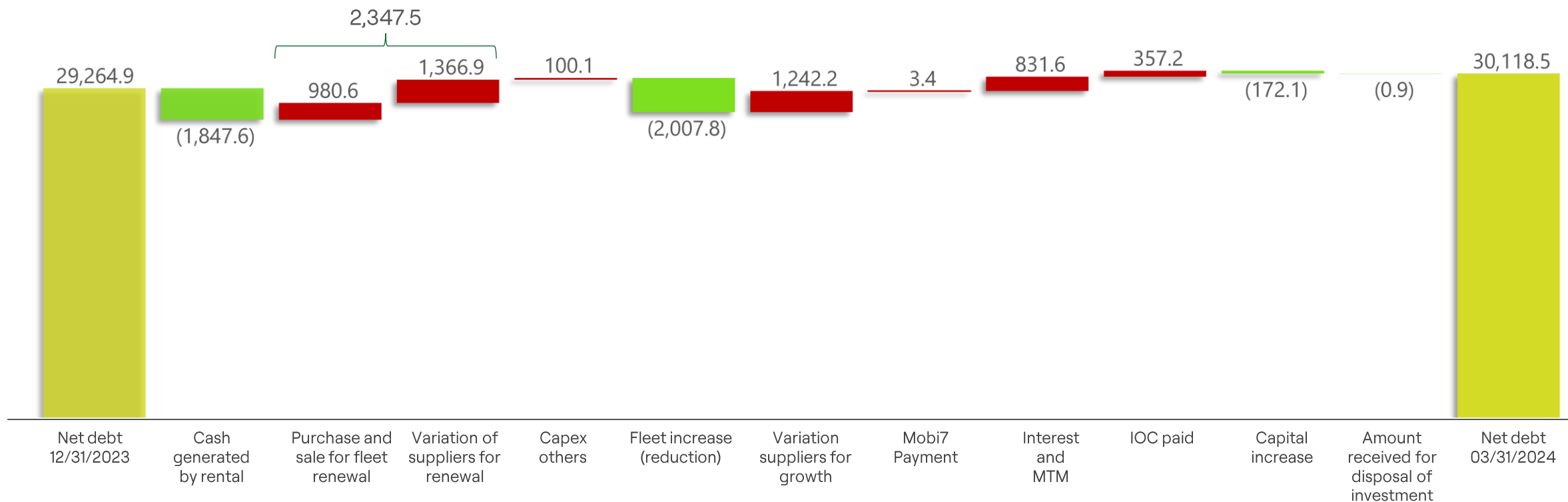
Free cash flow (R\$ million)		2021 actual	2022 actual	2023	1Q24
Operations	EBITDA	3,697.5	6,589.2	10,522.9	2,920.4
	Used car sale revenue, net of taxes	(5,308.0)	(7,833.6)	(13,875.6)	(4,335.9)
	Net book value of vehicles written-off	4,346.0	6,085.3	12,250.1	4,081.1
	(-) Income tax and social contribution	(307.1)	(83.4)	(130.2)	(28.6)
	Change in working capital	(568.3)	(1,284.3)	(1,783.4)	(789.4)
	Cash generated by rental operations	1,860.1	3,473.2	6,983.8	1,847.6
Capex renewal	Used car sale revenue, net from taxes – fleet renewal	5,308.0	7,833.6	13,875.6	2,328.1
	Fleet renewal investment	(6,366.9)	(9,902.5)	(19,817.7)	(3,308.7)
	Change in accounts payable to car suppliers for fleet renewal	(282.6)	1,619.6	2,969.2	(1,366.9)
	Net investment for fleet renewal	(1,341.5)	(449.3)	(2,972.9)	(2,347.5)
	Fleet renewal – quantity	92,845	118,538	221,379	64,962
	Investment, property and intangible	(143.4)	(352.8)	(387.4)	(100.1)
	Free cash flow from operations, before fleet increase or reduction	375.2	2,671.1	3,623.5	(600.0)
Capex Growth	(Investment) / Divestment in cars for fleet growth	(1,289.0)	(12,636.4)	(6,132.0)	2,007.8
	Change in accounts payable to car suppliers	571.6	2,298.3	(381.9)	(1,242.2)
	Net investment for fleet growth	(717.4)	(10,338.1)	(6,513.9)	765.6
	Fleet increase / (reduction) – quantity	18,665	136,391	68,505	(30,081)
	Free cash flow after growth	(342.2)	(7,667.0)	(2,890.4)	165.6
Other invest.	Acquisitions - except fleet value	(3.6)	(11.5)	(4.2)	(3.4)
	Free cash generated (applied) before interest and others	(345.8)	(7,678.5)	(2,894.6)	162.2

For the FCF, short term financial investments were considered as cash

CASH GERENRATED BY THE RENTAL OPERATIONS AND FLEET REDUCTION WAS CONSUMED BY THE FLEET RENEWAL AND REDUCTION IN THE OEM'S ACCOUNT

As of 03/31/2024

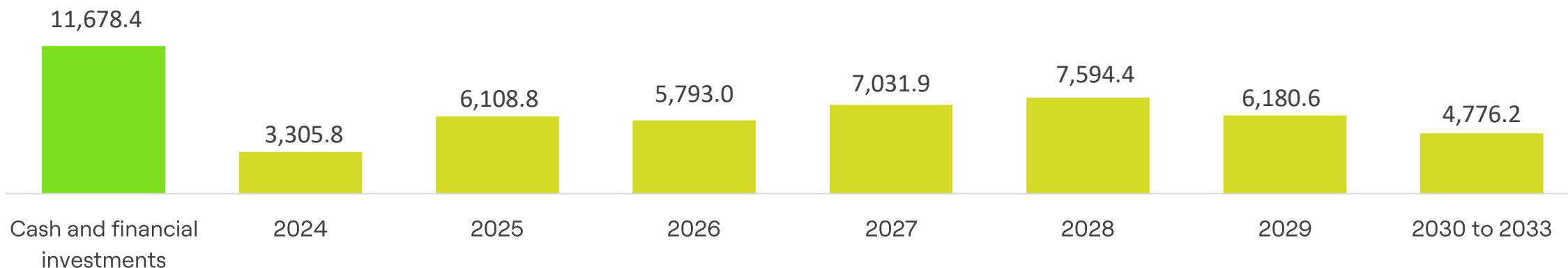
R\$ million



THE COMPANY ENDED THE PERIOD WITH NET DEBT OF R\$30.1 BILLION

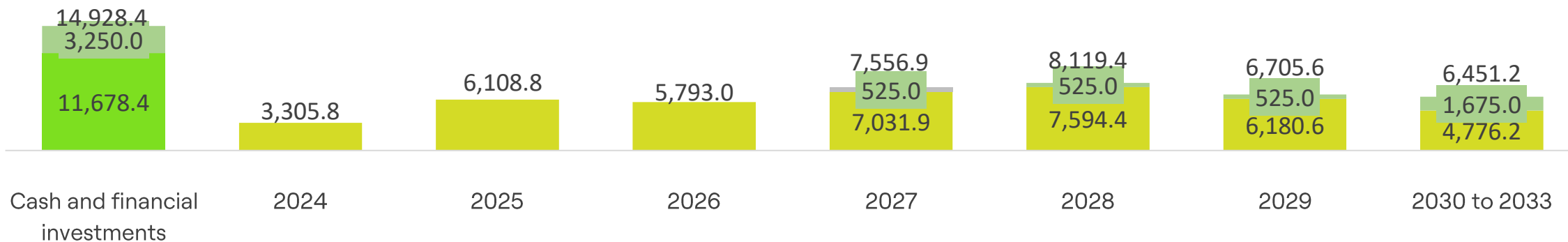
As of 03/31/2024

R\$ million



Proforma after issuances and amortizations in Apr/24

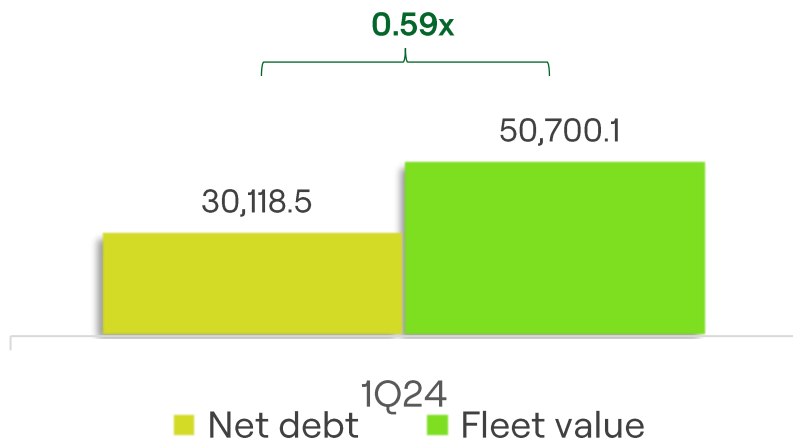
R\$ million



STRONG CASH POSITION AND ACTIVE DEBT PROFILE MANAGEMENT

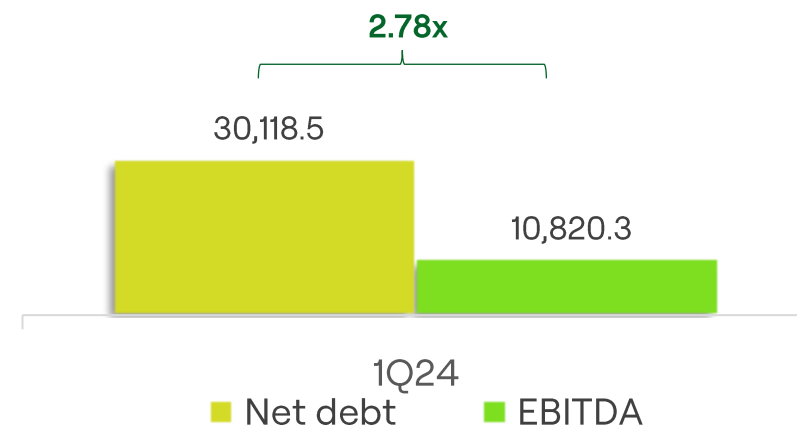
Net debt vs. Fleet value

R\$ million



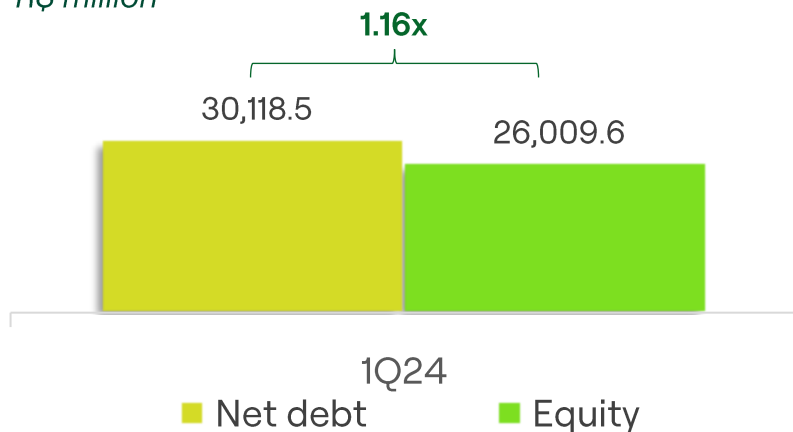
Net debt vs. EBITDA LTM

R\$ milhões



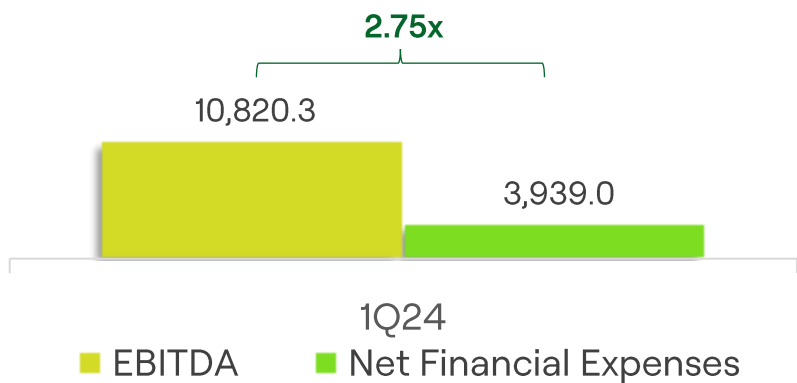
Net debt vs. Equity

R\$ million

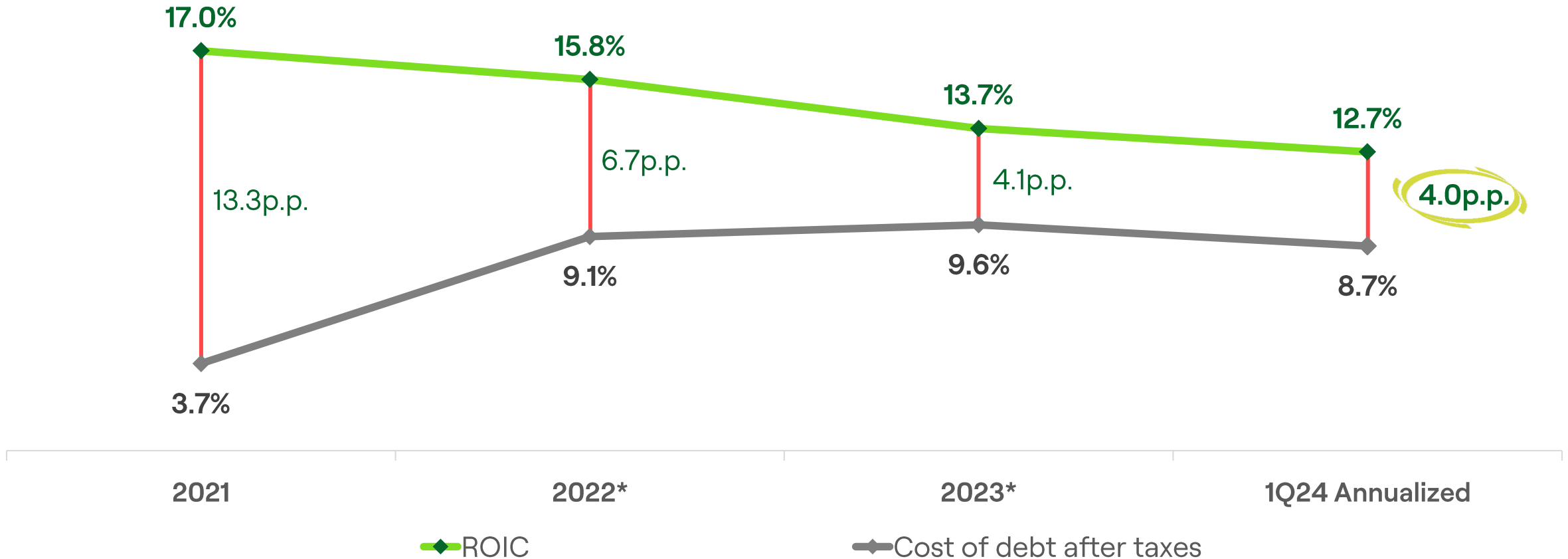


EBITDA vs. Net financial expenses LTM

R\$ million



THE COMPANY MAINTAINS SOLID RATIOS, MAINLY EVIDENCED BY THE NET DEBT TO THE FLEET VALUE



ROIC calculated:

$\text{NOPAT} = \text{EBIT} \times (1 - \text{effective income tax rate})$; $\text{Invested Capital} = \text{Net Debt} + \text{Shareholders' Equity} - \text{Goodwill}$

*Considering adjusted EBIT

ANNUALIZED ROIC OF 12.7%, WITH A SPREAD OF 4.0P.P., STILL REFLECTING THE ADVERSE MARKET FOR CAR SALES, IN ADDITION TO THE CAPITAL BASE BROUGHT BY THE BUSINESS COMBINATION, PRICED AT LOWER SPREADS

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Website: ri.localiza.com
E-mail: ri@localiza.com
Phone: +55 31 3247-7024



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