

# Institutional Presentation

# 2Q24





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**RADL**  
B3 LISTED NM

 **RDsaúde**  
for a healthier society.



# RD Saúde snapshot: Leading the pharma retailing industry in Brazil.

## Our Purpose:

Together for a healthier society.

## Our Ambition:

To become, by 2030, the group that contributes the most towards a healthier society in Brazil.

### PHARMACIES

3,076

across every Brazilian state

### EMPLOYEES

59.3 K

at the end of the 2Q24

### ACTIVE CUSTOMERS

48.8 MM

in the last 12 months

### TICKETS

384 MM

2Q24 LTM

### GROSS REVENUE

R\$39.0 B

(2Q24 LTM)  
+15% Y/Y growth

### ADJUSTED EBITDA

R\$2.8 B

(2Q24 LTM)  
+12% Y/Y growth

### PHARMACY

#1

chain in Brazil in revenue and pharmacy count

### OPENINGS

280-300

new pharmacies per year in 2024-2025 (guidance)

### NPS Net Promoter Score

90 PHARMACIES

71 APPS

### DIGITAL SESSIONS

147 MM

visits to our apps and websites in the 2Q24

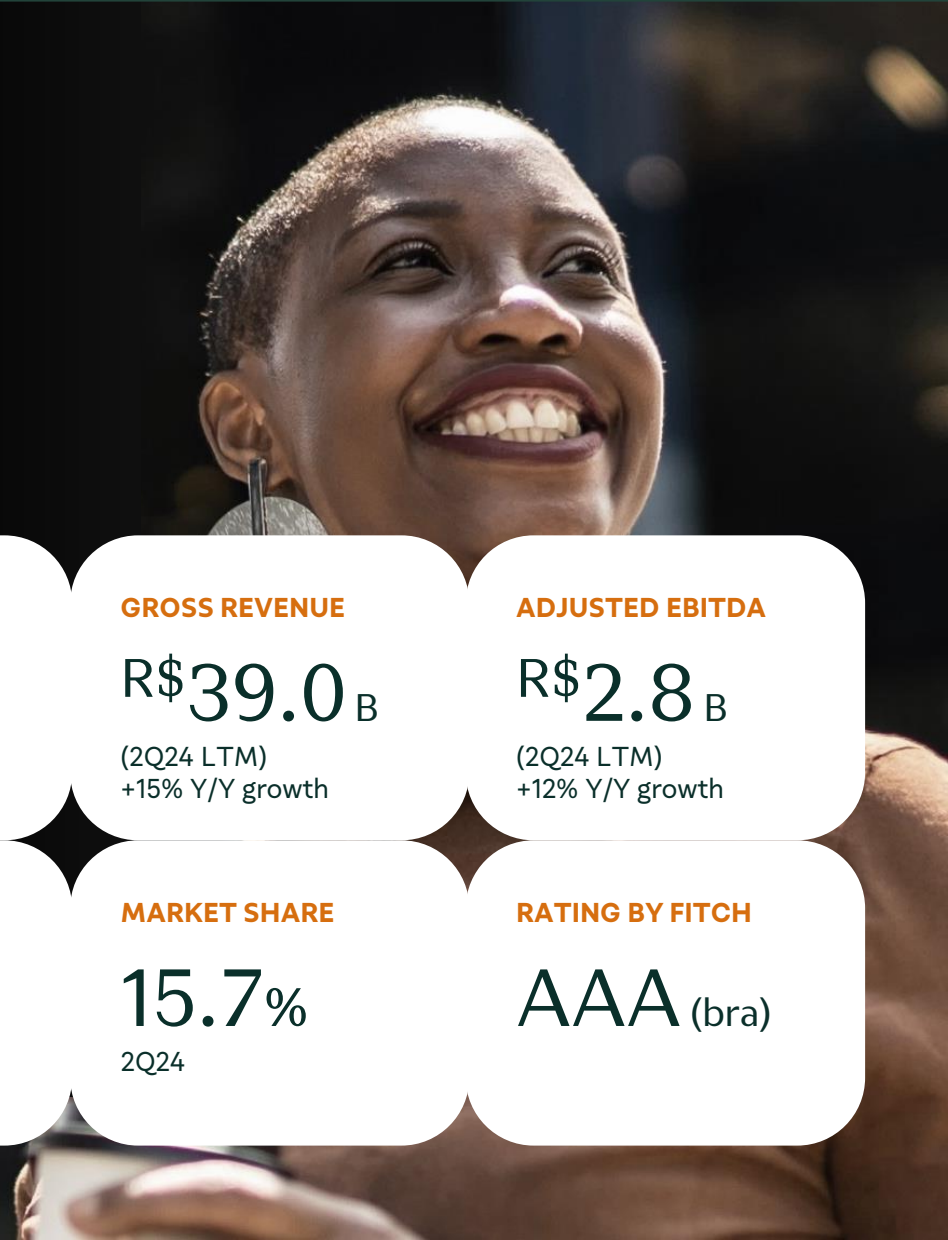
### MARKET SHARE

15.7%

2Q24

### RATING BY FITCH

AAA (bra)

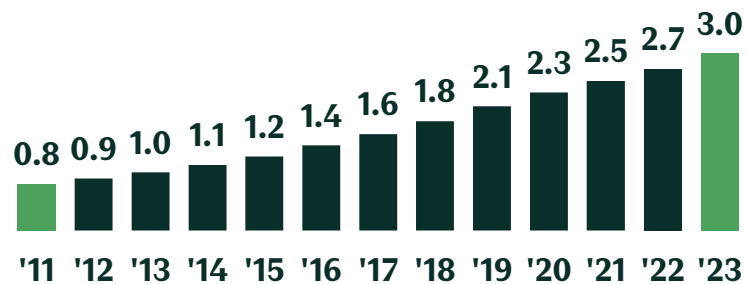




# A decade of consistent high growth in pharmacy count, gross revenue and adj. EBITDA.

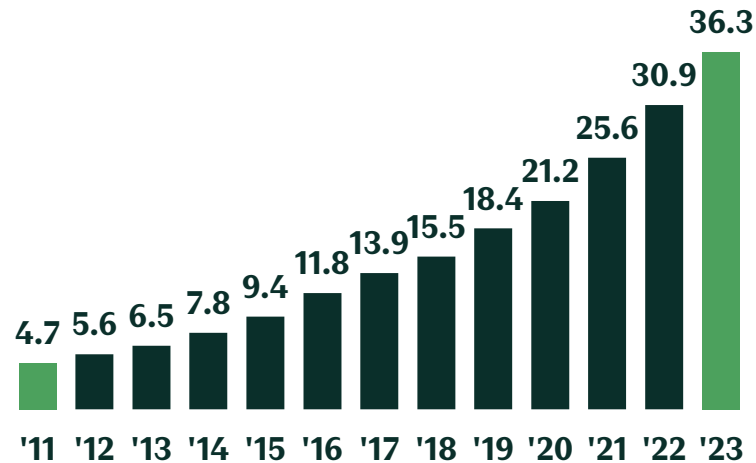
## Pharmacies

Store count, thousands



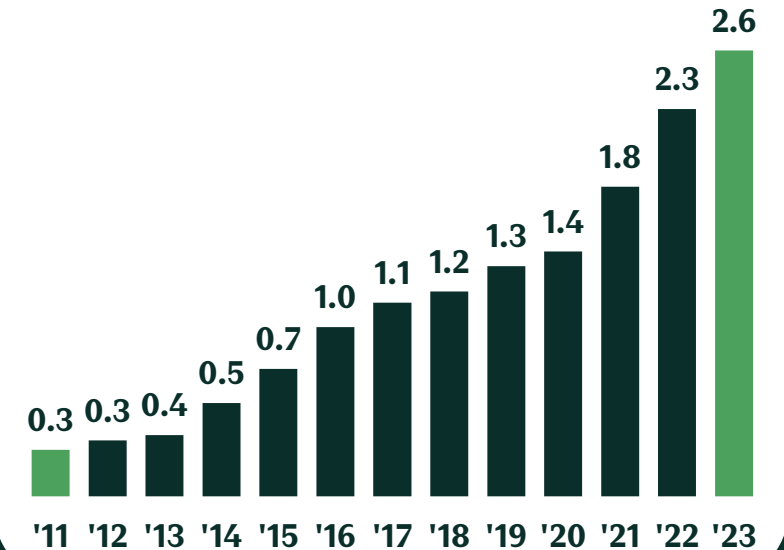
## Gross revenue

R\$ billions



## Adjusted EBITDA

R\$ billions

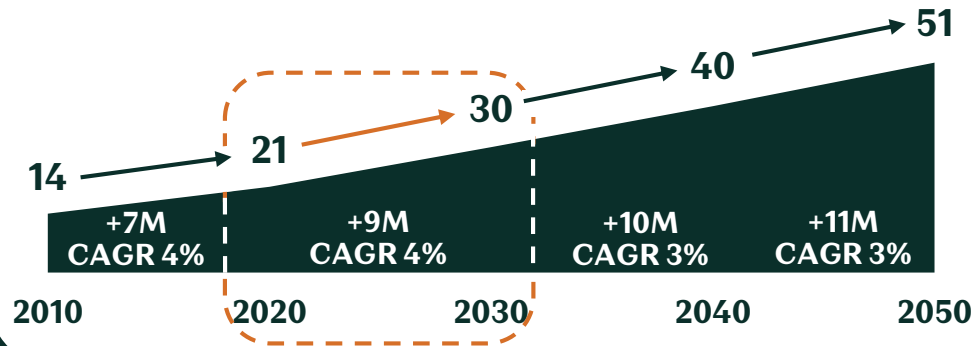




# Demand growth due to the ageing of the population.

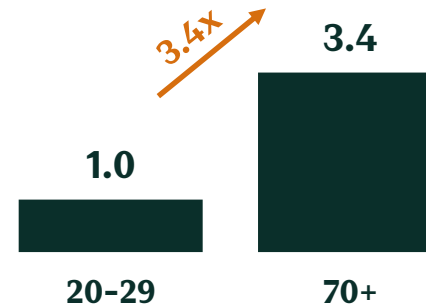
## Brazilian population over 65 years of age

Millions of people. Source: IBGE, 2024.



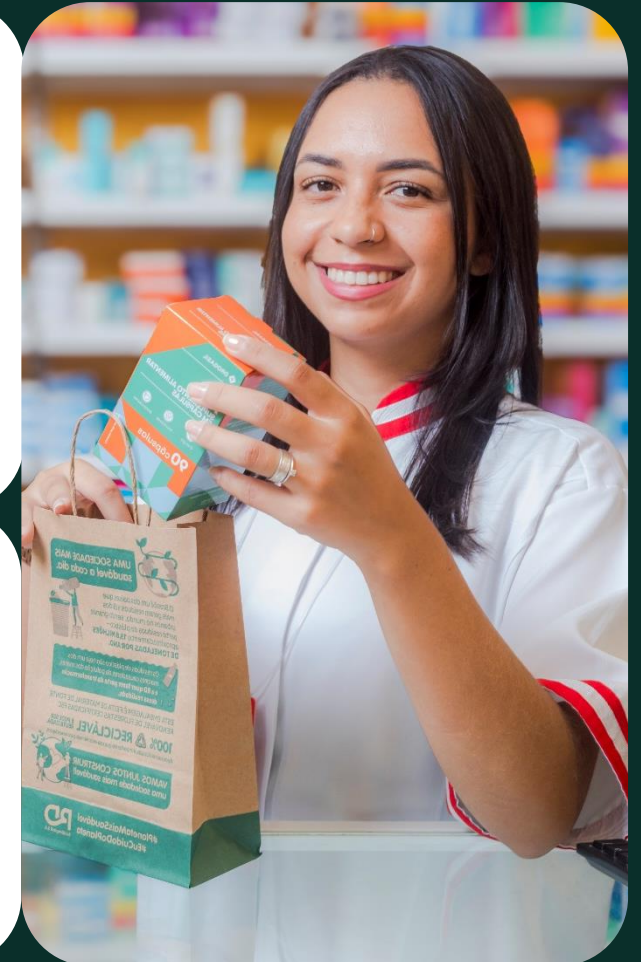
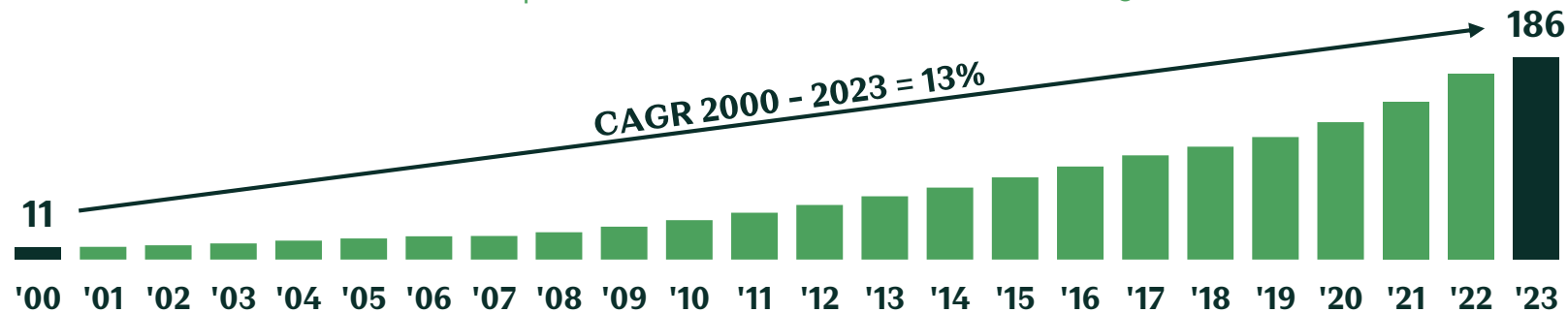
## Average drug spending

R\$ thousand, by age group. Source: Hypera & IBGE.



## Pharma market maintains an accelerated long-term growth

Brazilian pharmaceutical market. R\$ billions. Source: IQVIA.

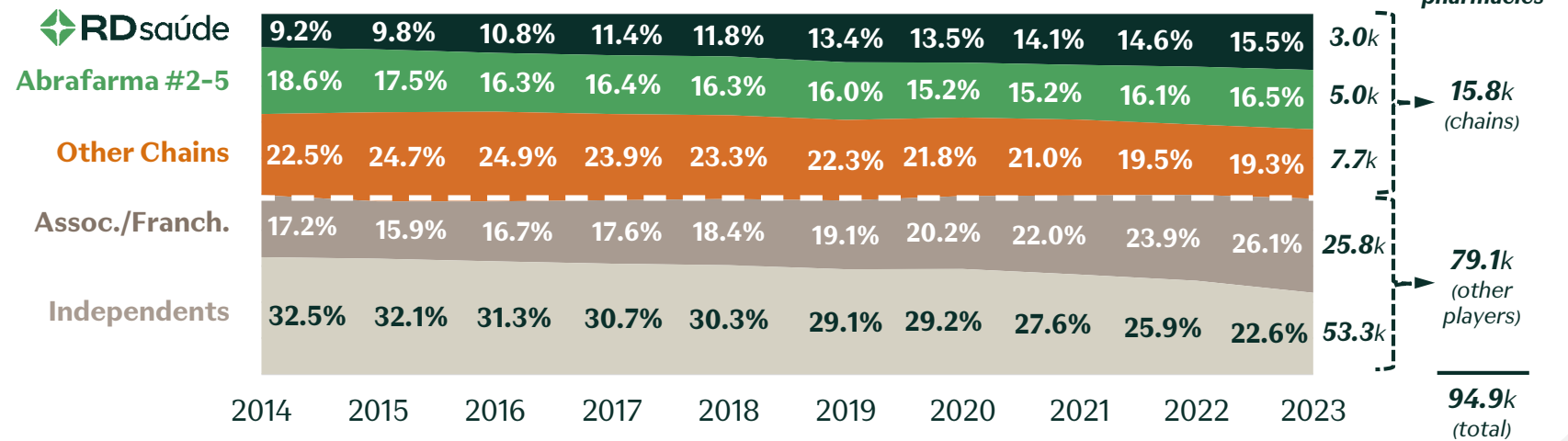




# Fragmented market offers ample opportunity for consolidation.



Market share (Retail participation by industry pricing, sell-out + sell-in)



Average annual sale per POS in 2023 (RD Saúde = 100 index)

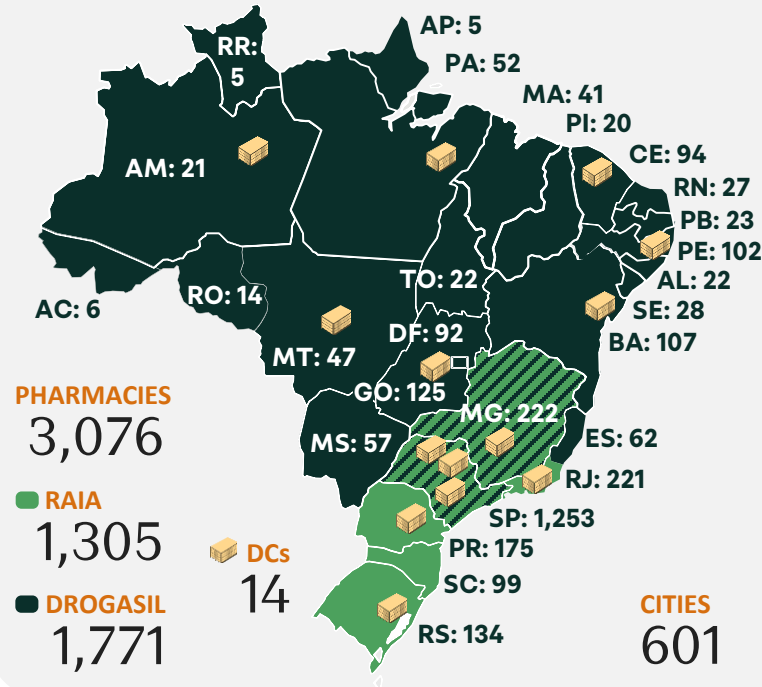


Source: IQVIA.



# We continue to expand nationwide with unique pace and diversification while sustaining real IRRs above 20% net of cannibalization.

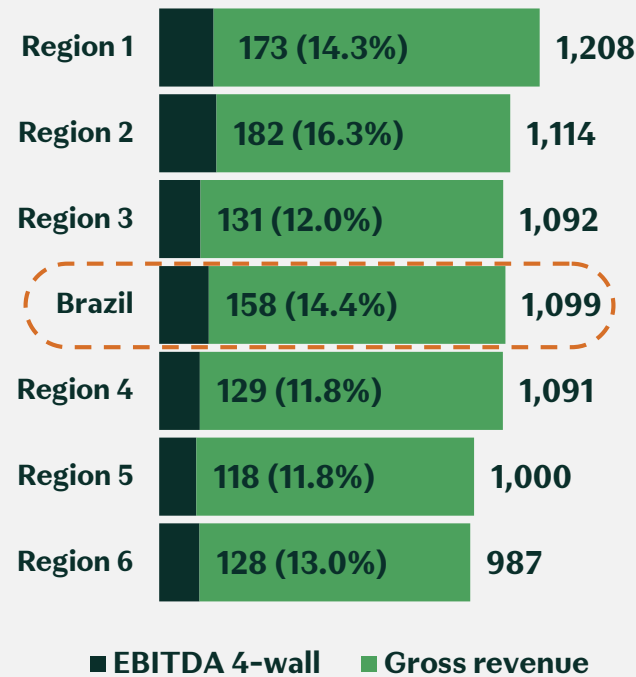
## Geographic presence (2Q24)



93% of Brazilian A class population in a radius of 1.5 km

## Performance by region

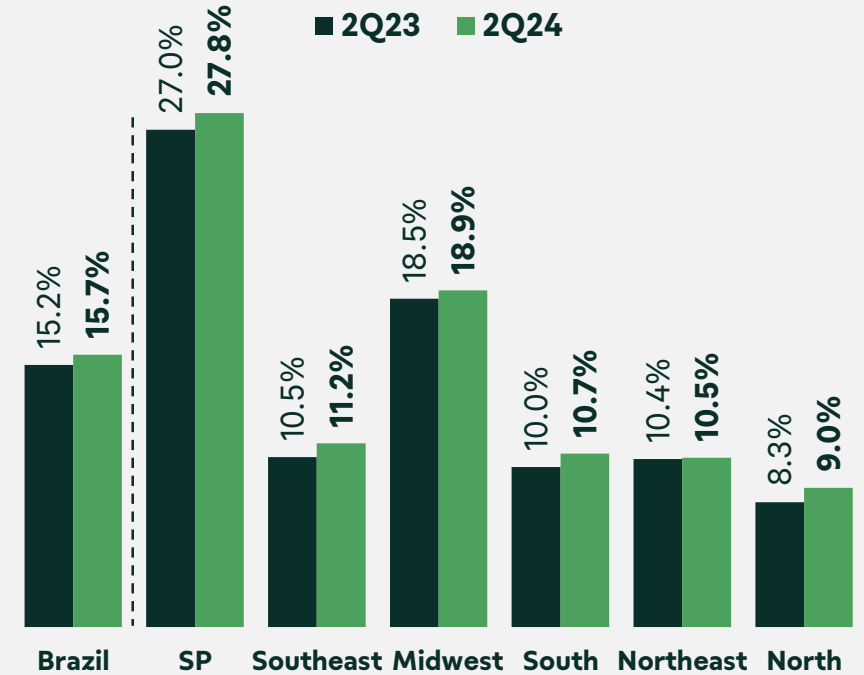
R\$ thousands, 2Q24 LTM  
Sales and EBITDA\* per mature store



\* 4-wall EBITDA (stores), not including Distribution Centers and regional expenses.

## Market share

Quarterly retail share at Factory Prices  
Sell-out + Sell-in



Source: IQVIA. Southeast excludes SP.



# Our Health and Wellness strategy is focused on the Customer journey, offering a pharmacy connected to a service platform, positioned in primary care.

TOGETHER FOR A HEALTHIER SOCIETY



**HEALTHIER PEOPLE**  
Employees, Customers, Community



**HEALTHIER BUSINESSES**  
Diversity, Education, Shared Value



**HEALTHIER PLANET**  
Emissions, Energy, Waste



**Pharmaceutical Retail**

**Health promotion**  
Promote, educate and maintain a healthy lifestyle

**Prevention**  
Monitor and treat chronic conditions



**New Pharmacy**  
Omnichannel + Marketplace + Health Hub



**Healthcare Platform**

**Protection**  
Protect health through vaccination and immunization

**Primary care**  
Diagnose and treat acute, low-complexity conditions



**Integral Health**





# Our customers are our greatest asset. In-store experience increases engagement while digitalization drives loyalty and frequency, resulting in an increased CLTV.

Engagement is the result of the entire customer journey

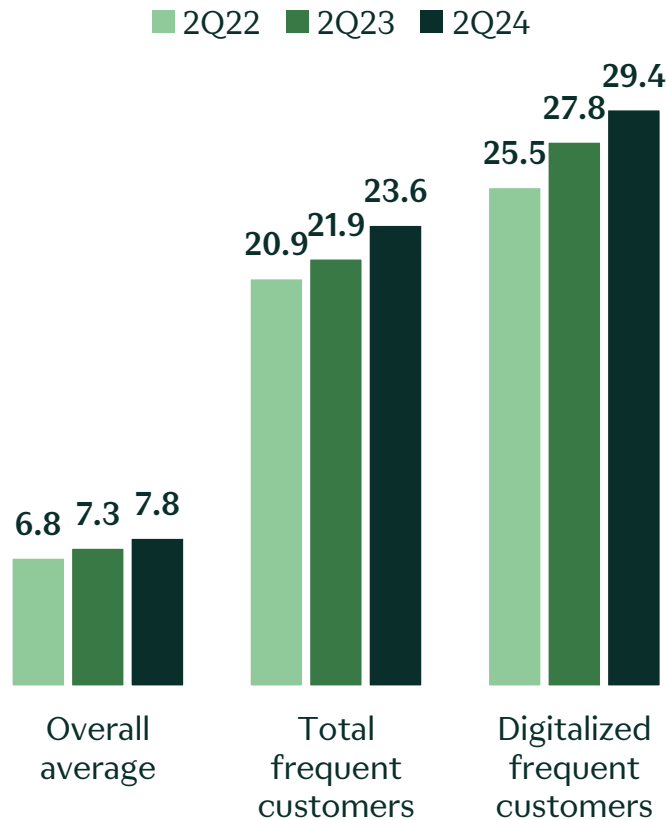


Customer segmentation\*

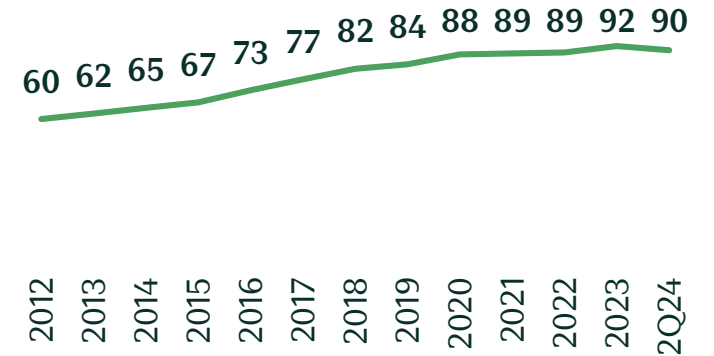


\* Millions, % LTM retail gross revenue LTM.

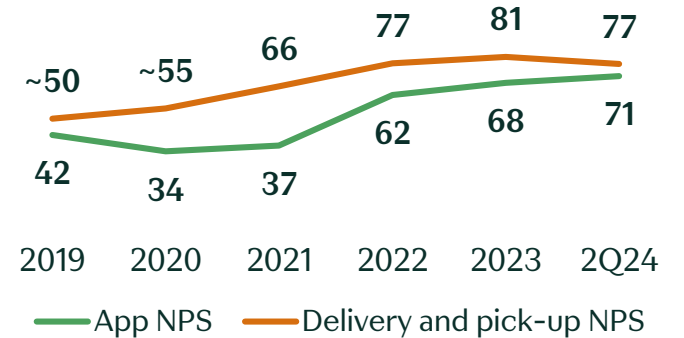
Annual purchasing frequency



Pharmacy NPS



App NPS and Delivery/C&C NPS\*\*



\*\* Estimated 2019 and 2020 criteria for current methodology.



# Our digital and health strategy aims to build bonds with each customer to enhance Customer Annual Value (CAV) according to their profile.

**CAV = Customer Annual Value**  
Annual R\$ Gross Margin per Customer

Average CAV  
per Customer

INDEX  
**100**

**27**

Casual

**277**

Frequent (+10x vs. Casual)

## CAV by Profile

Chronic Use	<b>179</b>
Child Care	<b>296</b>
Beauty	<b>254</b>
Healthy Lifestyle	<b>239</b>



## CAV by Bond

### EXAMPLES OF DIGITAL BONDS

Omnichannel	<b>201</b>
App	<b>206</b>
Marketplace	<b>245</b>
Stix	<b>213</b>

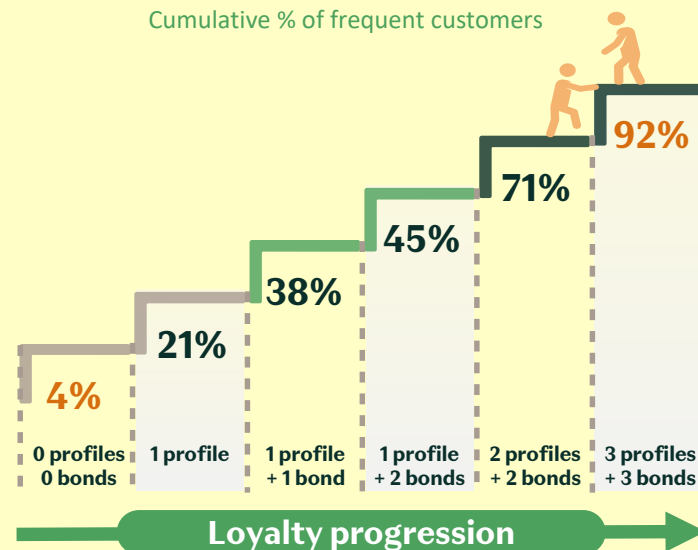
### EXAMPLES OF HEALTH BONDS

Injections	<b>315</b>
Private Label	<b>173</b>
Vaccination	<b>527</b>
Other Services	<b>318</b>



## Profile and bond impact on loyalty

Cumulative % of frequent customers



\* Data for 1Q24.

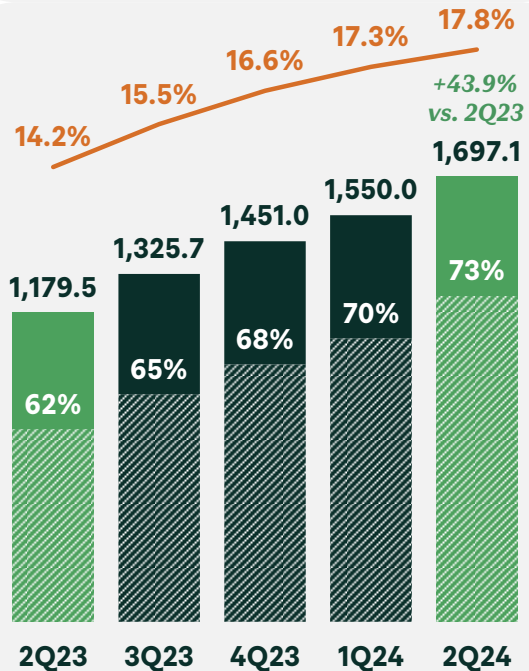


Digital sales of R\$ 1.7 billion, with 43.9% of growth and 17.8% of retail penetration. 73% via app and 94% delivered or collected within 60 minutes.

### Digital channel

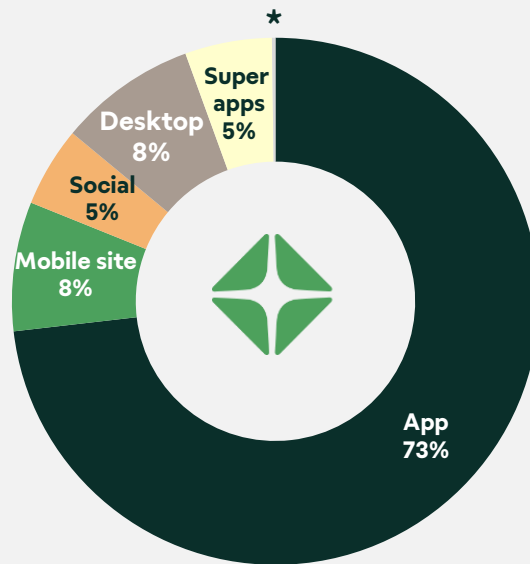
sales and penetration

R\$ millions, % of retail gross revenue



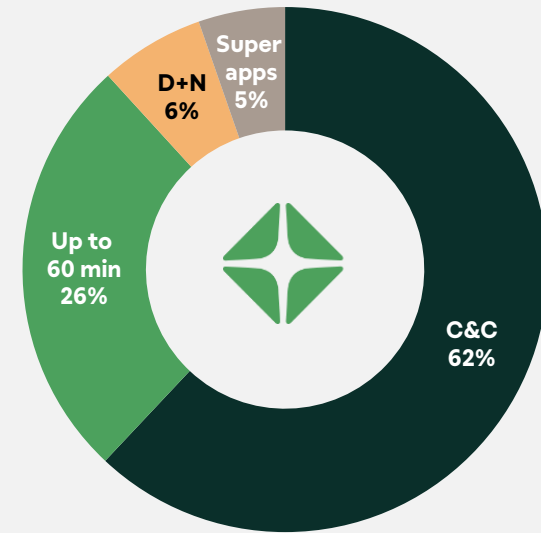
### Digital channel mix

% of digital sales



### Delivery mix

% of digital sales



94%

modern and proprietary channels

86%

proprietary channels through mobile devices

95%

fulfilled by pharmacies (incl. D+N)

94%

delivered in up to 60 minutes

\* Call center represents < 1% of digital channels.



# We are continually evolving our positioning in primary healthcare, participating in the healthcare system with services offered in pharmacies.



\* Clinical Analysis Exams.

## Main achievements (2Q24)

◆ NPS (Net Promoter Score)	<b>93</b>
◆ Available services	<b>40</b>
◆ Types of vaccines	<b>22</b>
◆ EAC* rooms	<b>1.5k</b>
◆ Health Hubs	<b>2.1k</b>
◆ Vaccination rooms	<b>330</b>
◆ Pharmaceutical services	<b>1.9 MM</b>

- ◆ **Digital** scheduling and declaration;
- ◆ Service customers have **2.5x higher frequency and spending**;
- ◆ **~40% share in the pharmaceutical market** in vaccines such as herpes zoster, dengue and HPV (Source: IQVIA).



## Pharmacy Degree provided for employees

- ◆ Customized course subsidized by RD Saúde;
- ◆ 4,000 hours of workload, 5 years duration.

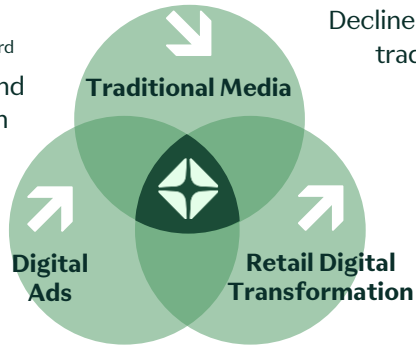


# Impulso is the retail media business of RD Saúde, a reference in consumer health media, impacting customer engagement, monetization and LTV.

## 1st party data is the fuel for retail media growth

### Trend #2

Depreciation of 3rd party identifiers and increasing screen time for digital devices



### Trend #1

Decline in screen time of traditional media

### Trend #3

Omnichannel, digitalization of the customer journey

Source: Aster Capital.

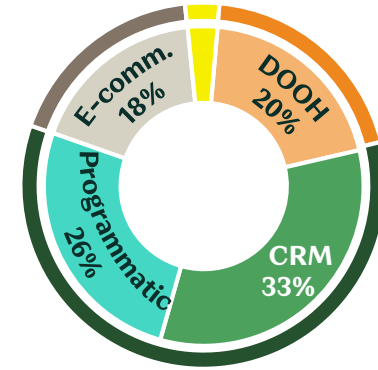
## RD Ads is now

# impulso

soluções de mídia RDsaúde

## Impulso, revenue breakdown (2Q24):

- Offsite; 59%
- Instore; 20%
- Onsite; 18%
- Others; 3%



## The best customers and experience

- 48.8 million customers
- 97% sales identification
- 384 million transactions (2Q24 LTM)

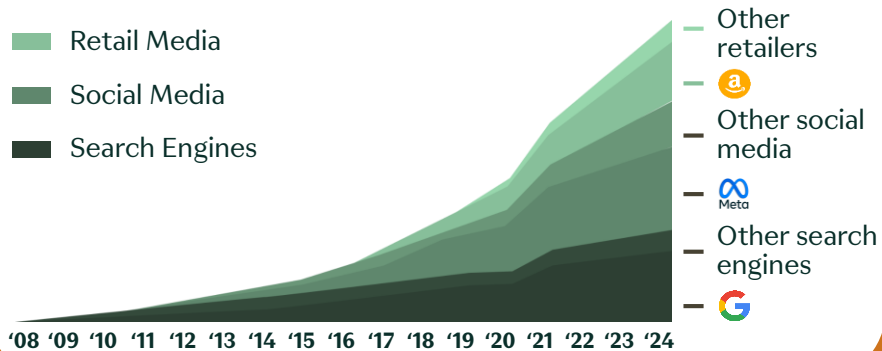
## Physical and digital presence

- 601 cities and 3.1 thousand pharmacies
- 1.5 km distant from 93% of the A-class population
- 5 km away from 59% of the population
- Top 10 digital channel (retail audience in Brazil)

## Increased relevance with partners

- ~500 1P suppliers
- 25 of the Top 50 advertisers in Brazil
- Domain of Category Management and purchase behavior

## USA ad net revenue\*



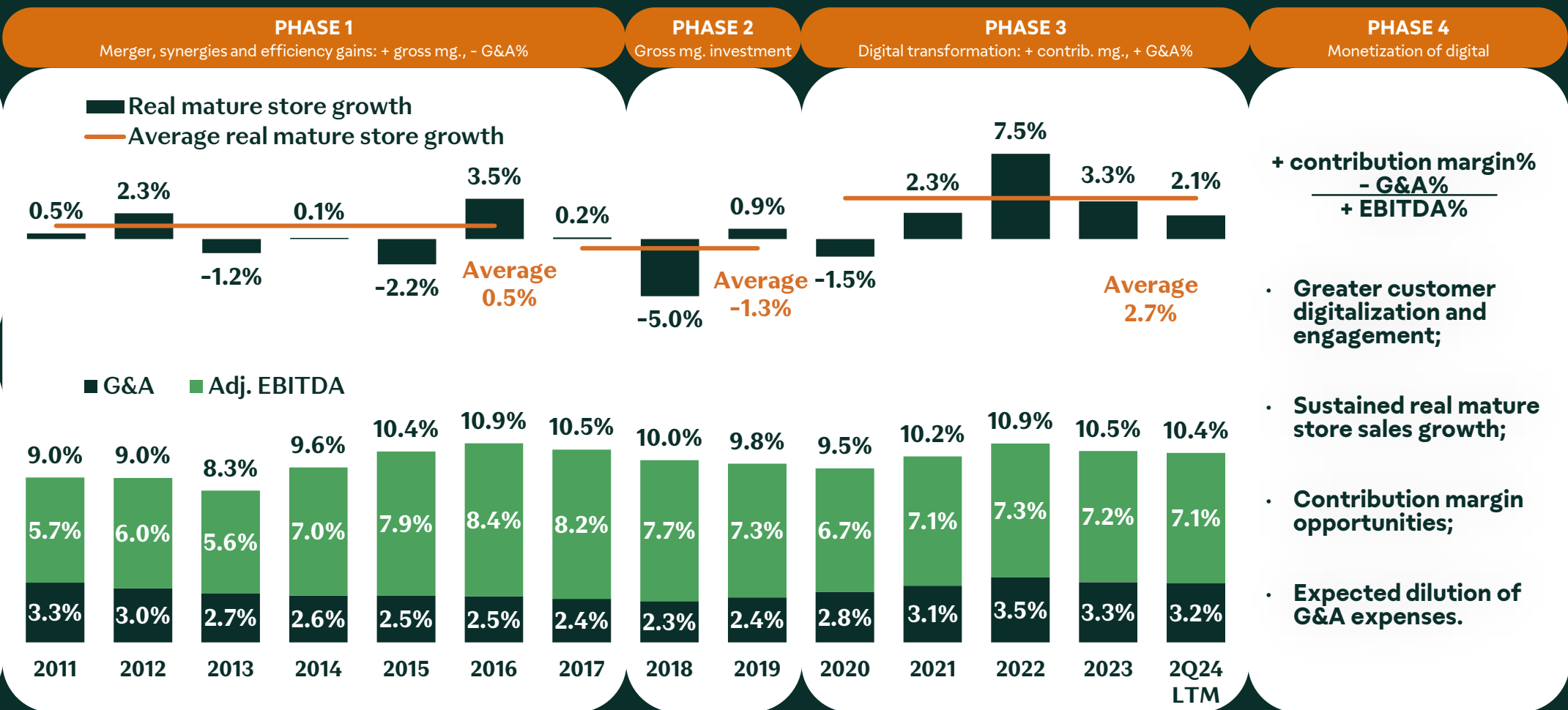
\* Source: eMarketer, October 2021.



# The digitalization of the company delivered an increase in our mature store growth and contribution margin, financing the required G&A investments.

**Mature stores vs. Inflation**

**Contribution margin (% of sales)**

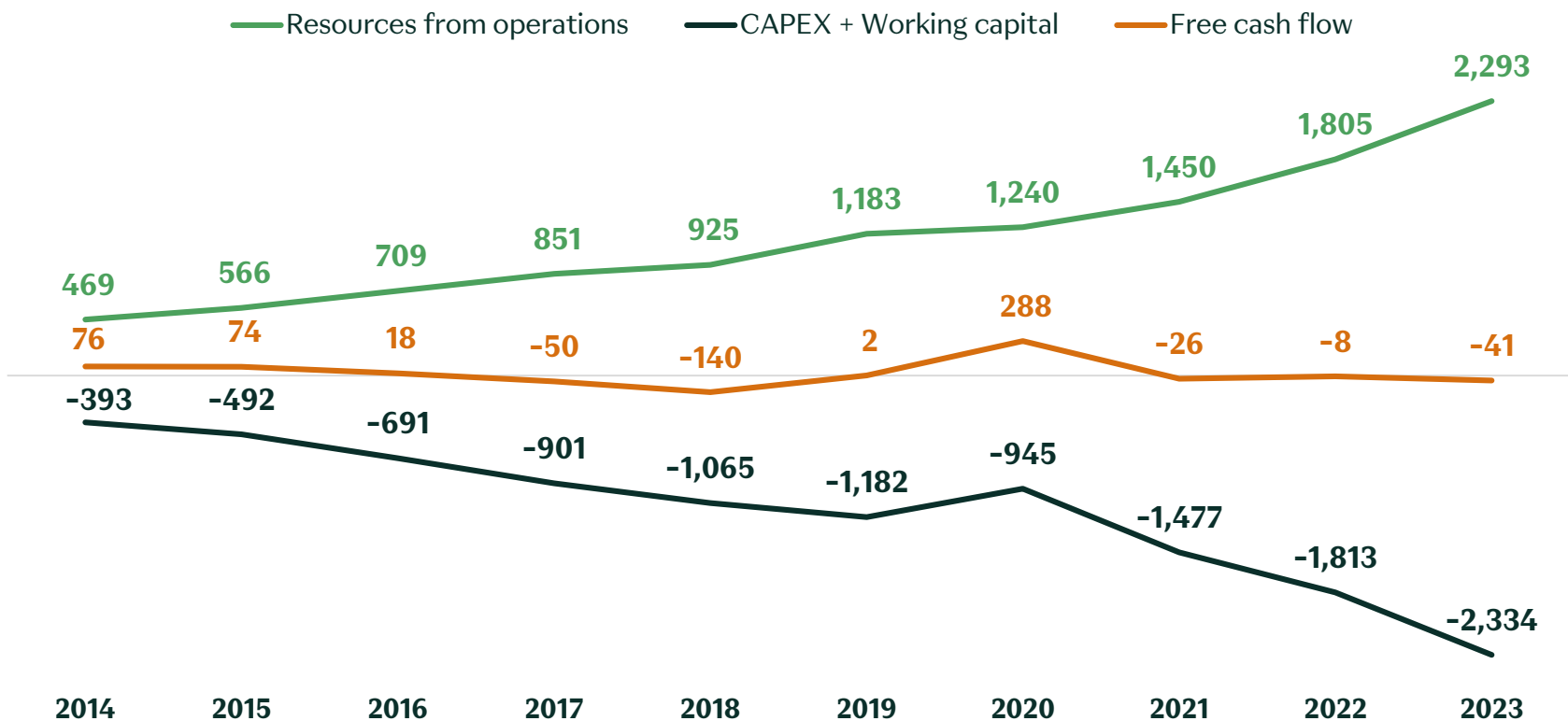




**Our operation is self-sufficient in cash, with a generation of resources that balances consumption, supporting a strong growth with low leverage.**

### Cash flow

R\$ millions



Adj. net debt

R\$ 2,718 MM  
(2023)

Adj. EBITDA

R\$ 2,603 MM  
(2023)

Leverage

1.1x  
(Net Debt / EBITDA)



# Together with our Business Strategy comes our Sustainability journey towards the goals established for 2030.

G

- **Stewardship** of founding families since **1905**;
- Shareholder agreement until **2031**;
- Independent board members with **complementary skillsets**;
- Advisory committees for: Health & Strategy, Nomination & Remuneration, Audit, Sustainability and Finance;
- Compensation Policies: variable compensation based on **performance** and **sustainability goals** with up to 4 year vesting.

S

- **67%** of women in operational leadership;
- **100%** in-house developed pharmacy leadership;
- **Low turnover** compared to the sector;
- **Inclusion** and **diversity** programs;
- **Integral health**: physical, mental, social & environmental support programs;
- **48 MM** active customers w/ high freq. and 700k health services/month;
- Access: **59%** of the pop. within a 5km radius.

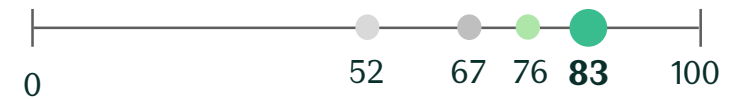
employees  
customer

E

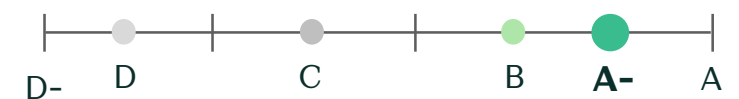
- **100%** of pharmacies collecting expired and unused medicines (284 tons in 2023) preventing contamination;
- **72%** of the operation supplied with renewable energy;
- Climate: reducing scopes 1 and 2, monitoring scope 3, and GHG inventory;
- Certifications: ISO 14001, ISO 45001 and LEED.

## Improving recognition of our ESG efforts

ISE B3



CDP



MSCI



2020

2021

2022

2023

IDIVERSA B3

Launched in Aug/23, highlighting companies that stand out in terms of diversity.

GPTW® certification

Highlighted in the GPTW ranking of healthy practices.



ISO / IEC 27001 : 2022 (BSI)

Information Security Certification on Digital Channels (App and Website) and Unvers PBM.