

grupoMulti

Institutional Presentation

Including 3Q24 Results





Multi at a glance



One of the largest manufacturers of consumer products with technology, offering a wide variety of products and sales channels



Strong brand recognition and leadership in several categories



Unique product development capability, anticipating market trends

5k+ SKUs in 3Q24



Massive distribution network supported by strong after-sales

+10k retail customers/
1k sales promoters / 30k point of sales/ our own e-commerce



State of the art factories and logistics centers

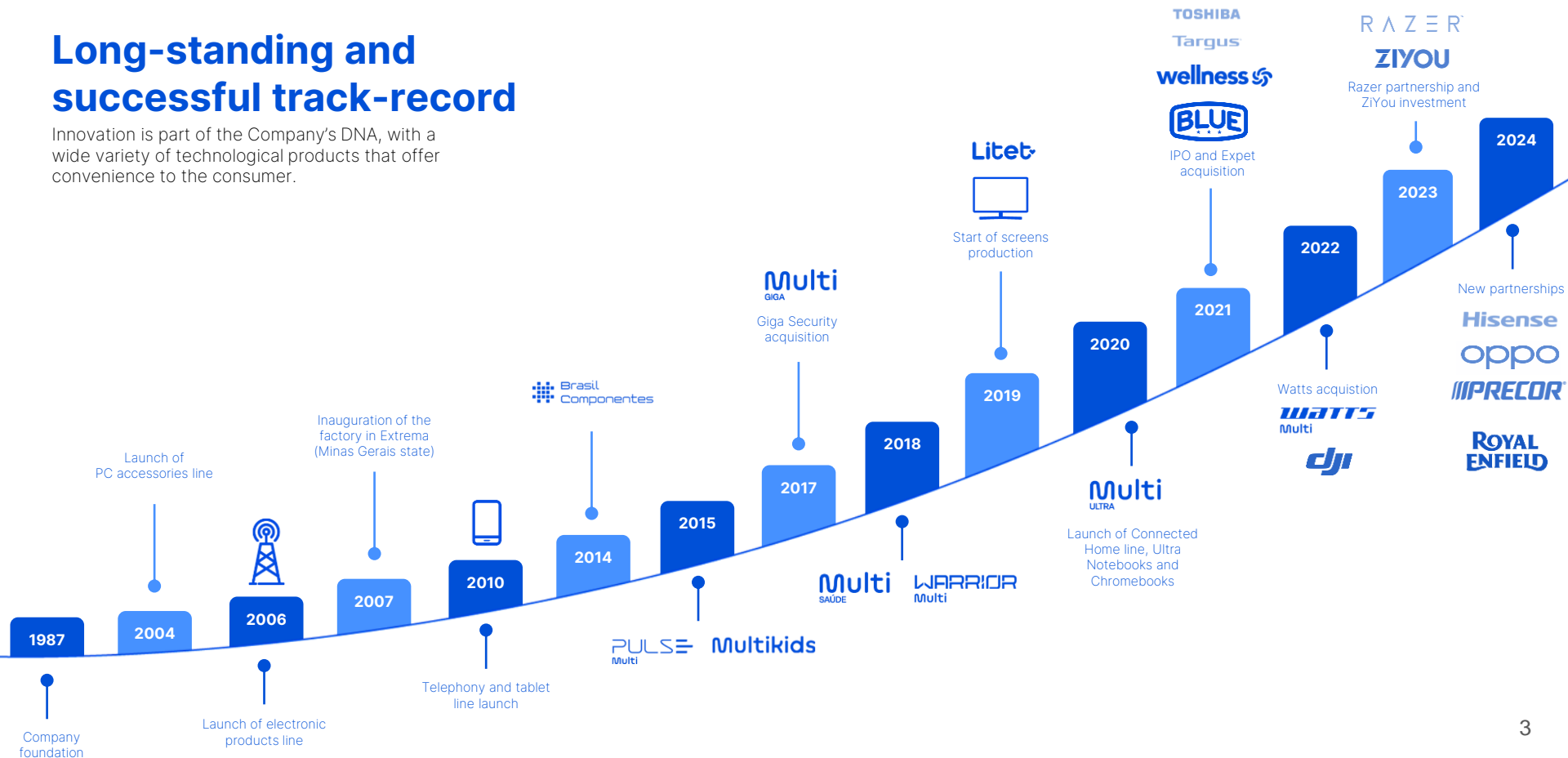
3 factories/
2,6 mm+ products/month



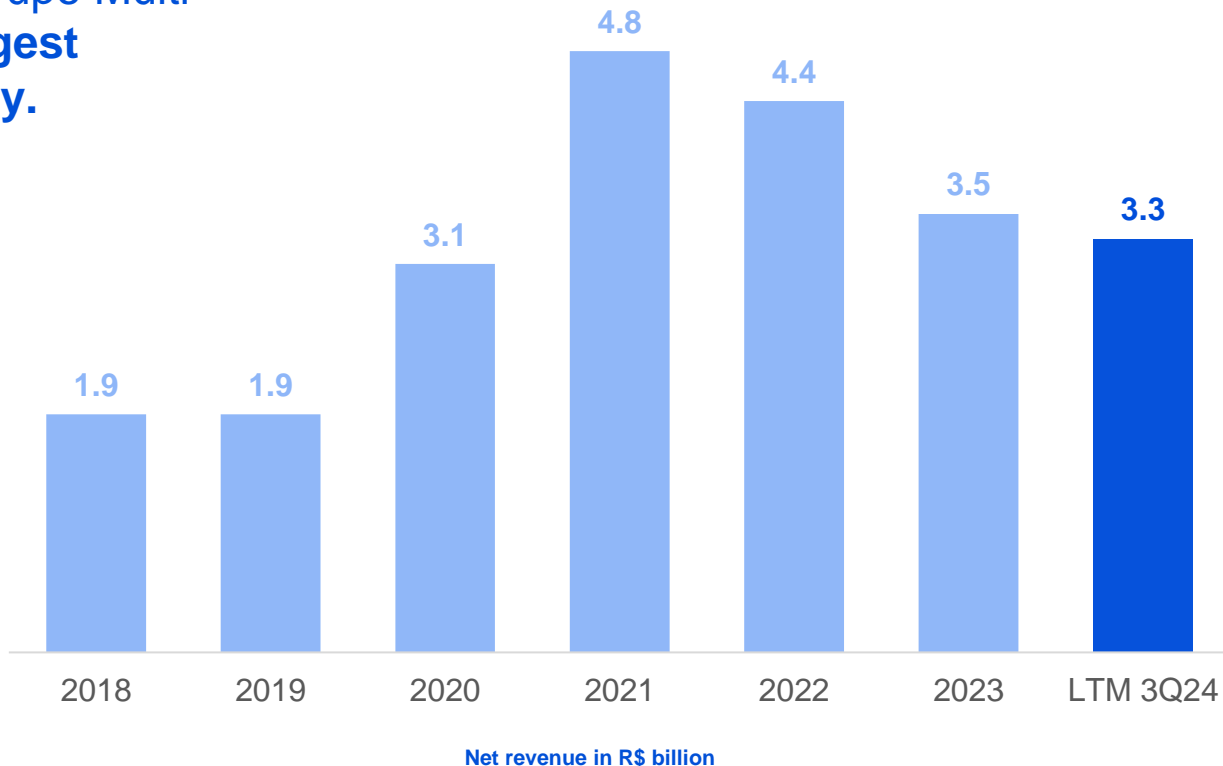
Experienced team and engaged management

Long-standing and successful track-record

Innovation is part of the Company's DNA, with a wide variety of technological products that offer convenience to the consumer.



With a net revenue **growth rate of 8.7%** over the past six years, Grupo Multi ranks **among the 250 largest companies in the country.**



Competitive advantages

The pillars of our strategy.

1

**Diversified
product portfolio**

2

**Strong
operational
efficiency**

3

**Widespread
sales**

4

**Management
focused on
growth and
profitability**



1. Diversified
product portfolio

1. Diversified product portfolio

Office & IT

PC Accessories

OEM

Mídia & Pen Drives

Networks

Security

Gamer

Stationery & Office

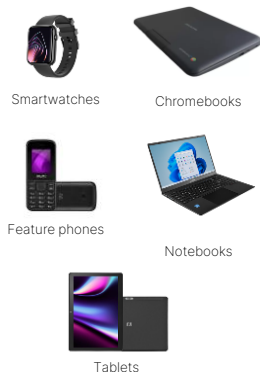


Net revenue¹: **R\$720.3** million
 Gross margin: **R\$113.7** million | **15.9%**

Mobile Devices

Telephony

PCs & Tablets



Net revenue¹: **R\$327.2** mm
 Gross margin: **R\$79.9** mm | **24.4%**

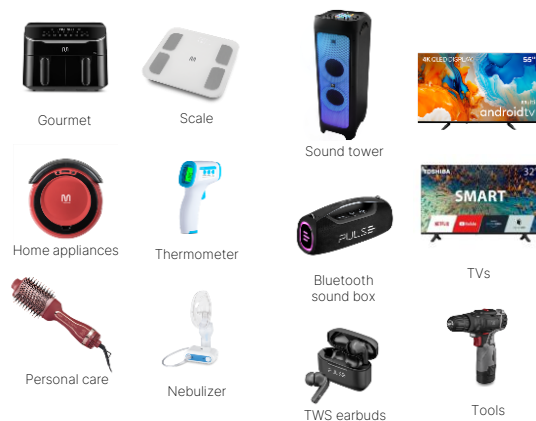
Home Electric Products

Home Appliances

Health Care

Áudio e Acessórios Mobie

Telas & Vídeos



Net revenue¹: **R\$759.0** million
 Gross margin: **R\$216.5** million | **28.5%**

Kids & Sports

Drones & Câmeras

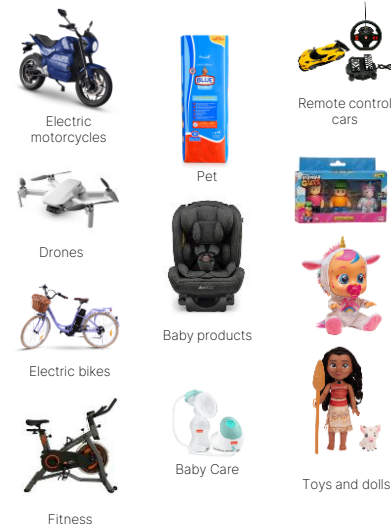
Pet

Baby

Mobilidade Urbana

Wellness

Brinquedos



Net revenue¹: **R\$374.6** mm
 Gross margin: **R\$137.1** mm | **36.6%**

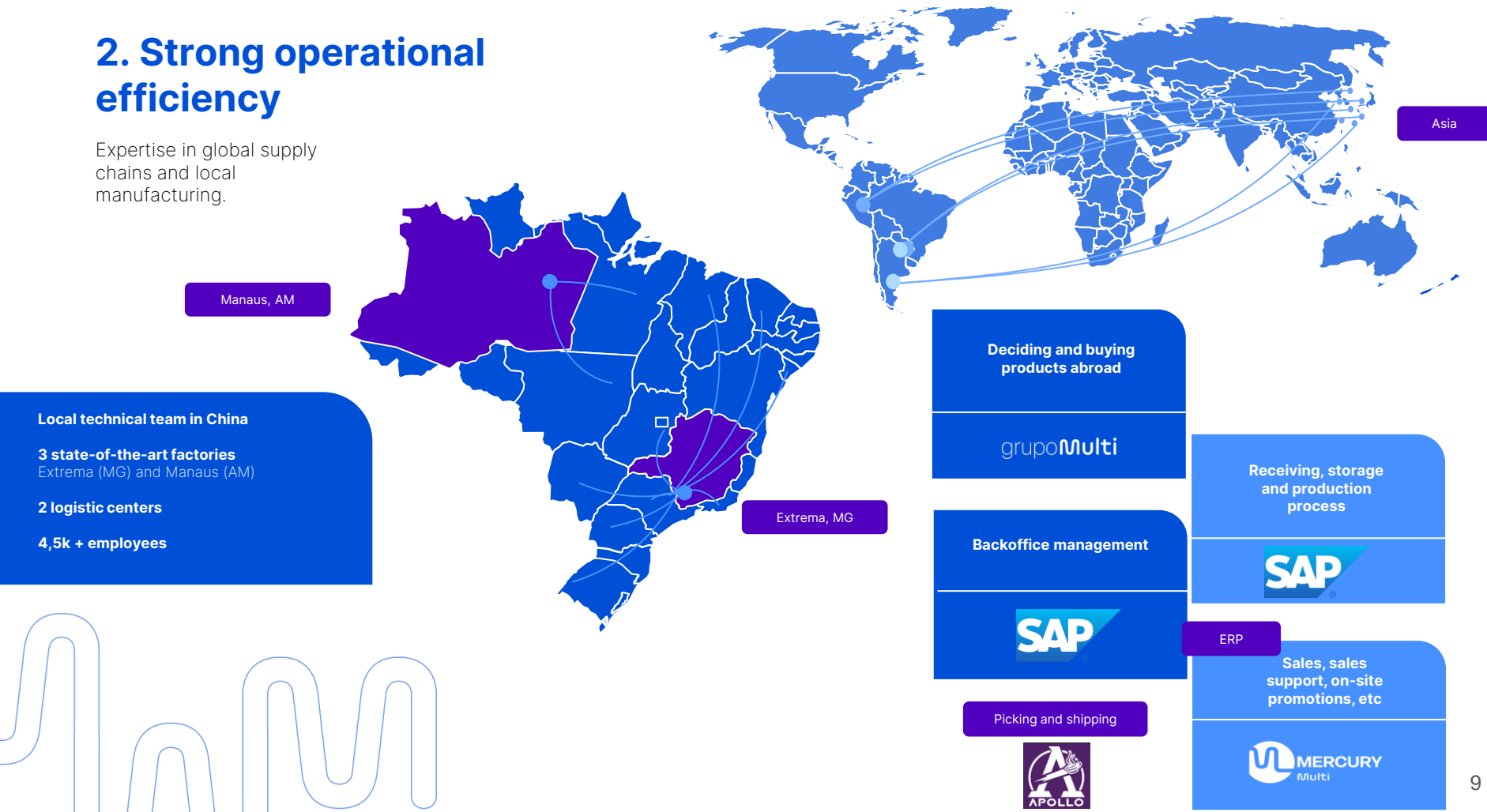
¹ Data related to the 9M24 of the continuing product portfolio.



**2. Strong
operational efficiency**

2. Strong operational efficiency

Expertise in global supply chains and local manufacturing.



Manaus, AM

Asia

Local technical team in China
3 state-of-the-art factories
Extrema (MG) and Manaus (AM)
2 logistic centers
4,5k + employees

Extrema, MG

Deciding and buying products abroad
grupoMulti

Receiving, storage and production process
SAP

Backoffice management
SAP

ERP
Sales, sales support, on-site promotions, etc

Picking and shipping



MERCURY multi

2. Strong operational efficiency

A trusted local partner chosen by several globally renowned brands.



○ Product development and licensing by Multi

○ Exclusive distribution in Brazil for certain categories

○ Multi manufactures and distributes products exclusively.

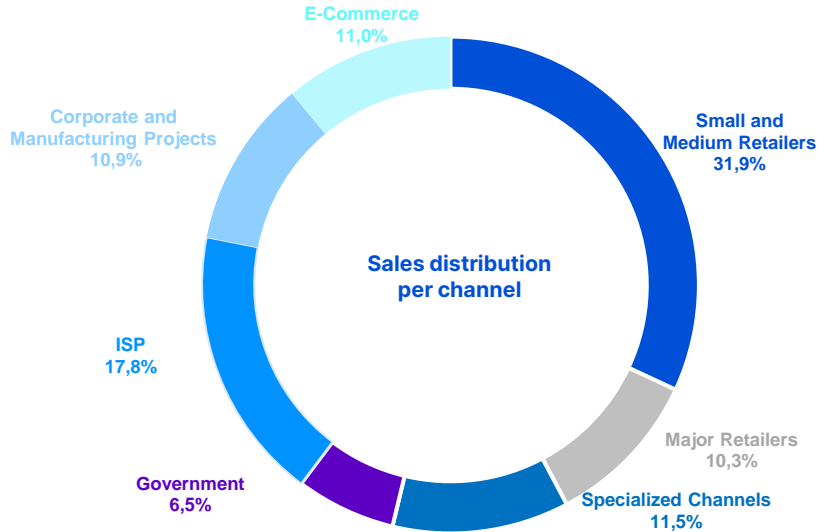
○ Manufacturing partnerships without product and brand management



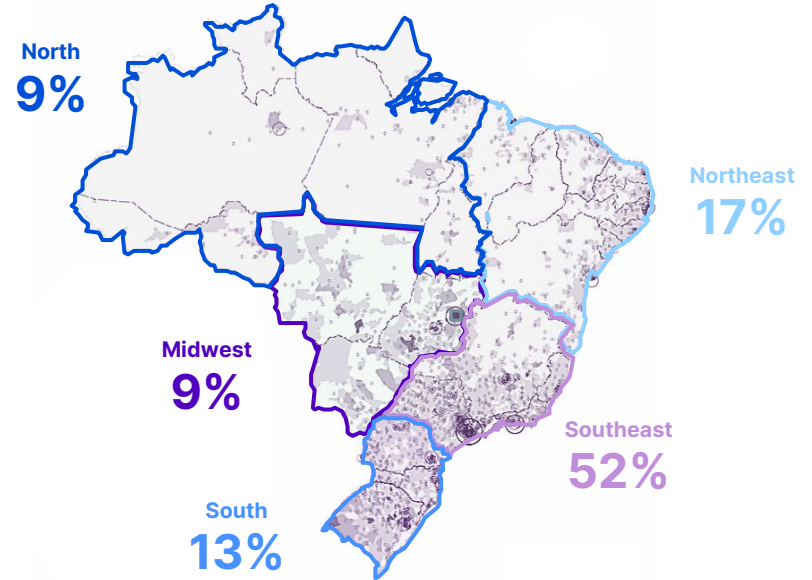
3. Widespread sales

3. Widespread sales

Epic distribution, reaching virtually 100% of relevant retailers in every corner of Brazil, supported by highly trained commercial and logistics teams and high service levels.



Clients by region



+10k¹
retail clients

1k
sales promoters

+30k
POS`

¹ Based on management figures as of 3Q24 LTM, no single customer accounts for more than 5% of our revenue.



4. Management focused on growth and profitability

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Unparalleled product development capability, anticipating trends and driving growth.

Phase duration (months)

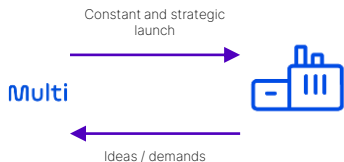
2

Identifying

Dedicated team based in China focused on exploring international trade fairs and identifying upcoming trends



Close and constant relationship to identify current retail clients demands



2

Validating

Talented team grouped in specialized business units (fully operational product development squads)

4 operational segments with specialized BUs

State-of-the-art product testing lab (reliability, features and legal aspects)



1

Producing & Importing

Unique in-house flexibility to define and execute the most efficient production plan

~2,6mm products/month
Combined installed capacity



DC & Logistic Hubs
In Extrema (MG) and Manaus (AM)



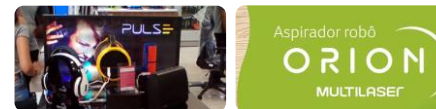
Extrema (MG)

Manaus (AM)

1

Launching

Focused marketing campaigns



Trade marketing

Digital channels and PR

Easy access to point of sales



Hassle-free online shopping experience



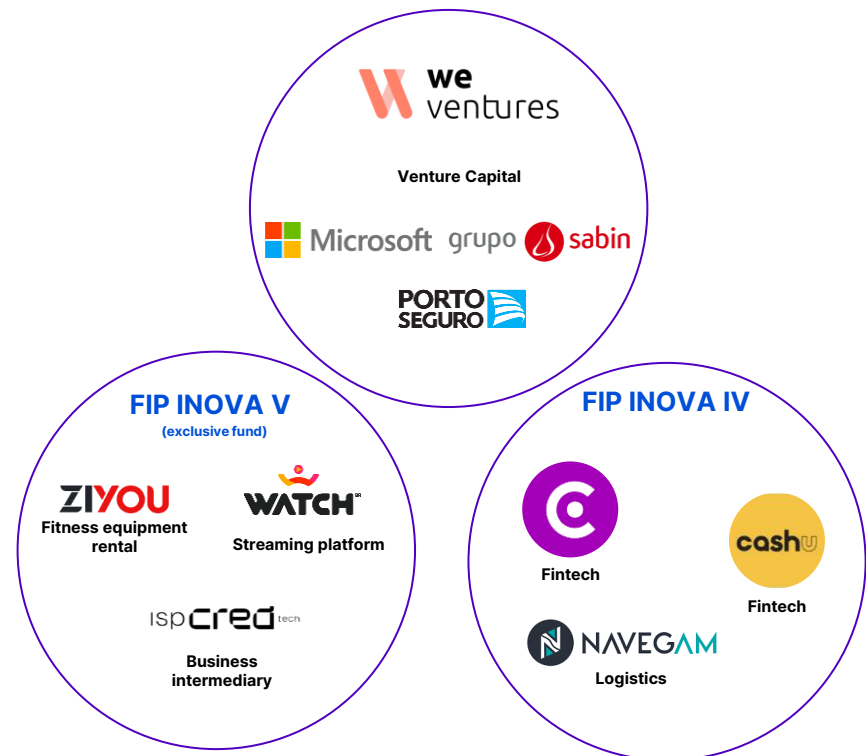


Startups' Investments

Multi is also a protagonist in an ecosystem that invests in Startups in Brazil



Relevant Investments in Startups and Funds



¹ Multi's total commitment to allocation during the Funds' investment period, which on average ends in 2027.

Startups' Investments Highlights:



About UME:

- Closed-loop network platform that connects merchants to consumers, providing qualified credit.
- UME offers fast and accessible B2C digital credit with its own analysis in under 5 minutes.
- For merchants, it increases sales by up to 15% with a SaaS solution integrated with the POS, and for consumers, it provides credit, installment options, and benefits through the app.

Business Model

- **Onboarding of SMEs** with a large customer base to offer UME's POS system.
- **Customers** gain access to credit for purchases within the UME network (authorized retailers).
- **Top clients:** Can use UME credit to purchase from merchants outside the UME network.

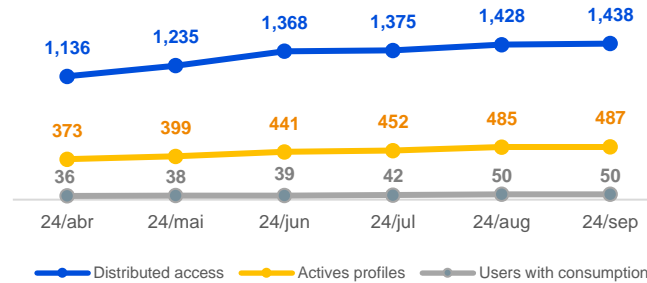
Network created by the platform



About Watch:

- Company operating in the B2B segment for Internet Service Providers (ISPs), offering options for subscription of titles, movie rentals, and TV channels.
- +1.3 million subscribers.
- Significantly reduces the tax burden for ISPs.

Subscribers and Providers Evolution (in thousands)



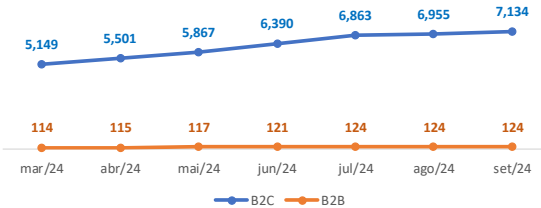
Partners



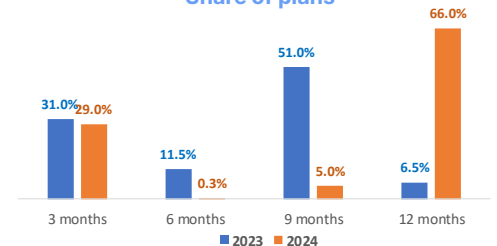
About ZiYou:

- Company focused on gym equipment rentals in a B2C model, with sales as a secondary revenue stream
- Subscription platform offering monthly rentals of fitness equipment such as exercise bikes, treadmills, and rowing machines, available in various Brazilian cities. It has three physical stores in São Paulo.

Customer base



Share of plans





3Q24 Financial Highlights

3Q24 Highlights

Continued Portfolio Revenue

R\$ **759.6M**

+3.2% vs. 2Q24 and -6.4% vs. 3Q23, even with the impact of the increase in container transit times from Asia.

Gross Profit

R\$ **199.3M**

+R\$5.0M vs. 2Q24 and +R\$140.6M vs. 3Q23, with recovery of margins.

Gross Margin

24.6%

+2.1 p.p. vs. 2Q24 and +65 p.p. vs. 3Q23, with strong recovery in the Office & IT Supplies segment.

EBITDA

R\$ **4.2M**

in 3Q24, second consecutive quarter of positive results.

Net Profit

R\$ **1.5M**

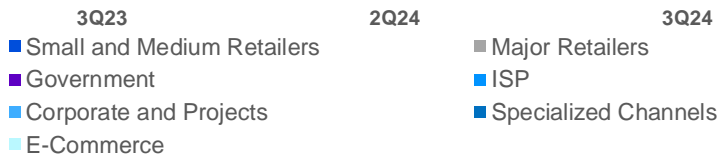
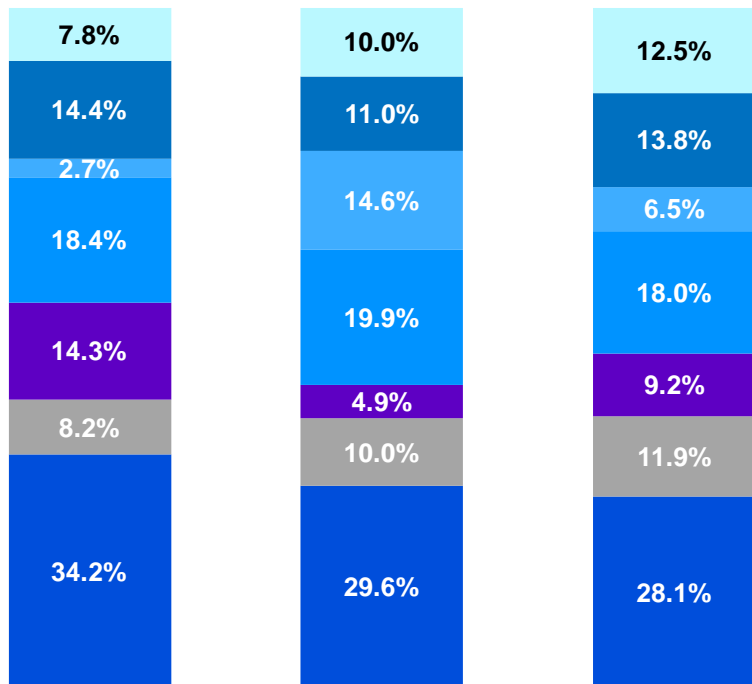
+ R\$53M vs. 2Q24 e +R\$213.7M vs. 3Q23, resulting from the increase in gross profit and exchange rate effect on financial revenue.

Inventory of discontinued products

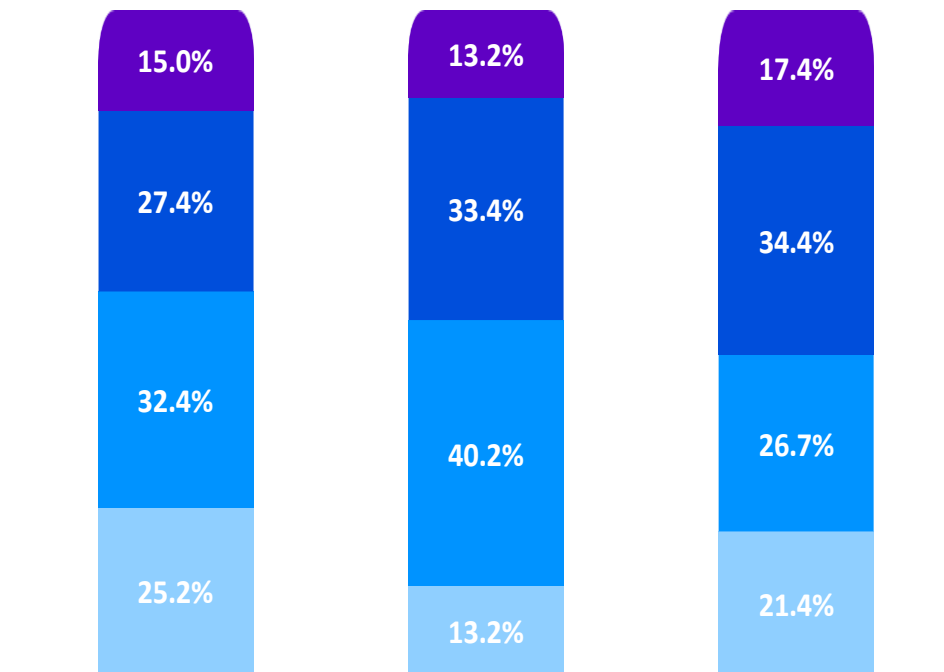
1.4%

Of total inventory, -0.8 p.p. vs. 2Q24 e -5.3 p.p. vs. Dez/2023, resulting from sales actions and inventory renewal.

Sales by Channel

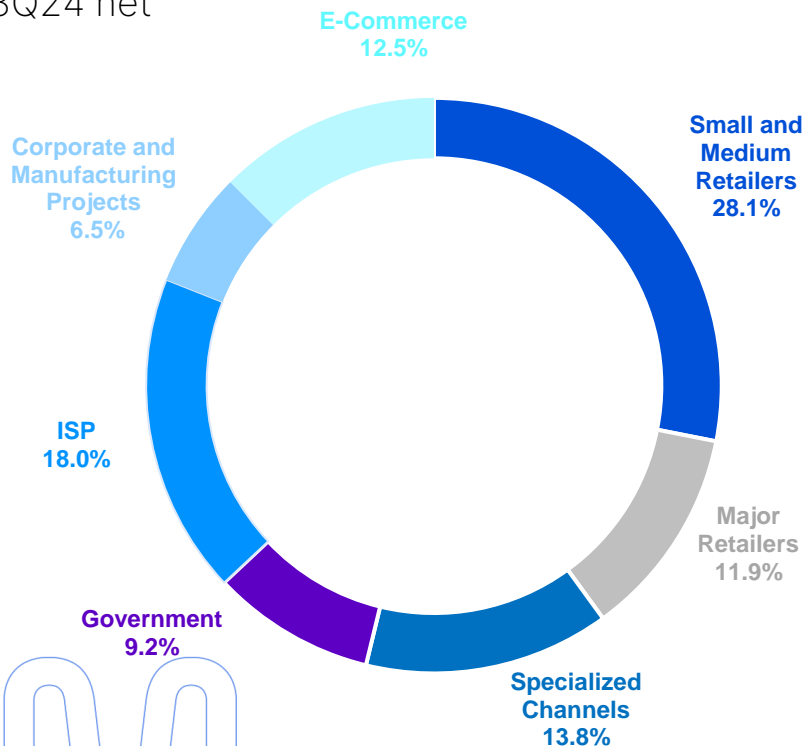


Net Revenue by Segment



Families breakdown by sales channel

Based on 3Q24 net revenue¹.



Top Families by Channel	% Channel	% Total
Small and Medium Retailers		
Screens & Video	33.3%	9.4%
PCs & Tablets	15.4%	4.3%
Drones & Cameras	10.8%	3.0%
Audio & Mobile Accessories	9.9%	2.8%
Home Appliances	7.1%	2.0%
PC Accessories	5.0%	1.4%
Others	18.4%	5.2%
Major Retailers		
Screens & Video	33.8%	4.0%
PCs & Tablets	24.2%	2.9%
Audio & Mobile Accessories	19.9%	2.4%
Home Appliances	11.8%	1.4%
Others	10.3%	1.2%
Specialized Channels		
Health Care	28.5%	3.9%
Toys	26.9%	3.7%
Baby	13.5%	1.9%
Wellness	12.8%	1.8%
Pet	12.7%	1.8%
Others	5.4%	0.8%
Government		
PCs & Tablets	91.6%	8.4%
Others	8.4%	0.8%
ISP		
Networks	98.0%	17.7%
Others	2.0%	0.4%
Corporate and Manufacturing Projects		
Manufacturing Projects	88.3%	5.8%
PCs & Tablets	8.6%	0.6%
Others	3.1%	0.2%
E-Commerce		
Drones & Cameras	21.1%	2.6%
PCs & Tablets	13.0%	1.6%
Baby	10.9%	1.4%
Telephony	10.7%	1.3%
Screens & Video	10.2%	1.3%
Home Appliances	8.3%	1.0%
Health Care	6.5%	0.8%
Audio & Mobile Accessories	5.2%	0.7%
Outros	14.2%	1.8%

¹Unaudited managerial information.

²Sales including e-commerce, marketplaces and specialized marketplaces.

Office & IT Supplies

Segment composed of IT peripherals, office supplies, and internet and security equipment, predominantly sold in small retail and to internet service providers and installers.

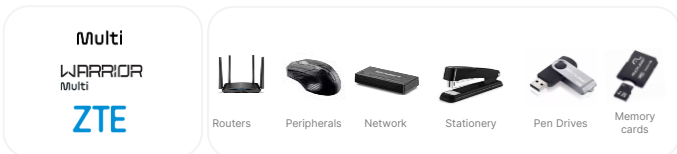
Technological renewal meeting the demands of providers and end consumers

Expansion of the partnership with ZTE, with an expanded portfolio

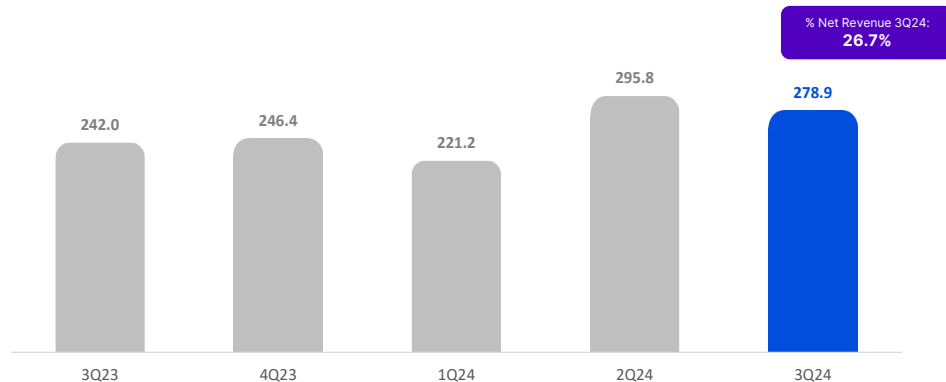
Review of the portfolio in Security and Computer Accessories

OEM manufacturing partnerships in 2Q24

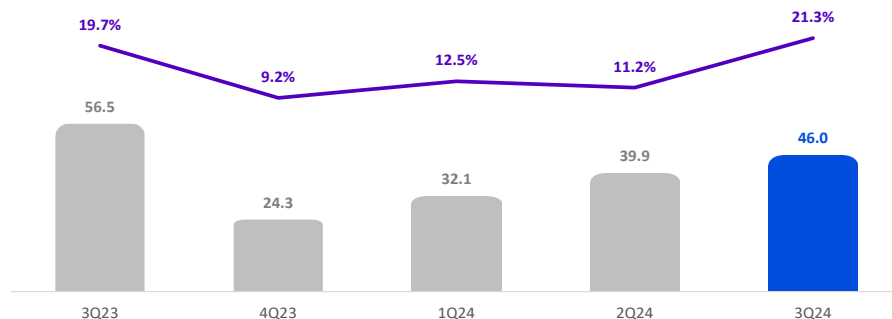
Brands and Products



Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



Home Electric Products

Segment consisting of small home appliances, Audio and Video products, and Health Care products, widely sold in large retail stores and pharmacy chains.

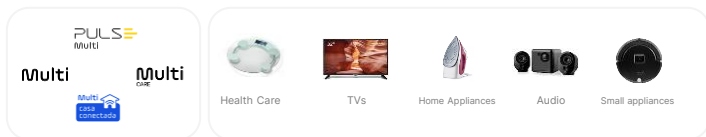
Manufacturing and distribution of Toshiba TVs

Manufacturing partnership for an international partner

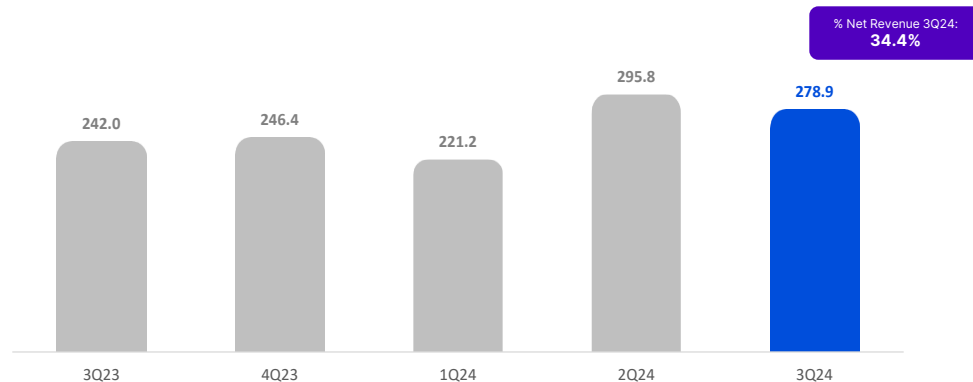
Expansion of the portfolio directed towards the government

Plastic injection for the manufacturing of Multi small appliances

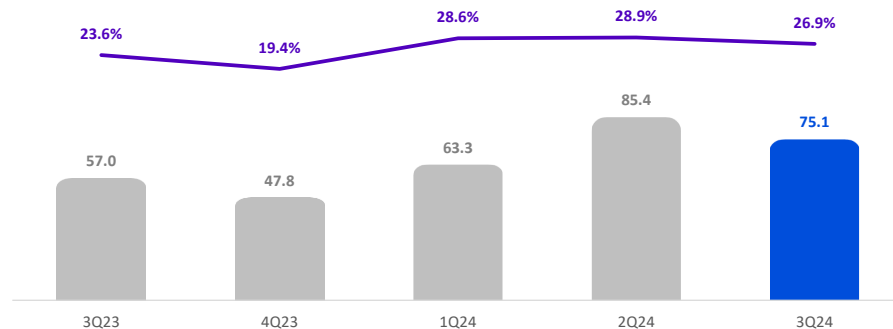
Brands and Products



Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



Kids & Sports

Segment consisting of light and heavy childcare products, gym equipment, toys, and pet products, typically sold in specialized retail with attractive margins.

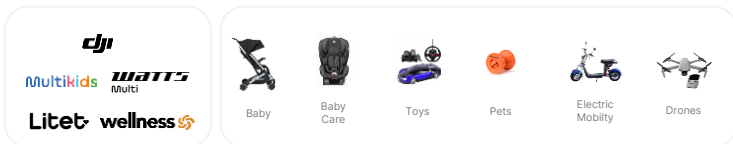
Portfolio optimization to maintain segment profitability

Combustion motorcycle production partnership for international partner Royal Enfield

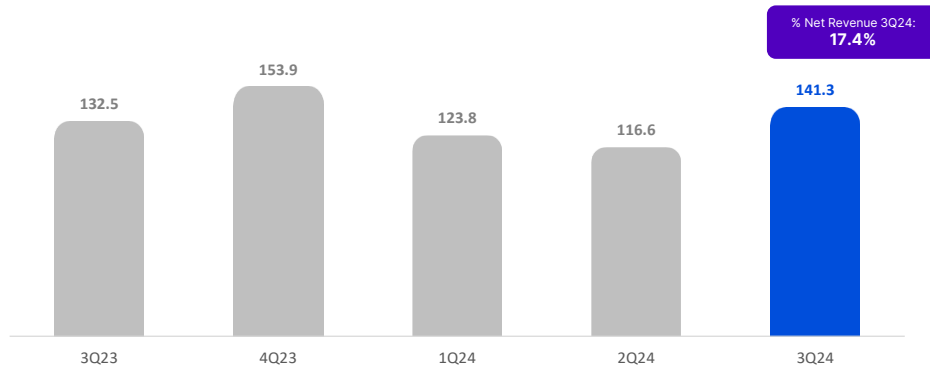
Consolidated operation of DJI in Brazil

Growth of the Wellness line with new partnerships

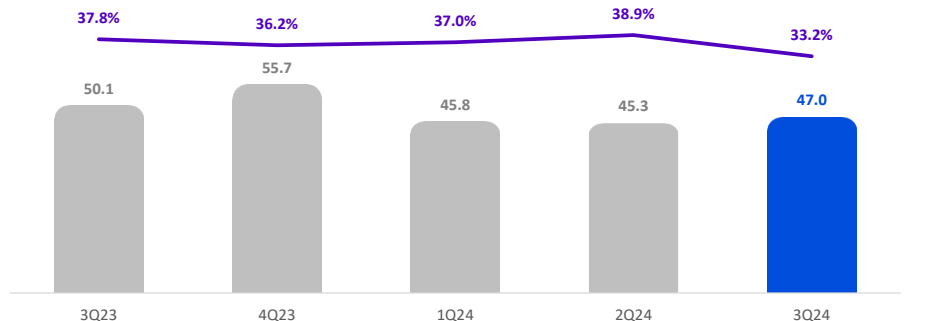
Brands and Products



Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



Mobile Devices

Segment consisting of portable electronic devices, primarily composed of telephony notebooks, and tablets, targeted at large retail chains and corporate clients.

Significant reduction in smartphone inventory in the LTM

Renewal of PC and tablet lines

Ongoing portfolio¹

Net revenue: **R\$140.9** million
Gross profit: **R\$28.8** million | **20.4%** margin

Smartphone manufacturing project for Oppo, initiated in 2024

Brands and Products

Multi
Multi
ULTRA



Desktop



Notebooks

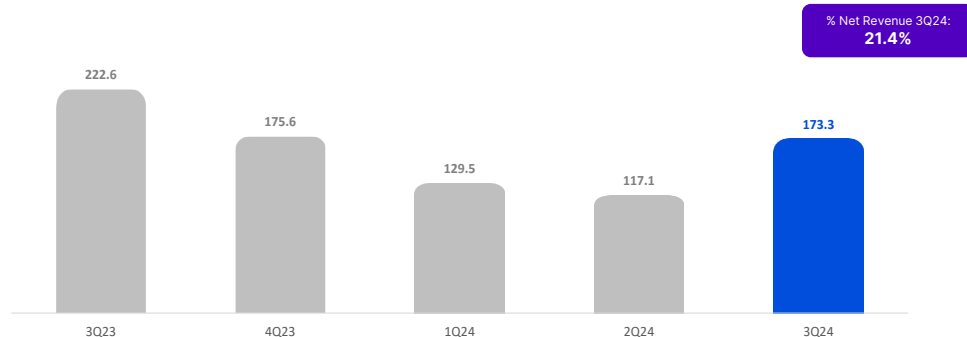


Telephony¹

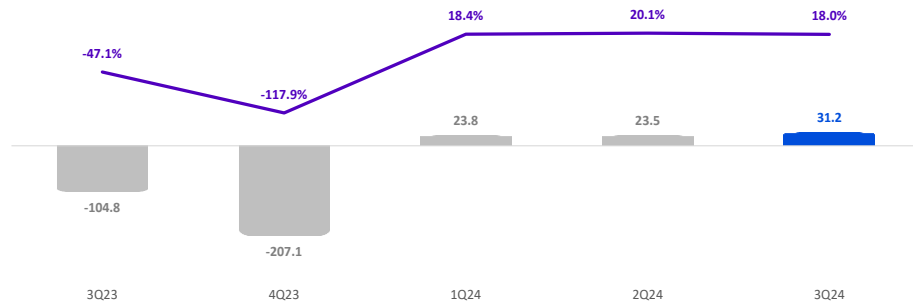


Tablets

Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



¹ Disregards discontinued products, such as Multi-brand smartphones and some obsolete tablet lines.
Note: Gross profit considering inventory adjustments and obsolescence provisions in the amount of R\$341.2 million throughout 2023.

Summary of Multi's tax benefits

Some of the tax programs that Multi benefits from have been in existence for almost 30 years, with no short-term maturity and with the possibility of extending their terms

Tax Benefit	Term	State / Federal	Description
ICMS Minas Gerais State	Began: 1991 Ends: Dec/2032	State	<ul style="list-style-type: none"> • Non-cumulative tax applied to the commercialization of merchandise and to the provision of state and municipal transportation services • Benefit for products manufactured in the Extrema production plant, such as memories, tablets, notebooks, and smartphones with no taxation of ICMS • For imported products such as mouse's, keyboards, toys, baby product line, home appliances, tax rate of 1.5% over sales is applied
Lei da Informática	Began: 1991 Ends: 2029 <i>Extendable for up to 5 years if provided for in the Budget Guidelines Law (LDO)</i>	Federal	<ul style="list-style-type: none"> • Financial tax credit on IPI (Tax on Industrialized Products) on the end product • The end date for PPB has been renewed in 2001, 2004 and 2014
Programa de Apoio ao Desenvolvimento Tecnológico da Indústria de Semicondutores (PADIS)	Began: 2007 Ends: 2029 <i>Extendable for up to 5 years if provided for in the Budget Guidelines Law (LDO)</i>	Federal	<p>Set of federal fiscal incentives that were established in order to attract investments in the area of semiconductors and displays. The fiscal incentive is comprised of:</p> <ul style="list-style-type: none"> • Financial tax credit on II, IPI, PIS-COFINS and PIS-COFINS-Importação for machinery, equipment, products and software related to the production of semiconductors and displays • Reduction of 75% on corporate income tax (IRPJ)
Manaus Free Trade Zone	Ends: 2074	State	<p>The benefits generally refer to exemptions, reductions in the calculation basis and deferral (extension of the term) of payment of ICMS levied both on the acquisition of inputs and on the output of finished products.</p> <ul style="list-style-type: none"> • ICMS stimulus credit: this credit reduces the amount of tax payable which, depending on the good, can vary from 55% to 100%, with this incentive being given per product • Deferral of the tax, which can occur both in cases of import of raw material and secondary material, as in the exit of intermediate goods for use with input from another incentivized industry, within the State of Amazonas • Exemption from the tax levied on the acquisition of machinery and equipment for direct use in the production process • Reduction of the ICMS tax base on imports of raw and secondary material from abroad, which can vary from 55% to 64.5%.

Industry dynamics are based on current programs that bring benefits to end consumers as companies pass them on; there are no incentives for governments to change these conditions.



**Technology that
improves your life.**