



Track & Field

Annual Report 2024

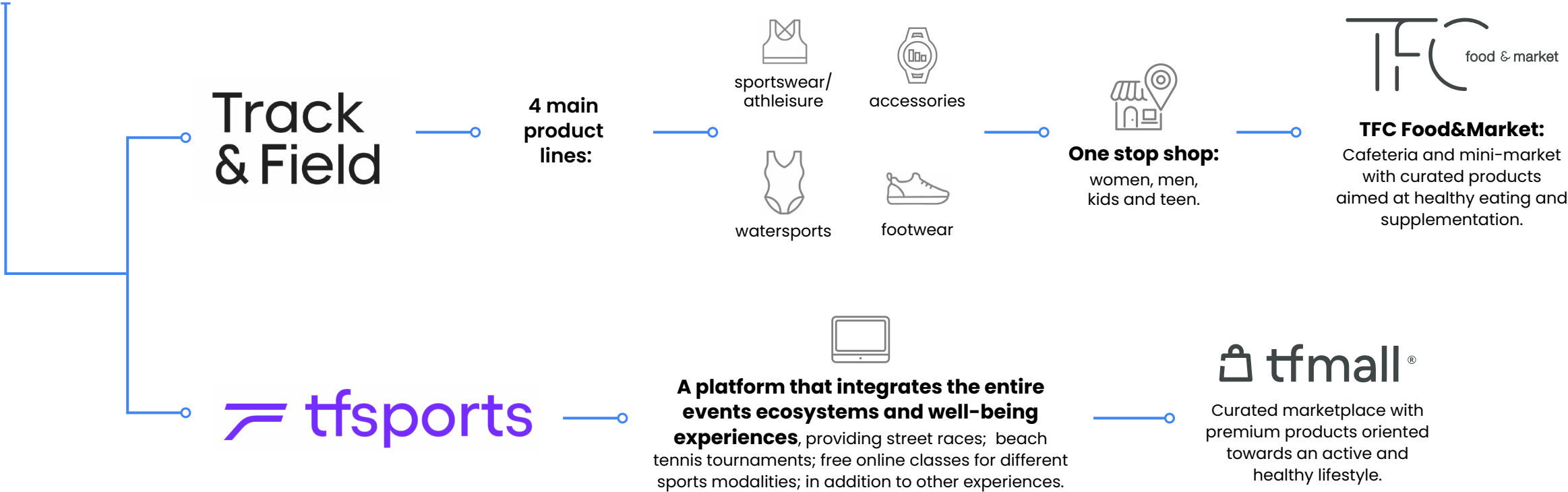
Executive summary

Track&Field Well-being Ecosystem

We promote an active and healthy lifestyle, while reinforcing our commitment to innovation, excellence in products and services and digital transformation.

To this end, in line with our mission and values, we have developed a complete wellness ecosystem, that integrates products, events, stores and experiences.

This model, supported by two main business fronts – **Track&Field** and **TFSports** – inspires people to move, incorporate sports into their routines and value physical and mental health care.





Mission

Connecting people with an active and healthy lifestyle.

Vision

Creating products and experiences that exceed customer expectations, efficiently expanding our presence in the Brazilian market.

Our Values

Integrity

- Ethical sense
- Honesty
- Transparency
- Coherence
- Justice

Collaboration

- Sense of collectivity
- Team work
- Focus on customer solution
- Sharing ideas and goals
- Learning together
- Asking for and giving feedback

Customer Success

- Customer in the center of our decisions
- Add value to products and experiences
- Meet and exceed customer expectations
- Develop our franchisees
- Spirit of serving
- Listen and be an ambassador for our customer

Respect

- Empathy
- Humility
- Listen without judgment
- Respectful communication
- Follow rules and agreements

Business mindfulness

- Growth mindset
- Well-founded decision making
- Improve and innovate
- Take risks responsibly
- Efficiency
- Sustainability

Our Purpose

A healthy life requires balance.

The role of the Track&Field brand is to make balance possible, knowing that it is unique and different for each person.

It is to inspire, through an ecosystem of well-being, the pursuit of well-being and to prove that, to accelerate, breathing is fundamental.

This conviction must be present in everything we deliver: from the product to the store, from the content to the experience. Always striving to exceed expectations.

Yes, indeed, we will encourage a healthy and more natural lifestyle, respecting the environment, never forgetting that the pursuit of health is ongoing and involves caring for both the body and the mind.

A year of achievements, expansion and transformation

Highlights 2024

Economic-Financial performance

Sell out¹
BRL 1.4 billion
an increase of
18.5%
when compared to 2023.

Increase in profitability measured in terms of adjusted Ebitda ³(+13.4% YoY), with margin of
21.2%
in 2024 vs 22.8% in 2023 (variation of -1.5 p.p.).

Adjusted Net Profit² of
BRL 125.7 million
4.1% higher than that recorded in 2023.



Strong growth with profitability - asset light business model, cash generator (zero debt), Ebitda margin of
23.6%
and net margin of
14.2%



“

In 2024, we continued our mission to promote an active and healthy lifestyle, connecting even more people to our well-being ecosystem. We kept our growth rate and registered 41 stores opened in the period, including the first Track&Field franchise in Portugal, located in Cascais. We also expanded our presence to 14 new cities and modernized our store network.

We sought to be even closer to our customers, both through our stores and through the more than three thousand events and experiences held by TFSports. Our sporting events have become a powerful tool for engagement and brand strengthening, along with the diversification of modalities and the expansion of the participating public.



Fred Wagner
CEO of TFSports

Fernando Tracanella
CEO of Track&Field

1. Sell out refers to the volume of sales made directly to the end consumer at Track&Field points of sale, whether they are physical stores, franchises or digital channels.
2. Adjusted Net Profit: exclusion of the application of IFRS 16 and non-recurring expenses.
3. Exclusion of the effects of IFRS 16 (effect of excluding depreciation expense of right-of-use assets and lease expense related to rentals) and non-recurring expenses.

Environmental Agenda

14,803

customer deliveries made with low-emission vehicles, which reduced GHG emissions by

80%

compared to deliveries made by conventional means

5%



reduction in energy intensity

5%



reduction in water consumption



86%

of the calculated waste generated destined for recycling

Human Capital

1,826

employees

Relationship with suppliers and social impact

541

active suppliers of which 92.6% are local

Business Overview

Track&Field Co S.A. operates in the wellness market through two business fronts: **Track&Field** and **TFsports**. Our business model focuses on expansion, innovation and strengthening our value proposition and is supported by strategic planning that prioritizes operational excellence, the development of differentiated products and customer experience.





Track&Field

Track&Field is present throughout the country, with 398 stores (including own stores and franchises) distributed across 175 cities, in 26 Brazilian states and the Federal District and in Portugal and an e-commerce fully integrated with the physical network.

We combine exclusive technology, performance, style and high quality in our portfolio — which covers several categories, including sportswear, watersports, accessories and footwear —, focusing on providing comfort and practicality for our customers' daily lives, for activities inside or outside the home.

Track&Field highlights of the year



Network Expansion:
398 stores

Approximately
8.2 million
pieces produced in 2024.

Growth in E-commerce:
Growth of

42.5%
in online sales, with emphasis on the integration between digital and physical channels.

Expansion of the Omnichannel Model:
Growth of the ship from store and pick up in store strategy, allowing 69.2% of deliveries to be completed within 2 business days.

Recognition for Excellence in Retail:
1st place

in the Ibevar 2024 Ranking as the retail company with the highest Return on Equity (ROE) among consumer goods companies listed on the stock exchange.

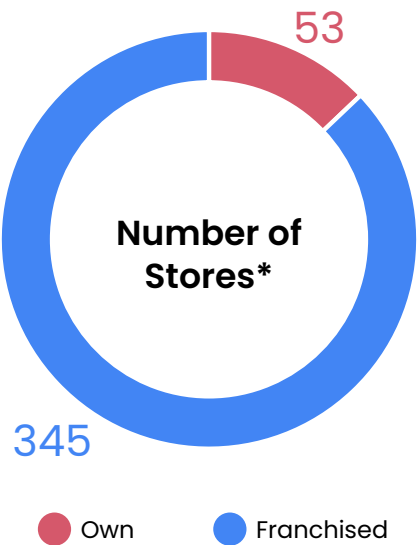


International Expansion:
Opening of the first international Track&Field franchise in Cascais, Portugal, and holding of TFSports events in the country.

NPS (Net Promoter Score)
81 points

Retail

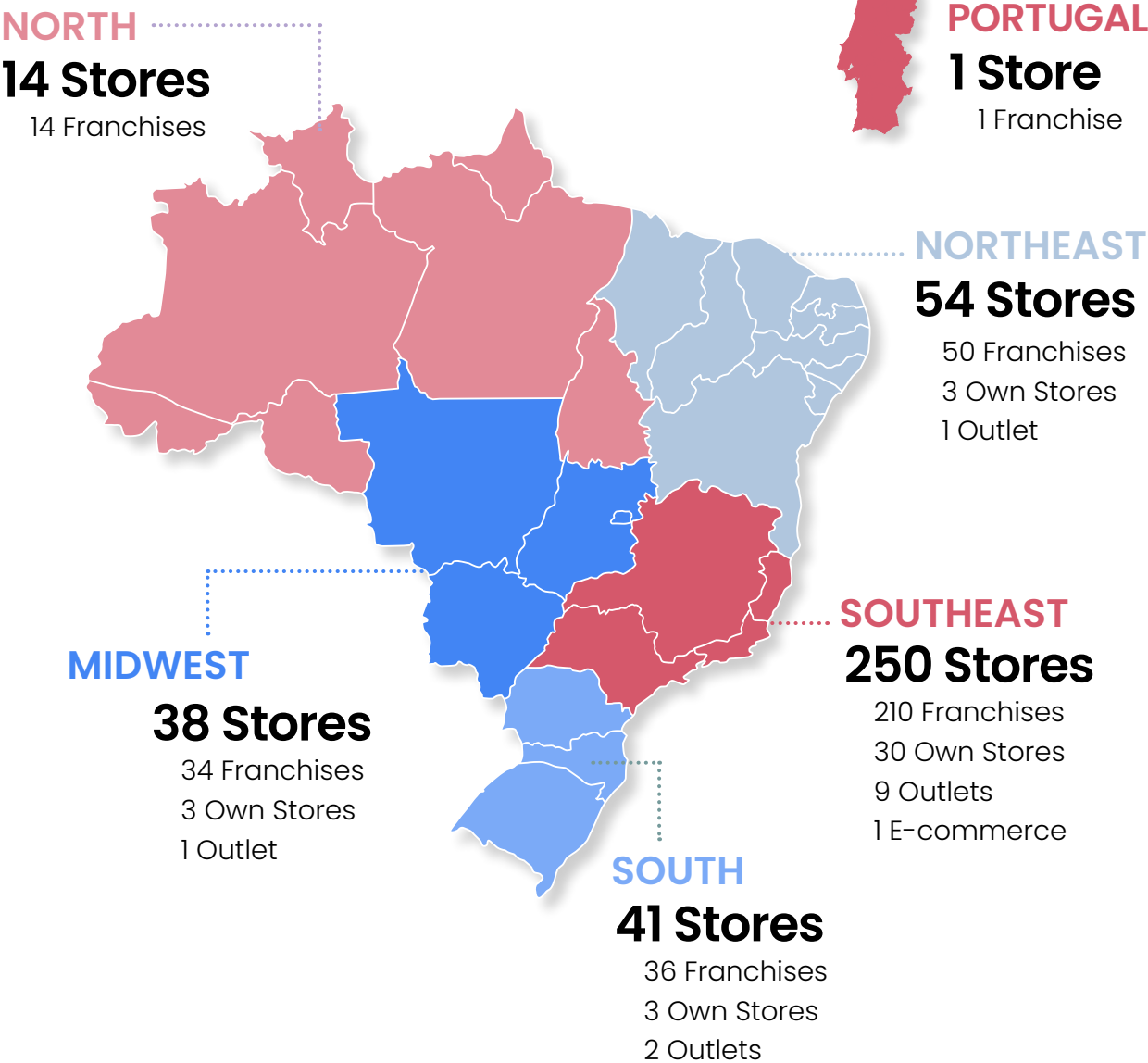
We place the customer at the center of our strategy. Offering the best shopping experience is a priority. To this end, we are leveraging our network of physical stores with digital solutions, with a nationwide delivery operation integrated into our omnichannel platform, in order to provide a complete and fluid shopping experience.



* Considering stores in Brazil, Portugal and e-commerce.

We ended the year with 367 stores operating in the ship from store/pick up in store system, of which 29 serve nationally and 338 as local sellers. As a result, 69.2% of e-commerce orders are processed via this system.

Store Locations



Unique business model for franchises

Since 2011, we have adopted a business model predominantly based on franchised stores, supported by close relationships with our partners. Unlike the traditional model, we charge royalties only on products sold to the end consumer, which contributes to mitigating inventory risks, as well as building solid and long-lasting partnerships.

Sustainable growth

In 2024, we increased the number of supervisors and intensified in-person visits, in order to strengthen the relationship with franchisees and promote more integrated management. We also held immersive conventions to reinforce strategic alignment.



Designed to complement our customers' experience with social spaces integrated into the stores, TFC Food&Market has a menu and curated products aimed at healthy eating and supplementation.

As part of our holistic approach to well-being it prioritizes offering fresh, locally sourced ingredients, mostly grown without pesticides, for our cafeteria preparations.

TFC Food&Market in 2024

12
physical stores in
six states

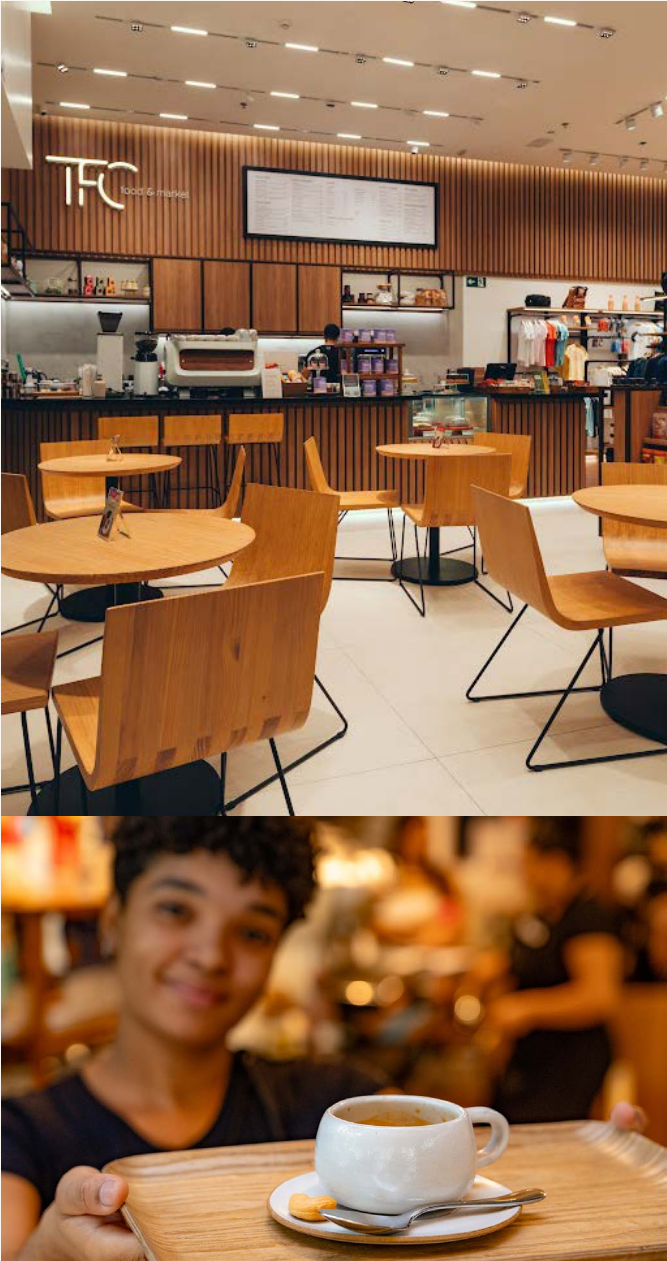
+100
suppliers
and partners

**+16
thousand**
customers served on
average per month

+400
SKUs in nine
macro categories

92
average annual
NPS points

63%
annual growth in
revenue



tfsports

TFSports is part of our branded wellness experience ecosystem, with a broad portfolio of events and initiatives that connect our customers to a more active and healthy lifestyle. Among the actions, free classes via *Continue em Movimento* (Keep Moving), in-person modalities, running circuits and the Track&Field Open Beach Tennis stand out, which reinforces our performance in beach sports.

To further boost this business front, which has proven to be strategic and has growth potential, we have held recurring board meetings, with the support of a strategic consultancy. The developments are reported to the Board of Directors. Weekly monitoring of events is carried out, and the notes collected through NPS surveys are deliberated to constantly search for improvements.



Highlights of the year



Aims at streamlining access to well-being

Track & Field EXPERIENCE

Focused on sports such as yoga, running, cycling and dancing.

Track & Field **OPEN BEACH TENNIS**

Reinforces our performance in beach sports.

Santander Track & Field

RUNSERIES

Street racing circuit stages in Latin America.

NPS of
82.8 points

Events held:
3,625
events and experiences

TFSports Digital
Platform:
868,795
users,
consolidating as a
digital sports hub, with
7,988
registered trainers.



Foto: Vinicius Shima | @vinicius_shima

Events and experiences

In 2024, TFSports reaffirmed its commitment to promoting sport and well-being through a robust calendar of events and experiences. Throughout the year, we held 3,625 events aimed at different profiles of athletes and sports practitioners, from amateur runners to professional competitors.

TFSports also enables people to stay active both indoors and outdoors.

It also offers sports modalities for children and people with disabilities. Additionally, trainers can offer classes by adopting our user base. In total, we have over 7 thousand trainers on the app aimed at that audience. We have a wide range of modalities, which cover different audiences. The period was also the first in which we had experiences in 100% of Brazilian states.

Inclusion and transformation

Committed to inclusion, we continued our partnership with Achilles International Brazil, which promotes the inclusion of athletes with disabilities in sports. In 2024, several stages of the racing circuit featured the participation of athletes with disabilities and guides.





tfmall is Track&Field's premium curated e-commerce platform, created to offer consumers access to brands and categories that complement the core portfolio. Complementary vertical integrated into the Track&Field ecosystem, it has a continuous and barrier-free customer journey between digital, physical stores and brand events – which expands the reach of our curation and contributes to enriching the consumer experience within the ecosystem. A growth vector, in 2024 tfmall achieved:

+308%

growth in the infinite showcase channel, driving cross-channel connectivity and expanding access to the premium portfolio

+122%

of portfolio growth, with the entry of brands such as Deuter, Reebok, Shokz, among others

+249%

of revenue growth compared to 2023

In 2025 the platform will continue to evolve, focusing on expanding partnerships, attracting relevant brands and consolidating its performance as a digital hub for well-being, performance and innovation – increasingly strengthening the Track&Field experience.



Bases of our movement

Governance, ethics and transparency

Our governance model is based on ethical, efficient and transparent management in relation to business and stakeholders. As a company listed on the Level 2 segment of B3, we have two categories of shares: common and preferred. We fully comply with the B3 Novo Mercado Regulation, except for the requirement for capital to be composed exclusively of common shares.

Our governance structure is composed of a Shareholders' Meeting, Board of Directors, Advisory Committees, Fiscal Council and Executive Directors. Among the practices adopted, the following stand out: transparent communication with our audiences, the fact that half of the

Board members are independent, internal regulations with clear rules and the independence of our Reporting Channel.

Ethics and compliance

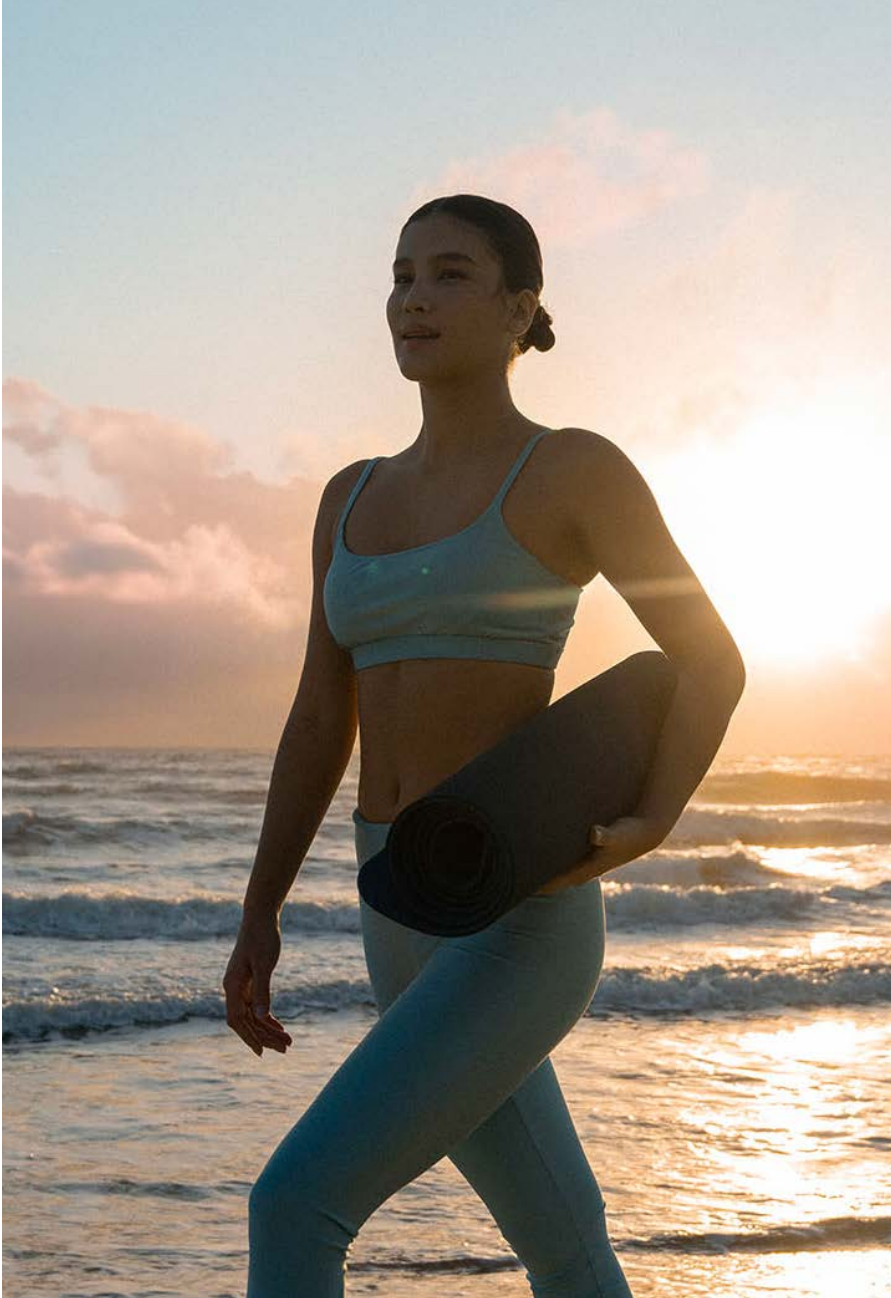
Ethics are the foundation of our relationships and guide all our interactions. Our Code of Ethics and Conduct is the main tool to disseminate values, clarify practices and define standards of behavior that promote a fair and harmonious environment. Furthermore, we count on complementary policies regarding transactions with stakeholders, privacy and market management.

Each employee formalizes their commitment to these principles,

through an acknowledgement form attached to the employment contract, and participates in training and campaigns that aim to reinforce the Code's guidelines.

Ethics Hotline

Our Ethics Hotline, managed by an independent company, is a safe and confidential channel to receive anonymous reports of fraud, harassment, corruption and other misconduct. The channel is available by telephone 0800 591 7159 or through the website www.canaldeetica.com.br/trackefield and its dissemination is reinforced by posters and ongoing training.



Sustainability Plan 2025

Committed to mitigating impacts and generating value, we have a 2025 Sustainability Plan, prepared in 2022, which includes eight voluntary and qualitative commitments distributed across three pillars of action: **People**; **Products and Experiences**; and **Environment**.

In 2024, we formalized our Sustainability Policy, which represents one more significant step in consolidating our social and environmental commitments. [Click here.](#)



PEOPLE Engage key stakeholders in our ESG journey.

COMMITMENTS

- Promote and foster initiatives connecting society with an active and healthy lifestyle.
ONGOING
- Encourage our employees to have a more active and healthy lifestyle; promote a culture of sustainability and a more diverse and inclusive work environment.
ONGOING
- Redesign and expand our socio-environmental assessment program for the domestic textile Supply Chain.
ONGOING
- Provide greater transparency on the company's ESG initiatives for our investors and customers.
ONGOING

ACTIONS

- Continuation of the partnership that TFSports established with Achilles International Brazil, an organization whose mission is to transform the lives of people with disabilities through sports programs and social connection.
- Support to social impact projects related to sport, through private social investment and project funding via incentive laws.
- Implementation of an internal communication plan to promote a sustainability culture.
- Continuity of the actions of the Diversity Action Plan, which included mentoring for black people; creation of the LGBT+ affinity group; extension of parental leave; action to prevent violence against women.
- Expansion of the assessment of social criteria for new suppliers in the national textile chain and transportation companies.
- 2023 Annual Report published also addressing TCFD standards.
- Sustainability Policy developed, validated by the Sustainability Committee and Board of Directors and published.

RELATED SUSTAINABLE DEVELOPMENT GOALS (SDGs)



PRODUCTS AND EXPERIENCES Offer products and experiences that enable a more active, healthy and sustainable lifestyle.

COMMITMENTS

- Search for alternatives and solutions with socio-environmental attributes for products and experiences.
ONGOING
- Lead initiatives that contribute to increasing the products and materials use cycle.
ONGOING

ACTIONS

- Assessment of the feasibility of implementing raw materials with sustainability attributes.
- Launch of the Aeris sneaker, which featured recycled material in the upper.
- Structured reverse logistics program for clothing. Pilot will be implemented in 2025.

RELATED SUSTAINABLE DEVELOPMENT GOALS (SDGs)



ENVIRONMENT Understand and reduce the environmental footprint of our operations.

COMMITMENTS

- Monitor, reduce and neutralize* scope 1, 2 and 3 greenhouse gas emissions.
ONGOING
- Create a Solid Waste Management Plan for owned operations and establish waste reduction goals.
ONGOING

ACTIONS

- Preparation of an inventory of GHG emissions, which will support the definition of emission reduction targets.
- Neutralization of 119 tCO₂e, referring to scope 1 and 2 emissions in 2023.
- Implementation of selective collection in the administrative unit, factories and distribution center.
- Implementation of a waste management pilot project in six stages of the Santander Track&field Run Series.
- Structuring the approval process for waste management suppliers.

RELATED SUSTAINABLE DEVELOPMENT GOALS (SDGs)



* Scopes 1 and 2.

Sprint

Performance

In 2024, the adopted strategy and the resilience of our business model led us to achieve a solid result. While we observed robust growth in the core business, the TFSports platform gained prominence and leveraged our value proposition.

Highlights 2024

Operational

BRL 1.4 billion
of sell out in 2024, an increase of **18.5%** compared to 2023.

3.6 thousand
TFSports events and experiences in 2024, an increase of **27.7%** compared to 2023.

391.7 thousand
registered for events on the platform, an increase of 65.9% year-on-year.

868.7 thousand
users on the platform, an increase of 46.7% compared to the previous year.

26.2%
increased sales in own stores,
38.5%
in franchises and
42.5%
in e-commerce
69.2%
of total sales in the ship from store and pick up in store model.

Economic-financial

**BRL 831.8
million**

net revenue, an
increase of

21.7%

compared to 2023.

**BRL 100.4
million**

cash generation, an
increase of

27.8%

compared to 2023.

**BRL 470.6
million**

gross profit, an
increase of

19.3%

in the annual
comparison and

56.6%

of margin.

**BRL 176.7
million**

Adjusted Ebtida¹,
an increase of

13.4%

margin of

21.2%

**BRL 125.7
million**

adjusted net income²,
an increase of

4.1%

compared to 2023.

1. Adjusted Ebitda: exclusion of the effects of IFRS 16 (effect of excluding depreciation expense of right-of-use assets and lease expense related to rentals) and non-recurring expenses.

2. Adjusted Net Profit: exclusion of the application of IFRS 16 and non-recurring expenses.

People

Our team

We are a meeting point that connects people, products and experiences focused on well-being and healthy living. This connection is only possible thanks to the commitment of our team, which, at the end of 2024, was made up of 1,826 employees in our own operations.

During this period, we implemented a series of actions aimed at employees, which included an Annual Engagement Survey, benefits, investments in development and learning, focusing on programs aimed at leadership, support in career transition and performance evaluation of 100% of the workforce.

During the year, it is also worth highlighting the strengthening and expansion of our actions focused on diversity through the launch of T&F+, our Diversity, Equity and Inclusion Program, to promote an increasingly diverse and inclusive work environment. To bring more consistency to the topics and listen to our employees, we created dialogues with affinity groups to address actions in the company.

Highlights 2024

1,826

employees in our own operations, of whom

78%

female,

21%

male and

1%

non-binary or other genders.

Retail Training

We have a training program specifically designed for the store team, which covers three fundamental pillars: products, processes and service. Throughout 2024, we provided more than 129 hours of training, distributed in the following formats: 80.5 hours on the Distance Learning (EAD) platform, 11.5 hours in live broadcasts for seasonal campaigns and more than 37.5 hours in face-to-face training.

We also implemented face-to-face training for 100% of our stores' managers, on topics such as management, service, products and tools. In addition to online training, we hold in-person meetings to strengthen learning and promote strategic alignments.

100%

of the company covered by our Performance Management Cycle

67%

of senior leadership is made up of women.

240

hours of training.



Positive Social Impact

At Track&Field, we believe in the power of sport as a tool for social transformation. Our commitment to the community is materialized through support for initiatives aiming at sports practice and inclusion and that positively impact people's lives.

Using our own resources and incentive laws (ICMS and IR), we support social responsibility projects aligned with our 2025 Sustainability Plan. The assumption is to connect more and more people to an active, healthy and sustainable lifestyle.

Outstanding partnerships and social projects

Instituto Guga Kuerten (IGK)

Since 2015, we have been partners with the Instituto Guga Kuerten and support its initiatives aimed at children, adolescents and people with disabilities in situations of social vulnerability.

Hospital de Amor

Since 2016, we have supported Hospital de Amor, a national reference in oncological treatment.

Instituto Esporte & Educação (IEE)

Partners since 2020, IEE aims to promote sports culture in low-income communities.

Associação Santo Agostinho (ASA)

We support the organization, which works on social transformation through education.

Projeto de Atletismo de Paraty (Athletics Project de Paraty)

Since 2021, we have contributed to the project, which aims to streamline access to athletics as an educational and social inclusion tool.

Reciclando com as Latas Mágicas (Recycling with Magic Cans)

We support the play that focuses on developing environmental awareness and sustainability for children.

Hurra!

Non-governmental organization that promotes the inclusion and development of children and young people in vulnerable situations through sport.

Centro de Formação Paradesportivo (Parasports Training Center)

We support the initiative that encourages sports practice for people with intellectual disabilities.



Environmental Agenda

At Track&Field, we seek to understand and mitigate the environmental impacts of our operations. Our work includes responsible waste management, focusing on measuring and offsetting greenhouse gas emissions and optimizing energy and water consumption, essential resources for society as a whole.



Climate change

Climate change is among the main global risks and has impacted several sectors and society. At Track&Field, we recognize our responsibility regarding this issue and carry out continuous monitoring of greenhouse gas (GHG) emissions, through the emissions inventory, carried out in accordance with the GHG Protocol methodology Corporate Standard and ISO 14064-1.

To contribute with mitigation, we neutralize scope 1 and 2 emissions by purchasing carbon credits generated by the ESTRE Pedreira Landfill Gas Project, certified by the UNFCCC. In addition, we have a last mile delivery

project – the phase of the logistics chain in which products are delivered directly to the end consumer – with low-emission vehicles.

In 2024, we totaled 27,814.04 tCO₂e in scopes 1, 2 and 3, an increase of 26% compared to the previous year; we neutralized scope 1 and 2 emissions, concerning 2023, which totaled 119 tCO₂e. With the last mile project, 14,803 deliveries were made to customers using these vehicles in São Paulo, which reduced GHG emissions when compared to the scenario in which the same deliveries were made using conventional vehicles.

GHG Emissions by Scope (in tCO ₂ e)		2022	2023	2024
Scope 1	Mobile combustion	6.1	10.5	9.15
	Stationary combustion	1.15	1.32	2.73
	Fugitive emissions	11	0.2	0.25
	Total	18.25	12.02	12.13
Scope 2	Acquisition of electricity	90.41	106.37	149.62
	Total	90.41	106.37	149.62
Scope 3	1. Goods and services purchased	18,201.54	16,236.56	21,234.26
	2. Capital goods	1,456.03	1,273.88	1,233.64
	3. Activities related to fuels and energy not included in Scopes 1 and 2	48.24	59.51	72.51
	4. Transport and distribution (upstream)	148.63	118.99	181.19
	5. Waste generated in operations	81.98	108.63	128.97
	6. Business travel	269.48	461.85	360.19
	7. Employee commuting (home-work)	1,685.88	1,914.18	2,055.41
	9. Transport and distribution (downstream)	223.52	229.2	299.46
	11. Use of sold products	852.93	864.93	1,278.33
	12. End-of-life treatment of sold products	371.81	450.47	512.82
	14. Franchises	197.96	221.07	295.51
Total		23,538.00	21,939.27	27,652.29
Total GHG emissions		23,646.66	22,057.64	27,814.04

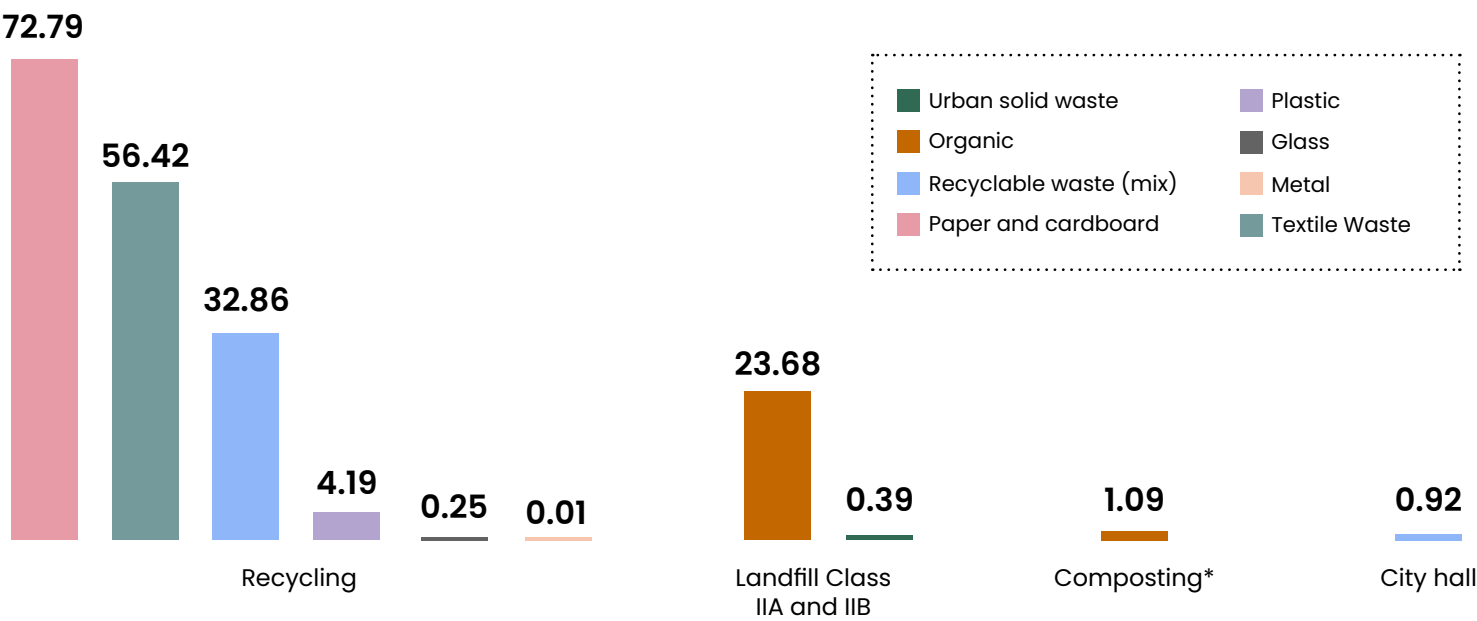
1. Gases included in the calculation: CO₂, CH₄, N₂O.

2. All methodologies are based on the GHG Protocol guidelines. Emission factors are from government and non-governmental sources, including the United States Environmental Protection Agency (EPA), the United Kingdom Department for Food, Environment and Rural Affairs (DEFRA), the Ministry of Science, Technology and Innovation (MCTI), EcoInvent, Comprehensive Environmental Data Archive (CEDA), Brazilian GHG Protocol Program Tool (PBGHGP), among others. As per the PBGHGP technical note, from 2022 onwards we will use the IPCC Fifth Assessment Report (AR5) as our source of global warming potentials.

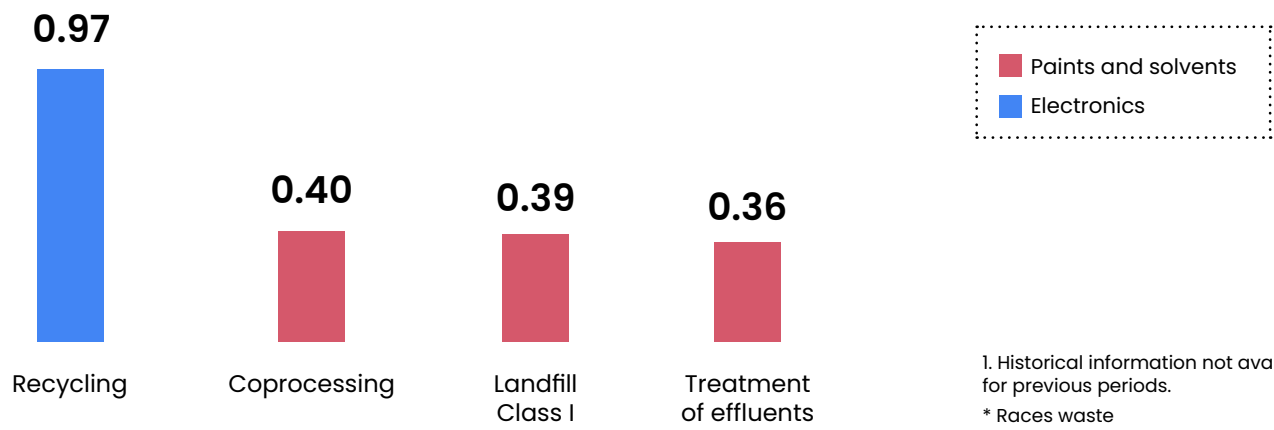
3. The defined organizational boundary conditions are consistent with the GHG Protocol according to the "operational control approach"

Waste by Category and Destination¹

Non-hazardous waste (in tons)



Hazardous waste (in tons)



¹ Historical information not available due to lack of data for previous periods.
* Races waste



Total water consumption
(in Megaliters)



Energy consumption, (in GJ)



Expedient

Acknowledgements

The collaboration and commitment of the Track&Field and TFSports teams were fundamental to prepare this Annual Report. Thanks to the dedication and talent of each member of our team, we were able to share the achievements, learnings and challenges that marked 2024. Our sincere thanks to all the people who were part of this journey.

We also thank the Sustainability Committee, Statutory Audit Committee, Executive Board and Board of Directors for validating this content.

COORDINATION

T&F Sustainability Team

CONSULTING, CONTENT AND DESIGN

Walk4Good

PHOTOGRAPHS

Internal collection

LIMITED ASSURANCE

Deloitte Touche Tohmatsu Auditores Independentes Ltda.

Corporate Information

Track & Field Co S.A.

Headquarter: Rua Dr. Eduardo Souza Aranha, nº 387, 3º, 8º e 9º andares, Edifício Juscelino Plaza, Itaim Bibi, São Paulo (SP), Zip Code: 04543-121

CONTACT

For more information about the contents of this Report, visit our [website](#) or contact us by email: sustentabilidade@tf.com.br

Track & Field[®]

