EDITORA GLOBO

EDIÇÕES | GLOBO CONDÉ NAST

SGR
SISTEMA GLOBO DE RÁDIO



AGENDA

WHO WE ARE TODAY

PROJECTS AS A GROWTH STRATEGY



LEADERSHIP AND PORTFOLIO DIVERSIFICATION

Brazil's leading publishing group

Across print, radio and digital platforms.
A century of producing premium content, built on credibility across every platform and deep expertise in the sectors we serve.

.

WE ARE WOMEN, MEN, MOTHERS, FATHERS, BUSINESS LEADERS, EXECUTIVES, ENTREPRENEURS, AGRIBUSINESS, BUSINESS, TECHNOLOGY, ECONOMICS, POLITICS, INTERIOR DESIGN, AUTOMOTIVE, INNOVATION, FINANCE, BEAUTY, EMPOWERMENT, DIVERSITY, CONSUMER TRENDS, ENTERTAINMENT, NEWS, FASHION, CAREERS, PUBLIC SERVICE, SCIENCE, GEEK CULTURE, EVERYDAY LIFE AND EMERGING TRENDS.

.

WE ARE THE LARGEST SPECIALIST PUBLISHER IN BRAZIL

WE OFFER MASS COVERAGE WITH SPECIALIST DEPTH

Our reach combines the scale of mass media with the authority and depth of trusted editorial spheres across dozens of specialist market segments.

SPECIALIST DEPTH

3 newspapers	**13** magazines	**3** radio stations	**25** websites	**26** brands	**23** Annual CASACOR exhibitions	**180** events

MASS REACH

+ de 108 MM
social media followers

+ de 40 MM
unique visitors

320 MM
pageviews

25 MM
readers across print and digital platforms

+ de 800 MM
monthly social media views

5 MM
radio listeners across online and broadcast platforms

2h07m
Average engagement time

+450
projects delivered to an audience of millions

EDITORA GLOBO | EDIÇÕES | GLOBO CONDÉ NAST | SGR SISTEMA GLOBO DE RÁDIO

Sources: Social Networks Apr-May/2026 (overlapping data) // Kantar Ibope Media – TGI – Clickstream MP TG BR 2024 R1 – Individuals (offline and Clickstream online newspaper and magazine readers (no overlapping) // Kantar IBOPE Media EasyMedia4 | CAM+DFE+BHZ+FLO+FOR+GRJ+GSP+GVI | Oct/2025 to Dec/2025 | BH FM - 102.1 FM/WEB + CBN FM/WEB + RADIO GLOBO FM/WEB | both | 05-05 | Mon-Sun | TMED# | TOUVUNI30# // Comscore Multi-Platform Media October to December/2025 // Social Networks >> Editora/SGR: December/2025 (overlapping data)

AGENDA

WHO WE ARE TODAY

PROJECTS AS A GROWTH STRATEGY

- PROJECTS AS MEDIA SOLUTIONS
- THE EVOLUTION OF EVENTS
- WHERE DO WE GO NEXT?

BIG NUMBERS

AD REVENUE	2021	2022	2023	2024	2025	CAGR	2025 X 2024
TOTAL AD REVENUE	100%	111%	118%	122%	138%	8%	7%
Share of PROJECTS over Total AD revenue	42%	47%	51%	57%	59%	18%	10%
Share of EVENTS over Total Ad revenue	12%	16%	21%	29%	32%	39%	19%

Note: Event revenue is included within Projects.

OUR VALUE PROPOSITION IS TO CONNECT PEOPLE AND STORIES

By understanding our clients' business and communication challenges, we develop media solutions that combine trusted editorial brands, innovative formats, custom content, innovative formats and measurable outcomes. Our goal is to deliver far more than visibility—we deliver **tangible business results.**

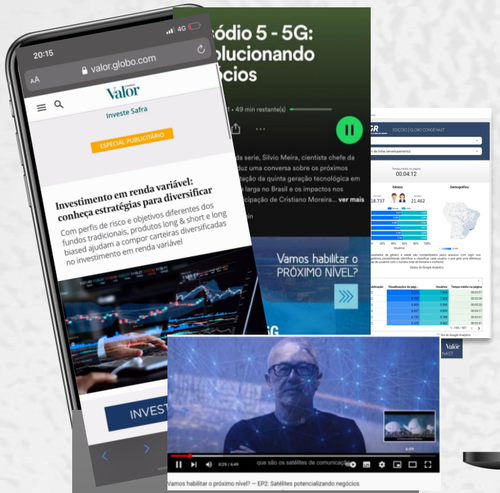
PROJECTS THAT COMBINE BOTH SPECIALISATION AND SCALE

Advertising offerings delivered in a trusted editorial context, along with communication solutions that combine **data + content formats + events + measurability**



EDITORIAL CONTEXT + AUDIENCE CLUSTERS

Delivering brand messages within trusted environments and to precisely targeted audiences. Digital campaigns are continuously optimised for maximum performance.



CUSTOM CONTENT PROJECTS

Created around each advertiser's objectives, helping to build awareness, strengthen brand perception and engage audiences through text, audio and video. Performance is measured in real time, using metrics that include Brand Lift and Net Promoter Score (NPS), among others.



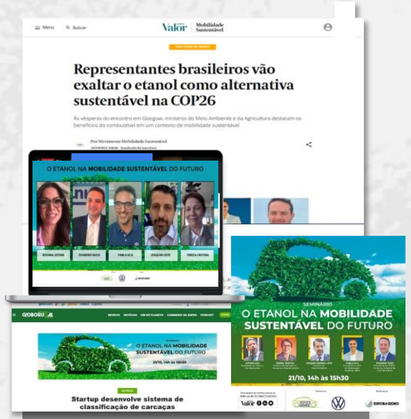
BRAND PUBLISHING

Helping brands to build lasting relationships with consumers, through premium digital and print publishing solutions.



COMMERCE CONTENT & LEAD GENERATION

Content designed to accelerate purchasing decisions, through lead generation, affiliate links and search authority (SEO).



BESPOKE EVENTS

Creating high-profile discussions that place the advertisers' priority issues firmly on the national agenda. A fully integrated solution covering promotion, event production, editorial coverage and long-term amplification.



OWNED EVENTS

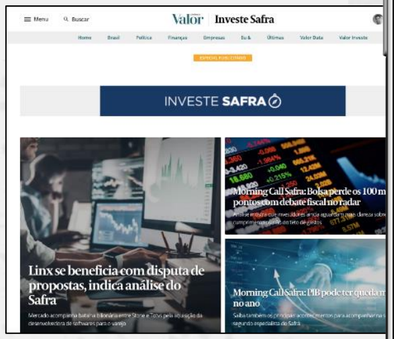
Editorial awards, high-level discussion forums, international missions and large-scale entertainment events that bring together highly qualified audiences.

CUSTOM CONTENT

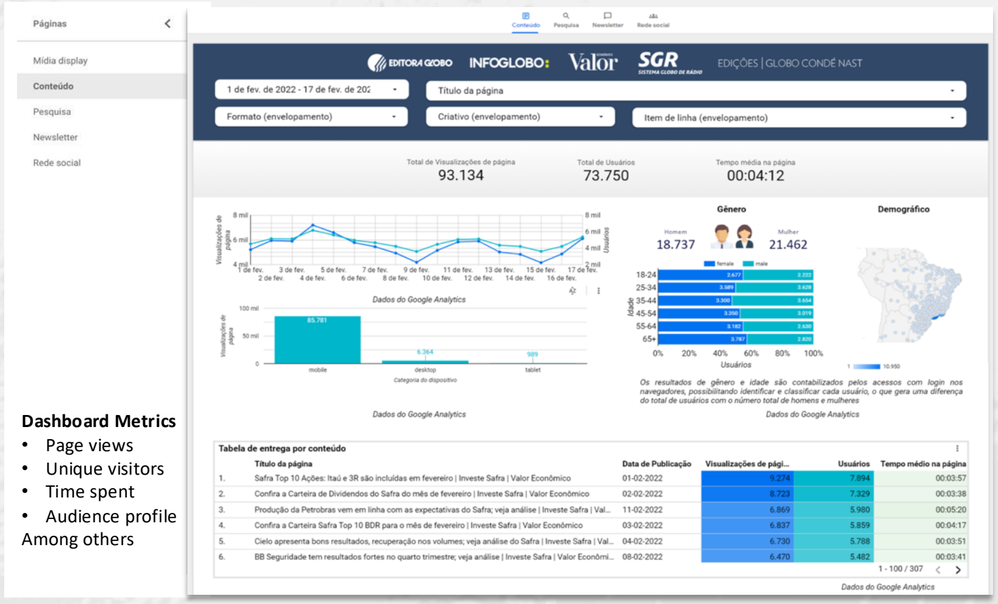
CUSTOM CONTENT PROJECTS - BANCO SAFRA CASE STUDY

A dedicated Safra content hub within *Valor Econômico*, producing and distributing daily content designed to position Safra among Brazil's leading investment banks.

- Real-time measurement
- Improved Google organic rankings through SEO and link building
- Monthly audience targets
- Project length: 5 years







Dashboard Metrics
- Page views
- Unique visitors
- Time spent
- Audience profile

Among others



Chatbot with NPS survey and real-time results dashboard

Results

Safra Investment Hub
60 million impressions
More than one million page views per year
Brand Lift: 100% increase in perception as an investment bank

Morning Call Safra
Additional traffic driven to Safra's YouTube channel through native ads and native headline on the Valor and Globo homepages.
The Telegram subscriber base has doubled.

HOW WE CREATE CUSTOM CONTENT

Identifying the advertiser's communication needs

Driven by understanding both the advertiser's objectives and audience behaviour.

Analysing audience consumption trends and content distribution channels



TRENDS

Studying the most searched subjects and most read content.

BROWSING

Search behaviour and SEO analysis.

EDITORIAL ENVIRONMENT

Selecting the editorial environment that best aligns with the branded content to maximize its relevance.

DISTRIBUTION & CAMPAIGN MANAGEMENT

Distribution strategy and ongoing performance monitoring.

METRICS

Continuous optimization, based on real-time metrics.

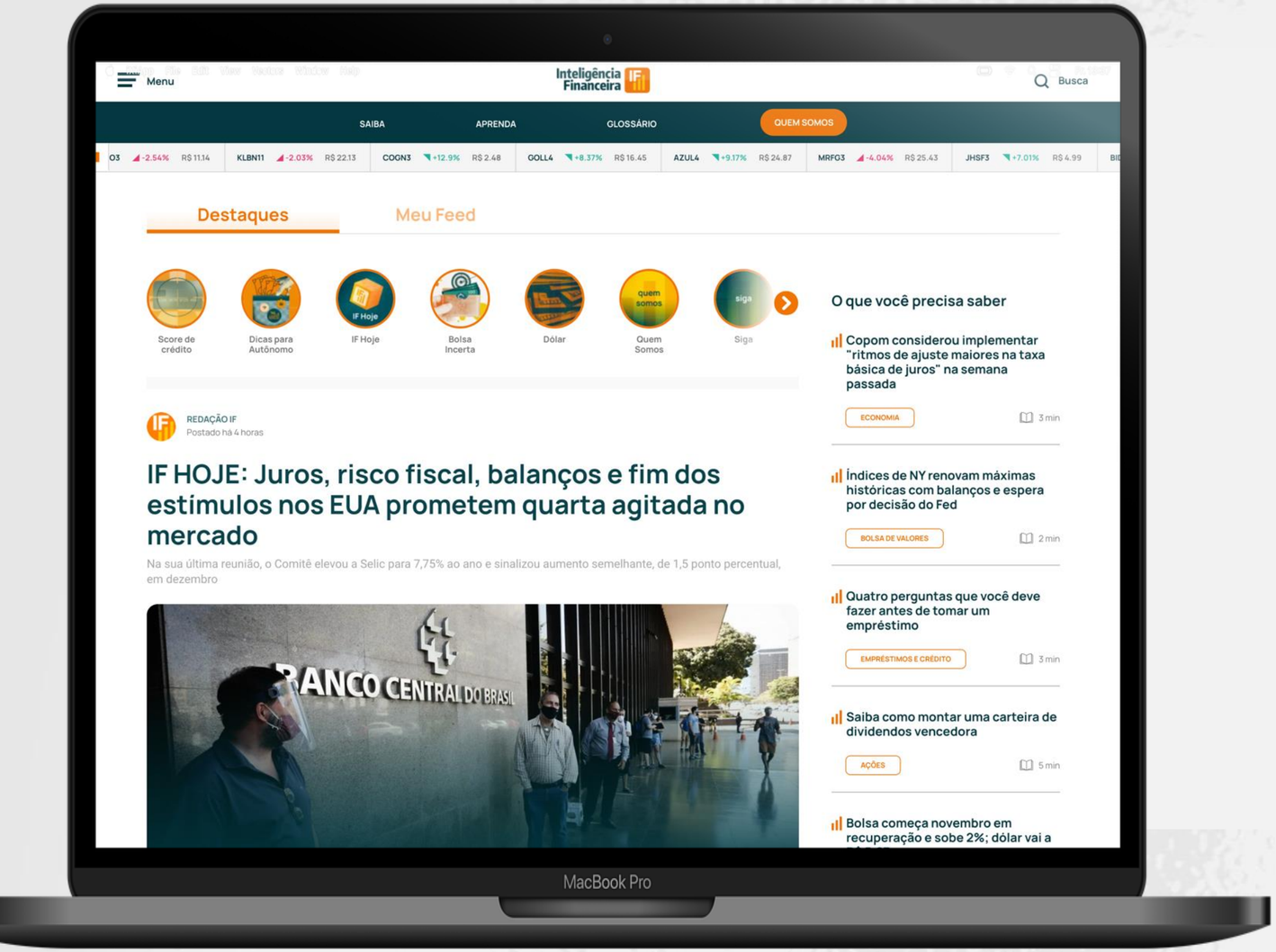
CONTENT

Intelligent creation of digital content that delivers measurable business outcomes, combining:

- audience insight
- trend analysis
- contextual relevance
- distribution strategy
- performance monitoring

BRAND PUBLISHING

CASE STUDY: ITAÚ INTELIGÊNCIA FINANCEIRA (FINANCIAL INTELLIGENCE)



WHAT IS INTELIGÊNCIA FINANCEIRA?
Itaú's Personal Finance Content Platform.
Objectives: to build a proprietary audience, generate data and engage millions of investors and prospective financial services customers.

HOW WAS IT DELIVERED?
Editora Globo assembled a dedicated editorial team reporting directly to GLAB, our Branded Content Studio.
The team was responsible for:
producing content across multiple formats;
developing and executing the distribution strategy;
driving audience growth through SEO, link building, social media and embedded advertising.
The project also extended to **GloboNews**, where short editorial features aired during commercial breaks.

KEY KPIs?
Unique visitors, page views, audience engagement, distribution performance, brand recall study

CASE STUDY: ITAÚ INTELIGÊNCIA FINANCEIRA (FINANCIAL INTELLIGENCE)

FINANCIAL INTELLIGENCE CONTENT



15- to 120-second features broadcast on GloboNews.

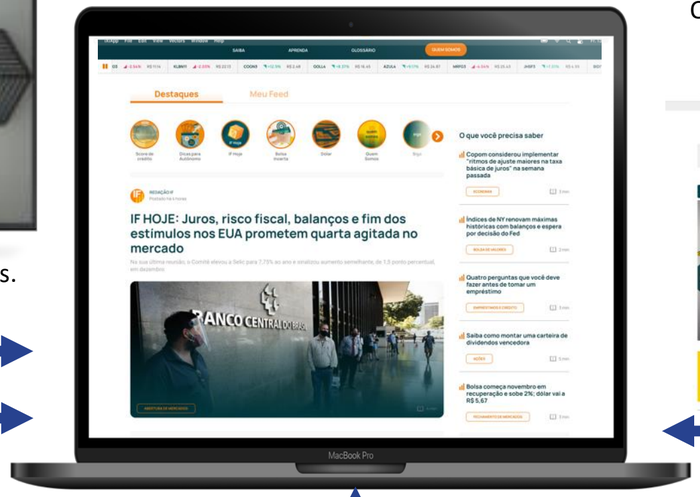
TV

PRINT



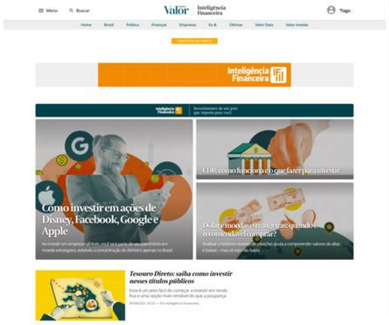
Columns with custom content in Valor Econômico and O Globo.

FINANCIAL INTELLIGENCE WEBSITE



EDITORIAL CHANNELS:

O Globo, Valor Econômico e G1



LINK BUILDING

Social Media & Native Ads

IF social channels + Promotion on Valor's and Globo's social media profiles



OUT-OF-HOME MEDIA

Custom ontent adapted for digital out-of-home platforms



NEWSLETTERS

Distribution through Financial Intelligence's own newsletters, as well as Valor Econômico newsletters.



GENERATING BOTH TRAFFIC AND BRAND AWARENESS

PODCASTS & ORIGINAL SOCIAL FORMATS

GLOBO & IF



SOCIAL MEDIA



Influencers spread the content and brand @s

LIVES NO SOCIAL IF E GLOBO



Within two years, the platform attained an average of **2.5 million monthly visits.**

CASE STUDY: AVENUE'S CONNECTION MAGAZINE



WHAT IS IT?

A bespoke magazine created for **Avenue**, Itaú's international investment platform.
Its editorial focus targets readers who travel, study, invest and live "in a world without borders".
The objective is to strengthen the Avenue brand, while increasing customer engagement.

HOW IS IT DONE?

- Produced by **GLAB**, Editora Globo's Branded Content studio.
- Editora Globo manages also printing and distribution.
- Three editions per year
- 50,000 copies per edition (10,000 copies inserted within *Valor Econômico)*
- The publication is further supported by dedicated social media content.

KEY KPIs

Customer engagement
Overall audience reach

KEY RESULTS FROM THE FIRST EDITION (LAUNCHED IN MAY)

- More than 1,800 new Instagram followers driven by the campaign vídeo
- 73% email open rate for the magazine campaign (an all-time record for Avenue)
- Over 4,000 PDF downloads (digital edition)

COMMERCE CONTENT

COMMERCE CONTENT – AFFILIATE LINKS

COMMERCE CONTENT IS EDITORIAL CONTENT FOCUSED ON PRODUCTS AND PURCHASE DECISIONS

It targets consumers actively researching products and comparing alternatives. Typical searches include: Which television offers the best value? WHICH AIR FRYER SHOULD I BUY?

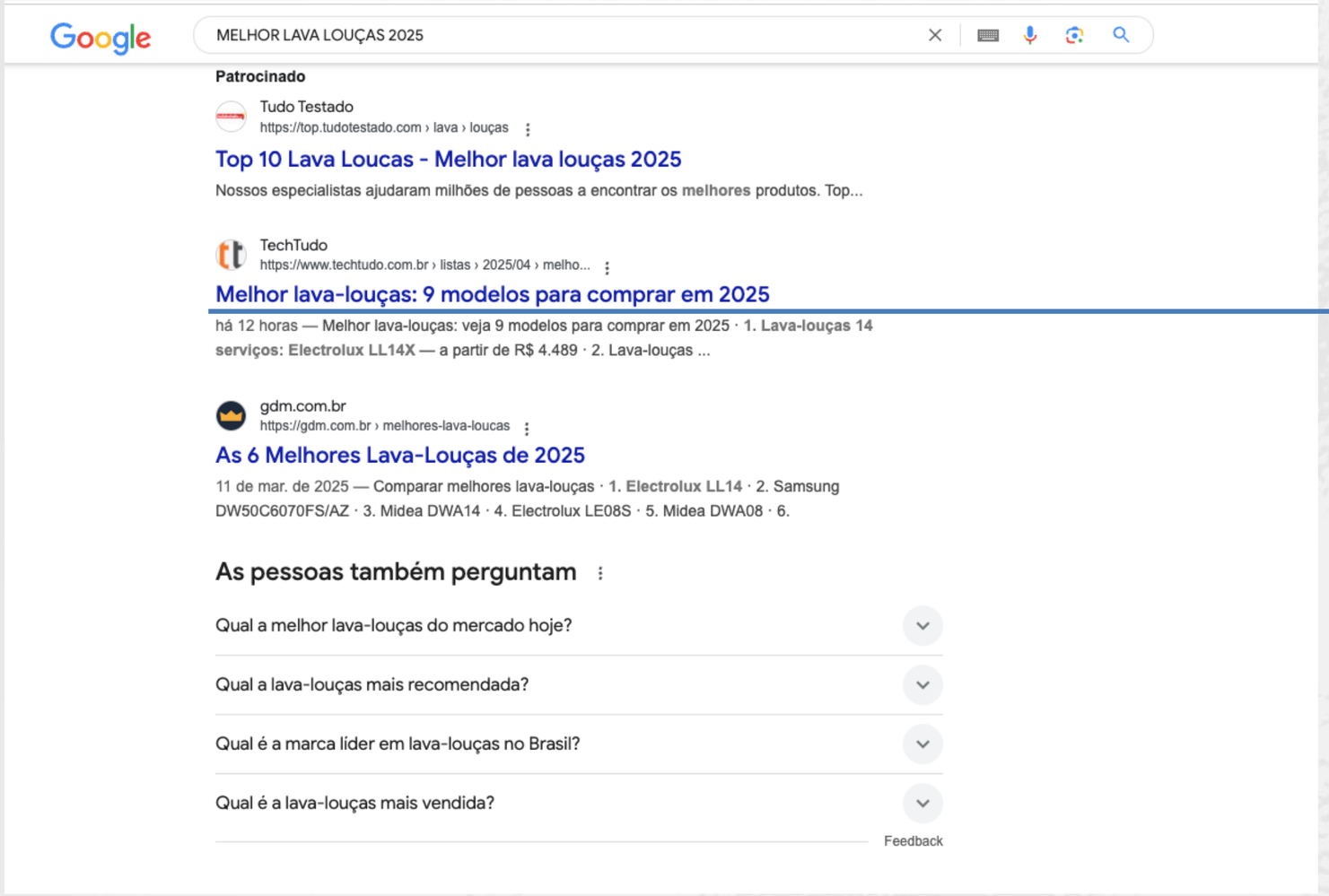
Editorial teams create content that can help consumers to speed up their decision making, producing independent buying guides featuring: product reviews, technical specifications, user feedback, comparative analysis, category rankings, best buys, curated shopping lists, expert recommendations, promotional opportunities and seasonal gift guides.

Each article contains related links directing readers to our retail partners' e-commerce platforms.



COMMERCE CONTENT – AFFILIATE LINKS

1



CONSUMER SEARCH

Consumers begin by searching online for answers to questions such as: "WHICH DISHWASHER IS THE BEST?" Content is developed around the most frequently searched terms within each category. Every page is fully optimised for search engines to maximise organic visibility.

COMMERCE CONTENT – AFFILIATE LINKS

2

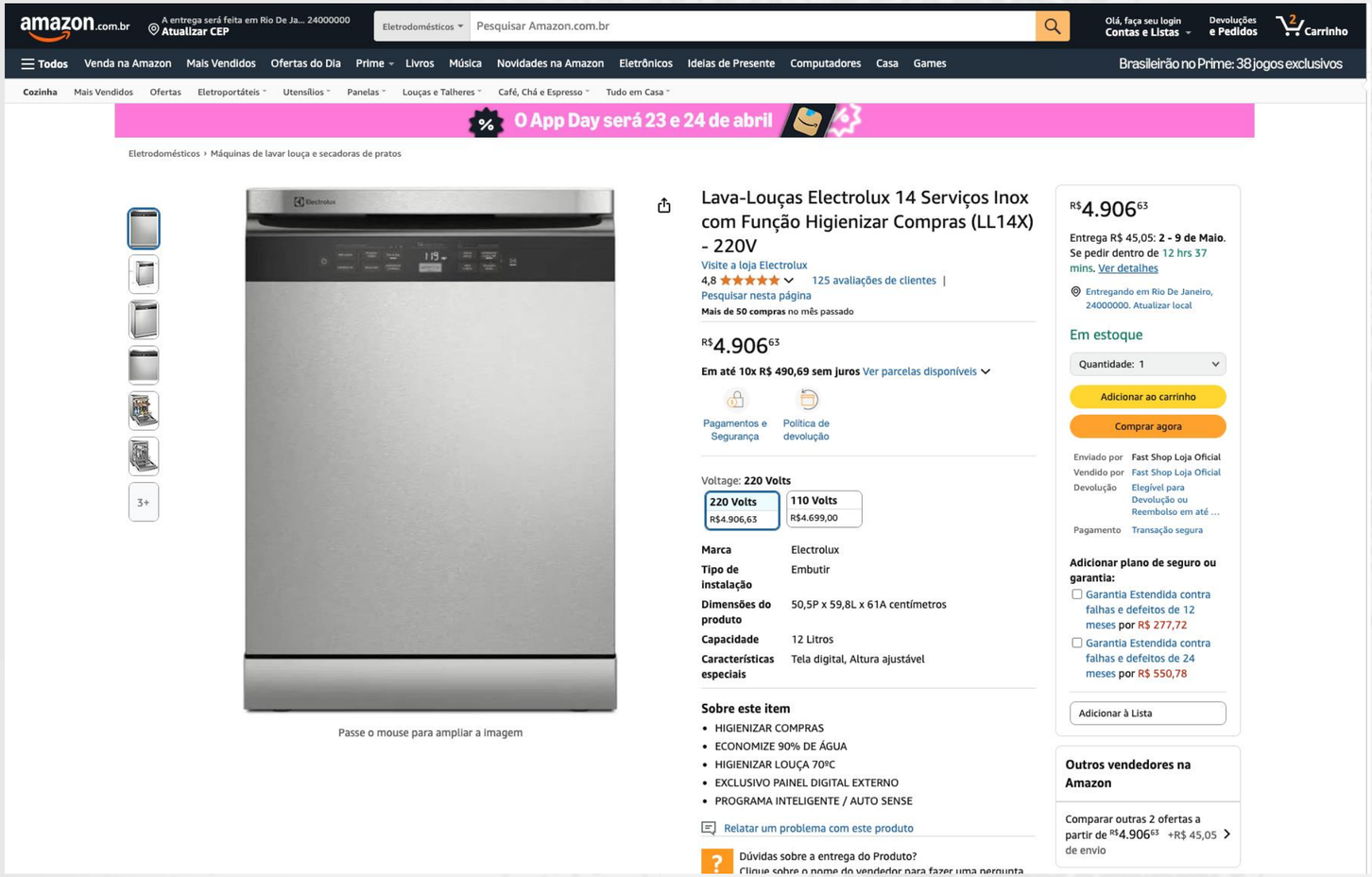


THE CONTENT THAT HELPS ANSWER THE QUESTION

Editorial content provides product information, price comparisons and direct links to purchase.

COMMERCE CONTENT – AFFILIATE LINKS

3



Conversion

Using tracked links, Editora Globo earns a sales commission, in accordance with the product category and store (the current average commission is approximately 9%). The commission applies both to the featured product and to any additional purchases made during the same browsing session.

COMMERCE CONTENT – AFFILIATE LINKS

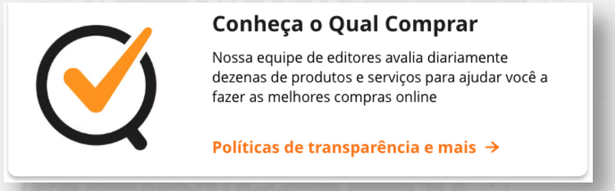
4

Transparency
Our editorial standards are reinforced through dedicated transparency statements.

Methodology
Whenever appropriate, TechTudo explains the methodology used to evaluate, compare or rank products.

Why Trust Us?
Automatic transparency notices explain: how many products are tested daily, the publication's editorial expertise, why readers can trust our recommendations.





COMMERCE CONTENT – AFFILIATE LINKS

COMMERCIAL MODEL

Our 5 current affiliated e-commerce partnerships use a distinctive model that combines fixed fees + sales commissions

- Commitment to a monthly content volume, without any exclusivity agreements.
- Specific product categories may also be prioritised.
- New comparison tools have significantly improved both click-through rates and sales performance.
- Partners: Amazon • Casas Bahia • Mercado Livre • Carrefour • Shopee

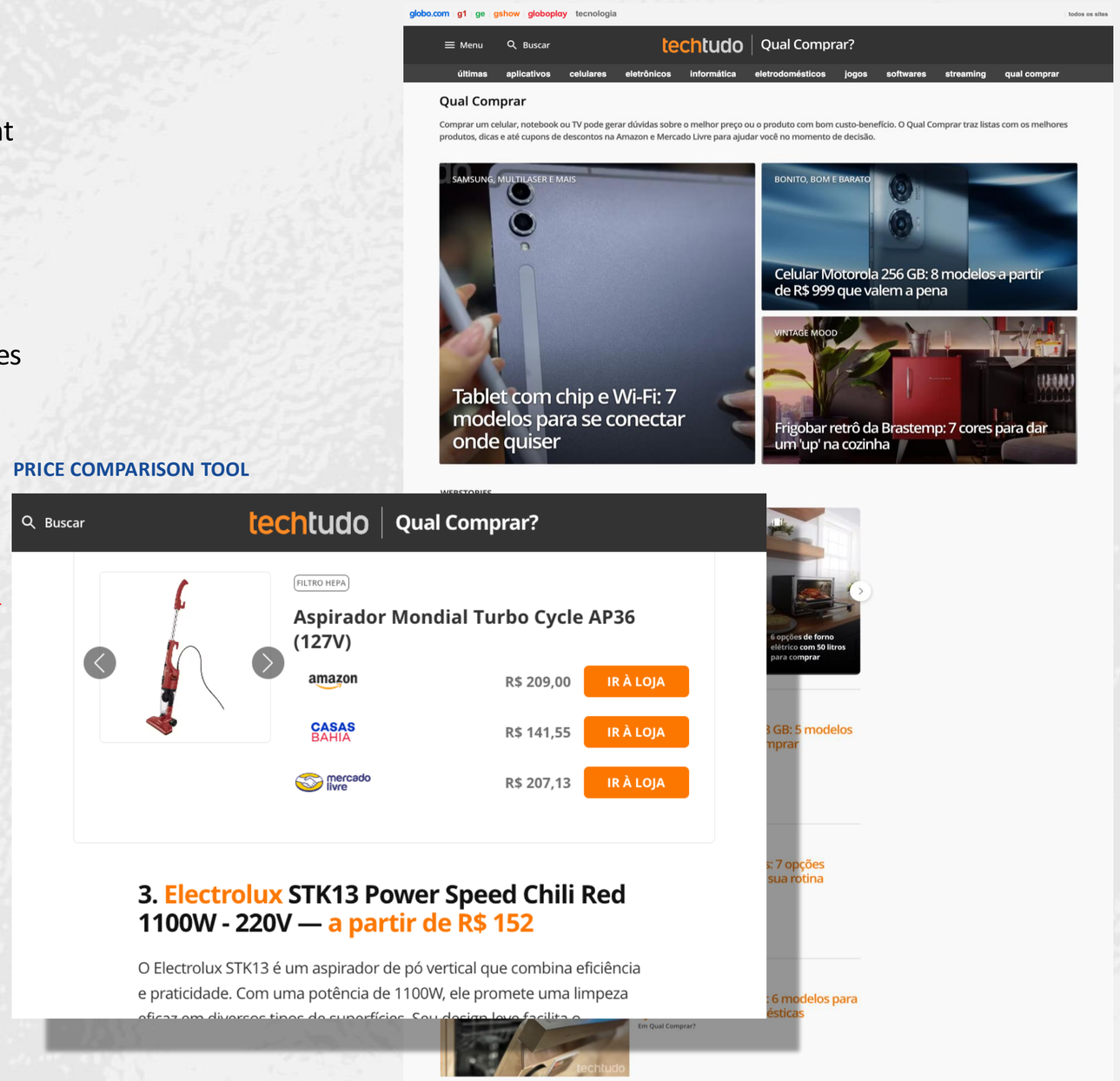
Performance
(January–December/2025)
• 30 million Page Views
• 28% Average Click-Through Rate

New Features Improve CTR

Commercial Results

PARTNERS' REVENUE	R$ 24 million (+26%)
EDITORA GLOBO REVENUE (Fees + Commissions)	R$ 3.3 million (+22%)

PRICE COMPARISON TOOL



BESPOKE EVENTS

HOW WE DELIVER BESPOKE EVENTS

Identifying the most relevant themes and participants.

Planning & Production

PROMOTION
Editorial content, advertising and social media activity designed to build anticipation and maximise audience engagement.

FORUM / LIVE EVENT

A professionally curated discussion featuring leading voices from business, government and academia.

COVERAGE

The discussions generated during the event are transformed into high-quality content published across our print and digital platforms.

BRANDED CONTENT

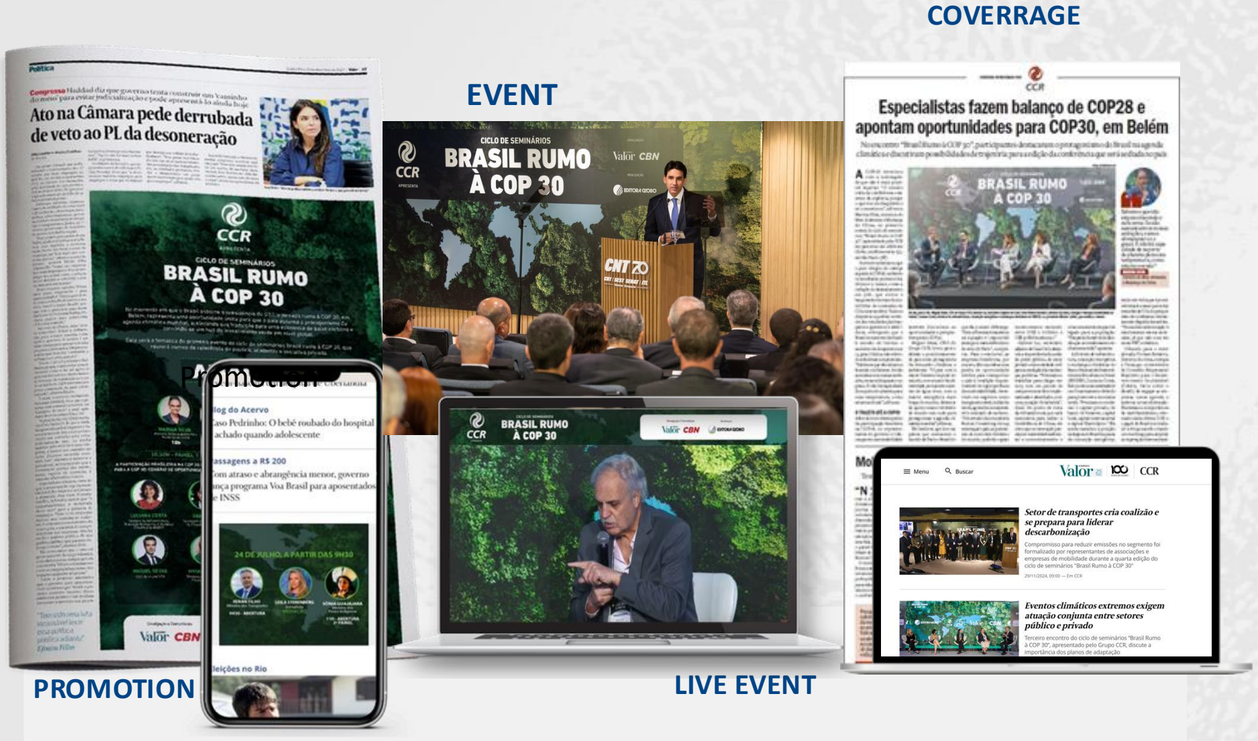
Additional branded content extends the conversation beyond the event, reinforcing key messages and increasing long-term visibility for sponsors.



FORUM / LIVE EVENT

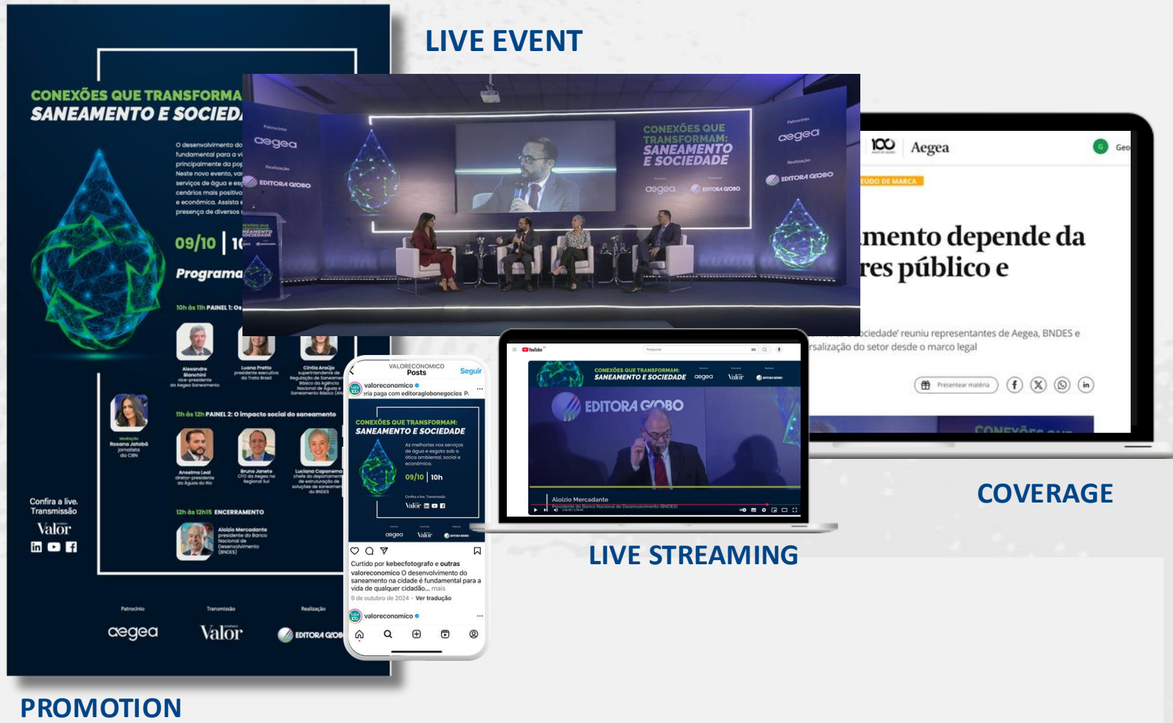
ENSURES REACH AND PLACES ON THE AGENDA TOPICS THAT ARE IMPORTANT TO THE SPONSORS

BESPOKE EVENTS - **CASE STUDIES**



BRAZIL TOWARDS COP30

A bespoke project developed for CCR (now Movida).
A series of five seminars, held in São Paulo and Brasília, bringing together public officials, business leaders and sustainability specialists to discuss the green economy, energy transition and decarbonisation.
The platform also hosted the launch of the Transport Decarbonisation Coalition, led by Movida.



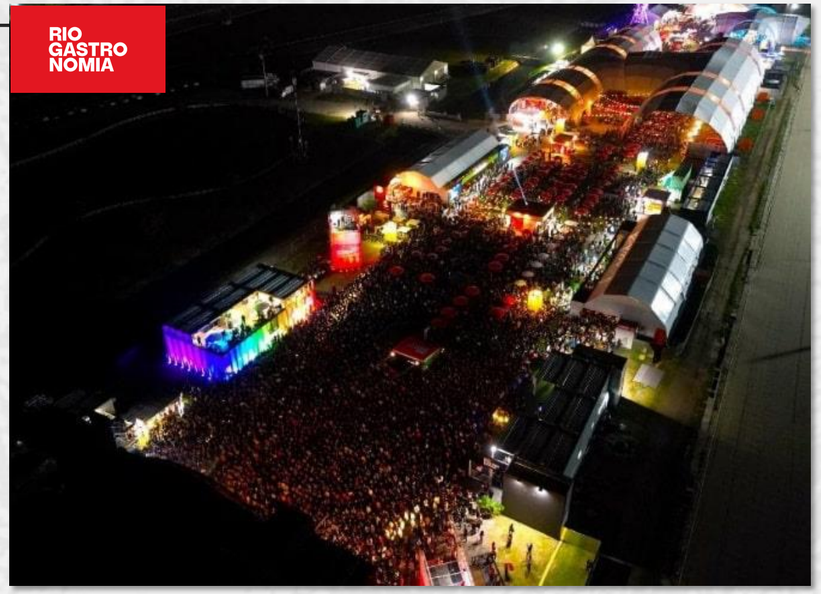
CONNECTIONS THAT TRANSFORM – SANITATION AND SOCIETY

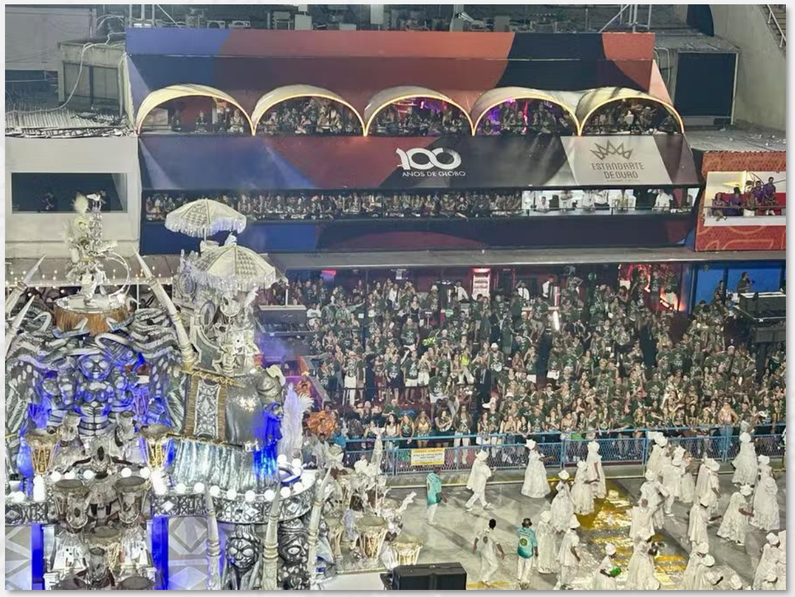
A bespoke project developed for Aegea to strengthen the company's relationship with society, demonstrate the progress achieved under the public concession and encourage debate on accelerating universal access to sanitation.

OWNED EVENTS

OWNED EVENTS – **CASES**













HIGHLIGHTS





PROFITING FROM AWARDS

Awards ceremonies, historically associated with modest returns, have been repositioned to generate additional revenue through premium sponsorships, table sales and seal of approval licensing and have been setting new sponsorship records.



INNOVATION IN EVENTS

Rio Gastronomia has evolved into a major lifestyle festival, combining gastronomy, music, editorial content and artisan markets and becoming bigger and longer. The event now welcomes more than 130,000 visitors over a twelve-day programme.



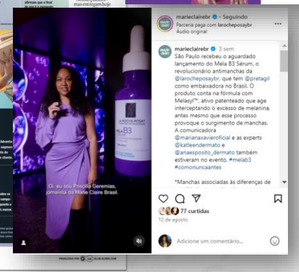
SÃO PAULO, EUA E CHINA

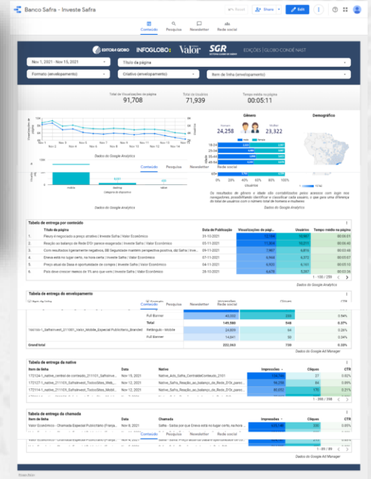
Following the integration with CBN, flagship events such as SP Gastronomia and Projeto Aquarius expanded into São Paulo as of 2024.
Through Valor Econômico, we have also launched bilateral business forums in the United States and China.











CONTENT-LED PROJECTS

Enhanced formats and metrics for ROI tracking, providing real-time visual dashboards of investment performance.

KEY METRICS: Reach, Click-through Rate, Impressions, Page Views, Average Reading Time, Social Media Engagement, Newsletter Opens & Clicks, Podcast & Audio Performance, Audience Profile, Net Promoter Score (NPS), Brand Lift Studies.

AGENDA

WHO WE ARE TODAY

PROJECTS AS A GROWTH STRATEGY

PROJECTS AS MEDIA SOLUTION

THE EVOLUTION OF EVENTS

HOW DO WE CONTINUE GROWING?

EVENTS ARE A STRATEGIC GROWTH PLATFORM

EVENTS REPRESENT ONE OF THE FASTEST-GROWING AREAS OF THE GLOBAL MEDIA INDUSTRY AND HAVE BECOME A CORE PILLAR OF EDITORA GLOBO INTERNATIONAL BUSINESS STRATEGY.

EVENTS AS A MEDIA SOLUTION

Every event combines strategic promotion, high-level discussions and multi-platform editorial coverage that significantly extend audience reach while strengthening the sponsors' positioning.

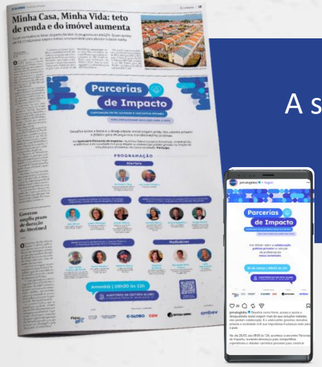
Live-streamed event



HIGH-IMPACT PARTNERSHIPS

In partnership with Firjan, we have brought together public and private sector leaders to discuss collaborative solutions to major national challenges, including food security, inequality and healthcare access.

Promotion



PROMOTIONS COVERAGE

A single event attended by 150 guests can generate more than 4.3 million media impressions

Coverage



ENHANCED PERCEIVED VALUE FOR SPONSORS

Editora Globo's events increase the sponsors' return on investment by extending visibility well beyond the live event.

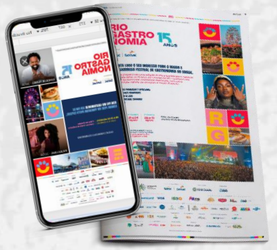








Meaningful brand experiences involving thousands of consumers



Brand association with all the promotion and coverage of the event.





Widespread media exposure on all platforms to reinforce brand communication.

EVENTS ARE A STRATEGIC PILLAR FOR EDITORA GLOBO

EVENTS ARE PART OF OUR DNA

Events have been an integral part of Globo's history since the 1950s.
In 1952, O Globo established its Public Relations Department, later becoming the renowned Promotions Department.
Its mission was: "To strengthen the newspaper's connection with society and reinforce its role as an interpreter of public life and aspirations."



Notables Award, 1965



Opening of O GLOBO auditorium (1965)

EVENTS FOR EVERY AUDIENCE

Over the years, we have expanded our portfolio to meet the evolving needs of both the advertisers and consumers. From festivals and awards to international missions and design exhibitions, our events create valuable commercial opportunities for sponsors, consumers and professionals alike. **IN 2025 ALONE, WE DELIVERED MORE THAN 200 EVENTS**.

AWARDS | ENTERTAINMENT | FORUMS & DEBATES | INTERNATIONAL | CASACOR

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AWARDS

Awards reinforce the prestige of companies, professionals and brands, while creating premium sponsorship and brand engagement opportunities.



Yearbooks or special editions



Advertising featuring the award seal

- **HOW WE GENERATE REVENUE**
- Sponsorships
- Advertising in yearbooks
- Table Sales
- Seal of approval licensing

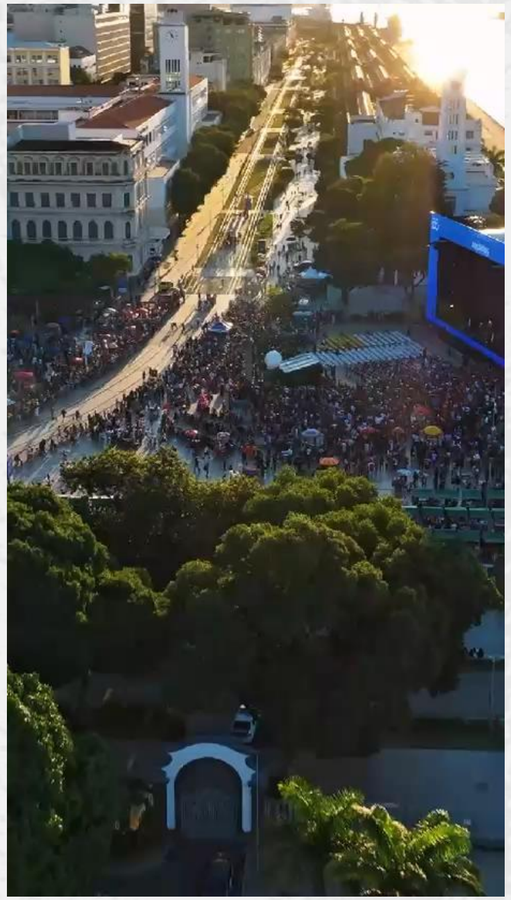
OUR ANNUAL AWARDS PORTFOLIO

Prêmio Executivo de Valor 2025 | Valor 1000 2025 | Prêmio Valor Inovação Brasil 2025 | 7º Prêmio Fazenda Sustentável – Social + Ambiental + Econômico | Melhores do Agronegócio 2025 – Globo Rural | Melhores Franquias do Brasil 2025 | Autoesporte Carro do Ano Atendimento 2026 | Great Place To Work. | Estandarte de Ouro – O Globo Extra | Prêmio faz diferença – O Globo | 7º Prêmio Casa e Jardim

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AWARDS | ENTERTAINMENT | FORUMS E DEBATES | INTERNATIONAL | CASACOR



ENTERTAINMENT EVENTS

Every year, our entertainment events bring together more than 200,000 people, through unique experiences combining music, gastronomy, wellbeing and many sponsorship activities that make these special occasions.

EXPANSION INTO SÃO PAULO

Following the integration of CBN and Valor Econômico, successful events originally launched in Rio de Janeiro have expanded to São Paulo, including: SP Gastronomia, Vinhos de Portugal and Aquarius.

HOW WE GENERATE REVENUE

- Sponsorships
- Ticket Sales

KEY ENTERTAINMENT EVENTS HELD:

EVENTS FOR EVERY AUDIENCE

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AWARDS | ENTERTAINMENT | FORUMS E DEBATES | INTERNATIONAL | CASACOR

FORUMS & DEBATES

This event format brings major issues of public interest to the forefront, fostering meaningful discussions by bringing together the right voices under expert moderation. Bespoke forums also provide a platform for exploring topics aligned with advertisers' strategic interests.



Economic Pathways – Valor



Extra – Favelas



Paths For Rio – O GLOBO



The Future Of Agribusiness – Globo Rural



Mobility Summit - Autoesporte

OWNED ND BESPOKE PROJECTS

We use our portfolio to amplify every aspect of the event across multiple platforms, extending the impact of discussions on topics ranging from agribusiness to maternity, from economics to technology, from business to politics.

HOW WE GENERATE REVENUE?

Sponsorship involving a full media package, from promotion through coverage.

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AWARDS | ENTERTAINMENT | FORUMS E DEBATES | INTERNATIONAL | CASACOR

INTERNATIONAL EVENTS

Since 2024, the Globo Publishing Group has organised international events designed to strengthen Brazil's bilateral relationships with its leading global economic partners, China and the USA. We currently deliver three international events each year, outside Brazil.

HOW WE GENERATE REVENUE
Sponsorships + Media Packages





VALOR BRAZIL–US SUMMIT
Held during Brazilian Week in New York. The third edition, in May / 2026, achieved record sponsorship and attendance and featured US Senator Bernie Moreno.





VALOR BRAZIL CHINA SUMMIT
Held annually in Shanghai, this full-day forum brings together government representatives, business leaders and academics from both countries. The programme also includes technical visits to leading companies in sectors such as: technology, robotics, logistics, healthcare and others at the forefront of Chinese industry.

EVENTS FOR EVERY AUDIENCE

Over the years, we have expanded our portfolio to meet the evolving needs of both the advertisers and consumers. From festivals and awards to international missions and design exhibitions, our events create valuable commercial opportunities for sponsors, consumers and professionals alike. **IN 2025 ALONE, WE DELIVERED MORE THAN 200 EVENTS**.

AWARDS | ENTERTAINMENT | FORUMS E DEBATES | INTERNATIONAL | CASACOR



CASACOR
Architecture • Interior Design • Landscaping

CASACOR is the largest architecture and interior design exhibition in the Americas. With 22 active franchises and one wholly owned event, in Brazil and abroad, it welcomes more than 650,000 visitors every year. Each edition showcases exclusive environments created by leading architects, interior designers and landscape architects, bringing together the industry's foremost professionals in a single location.

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CASACOR

Mostra de curadoria e tendências em arquitetura e decoração de interiores que há 39 anos entrega:

- Entretenimento para consumidores
- Vitrine para profissionais da área
- Visibilidade para marcas

Fontes de receita

- Patrocínios
- Bilheteria
- Franquias
- Arquitetos

22 ACTIVE FRANCHISES
1 WHOLLY OWNED EVENT

19 praç

Bahia
Balneário Camboriú | SC
Brasília
Ceará
Espírito Santo
Florianópolis | SC
Goiás
Mato Grosso
Mato Grosso do Sul
Minas Gerais
Paraíba
Paraná
Pernambuco
Piauí
Ribeirão Preto | SP
Rio de Janeiro
Rio Grande do Sul
Sergipe
São Paulo (flagship)
Tocantins
Internacionais
Bolívia
Costa Rica
Peru



AGENDA

WHO WE ARE TODAY

PROJECTS AS A GROWTH STRATEGY

PROJECTS AS MEDIA SOLUTION

THE EVOLUTION OF EVENTS

HOW DO WE CONTINUE GROWING?

OUR GROWTH PRIORITIES

1. CONTENT PROJECTS 3.0

• Incorporate new formats and performance metric
• Social networks positioned as ‘newsfluencers’, with brand endorsements
• Building engaged communities to explore the depths of our editorial environment, rather than making superficial contact
• Creating content aligned with emerging market trends
• Using Artificial Intelligence to increase productivity and accelerate content adaptation
Recent examples include:





Extended social coverage of the WhatsApp Business Summit with PEGN. .



2. EVENTS

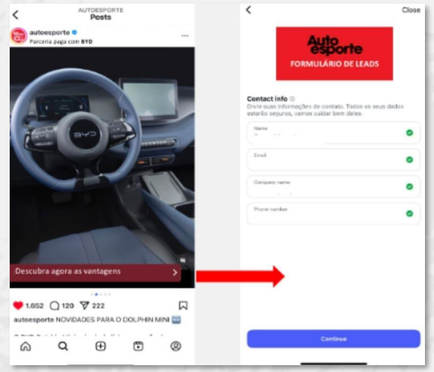
• Constant renewal of the value proposal of our event portfolio to meet advertisers' demands for innovation and differentiation
• Explore new territory, such as fashion, racing, innovation and luxury – creating or acquiring new event assets – and bringing the most popular personalities to our events
• Expansion beyond the Rio de Janeiro and São Paulo axis, where there is less competition

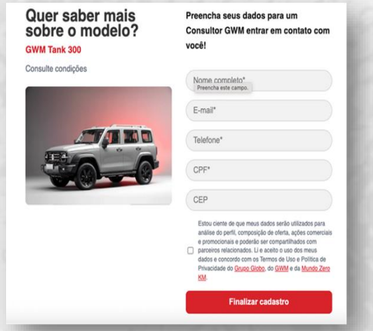


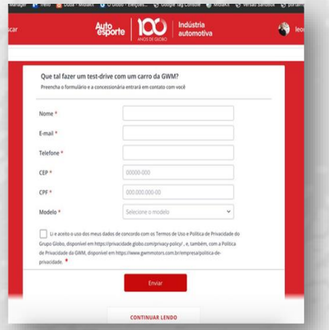


3. CONVERSION-LED SOLUTIONS

Continue to develop solutions that combine: editorial authority, audience data, innovative formats and branded content.







EDITORA GLOBO

EDIÇÕES | GLOBO CONDÉ NAST

SGR
SISTEMA GLOBO DE RÁDIO

