

grupo**Multi**

4Q24 and 2024 Results

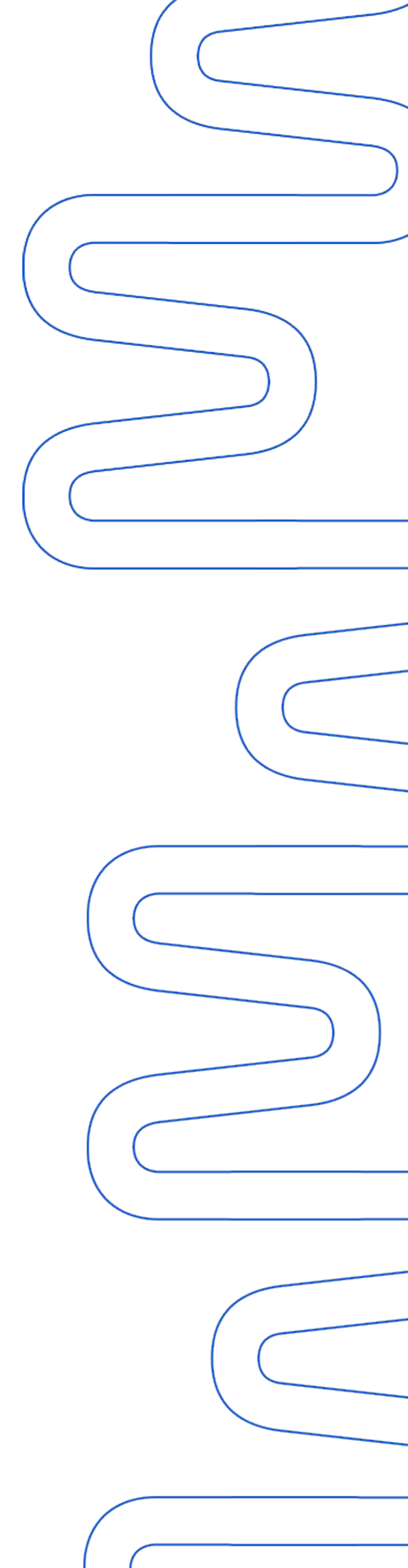
03 27 2025



**Alexandre  
Ostrowiecki**  
CEO



**Flavio  
Bongiovanni  
Ferreira Lima**  
Investor Relations Officer





# 01.

## HIGHLIGHTS

# n

**R\$ 3.3 B**

Net Revenue  
of Current Operations<sup>1</sup>

**+2.5%**

of growth  
in Net Revenue of  
Current Operations<sup>1</sup>  
vs. 2023

**R\$ 4.4 B**  
2022

**R\$ 3.5 B**  
2023

**R\$ 3.4 B**  
2024

Consolidated Net Revenue

<sup>1</sup> Current Operations: Continuing + Projects



R\$ 791.5 M

Gross Profit  
from Current Operations<sup>1</sup>

+104%

growth in  
Gross Profit from  
Current Operations<sup>1</sup>  
vs. 2023

R\$ 1.1 B  
2022

R\$ 768.3 M  
2024

+312%

R\$ 191.0 M  
2023

Consolidated Gross Profit

<sup>1</sup> Current Operations: Continuing + Projects

# 24.1%

Gross Margin  
of Current Operations<sup>1</sup>

## +12 p.p.

growth in the  
Gross Margin of  
Current Operations<sup>1</sup>  
vs. 2023

25.9%  
2022

23.2%  
2024

+17.7 p.p.

5.5%  
2023

Consolidated Gross Margin

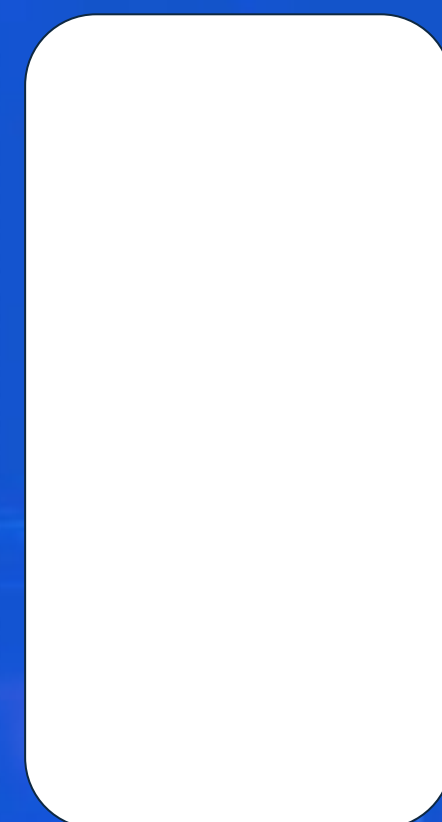
<sup>1</sup> Current Portfolio: Continuing + Projects



**R\$ +275.9 M**

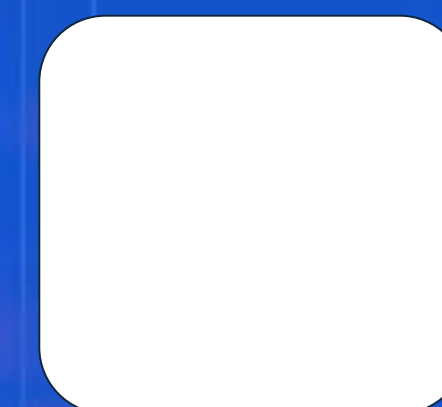
growth in  
EBITDA vs. 2023  
excluding write-offs for the year

**R\$ 244.5M**  
2022



**R\$ -658.5 M**  
2023

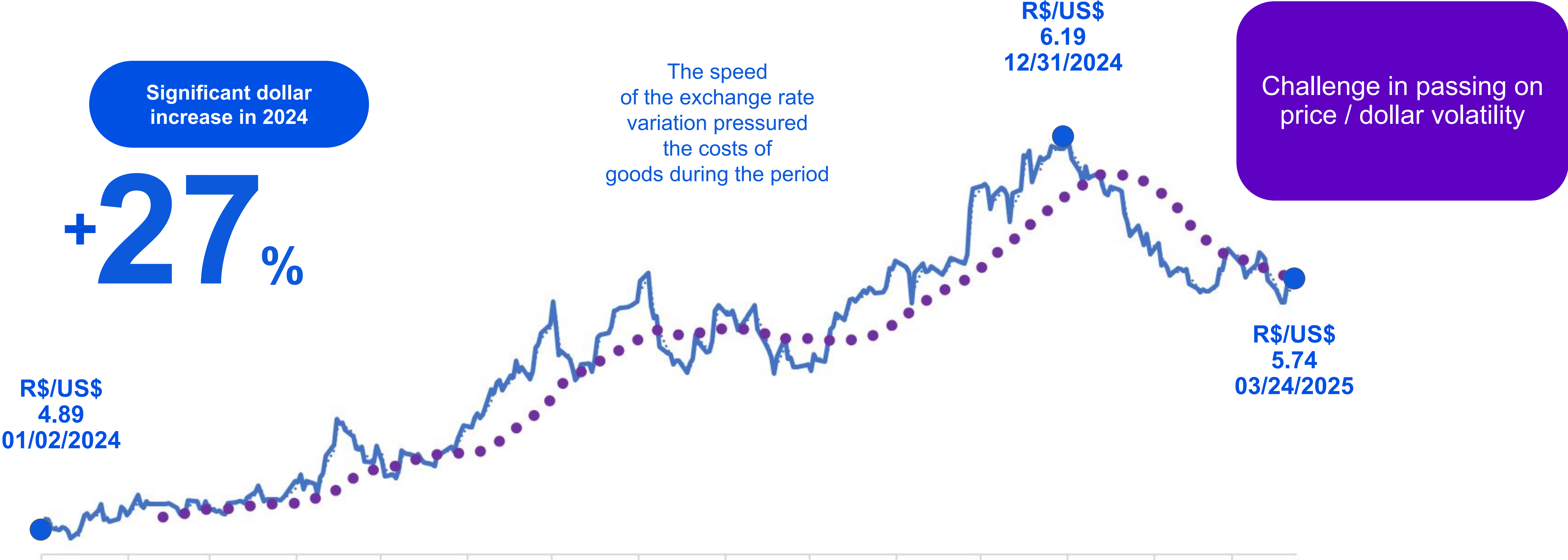
**R\$ 41.4 M**  
2024



**R\$ +699.9M**

<sup>1</sup> Note: EBITDA 2023 excluding write-offs

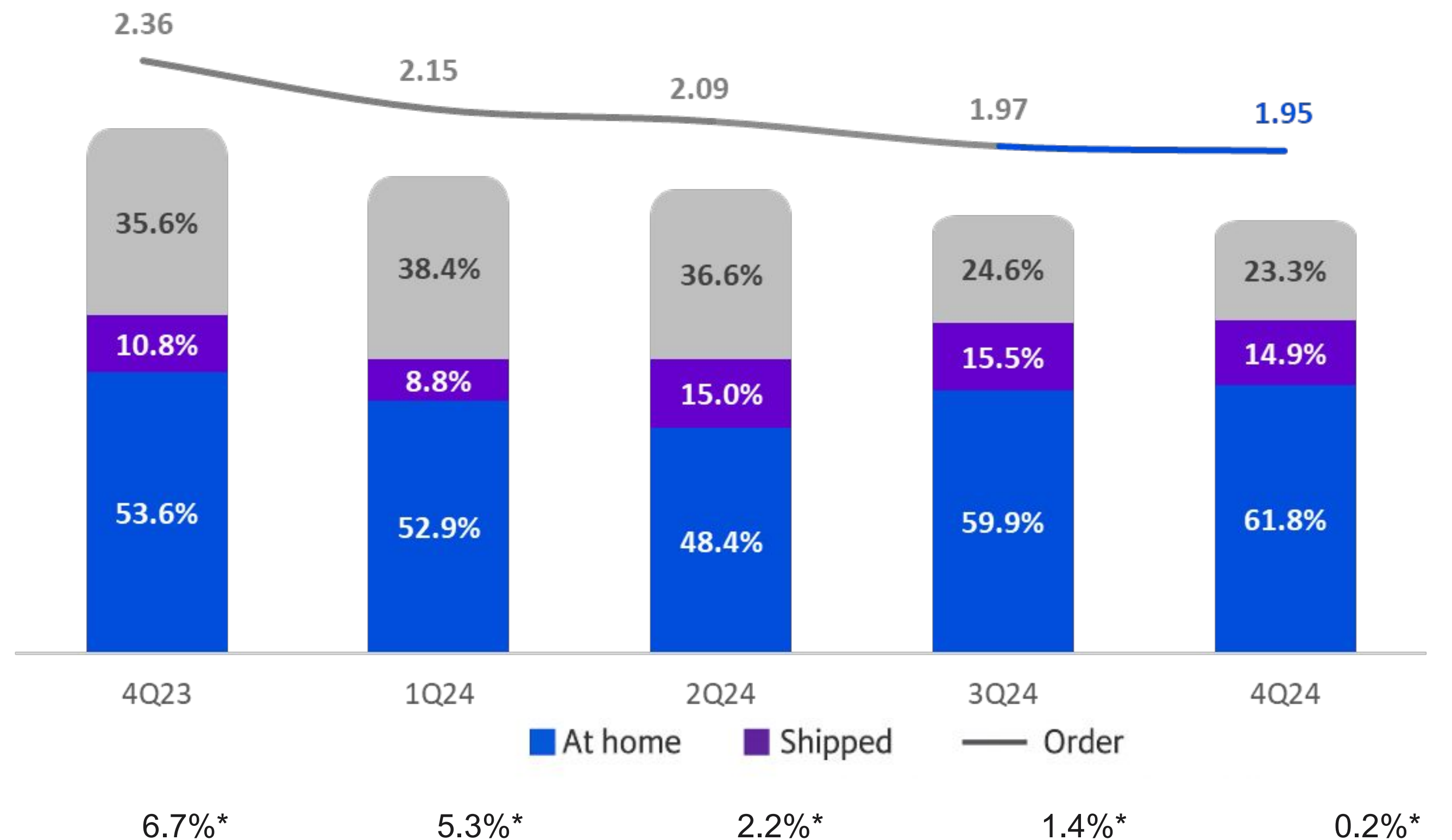
# Impact of Exchange Rate Variation







# Evolution of Inventories in R\$ billion



\*% participation in R\$ of discontinued products in the book inventory (in-house + shipped)

**Reduction of R\$ 24.1 MM in the book value of inventories  
compared to Q4 2023.**



# Standardization of the Logistics Operation

## Logistics & Freight

- Cost reduction and optimization of the supply chain with new VP of Operations
- Logistical efficiency, imports, and anticipating challenges for the second half of 2025
- 95% of import processes were green channel in 2024

## Improvements in operation

- Optimization of freight and purchases
- Anticipation of orders to avoid bottlenecks
- Expansion of Hisense manufacturing and suppliers
- New warehouse in Manaus-AM (for 2025)
- OEA\* in 2025: agility in customs clearance



*\*The OEA (Authorized Economic Operator) is a certification from the Federal Revenue that speeds up customs clearance, reduces costs, and brings more logistical predictability.*



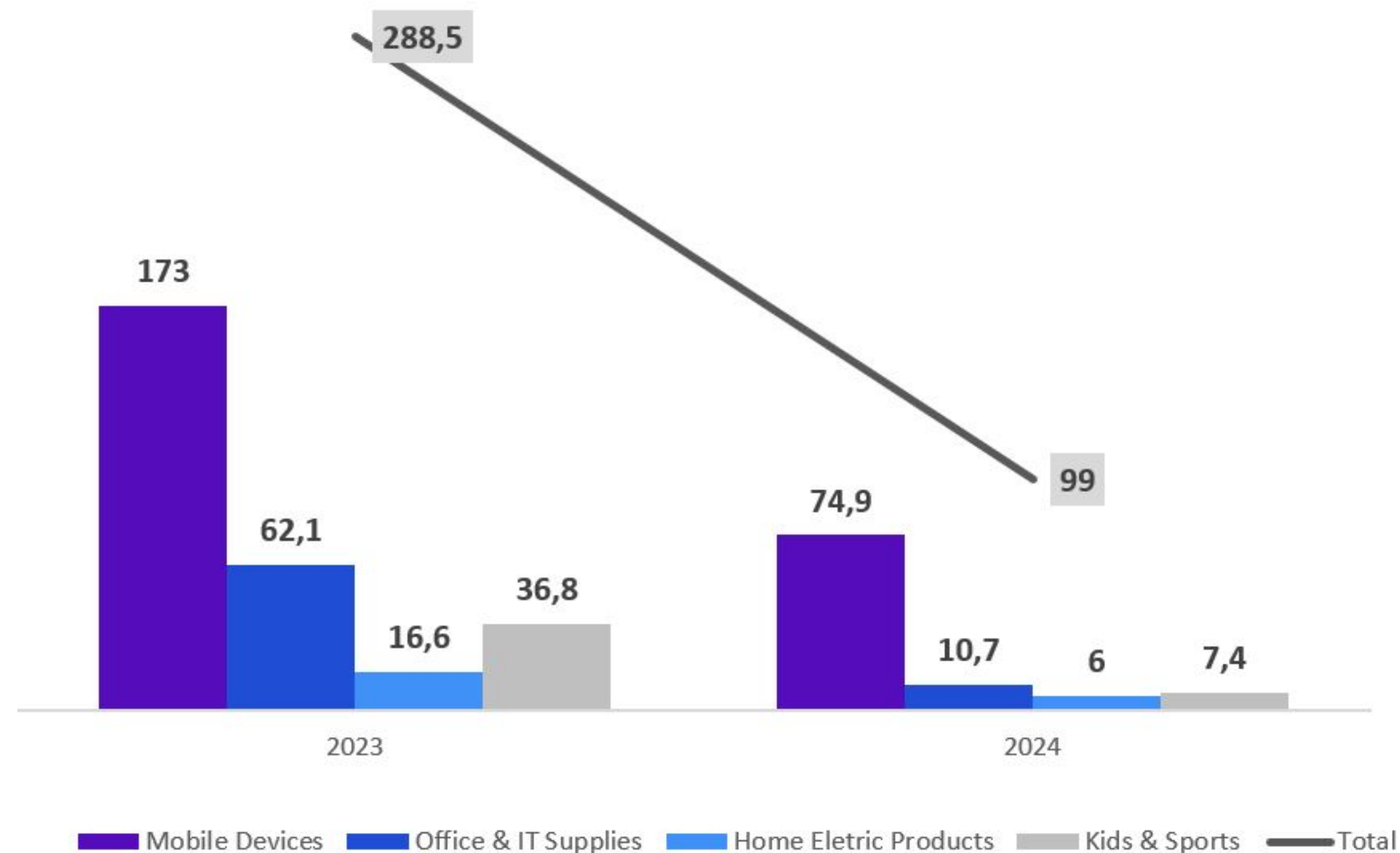
# 02.

## CONSOLIDATED RESULTS



# Net Revenue from Discontinued Products

R\$ millions



2024 vs. 2023

R\$ **-189.5 M**

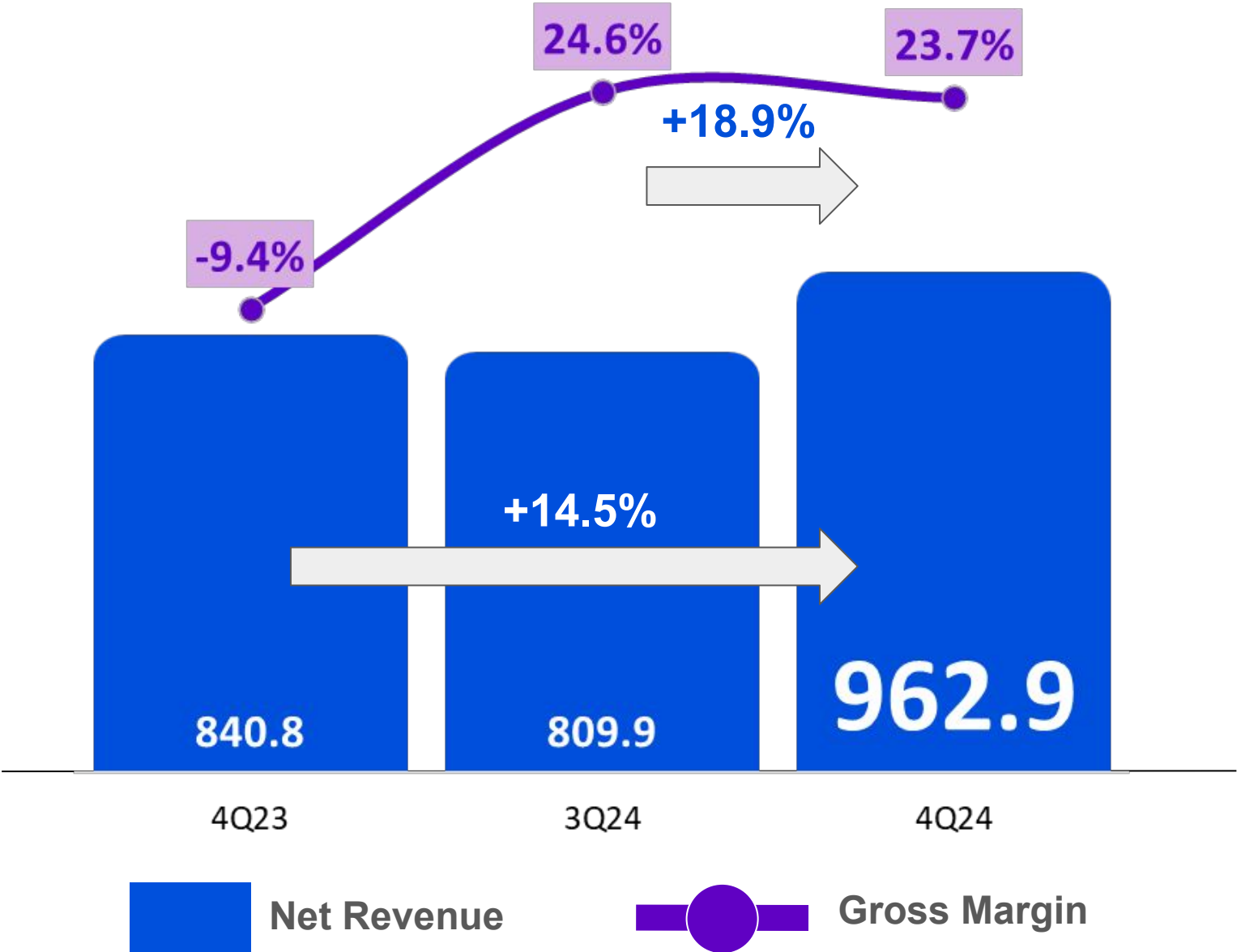
4Q24 vs. 4Q23

R\$ **-51.8**



# Net Revenue and Gross Margin

Consolidated by Quarter  
(R\$ millions and %)



Continuing and Projects  
**99.2%** of Revenue  
+1.0 p.p. vs. Q3 2024

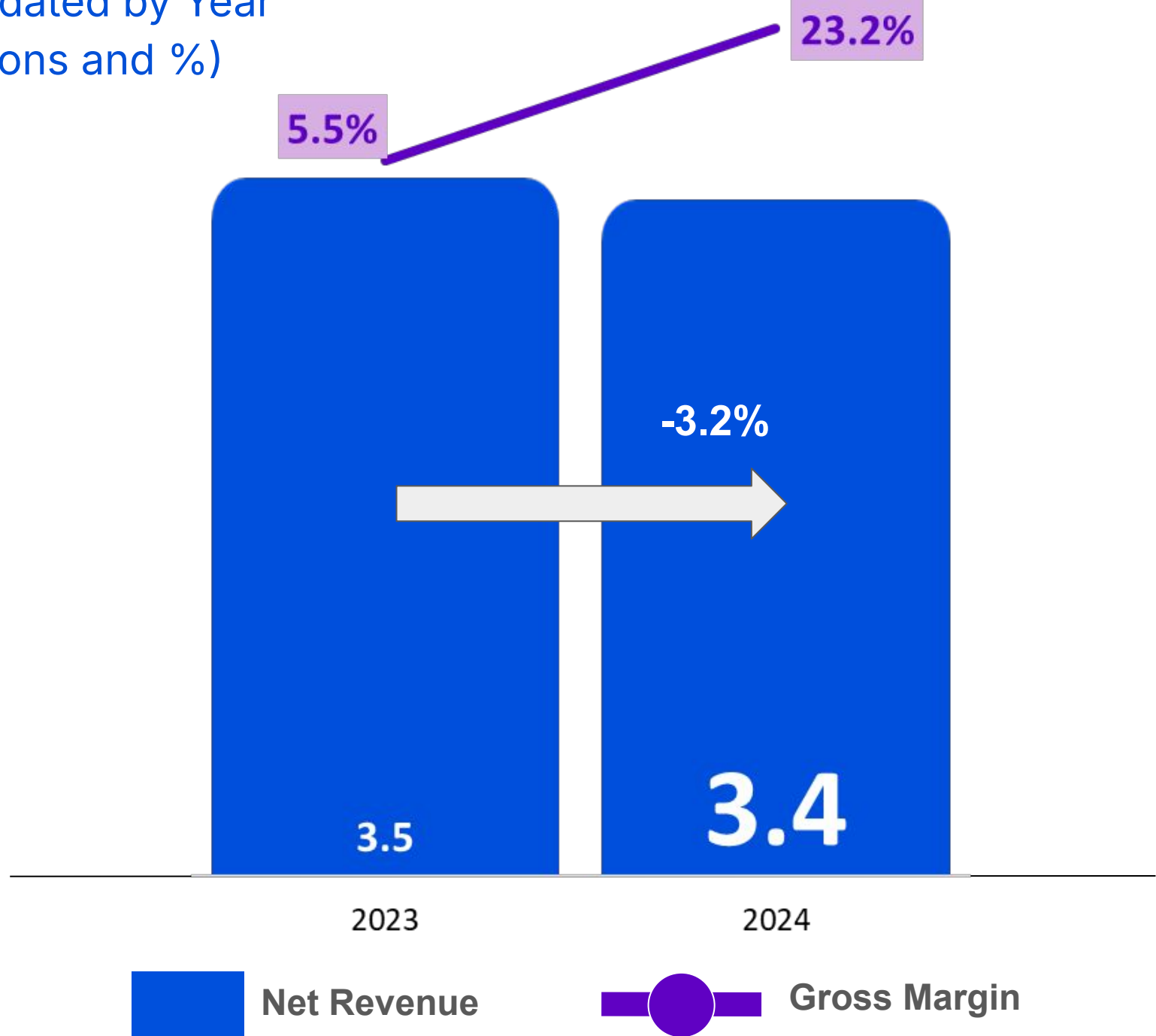
Governme  
nt

\$118.9M

\$95.3M

\$177.2M

Consolidated by Year  
(R\$ billions and %)



Continuing and Projects  
**97.1%** of Revenue  
+5.3 p.p. vs. 2023

Governme  
nt

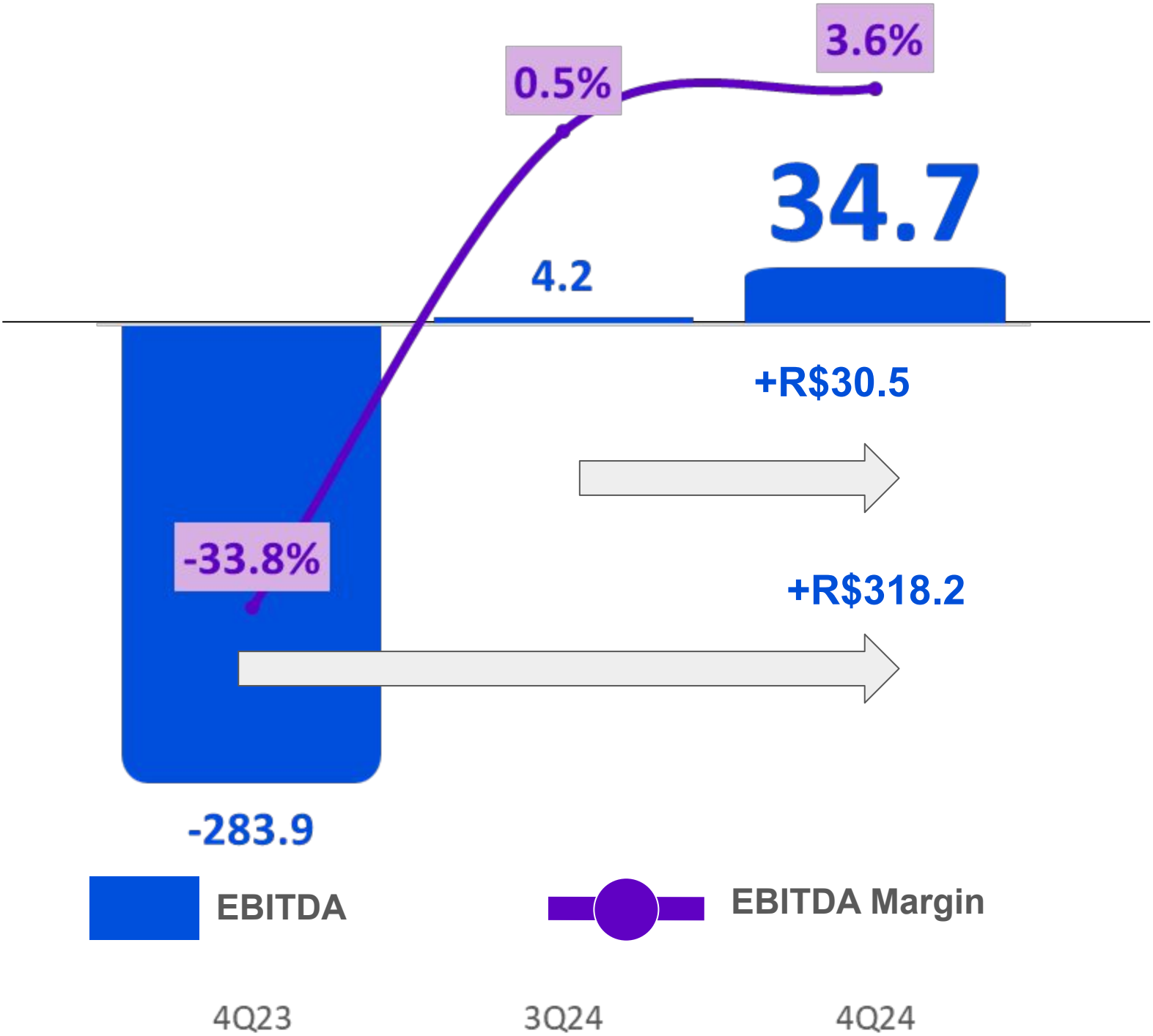
\$692.4M

\$370.9M

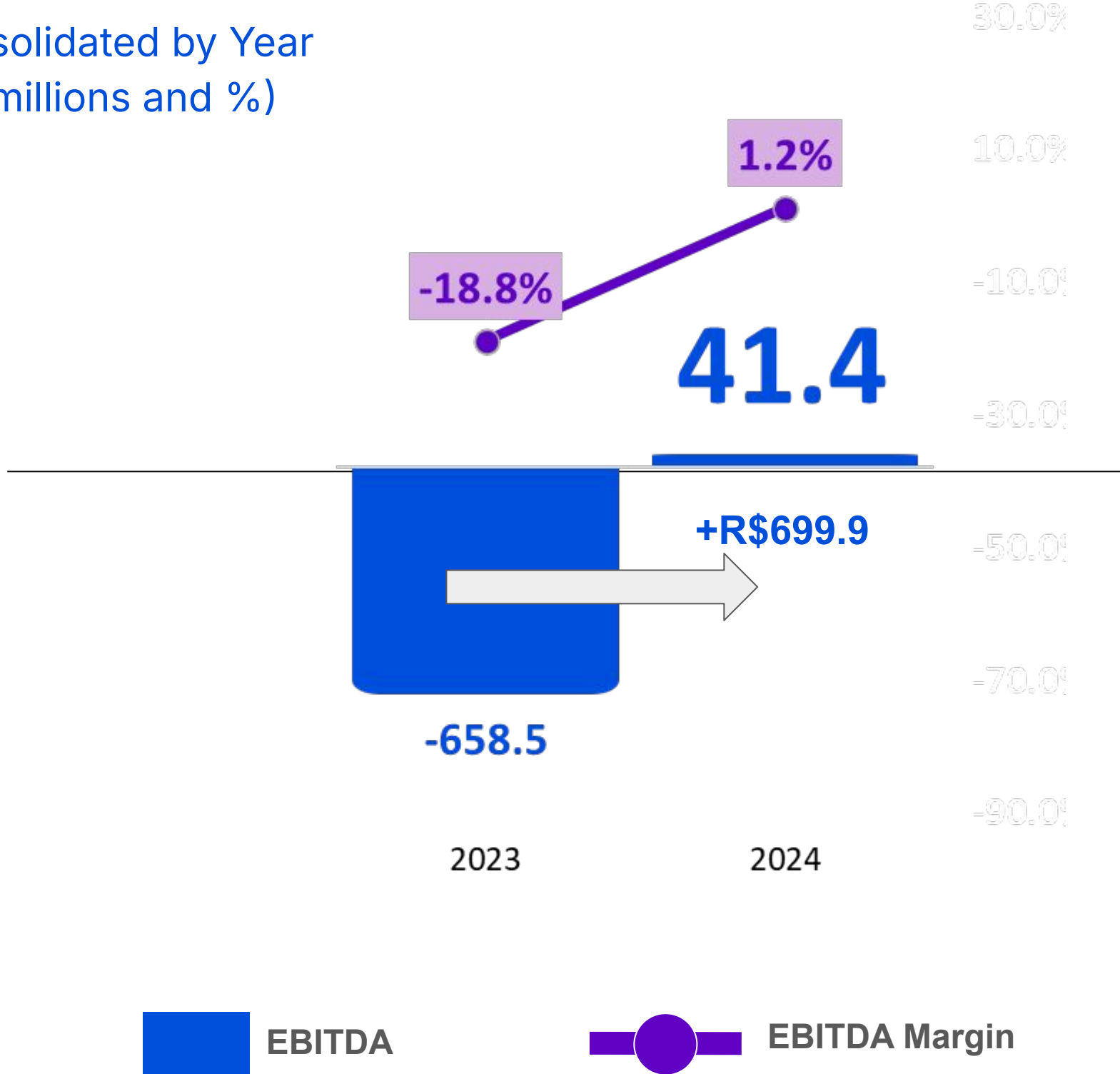
Note: Analysis based on management numbers.

# EBITDA and EBITDA Margin

Consolidated by Quarter  
(R\$ millions and %)



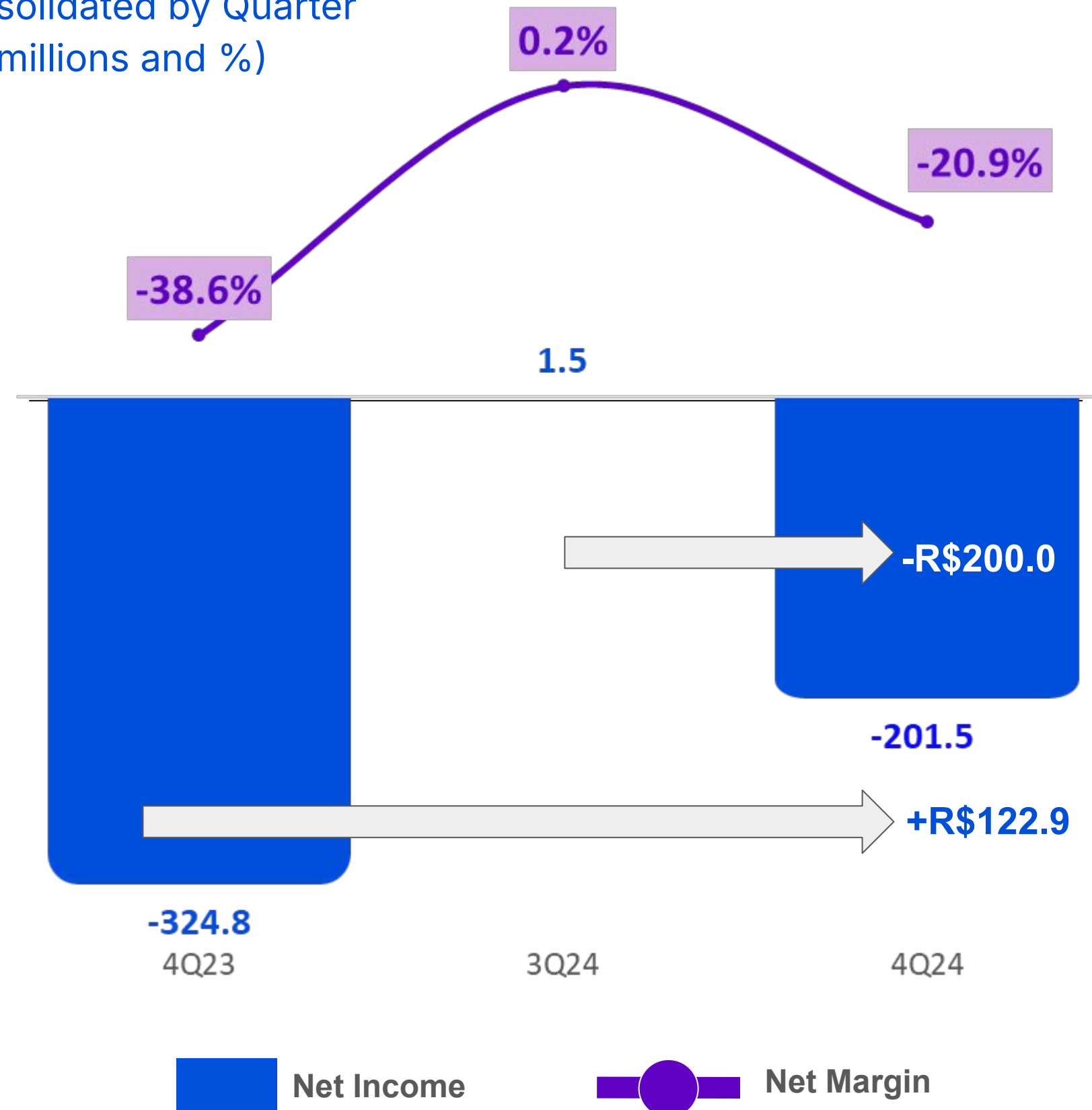
Consolidated by Year  
(R\$ millions and %)





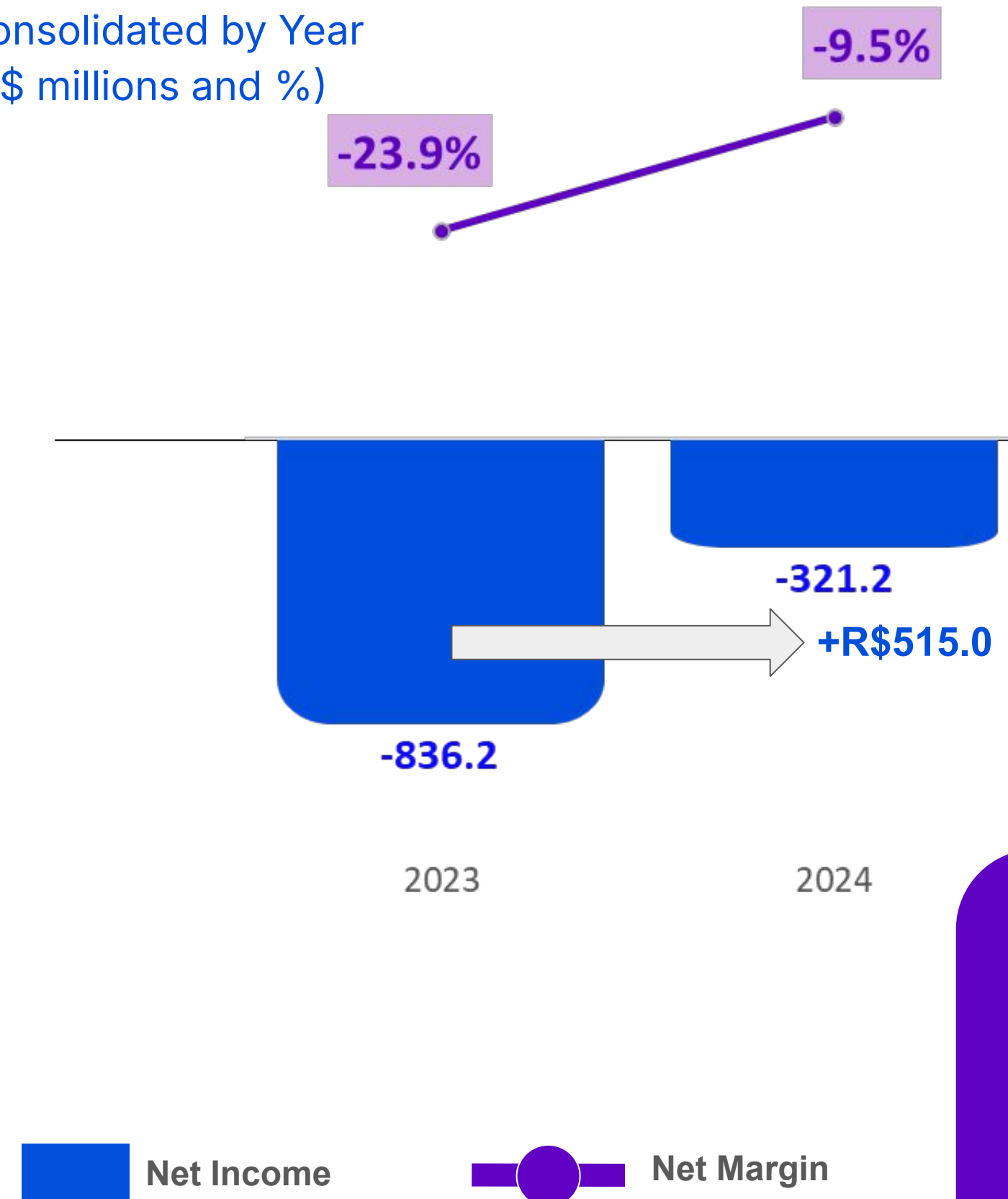
# Net Income (Loss)<sup>1</sup>

Consolidated by Quarter  
(R\$ millions and %)



**R\$ 159M**  
79% of the loss  
in Q4 2024 was due to  
foreign exchange

Consolidated by Year  
(R\$ millions and %)

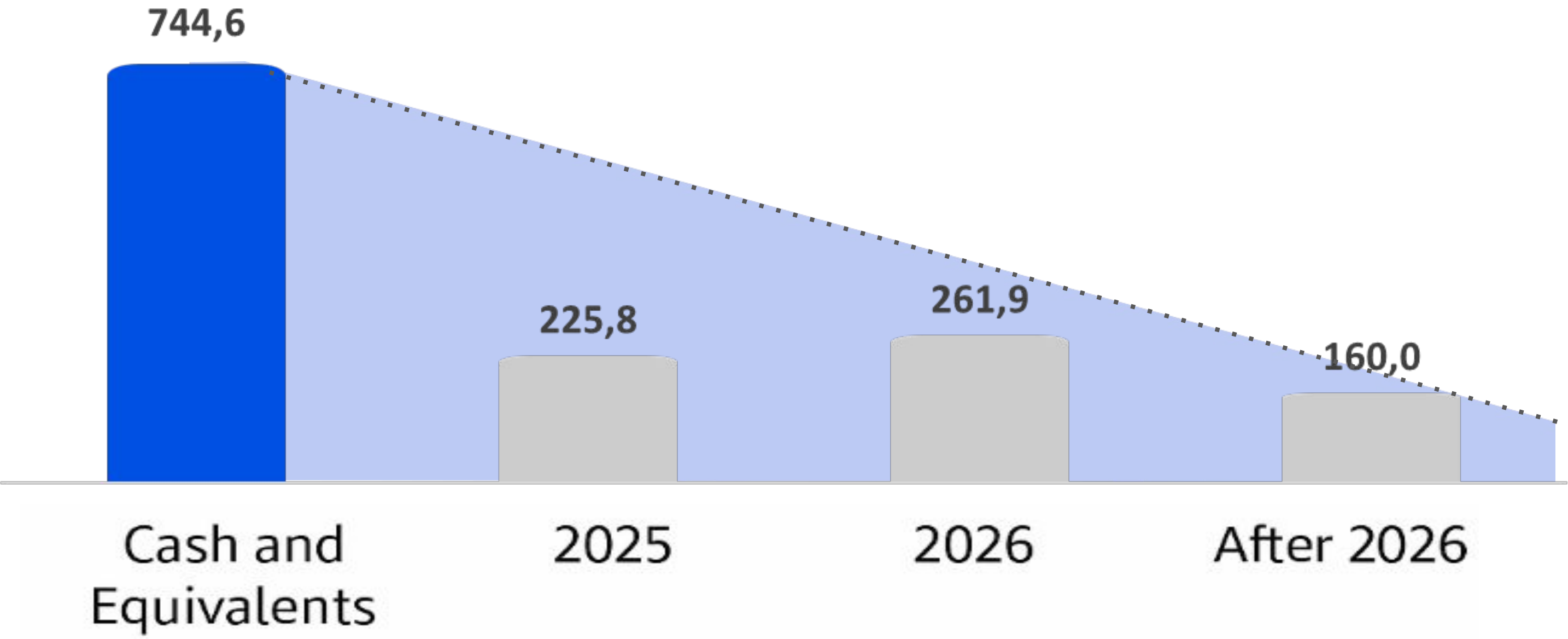


**R\$ 252M**  
78% of the loss  
in 2024 was due to  
foreign exchange

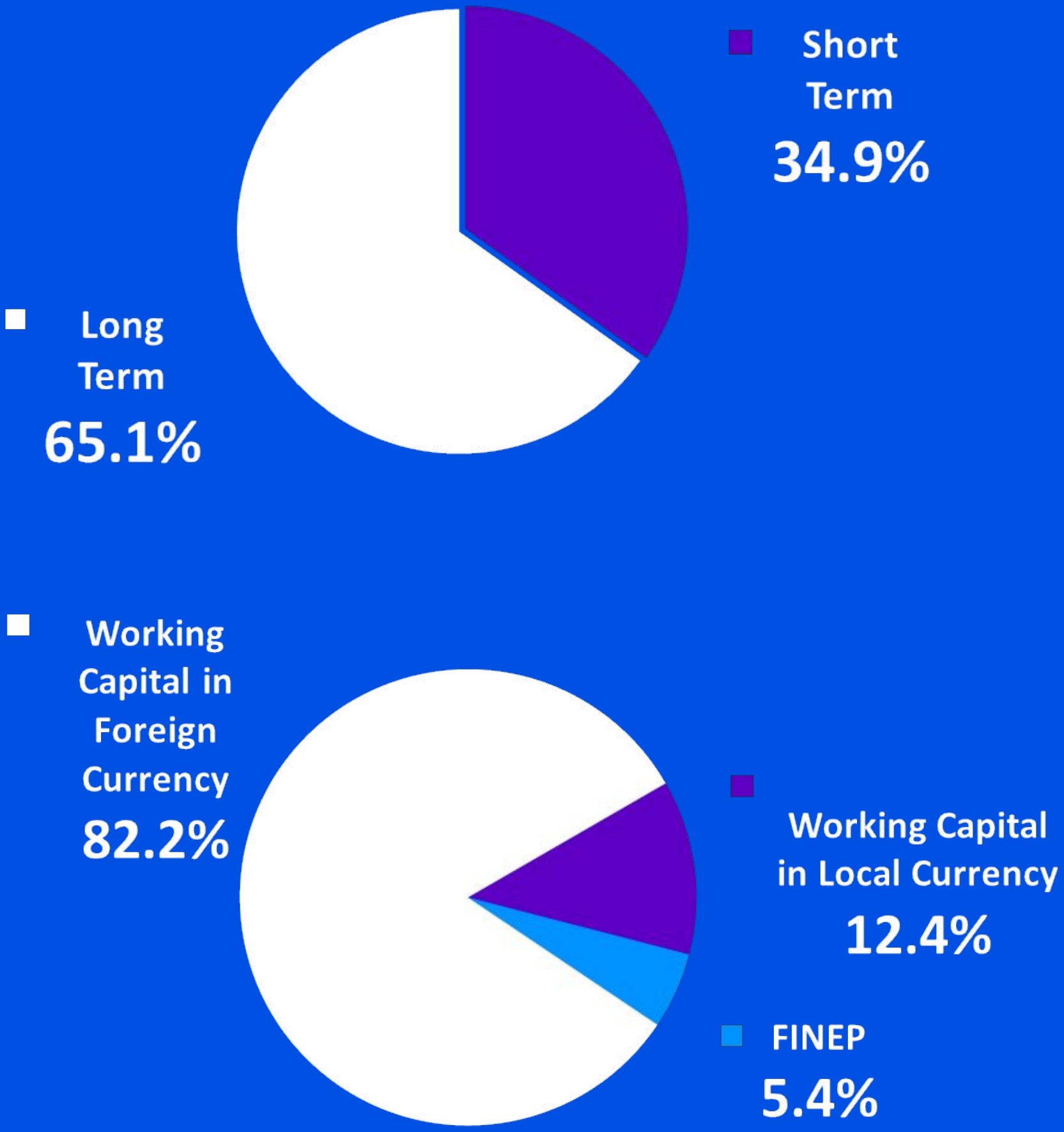
<sup>1</sup> The Net Income (Loss) without foreign exchange effects would have been (R\$42.6M) in Q4 2024 and (R\$69.1M) in 2024

# Debt Amortization Schedule

We closed Q4 2024 with R\$744.6 million in cash and cash equivalents and net cash of R\$96.8 million, -R\$78.9 million vs. Q3 2024



(in millions of reais)

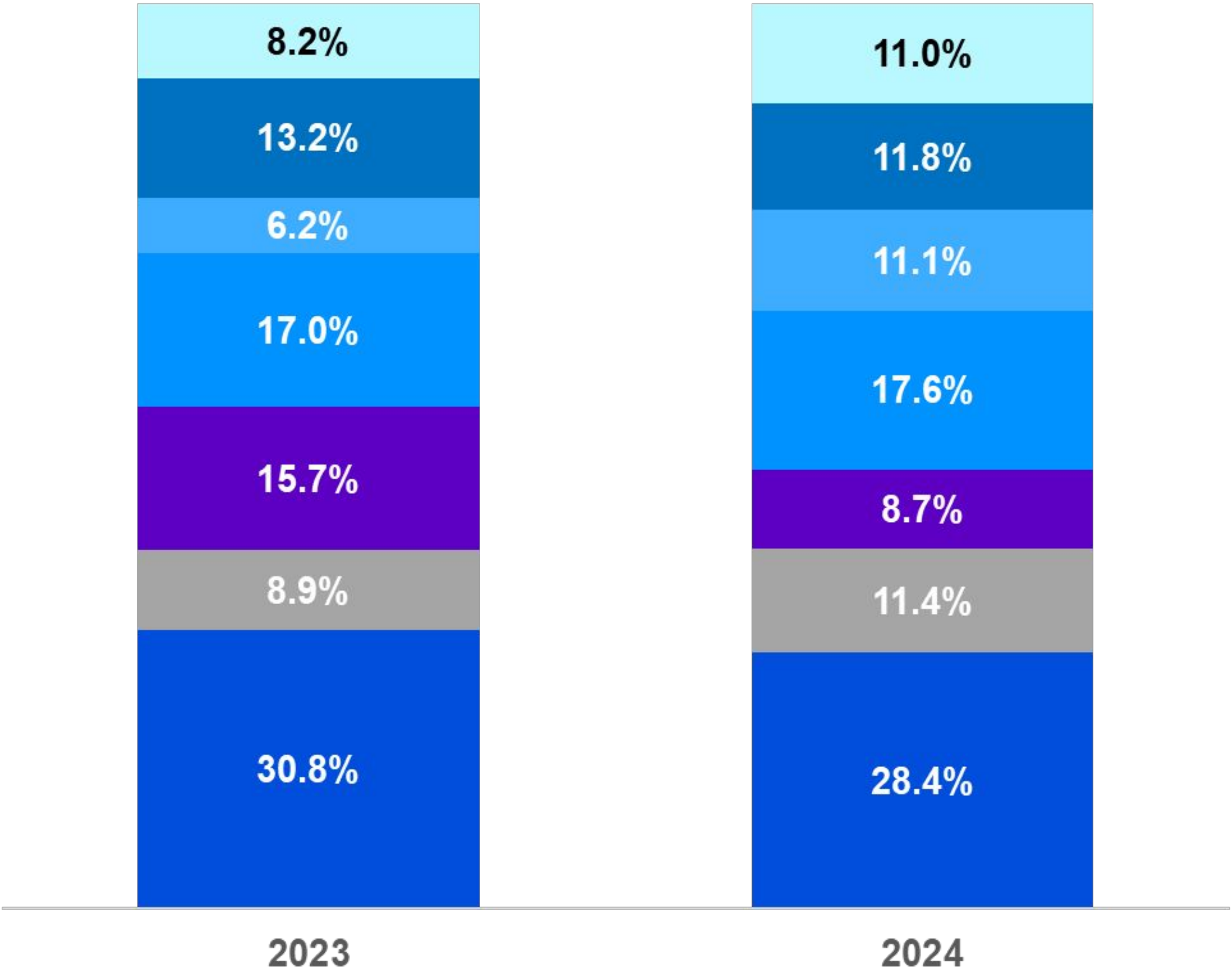






# 2024 Revenue by Channel

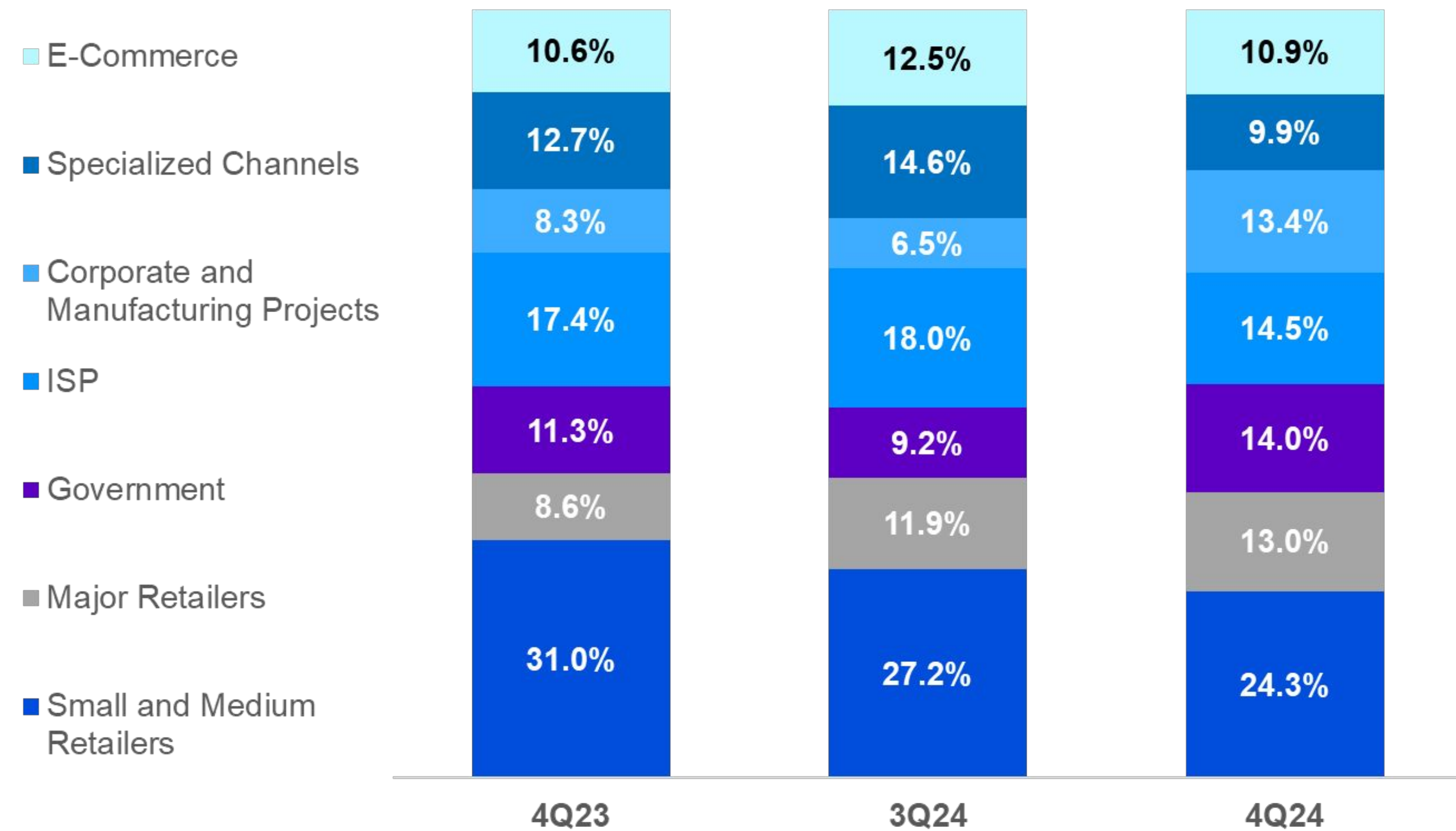
- E-Commerce
- Specialized Channels
- Corporate and Manufacturing Projects
- ISP
- Government
- Major Retailers
- Small and Medium Retailers



*Note: Analysis based on management numbers.*



# Revenue by Channel 4Q24



Note: Analysis based on managerial numbers.

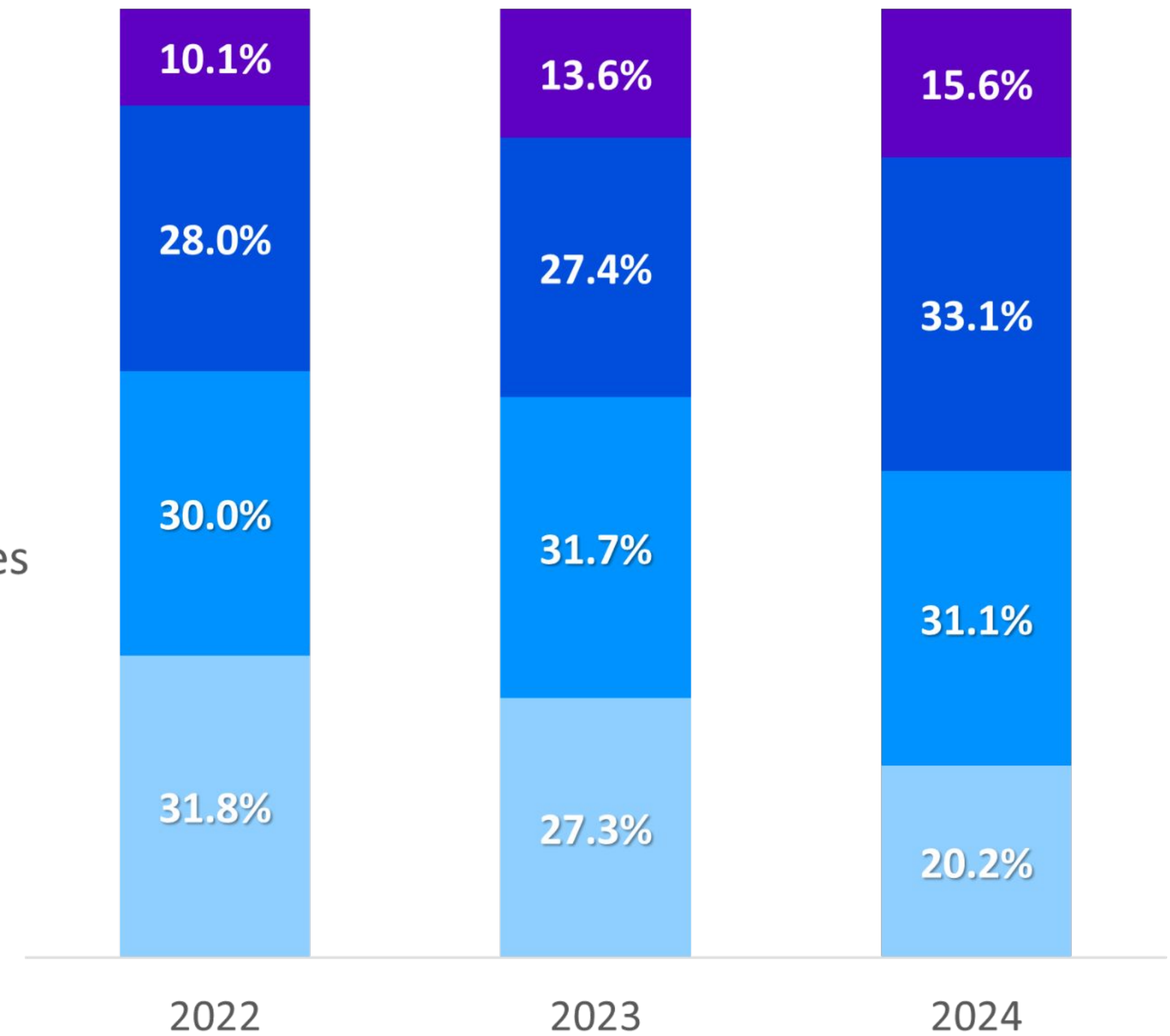






## Revenue by Segment 2024

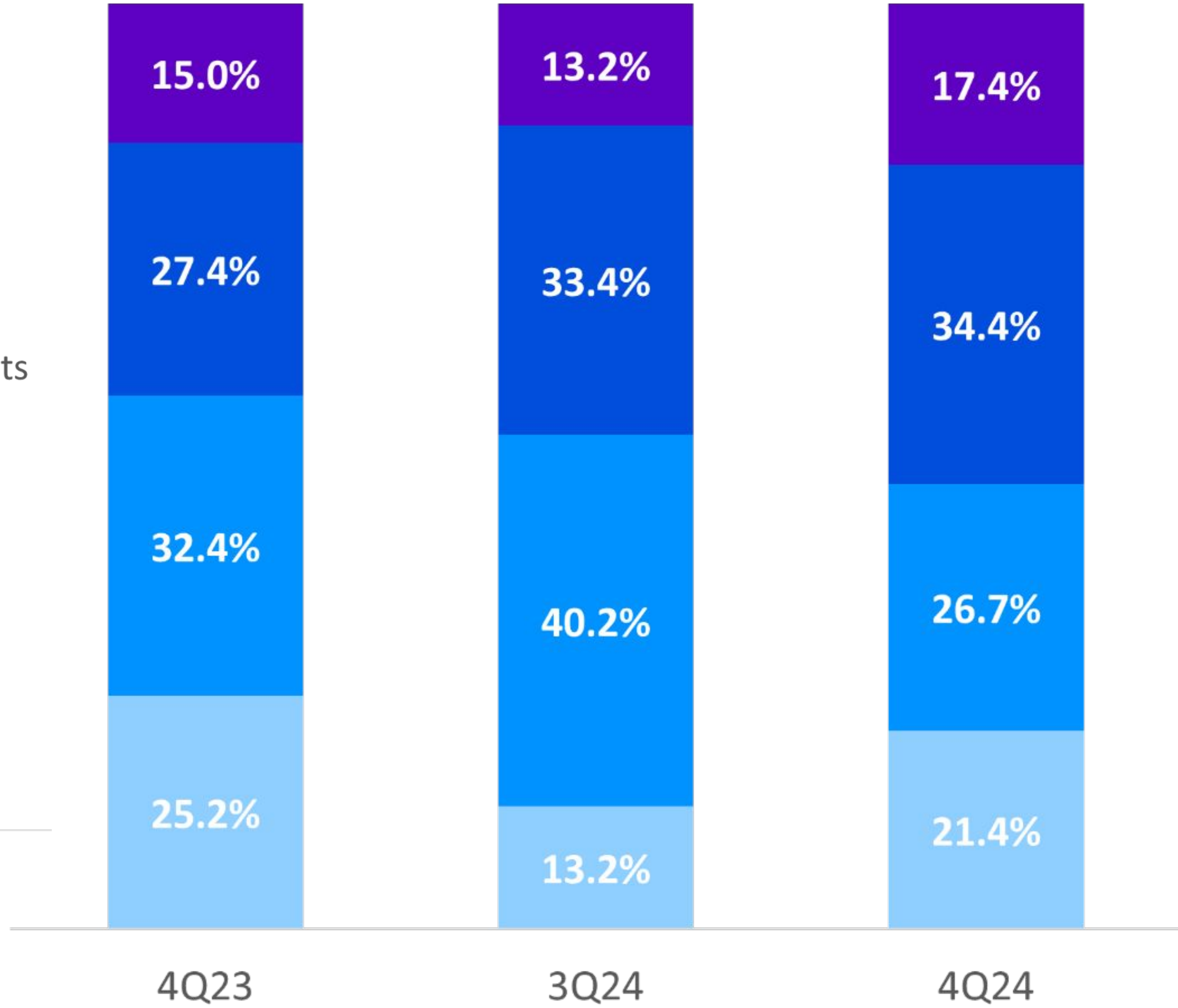
- Kids & Sports
- Home Electric Products
- Office & IT Supplies
- Mobile Devices





# Revenue by Segment 4Q24

- Kids & Sports
- Home Electric Products
- Office & IT Supplies
- Mobile Devices





Partnership with  
OPPO



resumption  
of the profitability of the  
Tablet portfolio



100% renewed PC line

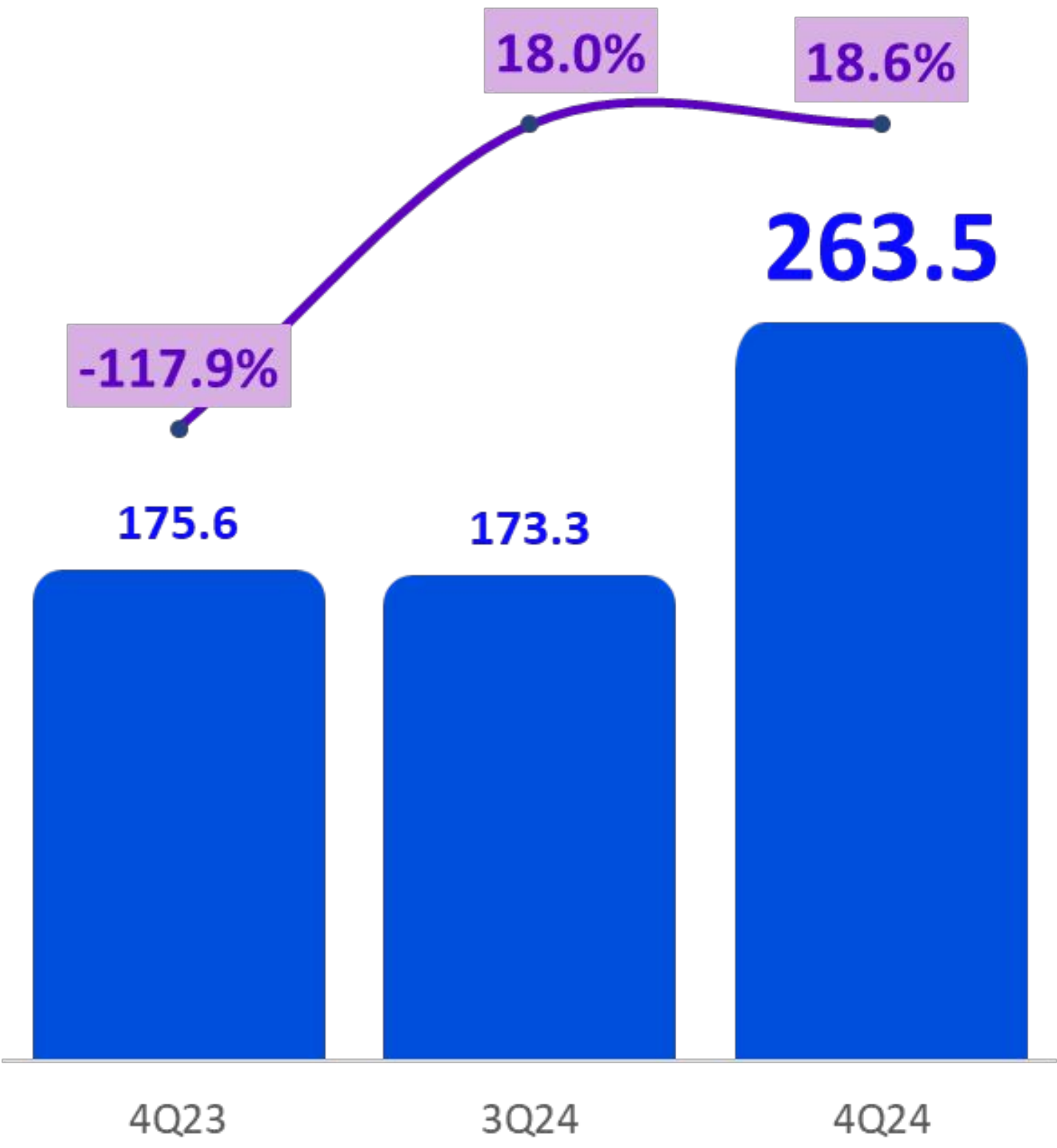


## Highlights 2024 | Mobile Devices



# Mobile Devices Revenue Evolution and Gross Margin

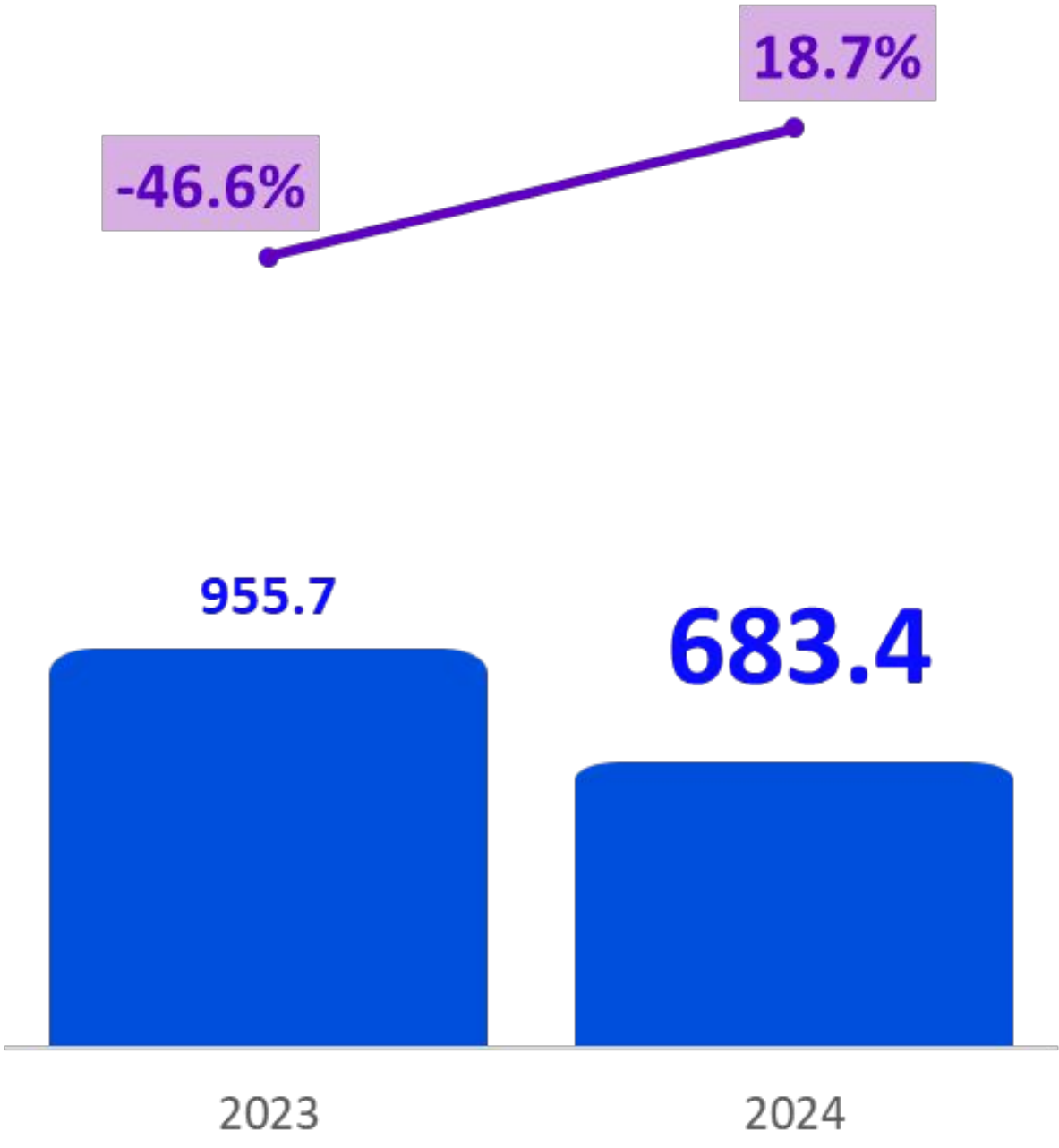
Consolidated by Quarter  
(R\$ millions and %)



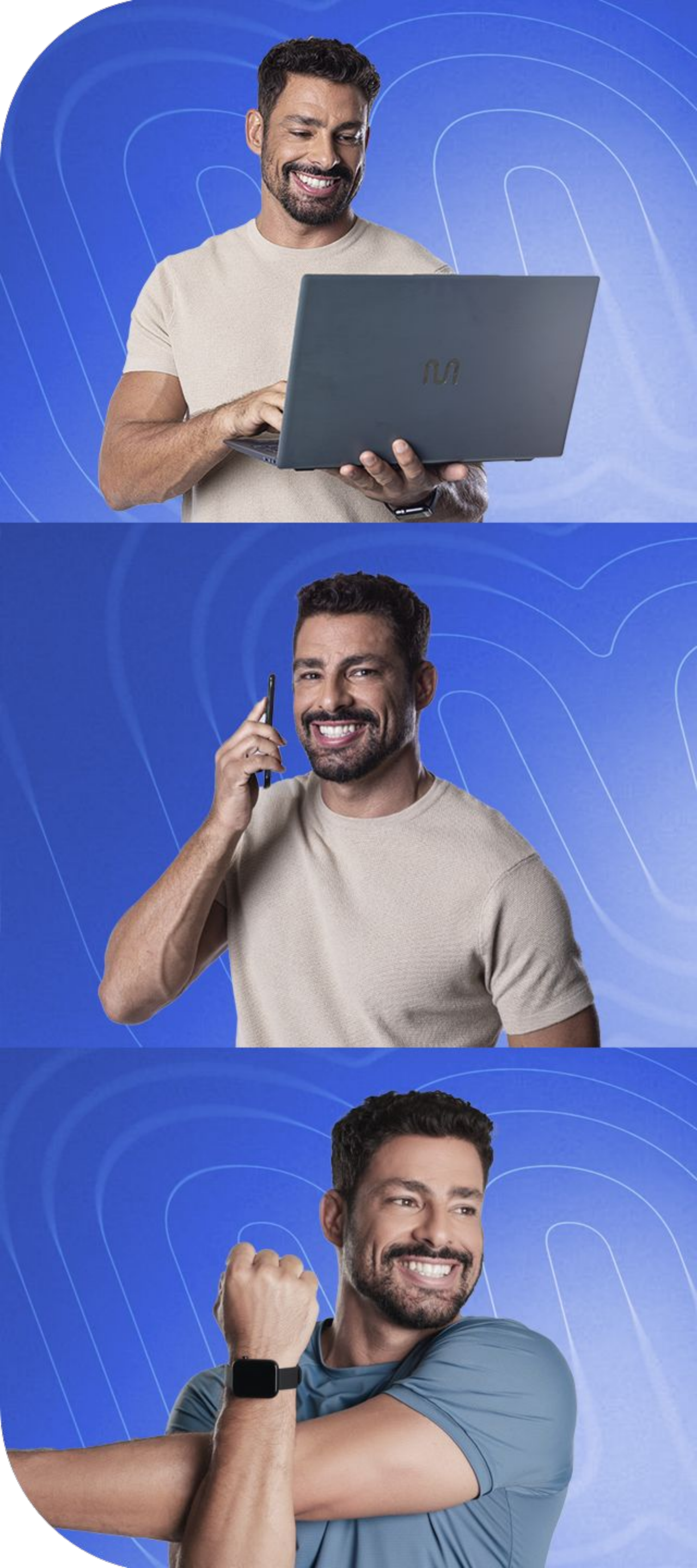
- Telephony
- Tablets
- PCs

**19.7 %**  
Continuing  
Portfolio Margin<sup>1</sup>

Consolidated by Year  
(R\$ millions and %)



Note: Disregards discontinued products and projects<sup>1</sup>





**ZTE Router with  
Wi-Fi 6 technology**



**Renewal of the Gamer  
Warrior product line**



**New portfolio of  
Computer Accessories**

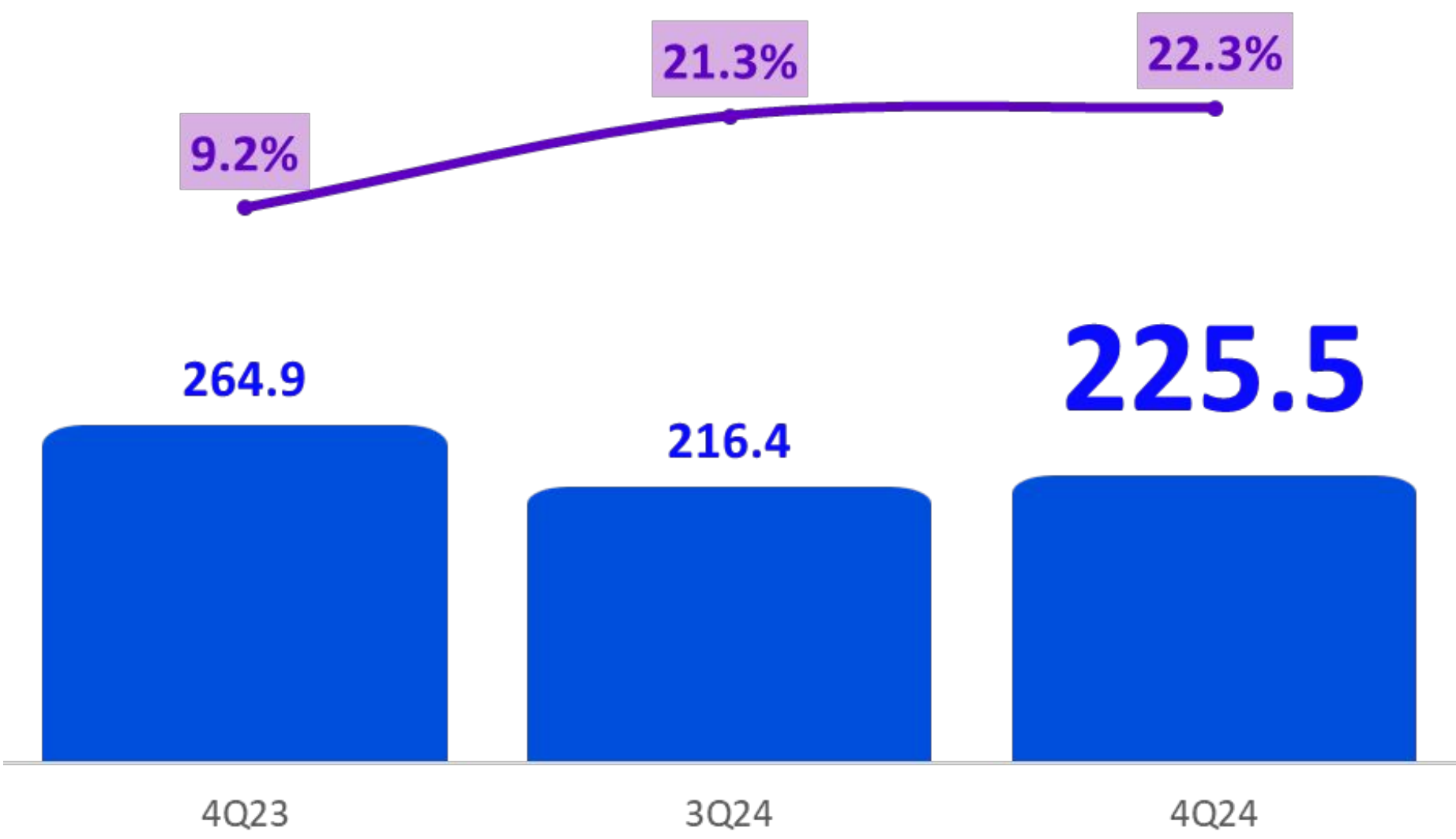


## Highlights 2024 | Office & IT Supplies



# Office & IT Supplies Revenue Growth and Gross Margin

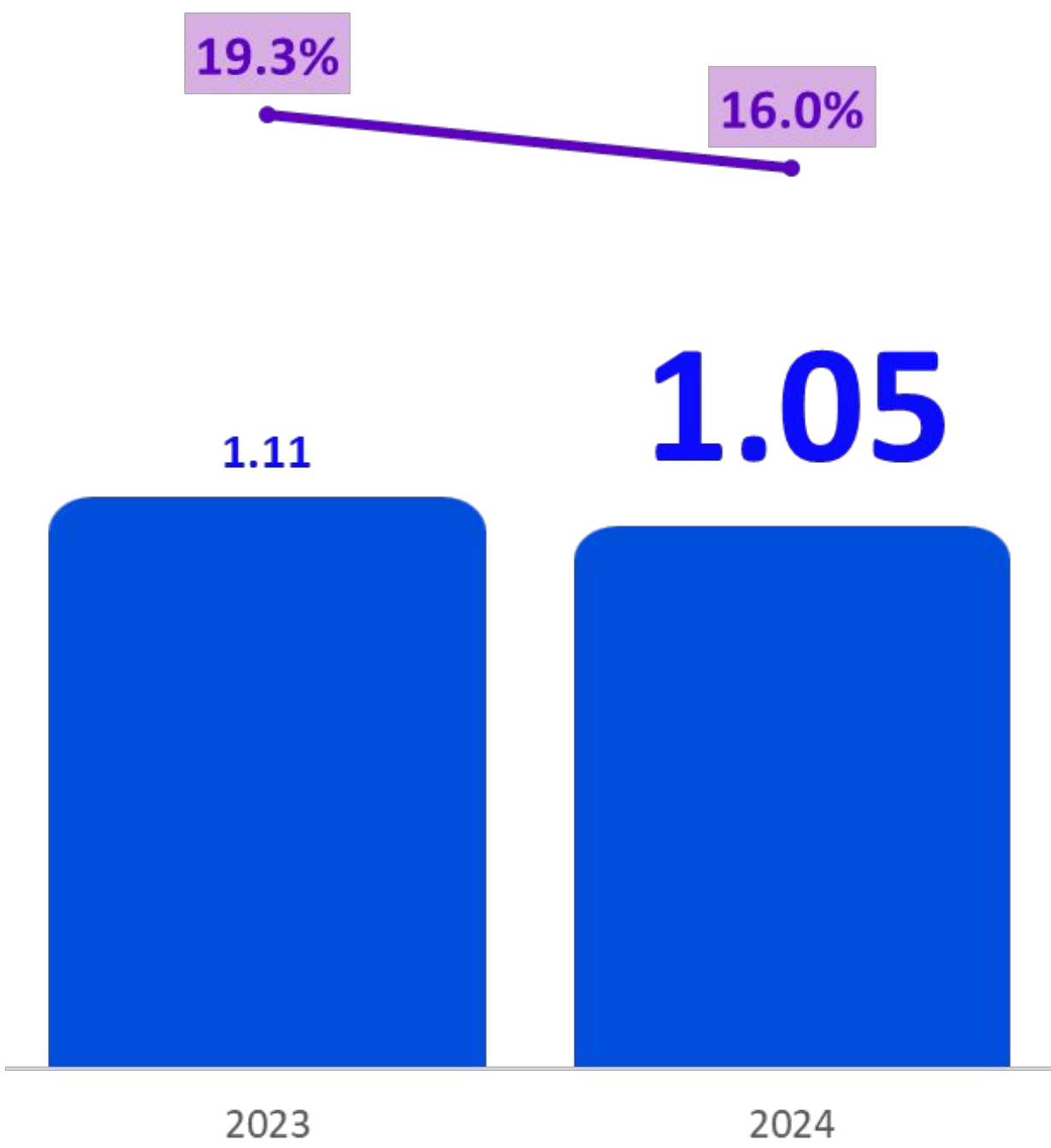
Consolidated by Quarter  
(R\$ millions and %)



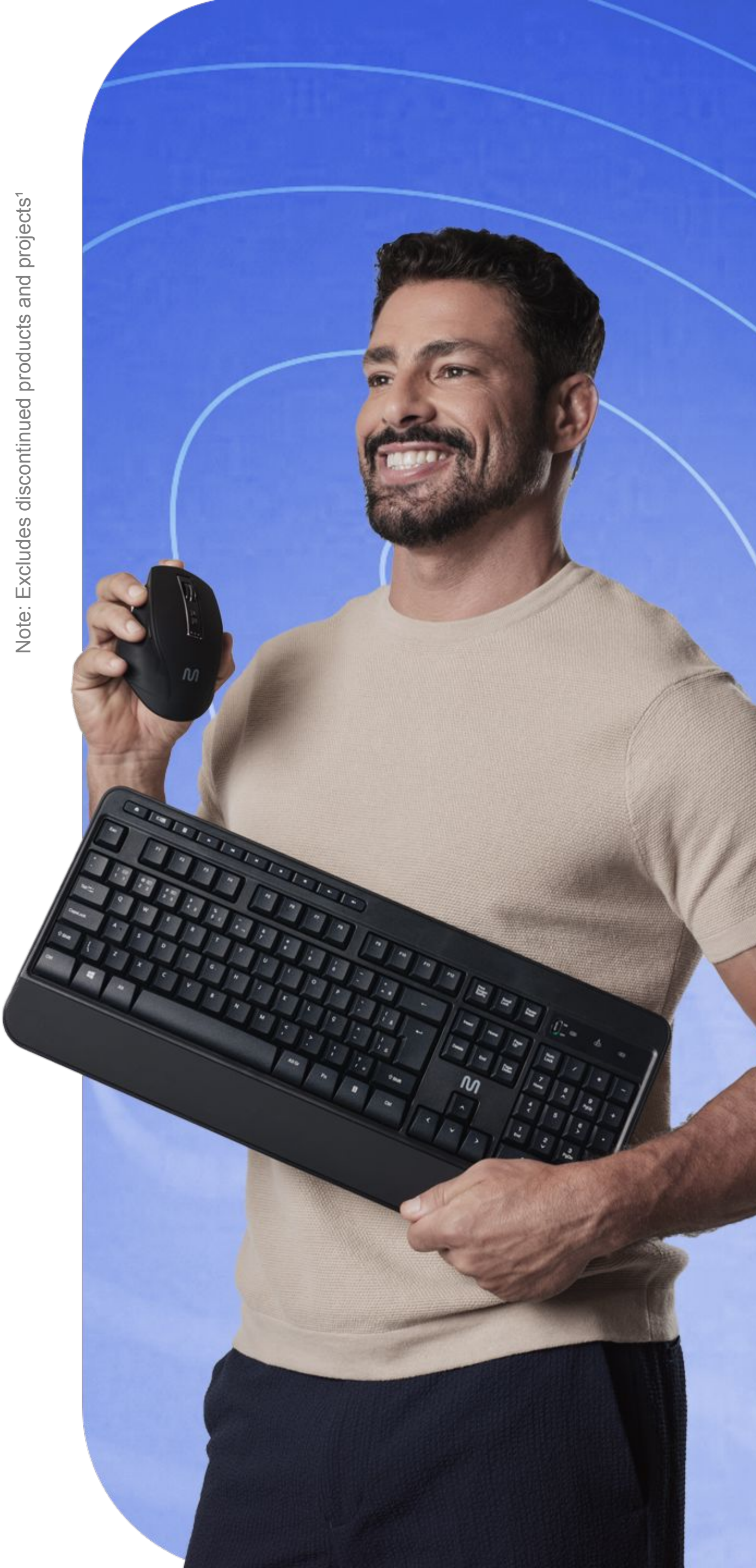
## 22.5 %

Continuation Portfolio<sup>1</sup>  
Margin

Consolidated by Year  
(R\$ billions and %)



Note: Excludes discontinued products and projects<sup>1</sup>



- Networks
- Computer Accessories
- OEM
- Media and Pen Drive
- Gamer



Partnership for  
manufacturing Hisense  
TVs



Partnership Pulse +  
Wesley Safadão



Manufacturing of  
TVs (Toshiba,  
Multi, and Hisense)  
in Manaus-AM

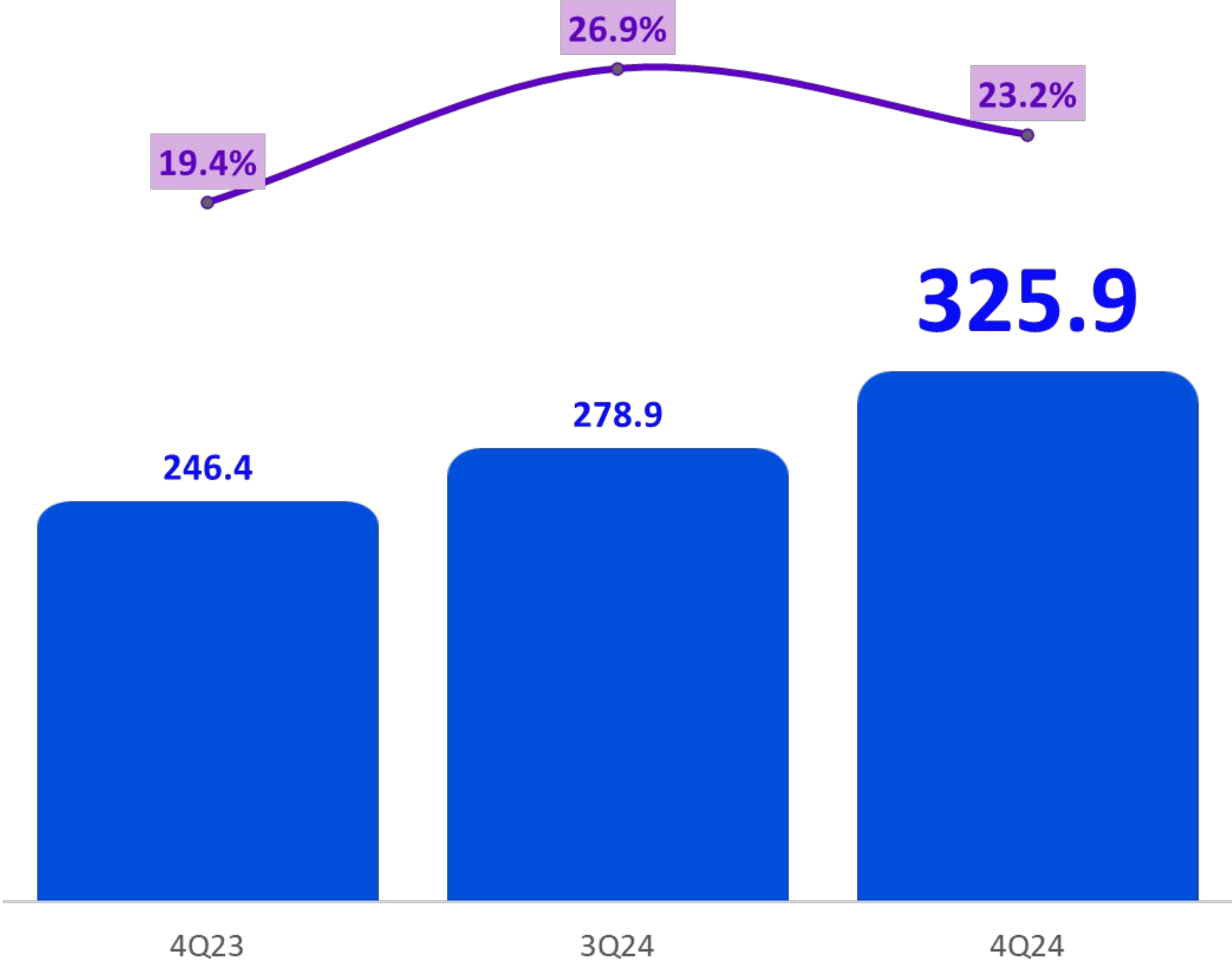


# Highlights 2024 | Home & Electric Products



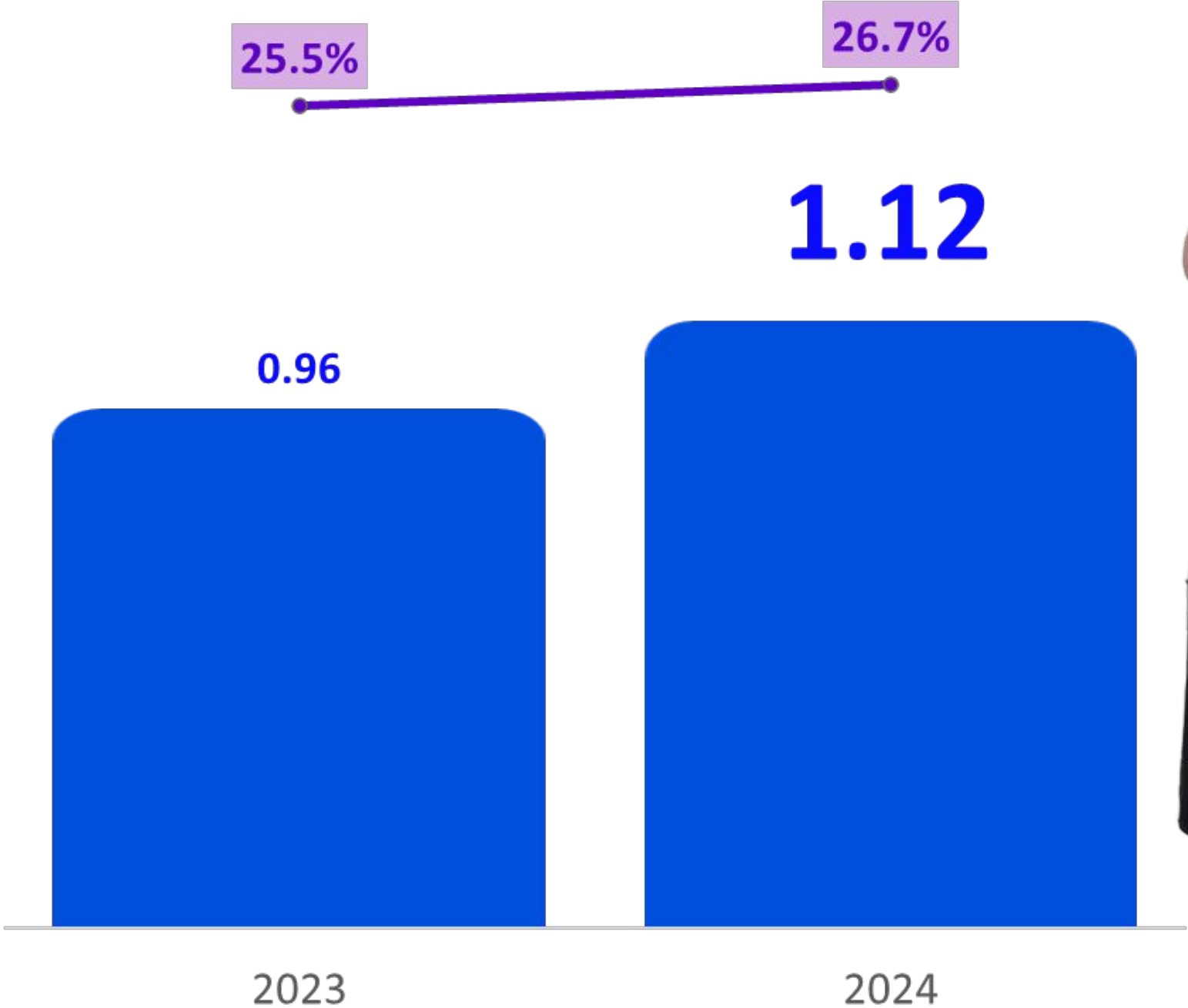
# Home Electric Products Revenue Evolution and Gross Margin

Consolidated by Quarter  
(R\$ millions and %)



**26.9 %**  
Continued Portfolio<sup>1</sup>  
Margin

Consolidated by Year  
(R\$ billions and %)



Home Electric Products

Home Electric Products

- Screens & Video
- Audio & Ac. Mobile
- Small Appliances
- Health Care

Note: Disregard discontinued products and projects<sup>1</sup>





New **DJI**  
drones



**Precor** and **Lifemotion**  
partnership



New Models of **Scooters**  
and **Self-Propelled**  
Vehicles by **Watts**



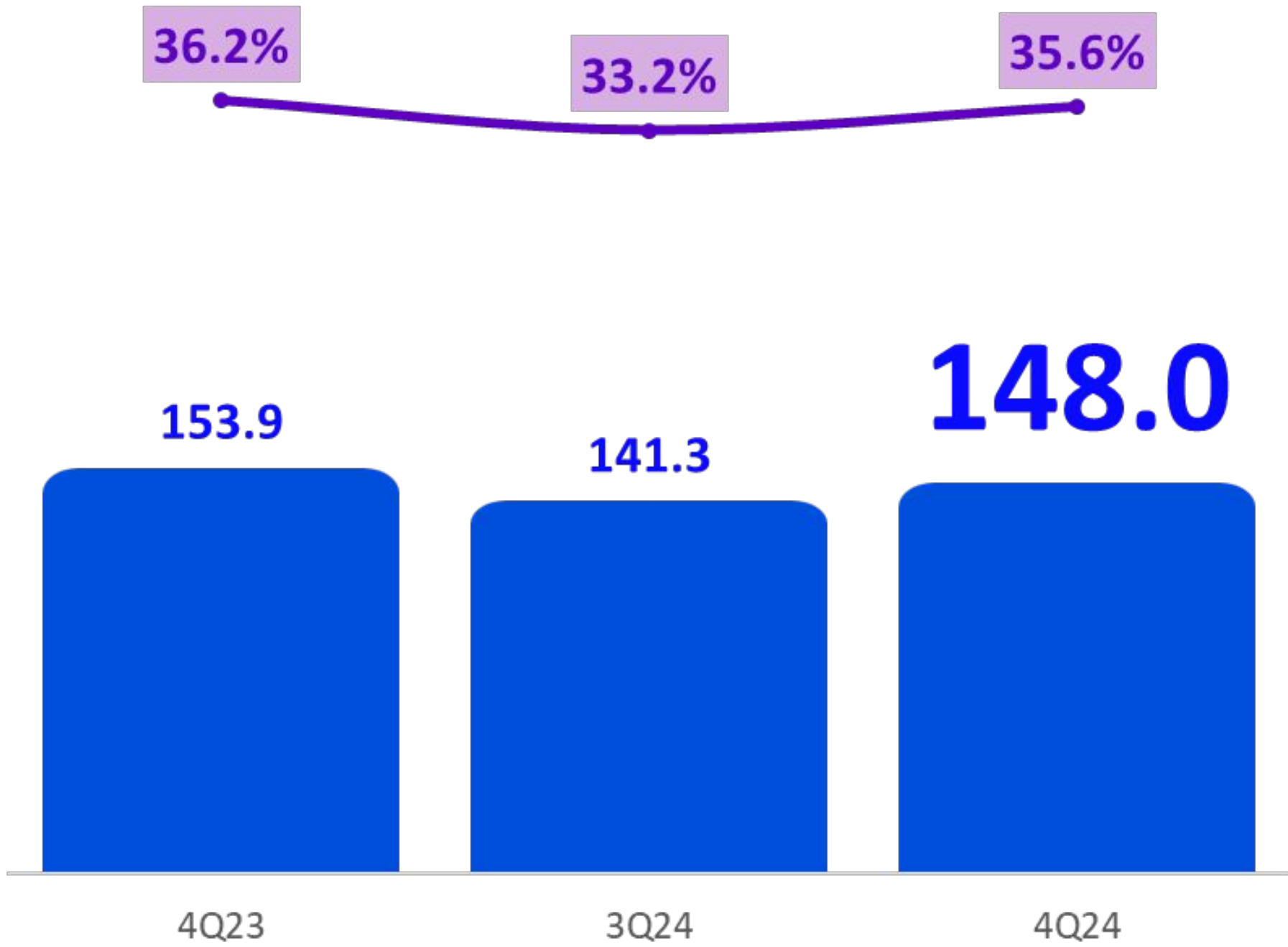
## Highlights 2024 | Kids & Sports



# Kids & Sports

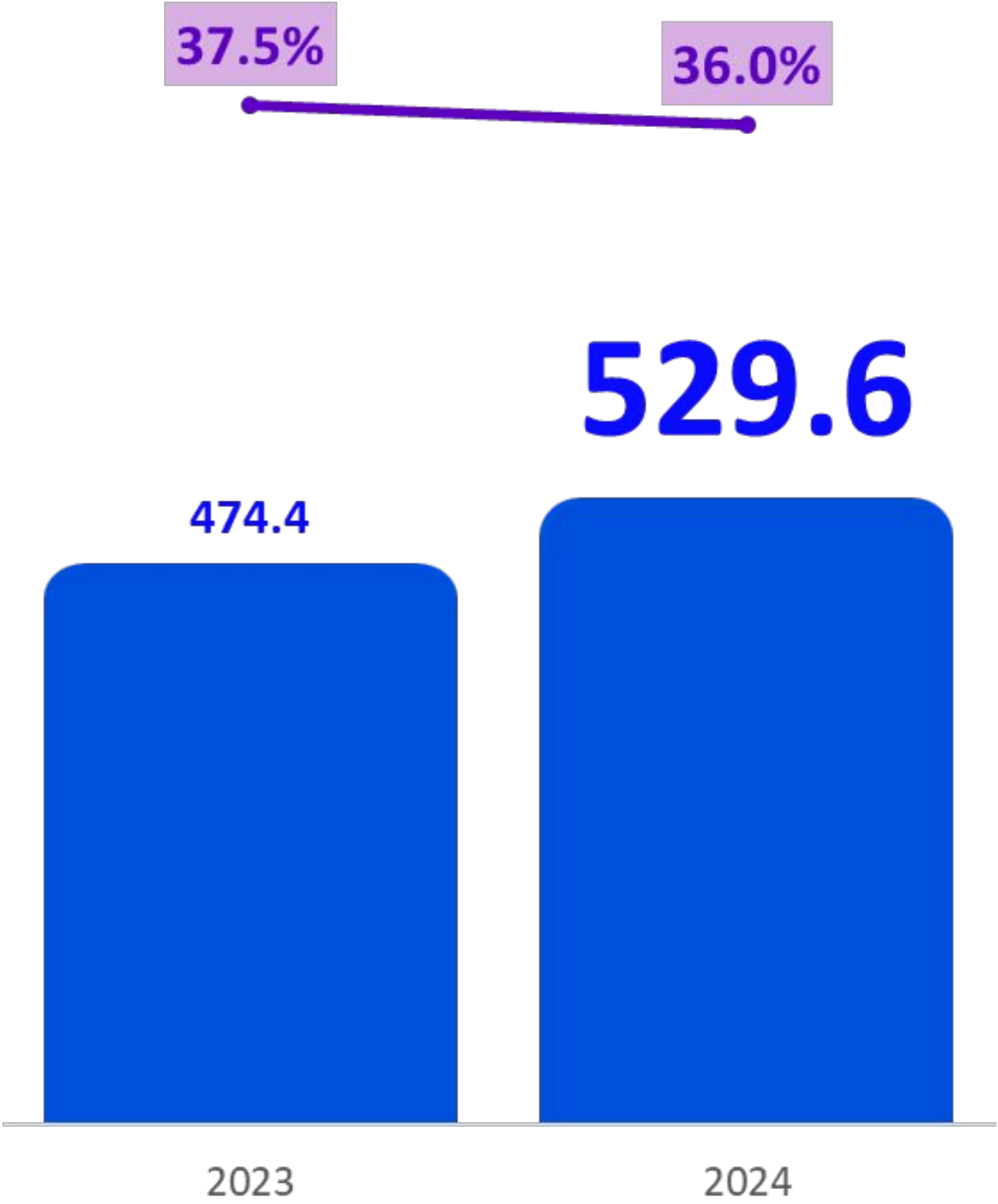
## Revenue Evolution and Gross Margin

Consolidated by Quarter  
(R\$ millions and %)



**35.6 %**  
Continuing Portfolio Margin

Consolidated by Year  
(R\$ millions and %)



- Toys
- Baby
- Pet
- Wellness
- Drones & Cameras
- Mobility





03.

# OPERATIONAL ADVANCES

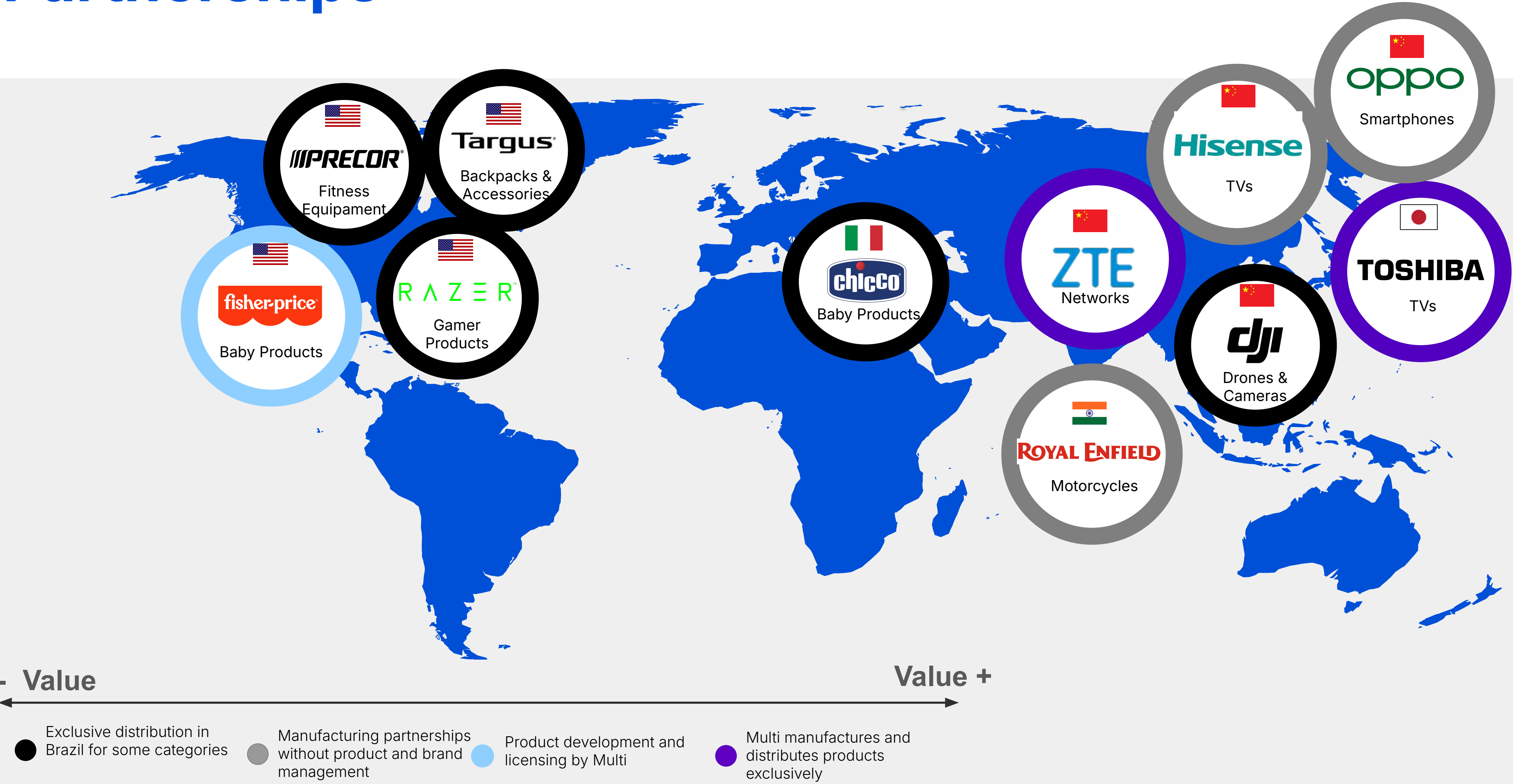


# Actions of the margin recovery plan





# Partnerships





# 04.

## CLOSING





# new CFO Richard Ku

More than 30 years of experience in Finance and in leadership roles: CFO, Treasury, Financial Planning, and Controllershship. Solid and successful career in different sectors: Retail, Consumer Goods, Food, Agriculture, and Automotive. Experience in turnarounds, commercial partnerships, project management, and team building.

## **Professional Experience**

Grupo Big, Reckitt, Santa Colomba,,Mondelez, Kraft Foods, General Motors

## **Academic Background**

Administration, FGV | MBA, Cornell Johnson





# new CEO André Poroger

“ **Since 2003 at Grupo Multi**, I have been at the forefront of strategic initiatives, actively participating in the construction and expansion of the company. I led the structuring of new areas such as Telecom, TVs, Computers, Health, and Small Appliances, in addition to implementing factories in Extrema and Manaus. My work has always been close to corporate areas such as Government and Providers, and in recent years, I took on new fronts, including retail sales, in a process of natural transition. It has been years of intense learning alongside Ale, and I feel prepared and motivated for this new challenge”





# New President of the Board Alexandre Ostrowiecki

“ **As always, I will go beyond my job description,** beyond the normal activities of the President of the Board, I will continue to be very present in the Multi Group, bringing the Board closer to the day-to-day operations of the company.  
I will participate in the Innovation & Strategy Committees, People, Finance, Tax, BU's and Invested Companies Boards, and when invited, I will represent Multi in special cases.”







## Do the Right Thing the Right Way

We share information and listen to everyone impacted, solving problems at their root with Multi's best interests in mind. We minimize rules and bureaucracy as much as possible, tailoring them to each department's reality and putting in place lean and efficient processes. We don't cut corners—nor do we tolerate colleagues who do.



## Create Value for the Customer

Being chosen by our customers is what keeps us alive. We seek to understand the customer's point of view and make the Multi experience the best in the market, both for resellers and end consumers.



## Honesty with Respect

We are approachable and collaborative. We address matters face-to-face and with respect, giving frequent feedback. We fight the ego that constantly tries to dominate us. We celebrate success together, and when mistakes happen, we shed light on them and learn what didn't work. We value the best ideas, without prejudice or favoritism.





# MLAS

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## B3 LISTED NM

**Flavio Bongiovanni**  
IRO

IR Team :  
Fernando Nunes  
Rafael Byrro

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**IR WEBSITE**  
<http://ri.multilaser.com.br/en/>



**GOVERNMENT WEBSITE**  
<https://governo.grupomulti.com.br>



**E-COMMERCE**  
<https://multi.com.vc>



**The statements contained in this report regarding the prospects of Multi Group's business, projections and its growth potential constitute mere predictions and were based on our expectations, beliefs and assumptions regarding the future of the Company.**

Such expectations are subject to risks and uncertainties, since they are dependent on changes in the market and the general economic performance of the country, the sector and the international market, the price and competitiveness of products, the acceptance of products by the market, exchange rate fluctuations, difficulties in strengthening and production, among other risks, and are therefore subject to significant changes, and do not constitute guarantees of performance.

