



lwsa

RESULTS PRESENTATION

1Q25

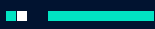
May 09, 2025



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



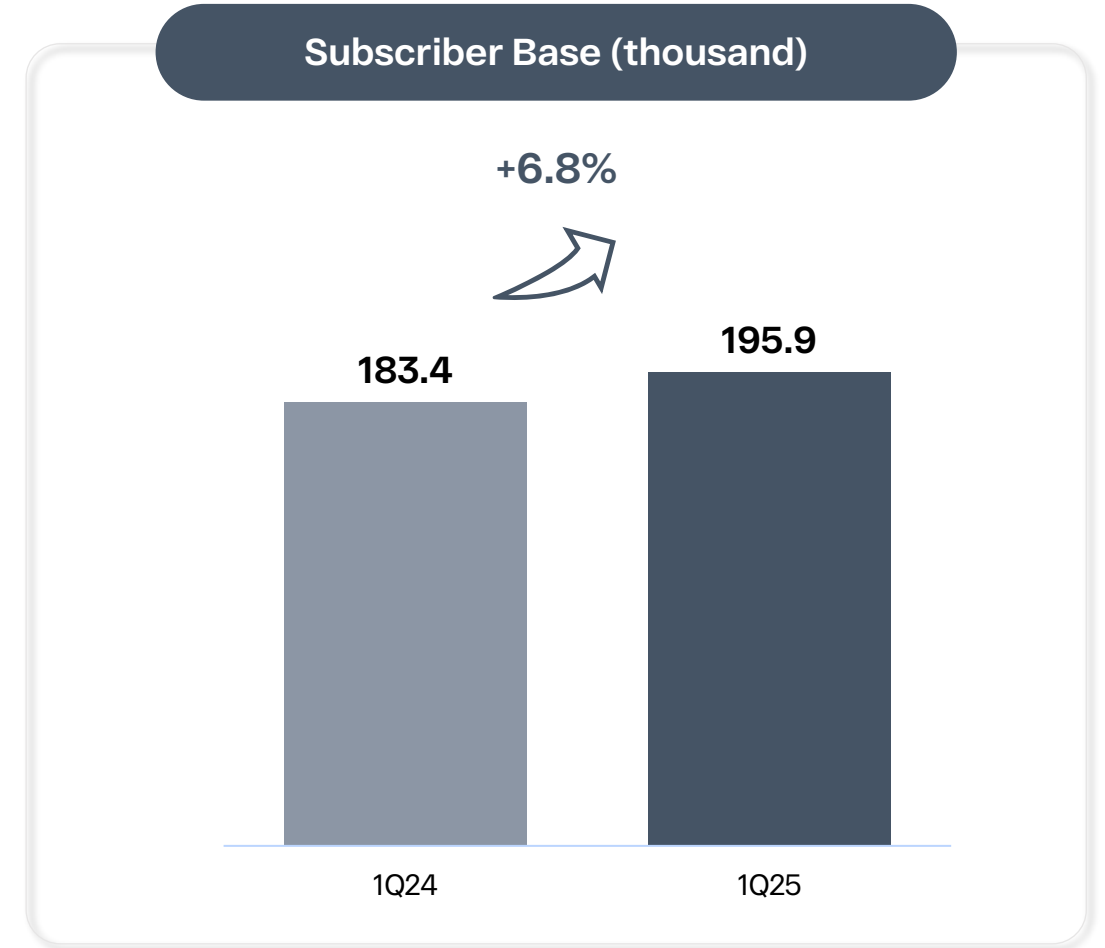
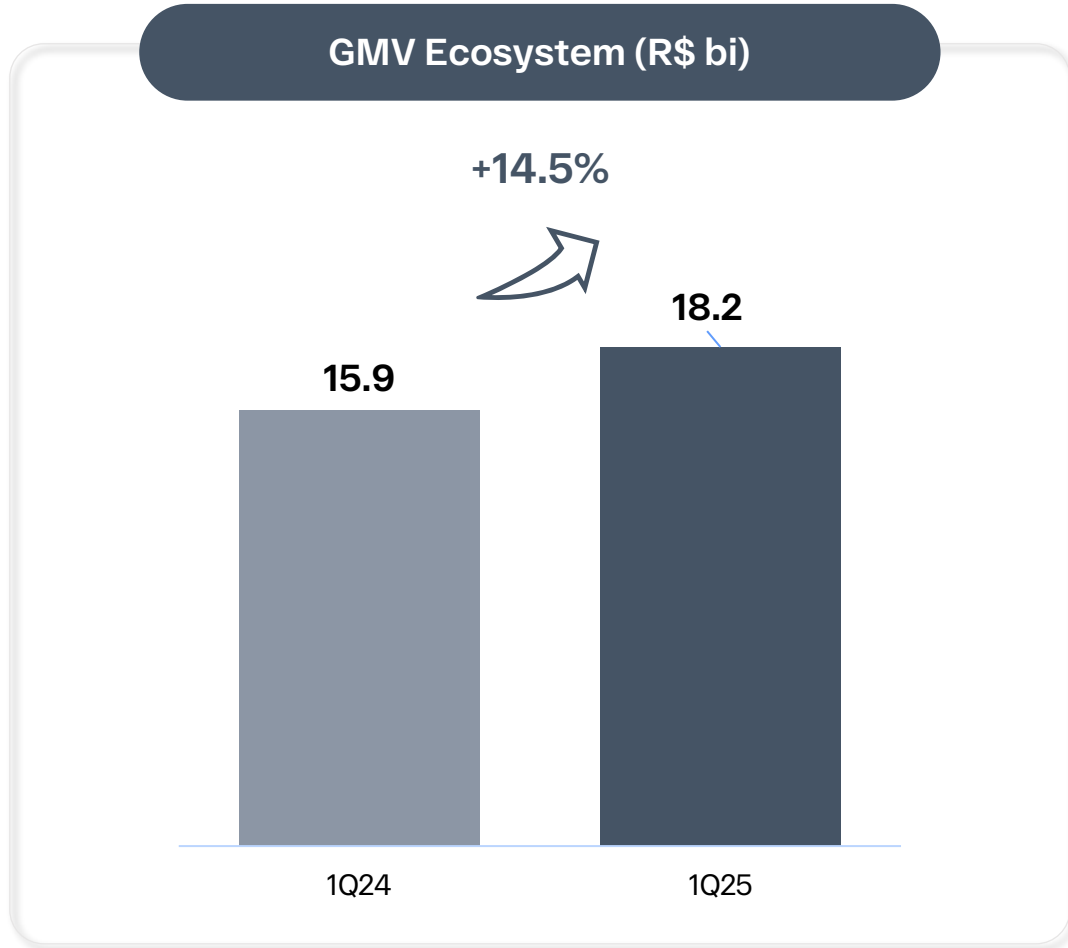
Rafael Chamas
CEO

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Messages from the last earnings call (about 2025)

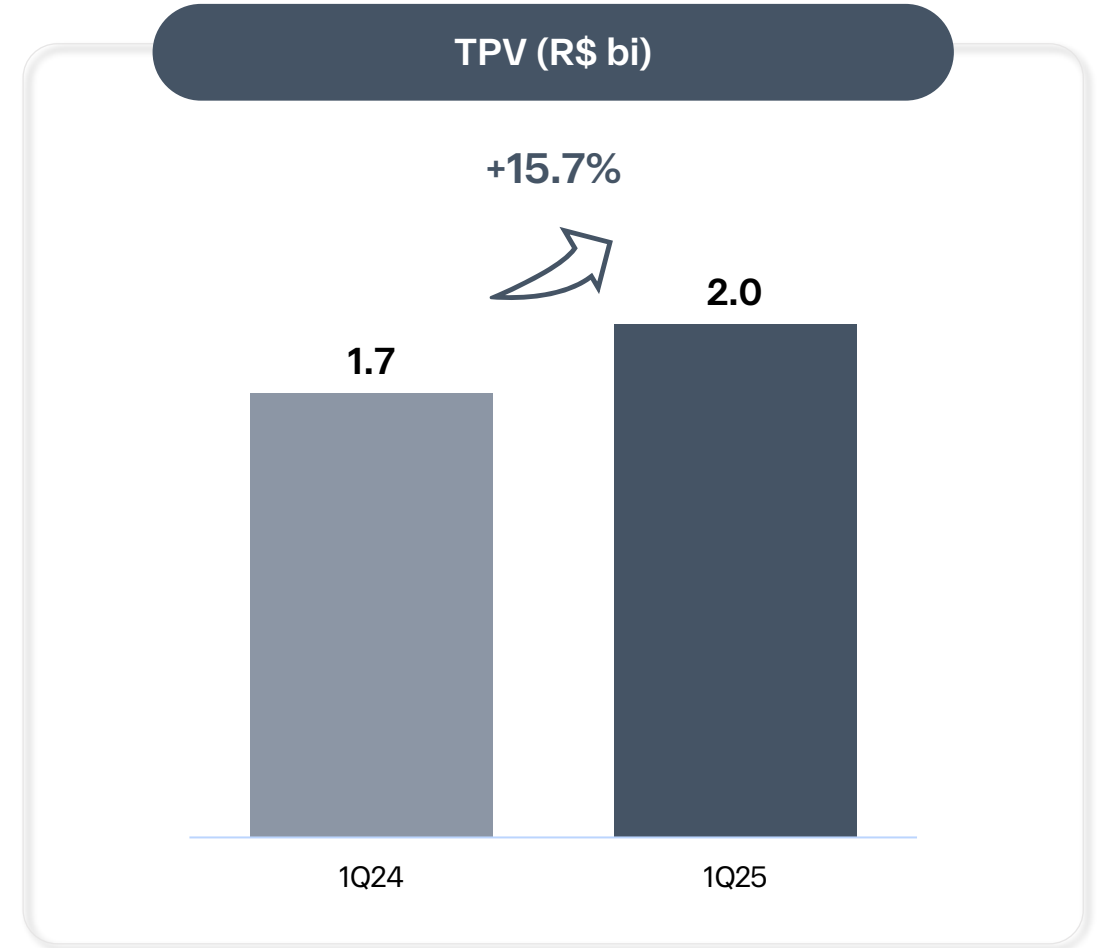
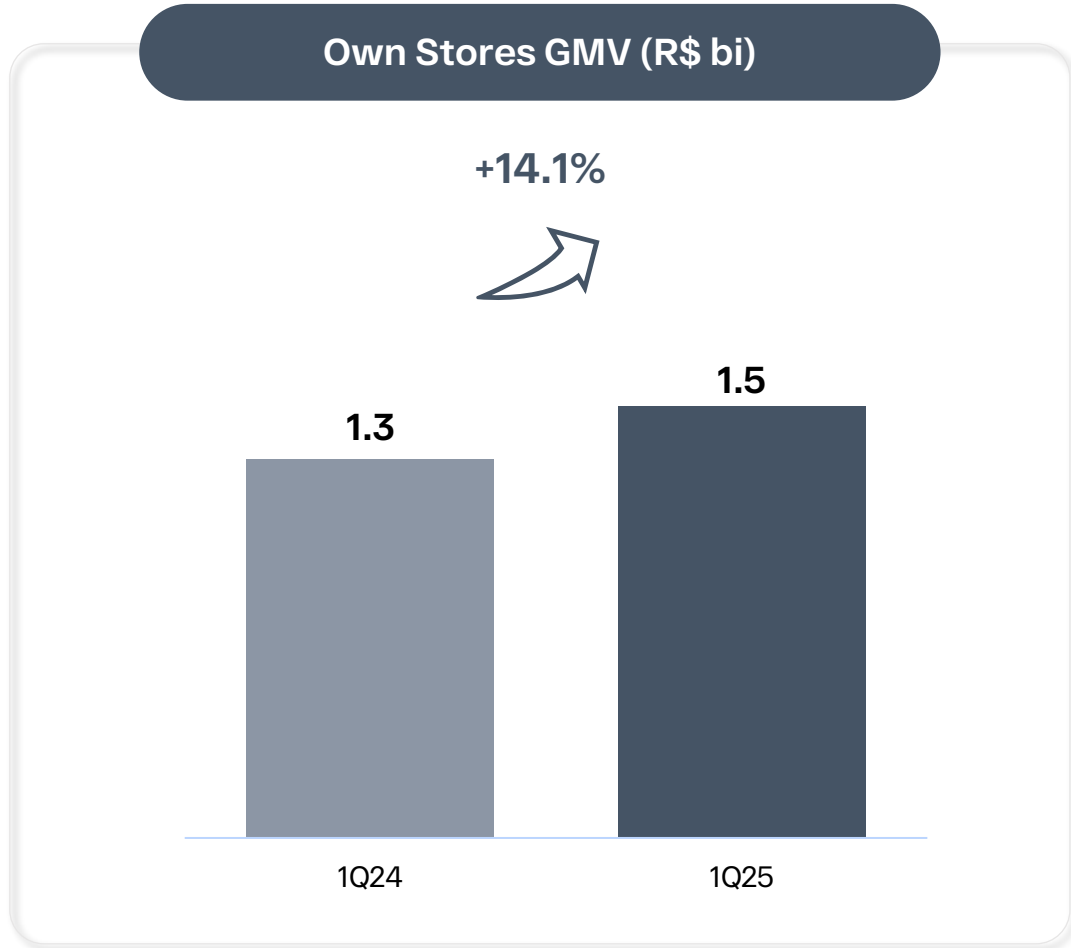
- **Growth reacceleration**
- **Continued focus on profitability**
- **Product strategy focused on the customer journey**
- **Cash generation and shareholder returns**

Solid operational fundamentals (1/2)



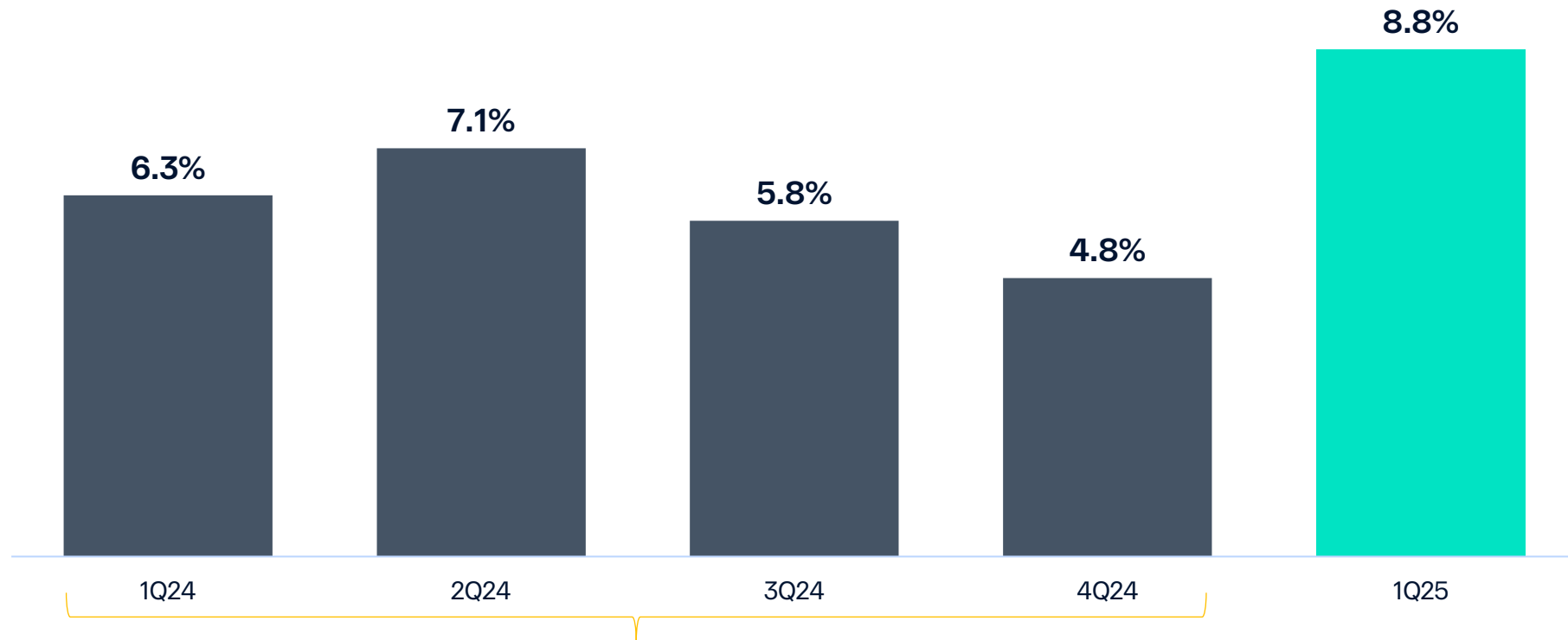
Platform Subscription Revenue
(+15.5%)

Solid operational fundamentals (2/2)



Net Revenue reaccelerating

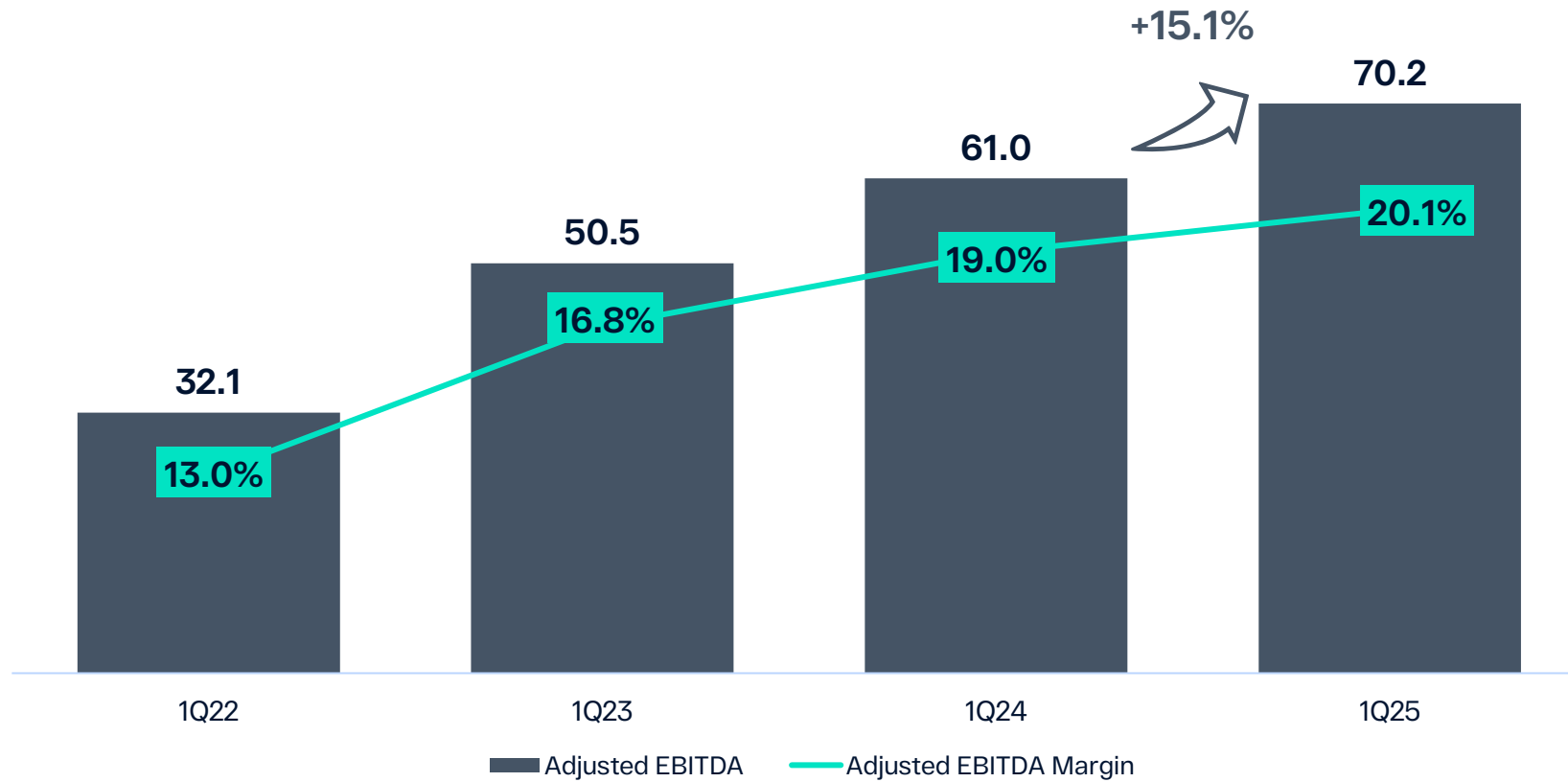
Net Revenue Growth (YoY)



Impact of Squid's restructuring

Profitability Expansion

Adjusted EBITDA (R\$ mm) and Margin



Product strategy focused on the customer journey

How to be
online?



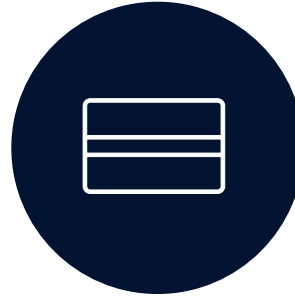
Hosting

How to sell
more?



E-commerce
Platform

How do I manage
my finances?



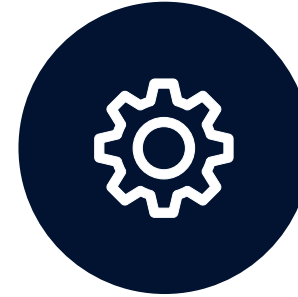
Financial
Services

How do I deliver
my products?



Logistics
Platform

How do I manage
my business?



ERP

How do I serve
my client?



Conversational
Tools

Logistics in the Bling customer journey (launched in Mar/25)



Unified customer journey in logistics – including relationship management



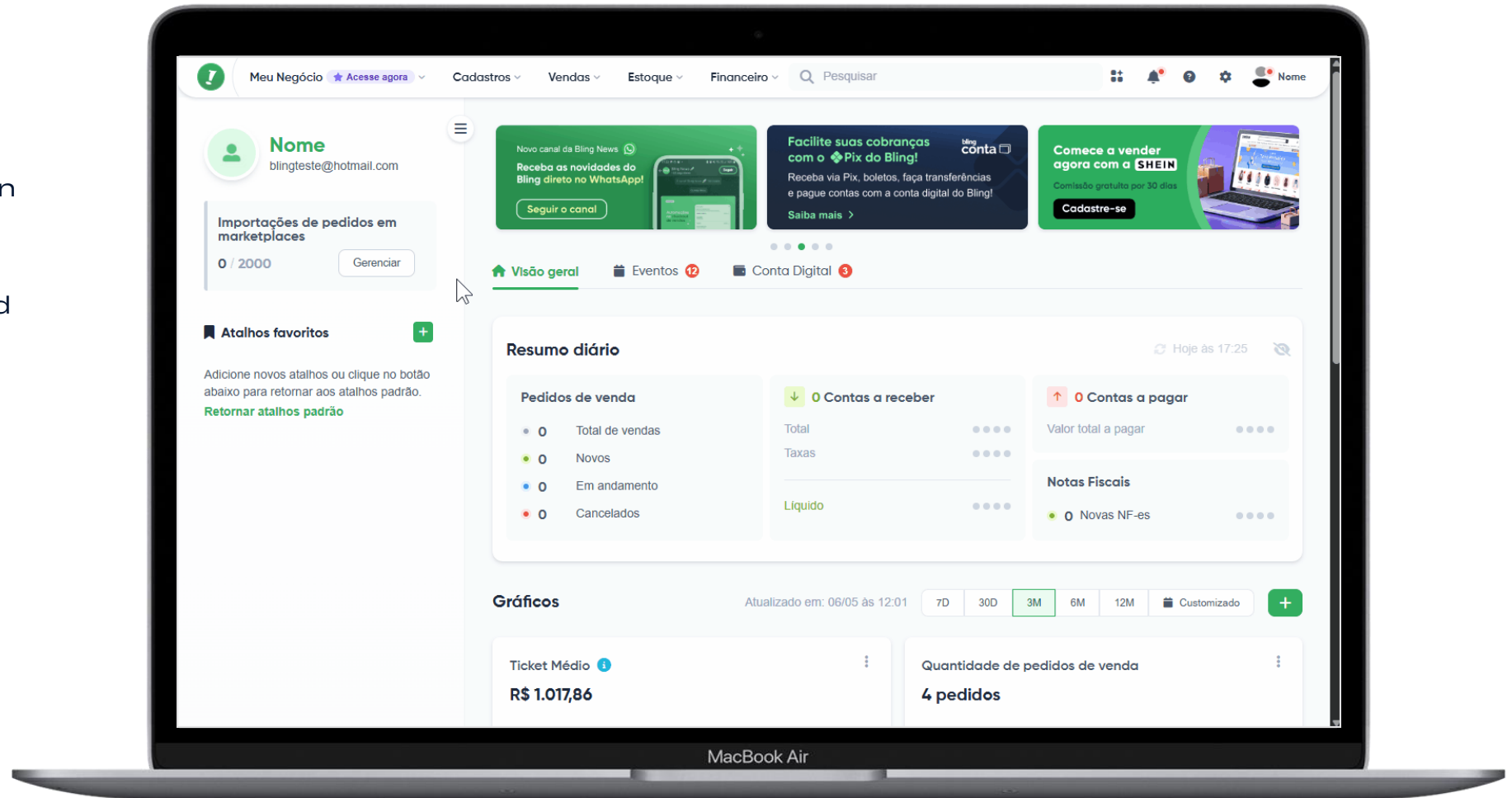
Automated generation and printing of shipping labels



Native integration with unified customer database

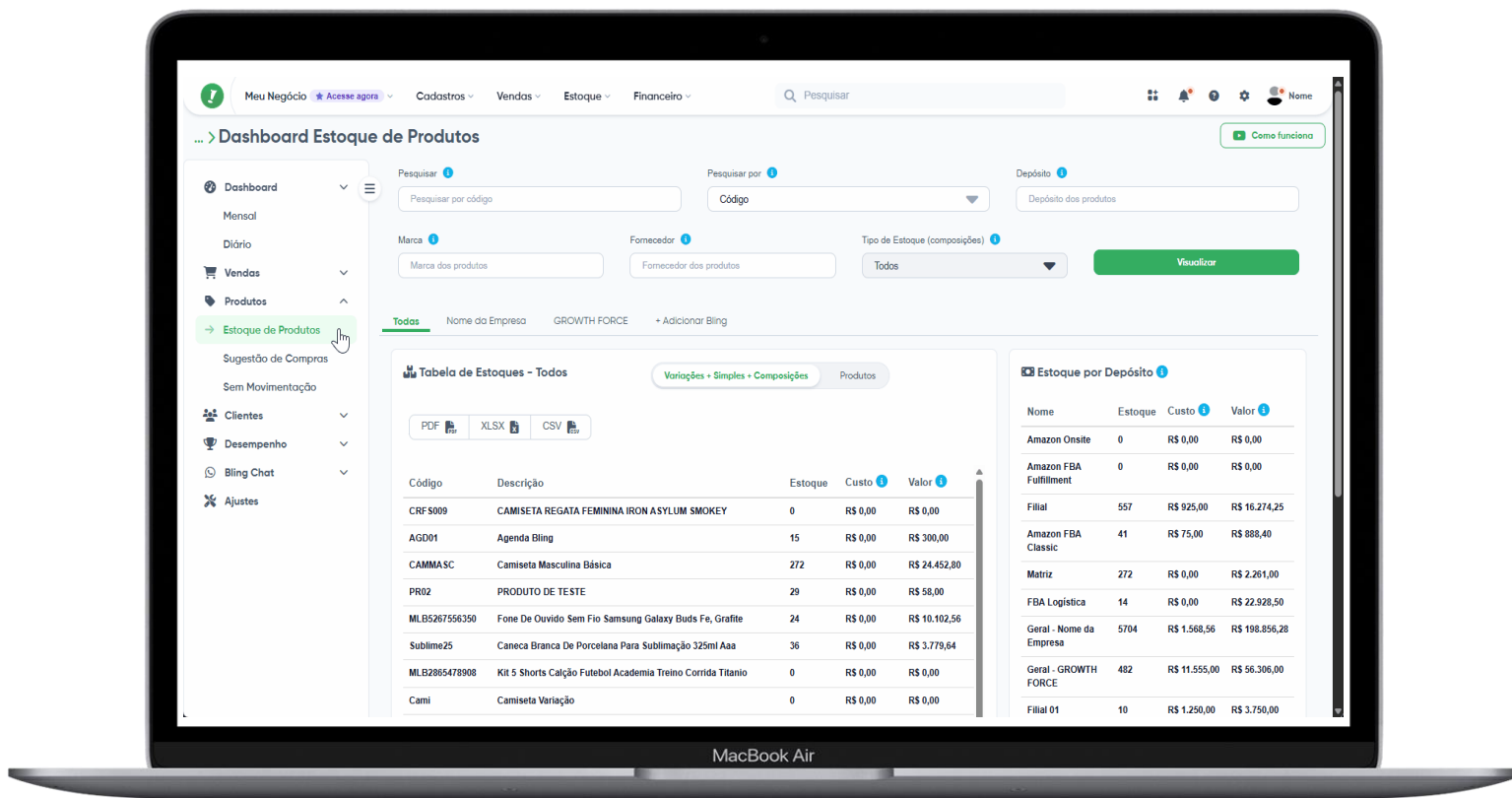


Integration with 10 logistics partners and significant cost savings



AI in the Customer Journey: Intelligence and Automation

(launch in Mar/25)



- **Smart product recommendations**

Automated product suggestions based on sales history and customer behavior

- **Sales forecasting**

Revenue and demand projections based on historical data and market trends

- **Inventory optimization**

Identification of slow-moving products and restocking suggestions using predictive algorithms

AI in the Customer Journey: Intelligence and Automation

(launch in Mar/25)



“My Business” Assistant on WhatsApp

Track business performance by messaging Bling directly on WhatsApp, simplifying the entrepreneur's daily routine

- **Track your sales performance**

Stay up to date with sales and salesperson performance across different channels, even when you're away from your business

- **Inventory optimization**

Easily monitor best-selling products and stock levels

- **Know your company's results**

Get daily performance insights – by product and sales channel

Return to Shareholders

- (i) R\$192.6 million in 2024
- (ii) New Buyback Program in 2025**

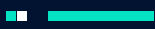
Share Buyback

- R\$ 152.6 million in shares repurchased between January and October 2024 (+ R\$40 million in dividends paid in November 2024)
- New **38.8 mm** share buyback program in 2025



2025

- R\$ 26 million in shares repurchased between January and March 2025 (9.0 mm shares)
- Buyback of **R\$ 4.0** mm shares in April 2025 (1.5 mm shares)

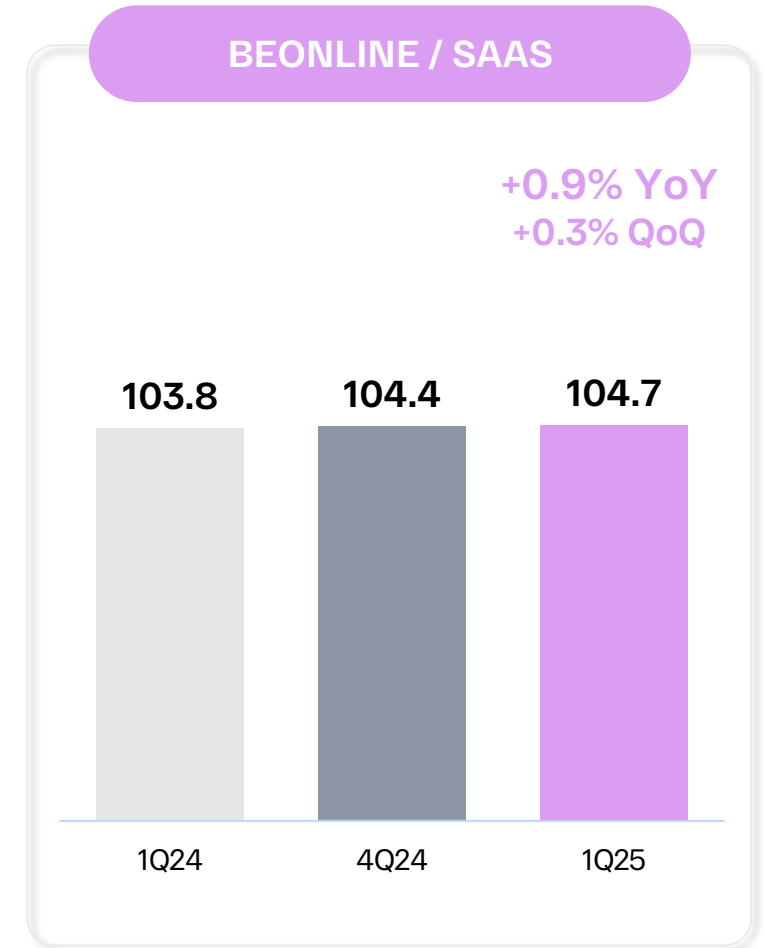
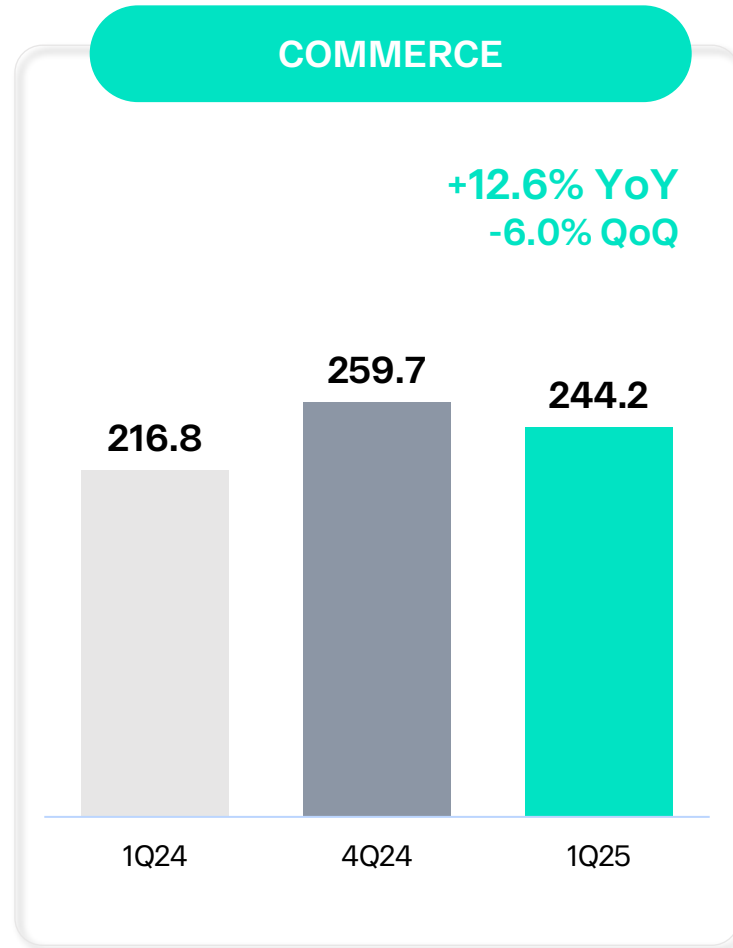
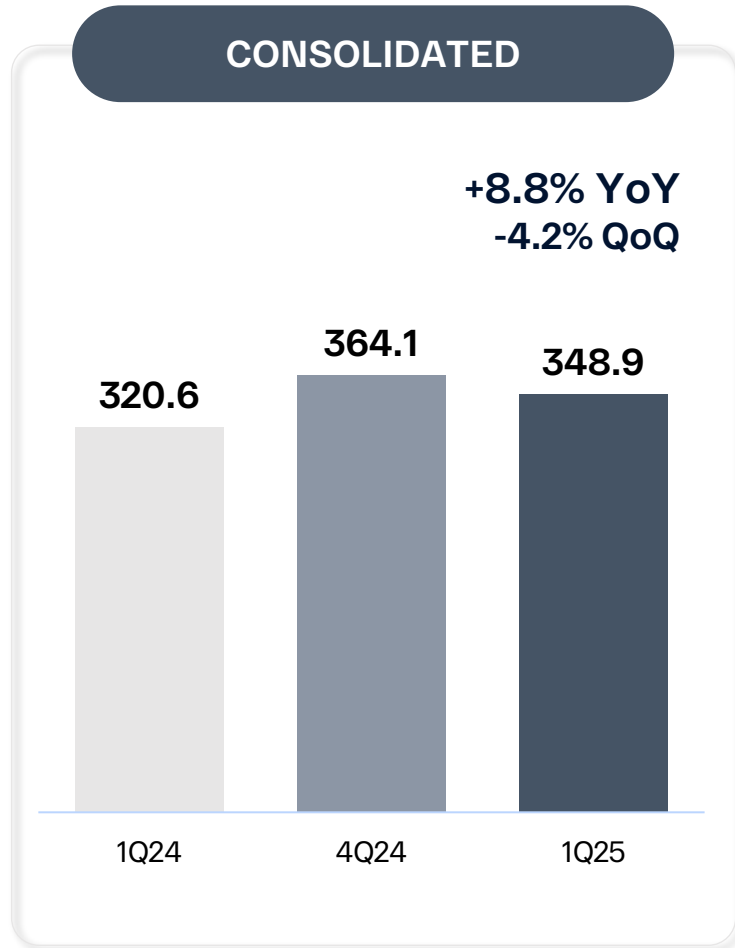


André Kubota
CFO

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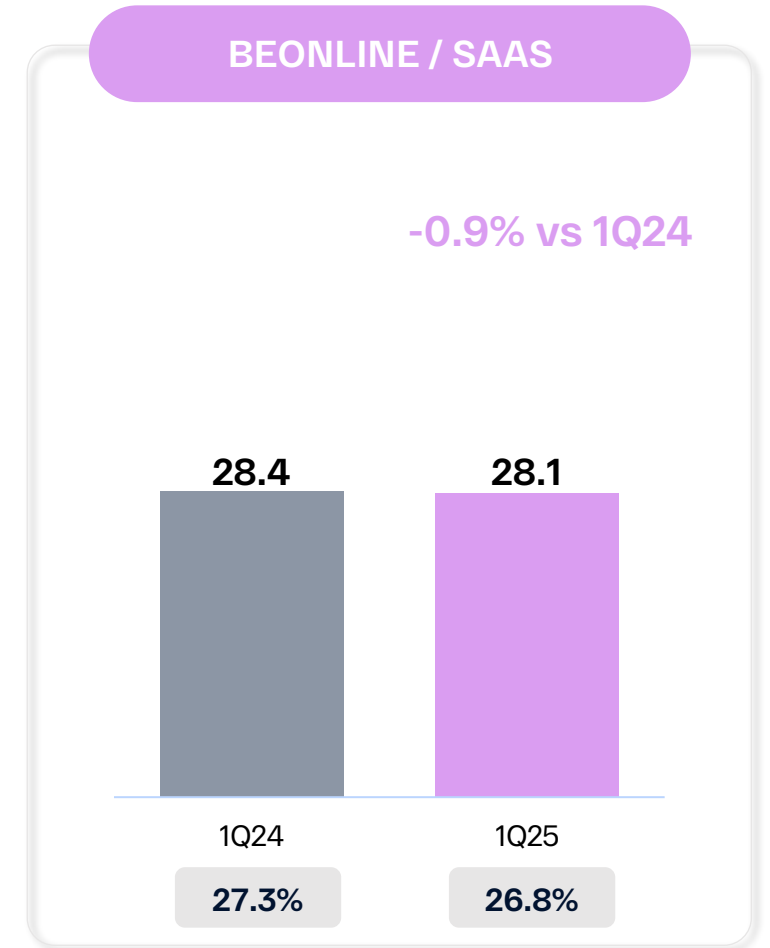
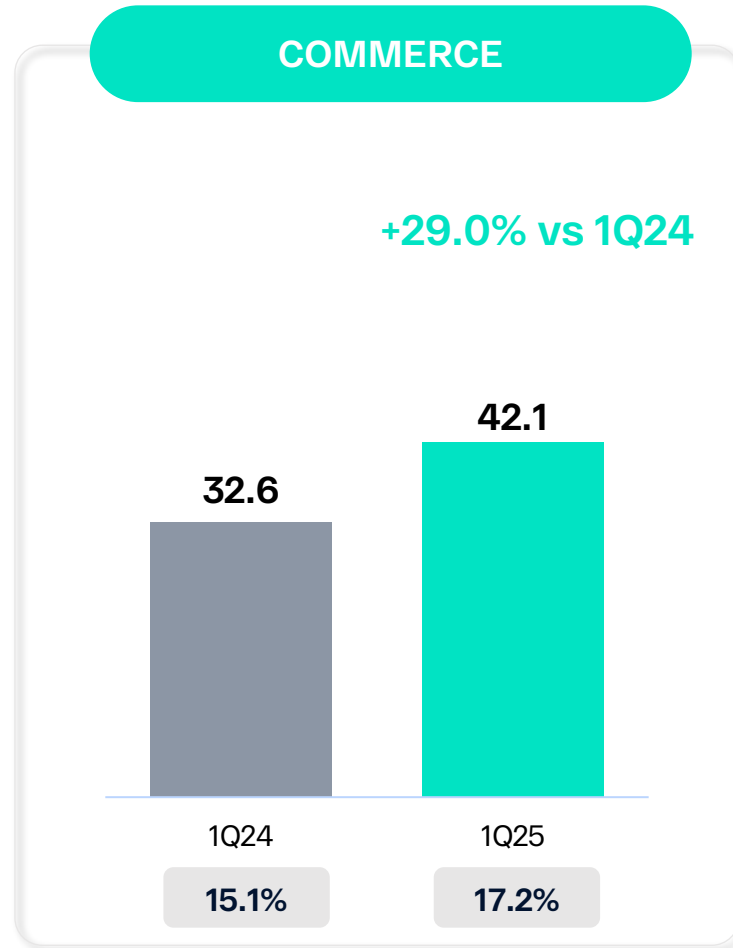
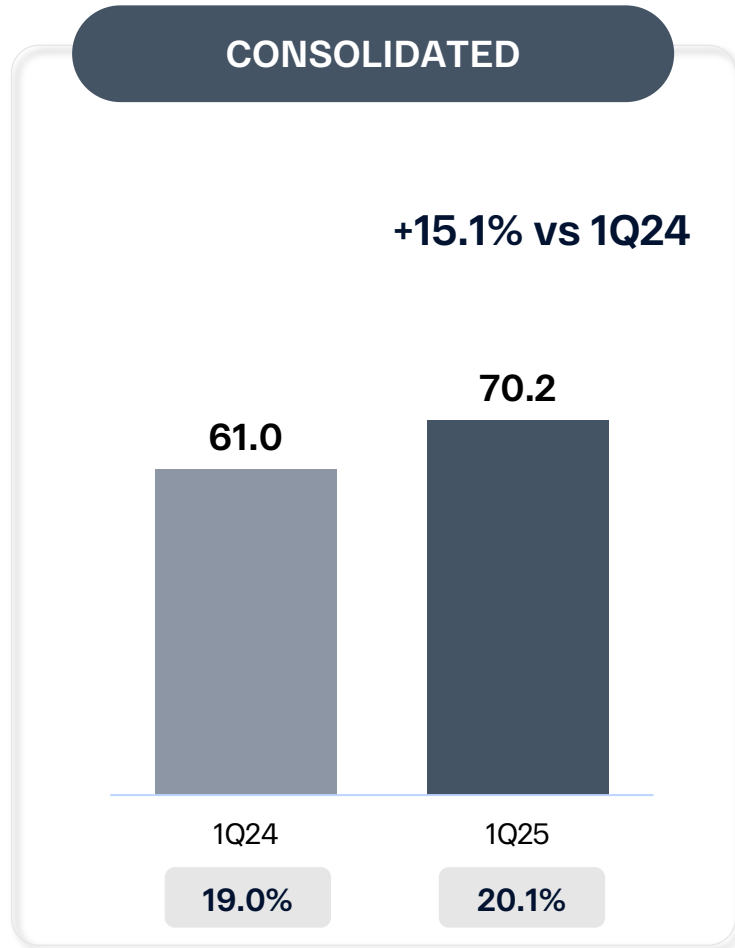
Net Revenue in 1Q25

R\$ mm

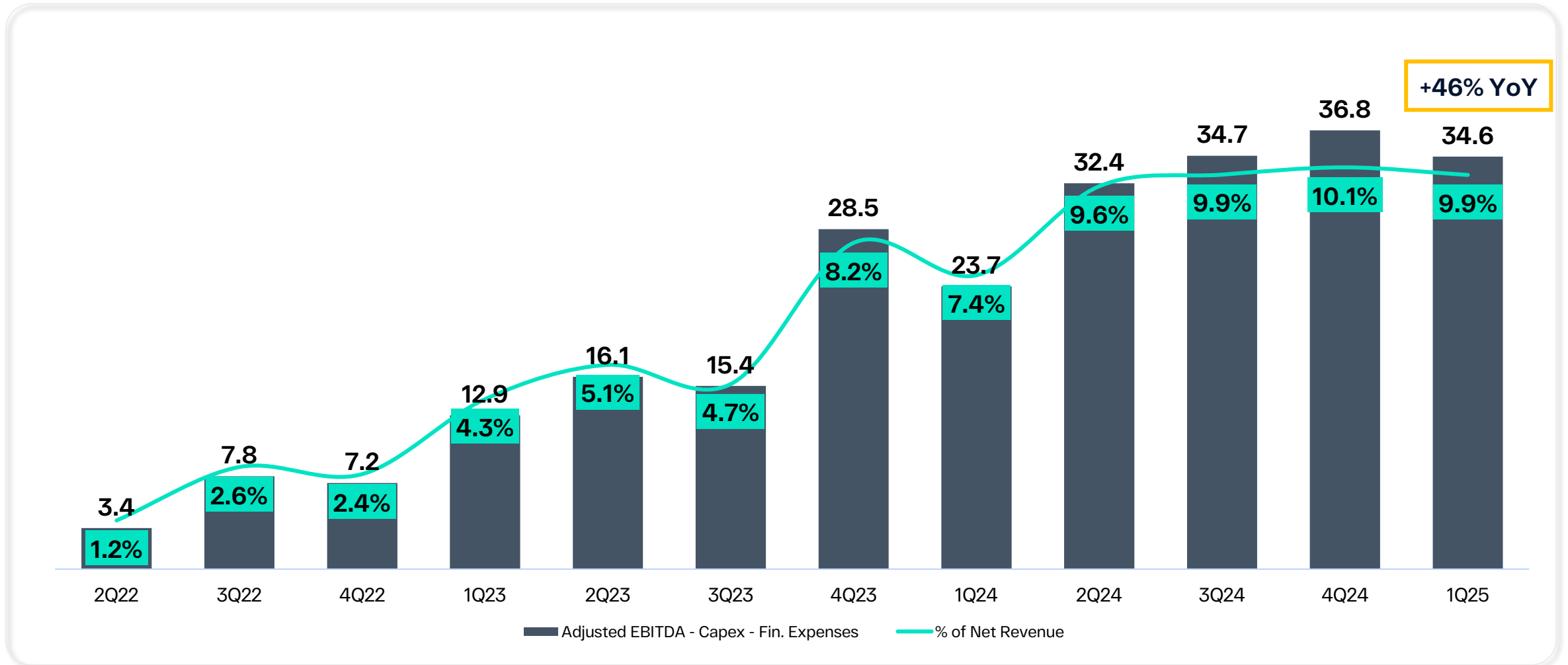


Adjusted¹ EBITDA 1Q25 vs 1Q24

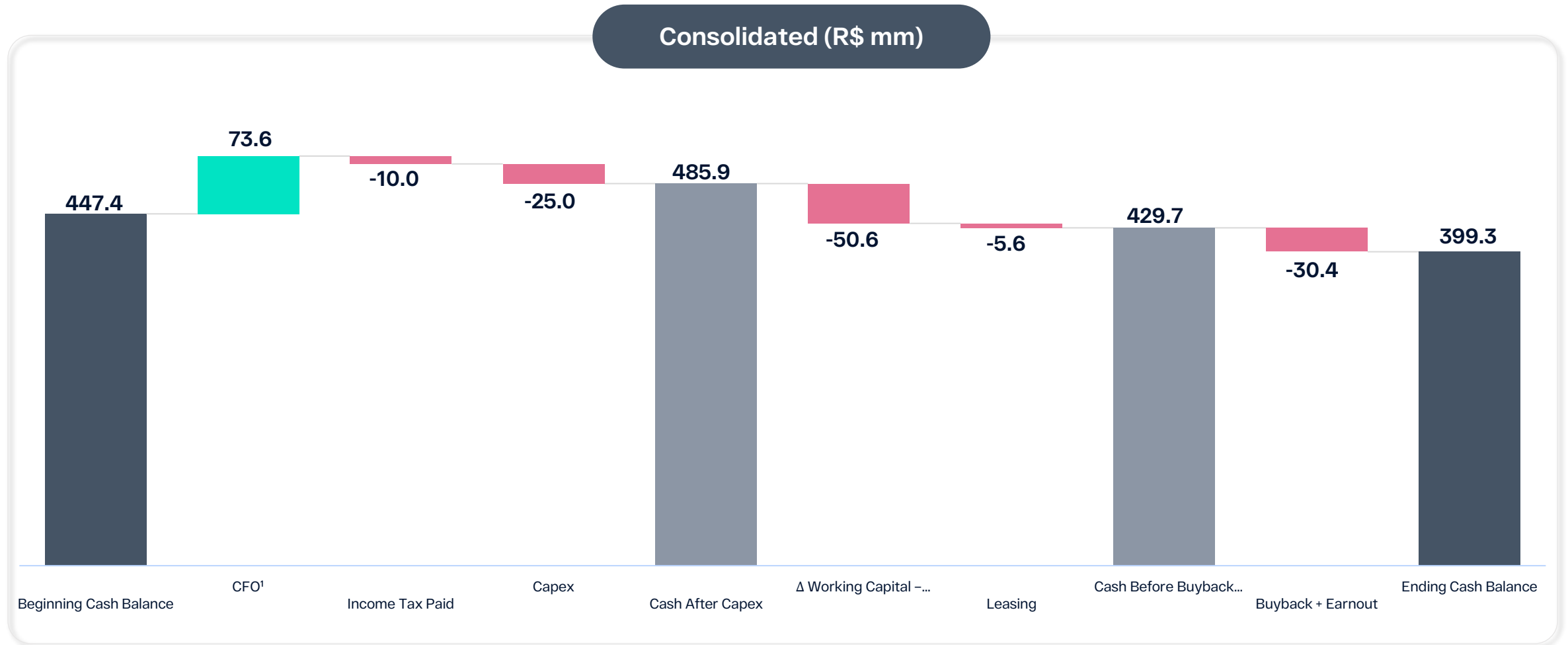
R\$ mm and Adjusted EBITDA Margin (%)



Cash Generation: Adjusted EBITDA, Capex and Financial Expenses



Cash Flow



¹ CFO excluding cash usage in the payment operation

² Calculated based on Accounts Receivable minus Funds to Be Transferred and Restricted Cash



Q&A



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