

GRUPO SBF

APRESENTAÇÃO INSTITUCIONAL

2T25



GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

ONEFAN

X3m

NWB
Network Brasil

fit dance

ÍNDICE

- > GRUPO SBF
- > CENTAURO
- > FISIA
- > VENTURES

GRUPO SBF



An aerial photograph of a lush green agricultural field, likely a cornfield, with distinct yellow lines marking the rows of crops. The text 'GRUPO SBF' is overlaid in the center in a white, bold, sans-serif font.

GRUPO SBF



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

FORMADA POR **TRÊS** UNIDADES DE NEGÓCIOS:

- **CENTAURO**
- **FISIA**
- **SBF VENTURES**

GRUPO SBF AT A GLANCE

GRUPO SBF

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

R\$ 7,3 BILHÕES
RECEITA LÍQUIDA (LTM 2T25)
+ 2,6% VS LTM 2T24

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

R\$ 3,6 BILHÕES
LUCRO BRUTO (LTM 2T25)
+ 6,1% VS LTM 2T24

274 LOJAS
TOTALIZANDO **283,0 MIL** M²

R\$ 749,1 MILHÕES
EBITDA¹ (LTM 2T25)
+ 4,6% VS LTM 2T24

PRESENTE EM **25**
ESTADOS + DF

R\$ 453,0 MILHÕES
LUCRO LÍQUIDO¹ (LTM 2T25)
+ 34,1% VS LTM 2T24

4 CENTROS DE
DISTRIBUIÇÃO

49,2% MARGEM BRUTA¹
10,2% MARGEM EBITDA¹
6,2% MARGEM LÍQUIDA¹

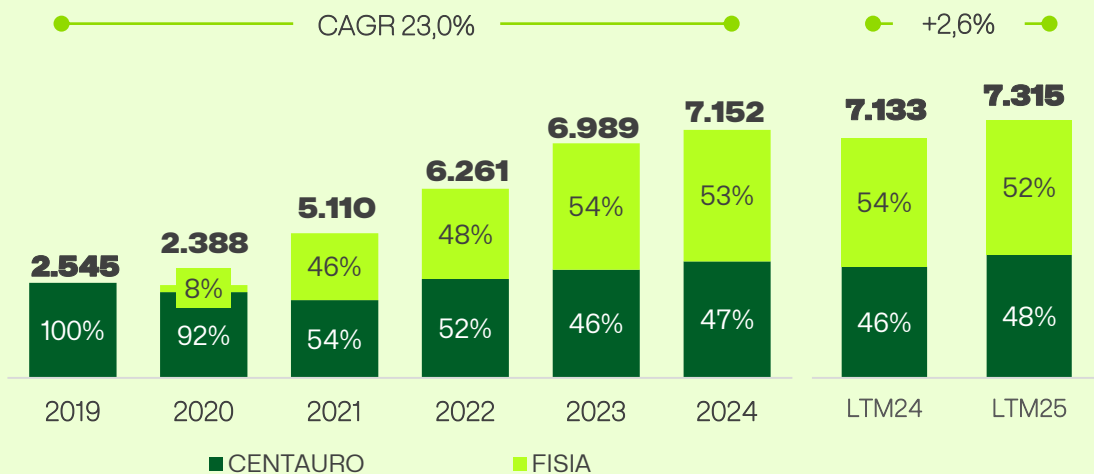
+ DE 9,5 MIL
COLABORADORES

35% DE SHARE DE RECEITA
DO DIGITAL (2T25)

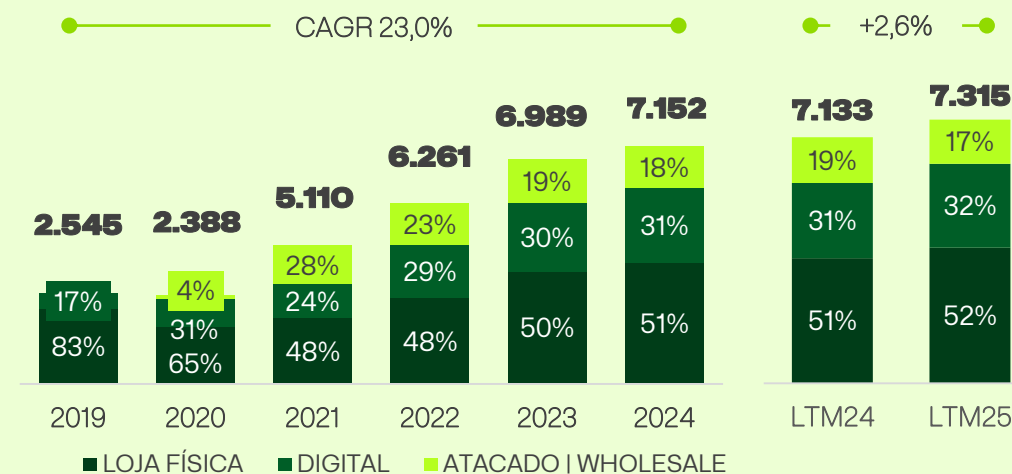
KEY NUMBERS

R\$ M | AJUSTADO | EX-IFRS

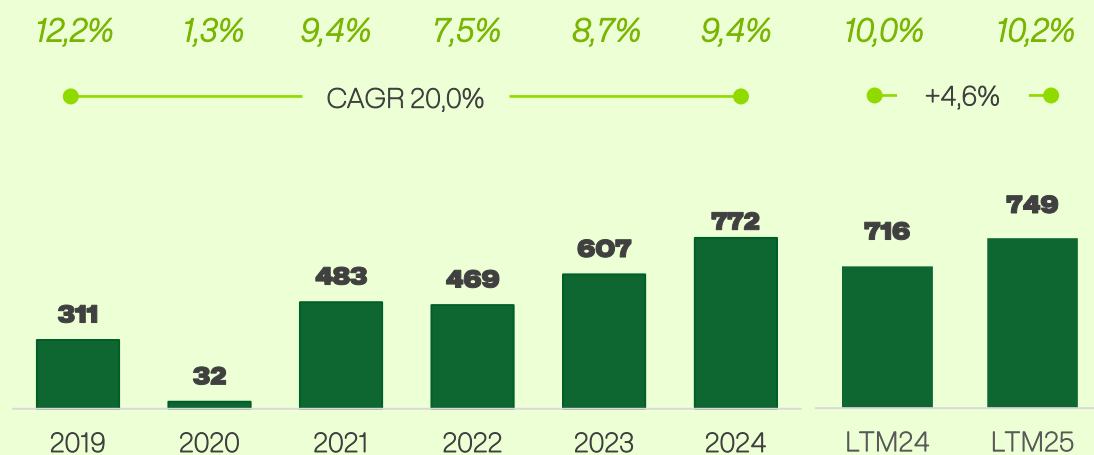
RECEITA LÍQUIDA E SHARE POR BU



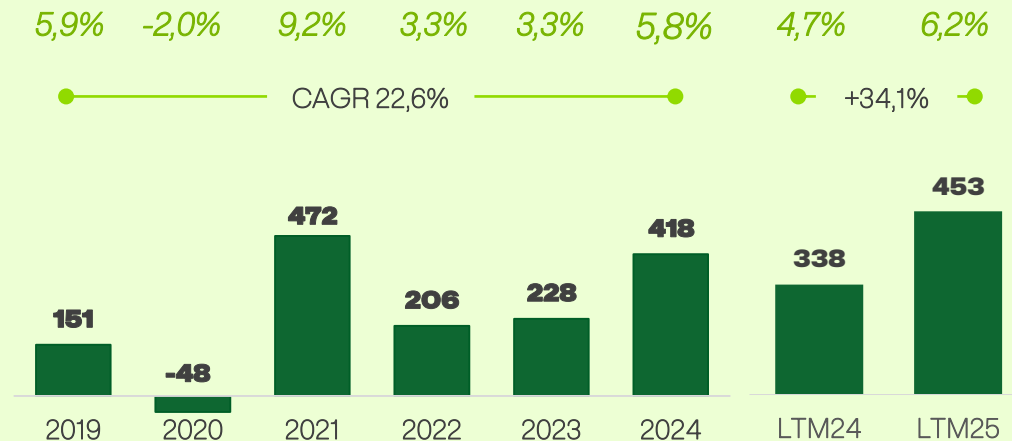
RECEITA LÍQUIDA E SHARE POR CANAL



EBITDA E MARGEM EBITDA



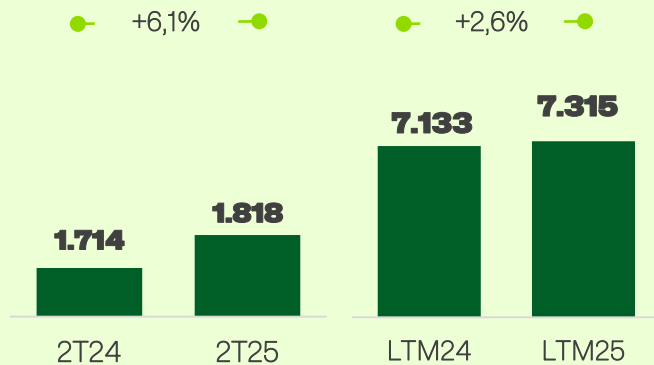
LUCRO LÍQUIDO E MARGEM LÍQUIDA



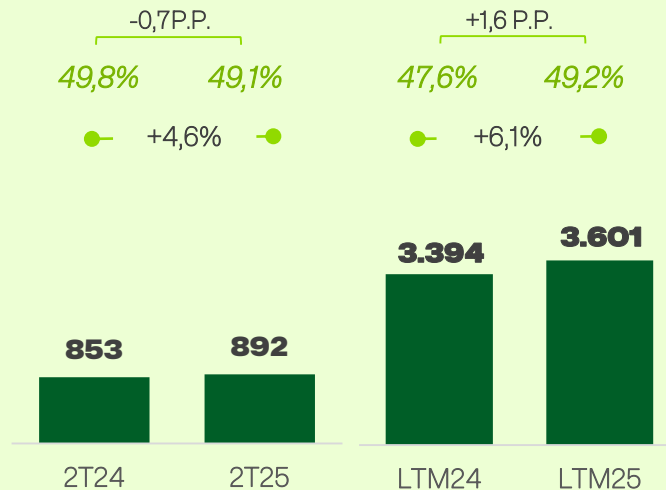
KEY NUMBERS

R\$ M | AJUSTADO | EX-IFRS

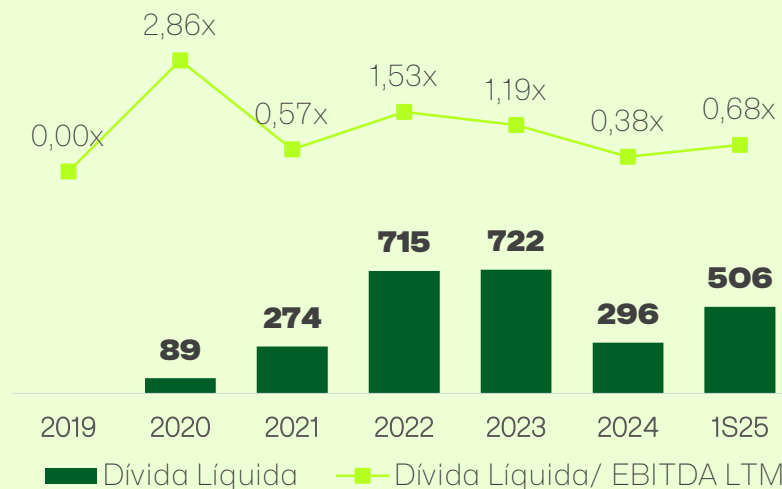
RECEITA LÍQUIDA



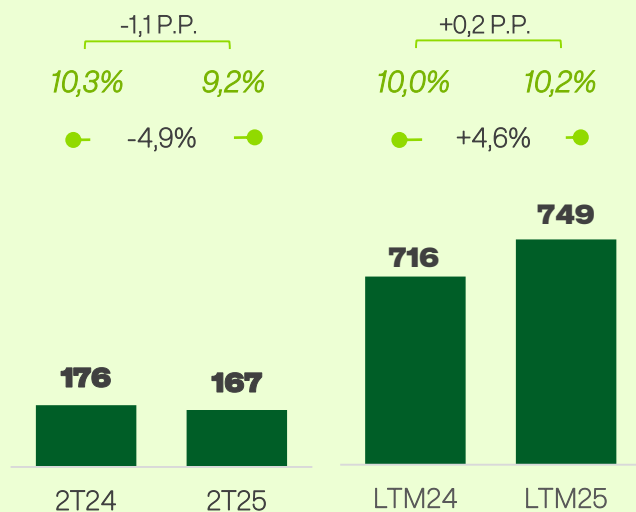
LUCRO BRUTO



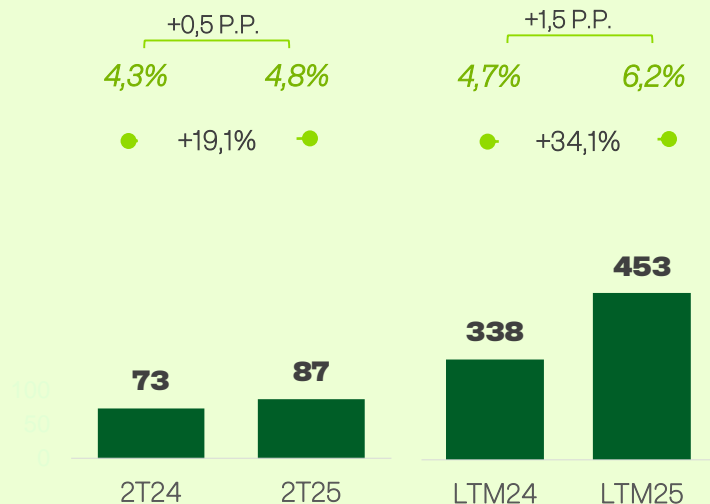
ENDIVIDAMENTO



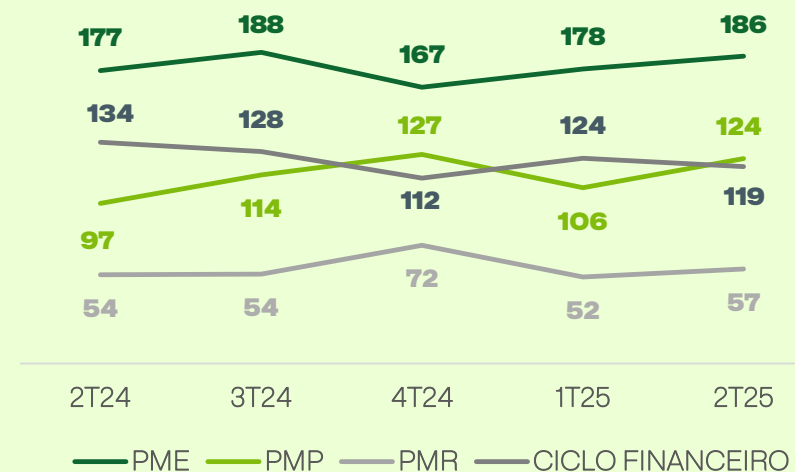
EBITDA E MARGEM EBITDA



LUCRO LÍQUIDO E MARGEM LÍQUIDA



CICLO FINANCEIRO



GRUPO SBF

274 LOJAS
283,0 MIL M²

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

9 LOJAS NDIS
5,6 MIL M²
~622 M²/LOJA

38 LOJAS NVS
42,8 MIL M²
~1130 M²/LOJA

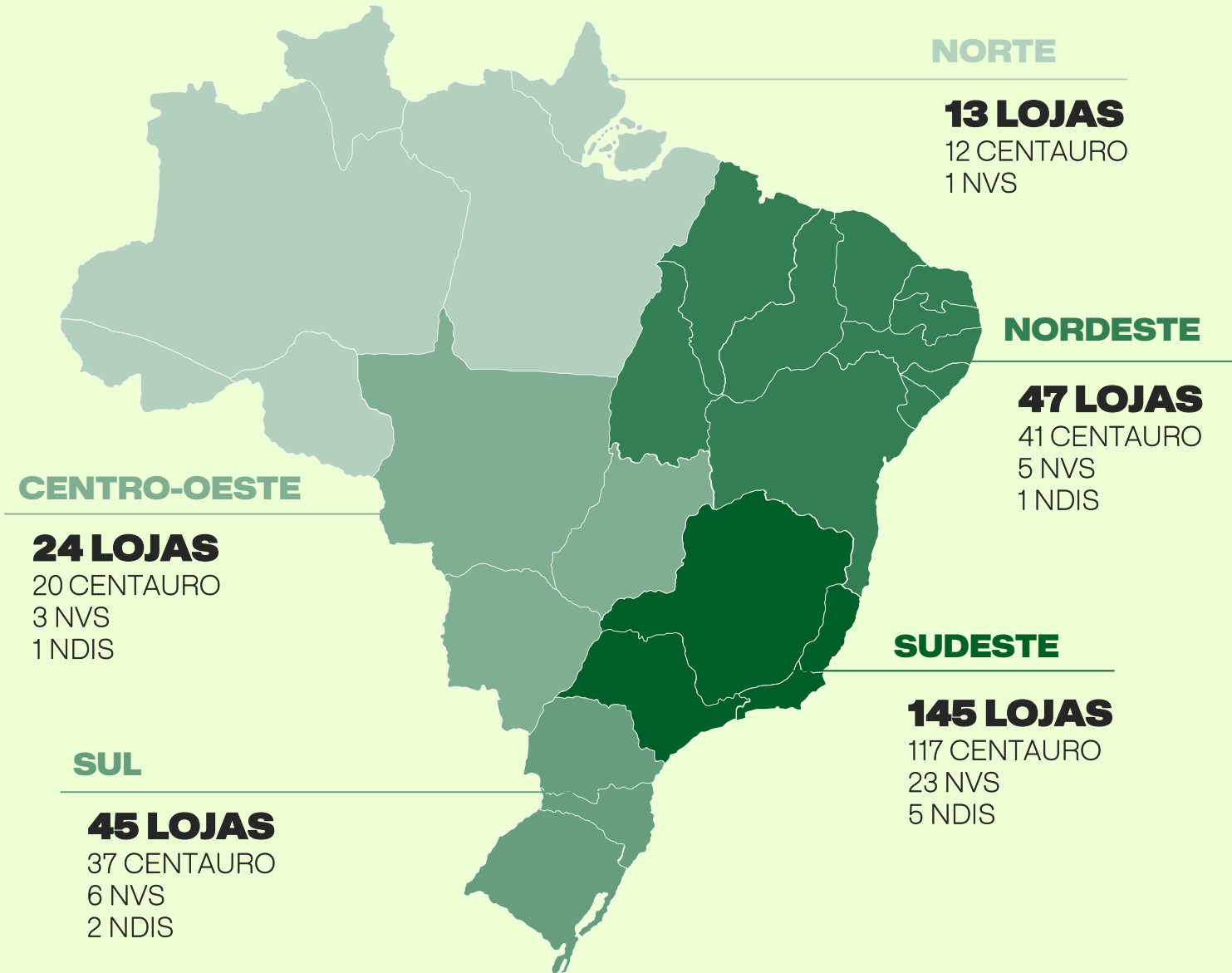
CENTAURO

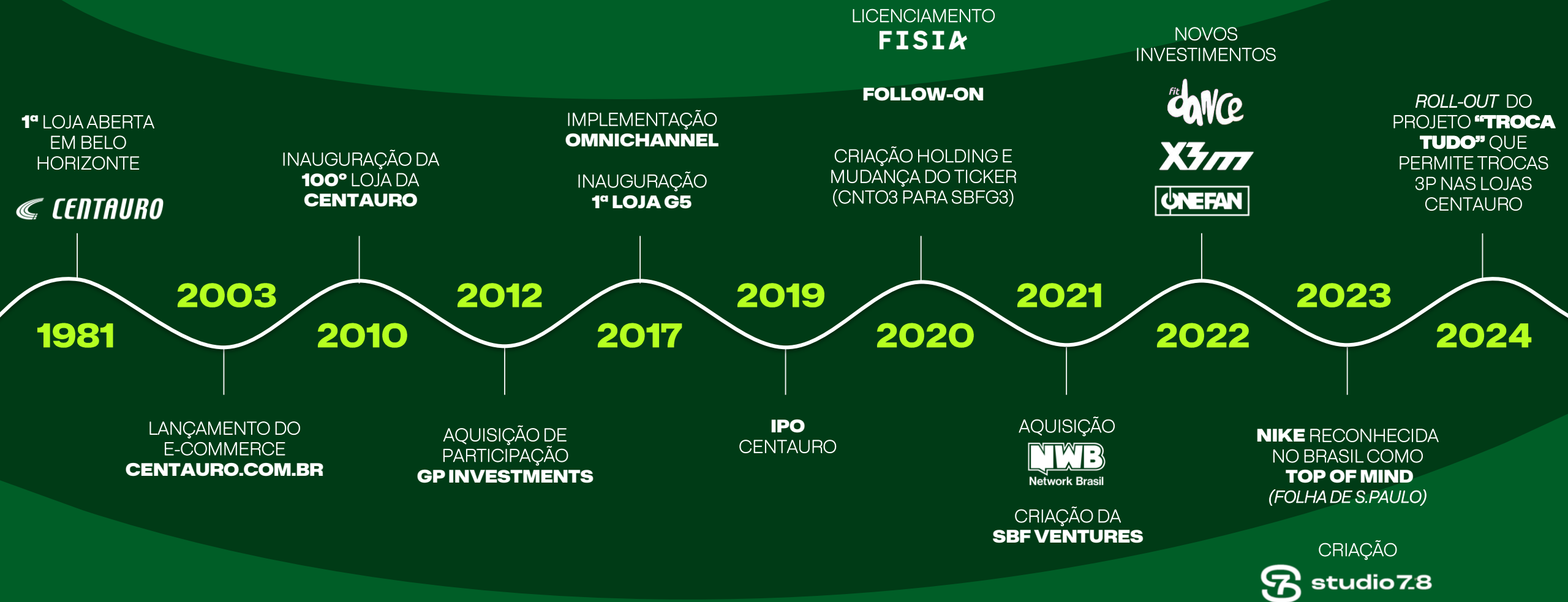
227 LOJAS
234,6 MIL M²
~1030 M²/LOJA

25
ESTADOS
DO BRASIL +
DISTRITO
FEDERAL

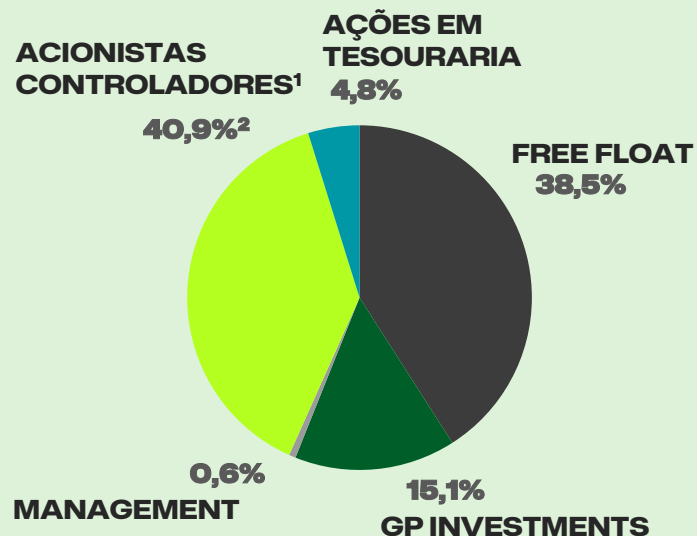
LOJAS
FÍSICAS
55%
DAS VENDAS
(1T25)

+37
NOVAS
LOJAS
(2022-2024)





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

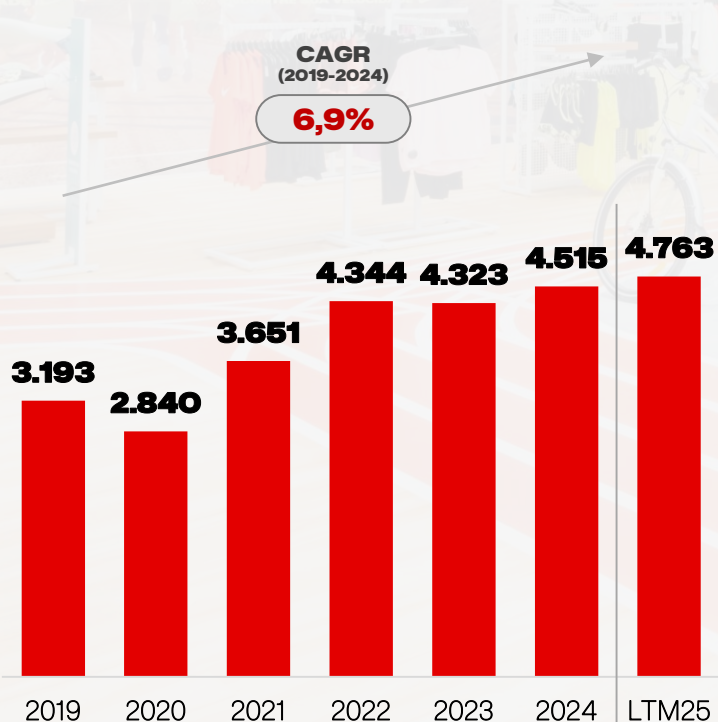
OMNISCANALIDADE



KEY NUMBERS

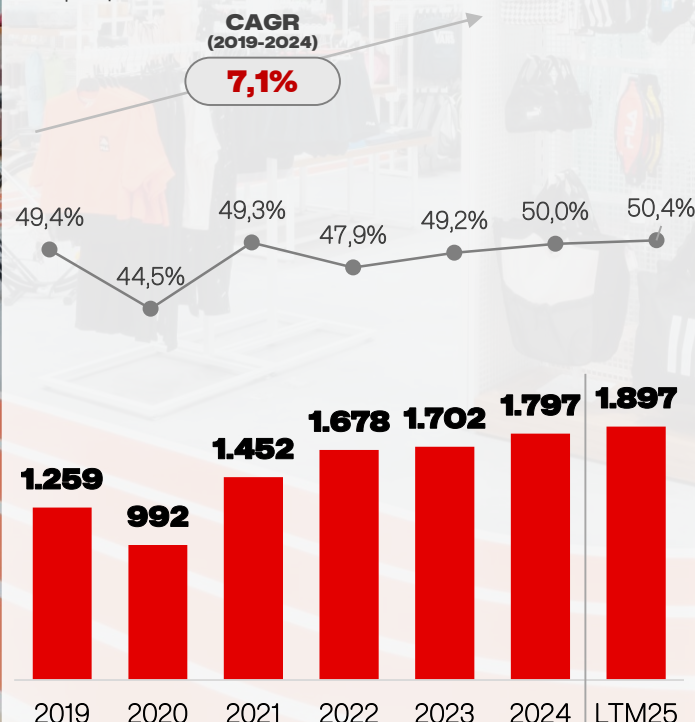
RECEITA BRUTA

R\$ M

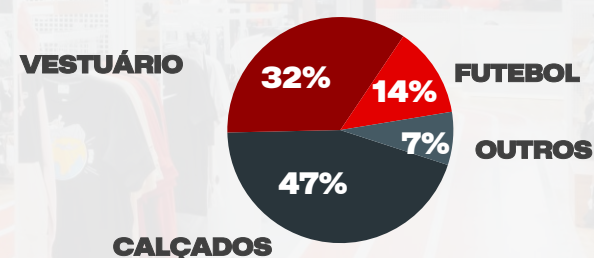


LUCRO E MARGEM BRUTA

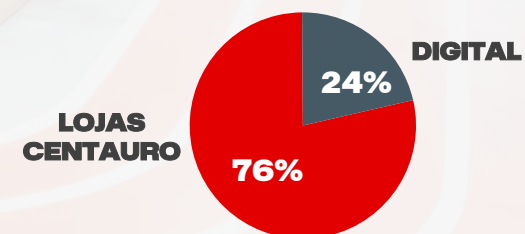
R\$ M | %



SHARE POR CATEGORIA



SHARE POR CANAL



TICKET MÉDIO R\$ 291

45% DOS PRODUTOS VENDIDOS NA CENTAURO SÃO DISTRIBUÍDOS PELO GRUPO SBF (NIKE + MARCAS PRÓPRIAS E LICENÇAS).

**CIRCUITO DE CORRIDA DA CENTAURO
COM FOCO EM AUMENTO DE FLUXO
NAS LOJAS E POSICIONAMENTO DA
CENTAURO NO MERCADO DE RUNNING**

**PERCURSOS DIFERENCIADOS
E TREINOS PRÉ CORRIDAS**

**PARCERIA COM OS
PRINCIPAIS SHOPPINGS
DO BRASIL**

**ORGANIZADA PELA X3M
(SBF VENTURES)**

**ATIVAÇÕES FREQUENTES
NAS LOJAS A NÍVEL
NACIONAL**



+50
SHOPPINGS
CONFIRMADOS

10
ETAPAS
EM 2024

20
ETAPAS
EM 2025



- **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

CORE



- **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

FUTURE CORE



- **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

COMPLEMENTAR



- **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

NICHO



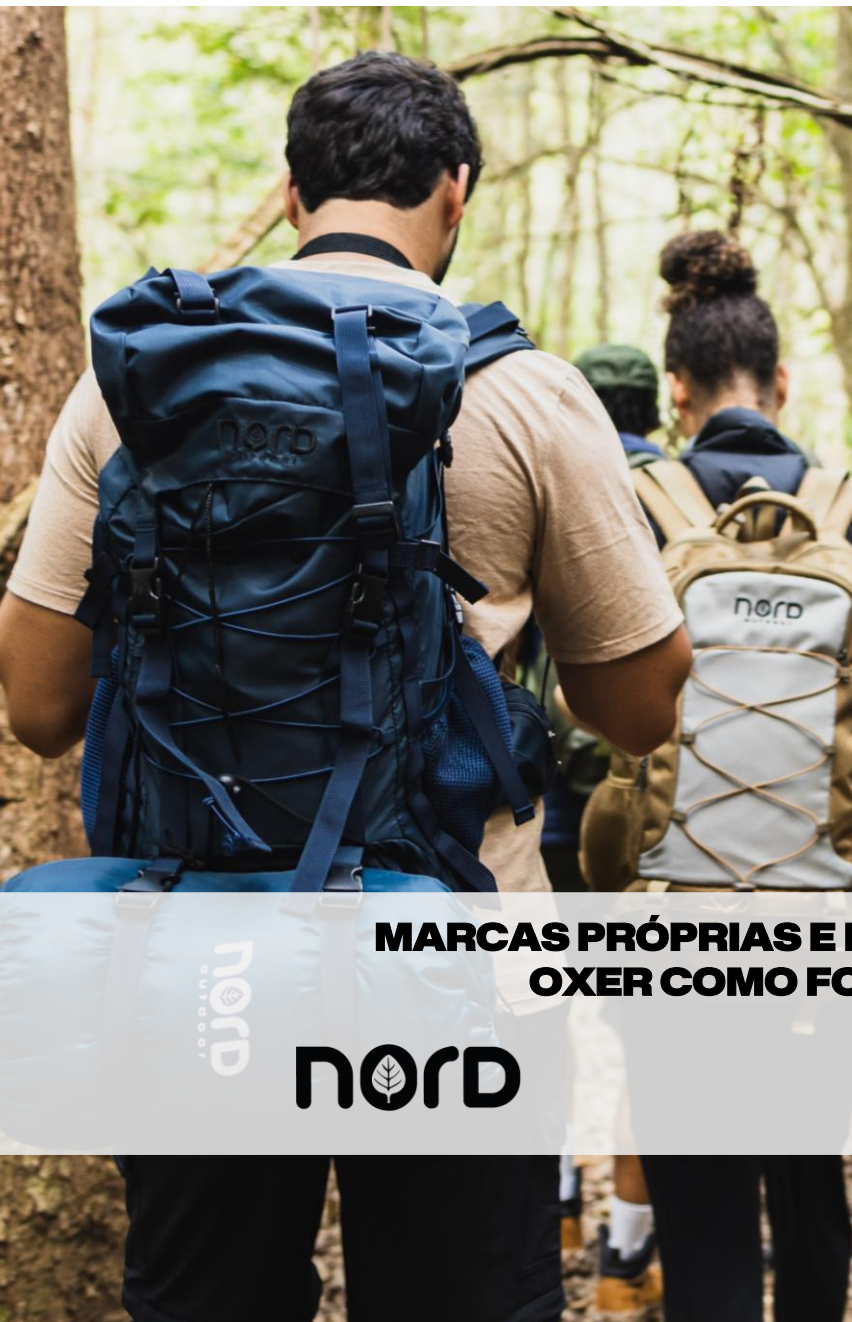
MARCAS QUE PRESERVAM A IDENTIDADE DA CENTAURO, GERAM TRÁFEGO NAS LOJAS E NO DIGITAL E GARANTEM A PREFERÊNCIA DOS CONSUMIDORES.





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





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

nord
OUTDOOR

nord

▷ **OXER** ◁

 **ADAMS.**



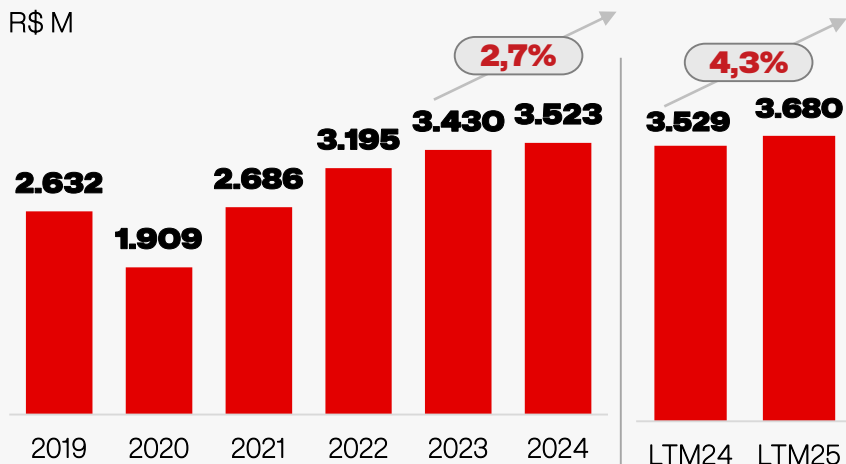
FORTALECIMENTO DE MARCAS PRÓPRIAS E LICENÇAS, CRIANDO DIVERSIFICAÇÃO E EXCLUSIVIDADE NA CENTAURO.



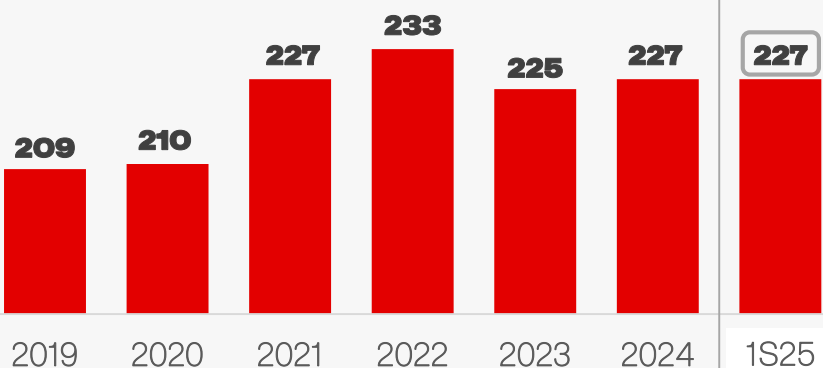
LOJAS FÍSICAS

RECEITA BRUTA

R\$ M



NÚMERO DE LOJAS



■ LOJAS CENTAURO

75,6%
SHARE DAS VENDAS DE
CENTAURO

R\$ 4,0K/M²
CAPEX POR LOJA/
REFORMA

~1030 M²
ÁREA MÉDIA DE LOJAS

92,9%
NPS LOJAS EM 2024

ABRANGÊNCIA NACIONAL
227 LOJAS
110 CIDADES NO BRASIL

+ 17
NOVAS LOJAS
(DESDE 2019)

CENTAURO

**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.**

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

**FOCO EM
EXPERIÊNCIA**

**PAGAMENTO
MOBILE**

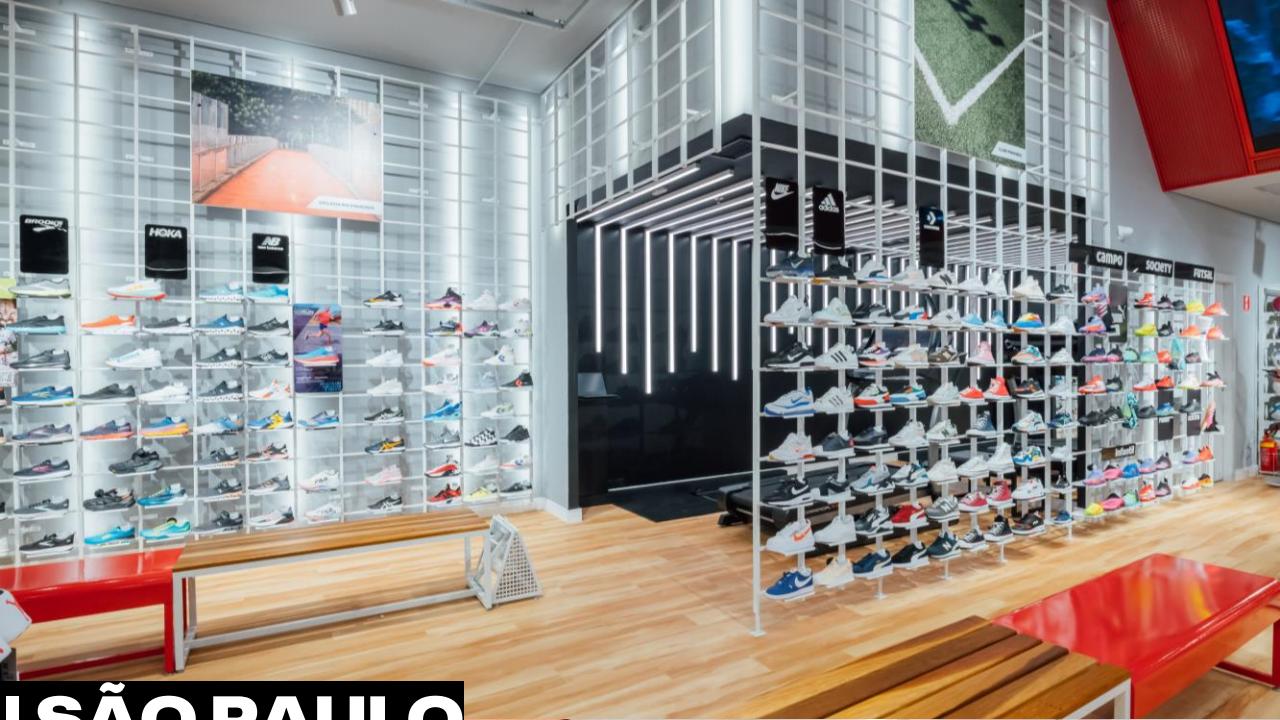
**PERSONALIZAÇÃO
DE PRODUTOS**

**EVENTOS
ESPORTIVOS**

**ESPAÇO PARA
TESTE DE
PRODUTOS**

**TRANSMISSÃO
DE JOGOS**

JK IGUATEMI | SÃO PAULO



JK IGUATEMI | SÃO PAULO



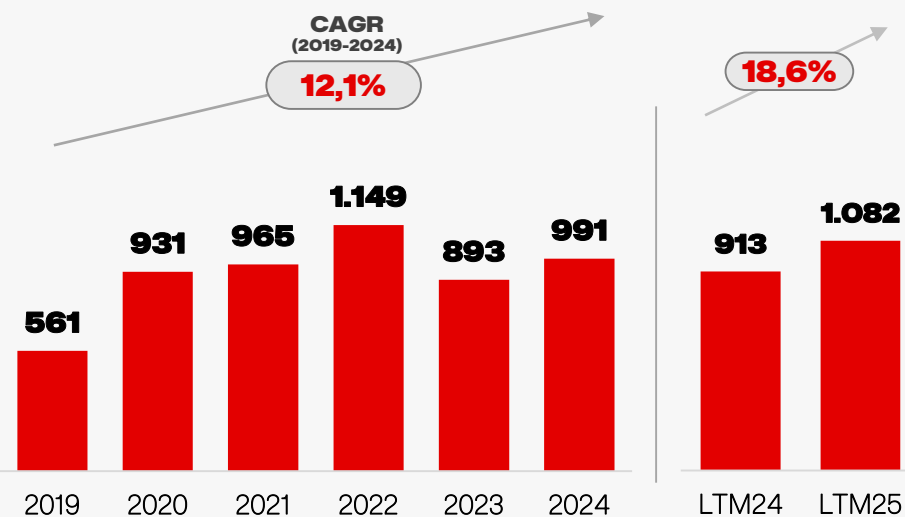


AV. PAULISTA | SÃO PAULO



RECEITA BRUTA

R\$ M

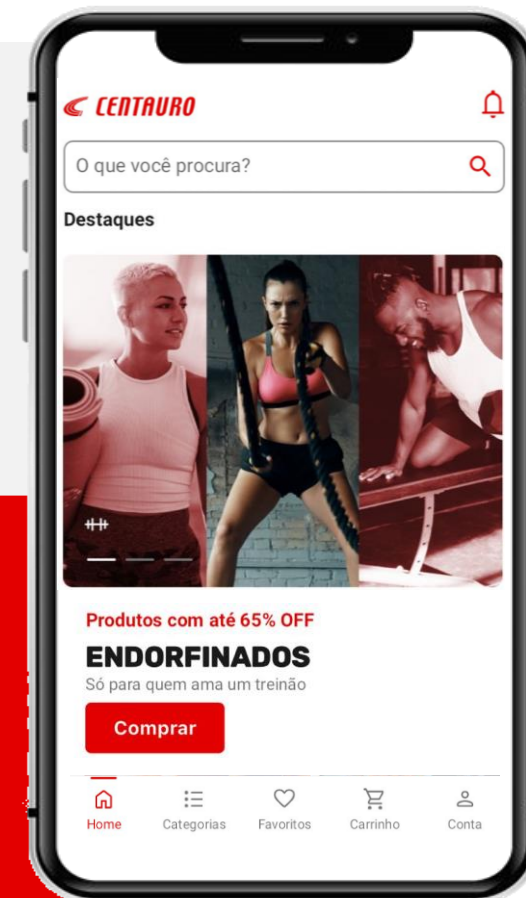


MULTICANALIDADE VOLTADA AO ESPORTE

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



24,4%
SHARE DAS VENDAS DA CENTAURO

58,5%
SHARE DAS VENDAS ONLINE VIA APP

49,3%
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
LOGÍSTA 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

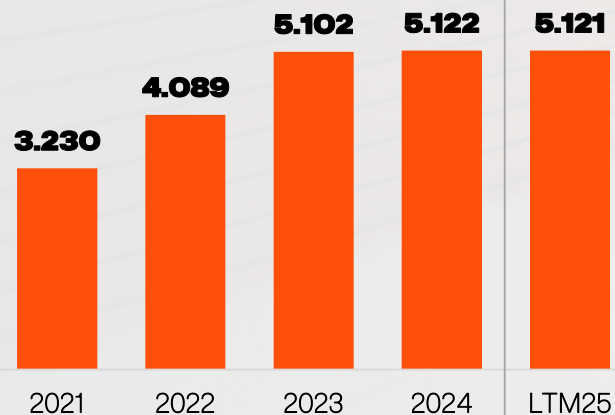
OMNISCANALIDADE

RECEITA BRUTA

R\$ M

CAGR
(2021-2024)

16,6%

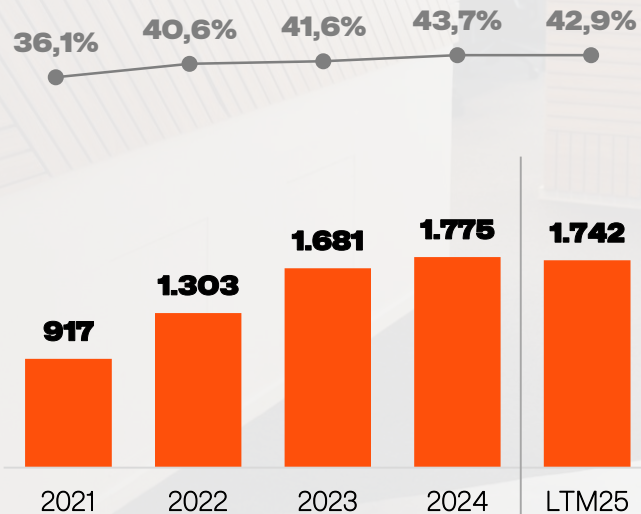


LUCRO E MARGEM BRUTA

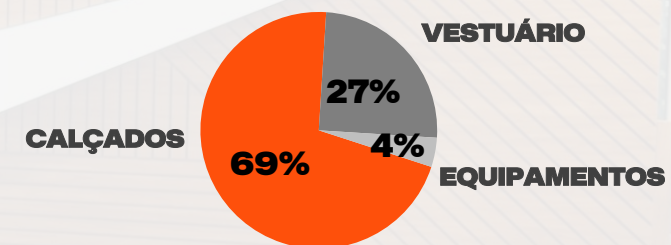
R\$ M | %

CAGR
(2021-2024)

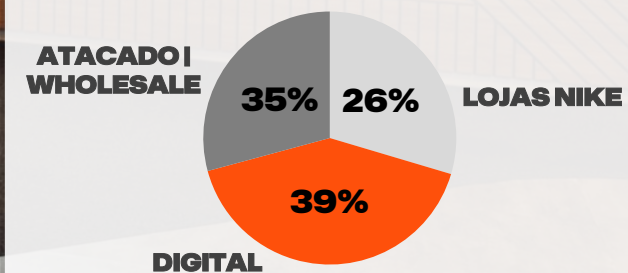
24,6%



SHARE POR CATEGORIA



SHARE POR CANAL

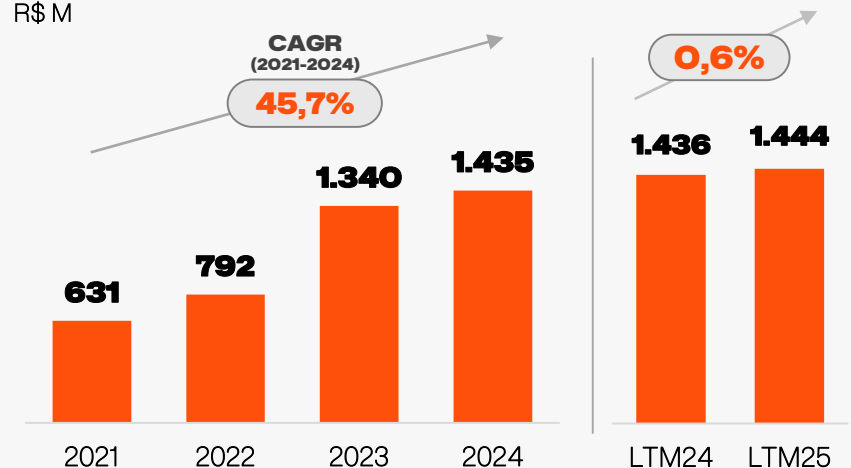


TICKET MÉDIO R\$ 576

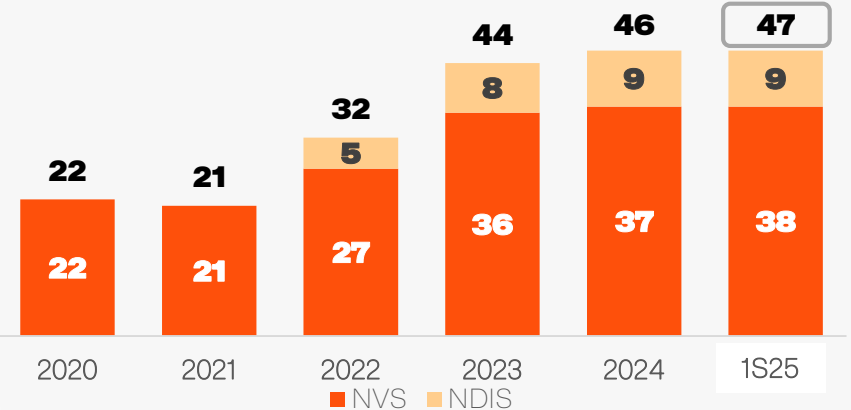
LOJAS FÍSICAS

RECEITA BRUTA

R\$ M



NÚMERO DE LOJAS



26,2%
SHARE DAS VENDAS DA
FISIA

R\$ 4,5K/M²
CAPEX NOVAS LOJAS NVS

R\$ 6,0K/M²
CAPEX NOVAS LOJAS NDIS

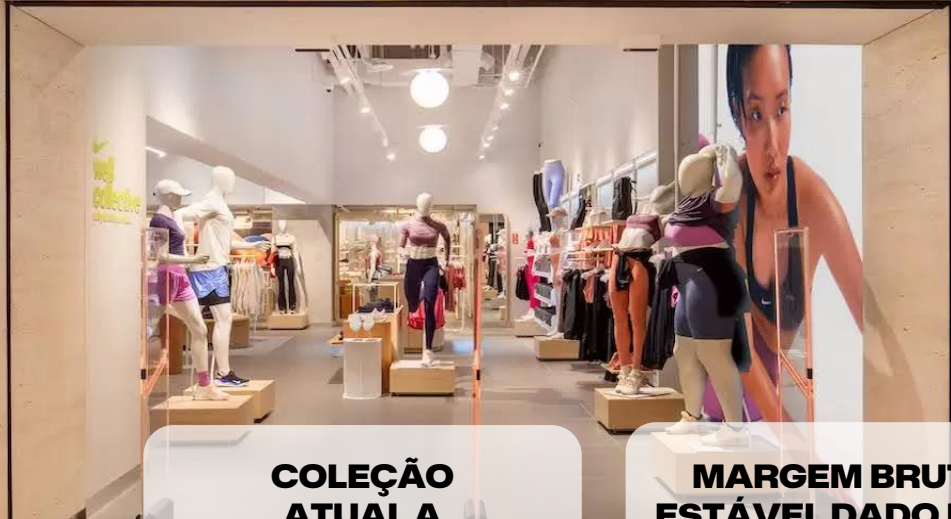
~1130 M²
ÁREA MÉDIA DE LOJAS NVS

~622 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**

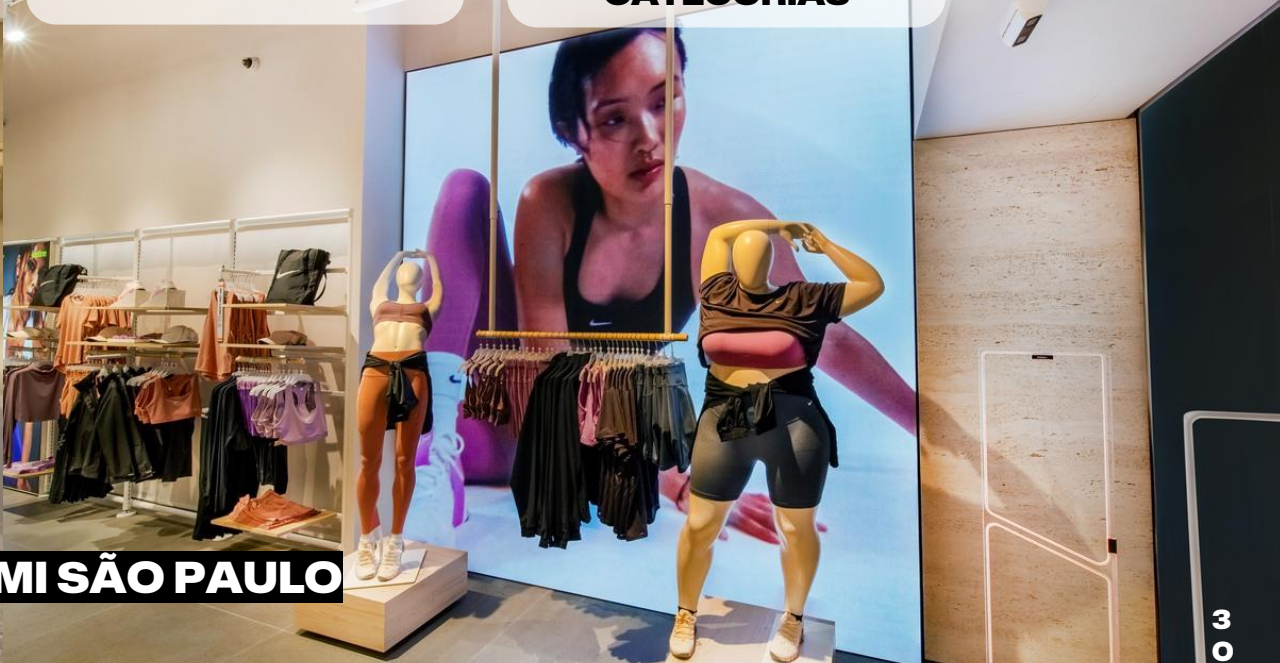


**SEGMENTAÇÃO
PREMIUM, CASUAL
E FEMININO**

**EXPANSÃO DE
MARKET SHARE
EM NOVAS
CATEGORIAS**



NDIS | IGUATEMI SÃO PAULO



NVS NIKE VALUE STORES

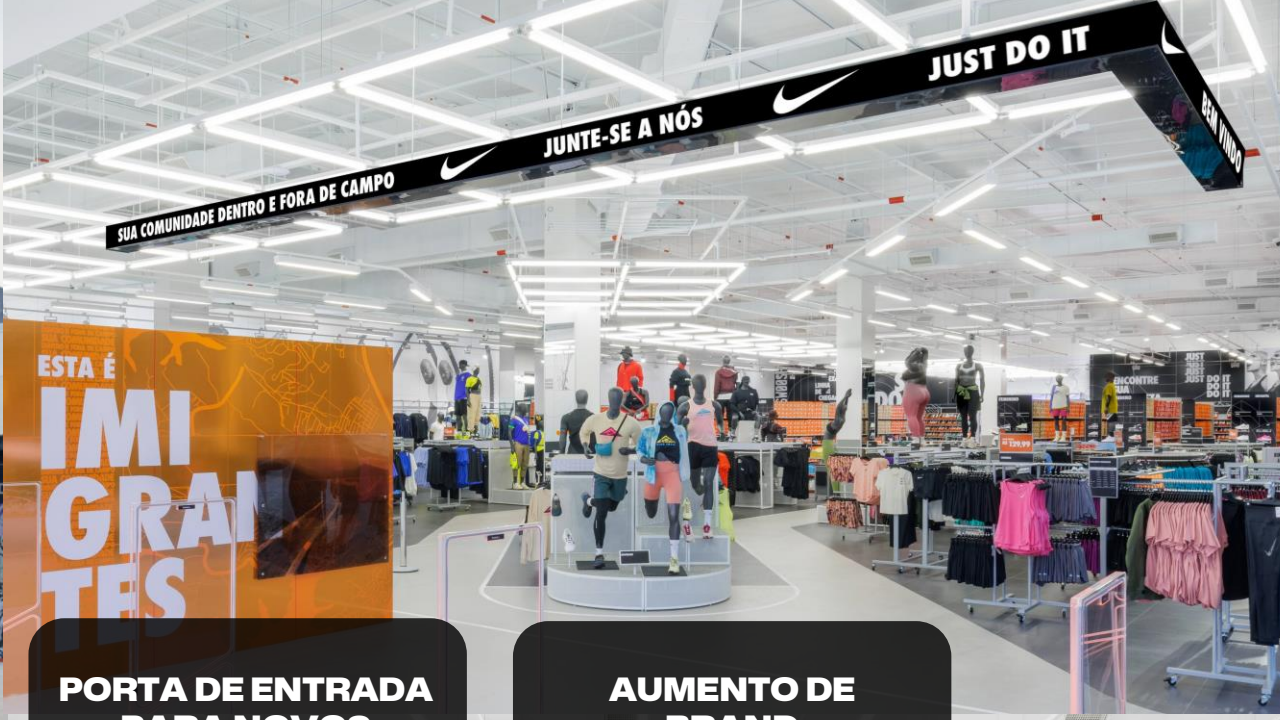


**MIX COMPOSTO POR
CLOSE OUT E REBUYS**

**CANAL
ESTRATÉGICO
PARA VENDA DE
COLEÇÕES
ANTERIORES**



NVS | IMIGRANTES SÃO PAULO



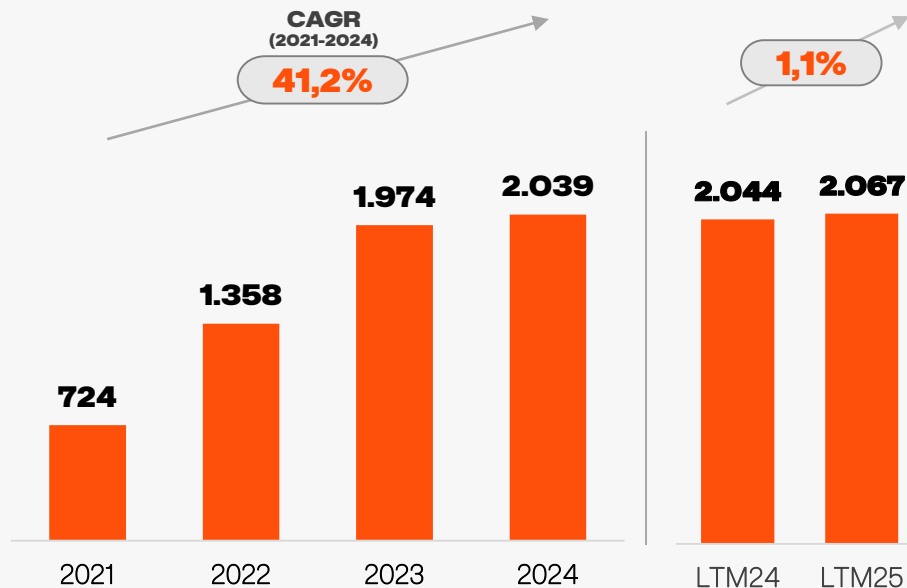
**PORTA DE ENTRADA
PARA NOVOS
CONSUMIDORES**

**AUMENTO DE
BRAND
AWARENESS**



RECEITA BRUTA

R\$M



38,6%

SHARE DAS VENDAS DE FISIA

12,6%

SHARE 3P (DIGITAL)

68,8%

NPS

DESENVOLVIMENTO E LANÇAMENTO DO APP PRÓPRIO

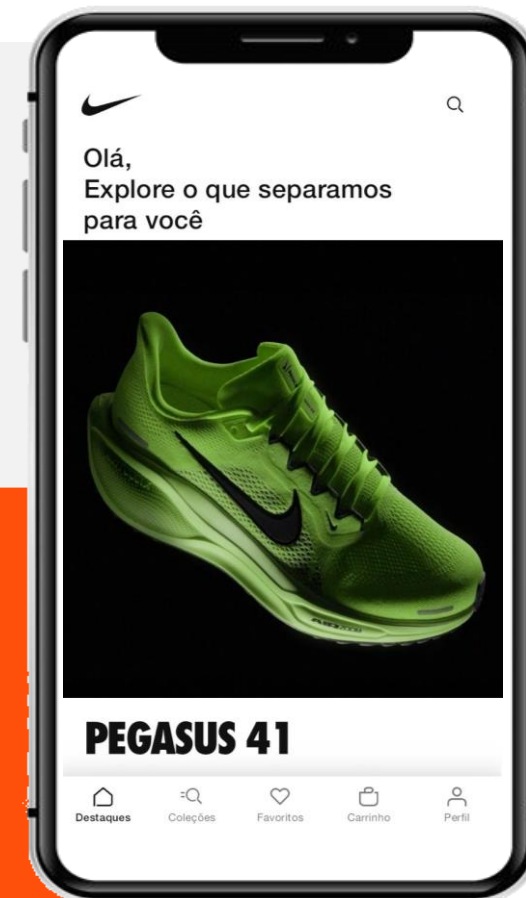
CRIAÇÃO DO SEGMENTO 3P

AUMENTO DAS VENDAS DE SNEAKERS E CASUAL

PRECIFICAÇÃO OTIMIZADA E RENTABILIZAÇÃO DO CANAL

OTIMIZAÇÃO DO MARKETING DE PERFORMANCE

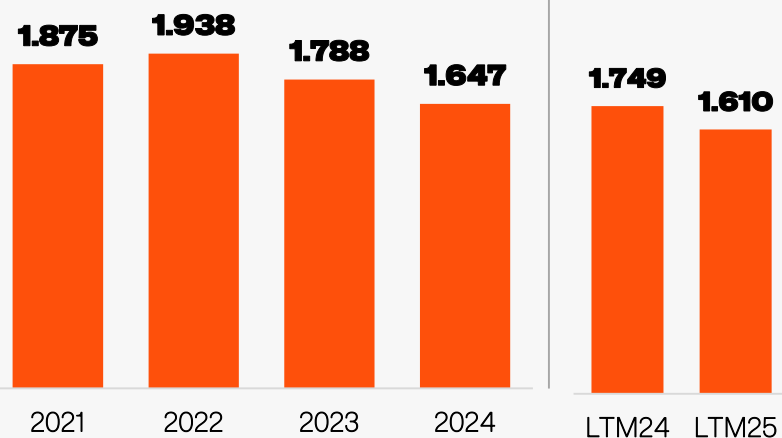
EXPANSÃO DO SORTIMENTO DE PRODUTOS



WHOLESALE

RECEITA BRUTA

R\$ M



35,2 %

**SHARE DAS
VENDAS
DE FISIA**

+9,3 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**

+4,5 MIL

**PORTAS DE WHOLESALE
(DISTRIBUIÇÃO DIRETA
POR FISIA)**

FISIA



SBF VENTURES

VWB

fit dance

ONEFAN

X3m



A NWB É O MAIOR ECOSISTEMA
DE PRODUÇÃO, DISTRIBUIÇÃO E
COMUNIDADE DE **CONTEÚDOS**
ESPORTIVOS DA INTERNET
BRASILEIRA

+ DE 100 MILHÕES
DE INSCRITOS NOS CANAIS DO
YOUTUBE

+ DE 430
CANAIS AFILIADOS

TRANSMISSÃO DO **PAULISTÃO SERIE**
A2 MASCULINO 2024 & SERIE A1
FEMININO 2024 NOS CANAIS NWB

GRUPO SBF REALIZOU **AQUISIÇÃO**
DE **100%** DA **NWB EM 2021**





UMA DAS **MAIORES PLATAFORMAS DE DANÇA DO BRASIL** QUE REÚNE **CONTEÚDO, AULAS E PRODUTOS** PARA OS APAIXONADOS POR DANÇA

+ DE 38 MILHÕES
DE SEGUIDORES NAS REDES SOCIAIS

+ 18,8 BILHÕES
DE VIEWS EM SEUS CANAIS
MULTIPLATAFORMA

APROXIMADAMENTE **30 MIL ACADEMIAS & MEIO MILHÃO** DE AULAS DE **FITDANCE** EM 2023

GRUPO SBF ADQUIRIU A FIT DANCE EM 2022, COMPONDO A **SBF VENTURES**





SPORTECH ESPECIALIZADA EM
**GESTÃO DIGITAL DE CLUBES DE
FUTEBOL**, IMPULSIONANDO O
**MERCADO DE ENTRETENIMENTO
ESPORTIVO** NO BRASIL

+ DE 1,2 MIL
CONTEÚDOS PRODUZIDOS

+ DE 11 MILHÕES
DE VIEWS MENSAIS

+ DE 4,6 MILHÕES
DE USUÁRIOS

+ DE 120 MILHÕES
DE PAGEVIEWS AO LONGO DO ANO

INVESTIMENTO SBF: BÔNUS DE
SUBSCRIÇÃO DE **30%** DO CAPITAL
SOCIAL DA ONEFAN DESDE 2022





RUN

X3M

ESPECIALIZADA EM
ORGANIZAÇÃO E PROMOÇÃO
DE **EVENTOS ESPORTIVOS**

+ DE 370 EVENTOS ANUAIS
REALIZADOS NO PAÍS

+ DE 742 MIL INSCRIÇÕES
NOS EVENTOS

+ DE 708 MILHÕES
DE MÍDIAS ESPONTÂNEAS

ORGANIZAÇÃO DOS EVENTOS
ESPORTIVOS DO **GRUPO SBF**, COMO A
NIKE RUN DE 2024 E O **CENTAURO**
DESBRAVA

INVESTIMENTO SBF: 30% DO
CAPITAL SOCIAL DA X3M DESDE 2022



CENTAURO
DESBRAVA
DESCUBRA SEU CORRE

RELAÇÕES COM INVESTIDORES

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

 **ONEFAN**

X3m

 **NWB**
Network Brasil

 **fit dance**

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 | IGPTW B3

GRUPO SBF

INSTITUTIONAL PRESENTATION

2Q25



GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

ONEFAN

X3m

NWB
Network Brasil

fit dance

SUMMARY

- > GRUPO SBF
- > CENTAURO
- > FISIA
- > VENTURES



An aerial photograph of a lush green agricultural field, likely a cornfield, with distinct yellow lines marking the rows of crops. The text 'GRUPO SBF' is overlaid in the center in a white, bold, sans-serif font.

GRUPO SBF



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

COMPOSED OF **THREE** BUSINESS UNITS:

- **CENTAURO**
- **FISIA**
- **SBF VENTURES**

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**

274 STORES
TOTALIZING **283.0**
THOUSAND SQM

PRESENT IN **25 STATES**
+ FEDERAL DISTRICT

4 DISTRIBUTION
CENTERS

+ 9.5 THOUSAND
EMPLOYEES

R\$ 7.3 BILLION
NET REVENUE (LTM 2Q25)
+ 2.6% VS LTM 2Q24

R\$ 3.6 BILLION
GROSS PROFIT (LTM 2Q25)
+ 6.1% VS LTM 2Q24

R\$ 749.1 MILLION
EBITDA¹ (LTM 2Q25)
+ 4.6% VS LTM 2Q24

R\$ 453.0 MILLION
NET PROFIT¹ (LTM 2Q25)
+ 34.1% VS LTM 2Q24

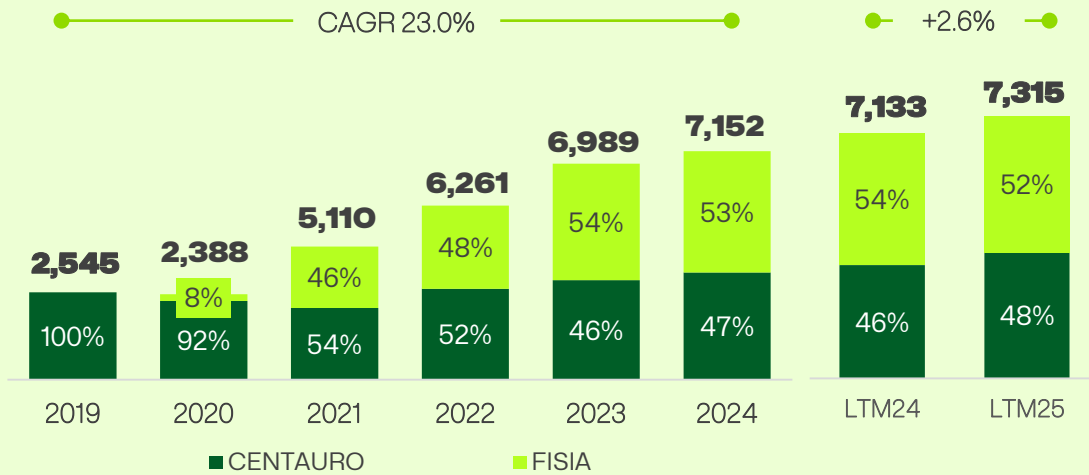
49.2% GROSS MARGIN¹
10.2% EBITDA MARGIN¹
6.2% NET MARGIN¹

35% SHARE OF DIGITAL
REVENUE (2Q25)

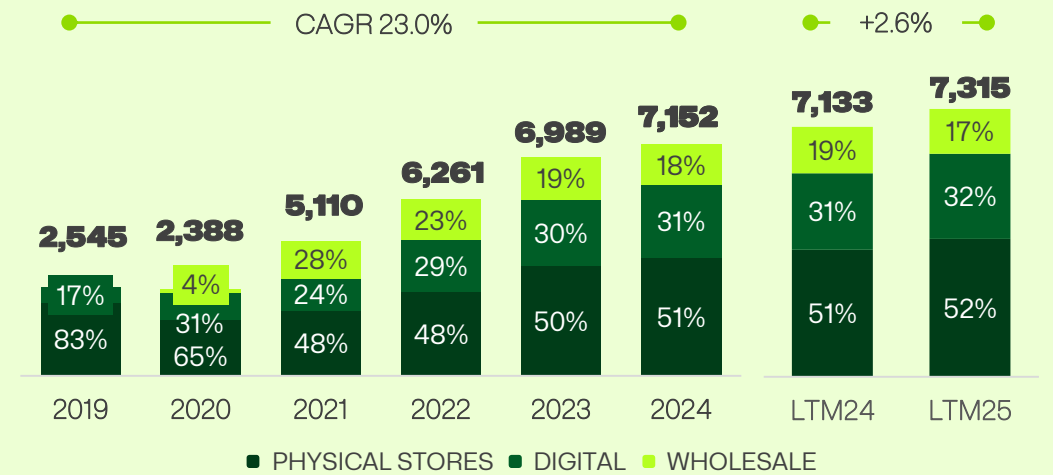
KEY NUMBERS

R\$ M | ADJUSTED | EX-IFRS

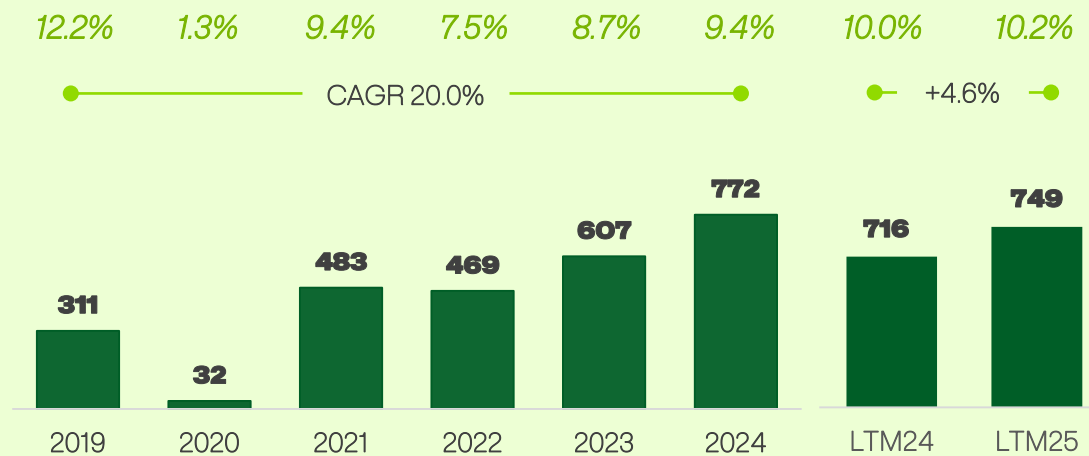
NET REVENUE AND SHARE BY BUSINESS UNIT



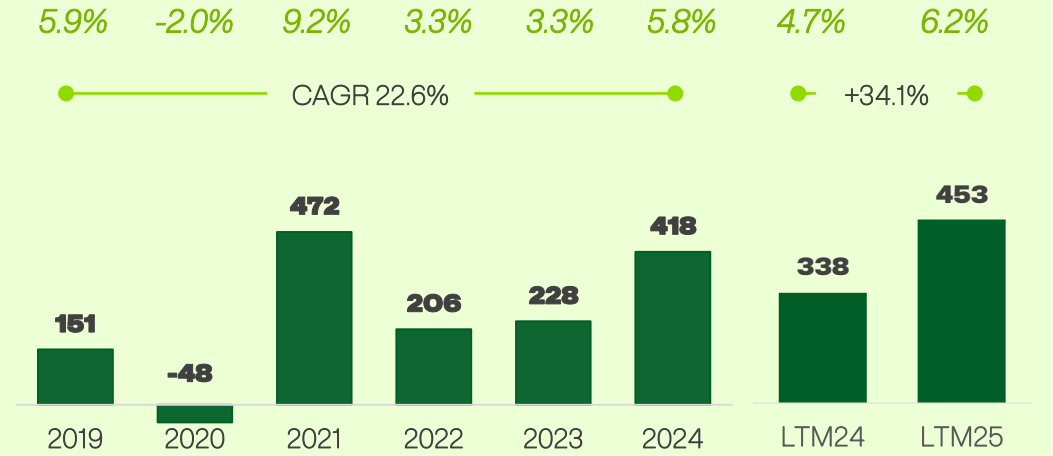
NET REVENUE AND SHARE BY CHANNEL



EBITDA AND EBITDA MARGIN



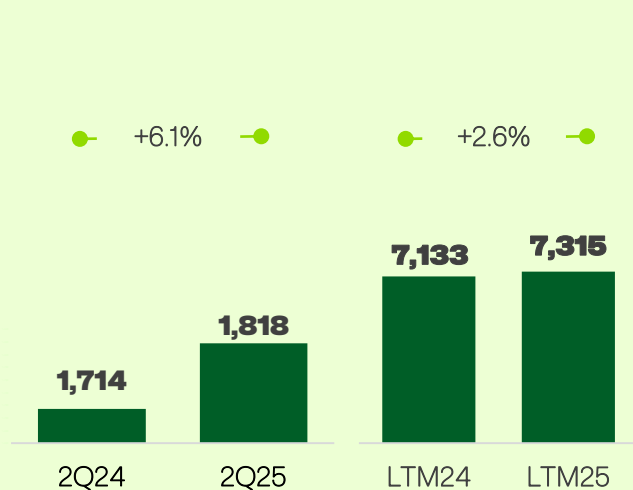
NET PROFIT AND NET MARGIN



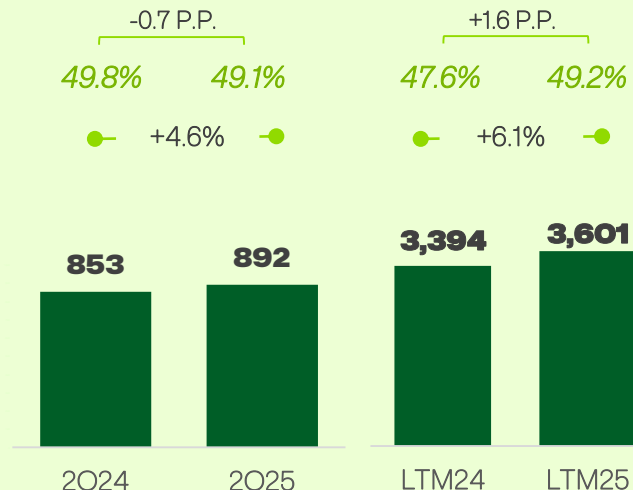
KEY NUMBERS

R\$ M | ADJUSTED | EX-IFRS

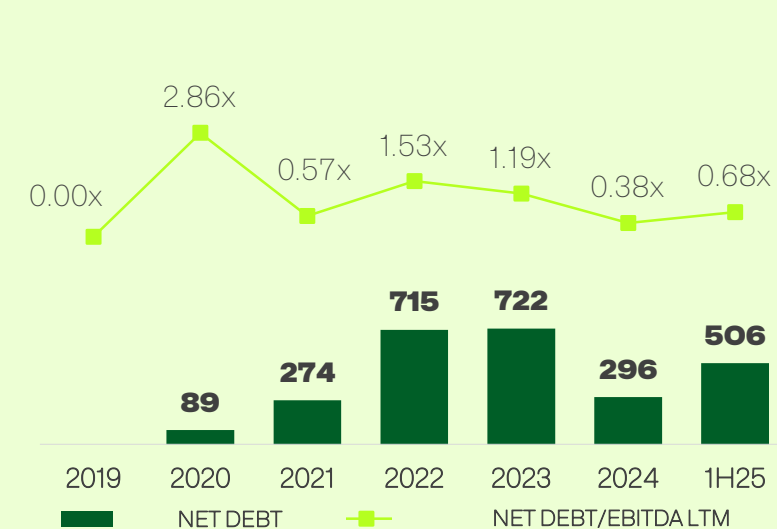
NET REVENUE



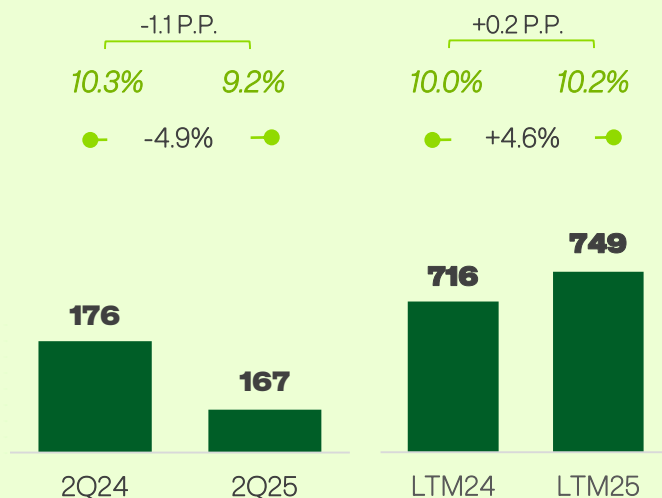
GROSS PROFIT



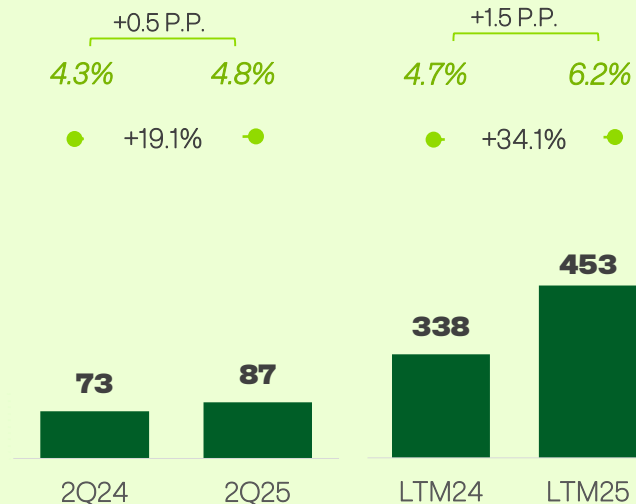
INDEBTEDNESS



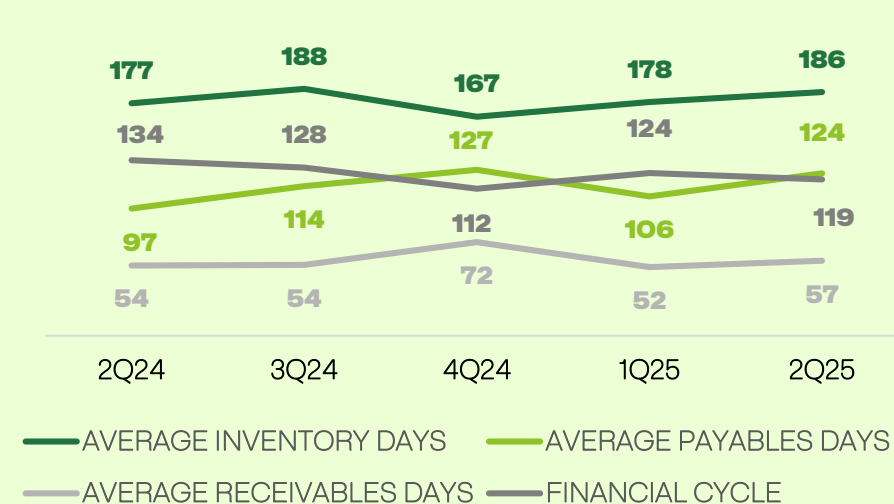
EBITDA AND EBITDA MARGIN



NET PROFIT AND NET MARGIN



FINANCIAL CYCLE



GRUPO SBF

274 STORES
283.0 THOUSAND SQM

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

9 NDIS
5.6 THOUSAND SQM
~622 SQM/STORE

38 NVS
42.8 SQM
~1,130 SQM/STORE

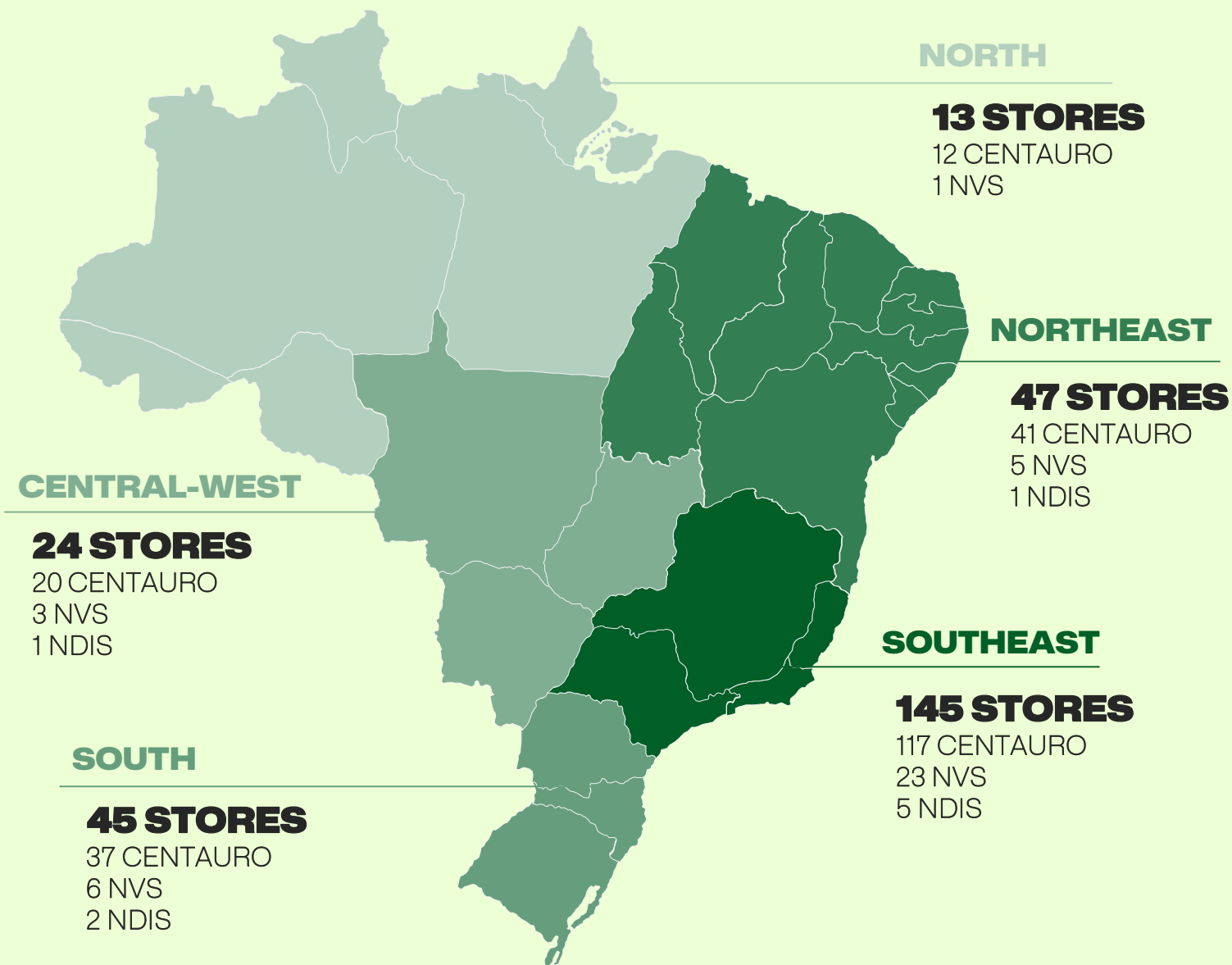
CENTAURO

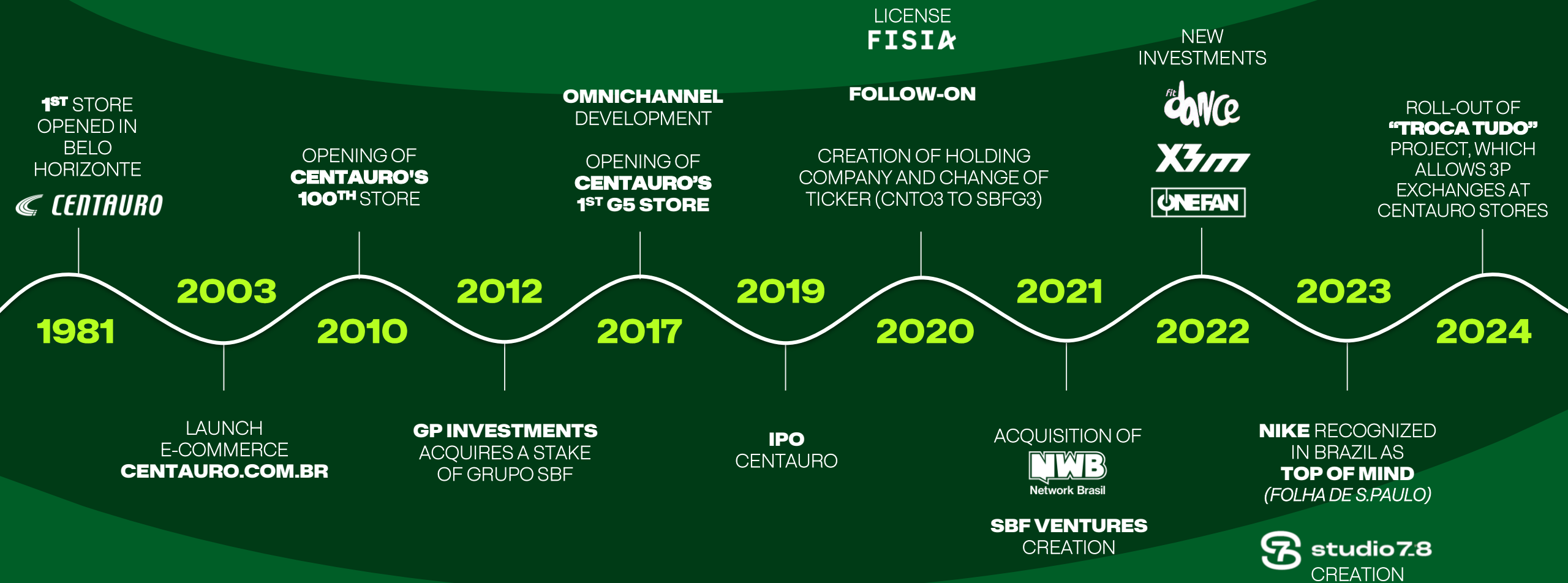
227 STORES
234.6 THOUSAND SQM
~1,030 SQM/STORE

25
STATES OF
BRAZIL +
FEDERAL
DISTRICT

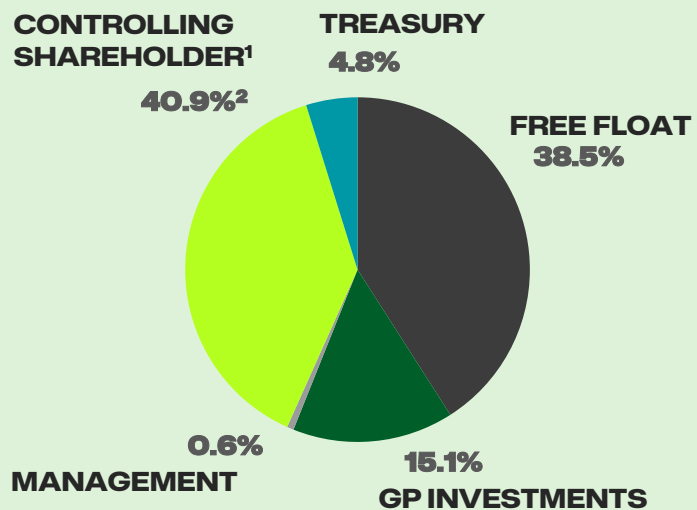
B&M STORES
55%
OF SALES
(1Q25)

+37
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)

FRICITIONLESS
SHOPPING
EXPERIENCE
THROUGH
OMNICHANNEL

GROWTH
AVENUES:

GROSS
PROFIT/SQM

SSS AND
NEW STORES

DIGITAL
EXPANSION

OMNICHANNEL

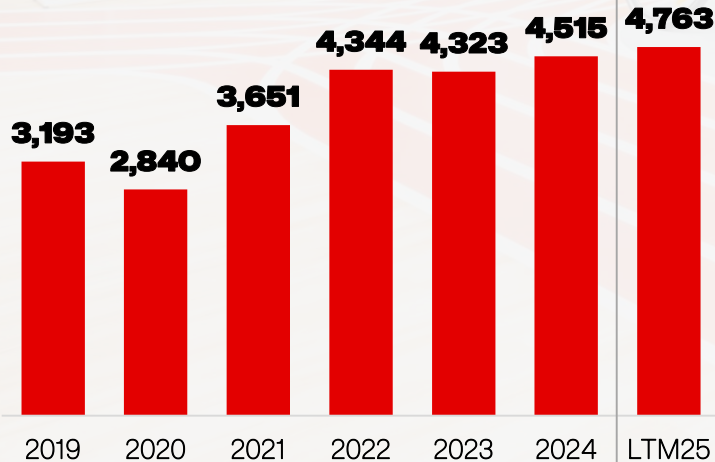


KEY NUMBERS

GROSS REVENUE

R\$ M

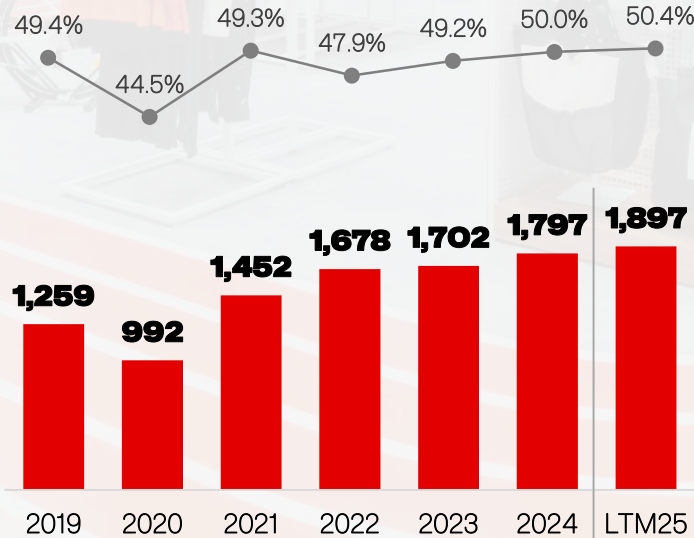
CAGR
(2019-2024)
6.9%



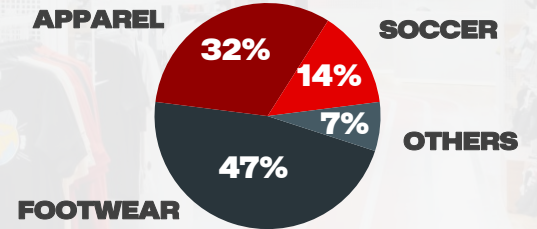
GROSS PROFIT AND MARGIN

R\$ M | %

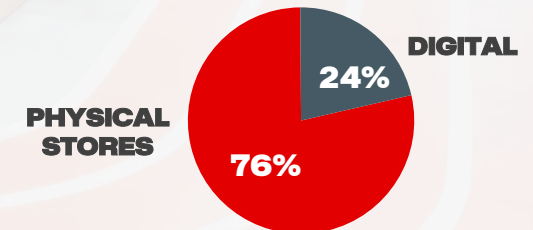
CAGR
(2019-2024)
7.1%



SHARE BY CATEGORY



SHARE PER CHANNEL



AVERAGE TICKET R\$ 291

45% OF THE PRODUCTS SOLD AT CENTAURO ARE DISTRIBUTED BY THE GRUPO SBF (NIKE + OWNED BRANDS AND LICENSES).

**CENTAURO'S RUNNING CIRCUIT
FOCUSED ON INCREASING TRAFFIC
IN STORES AND POSITIONING
CENTAURO IN THE RUNNING MARKET**

**DIFFERENT ROUTES AND
PRE-RACE TRAINING**

**IN PARTNESHIP WITH THE
MAIN MALLS IN BRAZIL**

**ORGANIZED BY X3M
(PART OF SBF VENTURES)**

**FREQUENT ACTIVATIONS
IN STORES NATIONWIDE**



+50
MALLS
CONFIRMED

10
RACES
IN 2024

20
RACES
IN 2025

STRATEGIC CATEGORIES



CORE

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

STRATEGIC CATEGORIES,
MOST CONSUMED

IN STORE AND ONLINE
PRESENCE (1P)

VARIETY OF BRANDS,
ALL PRICE RANGES AND
PRODUCT DIVERSITY



FUTURE CORE

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

CATEGORIES WITH POTENTIAL
AND FAST GROWTH

IN STORE AND ONLINE
PRESENCE (1P)

VARIETY OF BRANDS,
ALL PRICE RANGES AND
PRODUCT DIVERSITY



COMPLEMENTARY

- **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



NICHE

- **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



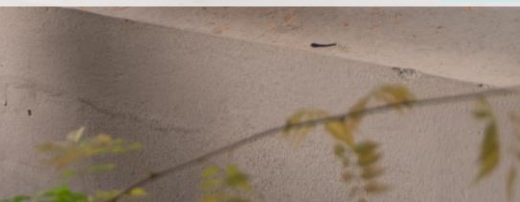
BRANDS THAT PRESERVE CENTAURO'S DNA, GENERATE TRAFFIC IN STORES AND ONLINE AND GUARANTEE CONSUMER PREFERENCE.



PARTNER BRANDS



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





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

nord
OUTDOOR

nord

▷ **OXER** ◁

 **ADAMS.**

OWNED BRANDS AND LICENSES



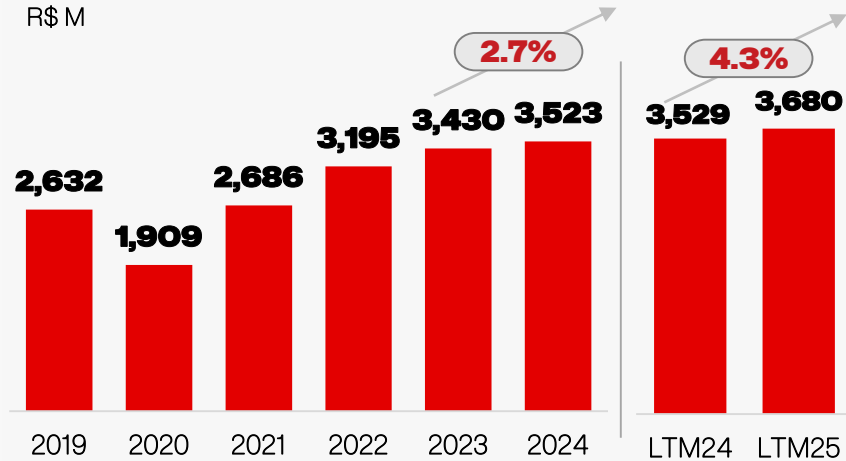
REINFORCEMENT OF OWNED BRANDS AND LICENSES, CREATING DIVERSIFICATION AND EXCLUSIVITY FOR CENTAURO.



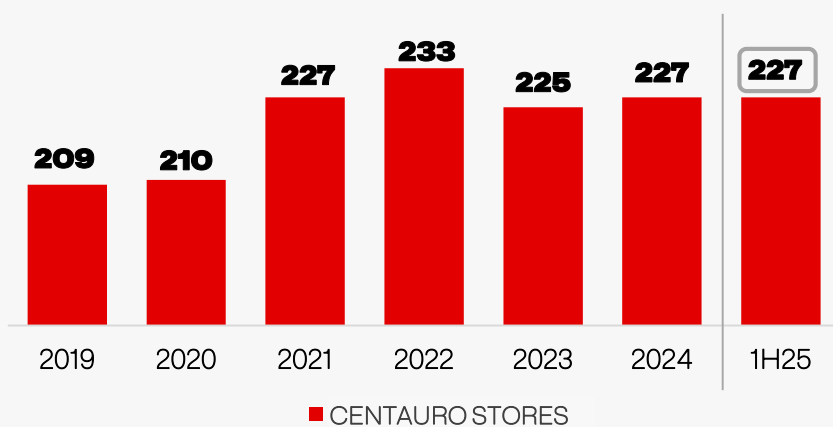
PHYSICAL STORES

GROSS REVENUE

R\$ M



NUMBER OF STORES



75.6%
SHARE OF CENTAURO'S
REVENUES

R\$ 4.0K/SQM
CAPEX PER NEW STORES
AND RENOVATIONS

~1030 SQM
AVERAGE STORE AREA

92.9%
NPS STORES

NATIONAL COVERAGE
227 STORES
110 CITIES IN BRAZIL

+ 17
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.**

STORES G5

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

**FOCUS ON
EXPERIENCE**

**MOBILE
PAYMENT**

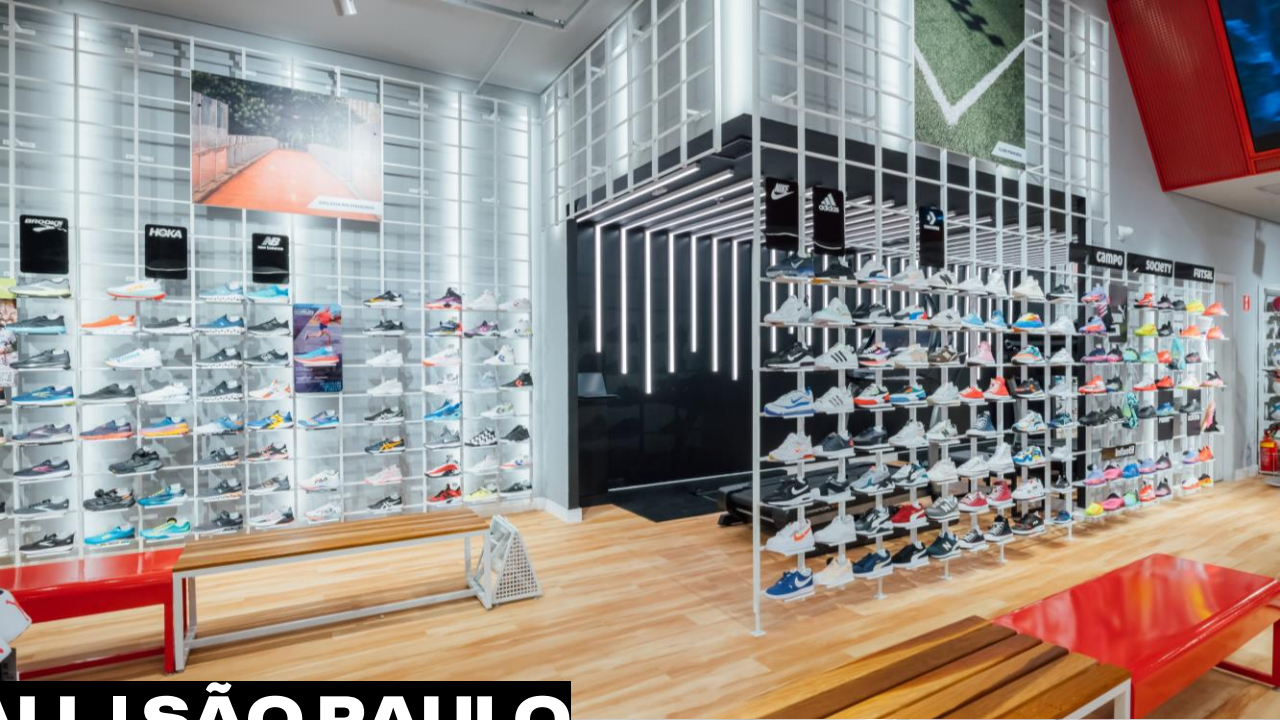
**PRODUCTS
CUSTOMIZATION**

**SPORTS
EVENTS**

**AREA FOR
PRODUCT TESTING**

**LIVE SPORTS
BROADCASTS**

JK IGUATEMI MALL | SÃO PAULO



JK IGUATEMI MALL | SÃO PAULO



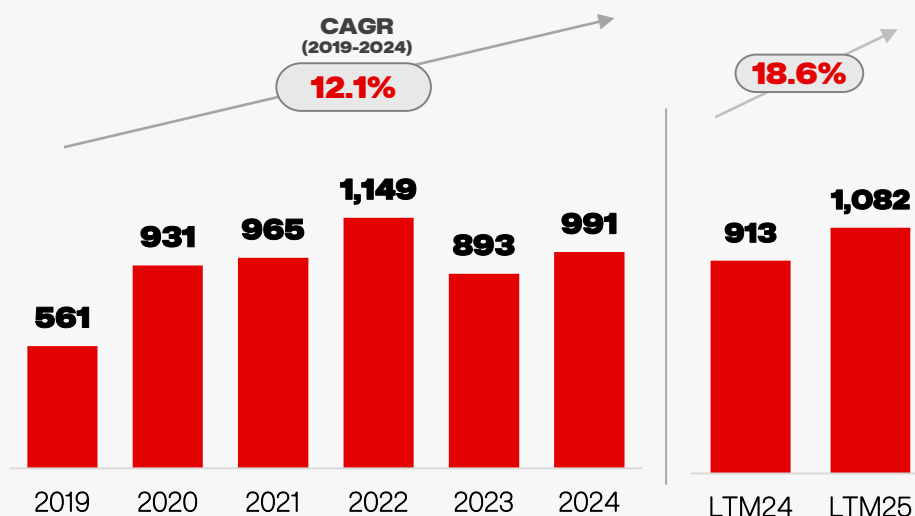


AV. PAULISTA | SÃO PAULO



GROSS REVENUE

R\$ M

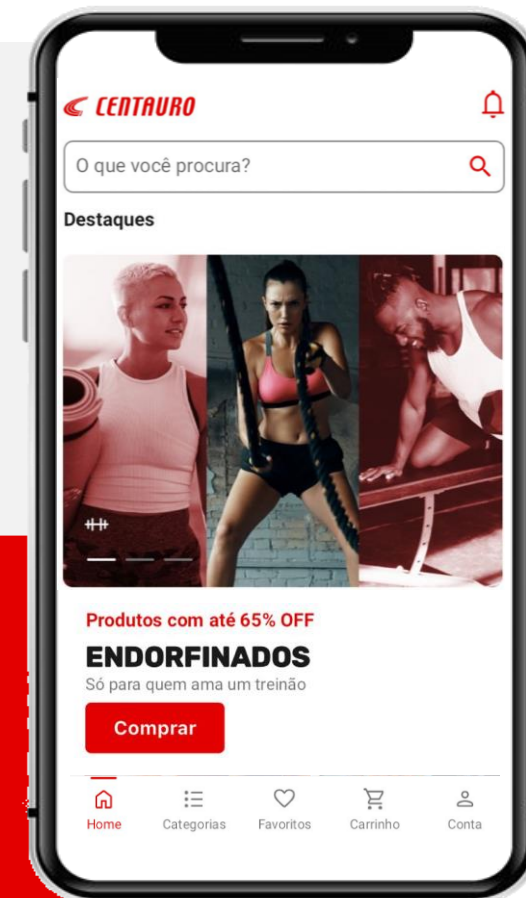


SPORTS ORIENTED MULTICHANNEL

CUSTOMIZATION OF PRODUCTS

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

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



24.4%
SHARE OF
CENTAURO'S
REVENUES

58.5%
SHARE OF
ONLINE SALES
VIA APP

49.3%
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:

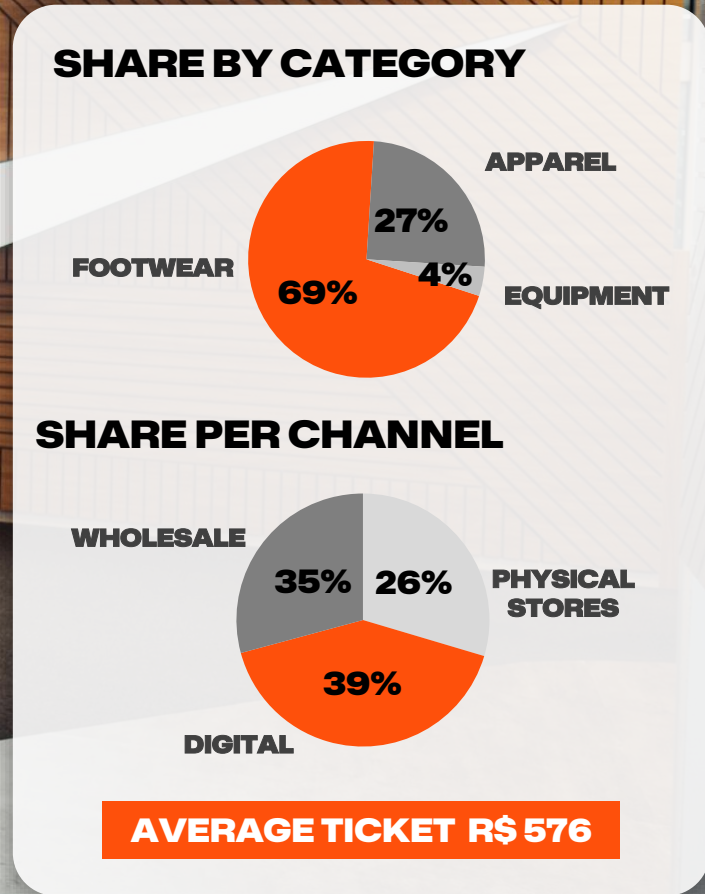
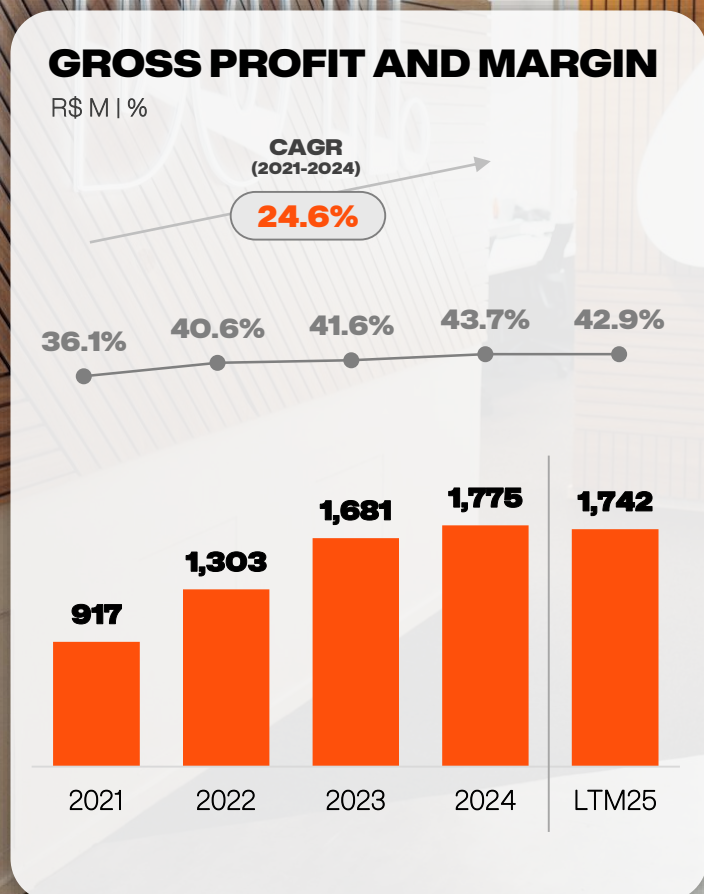
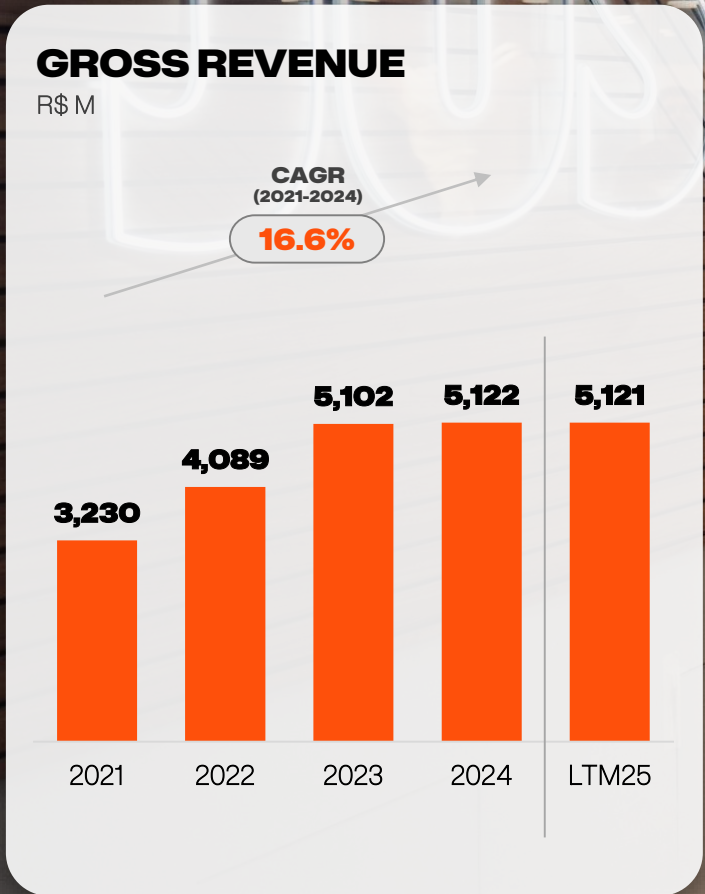
INCREASE BRAND
AWARENESS IN BRAZIL

NEW
STORES

DIGITAL
EXPANSION

OMNICHANNEL

KEY NUMBERS

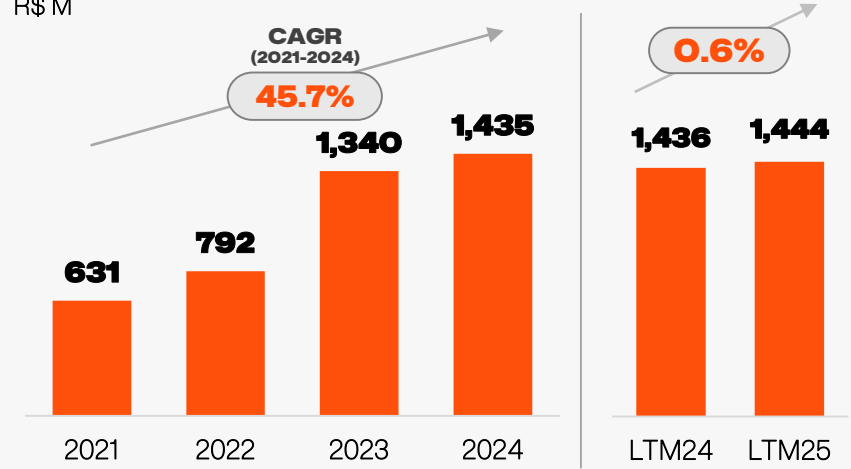


*03/31/2025; **DTC (DIRECT-TO-CONSUMER) REVENUE SHARE REPRESENTED 52.2% IN 2Q25.

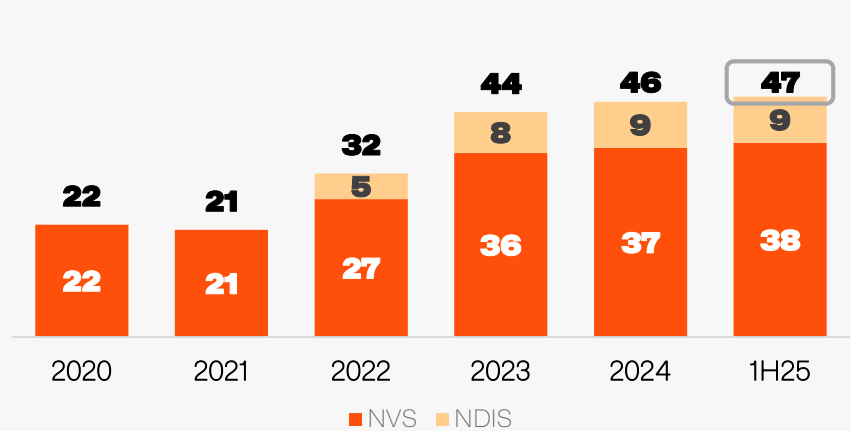
PHYSICAL STORES

GROSS REVENUE

R\$ M



NUMBER OF STORES



26.2%
SHARE OF FISIA'S REVENUES

R\$ 4.5K/SQM
CAPEX PER NVS STORE

R\$ 6.0K/SQM
CAPEX PER NDIS STORE

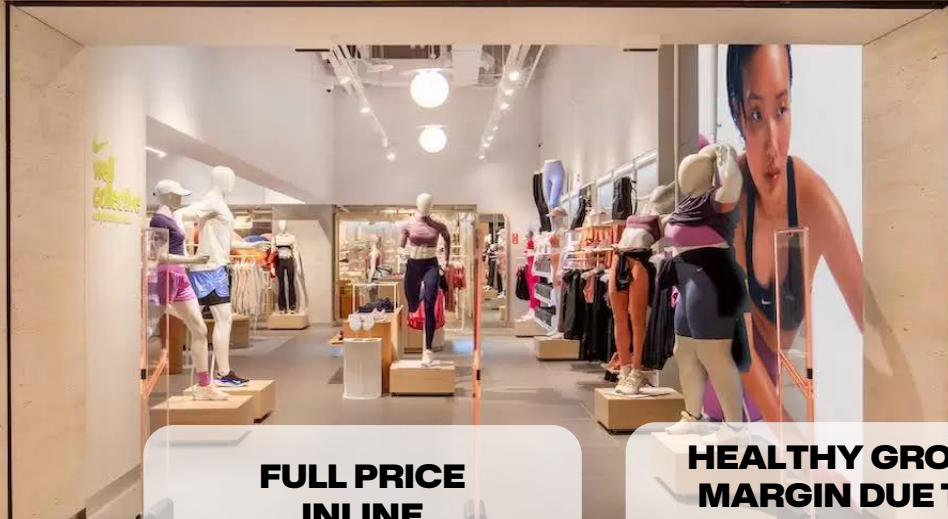
~1130 SQM
AVERAGE NVS STORE AREA

~622 SQM
AVERAGE NDIS STORE AREA

FISIA



NDIS NIKE DIRECT INLINE STORES



**FULL PRICE
INLINE
COLLECTION**

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

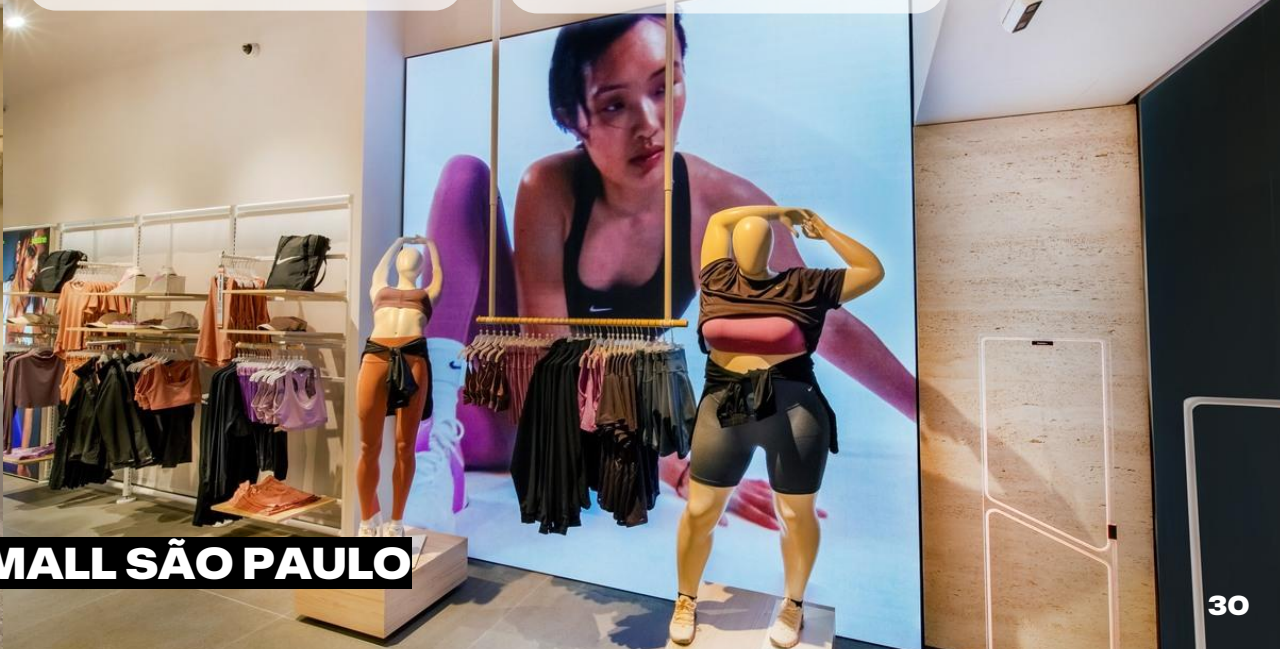


**PREMIUM, CASUAL
AND FEMALE
SEGMENTATION**

**EXPANSION OF
MARKET SHARE IN
NEW CATEGORIES**



NDIS | IGUATEMI MALL SÃO PAULO



NVS NIKE VALUE STORES



**CLOSE OUT AND
REBUY MIX**

**STRATEGIC
CHANNEL FOR
SALLING PREVIOUS
COLLECTIONS**



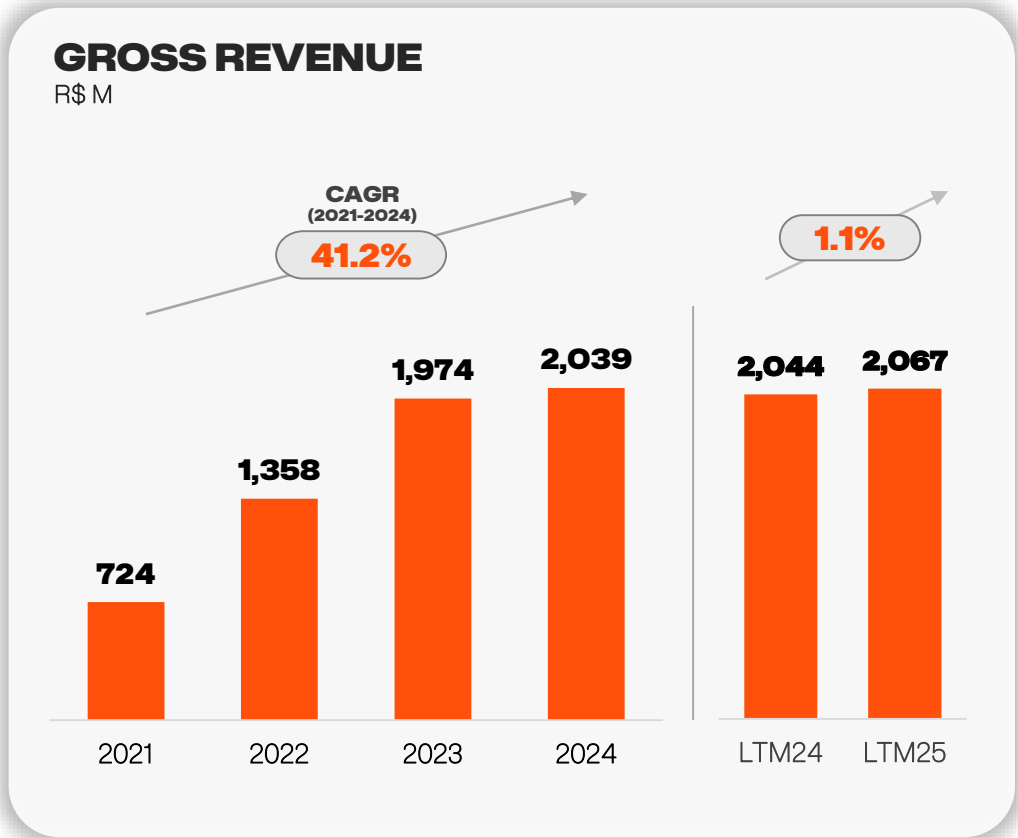
NVS | IMIGRANTES SÃO PAULO



**ENTRY CHANNEL
FOR NEW
CONSUMERS**

**INCREASE
OF BRAND
AWARENESS**





38.6%

SHARE OF FISIA'S REVENUES

12.6%

3P SHARE OF FISIA'S REVENUES

68.8%

NPS

DEVELOPMENT AND LAUNCH OF OWNED APP

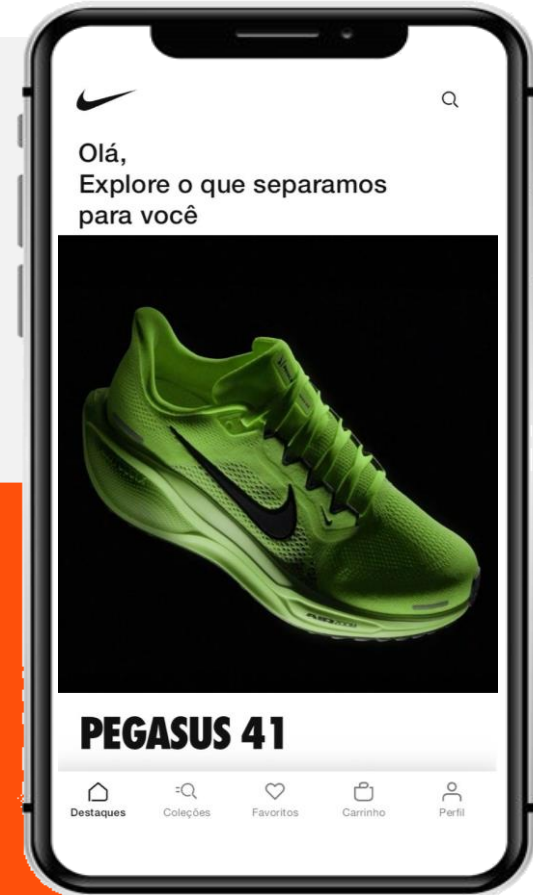
CREATING THE SEGMENT 3P

INCREASE IN SALES OF SNEAKERS AND CASUAL

OPTIMIZED PRICING AND CHANNEL MONETIZATION

PERFORMANCE MARKETING OPTIMIZATION

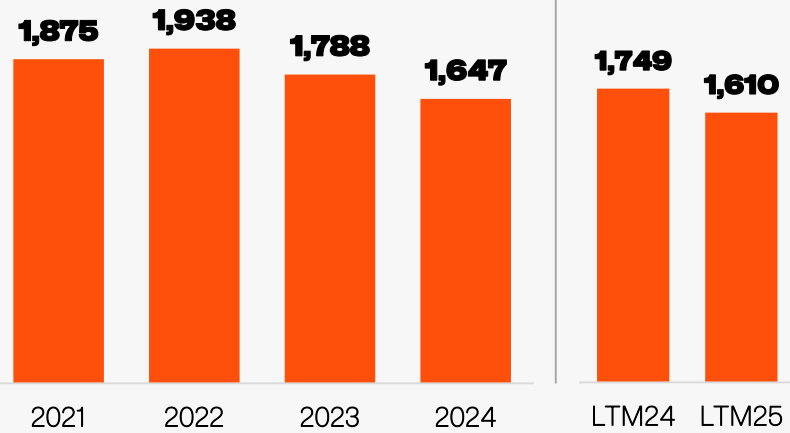
PRODUCT ASSORTMENT EXPANSION



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

35.2%

SHARE OF FISIA'S REVENUES

+9.3K

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

+4.5K

WHOLESALE DOORS (SUPPLIED DIRECTLY BY FISIA)



SBF VENTURES





**NWB IS THE LARGEST SPORTS
CONTENT PRODUCTION, DISTRIBUTION
AND COMMUNITY ECOSYSTEM ON
THE BRAZILIAN INTERNET**

+ 100 MILLION
YOUTUBE CHANNEL
SUBSCRIBERS

+ 430
AFFILIATE
CHANNELS

STREAMING OF **PAULISTÃO SERIE A2
MEN'S 2024 & SERIE A1 WOMEN'S
2024** ON NWB CHANNELS

**GRUPO SBF ACQUIRED
100% OF NWB IN 2021**





ONE OF **BRAZIL'S LARGEST DANCE PLATFORMS** THAT OFFERS **CONTENT, CLASSES AND PRODUCTS** FOR DANCE ENTHUSIASTS

+ 38 MILLION
FOLLOWERS ON
SOCIAL MEDIAS

+ 18.8 BILLION
VIEWS ON ITS
MULTIPLATFORM CHANNELS

APPROXIMATELY **30 THOUSAND GYMS** & **HALF A MILLION** FITDANCE CLASSES IN 2023

GRUPO SBF ACQUIRED FIT DANCE IN 2022, CREATING **SBF VENTURES**





SPORTECH SPECIALIZED IN
DIGITAL MANAGEMENT OF
SOCCER CLUBS, BOOSTING **SPORTS**
ENTERTAINMENT MARKET IN BRAZIL

+ 1.2 THOUSAND
CONTENT PRODUCED

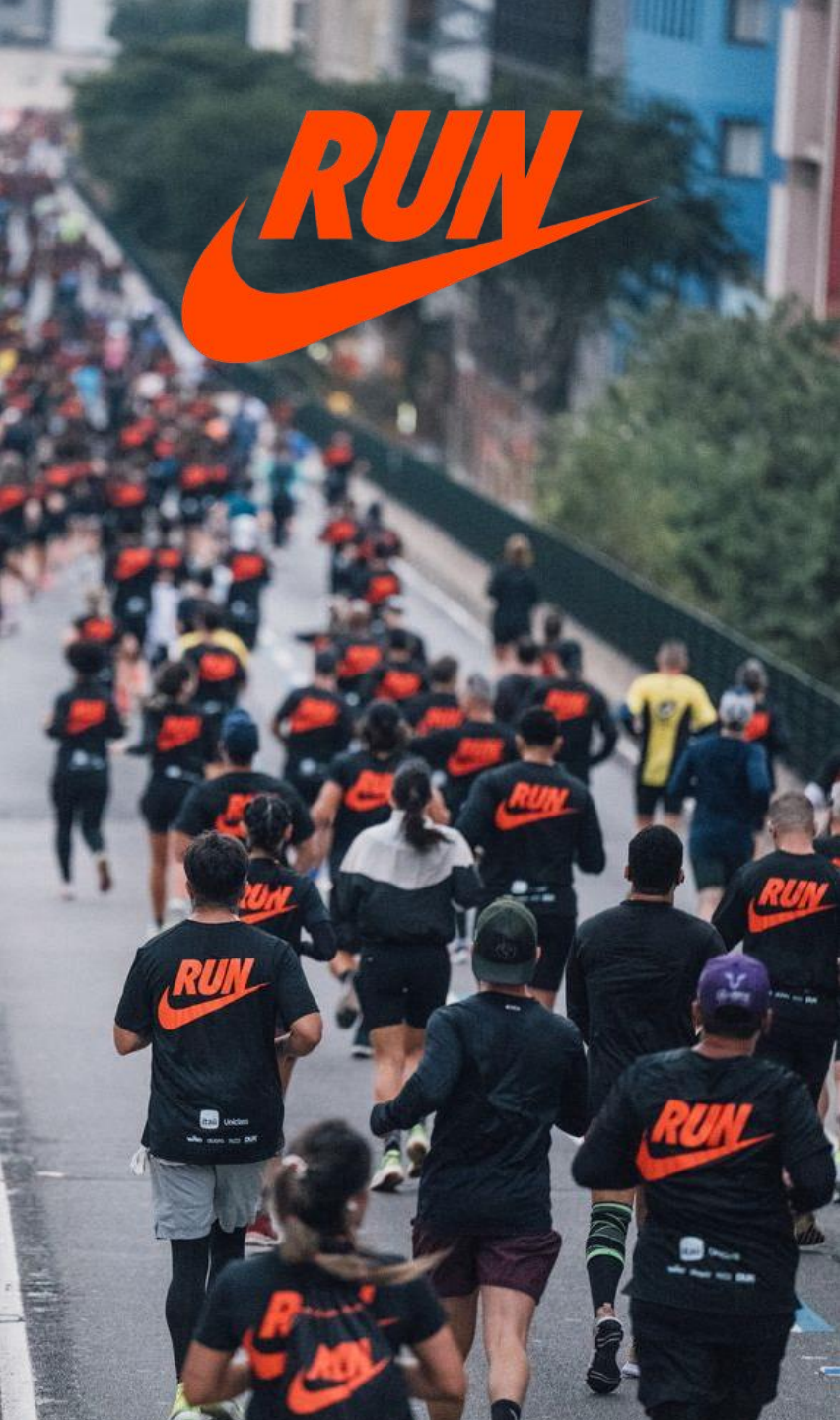
+ 11 MILLION
MONTHLY VIEWS

+ 4.6 MILLION
USERS

+ 120 MILLION
PAGEVIEWS OVER THE YEAR

SBF INVESTMENT:
SUBSCRIPTION WARRANTS FOR
30% OF ONEFAN'S SHARE
CAPITAL IN 2022





EXPERTISE IN **ORGANIZING** AND
PROMOTING SPORTS EVENTS

+ 370 ANNUAL EVENTS
HELD IN THE COUNTRY

+ 742 THOUSAND PEOPLE
REGISTRED IN THE EVENTS

+ 708 MILLION
SPONTANEOUS MEDIA

ORGANIZATION OF **GRUPO SBF'S**
SPORTING EVENTS, SUCH AS
NIKE RUN 2024 AND
CENTAURO DESBRAVA

SBF INVESTMENT: 30%
OF X3M CAPITAL IN 2022



INVESTOR RELATIONS

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

 **ONEFAN**

X3m

 **NWB**
Network Brasil

 **fit dance**

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 | IGPTW B3