POSITIVO
TECNOLOGIA

4Q **2024**

Earnings
release

Positivo advances its strategy and becomes more diversified, with 68% of B2B revenue.[1]
Growth Avenues[2] already represent 28% of total revenue.

Launch of Positivo S+: Positivo Tech Services + Algar Tech MSP; Advanced integration

First demand for AI architectures in 2024.
Robust pipeline in 2025

Payment Solutions with revenue of **R$420 MM, +60% in the year.**

Strong **presence** among the **largest acquirers.**

Evolution of companies' consideration of purchasing our PCs, with emphasis on our quality and service;
Record NPS

Diversification in Consumer:
D2C sales +69% in the year

Dividend distribution
of R$ 38 million,
payout of 50%

Guidance 2024 reached: gross revenue of R$ 4.0 bi (ex-Algar).

Guidance 2025: gross revenue between R$4.4 bi and R$4.8 bi

Operating cash generation of R$ 529 million in the year

Cash balance of R$ 567 million

1 – B2B refers to all revenues from companies and public institutions
2 – Avenues focused on B2B: Servers, Payment Solutions, Positivo S+, HaaS, Educational and Positivo Seg.

FINANCIAL HIGHLIGHTS

- **Gross revenue of R$4.3 billion in 2024, down 9.3% over 2023.** In 4Q24, gross revenue was R$1,209 million, compared to R$1,946 million in 4Q23, down 37.9%. In addition to the strong comparison base in 2023, which includes special projects, 2024 saw a smaller than expected and therefore more competitive computer market, in addition to the abrupt devaluation of the real, which delayed some business, and logistical obstacles in the Amazon Basin and Panama. Despite the challenges, we have become a unique company in offering integrated IT products, services and solutions for the corporate market. **The highlights of the year were the consolidation of the IT infrastructure services segment with the acquisition of Algar Tech MSP, now Positivo S+, and Payment Solutions, with robust growth of 60% vs. 2023**. In the 4th quarter, sales of servers and corporate PCs stood out, as did the Consumer segment, which saw its new channels double in size compared to 4Q23.

- **EBITDA of R$367 million in 2024, with a margin of 9.9%,** against R$564 million in 2023 (margin of 14.4%, -4.4 p.p.). **In 4Q24, EBITDA was R$100 million, with a margin of 9.6%, -6.6 p.p. vs. 4Q23,** impacted by the lower volume and revenue mix, the strong rise in the dollar with an impact on COGS, mainly in contracts with public institutions priced at a lower dollar, in addition to strong competition in computers due to the market being smaller than expected.

- **Net income of R$85 million in 2024 (net margin of 2.3%),** against a profit of R$251 million in 2023. In 4Q24, net income was R$14 million (margin of 1.3%) against a profit of R$192 million in 4Q23, impacted by the effects on EBITDA described above.

- **Operating cash generation of R$529 million in the year, with an improvement in working capital due to the significant reduction in the balance of accounts receivable and inventories,** despite the lower profit. In the 4th quarter, operating cash generation was R$167 million, also supported by the lower level of inventories. Our capital structure remains solid, with a leverage ratio of 1.8x, a reduction in net debt of R$159 million, financial expenses of R$47 million in the year and total debt service cost to CDI +0.8%. Currently, 73% of the debt is long-term and our cash balance of R$567 million is sufficient to cover maturities until mid-2026.

- **Advances in the ESG agenda:** We approved a robust set of commitments and goals to be achieved between 2027 and 2030, distributed among 5 strategic pillars and aligned with the UN Global Compact, of which we became a signatory. The sustainability report with details of our ESG strategy, called "World + Positive", is available on the IR website. (Click herei).

R$ million	4Q24	4Q23	Chg.	2024	2023	Chg.
Gross Revenue	1,208.5	1,946.4	*(37.9%)*	4,288.2	4,728.8	*(9.3%)*
Comparable gross revenue*	1,083.3	1,168.6	*(7.3%)*	3,739.2	3,577.6	*4.5%*
Net Revenue	1,046.1	1,620.2	*(35.4%)*	3,688.3	3,926.6	*(6.1%)*
Gross Profit	270.6	430.8	*(37.2%)*	924.0	1,062.5	*(13.0%)*
Gross Margin	25.9%	26.6%	*-0.7 p.p.*	25.1%	27.1%	*-2.0 p.p.*
EBITDA	99.9	261.3	*(61.8%)*	366.9	564.2	*(35.0%)*
EBITDA Margin	9.6%	16.1%	*-6.6 p.p.*	9.9%	14.4%	*-4.4 p.p.*
Net Profit	14.1	192.2	*(92.7%)*	85.0	250.9	*(66.1%)*
Net Margin	1.3%	11.9%	*-10.5 p.p.*	2.3%	6.4%	*-4.1 p.p.*
Net Debt / EBITDA LTM	1.8x	1.5x	0.3x	1.8x	1.5x	0.3x

1 - Excluding special projects in 2023 and 2024 and Algar Tech's gross revenue in 2024.

2 – Excluding only Algar Tech MSP revenue in 2024, for guidance calculation purposes, gross revenue was R$4,007 million. .

Gross Revenue by Business Segment

R$ million	4Q24	4Q23	Chg.	2024	2023	Chg.
COMMERCIAL	839.6	848.8	*(1.1%)*	2,718.4	2,442.4	*11.3%*
Corporate Sales[1]	490.6	350.8	*39.8%*	1,486.2	1,037.6	*43.2%*
Public Institutions[2]	349.0	497.9	*(29.9%)*	1,232.2	1,404.8	*(12.3%)*
CONSUMER	368.9	319.8	*15.4%*	1,301.9	1,135.2	*14.7%*
SPECIAL PROJECTS	-	777.8	*N/A*	267.9	1,151.2	*(76.7%)*
GROSS REVENUE	1,208.5	1,946.4	*(37.9%)*	4,288.2	4,728.8	*(9.3%)*

1) Sales of PCs and mobility to companies. servers. payment solutions and services (HaaS .Tech Services and Algar Tech MSP).
2) Sales of PCs. mobility and solutions to state-owned and government-controlled companies. municipalities. judicial courts. and other federal. state. and municipal agencies.

VIDEOCONFERENCE

We invite you to join our videoconference for the presentation of this year's results and Q&A session

Thursday, March 20, 2025.

11:00 AM Brasília Time

09:00 AM New York Time

Videoconference, click here

MANAGEMENT MESSAGE

The year 2024 was marked by macroeconomic and logistical challenges, but we once again demonstrated resilience and adaptability. We made significant progress in our diversification strategy, which will increasingly contribute to sustainable and consistent results.

The milestone of the year was the acquisition of Algar Tech MSP and its rapid integration. In seven months, we launched Positivo S+, which accelerates our strategy by uniting the companies' portfolios to offer products, solutions and managed IT infrastructure services for organizations. We have already integrated the administrative teams, we are integrating the operational and commercial teams, and the next step will be to implement the cross-sell strategy.

In addition to Services, the other Growth Avenues have made good progress. In Payment Solutions, growth was accelerated, driven by the quality and innovation of our proprietary technology, in a growing market. The largest acquirers in the country purchase our solutions. We have already contracted most of the 2025 revenue, and we will launch a new family of innovative products. In Servers, we have built a robust pipeline of infrastructure projects and observed the growing demand for AI architectures for the HGX platform. Similarly, we have sold more projects for repatriating data from public clouds to multicloud environments, confirming the global trend and reinforcing our positioning in this expanding market.

Our competitive advantages remained solid and strengthened throughout the year, allowing us to mitigate the impacts of this scenario. In Consumer, we reported D2C sales growth of 69% in the year. We also innovated and diversified our portfolio, with highlights for the strong performance of the new line of Positivo and Vaio tablets, and for the Positivo Vision R15 notebook.

Also in the Corporate segment, a market survey revealed a notable evolution of the Net Promoter Score (NPS) of the Vaio and Positivo brands among small and medium-sized companies, with emphasis on the reliability, durability, configuration and design of the products, in addition to the performance of the commercial area and technical assistance. As a result, we are increasingly present in the purchasing consideration of the corporate market. Finally, our Education segment reported solid profitability and is expected to grow in 2025.

In finance, we implemented efficiency measures: we adjusted prices considering the new dollar level and launched a plan to optimize sales, administrative, general and logistics costs and expenses, including measures to better manage inventories. Our liability management actions resulted in the lowest net debt since 1Q22 and a reduction in financial expenses for the year by R$47 million, despite the higher exchange rate variation expense.

In this context, we achieved the 2024 guidance, in a challenging business environment – a smaller-than-expected PC market, a soaring dollar, rising interest rates and inflationary pressure, in addition to delays in receiving inputs due to global logistics obstacles. We are confident for 2025, but we still prefer to adopt a new cautious guidance, given the economic instability. Thus, we project gross revenue between R$4.4 billion and R$4.8 billion in 2025.

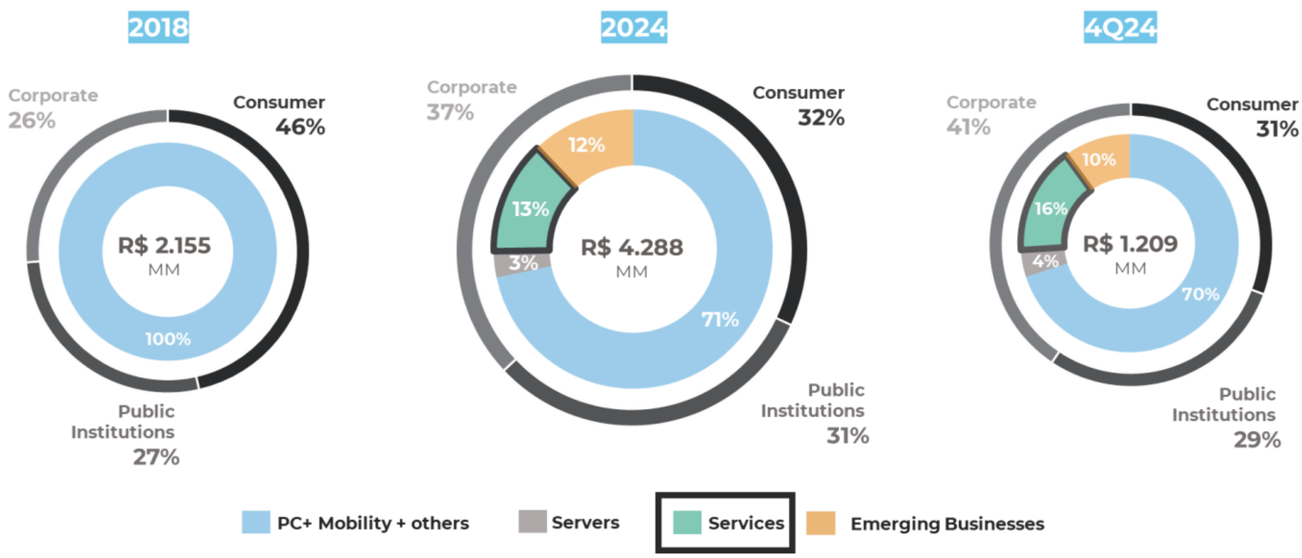
Positivo Tecnologia is more diversified, with 68% of revenue coming from B2B segments, and Growth Avenues already represent 28% of the business, positioned in growing markets with recurring revenues, with greater margin potential and lower working capital investment. Today, we have a complete IT infrastructure offering and are well positioned to capture the opportunities resulting from the largest investments in AI in the country, like no other company in Brazil. In addition, we act diligently in managing liabilities and allocating resources, as well as strengthening our capital structure. For these reasons, we are prepared to face the challenges of 2025.

We thank our stakeholders, especially employees, customers, suppliers and shareholders, and reinforce our commitment to generating growing and sustainable value.

OUR BUSINESS
MODEL

We adopted the same nomenclature used by different research institutes that divide the market between **Consumer** and **Commercial**. Consumer encompasses everything that is sold to individuals. both directly and indirectly. while Commercial includes what is sold to companies. as well as public and private institutions.

Representativeness of **Gross Revenue** between the different segments:



SALES TO THE COMMERCIAL SEGMENT

Gross Revenue

R$ 840 million in 4Q24 (-1% vs 4Q23)
include R$ 125 million of Algar Tech MSP in 4Q24
R$ 2,718 million in 2024 (+11% vs 2023);
include R$ 281 million of Algar Tech MSP in 2024

The Commercial segment encompasses the sales and rental of computers, servers, payment machines, electronic security equipment and the provision of services to companies and public institutions. As of June 2024, this segment also includes revenue from Algar Tech MSP, now renamed Positivo S+, related to managed IT services.

Corporate Sales

We recorded gross revenue of R$491 million in 4Q24, compared to R$351 million in 4Q23. At the end of 2024, gross revenue reached R$1,486 million, compared to R$1,038 million in 2023. This growth was mainly driven by the strong performance in Payment Solutions and the consolidation of Algar Tech MSP revenue since June 2024.

Just seven months after the acquisition of Algar Tech MSP, we launched **Positivo S+**, a new brand and business unit that consolidates Algar Tech MSP's **managed IT services** with Positivo Tech Services. The integration process of the companies has progressed in the back office areas, in addition to the operational and commercial teams, and we will soon advance in the initiatives to capture commercial synergies and develop new services and solutions. We ended the year with 13% (16% in 4Q24) of Positivo Tecnologia's total revenue coming from managed IT infrastructure services (Positivo S+ and HaaS), and our goal is to accelerate this avenue and increase its share in the coming years, contributing to business profitability and greater cash generation.

Even in a scenario of exchange rate volatility and high competition, we managed to maintain PC sales at healthy levels, both in both small and medium-sized businesses (SMBs) and large corporations, supported by our broad installed base and close customer relationships. A reflection of this growth is that approximately 40% of the large customers we transacted with throughout the year are new.

The market's perception of our brands has also evolved significantly. Recent market research with small and medium-sized businesses indicated a **significant increase in the acceptance of the Positivo and Vaio brands**, highlighting the reliability, durability, configuration and design of the products, in addition to the performance of our sales and technical assistance areas. The result was a record NPS (Net Promoting Score), as well as a higher rate of consideration for purchasing our products by companies.

Positivo Servers & Solutions advanced in the offering of hybrid cloud solutions, consolidating itself as a strategic partner for sectors such as healthcare, infrastructure, education and government. The contracts for repatriation of public cloud workloads to multicloud environments, with the provision of hyperconvergence solutions, stood out during the year.

We also observed growth in the infrastructure business pipeline with servers for AI, and at the end of the year we delivered architecture for an AI farm of a major national company. The acquisition of Algar and the launch of Positivo S+ should also enhance opportunities, leveraging the demand for our solutions by customers who already use data center and cloud services.

Our **Payment Solutions** unit saw a 60% increase in sales year-to-date, reaching R$420 million. In Q4, revenue was R$114 million, 6.6% higher than in Q423. We have consolidated our presence among the largest acquirers and sub-acquirers, reaching almost 100% of the share of smart machines in three of the largest acquirers in the country. We stand out in the market for our proprietary technology, an example of which was the implementation of PIX by proximity, carried out by us together with Google and the main acquirers, reinforcing our positioning as a leading supplier of software, hardware and services for payment methods. We remain confident about our performance for 2025, as we have already contracted more than half of the budget for the year, and we will soon bring new innovative solutions to the market.

At **Positivo SEG**, our electronic security unit, we have expanded our portfolio with new access control solutions, strengthening our presence in the sector. The new branch in Curitiba exceeded sales targets, validating our strategy of expanding our own distribution network and with third-party distributors. We have already opened two new units in São Paulo at the beginning of this year, and we will expand our presence throughout 2025. And our Education segment reported solid profitability, and has growth expectations in 2025.

Public Institutions Sales

Gross revenue in 4Q24 reached R$349 million, compared to R$498 million in 4Q23, a 30% drop in the period. Year-to-date gross revenue was R$1,232 million, a 12% decrease compared to the previous year. The segment was impacted by the continued slowness in purchases by various public entities, mainly due to changes in management positions.

Throughout the year, the education sector stood out as one of the main drivers of revenue, driven by the purchase of notebooks and specialized services by state and municipal departments. However, acquisitions fell short of potential, due to the expectation of several institutions to adhere to the FNDE minutes, whose notice was successively postponed and ended up being postponed to 2025. Even so, relevant projects were successfully carried out, including deliveries to large capitals, federal agencies and financial institutions. The highlights were deliveries to the Ministry of Management and Innovation (MGI), financial institutions such as Banco do Brasil and CEF, Education Departments of several states, as well as Sistema S and Correios, attesting to the diversity of clients within the public sector.

In the 4th quarter, deliveries to Correios, MGI, Banco do Brasil and Education Departments stood out. Also in the quarter, we successfully delivered the 3rd installment of the SESI-DN full outsourcing project, covering a total of 14 thousand devices provided as rental (HaaS), IT services and solutions, opening up more opportunities to win complex projects with public institutions. Finally, at the end of the year, we won lots in the Prodesp public notice totaling 250,000 devices (110,000 educational netbooks and 140,000 notebooks), with part of the revenue expected in 2025.

The current pipeline of future purchases is R$3.5 billion, including large projects such as FNDE, MGI, SEPLAG and new PRODESP public notices, reflecting the continued demand for technological solutions in the public sector. The reduction versus the pipeline reported in 3Q24 is due to large public notices that were delayed and have already taken place, such as Prodesp. Our revenue backlog for the coming quarters is over ~R$850 million, with almost half of this revenue already contracted.

Despite the uncertainties resulting from management changes and spending contingency, essential areas such as education continued to be prioritized, reinforcing the importance of technology, which involves expanding connectivity in schools and distributing devices to students and teachers. Technology is also essential for improving the efficiency of all types of public services. With a solid portfolio of projects and favorable prospects for new contracts, the Company remains confident in the potential of this market and in the evolution of opportunities for the coming years.

SALES TO THE CONSUMER SEGMENT

Gross Revenue
R$ 369 million in 4Q24 (+15% vs 4Q23)
R$ 1.302 million in 2024 (+15% vs 2023)

Our gross revenue for this unit closed 4Q24 at R$369 million, 15% higher than the same period last year. Year-to-date, gross revenue was R$1,302 million, up 15% compared to 2023.

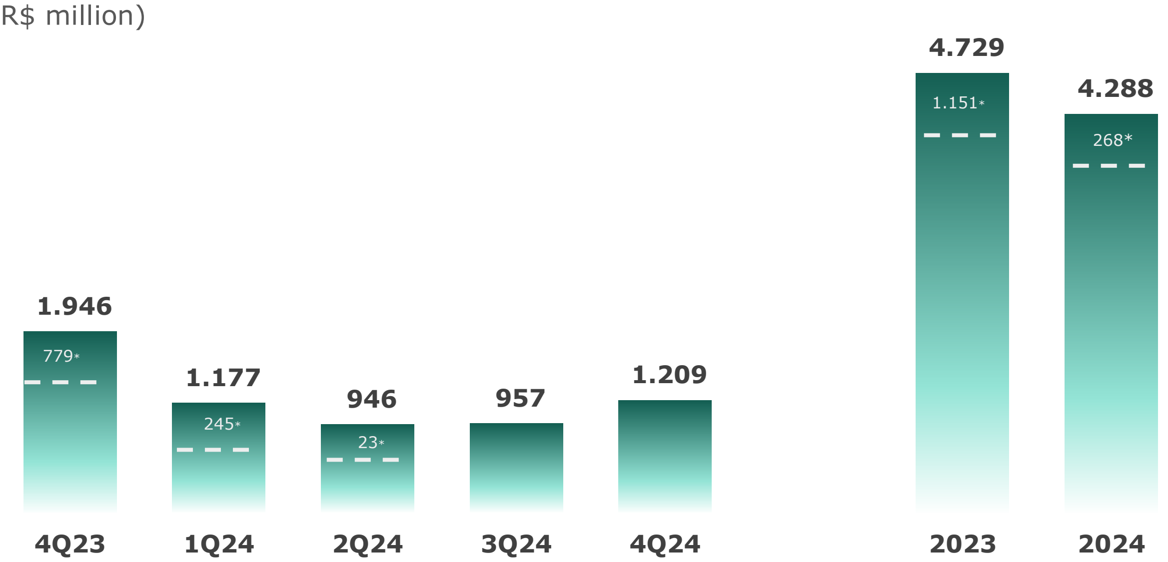
The 2024 result was driven by the diversification of sales channels and the strong performance of the tablet and PC categories. Direct "D2C" sales grew 69% in the year and, combined with other online sales (via sellers – 3P), these new channels reached 26% of the segment's revenue, providing higher margins and reducing dependence on large retailers, which currently represent less than 40% of Consumer sales (compared to 65% two years ago). Despite the challenging scenario in the computer market, we recorded growth in notebook sales with a gain in market share. As a highlight, the Positivo Vision line gained strong organic recognition on social media. Our tablets performed strongly, increasing market share, driven by new products. The Infinix brand remained stable, despite the rapid growth of the gray market for smartphones in Brazil.

The unit's profitability also improved positively throughout the year, reflecting strategic management of the portfolio and commercial conditions. In addition, events such as Prime Day and Black November resulted in sales growth, reinforcing the relevance of the online channel in the Company's strategy.

FINANCIAL PERFORMANCE

GROSS REVENUE

Gross Revenue Progression
(R$ million)



*Special Projects

Gross revenue in 4Q24 decreased 37.9% over 4Q23 and 9.3% year-over-year. The Company's comparable revenue (excluding special projects shown above in the charts, and Algar Tech MSP revenue of R$125 million in 4Q24 and R$281 million in 2024) grew 4.2% year-over-year, demonstrating that the Company is growing on a comparable and recurring basis.

In the 4th quarter, server sales stood out, with a 30% increase vs. 4Q23, and corporate PCs, which also grew. The Consumer segment grew 15%, supported by the expansion of new channels (D2C and sellers).

In the year, the highlights were (i) the continued growth of the Payment Solutions segment, of 60% vs. 2023; (ii) sales to the consumer segment, which have been recovering, driven by new channels (D2C sales and sellers); iii) managed IT services, which benefited from the acquisition of Algar Tech MSP and the launch of Positivo S+. As a result, revenues from services (including Positivo S+ and HaaS) reached 13% of total revenue in the year and 16% in 4Q24.

During the year, we faced cyclical challenges such as the surge in the dollar, the increase in the SELIC rate, delays in the processing of inputs through the Panama Canal and postponements in purchases by public institutions, but these do not interfere with our growth strategy through business diversification, with a focus on expanding the offering of technology services, servers for AI and HPC workloads, and Payment Solutions.

GROSS REVENUE FROM PRODUCTS AND SERVICES

R$ milhões	4Q24	4Q23	Chg.	2024	2023	Chg.
Computers	*541.8*	706.3	*(23.3%)*	*1,843.9*	2,027.8	*(9.1%)*
Servers	*50.5*	38.7	*30.3%*	*144.3*	137.6	*4.9%*
Mobile phones	*161.1*	135.2	*19.1%*	*474.4*	476.2	*(0.4%)*
Educational devices	*18.6*	10.7	*73.7%*	*46.7*	40.0	*16.8%*
Payment Solutions	*114.2*	107.2	*6.6%*	*420.1*	262.7	*60.0%*
Tablets	*98.4*	55.7	*76.8%*	*355.6*	213.2	*66.8%*
Positivo Casa Inteligente (IoT)	*10.2*	14.4	*(29.3%)*	*38.7*	41.7	*(7.2%)*
Other products	*16.0*	28.8	*(44.6%)*	*157.0*	106.5	*47.4%*
Special Projects	-	777.8	*N/A*	*267.9*	1,151.2	*(76.7%)*
Gross Revenue from Products	**1,010.7**	**1,874.8**	***(46.1%)***	**3,748.7**	**4,456.8**	***(15.9%)***
HaaS	25.7	34.0	*(24.4%)*	129.5	160.1	*(19.1%)*
Tech Services + other services	172.1	37.6	*358.1%*	409.9	111.9	*266.2%*
Gross Revenue from Services	**197.8**	**71.6**	***176.4%***	**539.4**	**272.0**	***98.3%***
Consolidated Gross Revenue	**1,208.5**	**1,946.4**	***(37.9%)***	**4,288.2**	**4,728.8**	***(9.3%)***
Taxes on Sales	(100.8)	(236.7)	*(57.4%)*	(365.0)	(582.8)	*(37.4%)*
Commercial Discounts and Returns	(61.6)	(89.6)	*(31.2%)*	(234.8)	(219.4)	*7.0%*
Deductions from Gross Revenue	**(162.4)**	**(326.2)**	***(50.2%)***	**(599.8)**	**(802.2)**	***(25.2%)***
Consolidated Net Revenue	**1,046.1**	**1,620.2**	***(35.4%)***	**3,688.3**	**3,926.6**	***(6.1%)***

GROSS PROFIT AND GROSS MARGIN

R$ milhões	4Q24	4Q23	Chg.	2024	2023	Chg.
Consolidated Gross Revenue	1,208.5	1,946.4	*(37.9%)*	4,288.2	4,728.8	*(9.3%)*
Discounts and Deductions	(162.4)	(326.2)	*(50.2%)*	(599.8)	(802.2)	*(25.2%)*
Consolidated Net Revenue	**1,046.1**	**1,620.2**	***(35.4%)***	**3,688.3**	**3,926.6**	***(6.1%)***
Costs of Products and Services	**(775.5)**	**(1,189.4)**	***(34.8%)***	**(2,764.3)**	**(2,864.1)**	***(3.5%)***
Gross Profit	**270.6**	**430.8**	***(37.2%)***	**924.0**	**1,062.5**	***(13.0%)***
Gross Margin	*25.9%*	*26.6%*	*-0.7 p.p.*	*25.1%*	*27.1%*	*-2,0 p.p.*

The reduction in gross margin in the quarter and in the year compared to 2023 was due to the strong and rapid appreciation of the dollar in the period, higher costs with some inputs and international logistics challenges. The impact is mainly felt in contracts with public institutions, due to delays in the contracting of previously expired notices, which were priced at lower dollar rates.

OPERATING EXPENSES AND OPERATING RESULTS

R$ million	4Q24	4Q23	*Chg.*	2024	2023	*Chg.*
Net Revenue	1,046.1	1,620.2	*(35.4%)*	3,688.3	3,926.6	*(6.1%)*
Gross Profit	270.6	430.8	*(37.2%)*	924.0	1,062.5	*(13.0%)*
Operating Revenue / Expenses	(188.0)	(186.7)	*0.7%*	(614.5)	(554.0)	*10.9%*
Selling Expenses	(134.3)	(190.3)	*(29.5%)*	(436.3)	(496.2)	*(12.1%)*
Sales Commissions	(20.1)	(38.8)	*(48.1%)*	(65.8)	(78.8)	*(16.5%)*
Advertising and Marketing	(47.8)	(37.1)	*29.0%*	(138.8)	(116.3)	*19.3%*
Technical Support and Warranty	(33.5)	(74.0)	*(54.7%)*	(129.2)	(189.8)	*(31.9%)*
Freight	(13.2)	(22.1)	*(40.5%)*	(50.7)	(58.2)	*(13.0%)*
Research and Development	(3.8)	(4.2)	*(10.8%)*	(9.8)	(8.8)	*11.7%*
Other Selling Expenses	(15.9)	(14.1)	*12.7%*	(42.1)	(44.3)	*(5.2%)*
General and Administrative Expenses	(72.8)	(77.6)	*(6.2%)*	(220.8)	(216.2)	*2.1%*
Salaries. Charges and Benefits	(37.9)	(38.5)	*(1.6%)*	(106.8)	(111.3)	*(4.1%)*
Depreciation and Amortization	(7.4)	(7.4)	*0.0%*	(25.1)	(22.9)	*9.5%*
Other General and Administrative Expenses	(27.5)	(31.7)	*(13.3%)*	(88.9)	(81.9)	*8.5%*
Equity Income	(4.0)	(6,4)	*(37,2%)*	(7,7)	(6,6)	*16,9%*
Other Operating Revenues/Expenses	23.0	87,6	*(73,7%)*	50,3	165,0	*(69,5%)*
Operating Results (EBIT)	82.5	244,1	*(66,2%)*	309,5	508,6	*(39,1%)*

Vertical Analysis (VA)	AV%	AV%		AV%	AV%	
	4Q24	4Q23	*Chg.*	2024	2023	*Chg.*
Net Revenue	100.0%	100.0%	-	100.0%	100.0%	-
Gross Profit	25.9%	26.6%	*-0.7 p.p.*	25.1%	27.1%	*-2.0 p.p.*
Revenues/ Operating Expenses	18.0%	11.5%	*6.5 p.p.*	16.7%	14.1%	*2.6 p.p.*
Selling Expenses	12.8%	11.7%	*1.1 p.p.*	11.8%	12.6%	*-0.8 p.p.*
General and Administrative Expenses	7.0%	4.8%	*2.2 p.p.*	6.0%	5.5%	*0.5 p.p.*
Equity Income	0.4%	-0.4%	*0.8 p.p.*	0.2%	-0.2%	*0.4 p.p.*
Other operating income / expenses	2.2%	5.4%	*-3.2 p.p.*	1.4%	4.2%	*-2.8 p.p.*
Operating Results (EBIT)	7.9%	15.1%	*-7.2 p.p.*	8.4%	13.0%	*-4.6 p.p.*

In the quarter, **operating expenses** remained stable (+0.7%) compared to 4Q23. In the year, there was an increase of 10.9% versus 2023, due to the decrease in other operating revenues (item in which financial credits arising from investments made in R&D&I are recorded as required by accounting standards). This is directly linked to the mix of revenues by the Company's industrial plant, with a lower share of sales by the Ilhéus unit compared to 4Q23, generating a lower volume of financial credits.

Commercial expenses fell 29.5% in the quarter and 12.1% in the year compared to the previous year, reflecting actions to reduce commercial costs and lower expenses with technical assistance, warranty and freight. In relation to net revenue, commercial expenses were 1.1 p.p. higher in 4Q24, mainly due to lower revenue in the period, but were 0.8 p.p. lower in the year.

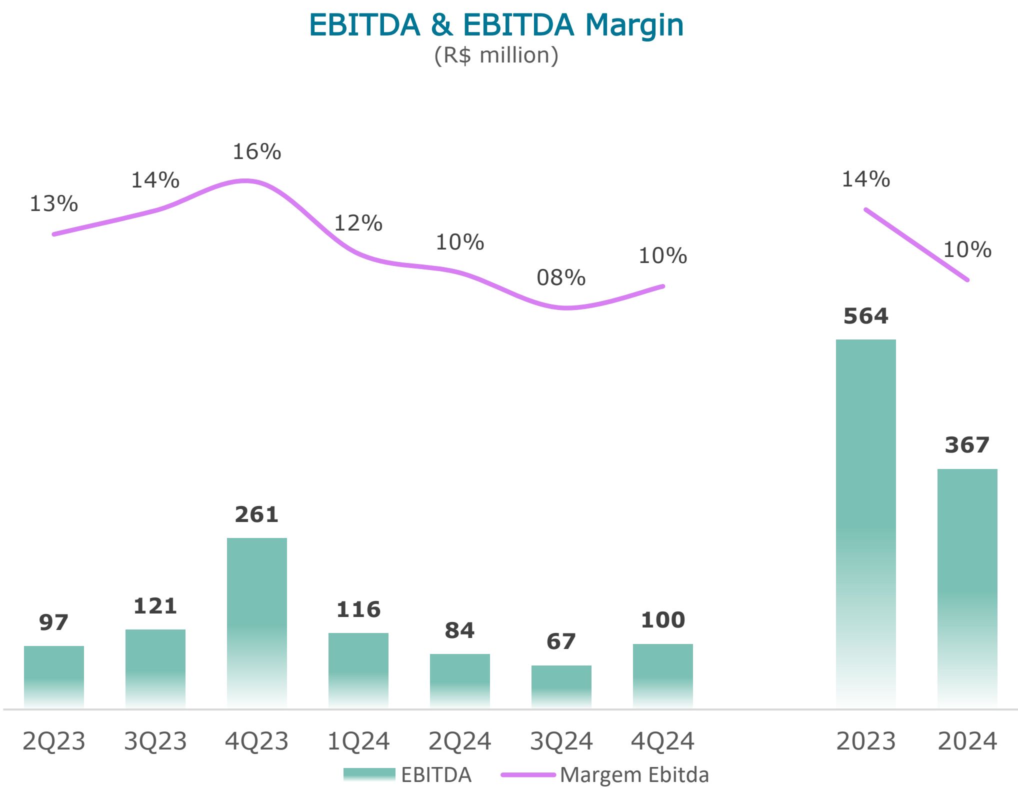
General and administrative expenses fell 6.2% in the quarter. In the year, expenses increased by 2.1%, mainly due to the consolidation of Algar Tech MSP expenses and the collective bargaining agreement. In relation to net revenue, general and administrative expenses increased by 2.2 p.p. in the quarter and 0.5 p.p. in the year, due to the effects described above and the drop in reported net revenue.

We are adopting initiatives to achieve efficiency gains, with full effect in 2025.

EBITDA

R$ milhões	4Q24	4Q23	*Chg.*	2024	2023	*Chg.*
EBIT	82.5	244.1	*(66.2%)*	309.5	508.6	*(39.1%)*
Depreciation and Amortization	17.4	17.2	*1.4%*	57.4	55.7	*3.2%*
EBITDA	99.9	261.3	*(61.8%)*	366.9	564.2	*(35.0%)*
EBITDA Margin	*9.6%*	*16.1%*	*-6.6 p.p.*	*9.9%*	*14.4%*	*-4.4 p.p.*

The decline in the EBITDA margin in the periods reported in 2024 reflects the strong comparison base in 2023, due to revenue from special projects, in addition to the appreciation of the dollar in CPV. These effects were partially offset by the reduction in commercial expenses.



ROIC – Return on Invested Capital

R$ million	4Q24	4Q23	*Chg.*	3Q24	*Chg.*
EBIT (LTM)	309.5	508.6	*(39.1%)*	471.1	*(34.3%)*
IR/CSLL (LTM)	(17.1)	(3.3)	*423.0%*	(4.9)	*249.9%*
NOPAT (LTM)[1]	**292.4**	**505.3**	***(42.1%)***	**466.2**	***(37.3%)***
Inventories	1,096.2	1,256.5	*(12.8%)*	1,236.3	*(11.3%)*
Accounts receivable	888.0	1,338.7	*(33.7%)*	839.5	*5.8%*
Suppliers	(658.2)	(823.1)	*(20.0%)*	(612.0)	*7.6%*
Working capital	**1,326.0**	**1,772.1**	***(25.2%)***	**1,463.7**	***(9.4%)***
Permanent Assets	733.4	504.3	*45.4%*	683.7	*7.3%*
Other long term assets	187.7	41.7	*350.4%*	190.7	*(1.6%)*
Invested Capital[2]	**2,247.1**	**2,318.1**	***(3.1%)***	**2,338.2**	***(3.9%)***
Average Invested Capital[2]	**2,282.6**	**2,365.2**	***(3.5%)***	**2,238.9**	***2.0%***
ROIC[4]	**12.8%**	**21.4%**	***-8.6 p.p.***	**20.8%**	***-8.0 p.p.***

1 – NOPAT (Net Operating Profit After Tax): Operating Profit after Taxes for the last 12 months.
2 – Capital employed is the sum of the lines of Working Capital, Permanent Assets and Other Long-Term Assets.
3 – Average capital employed for the period and for the same period of the previous year.
4 – NOPAT divided by Average Capital Employed

The lower ROIC in the year and in the quarter compared to the same periods of the previous year is due to the lower NOPAT in the last twelve months, for the same reason explained in

EBITDA previously. On the other hand, there was a reduction in working capital compared to the previous year, both in inventories (better mix and actions to optimize inventories) and accounts receivable (lower revenue volume in 4Q24), offset by the consolidation of Algar Tech MSP's intangible assets in the period, in addition to the reclassification of part of the accounts receivable from short to long term (HaaS). Finally, the 2024 ROIC calculation includes only 7 months of Algar's NOPAT in the year.

Financial Result

R$ million	4Q24	4Q23	*Chg.*	2024	2023	*Chg.*
Financial Income	22.9	25.3	*(9.4%)*	114.2	104.3	*9.4%*
Financial Expenses	(67.2)	(85.2)	*(21.1%)*	(272.4)	(325.4)	*(16.3%)*
Financial result Pre-Exchange Variation	**(44.3)**	**(59.9)**	***(26.1%)***	**(158.3)**	**(221.1)**	***(28.4%)***
Exchange Variation	(10.4)	9.5	*(209.9%)*	(49.1)	(33.3)	*47.5%*
Net Financial Income/Expenses	**(54.7)**	**(50.4)**	***8.5%***	**(207.4)**	**(254.4)**	***(18.5%)***

We reported an improvement in the net financial result for the year of R$47 million (-18.5%), with a reduction in financial expenses, despite the higher expense due to exchange rate variation. During the year, we reduced net debt (as per the table below), as well as the cost of debt. We have implemented a liability management plan, which has worked to replace more expensive debts with lower-cost operations, in addition to extending maturities.

In the 4th quarter, the financial result was 8.5% worse than in 4Q23, due to the negative exchange rate variation. However, the financial result before the exchange rate variation was 26.1% better.

NET PROFIT

The lower net profit in the year and in the fourth quarter of 2024 is due to the effects explained in EBITDA above. These effects were partially mitigated by actions to reduce financial expenses, which are mostly of a recurring nature.

INDEBTEDNESS

R$ milhões	4Q24	4Q23	*Chg.*	3Q24	*Chg.*
Net Debt and Cash					
Loans and Financings - Short Term	341.1	694.8	*(50.9%)*	200.2	*70.4%*
Loans and Financings - Long Term	941.7	690.9	*36.3%*	994.0	*(5.3%)*
Derivative Financial Instruments	(50.6)	30.3	*(266.8%)*	3.2	*(1704.1%)*
Indebtedness	**1,232.2**	**1,416.1**	***(13.0%)***	**1,197.4**	***2.9%***
Cash and Cash Equivalents	566.9	591.4	*(4.1%)*	423.6	*33.8%*
Total Cash	**566.9**	**591.4**	***(4.1%)***	**423.6**	***33.8%***
Net Debt	**665.3**	**824.7**	***(19.3%)***	**773.7**	***(14.0%)***
EBITDA LTM	366.9	564.2	*(35.0%)*	528.3	*(30.5%)*
Net Debt / EBITDA LTM	*1.8x*	*1.5x*	*0.3x*	*1.5x*	*0.3x*

The Company's leverage ratio (net debt / LTM EBITDA (last twelve months)) was 1.8x in December 2024, representing an increase of 0.3x compared to December 2023, impacted by the lower EBITDA, despite the reduction in net debt of R$159 million. It is worth remembering that in the year we settled debentures of R$200 million and disbursed R$190 million for the acquisition of Algar Tech MSP.

Compared to 3Q24, there was an increase of 0.3x in the ratio, resulting from the lower EBITDA in the period. It is important to note the significant reduction in debt, of R$108 million in 3 months.

Currently, 73.4% of gross debt is long-term, compared to 49.9% in December 2023, as a result of our consistent liability management work.

Debt Profile - Distribution between Short and Long Term	4Q24	4Q23	*Chg.*	3Q24	*Chg.*
Loans and Financings - Short Term	26.6%	50.1%	*-23.6 p.p.*	16.8%	*9.8 p.p.*
Loans and Financings - Long Term	73.4%	49.9%	*23.6 p.p.*	83.2%	*-9.8 p.p.*

SUBSEQUENT EVENTS

Guidance

In 2024, we achieved our revenue projection (“guidance”), with gross revenue of R$4.0 billion, excluding revenue from Algar Tech MSP (R$281 million), which was not included in the projection.

Based on our expectations for business development in 2025, we have established a new Gross **Revenue projection for 2025, between R$4.4 billion and R$4.8 billion.**

The assumptions for this projection are in the material fact published at the Companys IR website.

Dividends and buyback program

In the fiscal year ended December 31, 2024, the Company recognized the amount of R$38.2 million in dividends to be distributed. The amount will be submitted for approval at the Annual General Meeting and corresponds to a payout of 50%, or twice the statutory minimum, calculated on the net income for the fiscal year after deducting the amount allocated to the legal reserve. See details in note 22(f) of the financial statements as of 12/31/24 available on the IR website.

CAPITAL MARKETS

Ownership Composition at 12/31/2024:

Ownership Composition	Shares	%
Controlling interests	66,745,439	*47.1%*
Treasury	2,259,258	1.6%
Free Float	69,004,697	48.7%
Total	72,795,303	51.3%
Closing price R$	**5.18**	
Market capitalization R$ million	**734.5**	

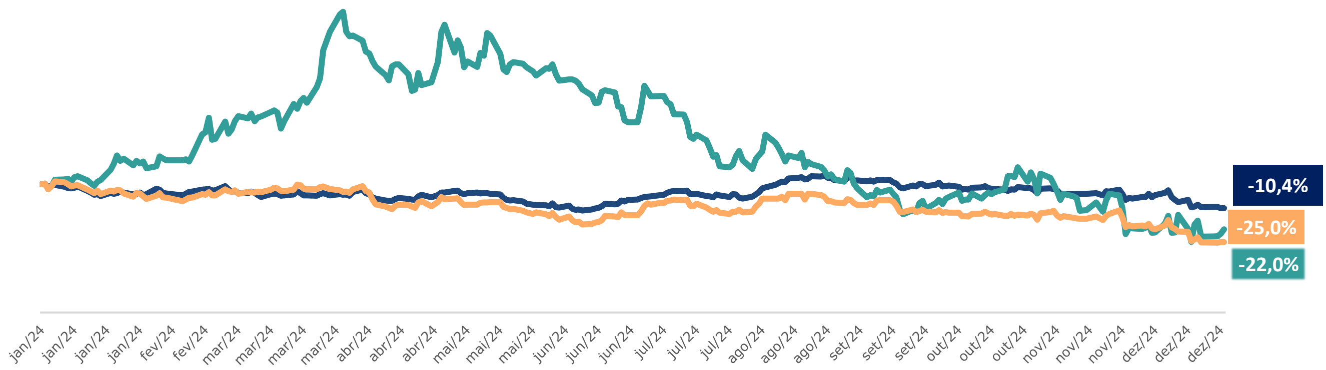
We ended September with share capital of R$721.7 million as part of the net equity of R$1.7 billion, divided among 141,800,000 common shares (POSI3), of which 51.3% are in circulation ("Free Float"). The calculation of the Free Float is based on all of the Company's shares, subtracting the shares held by controlling shareholders, managers and related parties and treasury shares. At the end of 2024, the Company reached R$734.5 million in market value.

Stock Performance

The average daily number of shares traded on the stock exchange was R$1.4 million in 12 months, representing an average daily financial volume of R$10.4 million. POSI3 ended 2024 quoted at R$5.18/share, a decrease of 22% compared to the same period in 2023.

The performance of the stock compared to the Ibovespa and Small Caps indexes in 2024 can be seen in the graph below:

Relative Performance POSI3 vs. indices since January 2024 as % (100 basis)



The Company is covered by analysts from investment banks such as UBS-BB, BTG Pactual, XP Investimentos, Bradesco BBI, Citibank and more recently, we secured coverage from Itaú BBA. For more information about analyst recommendations, visit: ri.positivotecnologia.com.br/servicos-aos-investidores/cobertura-de-analistas.

APPENDIX

BALANCE SHEET

ASSETS	4Q24	3Q24	4Q23
CURRENT	**2,967.7**	**2,913.9**	**3,575.2**
Cash and cash equivalents	566.9	423.6	591.4
Derivative financial instruments	21.7	-	-
Accounts receivable	860.9	815.7	1,326.4
Inventories	1,096.2	1,236.3	1,256.5
Accounts receivable with related parties	27.0	23.7	12.4
Taxes to be recovered	200.1	188.0	210.8
IRPJ and CSLL	101.3	136.4	93.6
Miscellaneous advances	50.9	45.7	53.5
Other credits	42.7	44.5	30.7
NON-CURRENT ASSETS	**1,499.2**	**1,349.4**	**1,006.7**
Long-term assets	**765.8**	**665.6**	**502.3**
Accounts receivable	185.1	188.2	32.0
Derivative financial instruments	35.8	-	-
Taxes to be recovered	501.1	473.3	457.9
IRPJ e CSLL	40.0	-	-
Deferred taxes	1.2	1.6	2.7
Other credits	2.6	2.5	9.7
Investments	**733.4**	**683.7**	**504.3**
Investments in affiliated companies	256.8	235.0	227.0
Net PP&E	155.5	155.7	146.8
Net intangible assets	321.2	293.0	130.5
TOTAL ASSETS	**4,467.0**	**4,263.3**	**4,581.8**

BALANCE SHEET

LIABILITES AND EQUITY	4Q24	3Q24	4Q23
CURRENT	**1,503.1**	**1,225.0**	**1,934.3**
Suppliers	658.2	612.0	823.1
Loans and financing	341.1	200.2	694.8
Derivative financial instruments	1.0	4.3	17.7
Salaries and charges payable	106.0	118.7	50.9
Rental liabilities	12.5	11.3	10.2
Provisions	135.8	131.8	164.7
Provisions for tax, labor and civil risks	3.1	3.1	4.2
Taxes to be collected	102.7	59.9	73.4
Dividends payable	38.2	0.0	58.6
Deferred revenue	21.4	18.5	11.6
Accounts payable with related parties	1.2	1.2	2.9
Other accounts payable	82.0	63.8	22.0
NON-CURRENT LIABILITIES	**1,317.8**	**1,378.8**	**1,051.1**
Loans and financing	941.7	994.0	690.9
Derivative financial instruments	-	-	16.9
Rental liabilities	22.7	24.9	23.1
Provisions	79.0	73.1	85.9
Provision for tax, labor and civil risks	206.8	55.7	48.1
Taxes to be collected	40.0	201.6	165.6
Deferred Taxes	18.2	15.7	4.7
Other accounts payable	9.3	13.9	15.9
SHAREHOLDERS' EQUITY	**1,646.1**	**1,659.5**	**1,596.4**
Share capital	721.7	721.7	721.7
Capital reserve	122.3	122.2	122.4
Profit reserve	820.1	778.0	779.4
Equity valuation adjustment	(7.0)	(17.4)	(18.6)
Treasury shares	(21.2)	(21.5)	(17.5)
Profit of the period	-	68.2	-
Participation of non-controlling shareholders	10.3	8.4	9.0
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	**4,467.0**	**4,263.3**	**4,581.8**

INCOME STATEMENT

R$ million	4Q24	4Q23	*Var.*	2024	2023	*Var.*
Consolidated Gross Revenue	1,208.5	1,946.4	*(37.9%)*	4,288.2	4,728.8	*(9.3%)*
Taxes on Sales	(100.8)	(236.7)	*(57.4%)*	(365.0)	(582.8)	*(37.4%)*
Commercial Discounts and Returns	(61.6)	(89.6)	*(31.2%)*	(234.8)	(219.4)	*7.0%*
Consolidated Net Revenue	1,046.1	1,620.2	*(35.4%)*	3,688.3	3,926.6	*(6.1%)*
Costs of Products and Services	(775.5)	(1,189.4)	*(34.8%)*	(2,764.3)	(2,864.1)	*(3.5%)*
Gross Profit	270.6	430.8	*(37.2%)*	924.0	1,062.5	*(13.0%)*
Gross Margin	*25.9%*	*26.6%*	*-0.7 p.p.*	*25.1%*	*27.1%*	*-2.0 p.p.*
Operating Expenses	(188.0)	(186.7)	*0.7%*	(614.5)	(554.0)	*10.9%*
Selling expenses	(134.3)	(190.3)	*(29.5%)*	(436.3)	(496.2)	*(12.1%)*
General and Administrative Expenses	(72.8)	(77.6)	*(6.2%)*	(220.8)	(216.2)	*2.1%*
Equity Income	(4.0)	(6.4)	*(37.2%)*	(7.7)	(6.6)	*16.9%*
Other operating revenues (expenses)	23.0	87.6	*(73.7%)*	50.3	165.0	*(69.5%)*
OPERATING RESULT	82.5	244.1	*(66.2%)*	309.5	508.6	*(39.1%)*
Depreciation and Amortization	17.4	17.2	*1.4%*	57.4	55.7	*3.2%*
EBITDA	99.9	261.3	*(61.8%)*	366.9	564.2	*(35.0%)*
EBITDA Margin	*9.6%*	*16.1%*	*-6.6 p.p.*	*9.9%*	*14.4%*	*-4.4 p.p.*
Financial Revenues	22.9	25.3	*(9.4%)*	114.2	104.3	*9.4%*
Financial Expenses	(67.2)	(85.2)	*(21.1%)*	(272.4)	(325.4)	*(16.3%)*
Pre-Exchange Variation Financial Result	(44.3)	(59.9)	*(26.1%)*	(158.3)	(221.1)	*(28.4%)*
Exchange Variation	(10.4)	9.5	*N/A*	(49.1)	(33.3)	*47.5%*
Financial Result	(54.7)	(50.4)	*8.5%*	(207.4)	(254.4)	*(18.5%)*
RESULTS BEFORE TAXES	27.8	193.7	*(85.6%)*	102.1	254.2	*(59.8%)*
Current IR/CSLL	(10.5)	(0.1)	*16838.7%*	(11.6)	(2.3)	*396.5%*
Deferred IR/CSLL	(3.2)	(1.5)	*121.9%*	(5.5)	(0.9)	*489.9%*
NET INCOME FOR THE PERIOD	14.1	192.2	*(92.7%)*	85.0	250.9	*(66.1%)*

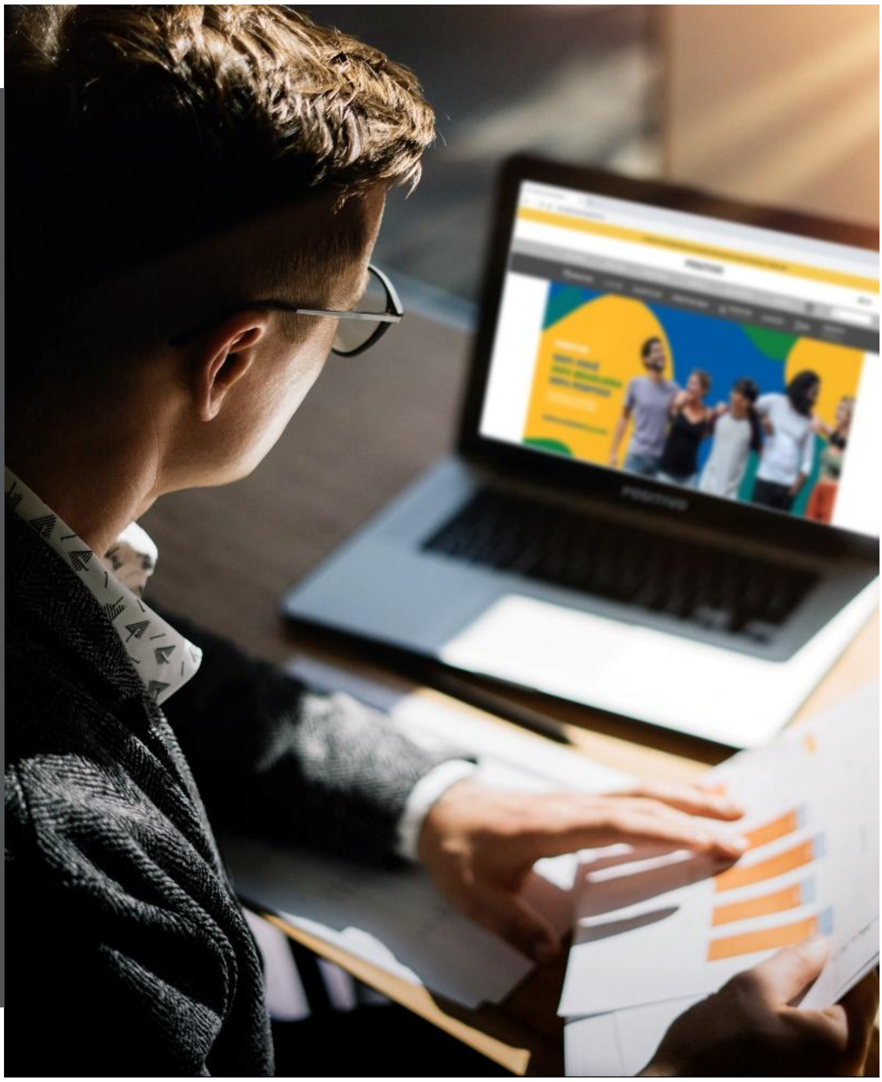
CASH FLOW

R$ million	2024	2023
CASH FLOW FROM OPERATING ACTIVITIES		
Net income (loss) for the period	85.0	250.9
Reconciliation of net income with cash (applied) obtained in operations:		
Depreciation and amortization	57.4	56.2
Equity income	7.7	6.6
Gain at fair value and adjustment to present value	(26.2)	(45.0)
Provision (Reversal) for tax, labor and civil risks	156.1	7.7
Reversal of taxes to be collected	(165.6)	-
Allowance for doubtful accounts	(1.1)	7.7
Provision (Reversal) for losses on inventories	9.1	(2.4)
Deferred provisions and revenues	(26.0)	23.2
Stock options	1.1	1.9
Charges on loans and right of use	165.6	236.0
Exchange variation	29.6	(5.4)
Interest on taxes	5.6	(2.3)
Gain on the sale of fixed assets	(1.2)	-
Income tax and social contribution (current and deferred)	17.1	3.3
	314.1	**538.2**
(Increase) decrease in assets:		
Accounts receivable	441.8	(200.5)
Inventories	152.3	148.5
Taxes to be recovered	(30.6)	(104.0)
Miscellaneous advances	15.7	(5.6)
Accounts receivable from related parties	(1.5)	0.4
Other credits	18.0	74.4
Increase (decrease) in liabilities:		
Suppliers	(207.6)	218.5
Tax obligations	21.0	42.9
Related parties	0.2	(0.1)
Other accounts payable	3.1	(1.7)
Indemnities	(11.6)	(8.0)
Payment of interest on loans and lease agreements	(185.9)	(162.2)
	215.0	**2.5**
Net cash invested in operating activities	**529.1**	**540.7**
CASH FLOW FROM INVESTMENT ACTIVITIES		
Capital payment - invested	(23.2)	(68.7)
Loan and other operations with invested companies	(13.1)	-
Cash incorporated in the acquisition of investments	(159.1)	0.4

Acquisition of fixed assets	(20.9)	(49.2)
Increase in intangible assets	(70.2)	(36.6)
Net cash used in investment activities	**(286.5)**	**(154.1)**

CASH FLOW FROM FINANCING ACTIVITIES		
Increase in share capital	-	-
Payment for acquisition of subsidiary	(13.2)	(7.2)
Dividends payments	(62.0)	(77.4)
Borrowings	1,153.2	494.7
Borrowings from BNDES	-	-
Loan amortization	(1,321.4)	(622.6)
Payment of lease agreements	(11.4)	(11.4)
Other accounts receivable/payable with related parties	(1.9)	1.2
Share repurchase	(9.2)	-
Resources from the exercise of stock options	2.8	0.6
Net cash generated by financing activities	**(263.0)**	**(222.1)**
Exchange variation on cash and cash equivalents	**(4.0)**	**0.2**

(DECREASE) INCREASE OF CASH AND CASH EQUIVALENTS IN THE PERIOD	(24.4)	164.8
Cash and cash equivalents at the beginning of the period	591.4	426.6
Cash and cash equivalents at the end of the period	566.9	591.4
(DECREASE) INCREASE OF CASH AND CASH EQUIVALENTS IN THE PERIOD	(24.4)	164.8



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As informações financeiras gerenciais contidas neste documento, bem como outras informações não contábeis da Companhia apresentadas neste Relatório de Resultados, não foram revisadas pelos auditores independentes. Algumas das afirmações aqui contidas se baseiam nas hipóteses e perspectivas atuais da administração da Companhia que poderiam ocasionar variações materiais entre os resultados, performance e eventos futuros. Os resultados reais, desempenho e eventos podem diferir significativamente daqueles expressos ou implicados por essas afirmações, como um resultado de diversos fatores, tais como condições gerais e econômicas no Brasil e outros países; níveis de taxa de juros e de câmbio, mudanças em leis e regulamentos e fatores competitivos gerais (em bases global, regional ou nacional). Para obter informações adicionais sobre fatores que possam originar resultados diferentes daqueles estimados pela Companhia, favor consultar os relatórios arquivados na Comissão de Valores Mobiliários - CVM.

GLOSSARY

ABINEE - Brazilian Association of Electrical and Electronic Industry

ORDER BACKLOG (OR CONTRACTED PURCHASES) - All customer orders received but not yet concluded. Order portfolio not yet concluded.

BACKLOG OF CONTRACTED PURCHASES – In the public sector. it refers to the completed bidding processes where the bidding bodies still need to issue the supply orders not yet completed. Portfolio of bids won and not yet completed.

CAGR - Compounded annual growth rate.

DESKTOP - Desktop computer

EBITDA - Corresponds to earnings before net financial expenses (income). IRPJ and CSLL. and depreciation and amortization. EBITDA is not an accounting measure used in accounting practices adopted in Brazil. it does not represent cash flow for the periods presented and should not be considered as an alternative to net income as an indicator of operating performance or as an alternative to cash flow as liquidity indicator. EBITDA does not have a standardized meaning and our definition of EBITDA may not be the same or comparable to the definition of EBITDA or Adjusted EBITDA used by other companies.

E-COMMERCE - A form of commerce where transactions are carried out using electronic equipment connected to data transmission networks. such as computers and mobile phones.

HAAS OU HARDWARE AS A SERVICE - An innovative business model. a fully managed solution for the IT equipment distribution and commercialization process. without the customer having to invest capital in the purchase of equipment. In this business model. Positivo Tecnologia sells packages that include equipment. installation. configuration. maintenance. and technical support. all for a monthly fee. In a practical way. a pre-determined contract is signed between the hardware supplier and the customer. where Positivo Tecnologia is responsible for IT.

HARDWARE - A physical component of a computer or set of electronic components. integrated circuits. and boards. which communicate through busbars.

HOMESCHOOLING - The concept of homeschooling is characterized by the proposal of home education. This proposal is in line with the frequency of children in an institution. be it a public. private or cooperative school.

IDC - *International Data Corporation* – An international research company that follows the computer market.

IFRS - *International Financial Reporting Standards.*

IPSOS - (Institut de Publique Sondage d'Opinion Secteur) - A company that carries out active marketing research. advertising. media. consumer satisfaction. and public and social opinion research.

GRAY MARKET - A market formed by the sales made by small and medium assemblers of computers whose production has a certain degree of smuggled parts and. still. by the sales of companies that do not have an incentive of PPB - Basic Productive Process.

CORPORATE MARKET - Mercado formado pelas vendas realizadas a pequenas. médias e grandes empresas privadas. seja por força de venda direta. por revendas ou agentes terceirizados.

PUBLIC INSTITUTIONS MARKET - A market formed by sales made to small. medium. and large private companies. whether by the direct sales force. resellers. or outsourced agents.

PUBLIC BIDDING MARKET - A market formed by sales made by bodies and entities belonging to the direct or indirect administration of the various spheres of the Brazilian Government.

CONSUMER OR RETAIL MARKET - A market formed by sales made to domestic users (individuals). micro and small companies which are server by retail chains.

OFFICIAL MARKET - A market for the sale of computers excluding the participation of the Gray Market.

TOTAL MARKET - The sum of the Official Market plus the Gray Market.

MESA EDUCACIONAL ("MESA MEANS TABLE IN PORTUGUESE") - Computer for education. forming an environment for learning. Set of devices that can be connected to a computer plus software.

LAPTOP - A portable computer.

OPEX (operational expenditure) - Refers to operating expenses. In this case. the company would be purchasing a computer for a service that will deliver the computer. update.training. and monitoring.

PC - (personal computer) - comprising desktops. laptops. and servers

EDUCATIONAL PORTAL - Electronic Internet portal for education purposes.

RHAAS OU REFURFISHECD HARDWARE AS A SERVICE – operation similar to the HAAS explained above. However. in this business model. sales and leases refer to used equipment pieces refurbished and already depreciated. This business model allows for better margins.para o fornecimento de serviços integrados, englobando software, instalação, equipamentos de informática, além de suporte técnico e pedagógico, principalmente para instituições de ensino públicas, privadas e para o mercado doméstico.

SOFTWARE – Sequência de instruções a serem seguidas e/ou executadas na manipulação, redirecionamento ou modificação de um dado/informação ou acontecimento.

TABLET – Dispositivo em formato de prancheta com tela sensível ao toque.

TAM – *Total Addressable Market* ou *Total Available Market*. O TAM é definido como "a oportunidade de receita existente disponível para um produto ou serviço", e muitas vezes é calculada como o tamanho do mercado do geral para o específico, deduzindo-se segmentos do mercado que não são endereçáveis e/ou possivelmente atendidos.

TI – Segmento comercial da Tecnologia da InformaçãO.

Thank you