

São Paulo, November 07, 2024: LWSA S/A (B3: LWSA3) informs its shareholders and other market participants of the 3Q24 results

## Highlights

**GMV** of our clients' **Own Store** showed growth of **18.0%** vs 3Q23, while the **Ecosystem's GMV** and **TPV** grew by **15.9%** and **15.7%** vs 3Q23, respectively

Platform Subscriber Base grew by **6.1%** vs 3Q23, contributing to a significant **25.7%** growth in Platform Subscription Net Revenue compared to 3Q23

Commerce reached **R\$243.0** million in Net Revenue, growth of **8.5%** vs. 3Q23 and **5.5%** vs 2Q24. Excluding Squid results, growth in the Commerce segment was **18.0%** in 3Q24 vs 3Q23

Consolidated Net Revenue of **R\$349.3** million in 3Q24, growth of **5.8%** vs. 3Q23 and **4.0%** vs 2Q24 Excluding Squid results, Net Revenue growth in 3Q24 reached **11.7%** vs 3Q23

Gross Profit grew **20.3%** in 3Q24 vs 3Q23 with Gross Margin of **49.9%**, expanding **6.0 p.p.** vs 3Q23 and **2.3 p.p.** vs 2Q24

Adjusted EBITDA showed growth of **36.2%** in 3Q24 vs 3Q23, with **21.1%** of Adjusted EBITDA Margin (expansion of **4.7 p.p.** vs 3Q23 and **1.6 p.p.** vs 2Q24)

Financial Expenses from the Advance of Receivables reduced **28.7%** vs 3Q23, going from 0.86% of TPV in 3Q23 to **0.53%** in 3Q24

Net Profit reached **R\$ 16.9 million** in 3Q24 with Net Margin of **4.8%**. Year to date, Net Profit was **R\$ 59.7 million** and Net Margin stood at **5.9%**. Adjusted Net Profit was **R\$ 37.0 million** in 3Q24 (**+52.7%** vs 3Q23) and **R\$ 107.0 million** in 9M24 (**+19.7%** vs 9M23)

Share Buyback totaled **R\$ 111.2 million** in 3Q24 and the 3rd Program was completed in October (in 2024 buyback program reached **R\$ 152.6 million**). This month, we completed the cancellation of **5.7%** of the Company's total shares

Payment of **R\$ 40 million** in dividends in the month of November, referring to the accumulated result of 2024

**Earnings Conference Call**  
(simultaneous translation)

**November 08, 2024 at 08:00 am (EST time)**

**Link:** [https://mzgroup.zoom.us/webinar/register/WN\\_Q8V3jqFIQ5mcRrXRC3voqQ#/registration](https://mzgroup.zoom.us/webinar/register/WN_Q8V3jqFIQ5mcRrXRC3voqQ#/registration)

## // Message from Management

In the third quarter of 2024, the company realized significant productivity gains, leading to a substantial expansion of its Gross, EBITDA, and Net margins. Compared to previous periods, the company's operational performance was robust, with significant increases in key metrics.

Even as the macroeconomic outlook for Brazilian retail and e-commerce remains uncertain, our operations continue to deliver strong operational results. Our clients' Own Store GMV showed a significant increase of 18.0%, while Ecosystem GMV grew 15.9% compared to 3Q23. These growths, which exceed market averages, are driven by the Company's new growth avenues and the quality of our ecosystem which includes several integrations and tools, enables our customers to significantly boost their sales performance on both their own e-commerce websites and marketplaces.

Based on this operational performance, Consolidated Net Revenue in the quarter was R\$349.3 million, representing growth of 5.8% vs. 3Q23 and 4.0% vs. 2Q24. Net revenue for the Commerce segment reached R\$243 million, posting an 8.5% rise compared to 3Q23 and a 5.5% increase from the immediately previous quarter.

Regarding Squid, a company within the group undergoing restructuring, the Net Revenue of the operation, although it still showed a decline compared to the previous year, grew by 2.5% compared to the previous quarter (2Q24). This growth was accompanied by a significant reduction in the cost structure and a substantial improvement in EBITDA margin gains, which contributed to the growth of consolidated margins, even though the product mix still has a negative impact.

When disregarding the effects of Squid in the annual comparison, the Company presented a growth of 11.7% in 3Q24 vs 3Q23. For the Commerce segment, growth without considering Squid was 18.0% compared to 3Q23.

One of the main highlights of this quarter was the improvement in the Company's profitability. Gross Margin reached 49.9%, a 6.0 percentage point increase year-over-year. This expansion was primarily due to efficiency gains in operational costs, as well as the strong growth of the Commerce segment, which has a higher gross margin than the BeOnline/SaaS segment.

We also achieved an Adjusted EBITDA margin of 21.1% in 3Q24, which is equivalent to an improvement of 4.7 p.p. compared to the third quarter of 2023 and 1.6 p.p. compared to 2Q24. Thus, the Company reinforces its profitability strategy, closing the first nine months of the year with an Adjusted EBITDA Margin of 19.9% (+3.2 p.p. compared to 9M23).

The Company's third quarter Net Income amounted to R\$16.9 million, representing a 4.8% net margin, for the first nine months of 2024, Net Income totaled R\$59.7 million. Additionally, Free Cash Flow after Capex reached R\$10.3 million in 3Q23, primarily due to improved operational efficiency and lower financial expenses resulting from the advance of receivables.

We understand that the future of retail is being shaped by technological innovations and changing consumer preferences. The company conducted a survey on Omnichannel and Unified Commerce ([Click here](#)) highlighting a growing trend towards seamless, integrated customer experiences across all journeys. An example of this is that 79% of consumers are already switching between online and physical stores.

Furthermore, 44% of consumers perceive this integration to be optimal only when customer service is fast and efficient across all channels, and 34% when they can buy online and collect in-store without any hassle.

In this sense, one of the important launches of 3Q24 was Tray POS, a product aimed at our e-commerce platform customers for small and medium-sized enterprises (SMEs), which automates business management for retailers. This product aims to offer, in a single environment, all the tools necessary for managing a store, whether virtual or physical, allowing store owners to consolidate the management of their physical and online businesses.

Another highlight of the quarter was the launch of Wake U, Wake's application that integrates several systems into a single solution, connecting sales and operations in real time and reinforcing, in practice, the concept of "Real Unified Commerce" that Wake offers its customers. Wake U maximizes the potential of the endless aisle by integrating sales, inventory, payments and orders, providing a single view of the customer through an integrated CRM.

We continue to expand the use of embedded Artificial Intelligence in our Ecosystem. An example of this is Woz Agente, launched by Octadesk in 3Q24, which is an advanced generative AI solution with a collection model based on the success of demand resolution. With this new tool, Octadesk enables the customized configuration of multiple agents to meet different needs, optimizing both efficiency and our customer experience.

## **// Capital Allocation**

In October, we concluded the Company's 3rd Share Buyback Program, having acquired 30,939,800 shares. Throughout 2024, we repurchased a total of R\$ 152.6 million in shares issued by the Company.

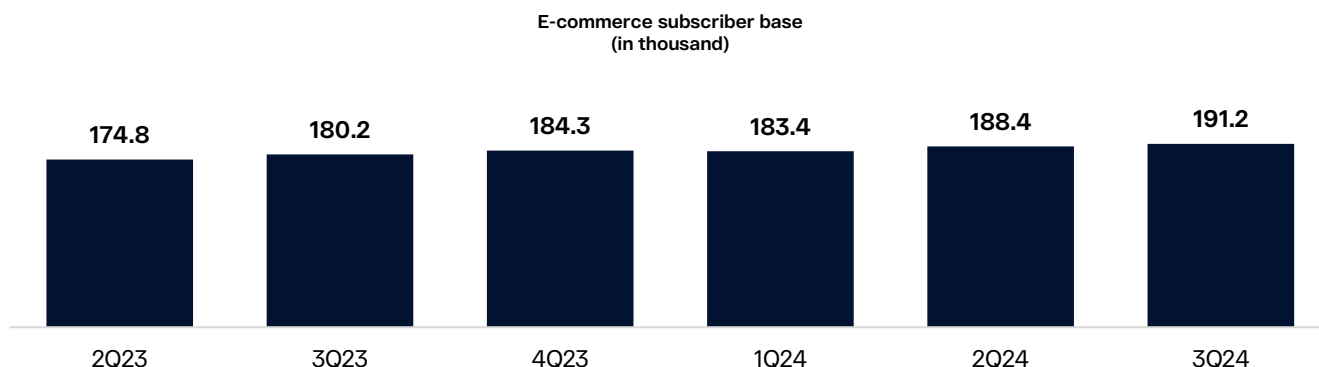
Also in October, the cancellation of 34,000,000 LWSA shares (5.7% of the Company's total shares) was approved. Due to the cancellation of treasury stock, LWSA's share capital was divided into 562,886,478 common shares.

Finally, it was resolved by the Company's Board of Directors that on November 21, 2024, dividends in the amount of R\$40,000,000.00 will be paid, corresponding to R\$0.07164686 per common share, excluding treasury shares.

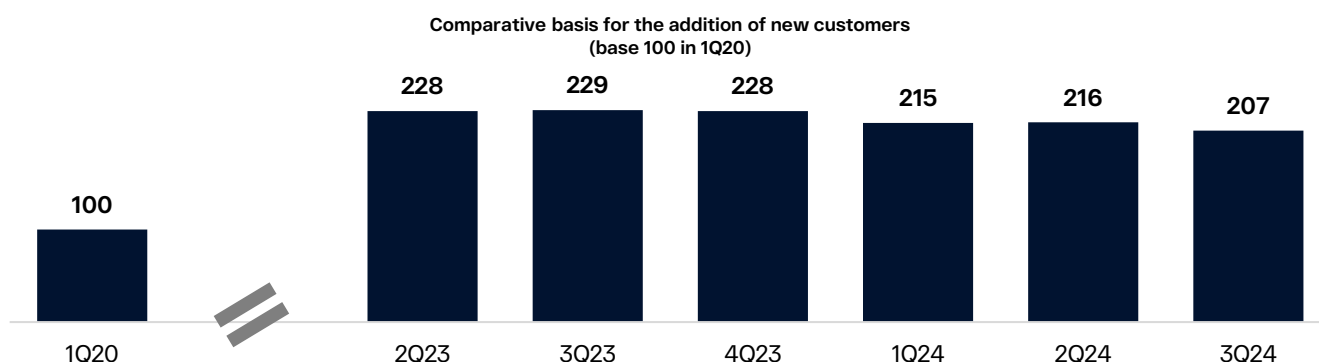
All holders of the Company's common shares on November 12, 2024, will be entitled to receive the mentioned dividends, and the Company's shares will be traded "ex-dividends" as of November 13, 2024.

## // Operating Performance

We ended 3Q24 with a base of 191.2 thousand paying e-commerce subscribers, a growth of 6.1% in 3Q24 vs 3Q23.



Considering the same basis, we noticed a slight drop in the pace of gross addition of new e-commerce subscribers in the quarter when compared to the previous quarter, especially in customers with monthly GMV below R\$15 thousand. The chart below, on a 100 1Q20 basis, shows the evolution of customer additions by quarter.

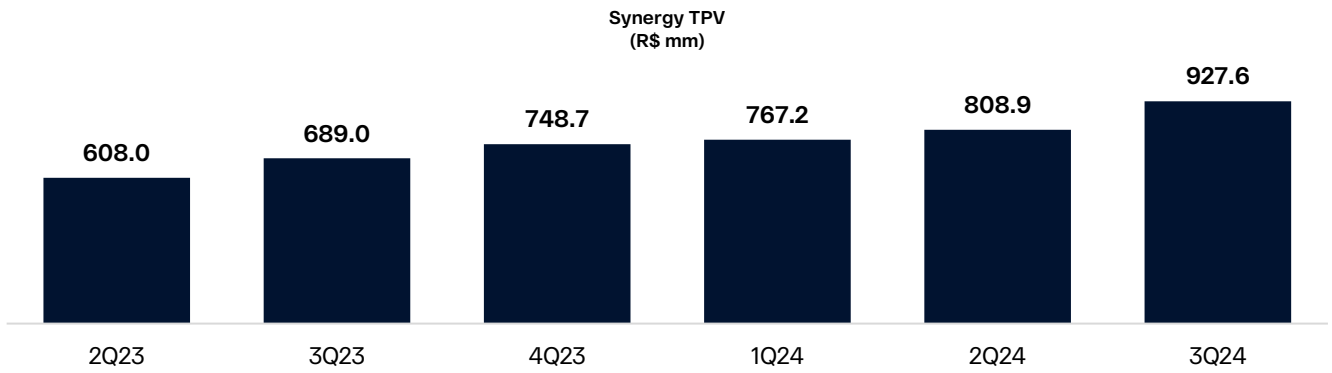


The GMV transacted through LWSA's ecosystem, that is, our clients' Own Stores GMV and the GMV traded on marketplaces via ERP operations and marketplace integrators reached a volume of R\$ **17.4 billion** in 3Q24, a volume **15.9%** higher than in 3Q23.

It is important to point out that in 3Q24 we noticed the growth of **18.0%** vs 3Q23 of sales in our clients' **Own Stores**, which is the most profitable channel for the Company. The pace of growth in this quarter was very much in line with the growth seen in recent quarters.

It is worth noting that the growth in sales in our clients' own stores is due to the solid value proposition of the LWSA ecosystem, which allows retailers to boost their sales across different media and channels on their own through their control panel. This process is supported by our e-learning ecosystem, which aims to give the retailer greater power over marketing efforts.

The TPV of the payment operation grew by **15.7%** in 3Q24 vs 3Q23, reaching **R\$2.0 bi** in the period, as a result particularly of the acceleration to capture synergies across the acquired companies and our payment solution, as shown in the graph below:



## // Summary of Indicators

### // Consolidated

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Net Revenue	349.3	330.1	5.8%	336.0	4.0%	1,005.9	945.5	6.4%
Gross Profit	174.5	145.0	20.3%	160.0	9.0%	487.0	432.1	12.7%
Gross Margin (%)	49.9%	43.9%	6.0 p.p.	47.6%	2.3 p.p.	48.4%	45.7%	2.7 p.p.
EBITDA	67.7	44.9	50.7%	57.8	17.1%	180.7	142.4	26.9%
EBITDA Margin (%)	19.4%	13.6%	5.8 p.p.	17.2%	2.2 p.p.	18.0%	15.1%	2.9 p.p.
Adjusted EBITDA <sup>1</sup>	73.7	54.1	36.2%	65.4	12.7%	200.1	158.2	26.4%
Adjusted EBITDA Margin (%)	21.1%	16.4%	4.7 p.p.	19.5%	1.6 p.p.	19.9%	16.7%	3.2 p.p.
Net Income	16.9	3.9	336.4%	18.3	-7.8%	59.7	(28.6)	308.4%
Net Income Margin (%)	4.8%	1.2%	3.7 p.p.	5.5%	-0.6 p.p.	5.9%	-3.0%	9.0 p.p.
Adjusted Net Income	37.0	24.3	52.7%	42.8	-13.5%	107.0	89.4	19.7%
Adjusted Net Income Margin (%)	10.6%	7.3%	3.3 p.p.	12.7%	-2.1 p.p.	10.6%	9.5%	1.2 p.p.
Capex	28.5	24.0	18.8%	23.6	21.0%	78.6	74.8	5.0%
Capex as a % of Net Revenue (%)	8.2%	7.3%	0.9 p.p.	7.0%	1.1 p.p.	7.8%	7.9%	-0.1 p.p.
Free Cash Flow - After Capex	10.0	65.3	-84.7%	28.7	-65.3%	(2.8)	86.8	-103.2%
Net Debt (Cash)	(460.3)	(1,106.9)	-58.4%	(565.8)	-18.6%	(460.3)	(1,106.9)	-58.4%

<sup>1</sup> Adjusted EBITDA refers to net income (loss) adjusted by the financial result, income tax and social contribution on income, depreciation and amortization costs and expenses, stock option plan expenses. The EBITDA Margin is calculated by dividing EBITDA by Net Operating Revenue. The Adjusted EBITDA Margin is calculated by dividing EBITDA by Net Operating Revenue.

## // Commerce

(R\$ million)

Commerce	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Platform Subscribers (thousand)	191.2	180.2	6.1%	188.4	1.5%	191.2	180.2	6.1%
Ecosystem GMV	17,377.2	14,989.1	15.9%	16,862.4	3.1%	50,121.9	42,021.2	19.3%
Own Store GMV	1,488.5	1,261.3	18.0%	1,348.1	10.4%	4,161.7	3,530.3	17.9%
TPV	1,983.4	1,714.3	15.7%	1,742.9	13.8%	5,474.7	4,750.5	15.2%
Labels issued on the logistic operation (thousand)	5,798	5,335	8.7%	5,665	2.3%	16,756	15,711	6.6%
Invoices GMV on the ERP (R\$ bi)	45.6	35.8	27.4%	40.0	13.8%	122.2	98.9	23.7%
Net Revenue	243.0	224.1	8.5%	230.5	5.5%	690.3	631.8	9.3%
Platform Subscription Net Revenue	116.8	92.8	25.7%	110.8	5.4%	333.5	271.0	23.1%
Ecosystem Net Revenue	126.3	131.2	-3.8%	119.7	5.5%	356.8	360.8	-1.1%
Gross Profit	132.5	110.6	19.7%	120.4	10.0%	366.5	324.8	12.9%
Gross Margin (%)	54.5%	49.4%	5.1 p.p.	52.3%	2.2 p.p.	53.1%	51.4%	1.7 p.p.
EBITDA	46.5	33.9	37.1%	37.0	25.7%	115.2	87.4	31.7%
EBITDA Margin (%)	19.1%	15.1%	4.0 p.p.	16.1%	3.1 p.p.	16.7%	13.8%	2.8 p.p.
Adjusted EBITDA <sup>1</sup>	47.6	34.8	36.9%	41.0	16.3%	121.3	90.0	34.8%
Adjusted EBITDA Margin (%)	19.6%	15.5%	4.1 p.p.	17.8%	1.8 p.p.	17.6%	14.2%	3.3 p.p.

<sup>1</sup> The concept of Adjusted EBITDA is described in the table of consolidated results

## // BeOnline / SaaS

(R\$ million)

BeOnline / SaaS	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Clients EoP - BeOnline / SaaS	393.9	405.3	-2.8%	398.2	-1.1%	393.9	405.3	-2.8%
Net Revenue	106.3	106.0	0.3%	105.5	0.8%	315.6	313.7	0.6%
Gross Profit	42.0	34.4	22.2%	39.6	6.0%	120.5	107.4	12.2%
Gross Margin (%)	39.5%	32.4%	7.1 p.p.	37.5%	2.0 p.p.	38.2%	34.2%	4.0 p.p.
EBITDA	21.2	11.0	92.5%	20.8	2.0%	65.5	54.9	19.2%
EBITDA Margin (%)	19.9%	10.4%	9.6 p.p.	19.7%	0.2 p.p.	20.8%	17.5%	3.2 p.p.
Adjusted EBITDA <sup>1</sup>	26.0	19.3	35.0%	24.4	6.6%	78.8	68.3	15.4%
Adjusted EBITDA Margin (%)	24.5%	18.2%	6.3 p.p.	23.1%	1.3 p.p.	25.0%	21.8%	3.2 p.p.

<sup>1</sup> The concept of Adjusted EBITDA is described in the table of consolidated results

## // Financial Performance

### // Net Operating Revenues

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Commerce	243.0	224.1	8.5%	230.5	5.5%	690.3	631.8	9.3%
<i>Segment share in the consolidated</i>	<i>69.6%</i>	<i>67.9%</i>	<i>1.7 p.p.</i>	<i>68.6%</i>	<i>1.0 p.p.</i>	<i>68.6%</i>	<i>66.8%</i>	<i>1.8 p.p.</i>
BeOnline / SaaS	106.3	106.0	0.3%	105.5	0.8%	315.6	313.7	0.6%
<i>Segment share in the consolidated</i>	<i>30.4%</i>	<i>32.1%</i>	<i>-1.7 p.p.</i>	<i>31.4%</i>	<i>-1.0 p.p.</i>	<i>31.4%</i>	<i>33.2%</i>	<i>-1.8 p.p.</i>
<b>Net Revenue - Consolidated</b>	<b>349.3</b>	<b>330.1</b>	<b>5.8%</b>	<b>336.0</b>	<b>4.0%</b>	<b>1,005.9</b>	<b>945.5</b>	<b>6.4%</b>

In the Commerce segment, Net Operating Revenue increased by 8.5% in 3Q24, from R\$224.1 million in 3Q23 to R\$243.0 million in 3Q24.

As mentioned in previous earnings reports, the operational and commercial restructuring of Squid has impacted the annual growth of both the Commerce segment and the Consolidated results. Excluding the effects of Squid from the annual comparison, Net Revenue from the Commerce segment grew 18.0% vs. 3Q23, showing a rise vs. the annual growth presented in 2Q23.

Platform Subscription Net Revenue grew 25.7% in 3Q24 vs 3Q23, while Ecosystem Net Revenue, impacted by Squid in the annual comparison, fell 3.8% vs 3Q23. Ex Squid, Ecosystem Net Revenue grew 10.6% vs 3Q23.

In comparison with the previous quarter (2Q24), when Squid was already operating on the same comparable basis, growth in the Commerce segment stood at 5.5%.

In this quarter, we highlight the important growth of Wake Commerce (Platform), which grew 26.9% vs. 3Q23.

In the BeOnline/SaaS segment, we continued to discontinue some less profitable operations within the Nextios corporate operation, which naturally led to a year-over-year decrease in Net Revenue (and consequently affected the group's growth when compared to the previous year). Growth was 0.3% compared to 3Q23 and 0.8% compared to the previous quarter (2Q24).

LWSA's Net Revenue totaled R\$349.3 million in 3Q24, representing a 5.8% increase over 3Q23 and a 4.0% increase compared to 2Q24. Excluding the effects of Squid in the annual comparison, growth was 11.7%.



## // Operating Costs and Expenses

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Cost of Services	174.9	185.1	-5.5%	175.9	-0.6%	518.9	513.3	1.1%
% Net Revenue	50.1%	56.1%	-6.0 p.p.	52.4%	-2.3 p.p.	51.6%	54.3%	-2.7 p.p.
Selling Expenses	75.9	68.6	10.7%	75.6	0.4%	221.2	202.4	9.3%
% Net Revenue	21.7%	20.8%	1.0 p.p.	22.5%	-0.8 p.p.	22.0%	21.4%	0.6 p.p.
General and Administrative Expenses	64.7	62.0	4.4%	63.2	2.4%	187.8	184.6	1.7%
% Net Revenue	18.5%	18.8%	-0.3 p.p.	18.8%	-0.3 p.p.	18.7%	19.5%	-0.9 p.p.
Other Operating (Revenues) Expenses	(0.6)	(0.3)	86.4%	(4.5)	-86.2%	(5.8)	(9.0)	-35.4%
% Net Revenue	-0.2%	-0.1%	-0.1 p.p.	-1.3%	1.2 p.p.	-0.6%	-0.9%	0.4 p.p.
<b>Total Operating Cost and Expenses</b>	<b>314.9</b>	<b>315.3</b>	<b>-0.1%</b>	<b>310.2</b>	<b>1.5%</b>	<b>922.1</b>	<b>891.4</b>	<b>3.4%</b>
% Net Revenue	90.1%	95.5%	-5.4 p.p.	92.3%	-2.2 p.p.	91.7%	94.3%	-2.6 p.p.

LWSA's total operating costs and expenses dropped by 0.1% in 3Q24 when compared to the same period in the previous year.

### Cost of Services

The cost of services in 3Q24 was R\$174.9 million, a decrease of 5.5% in the comparison between the two periods, which represented 50.1% of Net Revenue in 3Q24 and 56.1% in 3Q23. This reduction is directly related to the strategy of improving the profitability of the Company's operations in both Commerce and BeOnline / SaaS, as evidenced by the expansion of gross margins in both segments.

### Selling Expenses

Selling expenses, which encompass the marketing and sales teams, as well as the contracted services of the same nature, in 3Q24 amounted to R\$75.9 million, an increase of 10.7% when compared to 3Q23.

The table below shows the share of selling expenses over the segments and consolidated revenue:

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24
<b>Commerce</b>					
Selling Expenses	58.2	50.4	15.4%	56.1	3.7%
% Net Revenue	23.9%	22.5%	1.4 p.p.	24.3%	-0.4 p.p.
<b>BeOnline / SaaS</b>					
Selling Expenses	17.8	18.2	-2.2%	19.5	-9.1%
% Net Revenue	16.7%	17.1%	-0.4 p.p.	18.5%	-1.8 p.p.
<b>Consolidated</b>					
Selling Expenses	75.9	68.6	10.7%	75.6	0.4%
% Net Revenue	21.7%	20.8%	1.0 p.p.	22.5%	-0.8 p.p.

### General and Administrative Expenses

General and administrative expenses, which include teams in administrative areas such as finance, HR, accounting and tax, expenses and outsourced services related to these areas, as well as depreciation and amortization of IFRS 16 assets and PPA, in 3Q24 were R\$64.7 million and R\$62.0 million in the same period of 2023, which represented an increase of 4.4%, lower than the growth in the Company's Net Revenue. This gain in operational leverage was a result of the headcount control implemented in the group with team

optimizations, synergies in service channels and improvement of corporate structures such as the Shared Services Center (CSC) and the Human Resources Department (HR).

## // Gross Profit

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Commerce	132.5	110.6	19.7%	120.4	10.0%	366.5	324.8	12.9%
Margin (%)	54.5%	49.4%	5.1 p.p.	52.3%	2.2 p.p.	53.1%	51.4%	1.7 p.p.
BeOnline / SaaS	42.0	34.4	22.2%	39.6	6.0%	120.5	107.4	12.2%
Margin (%)	39.5%	32.4%	7.1 p.p.	37.5%	2.0 p.p.	38.2%	34.2%	4.0 p.p.
<b>Gross Profit</b>	<b>174.5</b>	<b>145.0</b>	<b>20.3%</b>	<b>160.0</b>	<b>9.0%</b>	<b>487.0</b>	<b>432.1</b>	<b>12.7%</b>
Gross Margin (%)	49.9%	43.9%	6.0 p.p.	47.6%	2.3 p.p.	48.4%	45.7%	2.7 p.p.

Consolidated Gross Profit increased by 20.3% in 3Q24 when compared to 3Q23, reaching R\$174.5 million, with a 6.0 p.p. expansion in the Company's gross margin. In 9M24, growth was 12.7% with an expansion of 2.7 p.p. in the Consolidated Gross Margin. This advance in gross margin is mainly due to the gain in scale and higher efficiency in operations as well as the greater growth in Net Revenue in the Commerce segment, which has a higher gross margin than the BeOnline/SaaS segment.

## // EBITDA and Adjusted EBITDA

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
<b>Net Income (Loss)</b>	<b>16.9</b>	<b>3.9</b>	<b>336.4%</b>	<b>18.3</b>	<b>-7.8%</b>	<b>59.7</b>	<b>(28.6)</b>	<b>308.4%</b>
(+) Net Financial Income	8.5	4.2	101.2%	4.2	102.4%	3.5	84.5	-95.9%
(+) Current Income Tax and Social Contribution	9.0	6.6	35.6%	3.2	179.6%	20.6	(1.8)	1252.9%
(+) Depreciation and Amortization	33.3	30.2	10.3%	32.0	3.9%	96.9	88.3	9.7%
<b>EBITDA</b>	<b>67.7</b>	<b>44.9</b>	<b>50.7%</b>	<b>57.8</b>	<b>17.1%</b>	<b>180.7</b>	<b>142.4</b>	<b>26.9%</b>
(+) Stock Options Plan and Restricted Shares Plan	4.6	5.7	-19.5%	3.1	47.0%	11.2	12.0	-6.6%
(+) M&A Expenses	1.4	3.4	-60.3%	1.9	-29.1%	4.2	3.9	6.2%
(+) Non-Recurring Expenses / Restructuring	0.0	0.0	n/a	2.5	-100.0%	4.1	0.0	n/a
<b>Adjusted EBITDA</b>	<b>73.7</b>	<b>54.1</b>	<b>36.2%</b>	<b>65.4</b>	<b>12.7%</b>	<b>200.1</b>	<b>158.2</b>	<b>26.4%</b>
Adjusted EBITDA Margin (%)	21.1%	16.4%	4.7 p.p.	19.5%	1.6 p.p.	19.9%	16.7%	3.2 p.p.

We continue to deliver profitability gains for the Company and based on the figures presented above, LWSA's Adjusted EBITDA in 3Q24 was R\$73.7 million, 36.2% higher than in 3Q23, with Adjusted EBITDA Margin expanding by 4.7 p.p. in the same period.

Non-recurring expenses are related to the restructuring processes in the acquired company, especially Squid, with a reduction in the number of employees, generating significant severance costs incurred in the operation.

## // Adjusted EBITDA margin by segment

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
<b>Commerce</b>								
Adjusted EBITDA	47.6	34.8	36.9%	41.0	16.3%	121.3	90.0	34.8%
Adjusted EBITDA Margin (%)	19.6%	15.5%	4.1 p.p.	17.8%	1.8 p.p.	17.6%	14.2%	3.3 p.p.
<b>BeOnline / SaaS</b>								
Adjusted EBITDA	26.0	19.3	35.0%	24.4	6.6%	78.8	68.3	15.4%
Adjusted EBITDA Margin (%)	24.5%	18.2%	6.3 p.p.	23.1%	1.3 p.p.	25.0%	21.8%	3.2 p.p.
<b>Consolidated</b>								
Adjusted EBITDA	<b>73.7</b>	<b>54.1</b>	<b>36.2%</b>	<b>65.4</b>	<b>12.7%</b>	<b>200.1</b>	<b>158.2</b>	<b>26.4%</b>
Adjusted EBITDA Margin (%)	21.1%	16.4%	4.7 p.p.	19.5%	1.6 p.p.	19.9%	16.7%	3.2 p.p.

The Adjusted EBITDA margin of the Commerce segment expanded by 4.1 p.p. compared to 3Q23 and 1.8 p.p. compared to 2Q24.

In the BeOnline/SaaS segment, in the first nine months of 2024, the Adjusted EBITDA margin remained at 25%, as aligned at the beginning of 2024.

## // Financial Result

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Financial revenues	15.4	40.8	-62.3%	26.0	-40.9%	76.1	124.7	-39.0%
Financial expenses	(23.9)	(45.0)	-46.9%	(30.3)	-21.0%	(79.6)	(209.2)	-61.9%
<b>Net financial income (expenses)</b>	<b>(8.5)</b>	<b>(4.2)</b>	<b>101.2%</b>	<b>(4.2)</b>	<b>102.4%</b>	<b>(3.5)</b>	<b>(84.5)</b>	<b>-95.9%</b>

Net financial result in 3Q24 was an expense of R\$8.5 million. In terms of financial expenses, we would like to highlight the following points:

- (i) Recalculation of the fair value of Earnouts, which totaled R\$7.5 million in 3Q24, related to the AVP of the remaining balance to be paid in April/25;
- (ii) The expense of R\$ 10.5 million resulting from the advance of receivables in the payment operations, the modality chosen by the Company to finance the working capital necessary for the payment operations. The mentioned value as a percentage of TPV went from 0.86% in 3Q23 to 0.53% in 3Q24;
- (iii) Lower financial income related to the allocation of the Company's cash, mainly due to the reduction in the cash balance resulting from the payment of earnouts (2Q24) and the share buyback program that consumed R\$152.6 million in the last nine months.

## // Effective Tax Rate

(R\$ million)

LWSA	9M24	9M23
<b>Income (loss) before income taxes</b>	<b>80.3</b>	<b>(30.4)</b>
Combined statutory rate of 34%	34%	34%
<b>Income taxes at a combined statutory rate of 34%</b>	<b>(27.3)</b>	<b>10.3</b>
Adjustments to the effective rate		
Effect of stock options plan expenses	(1.9)	(1.6)
Deferred tax from previous years and not accounted for (tax loss)	(5.6)	(4.4)
Tax benefit from Lei do Bem	14.1	0.0
Others	0.1	(2.5)
<b>Income taxes in the statements of operations</b>	<b>(20.6)</b>	<b>1.8</b>
<b>Effective rate</b>	<b>25.7%</b>	<b>5.9%</b>

The effective income tax rate in 9M24, mainly favored by the 'Lei do Bem' (The R&D Incentive Law), was 25.7%.

## // Net Income

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
<b>Net income</b>	<b>16.9</b>	<b>3.9</b>	<b>336.4%</b>	<b>18.3</b>	<b>-7.8%</b>	<b>59.7</b>	<b>(28.6)</b>	<b>308.4%</b>
(+) Stock Options Plan and Restricted Shares Plan	4.6	5.7	-19.5%	3.1	47.0%	11.2	12.0	-6.6%
(+) Intangible amortization	9.7	9.9	-2.6%	10.0	-3.0%	29.7	29.9	-0.8%
(+) Adjustment of Acquisition Earnout	7.5	22.2	-66.2%	14.0	-46.4%	28.6	146.6	-80.5%
(+) Deferred Income Tax and Social Contribution	(1.6)	(17.4)	-90.6%	(2.6)	-37.7%	(22.1)	(70.5)	-68.7%
<b>Adjusted net income</b>	<b>37.0</b>	<b>24.3</b>	<b>52.7%</b>	<b>42.8</b>	<b>-13.5%</b>	<b>107.0</b>	<b>89.4</b>	<b>19.7%</b>

Based on the figures presented above, LWSA's Net Income in 3Q24 was R\$16.9 million, up 336.4% vs 3Q23. In 9M24, the Company's Net Income was R\$59.7 million.

Adjusting Net Income for the effects of Stock Options Plans, Amortization of PPA Intangibles and Acquisition Earnout Adjustments, in addition to Deferred Income Tax and Social Contribution, Adjusted Net Income for 3Q24 was R\$37.0 million, 52.7% higher than 3Q23.

## // Indebtedness / Cash Position

(R\$ million)

LWSA	3Q24	2T24	3Q23
<b>Bank Gross Debt</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>
(-) Cash and cash equivalents	(460.3)	(565.8)	(1,107.0)
<b>Net debt (cash) (ex lease liability)</b>	<b>(460.3)</b>	<b>(565.8)</b>	<b>(1,106.9)</b>
(+) Lease liability <sup>1</sup>	70.7	73.2	70.0
<b>Net debt (cash)</b>	<b>(389.6)</b>	<b>(492.7)</b>	<b>(1,037.0)</b>
(-) Earnouts	235.9	228.4	635.2
<b>Net debt (cash) of Earnouts</b>	<b>(153.7)</b>	<b>(264.3)</b>	<b>(401.7)</b>

<sup>1</sup> Lease liability refers to the adoption of CPC 06(R2)/IFRS 16 as of January 1, 2019

Due primarily to the R\$111 million share buyback program executed in 3Q24, the Company's cash balance decreased from R\$565.8 million in 2Q24 to R\$460.3 million in 3Q24. Excluding the remaining balance of Earnouts, the net cash balance is R\$153.7 million.

## // Cash Flow

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
<b>Income (loss) before income taxes</b>	<b>25.9</b>	<b>10.5</b>	<b>146.3%</b>	<b>21.5</b>	<b>20.2%</b>	<b>80.3</b>	<b>(30.4)</b>	<b>363.9%</b>
Items that do not affect cash	47.6	58.2	-18.3%	50.1	-5.0%	137.8	251.3	-45.2%
Variations in working capital <sup>1</sup>	(35.0)	20.6	-269.7%	(19.4)	80.6%	(142.3)	(59.2)	140.4%
<b>Net cash provided by operating activities (A)</b>	<b>38.5</b>	<b>89.3</b>	<b>-56.9%</b>	<b>52.2</b>	<b>-26.3%</b>	<b>75.8</b>	<b>161.7</b>	<b>-53.1%</b>
Capex for permanent assets	(6.5)	(3.8)	68.2%	(3.5)	83.9%	(20.2)	(20.2)	-0.1%
Capex for development	(22.1)	(20.2)	9.4%	(20.1)	10.0%	(58.4)	(54.6)	7.0%
<b>Free Cash Flow - After Capex</b>	<b>10.0</b>	<b>65.3</b>	<b>-84.7%</b>	<b>28.7</b>	<b>-65.3%</b>	<b>(2.8)</b>	<b>86.8</b>	<b>-103.2%</b>
Acquisition	0.0	(12.9)	-100.0%	(551.5)	-100.0%	(557.4)	(366.6)	52.0%
Other Investments	0.0	(0.9)	-100.0%	(1.1)	-100.0%	(1.1)	(4.5)	-75.6%
<b>Net cash provided by investment activities (B)</b>	<b>(28.5)</b>	<b>(37.8)</b>	<b>-24.6%</b>	<b>(576.2)</b>	<b>-95.1%</b>	<b>(637.1)</b>	<b>(445.9)</b>	<b>42.9%</b>
Loan and financing	(0.0)	(0.1)	-88.2%	(0.0)	-45.5%	(0.1)	(0.4)	-82.4%
Commercial lease	(4.9)	(4.5)	10.3%	(4.9)	1.0%	(14.7)	(13.5)	9.3%
Share Buyback / Dividends / Others	(110.5)	0.0	n/a	(31.6)	249.4%	(151.9)	(43.1)	252.2%
<b>Net cash provided by financing activities (C)</b>	<b>(115.5)</b>	<b>(4.5)</b>	<b>2452.3%</b>	<b>(36.5)</b>	<b>216.1%</b>	<b>(166.7)</b>	<b>(56.9)</b>	<b>192.7%</b>
<b>Net increase (decrease) in cash and cash equivalents (A + B + C)</b>	<b>(105.5)</b>	<b>47.0</b>	<b>-324.7%</b>	<b>(560.5)</b>	<b>-81.2%</b>	<b>(727.9)</b>	<b>(341.2)</b>	<b>113.3%</b>

<sup>1</sup> In the Working Capital variation, we recorded the payment of R\$26.1 million related to income tax and social contribution paid in 3Q24 and R\$62.5 million in 9M24

Net cash from operations totaled R\$38.5 million in 3Q24, while free cash flow after Capex stood at R\$10.0 million in the quarter.

It is important to highlight that, in the working capital line, in 3Q24 we had a disbursement of R\$26.1 million for income tax and social security contributions (R\$62.5 million in 9M24).

It is worth noting that in August 2024, we initiated a process to simplify our organizational structure. This will enable us to realize tax benefits associated with goodwill from these acquisitions, totaling R\$2.3 billion. This restructuring is expected to generate a tax asset of approximately R\$800 million, which will be amortized over the coming years.

Additionally, the payment of significant earnouts and a substantial share buyback program reduced our average cash investment from R\$1,126.3 million in 1Q24 to R\$460.3 million in 3Q24, consequently lowering financial revenue from these investments.

## // Cash Generation (Adjusted EBITDA - Capex)

(R\$ million)

LWSA	3Q24	3Q23	vs 3Q23	2Q24	vs 2Q24	9M24	9M23	vs 9M23
Adjusted EBITDA	73.7	54.1	36.2%	65.4	12.7%	200.1	158.2	26.4%
Capex	28.5	24.0	18.8%	23.6	21.0%	78.6	74.8	5.0%
<b>Cash Generation (R\$ M)</b>	<b>45.2</b>	<b>30.1</b>	<b>50.1%</b>	<b>41.8</b>	<b>7.9%</b>	<b>121.5</b>	<b>83.4</b>	<b>45.6%</b>
Cash conversion (%)	61.3%	55.6%	5.7 p.p.	64.0%	-2.7 p.p.	60.7%	52.7%	8.0 p.p.
Capex as a % of Net Revenue	8.2%	7.3%	0.9 p.p.	7.0%	1.1 p.p.	7.8%	7.9%	-0.1 p.p.

The Company's cash generation, measured by Adjusted EBITDA minus Capex, increased from R\$30.1 million in 3Q23 to R\$45.2 million in 3Q24, with growth of 50.1% in the quarter.

## // ATTACHMENT I - INCOME STATEMENT

Income Statement (in R\$ million)	3Q23	3Q24	9M23	9M24
<b>NET REVENUE</b>	<b>330.1</b>	<b>349.3</b>	<b>945.5</b>	<b>1,005.9</b>
Cost of Services	(185.1)	(174.9)	(513.3)	(518.9)
<b>GROSS PROFIT</b>	<b>145.0</b>	<b>174.5</b>	<b>432.1</b>	<b>487.0</b>
<b>Operating income (expenses)</b>	<b>(130.3)</b>	<b>(140.0)</b>	<b>(378.1)</b>	<b>(403.2)</b>
Selling expenses	(68.6)	(75.9)	(202.4)	(221.2)
General and administrative expenses	(62.0)	(64.7)	(184.6)	(187.8)
Other operating income (expenses), net	0.3	0.6	9.0	5.8
<b>Income before financial results and income taxes</b>	<b>14.8</b>	<b>34.4</b>	<b>54.1</b>	<b>83.8</b>
<b>FINANCIAL RESULT</b>	<b>(4.2)</b>	<b>(8.5)</b>	<b>(84.5)</b>	<b>(3.5)</b>
Financial income	40.8	15.4	124.7	76.1
Financial expenses	(45.0)	(23.9)	(209.2)	(79.6)
<b>Income (loss) before income taxes</b>	<b>10.5</b>	<b>25.9</b>	<b>(30.4)</b>	<b>80.3</b>
<b>Income Taxes</b>	<b>(6.6)</b>	<b>(9.0)</b>	<b>1.8</b>	<b>(20.6)</b>
Current income taxes	(24.1)	(10.7)	(68.7)	(42.7)
Deferred income taxes	17.4	1.6	70.5	22.1
<b>Net income (loss)</b>	<b>3.9</b>	<b>16.9</b>	<b>(28.6)</b>	<b>59.7</b>

\* Selling Expenses also consider the amount of the "impairment loss", which is open in the Income Statement.

## // ATTACHMENT II - INCOME STATEMENT BeOnline/SaaS

<b>DEMONSTRAÇÕES DO RESULTADO</b> (em R\$ milhões)	<b>3Q23</b>	<b>3Q24</b>	<b>9M23</b>	<b>9M24</b>
<b>RECEITA OPERACIONAL LÍQUIDA</b>	<b>106.0</b>	<b>106.3</b>	<b>313.7</b>	<b>315.6</b>
Custo dos serviços prestados	(71.7)	(64.3)	(206.3)	(195.1)
<b>LUCRO BRUTO</b>	<b>34.4</b>	<b>42.0</b>	<b>107.4</b>	<b>120.5</b>
<b>RECEITAS (DESPESAS) OPERACIONAIS</b>	<b>(43.8)</b>	<b>(41.1)</b>	<b>(113.6)</b>	<b>(115.9)</b>
Com vendas	(18.2)	(17.8)	(51.8)	(53.7)
Gerais e administrativas	(26.1)	(23.6)	(68.4)	(62.6)
Outras receitas (despesas) operacionais, líquidas	0.4	0.2	6.6	0.4
<b>LUCRO ANTES DO RESULTADO FINANCEIRO, IMPOSTO DE RENDA E CONTRIBUIÇÃO SOCIAL</b>	<b>(9.4)</b>	<b>0.9</b>	<b>(6.2)</b>	<b>4.6</b>
Despesas de depreciação e amortização	20.5	<b>20.3</b>	61.1	60.9
<b>EBITDA</b>	<b>11.0</b>	<b>21.2</b>	<b>54.9</b>	<b>65.5</b>

\* Selling Expenses also consider the amount of the "impairment loss", which is open in the Income Statement.



## // ATTACHMENT III - INCOME STATEMENT Commerce

Income Statement (in R\$ million)	3Q23	3Q24	9M23	9M24
<b>NET REVENUE</b>	<b>224.1</b>	<b>243.0</b>	<b>631.8</b>	<b>690.3</b>
Cost of Services	(113.4)	(110.6)	(307.0)	(323.8)
<b>GROSS PROFIT</b>	<b>110.6</b>	<b>132.5</b>	<b>324.8</b>	<b>366.5</b>
<b>Operating income (expenses)</b>	<b>(86.4)</b>	<b>(98.9)</b>	<b>(264.5)</b>	<b>(287.3)</b>
Selling expenses	(50.4)	(58.2)	(150.6)	(167.5)
General and administrative expenses	(35.9)	(41.2)	(116.2)	(125.2)
Other operating income (expenses), net	(0.1)	0.4	2.4	5.4
<b>Income before financial results and income taxes</b>	<b>24.2</b>	<b>33.6</b>	<b>60.3</b>	<b>79.2</b>
Depreciation and amortization	<b>9.7</b>	<b>12.9</b>	27.2	36.0
<b>EBITDA</b>	<b>33.9</b>	<b>46.5</b>	<b>87.4</b>	<b>115.2</b>

\* Selling Expenses also consider the amount of the "impairment loss", which is open in the Income Statement.

## // ATTACHMENT IV - Consolidated Balance Sheet

	4Q23	2Q24	3Q24
	31/12/2023	30/06/2024	30/09/2024
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash and cash equivalents	1,188.2	565.8	460.3
Restricted cash	-	-	-
Accounts receivable	707.6	771.8	771.7
Taxes recoverable	4.0	3.7	3.5
Income tax and social contribution to be recovered	23.3	38.1	42.2
Derivatives	-	2.7	0.9
Other assets	27.3	39.4	47.1
<b>Total current assets</b>	<b>1,950.4</b>	<b>1,421.4</b>	<b>1,325.8</b>
<b>Non-current assets</b>			
Marketable Securities	16.6	18.8	18.6
Restricted cash			
Judicial deposits	0.5	0.5	0.6
Other assets	8.3	9.8	12.0
Deferred income taxes	182.8	203.2	205.7
Investments	-	-	-
Property and equipment	89.4	82.1	81.5
Right of Use Assets	68.2	63.5	60.9
Intangible assets	2,288.1	2,288.2	2,288.9
<b>Total non-current assets</b>	<b>2,654.0</b>	<b>2,666.0</b>	<b>2,668.1</b>
<b>Total assets</b>	<b>4,604.4</b>	<b>4,087.4</b>	<b>3,993.9</b>

## // ATTACHMENT IV - Consolidated Balance Sheet

	4Q23	2Q24	3Q24
<b>Liabilities and Equity</b>	31/12/2023	30/06/2024	30/09/2024
<b>Current liabilities</b>			
Suppliers	45.6	28.6	35.9
Loans and financing	0.1	0.0	0.0
Lease liability	13.7	12.8	12.9
Salaries and related charges	108.4	100.8	97.7
Income tax and social contribution payable	-	-	-
Other taxes payable	14.5	19.0	15.6
Deferred revenue	94.7	95.6	102.1
Payables to clients	559.7	594.5	575.9
Interest on shareholders' equity and dividends payable	0.0	0.0	0.0
Taxes in installments	3.1	3.4	3.1
	-	-	-
Accounts payable to former shareholders	575.1	189.4	188.8
Other liabilities	26.8	23.2	25.5
	<b>1,441.6</b>	<b>1,067.2</b>	<b>1,057.4</b>
<b>Loans and financing</b>			
Deferred revenue	-	-	-
Deferred revenue	3.0	1.3	1.2
Provision for legal proceedings	6.2	6.1	7.8
Accounts payable to former shareholders	186.1	39.0	47.1
Lease liability	63.7	60.3	57.8
Taxes in installments	14.3	13.3	12.8
Deferred income tax and social contribution	6.0	6.8	7.1
Other liabilities	1.5	1.6	2.0
	<b>280.7</b>	<b>128.5</b>	<b>135.7</b>
<b>EQUITY</b>			
Capital Stock	2,940.1	2,868.3	2,868.3
Shares held in Treasury	(63.2)	(104.6)	(58.0)
Capital reserves	77.1	83.4	(157.1)
Earning reserves	-	-	87.3
Asset valuation adjustment	-	1.8	0.6
Earnings of the period	(71.9)	42.8	59.7
	<b>2,882.1</b>	<b>2,891.7</b>	<b>2,800.8</b>
<b>Total liabilities and equity</b>	<b>4,604.4</b>	<b>4,087.4</b>	<b>3,993.9</b>

## // ATTACHMENT V - Cash Flow

Cash Flow (R\$ mln)	3Q23	3Q24	9M23	9M24
<b>Net Cash provided by operating activities</b>				
Income (loss) before income taxes	10,518	25,902	(30,432)	80,307
Items that do not affect cash	58,182	47,553	251,273	137,795
Variations in working capital	20,615	(34,980)	(59,175)	(142,264)
<b>Net cash provided by operating activities</b>	<b>89,315</b>	<b>38,475</b>	<b>161,666</b>	<b>75,838</b>
<b>Net cash provided by investment activities</b>				
Purchase of property and equipment	(3,837)	(6,452)	(20,186)	(20,160)
Accounts payable for acquisition of equity interest	(13,100)	-	(366,824)	(557,328)
Acquisition of subsidiaries, net of cash acquired	-	-	-	(55)
	199	-	199	
Restricted Financial Application	(749)	-	(4,499)	(1,100)
Acquisition and development of intangible assets	(20,162)	(22,059)	(54,633)	(58,436)
	(187)	-		-
<b>Net cash provided by investment activities</b>	<b>(37,836)</b>	<b>(28,511)</b>	<b>(445,943)</b>	<b>(637,079)</b>
<b>Net cash provided by investment activities</b>				
<b>Net cash provided by investment activities</b>	<b>(4,524)</b>	<b>(115,463)</b>	<b>(56,938)</b>	<b>(166,650)</b>
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>46,955</b>	<b>(105,499)</b>	<b>(341,215)</b>	<b>(727,891)</b>
Cash and cash equivalents at beginning of the year	1,060,061	565,831	1,448,231	1,188,223
Cash and cash equivalents at end of the year	1,107,016	460,331	1,107,016	460,331
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>46,955</b>	<b>(105,500)</b>	<b>(341,215)</b>	<b>(727,892)</b>