

APRESENTAÇÃO INSTITUCIONAL

4T25



GRUPO SBF

 **CENTAURUS**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

ÍNDICE

- > GRUPO SBF
- > CENTAURO
- > FISIA

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL  NO BRASIL

GRUPO SBF



GRUPO SBF



O GRUPO SBF É UMA
PLATAFORMA DE ESPORTE
QUE CONECTA **MARCAS E**
PESSOAS.

FORMADA POR DUAS UNIDADES
DE NEGÓCIOS:

- **CENTAURO**
- **FISIA**

GRUPO SBF AT A GLANCE

GRUPO **SBF**

FUNDAÇÃO DA CENTAURO
EM 1981 **(44 ANOS)**
E AQUISIÇÃO DA NIKE
EM **2020**

RESPONSÁVEL PELA **VENDA**
DE APROX. **70%** DOS
PRODUTOS **NIKE NO BRASIL**

280 LOJAS
TOTALIZANDO **288,7 MIL M²**

PRESENTE EM **25**
ESTADOS + DF

4 CENTROS DE
DISTRIBUIÇÃO

+ DE 9,5 MIL
COLABORADORES

R\$ 7,7 BILHÕES
RECEITA LÍQUIDA (2025)
+ 8,2% VS 2024

R\$ 3,7 BILHÕES
LUCRO BRUTO (2025)
+ 6,1% VS 2024

R\$ 705,5 MILHÕES
EBITDA¹ (2025)
- 8,7% VS 2024

R\$ 427,6 MILHÕES
LUCRO LÍQUIDO¹ (2025)
+ 2,4% VS 2024

48,3% MARGEM BRUTA¹
9,1% MARGEM EBITDA¹
5,5% MARGEM LÍQUIDA¹

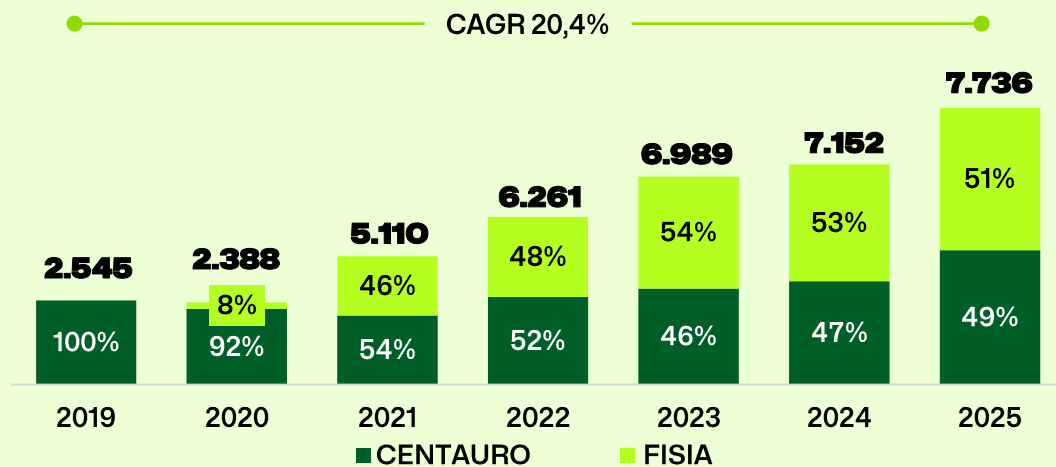
34% DE SHARE DE RECEITA
DO DIGITAL (2025)

KEY NUMBERS

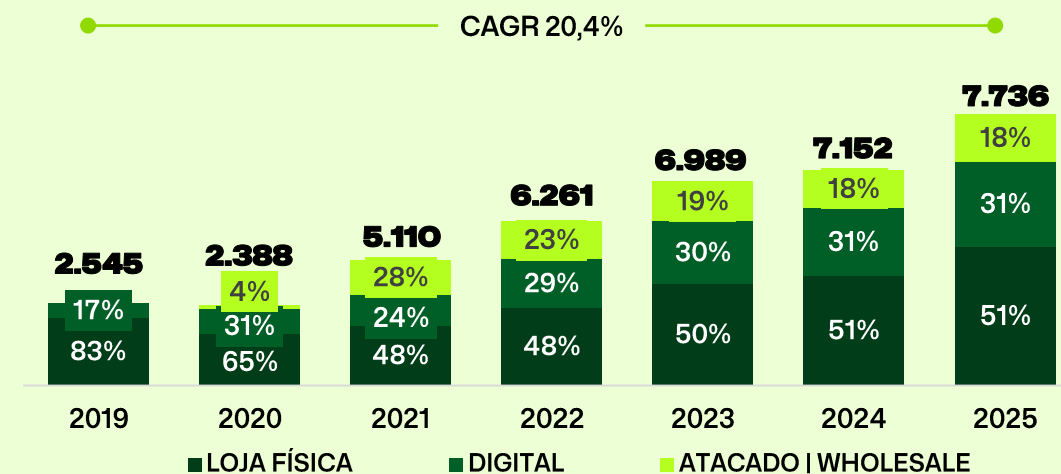
R\$ M | AJUSTADO | EX-IFRS

GRUPO SBF

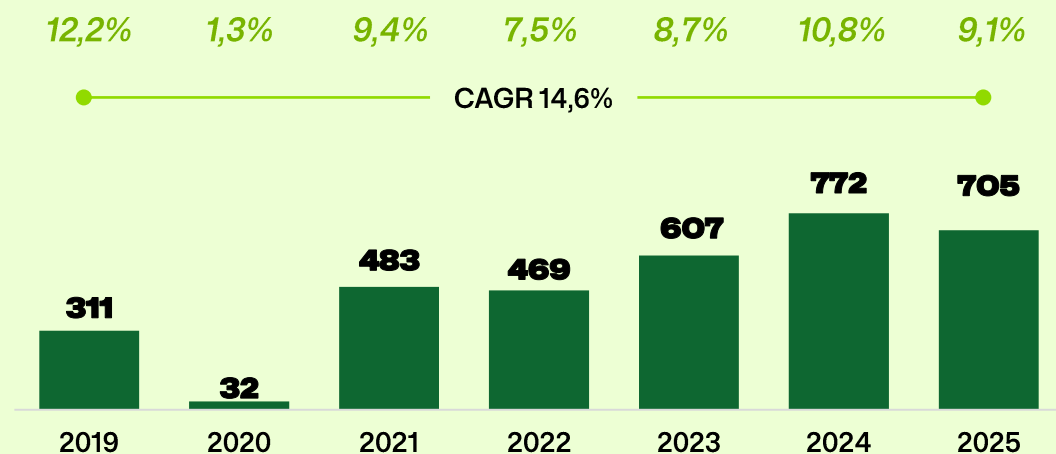
RECEITA LÍQUIDA E SHARE POR BU



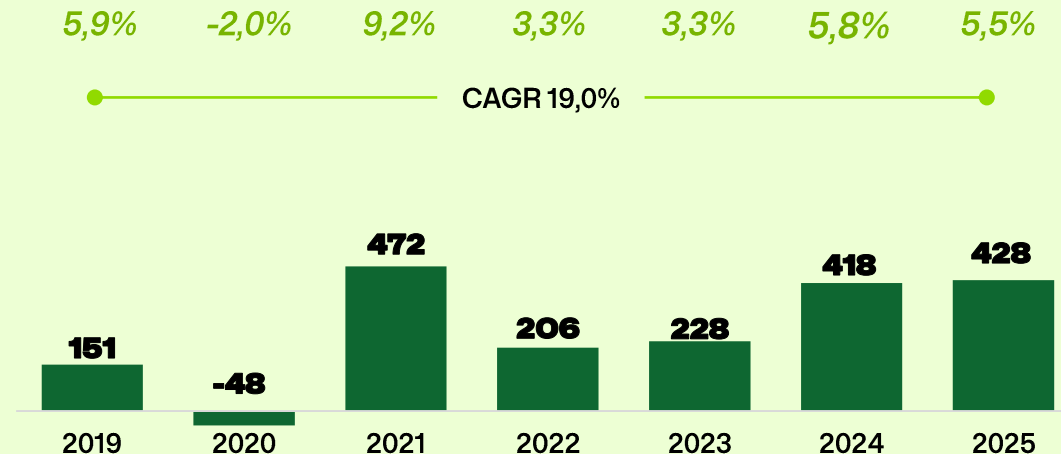
RECEITA LÍQUIDA E SHARE POR CANAL



EBITDA E MARGEM EBITDA



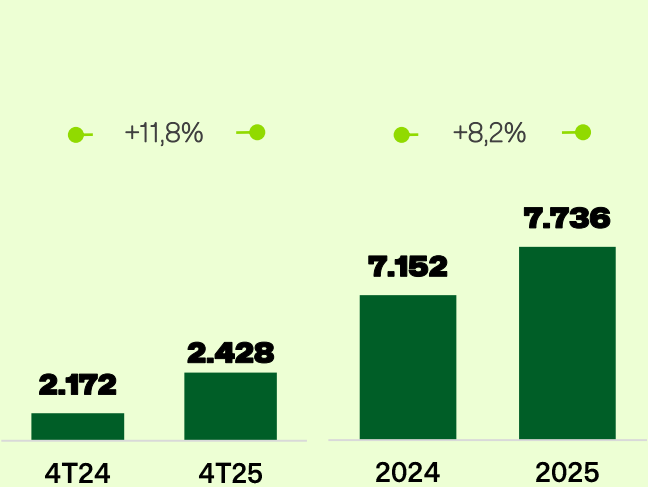
LUCRO LÍQUIDO E MARGEM LÍQUIDA



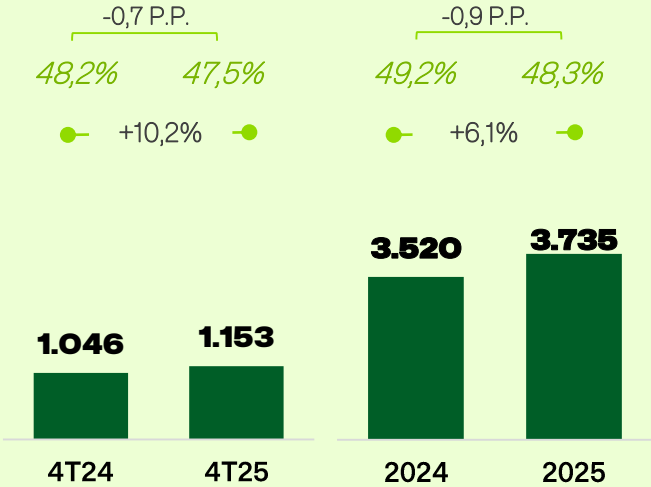
KEY NUMBERS

R\$ M | AJUSTADO | EX-IFRS

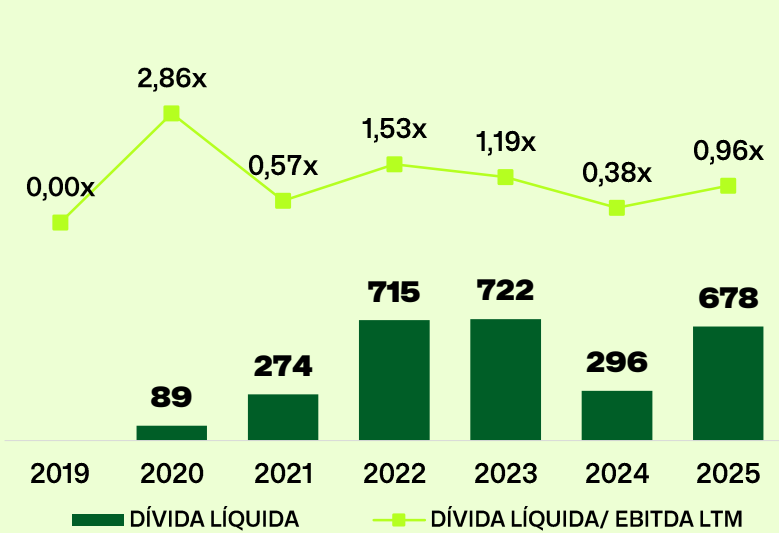
RECEITA LÍQUIDA



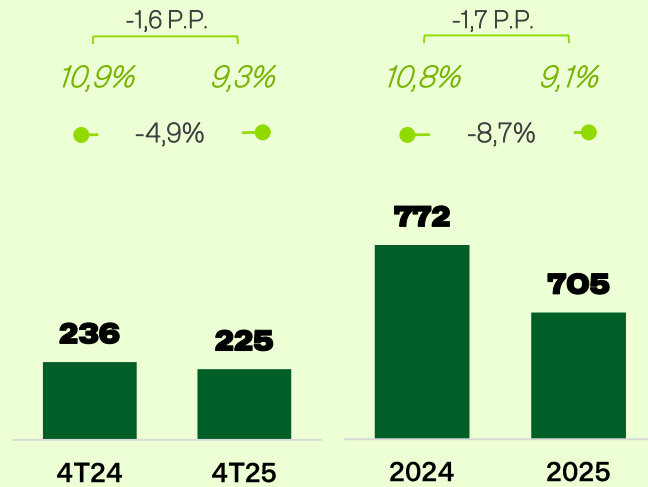
LUCRO BRUTO



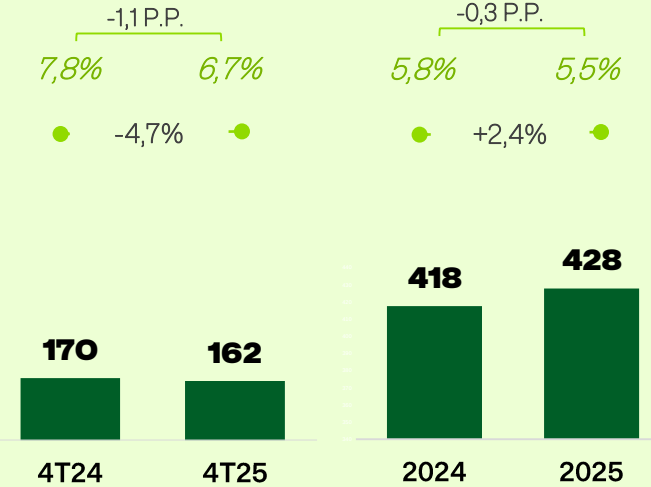
ENDIVIDAMENTO



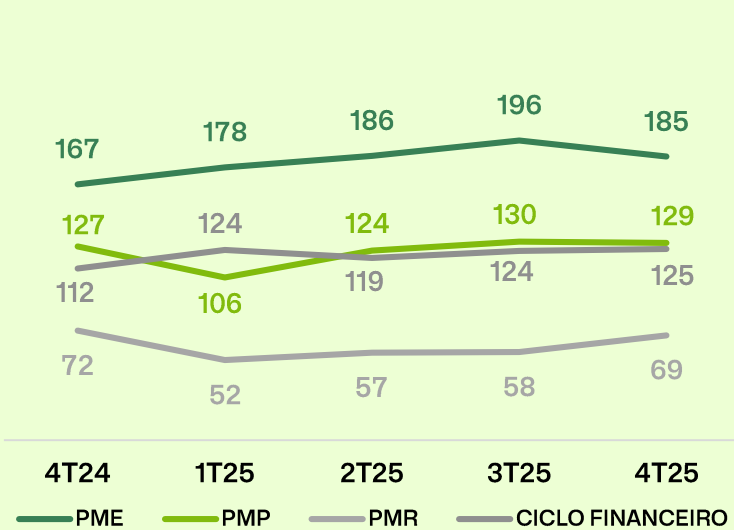
EBITDA E MARGEM EBITDA



LUCRO LÍQUIDO E MARGEM LÍQUIDA



CICLO FINANCEIRO



GRUPO SBF

280 LOJAS
288,7 MIL M²

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

12 LOJAS NDIS
8,6 MIL M²
~716 M²/LOJA

38 LOJAS NVS
42,7 MIL M²
~1124 M²/LOJA

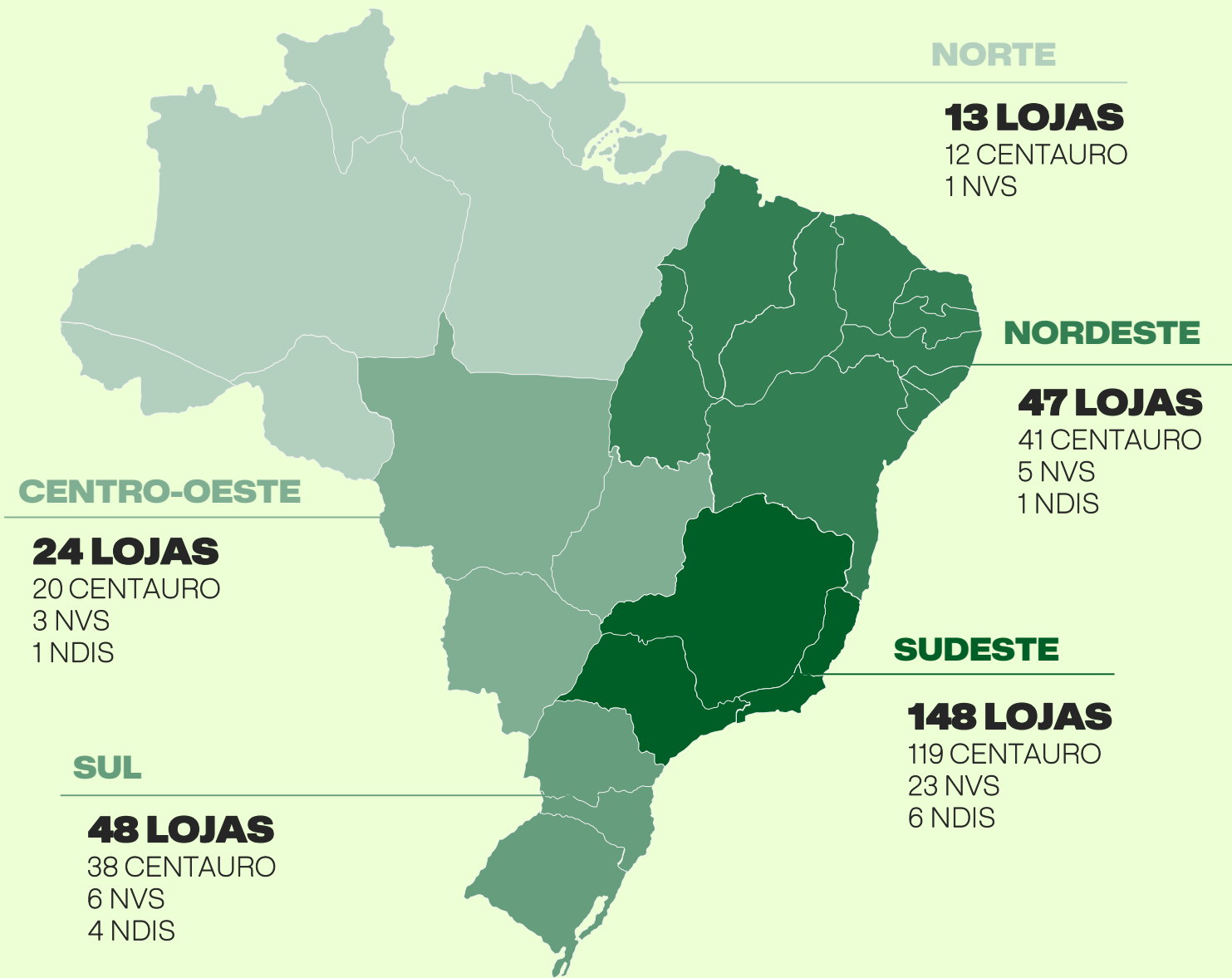
CENTAURO

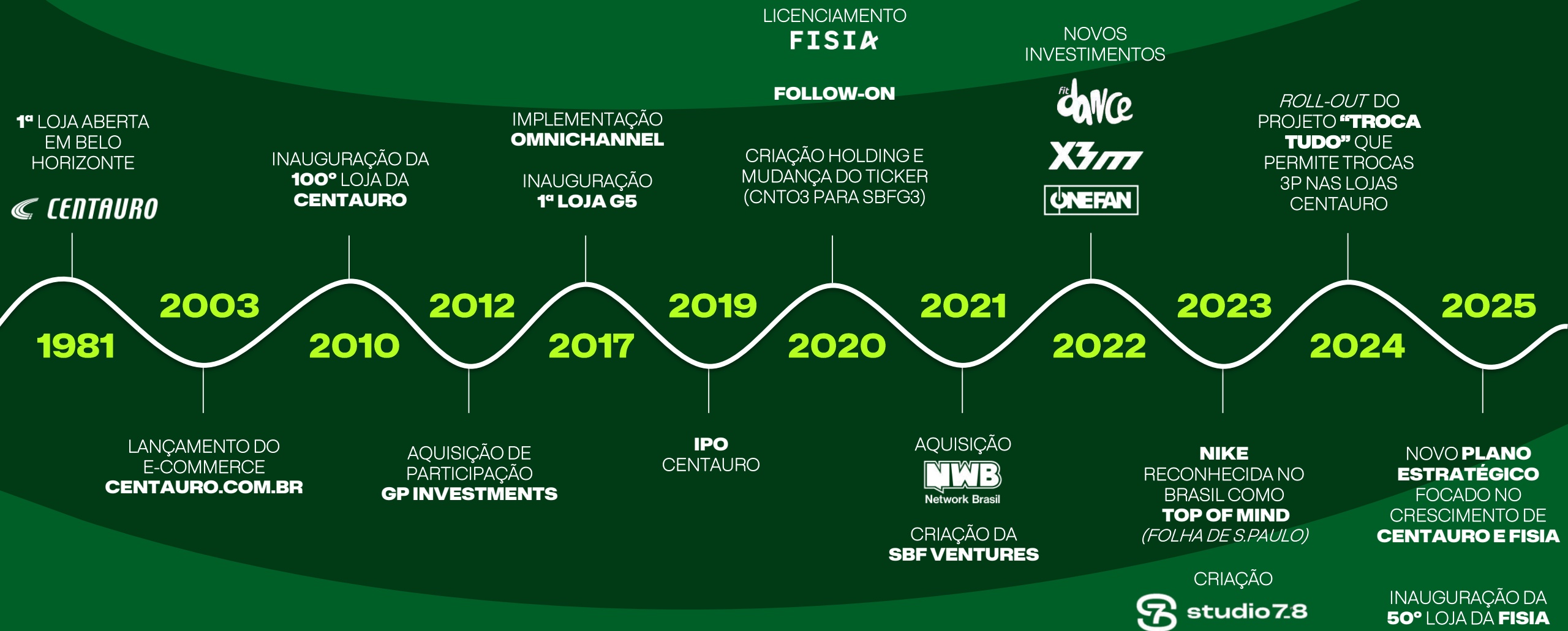
230 LOJAS
237,4 MIL M²
~1032 M²/LOJA

25
ESTADOS
DO BRASIL +
DISTRITO
FEDERAL

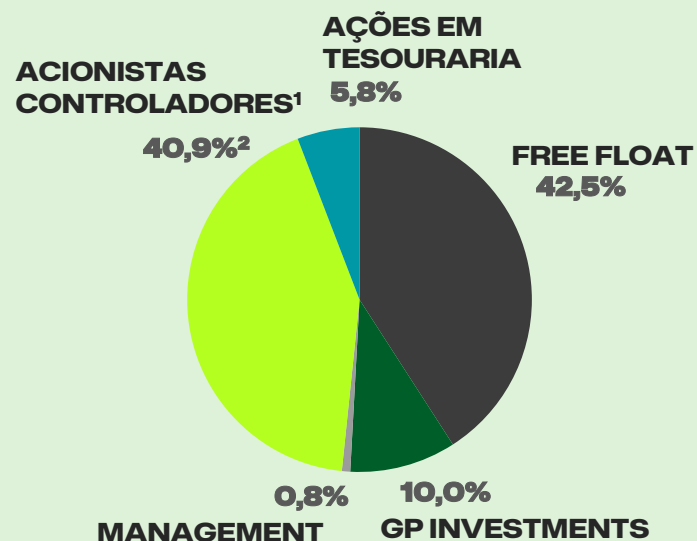
LOJAS
FÍSICAS
56%
DAS VENDAS
(2025)

+44
NOVAS
LOJAS
(2022-2025)





COMPOSIÇÃO ACIONÁRIA



CONSELHO DE ADMINISTRAÇÃO

SEBASTIÃO VICENTE BOMFIM FILHO
PRESIDENTE

LARISSA FURLETTI BOMFIM
VICE-PRESIDENTE

CARLOS MEDEIROS SILVA NETO
MEMBRO INDEPENDENTE

LUIZ ALBERTO QUINTA
MEMBRO INDEPENDENTE

JOSÉ SAMURAI SAIANI
MEMBRO EFETIVO

PEDRO DE SOUZA ZEMEL
MEMBRO EFETIVO

RIZZA FURLETTI BOMFIM
MEMBRO EFETIVO

DIRETORIA ESTATUTÁRIA

GUSTAVO DE LIMA FURTADO
CEO

JOSÉ LUIS MAGALHÃES SALAZAR
CFO & DRI

DANIEL SIQUEIRA
COMPLIANCE, LEGAL & PEOPLE

COMITÊS DE ASSESSORAMENTO



COAUD – COMITÊ DE AUDITORIA



COPAR - COMITÊ DE PESSOAS, AMBIENTE E REMUNERAÇÃO



CODIG - COMITÊ DE TRANSFORMAÇÃO DIGITAL



CERIL – COMITÊ DE EXPANSÃO, REFORMAS E INOVAÇÕES DE LOJA



CENTAURO



MAIOR VAREJISTA
DE ESPORTES DA
AMÉRICA LATINA

SORTIMENTO
SEGMENTADO E
DIFERENCIADO

MODELO
RENTÁVEL
EM TODOS
OS CANAIS

JORNADA DE
COMPRA
FOCADA NA
EXPERIÊNCIA
DO CLIENTE

FOCO EXCLUSIVO
EM ESPORTES E
SUAS MÚLTIPLAS
CATEGORIAS

PARTE DO MIX
COMPOSTO POR
PRODUTOS DE
MARCAS PRÓPRIAS E
LICENCIADOS

PRECIFICAÇÃO
CONTROLADA
(PREÇO SUGERIDO
PELAS MARCAS)

EXPERIÊNCIA DE
COMPRA SEM
FRICÇÃO ATRAVÉS
DA OMNISCANALIDADE

FRENTES DE
CRESCIMENTO:

LB/M²

SSS E
NOVAS LOJAS

EXPANSÃO
DIGITAL

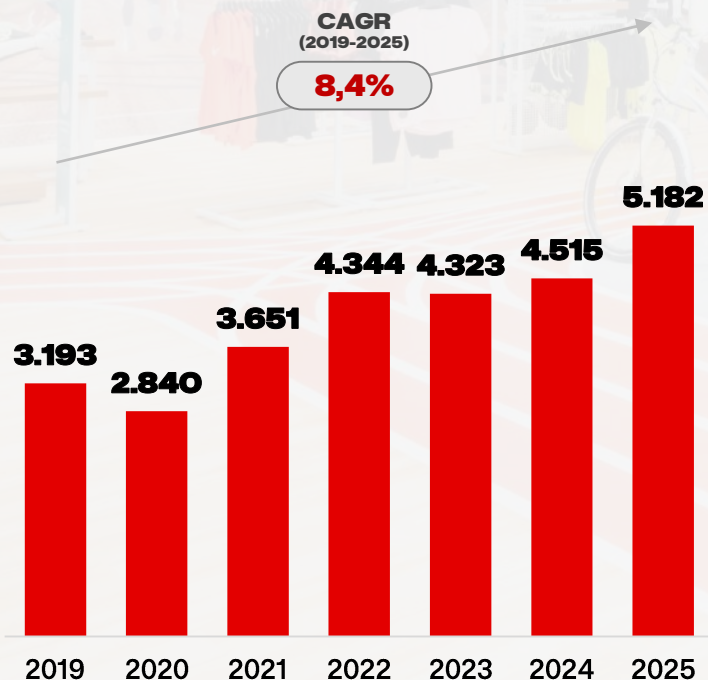
OMNISCANALIDADE



KEY NUMBERS

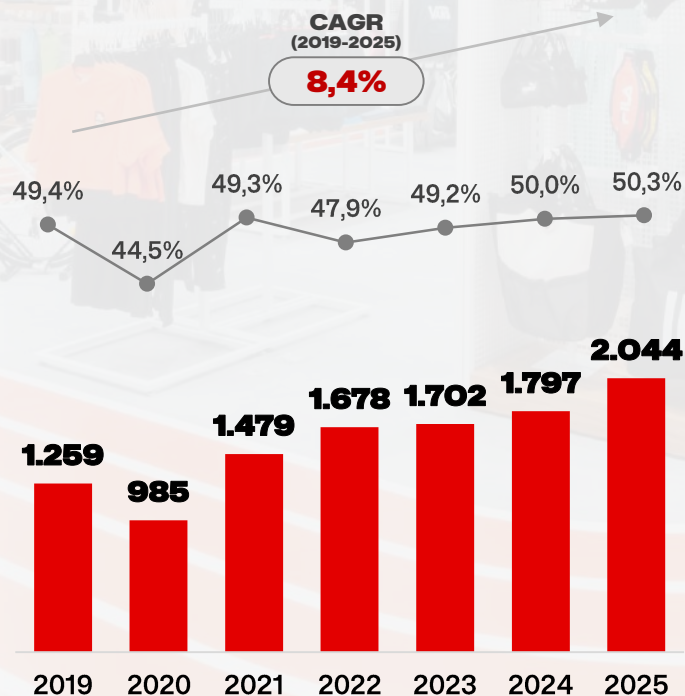
RECEITA BRUTA

R\$ M



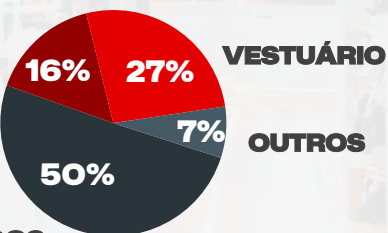
LUCRO E MARGEM BRUTA

R\$ M | %



SHARE POR CATEGORIA

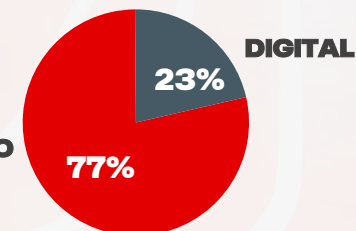
FUTEBOL



CALÇADOS

SHARE POR CANAL

LOJAS
CENTAURO



TICKET MÉDIO R\$ 288

43% DOS PRODUTOS VENDIDOS NA CENTAURO SÃO DISTRIBUÍDOS PELO GRUPO SBF (NIKE + MARCAS PRÓPRIAS E LICENÇAS).

CATEGORIAS ESTRATÉGICAS



- **CORRIDA**
- **CAMINHADA**
- **FUTEBOL**
- **FITNESS**

CATEGORIAS ESTRATÉGICAS,
MAIS CONSUMIDAS

PRESENÇA EM TODAS
AS LOJAS E DIGITAL (1P)

VARIEDADE DE MARCAS,
TODAS FAIXAS DE PREÇOS E
DIVERSIDADE DE PRODUTOS



- **BASQUETE**
- **INFANTIL**

CATEGORIAS COM POTENCIAL,
E DE CRESCIMENTO RÁPIDO

PRESENÇA EM TODAS
AS LOJAS E DIGITAL (1P)

VARIEDADE DE MARCAS,
TODAS FAIXAS DE PREÇOS E
DIVERSIDADE DE PRODUTOS



- **AQUÁTICOS**
- **OUTDOOR**
- **ESPORTES COLETIVOS**

CATEGORIAS CONSOLIDADAS,
QUE IDENTIFICAM A CENTAURO
COMO VAREJO ESPORTIVO

PRESENÇA EM TODAS
AS LOJAS E DIGITAL (3P)

PRODUTOS CONCENTRADOS EM
MARCAS DE REFERÊNCIA E
PREÇOS DE ENTRADAS



- **BIKE**
- **TÊNIS**
- **BEACH TENNIS**
- **SKATE**

CATEGORIAS MENORES E DE
POUCA CONEXÃO

PRESENÇA EM LOJAS MAIORES
E FORTE NO DIGITAL (3P)

PRODUTOS CONCENTRADOS EM
MARCAS DE REFERÊNCIA



MARCAS QUE PRESERVAM A IDENTIDADE DA CENTAURO, GERAM TRÁFEGO NAS LOJAS E NO DIGITAL E GARANTEM A PREFERÊNCIA DOS CONSUMIDORES.





MARCAS QUE PRESERVAM A IDENTIDADE DA CENTAURO, GERAM TRÁFEGO NAS LOJAS E NO DIGITAL E GARANTEM A PREFERÊNCIA DOS CONSUMIDORES.





nord
OUTDOOR

nord



▷ **oxer** ◁



 **ADAMS.**

**MARCAS PRÓPRIAS E LICENCIAMENTOS REPRESENTAM 20% DA RECEITA DA CENTAURO.
OXER COMO FORTE OPORTUNIDADE NO SEGMENTO DE FITNESS FEMININO.**



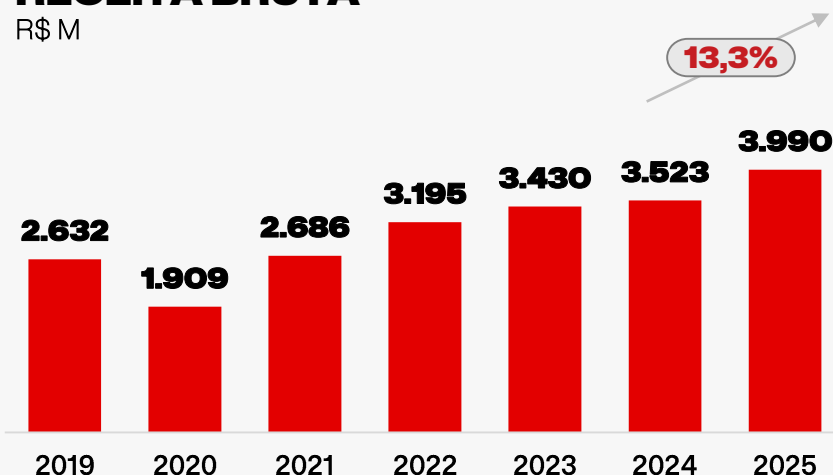
FORTALECIMENTO DE MARCAS PRÓPRIAS E LICENÇAS, CRIANDO DIVERSIFICAÇÃO E EXCLUSIVIDADE NA CENTAURO.



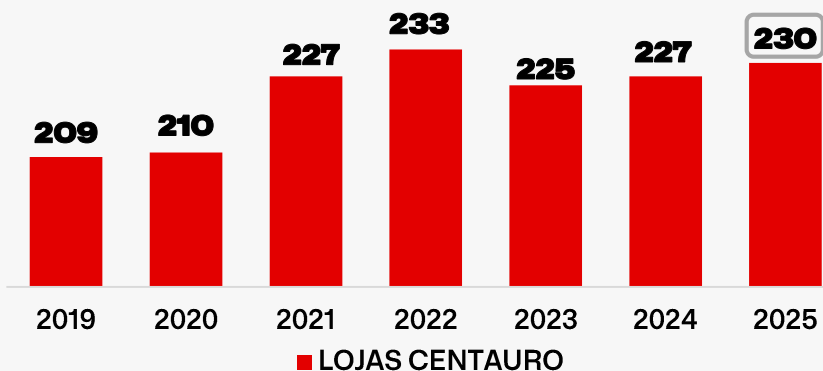
LOJAS FÍSICAS

RECEITA BRUTA

R\$ M



NÚMERO DE LOJAS



77,0%

SHARE DAS VENDAS DE
CENTAURO

R\$ 4,5K/M²

CAPEX POR LOJA/
REFORMA

~1032 M²

ÁREA MÉDIA DE LOJAS

92,0

NPS LOJAS EM 2025

ABRANGÊNCIA NACIONAL

230 LOJAS

112 CIDADES NO BRASIL

+ 28

NOVAS LOJAS
(DESDE 2019)

**PREDOMINANTE
EM SHOPPINGS**

**AS LOJAS DA CENTAURO
ESTÃO NOS PRINCIPAIS
SHOPPINGS.**

**ALÉM DE CENTROS
COMERCIAIS, OS SHOPPINGS
NO BRASIL REPRESENTAM
HUBS DE LAZER,
CONVENIÊNCIA E SEGURANÇA.**

CENTAURO

LOJAS G5

CENTAURO

**FORMATO VOLTADO PARA A MELHOR JORNADA DE COMPRA:
“FIND, CHOOSE, TRY AND PAY”**

**FOCO EM
EXPERIÊNCIA**

**PAGAMENTO
MOBILE**

**PERSONALIZAÇÃO
DE PRODUTOS**

**EVENTOS
ESPORTIVOS**

**ESPAÇO PARA
TESTE DE
PRODUTOS**

**TRANSMISSÃO
DE JOGOS**

JK IGUATEMI | SÃO PAULO



JK IGUATEMI | SÃO PAULO



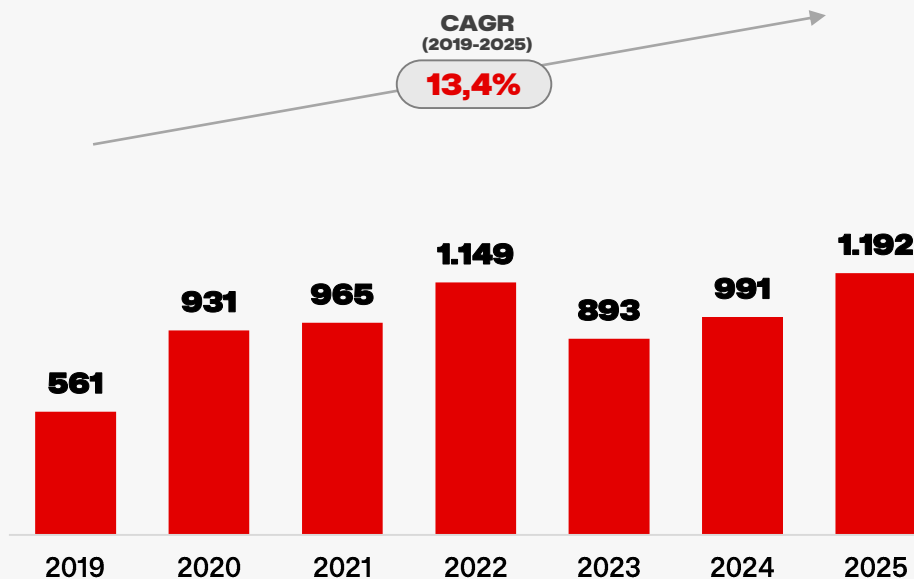


AV. PAULISTA | SÃO PAULO



RECEITA BRUTA

R\$ M

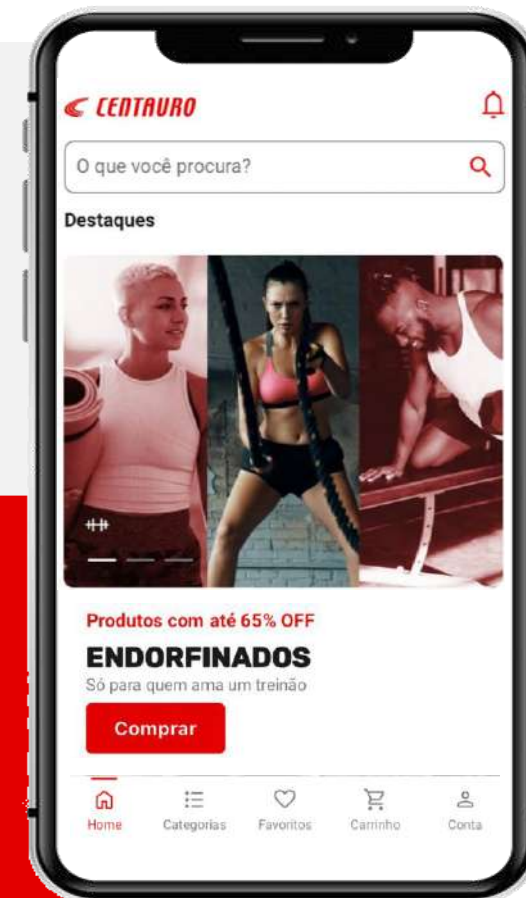


MULTICANALIDADE VOLTADA AO ESPORTE

PERSONALIZAÇÃO DE PRODUTOS

AMPLIAÇÃO DO PORTFÓLIO ATRAVÉS DA OFERTA DE PRODUTOS 3P (+400 SELLERS)

FOCO NA RENTABILIDADE A PARTIR DE 2023, AUMENTANDO A MARGEM DO CANAL



23,0%
SHARE DAS
VENDAS
DA CENTAURO

58,5%
SHARE DAS
VENDAS ONLINE
VIA APP

54,1
NPS

ATRAVÉS DA OMNICALIDADE, A CENTAURO PROPORCIONA **UMA EXPERIÊNCIA DE COMPRA INTEGRADA E FLUÍDA**, NA QUAL O CLIENTE PODE COMPRAR DE ONDE ESTIVER E TROCAR ONDE QUISER, RESULTANDO EM **MAIOR FIDELIZAÇÃO E CONVERSÃO**.

LOJAS FÍSICAS OPERAM COMO HUB PARA VENDAS FEITAS ONLINE

CLICK & COLLECT

SHIP FROM STORE

ENDLESS AISLE

TROCAS DE COMPRAS
ONLINE VIABILIZADAS
EM 100% DAS LOJAS

EXPERIÊNCIA DE COMPRA SEM FRICÇÃO

TODAS AS LOJAS E PLATAFORMA
DIGITAL OPERANDO DE FORMA
100% INTEGRADA DESDE 2019

RFID 100% IMPLEMENTADO
PARA ABASTECIMENTO E
INVENTÁRIO DAS LOJAS E CD'S

CLIENTES OMNI (COMPRAM NOS
DOIS CANAIS) APRESENTAM
MAIOR FREQUÊNCIA DE COMPRA

FISIA

DISTRIBUIDORA OFICIAL  NO BRASIL

FISIA

NIKE COMO
MARCA
#1 TOP OF MIND
NO BRASIL¹

DEAL DE R\$ 1BI
COM CLOSING EM
DEZ/2020 PELO
PERÍODO DE
10 ANOS

EXCLUSIVIDADE NA
DISTRIBUIÇÃO DE
PRODUTOS E
OPERAÇÃO DE LOJAS
E DIGITAL NO BRASIL

OBRIGAÇÕES
CONTRATUAIS:
PAGAMENTO
DE ROYALTIES E
MARKETING FEES

GANHO DE
EFICIÊNCIA E
SINERGIAS A PARTIR
DA INTEGRAÇÃO
LOGÍSTICA E SAP

CAPITAL DE GIRO
EFICIENTE E
PRECIFICAÇÃO
ESTRATÉGICA

CRESCIMENTO DE
113% DA RECEITA NOS
PRIMEIROS 3 ANOS
DE OPERAÇÃO
PELO GRUPO SBF

EVOLUÇÃO NO DTC:
50% SHARE EM 2024
VS APROX. 30%
NO INÍCIO DA
AQUISIÇÃO

FRENTES DE
CRESCIMENTO:

EXPANSÃO DA
MARCA NO BRASIL

NOVAS
LOJAS

EXPANSÃO
DO DIGITAL

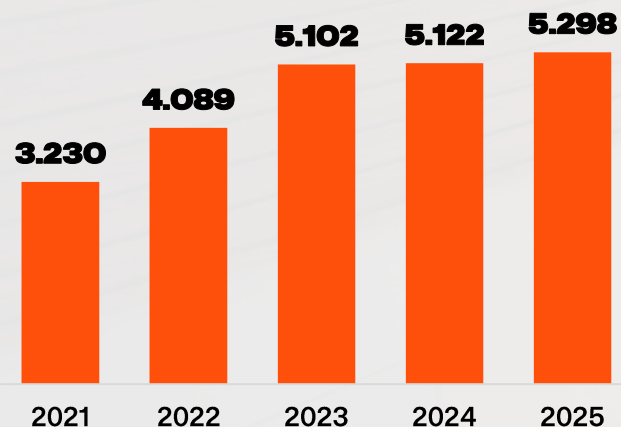
OMNISCANALIDADE

RECEITA BRUTA

R\$ M

CAGR
(2021-2025)

13,2%

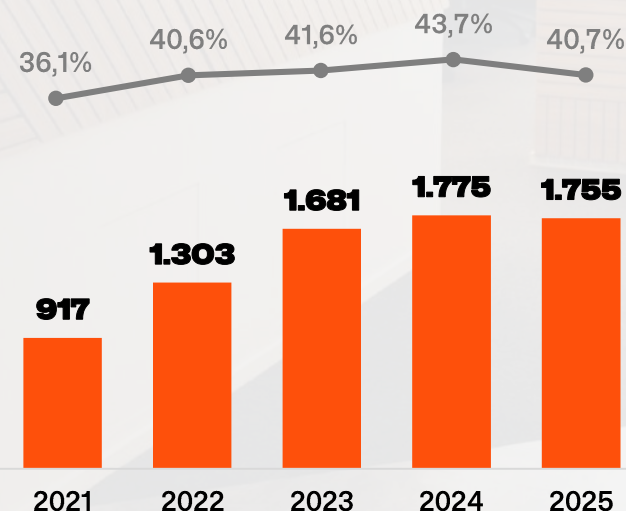


LUCRO E MARGEM BRUTA

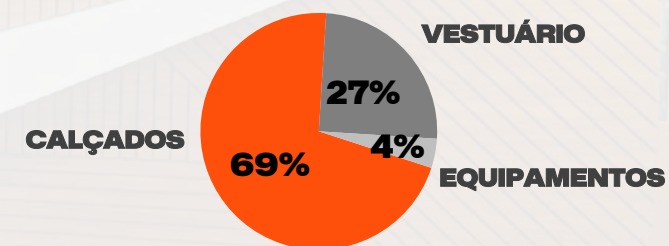
R\$ M | %

CAGR
(2021-2025)

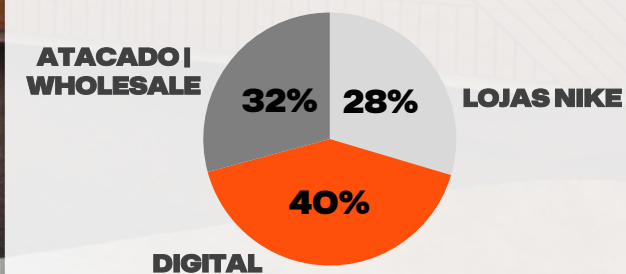
17,6%



SHARE POR CATEGORIA



SHARE POR CANAL

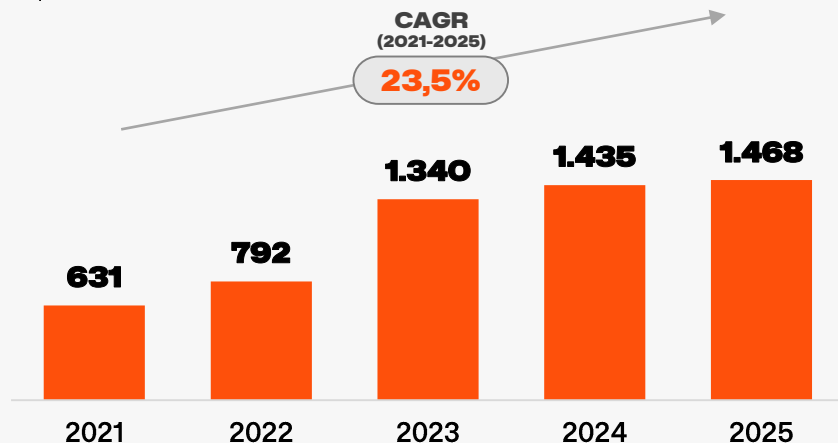


TICKET MÉDIO R\$ 551

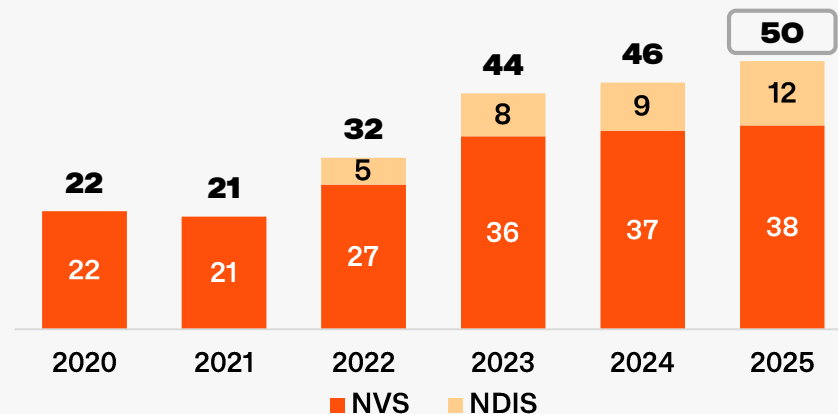
LOJAS FÍSICAS

RECEITA BRUTA

R\$ M



NÚMERO DE LOJAS



27,7%
SHARE DAS VENDAS DA
FISIA

R\$ 4,5K/M²
CAPEX NOVAS LOJAS NVS

R\$ 6,0K/M²
CAPEX NOVAS LOJAS NDIS

~1124 M²
ÁREA MÉDIA DE LOJAS NVS

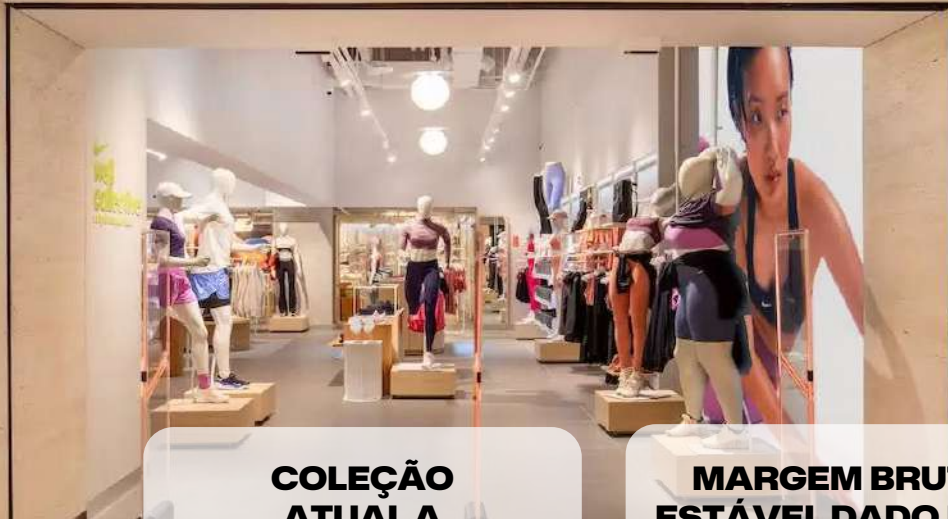
~716 M²
ÁREA MÉDIA DE LOJAS NDIS

FISIA



NDIS

NIKE DIRECT IN LINE STORES



**COLEÇÃO
ATUAL A
FULL PRICE**

**MARGEM BRUTA
ESTÁVEL DADO FULL
PRICE REALIZATION**



**SEGMENTAÇÃO
PREMIUM, CASUAL
E FEMININO**

**EXPANSÃO DE
MARKET SHARE
EM NOVAS
CATEGORIAS**



NDIS | IGUATEMI SÃO PAULO



NVS NIKE VALUE STORES



**MIX COMPOSTO POR
CLOSE OUT E REBUYS**

**CANAL
ESTRATÉGICO
PARA VENDA DE
COLEÇÕES
ANTERIORES**



NVS | IMIGRANTES SÃO PAULO



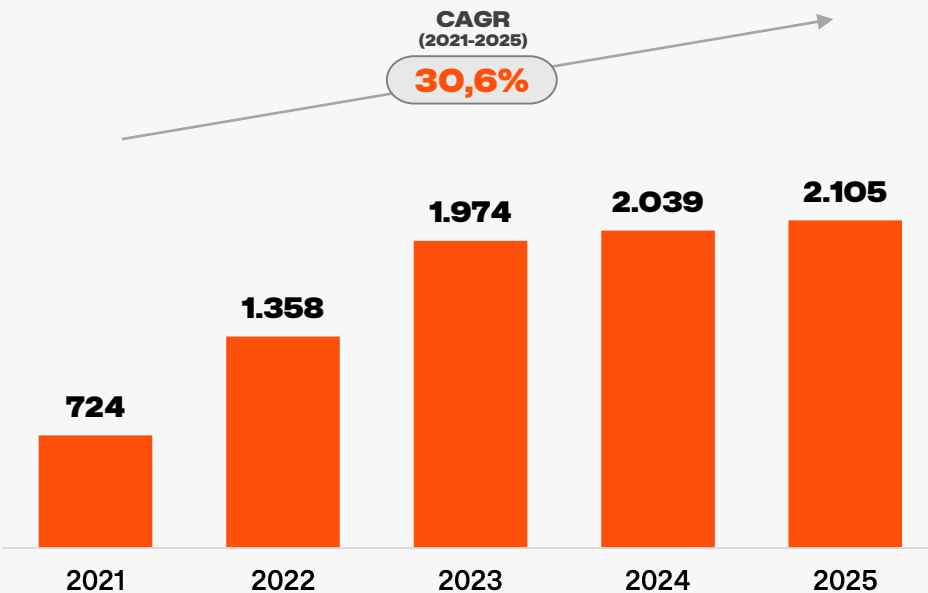
**PORTA DE ENTRADA
PARA NOVOS
CONSUMIDORES**

**AUMENTO DE
BRAND
AWARENESS**



RECEITA BRUTA

R\$ M



39,7%

**SHARE DAS
VENDAS
DE FISIA**

12,9%

**SHARE 3P
(DIGITAL)**

71,5

NPS

DESENVOLVIMENTO E LANÇAMENTO DO **APP PRÓPRIO**

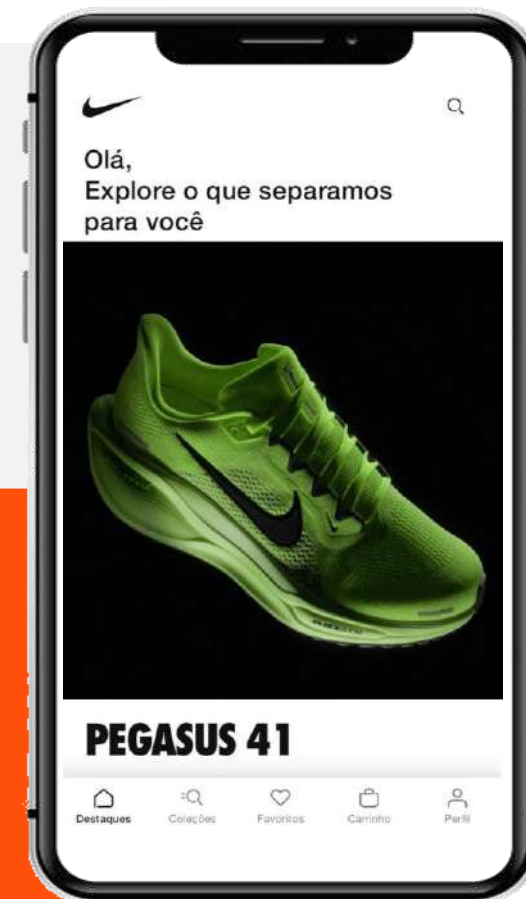
CRIAÇÃO DO SEGMENTO **3P**

**AUMENTO DAS VENDAS DE
SNEAKERS E CASUAL**

**PRECIFICAÇÃO OTIMIZADA E
RENTABILIZAÇÃO DO CANAL**

**OTIMIZAÇÃO DO MARKETING
DE PERFORMANCE**

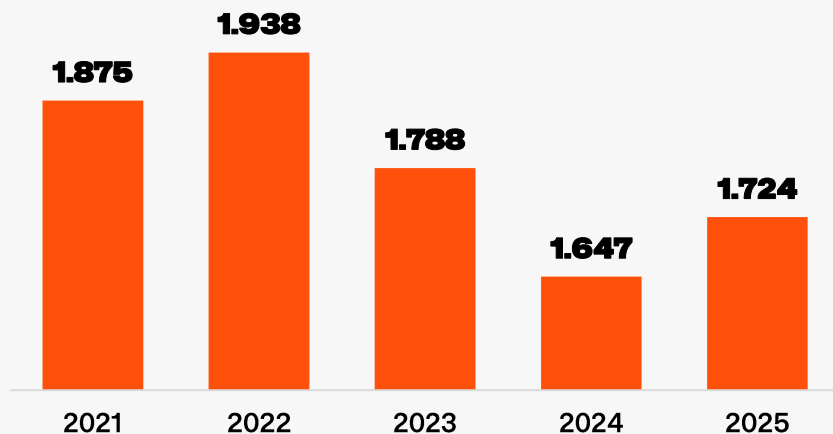
**EXPANSÃO DO SORTIMENTO
DE PRODUTOS**



WHOLESALE

RECEITA BRUTA

R\$ M



32,5 %

SHARE DAS
VENDAS
DE FISIA

+8,9 MIL

PORTAS DE WHOLESALE
(DISTRIBUIÇÃO DIRETA POR
FISIA E POR PARCEIROS
ESTRATÉGICOS)

**GANHO DE MARKET SHARE
ATRAVÉS DE PARCEIROS EM
REGIÕES SUBPENETRADAS**

**PRIORIZAÇÃO DOS
CANAIS DTC + FOCO EM
CONTAS ESTRATÉGICAS**

**CENTAURO COMO UM DOS
PRINCIPAIS CLIENTES**

**SEGMENTAÇÃO DOS
PARCEIROS EM LINHA COM
A ESTRATÉGIA GLOBAL**

+4,6 MIL

PORTAS DE WHOLESALE
(DISTRIBUIÇÃO DIRETA
POR FISIA)

FISIA



RELAÇÕES COM INVESTIDORES

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL  NO BRASIL

RI.GRUPOSBF.COM.BR | RI@GRUPOSBF.COM.BR



**JOSÉ
SALAZAR**



**VICTORIA
MACHADO**



**LUNA
ROMEU**



**LARISSA
CRISTOVÃO**



**JOÃO
MARQUES**

SMLL B3 | ICON B3 | IGC B3 | IGC-MN B3 | IGCT B3 | ITAG B3 | IBRA B3

GRUPO SBF

INSTITUTIONAL PRESENTATION

4Q25



GRUPO SBF

 **CENTAURIO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

SUMMARY

- > GRUPO SBF
- > CENTAURO
- > FISIA

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL  NO BRASIL

GRUPO SBF



An aerial photograph of a green field, possibly a soccer field, with yellow lines marking the boundaries. The text "GRUPO SBF" is overlaid in white.

GRUPO SBF



GRUPO SBF IS A **SPORTS PLATFORM** THAT CONNECTS **BRANDS AND PEOPLE.**

COMPOSED OF **TWO** BUSINESS UNITS:

- **CENTAURO**
- **FISIA**

GRUPO SBF AT A GLANCE

GRUPO SBF

CENTAURO FOUNDATION IN 1981 (**44 YEARS**), AND NIKE BRAZIL ACQUISITION IN **2020**

RESPONSIBLE FOR THE **SALE** OF APPROX. **70%** OF **NIKE** PRODUCTS **IN BRAZIL**

280 STORES
TOTALIZING **288.7 THOUSAND** SQM

PRESENT IN **25 STATES**
+ FEDERAL DISTRICT

4 DISTRIBUTION
CENTERS

+ 9.5 THOUSAND
EMPLOYEES

R\$ 7.7 BILLION
NET REVENUE (2025)
+ 8.2% VS 2024

R\$ 3.7 BILLION
GROSS PROFIT (2025)
+ 6.1% VS 2024

R\$ 705.5 MILLION
EBITDA¹ (2025)
- 8.7% VS 2024

R\$ 427.6 MILLION
NET PROFIT¹ (2025)
+ 2.4% VS 2024

48.3% GROSS MARGIN¹
9.1% EBITDA MARGIN¹
5.5% NET MARGIN¹

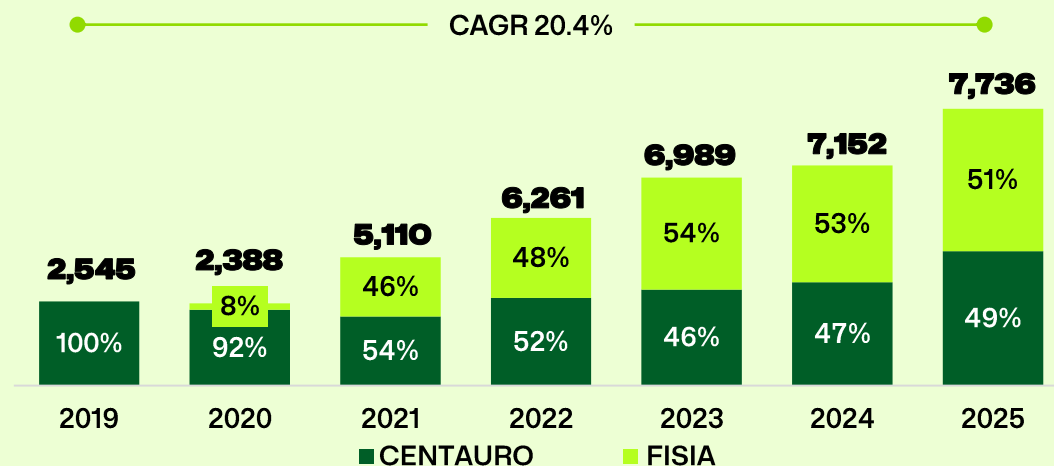
34% SHARE OF DIGITAL
REVENUE (2025)

KEY NUMBERS

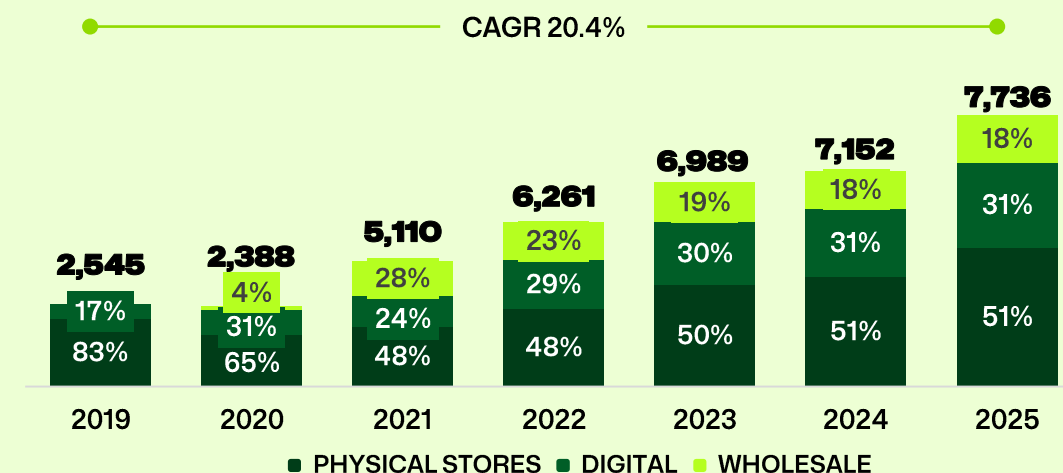
R\$ M | ADJUSTED | EX-IFRS

GRUPO SBF

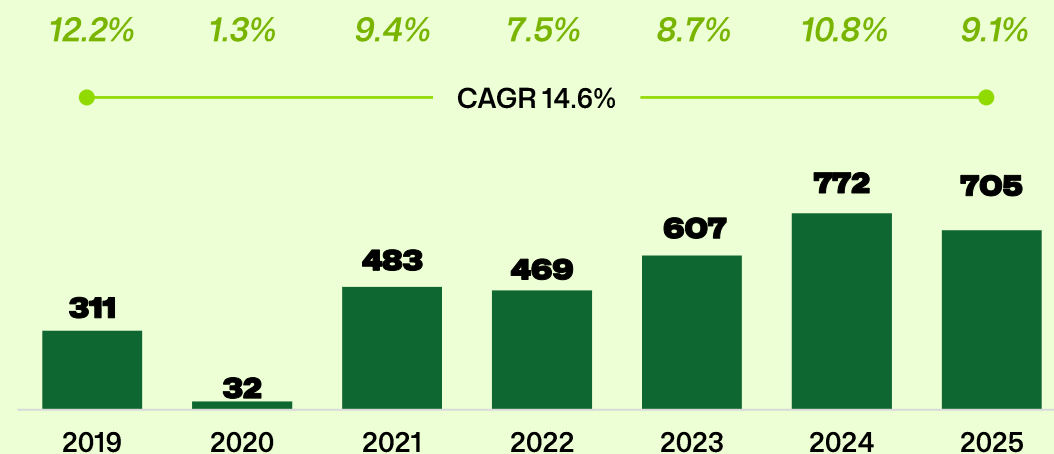
NET REVENUE AND SHARE BY BUSINESS UNIT



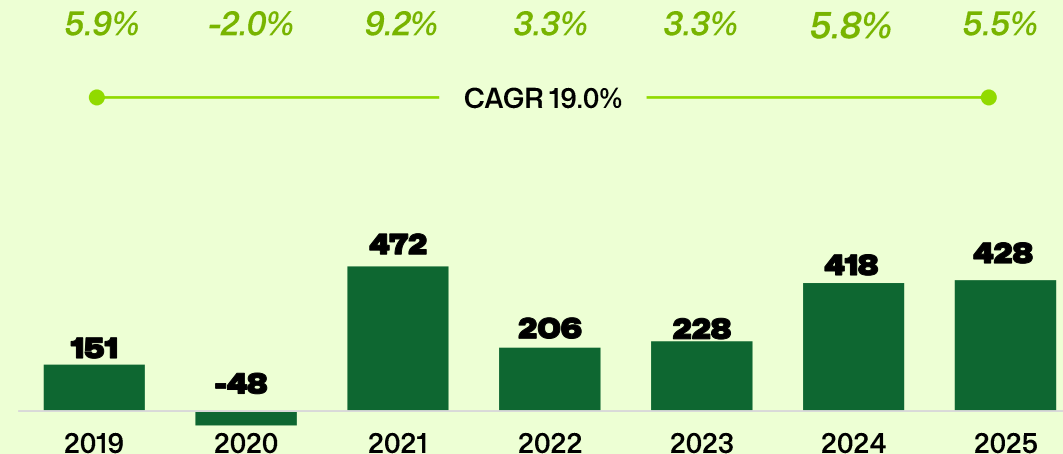
NET REVENUE AND SHARE BY CHANNEL



EBITDA AND EBITDA MARGIN



NET PROFIT AND NET MARGIN

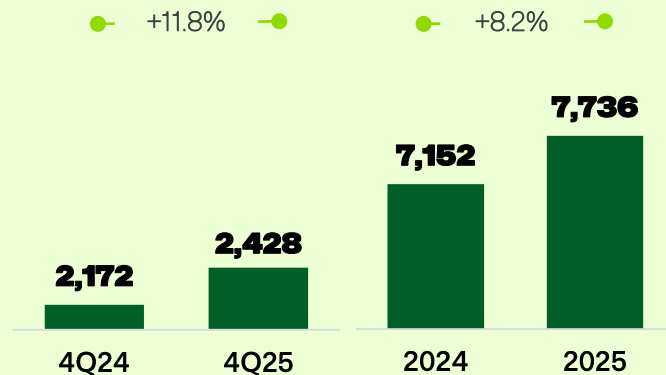


KEY NUMBERS

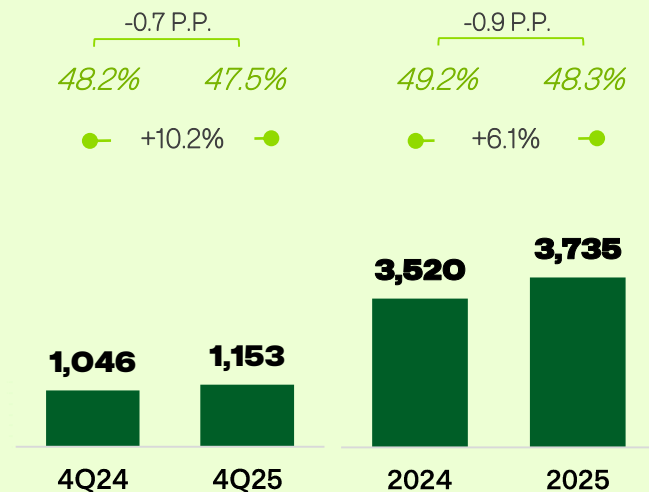
R\$ M | ADJUSTED | EX-IFRS

GRUPO SBF

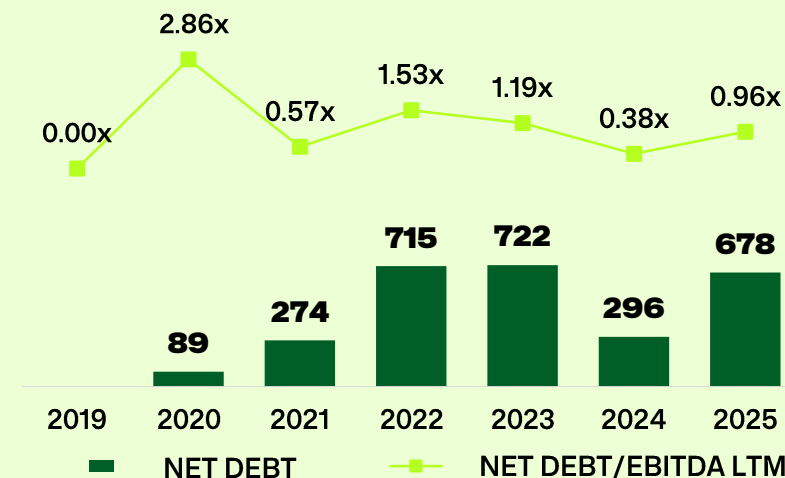
NET REVENUE



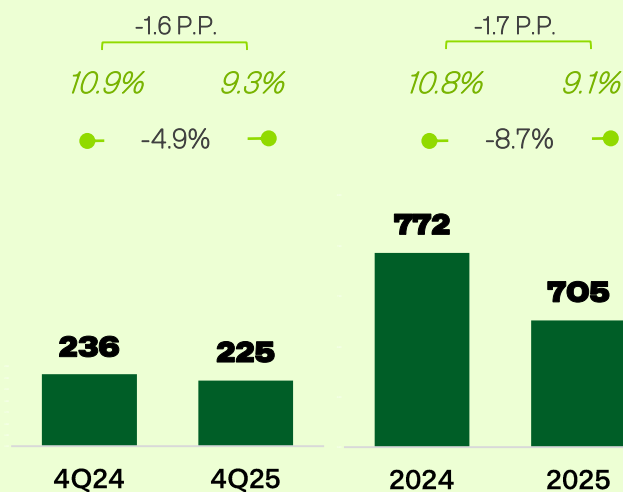
GROSS PROFIT



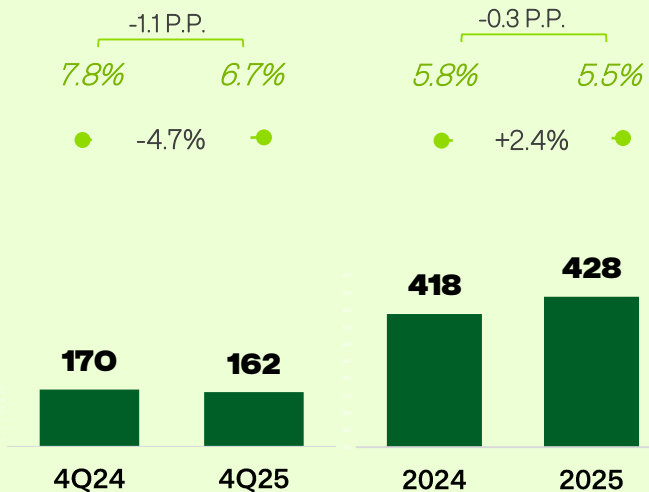
INDEBTEDNESS



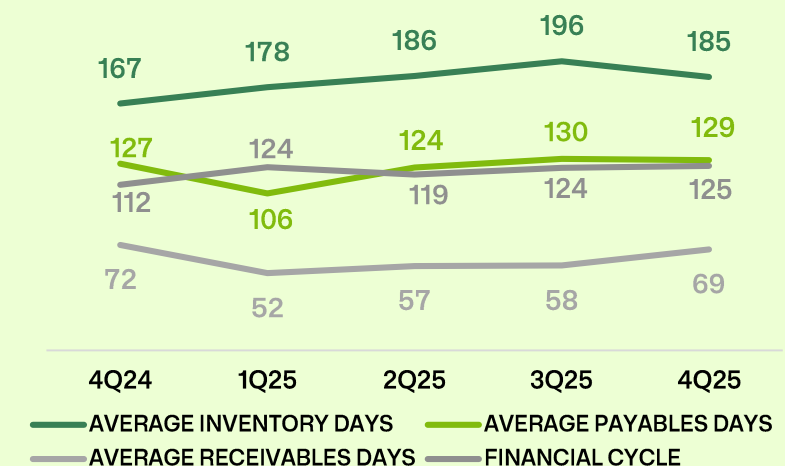
EBITDA AND EBITDA MARGIN



NET PROFIT AND NET MARGIN



FINANCIAL CYCLE





280 STORES
288.7 THOUSAND SQM



12 NDIS
8.6 THOUSAND SQM
~716 SQM/STORE

38 NVS
42.7 SQM
~1,124 SQM/STORE

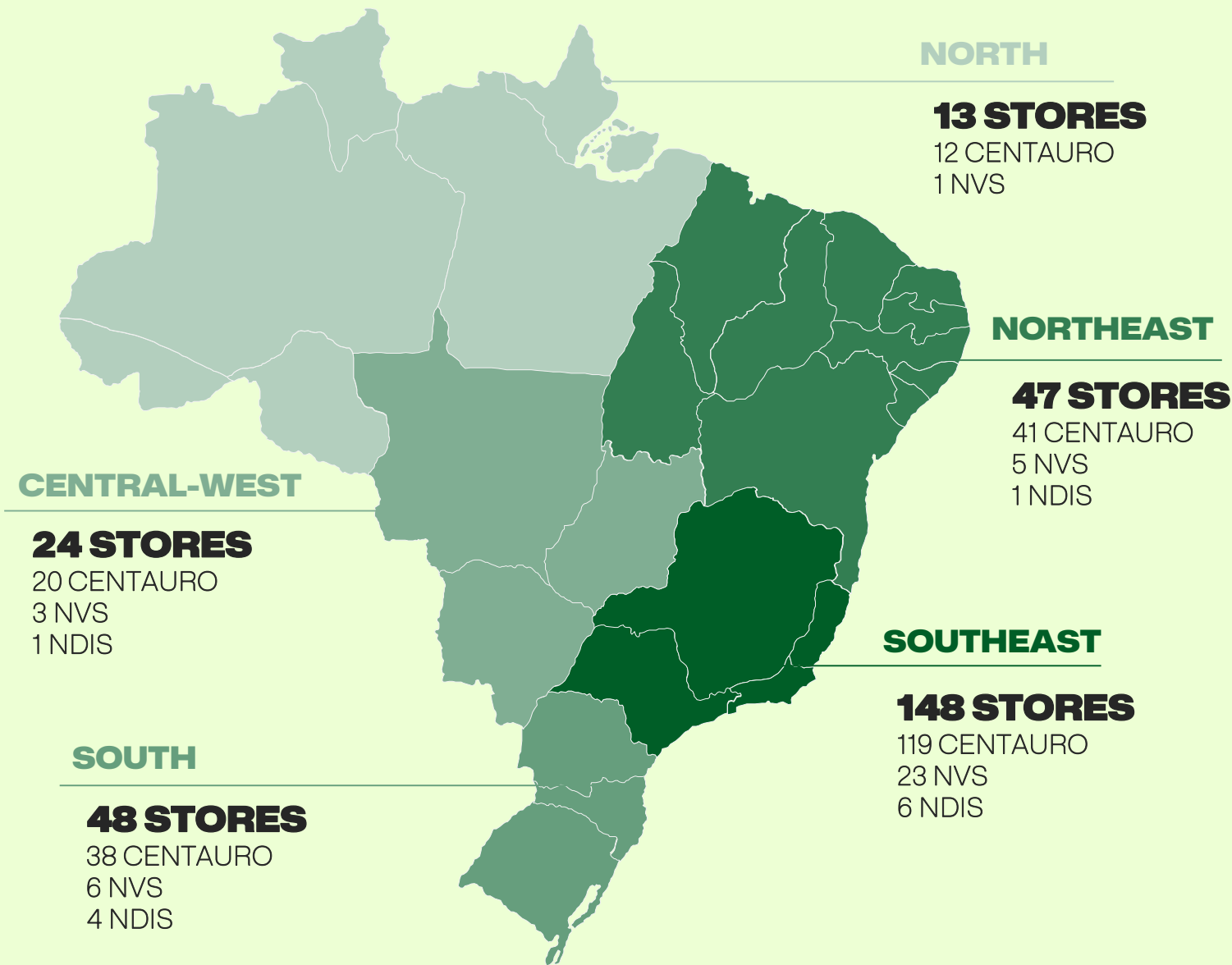


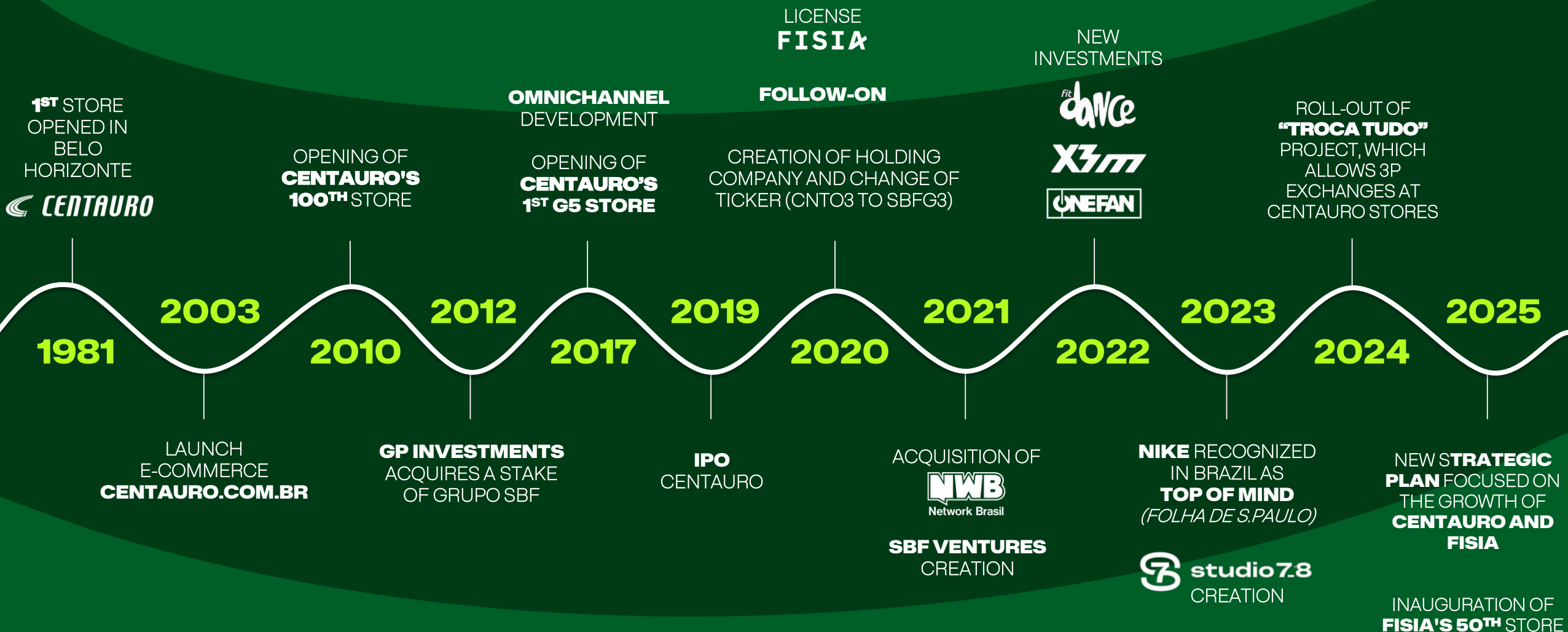
230 STORES
237.4 THOUSAND SQM
~1,032 SQM/STORE

25
STATES OF
BRAZIL +
FEDERAL
DISTRICT

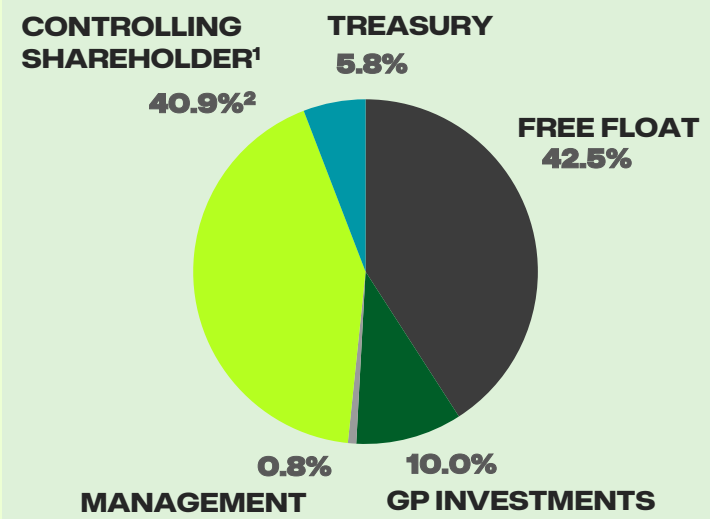
B&M STORES
56%
OF SALES
(2025)

+44
NEW
STORES
(2022-2025)





SHAREHOLDER STRUCTURE



BOARD OF DIRECTORS

SEBASTIÃO VICENTE BOMFIM FILHO CHAIRMAN	
LARISSA FURLETTI BOMFIM VICE CHAIRMAN	CARLOS MEDEIROS SILVA NETO INDEPENDENT MEMBER
LUIZ ALBERTO QUINTA INDEPENDENT MEMBER	JOSÉ SAMURAI SAIANI MEMBER
PEDRO DE SOUZA ZEMEL MEMBER	RIZZA FURLETTI BOMFIM MEMBER

STATUTORY BOARD

GUSTAVO DE LIMA FURTADO CEO	
JOSÉ LUIS MAGALHÃES SALAZAR CFO & IRO	DANIEL SIQUEIRA COMPLIANCE, LEGAL & PEOPLE

ADVISORY COMMITTEES



COAUD - AUDIT COMMITTEE



COPAR - PEOPLE, ENVIRONMENT AND REMUNERATION COMMITTEE



CODIG - DIGITAL TRANSFORMATION COMMITTEE



CERIL - EXPANSION, RENOVATIONS, AND STORE INNOVATIONS COMMITTEE

(1) WITH OTHER SHAREHOLDERS REPRESENTING THE SAME INTEREST. CONTROLLING SHAREHOLDERS ALSO BELONG TO MANAGEMENT (BOARD OF DIRECTORS) AND HAVE BEEN ACCOUNTED FOR WITHOUT DUPLICATION.
(2) INCLUDES STOCKS AND DERIVATIVES BASED ON STOCKS WITH THE POSSIBILITY OF PHYSICAL SETTLEMENT.



CENTAURO



LARGEST SPORTS
RETAILER IN LATIN
AMERICA

SEGMENTED AND
DIFFERENTIATED
ASSORTMENT

PROFITABLE
MODEL IN ALL
CHANNELS

SHOPPING
JOURNEY FOCUSED
ON THE CUSTOMER
EXPERIENCE

EXCLUSIVE FOCUS
ON SPORTS AND
THEIR MULTIPLE
CATEGORIES

PART OF THE MIX
COMPOSED OF
PRODUCTS OF
BRANDS AND
LICENSED

CONTROLLED
PRICING
(SUGGESTED
RETAIL PRICE)

FRICTIONLESS
SHOPPING
EXPERIENCE
THROUGH
OMNICHANNEL

GROWTH
AVENUES:

GROSS
PROFIT/SQM

SSS AND
NEW STORES

DIGITAL
EXPANSION

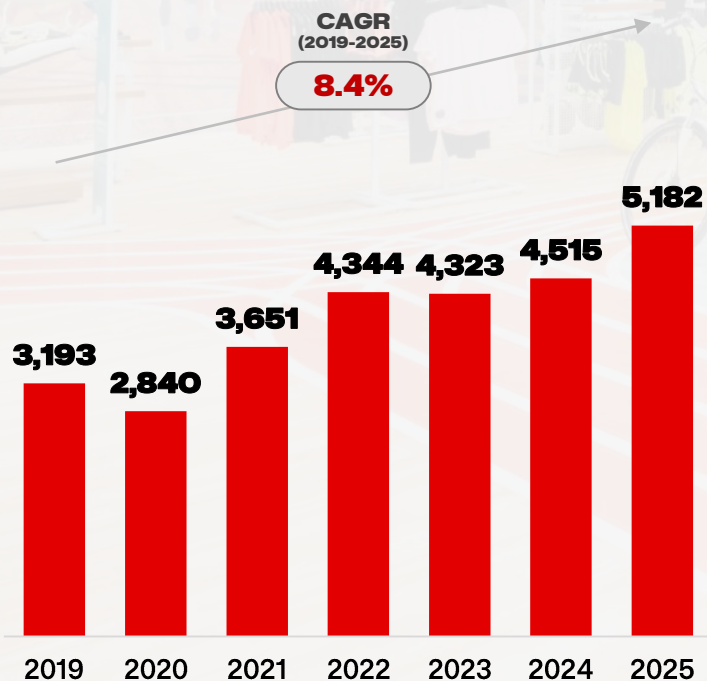
OMNICHANNEL



KEY NUMBERS

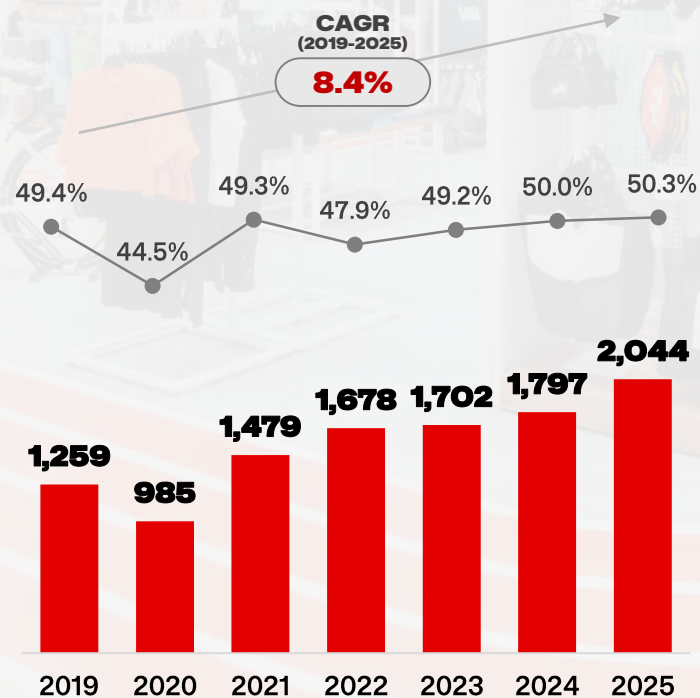
GROSS REVENUE

R\$ M

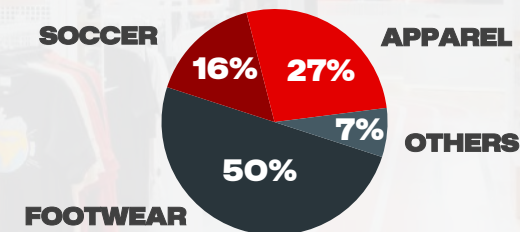


GROSS PROFIT AND MARGIN

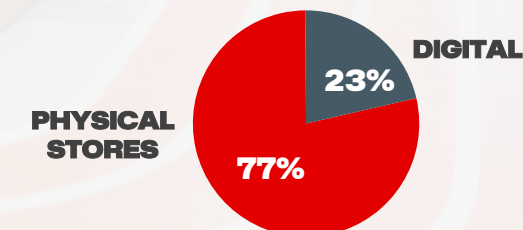
R\$ M | %



SHARE BY CATEGORY



SHARE PER CHANNEL



AVERAGE TICKET R\$ 288

43% OF THE PRODUCTS SOLD AT CENTAURO ARE DISTRIBUTED BY THE GRUPO SBF (NIKE + OWNED BRANDS AND LICENSES).

STRATEGIC CATEGORIES



- **RUNNING**
- **WALKING**
- **SOCCER**
- **FITNESS**

STRATEGIC CATEGORIES,
MOST CONSUMED

IN STORE AND ONLINE
PRESENCE (1P)

VARIETY OF BRANDS,
ALL PRICE RANGES AND
PRODUCT DIVERSITY



- **BASKETBALL**
- **KIDS**

CATEGORIES WITH POTENTIAL
AND FAST GROWTH

IN STORE AND ONLINE
PRESENCE (1P)

VARIETY OF BRANDS,
ALL PRICE RANGES AND
PRODUCT DIVERSITY



- **AQUATICS**
- **OUTDOOR**
- **TEAM SPORTS**

CONSOLIDATED CATEGORIES
THAT RECOGNIZE CENTAURO
AS A SPORTS RETAILER

IN STORE AND ONLINE
PRESENCE (3P)

PRODUCTS CONCENTRATED
IN REFERENCE BRANDS AND
ENTRY-LEVEL PRICES



- **BIKE**
- **TENNIS**
- **BEACH TENNIS**
- **SKATE**

SMALLER CATEGORIES,
CLIENTS WITH SPECIFIC NEEDS

PRESENCE IN LARGER
STORES AND STRONG
DIGITAL PRESENCE (3P)

PRODUCTS CONCENTRATED
IN REFERENCE BRANDS

PARTNER BRANDS



BRANDS THAT PRESERVE CENTAURO'S DNA, GENERATE TRAFFIC IN STORES AND ONLINE AND GUARANTEE CONSUMER PREFERENCE.



PARTNER BRANDS



BRANDS THAT PRESERVE CENTAURO'S DNA, GENERATE TRAFFIC IN STORES AND ONLINE AND GUARANTEE CONSUMER PREFERENCE.

FILA

OLYMPIKUS®

new balance

umbro

UNDER ARMOUR





**OWNED BRANDS AND LICENSES REPRESENT 20% OF CENTAURO'S REVENUE.
OXER AS A STRONG OPPORTUNITY IN THE WOMEN'S FITNESS SEGMENT.**

nord
SUISSE

nord

▷OXER◁

 **ADAMS.**

OWNED BRANDS AND LICENSES



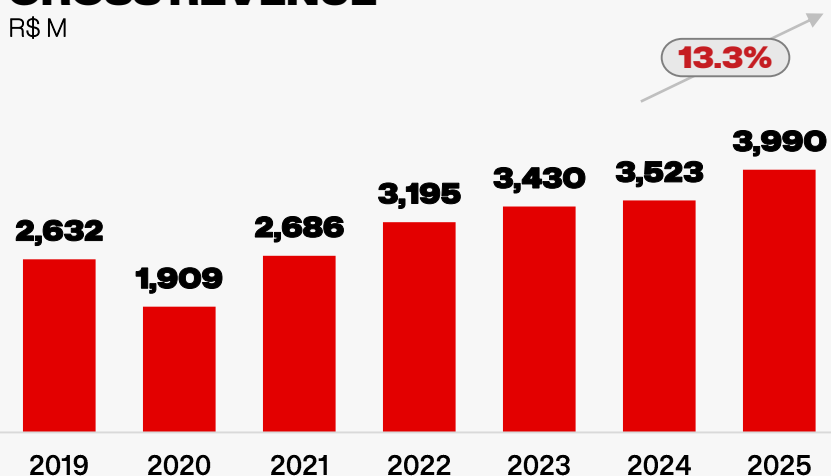
REINFORCEMENT OF OWNED BRANDS AND LICENSES, CREATING DIVERSIFICATION AND EXCLUSIVITY FOR CENTAURO.



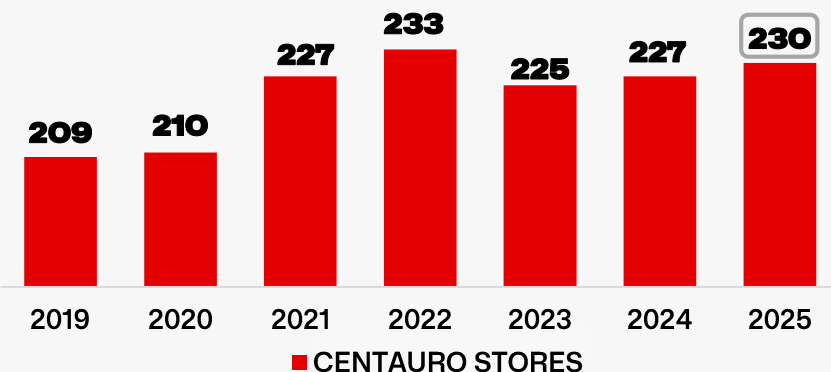
PHYSICAL STORES

GROSS REVENUE

R\$ M



NUMBER OF STORES



77.0%

SHARE OF CENTAURO'S
REVENUES

R\$ 4.5K/SQM

CAPEX PER NEW STORES
AND RENOVATIONS

~1032 SQM

AVERAGE STORE AREA

92.0

NPS STORES

NATIONAL COVERAGE

230 STORES

112 CITIES IN BRAZIL

+ 28

NEW STORES

(SINCE 2019)

**PREDOMINANTLY
IN MALLS**

**CENTAURO STORES
ARE LOCATED IN THE
MAIN MALLS.**

**ON TOP OF BEING A
COMMERCIAL CENTER,
MALLS IN BRAZIL ARE HUBS
OF LEISURE, CONVENIENCE
AND SECURITY.**

CENTAURO

STORES G5

CENTAURO

**STORE CONCEPT FOCUSED ON THE BEST SHOPPING JOURNEY:
“FIND, CHOOSE, TRY AND PAY”**

**FOCUS ON
EXPERIENCE**

**MOBILE
PAYMENT**

**PRODUCTS
CUSTOMIZATION**

**SPORTS
EVENTS**

**AREA FOR
PRODUCT TESTING**

**LIVE SPORTS
BROADCASTS**

JK IGUATEMI MALL | SÃO PAULO



JK IGUATEMI MALL | SÃO PAULO



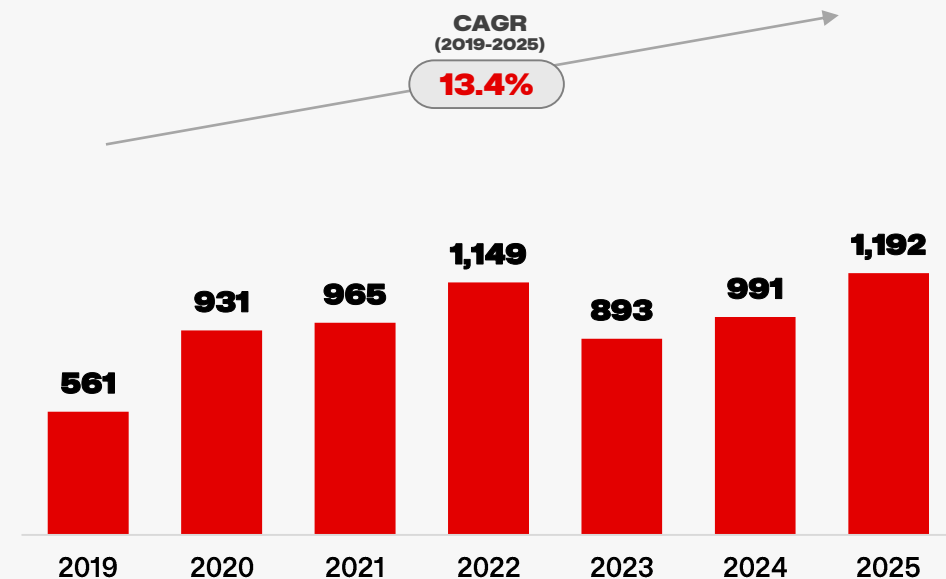


AV. PAULISTA | SÃO PAULO



GROSS REVENUE

R\$ M

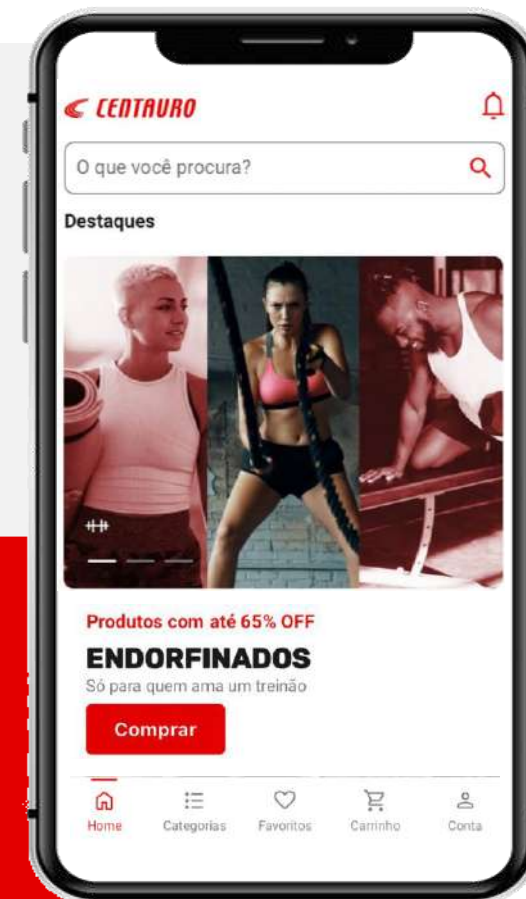


SPORTS ORIENTED MULTICHANNEL

CUSTOMIZATION OF PRODUCTS

**EXPANSION OF THE PORTFOLIO
BY OFFERING 3P PRODUCTS
(+400 SELLERS)**

**FOCUS ON PROFITABILITY
STARTING IN 2023, IMPROVING
DIGITAL CHANNEL GROSS MARGIN**



23.0%
SHARE OF
CENTAURO'S
REVENUES

58.5%
SHARE OF
ONLINE SALES
VIA APP

54.1
NPS

THROUGH OMNICHANNEL, CENTAURO PROVIDES AN **INTEGRATED AND FLUID SHOPPING EXPERIENCE**, IN WHICH CUSTOMERS CAN BUY WHEREVER THEY ARE AND RETURN WHEREVER THEY WANT, RESULTING IN **GREATER LOYALTY AND CONVERSION**.

PHYSICAL STORES OPERATING AS A HUB FOR ONLINE SALES

CLICK & COLLECT

SHIP FROM STORE

ENDLESS AISLE

ONLINE PURCHASES (1P)
RETURN ENABLED IN
100% OF STORES

FRICTIONLESS SHOPPING EXPERIENCE

ALL STORES AND DIGITAL
PLATFORM OPERATING 100%
INTEGRATED SINCE 2019

100% RFID IMPLEMENTED
FOR STORE AND DC'S
SUPPLY AND INVENTORY

OMNICHANNEL CUSTOMERS
(BUY ON BOTH CHANNELS)
HAVE A HIGHER FREQUENCY
OF PURCHASE

FISIA

DISTRIBUIDORA OFICIAL  NO BRASIL

FISIA

NIKE AS
#1 TOP OF MIND
BRAND IN BRAZIL

R\$ 1BN DEAL
CLOSING IN
DEC/2020 FOR A
10 YEAR PERIOD

EXCLUSIVITY IN
PRODUCT
DISTRIBUTION AND
STORE AND DIGITAL
OPERATION IN BRAZIL

CONTRACT TERMS:
ROYALTIES AND
MARKETING FEES

EFFICIENCY GAINS
AND SYNERGIES
THROUGH
LOGISTICS AND
SAP INTEGRATION

WORKING CAPITAL
EFFICIENCY AND
STRATEGIC PRICING

113% GROWTH IN
REVENUE IN THE
FIRST 3 YEARS OF
OPERATION BY THE
GRUPO SBF

EVOLUTION IN DTC:
50% SHARE IN 2024
VS APPROX. 30% IN
THE ACQUISITION

GROWTH
AVENUES:

INCREASE BRAND
AWARENESS IN BRAZIL

NEW
STORES

DIGITAL
EXPANSION

OMNICHANNEL

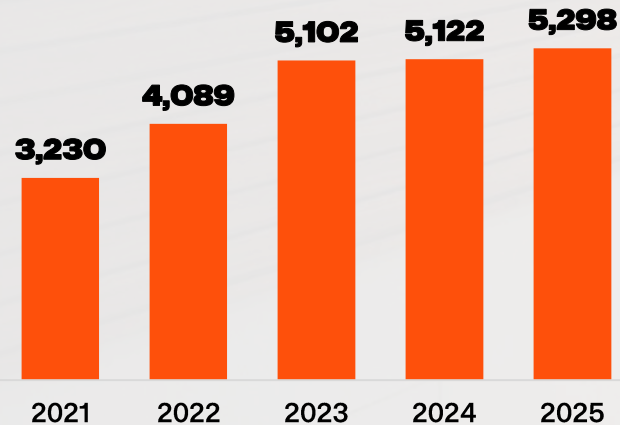
KEY NUMBERS

GROSS REVENUE

R\$ M

CAGR
(2021-2025)

13.2%

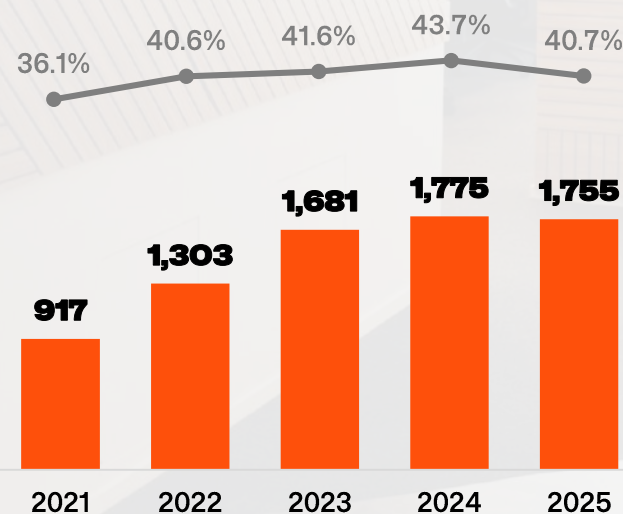


GROSS PROFIT AND MARGIN

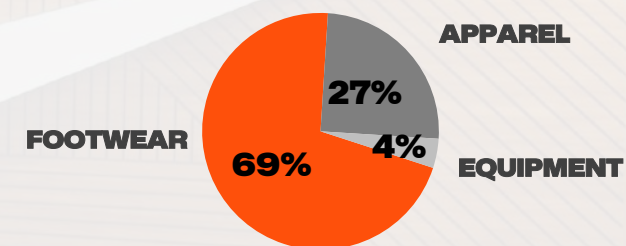
R\$ M | %

CAGR
(2021-2025)

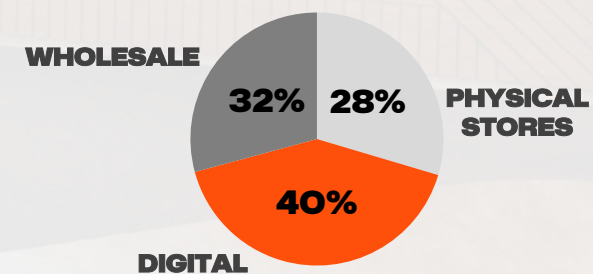
17.6%



SHARE BY CATEGORY



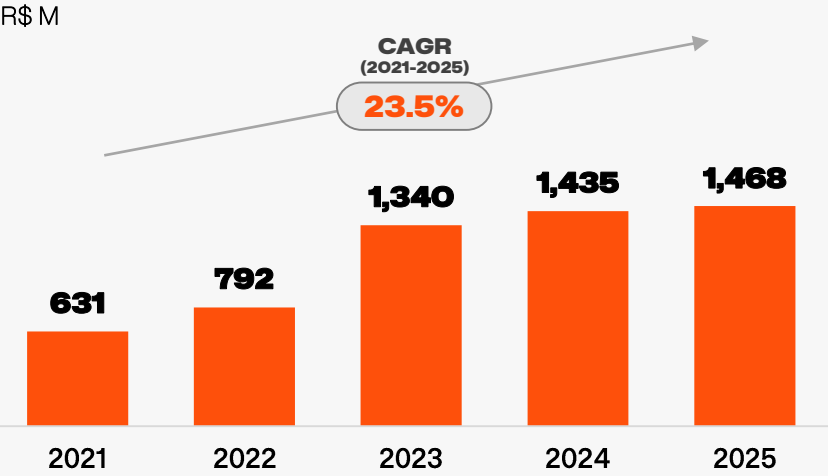
SHARE PER CHANNEL



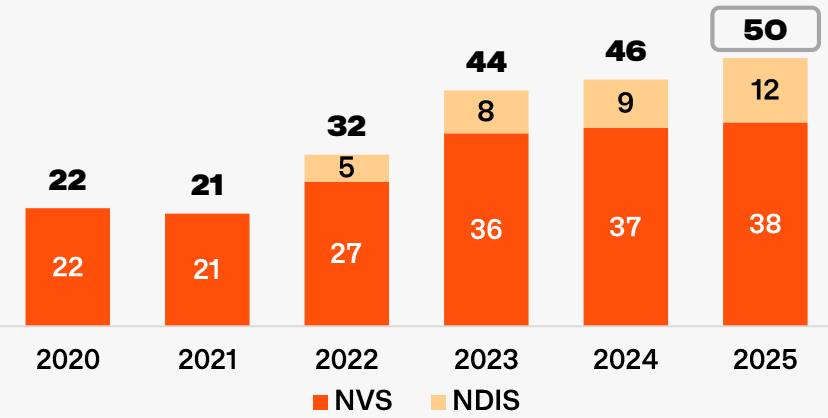
AVERAGE TICKET R\$ 551

PHYSICAL STORES

GROSS REVENUE



NUMBER OF STORES



27.7%
SHARE OF FISIA'S REVENUES

R\$ 4.5K/SQM
CAPEX PER NVS STORE

R\$ 6.0K/SQM
CAPEX PER NDIS STORE

~1124 SQM
AVERAGE NVS STORE AREA

~716 SQM
AVERAGE NDIS STORE AREA



NDIS

NIKE DIRECT INLINE STORES



**FULL PRICE
INLINE
COLLECTION**

**HEALTHY GROSS
MARGIN DUE TO
FULL PRICE
REALIZATION**



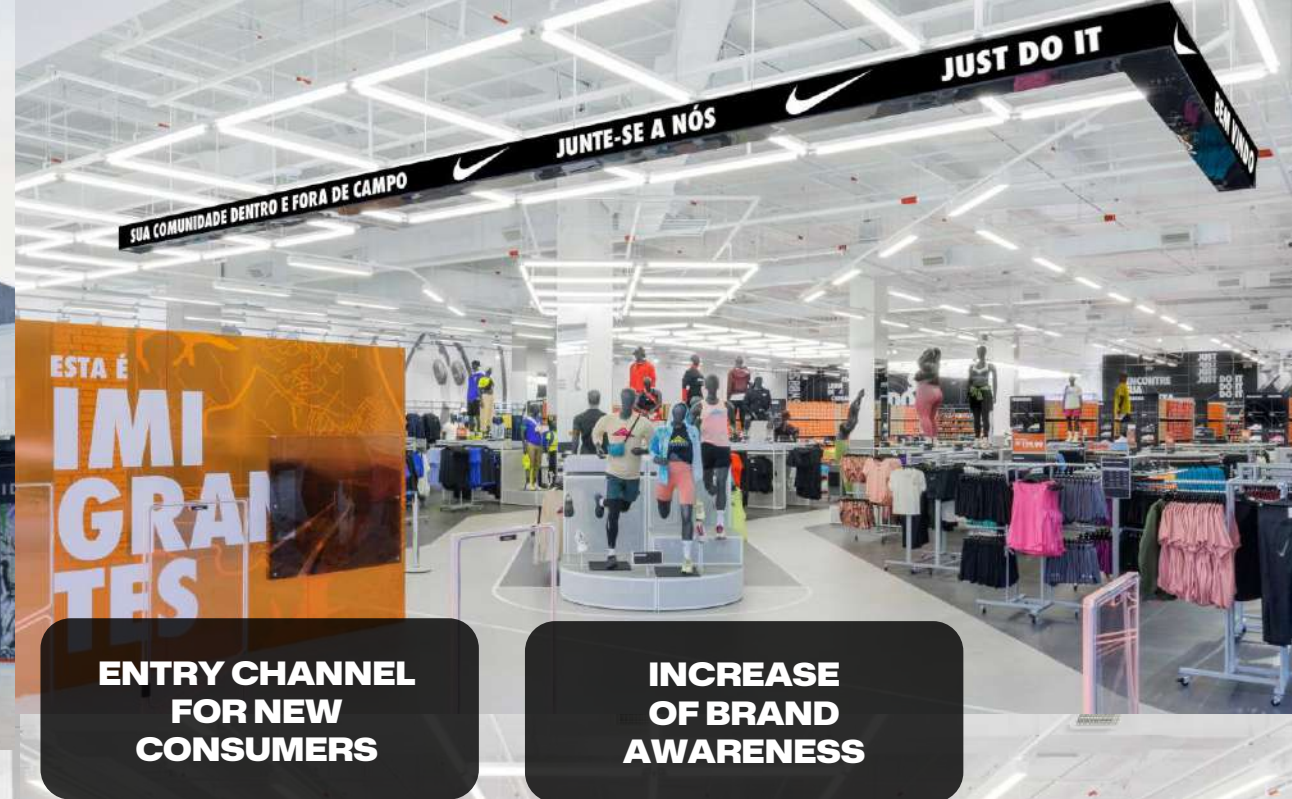
**PREMIUM, CASUAL
AND FEMALE
SEGMENTATION**

**EXPANSION OF
MARKET SHARE IN
NEW CATEGORIES**



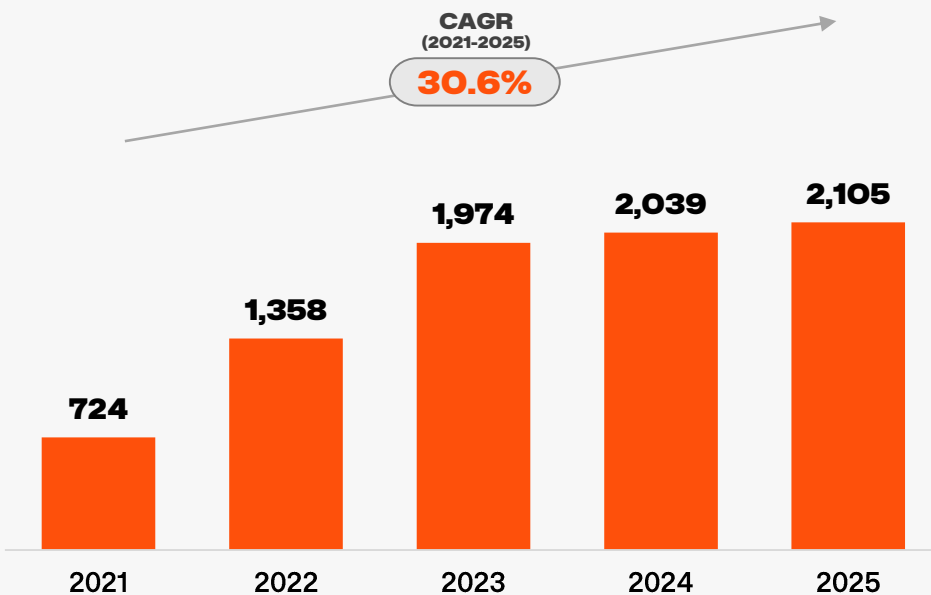
NDIS | IGUATEMI MALL SÃO PAULO

NVS NIKE VALUE STORES



GROSS REVENUE

R\$ M



39.7%

**SHARE
OF FISIA'S
REVENUES**

12.9%

**3P SHARE
OF FISIA'S
REVENUES**

71.5

NPS

DEVELOPMENT AND LAUNCH OF OWNED APP

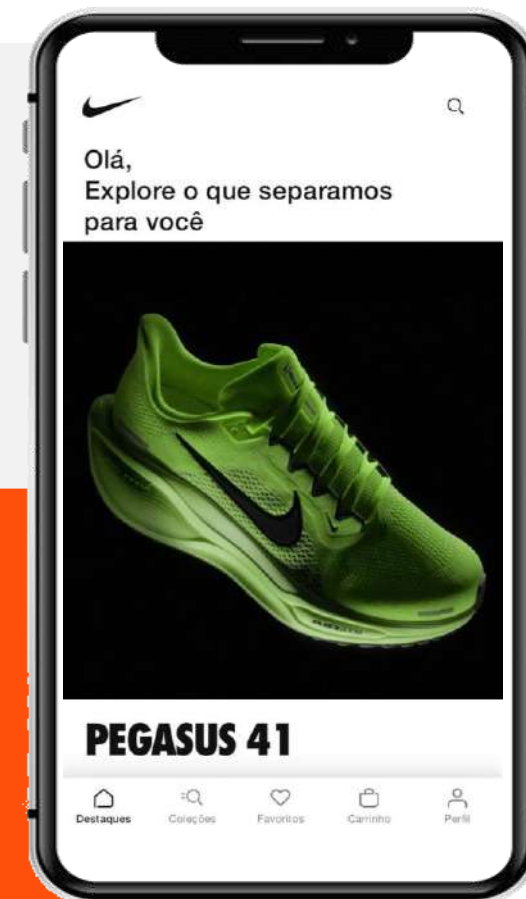
CREATING THE SEGMENT 3P

**INCREASE IN SALES OF
SNEAKERS AND CASUAL**

**OPTIMIZED PRICING AND
CHANNEL MONETIZATION**

**PERFORMANCE MARKETING
OPTIMIZATION**

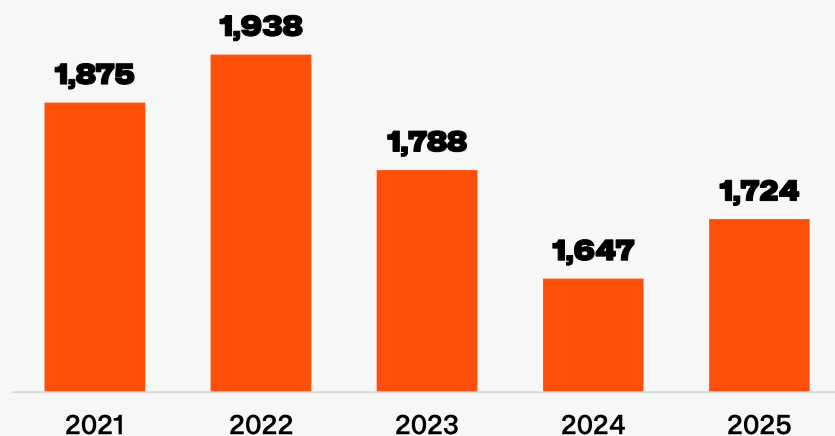
**PRODUCT ASSORTMENT
EXPANSION**



WHOLESALE

GROSS REVENUE

R\$ M



PRIORITIZATION OF DTC CHANNELS + FOCUS ON STRATEGIC ACCOUNTS

CENTAURO AS ONE OF THE MAIN CLIENTS

WHOLESALE PARTNER SEGMENTATION IN LINE WITH GLOBAL STRATEGY

32.5%

SHARE OF FISIA'S REVENUES

+8.9K

WHOLESALE DOORS (SUPPLIED DIRECTLY BY FISIA AND BY STRATEGIC PARTNERS)

+4.6K

WHOLESALE DOORS (SUPPLIED DIRECTLY BY FISIA)



INVESTOR RELATIONS

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL  NO BRASIL

RI.GRUPOSBF.COM.BR | RI@GRUPOSBF.COM.BR



**JOSÉ
SALAZAR**



**VICTORIA
MACHADO**



**LUNA
ROMEU**



**LARISSA
CRISTOVÃO**



**JOÃO
MARQUES**

SMLL B3 | ICON B3 | IGC B3 | IGC-MN B3 | IGCT B3 | ITAG B3 | IBRA B3