

4Q21 and 2021 VIA RESULTS

Roberto Fulcherberguer
CEO

Para você,
onde, quando
e como quiser.



Via's key deliverables in 2021

Transition to a relational platform model focused on increasing customer base, LTV and customer centric



Enhanced omnichannel model with resumption of expansion plan +101 new stores in 2021, including CB Experience mega store

Marketplace takesd-off: +133 k sellers, 41 million SKUs CBT Partnerships, Via Academy and Via Ads are launched



Investments in open innovation in partnership with *Distrito*. Acceleration Programs and CVC focused on logtech, retailtech, martech and fintech

Online CDC launch for Marketplace customers, open-sea personal loans, Celer acquisition, credit and IP licenses



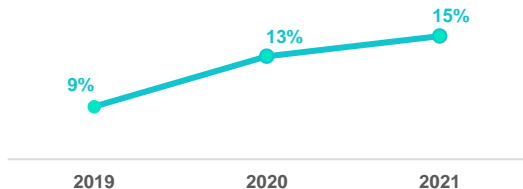
ISE B3

ESG metrics included as part of Bonus Pool targets to all employees; Via joins B3's ISE sustainability index GPTW top 10 retail company

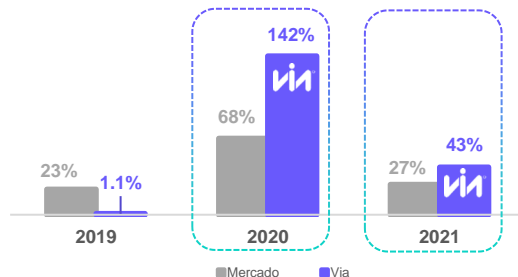
Highlights

	4Q21	Δ vs. 4Q20	2021	Δ vs. 2020
GROSS GMV	R\$ 11.8 bi	-7%	R\$ 44.6 bi	+15%
1P ON	R\$ 4.3 bi	+8%	R\$ 16.8 bi	+23%
3P ON	R\$ 1.7 bi	+68%	R\$ 6.4 bi	+98%

Online market share evolution ⁽¹⁾



Via's growth vs. e-commerce market y-o-y ⁽¹⁾

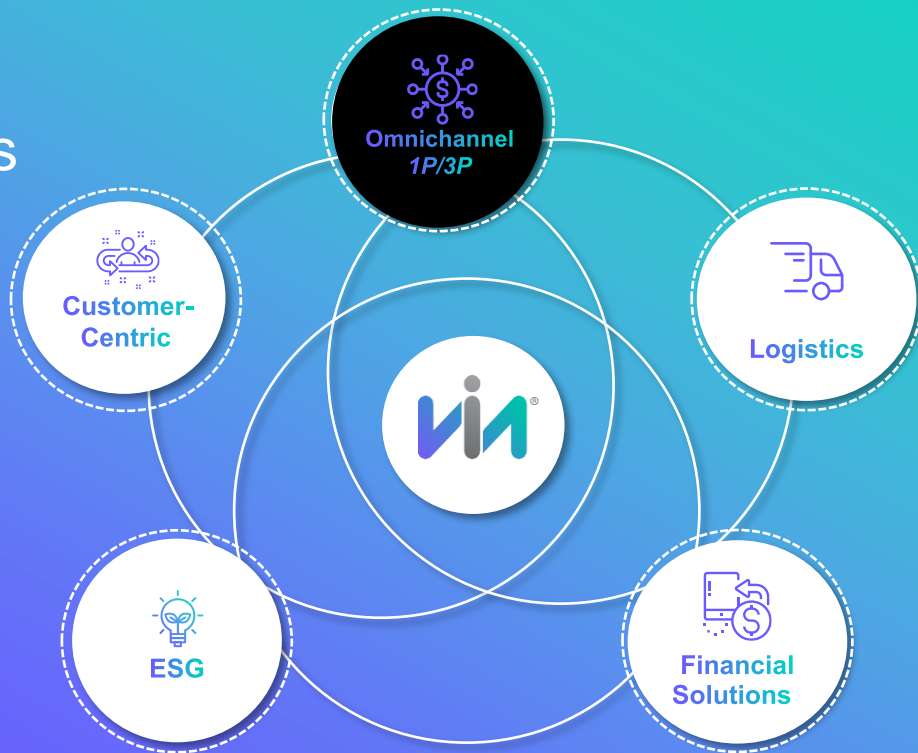


⁽¹⁾ Source: Compre & Confie amplo.

4Q21 Results

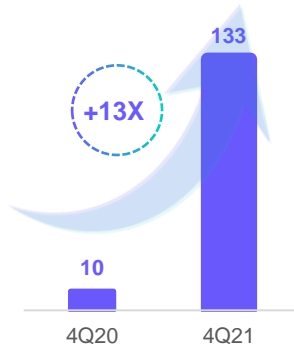


4Q21 Results

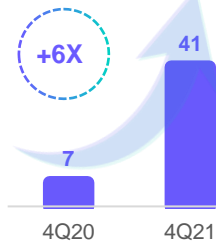


Marketplace *takes-off*

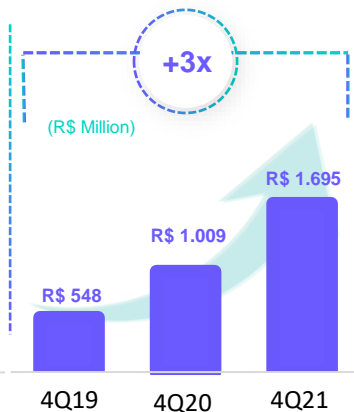
of Sellers
Evolution
(Thousands)



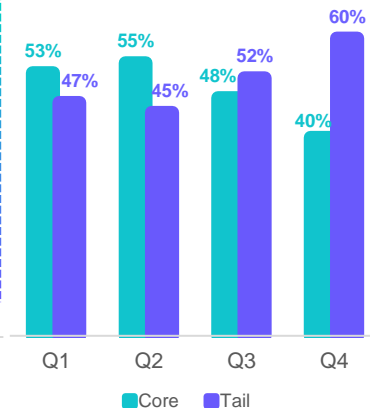
of SKUs
Evolution
(Million)



3P GMV Evolution



Orders Share Evolution
Long Tail



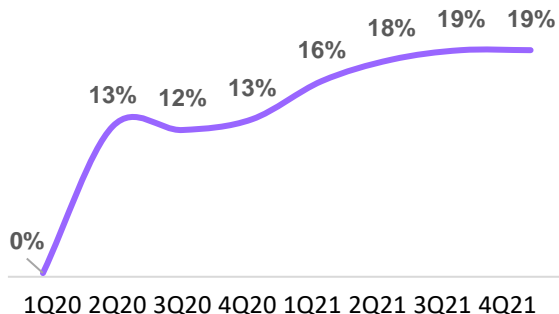
Online Salesperson

An omnichannel strength



Omnichannel 1P/3P

Online Salesperson (%) 3P GMV



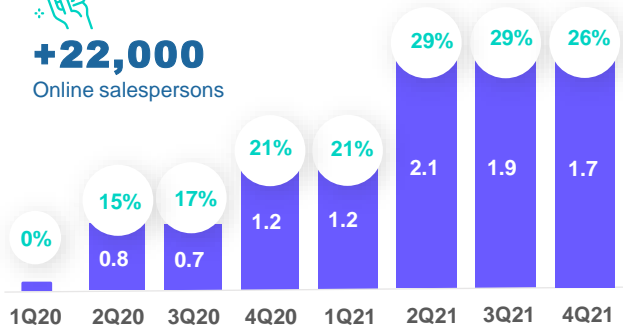
Online Salesperson (%) – Digital Sales GMV *

(R\$ billion)



+22,000

Online salespersons



1P, 3P and Click&Collect

Why have stores?



Omnichannel
1P/3P



Stores
1,091

ponto:

164



927

ONLINE

3x

Online sales growth
in new places where
stores were opened

OFFLINE

Stores Customers

55%

New
Customers

15%

Reactivated
Customers

30%

Already
customers
who made a
new
purchase

70% are
new and/or
reactivated
customers

Light: last-mile unit cost down
by 30%

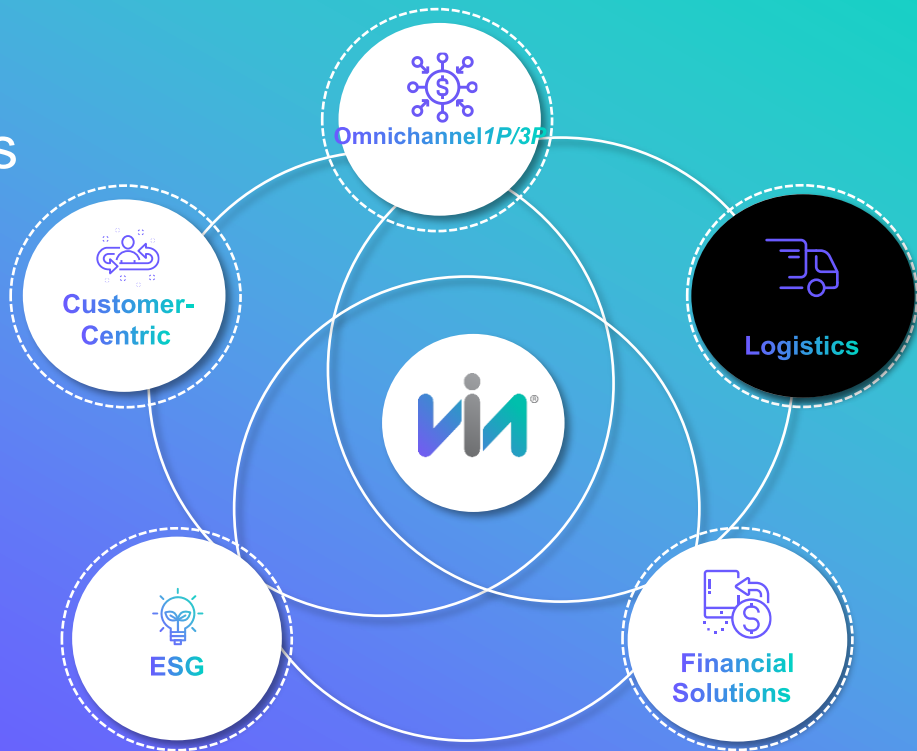
Heavy: last-mile unit cost down
by 16%



CASAS
BAHIA
MARGINAL TIETE



4Q21 Results



Via's robust logistics

Omnichannel logistics network presents Via's capillarity and unique qualities

28 DCs

+1,600

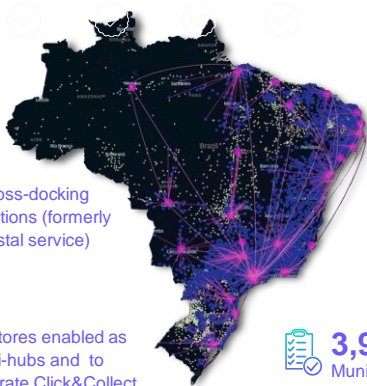
Cross-docking stations (formerly postal service)

100%

of stores enabled as mini-hubs and to operate Click&Collect

92% of GDP

24-hour deliveries for heavy and light products



~300,000
last-mile deliveries

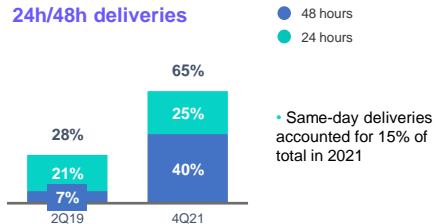


4,000
daily circulation of
vehicles

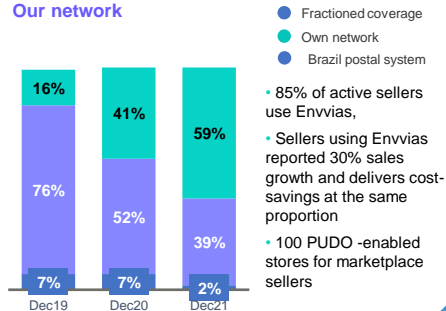


3,900
Municipalities served by our
network (93% of GDP)

24h/48h deliveries



Our network



Logistics: Key initiatives underway



Fulfillment

Accelerated with acquisition of CNT. We are the 1st player to offer Fulfillment as multi-platform operator



Logistics-as-a-service LaaS

Significant addressable market that we are starting to explore with 1P, 3P partners in an agnostic approach



Omnichannel stores

100% of stores enabled to operate as mini-hubs and Click & Collect posts



Demand planning

Use of artificial intelligence in demand forecast allows for optimal inventory allocation in Via's network



Optimization of DCs and fleet

Intensive use of data and algorithms to optimize storage (m²) and manage fleet more efficiently

Logistics as a service *already a reality*

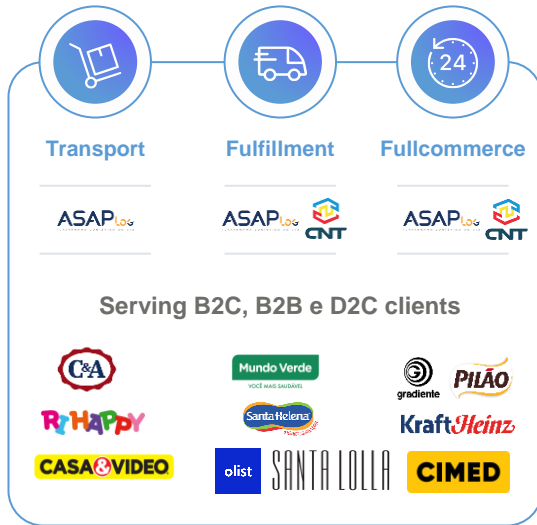


Our core distribution strenghts to serve *sellers* and customers in open sea approach

- Market leader in heavy items handling
- Omnichannel with integration of 28 DCs and ~1.100 stores
- Stores as pick-up points & drop-off to sellers
- Envvias used to collect and send items for sellers

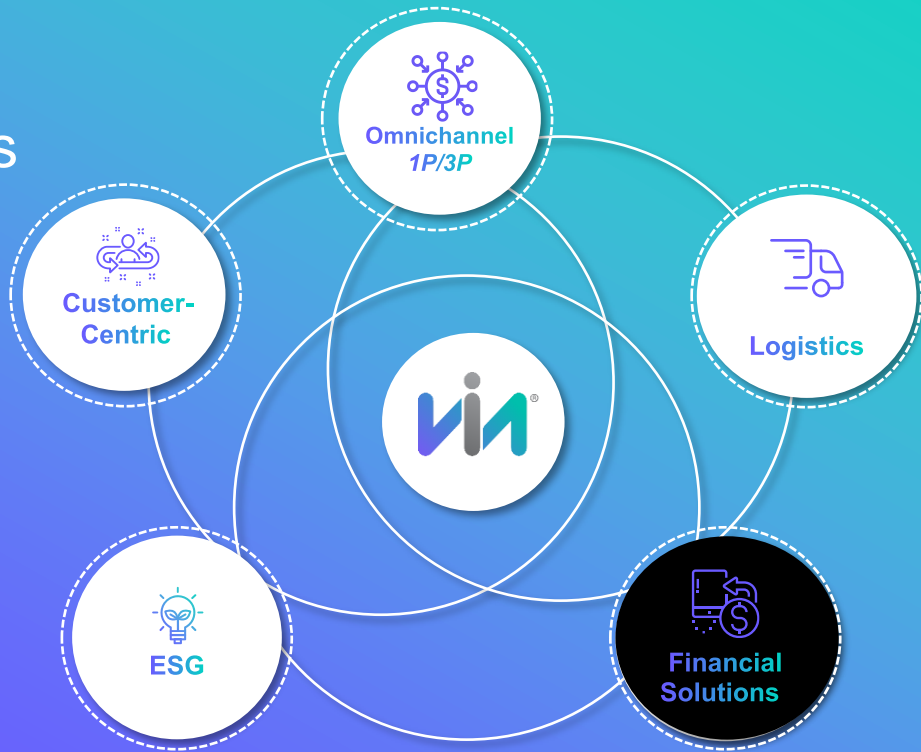


LOGÍSTICA AS A SERVICE *



For Marketplace sellers or in the "open-sea" PUDO = Pick-up and Drop off (Click&Collect, 1P & 3P).

4Q21 Results



FINANCIAL SOLUTIONS

André Calabro
banQi CEO

Para você,
onde, quando
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An initiative born in retail that has become the **largest financial solutions platform**

banQi
CASAS BAHIA



Growth Fronts



Full Digital Account



Multiple Credit Offers



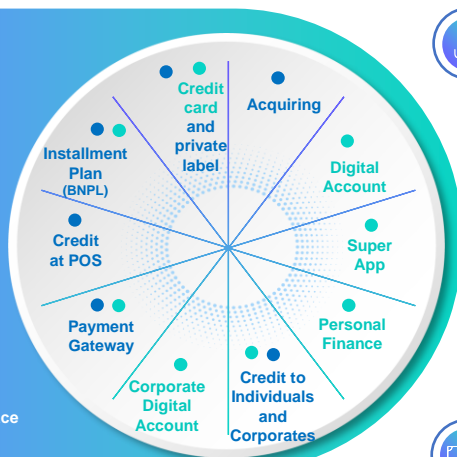
Corporate Segment



Casas Bahia Ecosystem



Products & Services Marketplace



● ON

● OFF



11 MM banQi app downloads



+R\$11.1 billion TPV LTM



R\$ 5 billion in installment plans



Pix accounts for **40%** of banQi's total deposits and **7%** of all Via's transactions



4.3 MM banQi accounts



R\$ 150 M in personal loans



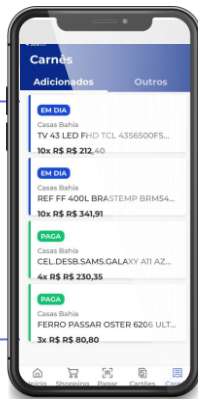
Recurrence | **+16x** in 180 days

Functionalities already available *in banQI app*

banQI
CASASBAHIA



banQI
digital
account



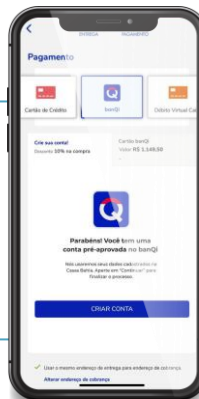
Installment
plan
management
#soaviatem



Personal
finance



banQI shop



banQI currency
at Via



banQI
corporate
account



Quarter

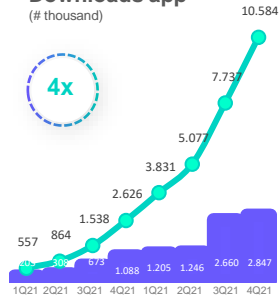


YTD

Downloads app

(# thousand)

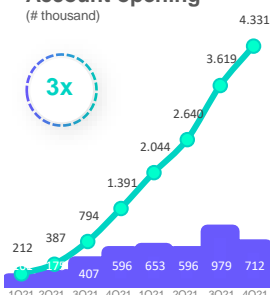
4x



Account opening

(# thousand)

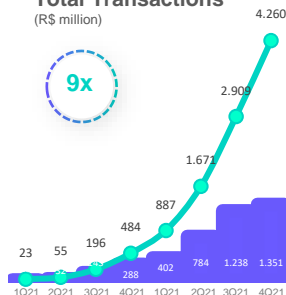
3x



Total Transactions

(R\$ million)

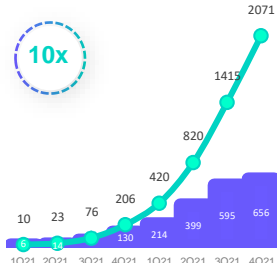
9x



Total TPV

(R\$ million)

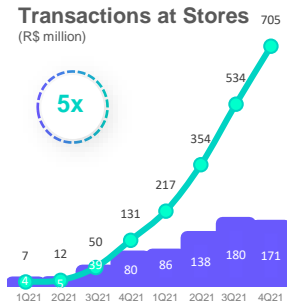
10x



Transactions at Stores

(R\$ million)

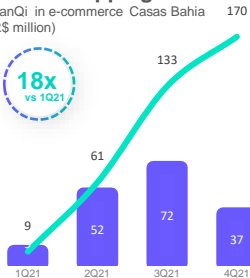
5x



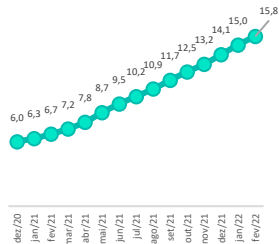
banQi Shopping

(banQi in e-commerce Casas Bahia (R\$ million))

18x vs 1Q21

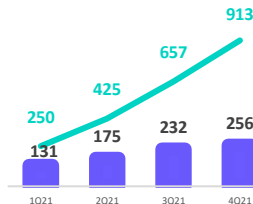


Frequent use of banQi app



Booklet payment via banQi app

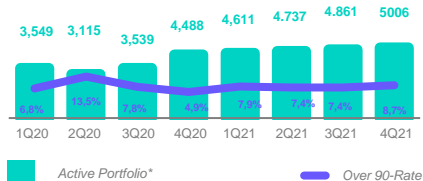
(R\$ million)



Installment plan | Delinquency under control

Active Loan Portfolio Evolution

R\$ billion



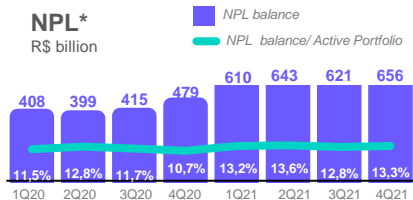
Active Portfolio*

Over 90-Rate

*Active Portfolio = Booklet Base ex-interest to be incurred

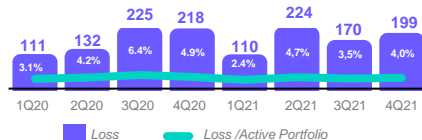
NPL*

R\$ billion



*NPL – allowance for bad debts (Coverage ratio over loan portfolio up by 50bps vs. 3Q21, but was relatively stable in 2021)

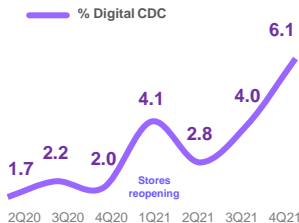
Portfolio loss



Loss level over portfolio improved by 90bps vs.4Q20 and loss absolute value decreased by 9% y-o-y to R\$199 millions.

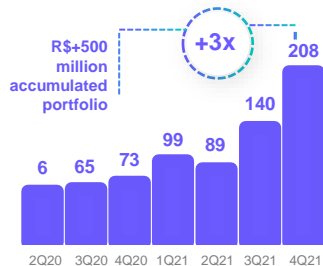
New growth lever

Digital CDC (%) on online sales



Stores reopening

Digital CDC- Production



R\$+500 million accumulated portfolio

+3X



What's next...



- CDC Acceleration in Marketplace
- banQi Pague + PJ (Corporate Payment)
- banQi Pague + MEI (Micro-entrepreneur payment)
- CaaS – Credit for third parties

4Q21 Results





ESG as part of our strategy

- ESG already a reality, with a long-term plan
- Action Plan with business-related indicators and objectives up to 2025

- Goals include all employees
- Sustainability Policy





Social Marketplace

This partnership aims at strengthening and supporting the afro-descendant entrepreneurship through investments in actions that boost sales and generate income for afro-descendant entrepreneurs.

- Casas Bahia Foundation also supported the *Preta Hub* annual plan by investing R\$100,000 in the purchase of micro-entrepreneurs' products



Sustainable Marketplace

Partnership with *Pangeia* to create a sustainable product store in Via's marketplace



G10 Favelas and Favela Express

In partnership with organization *G10 Favelas* and the startup *Favela Express*, we developed a new delivery method in vulnerable and difficult access communities.

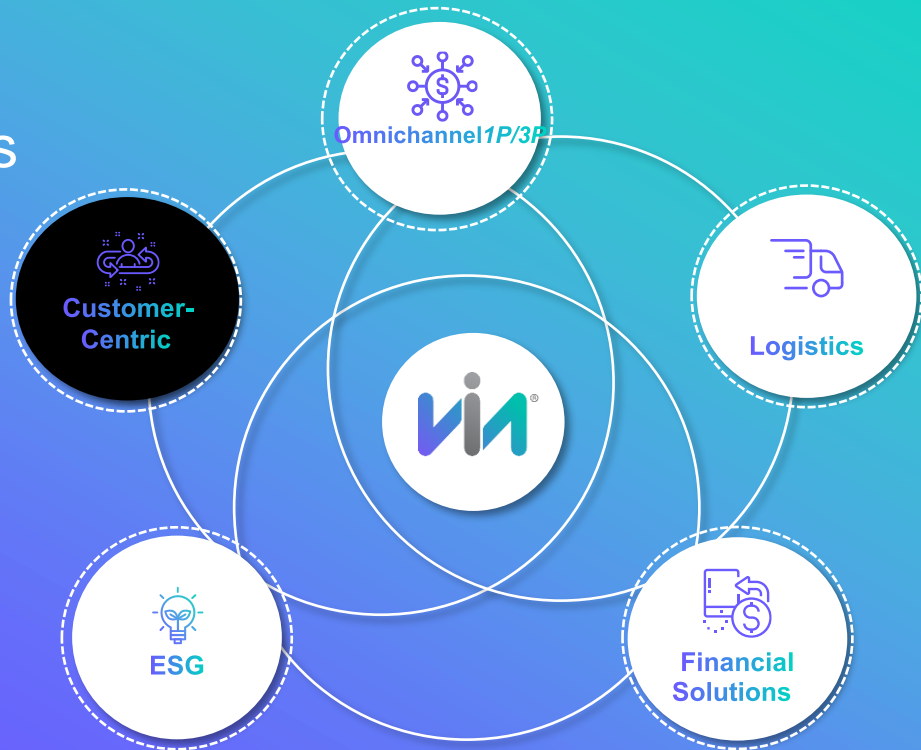
The initiative took place in Paraisópolis, south area of São Paulo (SP)



Casas Bahia Foundation

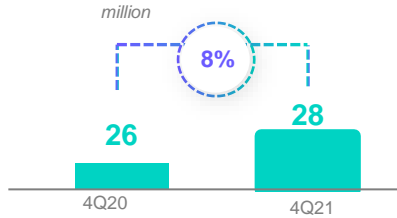
- 11,475 young people trained
- 1,065 entrepreneurs • supported
- 272 organizations benefited
- 101,560 items donated and 614 tons of food donated

4Q21 Results

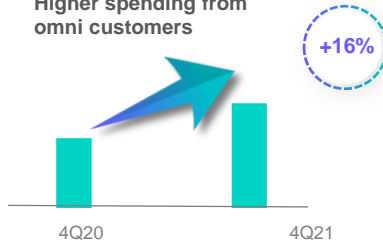


Initiatives to increase LTV

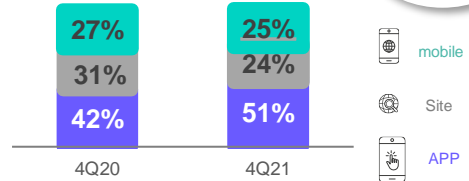
Active customer base evolution



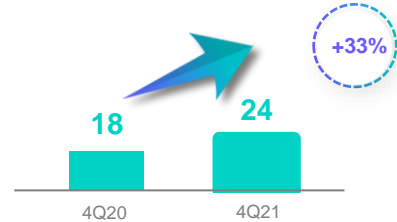
Higher spending from omni customers



% per type of access (as % of Digital sales)



Active Users - MAU



Customer-
Centric



mobile



Site



APP

We debuted in Metaverse

CB was the first streamer gamer to debut in Meta



*Innovation and new
points of contacts with
all of our customers*



"Casas Bahia has everything you need"

New campaign for brand marks a new phase with emphasis in long tail

Aiming at reinforcing our offer of long-tail items, in early 2022 we launched the campaign "**Casas Bahia has everything you need**" to significantly improve our brand perception as a shopping destination also for tail items, as we already are the **destination also in long tail categories**, through a strategy of increased assortment and greater SKUs in our Marketplace

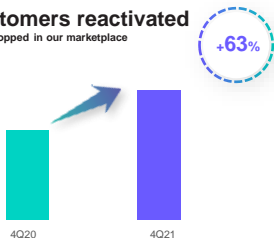


We are working to boost brand awareness by increasing assortment, offering a wide range of items from a pin to a rocket, which should boost frequency of purchase and life time value (LTV).



Customers reactivated

Who shopped in our marketplace



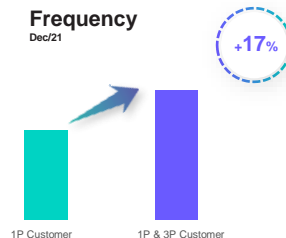
Orders

3P Sale



Frequency

Dec/21



Financial Highlights

Orivaldo Padilha
CFO & IRO

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Labor Claims 4Q21



UPDATE

(In R\$ billions)

4Q21
estimated (*)

4Q21
realized

△ %

Cash

0.3 – 0.4

0.4

+7.5%

Result

0.1 – 0.2

0.2

-2.5%

Action Plan/strategy:

1. Elimination of operational risks (payroll exchange, digitalized documents, new compensation control systems, etc);
2. Improved conduction of defense in new proceedings (attorneys' focus and specialization, and exchange of defense law firms);
3. Defense in any phase of proceeding;
4. Inventory Remedy underway – cash deviation is justified by strategy to settle pro-actively some lawsuits with higher costs

* As per Material Fact released on 11/10/2021

Monetization plan on track



Credits

Tax credit monetization schedule

	YEAR	STATE	FEDERAL	TOTAL	DEFERRED	TOTAL	REMARK
2021 R=Realized E=Estimated (a)	Estimated 2021	461	580	1,041	481	1,522	(a) DFs 2020 - NOTE 8 b - NOTE 16 d
	Realized 2021	747	825	1,572	0	1,572	
2022 - 2027 ESTIMATED (b)	2022	487	1,143	1,630	596	2,226	(b) DFs 2021 - NOTE 8 c - NOTE 16 d
	2023	804	982	1,786	299	2,085	
	2024	789	394	1,183	331	1,514	
	2025	683	47	730	372	1,102	
	2026	661	113	774	385	1,159	
	2027 Other	201	0	201	1,158	1,359	
	Total Accounted	3,625	2,679	6,304	3,141	9,445	(c) DFs 2021 - NOTE 16 b iii
	Not recognized				464	464	
	total	3,625	2,679	6,304	3,605	9,909	

E= Estimated
R=Realized

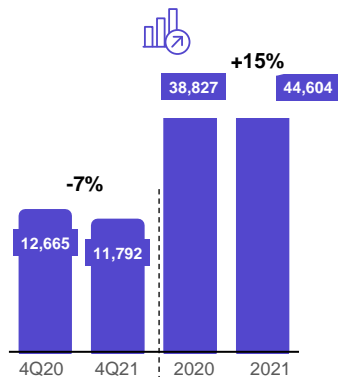
Monetization Strategy

- Continuous growth in revenues and profitability;
- Compliant with bureaucratic requirements to enable credits (provide liquidity);
- Logistics-tax intelligence;
- New tools applied to gain efficiency in products purchase/storage;
- Correct classification of DCs in tax replacement;
- Sale of credits, when feasible (example, R\$200 million sale executed in Jan/22).

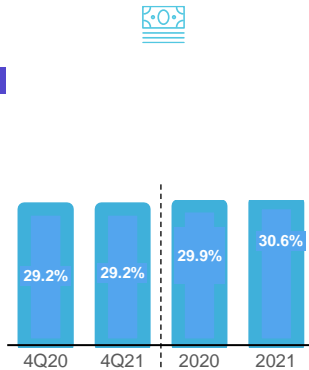
Operating Result

4Q21 x 4Q20 and 2021 x 2020

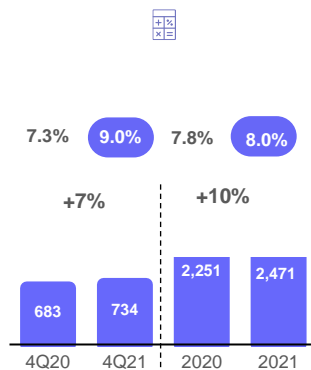
Gross GMV (R\$ MM)



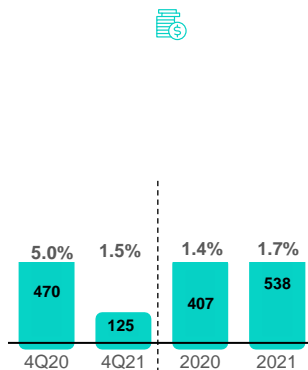
Gross Margin (%)



EBITDA (R\$ MM and % NS)

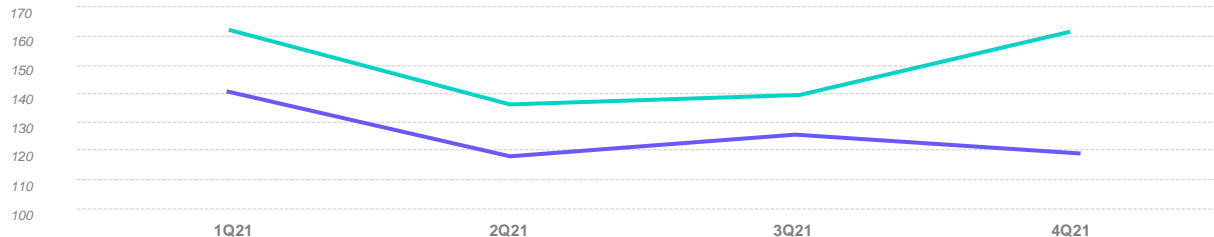


Net Income (R\$ MM and % NS)



Financial cycle

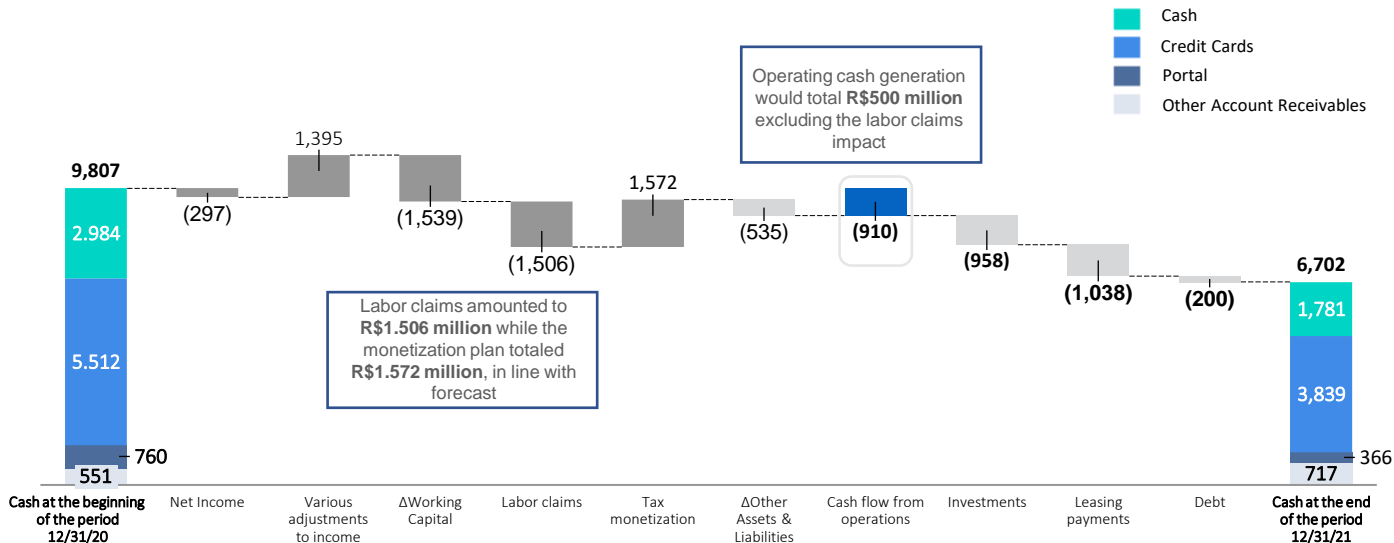
● Supplier Days ● Inventories Days



R\$ million	1T21	2T21	3T21	4T21	(+/-) vs. 3T21
(+/-) Inventories	7,867	7,303	7,829	7,152	(677)
Inventories Days	141	119	127	120	(7 days)
(+/-) Suppliers	9,078	8,404	8,672	9,654	982
Total Suppliers Days	163	137	141	163	22 days
Financial Cycle Variation	1,212	1,101	843	2,502	1,659

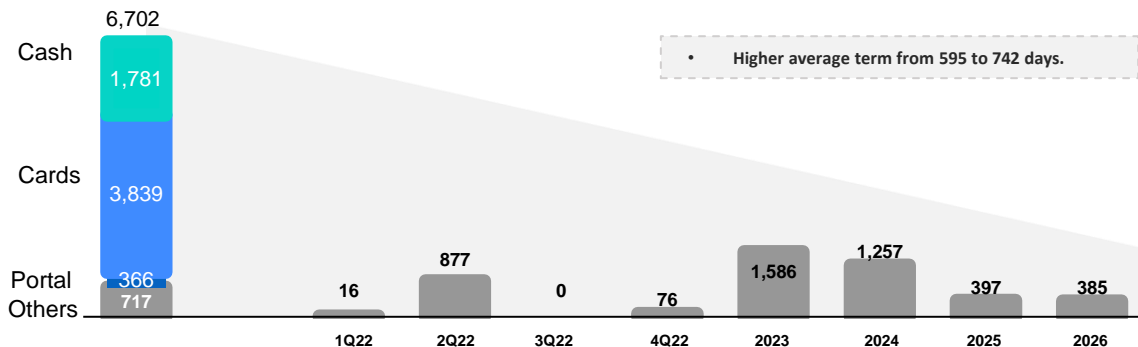
- We ended 4Q21 by significantly reducing the number of inventory days (-7) vs. 3Q21 while the average term of payment to suppliers increased by 22 days, resulting in a positive variation of **R\$1.7 billion** in financial cycle.
- This move is in line with the Company's strategy recently adopted to normalize inventory levels.

Cash flows 2021 (R\$ MM) *adjusted by monetization



Lengthened debt profile post-issue of debentures

Debt amortization schedule



R\$ million	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21
Short-term debt/Total	46%	60%	66%	74%	58%	22%
Long-term debt/Total	54%	40%	34%	26%	42%	78%

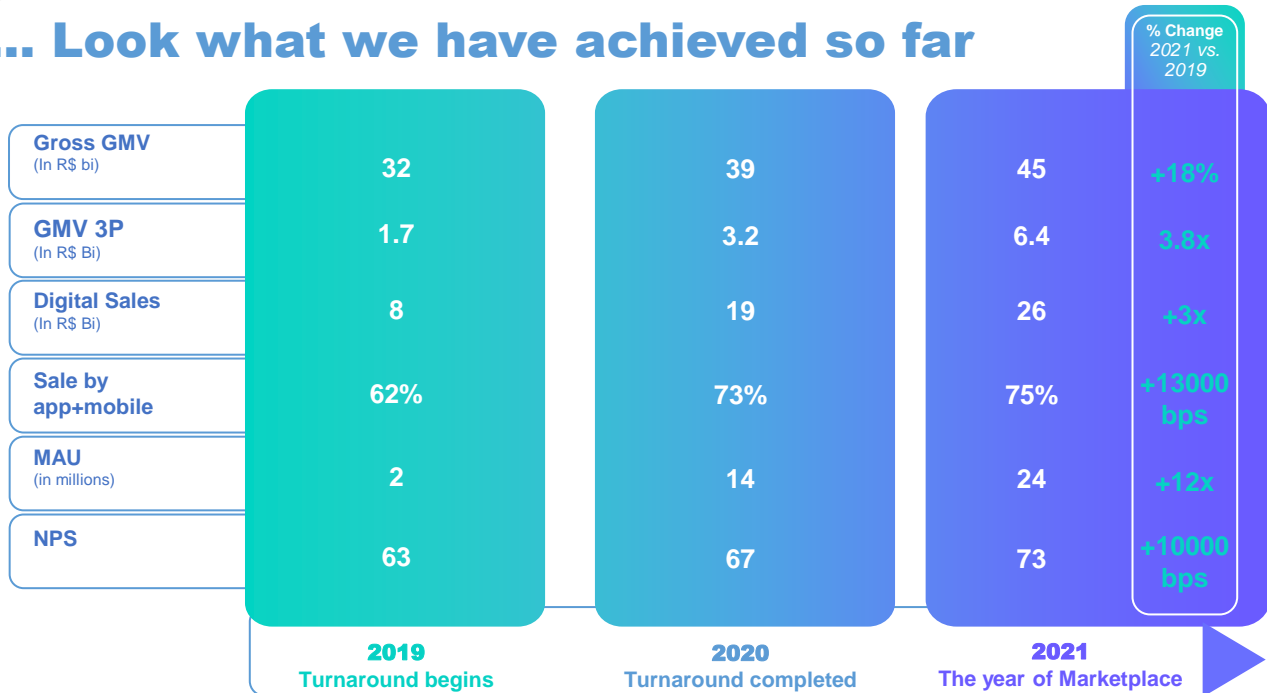
Closing Remarks

Roberto Fulcherberguer
CEO

Para você,
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e como quiser.



... Look what we have achieved so far



We have become a customer-centric open platform

Logistics as a service (Laas)

Logistics “as a service” evolves and accelerates the offer of fulfillment & fullcommerce services

Credit as a service (caas)

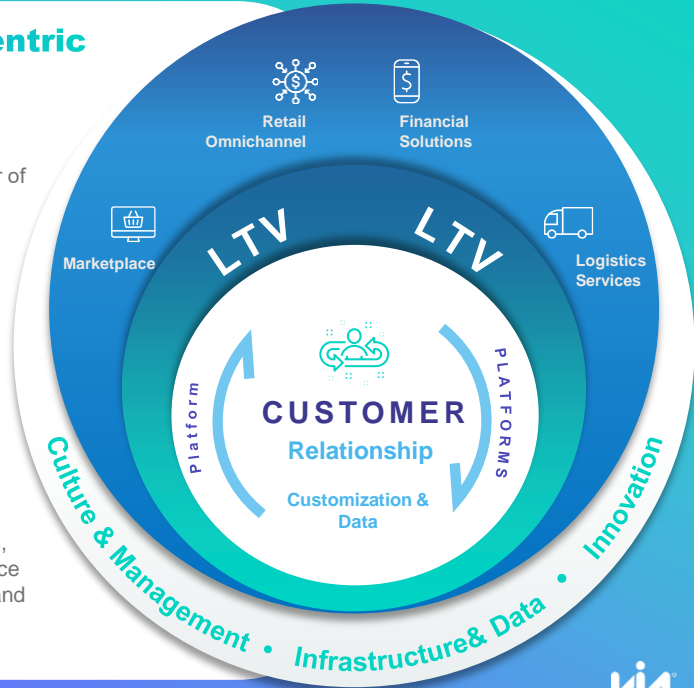
Online credit penetration expands (1P & 3P) and partnerships are executed to bolster the direct-credit-to-consumer offer in other platforms

Marketplace

Continuous growth, increased active customer base, higher recurrence and retro-feeding Via's ecosystem

Omnichannel

Pace of growth is maintained to expand to other markets, aiming at bringing new customers, reducing cost of service and boosting online sales, sale of services, loan grants and logistics services.



4Q21 and 2021

APPENDIX

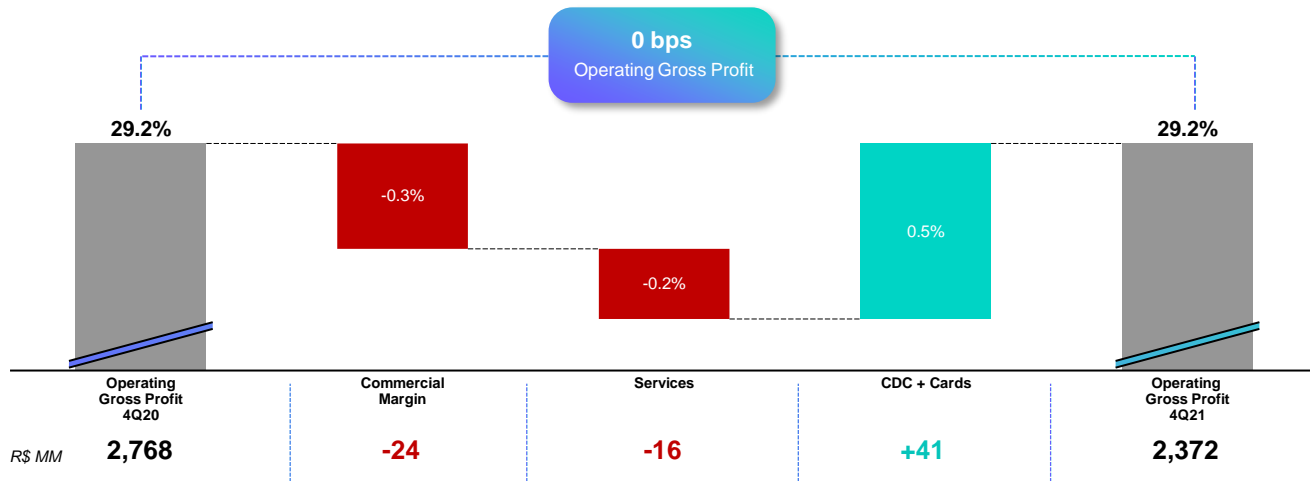
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4Q21 Reconciliation: Accounting to Operating

	4Q21 Accounting		Legal expenses (legacy)	4Q21 Operating		2021 Accounting		Legal expenses (legacy)	Tax Credits over SELIC	2021 Operating	
	R\$MM	%NR		R\$MM	%NR	R\$MM	%NR			R\$MM	%NR
GROSS GMV	11,792		-	11,792		44,604		-	-	44,604	
Gross Revenue	9,566		-	9,566		36,375		-	-	36,375	
Net Revenue	8,127		-	8,127		30,899		-	-	30,899	
Gross Profit	2,364	29.1%	(8)	2,372	29.2%	9,327	30.2%	(124)	-	9,451	30.6%
Sales & Adm. Expenses	(1,784)	(22.0%)	(85)	(1,699)	(20.9%)	(8,198)	(26.5%)	(971)	(8)	(7,219)	(23.4%)
Adjusted EBITDA	641	7.9%	(93)	734	9.0%	1,368	4.4%	(1,095)	(8)	2,471	8.0%
Financial Result	(438)	(5.4%)	(27)	(411)	(5.1%)	(1,217)	(3.9%)	4	-	(1,221)	(4.0%)
EBT	(101)	(1.2%)	(145)	44	0.5%	(1,560)	(5.0%)	(1,643)	(8)	91	0.3%
Income Tax/Social Contribution	130	1.6%	49	81	1.0%	1,263	4.1%	558	258	447	1.5%
Net Income	29	0.4%	(96)	125	1.5%	(297)	(1.0%)	(1,085)	250	538	1.7%

GROSS PROFIT BRIDGE- 4Q20 x 4Q21



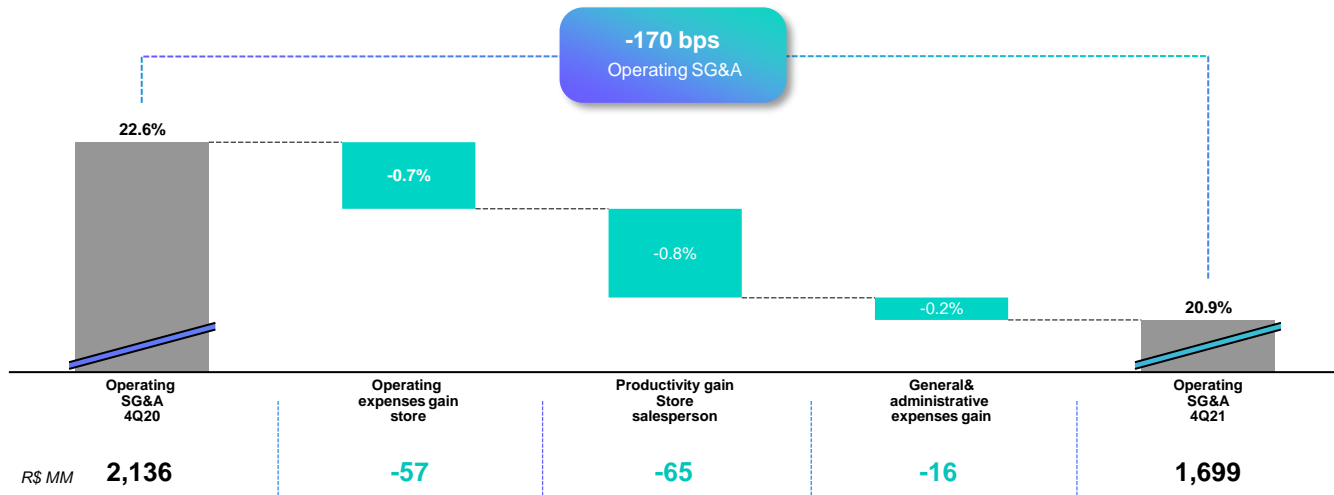
Commercial Margin

- Sales mix reflects higher online sales %

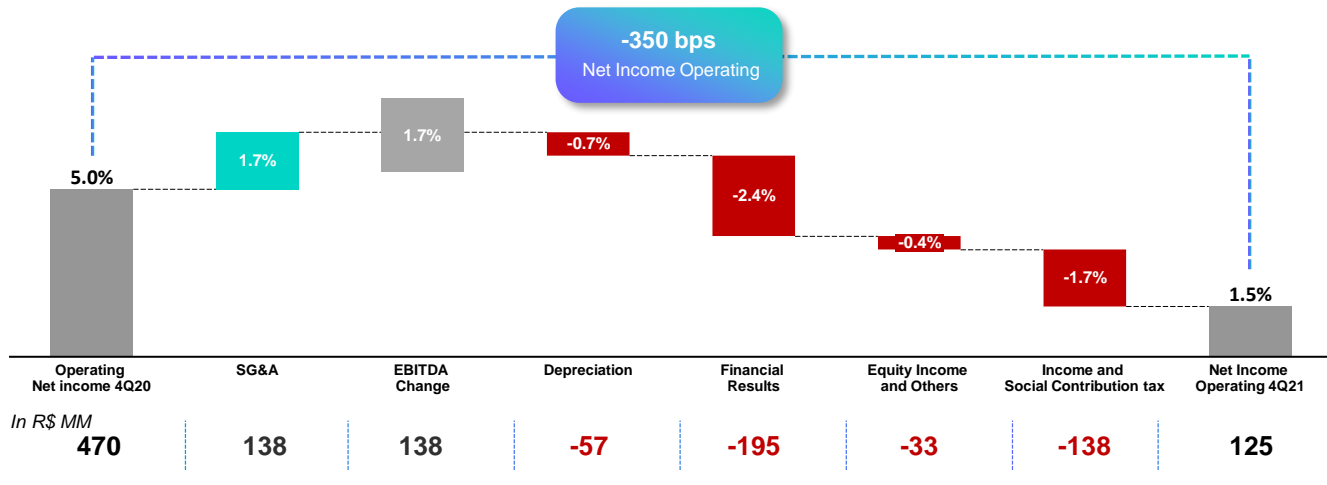
CDC + cards / services / freight / assembly

- Greater penetration of CDC and cards in payment mix – R\$41 million gain;
- Lower % from services – R\$16 million loss;

EXPENSE BRIDGE – 4Q20 x 4Q21



BRIDGE LUCRO LÍQUIDO – 4T20 x 4T21

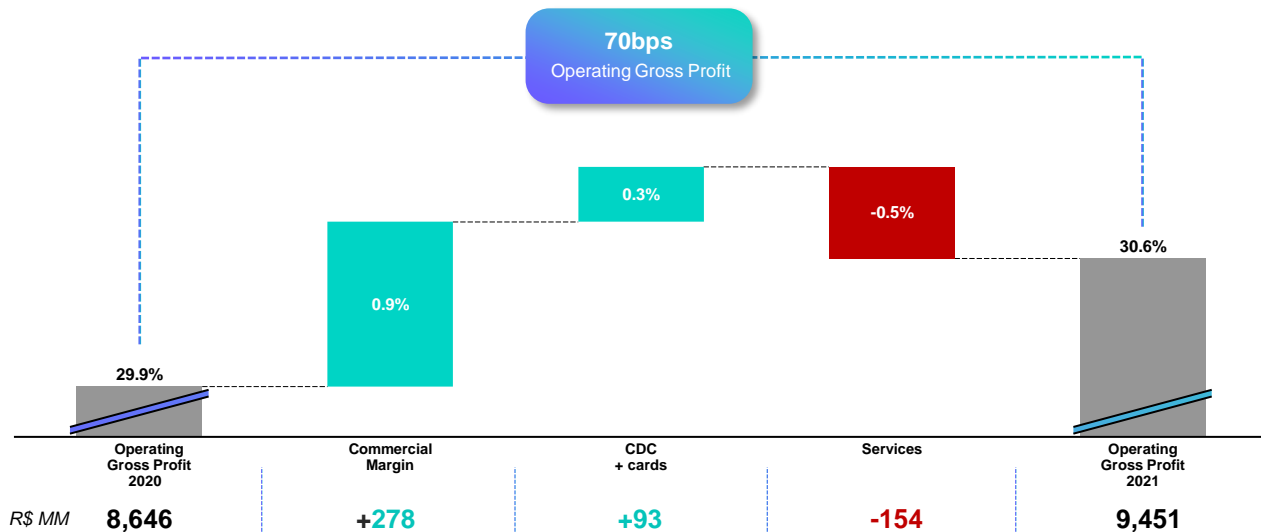


SGA: gain of 170bps

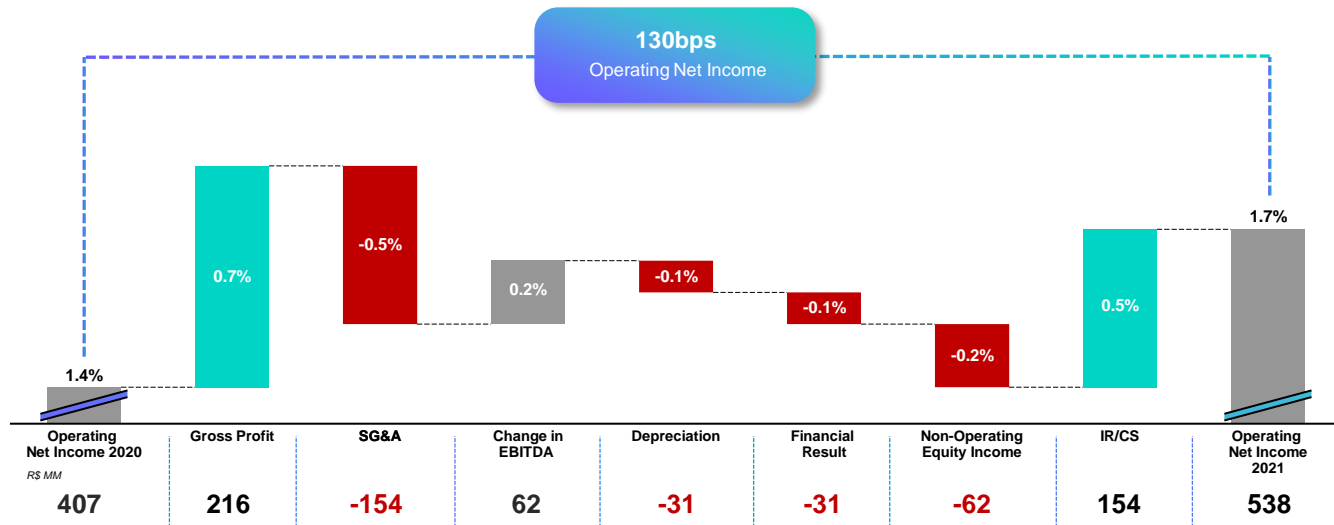
EBITDA: + 170 bps with gain of R\$138 millions in 4Q21 vs 4Q20.

Financial Results: higher volume of cards receivables discount and CDCI (Installment plans), and greater indebtedness.

GROSS PROFIT BRIDGE- JAN TO DEC – 2020 x 2021



NET INCOME BRIDGE- JAN TO DEC – 2020 x 2021





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