



Institutional Presentation

November 2020

DEEP RELATIONSHIP WITH OUR CUSTOMERS

An outside-inside approach to design our services, stores and products

Sports Environment

Lifestyle

Health

Entertainment

Social

Tournament

Training

COMMUNITY

ATHLETES, COACHES, SPORTS FANS,
CLIENTS, HEALTH PROFESSIONALS,
GIFTS

TO SERVE

PRODUCTS,
SERVICES,
INFORMATION AND
EXPERIENCE

CENTAURO OFFERS A UNIQUE SHOPPING EXPERIENCE



EVERYTHING
RETAILERS



Durable Goods



Electronic
Devices



Apparel



Work Tools



Sports



Healthy



Cosmetics



Home
& Living

VS.

65 stores



Unique
assortment

Exclusive¹ assortment and
segmentation of premium brands

Partnerships



Private label



Omnichannel

Extended inventory

Click-and-collect

Ship from store

Buy online -
Change in store

Fully integrated logistics



Unique customer
knowledge

Data science

CRM Data base

Customer journey

Unified and holistic
client view



SBF PLATFORM EVOLUTION



GRUPO SBF

SBF Sports Platform



Strategic partnership¹ to build a stronger **sports platform**

Growth:
new business units
M&A and Organic
Innovation



Sporting goods and apparel **Omnichannel retail**

1

2

3

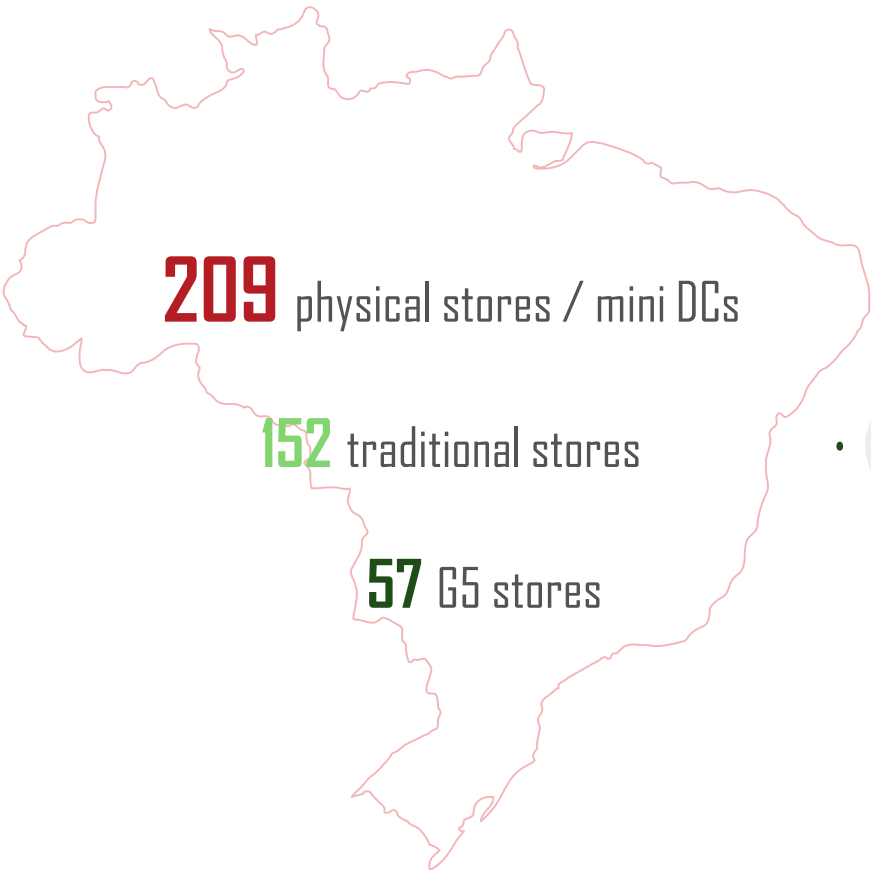
Note: (1) The Closing of Nike acquisition is subject to certain conditions which may or may not verify

CENTAURO AT A GLANCE



LEADING SPORTING GOODS

retailer in LatAm with **nationwide capillarity** in a **highly fragmented** Brazilian market



Omnichannel



Stores capture customer and leverage online sales

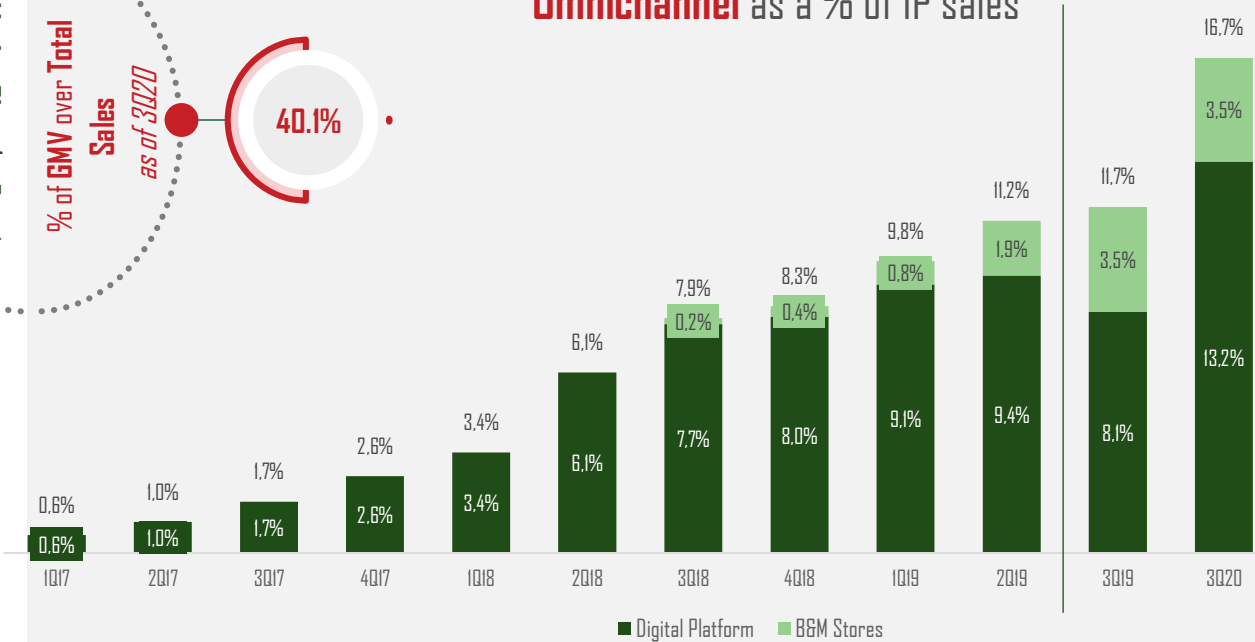


Differentiated experience in stores and online



Stores as a local hub for online sales

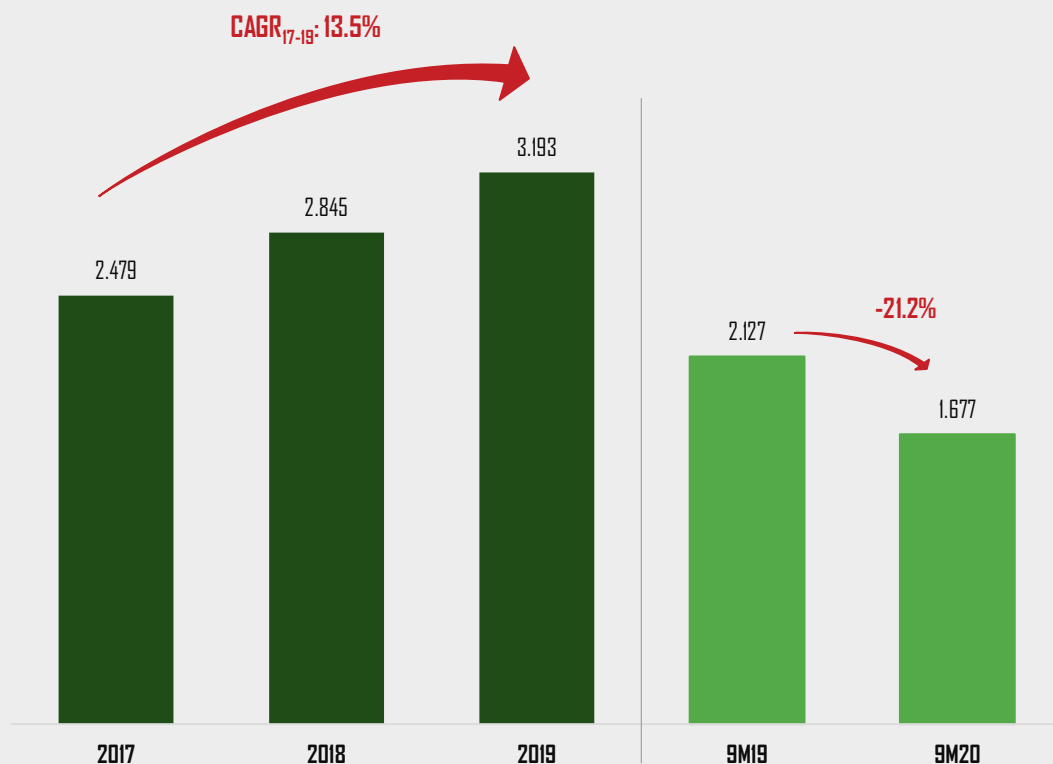
Omnichannel as a % of IP sales



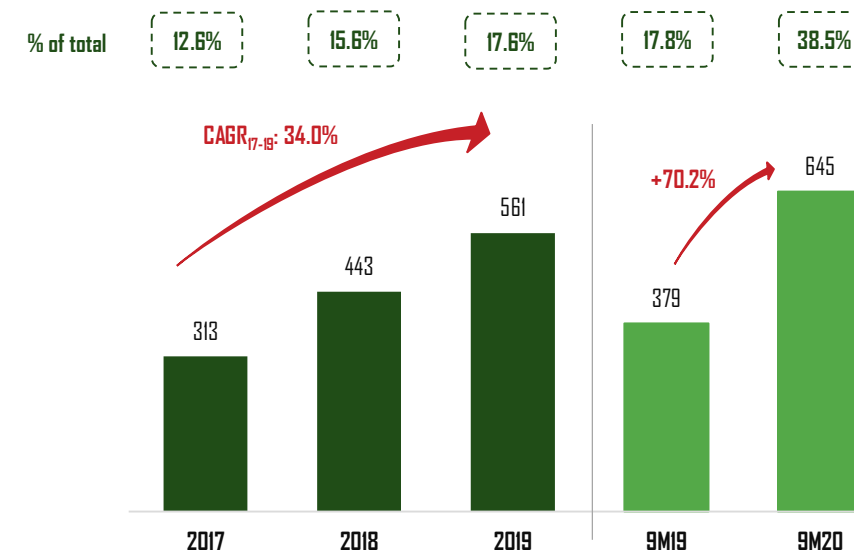
Source: Centauro
Note: (I) 2018 market share of sporting goods retail considering only physical stores

SOLID TOP-LINE GROWTH...

Consolidated Gross Revenue | R\$ mm



Digital Gross Revenue⁽¹⁾ | R\$ mm



Same Store Sales⁽²⁾ | 1H20 %

11.2%
Consolidated SSS

82.5%
Digital GMV
growth

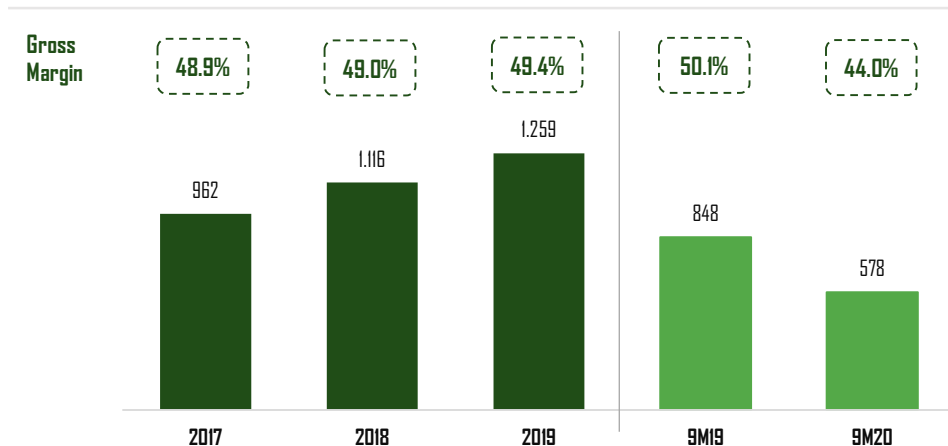
-14.7%
B&M SSS
growth

Source: Centauro

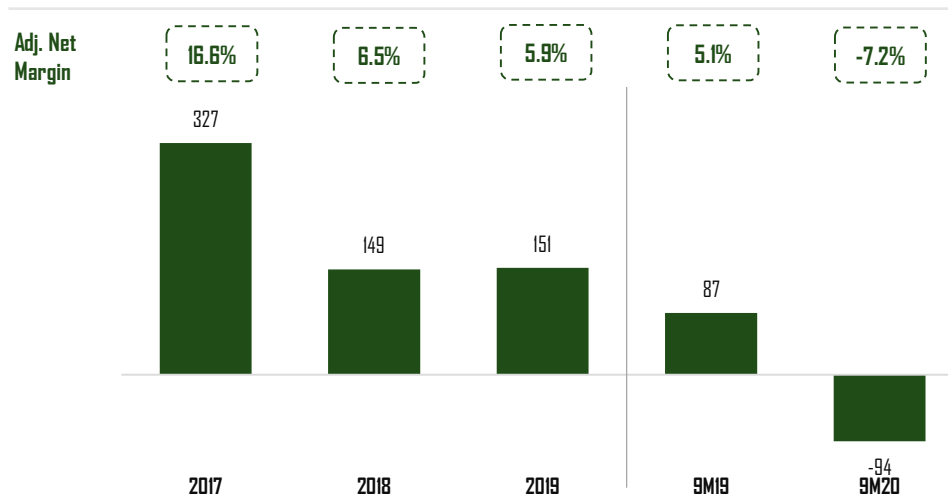
Note: (1) Digital gross revenue (net from devolutions) is comprised of Traditional, Ship from Store, Click & Collect, Marketplace, Logistic and other revenues; considers gross revenues net from returns; (2) SSS or Same Store Sales mean the variation of our revenue only considering stores which were open in the months of the two analyzed periods. The calculation basis in the pandemic scenario considers only the store sales of the days they were open vs the sale of the same days in 2019.

... WITH PROFITABILITY

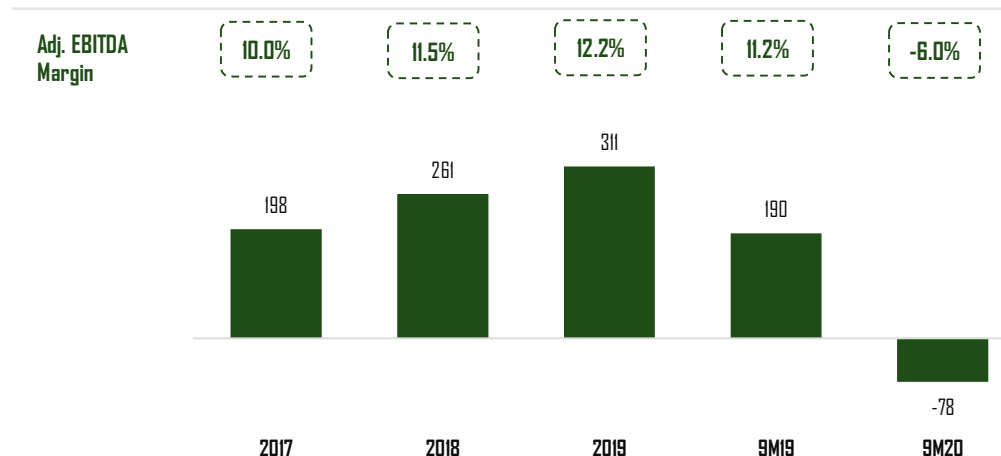
Gross Profit & Gross Margin | R\$ mm, %



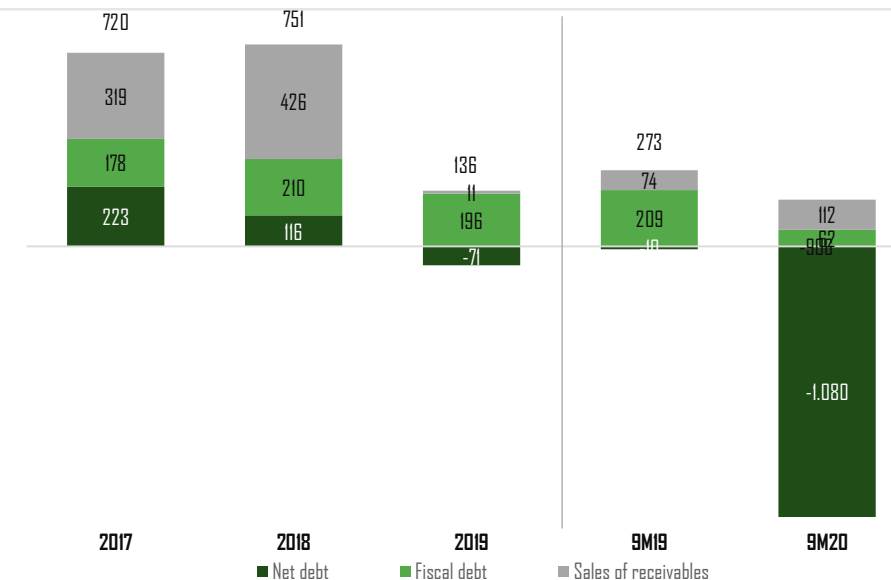
Adjusted' Net Income & Adjusted' Net Margin | R\$ mm, %



Adjusted' EBITDA & Adjusted' EBITDA Margin | R\$ mm, %



Net Debt⁽²⁾, Fiscal Debt⁽³⁾ & Sales of Receivables | R\$ mm



WHAT WE HAVE ACCOMPLISHED SINCE IPO IN APR-19



Key highlights



Total of **57** G5 stores¹

- **20** new G5 stores opened since IPO
- **21** stores remodeled to G5 since IPO



RFID fully implemented



Increased share of **omnichannel** sales



Partnership with **B2W**

- Centauro by Americanas



Strategic partnership² with **Nike** Brazil

Source: Centauro

Note: (1) The company already had 16 stores at IPO date; (2) The Closing of Nike acquisition is subject to certain conditions which may or may not verify

NIKE AGREEMENT - BRAZIL

Overview

- ✓ Partnership to **boost their sports platform** in Brazil
- ✓ **Expansion** of Centauro's **omnichannel capabilities**
- ✓ Agreement with Nike allowing Centauro to implement a **DTC strategy in Brazil**



Source: Company

Note: (1) The Closing of Nike acquisition is subject to certain conditions which may or may not verify; (2) For an initial term of ten years; (3) For an initial term of five years

Main terms of the agreement

Exclusive distributor of NIKE's products in the Brazilian territory²

Exclusive operator of NIKE's direct to final consumers through the online retail channel²

Exclusive store retailer of NIKE, being responsible for the NIKE monobrand stores in the Brazilian territory³

Centauro's strategy involving Nike

- ✓ Further develop **Nike's e-commerce platform**
- ✓ Leverage on Centauro's **omnichannel platform**
- ✓ Integration **of logistics infrastructure**
- ✓ Relevant **cost synergies**

NEW PROJECTS RATIONALE



Dedicated team to drive new initiatives



Test and fail strategy



Innovation to explore new growth levers



Focus on client experience and technology



Increase presence in the fragmented market of sporting goods retail



Increase our potential market



Explore alternative business models in the sports ecosystem

Projects in testing phase

Soccer

Potential new business unit

Centauro as a platform between soccer clubs and fans

Tier 2 cities strategy^I

Potential new business unit

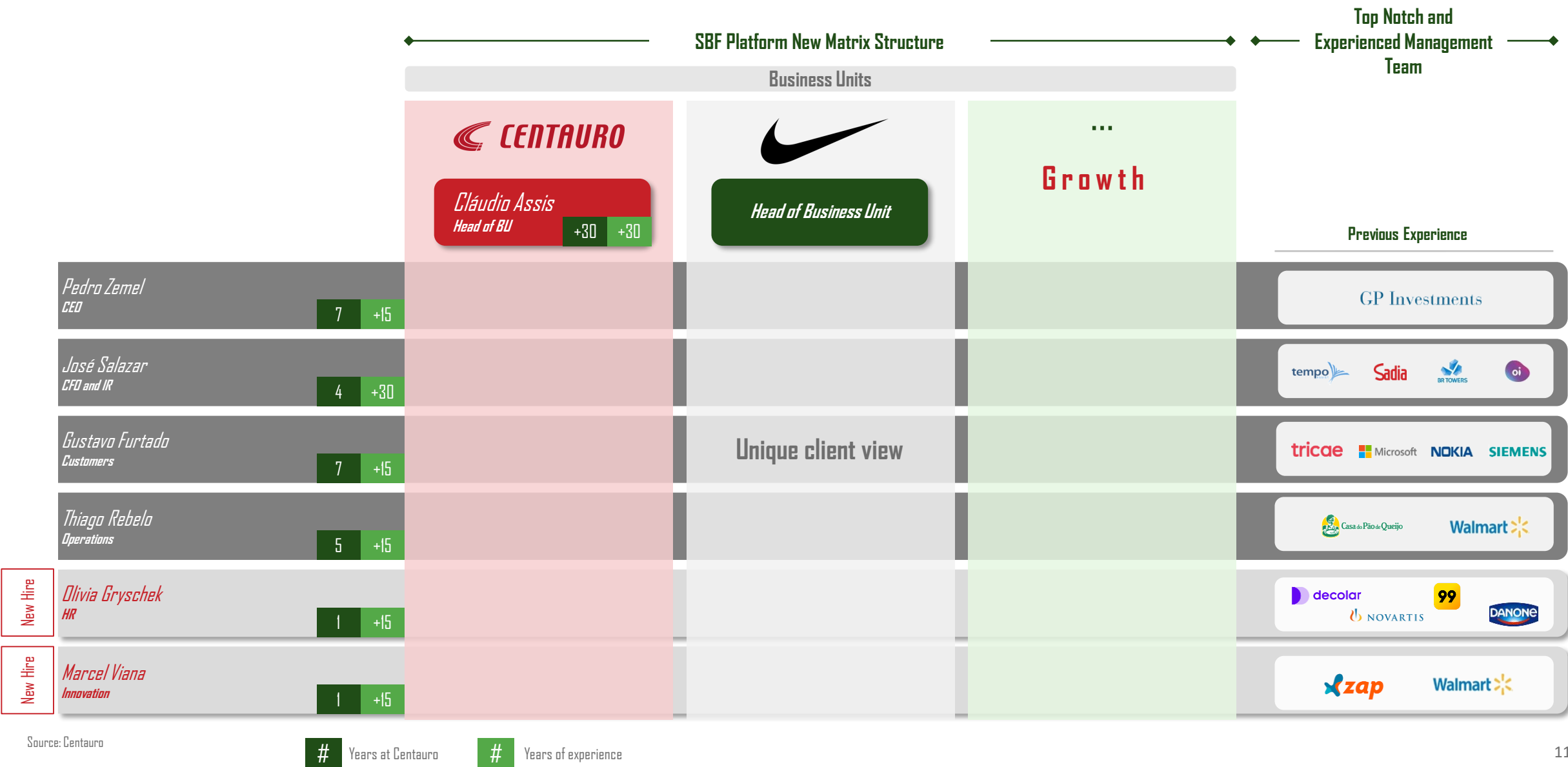
Entry in small cities with a different approach

eMOL

Potential new business unit

New relationship structure between seller and client in the B&M channel

MANAGEMENT TEAM CHANGES TO SUPPORT THE SBF SPORTS PLATFORM



WHAT'S NEXT?

CENTAURO



Continue to open new stores, refurbish existing ones and unlock omni's full potential

NIKE⁽¹⁾



Explore synergies, grow wholesale presence and integrate online business

INNOVATION



Design new solutions to leverage Centauro's unique footprint across its business units

M&A



New opportunities to add complementary capabilities

