

RESULT PRESENTATIONS

4T24.



# Legal Notice

This material may include statements that represent expectations about future events or results, which necessarily involve known and unknown risks and uncertainties. Such information reflects the Company's beliefs and expectations and is based on information currently available. Future considerations depend substantially on market conditions, government rules, the performance of the sector and the Brazilian economy, among other factors, operating data may affect the future performance of Eletromidia and may lead to results that differ materially from those expressed in such future considerations. Eletromidia assumes no obligation to publicly disclose the results of any revisions of these beliefs and expectations.

This presentation has been summarized and is not intended to be complete. The Company's shareholders and potential investors should read this presentation, always accompanied by the Company's Financial Statements and Quarterly Information.

# 1. 4Q24 Results

e você, já evoluiu  
com o **will?**

o primeiro  
cartão  
de 1 milhão  
de pessoas\_



# 2024 HIGHLIGHTS

## GROSS REVENUE



**R\$ 1.35 billion**

**29% vs. 2023**

## ADJUSTED EBITDA



**R\$ 430 million**  
*36% EBITDA Margin*

**24% vs. 2023**

## ADJUSTED NET PROFIT



**R\$ 198 million**  
*17% Adjusted Net Margin*

**25% vs. 2023**

## OPERATING CASH GENERATION



**R\$ 415 million**  
*Before interest*

**31% vs. 2023**

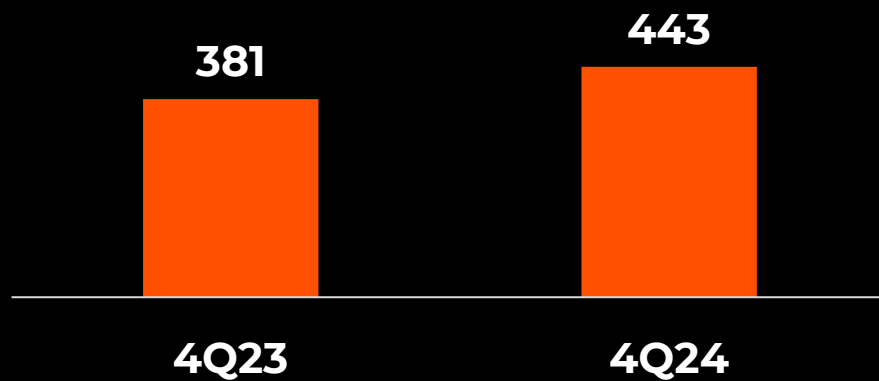
EBITDA, EBITDA Margin, Net Income, and Net Margin refer to Consolidated and Adjusted indicators. Comparison versus 2023.

# Gross Revenue | Historical Revenue Performance

(R\$ million)

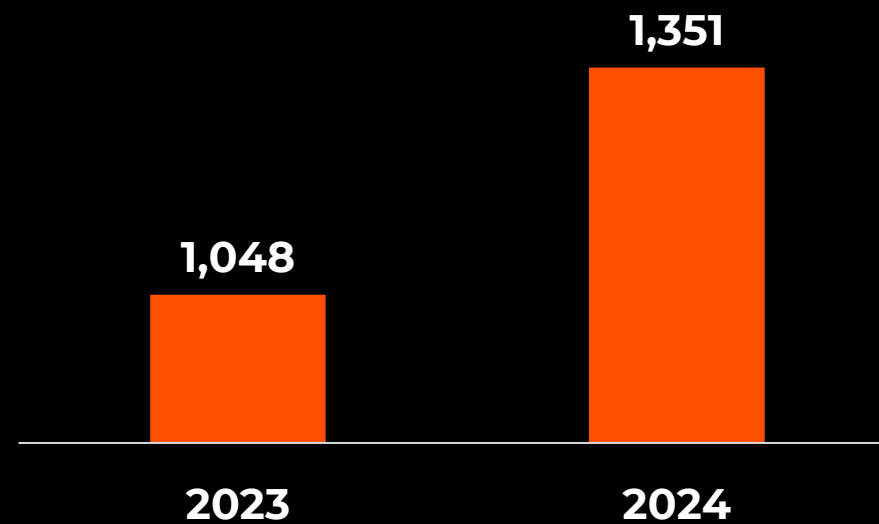
**+ 16%**

vs. 4Q23



**+ 29%**

vs. 2023

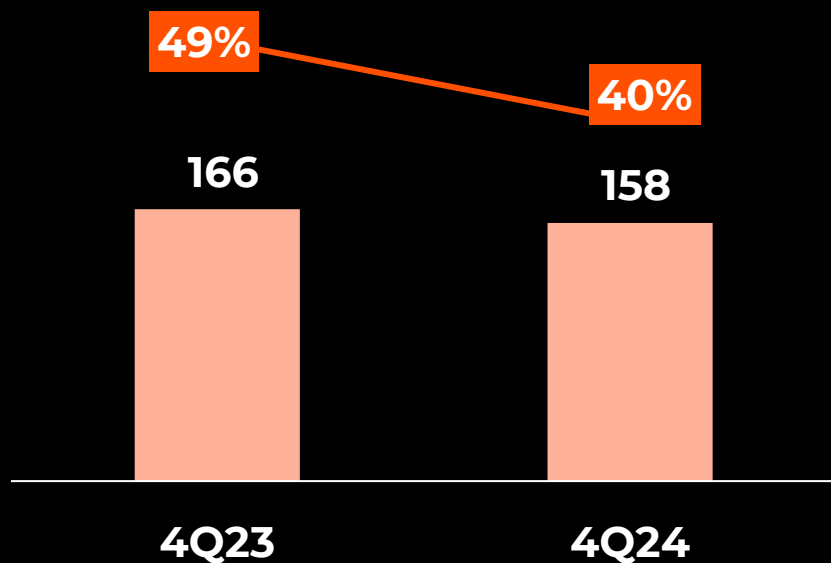


# Adjusted EBITDA and EBITDA Margin | Margin Expansion

(R\$ million)

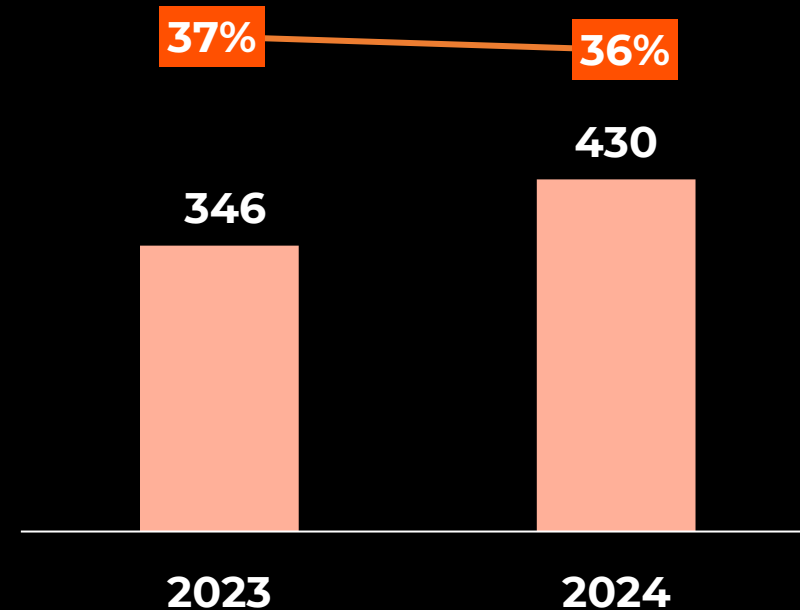
- 5%

vs. 4Q23



+ 24%

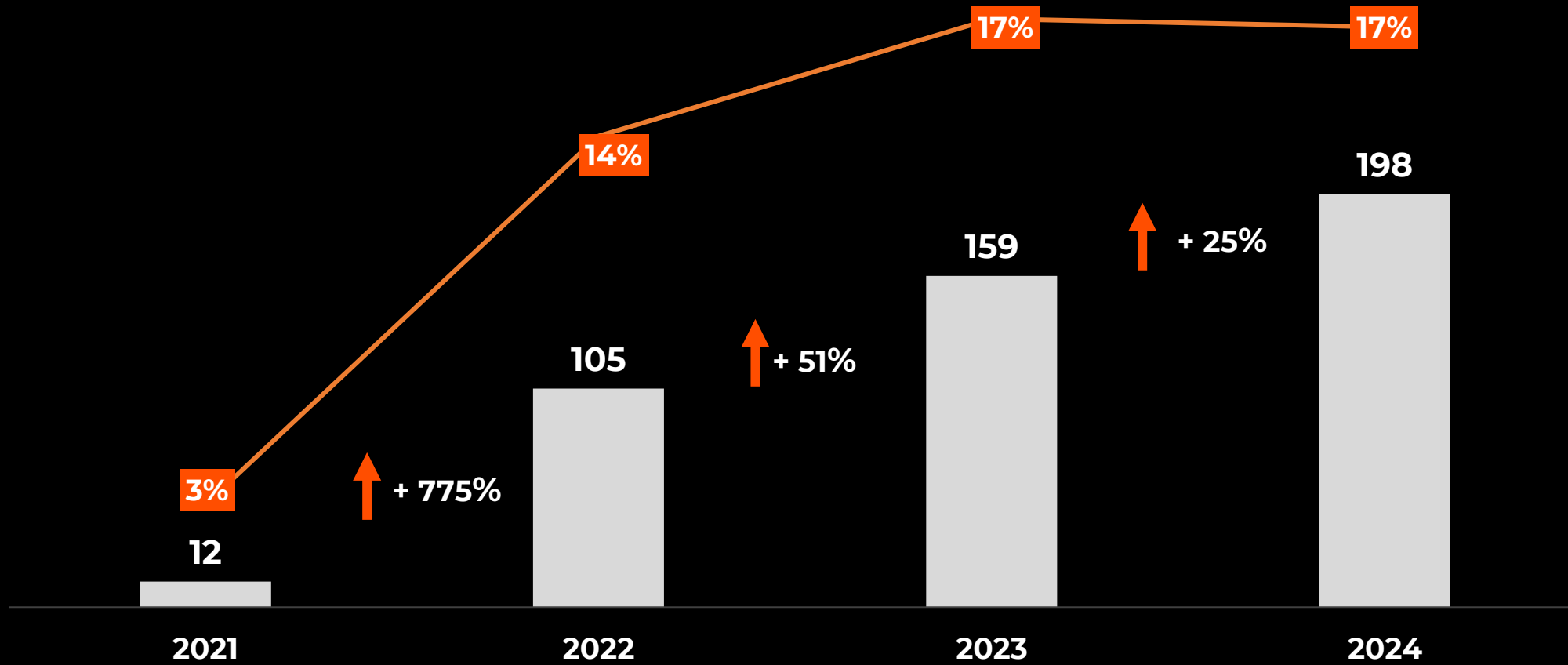
vs. 2023



■ Adjusted EBITDA — Adjusted EBITDA Margin

# Adjusted Net Income and Adjusted Net Margin | Annual Evolution

(R\$ million)



# Cash Flow

(R\$ million)

	4Q24	4Q23	Δ %	2024	2023	Δ %
<b>Opening Balance</b>	<b>442,922</b>	<b>405,803</b>	<b>9.1%</b>	<b>487,054</b>	<b>168,821</b>	<b>188.5%</b>
(+/-) Operating Cash excluding interest paid	112,872	132,934	-15.1%	415,165	317,456	30.8%
(-) Interest paid	(46,756)	(3,508)	1,232.8%	(136,530)	(89,823)	52.0%
(+/-) Net Operating Cash	66,116	129,426	-48.9%	278,635	227,633	22.4%
(+/-) Net Cash for Investments	(488,911)	(38,501)	1,169.9%	(570,982)	(169,353)	237.2%
(+/-) Net Cash for Financing	(491,490)	(9,674)	-5,180.5%	316,910	(259,953)	21.9%
<b>Closing Balance</b>	<b>511,617</b>	<b>487,054</b>	<b>5.0%</b>	<b>511,617</b>	<b>487,054</b>	<b>5.0%</b>

# Key Terms of the **Unified Public Tender Offer**

## **Offeror**

Globo Comunicação e Participações S.A.

## **Price**

**Up to R\$29.41 per share\*:**

R\$27.3817 as the Closing Installment; and  
R\$2.0283 as the Contingent Installment  
("Earn out")

## **Total Number of Outstanding Shares<sup>1</sup> and Total Financial Volume**

33,385,837 or  
~R\$981.8 million

## **Key Dates**

Launch: 03/27/2025

Participation Period: 03/27/2025 to 04/25/2025

Auction: 04/28/2025

Settlement: 04/30/2025

Refer to the Offer Notice for more information

\*The amount is in the process of being updated since the closing on 12/20/2024

Note: (1) The number includes 28,711,148 shares committed under the Acceptance Commitments..



# Q&A



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