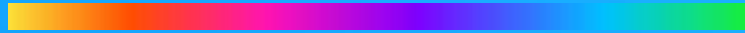


MAGALU

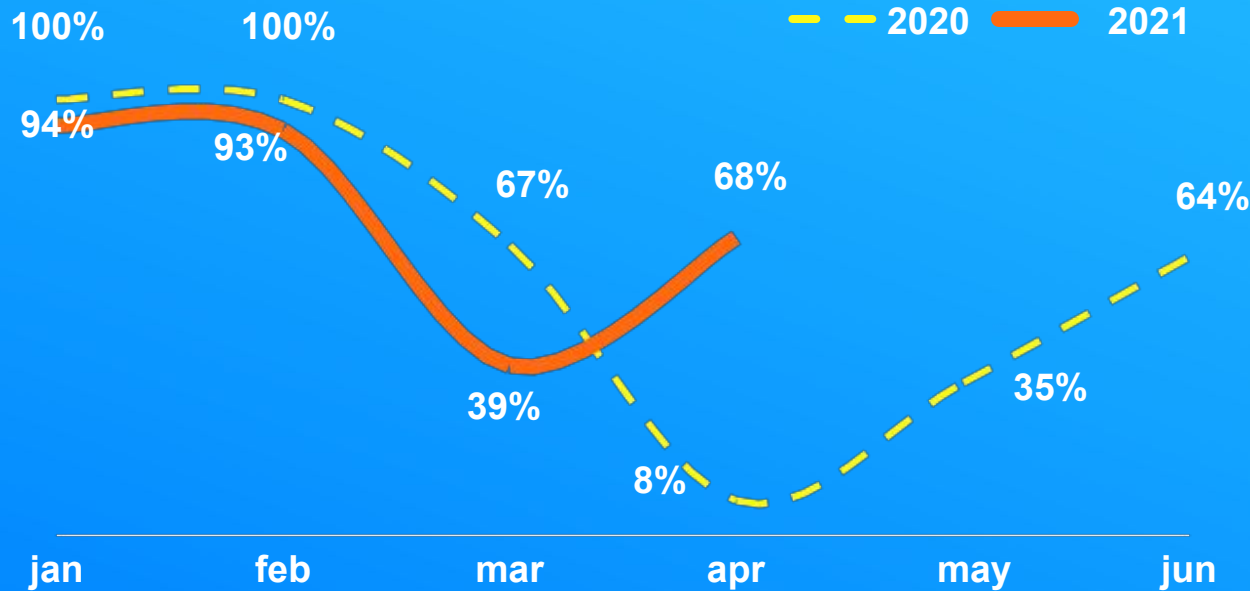


1Q21 Videoconference

May 14, 2021

A second Covid wave forced us to partially close our stores again

Percentage of open stores [% open stores/ total stores]

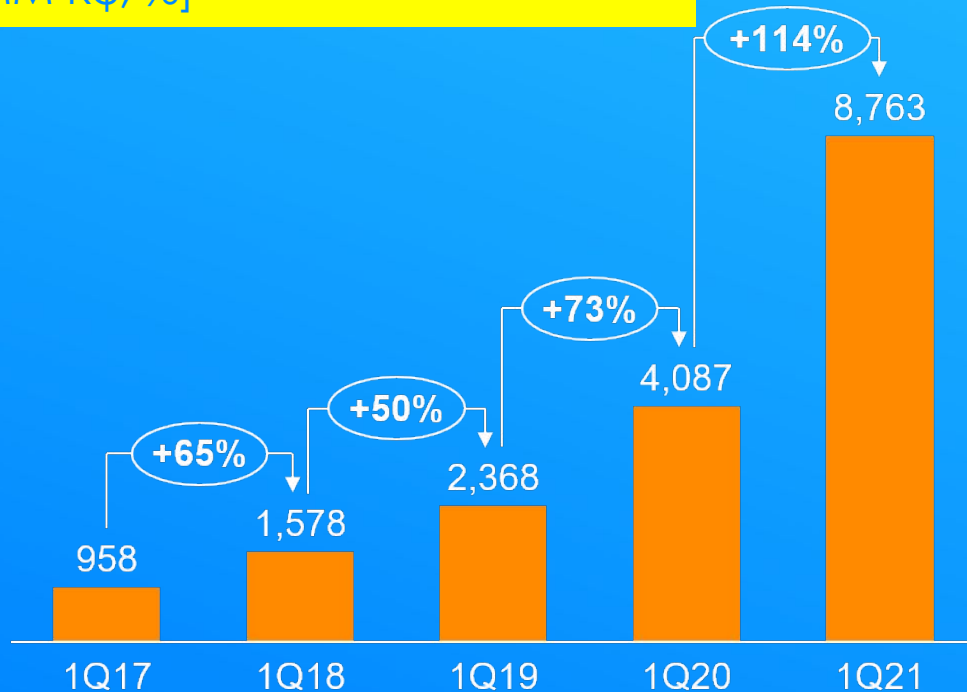


Due to the increase in Covid cases, we had to close our stores again in order to comply with **health and safety protocols**. As a result, 25% of our stores were closed throughout the quarter.

Under this scenario, e-commerce continued accelerating

Evolution of online sales

[MM R\$; %]



+4.9 pp

Market share gain

[1Q21 vs 1Q20; Neotrust]

114%

Total sales growth online

[%; 1Q21 vs 1Q20]

92%

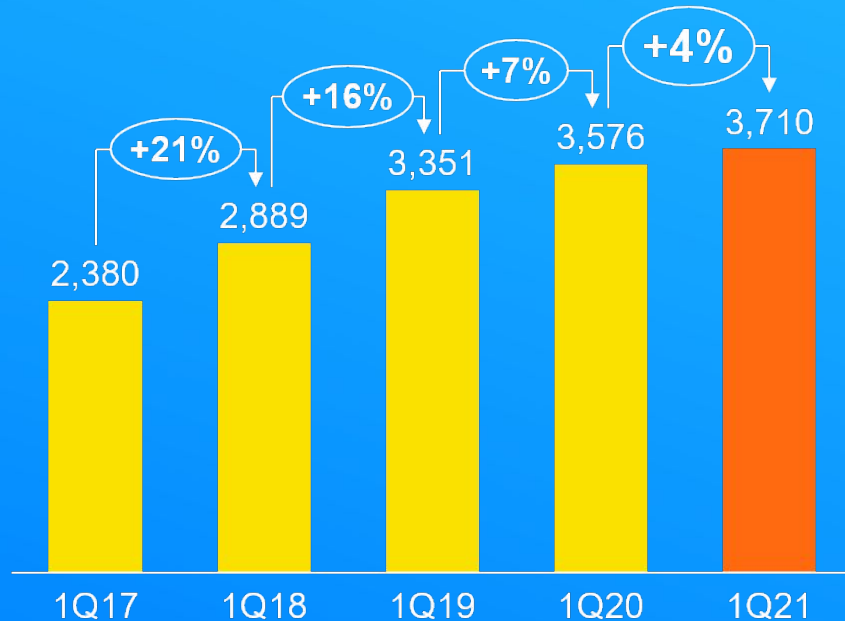
Moving average 2 year growth

[CAGR; 1Q21 vs 1Q19]

Even with more stores closed, sales grew 4% in 1Q21 vs 1Q20

Evolution of store sales

[MM R\$; %]



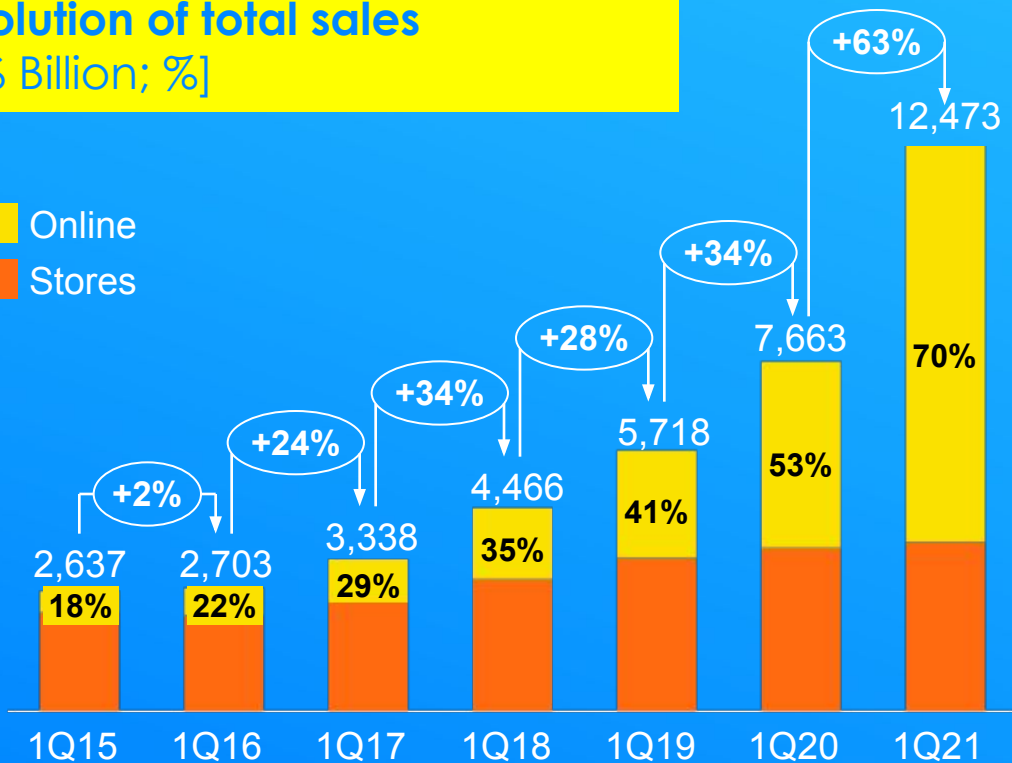
Even with 25% of stores closed during the quarter, physical store sales **grew 4% in 1Q21**

Total sales grew 63% during the quarter due to our multichannel model

Evolution of total sales

[R\$ Billion; %]

Online
Stores



63%

YoY growth even with stores partially closed during the quarter

[1Q21 vs 1Q20]

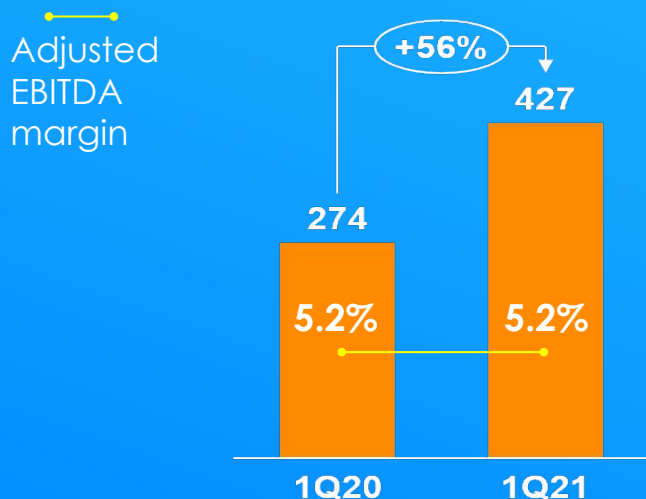
70%

Of total sales are made online

[%; 1Q21]

The Magalu differential: growth with profitability

Evolution of adjusted EBITDA [R\$ Million]



EBITDA margin maintained via the **dilution of expenses**



R\$ 81 M

Adjusted net income
[1Q21]



R\$ 259 M

Net income
[1Q21]



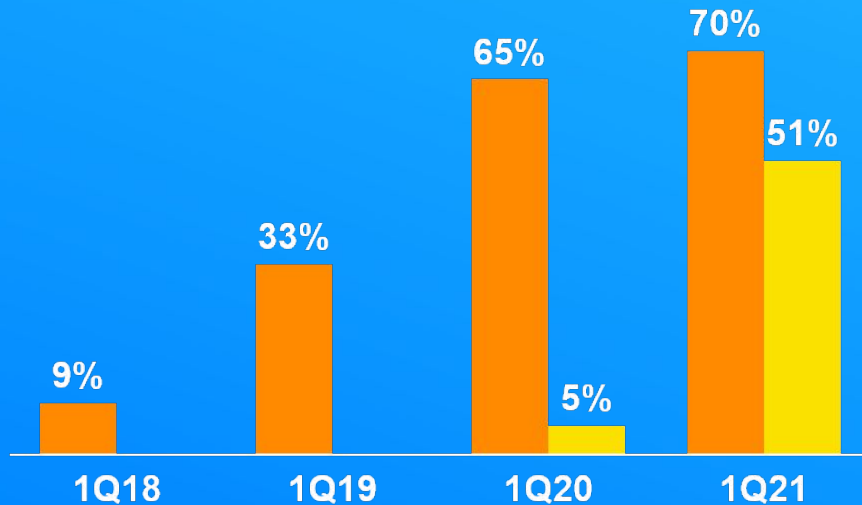
R\$ 2.7 Billion

Cash flow from operations
[LTM]

We evolved our logistics network to deliver even faster 2021 is the year of #YouBlinkedItArrived

1P orders delivered in 24h and 48h [% orders 1P]

Orders delivered in 48h
Orders delivered in 24h



103 (vs 26)

Logistics sites in operation including: distribution centers, cross docking stations and last mile hubs
[1Q21 vs 1Q20]

50 stores

Pilot of 1 hour delivery in 10 cities

We are extending the **benefits of our multichannel logistics network** to our **3P sellers**

40%



of 3P orders delivered by **Magalu Entregas**

415



stores enabled for **3P in-store pick up**

City managers

in our stores assisting with hunting and farming of new sellers

From 1Q20 to 1Q21, the number of sellers and our assortment doubled in size

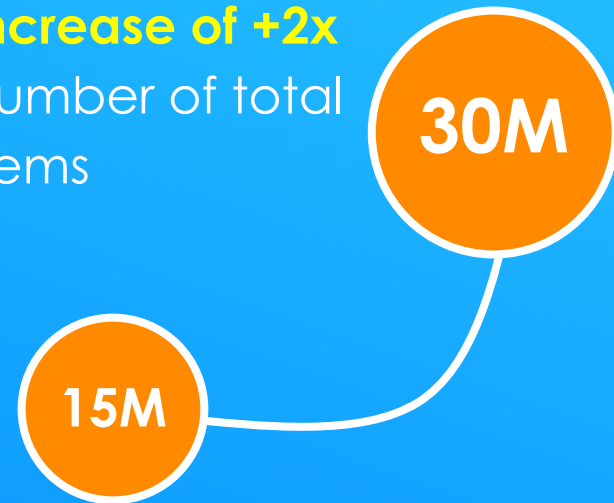
Number of sellers on Marketplace [1Q21 vs 1Q20]

Increase of **+2x**
number of sellers
and **+9k** during
1Q21 only



Assortment - Number of items [1Q21 vs 1Q20]

Increase of **+2x**
number of total
items



In 1Q21  **Parceiro Magalu** completed **1 year**

MAGALU



Financial Highlights

Financial Highlights - 1Q21

R\$ 12.5 Bi Total Sales
(1Q21)

R\$ 2.7 Bi Cash Flow from
Operations
(1Q21-LTM)

63% Total Sales Growth
(1Q21)

R\$ 427 Mi Adjusted EBITDA
(Margin of 5.2%)
(1Q21)

114% E-commerce Growth
(1Q21)

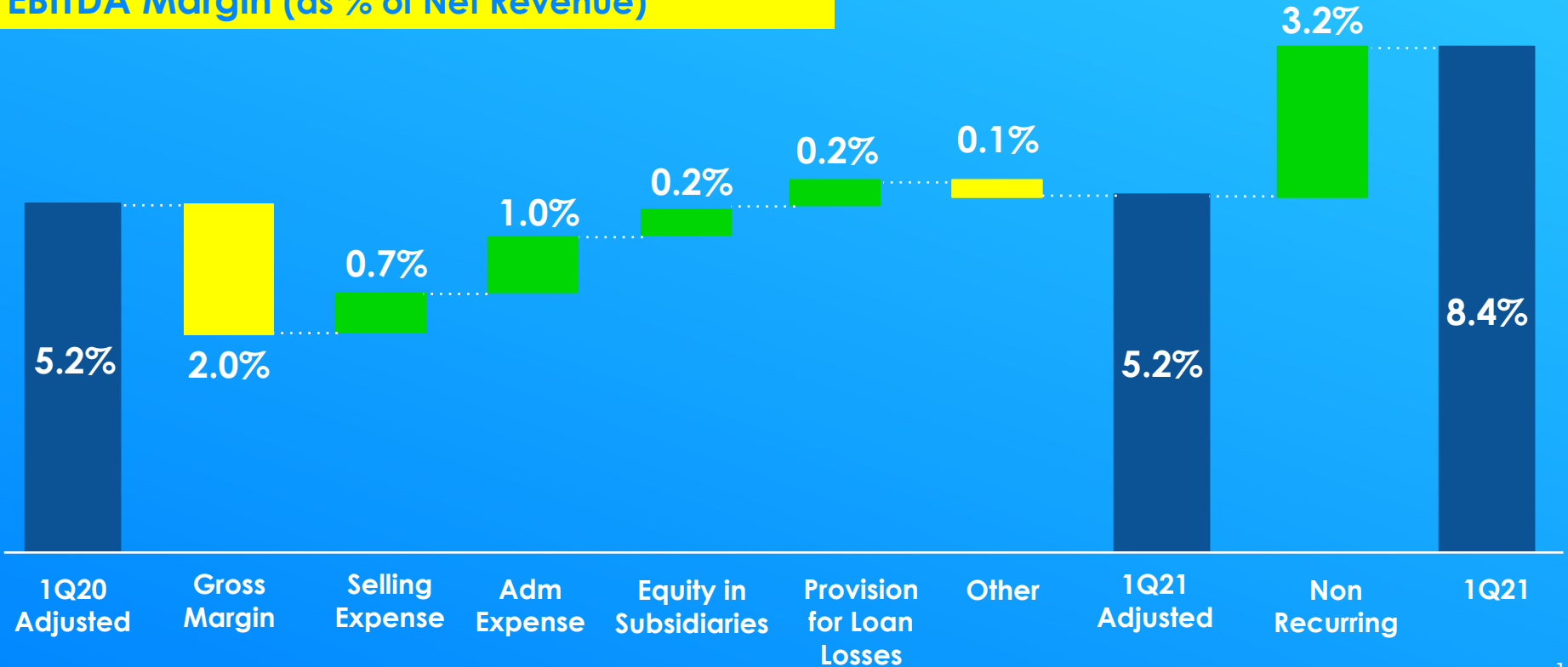
R\$ 259 Mi Net Income
(1Q21)

4% Total Physical Store
Sales Growth
(1Q21)

R\$ 81 Mi Adjusted Net
Income
(1Q21)

EBITDA Margin Evolution

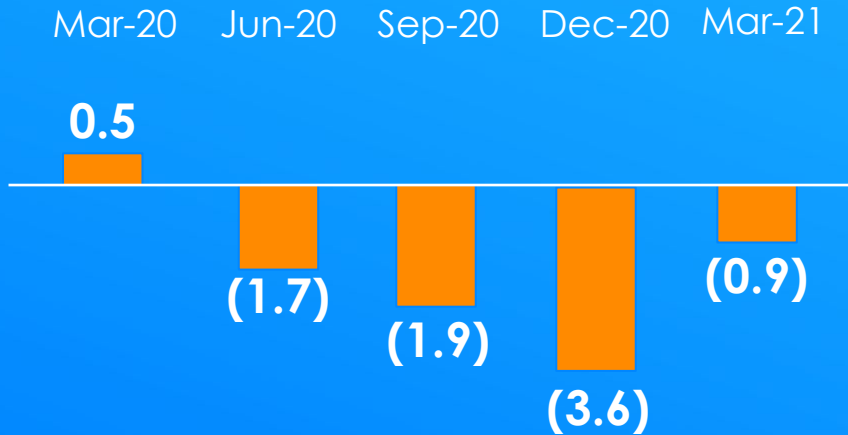
EBITDA Margin (as % of Net Revenue)



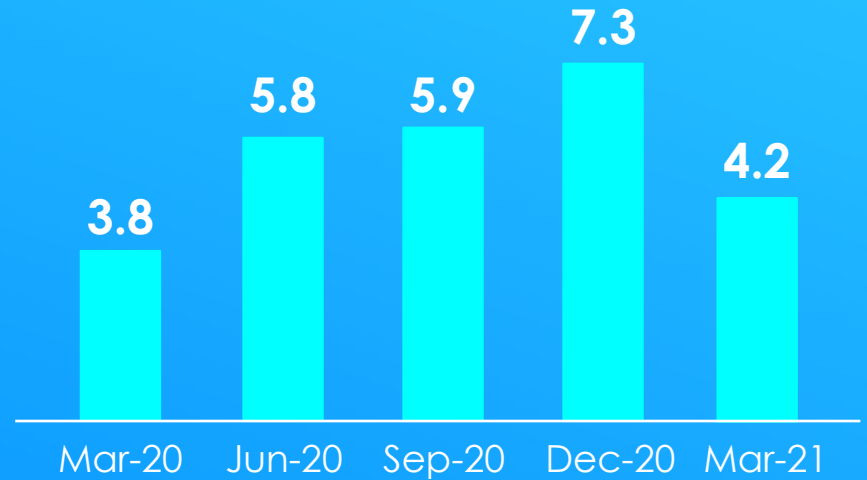
Solid Capital Structure

Total Cash position of R\$5.9 billion at the end of 1Q21

Adjusted Working Capital (R\$ Billion)



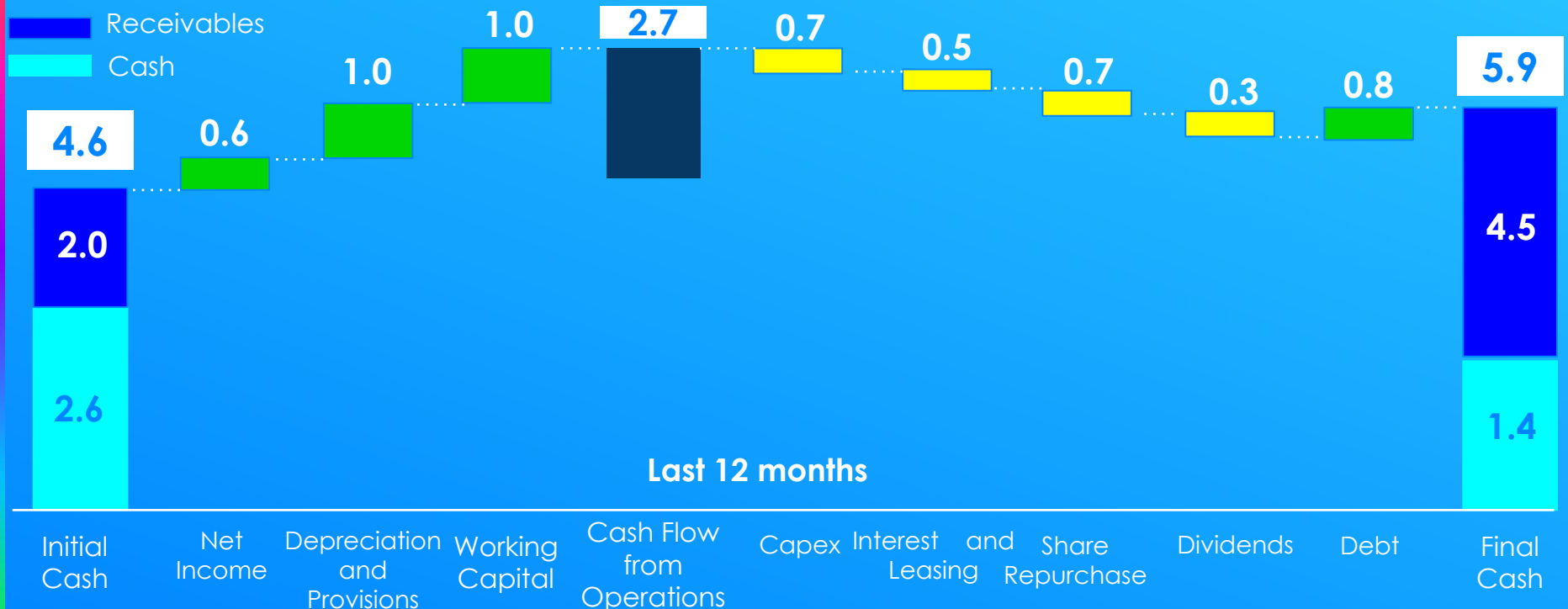
Adjusted Net Cash (R\$ Billion)



Strong Cash Flow Generation

Exponential growth coupled with strong cash flow generation

Cash Flow (R\$ Billion)



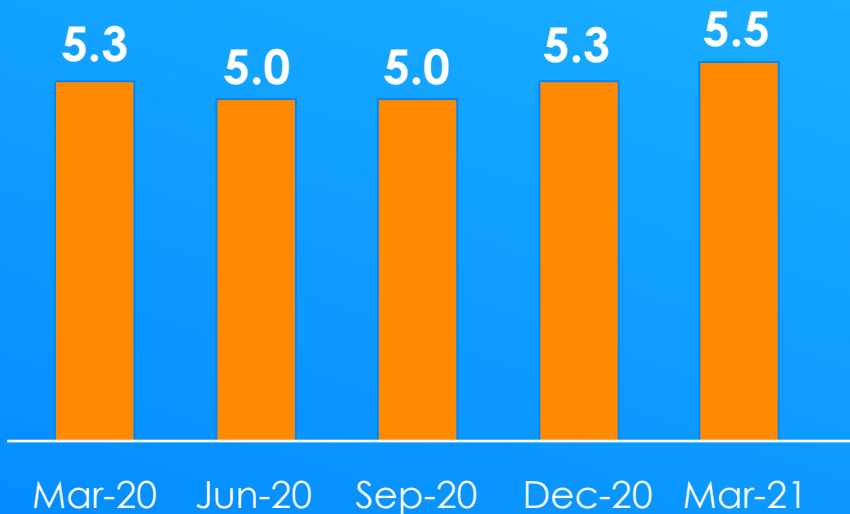
Last 12 months

Luizacred

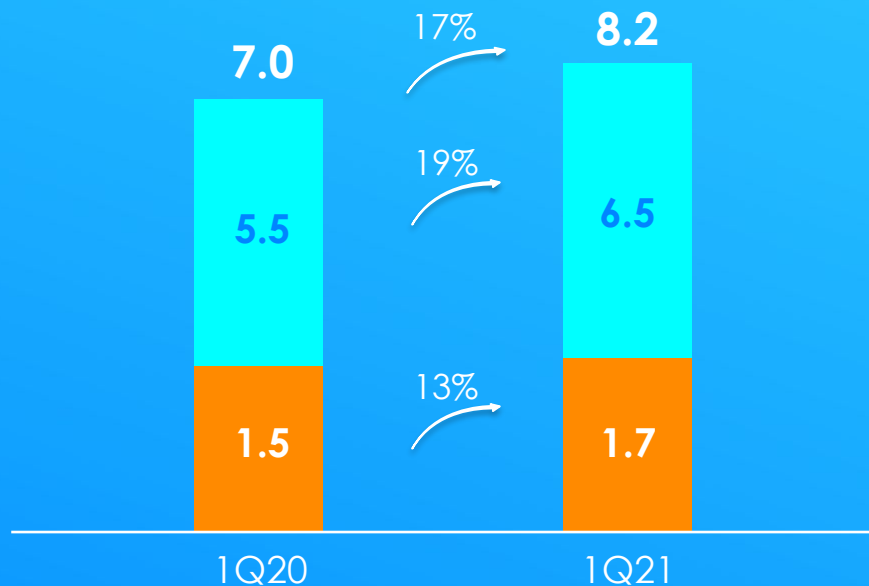
5.5 million cards issued

Evolution of the Luiza Card Base

[million]



Revenues (R\$ Billion)

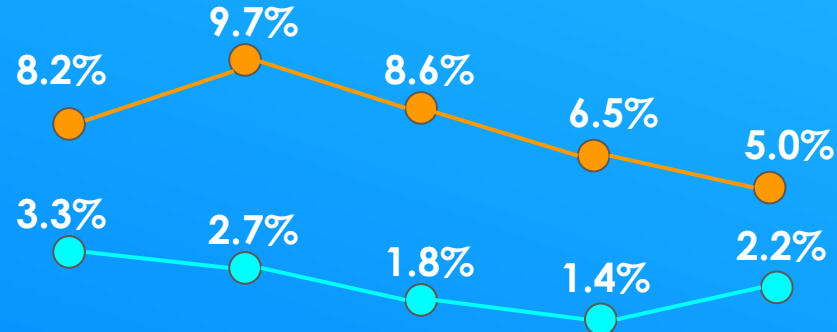


- Luiza Card Outside Magalu
- Luiza Card Inside Magalu

Luizacred

Overdue loan portfolio at the lowest level in company history and increasing profitability

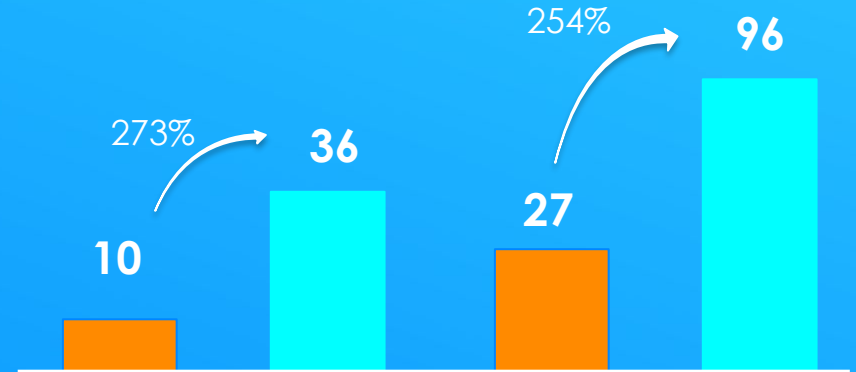
Percent of the Portfolio Overdue (%)



Period	Coverage (%)
Mar-20	175%
Jun-20	161%
Sep-20	157%
Dec-20	176%
Mar-21	216%

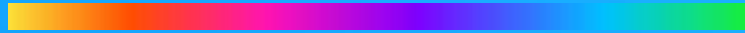
■ NPL 15-90
 ■ NPL > 90
 Coverage (%)

Net Income (R\$ million)



Standard	1Q20	1Q21
in IFRS	10	36
in Bacen-GAAP	27	96

MAGALU



Total Addressable Market

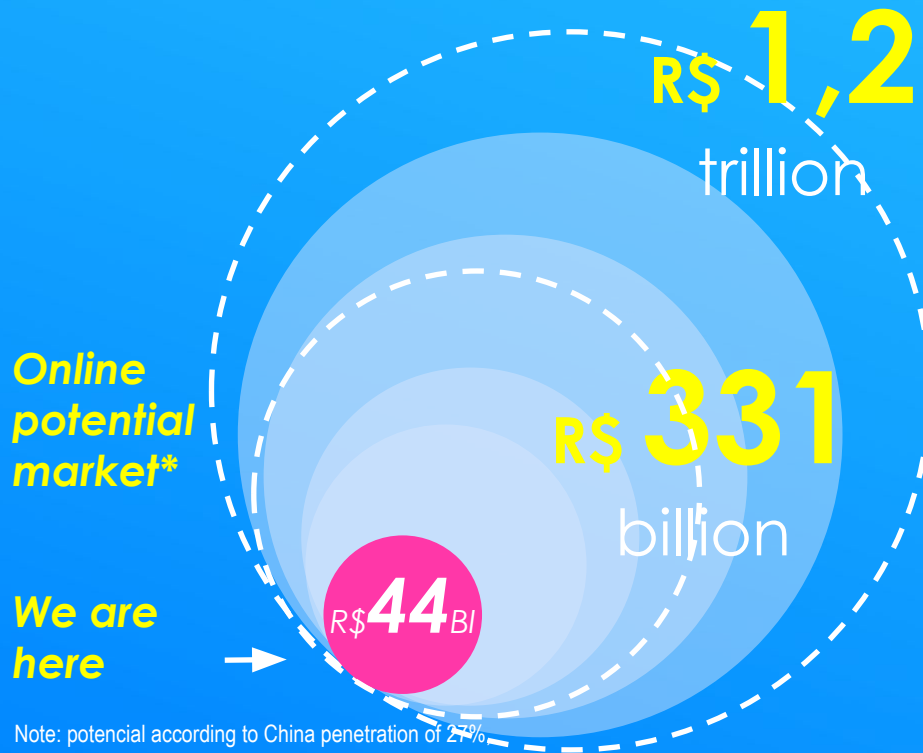
Digitalization of Brazilian retail



We made Magalu digital...

...and now we will make Brazil digital

Market share opportunity: Magalu has only 3,5% of the Brazilian retail market



Total addressable market
(Brazilian retail) [R\$; 2020]

Magalu has only **3,5% market share of Brazilian retail** today, lots of room for growth

MAGALU

NETSHOES

ZATTINI

ÉPOCA
COSMÉTICOS • PERFUMARIA

estante virtual

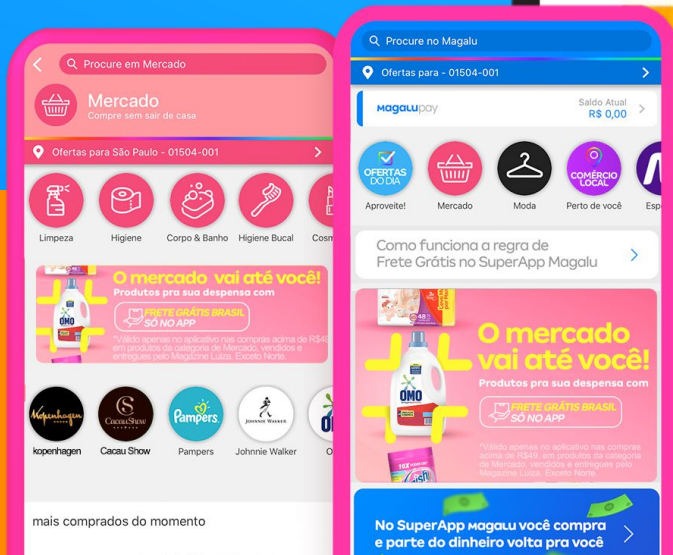
Note: potencial according to China penetration of 27%
Source: IPCMaps 2020

Through VipCommerce we will be able to combine 1P and 3P grocery assortment in our SuperApp

temnoMagalu
mercado



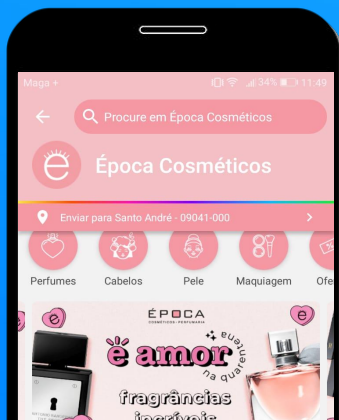
40% of total items sold at Magalu are from the grocery category



Magalu's Beauty, Fashion and Sportswear brands becoming more prominent every day!

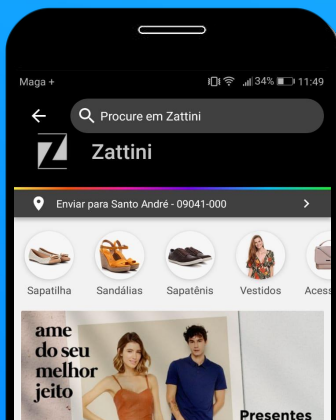
ÉPOCA
COSMÉTICOS · PERFUMARIA

1st place, online brand in the beauty category in the Top of Mind survey as the most remembered



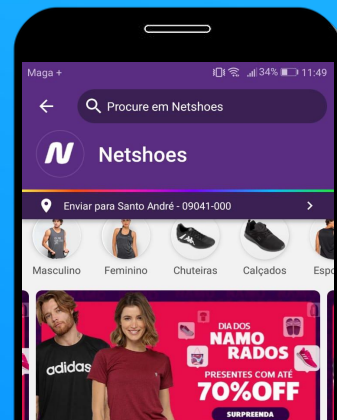
ZATTINI

HubSales began integrating three new fashion production hubs: **Novo Hamburgo, Blumenau and Goiânia**



NETSHOES

Netshoes, our **sportswear initiative**, consolidated its **leadership** position in the category



With the **ToNoLucro** acquisition, Magalu consolidated its position in the **food delivery market**



+2.6 Million

AiqFome orders in April/21

+1.2 Billion

Annualized sales

ToNoLucro and **GrandChef** acquisitions strengthen Magalu's food delivery operations even further, becoming the **fourth largest in Brazil**

With SmartHint Magalu will improve the SuperApp's search and recommendation capabilities.



A leading **search** and recommendation technology company, it will be the **search engine** behind Magalu's SuperApp and site.



Intelligent recommendations adapting to each user's profile



Consumer shopping behaviour prediction



Increased product relevance

Magalu's **Fintech initiatives** follow an accelerated pace with the launch of the **Magalu Card**

3 Million

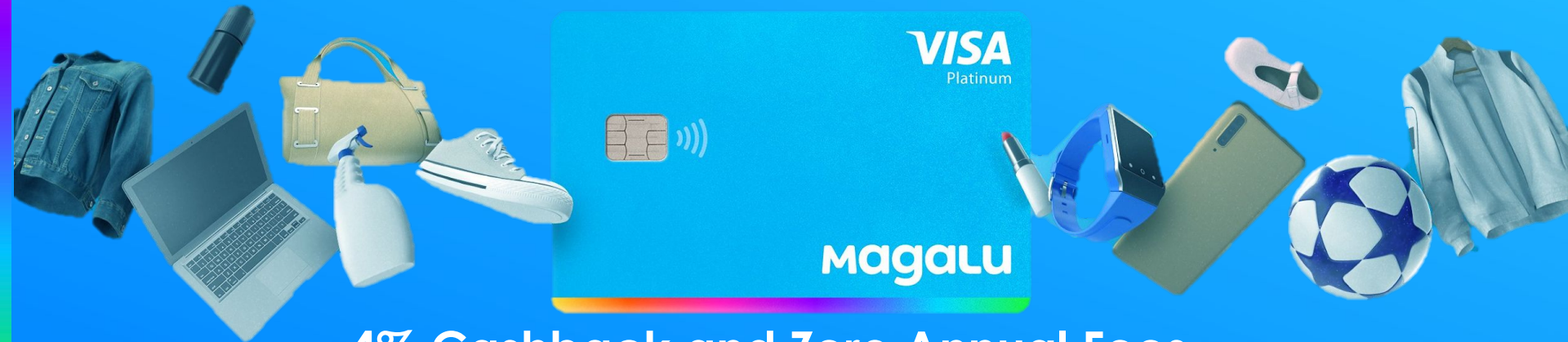
Magalu Pay users

100k

Magalu Cards issued
in 3 weeks

5.5 Million

Existing Luiza card
holders

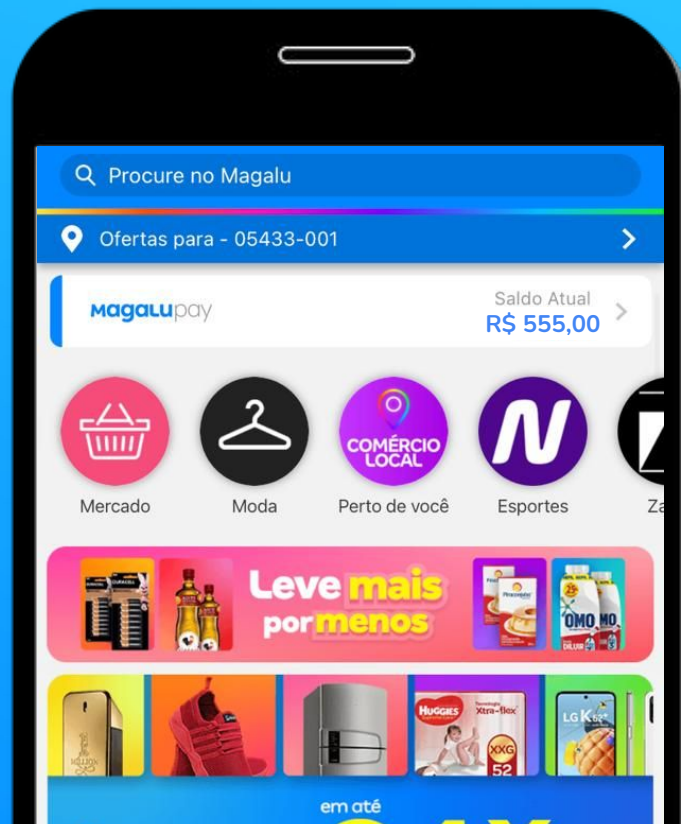


4% Cashback and Zero Annual Fees

The Magalu SuperApp is increasingly relevant in customers' daily lives

76 % **Mobile Sales**
(% GMV B2C Magalu through mobile channels)

31 M **MAU**
(Monthly Active Users of all Magalu brands; 1Q21)



During the quarter, the volume of transactions processed surpassed R\$ 2.7 billion

R\$ 2.7 Billion

Total TPV in the first three months of 2021
[1Q21]

The logo for Magalu Pagamentos is displayed in white text. The word "Magalu" is in a bold, sans-serif font, and "Pagamentos" is in a slightly smaller, regular sans-serif font below it. The logo is centered within a large, dotted white circle that is partially visible on the left side of the slide.

Magalu
Pagamentos

FIDC credit operation for marketplace sellers launched making it easier for our ecosystem partners to access **credit in a faster and more efficient way**

Integrating our **content channels** into the Magalu SuperApp will increase SuperApp relevance even further



25 Million

Unique visitors in
April/21

STEAL THE LOOK

+2.5 Million

Followers on the
principal social media
platforms



+1 Billion

Visualizations on the
Youtube channel

Technology

• Fashion, Beauty, Home

• Nerd & Geek Culture

Magalu celebrates 10 years as a publicly traded company

2x stores

Number of physical stores (1,310 vs 604)

70% (vs 11%)

E-commerce share of total sales

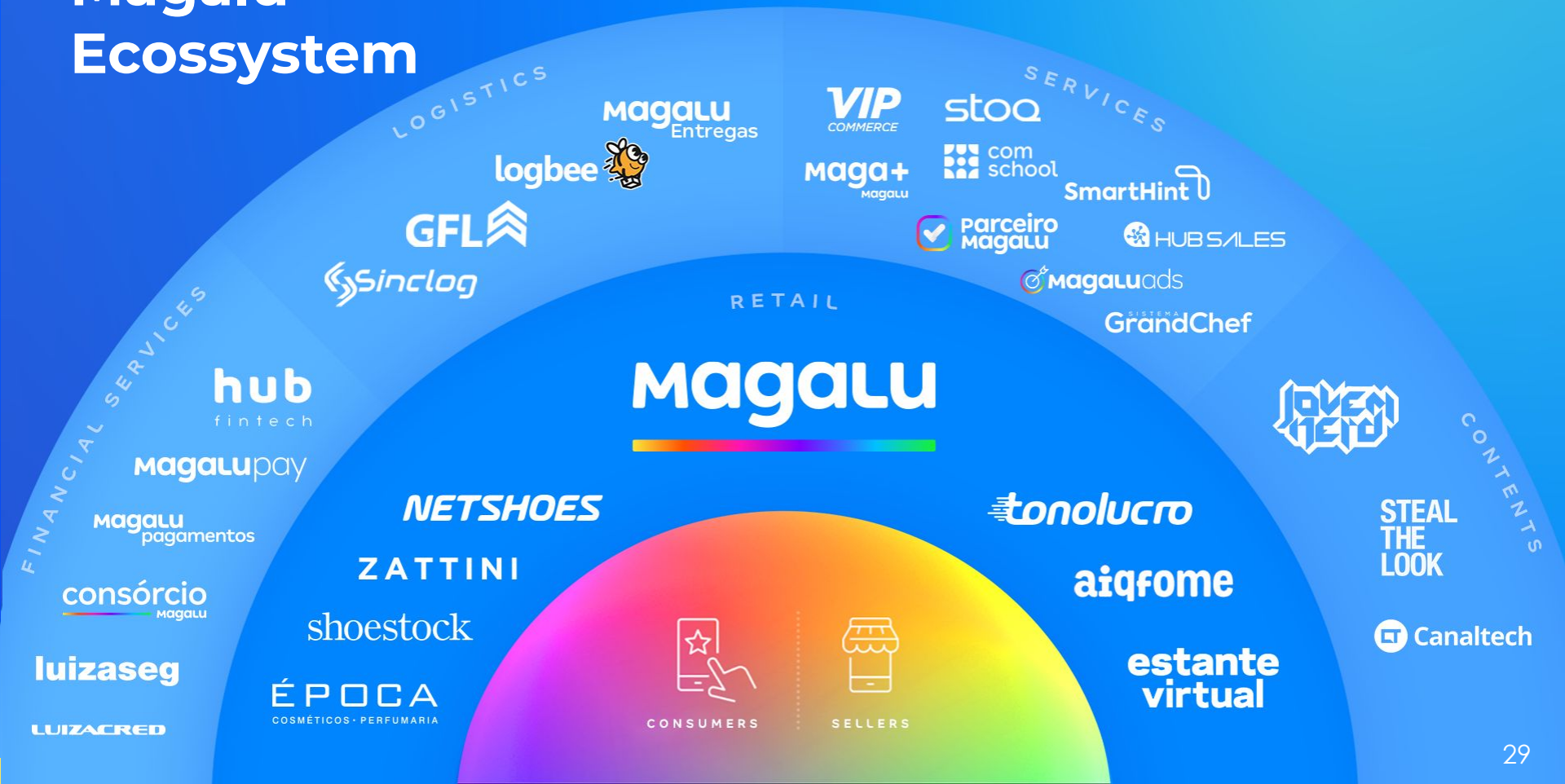
7x sales

1st quarter GMV (R\$12.5bi vs R\$1.7bi)

3.570%

Share price appreciation in 10 years

Magalu Ecosystem



LOGISTICS

SERVICES

FINANCIAL SERVICES

RETAIL

CONTENTS

Magalu



Magalu Entregas

VIP COMMERCE

stoq

logbee

maga+

com school

GFL

SmartHint

Sinclog

Parceiro Magalu

HUB SALES

Magaluads

SISTEMA GrandChef

hub fintech

JOVEN HEIO

magalupay

magalu pagamentos

NETSHOES

tonolucro

STEAL THE LOOK

consórcio magalu

ZATTINI

aiqfome

luizaseg

shoestock

estante virtual

ÉPOCA COSMÉTICOS · PERFUMARIA



CONSUMERS



SELLERS

LUIZACRED

Canaltech

MAGALU



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