



# Camil

Material Fact

Strategic Investment - Café Bom Dia

Dec/2021



# Transaction Summary

*Investment in line with the Company's strategic objectives of operating in the Coffee segment*

## Investment

### Investment in Café Bom Dia and Agro Coffee

## Investment Overview

- Industrial plant located in Varginha (MG) will allow operationalizing the Company's operations in coffee with the Seleto and União brands
- Company in Judicial Reorganization
- Complete portfolio that includes lines of coffee and other value-added products in the category (cappuccino, filter, among others)
- 2 brands, with Café Bom Dia as the main one
- National and export brands

## Brands and Products




## Transaction

R\$63 million

## Schedule

### Concluded:

- Aug/21: Board of Directors Approval
- Dec/21: SPA Signing and Closing



# Coffee Operation Overview



## Market Overview

- ✓ Brazil is the second largest coffee consumer market in the world
- ✓ Per capita consumption in 2020 of 4.79 kg
- ✓ 82% of the sector is made up of micro and small companies
- ✓ 96.7% penetration with 14.5 purchase frequency
- ✓ R\$10.3 billion market in Brazil

## Camil Brands

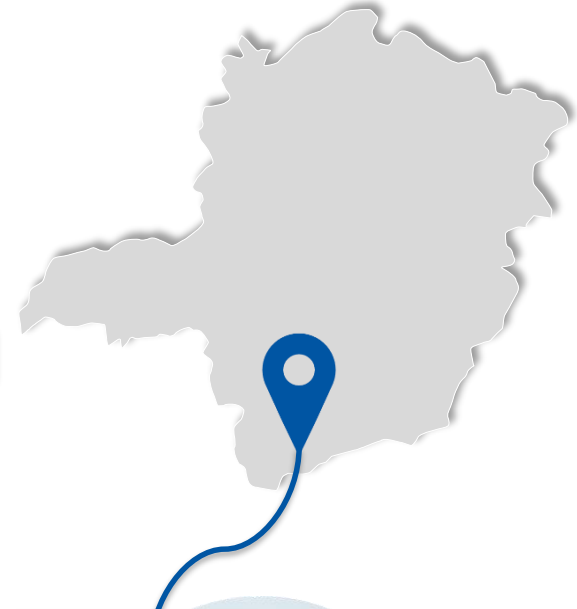


**união**

**Seleto**



## Operation



Varginha, MG



Productive Capacity of approx. 40 k ton/year

**Investor Relations**  
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