



EARNINGS CONFERENCE CALL 4Q24

March 27, 2025



DISCLAIMER

Statements contained in this presentation that are related to business prospects and projections about operating and financial performance are internal beliefs and estimates based on the Company's administration expectation of future results. These expectations are subject to uncertainties, therefore, they may or may not occur especially when considering the effects of the domestic economy, the challenges faced by the sector, among other risk factors that could substantially influence our actual results.

The purpose of these statements is to reflect our expectations for expansion and the strategic actions that guide our decisions. So, it should not be considered as guarantees of future performance.

AGENDA – EARNINGS VIDEOCONFERENCE 4Q24

- 1 HIGHLIGHTS
- 2 OPERATING AND FINANCIALS INDICATORS
- 3 Q&A

AGENDA – EARNINGS VIDEOCONFERENCE 4Q24

1 HIGHLIGHTS

2 OPERATING AND FINANCIALS INDICATORS

3 Q&A

ALLIED'S ECOSYSTEM

Strategic positioning as a market enabler to provide flexibility to players in the segment

Digital Retail & Strategic Partnership

MOB
COM



ny bank

iPhone
Pra
Sempre

B&M Retail 113 Stores

SAMSUNG

trocafy

Distribution Brazil e LatAm

acer



SAMSUNG

logitech®



Lenovo



9%
smartphones
Market share¹



12%
videogames
Market share¹



6%
notebooks
Market share¹

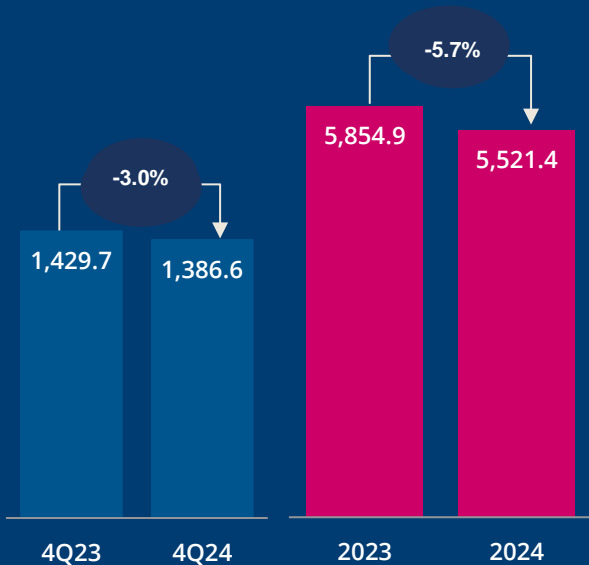
Notes: (1) Marketshare measured in volume of products sold. January and March 2024 period.

4Q24 HIGHLIGHTS

Strong performance in recurring net income in 2024

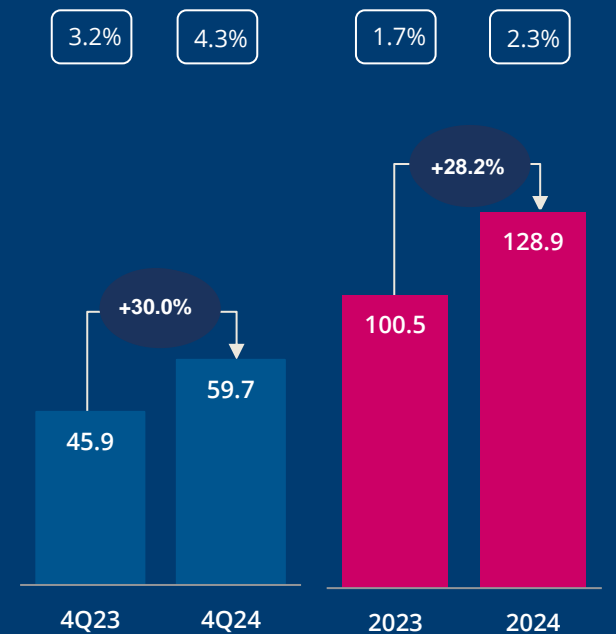
Net Revenue

R\$ MM



Adjusted Net Profit¹

R\$ MM and % Net Revenue



Earnings 2024

R\$ 190 million in interest on equity paid to our shareholders throughout 2024

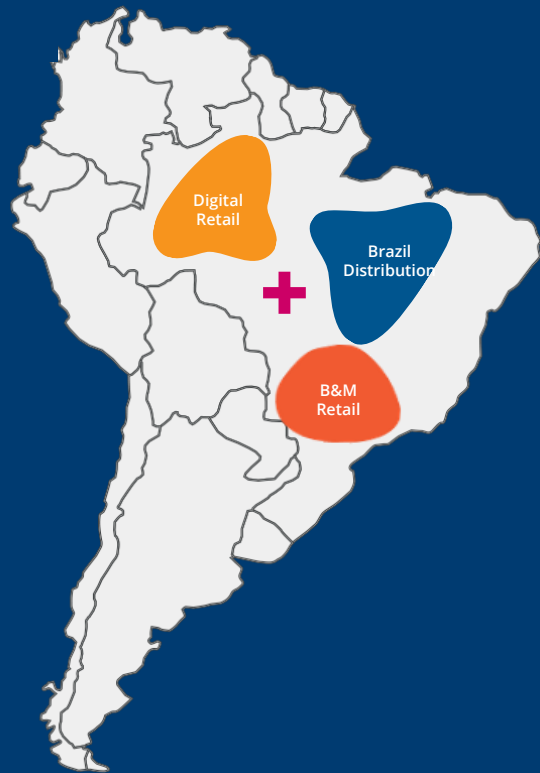
30.7% Dividend Yield

R\$ 122 million in interest on equity to be paid in 2025

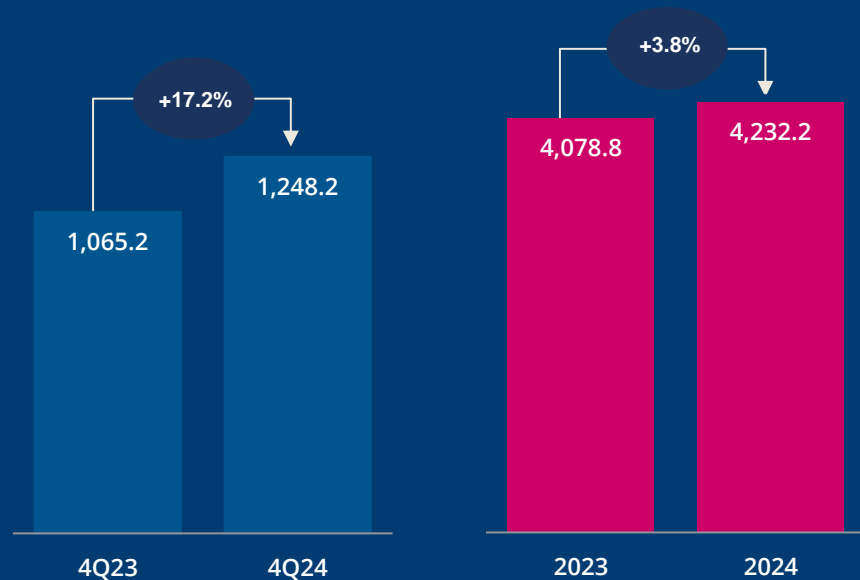
¹Adjusted for non-recurring effects

NET REVENUE BRASIL

Operations in Brazil had a strong performance in 4Q24 and ended 2024 with growth of 3.8%



Brazil Net Revenue
R\$ MM



4Q24 AND 2024 HIGHLIGHTS | Distribution

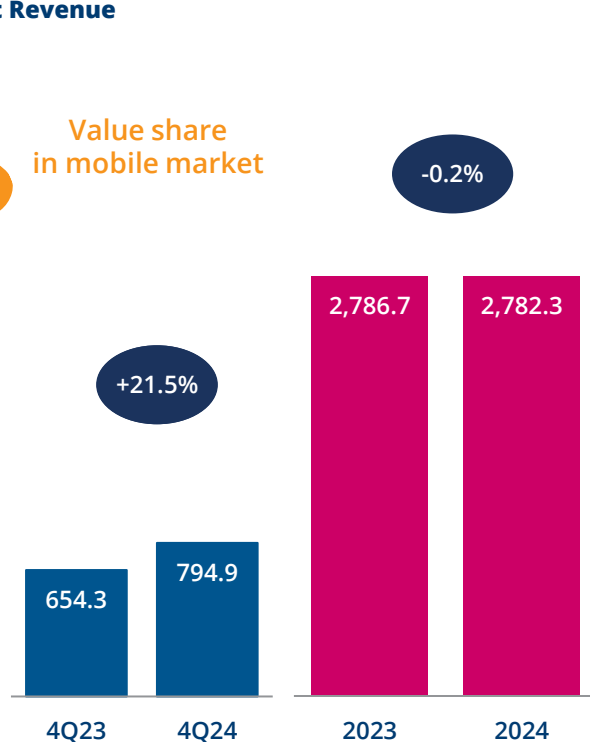
Market share gain in value in Brazil Distribution and R\$ 1.3 billion in International Distribution

BRAZIL Net Revenue

R\$ MM

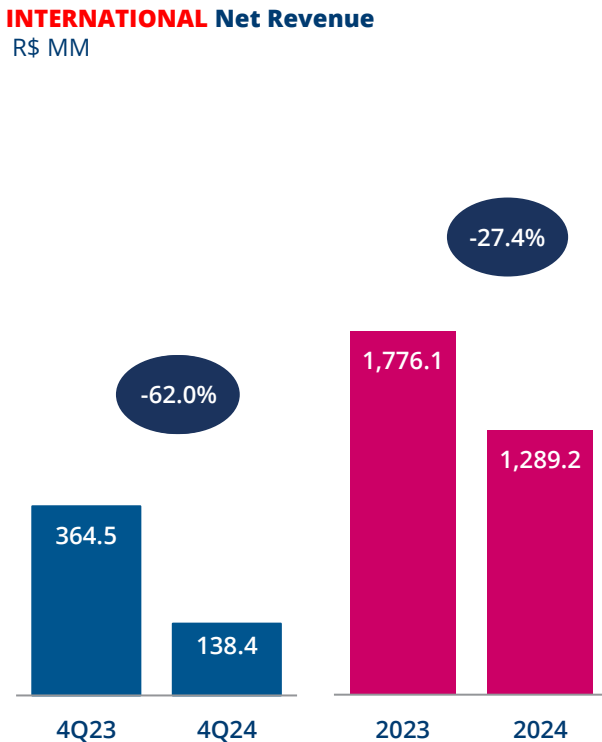
+0.9
Point
Percentage

Value share
in mobile market



INTERNATIONAL Net Revenue

R\$ MM



4Q24 AND 2024 HIGHLIGHTS | Digital Retail

In 2024 we continue to expand our value alliances

iPhone
Pra
Sempre

+6.8%

Revenue Growth in the Iphone pra Sempre program of 6.8% in 2024

nu
bank

nu

Beginning of the Partnership with Nubank

MOB
COM

8%

HP Store: In the initial phase it already represents 8% of the Marketplace channel



1 MM

New McAfee and Microsoft license partnerships started in 2024 exceeded 166 thousand units sold and we reached the mark of 1 MM of cell phone lines

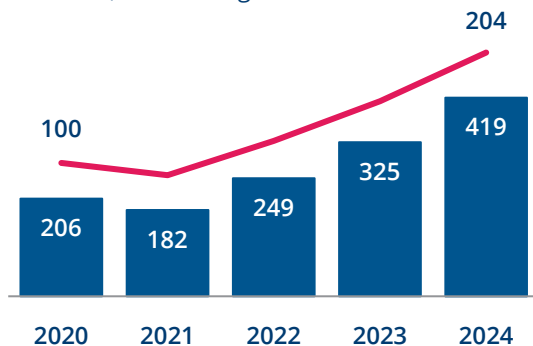
4Q24 AND 2024 HIGHLIGHTS | B&M Retail

Results of the increased profitability strategy

Revenue Performance

Average monthly net revenue

R\$ thousand; POS average 2020 = 100-basis



R\$ 559M

Net Revenue (2024)

+13.3%

Net Revenue (2024 vs. 2023)

Competitive Differentials

+17%

Same Store Sales (2024 versus 2023)

+50%

More than half of cell phones are sold with wearables (2024)

190%

Accessories Attachment Rate (2024)

3X

Sales of Tablets and Notebooks triple versus 2023

2024 PRIORITIES



INTERNATIONAL

Geographic expansion
Portfolio expansion



trocafy

Geographic expansion
New product categories



B2B

New products and services



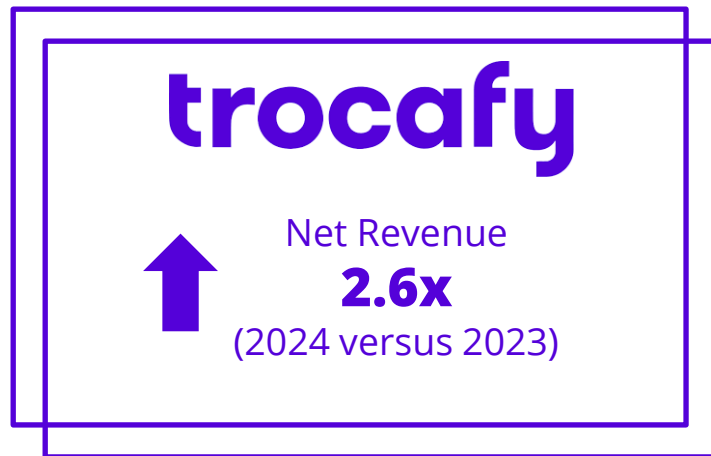
B2C PARTNERSHIPS

Expertise to operate strategic
programs

4Q24 AND 2024 HIGHLIGHTS | Trocafy

Great advances in 2024 on the Sales and Purchasing used devices fronts

Sales Performance



Multichannel

3P

magalu



1P

trocafy

Kiosk



Scope of Purchasing used devices



iPhone
Pra
Sempre

**We partner with the main
companies for premium cell
phone trade-in in Brazil**

STRATEGIC PARTNERSHIPS | SHOPPING NU

Allied is responsible for operating the program, from app development, purchase and manage inventory to product delivery to the end customer.

Shopping do Nubank: como garantir condições especiais no app para adquirir os modelos iPhone 16 e iPhone 16 Pro

Os clientes das experiências Nubank Ultravioleta e Nubank+ têm vantagens para adquirir, durante a pré-venda, os modelos iPhone 16 e iPhone 16 Pro à vista. Clientes do Nubank também terão condições especiais no lançamento.



Shopping do Nubank

4 minutos de leitura

Por: [Rodrigo Nubank](#)

16 Set 2024 | Atualizado 27 Set 2024



iPhone 15

Tão mágico.
Tão dinâmico.
Em até 24x.

Comprar agora



ALLIED HIGHLIGHTS - 2024

Allied is the leading electronics distribution company in the country

Figures for 2024

R\$6.4bi

Gross
income

R\$221mi

Adjusted
EBITDA¹

R\$129mi

Net Income
Adjusted¹

113

Stores

4

Distribution
centers

6.2mi

Products
Sold

513mil

B2C Deliveries

17%

SSS

1.1mil

Employees

Notes: Adjusted result for 2024 excludes (i) contingencies and provisions related to discontinued operations; (ii) impact of tax credits related to the exclusion of ICMS-ST in the PIS and COFINS calculation basis from 2012 to 2023; (iii) impact with estimated credit loss from the deterioration of the customer solvency scenario of the Distribuição Brasil channel. More details can be found in the "Financial Performance - Operating Expenses" section of the 4Q24 Management Report.

AGENDA – EARNINGS VIDEOCONFERENCE 4Q24

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FINANCIAL HIGHLIGHTS

Interest on
own capital

R\$ 190
MM

Paid in 2024

Operating
Cash Flow

R\$ 264
MM

(4Q24)

Tax
Credit¹

R\$ 245
MM

in monetization

Net
Debt





R\$ 82
MM

0.4x EBITDA

(1) Tax credit derived from the final decision on the case concerning the exclusion of ICMS from the PIS and COFINS calculation base.

EVOLUTION OF FINANCIAL INDICATORS

Relevant results with delivery of net income in another consecutive quarter in the face of an increasingly challenging scenario

	 Net Revenue	 Gross profit	 Accounting EBITDA	 Accounting Net Income
4Q/2024 vs 4Q/2023	R\$ 1,386.6MM -3.0% y/y	R\$ 177.3MM +1.1% y/y 12.8%¹ NR +0.5 p.p. y/y	R\$ 54.1MM -39.2% y/y 3.9%¹ NR -2.3 p.p. y/y	R\$ 59.7 MM -14.4% y/y 4.3%¹ NR -0.6 p.p. y/y
2024 vs 2023	R\$ 5,521.4MM -5.7% y/y	R\$ 657.5MM -3.1% y/y 11.9%¹ NR +0.3 p.p. y/y	R\$ 241.7MM -14.1% y/y 4.4%¹ NR -0.4 p.p. y/y	R\$ 145.5 MM +18.9% y/y 2.6%¹ NR +0,5 p.p. y/y

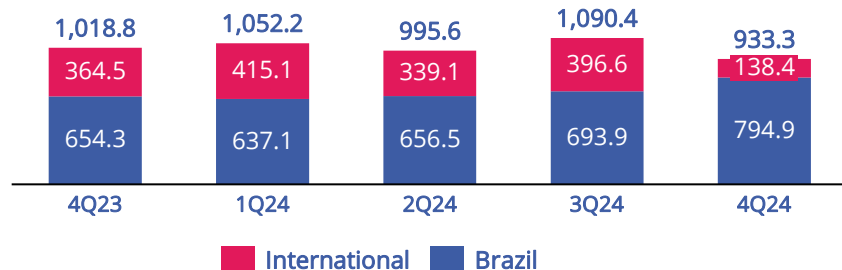
¹ Calculated on Net Revenue

EVOLUTION OF FINANCIAL INDICATORS | DISTRIBUTION

Distribution Brazil grew 21.5% 4Q24 vs 4Q23, with the best performance in the last 5 quarters

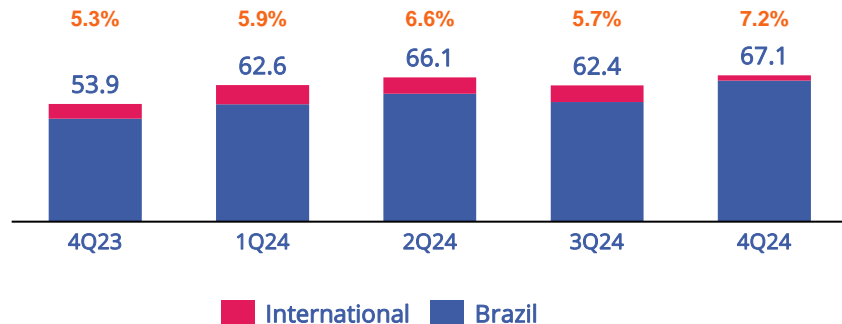
Net Revenue

(R\$ million)



Gross profit

(R\$ million and % Net Revenue)



BRAZIL DISTRIBUTION

- Growth in 4Q24 of 21.5% in a sustainable way both in customer diversification and in the representativeness of manufacturers.
- In the year, revenue stabilization in a market with retraction throughout 2024

+21.5%
4T24 X 3T24

INTERNATIONAL DISTRIBUTION

- Despite the challenging scenario due to the devaluation of Latin American currencies against the dollar, Allied maintained the relevance of the business without deterioration in gross margin.

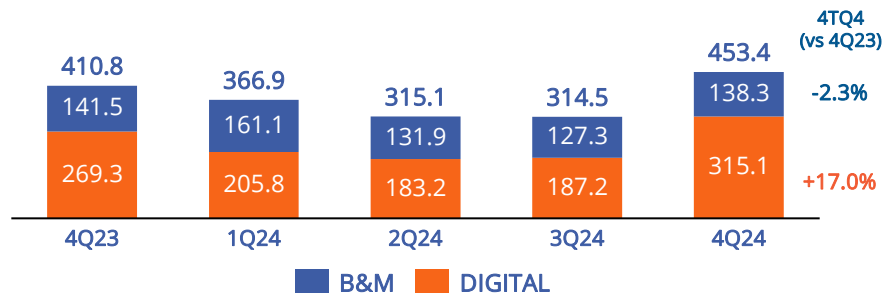
Profitability
and Relevance

EVOLUTION OF FINANCIAL INDICATORS | RETAIL

Strong growth in B&M and Digital Retail and the beginning of a new strategic partnership

Net Revenue

(R\$ million)



Gross profit

(R\$ million and % Net Revenue)



DIGITAL RETAIL

- +28% growth of Mobcom in 4Q24 x 4Q23
- +30% growth of Trocafy 4Q24 x 4Q23
- Partnership with Apple and Nubank starting Sept/24

Net Revenue
+12% YoY

B&M RETAIL

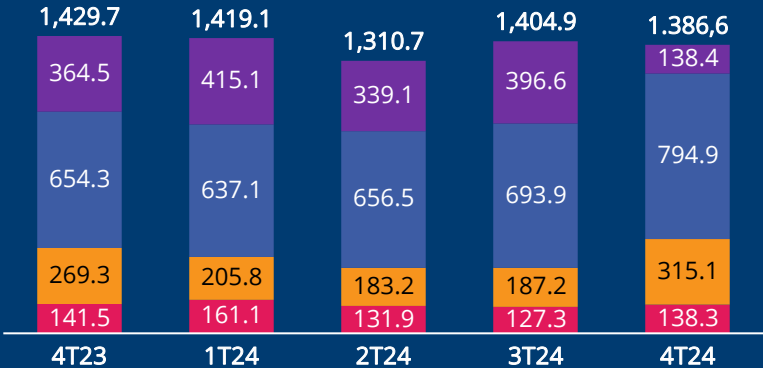
- We tripled the revenue of notebooks and tablets in the year
- We've doubled revenue per store since the end of the pandemic
- +25% wearables sales 2024 x 2023

SSS
+17% YoY

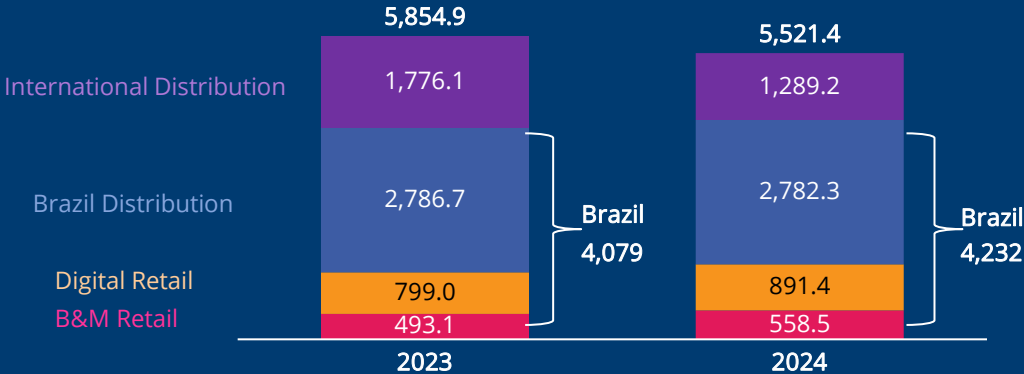
NET REVENUE AND GROSS MARGIN BY CHANNEL

Net revenue from the business in Brazil grows 17.2% (4Q24 vs 4Q23) and generated +R\$ 6MM in gross profit in the same period

Net Revenue by Quarter (R\$ millions)



Year-to-Date Net Revenue (R\$ millions)



Gross Margin (% Net Revenue)	4Q23	1Q24	2Q24	3Q24	4Q24
International	1.9%	2.1%	2.2%	1.9%	1.8%
Brazil	7.2%	8.5%	8.9%	7.9%	8.1%
Total Distribution	5.3%	5.9%	6.6%	5.7%	7.2%
Retail (B&M + Digital)	29.5%	28.7%	30.0%	28.4%	24.3%
Total	12.3%	11.8%	12.3%	10.8%	12.8%

Gross Profit (R\$ Millions)	4Q23	1Q24	2Q24	3Q24	4Q24
International	6.8	8.7	7.5	7.5	2.5
Brazil	47.2	53.9	58.6	54.9	64.6
Total Distribution	53.9	62.6	66.1	62.4	67.1
Retail (B&M + Digital)	121.3	105.4	94.6	89.2	110.2
Total	175.3	167.9	160.7	151.6	177.3

OPERATING PROFITABILITY AND FINANCIAL RESULT

Constant management of expenses and especially cash flow in a scenario of high interest rates

Selling Expenses:

- Mostly related to the Retail business, which grew 17% quarter on quarter, but Consolidated expense remained the same (R\$ 102 MM).

General and Administrative Expenses:

Growth of R\$ 1MM 4Q24 X 3Q23, which corresponds to 3%, lower than the inflation of the period.

Adjusted Operating Expenses
(% Net Revenue)

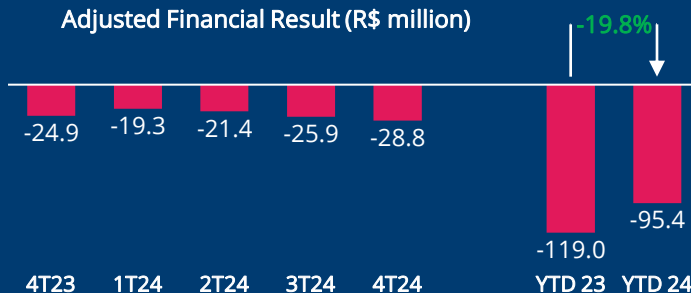


	4T23	1T24	2T24	3T24	4T24	Δ 4T 24 - 23	YTD 23	YTD 24
Operational Expenses	9.5%	8.6%	8.6%	8.4%	9.8%	0.3 p.p	8.4%	8.9%
Sales Expenses	7.1%	6.5%	6.6%	6.1%	7.4%	0.2 p.p	6.4%	6.6%
G&A	2.3%	2.2%	2.4%	2.2%	2.4%	0.1 p.p	2.1%	2.3%
Others OP Expenses	0.1%	0.0%	-0.4%	0.1%	0.1%	0.0 p.p	-0.1%	0.0%

Financial Result:

- Financial expense reflects the interest on the structural debt contracted
- Financial revenue in 4Q24 is affected by PIS and COFINS credits no longer being monetarily adjusted.

Adjusted Financial Result (R\$ million)

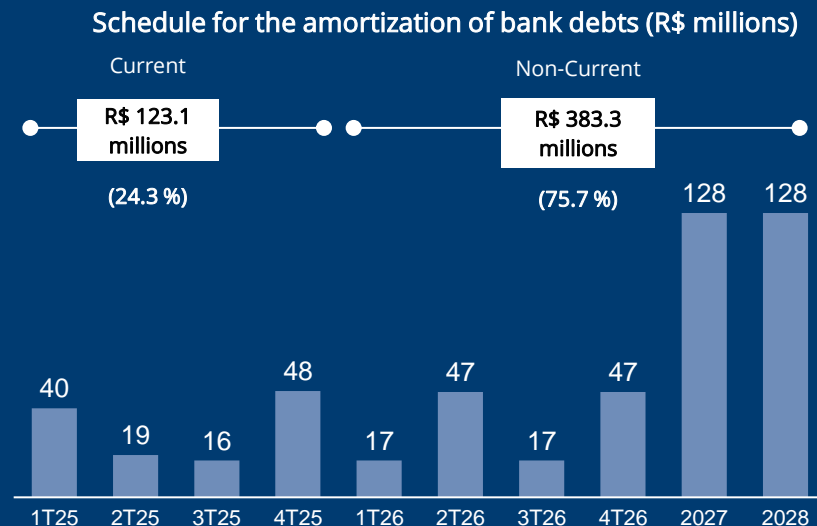


DEBTS

Solid cash generation allows the Company to be low in debt and leverage

- The company ended 4Q24 with low net debt [R\$ 81.7 million] and low leverage [0.4x]
- Repayment of a working capital loan from Soudi's closed operation of R\$ 40 MM.
- Reprofilng of gross debt executed at the end of 2023, with the start of principal payment in June 2025.
- Cost of debt CDI + 2.46%

R\$ MILLIONS	4Q23	3Q24	Δ%
Gross bank debt	543.7	505.7	-7.0%
Taxes paid in installments	4.6	3.9	-14.6%
Gross Debt	548.3	509.6	-7.0%
(-) Cash & Cash equivalents	-535.6	-428.0	-20.1%
(=) Net Debt	12.6	81.7	545.7%
EBITDA LTM	250.5	220.8	-11.9%
Net Debt/ EBITDA	0.1x	0.4x	4x

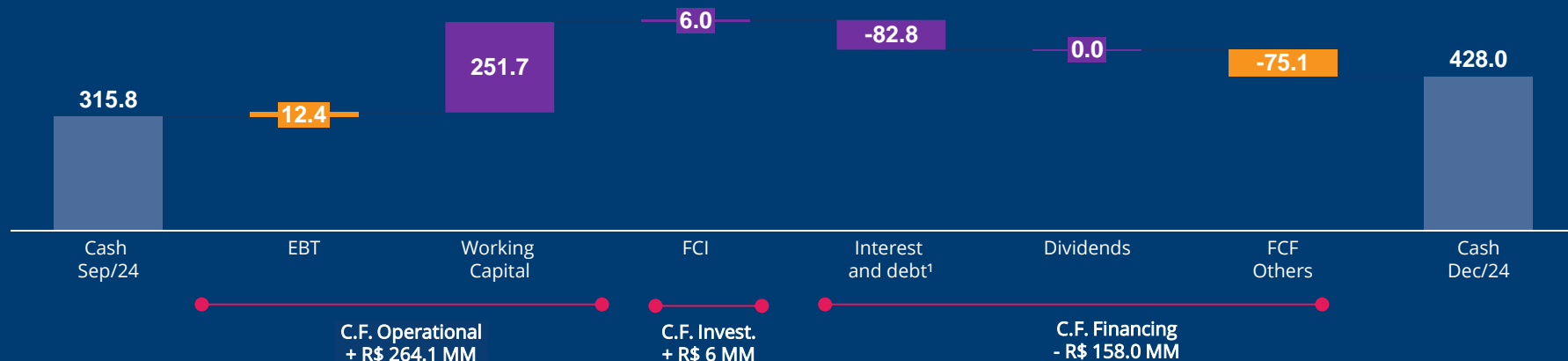


CASH FLOW EVOLUTION

Managerial View of Drawn Risk

- Operation CF: No-cost operations for Allied
- Financing CF: operations with financial cost for Allied

Cash Flow | 4Q24 = Generation R\$ 20.3 million
(R\$ millions)



Main Impacts:

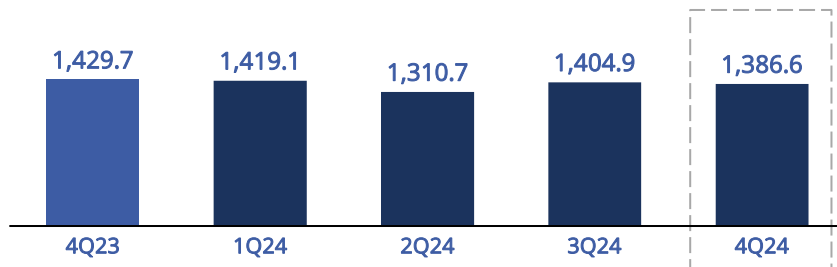
- **Working Capital** reflects the good execution of sales in 4Q24, thus lowering the inventory level of the previous quarter
- **Financial Cash Flow:** a) payment of interest and settlement of a short-term working capital line for Soude b) Forfeiting at a one-off cost to balance the stock's investment in 3Q24.

EVOLUTION OF FINANCIAL INDICATORS

Business diversification maintains robust results and constant profits throughout the quarters.

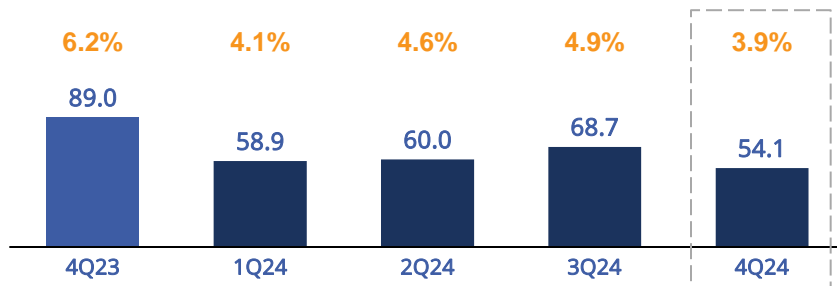
Net Revenue

(R\$ millions)



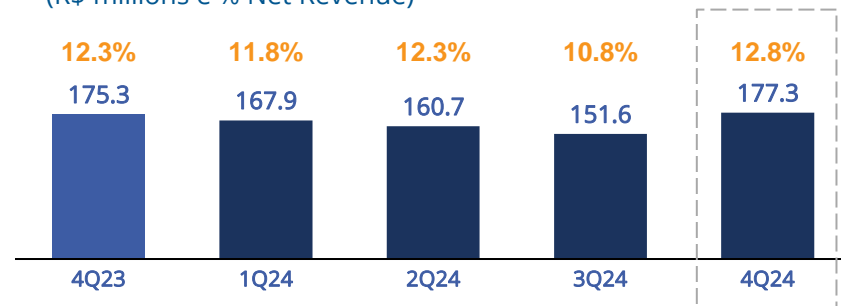
Accounting EBITDA

(R\$ millions e % Net Revenue)



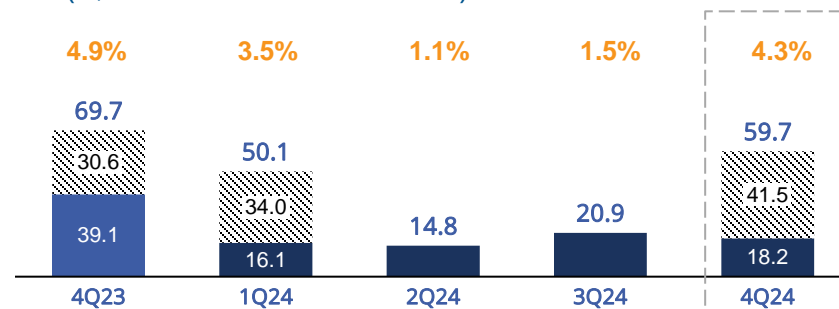
Gross profit

(R\$ millions e % Net Revenue)



Accounting Net Income

(R\$ millions and % Net Revenue)



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THANK YOU!

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