



LOJAS RENNER S.A.

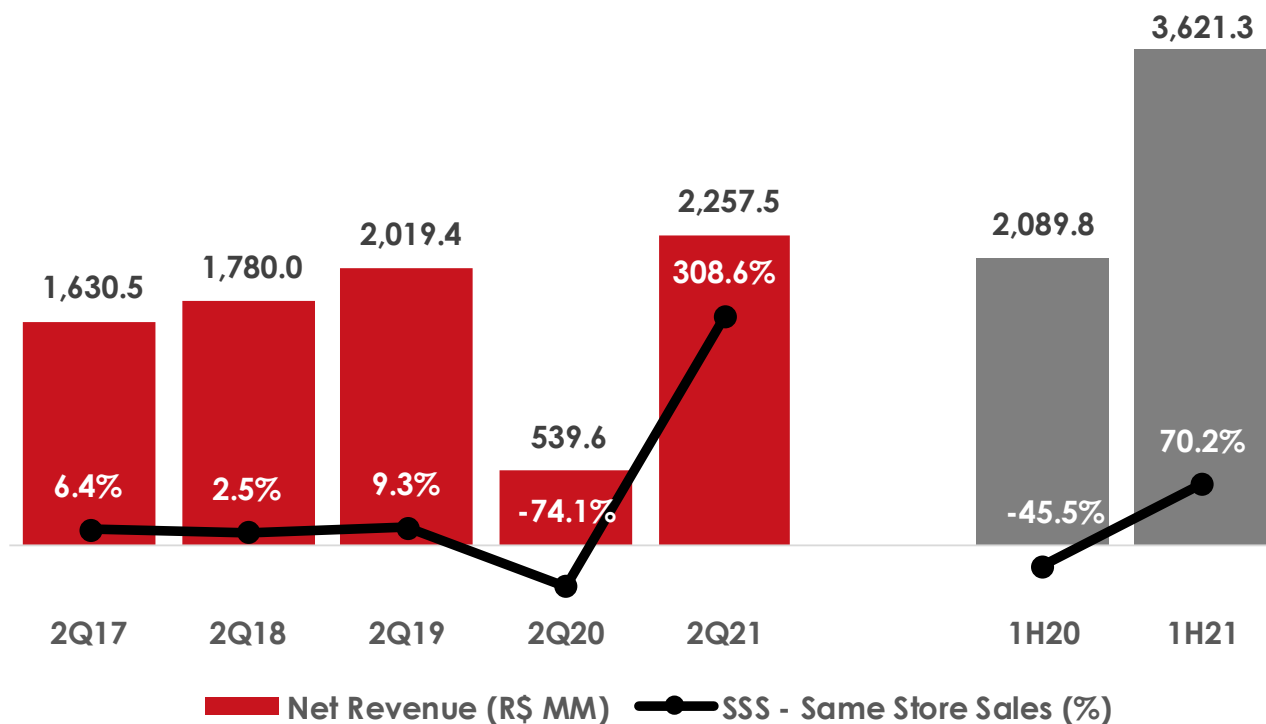


CAMICADO youcom realize

2Q21 RESULTS
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2Q21 RESULTS

Relevant increase in **net revenue from merchandise sales** versus **2Q20** and **2Q19**, with a record Mothers' Day and an average growth of more than 20% from May to July versus 2019

Net Revenue from Merchandise Sales and Same Store Sales



318.3%
of growth vs 2Q20

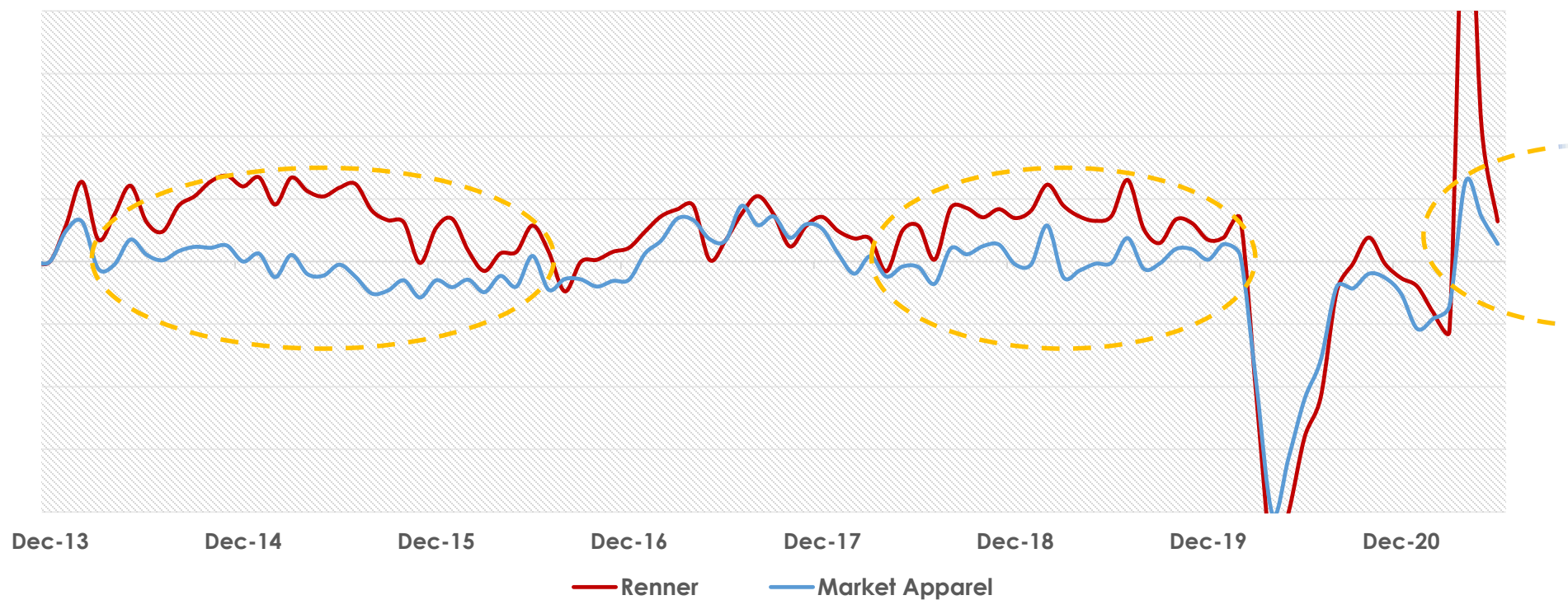
11.8%
of growth vs 2Q19

73.3%
growth in the year
vs 1S20

8.5%
of compound growth
(CAGR) between the
periods of 2Q17 and
2Q21

- Reopening of stores at the end of April
- Higher Conversion
- More items per shopping bag
- Great acceptance of the collection
- Appropriate assortment
- Precise execution of store operations

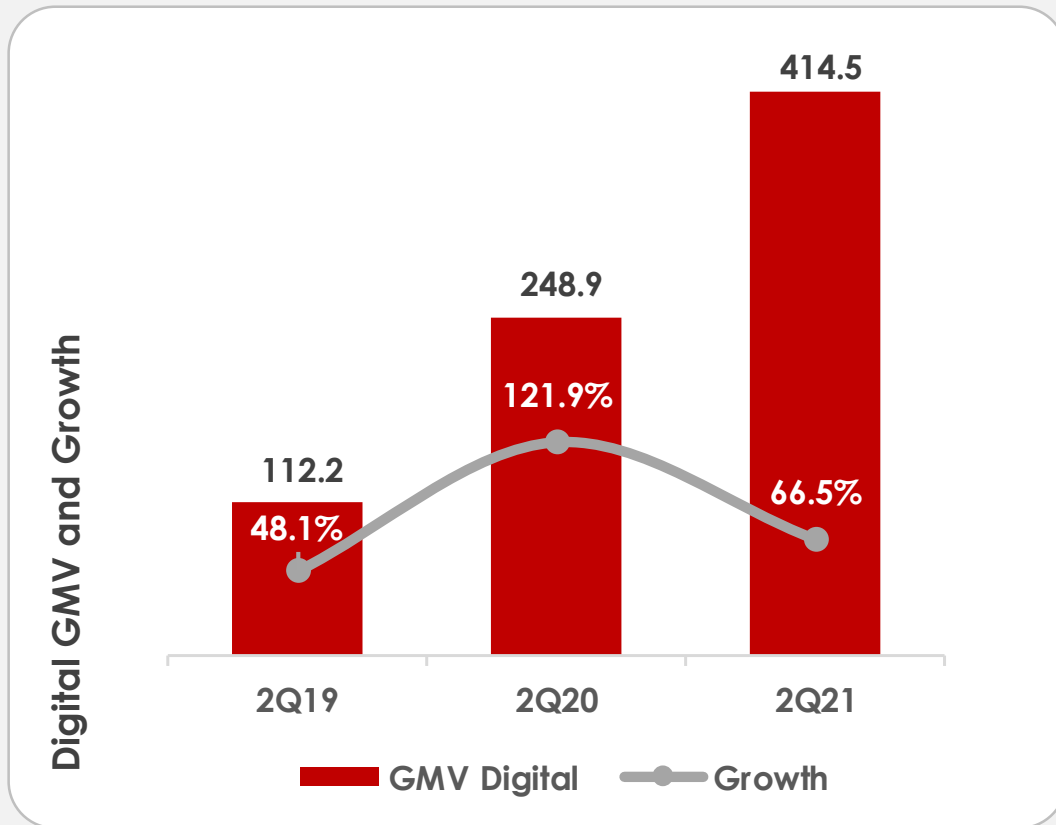
... with consistent **gain in market share** in the period.



Source: IBGE – PMC Reports

NOTE: The peaks of May and June were softened, keeping the proportion, for better visualization of the chart's scale

Digital GMV has continued at an accelerated rate with an increase of **66.5%** compared with 2Q20, and growth in every month



+ actions

- + advances in UX
- + integration of inventory
- + investments
- + sales channels

+ results

14.1%
participation of digital
sales on **total GMV**

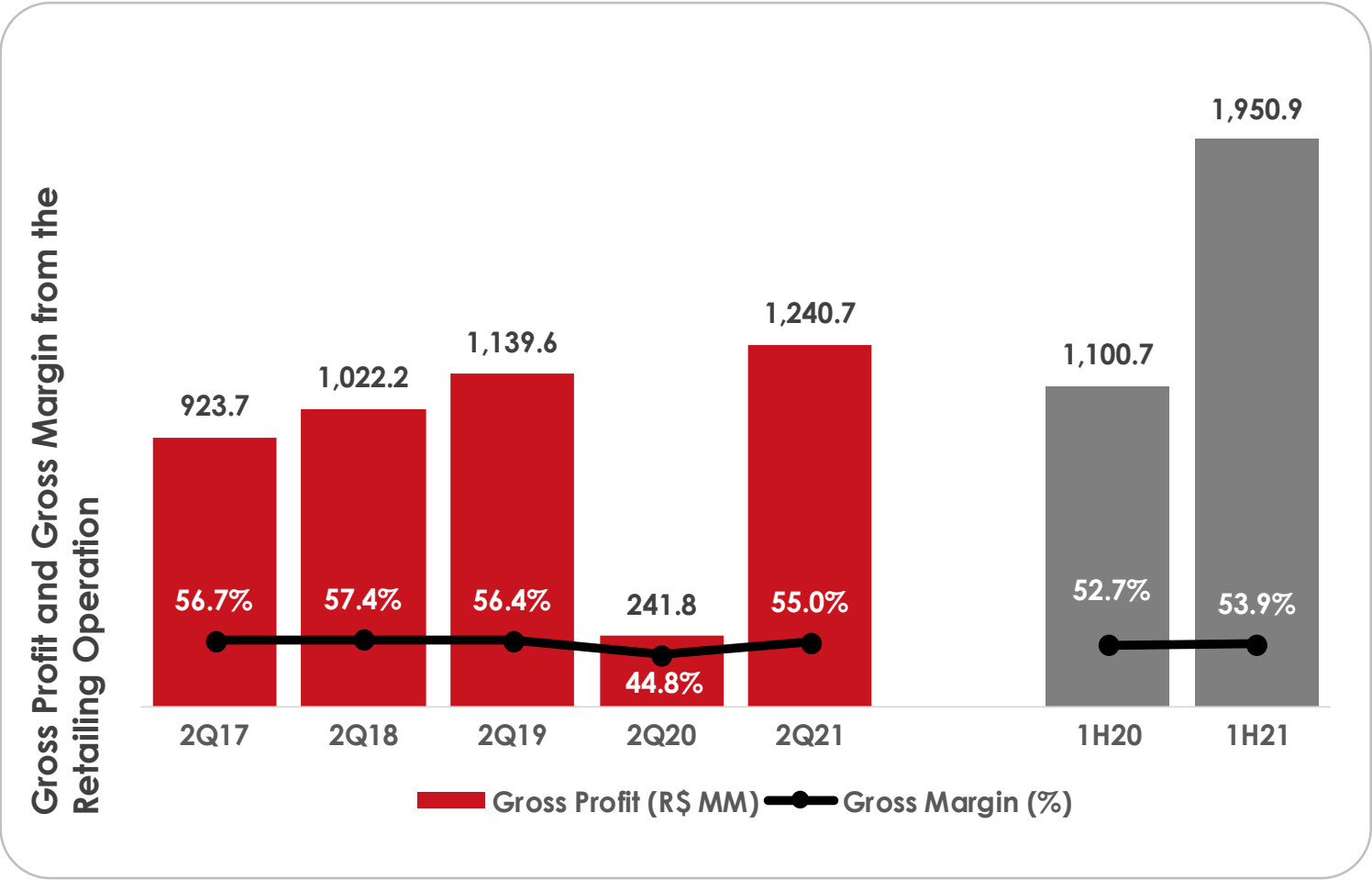
863k
new customers in the
quarter

+17%
user traffic on digital
channels

60%
app participation on
digital sales

3MM
customers on the
active base in the
quarter

Healthy levels of markdowns, with gross margin **performance higher than expected** for the period



413.1%

of growth vs 2Q20

8.9%

of growth vs 2Q19

10.2p.p.

of growth in margin vs
2Q20

-1.4p.p.

of reduction in margin
vs 2Q19

77.2%

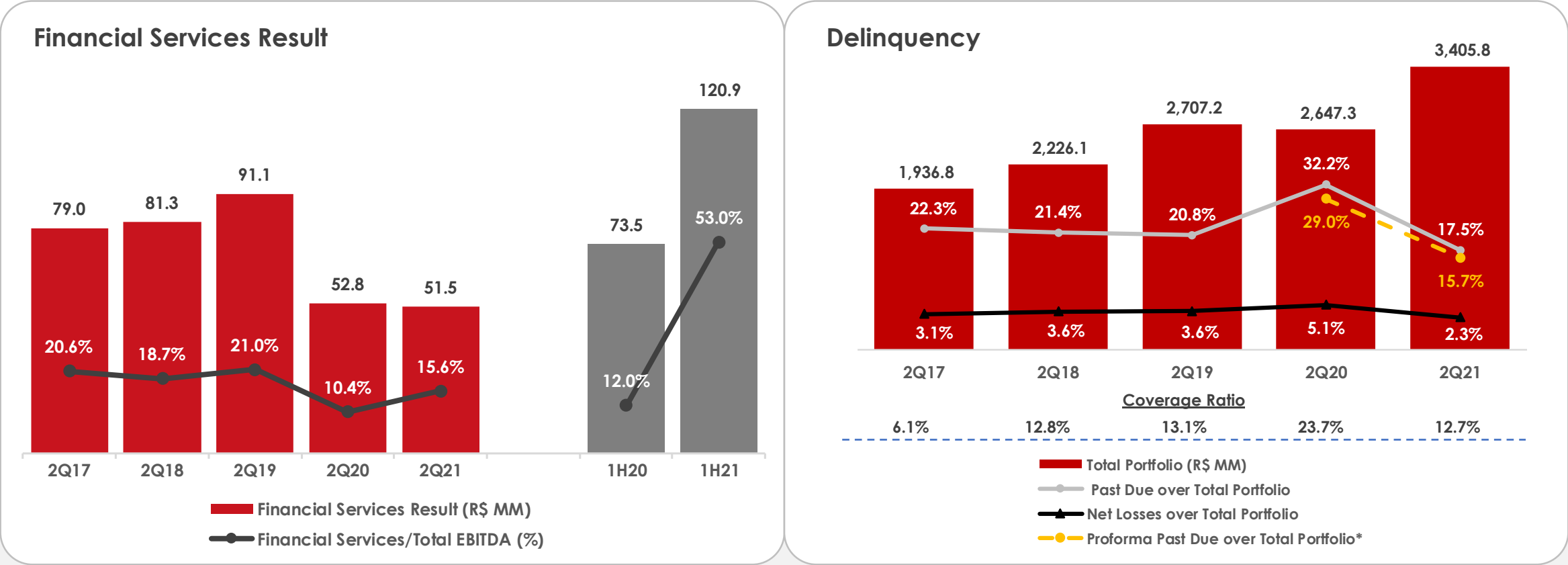
growth in the year vs
1H20

7.7%

of compound growth
(CAGR) between the
periods of 2Q17 and
2Q21

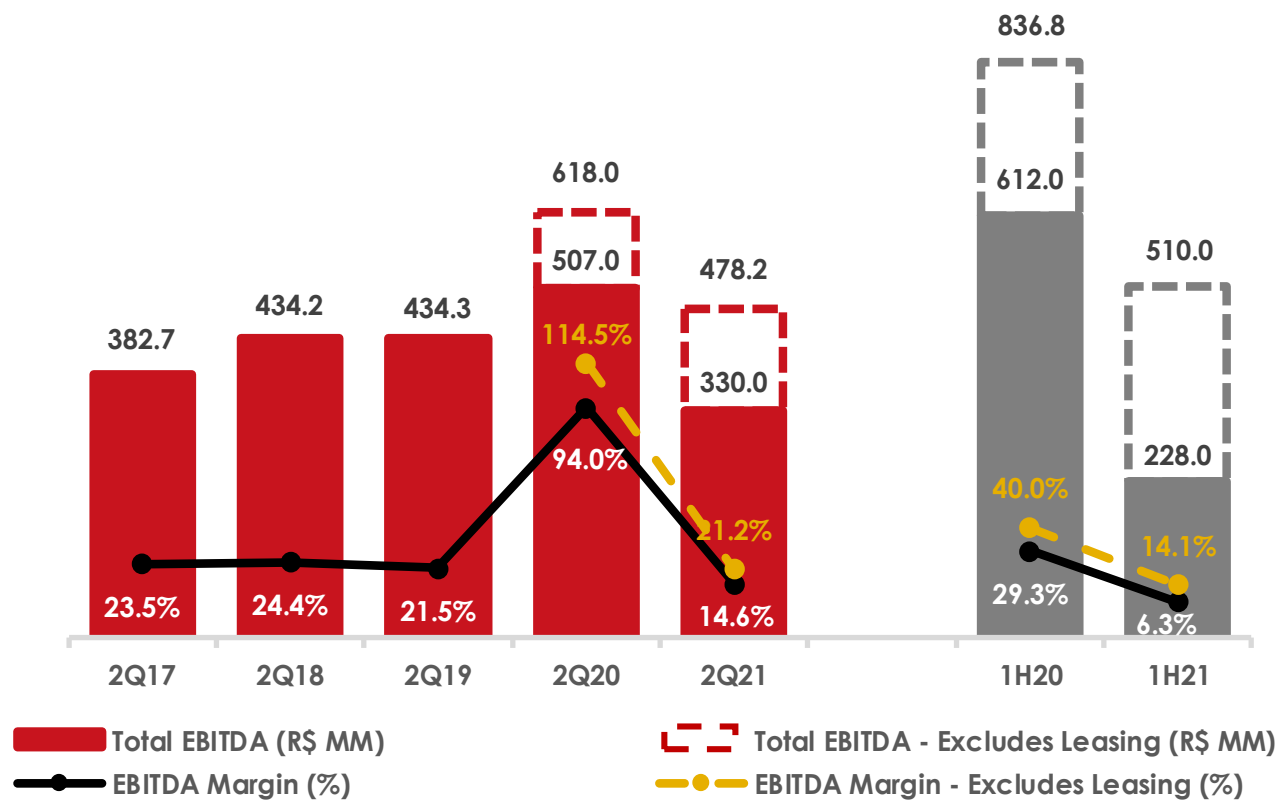
- Well-composed and balanced inventory
- Inflation and exchange rate are still pressure margins

Lowest delinquency levels reached for a second quarter, reflecting consistency in credit quality



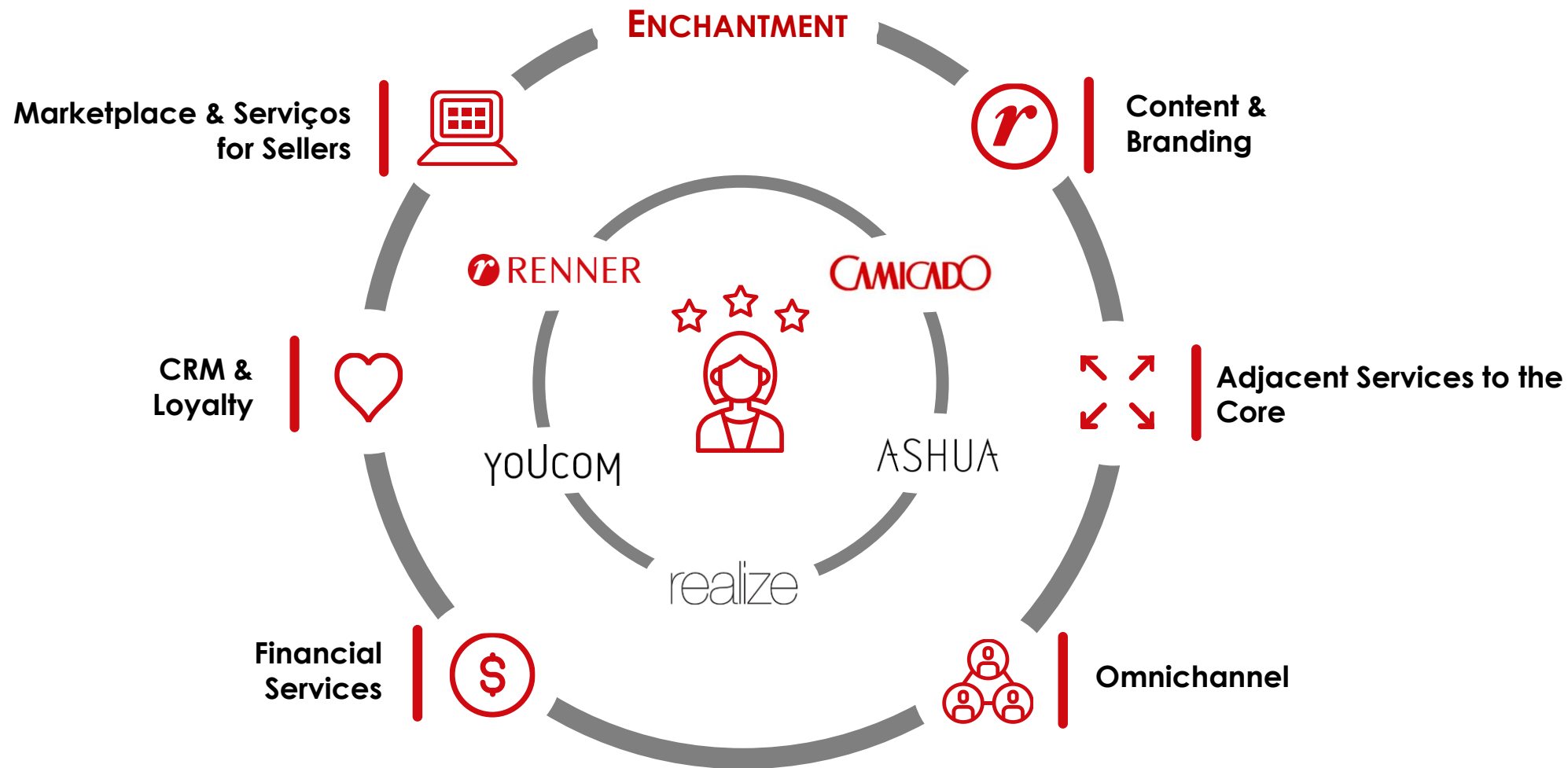
Total Adjusted EBITDA **2.5x greater** than 2Q20 on a comparable basis (ex-tax credit)

EBITDA and Total Adjusted EBITDA Margin





We continue advancing towards the consolidation of our **Fashion and Lifestyle Ecosystem** to offer an increasingly complete journey



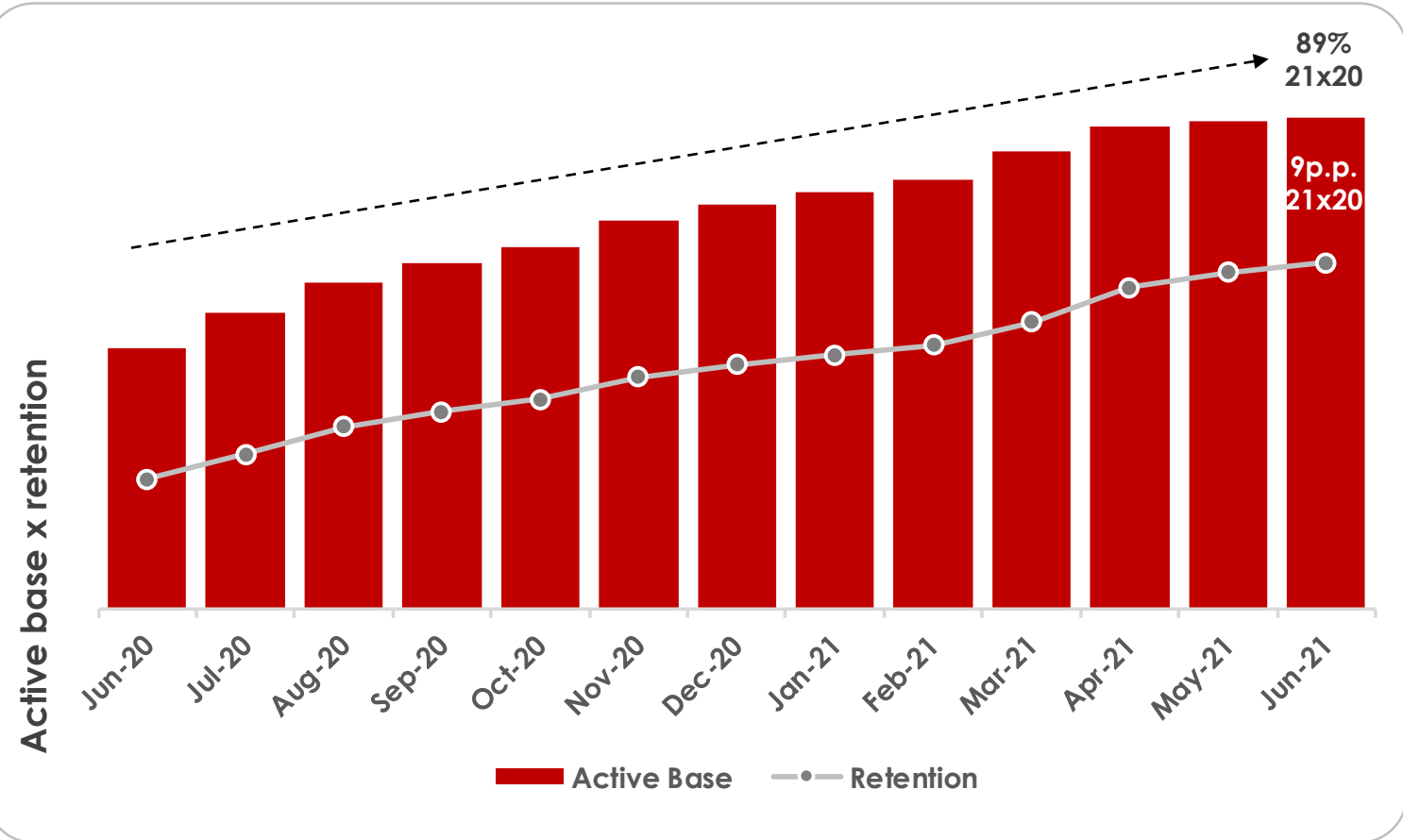


Omnichannel



App: Absolute **leadership** in MAU (monthly active users) between players

Greater **qualification** of the online customers with an increase of 89% in the **active base** and 9 pp in **retention** in relation to 2020





Omnichannel

Participation of the **omni customers more than doubled** versus 2019



Infinite Aisle **100% available** and exclusive store items in about **half** of online orders



Sales via Whatsapp with **growth of 289% in sales** versus 1Q21.



Omni **deliveries** in D+2 **doubled** versus 2Q20



Rollout of 27 units in the quarter, construction of Omni DC, expansion of **Ashua corners** and **Guide Shop**



Digital Payment, made instore using customer smartphone (digital wallet in the app), accounting for 7% of the sales



Mobile checkout: 32.6% of store sales are made through checkouts other than the traditional cashiers.



Omni Customers buy with greater frequency, with a **spending 3x** higher than the other channels.



Marketplace & Services for Sellers

Start of Renner's **marketplace lab**



Renner

- The platform has about **50 sellers**

Camicado

- The platform has about **120 sellers**
- +17% of GMV penetration for the quarter.



Content & Branding

Acceleration in content production: broadcasting of **16 lives** in the quarter and an increase of 8 times in the **influencer** base

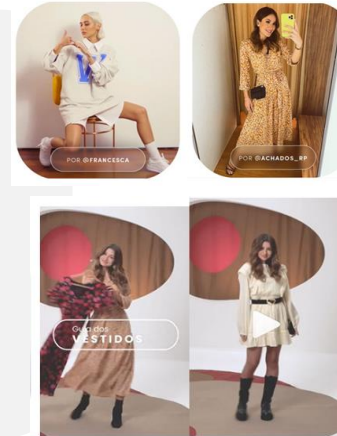


Rennata, the Renner brand's digital persona and spokesperson



Acceleration in the lives strategy with more than 1 per week in different brands.

Intensification of partnership with influencers, with different profiles and focus



Physical store in the virtual Fortnite environment, reaching **5MM people**.

+41% in revenues generated from these initiatives

+96% in accesses and **+98%** of users to online



CRM & Loyalty

Active customer base **increasing** significantly

CRM



15.6 MM active customers,
an evolution of **22.5%**
versus the same period in
2020



retention with 60% reduction
in churn (turnover rate) on an
annual comparison basis



85% of the sales **identified**

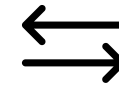


customers buying from
more than one brand of
the **ecosystem** spend up
to **6 to 7x more** than those
buying in just one



customers increasingly
integrated, both in terms
of purchasing channels
as well as among the
ecosystem brands

LOYALTY



Cross brands



Structure of the
program defined with
platform already
contracted

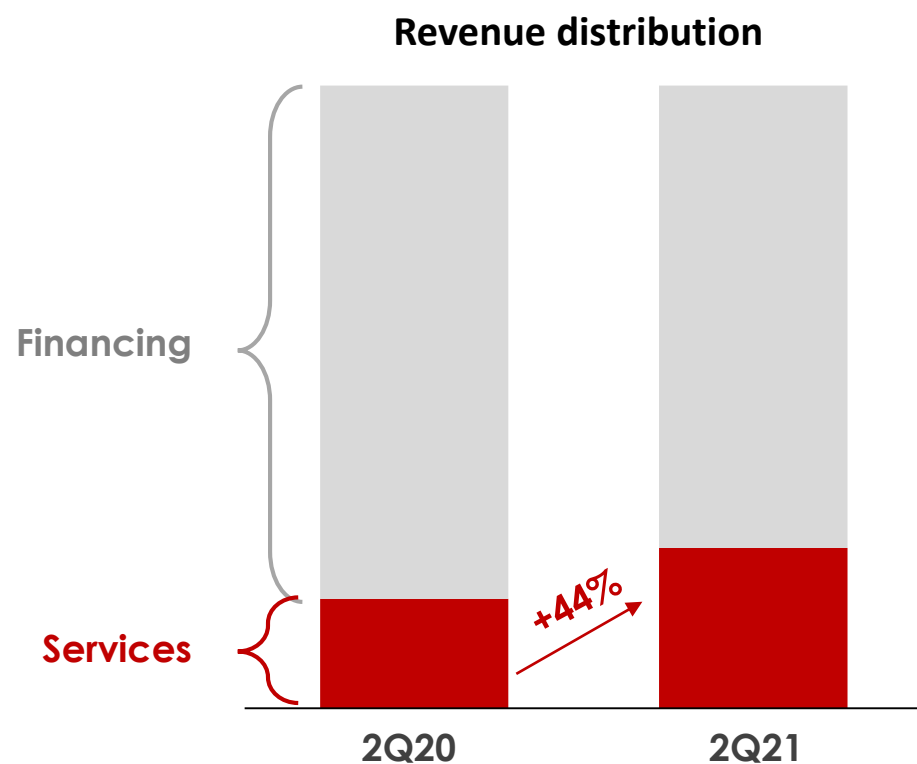


Qualitative **benefits**
and **differentiated**
experiences



Financial Solutions

Greater occupation of the ecosystem on the part of **Realize** with new solutions and **expansion in the customer base**, increasing by 44% the participation of services in the revenue

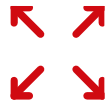


Robust base of
~6 MM active
customers

Growing TPV:
+32% versus
2019

90% of the
customers are
digitalized



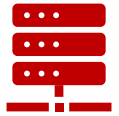


Adjacent Services to the Core

- This is a clear combination of the pillars: Digital + Innovation + ESG
- Online fashion **retailing** platform of high **recurrence** vs peers
- **Digital** startup with **ESG center stage**
- Focus on **women, B and C+**
- **Partnership** established in 2020 with Renner
- **First inorganic initiative** in the evolution of our fashion and lifestyle ecosystem representing one more step among other important stages that lie ahead

Acquisition of Repassa, in line with offer of adjacent services and ESG strategy





Technology and Data

Advances in **IT** and **data**, important **enablers** of the ecosystem



AGILE METHODOLOGY

Since March, 9 tribes and 60 squads have been created, with 600 dedicated people focused on key ecosystem initiatives



SALES FORECAST

Evolution in the sales forecast model and use of IA for new stores sales forecasts



SUPPLYING

100% of basic items allocation process is data-driven



PURCHASES

Pilot of AI use in the process of purchasing resale products



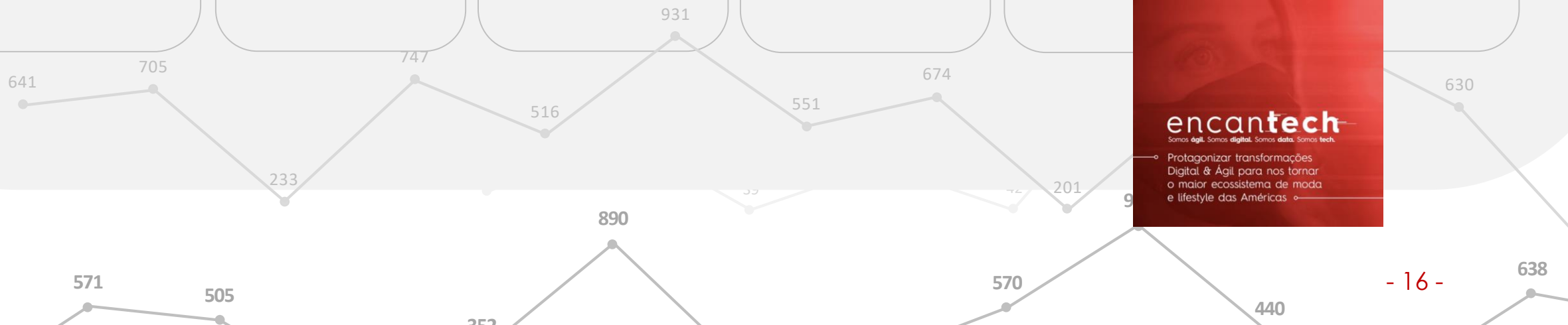
PRICE AND MARKDOWN

Markdown engine expanded for categories that represent 13% of sales



3P ASSORTMENT

Use of data for identification of 3P assortment and selection of sellers





Environmental, Social and Governance

And all this in line with the construction of a **durable and sustainable ecosystem**

Collab Renner-Insecta for a sustainable collection

One of two companies in Latin America with Corporate Fiber & Material Benchmark certification

Support for the Task Force on Climate Related Financial Disclosure

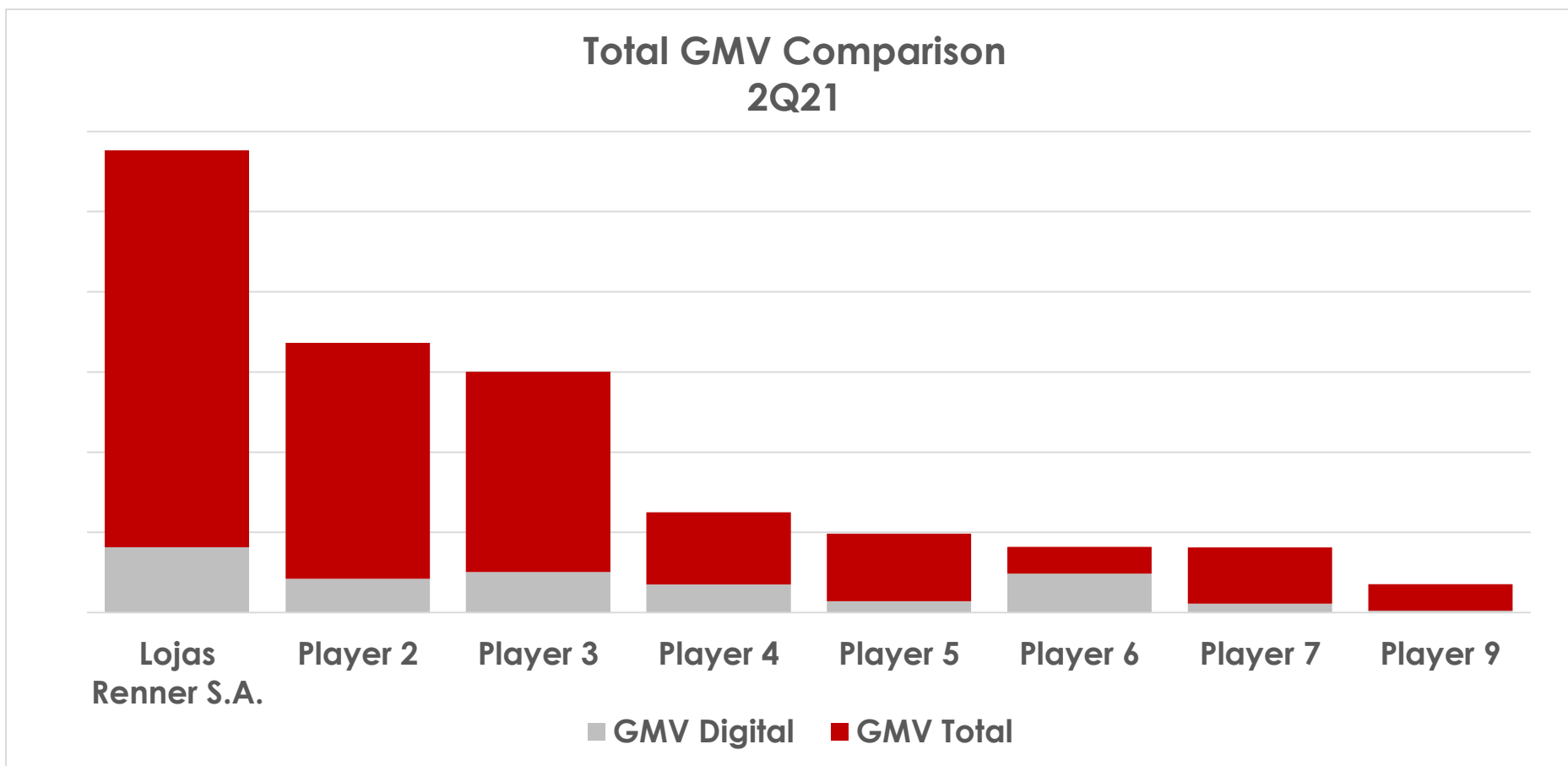
All Advance Together campaign with the participation of all brands in the ecosystem

Report on the Code of Corporate Governance 2021 with 98.1% adherence

7th consecutive year in the FTSE4Good

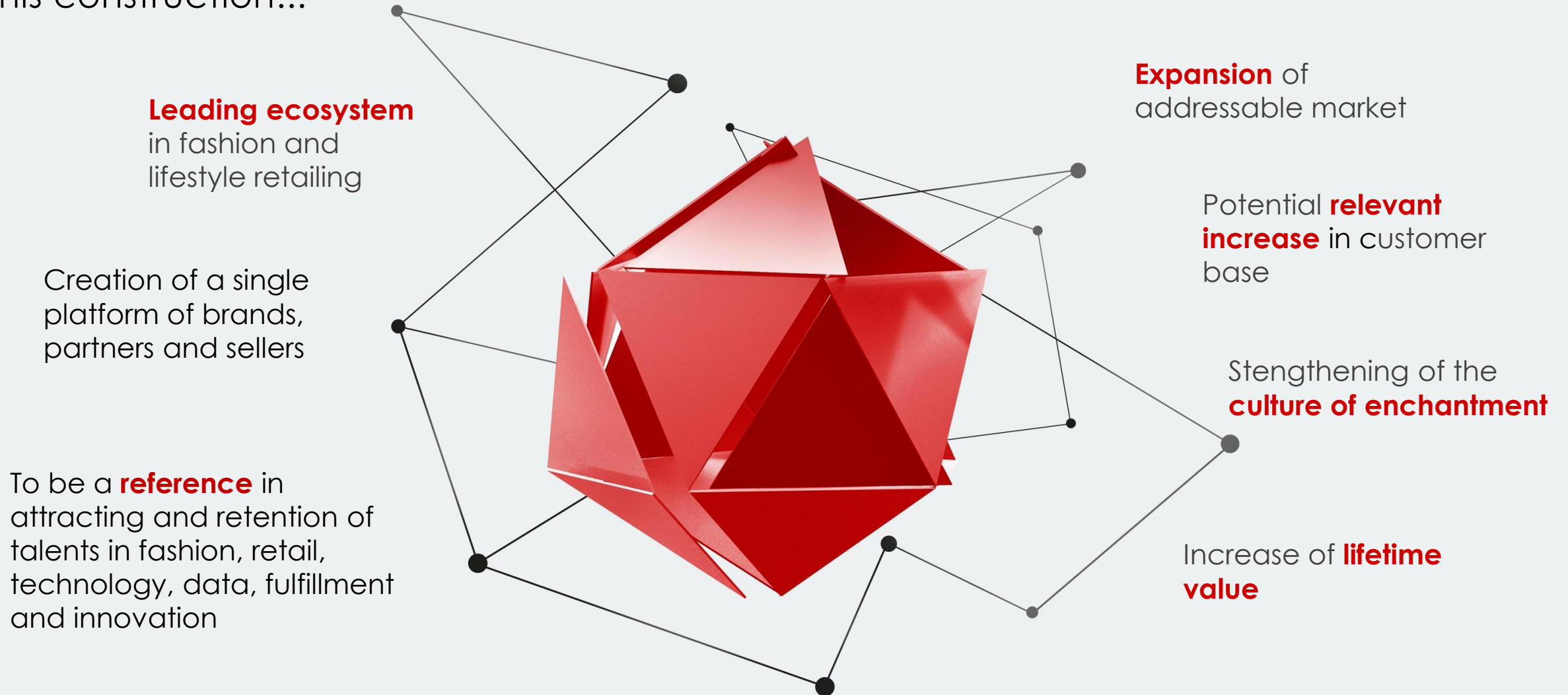


We are the **biggest apparel omni player** in Brazil...




Source: Includes information on listed players and data based on earnings reports released for 2Q21.

And there's more to come: our ecosystem has further great **potential** to be explored and we shall continue to combine **organic** and **inorganic** investments to **accelerate** this construction...



... and to increasingly **enchant** our customers!



Q&A

If you want to ask questions by **audio**, raise your hand to join the queue. Upon being announced, a request **to activate your microphone** will appear on the screen and then you must activate your microphone to ask a question. We kindly ask you to make all questions at once.



Raise Hand

Or **type** your question directly on the Q&A icon at the bottom of the screen.



Q&A

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