WSC

RESULTS PRESENTATION

3Q24

November 08, 2024

Disclaimer



The statements contained in this document related to business prospects, projections on operating and financial results and those related to LWSA S/A's growth perspectives are merely projections and, as such, are based exclusively on the expectations of the Board about the future of the business. These expectations depend materially on market conditions, the performance of the Brazilian economy, the sector and international markets and, therefore, are subject to changes without notice. All variations presented here are calculated based on numbers in millions of reais (unless otherwise stated), as well as rounding. This performance report includes accounting and non-accounting data such as operational, organic and pro forma financial data and projections based on the expectations of the Company's Management. The non-accounting data have not been reviewed by the Company's independent auditors



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Messages of the Quarter

Operating fundamentals remain solid

Margins continue to expand

Focus on accelerating growth

Innovation: important launches in the quarter

Return to Shareholders: Buyback and Dividends

New CFO and IRO



André Kubota

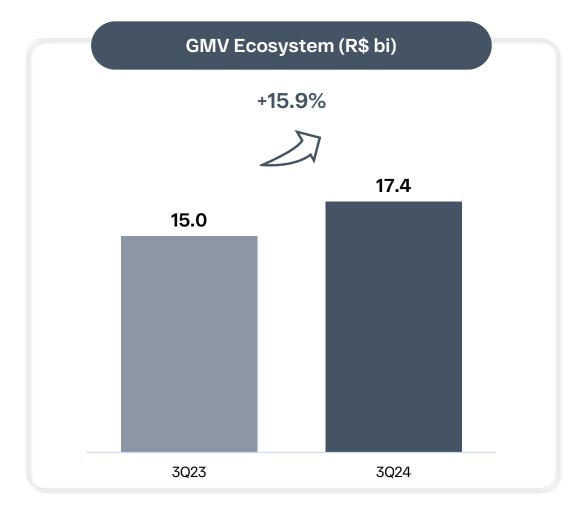
- Production engineer graduated from the University of São Paulo
- Has an executive education from Harvard and ISE Business School in innovation and leadership and holds CFA Level III
- Experience in banks (Santander, Itaú, and Itaú BBA) and was a partner at Constellation Asset Management
- Also worked at Hidrovias do Brasil, involved in New Business and M&A, and as CFO and IRO during the IPO process
- From 2022 to 2024, was CFO of AmbarTech

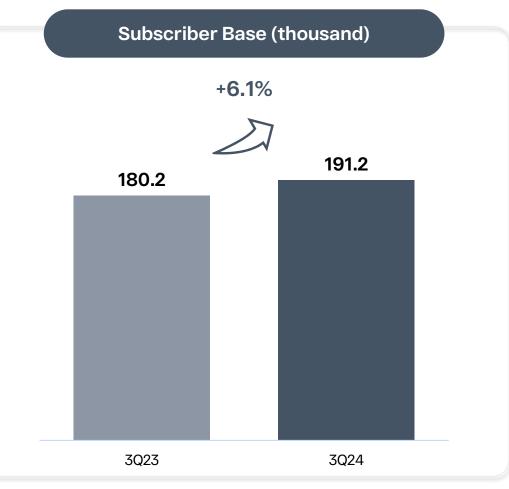


Rafael Chamas COO

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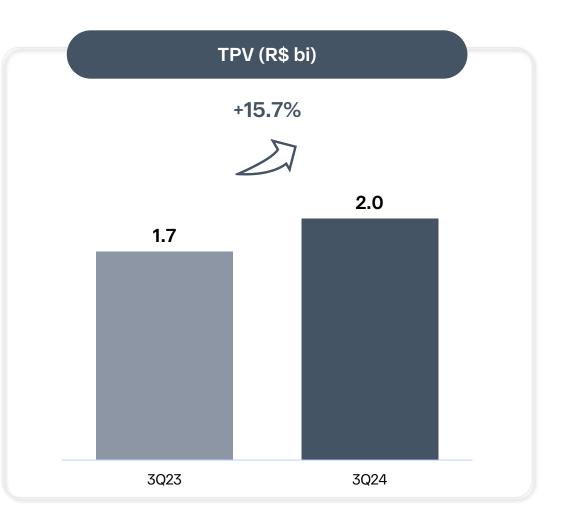




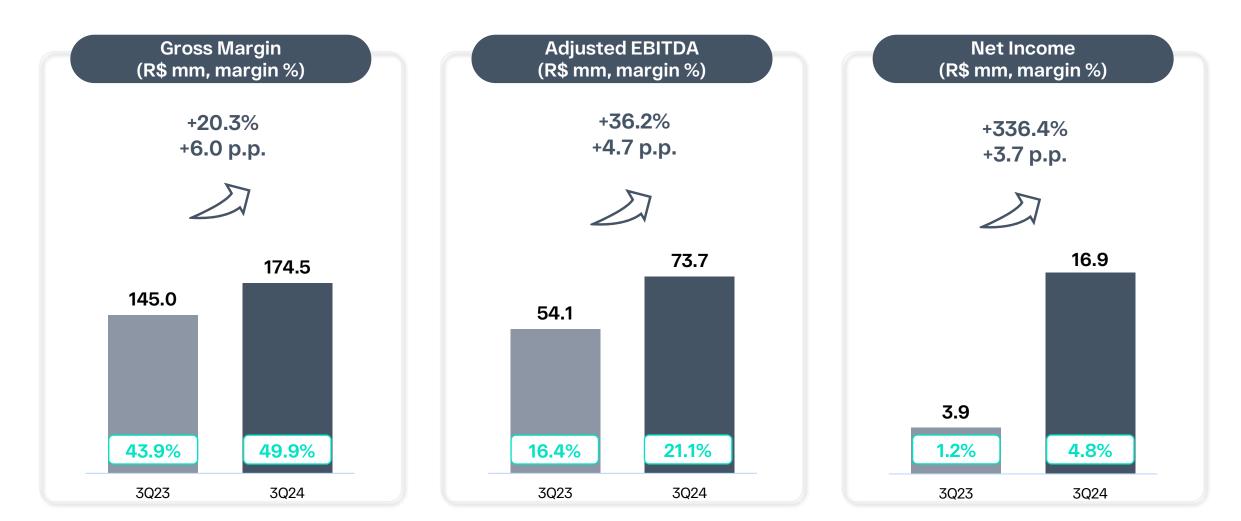
Platform Subscription Revenue (+25.7%)



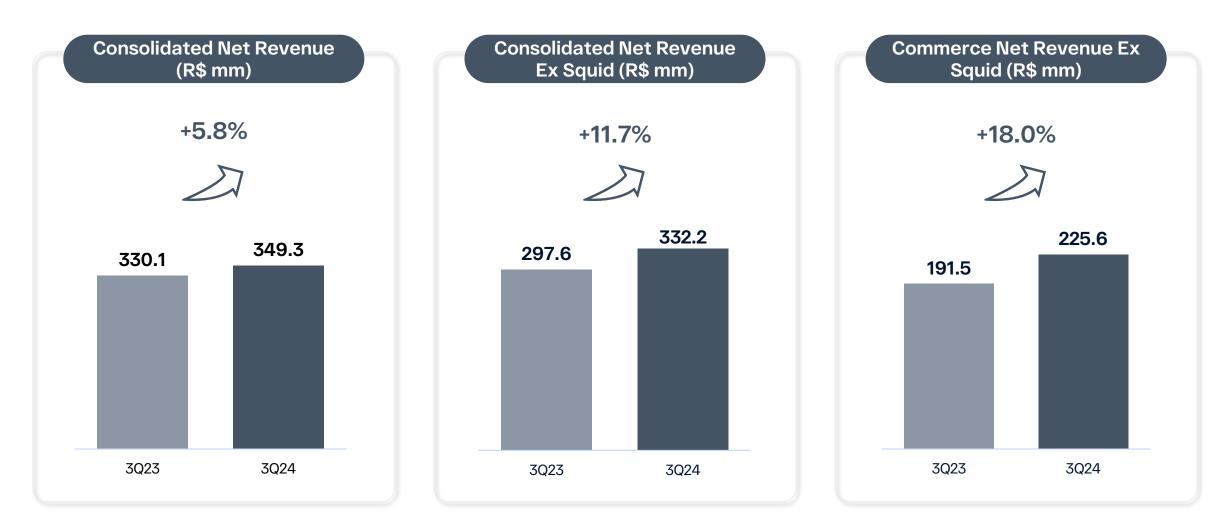




2 Profitability continues to expand



Focus on growth acceleration



QoQ Growth







Iwsa

4 Innovation – Research "The evolution of the consumer journey"

Omnichannel

Where do you usually shop?

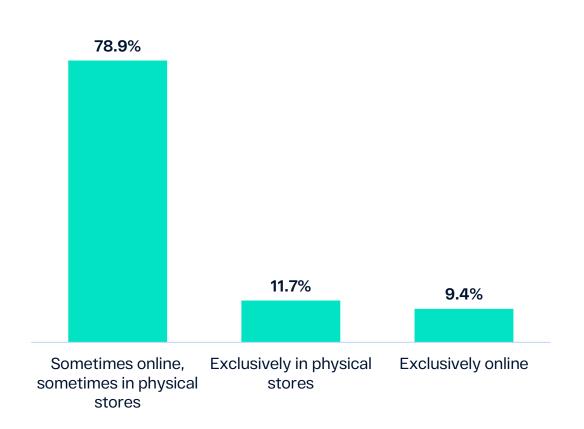
Omnichannel

When do you consider there is a perfect integration between the online and physical store?

43.4% 34.4% When customer service is fast and efficient across all channels

When can I start my purchase online and complete it in the physical store?

¹ Research carried out by Wake: https://wake-mkt.s3.amazonaws.com/branding/pesquisas/pesquisa-omnicanalidade-e-unified-commerce.pdf



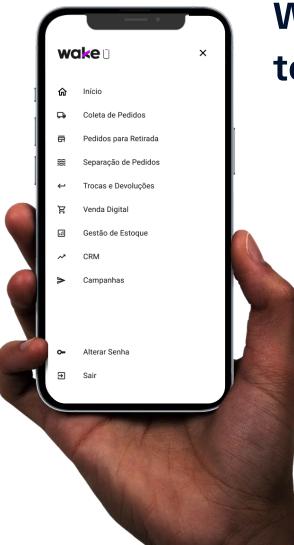
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Innovation – Tray POS



13

4 Innovation – Wake U



We have consolidated all the information the team needs to boost sales

Order fulfillment

Collect items, relocate, ship orders

Mobile sales

Endless isles, mobile sales, payment by machine, and consulting the stock of the entire network

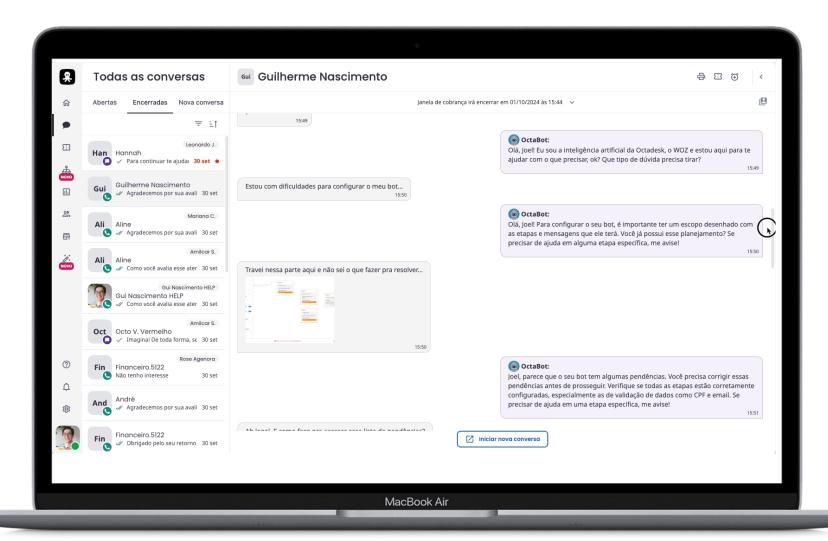
Customer portfolio & Campaigns

Understand who the customer is and offer the most relevant products

Customer management

Real-time view of each store's results and performance of gamified goals

4 Innovation - Woz (AI on Octadesk)



A 100% Contextualized Agent

It optimizes learning for increasingly assertive responses

And holds the necessary knowledge to provide any type of assistance



5 Return to Shareholder

R\$ 192.6 million in 2024

Share Buyback

- **R\$ 152.6** million of shares repurchased between January and October
- Cancellation of **34,000,000** of shares, which represent 5.7% of the Company's total shares



Dividends

- Amount: R\$ 40.0 million
- Value per share R\$
 0.07164686
- Payment in 11/21/2024



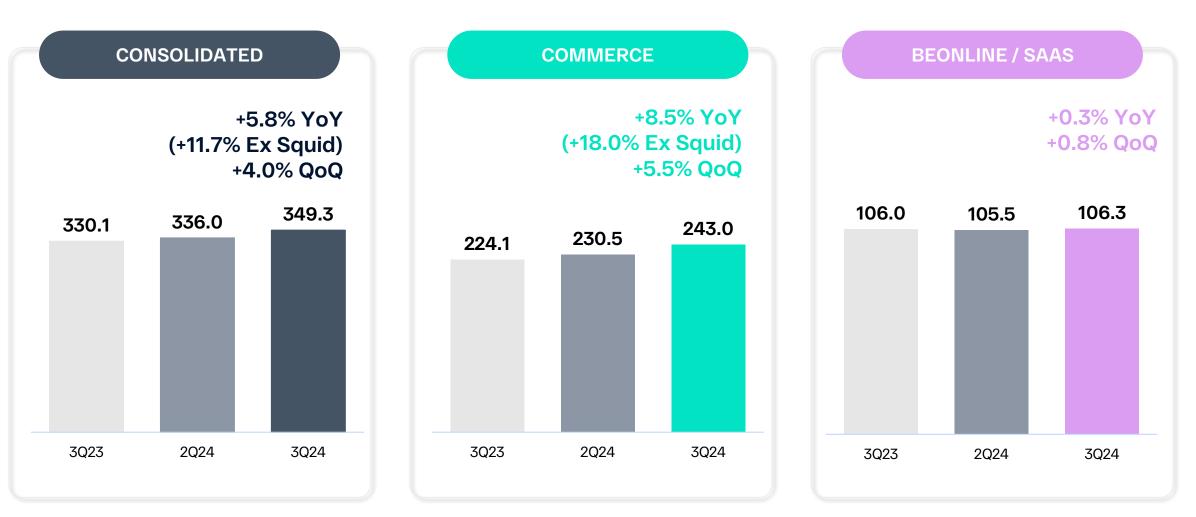
André Kubota CFO and IRO

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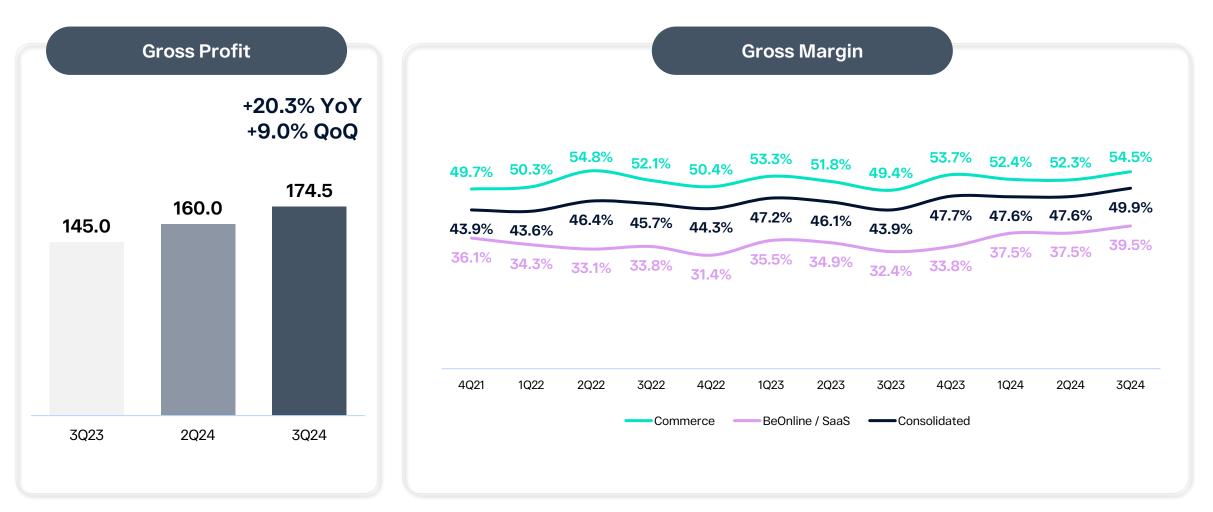
Net Revenue 3Q24

R\$ mm



Gross Profit and Gross Margin

R\$ mm

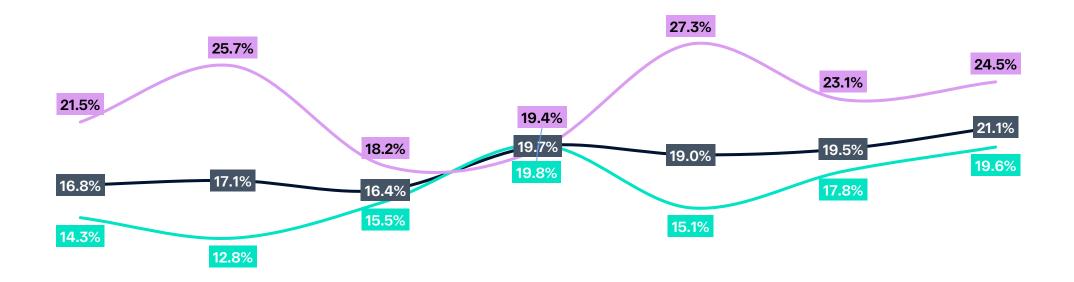


Adjusted EBITDA¹ 3Q24 vs 3Q23 R\$ mm and Adjusted EBITDA Margin in %



¹ Adjusted for Stock Options and Non-Recurring M&As Expenses

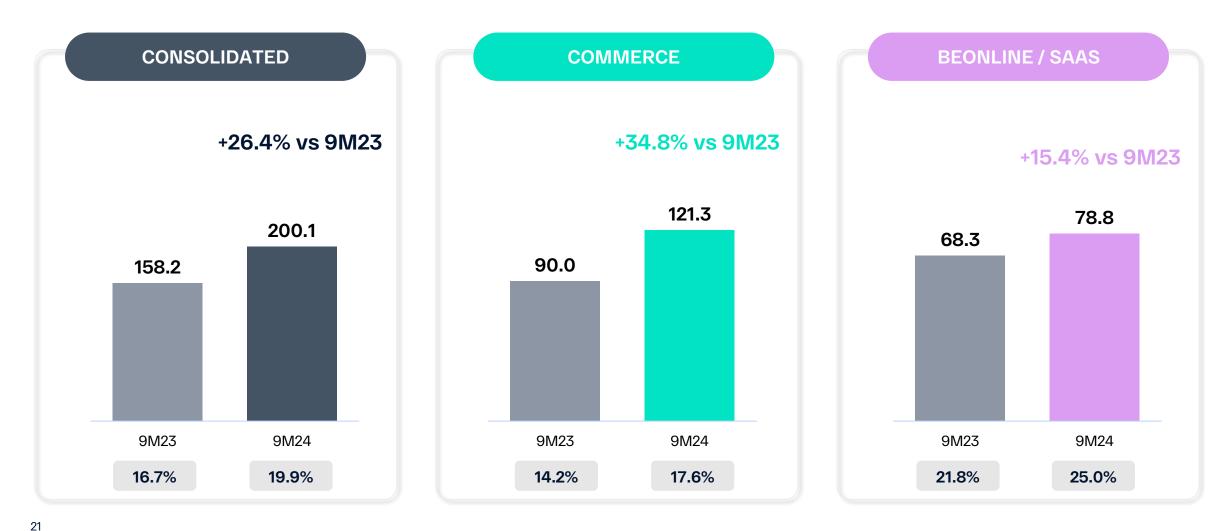
Adjusted EBITDA Margin¹ 3Q24 vs 3Q23 Adjusted EBITDA Margin in %





20 ¹ Adjusted for Stock Options and Non-Recurring M&As Expenses

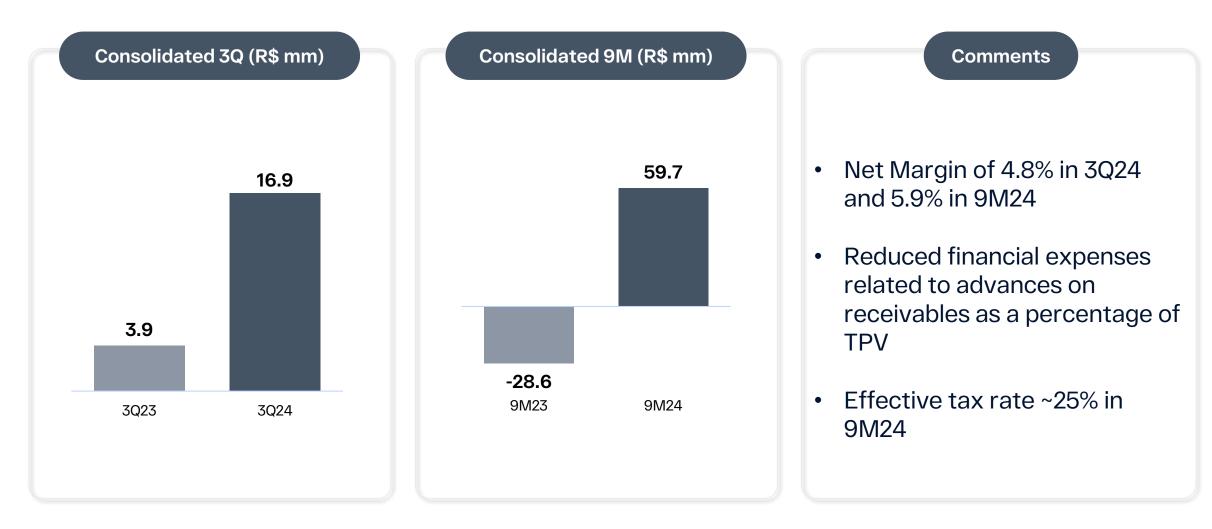
Adjusted EBITDA¹ 9M24 vs 9M23 R\$ mm and Adjusted EBITDA Margin in %



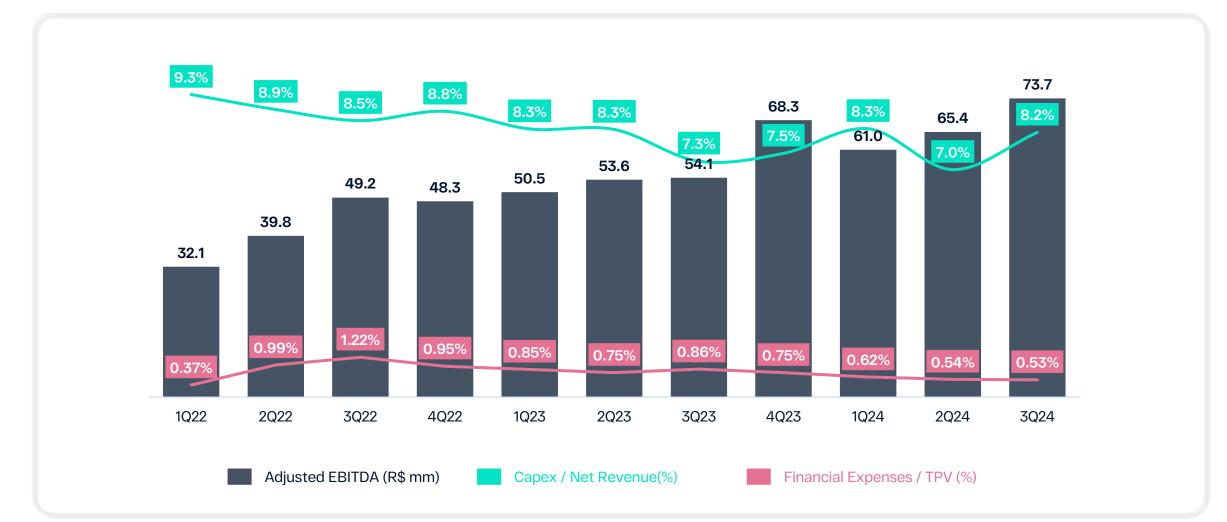
¹ Adjusted for Stock Options and Non-Recurring M&As Expenses



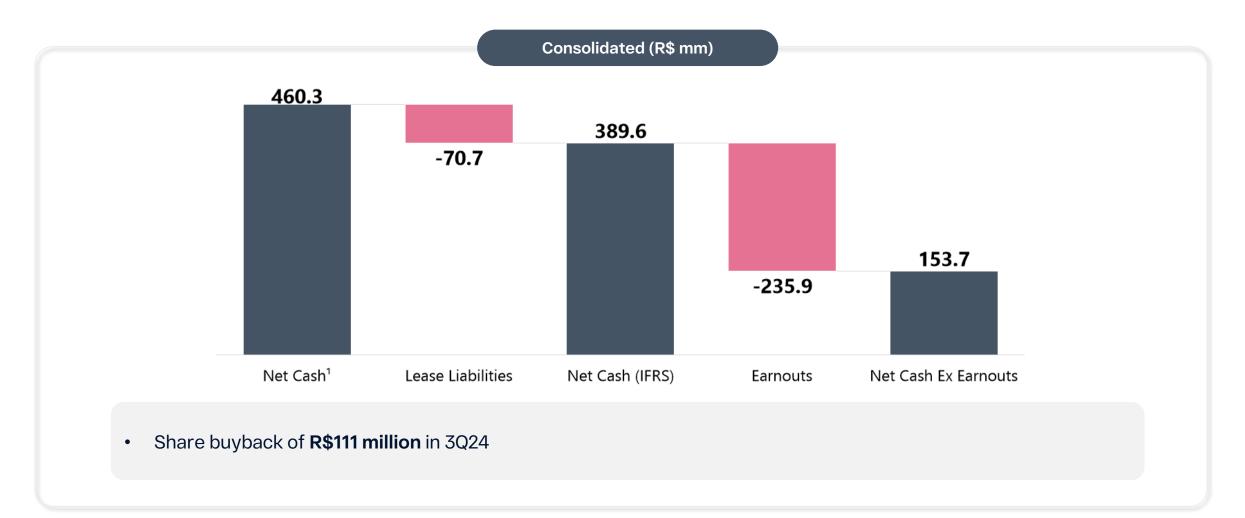
Net Profit



Cash Generation: Adjusted EBITDA, Capex and, Financial Expenses



Net Cash Position





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