

APRESENTAÇÃO INSTITUCIONAL

3T25



GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

ÍNDICE

- > GRUPO SBF
- > CENTAURO
- > FISIA

GRUPO SBF



GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL  NO BRASIL

GRUPO SBF



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

FORMADA POR DUAS UNIDADES
DE NEGÓCIOS:

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

GRUPO SBF AT A GLANCE

GRUPO SBF

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

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

276 LOJAS
TOTALIZANDO **285,9 MIL M²**

PRESENTE EM **25**
ESTADOS + DF

4 CENTROS DE
DISTRIBUIÇÃO

+ DE 9,5 MIL
COLABORADORES

R\$ 7,5 BILHÕES
RECEITA LÍQUIDA (LTM 3T25)
+ 5,2% VS LTM 3T24

R\$ 3,6 BILHÕES
LUCRO BRUTO (LTM 3T25)
+ 5,1% VS LTM 3T24

R\$ 716,9 MILHÕES
EBITDA¹ (LTM 3T25)
- 4,1% VS LTM 3T24

R\$ 435,6 MILHÕES
LUCRO LÍQUIDO¹ (LTM 3T25)
+ 12,1% VS LTM 3T24

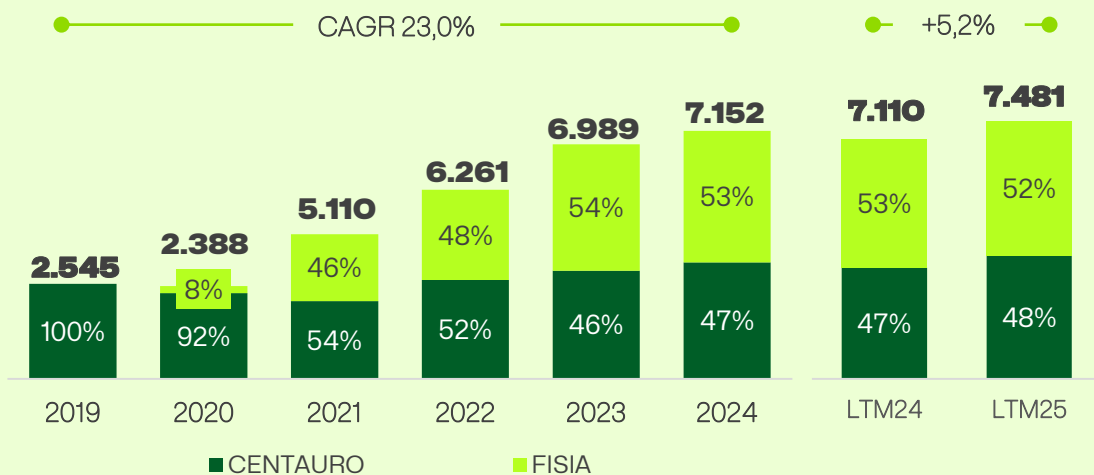
47,4% MARGEM BRUTA¹
8,7% MARGEM EBITDA¹
5,4% MARGEM LÍQUIDA¹

34% DE SHARE DE RECEITA
DO DIGITAL (3T25)

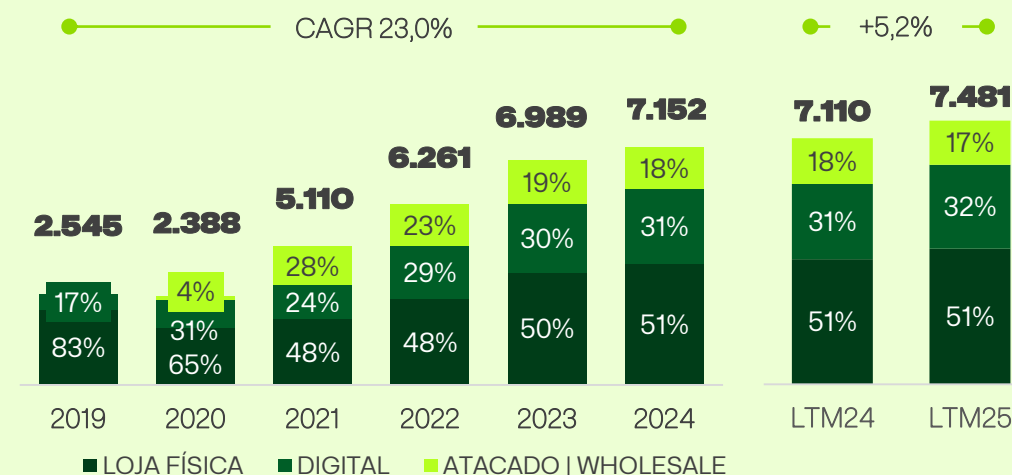
KEY NUMBERS

R\$ M | AJUSTADO | EX-IFRS

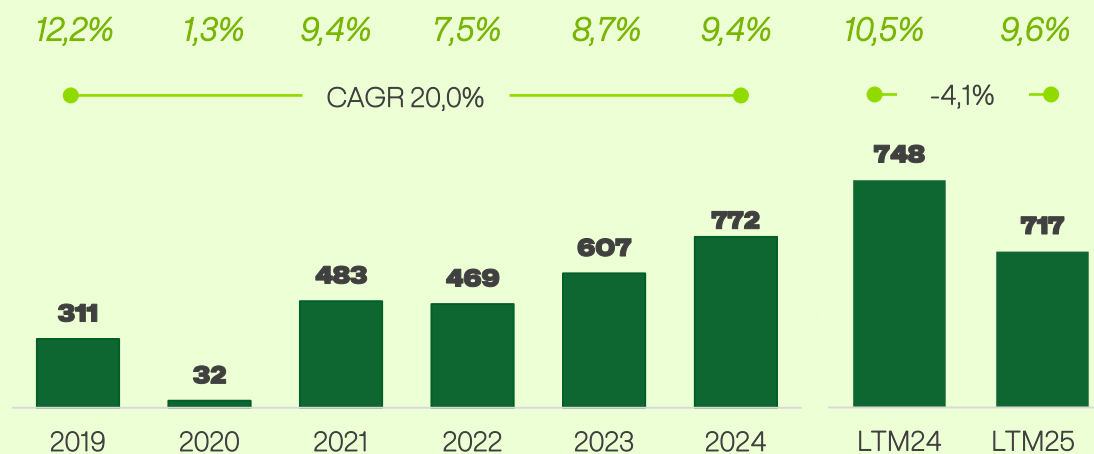
RECEITA LÍQUIDA E SHARE POR BU



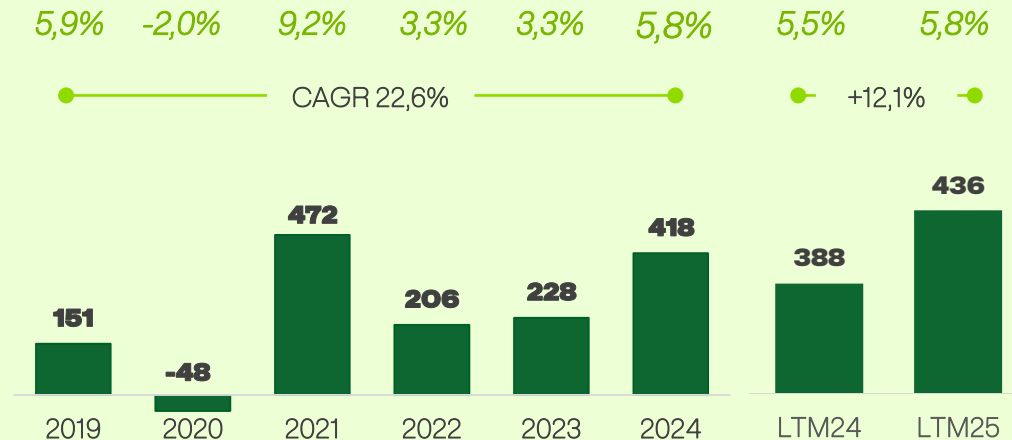
RECEITA LÍQUIDA E SHARE POR CANAL



EBITDA E MARGEM EBITDA



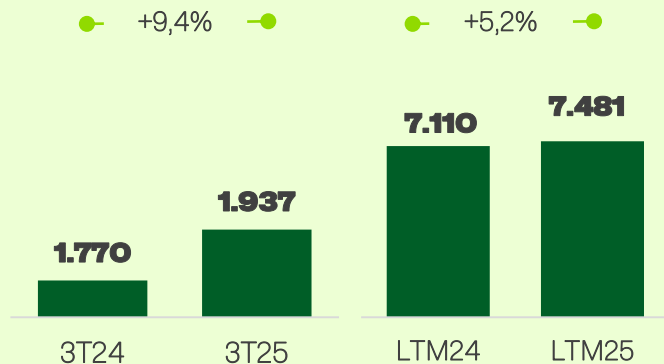
LUCRO LÍQUIDO E MARGEM LÍQUIDA



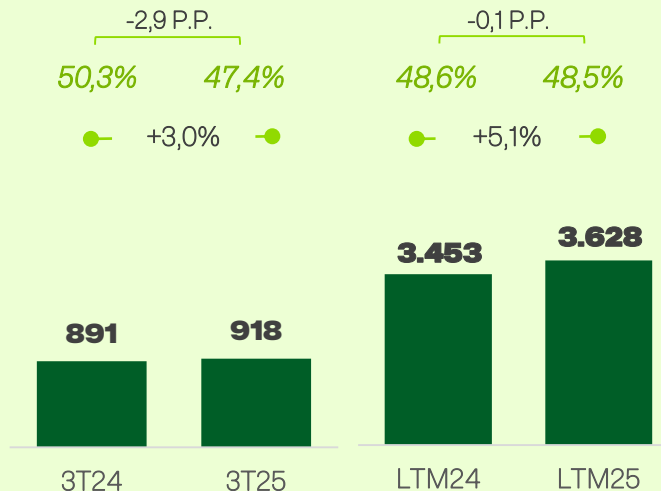
KEY NUMBERS

R\$ M | AJUSTADO | EX-IFRS

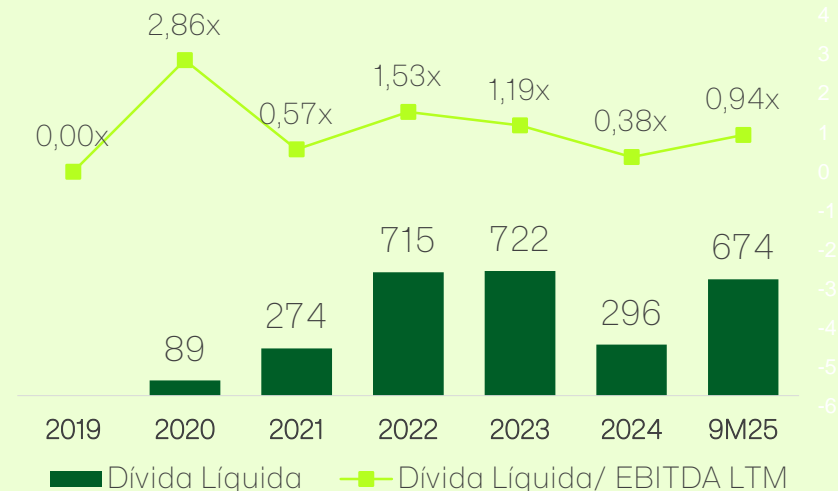
RECEITA LÍQUIDA



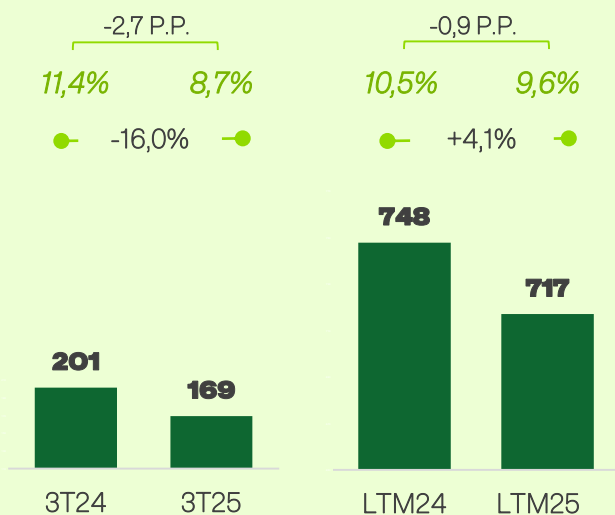
LUCRO BRUTO



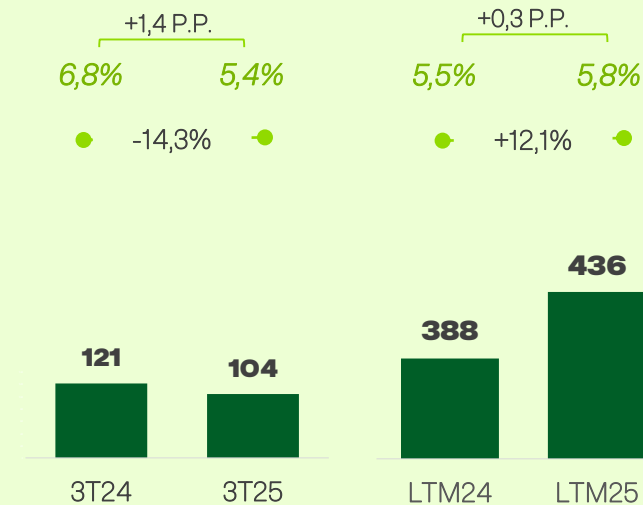
ENDIVIDAMENTO



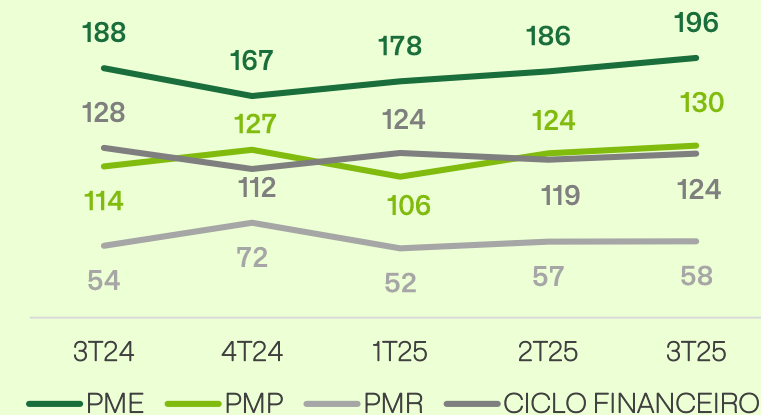
EBITDA E MARGEM EBITDA



LUCRO LÍQUIDO E MARGEM LÍQUIDA



CICLO FINANCEIRO



GRUPO SBF

276 LOJAS

285,9 MIL M²

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

10 LOJAS NDIS

6,5 MIL M²
~653 M²/LOJA

38 LOJAS NVS

43,5 MIL M²
~1145 M²/LOJA

CENTAURO

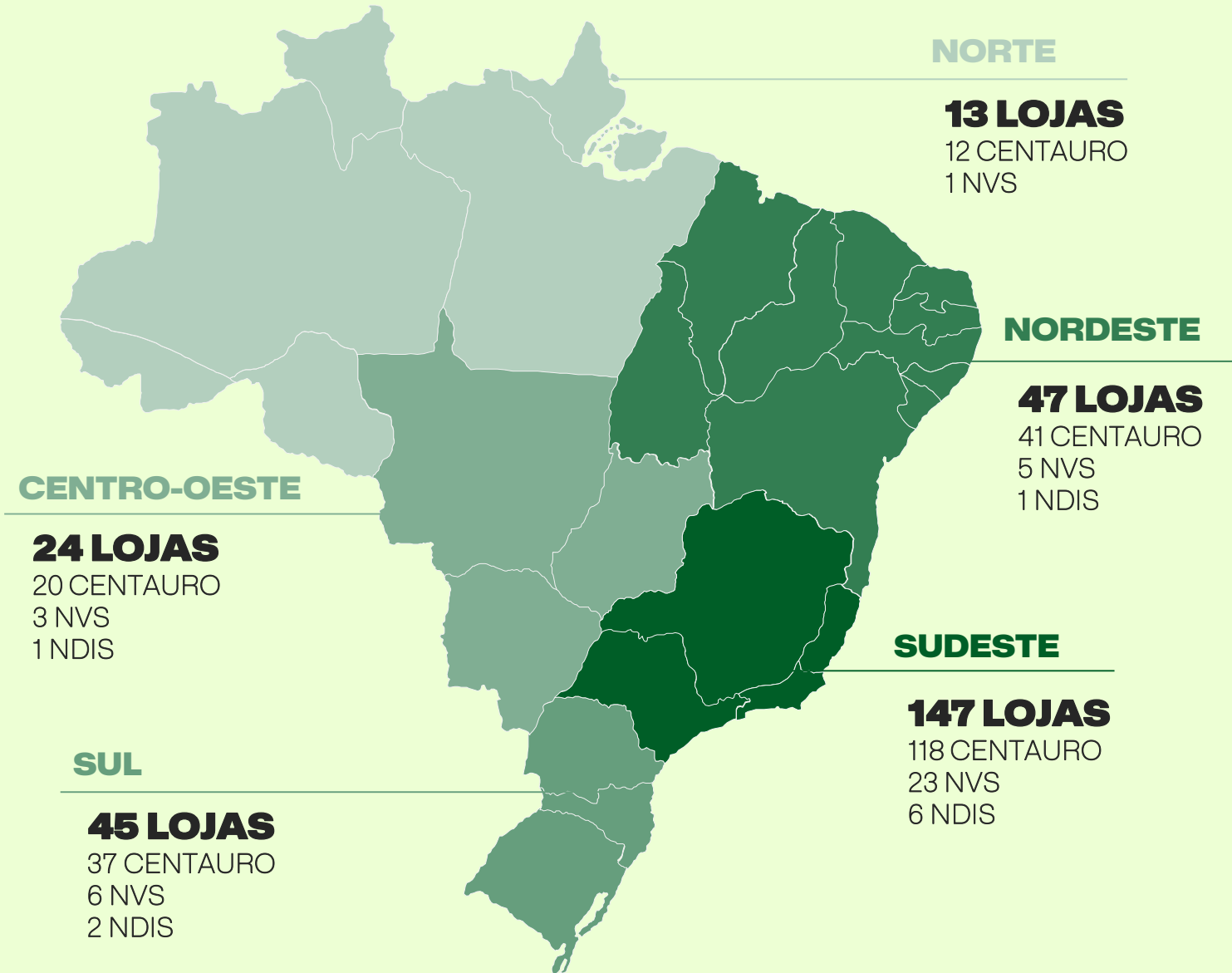
228 LOJAS

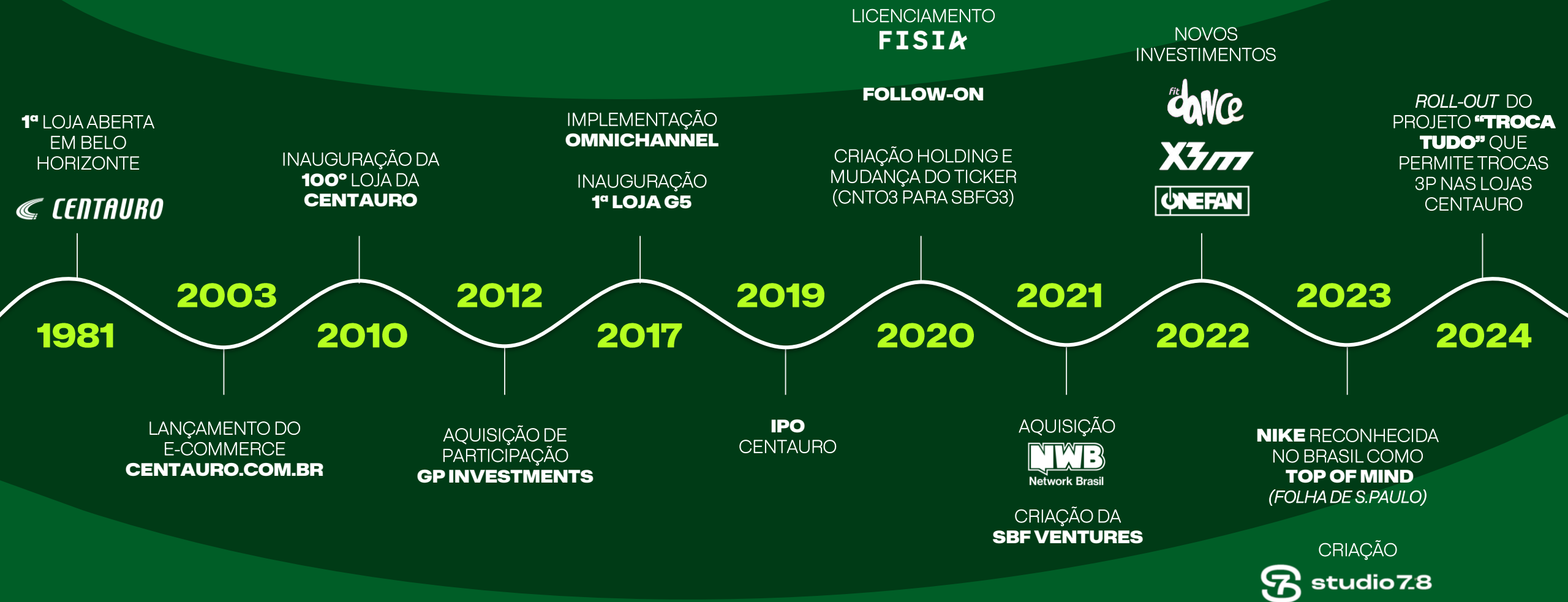
235,9 MIL M²
~1035 M²/LOJA

25
ESTADOS
DO BRASIL +
DISTRITO
FEDERAL

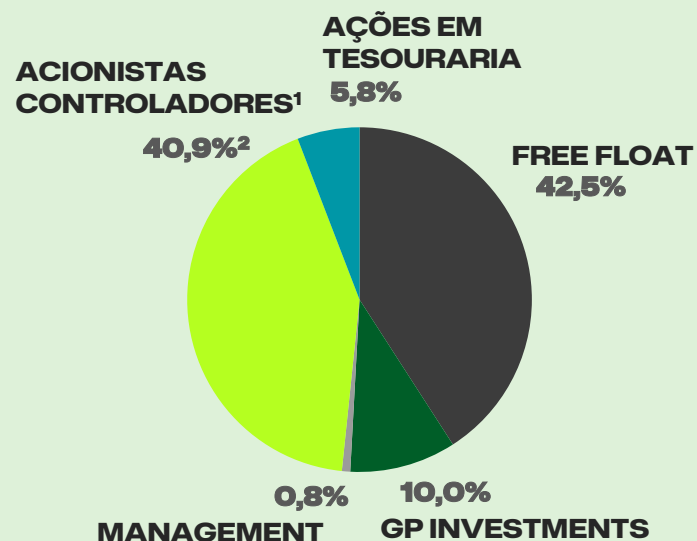
LOJAS
FÍSICAS
56%
DAS VENDAS
(3T25)

+36
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

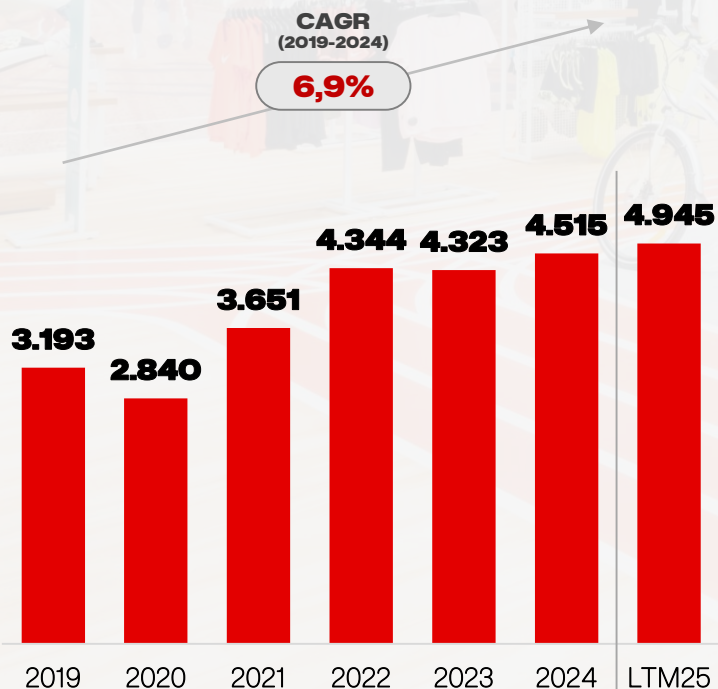
OMNISCANALIDADE



KEY NUMBERS

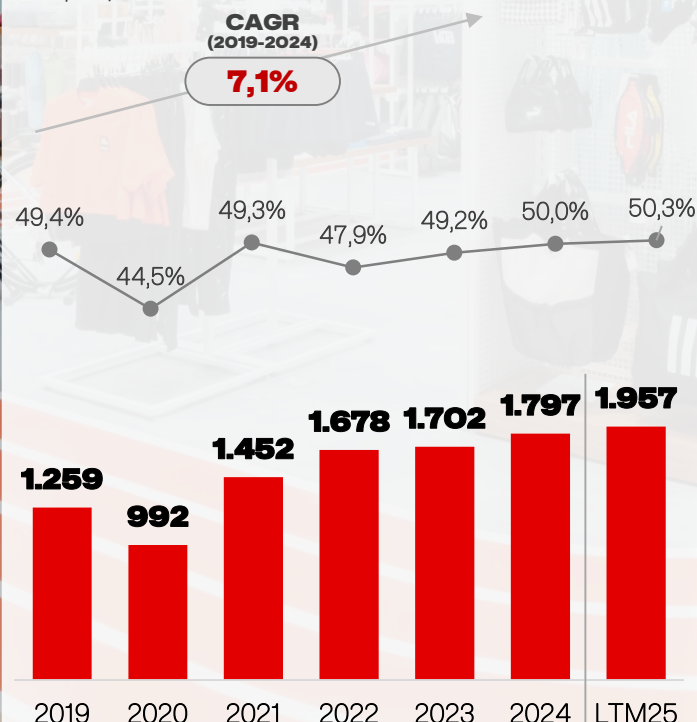
RECEITA BRUTA

R\$ M

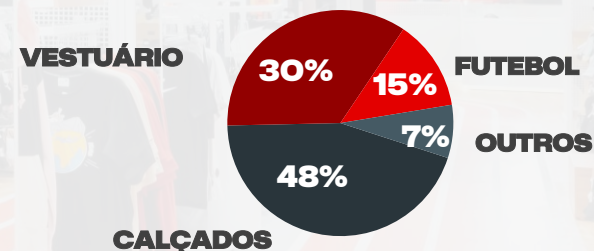


LUCRO E MARGEM BRUTA

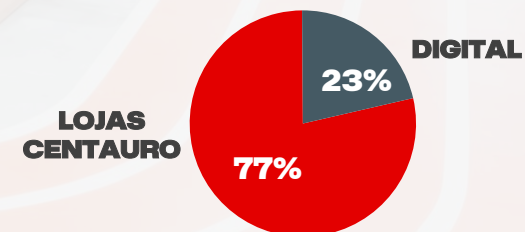
R\$ M | %



SHARE POR CATEGORIA



SHARE POR CANAL



TICKET MÉDIO R\$ 292

43% 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**

**ATIVACÕES 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

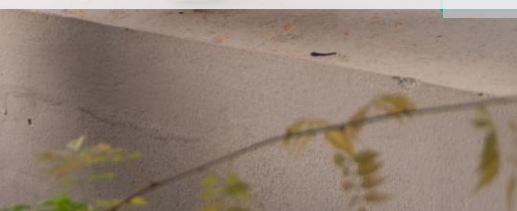


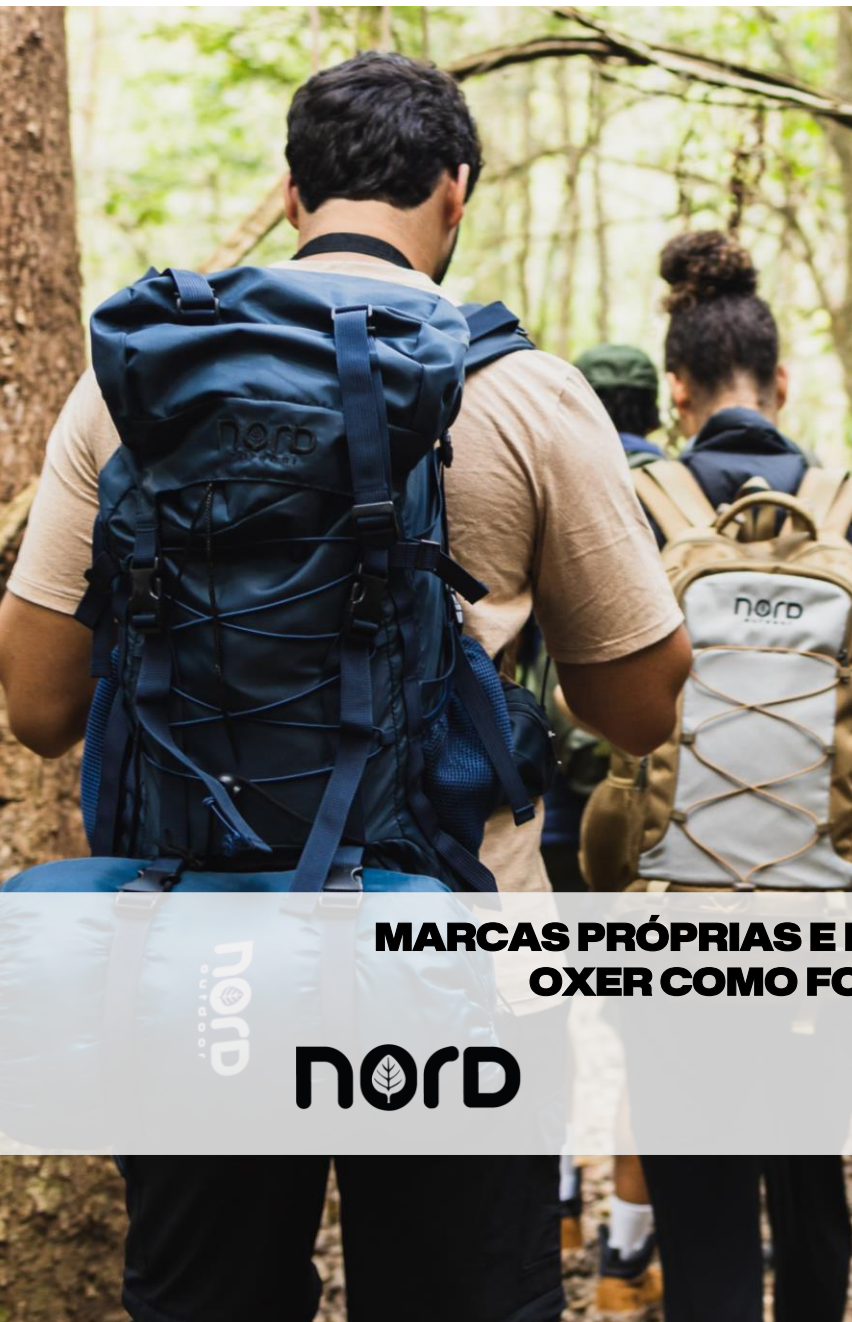
MARCAS QUE PRESERVAM A IDENTIDADE DA CENTAURO, GERAM TRÁFEGO NAS LOJAS E NO DIGITAL E GARANTEM A PREFERÊNCIA DOS CONSUMIDORES.





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.**



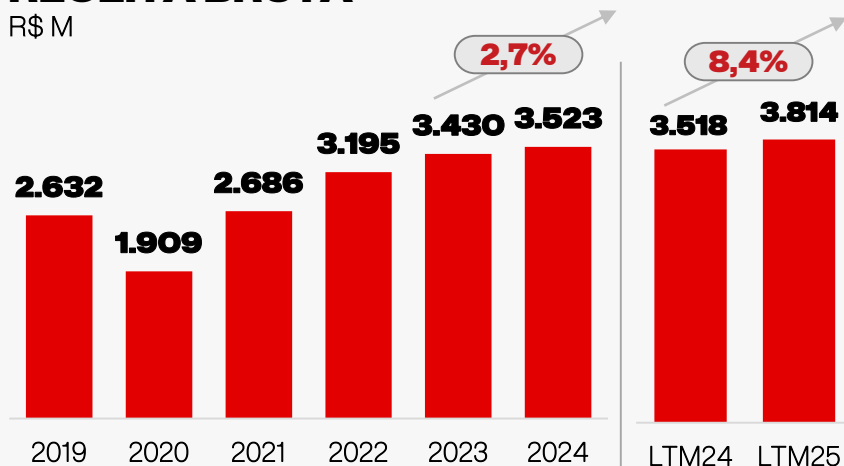
FORTALECIMENTO DE MARCAS PRÓPRIAS E LICENÇAS, CRIANDO DIVERSIFICAÇÃO E EXCLUSIVIDADE NA CENTAURO.



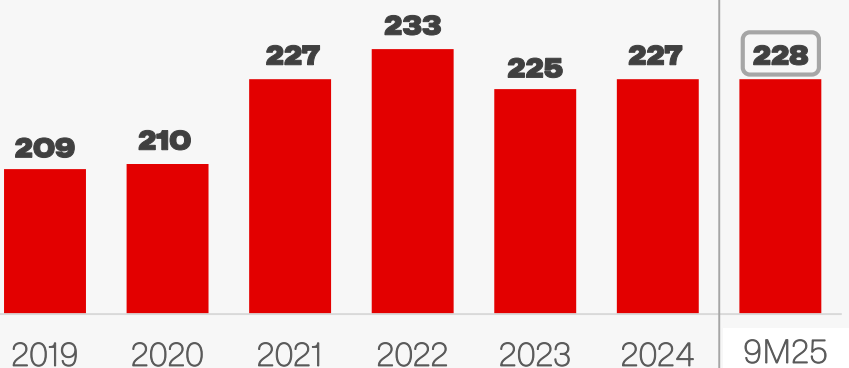
LOJAS FÍSICAS

RECEITA BRUTA

R\$ M



NÚMERO DE LOJAS



■ LOJAS CENTAURO

77,4%

SHARE DAS VENDAS DE
CENTAURO

R\$ 4,5K/M²

CAPEX POR LOJA/
REFORMA

~1035 M²

ÁREA MÉDIA DE LOJAS

92,9%

NPS LOJAS EM 2024

ABRANGÊNCIA NACIONAL

228 LOJAS

110 CIDADES NO BRASIL

+ 19

NOVAS LOJAS

(DESDE 2019)

**PREDOMINANTE
EM SHOPPINGS**

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

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

CENTAURO

LOJAS G5

CENTAURO

CENTAURO

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

**FOCO EM
EXPERIÊNCIA**

**PAGAMENTO
MOBILE**

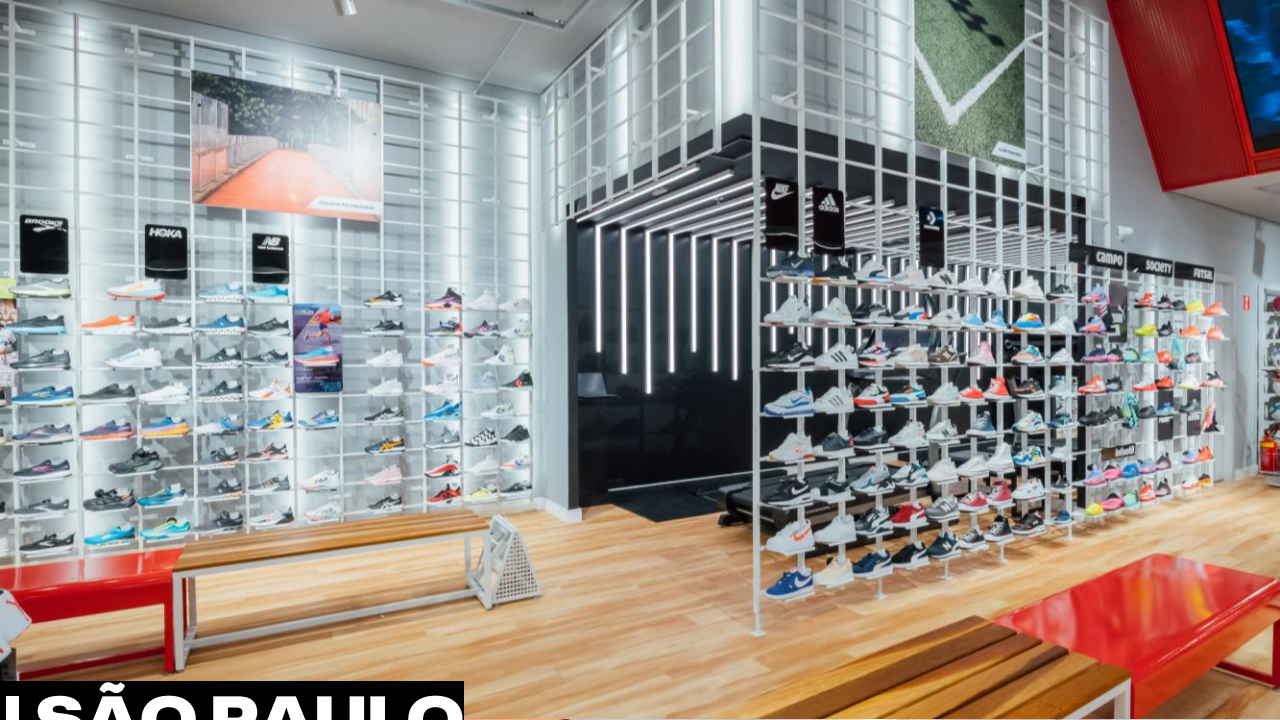
**PERSONALIZAÇÃO
DE PRODUTOS**

**EVENTOS
ESPORTIVOS**

**ESPAÇO PARA
TESTE DE
PRODUTOS**

**TRANSMISSÃO
DE JOGOS**

JK IGUATEMI | SÃO PAULO



JK IGUATEMI | SÃO PAULO



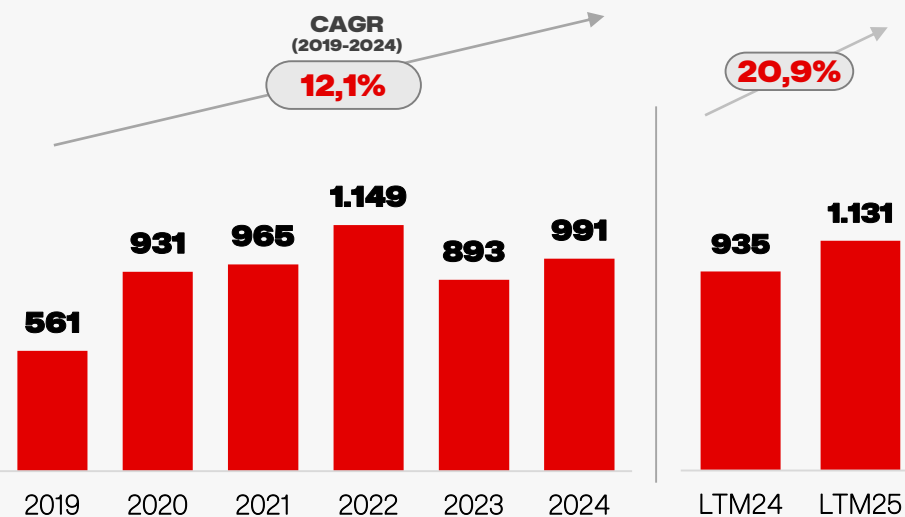


AV. PAULISTA | SÃO PAULO



RECEITA BRUTA

R\$ M

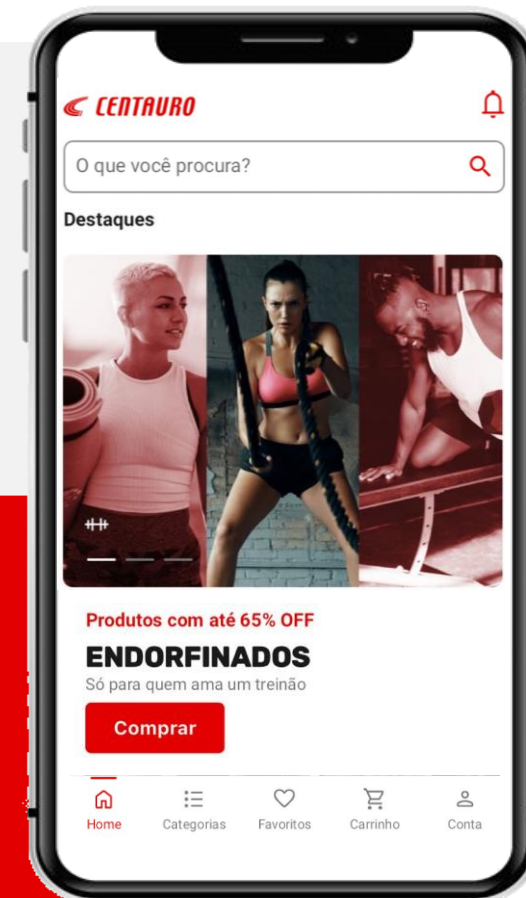


MULTICANALIDADE VOLTADA AO ESPORTE

PERSONALIZAÇÃO DE PRODUTOS

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

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



22,6%
SHARE DAS VENDAS DA CENTAURO

58,0%
SHARE DAS VENDAS ONLINE VIA APP

53,3%
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
LOGÍSTICA E SAP

CAPITAL DE GIRO
EFICIENTE E
PRECIFICAÇÃO
ESTRATÉGICA

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

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

FRENTES DE
CRESCIMENTO:

EXPANSÃO DA
MARCA NO BRASIL

NOVAS
LOJAS

EXPANSÃO
DO DIGITAL

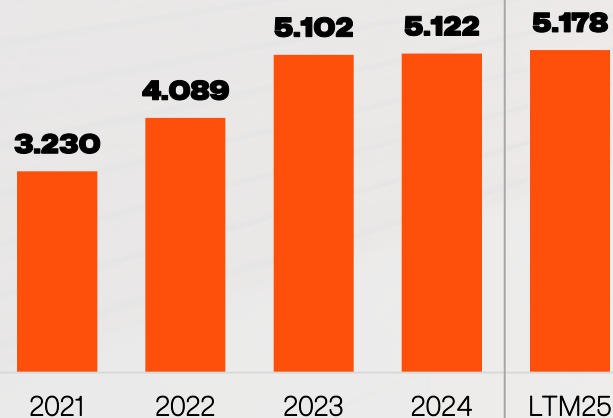
OMNISCANALIDADE

RECEITA BRUTA

R\$ M

CAGR
(2021-2024)

16,6%

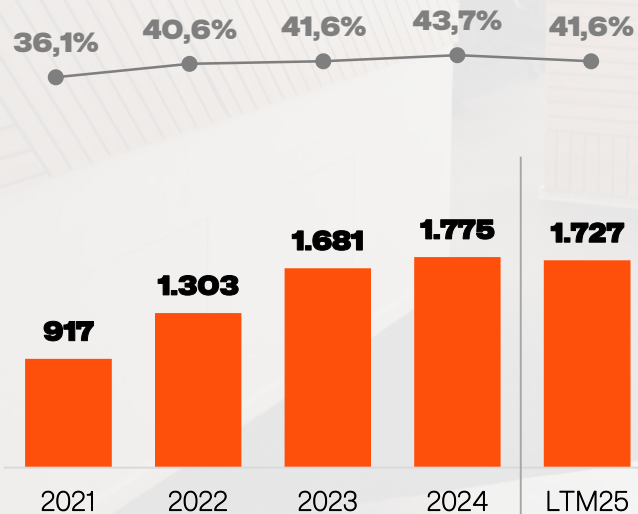


LUCRO E MARGEM BRUTA

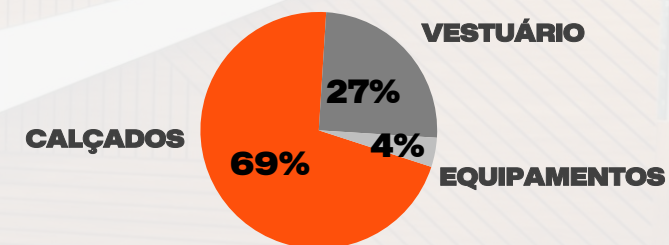
R\$ M | %

CAGR
(2021-2024)

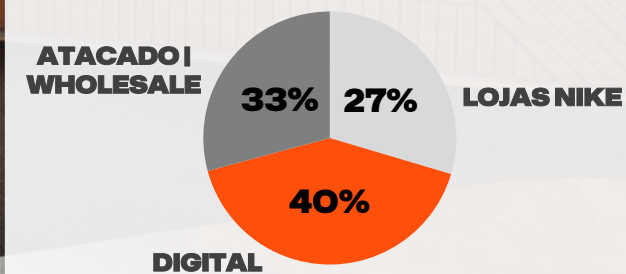
24,6%



SHARE POR CATEGORIA



SHARE POR CANAL

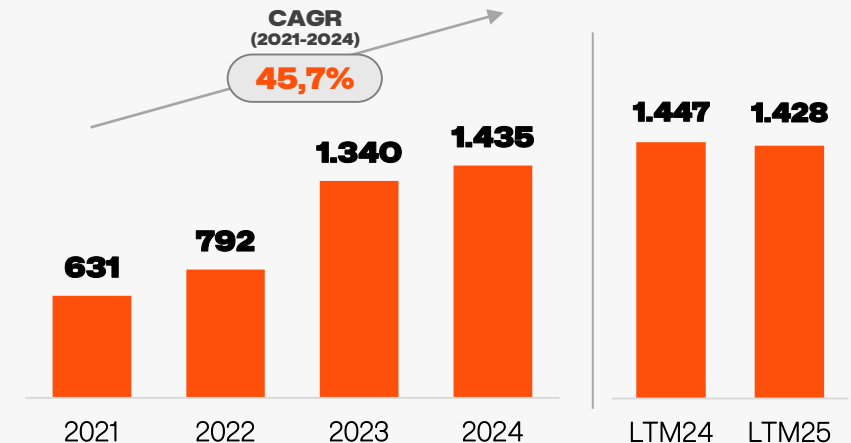


TICKET MÉDIO R\$ 566

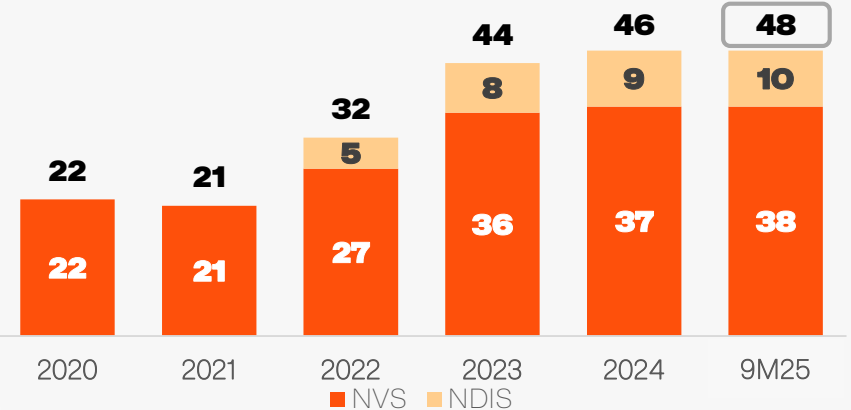
LOJAS FÍSICAS

RECEITA BRUTA

R\$ M



NÚMERO DE LOJAS



27,1%
SHARE DAS VENDAS DA
FISIA

R\$ 4,5K/M²
CAPEX NOVAS LOJAS NVS

R\$ 6,0K/M²
CAPEX NOVAS LOJAS NDIS

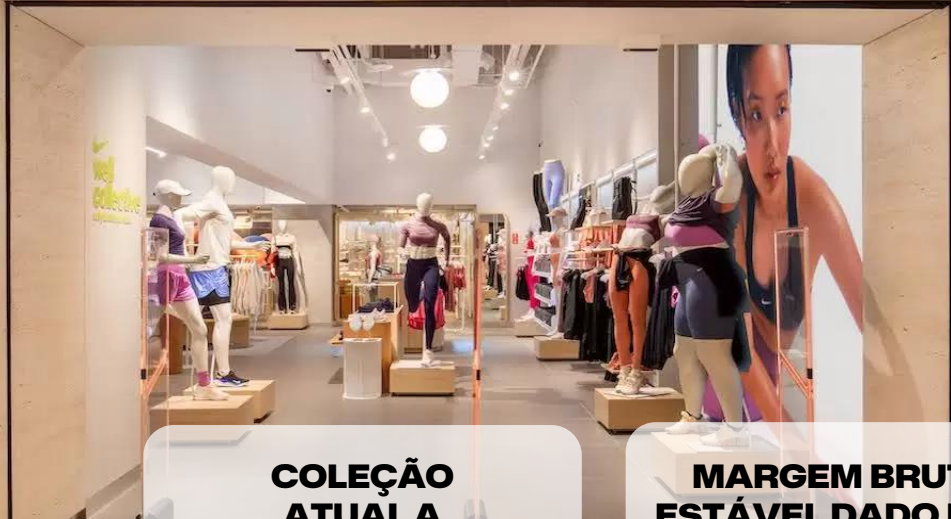
~1145 M²
ÁREA MÉDIA DE LOJAS NVS

~650 M²
ÁREA MÉDIA DE LOJAS NDIS

FISIA



NDIS NIKE DIRECT IN LINE STORES



**COLEÇÃO
ATUAL A
FULL PRICE**

**MARGEM BRUTA
ESTÁVEL DADO FULL
PRICE REALIZATION**

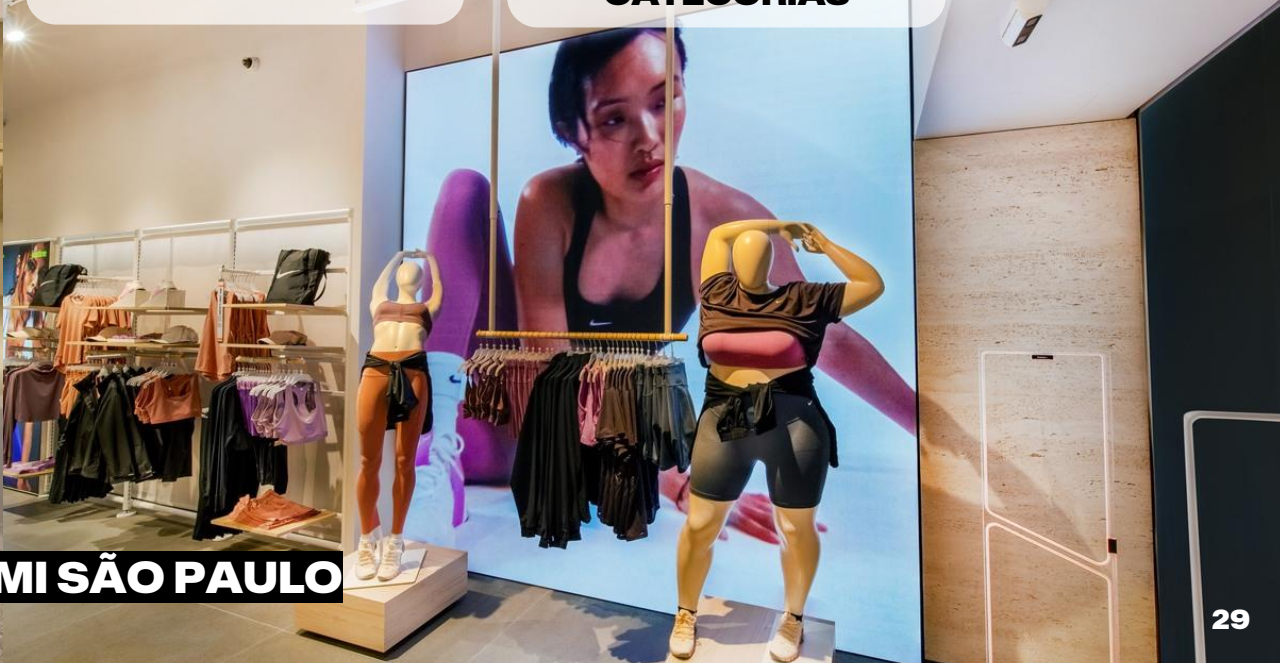


**SEGMENTAÇÃO
PREMIUM, CASUAL
E FEMININO**

**EXPANSÃO DE
MARKET SHARE
EM NOVAS
CATEGORIAS**



NDIS | IGUATEMI SÃO PAULO



NVS NIKE VALUE STORES

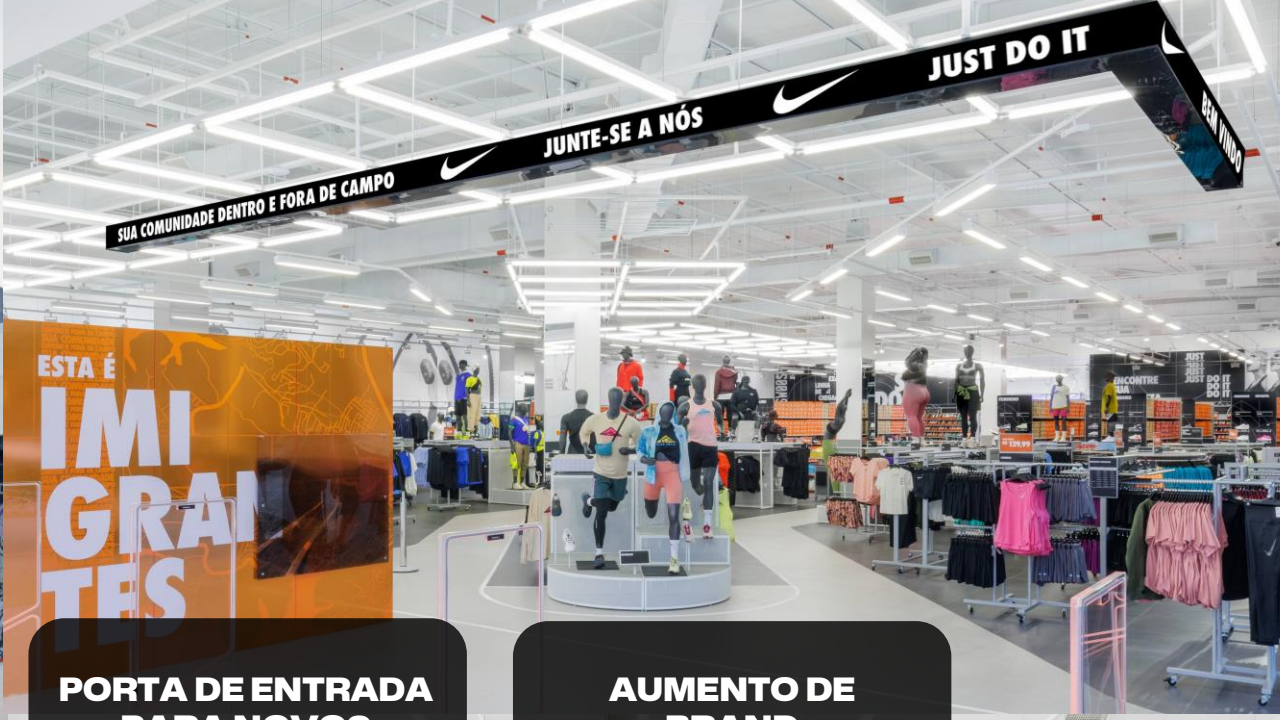


**MIX COMPOSTO POR
CLOSE OUT E REBUYS**

**CANAL
ESTRATÉGICO
PARA VENDA DE
COLEÇÕES
ANTERIORES**



NVS | IMIGRANTES SÃO PAULO



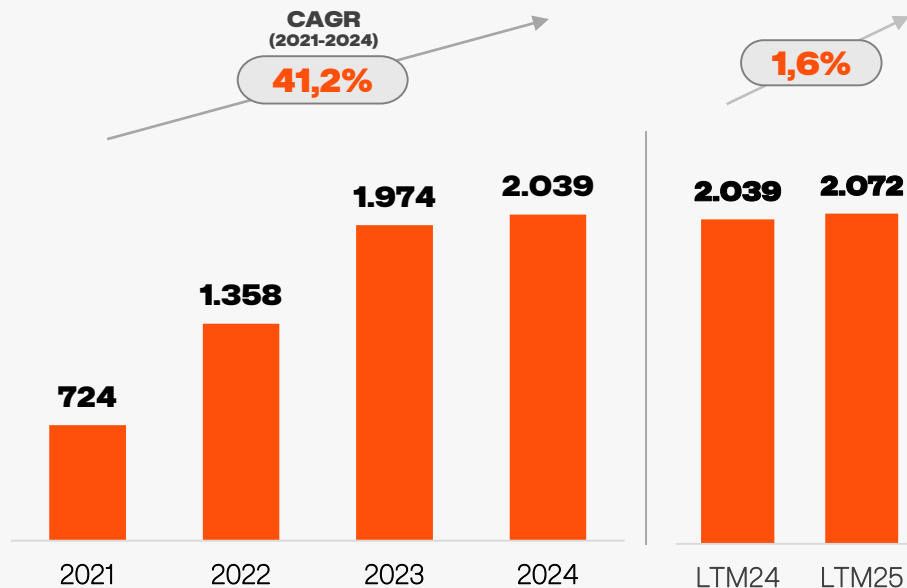
**PORTA DE ENTRADA
PARA NOVOS
CONSUMIDORES**

**AUMENTO DE
BRAND
AWARENESS**



RECEITA BRUTA

R\$M



39,7%

SHARE DAS VENDAS DE FISIA

12,9%

SHARE 3P (DIGITAL)

74,1%

NPS

DESENVOLVIMENTO E LANÇAMENTO DO APP PRÓPRIO

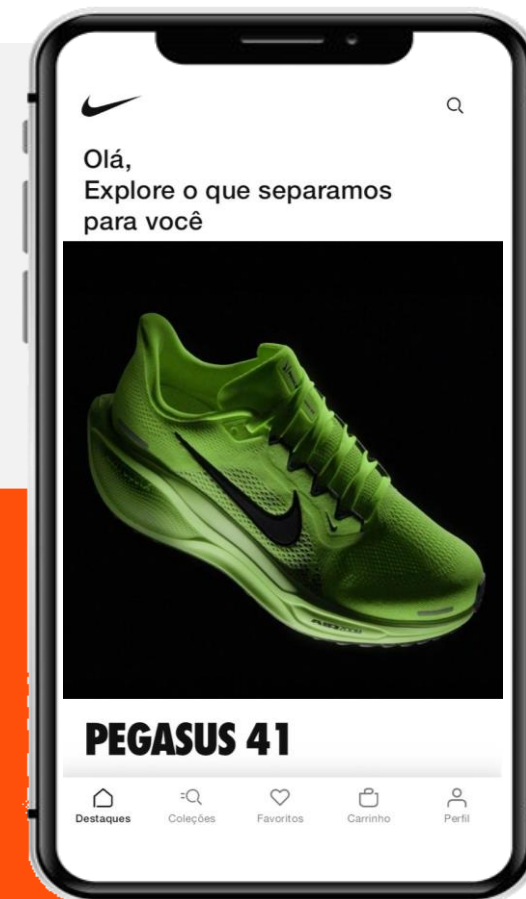
CRIAÇÃO DO SEGMENTO 3P

AUMENTO DAS VENDAS DE SNEAKERS E CASUAL

PRECIFICAÇÃO OTIMIZADA E RENTABILIZAÇÃO DO CANAL

OTIMIZAÇÃO DO MARKETING DE PERFORMANCE

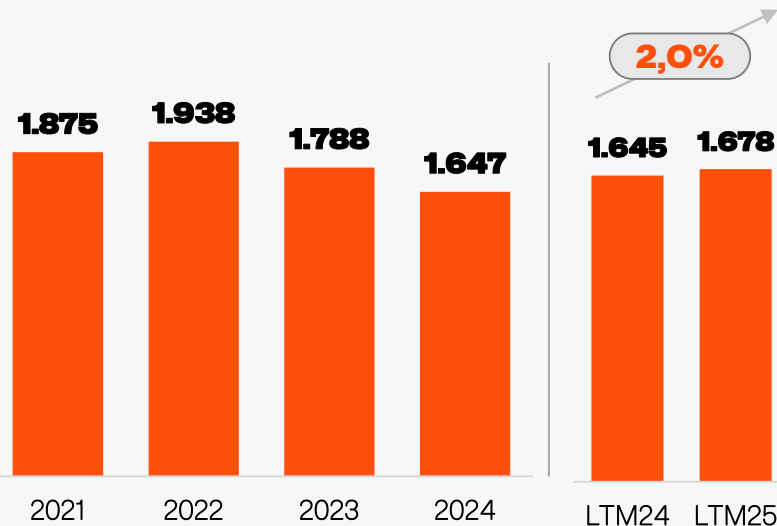
EXPANSÃO DO SORTIMENTO DE PRODUTOS



WHOLESALE

RECEITA BRUTA

R\$ M



33,2 %

SHARE DAS
VENDAS
DE FISIA

+9,3 MIL

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

+4,5 MIL

PORTAS DE WHOLESALE
(DISTRIBUIÇÃO DIRETA
POR FISIA)

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

FISIA



RELAÇÕES COM INVESTIDORES

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL  NO BRASIL

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



**JOSÉ
SALAZAR**



**VICTORIA
MACHADO**



**LUNA
ROMEU**



**LARISSA
CRISTOVÃO**



**JOÃO
MARQUES**

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

GRUPO SBF

INSTITUTIONAL PRESENTATION

3Q25



GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

SUMMARY

- > GRUPO SBF
- > CENTAURO
- > FISIA



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 **TWO** BUSINESS UNITS:

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

GRUPO SBF AT A GLANCE

GRUPO SBF

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

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

276 STORES
TOTALIZING **285.9**
THOUSAND SQM

PRESENT IN **25 STATES**
+ FEDERAL DISTRICT

4 DISTRIBUTION
CENTERS

+ 9.5 THOUSAND
EMPLOYEES

R\$ 7.5 BILLION
NET REVENUE (LTM 3Q25)
+ 5.2% VS LTM 3Q24

R\$ 3.6 BILLION
GROSS PROFIT (LTM 3Q25)
+ 5.1% VS LTM 3Q24

R\$ 716.9 MILLION
EBITDA¹ (LTM 3Q25)
- 4.1% VS LTM 3Q24

R\$ 435.6 MILLION
NET PROFIT¹ (LTM 3Q25)
+ 12.1% VS LTM 3Q24

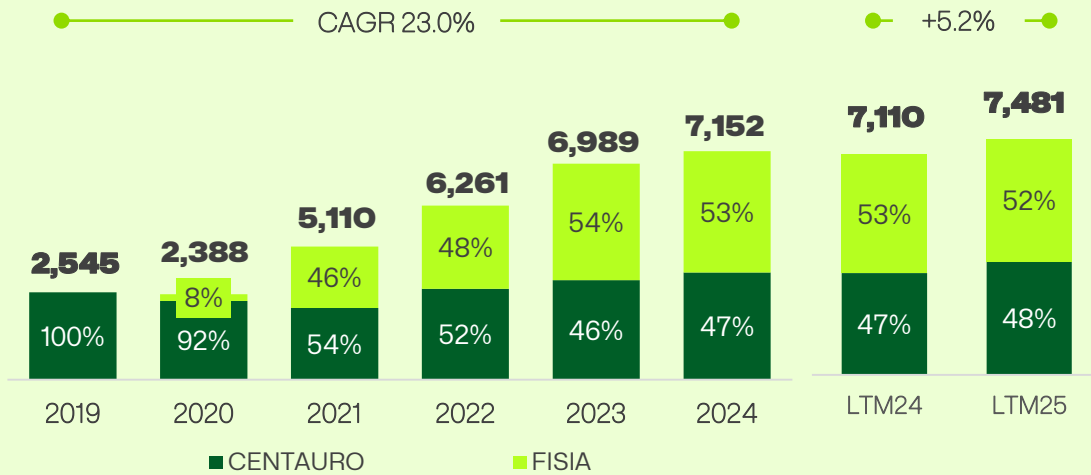
47.4% GROSS MARGIN¹
8.7% EBITDA MARGIN¹
5.4% NET MARGIN¹

34% SHARE OF DIGITAL
REVENUE (3Q25)

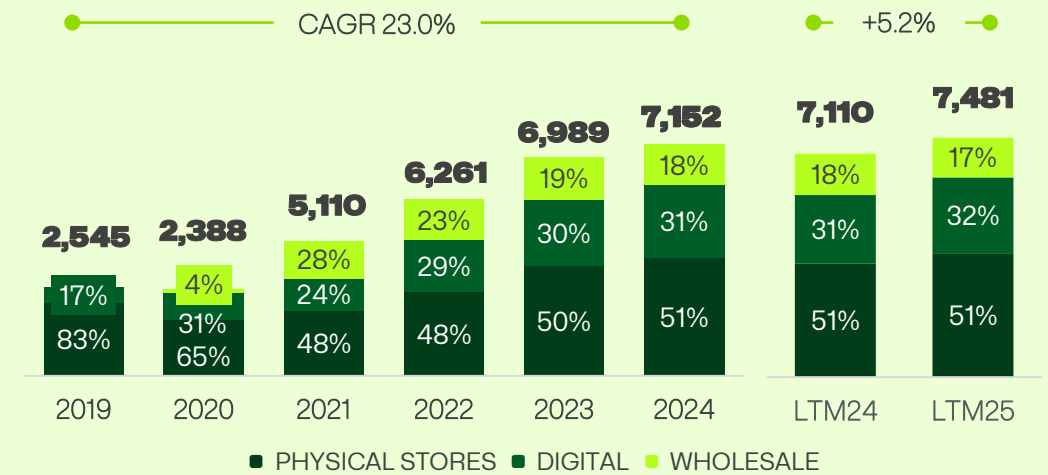
KEY NUMBERS

R\$ M | ADJUSTED | EX-IFRS

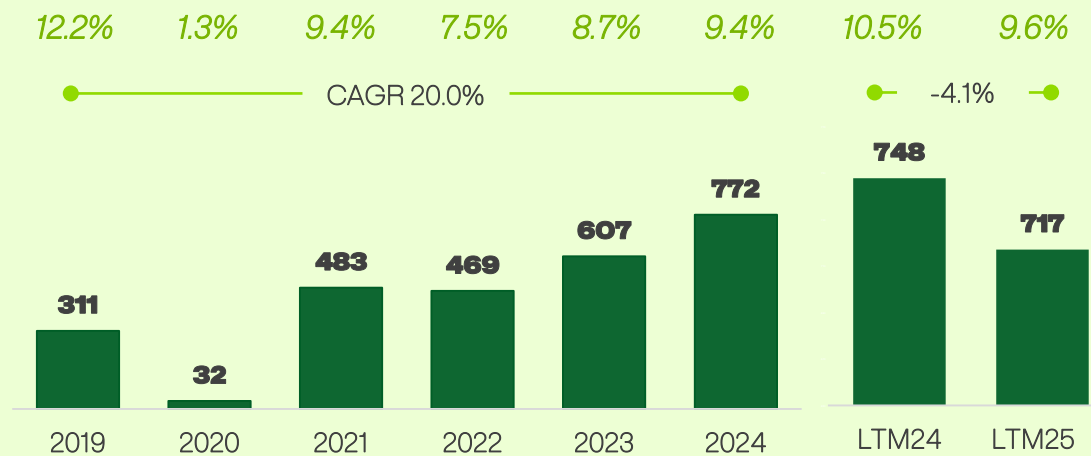
NET REVENUE AND SHARE BY BUSINESS UNIT



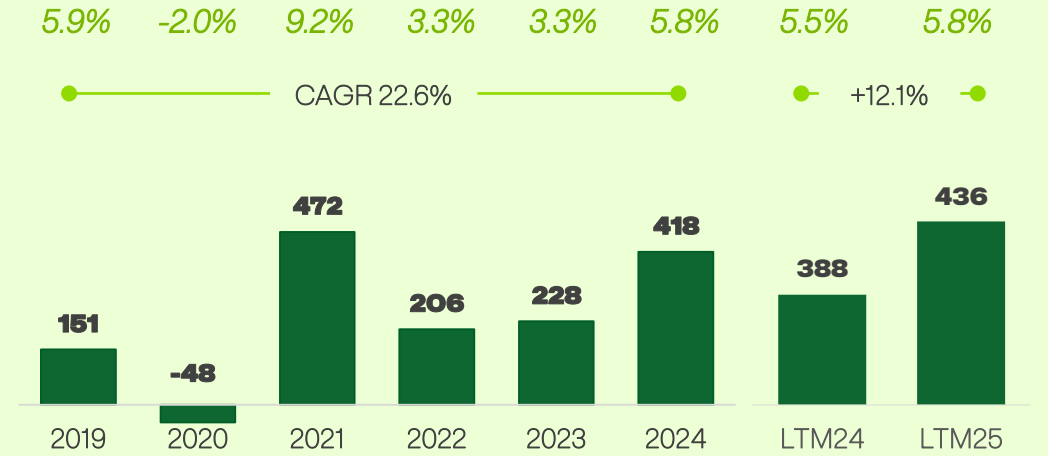
NET REVENUE AND SHARE BY CHANNEL



EBITDA AND EBITDA MARGIN



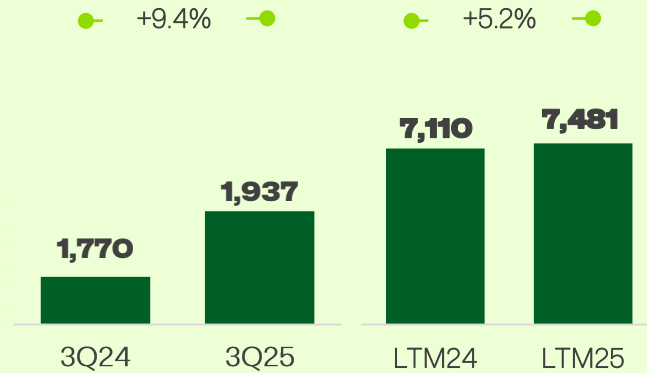
NET PROFIT AND NET MARGIN



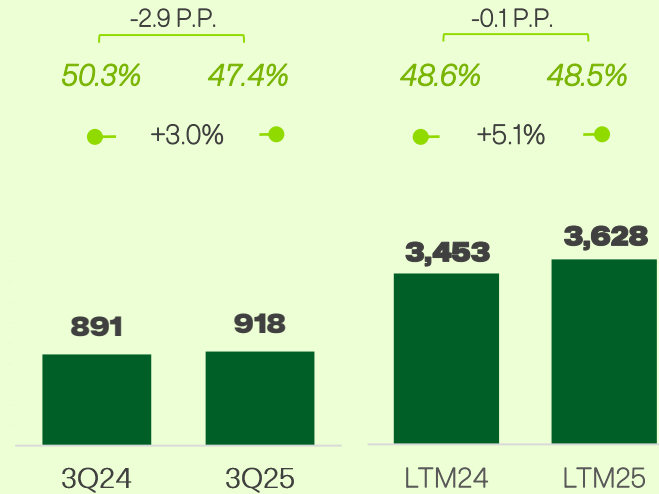
KEY NUMBERS

R\$ M | ADJUSTED | EX-IFRS

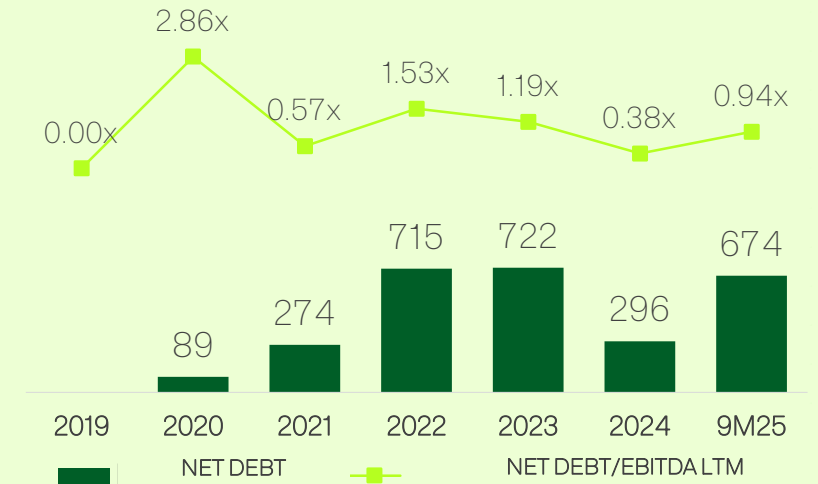
NET REVENUE



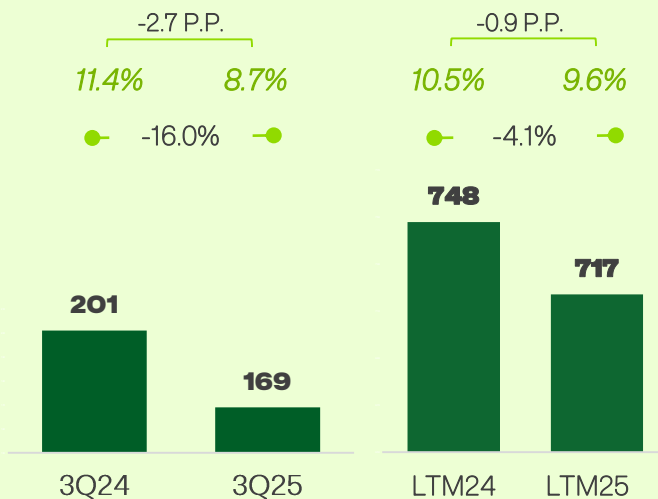
GROSS PROFIT



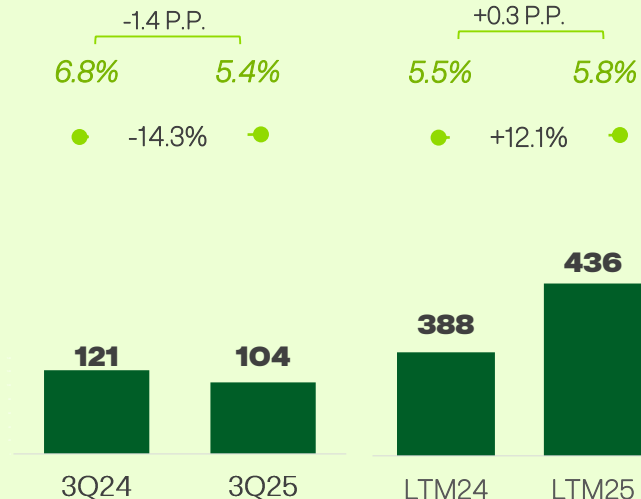
INDEBTEDNESS



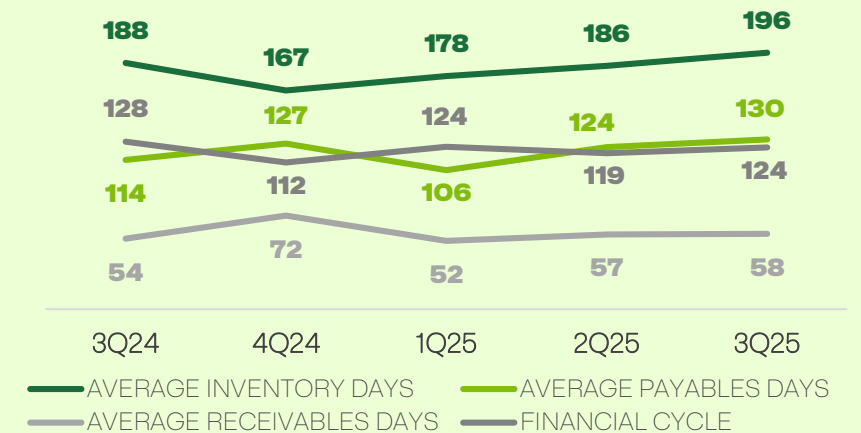
EBITDA AND EBITDA MARGIN



NET PROFIT AND NET MARGIN



FINANCIAL CYCLE



GRUPO SBF

276 STORES
285.9 THOUSAND SQM

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

10 NDIS
6.5 THOUSAND SQM
~653 SQM/STORE

38 NVS
43.5 SQM
~1,145 SQM/STORE

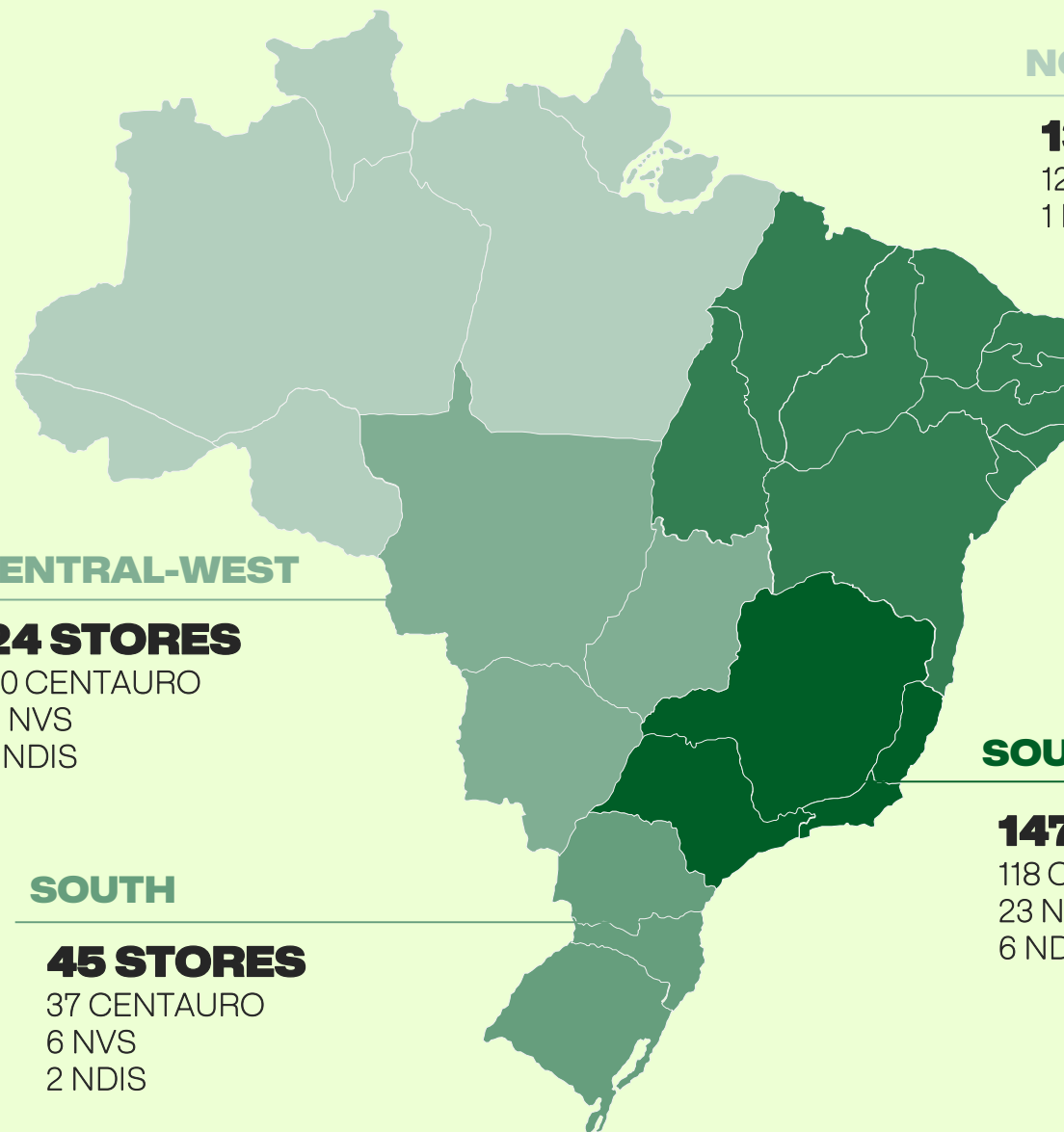
CENTAURO

228 STORES
235.9 THOUSAND SQM
~1,035 SQM/STORE

25
STATES OF
BRAZIL +
FEDERAL
DISTRICT

B&M STORES
56%
OF SALES
(3Q25)

+36
NEW
STORES
(2022-2024)



NORTH

13 STORES
12 CENTAURO
1 NVS

NORTHEAST

47 STORES
41 CENTAURO
5 NVS
1 NDIS

CENTRAL-WEST

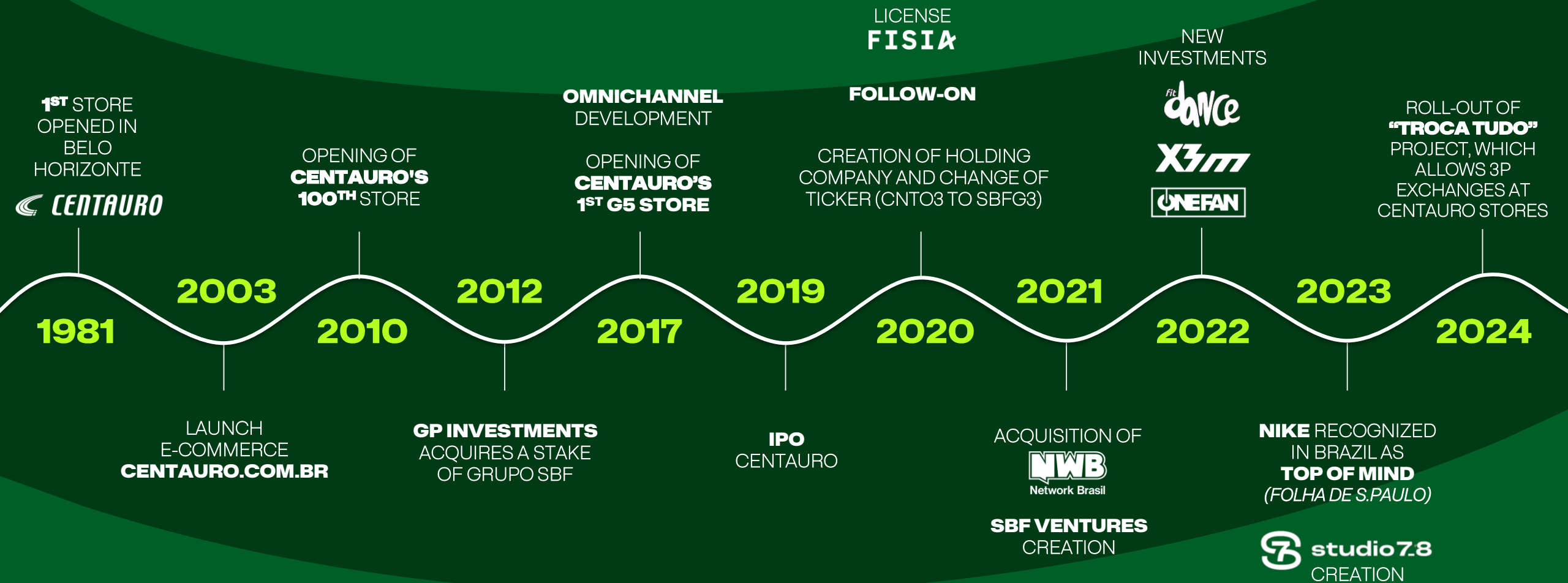
24 STORES
20 CENTAURO
3 NVS
1 NDIS

SOUTHEAST

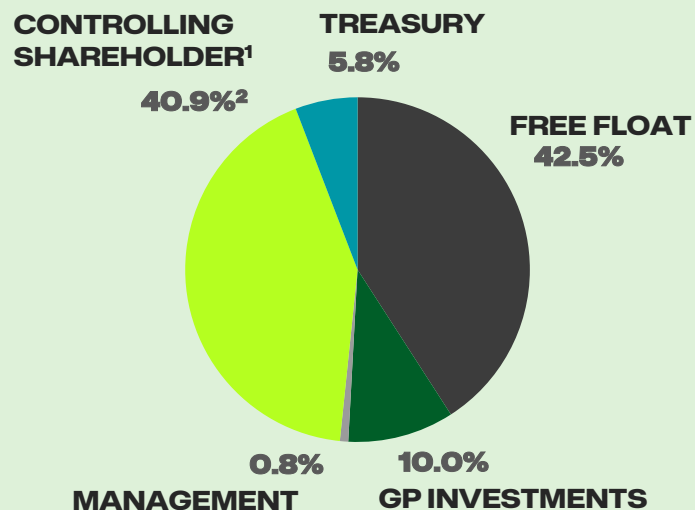
147 STORES
118 CENTAURO
23 NVS
6 NDIS

SOUTH

45 STORES
37 CENTAURO
6 NVS
2 NDIS



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



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

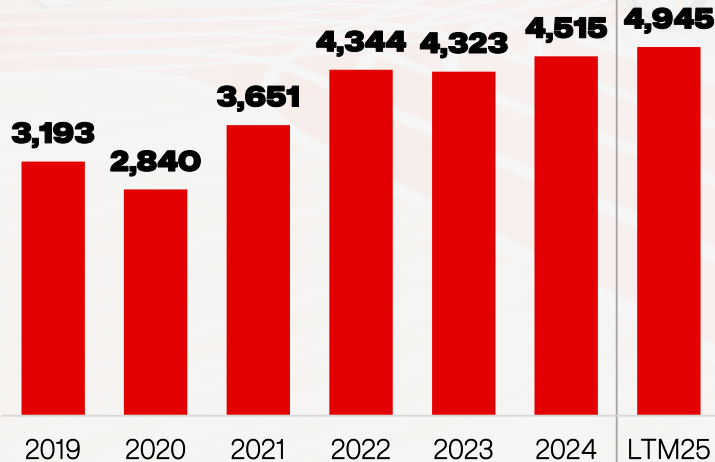


KEY NUMBERS

GROSS REVENUE

R\$ M

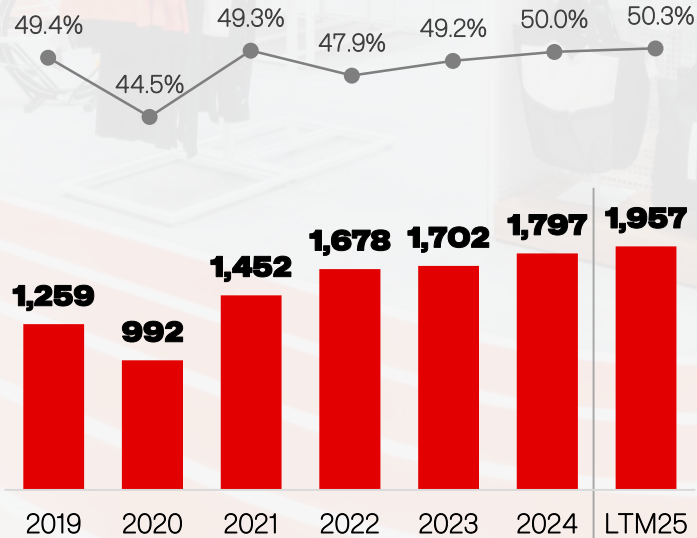
CAGR
(2019-2024)
6.9%



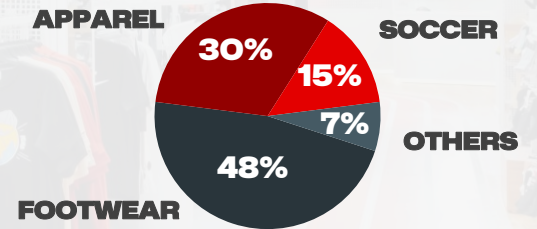
GROSS PROFIT AND MARGIN

R\$ M | %

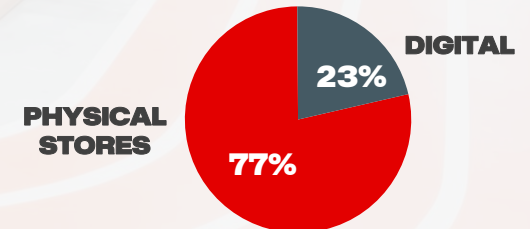
CAGR
(2019-2024)
7.1%



SHARE BY CATEGORY



SHARE PER CHANNEL



AVERAGE TICKET R\$ 292

43% 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**

**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



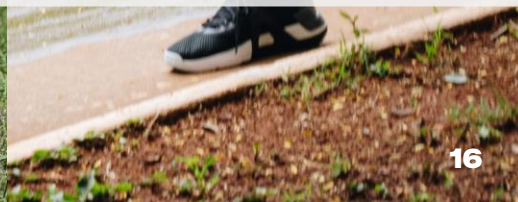
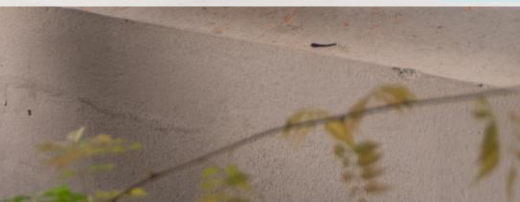
BRANDS THAT PRESERVE CENTAURO'S DNA, GENERATE TRAFFIC IN STORES AND ONLINE AND GUARANTEE CONSUMER PREFERENCE.



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

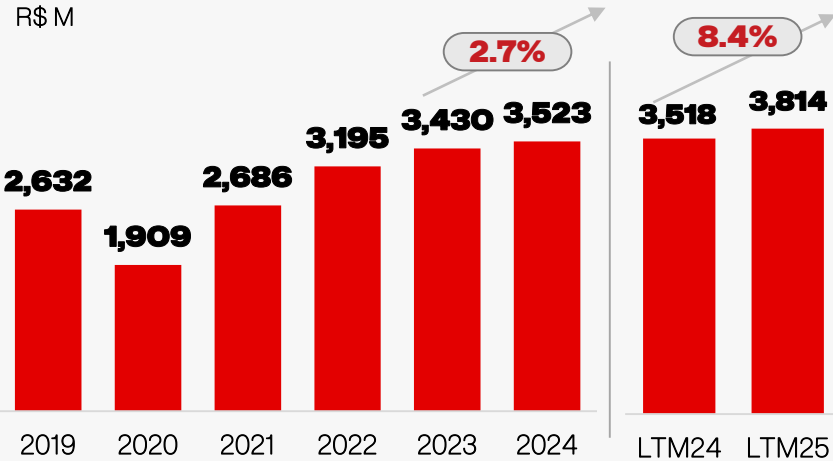


REINFORCEMENT OF OWNED BRANDS AND LICENSES, CREATING DIVERSIFICATION AND EXCLUSIVITY FOR CENTAURO.

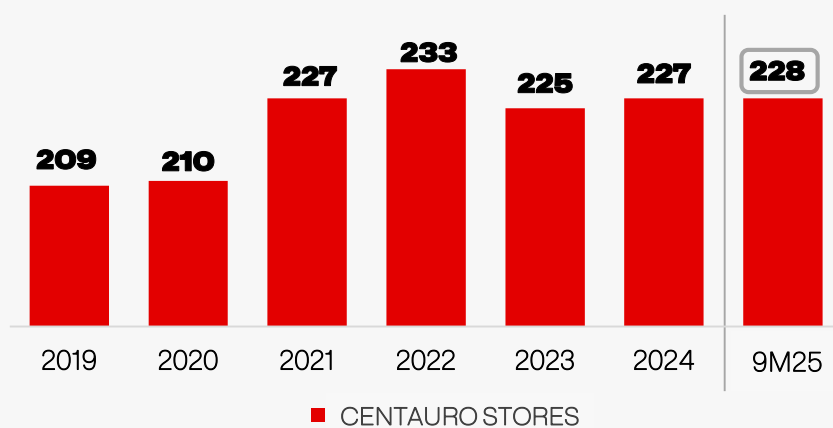


PHYSICAL STORES

GROSS REVENUE



NUMBER OF STORES



77.4%
SHARE OF CENTAURO'S
REVENUES

R\$ 4.5K/SQM
CAPEX PER NEW STORES
AND RENOVATIONS

~1035 SQM
AVERAGE STORE AREA

92.9%
NPS STORES

NATIONAL COVERAGE
228 STORES
110 CITIES IN BRAZIL

+ 19
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

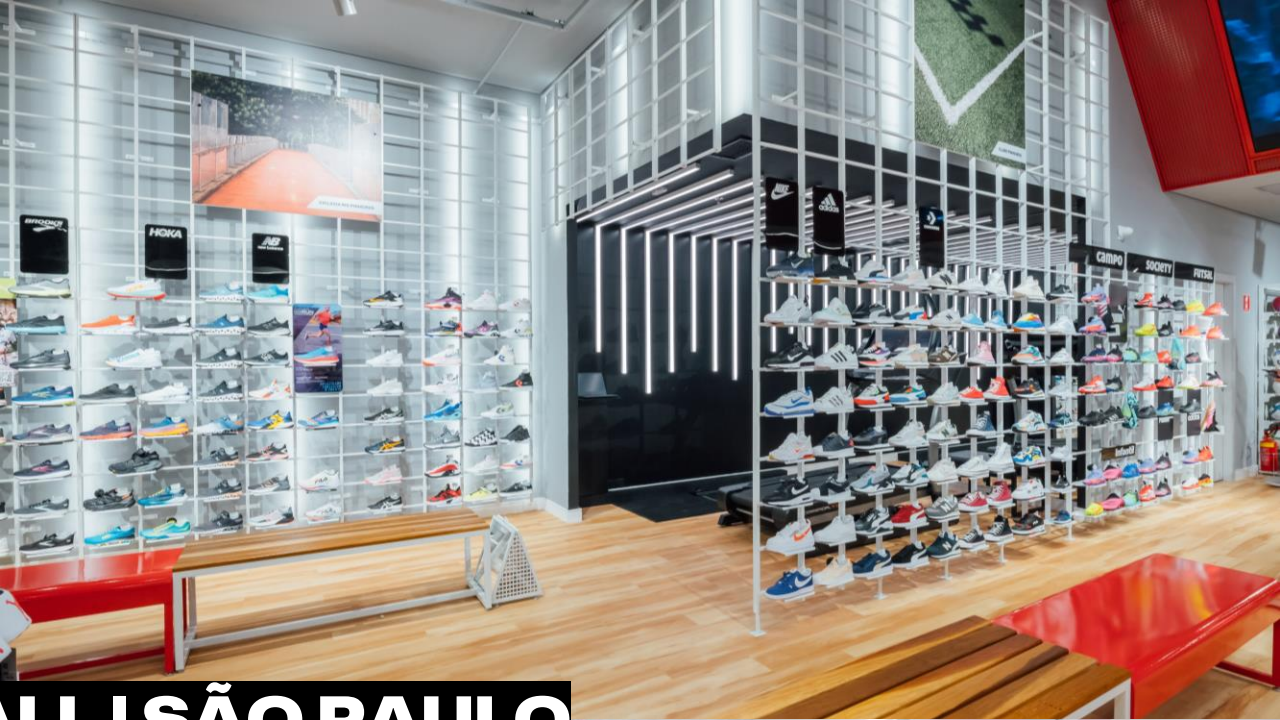
PRODUCTS CUSTOMIZATION

SPORTS EVENTS

AREA FOR PRODUCT TESTING

LIVE SPORTS BROADCASTS

JK IGUATEMI MALL | SÃO PAULO



JK IGUATEMI MALL | SÃO PAULO



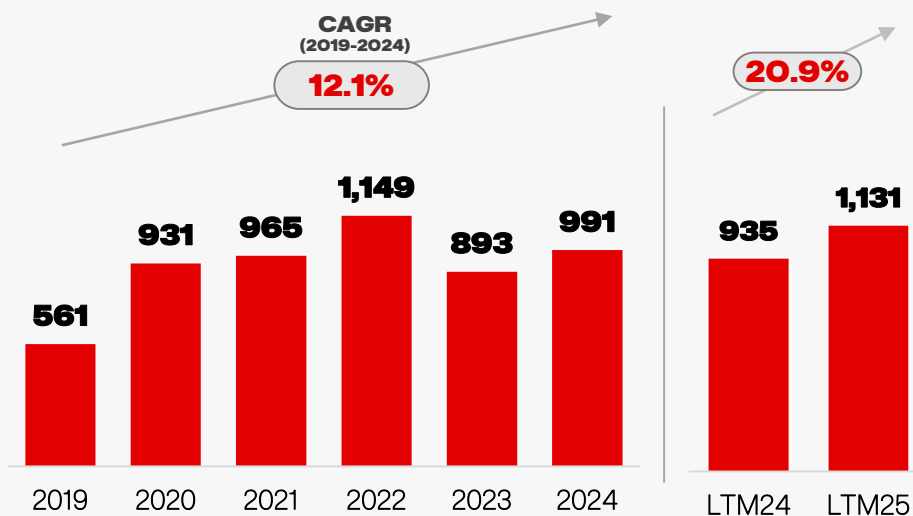


AV. PAULISTA | SÃO PAULO



GROSS REVENUE

R\$ M

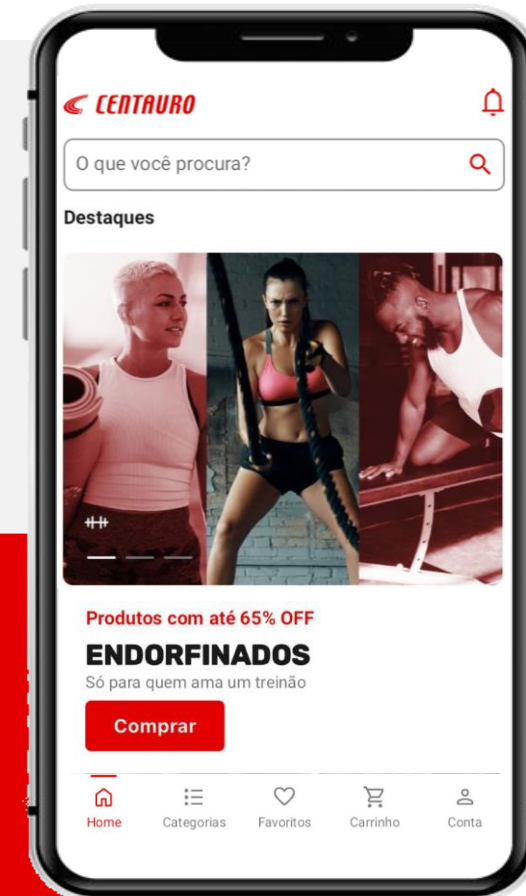


SPORTS ORIENTED MULTICHANNEL

CUSTOMIZATION OF PRODUCTS

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

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



22.6%
SHARE OF
CENTAURO'S
REVENUES

58.0%
SHARE OF
ONLINE SALES
VIA APP

53.3%
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

FRICITIONLESS SHOPPING EXPERIENCE

ALL STORES AND DIGITAL
PLATFORM OPERATING 100%
INTEGRATED SINCE 2019

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

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

FISIA

DISTRIBUIDORA OFICIAL  NO BRASIL

FISIA

NIKE AS
#1 TOP OF MIND
BRAND IN BRAZIL

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

EXCLUSIVITY IN
PRODUCT
DISTRIBUTION AND
STORE AND DIGITAL
OPERATION IN BRAZIL

CONTRACT TERMS:
ROYALTIES AND
MARKETING FEES

EFFICIENCY GAINS
AND SYNERGIES
THROUGH
LOGISTICS AND
SAP INTEGRATION

WORKING CAPITAL
EFFICIENCY AND
STRATEGIC PRICING

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

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

GROWTH
AVENUES:

INCREASE BRAND
AWARENESS IN BRAZIL

NEW
STORES

DIGITAL
EXPANSION

OMNICHANNEL

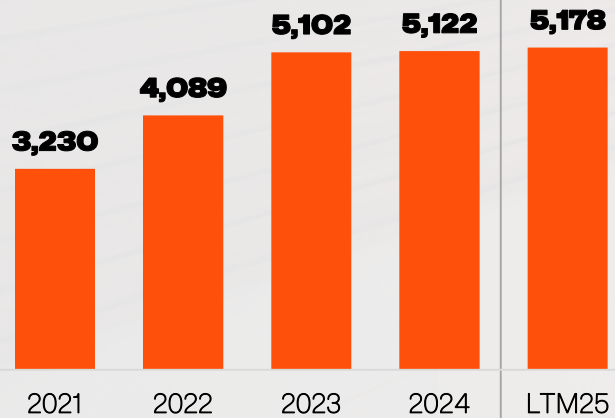
KEY NUMBERS

GROSS REVENUE

R\$ M

CAGR
(2021-2024)

16.6%

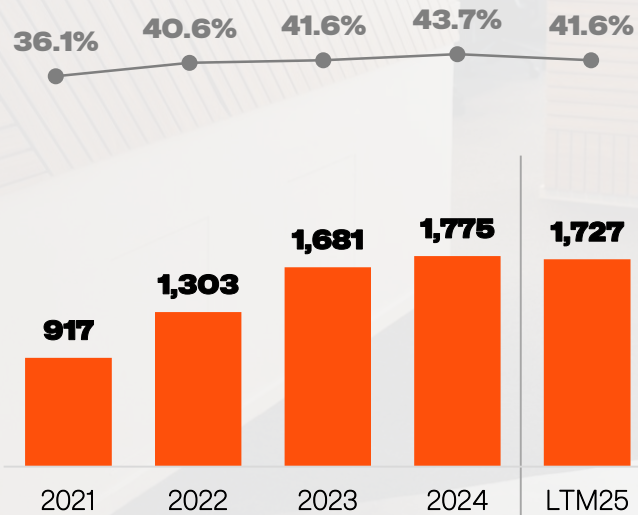


GROSS PROFIT AND MARGIN

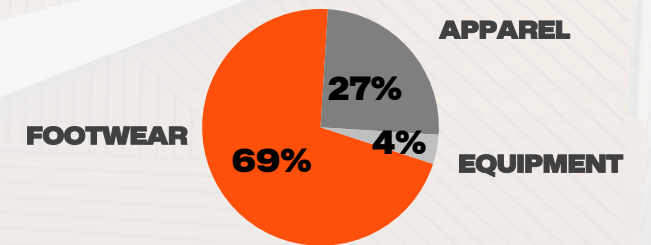
R\$ M | %

CAGR
(2021-2024)

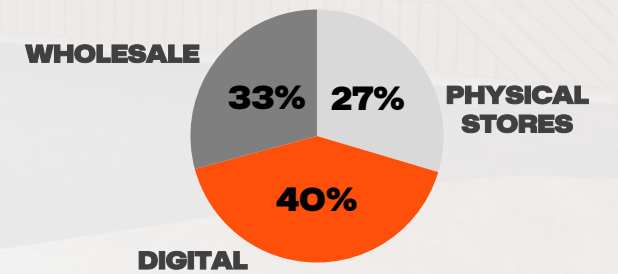
24.6%



SHARE BY CATEGORY



SHARE PER CHANNEL

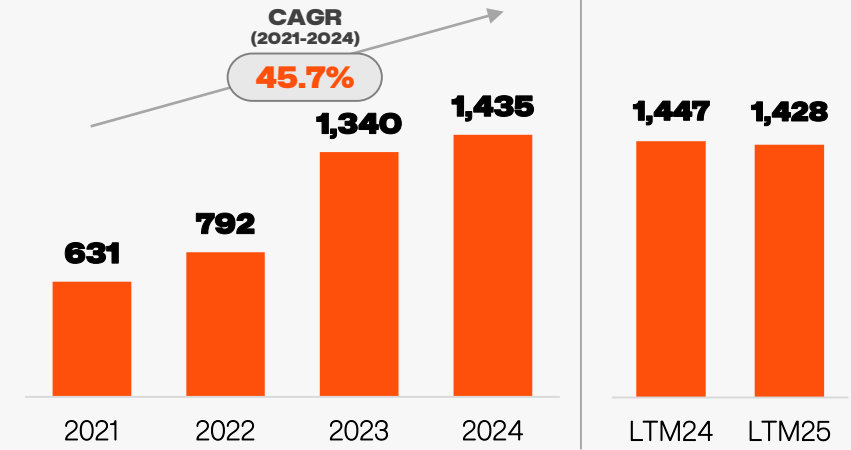


AVERAGE TICKET R\$ 566

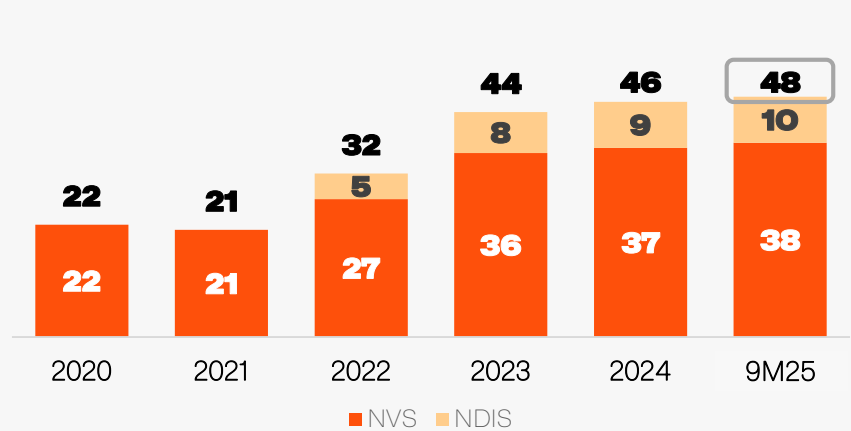
PHYSICAL STORES

GROSS REVENUE

R\$ M



NUMBER OF STORES



27.1%
SHARE OF FISIA'S REVENUES

R\$ 4.5K/SQM
CAPEX PER NVS STORE

R\$ 6.0K/SQM
CAPEX PER NDIS STORE

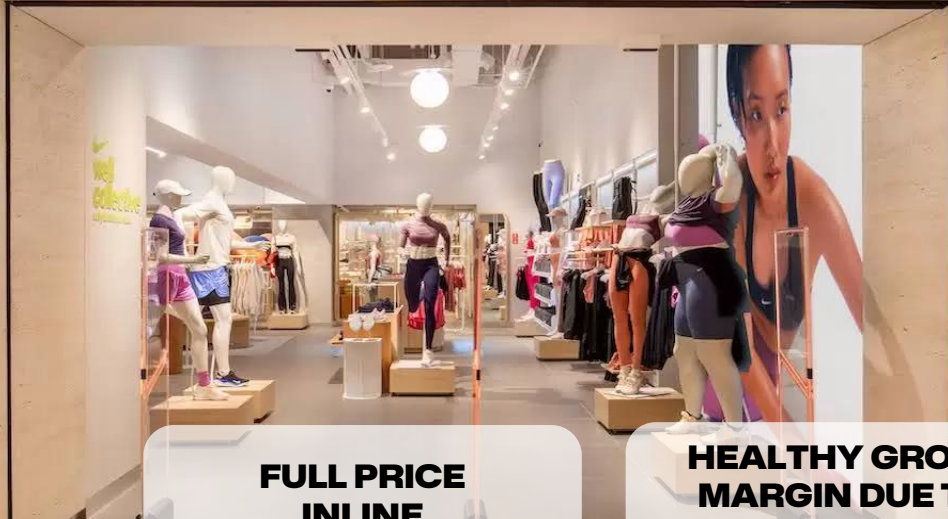
~1145 SQM
AVERAGE NVS STORE AREA

~650 SQM
AVERAGE NDIS STORE AREA

FISIA



NDIS NIKE DIRECT INLINE STORES



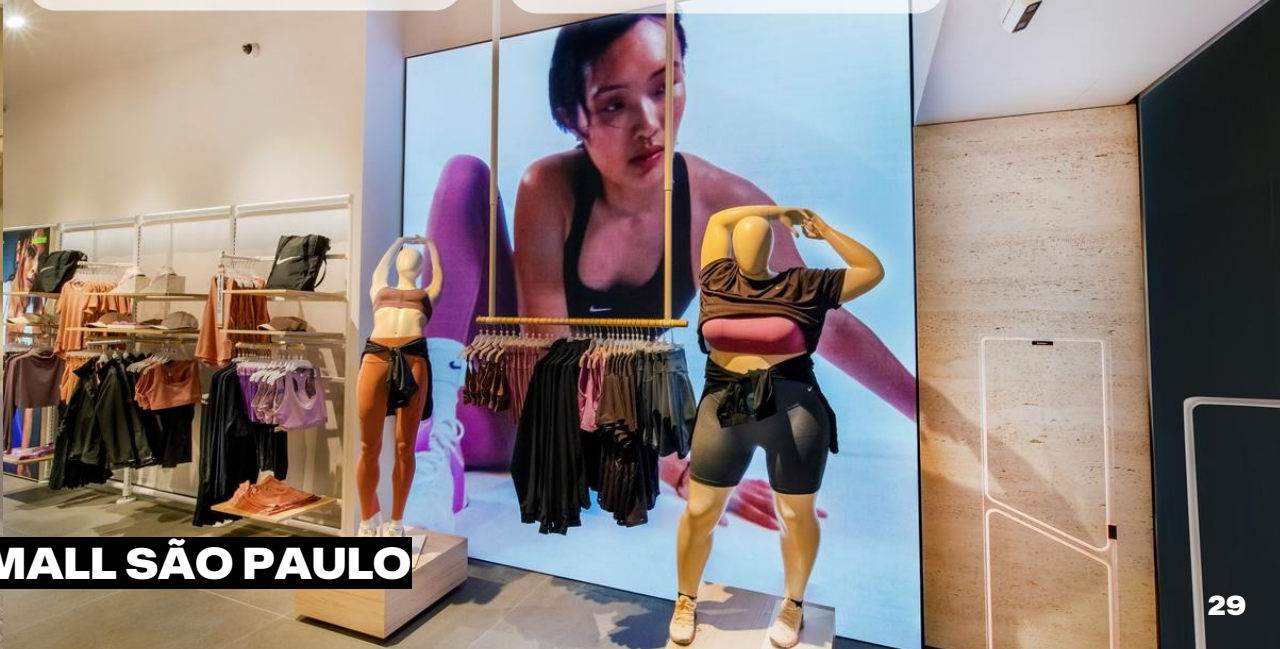
**FULL PRICE
INLINE
COLLECTION**

**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

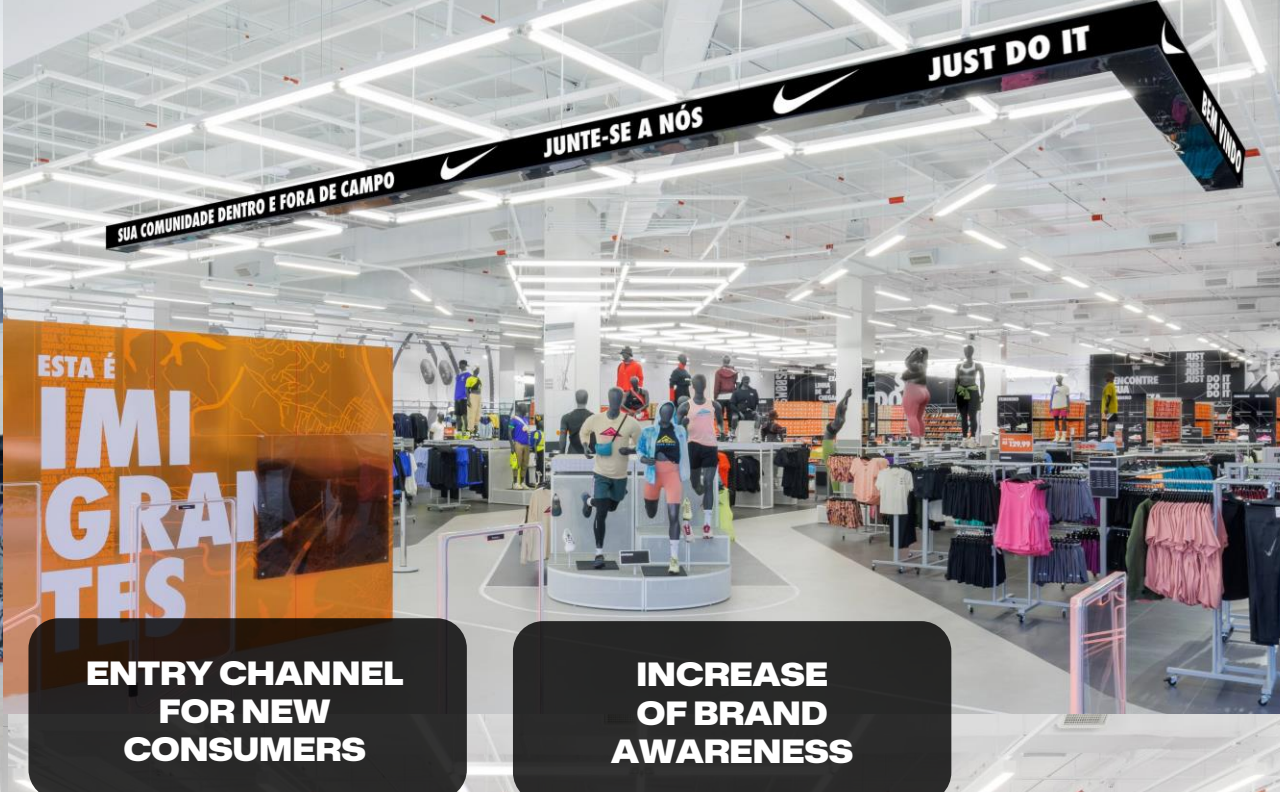


**CLOSE OUT AND
REBUY MIX**

**STRATEGIC
CHANNEL FOR
SALLING PREVIOUS
COLLECTIONS**



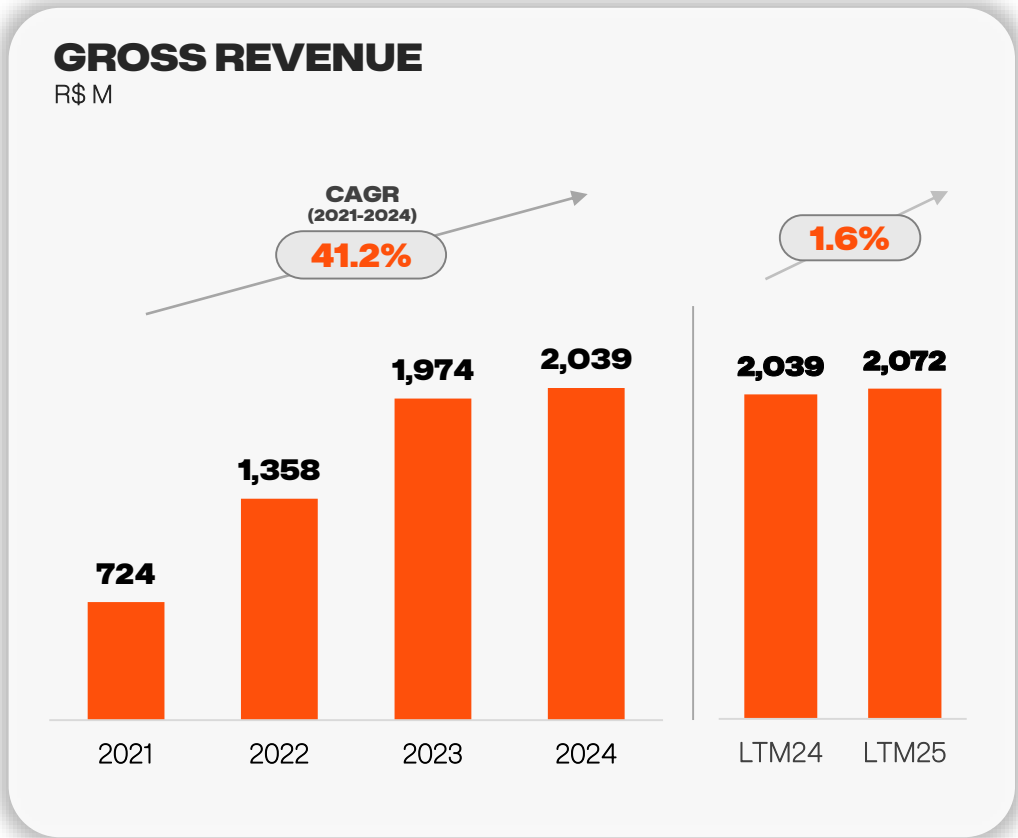
NVS | IMIGRANTES SÃO PAULO



**ENTRY CHANNEL
FOR NEW
CONSUMERS**

**INCREASE
OF BRAND
AWARENESS**





39.7%

SHARE OF FISIA'S REVENUES

12.9%

3P SHARE OF FISIA'S REVENUES

74.1%

NPS

DEVELOPMENT AND LAUNCH OF OWNED APP

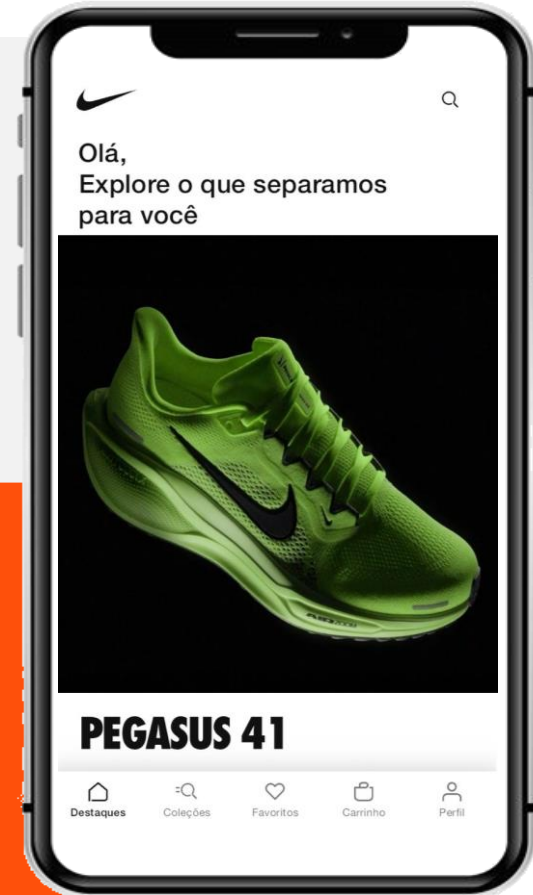
CREATING THE SEGMENT 3P

INCREASE IN SALES OF SNEAKERS AND CASUAL

OPTIMIZED PRICING AND CHANNEL MONETIZATION

PERFORMANCE MARKETING OPTIMIZATION

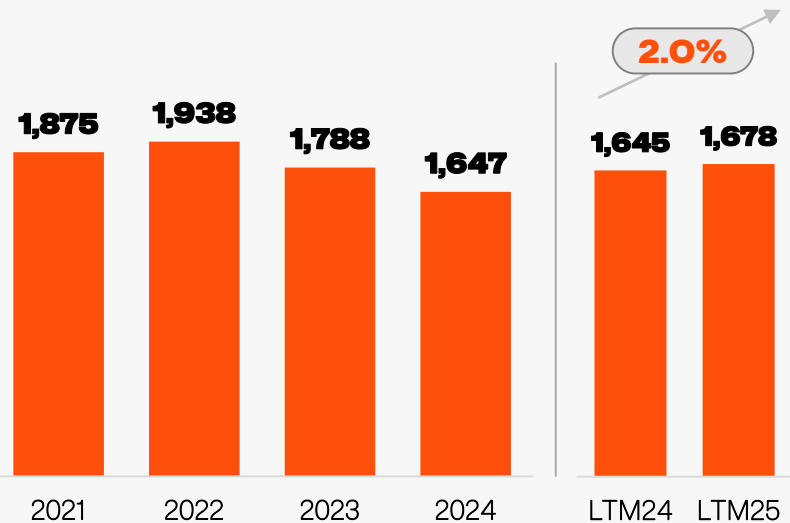
PRODUCT ASSORTMENT EXPANSION



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

33.2%

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)



FISIA

INVESTOR RELATIONS

GRUPO SBF

 **CENTAURO**

FISIA
DISTRIBUIDORA OFICIAL NO BRASIL

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



**JOSÉ
SALAZAR**



**VICTORIA
MACHADO**



**LUNA
ROMEU**



**LARISSA
CRISTOVÃO**



**JOÃO
MARQUES**

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