

LOJAS RENNER S.A.

 RENNER

CAMICADO youcom realize repassa

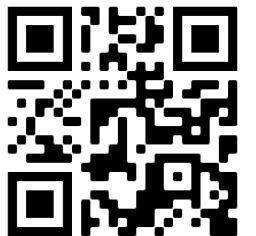
3Q21 RESULTS
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Video Conference

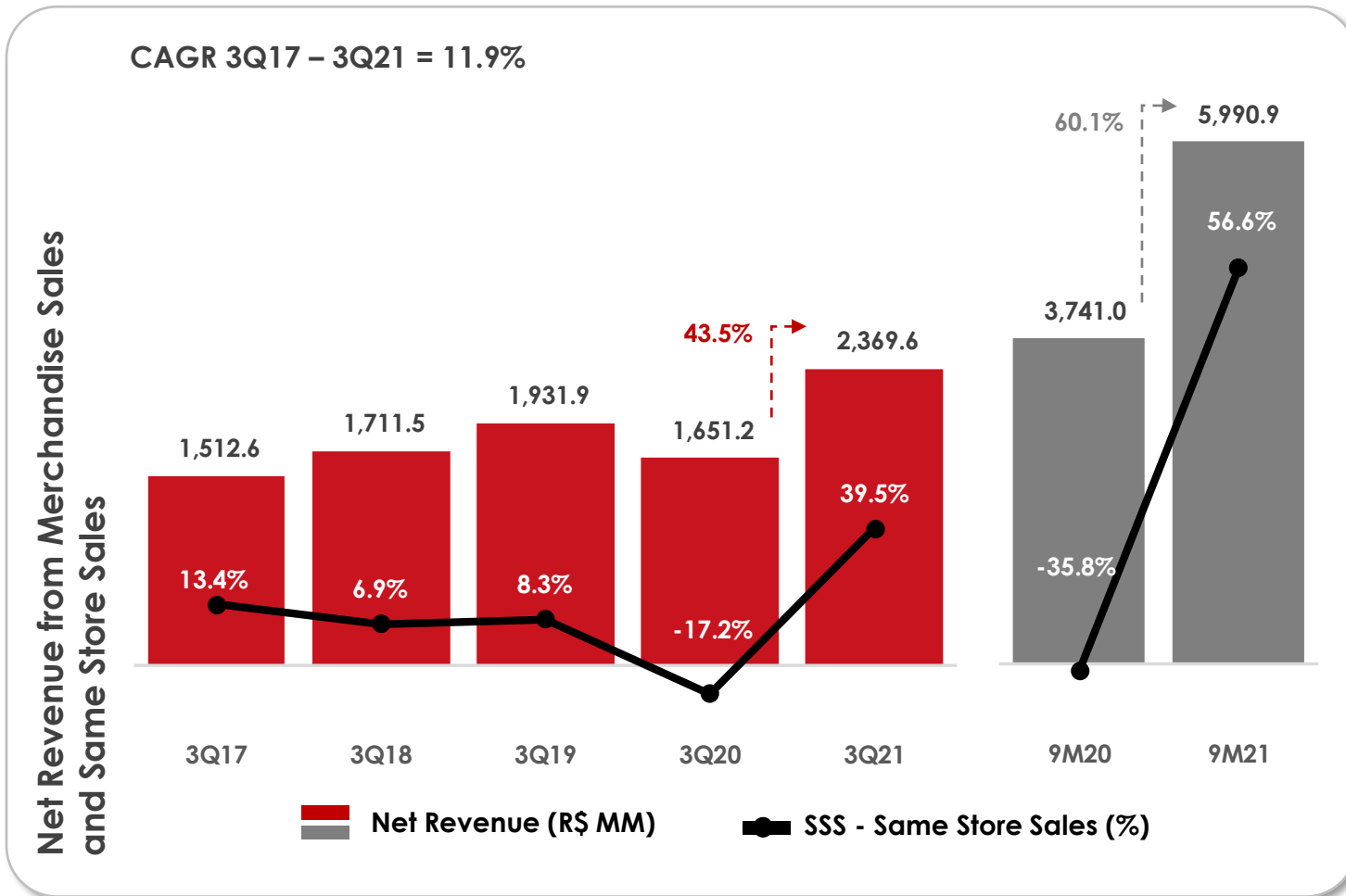
November 12, 2021

1 pm (BR) / 11 am (US-EST)

The videoconference will be held in Portuguese, with simultaneous translation into English. To access, [click here](#) or use the QR Code >>>



Relevant increase in **net revenue from merchandise sales** versus **3Q20** and **3Q19** and the tendency continues in the coming months, with significant gain in **market share** in the period.

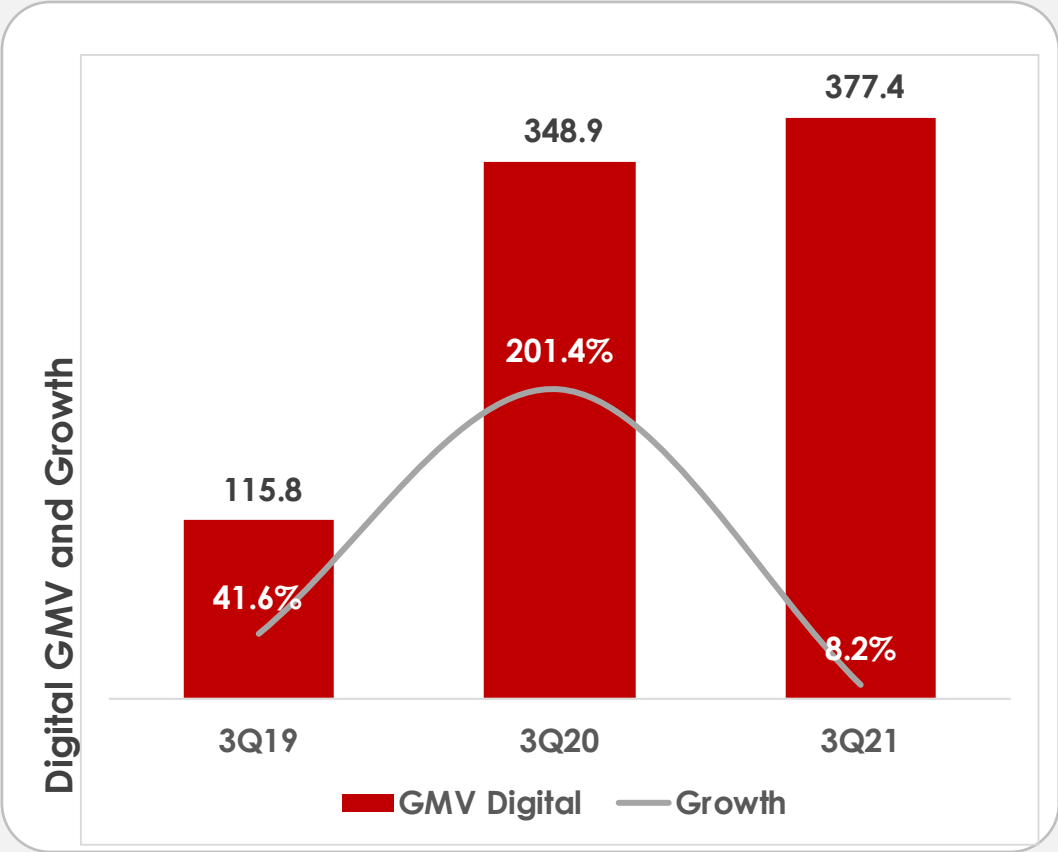


22.7%

of growth vs 3Q19

- Lower traffic, but recovering
- Higher ticket, with more items per shopping bag
- Great acceptance of the collection
- Precise execution of operations

Growth of **Digital GMV**, based on record comparison and even with the effects of cyber attack and normalization of offline operation



+ 30%
in October

12.2%
of penetration

3MM
of active
customers, **+40%**

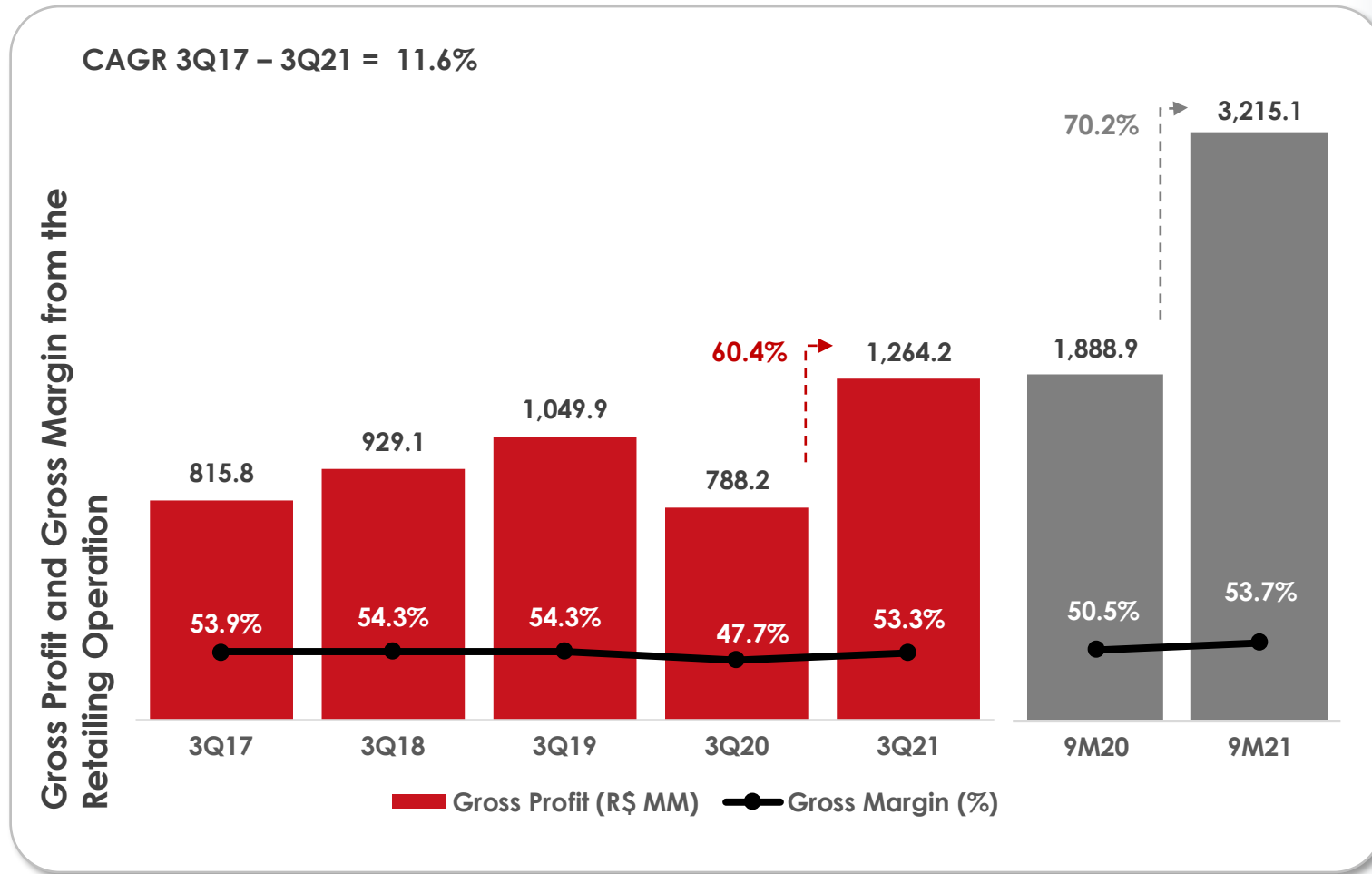
**Most searched
brand**

Online base
**retention
5p.p.**

68%
app participation
on digital sales

**Absolute
leadership in
MAU** among
national players

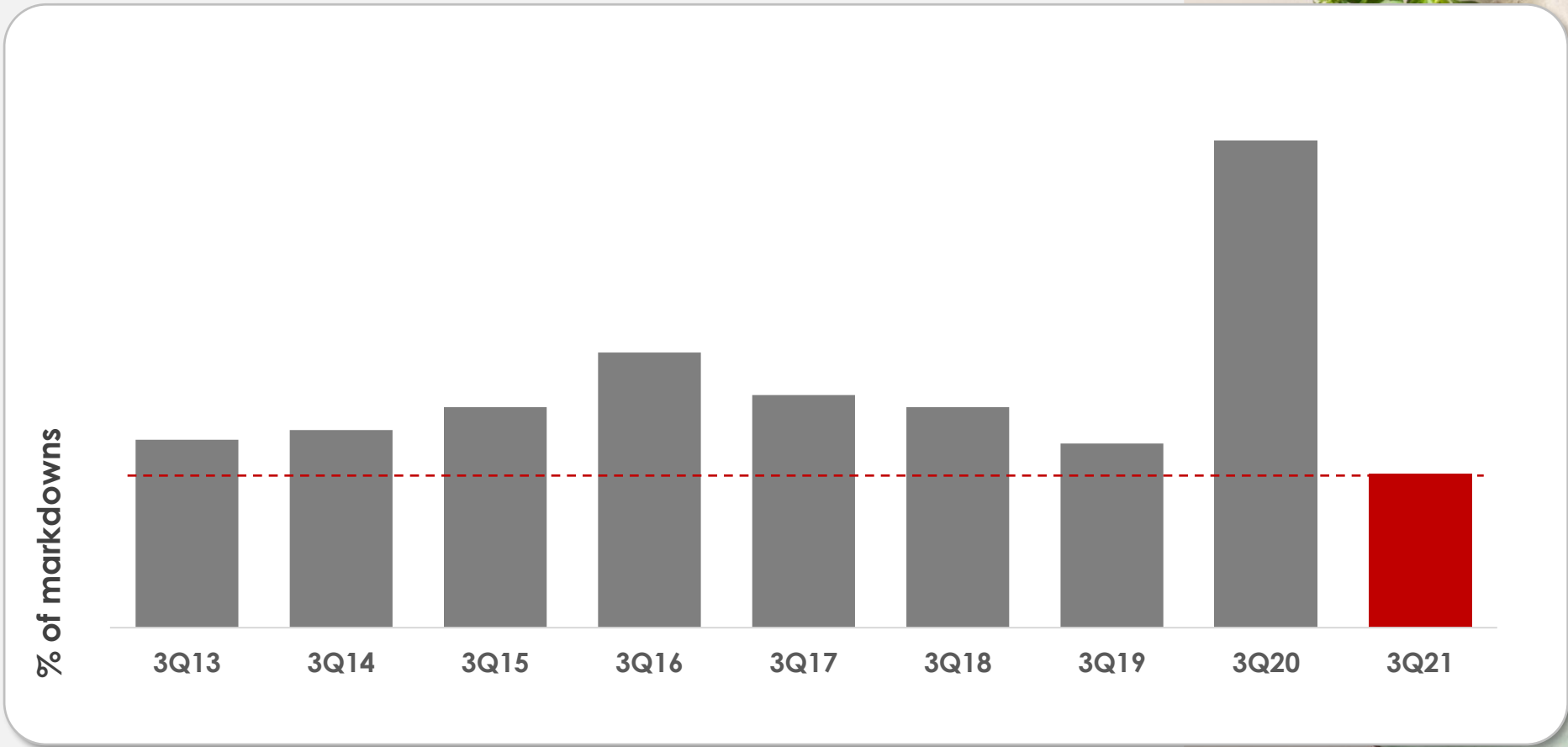
Healthy gross margin, **higher than expected** for the period



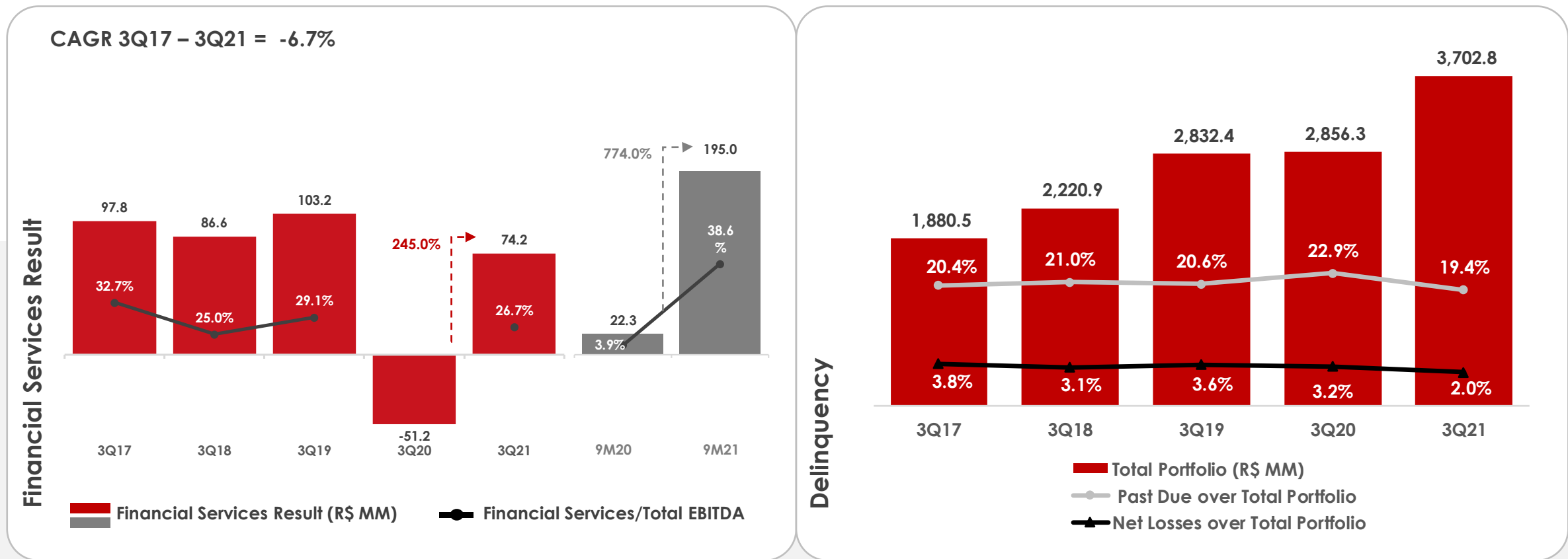
5.6p.p. of growth in margin vs 3Q20
-1.0p.p. of reduction in margin vs 3Q19

- Well-composed and balanced inventory
- Challenges on exchange rate, raw materials and freights inflation
- Greater channel integration
- Use of data for product allocation and markdown engine

Markdowns reaching its **lowest levels**



Delinquency at the **lowest** historical levels, reflecting consistency in credit quality

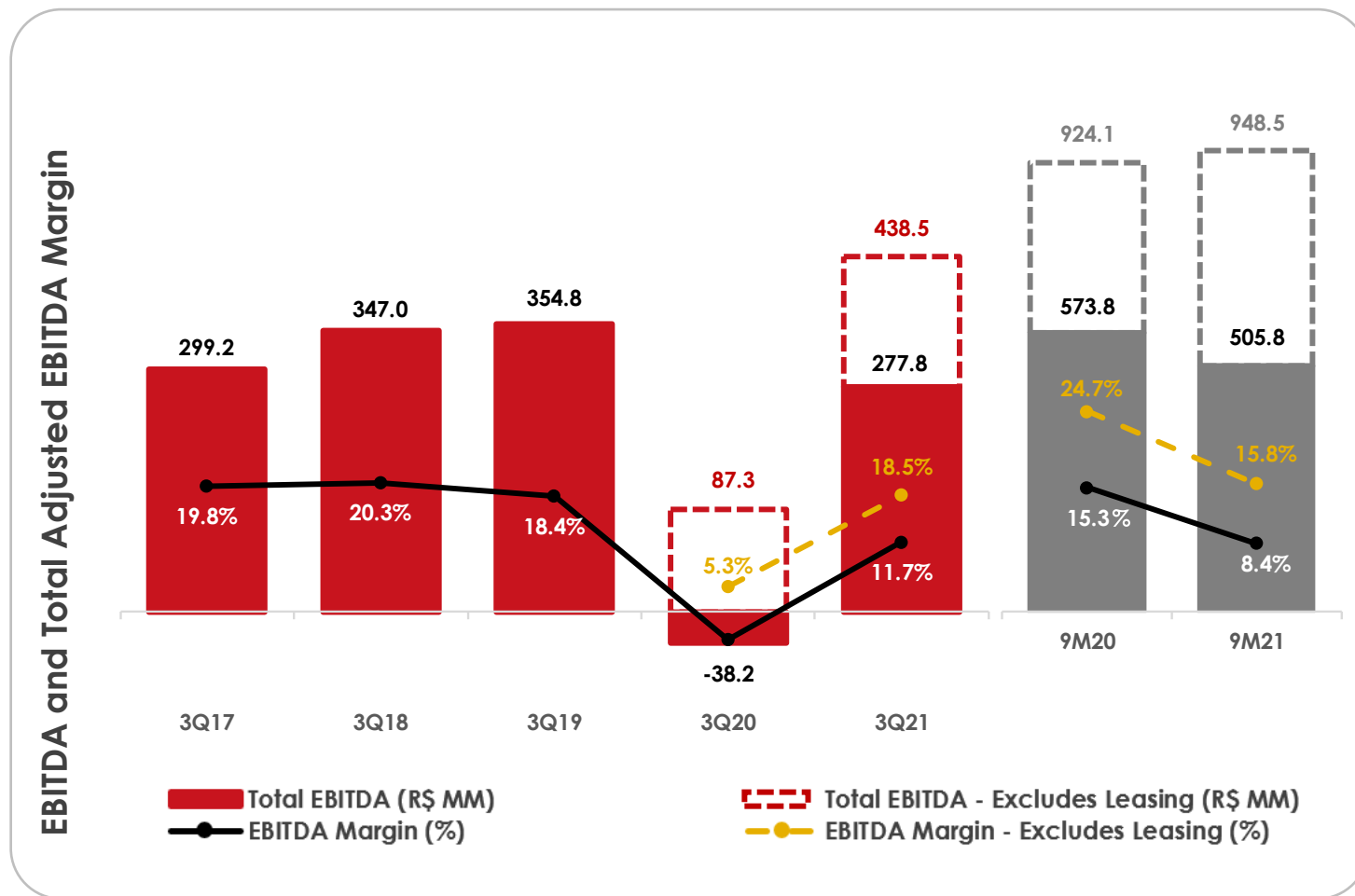


Revenues grew
↑ **89.2%**
versus 3Q20

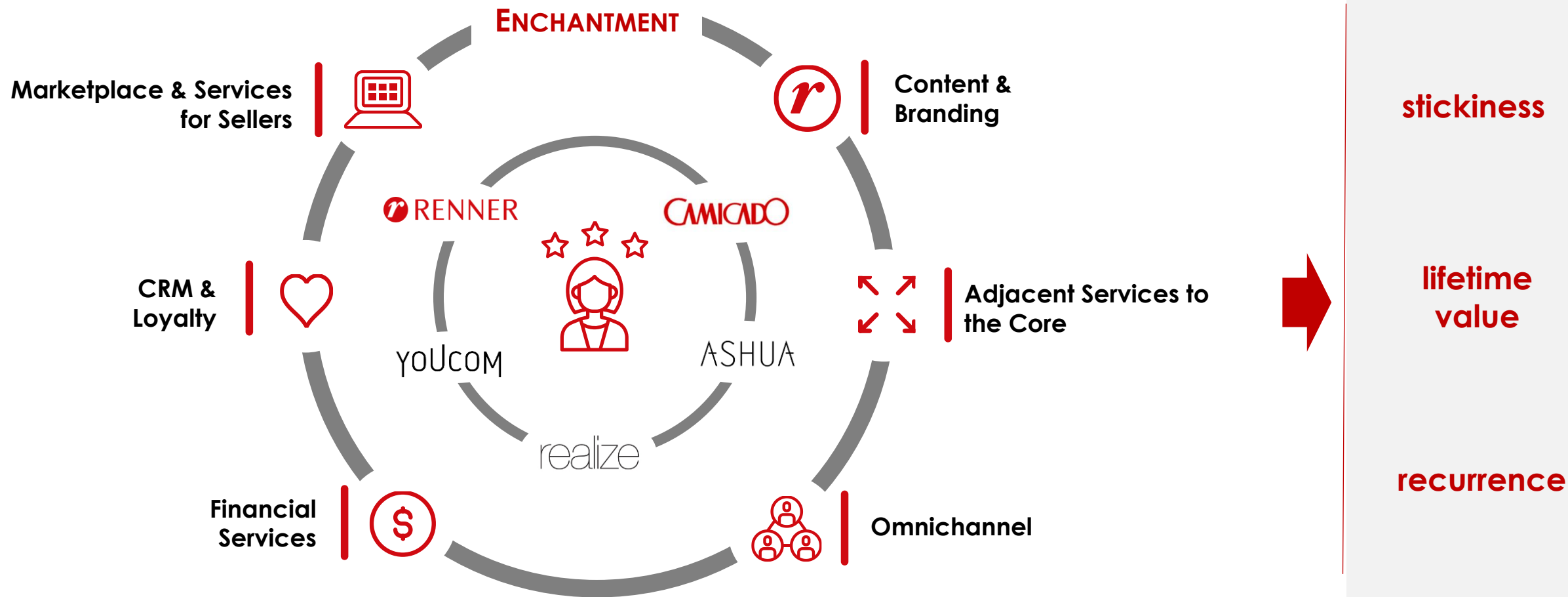
- 6 -

Net losses reduced
↓ **18.4%**
versus 3Q20

Total Adjusted EBITDA **+826% greater** than 3Q20



Record investments, advancing towards the consolidation of **Fashion and Lifestyle Ecosystem** to offer an increasingly complete journey





Omnichannel



Omni deliveries:

45% in **D+2** at Renner and
70% at Youcom



Pilot on the direct transport
management in Arujá, with **90%** of
deliveries on **Same Day** or **Next Day**
in SP



Omni DC

completion of civil work and
moving onto the subsequent stage
of equipment assembly

Significant improvement in the **last mile**





Omnichannel

Continuous increase in the **omni customer base**

Sales Channels



Sales via Whatsapp:

active communication with customers and **+27%** on sales (versus 2Q21)

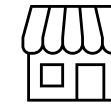


Minha Sacola (social sales) **grew 6x** against 3Q20 and greater presence of influencers

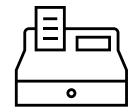
Store Digitization



79 units
operating
checkouts via
RFID



Roll Out
of 2 units in the
quarter



45% of the sales
already being
conducted away from
the traditional cash
desks in some stores

omni customers +47%
participation versus 3Q20

Higher
Frequency

Spending about
3x higher



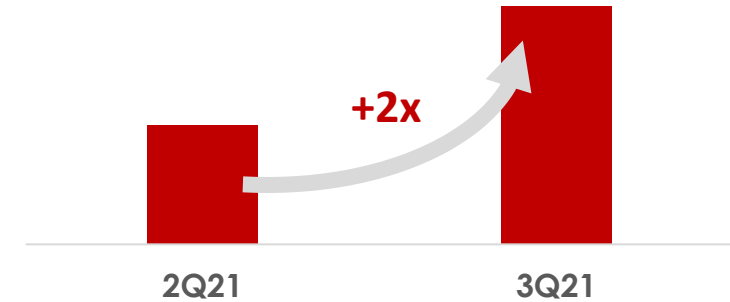
Marketplace & Services for Sellers

Renner's **Marketplace Lab** reached the year's goal of +100 sellers and doubled the digital assortment in the quarter

RENNER

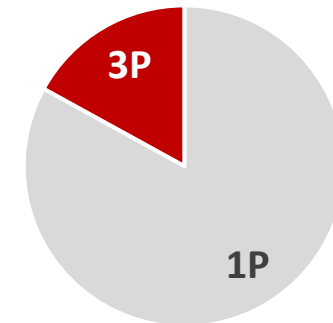
- ~ **115 sellers**
- Increase of categories and variety of products
- **Camicado** and **Youcom** joined in October
- Development improvements to its **technological platform**

Digital Assortment



CAMICADO

- ~ **150 sellers**
- Represented **12% of GMV** digital for the quarter
- Important advances in partner curation and complementary categories
- Flow generation with cross sell among 1P and 3P





Content & Branding

Acceleration in content production



The Masked Singer

37 million people impacted in each episode

+25% in
influencers
activations
vs 2Q21



Lives strategy

12 lives in different businesses



Interactive collection with the game **League of Legends**

+88%
of assisted revenue
via digital channels
vs 2Q21

+25%
of organic
engagement vs
2Q21



CRM & Loyalty

Active customer base **increasing** significantly

CRM



16.3 MM active customers,
an **increase of 23.9%**
vs 2020



Retention was 4p.p. higher
than 3Q20



85% of the sales **identified**

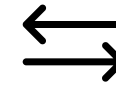


customers increasingly
integrated, both in
brands and channels



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

LOYALTY



Cross brands



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



Proofs of concepts of
benefits in progress



Financial Solutions

Greater ecosystem coverage by Realize with expansion of the customer base and **record TPV**



Card captation in
all ecosystem

Advances in services
for sellers

Meu cartão
represents 47% of
the active base

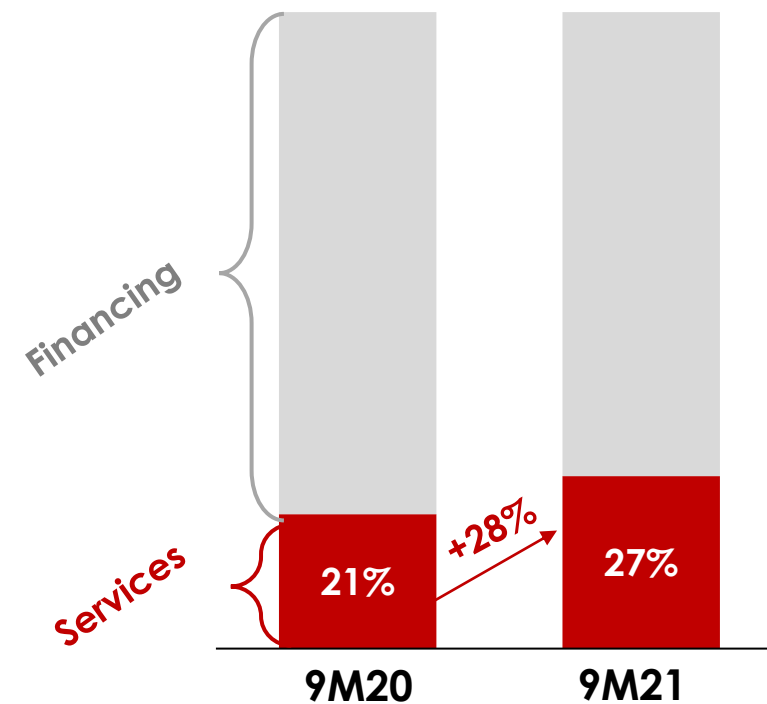
Record TPV in
+R\$ 11bi

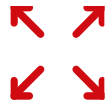
Realize has taken
R\$ 150 MM in CDBs

90% of the customers
are digitalized

Increase of 7% in the active base vs 2Q21

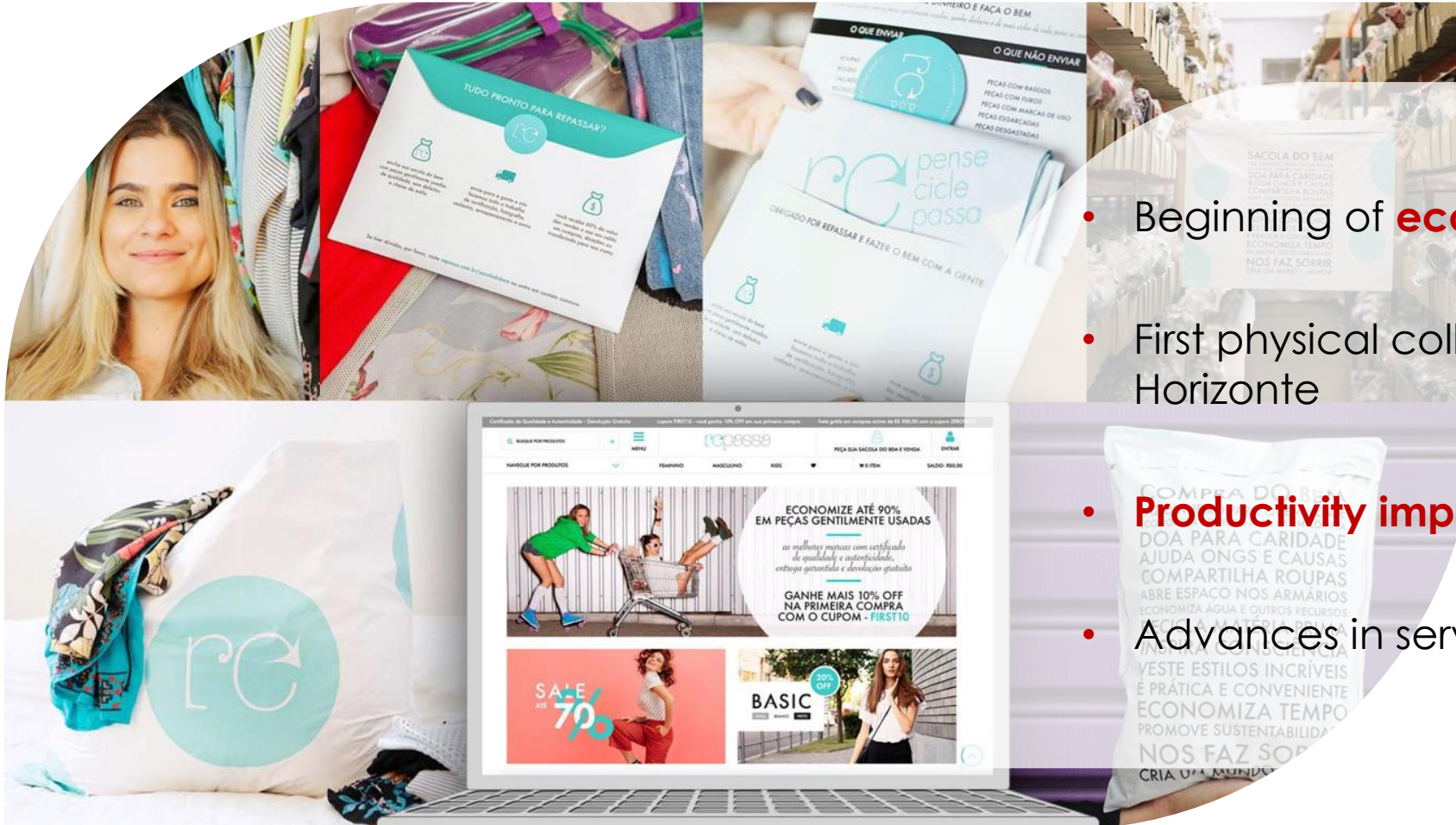
Revenue distribution





Adjacent Services to the Core

Conclusion of Repassa Acquisition

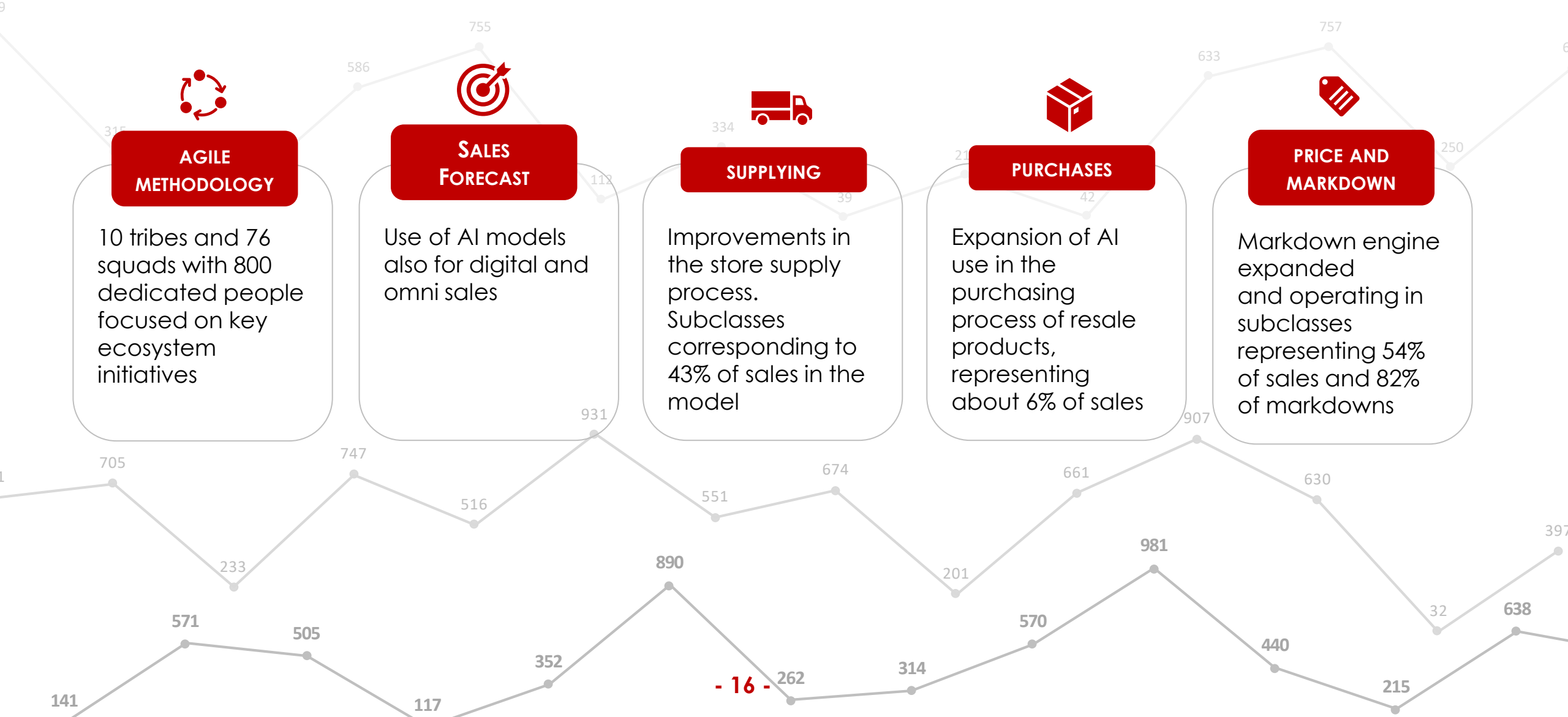


- Beginning of **ecosystem integration**
- First physical collection point in Belo Horizonte
- **Productivity improvements**
- Advances in service level: **+4 p.p. in NPS**



Technology and Data

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





Environmental, Social and Governance

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

100% of the supply chain with socio-environmental certification

Expansion in the offer of sustainable products

Partnership to supply, with wind power, 170 stores and new DC

Extraordinary General Meeting, exclusively digital

1st place and maximum score in J.P. Morgan Corporate Governance Ranking

First circular store retail in Brazil



And so we embark on the last quarter of the year, with optimism in relation to the short term

The week of Children's Day was a record **+35%** vs 2019

Robust consistency of sales over the past few months

Totally **Omni** Black Friday

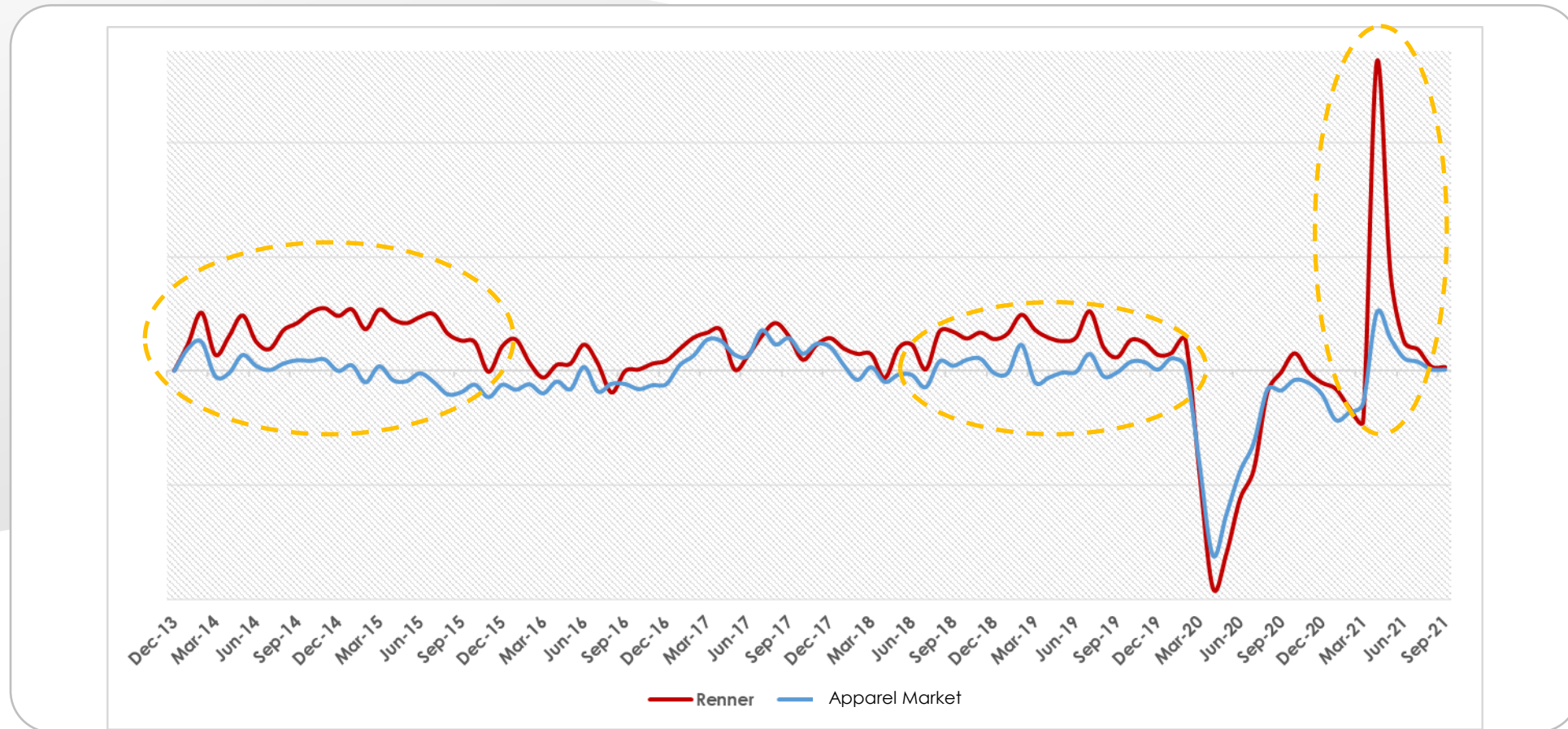
Well composed inventory for the Christmas period.



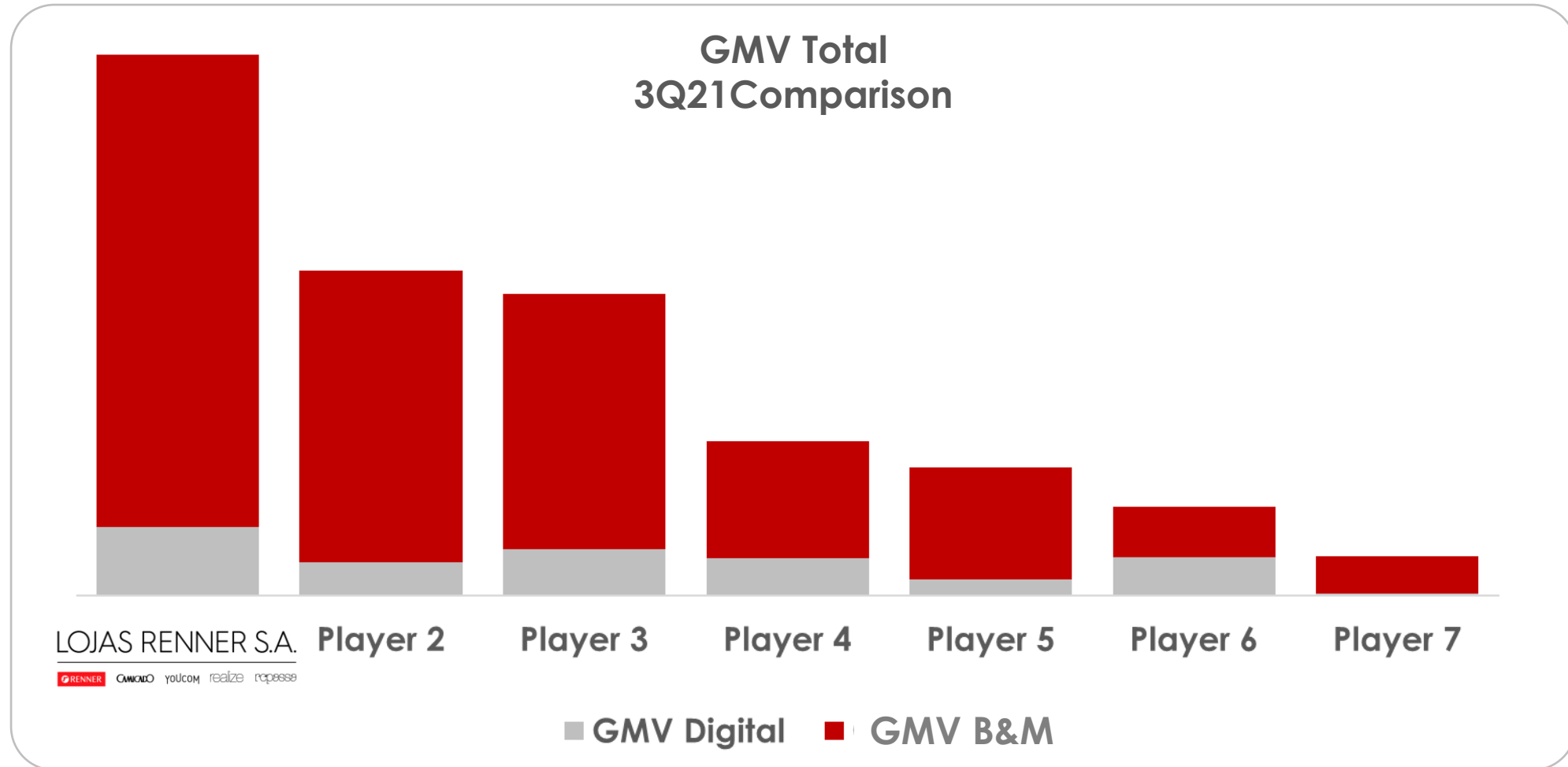
... and convinced as to the promise of our future

We will continue prioritizing **investments** to strengthen our ecosystem

We believe that **brands with a meaning** and a **clear value proposal** generate competitive differentials and create conditions for **gains in market share**



We are the **largest apparel omni player** in Brazil, with great online relevance



Source: Includes information on listed players and data based on earnings reports released for 3Q21.

And we continue committed to increasingly consolidate our business as the **leading ecosystem** in the segment, combining organic and inorganic investments....

Expansion of addressable market

Leading ecosystem in fashion and lifestyle retailing

Potential **relevant increase** in customer base

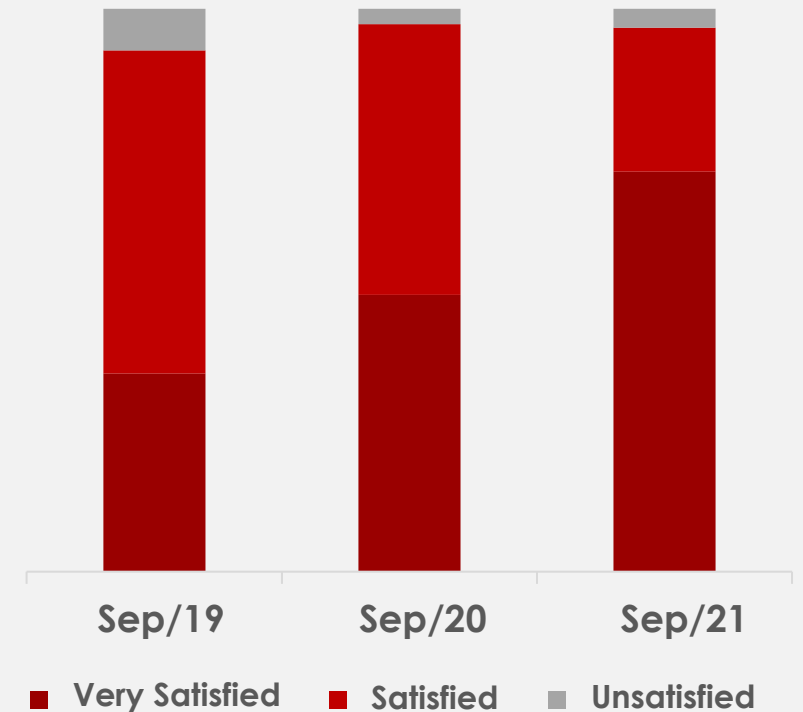
Creation of a single platform of brands, partners and sellers


Stengthening of the **culture of enchantment**

To be a **reference** in attracting and retention of talents in fashion, retail, technology, data, fulfillment and innovation



...and maximizing the **enchantment** of 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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