

RESULTS PRESENTATION **1Q25**

enjoei



1Q25 HIGHLIGHTS

Grupo Enjoei advances in its key operational metrics, reaching its sixth consecutive quarter of positive EBITDA, totaling R\$1.5 million.

- **GMV** of **R\$399.1 million**, driven by Enjoei's performance, which recorded **9.3%** growth.
- **Net revenue** reached **R\$60.7 million**, with Enjoei growing 10.6%, while Elo7 declined 19.7%. Part of this decline is attributable to a lower revenue base due to a reduced freight rate table, which was partially offset by a higher gross margin.
- **Consolidated gross margin** reached **57%**, an increase of **2.7 percentage points**, while Elo7's individual platform margin grew by 8 percentage points year over year, reaching 66.6% for the quarter.



1Q25 HIGHLIGHTS

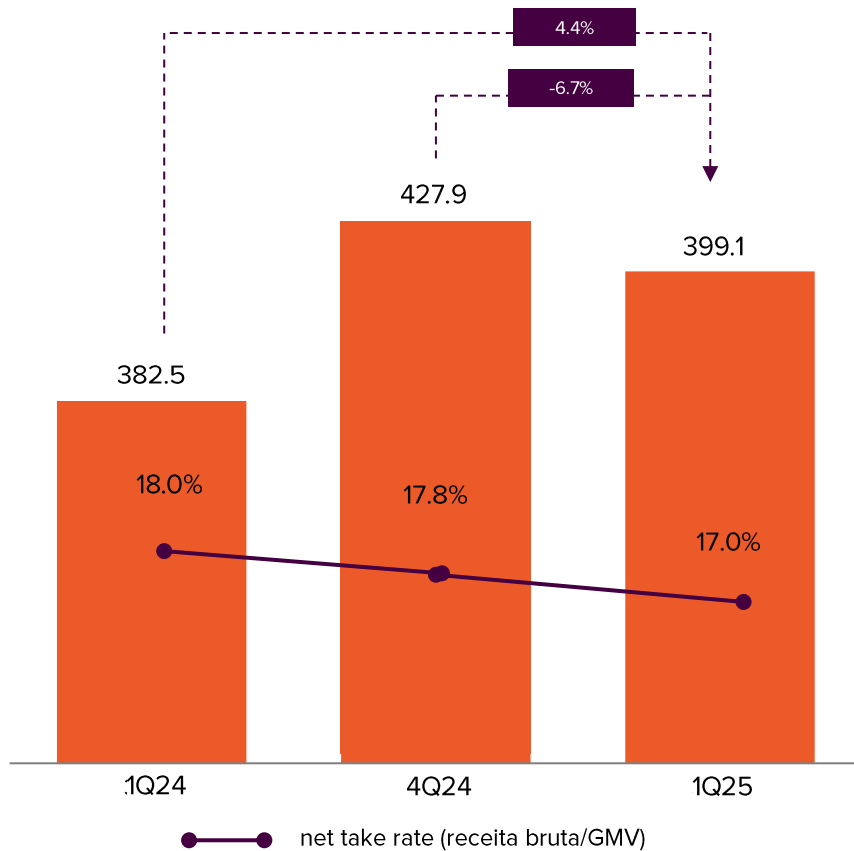
Grupo Enjoei advances in its key operational metrics, reaching its sixth consecutive quarter of positive EBITDA, totaling R\$1.5 million.

- **Gross profit** totaled **R\$34.6 million**, up 3.5% year over year, with a margin of 57.1%. This result was driven by improved unit freight terms enabled by the platforms' increased scale.
- **Adjusted EBITDA** stood at **R\$1.5 million**, with a margin of 2.6%. This result was supported by initiatives to reduce general and administrative expenses, which declined by 4.5 percentage points as a proportion of net revenue, and adjustments to the performance marketing strategy, which led to a 13% reduction in advertising expenses year over year, with Enjoei cutting its investment level by 20% compared to the previous year.
- **Operating cash generation** reached **R\$11 million**, a 51% increase compared to 1Q24, with a consolidated cash position of **R\$196.7 million**.



gmV & net take rate

GMV in 1Q25 reached R\$399.1 million, showing growth driven by Enjoei, while Elo7 faces challenges.



Total gmV **4.4%**
399.1 mi

(R\$382.5 million in 1Q24)

gmV enjoei **9.3%**
311.7 mi

(R\$285 million in 1Q24)

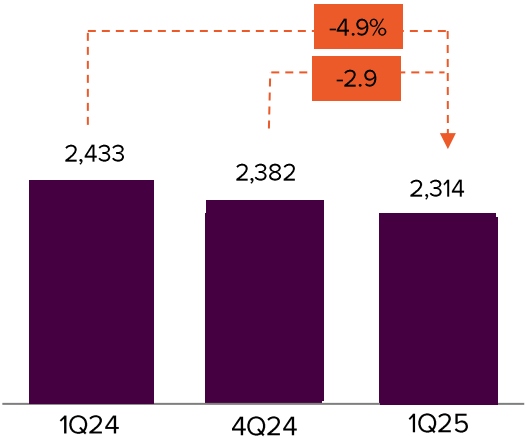
gmV elo7 **10.4%**
87.4 mi

(R\$97.5 million 1Q24)



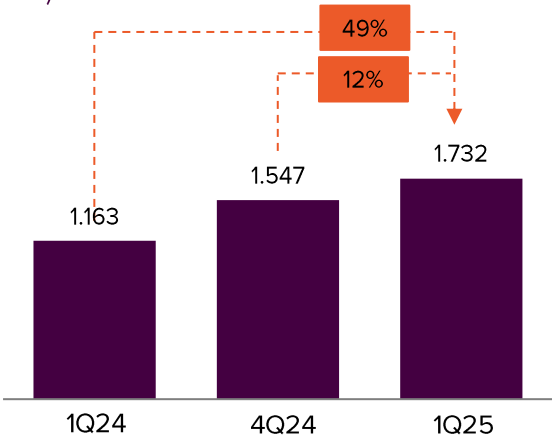
buyers

(R\$ thousand)



sellers

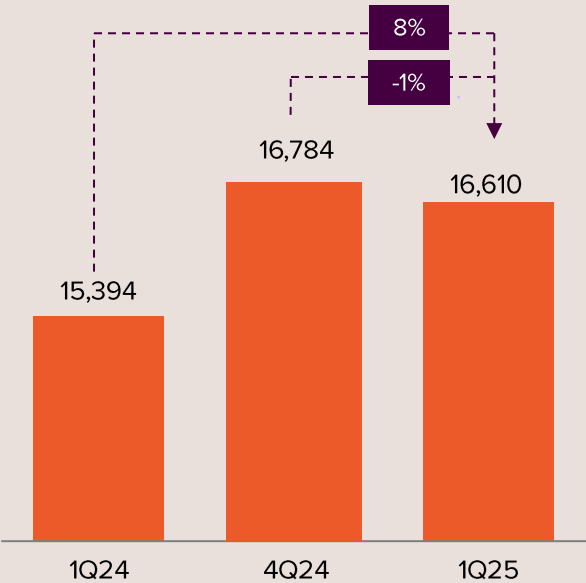
(R\$ thousand)



inventory

items available

(in millions)



first franchise store

GOIÂNIA

- Success of the Goiânia store marks the beginning of our franchise expansion.
- New locations in São Paulo and Rio de Janeiro are scheduled to open in the coming months.
- Robust pipeline of franchisees, reflecting growing interest in the franchise model.
- Confirmed participation in the ABF Expo (June 2025), focused on new partnerships and brand strengthening.



cresci e perdi

- **543 stores** in operation at the end of the quarter
- **Net revenue** of R\$16.4 million
- **EBITDA margin** of 72%
- Equity income of **R\$2.2 million**, related to our 25% ownership stake in the company

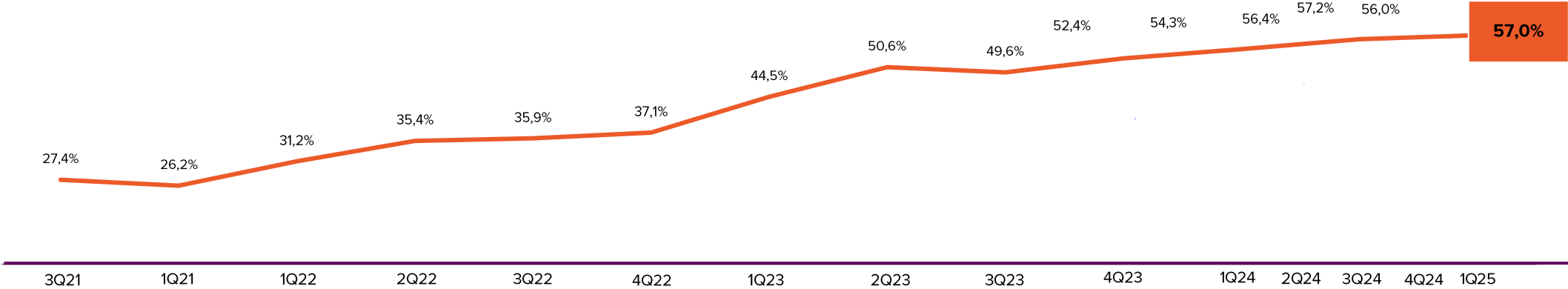
Cresci e Perdi Participações S.A.	4Q24	1Q25
Net income / (Loss) of affiliates in the period	20.016	19.704
equity method and/or losses on Investments	(10.441)	(9.496)
Current income tax and social contribution	2.033	1.945
Net financial income (loss)	(435)	(529)
Depreciation and amortization	110	106
EBITDA	11.283	11.729

gmv	R\$169 million
ebitda	R\$11.7 million
equity income	R\$2.2 million
expected dividends	R\$1.9 million



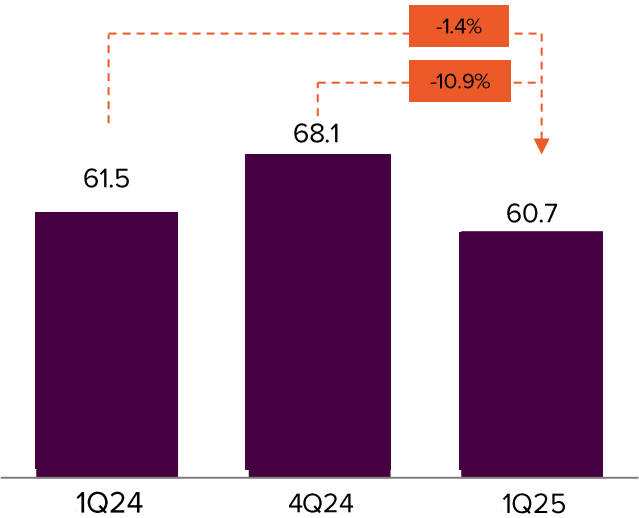
gross margin

(gross profit/net revenue)



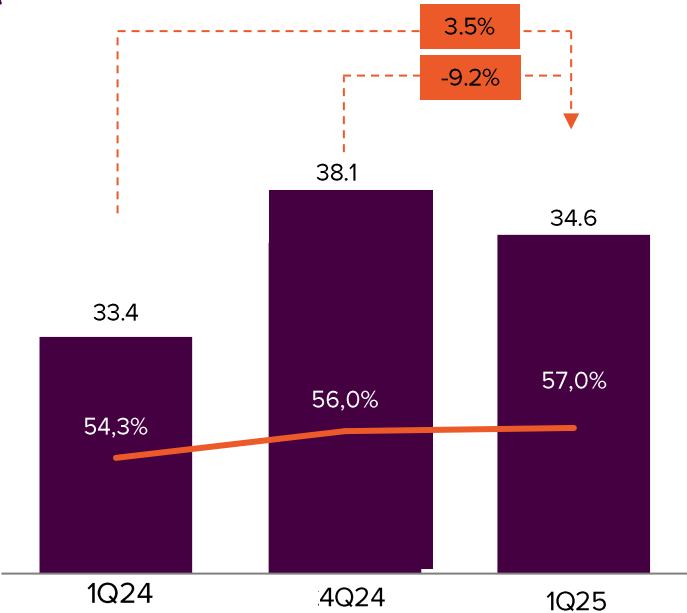
net revenue

(R\$ million)



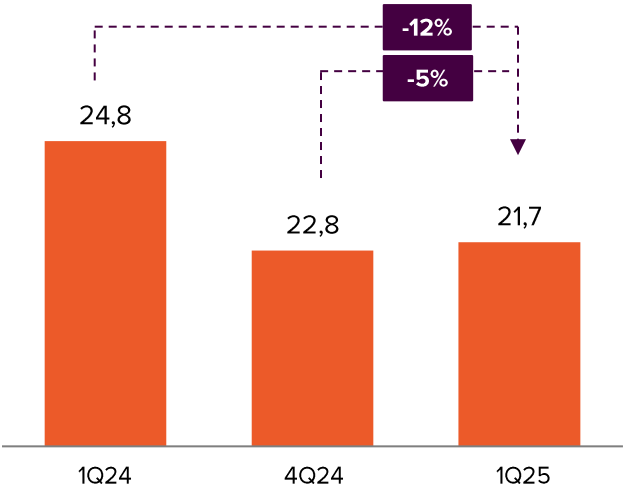
gross profit

(R\$ million)

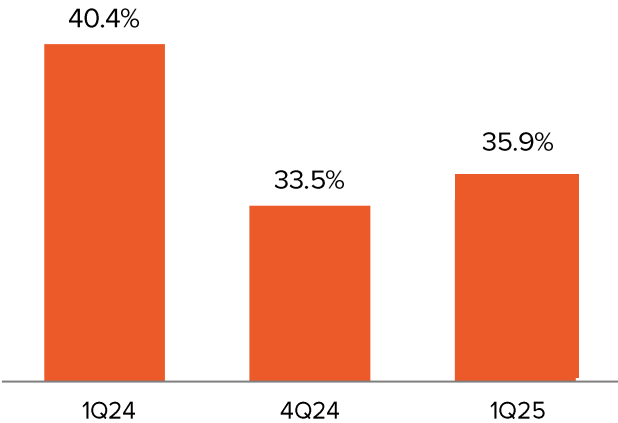


general and administrative expenses (ex-SOP)

(R\$ million)

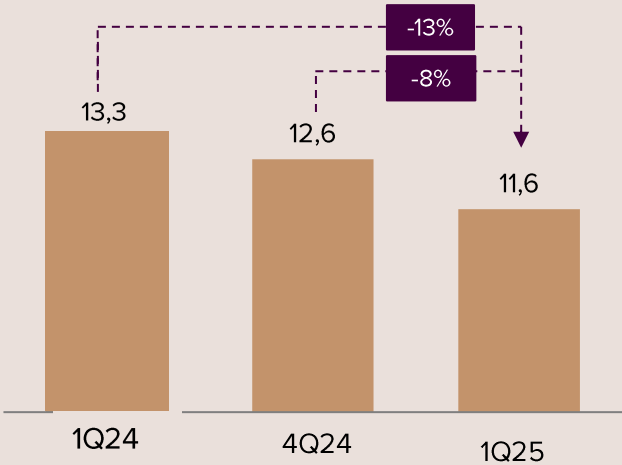


(% net revenue)

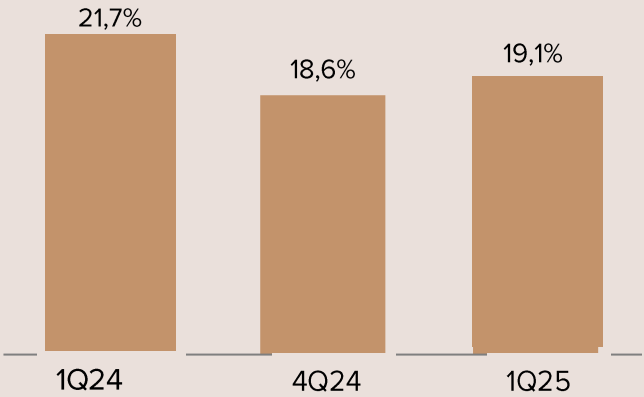


advertising expenses

(R\$ million)

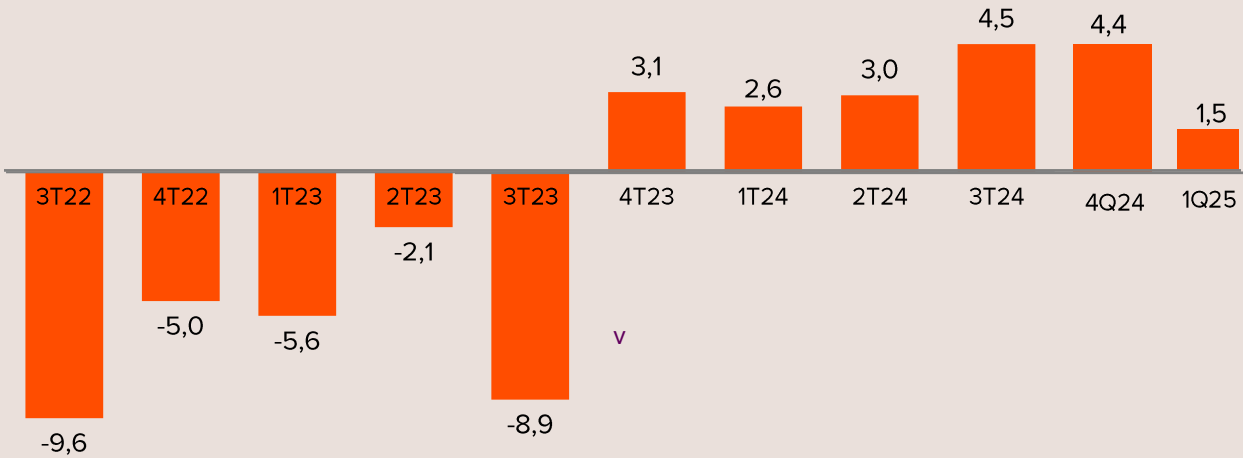


(% net revenue)



adjusted ebitda¹

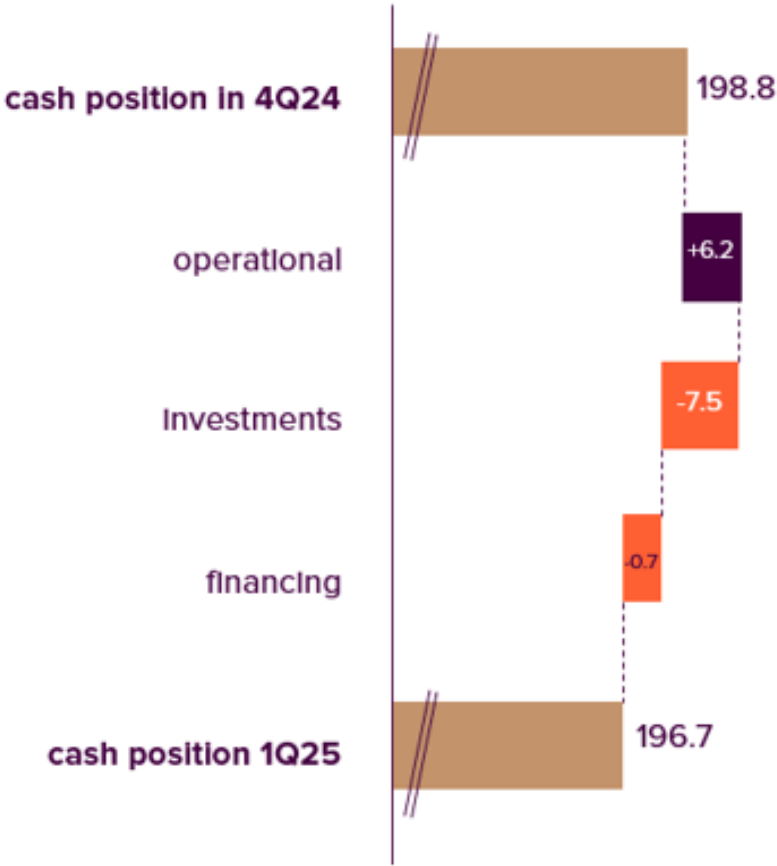
(R\$ million)



¹EBITDA adjustments: 1) share-based compensation plan (SOP), as per exhibits; 2) accounting recognition from the payment of dividends disproportionate to Cresci e Perdi, relative to pre-closing results, in the amount of R\$1.9 million in 2Q24 – with no cash effect for Enjoie. 3) non-recurring corporate restructuring expenses related to Elo7, totaling R\$1.5 million in 2Q24, R\$2.1 million in 1Q24, R\$11.4 million in 3Q23 and R\$2.8 million in 4Q23; 4) expenses related to the settlement of the media for equity agreement with related parties, signed in 2020, with no cash effect, totaling R\$7.0 million in 4Q23 and R\$239 thousand in 1Q24; 5) M&A advisory and consulting expenses of R\$4.4 million in 4Q23 and R\$4.2 million in 1Q24.

cash position and cash flow

(R\$ million)



1025

ability to execute a consistent growth plan,
ensuring progress in profitability and a path
focused on generating value for shareholders,
customers, and stakeholders.

ENJU

B3 LISTED NM

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Q&A



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**IURI
LIMA**

Growth Director



**JOEL
QUEIROZ**

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