



mov(da)

aluguel de carros

»» 2T25

Divulgação de Resultados

* Prêmio de melhor NPS do setor de aluguel de carros pela empresa Opinion Box (maior pesquisa de NPS do Brasil – Prêmio NPS Benchmarking)

UMA EMPRESA DO GRUPO



Este material foi preparado pela MOVIDA e pode incluir declarações que representem expectativas sobre eventos ou resultados futuros. Tais informações constituem-se em crenças e premissas da Diretoria da Companhia, bem como em informações atualmente disponíveis. Considerações futuras dependem, substancialmente, das condições de mercado, regras governamentais, do desempenho do setor e da economia brasileira, entre outros fatores, dados operacionais podem afetar o desempenho futuro da MOVIDA e podem conduzir a resultados que diferem materialmente daqueles expressos em tais considerações futuras.

Esta apresentação foi resumida e não tem o objetivo de ser completa. Os acionistas da Companhia e os potenciais investidores devem realizar a leitura da presente apresentação sempre acompanhada das Informações Trimestrais.

Reconhecimento e referência no atendimento a clientes no setor de locação de carros no Brasil



Reconhecimento do alto padrão de atendimento, pelos clientes como nova referência no mercado

❗ **Prêmio NPS – Opinion Box** (maior pesquisa de NPS do Brasil – Prêmio NPS Benchmarking)

❗ **Melhor reputação** de marca no setor de aluguel de carros no site **Reclame Aqui** com o selo do **RA 1000** (maior plataforma on-line para registro e consulta da reputação de empresas no Brasil)



Combinação de inovações digitais com melhorias na experiência nas lojas físicas

❗ **Totem de autoatendimento** (inovação no setor)

❗ Lojas com **sistema de senhas de espera** para maior conforto e agilidade dos clientes (inovação no setor)

- Melhoria na gestão e controle do nível de serviço em tempo real



Treinamento dos colaboradores para transformar cada interação com os clientes em uma **experiência única e personalizada**

❗ **322 mil novos clientes** no primeiro semestre, com **crescimento de 25% em jun/25 vs jun/24**



Novo posicionamento da marca com campanha de marketing focada na **melhor experiência do cliente** reforçando os **nossos diferenciais**

Consistência das entregas com qualidade garante continuidade dos avanços estruturais que geram valor fidelizando e conquistando novos clientes



Variações 2T25 vs 2T24

i1

RECOMPOSIÇÃO CONTÍNUA NO PREÇO DO RAC

Ticket médio¹ cresce **15%** no 2T25 e alcança **R\$154** (vs R\$135)

i4

MELHORA NA EFICIÊNCIA OPERACIONAL

Mg EBITDA **68,7%** no RAC¹ e **76,1%** no GTF no 2T25 (vs 64,7% no RAC¹ e 76,0% no GTF)

i2

PATAMAR SUPERIOR NA PRECIFICAÇÃO DE GTF

Novos contratos com *yield* médio de **3,5% a.m.** no 2T25 (vs 3,2% a.m.)

i5

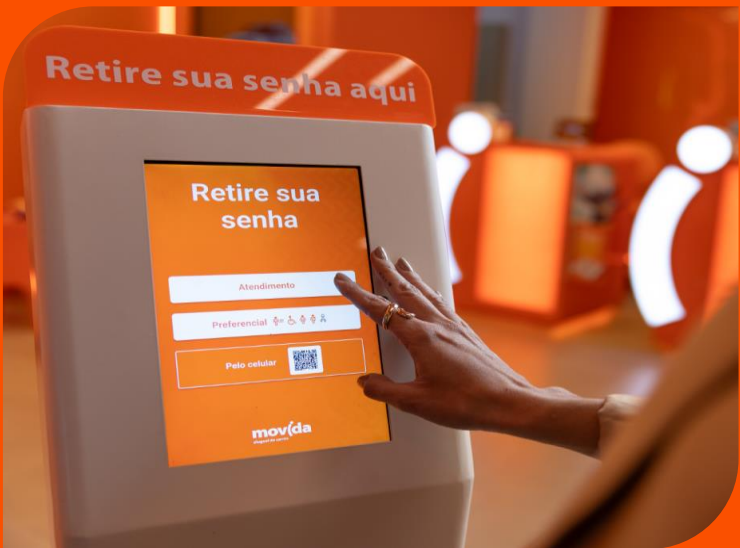
CONTINUIDADE DA BOA PERFORMANCE DE SEMINOVOS

25.917 carros vendidos no 2T25 com margem EBITDA estável em **1,1%**

i3

ALOCÇÃO DE CAPITAL EM GTF TRAZ MAIOR PREVISIBILIDADE NOS RESULTADOS

GTF atinge **60%** do imobilizado bruto no 2T25



¹Considera apenas operação no Brasil

Melhoria contínua na performance operacional e financeira levam à transformação dos indicadores de rentabilidade



Variações 2T25 vs 2T24

Receita Líquida

Consolidada

R\$ **3,679** bi

Locação

R\$ **1,893** bi **↑ +18%**

Recorde!

EBITDA

Consolidado

R\$ **1,379** bi

Locação

R\$ **1,359** bi **↑ +21%**

Recorde!

Recorde!

EBIT

Consolidado

R\$ **785** mm

Locação

R\$ **784** mm **↑ +22%**

Recorde!

Recorde!

Frota

Total (final de período)

262 mil

Operacional (média)

222 mil **↑ +4%**

Lucro Líquido

R\$ **68** mm

↑ +59%

ROIC LTM

12,7%

↑ +1,0 p.p

Melhor ROIC dos últimos 2 anos!

Crescimento de todos os indicadores de resultados
(Receita Líquida +18% | EBITDA +21% | Lucro Líquido +59%) superior ao da frota (+4%)

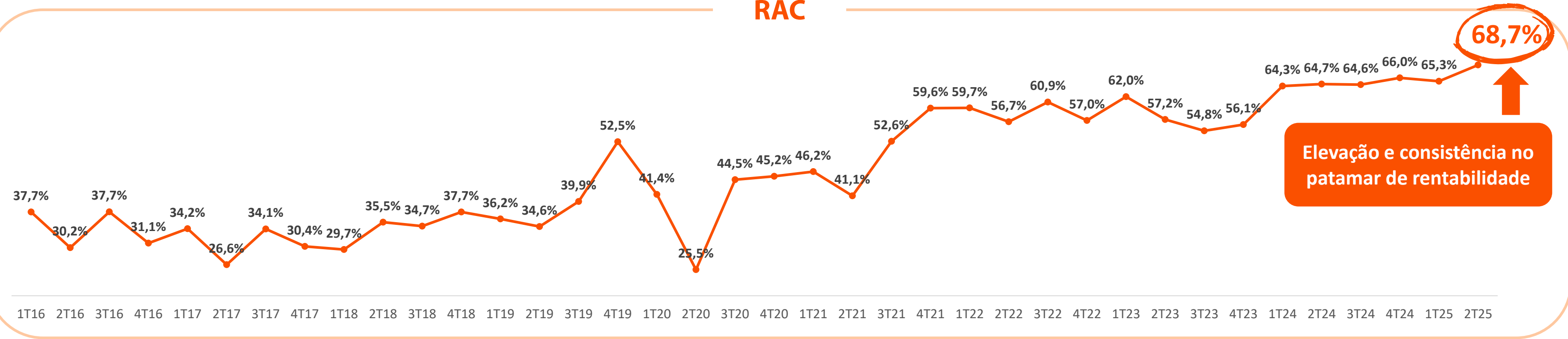
Margens EBITDA em patamares superiores de rentabilidade

Avanços consistentes na utilização do capital investido e na redução de custos e despesas

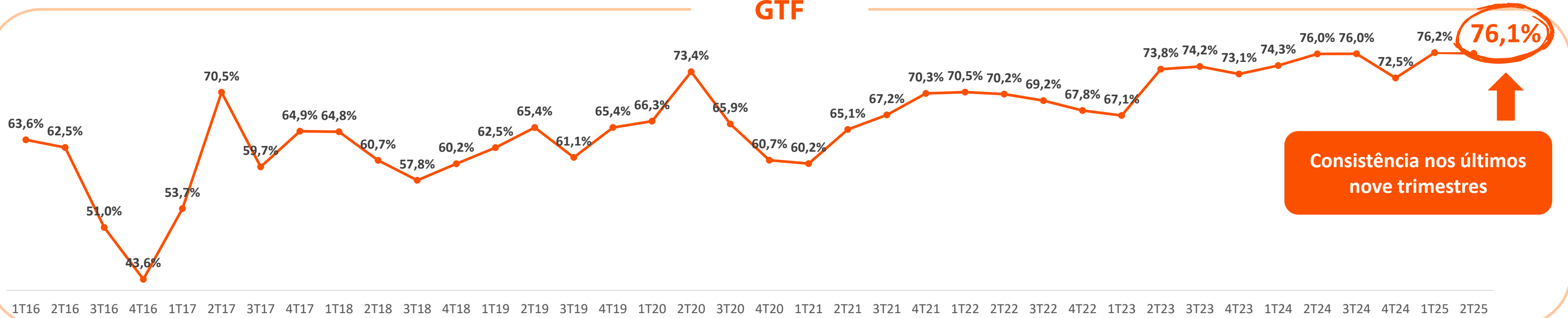


Evolução da margem EBITDA

RAC



GTF



OBS: Considera apenas operação no Brasil

Assertividade no mix de compra de carros combinado com a maturidade da escala, estrutura de lojas, sistemas e pessoas resultam na estabilização da depreciação

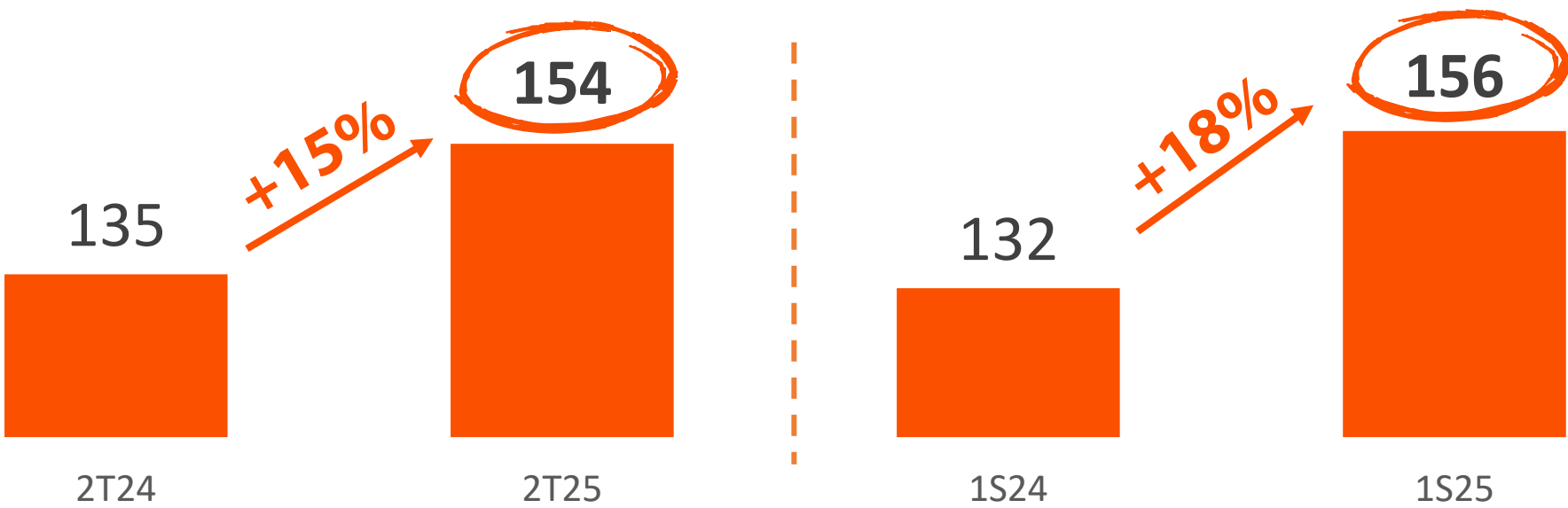


¹Depreciação por frota operacional = depreciação frota no trimestre * 4 / frota média operacional.

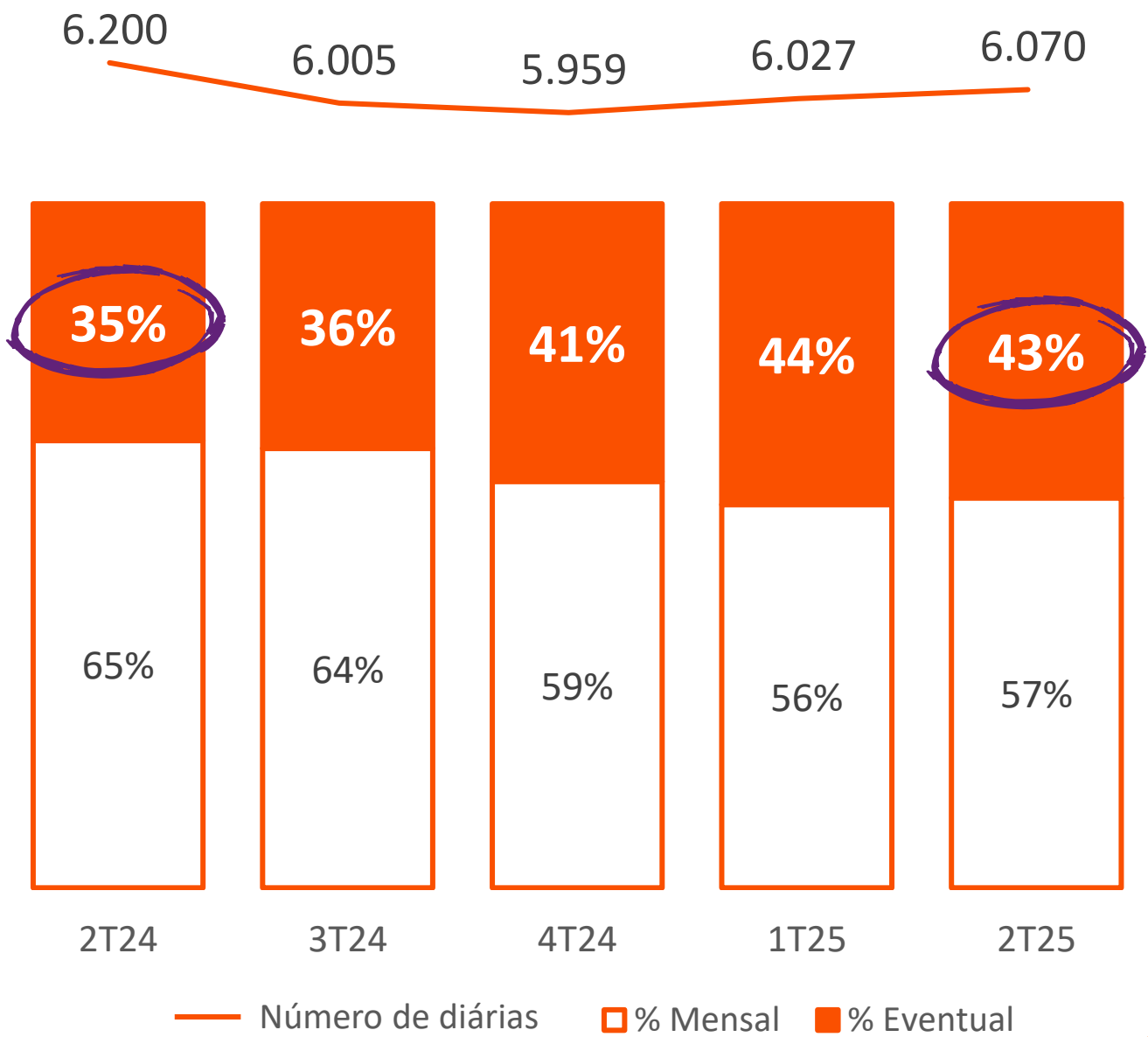
RAC: estratégia baseada na melhoria da qualidade do serviço com recomposição do preço e melhora no mix de venda entre eventual e mensal impulsiona o ticket médio e a rentabilidade do negócio



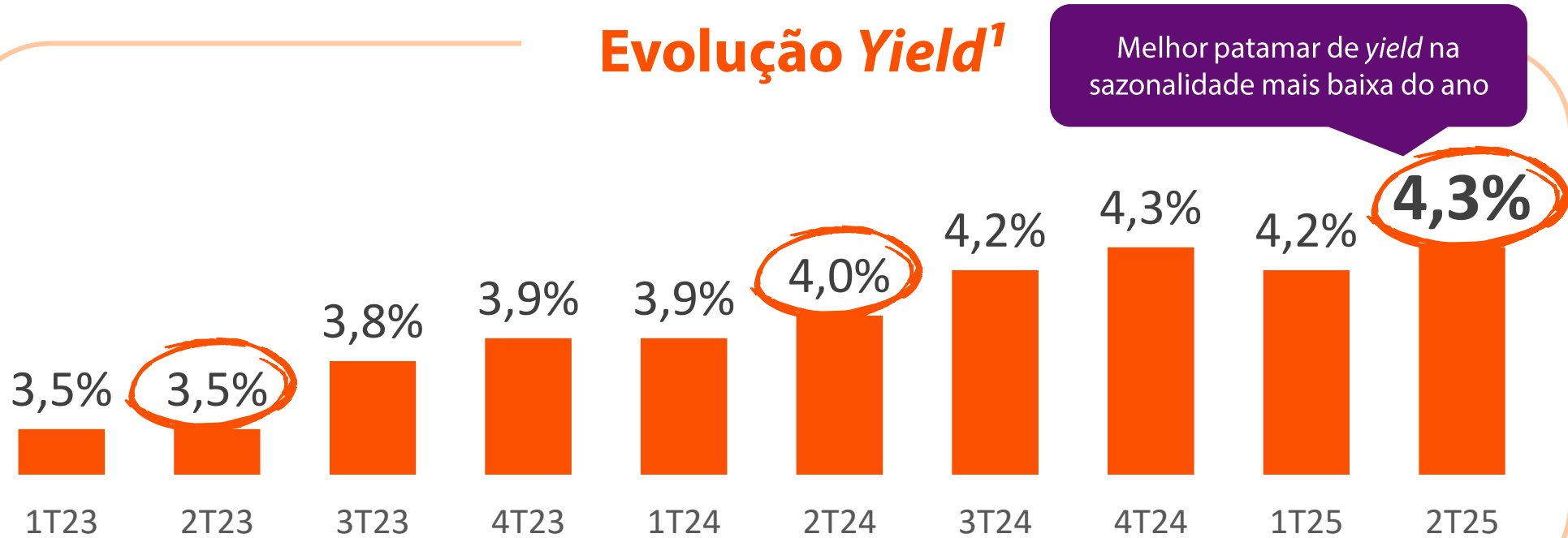
Tarifa RAC (R\$)



Volume de diárias (milhares) e Participação de diárias Eventual e Mensal (%)



Evolução Yield¹



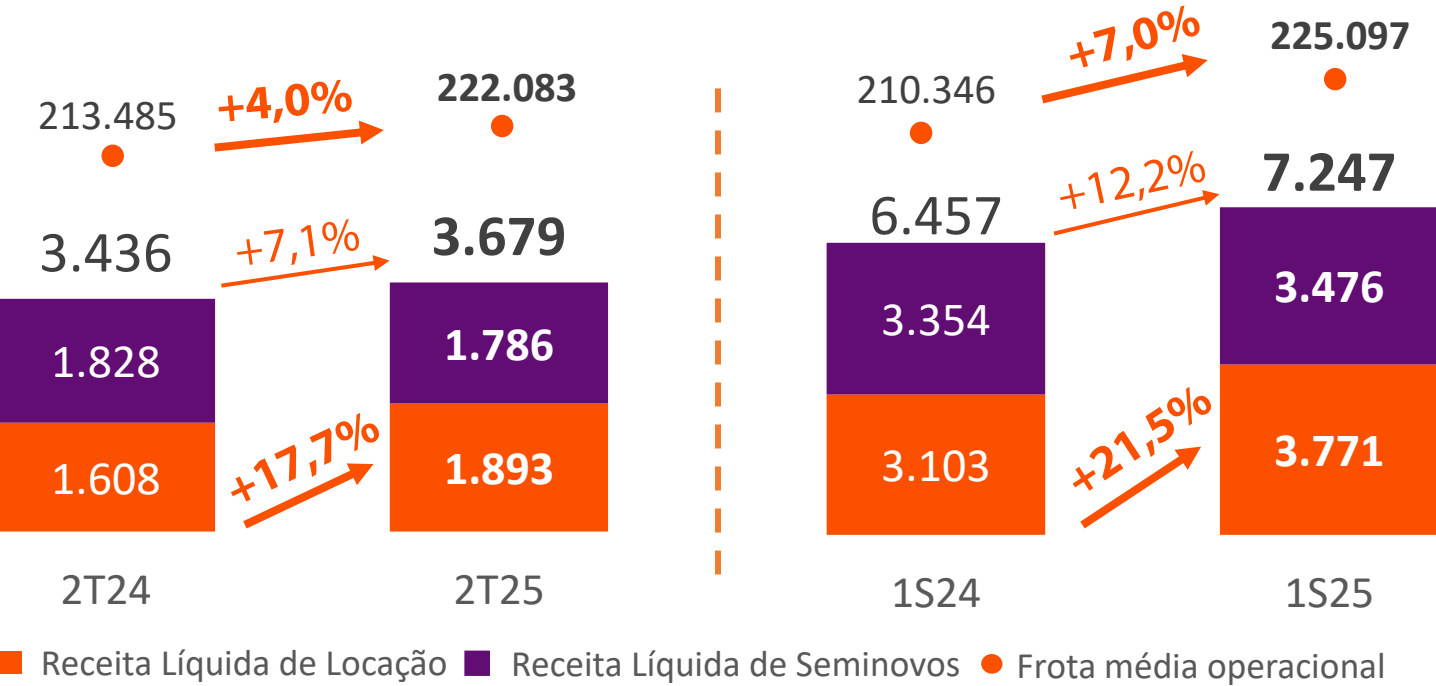
OBS: Considera somente operação Brasil. ¹Yield calculado pela divisão da receita mensal por carro operacional pelo ticket médio de aquisição da frota no RAC.

Lucro líquido de R\$68 mm no 2T25, crescimento de 59%

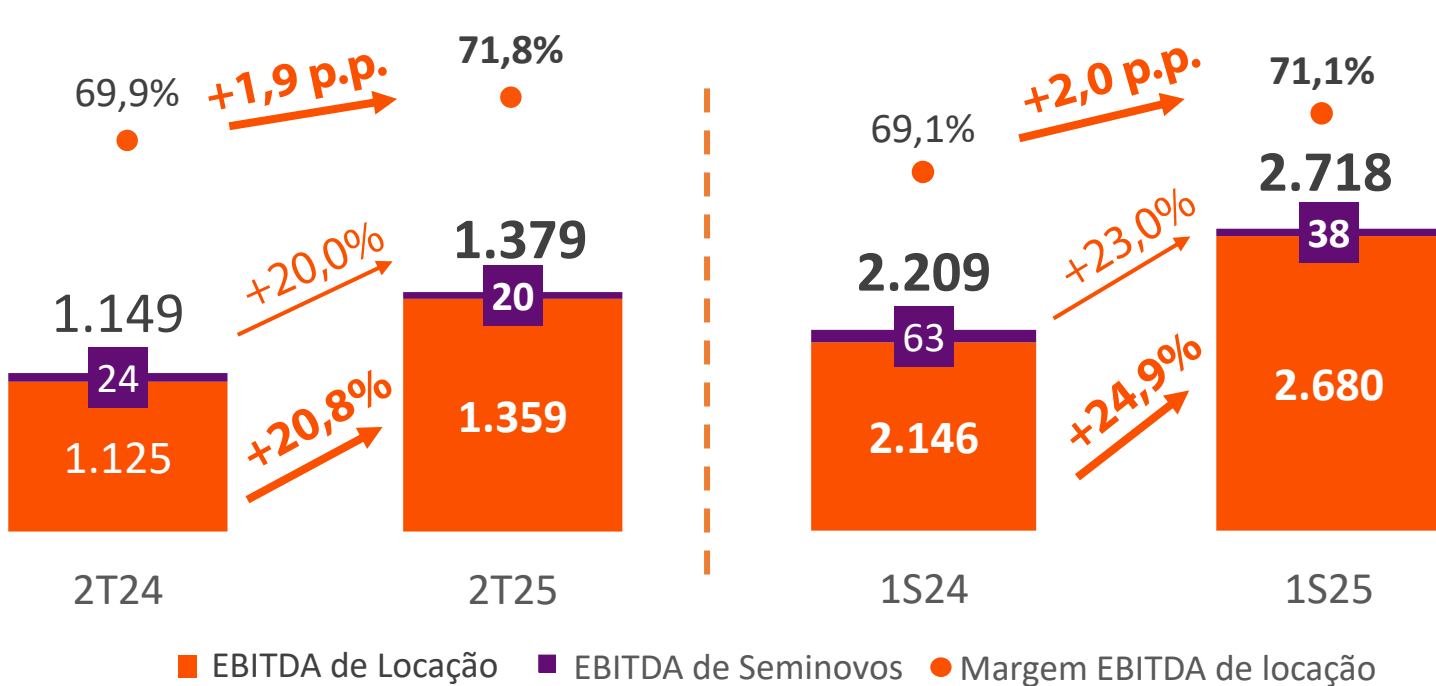
Evolução significativa de eficiência operacional e lucratividade



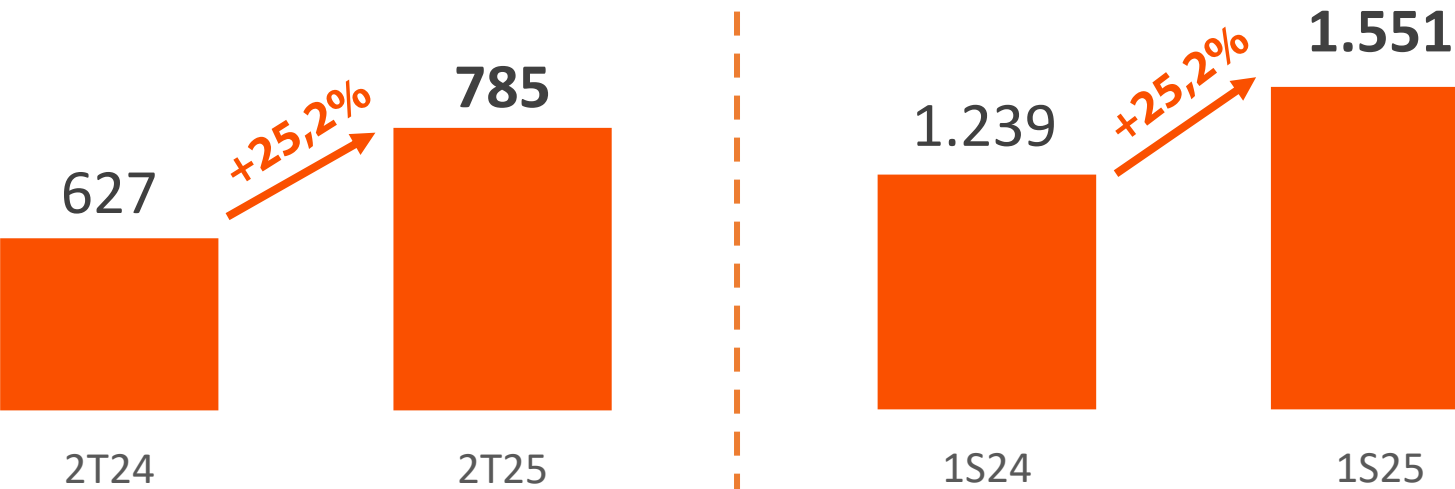
Receita Líquida (R\$ milhões)



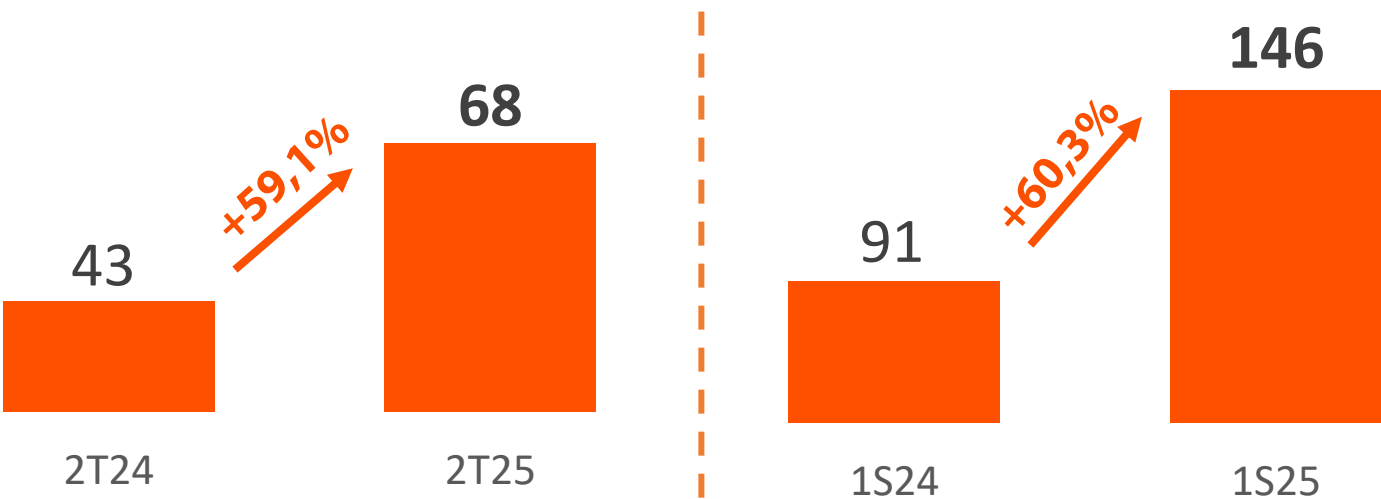
EBITDA (R\$ milhões) e Margem EBITDA (%)



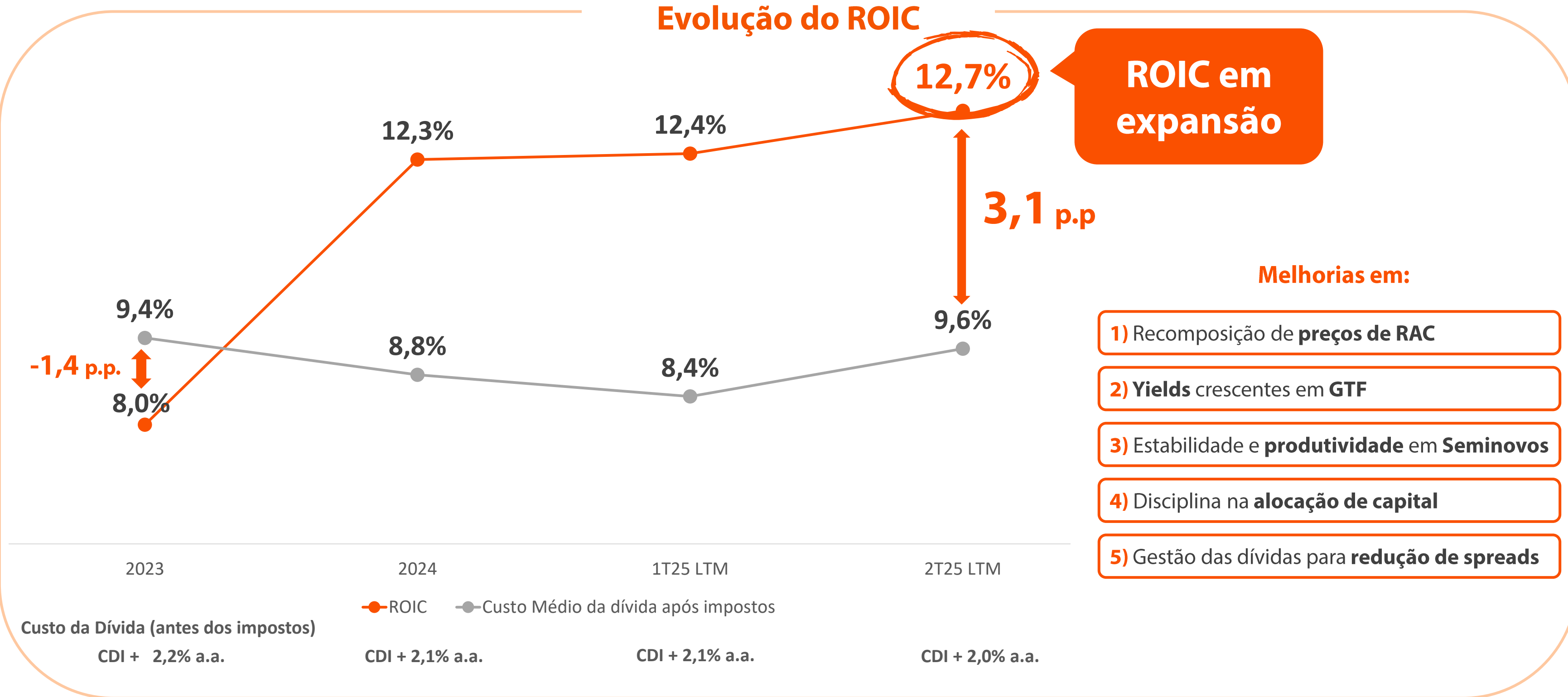
EBIT (R\$ milhões)



Lucro Líquido (R\$ milhões)



ROIC em expansão de 12,7% no 2T25 com spread de 3,1 p.p., melhor retorno nos últimos dois anos



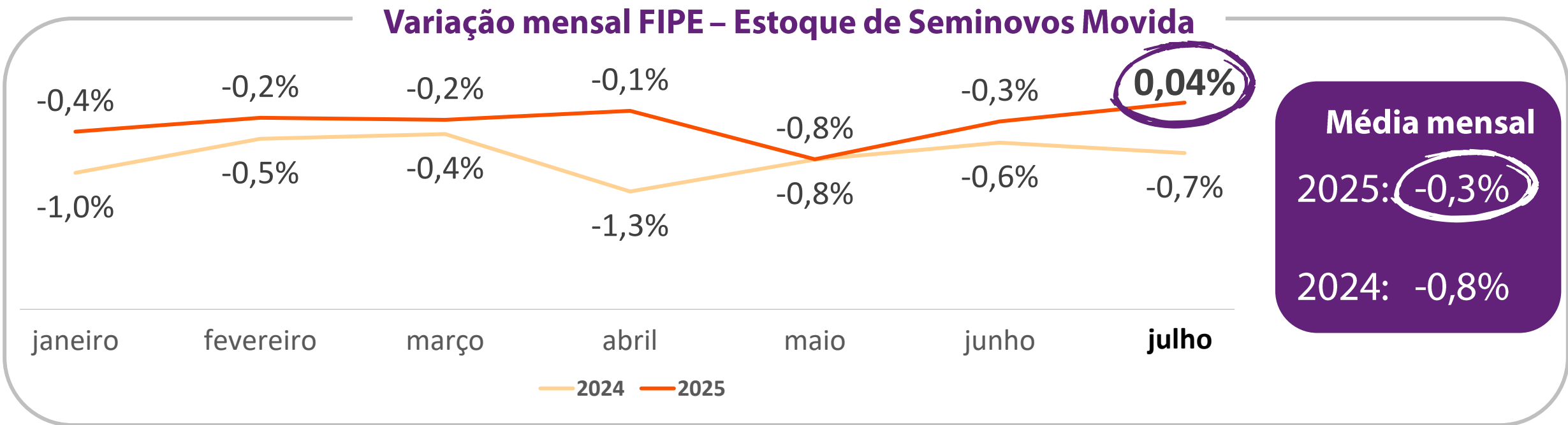
OBS: Cálculos de ROIC e do custo da dívida são líquidos de imposto de renda.
Desconsidera efeitos não recorrentes de *impairment* em 2023, usando alíquota de IR 34%. Desconsidera efeito não recorrente do impacto da catástrofe climática no Rio Grande do Sul no 2T24 e 3T24.
Cálculo do ROIC considera alíquotas efetivas de IR acumuladas dos períodos e custo médio da dívida dos últimos 12 meses.

Prévia de Seminovos Julho de 2025 (não auditado)

Amadurecimento da escala com eficiência operacional em todas as etapas do ciclo do ativo resulta na estabilidade da operação de Seminovos



	1º semestre 2025 (média mensal)	Julho 2025 (prévia não auditada)
Faturamento	R\$ 579mm	R\$ 572mm
SG&A	5,5%	5,6%
Mg. EBITDA	1,1%	1,0%



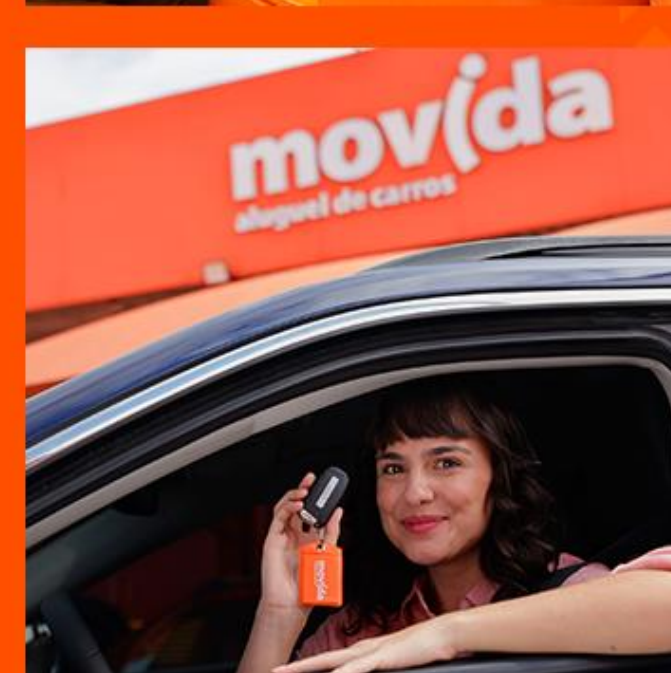
Posicionamento diferenciado

- **Menos de 27%** do imobilizado refere-se à carros que tiveram redução do **IPI (3,27%)**
- O preço do carro novo é de **15% a 20% superior** para o mesmo carro da Movida disponível para venda, **reduzindo o potencial impacto do IPI** do carro novo no carro seminovo
- **Estrutura de lojas instalada**, com presença nacional e equipe capacitada (**sem necessidade de novas lojas**)

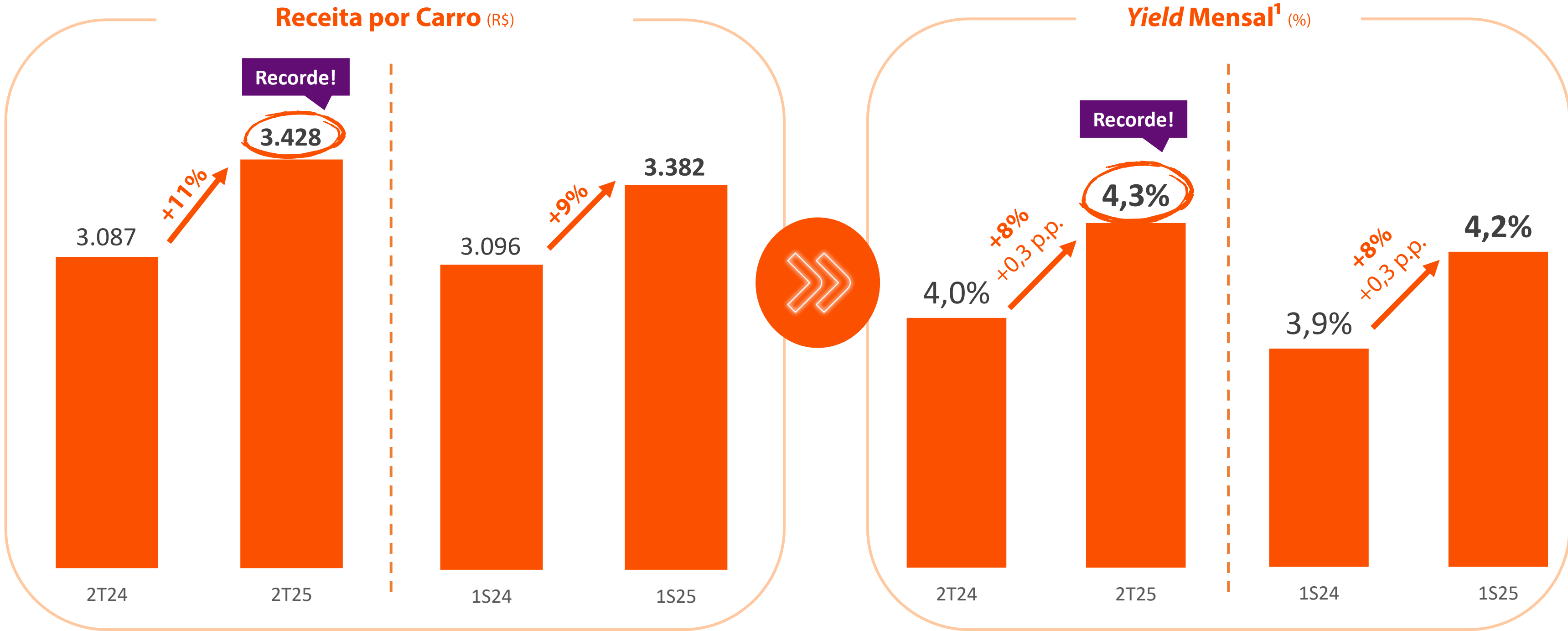
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aluguel de carros

Rent-A-Car



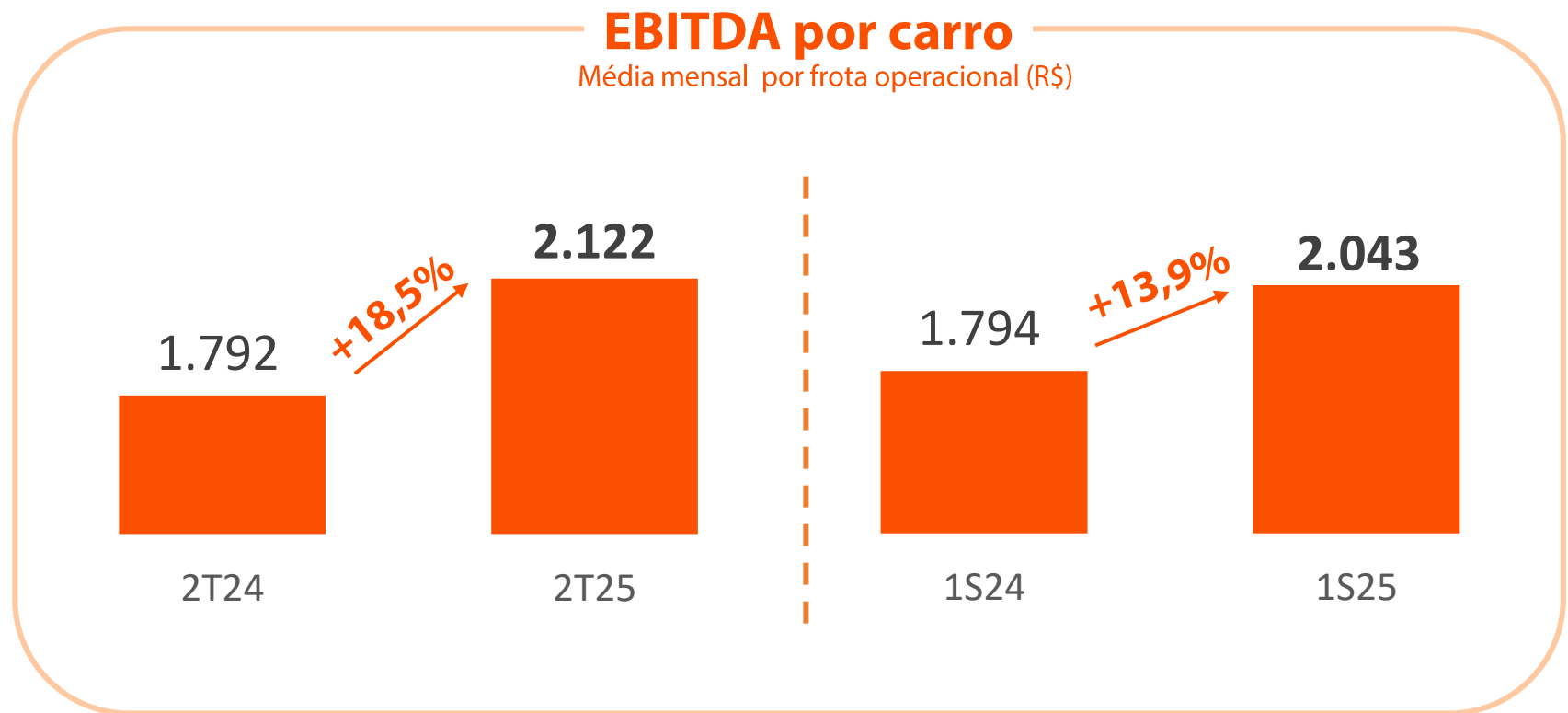
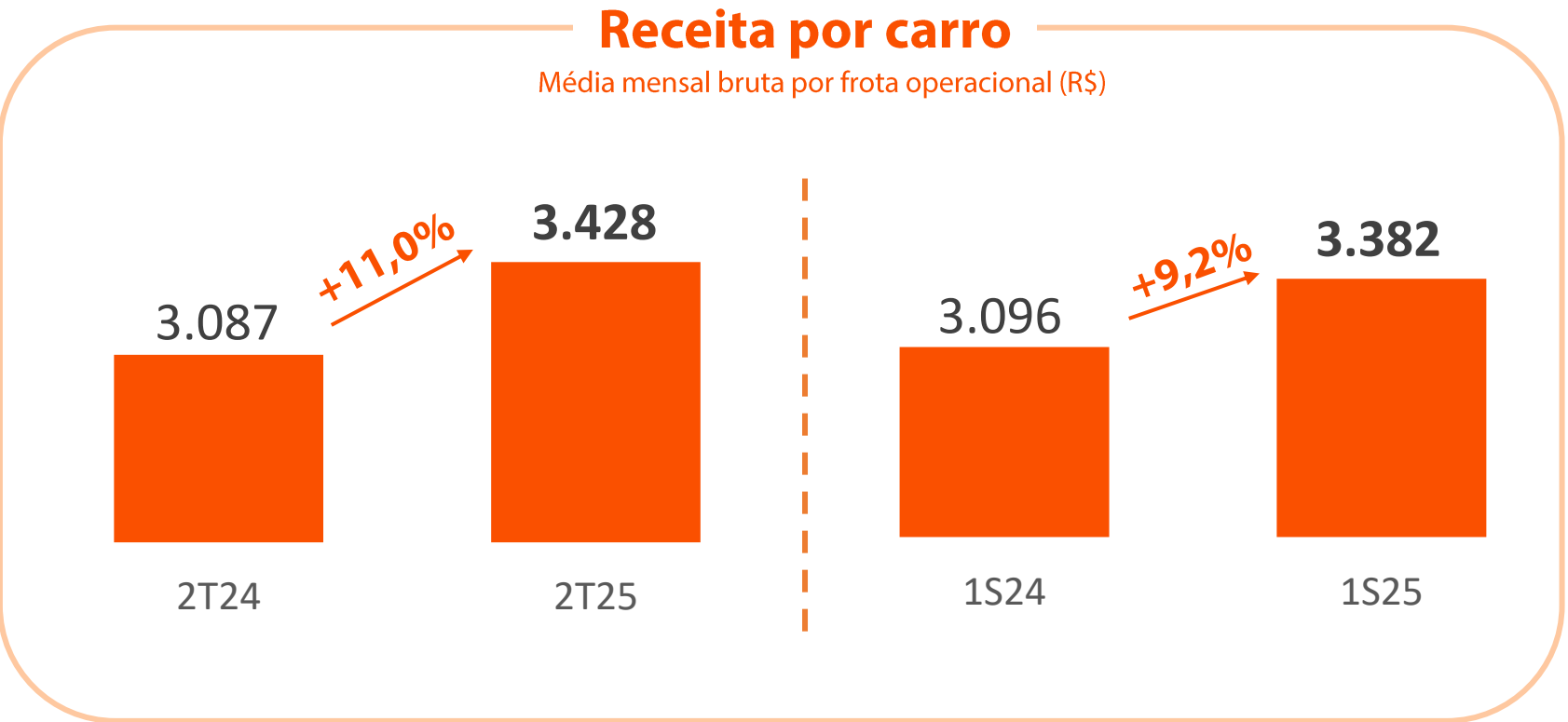
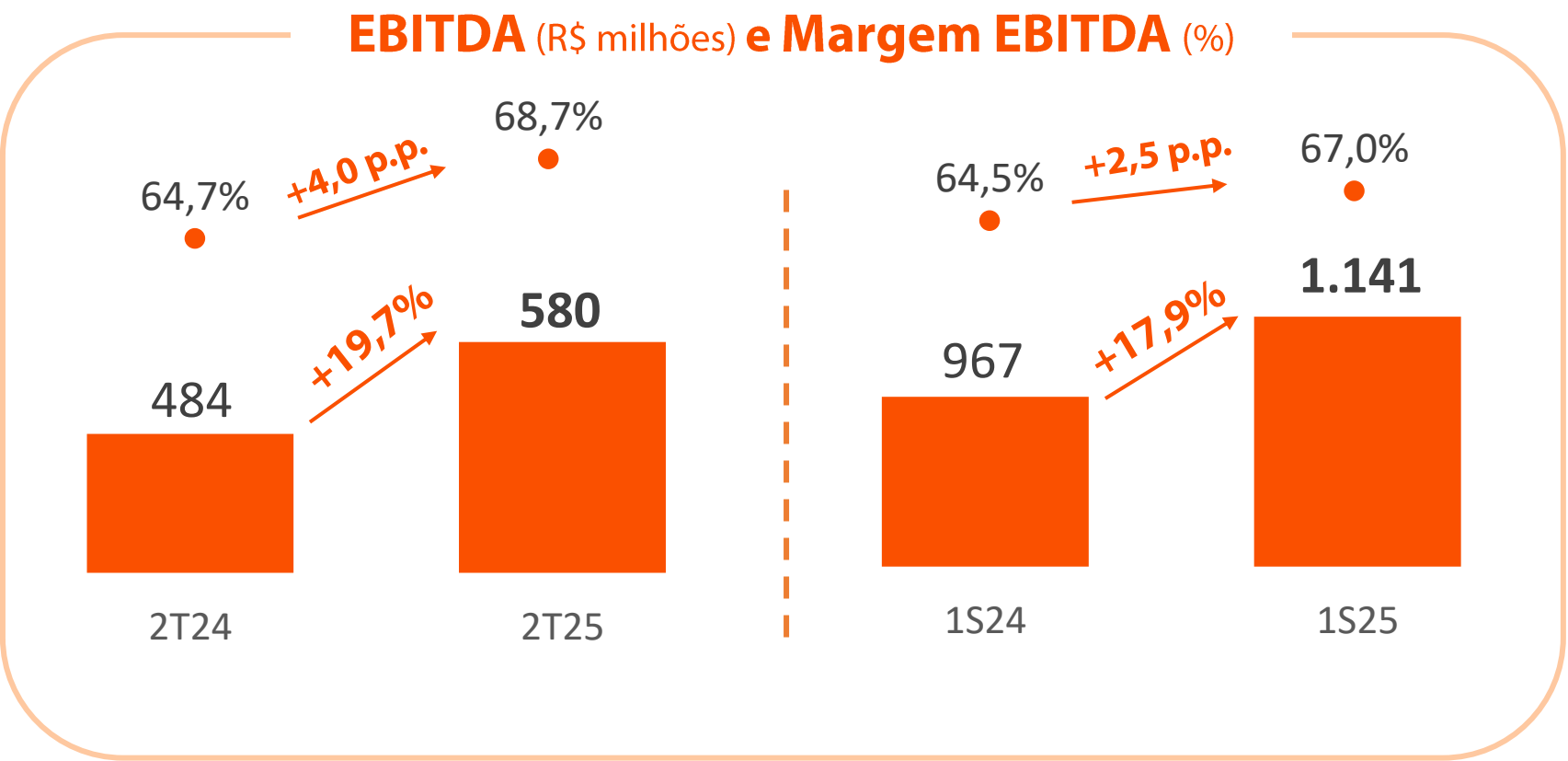
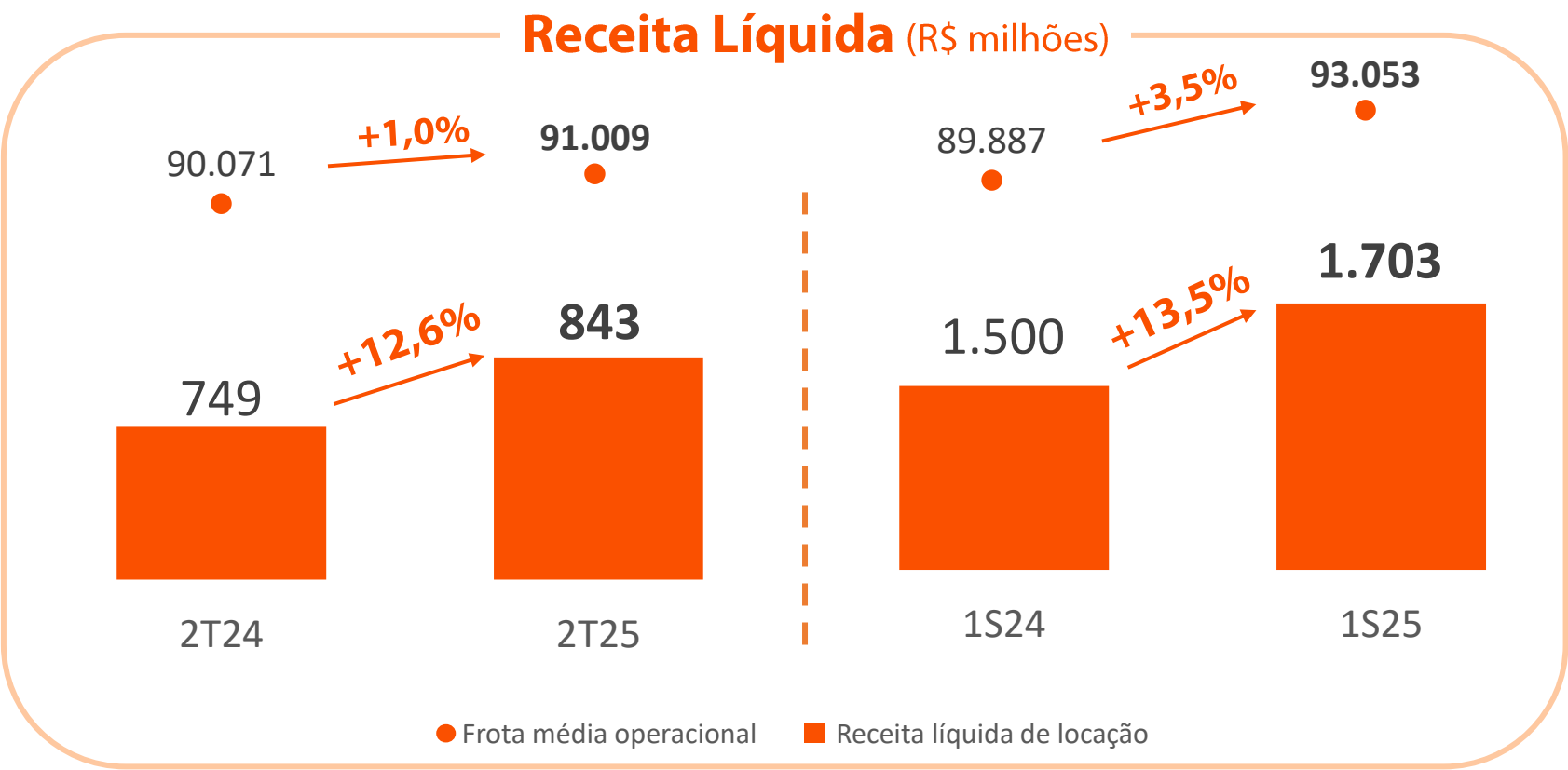
RAC: a alocação estratégica entre os segmentos (eventual e mensal) e recomposição dos preços das diárias impulsionam crescimento do *yield*



A estratégia de precificação, combinada ao ajuste contínuo do mix da frota, contribuem com a manutenção da trajetória sólida de *yield*, e traz avanços na receita por carro.

OBS: Considera somente operação Brasil.
¹Yield calculado pela divisão da receita mensal por carro operacional pelo ticket médio de aquisição da frota no RAC.

RAC: crescimento da receita e EBITDA acima do aumento da frota resulta em mais rentabilidade



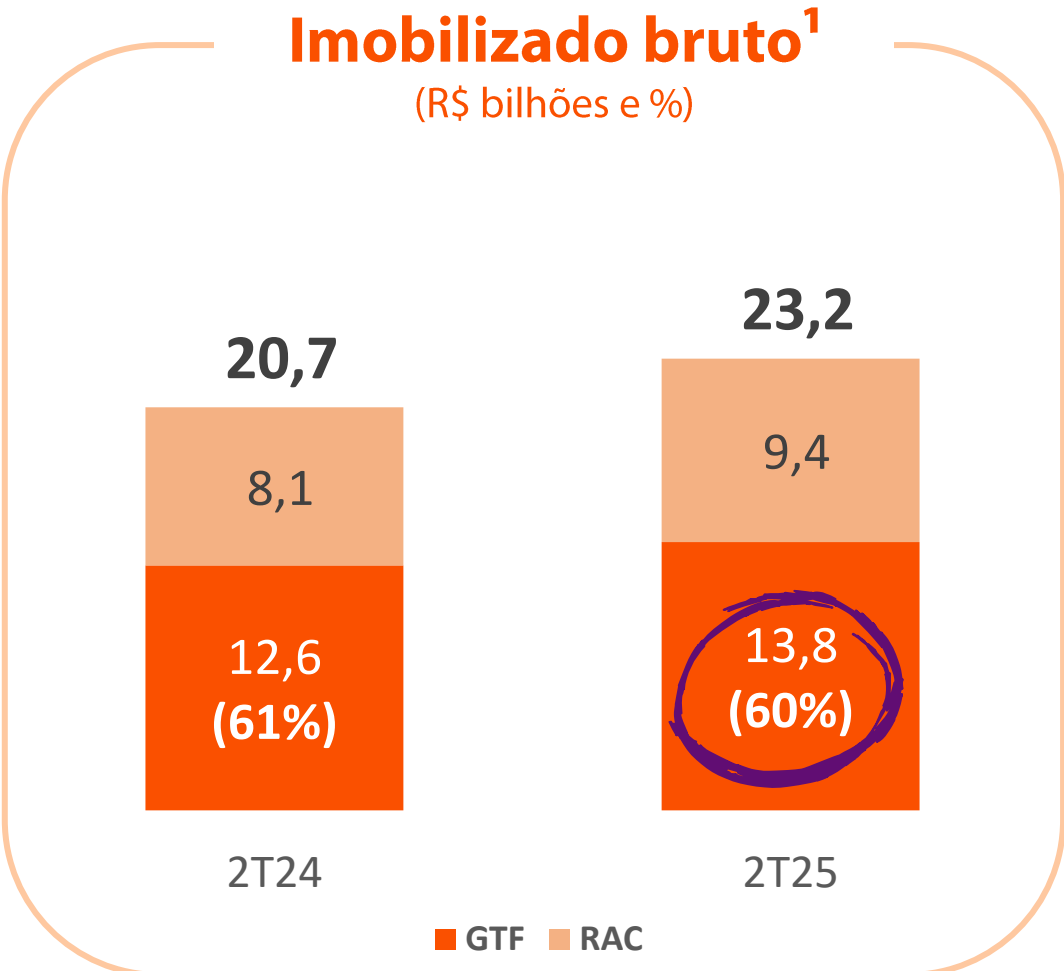
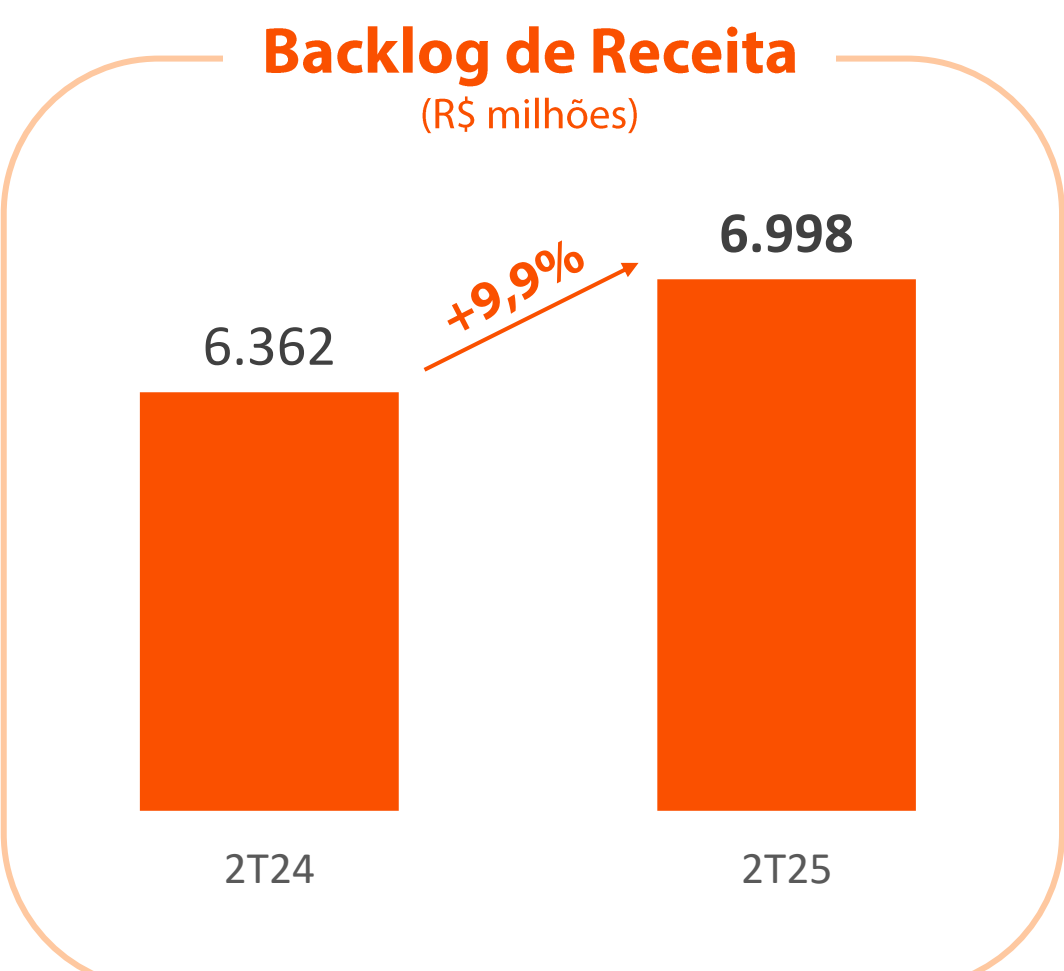
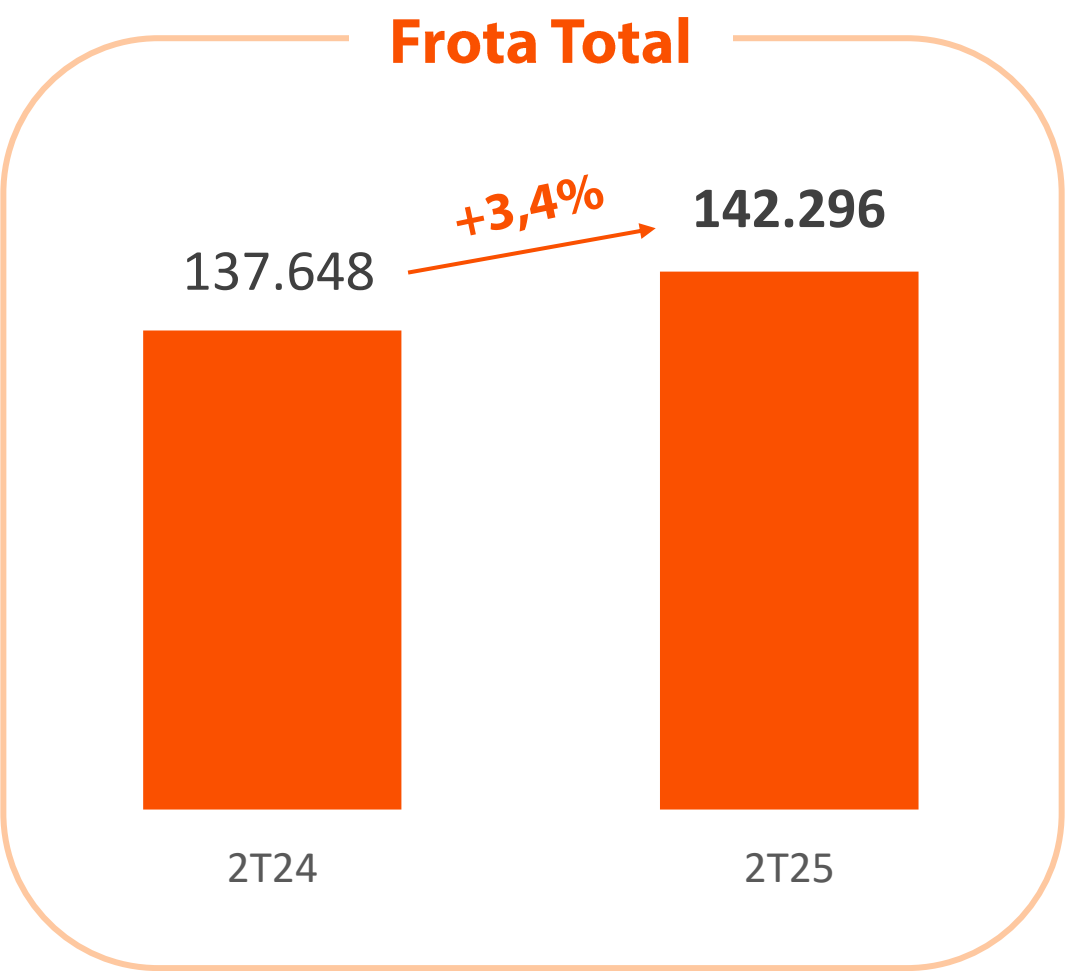
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aluguel de carros

Gestão e Terceirização de Frotas

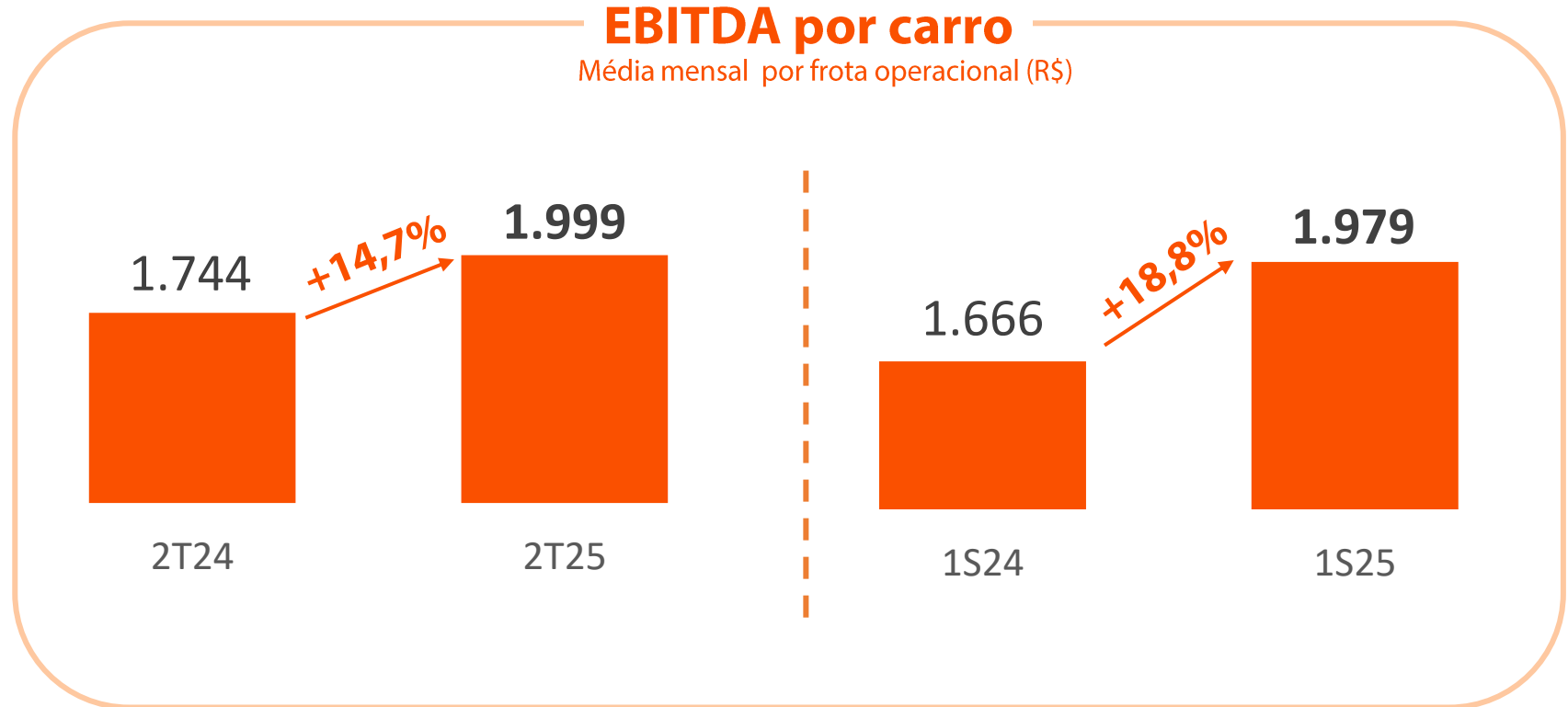
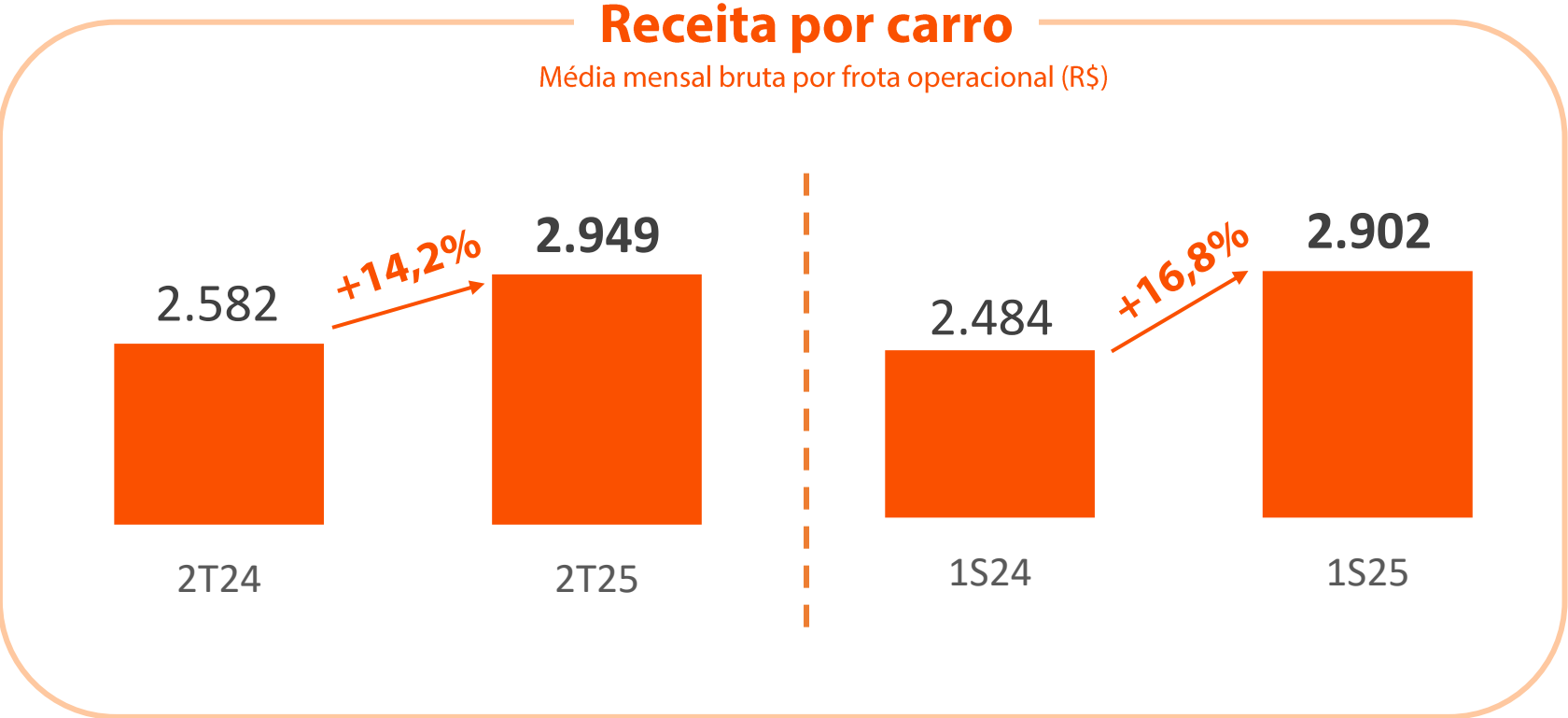
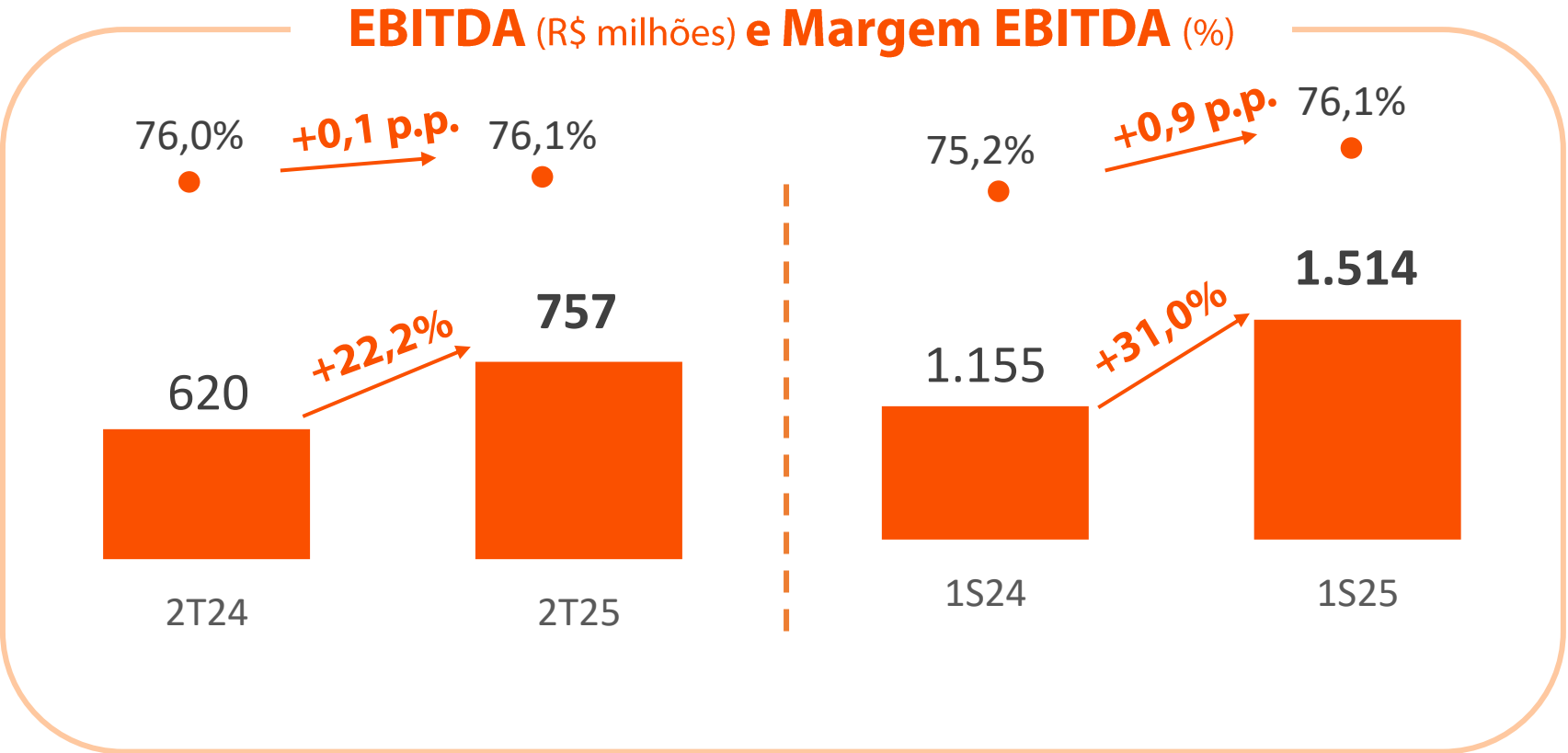
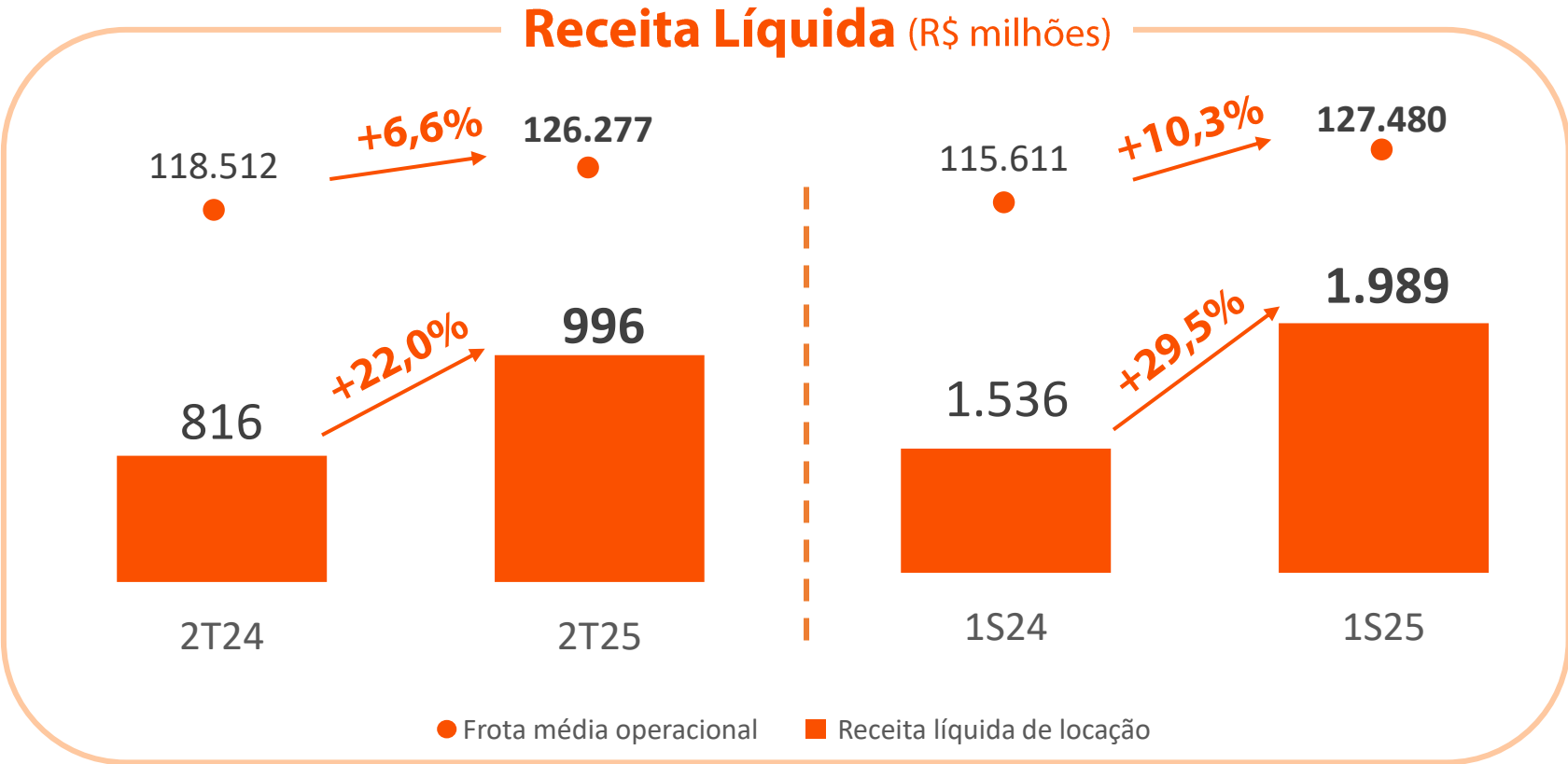


GTF: a consistência na participação dos contratos de longo prazo reforça a previsibilidade dos resultados consolidados futuros



¹ Considera estoque de Seminovos e não considera operação de Portugal.

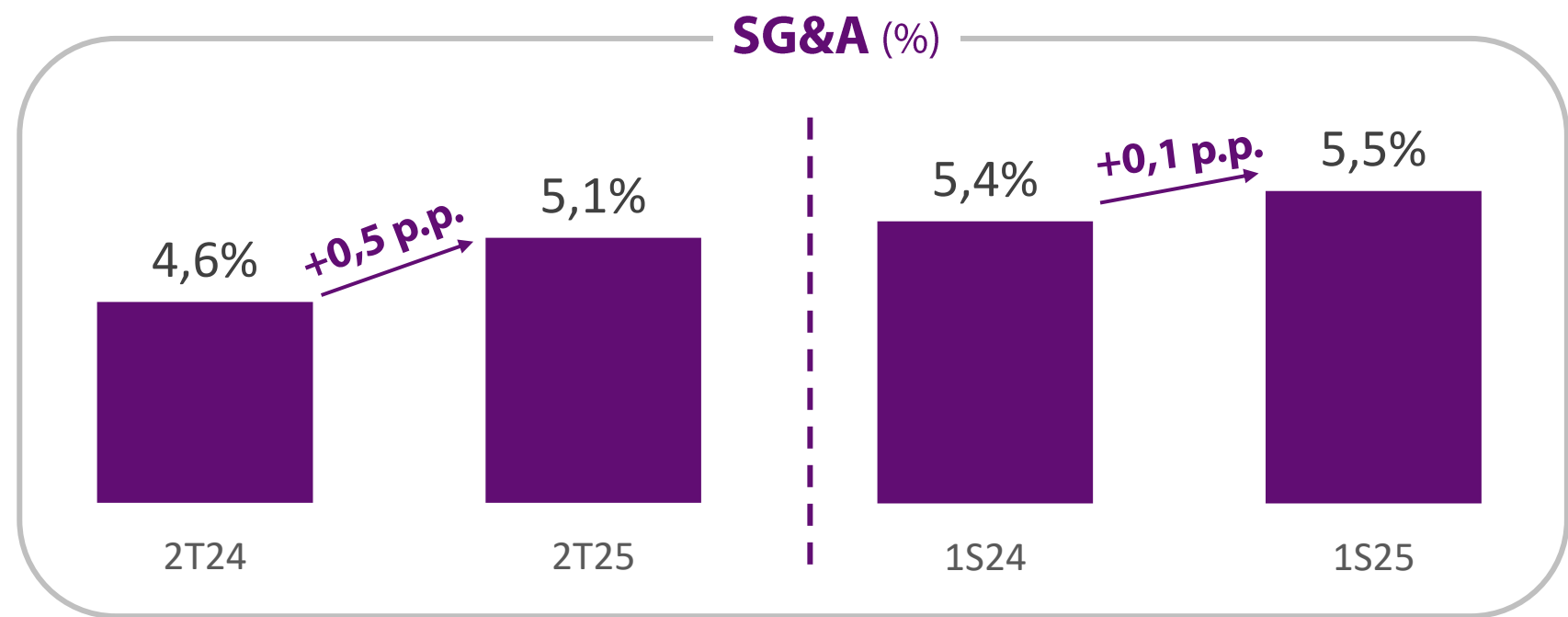
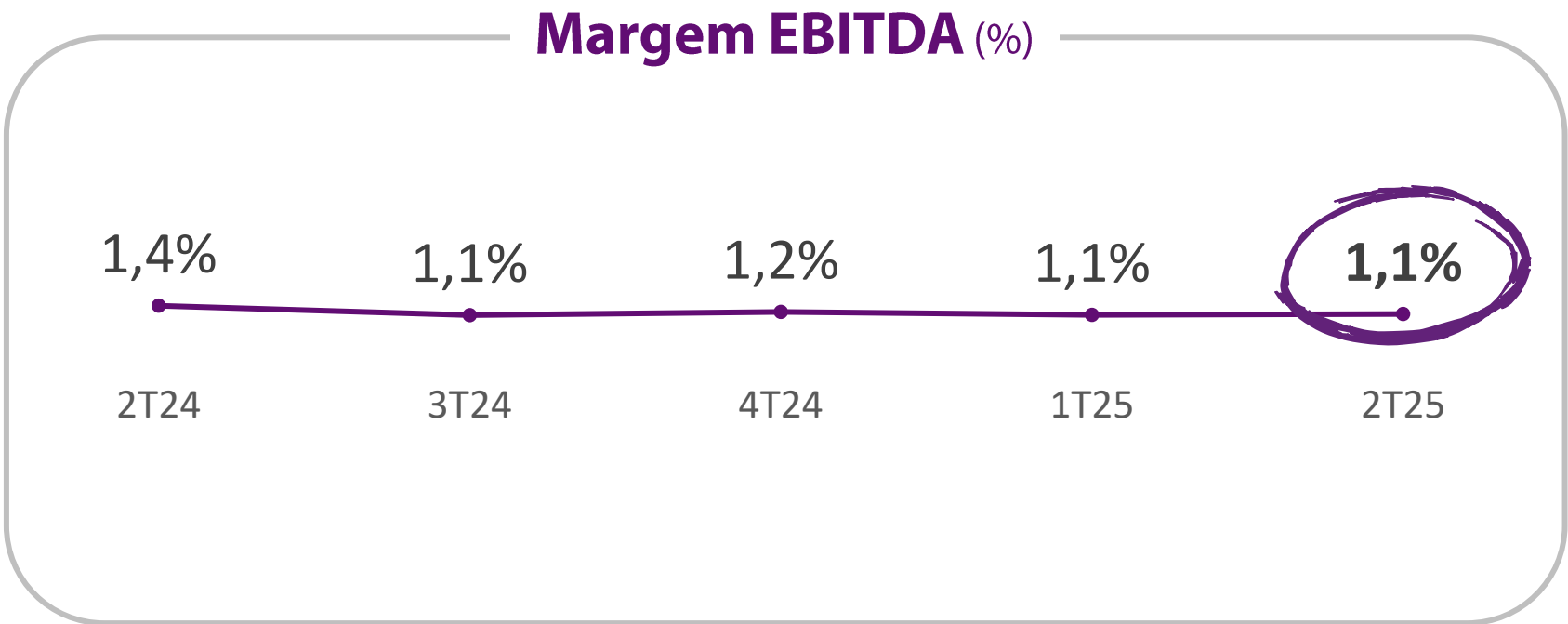
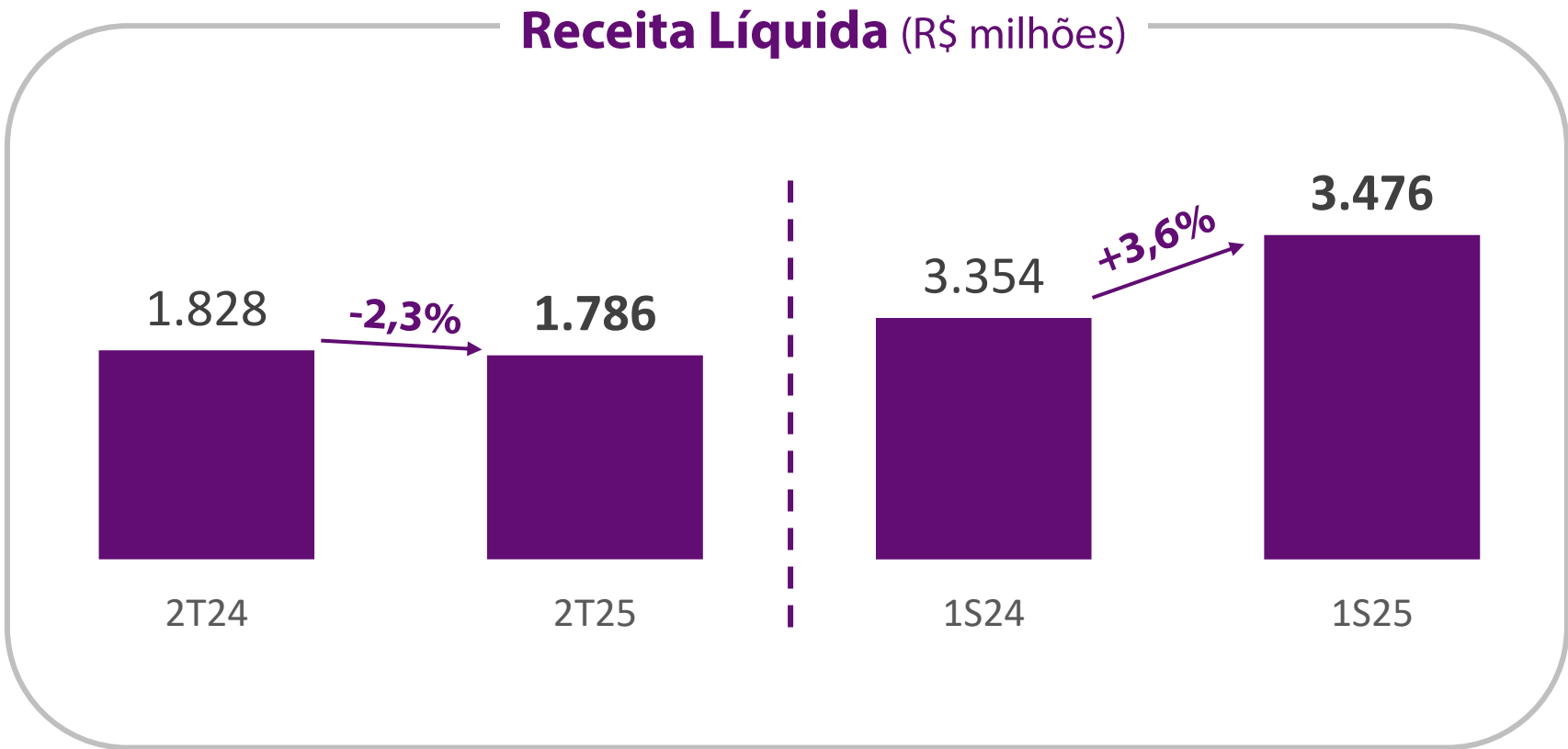
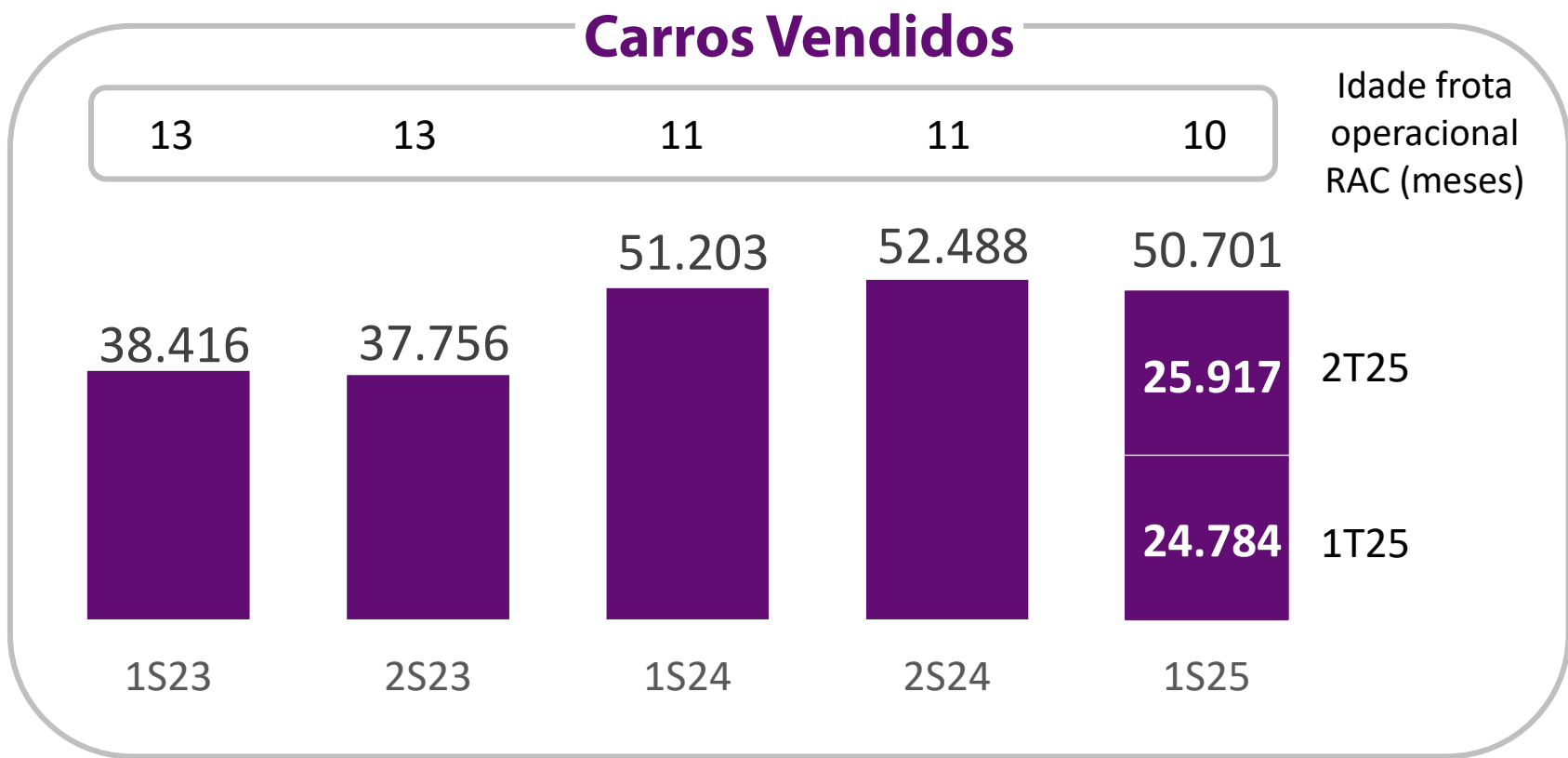




seminovos mov(da)



Seminovos: planejamento de compra e de desmobilização combinado com estrutura de vendas resultam em mais eficiência operacional



Continuidade do padrão do volume de vendas dos últimos 18 garante manutenção da idade média da frota em níveis adequados e previsibilidade da operação

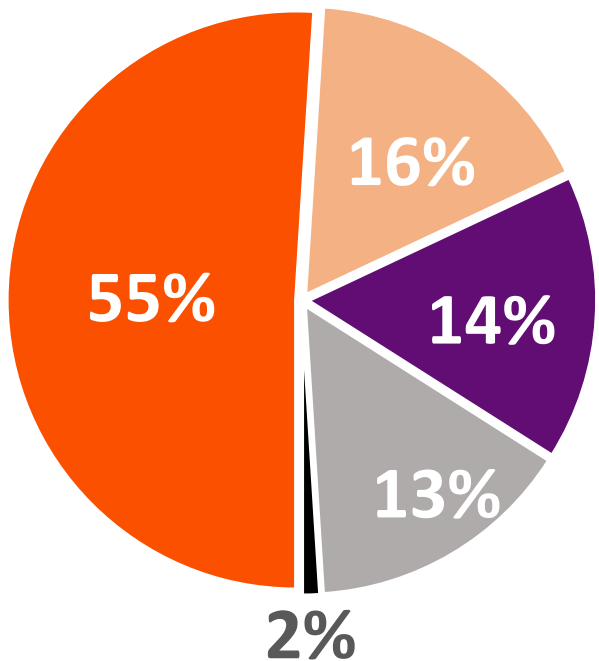
Seminovos: execução do planejamento estratégico resultou na melhora do mix de carros e na evolução da eficiência operacional



Perfil do estoque (percentual no estoque por categoria)

2T24

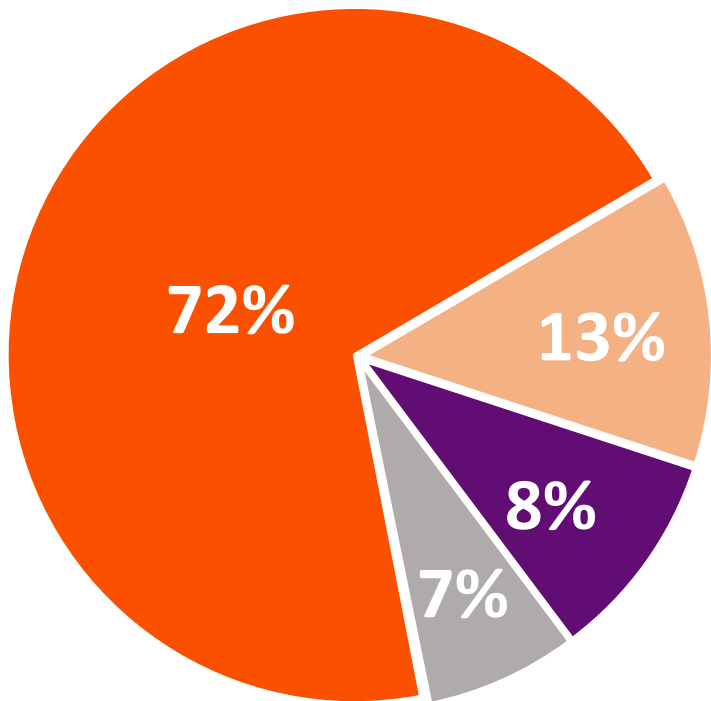
Preço médio de venda (FIPE)
R\$75,9 mil



■ HATCH ■ SUV ■ SEDAN ■ PICK-UP e VAN ■ ELÉTRICO*

2T25

Preço médio de venda (FIPE)
R\$76,2 mil



Posicionamento diferenciado

Escala e mix:

Diversificação de marcas e modelos de maior liquidez, menor idade e quilometragem, e utilização/ manutenção adequada do veículo

Estrutura de lojas instalada:

Presença nacional com equipe capacitada (sem necessidade de novas lojas)

Canais de vendas:

Mix equilibrado entre varejo e atacado e potencial de continuidade de avanços

Comunicação e marketing:

Otimização do investimento em marketing com melhor aderência ao varejo

OBS: O mix dos carros acima considera somente os carros em estoque. * A Companhia possui 31 carros elétricos no estoque e 38 carros elétricos na frota operacional da companhia.

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aluguel de carros

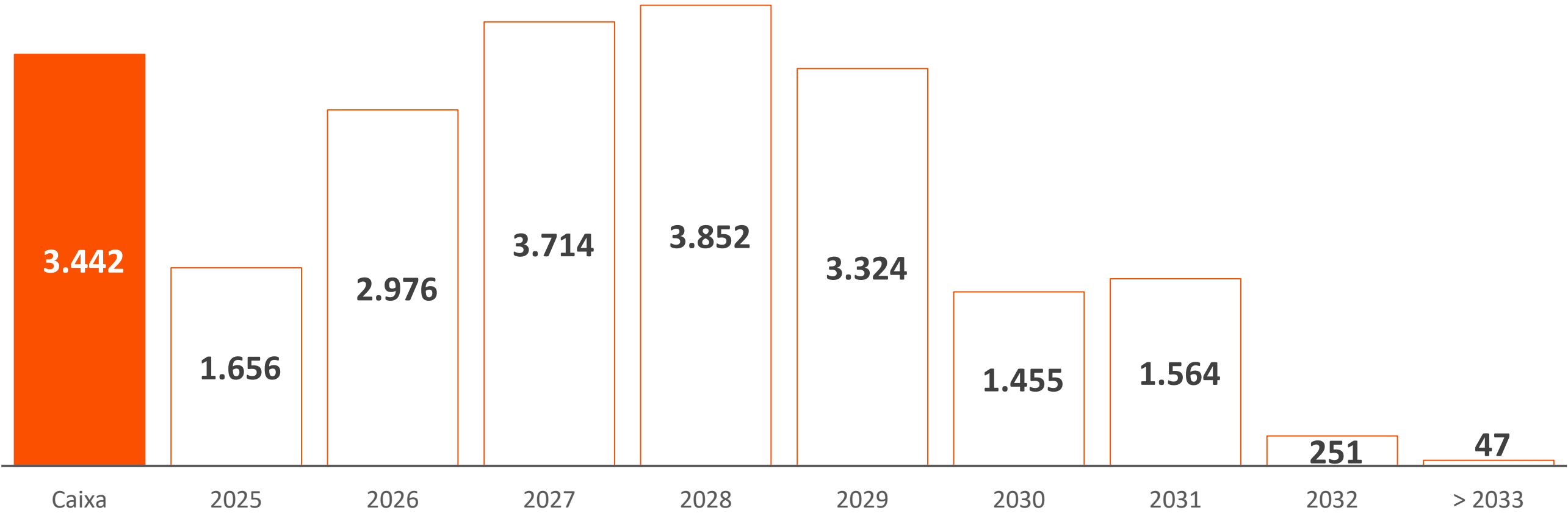
Balanço e Estrutura de Capital



Estrutura de capital sólida, alongamento de prazos e acesso diversificado a *funding*, reforçam a qualidade da gestão financeira e do balanço



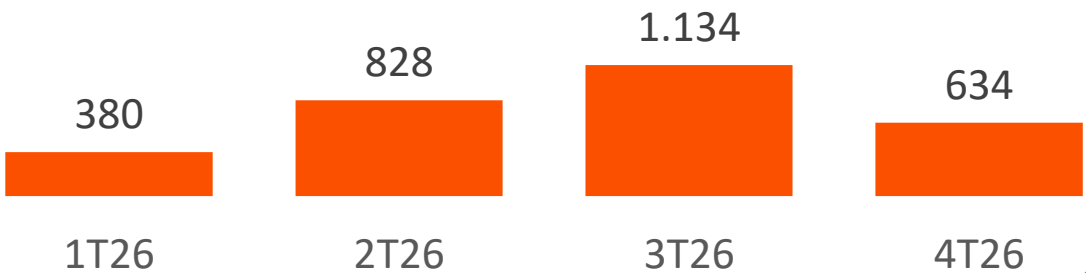
Cronograma de vencimento de dívidas



Vencimentos 2025



Vencimentos 2026



Cronograma **sem concentrações relevantes** até o final de 2026

Dívida bruta

R\$19,2 bi

Dívida líquida

R\$15,8 bi

Prazo médio da dívida líquida

3,4 anos

Custo médio da dívida

CDI + 2,0% a.a.

Total de captações no 1º sem. 25

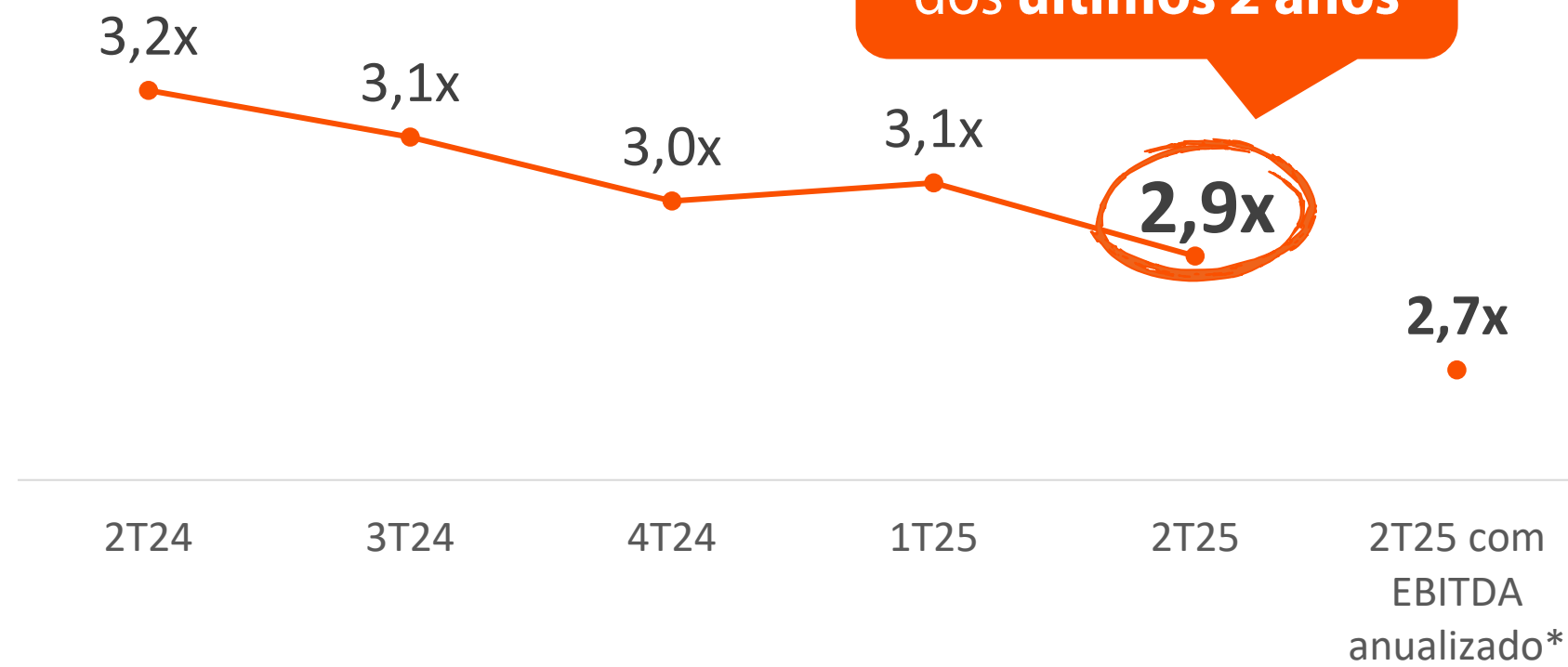
R\$3,2 bi

Menor alavancagem dos últimos dois anos e redução da linha de fornecedores demonstra disciplina e continuidade na redução da alavancagem

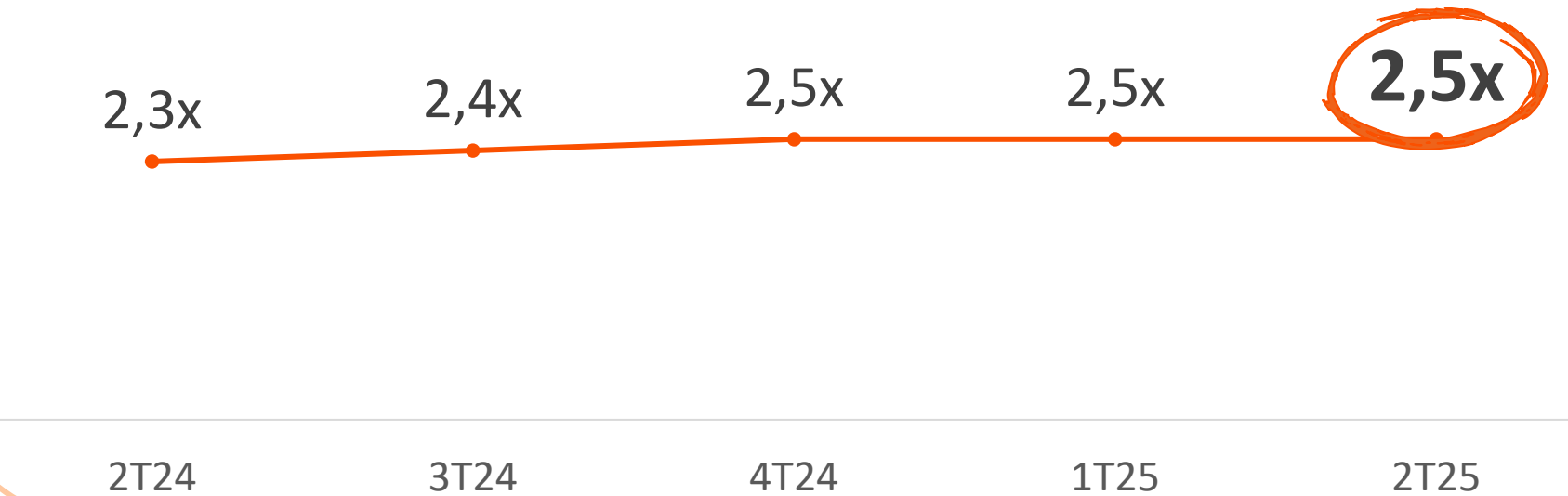


Covenants

• Dívida Líquida / EBITDA¹

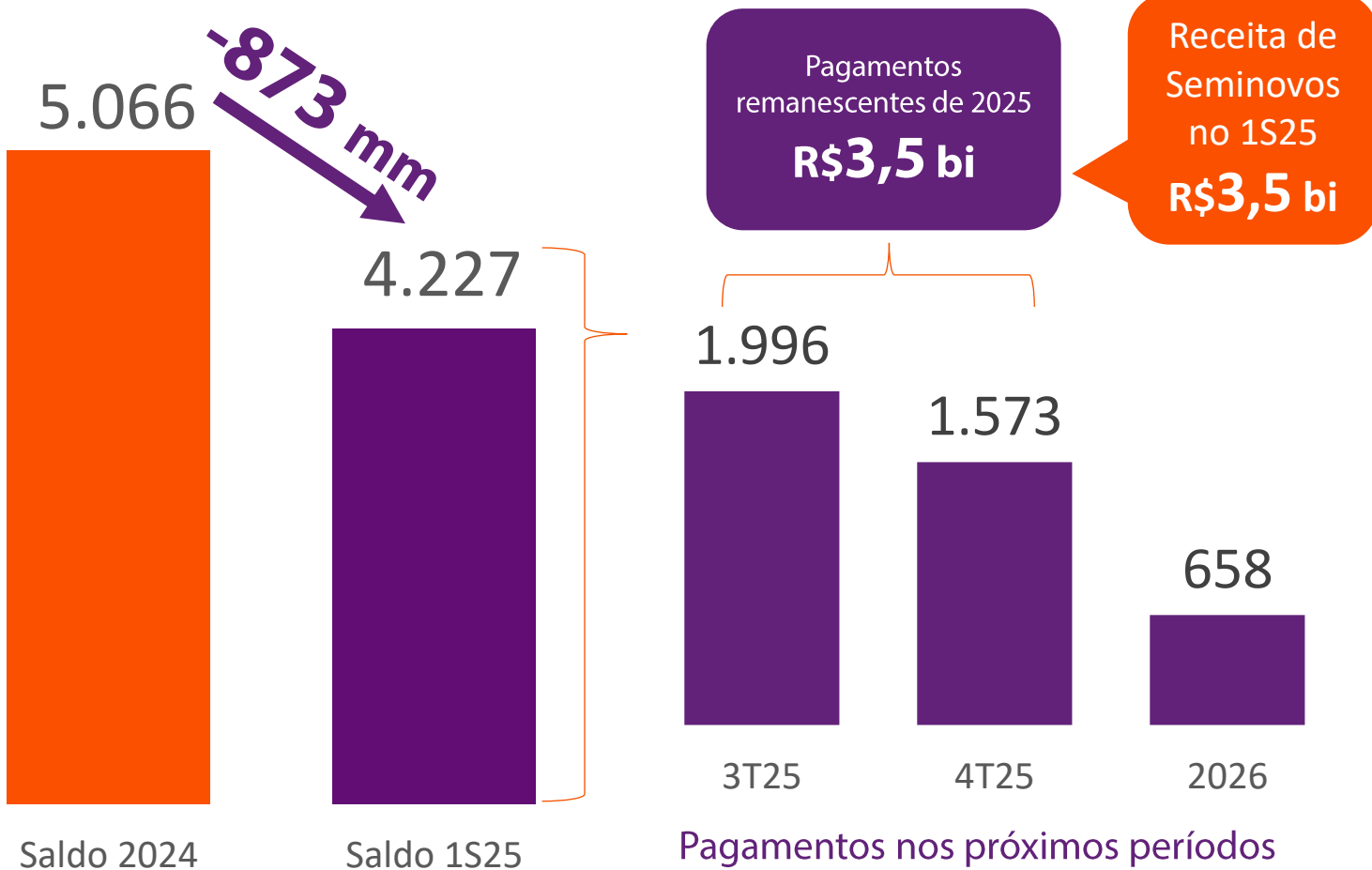


• EBITDA LTM / Despesa Financeira Líquida¹



Cronograma de Fornecedores

(somente montadoras - R\$ milhões)



¹ Verificar conciliações no Release na página 27
*Dívida líquida 2T25 dividida pelo EBITDA 2T25 anualizado (*4)

Melhor serviço de locação com foco no cliente e eficiência operacional geram melhoria na rentabilidade e na geração de valor com desenvolvimento sustentável



Variações 2T25 vs 2T24



Cliente



- Prêmio de melhor NPS do setor de aluguel de carros pela empresa **Opinion Box** (maior pesquisa de NPS do Brasil – Prêmio NPS Benchmarking)



Eficiência operacional



- Melhores margens operacionais do setor
 - Margem EBITDA: **68,7%** no RAC e **76,1%** em GTF
- Continuação do repasse do preço da **diária de RAC (+15% no preço)** com ganho de volume em diárias eventuais **(+22% de participação)**
- **Maior produtividade** na venda de **carros seminovos**
 - Estabilidade da margem EBITDA (**~1,1% nos últimos 6 trimestres**)



Maior retorno de capital investido (ROIC)



- ROIC LTM de **12,7%**
- **Maior geração de valor aos acionistas**
- **Foco contínuo em repasse de preços e na redução de custos e despesas**



Melhor alocação de capital



- **60% do Imobilizado Bruto** alocado em **GTF**
- **Melhor Yield mensal** em **RAC** no Brasil de **4,3%** e **3,5%** no **GTF**



Nível de serviço superior contribui com fidelização dos clientes atuais e **crescimento da base dos clientes** (nos últimos 6 meses tivemos **322 mil novos clientes**)

MUITO OBRIGADO!

mov(i)da
por Você

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Awarded Best NPS in the Car Rental Industry by Opinion Box (Brazil's largest NPS survey – NPS Benchmarking Award)

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aluguel de carros

» 2025

Earnings

Release

UMA EMPRESA DO GRUPO



This material has been prepared by MOVIDA and may include statements that represent expectations about future events or results. Such information is based on the beliefs and assumptions of the Company's management and on currently available information. Forward-looking statements are highly dependent on, among other things, market conditions, government regulations, industry performance and the Brazilian economy; operating data may affect MOVIDA' future performance and lead to results that differ materially from those expressed in such forward-looking statements.

This presentation is a summary and does not purport to be complete. The Company's shareholders and potential investors should always read this presentation together with the Quarterly Information.

Recognition and leadership in Customer Services in the RAC Industry in Brazil



Raising the bar in customer service, recognized by clients as a new benchmark in the market

- ❗ **NPS Award – Opinion Box** (Brazil’s largest NPS survey – NPS Benchmarking Award)
- ❗ **Top brand reputation** in the car rental segment on **Reclame Aqui**, with the **RA 1000 seal** (largest online platform for company reputation ratings in Brazil)



Combining digital innovations with improvements to the in-store experience

- ❗ **Self-service Totem** (industry innovation)
- ❗ Stores with **queue management systems** for greater comfort and efficiency (industry innovation)
 - Improvement in real-time service level management and control



Training developed for employees to turn every customer interaction into a unique and customized experience

- ❗ **322,000 new clients** in the first half of the year, a **25% growth in jun/25 vs. jun/24**



New brand positioning with a marketing campaign focused on delivering the best customer experience, reinforcing our key differentiators

Consistency in quality deliveries ensures the continuity of structural improvements that generate value by retaining and attracting new customers



2Q25 vs 2Q24 Variations

i1

CONTINUOUS RAC PRICE REALIGNMENT

Average daily rate¹ up **15%** in 2Q25, reaching **R\$154** (vs. R\$135)

i4

IMPROVED OPERATIONAL EFFICIENCY

EBITDA Mg **68.7%** in RAC¹ and **76.1%** in GTF in **2Q25** (vs 64.7% in RAC¹ and 76.0% in GTF)

i2

PREMIUM GTF PRICING

New contracts with an average monthly yield of **3.5%** in 2Q25 (vs. 3.2% p.m.)

i5

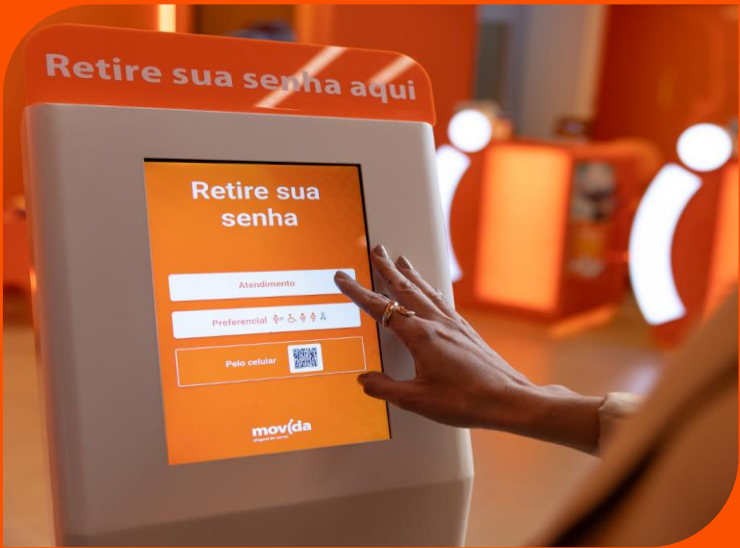
SUSTAINED HIGH PERFORMANCE IN USED CARS

25,917 cars sold in 2Q25 with stable EBITDA margin of **1.1%**

i3

CAPITAL ALLOCATION IN GTF INCREASES EARNINGS PREDICTABILITY

GTF accounted for **60%** of gross fixed assets in 2Q25



¹Includes only Brazilian operations

Continuous improvement in operational and financial performance drives the transformation of profitability indicators



2Q25 vs 2Q24 Variations

Net Revenue

Consolidated

R\$ **3.679** B

Rental

R\$ **1.893** B **↑ +18%**

All-time high!

EBITDA

Consolidated

R\$ **1.379** B

Rental

R\$ **1.359** B **↑ +21%**

All-time high!

All-time high!

EBIT

Consolidated

R\$ **785** M

Rental

R\$ **784** M **↑ +22%**

All-time high!

All-time high!

Fleet

Total (end of period)

262 K

Operational (average)

222 K **↑ +4%**

Net Income

R\$ **68** M

↑ +59%

LTM ROIC

12.7%

↑ +1.0 p.p

Best ROIC in the last 2 years!

Growth across all performance indicators
(Net Revenue +18% | EBITDA +21% | Net Income +59%) outpacing fleet growth (+4%)

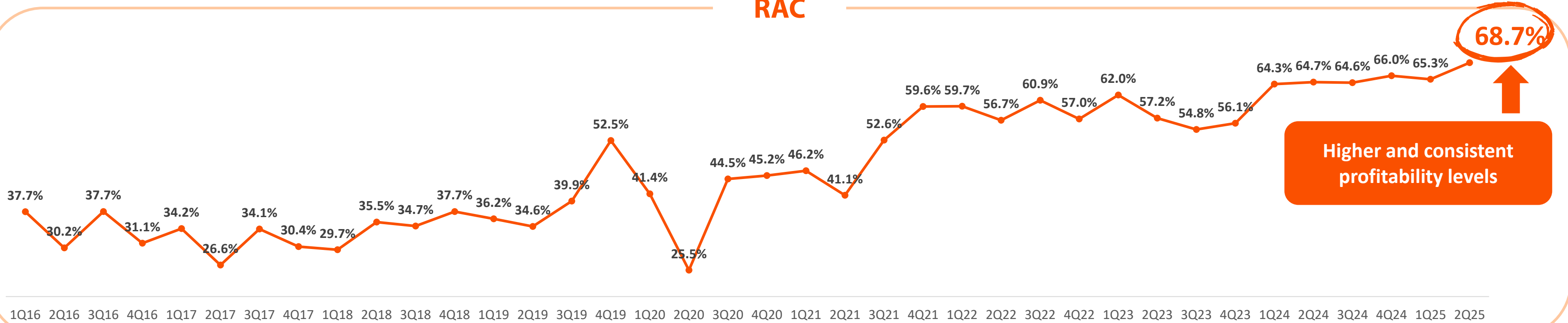
EBITDA margins at high profitability levels

Consistent improvements in capital utilization and cost and expense reduction

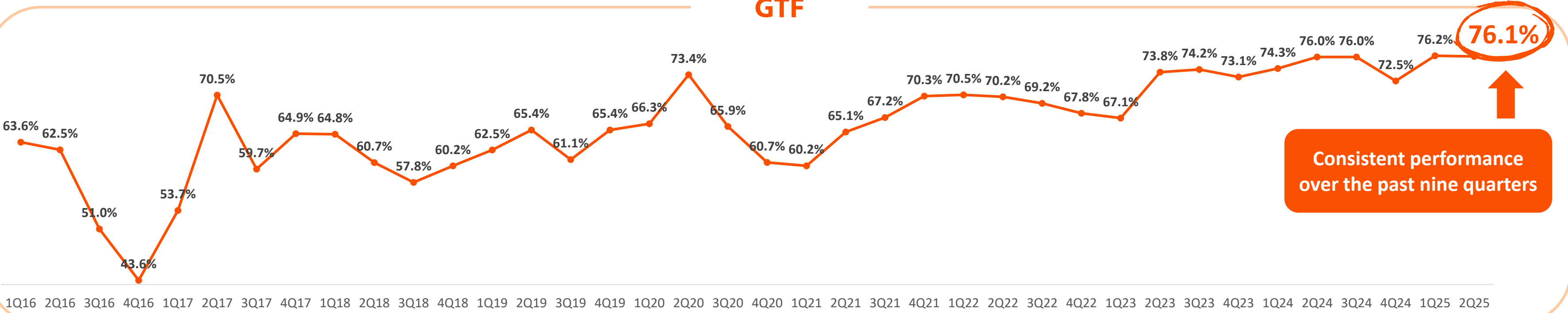


EBITDA margin evolution

RAC

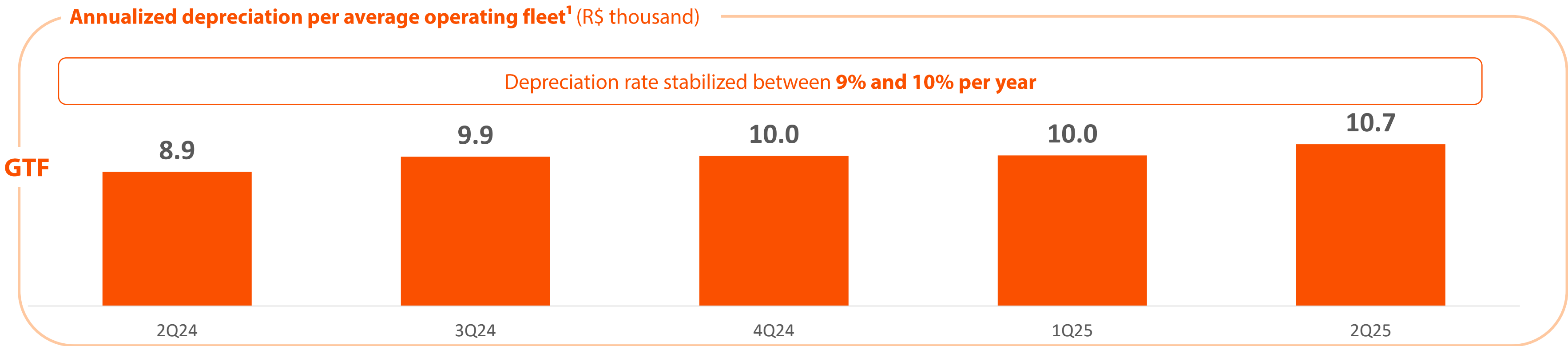
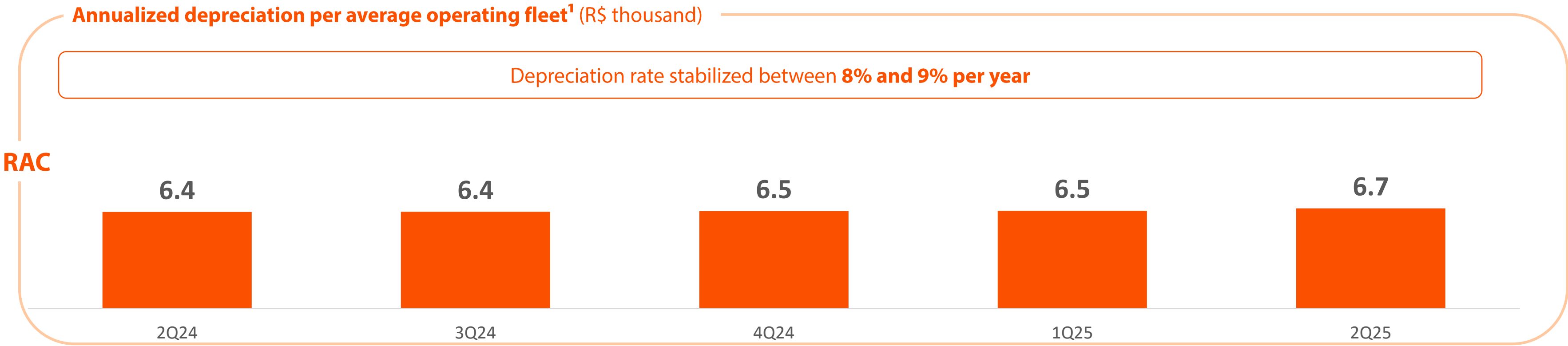


GTF



NOTE: Includes only Brazilian operations

Accuracy in the car purchasing mix, combined with the maturity of scale, store structure, and personnel, results in depreciation stabilization

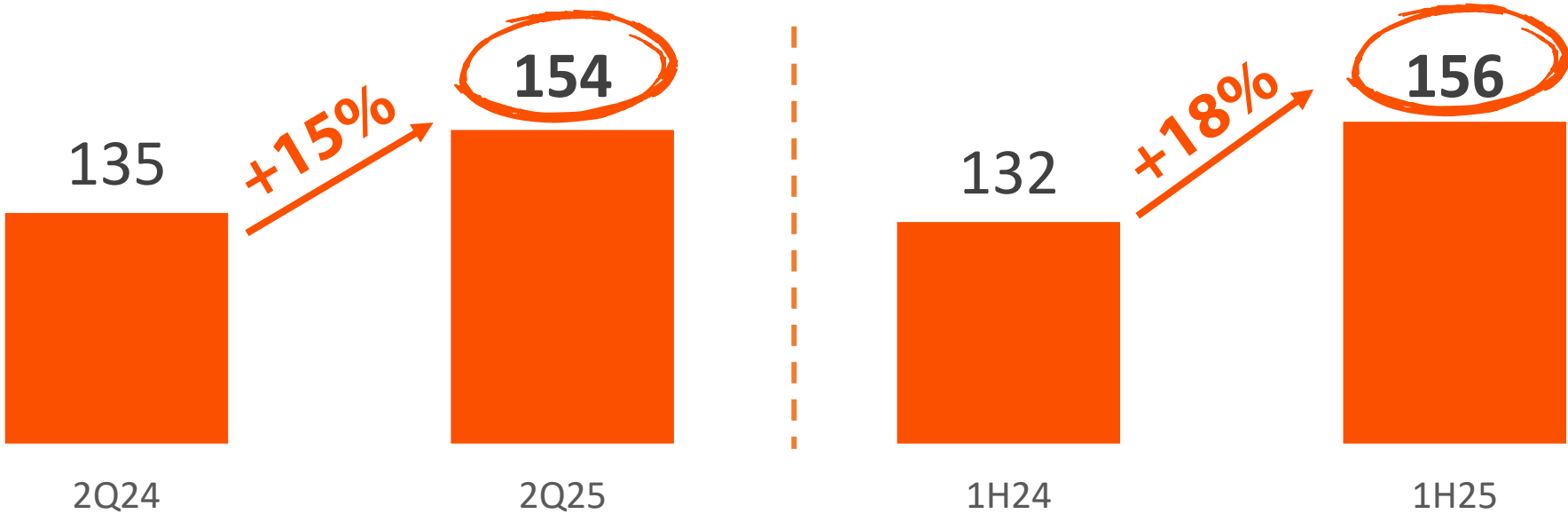


¹Depreciation per operating fleet = depreciation fleet in the quarter * 4 / average operating fleet.

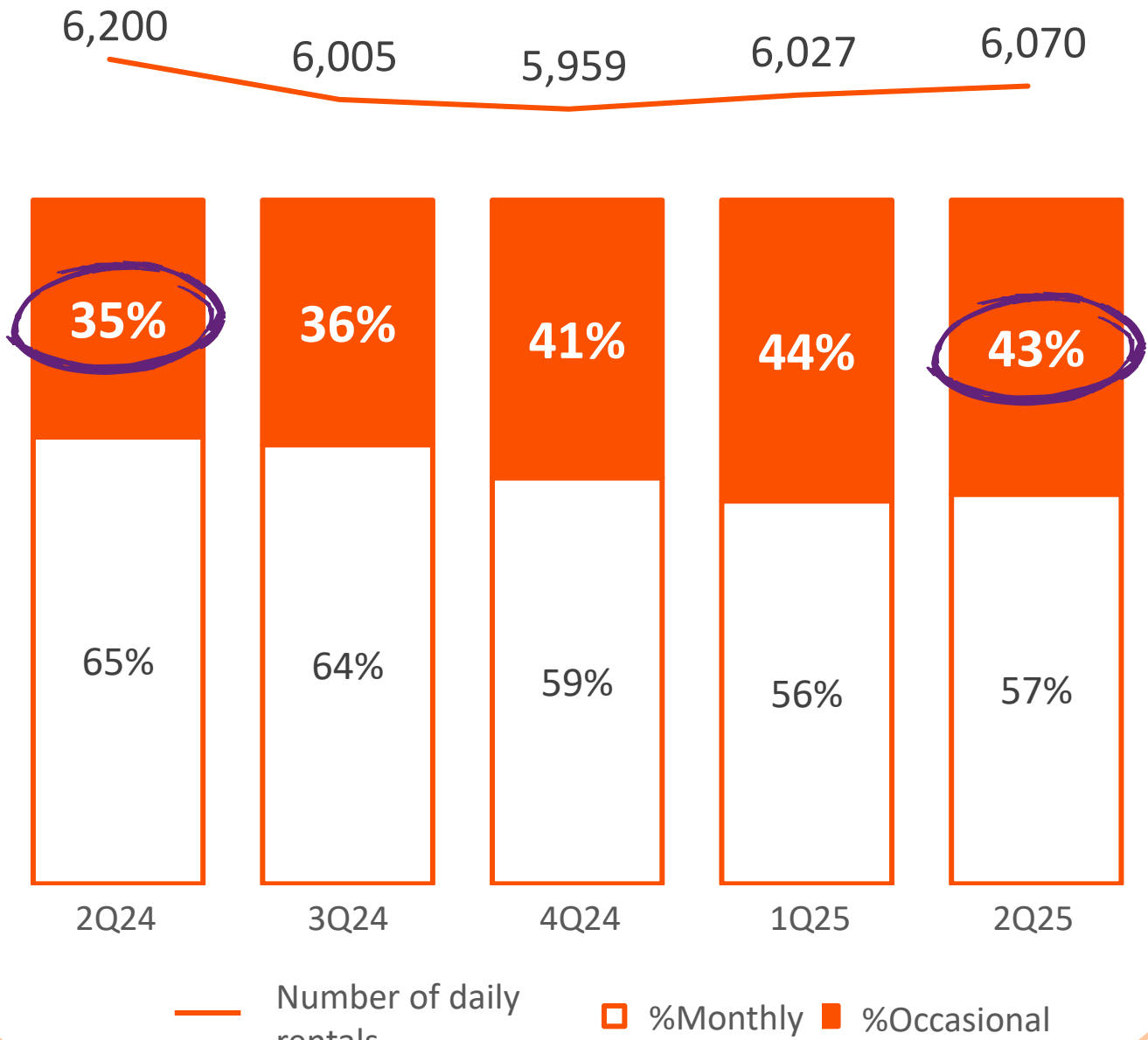
RAC: pricing strategy combined with an improved sales mix between occasional and monthly rentals drives up the average daily rate and overall profitability



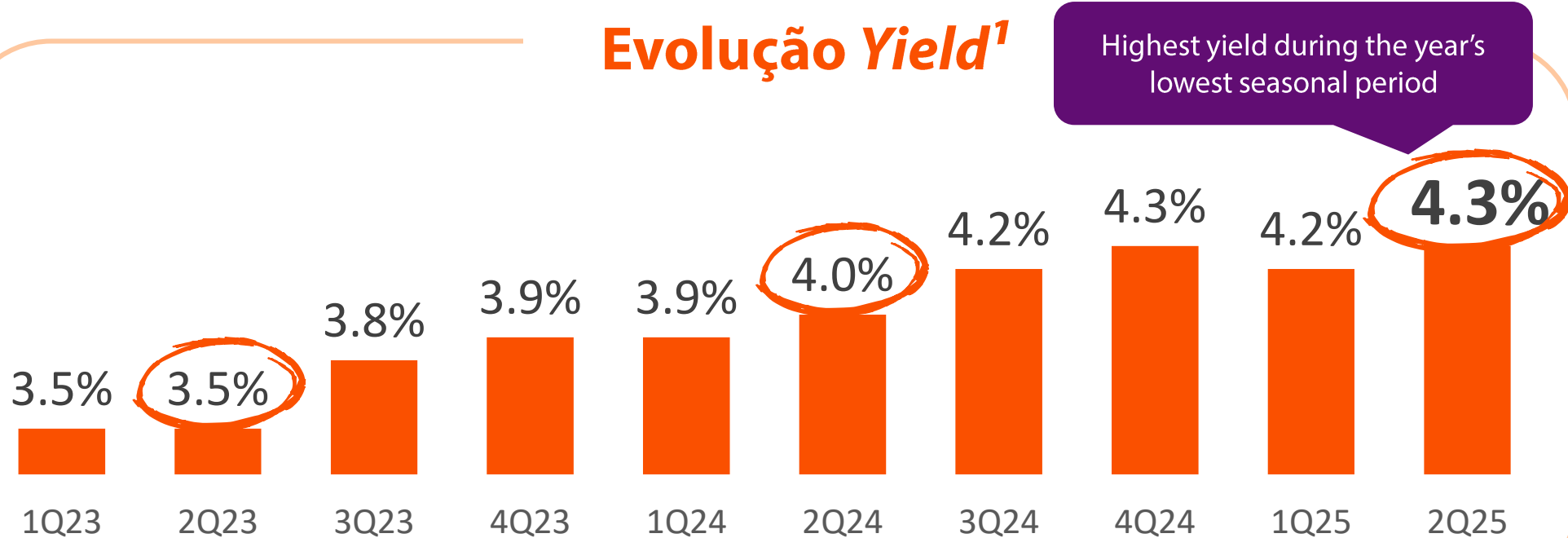
RAC Daily Rate (R\$)



Daily rental volume (thousand) and Share of Occasional and Monthly rentals (%)



Evolução Yield¹

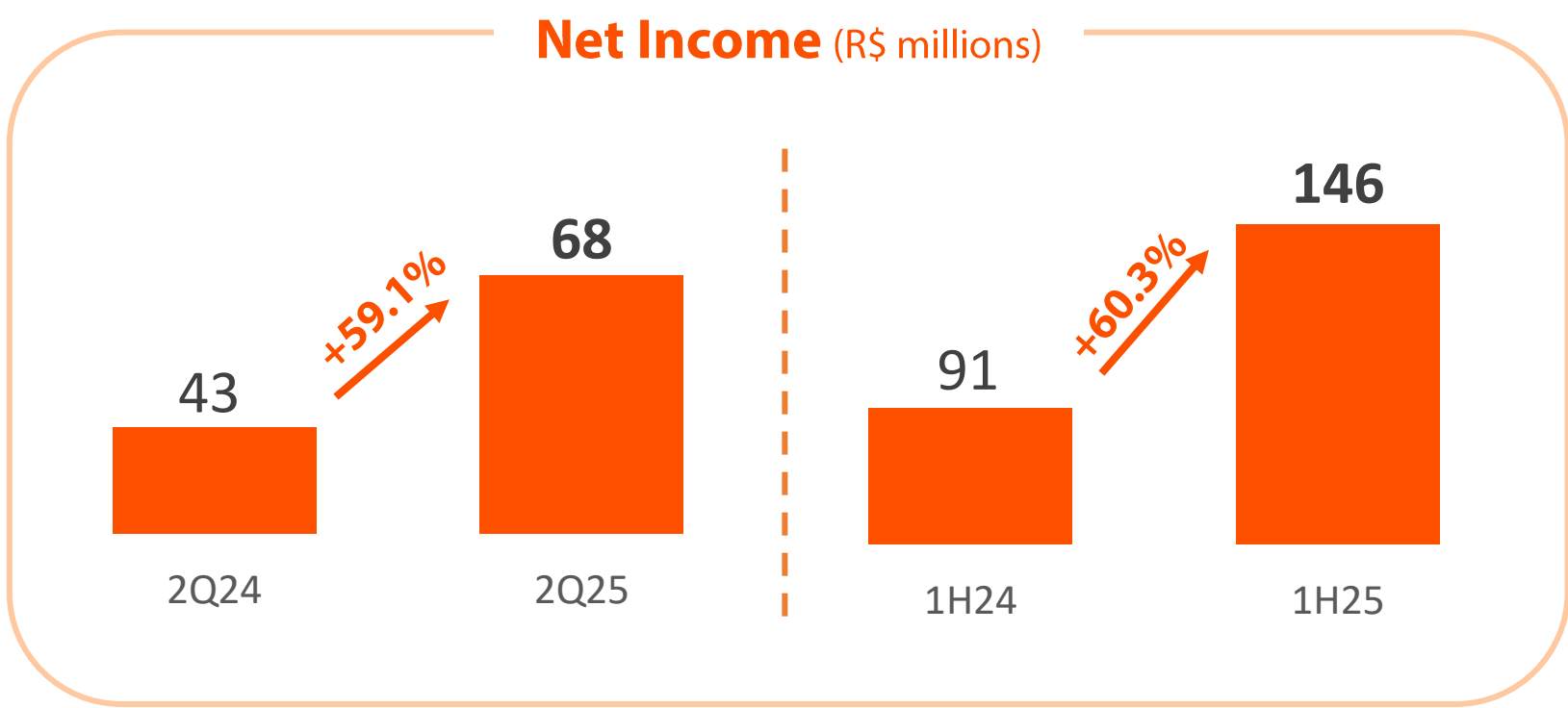
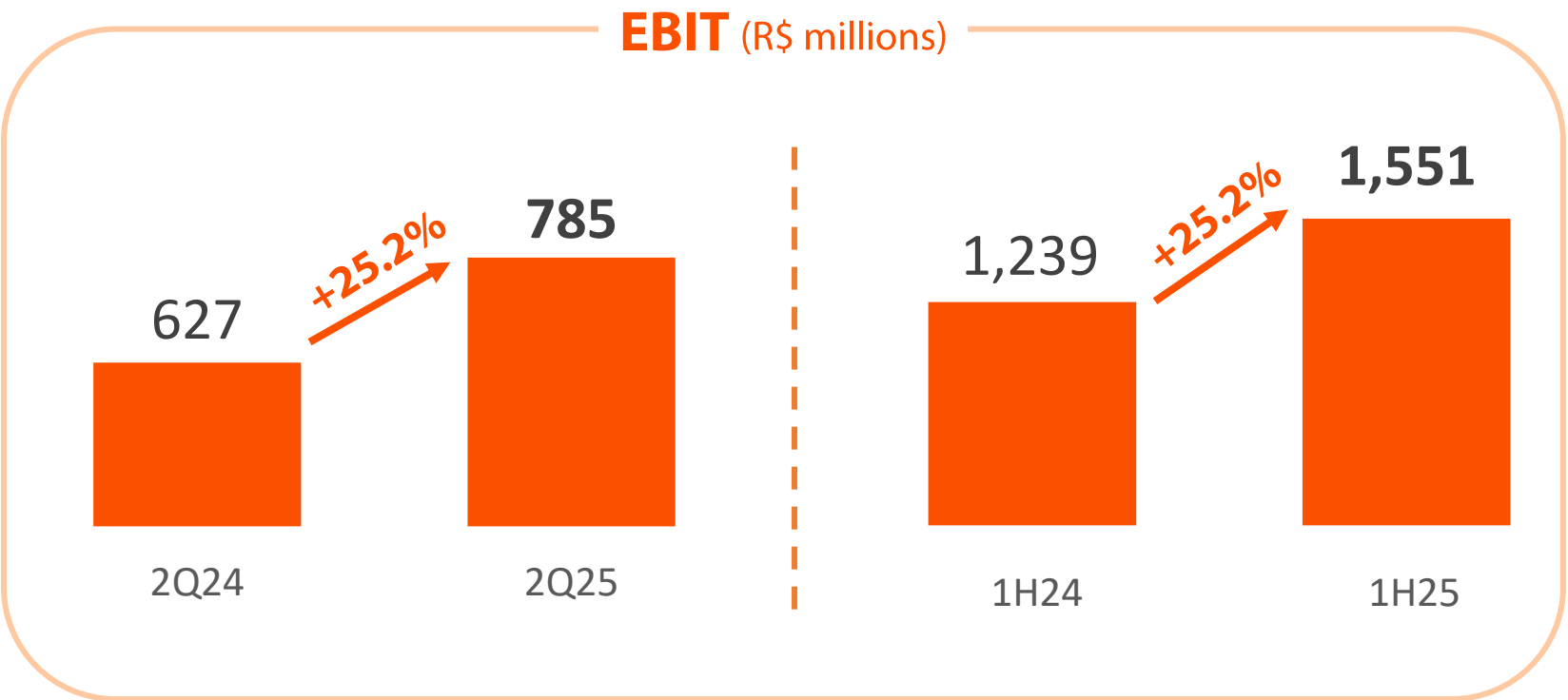
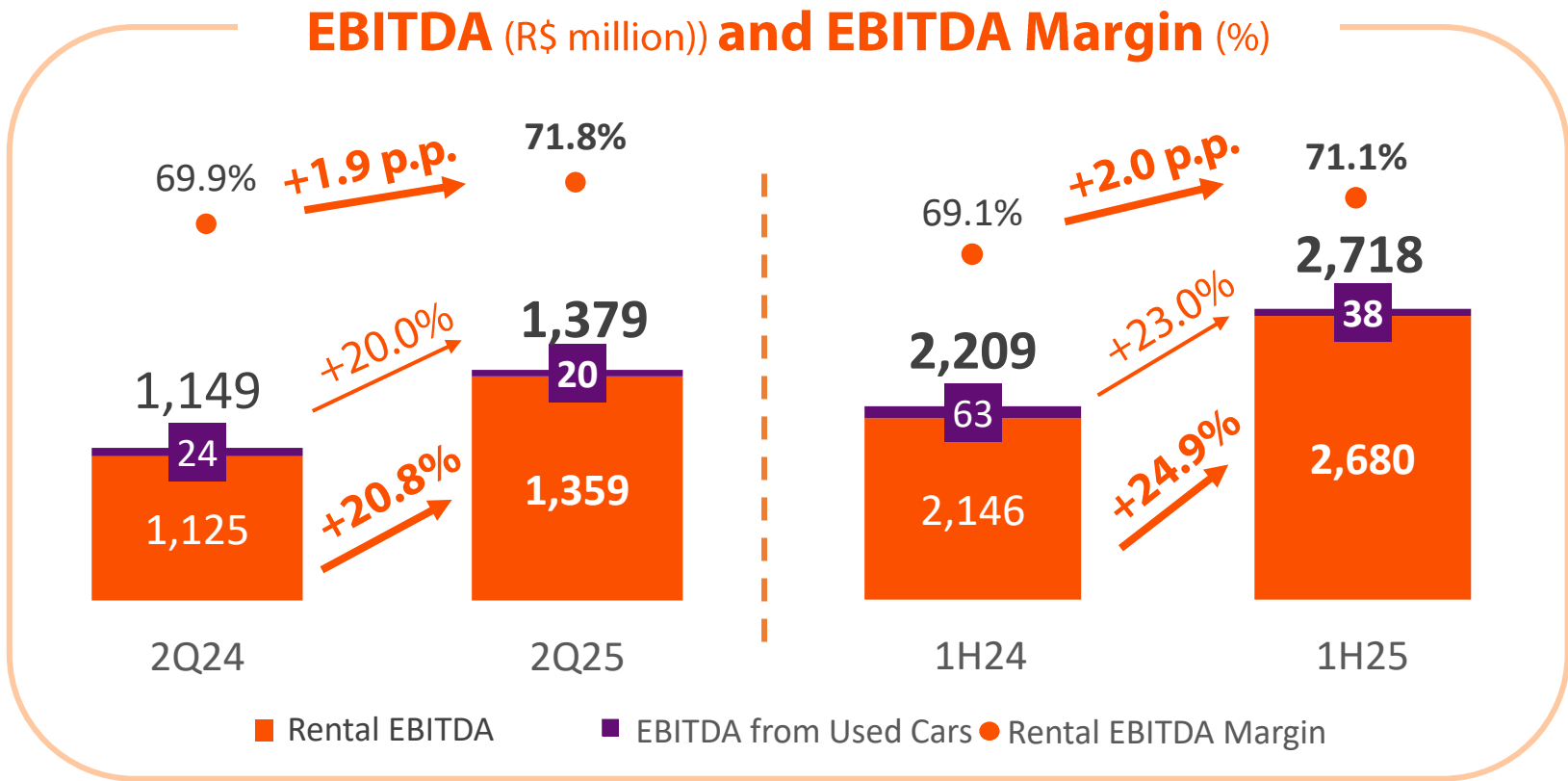
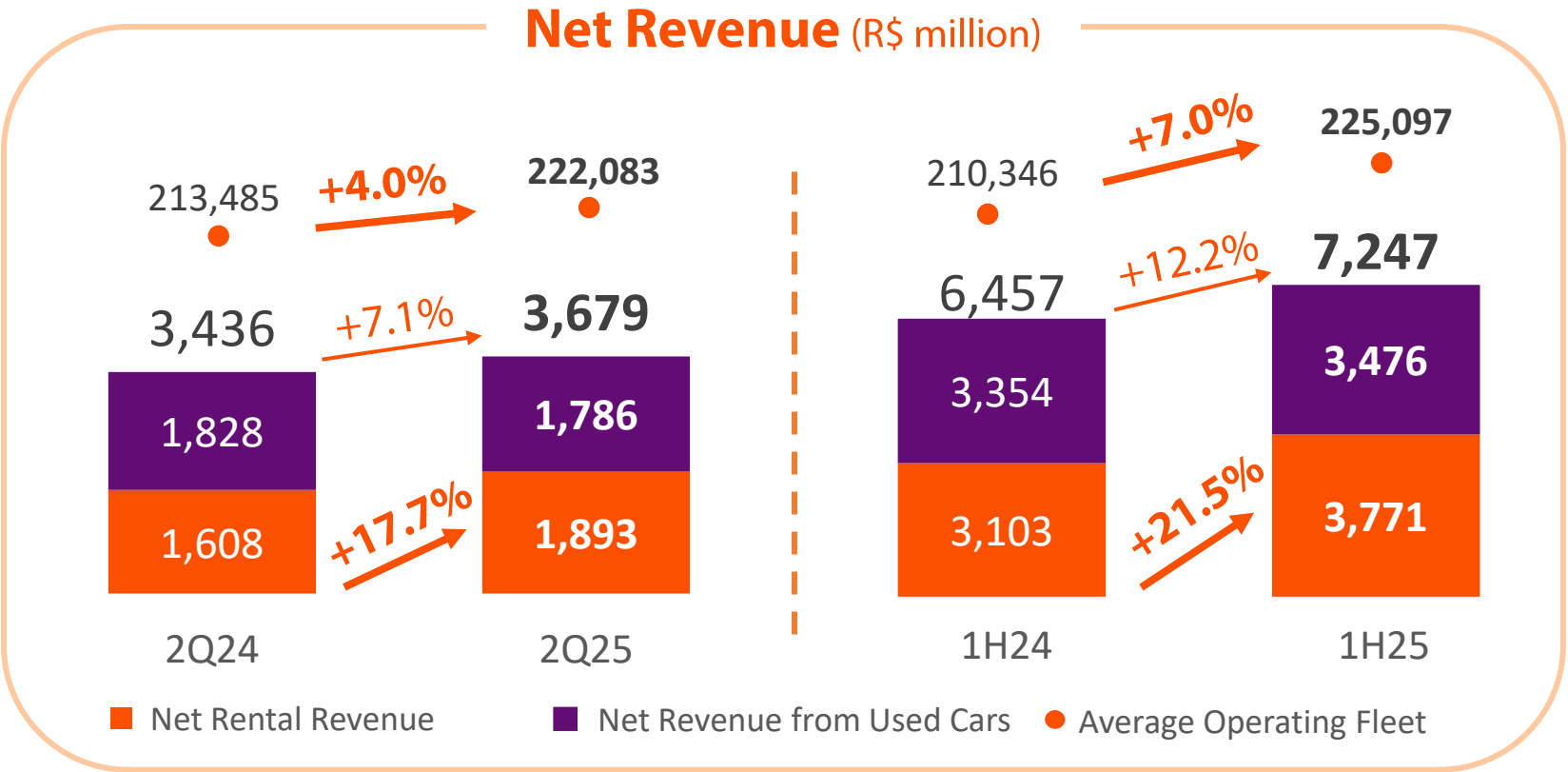


Highest yield during the year's lowest seasonal period

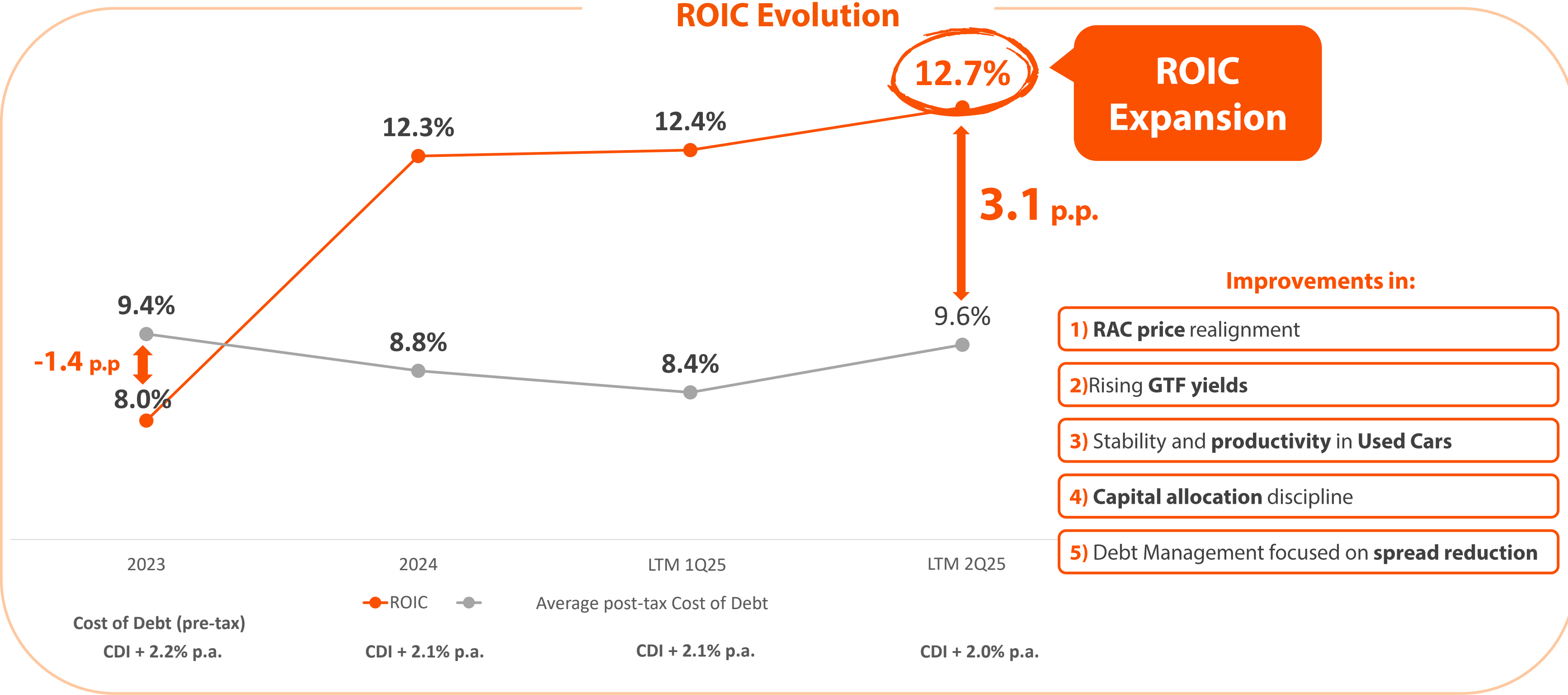
NOTE: Includes only Brazilian operations. ¹Yield calculated by dividing the monthly revenue per operating vehicle by the fleet's average RAC purchase price.

Net income of R\$68 million in 2Q25, representing a 59% growth

Significant improvement in operational efficiency and profitability



ROIC expanded to 12.7% in 2Q25, with a 3.1 p.p. spread —highest return in the last two years

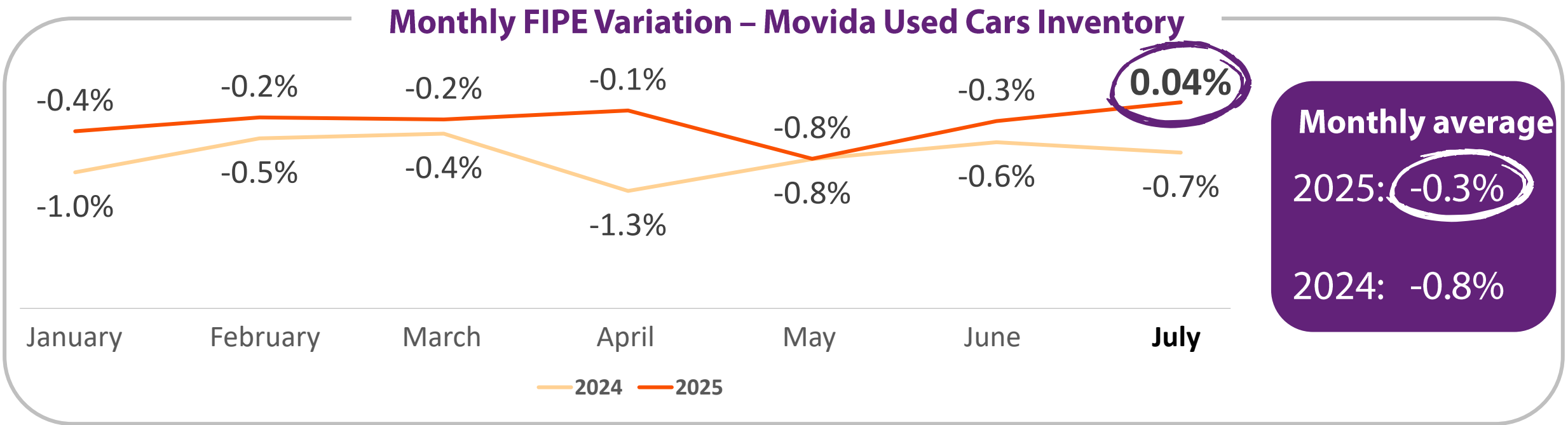


NOTE: ROIC and cost of debt calculations are net of income tax.
Excludes one-time impairment effects in 2023, using a 34% tax rate. Excludes one-time effects from the climate disaster in Rio Grande do Sul in 2Q24 and 3Q24.
ROIC calculation considers the cumulative effective income tax rates for the periods and the average cost of debt over the last 12 months.

July 2025 Preview - Used Cars (unaudited)

Mature scale combined with operational efficiency across all stages of the asset cycle leads to stability in the Used Car operation

	1H25 (monthly average)	July 2025 (unaudited preview)
Revenue	R\$ 579M	R\$ 572M
SG&A	5.5%	5.6%
EBITDA Mg.	1.1%	1.0%



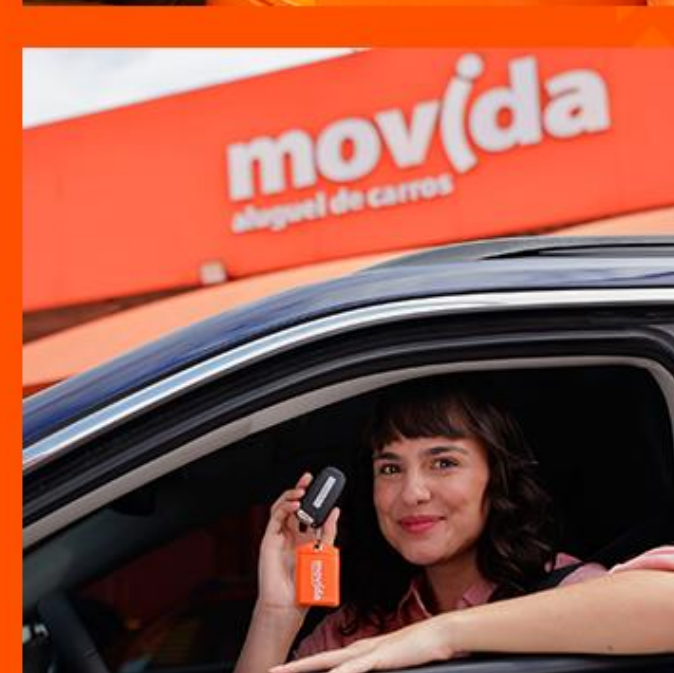
Outstanding
Positioning

- Less than 27% of fixed assets refer to cars affected by the IPI reduction (3.27%)
- The price of a new car is 15% to 20% higher than the same Movida vehicle available for sale, reducing the potential impact of the IPI cut on the used car market.
- Established store structure with nationwide presence and a skilled team (no need for new stores)

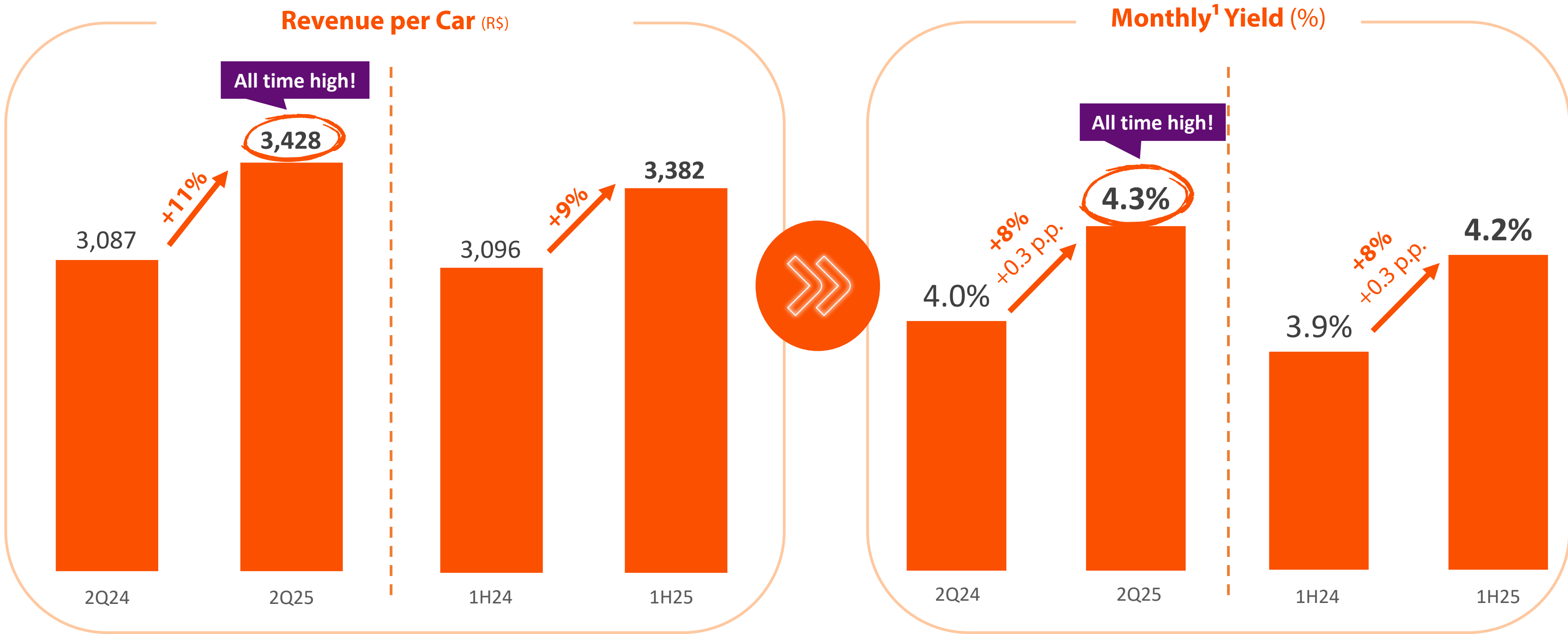
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Rent-A-Car



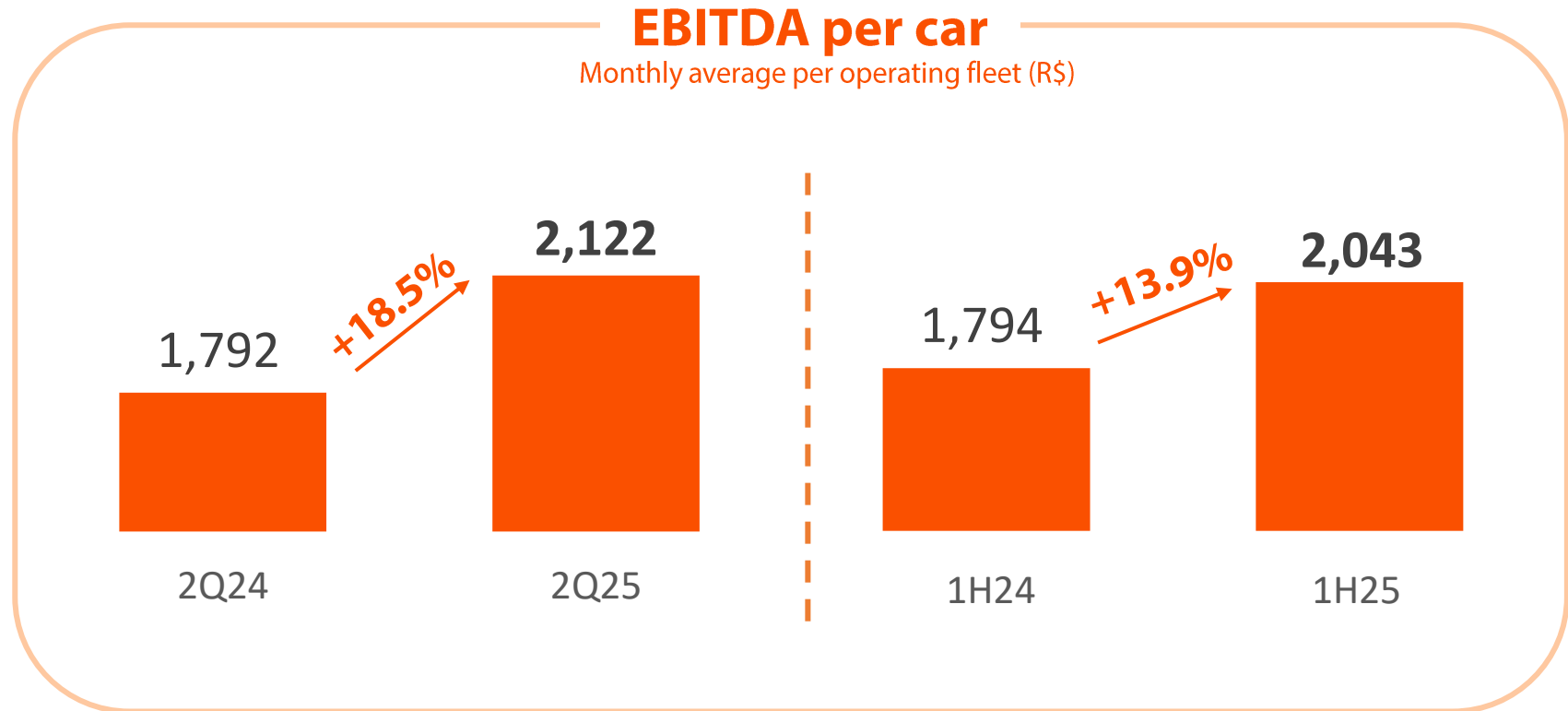
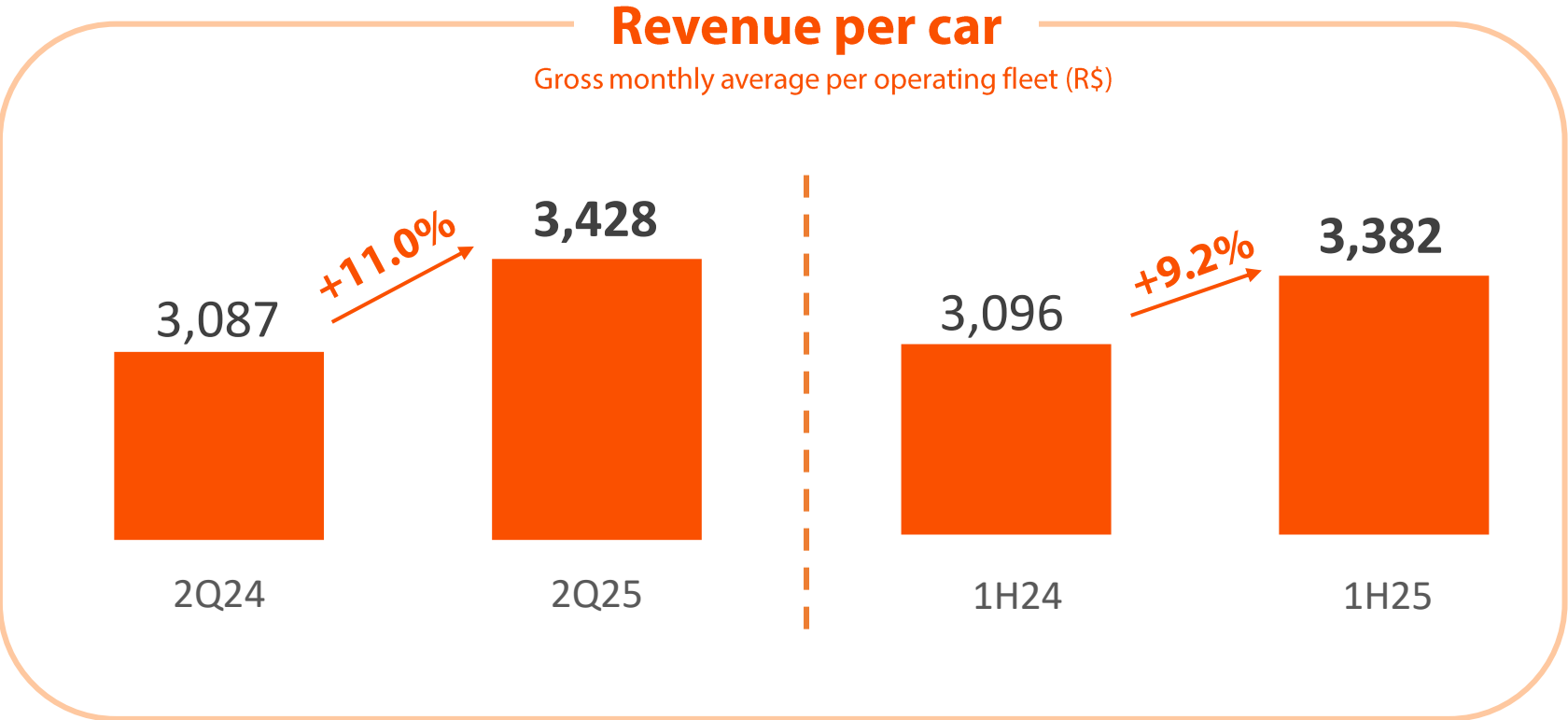
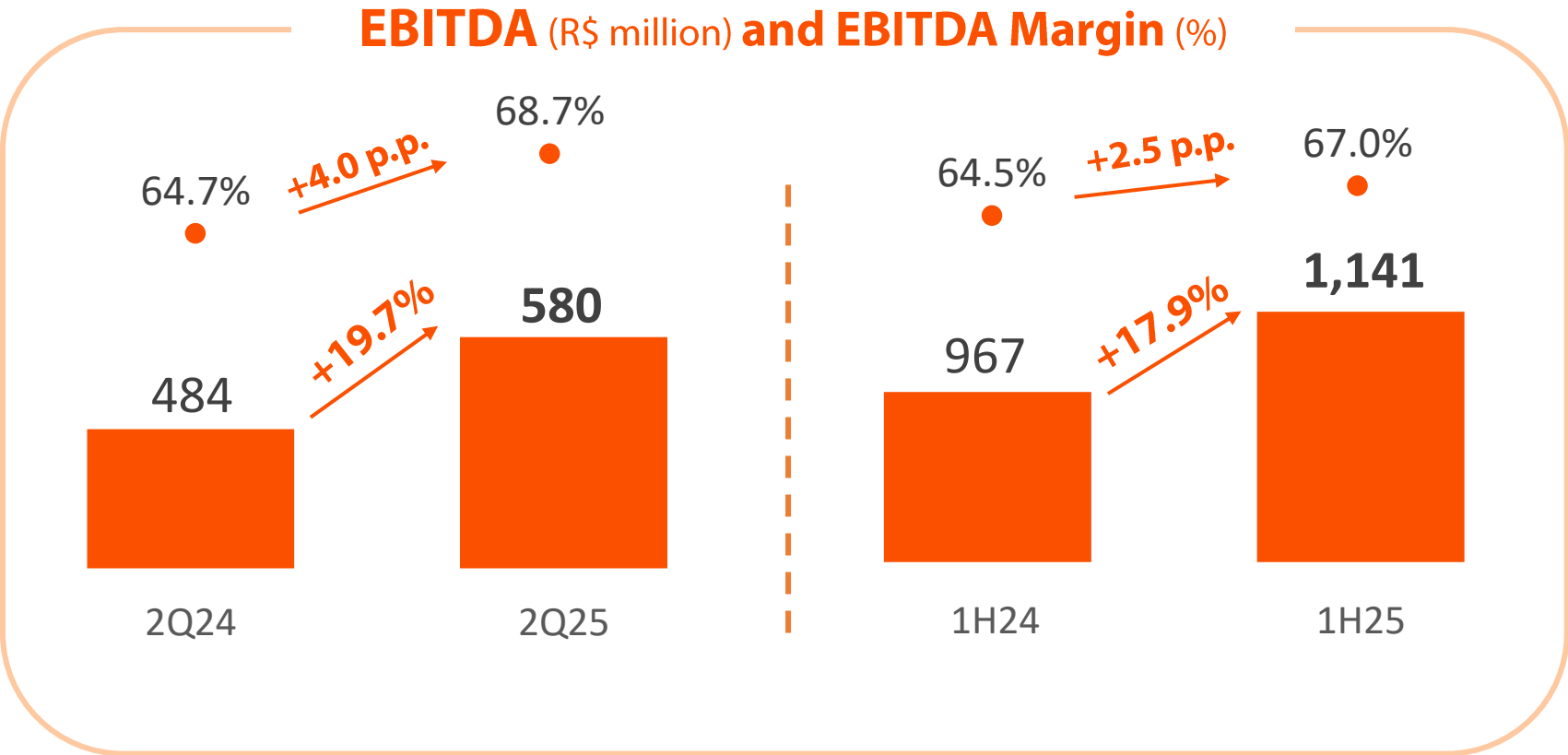
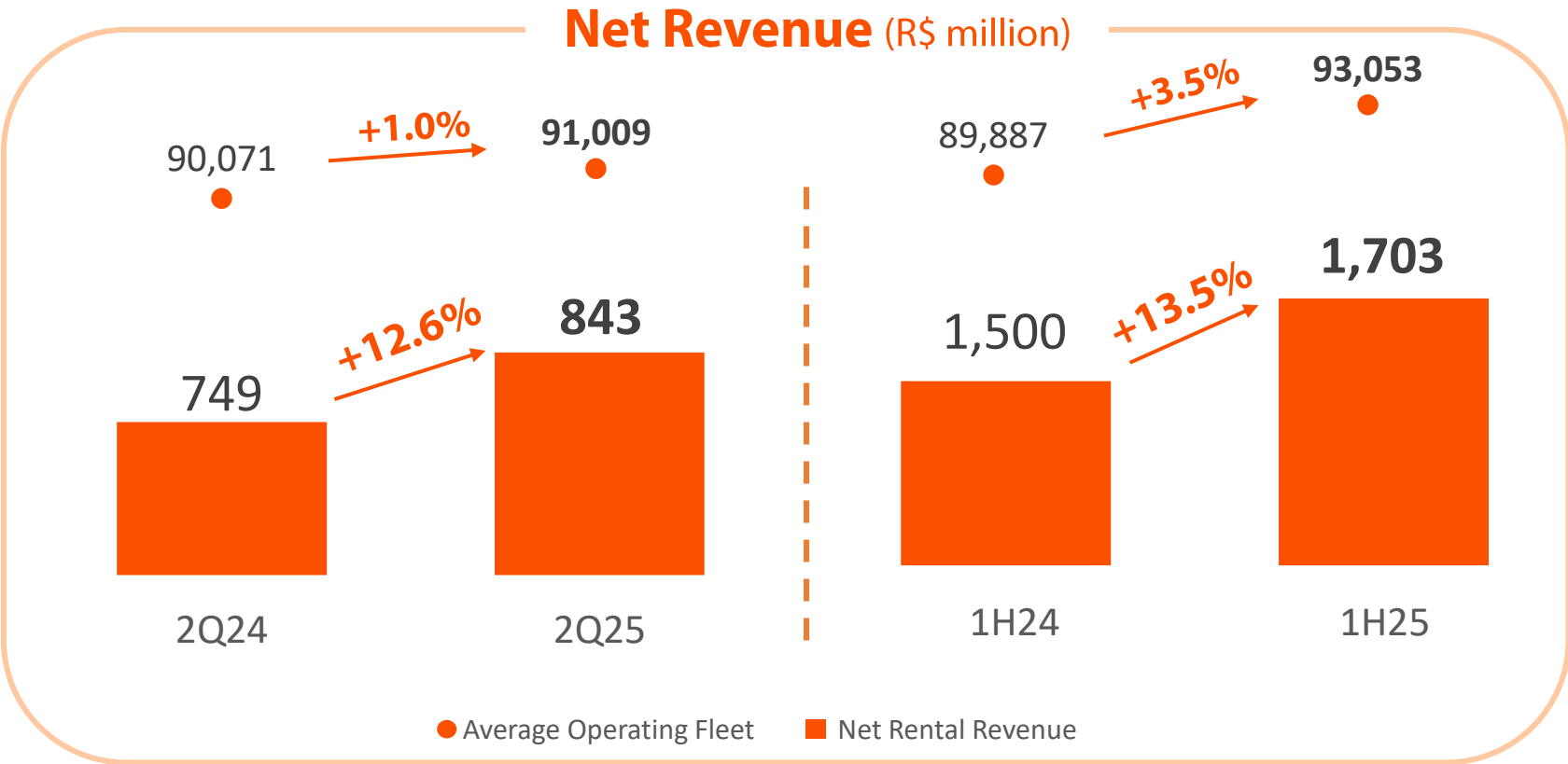
RAC: strategy based on improving service quality with price recomposition and improvement in the sales mix between occasional and monthly boosts the average ticket and business profitability



Combined with ongoing fleet mix adjustments, the pricing strategy continues to support a solid yield trajectory and drives improvements in revenue per car.

NOTE: Includes only Brazilian operations.
¹Yield calculated by dividing the monthly revenue per operating vehicle by the fleet's average RAC purchase price.

RAC: Revenue and EBITDA growth outpaced fleet expansion, resulting in higher profitability



NOTE: ¹Includes only Brazilian operations

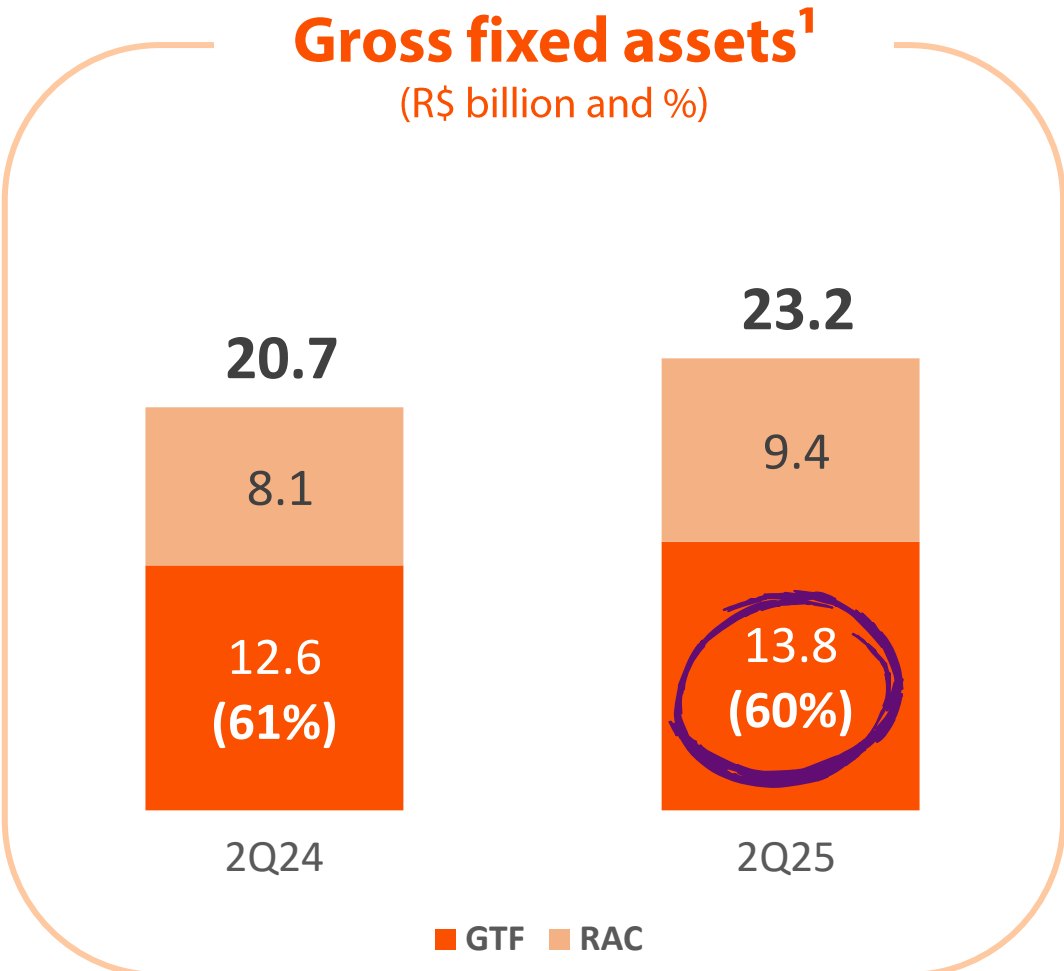
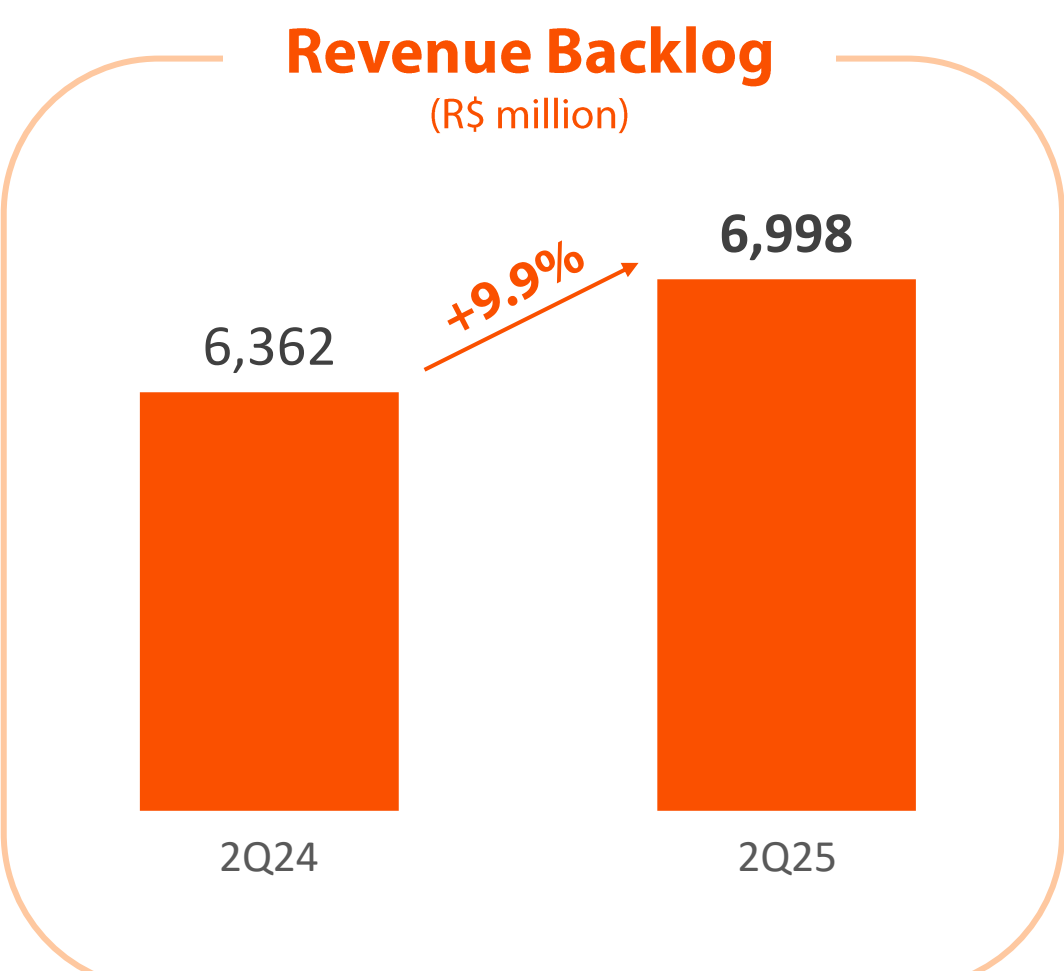
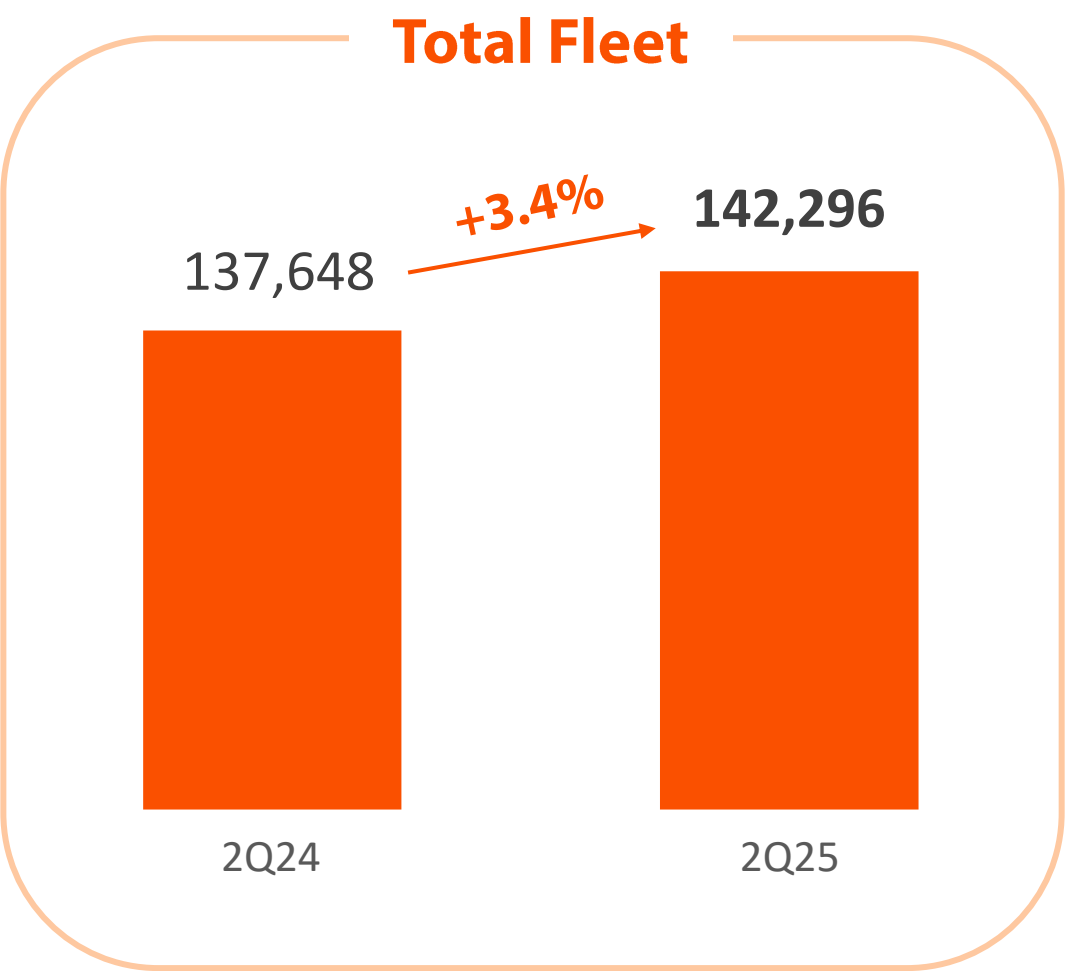
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Fleet Management and Outsourcing



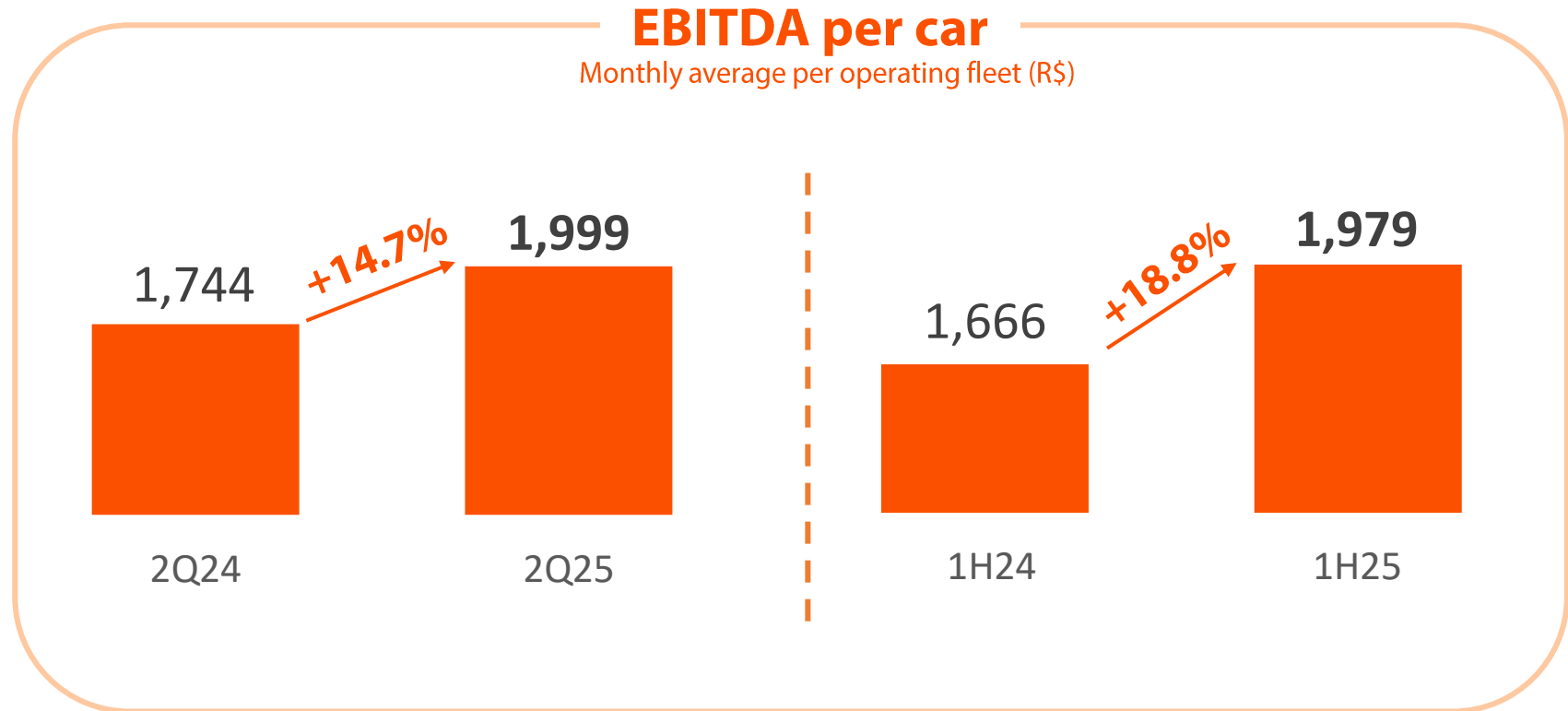
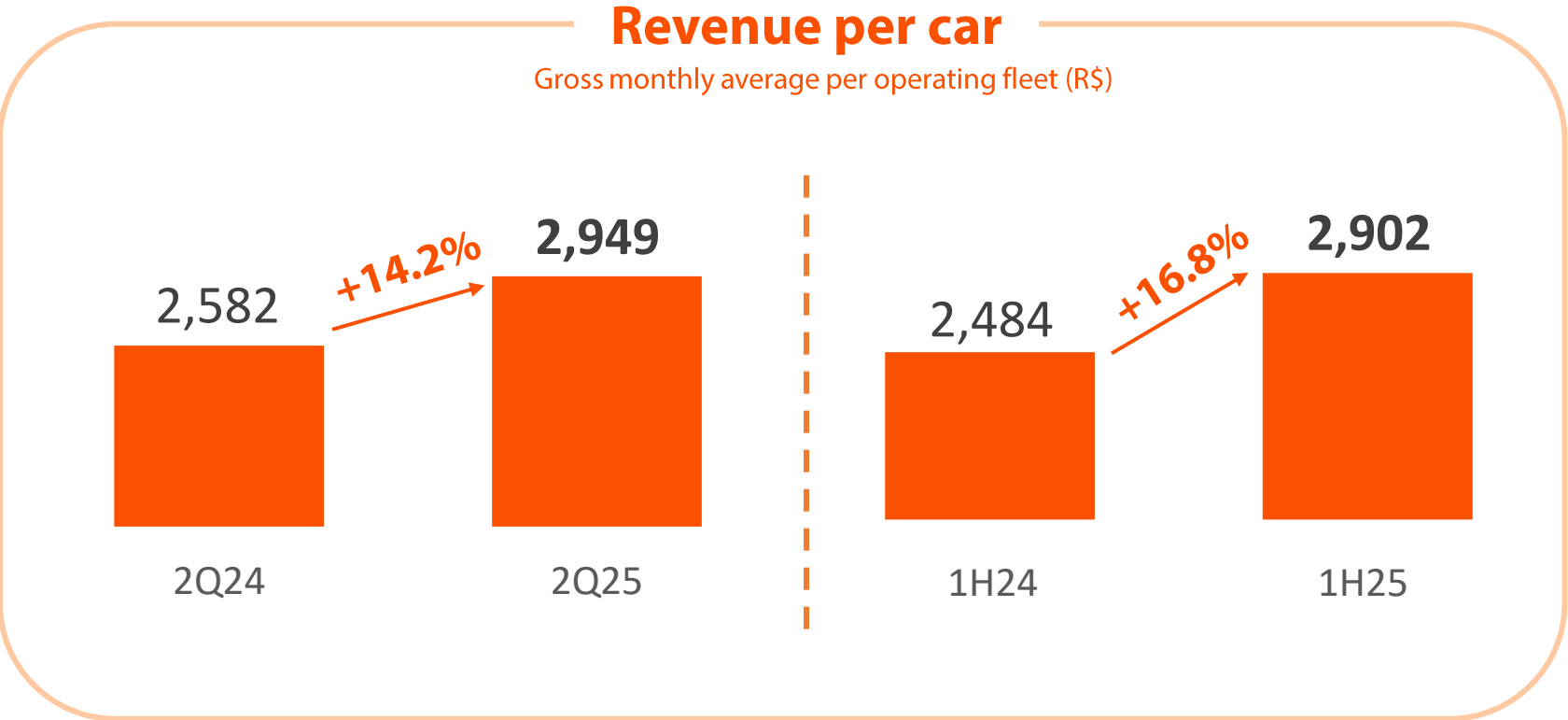
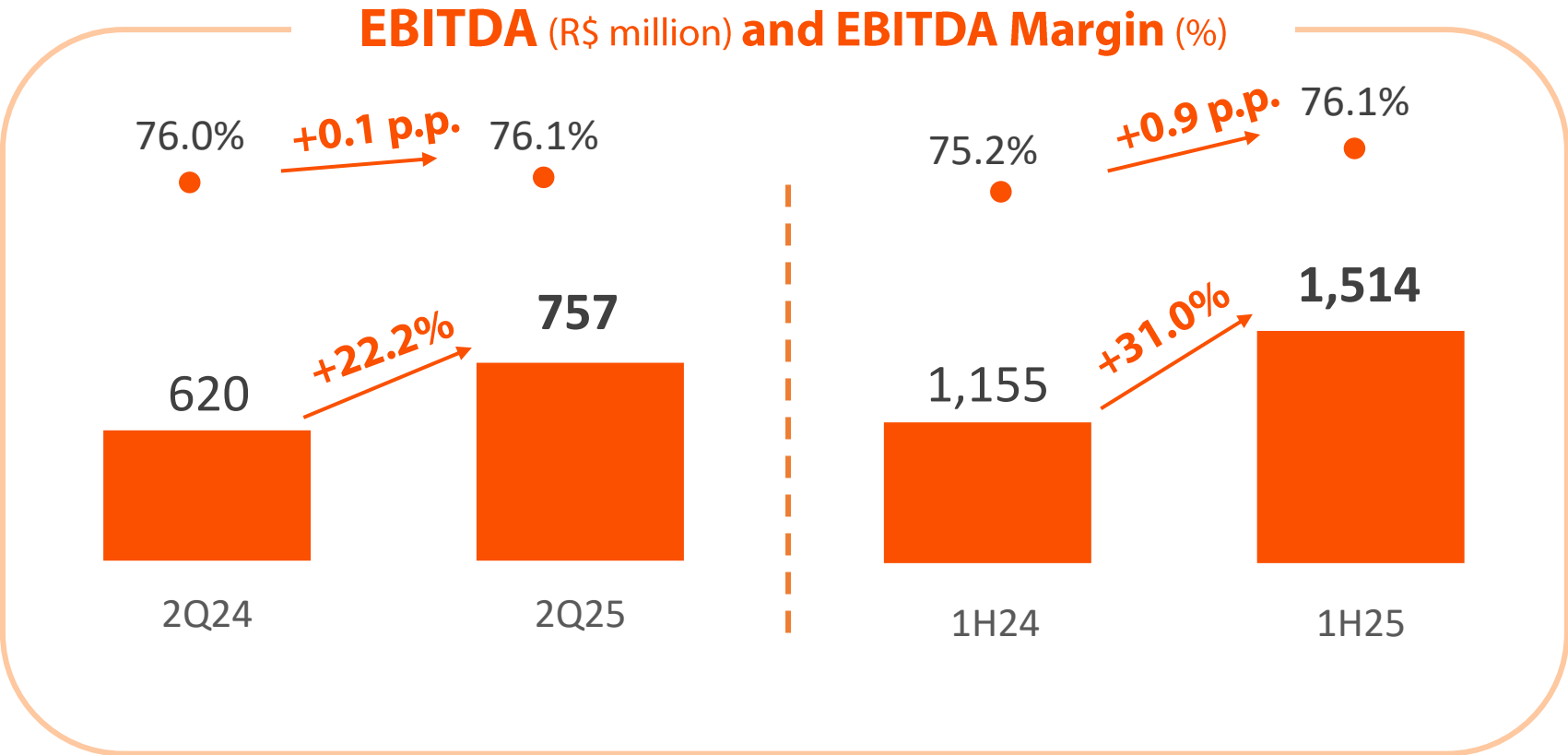
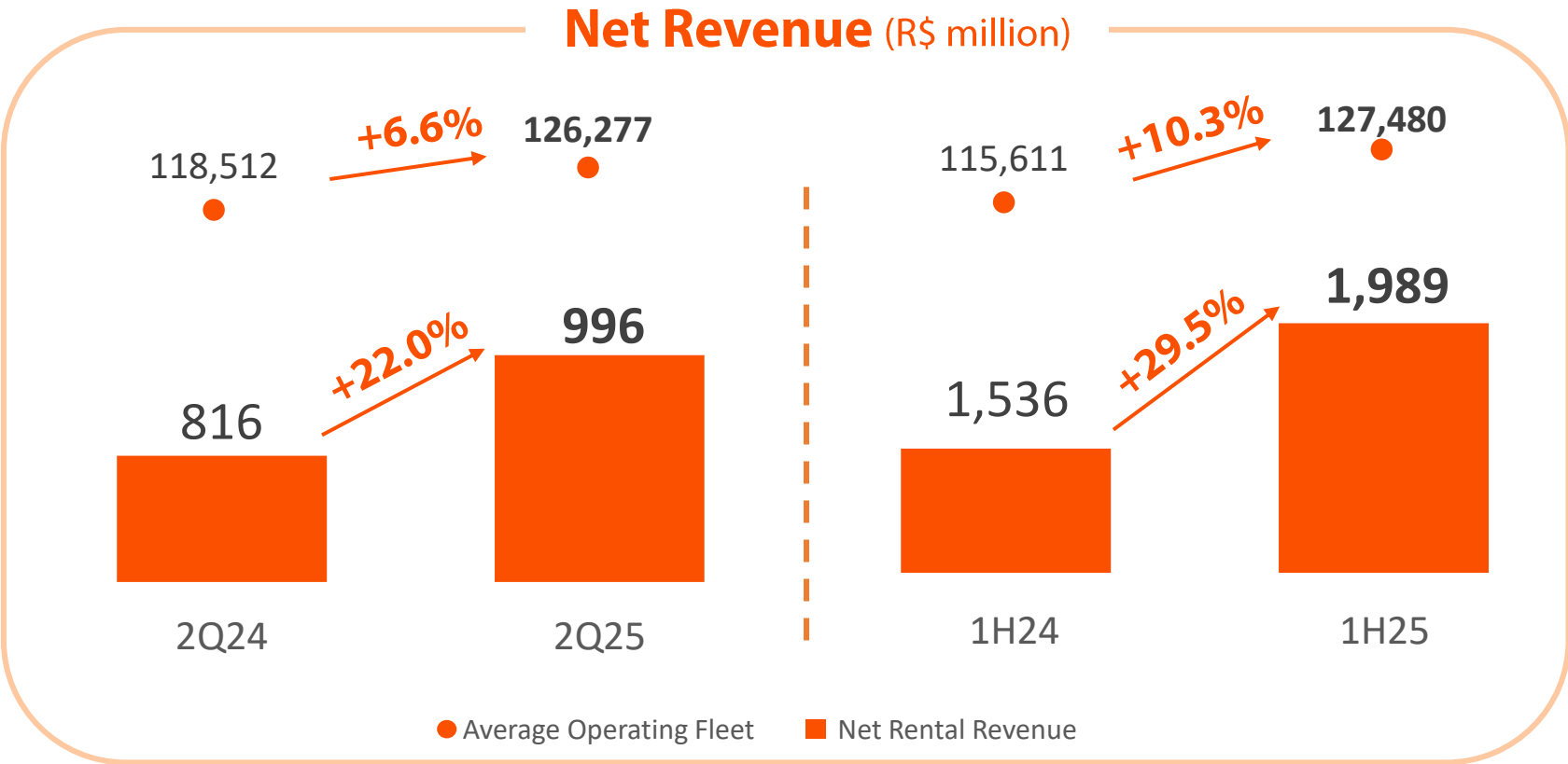
GTF: consistent share of long-term contracts reinforces the predictability of future consolidated results



¹ Includes Used Cars inventory and excludes Portugal operations.



GTF: revenue acceleration with sustained strong EBITDA margin



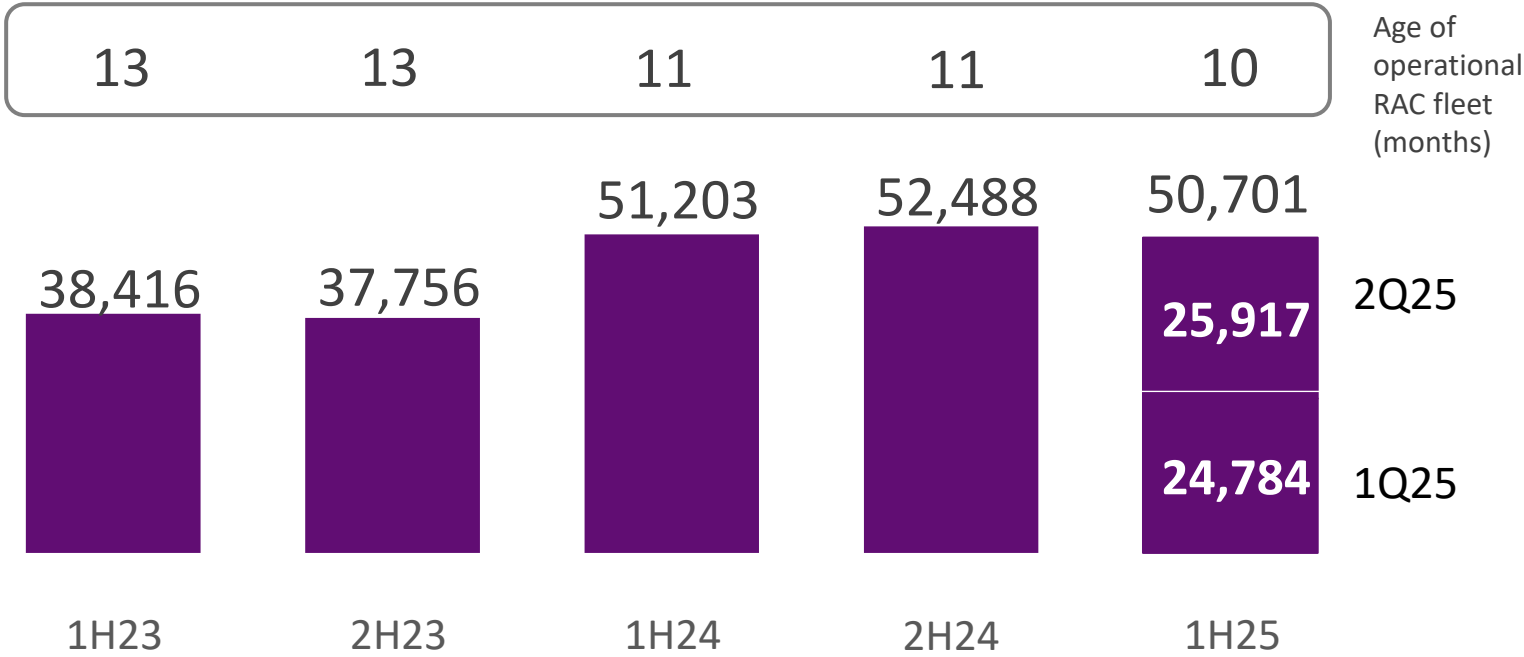
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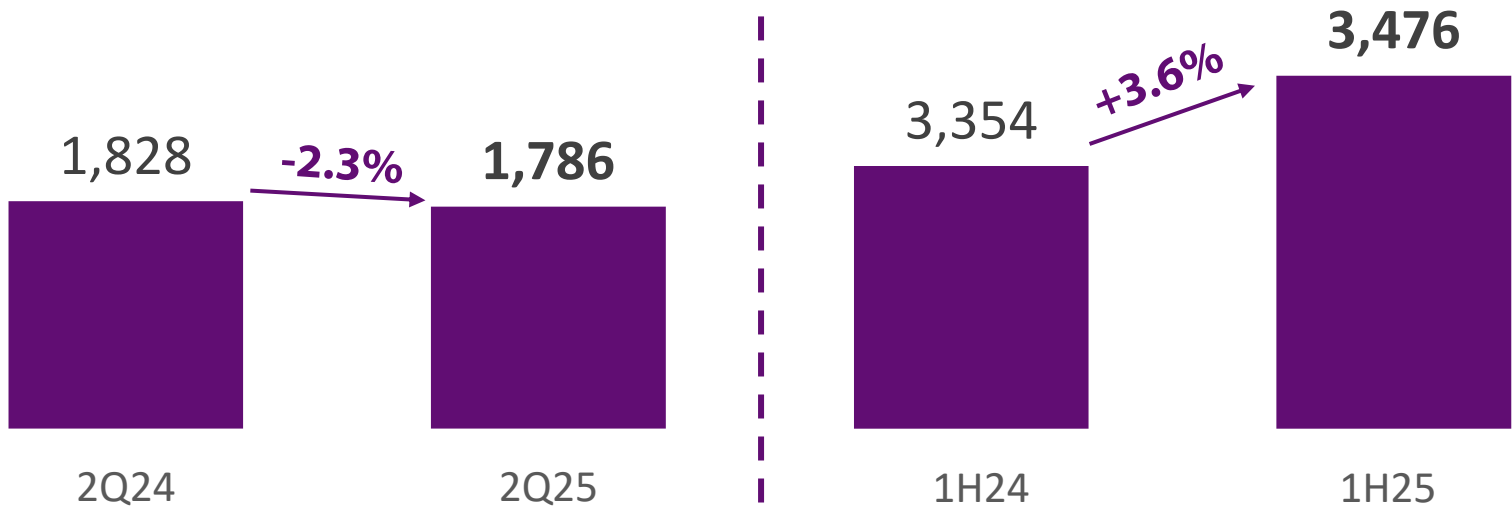
Used Cars: Purchase and decommissioning planning, combined with a solid sales structure, result in greater operational efficiency



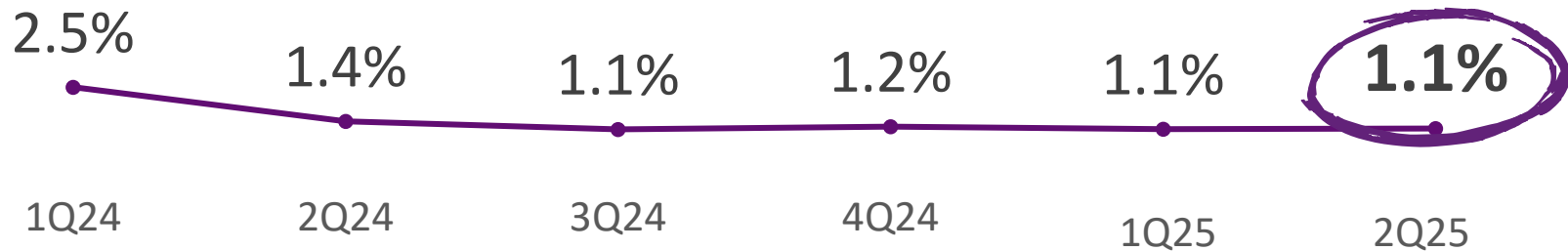
Cars Sold



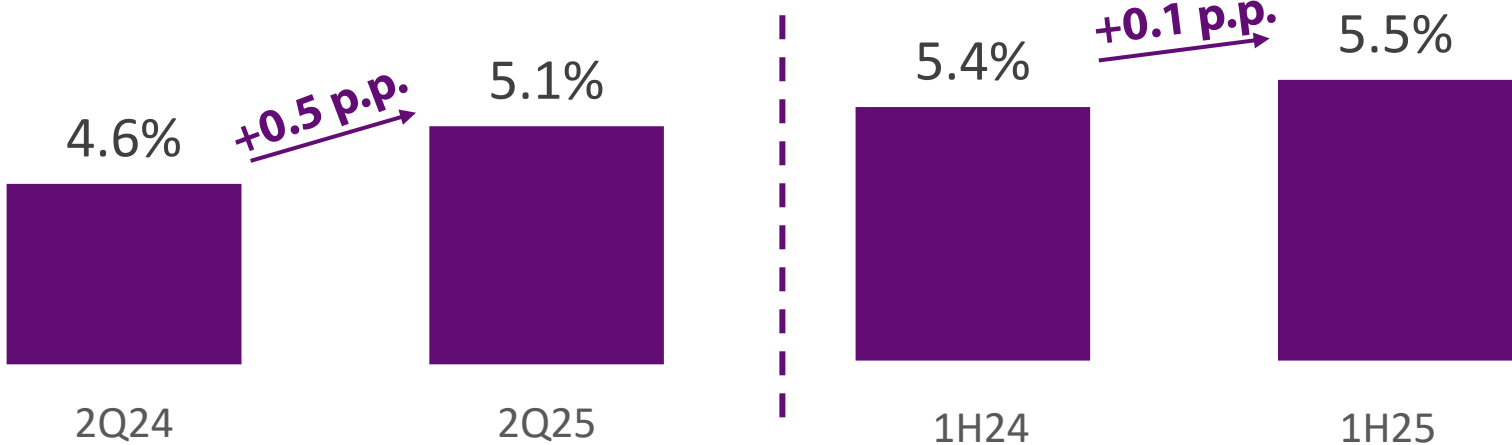
Net Revenue (R\$ million)



EBITDA Margin (%)



SG&A (%)



Recurring sales volume over the past 18 months suitable for maintaining the average age of the fleet demonstrates maturity and predictability in the used car operation

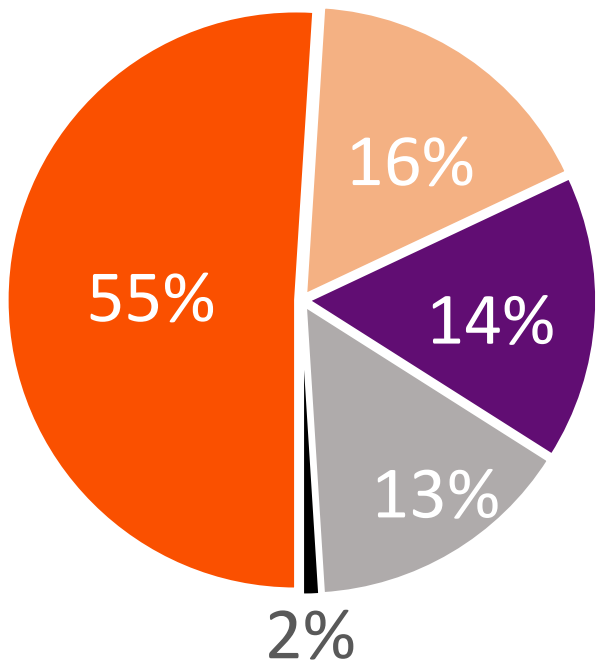
Used Cars: execution of the strategic plan leads to an improved car mix and greater operational efficiency



Inventory profile (percentage of inventory by category)

2Q24

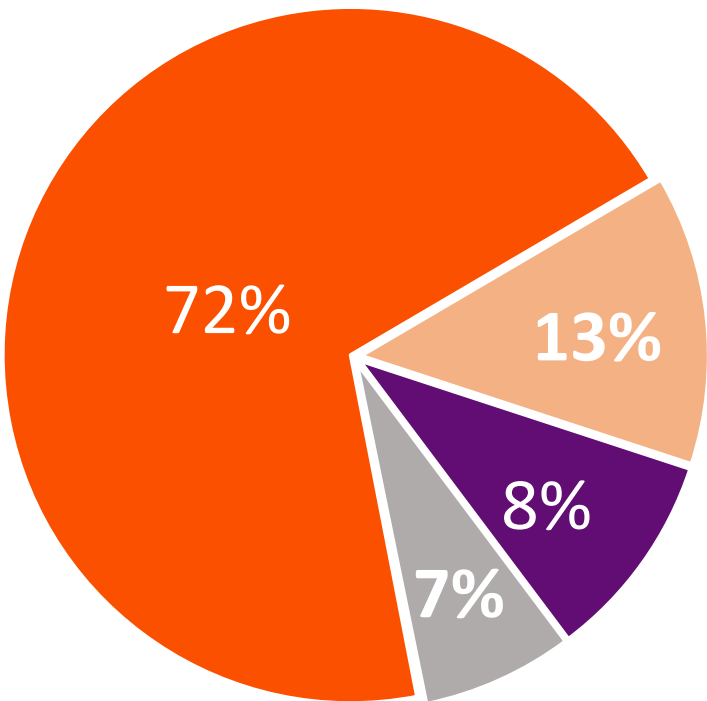
Average Selling Price (FIPE)
R\$75.9 K



■ HATCH ■ SUV ■ SEDAN ■ PICK-UP AND VAN ■ ELECTRIC*

2Q25

Average Selling Price (FIPE)
R\$76.2 K



Outstanding Positioning



Scale and mix: Diversified brands and models for sale, offering higher liquidity, lower age and mileage, and proper vehicle usage



Established store network: Nationwide coverage with a skilled team (no additional expansion needed)



Sales channels: Balanced retail and wholesale mix, with room for improvement



Communication and Marketing: Optimized marketing investment aligned with retail strategy

NOTE: The car mix above includes only vehicles currently in inventory. * The Company has 31 electric vehicles in inventory and 38 in its operating fleet.

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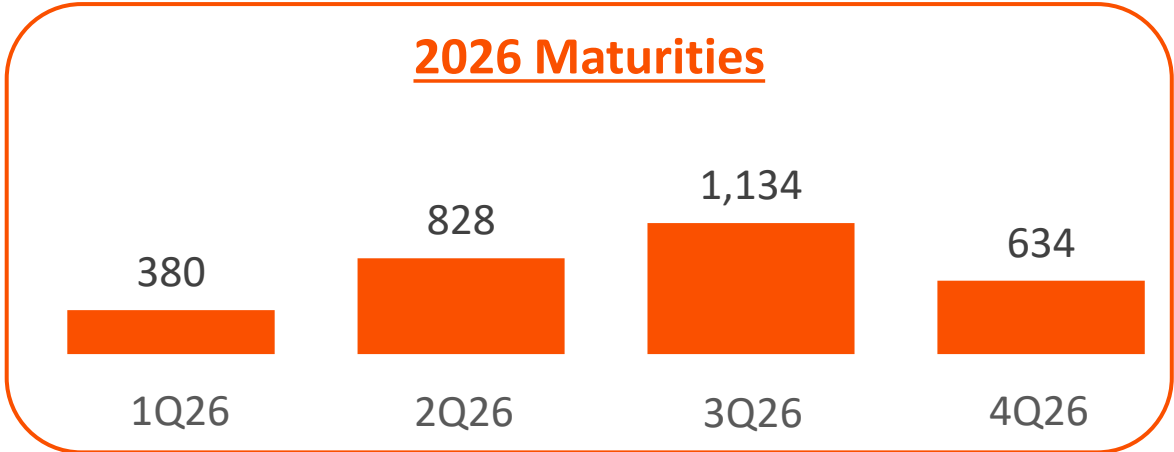
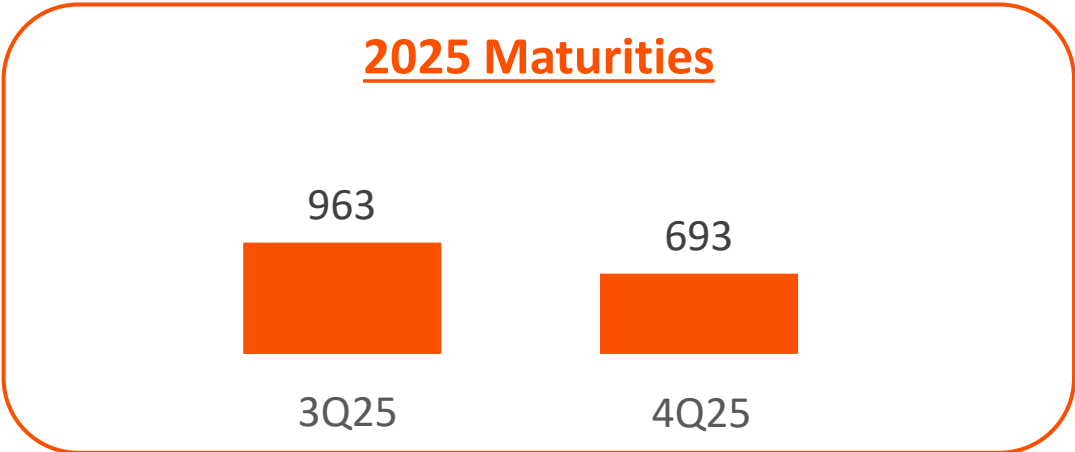
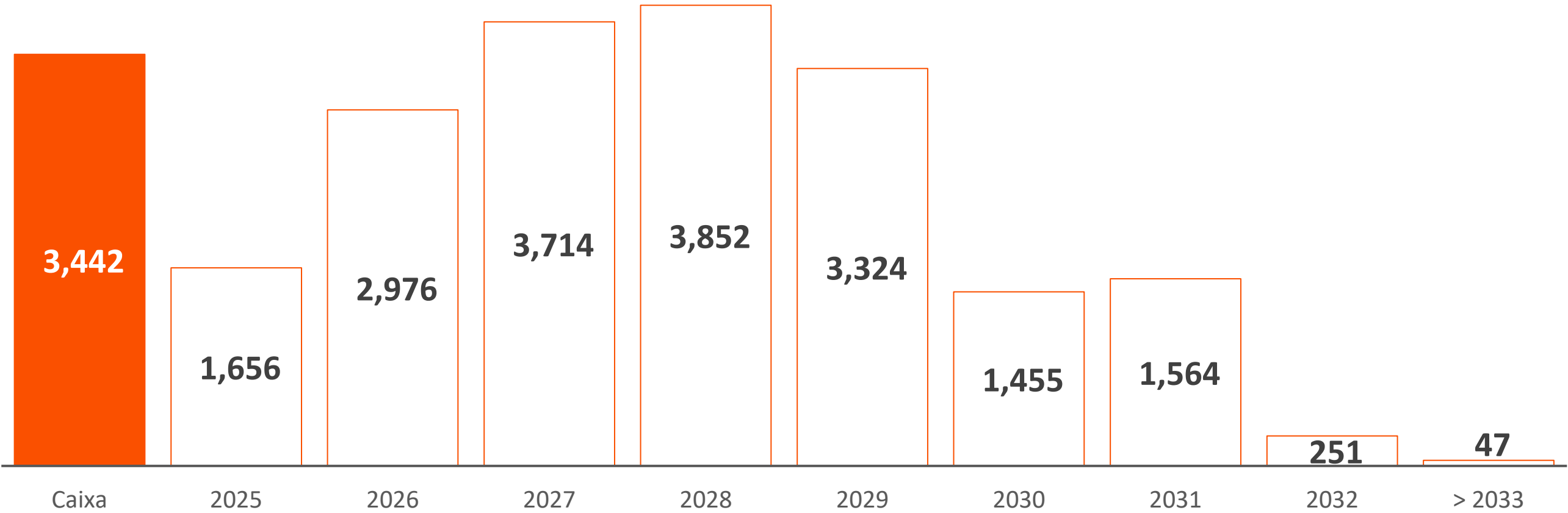
Balance Sheet and Capital Structure



Solid capital structure, with extended maturities and diversified access to funding, reinforces the quality of financial and balance sheet management



Debt Maturity Schedule



No significant concentration of maturities through the end of 2026

Gross Debt
R\$19.2_B

Net Debt
R\$15.8_B

Net Debt Average Maturity
3.4 years

Average Cost of Debt
CDI + **2.0%** p.a.

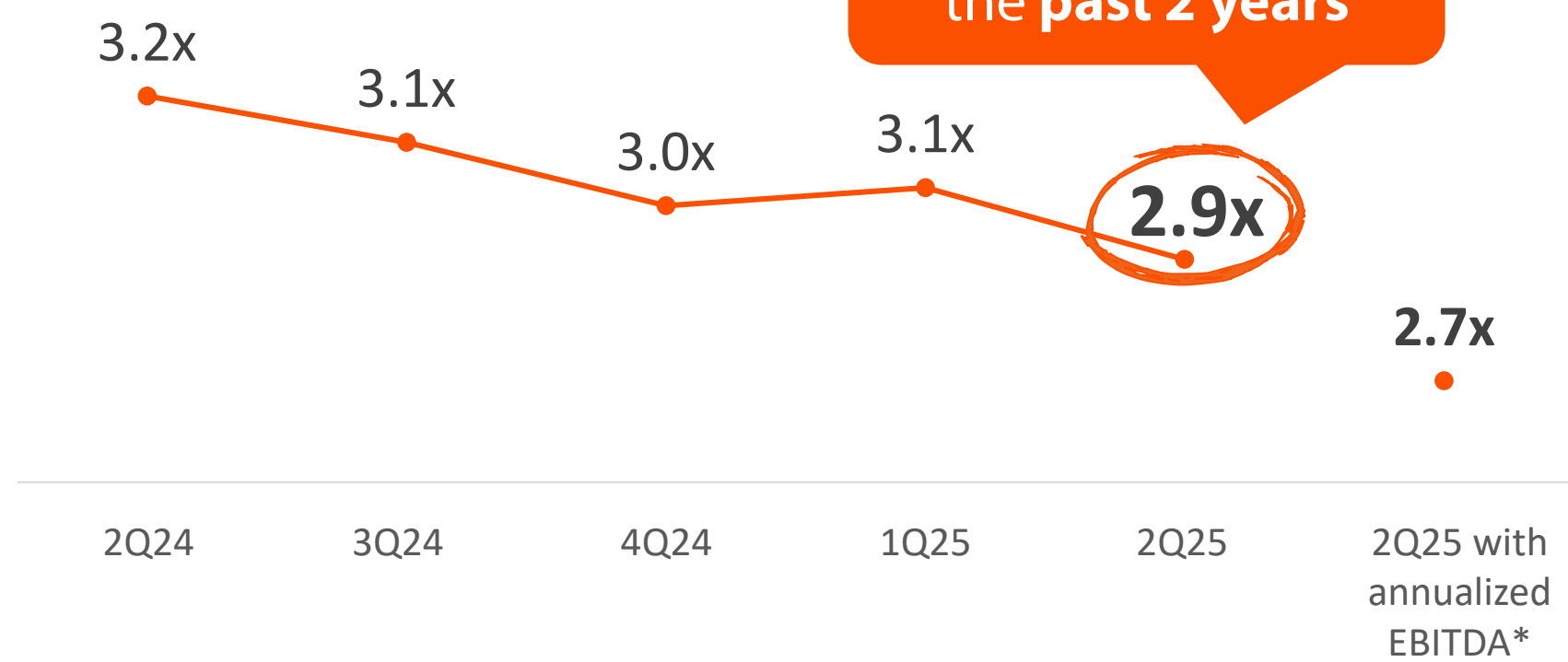
Total funding raised in 1H25
R\$3.2_B

Lowest leverage in the past two years and a reduction in supplier lines demonstrate discipline and ongoing deleveraging

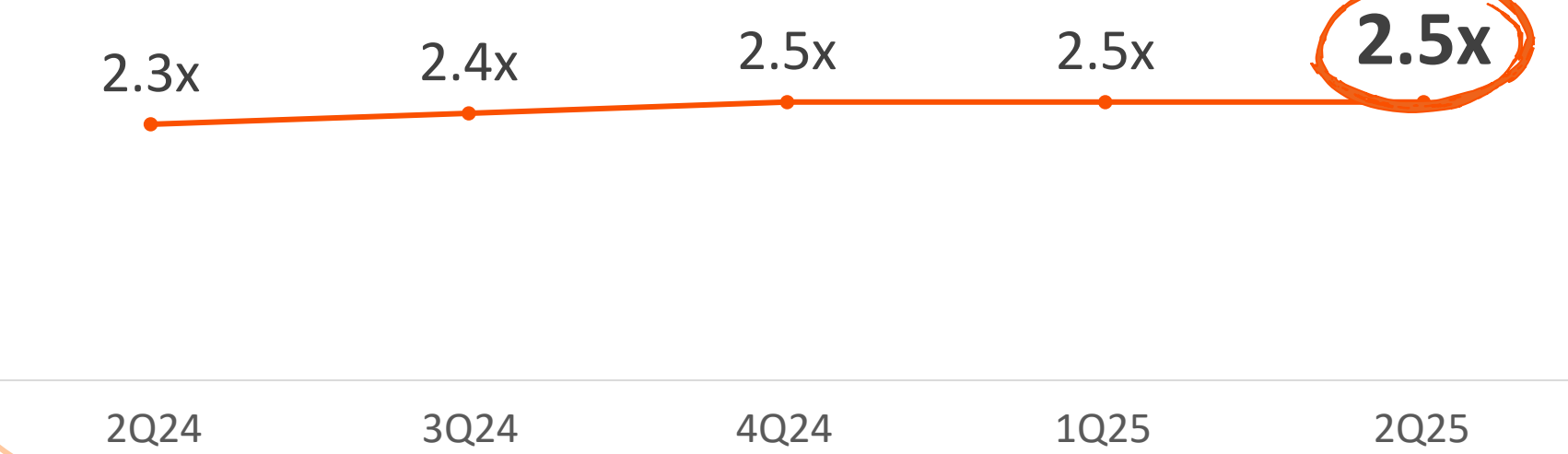


Covenants

• **Net Debt / EBITDA¹**

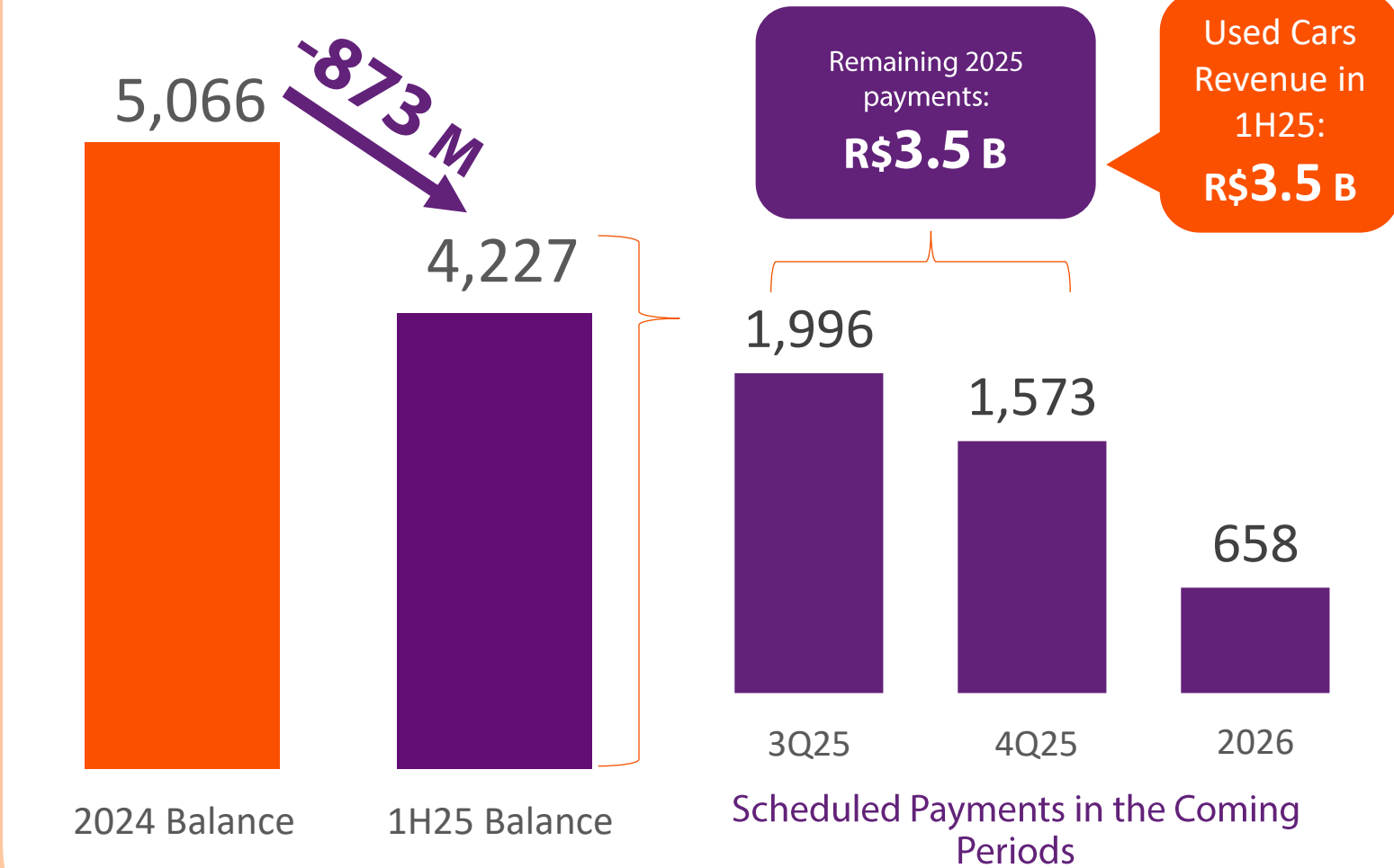


• **LTM EBITDA / Net Financial Expense¹**



Supplier Payment Schedule

(OEMs only – R\$ million)



¹ Release reconciliations on page 27
*2Q25 Net Debt divided by 2Q25 annualized EBITDA (*4)

Best-in-class rental service with a customer-centric approach, combined with operational efficiency, drives improved profitability and sustainable value creation



2Q25 vs 2Q24 Variations



Clients

- Awarded Best NPS in the Car Rental Industry by Opinion Box (Brazil's largest NPS survey – NPS Benchmarking Award)



Operational Efficiency

- Best operating margins in the industry
 - EBITDA Margin: **68.7%** in RAC and **76.1%** in GTF
- Ongoing **daily** rate adjustments in RAC (**+15% in price**) with volume growth in occasional **rentals (+22% share)**
- Higher productivity in Used Car sales
 - Stable EBITDA margin (**~1.1% over the past 6 quarters**)



Higher Return on Invested Capital (ROIC)

- LTM ROIC of **12.7%**
- Greater value creation for shareholders
- Continued focus on price adjustments and cost reduction



Improved Capital Allocation

- 60%** of Gross Fixed Assets allocated to **GTF**
- Best monthly yield in Brazil: **4.3%** in RAC and **3.5%** in GTF



High service level contributes to customer loyalty and growth of the customer base (in the last 6 months, we acquired 322,000 new customers)

THANK YOU!

mov(i)**da**
por Você

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