4Q24 Results

Results Webinar
March 14th, 2025
11 a.m. (Brasilia) | 10 a.m. (NY) | 2 p.m. (London)
Conference Call in Portuguese with
simultaneous translation into English
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smart fit

4Q24 EARNINGS RELEASE

São Paulo, March 13th, 2025 – Smart Fit (SMFT3), the leader in the fitness industry across Latin America in memberships and number of clubs[1], announces its 4Q24 results. To facilitate analysis, the results are shown without the effect of IFRS 16/CPC 06 (R02). The effects of adopting IFRS 16/CPC 06 (R02) on the result are detailed from page 32 onwards.

HIGHLIGHTS OF THE PERIOD

- **Record of 305 clubs added in 2024, representing a strong acceleration of 42% compared to the expansion pace in 2023, totaling 1,743 units in 15 countries in Latin America**

  Solid annual growth of 21% in the club network, with record expansion in all three operating regions and a historic addition of 152 units in 4Q24.

- **The member base reached the impressive milestone of 5.2 million in 4Q24, with 4.8 million members in clubs, a 17% increase vs. 4Q23**

  The addition of 699,000 members in clubs in 2024, reflects the expansion of the club network and the successful efforts in member attraction and retention.

- **Net revenue exceeded R$1.5 billion in 4Q24, a strong growth of 36% vs. 4Q23 and 8% vs. 3Q24**

  Net revenue of R$5.6 billion in 2024, growth of 31% vs. 2023, driven by the expansion of the average member base in owned clubs and the increase in the average ticket.

- **Cash gross margin of 50.1% in 4Q24, combining record expansion of the club network with solid profitability**

  Cash gross margin of mature clubs[2] remained stable at 52%, and the maturation of units opened in recent years is consistent with historical levels.

- **Record EBITDA of R$487 million in 4Q24, a strong growth of 47% vs. 4Q23, with operating cash flow generation of R$462 million, representing a conversion of 95%**

  Margin of 31.6% in 4Q24, an expansion of 2.3 p.p. from 4Q23. EBITDA of R$1.8 billion in 2024, with a record annual margin and a high conversion rate to operating cash of 89%.

- **Recurring net income[3] of R$197 million in 4Q24, with a recurring net margin of 12.8%**

  For the year, recurring net income totaled R$578 million, up 8% from 2023.

4Q24 Highlights	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Clubs	1,743	1,438	21%	1,591	10%	1,743	1,438	21%
Total Members (000)[a]	5,214	4,456	17%	5,156	1%	5,214	4,456	17%
Net Revenue (R$ million)	1,541	1,131	36%	1,422	8%	5,580	4,245	31%
EBITDA[b] (R$ million)	487	332	47%	442	10%	1,762	1,302	35%
EBITDA Margin	31.6%	29.4%	*2.3 p.p.*	31.1%	0.5 p.p.	31.6%	30.7%	0.9 p.p.
Recurring Net Income[c] (R$ million)	197	209	(6%)	124	59%	578	536	8%
Operating Cash Flow[d] (R$ million)	462	426	8%	379	22%	1,573	1,488	6%

(1) According to the International Health, Racquet & Sportsclub Association data, disclosed in 2024, with a base date of 2023 ("IHRSA"); (2) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year; (3) Excludes the impacts related to the revaluation of the stake in the Panama and Costa Rica operations and non-recurring financial expenses of R$22.1 million after IR/CSLL in 2Q24 and R$5.3 million in 3Q24 related to the prepayment of the 6th and 5th issue in combination with other liability management initiatives. See "Net Income" section; (a) Includes members of clubs, studios and digital channel; (b) Excludes the gain of R$176.6 million obtained in 2Q23 from the revaluation of the existing 50% stake in Panama and excludes the effects of IFRS-16/CPC06 (R2). See "EBITDA Breakdown" section; (c) Excludes the effects of IFRS-16/CPC06 (R2) and non-recurring impacts, as defined in Recurring Net Income ("3"). See "Net Income" section; (d) See "Operating Cash Flow" section.

MESSAGE FROM MANAGEMENT

The year 2024 stood out for the Company's robust execution and record-breaking expansion, with a focus on the quality of the pipeline of openings. This focus was evident in the strong performance of the new vintage units, combined with the sustained solid results in mature units, showcasing the Company's ability to optimize revenue and manage costs efficiently. We also increased our investments in the studios segment by acquiring Velocity Group and the strong opening of studio units, concluding the year with four times as many studios as in 2023. The Company's unique club network - combining strategic locations, strong brands, network effect, and our distinctive operational execution know-how - has further reinforced our leadership position in the region and strengthened the Company's ecosystem.

In 2024, we also celebrated 28 years of the Smart Fit Group's history and 3 years since our debut on the Brazilian Stock Exchange, solidifying a trajectory marked by significant achievements, even in challenging scenarios. Since 2019, the period preceding COVID-19 and our Initial Public Offering (IPO), we have reinforced our leadership position in Latin America, reaching significant operational and financial milestones: (i) a network of 1,743 clubs across 15 countries in Latin America — double the size recorded in 2019 — along with 135 studio units; (ii) 5.2 million total members at the end of 2024, of which 4.8 million were enrolled in our clubs; (iii) Net revenue of R$5.6 billion for the year, with a record EBITDA of R$1.8 billion, representing increases of 2.8x and 3.2x compared to 2019, respectively; (iv) Operating cash flow of R$1.6 billion, highlighting the strong conversion of EBITDA into cash for the Company; and (v) Recurring net income of R$578 million.

The progress of our results over the year underscores the competitiveness of Smart Fit business model, which offers a distinctive, high-standard experience at affordable prices through a progressively widespread club network. This approach meets the growing demand for fitness services in the region and increases convenience for our members. The year 2024 was marked by a rapid increase in the number of club openings and the achievement of a record level of network expansion, further solidifying Smart Fit's leadership position in Latin America. A total of 305 units were added, marking the largest expansion in the Company's history and reaching the upper range of the guidance for the period. We ended 2024 with 1,743 clubs, up 21% from 2023, with a presence in 15 countries in Latin America. Our network comprises 1,407 owned clubs (81% of the total) and 336 franchises (19%). In addition, we have expanded our presence to more than 85 new municipalities, totaling more than 470 cities in the region.

In 2024, the member base continued its growth trajectory, reaching 5.2 million, with an increase of over 750,000 members. In clubs, the member base reached 4.8 million members, a 17% increase compared to 2023. This growth reflects mainly the strong pace of unit openings in recent years. In addition, we started 2025 with yet another strong intake performance in January. During the period, 295,000 members were added, totaling 5.5 million. In clubs, the member base expanded by 6% compared to the previous month, ending the period with 5.1 million members. This reinforces our confidence in the solid performance outlook for the year, driven by focus and discipline in business management and execution.

The Revenue Management agenda has consistently evolved over recent years, with the Pricing strategy establishing itself as a fundamental pillar to ensure and enhance: (i) local competitiveness by strengthening our value proposition in each micro-region where we operate; (ii) operational efficiency by creating opportunities for margin gains; and (iii) sustainable results across all markets in which we operate. The strategic price adjustments made over the past 18 months, along with the introduction of the Fit Plan, were crucial measures in this direction, aiming to attract a longer-term customer profile, enhance engagement, and increase the Lifetime Value (LTV). In addition, these initiatives reinforce the competitiveness and accessibility of our business model. Since its implementation, the Fit Plan has been improved and expanded to other markets, following a structured strategy aligned with the other plans

(Smart and Black Cards). In this context, the Black Card Membership, our multi-club plan with national pricing, maintains a distinct value proposition and unique attributes, accounting for 66% of the member base of owned clubs at the end of 4Q24, a stable percentage compared to the same period of the previous year.

One of our strategic objectives is to maximize revenue per unit without compromising intake volume or our value proposition. To this end, we are increasingly investing in operational optimization with a focus on scalability, using tools like continuous A/B testing based on historical data and the performance of our club network, to guide well-informed and precise decisions in our commercial strategy. In this way, we are able to operate in a granular manner at the unit level, adapting our initiatives to local specificities while consistently focusing on achieving regional scalability across each market.

This balance between local customization and scalability is one of the attributes that distinguishes us in the market. Our commitment to local competitiveness remains solid, guided by detailed analysis of the micro-regions, which inform decisions and strengthen our value proposition.

In 2024, we continued to advance our marketing strategy with the goal of strengthening our unique position in terms of top of mind within the sector, leveraging the key attributes that make Smart Fit the ideal environment for strength training in Latin America We have also made progress with initiatives to connect our strong member base more closely to the brand, enhancing the sense of community and belonging. For over 15 years, the brand has been a part of the training journey of more than dozens of people, offering a unique experience in our clubs. This is demonstrated by maintaining an NPS at a strong level of excellence of 70 by the end of the year (vs. 67 at the end of 2023). During the year, we also celebrated the significant achievement of entering the Guinness World Records twice, with the following accomplishments: (i) the highest number of clubs opened in a month in Latin America; and (ii) the world record for the largest number of people running simultaneously on treadmills across multiple locations. For the Company, making it into the book of records by promoting physical activity is considered a highly prestigious accomplishment.

In the digital agenda, we continue to invest and to develop initiatives, mostly with proprietary technology, to enhance the customer experience and increase the operational efficiency of the units. The Smart Fit app, with 2.4 million monthly active users, has solidified its position as the primary platform for enhancing customer experience during workouts and managing services throughout their fitness journey, thereby fostering increased engagement. One of the highlights was the development of the Black Membership Guest feature within the app, previously available only at self-service kiosks, providing a better experience for users when accessing the clubs with guests. In addition, the annual fitness retrospective feature, which consolidates each member's training data over the year, was once again a success, with more than 498,000 retrospectives accessed and 53,000 organic shares on social media. This result reinforces the importance of social engagement and a sense of community for our business.

In 2024, TotalPass, a B2B fitness market aggregator showed consistent growth throughout the year, establishing itself as one of the leading corporate well-being benefits in Brazil and Mexico. The network of partner units in Brazil reached 21,000 units and establishing a presence in over 1,400 cities, an important milestone for our business unit. In Mexico, we ended the year with approximately 4,000 partner units registered. TotalPass members can access 25,000 different clubs, including the clubs and studios owned by the Company We believe that TotalPass' value proposition for the Human Resources departments of companies and potential partners becomes increasingly differentiated and attractive.

The access of TotalPass members to Smart Fit units in Brazil gained representativeness throughout 2024, with TotalPass member check-ins totaling 13% of average attendance and 8% of net revenue in the period in Smart Fit's owned clubs in Brazil.

For Bio Ritmo, our brand in the high-end segment, the year 2024 was marked by greater efficiency and strategic alignment with the operation, with significant advances in the final delivery and member experience, reflecting our commitment to sophistication and high-level service within the clubs. The brand once again stood out in awards such as "*We Help*" and "*Veja São Paulo,*" solidifying its position as one of the most beloved by consumers. In terms of expansion, we accelerated the pace with three new units, including one in Panama, the brand's first one outside Brazil. We remain confident in our value proposition, which combines personalized experience, constant innovation, and brand recognition in the high-end segment.

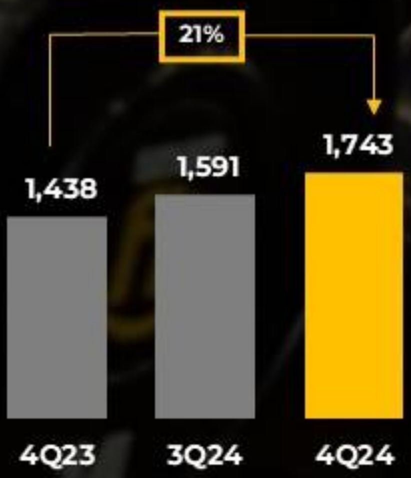
In 2024, we continue with the expansion of our studio network, marked by the acquisition of Velocity. This acquisition complements our portfolio of products and services in the segment, while also adding expertise in managing franchise networks. This will enhance the growth of our other brands and facilitate cross-selling among our products. Another important achievement of the year was the very successful launch of a new product, OnePilates, which holds a unique position in Brazil within a globally trending segment.

With a unique and comprehensive portfolio, the strategy for the studios is focused on strengthening the positioning of the group's brands (Race Bootcamp, Vidya, Tônus, Jab House, Velocity, Kore, and One Pilates), taking into account the specific characteristics and potential of each of these modalities. We ended the year with 190 studio rooms spread across 135 units, marking an increase from the 48 rooms and 21 units at the end of 2023. For 2025, we remain confident in the expansion plan for this business unit, primarily, through franchises model.

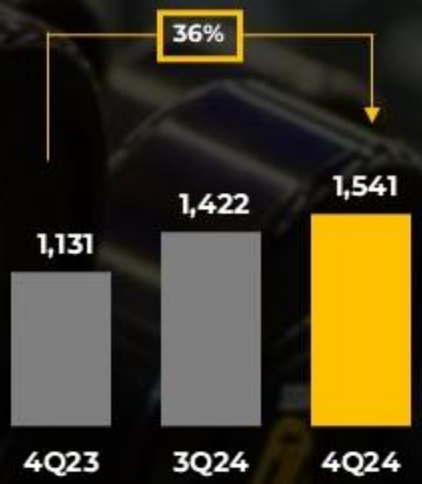
The Company continued to advance in the sustainability agenda, with important achievements in 2024. In the environmental pillar, we expanded the use of renewable energy to 220 clubs (+49% vs. 4Q23) and increased the automation of the air conditioning system and improved the monitoring of water consumption. On the social side, we strengthened partnerships with UNICEF and other institutions, supporting communities with donations, mentoring, and other initiatives. We also organized charitable events and invested in the training of 439 employees through graduate and MBA programs. In the governance area, we updated our Risk Matrix, primarily strengthening the information security agenda, and published the 2023 Annual Report, consolidating its progress on the ESG agenda.

The year 2024 was another special milestone in Smart Fit's history. We would like to express our immense gratitude to the more than 18,000 employees, whose dedication and commitment continue to be fundamental to the democratization of high-end fitness in Latin America. We also thank our members, suppliers, partners, shareholders, and debenture holders for their trust and partnership throughout this year. The results achieved in 2024 strengthen our commitment to excellence and our long-term strategic vision, and we are even more enthusiastic about the opportunities and challenges that 2025 and the years ahead hold for us. We continue to focus on implementing our strategic agenda, reinforcing our leadership position in Latin America and expanding the Smart Fit experience to reach a growing number of people.

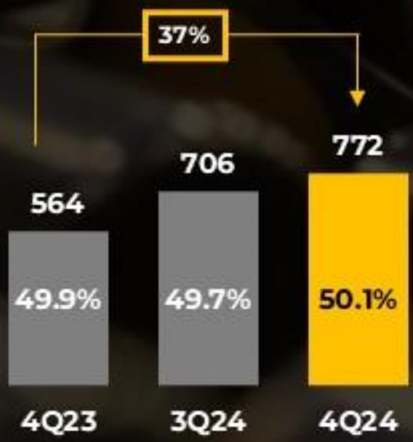
Clubs



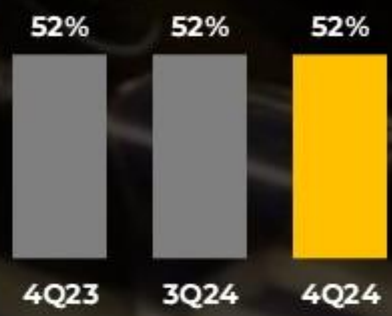
Net Revenue
(R$ M)



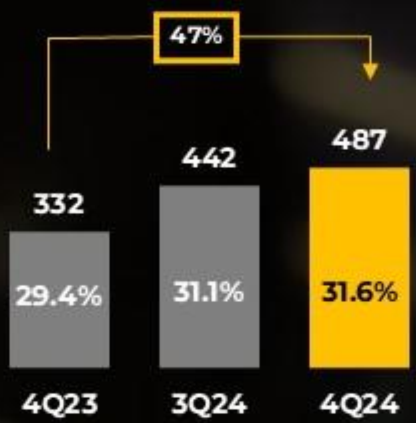
Cash Gross Profit and Margin (a) (R$ M)



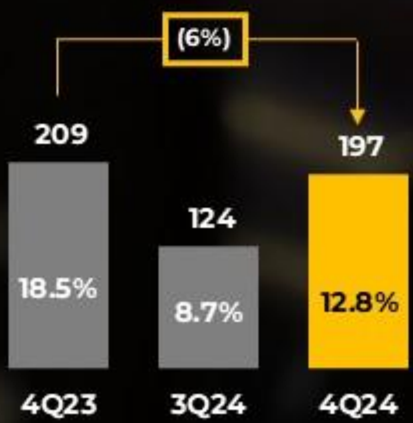
Gross Margin Mature Clubs (b) (%)



EBITDA (R$ M) and margin (a)(%)



Recurring Net Profit (R$ M) and recurring margin (c) (%)



(a) Excludes the effects of IFRS 16/CPC06 (R2), see "Cash Gross Profit" and "EBITDA Breakdown" sections;
(b) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year; and
(c) Excludes the effects of IFRS 16/CPC06 (R2) and non-recurring effects, see "Net Income" section.

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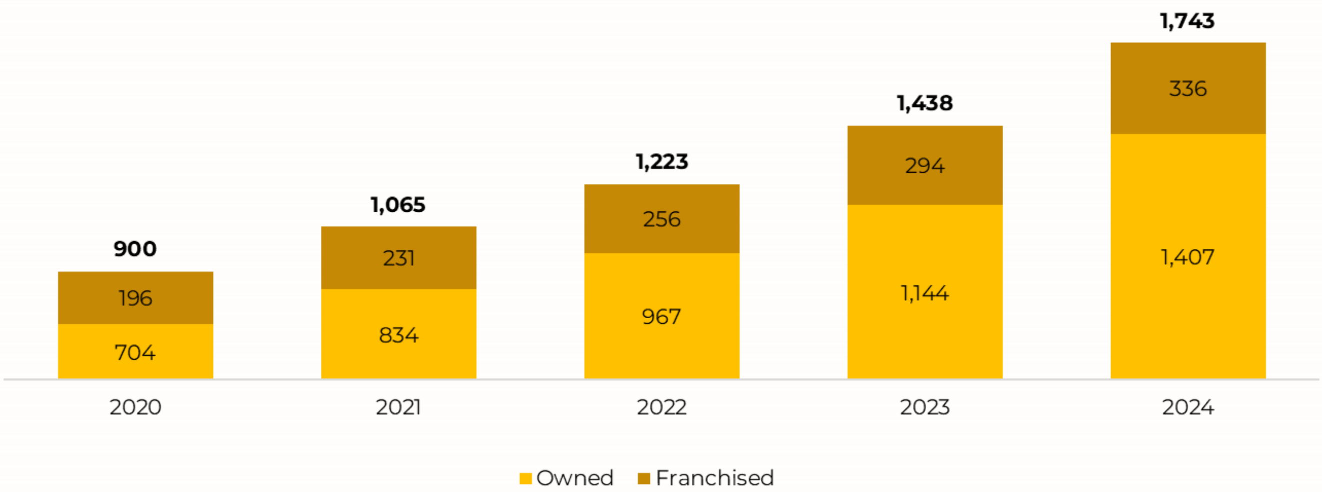
OPERATING PERFORMANCE

CLUB NETWORK

The Company ended 2024 with 1,743 clubs in 15 countries, representing a 21% network growth compared to the same period of the previous year, reinforcing its leadership position in the fitness industry in Latin America. At the end of the period, the club network comprised 1,407 owned units (81% of the total) and 336 franchises. In 2024, 305 units were added, marking the largest club increase in the Company's history, a 42% increase compared to the expansion of 215 units recorded in 2023, with an acceleration in the number of clubs added in 12 of the 15 countries where it operates. Note that, since 2020, the club network has achieved a solid $^{20\text{-}24}$ CAGR of 18%, adding 843 new units during this period.

Evolution of the Club Network in the last 5 years



Of the net additions in 2024, 263 are owned clubs (86% of additions), including 17 franchise-to-owned conversions carried out in 4Q24 in Colombia. In terms of geographic mix, 117 clubs were added in Brazil, 111 in the Other Latin America region, and 77 in Mexico, representing increases of 17%, 27%, and 24% compared to 2023, respectively. The operations in the countries that form the Other Latin America region and in Mexico jointly accounted for 62% of the additions in 2024, and represent 53% of the total club base (up 2 p.p. from 2023).

The 2024 expansion increased the Company's club network's reach, extending to more than 85 new cities and bringing its presence to over 470 cities across Latin America. In the Other Latin America region, it is worth highlighting that we accelerated growth in 10 of the 13 countries where we operate, with notable performance in Chile, Colombia, Panama, Costa Rica, Paraguay and El Salvador, which together accounted for 64% of the net additions in the region. In Mexico, the Company ended 2024 with 5 or more units in 24 of the country's 32 federative entities, compared to 18 at the end of 2023, strengthening the network effect across the entire Mexican territory. In Brazil, the Southeast region accounted for 45% of the new openings during the period, followed by the Northeast region with 24%.

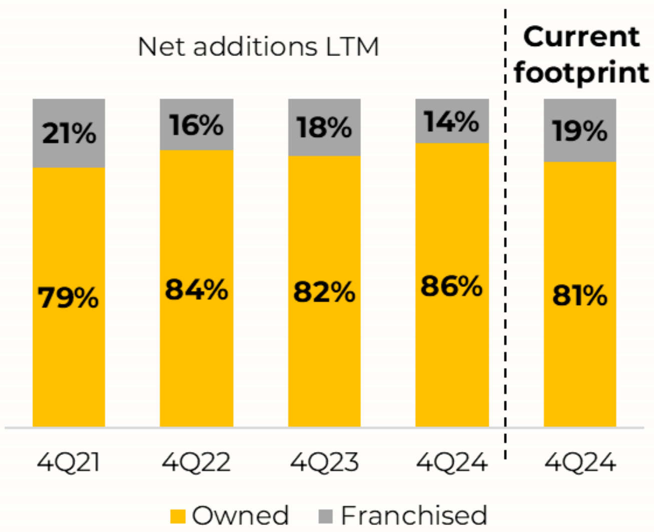
The fourth quarter of 2024 was marked by an acceleration in the pace of club opening and the largest quarterly expansion in the Company's history, with 152 new additions during the period. A notable highlight was another record set in December, with 104 units added - 150 under the Smart Fit brand and 2 under the Bio Ritmo brand. Of the additions in the quarter, 140 are owned clubs (92% of additions) and 12 are franchises. By region, 61 clubs were added in Brazil, 50 in Other Latin America, and 41 in Mexico.

Note that, of the owned clubs under the Smart Fit brand, 788 units were mature at the end of 4Q24 (57% of the owned unit base), compared to 645 in the same period last year, considering the definition that a unit is mature when it had been operating for at least 24 months at the start of the year.

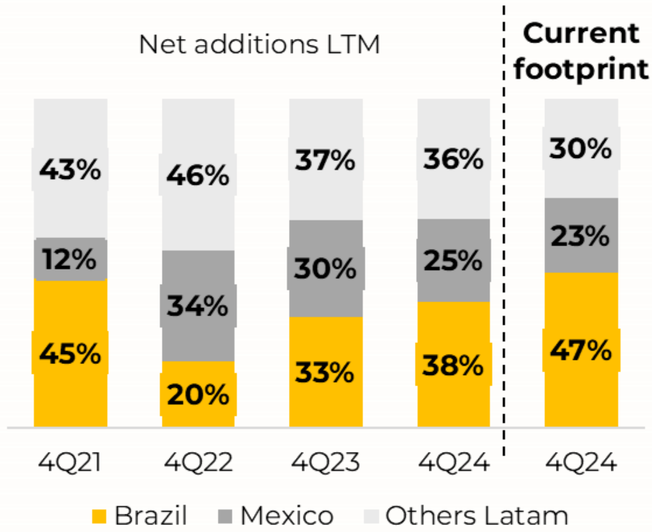
For Bio Ritmo, our brand in the high-end segment, we accelerated t expansion pace with three new units, compared to just one addition in 2023, including the brand's first club outside Brazil, in Panama. As a result, we ended 2024 with a total of 30 Bio Ritmo units, 24 of which were owned.

Additionally, in the Studios segment, we ended the year with 190 studio rooms distributed across 135 units, representing significant growth compared to 48 rooms and 21 units at the end of 2023. Note that, of this total, 113 units are franchises and 22 are owned. These numbers already include the acquisition of Grupo Velocity, Brazil's leading Indoor Cycling platform, which was completed in November 2024.

Club distribution[a] by type

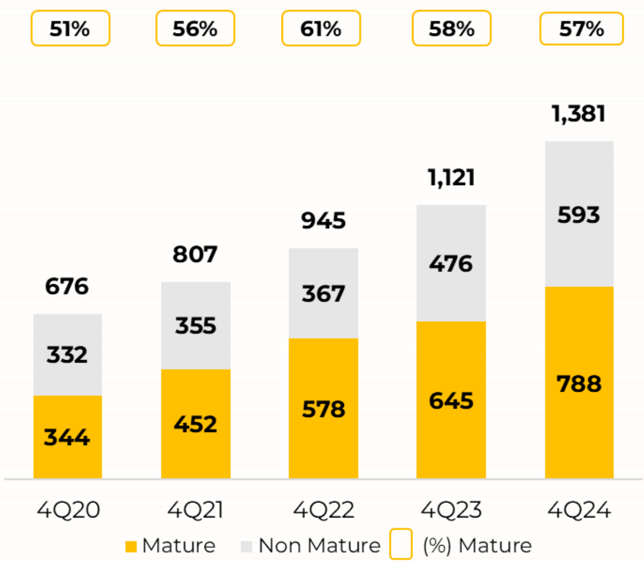


Club distribution[a] by region

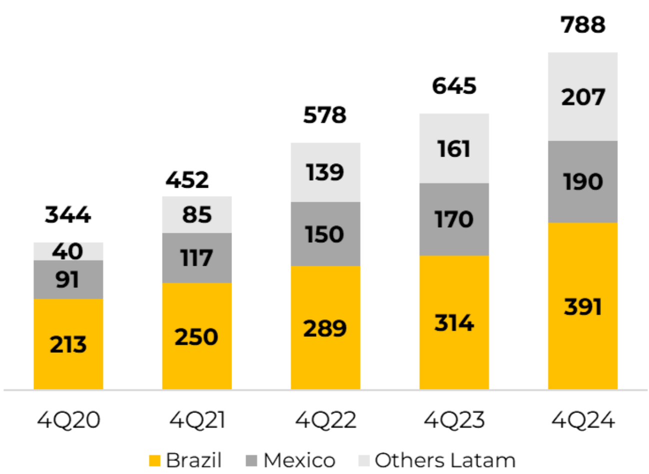


(a) Includes only the Company's clubs (excludes studios).

Smart Fit Owned Units per aging



Smart Fit Own Mature Units[b] per region



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

EVOLUTION OF CLUB NETWORK

Clubs	End of Period					Growth 4Q24 vs.		Variation 4Q24 vs.	
	4Q23	1Q24	2Q24	3Q24	4Q24	3Q24	4Q23	3Q24	4Q23
Total	**1,459**	**1,492**	**1,553**	**1,617**	**1,878**	**261**	**419**	**16%**	**29%**
Clubs	**1,438**	**1,469**	**1,529**	**1,591**	**1,743**	**152**	**305**	**10%**	**21%**
By Type									
Owned	1,144	1,164	1,214	1,267	1,407	140	263	11%	23%
Franchised	294	305	315	324	336	12	42	4%	14%
By Brand									
Smart Fit	1,410	1,441	1,500	1,561	1,711	150	301	10%	21%
Owned	1,121	1,141	1,190	1,243	1,381	138	260	11%	23%
Brazil	486	493	506	525	569	44	83	8%	17%
Mexico	302	304	320	334	372	38	70	11%	23%
Other Latin America[a]	333	344	364	384	440	56	107	15%	32%
Franchised	289	300	310	318	330	12	41	4%	14%
Brazil	193	200	202	208	224	16	31	8%	16%
Mexico	16	16	19	20	23	3	7	15%	44%
Other Latin America[a]	80	84	89	90	83	(7)	3	(8%)	4%
Bio Ritmo and others[b]	28	28	29	30	32	2	4	7%	14%
Owned	23	23	24	24	26	2	3	8%	13%
Franchised	5	5	5	6	6	0	1	–	20%
By Region									
Brazil	706	720	736	762	823	61	117	8%	17%
Mexico	318	320	339	354	395	41	77	12%	24%
Other Latin America[a]	414	429	454	475	525	50	111	11%	27%
Studio[c]	**21**	**23**	**24**	**26**	**135**	**109**	**114**	**419%**	**543%**

(a) The "Other Latin America" region includes own operations in Argentina, Chile, Colombia, Costa Rica, Panama, Paraguay, Peru and Uruguay and the franchises in El Salvador, Ecuador, Guatemala, Dominican Republic and Honduras; (b) "Bio Ritmo and others" includes 30 Bio Ritmo units, one O2 unit, and one Nation unit; (c) Studios include 22 own clubs and 113 franchises; (d) Starting in 4Q24, the operational figures for Studios will include the acquisition of Velocity, following the completion of the transaction in November 2024.

MEMBER BASE

In 4Q24, the total member base reached 5.2 million, reflecting a 17% growth compared to 4Q23. The number of club members totaled 4.8 million, an increase of 17% compared to the same period of the previous year, with the addition of 699,000 club members, which marks the largest member addition in the Company's history, excluding the post pandemic recovery period. This result mainly reflects the strong expansion of the Company in recent quarters and the solid maturation of its club network. Compared to 3Q24, the member base in clubs remained stable, with a net addition of 13,000 members during the period, due to the maturation of openings carried out in 2023 and 2024, which helped offset a fourth quarter typically marked by negative seasonal effects, leading to a decline in the member base of mature units.

In January 2025, 295,000 members were added, totaling 5.5 million members across 15 countries in Latin America (+15% compared to January 2024). This solid intake performance in January 2025 is explained by the combination of: (i) the strong pace of expansion of the club network in recent years and the maturation of the units; (ii) the positive seasonality of the period; and (iii) effective commercial efforts and pricing intelligence in members acquisition, anchored in the strength of the Smart Fit Group's brands and their unique value proposition. In clubs, the member base reached 5.1 million for the first time in history, up 6% increase compared to 4Q24 and 15% from the same period the previous year, achieving a record in total intake. A positive highlight was the Other Latin America region, which exceeded 1.7 million members in the period (+5% vs. December 2024 and +24% vs. January 2024).

For mature units, in January 2025, the average member base per unit increased by 3.2% compared to December 2024, above the historical seasonality, due to strong intake result per unit. A positive highlight were the member base of mature units in Brazil and Mexico, which grew by 3.5% and 4.5%, respectively, during the period, outperforming the historical average. Additionally, note that the units inaugurated in 2024 (“Vintage 2024”) maintain their maturation pace at the same historical levels, reaching an average of 2,500 members per unit by the end of February 2025.

EVOLUTION OF MEMBER BASE

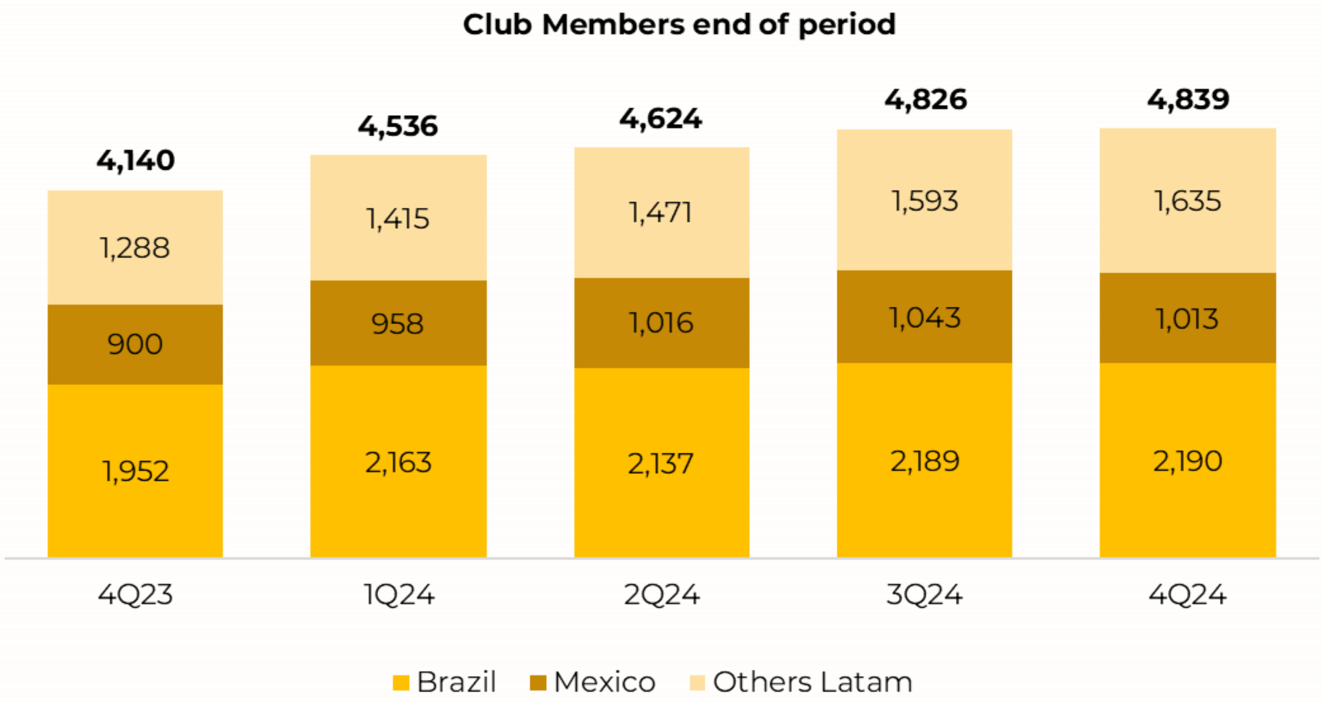
Clients ('000)	End of Period					Growth 4Q24 vs.		Variation 4Q24 vs.	
	4Q23	1Q24	2Q24	3Q24	4Q24	3Q24	4Q23	3Q24	4Q23
Total	**4,456**	**4,856**	**4,949**	**5,156**	**5,214**	**58**	**759**	**1%**	**17%**
Clubs	**4,140**	**4,536**	**4,624**	**4,826**	**4,839**	**13**	**699**	**0%**	**17%**
By Type									
Owned	3,267	3,594	3,658	3,833	3,894	61	627	2%	19%
Franchised	873	941	967	993	945	(48)	72	(5%)	8%
By Brand									
Smart Fit	**4,089**	**4,482**	**4,571**	**4,772**	**4,786**	**14**	**697**	**0%**	**17%**
Owned	3,224	3,550	3,613	3,789	3,851	62	626	2%	19%
Brazil	1,353	1,525	1,515	1,559	1,560	1	207	0%	15%
Mexico	851	903	953	976	949	(27)	98	(3%)	12%
Other Latin America[a]	1,020	1,122	1,146	1,255	1,342	87	322	7%	32%
Franchised	865	932	958	984	936	(48)	71	(5%)	8%
Bio Ritmo and others[b]	**51**	**53**	**53**	**54**	**53**	**(1)**	**2**	**(1%)**	**3%**
By Region									
Brazil	1,952	2,163	2,137	2,189	2,190	1	238	0%	12%
Mexico	900	958	1,016	1,043	1,013	(30)	113	(3%)	13%
Other Latin America[a]	1,288	1,415	1,471	1,593	1,635	42	347	3%	27%
Studio	**5**	**5**	**5**	**6**	**5**	**(0)**	**1**	**(1%)**	**11%**
Digital[c]	**311**	**316**	**320**	**325**	**370**	**45**	**59**	**14%**	**19%**

(a) The "Other Latin America" region includes own clubs in Argentina, Chile, Colombia, Costa Rica, Panama, Paraguay, Peru and Uruguay. For franchises, it includes El Salvador, Ecuador, Guatemala, Dominican Republic and Honduras; (b) "Bio Ritmo and others" includes the operations of Bio Ritmo, O2, and Nation; (c) Club members who are also subscribers to Smart Nutri and Smart Coach digital plans are considered only as members of clubs or Studios, and TotalPass members who are users of Queima Diária are considered "In Digital" members.

In Brazil, the member base in clubs totaled 2.2 million in 4Q24, a 12% growth compared to 4Q23, which represents 1.0% of the population enrolled in one of the Company's clubs in the country. During this period, 238,000 members were added to the base driven by the solid maturation curve of the 117 units opened in the last 12 months. Compared to 3Q24, the member base remained stable, mainly due to the strong ramp-up of the clubs opened in the last 18 months, which offset the seasonal effects in mature units during the period.

Mexico ended 4Q24 with 1.0 million members, which represents 0.8% of the people enrolled in one of the clubs of the Company in the country, a 13% increase compared to 4Q23. In the quarter, the base registered a decline of 30,000 members, 3% lower compared to 3Q24, reflecting the seasonal effects of the period in mature units in the region.

In Other Latin America region, the member base reached 1.6 million in 4Q24, up 27% from 4Q23. In the quarter, 42,000 members were added, representing a 3% growth compared to 3Q24, positively impacted by the addition of 111 units in the region over the past 12 months.



The Company has been expanding and improving the offer of digital products and services, complementing the in-person training experience at the clubs. At the end of the first quarter of 2024, exclusively digital members totaled 370,000, 19% more than in 4Q23 and 14% more than in 3Q24.

Currently, the main digital services include:

(i) Queima Diária, one of Latin America's largest digital fitness platforms, which offers access to 181 on-demand physical exercise programs and other content on nutrition and healthier lifestyle habits. At the end of 4Q24, the platform had 368,000 members, 15% more than in 3Q24, driven by the expansion of its B2B operation, which offers exclusive subscriptions for corporate partners of Queima Diária;

(ii) Smart Fit Nutri, the app-based nutritional tracking service, featuring bioimpedance scales and teleconsultations with nutritionists, reached 188,000 subscribers in Brazil at the end of 4Q24, a 20% increase compared to 4Q23 and a 7% rise compared to 3Q24. Membership expansion was driven by initiatives aimed at improving user experience and engagement, such as the continuous installation of bioimpedance scales in more clubs and the expansion into other Latin American countries. In 2024, over than 750,000 bioimpedance assessments were made, 38% more than in the previous year; and

(iii) Smart Fit Coach, the online personal trainer service through customized consulting that guides members in their fitness routines.

In 2024, TotalPass, a B2B fitness market aggregator, registered consistent growth throughout the year, establishing itself as one of the main corporate wellness benefits in Brazil and Mexico. The partner clubs network reached 21,000 units, expanding its presence to more than 1,400 cities. In Mexico, we ended the year with approximately 4,000 units registered. TotalPass customers have access to 25,000 different clubs, including the Company's clubs and studios. We believe that TotalPass's value proposition for Human Resources departments and potential partners is becoming increasingly different and attractive.

FINANCIAL PERFORMANCE

Main financial indicators[a] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Gross Revenue	1,641.7	1,209.8	36%	1,515.1	8%	5,946.1	4,539.3	31%
Net Revenue	**1,540.6**	**1,131.2**	**36%**	**1,422.1**	**8%**	**5,580.3**	**4,244.7**	**31%**
Cash costs of services[b]	(768.6)	(567.0)	36%	(715.8)	7%	(2,788.2)	(2,116.2)	32%
Cash gross profit[b]	**772.0**	**564.2**	**37%**	**706.3**	**9%**	**2,792.1**	**2,128.6**	**31%**
Cash gross margin	*50.1%*	*49.9%*	*0.2 p.p.*	*49.7%*	*0.4 p.p.*	*50.0%*	*50.1%*	*(0.1) p.p.*
Pre-operating Costs	(20.8)	(13.5)	55%	(12.9)	62%	(52.6)	(31.9)	65%
Cash gross profit before pre-operating costs[b]	792.8	577.6	37%	719.2	10%	2,844.6	2,160.5	32%
Gross margin before pre-operating costs	*51.5%*	*51.1%*	*0.4 p.p.*	*50.6%*	*0.9 p.p.*	*51.0%*	*50.9%*	*0.1 p.p.*
SG&A	(285.9)	(229.4)	25%	(265.5)	8%	(1,030.8)	(825.2)	25%
% Net Revenue	*18.6%*	*20.3%*	*(1.7) p.p.*	*18.7%*	*(0.1) p.p.*	*18.5%*	*19.4%*	*(1.0) p.p.*
Selling Expenses[c]	(114.6)	(87.8)	31%	(105.2)	9%	(415.8)	(318.1)	31%
% Net Revenue	*7.4%*	*7.8%*	*(0.3) p.p.*	*7.4%*	*0.0 p.p.*	*7.5%*	*7.5%*	*(0.0) p.p.*
General and administrative expenses[d]	(155.0)	(129.7)	20%	(143.7)	8%	(556.0)	(452.0)	23%
% Net Revenue	*10.1%*	*11.5%*	*(1.4) p.p.*	*10.1%*	*(0.0) p.p.*	*10.0%*	*10.6%*	*(0.7) p.p.*
Pre-operating expenses	(11.6)	(9.8)	18%	(9.8)	18%	(35.2)	(26.7)	32%
Other (expenses) revenues	(4.7)	(2.1)	119%	(6.7)	(31%)	(23.9)	(28.4)	(16%)
Panama Revaluation[e]	-	-	–	-	–	-	176.6	–
Equity Income	1.0	(2.7)	–	1.4	(30%)	0.8	(1.1)	–
EBITDA[f]	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,478.9**	**19%**
EBITDA Margin	*31.6%*	*29.4%*	*2.3 p.p.*	*31.1%*	*0.5 p.p.*	*31.6%*	*34.8%*	*(3.3) p.p.*
Adjusted EBITDA[g]	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,302.3**	**35%**
Adjusted EBITDA Margin	*31.6%*	*29.4%*	*2.3 p.p.*	*31.1%*	*0.5 p.p.*	*31.6%*	*30.7%*	*0.9 p.p.*
Adjusted EBITDA before pre-operating expenses[h]	**519.5**	**355.3**	**46%**	**465.0**	**12%**	**1,849.8**	**1,360.9**	**36%**
Adjusted EBITDA Margin before pre-operating expenses	*33.7%*	*31.4%*	*2.3 p.p.*	*32.7%*	*1.0 p.p.*	*33.1%*	*32.1%*	*1.1 p.p.*
Depreciation and amortization	(209.0)	(166.1)	26%	(192.2)	9%	(782.2)	(636.2)	23%
Financial Result	(93.5)	(31.1)	200%	(87.9)	6%	(349.5)	(145.4)	140%
EBT	**184.6**	**134.8**	**37%**	**162.3**	**14%**	**630.4**	**697.3**	**(10%)**
Income tax and Social Contribution	11.9	551.5	(98%)	(44.0)	–	(91.0)	472.6	–
Profit (loss) for the period	**196.5**	**686.3**	**(71%)**	**118.3**	**66%**	**539.4**	**1,169.9**	**(54%)**
Net Margin	*12.8%*	*60.7%*	*(47.9) p.p.*	*8.3%*	*4.4 p.p.*	*9.7%*	*27.6%*	*(17.9) p.p.*

(a) All indicators exclude the effects of IFRS-16 in relation to the commercial leases of clubs and offices; (b) For a better analysis of our operational performance, we have shown "Cash Cost of Services," which excludes the effects of IFRS-16, depreciation and amortization. "Cash gross profit before pre-operating expenses" also excludes pre-operating costs with opening of new units. See "Gross Profit" section for the calculation of these measurements; (c) "Selling expenses" exclude pre-operating expenses; (d) "General and administrative expenses" excludes depreciation and effects of IFRS-16 (e) 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, made in accordance with the accounting standards in force in the period; (f) See the "EBITDA Breakdown" section for the calculation of this measurement; (g) "Adjusted EBITDA" excludes the gain of R$176.6 million in 2Q23 from the revaluation of the existing 50% stake in Panama; (h) "Adjusted EBITDA before pre-operating costs and expenses" excludes costs and expenses with openings of new units. See the "EBITDA Breakdown" section for the calculation of this measurement.

NET REVENUE

In 4Q24, net revenue exceeded the R$1.5 billion mark for the first time in history, reaching R$1,540.6 million, which represented a 36% increase compared to 4Q23. This performance is mainly driven by the 19% increase in the average member base in Smart Fit owned clubs, fueled by the solid 23% expansion of the average owned club network and their maturation. In addition, the average ticket increased by 13% compared to the same period of the previous year, with growth across all regions where the Company operates. In 2024, the net revenue reached a record high of R$5.6 billion, reflecting a significant 31% increase over 2023. During the period, the revenue from Other Latin America region and Mexico accounted for 56% of the Company's total revenue, representing a 3.2 p.p. increase vs. 2023.

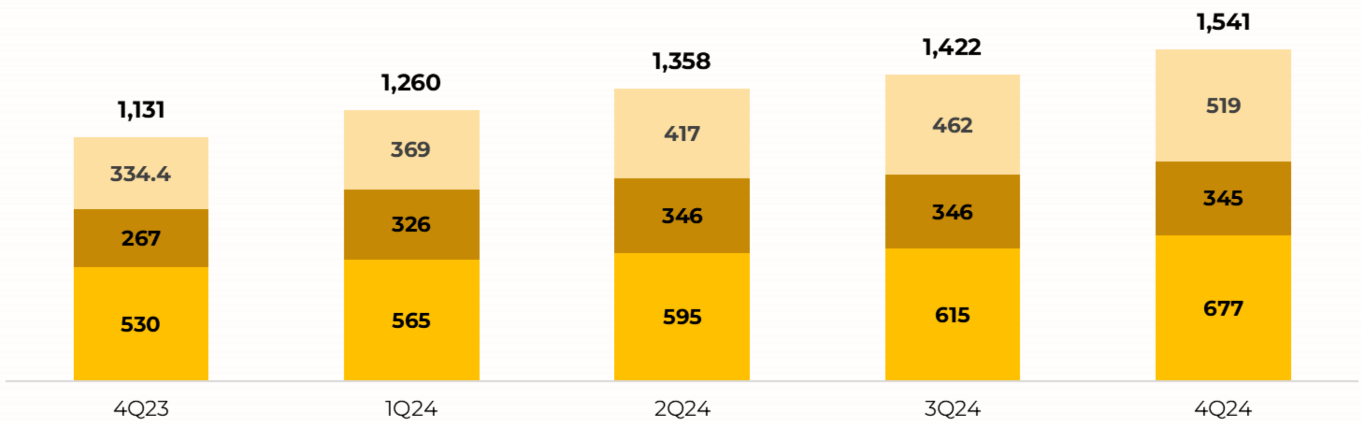
The strong growth in net revenue in the quarter reflects the effective commercial and operational efforts to attract and retain members, anchored in the brand's strength and unique value proposition of our business model. It is worth noting that the increase in the average ticket of Smart Fit members is mainly driven by strategic price increases implemented over the past few years across different regions, as well as various initiatives carried out to sustainably optimize revenues per club. Several commercial and operational initiatives, including the expansion of club network, have contributed to maintaining a high percentage of members enrolled in the Black Card membership, which accounted for 66% of the member base of owned clubs at the end of 4Q24, remaining stable when compared to the 4Q23.

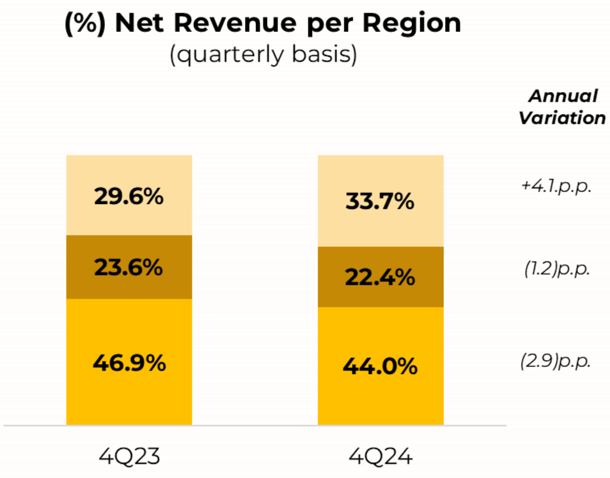
Net Revenue by Brand and Region

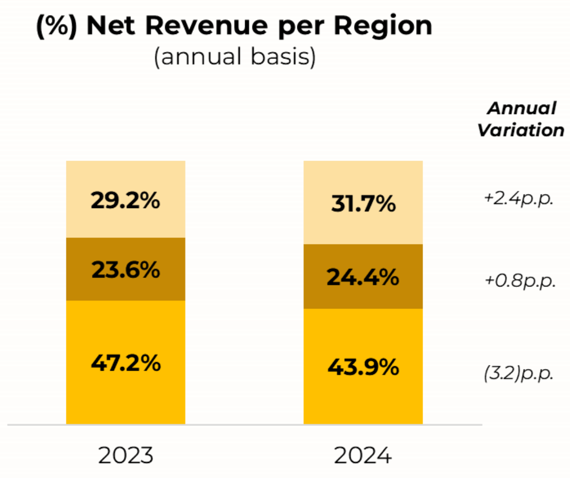
Net Revenue (R$ million)	**4Q24**	**4Q23**	**4Q24 vs. 4Q23**	**3Q24**	**4Q24 vs. 3Q24**	**2024**	**2023**	**2024 vs. 2023**
Smart Fit	1,385.4	1,024.5	35%	1,308.8	6%	5,095.7	3,862.9	32%
Brazil	524.0	425.1	23%	503.7	4%	1,974.6	1,627.4	21%
Mexico	344.5	266.8	29%	345.5	(0%)	1,362.2	1,001.8	36%
Other Latin America [a]	516.9	332.6	55%	459.5	12%	1,758.9	1,233.7	43%
Bio Ritmo and others[b]	44.6	36.4	22%	42.0	6%	165.2	138.7	19%
Others [c]	110.6	70.2	57%	71.4	55%	319.4	243.2	31%
Total	**1,540.6**	**1,131.2**	**36%**	**1,422.1**	**8%**	**5,580.3**	**4,244.7**	**31%**

(a) "Other Latin America" region considers only own operations controlled in the region (Argentina, Chile, Colombia, Costa Rica, Panama, Paraguay and Peru). As of 4Q23, the region also included the own operation controlled in Uruguay; (b) "Bio Ritmo and others" includes the operations of Bio Ritmo, O2, and Nation; (c) "Other" includes royalties received from franchises in Brazil and abroad, except for Colombia and Mexico, and other brands operated by the Company in Brazil, including TotalPass, Queima Diária and studios.

Evolution of Net Revenue, per Region
R$ million







Brazil Mexico Others Latin America

In 4Q24, net revenue at Smart Fit clubs totaled R$1,385.4 million, up 35% from 4Q23 and 6% from 3Q24. This performance was driven by the increase in the average number of members in owned clubs and the increase in the average ticket.

In Brazil, net revenue at Smart Fit clubs totaled R$524.0 million in 4Q24, increasing 23% from 4Q23, due to the solid 17% growth in average member base in owned clubs and the 6% increase in the average ticket. Compared to 3Q24, net revenue grew 4%, mainly reflecting the increase in the average ticket and the expansion of the average member base in owned clubs.

In Mexico, net revenue in the quarter was R$344.5 million, a 29% increase compared to 4Q23, which mainly reflects the 15% increase in the average ticket and the 12% expansion in the average member base in owned clubs. The increase in average ticket per member, in local currency, in the region is mainly due to the Revenue Management initiatives, combined with: (i) the price increase in the Smart Card membership, implemented mainly in the second half of 2023, tailored to the unique characteristics of each club; (ii) the first-ever price increase of Black Card membership in the region at the end of last year; (iii) the stable penetration of Black Card members, reaching 48% of owned clubs in 4Q24, the same level as in 4Q23; and (iv) the ramp-up of units opened in 2023, which continuously increases the average ticket until reaching maturity. Compared to 3Q24, revenue in Mexico remained stable, mainly due to a sequential decline in the member base, reflecting the historical seasonality of the region.

Net revenue at Smart Fit clubs in the Other Latin America region totaled R$516.9 million in 4Q24, a strong 55% growth when compared to 4Q23, due to the 29% increase in average member base of owned clubs in the region and the 20% increase in the average ticket. Compared to 3Q24, revenue grew 12%, due to the 8% expansion in the average member base of owned clubs in the region and the 4% increase in the average ticket.

Note the growth in the "Others" line, which ended 4Q24 with R$110.6 million in revenue compared to R$70.2 million in the same period of the previous year, an increase of 57%, and R$39.0 million more than in the previous quarter, a growth of 55%. This increase was mainly to the revenue growth of others business units and the acquisition of the Velocity Group, which contributed with R$7 million in revenue for the quarter.

CASH COST OF SERVICES PROVIDED

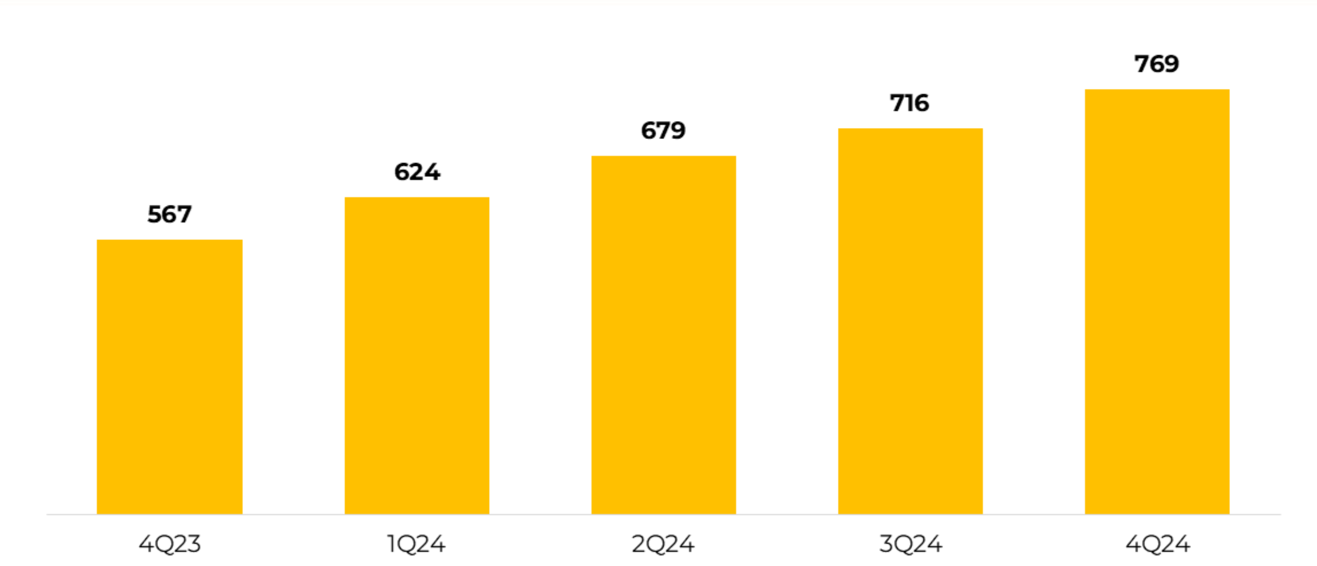
The cash cost of services provided totaled R$768.6 million in 4Q24, 36% higher than in 4Q23. This growth mainly reflects the 23% expansion in the average number of owned clubs, supporting the strong addition of 627,000 members at owned clubs. Furthermore, it is worth noting the increase in costs for clubs in the ramp-up phase, particularly those opened in the last 12 months, as well as the higher costs related to the opening of new units, considering the accelerated pace of openings compared to the same period in the previous year. In 2024, the cash cost of services provided reached R$2,788.2 million, a 32% increase compared to the previous year.

Cash Cost of Services Provided by Type

Cash Cost of Services Provided[a] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Occupation	291.3	219.1	33%	272.1	7%	1,063.3	838.7	27%
Personnel and third-party services	273.3	195.2	40%	258.4	6%	988.5	731.2	35%
Consumption	124.0	100.6	23%	116.8	6%	471.7	379.9	24%
Other	80.1	52.1	54%	68.4	17%	264.7	166.4	59%
Cash Cost of Services Provided	**768.6**	**567.0**	**36%**	**715.8**	**7%**	**2,788.2**	**2,116.2**	**32%**

(a) For a better analysis of our operational performance, we have shown "Cash Cost of Services Provided", which excludes the effects of IFRS-16, depreciation and amortization. The rent of properties is considered in this caption.

Evolution of Cash Cost of Services Provided
(R$ million)



Compared to 3Q24, the cash cost in 4Q24 increased by 7%, remaining below the net revenue growth for the period. This growth was mainly due to: (i) an 8% increase in the average number of owned clubs, reflecting the ramp-up process of new clubs, along with a 3% increase in the average member base in owned clubs; and (ii) higher costs related to the opening of new units, resulting from the accelerated pace of openings during the period.

Considering only mature clubs, costs registered a slight decrease compared to 3Q24, with notable positive results from Mexico, where consumption costs decreased, mainly due to the seasonality of the period, and Brazil, where maintenance costs were lower. It is worth highlighting that the Company remains focused on improving operational efficiency to mitigate the impact of inflationary scenario on the business, including constant renegotiation of rents contracts and productivity improvements in personnel and other services.

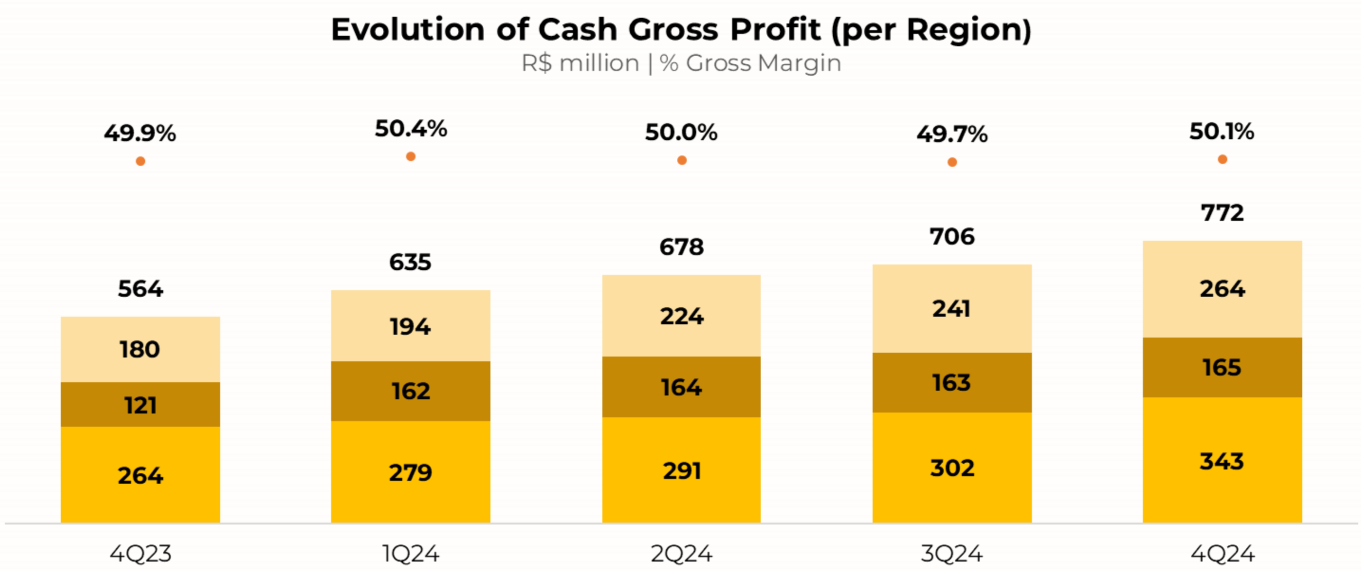
CASH GROSS PROFIT

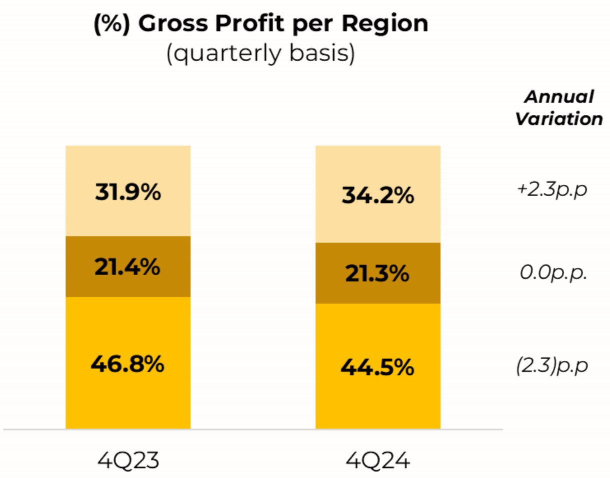
The cash gross profit in 4Q24 totaled R$772.0 million, a 37% increase compared to 4Q23, mainly reflecting the consistent maturation of units opened in the last three years and the stable margin levels of mature units during the period. The cash gross margin reached 50.1% in 4Q24, an increase of 0.2 p.p. compared to 4Q23, reflecting the solid growth in net revenue and efficient cost management, which resulted in fixed costs dilution, despite the record expansion of the club network. In 2024, cash gross profit totaled R$2,792.1 million, with a cash gross margin of 50.0%, stable when compared to the previous year, even amid a sharp acceleration in the pace of openings during the period.

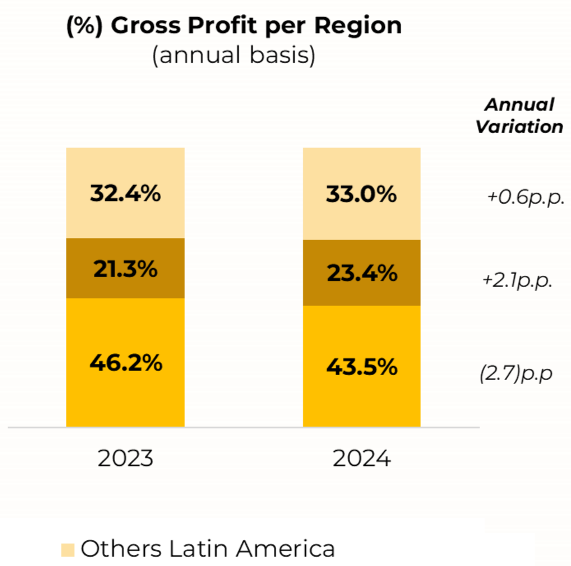
The cash gross margin before pre-operating costs, that is, those related to the openings, was 51.5% in 4Q24, increasing 0.4 p.p. when compared to the same period of the previous year. This margin expansion reflects the business's operating leverage, resulting from a combination of the continuous increase in average revenue per club, especially from maturing units, and efficient cost management. In 2024, the cash gross profit before pre-operating costs totaled R$2,844.6 million, resulting in a cash gross margin before pre-operating costs of 51.0%, also stable compared to 2023, and aligned with the cash gross margin of mature units throughout the year.

Cash Gross Profit[a] (R$ million)	**4Q24**	**4Q23**	**4Q24 vs. 4Q23**	**3Q24**	**4Q24 vs. 3Q24**	**2024**	**2023**	**2024 vs. 2023**
Net Revenue	**1,540.6**	**1,131.2**	**36%**	**1,422.1**	**8%**	**5,580.3**	**4,244.7**	**31%**
(-) Cash Costs of Services Provided	768.6	567.0	36%	715.8	7%	2,788.2	2,116.2	32%
Cash Gross Profit[b]	**772.0**	**564.2**	**37%**	**706.3**	**9%**	**2,792.1**	**2,128.6**	**31%**
Cash Gross Margin	*50.1%*	*49.9%*	*0.2 p.p.*	*49.7%*	*0.4 p.p.*	*50.0%*	*50.1%*	*(0.1 p.p.)*
(+) Pre-Operating Costs	20.8	13.5	55%	12.9	62%	52.6	31.9	65%
Cash Gross Profit before Pre-Operating Costs[c]	**792.8**	**577.6**	**37%**	**719.2**	**10%**	**2,844.6**	**2,160.5**	**32%**
Cash Gross Margin before Pre-Operating Costs	*51.5%*	*51.1%*	*0.4 p.p.*	*50.6%*	*0.9 p.p.*	*51.0%*	*50.9%*	*0.1 p.p.*

(a) For a better analysis of the performance of our operations, all indicators exclude the effects of IFRS-16, depreciation and amortization; (b) "Cash gross profit" excludes depreciation and amortization; (c) "Cash gross profit before pre-operating costs" excludes depreciation, amortization and the cost of opening new units.

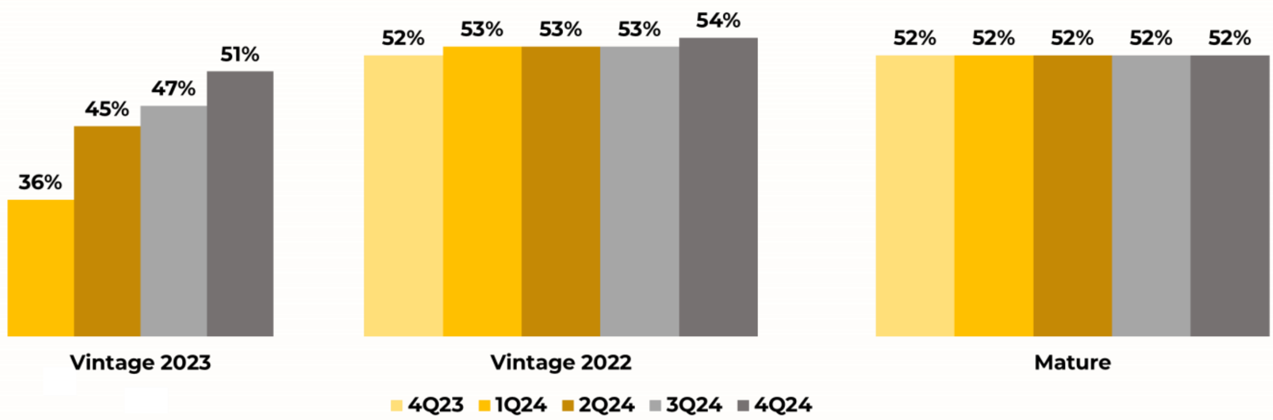






Compared to 3Q24, cash gross profit increased by R$65.6 million in 4Q24, a growth of 9%, and cash gross margin expanded by 0.4 p.p., mainly reflecting the ramp-up of units opened over the last three years. Additionally, it is important to highlight the positive impact in 4Q24 related to the consolidation of Velocity's results and the conversion of franchised units in Colombia into owned units during this period. The cash gross margin before pre-operating costs, that is, those related to the openings, increased 0.9 p.p. compared to the previous quarter.

Gross Margin per Vintage Unit
(Owned Smart Fit units)



In 4Q24, cash gross margin of mature Smart Fit clubs remained stable at 52% for the eighth straight quarter, due to initiatives to optimize revenue per club in a sustainable manner, combined with intensive and successful efforts to improve operational efficiency. Annualized gross profit per unit for these mature units was R$2.4 million, maintaining the same level as in 3Q24 and representing an 11% increase compared to 4Q23.

The units opened in 2022 ("Vintage 2022") registered cash gross margin of 54%, above the 53% level of the past three quarters, with a 5% increase in annualized gross profit per unit, reaching R$2.5 million per unit. The solid performance of owned clubs within the Vintage 2022 units, which completed the maturation process by the end of 4Q24, resulted from a combination of strong revenue growth, reflecting the expansion intelligence and Smart Fit brand's strength, with structurally lower occupancy costs structurally compared to mature units. These factors contributed to higher profitability levels when compared to mature units.

It is worth mentioning that the units opened in 2023 ("Vintage 2023") maintained their maturation pace at the same historical levels. The Vintage 2023 units achieved an average of 2,800 members per unit in December 2024 with an average annualized net revenue per unit of R$3.9 million, with a solid expansion of 3 p.p. in cash gross margin compared to the previous quarter, reaching 51% in 4Q24, in line with the 2022 Vintage Units in the same period of the previous year, taking into account the average aging of the vintage units during the period, considering that of out of the 176 Smart Fit owned clubs added in 2023, 113 were opened in 4Q23.

Finally, by February 2025, the clubs opened in 2024 ("Vintage 2024") reached 2,500 members, with the 152 units opened in 4Q24 continuing their solid maturation path, reaching approximately 2,100 members per club in the same period.

EBITDA by Region

To enable a better analysis of the performance and contribution of each region to the company's consolidated EBITDA, the company now calculates the EBITDA of each region by subtracting the respective selling expenses from cash gross profit. General and administrative expenses (G&A) and other operating expenses are analyzed on a consolidated basis as they sustain the operations of the entire company.

EBITDA[a,b] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Brazil	276.6	205.9	34%	241.6	14%	973.5	788.7	23%
Mexico	134.9	98.4	37%	133.8	1%	540.9	364.7	48%
Other Latin America	234.3	162.3	44%	215.9	9%	826.7	630.5	31%
G&A expenses and other operating expenses	(159.7)	(131.8)	21%	(150.5)	6%	(579.9)	(480.4)	21%
Equity Income	1.0	(2.7)	–	1.4	(30%)	0.8	(1.1)	–
Adjusted EBITDA[c]	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,302.3**	**35%**
Panama Revaluation Impact[d]	–	–	–	–	–	–	176.6	–
EBITDA	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,478.9**	**19%**

(a) For a better analysis of our operational performance, all indicators exclude the effects of IFRS-16 regarding commercial leases related to the rents of clubs and offices; (b) EBITDA by region considers cash gross profit subtracting the selling expenses. General and administrative expenses (G&A) and other operating expenses will be analyzed on a consolidated basis as they sustain the operations of the entire company; (c) Adjusted EBITDA excludes the gain of R$176.6 million in 2Q23 with the revaluation of the 50% stake in Panama; (d) Gain of R$176.6 million in 2Q23 with revaluation of the existing 50% stake in Panama, due to the acquisition of control of this operation, made in accordance with the accounting standards in force in the period.

In Brazil, EBITDA in 4Q24 was R$276.6 million, up 34% from 4Q23, driven by the strong increase in average revenue per club. EBITDA margin in the region was 40.8% in 4Q24, an expansion of 2.0 p.p. compared to the same period of the previous year, reflecting the increase in cash gross margin of 2.0 p.p. for the Smart Fit brand and 4.9 p.p. for the Bio Ritmo brand versus 4Q23, in addition to the dilution of commercial and marketing investments, which more than offset the decline in the cash gross margin of "Others" revenue, due to the greater contribution of TotalPass compared to the same period of the previous year. Compared to 3Q24, EBITDA in Brazil grew by R$34.9 million, with a margin increase of 1.5 p.p. In the high-end segment, the Bio Ritmo brand registered the eleventh consecutive quarter of growth in average revenue per club, achieving a record-high cash gross margin of 48.2% in the 4Q24. In 2024, EBITDA in Brazil totaled R$973.5 million, with a 39.7% margin and a gain of 0.3 p.p. compared to 2023, accounting for 42% of the total EBITDA of the three reported regions (vs. 44% in the previous year).

In Mexico, EBITDA in 4Q24 was R$134.9 million, up 37% from 4Q23, due to the strong growth in average revenue per club with a 2.6 p.p. expansion of cash gross margin, which more than offset the increase in marketing expenses. Compared to 3Q24, EBITDA in the region was 1% higher. EBITDA margin in 4Q24 was 39.1% in the region, up 2.3 p.p. year on year and 0.4 p.p. versus 3Q24. In 2024, EBITDA in Mexico totaled R$540.9 million, with a 39.7% margin and a gain of 3.3 p.p. compared to 2023, accounting for 23% of the total EBITDA by region.

In the Other Latin America region, EBITDA in 4Q24 was R$234.2 million, up 44% from the same period last year, positively impacted by strong growth in average revenue per club. Compared to 3Q24, EBITDA in the region grew R$18.4 million in the quarter, with an EBITDA margin of 45.2%, which is 1.6 p.p. lower than the previous quarter. This is mainly due to the high number of units opened in recent quarters, as well as the increase in selling expenses. In 2024, EBITDA in the region totaled R$826.6 million, with margin of 46.8%, and accounting for 35% of total EBITDA by region.

GENERAL AND ADMINISTRATIVE EXPENSES

Selling, general, and administrative expenses[a,b] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Selling expenses	114.6	87.8	31%	105.2	9%	415.8	318.1	31%
General and administrative expenses	155.0	129.7	20%	143.7	8%	556.0	452.0	23%
Pre-operating expenses	11.6	9.8	18%	9.8	18%	35.2	26.7	32%
Total	**281.2**	**227.2**	**24%**	**258.7**	**9%**	**1,007.0**	**796.8**	**26%**

(a) For a better analysis of our operational performance, all indicators exclude the effects of IFRS-16 regarding commercial leases related to the rents of clubs and offices; (b) Excludes "Other (expenses) / revenues".

Selling, general and administrative expenses totaled R$281.2 million in the quarter, 24% higher than in 4Q23, representing 18.3% of net revenue, a dilution of 1.8 p.p., compared to 20.1% in the same period of the previous year.

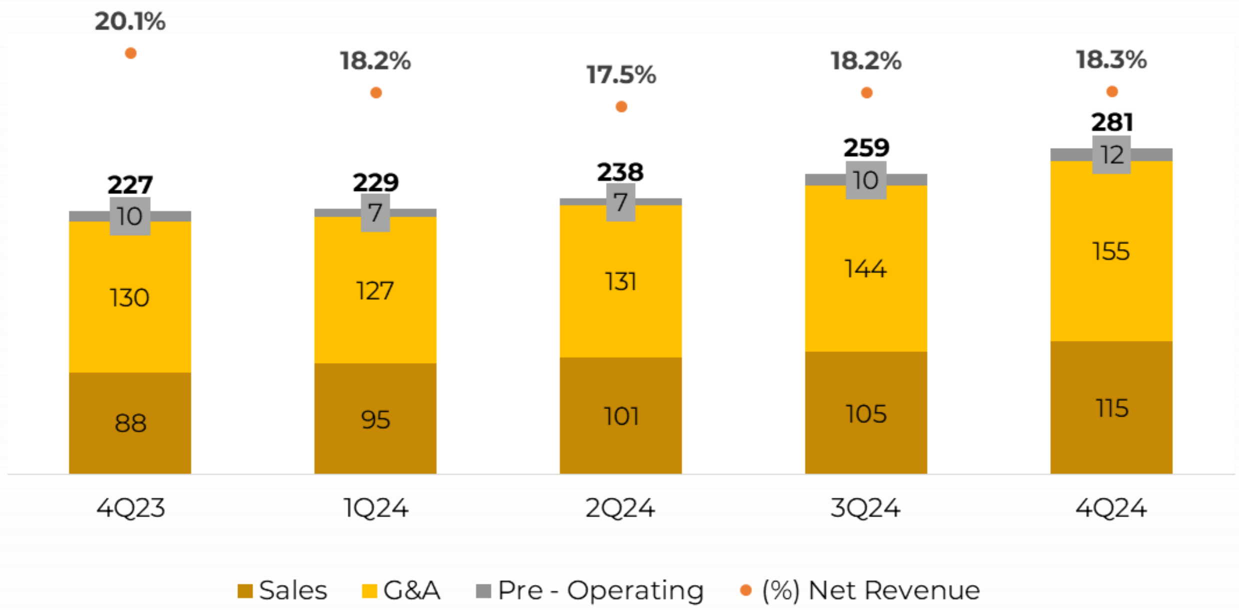
General and administrative expenses totaled R$155.0 million in 4Q24, a 20% increase compared to 4Q23, and represented 10.1% of the net revenue for the period, a 1.4 p.p. dilution compared to the same period of the previous year. This dilution in general and administrative expenses reflects the business' operating leverage, which more than offset the higher investments in structuring new business, particularly TotalPass, as well as enhancements to the personnel structure in the Other Latin America region. Additionally, the additional grant of stock options related to the long-term incentive plan (LTIP) in 3Q23, contributed to this dilution, as it added R$14 million and R$4 million to general and administrative expenses in 4Q23 and 4Q24, respectively.

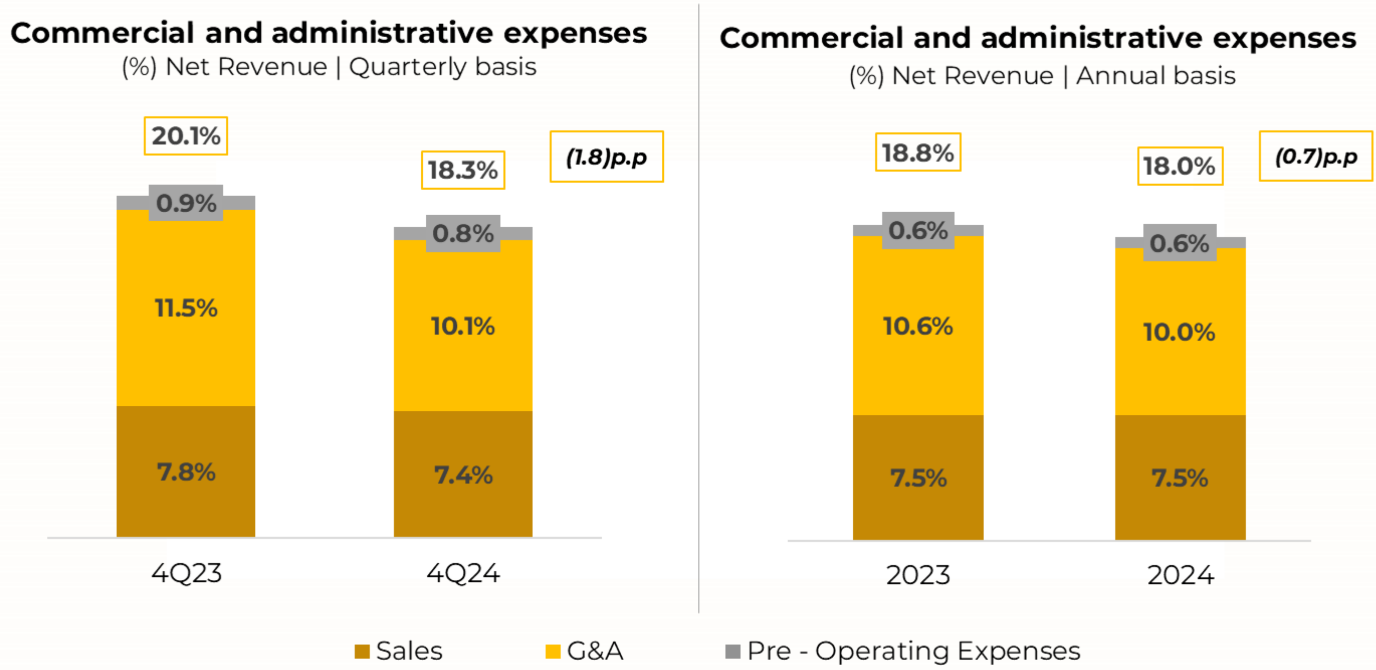
Selling expenses totaled R$114.6 million in 4Q24, a 31% increase when compared to 4Q23, corresponding to 7.4% of net revenue (down 0.3 p.p. from 4Q23). The increase in selling expenses was mainly driven by the strong expansion of the club network, with a higher number of new openings in 4Q24 vs. 4Q23, and of investments in marketing to strengthen the brand.

Lastly, pre-operating expenses totaled R$11.6 million in 4Q24, compared to R$9.8 million in the same period of the previous year, due to the higher number of openings of owned clubs in the last months.

Evolution of Selling, General and Administrative Expenses and Pre-Operating Expenses

(R$ million)





Compared to 3Q24, selling, general and administrative expenses increased by 9%, while remaining practically stable as a percentage of net revenue. Selling expenses grew 9% compared to 3Q24, slightly outpacing the growth in net revenue, due to a higher number of unit openings during the quarter and an increased level of marketing investment in preparation for the intake period at the beginning of 2025. Furthermore, the pre-operating expenses increased by 18% compared to 3Q24, reflecting the higher number of owned clubs added. General and administrative expenses increased by 8% compared to the previous quarter, while remaining stable as a percentage of net revenue.

EBITDA

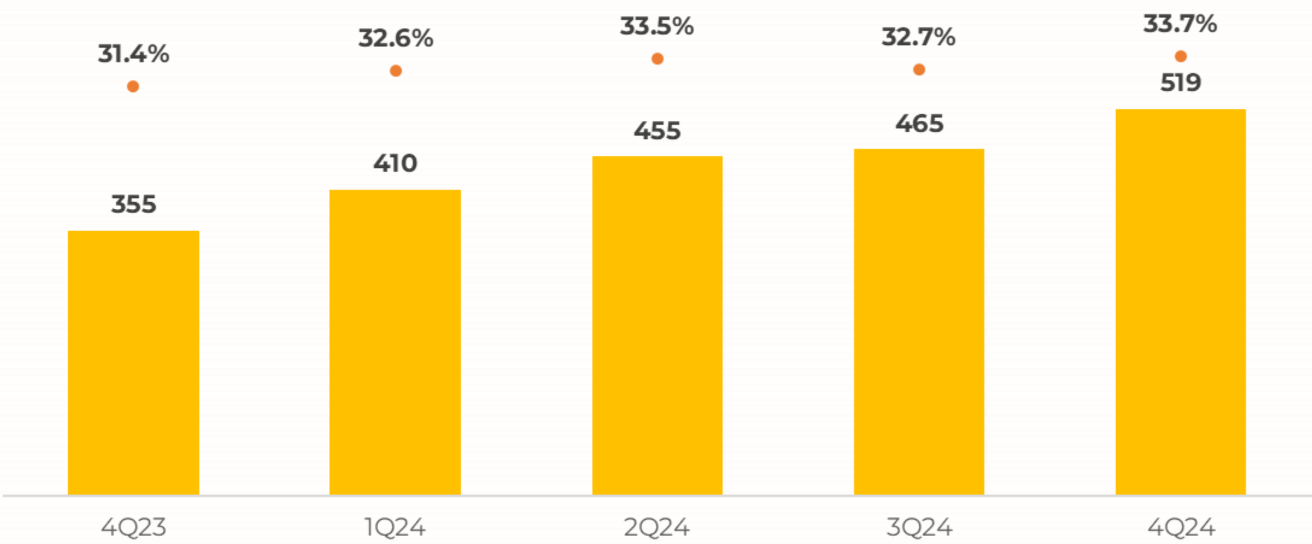
EBITDA Breakdown[a] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Net Income	**196.5**	**686.3**	**(71%)**	**118.3**	**66%**	**539.4**	**1,169.9**	**(54%)**
(+) Income Taxes (IR & CSLL)	(11.9)	(551.5)	(98%)	44.0	–	91.0	(472.6)	–
(+) Financial Result	93.5	31.1	200%	87.9	6%	349.5	145.4	140%
(+) Depreciation	209.0	166.1	26%	192.2	9%	782.2	636.2	23%
EBITDA	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,478.9**	**19%**
EBITDA Margin	*31.6%*	*29.4%*	*2.3 p.p.*	*31.1%*	*0.5 p.p.*	*31.6%*	*34.8%*	*(3.3) p.p.*
Panama Revaluation Impact[b]	–	–	–	–	–	–	(176.6)	(100%)
Adjusted EBITDA[c]	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,302.3**	**35%**
Adjusted EBITDA Margin	*31.6%*	*29.4%*	*2.3 p.p.*	*31.1%*	*0.5 p.p.*	*31.6%*	*30.7%*	*0.9 p.p.*
(+) Pre-operating costs and expenses	32.4	23.3	39%	22.7	43%	87.8	58.6	50%
Adjusted EBITDA before pre-operating expenses	**519.5**	**355.3**	**46%**	**465.0**	**12%**	**1,849.8**	**1,360.9**	**36%**
Adjusted EBITDA margin before pre-operating expenses	*33.7%*	*31.4%*	*2.3 p.p.*	*32.7%*	*1.0 p.p.*	*33.1%*	*32.1%*	*1.1 p.p.*

(a) For a better analysis of our operational performance, all indicators exclude the effects of IFRS-16 regarding commercial leases related to the rents of clubs and offices; (b) Gain in 2Q23 from the revaluation of the existing 50% stake in Panama, due to the acquisition of control of this operation, made in accordance with the accounting standards in force in the period; (c) "Adjusted EBITDA" excludes the gain of R$176.6 million in 2Q23 from the revaluation of the existing 50% stake in Panama.

EBITDA totaled R$487.1 million in 4Q24, marking the highest level ever recorded for a quarter, representing a significant growth of 47% compared to the same period of the previous year, with a EBITDA margin of 31.6%, up 2.3 p.p. from 4Q23. In 2024, adjusted EBITDA totaled R$1,762.1 million, a growth of 35% compared to 2023, resulting in a margin of 31.6%, the highest annual level in history and an expansion of 0.9 p.p. compared to the previous year, despite the accelerated pace of new unit openings during the period.

Adjusted EBITDA before pre-operating expenses surpassed the R$500 million mark for the first time in a single quarter, totaling R$519.5 million in 4Q24, a 46% increase compared to 4Q23. Adjusted EBITDA margin before pre-operating expenses was 33.7% in 4Q24, an expansion of 2.3 p.p. compared to 4Q23, reflecting the business' operating leverage. In 2024, adjusted EBITDA before pre-operating expenses totaled R$1,849.8 million, resulting in an adjusted EBITDA margin before pre-operating expenses of 33.1% (+1.1p.p.), the company's highest annual level on record.

Evolution of adjusted EBITDA and adjusted EBITDA Margin before pre-operating expenses
(R$ million and % of net revenue)



Compared to 3Q24, adjusted EBITDA before pre-operating expenses in 4Q24 grew 12%, resulting in an adjusted EBITDA margin before pre-operating expenses 1.0 p.p. higher than in the previous quarter.

NET INCOME

Recurring Net Profit[a] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Net profit (loss)	**196.5**	**686.3**	**(71%)**	**118.3**	**66%**	**539.4**	**1,169.9**	**(54%)**
Net margin	*12.8%*	*60.7%*	*(47.9) p.p.*	*8.3%*	*4.4 p.p.*	*9.7%*	*27.6%*	*(17.9) p.p.*
(+) Panama Revaluation	0.3	5.8	(94%)	0.3	–	11.6	(150.8)	–
(+) Recognition of Deferred Tax	–	(482.6)	(100%)	–	–	–	(482.6)	(100%)
(+) Early Remption of debentures	–	–	–	5.3	–	27.4	–	–
Recurring net profit (loss)[b]	**196.8**	**209.4**	**(6%)**	**123.9**	**59%**	**578.4**	**536.5**	**8%**
Recurring net margin	*12.8%*	*18.5%*	*(5.7) p.p.*	*8.7%*	*4.1 p.p.*	*10.4%*	*12.6%*	*(2.3) p.p.*

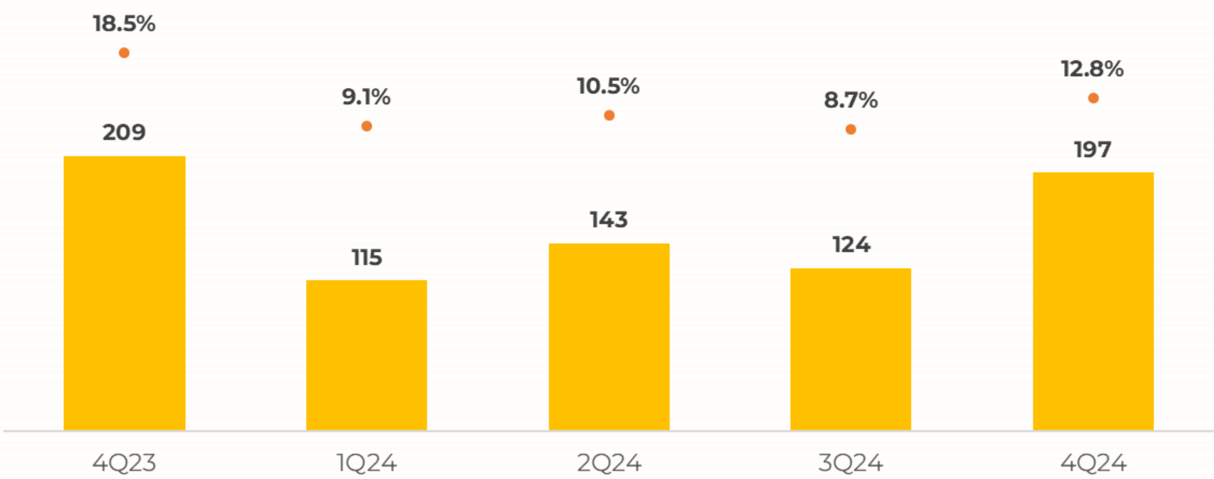
(a) For a better analysis of our operational performance, all indicators exclude the effects of IFRS-16 regarding commercial leases related to the rents of clubs and offices; (b) "Recurring net profit (loss)" excludes the impacts related to: (i) the revaluation of the stake in the Panama and Costa Rica operations; and (ii) non-recurring financial expenses, after IR/CSLL, of R$22.1 million in 2Q24 related to the prepayment of the 6th issue and R$5.3 million in 3Q24 related to the prepayment of the 5th issue combined with other liability management initiatives.

In 2024, recurring net income reached R$578.4 million, up 8% from 2023, with net margin of 10.4%. This strong performance was primarily driven by operating leverage of the business, supported by the consistent profitability of mature units and the solid ramp-up process of units opened in recent years. This operational performance was partially offset by the increase in depreciation, amortization and financial expenses during the period, a temporary effect resulting from the accelerated investments in the expansion of the club network carried out by the Company and it is worth noting that the 2023 result was positively impacted by the utilization of tax credits referred from accumulated tax losses, which explains part of the increase in the effective Income Tax Rate in 2024 compared to 2023.

Recurring net income for 2024 excludes non-recurring financial expenses, after the income tax and social contribution rate, of R$22.1 million in 2Q24, related to the prepayment of the 6th issue, R$5.3 million in 3Q24, related to the prepayment of the 5th issue and other bilateral debts in Colombia, and R$11.6 million related to the revaluation of investments in Panama and Costa Rica operations. In 2023, recurring net income excludes the effects of the recognition of deferred tax amounting to R$428 million and the revaluation of the stakes in operations in Panama and Costa Rica amounting to R$151 million.

In 4Q24, recurring net income totaled R$196.8 million, compared to R$209.4 million in the same period of the previous year. It is worth mentioning that, starting in 2024, the income tax and social contribution rate increased due to recognition of accumulated tax losses at the end of 2023. Regarding 3Q24, the recurring net income for the quarter grew by 59% mainly reflecting the lower income tax and social contribution rate during the period, due to the distribution of interest on equity in the amount of R$258 million, declared in December 2024.

Evolution of Recurring Net Profit and Net Margin
(R$ million and % of net revenue)



smart fit

OPERATING CASH FLOW

Operating Cash Flow (R$ million)	**4Q24**	**4Q23**	**4Q24 vs. 4Q23**	**3Q24**	**4Q24 vs. 3Q24**	**2024**	**2023**	**2024 vs. 2023**
EBITDA[a]	**487.1**	**332.1**	**47%**	**442.3**	**10%**	**1,762.1**	**1,302.3**	**35%**
Itens of result with no impact on cash[b]	28.3	(7.1)	–	13.3	113%	85.4	50.7	69%
IR/CSLL Paid	(19.1)	(13.8)	38%	(30.3)	(37%)	(104.3)	(48.6)	115%
Working capital variation	**(34.2)**	**114.8**	**–**	**(46.2)**	**(26%)**	**(170.6)**	**183.9**	**–**
Receivables	(40.3)	1.1	–	(50.2)	(20%)	(200.2)	(77.0)	160%
Suppliers	66.5	106.7	(38%)	(3.6)	-	43.5	135.8	(68%)
Wages, provisions and social contributions	(3.0)	(11.7)	(74%)	12.7	-	38.3	22.3	72%
Taxes[c]	(57.4)	18.7	–	(5.2)	1,009%	(52.2)	102.8	–
Operating Cash Flow	**462.1**	**425.9**	**8%**	**379.0**	**22%**	**1,572.6**	**1,488.3**	**6%**
Conversion of EBITDA into operating cash	*95%*	*128%*	*(33.4) p.p.*	*86%*	*9.2 p.p.*	*89%*	*114%*	*(25.0) p.p.*

(a) Adjusted EBITDA excludes the gain of R$176.6 million in 2Q23 with the revaluation of the existing 50% stake in Panama, due to the acquisition of control of this operation, made in accordance with the accounting standards in force in the period; (b) Includes mainly equity income, asset write-offs, deferred revenue, and provisions; (c) Includes taxes on sales and services.

In 2024, operating cash flow was R$1,572.6 million, up 6% from the previous year, driven by the record EBITDA of the period, with strong growth of 35%, offset by higher working capital consumption and increased tax payments due to the expiration of most accumulated tax losses in some of the Company's subsidiaries. In 2024, EBITDA conversion into operating cash was 89% compared to 114% in 2023.

The change in working capital in 2024 resulted in a cash consumption of R$170.6 million, compared to a cash generation of R$183.9 million in the previous year. This performance is explained by: (i) a higher cash consumption in the Accounts Receivables line due to the growth of the member base and the increased share of TotalPass; (ii) lower cash generation in the Accounts Payable line due to the investment activities' purchasing flow, which took place earlier throughout 2024; and (iii) in the Taxes line, a positive impact of R$103 million in 2023 resulting from the recovery and use of tax credits, mainly related to withholding income tax on financial investments in Brazil and the use of IGV (General Sales Tax) credits in some operating regions due to the scale gains of these operation. Additionally, in 4Q24, the were tax withholdings on international remittances from subsidiaries to Brazil, which will be recovered in the coming quarters.

CAPEX

Capex[a] (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
Capex	**721.4**	**539.7**	**34%**	**453.5**	**59%**	**1,843.5**	**1,335.5**	**38%**
Expansion	602.4	454.8	32%	388.9	55%	1,532.7	1,093.4	40%
Maintenance	95.3	69.5	37%	53.4	78%	251.8	186.3	35%
Corporate and Innovation	23.7	15.4	54%	11.2	112%	59.1	55.8	6%

(a) Excludes investments in the grant of right of use related to the acquisition of commercial points.

In 4Q24, capex was R$721.4 million, 34% higher compared to 4Q23, mainly due to the 32% increase in investments in the expansion of the club network, which totaled R$602.4 million in the period. The higher expansion capex reflects the accelerated pace of openings of owned clubs in the period (122 in 4Q24 vs. 113 in 4Q23) and the acquisition of franchised units in Colombia. Compared to 3Q24, expansion capex grew R$213.5 million, or 55%, due to the higher number of owned clubs opened during the period, with 53 owned clubs inaugurated in 3Q24.

In 2024, expansion capex totaled R$1,532.7 million, an increase of 40% compared to the previous year. Expansion capex related to the Smart Fit brand clubs, excluding Studios, Bio Ritmo, and the acquisition of franchised units in Colombia, amounted to R$1,426.8 million (+33% vs. 2023) due to the strong acceleration in the opening of owned clubs in 2024. During the period, 242 owned clubs under the Smart Fit brand were inaugurated, excluding the closures of clubs and the acquisitions of franchises, representing an increase of 34% compared to the 180 units in 2023, while maintaining the same capex per unit of R$5.9 million, reflecting consistent discipline and efforts in capital allocation.

Maintenance capex totaled R$95.3 million in 4Q24, 37% increase from 4Q23, due to: (i) the strategy of maintaining a high-standard offering in our units; (ii) the increase in the number of mature clubs; (iii) the ongoing investments in the program to expand equipment availability in certain units, aimed at accommodating higher traffic and charges in students habits; and (iv) the energy efficiency project, which includes air conditioning automation, among other initiatives. Compared to 3Q24, maintenance capex increased by 78%, leveraging a period of lower customer traffic in clubs, particularly in December, and preparing for higher expected usage in the next quarter due to the seasonally stronger start of the year.

In 2024, maintenance capex of Smart Fit clubs came to R$233.8 million, representing 6.1% of the gross revenue from mature units, maintaining the same level as the previous year, in line with the strategy of offering a high-standard experience. It is worth mentioning that investments in the program to expand strength training equipment totaled R$49.7 million over the last 12 months.

Capex for corporate and innovation projects totaled R$23.7 million in 4Q24, up 54% year on year. In 2024, capex related to corporate and innovation projects totaled R$59.0 million, an increase of 6% compared to 2023.

CASH AND DEBT

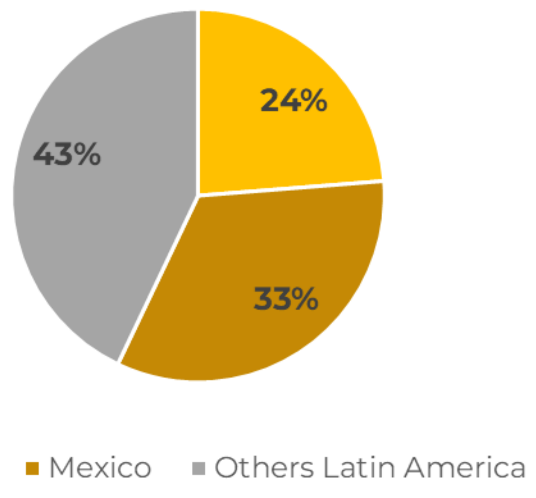
Cash and Debt[a,b] (R$ million)	4Q23	1Q24	2Q24	3Q24	4Q24
Cash and financial investments	2,613	2,337	2,815	2,967	2,947
Gross Debt	3,917	4,163	4,870	5,212	5,945
By nature:					
Loans and debentures	3,820	4,075	4,794	5,176	5,915
Lease liability - equipment	97	89	76	36	30
By maturity					
Short-term	643	764	682	650	778
Long-term	3,274	3,399	4,188	4,562	5,167
Net Debt (Net Cash)	1,304	1,826	2,056	2,245	2,998
Other Liabilities and Assets[c]	197	43	89	81	107
Adjusted Net Debt	1,501	1,869	2,145	2,326	3,104
Adjusted Net Debt / EBITDA LTM[d]	0.68x	0.80x	0.93x	0.94x	1.16x

(a) “Gross debt” considers short- and long-term loans, financing and operating leases (excluding property leases) with financial institutions; (b) “Net debt” refers to “Gross debt” less “Cash and guarantees”; (c) “Other Liabilities and Assets” use the definition of the company’s debentures related to other items to be considered while calculating net debt, including, but not limited to, contingent considerations and derivative financial instruments, such as installments payable for acquisitions, stock options of non-controlling shareholders and/or interest rate swaps; (d) “Adjusted Net Debt/EBITDA LTM” is the “Adjusted Net Debt” divided by “EBITDA LTM” using the definition of net debt and EBITDA of the company’s debentures. For more information, see the indenture (Portuguese only).

At the end of 4Q24, the Company had a solid cash balance of R$2,947 million and gross debt of R$5,945 million, with 87% maturing in the long term. Adjusted net debt was R$3,104 million, resulting in an adjusted net debt/EBITDA LTM ratio of 1.16x (as defined in the company’s debentures). This ratio was 0.22x higher than in 3Q24 due to the higher level of investments made in the opening of units during the quarter, as well as the acquisitions of Velocity and the franchised units in Colombia completed during the period. Note that the adjusted net debt/EBITDA LTM ratio excluding the effects of IFRS-16 related to property leases at the end of 4Q24 is 1.76x vs. 1.45x in 3Q24. We consider it a healthy level, especially due to the high predictability of the company's results and with a very long debt maturity profile. In addition, considering the annualized EBITDA of the last quarter, the annualized 4Q24 net adjusted debt/EBITDA ratio excluding the effects of IFRS-16 related to property leases is 1.59x.

The Company maintains strong financial liquidity, driven by the R$2.6 billion raised through the primary public offering of shares and loan financings, with a gradual improvement in terms over the past 18 months, which enabled the extension of debt maturities at a lower financial cost. Additionally, it is worth highlighting the Company's ongoing liability management initiatives, particularly the improvements in debt terms in Brazil and Colombia. These efforts resulted in a significant reduction of 66bps and 197bps in the spread, respectively, over the local interest rate in each country when comparing December 2024 rates to those of December 2023.

The Company seeks to finance its expansion needs in each country where it operates by combining the cash generation from local operations with funding from banks. In this context, it is important to highlight that the composition of the Company's net debt is diversified, with Brazil, Mexico, and Other Latin American countries representing 24%, 33%, and 43% of the Company's net debt, respectively, at the end of 2024. In most countries where the Company operates owned gyms and holds local debt, the current outlook indicates a continued reduction in local interest rates. At the end of 4Q24, the Company's net debt was structured as follows:



The Company maintains the maturities of loans and financing in alignment with its capacity to generate operating cash flow and accesses local financing lines to drive its expansion in the countries where it operates. At the end of 4Q24, the gross debt maturity schedule was structured as follows:

Gross Debt Maturites [a]	**2025**	**2026**	**2027**	**2028**	**2029**	**2030**	**2031**	**Total**
% of total	13%	12%	15%	23%	22%	10%	5%	**100%**
Total	778	704	886	1,343	1,335	599	300	**5,945**
Brazil	108	0	127	928	1,229	599	300	**3,293**
Mexico	260	254	292	167	52	0	0	**1,025**
Other Latin America [c]	409	450	467	248	53	0	0	**1,627**

(a) "Gross debt" considers short- and long-term loans, financing and operating leases (excluding property leases) with financial institutions; (b) "Other Latin America" includes financial debt in Chile, Colombia, Peru, Panama, Argentina, Paraguay and Uruguay.

EVENTS AFTER THE REPORTING PERIOD

Private Capital Increase

On March 10, 2025, the Company's capital increase was approved through the private subscription of new common shares, using the credit related to the interest on equity distributed on February 12, 2025, and approved on December 10, 2024, totaling R$177.2 million, with the issuance of 11,007,764 new registered, value common shares. As a result, the Company's capital increased from R$2,970.4 million to R$3,147.7 million, now divided into 597,250,053 shares. The newly issued shares will have the same rights as existing shares and will be entitled to the full receipt of dividends and/or interest on equity, as well as any other rights.

SUSTAINABILITY HIGHLIGHTS

We continue our efforts in sustainability by developing projects and supporting initiatives in all the countries where we operate.

Environmental

In the environmental pillar, we highlight the expansion of clubs operating with renewable energy, either through the Free Market or Distributed Generation, reaching a total of 220 units in 4Q24 - a 49% increase compared to 4Q23 - representing 40% of our company-owned clubs in Brazil, up from 30% in the same period of the previous year. Additionally, we continued progressing with the air-conditioning automation project, implementing it in an additional 107 units and, closing 4Q24 with a total of 331 units operating under this system, marking a 48% increase compared to 4Q23. These are distributed across Brazil, Mexico and Colombia, with 229, 88 and 14 clubs operating with the system, respectively. Regarding water management, we expanded the implementation of the telemetry system for online water monitoring consumption to 366 units in Brazil. This expansion enables more efficient and agile control of water consumption, allowing for the quick identification of any waste, leaks or undue charges. This initiative resulted in savings of approximately R$70,000 per month, equivalent to a reduction of 1,294 cubic meters in monthly water consumption.

Also, as part of the environmental commitment, the Company hired a specialized company to develop the first Greenhouse Gas Emissions inventory. This project aims to map emissions by scopes and guide the Group's climate actions.

Social

In 2024, we reinforced our social initiatives by implementing actions focused on inclusion and solidarity in the communities where we operate. We continued and strengthened our partnership with UNICEF in eight countries (Brazil, Colombia, Mexico, Ecuador, Costa Rica, Panama, Peru and Paraguay), covering 413 Smart Fit units and 17 Bio Ritmo units.

In Brazil, in partnership with the Instituto de Responsabilidade Social Sírio-Libanês, we donated strength training equipment to the Lucy Montoro Rehabilitation Service in Mogi Mirim, a reference center in technology for the rehabilitation of patients with physical disabled and limited mobility.

To support the professional development of young people in social vulnerable situations, Smart Tech, the Technology division of the Company, conducted a volunteer mentoring program in partnership with CEAP (Educational and Professional Assistance Center). The initiative was designed to prepare students aged 15 to 16, who were either completing or had recently completed from technical courses, for the job market. The program featured online meetings between mentors and mentees focused on developing activities related to the students' areas of interest in technology. In addition, participants were also invited to our office for an in-person event, allowing for valuable idea exchanges of ideas, insights and learning.

In Paraguay, Smart Fit organized donations of water, food, and supplies for firefighters who worked during the wildfire season. In Chile, we participated in Teletón for the first time, donating 100 million Chilean pesos to the cause. Our employees also organized a special event for children in vulnerable situations, which included recreational activities and gift donations. In Mexico, the "Smart Fit Por La Alegría" campaign mobilized 19 units and the corporate office, resulting in the donation of 1,700 toys to over 25 children's hospitals.

In the area of people development and training, we concluded the year with 10 internal training programs. Five of these were Postgraduate courses in Comprehensive Fitness Training, designed for strength training instructors, and five were MBA programs in Fitness Management for leaders of the

Smart Fit and Bio Ritmo brand units. A total of 439 students participated in these programs, contributing to professional qualifications and career growth within our operations.

In addition, the Group's Climate Survey was expanded to Mexico, Colombia and Chile, providing evaluations of employee engagement from these countries regarding the work environment.

Governance

As part of the Company's governance structure, the Risk Matrix update process was conducted in 2024 to optimize risk management and mitigation. The steps included continuous monitoring with risk owners (those responsible for the risks), meetings of the Risk Committee, and the submission of reports to the Audit Committee. Furthermore, interviews were conducted with directors in Brazil and other Latin American countries to identify strategic business risks.

In August 2024, Information Security Week was held, covering topics such as digital security in daily life, secure development, artificial intelligence, information protection, fraud and scams. The initiative attracted approximately 900 participants, both in-person and remotely, and was open to all employees, from office staff to club personnel, including the Brazil and other Latin American countries team.

We also conducted a phishing simulation to reinforce and raise employee awareness about safe practices in the digital environment. The second half of the year concluded with over 12 short communications on Information Security and the initiation of an e-learning course, is set to launch in the first half of 2025.

The 2023 Annual Report, outlining the Company's main sustainability actions, was published on October 15, 2024, and is available on the IR website.

Lastly, the Company’s Bylaws were updated and approved at the Extraordinary Shareholders Meeting, with changes effective from January 1, 2025, to enhance corporate governance practices.

Financial numbers shown from this point reflect the adoption of IFRS-16

IMPACT OF THE ADOPTION OF IFRS 16

On January 1, 2019, the company adopted the IFRS 16/CPC 06 (R2) – Leases standard. The application of the standard substantially affected the booking of lease agreements for spaces where the company's clubs operate. Future commitments from lease agreements are recognized as lease liabilities and the right to use the spaces is recognized as an asset of the same value. For the purpose of effects in the result, the fixed lease payments are replaced by depreciation of the lease right and a financial expense on the lease liability. Variable lease payments continue to be recognized as costs of services provided.

The company chose to adopt IFRS 16/CPC 06(R2) by the modified retrospective method applied only from January 1, 2019. The impacts of IFRS 16/CPC 06(R2) on the company's results are detailed below.

Statement of Profit and Loss (R$ million)	**4Q24 Reported**	**Impacts of IFRS 16**	**4Q24 excluding IFRS 16**	**4Q23 Reported**	**Impacts of IFRS 16**	**4Q23 excluding IFRS 16**	**2024 Reported**	**Impacts of IFRS 16**	**2024 excluding IFRS 16**	**2023 Reported**	**Impacts of IFRS 16**	**2023 excluding IFRS 16**
Net Revenue	1.540,6	–	1.540,6	1.131,2	–	1.131,2	5.580,3	–	5.580,3	4.244,7	–	4.244,7
Cost of services	(894,1)	77,3	(971,4)	(676,0)	52,0	(728,0)	(3.267,4)	281,3	(3.548,7)	(2.533,9)	200,0	(2.733,8)
Rents and other occupation costs	(53,9)	248,0	(301,9)	(34,5)	189,8	(224,3)	(186,7)	902,8	(1.089,6)	(139,3)	714,5	(853,8)
Depreciation and amortization (cost)	(373,4)	(170,7)	(202,7)	(298,8)	(137,8)	(161,0)	(1.382,0)	(621,5)	(760,5)	(1.132,2)	(514,5)	(617,6)
Gross profit	646,5	77,3	569,2	455,2	52,0	403,2	2.312,9	281,3	2.031,6	1.710,9	200,0	1.510,9
SG&A	(291,5)	0,7	(292,2)	(233,8)	0,7	(234,5)	(1.050,1)	2,4	(1.052,5)	(841,5)	2,2	(843,7)
Selling expenses	(114,6)	–	(114,6)	(87,8)	–	(87,8)	(415,8)	–	(415,8)	(318,1)	–	(318,1)
General and administrative	(151,9)	3,1	(155,0)	(127,3)	2,4	(129,7)	(545,1)	11,0	(556,0)	(443,1)	8,9	(452,0)
Rents and other occupation costs	(2,4)	3,1	(5,5)	(1,5)	2,4	(3,9)	(7,7)	11,0	(18,7)	(5,2)	8,9	(14,1)
Pre-operating expenses	(11,6)	–	(11,6)	(9,8)	–	(9,8)	(35,2)	–	(35,2)	(26,7)	–	(26,7)
Depreciation and amortization (costs)	(8,7)	(2,4)	(6,3)	(6,8)	(1,7)	(5,1)	(30,3)	(8,6)	(21,7)	(25,2)	(6,7)	(18,6)
Others (expenses) revenue	(4,7)	–	(4,7)	(2,1)	–	(2,1)	(23,9)	–	(23,9)	(28,4)	–	(28,4)
Panama Revaluation[a]	–	–	–	(0,0)	–	(0,0)	(0,0)	–	(0,0)	176,6	–	176,6
Equity Income	1,0	–	1,0	(2,7)	0,0	(2,7)	0,8	–	0,8	(1,1)	–	(1,1)
Operating profit (loss) before financial result	356,1	78,0	278,1	218,7	52,7	166,0	1.263,6	283,7	979,9	1.044,9	202,2	842,7
Financial Result	(215,1)	(121,6)	(93,5)	(133,5)	(102,2)	(31,3)	(767,3)	(417,7)	(349,5)	(473,3)	(327,9)	(145,4)
Income tax and Social Contribution[b]	24,1	12,2	11,9	551,5	–	551,5	(55,8)	35,2	(91,0)	472,6	–	472,6
Net profit	165,1	(31,4)	196,5	636,6	(49,7)	686,3	440,6	(98,8)	539,4	1.044,2	(125,7)	1.169,9
Impacts of IFRS-16 in the breakdown of Gross Profit excluding depreciation, amortization, and EBITDA												
Gross profit	646,5	77,3	569,2	455,2	52,0	403,2	2.312,9	281,3	2.031,6	1.710,9	200,0	1.510,9
Depreciation and amortization (costs)	373,4	170,7	202,7	298,8	137,8	161,0	1.382,0	621,5	760,5	1.132,2	514,5	617,6
Gross profit excluding depreciation	1.019,9	248,0	772,0	754,0	189,8	564,2	3.694,9	902,8	2.792,1	2.843,0	714,5	2.128,5
Gross Margin excluding depreciation	*66,2%*		*50,1%*	*66,7%*		*49,9%*	*66,2%*		*50,0%*	*67,0%*		*50,1%*
Net profit	165,1	(31,4)	196,5	636,6	(49,7)	686,3	440,6	(98,8)	539,4	1.044,2	(125,7)	1.169,9
(-) IR & CSLL	(24,1)	(12,2)	(11,9)	(551,5)	–	(551,5)	55,8	(35,2)	91,0	(472,6)	–	(472,6)
(-) Financial Result	215,1	121,6	93,5	133,5	102,4	31,1	767,3	417,7	349,5	473,3	327,9	145,4
(-) Depreciation and amortization	382,1	173,1	209,0	305,6	139,4	166,1	1.412,3	630,1	782,2	1.157,4	521,2	636,2
EBITDA	738,2	251,1	487,1	524,2	192,1	332,1	2.675,9	913,8	1.762,1	2.202,3	723,4	1.478,9
EBITDA Margin	*47,9%*		*31,6%*	*46,3%*		*29,4%*	*48,0%*		*31,6%*	*51,9%*		*34,8%*

(a) Gain of R$176.6 million 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;
(b) Effect of deferred income tax on the temporary differences of IFRS16 in 4Q24 and 2024
*Costs and Selling, General and Administrative Expenses include pre-operating expenses

PRESENTATION OF RESULTS

The company has its own operations in Brazil, Mexico, Colombia, Chile, Peru, Panama, Costa Rica, Argentina, Paraguay and Uruguay and franchised operations in Brazil, Mexico, Colombia, Dominican Republic, El Salvador, Ecuador, Guatemala and Honduras. The consolidation in the Income Statement for each period is detailed below:

Operation	Recognition in Income Statement for the period		Recognition in Balance sheet for the period	
	2024	2023	2024	2023
Brazil, Mexico, Colombia, Chile, Peru, Argentina, Paraguay, Panama, Costa Rica, Uruguay, Queima Diária and Total Pass Brasil	Consolidated	Consolidated	Consolidated	Consolidated
Dominican Republic, El Salvador, Ecuador, Guatemala and Honduras	Royalties for use of brand	Royalties for use of brand	n/a	n/a

INCOME STATEMENT

INCOME STATEMENT (R$ million)	**4Q24**	**4Q23**	**4Q24 vs. 4Q23**	**3Q24**	**4Q24 vs. 3Q24**	**2024**	**2023**	**2024 vs. 2023**
Net Revenue	**1,540.6**	**1,131.2**	**36%**	**1,422.1**	**8%**	**5,580.3**	**4,244.7**	**31%**
Costs of Services Rendered	(894.1)	(676.0)	32%	(834.6)	7%	(3,267.4)	(2,533.9)	29%
Gross Profit	**646.5**	**455.2**	**42%**	**587.6**	**10%**	**2,312.9**	**1,710.9**	**35%**
Operating revenues (expenses)								
Sales	(126.2)	(97.6)	29%	(115.0)	10%	(451.0)	(344.8)	31%
General and administrative	(160.6)	(134.1)	20%	(146.6)	10%	(575.3)	(468.4)	23%
Equity accounting	1.0	(2.7)	–	1.4	(30%)	0.8	(1.1)	–
Other (expenses) revenues	(4.7)	(2.1)	119%	(6.7)	(31%)	(23.9)	(28.4)	(16%)
Panama Revaluation[a]	-	–	–	-	–	–	176.6	–
Profit before financial result	356.1	218.7	63%	320.6	11%	1,263.6	1,044.9	21%
Financial result	(215.1)	(133.5)	61%	(193.2)	11%	(767.3)	(473.3)	62%
Profit before IR/CS	141.0	85.1	66%	127.4	11%	496.3	571.6	(13%)
Income tax and Social Contribution	24.1	551.5	(96%)	(40.7)	–	(55.8)	472.6	–
Net profit (loss)	**165.1**	**636.6**	**(74%)**	**86.6**	**91%**	**440.6**	**1,044.2**	**(58%)**

(a) Gain of R$176.6 million 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.

BALANCE SHEET

ASSETS (R$ million)	4Q24	4Q23
CURRENT	**4,112**	**3,346**
Cash and cash equivalents	2,947	2,613
Customers	554	349
Derivative financial instruments	7	13
Other receivables	604	371
NON-CURRENT	**14,238**	**10,884**
Permanent assets	5,537	4,045
Right-of-use assets	4,934	3,755
Intangible assets	2,395	1,913
Investment	55	41
Other assets	1,316	1,131
TOTAL ASSETS	**18,350**	**14,230**

LIABILITY (R$ million)	4Q24	4Q23
CURRENT	**2,792**	**2,244**
Borrowings	760	594
Lease liabilities	650	542
Suppliers	442	399
Deferred revenue	216	206
Other liabilities	724	502
NON-CURRENT	**10,087**	**6,890**
Borrowings	5,155	3,225
Lease liabilities	4,751	3,565
Other liabilities	181	100
SHAREHOLDERS' EQUITY	**5,472**	**5,096**
Share capital	2,970	2,970
Capital reserves	848	953
Legal reserves	74	771
Profit Reserve	825	0
Other comprehensive income	739	374
Noncontrolling interest	16	27
TOTAL LIABILITY AND SHAREHOLDERS' EQUITY	**18,350**	**14,230**

CASH FLOW

Cash Flow Statement (R$ million)	4Q24	4Q23	4Q24 vs. 4Q23	3Q24	4Q24 vs. 3Q24	2024	2023	2024 vs. 2023
CASH FLOW FROM OPERATING ACTIVITIES								
Result for the Period	165.1	636.6	(74%)	86.6	91%	440.6	1,044.2	(58%)
Depreciation and amortization	382.1	305.6	25%	355.2	8%	1,412.3	1,157.4	22%
Write-off of intangible assets and fixes assets	19.6	1.8	965%	9.4	108%	44.0	35.4	24%
Accrued interest on debt and exchange variation	158.2	125.1	26%	153.1	3%	599.9	481.2	25%
Accrued interest on leases	119.7	92.5	29%	110.6	8%	428.1	342.6	25%
Others	(84.3)	(644.6)	(87%)	(29.7)	184%	(178.8)	(981.0)	(82%)
Working capital variation	(77.3)	75.3	-	(45.9)	68%	(323.7)	71.0	-
Cash generated by (used in) operating activities	**683.1**	**592.3**	**15%**	**639.3**	**7%**	**2,422.4**	**2,150.8**	**13%**
Interest paid on loans and debentures	(205.8)	(166.3)	24%	(67.9)	203%	(517.2)	(453.0)	14%
Interest paid on leases	(119.2)	(91.5)	30%	(110.0)	8%	(425.4)	(338.9)	26%
Income tax and social contribution paid	(19.1)	(13.8)	-	(30.3)	(37%)	(104.3)	(48.6)	115%
Net cash generated by (used in) operating activities	**339.1**	**320.7**	**6%**	**431.1**	**(21%)**	**1,375.5**	**1,310.3**	**5%**
CASH FLOW FROM INVESTMENT ACTIVITIES								
Additions to fixed asset	(710.9)	(534.4)	33%	(446.9)	59%	(1,819.2)	(1,321.6)	38%
Additions to intangible assets	(26.5)	(8.0)	232%	(22.3)	19%	(60.9)	(15.2)	300%
Initial direct costs of right-of-use assets	(9.1)	(7.2)	-	(4.9)	87%	(65.1)	(24.9)	162%
Payments for the acquisition of group of assets, subsidiary and joint venture	(89.8)	(1246%)	621%	(7.8)	-	(368.2)	(10550%)	249%
Capital increase in subsidiary and joint venture	14%	-	-	32%	(57%)	(45%)	0.0	-
Financial Investments	49.2	19.6	151%	18.7	163%	283.3	462.0	(39%)
Related parties and loans with third parties	4.3	4.9	-	(0.6)	-	(24.5)	(7.5)	229%
Payment of contingent consideration	-	-	-	-	-	0.0	(0.5)	-
Net cash used in investment activities	**(782.7)**	**(537.6)**	**46%**	**(463.5)**	**69%**	**(2,055.0)**	**(993.4)**	**107%**
CASH FLOW FROM FINANCING ACTIVITIES								
Payment of loans and costs	(130.2)	(365.4)	(64%)	(432.8)	(70%)	(2,070.9)	(802.6)	158%
Proceeds from loans	730.3	770.2	-	797.4	(8%)	3,803.5	1,099.5	246%
Payment of lease	(154.2)	(122.6)	26%	(170.7)	(10%)	(605.9)	(490.2)	24%
Repurchase of shares, net of receipts	(73.2)	0.0	-	0.0	-	(73.2)	0.0	-
Others	(1.0)	(266.9)	(100%)	(46.2)	(98%)	(47.2)	(278.6)	(83%)
Net cash generated by (used in) financing activities	**371.8**	**15.3**	**2336%**	**147.6**	**152%**	**1,006.4**	**(471.8)**	**-**
INCREASE (REDUCTION) OF BALANCE OF CASH AND EQUIVALENT	**(71.8)**	**(201.6)**	**(64%)**	**115.3**	**-**	**326.9**	**(154.9)**	**-**
Opening balance	1,520.9	1,314.3	16%	1,434.8	6%	1,103.4	1,251.4	(12%)
Closing balance	1,490.6	1,103.4	35%	1,520.9	(2%)	1,490.6	1,103.4	35%
Exchange variation on cash and cash equivalents	41.6	(9.2)	-	(29.2)	-	60.3	6.9	769%

Investor Relations

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