

APRESENTAÇÃO
DE **RESULTADOS**
4T25

BIO RITMO



TOTALPASS

QUEIMA
DIÁRIA



Esta apresentação contém declarações futuras e informações relacionadas à Companhia que refletem as visões atuais e/ou expectativas da Companhia e de sua Administração com respeito à sua performance, seus negócios e eventos futuros. Declarações prospectivas incluem, sem limitação, qualquer declaração que possua previsões, estimativas e projeções sobre resultados futuros, performance ou objetivos, bem como os termos "acreditamos", "antecipamos", "esperamos", "estimamos", "projetamos", entre outros com significado semelhante. Referidas declarações prospectivas estão sujeitas a riscos, incertezas e eventos futuros. Advertimos os investidores que diversos fatores fazem com que os resultados efetivos diferenciem-se de modo relevante de tais planos, objetivos, expectativas, projeções e intenções expressadas nesta apresentação. Em nenhuma circunstância, nem a Companhia, nem suas subsidiárias, conselheiros, diretores, agentes ou funcionários serão responsáveis perante terceiros (incluindo investidores) por qualquer decisão de investimento tomada com base nas informações e declarações presentes nesta apresentação, ou por qualquer dano dela resultante, correspondente ou específico. As informações de posição competitiva, incluindo projeções de mercado citadas ao longo desta apresentação, e informações sobre o potencial do mercado de atuação da Companhia, foram obtidas por meio de pesquisas internas, pesquisas de mercado, informações de domínio público e publicações empresariais. Esta apresentação e seu conteúdo são informações de propriedade da Companhia e não podem ser reproduzidas ou circuladas, parcial e ou totalmente, sem o prévio consentimento por escrito da Companhia.



DESTAQUES 4T25

- > **RECORDE DE 341 UNIDADES ADICIONADAS EM 2025 E SÓLIDO CRESCIMENTO DE 20% DA REDE DE ACADEMIAS, TOTALIZANDO 2.084 UNIDADES EM 16 PAÍSES NO 4T25**
- > **RECEITA LÍQUIDA COM FORTE CRESCIMENTO DE 26% VS. 4T24 E 30% VS. 2024**
- > **MARGEM BRUTA CAIXA ANTES DOS CUSTOS PRÉ-OPERACIONAIS¹ DE 51,8%, +0,3p.p. VS. 4T24, COM MANUTENÇÃO DA MARGEM DE MADURAS², CONSISTENTE *RAMP-UP* DOS NOVOS VINTAGES E FORTE **INCREMENTO** DE OUTROS NEGÓCIOS**
- > **EBITDA AJ.³ DE R\$610 M NO 4T25 (+25% VS. 4T24) E ROBUSTA GERAÇÃO DE CAIXA OPERACIONAL DE R\$600 M, UMA ALTA CONVERSÃO DE 98%**
- > **CRESCIMENTO DE 19% DO LUCRO LÍQUIDO RECORRENTE³, TOTALIZANDO R\$235 M NO 4T25, COM MARGEM LÍQUIDA DE 12,0%**





GRUPO SMART FIT: PORTFÓLIO DE MARCAS ÚNICO E ROBUSTO

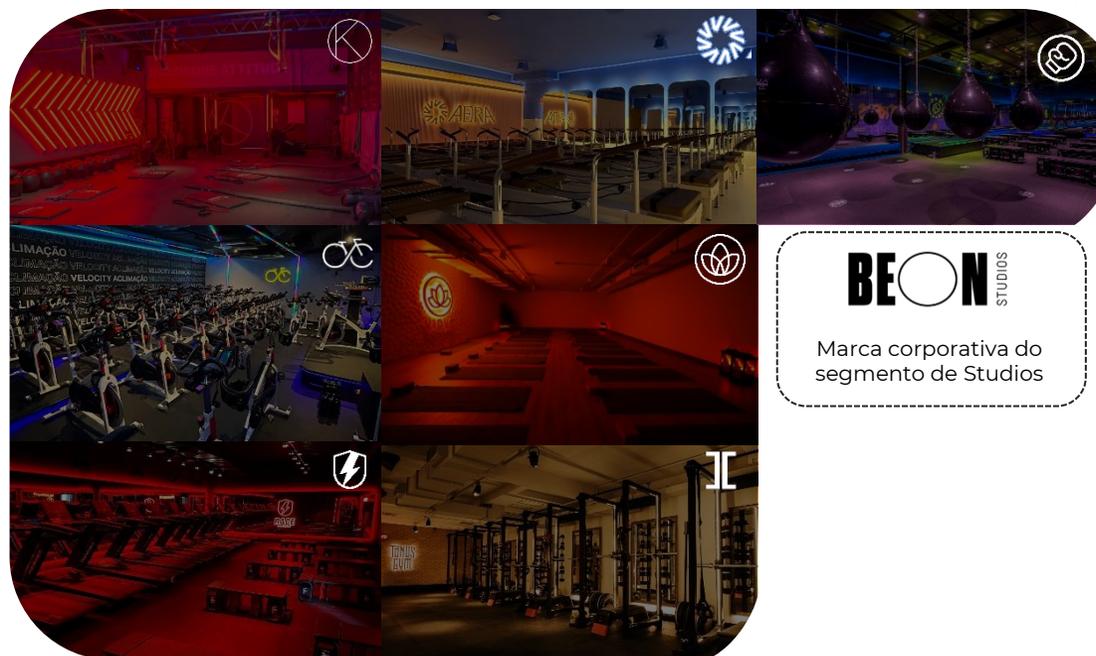
Marcas que conectam pessoas, tecnologia e propósito, transformando a forma de se relacionar com o *fitness*



ACADEMIAS



STUDIOS



AGREGADOR



BEON STUDIOS
Marca corporativa do segmento de Studios

PAPEL ESTRATÉGICO DO TP

TotalPass reforça a proposta de valor do Grupo



REPRESENTATIVIDADE RECEITA LÍQUIDA

AS ACADEMIAS SMART FIT PRÓPRIAS REPRESENTAM 89% DA RECEITA LÍQUIDA DO GRUPO (vs. 91% em 2024)



Expansão recorde, fortalecimento das marcas e evolução do ecossistema da Companhia

ACADEMIAS



- **+ de 2 mil academias** em 16 países
- **Recorde** histórico de expansão (337 adições)
- Entrada em um **novo continente**, com a abertura no Marrocos
- **Aceleração da expansão** em mercados estratégicos

BIO RITMO

- **Retomada** da expansão da rede com 6 inaugurações
- **Reposicionamento estratégico** da marca
- **Evolução do produto**, com foco em experiência *premium*

STUDIOS



- **Conclusão da integração** da Velocity
- Lançamento de um **novo conceito de Pilates**
- Iniciativas de marketing de experiência para **fortalecer** o senso de comunidade

AGREGADOR

TOTALPASS

- **Aumento da capilaridade** com + de 40 mil academias cadastradas no Brasil e no México
- Ampliação do **brand awareness** para os públicos relevantes
- **Vertical de alto crescimento e diferencial competitivo único**

AVANÇOS NAS PRINCIPAIS MARCAS DO ECOSISTEMA, CONSOLIDANDO O GRUPO COMO A PRINCIPAL PLATAFORMA DE FITNESS & WELLNESS



RECORDE DE EXPANSÃO EM 2025, E CONTINUIDADE DO RITMO EM 2026

Sólida expansão reforça a consistência da estratégia e da execução

2025 MARCA MAIS UM ANO DE FORTE EXPANSÃO DE ACADEMIAS



EXPANSÃO RECORDE EM 2025

GUIDANCE 2025 ✓

341 academias adicionadas, +12% vs. 2024



REDE DE ACADEMIAS DUPLICOU DESDE 2021

18% CAGR²¹⁻²⁵, um dos maiores do mundo

Expansão por região: Rede ao final de 2025

Brasil **+161 (+20%)**
984 academias

Outros Países **+110 (+21%)**
635 academias

México **+70 (+18%)**
465 academias

2.084 Academias totais
(+20% vs. 2024)

smart fit BIO RITMO

Expansão 2025 aumentou a capilaridade da Companhia

79 cidades com **5 ou mais academias Smart Fit**

+80 **Novos municípios**, totalizando presença em mais de 550 cidades

35% das adições em **cidades com população superior a 1M**, representando 49% da base de academias em 2025

GUIDANCE¹ 2026

CONTINUIDADE NO SÓLIDO PATAMAR DE EXPANSÃO

330 – 350
Academias

Crescimento da rede em **16-17% vs. 2025**

- ✓ Resultado consistente das maduras
- ✓ Crescente demanda *fitness*
- ✓ Performance de *ramp-up* dos novos *vintages*
- ✓ Sólido *know-how* do time
- ✓ Disciplina na alocação de capital



SMART FIT: Argentina (Rosário)



SMART FIT: México (Cabo San Lucas)



BIO RITMO: Brasil (Rio de Janeiro)



NATION: Brasil (São Paulo)

(1) Conforme Fato Relevante divulgado em 11 de março de 2026.



SMART FIT: ANO EMBLEMÁTICO PARA A MARCA

Novo recorde de aberturas, início da operação em novo continente e aceleração do crescimento em mercados estratégicos



Rede com 2.048 unidades

Sendo 952 no Brasil, 465 no México e 631 em Outros Países



Aceleração da expansão

Novo recorde (+337), com aceleração em mercados estratégicos



Branding

Manutenção dos investimentos em marca, consolidando a Smart Fit como *Top of Mind* da categoria



Evolução de produto

Continuidade na ampliação e modernização de equipamentos e produtos



Experiência do cliente

NPS de 73 em dez/25 (vs. 72 em dez/24)



Oportunidade de crescimento

Modelo altamente escalável, com amplo *whitespace*

CRESCIMENTO ACELERADO COM GANHO DE RENTABILIDADE

1^a

REDE DE ACADEMIAS A ALCANÇAR MAIS DE 2.000 UNIDADES NA AMÉRICA LATINA

PRESENÇA EM 16 PAÍSES

Sendo 15 na América Latina e 1 na África (Entrada no Marrocos em 2025)



+0,6p.p.

EXPANSÃO DE MARGEM BRUTA CAIXA EX-PRÉ-OPERACIONAIS⁽¹⁾ EM 2025 VS. 2024



SMART FIT: Brasil (Goiás)



SMART FIT: Marrocos (Casablanca)

(1) Margem Bruta Caixa ex-Pré-Operacionais desconsidera os custos e os efeitos do IFRS 16/CPC06 (R2) e os custos relacionados a abertura de novas unidades.



BIO RITMO: NOVO CICLO ESTRATÉGICO EM 2025

Retomada da expansão, reposicionamento da marca, redesenho do produto e aprimoramento da experiência do cliente



Rede com 34 unidades

Sendo 28 unidades próprias e 6 franquias



Aceleração da expansão

6 inaugurações brutas, incluindo a entrada no Chile e no Peru



Branding

Reposicionamento de marca, ampliando experiências e maior engajamento da comunidade



Redesenho de produto

Equipamentos diferenciados, evolução do projeto arquitetônico, alinhado às tendências globais



Experiência do cliente

Atendimento personalizado, serviços exclusivos e jornada integrada de saúde e bem-estar



Oportunidade de crescimento

Sólido pipeline de expansão em praças relevantes do Brasil



BRASIL: Rio de Janeiro



BRASIL: São Paulo

BRAND AWARENESS

Evolução da marca com **novas campanhas e posicionamento**



BRAND EXPERIENCE

Experiência única **dentro e fora das academias**



Evento Brand Experience no Copacabana Palace

Manhã Wellness Parque Villa-Lobos

Reveillon Carneiros



STUDIOS: CONSOLIDAÇÃO DAS MARCAS E FORTE CRESCIMENTO

Modelo operacional *asset light*, com diferenciais competitivos únicos



Rede com 180 unidades

Sendo 154 franquias e 26 próprias, e + de 270 salas



Aceleração da expansão

45 novas unidades, + de 90 salas, majoritariamente via franquias



Branding

Consolidação das 7 marcas nas suas respectivas modalidades



Redesenho de produto

Relaunch do Pilates, agora sob a marca Aera Pilates, com proposta mais moderna



Experiência do cliente

Melhora da fluidez da jornada e experiência dos alunos



Oportunidade de crescimento

Studios como “terceiro espaço”, fortalecendo senso de comunidade

INTEGRAÇÃO APÓS A AQUISIÇÃO DA VELOCITY

Ampliação da **rede de franquizados**, alavancando o crescimento



AERA PILATES: São Paulo (Brasil)

BRAND EXPERIENCE

Fortalecimento do **senso de comunidade**, engajamento e recorrência



RACE RUN CLUB:
A Cultura Da Corrida Nas Ruas

Race Run Club

Vidya Sessions

LANÇAMENTO DA BEON EM 2026

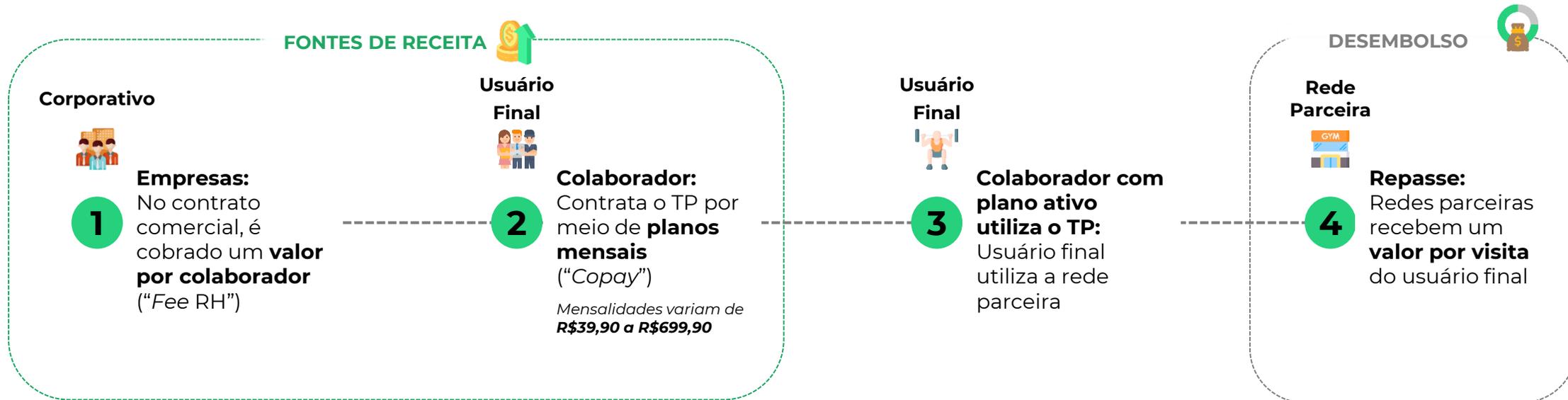
BEON, marca corporativa dos Studios, nasce com propósito de ampliar a integração entre as marcas e aprimorar a jornada do cliente





TOTALPASS REFORÇA A PROPOSTA DE VALOR DO GRUPO

Modelo *asset light* de negócios B2B2C



- ✓ TotalPass **umenta o mercado endereçável**, adicionando **novas fontes de receitas**
- ✓ **Marcas fortes e capilaridade única** potencializam o crescimento do TotalPass;



TOTALPASS REFORÇA A PROPOSTA DE VALOR DO GRUPO

Vantagens competitivas únicas, potencializando o crescimento e ganho de *market share*



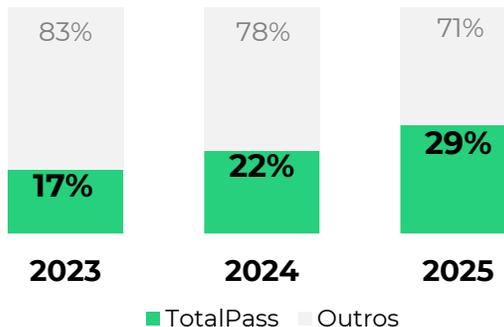
TOTALPASS EM NÚMEROS BRASIL EM 2025

Expansão da Capilaridade

+ de 32 mil
Redes parceiras
+52% vs. 2024

~1,9 mil
Cidades
+36% vs. 2024

MARKET SHARE DE USUÁRIOS (BR) Sensor Tower: Month Activity Users (MAU)

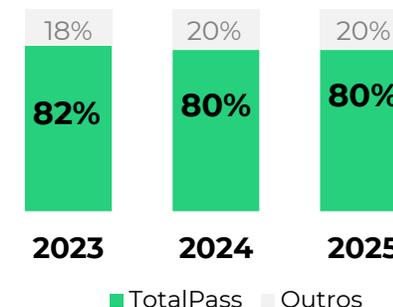


TOTALPASS EM NÚMEROS MÉXICO EM 2025

Expansão da Capilaridade

+ de 8 mil
Redes parceiras
+46% vs. 2024

MARKET SHARE DE USUÁRIOS (MX) Sensor Tower: Month Activity Users (MAU)



BRAND AWARENESS

1ª grande campanha de marca de grande alcance focada em usuários finais



POSICIONAMENTO DE MARCA

Orla TotalPass, localizada no Parque Villa Lobos (SP): espaço para cuidar da saúde



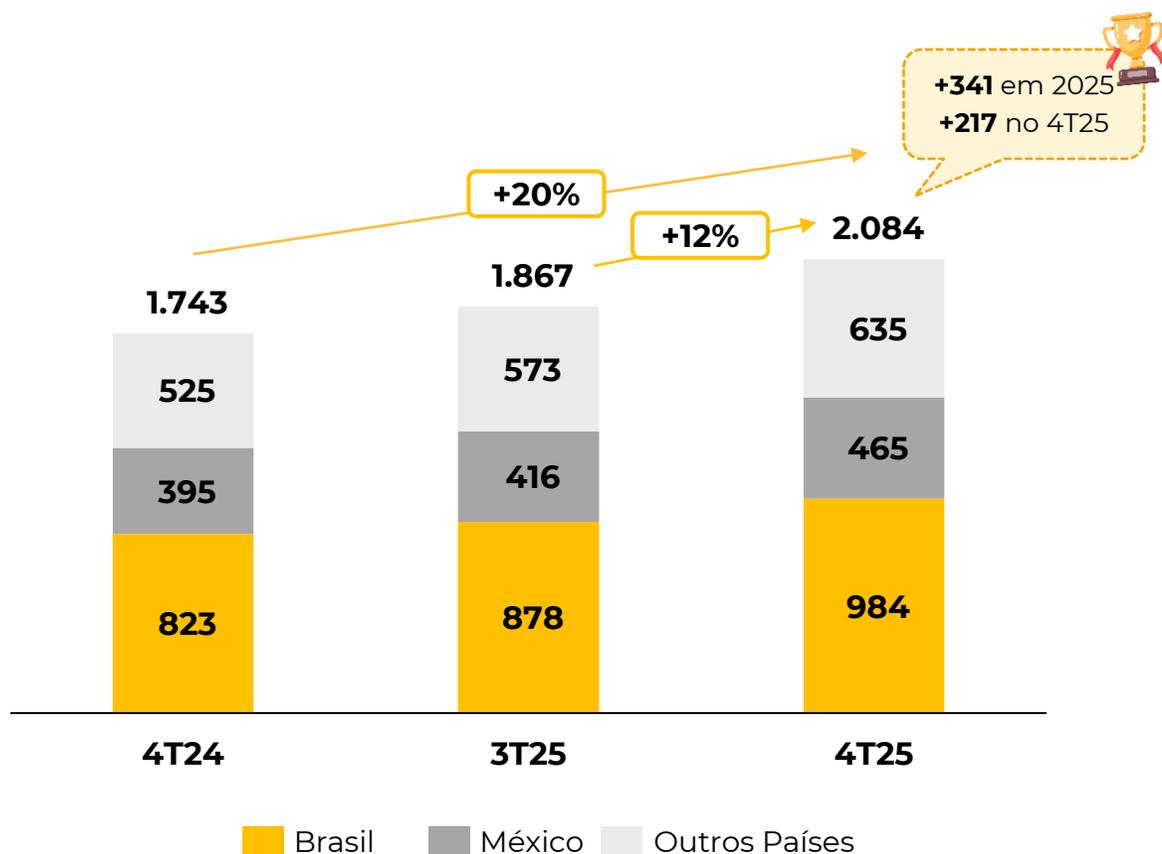
1,7M

Usuários finais
(+62% vs. 2024)

EXPANSÃO DA REDE DE ACADEMIAS

Adição de 341 academias em 2025, com entrada em novo país, totalizando 2.084 no 4T25

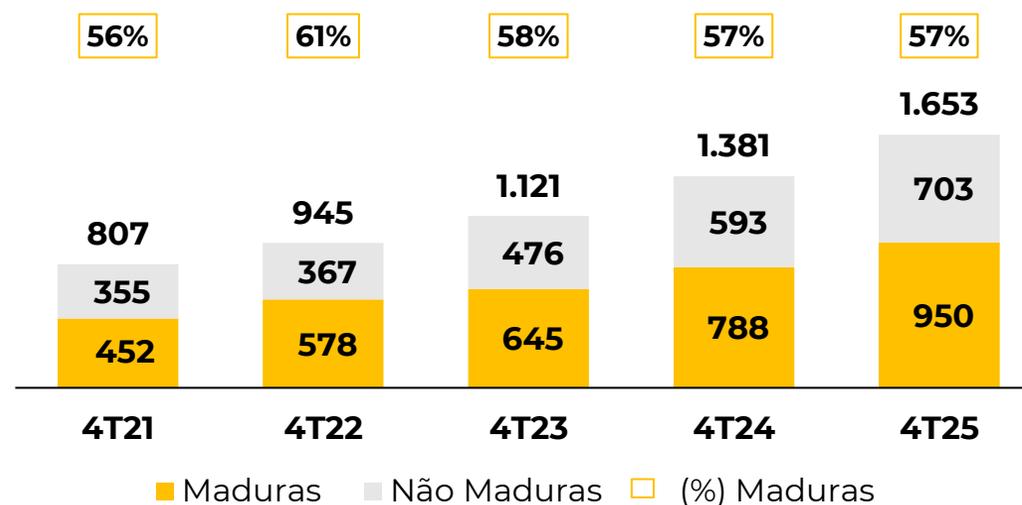
EVOLUÇÃO DO NÚMERO DE ACADEMIAS¹



COMPOSIÇÃO DA REDE DE ACADEMIAS POR REGIÃO



EVOLUÇÃO ACADEMIAS PRÓPRIAS SMART FIT POR AGING²



(1) Considera todas as academias da Companhia (não considera Studios); (2) Unidade é considerada madura quando possui, ao menos, 24 meses de idade no início do ano calendário.

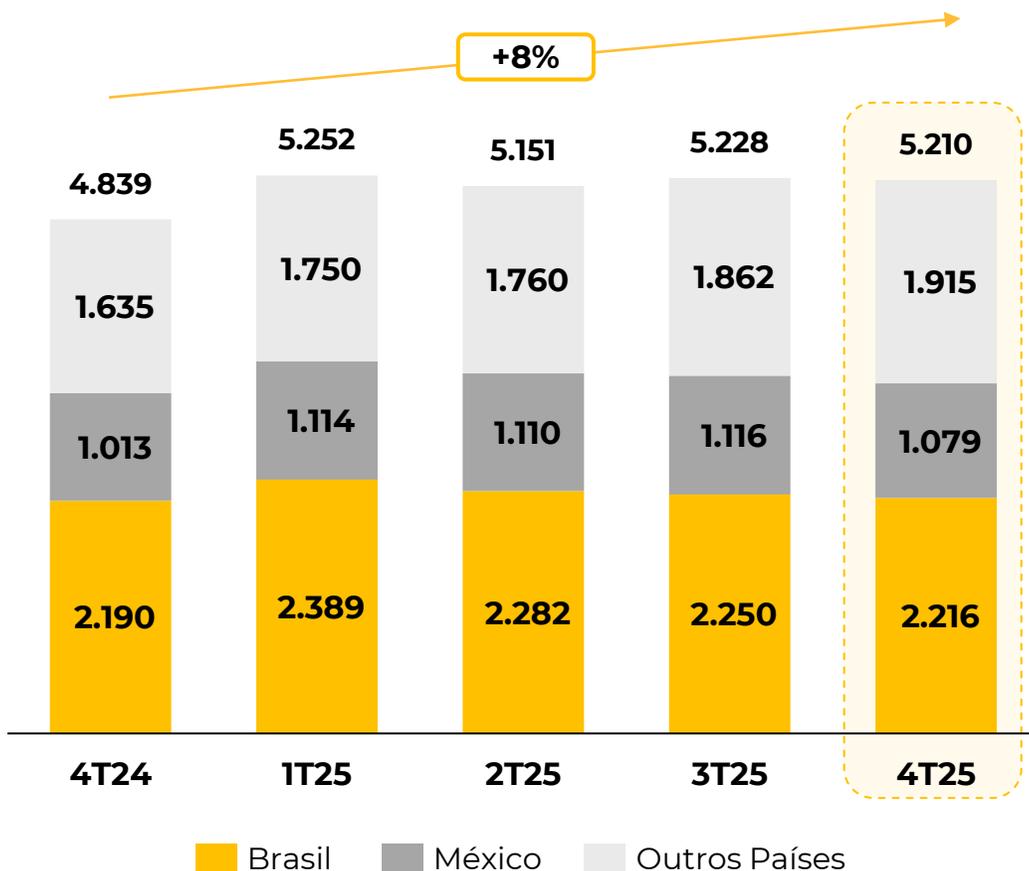


CONTÍNUO CRESCIMENTO DE CLIENTES E RECEITA

No 4T25, a base de clientes em academias ultrapassou 5,2 M (+8% vs. 4T24)

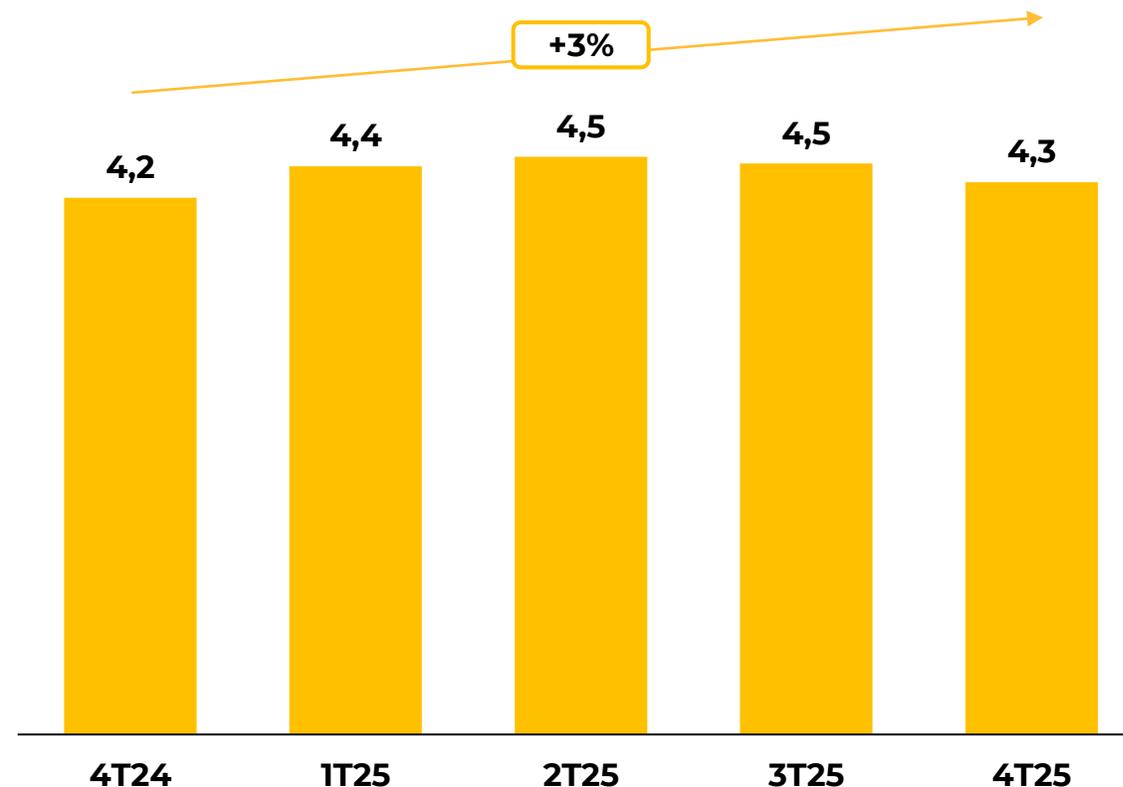
BASE DE CLIENTES EM ACADEMIAS¹

(# '000 final do período)



RECEITA LÍQUIDA MÉDIA POR SMART FIT PRÓPRIA (ANUALIZADA)

(R\$ M)



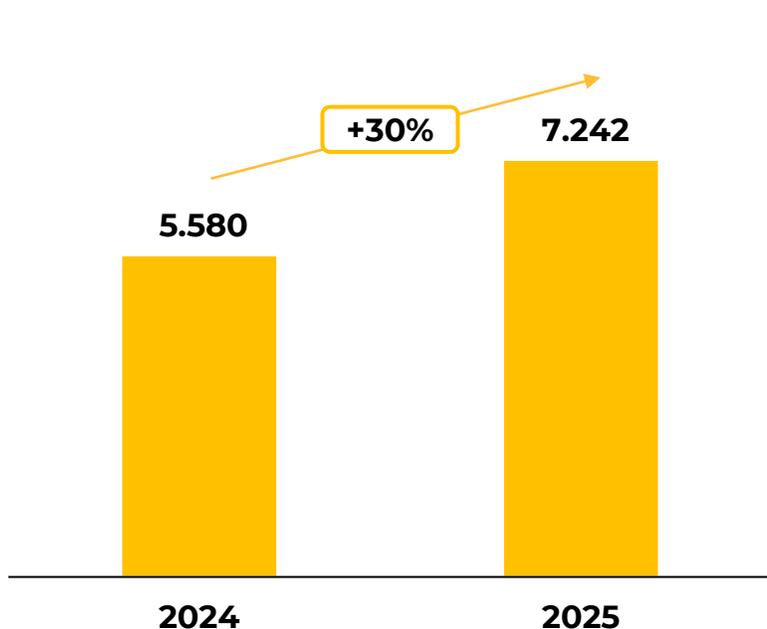
No 4T25, a receita líquida média anualizada por academia própria cresceu **3% vs. 4T24** devido ao **aumento no número médio de alunos e incremento de ticket médio**

(1) Base de clientes em academias não inclui os alunos do TotalPass



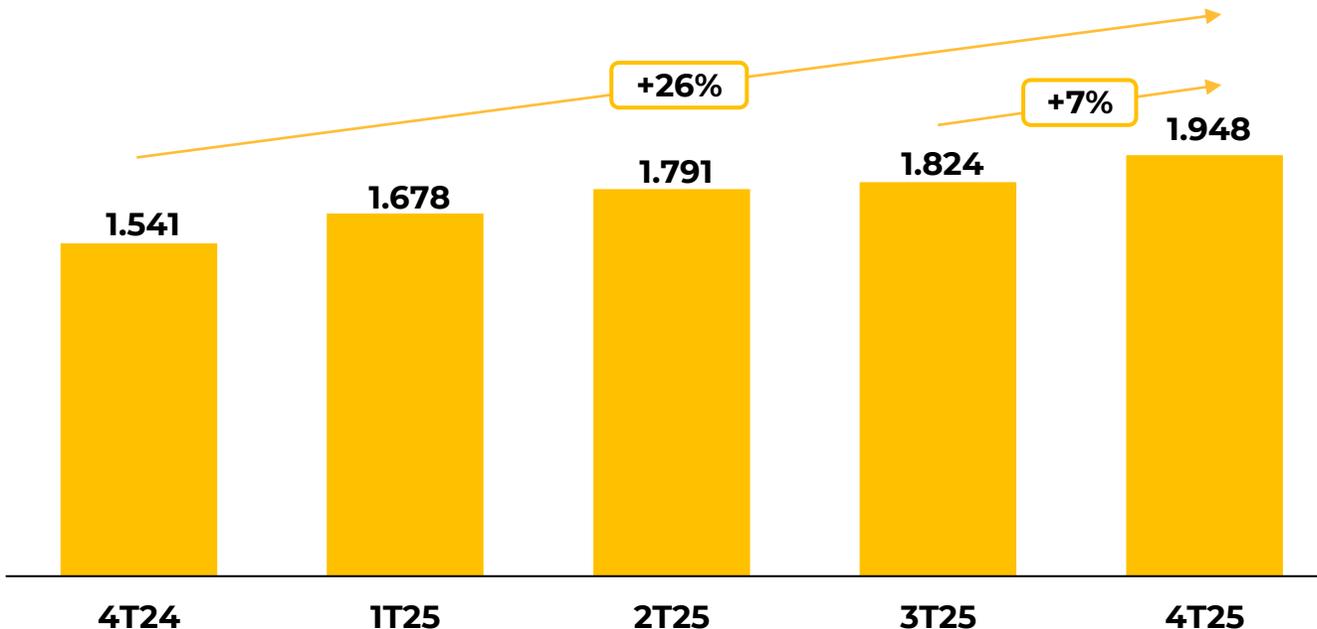
VARIAÇÃO RECEITA LÍQUIDA

(R\$M)



EVOLUÇÃO DA RECEITA LÍQUIDA

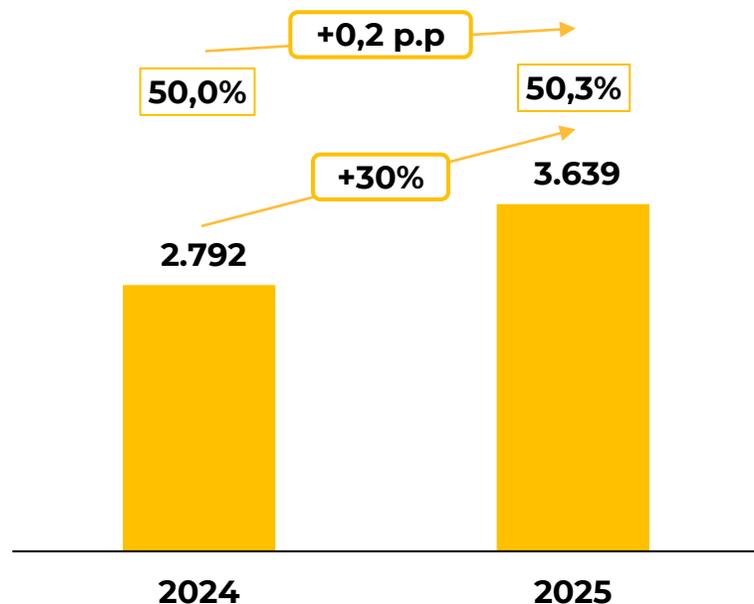
(R\$M)



- A receita líquida do 4T25 totalizou **R\$1,9 BI**, um sólido crescimento de **+26% vs. 4T24**, reflexo do aumento de 9% na base média de clientes Smart Fit próprias, impulsionado pela sólida expansão de 19% da rede e pela maturação dessas academias
- O ticket médio da Smart Fit próprias aumentou em **12% vs. 4T24**, com crescimento em todas as regiões de atuação
- Outros negócios apresentaram forte crescimento de **80% vs. 4T24**, com destaque para a robusta performance do TotalPass Brasil e consolidação da FitMaster
- Em 2025, a receita líquida ultrapassou o patamar recorde de R\$7,0 BI, atingindo **R\$7,2 BI (+30% vs. 2024)**.

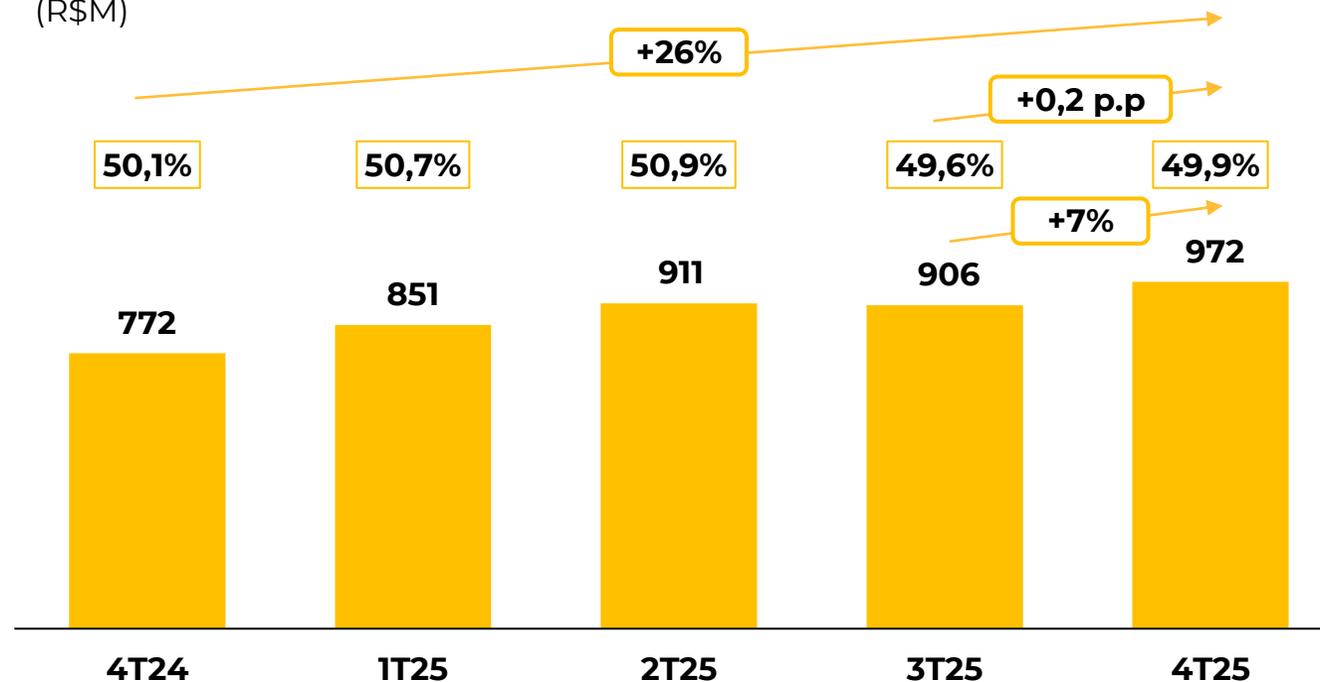
VARIAÇÃO DO LUCRO BRUTO CAIXA¹

(R\$M)



EVOLUÇÃO DO LUCRO BRUTO CAIXA

(R\$M)



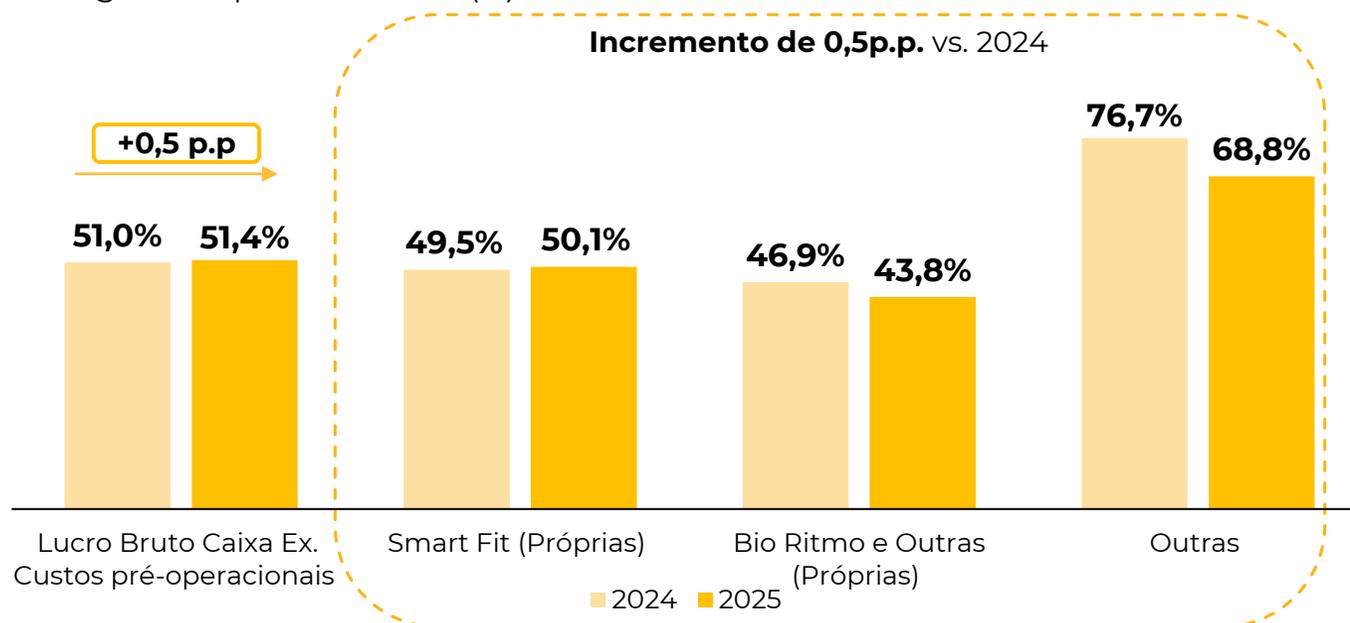
Lucro Bruto % Receita Líquida

- Lucro bruto caixa totalizou **R\$972 M** no 4T25, **+26% vs. 4T24**, resultado da maturação consistente das unidades inauguradas ao longo dos últimos dois anos e da manutenção do patamar de margem das unidades maduras
- A margem bruta caixa atingiu patamar de **49,9%** no 4T25 (-0,2p.p. vs. 4T24), reflexo do aumento dos gastos relacionados à abertura de novas unidades e do crescimento nos custos das unidades em processo de *ramp-up*.
- Em 2025, o lucro bruto caixa totalizou **R\$3,6 BI** (+30% vs. 2024), com uma margem bruta caixa de **50,3% (+0,2 p.p. vs. 2024)**.

MARGEM BRUTA CAIXA ANTES DOS CUSTOS PRÉ-OPERACIONAIS

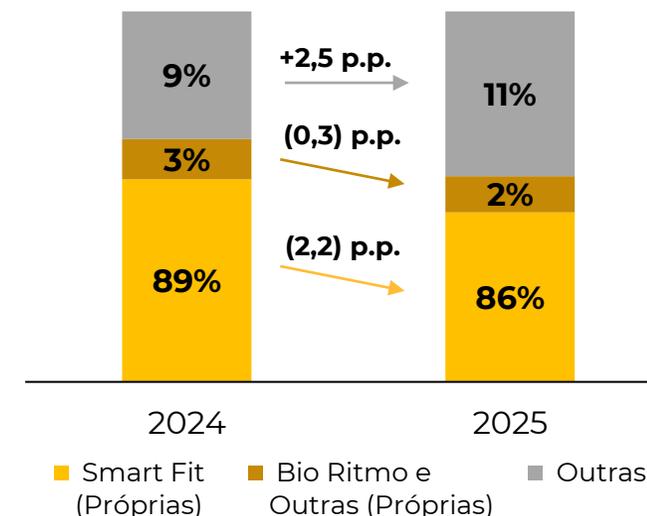
BREAKDOWN MARGEM BRUTA CAIXA ANTES DOS CUSTOS PRÉ-OPERACIONAIS

Por segmento | 2025 vs. 2024 (%)



LUCRO BRUTO CAIXA ANTES DOS CUSTOS PRÉ-OP

Por Segmento (%) e variação vs. 2024 (p.p.)



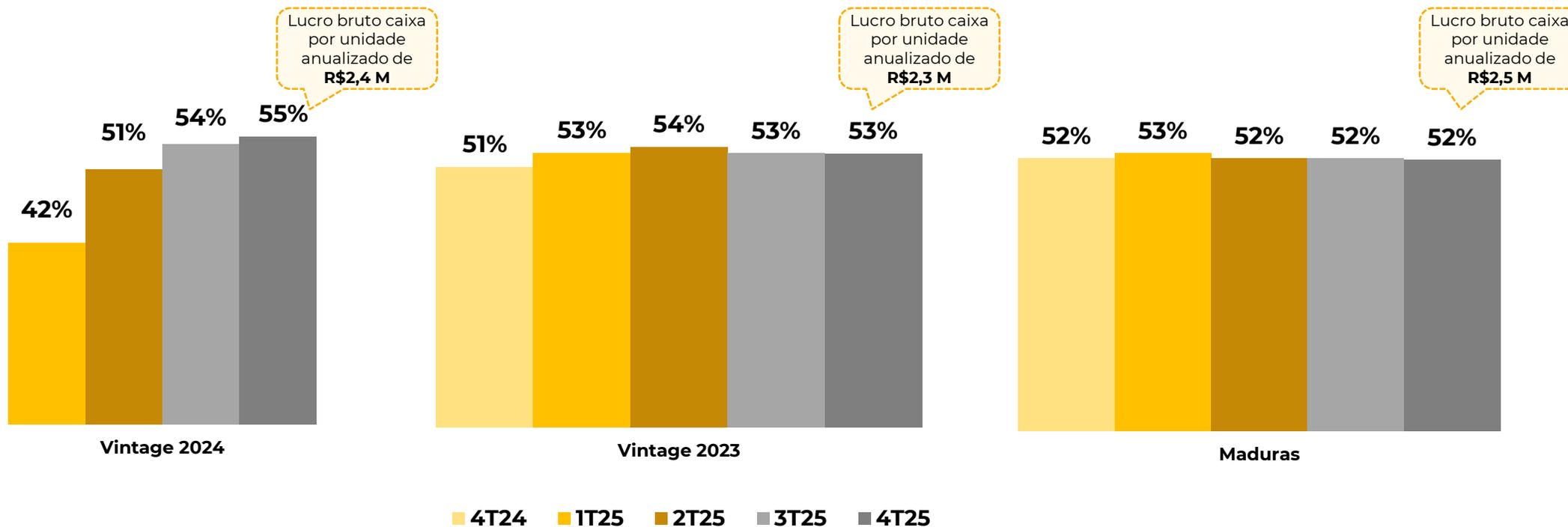
- Em 2025, a **margem bruta antes dos custos pré-operacionais da Smart Fit** expandiu 0,6p.p. vs. 2024, atingindo **50,1%**
- **Segmento “Outras” manteve o patamar de margem superior aos demais segmentos da Companhia**, encerrando o período em 68,8% (vs. 76,7% em 2024). Importante destacar que a margem do segmento foi impactada negativamente pela consolidação da FitMaster a partir do 2T25
- **Efeito positivo na margem bruta devido ao ganho de representatividade de “Outras”**, representando 11% do lucro bruto caixa antes dos custos pré-operacionais em 2025 (vs. 9% em 2024)



SÓLIDA MARGEM BRUTA DAS ACADEMIAS MADURAS

Margem das academias maduras¹ em 52%, em linha com os onze trimestres anteriores, e maturação das unidades inauguradas nos últimos anos consistente com o histórico

MARGEM BRUTA POR VINTAGE¹



(1) Unidade é considerada madura quando possui, ao menos, 24 meses no início do ano calendário. Considerando apenas unidades próprias da marca Smart Fit;

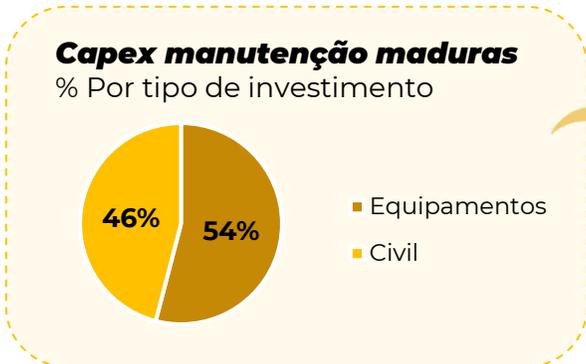


RETORNO SÓLIDO E CONSISTENTE POR ACADEMIA

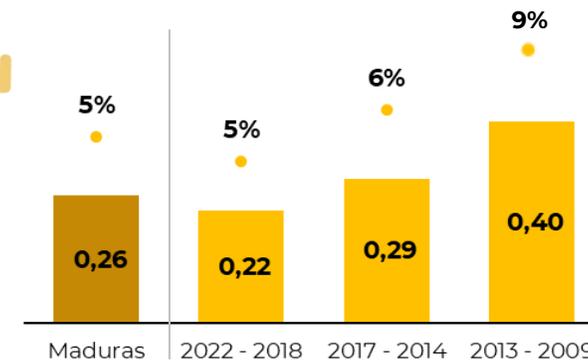
Alta rentabilidade com investimentos em manutenção que garantem a proposta de valor diferenciada ao longo dos anos. Depreciação atingindo 7% da receita líquida após 12 anos de operação

Academia Smart Fit R\$ Milhões em 2025	Maduras ¹	Maduras por vintage		
		2022-2018	2017-2014	2013-2009
Unidades	950	644	227	79
Receita Líquida	4,8	4,8	4,7	4,3
Lucro Bruto Caixa	2,5	2,6	2,4	2,1
Margem Bruta Caixa	52%	53%	50%	50%
Depreciação	(0,5)	(0,6)	(0,4)	(0,3)
(%) Deprec. / Rec. Líquida	(11%)	(13%)	(9%)	(7%)
NOPAT (SG&A de 18%, IR de 34%) ^{2,3}	0,7	0,7	0,7	0,7
Base de ativo fixo⁴	2,6	3,1	1,7	1,5
ROIC (MADURAS 2024)	28%	24%	42%	45%

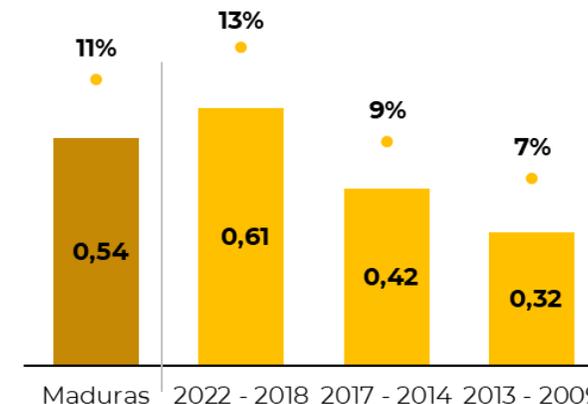
Vintage 2022: ROIC de 15%



CAPEX manutenção maduras¹
R\$ Milhões | Por academia | % da Rec. Líquida



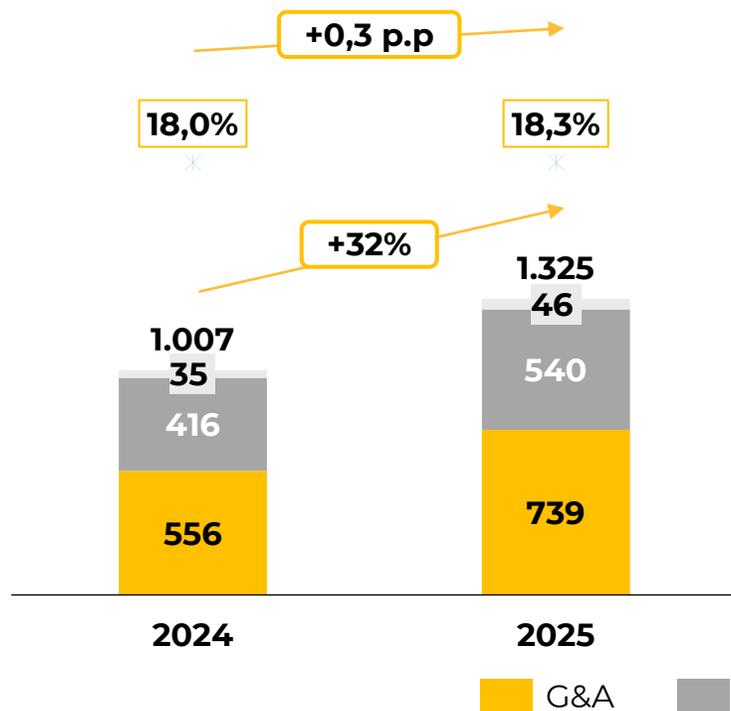
Depreciação maduras¹
R\$ Milhões | Por academia | % da Rec. Líquida



(1) Considera todas as 950 academias Smart Fit próprias maduras ao final do período de 2024; (2) De acordo com o somatório das despesas com vendas (excluindo os gastos pré-operacionais), gerais e administrativas e outras (despesas) receitas como percentual da receita líquida de 17,8% apurado ano de 2024; (3) Alíquota marginal de Imposto de Renda e Contribuição Social do Brasil de 34%; (4) Base de ativo fixo líquida, ao final do período, da depreciação acumulada

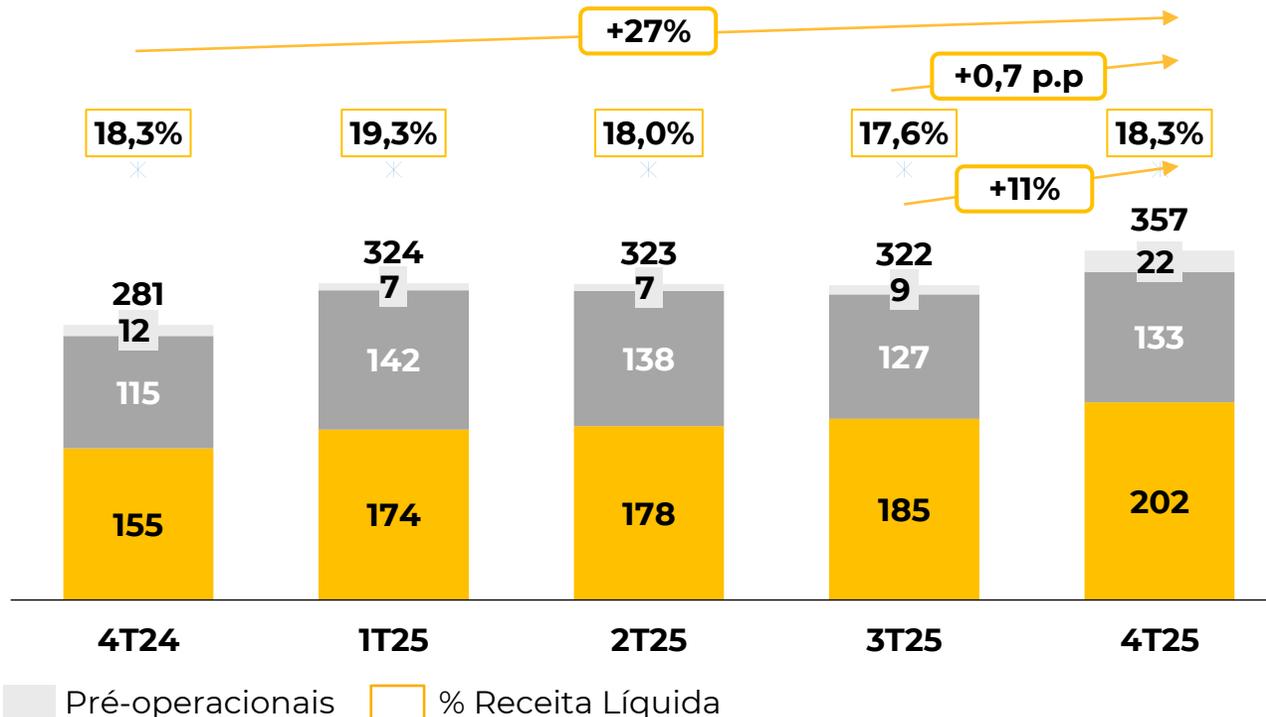
VARIAÇÃO DAS DESPESAS

(R\$M)



EVOLUÇÃO DAS DESPESAS

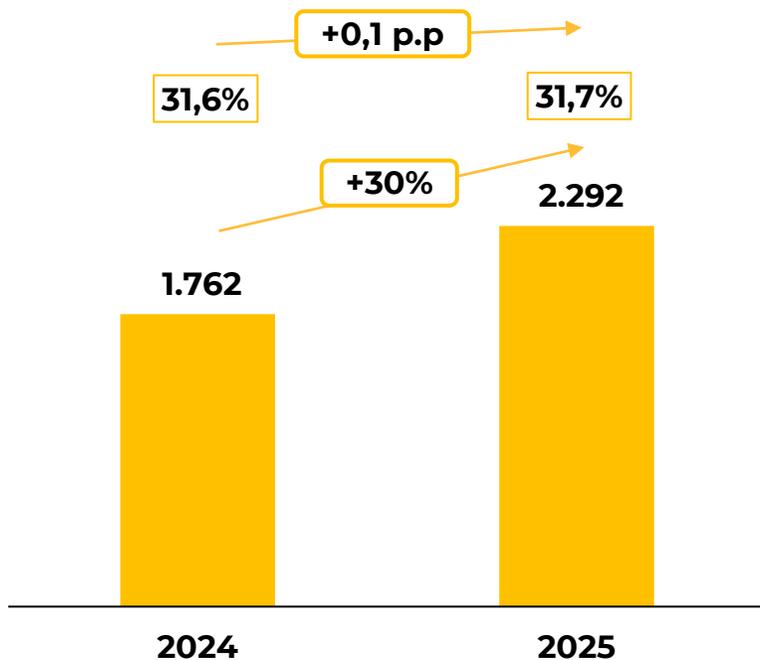
(R\$M)



- As despesas com vendas, gerais e administrativas totalizaram **R\$357 M** no 4T25, **+27% vs. 4T24**, representando 18,3% da receita líquida, em linha frente ao ano anterior
- As despesas gerais e administrativas totalizaram **R\$202 M** no 4T25, crescimento de **30% vs. 4T24**, sendo 10,4% da receita líquida. Esse desempenho reflete, principalmente, os maiores investimentos na estruturação de novos negócios
- As despesas com vendas totalizaram **R\$133 M no 4T25, +16% vs. 4T24**, representando **6,8% da receita líquida** (-0,6p.p. vs. 4T24)

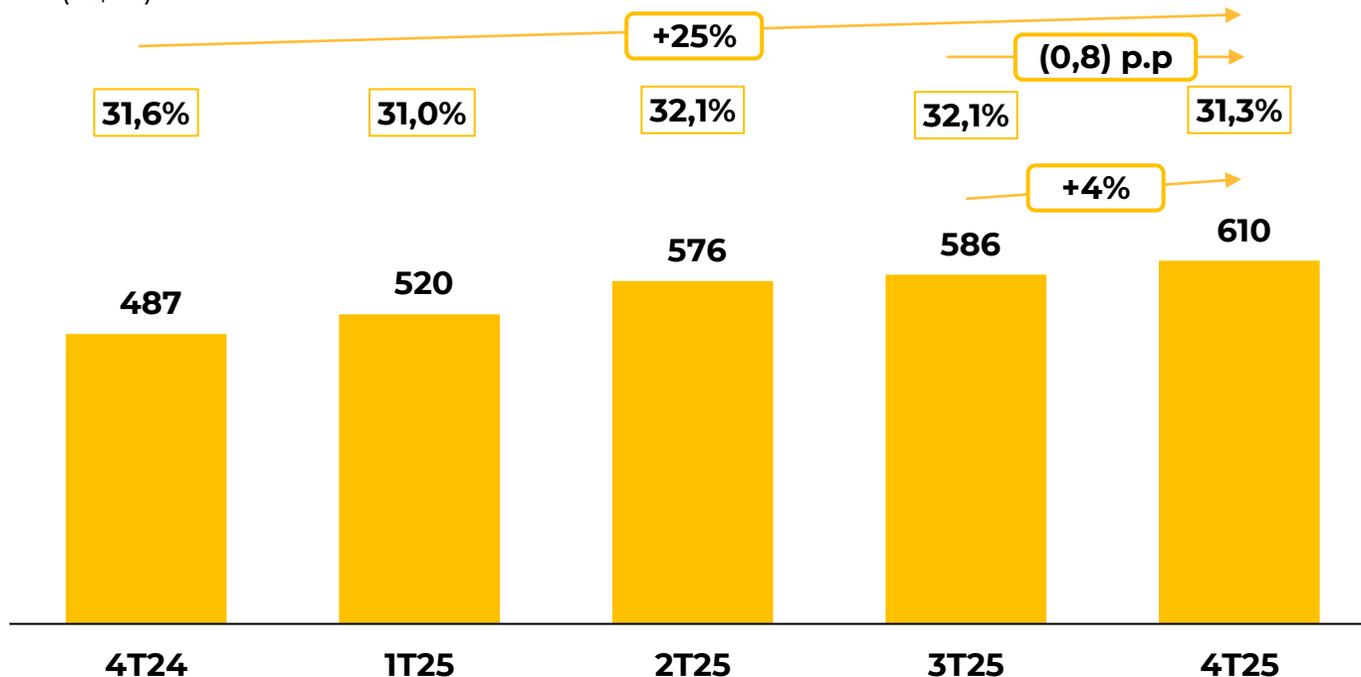
VARIAÇÃO DO EBITDA AJUSTADO

(R\$M)



EVOLUÇÃO DO EBITDA AJUSTADO

(R\$M)

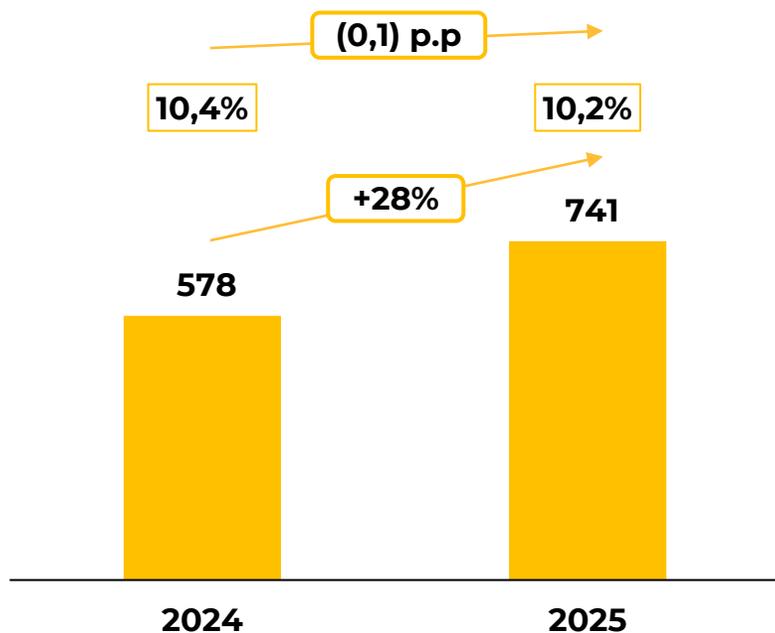


■ EBITDA □ % Receita Líquida

- EBITDA Aj. totalizou **R\$610 M** no 4T25, o maior nível já registrado para um trimestre, apresentando um expressivo crescimento de **+25% vs. 4T24** com margem de **31,3%**, estável **vs. 4T24**
- Em 2025, o EBITDA Aj. totalizou **R\$2,3 BI**, resultando em uma margem de **31,7%**
- O EBITDA antes dos gastos pré-operacionais totalizou **R\$669 M** no 4T25, crescimento de **+29%** frente ao 4T24, com margem de **34,3% (+0,6p.p. vs. 4T24)**

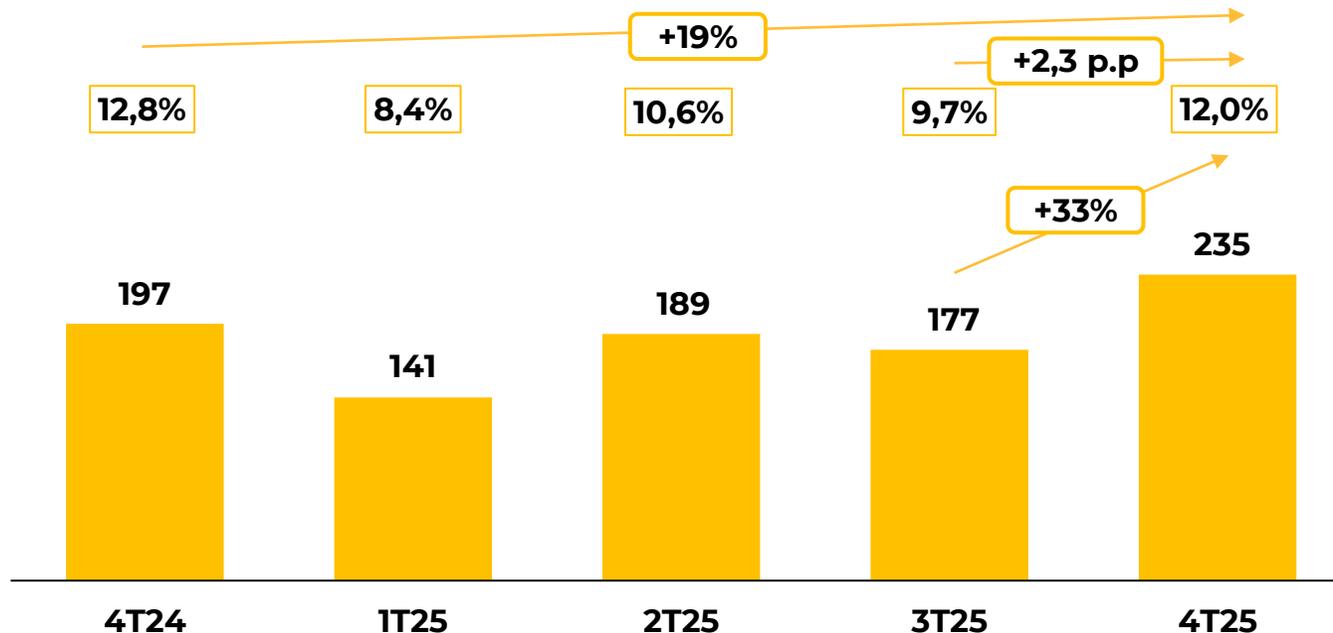
VARIAÇÃO DO LUCRO LÍQUIDO RECORRENTE

(R\$M)



EVOLUÇÃO DO LUCRO LÍQUIDO RECORRENTE

(R\$M)



■ Lucro Líquido Recorrente □ Margem Líquida Recorrente

- Lucro líquido recorrente cresceu **19% vs. 4T24**, totalizando **R\$235 M**. Esse crescimento, inferior ao do EBITDA ajustado, é explicado pelo aumento dos impostos das operações fora do Brasil devido ao impacto da TBU, sendo compensada pelo efeito positivo da maior distribuição de JCP
- Em 2025, o lucro líquido recorrente atingiu **R\$741 M**, com margem líquida recorrente de **10,2%**

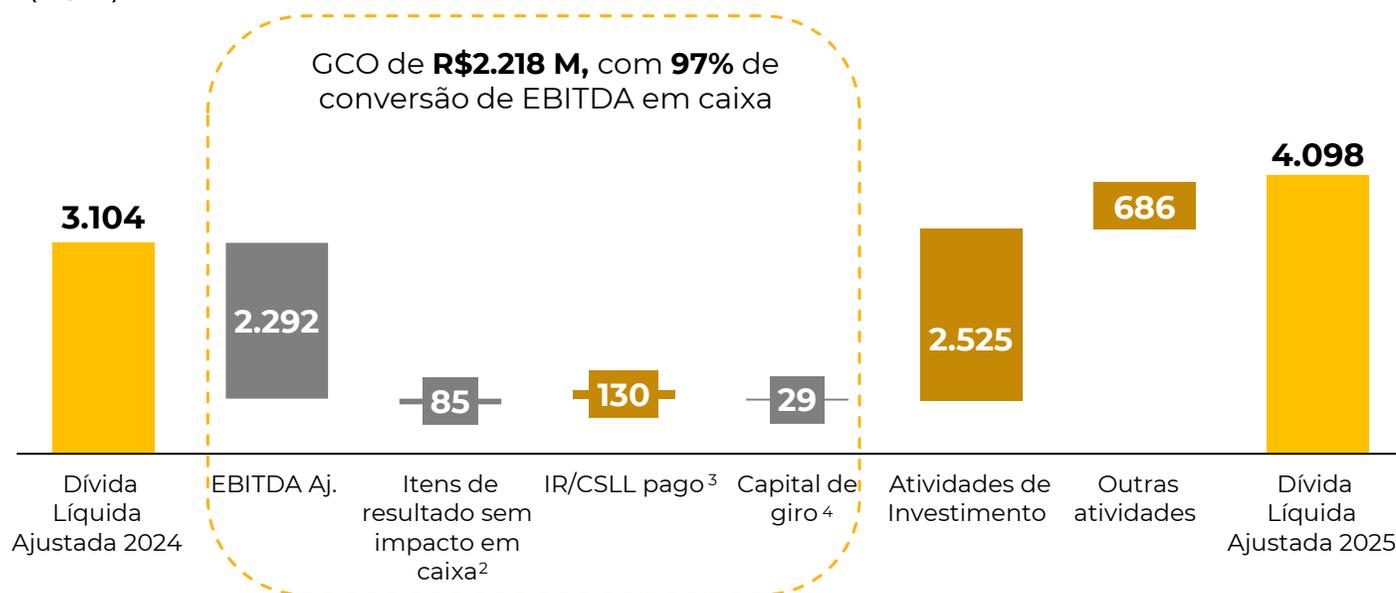


VARIAÇÃO DA DÍVIDA LÍQUIDA AJUSTADA E CAPEX

Alta conversão de EBITDA ajustado em caixa operacional com aceleração dos investimentos

VARIAÇÃO DA DÍVIDA LÍQUIDA AJUSTADA¹

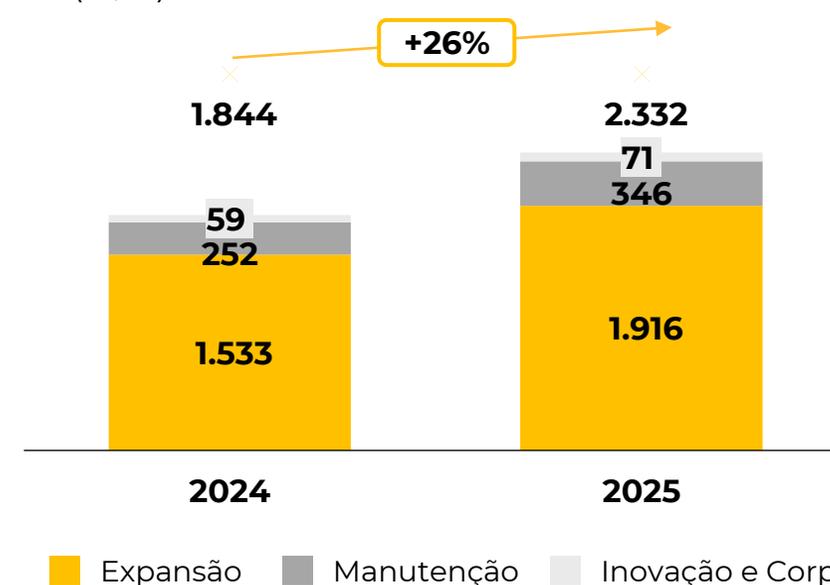
(R\$M)



- Aumento da dívida líquida de **R\$993 M** no ano
- Geração de caixa operacional de **R\$2.218 M**, com investimento de **R\$2.525 M**, sendo **R\$2.332 M** referentes ao **Capex**
- Outras atividades com adição de **R\$686 M** na dívida líquida ajustada

CAPEX⁵

(R\$M)



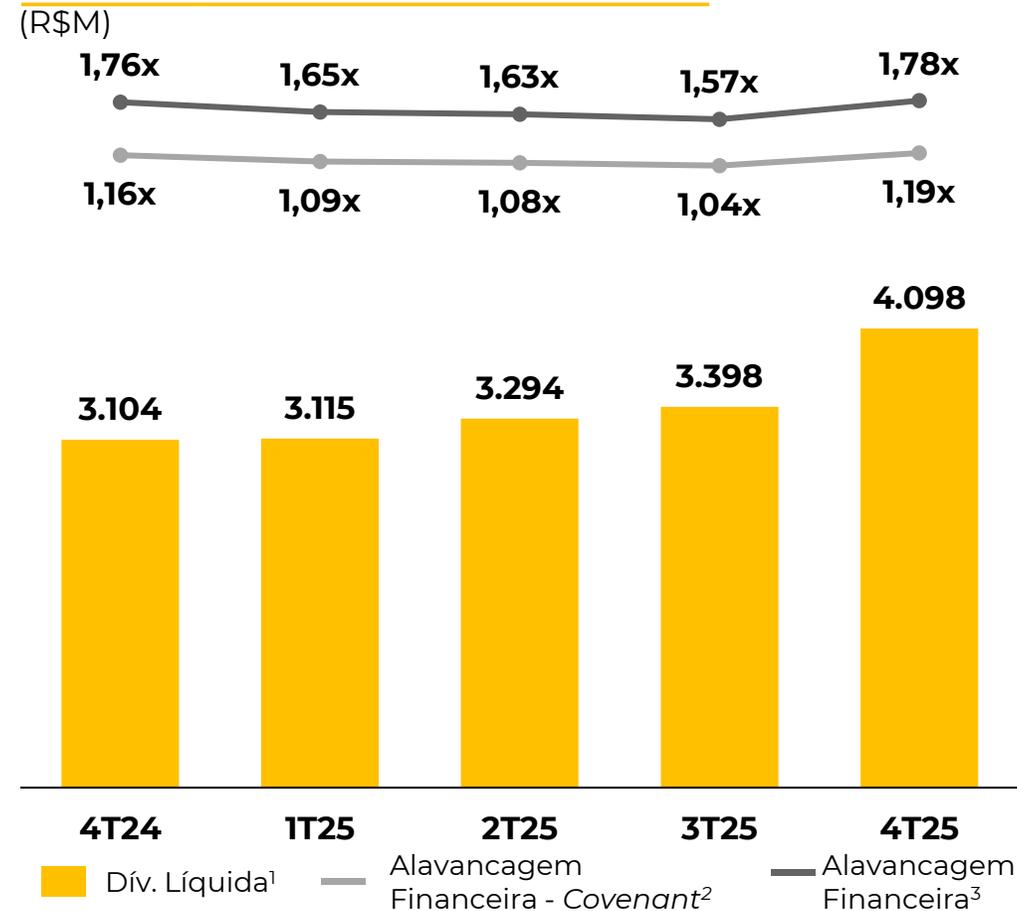
- Capex de **R\$2.332 M (+26%** vs. 2024).
- Capex de expansão cresceu **25%** vs. 2024, reflexo dos investimentos em aberturas de novas unidades. O capex por unidade foi de R\$6,3 M
- Capex de manutenção de **R\$346 M (+37%** vs. 2024) devido à estratégia de preservar a oferta de alto valor e ao aumento na quantidade de academias maduras.

(1) "Dívida Líquida Ajustada" utiliza a definição das debêntures da Companhia. Para mais detalhes, [vide escritura das debêntures](#); (2) Inclui principalmente equivalência patrimonial, baixa de ativos, receita diferida e provisões; (3) Inclui impostos sobre vendas e serviços; (4) A partir do 1T25, a Companhia passou a usar as variações no capital de giro conforme a Demonstração de Fluxo de Caixa das demonstrações financeiras; (5) Não considera investimentos em cessão de direito de uso relacionado a compra de pontos comerciais. A partir do 1T25, a Companhia passou a usar as variações no capital de giro conforme a Demonstração de Fluxo de Caixa das demonstrações financeiras.

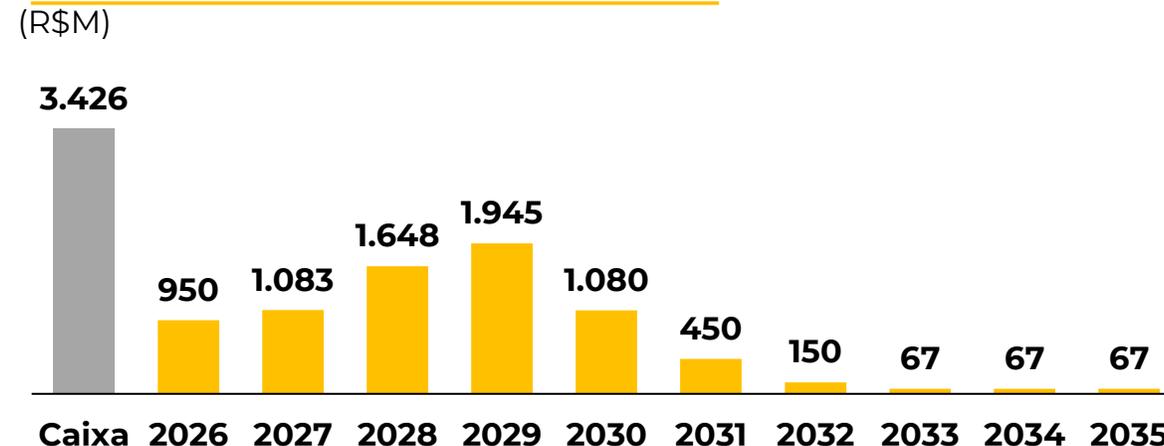
ALAVANCAGEM EM PATAMARES SAUDÁVEIS

Estrutura de capital diversificada entre as geografias de atuação, com gestão eficiente e ágil

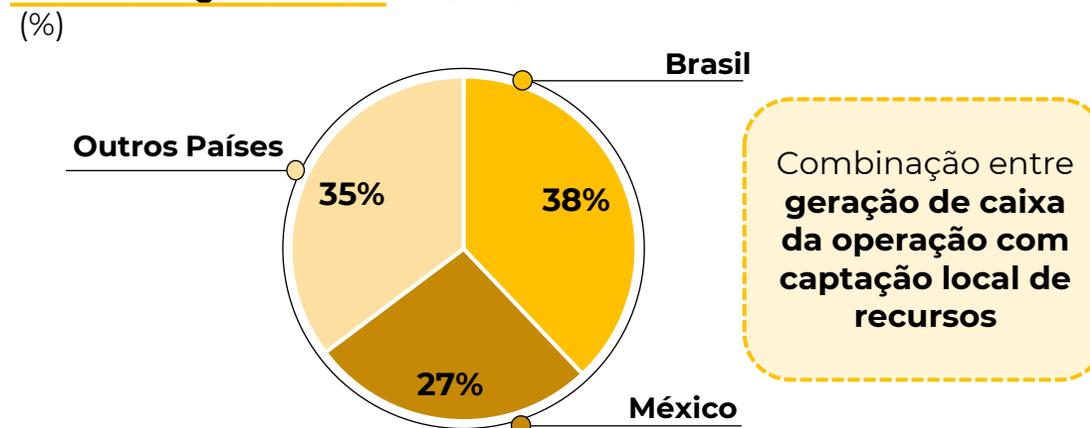
DÍVIDA LÍQUIDA AJUSTADA¹ E ALAVANCAGEM FINANCEIRA^{2,3}



FLUXO DE AMORTIZAÇÃO DA DÍVIDA BRUTA⁴



DÍVIDA LÍQUIDA POR REGIÃO



(1) "Dívida Líquida" utiliza a definição das debêntures da Companhia. Para mais detalhes, [vide escritura das debêntures](#);

(2) Indicador "Alavancagem Financeira - Covenant" considera o indicador "Dívida Líquida Ajustada" dividido pelo "EBITDA LTM", utilizando a definição de dívida líquida e EBITDA das debêntures da Companhia;

(3) Indicador "Alavancagem Financeira" considera o indicador "Dívida Líquida Ajustada", utilizando a definição das debêntures da Companhia, e o indicador "EBITDA LTM", desconsiderando os efeitos do IFRS16 em relação aos arrendamentos mercantis referentes a aluguel das academias e escritórios;

(4) "Dívida Bruta" considera empréstimos, financiamentos e arrendamento operacional (excluindo arrendamento de imóveis) com instituições financeiras, de curto e longo prazo ao final de 2025.

Instruções:

- Para fazer perguntas, clique no ícone **Q&A** na parte inferior da tela.
- Ao ser anunciado, uma solicitação para ativar seu microfone aparecerá na tela e, então, você deve ativar o seu microfone para fazer perguntas.
- Orientamos que as perguntas sejam feitas todas de uma única vez.



EARNINGS
PRESENTATION
4Q25

BIO RITMO



BE



N STUDIOS

TOTALPASS

QUEIMA
DIÁRIA



This presentation contains forward-looking statements related to the Company that reflect the current view and/or estimates of the Company and its Management regarding its future performance, businesses and events. Forward-looking statements include, but are not limited to, any statement that contains forecasts, estimates and projections about future results, performance or objectives, as well as terms such as "we believe", "we anticipate", "we expect", "we estimate", "we forecast" and other similar expressions. These forward-looking statements are subject to risks, uncertainties and future events. We caution investors that diverse factors may cause actual results to differ significantly from these plans, objectives, expectations, projections and intentions expressed in this presentation. Under no circumstances will the Company, its subsidiaries, directors, executive officers, agents or employees be liable to third parties (including investors) for any investment decision taken based on information and statements in this presentation, or for any damage caused by such decision, related to or specifically based on such information or statements. Information about competitive position, including market forecasts throughout this presentation, and information on the market potential in which the Company operates, was obtained through internal research, market surveys, information available in public domain and business publications. This presentation and its contents are the property of the Company and cannot be partially or totally reproduced or circulated without prior written consent from the Company.



4Q25 HIGHLIGHTS

- > **RECORD OF 341 UNITS ADDED AND SOLID GROWTH OF 20% IN THE CLUB NETWORK, TOTALING 2,084 UNITS IN 16 COUNTRIES IN 4Q25**
- > **NET REVENUE WITH STRONG GROWTH OF 26% VS. 4Q24 AND 30% VS. 2024**
- > **CASH GROSS MARGIN BEFORE PRE-OPERATING COSTS¹ OF 51.8% IN 4Q25, +0.3p.p. VS. 4Q24, COMBINING STABLE MARGIN OF MATURE CLUBS² AND CONSISTENT RAMP-UP OF NEW VINTAGES**
- > **ADJUSTED EBITDA³ OF R\$610 M IN 4Q25 (+25% VS. 4Q24), WITH ROBUST OPERATING CASH GENERATION OF R\$600 M, A HIGH CONVERSION RATE OF 98%**
- > **STRONG GROWTH OF 19% VS. 4Q24 IN RECURRING³ NET INCOME, TOTALING OF R\$235 M IN 4Q25, WITH A RECURRING NET MARGIN OF 12.0%**





SMART FIT GROUP: A STRONG AND UNIQUE BRAND PORTFOLIO



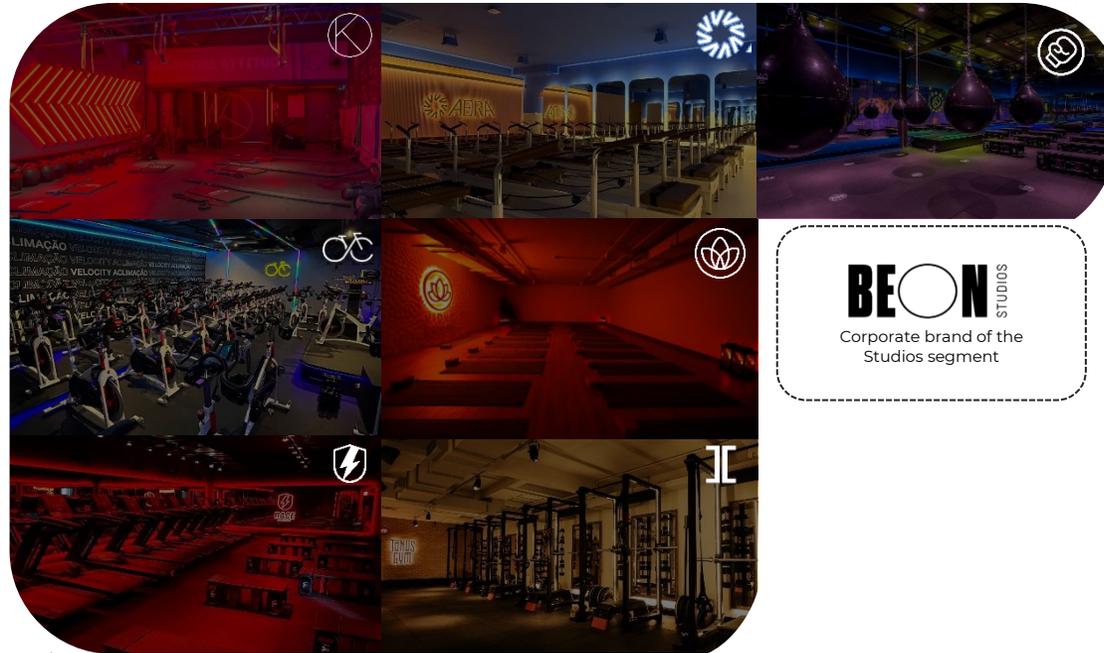
Brands that connect people, technology and purpose, transforming the way people engage with fitness



CLUBS



STUDIOS



BEON STUDIOS
Corporate brand of the Studios segment

AGGREGATOR



TP's STRATEGIC ROLE

TotalPass reinforces the Group's value proposition.



NET REVENUE BREAKDOWN



SMART FIT-OWNED CLUBS ACCOUNT FOR 89% OF THE GROUP'S NET REVENUE (vs. 91% in 2024)

In addition to the business units mentioned, the Company also includes other businesses, most notably Queima Diária and FitMaster.



SMART FIT GROUP: OPERATIONAL HIGHLIGHTS EM 2025

Record expansion, strengthening of the brands and evolution of the Company's ecosystem

CLUBS



- **More than 2,000 clubs** in 16 countries
- **Record** expansion (337 clubs added)
- Entry into a **new continent** with clubs opening in Morocco
- **Accelerated expansion** in strategic markets

BIO RITMO

- **Accelerated** network expansion with 6 openings
- **Strategic brand** repositioning
- **Product evolution**, with a focus on the premium experience

STUDIOS



- **Completion of the integration** of Velocity
- Launch of a **new Pilates concept**
- Experiential marketing initiatives to strengthen the sense of community

AGGREGATOR

TOTALPASS

- **Expanded network reach** with more than 40,000 clubs registered in Brazil and Mexico
- Expansion of **brand awareness** among relevant audiences
- **A high-growth vertical and an important competitive advantage**

DEVELOPMENTS ACROSS THE MAIN BRANDS OF THE ECOSYSTEM, CONSOLIDATING THE GROUP AS THE LEADING FITNESS & WELLNESS PLATFORM



RECORD EXPANSION IN 2025, MAINTAINING PACE INTO 2026

The solid expansion reinforces the consistency of the strategy and execution

2025 MARKS ANOTHER YEAR OF STRONG CLUB EXPANSION



RECORD EXPANSION IN 2025

GUIDANCE 2025



341 clubs added, +12% vs. 2024



CLUB NETWORK DOUBLED SINCE 2021

18% CAGR²¹⁻²⁵, one of the highest globally

Expansion by region: Network at the end of 2025

Brazil



+161 (+20%)
984 clubs

Other Countries



+110 (+21%)
635 clubs

Mexico



+70 (+18%)
465 clubs

2,084 Total # of clubs
(+20% vs. 2024)



BIO RITMO



2025 expansion increased the Company's reach

79

Cities with **5 or more Smart Fit Clubs**

+80

New municipalities, totaling presence in more than 550 cities

35%

of additions in **cities with more than 1 million inhabitants**, accounting for 49% of the club base

2026 GUIDANCE¹

OUTLOOK FOR CONTINUED STRONG EXPANSION

330 – 350
Clubs

Growth of network in **16-17% vs. 2025**

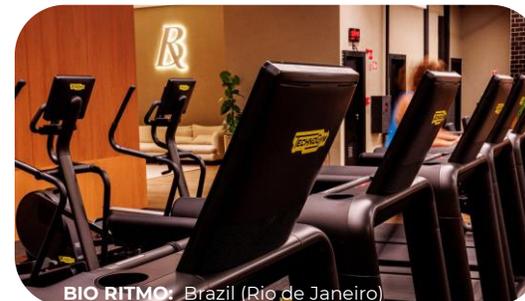
- ✓ Consistent performance of mature clubs
- ✓ Growing fitness demand
- ✓ Ramp-up performance of new vintages
- ✓ Solid team know-how
- ✓ Disciplined capital allocation



SMART FIT: Argentina (Rosario)



SMART FIT: Mexico (Cabo San Lucas)



BIO RITMO: Brazil (Rio de Janeiro)



NATION: Brazil (São Paulo)

(1) As disclosed in the Material Fact released on March 11, 2026



SMART FIT: A REMARKABLE YEAR FOR THE BRAND

The year was marked by a new record of openings, the beginning of operations in a new continent, and the acceleration of growth in strategic markets



Brand with 2,048 clubs
of which 952 are in Brazil, 465 in Mexico and 631 in Other Countries



Accelerated expansion
New record (+337), accelerating in strategic markets (Brazil and Argentina)



Branding
Continued investment in brand, keeping Smart Fit as the top-of-mind brand in clubs



Evolution of the product
Continued expansion and modernization of equipment and products



Customer experience
NPS of 73 in Dec/25 (vs. 72 in Dec/24)



Growth opportunity
Highly scalable model, with extensive whitespace.

ACCELERATED GROWTH WITH IMPROVED PROFITABILITY

1st

CLUB NETWORK TO REACH MORE THAN 2,000 CLUBS IN LATIN AMERICA

PRESENCE IN 16 COUNTRIES

with 15 in Latin America and 1 in Africa (entry into Morocco in 2025)



SMART FIT: Brazil (Goiás)



SMART FIT: Morocco (Casablanca)

+0.6p.p.

CASH GROSS MARGIN EXPANSION EX-PRE-OPERATING COSTS¹ IN 2025 VS. 2024

(1) Cash Gross Margin ex-Pre-Operating excludes the effects of IFRS 16/CPC06 (R2) and costs related to the opening of new units.



BIO RITMO: NEW STRATEGIC CYCLE IN 2025

Resumption of expansion, brand repositioning with product redesign, enhancing the customer experience



Brand with 34 units

Including 28 owned clubs and 6 franchises



Accelerated expansion

6 gross openings, including entry into Chile and Peru



Branding

Brand repositioning, expanding customer experience and increasing community engagement



Product redesign

Differentiated equipment and evolution of the architectural concept, aligned with global trends



Customer experience

Personalized service, exclusive offerings, and an integrated health and wellness journey



Growth opportunity

Strategy supported by clear positioning, strong brand recognition, and product differentiation



BRAZIL: Rio de Janeiro



BRAZIL: São Paulo

BRAND AWARENESS

Brand image evolution through **new campaigns and positioning**



BRAND EXPERIENCE

Experiences **inside and outside the clubs**



Brand Experience Event - Copacabana Palace

Wellness Morning - Villa-Lobos Park

New Year's Event - Carneiros



STUDIOS: CONSOLIDATION OF BRANDS AND STRONG GROWTH

Asset-light operating model with unique competitive advantages



Brand with 180 units and 270 rooms

Including 154 franchises and 26 owned clubs



Accelerated expansion

45 new units, adding more than 90 rooms, mostly through franchising



Branding

Consolidation of the 7 brands into their respective modalities



Product redesign

Relaunch of Pilates, now under the Aera Pilates brand, with a more modern concept



Customer experience

Enhancing fluidity of the member journey and overall experience



Growth opportunity

Studios as a “third space”, strengthening the sense of community

INTEGRATION FOLLOWING VELOCITY'S ACQUISITION

Expansion of the **franchisee network**, leveraging growth



BRAND EXPERIENCE

Strengthening the **sense of community**, engagement, and recurrence



Race Run Club

Vidya Sessions

BEON LAUNCH IN 2026

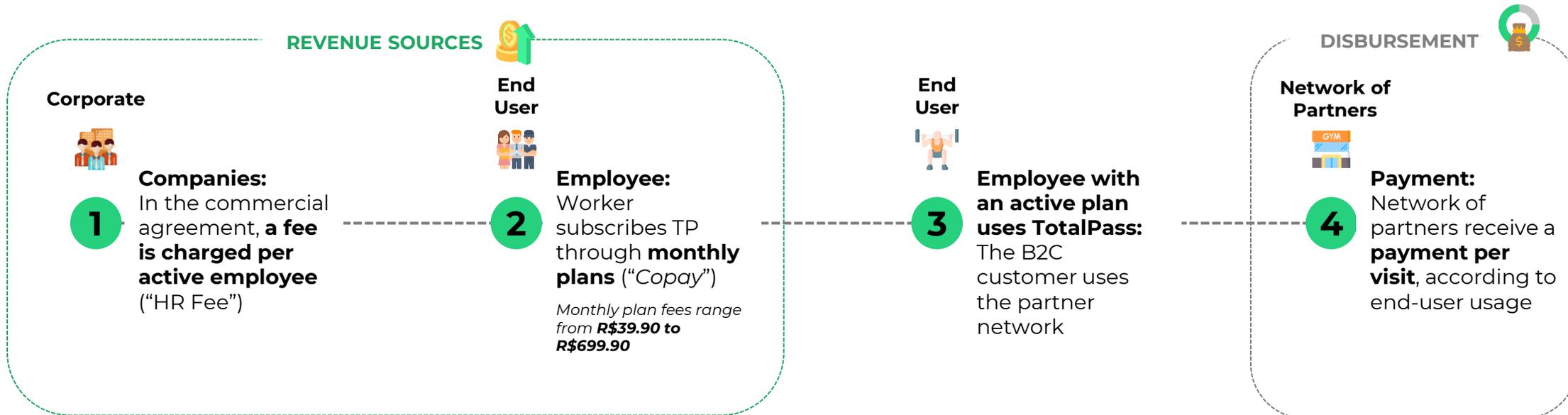
BEON, the corporate brand for Studios, was created to enhance integration between brands and improve the customer journey





TOTALPASS CONTRIBUTES TO AN INTEGRATED BRAND STRATEGY

Asset-light B2B2C business model



- ✓ TotalPass **expands the addressable market** of the fitness segment, adding **new revenue streams**;
- ✓ **Strong brands and unique capillarity** drive TotalPass's growth;



TOTALPASS CONTRIBUTES TO AN INTEGRATED BRAND STRATEGY

Unique competitive advantages, driving growth and market share gains



TOTALPASS IN NUMBERS BRAZIL IN 2025

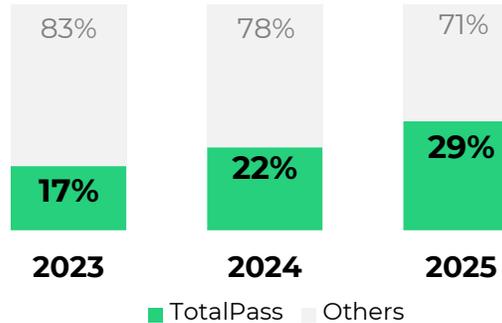
Capillarity Expansion

+32,000
Partner Clubs
+52% vs. 2024

~1,900
Cities
+36% vs. 2024

MARKET SHARE OF USERS (BR)

Sensor Tower: Monthly Active Users (MAU)



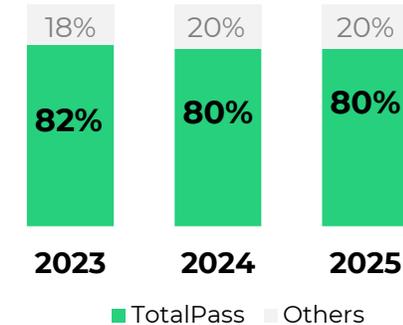
TOTALPASS IN NUMBERS MEXICO IN 2025

Capillarity Expansion

+8,000
Partner Clubs
+46% vs. 2024

MARKET SHARE OF USERS (MX)

Sensor Tower: Monthly Active Users (MAU)



BRAND AWARENESS

First large-scale brand campaign focused on B2C, with broad reach



TOTALPASS

» **FAZ TOTAL SENTIDO FAZER TOTALPASS**

BRAND POSITIONING

Orla TotalPass, located in Parque Villa Lobos (SP), is a space to take care of physical, mental and social health



1.7
Million

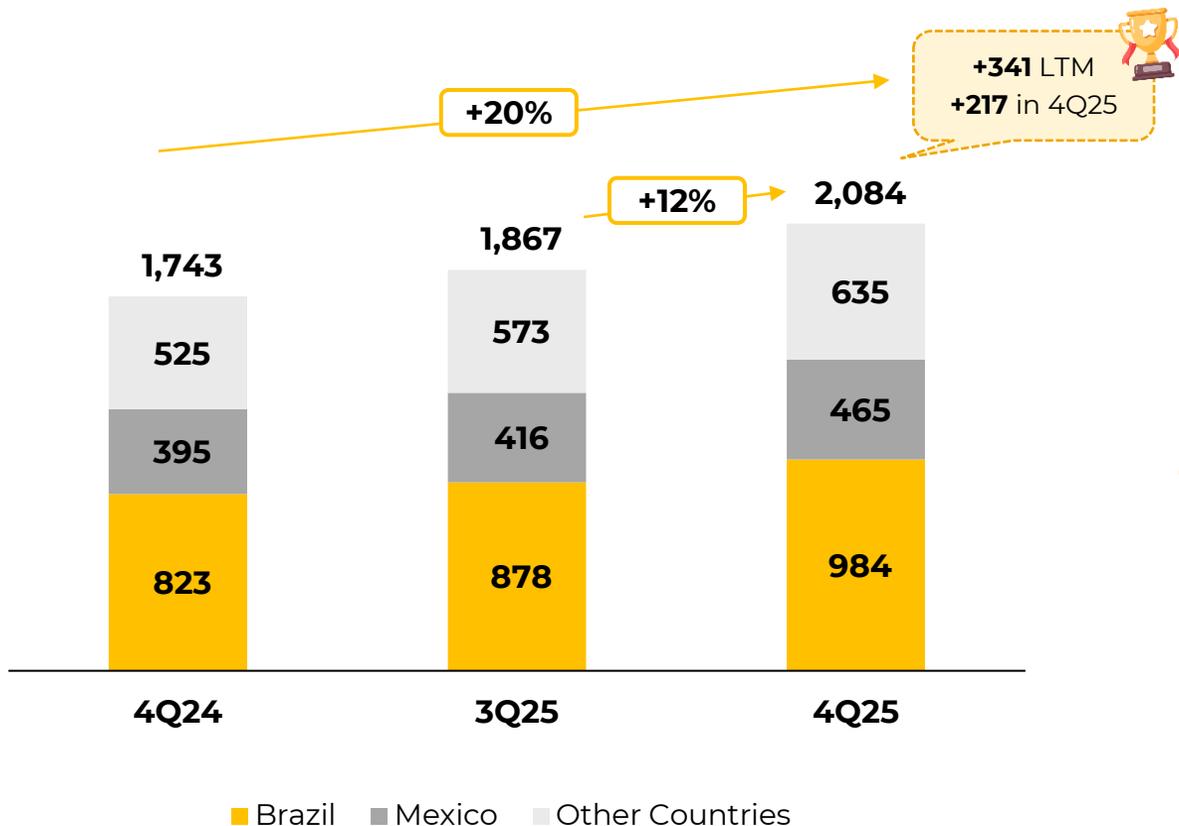
End Users
(+62% vs. 2024)



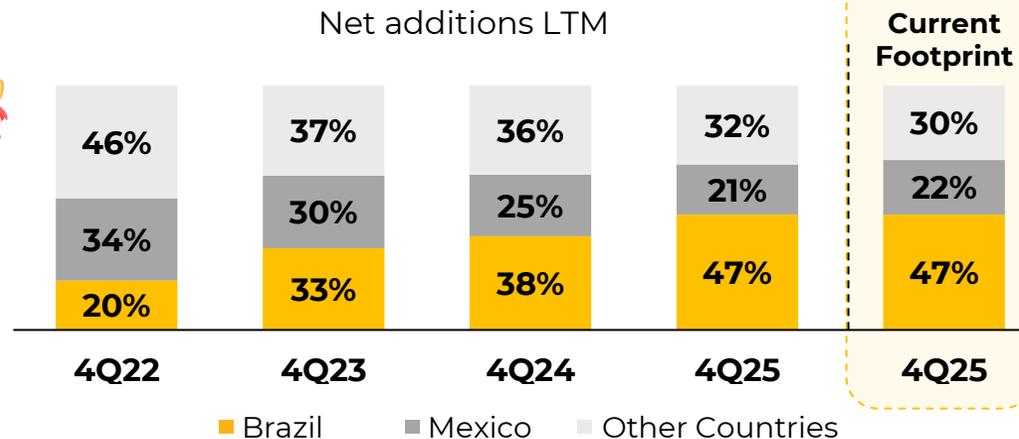
EXPANSION OF CLUB NETWORK

Addition of 341 clubs in 2025, including entry into a new country, totaling 2,084 in 4Q25

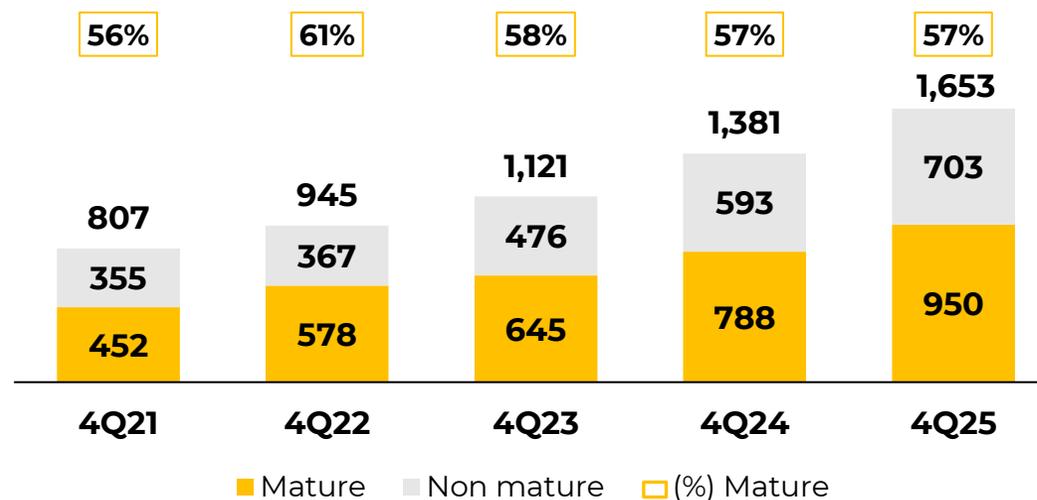
GROWTH IN NUMBER OF CLUBS¹



BREAKDOWN OF CLUB NETWORK BY REGION



EVOLUTION OF SMART FIT OWNED CLUB NETWORK BY AGING²



(1) Considers all the Company's clubs (does not consider Studios); (2) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year.

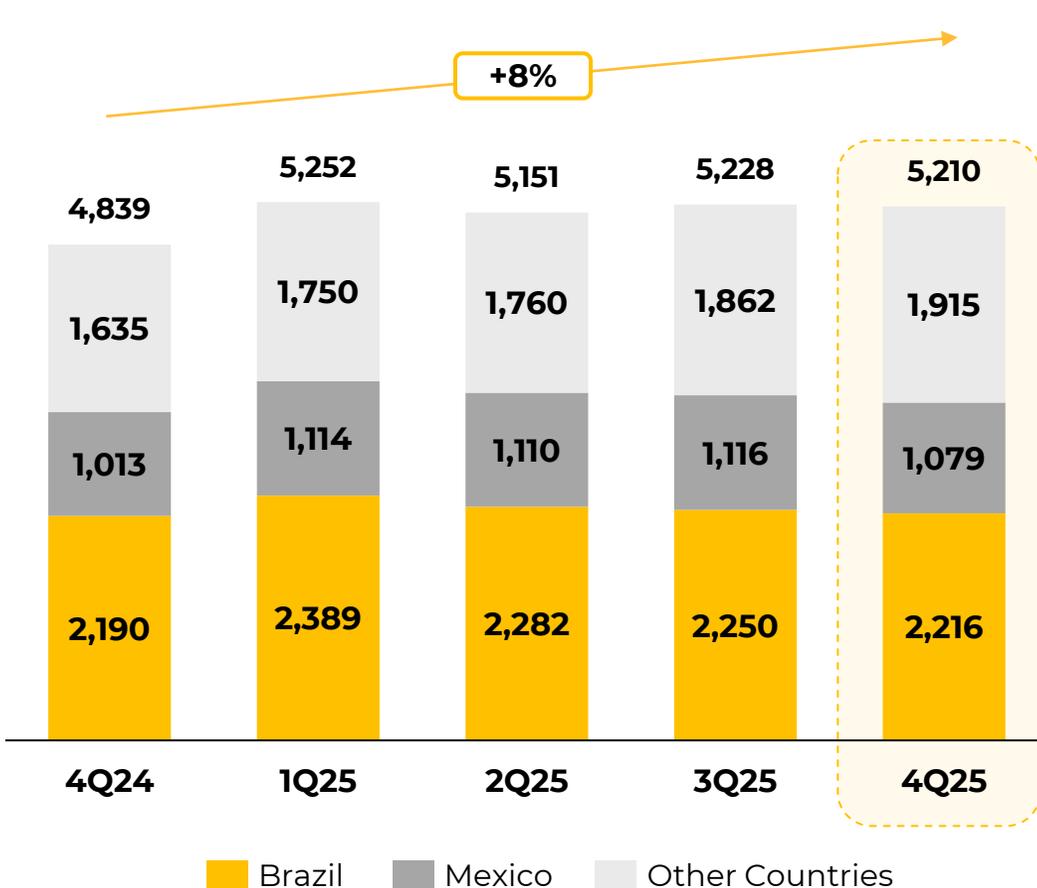


CONTINUOUS INCREASE IN MEMBER BASE AND REVENUE

In 4Q25, the member base in clubs exceeded 5.2 M (+8% vs. 4Q24)

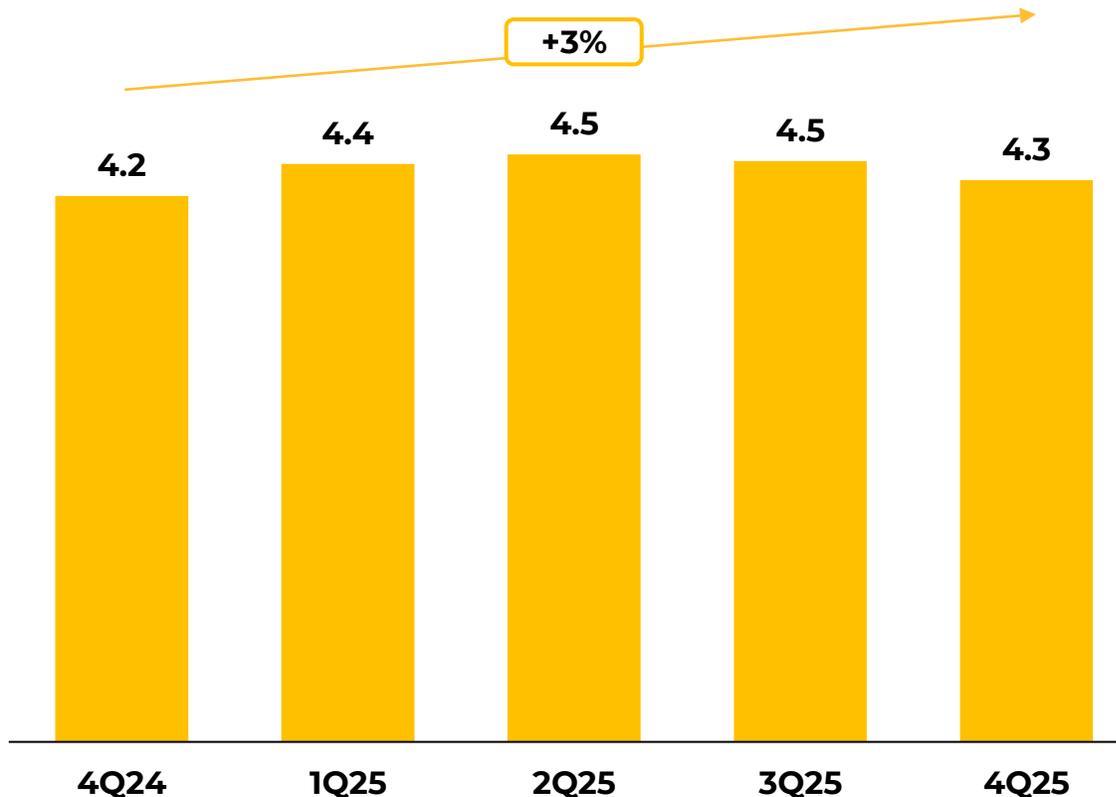
MEMBER BASE IN CLUBS¹

(#'000 end of period)



AVERAGE NET REVENUE PER SMART FIT OWNED CLUB (ANNUALIZED)

(R\$ million)



In 4Q25, the annualized average net revenue per owned club increased by **3% vs. 4Q24**, driven by **increases in both the average number of members and the average ticket price**

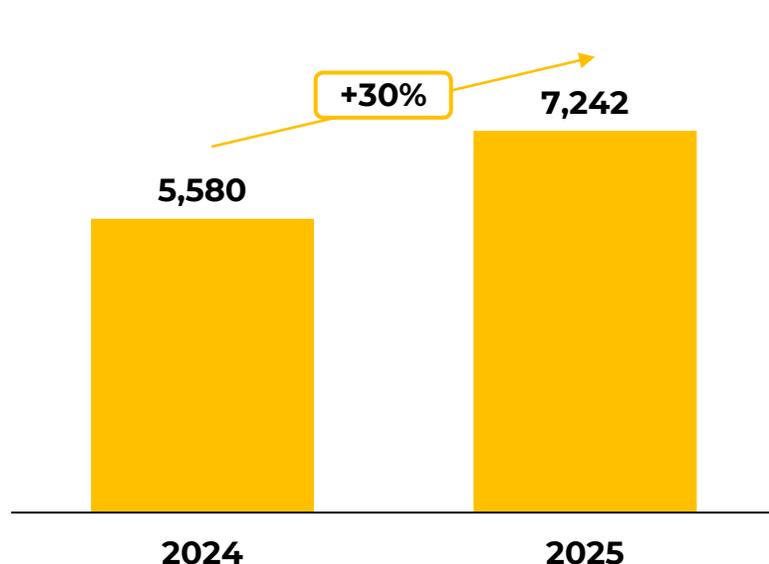
(1) Member base in clubs does not include TotalPass members



NET REVENUE

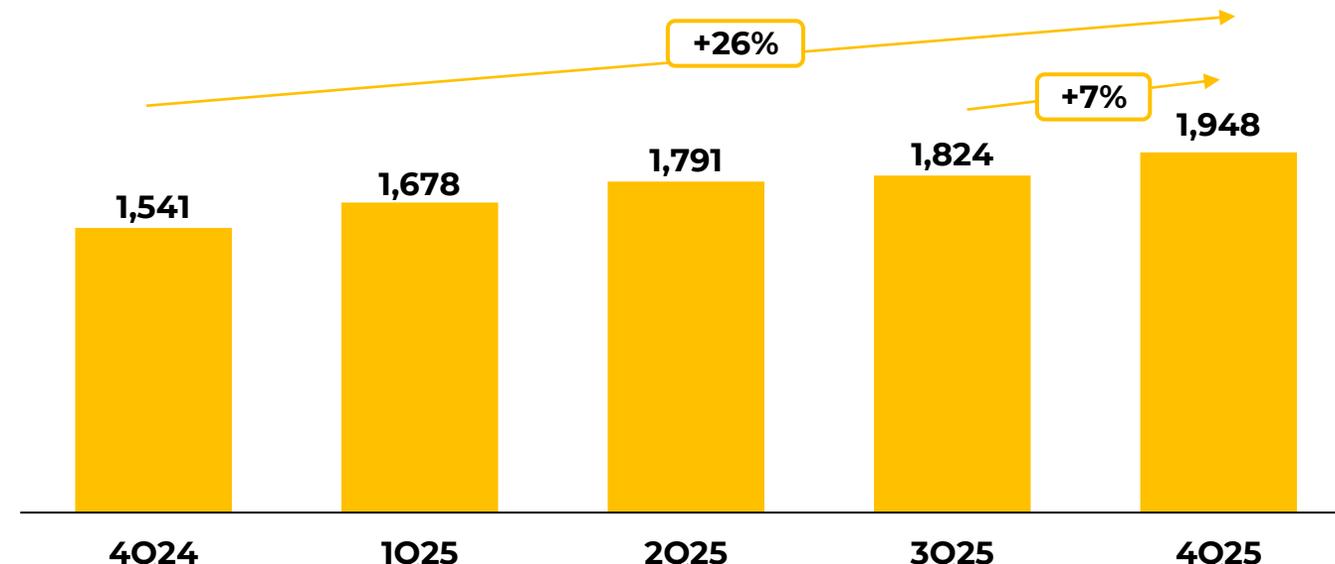
VARIATION IN NET REVENUE

(R\$ million)



EVOLUTION OF NET REVENUE

(R\$ million)



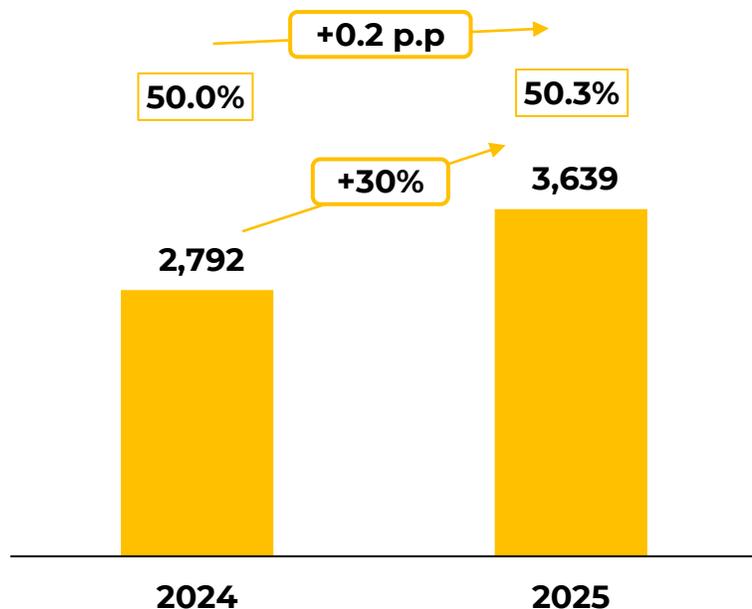
- Net revenue totaled **R\$ 1.9 BN** in 4Q25, a solid **26% increase vs. 4Q24**, reflecting the 9% growth in the average member base of Smart Fit-owned clubs, driven by the strong 19% expansion of the network and the maturation of these clubs
- In addition, the average ticket **increased by 12%** compared to the same period last year, with growth across all regions
- It is also worth highlighting **“Others” segment**, which posted a **strong growth of 80% vs. 4Q24**, due to the strong performance of TotalPass Brazil, as well as the consolidation of FitMaster
- In 2025, net revenue surpassed the record level of R\$ 7.0 billion, reaching **R\$ 7.2 BN, +30% vs. 2024**



CASH GROSS PROFIT

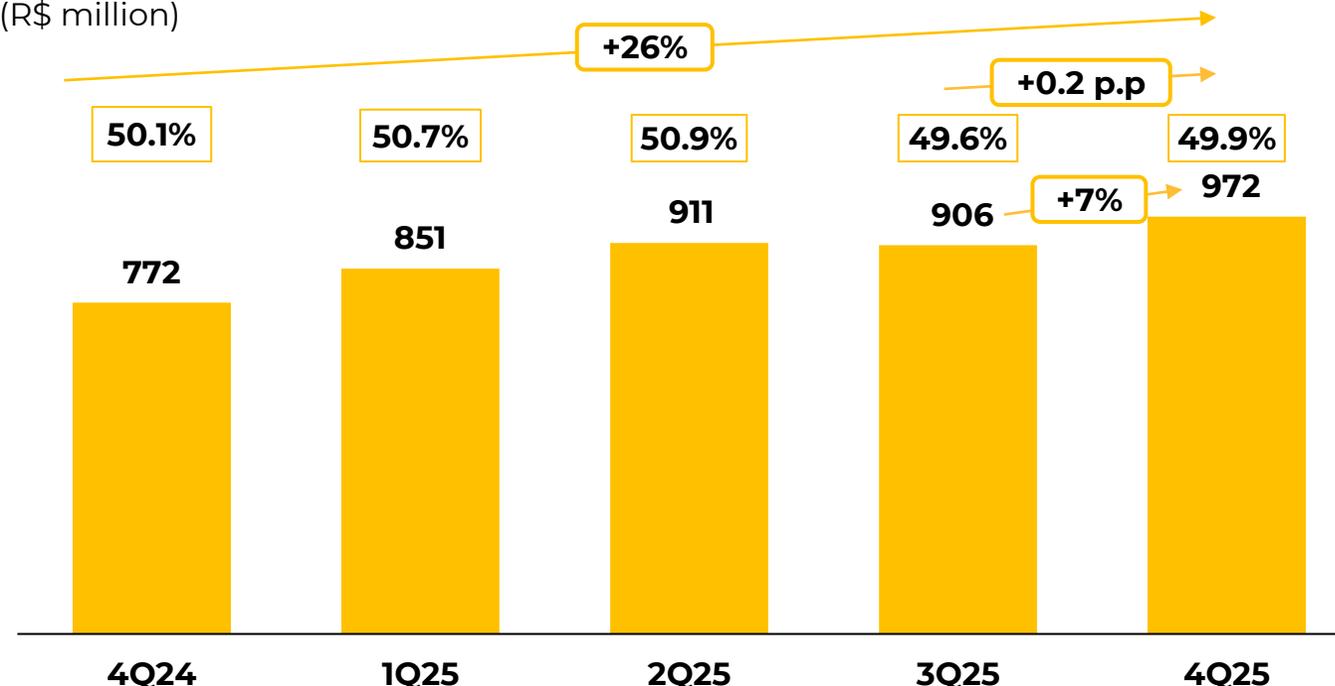
VARIATION IN CASH GROSS PROFIT ¹

(R\$ million)



EVOLUTION OF CASH GROSS PROFIT

(R\$ million)



■ Gross Profit □ % Net Revenue

- Cash gross profit reached **R\$972 M** in 4Q25, **+26% vs. 4Q24**, reflecting the consistent maturation of units opened over the last two years and the sustained margin levels of the mature units in the period
- Cash gross margin reached **49.9%** in the quarter, (-0.2p.p. vs. 4Q24), reflecting higher expenses related to the opening of new units and the increase in costs of units in the ramp-up phase
- In 2025, cash gross profit totaled **R\$3.6 BN** (+30% vs. 2024), resulting in a cash gross margin of **50.3% (+0.2 p.p. vs. 2024)**

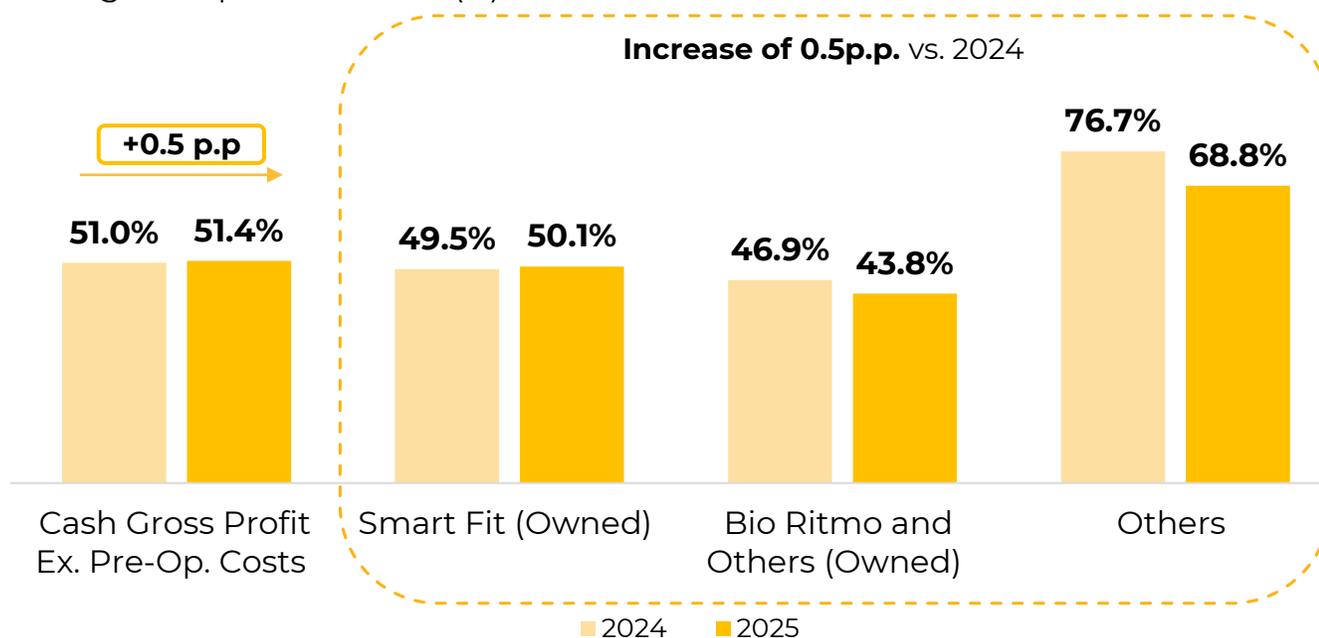
(1) For a better analysis of the performance of our operations, all indicators exclude the effects of IFRS-16, depreciation and amortization.



CASH GROSS MARGIN BEFORE PRE-OPERATING COSTS

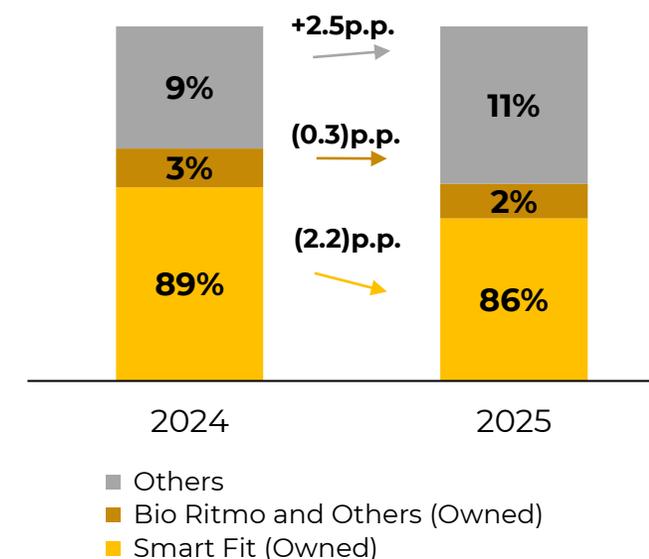
CASH GROSS MARGIN BEFORE PRE-OPERATING COSTS BREAKDOWN

Per segment | 2025 vs. 2024 (%)



CASH GROSS PROFIT BEFORE PRE-OP

Per Segment (%) and variation vs. 2024 (p.p.)



- In 2025, Smart Fit's **gross margin before pre-operating costs expanded 0,6p.p. vs. 2024**, reaching **50.1%**
- The **"Others" segment remained with the highest margin level within the Company**, closing the period at 68.8% (vs. 76.7% in 2024). It is important to highlight that the segment's margin was negatively impacted by the consolidation of FitMaster since 2Q25
- **Cash gross margin was positively impacted by the "Others" segment higher share**, representing 11% vs. 9% in 2024

Note: Pre-operating costs are those related to the opening of new units.

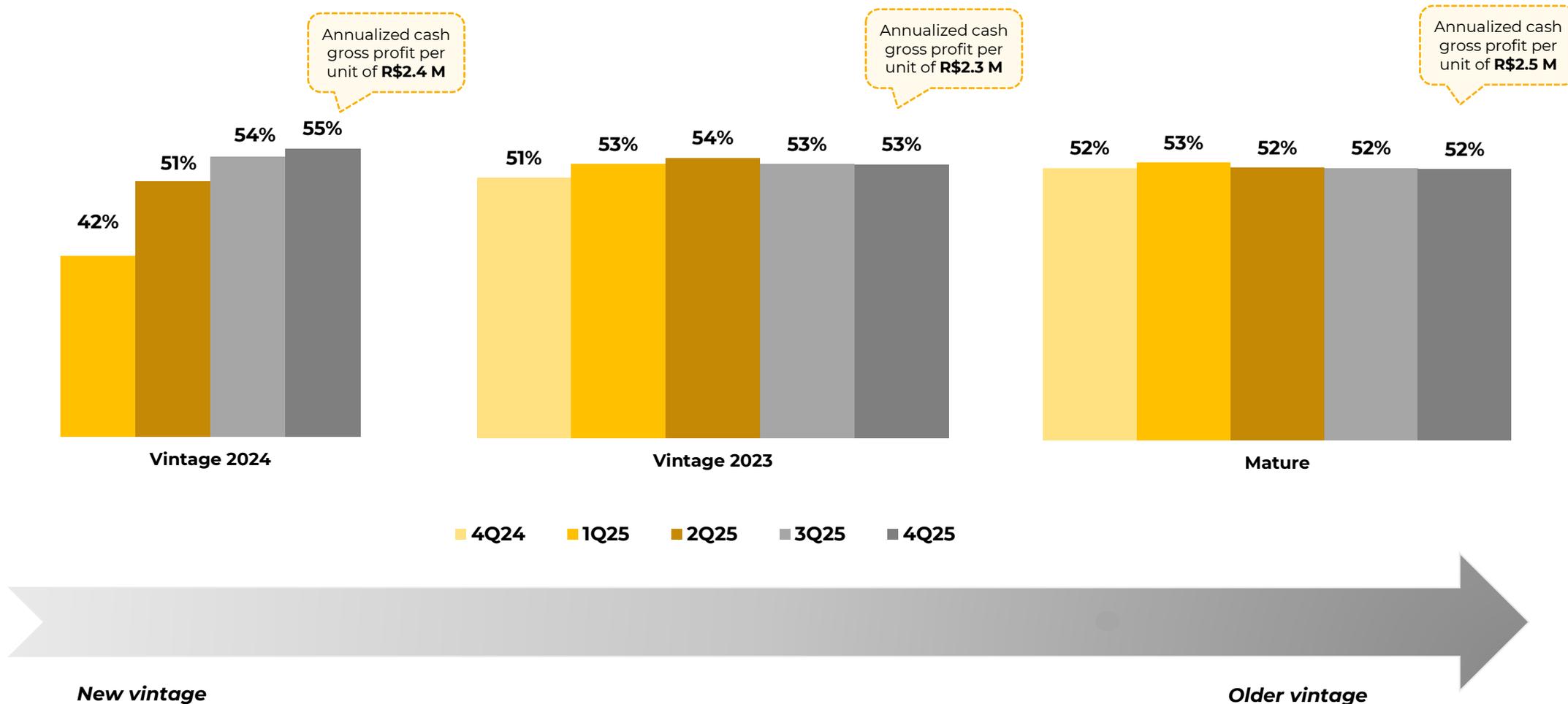
"Bio Ritmo and others" includes the operations of Bio Ritmo and Nation. Until 2024, this line also included the gym under the O2 brand in Chile, which was converted into a Bio Ritmo unit in 2025. "Others" includes royalties received from franchises in Brazil and international markets (except Mexico), as well as revenue from other brands operated by the Company in Brazil, including TotalPass, Queima Diária and Studios, and, in Mexico, FitMaster. Until 3Q24, royalties related to franchises in Colombia, which were converted into owned units in 4Q24, were also not included in the "Others" line.



SOLID GROSS MARGIN OF MATURE CLUBS

Margin of mature clubs¹ was 52%, consistent with the 11 previous quarters, and the maturation of units opened in recent years is in line with historical trends

GROSS MARGIN PER VINTAGE¹



(1) A unit is considered mature when it has been operating for at least 24 months at the start of the calendar year. Considering only owned Smart Fit clubs

SOLID AND CONSISTENT RETURN PER CLUB

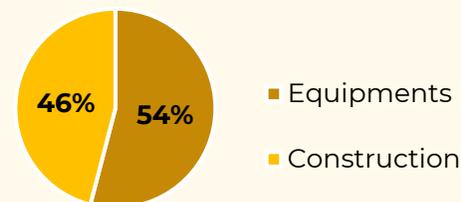
High profitability with maintenance investments that ensure the continuity of the differentiated value proposition over the years. Depreciation reaching 7% of net revenue after 12 years of operation

Smart Fit Club R\$ million in 2025	Mature ¹	Mature units by vintage		
		2022-2018	2017-2014	2013-2009
Units	950	644	227	79
Net revenue	4.8	4.8	4.7	4.3
Cash Gross Profit	2.5	2.6	2.4	2.1
Cash Gross Margin	52%	53%	50%	50%
Depreciation	(0.5)	(0.6)	(0.4)	(0.3)
(%) Deprec. / Net Revenue	(11%)	(13%)	(9%)	(7%)
NOPAT (SG&A of 18%, Income Tax of 34%) ^{2,3}	0.7	0.7	0.7	0.7
Fixed asset base⁴	2.6	3.1	1.7	1.5
ROIC (MATURE UNITS 2024)	28%	24%	42%	45%

Vintage 2022:
ROIC of 15%

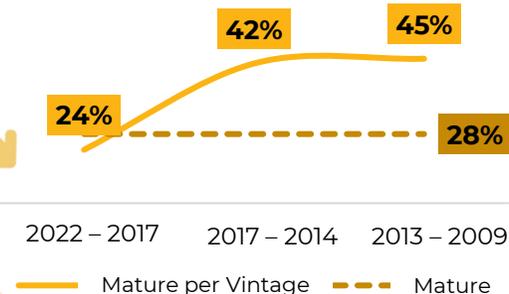
Maintenance Capex - Mature Units

% By investment type



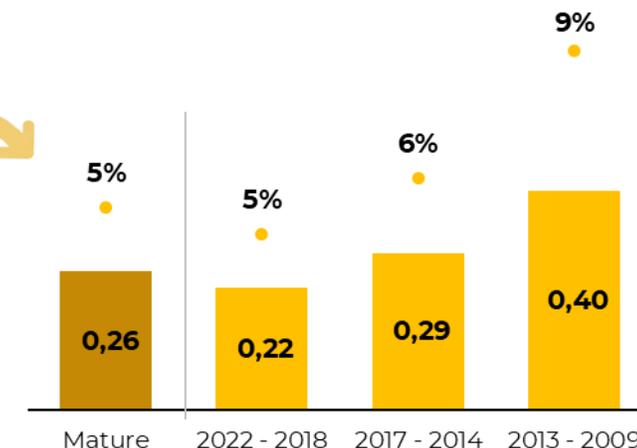
CONSISTENT RETURNS ACROSS VINTAGES

ROIC is in line with historical performance across all maturity stages



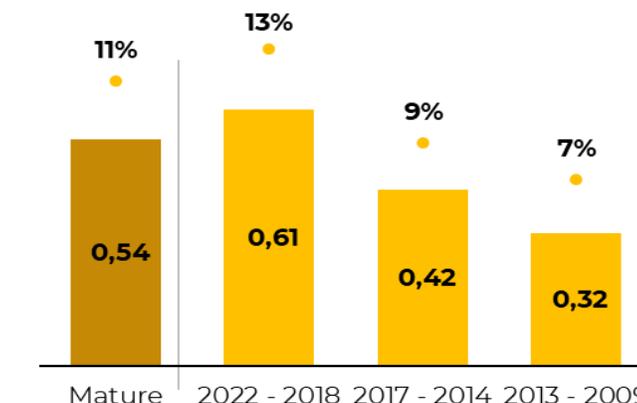
Maintenance CAPEX for mature units¹

R\$ million/club and % of Net Revenue



Depreciation for mature units¹

R\$ million/club and % of Net Revenue

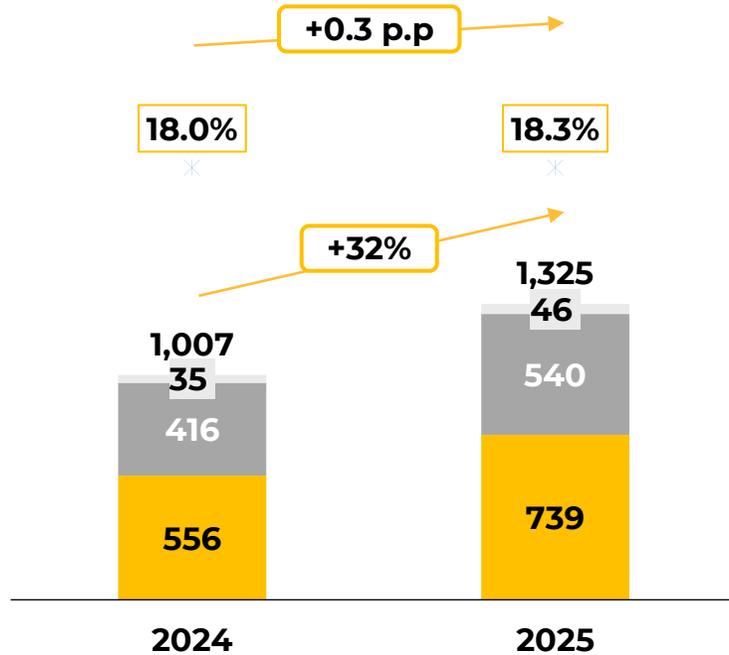


(1) Considers all 950 mature Smart Fit owned gyms as of the end of 2024.; (2) Based on the sum of selling expenses (excluding pre-operating costs), general and administrative expenses, and other (expenses) income as a percentage of net revenue of 17.8% recorded in 2024; (3) Brazil's marginal Corporate Income Tax and Social Contribution rate of 34%; (4) Net fixed asset base at the end of the period, net of accumulated depreciation.



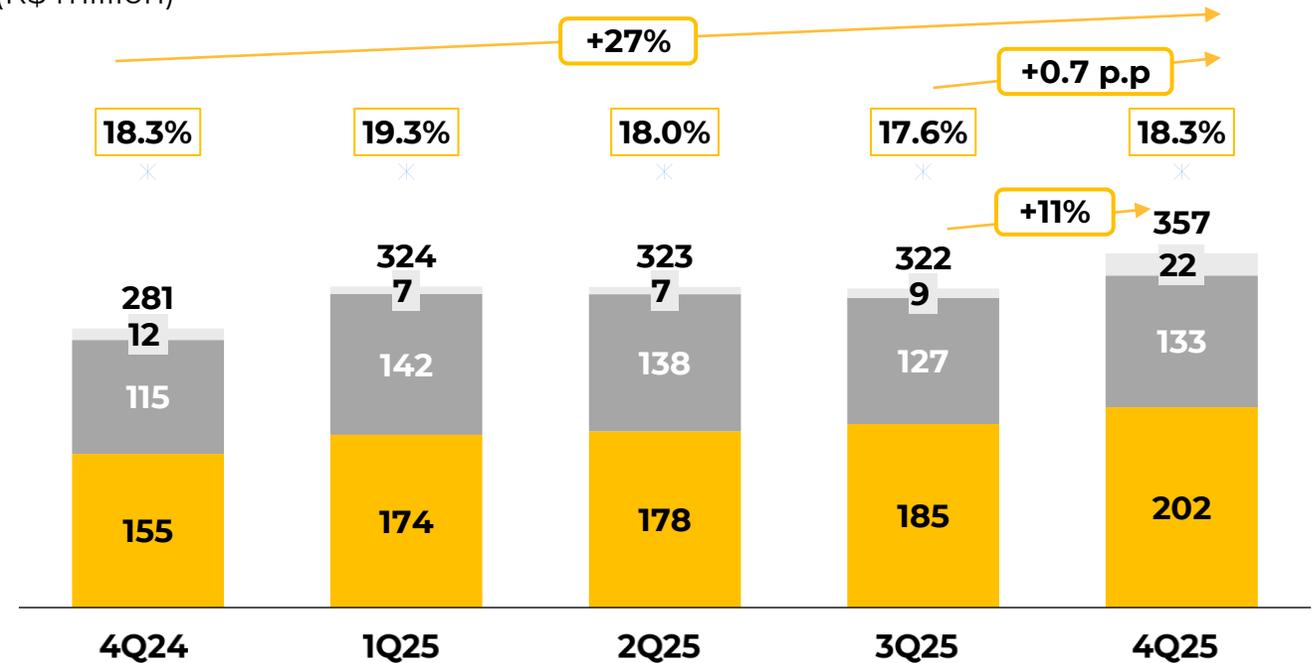
VARIATION IN EXPENSES

(R\$ million)



EVOLUTION OF EXPENSES

(R\$ million)



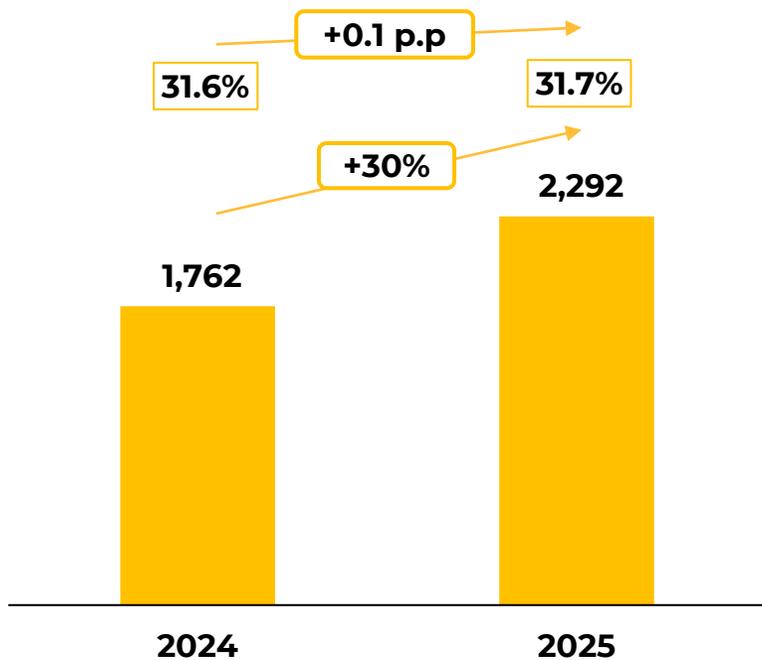
■ G&A
 ■ Selling
 ■ Pre-operating
 % Net Revenue

- Selling, general and administrative expenses totaled **R\$357 M** in 4Q25, **+27% vs. 4Q24**, representing 18.3% of net revenue, **flat** vs. the same period of last year
- General and administrative totaled **R\$202 M** in 4Q25, **a growth of 20% vs. 4Q24**, representing 10,4% of net revenue. This mainly reflects the higher level of investments in others business
- Selling expenses totaled **R\$133 M** in 4Q25, **+16% vs. 4Q24**, representing **6.8% of net revenue** (-0.6 p.p. vs. 4Q24)



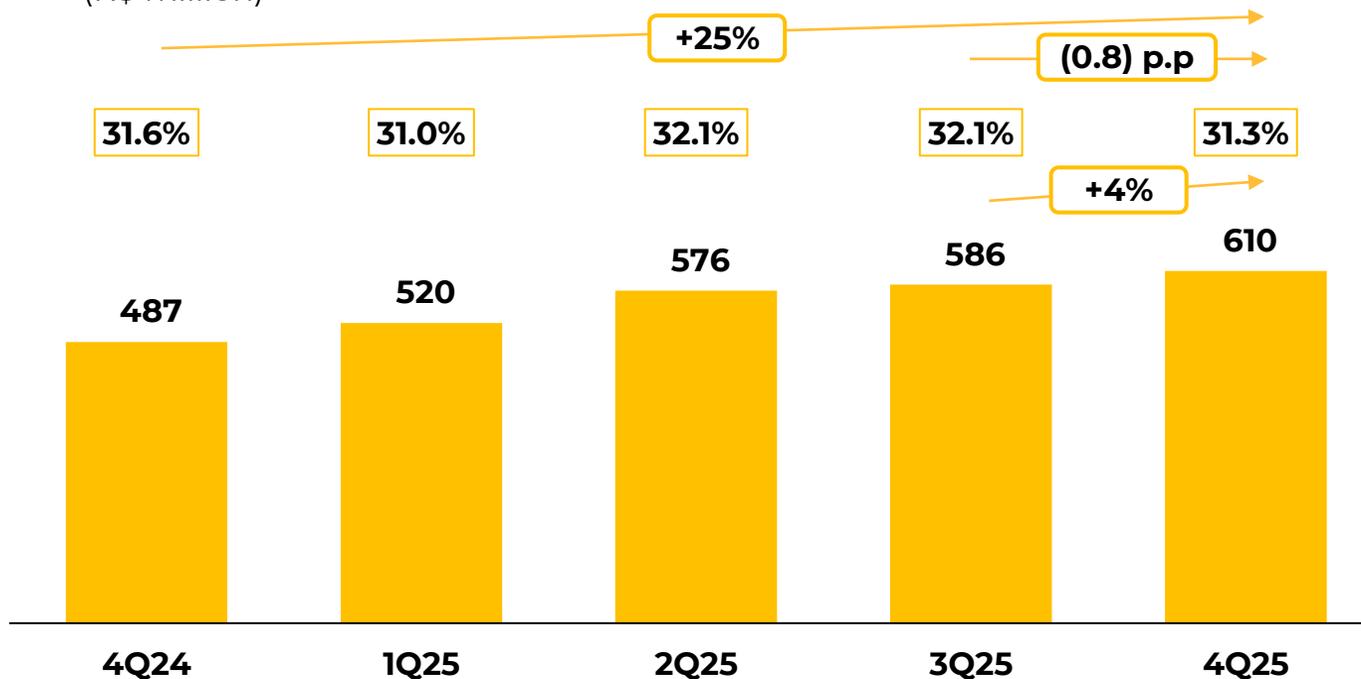
VARIATION IN ADJ. EBITDA

(R\$ million)



EVOLUTION OF ADJ. EBITDA

(R\$ million)



■ EBITDA □ % Net Revenue

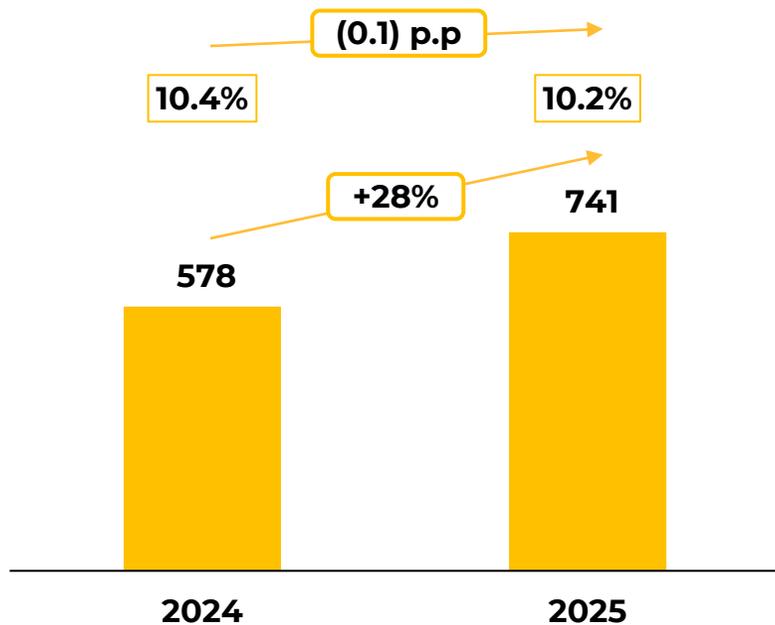
- EBITDA totaled **R\$610 M** in 4Q25, the highest level ever recorded for a quarter, registering a strong growth of **+25% vs. 4Q24**, with a margin of **31.3%, flat vs. 4Q24**
- In 2025, Adj. EBITDA totaled **R\$2.3 BN**, resulting in a margin of **31.7%**
- EBITDA before pre-operating expenses totaled **R\$669 M** in 4Q25, a growth of **+29%** vs. 4Q24, with a margin of **34.3% (+0.6 p.p. vs. 4Q24)**



RECURRING NET INCOME

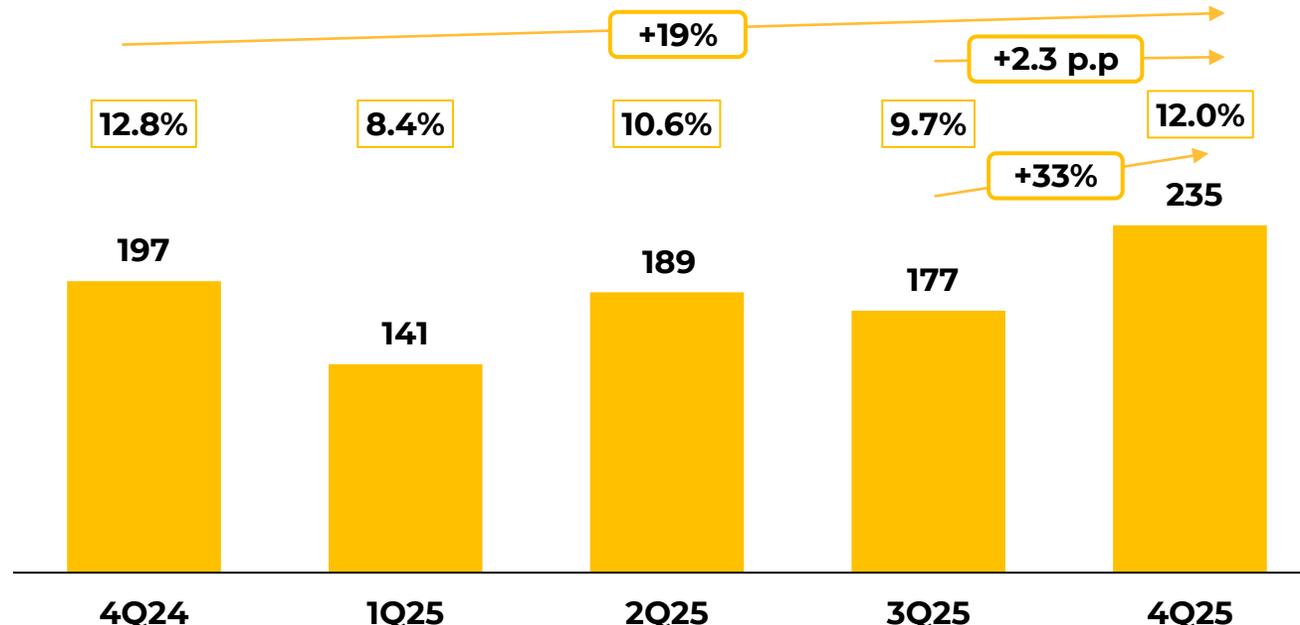
VARIATION IN RECURRING NET INCOME

(R\$ million)



EVOLUTION OF RECURRING NET INCOME

(R\$ million)



■ Recurring Net Income □ Recurring Net Margin

- Recurring net income grew **19% vs. 4Q24**, totaling **R\$235 M**. This growth, which was below the Adj. EBITDA growth, is explained by higher taxes related to operations outside Brazil due to the impact of the TBU, which offset the positive impact of a higher amount of interest on equity (IOE)
- In 2025, recurring net income reached **R\$741 M**, with a recurring net margin of **10.2%**

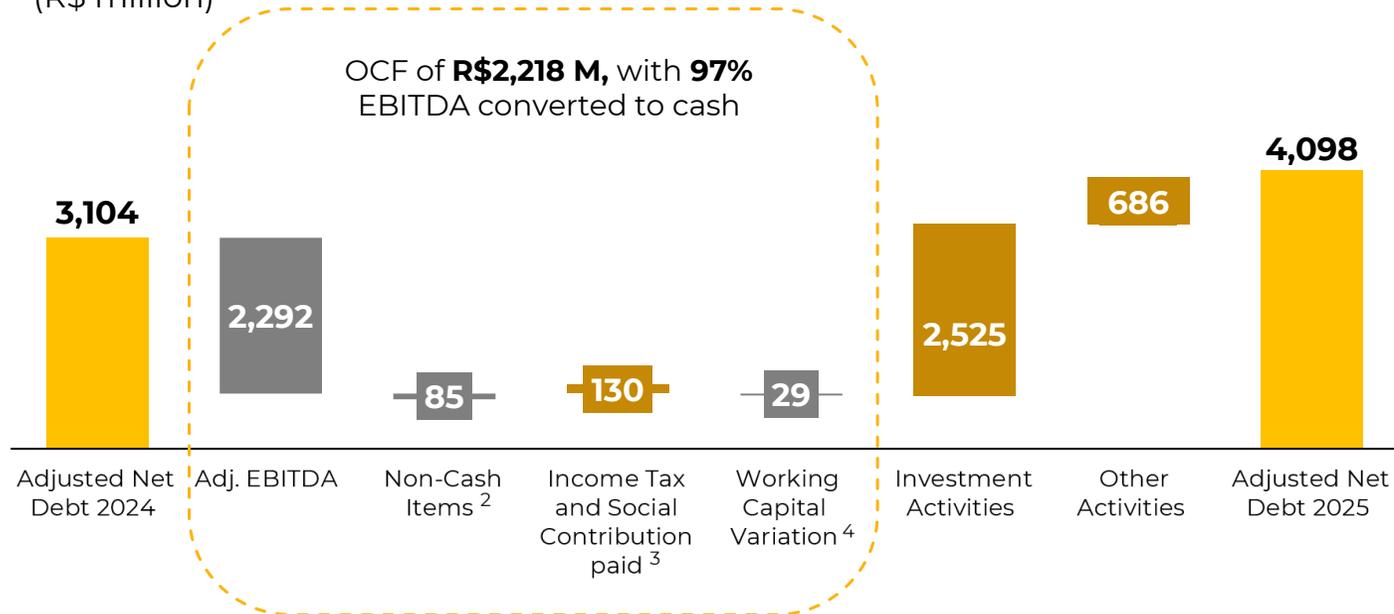
Note: For a better analysis of the performance of our operations, all indicators exclude the effects of IFRS 16 related to lease liabilities associated with the rental of gyms and offices. "Recurring net income (loss)" excludes the impacts related to the revaluation of the Company's participation in the operations in Panama and Costa Rica and goodwill from other acquisitions, mainly Velocity and FitMaster, as well as non-recurring financial expenses of R\$1.8 million after IR/CSLL related to the partial prepayment of the 8th debenture issuance in 3Q25 and R\$5.3 million in 3Q24 related to the prepayment of the 5th issuance and other bilateral debts in Colombia.

VARIATION IN ADJUSTED NET DEBT AND CAPEX

High conversion of EBITDA into operating cash with accelerated investments in expansion

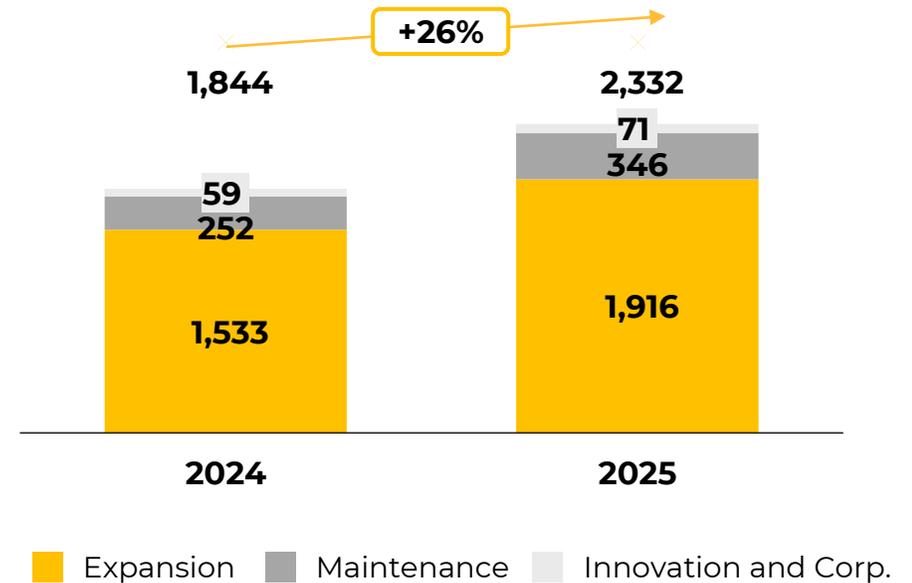
VARIATION IN ADJUSTED NET DEBT¹

(R\$ million)



CAPEX⁵

(R\$ million)



- Capex totaled **R\$2,332 M (+26% vs. 2024)**.
- Expansion capex grew **25%** vs. 2024, reflecting investments in club openings and units under construction. Capex per unit totaled **R\$6,3 M**
- Maintenance capex ended 2025 **at R\$346 M (+37% vs. 2024)**, reflecting the strategy to preserve a high-quality offering and the increase in the number of mature clubs

- Increase in net debt of **R\$993 M** in the year
- Operating cash generation of **R\$2,218 M** in the quarter, with the investments of **R\$2,525 M**, of which **R\$2,332 M** were related to the **Capex**
- Other activities added **R\$686 M** to adjusted net debt

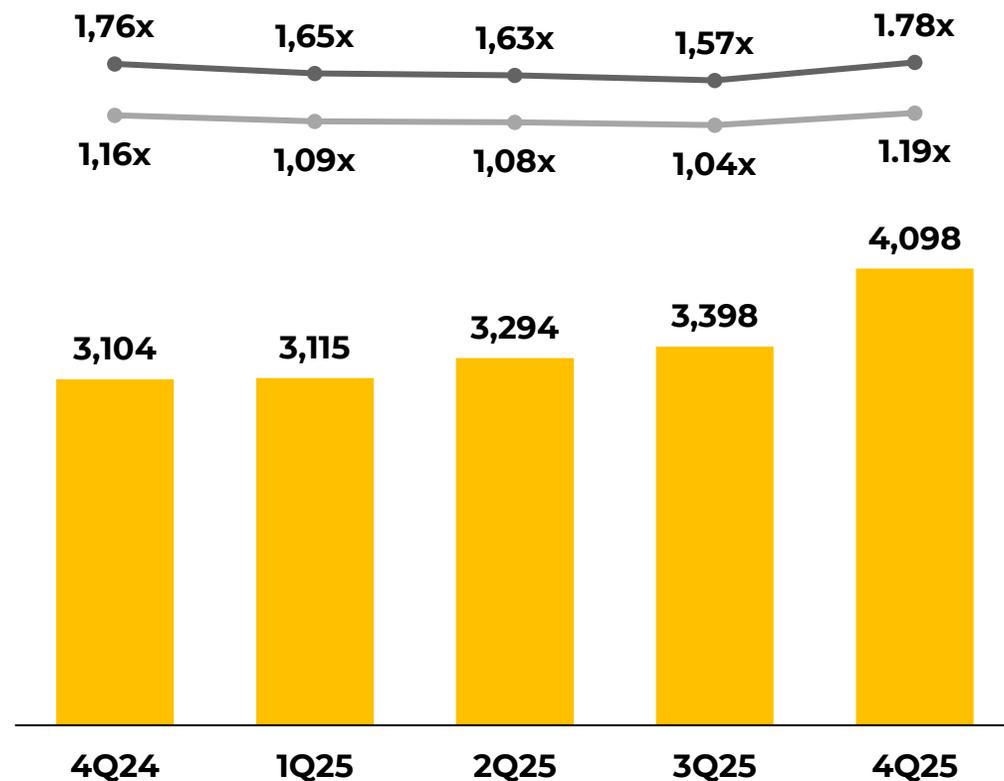
(1) "Adjusted Net Debt" uses the definition set forth in the Company's debentures. For more details, see the [debentures indenture](#); (2) Mainly includes equity income, asset write-offs, deferred revenue and provisions; (3) Includes taxes on sales and services; (4) As of 1Q25, the Company began using changes in working capital as presented in the Cash Flow Statement of the financial statements; (5) Does not consider investments related to the assignment of right-of-use associated with the acquisition of commercial locations. As of 1Q25, the Company began using changes in working capital as presented in the Cash Flow Statement of the financial statements.

LEVERAGE AT HEALTHY LEVELS

Diversified capital structure across its regions of operation, supported by efficient and agile management

ADJUSTED NET DEBT¹ AND FINANCIAL LEVERAGE^{2,3}

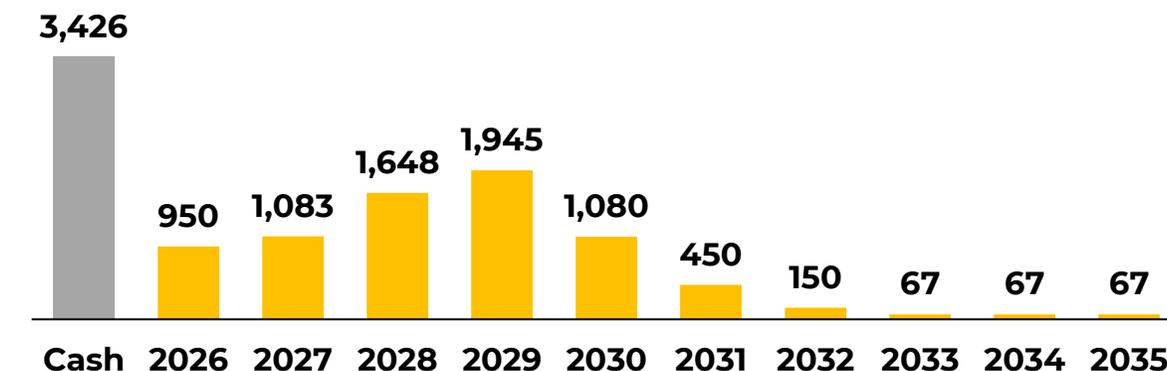
(R\$ Million)



■ Net Debt¹
— Financial Leverage – Covenant²
— Financial Leverage³

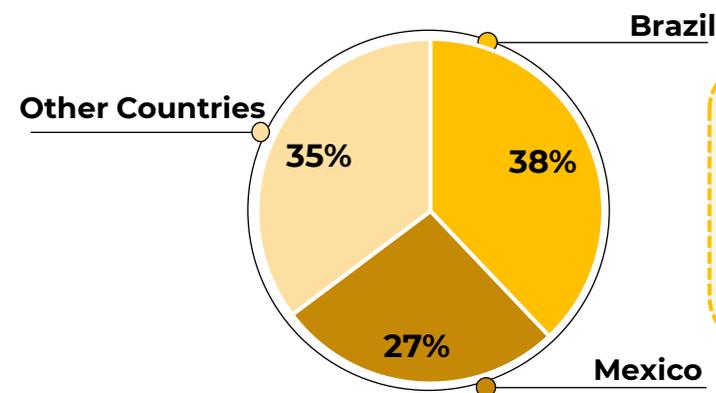
GROSS DEBT AMORTIZATION SCHEDULE⁴

(R\$ Million)



NET DEBT BY REGION

(%)



A combination of operating cash flow generation and local fundraising to support growth

(1) "Net Debt" uses the definition established in the Company's debentures. For more information, see the debenture indenture (Portuguese only);
 (2) The "Financial Leverage – Covenant" indicator is calculated as "Adjusted Net Debt" divided by "EBITDA LTM", using the definitions of net debt and EBITDA established in the Company's debentures;
 (3) The "Financial Leverage" indicator considers "Adjusted Net Debt", using the definition established in the Company's debentures, and "EBITDA LTM", excluding the effects of IFRS 16 related to commercial leases associated with the rent of clubs and offices;
 (4) "Gross Debt" considers short- and long-term loans, financing and operating leases (excluding property leases) with financial institutions at the end of 2025.

Instructions:

- To ask questions, click on the **Q&A** icon at the bottom of the screen.
- A request will appear on the screen to activate your microphone. Activate your microphone to ask questions.
- Please ask your questions all at once.

