

grupo**Multi**

Apresentação **Institucional**

Incluindo Resultados 3T24





Quem é a Multi



Uma das maiores fabricantes de produtos de consumo com tecnologia, com grande diversificação de produtos e de canais de vendas



Forte reconhecimento de marca e liderança em diversas categorias



Capacidade única no desenvolvimento de produtos, antecipando tendências de mercado

+ 5k SKUs no 3T24



Rede massiva de distribuição suportada por forte pós-venda

+10k clientes de varejo /
1k vendedores / 30k pontos
de venda / +90 marketplaces



Modernos processo produtivo & logística

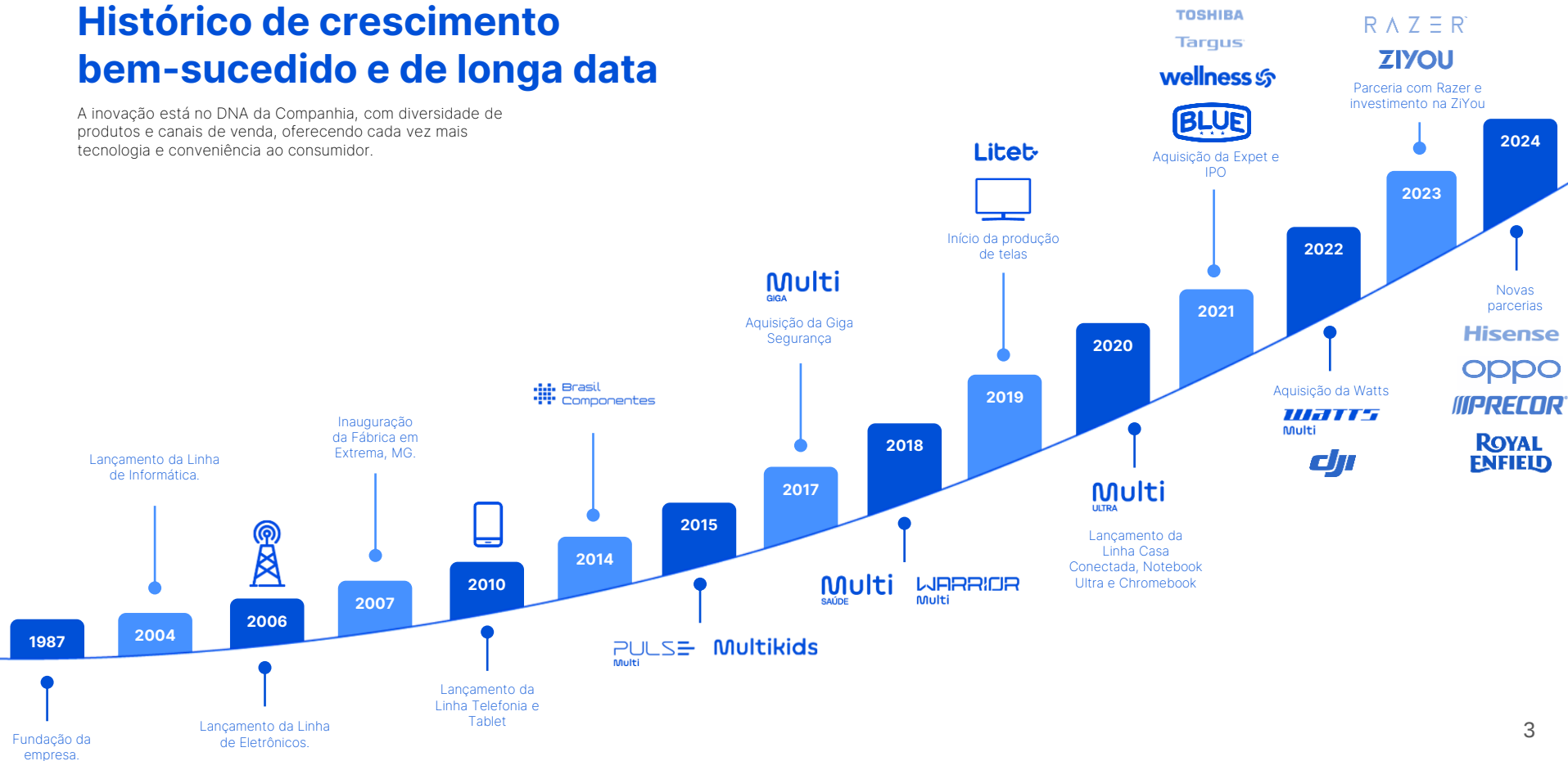
3 unidades produtivas /
~2,6 milhões de produtos/mês



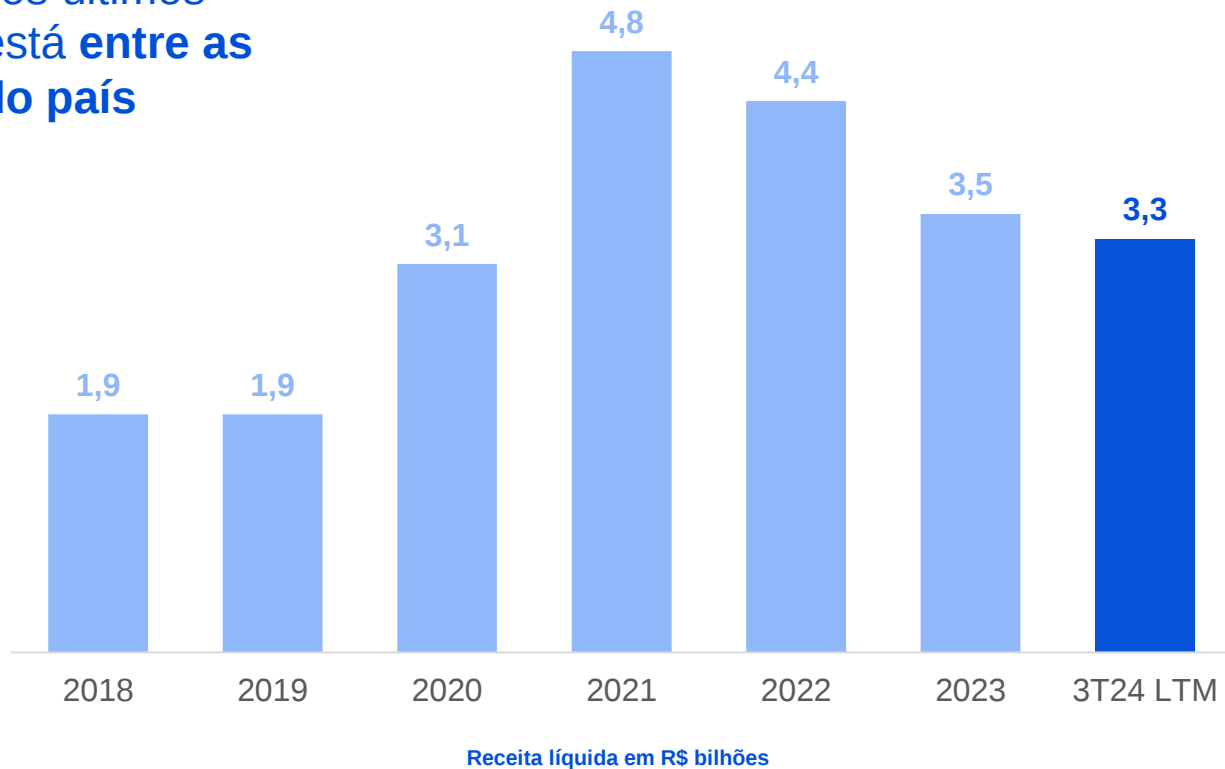
Time experiente & liderança engajada

Histórico de crescimento bem-sucedido e de longa data

A inovação está no DNA da Companhia, com diversidade de produtos e canais de venda, oferecendo cada vez mais tecnologia e conveniência ao consumidor.



Com uma taxa de crescimento na **receita líquida** de 8,7% nos últimos seis anos, o Grupo Multi está **entre as 250 maiores empresas do país**



Vantagens competitivas

Os pilares da nossa estratégia.

1

**Portfólio de
produtos
diversificado**

2

**Alta eficiência
operacional**

3

**Vendas
amplamente
pulverizadas**

4

**Gestão focada em
crescimento
e rentabilidade**

1. Portfólio de produtos
diversificado

1. Portfólio de produtos diversificado

Office & IT

Acessórios de Informática

OEM

Mídias e Pen Drives

Redes

Segurança

Gamer

Papel & Escritório

Equipamentos

Pendrive

Repetidor

Cadeiras

Roteador

Acessórios de Informática

SSD

Materiais de escritório

DDR e Cartão

Maçaneta biométrica

Receita líquida¹: **R\$720,3** milhões
Margem bruta: **R\$113,7** milhões | **15,9%**

Mobile Devices

Telefonia

PCs & Tablets

Smartwatches

Chromebooks

Celulares

Notebooks

Tablets

Receita líquida¹: **R\$327,2** M
Margem bruta: **R\$79,9** M | **24,4%**

Home Electric Products

Eletroportáteis

Health Care

Áudio e Acessórios Mobie

Telas & Vídeos

Gourmet

Balanças

Torres de som

Eletrodomésticos

Termômetros

Caixas de som Bluetooth

TVs

Cuidados Pessoais

Inaladores

Fones de Ouvido TWS

Ferramentas

Receita líquida¹: **R\$759,0** milhões
Margem bruta: **R\$216,5** milhões | **28,5%**

Kids & Sports

Drones & Câmeras

Pet

Baby

Mobilidade Urbana

Wellness

Brinquedos



Motos elétricas



Pet



Carrinhos de Controle Remoto



Drones



Produtos para bebês



Brinquedos



Bike elétrica



Fitness



Baby Care

Receita líquida¹: **R\$374,6** M
Margem bruta: **R\$137,1** M | **36,6%**

¹ Dados referentes ao 9M24 do portfólio continuado de produtos.



2. Alta eficiência operacional

2. Alta eficiência operacional

Expertise em cadeias de suprimentos globais e produção local.

Manaus, AM

Equipe técnica local na China

Fábricas de última geração

Extrema (MG) e Manaus (AM)

2 centros de logística

+4,5k colaboradores

Extrema, MG

Decisão e Compra de
Produtos na China

grupoMulti

Gestão de BackOffice

SAP

Recebimento,
Armazenagem e Processo
Produtivo

SAP

ERP

Venda, Suporte a Vendas,
Promoção em Campo, etc.

Picking e
expedição



MERCURY
Multi

Ásia

2. Alta eficiência operacional

Parceira escolhida por diversas marcas de renome internacional.



Desenvolvimento e licenciamento de produtos pela Multi

Distribuição exclusiva no Brasil para algumas categorias

A Multi fabrica e distribui produtos com exclusividade

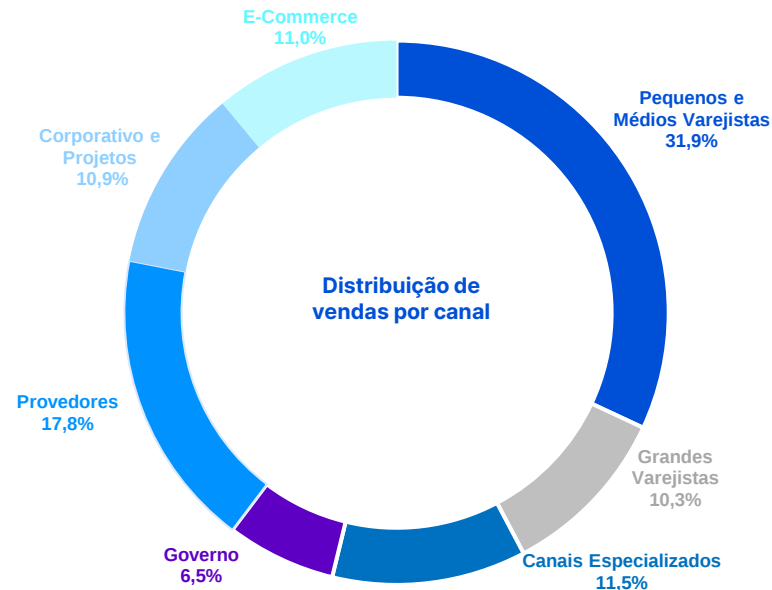
Parcerias de fabricação sem gestão de produto e marca



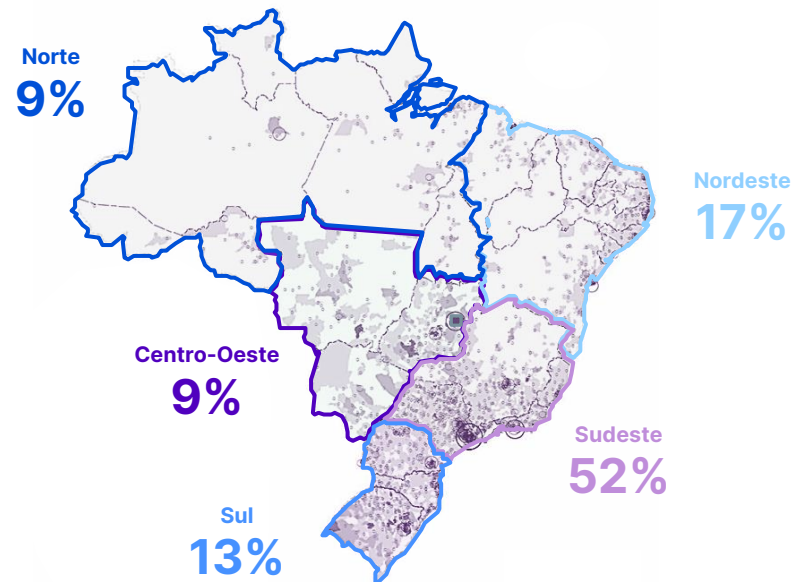
3. Vendas amplamente
pulverizadas

3. Vendas amplamente pulverizadas

Atingimos praticamente 100% dos varejistas relevantes em todos os cantos do Brasil, com o apoio de equipes comerciais altamente treinadas e logística com alto nível de serviço e alcance nacional.



Clientes por região



+10 mil¹
clientes varejistas

1 mil
representantes
de vendas

+30 mil
PDVs

¹ Com base nos números gerenciais em LTM 3T24.

A woman with long dark hair and glasses is sitting at a desk, looking at a laptop. She is wearing a blue and white striped shirt and a white watch. Her left hand is resting on her chin. On the desk, there is a black keyboard, a small potted plant, a pair of black headphones, a notebook, and some papers with sketches. The background is a white brick wall.

4. Gestão focada em **crescimento** e **rentabilidade**

4. Gestão focada em crescimento e rentabilidade

Capacidade de desenvolvimento de produtos, antecipação de tendências e adaptabilidade ao mercado.

Duração da fase (meses)

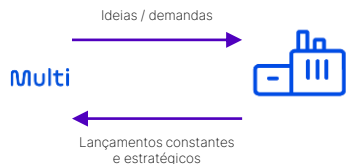
2

Identificação

Equipe dedicada na China, com foco em explorar feiras internacionais buscando identificar tendências futuras.



Relacionamento próximo aos clientes para entender as demandas do consumidor, com entrada em categorias cuja demanda seja bem estabelecida.



2

Validação

Times talentosos divididos em negócios especializados (unidades de desenvolvimento de produtos totalmente operacionais).

4 segmentos de negócios com BUs especializadas

Laboratório de testagem de produtos de última geração (confiabilidade, características e aspectos legais).



1

Produção e Importação

Flexibilidade única para definir e executar o mais eficiente plano de produção.

+2,6 milhões de produtos ao mês
Capacidade instalada combinada



CD & Hubs Logísticos
Em Extrema (MG) e Manaus (AM)



Extrema (MG)



Manaus (AM)

1

Lançamento

Campanhas de marketing direcionadas



Trade marketing



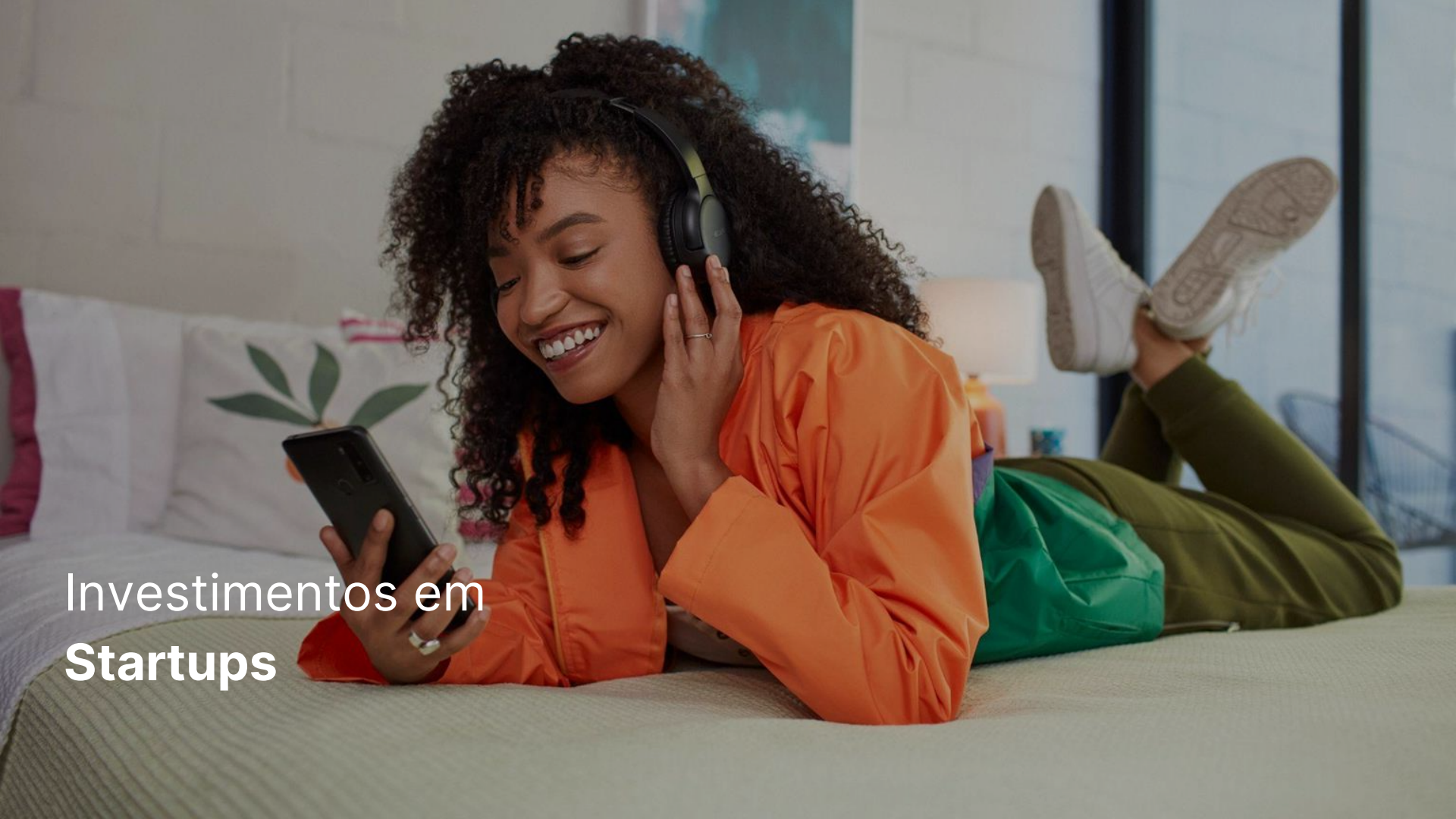
Canais Digitais e RP

PDVs de fácil acesso



Experiência de compras on-line sem complicação



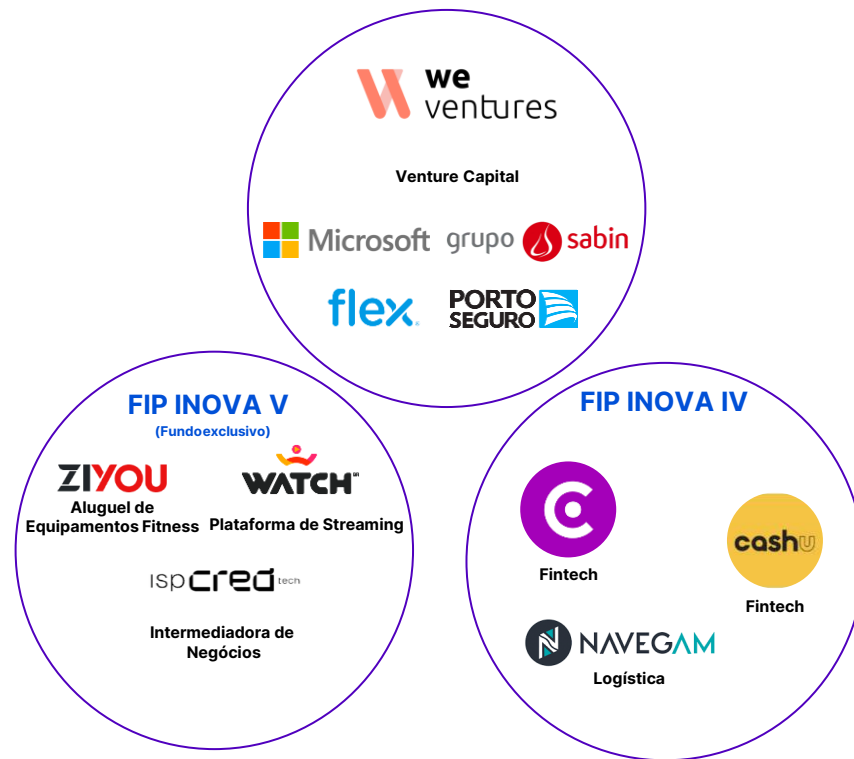
A young woman with curly hair is lying on a bed, smiling while using a smartphone and wearing headphones. She is wearing an orange jacket and green pants. The background shows a white brick wall and a window.

Investimentos em Startups

Além disso, **o Grupo Multi é protagonista** em um ecossistema de investimentos em startups no Brasil



Investimentos Relevantes em Startups e Fundos



¹ Compromisso total da Multi para alocação durante o período de investimento dos Fundos, que em média terminam em 2027.

Destaques em investimentos em Startups:



Sobre a UME:

- Plataforma de rede de ciclo fechado que conecta comerciantes a consumidores, fornecendo crédito qualificado
- A UME oferece crédito digital B2C de forma rápida e acessível, com análise própria em menos de 5 minutos.
- Para comerciantes, aumenta as vendas em até 15% com uma solução SaaS integrada ao POS, e para consumidores, disponibiliza crédito, parcelamentos e benefícios via app.

Modelo de Negócio

- **Onboard de PMEs** que possuem uma grande base de clientes para oferecer o POS da UME.
- **Clientes** recebem acesso ao crédito para comprar na rede Ume (varejistas Habilitados).
- **Melhores clientes:** Podem usar o crédito Ume para comprar de comerciantes de fora da rede UME.

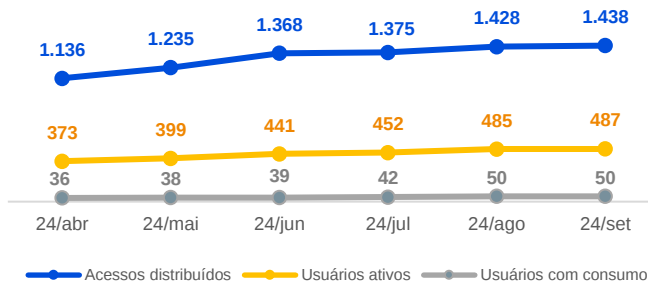
Network formado pela plataforma



Sobre a Watch:

- Companhia que opera no segment B2B para provedores de internet (ISPs), fornecendo opção de contratação de títulos, aluguel de filmes e canais de TV.
- +1,2 milhão de assinantes.
- Gera uma diminuição expressiva da carga tributária para ISPs.

Evolução de Assinantes e Provedores (em milhares)



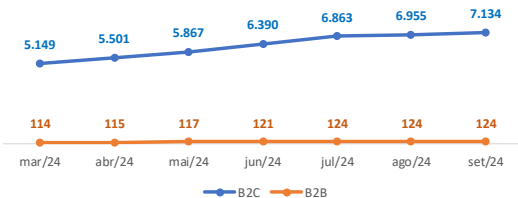
Parceiros



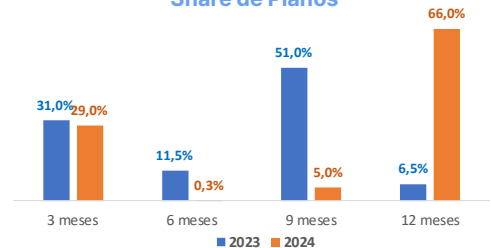
Sobre a ZiYou:

- Empresa focada em aluguel de equipamentos de academia no modelo B2C, possuindo a opção de venda como receita secundária.
- Plataforma de assinatura que oferece locação mensal de equipamentos fitness, como bicicleta ergométrica, esteira e remo, disponível em várias cidades brasileiras. Possui três lojas físicas em São Paulo.

Base de Clientes



Share de Planos



Destaques Financeiros do 3T24



Destaques 3T24

Receita do portfólio continuado

R\$ 759,6M

+3,2% vs. 2T24 e -6,4% vs. 3T23, mesmo impactada pelo aumento de tempo de trânsito de *containers* da Ásia.

Lucro Bruto

R\$ 199,3M

+R\$5,0M vs. 2T24 e +R\$140,6M vs. 3T23, com retomada de margens.

Margem Bruta

24,6%

+2.1 p.p. vs. 2T24 e +65p.p.vs. 3T23, com forte recuperação do segmento de Office & IT Supplies.

EBITDA

R\$ 4,2M

no 3T24, segundo trimestre consecutivo de resultado positivo.

Lucro Líquido

R\$ 1,5M

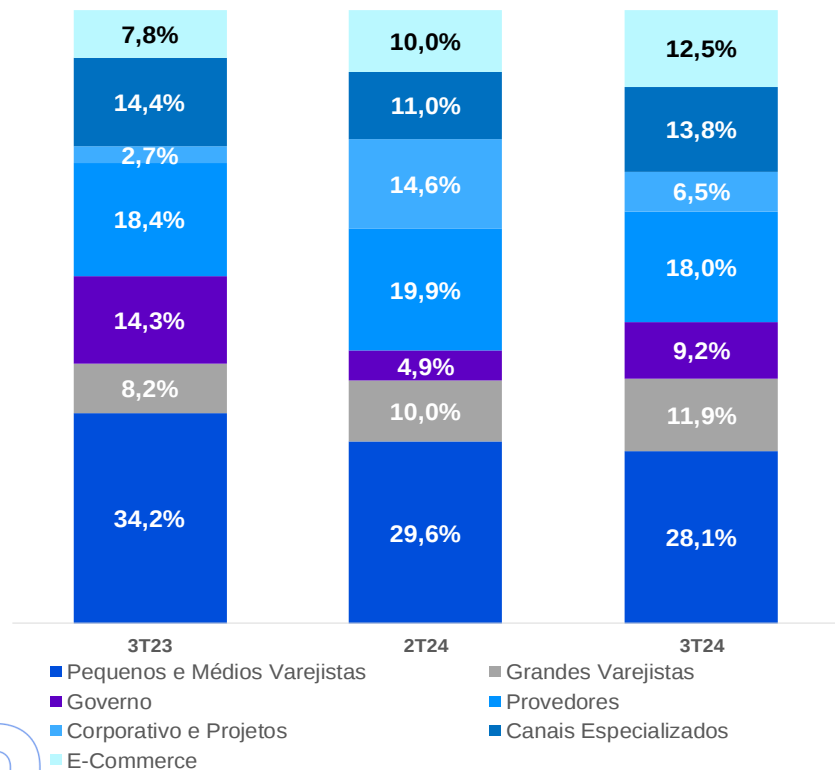
+ R\$53M vs. 2T24 e +R\$213,7M vs. 3T23, resultado do aumento do lucro bruto e efeito cambial na receita financeira.

Estoque de produtos em descontinuação

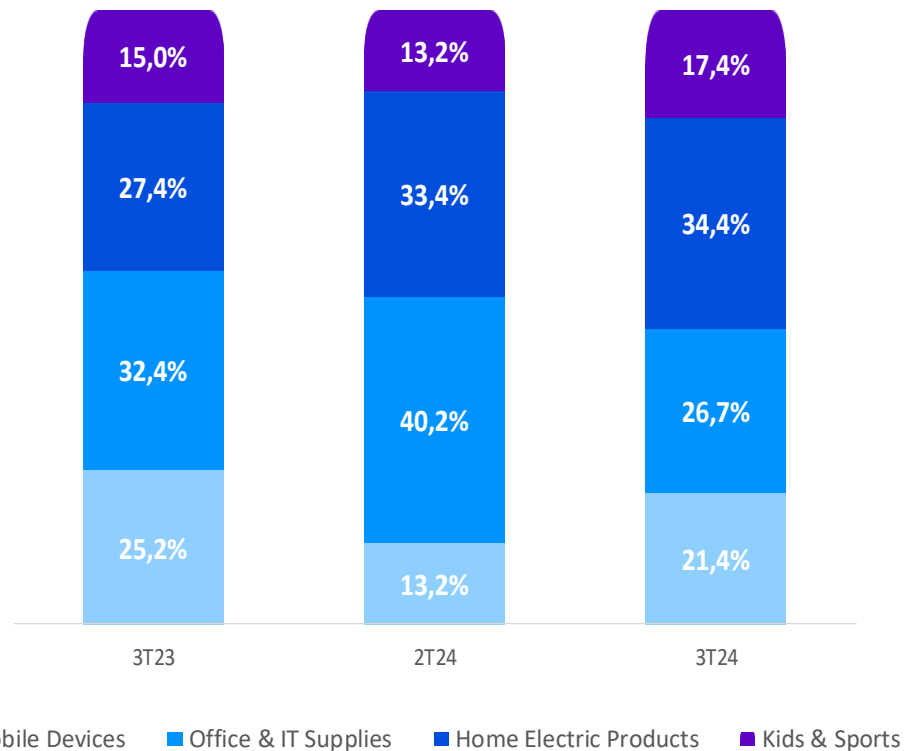
1,4%

do estoque total, -0.8 p.p. vs. 2T24 e -5,3 p.p. vs. Dez/2023, resultado das ações de vendas e renovação dos estoques.

Vendas por Canal

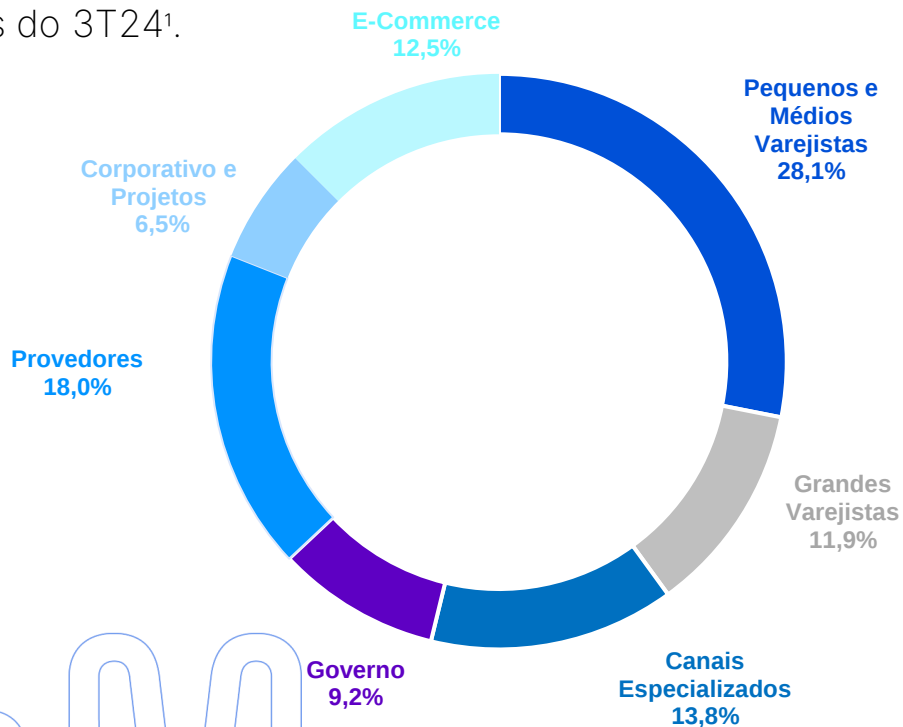


Receita Líquida por Segmento



Abertura de famílias por canal de vendas

Com base na receita de vendas do 3T24¹.



¹Informações gerenciais não-auditadas.

Top Famílias por Canal	% Canal	% Total
Pequenos e Médios Varejistas		
Telas & Vídeo	33,3%	9,4%
PCs & Tablets	15,4%	4,3%
Drones & Câmeras	10,8%	3,0%
Áudio & Acessórios Mobile	9,9%	2,8%
Eletrôportáteis	7,1%	2,0%
Acessórios de Informática	5,0%	1,4%
Outros	18,4%	5,2%
Grandes Varejistas		
Telas & Vídeos	33,8%	4,0%
PCs & Tablets	24,2%	2,9%
Áudio & Acessórios Mobile	19,9%	2,4%
Eletrôportáteis	11,8%	1,4%
Outros	10,3%	1,2%
Canais Especializados		
Health Care	28,5%	3,9%
Brinquedos	26,9%	3,7%
Baby	13,5%	1,9%
Wellness	12,8%	1,8%
Pet	12,7%	1,8%
Outros	5,4%	0,8%
Governo		
PCs & Tablets	91,6%	8,4%
Outros	8,4%	0,8%
Provedores		
Redes	98,0%	17,7%
Outros	2,0%	0,4%
Corporativo e Projetos		
Projetos	88,3%	5,8%
PCs & Tablets	8,6%	0,6%
Outros	3,1%	0,2%
E-Commerce		
Drones & Câmeras	21,1%	2,6%
PCs & Tablets	13,0%	1,6%
Baby	10,9%	1,4%
Telefonia	10,7%	1,3%
Telas & Vídeos	10,2%	1,3%
Eletrôportáteis	8,3%	1,0%
Health Care	6,5%	0,8%
Áudio & Acessórios Mobile	5,2%	0,7%
Outros	14,2%	1,8%

Office & IT Supplies

Segmento composto de periféricos de informática, materiais de escritório e equipamentos de internet e de segurança, preponderantemente comercializados no pequeno varejo e junto a fornecedores de serviços de internet e instaladores.

**Renovação tecnológica
atendendo às demandas
dos provedores e
consumidores finais**

**Ampliação da parceria com
a ZTE, com ampliação
do portfólio**

**Revisão do portfólio em
Segurança e Acessórios
para Computadores**

**Parcerias de fabricação
de OEM no 2T24**

Marcas e Produtos

Multi
WARRIOR
Multi
ZTE



Roteadores



Periféricos



Redes



Papelaria

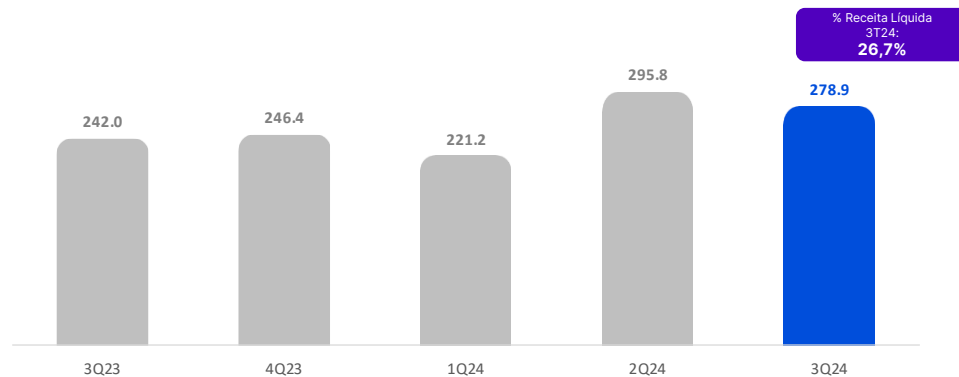


Pen Drives

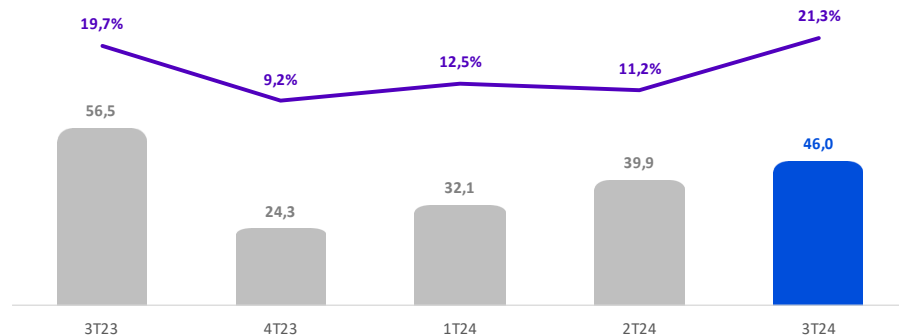


Memória

Receita Líquida (em milhões de reais)



Lucro Bruto (em milhões de reais)



Home Electric Products

Segmento formado por Eletroportáteis, produtos da linha Áudio e Vídeo e produtos de Health Care, amplamente comercializados nas grandes lojas de varejo e em redes de drogaria.

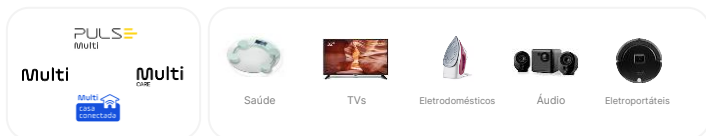
Fabricação e distribuição de TVs Toshiba

Parceria de fabricação para parceiro internacional Hisense

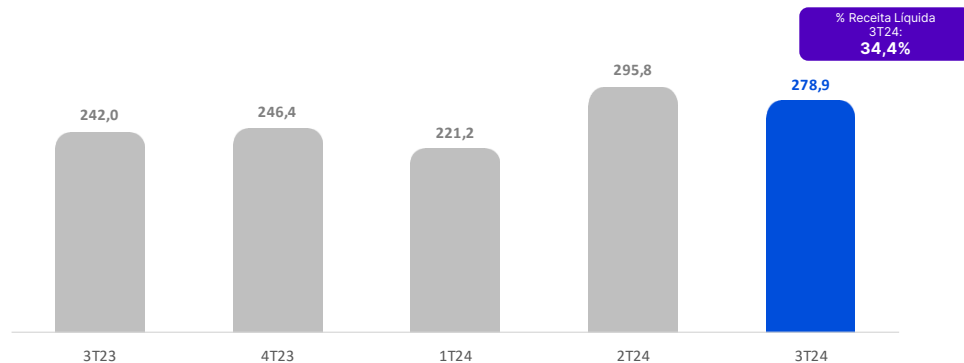
Ampliação do portfólio direcionável ao Governo

Injeção plástica para fabricação de eletroportáteis Multi

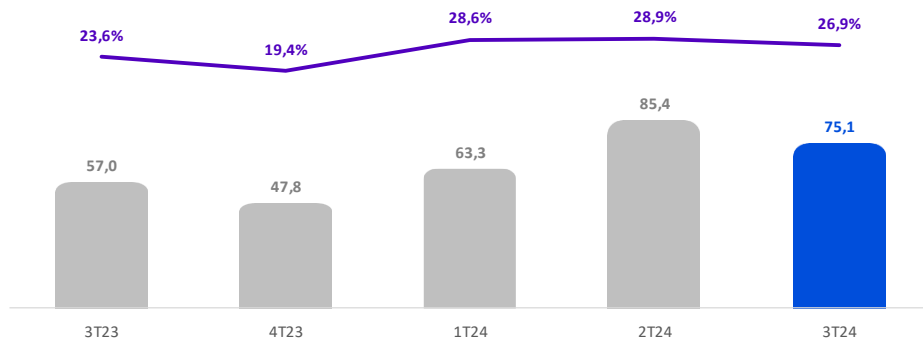
Marcas e Produtos



Receita Líquida (em milhões de reais)



Lucro Bruto (em milhões de reais)



Kids & Sports

Segmento composto de puericultura leve e pesada, equipamentos de ginástica, brinquedos e produtos para pets, normalmente comercializados no varejo especializado com margens atraentes.

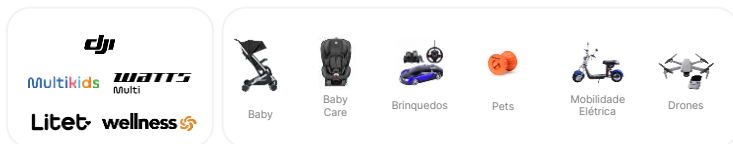
Otimização do portfólio para manutenção da rentabilidade do segmento

Parceria de produção de motos a combustão para parceiro internacional Royal Enfield

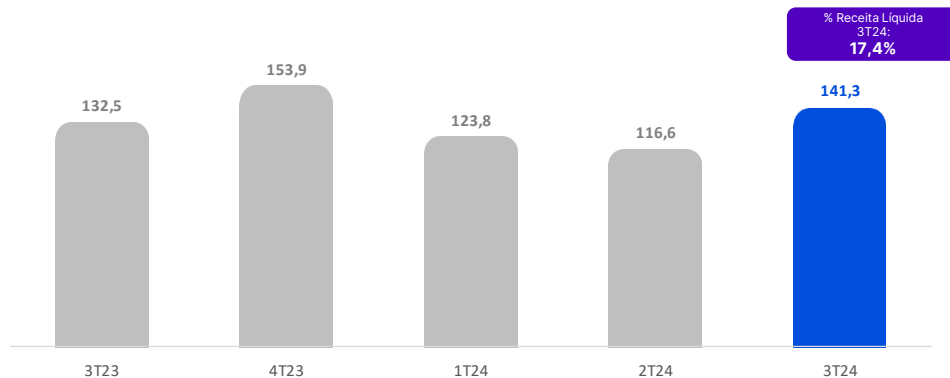
Operação consolidada da DJI no Brasil

Crescimento da linha Wellness com novas parcerias

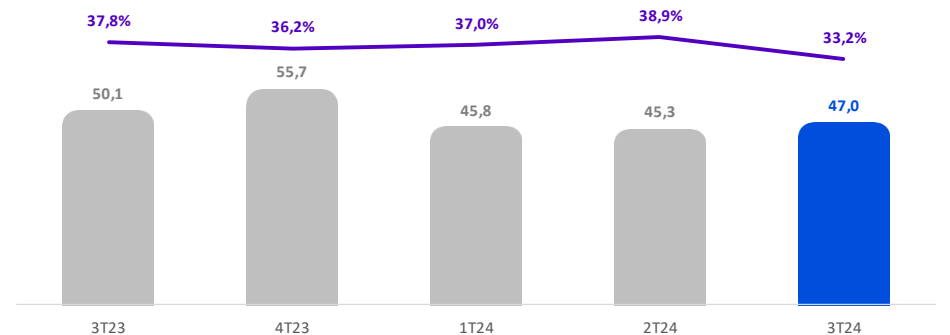
Marcas e Produtos



Receita Líquida (em milhões de reais)



Lucro Bruto (em milhões de reais)



Mobile Devices

Segmento formado por dispositivos eletrônicos de fácil transporte e manuseio, composto basicamente por smartphones, notebooks e tablets direcionados às grandes redes de varejo e clientes corporativos.

Importante redução nos estoques de smartphones no LTM

Renovação das linhas de PCs e tablets

Portfólio continuado¹

Receita líquida: **R\$140,9** milhões
Lucro bruto: **R\$28,8** milhões |
20,4% de margem

Projeto de fabricação de smartphones Oppo

Marcas e Produtos

Multi
Multi
ULTRA



Desktop



Notebooks

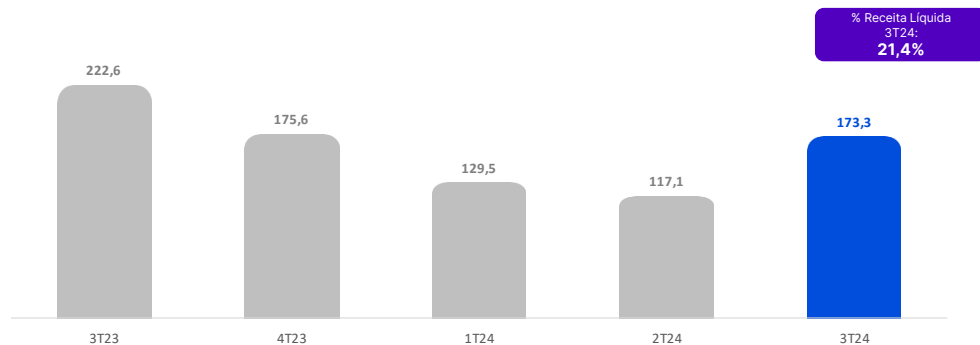


Smartphones¹
e Celulares

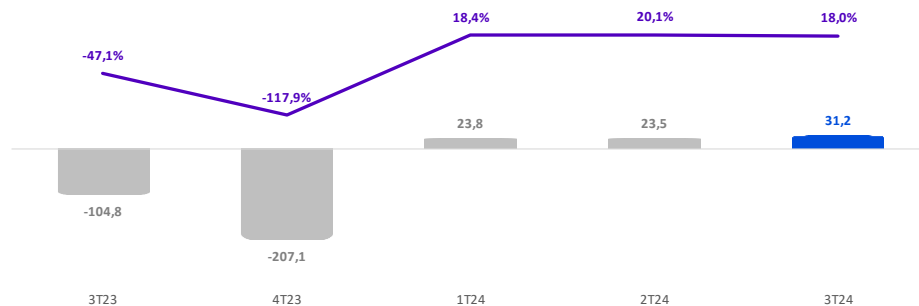


Tablets

Receita Líquida (em milhões de reais)



Lucro Bruto (em milhões de reais)



¹ Desconsidera produtos em descontinuação, como smartphones marca Multi e algumas linhas de tablet obsoletas
Nota: Lucro bruto considera ajustes no estoque e provisões de obsolescência no montante de R\$341,2 milhões ao longo de 2023.

Resumo dos benefícios fiscais da Multi

Alguns dos programas fiscais dos quais a Multi se beneficia existem há quase 30 anos, sem vencimento no curto prazo e com possibilidade de prorrogação de seus prazos.

Benefício Fiscal	Validade	Estadual/Federal	Descrição
ICMS Minas Gerais	Início: 1991 Término: Dez/2032	Estadual	• Imposto não cumulativo aplicado à comercialização de mercadorias e à prestação de serviços de transporte estadual e municipal; • Benefício para produtos fabricados na planta produtiva de Extrema, como memórias, tablets, notebooks e smartphones sem incidência de ICMS e; • Para produtos importados como mouses, teclados, brinquedos, linha de produtos para bebês, eletrodomésticos, aplica-se alíquota de 1,5% sobre as vendas.
Lei de Informática	Início: 1991 Término: 2029 <i>Prorrogável por até 5 anos se previsto na LDO</i>	Federal	• Direito de crédito fiscal financeiro sobre o IPI (Imposto sobre Produtos Industrializados) sobre o produto final desde que haja um PPB e investimento em P&D; • A data de término da Lei de Informática foi renovada em 2001, 2004 e 2014.
Programa de Apoio ao Desenvolvimento Tecnológico da Indústria de Semicondutores (PADIS)	Início: 2007 Término: 2029 <i>Prorrogável por até 5 anos se previsto na LDO</i>	Federal	Conjunto de incentivos fiscais federais que foram estabelecidos para atrair investimentos na área de semicondutores e displays. O incentivo fiscal é composto por: • Crédito fiscal financeiro sobre II, IPI, PIS-COFINS e PIS-COFINS-Importação para máquinas, equipamentos, produtos e softwares relacionados à produção de semicondutores e displays e; • Redução de 75% no Imposto de Renda Pessoa Jurídica (IRPJ).
Zona Franca de Manaus	Término: 2074	Estadual	Os benefícios se referem, de modo geral, a isenções, reduções de base de cálculo e diferimento (prorrogação do prazo) de pagamento do ICMS incidente tanto na aquisição de insumos, quanto na saída de produtos acabados. • Crédito estímulo do ICMS: esse crédito reduz o valor do imposto a pagar que, a depender do bem, pode variar de 55% a 100%, sendo este incentivo dado por produto; • Diferimento do imposto, que pode ocorrer tanto nos casos de importação do exterior de matéria-prima e material secundário, quanto na saída de bens intermediários para utilização com insumo de outra indústria incentivada, dentro do Estado do Amazonas; • Isenção do imposto incidente nas aquisições de máquinas e equipamentos para utilização direta no processo produtivo; • Redução de base de cálculo do ICMS nas importações do exterior de matéria-prima e material secundário que podem variar de 55% a 64,5%.

A dinâmica do setor é baseada nos programas atuais que trazem benefícios aos consumidores finais à medida que as empresas os repassam; não há incentivos para que os governos mudem essas condições.

A large, solid blue letter 'N' is centered on the page, acting as a background for the text. The background image is a photograph of a technology exhibition or trade show, featuring various electronic devices, displays, and people in a brightly lit hall. The text is white and bold, positioned in the center of the 'N' shape.

**Tecnologia que
melhora sua vida.**

grupo**Multi**

Institutional Presentation

Including 3Q24 Results





Multi at a glance



One of the largest manufacturers of consumer products with technology, offering a wide variety of products and sales channels



Strong brand recognition and leadership in several categories



Unique product development capability, anticipating market trends

5k+ SKUs in 3Q24



Massive distribution network supported by strong after-sales

+10k retail customers/
1k sales promoters / 30k point of sales/ our own e-commerce



State of the art factories and logistics centers

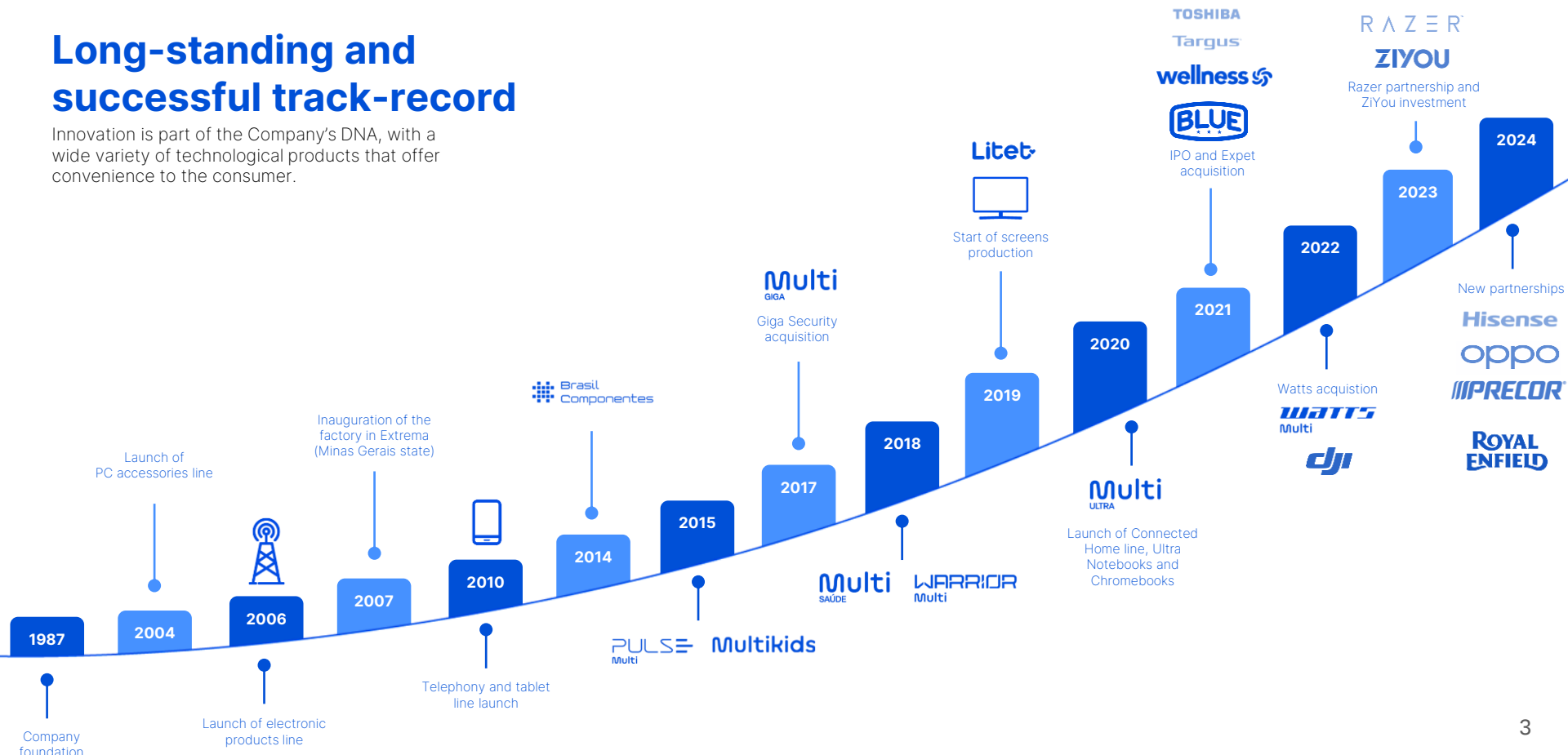
3 factories/
2,6 mm+ products/month



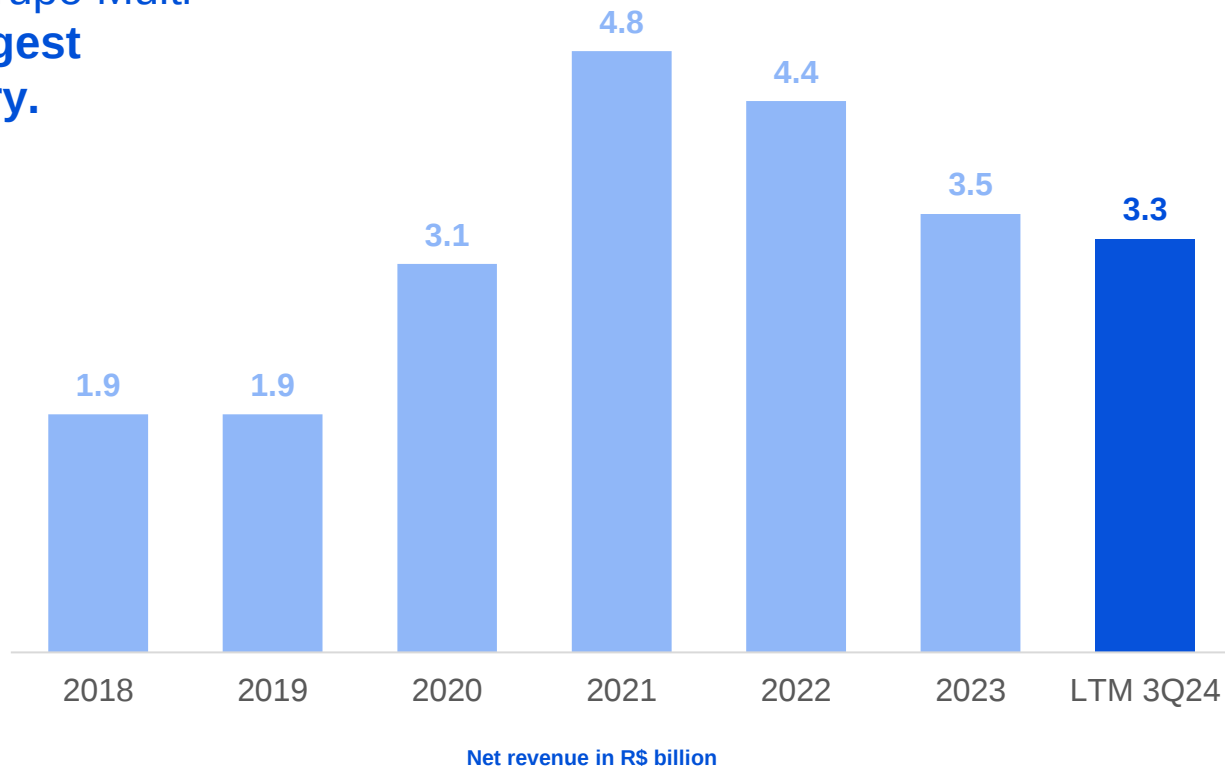
Experienced team and engaged management

Long-standing and successful track-record

Innovation is part of the Company's DNA, with a wide variety of technological products that offer convenience to the consumer.



With a net revenue **growth rate of 8.7%** over the past six years, Grupo Multi ranks **among the 250 largest companies in the country.**



Competitive advantages

The pillars of our strategy.

1

**Diversified
product portfolio**

2

**Strong
operational
efficiency**

3

**Widespread
sales**

4

**Management
focused on
growth and
profitability**

A man with a beard and short dark hair is sitting on a brown leather sofa, smiling while looking at a tablet computer. He is wearing a blue denim jacket over a dark blue t-shirt. The room is dimly lit with warm ambient lighting. In the background, an acoustic guitar is leaning against a wall next to a potted plant. In the foreground, a small round wooden table holds a teal mug on a saucer and a glowing, woven lantern.

1. Diversified
product portfolio

1. Diversified product portfolio

Office & IT

PC Accessories

OEM

Mídia & Pen
Drives

Networks

Security

Gamer

Stationery
& Office

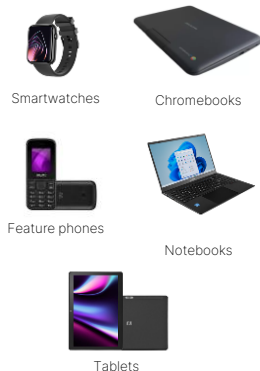


Net revenue¹: **R\$720.3** million
Gross margin: **R\$113.7** million | **15.9%**

Mobile Devices

Telephony

PCs &
Tablets



Net revenue¹: **R\$327.2** mm
Gross margin: **R\$79.9** mm | **24.4%**

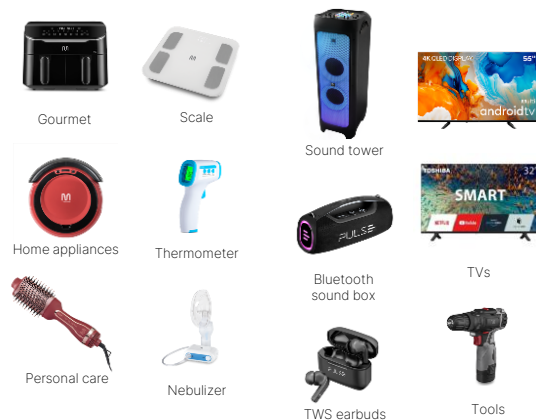
Home Electric Products

Home
Appliances

Health Care

Áudio e
Acessórios
Móvie

Telas &
Vídeos



Net revenue¹: **R\$759.0** million
Gross margin: **R\$216.5** million | **28.5%**

Kids & Sports

Drones &
Câmeras

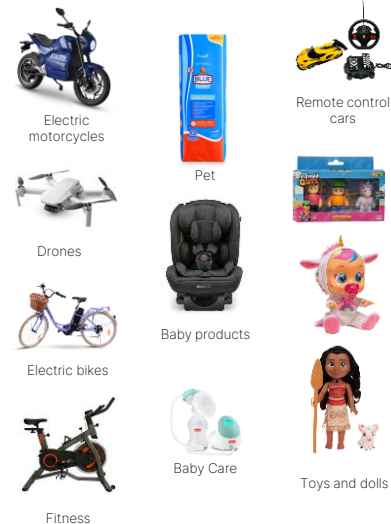
Pet

Baby

Mobilidade
Urbana

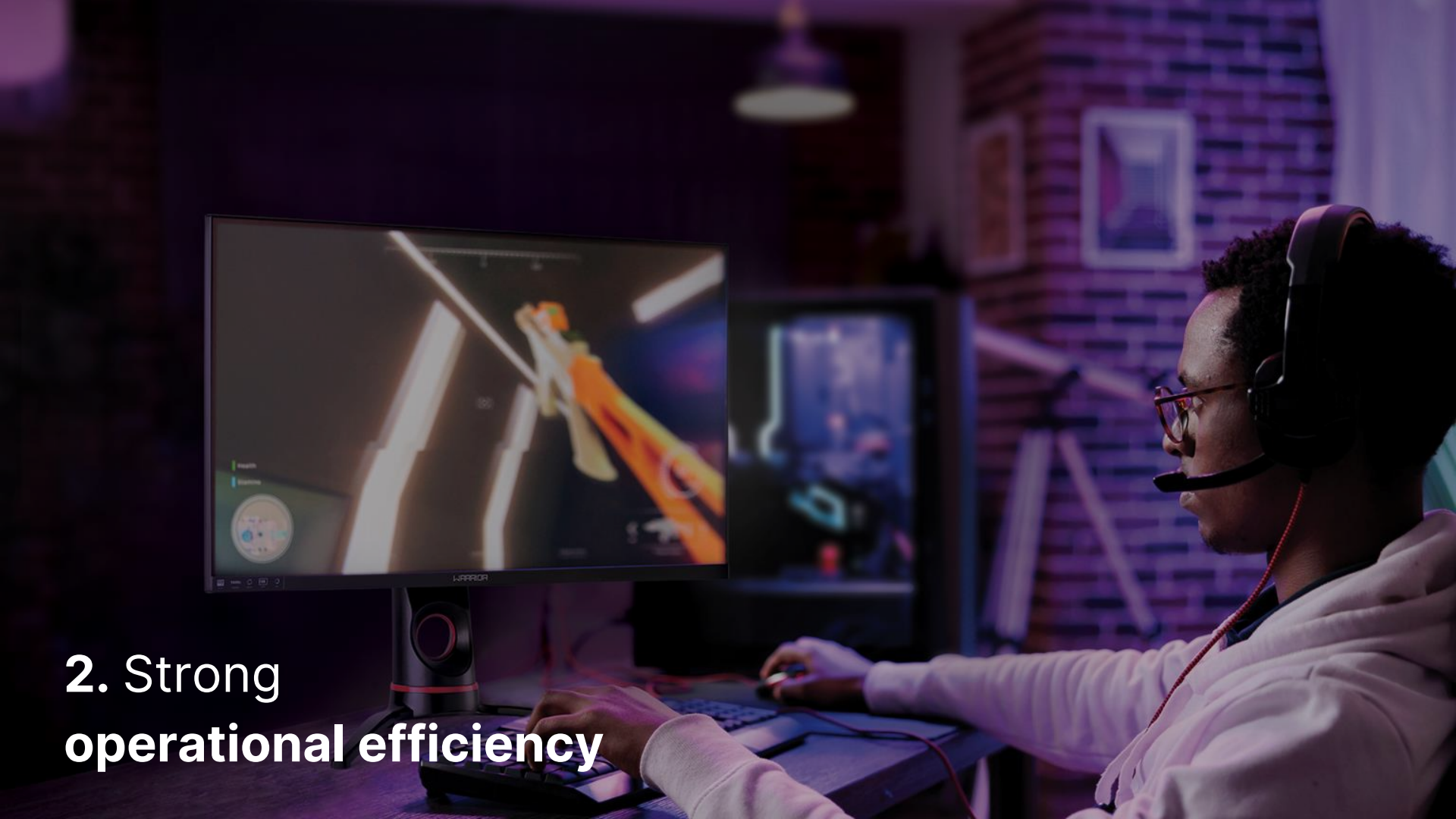
Wellness

Brinquedo
s



Net revenue¹: **R\$374.6** mm
Gross margin: **R\$137.1** mm | **36.6%**

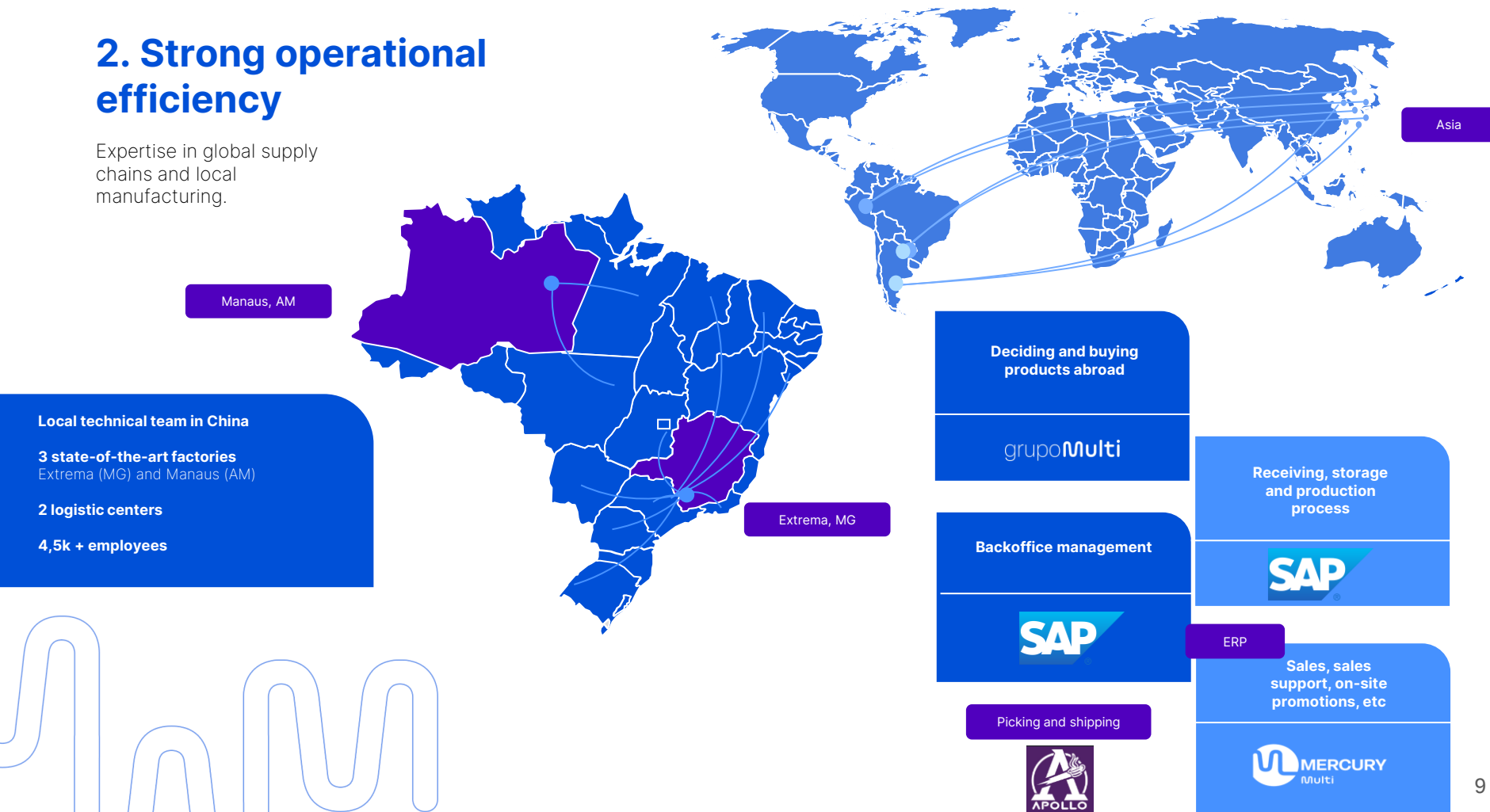
¹ Data related to the 9M24 of the continuing product portfolio.



2. Strong operational efficiency

2. Strong operational efficiency

Expertise in global supply chains and local manufacturing.



2. Strong operational efficiency

A trusted local partner chosen by several globally renowned brands.



○ Product development and licensing by Multi

○ Exclusive distribution in Brazil for certain categories

○ Multi manufactures and distributes products exclusively.

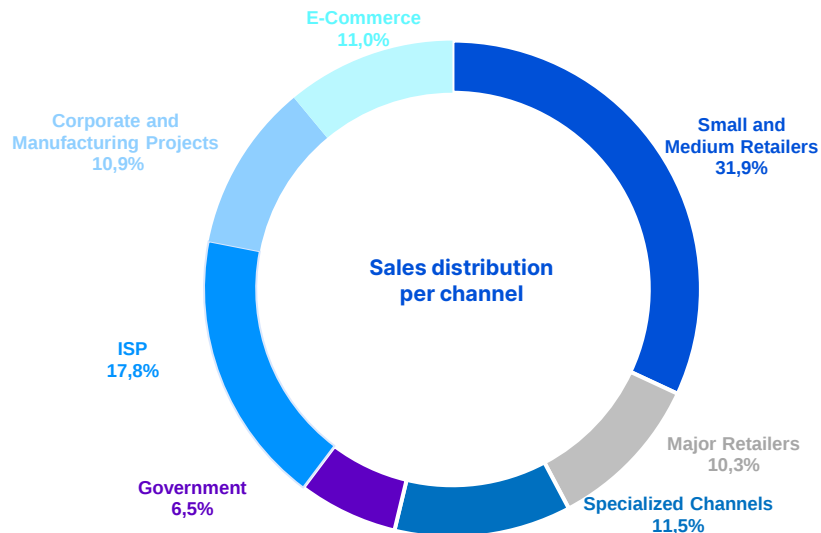
○ Manufacturing partnerships without product and brand management



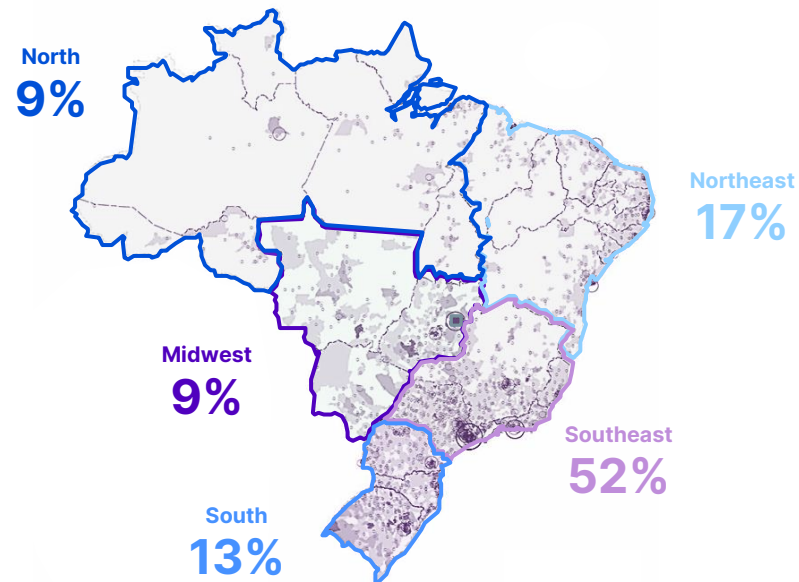
3. Widespread sales

3. Widespread sales

Epic distribution, reaching virtually 100% of relevant retailers in every corner of Brazil, supported by highly trained commercial and logistics teams and high service levels.



Clients by region



+10k¹
retail clients

1k
sales promoters

+30k
POS^{*}

¹ Based on management figures as of 3Q24 LTM, no single customer accounts for more than 5% of our revenue.



4. Management focused on
growth and profitability

4. Management focused on growth and profitability

Unparalleled product development capability, anticipating trends and driving growth.

Phase duration
(months)

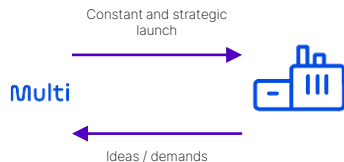
2

Identifying

Dedicated team based in China focused on exploring international trade fairs and identifying upcoming trends



Close and constant relationship to identify current retail clients demands



2

Validating

Talented team grouped in specialized business units (fully operational product development squads)

4 operational segments with specialized BUs

State-of-the-art product testing lab (reliability, features and legal aspects)



1

Producing & Importing

Unique in-house flexibility to define and execute the most efficient production plan

~2,6mm products/month
Combined installed capacity



DC & Logistic Hubs
In Extrema (MG) and Manaus (AM)



Extrema (MG)

Manaus (AM)

1

Launching

Focused marketing campaigns



Trade marketing



Digital channels and PR

Easy access to point of sales



Hassle-free online shopping experience



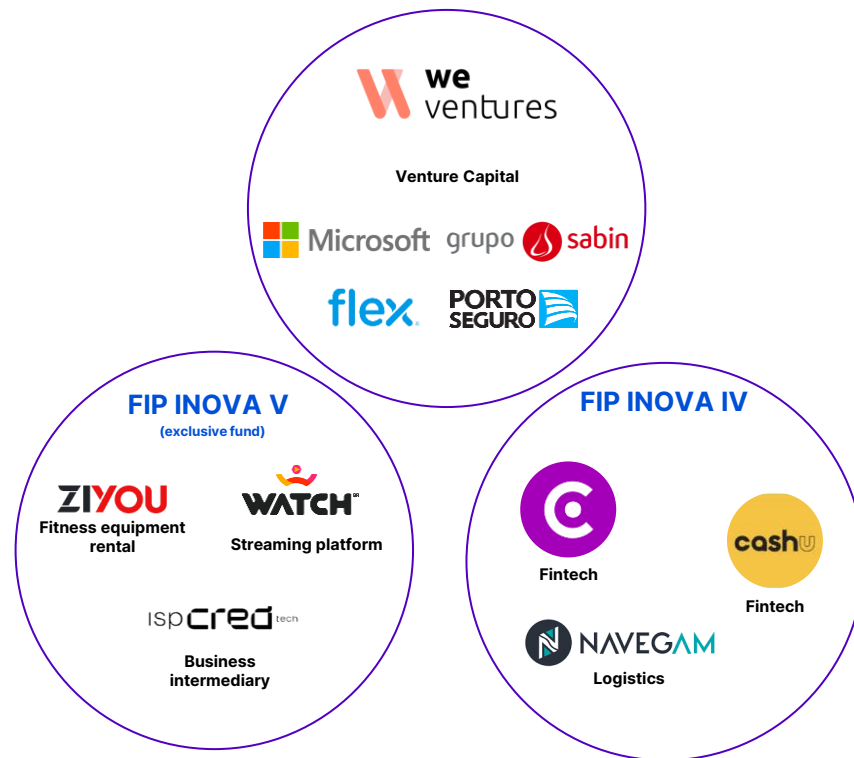


Startups' Investments

Multi is also a protagonist in an ecosystem that invests in Startups in Brazil



Relevant Investments in Startups and Funds



¹ Multi's total commitment to allocation during the Funds' investment period, which on average ends in 2027.

Startups' Investments Highlights:



About UME:

- Closed-loop network platform that connects merchants to consumers, providing qualified credit.
- UME offers fast and accessible B2C digital credit with its own analysis in under 5 minutes.
- For merchants, it increases sales by up to 15% with a SaaS solution integrated with the POS, and for consumers, it provides credit, installment options, and benefits through the app.

Business Model

- **Onboarding of SMEs** with a large customer base to offer UME's POS system.
- **Customers** gain access to credit for purchases within the UME network (authorized retailers).
- **Top clients:** Can use UME credit to purchase from merchants outside the UME network.

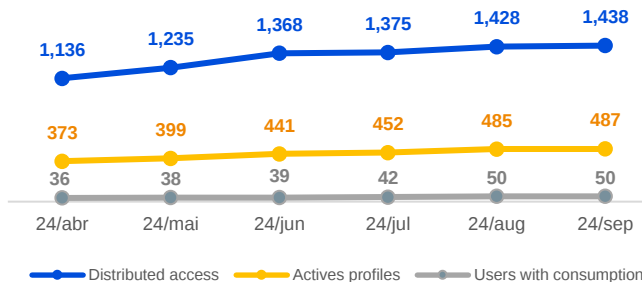
Network created by the platform



About Watch:

- Company operating in the B2B segment for Internet Service Providers (ISPs), offering options for subscription of titles, movie rentals, and TV channels.
- +1.3 million subscribers.
- Significantly reduces the tax burden for ISPs.

Subscribers and Providers Evolution (in thousands)



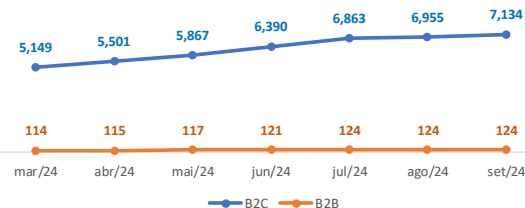
Partners



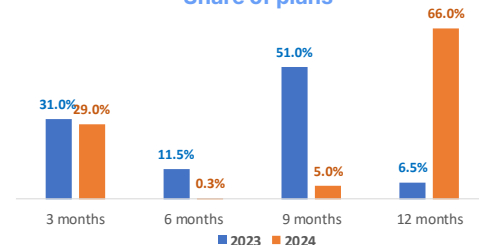
About ZiYou:

- Company focused on gym equipment rentals in a B2C model, with sales as a secondary revenue stream
- Subscription platform offering monthly rentals of fitness equipment such as exercise bikes, treadmills, and rowing machines, available in various Brazilian cities. It has three physical stores in São Paulo.

Customer base



Share of plans





3Q24 Financial Highlights

3Q24 Highlights

Continued Portfolio Revenue

R\$ 759.6M

+3.2% vs. 2Q24 and -6.4% vs. 3Q23, even with the impact of the increase in container transit times from Asia.

Gross Profit

R\$ 199.3M

+R\$5.0M vs. 2Q24 and +R\$140.6M vs. 3Q23, with recovery of margins.

Gross Margin

24.6%

+2.1 p.p. vs. 2Q24 and +65 p.p. vs. 3Q23, with strong recovery in the Office & IT Supplies segment.

EBITDA

R\$ 4.2M

in 3Q24, second consecutive quarter of positive results.

Net Profit

R\$ 1.5M

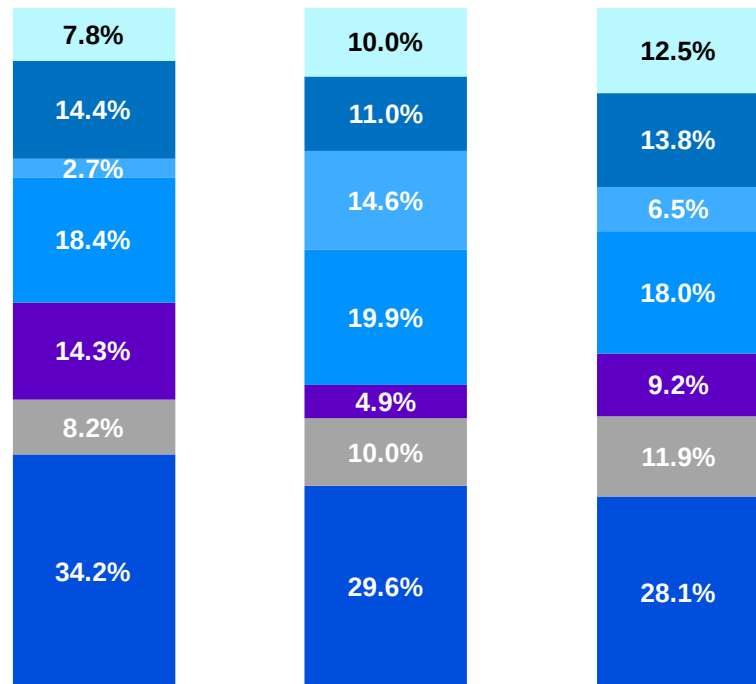
+ R\$53M vs. 2Q24 e +R\$213.7M vs. 3Q23, resulting from the increase in gross profit and exchange rate effect on financial revenue.

Inventory of discontinued products

1.4%

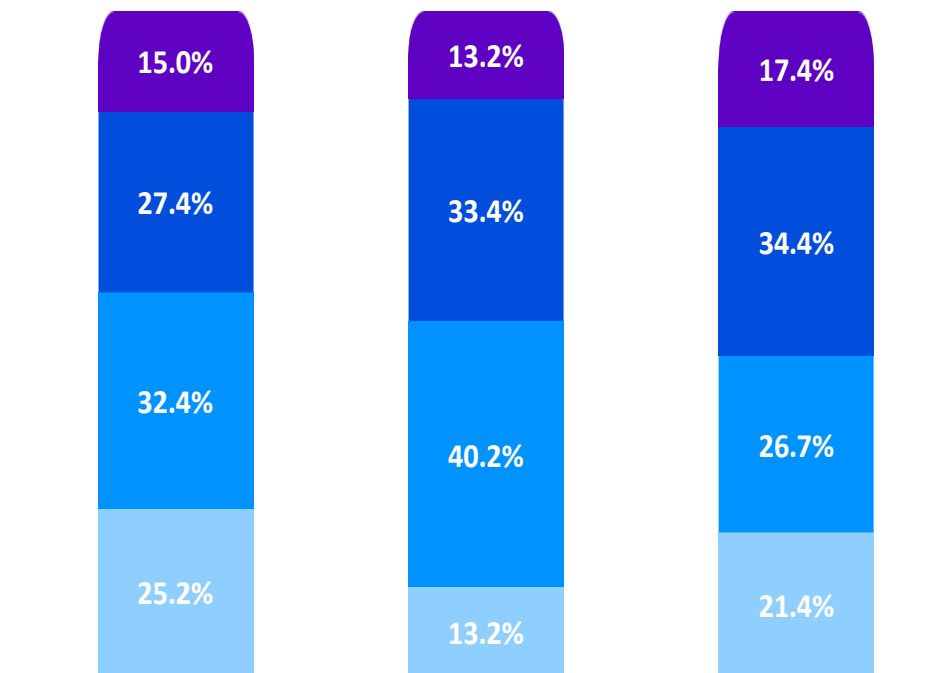
Of total inventory, -0.8 p.p. vs. 2Q24 e -5.3 p.p. vs. Dez/2023, resulting from sales actions and inventory renewal.

Sales by Channel



3Q23 2Q24 3Q24
 ■ Small and Medium Retailers ■ Major Retailers
 ■ Government ■ ISP
 ■ Corporate and Projects ■ Specialized Channels
 ■ E-Commerce

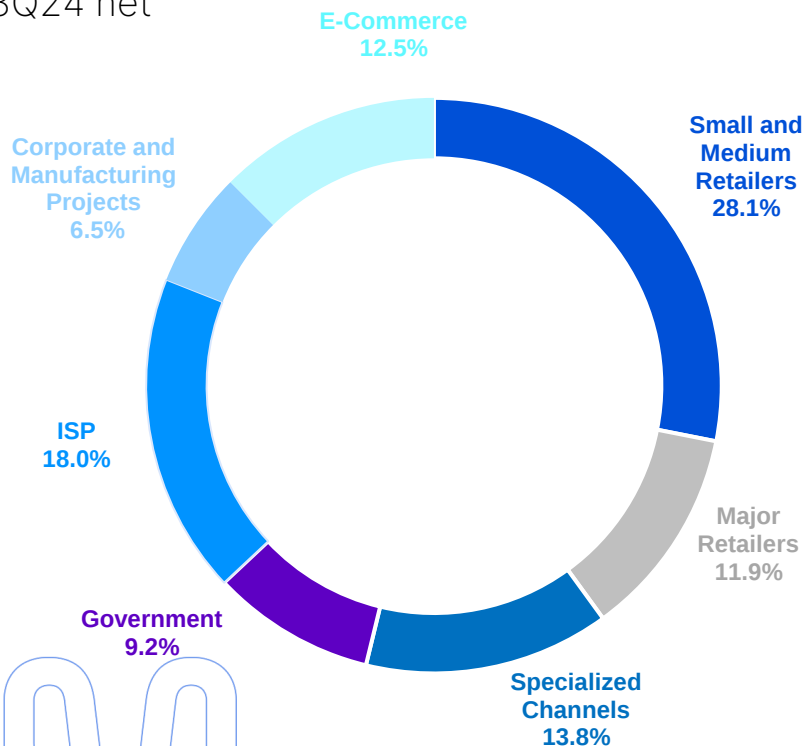
Net Revenue by Segment



3Q23 2Q24 3Q24
 ■ Mobile Devices ■ Office & IT Supplies ■ Home Electric Products ■ Kids & Sports

Families breakdown by sales channel

Based on 3Q24 net revenue¹.



¹Unaudited managerial information.

²Sales including e-commerce, marketplaces and specialized marketplaces.

Top Families by Channel	% Channel	% Total
Small and Medium Retailers		
Screens & Video	33.3%	9.4%
PCs & Tablets	15.4%	4.3%
Drones & Cameras	10.8%	3.0%
Audio & Mobile Accessories	9.9%	2.8%
Home Appliances	7.1%	2.0%
PC Accessories	5.0%	1.4%
Others	18.4%	5.2%
Major Retailers		
Screens & Video	33.8%	4.0%
PCs & Tablets	24.2%	2.9%
Audio & Mobile Accessories	19.9%	2.4%
Home Appliances	11.8%	1.4%
Others	10.3%	1.2%
Specialized Channels		
Health Care	28.5%	3.9%
Toys	26.9%	3.7%
Baby	13.5%	1.9%
Wellness	12.8%	1.8%
Pet	12.7%	1.8%
Others	5.4%	0.8%
Government		
PCs & Tablets	91.6%	8.4%
Others	8.4%	0.8%
ISP		
Networks	98.0%	17.7%
Others	2.0%	0.4%
Corporate and Manufacturing Projects		
Manufacturing Projects	88.3%	5.8%
PCs & Tablets	8.6%	0.6%
Others	3.1%	0.2%
E-Commerce		
Drones & Cameras	21.1%	2.6%
PCs & Tablets	13.0%	1.6%
Baby	10.9%	1.4%
Telephony	10.7%	1.3%
Screens & Video	10.2%	1.3%
Home Appliances	8.3%	1.0%
Health Care	6.5%	0.8%
Audio & Mobile Accessories	5.2%	0.7%
Outros	14.2%	1.8%

Office & IT Supplies

Segment composed of IT peripherals, office supplies, and internet and security equipment, predominantly sold in small retail and to internet service providers and installers.

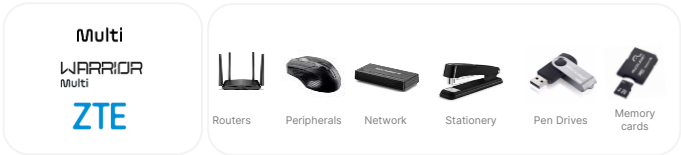
Technological renewal
meeting the demands of
providers and end
consumers

Expansion of the
partnership with ZTE, with
an expanded portfolio

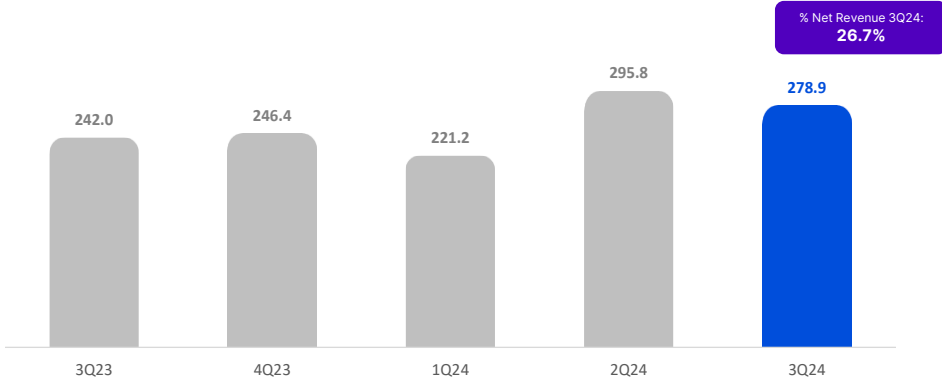
Review of the portfolio in
Security and Computer
Accessories

OEM manufacturing
partnerships in 2Q24

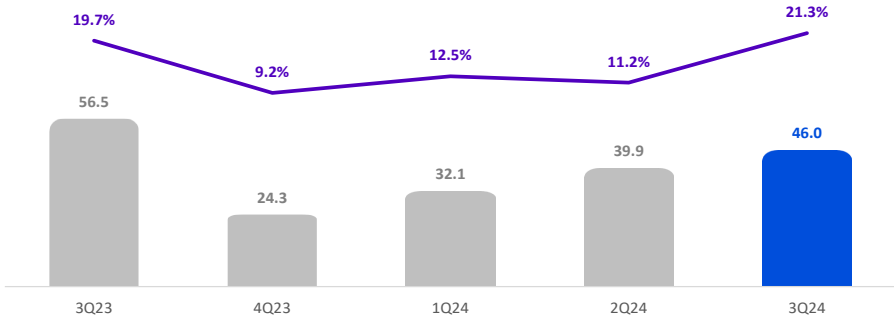
Brands and Products



Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



Home Electric Products

Segment consisting of small home appliances, Audio and Video products, and Health Care products, widely sold in large retail stores and pharmacy chains.

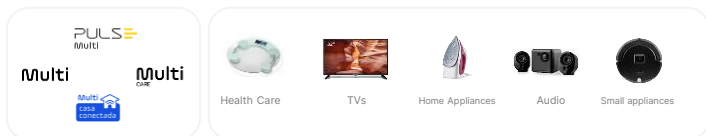
Manufacturing and distribution of Toshiba TVs

Manufacturing partnership for an international partner

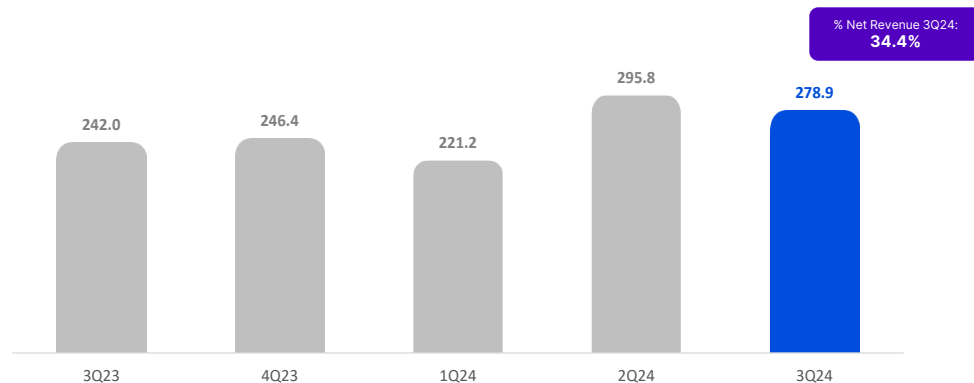
Expansion of the portfolio directed towards the government

Plastic injection for the manufacturing of Multi small appliances

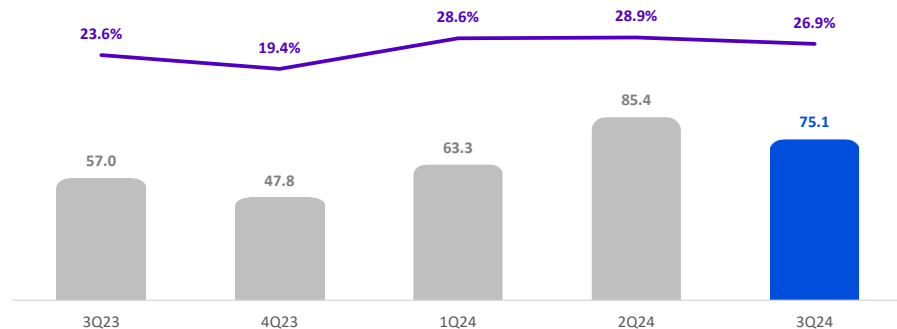
Brands and Products



Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



Kids & Sports

Segment consisting of light and heavy childcare products, gym equipment, toys, and pet products, typically sold in specialized retail with attractive margins.

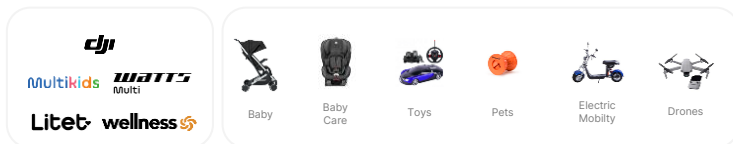
**Portfolio optimization
to maintain segment
profitability**

**Combustion
motorcycle production
partnership for
international partner
Royal Enfield**

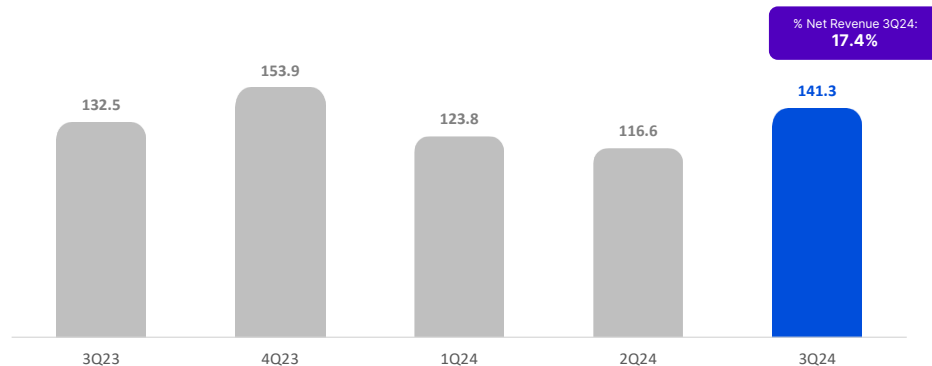
**Consolidated operation
of DJI in Brazil**

**Growth of the Wellness
line with new
partnerships**

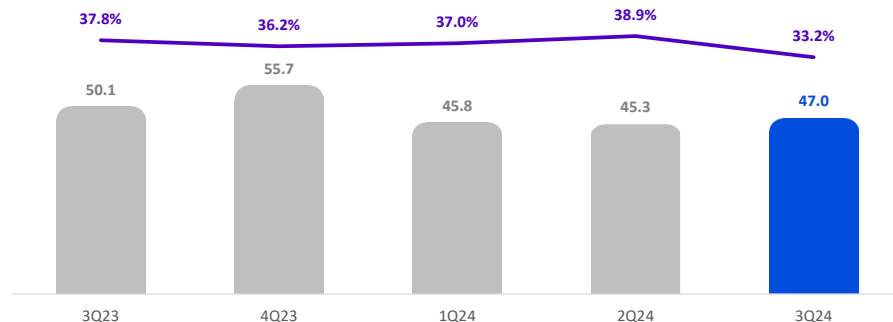
Brands and Products



Net Revenue (in R\$ million)



Gross Profit (in R\$ million)



Mobile Devices

Segment consisting of portable electronic devices, primarily composed of telephony notebooks, and tablets, targeted at large retail chains and corporate clients.

Significant reduction in smartphone inventory in the LTM

Renewal of PC and tablet lines

Ongoing portfolio¹

Net revenue: **R\$140.9** million
Gross profit: **R\$28.8** million |
20.4% margin

Smartphone manufacturing project for Oppo, initiated in 2024

Brands and Products

Multi
Multi
ULTRA



Desktop



Notebooks



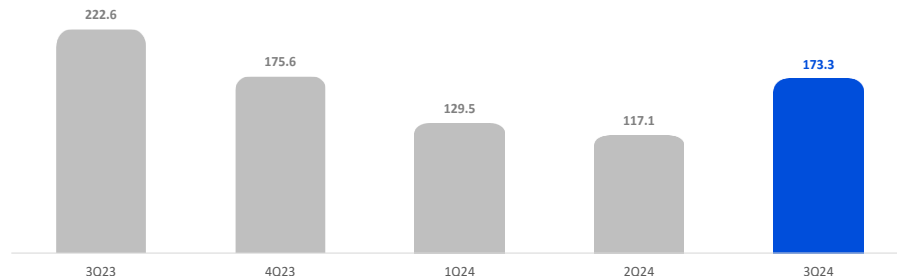
Telephony¹



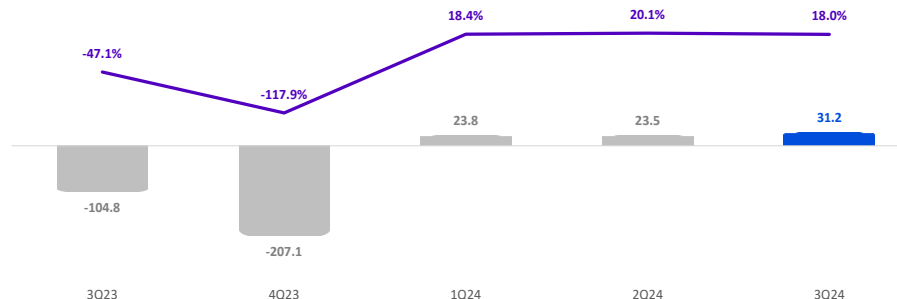
Tablets

Net Revenue (in R\$ million)

% Net Revenue 3Q24:
21.4%



Gross Profit (in R\$ million)



¹ Disregards discontinued products, such as Multi-brand smartphones and some obsolete tablet lines.
Note: Gross profit considering inventory adjustments and obsolescence provisions in the amount of R\$341.2 million throughout 2023.

Summary of Multi's tax benefits

Some of the tax programs that Multi benefits from have been in existence for almost 30 years, with no short-term maturity and with the possibility of extending their terms

Tax Benefit	Term	State / Federal	Description
ICMS Minas Gerais State	Began: 1991 Ends: Dec/2032	State	- Non-cumulative tax applied to the commercialization of merchandise and to the provision of state and municipal transportation services - Benefit for products manufactured in the Extrema production plant, such as memories, tablets, notebooks, and smartphones with no taxation of ICMS - For imported products such as mouse's, keyboards, toys, baby product line, home appliances, tax rate of 1.5% over sales is applied
Lei da Informática	Began: 1991 Ends: 2029 <i>Extendable for up to 5 years if provided for in the Budget Guidelines Law (LDO)</i>	Federal	- Financial tax credit on IPI (Tax on Industrialized Products) on the end product - The end date for PPB has been renewed in 2001, 2004 and 2014
Programa de Apoio ao Desenvolvimento Tecnológico da Indústria de Semicondutores (PADIS)	Began: 2007 Ends: 2029 <i>Extendable for up to 5 years if provided for in the Budget Guidelines Law (LDO)</i>	Federal	Set of federal fiscal incentives that were established in order to attract investments in the area of semiconductors and displays. The fiscal incentive is comprised of: - Financial tax credit on II, IPI, PIS-COFINS and PIS-COFINS-Importação for machinery, equipment, products and software related to the production of semiconductors and displays - Reduction of 75% on corporate income tax (IRPJ)
Manaus Free Trade Zone	Ends: 2074	State	The benefits generally refer to exemptions, reductions in the calculation basis and deferral (extension of the term) of payment of ICMS levied both on the acquisition of inputs and on the output of finished products. - ICMS stimulus credit: this credit reduces the amount of tax payable which, depending on the good, can vary from 55% to 100%, with this incentive being given per product - Deferral of the tax, which can occur both in cases of import of raw material and secondary material, as in the exit of intermediate goods for use with input from another incentivized industry, within the State of Amazonas - Exemption from the tax levied on the acquisition of machinery and equipment for direct use in the production process - Reduction of the ICMS tax base on imports of raw and secondary material from abroad, which can vary from 55% to 64.5%.

Industry dynamics are based on current programs that bring benefits to end consumers as companies pass them on; there are no incentives for governments to change these conditions.

A large, bold, blue stylized letter 'N' is centered on the page. The background is a photograph of a technology store or exhibition hall, featuring various electronic products, shelving units, and display tables. The lighting is bright, and the overall atmosphere is modern and tech-oriented. The text 'Technology that improves your life.' is written in white, sans-serif font across the middle of the 'N' and the background.

**Technology that
improves your life.**