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2Q24 RESULTS PRESENTATION

Conference Call:
September 16th at 2 p.m (Brasília)/
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**GENERAL
CONSIDERATIONS**



GENERAL CONSIDERATIONS

**RECOGNIZED AS
THE BRAND
THAT BEST
UNDERSTANDS
AND IS A
FRIEND TO
WOMEN**

New CEO
March 2024

**Customer
Research**
Resumption of
DNA/Pilot
repositioning

**Review of
product
hierarchy
and
category**

**Supply chain
relationship**

**Price
pyramid
review –**
Focus on
Class C

**Sectoral and
corporate
goals for
100% of
executives**

**Management
reports and
dashboard of
indicators**

GENERAL CONSIDERATIONS



**RECOGNIZED AS
THE BRAND
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WOMEN**

**Recomposition
of inventories**

**Review of
portfolio and
financial
services**

Acceleration of
Credsystem
Partnership

**SG&A
adjustment**

**Children's
pilot**

**CRM
reorganization**

**Commission
for
personalized
analysis**
Store by store

**Review of
digital
channel
strategy**

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HIGHLIGHTS Q2
2024



2Q24 HIGHLIGHTS

Marisa is already beginning to show clear signs of a strong start in the process of recovery and return to our DNA.

+14.6 p.p.

change between SSS and inventory variation

50.4%

retail gross margin +2.7 p.p vs 2Q23

26.2%

Reduction in SG&A – 6M consolidated

+287%

Evolution in recurring retail EBITDA (SSS)*

5%

Retail recurring EBITDA margin (SSS) – **evolution of 3.9 p.p.**

R\$ 41MM

Net Debit (Ex-Commercial Notes, capital subscription and receivables availability)

123%

Growth in issuance of new Marisa PL cards. **(Credsystem partnership)**

R\$ 622.8MM

Added to the company through **private equity offer**

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FINANCIAL
RESULTS Q2 2024

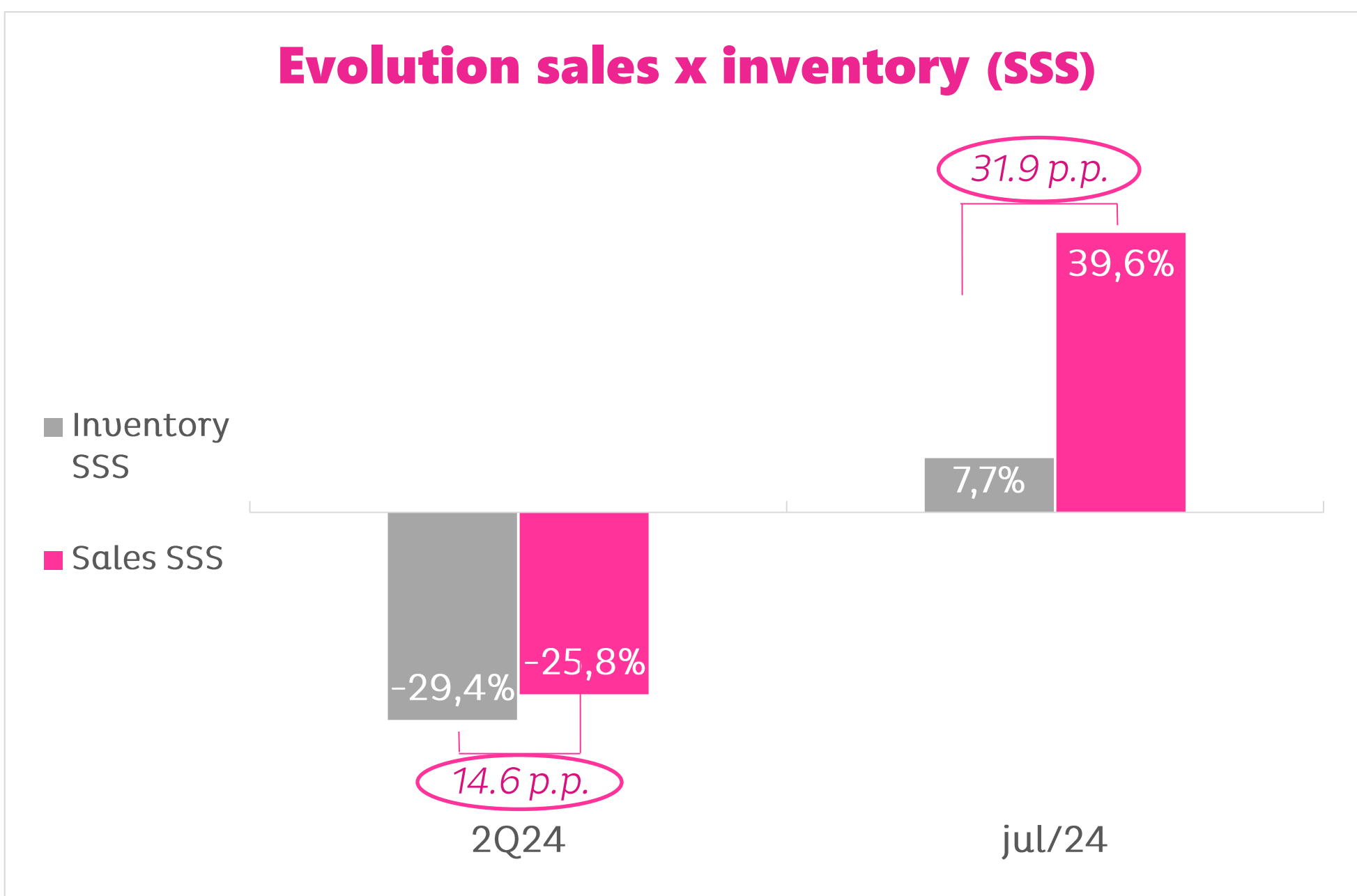


OPERATIONAL RESULTS SSS*

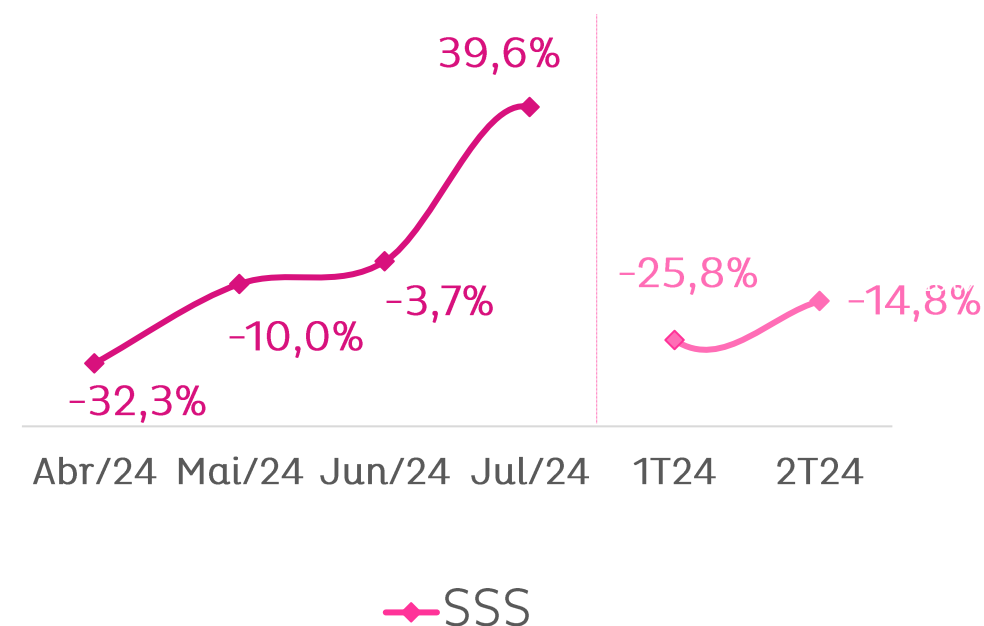
Net Revenue Delta between 1Q24 and 2Q24 of 2024 was 28%

We had significant growth of approximately 11 p.p. in same-store sales compared to the first quarter of 2024, demonstrating a strong recovery. However, compared to the same period of the previous year (second quarter of 2023), we recorded a decrease of 14.8%, which reflects the impact of the challenges faced over the last year.

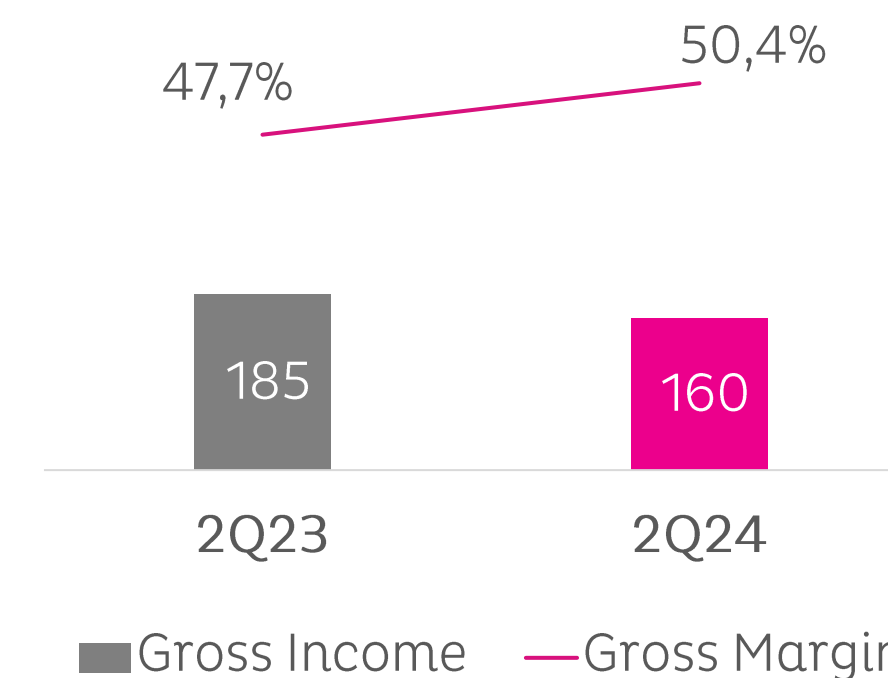
Evolution sales x inventory (SSS)



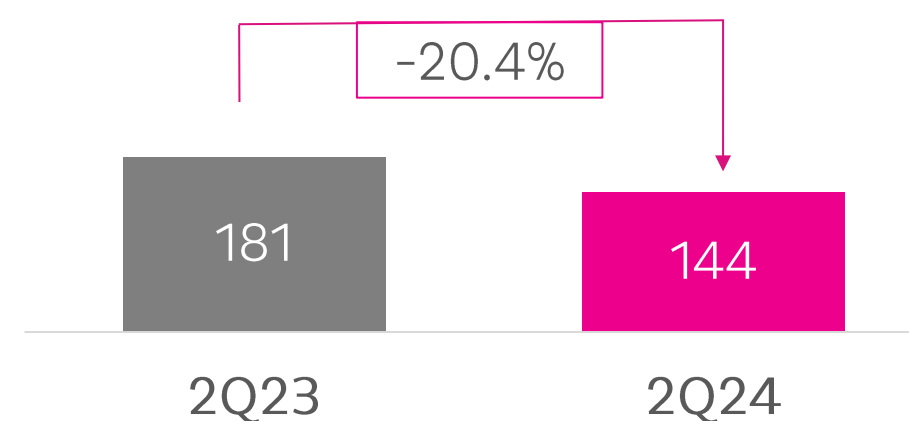
Evolution SSS (%)



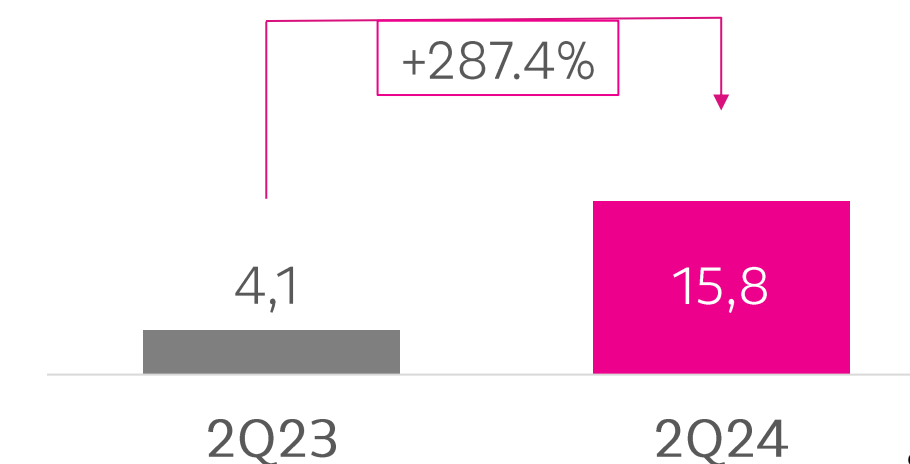
Gross Profit (R\$ MM)



Operational Expenses (R\$ MM)



EBITDA** (R\$ MM)



* Same-store sales information

** Post IFRS-16

NET INCOME

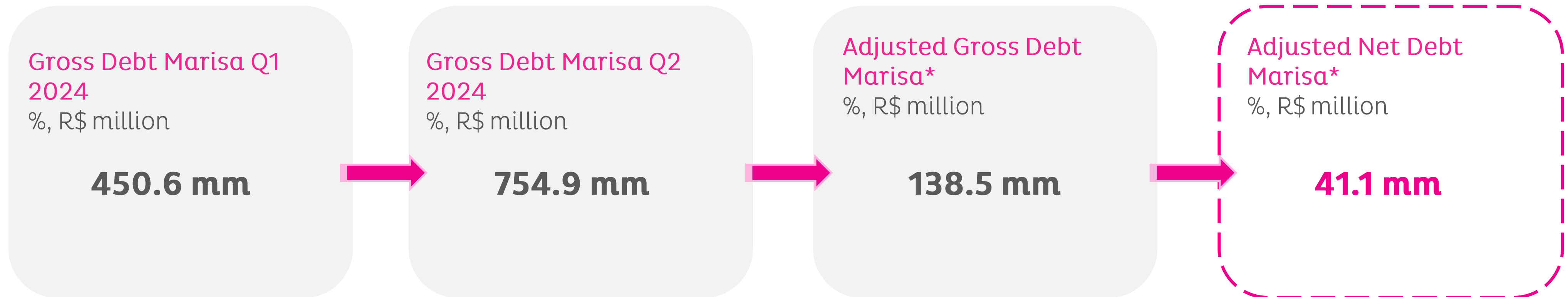
Net income for 2Q24, compared to the same period of the previous year, grew 60.9%, mainly due to stock shortages and operational discontinuity at M Pagamentos. However, compared to 1Q24, we observed a **significant drop in net loss** of 31%.



LEVERAGE

The **debt** appears to have increased but is timeless, as it includes the investment of the main controlling shareholders in commercial notes, demonstrating **the confidence they have placed in the Company's strategy**.

In July/24, we **settled** these commercial notes, as well as the debentures issued, with a significant reduction in the company's **gross and net debt**.

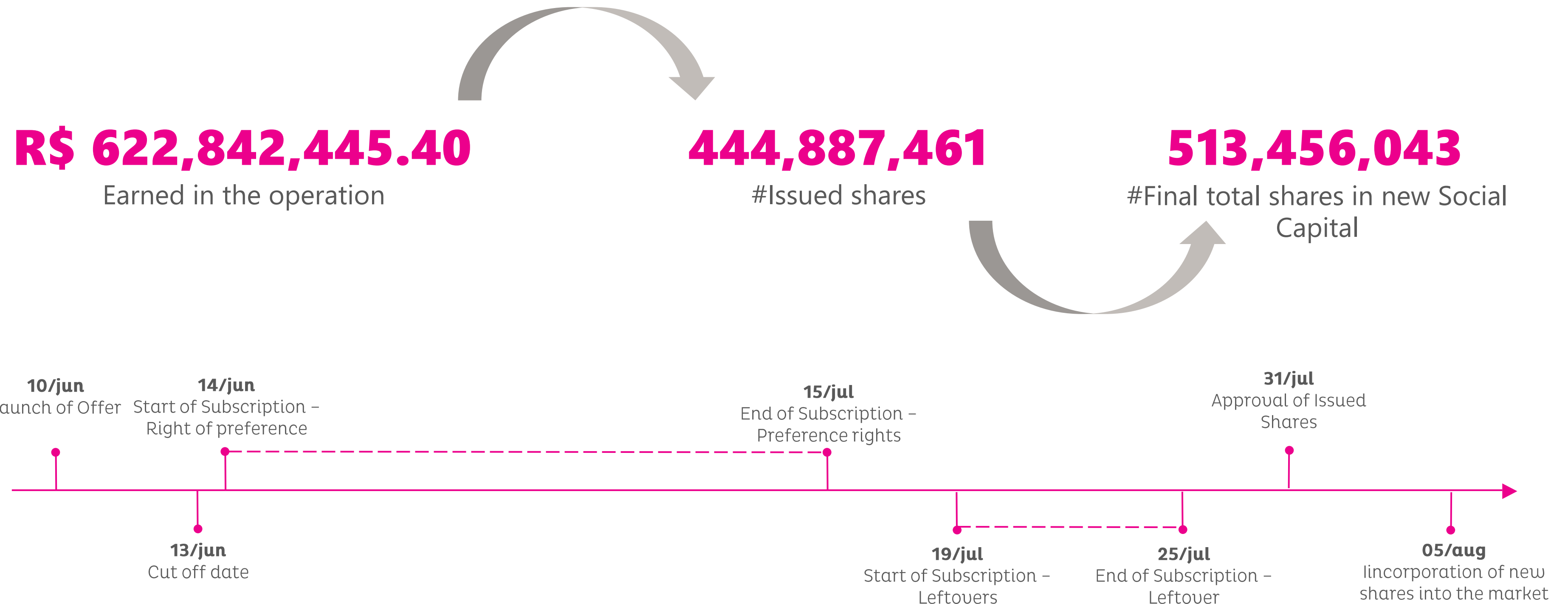


*Excluding non-current payments and debentures

PRIVATE EQUITY OFFER

At the end of July, the company underwent a **private equity offer** with the objectives of:

- (I) Support the brand repositioning plan;
- (II) Strengthening the Company's working capital and capital structure.



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PERCEPTION OF
OUR CLIENTS



CONSUMER RELATIONSHIP MANAGEMENT

Marisa has **regained customer trust** and has become **increasingly attractive** to a new audience.

In a new perception survey, the evolution of the following attributes stands out, when compared to the same survey carried out in 2023:

Affordable prices

+6 p.p

**Good cost-benefit
(worth what it costs)**

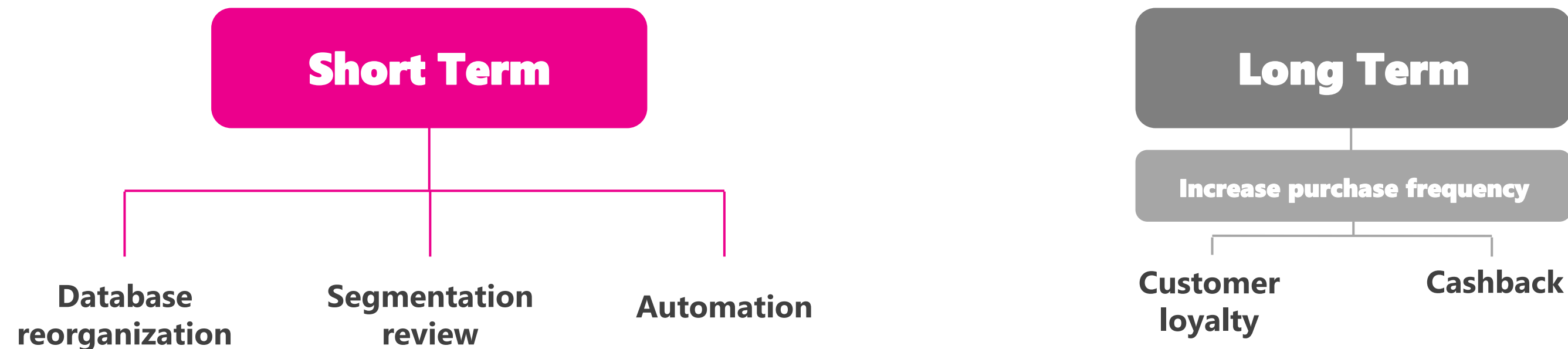
+6 p.p

Made for the family

+4 p.p

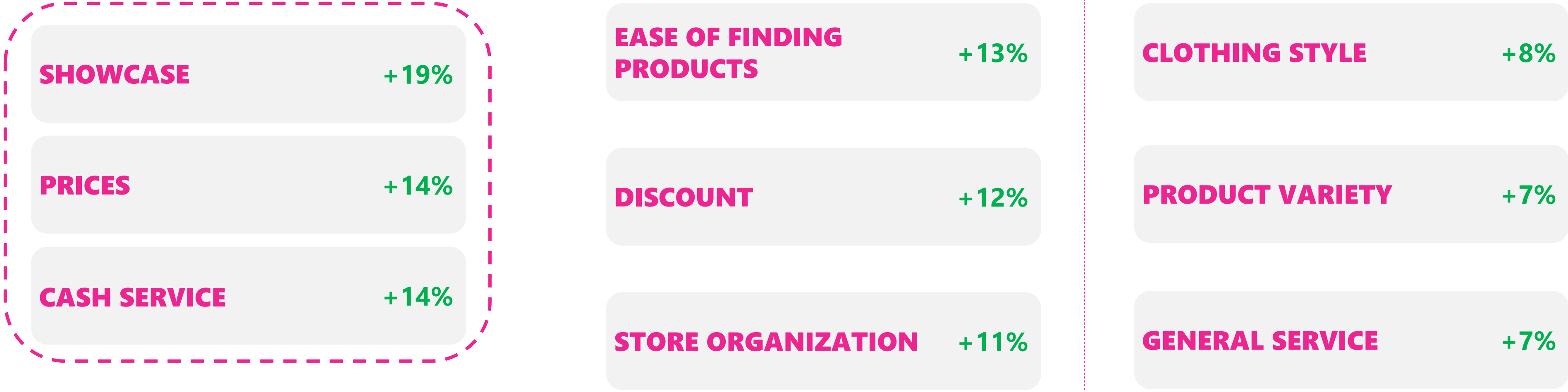
All attributes are aligned with the values of **Marisa's new positioning**, returning to its DNA.

As our customer base grows, we are bringing **new strategies** to CRM:



CUSTOMER PERCEPTION (PILOT STORES)

After implementing the pilot actions, we carried out a survey with customers who visited one of our stores. The results showed a **significant improvement in all attributes evaluated***



Attributes related to **organization** and **price** were highlighted in customers perceptions.

“Lots of offers in the store”

“Better organization”

“Change in store displays, fashion style and prices are good.”

“It is well stocked with merchandise.”

Source: Internal Research

* - 1 2 3 4 5 +

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Q&A

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