

gruppoMulti

2Q24 Earnings Presentation

August 14, 2024

Highlights

Consolidated Results

Sales Breakdown by Channel

Net Revenue Breakdown by Segment

Mobile Devices

Office & IT Supplies

Home Electric Products

Kids & Sports

Final Remarks

Investor Relations

Disclaimer



Highlights

2Q24 Highlights

Net Revenue of
R\$884.9M

+21.1% vs. 1Q24

Gross Profit of
R\$194.3M

+R\$29.3M vs. 1Q24

Gross Margin of
22.0%

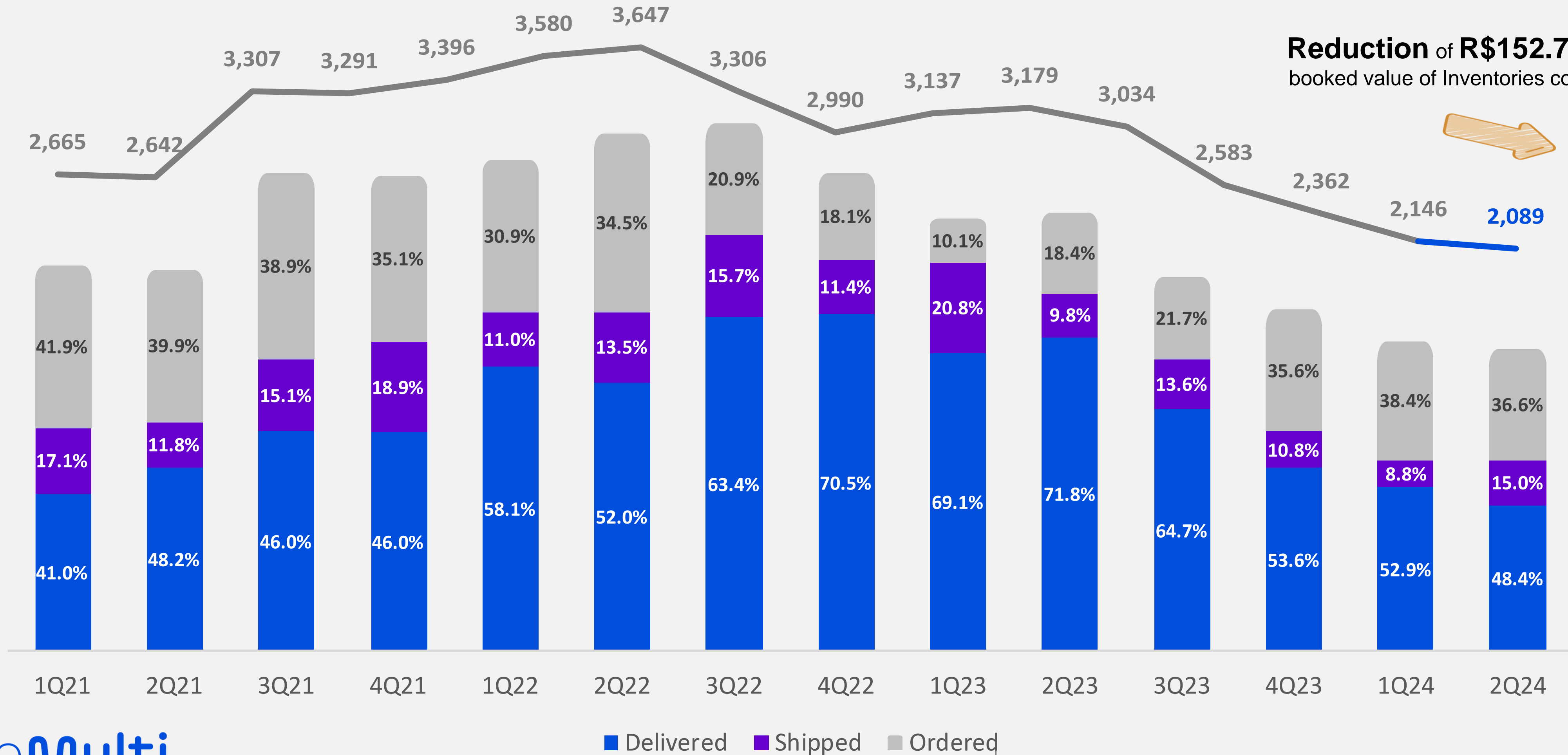
EBITDA
R\$29.8M

+R\$57.0M vs. 1Q24

Inventory reduction
of **R\$152.7M** vs.
1Q24

Net Cash of
R\$313.7M
+R\$44.5M vs. 1Q24

Inventory Progression



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**Consolidated
Results**

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[Mobile
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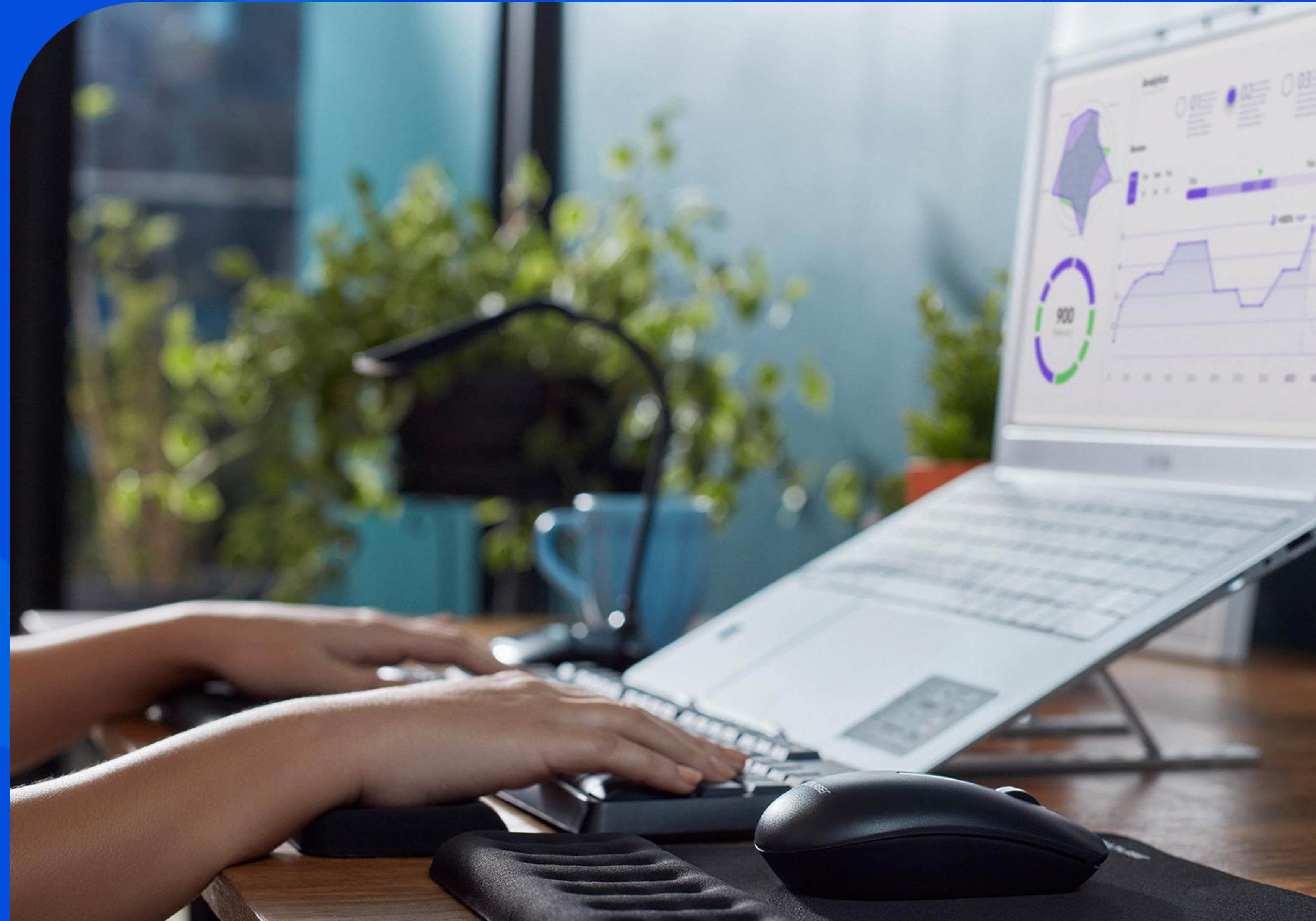
[Home Electric
Products](#)

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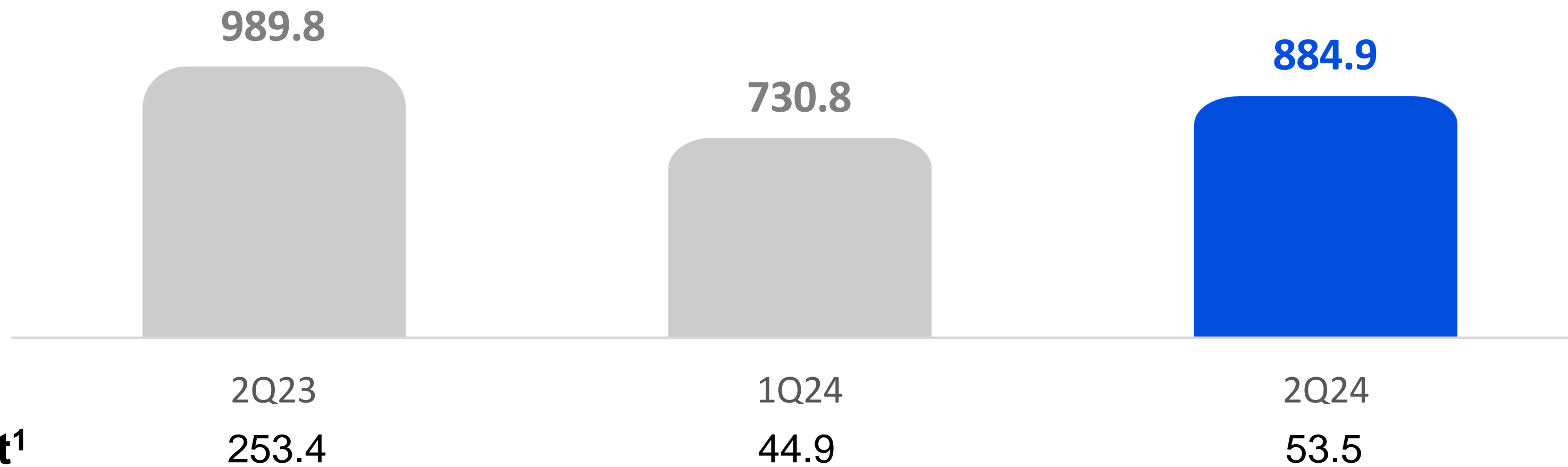


Consolidated Results

Net Revenue and Gross Margin (R\$ million and %)

Net Revenue Gross Margin

26.7% 22.6% 22.0%



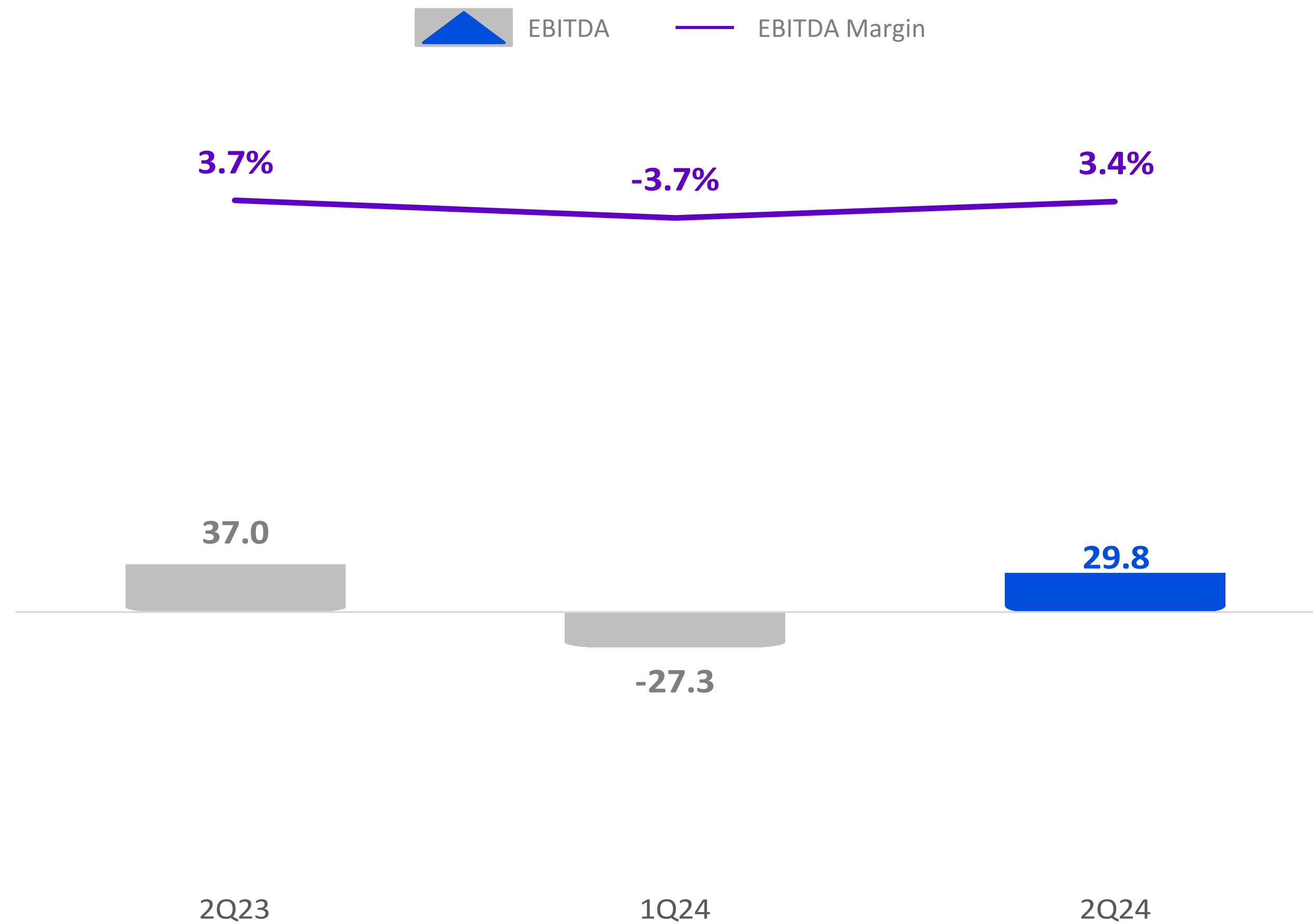
Ongoing
25.4%
+1.0 p.p. vs. 1Q24

Discontinued
0.4%
+4.8 p.p. vs. 1Q24

Projects
6.3%
R\$117.9 of NR

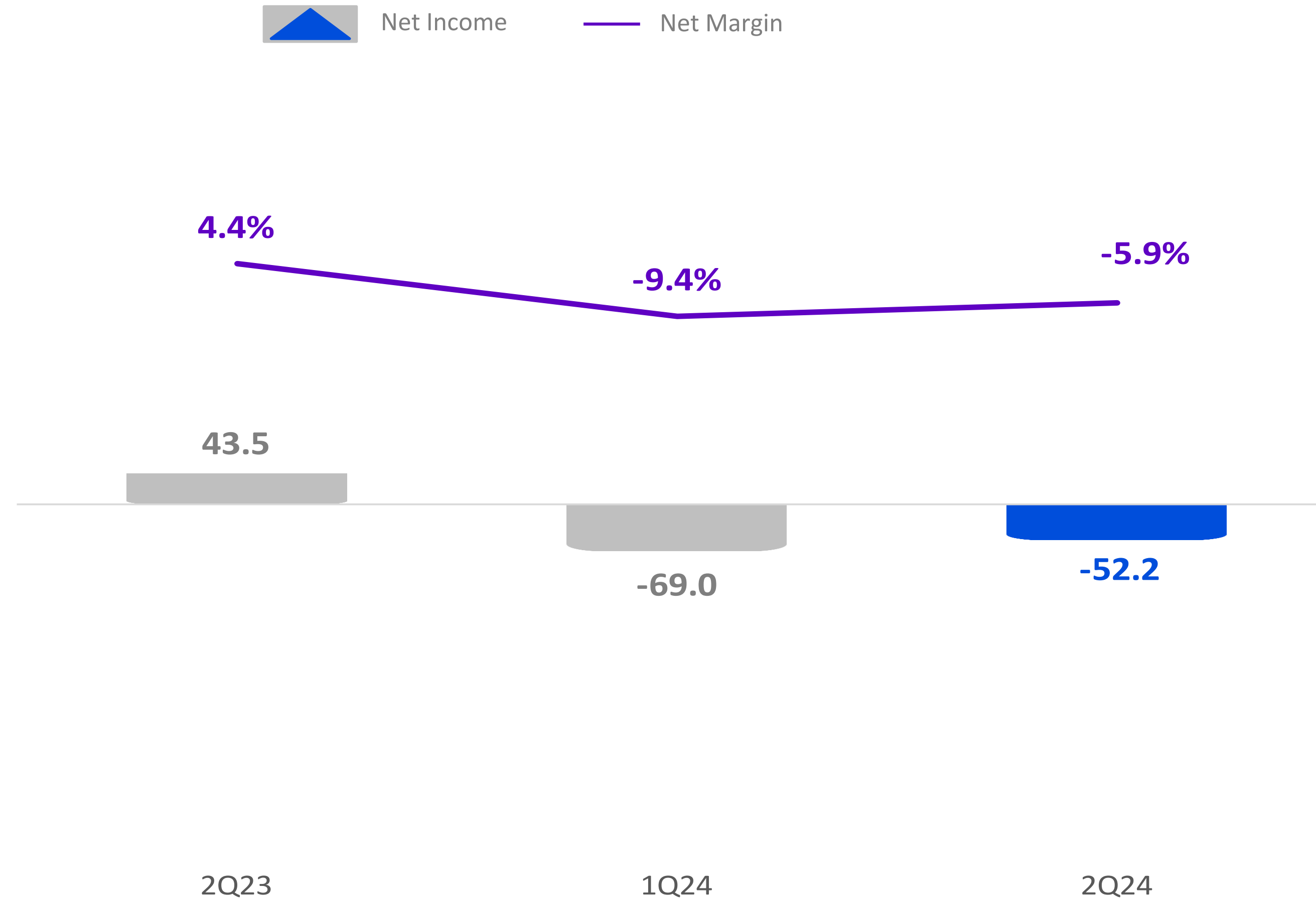
Government¹

EBITDA and EBITDA Margin (R\$ million and %)



EBITDA Margin
+7.1p.p vs. 1Q24

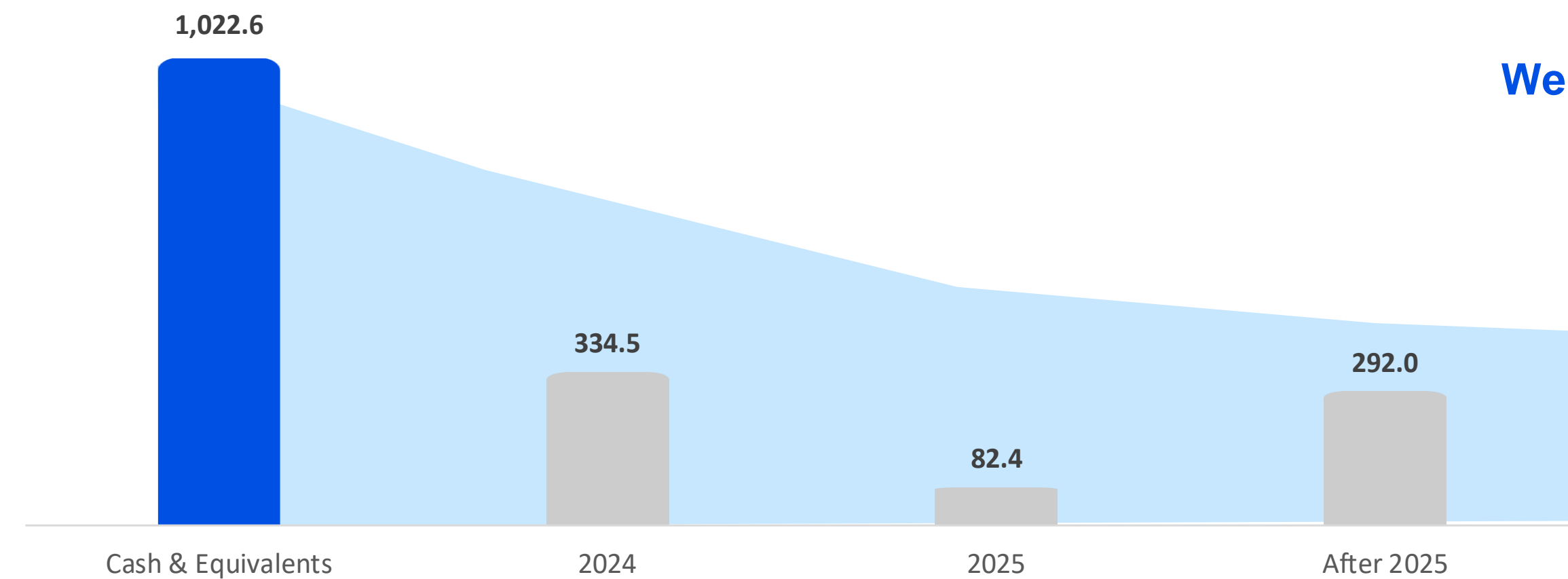
Net Income (Loss) (R\$ million)



Net Margin
+3.5p.p. vs 1Q24

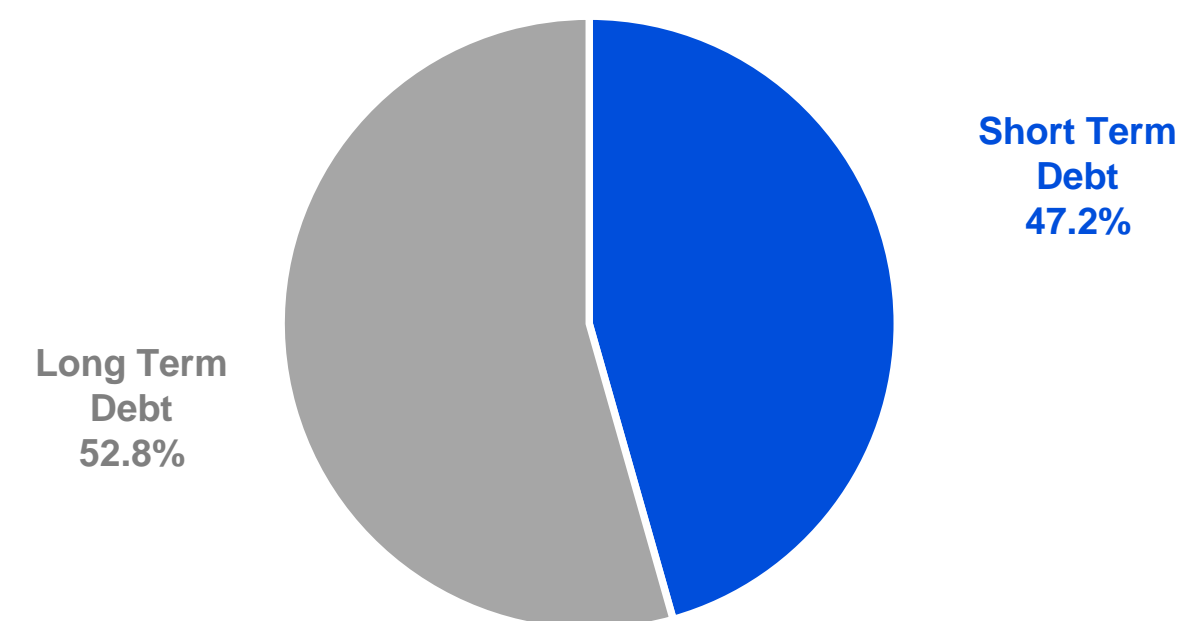
Debt Amortization Schedule (R\$ million)

In 2Q24, the Company had R\$1,022.6M in cash and cash equivalents and a net cash of R\$313.7M, +R\$44.5M vs. 1Q24

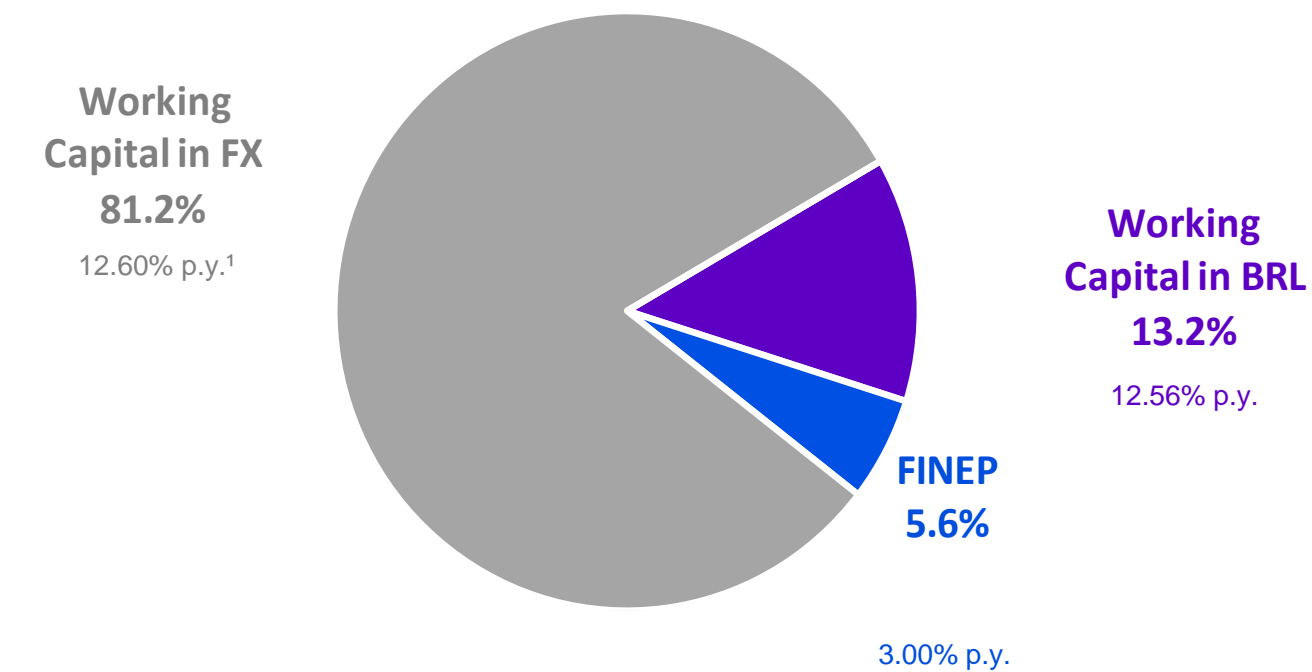


Weighted average cost: 12.02% p.a.¹

Short and Long-Term Profile

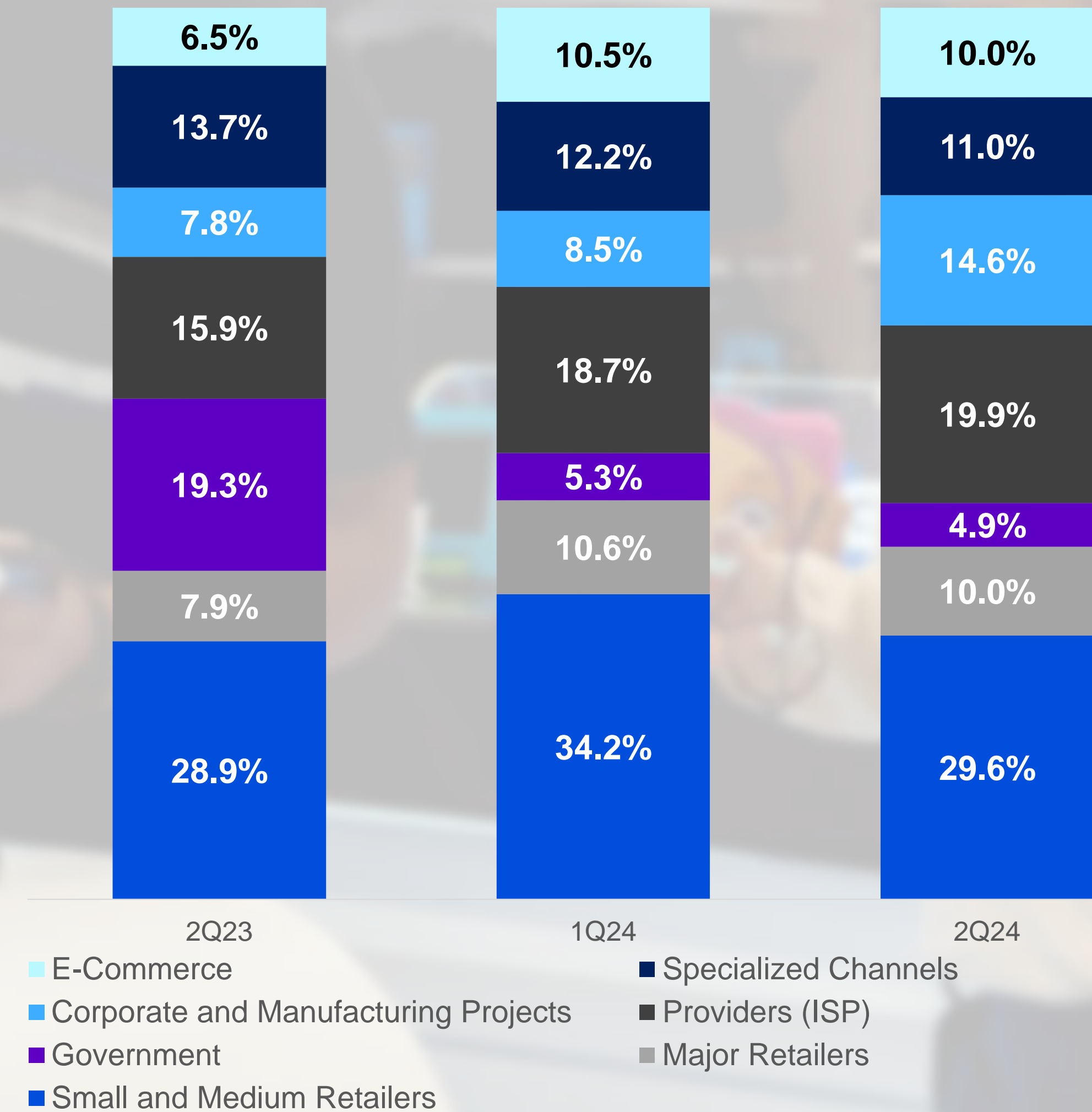


Breakdown by Category and Cost

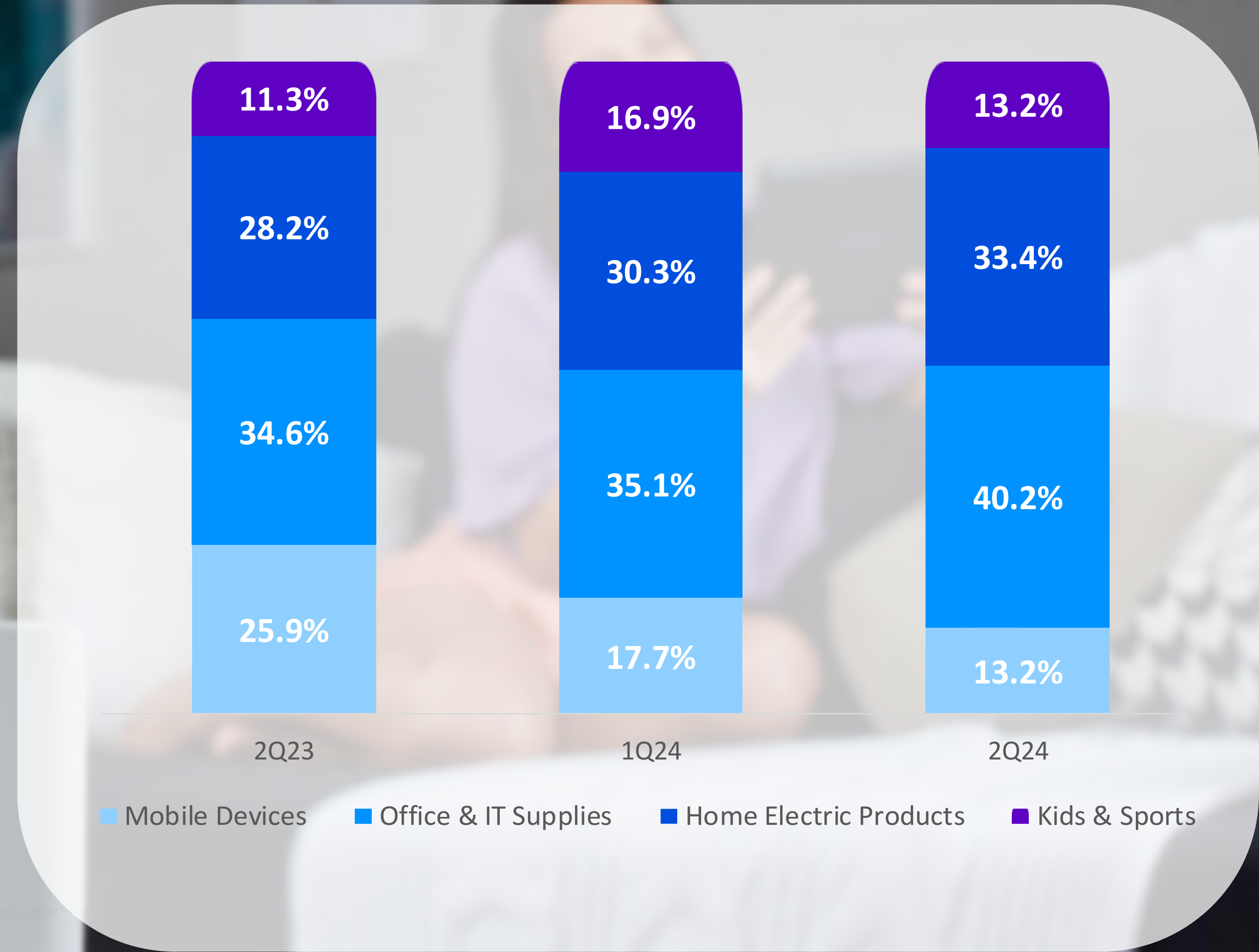


Note¹: Leverage considering Net Debt/EBITDA LTM.

Sales by Channel



Revenue by Segment



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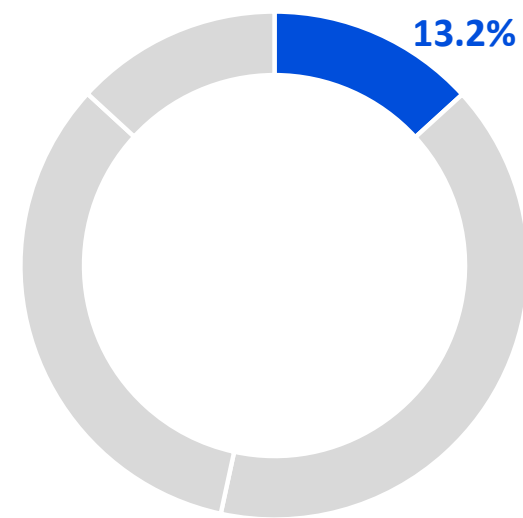
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Mobile Devices



Net Revenue Progression (R\$ million and %)

Net Revenue Share in 2Q24



Telephony, PCs & Tablet

Net Revenue Gross Margin

15.5%

18.4%

20.1%

Continued Portfolio¹

Net revenue: **R\$87.6** million
 Gross margin: **R\$23.6** million | **27.0%**

-54.4%

-9.6%

256.8

129.5

117.1

2Q23

1Q24

2Q24

Note 1: Excludes results from discontinued products.

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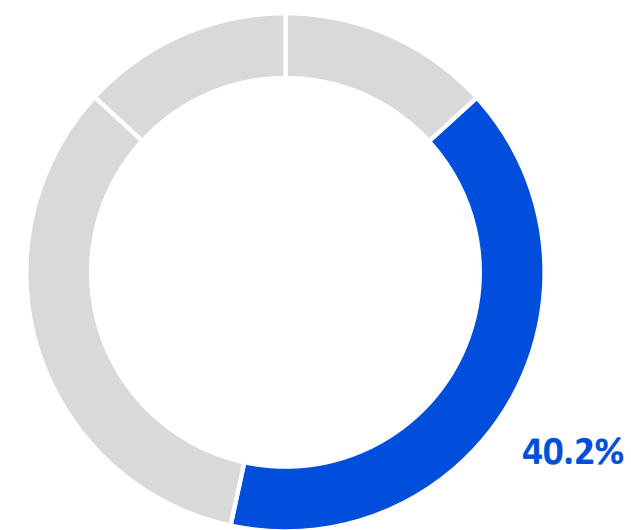
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Office & IT Supplies

Net Revenue Progression (R\$ million and %)

Net Revenue Share in 2Q24

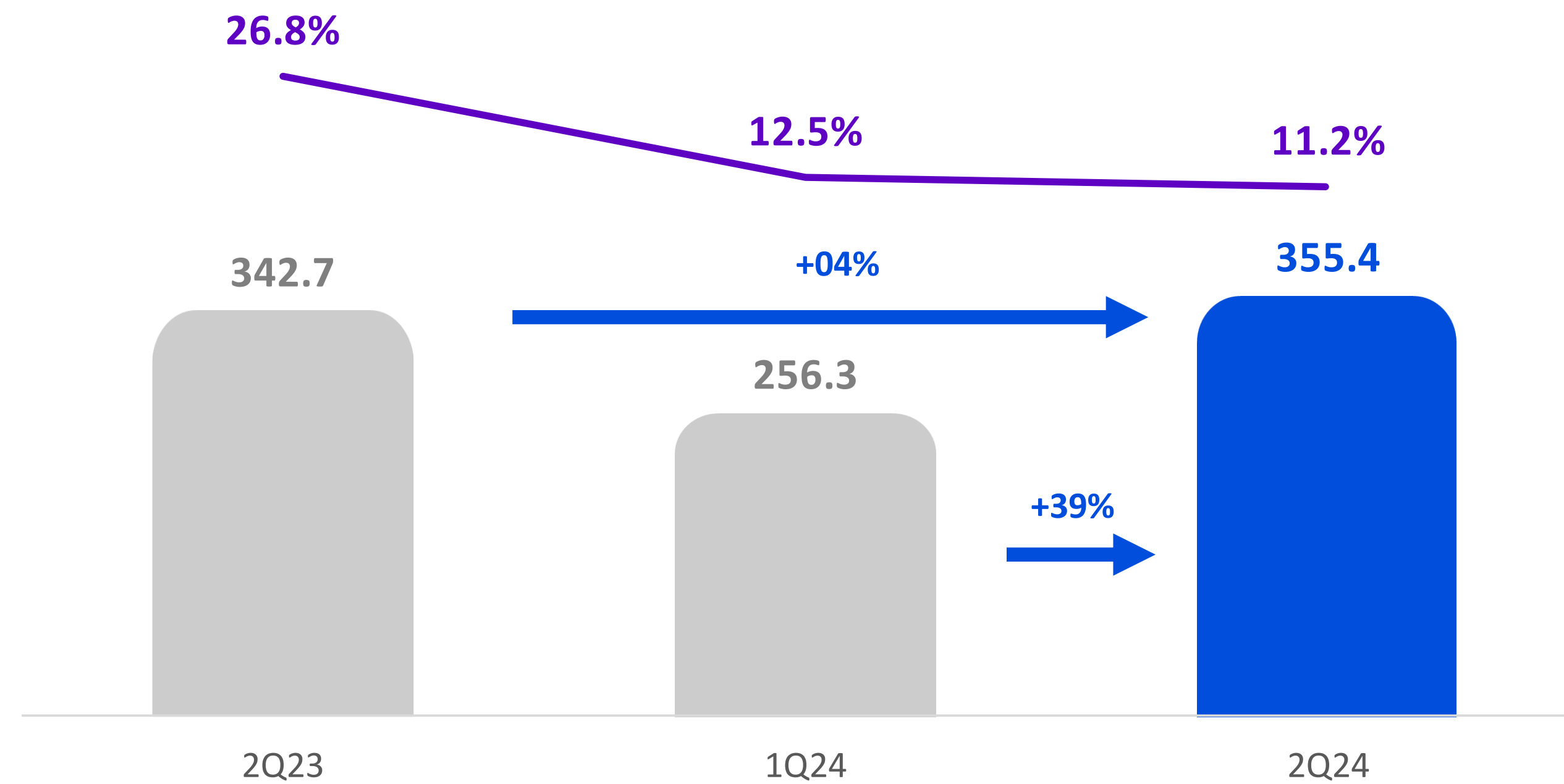


Continued Portfolio¹

Net revenue: **R\$255.9** million
Gross margin: **R\$35.7** million | **13.9%**

[Networks](#)
[PC Accessories](#)
[OEM](#)
[Media & Pen Drive](#)
[Security](#)
[Stationery & Office](#)
[Gamer](#)

Net Revenue
 Gross Margin



Note 1: Excludes results from discontinued products.

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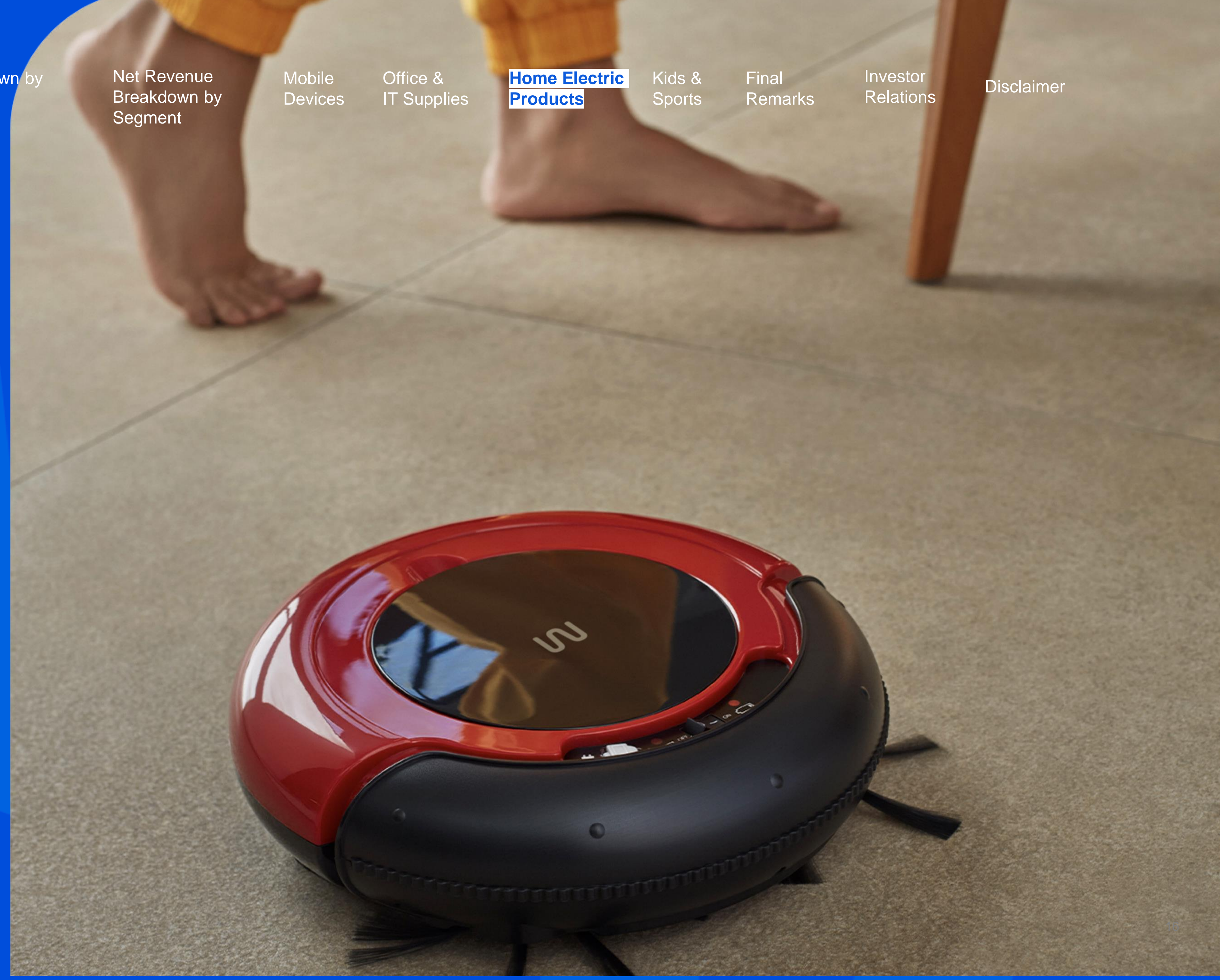
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Home Electric Products

Net Revenue Progression (R\$ million and %)

Net Revenue Share in 2Q24

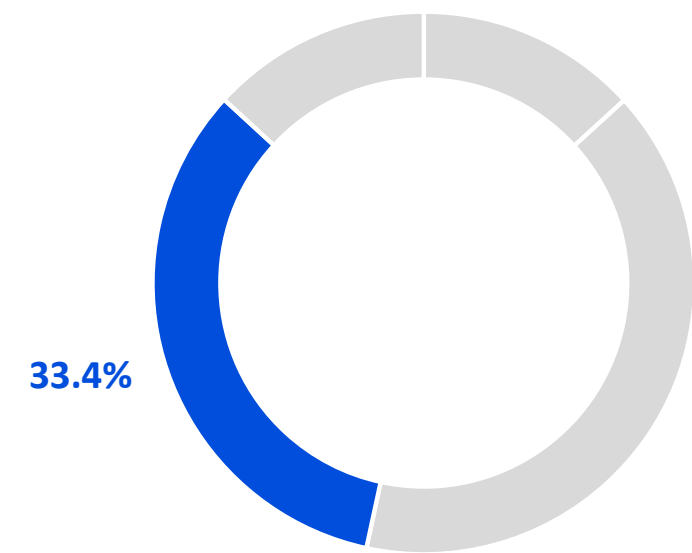
Screens & Video

Audio & Mobile Accessories

Home Appliances

Health Care

Automotive



Continued Portfolio¹

Net revenue: **R\$278.0** million
Gross margin: **R\$82.1** million | **29.6%**



Net Revenue Gross Margin

31.6% 28.6% 28.9%

+06%

+34%

278.7

221.2

295.8

2Q23

1Q24

2Q24

Note 1: Excludes results from discontinued products.

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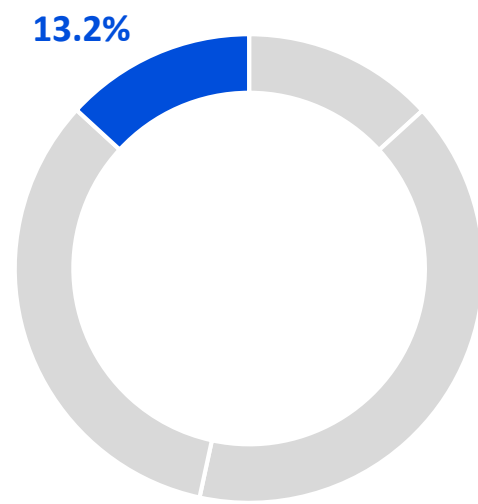
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Kids & Sports

Net Revenue Progression (R\$ million and %)

Net Revenue Share in 2Q24

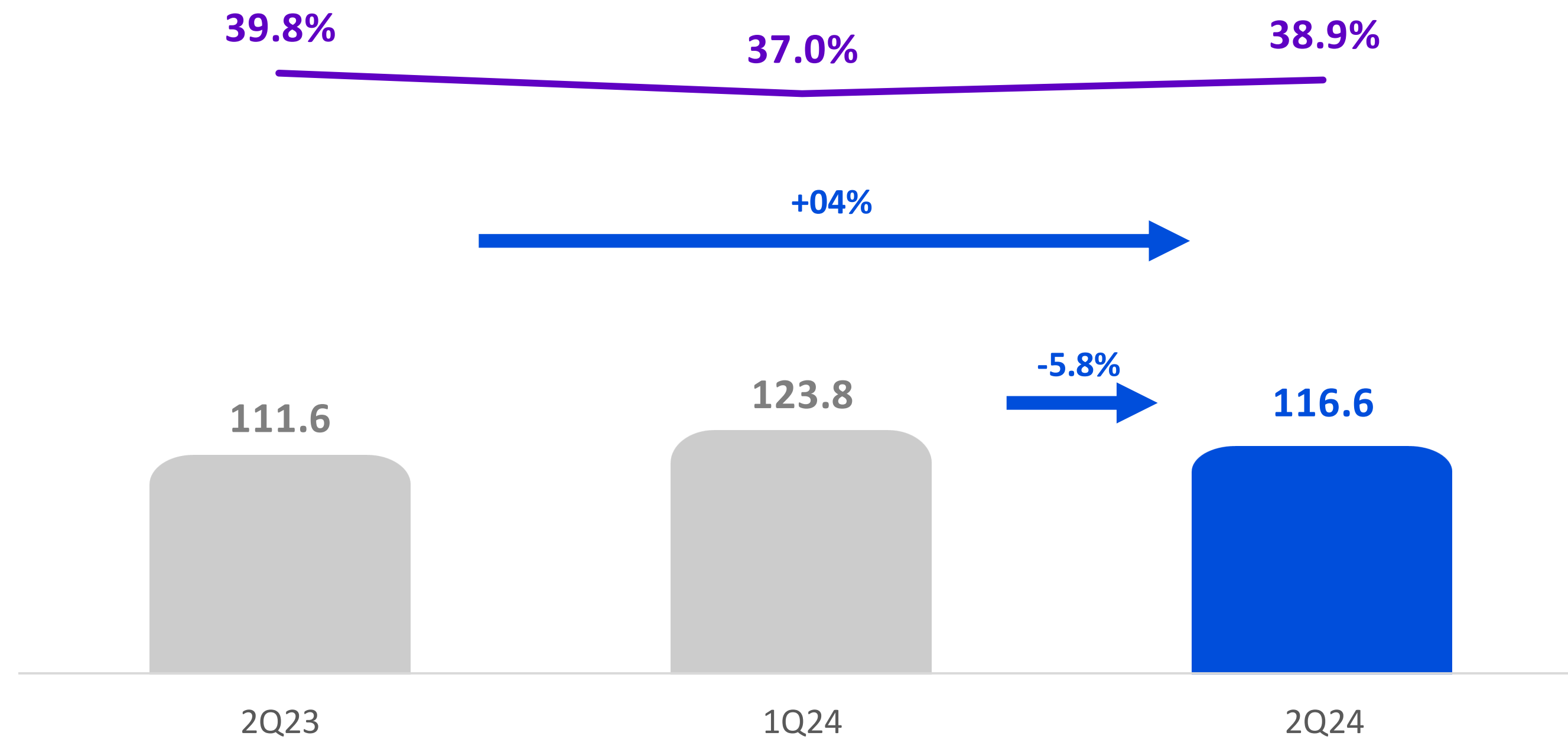


Continued Portfolio¹

Net revenue: **R\$114.9** million
Gross margin: **R\$45.3** million | **39.4%**

Toys Sports & Leisure Baby Pet Wellness Drones & Cameras Mobility

Net Revenue Gross Margin



Note 1: Excludes results from discontinued products.

Share Buyback Program

Period

- **Up to 18 months**, starting on May 14th, 2024 and ending on November 13th, 2025.

Maximum number of shares

- Up to **15,952,915** shares of the Company's common stock, representing 4.08% of the Company's total outstanding shares and **1.94%** of the total shares issued by the Company.

Brokerage companies

- **BTG Pactual** Corretoras de Títulos e Valores Mobiliários S.A.
- **UBS** Brasil Corretora de Câmbio, Títulos e Valores Mobiliários S.A.

Program completion

- **23.72%** in 06/30/2024 and **32.81%** up to the present date.



Recent Events

- **Grupo Multi was a finalist** in the popular vote for the XXV “Modern Consumer Award” for Excellence in Customer Service, in the “Company of the Year” category.
- **Social Media:** 4.8 million accounts reached and an engagement rate of 23.7k.
- **“Yellow May”:** “Safer Kid” Litet – episode with Viih Tube and ambassadors.
- **Father's Day Campaign:** Multi’s campaign featuring the new ambassador Cauã Reymond; Multi’s Valentine's Day Campaign.
- **Multi Health:** “The power of breathing well” – campaign featuring Brazilian actor Edson Celulari and influencers.
- **Targus:** Launch of the brand’s social media channels (Instagram, YouTube, and LinkedIn).
- **Events:** Eletrolar Business Week, Conecta Comercial, Interlagos Festival, Arint, and PET South America.



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Breakdown by
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Multi

TECNOLOGIA
QUE MELHORA —
— SUA VIDA

The campaign uses a renowned personality to reinforce the connection with consumers and the brand's credibility, highlighting the mission to make technology accessible to everyone.



Multi. Não dá pra não ter.

Acesse as
ofertas em:

multi.com.br



Marketing & Consumer Unified new structure



Carlos Soares
CMO



- Market & Consumer Studies
- Differentiation Strategies
- Portfólio / Naming / Communication
- Channel Strategy
- Go to market
- B2B e B2C Campains
- Events Planning

Vertical - Business



- Creation
- Wrighting & Copy
- SEO



- CX
- Content Marketing
- PR & Influencers
- Events
- Development
- Branding



- Media Managment
- Business Intelligence
- Proprietary E-commerces Management
- CRM
- Inside Sales



- Budget Managment
- Administrative
- Mkt Place
- Order Manament
- Post-Sales
- Processes & Integrations



- Non-sellers Manament
- Outlet Manament
- Margins
- KPIs

Horizontal Services

Success of the new commercial policy¹



Pricing framework in e-commerce	Best cases	Gamer	45 p.p.
		PC Accessories	53 p.p.
		Toy	46 p.p.
	Average improvement rate		18 p.p.

¹in p.p. of the number of "curve A" products within the expected sales price range.

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The statements contained in this report regarding Multi's business prospects, projections and its growth potential are merely forecasts and were based on our expectations, beliefs and assumptions regarding the future of the Company.

Such expectations are subject to risks and uncertainties, as they are dependent on changes in the market and in 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, of supply and production difficulties, among other risks, being, therefore, subject to significant changes, not constituting guarantees of performance.