



2Q11 Conference Call

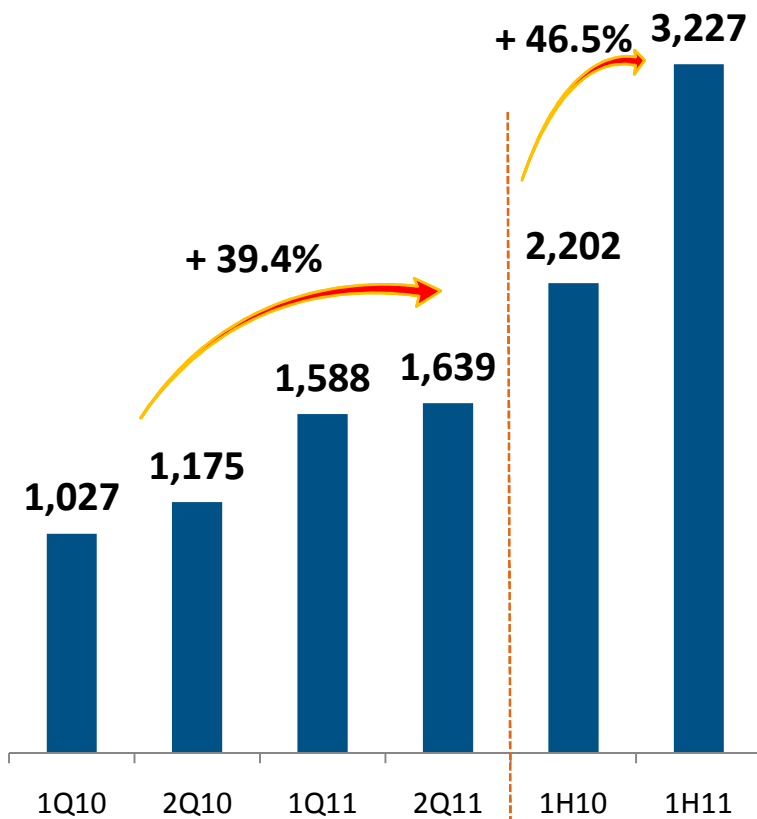
August 12, 2011

magazine luiza
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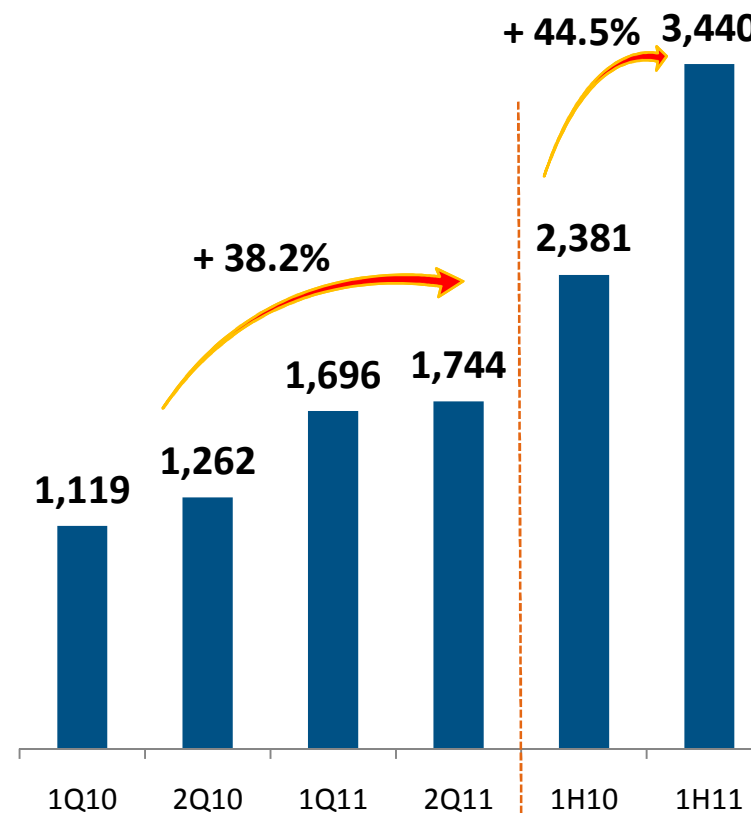
Sales Performance

Gross Revenue (R\$ million)

Retail



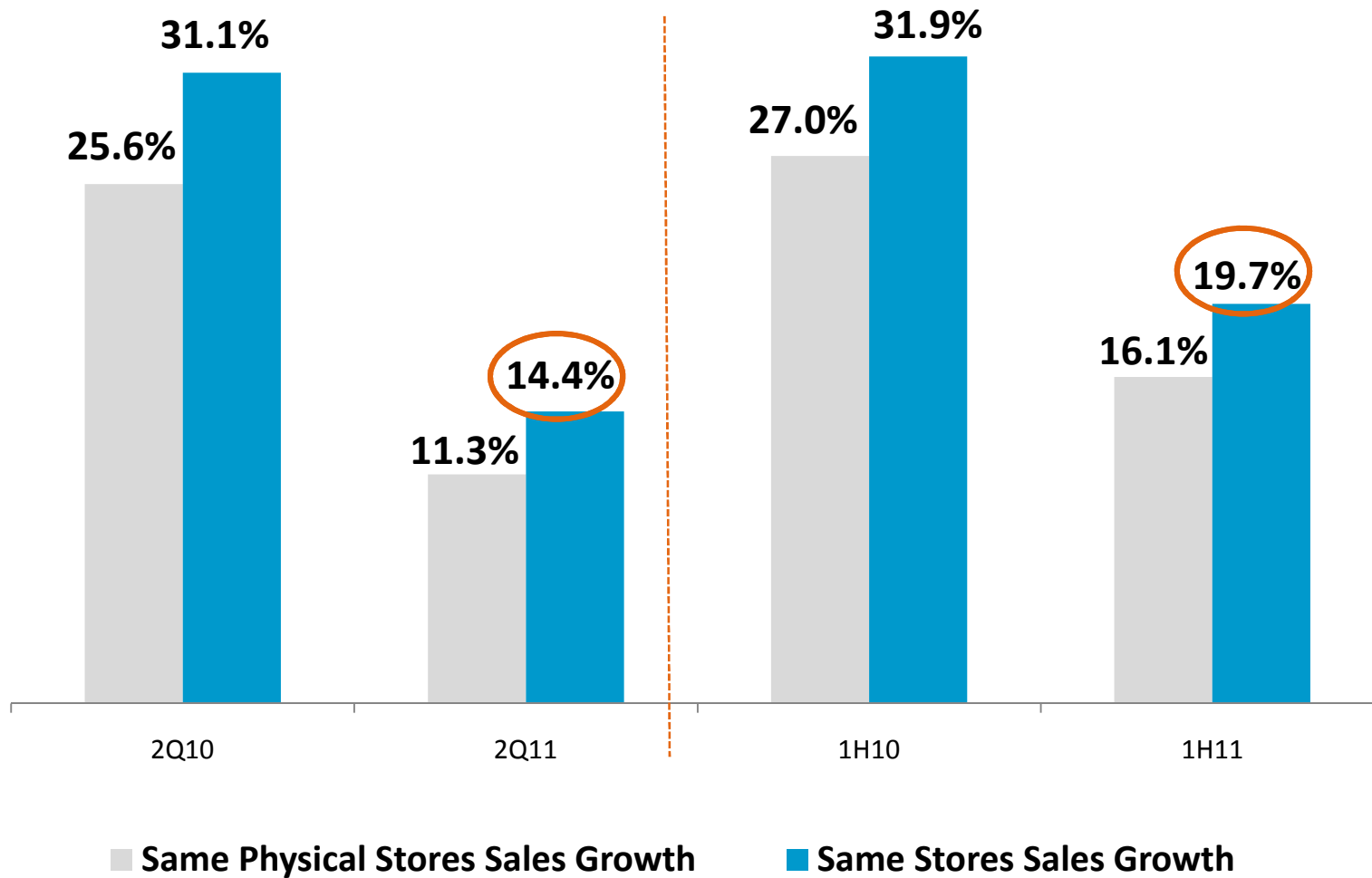
Total



(*) Gross revenue growth year-on-year.

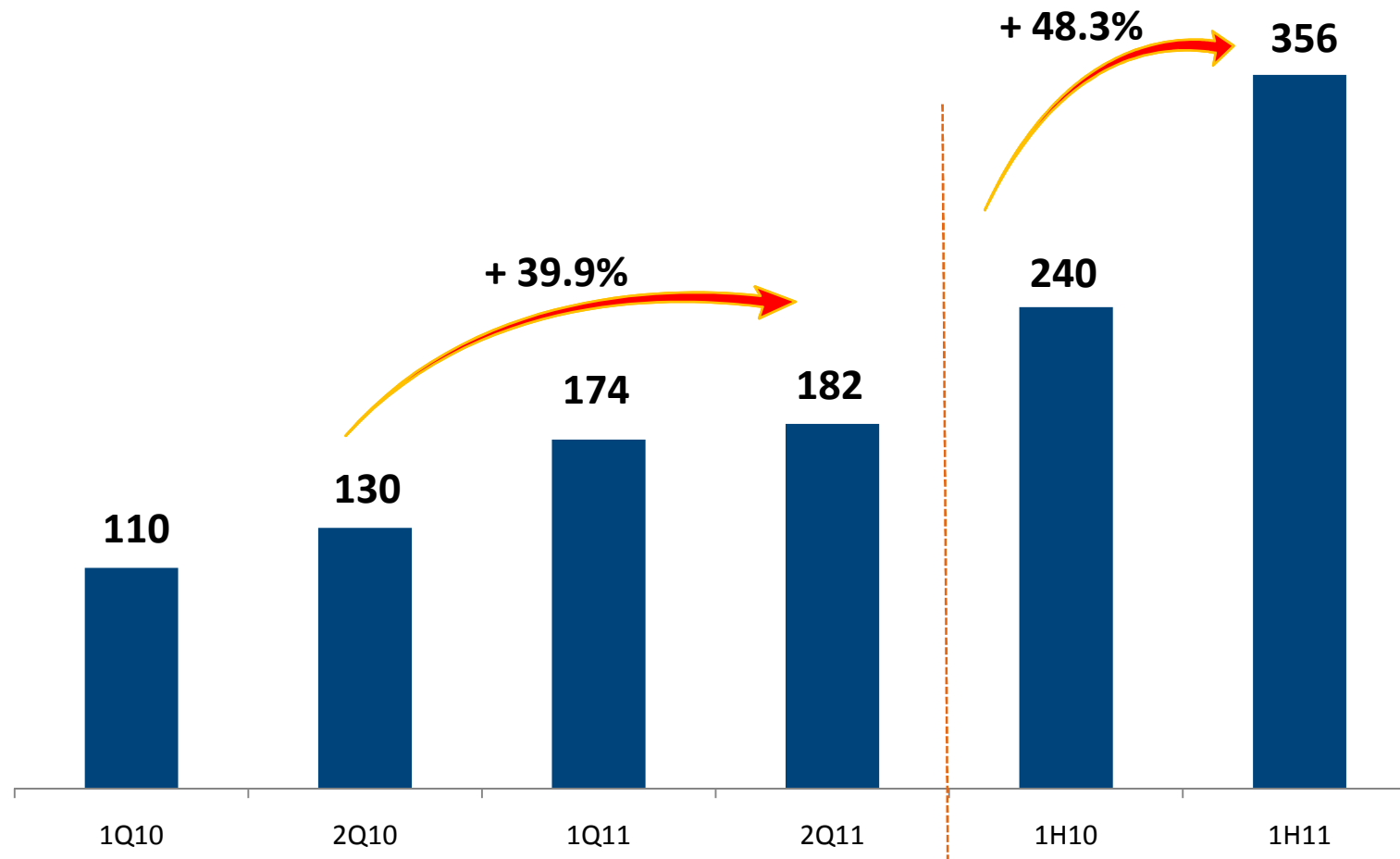
Sales Performance

SSS- Same Stores Sales (%)



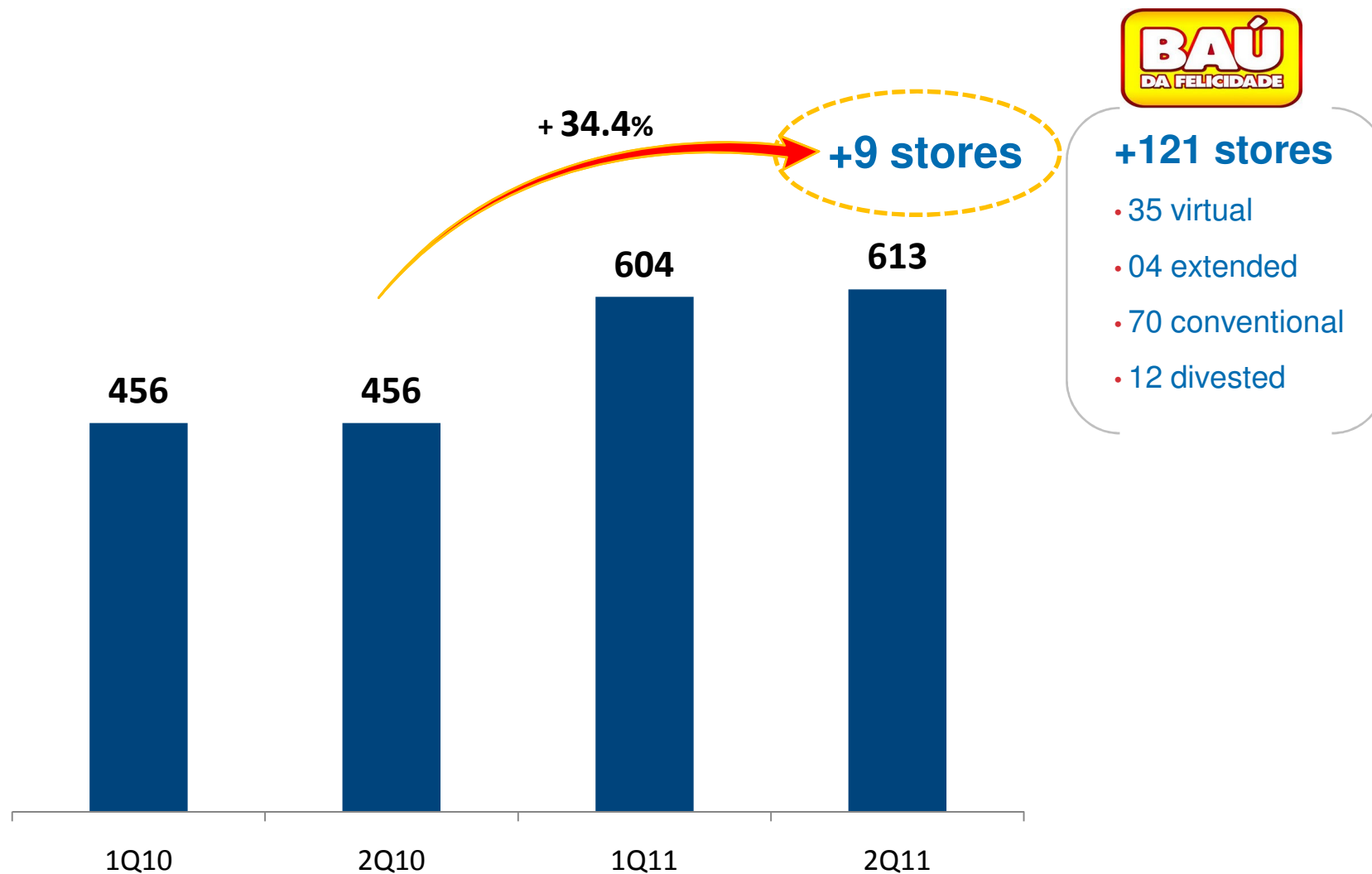
Sales Performance

Internet (R\$ million)



Organic Growth and Acquisitions

Number of Stores (end of period)

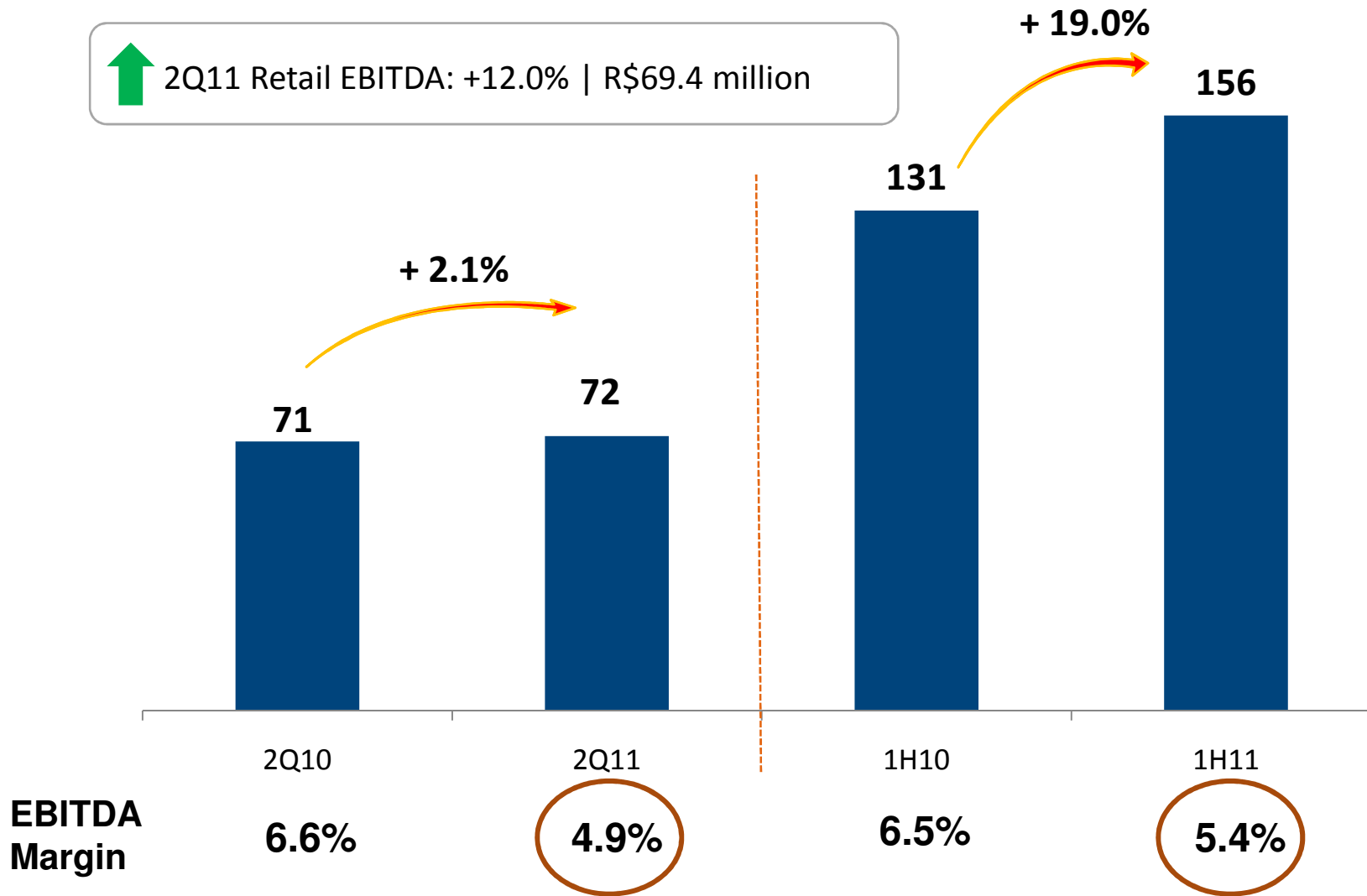


(*) On July 29, 2011, Lojas do Baú acquisition was concluded.

Financial Performance

Consolidated EBITDA (R\$ million)

↑ 2Q11 Retail EBITDA: +12.0% | R\$69.4 million



Financial Performance

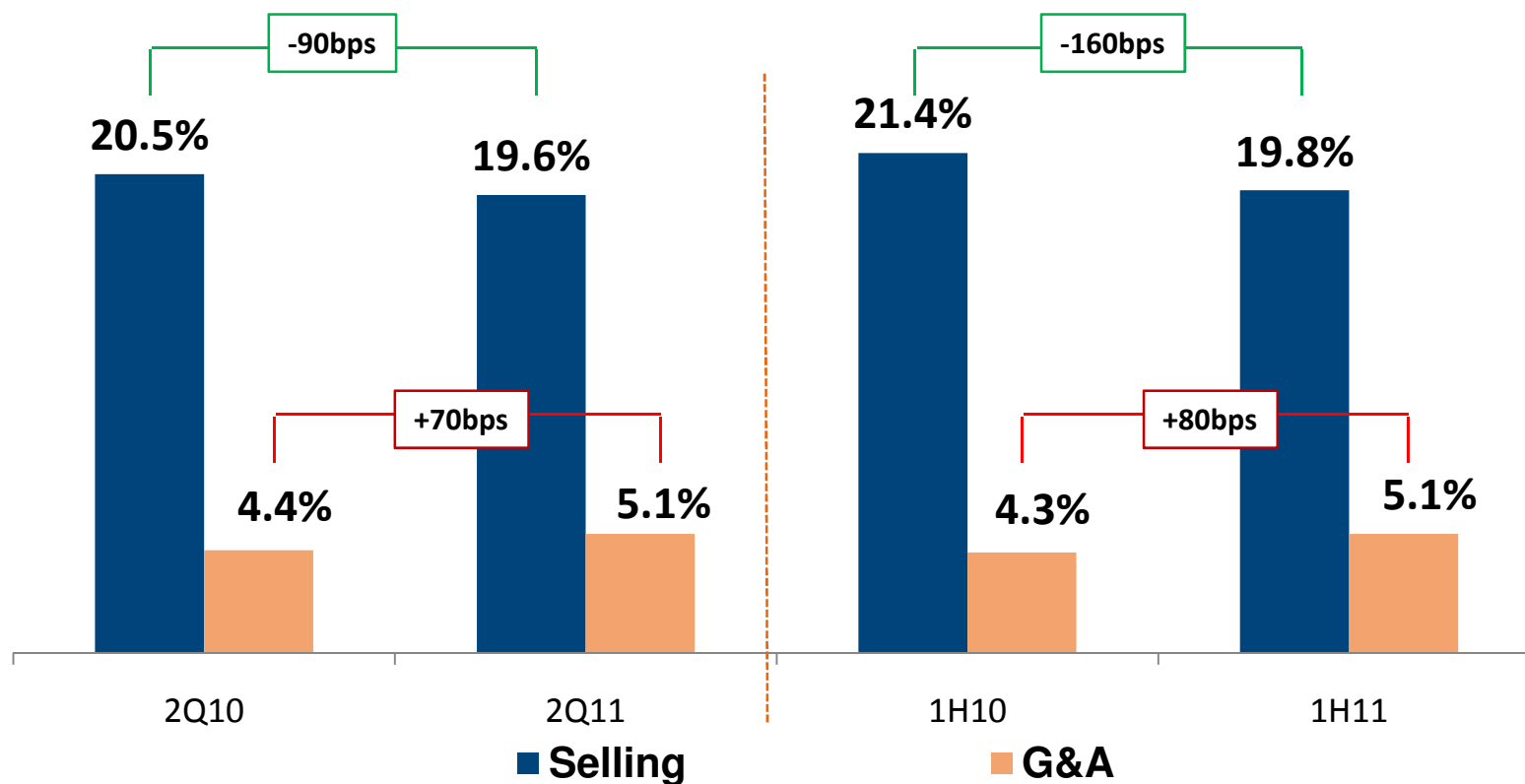
Expenses as % of Net Revenue (Consolidated)



Selling: dilution explained by the increase in same stores sales and internet



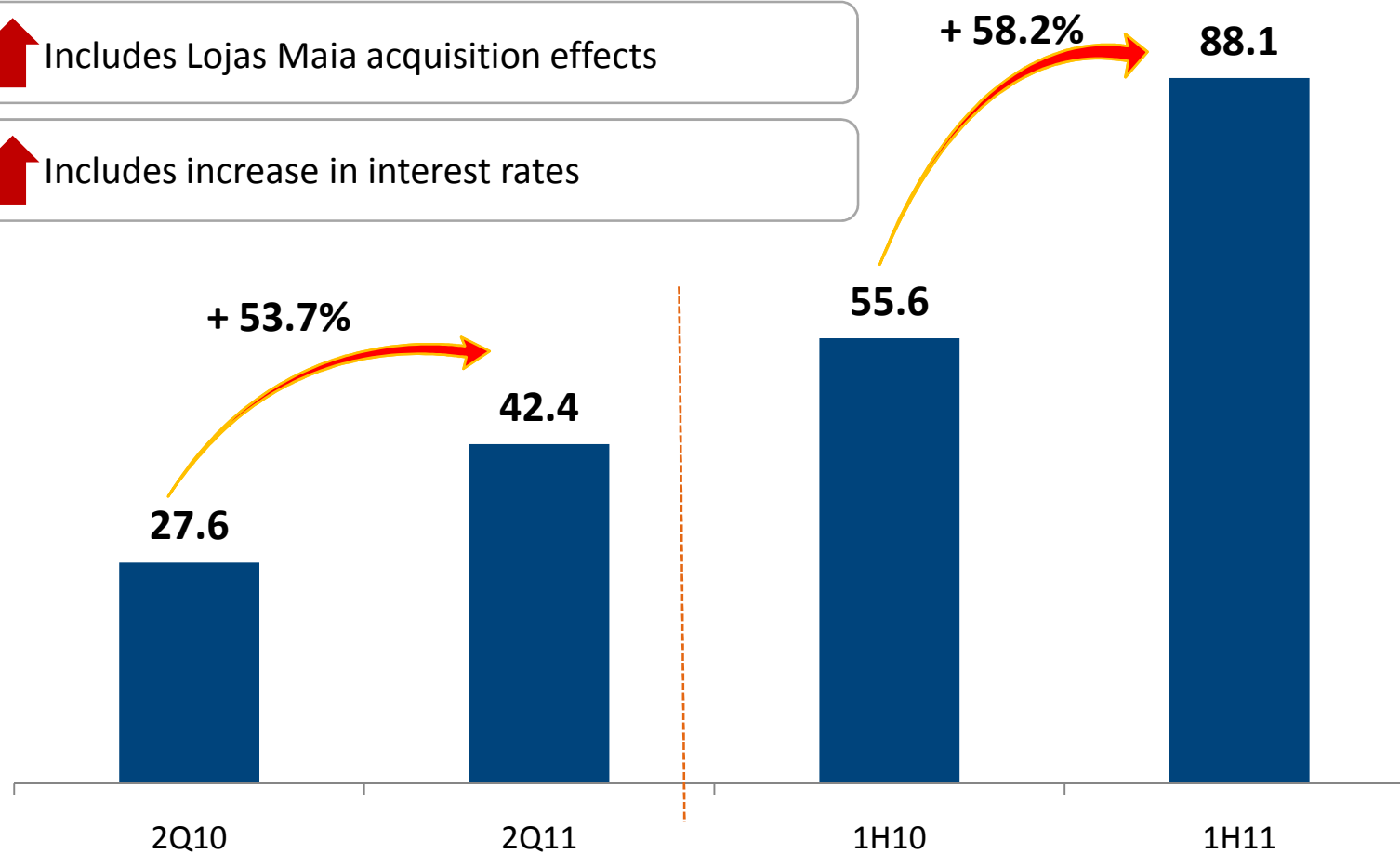
G&A: increase explained by São Paulo's office and Lojas Maia integration



Financial Performance

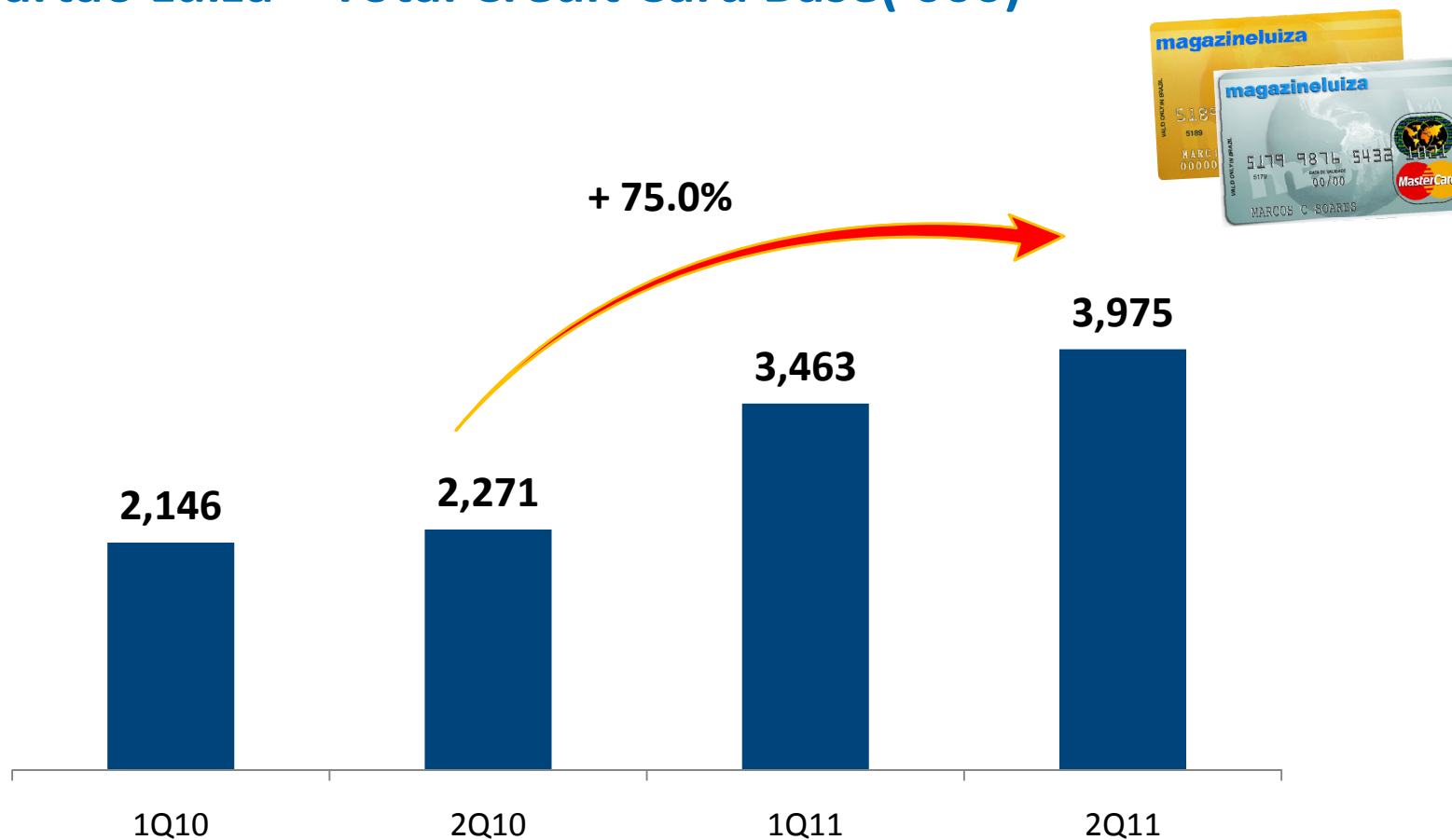
Financial Expenses (R\$ million)

- ↑ Partially benefited by IPO resources
- ↑ Includes Lojas Maia acquisition effects
- ↑ Includes increase in interest rates



Financial Performance

Cartão Luiza – Total Credit Card Base('000)



Financial Performance

Luizacred – Portfolio (R\$ million)

PORTFOLIO (R\$ million)		Jun/11		Mar/11		Dec/11		Jun/11	
Total Portfolio		2,668	100.0%	2,424	100.0%	2,360	100.0%	1,874	100.0%
000 to 014 days	A	2,020	75.7%	1,772	73.1%	1,825	77.4%	1,393	74.3%
015 to 030 days	B	120	4.5%	128	5.3%	131	5.5%	102	5.4%
031 to 060 days	C	75	2.8%	77	3.2%	87	3.7%	59	3.2%
061 to 090 days	D	65	2.4%	72	3.0%	45	1.9%	52	2.8%
091 to 120 days	E	55	2.1%	83	3.4%	37	1.6%	42	2.2%
121 to 150 days	F	52	1.9%	63	2.6%	32	1.3%	39	2.1%
151 to 180 days	G	65	2.4%	45	1.8%	29	1.2%	38	2.0%
180 to 360 days	H	216	8.1%	184	7.6%	174	7.4%	150	8.0%
Overdue up to 90 days		260	9.8%	277	11.4%	263	11.1%	213	11.4%
Overdue above 90 days		388	14.5%	375	15.5%	272	11.5%	268	14.3%
Total Overdue		648	24.3%	652	26.9%	534	22.6%	481	25.7%

-140bps

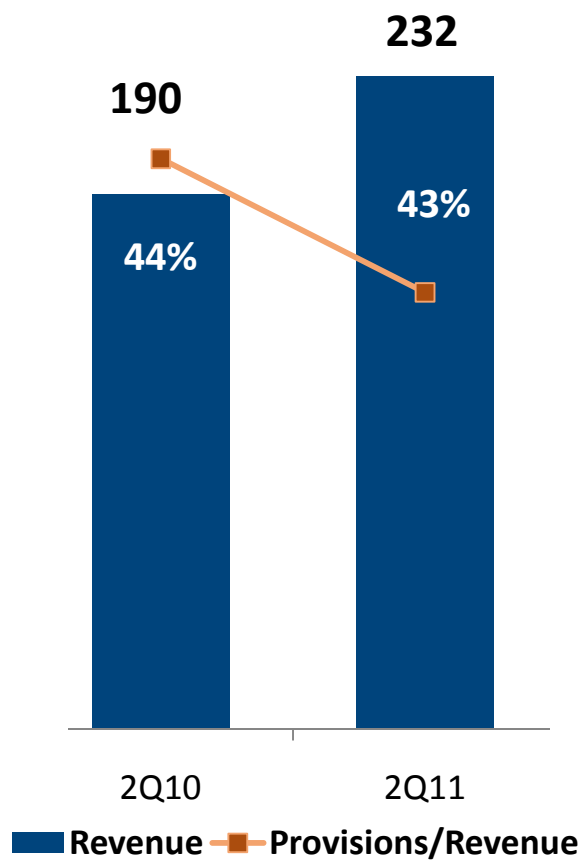


Reduced Delinquency ratios

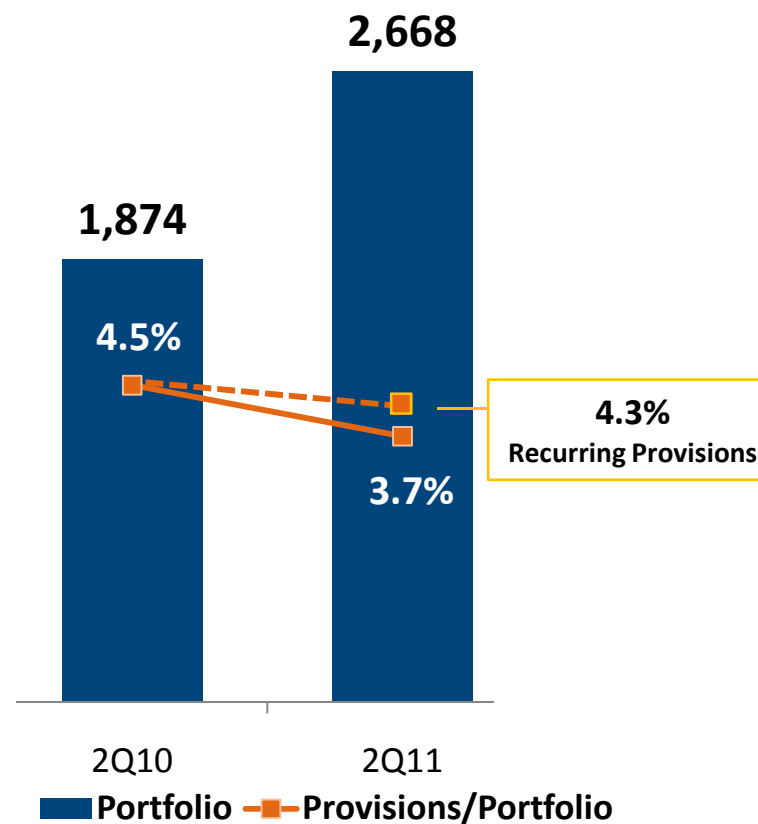
Financial Performance

Luizacred

Revenue (R\$MM) & Provisions/Revenue (%)



Portfolio (R\$MM) & Provisions/Portfolio (%)



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