



CYRELA

INVESTOR RELATIONS

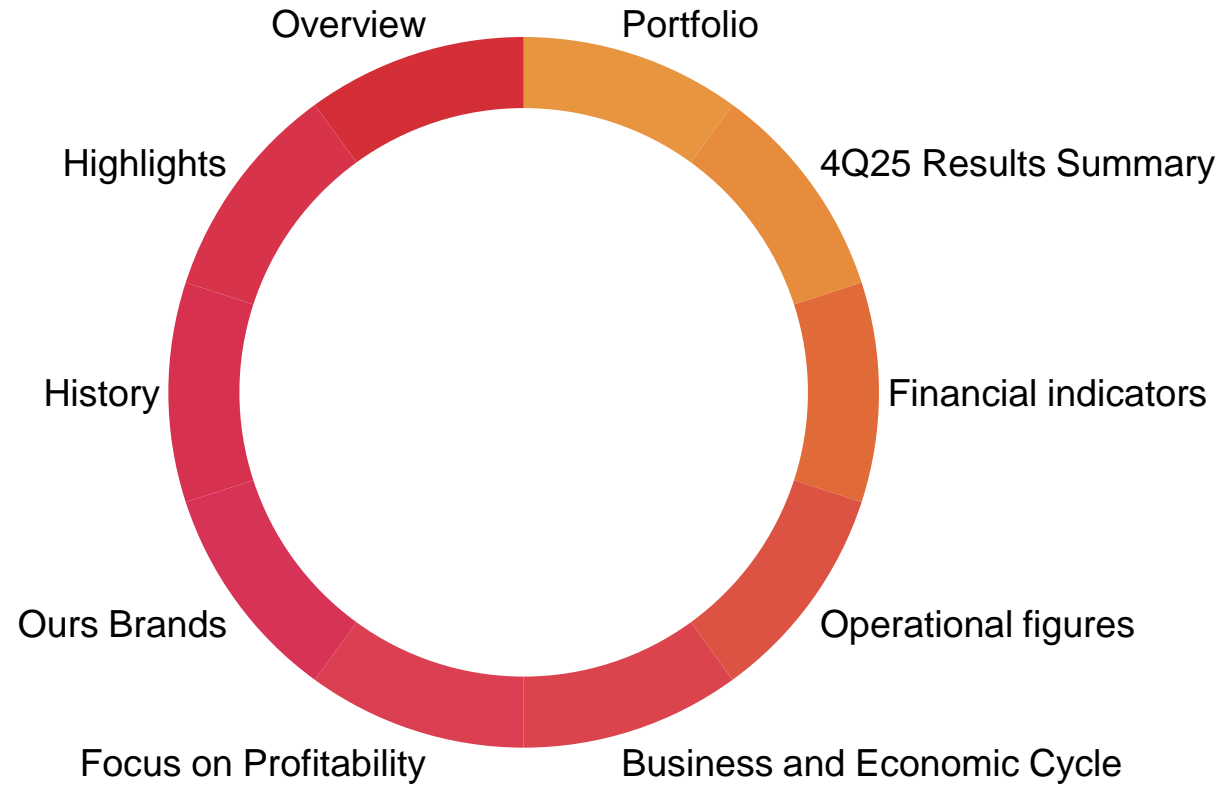


CORPORATE
PRESENTATION

4Q25

AGENDA

CYRELA



OVERVIEW

CYRELA

RATING

- National Scale: brAAA
- Global Scale: BB-
- Outlook: Stable

S&P Global

- National Scale: AAA.br
- Outlook: Stable

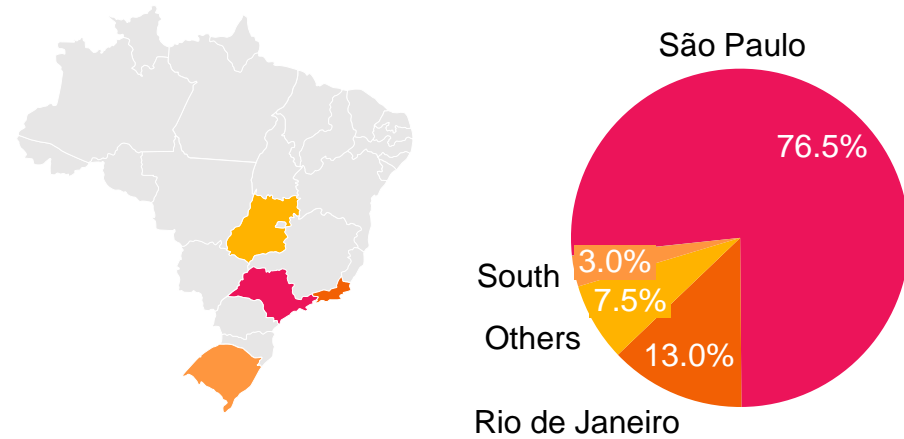
MOODY'S

SHAREHOLDERS' STRUCTURE

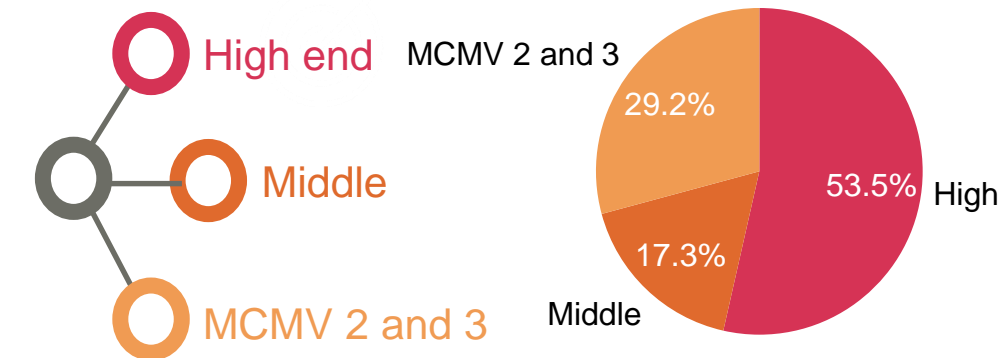


CYRELA

GEOGRAPHICAL FOOTPRINT (LAUNCHES %CBR) OF 2Q25



PRODUCT FOOTPRINT (LAUNCHES %CBR) OF 2Q25



SOLID GROUP WITH EXTENSIVE EXPERIENCE IN THE INDUSTRY



Leadership position in the industry;



Focus on São Paulo, Rio de Janeiro and South;



+60 years of history;



Integrated operation from land acquisition to construction;



~ 5,700 employees (construction + administrative);



Coverage of all categories of customers;



More than 200,000 clients;



Strong Brand

Top Imobiliário 2025 | Real Estate and Sales;

Valor 1000 | The 1000 biggest companies;



Receivables – R\$ 17.3 billion (December, 2025);



Solid financial situation and relationships with major banks.



Expertise in design and innovative projects.

HISTORY

CYRELA

FUNDATION 60'S

Cyrela is founded as a
land broker in São Paulo.

INTEGRATION 80'S and 90'S

Vertical integration:

Land broker;

Developer;

Brazil Realty becomes
listed company.

EXPANSION '00 –'10

Expansion to Rio de
Janeiro and other states;

Cyrela Brazil Realty IPO in
2005;

Spin-off of Properties
Division (Cyrela
Commercial Properties);

1st debenture offering

1st real estate receivables
backed securitie (CRI)
issuance

CONSOLIDATION '11-'25

19th debenture issuance;

Focused and geographic
reduction;

Strategic planning
focused in profitability vs.
volume;

Launch of Vivaz brand;

CashMe creation.

OUR BRANDS

CYRELA



CYRELA

FINANCIAL STRENGTH,
CREDIBILITY AND
ENTREPRENEURIAL
VISION



JV's



OUR BRANDS



OPERATION SEGMENT

Luxury /
High End



Middle
Income



Economic



CYRELA

OUR BRANDS

CYRELA



cashme

- Launched in 2018, a CashMe is a *fintech* from Cyrela's group that offers Home Equity Loans;
- Interest rates from IPCA +19.6% p.y. or 28.5% p.y. fixed rate;
- R\$ 3.4 billion in revenues (December, 2025);
- Simplified process, completely online and in a few steps;
- Operating in over 50 Brazilian cities, in the South, Southeast and Midwest regions.



Simulation and Proposal

Client first approach

Contract signing

Credit in account

GOVERNANCE

CYRE
B3 LISTED NM

- Committees;
- Processes e policies;
- B3's Novo Mercado listing (highest level)

BACK TO CYRELA "DNA"

- Focus on all segments;
- Living as a Middle income brand
- MCMV through Cury, Plano&Plano and our own brand, Vivaz

FINANCIAL DISCIPLINE

- Focus on margins
- "Cost Culture"
- Leverage Reduction
- Capital Structure adjustment through dividend payments



COMPANY LONGEVITY

- Leader's development
- Meritocracy
- Cyrela's culture strengthening
- Bonus – focused on deliveries and profitability of the projects

EXECUTION

- Project level cost control;
- Systems and process improvement
- Corporate Engineering

RESTRUCTURING THE STRATEGIC MODEL

CYRELA



FOCUS ON ORGANIC GROWTH

2006 2007 2008 2009 2010 2011 ... 2017 2023

+
PARTNERSHIPS
STARTUPS

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-
CLOSING /
ACQUISITION

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FINAL POSITION

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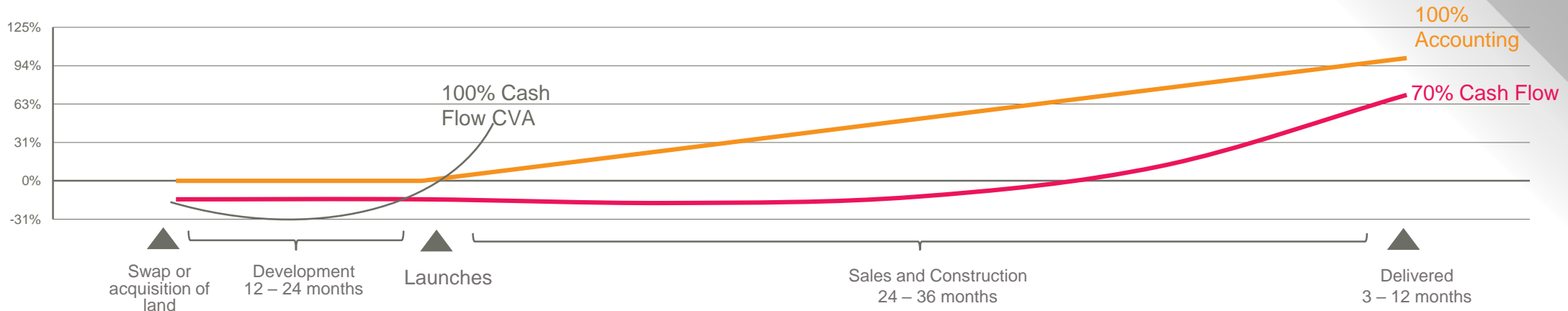
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BUSINESS AND ECONOMIC CYCLE



BUSINESS CYCLE AND CASH FLOW

BUSINESS CYCLE



CASH FLOW



ACCOUNTING



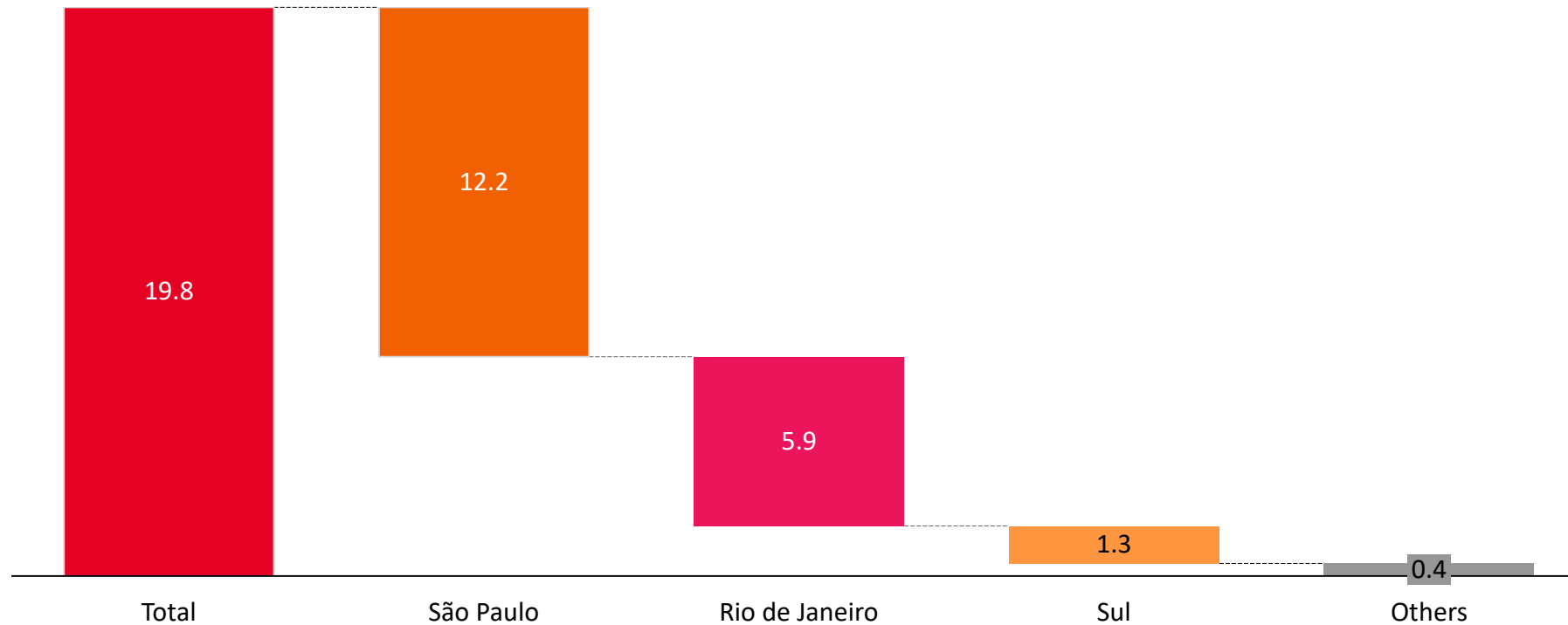
LANDBANK



LANDBANK

LANDBANK – PSV 100% (R\$ BILLION)

41% of landbank acquired through swaps

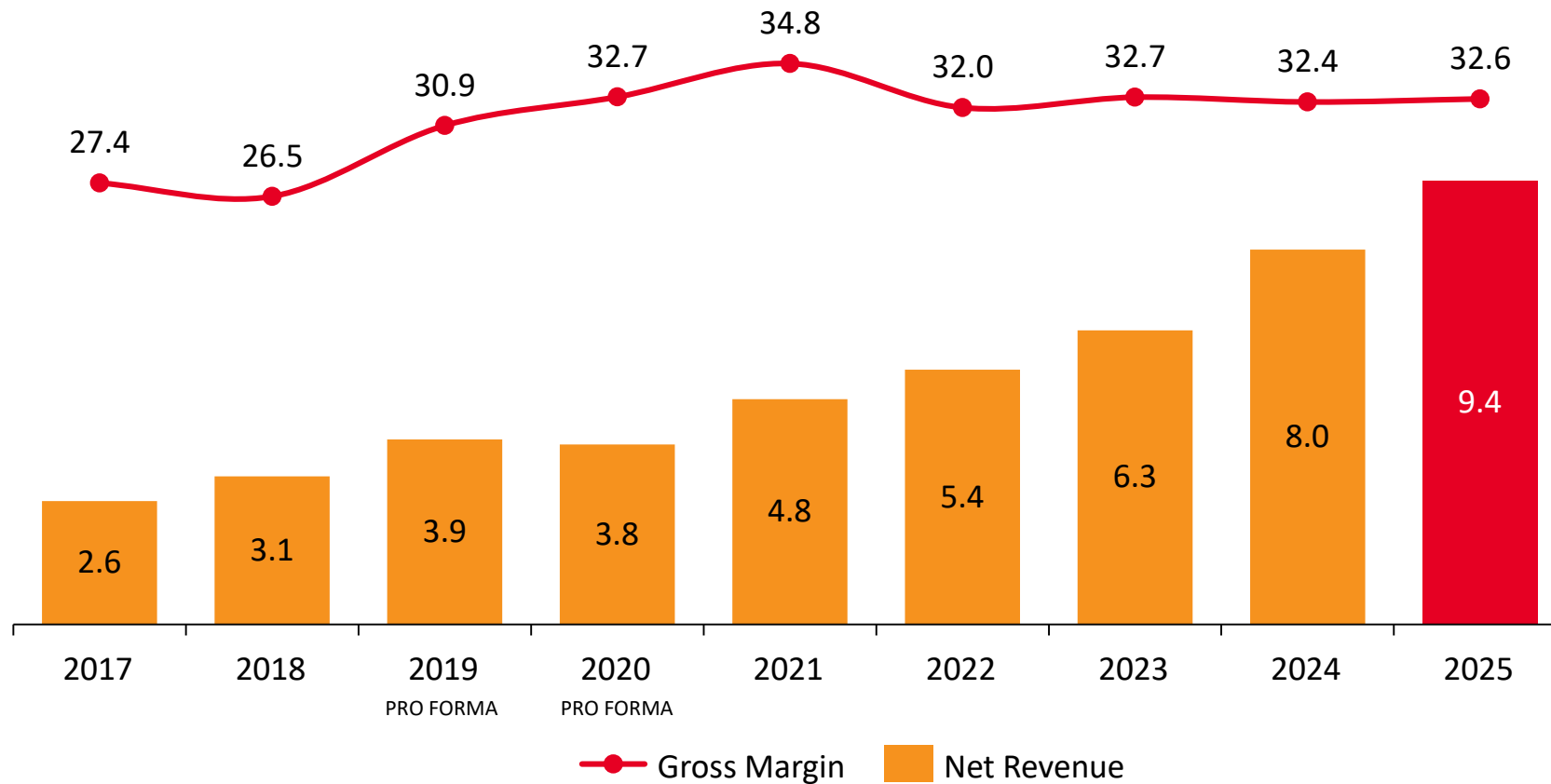


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FINANCIAL HISTORY

CYRELA

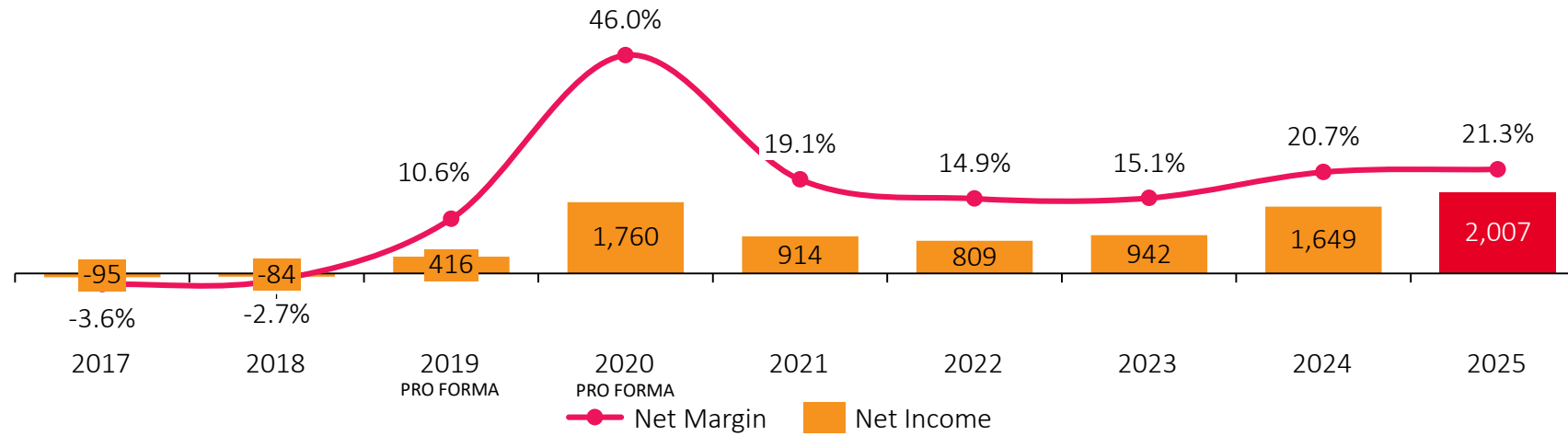
NET REVENUE (R\$ BILLION) AND GROSS MARGIN



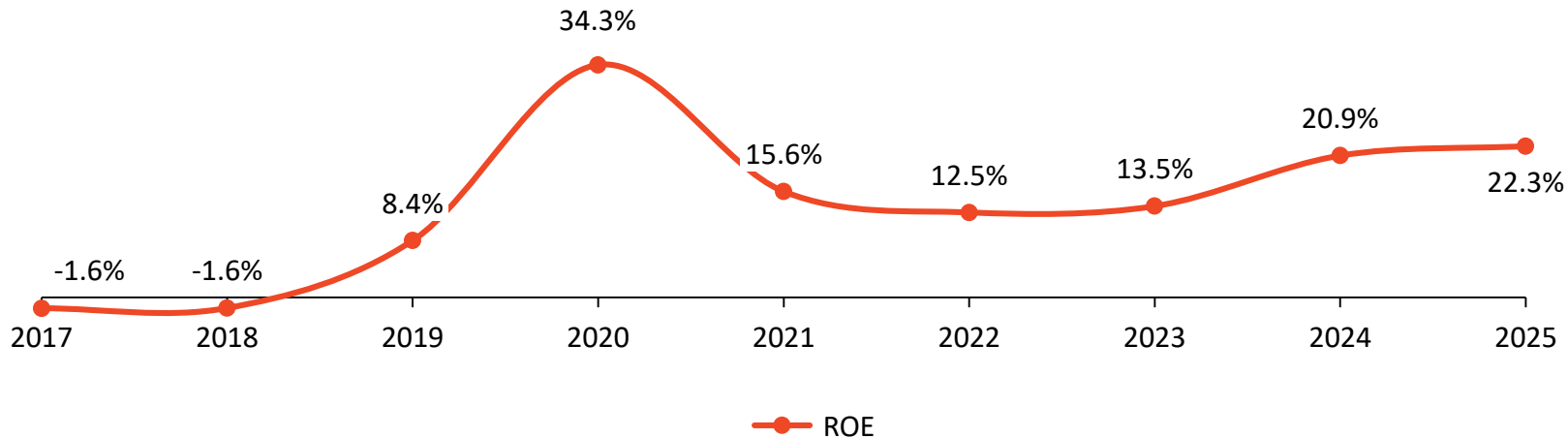
FINANCIAL HISTORY

CYRELA

NET INCOME (R\$ MILLION) AND NET MARGIN



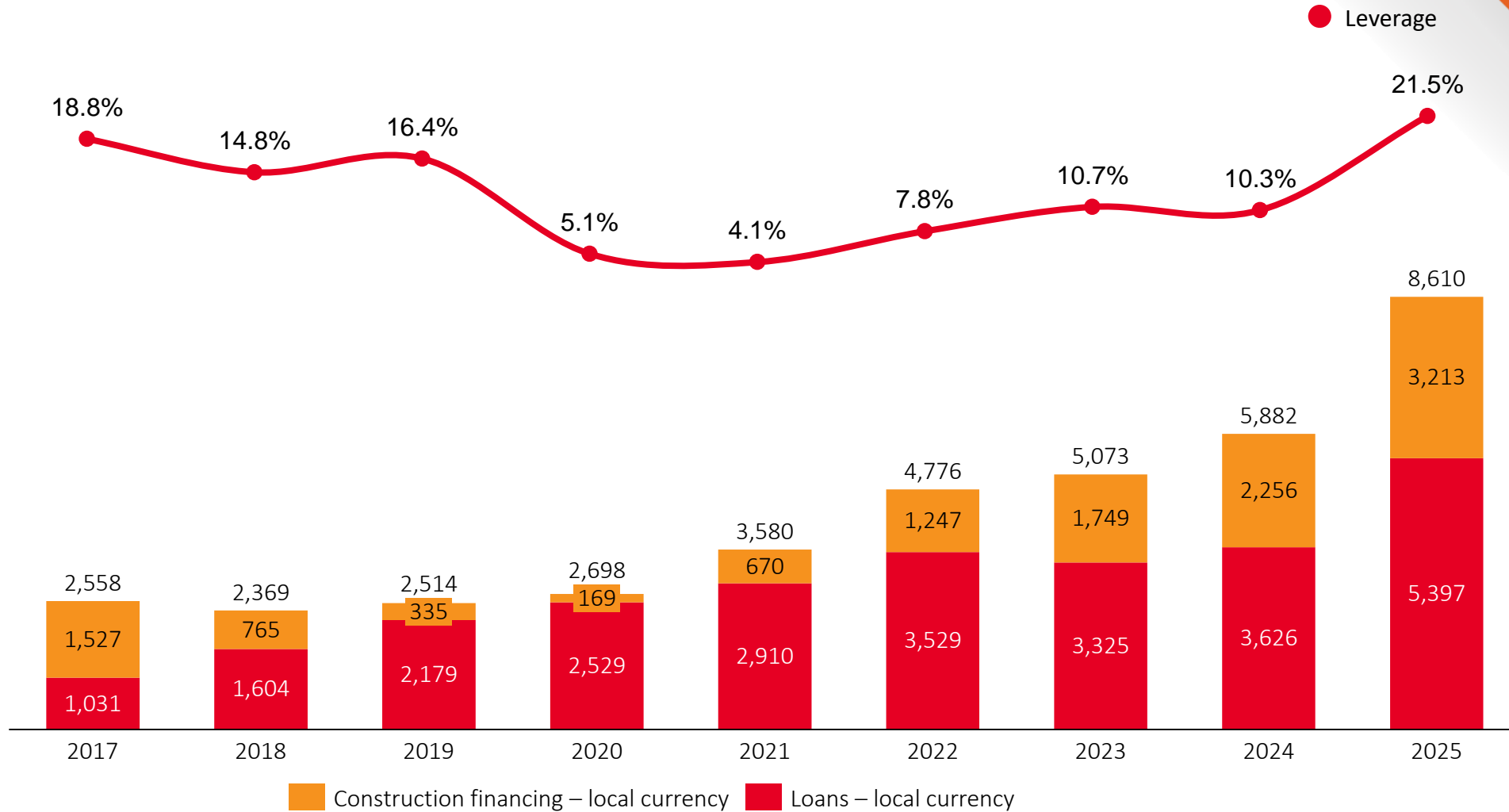
ROE – RETURN ON EQUITY



FINANCIAL HISTORY

CYRELA

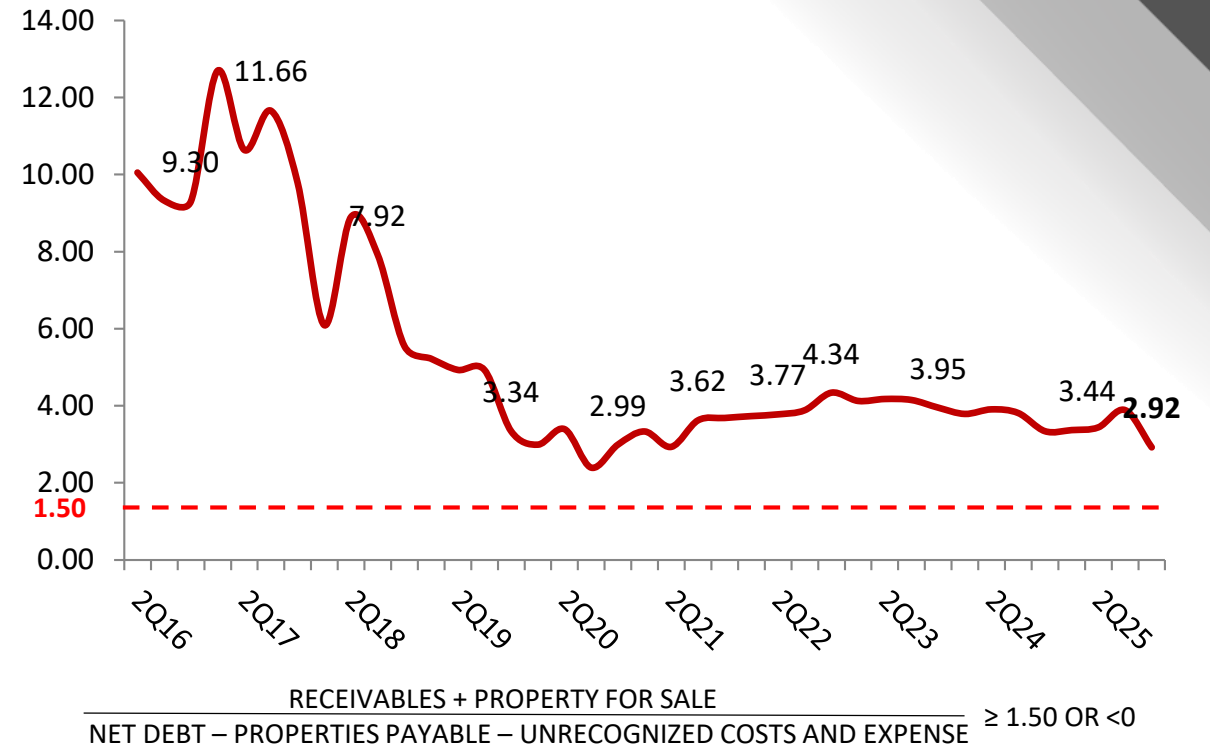
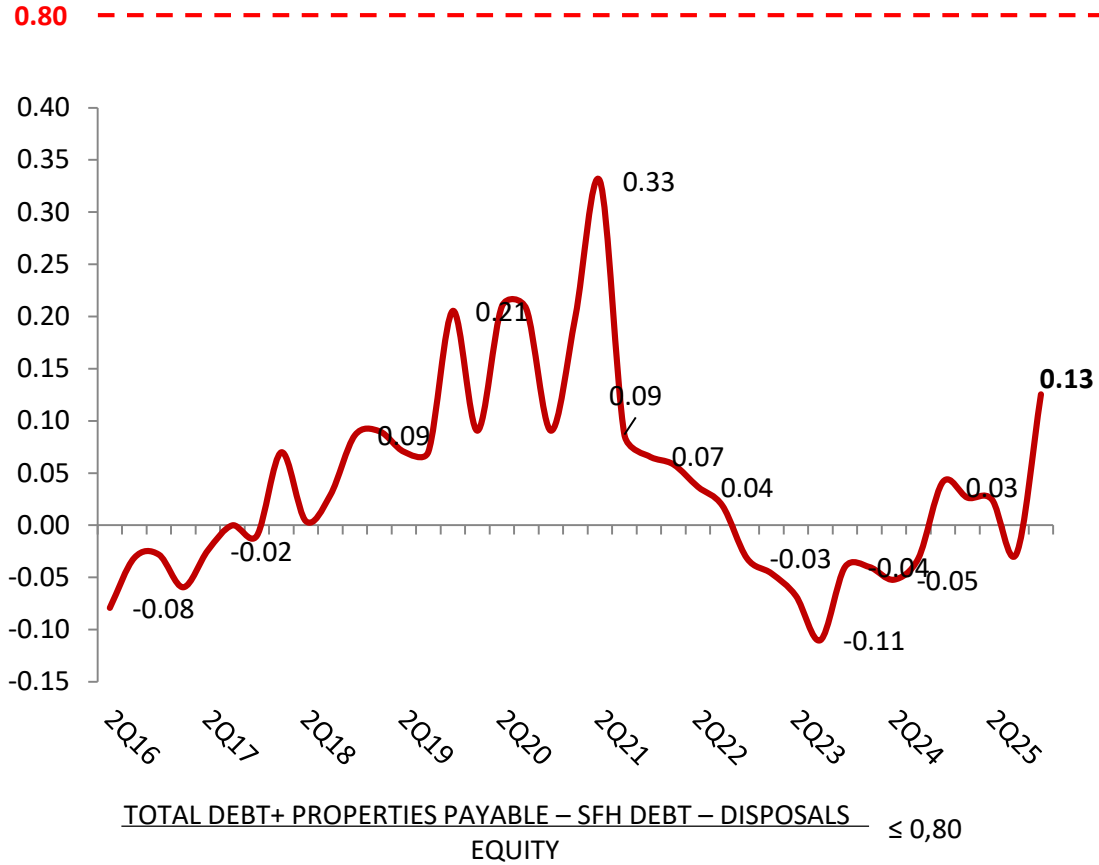
DEBT (R\$ MILLIONS)



FINANCIAL HISTORY

CYRELA

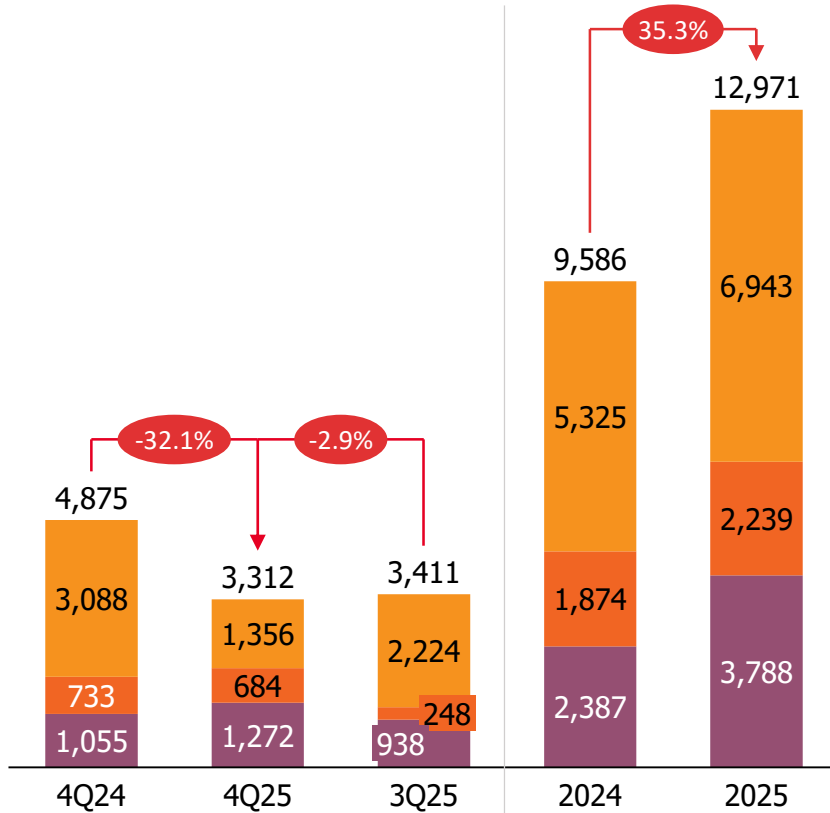
COVENANTS



OPERATING RESULTS- 2025

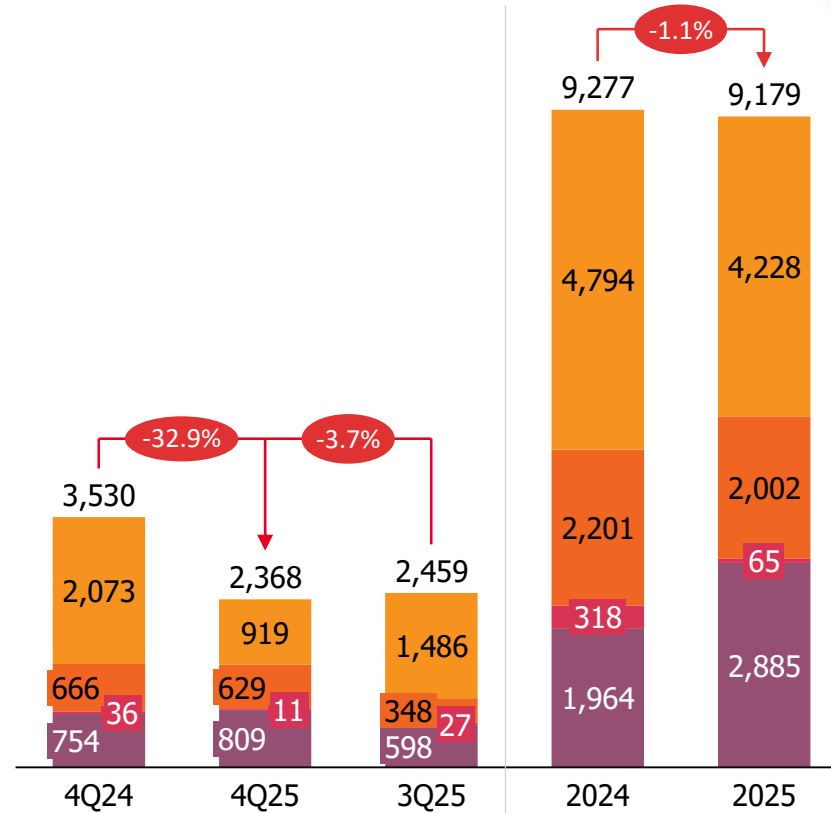
LAUNCHED – %CBR EX-SWAPS

(R\$ millions)



PRE SALES – %CBR EX-SWAPS

(R\$ millions)



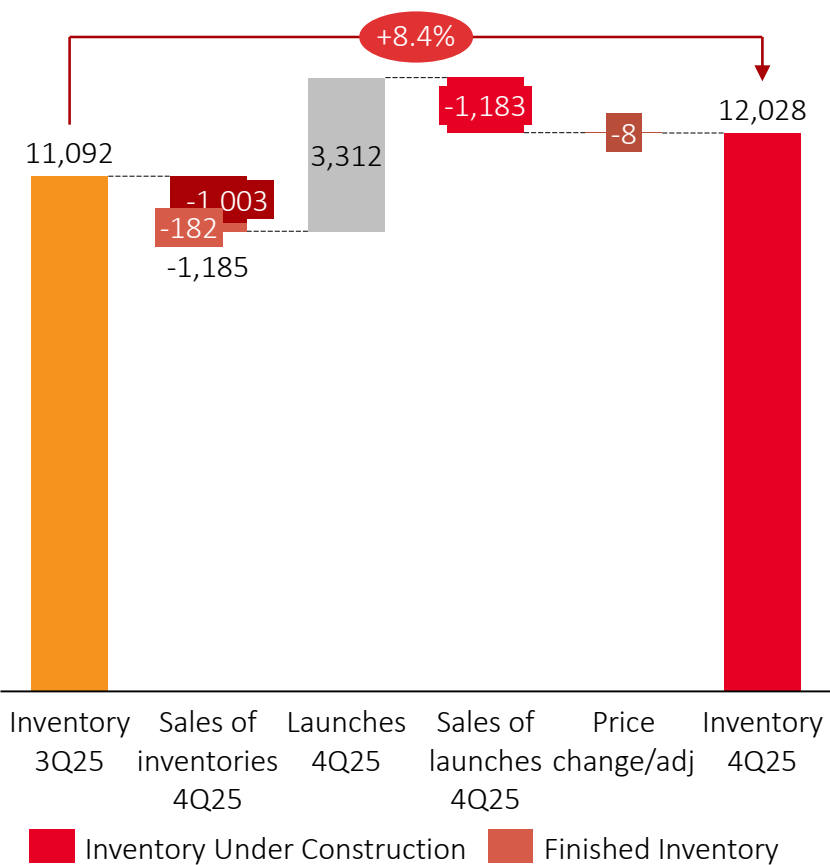
High end Middle MCMV 2 and 3

High end Middle Vivaz Prime MCMV 2 and 3

OPERATING RESULTS- 2025

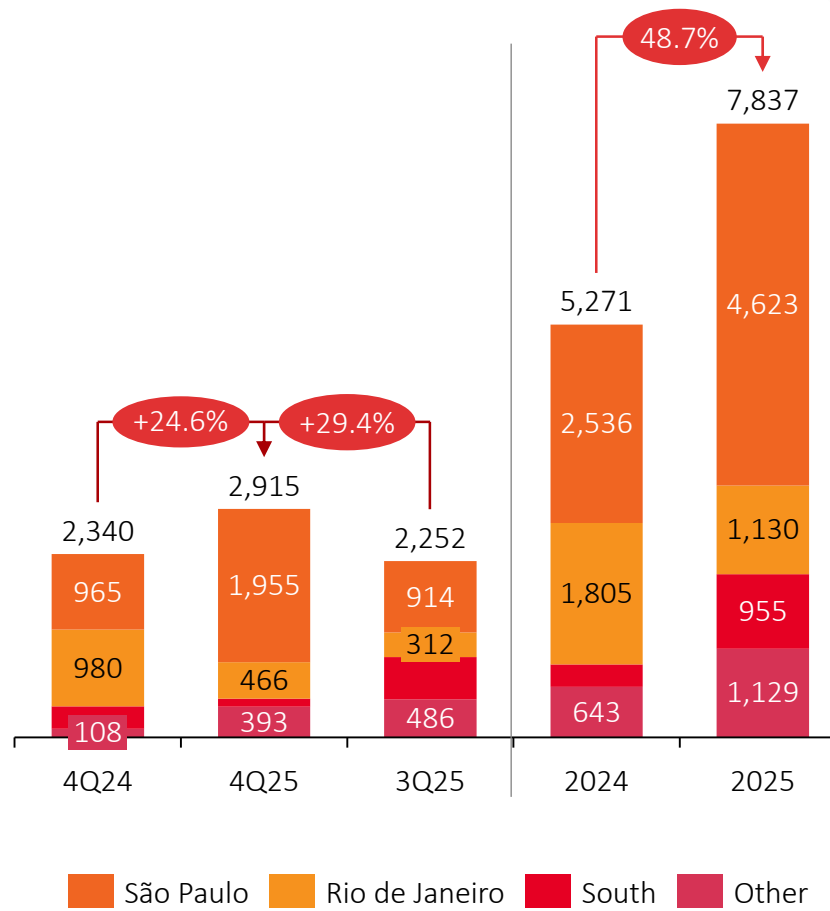
INVENTORY – PSV 100%

(R\$ millions)



DELIVERED – PSV 100%

(R\$ millions)

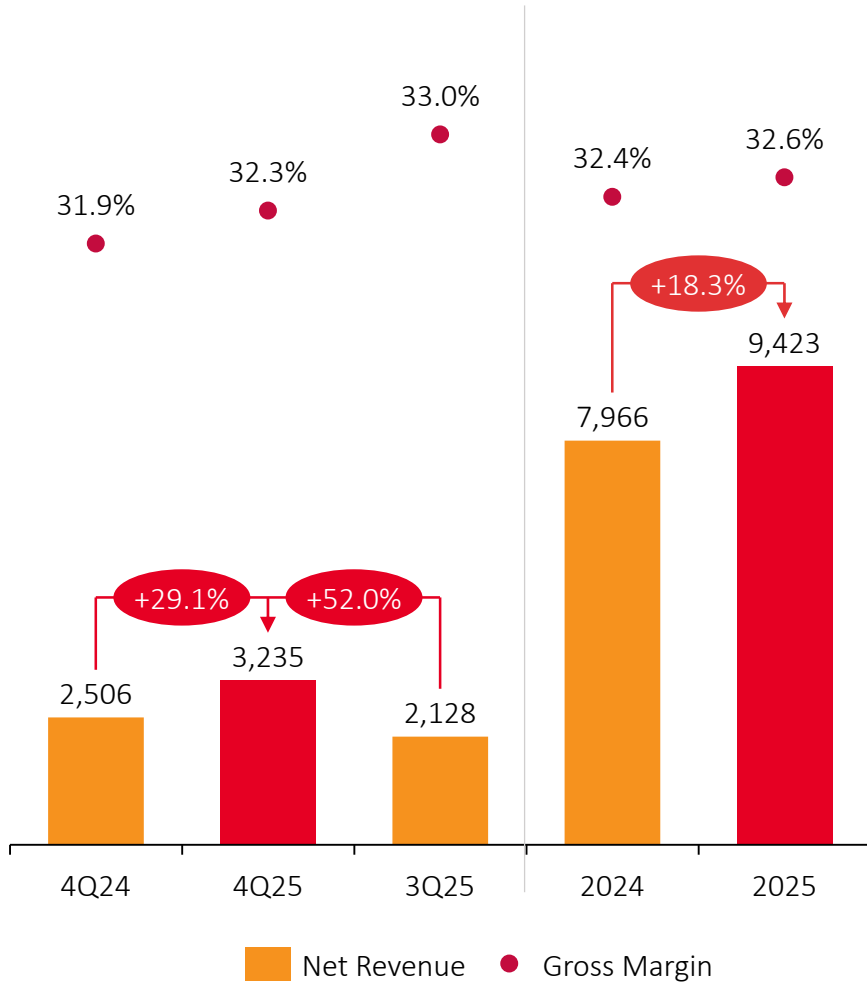


OPERATING RESULTS- 2025

CYRELA

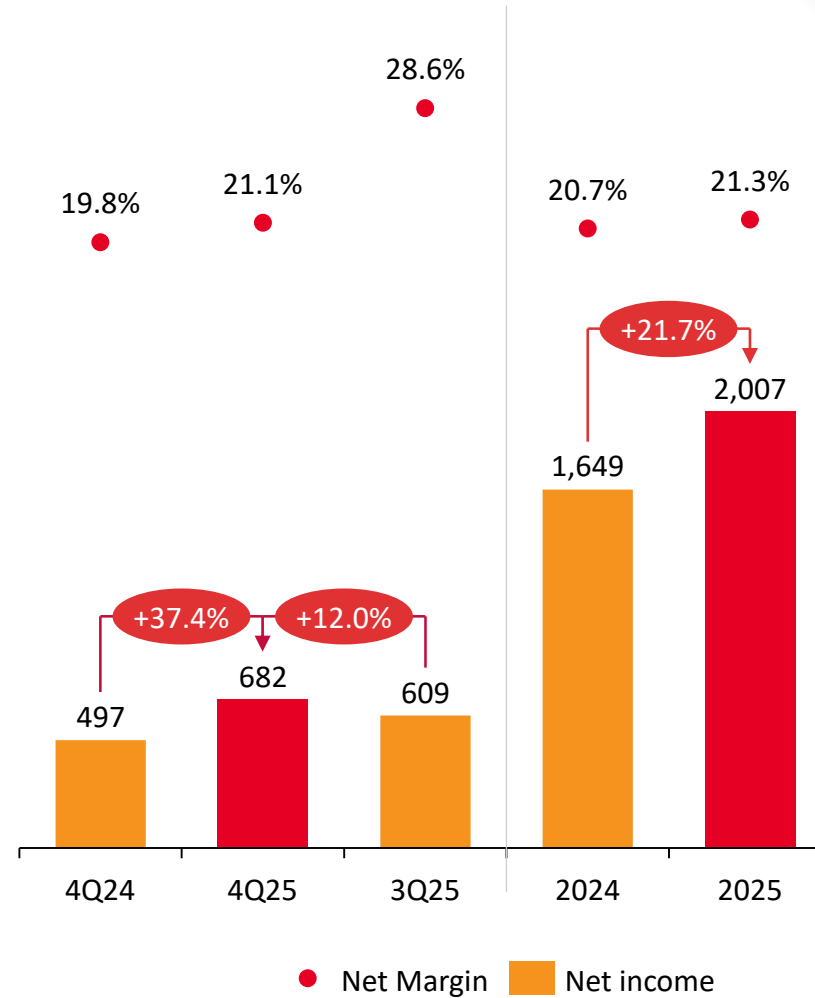
NET REVENUE

(R\$ millions)



NET INCOME AND NET MARGIN

(R\$ millions)

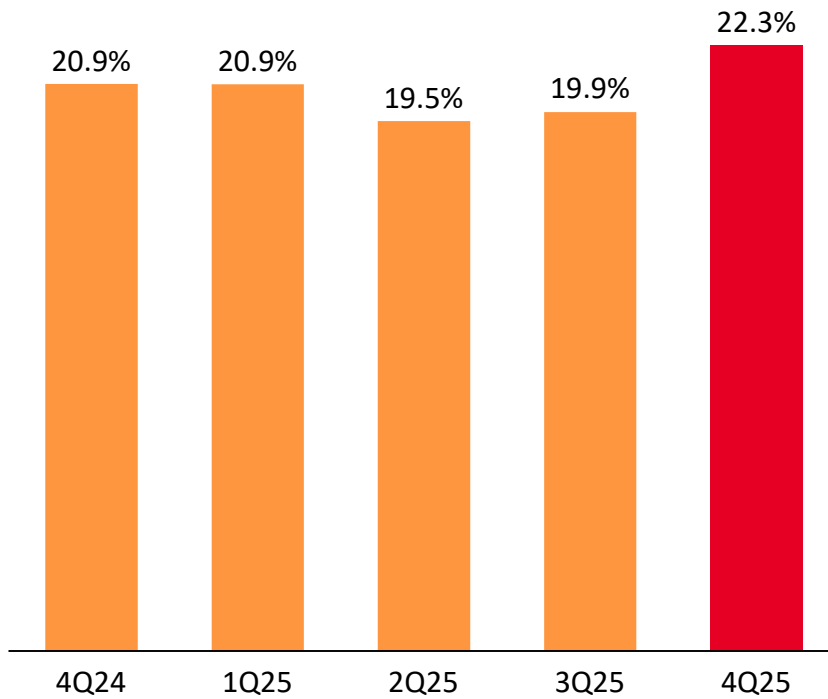


OPERATING RESULTS- 2025

CYRELA

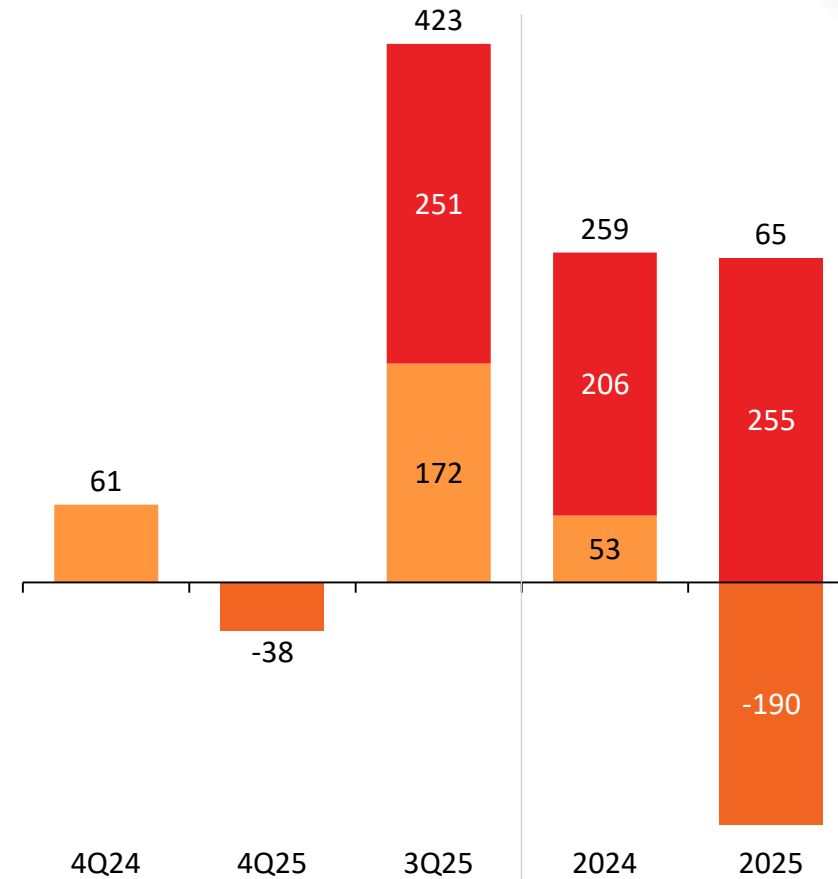
ROE – RETURN ON EQUITY

(R\$ millions)



CASH GERATION / CONSUMPTION

(R\$ millions)



■ Non Recurring

CYRELA

[CLICK HERE](#) TO SEE THE FULL REPORT WITH 4Q25 RESULTS



PORTFOLIO | CYRELA

PORTFOLIO

Tallest residential building in Latin America (2006)

Ballroom on the 41st floor

First project with different typologies in the same project

**MANDARIM
SÃO PAULO (2006)**



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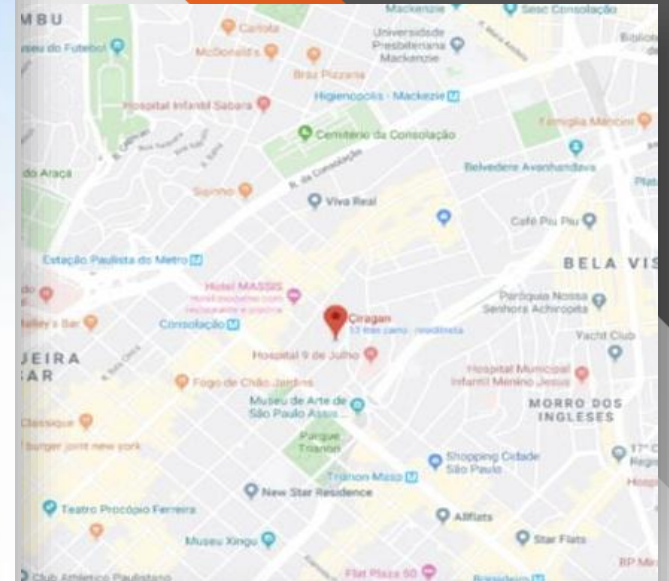
PORTFOLIO

First project to aggregate a residencial and a commercial tower in the same project

**CIRAGAN
SÃO PAULO (2007)**



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PORTFOLIO

CYRELA

PARQUE ALFREDO VOLPI
SÃO PAULO (2007)



PORTFOLIO

Architecture inspired in historic buildings

The buildings was restaured and adapted with common areas

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**LE PALAIS
RIO DE JANEIRO (2010)**

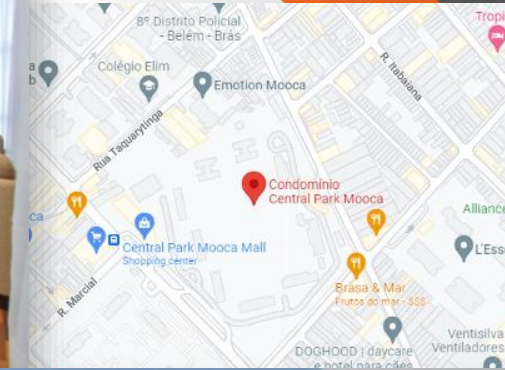


PORTFOLIO

First project launched in an industrial area in São Paulo (Mooca)

Innovation with an internal park

560 units sold in 10 days



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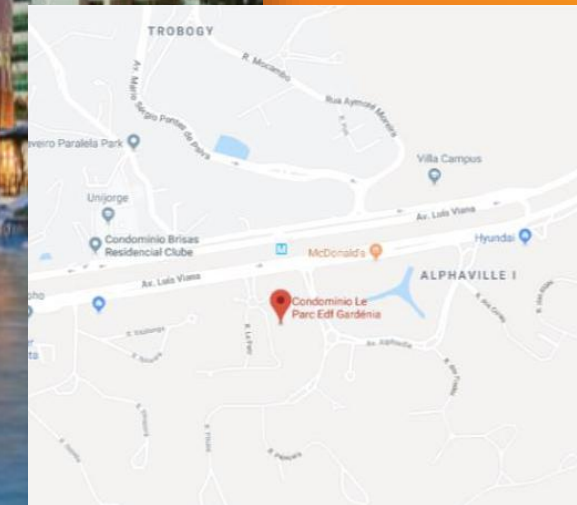
**CENTRAL PARK MOOCA
SÃO PAULO (2010)**

PORTFOLIO

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LE PARC
SALVADOR/BA (2012)

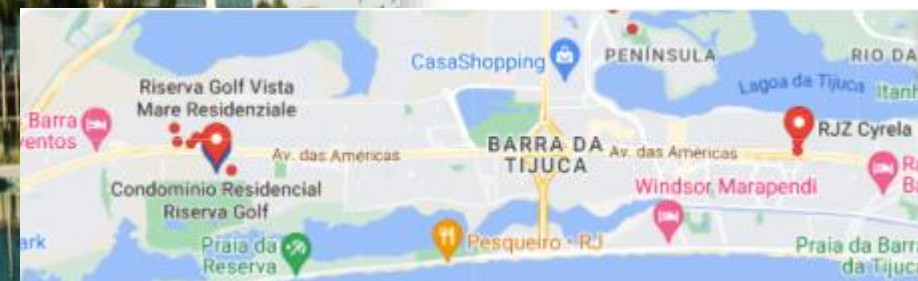


PORTFOLIO



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**RISERVA GOLF
RIO DE JANEIRO (2014)**



PORTFOLIO



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**CYRELA BY PININFARINA
SÃO PAULO (2014)**

Facade signed by Pininfarina



PORTFOLIO

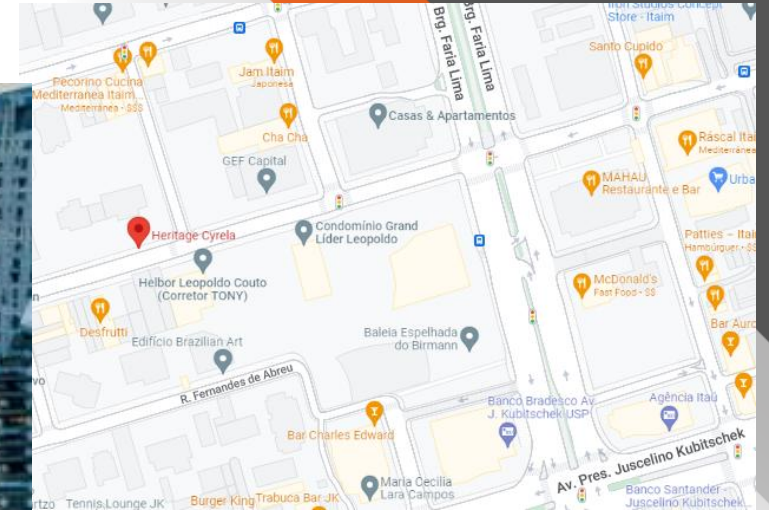
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Heritage has its facade signed by Pininfarina

Floor plan with layout flexibility, including for bathrooms

Box space and private deposit for all units

**HERITAGE
SÃO PAULO (2017)**



PORTFOLIO

All residences facing the beach and Parque do Flamengo;

The perfect mix between the design signed by Yoo Studio and the exuberance of the Marvelous City.

RIO BY YOO
RIO DE JANEIRO (2018)



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PORTFOLIO

Apartments in Vila Clementino, a few meters from Ibirapuera;

Double height ballroom.

**ICONYC
SÃO PAULO (2019)**



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ON THE PARC
SÃO PAULO (2020)



PORTFOLIO

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N.A.U
SÃO PAULO (2021)



PORTFOLIO



**HAUS PORSCHE
CONSULTING
PORTO ALEGRE (2021)**



PORTFOLIO

CYRELA



LE JARDIN CYRELA BY YOO
SÃO PAULO (2021)



PORTFOLIO



WAVE BY YOO
RIO DE JANEIRO (2022)



PORTFOLIO



CYRELA

EDEN
SÃO PAULO (2022)



PORTFOLIO

CYRELA

VISTA CYRELA
FURNISHED BY ARMANI CASA



PORTFOLIO



**EPIC JARDIM EUROPA
DESIGN BY PININFIRINA**

CYRELA





**CAPRI LIFESTYLE
BY DOLCE&GABBANA CASA**

CONTACT IR**CYRELA BRAZIL REALTY S.A. EMPREENDIMENTOS E PARTICIPAÇÕES**

Av. Paulista, 1,063 – 9th Floor | São Paulo - SP – Brasil | ZIP CODE 01311-200

INVESTOR RELATIONS

ri@cyrela.com.br | <http://ri.cyrela.com.br/>

CYRE IBOVESPA B3 **IMOB** B3 **IGCT** B3 **INDX** B3 **SMLL** B3 **IGC** B3
B3 LISTED NM **IBRX50** B3 **ICON** B3 **IBRA** B3 **IVBX** B3 **IDIV** B3 **ITAG** B3

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