

INSTITUTIONAL PRESENTATION

march 2024

enjoei

1. introduction

ENJOE GROUP

2. growth levers

PORTFOLIO STRATEGY

3. consistent progress

FINANCIAL RESULTS

1. introduction

ENJOE
GROUP

online | marketplaces

offline | physical stores

business units



brands

enjoei online

enjoei pro

elo7

enjoei franchising

cresci e perdi
[25% stake]

categories

fashion & lifestyle
secondhand
marketplace

convenience
service for
sellers

parties &
custom items
marketplace

fashion & lifestyle
secondhand
physical stores

kids
secondhand
physical stores

WE ARE CHANGING THE WAY PEOPLE CONSUME FASHION AND LIFESTYLE IN BRAZIL



2009

2012

2017

2020

2021

2022

2023

2023

2024

founded by Ana Luiza McLaren and Tiê Lima

early partnerships with celebrities, creating famous stores, called “red carpet”

enjoei pro's operation development, a full service for sellers

IPO B3: ENJU3 with valuation of BRL 1.13 billion

- new distribution center in Cabreúva/SP increasing enjoiei pro's capacity
- logistic hub development, adding several suppliers to shipping process

new brand and new visual identity capable of increasing communication with the most diverse audiences

- 11.000 drop off points integrated to the platform
- elo7 acquisition and expansion of new categories

25% stake acquisition of franchising group 'cresci e perdi' (with a call option for 75% stake in 2028)

enjoiei's own physical stores operation and expansion through franchising

GMV:

R\$ 1 million
in December 2012

R\$ 10 million
in November 2015

R\$ 20 million
in July 2018

R\$ 40 million
in May 2020

R\$ 90 million
in November 2021

R\$ 1 billion
LTM 2022

R\$ 1,4 billion
LTM 2023 w/ elo7

THE BIGGEST FASHION SECONDHAND COMMUNITY IN BRAZIL

enjoei marketplace is a peer to peer (c2c) commerce, where people can buy and sell personal items online, participating in the circular economy and earning extra income.

we want to build a new culture of fashion and lifestyle consumption in Brazil, stimulating a sustainable economy, redefining unique items and telling new stories.

commercial model: based on commissions over sales, charged to the sellers. shipping costs are charged to the buyers and enjoei subsidizes part of freight costs.

top 3

9,5% of the traffic share in the fashion category

+1 mi

active buyers

+1 mi

active sellers

1 bi

**GMV²
(em R\$)**



online | marketplaces



enjoei online

fashion & lifestyle
secondhand
marketplace



¹ in Dec 2023 | ² 12 M 2023

ENJOEI PRO MAKES SELLERS'S JOURNEY EASIER

enjoei pro provides a full service experience to sellers through a consignment model.

our team is responsible for photographing products, advertising, negotiating and shipping them to the buyers.

our distribution center in cabreúva/sp centralizes all customers items received with capacity of processing more than 1.5 million products.

commercial model: based on commissions over sales charged to the sellers. Shipping costs are charged to the buyers and enjoei subsidizes part of freight costs.

strategic partnerships

partnerships with celebrities and brands for events, bazaars and campaigns are strategic in terms of branding, influence and demand creation to the platform.

curated inventory

verified products by curation team ensure high quality inventory for the platform supply



online | marketplaces



enjoei online

convenience service for sellers



ELO7 MARKETPLACE ENSURES A BIGGER AND STRONGER ECOSYSTEM

elo7 platform connects entrepreneurs of unique and personalized handmade products with buyers looking for special items full of meaning, through many categories (house & decor, parties & events, kids, fashion)

the acquisition opens space for the group enjoei to capture many synergies, including adjustments in corporate structures, improvements in commercial policy and reduction in freight and payment processing cost.

commercial model: based on commissions over sales, charged to the sellers. Shipping costs are charged to the buyers and elo7 subsidizes part of freight costs.

¹ in 2023 | ² in Dec 2023

460 mi

GMV²
(em R\$)

+1,5 mi

active buyers²

+50k

professional active sellers
(entrepreneurs)²



online | marketplaces



enjoei online

custom items marketplace

acquisition in aug/23



FRANCHISING ALLOWS US TO MOVE FORWARD IN THE OFFLINE MARKET

enjoei will also have its own physical store operation by 2024, focused on fashion categories, which will debut with a strong and recognized brand, counting on the expertise of Cresci e Perdi and Francap.

franchising can capture a great part of the value generated by operations with low investment risks e high expansion speed.

commercial model: opening fee and monthly royalties over sales.

2Q24

early stores to be launched

300

expected franchises in 3 years

online | marketplaces



enjoei franchising

fashion & lifestyle
secondhand
physical stores



THE BIGGEST SECONDHAND FRANCHISE NETWORK IN BZ

cresci e perdi is the largest franchise network of secondhand products in Brazil, focused on kids/ babys categories. CeP is present in more than 390 cities in Brazil, with 214 units in São Paulo State, experiencing exponential growth. The company operates using an asset light business model based on royalties.

the acquisition of 25% stake provides expertise for enjoiei's own stores expansion and support for the group's logistics network with potential cost reduction in freight and payment processing cost.

commercial model: opening fee and monthly fixed royalties based on the size and location of the store.

550 stores

700 mi GMV

6 mi clients



online | marketplaces



cresci e perdi

kids secondhand physical stores

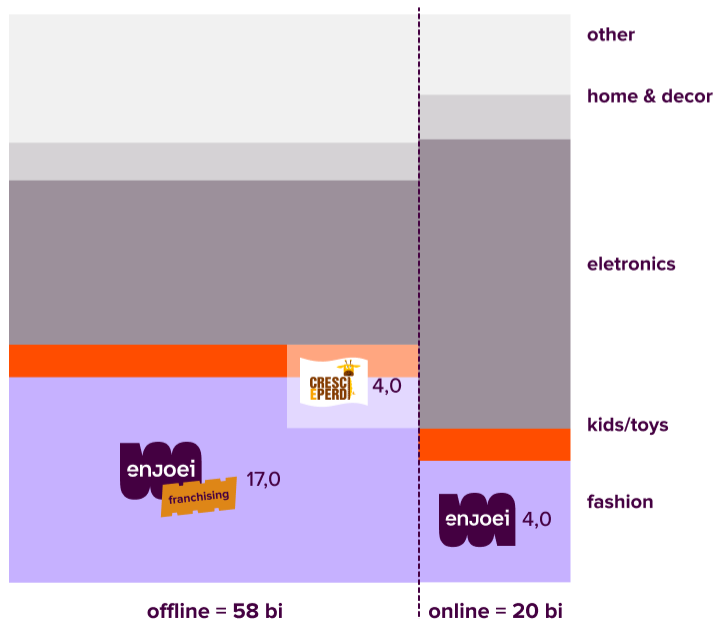
acquisition of 25% stake in dec/23



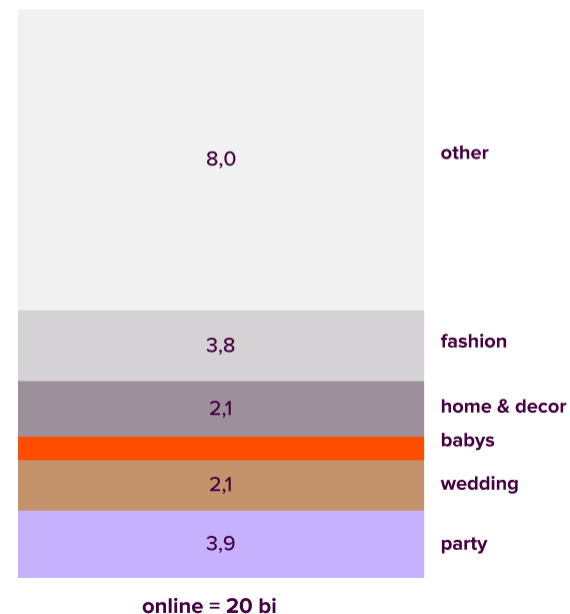
market size & PORTFOLIO STRATEGY

the offline channel debut (with our physical stores and CeP) and the new categories addition (embarked with the acquisition of elo7), the addressable market reaches ~R\$ 100 billion

TAM secondhand¹: R\$78 bi



TAM elo7 categories¹: R\$20 bi

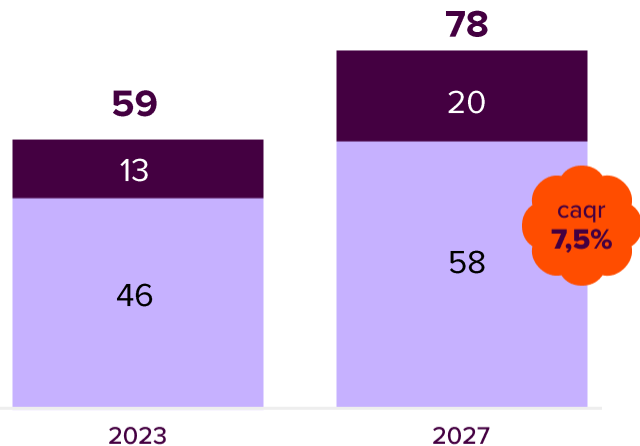


¹ TAM estimated for 2027 – BCG data

market size & PORTFOLIO STRATEGY

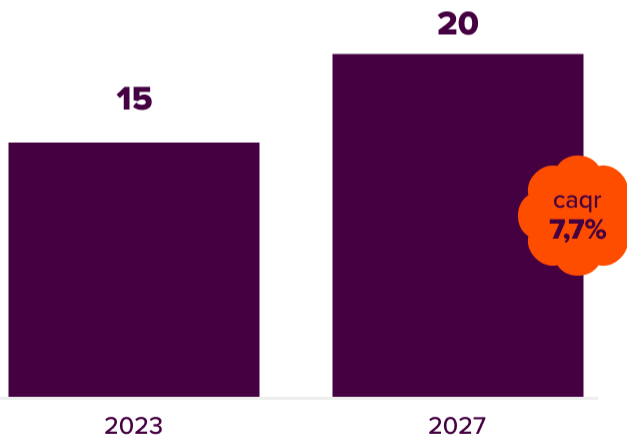
TAM for secondhand items in Brazil

(online and offline - R\$ bi)



TAM for elo7 categories in Brazil

(online - R\$ bi)



SUSTAINABILITY IS OUR CORE BUSINESS

environmental

the environmental impact of purchasing secondhand items instead of new ones is powerful

	the impact of a new clothing item	the impact of a secondhand clothing item ¹⁷
co ² e emission	0,095 tCO ₂ e	0,016 tCO ₂ e
energy used	38,8 kWh	4,8 kWh
water used	2.971 liters	45 liters

social

enjoei can provide access to shoppers and generate extra income for sellers

clothing has become less affordable for Brazilian pockets: in 2022, clothing costs increased +18%. selling secondhand items, that would otherwise remain inside a wardrobe or be disposed of, is synonymous of saving money. money that can be an addition at the end of the month.

Elo7 complements the ecosystem, providing a new channel for individual entrepreneurs and increasing households income.

seller, we are sustainable for your pocket seller:

looking at our numbers, we can quantify this impact: in 2022, over 20% of our users received BRL 300.00/a month or more with their stores on enjoei. this equals nearly one fourth of a minimum wage salary in Brazil in the same year.



buyer, we are sustainable for your pocket:

considering that low cost is the main driver in the decision to purchase secondhand items and that, on enjoei, the items advertised are nearly 70% cheaper than the cost of a new item, we provide the ideal solution between need an opportunity.




2. growth levers

PORTFOLIO STRATEGY

PORTFOLIO STRATEGY

guideline: to leverage core business growth and expand the portfolio through new categories and channels (online and offline), strengthening the value chain, with high level of investments efficiency



platform and
core business
growth

categories
expansion

new business
model
(offline channel)

value chain
strengthening

investment efficiency

efficient and strong technological structure + committed team

PORTFOLIO STRATEGY

strategy

brands

guidelines

key drivers

platform and
core business
growth



to increase number of listings and to accelerate the sell-through of the platform and become the best place for sellers to sell their used products, maximizing their value generation, through advancements in price recommendation features, search, subsidy efficiency, and other strategies

active sellers

uploads

sell-through

seller revenue /
uploads

categories
expansion



categories expansion exploring potential new markets for:

- **enjoei** (kids, books, electronics, for example)
- **elo7** (parties, events, kids) w/ improvements in service level provided by sellers, reducing leadtime

new categories
gmV (enjoei)

gmV / buyer (elo7)

transactions / seller
(elo7)

PORTFOLIO STRATEGY

strategy	brands	guidelines	key drivers
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new business model



new business model, entering offline retail and increasing addressable market through the implementation of enjoei franchises and cresci e perdi investment

stores
revenue (franchisor)
ebitda margin (franchisor)

value chain strengthening



value chain strengthening through logistics capillarity and payment risks mitigation through internalization of chain stages

shipping cost
level of service

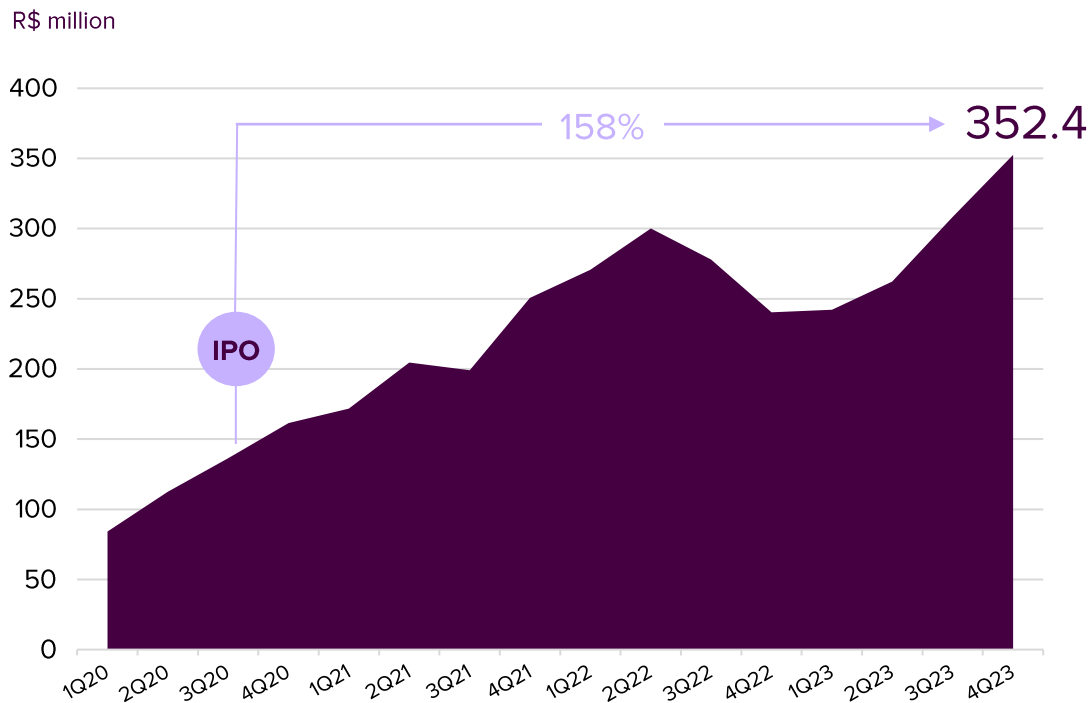
3. consistent progress

FINANCIAL RESULTS

GROWTH

**gmv grew
by 158% since
the IPO**

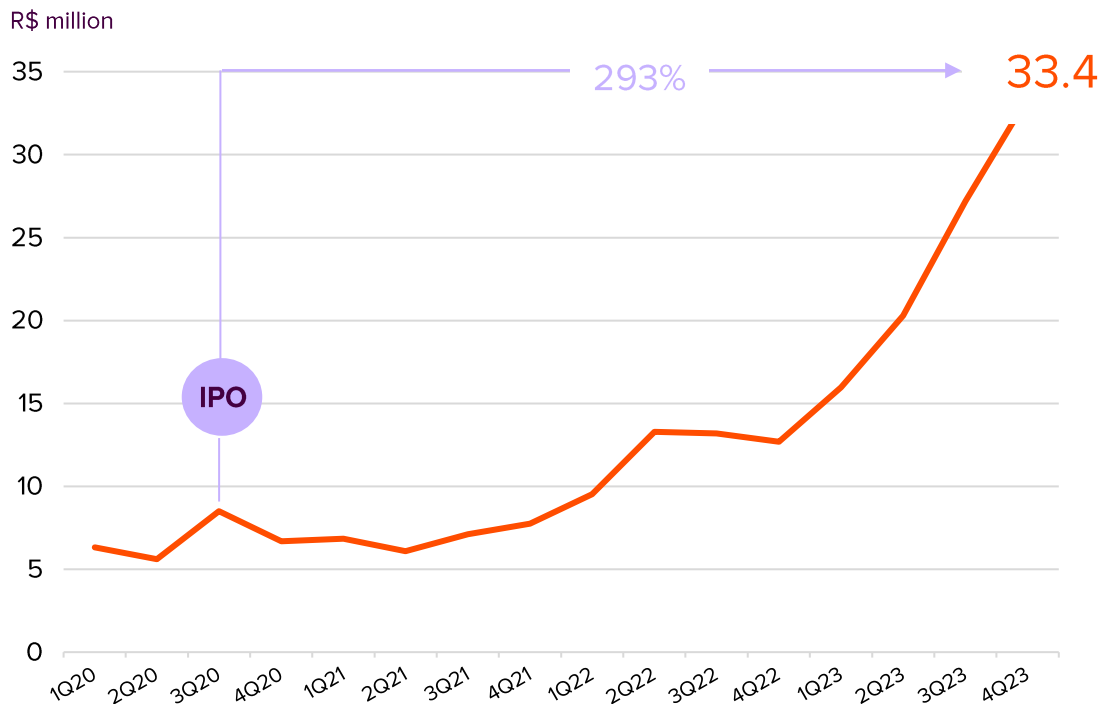
avored by the secular
and global trend of
secondhand market
expansion, maintaining its
leading position in Brazil



EFFiCiENCY

**gross profit
advanced
faster than gmV**

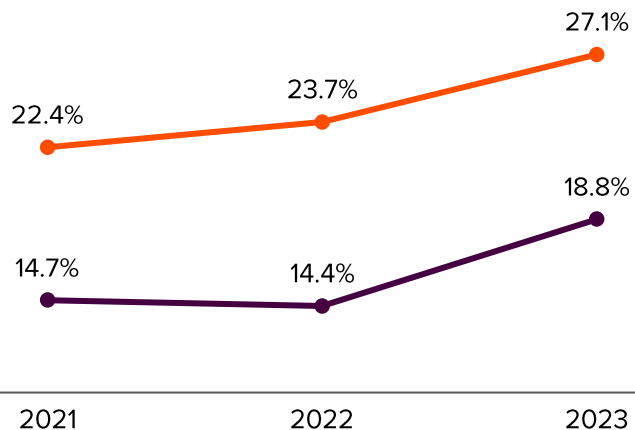
commercial conditions
pro-growth in 2020-2021
were rebalanced in 2022
and 2023 to ensure
healthier profitability



FINANCIAL RESULTS

take rate & net take rate

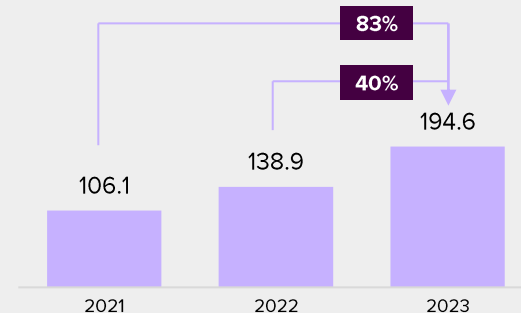
R\$ million



- take rate (gross billings/gmv)
- net take rate (gross revenue/gmv)

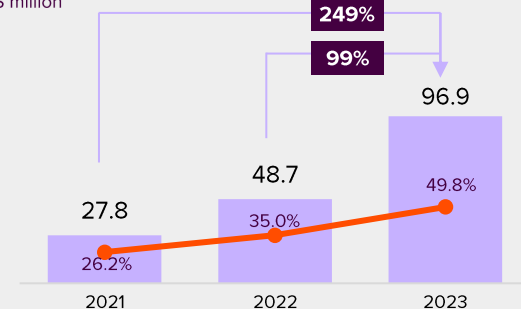
net revenue

R\$ million



gross profit

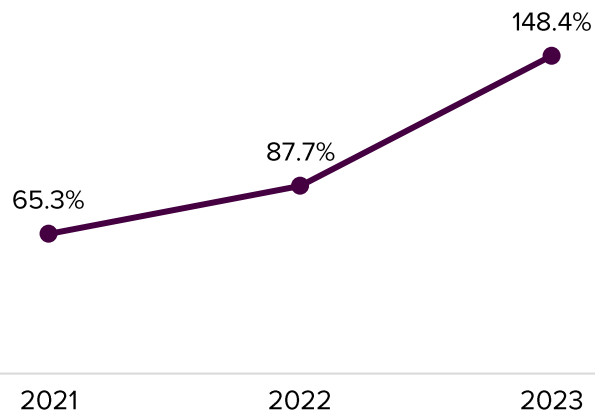
R\$ million



Financial Results

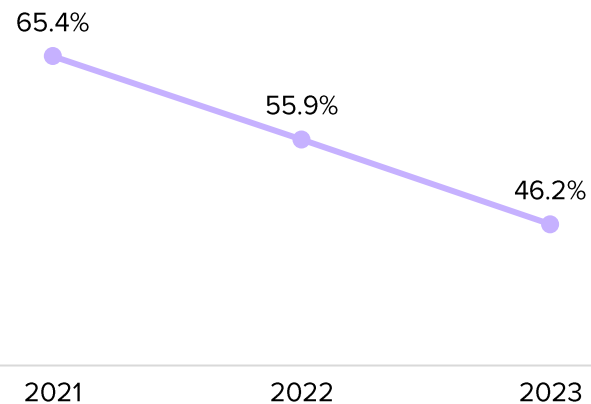
g&a coverage by gross profit

g&a (ex-sop)¹/ gross profit



marketing + incentives

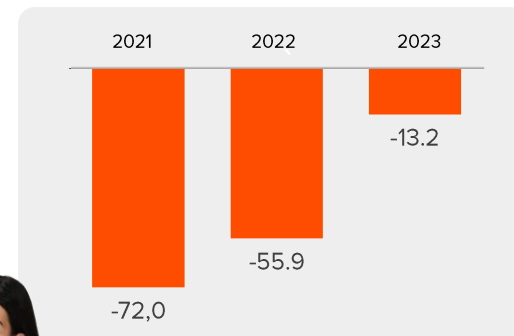
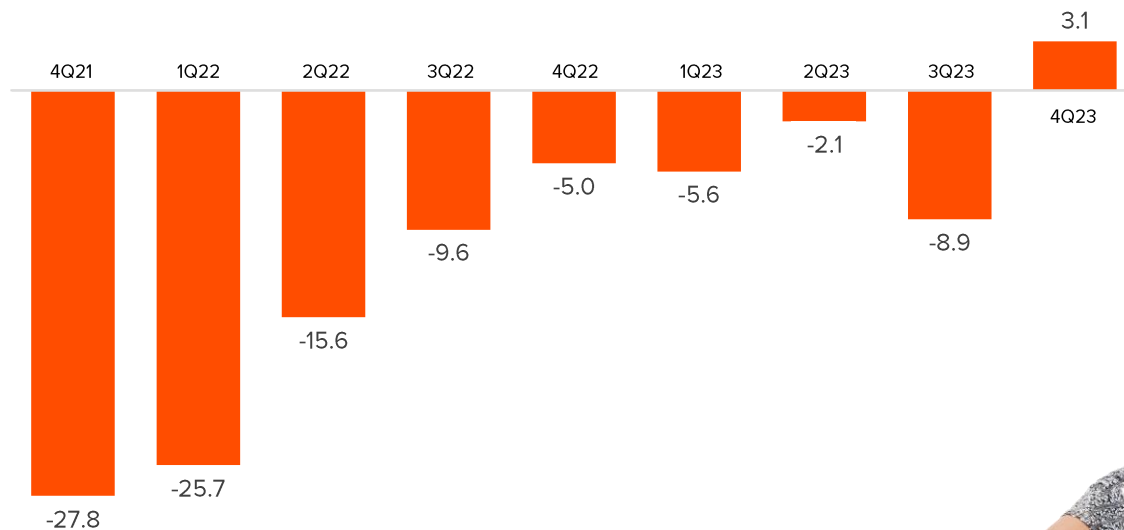
% gross billings



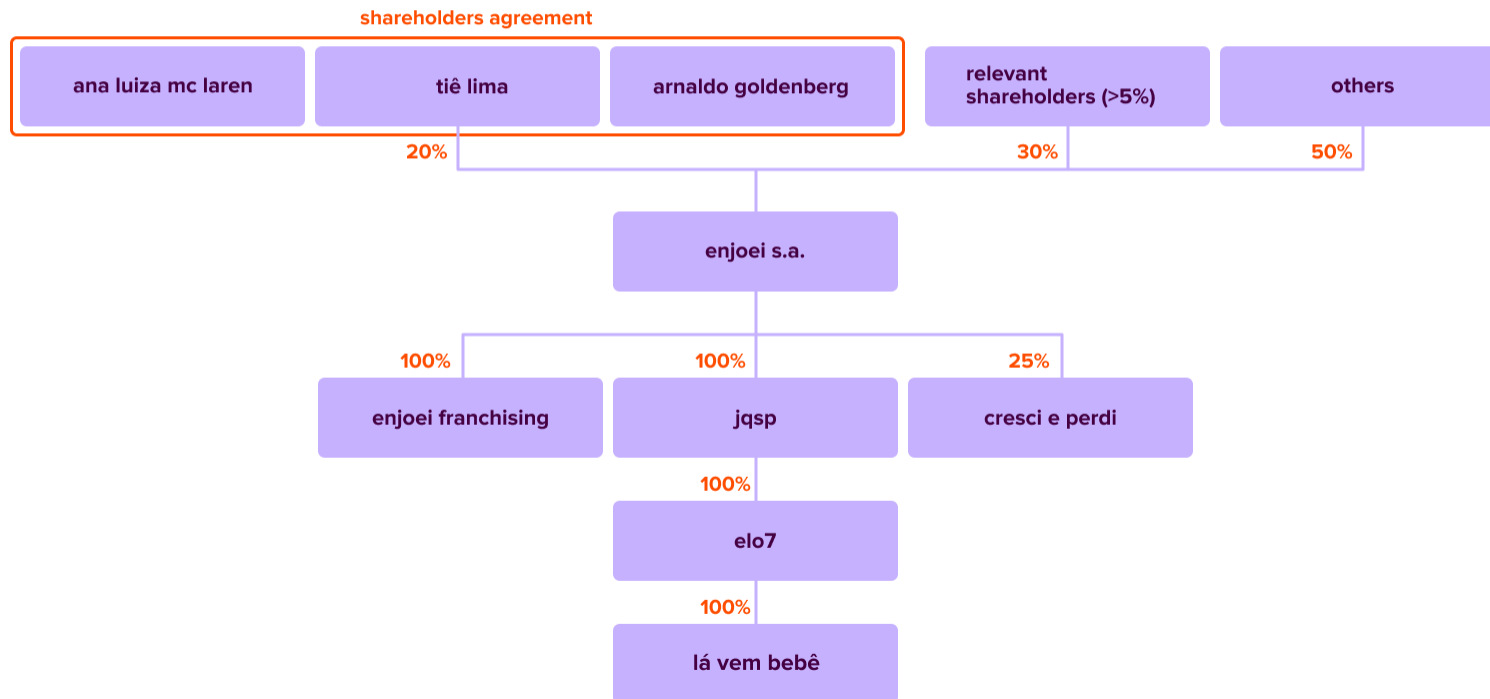
FINANCIAL RESULTS

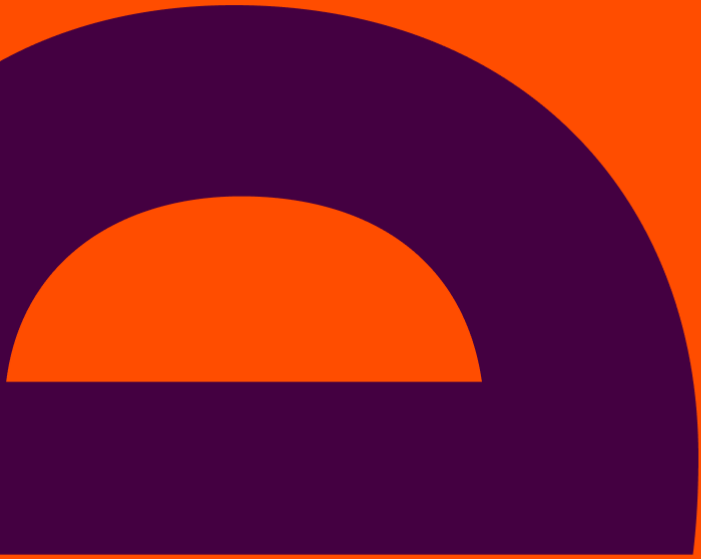
adjusted ebitda

R\$ million



CORPORATE STRUCTURE





thank you.