

# 1Q22 RESULTS

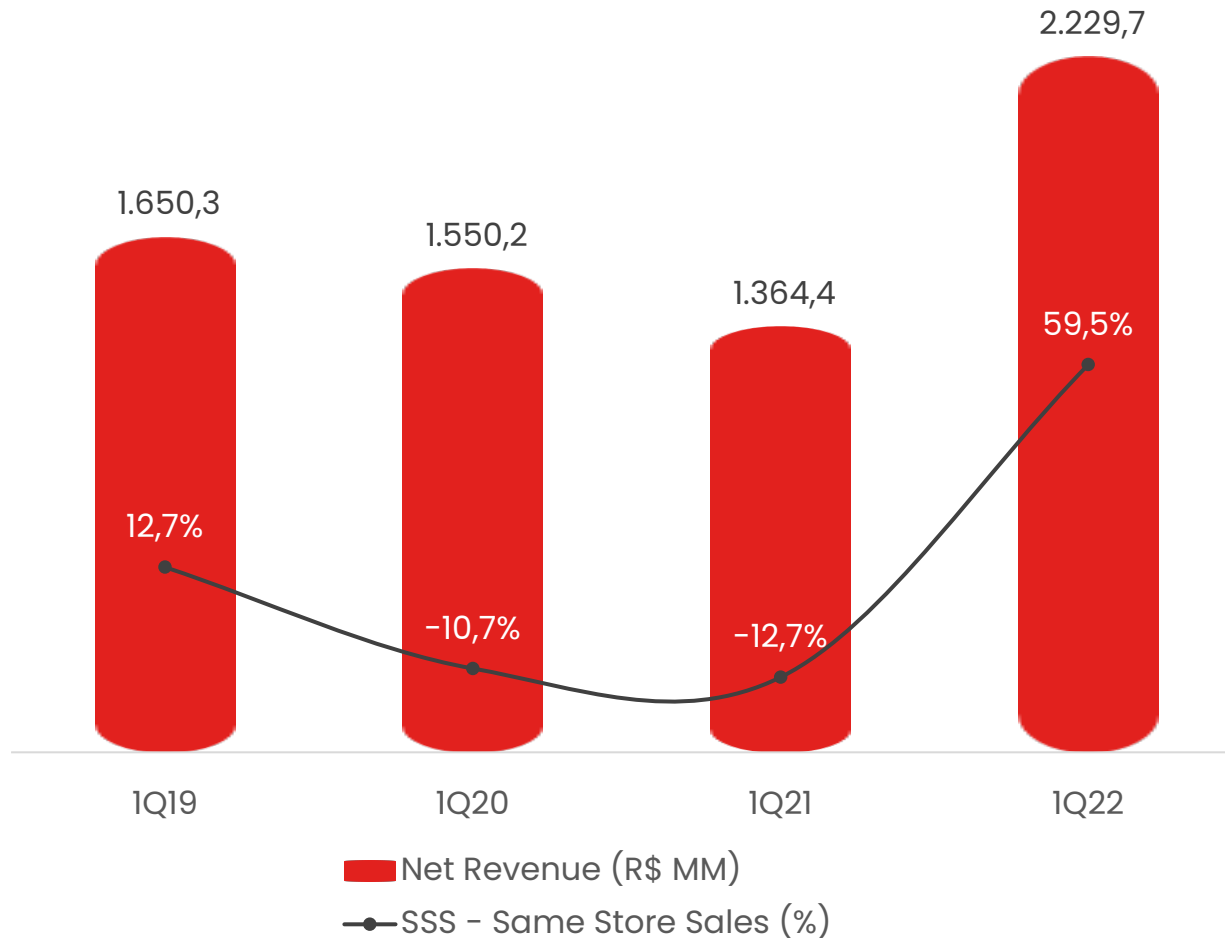
LOJAS RENNER S.A.



CMICAD0 youcom realize repassa



# Growing **Net Revenue from Retailing Operation** accelerating in April

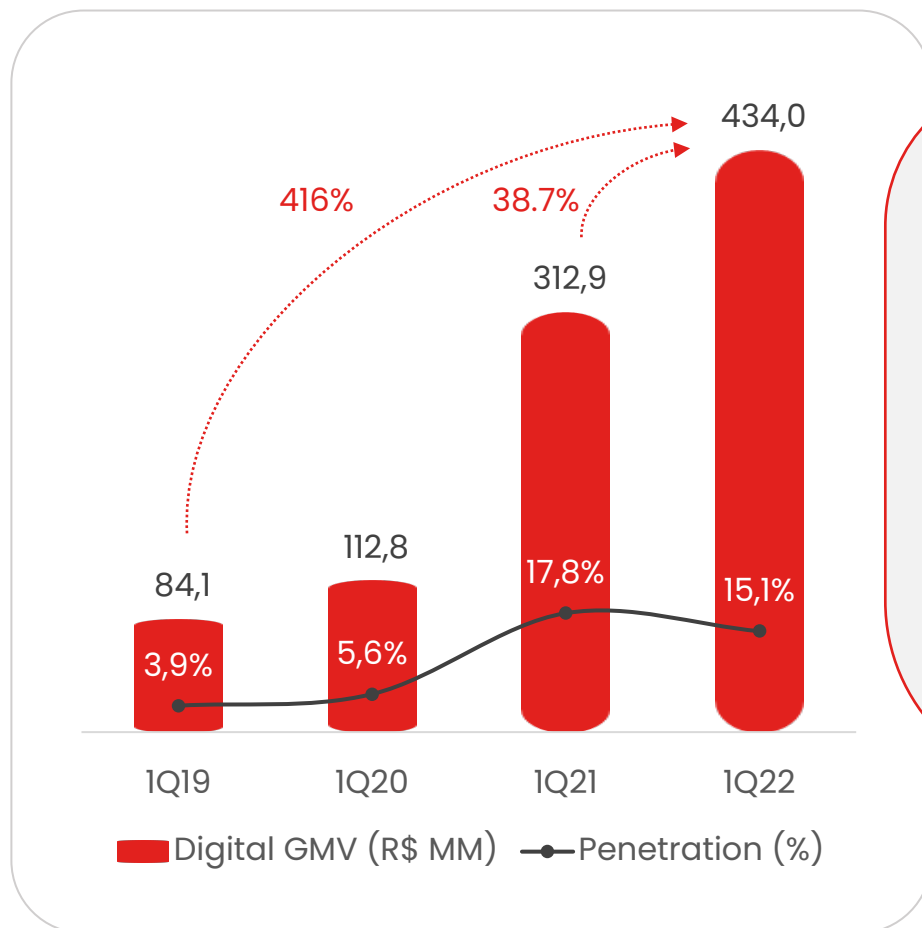


**+63.4%**  
versus 1Q21

**+35.1%**  
versus 1Q19

- **Consistent gain in share**
- Lower flow vs 2019, but gradually increasing
- Higher average ticket, with increasing in transactions
- Good acceptance of the collection

# Digital GMV with consistent growth, despite the robust offline performance



- Renner is Top of Mind in fashion

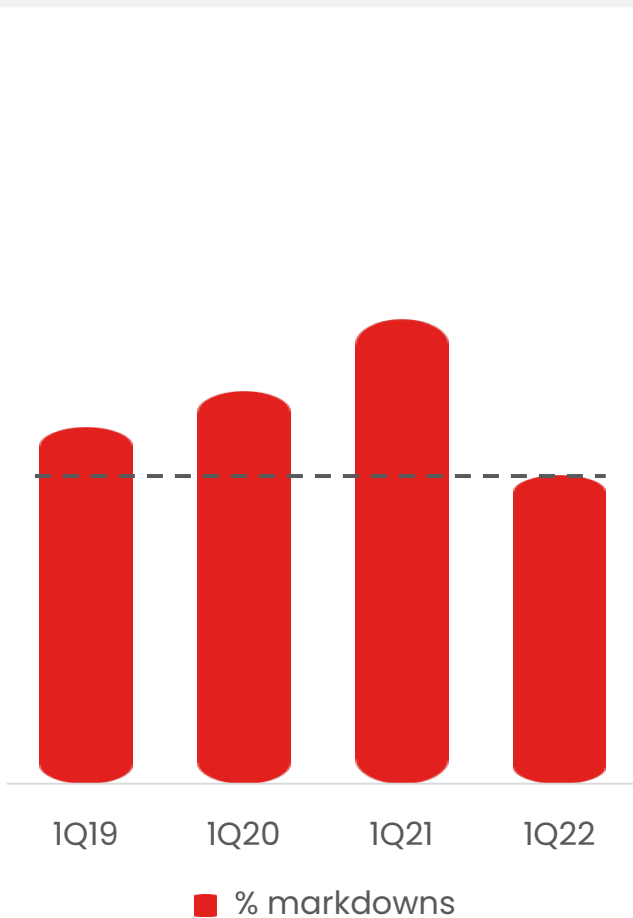
- Leader in online visits\*

- Leader in MAU\*

\*among domestic fashion players



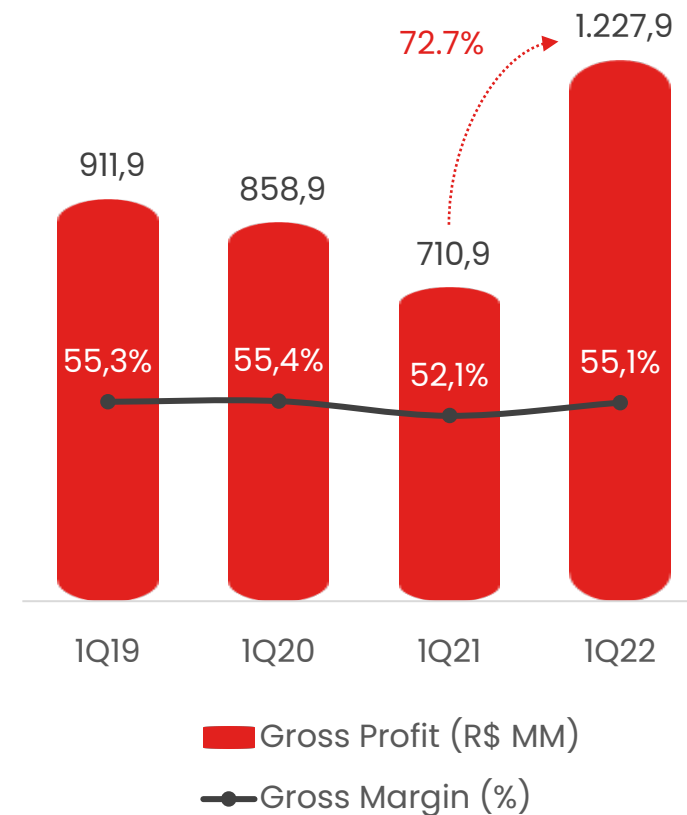
# Lowest markdowns in recent years, with **Gross Margin** at pre-pandemic levels



**+3.0p.p.**  
In Margin  
versus 1Q21

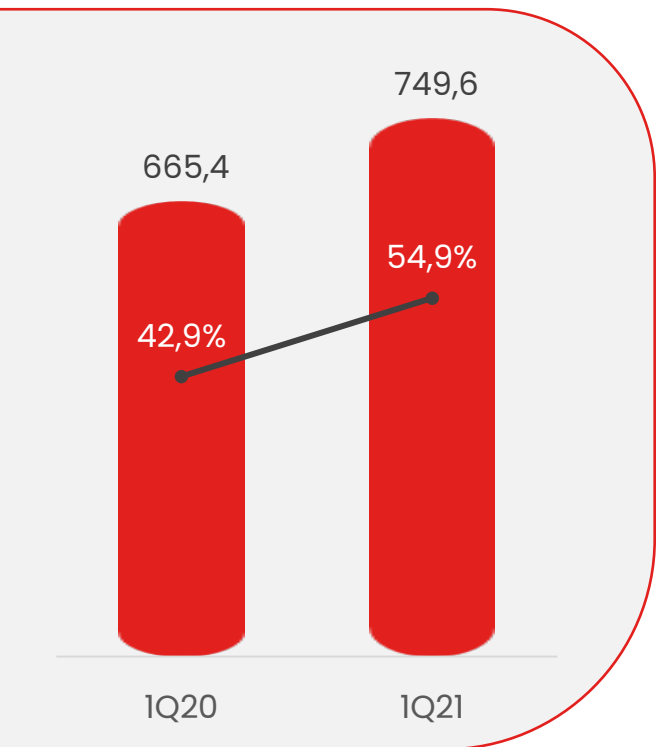
**-0.2p.p.**  
In Margin  
versus 1Q19

- Good value equation
- Collection assertiveness
- Good inventory composition
- Partial pass-through of the effects of inflation
- Inventory integration
- Use of data and AI



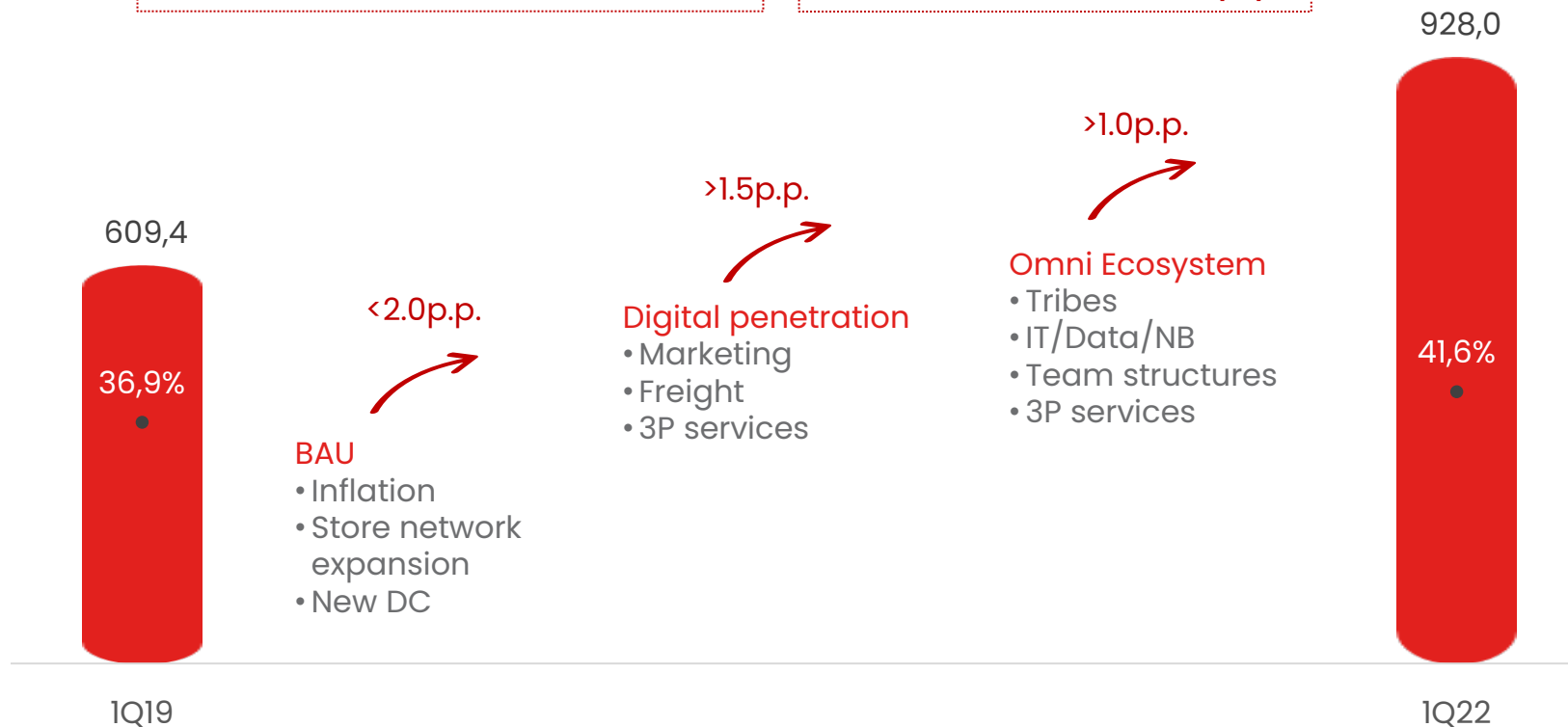
# SG&A Operating Expenses: conjunctural effects and greater online penetration, as well as relevant investments for ecosystem initiatives...

SG&A Post IFRS 16  
% of Retail Revenue



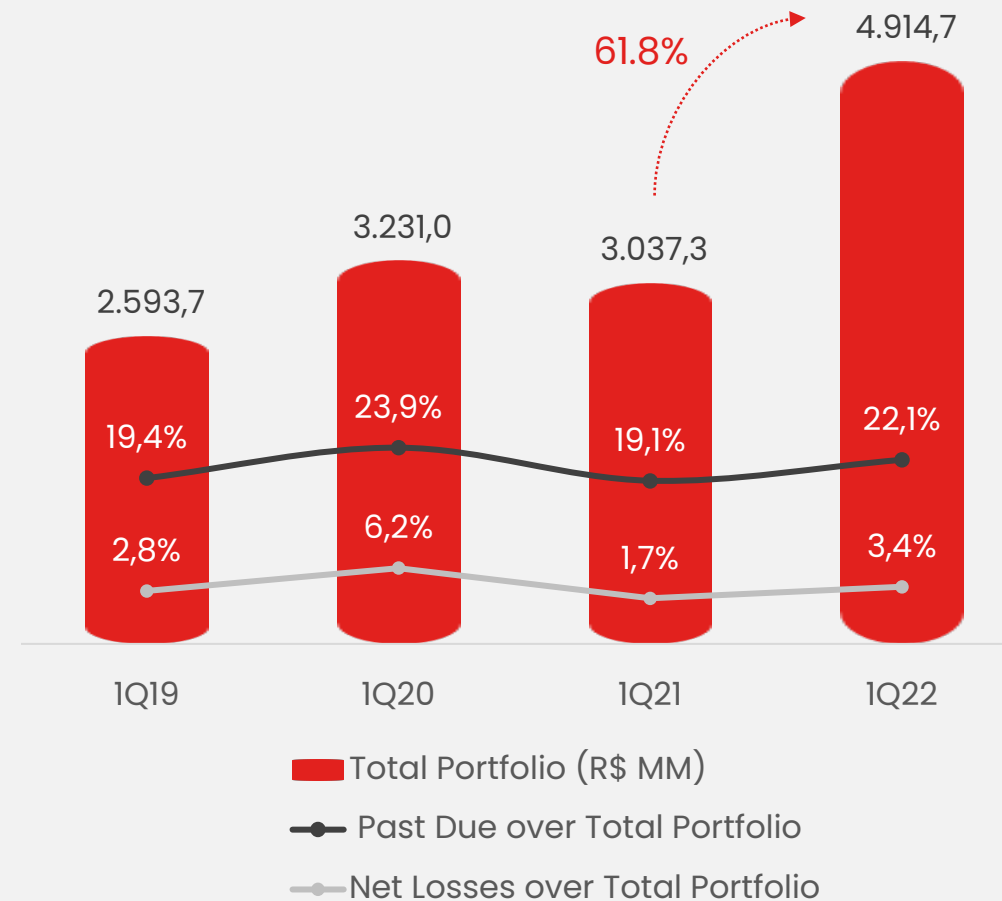
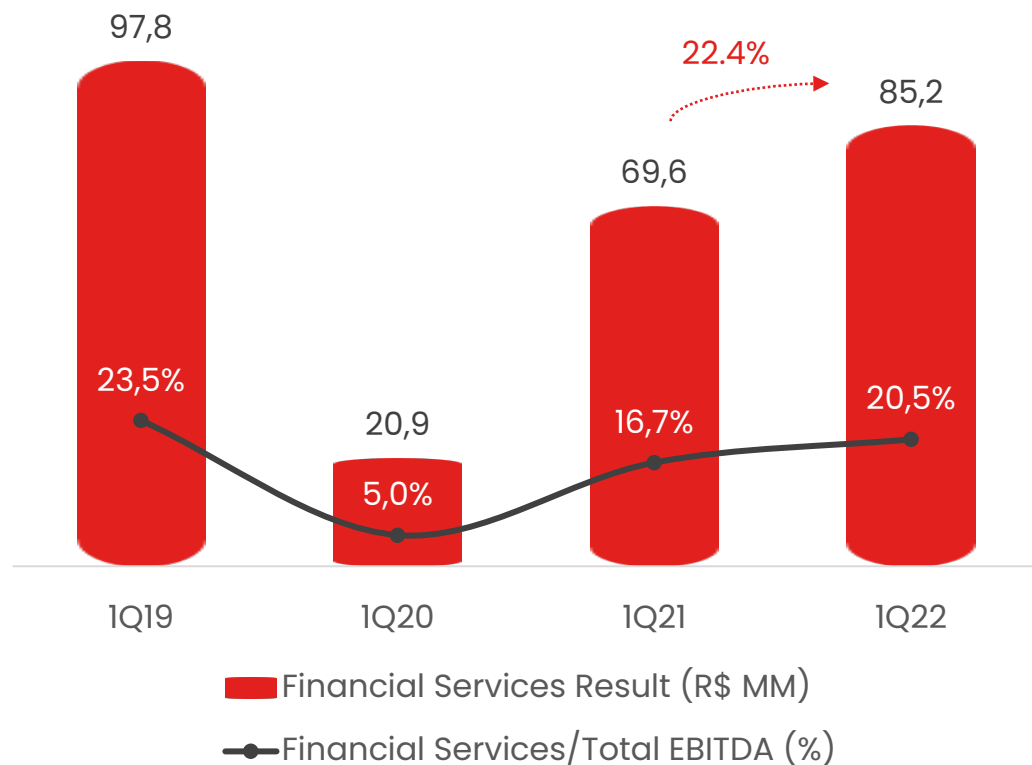
Retail Revenue Growth +35%

SG&A +52% -> +4.7 p.p.



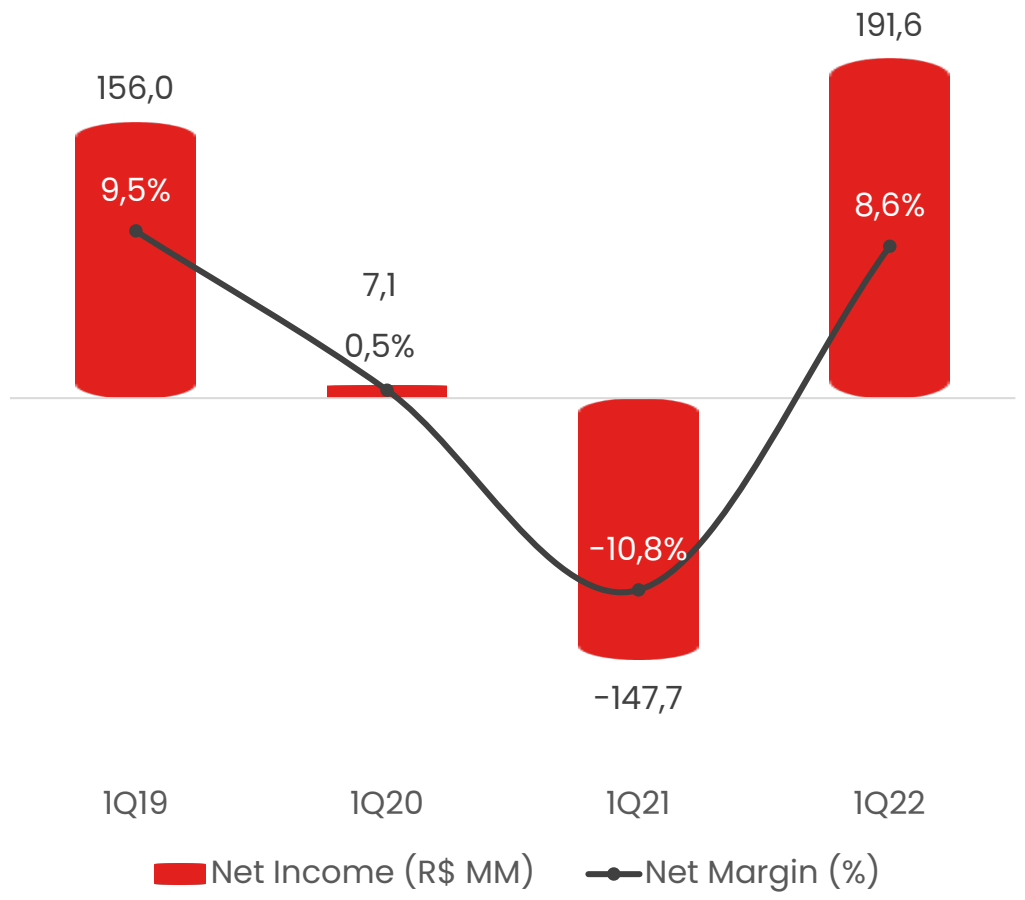
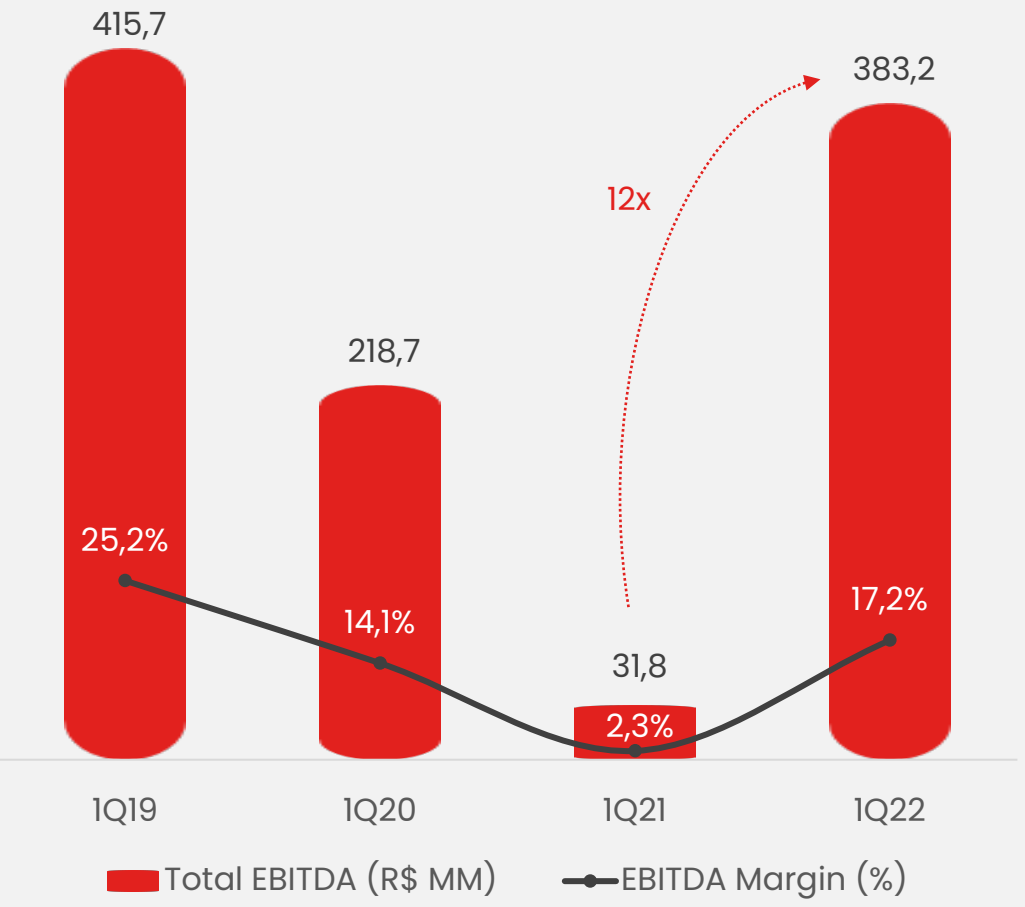
...with sequential improvement in the quarters of the year, due to greater **scale** and **efficiency gains**

# Continuous growth in the portfolio and delinquency in line with historical levels

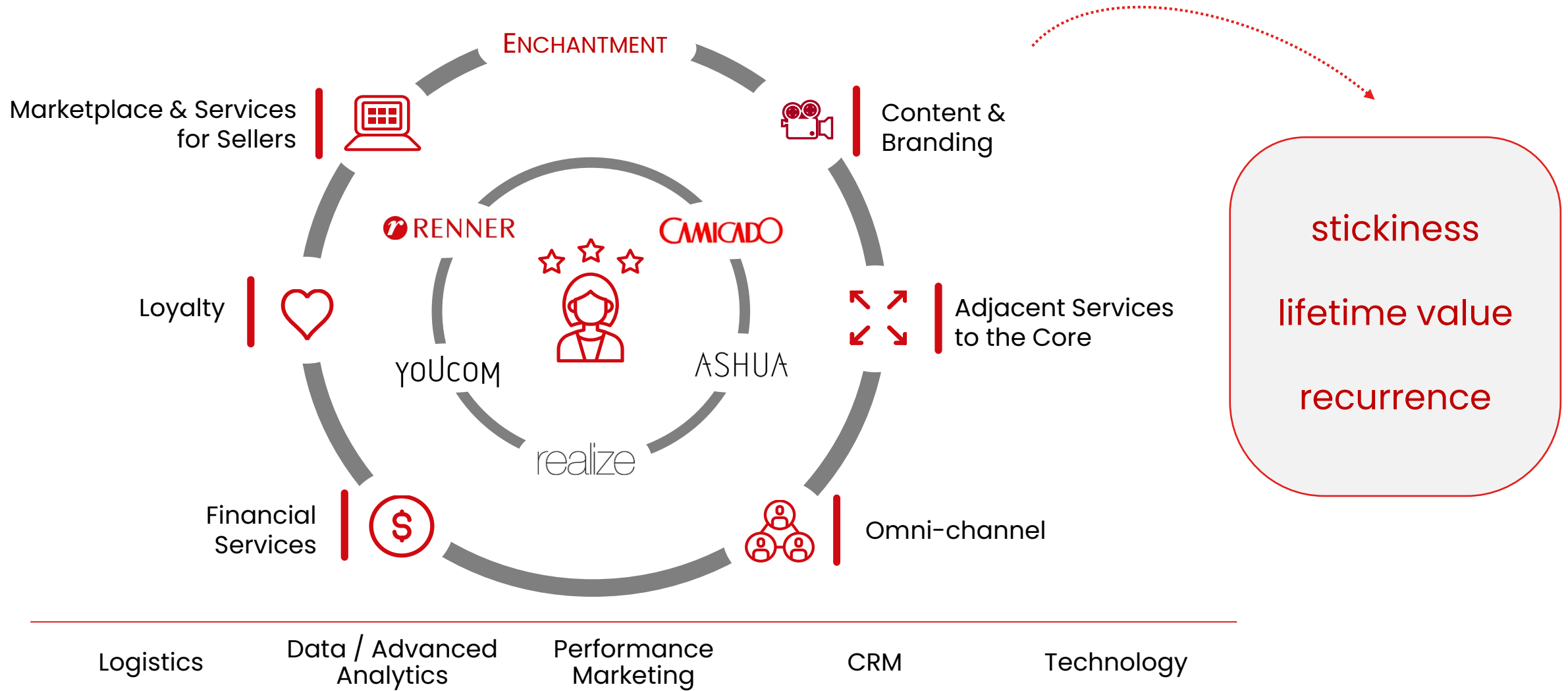


↑ Revenues +71.5%  
 versus 1Q21

Total Adjusted EBITDA **12x higher** than 1Q21 and Net Income **surpassing pre-pandemic levels**



To ensure an increasingly complete and enchanting journey for our customers, we continue to develop our fashion and Lifestyle ecosystem





## Omni-channel

Significant improvement in **level of service**, with greater **efficiency**



**Reduction of 6.2 p.p.** in freight expenses and CAC on digital revenue



**New digital channels** represented ~22% of online GMV



**Uello Acquisition:** more efficiency, velocity and quality



**Checkout:** expansion of self-checkouts and improvements in **Pague Digital**



Start of the Camicado's first operations to the new **omni DC**



**Inauguration** of 2 stores in 1Q22





## CRM & Loyalty

Active customer base significantly **increasing**, with greater retention

- 18.3 MM active customers, an increase of 31.3%
- Increase of 10p.p. in **retention**
- 85% of revenue identified, +4p.p.
- Customers who buy from more than one brand, **spend 6 to 7 times more**



## Content & Branding

Acceleration in **content production**

- **500 influencers** activations
- 11 Lives
- **Marathon** of 25 transmissions on Instagram in March
- Increase of 85% in traffic generated through the digital campaigns
- Increase of 20% in engagement volume of posts on Instagram



## Marketplace & Services for Sellers

**Marketplace Renner:** 37% sequential increase in assortment (vs 4Q21), with complementary of categories and products

- Currently, **240 sellers at Renner** and **245 at Camicado**
- Curation of sellers
- **Camicado is the most representative seller** on Marketplace Renner and Youcom is top 5
- **Camicado and Renner's Marketplace** represent 7.2% of digital sales
- Cross-selling benefits and price range complementarity



## Financial Solutions



Greater occupancy of the ecosystem, with a 27% expansion in the active customer base

### Realize



64% increase in TPV



Co-branded issuance at 100% Camicado's stores



Churn reduction by 53%



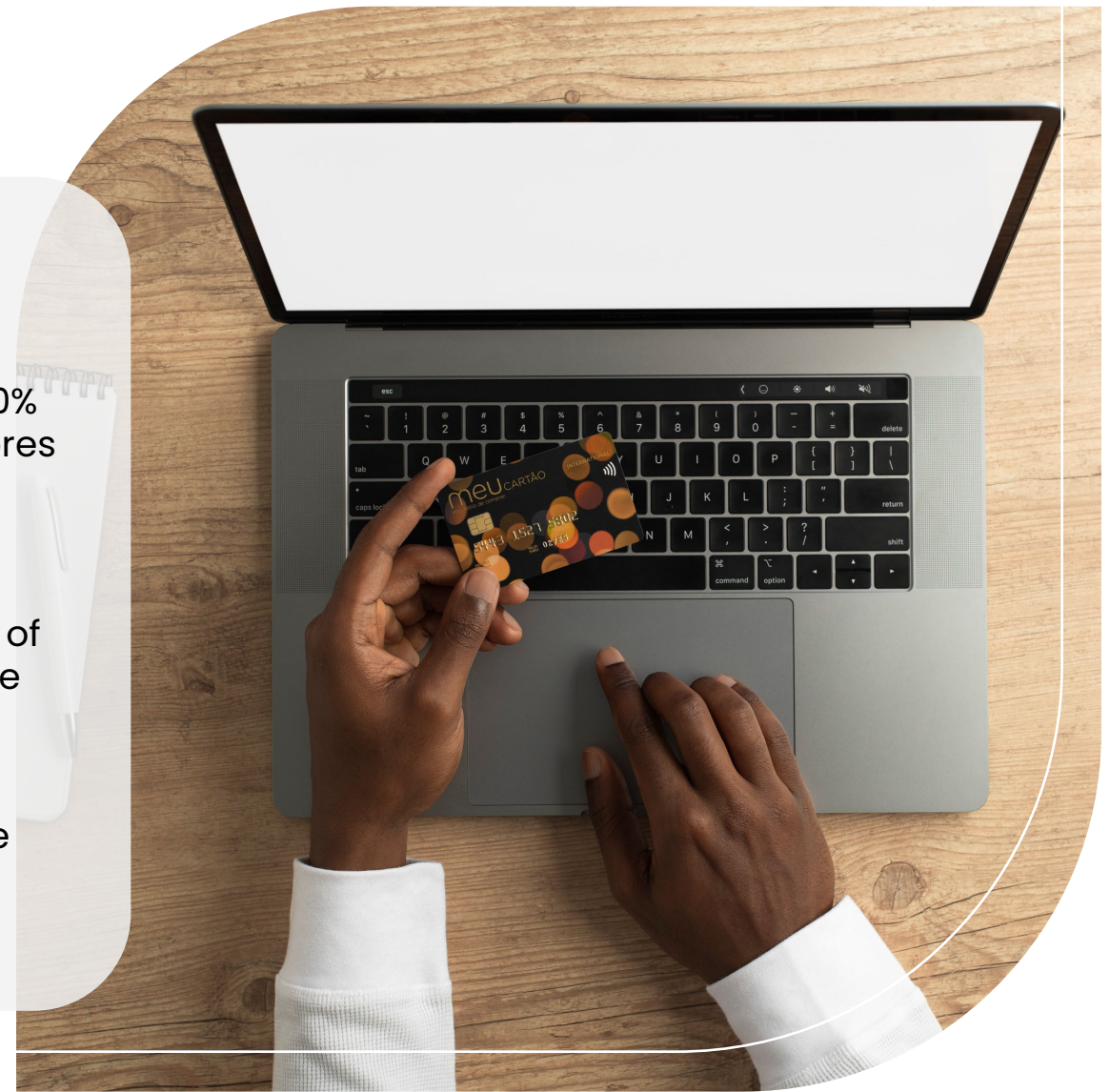
Co-Branded represents 56% of the active base



90% of the customers digitalized



Expansion of the digital account





## Technology and Data

Advances in IT and data, important enablers for the ecosystem



### OMNI SMART ASSORTMENT

- Application of AI to define assortment for ecommerce
- Improvement in the level of service to customers



### SALES FORECASTING

- Stabilization of short-term forecast models
- Changing trends in products and stores to a better performance



### SUPPLY

- Category coverage at Renner, representing 43% of sales
- Supply with AI:
  - 11% on Youcom
  - 10% on Camicado



### PURCHASING

- Purchasing of products at SKU level
- Receipt of more suitable grids for stores



### PRICE AND PROMOTION

- Expansion of Renner's markdown engine
- Evolution in Camicado's pricing engine

## Environmental, Social and Governance



Esta loja  
representa  
nosso  
compromisso  
com a  
sustentabilidade

#SomosRe

- ✓ Materiais responsáveis
- ✓ Uso racional de água e energia
- ✓ Mais cuidado com as pessoas e o planeta



Escaneie  
e saiba mais

Re  
MODA RESPONSÁVEL



The 2<sup>nd</sup> circular store  
was rolled out in Rio  
de Janeiro

S&P Global Sustainability  
Yearbook: evolution to  
gold rating

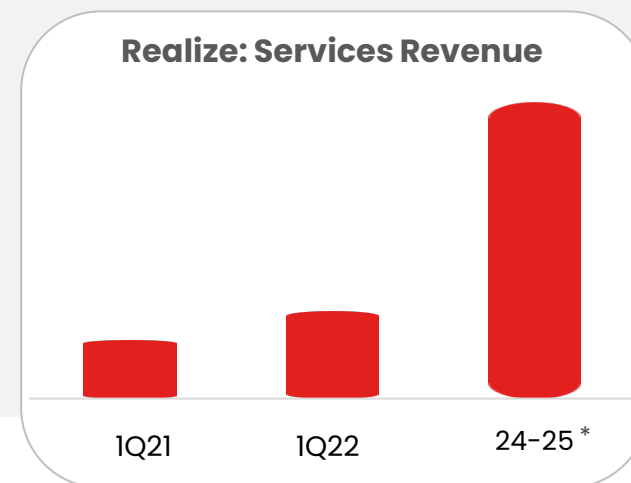
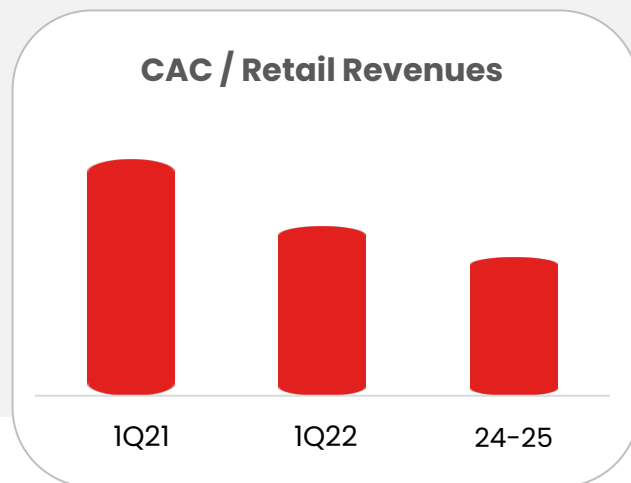
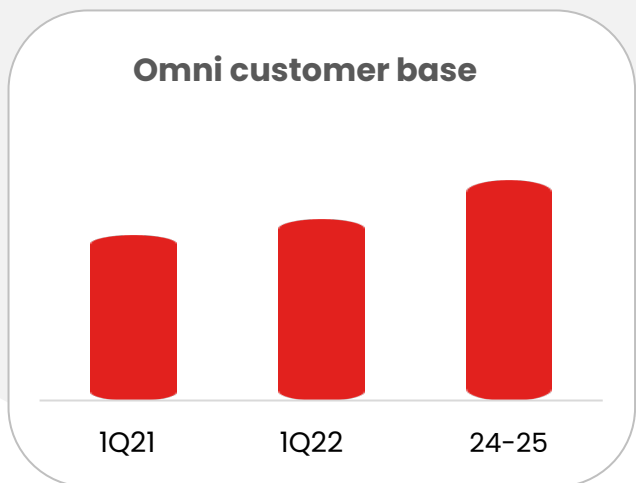
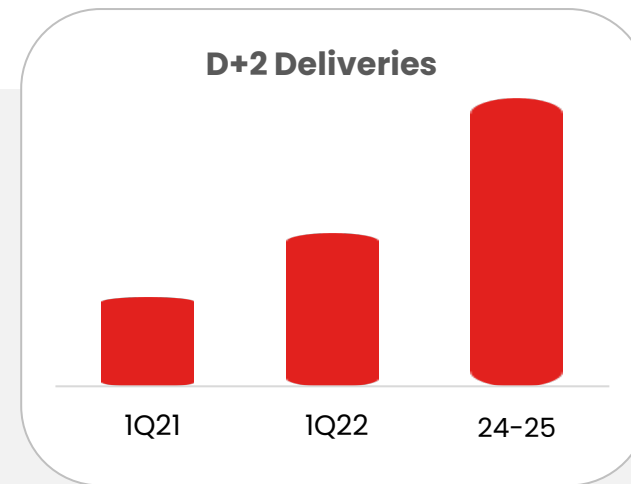
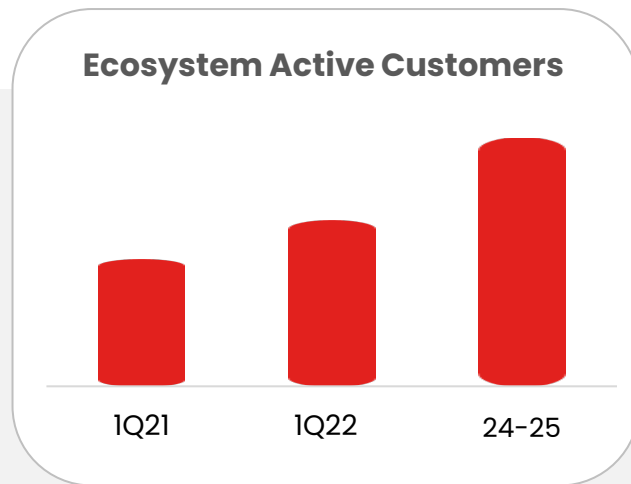
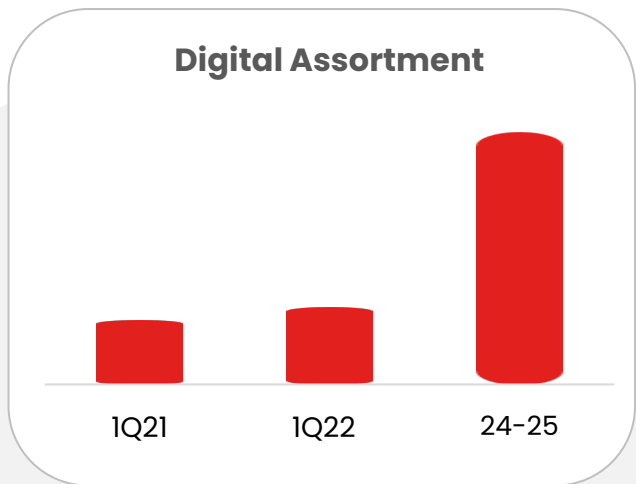
The Company signed UNO  
Women's Letter of  
Commitment for the  
Economic Empowerment  
of Refugees and Migrants

The Company was  
recognized by the CDP  
(Carbon Disclosure  
Project) as a supplier  
engagement leader

AGM 2022

Buyback Program

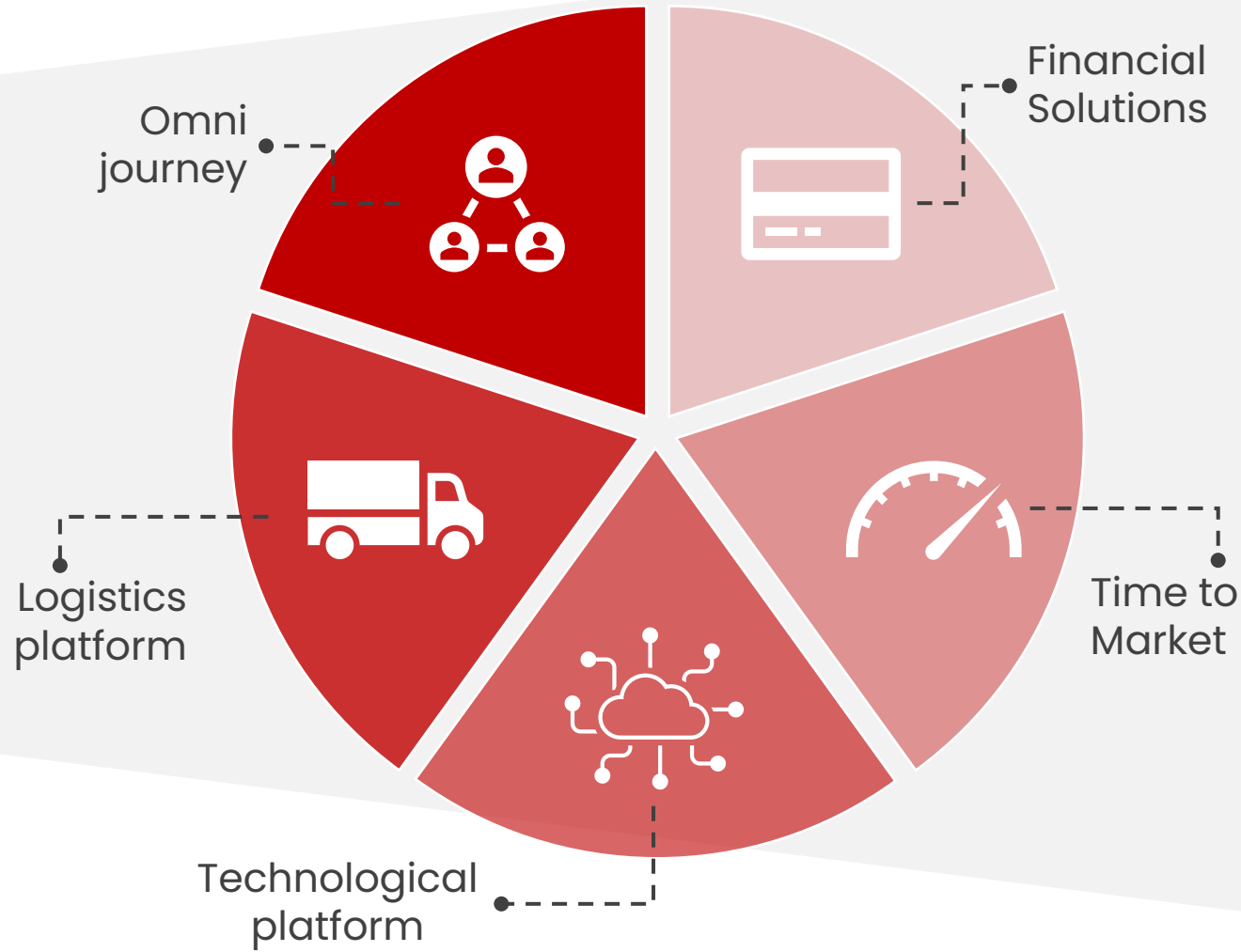
We have already taken great strides on the **Ecosystem** development, but there is still a lot more to come...



\*Refers to estimates of services revenue of 1st quarter of 2024/2025

And so, we move into the second quarter of the year. April's sales have beaten our initial forecasts and we are well prepared and stocked for the Mothers' Day event

**PRIORITIES 2022**



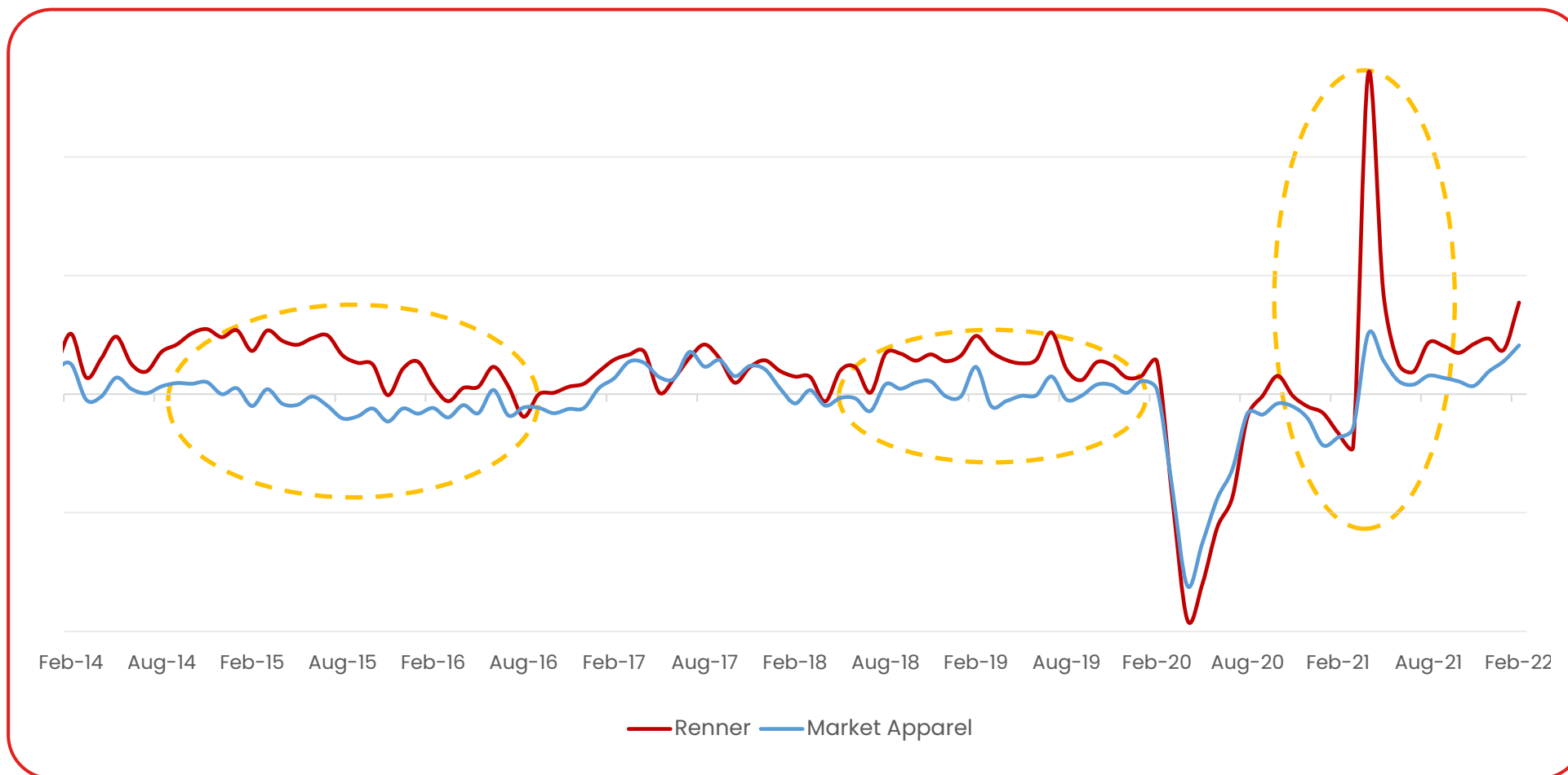
**FOCUS**

**PRODUCTIVITY**

**EFFICIENCY**



We believe that **brands with meaning** and a **clear value proposition** generate competitive differentials and create conditions for **gains in market share**, mainly in a more difficult macro scenario as well as one of consolidation such as we are experiencing



...and every quarter this becomes more evident, with new records for enchantment!

Expansion of addressable market

Significant potential increase in the customer base

Strengthening of the culture of enchantment

Increase in life time value

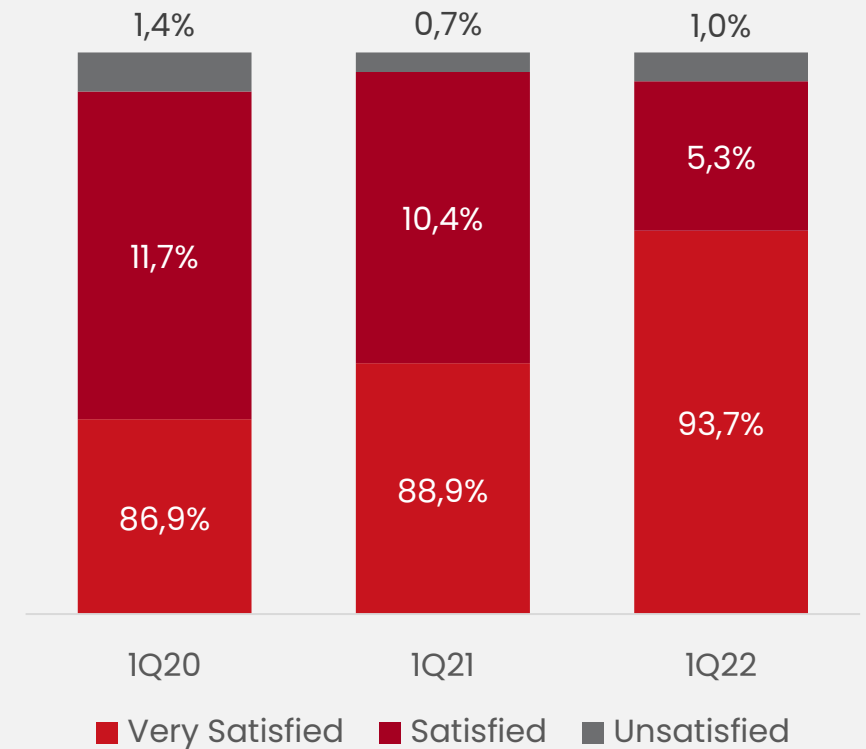
Ecosystem leader in fashion and Lifestyle retailing

Creation of a single platform of brands, partners and sellers

To be a benchmark in attraction and retention of fashion talents, retailing, technology, data, fulfillment and innovation



Enchantmeter





# Questions and Answers

For live questions via **audio**, raise your hand to join the line. On being announced, a request to **activate your microphone** will appear on the screen, upon which you should activate your microphone to ask the questions. Please note that all questions should be made at one time.



Raise Hand

Or if you prefer, **write** your question directly in the Q&A icon which can be found in the lower part of the screen



Q&A

## Legal Notice

*The forward-looking statements contained in this document relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of Lojas Renner S.A. and are merely projections and, as such, are based exclusively on the expectations of the Company's management concerning the future of the business. Such forward-looking statements depend substantially on changes in market conditions, the performance of the Brazilian economy, the sector and the international markets and are therefore subject to change without prior notice.*

*All variations presented herein are calculated on the basis of numbers in thousands of Reais as well as those numbers which have been rounded.*