

Grendene is one of the world's largest footwear producer, 17,000 employees, installed production capacity of 250 million pairs/year. Gross revenues of R\$ 3,010.4 million and 139.7 million pairs sold in 2023 (Gross revenues of R\$3,119.9 mn and 148.2 million pairs sold in 2022).

Localization

Grendene has 10 footwear factories, distributed in the state of Ceará, in the cities of Sobral (6), Fortaleza (2), Crato (1), and the state of Rio Grande do Sul in the city of Farroupilha (1), and one PVC plant and 2 DC (Distribution Center) in Sobral/CE and Fortaleza/CE, one molding unit in Farroupilha/RS, and two conceptual stores: "Galeria Melissa" and "Rider Spaces" located in São Paulo, as well as a "Clube Melissa" franchise network.

Competitive advantages

- Verticalization (mold-making and PVC) and in-house technology.
- Scale, efficiency, speed, and versatility in production.
- Brands with strong personality, and wide recognition; products that are benchmarks in the footwear sector.
- Innovation in product, and distribution; concentrated use of media; and globalization of our own proprietary brands.
- Speed and flexibility in increase of installed capacity, for non-significant investment.
- Solid capital structure.
- Listed on the Novo Mercado at the B3.
- Good payer of dividends.



Products

- Grendene produces footwear oriented to domestic market and exports, in the feminine, masculine, kids and mass consumption segments (Income group: A, B, C, D and E).
- New products/year 1,567 in 2023.
- World presence: more than 80 countries.

Main footwear brands

- **Own brands:** Melissa, Rider, Grendha, Ipanema, Zaxy, Cartago, Pega Forte, Grendene Kids.
- **Third-party brands and licensings:** Azaleia, Mormaii, Disney, Mattel, Warner, Marvel, Mauricio de Sousa, Universal, Nintendo, NetFlix, Viacom among others.

Main Financial and Economic Indicators

(R\$ mn)	2022	2023	Change, %, 2023 / 2022
Gross Revenues	3,119.9	3,010.4	(3.5%)
Domestic	2,379.5	2,454.9	3.2%
Exports	740.4	555.5	(25.0%)
Net Sales	2,512.7	2,433.6	(3.1%)
Gross Profit	1,007.8	1,083.7	7.5%
Gross margin	40.1%	44.5%	4.4 pp
Recurring EBIT	284.9	383.3	34.5%
Recurring EBIT margin	11.3%	15.7%	4.4 pp
Recurring EBITDA	378.6	479.0	26.5%
Recurring EBITDA margin	15.1%	19.7%	4.6 pp
Recurring Net profit	613.1	661.2	7.8%
Recurring Net margin	24.4%	27.2%	2.8 pp
Sales Volume (million pairs)	148.2	139.7	(5.8%)

Grendene®

melissa
Grendene kids

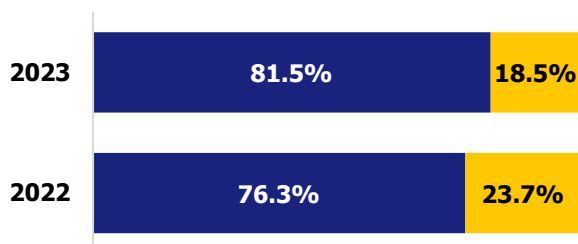
GRENDHA
rider

ZAXY
CARTAGO

Ipanema
PEGA FORTE

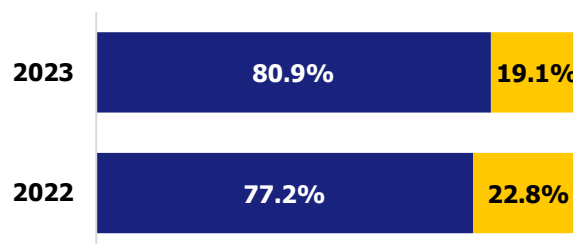
Gross sales revenue – Market %

■ Domestic market ■ Exports



Sales volume – Market %

■ Domestic market ■ Exports



Stock Capital

- Capital paid-in R\$ 1,231,301,604.46, on December 31, 2023.
- Registered shares: 902,160,000 common shares.
- Stock price: R\$ 7.07 per share on December 31, 2023.

Headquarters

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Warning

Information in this Fact Sheet may contain statements about expected future conditions. It reflects the current perception and outlook of the company's management on the development of the business, based on expected developments in the macroeconomic environment, industry conditions, the company's performance and financial results. Any changes in such expectations and factors may cause results to be materially different from those currently expected and would reflect several risks and uncertainties.