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Divulgação de resultados

3T24

Destques 3T24

Crescimento acelerado e margem bruta recorde no trimestre

+16,7%

Receita líquida,
atingindo R\$1,8 Bi

+18,9%

SSS de vestuário

54,4%

Margem bruta consolidada,
a maior em um 3T

55,1%

Margem bruta vestuário,
recorde para o período

17,6%

Margem EBITDA ajustada,
+4,4 p.p. vs 3T23

R\$ 52M

Lucro líquido ajustado

1,0x

Dívida líquida / EBITDA,
reduzindo de 2,9x no 3T23



Destques **da operação**

Planejamento de **estoques de inverno**

Assertividade dos produtos

Agilidade operacional

Evolução de KPIs e NPS

Jornada **Omni**

Aumento do ticket médio

Evolução
Estratégia
Energia C&A

energia C&A

Marca e relacionamento

Novo posicionamento

“a gente se encontra na C&A”

Compromisso de ser a marca de moda
mais amada do Brasil

Rock in Rio

4ª marca mais comentada
durante o evento
Aumento do fluxo e vendas

Ações de CRM

contribuindo pro aumento do fluxo e da
conversão tanto nas lojas físicas como
online



energia C&A

Produto

Fortalecimento de categorias

Jeans

+ de 70 lojas
+20% nas vendas
vs. controle

Beleza

Maior sortimento
e atendimento
diferenciado em 11 lojas,
expansão para 88

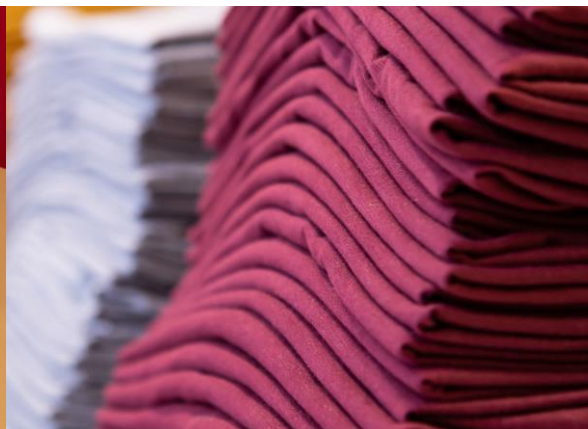
**+64% nas vendas
vs. 3T23**

Expansão do Push & Pull

Atingimento da meta de
2024 de atender 50% do
sortimento já abastecido
pelo modelo Push & Pull

Sortimento dinâmico

Piloto em
3 categorias



energia C&A

Jornada Omni

Site & App

Crescimento 120% no MAU
+50% em vendas vs. 3T23

Reforma de lojas

3 completas finalizadas
+ 4 até o final do ano
+200 lojas impactadas por
reformas menores

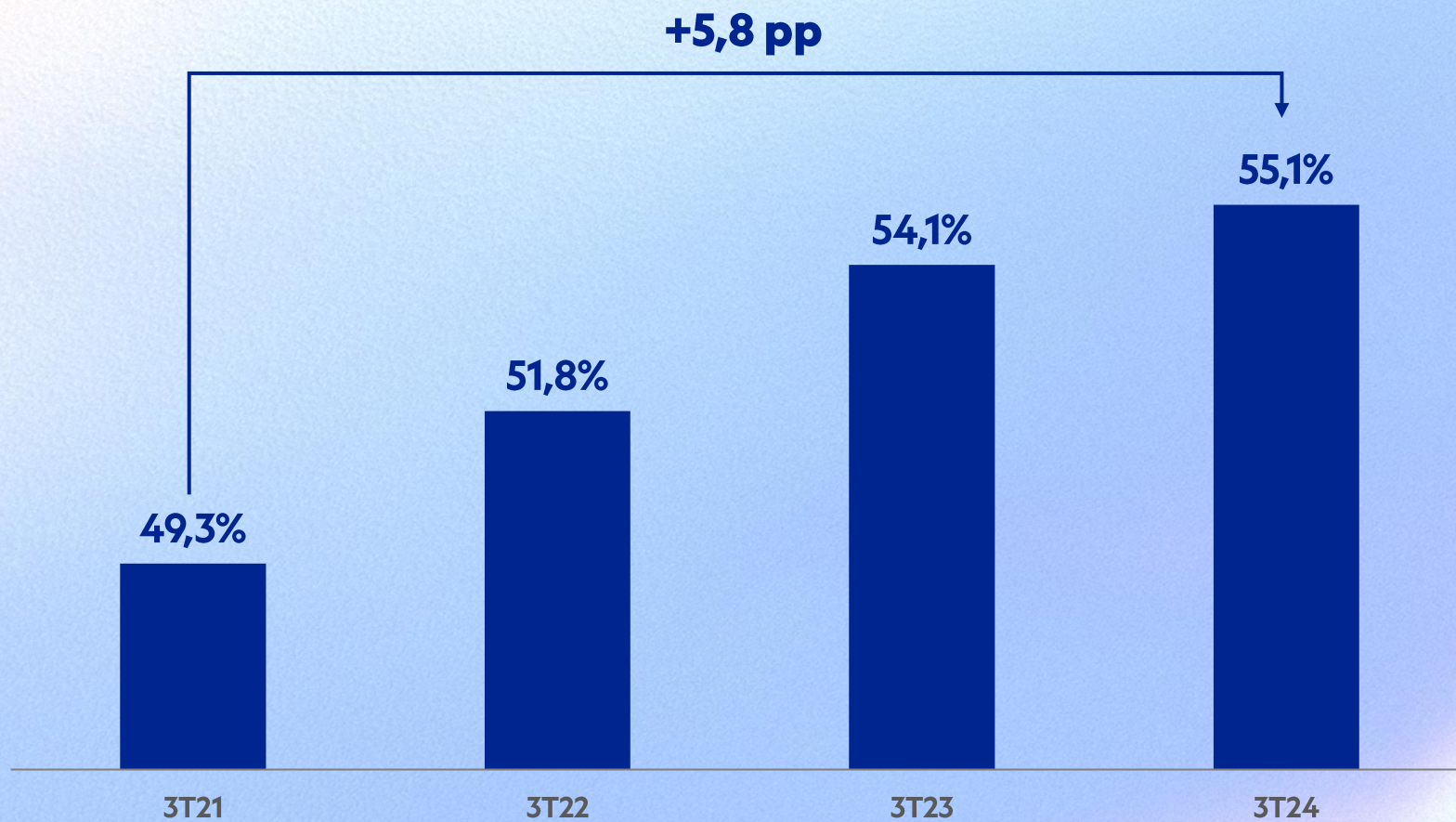
Dispersão

Crescimento de dois dígitos
nas vendas das lojas da
primeira onda, acima da média
das outras lojas



Maior margem bruta de Vestuário

já registrada em um 3º trimestre



13o trimestre
consecutivo de
expansão

Talento e
experiência do
time

Ferramentas
de Gestão

Reconhecimentos

Carteira IDIVERSA B3
Índice de diversidade



GPTW
175 melhores empresas
para trabalhar no Brasil



Preferência de marca
Aumento de 3 p.p. na
preferência de marca

KANTAR

**Eglobal for Business - Marca
mais amada pelos brasileiros**
Categoria loja de roupas
- 1º lugar no ranking



NPS C&A
Crescimento de 5,0 p.p. no NPS
geral C&A

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C&A





Desempenho
Financeiro

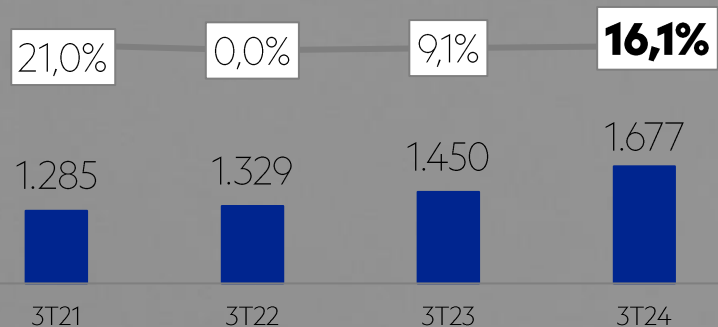


Receita de **mercadorias**

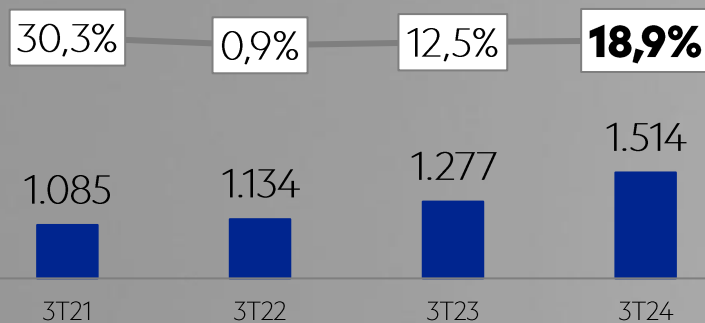
R\$ Milhões e %

**Crescimento de receita em função do bom desempenho de vestuário.
Destaque para vendas nas lojas *high* e conceito**

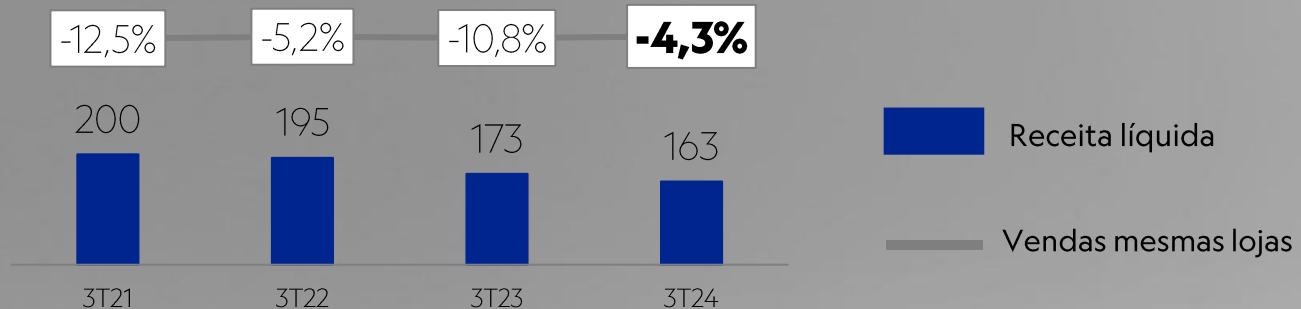
Mercadorias



Vestuário



Eletrônicos & Beleza



Receita líquida

Vendas mesmas lojas



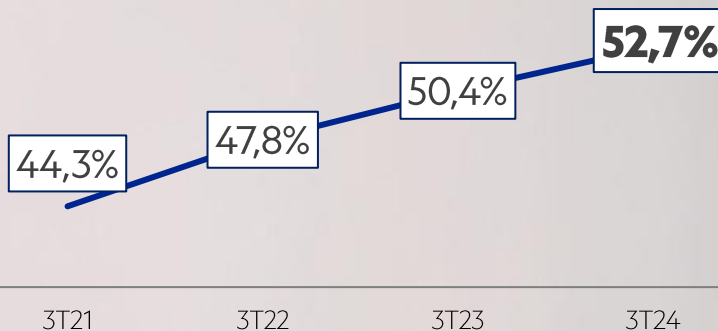
Margem bruta **mercadorias**

R\$ Milhões e %

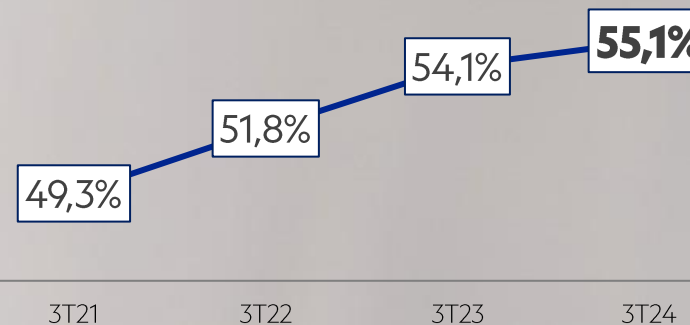
13º tri consecutivo de expansão da margem bruta

em função da maior venda de produtos a preço cheio, como resultado da maior assertividade das coleções

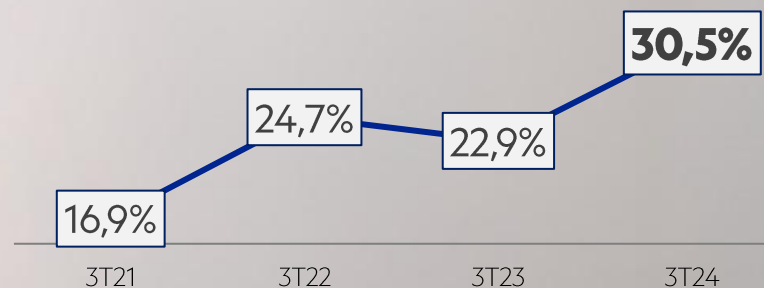
Mercadorias



Vestuário

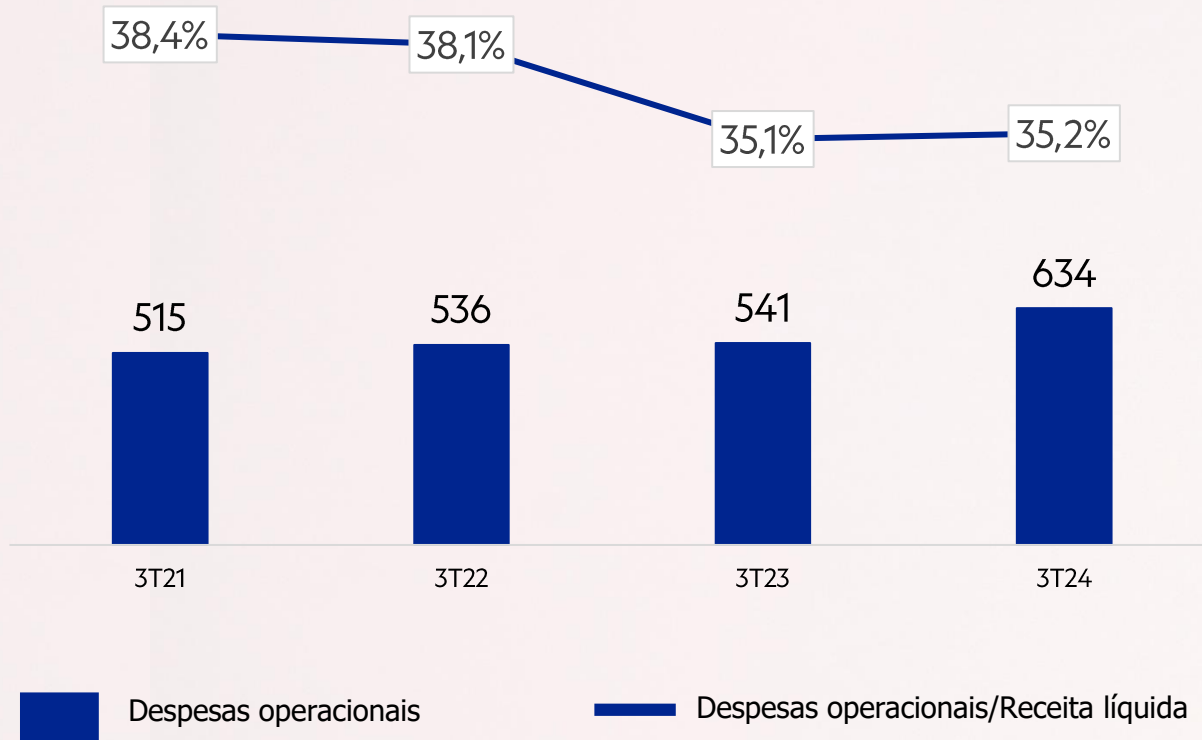


Eletrônicos & Beleza



Disciplina na gestão de despesas operacionais¹

R\$ Milhões e %



(1) As despesas consideram o impacto do pagamento do arrendamento mercantil, conforme norma contábil IFRS16, mas desconsidera as despesas de Depreciação e Amortização e a Depreciação de Direito de Uso (Arrendamento), além das despesas com perdas em crédito, líquidas e outras (despesas) receitas operacionais.





R\$887Mi

Carteira no final do 3T24

~25%

De participação nas vendas do varejo, +3 p.p. vs. 3T23

R\$114,4Mi

Receita líquida¹, +32% vs. 3T23

33,2%

De redução nas perdas líquidas

17,8Mi

Resultado operacional no 3T4

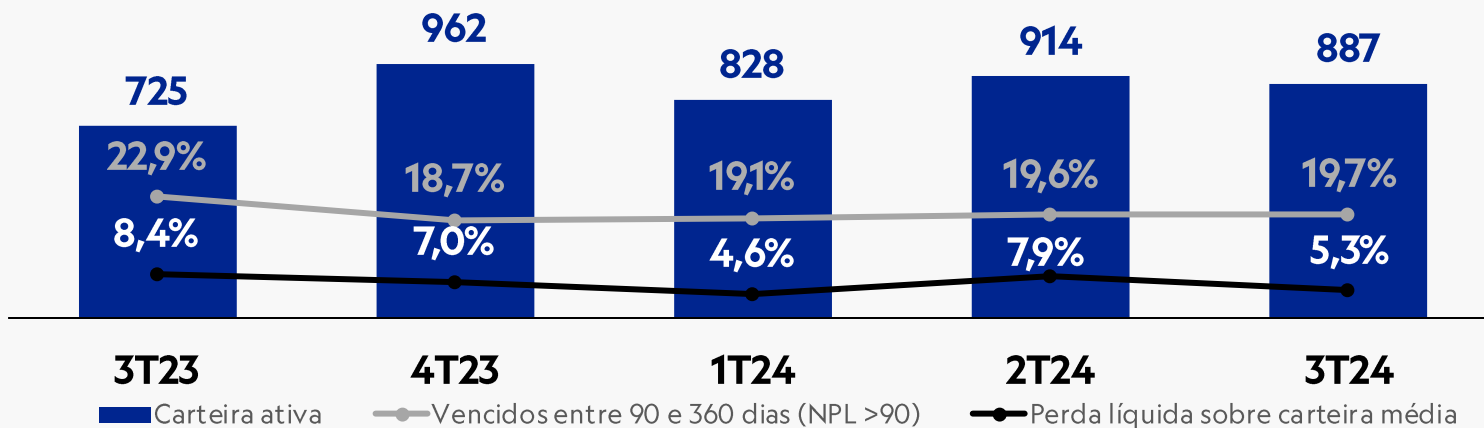


(1) Receita líquida do custo de funding e impostos

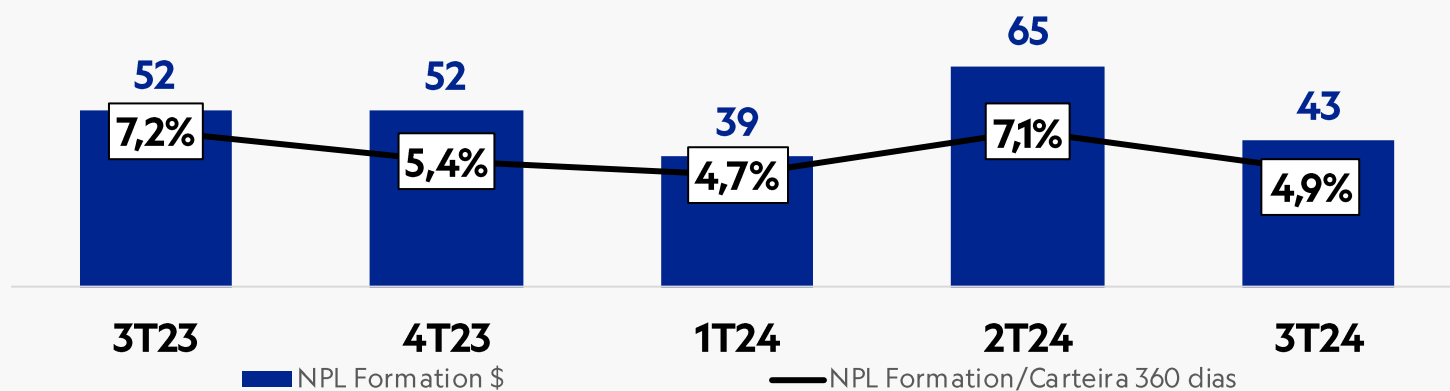
Evolução da carteira e formação de NPL



Carteira do Pay até 360 dias



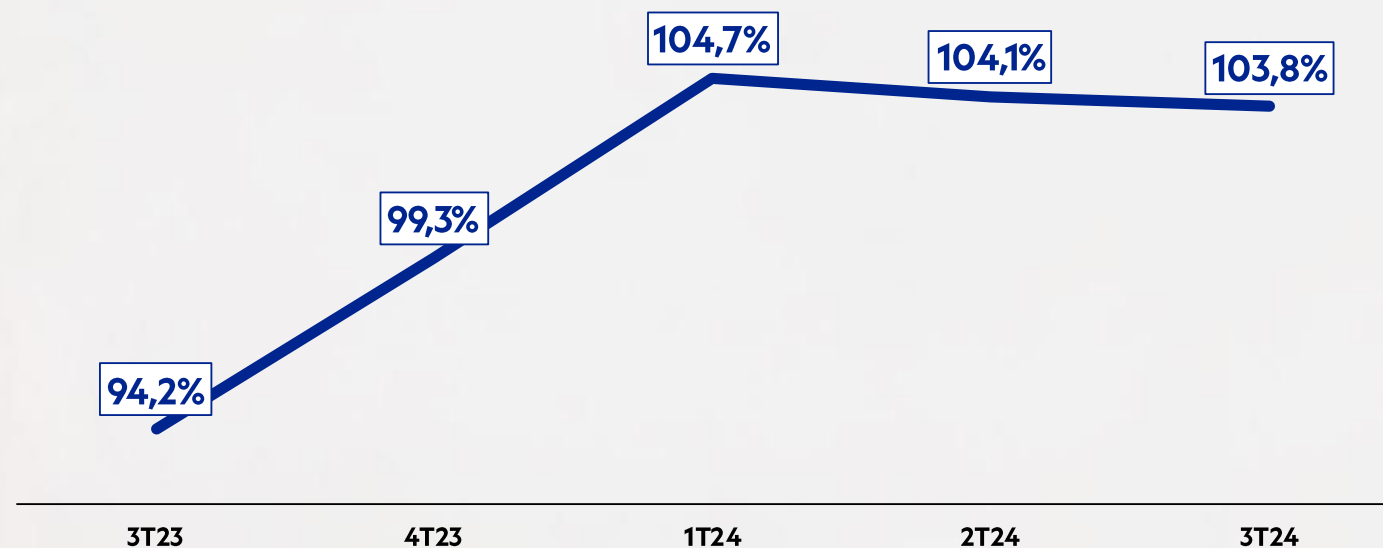
Formação de NPL



Nota 1: NPL Formation considera a variação dos vencidos entre 90-360 dias



Cobertura sobre vencidos acima de 90 dias (360)

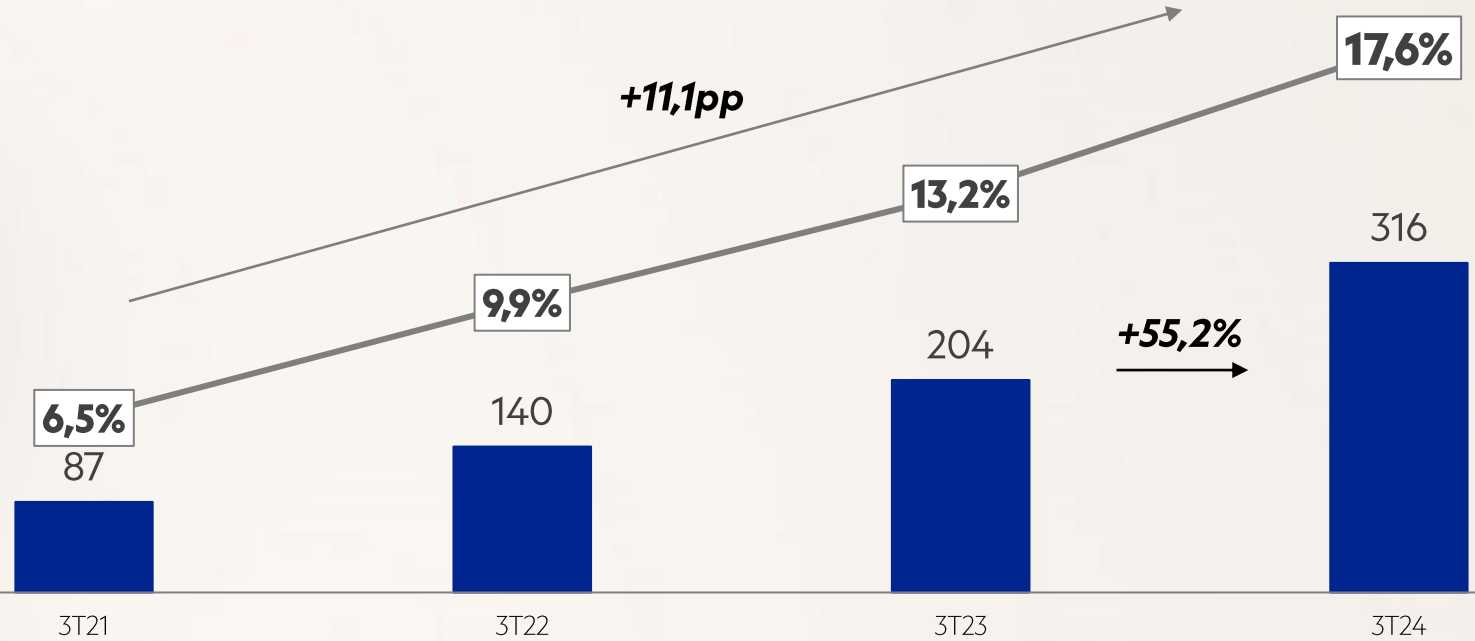


Nota: Cobertura calculada como a razão entre o total da perda estimada e a carteira vencida (IFRS-9) do estágio 3, acima de 90 dias



Avanço do EBITDA ajustado¹, com **expansão de margem**

R\$ Milhões e %



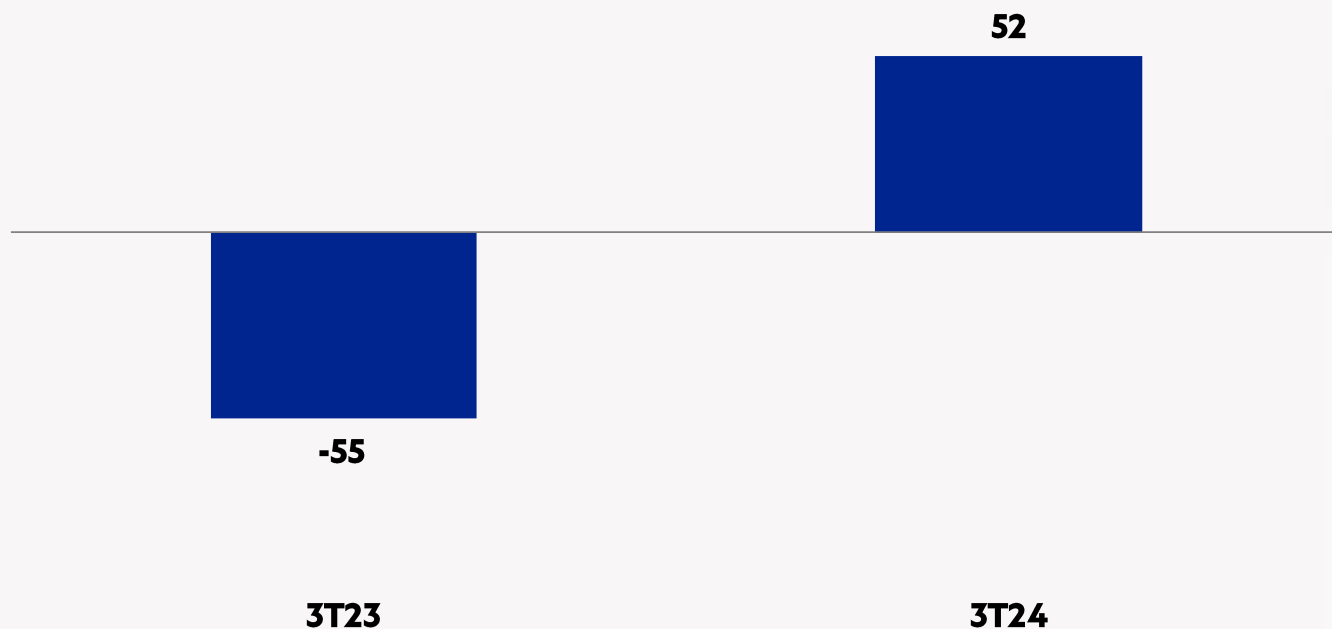
■ EBITDA ajustado

— Margem EBITDA ajustada

(1) O EBITDA considera o impacto do pagamento do arrendamento mercantil, conforme norma contábil IFRS16 e é ajustado por: (i) outras receitas (despesas) operacionais líquidas; (ii) receita financeira de fornecedores; (iii) recuperação de créditos fiscais e (iv) Programa de incentivo de longo prazo.

Lucro líquido ajustado¹

Forte reversão no resultado vs. 3T23

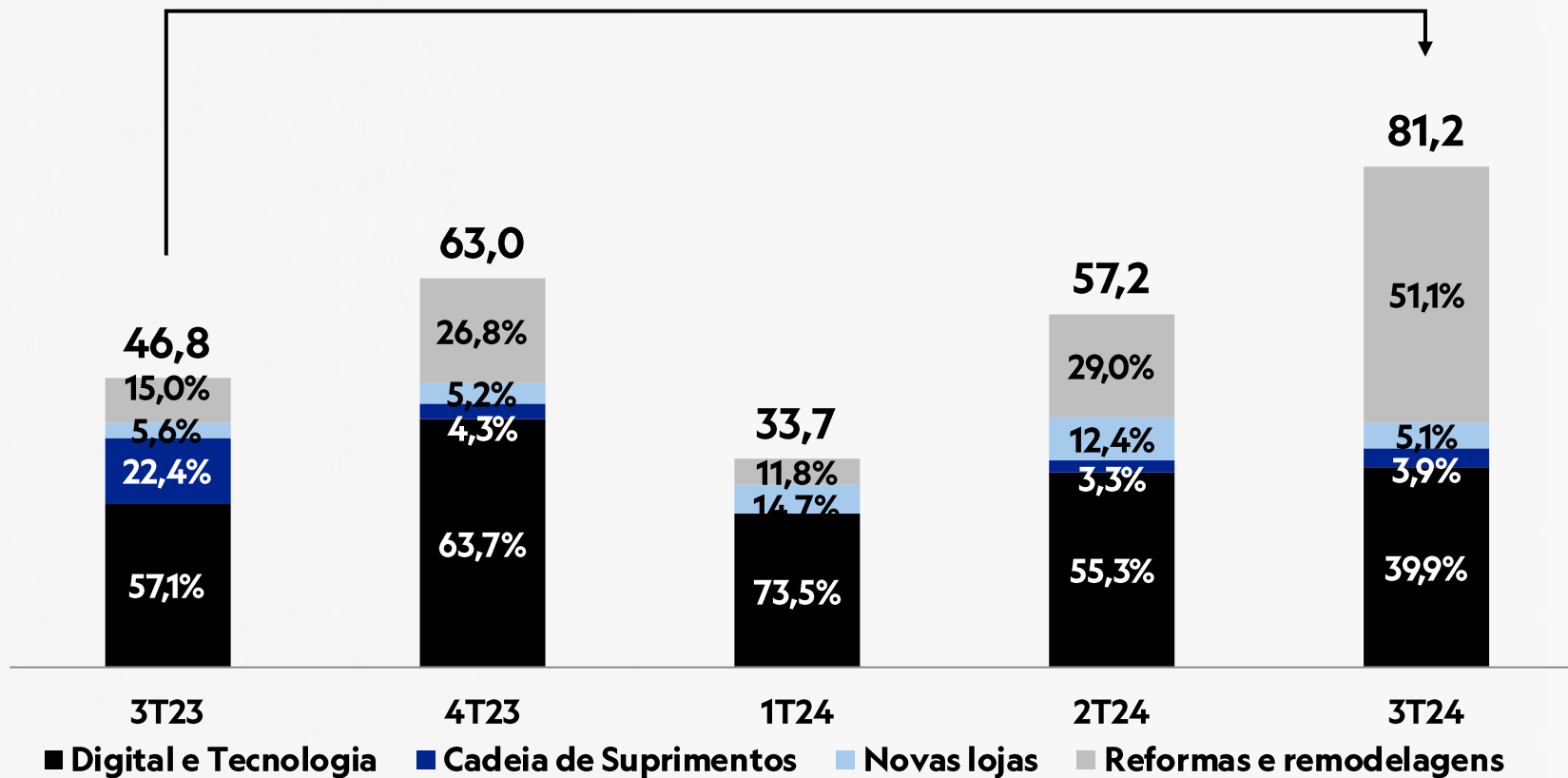


(1) Ajustes incluem: (i) Outras receitas (despesas) operacionais líquidas; (ii) Receitas financeira de fornecedores; (iii) Recuperação de créditos fiscais; e (iv) encargos sociais referentes ao programa de incentivo de longo prazo pago

Investimentos

R\$ Milhões

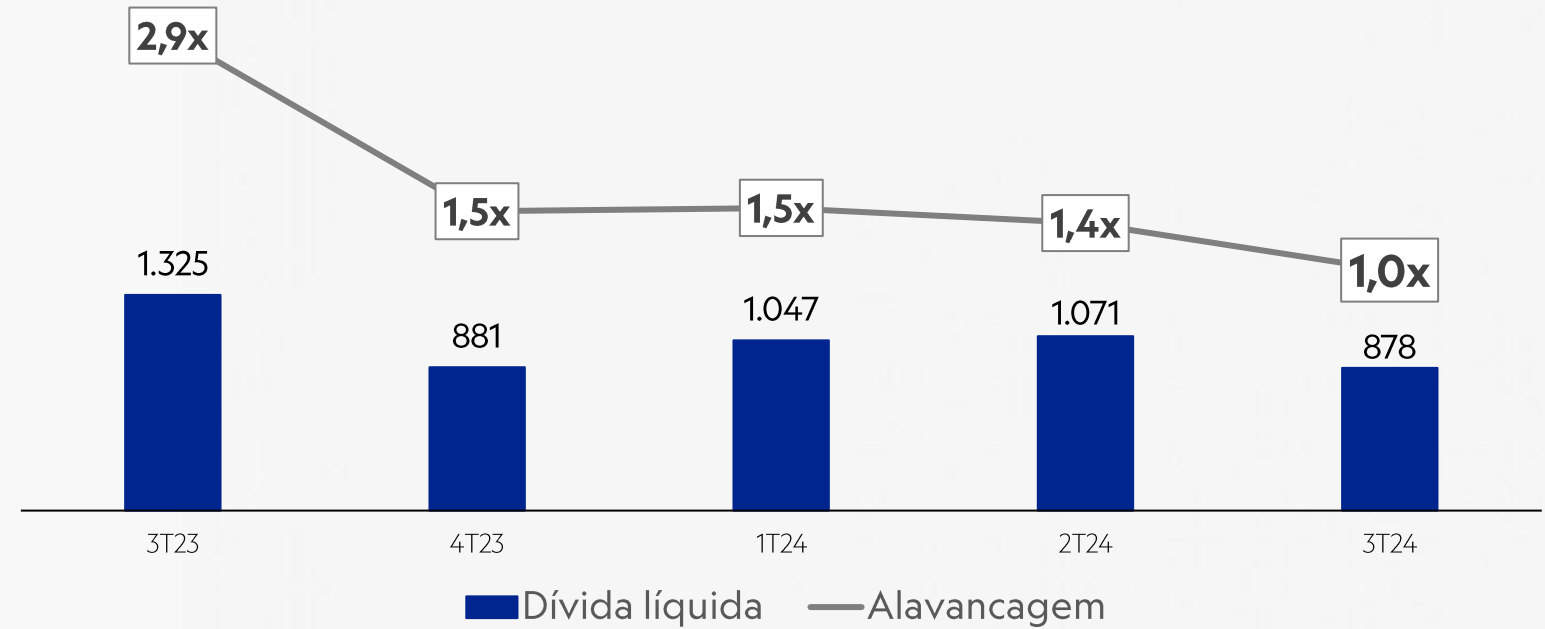
+73,5%





Endividamento

R\$ Milhões



Alavancagem de 1,0x ao final do trimestre, uma dedução de 1,9x na considerando o compromisso de pagamento com o Bradescard

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Perguntas & respostas

Para **perguntas ao vivo por áudio, levante a mão para entrar na fila.** Ao ser anunciado, uma solicitação para ativar seu microfone aparecerá na tela e, então, você deve ativar o seu microfone para fazer perguntas. Orientamos que as perguntas sejam feitas todas de uma única vez.

Ou se preferir, **escreva sua pergunta diretamente no ícone de Q&A** na parte inferior da tela.





Divulgação de resultados

3T24

Contatos:

Laurence Gomes | CFO e DRI

Juliane Goulart

Pedro Abe

Luanna Tomé

ri@cea.com.br

As afirmações contidas neste documento relacionadas a perspectivas sobre os negócios, projeções sobre resultados operacionais e financeiros e aquelas relacionadas a perspectivas de crescimento da C&A Modas S.A. são meramente projeções e, como tais, são baseadas exclusivamente nas expectativas da Diretoria sobre o futuro dos negócios. Essas expectativas dependem, substancialmente, das condições de mercado, do desempenho da economia brasileira, do setor e dos mercados internacionais e, portanto, sujeitas à mudança sem aviso prévio.

Aviso legal:



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Earnings presentation

3Q24

3Q24 Highlights

Accelerated growth and record gross margin in the quarter

+16.7%

Net revenue,
Totaling R\$1.8 Bn

+18.9%

Apparel SSS

54.4%

Consolidated gross margin,
the highest in a 3Q

55.1%

Apparel gross margin,
a record for the period

17.6%

Adjusted EBITDA margin,
+4.4 p.p. vs 3Q23

R\$ 52M

Adjusted net income

1.0x

Leverage,
reducing from 2.9x in 3Q23



Operational *Highlights*

Commercial planning of **winter inventories**

Product **assertiveness**

Operational **agility**

KPIs & NPS evolution

Omni journey

Increase in average ticket



Strategy
Energia C&A
Evolution

energia C&A

Brand & customer relationship

New brand positioning

“we meet at C&A”

Commitment to being the most beloved fashion brand in Brazil

Rock in Rio

4th most mentioned brand during the event

Increased foot traffic and sales

CRM Initiatives

Contributing to the increase in traffic and conversion both in physical stores and online



energia C&A

Product

Category strengthening

Jeans

+ 70 stores

+20% in sales vs.
control

Beauty

Higher assortment and
Distinctive service
provided in 11 stores,
expanding to 88

**+64% in sales vs.
3Q23**

Push & Pull Expansion

Achievement of the 2024
goal to source 50% of the
assortment through the
Push & Pull supply model

Dynamic Sourcing

Pilot in
3 categories



energia C&A

Omni Journey

Site & App

+120% in MAU

+50% in sales vs. 3Q23

Store remodeling

3 full remodels completed

4 more scheduled by year-end,

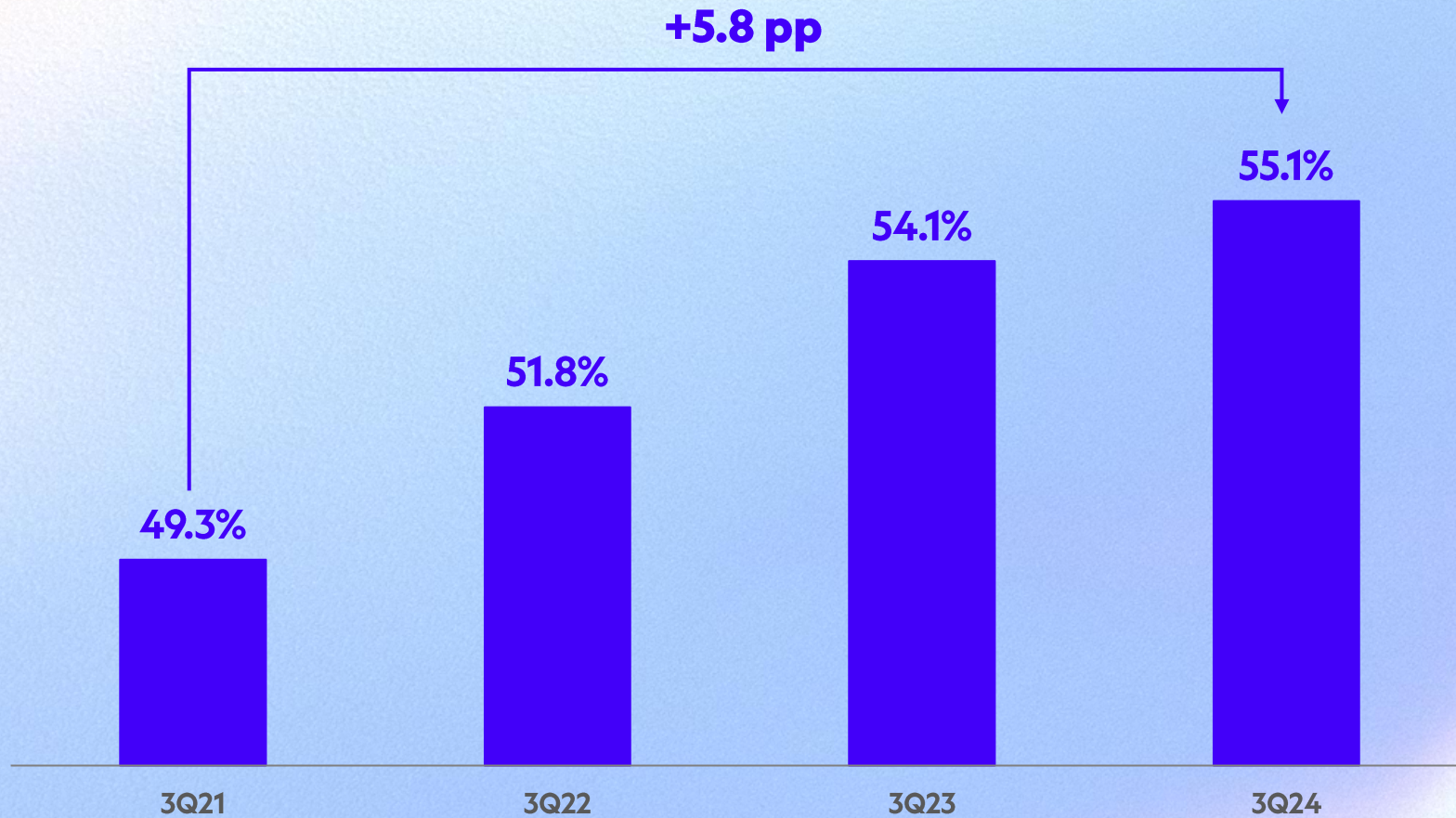
+200 stores with minor renovations

Dispersion

Double-digit sales growth in the first wave of stores impacted by the project, higher than the average growth of other stores



The highest gross margin for apparel ever registered in a 3Q



13^o
consecutive
quarter with
expansion

Team's talent
and **experience**

Management
tools

Recognitions

IDIVERSA B3
Diversity index



GPTW
175 best companies to
work in Brazil



Brand preference
Increase of 3 p.p. in
brand preference

KANTAR

**Eglobal for Business - Most
Loved Brand by Brazilians**
Apparel Store Category - 1st
Place in the Ranking



NPS C&A
Increase of 5.0 p.p. in
C&A general NPS

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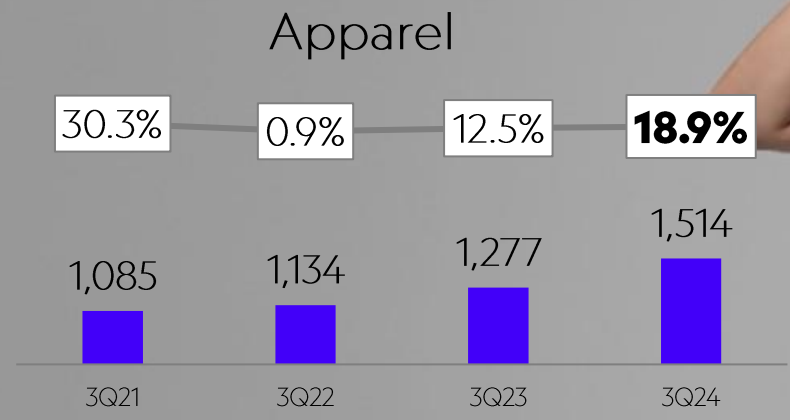
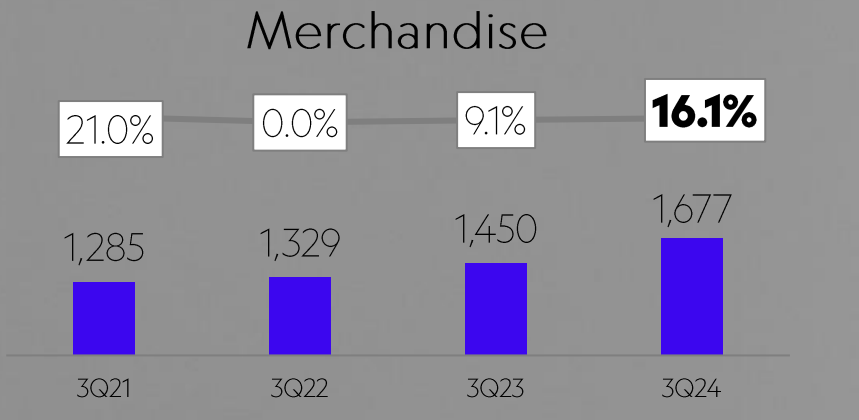
Financial
Performance



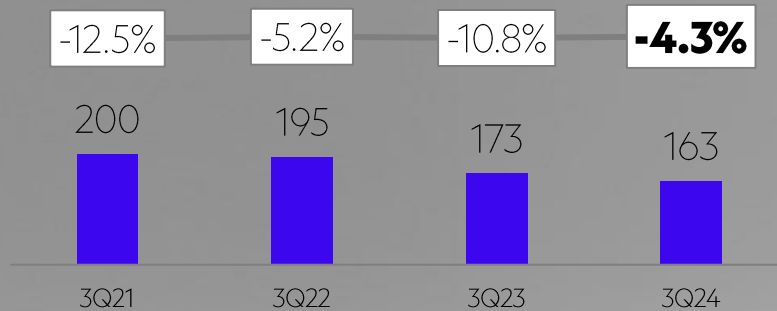
Merchandise net revenue

R\$ Million & %

Revenue growth driven by strong apparel performance, with highlights in sales from high-end and concept stores



Electronics & Beauty



Net revenue
Same store sales

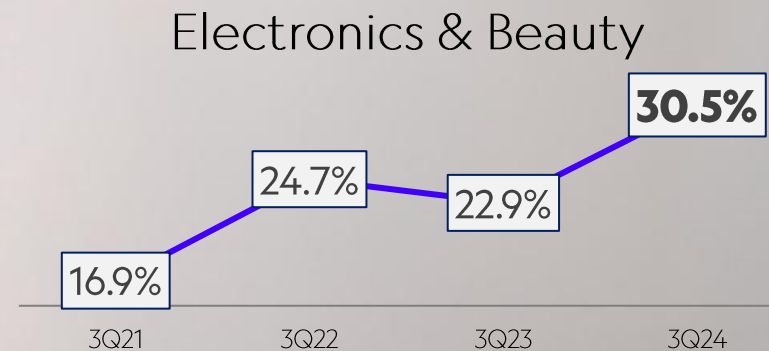
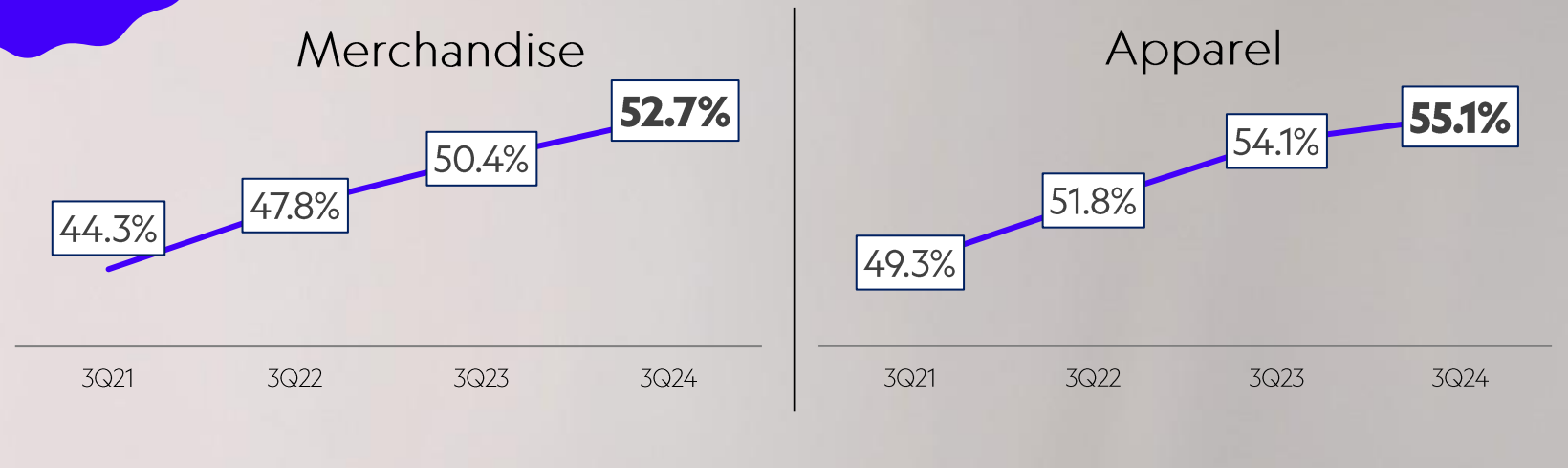


Merchandise *gross margin*

R\$ Million & %

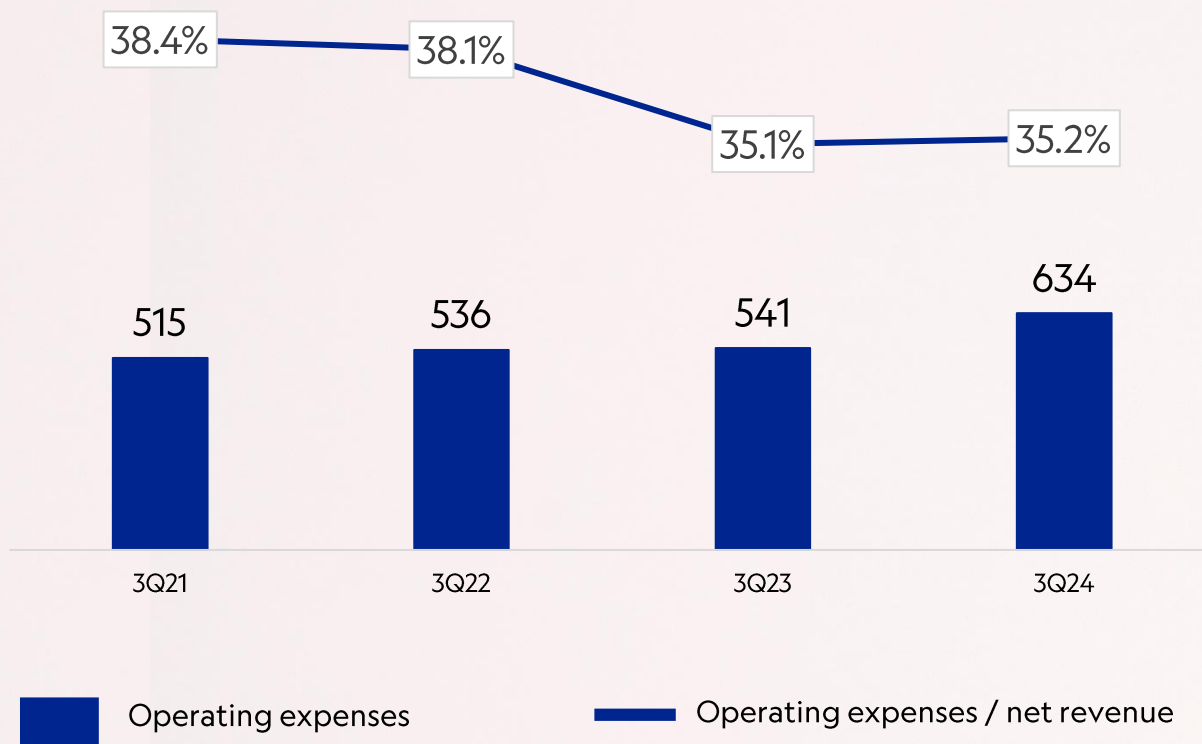
13^o consecutive quarter with gross margin expansion

driven by increased sales of full-price products, as a result of greater accuracy in collections



Discipline in managing operating expenses¹

R\$ Million & %



(1) Expenses consider the impact of the payment of the lease, according to the IFRS16 accounting standard. However, it does not reflect into account the expenses of Depreciation and Amortization and the Depreciation of Right of Use (Lease), in addition to the expenses with credit losses, net and other (expenses) operating revenues.





R\$887Mn

Portfolio at the end of 3Q24

~25%

Share in retail sales,
+3 p.p. vs. 3Q23

R\$114.4Mn

Net revenue¹,
+32% vs. 3Q23

33.2%

Reduction in losses
net of recoveries

R\$17.8Mn

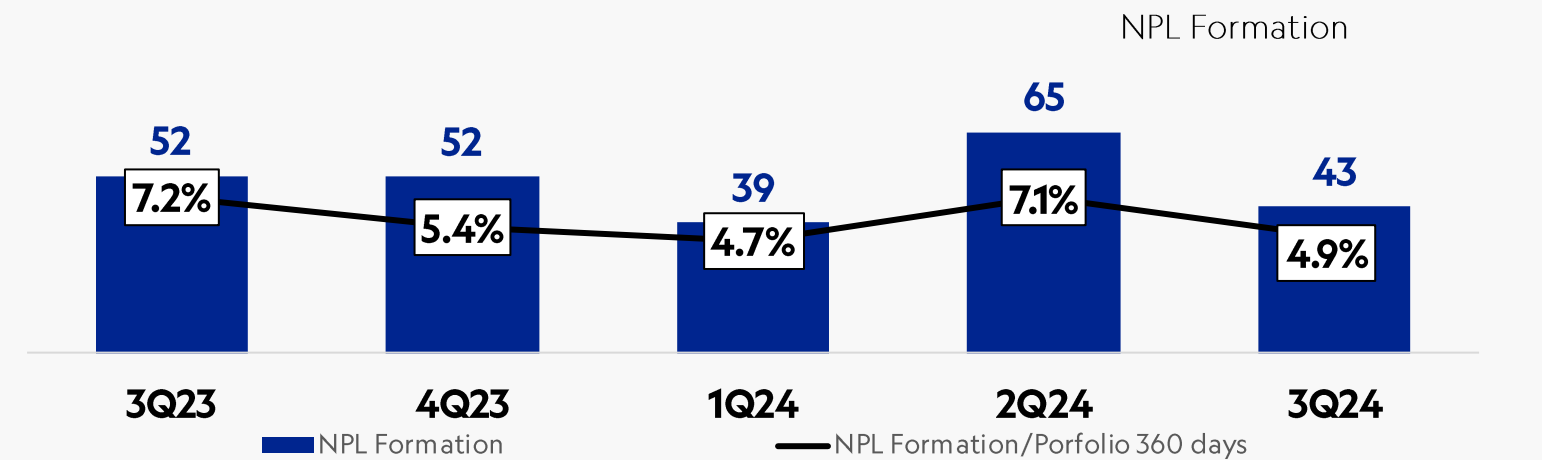
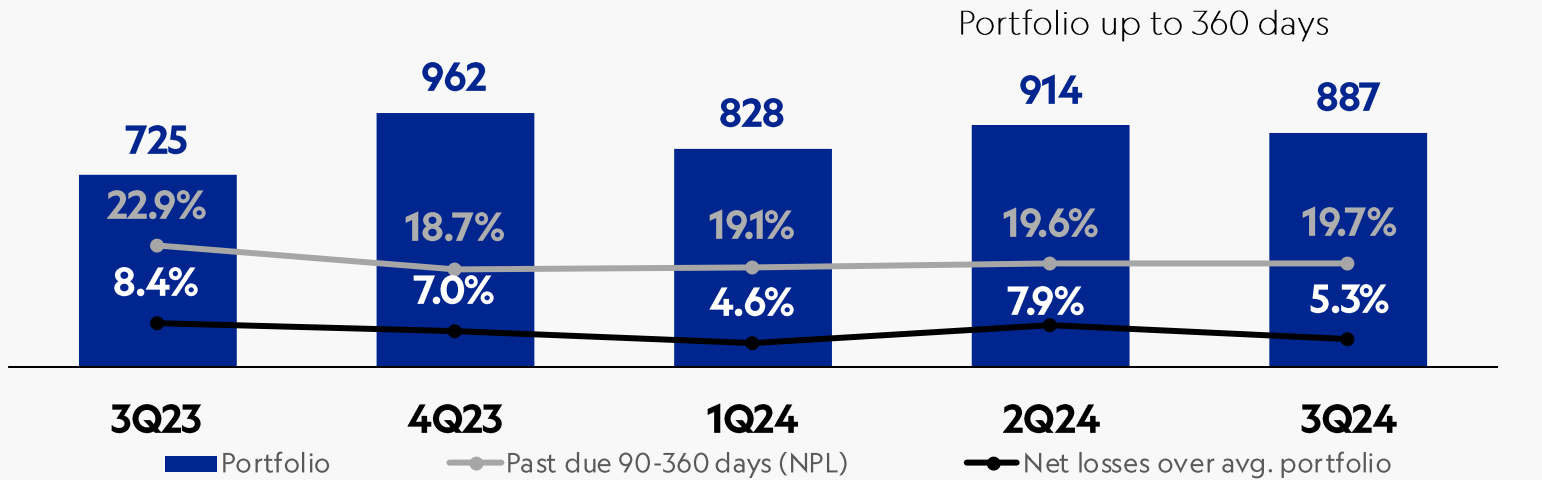
Operational
results



(1) Net revenue excluding cost of funding.



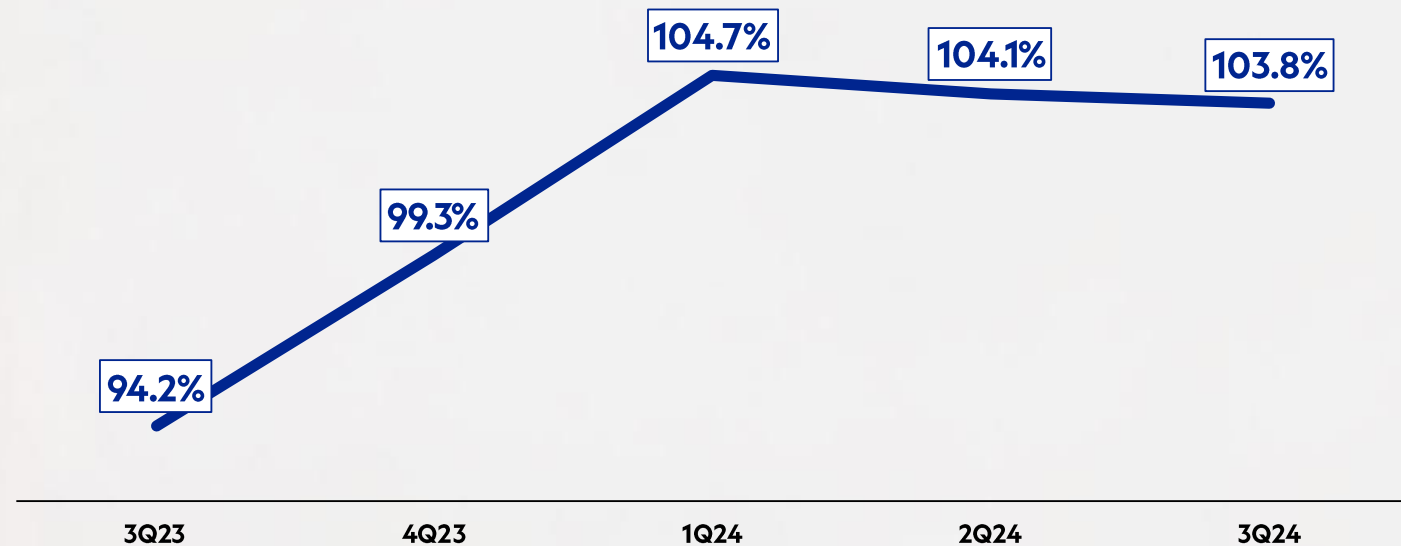
Portfolio evolution and NPL formation



(1) NPL formation considers the variation in overdue amounts between 90-360 days.



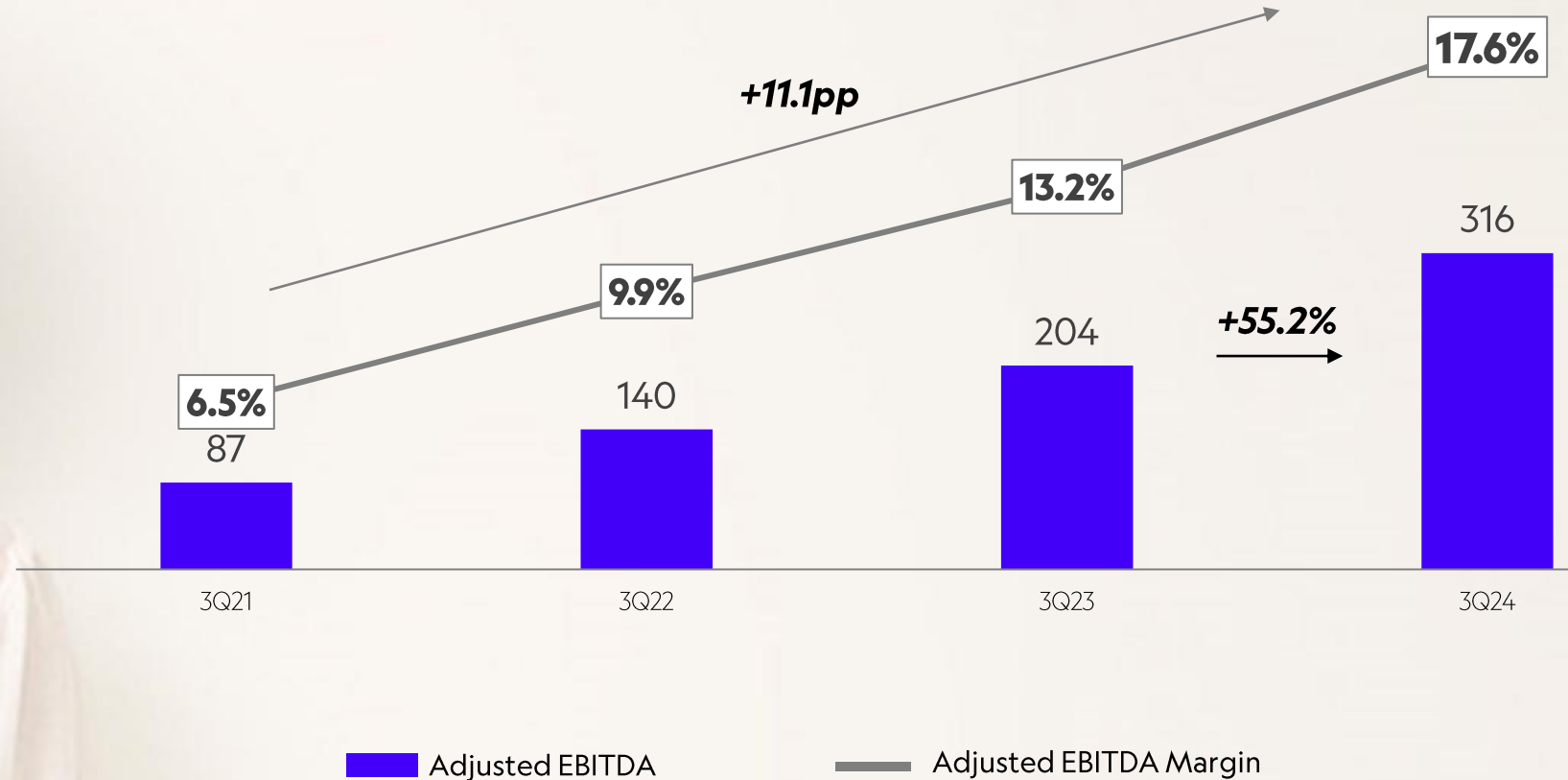
Coverage index over overdue portfolio 360 (>90 days)



(1) Coverage is calculated as the ratio between the total estimated loss and the overdue portfolio (IFRS-9) of stage 3, over 90 days.

Rising Adjusted EBITDA, with **margin expansion**

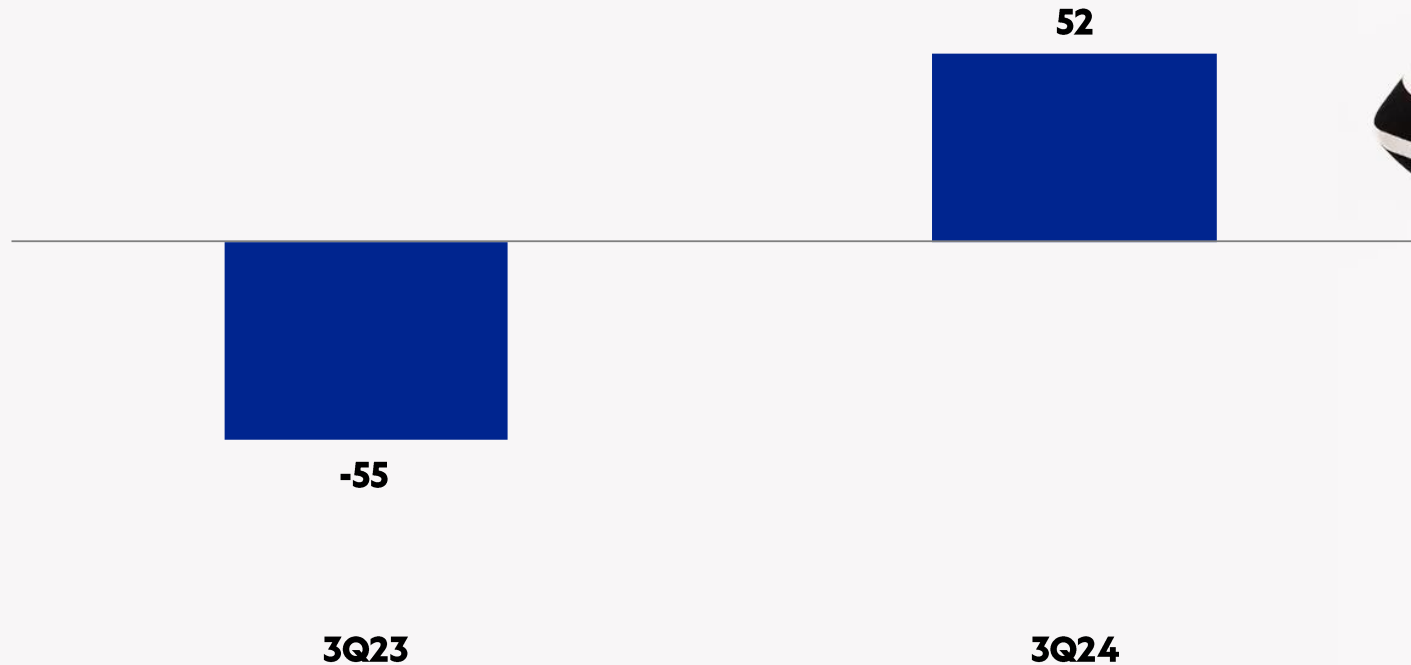
R\$ Million & %



(1) EBITDA considers the impact of the lease payment, according to IFRS16 accounting standard and is adjusted by: (i) other net operating revenues (expenses); (ii) financial income from suppliers; (iii) recovery of tax credits and (iv) long-term incentive program.

Adjusted net income¹

Strong reversal vs. 3Q23

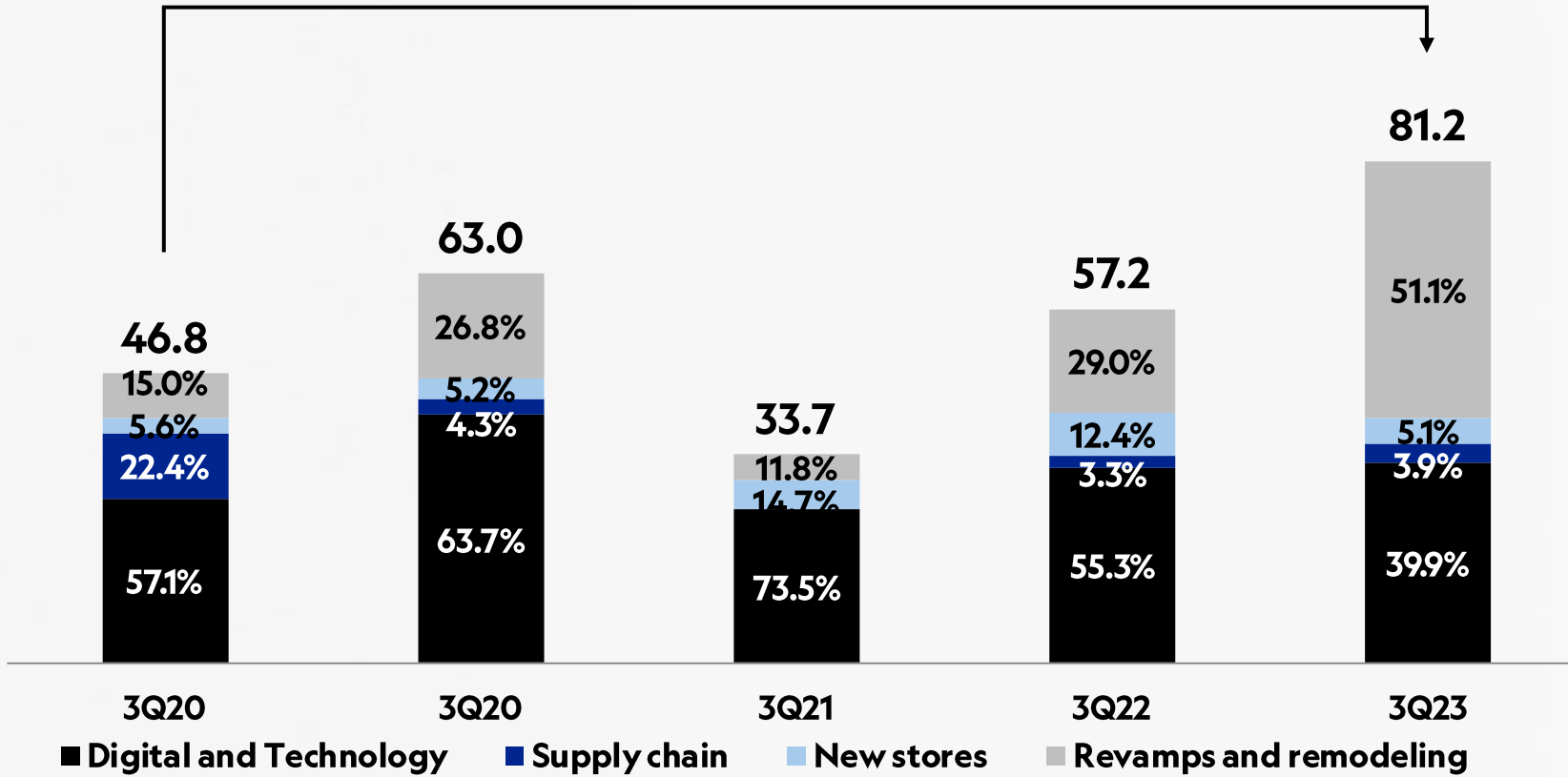


(1) Adjustments include: (i) other net operating revenue (expenses), (ii) trade financial revenue, (iii) recovery of tax credits and (iv) long-term incentives charges for employees.

CAPEX

R\$ Million

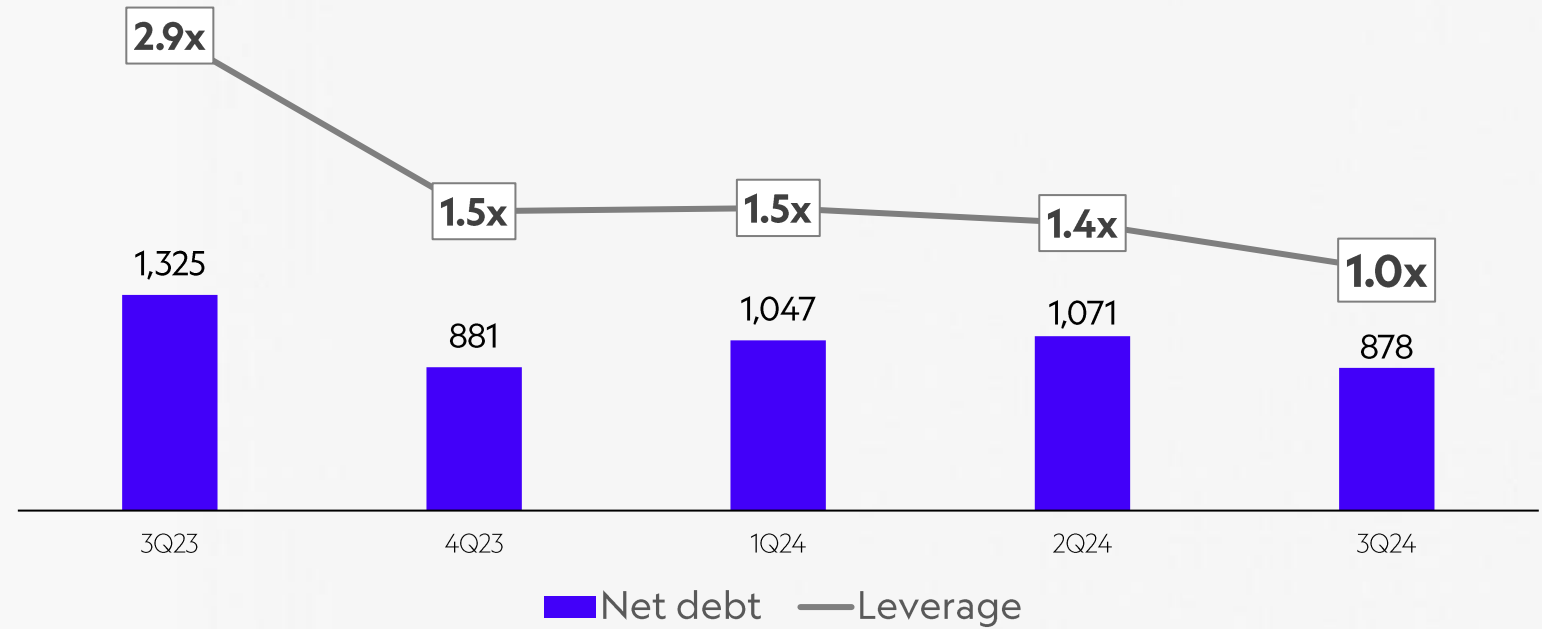
+73.5%





Indebtedness

R\$ Milion



Leverage of 1.0x at the end of the quarter, a reduction of 1.9x considering the payment commitment with Bradescard

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Questions & **Answers**

If you want to ask a live question via audio, please raise your hand to join the queue. Once you are announced, a request to activate your mike will appear on your screen. Activate the mike to ask your question. Please ask all your questions at the same time.

If you would prefer, write your question directly into the Q&A icon on the lower part of your screen.





Earnings release

3Q24

Contacts:

Laurence Gomes | CFO & IRO

Juliane Goulart

Pedro Abe

Luanna Tomé

ri@cea.com.br

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