EARNINGS VIDEO CONFERENCE 2Q25

August 13 2025

DISCLAIMER

ALLIED

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

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

AGENDA – 2Q25 EARNINGS VIDEO CONFERENCE

1 HIGHLIGHTS

2 OPERATING AND FINANCIAL INDICATORS

3 Q&A

AGENDA – 2Q25 EARNINGS VIDEO CONFERENCE

1 HIGHLIGHTS

2 OPERATING AND FINANCIAL INDICATORS

3 Q&A

ALLIED'S ECOSSYSTEM

ALLIED

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

Digital Retail & Strategic Partnership

MOB COM, hp, nubank, iPhone Pra Sempre

B&M Retail
114 Stores

SAMSUNG, trocafy

Distribution
Brazil e LatAm

acer, Apple, PlayStation, SAMSUNG, tp-link, XBOX, LG Life's Good, EPSON, hp, Lenovo, JBL by HARMAN, motorola, Microsoft

10%
smartphones
Market share[1]

10%
videogames
Market share[1]

7%
notebooks
Market share[1]

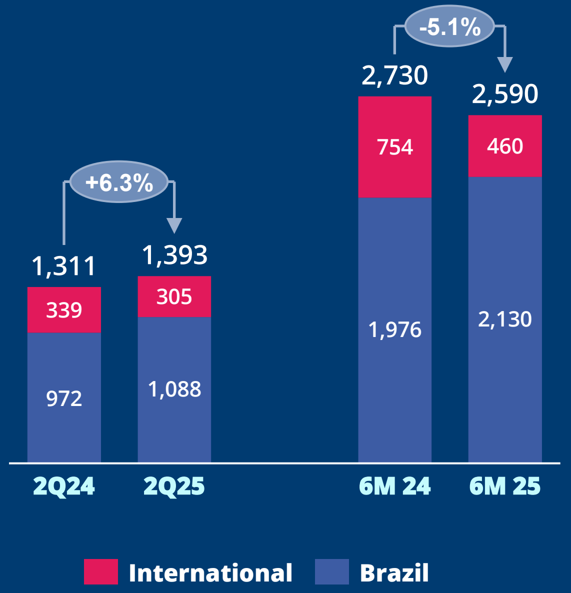
Notes: (1) Market share measured in value of products sold in 2025

CONSOLIDATED RESULTS

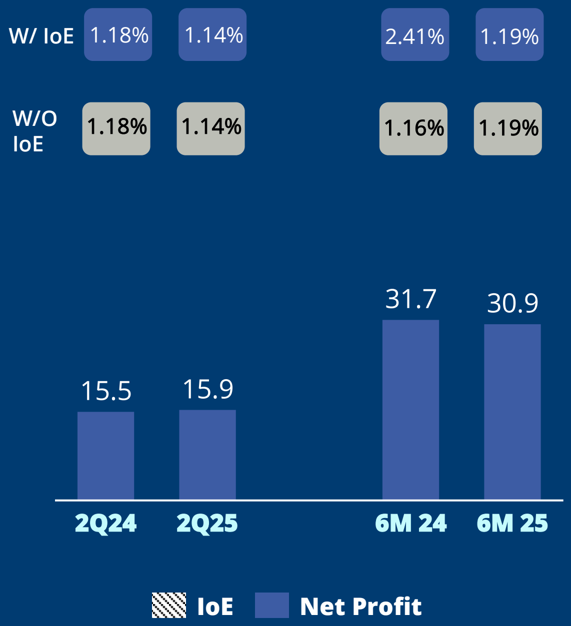
ALLIED

Brazil operation grows 10% with R$ 15.9 million of Net Income, stable in the quarter

Net Revenue
R$ MM



Net Income
R$ MM e % Net Revenue



Interest on Equity (IoE)
2025

R$ 69.7 million
Interest on Equity declared in August 2025

R$ 61 million
anticipation of payment of the 2nd installment of IoE 2024 to August 2025

24.7% Dividend Yield

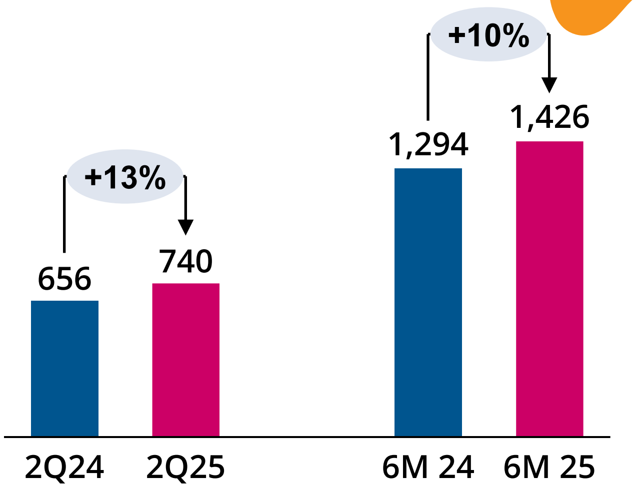
2Q25 HIGHLIGHTS | **Distribution**

+13% Growth in Brasil Distribution in all product categories

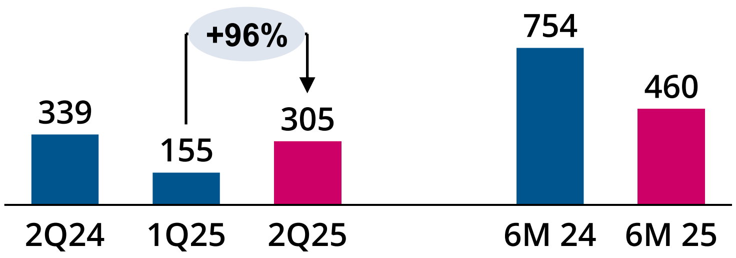
Net Revenue BRASIL
R$ in million

Value Market Share in Mobile Phones market

+1.5 ppt



Net Revenue INTERNATIONAL
R$ in million



2Q25 HIGHLIGHTS | **ONLINE RETAIL**

ALLIED

Expansion and Excellence: The growth of Digital channels

+67%

Our non-mobile product portfolio advances with a growth of 67% in Q2 2025 compared to Q2 2024.

+102%

While the overall Notebook market grew by 11%, our sales skyrocketed by 102%.

Good profitability and growth potential in the strategic partnerships Iphone para Sempre, Nubank and HP

+200%

Our software sales grew 200% in Q2 2025 vs. Q2 2024.

iPhone Pra Sempre

MOBCOM

nubank

McAfee

hp

2Q25 HIGHLIGHTS | **Trocafy**

+3x

Revenue growth versus 2Q24

+4x

EBITDA growth versus 2Q24

Multichannel

- 1P
- 3P mercado livre Magalu
- Distribution

Parceiros trade in de celular premium: Iphone para Sempre, Fast Shop, Samsung, Vivo e Claro

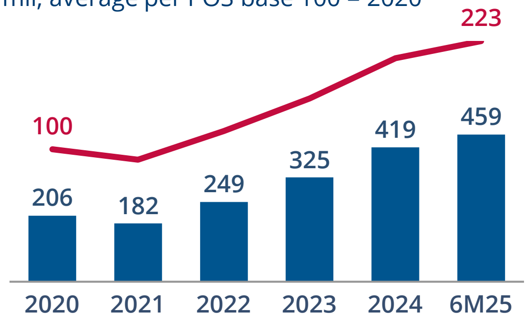
Expanding to new partners

2Q25 HIGHLIGHTS | **B&M RETAIL**

Excellence in selling premium products and Samsung ecosystem

REVENUE PERFORMANCE

Average monthly net revenueR$ mil; average per POS base 100 = 2020



+123% since 2020

2.5

ACCESSORY CONVERSION
Every smartphone is sold with 2.5 accessories

+101%

WEARABLES
101% Average Ticket Growth versus 2Q24

R$ 18 million

PARANÁ
In search of greater optimization of resources and concentration of focus, we decided to sell the 12 physical stores in Paraná. At the end of the process we will have 100 stores in SP, RJ, MG and MS
The sale of the points generated a cash inflow of R$ 18 million

GROWTH DRIVERS IN STRATEGIC PLAN

INTERNATIONAL

Geographic expansion
Portfolio expansion

trocafy

Geographic expansion
New product categories

B2B

New products and services

B2C PARTNERSHIPS

Expertise to operate strategic programs

ALLIED TECNOLOGIA S.A.
Publicly-held Company

Taxpayer ID (CNPJ) No. 20.247.322/0037-58
Company Registry (NIRE) 35.300.465.369
CVM Code No. 02533-0

MATERIAL FACT

ALLIED TECNOLOGIA S.A. ("Company") (B3: ALLD3), in compliance with Article 157, Paragraph 4, of the Law No. 6,404, of December 15, 1976, as amended ("Brazilian Corporate Law"), and the Brazilian Securities and Exchange Commission (*Comissão de Valores Mobiliários*) ("CVM") Rule No. 44, of August 23, 2021, as amended, informs its shareholders and the market in general that its Board of Directors has approved, at a meeting held on this date, a proposal to reduce the Company's share capital in the amount of R$ 180,000,000.00 (one hundred and eighty million reais), considering it excessive. The reduction will be carried out through a cash reimbursement to the Company shareholders, without canceling shares, based on the Company's cash position, operational cash generation reported in its latest financial statements, its approved 2025 budget, and for the sale of assignment of receivables informed by the Company on July 31, 2025 ("Capital Reduction").

HIGHLIGHTS– Q225

ALLIED

Allied is the leading electronics distribution company in the country

R$6.3bi	Gross Revenue[LTM]
R$205 mi	Adjusted[1] EBITDA [LTM]
R$94 mi	Adjusted Net Income [LTM]
112	PoS (Jun/25)
4	Distribution Centers
6.1mi	Products Sold [LTM]
563 mil	B2C deliveries [LTM]
+1.5p.p	Value Market share smartphones
1mil	Employess

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 2Q25 Management Report.

AGENDA – 2Q25 EARNINGS VIDEO CONFERENCE

ALLIED

1. HIGHLIGHTS
2. OPERATING AND FINANCIAL INDICATORS
3. Q & A

FINANCIAL HIGHLIGHTS

ALLIED

Interest on Equity	Cash Position	Cash in the Sale of Tax Credit in more than	Net Debt
R$ 130 million	R$ 237 million	R$ 300 million	R$217 million
Payable on 08.29.25	on 06.30.25	in August/25	1.1x EBITDA

ALLIED WINS DECISION OF R$ 890 million

ALLIED

Favorable Decision in the Supreme Court

Allied obtained a final decision in the Federal Supreme Court (STF) in tax lawsuits related to the Lei do Bem.

R$ 890 million

The company estimates a tax credit of approximately R$ 890 million, with monetary adjustment by the Selic rate.

August/2025

Allied entered into an assignment of rights agreement, receiving the amount within the range estimated in the Material Fact

Cash impact in more than

R$ 300 million

EVOLUTION OF FINANCIAL INDICATORS

ALLIED

Allied's performance shows the ability to deliver results and financial discipline in line with the current macroeconomic environment. The result of sales of the Brazil operation in the semester tends to be double the country's expected consumption of goods in the same period.[1]

	Net Revenue	Gross Profit		Accounting EBITDA		Accounting Net Income	
2Q25 vs 2Q24	R$ 1,392.9 million	R$ 149.5 million	10.7% /NR[2]	R$ 53.8 million	3.9% /NR[2]	R$ 15.9 million	1.1% /NR[2]
	6.3% q/q	*-7.0% q/q*	*-1,5p.p. q/q*	*-10,3% vs 2Q24*		*7,4% vs 2Q24*	*0,0p.p vs 2Q24*
YTD25 vs YTD24	R$ 2,590.1 million	R$ 295.9 million	11.4% /NR[2]	R$ 104.4 million	4.0% /NR[2]	R$ 30.9 million	1.2% /NR[2]
	-5.1% vs 2024	*-10.0% vs 2024*	*-0.6p.p. vs 2024*	*-12,2% vs 2024*		*flat vs 2024 w/o IoE*	*+0,1p.p vs 2024*

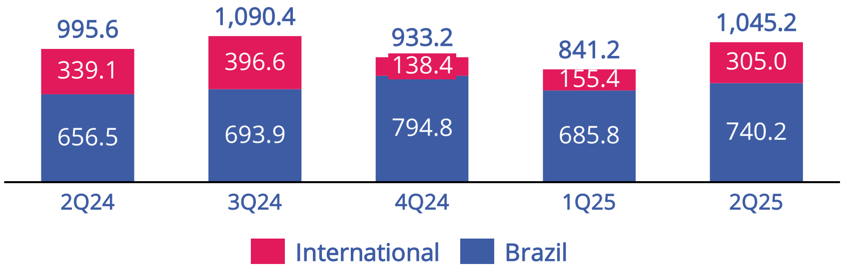
[1] Preliminary estimate CNC
[2] NR: net revenue

EVOLUTION OF FINANCIAL INDICATORS| **DISTRIBUTION**

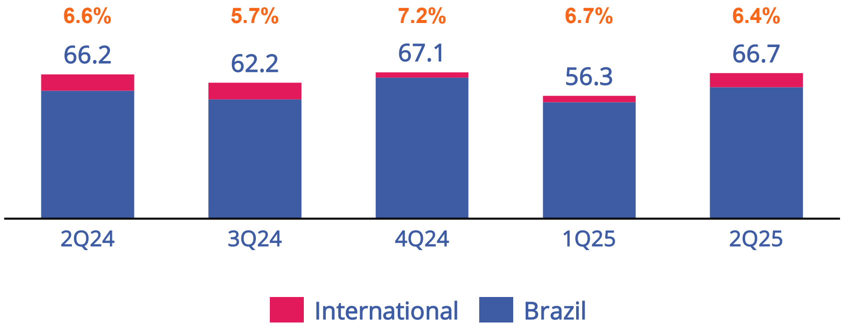
ALLIED

Distribution Brazil grew 13% 2Q25 vs 2Q24 and Distribution International grew +96% 2Q25 vs 1Q25

Net Revenue (R$ million)



Gross profit (R$ million e % Net Revenue)



DISTRIBUTION BRASIL

Growth in 2Q25 of 13% with strong relevance in the mobile categories, which grew 16% in value in a market that grew 5.3% in the same period. This performance resulted in a gain of 1.5 p.p. in market share value.

+13%
2Q25 X 2Q24

DISTRIBUTION INTERNACIONAL

The representativeness of revenue, which in 1Q25 was 13%, grew to 21.9% in 2Q25, reflecting the adaptation to the new operational reality imposed by the US government in the import process, announced in early 2025.

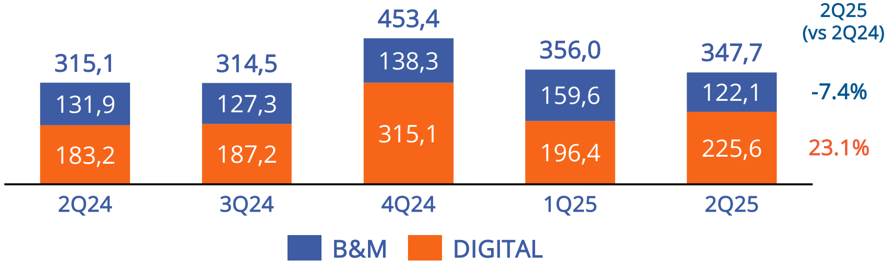
+ 96%
2Q25 X 1Q25

EVOLUTION OF FINANCIAL INDICATORS| **Retail**

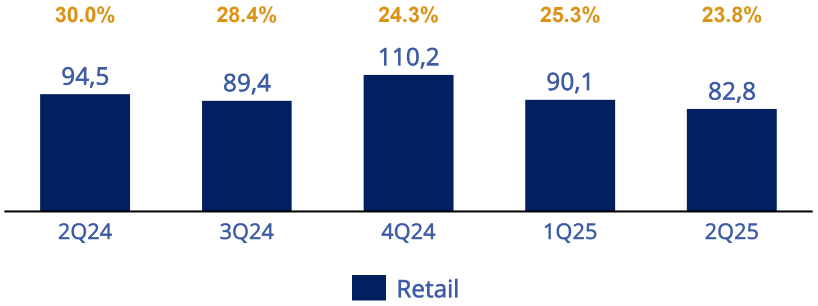
ALLIED

Growth in Trocafy, Mobcom and digital license services is the highlight in Online Retail. Margin resilience in B&M Retail

Net Revenue
(R$ million)



Gross profit ((R$ milhões e % Receita Líq.)



ONLINE RETAIL

- Trocafy's significant revenue growth of 3x versus 2Q24
- 200% growth in the sale of Microsoft and Mcaffe digital licenses versus 2Q24
- 28% growth in marketplace sales as a result of better efficiency in the main marketplaces
- 97%+ sales growth HP Store

Trocafy
+3x RL
YoY

B&M Retail

- Increase of 100.7% in the average sales ticket of wearables compared to 2Q24.
- More than half of cell phones are sold with wearables
- +52% growth in the B2B customer base
- We've doubled revenue per store since the end of the pandemic

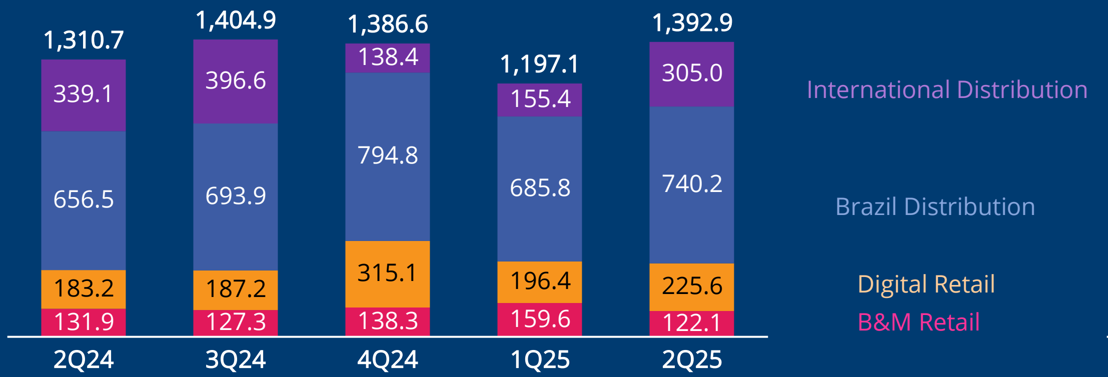
Ticket Médio
+100,7%
YoY

NET REVENUE AND GROSS MARGIN BY CHANNEL

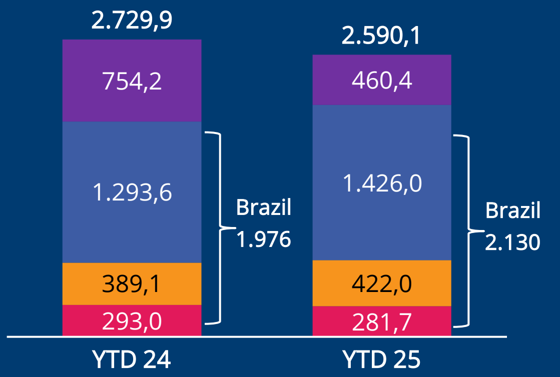
ALLIED

Allied's net revenue grows +6.3% 2Q25 vs 2Q24, with emphasis on the Brazil business, which grew +7.8% year-to-date

Net Revenue by Quarter (R$ million)



Year-to-Date Net Revenue (R$ million)



Gross Margin (% Net Revenue)	2Q24	3Q24	4Q24	1Q25	2Q25
International	2.2%	1.9%	1.8%	1.9%	2.1%
Brazil	8.9%	7.9%	8.1%	7.8%	8.1%
Total Distribution	6.6%	5.7%	7.2%	6.7%	6.4%
Retail (B&M + Digital)	30.0%	28.4%	24.3%	25.3%	23.8%
Total	12.3%	10.8%	12.8%	12.2%	10.7%

Gross Profit (R$ Millions)	2Q24	3Q24	4Q24	1Q25	2Q25
International	7,5	7,5	2,5	3,0	6,3
Brazil	58,7	54,7	64,6	53,3	60,3
Total Distribution	66,2	62,2	67,1	56,3	66,7
Retail (B&M + Digital)	94,5	89,4	110,2	90,1	82,8
Total	160,7	151,6	177,3	146,4	149,5

OPERATING PROFITABILITY AND FINANCIAL RESULT

ALLIED

Operating Expenses improve 4.4% in 2Q25 compared to 2Q24 and Financial Results grow below the Selic rate

Selling Expenses:

- The main effect is the closing of Soudi, which decreases the profitability of the gross margin of the retail channel, but which, on the other hand, reduces the provision for sales losses
- Reducing B2C sales with long financing proportionally generates fewer variable expenses

General and Administrative Expenses:

- They remain stable even with inflation in the period of 5.35%

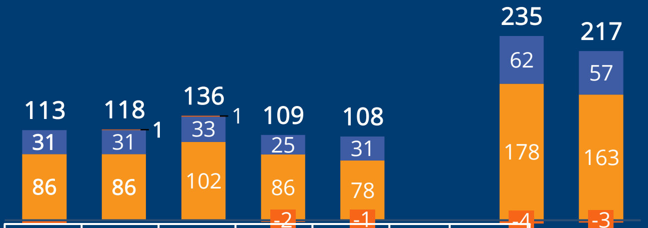
Other Operating Expenses:

- Cargo Claim Recovery

Fnancial Result:

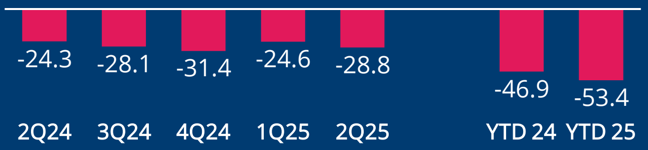
- Financial expenses grow R$4.5MM versus 2Q25 due to the repayment of R$95MM of structured debt principal. If we had maintained the gross debt level in 2Q24, the impact of the 43% interest rate increase in the period would have been R$ 7.3 million.

Adjusted Operating Expenses
(% Net Revenue)



	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	Δ 2Q 25 - 24	YTD 24	YTD 25
Operating Expenses	8.6%	8.6%	8.4%	9.8%	9.1%	7.8%	-0.8 p.p	4,3%	4,1%
Sales Expenses	6.5%	6.6%	6.1%	7.4%	7.2%	5.6%	-1.0 p.p	0,0%	-0,2%
General and Administrative	2.2%	2.4%	2.2%	2.4%	2.1%	2.2%	-0.2 p.p	2,2%	2,1%
Other Operating Expenses	.0%	-.4%	.1%	.1%	-.2%	-.1%	0.3 p.p	6,5%	7,2%

Adjusted Financial Result (R$ million)



INDEBTEDNESS

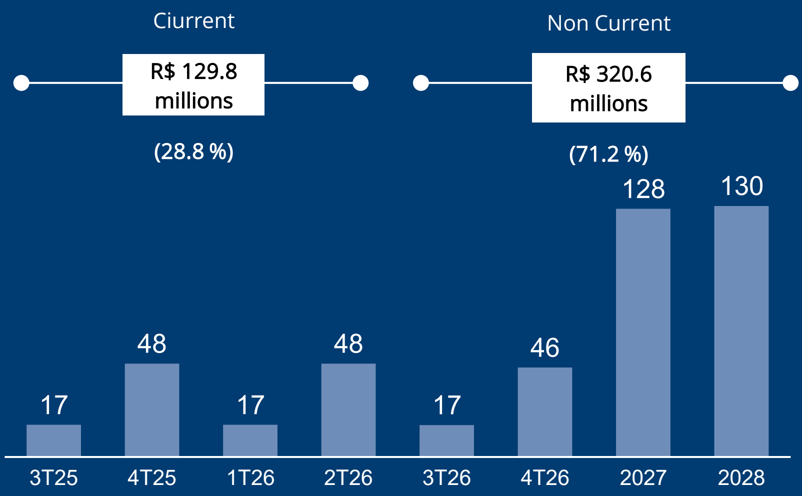
ALLIED

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

- The company ended 2Q25 with low net debt [R$217.2 million] and low leverage [1x]
- Gross debt in 2Q25 versus 2Q24 is reduced by R$150 million (-25%)
- First payment of the principal of the 5th debenture, which has quarterly payments, according to the schedule below
- Cost of CDI debt + 2.4% p.a.

R$ MILLIONS	2Q24	2Q25	∆%
Gross bank debt	600.6	450.4	-25.0%
Taxes paid in installments	4.2	3.9	-7.1%
Gross Debt	604.8	454.3	-24.9%
(-) Cash & Cash equivalents	-421.6	-237.0	-43.8%
(=) Net Debt	**183.2**	**217.2**	**18.6%**
EBITDA LTM	233.1	205.1	-12.0%
Net Debt/ EBITDA	**0.8x**	**1.1x**	**-0.3x**

Schedule for the amortization of bank debts (R$ million)



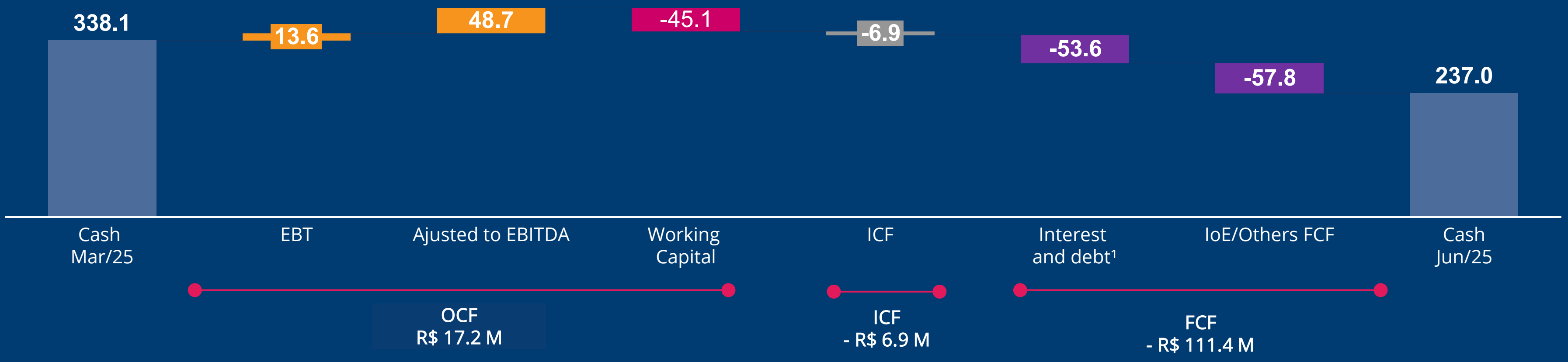
CASH FLOW EVOLUTION

ALLIED

Visão Gerencial do Risco Sacado

- FC Operacional: operações sem custo financeiro para Allied
- FC de Financiamento: operações com custo financeiro para Allied

Cash Flow | 2Q25 = Consumption R$ 101 million
(R$ millions)



Main Impacts:

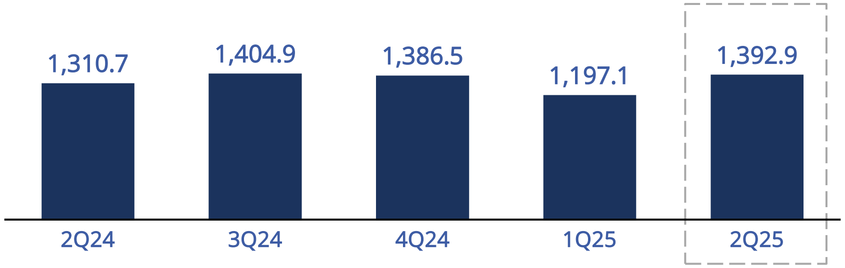
- **Operating Cash Flow: The transaction generated positive OCF**
- **Financial Cash Flow:**
  - ✓ Payment of the first installment of IoE declared in Nov/24 (15/Apr/25)
  - ✓ Payment of R$ 40 million of Soudi's structured debt Mar/25 and R$ 17 million of principal of the 5th debenture in June/25 and the rest is related to interest.

EVOLUTION OF FINANCIAL INDICATORS

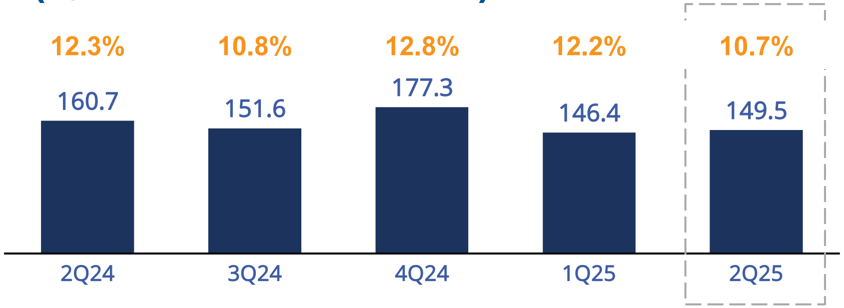
ALLIED

Strategic diversification of related businesses maintains robust results and constant earnings throughout the quarters.

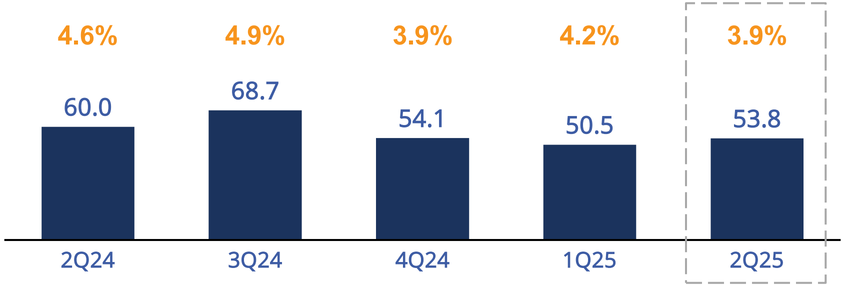
Net Revenue (R$ million)



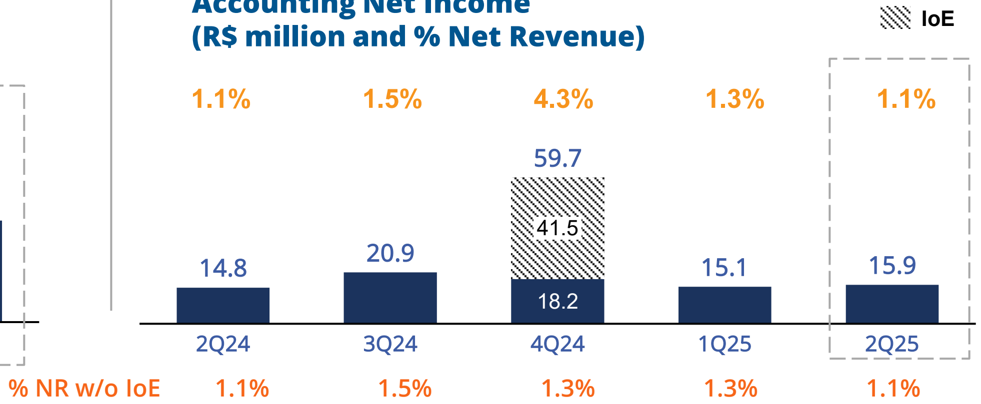
Gross profit (R$ million and % Net Revenue)



Accounting EBITDA (R$ million and % Net Revenue)



Accounting Net Income (R$ million and % Net Revenue)



AGENDA – 2Q25 EARNINGS VIDEO CONFERENCE

ALLIED

1 HIGHLIGHTS

2 OPERATING AND FINANCIAL INDICATORS

3 Q & A

THANK YOU!

ri@alliedbrasil.com.br

/@alliedbrasil /alliedbrasil www.**alliedbrasil**.com.br