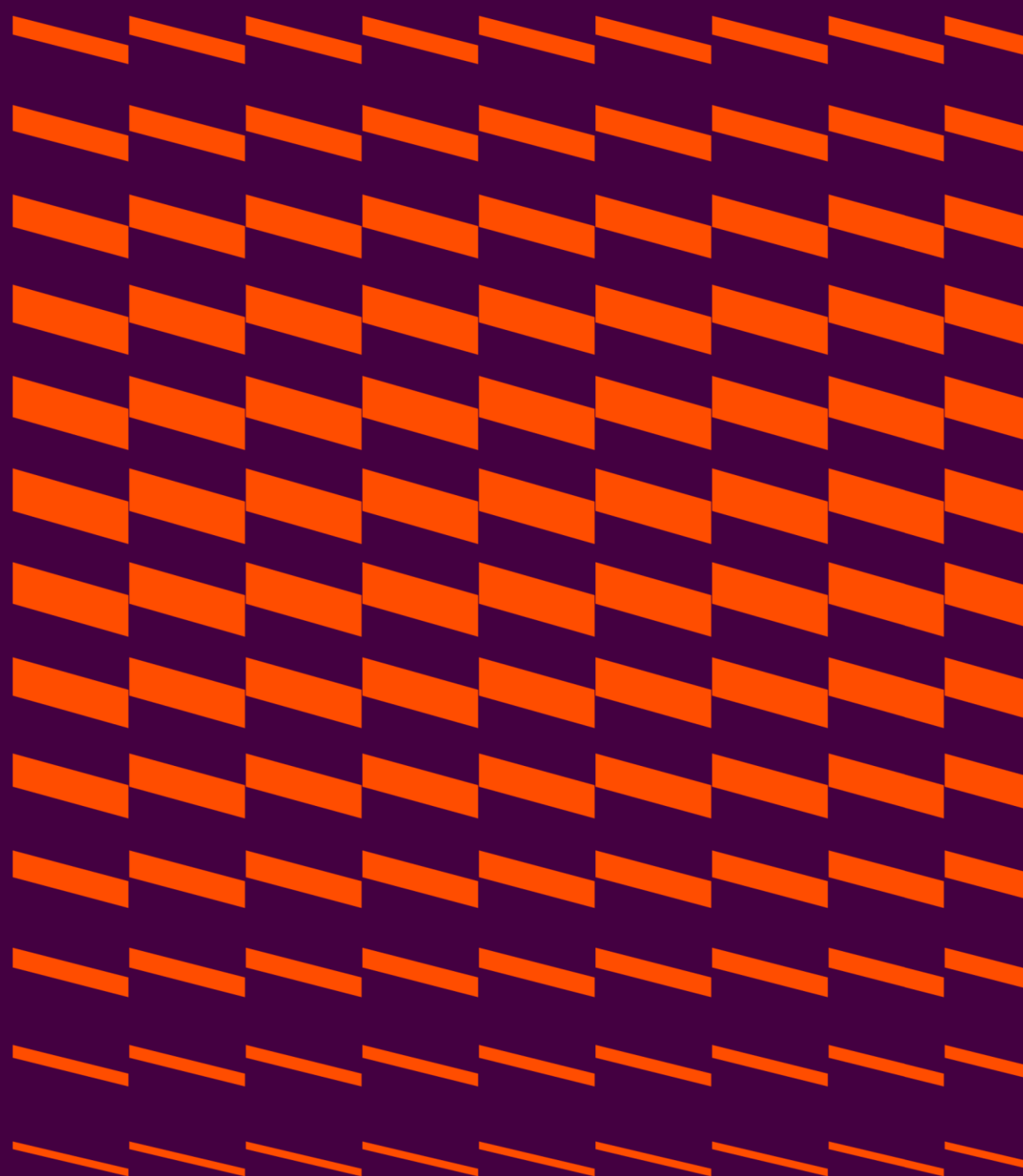


enjoei

APRESENTAÇÃO DE RESULTADOS

1T26



DESTAQUES 1T26

Grupo Enjoei

+4,6%

GMV no trimestre

R\$ 417,3 milhões

+3,1%

Receita líquida no trimestre

R\$ 62,6 milhões

-2,9%

Lucro bruto no trimestre

R\$ 33,6 milhões

+273,8%

Resultado financeiro líquido no trimestre

+ R\$ 4,4 milhões

+7,4%

Receita líquida por item transacionado no trimestre

R\$ 28,43

+1,0%

Lucro bruto por item transacionado no trimestre

R\$ 15,25

+0,3 P.P.

Take rate no trimestre

24,5%

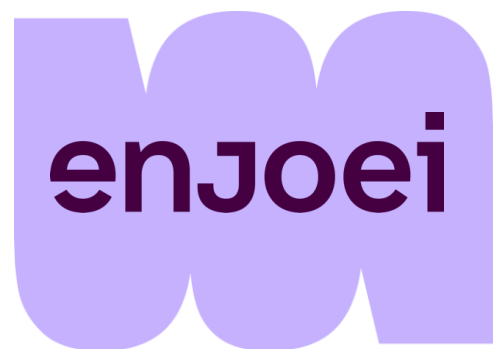
R\$ 190,0 MM

Posição de liquidez ao final do trimestre



DESTAQUES 1T26

Plataformas



+12,4%

GMV no trimestre

R\$ 350,5 milhões

★ Recorde histórico

+18,8%

Receita Líquida no trimestre

R\$ 48,7 milhões

+17,8%

Lucro bruto no trimestre

R\$ 25,3 milhões



-23,6%

GMV no trimestre

R\$ 66,8 milhões

-33,5%

Receita líquida no trimestre

R\$ 13,0 milhões

-36,5%

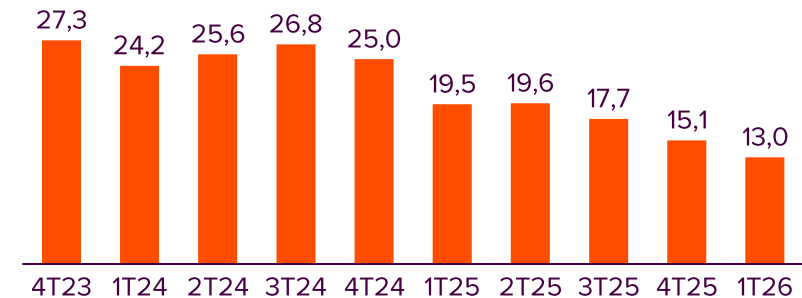
Lucro bruto no trimestre

R\$ 8,3 milhões

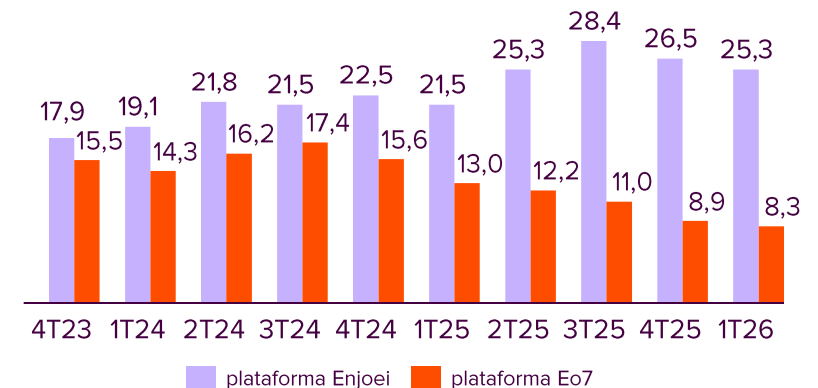
DESCONTINUIDADE **ELO7**

- Decisão Estratégica:** Reforçar a disciplina na alocação de capital e focar no negócio principal de maior potencial.
- Cenário Adverso:** Transformação do mercado, com disputa entre players globais e subsídios agressivos.
- Desafio Operacional:** Perda de escala e deterioração da receita, inviabilizando a absorção de custos fixos e novos investimentos.
- Priorização Estratégica:** Redução da complexidade operacional e direcionamento de capital para o desenvolvimento do Enjoei

Receita Líquida – Elo7 (em R\$ milhões)



Lucro Bruto – divergência de trajetória entre as plataformas Elo7 e Enjoei (R\$ em milhões)



MODO GRÁTIS

Nova modalidade com isenção de comissão e tarifas para vendedores

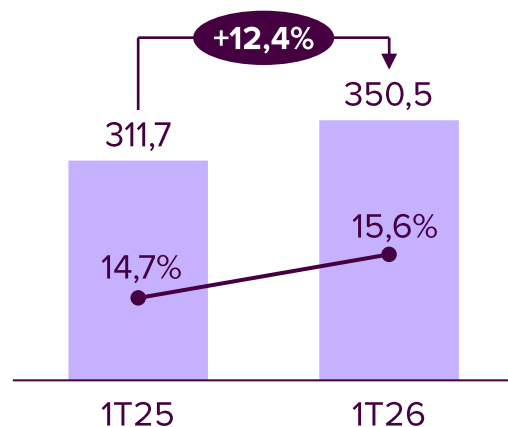
- ❖ **Captação de vendedores:** O modelo convida usuários novos e eventuais a utilizarem a plataforma
- ❖ **Atratividade para ticket elevados:** Itens que deixavam de ser anunciados em função da comissão variável, agora podem circular
- ❖ **Monetização:** Tarifa de Serviço para o comprador e oferta opcional de Envio Protegido para o vendedor.
- ❖ **Controle de Margem:** Limite de anúncios por usuário e restrição de incentivos.



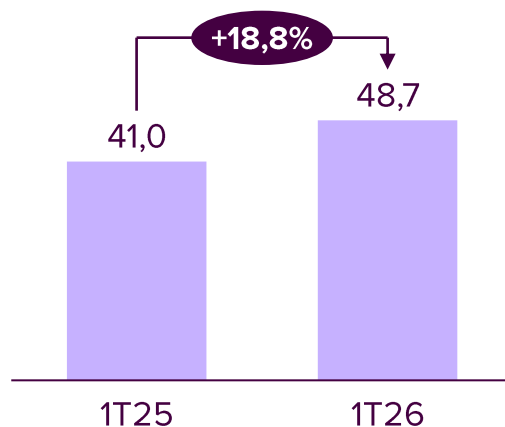
PLATAFORMA ENJOEI

Iniciativas de fidelização e recorrência bem sucedidas impulsionam os resultados do trimestre

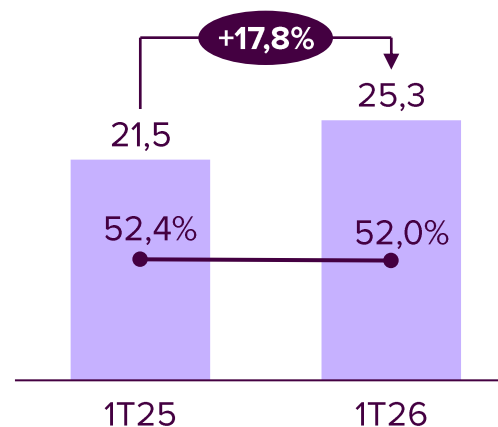
GMV
(em milhões)



receita líquida
(em milhões)



lucro bruto
(em milhões)



—●— net take rate (% receita bruta/GMV)

—●— margem bruta (% receita líquida/lucro bruto)

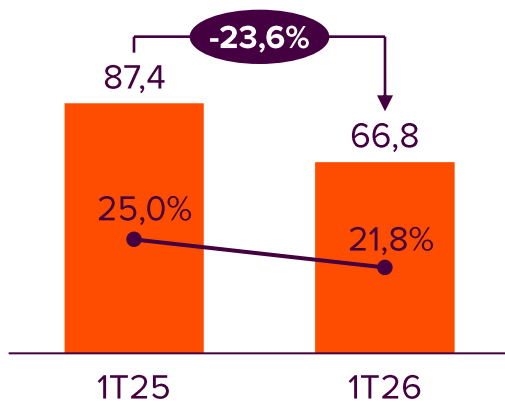


PLATAFORMA **ELO7**

Descontinuidade da plataforma reafirma disciplina na alocação de capital

GMV

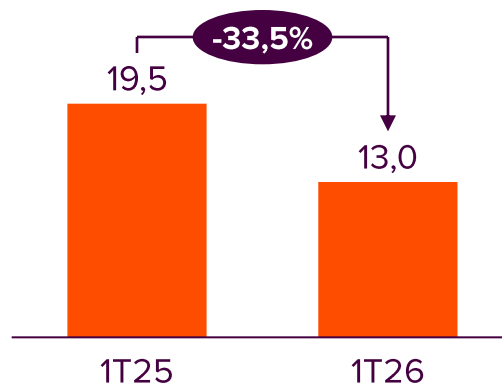
(em milhões)



● net take rate (% receita bruta/GMV)

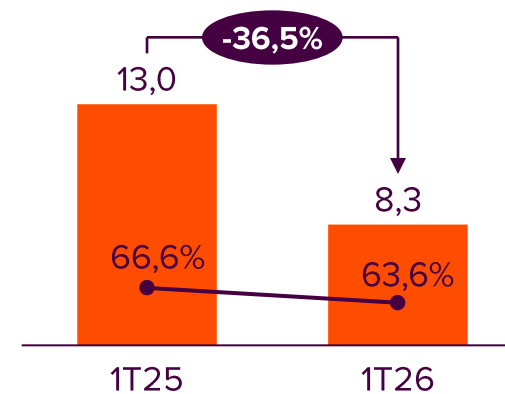
receita líquida

(em milhões)



lucro bruto

(em milhões)



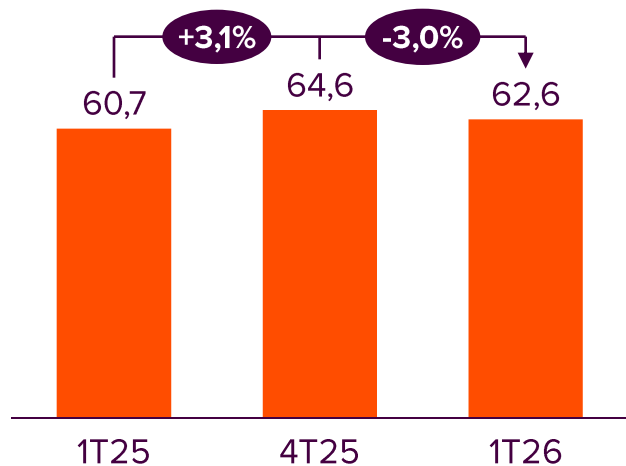
● margem bruta (% receita líquida/lucro bruto)



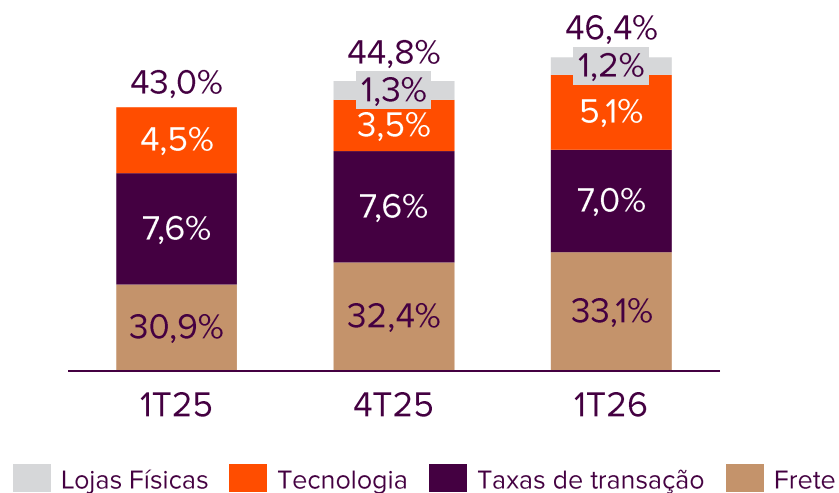
GRUPO ENJOEI

Impactos com a plataforma Elo7 e efeitos temporais de reconhecimento

receita líquida
(em R\$ milhões)



custo dos serviços prestados e dos produtos vendidos
(em % da receita líquida)

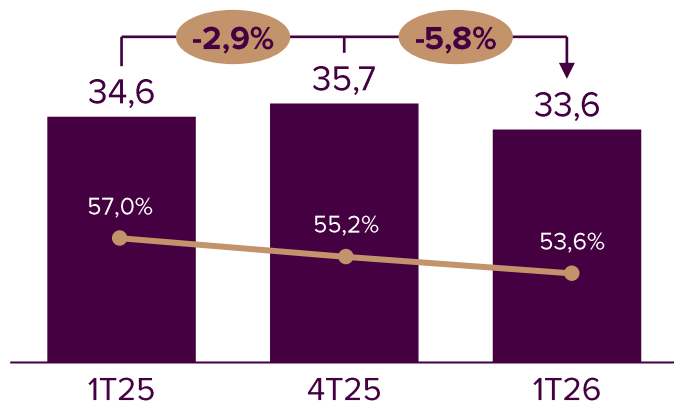


GRUPO ENJOEI

Impactos com a plataforma Elo7 e efeitos temporais de reconhecimento

lucro bruto

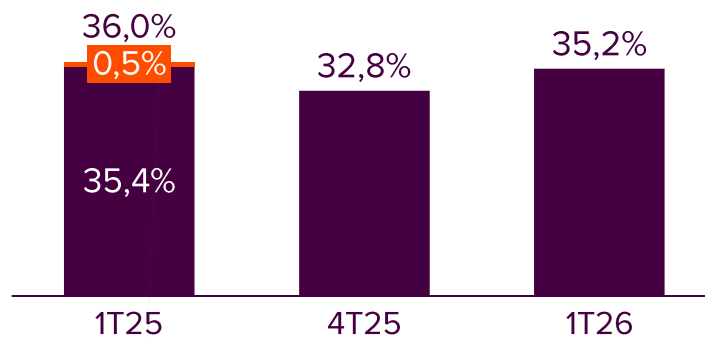
(em R\$ milhões)



— margem bruta (% receita líquida/lucro bruto)

despesas gerais & administrativas (ex-sop)

(em % receita líquida)



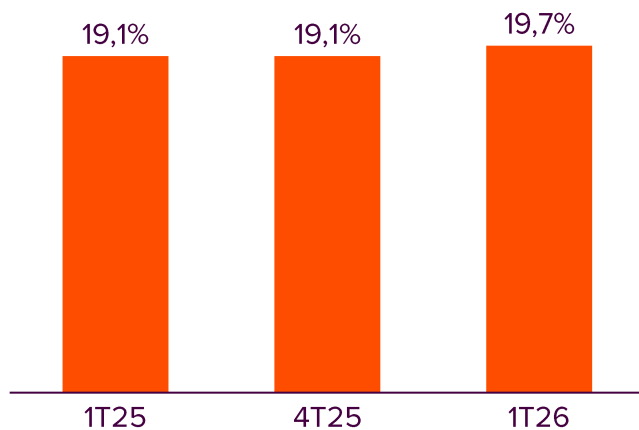
■ despesas não recorrentes ■ despesas gerais



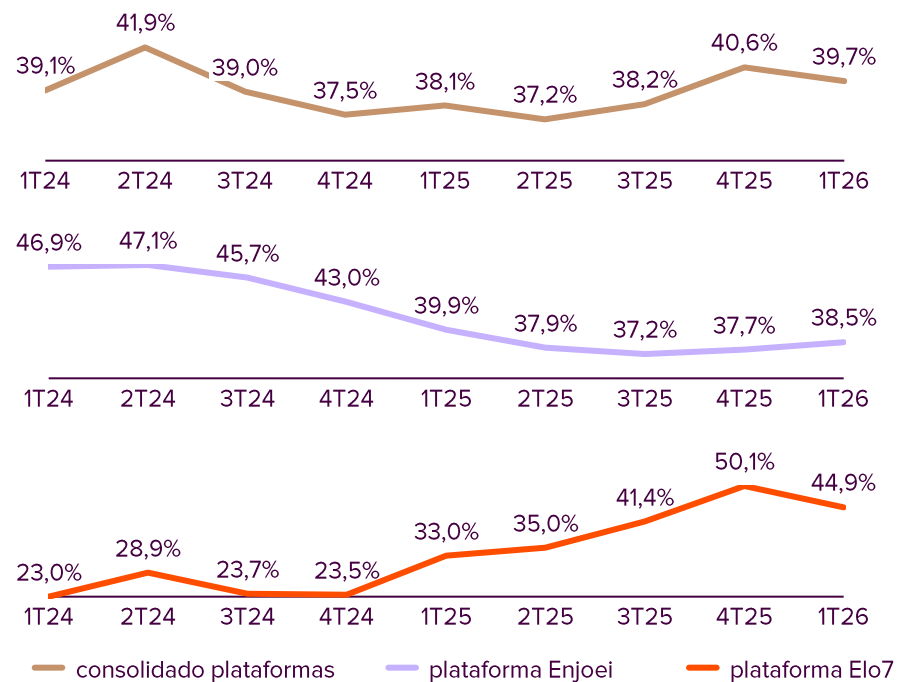
GRUPO ENJOEI

Estratégia de marketing aproveita métricas favoráveis de retorno em Enjoei

despesas publicitárias (em % receita líquida)



marketing + incentivos (% gross billings)

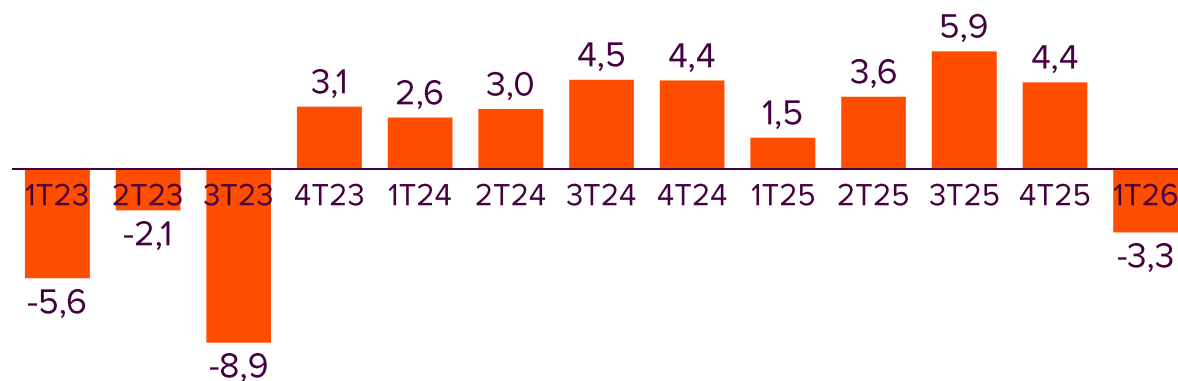


GRUPO ENJOEI

Solução de pagamentos em maturação consumiu capital de giro dentro do esperado

EBITDA ajustado¹

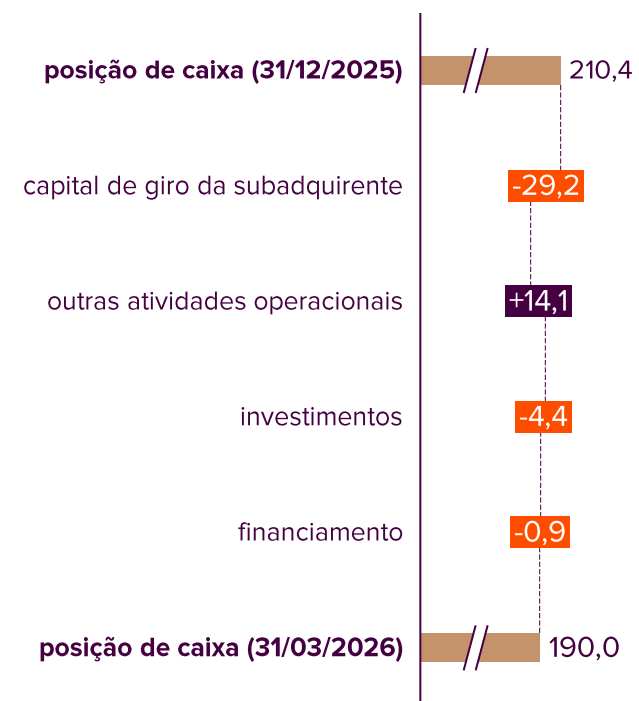
(em R\$ milhões)



¹Ajustes EBITDA: 1) Plano de remuneração em opções de ações (SOP); 2) Reconhecimento contábil do pagamento de dividendos desproporcionais ao Cresci e Perdi, relativos aos resultados pré-closing, no valor de R\$ 1,9 milhão no 2T24 – sem efeito caixa para o Enjoei; 3) Despesas de caráter one-off relacionadas à reestruturação corporativa do Elo7 de R\$ 1,5 milhão no 2T24, R\$ 2,1 milhões no 1T24, R\$ 11,4 milhões no 3T23 e R\$ 2,8 milhões no 4T23; 4) Despesas relacionadas à liquidação do contrato com partes relacionadas de media for equity, firmado em 2020, sem efeito caixa, totalizando R\$ 7,0 milhões no 4T23 e R\$ 239 mil no 1T24; 5) Despesas de consultores e assessores de M&A de R\$ 4,4 milhões no 4T23 e R\$ 4,2 milhões no 1T24. 6) Rescisões da reestruturação do grupo no valor de R\$ 2,4 milhões em 2T25. Segunda parcela da consultoria de reestruturação no valor R\$ 329 mil em 2T25. Custos de internalização das lojas físicas no valor de R\$ 540 mil em 2T25. 7) Primeira parcela da consultoria de reestruturação no valor R\$ 329 mil em 1T25. 8) Despesas de consultoria de negócios para varejo no valor R\$ 688 mil em 3T25.

posição e fluxo de caixa

(em R\$ milhões)



1T26

Nossa estratégia para 2026 foca em potencializar o crescimento da plataforma Enjoei via expansão do inventário e manter a disciplina na alocação de capital, consolidando um ecossistema mais resiliente, escalável e comprometido com a geração de valor ao acionista.

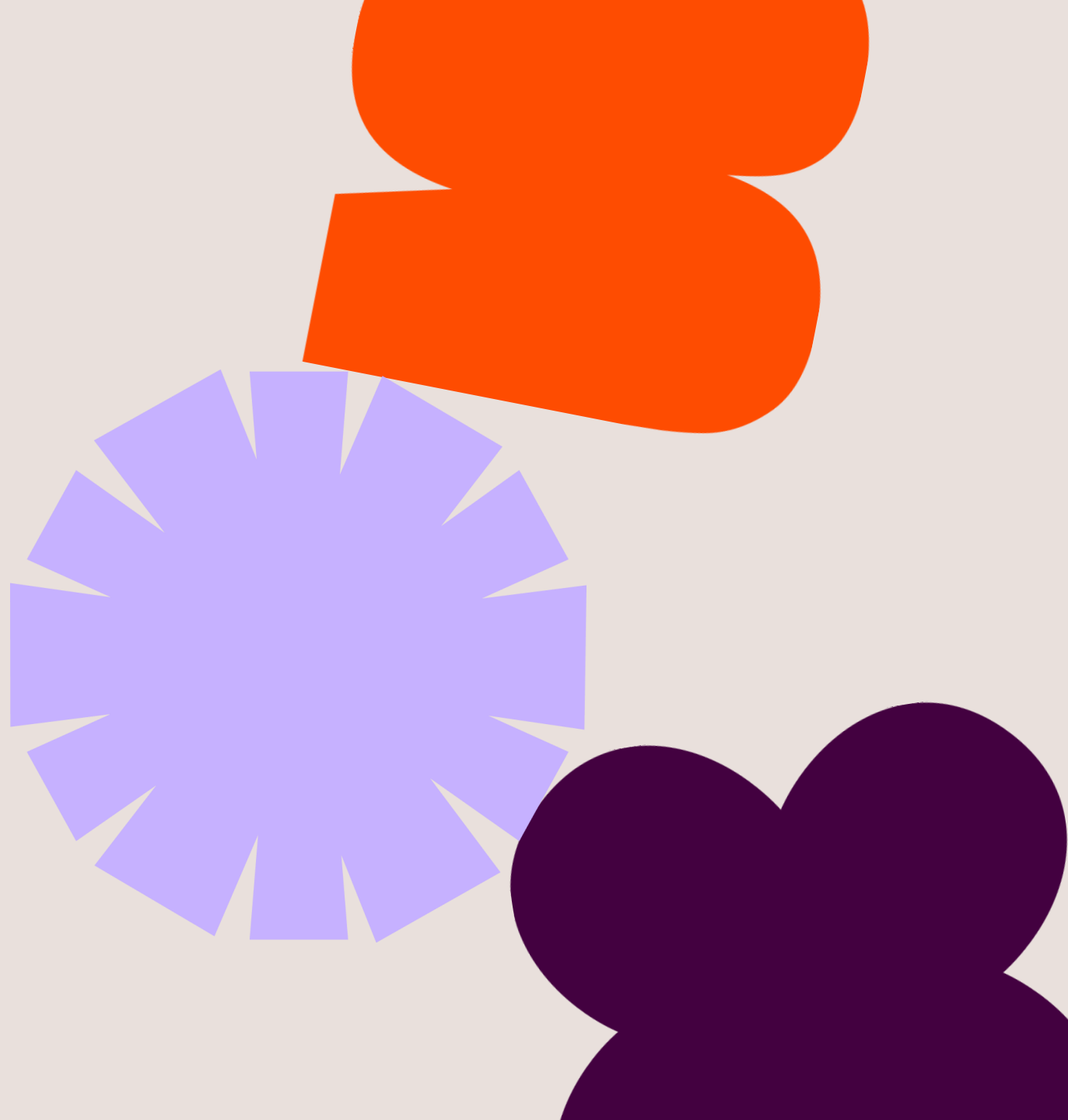
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enjoei



Q&A

enJOei



**ANA LU
MCLAREN**

presidente do conselho
de administração



**TIÊ
LIMA**

ceo



**LEANDRO
MARCHESI**

cfo e dri

RESULTS
PRESENTATION
1Q26

enjoei



HIGHLIGHTS 1Q26

Enjoei Group

+4.6%

GMV in the quarter

R\$ 417.3 million

+3.1%

Net revenue
in the quarter

R\$ 62.6 million

-2.9%

Gross profit
In the quarter

R\$ 33.6 million

+273.8%

Net financial result
in the quarter

+ R\$ 4.4 million

+7.4%

Net revenue per item
traded in the quarter

R\$ 28.43

+1.0%

Gross profit per item
traded in the quarter

R\$ 15.25

+0.3 P.P.

Take rate
In the quarter

24.5%

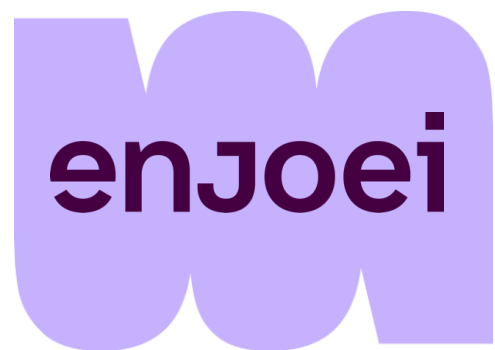
R\$ 190.0 MM

Liquidity position at
the end of the quarter



HIGHLIGHTS 1Q26

Platforms



+12.4%

GMV in the quarter

R\$ 350.5 million

★ All-time high

+18.8%

Net revenue in the quarter

R\$ 48.7 million

+17.8%

Gross profit in the quarter

R\$ 25.3 million



-23.6%

GMV in the quarter

R\$ 66.8 million

-33.5%

Net revenue in the quarter

R\$ 13.0 million

-36.5%

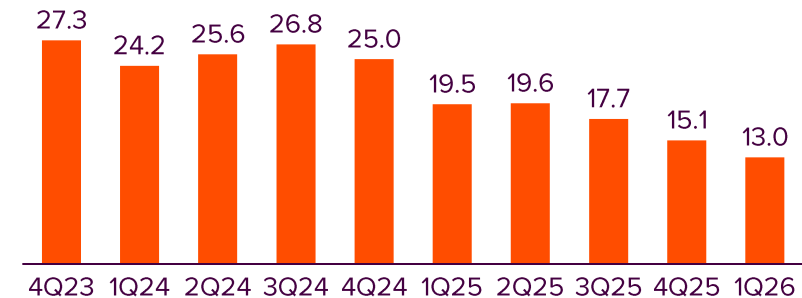
Gross profit in the quarter

R\$ 8.3 million

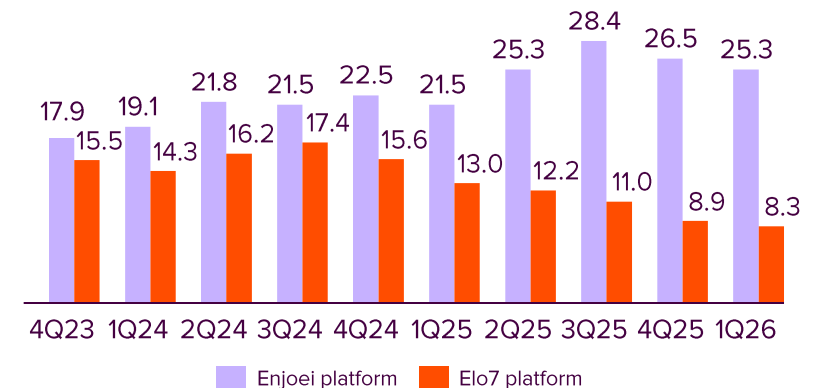
DISCONTINUATION OF **ELO7**

- ✦ **Strategic Decision:** Strengthen capital allocation discipline and focus on the core business with the highest potential.
- ✦ **Adverse Scenario:** Market transformation marked by competition between global players and aggressive subsidies.
- ✦ **Operational Challenge:** Loss of scale and revenue deterioration, hindering the absorption of fixed costs and new investments.
- ✦ **Strategic Prioritization:** Reducing operational complexity and steering capital toward Enjoei's development.

Net Revenue – Elo7 (R\$ million)



Gross Profit – divergent trajectories between Elo7 and Enjoei platforms (R\$ million)



FREE MODE

New listing mode with zero seller commission and fees

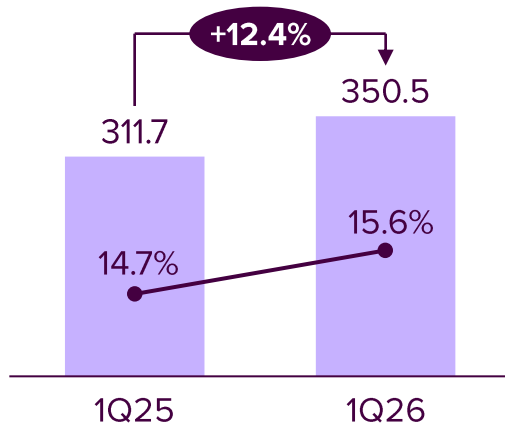
- ❖ **Seller Acquisition:** The new listing mode invites new and casual users to use the platform.
- ❖ **Attractiveness for high-ticket items:** Items that were no longer listed due to variable commissions can now circulate.
- ❖ **Monetization:** Service fee for the buyer and optional Protected Shipping for the seller.
- ❖ **Margin Control:** Listing limits per user and incentive restrictions.



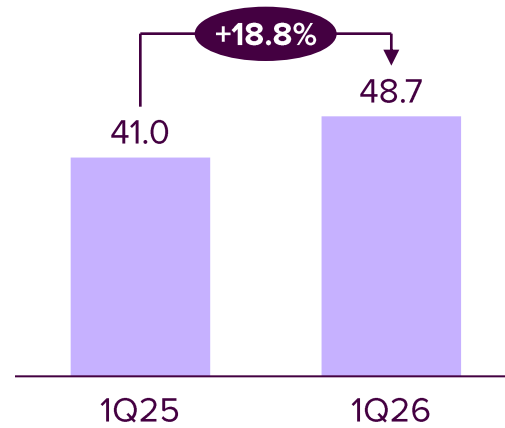
ENJOEI PLATFORM

Successful loyalty and retention initiatives drove this quarter's results

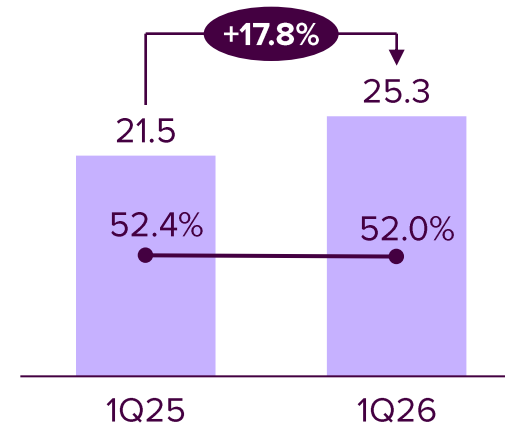
GMV
(R\$ million)



net revenue
(R\$ million)



gross profit
(R\$ million)



● net take rate (% gross revenue/GMV)

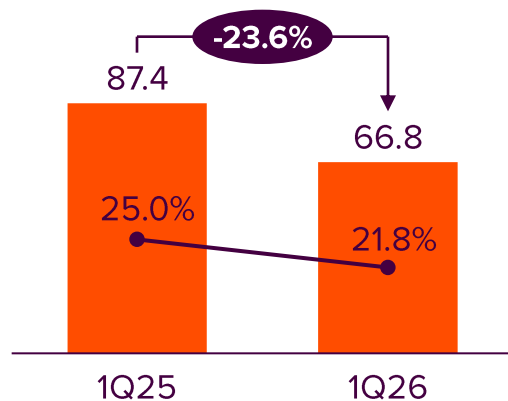
● gross margin (% net revenue/gross profit)



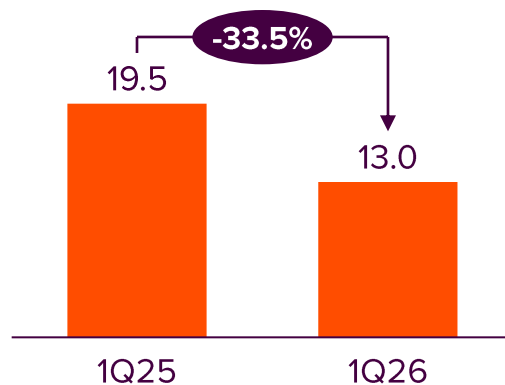
ELO7 PLATFORM

The platform's discontinuation reaffirms our discipline in capital allocation

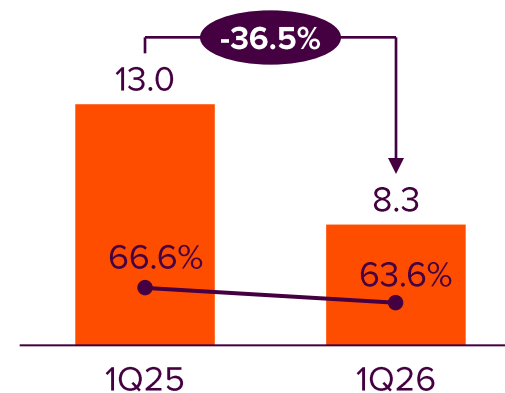
GMV
(R\$ million)



net revenue
(R\$ million)



gross profit
(R\$ million)



—●— net take rate (% gross revenue/GMV)

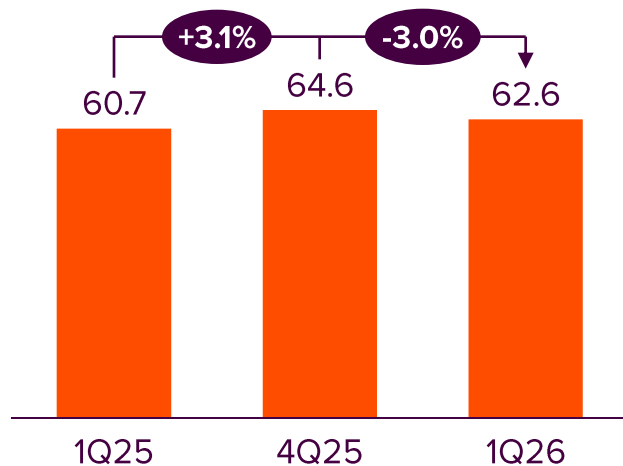
—●— gross margin (% net revenue/gross profit)



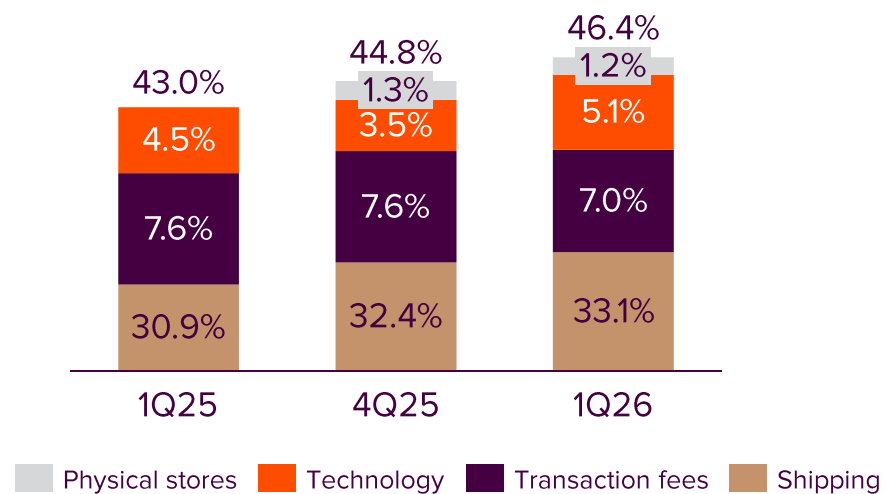
ENJOEI GROUP

Impacts related to Elo7 platform and revenue recognition timing effects

net revenue
(R\$ million)



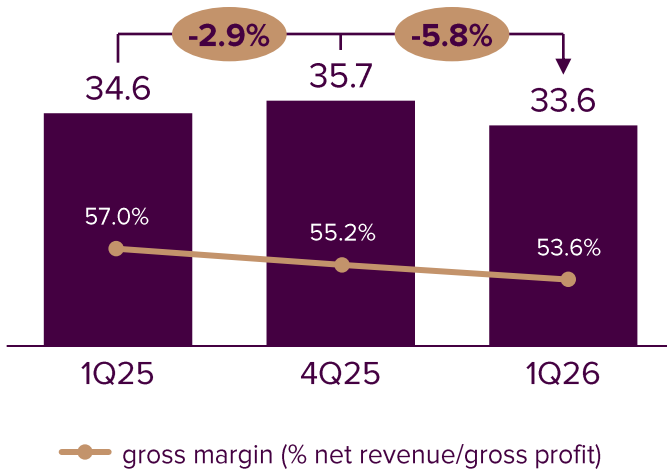
cost of goods sold and services rendered
(% of net revenue)



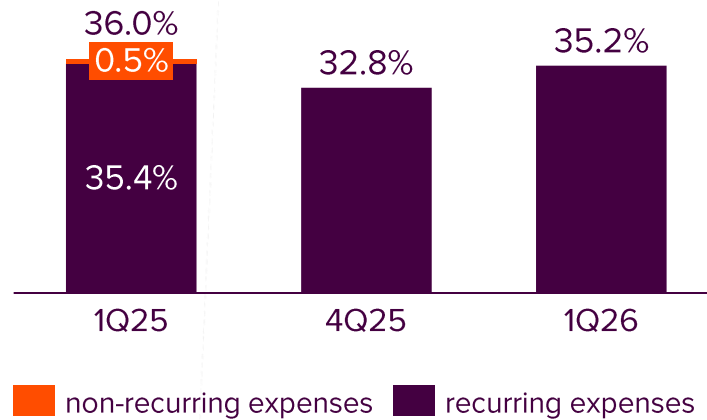
ENJOEI GROUP

Impacts related to Elo7 platform and revenue recognition timing effects

gross profit
(R\$ million)



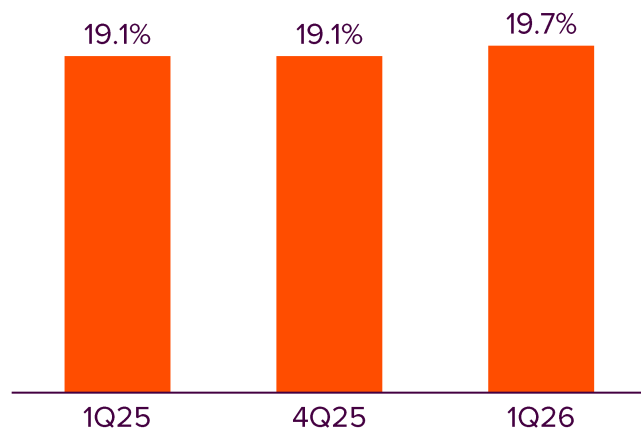
general & administrative expenses (ex-sop)
(% of net revenue)



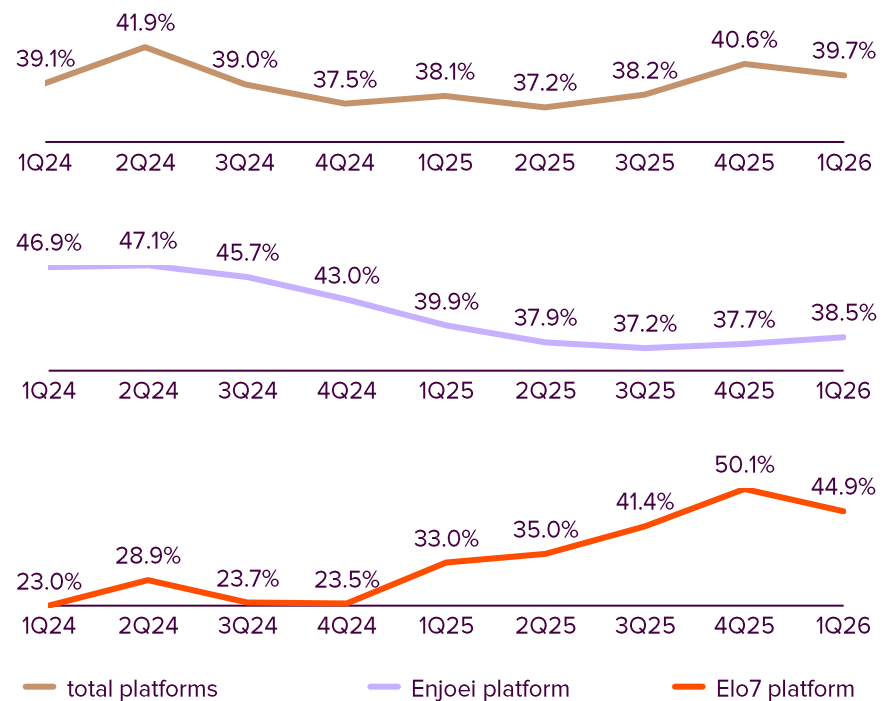
ENJOEI GROUP

Marketing strategy leverages favorable return metrics at Enjoei

advertising expenses
(% of net revenue)



marketing + incentives
(% gross billings)

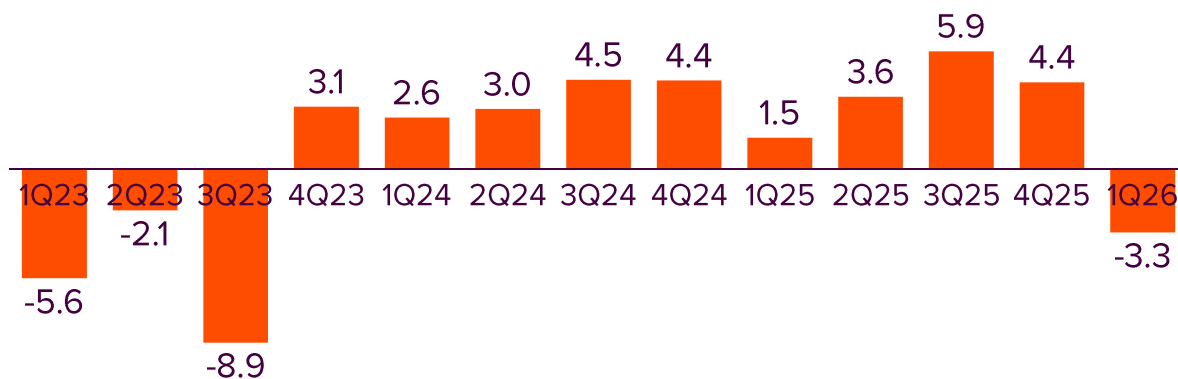


ENJOEI GROUP

Payment solution maturation consumed working capital within expectation

adjusted EBITDA¹

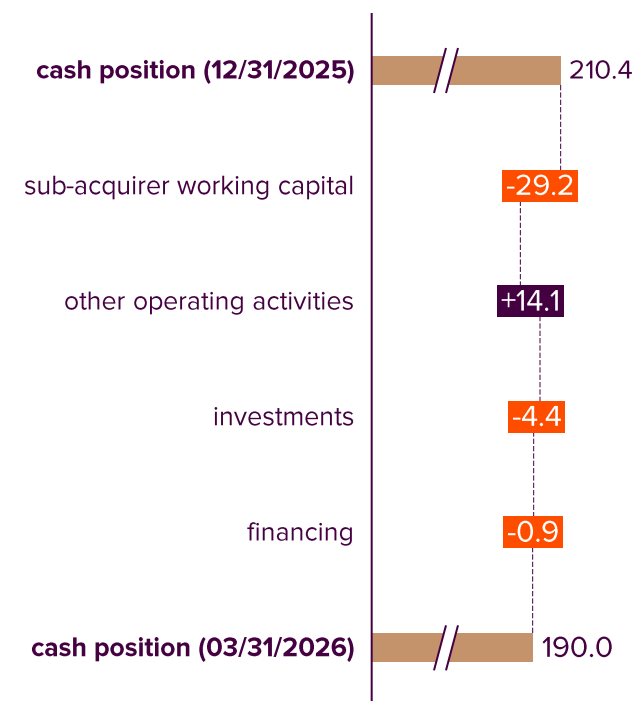
(R\$ million)



¹EBITDA adjustments: 1) Share-based compensation plan (SOP), as detailed in the exhibits; 2) Accounting recognition of Cresci e Perdi disproportionate dividend payments related to pre-closing results, totaling R\$ 1.9 million in 2Q24 – with no cash effect for Enjoei; 3) One-off corporate restructuring expenses related to Elo7, totaling R\$ 1.5 million in 2Q24, R\$ 2.1 million in 1Q24, R\$ 11.4 million in 3Q23, and R\$ 2.8 million in 4Q23; 4) Expenses related to the settlement of the media-for-equity contract with related parties, signed in 2020, with no cash effect, totaling R\$ 7.0 million in 4Q23 and R\$ 239 thousand in 1Q24; 5) M&A advisory and consulting expenses of R\$ 4.4 million in 4Q23 and R\$ 4.2 million in 1Q24. 6) Termination of employee contracts for the Company's restructuring totaled R\$ 2.4 million in 2Q25. Second installment of consulting fees for the restructuring, in the amount of R\$ 329 thousand in 2Q25. Costs of internalizing physical stores, in the amount of R\$540 thousand in 2Q25. 7) First installment of consulting fees for the restructuring, in the amount of R\$ 329 thousand in 1Q25. 8) Retail business consulting expenses totaling R\$ 688 thousand in 3Q25.

cash position and cash flow

(R\$ million)



1Q26

Our strategy for 2026 focuses on accelerating Enjoei's platform growth through inventory expansion while maintaining disciplined capital allocation, consolidating a more resilient and scalable ecosystem committed to delivering shareholder value.

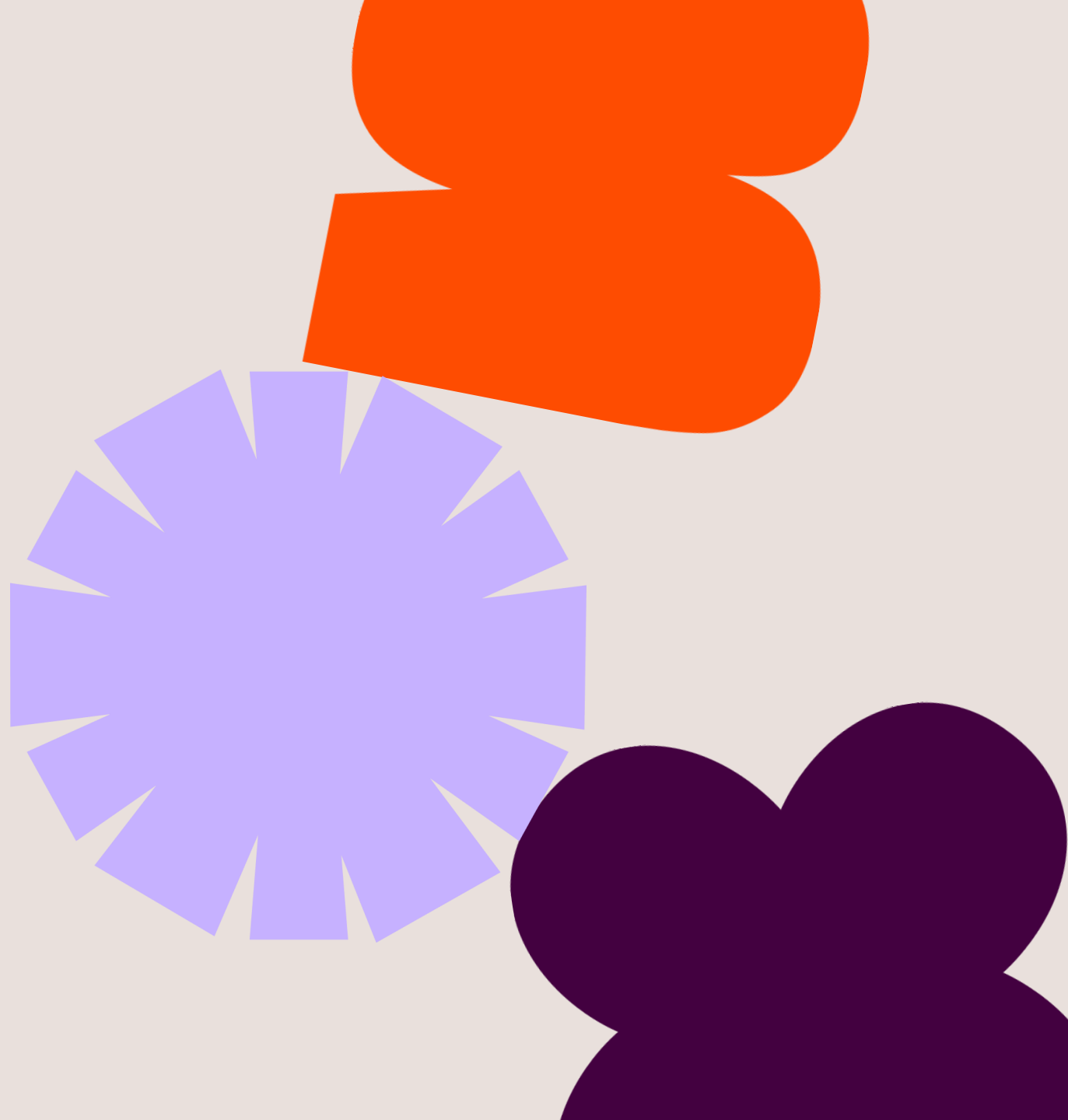
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enjoei



**ANA LU
MCLAREN**

chairwoman of the board



**TIÊ
LIMA**

ceo



**LEANDRO
MARCHESI**

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