



CYRELA

INVESTOR RELATIONS

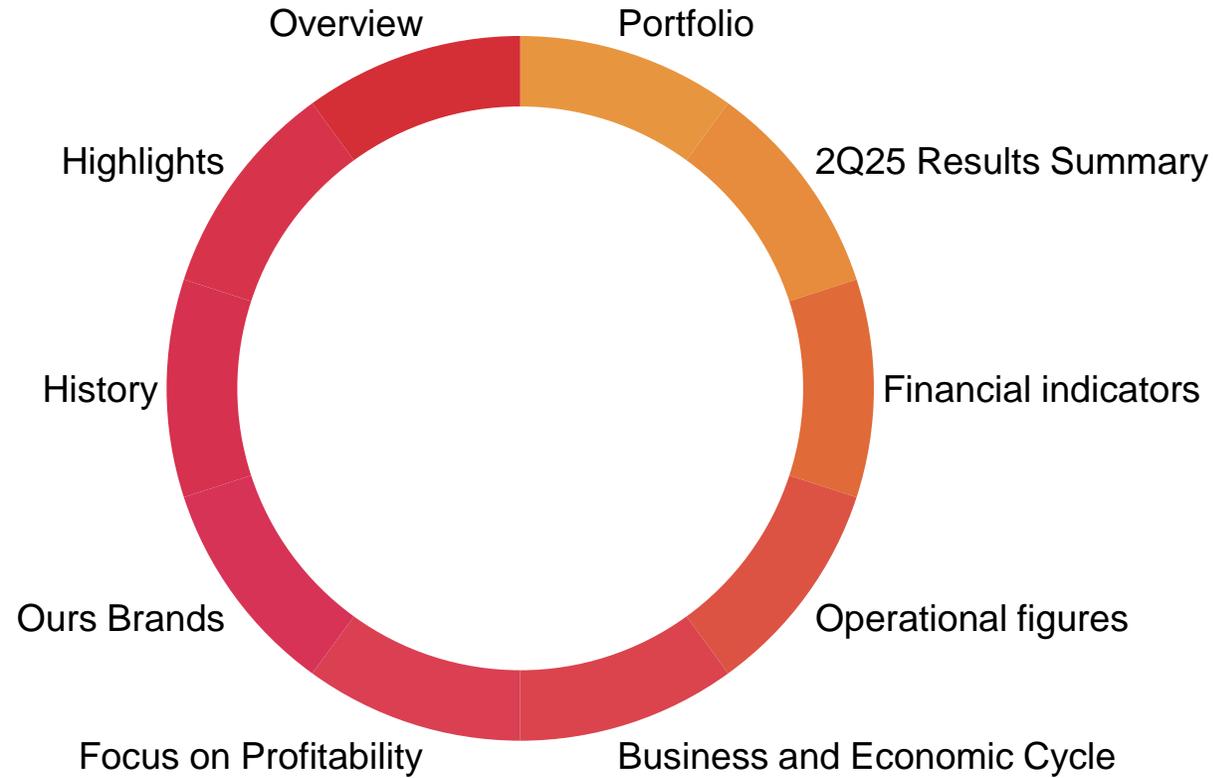


CORPORATE
PRESENTATION

2Q25

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

Free-Float

66.7%

Controlling Group

28.4%

Board and Executives

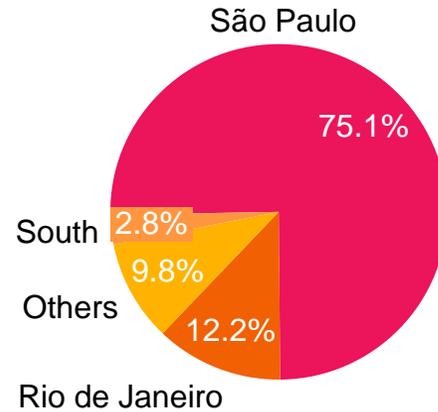
0.3%

Treasury

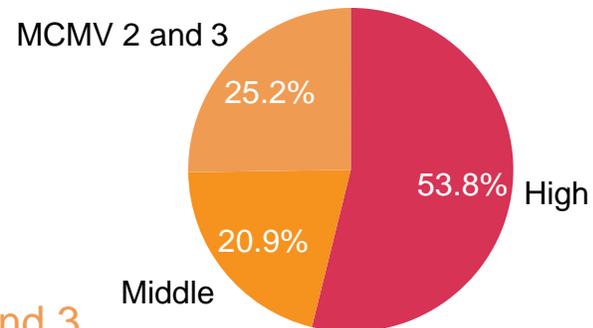
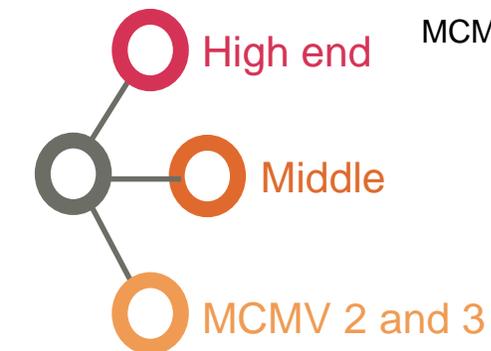
4.6%

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\$ 15.1 billion (June, 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-'24

18th 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 29.1% p.y. fixed rate;
- R\$ 2.9 billion in revenues (June, 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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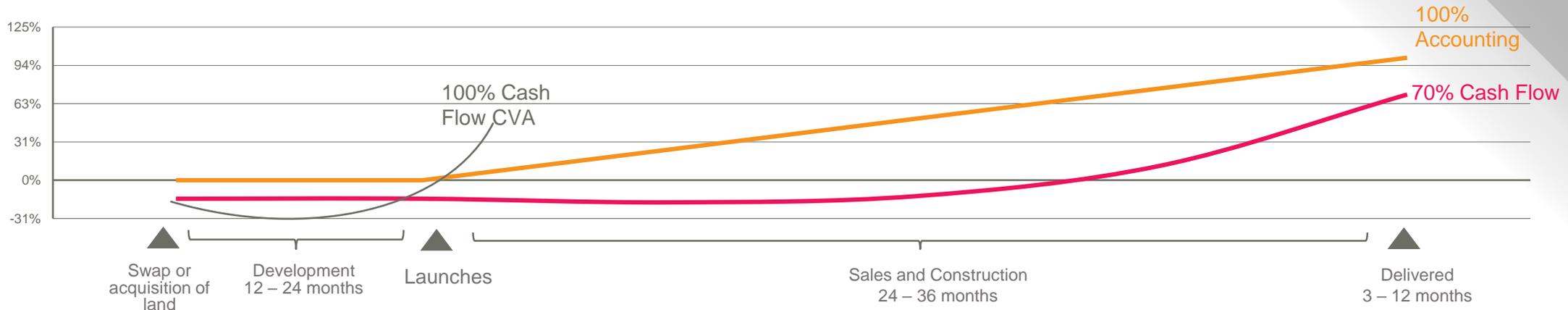
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BUSINESS AND ECONOMIC CYCLE



BUSINESS CYCLE AND CASH FLOW

BUSINESS CYCLE



CASH FLOW



ACCOUNTING



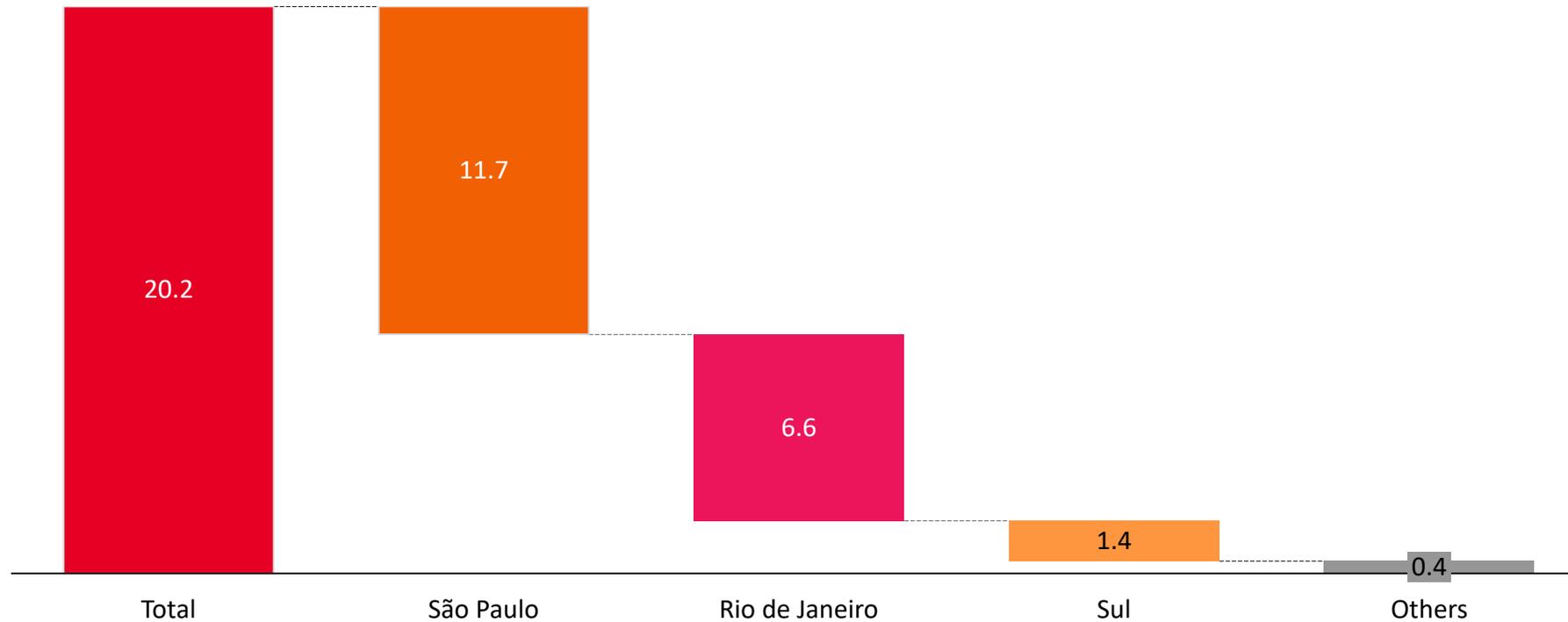
LANDBANK



LANDBANK

LANDBANK – PSV 100% (R\$ BILLION)

48% of landbank acquired through swaps

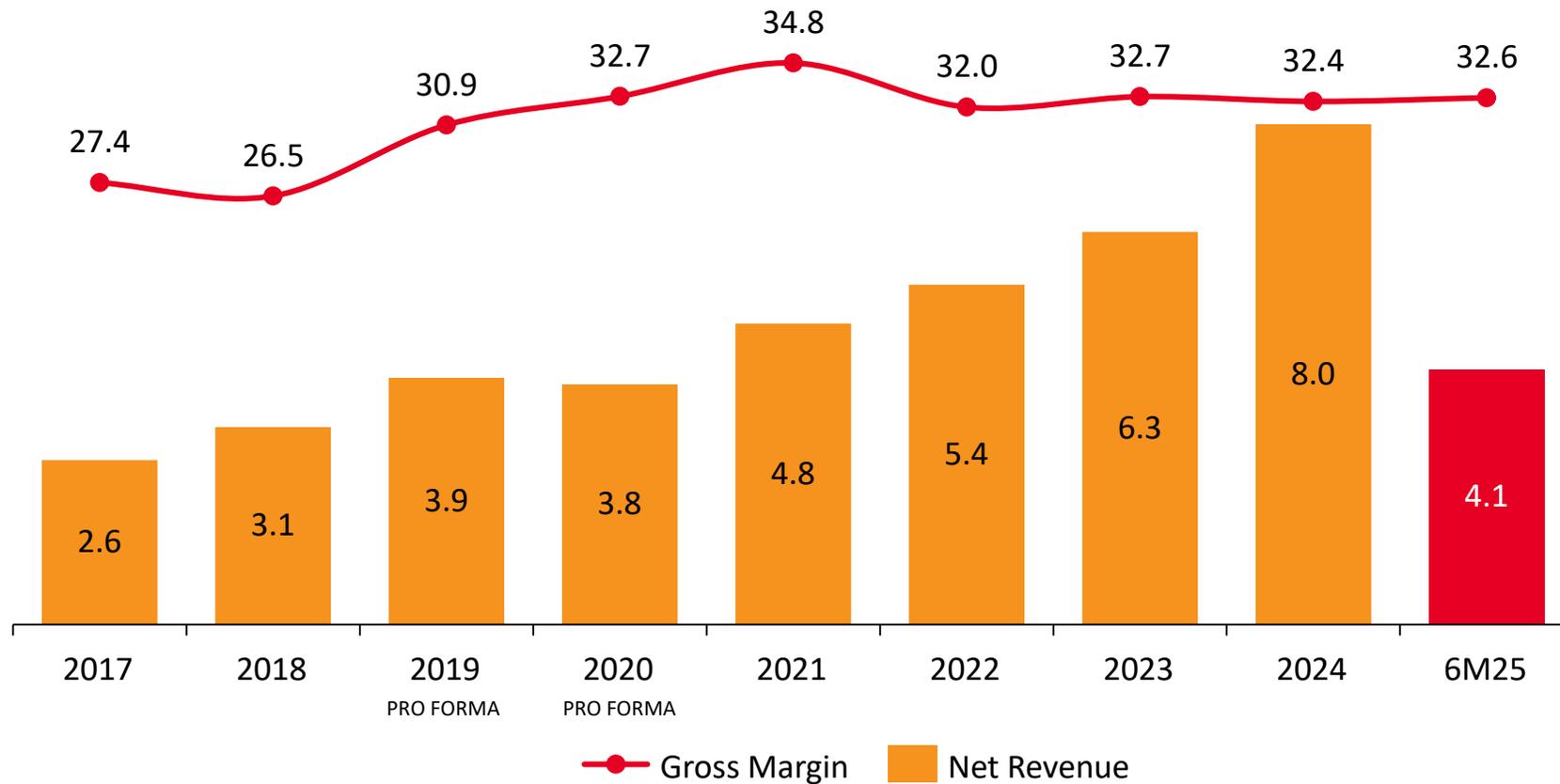


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FINANCIAL HISTORY

CYRELA

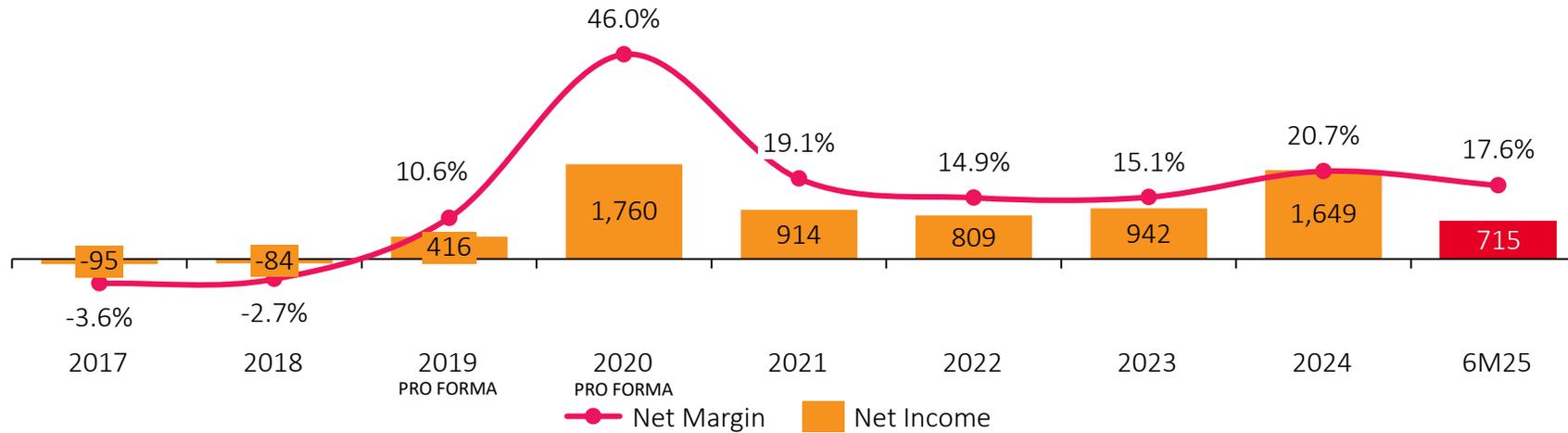
NET REVENUE (R\$ BILLION) AND GROSS MARGIN



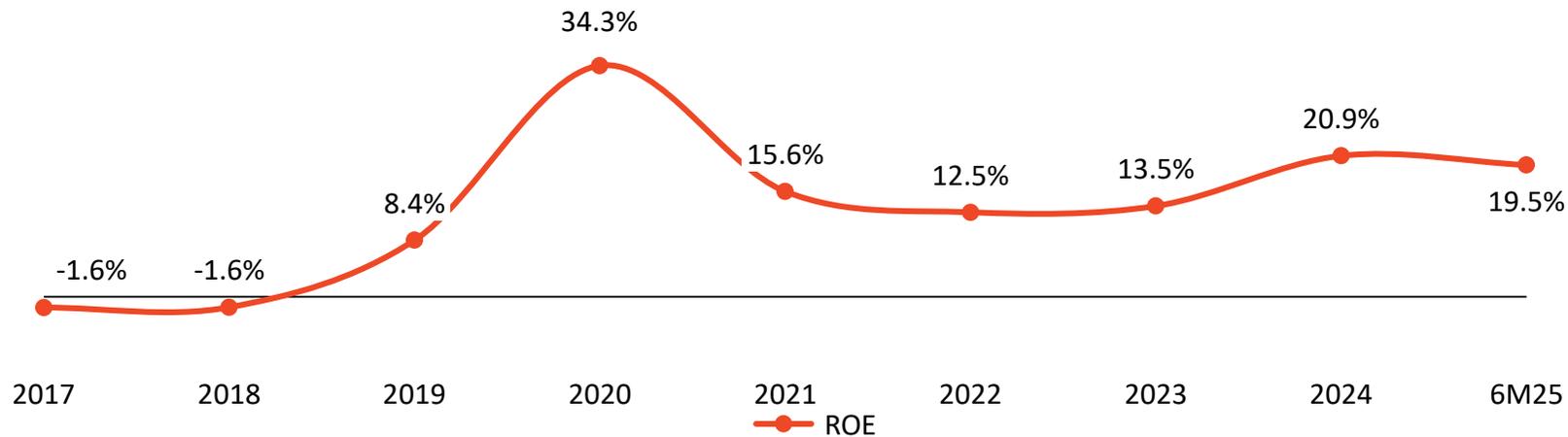
FINANCIAL HISTORY

CYRELA

NET INCOME (R\$ MILLION) AND NET MARGIN



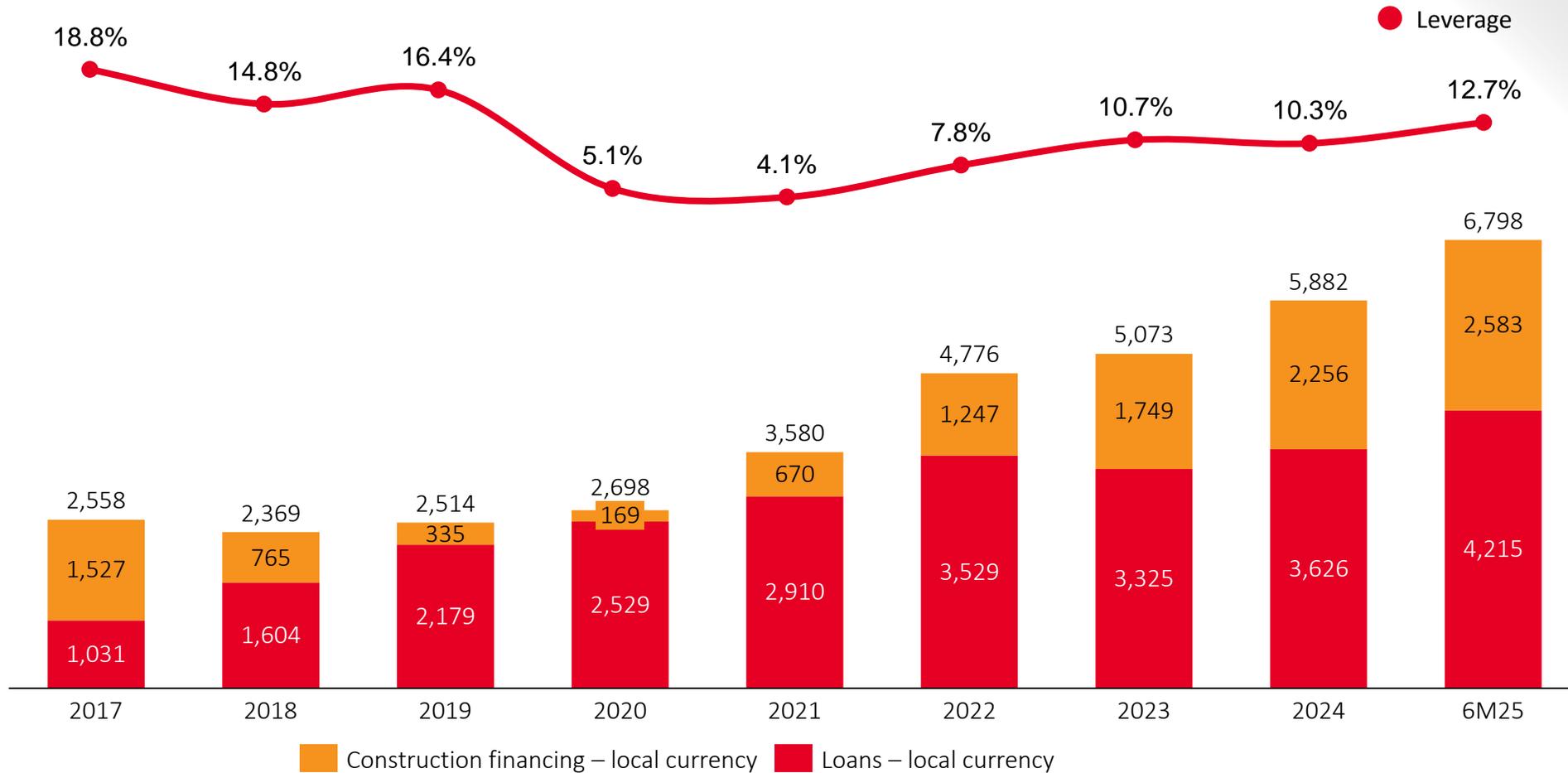
ROE – RETURN ON EQUITY



FINANCIAL HISTORY

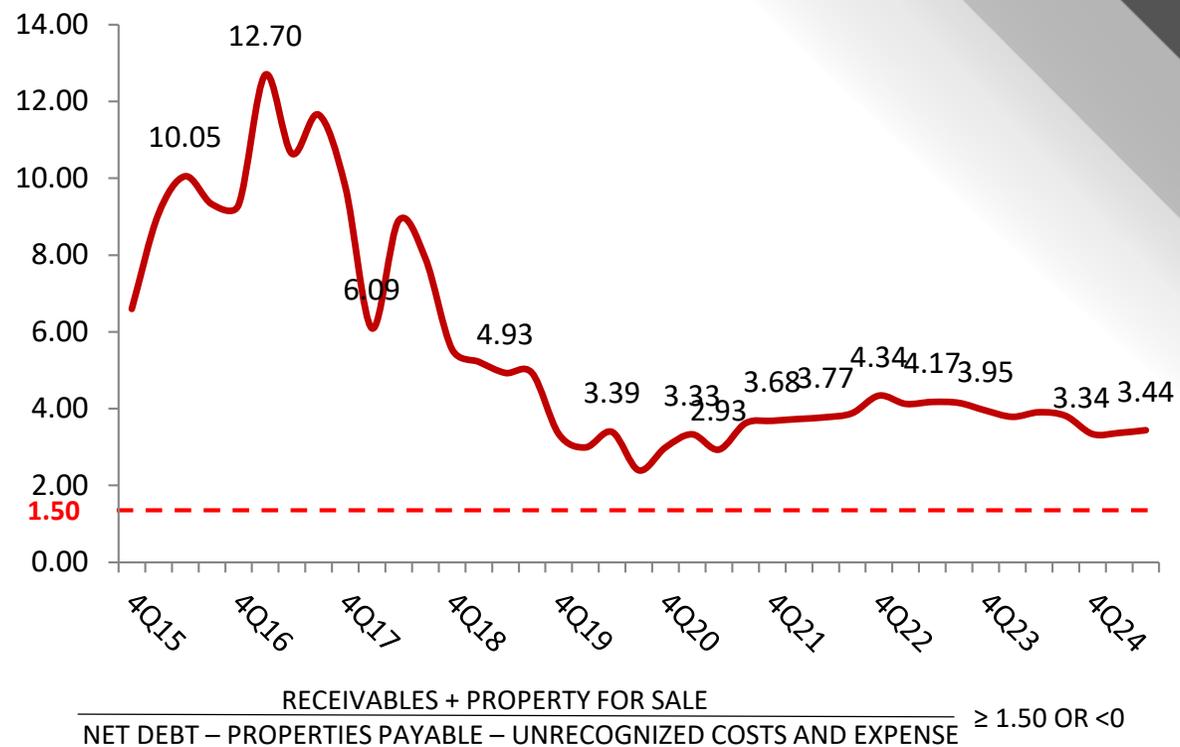
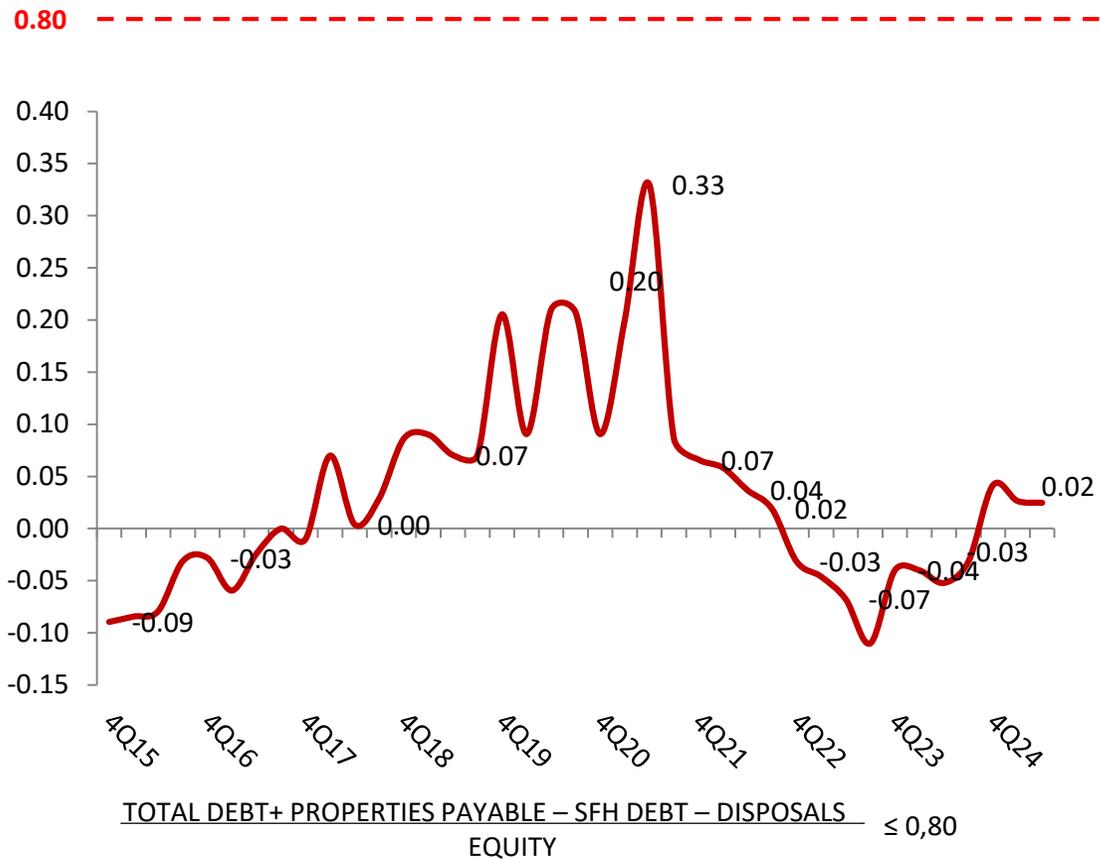
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DEBT (R\$ MILLIONS)



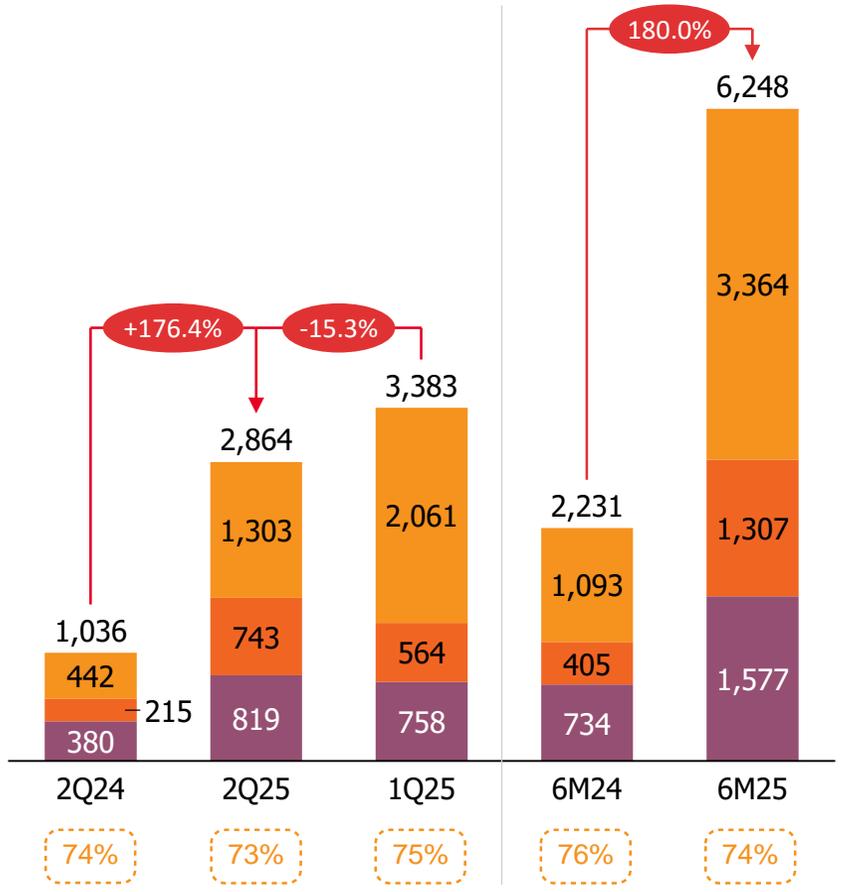
FINANCIAL HISTORY

COVENANTS



LAUNCHED – %CBR EX-SWAPS

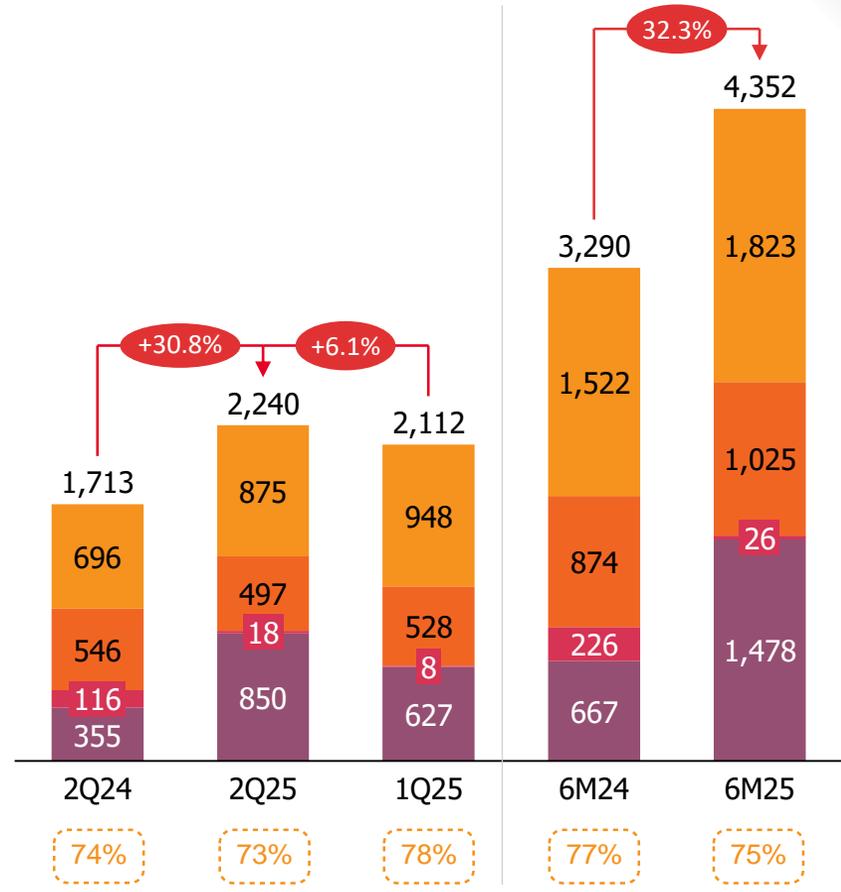
(R\$ millions)



High end Middle MCMV 2 and 3

PRE SALES – %CBR EX-SWAPS

(R\$ millions)

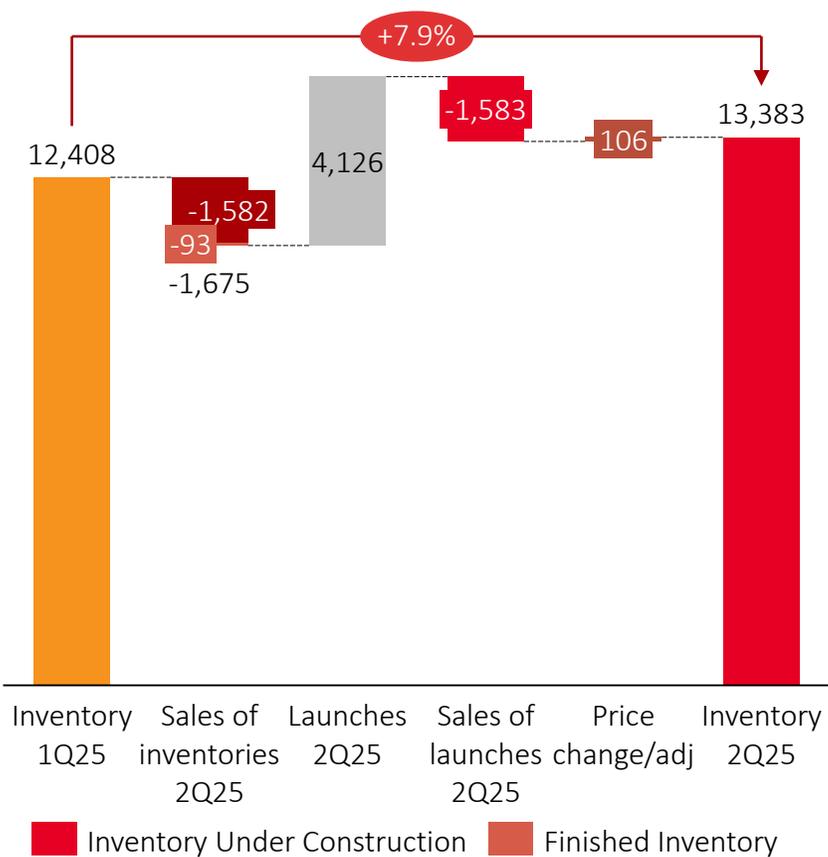


High end Middle Vivaz Prime MCMV 2 and 3

OPERATING RESULTS- 2025

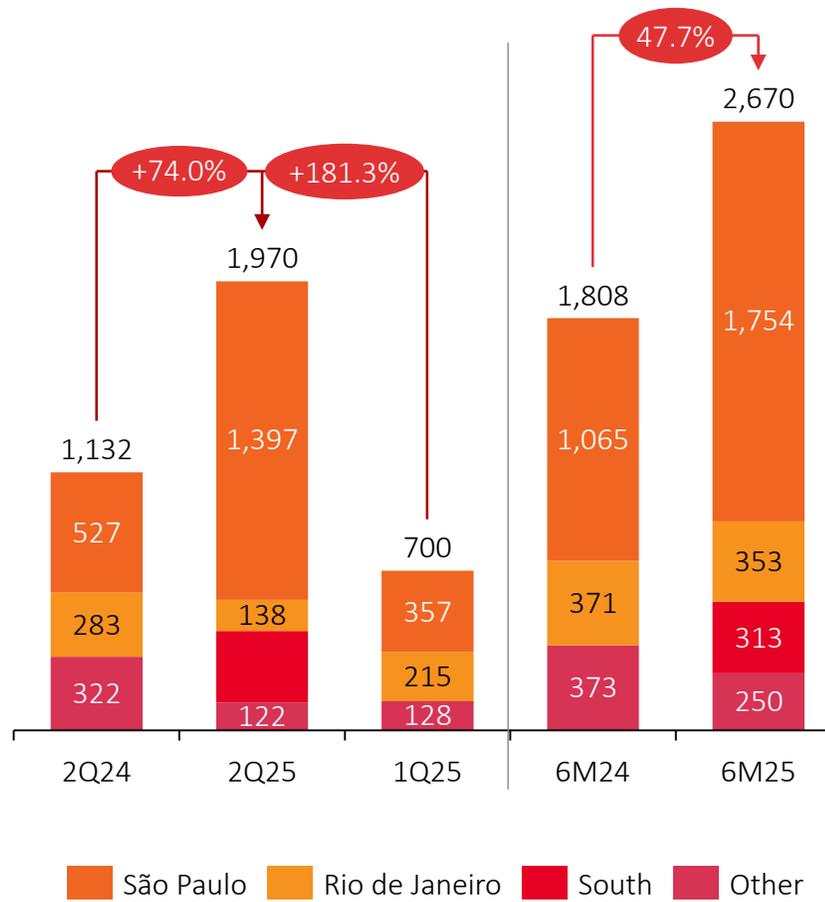
INVENTORY – PSV 100%

(R\$ millions)



DELIVERED – PSV 100%

(R\$ millions)

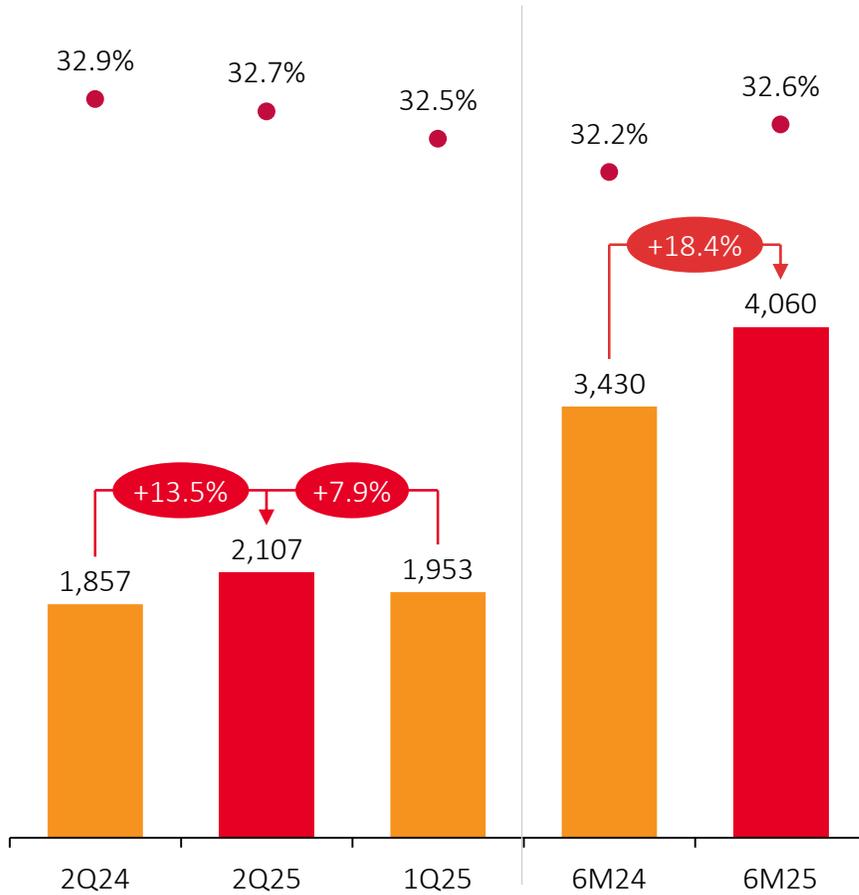


OPERATING RESULTS- 2025

CYRELA

NET REVENUE

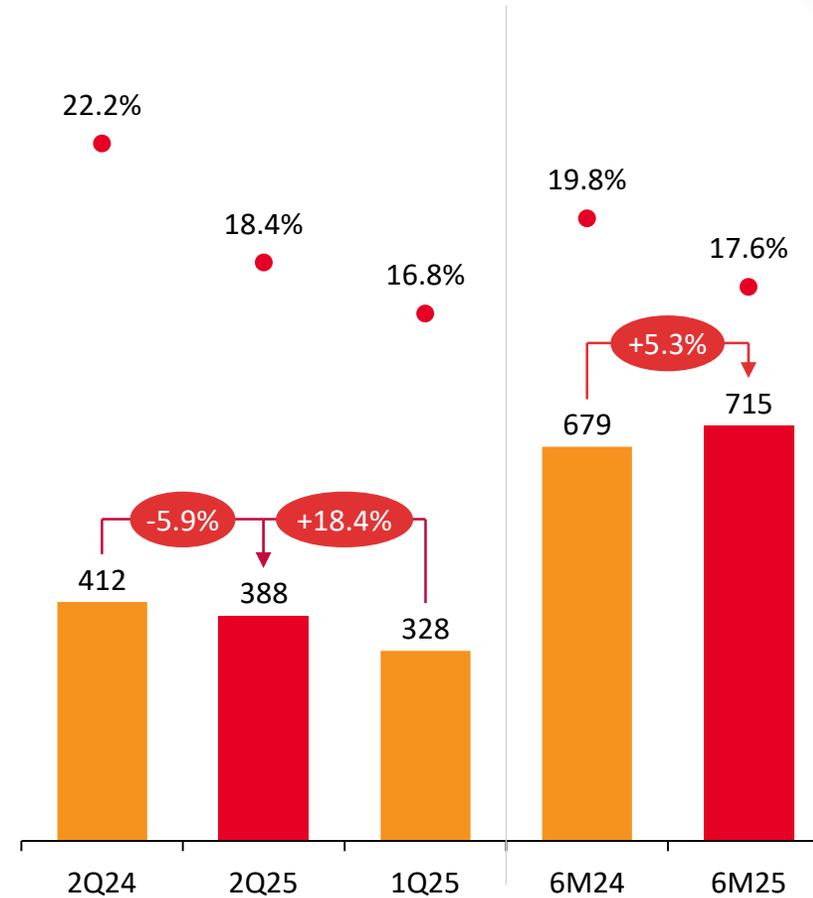
(R\$ millions)



Net Revenue Gross Margin

NET INCOME AND NET MARGIN

(R\$ millions)



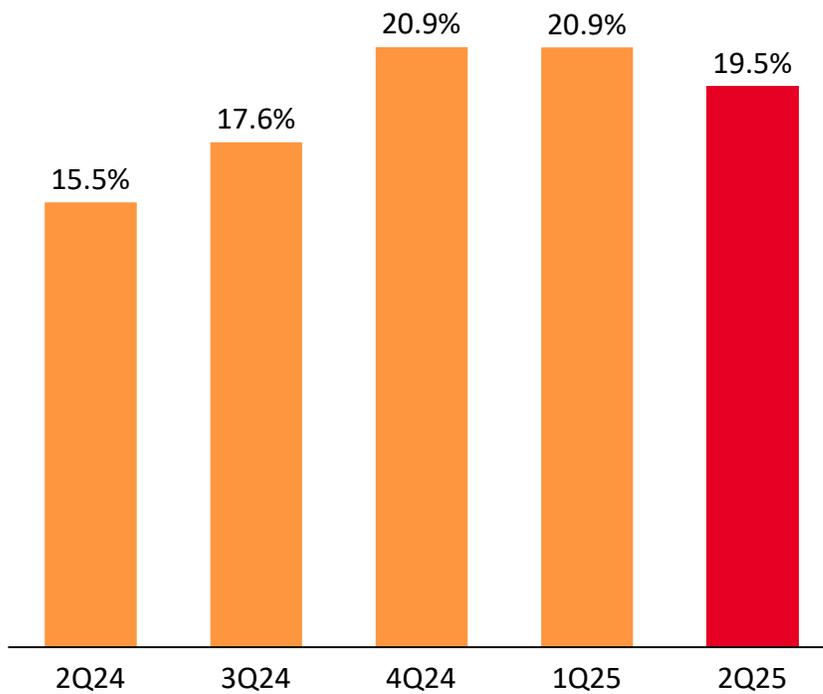
Net Margin Net income

OPERATING RESULTS- 2025

CYRELA

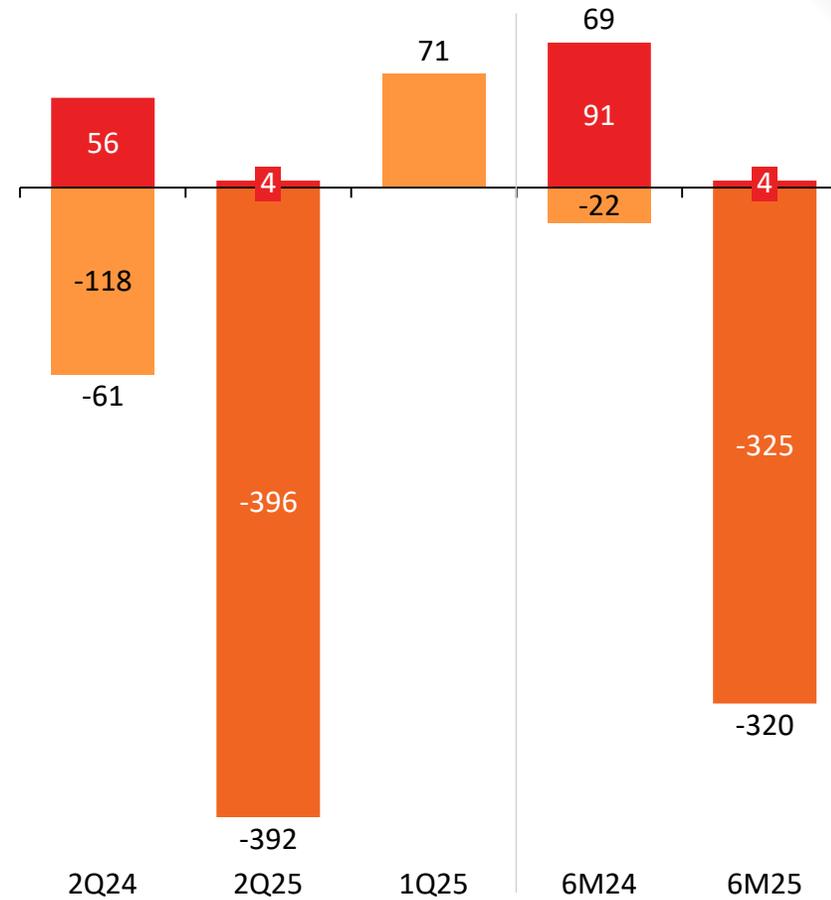
ROE – RETURN ON EQUITY

(R\$ millions)



CASH GERATION / CONSUMPTION

(R\$ millions)



■ Non Recurring

CYRELA

[CLICK HERE](#) TO SEE THE FULL REPORT WITH 2Q25 RESULTS



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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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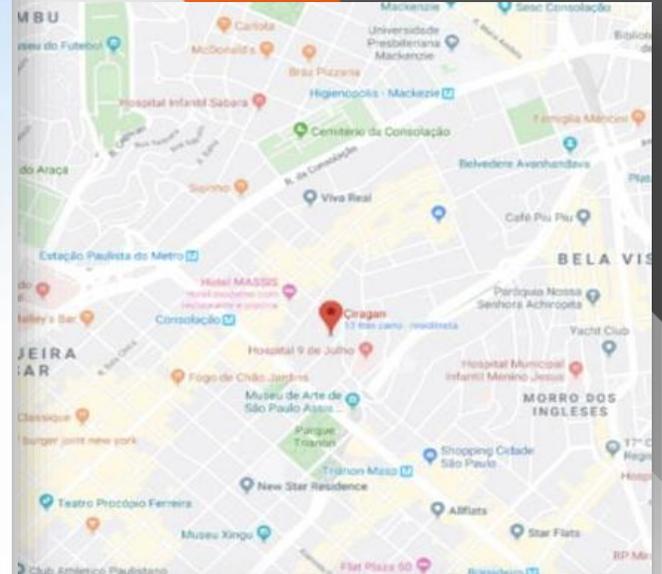
PORTFOLIO

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)**

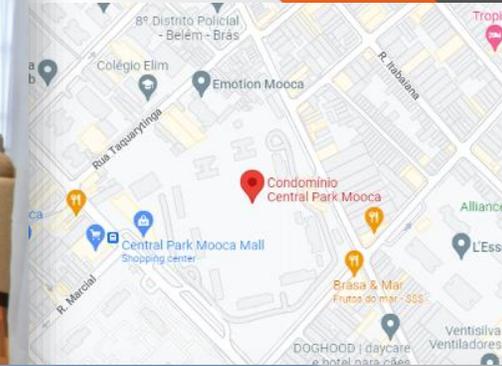


PORTFOLIO

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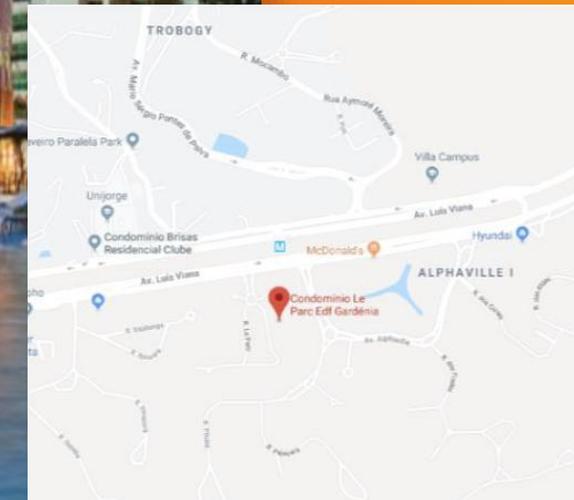
**CENTRAL PARK MOOCA
SÃO PAULO (2010)**

PORTFOLIO

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**LE PARC
SALVADOR/BA (2012)**

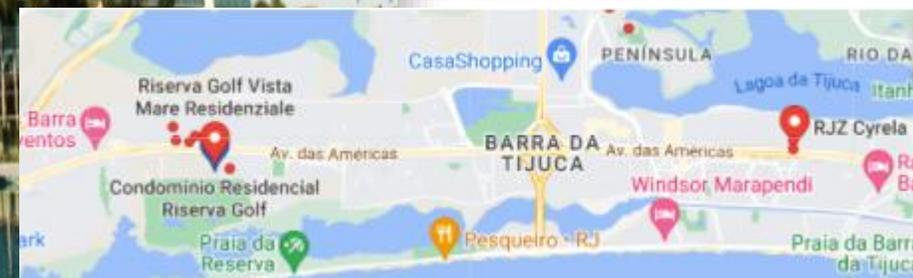


PORTFOLIO



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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

CYRELA

Project signed by Yoo Studio

A single tower on 5,650m² of land in the middle of Av. Faria Lima, in São Paulo, with pool houses, tennis court, spa and Olympic-sized swimming pools

**ONE SIXTY
SÃO PAULO (2015)**



PORTFOLIO

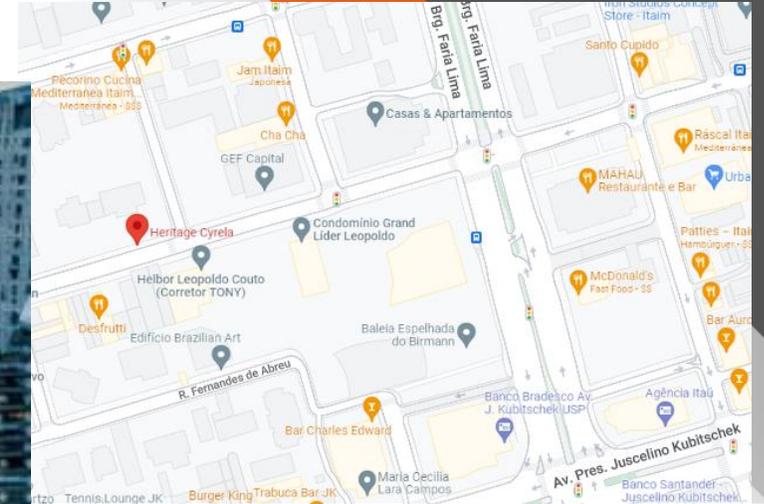
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Heritage has its facade signed by Pininfarina

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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PORTFOLIO

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ON THE PARC
SÃO PAULO (2020)



PORTFOLIO

Outdoor and indoor pool with 25m lane, rooftop lounges, clay tennis court and much more.

**THE PARK INSPIRED BY DROR
PORTO ALEGRE (2020)**



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PORTFOLIO

CYRELA

N.A.U
SÃO PAULO (2021)



PORTFOLIO



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**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



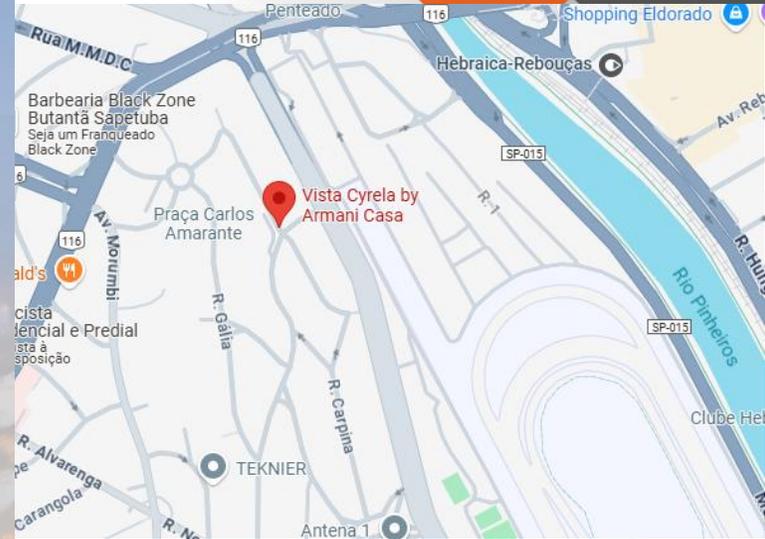
**EDEN
SÃO PAULO (2022)**



PORTFOLIO

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VISTA CYRELA
FURNISHED BY ARMANI CASA



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

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INVESTOR RELATIONS

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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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