

2024 EARNINGS PRESENTATION



BIORITMO



TOTALPASS



ONE





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HIGHLIGHTS 2Q24

- **RECORD OF 270 CLUBS ADDED IN THE LAST 12 MONTHS**, TOTALING 1,529 UNITS IN 2Q24 (+21% VS. 2Q23). WE REMAIN CONFIDENT ABOUT THE GUIDANCE OF OPENING 240 TO 260 CLUBS IN 2024
- MEMBER BASE IN CLUBS OF **4.6 MILLION IN 2Q24, GROWTH OF 17%** VS. 2Q23 AND **+2%** VS. 1Q24
- **ROBUST GROWTH OF 30% IN NET REVENUE VS. 2Q23**, REACHING R\$1.4 BILLION IN 2Q24 (**+8% VS. 1Q24**)
- **SOLID CASH GROSS MARGIN AT 50.0%** IN 2Q24, WITH GROSS MARGIN OF MATURE CLUBS¹ STABLE AT **52%** FOR THE 6TH STRAIGHT QUARTER
- **RECORD ADJUSTED EBITDA²** OF R\$437 MILLION IN 2Q24, (**+29% VS. 2Q23 AND +11% VS. 1Q24**) WITH STRONG OPERATING CASH FLOW OF R\$473 MILLION, CONVERSION OF 108%
- **RECURRING NET INCOME³ OF R\$143 MILLION IN 2Q24**, +24% VS. 1Q24



(1) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year;

(2) (e) Excludes gain of R\$176.6 million in 2Q23 from the revaluation of the existing 50% stake in Panama due to the acquisition of control of this operation, in accordance with accounting standards in effect in the period;

(3) Excludes the impact related to the revaluation of the stake in the Panama and Costa Rica operations and non-recurring financial expenses in 2Q24 of R\$22.1 million after IR/CSLL, related to the prepayment of the 6th issue of debentures.



SUCCESSFUL AND SOLID TRACK RECORD

28 years of operations of the Company and 3 years of IPO with encouraging milestones in the last years



CONSOLIDATION OF LEADERSHIP IN THE REGION WITH OPERATIONS IN 15 COUNTRIES



WE HAVE SURPASSED THE MARK OF 1,500 SMART FIT CLUBS



WE ENDED 2Q24 WITH 4.9 MILLION TOTAL MEMBERS



RECORD ADJUSTED EBITDA OF R\$1.5 BILLION IN THE LAST 12 MONTHS, WITH HIGH CONVERSION TO OPERATING CASH FLOW OF 99%



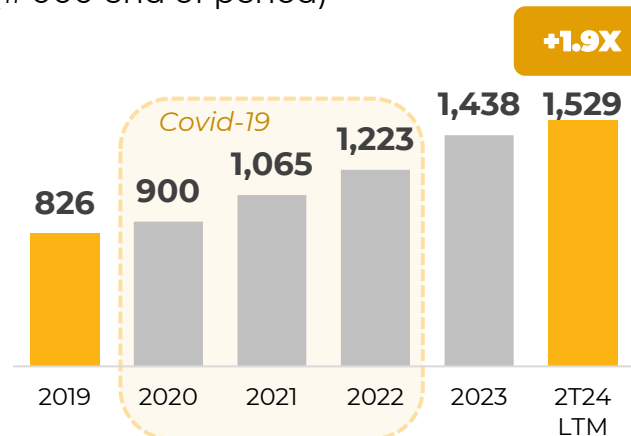
ROBUST OPERATING CASH FLOW GENERATION OF 1.5 BILLION IN THE LAST 12 MONTHS, AND WE STARTED TO PAY DIVIDENDS TO SHAREHOLDERS



UPGRADE OF COMPANY'S RATING TO AA+(BRA) BY RATING AGENCY

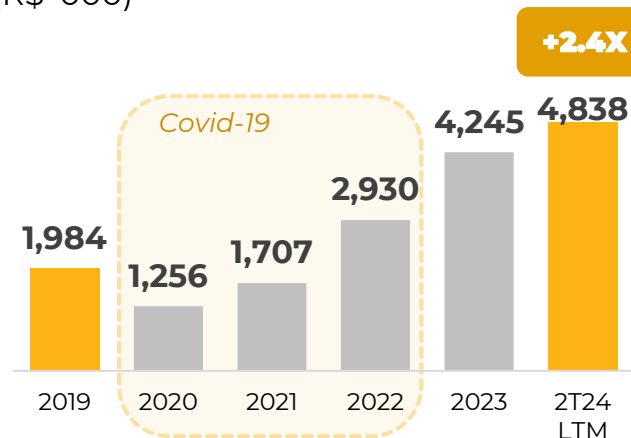
CLUB NETWORK

(#'000 end of period)



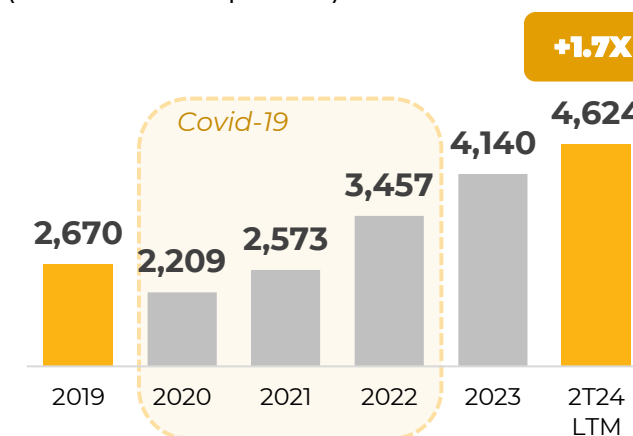
NET REVENUE

(R\$ '000)



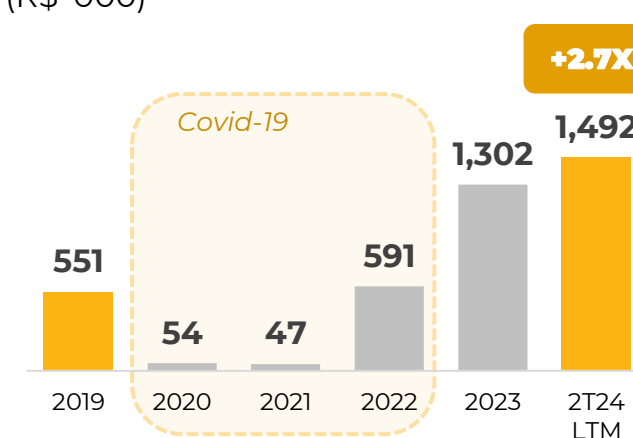
MEMBER BASE IN CLUBS

(#'000 end of period)



ADJUSTED EBITDA¹

(R\$ '000)



(1) Excludes the gain of R\$176.6 million in 2Q23 obtained from the revaluation of the existing 50% stake in Panama, due to the acquisition of this operation control, made in accordance with the accounting standards in force in the period;



ADVANCES IN RENEWABLE ENERGY INITIATIVES AND STRENGTHENING OF THE ENVIRONMENTAL PILLAR



192 UNITS
+44 vs. 4Q23 (+30%)

Operating free market or distributed generation in Brazil

38% of own clubs in Brazil (vs. 30% in 4Q23), with a reduction in costs per kWh used



Extension of renewable energy partnerships to **expand the supply of clean energy for all brands of the group**



273 UNITS
+49 vs. 4Q23 (+22%)

With an air conditioning automation system

With 195 units in Brazil, 66 in Mexico, and 12 in Colombia, with greater energy efficiency

NEWS ★



Structuring of the water management process

Online monitoring of water consumption in 217 units - detailed and agile monitoring of possible leaks, incorrect charges, and units with high consumption



The 2nd edition of "For a more Sustainable World"

Employee awareness program on topics related to the group's ESG agenda. The theme of this edition was climate change



ESG HIGHLIGHTS IN THE FIRST HALF OF 2024 (2/2)

Initiatives on social and people management pillar



Clubs working as "Solidarity Space for Childhood" in partnership with UNICEF

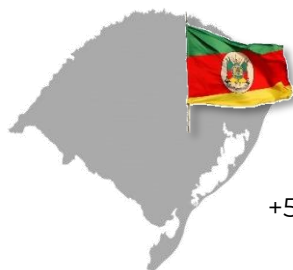
Collection campaign to support flood victims in RS

+13,000 items donated and psychological support to employees in Rio Grande do Sul (RS)

"SOLIDARITY SPACES FOR CHILDHOOD" PARTNERSHIP WITH UNICEF

"Smart Fit Group accounted for 52% of UNICEF's in-person collections in Brazil"

SUPPORT FOR FLOOD VICTIMS IN RIO GRANDE DO SUL



+50 collection points in clubs nationwide



WHAT'S NEXT!

2023 Sustainability Report

Advances in the climate journey

Mapping of greenhouse gas emissions in units in Brazil

PEOPLE MANAGEMENT HIGHLIGHTS

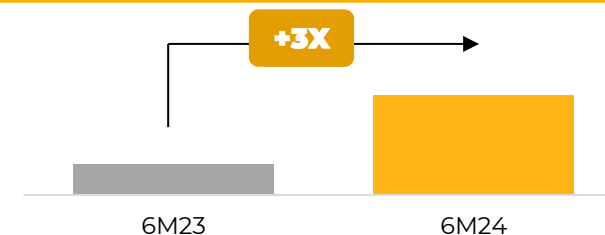
Execution of the **Power Skills Program**, a development program for leaders and employees in Brazil with a focus on the **socio-emotional skills, people management, and innovation pillars**

Participation of 137 employees in the new **MBA and post-graduation groups for physical education professionals**

A new round of the **company's climate survey**, with high participation from employees in Brazil

Corporate university registered over 280 thousand accesses by employees in Brazil and LATAM in 1H24

CORPORATE UNIVERSITY +3X MORE ACCESSES IN 1H24



Support for the victims of the fire in the Valparaíso region of Chile

Partnership with a local vehicle for collecting and delivering donations to the victims of the fire.

Support for the "Programa de Inclusión Best Buddies" in Chile

Conducted by foundation that develops people with disabilities through work, social, and leadership inclusion programs



"Smart Truck" event in Mexico

Action to encourage physical activity in the local community

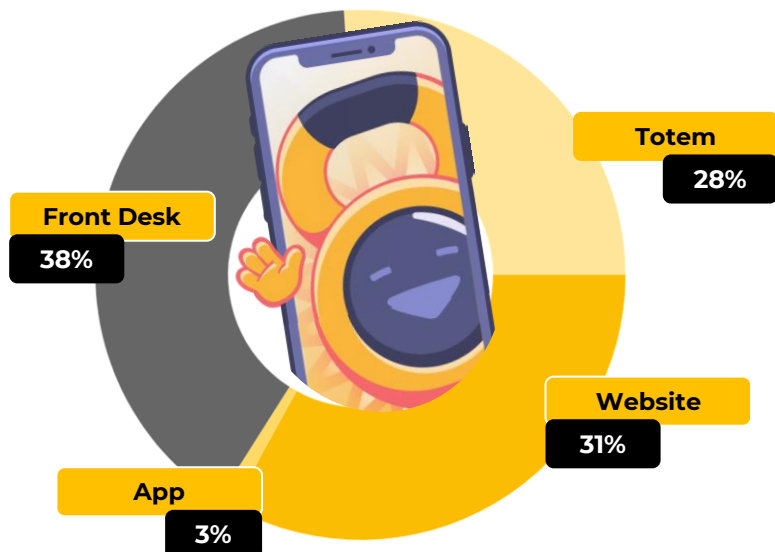


62% OF SALES VIA DIGITAL CHANNELS

The share of digital channels continues to grow

Sales mix by channels

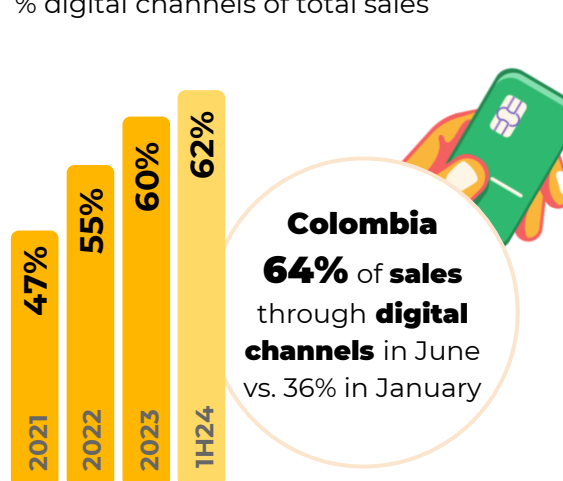
% of sales by channel in 1H24



In June/24, the app accounted for 6% of sales in Brazil and 4% in Mexico

Share of digital channels of sales

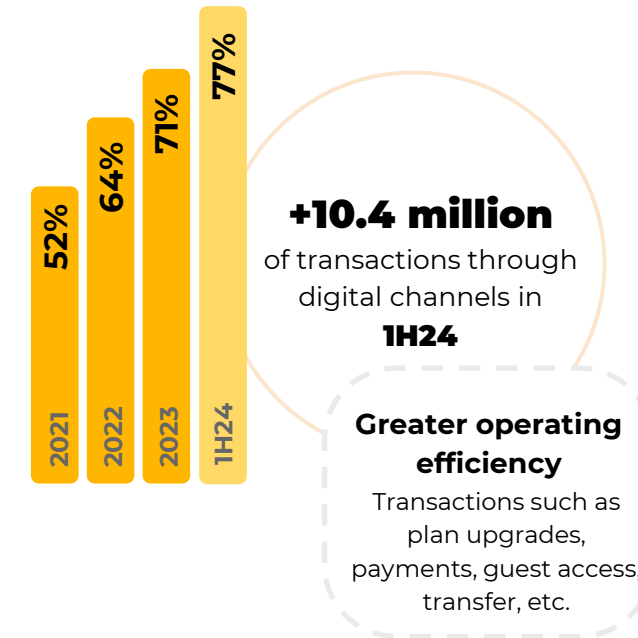
% digital channels of total sales



Colombia
64% of sales through digital channels in June vs. 36% in January

Digital transactions

% of financial and operational transactions conducted through digital channels



+10.4 million of transactions through digital channels in 1H24

Greater operating efficiency
Transactions such as plan upgrades, payments, guest access, transfer, etc.

INITIATIVES



Partnership channel

Exclusive coupons and benefits for members

Members in Brazil now have exclusive access to discount coupons directly in the member area

WHAT'S NEXT!



Black Card members' guests and TotalPass access via the app

More convenience for members and fewer lines at the totem

Members with Black card members in Brazil can grant access to their guests via app without using the totem



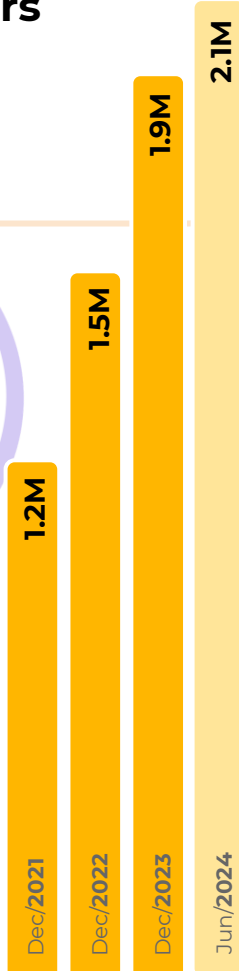
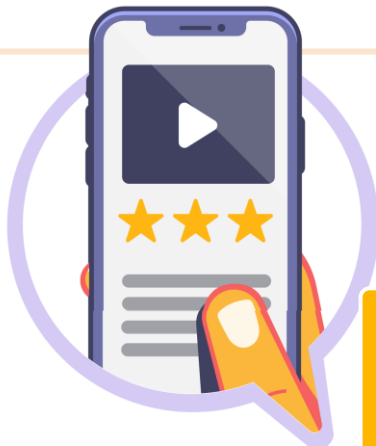
2.1 MILLION MONTHLY ACTIVE DIGITAL USERS

3.6 million workouts automatically prescribed in 1H24, after enrollment and anamnesis

Monthly Active Users

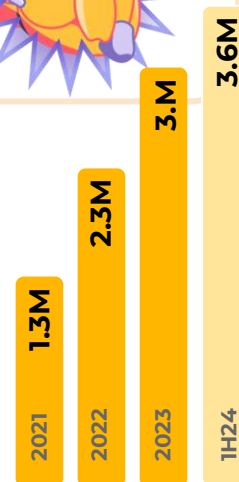
(1H24)

2.1M



Automatically Prescribed Workouts

3.6M



After answering the anamnesis, members automatically receive the training tailored to their needs

75% of the members who train use the app every month

Monthly Fitness Retrospective

Organic engagement on social networks (May/June)

452K

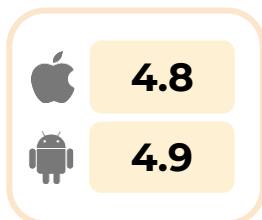
retrospectives accessed by the members

78K

shares on social networks



App review in stores



(June/2024)

WHAT'S NEXT!

Personal Trainer
Marketplace of professionals

Free App Area
Make the app available for non-members

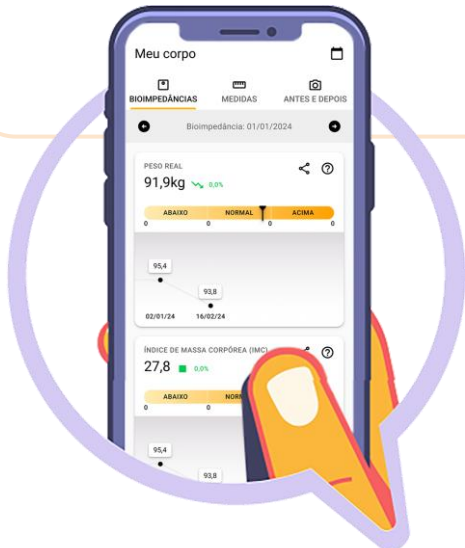


UPDATES ON SMART FIT NUTRI AND SMART FIT COACH

175 thousand Smart Fit Nutri subscribers in Jun/24

Smart Fit Nutri

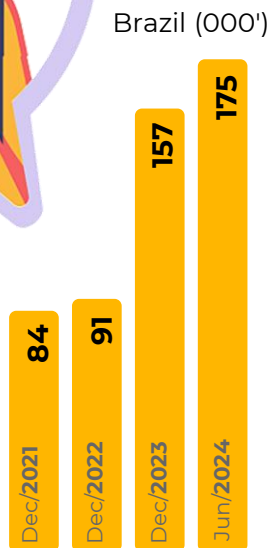
Users
175K



App review
in stores:

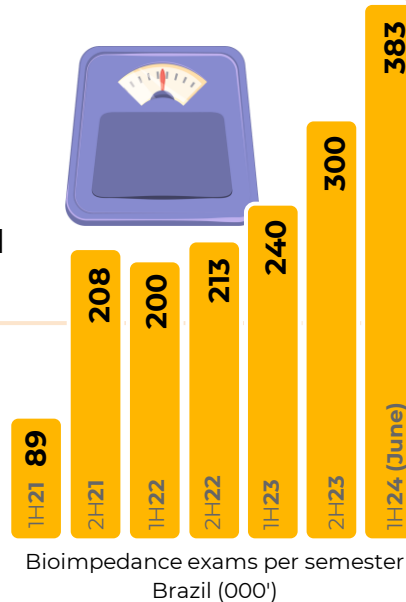
4.8
 4.9

(June/2024)

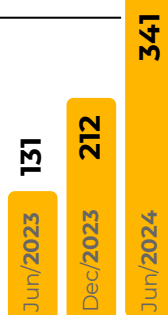


1.7
million

Bioimpedance
analyses performed
since 2020



Number of
installed totems
more than doubled
YoY, and we are
still expanding



341
Bioimpedance
totems

**JUN/24
COVERAGE**

48%
of Smart Fit
units in Brazil

REVIEW²

4.99 ★

NPS JUN/24

87

Smart Fit Coach

Online consultations with
specialized professionals to
define goals and create a
personalized healthy routine

The member does not need to have
access to the club to be a customer
of the product



Annual plans from
R\$39.90/month



Operation in **5 countries**
Brazil, Chile, Mexico, Colombia,
and Peru

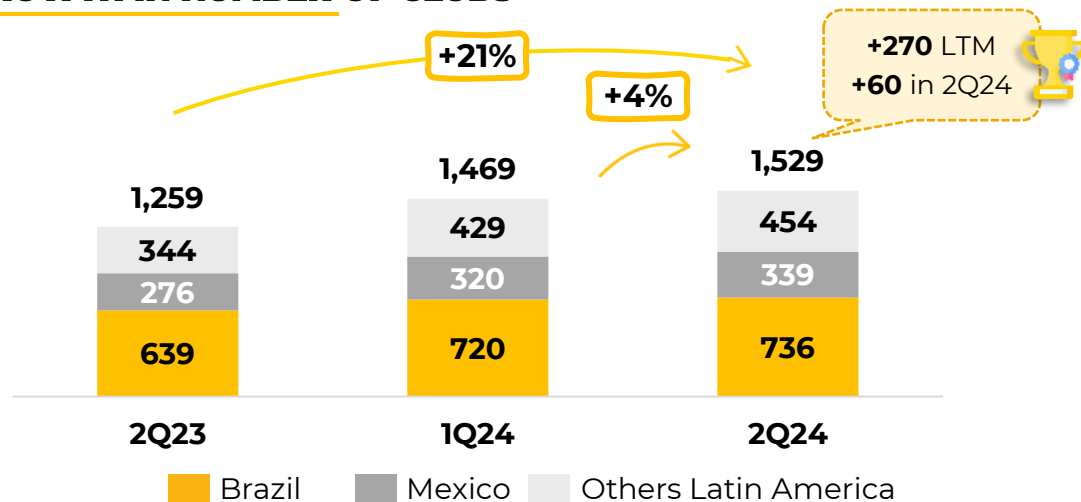
(1) Data for Brazil
(2) Rating on a scale of 0 to 5



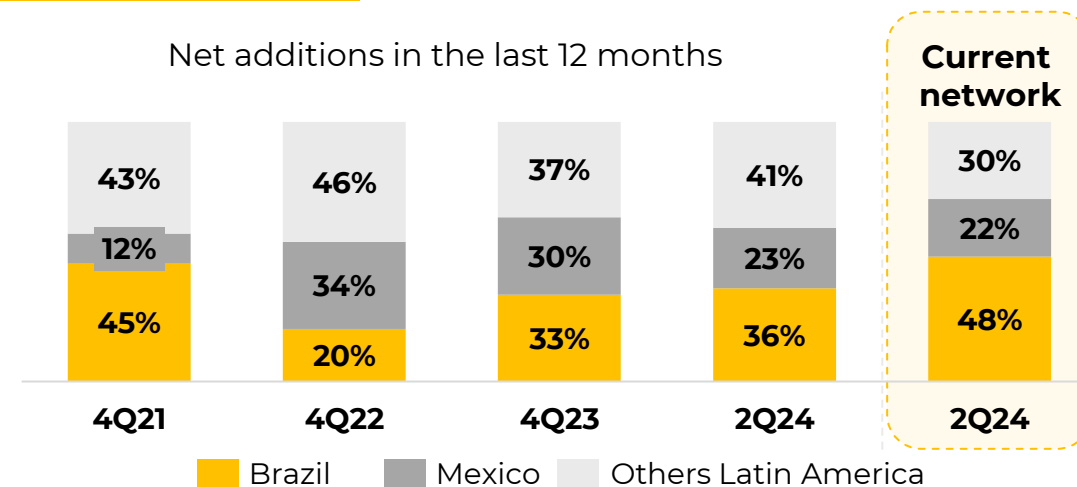
EVOLUTION OF CLUB NETWORK

Record of 270 clubs added LTM, surpassing the impressive mark of 1,500 clubs

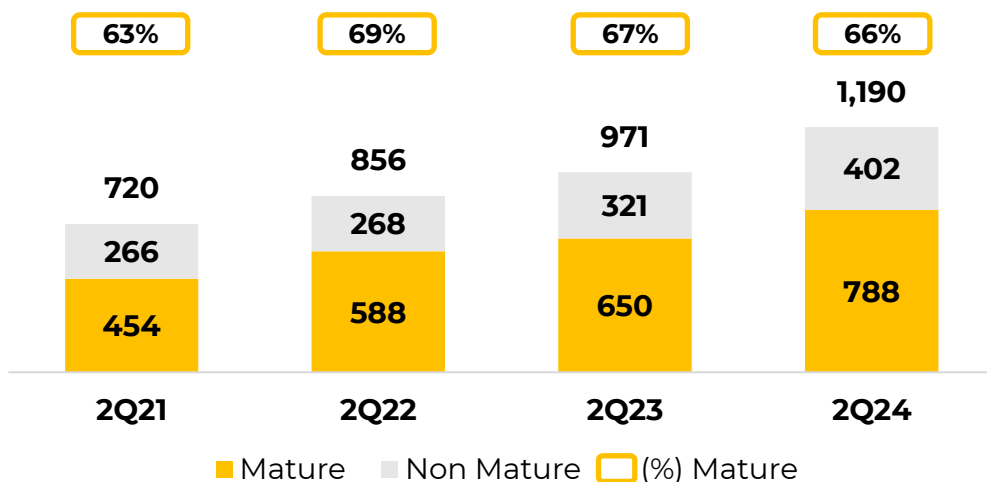
GROWTH IN NUMBER OF CLUBS¹



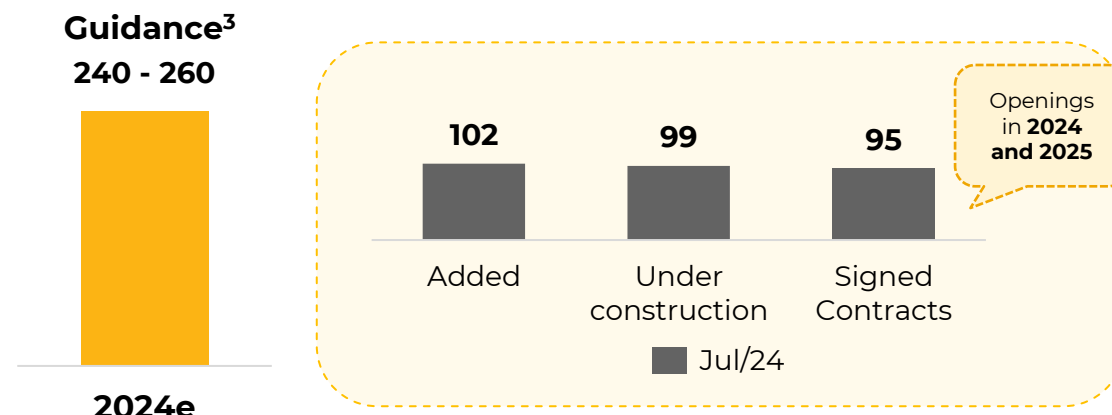
BREAKDOWN OF CLUB NETWORK BY REGION



EVOLUTION OF SMART FIT OWN CLUB NETWORK BY AGING²



NETWORK EXPANSION PIPELINE



(1) Considers all the Company's clubs (does not consider Studios); (2) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year; (3) According to the guidance released to the market in February 2024.

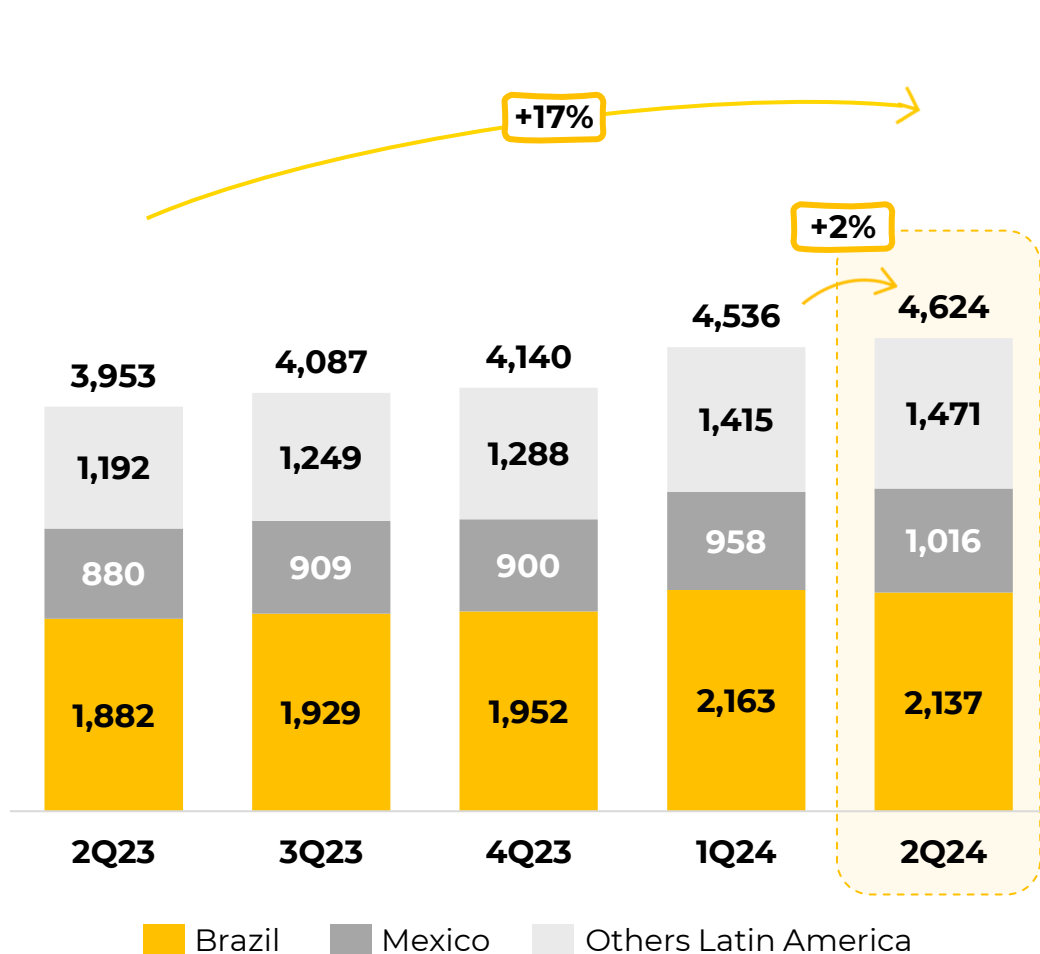


CONTINUOUS INCREASE IN MEMBERS AND REVENUE

In 2Q24, the member base in clubs came to 4.6 million (+17% vs. 2Q23), with the addition of 484 thousand members in the first half of 2024

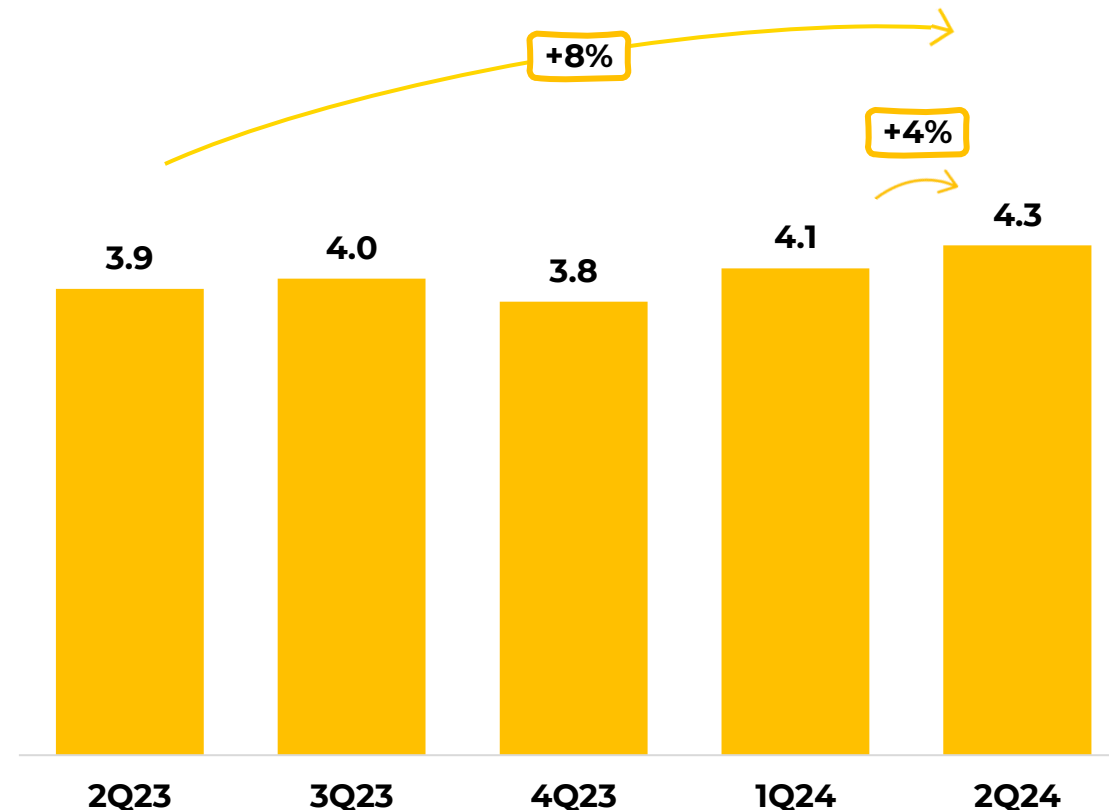
MEMBER BASE IN CLUBS

(#'000 end of period)



AVERAGE NET REVENUE PER SMART FIT OWN CLUB (ANNUALIZED)

(R\$ million)



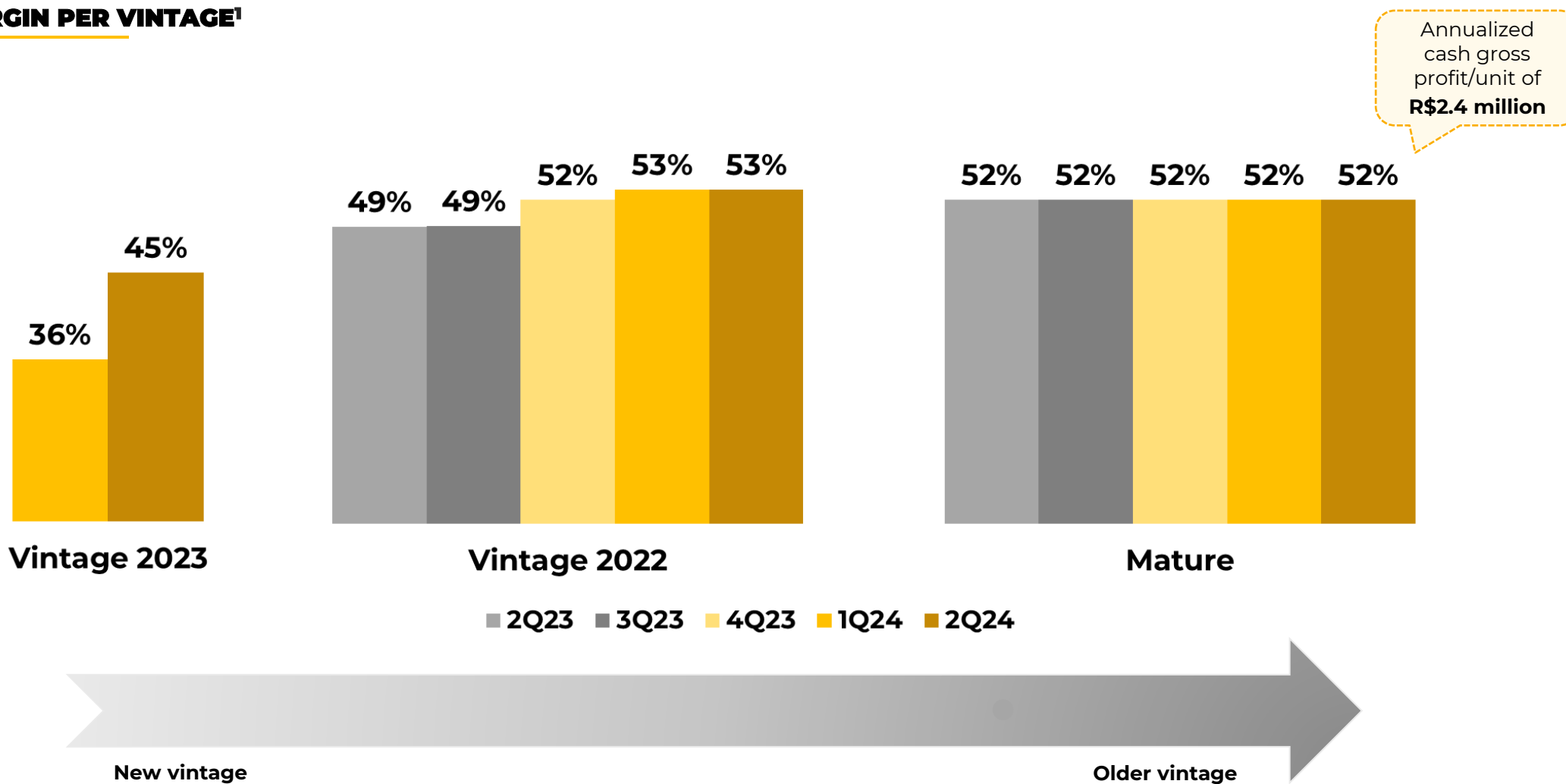
In 2Q24, annualized average revenue per own club grew 8% vs. 2Q23 due to the **increase in the average number of members and the increase in average ticket**



GROSS MARGIN OF MATURE CLUBS STABLE AT 52%

6th consecutive quarter with cash gross margin of mature¹ clubs at 52%, and maturation of units opened in recent years consistent with historical data

GROSS MARGIN PER VINTAGE¹



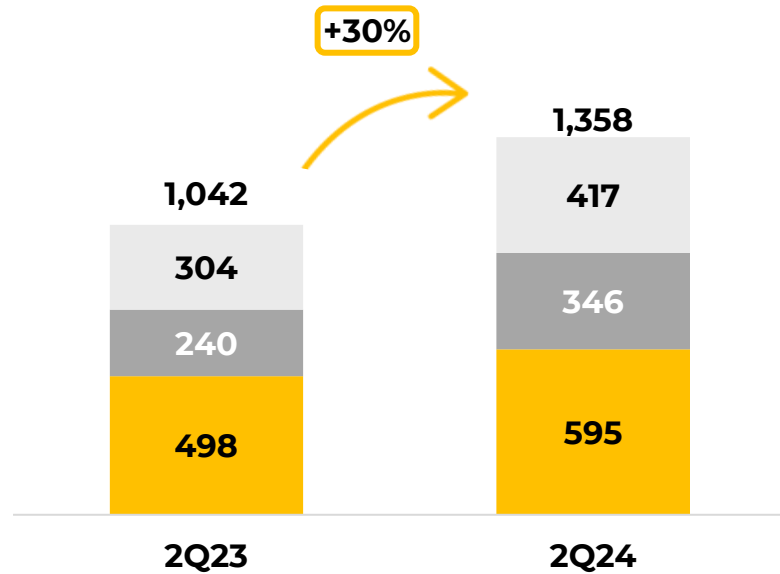
(1) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year.; Considering only own Smart Fit units.



NET REVENUE

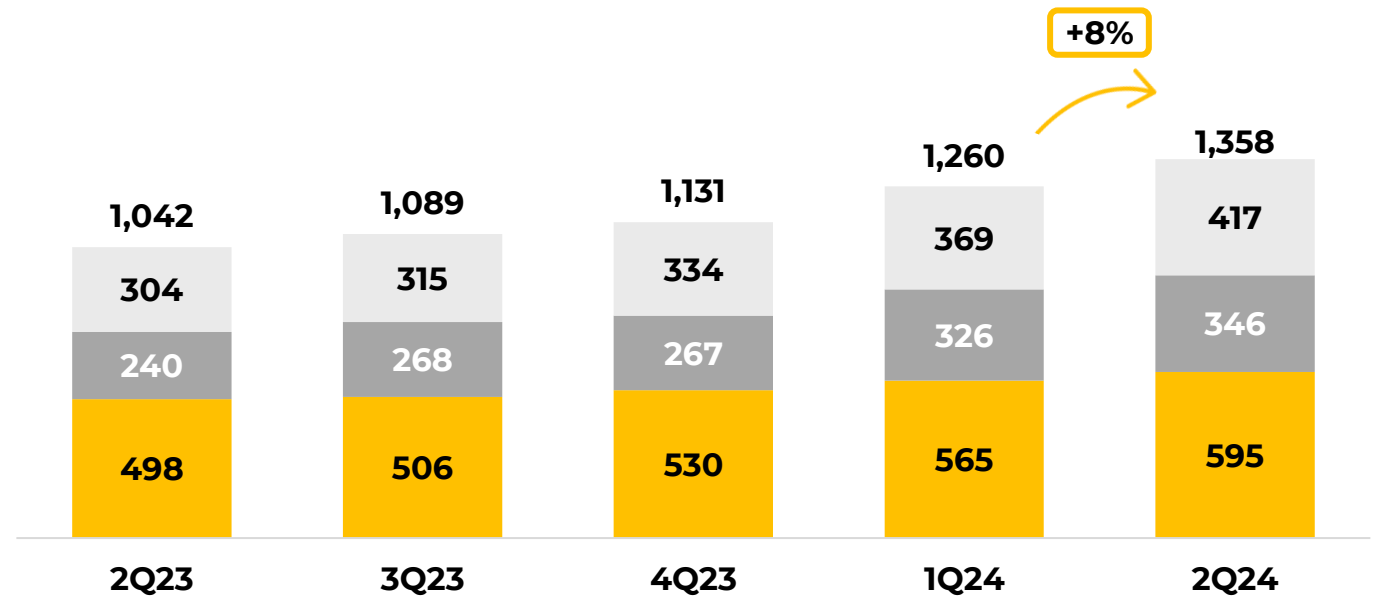
VARIATION IN NET REVENUE

(R\$ million)



EVOLUTION OF NET REVENUE

(R\$ million)



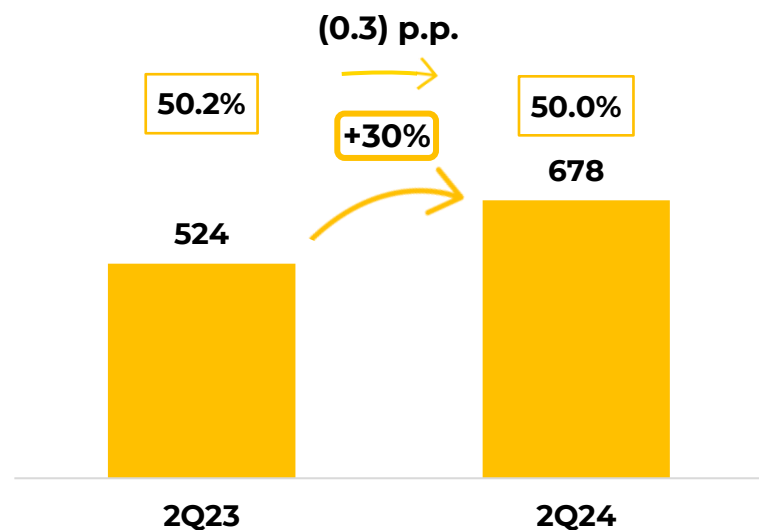
■ Brazil
 ■ Mexico
 ■ Others Latin America

- Net revenue of **R\$1.358 million** in 2Q24, **+30% vs. 2Q23**, mainly due to the 19% increase in the average member base in Smart Fit's own clubs, reflecting the solid 21% expansion of the average own club network and the maturation of these units
- The strong revenue growth is also explained by the **11% increase in the average ticket** compared to 2Q23, with growth in all regions, reflecting the thriving commercial and operational efforts to optimize revenues per club in a sustainable manner
- In the last 12 months, net revenue totaled **R\$4.8 billion**



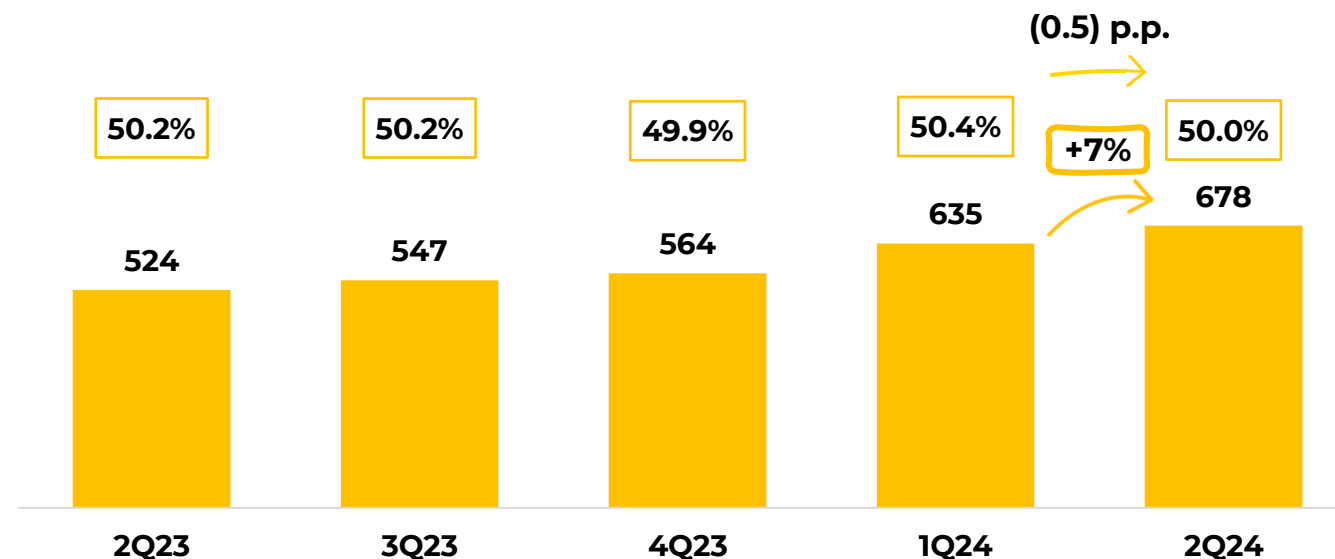
VARIATION IN CASH GROSS PROFIT⁽¹⁾

(R\$ million)



EVOLUTION OF CASH GROSS PROFIT

(R\$ million)



Gross Profit

% Net Revenue

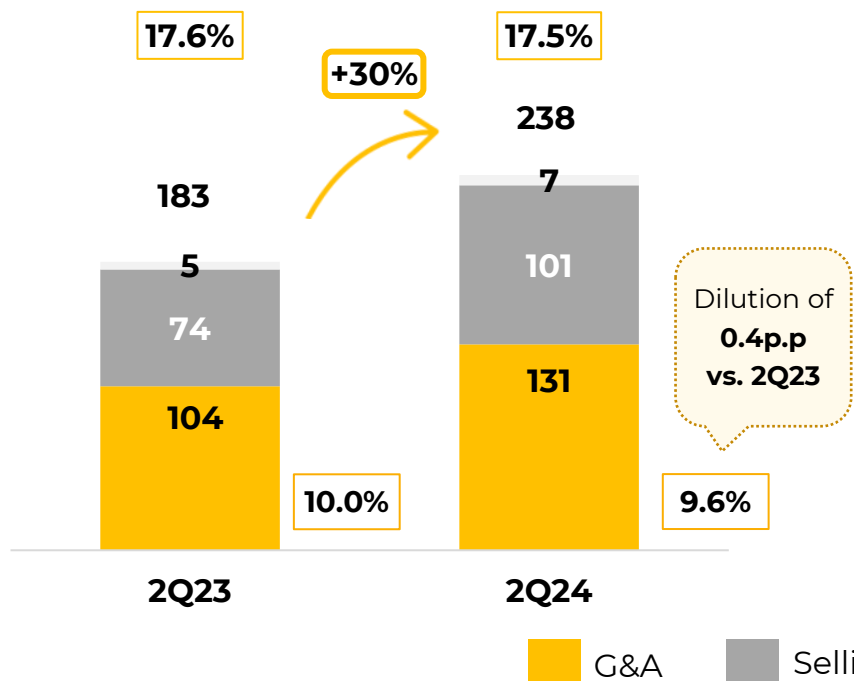
- Cash gross profit reached **R\$678 million** in 2Q24, **+30% vs. 2Q23**, with a cash gross margin of **50.0%**, decreasing 0.3p.p. versus 2Q23, due to the increase in costs of units in the ramp-up process and the higher expenses related to the opening of new clubs. In the last 12 months, cash gross profit totaled **R\$2.4 billion**, resulting in cash gross margin of **50.1%**
- Cash gross margin before pre-operating costs was **50.8%** in 2Q24, stable compared to 2Q23. In the last 12 months, the cash gross margin before pre-operating costs was **51.0%**

(1) For a better analysis of our operational performance, all indicators exclude the effects of IFRS 16, depreciation, and amortization



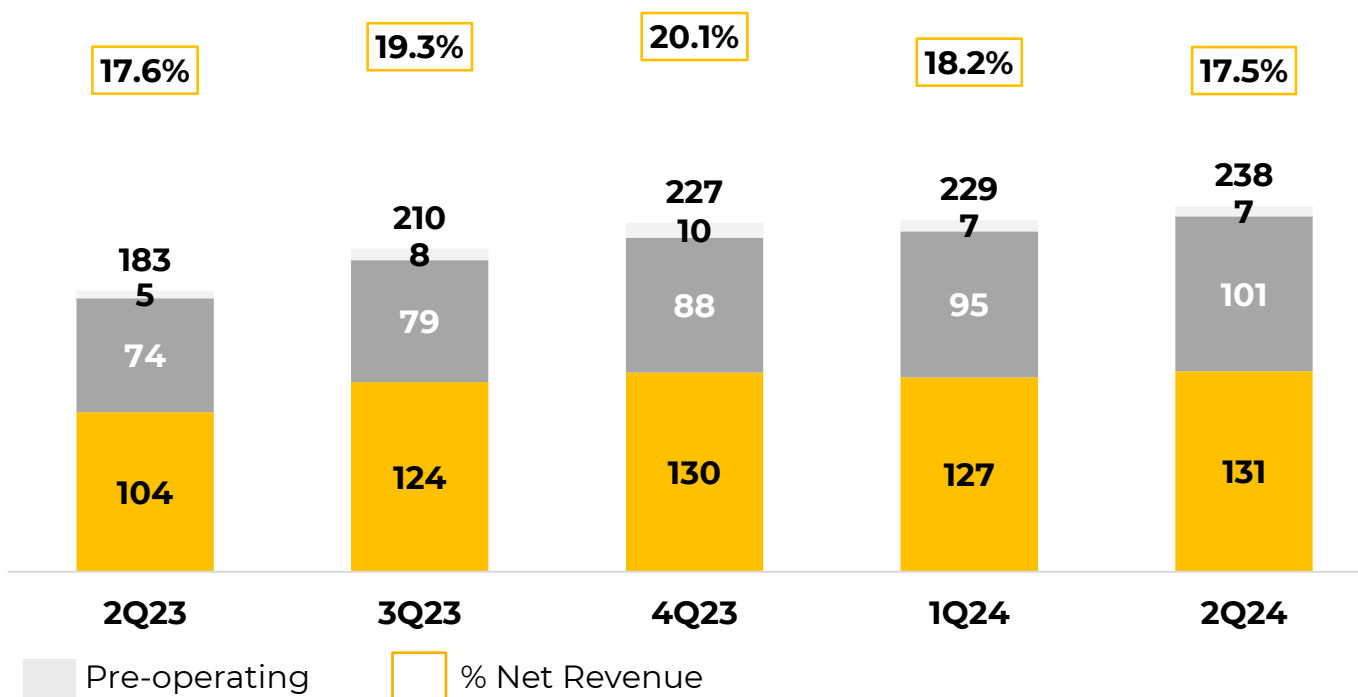
VARIATION IN EXPENSES

(R\$ million)



EVOLUTION OF EXPENSES

(R\$ million)

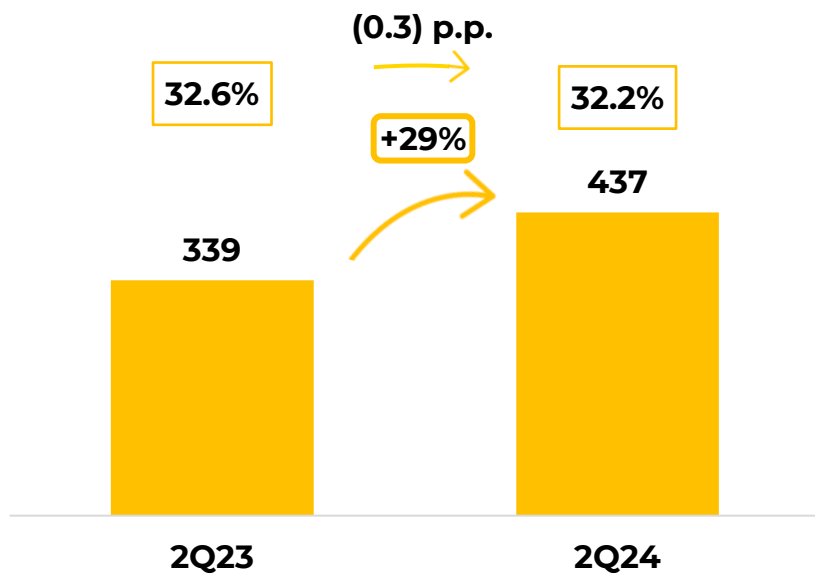


- Selling, general, and administrative expenses totaled **R\$238 million** in 2Q24, **+30% vs. 2Q23**, mainly reflecting the increase in selling expenses, **+36% vs. 2Q23**, due to the strong expansion of the club network
- General and administrative expenses totaled **R\$131 million** in 2Q24, +26% vs. 2Q23, representing **9.6% of net revenue** for the period, a **dilution of 0.4p.p.** compared to 2Q23
- Compared to 1Q24, SG&A expenses increased by 4%, resulting in a **0.6p.p. reduction as a % of net revenue in the quarter**, mainly reflecting the **dilution of 0.4p.p.** in G&A at the period



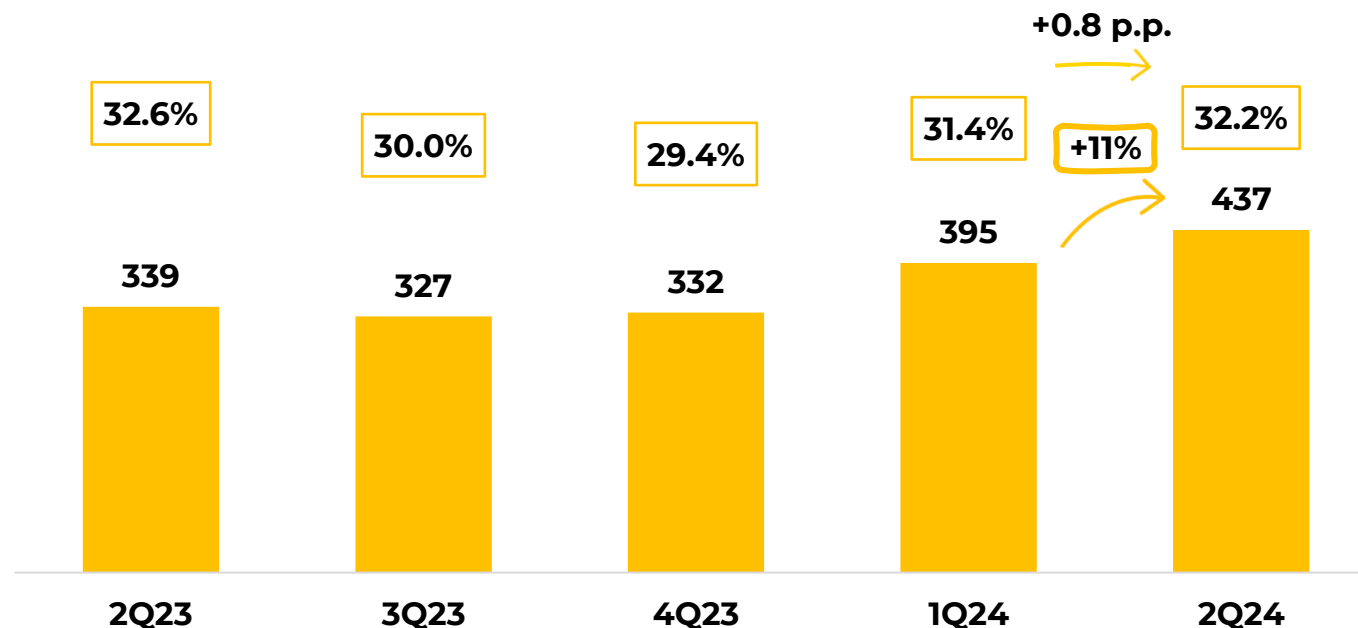
VARIATION IN ADJUSTED EBITDA¹

(R\$ million)



EVOLUTION OF ADJUSTED EBITDA¹

(R\$ million)



Adjusted EBITDA
 % Net Revenue

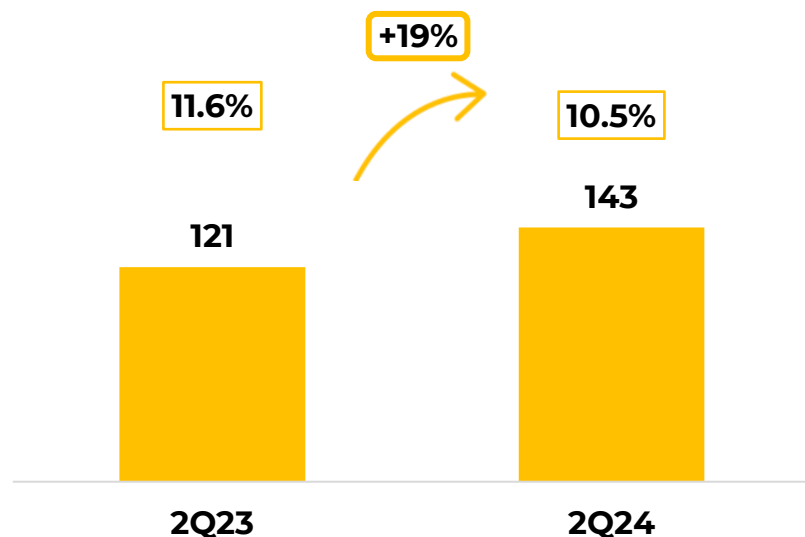
- Adjusted EBITDA¹ came to **R\$437 million** in 2Q24, the highest historical level for a quarter, showing robust growth of **+29% vs. 2Q23 and +11% vs. 1Q24**, with a margin of **32.2%** in 2Q24 (-0.3 p.p. vs. 2Q23)
- In the last 12 months, adjusted EBITDA reached a **record level of R\$1.5 billion**, with a margin of 30.8%
- Adjusted EBITDA before pre-operating expenses totaled **R\$455 million** in 2Q24, growth of **+30%** vs. 2Q23, with a margin of **33.5%** (-0.2p.p. vs. 2Q23)

(1) Excludes the positive effect of R\$176.6 million in 2Q23 from the revaluation of existing 50% stake in Panama due to the acquisition of control of this operation, in accordance with accounting standards in effect in the period.



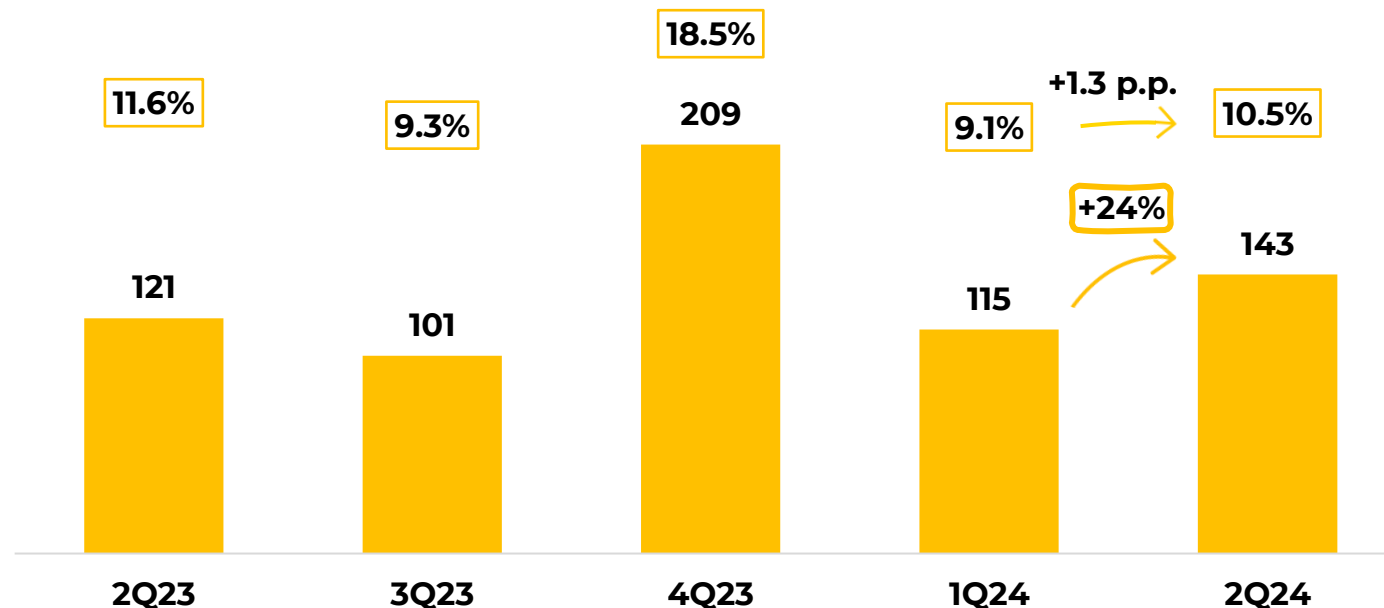
VARIATION IN RECURRING NET INCOME¹

(R\$ million)



EVOLUTION OF RECURRING NET INCOME¹

(R\$ million)



■ Recurring Net Income □ Recurring Net Margin

- Recurring net income was **R\$143 million** in 2Q24, **+19%** vs. 2Q23, and a net margin of **10.5%**, mainly reflecting the operating leverage of the business, partially offset by the increase in depreciation, amortization, and financial expenses, a temporary effect of the acceleration of investments made by the Company.
- Compared to 1Q24, recurring net income grew by **+24%** due to the increase in adjusted EBITDA and the lower income tax and social contribution rate, positively impacted by the interest on equity declared in the quarter.
- In the last 12 months, recurring net income came to **R\$568 million**, resulting in a recurring net margin of **11.7%**

(1) "Recurring Net Profit (Loss)" excludes the impact related to the revaluation of the stake in the Panama and Costa Rica, and non-recurring financial expenses in 2Q24 of R\$22.1 million after IR/CSLL related to the prepayment of the 6th issue of debentures.

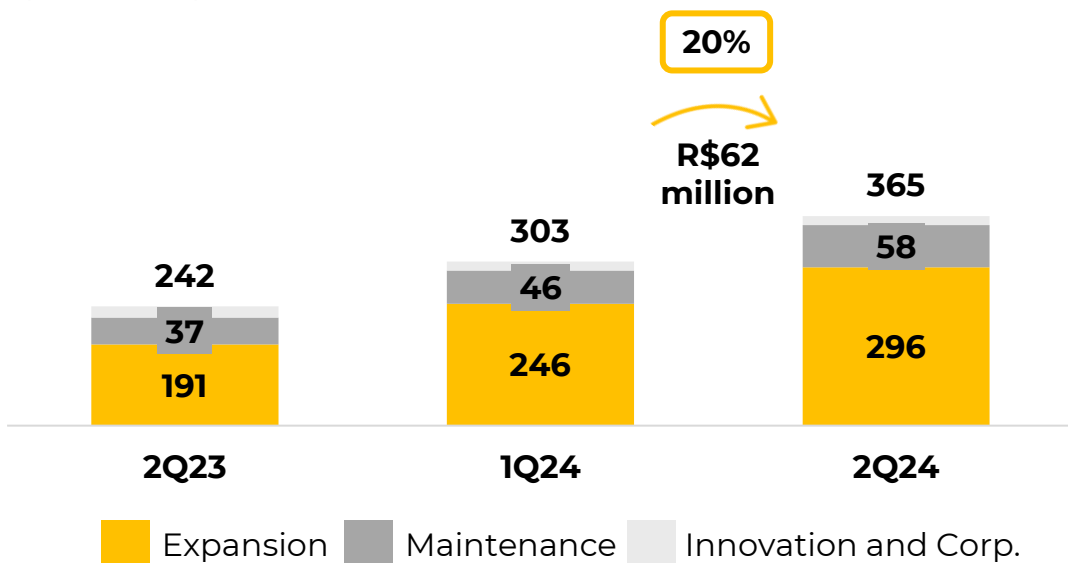


FINANCIAL LIQUIDITY AND CAPEX

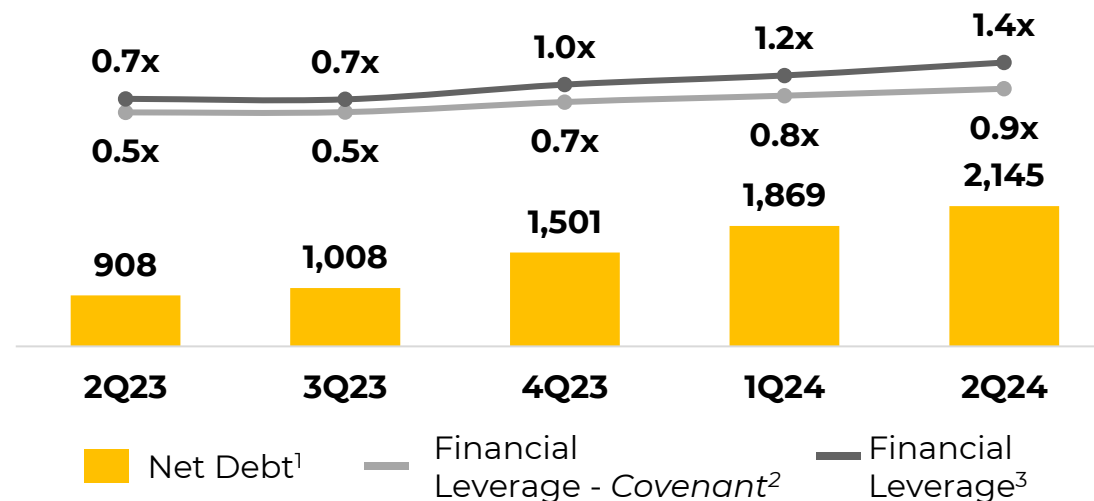
Robust cash position of R\$2.8 billion and lengthy debt profile

CAPEX

(R\$ million)

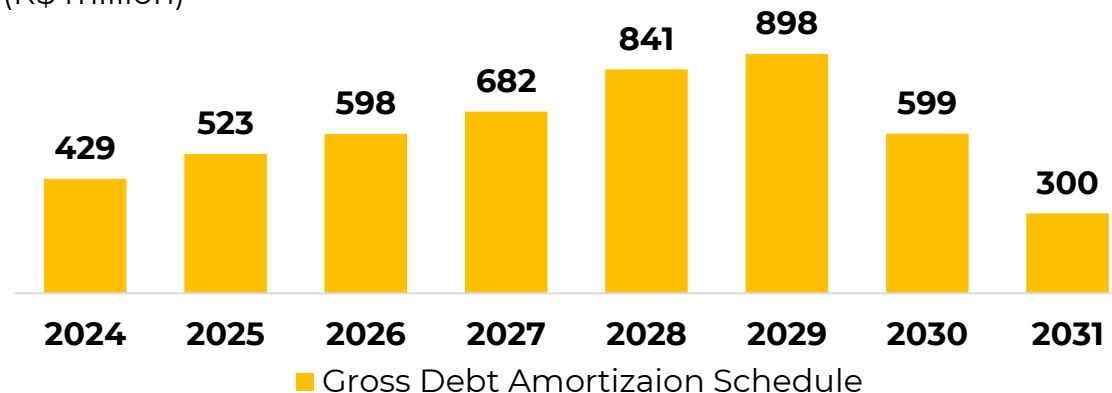


NET DEBT¹ (R\$ MILLION) AND FINANCIAL LEVERAGE^{2,3}



GROSS DEBT REPAYMENT FLOW⁴

(R\$ million)



Capex of **R\$365 million** in 2Q24, mainly reflecting the increase in investments in the expansion of the club network

In the last 12 meses, the **maintenance capex** of Smart Fit clubs came to **R\$200 million**, representing **6.0%** of the gross revenue of mature units, which is in line with the strategy of offering a high standard experience

Financial leverage ratio at **1.4x** vs. 1.2x in 1Q24. In July/24, the company carried out the 10th issue of debentures of R\$450 million

(1) "Net Debt" uses the definition of the Company's debentures. For more information, see the indenture (Portuguese only);

(2) The "Financial Leverage - Covenant" indicator is the "Adjusted Net Debt" divided by "EBITDA LTM" using the definition of net debt and EBITDA of the company's debentures;

(3) The "Financial Leverage" indicator considers the "Adjusted Net Debt" indicator, using the definition of the company's debentures, and the "EBITDA LTM" indicator, excluding the effects of IFRS16 regarding commercial leases related to the rent of clubs and offices;

(4) "Gross debt" considers short- and long-term loans, financing, and operating leases (excluding property leases) with financial institutions at the end of 2Q24.

Instructions:

- To ask questions, click on the **Q&A** icon at the bottom of the screen.
- A request will appear on the screen to activate your microphone. Activate your microphone to ask questions.
- Please ask your questions all at once.

