Earnings Conference Call

2Q14 &1H14

July, 23rd at 1 p.m. (Brazil time)

Access in English: *(+1) 516-300-1066*
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English Password: *75727191*
Portuguese Password: *54730472*

Webcast Access:
http://webcast.neo1.net/Cover.aspx?PlatformId=gC27FOo4TyFLqdGHJ7Z9NQ%3D%3D

*The Conference Call will be held in Portuguese only with simultaneous translation in English.



Forward-Looking Statement

Any statement made during this presentation referring to the Company's business outlook, projections and financial and operating goals represent beliefs and assumptions of the Management of Lojas Renner S.A and are based on information currently available to the Company.

Future considerations are not a guarantee of performance. These involve risks, uncertainties and assumptions since they refer to forward-looking events and, therefore depend on circumstances that may not occur.

The audience should understand that general economic and industry conditions, as well as other operating factors may affect the Company's future results and lead to outcomes that may be materially different from those expressed in such future considerations.

Except where indicated to the contrary, the following financial and operating information is in conformity with Brazilian Corporate Law, incorporating the amendments in Law 11,638/07. The results presented below, except where otherwise indicated, consolidate the second quarter (2Q) and the first half (1H) of 2014.

HIGHLIGHTS

2Q14



Highlights 2Q14

Same Store Sales: + 10.0%

Gross Margin from Retailing Operation: 54.2% (+0.7 p.p.)

SG&A over Net Revenue from Merchandise Sales (%): 34.1% (-0.6 p.p.)

Adjusted EBITDA from Retailing Operation: R$195.7MM (+21.8%)

Adjusted EBITDA Margin from Retailing Operation: 17.6% (+0.6 p.p.)

Financial Products Result: R$52.4MM (+27.3%)

Total Adjusted EBITDA: R$ 248.1MM (+22.9%)

Total Adjusted EBITDA Margin: 22.3% (+1.0 p.p.)

Net Income: R$ 118.5MM (+20.9%)

Net Margin: 10.7% (+0.4 p.p.)

RESULTS

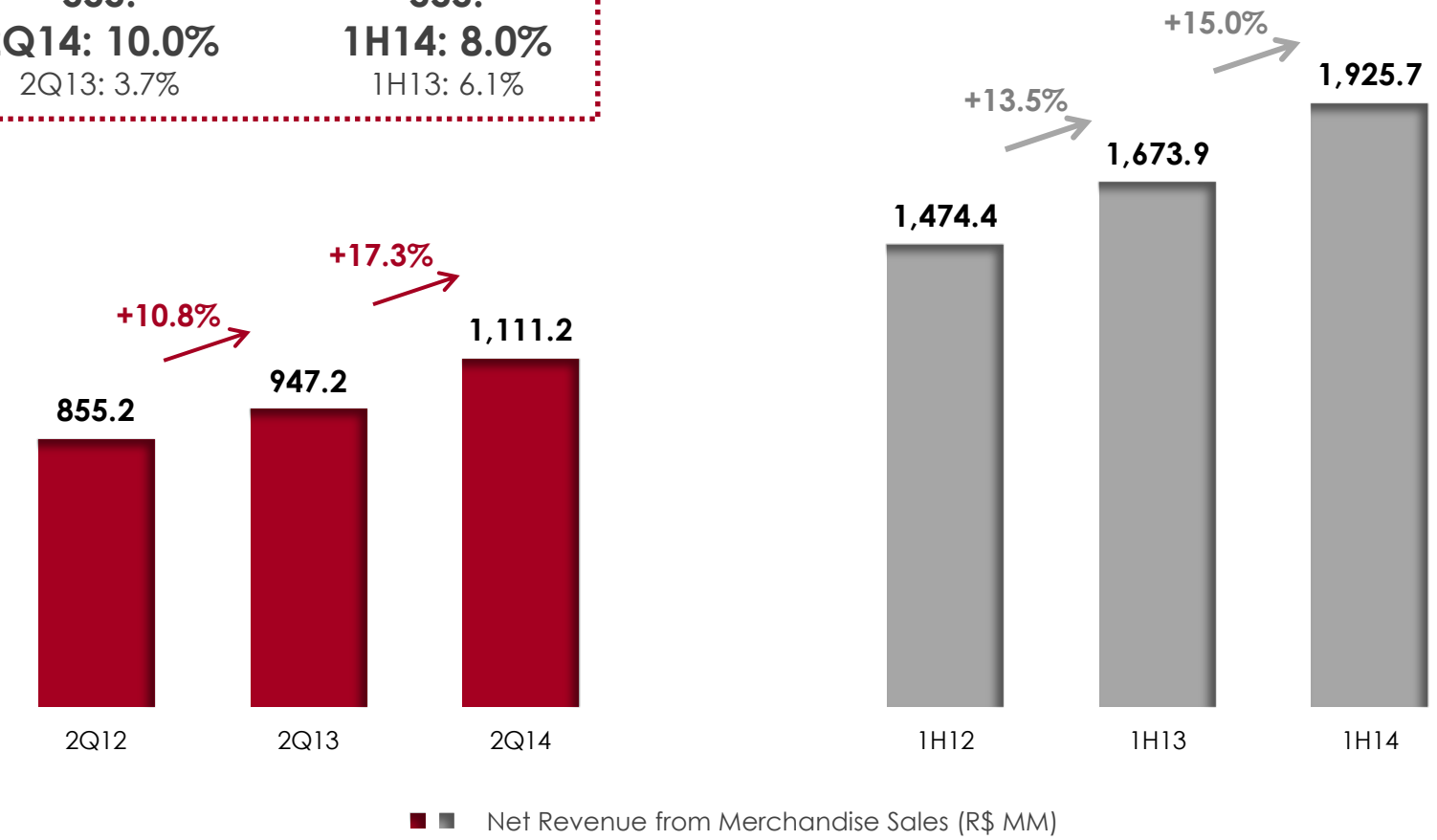
2Q14 &1H14



Net Revenue from Merchandise Sales

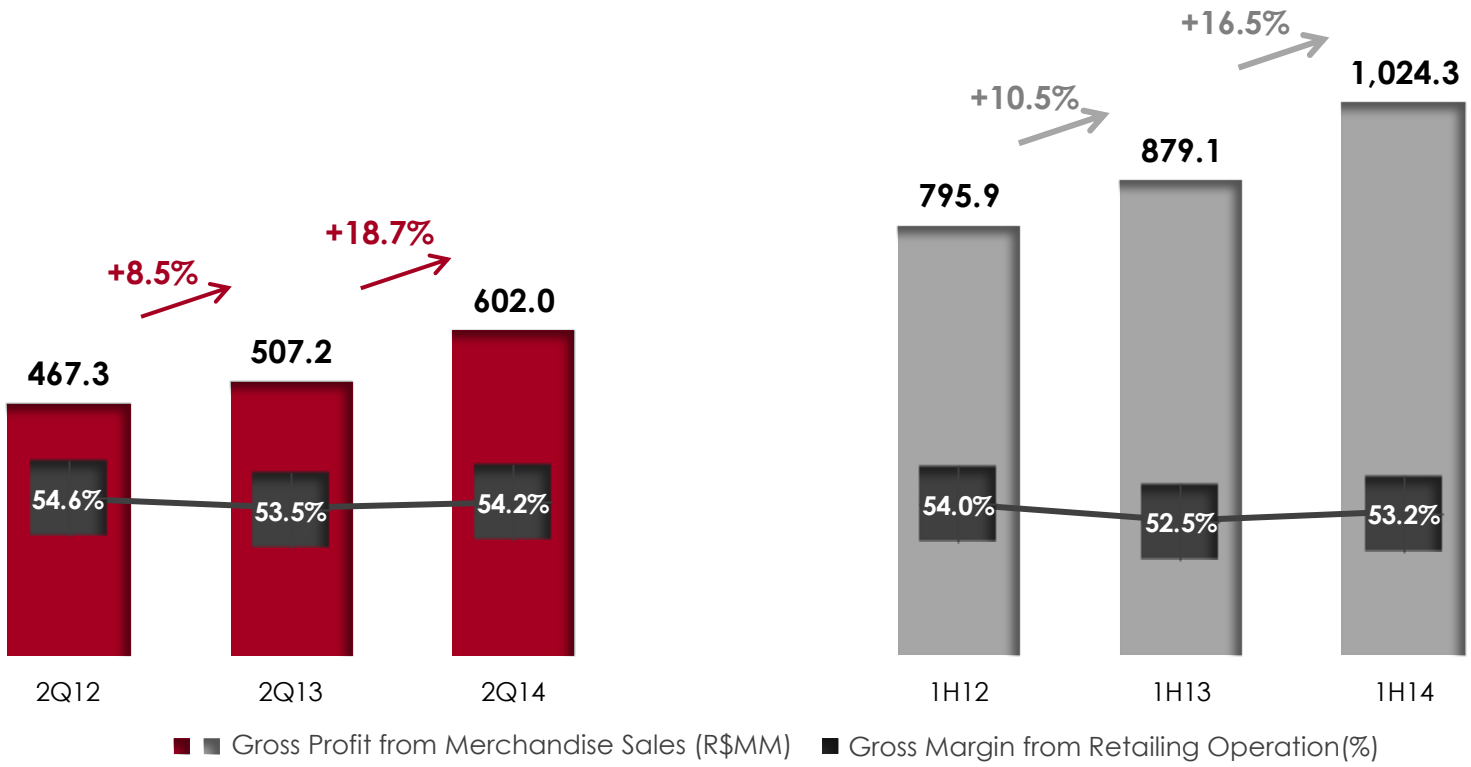
SSS:
2Q14: 10.0%
2Q13: 3.7%

SSS:
1H14: 8.0%
1H13: 6.1%



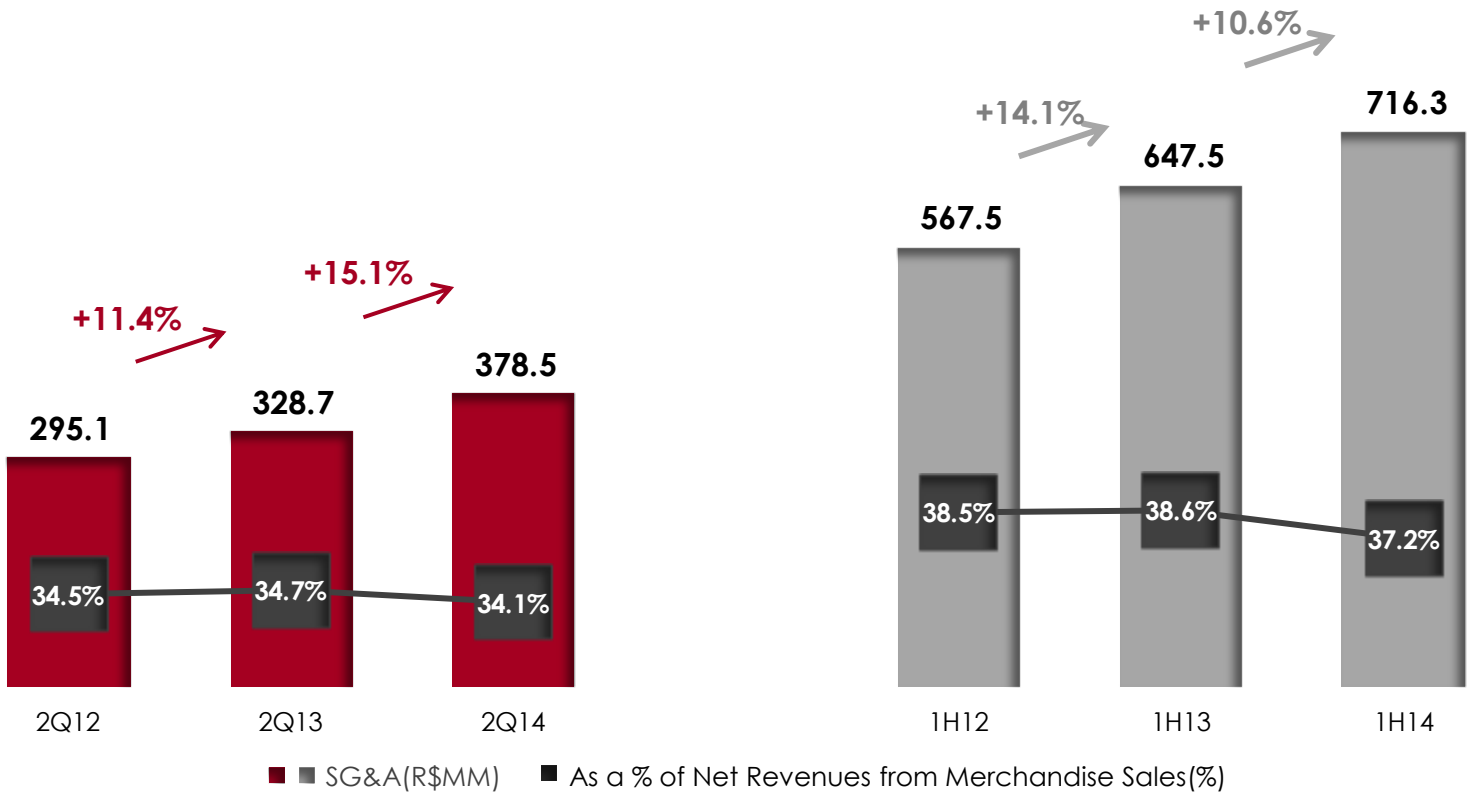
- Assertiveness of the collection and correct allocation of the products on the stores
- Good sales performance on Mother's and Valentine's Day
- Less than expected impact of the holidays and pauses during the FIFA World's Cup soccer tournament
- Favorable temperatures in May

Gross Profit from Merchandise Sales



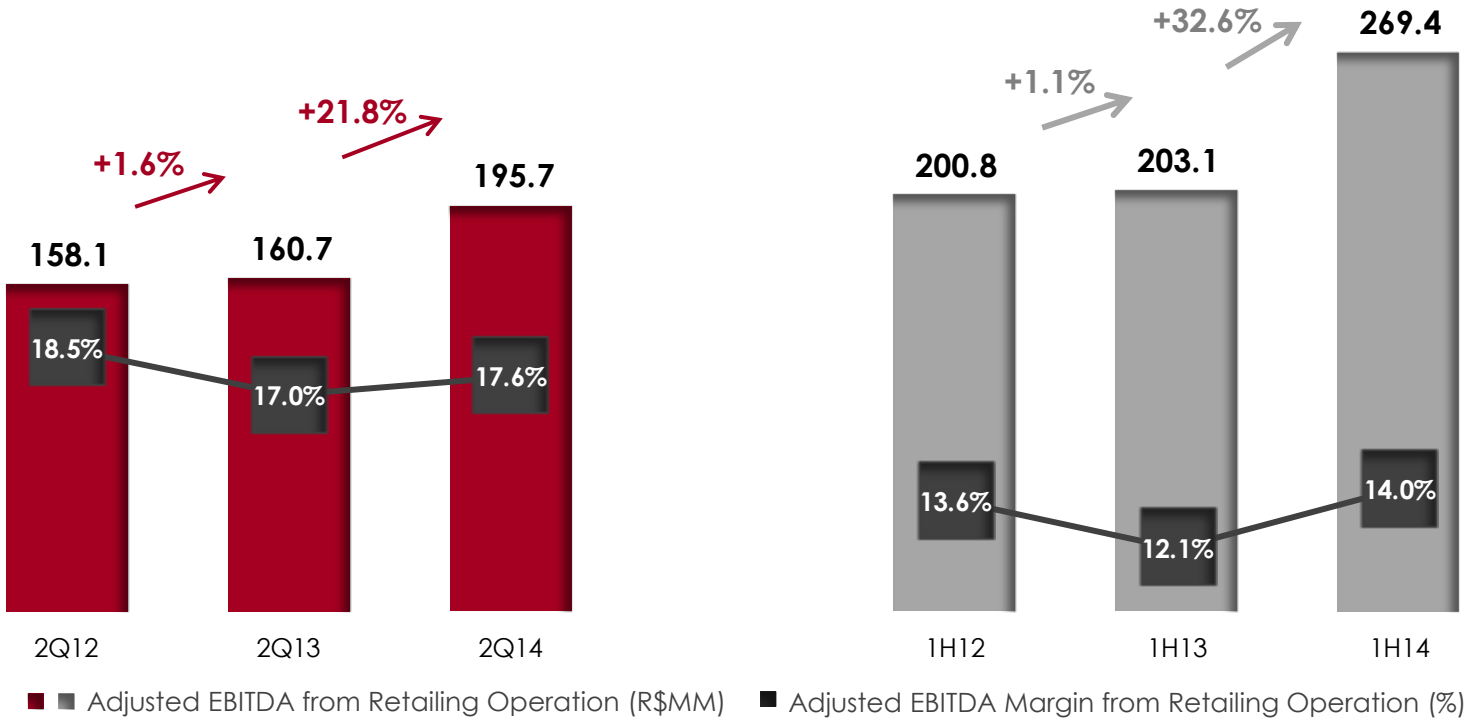
- Correct inventory management
- Well organized distribution of products to the stores

Operating Expenses



- Rigid control of expenses
- Continuing +Simples Program
- Benefits arising from the Shared Services Center (CSC)

Adjusted EBITDA from Retailing Operation



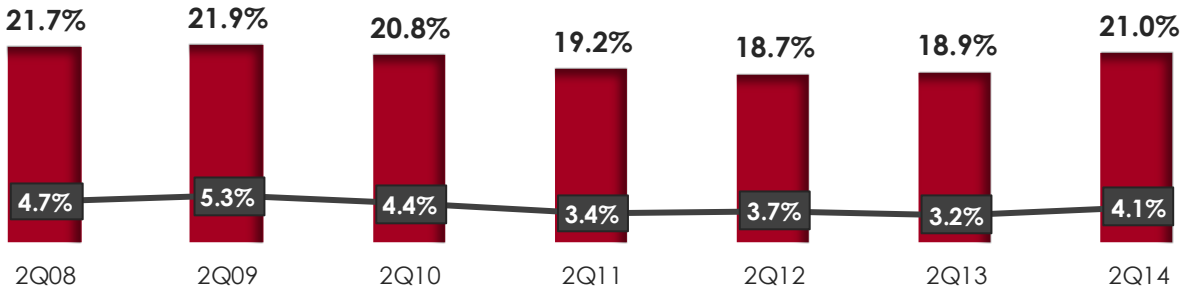
- Good sales performance
- Increased gross margin
- Strict control over expenses

* Pursuant to Article 4 of CVM instruction 527, the Company has chosen to show its Adjusted EBITDA as in the above table in order to provide the information that best reflects the gross operational cash generation in its activities. These adjustments are based on: a) the Stock Option Plan – corresponding to the fair value of the respective financial instruments recorded "pro rata temporis", during the period services are rendered and offset by the Equity Capital Reserve and thus not representing a cash outflow; b) Statutory Participations are of a contingent nature and are related to the generation of profits pursuant to Article 187 of Law 6.404/76; and c) the Write-off of Fixed Assets relates to the results recorded from the divestment or write-off of fixed assets, largely without a cash impact.

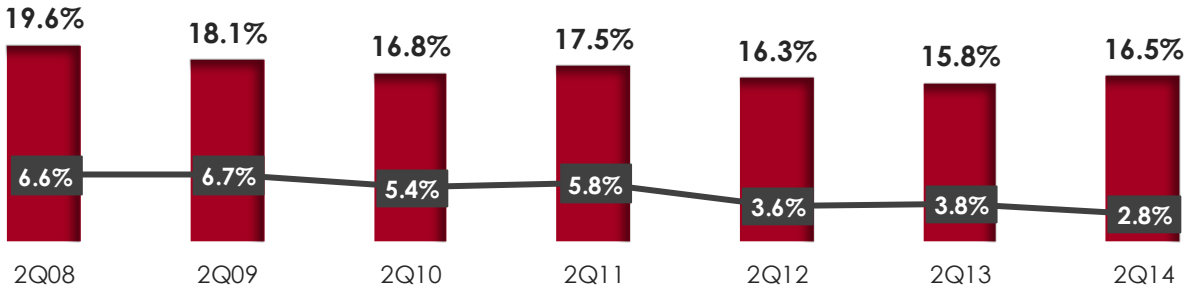
Financial Products Result

Financial Products Result Breakdown (R$ MM)	2Q14	2Q13	Var. %	1H14	1H13	Var.%
Revenues, Net of Funding and Taxes	**140.5**	**108.9**	**28.9%**	**260.5**	**212.9**	**22.4%**
Sales in the Interest-free Plan (0+5)	35.0	29.1	20.2%	60.3	51.5	17.1%
Sales in the Interest-bearing Plan (0+8)	51.4	49.0	4.9%	98.2	99.5	-1.3%
Co-branded Card Meu Cartão	30.0	10.8	176.4%	54.3	21.6	151.2%
Quick Withdrawal and Other Financial Products	24.1	20.0	20.3%	47.7	40.3	18.7%
Credit Losses, Net of Recoveries	**(54.1)**	**(37.1)**	**45.5%**	**(83.2)**	**(66.0)**	**26.1%**
Sales in the Interest-free Plan (0+5)	(15.6)	(8.4)	84.6%	(21.2)	(13.3)	59.3%
Sales in the Interest-bearing Plan (0+8)	(22.4)	(17.8)	25.3%	(31.8)	(28.9)	9.9%
Co-branded Card Meu Cartão	(11.6)	(5.9)	98.6%	(19.9)	(13.3)	49.9%
Quick Withdrawal	(4.5)	(5.0)	-10.4%	(10.3)	(10.5)	-1.1%
Operating Expenses *(Renner Card & Financial Products)*	**(34.0)**	**(30.7)**	**11.0%**	**(63.5)**	**(58.2)**	**9.1%**
Financial Products Result	**52.4**	**41.1**	**27.3%**	**113.8**	**88.7**	**28.3%**
% of Company's Total Adjusted EBITDA	21.1%	20.4%	+0.7 p.p.	29.7%	30.4%	-0.7 p.p.

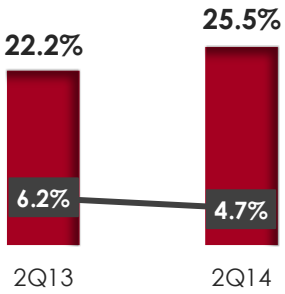
Delinquency Rates



Renner Card (Private Label)



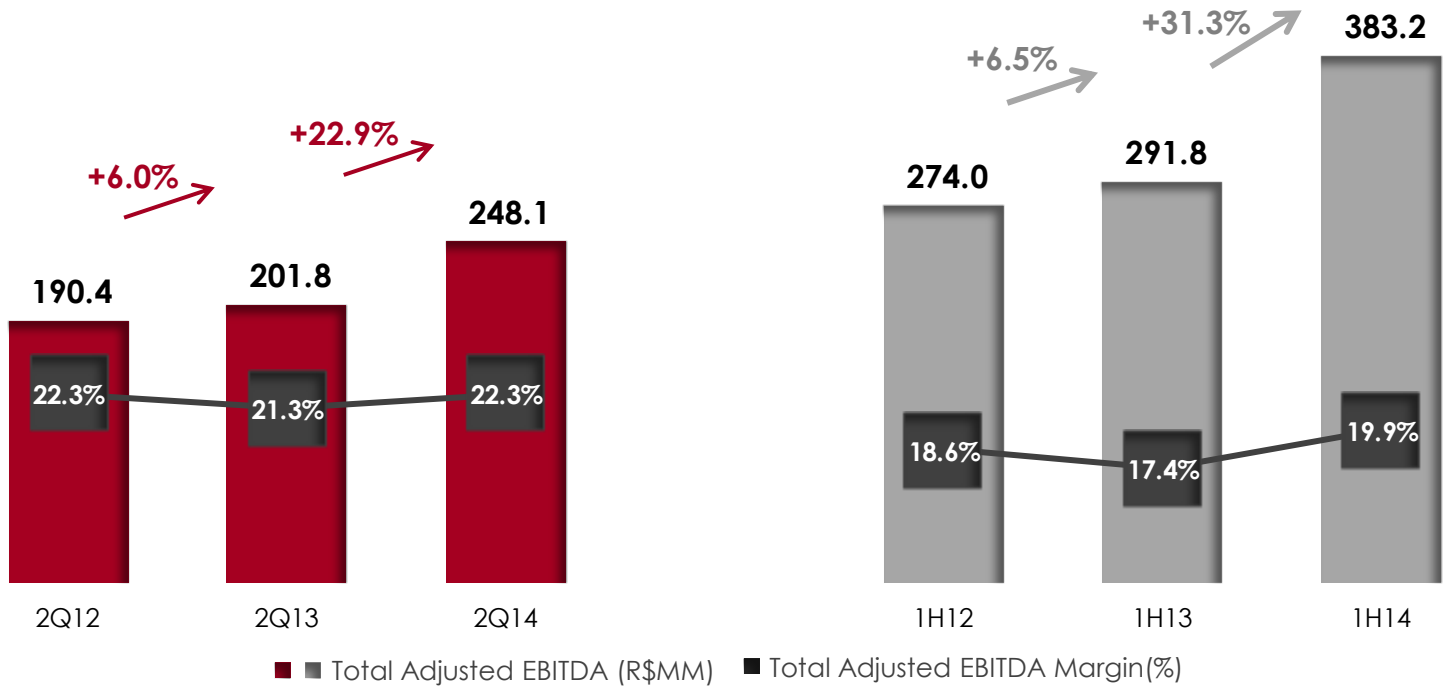
Quick Withdrawal (Personal Loans)



Meu Cartão (Co-branded Card)

■ Percentual of Past Dues Over the Portfolio — Credit Losses Over the Portfolio, Net of Recoveries

Total Adjusted EBITDA



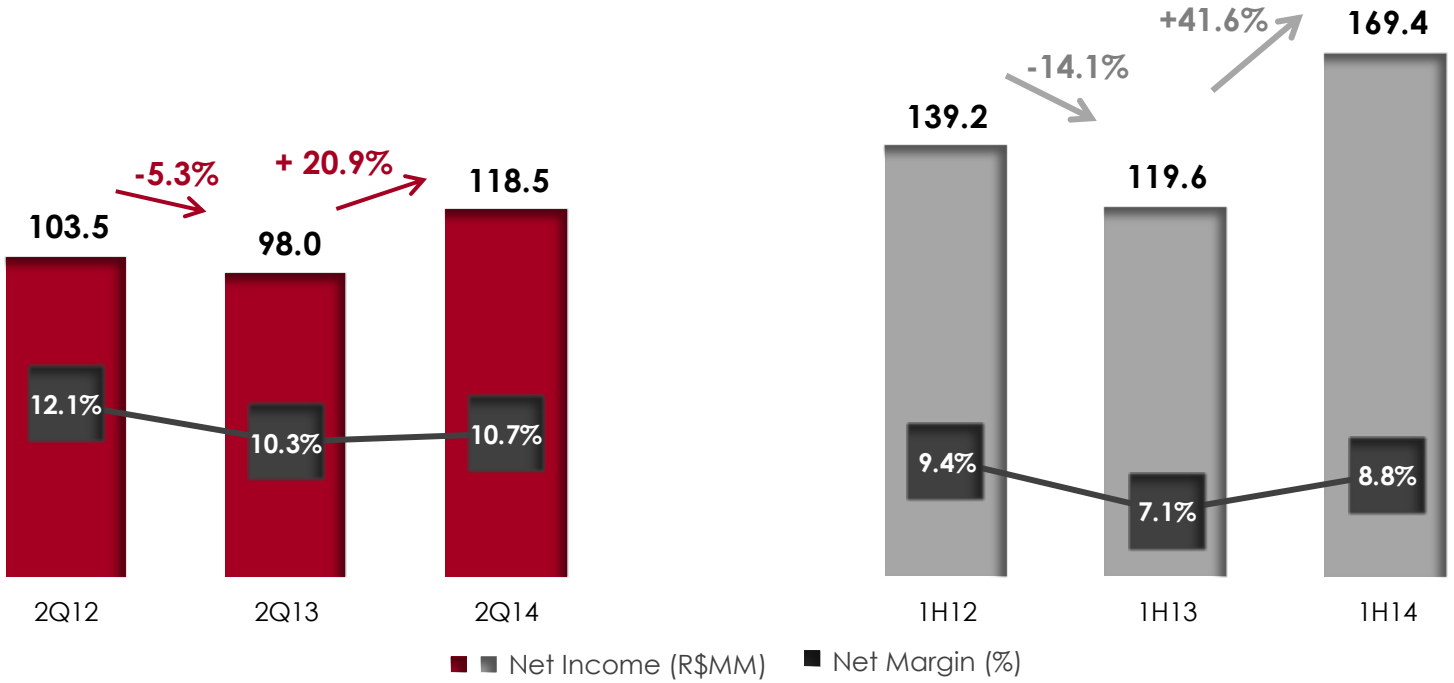
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Financial Result and Net Debit

Financial Result, Net (R$ MM)	2Q14	2Q13	1H14	1H13
Financial Revenues	17.3	7.1	36.8	17.4
Financial Expenses	(38.6)	(26.5)	(73.3)	(54.6)
Financial Result, Net	**(21.3)**	**(19.4)**	**(36.5)**	**(37.2)**

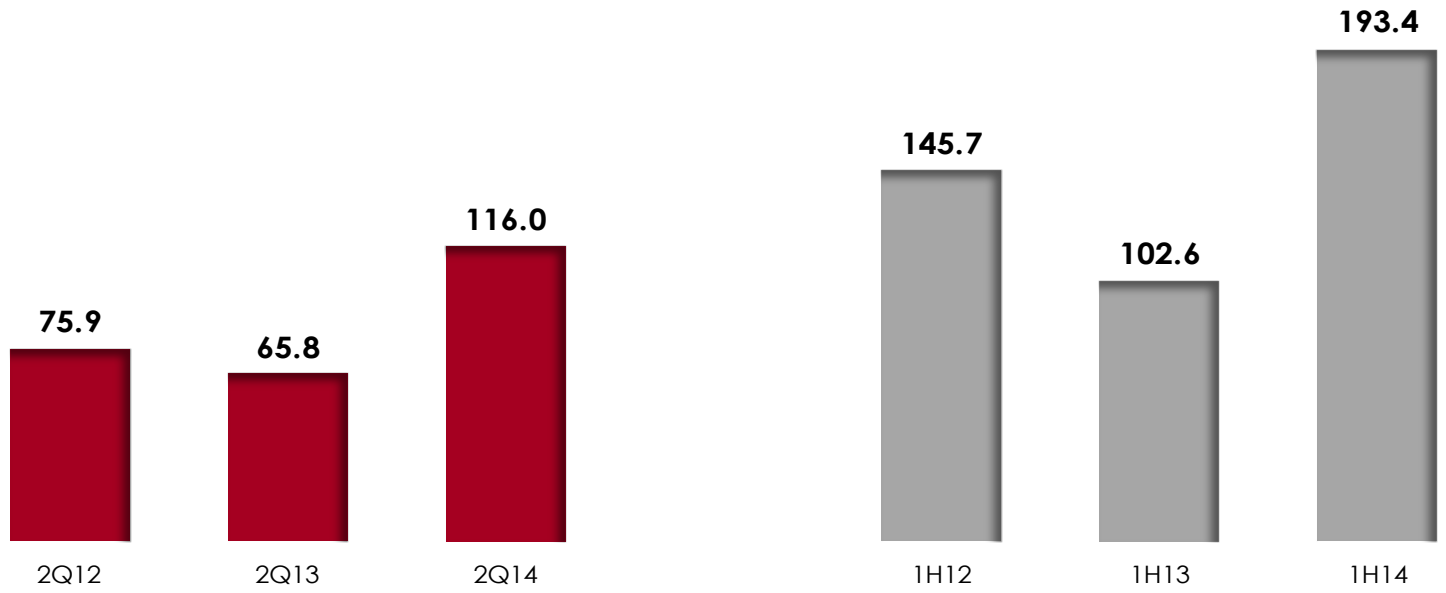
Net Debt (R$ MM)	Jun.14	Dec.13	Jun.13
Cash and Cash Equivalents	719.6	801.6	448.7
Loans and Financing	(1,082.2)	(1,060.3)	(666.0)
Short Term	(58.2)	(44.6)	(63.0)
Long Term	(1,024.0)	(1,015.7)	(603.0)
Net Debt	**(362.6)**	**(258.7)**	**(217.3)**
Net Debt / Total Adjusted EBITDA (12M)	**0.39x**	**0.31x**	**0.30x**

Net Income


-5.3%
+ 20.9%
103.5
98.0
118.5
12.1%
10.3%
10.7%
2Q12
2Q13
2Q14
-14.1%
+41.6%
139.2
119.6
169.4
9.4%
7.1%
8.8%
1H12
1H13
1H14
Net Income (R$MM)
Net Margin (%)

Investments

(R$ MM)



CAPEX Summary (R$ MM)	2Q14	2Q13	1H14	1H13
New Stores	52.8	42.2	90.5	61.0
Remodeling of Installations	27.0	15.3	43.4	25.6
IT Equipament & Systems	37.1	4.2	37.4	6.5
Distribution Centers	(5.8)	0.5	15.7	0.9
Others	4.9	3.6	6.4	8.6
Total	**116.0**	**65.8**	**193.4**	**102.6**

THANK YOU!

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