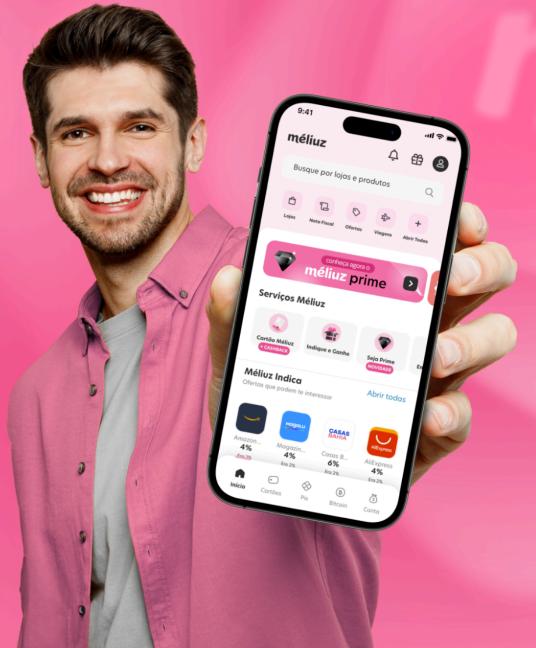
méliuz

2Q24Earnings
Release



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□ Conference Call

August 9, 2024 at 11 am (BRT) with simultaneous translation into English*

Webcast link: Click here
Access code: Meliuz

*Select the language you prefer by clicking on the "Interpretation" button which will be located at the bottom of the Zoom screen



Picodi's Impairment

The Company tests the recoverable value of assets annually or when there is an indication of a change. The test is carried out based on economic and financial projections using the discounted cash flow method.

On June 30, 2024, the Company tested the recoverability of its assets, with the main assumptions being the change in the discount rate and operational and financial metrics of each company. As a result, an impairment was recorded for the subsidiary Picodi, in the amount of R\$ 82.8 million (non-cash effect).

For more details, see the "Operating Expenses" chapter of this report.

Capital Reduction

The Company announced today, August 8th, through a Material Fact, the dates and procedures to be adopted by shareholders in relation to the payment relating to the capital reduction in the amount of R\$ 220 million approved at the Extraordinary General Meeting held on June 28, 2024.

On September 1, 2024 the legal period under article 174 of Law No. 6,404/76 will expire. The Capital Reduction becoming effective after the end of the legal period, the shareholders holding the Company's share on September 2nd ("Cut-off Date") will be entitled to receive the return of capital. In this way, the shares issued by the Company will be traded ex-rights from September 3rd and, on September 13th, the Company's shareholders on the Cut-off Date will be entitled to receive the amount of R\$ 2.52713563580 per share.



Financial and operational highlights

Consolidated profit/Loss		2Q24	2Q23	(Var. %)	1Q24	(Var. %)	1H24	1H23	(Var. %)
Shopping Brazil (Méliuz)									
Financial services (Méliuz) 14.7 9.1 62% 16.1 -9% 30.8 17.0 81% International shopping (Picodi) 3.8 5.1 -26% 4.5 -16% 8.3 10.7 -22% Other companies 7.9 5.3 48% 8.5 -7% 16.4 10.4 57% Adjusted expenses¹ -74.3 -86.1 -14% -79.5 -7% -153.8 -178.4 14% Consolidated expenses -157.1 -88.6 77% -79.5 98% -236.6 -186.9 -27% Parent company adjusted EBITDA¹ 16.0 -6.3 -355% 12.8 25% 28.8 -13.8 -309% Parent company EBITDA -63.8 -8.7 634% 12.8 -598% -51.0 -22.3 129% Consolidated adjusted EBITDA¹ 15.2 -11.7 -230% 5.8 163% 20.9 -18.7 -212% Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# million)³ 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - 4.4000 4	Consolidated net revenue	87.6	72.2	21%	82.4	6%	170.1	155.8	9%
International shopping (Picodi) 3.8 5.1 -26% 4.5 -16% 8.3 10.7 -22%	Shopping Brazil (Méliuz)	61.3	52.6	16%	53.3	15%	114.5	117.6	-3%
Other companies 7.9 5.3 48% 8.5 -7% 16.4 10.4 57% Adjusted expenses¹ -74.3 -86.1 -14% -79.5 -7% -153.8 -178.4 14% Consolidated expenses -157.1 -88.6 77% -79.5 98% -236.6 -186.9 -27% Parent company adjusted EBITDA¹ 16.0 -6.3 -355% 12.8 25% 28.8 -13.8 -309% Parent company EBITDA -63.8 -8.7 634% 12.8 -598% -51.0 -22.3 129% Consolidated adjusted EBITDA¹ 15.2 -11.7 -230% 5.8 163% 20.9 -18.7 -212% Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19	Financial services (Méliuz)	14.7	9.1	62%	16.1	-9%	30.8	17.0	81%
Adjusted expenses¹	International shopping (Picodi)	3.8	5.1	-26%	4.5	-16%	8.3	10.7	-22%
Consolidated expenses -157.1 -88.6 77% -79.5 98% -236.6 -186.9 -27% Parent company adjusted EBITDA¹ 16.0 -6.3 -355% 12.8 25% 28.8 -13.8 -309% Parent company EBITDA -63.8 -8.7 634% 12.8 -598% -51.0 -22.3 129% Consolidated adjusted EBITDA¹ 15.2 -11.7 -230% 5.8 163% 20.9 -18.7 -212% Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued	Other companies	7.9	5.3	48%	8.5	-7%	16.4	10.4	57%
Parent company adjusted EBITDA¹ 16.0 -6.3 -355% 12.8 25% 28.8 -13.8 -309% Parent company EBITDA -63.8 -8.7 634% 12.8 -598% -51.0 -22.3 129% Consolidated adjusted EBITDA¹ 15.2 -11.7 -230% 5.8 163% 20.9 -18.7 -212% Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Coperational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued	Adjusted expenses ¹	-74.3	-86.1	-14%	-79.5	-7%	-153.8	-178.4	14%
Parent company EBITDA -63.8 -8.7 634% 12.8 -598% -51.0 -22.3 129% Consolidated adjusted EBITDA¹ 15.2 -11.7 -230% 5.8 163% 20.9 -18.7 -212% Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Consolidated expenses	-157.1	-88.6	77%	-79.5	98%	-236.6	-186.9	-27%
Consolidated adjusted EBITDA¹ 15.2 -11.7 -230% 5.8 163% 20.9 -18.7 -212% Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued	Parent company adjusted EBITDA¹	16.0	-6.3	-355%	12.8	25%	28.8	-13.8	-309%
Consolidated EBITDA -67.6 -14.1 380% 5.8 -1274% -61.9 -27.2 128% Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Parent company EBITDA	-63.8	-8.7	634%	12.8	-598%	-51.0	-22.3	129%
Consolidated adjusted profit/loss¹ 22.0 -3.9 -668% 19.1 16% 41.1 0.8 5,139% Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Consolidated adjusted EBITDA ¹	15.2	-11.7	-230%	5.8	163%	20.9	-18.7	-212%
Consolidated profit/Loss -60.8 -6.3 863% 19.1 -418% -41.7 -7.7 438% Cash & equiv. cash (Consolidated)² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Consolidated EBITDA	-67.6	-14.1	380%	5.8	-1274%	-61.9	-27.2	128%
Cash & equiv. cash (Consolidated) ² 451.4 395.8 14% 676.7 -33% 451.4 395.8 14% Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million) ³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Consolidated adjusted profit/loss ¹	22.0	-3.9	-668%	19.1	16%	41.1	0.8	5,139%
Operational performance Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Consolidated profit/Loss	-60.8	-6.3	863%	19.1	-418%	-41.7	-7.7	438%
Méliuz total accounts (# million) 33.4 28.1 19% 31.3 7% 33.4 28.1 19% Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 -	Cash & equiv. cash (Consolidated) ²	451.4	395.8	14%	676.7	-33%	451.4	395.8	14%
Net take rate (Méliuz) 2.4% 2.3% 0.1 p.p 2.4% - 2.4% 2.3% 0.1 p.p Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued - - 1,452.8 39% 2,018.7 17.1 -	Operational performance								
Take rate (Méliuz) 6.9% 6.1% 0.8 p.p 7.1% -0.2 p.p 7.0% 6.1% 0.9 p.p Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued	Méliuz total accounts (# million)	33.4	28.1	19%	31.3	7%	33.4	28.1	19%
Shopping Brazil GMV (R\$ million)³ 1,092.4 1,105.5 -1% 1,092.0 - 2,184.4 2,250.7 -3% BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued - - 1,452.8 39% 2,018.7 17.1 -	Net take rate (Méliuz)	2.4%	2.3%	0.1 p.p	2.4%	-	2.4%	2.3%	0.1 p.p
BV Partnership Accumulated open digital accounts (# thousand) 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued	Take rate (Méliuz)	6.9%	6.1%	0.8 p.p	7.1%	-0.2 p.p	7.0%	6.1%	0.9 p.p
Accumulated open digital accounts 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued - - 1,452.8 39% 2,018.7 17.1 -	Shopping Brazil GMV (R\$ million) ³	1,092.4	1,105.5	-1%	1,092.0	-	2,184.4	2,250.7	-3%
Accumulated open digital accounts 2,018.7 17.1 - 1,452.8 39% 2,018.7 17.1 - Accumulated credit cards issued - - 1,452.8 39% 2,018.7 17.1 -	BV Partnership								
		2,018.7	17.1	_	1,452.8	39%	2,018.7	17.1	-
		136.2	8.2	1,565%	89.8	52%	136.2	8.2	1,565%
TPV (R\$ million) 236.5 4.7 4,882% 155.6 52% 392.2 4.8 8,131%	TPV (R\$ million)	236.5	4.7	4,882%	155.6	52%	392.2	4.8	8,131%

¹ "Adjusted": excludes extraordinary items. In 2Q24, the extraordinary item refers to the impairment of Picodi in the amount of R\$ 82.8 million in the Consolidated and R\$ 79.8 million in the Parent Company (non-cash effect). For values of extraordinary items from other periods, access the "Operating Expenses" chapter of this report.

² Includes: Cash, Cash Equivalent, and Securities.

³ Brazil shopping GMV: Méliuz GMV and Promobit.



Letter from the CEO

Combining cash generation and operational growth

We continued to deliver a solid operating result even in a seasonally weak quarter for e-commerce. At the parent company, we achieved an adjusted EBITDA of R\$ 16.0 million and an adjusted EBITDA margin of 21.9%, the best figures for a second quarter in Méliuz's history. On the consolidated side, we achieved an adjusted EBITDA of R\$ 15.2 million and an adjusted net profit of R\$ 22.0 million in 2Q24, generating cash of R\$ 5.4 million in the period.



In addition to the positive margin, we were able to show important revenue growth in the period. We achieved consolidated net revenue of R\$ 87.6 million in 2Q24, 21% above 2Q23 and 6% above 1Q24. At Shopping Brazil, we presented growth of 16% compared to 2Q23 and 15% compared to 1Q24, an excellent result for the second quarter, mainly due to better commissions from partners, which confirms Méliuz with a strong loyalty and sales generating channel for retailers.

⁴ LTM: last twelve months.



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Our cost and expense structure remained lean. In this second quarter of the year, our adjusted operating expenses totaled R\$ 74.3 million, a 14% reduction compared to R\$ 86.1 million in 2Q23. With the improvement in revenue and reduction in expenses, even with the capital reduction carried out in April this year in the amount of R\$ 210 million, the Company continues to have a robust cash position of R\$ 451.4 million at the end of the period. We are confident in our strategy and cash generation for the remainder of the year, which allowed us to move forward with a second capital reduction in the amount of R\$ 220 million to be carried out next month.

We are very pleased with the results of the Shopping Brazil operation and the Promobit and Melhor Plano operations. All generating operational cash and showing growth in operations. We are also confident with the growth of Méliuz Nota Fiscal, Méliuz Ads and Méliuz Prime products.

However, unfortunately Picodi's operation is below expectations. Every quarter we have reported a drop in organic traffic, which has had a negative impact on the results of the coupon and cashback operations. In addition, the operation is the only one in the group that still burns cash. Although Méliuz has a majority stake in the asset, minority shareholders are in charge of Picodi's operation until the end date of the earnout. Given the lower operational expectations and its results, Méliuz carried out a recoverability test of its assets and recorded an impairment in Picodi of R\$ 82.8 million (non-cash effect).

Despite Picodi's results, we are very confident in delivering the objectives set for 2024, maintaining an optimized margin in operations, discipline in capital allocation, growth in core-business and search for good partnerships.



Financial Performance



Net revenue

In 2Q24 we reached consolidated net revenue of R\$ 87.6 million, representing a growth of 21% compared to the same period of the previous year (2Q23), when we reached R\$ 72.2 million, and 6% higher compared to 1Q24, when we reached R\$ 82.4 million.

In the year-to-date view, we achieved total revenues of R\$ 170.1 million (1H24), up 9% from R\$ 155.8 million in 1H23, mainly due to the ramp-up of the partnership with Banco BV.

Net revenue (R\$ million)	2Q24	2Q23	Var (%)	1Q24	Var (%)	1H24	1H23	Var (%)
Shopping Brazil	61.3	52.6	16%	53.3	15%	114.5	117.6	-3%
Financial services	14.7	9.1	62%	16.1	-9%	30.8	17.0	81%
International shopping	3.8	5.1	-26%	4.5	-16%	8.3	10.7	-22%
Other companies	7.9	5.3	48%	8.5	-7%	16.4	10.4	57%
Total net revenue	87.6	72.2	21%	82.4	6%	170.1	155.8	9%

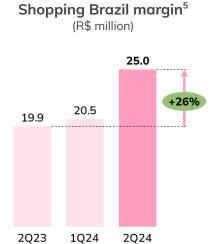
Shopping Brazil

In 2Q24, we achieved net revenue at Shopping Brazil of R\$ 61.3 million, an increase of 16% compared to the R\$ 52.6 million reported in 2Q23 and 15% higher compared to the R\$ 53.3 million reported in 1Q24, mainly explained by: (i) improvement in take rate; (ii) continued growth of Méliuz Ads; and (iii) continuous improvement of operations and user acquisition and engagement rates.

The progressive improvement in the take rate is an important indicator that shows better negotiations, as well as the certainty that Méliuz has been generating value (sales) for its partners. In 1H24 our average take rate was 7.0%, while in 1H23 it was 6.1%.



In terms of shopping Brazil's margin, in 2Q24 we reached a gross margin of R\$ 25.0 million, 25% higher compared to 2Q23, when we reached R\$ 19.9 million, and 22% higher compared to 1Q24, when we reached R\$ 20.5 million.



Financial services

Net revenue from Financial Services, which includes the digital account and card in partnership with Banco BV, Méliuz's own card and the co-branded legacy card, was R\$ 14.7 million in 2T24, a growth of 62% compared to the same period of the previous year, when we reached R\$ 9.1 million. This improvement is a result of the progress in the operation in partnership with banco BV.

In comparison with 1Q24, when we reached the result of R\$ 16.1 million, we presented a reduction of 9% explained by the migration of Méliuz accounts and cards to the partnership with Banco BV that occurred throughout the first quarter of the year. Disregarding this revenue from the migration of accounts and cards worth R\$ 2.1 million in 1Q24, revenue in 2Q24 was 5% higher than the previous quarter.

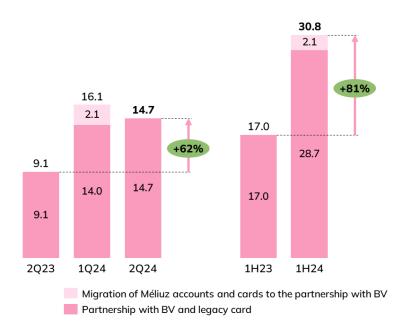
 $^{^{\}scriptscriptstyle 5}$ Shopping Brazil revenue minus cashback expenses from the parent company.



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Financial services net revenue

(R\$ million)



International shopping

In 2Q24, Picodi's net revenue was R\$ 3.8 million (PLN 3.0 million), a reduction of 26% compared to 2Q23, when it reached R\$ 5.1 million (PLN 4.3 million,) and 16% compared to 1Q24, when it reached R\$ 4.5 million (PLN 3.7 million). The drop in revenue compared to the previous periods is mainly explained by the fall in organic traffic, which has been impacting the recurring revenue of the discount coupons operation and the growth of the cashback operation, and also by the current underperformance of the cashback operation, with engagement levels lower than our historical averages in Brazil in some markets. Furthermore, the paid acquisition channels explored by Picodi have not shown a satisfactory CAC (customer acquisition cost) vs. LTV (lifetime value) ratio, limiting the exploration of these channels.

Méliuz does not consider Picodi's recent results to be satisfactory. Although we have a majority stake in the asset, the minority shareholders are in charge of the operation until the end of the earn-out date.



International shopping net revenue

(PLN million)





Operating expenses

In 2Q24, our consolidated costs and expenses excluding extraordinary items were R\$ 74.3 million, a decrease of 14% against the R\$ 86.1 million reported in 2Q23 and 7% lower than the R\$ 79.5 million reported in 1Q24 .

In the year-to-date view, we reached a total of R\$ 153.8 million in costs and expenses (excluding extraordinary items) in 1H24, against R\$ 178.4 million in 1H23, a reduction of 14% between the periods.



Excluding extraordinary items (R\$ million)



Including the extraordinary item for the period, relating to the impairment of Picodi in the amount of R\$ 82.8 million, total costs and expenses amounted to R\$ 157.1 million in 2Q24.

As mentioned at the beginning of this report, the Company tested the recoverability of its assets using as main assumptions the change in the discount rate and updated operating and financial metrics of its controlled companies. As a result, an impairment of R\$ 82.8 million was recorded for the subsidiary Picodi (non-cash effect).

Operating expenses (R\$ million)	2Q24	2Q23	Var (%)	1Q24	Var (%)	1H24	1H23	Var (%)
Cashback	36.3	35.1	4%	33.9	7%	70.3	75.3	-7%
Shopping Brazil	33.9	29.7	14%	30.9	10%	64.8	64.6	0%
Others	2.4	5.4	-55%	3.0	-21%	5.4	10.7	-49%
Personnel	17.3	23.6	-27%	18.7	-7%	36.0	53.9	-33%
Extraordinary items	-	(3.4)	-100%	-	-	-	(1.0)	-100%
Commercial and marketing	6.6	5.4	23%	6.1	7%	12.7	11.6	10%
Softwares	2.6	1.8	40%	2.5	4%	5.0	7.8	-35%
Third-party services	2.8	9.9	-72%	3.7	-24%	6.5	14.3	-54%
Extraordinary items	-	8.2	-100%	-	-	-	9.4	-100%
Other expenses/income	91.5	12.8	616%	14.6	527%	106.1	24.1	340%
Extraordinary items	82.8	(2.4)	_	-	-	82.8	0.1	-
Total operating expenses	157.1	88.6	77%	79.5	98%	236.6	186.9	27%
Total extraordinary items	82.8	2.4	3,309%	-	-	82.8	8.5	870%
Total op expenses. ex-extraordinary items	74.3	86.1	-14%	79.5	-7%	153.8	178.4	-14%

Cashback

Cashback expenses totaled R\$ 36.3 million in 2Q24, an increase of 4% compared to 2Q23 and 7% compared to 1Q24, both explained by the better performance of Shopping Brazil, as explained in the revenue section above.

Personnel

Personnel expenses totaled R\$ 17.3 million in 2Q24, down 27% from the R\$ 23.6 million reported in 2Q23. If we disregard the extraordinary items that positively impacted the result by R\$ 3.4 million in 2Q23 - referring to the reversal of stock option charges - the drop in personnel expenses would be 36%, due to the organizational restructuring carried out at the company over the last year.

Compared to 1Q24, there was a 7% drop in personnel expenses, explained mainly by adjustments to the provisioning of employee stock options.



Software

Software expenses totaled R\$ 2.6 million in 2Q24, an increase of R\$ 0.8 million compared to 2Q23, due to an adjustment in a supplier's contract. Compared to 1Q24, software expenses remained in line.

Third-party services

Third-party expenses totaled R\$ 2.8 million in 2Q24, against R\$ 9.9 million in 2Q23. Excluding the extraordinary items that negatively impacted the result by R\$ 8.2 million in 2Q23 - referring to payments to legal and financial advisors for the sale of Bankly - expenses with third-party services would have been R\$ 1.7 million in 2Q23, representing an increase of R\$ 1.2 million, explained by the occasional hiring of external advisors.

In comparison with 1Q24, when we reached R\$ 3.7 million, we saw a fall of 24% explained by the reduction in expenses with external advisors.

Other expenses/income

Other expenses/revenues, which includes general and administrative expenses, depreciation and amortization, impairment of assets and other DRE expenses, totaled R\$ 91.5 million in 2Q24 against R\$ 12.8 million in 2Q23. Disregarding the extraordinary items of a negative R\$ 82.8 million in 2Q24 - referring to the impairment of Picodi - and a positive R\$ 2.4 million in 2Q23 - majority refers to the reversal of the provision for the loss of Americanas receivables - we would see a 42% reduction in the others line, explained by the lower expense with PCLD provisioning of the FIDC (Fundo de Investimento em Direitos Creditórios - in english: Credit Rights Investment Fund) contracted for Méliuz's own cards, since this operation is being discontinued.

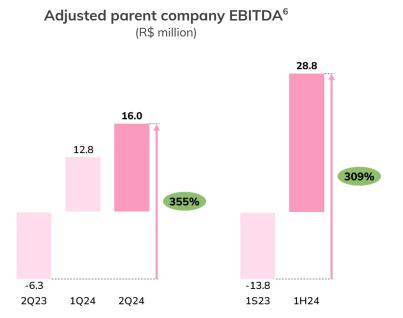
In comparison with 1Q24, when we reached R\$ 14.6 million, we saw a 40% reduction (excluding extraordinary items), also explained by the lower expense provisioning for PCLD from the FIDC since this operation is being discontinued.



EBITDA and net result

We went from an adjusted EBITDA (excluding extraordinary items) at the parent company of negative R\$ 6.3 million in 2Q23 to positive R\$ 16.0 million in 2Q24. If we take into account extraordinary items - reported in the Operating Expenses chapter - we went from an EBITDA at the parent company of negative R\$ 8.7 million in 2Q23 to negative R\$ 63.8 million in 2Q24.

In comparison with the last quarter, we went from an adjusted EBITDA (excluding extraordinary items) at the parent company of a positive R\$ 12.8 million to a positive R\$ 16.0 million in 2Q24, an improvement of 25% between the periods. If we take into account extraordinary items - reported in the Operating Expenses chapter - we went from a positive EBITDA at the parent company of R\$12.8 million in 1Q24 to a negative R\$ 63.8 million in 2Q24.

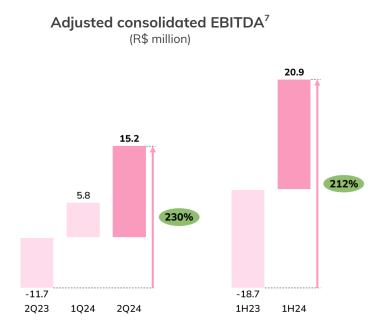


In the consolidated view, we went from an adjusted consolidated EBITDA (excluding extraordinary items) of negative R\$ 11.7 million in 2Q23 to positive R\$ 15.2 million in 2Q24. If we take into account extraordinary items - reported in the Operating Expenses chapter - we went from a consolidated EBITDA of negative R\$ 14.1 million in 2Q23 to negative R\$ 67.6 million in 2Q24.

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⁶ Excluding extraordinary items.

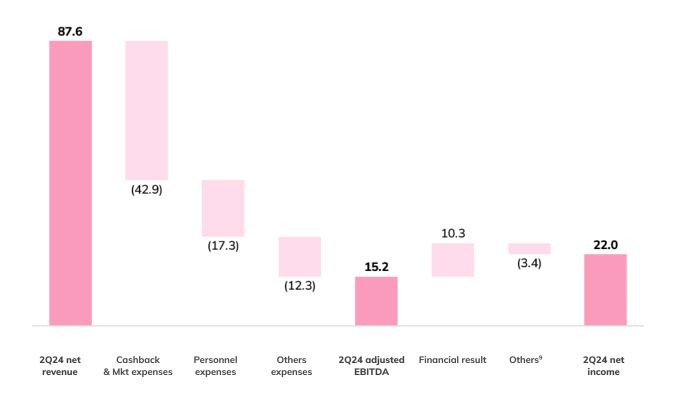
In comparison with the last quarter, we went from an adjusted consolidated EBITDA (excluding extraordinary items) of a positive R\$ 5.8 million to a positive R\$ 15.2 million in 2Q24. If we consider extraordinary items - reported in the Operating Expenses chapter - we went from a consolidated EBITDA of a positive R\$ 5.8 million in 1Q24 to a negative R\$ 67.6 million in 2Q24.



Considering the financial result (R\$ 10.3 million), amortization, depreciation and taxes (negative R\$ 3.4 million), we ended 2Q24 with a consolidated adjusted net profit of R\$ 22.0 million, against a profit of R\$ 19.1 million in 1Q24 and a loss of R\$ 3.9 million in 2Q23.

⁷ Excluding extraordinary items.

2Q24 adjusted consolidated net income⁸ (R\$ million)



Excluding extraordinary items.Depreciation, amortization and taxes.



Cash, cash equivalents and securities

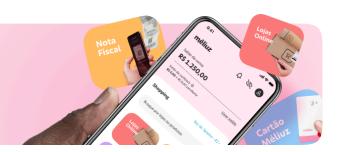
We went from a cash position of R\$ 676.7 million in 1Q24 to R\$ 451.4 million in 2Q24, explained mainly by the capital reduction carried out by the Company (R\$ 207 million)¹⁰ and the earn-out payment from the acquired companies (R\$ 33 million). These effects were partially mitigated by the return on cash investments and the solid operating result posted by Méliuz.



¹⁰ The amount approved for the capital reduction was R\$210 million. However, some of the company's shareholders are not up to date with their registration with B3 and are therefore unable to receive the amount due.



Operating Performance



Shopping Brazil

Net take rate, GMV and new buyers

In 2Q24 we achieved a net take rate of 2.4%, 0.1 p.p higher than in 2Q23 and in line with 1Q24.

In terms of take rate, we reached a level of 6.9% in 2Q24, compared to 6.1% in 2Q23, mainly due to better negotiations with partners and the seasonal effects of campaigns carried out during the quarter. Compared to 1Q24, when we reached 7.1%, we saw a slight drop of 0.2 p.p.

In 2Q24, we reached a GMV of R\$1,092 million at Shopping Brasil, in line with 2Q23 and 1Q24.

In 2Q24, we saw a 25% increase in the number of new shoppers compared to 2Q23. On a year-to-date basis, the number of new shoppers in 1H24 was up 16% on 1H23.



Total accounts

In 2Q24 we reached a total of 33.4 million Méliuz accounts, compared to 28.1 million in 2Q23, representing growth of 19%.

Total accounts (# millions)



Financial services

Partnership with Banco BV

We reached the milestone of 2.0 million digital accounts opened in partnership with Banco BV, a growth of 39% in relation to the 1.5 million accounts opened by the end of 1Q24.

Digital accounts opened in partnership with banco BV

(Accumulated - # thousand)



By the end of 1Q24, we had issued an accumulated amount of 136 thousand credit cards in partnership with Banco BV, a growth of 52% compared to the end of 1Q24. In relation to TPV, we reached R\$ 236.5 million in 2Q24, against R\$ 155.6 million in 1Q24.



Credit card issued in partnership with Banco BV

(Accumulated - # thousand)



Other financial services

The remaining TPV of Méliuz's own card and the co-branded card was R\$ 273.6 million in 2Q24.

Financial Statements

Income statement

Three-month period ending June 30, 2024 and 2023 (In thousands of reais, except basic and diluted earnings per share)

	Parent Company		Consolidated		
-	06/30/2024	06/30/2023	06/30/2024	06/30/2023	
Net revenue	72,826	55,523	87,641	72,152	
Operating expenses	(137,515)	(63,895)	(157,101)	(88,559)	
- Cashback expenses	(36,233)	(32,751)	(36,329)	(35,060)	
Personnel expenses	(12,736)	(19,038)	(17,285)	(23,642)	
Commercial and marketing expenses	(2,451)	(2,528)	(6,565)	(5,358)	
Software expenses	(1,992)	(1,137)	(2,567)	(1,828)	
General and administrative expenses	(1,938)	258	(8,794)	(13,084)	
Third-party services	(2,110)	(9,653)	(2,808)	(9,888)	
Depreciation and amortization	(2,171)	(1,755)	(1,816)	(2,315)	
Impairment	(79,752)	-	(82,799)	-	
Other	1,868	2,709	1,862	2,616	
Gross result	(64,689)	(8,372)	(69,460)	(16,407)	
Equity income	(1,275)	(2,076)	-	-	
Income before financial result and taxes	(65,964)	(10,448)	(69,460)	(16,407)	
- Financial result	8,028	6,363	10,322	10,865	
Profit before taxes on profit	(57,936)	(4,085)	(59,138)	(5,542)	
Current and deferred income tax and social contribution	(1,322)	-	(1,622)	(768)	
Net income (loss) for the period from continuing operations	(59,258)	(4,085)	(60,760)	(6,310)	
- Net income from discontinued operations	-	(9,222)	-	(9,222)	
Net income (loss) for the period	(59,258)	(13,307)	(60,760)	(15,532)	
Net income (loss) for the period attributable to:					
Non-controlling interests	-	-	(1,502)	(2,225)	
Controlling shareholders	-	-	(59,258)	(13,307)	
Basic and diluted net income (loss) per Share (in R\$)	(0.68)	(0.15)			
- Basic and diluted net income (loss) per					



Balance sheet

June 30, 2024 (In thousands of reais)

	Parent (Company	Consolidated		
	6/30/2024	12/31/2023	6/30/2024	12/31/2023	
Current assets					
Cash and cash equivalents	53,616	55,929	64,886	69,361	
Accounts receivable	17,066	32,437	26,843	43,804	
Marketable securities	386,142	592,920	386,490	594,987	
Recoverable Taxes	11,119	7,076	12,340	7,563	
Criptoassets custody	-	-	17,339	12,231	
Cryptoassets portfolio	-	-	382	212	
Other assets	3,659	4,512	4,937	12,753	
Total current assets	471,602	692,874	513,217	740,911	
Non-current assets					
Long-term assets					
Deferred taxes	55,094	55,094	55,094	55,094	
Other assets	2,313	10,946	1,360	1,257	
Total long-term assets	57,407	66,040	56,454	56,351	
Investments	97,698	177,697	2,901	1	
Fixed assets	1,434	1,992	1,609	2,200	
Lease - right of use	-	0	786	813	
Intangible assets	13,230	9,792	98,328	178,719	
Total non-current assets	169,769	255,521	160,078	238,084	
Total asset	641,371	948,395	673,295	978,995	
Current liabilities					
Suppliers	3,479	2,795	5,508	5,104	
_abor and tax liabilities	17,873	41,079	21,062	44,614	
ncome and social contribution taxes	1,322	1,359	2,454	2,402	
Cashback provision	17,023	19,952	17,782	20,997	
_ease payable	-	-	440	350	
Minimum dividends payable	14	19	14	19	
Criptoassets custody	-	-	17,339	12,231	
Deferred income	5,749	5,749	5,858	5,996	



	Parent Company		Conso	lidated
	6/30/2024	12/31/2023	6/30/2024	12/31/2023
Earn-out payable	3,986	37,839	3,986	37,839
Advances	72	161	130	165
Other liabilities	3,548	1,747	3,799	1,855
Total current liabilities	53,066	110,700	78,372	131,572
Non-current liabilities				
Lease payable	-	-	389	496
Cashback provision	349	409	2,626	3,138
Deferred taxes	-	-	20	378
Labor and tax liabilities	739	951	739	955
Earn-out payable	5,885	5,572	5,885	5,572
Call option	23,741	23,741	23,741	23,741
Deferred income	25,869	28,743	25,869	28,743
Provisions for legal processes	2,377	1,800	2,459	1,911
Other liabilities	0	-	2	2
Total non-current liabilities	58,960	61,216	61,730	64,936
Equity				
Share capital	610,403	920,482	610,403	920,482
Capital reserve	(37,486)	(31,013)	(37,486)	(31,013)
Other comprehensive income	(2,916)	(3,435)	(2,916)	(3,435)
Accumulated profit/loss	(40,656)	(109,555)	(40,656)	(109,555)
Equity attributable to controlling shareholders	529,345	776,479	529,345	776,479
Equity attributed to non-controlling shareholders	-	-	3,848	6,008
Total equity	529,345	776,479	533,193	782,487
Total liabilities and equity	641,371	948,395	673,295	978,995



Cash Flow statement

Six-month period ending June 30, 2024 and 2023 (In thousands of reais)

	Parent Company		Consolidated		
	06/30/2024	06/30/2023	06/30/2024	06/30/2023	
Operational activities					
Profit for the period before income tax from continuing operations	(37,702)	(4,275)	(39,186)	(6,434)	
Profit for the period before income tax on discontinued operations	-	(19,654)	-	(19,654)	
Profit for the period before income tax from continuing operations	(37,702)	(23,929)	(39,186)	(26,088)	
Adjustments by:					
Depreciation and amortization	4,414	7,882	4,648	9,721	
Gain/loss on disposal of fixed assets	146	76	146	103	
Income and net interest	9,705	2,961	331	(681)	
Allowance for doubtful accounts	(121)	4,877	(319)	4,528	
Equity participation results	1,340	17,989	-	-	
Employee benefits with stock options	1,371	8,110	1,371	8,110	
Settlement of deferred revenue	(2,874)	(2,875)	(3,012)	(2,875)	
Cashback provision	76,321	78,869	77,607	78,869	
Provisions for tax, civil and labor risks	577	(61)	548	(1,684)	
Earnout	-	(186)	-	(186)	
Impairment of assets	79,752	-	82,799	-	
Exchange rate variations and others	-	(1)	(347)	128	
Adjusted income	132,929	93,712	124,586	69,945	
Changes in assets and liabilities:					
Accounts receivable	15,492	(15,391)	1,700	(25,635)	
Recovered taxes	(4,043)	(7,345)	(4,734)	(7,934)	
Other assets	1,094	3,469	23,770	14,739	
Suppliers	684	(3,332)	212	(296)	
Labor and tax obligations	(23,418)	(9,746)	(23,838)	(11,154)	
Cashback paid	(79,310)	(80,615)	(81,334)	(80,615)	
Loans in circulation and establishments payable	-	-	-	(131,835)	
Other liabilities	(1,107)	(2,697)	(909)	(12,280)	
Earnout paid	(33,853)	(8,035)	(33,853)	(8,035)	
Acquisition of cryptocurrencies	-	-	(170)	(51)	
IRPJ and CSLL paid	(1,359)	-	(2,802)	(1,352)	



_	Parent Company		Conso	lidated
_	06/30/2024	06/30/2023	06/30/2024	06/30/2023
Lease interest payments	-	-	(18)	(22)
Net cash generated (used) in operating activities	7,109	(29,980)	2,610	(194,525)
Investment activities				
Additions to fixed assets	(28)	-	(34)	(133)
Receipts from the sale of fixed assets	69	531	69	542
Additions to the intangible	(6,355)	(2,004)	(6,355)	(4,209)
Increase in securities	(32,793)	-	(31,793)	-
Decrease in securities	238,571	-	240,290	-
Acquisition of equity instruments	(2,900)	(334,208)	(2,900)	(185,663)
Receipt of profit distribution	1,200	-	-	-
Receipt from sale of shareholding	-	200	-	200
Net cash used in investment activities	197,764	(335,481)	199,277	(189,263)
Financing activities				
			(191)	(202)
Loan and lease payments	(207.101)	-		(292)
Reduction of excess capital	(207,181)	-	(207,181)	-
Dividends paid	(5)	-	(5)	-
Net cash used in investment activities —	(207,186)	0	(207,377)	(292)
Effect of exchange variation on exchange adjustment	-	-	1,015	(134)
Net changes in cash and cash equivalents	(2,313)	(365,461)	(4,475)	(384,214)
Cash and cash equivalents				
Cash and cash equivalents At the beginning of the period	55,929	413,667	69,361	455,772
·	55,929 53,616	413,667 48,206	69,361 64,886	455,772 71,558





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