



3Q18 Results

July, 25th, 2018



TRANSFORMACTION

VIA+

IMPLEMENTATION ENDED IN AUGUST
ROLL-OUT PROCESS OF VIA+ APP

UNIFICATION OF TOOLS:

- \$ 60% OF TRANSACTIONS PASS THROUGH VIA+
- 🕒 AVERAGE SALES TIME 60% LOWER
- 🗣️ HIGHER PERFORMANCE OF SELLERS WITH VIA+

UNIQUE PLATFORM, MORE **AGILE AND INTUITIVE**, TRANSFORMING OUR SELLER TO A **SALES CONSULTANT**

EVVA

VIRTUAL STORE SELLERS ASSISTANT

OFFERS TIPS ON HOW TO IMPROVE SELLER'S PERFORMANCE, THROUGH INTERNAL BENCHMARKS.

MORE AGILITY TO SALES TEAM AND
IMPROVED EXPERIENCE TO CUSTOMER

CASAS BAHIA AND PONTO FRIO NEW APP NATIVE, LIGHTER, FASTER AND INTUITIVE!

- MORE EFFICIENT
- HIGHER CONVERSION RATE
- SIGNIFICANT INCREASE IN MOBILE TRAFFIC

NEW AUGMENTED REALITY APP PRACTICAL AND INTUITIVE FOR FURNITURE SALES

- MORE EFFICIENT
- EVOLUTION OF CUSTOMER EXPERIENCE

HUB STORES

TOTAL OF **62 STORES**
IN THE MODEL ON THE 3Q

PARTNERSHIPS AIMING THE FUTURE

AIRFOX

DEVELOPMENT OF DIGITAL CDC AND DIGITAL PORTFOLIO

BASED IN BOSTON, USA AND INCUBATED IN HARVARD LAB AND TRISTARS

GetNet

DEVELOPMENT OF SELLER'S PORTAL

WHITE LABEL PORTAL WITH FINANCIAL SERVICES SOLUTIONS THAT CONTRIBUTE TO OUR PARTNER'S BUSINESS DEVELOPMENT

ADEQUACY OF CENTRAL BANK OF BRAZIL RULES

ZURICH

EXTENSION OF PARTNERSHIP TO CENTRALIZE MOST PART OF INSURANCE PORTFOLIO IN ONE INSURANCE COMPANY

OMNICHANNEL STRATEGY

HIGHER EFFICIENCY AND OPERATIONAL SINERGY

3Q18 HIGHLIGHTS

Cons. Net Revenue

R\$ 6.4 B

+4.4% vs. 3Q17

B&M Net Revenue

R\$ 5.2 B

+5.2% vs. 3Q17



“Same Stores Sales” growth of 4.2%

Invoiced GMV

R\$ 1.6 B

+13.6% vs. 3Q17

Marketplace
Penetration

26%



Click & Collect reached
31.3% of Online sales

Gross Margin

29.2%

More competitive Mkt

Adjusted EBITDA

R\$ 161 MM



Adjusted EBITDA Margin of 2.5%

Net Loss

R\$ (79MM)

Net Cash

R\$ 1.6 B



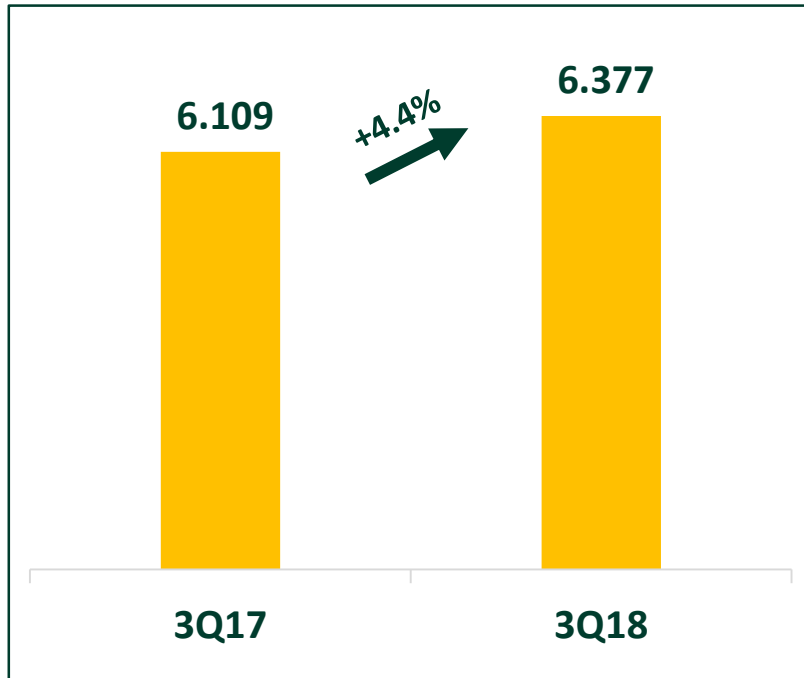
Net Loss driven
by margin contraction

3Q18 RESULTS

Growth against 3Q17 in all channels

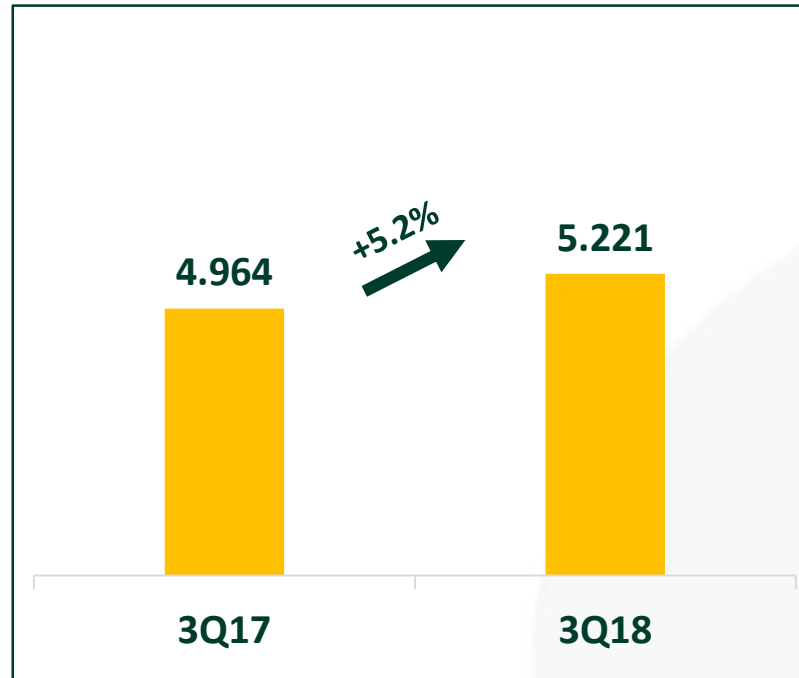
Consolidated Net Revenue

(R\$ million, %)



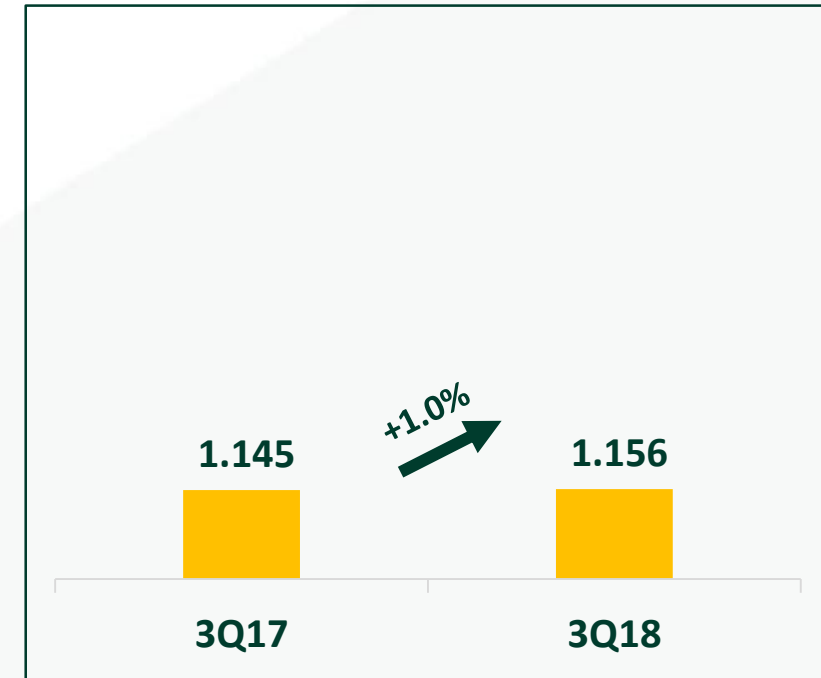
B&M Net Revenue

(R\$ million, %)



Online Net Revenue

(R\$ million, %)

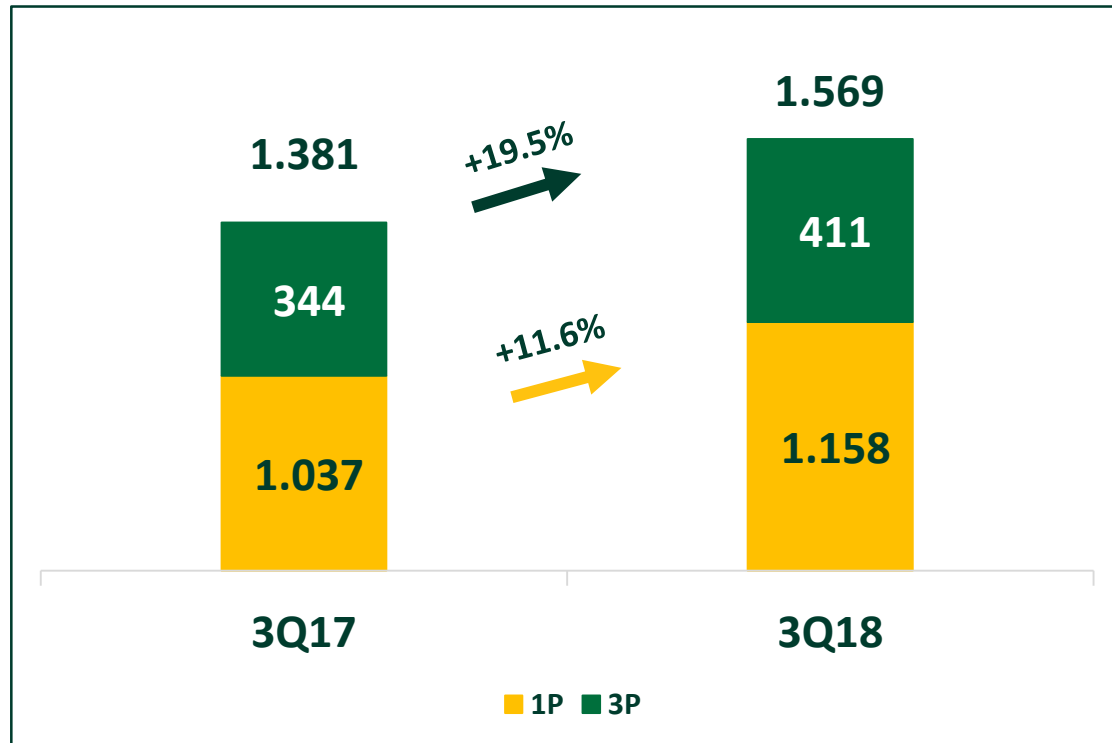


3Q18 RESULTS

Online growth, accelerating the penetration of 1P

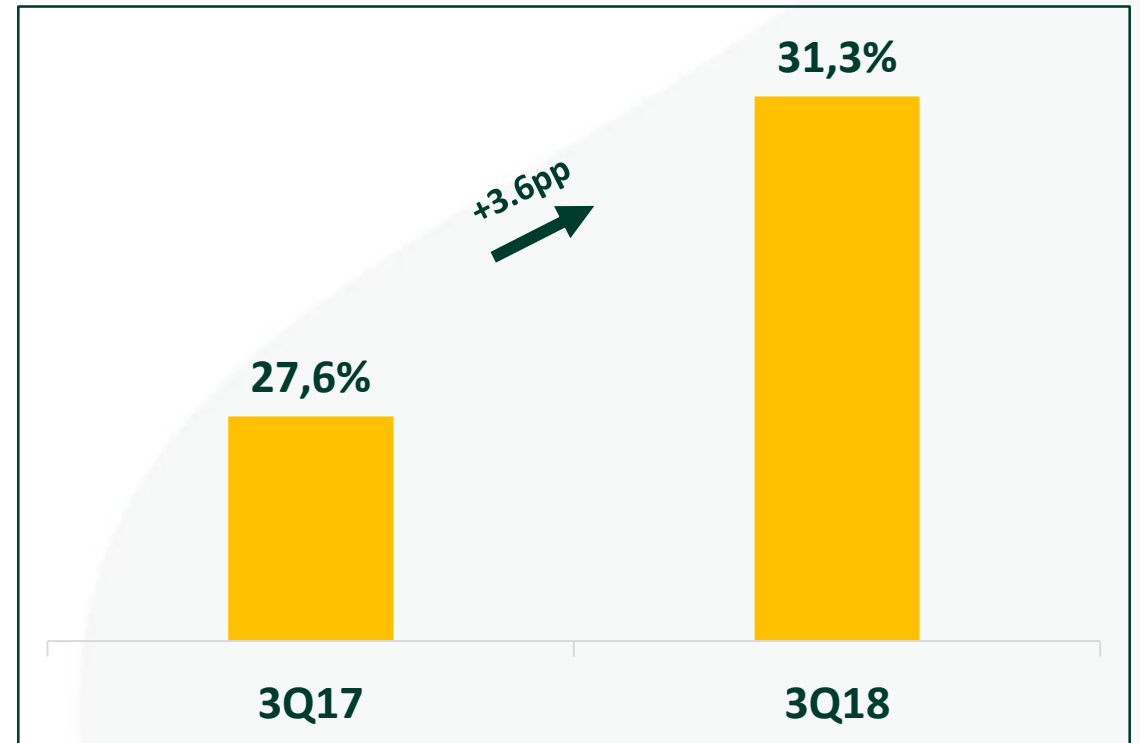
Net GMV 1P and 3P

(R\$ million, %)



Click & Collect Penetration

(R\$ million, %)

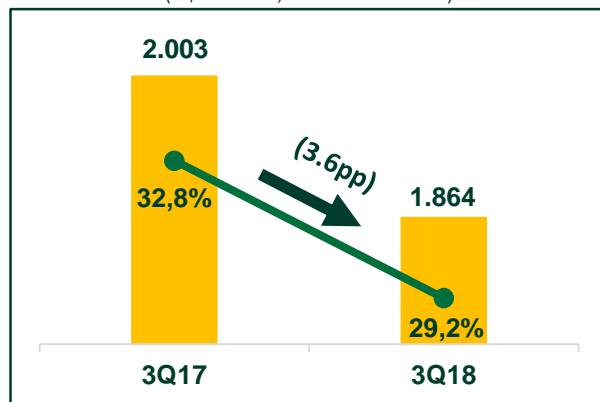


3Q18 RESULTS

Operational performance

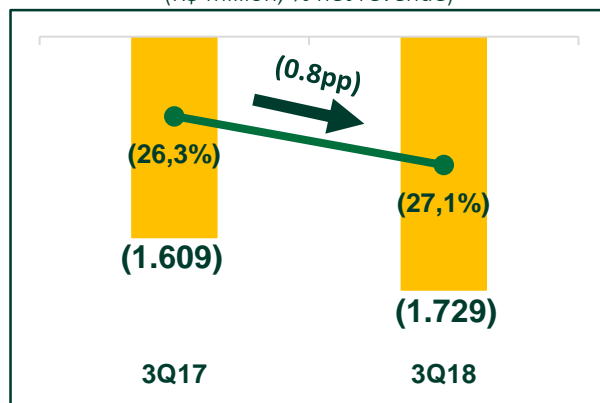
Gross Profit and Gross Margin

(R\$ million, % net revenue)



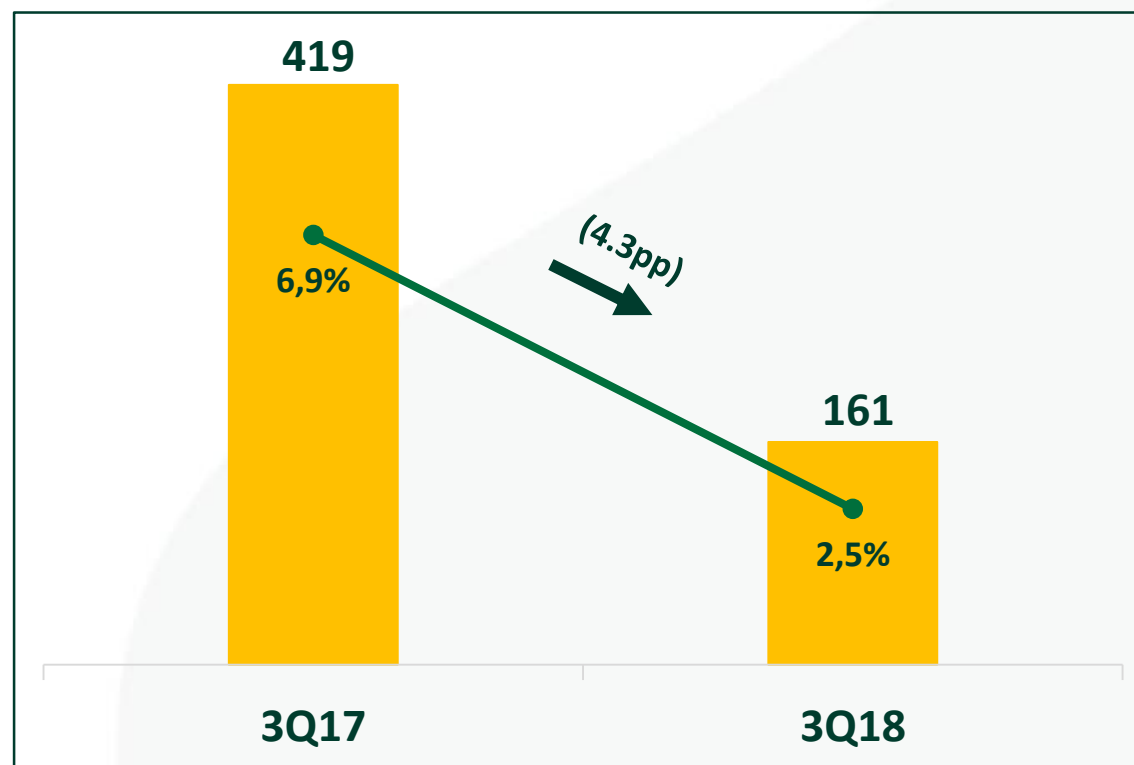
SG&A

(R\$ million, % net revenue)



Adjusted EBITDA

(R\$ million, % net revenue)

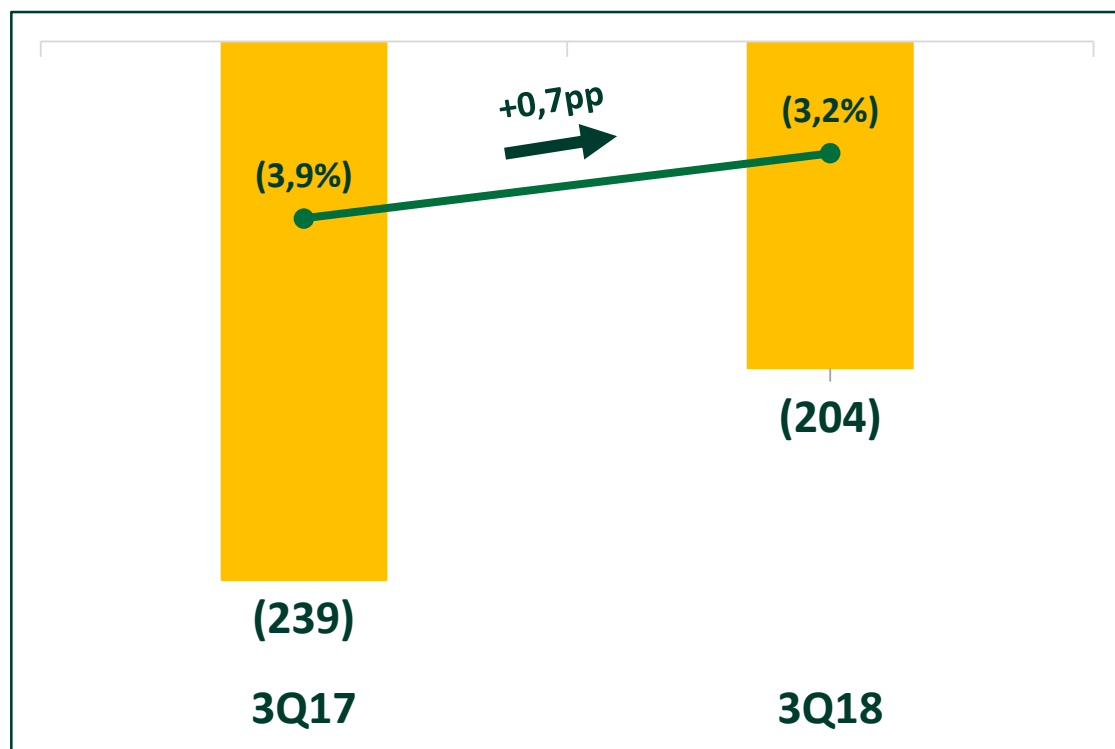


3Q18 RESULTS

Financial results and Net Loss

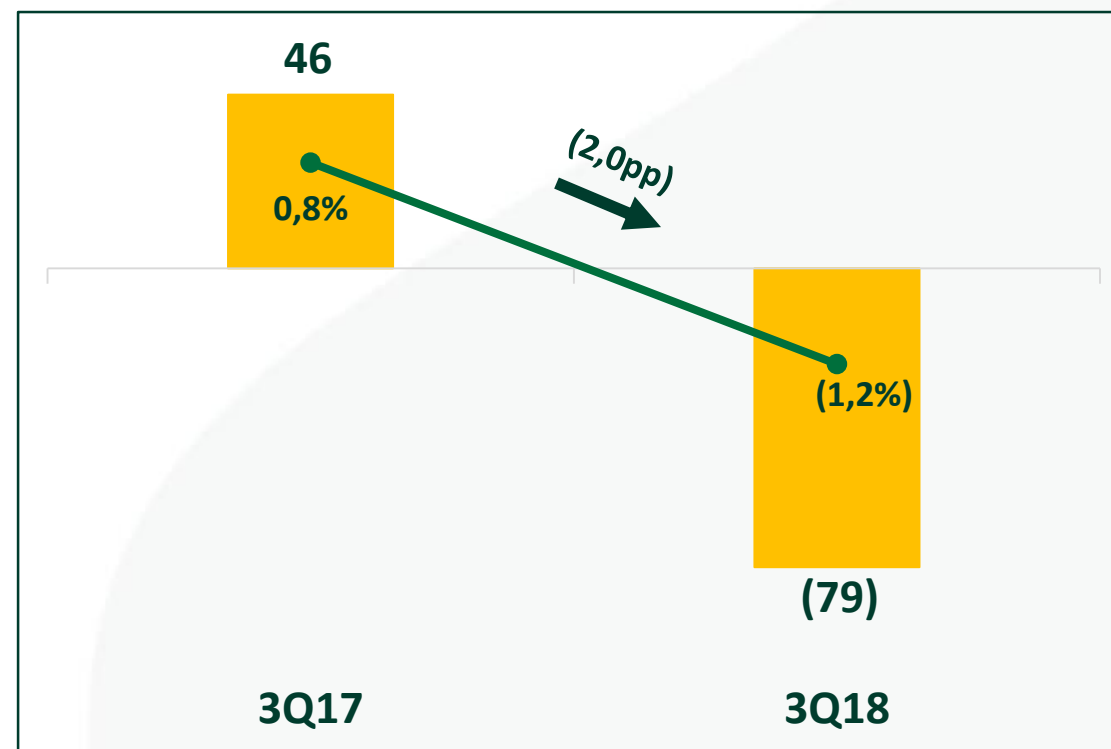
Net Financial Result

(R\$ million, % net revenue)



Net (Loss) Income

(R\$ million, % net revenue)

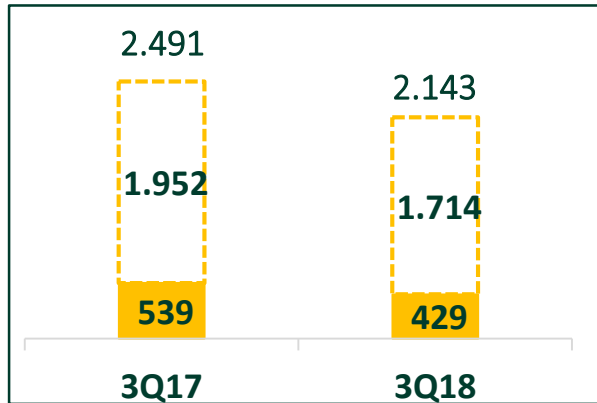


3Q18 RESULTS

Debt and Net Cash

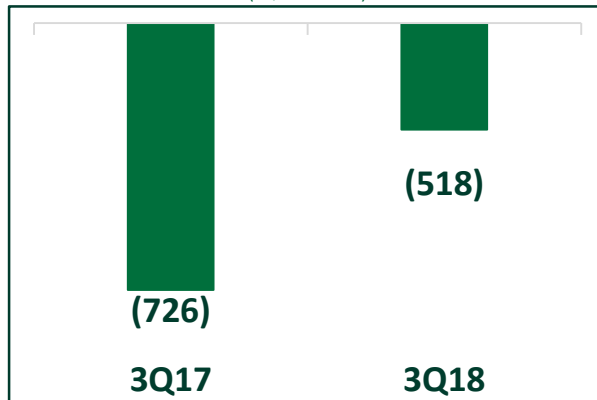
Cash and Equivalents

(R\$ million)



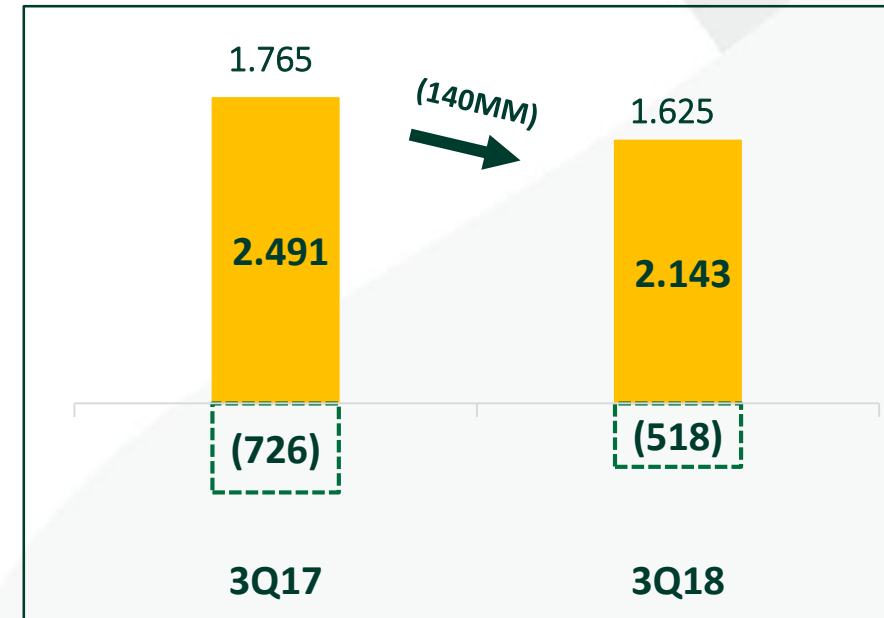
Gross debt

(R\$ million)



Net Cash*

(R\$ million)



*Adjusted net cash including unsold credit card receivables of Short and Long Term

 Unsold credit card receivables



INVESTOR RELATIONS
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