

2Q21 and 1H21 VIA RESULTS

Para você,
onde, quando
e como quiser.

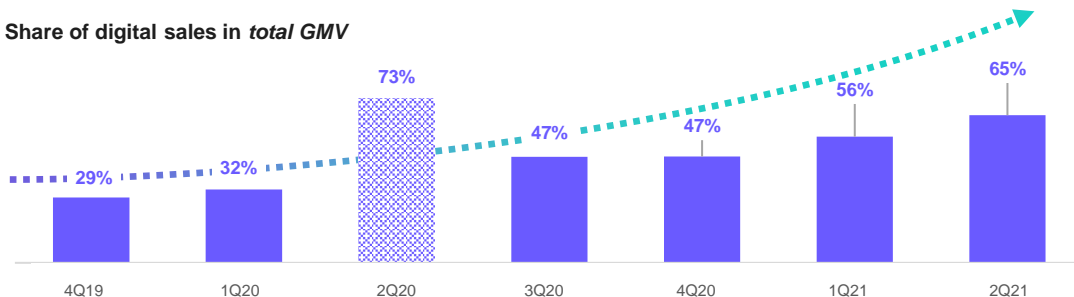


Sozinhos, pensamos grande. Com você, pensamos gigante.

Highlights

	2Q21	Δ vs. 2Q20	1H21	Δ vs. 1H20
GMV	R\$11.4 bn	+51%	R\$21.7 bn	+39%
1P	R\$4.7 bn	+7%	R\$8.7 bn	+40%
3P	R\$1.7 bn	+85%	R\$2.7 bn	+98%

Share of digital sales in *total GMV*

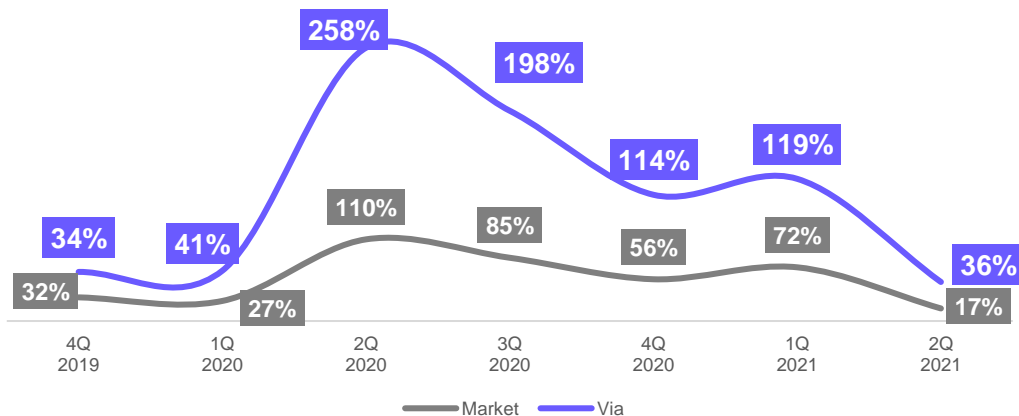


85% of stores closed in 2Q20

Online Performance

Seven consecutive quarters of above-market growth

VIA Performance vs. market y/y ⁽¹⁾



⁽¹⁾ Source: Compré & Confie. Until the 10th of May

Back on Ebit



Recalculation of the e-commerce market with a 10% increase due to the inclusion of Via in the calculation base

e-commercebrasil
MUITO MAIS QUE E-COMMERCE

Redação E-Commerce Brasil

Via volta a participar do Ebit e faz mercado digital registrar crescimento de 10%

Sexta-feira, 25 de junho de 2021 • MERCADO • Tempo de leitura: 2 minutos

Notícias relacionadas

Congresso Auto
Norma avança: logística mais eficiente em vendas online
16/07/2021

InfoMoney Reforma Tributária • Melhorias da Bolsa 2021 • Trabalho No Mercado Financeiro • Newsletter • Filtrar conteúdo financeiro

Méluz impactada positivamente

Via volta a contribuir com Ebit, "expande o e-commerce" em 10% e impulsiona projeções para outra ação da Bolsa

Na avaliação da XP, a notícia é positiva para Méluz devido à visibilidade de um mercado endereçável maior do que o estimado.

Valor Empresas

Via Varejo volta a reportar venda ao Ebit; total vendido sobe 10%

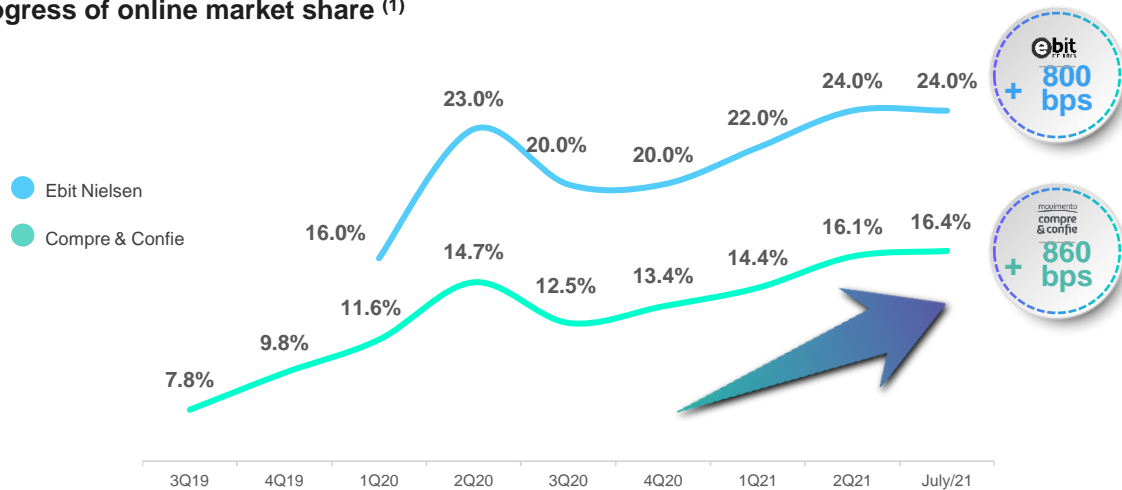
A varejista deixou de relatar os números em janeiro de 2019, quando era controlada pelo GPA

Por Adriana Mattos, Valor — São Paulo
25/06/2021 14h21 - Atualizado há 1 dia

Online Market

Consistent market share gains since 3Q19

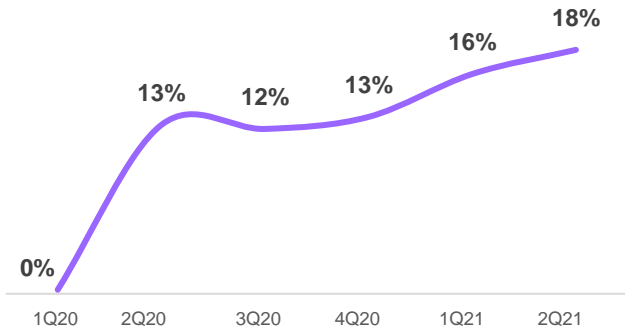
Progress of online market share (1)



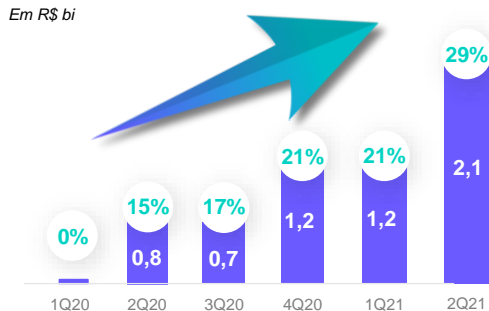
Online salespeople (OS)

Omnichannel, one of Via's great strengths

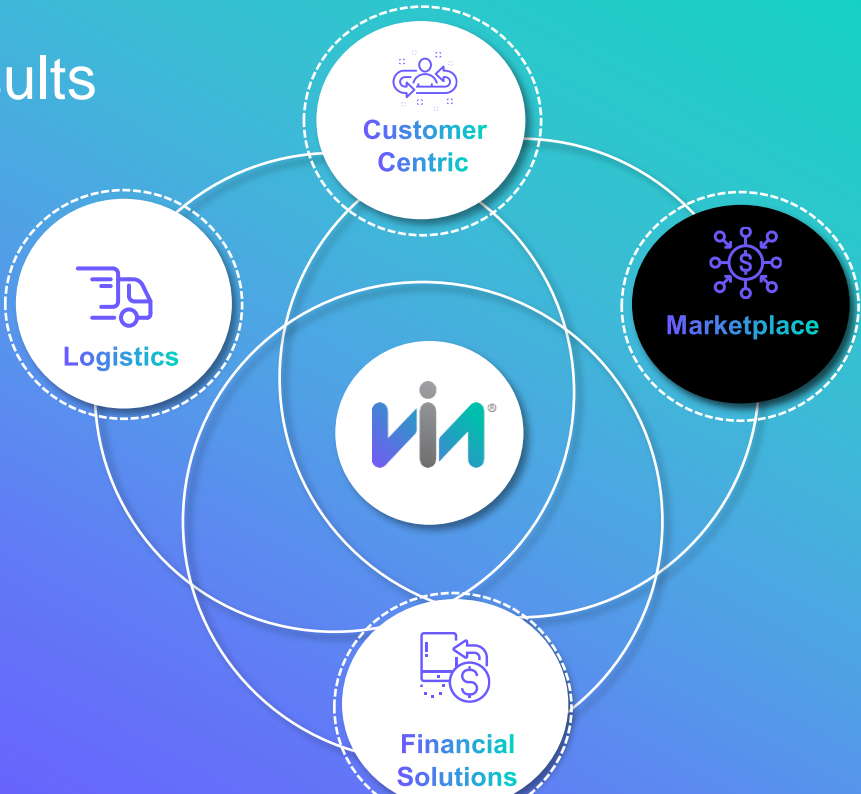
Share of OS in 3P GMV



OS Participation in GMV Online



2Q21 Results



The rise of Marketplace



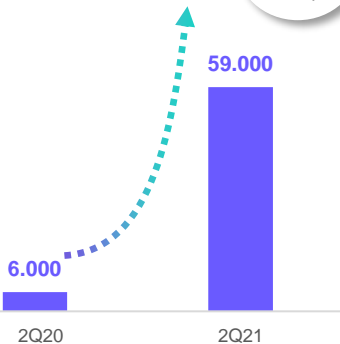
Marketplace

Number of sellers



(Thousands)

71.000
in July

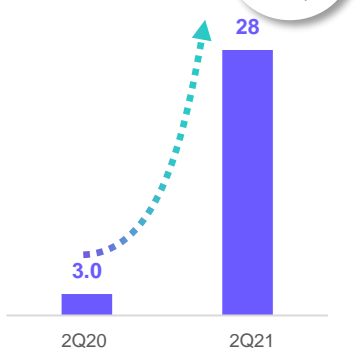


SKU Evolution



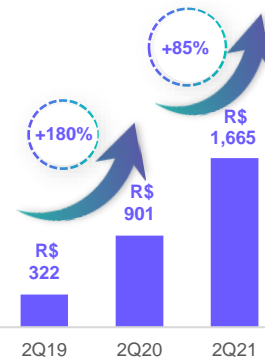
(Million)

30 MM
in July



3P GMV Evolution

(R\$ million)



nocnoc

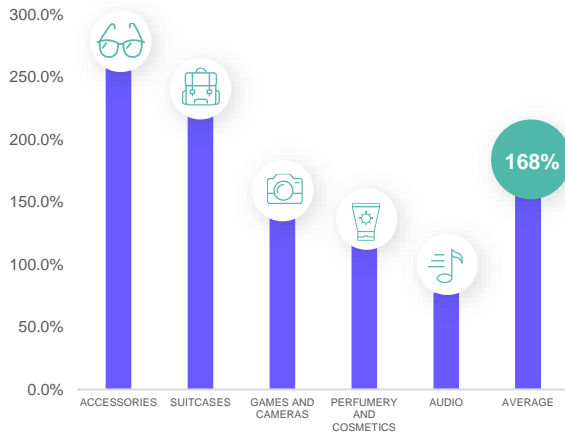


Tail becomes increasingly important in 1P and 3P

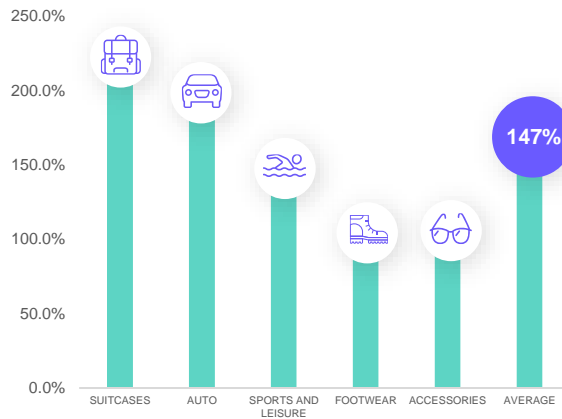


Marketplace

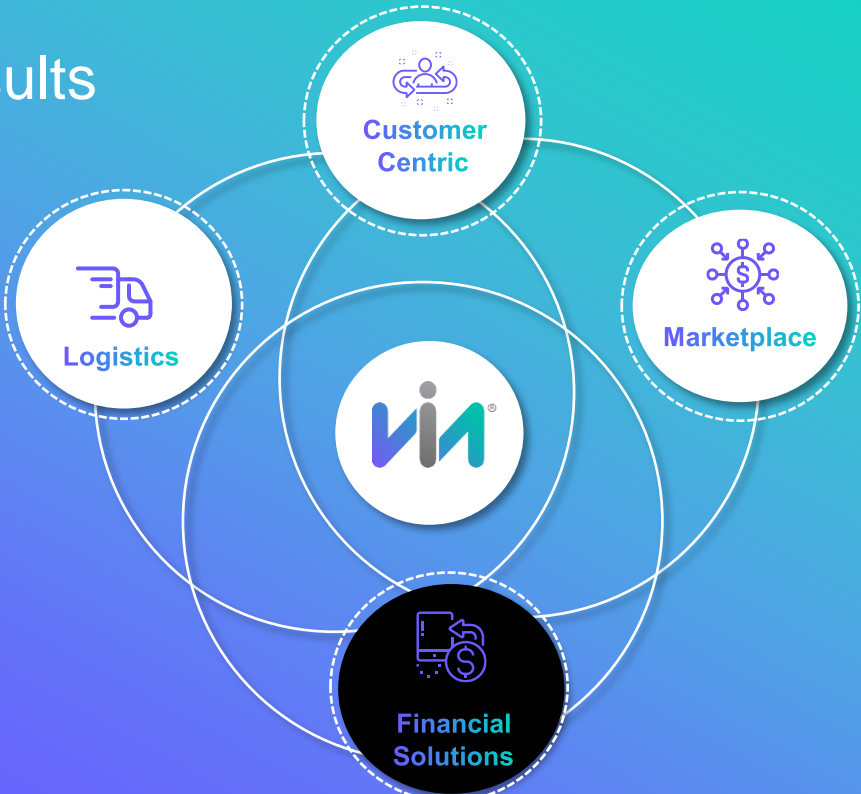
Top 5 1P tail categories - %



Top 5 3P tail categories - %



2Q21 Results

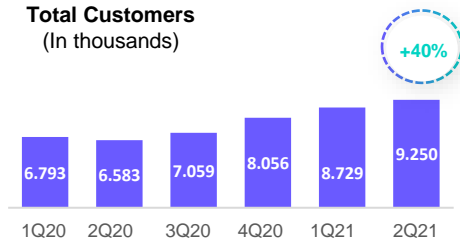




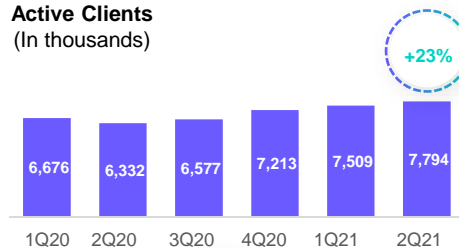
The Democratization of Credit

Our customer base is growing at a fast pace and will be reinforced by the BNQI SCD license, with financial services that fill a gap still underexplored by existing fintechs in Brazil.

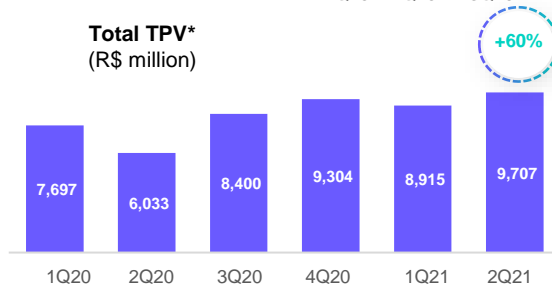
Total Customers
(In thousands)



Active Clients
(In thousands)



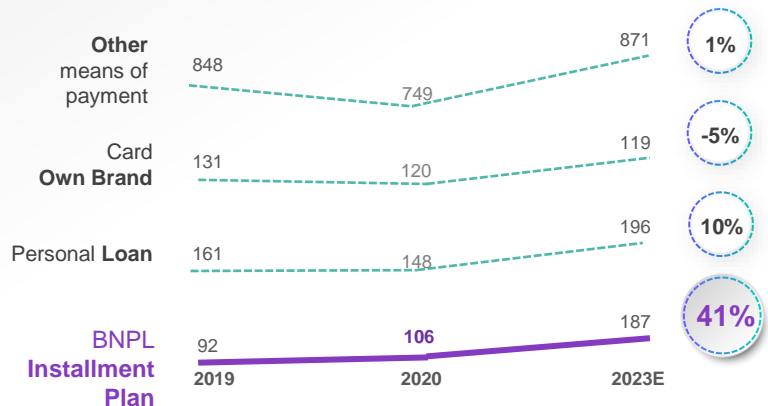
Total TPV*
(R\$ million)



Buy Now, Pay Later (BNPL) – in the world

Growth trend of payment methods in the US market

US\$ billion



Source: McKinsey & Company



60% of Americans would like BNPL financing offers in the next 12 months



30% of BNPL penetration



- **Installments** may be fixed, with or without interest
- Differentiated credit **offer**
- **Engagement** throughout the customer journey
- **Opportunity** to cross-sell other financial services



Conversion



Spending



Customers



Recurrence



CAC

Brazil's Largest Buy Now, Pay Later



R\$ 1.7 bn+ Production/Quarter

- ~350,000 New Customers/month
- 53% of PAPERLESS booklets integrated into banQi.
- 35%+ of payments made digitally

Digital Solution in Open Sea

- Available Online, at Casas Bahia, banQi and via Online Salespeople platforms
- Via's Credit as a Service (caas) Platform
- NPS above 80%



31% Commercial Sales



15MM+ Pre-approved Customers



R\$ 390MM+ Produced



Growth beyond Physical Stores



Customized Offers



R\$ 2.5 bn under banQi management



Digital and Financial Inclusion



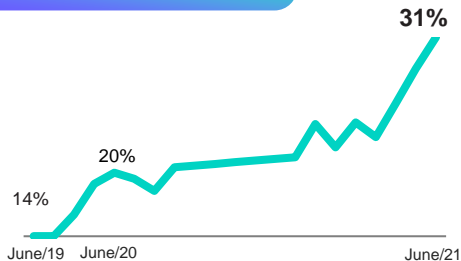
Seller Loyalty



Financial
Solutions

Buy Now, Pay Later | Production Evolution 2Q21

CDC Share - Stores



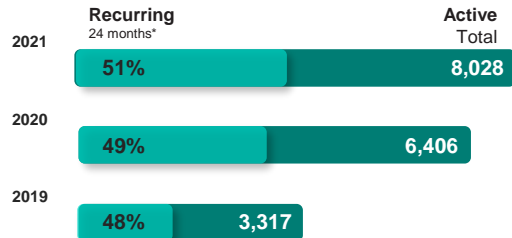
Share growth
of **56%**

15MM+ pre-
approved
customers

350K+ new
contracts per
month

*CPFs (individual taxpayer's IDs) that made two or more purchases using installments in the last two years.

Number of Active Booklets and Recurrence



ON and OFF Installment Plan



Pre-Approved Customer Base Evolution

2%

2Q20: 1%

12%

2Q20: 8%

10%

2Q20: 12%

70%

2Q20: 72%

7%

2Q20: 7%



Evolution of penetration of digital CDC customers

450 municipalities

Digital: +62 Physical Stores: 7

1,793 municipalities

Digital: +361 Physical Stores: 82

466 municipalities

Digital: +120 Physical Stores: 44

1,668 municipalities

Digital: +820 Physical Stores: 255

1,191 municipalities

Digital: +187 Physical Stores: 62



Expansion beyond physical stores + 1,500 municipalities



Growing trend for the next quarters



Seller loyalty





Financial
Solutions

Buy Now, Pay Later - | E-commerce Growth Driver

E-commerce accounts for only **10%** of total Retail sales in Brazil.
The rise in online sales will only be possible through access to credit.

Online Sales in the Brazilian Market

(%)

10%



Online

=

Means of Payment Used



63% Credit Card



37% Debit, bank slip, PIX

The voice of consumers



41% cards declined,
cancelled or w/o limit



15% consider the card
expensive or are not
interested



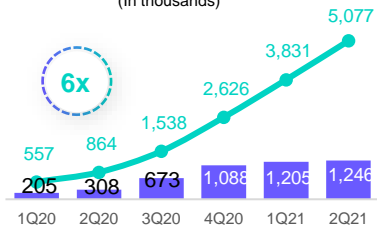
44% would not buy
**WITHOUT a Digital
BOOKLET**



486 billion
Addressable
Market

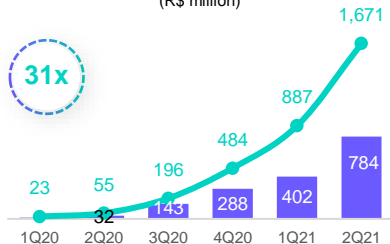
App downloads

(In thousands)



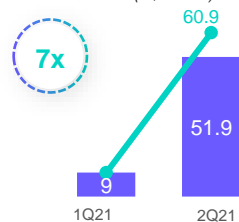
Total Transactions

(R\$ million)



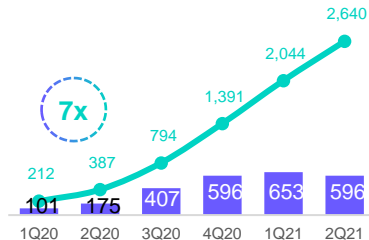
banQi in Casas Bahia's e-commerce

(R\$ million)



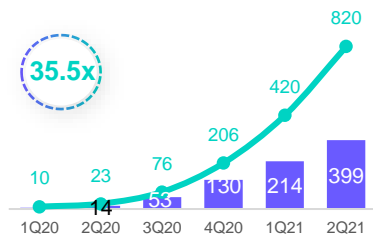
Accounts opened

(In thousands)



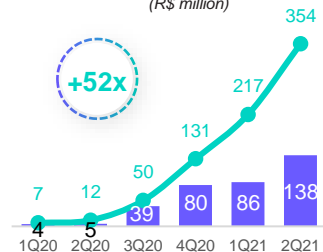
TPV

(R\$ million)



Store transactions

(R\$ million)





Co-Branded
Card



R\$ 4.6 billion

2Q21 TPV

2.5 million
customers



Rede Celer

R\$ 325 MM

2Q21 TPV



+5 MM
Transactions



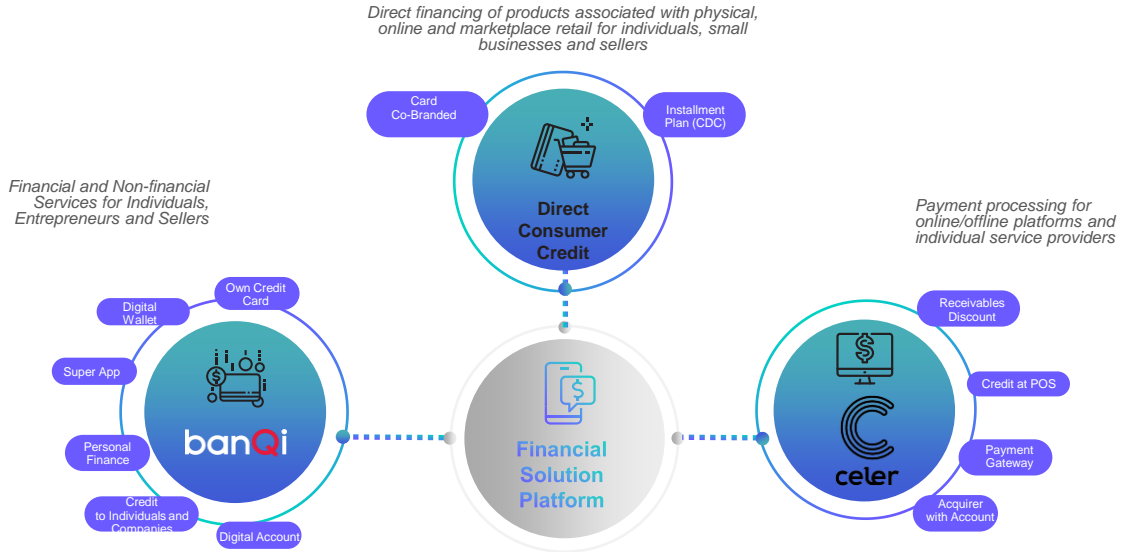
32.7 thousand
Commercial
establishments



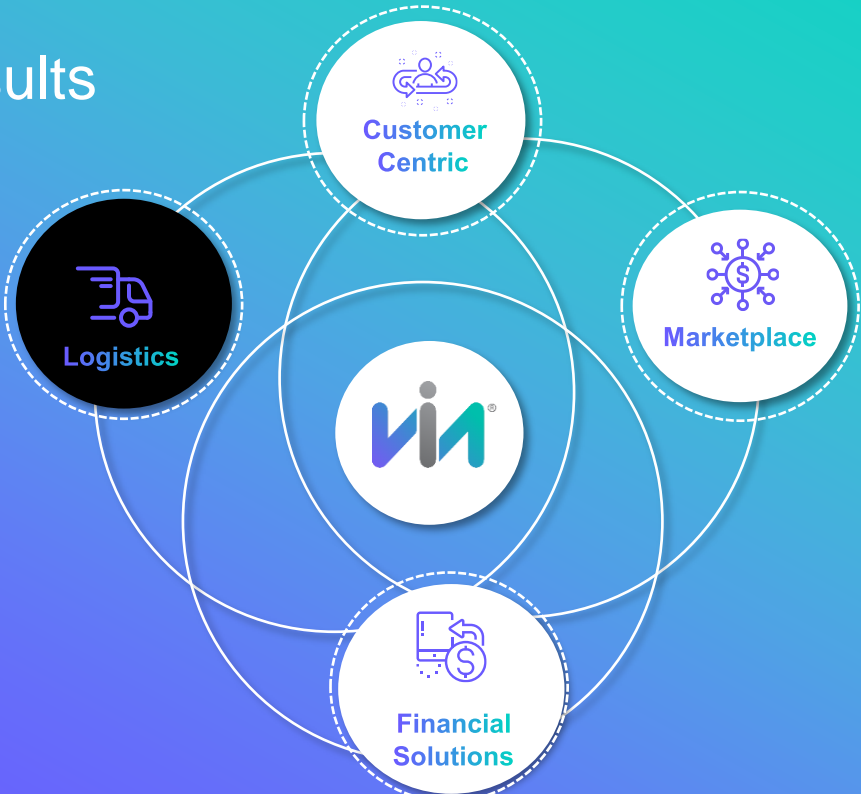
255
Fintechs

An initiative born in retail

becomes the LARGEST financial solutions PLATFORM in the market



2Q21 Results



Via logistics advances consistently



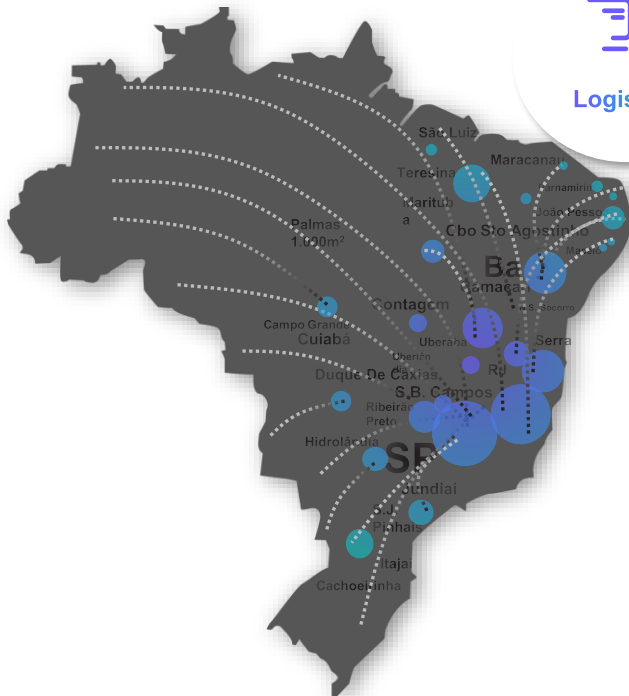
We deliver in 100% of Brazil



2,500 cities in 24 hours



65 cities on the same day

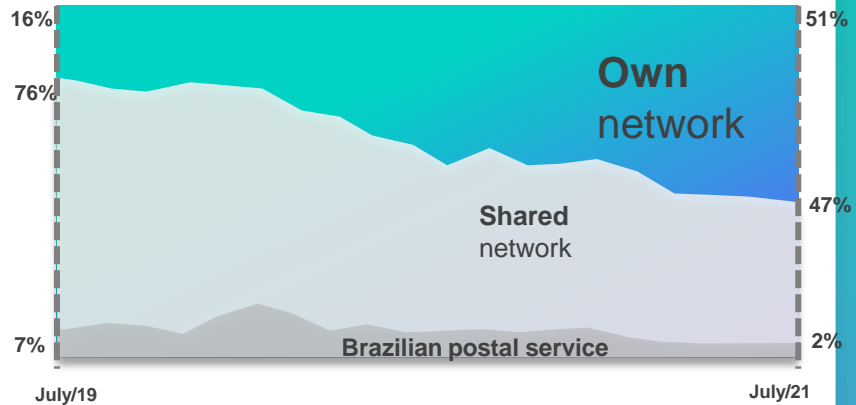


And with the Customer at the center

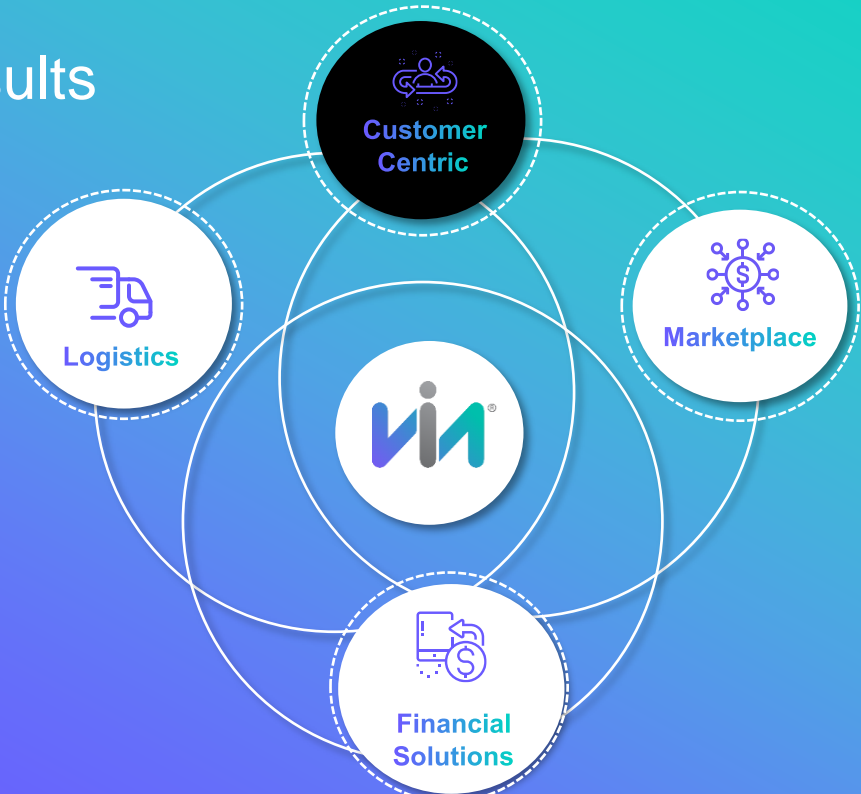


Logistics

- Own logistics reaching 51% of deliveries
- Omnichannel Product Exchange
- Marketplace seller can now drop-off at physical stores
- “Delivery with collection” model ready to scale
- Fulfillment in 4Q



2Q21 Results



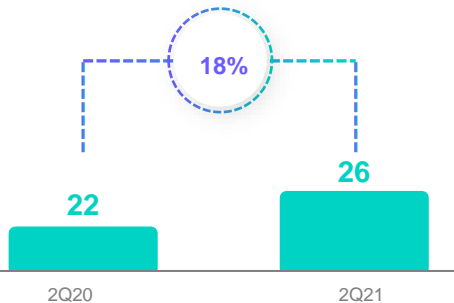


Customer
Centric

Fronts to increase LTV

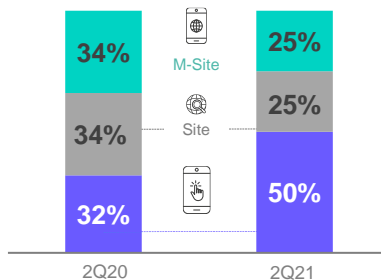
Active Customer Base Evolution

(in millions)

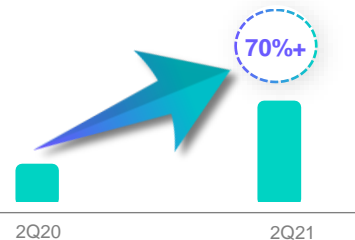


Share by type of access

(digital sales)



Average revenue per user in the app - ARPU



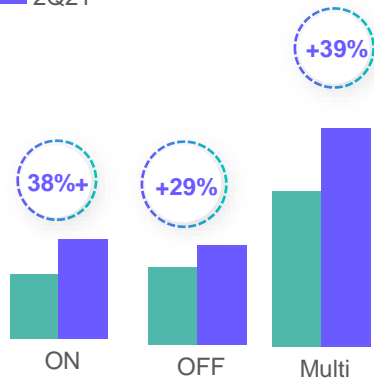


Customer
Centric

Positive effect on spending and initiative base

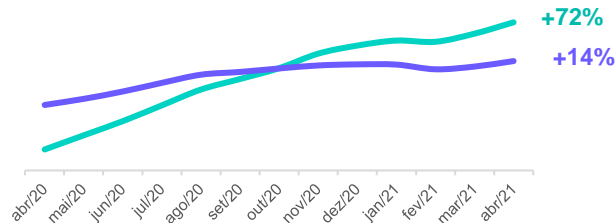
Evolution of customer spending by channel

2Q20
2Q21



Evolution % of young customers in the base

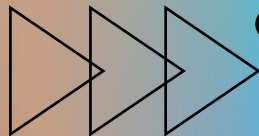
% evolution - 18 - 24 years old
% evolution - 25 - 34 years old



Press play



Free access
to films and
series until the
end of 2021.



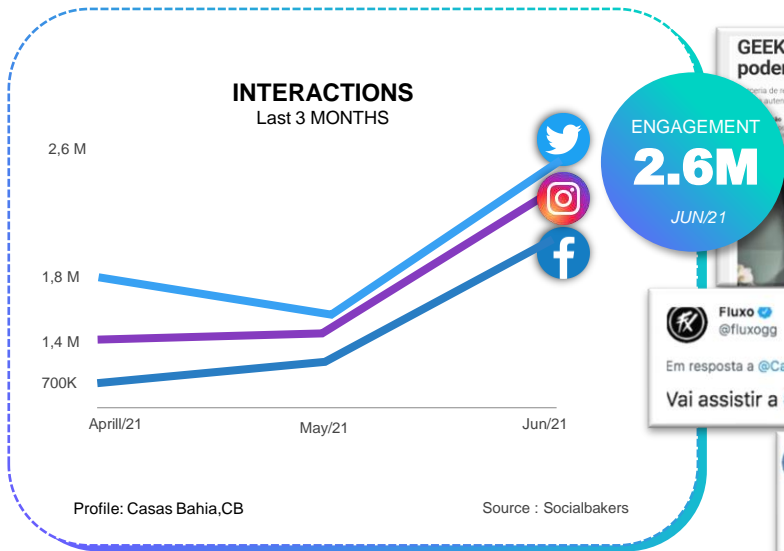
#LET'S PLAY X1?



"NEW"

Creative head of games and
partnership with Fluxo

Crushed it! The HIGHEST engagement in 2



GEEKONOMY: Ei, Casas Bahia, vocês podem ressignificar a relação com games

Com a chegada da família de rede varejista com campeão mundial de e-sports inaugura novas potenciais de parcerias em autenticidade nas relações com influenciadores

Casas Bahia Hires Nobru as Creative Head of Gaming, Brazil's Biggest Retail Stores Start Competition in Esports

by Walter Frezza - June 1, 2021



First place in the overall ranking - again



7 Top Brand Profiles

APRIL/21*

Top Brands Profiles in Brazil
By Interaction_Count, on Facebook

Rank	Name	Interactions
1	Ponto	894,160
2	Netflix	846,380
3	Casas Bahia	738,788
4	Cabelos, Unhas & Maquiagem	642,032
5	Grão de Gente	549,831
6	Havan	464,143
7	Via Marte	443,973

MAY/21*

Top Brands Profiles in Brazil
By Interaction_Count, on Facebook

Rank	Name	Interactions
1	PlayPlus	1,355,940
2	Netflix	860,575
3	Casas Bahia	859,055
4	Hotel Urbano - Hurb	769,795
5	Havan	634,489
6	Ponto	517,401
7	Golden Petstore	422,728

JULY/21*

Top Brands Profiles in Brazil
By Interaction_Count, on Facebook

Rank	Name	Interactions
1	Casas Bahia	1,303,424
2	PlayPlus	1,233,740
3	Netflix	878,676
4	Ponto	635,909
5	Hotel Urbano - Hurb	620,469
6	Cabelos, Unhas & Maquiagem	585,745
7	Havan	553,286

Higher engagement on Facebook surpassing even Netflix



	Varição	Página	Interações
1º	+ 1 ↑	Casas Bahia	1.600.312
2º	- 1 ↓	PlayPlus	1.357.289
3º	+ 2 ↑	Havan	1.218.831
4º	- 1 ↓	Netflix	857.669
5º	+ 2 ↑	Ponto	785.031

(Source: Emplifi and PropMark)

*Overall engagement ranking on Facebook, not segmented.

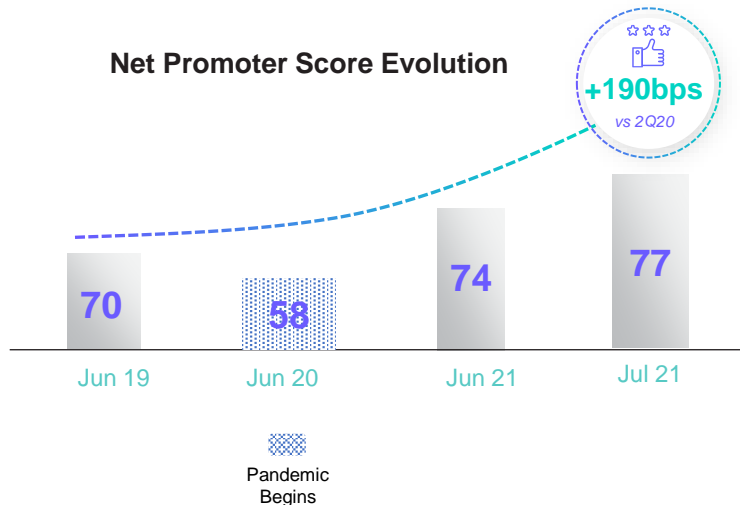




Cliente
no Centro

Positive advances in the experience of the customer

Net Promoter Score Evolution

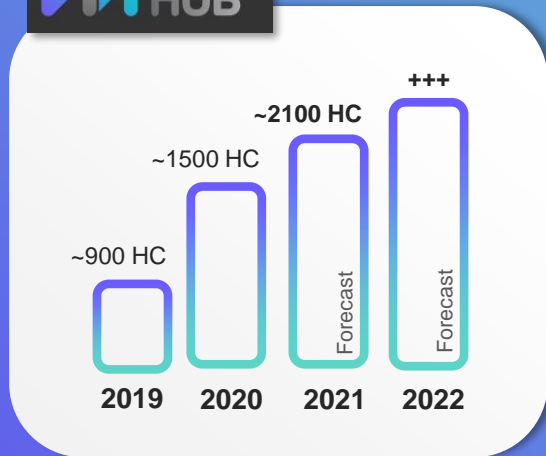


ReclameAQUI

		Score 2020	Score 2Q21	
Online 1P	Casas Bahia	6,7	7,6	Good
	Ponto	6,8	7,9	Good
	Extra.com.br	6,9	7,7	Good
Online 3P	Casas Bahia	7,1	8,0	Great
	Ponto	7,4	8,2	Great
	Extra.com.br	7,1	8,1	Great
Lojas Físicas	Casas Bahia	7,2	7,5	Good
	Ponto	8,9	8,9	RA1000



Accelerated growth of Via Hub (Via's technology area)



+1900
Employees

57
Tribes

180
Squads

21
Journeys



+1300

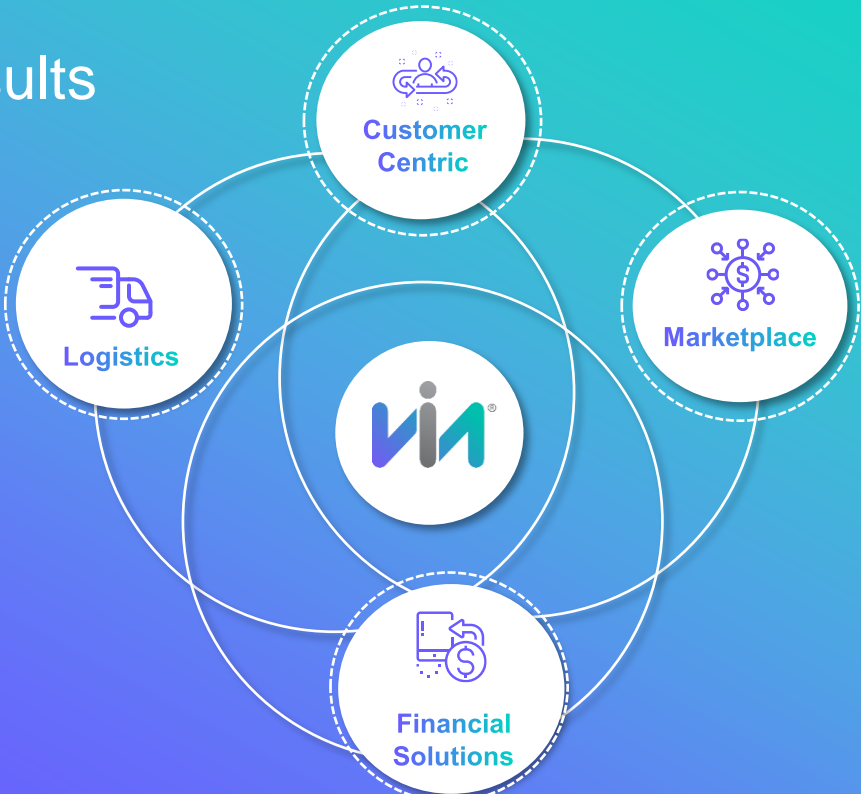
Deliveries of
Value in 2021

2,5x more
deliveries in the
same period 2020
vs. 2021

We duplicated our tech team in 2 years



2Q21 Results



Highlights ESG



ENVIRONMENTAL

Reduction in greenhouse gas emissions with the use of electric vehicles to make last-mile deliveries to our customers. These vehicles have already traveled around 85,000 kilometers, equivalent to CO2 emission savings of 36 metric tons.

We also completed the **GHG** inventory process under the Brazilian **GHG Protocol Program**.

Fábrica Bartira - All our wood suppliers have the **FSC (Forest Stewardship Council)** seal. All the waste generated in our plant is either recycled thus avoiding disposal in the environment.



DIVERSITY

Celebration of LGBTI+Via pride- **#orgulhoéservocê (#pridetobeyou)**

570 people, with more than **10 hours** of content about the theme.

Partnership with organizations **Transpor** and **Viva Diversidade**

Projeto Orgulho do Meu RG ((Proud of my ID) with organization **Bicha da Justiça**. A total of **16 people** were assisted, including **8 employees** and **8 people** appointed by organization Bicha da Justiça.

Projeto Lapidar (Gem Cutting), an affirmative action focused on increasing the representation of Black and brown people, with **200 enrollments**. Via is committed to having **45% of Black people in leadership positions** (management and above) by 2025. Finally, we are signatories to Movimento pela Equidade Racial – Mover (Movement for Racial Equity).



2Q21 and 1H21 FINANCIAL PERFORMANCE

Orivaldo Padilha

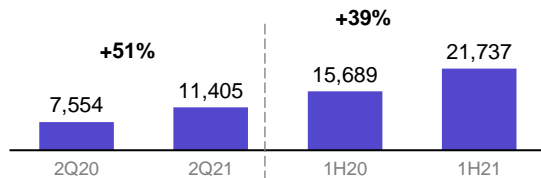
CFO and IRO

Para você,
onde, quando
e como quiser.

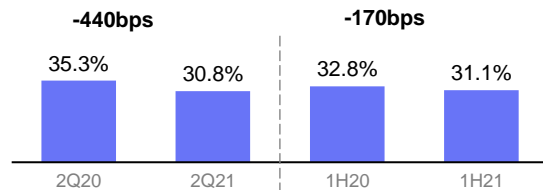


Result 2Q21 x 2Q20 and 1H21 x 1H20

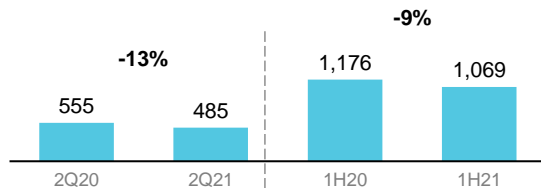
Gross GMV (R\$ MM)



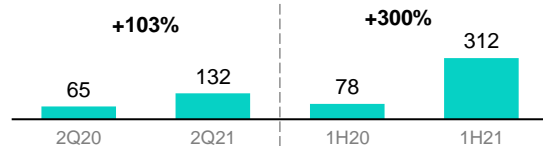
Gross Margin (%)



EBITDA (R\$ MM)



Net Income (R\$ MM)



2Q20 and 2Q21 Reconciliation

	2Q21		Non-recurring effects (+/-)	2Q21 Operational	
	R\$MM	%RL		R\$MM	%RL
Gross GMV	11.405		-	11.405	
Gross Revenue	9.338		-	9.338	
Net Revenue	7.876		-	7.876	
Gross Profit	2.429	30,8%	-	2.429	30,8%
Exp. Sales and Adm.	-2.006	(25,5%)	-	-2.006	(25,5%)
Adjusted EBITDA	485	6,2%	-	485	6,2%
Financial Result	-244	(3,1%)	-	-244	(3,1%)
EBIT	-88	(1,1)	-	-88	(1,1)
IT/ ST and Grants	220	2,8%	-87	133	1,7%
Net Income	132	1,7%	-87	45	0,6%

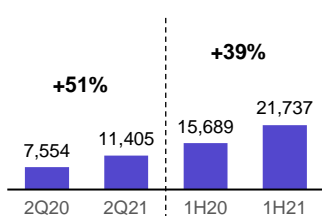
• NR'21 = Untimely Subsidies (products that benefit from the exclusion of the IRPJ and CSLL calculation bases)

Operational Result

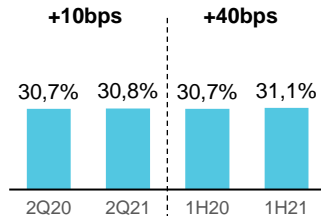
2T21 x 2T20 e 1S21 x 1S20



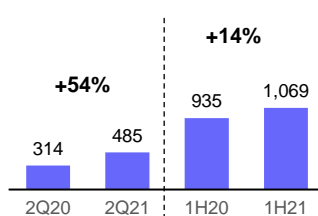
Gross GMV (R\$ MM)



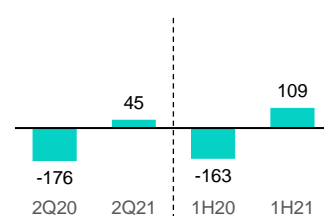
Gross Margin (%)



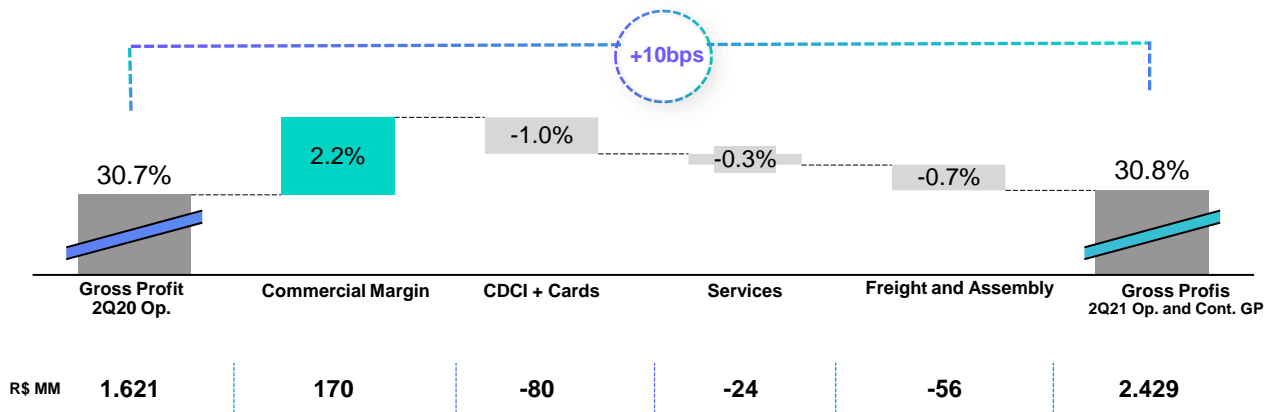
EBITDA (R\$ MM)



Net Income (R\$ MM)



Gross Profit Bridge 2021 x 2020



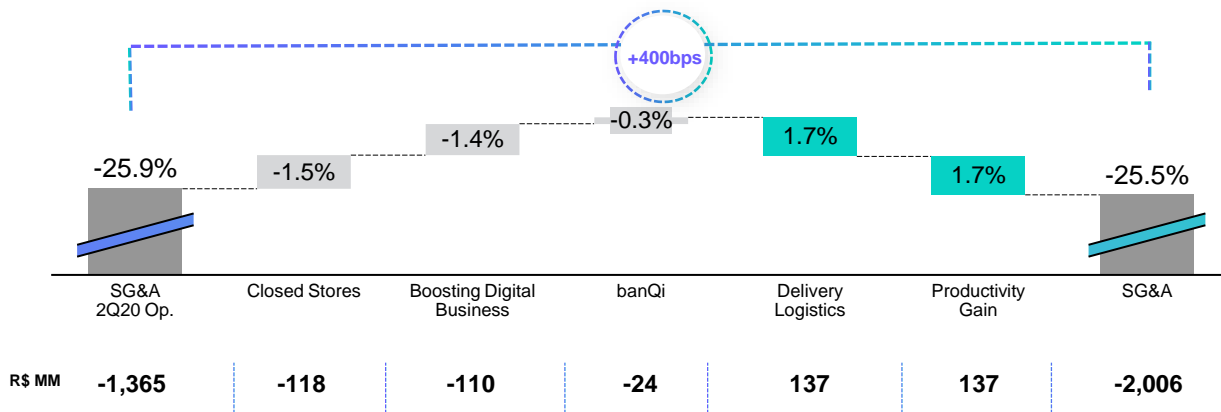
COMMERCIAL MARGIN

- Difal benefit
- Business negotiation

CDCI + CARDS / SERVICES / FREIGHT AND ASSEMBLY

- Store closings directly impacting these revenues

SG&A Bridge 2Q21 x 2Q20



Impact of closed stores

- Lower operational leverage in the brick-and-mortar operation in the quarter due to the large number of stores closed in April (57% of the total);

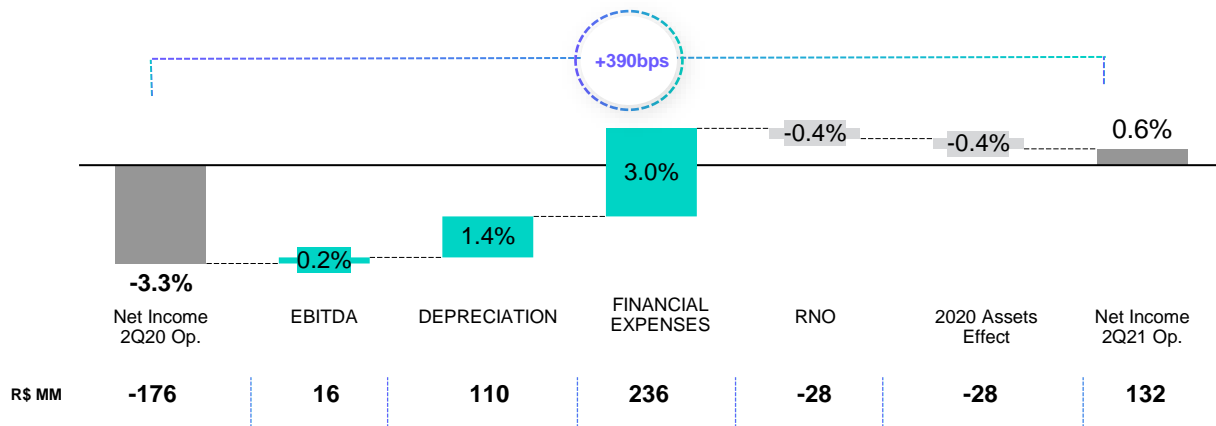
Boosting Digital Business

- Channel mix effect, with an increase in digital sales, which resulted in greater investments in marketing, reinforcement of the after-sales support to better support online customers;
- Internalization of the Technology team, with the consolidation of banQi, AsapLog and I9XP structures.

Strong productivity impact

- Customer Delivery Logistics – greater participation in delivery via mini hubs and pick up stores;
- Productivity gains in fixed costs;

Bridge Net Income 2Q21 x 2Q20



PHYSICAL ASSETS:

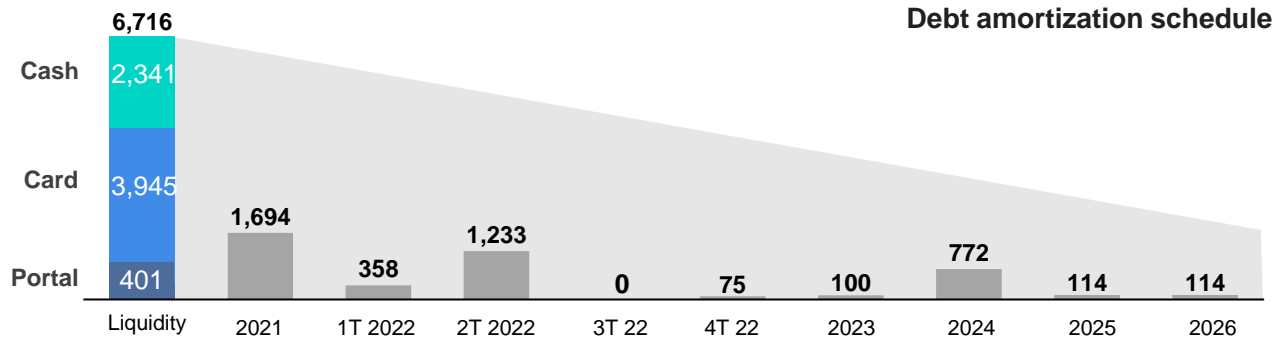
- Strong dilution of the asset base due to sales performance.

FINANCIAL EXPENSES

- Spread cost reduction, debt extension
- Lengthening of debt at a relatively lower cost;
- Earnings with supplier portal;
- Dilution of the asset base due to sales performance.

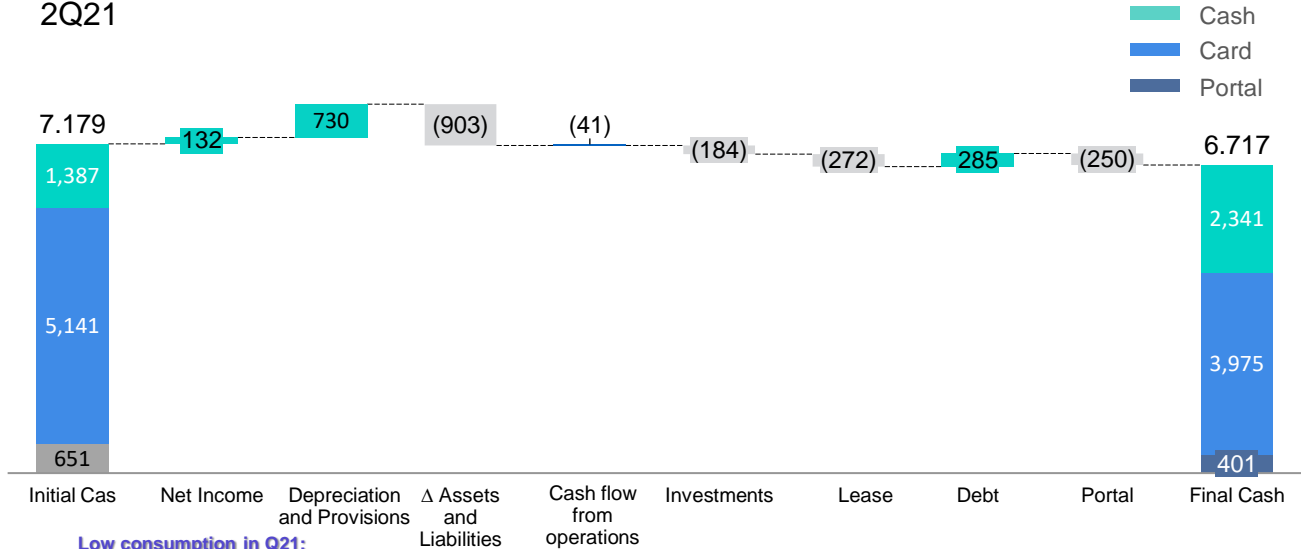
Net Cash

Net Cash (R\$MM)	2Q20	2Q21	2Q20 vs 2Q21
Cash and Cards	7,409	6,315	-1,094
(+)Supplier Antecipation Portal	26	401	375
Cash, Card and Portal	7,435	6,716	-719
Bank Debit	-4,507	-4,460	48
Net Cash	2,928	2,256	-671



Cash Flow (R\$ MM)

2Q21

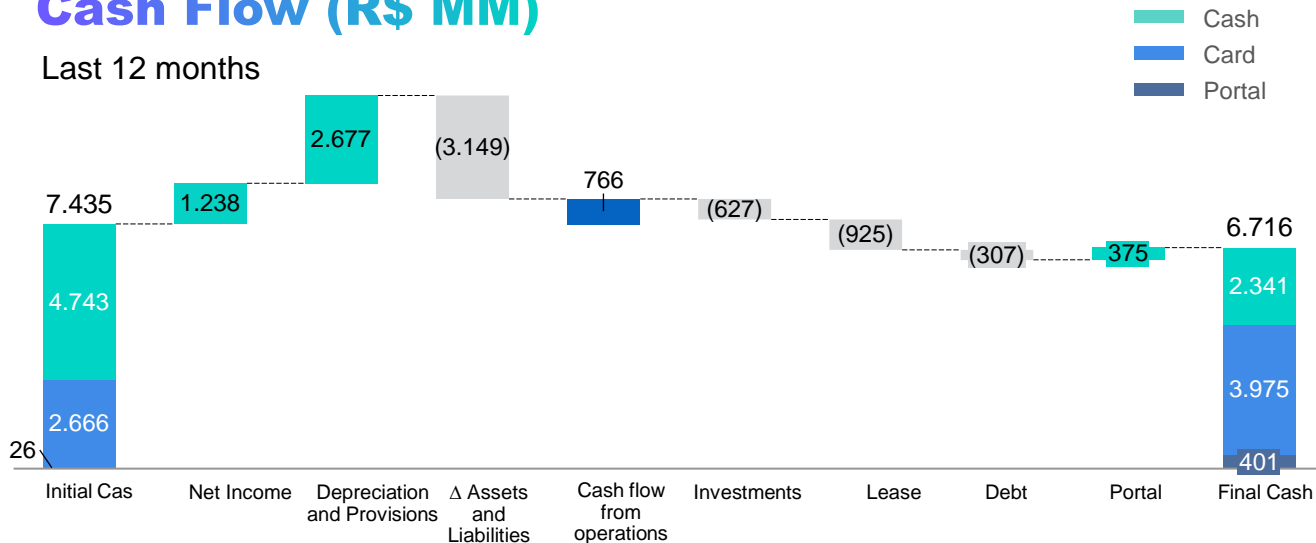


Low consumption in Q21:

- Better WK mgt;
- Monetization of taxes;
- Acceleration of capex

Cash Flow (R\$ MM)

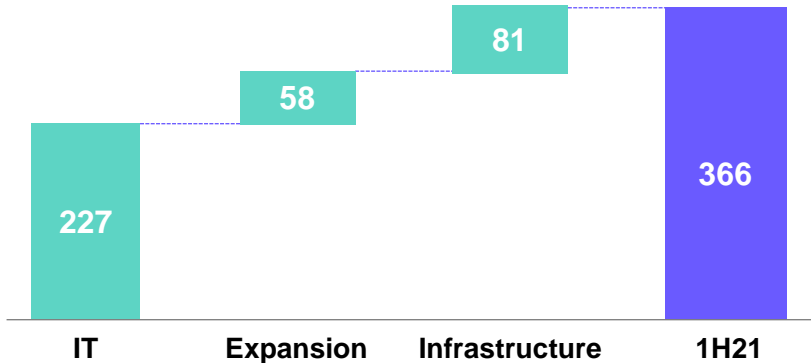
Last 12 months



Low consumption in 12 months

- Better WK mgt; – greater investments in inventory to support GMV growth;
- eMonetization of taxes;
- Acceleration of capex

CAPEX Jan – June 2021



MAIN INVESTMENTS

IT: Technology Platform, Logistics Systems to support increased digital sales

Expansion of Stores: 19 new stores between January and June, with several more ahead

Infrastructure: Stores, DCs and Head Office

Disclaimer

This presentation may contain forward-looking statements. Such information may reflect not only historical facts, but also the wishes and expectations of the Company's management. Actual results and performance may differ materially from forward-looking statements due to a large number of risks and uncertainties, including but not limited to those risks described in the Reference Form filed on the Company's Investor Relations website and with the CVM.

The statements contained in this report concerning the Company's business outlook, market potential and the Company's growth are mere forecasts and were based on Management's beliefs, intentions and expectations regarding the Company's future. These expectations are highly dependent on market changes, economic performance of the Brazilian economy, industry and international markets, and are therefore subject to change.

This report is currently up-to-date and Via is under no obligation to update it to reflect new information and/or future events.



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