

3Q24 MANAGEMENT REPORT



ALLIED IN KEY FIGURES

Financial Numbers (LTM3Q24)

R\$6.4 billion
Gross Revenue

R\$222 million
Adjusted EBITDA¹

R\$115 million
Adjusted Net Income¹

Operational Efficiency

10.8%
Consolidated Gross Margin (+0.4 pp vs.
3Q23)

+22.1%
Revenue Growth - Retail

Operations

6.2 million
Products sold
(LTM2024)

8%
Smartphones
Market Share
(9M24)

17%
Videogames
Market Share
(9M24)

8%
Laptops
Market Share
(9M24)

Market Presence

385 thousand
Deliveries made to
B2C customers
(LTM3Q24)

117
B&M
Points of Sale

4
Distribution Centers

1.1 thousand
Employees

Value Drivers

INTERNATIONAL
Portfolio expansion with new
products and manufacturers

TROCAFY
New funding sources

STRATEGIC PARTNERSHIPS
New Partnerships

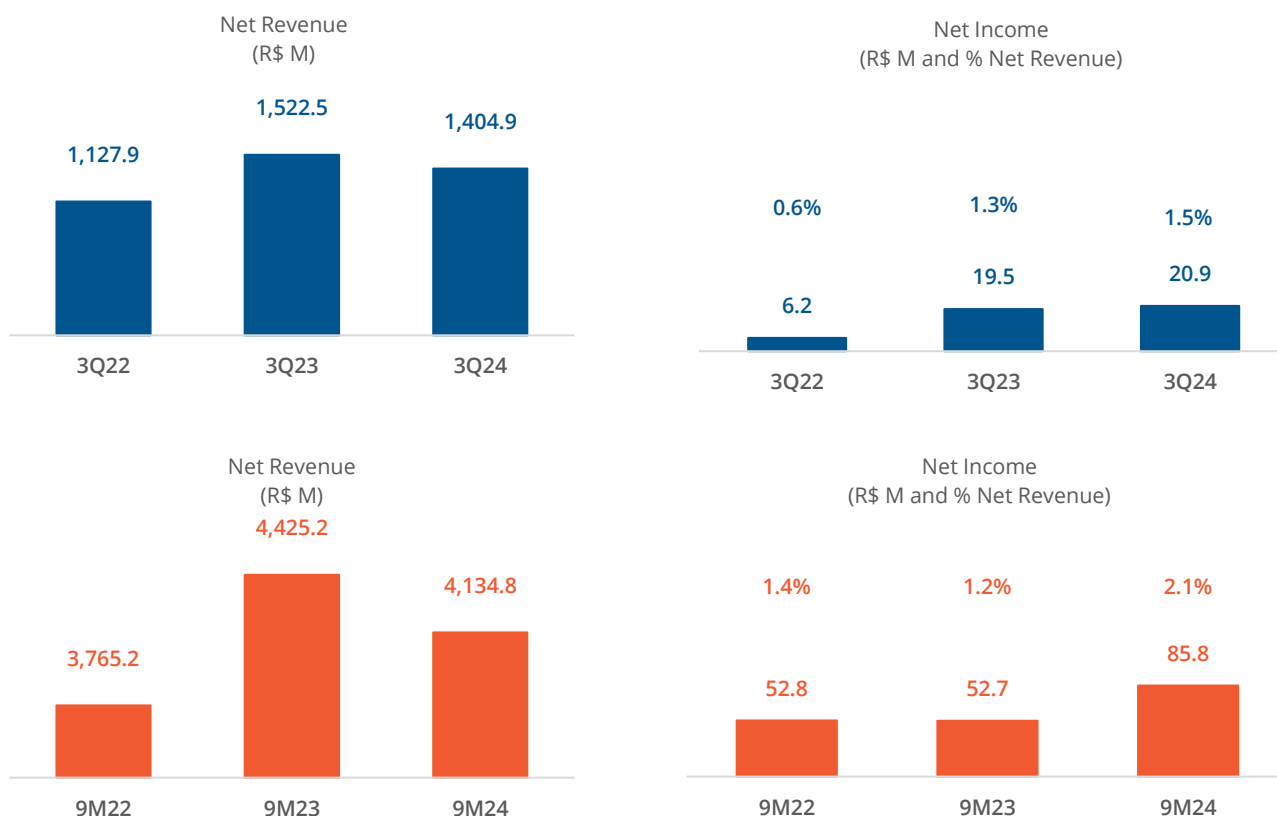
B&M RETAIL
Greater profitability and a
more precise product mix

Allied Tecnologia S.A. ("Allied" or "Company"), one of the key consumer electronics companies in the Brazilian market, announces its results for the third quarter of 2024. The results presented herein must be read together with the Financial Statements and their Respective Notes disclosed by the Company on this date.

Notes: (1) Same as comment (1) of the following page.

QUARTERLY HIGHLIGHTS

3Q24 Results:



OTHER HIGHLIGHTS:

- **Growth of 22.1% in net revenue from the retail channels** in 3Q24: B&M Retail up by 18.2% and Digital Retail by 24.8%;
- **Growth of 22.6% in same-store** sales for the Samsung points of sale (9M24 vs. 9M23);
- **New strategic partnership:** start of sales of Apple products under Nubank's Nu Shopping program;
- **Net income of R\$20.9 million (+7.3%) and R\$85.8 million (+62.7%) in 3Q24 and 9M24**, respectively;
- **Recurring net income of R\$69.2 million in 9M24**, up by 26.8% year on year;
- Approval of **R\$122.0 million in Interest on Equity** on November 07, 2024, generating a dividend yield of **43.3%** in the last 12 months.

Notes: (1) Adjusted result excluding (a) in 2023: gains with DIFAL from January to March 2022; and (c) gains with the exclusion of ICMS-ST from the PIS and COFINS tax base from 2013 to 2022; (b) in 2024: (i) contingencies and provisions related to discontinued operations; (ii) impact of tax credits referring to the exclusion of ICMS-ST from the PIS and COFINS tax base from 2012 to 2023; (iii) impact with estimated credit loss arising from the deteriorated solvency of a customer from the Brazil Distribution channel. More information can be found in the "Financial Performance - Operating Expenses" section.

OUR MISSION IS TO...

... MAKE THE **DIGITAL UNIVERSE** ACCESSIBLE TO EVERYONE

HOW?

WE CONNECT TECHNOLOGY **MANUFACTURERS** WITH **RETAIL NETWORKS** AND **CONSUMERS** IN BRAZIL AND LATIN AMERICA

OUR BUSINESS OPERATIONS:

THROUGH VALUE CREATION STRATEGIES, WE OPERATE IN **3 SALES CHANNELS**.

DISTRIBUTION

WE ARE A STRATEGIC PARTNER HELPING MANUFACTURERS REACH THE POTENTIAL OF THEIR BRANDS

We yearly sell around 5.3 million items to approximately 3.5 thousand customers in Brazil and other countries through our international operation (headquartered in Miami). We boast on 4 strategically located distribution centers and are constantly investing in efficient and agile operations.

We sell items from 10 categories, mainly: mobile, computers, game consoles and portable electronics.

DIGITAL RETAIL

WE ARE A RELEVANT PARTNER TO LARGE MANUFACTURERS. WE TAKE AGILITY, PORTFOLIO AND ROBUSTNESS LIKE 3P TO LARGE E-COMMERCE PLATFORMS

- We sell over 400 thousand products a year on this channel and operate through:
- Our brand MobCom as a seller in the main marketplaces in Brazil;
- Strategic partnerships for digital capillarity of major partners, such as the *iPhone Pra Sempre* program (Apple and Banco Itaú) and the sale of Apple products under Nubank's Shopping Nu Program; and
- Our brand Trocafy, a platform selling refurbished smartphones.

B&M RETAIL

WE PROVIDE UNIQUE EXPERIENCE, COMPLETE PORTFOLIO AND CUSTOMIZED SERVICES

We yearly sell over 500 thousand products at our points of sale located in 5 Brazilian states. We operate in stores and Samsung sales stands, offering a complete product portfolio and unique experience to consumers of the brand. The B&M retail has a complete supply of products together with Allied's digital services.

We also operate two sales stands under the Trocafy brand – our refurbished electronics sales platform.

MESSAGE FROM MANAGEMENT

The results for the third quarter of 2024 are reflected in our commitment to operational efficiency and the diversification of our business fronts. This strategy has proved to be successful in a highly competitive electronics market. Household consumption of electronics declined in this period, showing that consumers are being more cautious about the acquisition of durable goods. The robustness of our portfolio and the synergy of our various operations were fundamentally important for the consistency of our results this quarter.

The resilience of our results reflects the diversification of our operations across different business fronts, in addition to our continuous pursuit of efficiency gains and innovation. In this sense, we highlight recent strategic partnerships we formed in 3Q24:

(i) the sale of iPhones under Nubank's Shopping Nu program, with Allied being responsible for acquiring and selling products to the bank's customers and for operational demands relative to the partnership; and

(ii) *Vivo Renova*, Vivo's trade-in program for the acquisition of new smartphones, with Trocafy being the platform in charge of collecting used smartphones in 21 Brazilian states.

These partnerships solidify Allied's position as a major solutions provider in the Brazilian electronics market, placing the Company as a strategic partner of key industry manufacturers.

In 3Q24, we recorded a consolidated Net Revenue of R\$1.4 billion, positively impacted by the performance of the Retail channels, which recorded double-digit growth over the same period a year ago. In contrast, revenue from the Distribution channel, especially concerning international operations, declined due to the dynamics of a fiercely competitive sector.

Our constant focus on optimizing operations in a challenging environment was essential for us to reach net income of R\$20.9 million, amounting to R\$85.8 million in the first nine months of the year. On a recurring basis, our year-to-date result was R\$69.2 million.

Reaffirming our commitment to create value for our shareholders, we approved the distribution of payout worth R\$122.0 million (R\$1.30 per share).

3Q24 HIGHLIGHTS

QUARTERLY HIGHLIGHTS

B&M Retail Sales of Samsung products

- Robust performance of same-store sales;
- Revision of portfolio and **a more profitable category mix**;
- Wearables conversion of **over 50%** in the quarter;
- Launch of the Z Flip and Z Fold foldable phones.

+18.6%
SSS
(3Q24vs. 3Q23)

New Strategic Partnerships:

Trocafy and Vivo

Trocafy has partnered up with carrier Vivo to lead phone trade-ins under the *Vivo Renova* program in 21 Brazilian states. Under the program, Vivo customers have the option of trading-in their used smartphones on new ones.



Allied has become responsible for the evaluation, acquisition and transportation of the products. Subsequently, Trocafy refurbishes and sells these products through its multiple channels. As a result, **Trocafy is solidifying its position in the Brazilian market of refurbished phones**, furthering the concepts of sustainability and circular economy, which are important pillars of Allied's strategy.

Trocafy's net revenue in the first 9 months of 2024 increased by 121% compared to the same period in 2023.

Allied, Apple and Shopping Nu

In September 2024, Allied entered into partnership with manufacturer Apple and neobank Nubank, whereby Nubank customers can acquire Apple products following the bank's commercial guidelines. This initiative is marking yet another strategic partnership for Allied, solidifying its position as an important solutions provider in the Brazilian electronics market.

Interest on Equity

Approval of R\$122.0 million in Interest on Equity, as per the Notice to Shareholders disclosed on November 07, 2024, payable on a date to be communicated in the future.

+43.3%
Dividend Yield¹

PERFORMANCE
OF BUSINESS OPERATIONS
3Q24

PERFORMANCE OF BUSINESS OPERATIONS

DISTRIBUTION

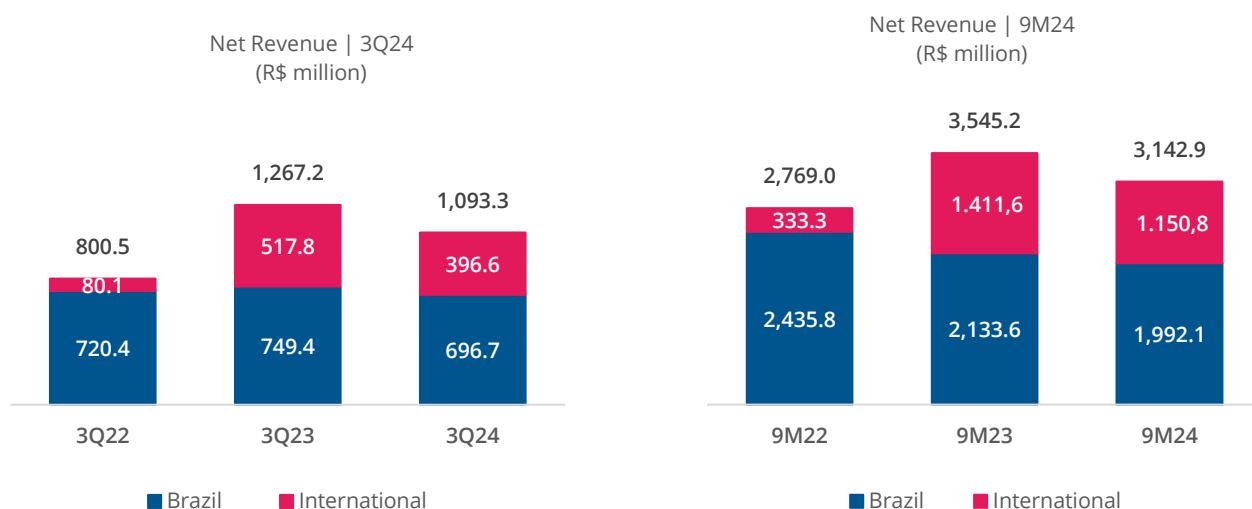
Consolidated net revenue from the Distribution channel totaled R\$1,093.3 million in 3Q24, down by 13.7% from the same period a year ago. Of this amount, R\$696.7 million came from the Brazil Distribution (-7.0% vs. 3Q23) and R\$396.6 million from the International Distribution (-23.4%). We underscore that the price of the Company's products for international distribution is still under strong market pressure.

In 3Q24, a total of 1.3 million products were sold through the Distribution channel, down by 19.9% year on year. This result is related to the decrease in sales of smartphones and accessories. In contrast, security items and console accessories saw a rise in sales.

The average ticket for the channel was R\$976.1 million in 3Q24, up by 5.5% year on year. This result was due to (i) a different product mix composition, with an increase in the volume sold of items with higher average ticket (such as TV sets and smartphones) and a decline in items sold with lower average ticket, such as accessories; and (ii) an increase in the average ticket for laptops and game consoles. It is worth noting that the international smartphone market has been strongly affected by the increased competition among manufacturers.

As a result, net revenue in 3Q24 was negatively impacted by the sale of smartphones, mobile accessories, wearables and game consoles. In contrast, the sale of TV sets, game accessories and cameras positively contributed to revenue in the quarter.

In the last 12 months, Allied served about 3.5 thousand customers (retailers and companies) through its Distribution channel, with 20 of the most representative one's accounting for 63% of the net revenue from this channel.



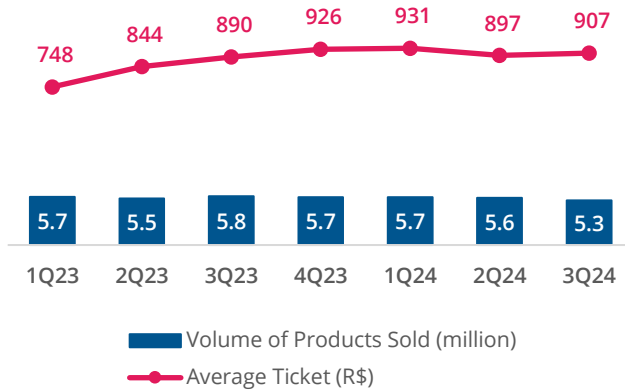
PERFORMANCE OF BUSINESS OPERATIONS

DISTRIBUTION

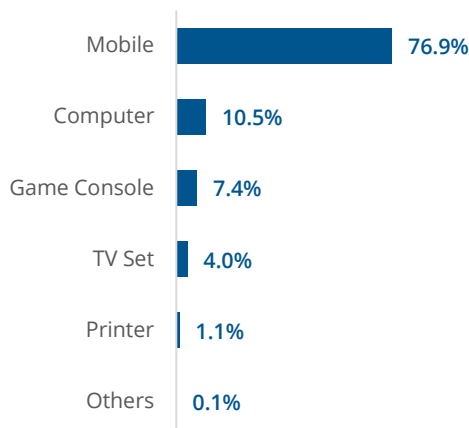
The above-mentioned factors concerning the evolution of volumes sold, average ticket and revenue by product in the Distribution channel resulted in the consolidated figures shown in the charts below.

The performance of the average ticket reflects the sale of higher added value items, adjusted to the seasonality of each period. Thus, average ticket increased despite the lower volume sold.

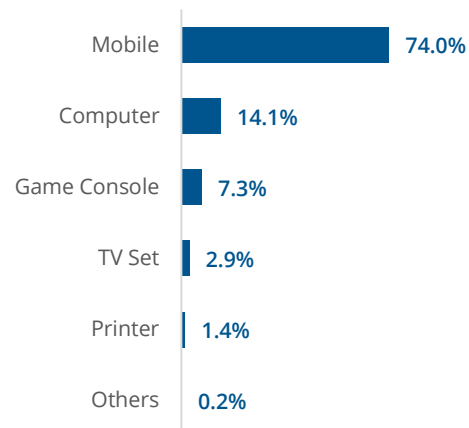
Volume of Products Sold - LTM (million of units)
and Average Ticket - LTM (R\$)



Mix of Products Sold | 3Q24
(% of Net Revenue)



Mix of Products Sold | 9M24
(% of Net Revenue)



PERFORMANCE OF BUSINESS OPERATIONS

DIGITAL RETAIL

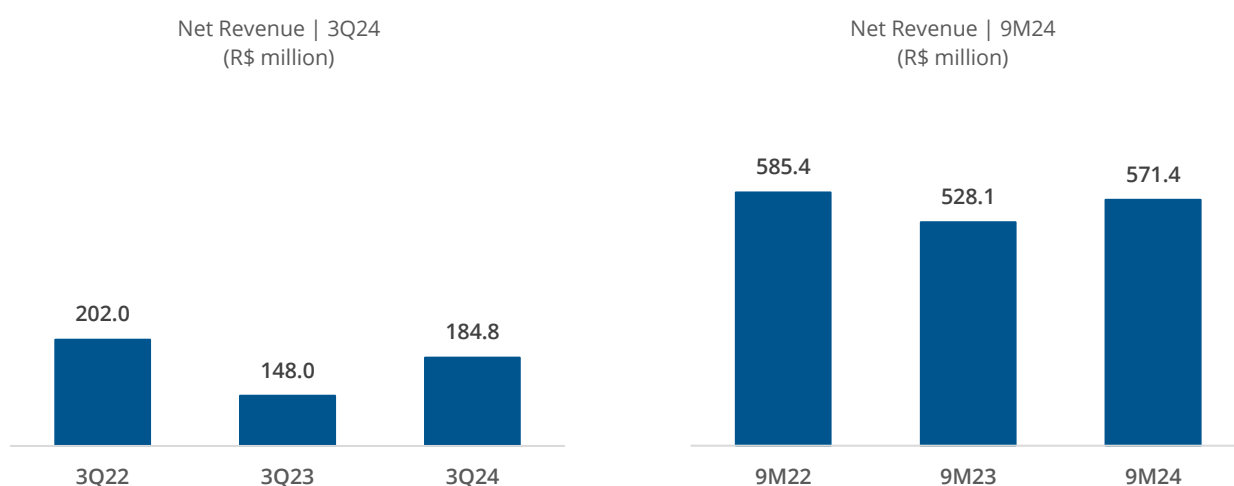
Net revenue from the Digital Retail sales channel was R\$184.8 million in 3Q24, significantly up by 24.8% over the same period a year ago. In 9M24, this growth reached 8.2%, reflecting the assertiveness of the Company's commercial strategy for its operations and the integration of strategic partnerships.

Revenue from this channel mainly consists of: (i) sales made in marketplace stores, that is, through the MobCom brand; (ii) management of strategic partnerships aiming at offering innovative solutions like the "*iPhone pra Sempre*" program and HP marketplace stores; (iii) sale of refurbished electronics by the Trocafy brand on its multiple channels; and (iv) sale of products and services on the carriers' websites. We underline that in late 3Q24, we entered into partnership with Apple and Shopping Nu, whereby Allied became responsible for managing the entire logistics and operational process – from the processing of orders to the delivery of phones to consumers. Under this program, 13th Gen iPhones (or higher) will be offered exclusively to Nubank customers.

This quarter, the volume of products sold was 31.0% higher compared to 3Q23. Computer categories, with emphasis on laptops, accessories and printers, contributed the most to this result, increasing their share in the composition of the net revenue from the channel. In this scenario, we highlight the portfolio assortment strategy initiated last quarter, to timely map key consumption trends. In contrast, the volume of smartphones, TV sets and game console accessories sold declined.

In 3Q24, the average ticket reduced by 4.5%, to R\$2.3 thousand, due to the greater share of new lower value-added products composing net revenue. However, the average ticket for the smartphones category increased by 35.8% in the quarter, as a result of the high volume of premium products sold in this category.

Considering the aforementioned effects, the performance of smartphones, laptops, printers, tablets and computer accessories sold was the main driver of the increase in net revenue. However, revenue from TV sets and game consoles and accessories declined. This quarter, we highlight the sale of software services, such as Microsoft and McAfee. This new product line has been strategically explored, as it offers superior margins in comparison with other categories, encouraging the diversification of our portfolio.

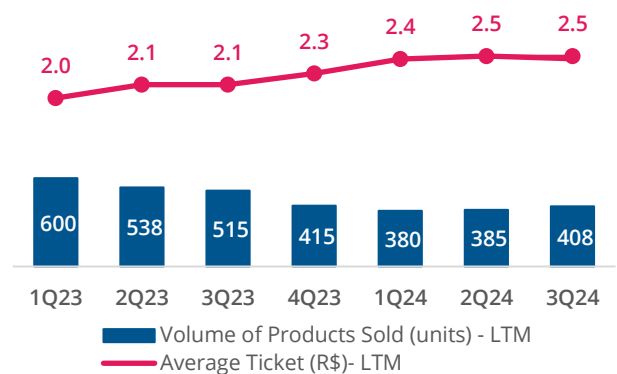


PERFORMANCE OF BUSINESS OPERATIONS

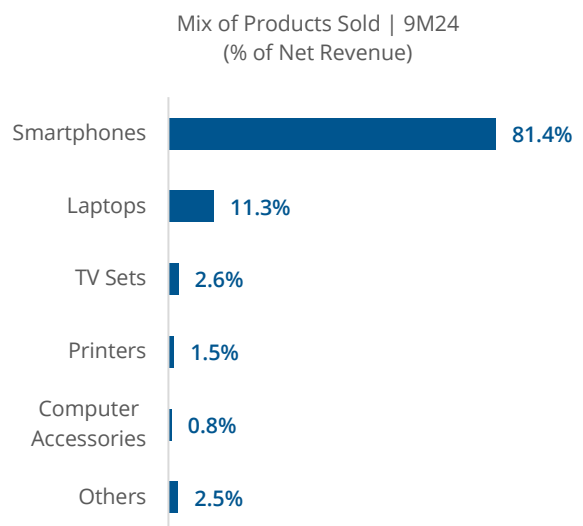
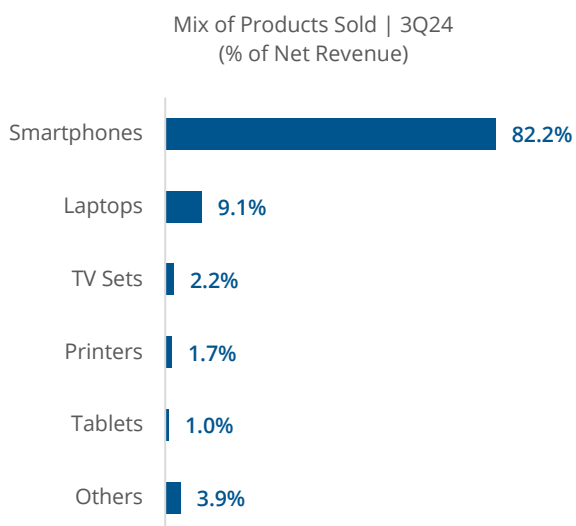
DIGITAL RETAIL

The graph on the side shows the performance of volumes sold and the average ticket of the Digital channel in the 12-month period. We highlight the effect of smartphone sales on the increase in the average ticket, as this category is highly influenced by the *iPhone para Sempre* program, which in addition to operating with an average ticket higher than the market average, benefited from the start of sales of iPhone 16 in 3Q24.

Volume of Products Sold - LTM (M units)
and Average Ticket - LTM (R\$ thousand)



The charts below illustrate the concentration of categories on the revenue mix. In the quarter, the laptops and printers categories stood out, especially after the strategic partnership formed with manufacturer HP.



PERFORMANCE OF BUSINESS OPERATIONS

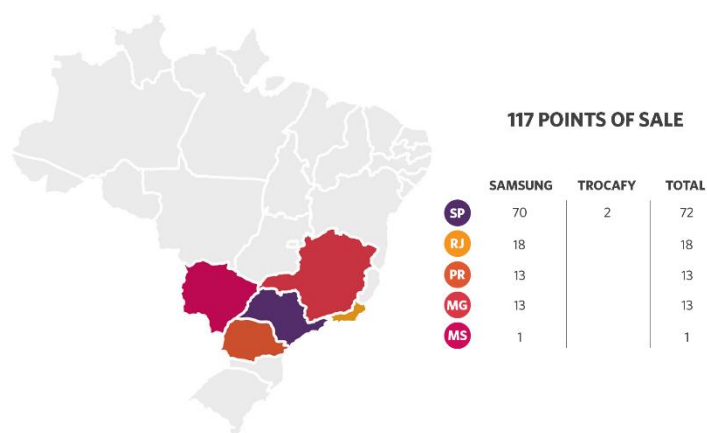
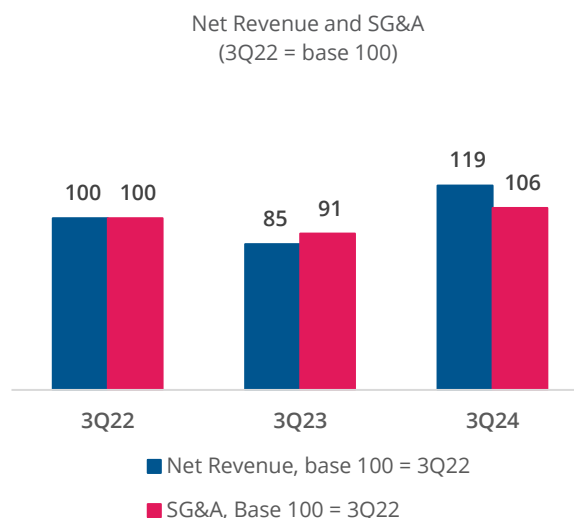
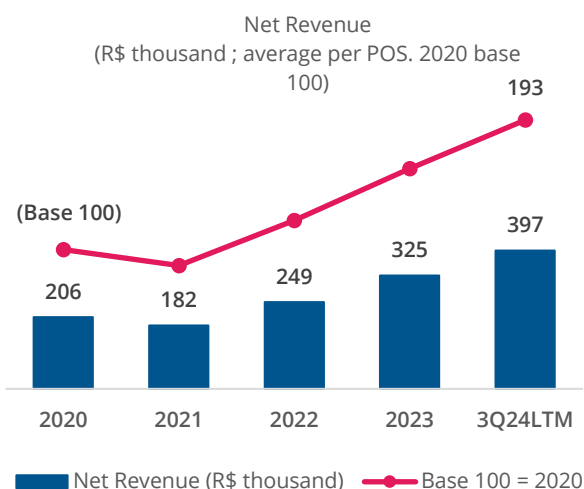
B&M RETAIL

In 3Q24, the B&M retail channel reported a net revenue of R\$126.8 million, up by 18.2% from 3Q23.

The initiatives that boosted sales include the revision and strategic positioning of the portfolio in stores, in addition to the strong conversion of added products, including accessories, insurance services, and wearables. These actions were crucial to the increase in net revenue, even amid the reduction in the total number of points of sale between the two periods. We also observed a rise in the profitability of the channel, reflected in an increase in the average revenue per POS.

After a few consecutive quarters in which we focused on improving the channel by closing less lucrative POS, optimizing processes and reducing operating expenses, **the average net revenue per POS increased by 22.0% between 2023 and LTM3Q24.**

This effect was reinforced by the **18.6% increase in same-store sales (SSS)** between 3Q24 and 3Q23.



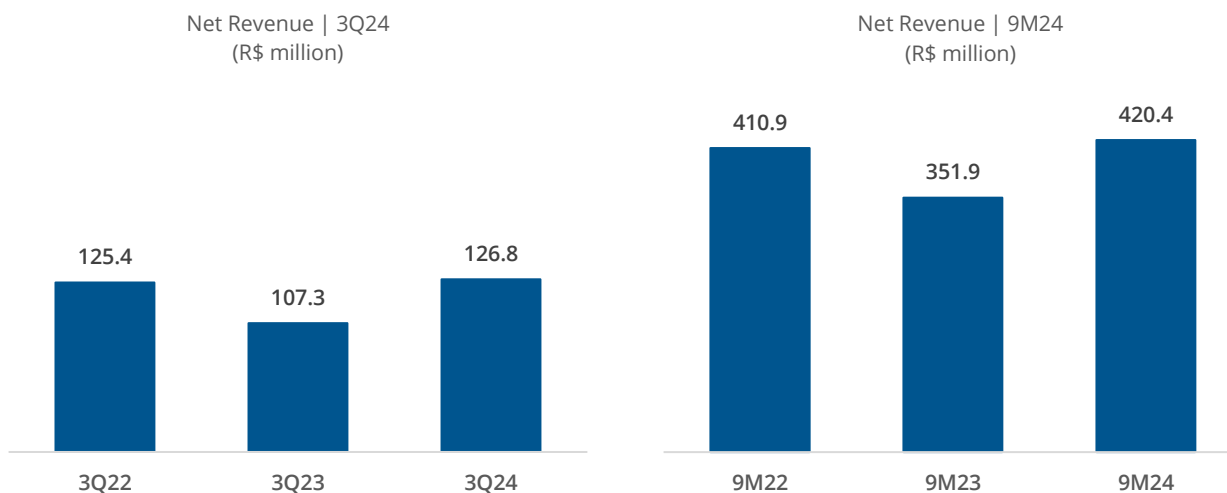
At the end of 3Q24, Allied had 117 POS, with a total area of 8.0 thousand m². These operations consisted of 115 Samsung stores or kiosks and 2 Trocafy kiosks.

B&M retail is a strategic and synergistic channel between the Company's operations and, therefore, the experience we offer to customers, along with the variety of our portfolio, reinforce our position in the domestic electronics market.

PERFORMANCE OF BUSINESS OPERATIONS

B&M RETAIL

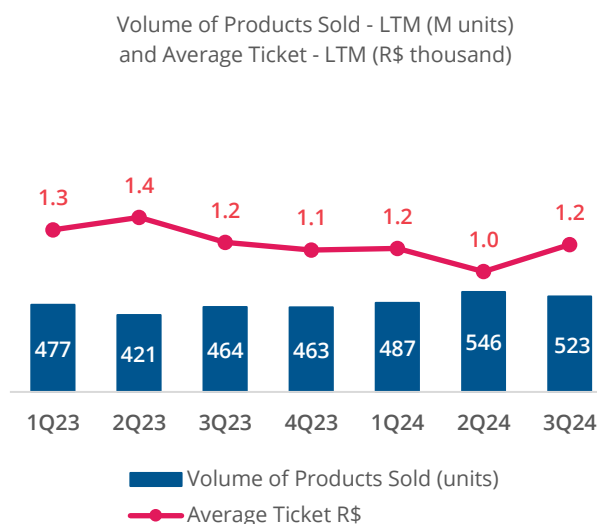
During the last 12 months, we implemented initiatives to enhance our commercial approach and customer experience, which brought an increase in the sales conversion of (i) wearables, with emphasis on the conversion of over 50.0% in 3Q24, and (ii) smartphone insurance. Additionally, the sale of tablets and laptops in our B&M operations also increased significantly, accounting for shares of 6.7% and 5.2%, respectively, in the net revenue.



The average ticket of products and services sold increased by 36.4% year on year in 3Q24, due to (i) the higher sales volume of products with a higher average ticket, such as smartphones, wearables, tablets and laptops; and (ii) the higher average ticket of smartphones and accessories sold. The first above-mentioned effect is the result of our greater portfolio, with a wider range of tablets and laptops in the points of sale.

In contrast, the volume of products sold declined by 15.4%, mainly mobile accessories.

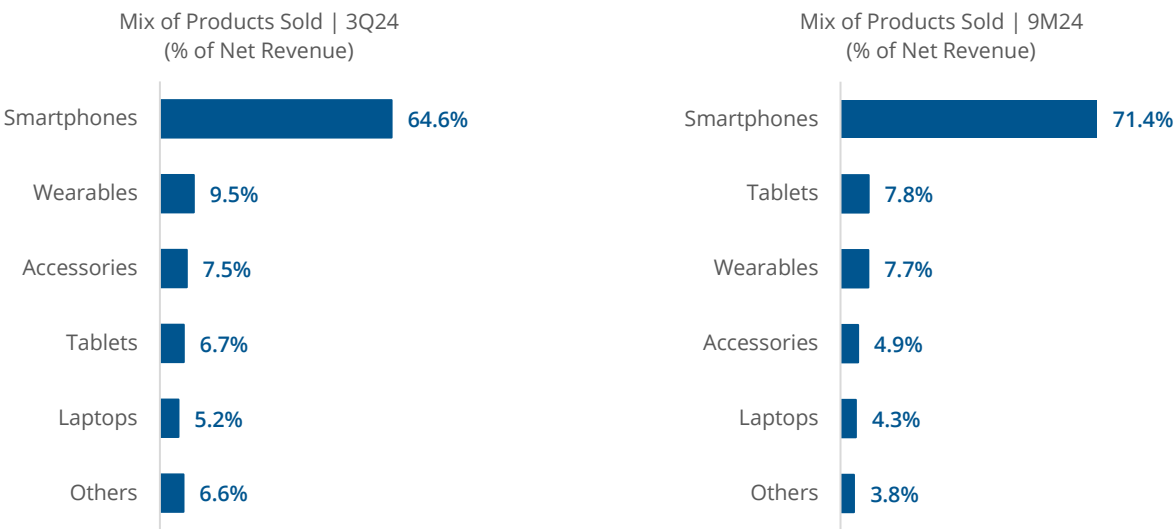
Due to the dynamics of the channel, the categories contributing the most to increase revenue were tablets, wearables and laptops. This result proves the success of the strategy to increase profitability in the points of sale, with higher value-added sales, which represents the strategic positioning of this channel.



PERFORMANCE OF BUSINESS OPERATIONS

B&M RETAIL

The Z Flip and Z Fold foldable phone lines were launched this quarter, which contributed to the significant increase in the average ticket year on year. In line with the value proposition of being one of the main sale channels for Samsung premium products, Allied-operated Samsung stores recorded an average ticket for smartphones 95% higher than the market in 3Q24.



FINANCIAL
PERFORMANCE
3Q24

FINANCIAL PERFORMANCE

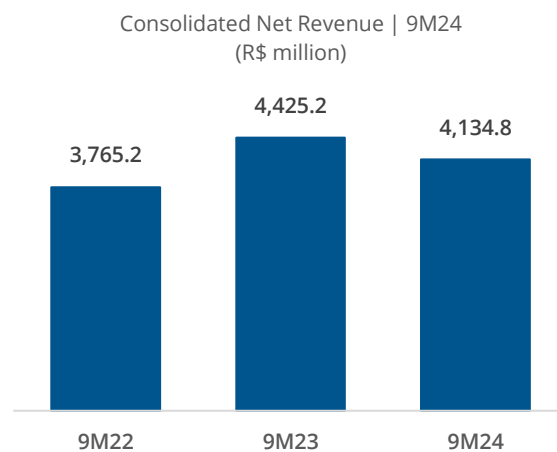
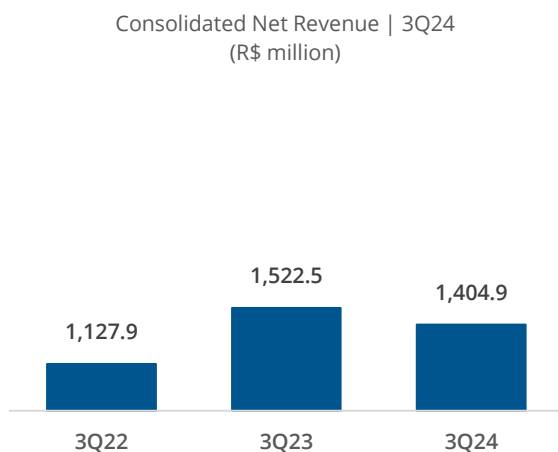
NET REVENUE

Total net revenue reached R\$1.404,9 million in 3Q24, down by 7.7% from 3Q23, driven by the solid performance of B&M Retail and Digital Retail, which benefited from assertive commercial strategies and effective product portfolio management. However, lower sales from the Distribution channel, especially in the international market, reflecting the fierce competition of the industry and the negative pressure on prices in the period, had a negative impact on the consolidated net revenue for the period.

Consolidated revenue consisting of the Brazil Distribution, the International Distribution, the B&M and the Digital Retail sales channels accounted, respectively, for 49.6%, 28.2%, 13.2% and 9.0%, of the Company's net revenue. Such diversification is crucial to mitigate risks and make the Company's results more resilient.

In 9M24, total net revenue was R\$4.1 billion, down by 6.6% from 9M23, due to an impressive increase of 12.7% in net revenue from Retail, which was, however, offset by the 11.3% drop in net revenue from Distribution. In this sense, the year-ago performance of the International Distribution channel sees a strong comparison base.

Net Operating Income, R\$ million	3Q24	3Q23	Δ %	9M24	9M23	Δ %
Brazil Distribution	696.7	749.4	-7.0%	1,992.1	2,133.6	-6.6%
International Distribution	396.6	517.8	-23.4%	1,150.8	1,411.6	-18.5%
Net Revenue - Distribution	1,093.3	1,267.2	-13.7%	3,142.9	3,545.2	-11.3%
Digital Retail	184.8	148.0	24.8%	571.4	528.1	8.2%
B&M Retail	126.8	107.3	18.2%	420.4	351.9	19.5%
Net Revenue - Retail	311.6	255.3	22.1%	991.8	880.1	12.7%
Net Revenue - Allied Consolidated	1,404.9	1,522.5	-7.7%	4,134.8	4,425.2	-6.6%



FINANCIAL PERFORMANCE

GROSS PROFIT

Gross profit by Channel, R\$ million	3Q24	3Q23	Δ %	9M24	9M23	Δ %
Gross Profit - Distribution	65.3	82.0	-20.4%	194.3	239.3	-18.8%
Distribution – Brazil	57.7	70.4	-18.0%	170.6	208.1	-18.0%
Distribution - International	7.5	11.6	-34.9%	23.7	31.2	-23.9%
Gross Profit - Retail	86.4	76.2	13.3%	285.9	263.7	8.4%
Gross Profit - TOTAL	151.6	158.2	-4.1%	480.2	503.0	-4.5%
Gross Margin - Distribution	6.0%	6.5%	-0.5 p.p.	6.2%	6.7%	-0.6 p.p.
Distribution – Brazil	8.3%	9.4%	-1.1 p.p.	8.6%	9.8%	-1.2 p.p.
Distribution - International	1.9%	2.2%	-0.3 p.p.	2.1%	2.2%	-0.1 p.p.
Gross Margin - Retail	27.7%	29.8%	-2.1 p.p.	28.8%	30.0%	-1.1 p.p.
Gross Margin - TOTAL	10.8%	10.4%	0.4 p.p.	11.6%	11.4%	0.2 p.p.

Consolidated gross profit in 3Q24 was R\$151.6 million, accompanied by a gross margin of 10.8%, up by 0.4 p.p. year on year. This performance reflects the Company's strategy to prioritize profitability to the detriment of the sale of low-margin products – an approach adopted by the Company in an environment of falling demand for electronics.

The main factors that impacted said result this quarter were: (i) the challenging scenario of the Brazil Distribution market, with a decline of 1.1 p.p in gross margin; and (ii) the increase of 5.4 p.p. in the share of the Retail channels in the composition of the net revenue, which have superior margin and contributed to the mitigation of the negative impact of the Distribution channels.

It is worth noting that, unlike the Brazil Distribution, the International Distribution has an operating model that should be analyzed separately. In other words, although the international operations work with lower gross margin in comparison with the domestic operations, their operational structure was developed in a way that the operating expenses do not materially impact the result after the calculation of gross profit. Furthermore, this channel benefited from the lower invested capital, which translates into favorable cash conversion for the Company.

In 9M24, consolidated gross profit declined by 4.5% and gross margin stood at 11.6%, remaining virtually flat over the same period a year ago. This result reflects the aforementioned dynamics and reinforces the Company's continuous monitoring efforts in view of the operational and commercial strategies adopted, always prioritizing the diversification of the revenue sources, especially in a scenario of highly volatile product prices.

FINANCIAL PERFORMANCE

OPERATING EXPENSES

Operating Expenses (R\$ Million)	3Q24	3Q23	Δ %	9M24	9M23	Δ %
Sales	-86.2	-83.9	2.8%	-263.8	-271.0	-2.7%
Adjusted General and Administrative Expenses	-31.1	-32.0	-2.9%	-93.1	-91.1	2.1%
Other operating income	-1.0	-0.1	745.2%	3.3	4.7	-29.4%
TOTAL - Adjusted Operating Expenses	-118.2	-116.0	1.9%	-353.5	-357.4	-1.1%
Non-recurring Adjustment	22.1	-1.0	-2393.9%	20.9	-2.8	-847.1%
TOTAL - Operating Expenses	-96.2	-117.0	-17.8%	-332.6	-360.2	-7.7%

Adjusted Operating Expenses totaled R\$118.2 million in 3Q24, up by 1.9% over 3Q23. In relation to the net revenue, expenses accounted for 8.4%, up by 0.8 p.p, driven by the higher revenue from the retail channels. In 9M24, operating expenses amounted to R\$353.5 million, down by 1.1% from the same period a year ago.

Selling Expenses:

Selling expenses totaled R\$86.2 million in 3Q24, up by 2.8% from 3Q23, in line with the increased representativeness of revenues from the retail channels in the Company's consolidated result. The main factors that influenced this result were: (i) higher expenses directly related to the retail channels, such as shipping (+25.1%) and credit card administrative fees (+17.8%); and (ii) increased sales personnel expenses. This result was partially offset by the reduction of depreciation and amortization, in view of the lower number of B&M stores in the comparative periods.

General and Administrative Expenses:

Adjusted general and administrative expenses were reduced by 2.9% in 3Q24, due to the reversal of contingencies and procedural expenses. This impact was partially offset by the increase in personnel expenses.

Non-recurring adjustments to the result in 2024:

2Q24:

R\$1.1 million in general and administrative expenses, related to the discontinuation of the Store in Store operations for B&M Retail, ended in 2021.

3Q24:

- (i) Exclusion of ICMS-ST from the PIS and COFINS tax base
On July 12, 2024, with the final ruling relative to the lawsuit seeking the exclusion of ICMS and ICMS ST from the PIS and COFINS tax base, the Company initiated a process of enabling the tax credits for its own use. The impact of the tax credits in the results for the 3Q24 was R\$48.9 million in EBITDA, and R\$39.8 million in net income.

FINANCIAL PERFORMANCE

FROM EBITDA TO NET INCOME

(ii) End of the credit operation (Soudi)

In 3Q24, we recorded expenses related to the end of the operation to grant credit to consumers through the Soudi platform. EBITDA and net income were impacted by R\$14.3 million and R\$14.2, respectively, mainly related to the portfolio's provision for credit losses.

(iii) Deterioration in the credit scenario of a client from the Brazil Distribution

In 3Q24, we recorded an allowance for doubtful accounts arising from the deterioration in the solvency scenario of a customer from the Brazil Distribution channel. EBITDA was impacted by R\$12.5 million and net income by R\$8.2 million.

We present below the Company's EBITDA and net income in 3Q24 and 9M24 over the same periods a year ago, excluding the aforementioned effects.

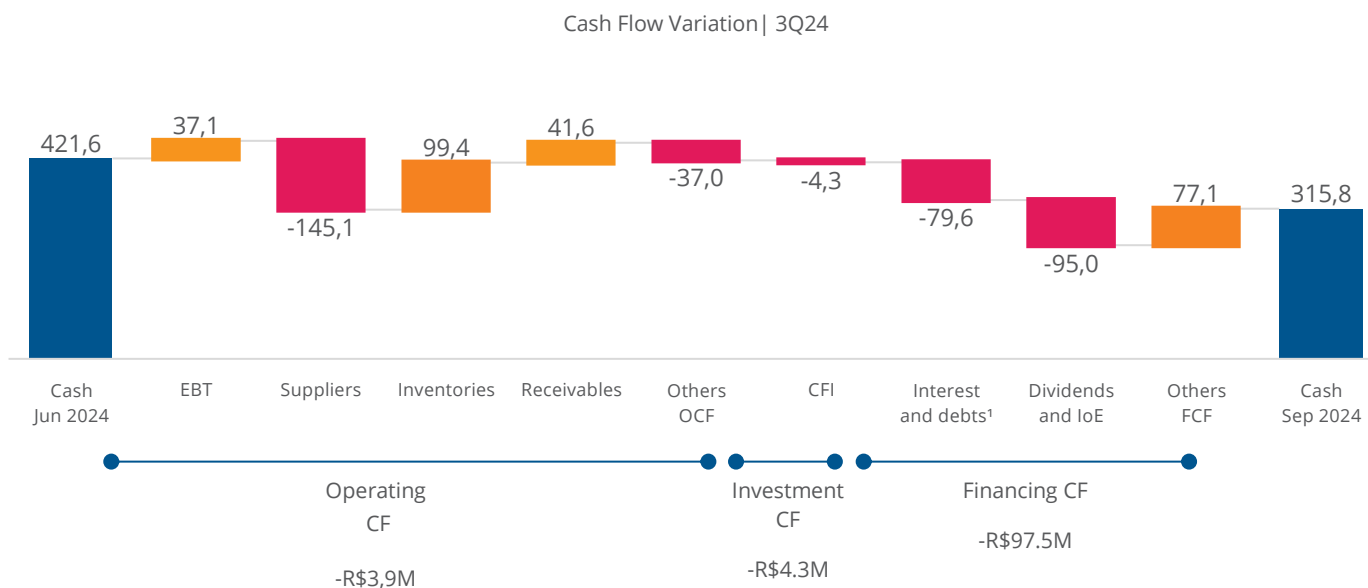
R\$ million, unless otherwise stated	3Q24	3Q23	Δ %	9M24	9M23	Δ %
Operating profit before financial result	33.4	42.2	-20.9%	126.7	145.7	-13.0%
Depreciation and Amortization	13.3	15.7	-15.5%	40.0	49.8	-19.6%
Adjusted EBITDA	46.7	57.9	-19.5%	166.7	195.4	-14.7%
<i>Adjusted EBITDA Margin (% NR)</i>	<i>3.3%</i>	<i>3.8%</i>	<i>-0.5 p.p.</i>	<i>4.0%</i>	<i>4.4%</i>	<i>-0.4 p.p.</i>
Financial Result	-4.0	-1.4	193.8%	9.1	2.9	208.0%
Income Tax and Social Contribution	3.5	20.1	-82.5%	69.2	54.6	26.8%
Adjusted Net Income	0.3%	1.3%	-1.1 pp	1.7%	1.2%	0.4 pp
<i>Net Margin (% NR)</i>	22.1	-1.0	-2393.9%	20.9	-2.8	-847.1%
Non-recurring Operating Expenses	7.5	0.0	-	7.5	0.0	-
Non-recurring Financial Revenue	-12.2	0.3	-3833%	-11.8	1.0	-1319.5%
Non-recurring Income Tax and Social Contribution	20.9	19.5	7.3%	85.8	52.8	62.7%
Accounting Net Income	-4.0	-1.4	193.8%	9.1	2.9	208.0%

FINANCIAL PERFORMANCE

CASH FLOW

A negative variation in cash, by R\$219.8 million, was recorded between 2Q24 and 3Q24, and a negative variation, by R\$114.0 million, was recorded in 9M24.

Cash Flow - Managerial Adjustment:



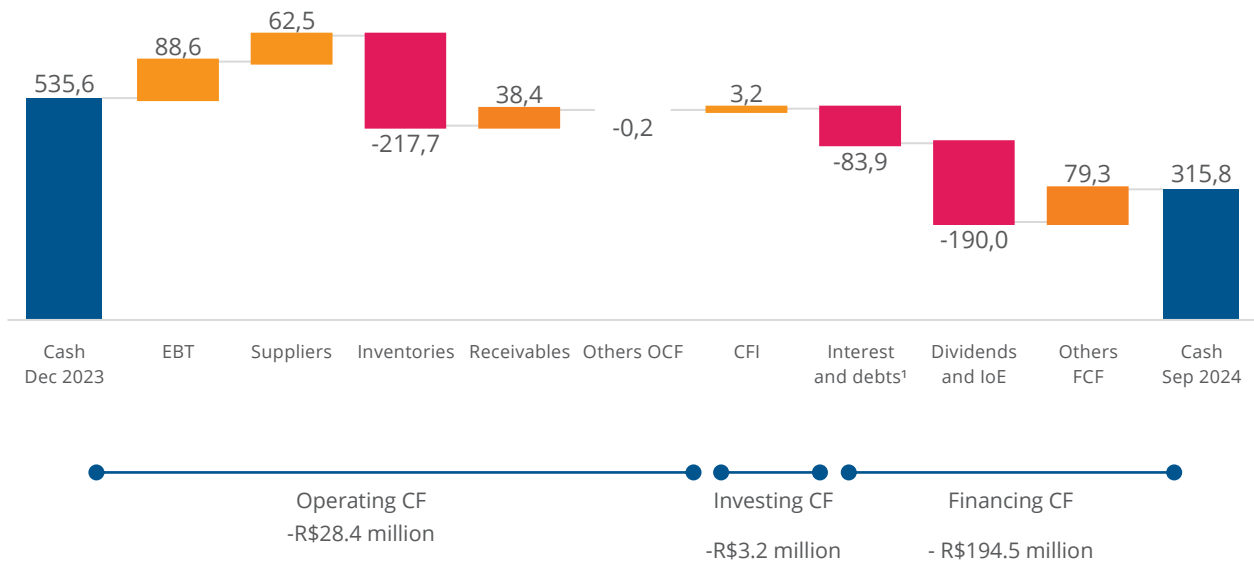
Operations related to agreements entered into with partner banks to structure working capital operations (also called confirming operations) with main clients and suppliers are classified as a financing activity in the Company's financial statements. As part of such operations do not have a financial cost to the Company, we believe a managerial analysis of the cash flow must be done, reclassifying these operations to operating cash flow.

- Operating cash flow negative by R\$3.9 million: working capital had a neutral impact on OCF, with the positive impact of reduced inventories and accounts receivable being offset by the negative impact of the lower suppliers line. It is worth noting that the reduction in sales for the international distribution operation, which has a favorable cash cycle, had a negative impact on working capital for the period as a result of the decrease in revenue from this channel.
- Cash flow from financing negative by R\$4.3 million: mainly impacted by (i) interest and amortization from bank debts; and (ii) the payment of Interest on Equity declared on March 21, 2024.

FINANCIAL PERFORMANCE

CASH FLOW

Cash Flow Variation | 9M24



- Operating cash flow negative by R\$28.4 million: reflecting the increase in the Company's average term of inventory, especially in the first half of the year. Such negative impact was partially mitigated by the effective management of payment terms to suppliers and the reduction of the term for receiving payment from customers, which positively contributed to operating cash flow.
- Cash flow from financing negative by R\$194.5 million: mainly due to the payment of R\$190.0 million in profits to the Company's shareholders.

In the 12-month period ended September 30, 2024, Allied declared R\$312.0 million in profits to its shareholders. Considering the closing share price on November 06, 2024, the dividend yield was 43.3%.

Notes: (1) Include payment flows of interest, amortization and new loans and financing arrangements; (2) closing price adjusted by the payment of profits until the date of publication of this report.

CAPITAL STRUCTURE

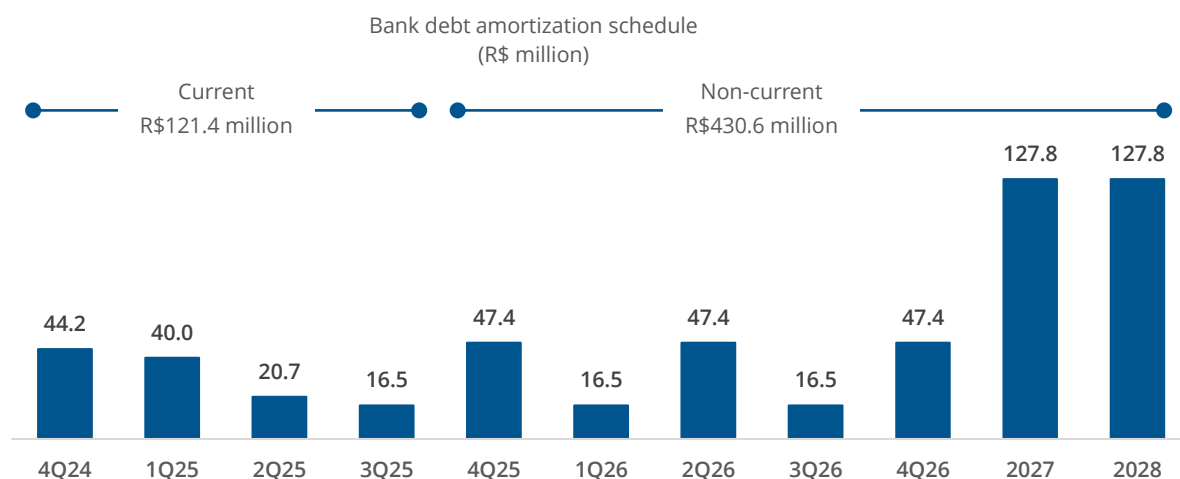
INDEBTEDNESS

Allied closed 3Q24 with a net debt of R\$240.3 million, as a result of a gross debt of R\$556.1 million and a cash position of R\$315.8 million. The net debt is equivalent to 1.1x the Adjusted EBITDA from the last 12 months. The table below shows indebtedness calculated as per financial covenants established in debt instruments issued by the Company.

R\$ million	3Q24	4Q23	Δ%
Bank Gross Debt	552.0	543.7	1.5%
Tax Debt - PERT	4.0	4.6	-11.1%
Gross Debt	556.1	548.3	1.4%
(-) Cash/Cash Equivalents and Financial Investments	-315.8	-535.6	-41.0%
Net Debt	240.3	12.6	1799.9%
LTM EBITDA	221.8	250.5	-11.5%
Net Debt / EBITDA	1.1x	0.1x	1.0x

On September 30, 2024, the Company had the outstanding 5th and 6th issue of simple, non-convertible debentures, both in a single series, in favor of debenture holders. As established in the indenture, the net debt/EBITDA ratio must be lower than or equal to 2.5x.

In December 2023, the Company managed its financial liabilities so as to extend the schedule for the payment of its bank debts, as shown in the chart below. At the end of 3Q24, the total average cost of these debts was 13.2% p.a.



CAPITAL STRUCTURE

OWN CAPITAL

On September 30, 2024, Allied's share capital was composed of 93,833,680 common shares, distributed as follows:

Ownership structure - 09/30/2024	# shares	% shares
Brasil Investimentos 2015 I FIP Multiestratégia	44,173,806	47.1%
Brasil Investimentos 2015 II FIP Multiestratégia	16,773,038	17.9%
Management	5,028,711	5.4%
Free Float (B3)	27,858,125	29.7%
TOTAL	93,833,680	100.0%

In 3Q24, the Company's Board of Directors approved a capital increase through the issue of 185,038 new shares under the Stock Option Plan. As a result, as of the date of this report, the Company's Share Capital is composed of 93,833,680 common shares, all of which registered, book-entry with no par value.

GROWTH **DRIVERS**

GROWTH DRIVERS FOR 2024

In line with our **strategic planning**, the initiatives below will be prioritized over 2024. The objective of these actions is to contribute to the Company's **growth and profitability in the medium and long term**, supporting the **diversification** of the business.

New Business and Diversification

REFURBISHED PRODUCTS

- Current operation optimized with Trocafy products: The sales channels where Allied sells refurbished products include both digital retail (1P and 3P models) and B&M retail (2 POS located at Shopping Eldorado and at Shopping Center Norte, both in the city of São Paulo). We also serve customers from the distribution channel. Our brand expansion strategies have proven to be positive, and we are working to increase the capture of high value-added products in the used phones market, as well as to make our attraction and traffic conversion mechanisms more efficient.

INTERNATIONAL EXPANSION

- Maturation of the current operation: we have 160 potential customers mapped in Latin America with which we are building a commercial relationship. There is a maturation pathway we believe we will be taking over the coming years. On the supplier front, we are already working with major segment brands – Apple, Motorola and Microsoft.
- Expansion of the current operation: in parallel with our current operation, we are continuously mapping distribution opportunities for other brands and categories.

STRATEGIC PARTNERSHIPS - B2C

- Allied currently operates two strategic partnerships alongside Banco Itaú with a focus on end consumers (B2C): the *iPhone Pra Sempre* program, with Banco Itaú, and the sale of Apple products at Nubank's Shopping Nu. Allied's positioning in the sector and its expertise in resolving market inefficiencies make it the right strategic player to map and operate this type of partnership. We will continue to pursue these pathways to further our growth and profitability.

B2B

- Our products and services, aligned with corporate and government demand: Since 2022, we have gradually incorporated into the portfolio of this business unit some specialized products and services for corporate use. Examples include high-performance tablets and computers, bundles of devices with resistant protection accessories, and minor product customizations. We will continue seeking assertive ways to meet both corporate and government demand. In 2023, we will go into partnership with Acer to provide the rental of electronic equipment to corporate clients.

EXHIBITS

3Q24

BALANCE SHEET - CONSOLIDATED

Periods ended September 30, 2024 and December 31, 2023

Assets (R\$ thousand)	09/30/2024	12/31/2023
Cash and cash equivalents	315,822	535,620
Accounts receivable	872,990	959,618
Inventories	813,889	583,452
Taxes recoverable	163,090	122,471
Related parties	0	7,738
Other assets	79,973	80,848
Current Assets	2,245,764	2,289,747
Marketable Securities	-	3,454
Accounts receivable	19,478	8,342
Inventory	10,304	11,127
Taxes recoverable	246,752	179,844
Court deposit	110,899	102,121
Right-of-use	74,581	93,785
PP&E	12,399	15,167
Intangibles	688,368	684,877
Other assets	20,791	7,287
Non-current assets	1,183,572	1,106,004
Total assets	3,429,336	3,395,751
Liabilities (R\$ thousand)	09/30/2024	12/31/2023
Suppliers	823,451	587,414
Suppliers (agreements)	213,333	297,778
Loans, financing, and debentures	121,412	81,660
Contractual obligations with clients	20,924	24,937
Leasing	24,938	24,375
Labor obligations	31,459	30,071
Tax obligations	26,654	21,214
Prepayments from clients	8,290	21,114
Dividends payable	37	22,524
Other liabilities	8,903	23,971
Current Liabilities	1,279,401	1,135,058
Loans, financing, and debentures	430,629	462,053
Contractual obligations with clients	18,128	20,085
Leasing	64,651	83,157
Provisions for lawsuits	78,973	74,525
Tax obligations	3,661	3,941
Deferred income tax and social contribution	26,925	17,152
Other liabilities	351	614
Noncurrent liabilities	623,318	661,527
Share capital	1,025,175	1,021,575
Share issue expenses	(30,054)	(30,054)
Capital reserve	6,689	5,870
Profit reserves	436,042	603,514
Equity valuation adjustment	2,919	(1,739)
Profit for the period	85,846	-
Total shareholders' equity	1,526,617	1,599,166
Total liabilities and shareholders' equity	3,429,336	3,395,751

INCOME STATEMENT - CONSOLIDATED

Three and nine-month periods ended September 30, 2024 and September 30, 2023.

R\$ THOUSAND	3Q24 Adjusted	Adjust.	3Q24	3Q23 Adjusted	Adjust.	3Q23
Net revenue from sales	1,404,897	-	1,404,897	1,522,512	-	1,522,512
Cost of goods sold	-1,253,276	-	-1,253,276	-1,364,291	-52	-1,364,343
Gross Profit	151,621	-	151,621	158,221	-52	158,169
Operating income/(expenses)						
Selling expenses	-86,183	-26,295	-112,478	-83,860	-280	-84,140
General and administrative	-31,083	-6,941	-38,024	-32,023	-631	-32,654
Other operating income	-976	55,303	54,327	-113	0	-113
Operating profit before financial result	33,380	22,067	55,447	42,225	-963	41,262
Financial result						
Financial expenses	-34,573	-	-34,573	-32,991	-	-32,991
Financial income	8,716	7,543	16,259	12,274	-	12,274
EBT	7,523	29,610	37,133	21,508	-963	20,545
Income Tax and Social Contribution						
Current	7,026	-	7,026	-2,389	-	-2,389
Deferred	-11,020	-12,207	-23,227	1,030	327	1,357
Net income for the period	3,529	17,403	20,932	20,149	-636	19,513

R\$ THOUSAND	9M24 Adjusted	Adjust.	9M24	9M23 Adjusted	Adjust.	9M23
Net revenue from sales	4,134,752	-	4,134,752	4,425,234	0	4,425,234
Cost of goods sold	-3,654,522	-	-3,654,522	-3,922,166	-52	-3,922,218
Gross Profit	480,230	-	480,230	503,068	-52	503,016
Operating income/(expenses)						
Selling expenses	-263,803	-26,295	-290,098	-271,014	-1,597	-272,611
General and administrative	-93,067	-8,089	-101,156	-91,137	-1,203	-92,340
Other operating income	3,348	55,303	58,651	4,741	0	4,741
Operating profit before financial result	126,708	20,919	147,627	145,658	-2,852	142,806
Financial result						
Financial expenses	-99,922	-	-99,922	-127,175	0	-127,175
Financial income	33,345	7,543	40,888	33,154	0	33,154
EBT	60,131	28,462	88,593	51,637	-2,852	48,785
Income Tax and Social Contribution						
Current	7,025	-	7,025	-5,635	0	-5,635
Deferred	2,045	-11,817	-9,772	2,045	969	-9,772
Net income for the period	69,201	16,645	85,846	54,582	-1,883	52,699

CASH FLOW STATEMENT - CONSOLIDATED

Three- and nine-month periods ended September 30, 2024 and September 30, 2023.

The Cash Flow Statement shown below is adjusted and differs from the Cash Flow Statement, according to accounting standards, which can be consulted in the Financial Statements presented on the same date by the Company. As part of the confirming operations do not have a financial cost, the Company believes that a managerial analysis of the cash flow must be done, reclassifying these operations to operating cash flow. We underscore that confirming operations involving financial cost are addressed in the cash flow from financing.

R\$ THOUSAND	3Q24	3Q23	9M24	9M23
Profit before income tax and social contribution	37,134	20,545	88,593	48,785
Income tax and social contribution paid	-	(3,273)	-	(4,387)
Depreciation and amortization	13,282	15,713	40,014	49,765
Other profit adjustments	(24,538)	4,894	18,788	59,886
Accounts receivable	41,665	(87,109)	38,426	335,927
Inventories	99,346	139,884	(217,722)	31,424
Suppliers	16,685	(82,008)	222,314	159,730
Suppliers agreements without financial cost	(161,800)	(53,351)	(159,858)	(209,461)
Taxes recoverable	(5,871)	11,039	(32,634)	(431)
Other working capital adjustments	(19,831)	48,386	(26,348)	33,534
Cash flow from operating activities	(3,928)	14,717	(28,427)	504,772
Capex	(2,796)	(1,402)	(6,334)	(5,293)
Other investing activities	(1,554)	4,300	9,490	(5,388)
Cash flow from investing activities	(4,350)	2,898	3,156	(10,681)
Interest payment	(15,091)	(21,624)	(52,265)	(65,839)
Inflows and outflows of loans and financing	(64,546)	(9,004)	(31,623)	(67,377)
Inflows and outflows of suppliers - agreement with cost	76,227	-	76,227	(125,742)
Capital increase	1,021	-	3,600	-
Dividends and interest on equity	(94,989)	18	(189,960)	(32,995)
Other financing activities	(140)	(4,683)	(504)	(4,903)
Cash flow from financing activities	(97,518)	(35,294)	(194,525)	(296,858)
Variations in cash	(105,795)	(17,679)	(219,796)	197,233



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