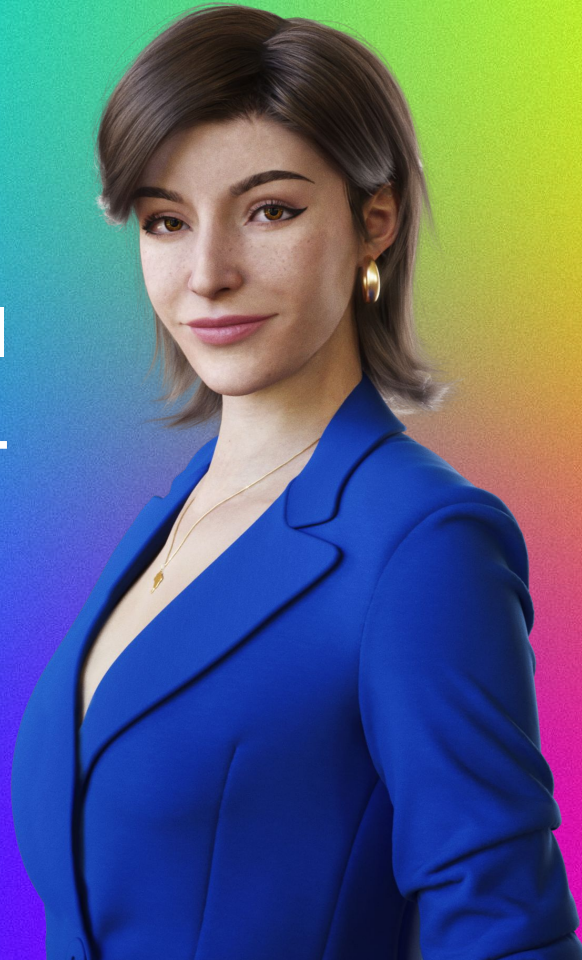


Conference Call
3Q24

November 8, 2024



Esta teleconferência possui tradução simultânea. Para acessar, basta clicar no botão Interpretação através do ícone do globo na parte inferior da tela.

O Release de Resultados e a Apresentação, versões português e inglês, estão disponíveis para download no site de RI: ri.magazineluiza.com.br

A apresentação em inglês também está disponível no link enviado no chat.

This conference call has simultaneous translation.

To gain access, please click the Interpretation button on the globe icon at the bottom of the screen.

The Earnings Release and the Presentation, Portuguese and English versions, are available for download on the Investor Relations website: ri.magazineluiza.com.br

The presentation in English is also available on the link sent in the chat.

Magalu Ecosystem: New sources of earnings streams and less exposure to macroeconomic cyclicality. Ensuring profitability regardless of interest rates.

2016-2020: Magalu Digitalization

1- Digital Inclusion



2- Multi Channel



3- Store Digitalization



4- Digital Sales Platform



5- Digital Culture



2021-2025: Building the Ecosystem

1- Marketplace Growth



2- New Categories



3- Magalu Fintech



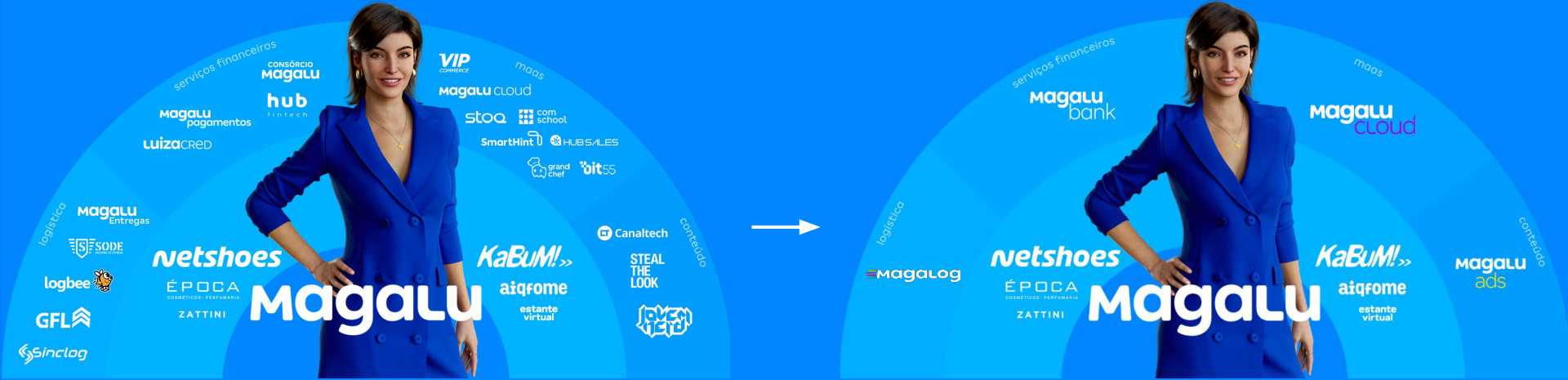
4 - Faster Delivery



5- Magalu as a Service



Consolidation of the Magalu Ecosystem

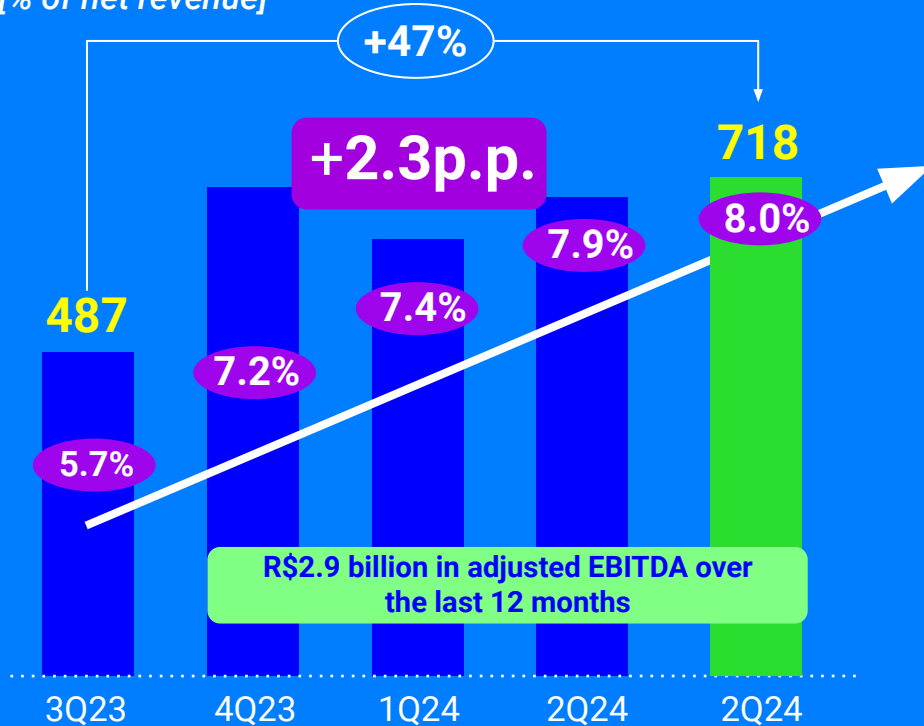


Ecosystem based on the diversification of earnings streams, which shields the Company from the effects of macroeconomic cycles

3Q24: 4th consecutive quarter of net profit

Adjusted EBITDA grew 47%, reaching 8.0% of margin (+2.3p.p.), 21% decrease in financial expenses and R\$70 million of adjusted net income

Adjusted EBITDA margin
[% of net revenue]



R\$ 70 million
of Adjusted Net
Income in 3Q24

(Evolution of R\$316 million in operating
profit before taxes)

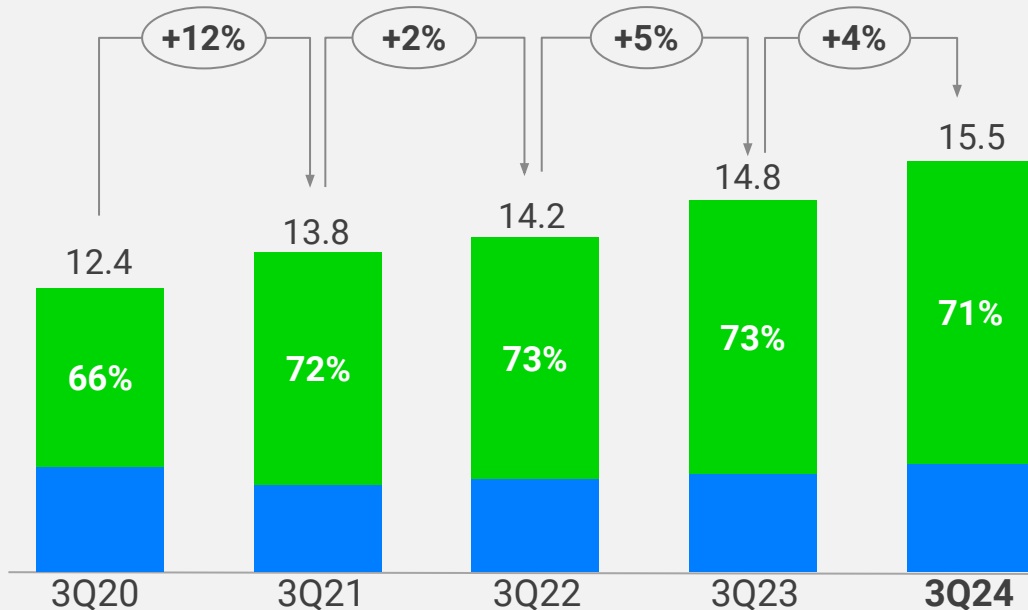
R\$239 million in adjusted Net
Income over the last 12 months



Total Sales of **R\$15.5 billion** in 3Q24, with **4% growth**

Total sales growth [Billion R\$; %]

Online Physical stores



Stores:

R\$4.5 bi Stores Sales

Marketplace:

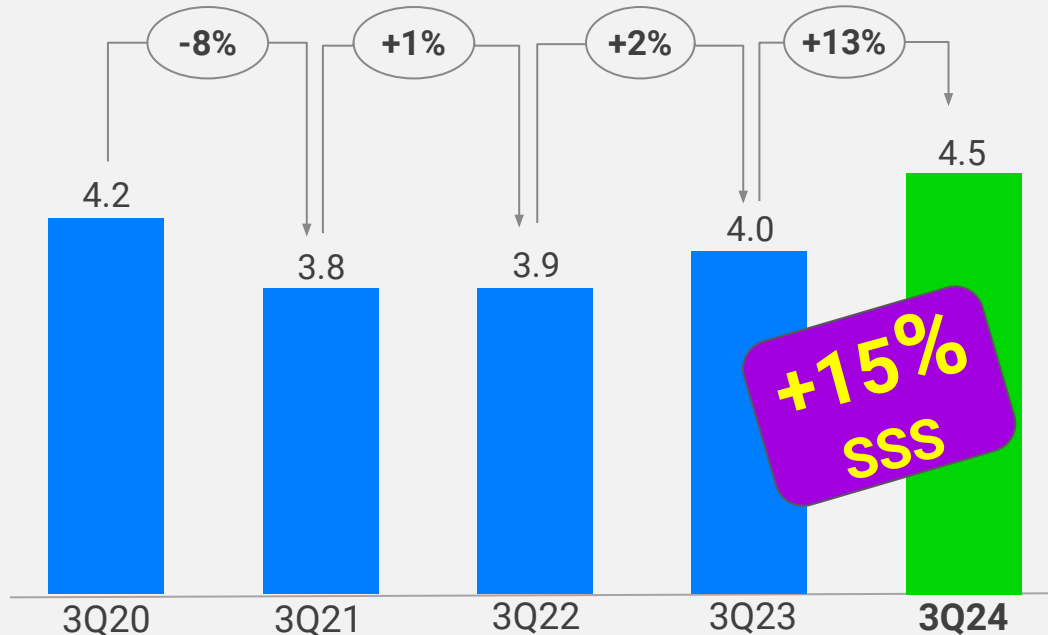
R\$4.5 bi 3P Sales

1P:

R\$6.5 bi 1P Sales

Magalu continues its trajectory with strong market share gain in **Physical Stores**, reaching sales of **R\$ 4.5 billion** in 3Q24

Growth of physical stores sales
[Billion R\$; %]



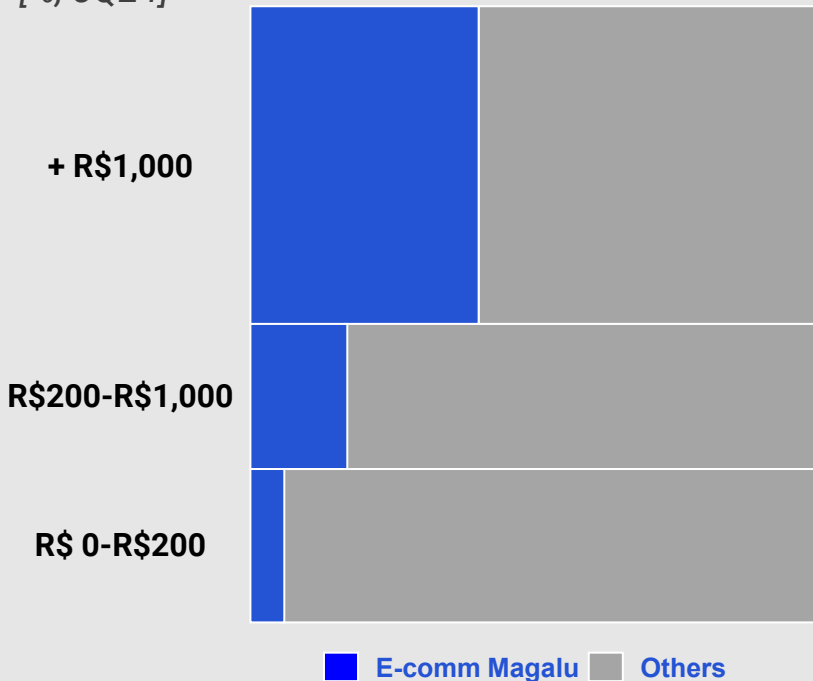
15% Same Store Sales Growth
[3Q24 - 3Q23]

13% Total Sales Growth
[3Q24 - 3Q23]

Growth across all regions and all categories

E-commerce expansion strategy, consolidating our leadership in high-ticket items and diversifying into lower-ticket items

Magalu's online market share by average ticket range [%; 3Q24]



Segment Strategy



Service Level: Provenance and Quality



Support of physical stores in multichannel strategy



Credit on Luiza and Magalu cards



Fast and Efficient Logistics



Evolution of Multichannel Fulfillment

Magalu Agency: Store Pickup, Drop-off, Ship-from-Store



Partnership with AliExpress for selling Chinese Cross-border products

Connecting Marketplace Fulfillment to our DCs and stores optimizes deliveries, offering faster service at lower costs



Unique Omnichannel Fulfillment



Faster delivery

- The same vehicle supplies stores, handles pickups, and delivers to customers (1P and 3P)

Average reduction in delivery time

-40%
time

+

Lower costs



- Structure ready to operate: operational costs of 3P fulfillment are absorbed by the current DCs

Average reduction in shipping costs

-20%
costs

= Higher conversion rate

Average increase in conversion rate

2x

= Higher NPS

Average increase in NPS

+10 p.p.

+24% of 3P orders

+3,700 sellers

95% of Level of Service

9 DCs

Opening in Rio de Janeiro

154% Sales growth in Fulfillment (high NPS) vs. 9M23, other modalities with a 7.5% decline in sales (low NPS)

Magalu Enchants: Strong improvement in NPS, with progress across all channels, especially in the marketplace



NPS Consolidado - set/24

67

+13
points

80

Jan/ 24

Sep/ 24

85
1P

85
Stores

75
3P



Multichannel News:

Possibility of returning online products (including 3P products) at physical stores and partner locations

Strategic partnership between Magalu and Alibaba will significantly expand the assortment and audience of both platforms in Brazil

MAGALU

Tem **AliExpress** no **MAGALU**

Milhares de produtos importados direto na sua mão

Products from Alibaba's "Choice" line will be sold in Brazil through Magalu

AliExpress magalu

AliExpress

Magalu's 1P products will be sold through AliExpress Brazil

caixas som

AliExpress **MAGALU**

Compre Agora

Parceria exclusiva de Magalu e AliExpress

| | | | |
|----------------------|-----------------|-----------------|-----------------|
| samsung Galaxy Ultra | R\$282,00 | PHILCO | R\$1.600 |
| Poupe R\$4.558,09 | Poupe R\$173,80 | Poupe R\$120,00 | Poupe R\$120,00 |

Mais vendidos >

| | | |
|-------------------|----------------------|---------------|
| Fone De Ouvido... | Máquina De Cortar... | Big Boy 12 |
| R\$11,00 | R\$9,22 | R\$423 |
| 94% off | 86% off | 44% off |
| 9152 vendidos(s) | 6876 vendidos(s) | 1291 vendidos |

Smart TV 43" Full HD D-LED AOC 43S5135/78G

Compromisso do AliExpress **MAGALU**

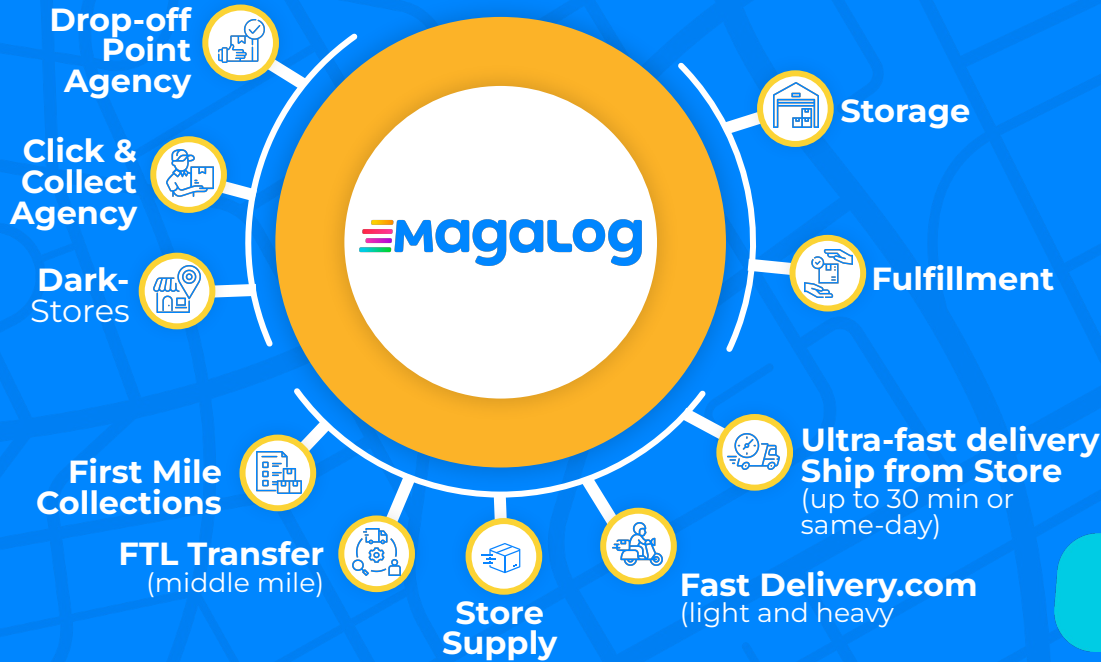
Frete: R\$10,42

Devoluções grátis até 7 dias

Comprar agora

Magalog

Launch of Magalu's
Independent Logistics
Operator



Monetization of 430M monthly visits through a omnichannel platform

 comscore

Brand Audience on Social Media Sep/24

Magalu is the brand with the largest audience on social media

 Magazine Luiza
21,4M

 Casas Bahia
9,1M

 Pague Menos
1,3M

 Mercado Livre
18,2M

 iFood
4,8M


 Raia Drogasil
914 mil

 Carrefour
13,3M

 Amazon
3,9M

 Drogarias Pacheco
447 mil

 Americanas
11,8M

 Pão de Açúcar
2,4M

 Drogaria São Paulo
426 mil

 Shopee
10,7M

 PanVel
2,1M

A Comscore considera audiência cross-plataforma, ou seja, audiência somada e deduplicada na redes sociais: Facebook, Instagram e X.



New Advertising Platform

+48%
Platform Revenue
[3Q24 vs 3Q23]

3.6k
Active Advertisers
(sellers and brands)

- Possibility to create campaigns by business objective
- Operation through a CPC auction model
- Addition of campaigns by keyword



Lu launched a campaign with WhatsApp to highlight privacy, security, and user trust features

Launch of the DCC (“Buy now, Pay later”) by MagaluBank and accelerated online insurance sales: multichannel expansion to drive sales and profitability

Digital DCC

Offline

R\$1.5 Bi

DCC Portfolio in
Physical Stores

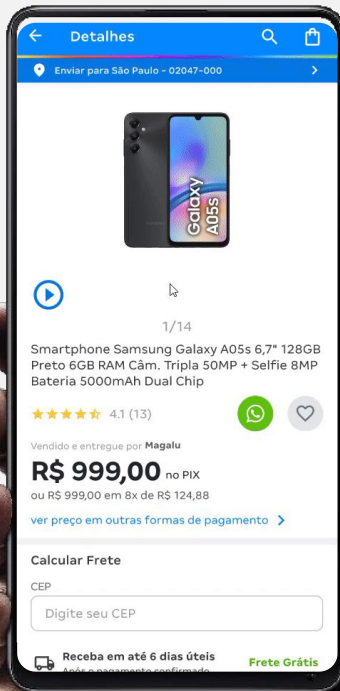
Growth of 28% vs 3T23



Online

- Fully integrated with the App
- Personalized interest rates
- Online application and management through the app

Highly profitable



Insurance

Offline

R\$1.5 Bi

Insurance sales over the
last 12 months

Online

High Potential

- New Experience
- New Products

Growth of 74% in 3Q24

Highly profitable

Financial Highlights



magalu

magalu

Financial Highlights

3Q24

R\$15.5 Billion in Total Sales
(4% of growth)

R\$718 Million in Adjusted EBITDA
(8.0% of margin)

13% Growth in Physical Store Sales
(15% SSS)

R\$70 Million in Adjusted Net Income
(Accounting profit of R\$102 million)

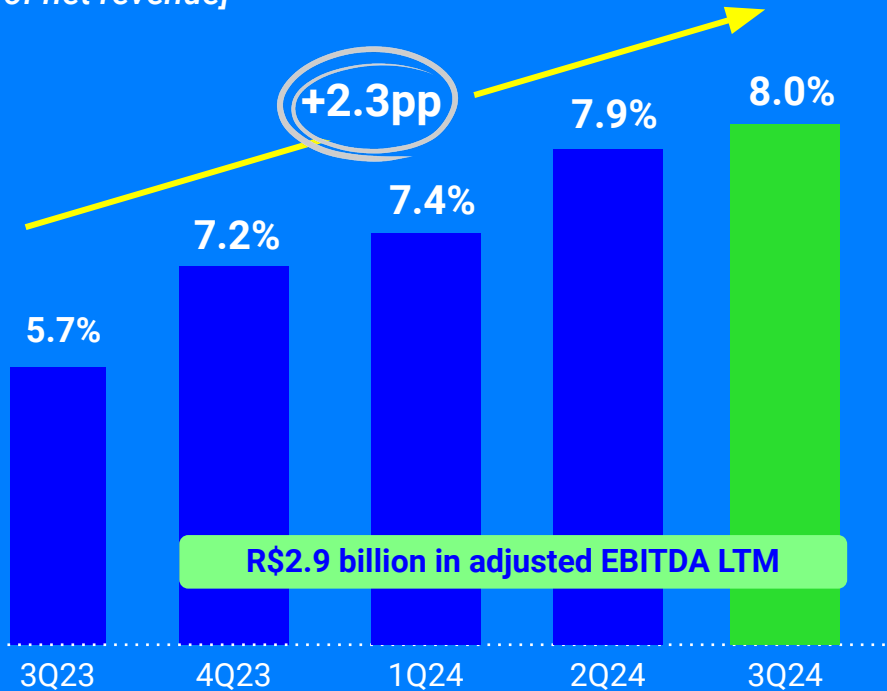
31.5% Gross Margin
(vs 30.4% of margin in 3Q23)

R\$571 Millions Operational Cash Generation
(R\$6.6bi Total Cash)

Continuous evolution of operating margins

Adjusted EBITDA Margin of 8.0%, the highest margin since 2019

Adjusted EBITDA Margin
[% of net revenue]

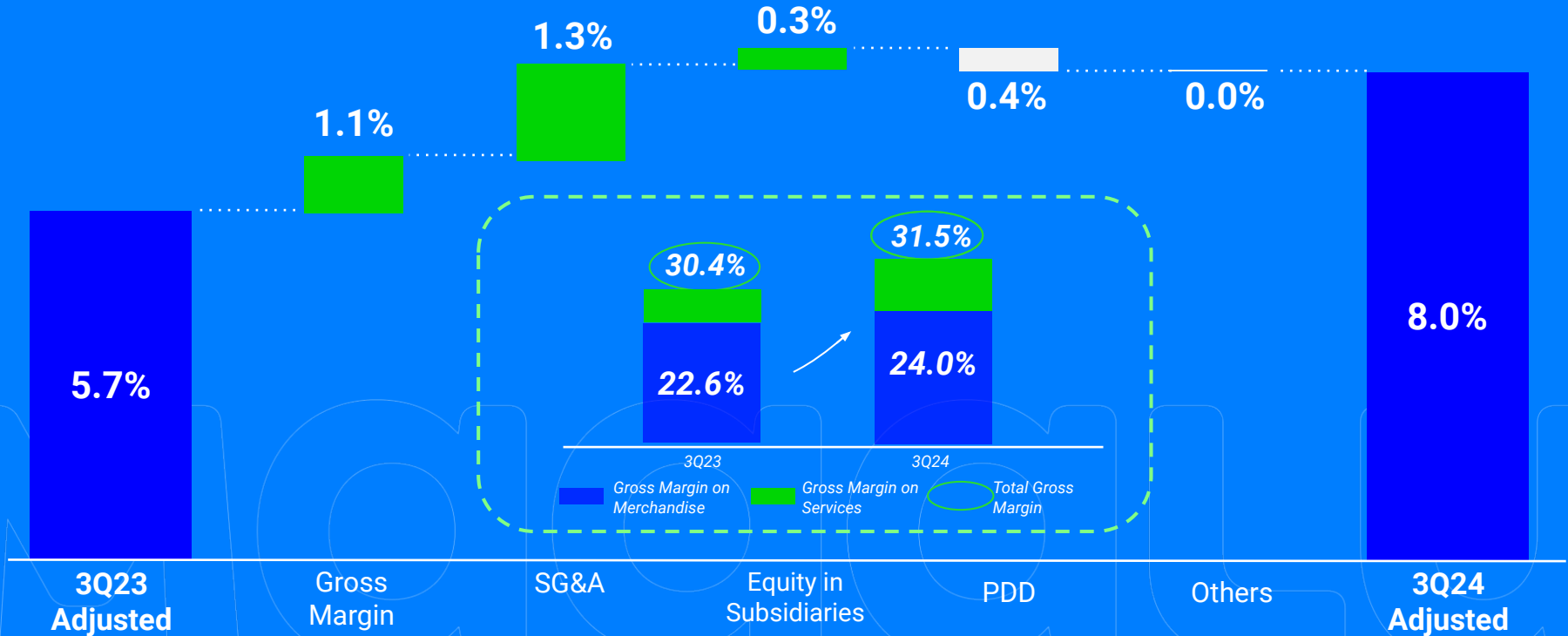


Key Levers

- **Increase in Gross Merchandise Margin** and DIFAL pass-through in 1P
- **Fixed cost dilution**
- Marketplace Growth and evolution of **Service Revenue**
- **Fulfillment** Expansion
- **Market share gain** and profitability recovery in physical stores
- **Luizacred** Profitability

Significant adjusted EBITDA margin evolution

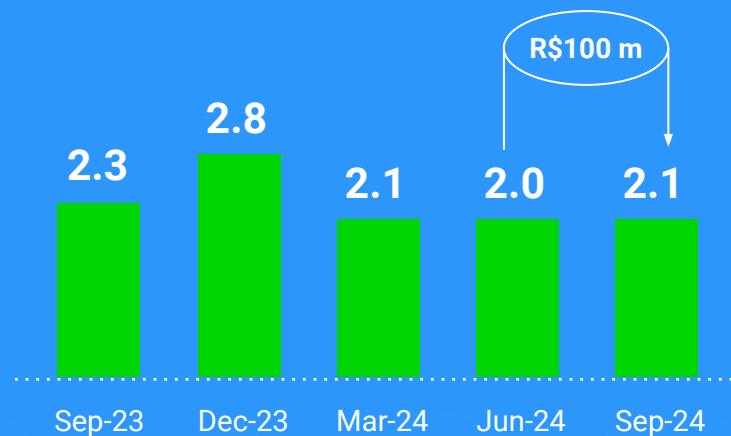
2.3 p.p. increase in adjusted EBITDA margin, with higher gross margin and expense dilution



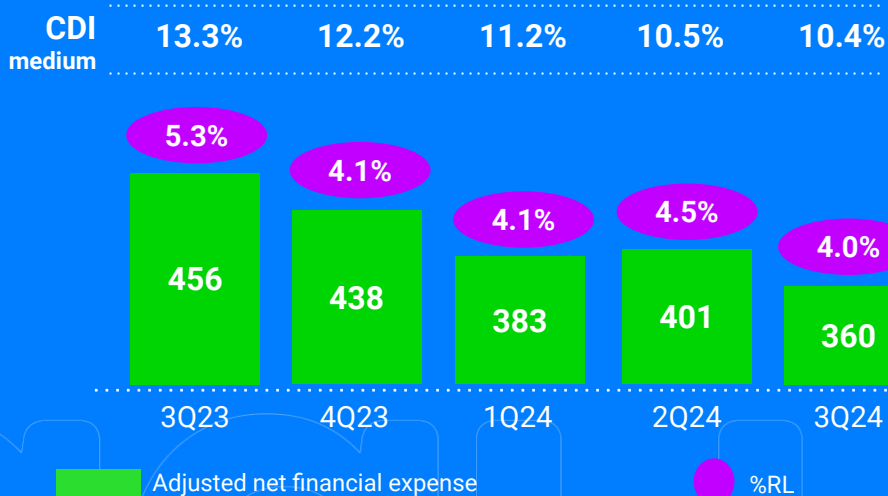
Solid working capital contributes to operating cash flow generation

21% decrease in financial expenses in 3Q24

Adjusted working capital (R\$ Billion)



Adjusted net financial expenses (R\$ Million)



Working Capital Improvement
despite increased inventory for Black Friday and Christmas sales

Reduction of more than R\$500 million in inventory in the last year

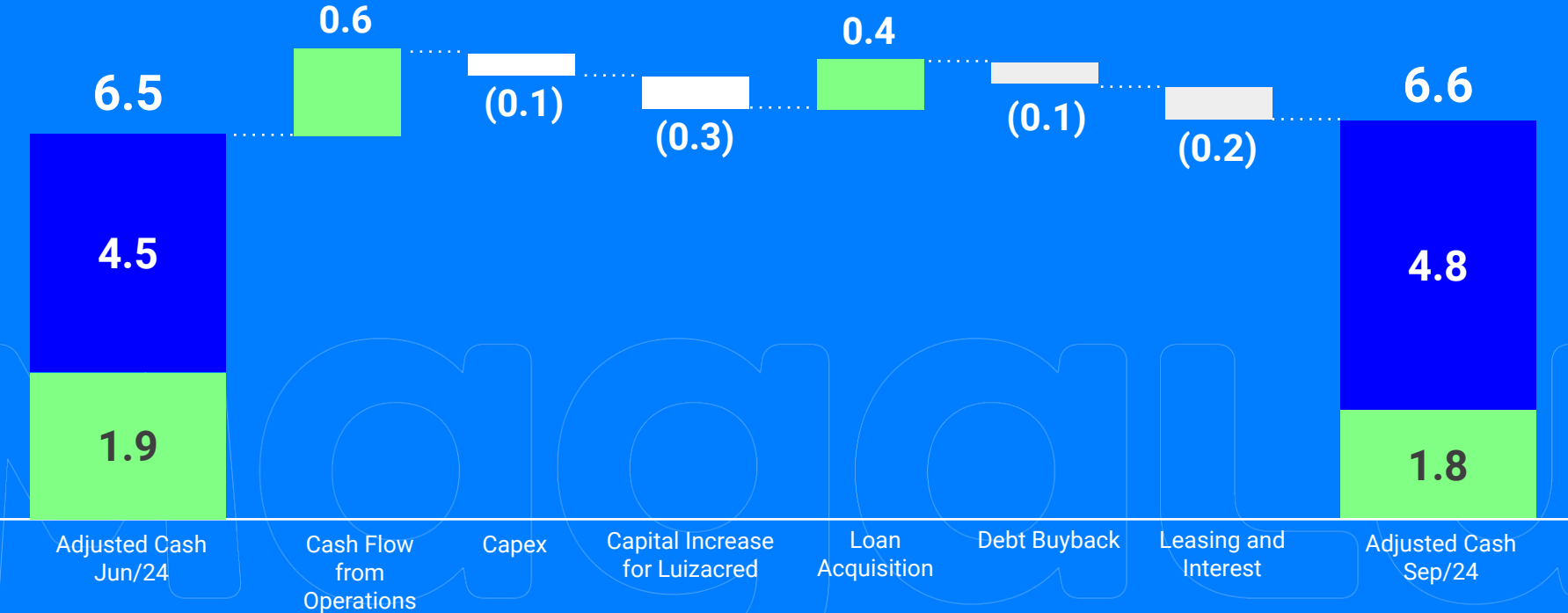
21% reduction in financial expenses due to the drop in interest rates during the period, debt reduction, and receivables anticipation

Operational Cash Flow Generation of R\$571 million in 3Q24

Total Cash position of R\$6.6 billion in Sep/24

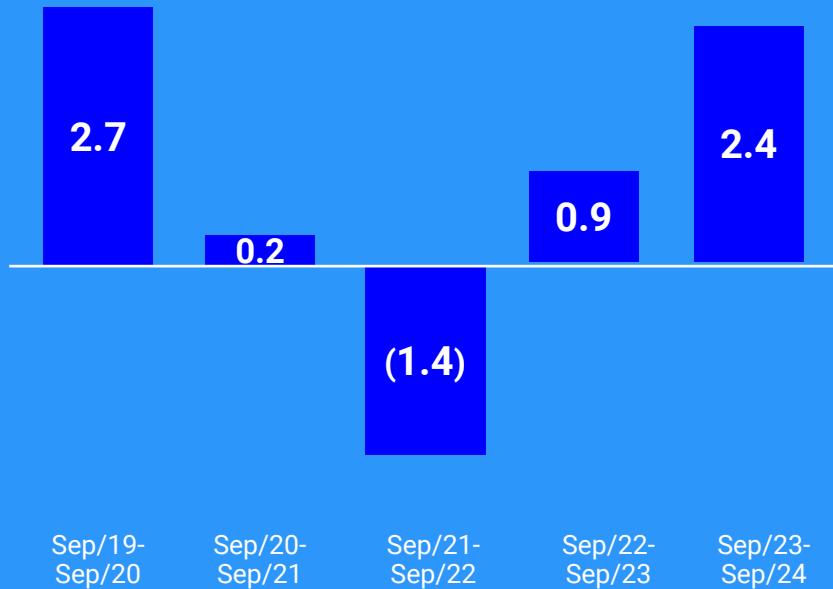
Cash Flow 3Q24 (R\$ billion)

Receivables Cash



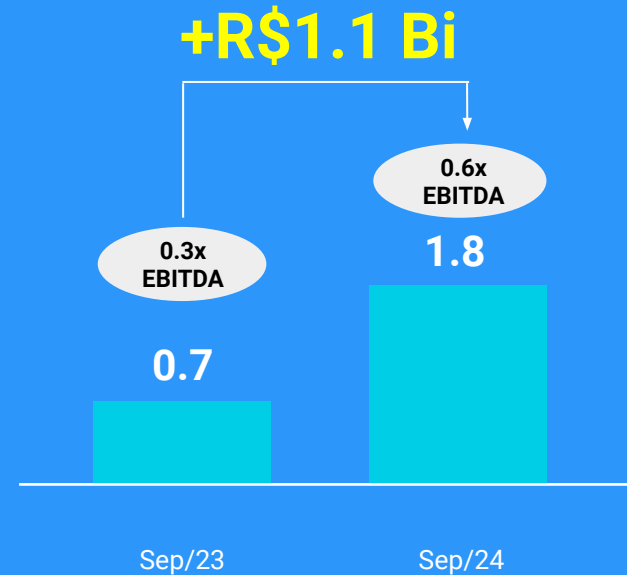
Operational cash flow generation of R\$2.4 billion over the last 12 months, with a R\$1.1 billion increase in net cash

Cash flow from operations (12 months ; R\$ Bi)



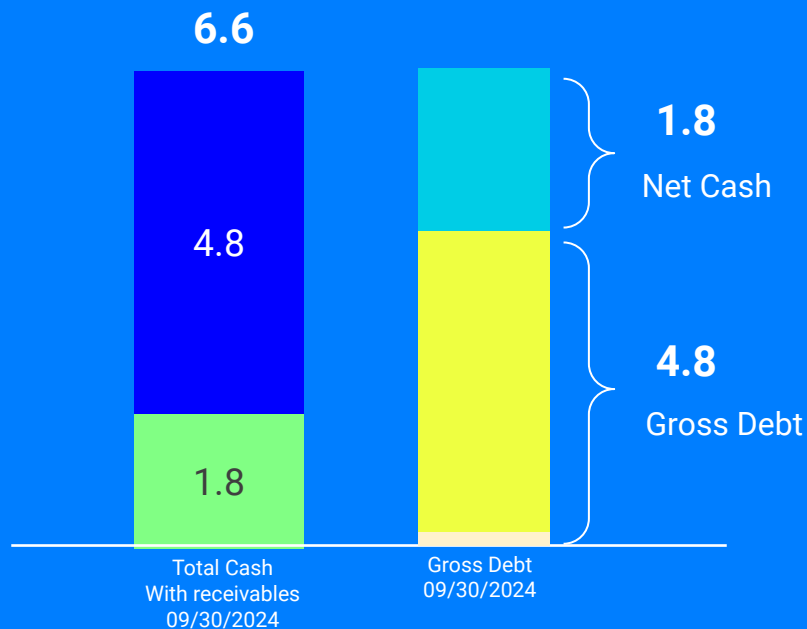
Cash flow from operations

Net cash evolution, including receivables (R\$ Bi)



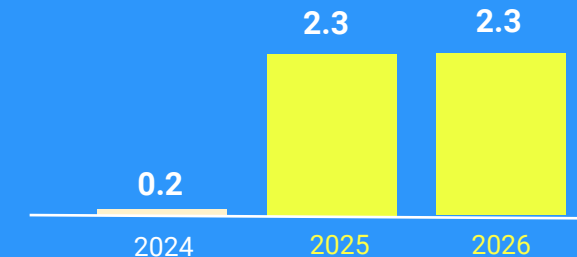
We ended 3Q24 with a **net cash of 1.8 billion**, an increase of R\$1.1 billion compared to the previous year

Net cash position (R\$ Bi)



Receiváveis Caixa Curto Prazo Longo Prazo

Debt Schedule (R\$ billion)



→ 2024: Payment of R\$3.0 billion in debt

Luizacred

Credit card TPV reached **R\$14.7 billion** with annualized ROE of 18%

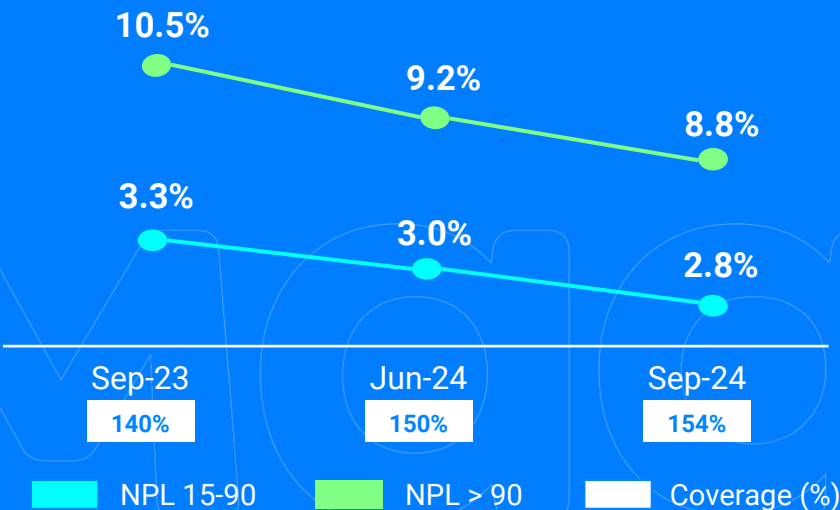
R\$19.3 B

Credit Portfolio
[3Q24]

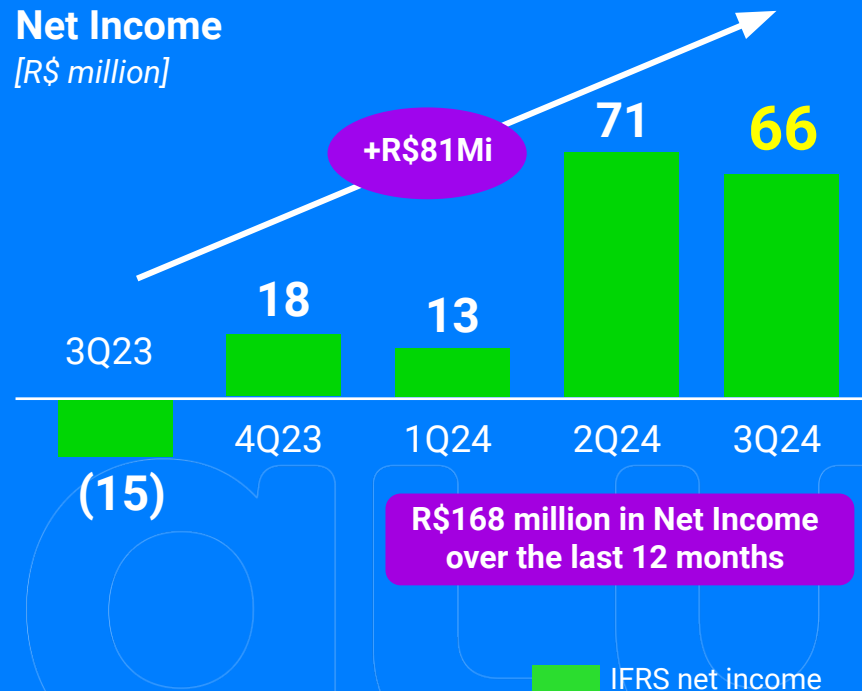
6.3M

Credit Cards
[3Q24]

Percent of the Portfolio Overdue (%)



Net Income [R\$ million]



Magalu ecosystem



serviços financeiros

CONSÓRCIO
Magalu

VIP
COMMERCE

maas

magalu
pay

hub
fintech

magalu cloud

magalu
pagamentos

stoa com
school

luizaCRED

SmartHint HUB SALES

grand
chef bit55

logística **magalu**
Entregas

Canaltech

conteúdo

SODE
SOLUÇÕES DE ENTREGA

netshoes

KaBum! >>

STEAL
THE
LOOK

logbee

ÉPOCA
COSMÉTICOS · PERFUMARIA

aiqfome

GFL

ZATTINI

Magalu

estante
virtual

LOVE
GEO

Sinclog

MAGALU



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