

# 1Q21

## VIA RESULTS

Para você,  
onde, quando  
e como quiser.



Sozinhos, pensamos grande. Com você, pensamos gigante.

# 1Q21 HIGHLIGHTS

TOTAL GROSS GMV

**R\$ 10.3 billion**  
**+27% a/a**

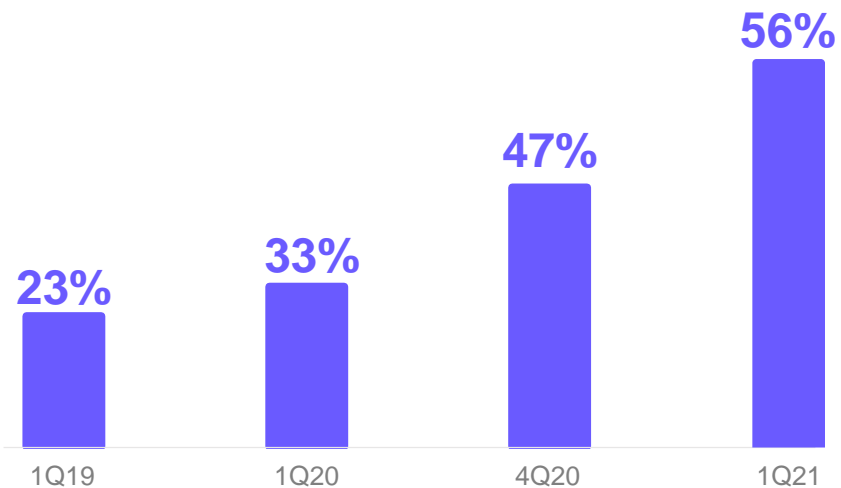
1P

**R\$ 4.0 billion**  
**+123% a/a**

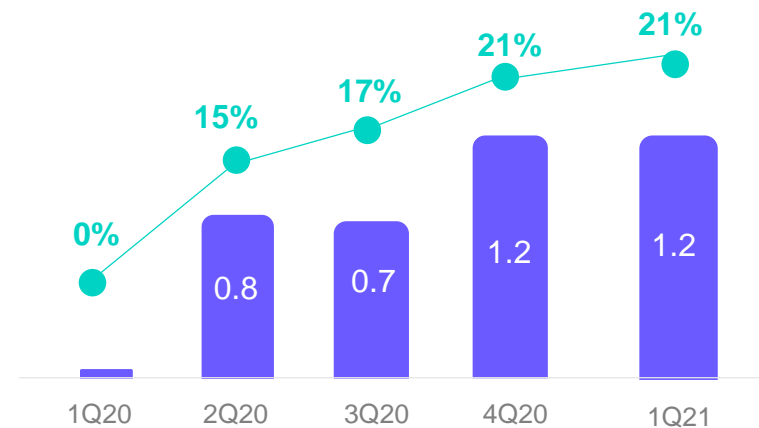
3P

**R\$ 1.0 billion**  
**+124% a/a**

% share of digital sales

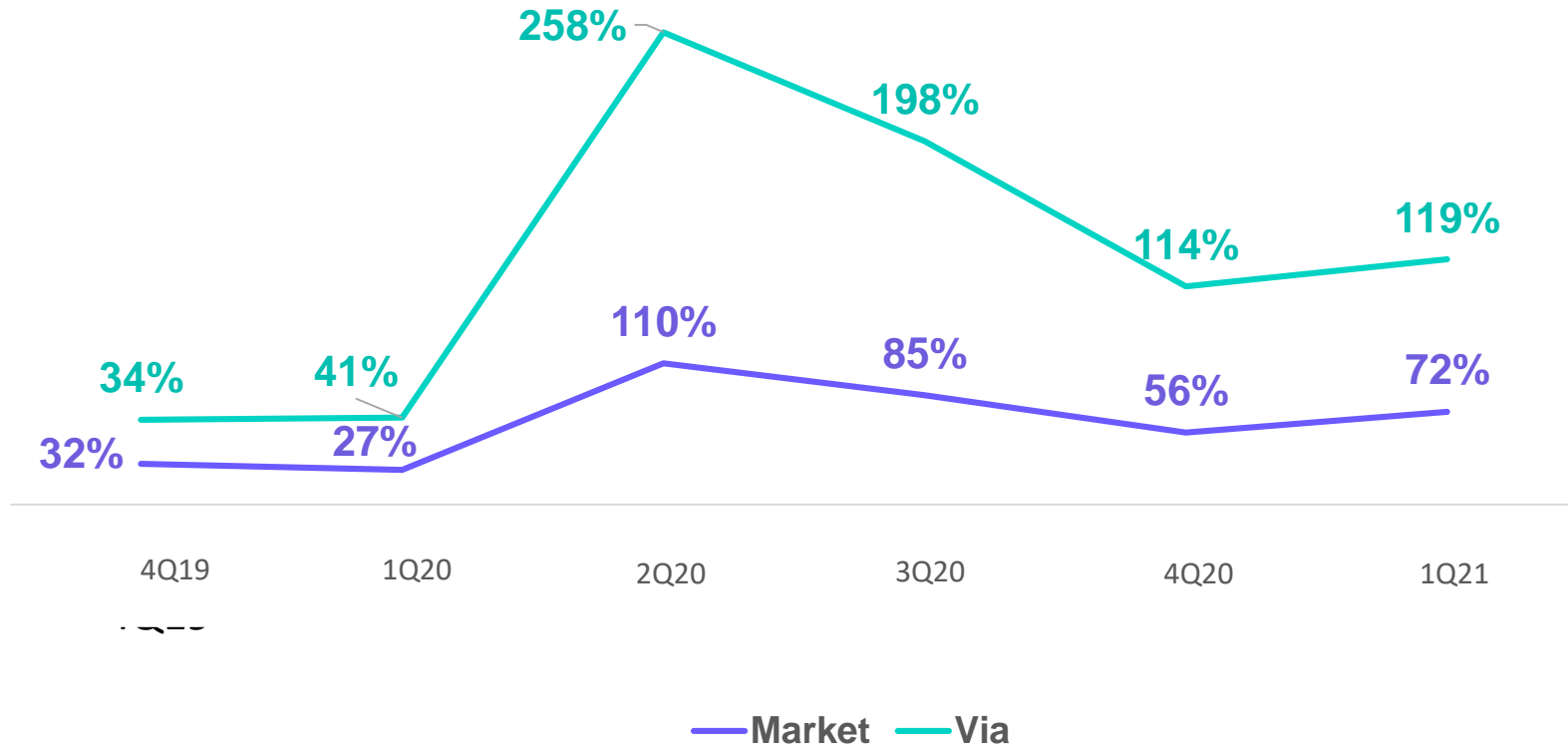


Online salesperson's share in digital sales



# Online Performance: 6 consecutive quarters of above-market growth

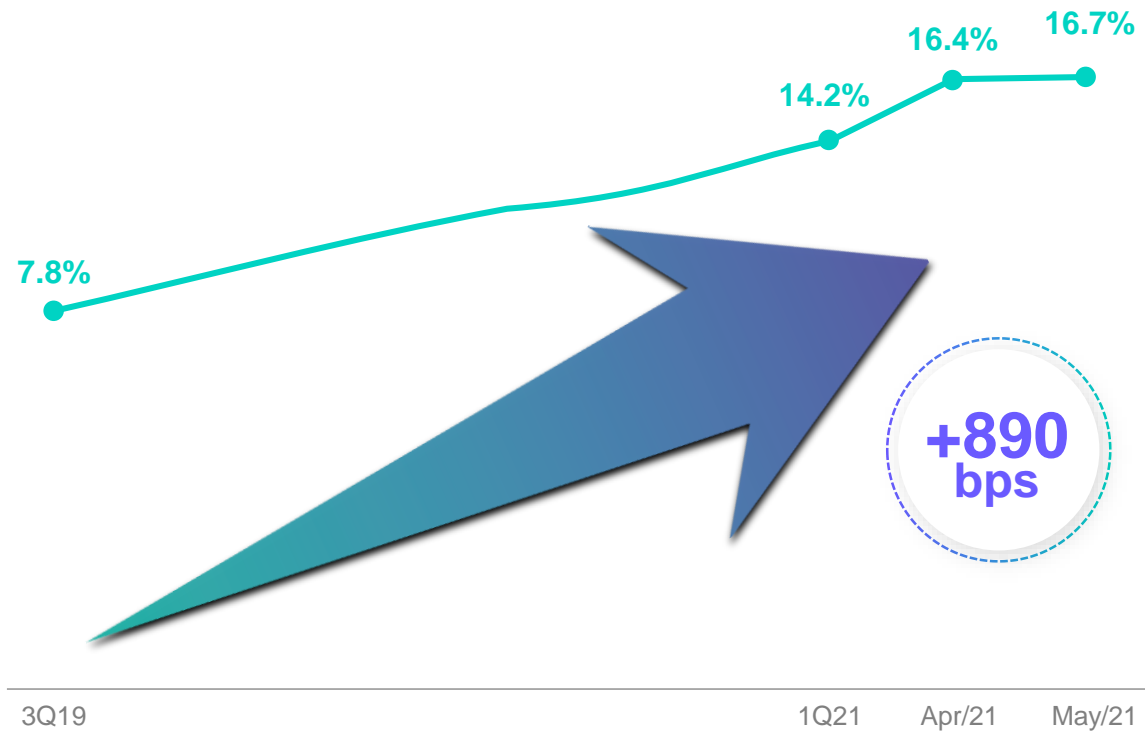
VIA Performance vs market y/y <sup>(1)</sup>



<sup>(1)</sup> Source: Compre & Confie Broad - Month of May until the 10th

# Online Market: 890 bps Market share gains since 3Q19

Evolution of online market share (1)

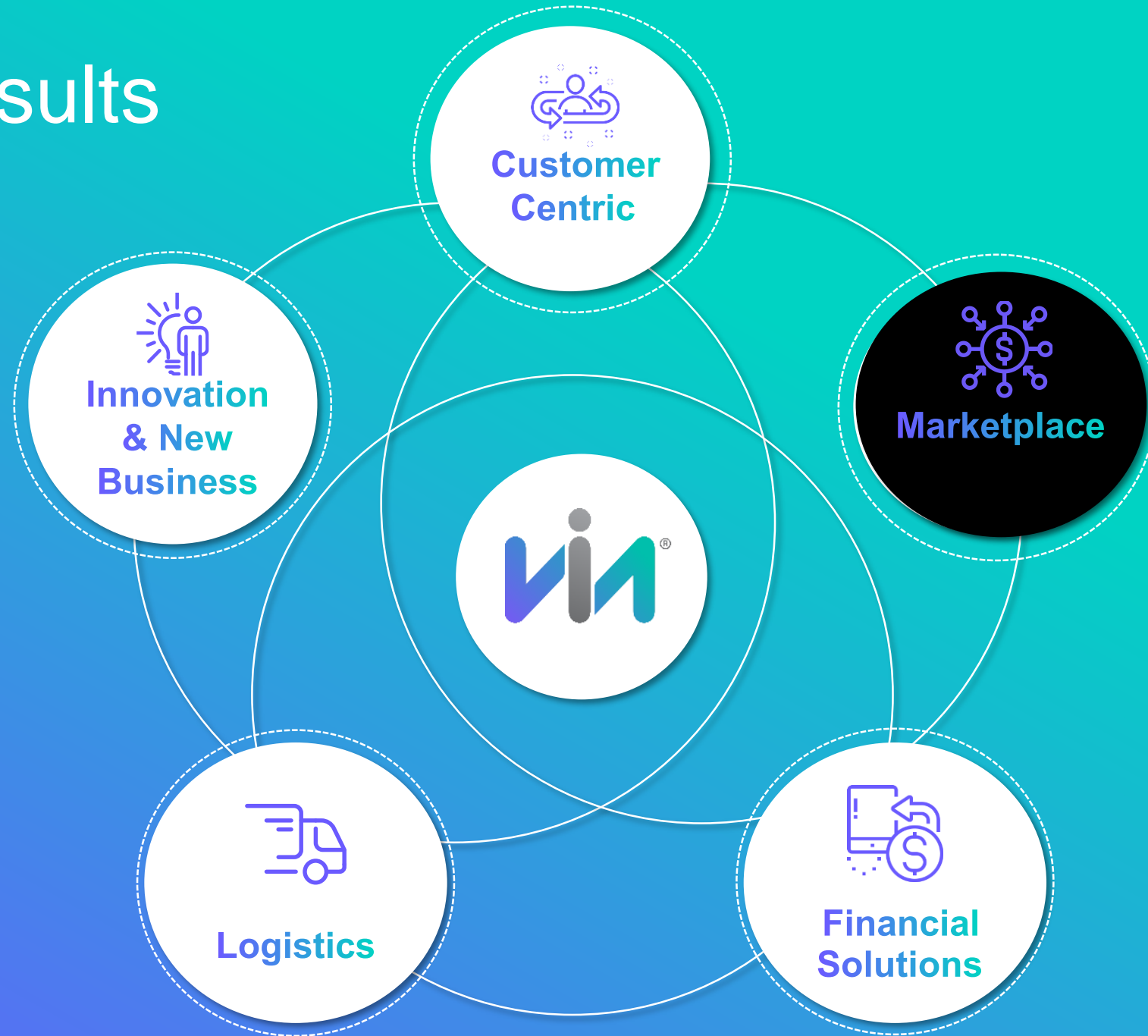


(1) Source: Compre & Confie Broad - Month of May until the 10th

# 1Q21 Results



# 1Q21 Results



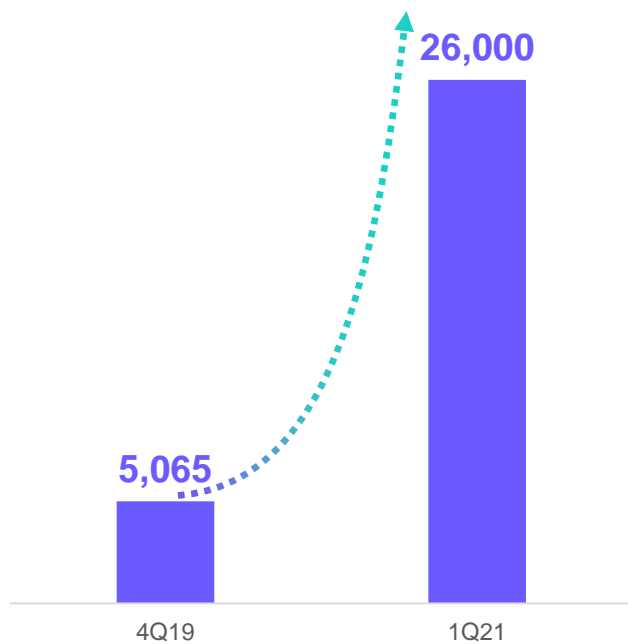


Marketplace

# Marketplace takeoff

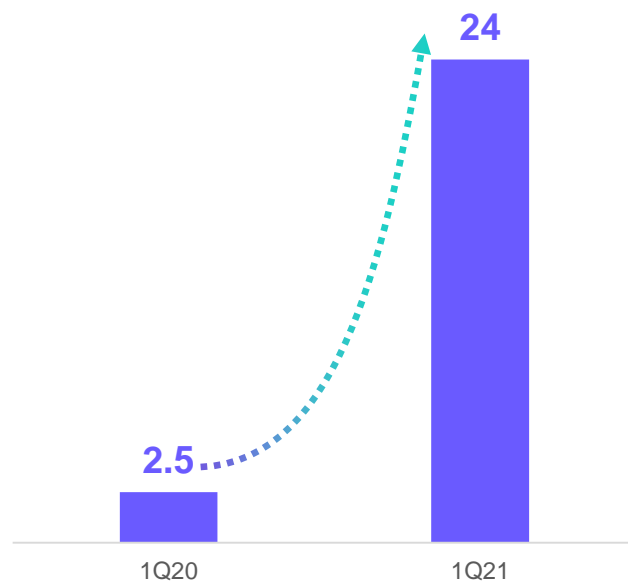
## Evolution # sellers

(Thousand)



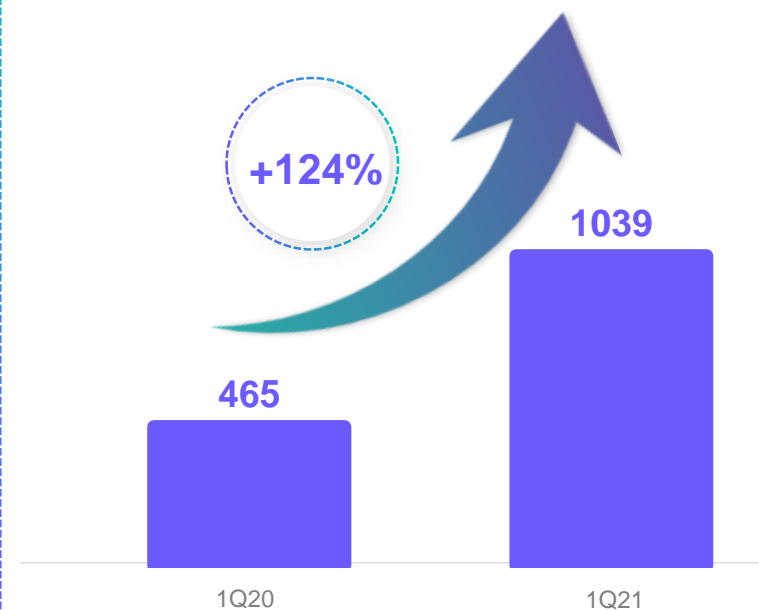
## SKU Evolution

(Million)



## Evolution GMV 3P

(R\$ Million)



# Marketplace Deliveries 2021



1 2 3 4 5 6 7 8 9 10

## Platform Evolution

Q2 - Complete simplification of the item registration flow. It will be possible to publish in minutes.

+ Continuous improvement in other features

## International MarketPlace (CBT)

3P for sale on our Channels  
**B2B**

## Credit and Payment Means

## MarketPlace University

## Consulting Management

## Benefit Club

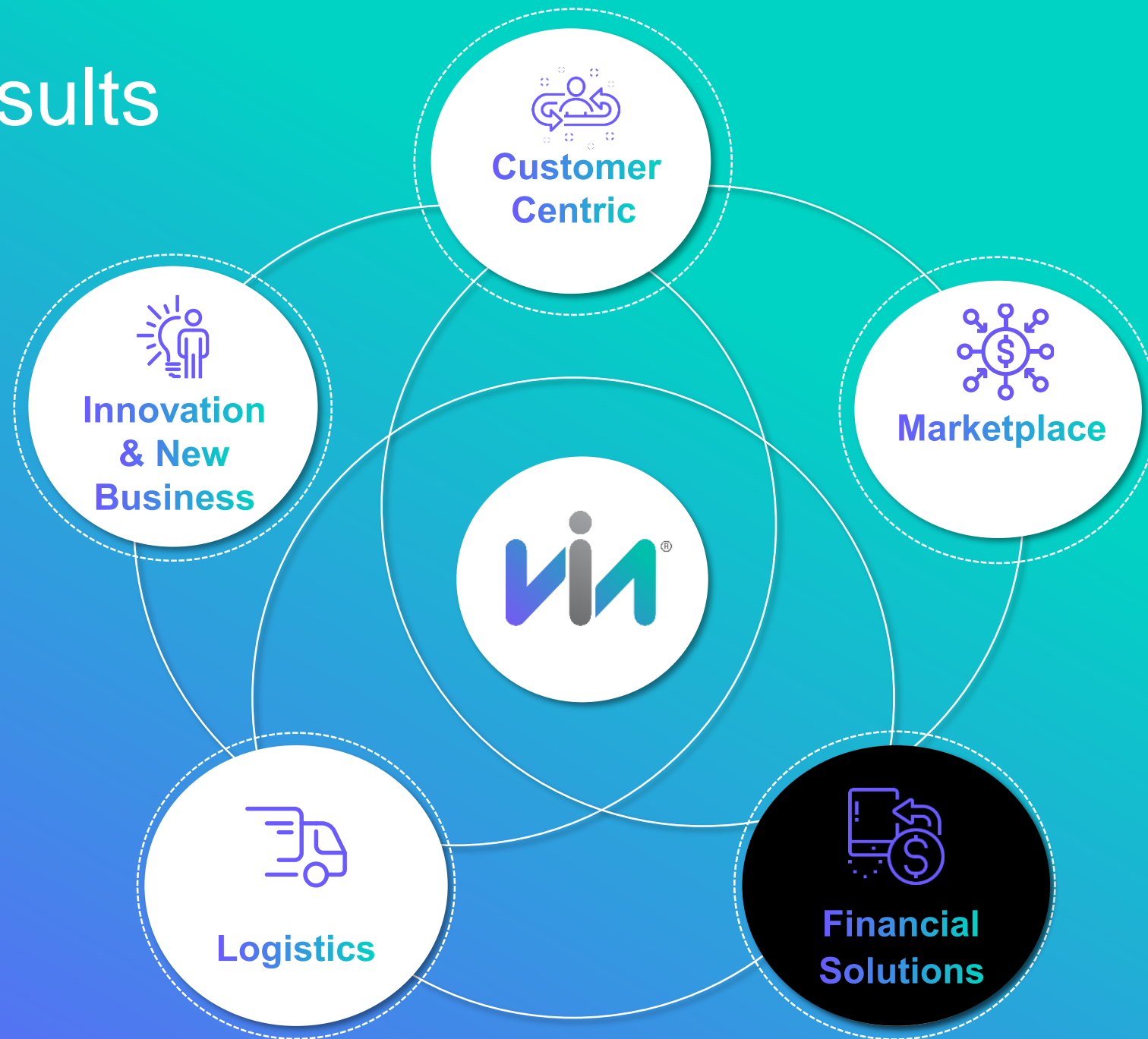
## Marketplace After-sales at Via Stores Q4

## Loyalty Club (Vivas)

## Ads "2.0"



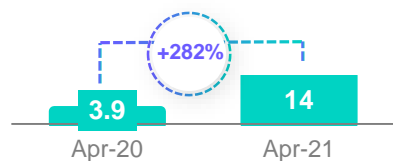
# 1Q21 Results





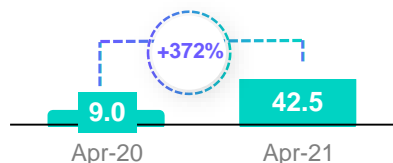
# Installment Plan - Pre-Approved Customer Base Evolution

Number of customers (# MM)



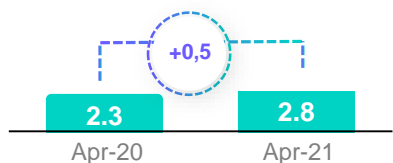
+11MM

Estimated limit (R\$ billion)



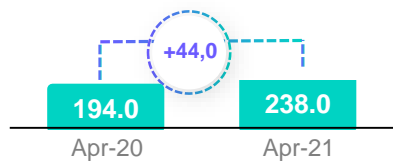
+R\$33 billion

Average limit (R\$ thousand)



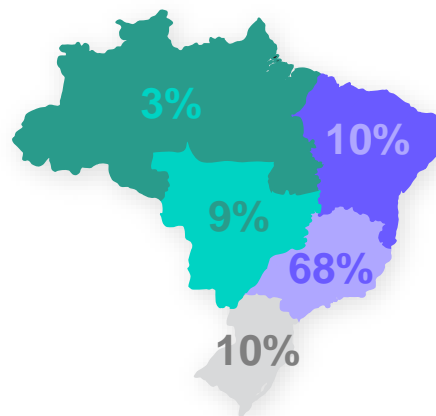
+R\$500

Average installment (R\$)

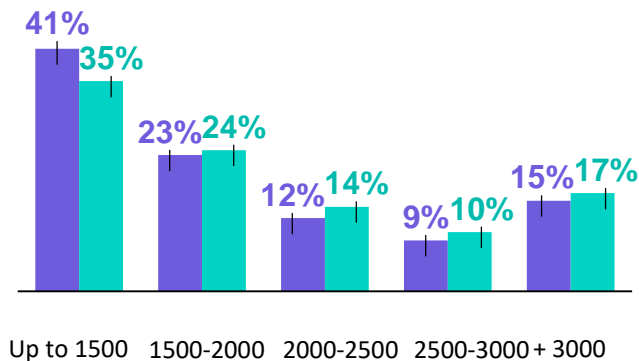


+R\$44

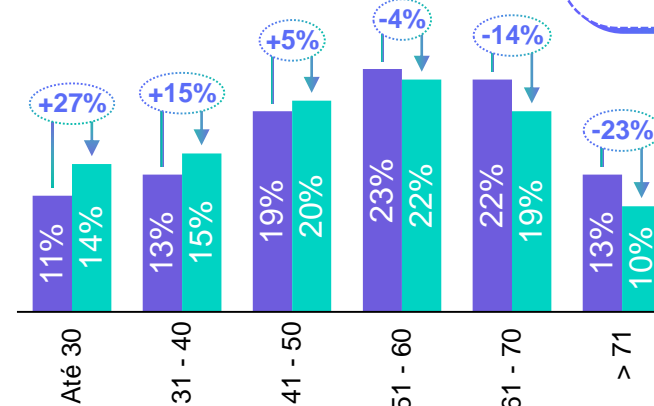
Region



Income

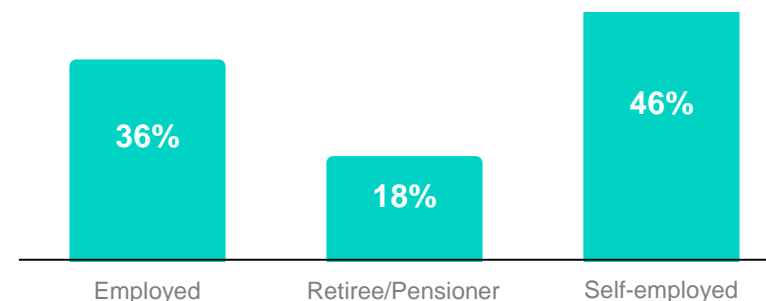


Age



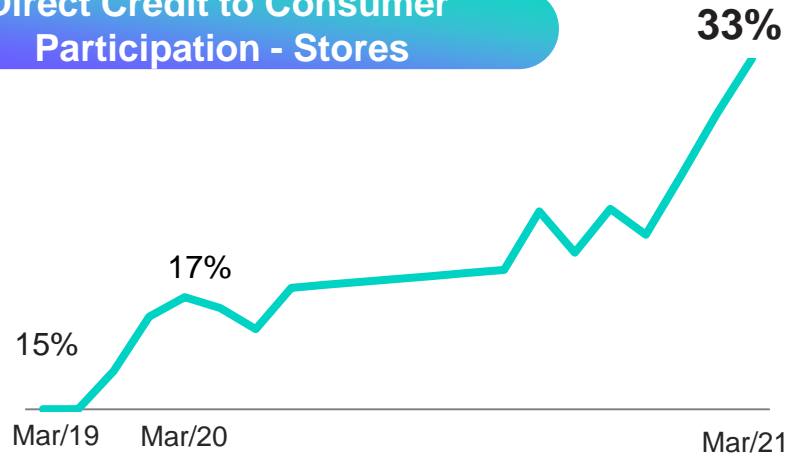
Customer with low risk of default

Employment



# Installment Plan | Production Evolution 1Q21

## Direct Credit to Consumer Participation - Stores

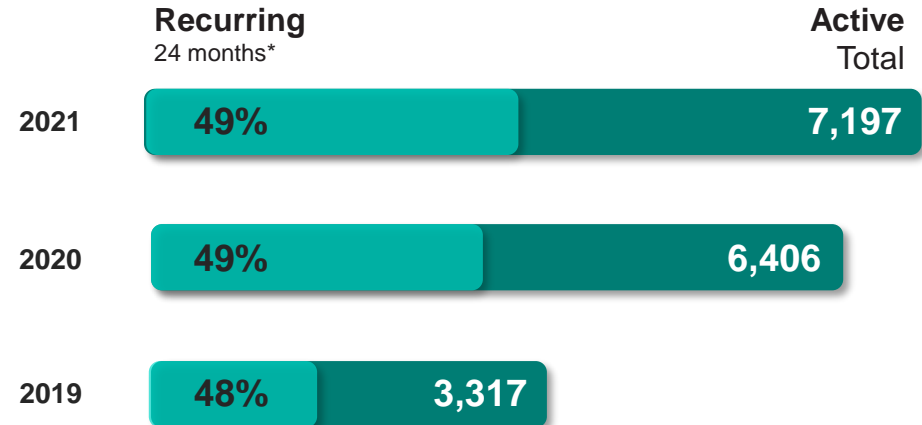


**77.3%** share increase

**+ 14 MM** pre-approved customers

**+ 500K** new contracts per month

## Number of Active Customers and Recurrence



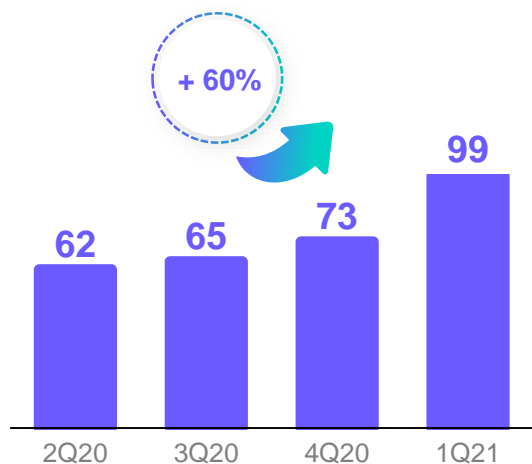
\*\*CPF's that had 2 or more creditor transactions in the last two years.



# Installment Plan - Digital

Production Evolution

## Booklet Production



9 MONTHS OPERATION  
+ R\$ 300 Million Produced

+ 25 Million customers  
in digital channel

Open Sea  
Solution

Growing trend for  
the next quarters

+500  
municipalities without  
physical stores

Loyalty  
of sellers

## Experience of our customers

Use of Digital Installment Plan Booklet:

I Recommend Card Possibility  
I liked Limit Practical | Recommend  
Ideal Option Simple Easy Limit  
Card Fast Payment Installment  
Form | I Recommend Practical | liked

44%

Only shopping  
option

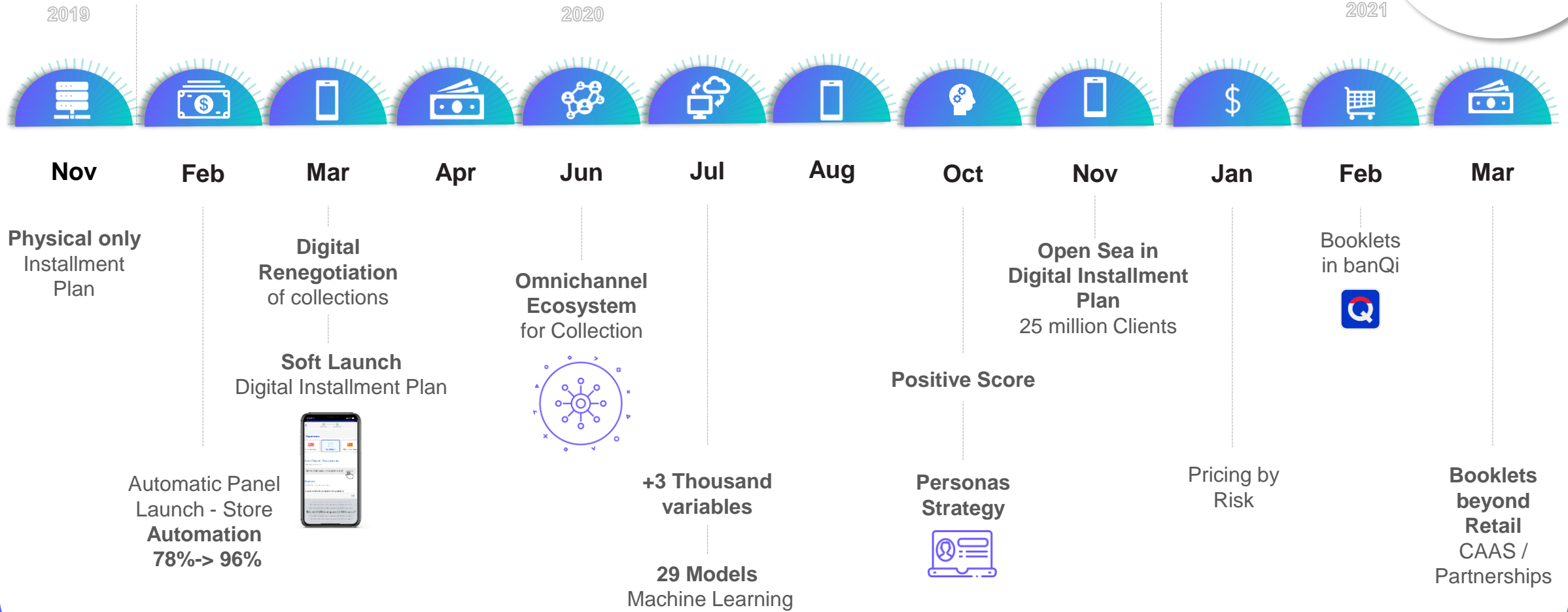
86

NPS

95%

No doubts  
in shopping  
journey

# INSTALLMENT PLAN | Evolution



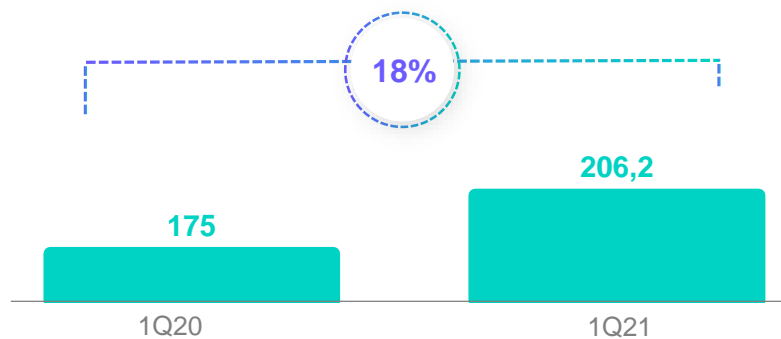


Financial Solutions

# Cards

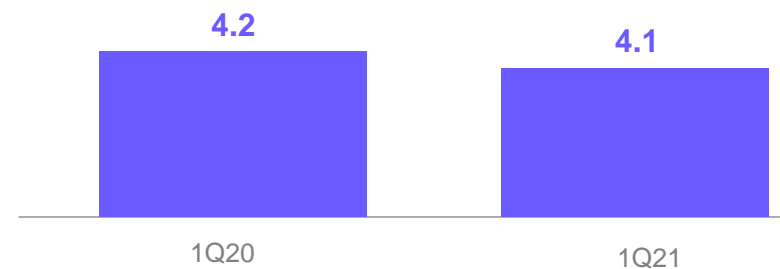
## Total New Cards

(# thousand)



## TPV Total Cards\*

(In R\$ billion)



**2.5 million clients in**  
co-branded cards



Reduction of  
**contracting time**



**Strengthening**  
of commercial actions



Review of  
**Customer journey**



**R\$ 1.4 billion**  
Monthly TPV



**Higher customer**  
engagement

\*Total purchases on-us and off-us in Casas Bahia and Ponto cards obtained from partner financial institutions

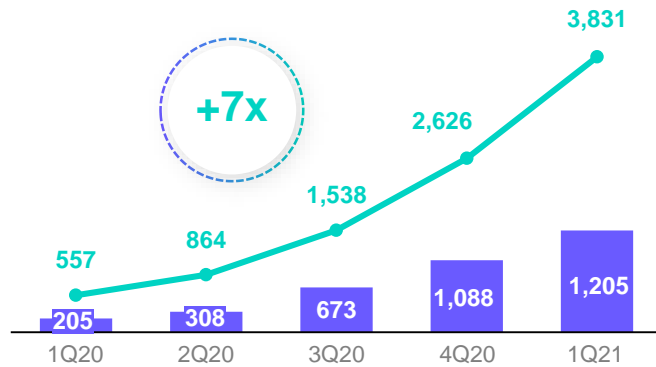
# BanQi | Large Figures



### App Downloads

(# thousand)

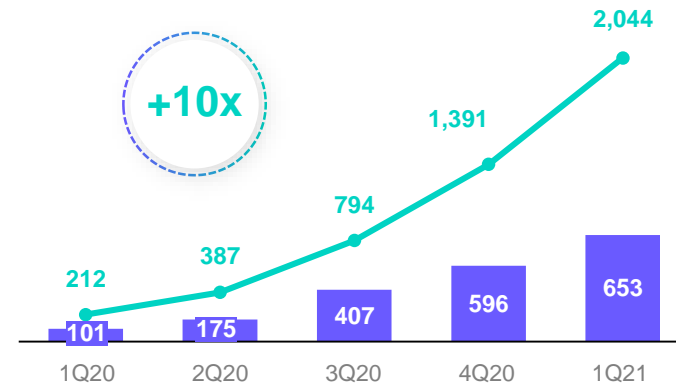
+4 million in May



### Accounts Opened

(# thousand)

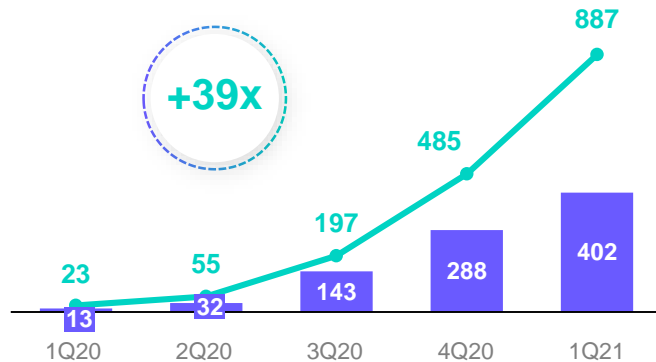
+2.2 million in May



### Total Transactions

(R\$ million)

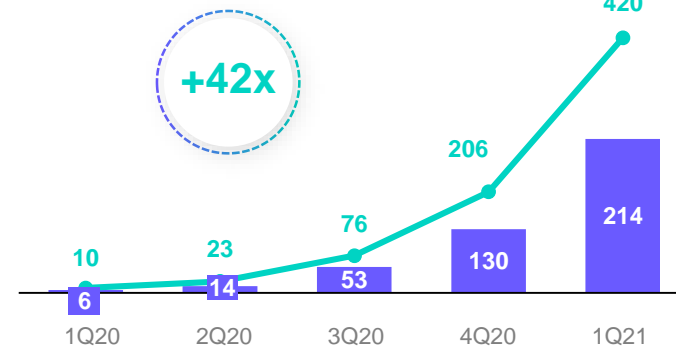
+39x



### Total TPV

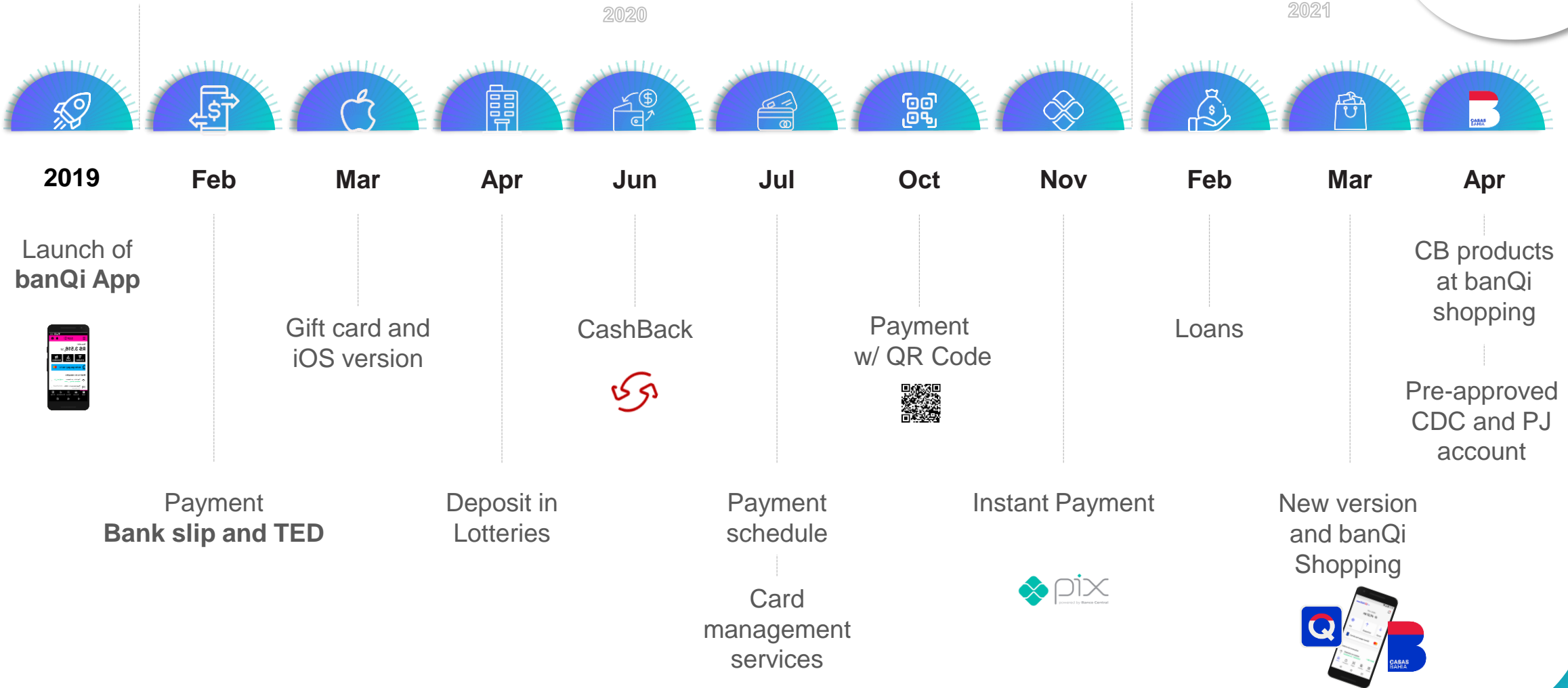
(R\$ million)

520 million in May



Quarter  
Accumulated

# Evolution of the banQi app





# 1Q21 Results



# Logistics is another Via's great strength



Logistics

Up to  
15%

of sales are **Same Day Delivery**  
where we have stores and DCs

Orders approved in up to 12  
hours

42%

of orders are delivered  
within 24h

and 65% within 48h

## Overall Precision

On time deliveries

98% Light

99% Heavy



50%

of active sellers are in  
**Envvias Platform**

## Quick Pickup and logistics HUB

100%

of our stores with  
pickup within 2 hours



**ASAP**Log

stands out as one of the largest  
logistics operators in the country

300 thousand deliverers

45%

of Products Delivered have + than

30kg

**ASAP**Log

100%

Of "ship from store" Deliveries



We are a  
**logistics platform**

open to the market



100%

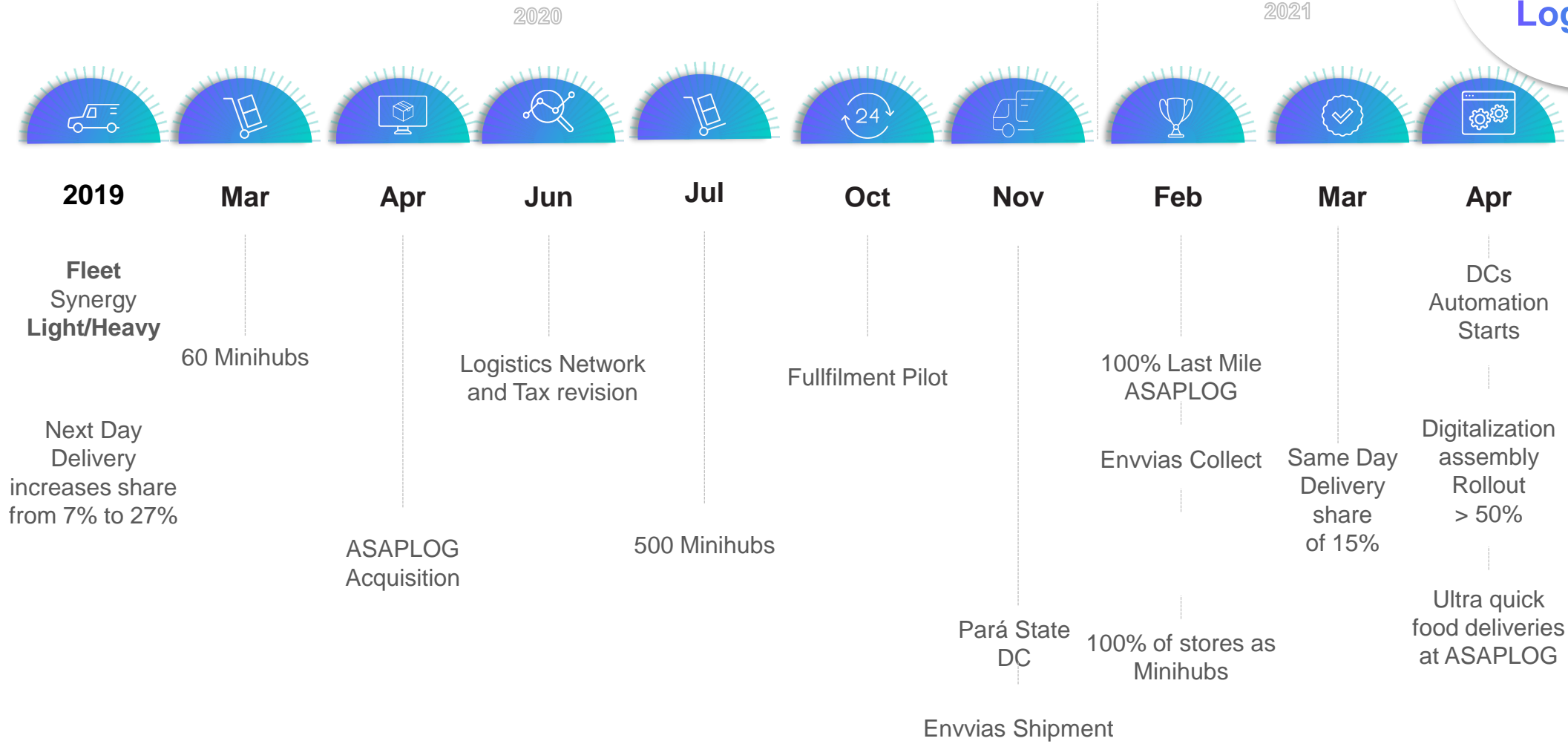
of cities with delivery



2.6 Million m<sup>2</sup>  
4 thousand vehicles

(including electric ones)

# Logistics Evolution



# 1Q21 Results





**Innovation  
& New  
Business**



## VIA HUB

Organic expansion with internal development with Tech teams and business areas working together to create solutions closer to the core business.



## M&A

Inorganic expansion with a focus on external solutions to shorten paths. Focus on Technology and Human Capital.



## OPEN INNOVATION

Hybrid expansion, because it brings internal teams closer to the world of open innovation.

# VIA'S CVC

Powered by  
*DISTRITO*

# R\$ 200,000,000

WITHIN 5 YEARS

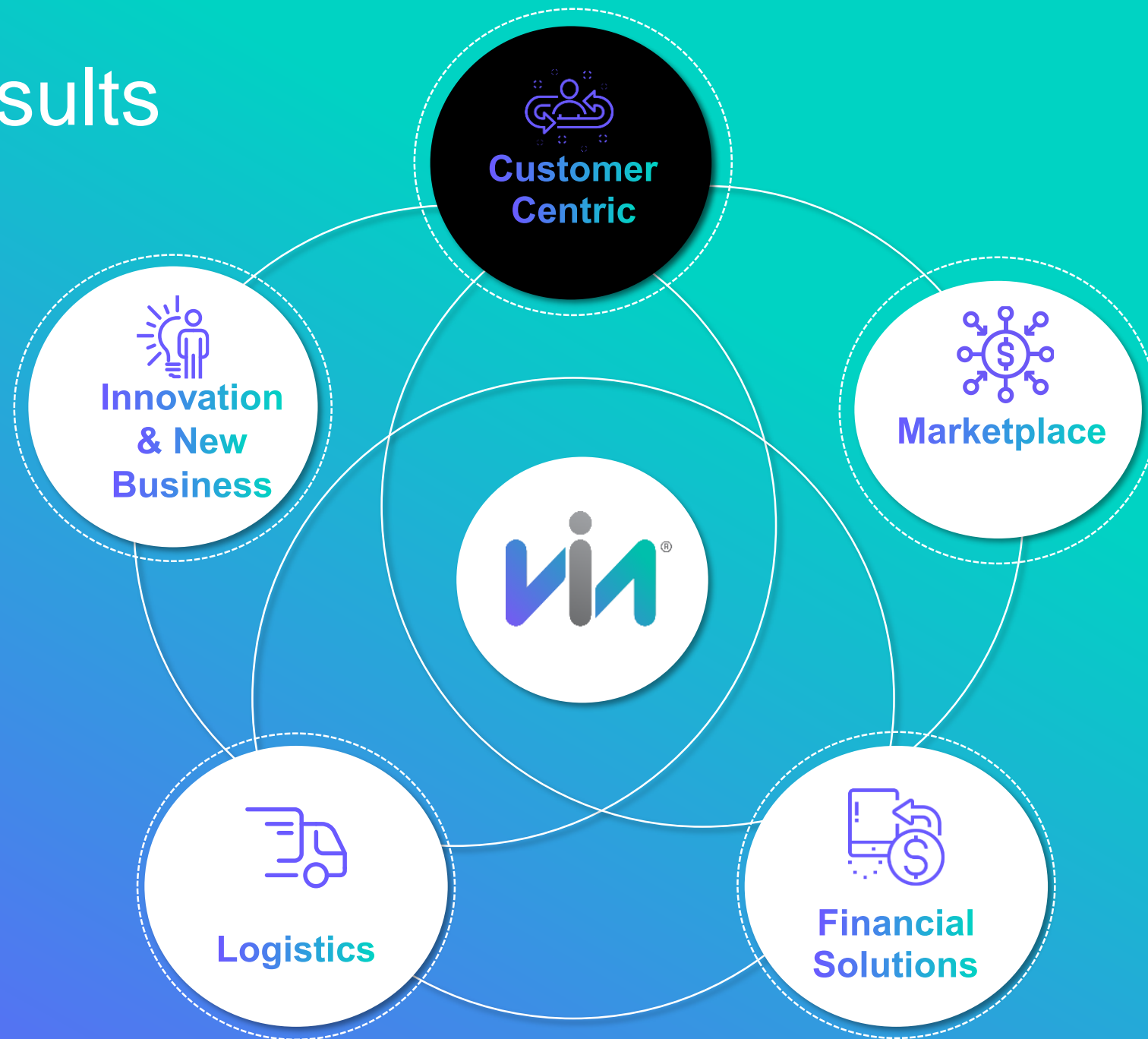
**FINTECH**

**RETAILTECH**

**LOGTECH**

**MARTECH**

# 1Q21 Results

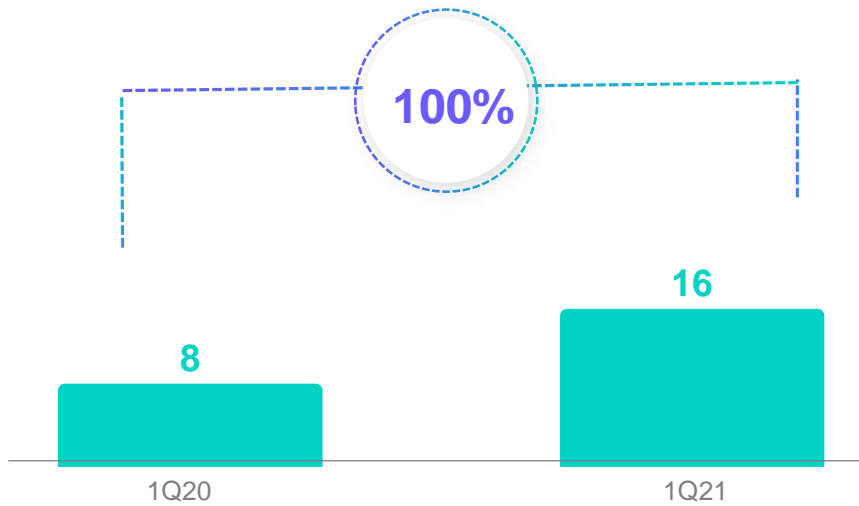


# Actions to increase LTV



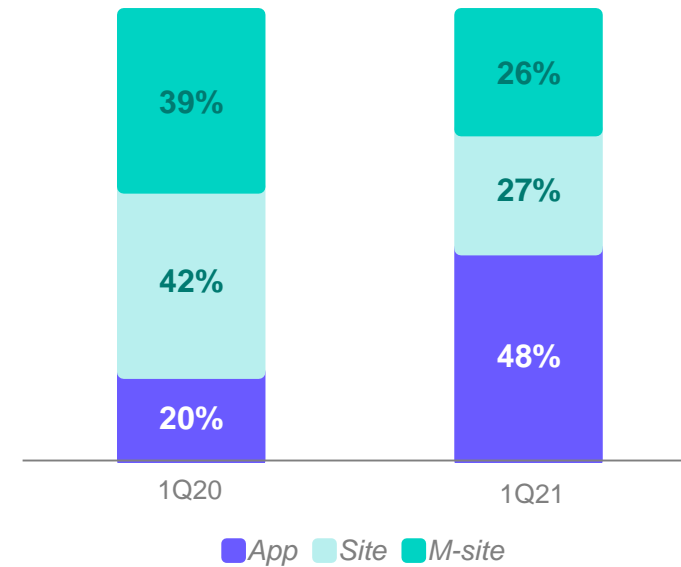
## MAU Evolution

(in million)



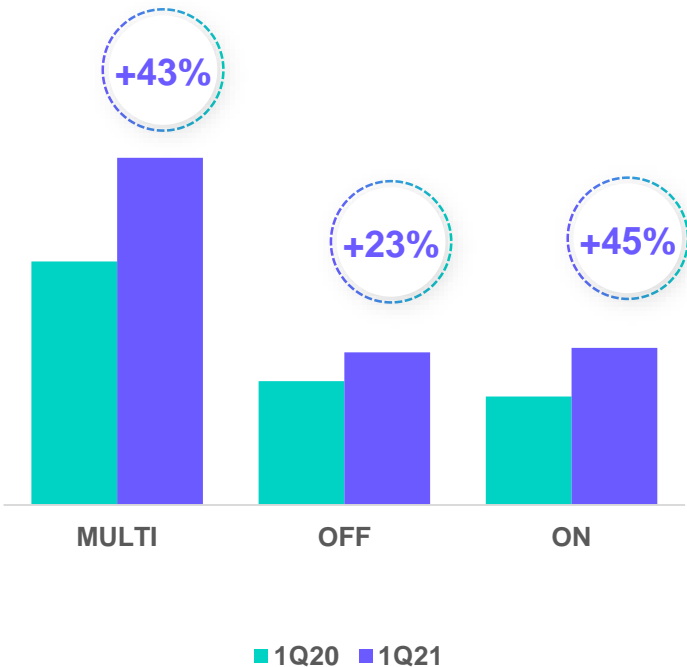
## Participation by access type

(digital sales)

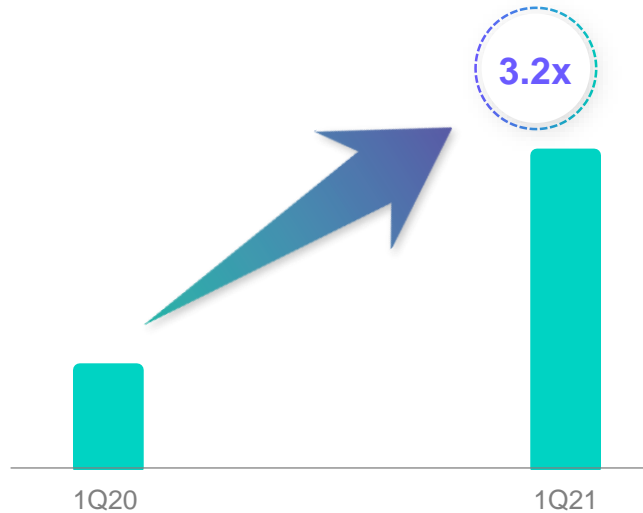


# Increase in spending, profitability and change in customer base

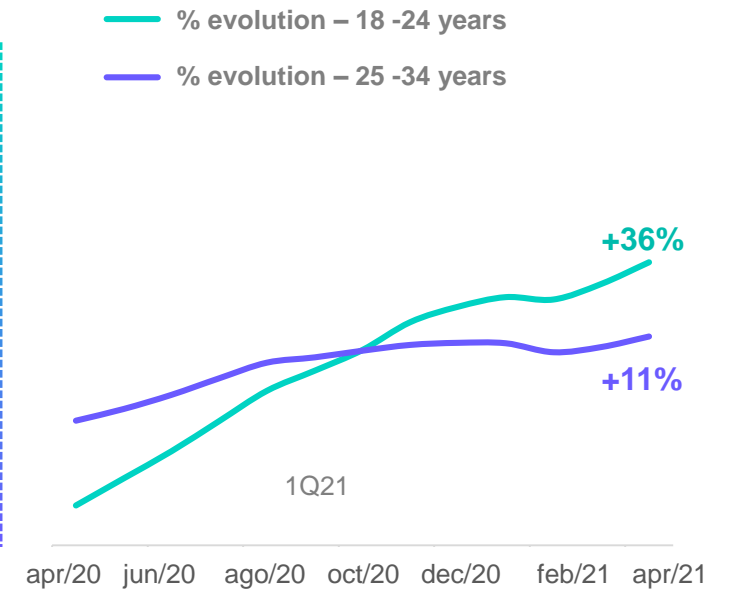
Evolution of client spending by channel



Average revenue per customer in the app - ARPU



Growth % of young customers in the base





# CB Play important loyalty tool



The number of downloads of Casas Bahia app, throughout the first 30 days since launch, increased ~50%

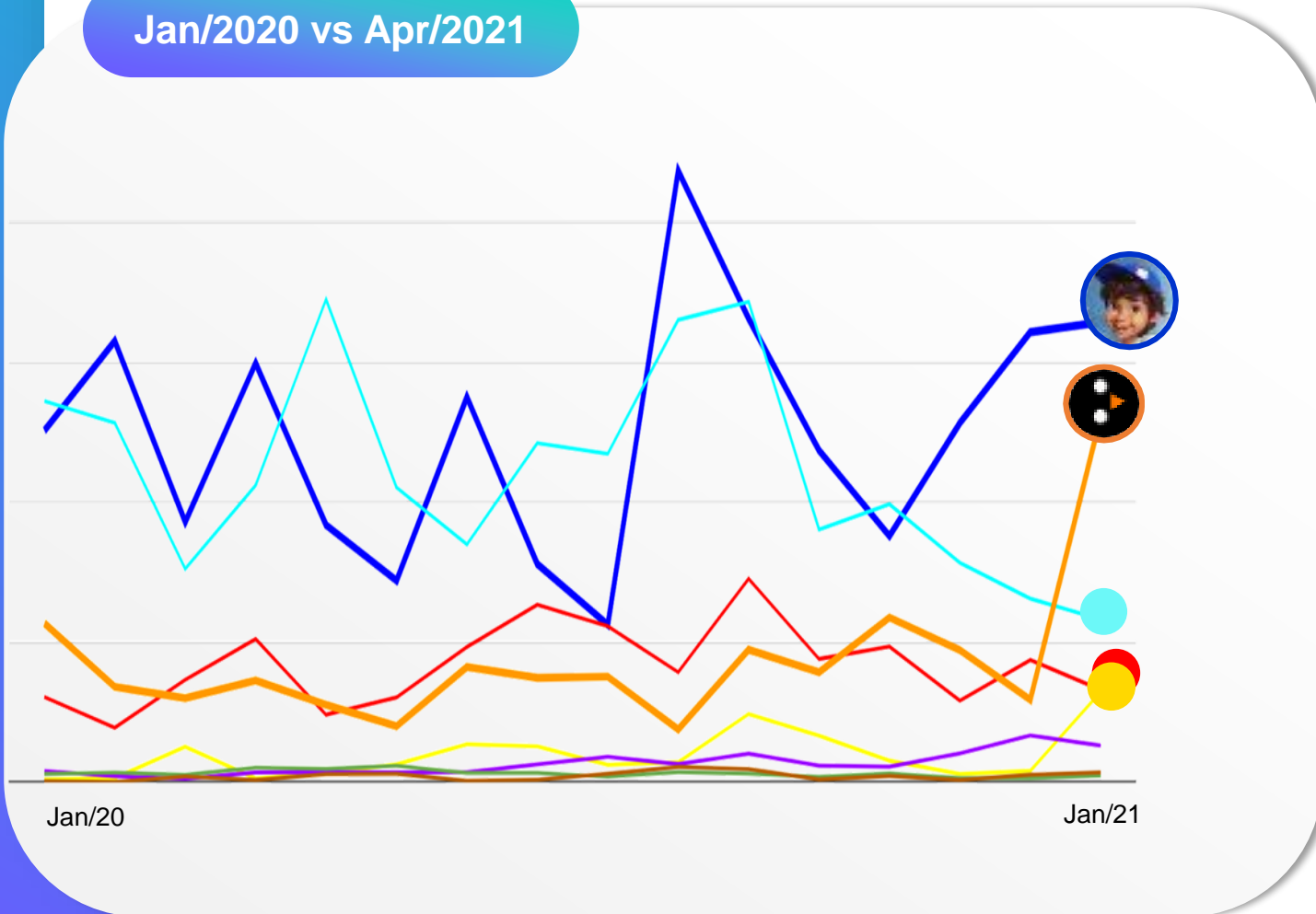


App conversion presented a **42%** increase vs. previous month

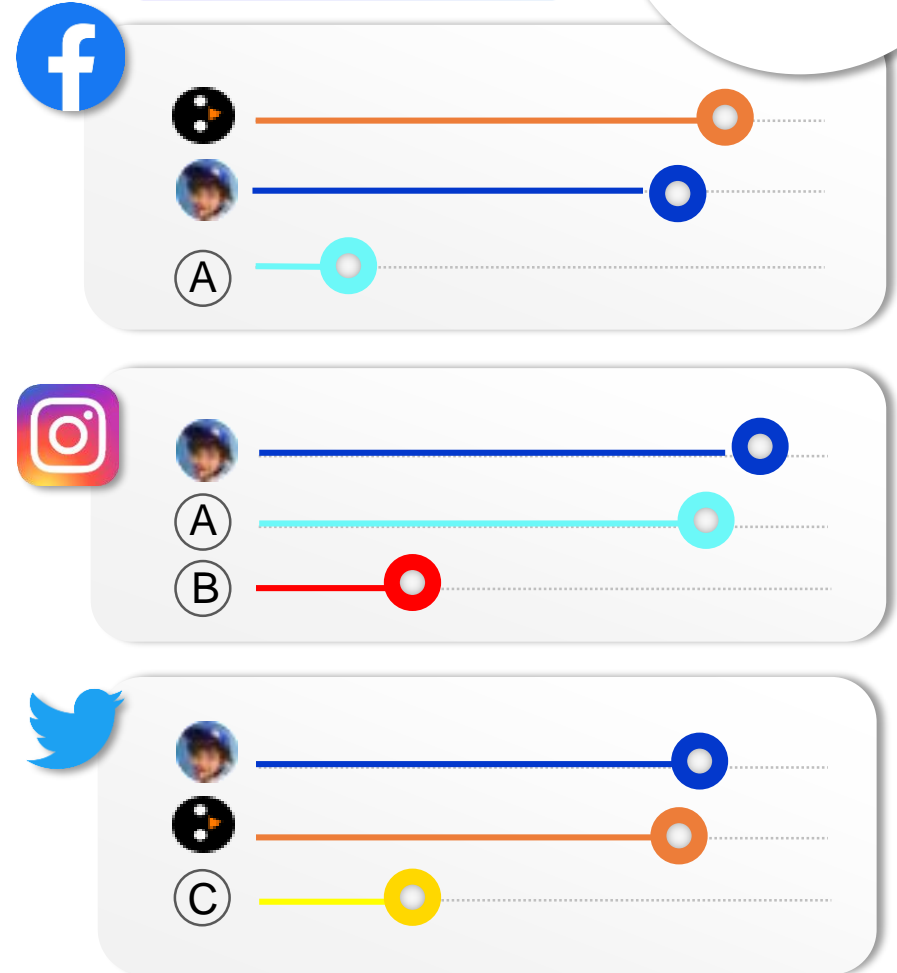


# Engagement

Jan/2020 vs Apr/2021



## By Social Network



Source: Socialbakers






Customer  
Centric

# Improvement in APP ratings

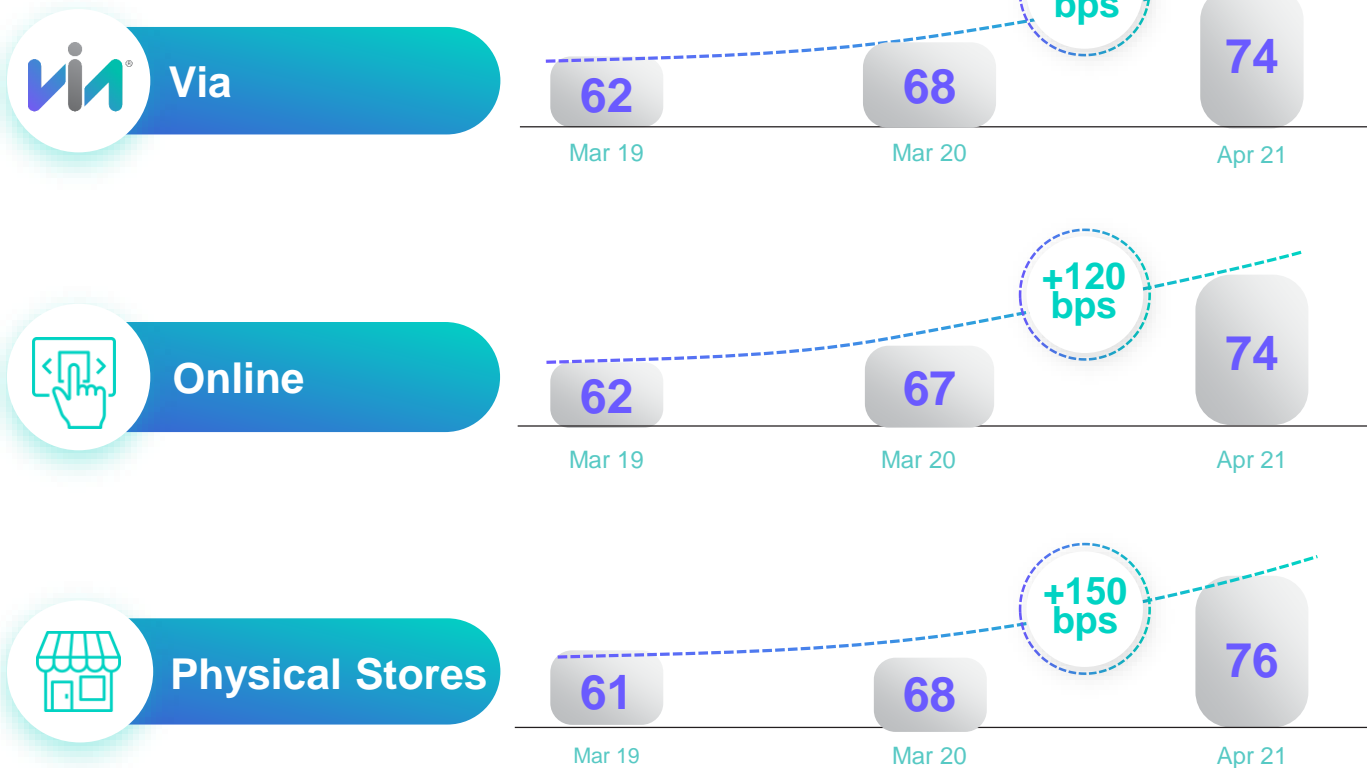
Throughout the year of 2020, we saw an improvement in our ratings of the 3 apps.

During 1Q21, we managed to maintain our rating above the Market average

	Jan/2020	Mar/2021
	3.18	4.71
	3.09	4.68
	2.69	4.67

# Positive progress in experience of customers

## Net Promoter Score Evolution (NPS)



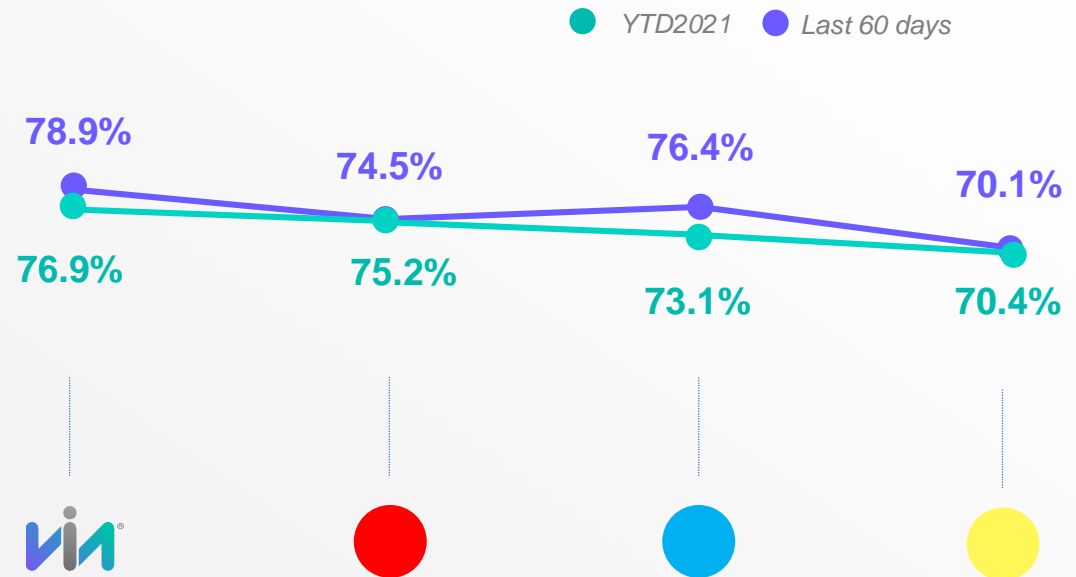
## ReclameAQUI

Reclame Aqui (RA)	Score 2020	Score Last 6 months	
Online 1P			
Casas Bahia	6,7	7,2	😊
Ponto	6,8	7,5	
Extra.com.br	6,9	7,3	
Online 3P			
Casas Bahia	7,1	7,5	😊
Ponto	7,4	7,7	
Extra.com.br	7,1	7,7	
Physical Stores			
Casas Bahia	7,2	7,3	😊
Ponto	8,9	8,8	

# Improvement in the resolution



- **76.9%** in year 2021
- **78.9%** in the last 60 days
- 200 bps Improvement
- Best relative position in both indicators.



# 1Q21 FINANCIAL PERFORMANCE

**Orivaldo Padilha**

CFO and IR Director

Para você,  
onde, quando  
e como quiser.



# 1Q21 x 1Q20 RESULTS HIGHLIGHT

R\$ Million	1Q21	1Q20	%
<b>Gross Revenue</b>	<b>8,797</b>	<b>7,426</b>	<b>18.5%</b>
<b>Net Revenue</b>	<b>7,547</b>	<b>6,339</b>	<b>19.1%</b>
Gross Margin	31.4%	30.7%	+70 bps.
<b>Adjusted EBITDA</b>	<b>584</b>	<b>621</b>	<b>(6.0%)</b>
Adjusted EBITDA Margin	7.7%	9.8%	(210 bps)
<b>EBIT</b>	<b>53</b>	<b>17</b>	<b>211.8%</b>
Income Tax & Social Contribution	127	(4)	na
<b>Net Income (Loss)</b>	<b>180</b>	<b>13</b>	<b>1,284.6%</b>

<sup>1</sup> Definition of digital sales considers GVM gross e-commerce + sales made via the Quick Withdrawal modality.

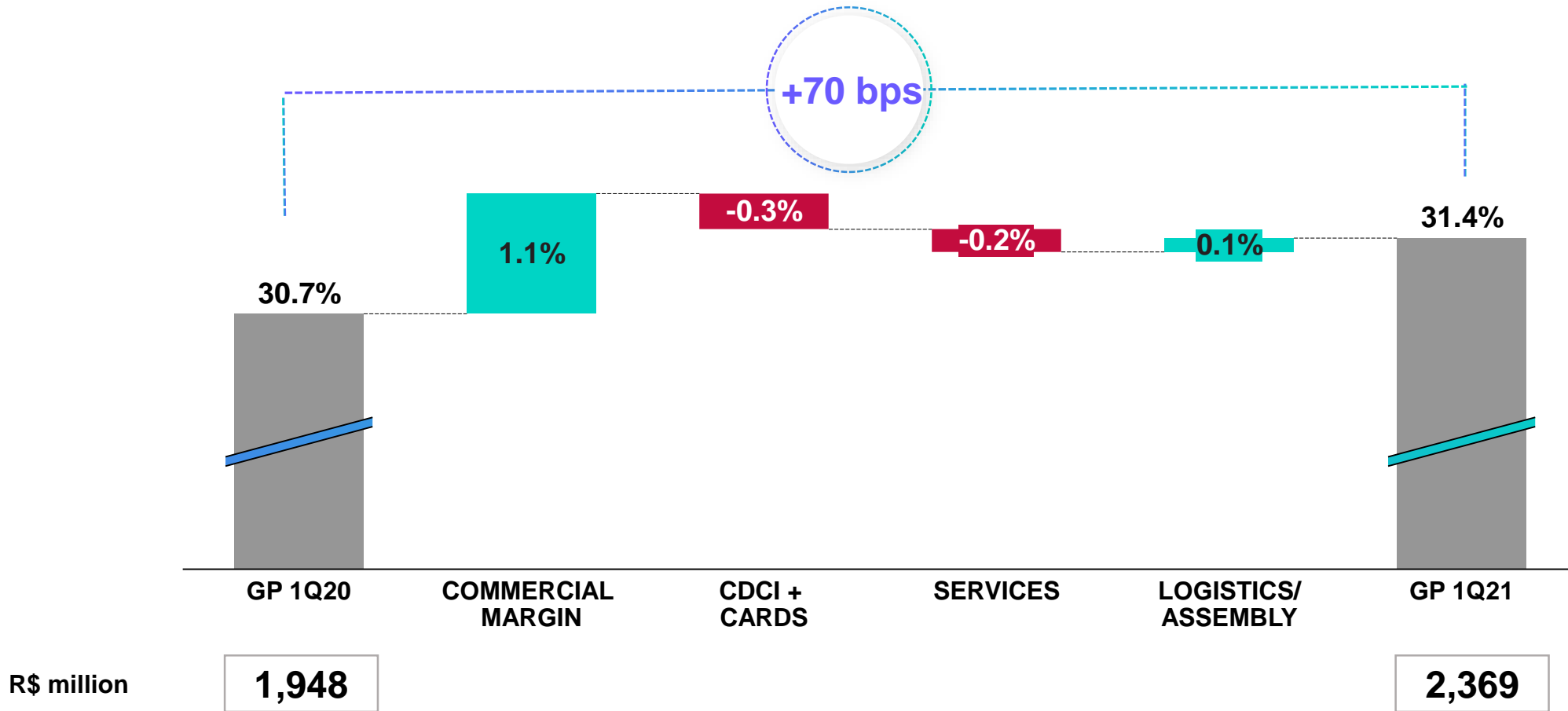
<sup>2</sup> Gross GMV includes cancellations and returns.

## Net Income Reconciliation After Subsidy

R\$ Million	1Q21	1Q20	%
<b>Net Income</b>	<b>180</b>	<b>13</b>	<b>1,284.6%</b>
Subsidy Incentive*	(117)	-	na
<b>Comparable Net Income</b>	<b>63</b>	<b>13</b>	<b>384,6%</b>

\* During 1Q21, the subsidy incentive totaled R\$ 150 million, of which R\$ 117 million relate to the effect of previous Years and R\$ 33 million to 1Q21.

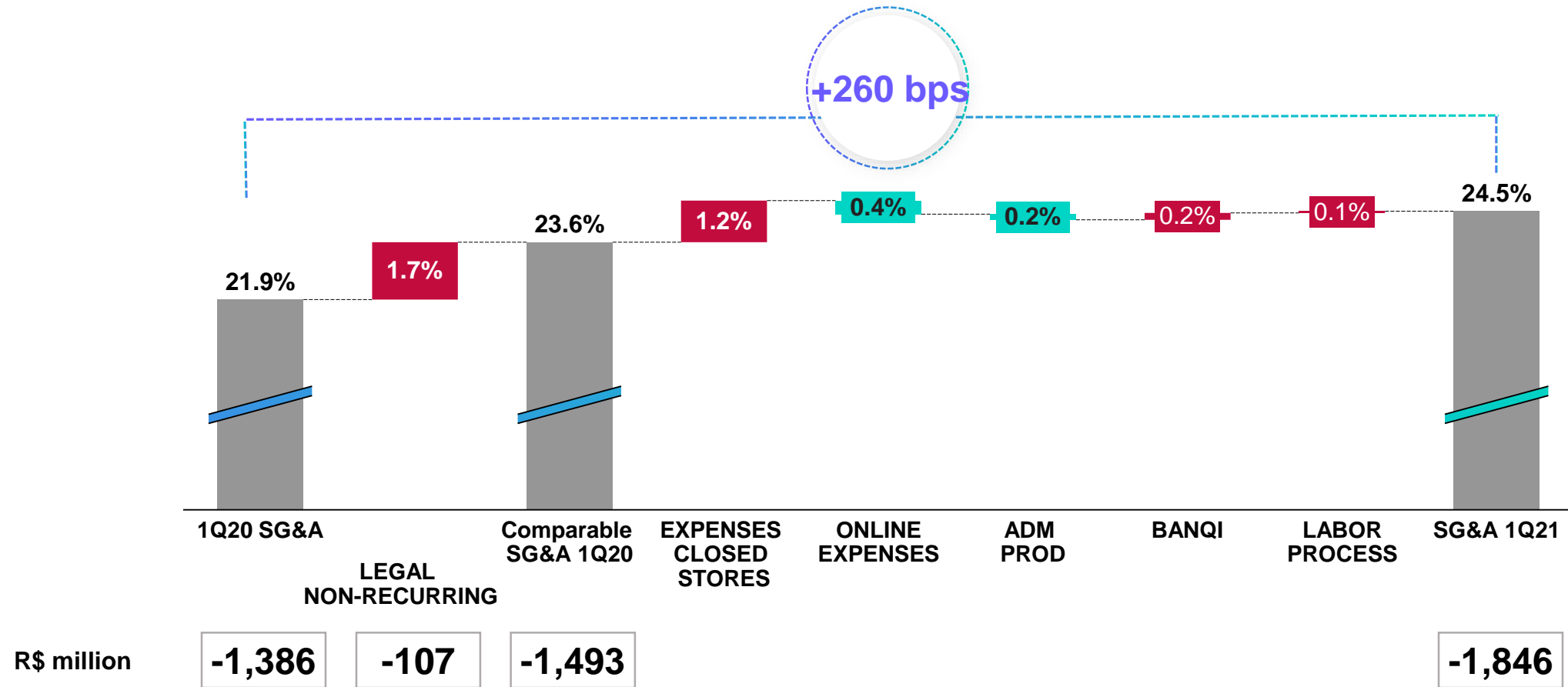
# Gross Profit BRIDGE



- Even with a larger mix of online sales, the gross margin gain reflects assertiveness in commercial negotiations and tax benefits.

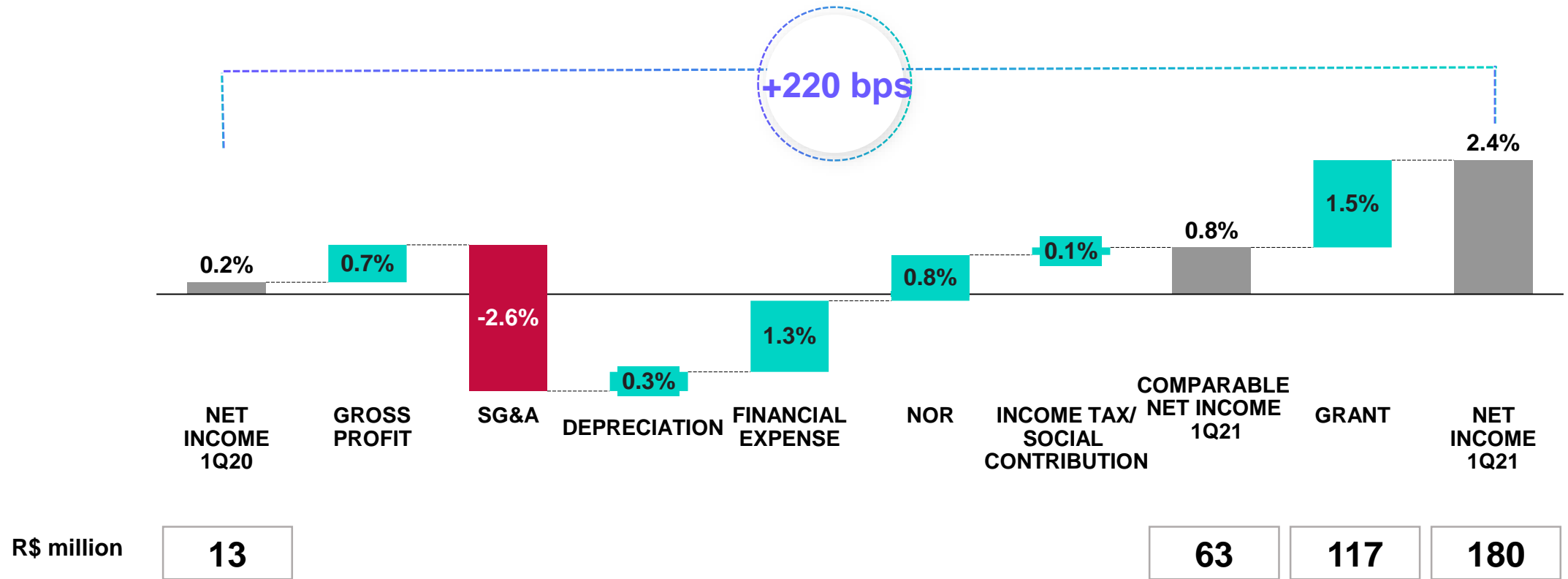


# SG&A BRIDGE



- Growth of 260 bps, impact generated mainly by:
  - Channel mix effect, with greater online sales participation
  - Lower operational leverage of stores due to closures related to covid-19

# Net Income BRIDGE



\*RNO – Non-Operational Result

# Cash flow

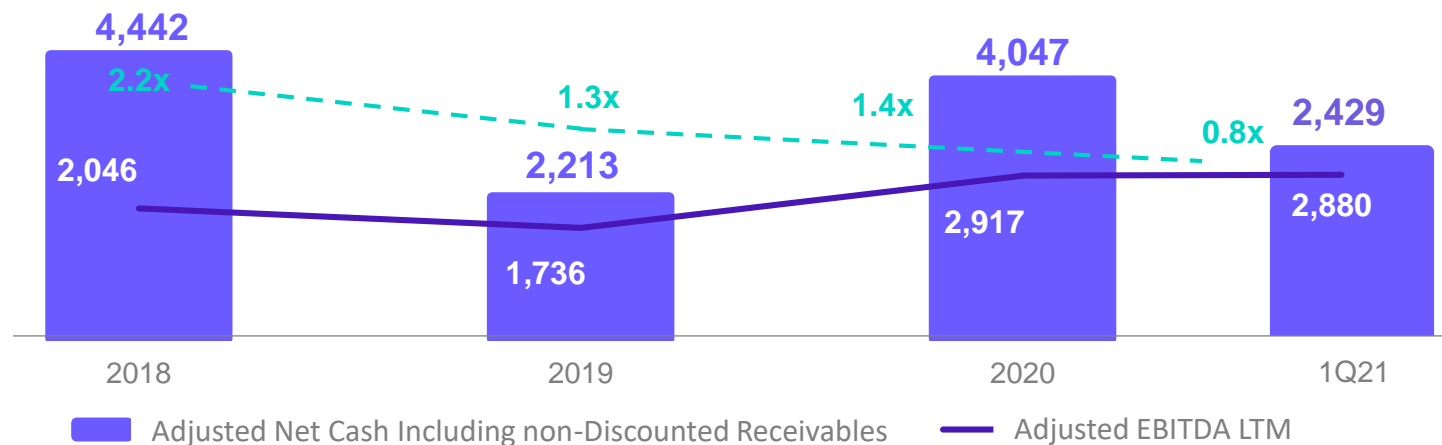
	1Q21	1Q20	1Q21 vs 1Q20
<b>Net Income (loss)</b>	<b>180</b>	<b>13</b>	<b>167</b>
Total net income adjustments	603	484	119
Adjusted Net Income	783	497	286
<b>Liabilities and Asset (Increase) Decreases</b>			
Inventories	-1,709	-682	-1,027
Taxes to Recover	-245	-279	34
Suppliers	820	114	706
Fiscal Obligations	-181	-49	-132
Onlending of third parties	-213	-73	-140
Principal Payments - Leasing	-221	-228	7
Others	-410	-588	178
<b>Net Cash (used) in Operating Activities</b>	<b>-1,376</b>	<b>-1,288</b>	<b>-88</b>
<b>Cash Flow from Investment Activities</b>	<b>-184</b>	<b>-83</b>	<b>-101</b>
<b>Cash Flow</b>	<b>-1,560</b>	<b>-1,371</b>	<b>-189</b>
<b>Cash Flow from Financing Activities</b>	<b>-408</b>	<b>-116</b>	<b>-292</b>
<b>Cash and cash equivalents of the opening balance</b>	<b>8,496</b>	<b>4,368</b>	<b>4,128</b>
<b>Cash and Cash equivalents at the End of the Period</b>	<b>6,528</b>	<b>2,881</b>	<b>3,647</b>
Change in Cash and Cash Equivalents	-1,968	-1,487	-481

## 1Q21 vs 1Q20

- 189 million negative variation in FCL, where:
  - CAPEX increase: 101 million;
  - Reduction in operational cash, especially inventory increase: 88 million.

# Indebtedness

R\$ m (L12M)



Net Cash - R\$ million	1Q19	1Q20	1Q21
Cash and Cards	3,120	2,881	6,528
(+) Supplier Advance Portal	-	-	651
<b>Cash, Cards and Portal</b>	<b>3,120</b>	<b>2,881</b>	<b>7,179</b>
Bank Debt	(917)	(2,053)	(4,099)
<b>Net Cash</b>	<b>2,203</b>	<b>828</b>	<b>3,080</b>



## Issuance of SBL Debenture of R\$ 1.0 billion, rated brAA

- Via issued an ICVM 476 sustainability-linked bond (SLBs) in the amount of **R\$ 1.0 billion**, with final maturity of up to 5 years.

## Highlights

- The goal set by the company, ascertained and reported by independent consultants, is to have 90% of all the energy used by Via coming from renewable sources by 2025. Currently only 30% of energy is from renewable sources. If the goal is not met, there will be a financial penalty and a consequent increase in the cost of debt for the Company.
- The resources obtained will allow Via to extend its debt and also strengthen its cash flow.
- The Debenture was rated brAA by Standard & Poors (S&P), considered investment grade on a national scale.
- The issue had two series: i) a 3-year term at a cost of CDI+1.90% p.a. and ii) a 5-year term at a cost of CDI+2.10% p.a. The issuance made it possible to lengthen the term and reduce the cost of debt for the company.
- This issuance will allow an update and improvement in the pricing of Via's debt in the secondary market as well and promotes proximity to fixed income investors in the local market, allowing greater diversification in the position of creditors.
- **Via is the first company in the retail sector in its segment to issue debt with sustainable goals, an important step on the path toward integrating our financial business strategy with sustainability goals.**

## Disclaimer

This report may contain information about future events. Such information would not only be historical facts, but would reflect the wishes and expectations of the company's management. Actual results and performance may differ materially from prospective statements due to a large number of risks and uncertainties, including but not limited to those risks described in the Reference Form filed with the Company's Investor Relations website and 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 updated to the present date and Via Varejo is under no obligation to update it upon new information and/or future events.

7.041



# Investor Relations

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