













- 1) COMPANY OVERVIEW
- 2) COMPETITIVE ADVANTAGENS
- 3) MAIN BUSINES DIVISIONS
 - 1. CAR RENTAL
 - 2. FLEET RENTAL
 - 3. SEMINOVOS
- 4) FINANCIALS



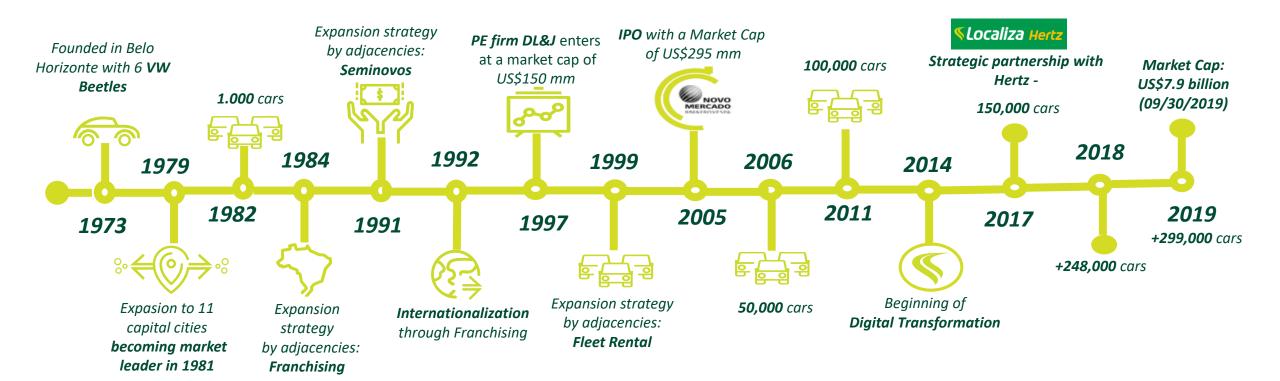
COMPANY HISTORY:MILESTONES

Phase I: Rise to #1

Phase II: Expansion

Phase III: Reaching Scale

Phase IV: Digital Transformation



INTEGRATED BUSINESS PLATFORM

3Q19



COMPANY:BUSINESS PLATFORM DIVISIONS



RENTS TO INDIVIDUALS AND COMPANIES AT AIRPORTS AND OTHER LOCATIONS

- HIGH FIXED COST STRUCTURE
- STANDARDIZED FLEET
- 1 YEAR CYCLE
- HIGHER ENTRY BARRIERS
- GAINS OF SCALE
- CAPITAL INTENSIVE
- CONCENTRATED AIRPORT MARKET
- FRAGMENTED OFF AIRPORT MARKET



CONTRIBUTES TO EXPANSION OF LOCALIZA'S NETWORK AND ITS BRAND AWARENESS

- HIGH PROFITABILITY
- LOW CONTRIBUTION TO EARNINGS
- RESPONSIBLE TO DEVELOP NEW MARKETS



OUTSOURCES FLEET FOR 2-3 YEARS CONTRACTS

- LOW FIXED COST STRUCTURE
- CUSTOMIZED FLEET
- 2-3 YEARS CYCLE
- LOWER ENTRY BARRIERS
- CAPITAL INTENSIVE

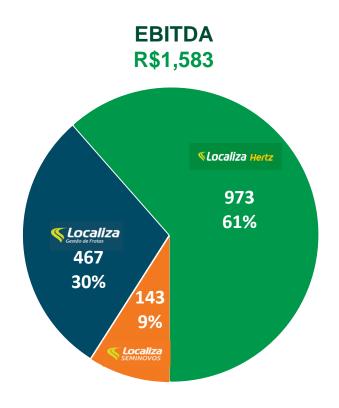


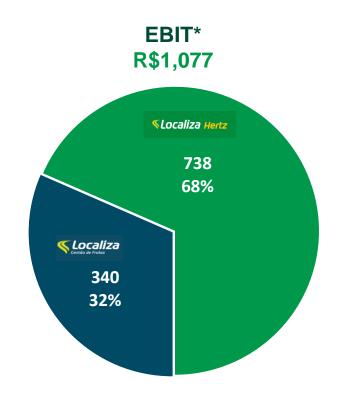
SELLS THE USED CARS AFTER THE END OF CARS' SERVICES AS RENTAL CARS AND ESTIMATES THE RESIDUAL VALUES

- EFFICIENCY AREA RESPONSIBLE TO SELL CARS FROM RAC AND FLEET DIVISIONS
- KNOW HOW OF USED CARS MARKET
- REDUCE DEPENDENCE OF INTERMEDIATES
- ALLOWING FOR LOWER DEPRECIATION

Consolidated breakdown – 9M19

R\$ million





COMPANY'S PROFITABILITY COMES FROM CAR RENTAL AND FLEET RENTAL DIVISIONS

^{*}Seminovos results recorded in the Car Rental and Fleet Rental Divisions



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OUR KEY PILLARS AND COMPETITIVE ADVANTAGES FOR CONTINUED GROWTH

Improvements

Raising Money

 Best credit scoring and funding conditions in the industry

Buying Cars

 Leading buyer in the sector with distinguished relationship with automakers

Renting Cars

 Top of mind company and market leader with +30% share on RAC

Selling Cars

 Nation-wide presence with 100+ stores in Brazil



- Strong balance sheet, increasing flexibility on duration
- Leverage relationship with automakers
 - Data analytics to better buy

- On-going tech-strategy to lever even more customers' journeys
- Launch of new solutions and ramp-up of recent products





- Accelerate digital transformation and data analytics
- New stores opening



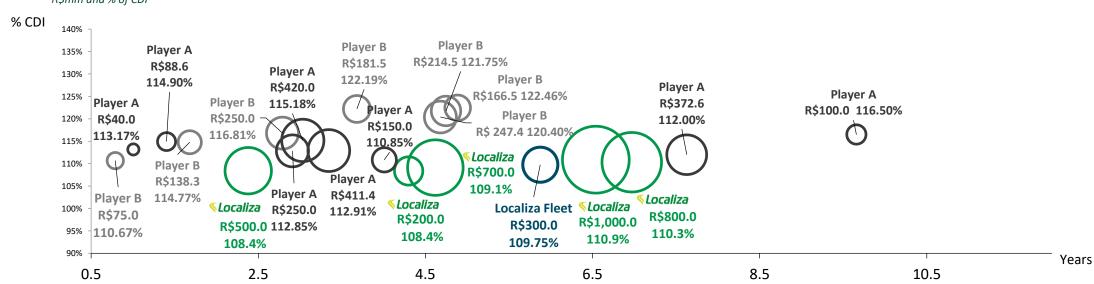
RAISING MONEY CHEAPER THAN EVERYBODY ELSE

Ratings: National and Global

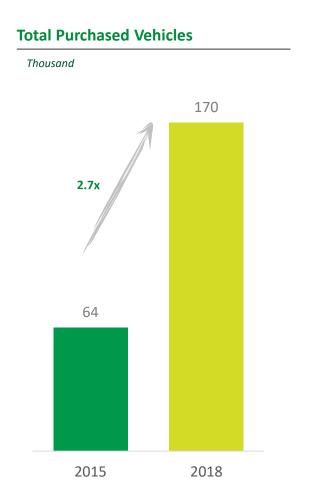
	<u>\$</u>							
	\$Localiza	Player A	Player B		§ Localiza	Hertz	avis budget	Europcar
STANDARD &POOR'S	AAA	AAA	AA	STANDARD &POOR'S	BB+	B+	ВВ	BB-
Moody's	Aa1	-	-	Moody's	Ba2	-	-	B1
FitchRatings	AAA	AA	AA-	FitchRatings	ВВ	-	-	-

Secondary Market Emissions

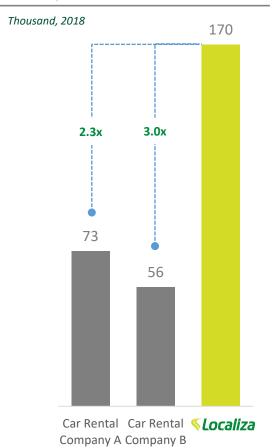




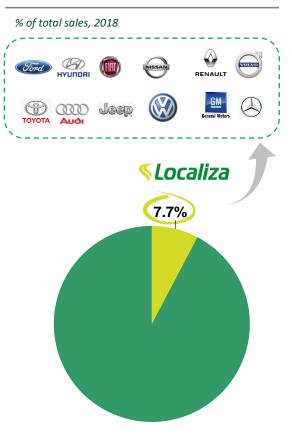
BUYING CARS



Purchased Vehicles: Competitive Landscape



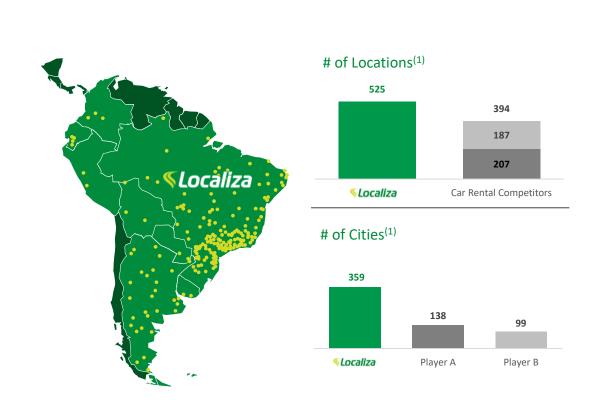
Share in Brazilian Automakers' Sales

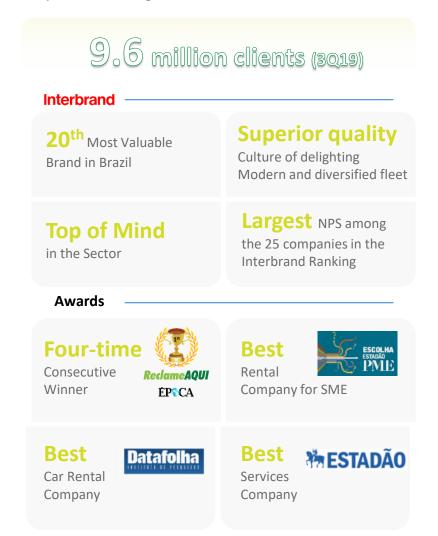


LOCALIZA BUYS CARS WITH BETTER CONDITIONS DUE TO THE VOLUME OF PURCHASES.

RENTING CARS

Highly awarded and top of mind in the sector, Localiza has a solid presence throughout Brazil with its RAC division...





Source: Companies, ABLA

Note: (1) As of 3Q19 for Localiza and according to each competitors` website as of October, 2019

FLEET RENTAL: ONE-STOP-SHOP FOR THE BEST CUSTOMERS JOURNEY

Strong focus on improving client experience throughout the entire journey as the one-stop solution for fleet rental

Connected Fleet

- ✓ Whole fleet rental information available at any time
- ✓ Fleet monitoring reports with information to support decision-making process
- ✓ Ability to customize reports according to customers' needs, with data such as vehicle age, accidents, mileage, maintenance history

Strategic information adding value to customers





Security and citizenship

- Improving traffic safety
- Transparency in management
- Content offer through lectures and courses
- Cost reduction



Mobile Solutions

Fechnology

- User-friendly mobile applications connecting users to fleet manager, enabling clients to rapidly anticipate and address potential issues
- ✓ Integration of different platforms through an omni-channel approach



Good Practices

- Consultancy, customized panels, results monitoring
- Definition of indexes related to costs productivity and safety



Integrated applications to deliver a seamless experience

SELLING CARS



113 points of sale (3019)

Selling cars

Distribution

73 cities in Brazil Digital sale

Sales final consumer

Lower depreciation Loyalty of costumers, generating good repurchase rates and indication

Big data

Best understanding of costumer preference Pricing estimate

- Depreciation /+ Residual Value Input for car purchase

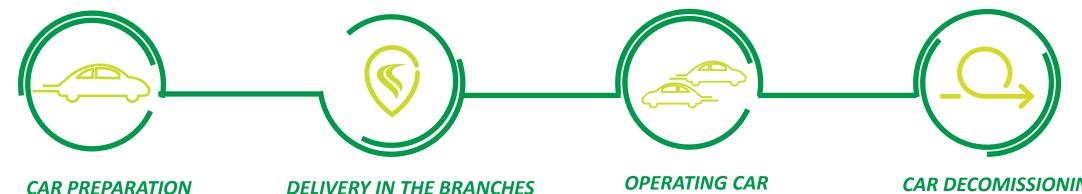
Buffer

Additional fleet during peaks of demand

EFFICIENCY AREA TO REDUCE DEPRECIATION

COMPETITIVE ADVANTAGES WITH OPERATIONAL EXCELLENCE





- **Quality control of the cars** delivered by OEM'S
- Car licensing

- **DELIVERY IN THE BRANCHES**
- Transport tracking
- Logistic management optimization

- **OPERATING CAR**
- Maintanance and repair
- Traffic fines processing
- **Licensing renewal**

- CAR DECOMISSIONING
- Car checking
- **Preparation for sales**
- **Transportation to** Seminovos stores

INNOVATION

Localiza is focused on improving clients' experience in line with recent trends in the car rental market towards tech

Yield Management

 Dynamic pricing system for rental, maximizing profitability



Anti fraud

 Tailor-made solution for fraud prevention in car rentals



Enterprise WhatsApp

✓ Booking and customer assistance channels via Whatsapp



Chatbot®

- √ Facebook / messenger
- ✓ booking assistant



Back Office Technology

 Automated back office system to streamline operations and improve efficiency



Localiza Driver

 Digital solution for ride-hailing drivers



Localiza FAST

 Mobile-based counter bypass. Customers can pickup car bypassing our counter



Digital and Self Check-in



Automatic capture of the driver's license for new costumers and expedited check-in



Connected Fleet

 Integrated technology solution that increases competitive intelligence and leverages productivity gains



Mobile Solution

 Integrated mobile solution to fleet rental services for driver and contract manager



Online Fleet Rental

 Fast diagnosis and friendly dashboard for fleet manager



Data Analytics

 Usage of Big Data to customize and optimize fleet mix, pricing and operations of each used car store



Localiza is in the forefront of innovation in its industry, bringing several pioneer digital solutions

... AND SUSTAINABILITY

SUSTAINABILITY DEVELOPMENTS

2017

- ✓ Sustainability becomes a strategic intention
- ✓ We become signatories of the Global Compact

2018

- ✓ Sustainability Committee Creation
- ✓ Sustainability Policy Development
- ✓ Materiality Matrix Development
- ✓ Development of the 1st Greenhouse Gas Inventory
- ✓ Disclosure of the 1st Sustainability Report

019

- ✓ Goal setting for issues defined as priority
- ✓ GHG Protocol Greenhouse Gas Inventory Reporting
- ✓ Disclosure of the 2nd Greenhouse Gas Inventory, with disclosure in the GHG Protocol Public Registry of Emissions
- ✓ Disclosure of the 2nd Sustainability Report

INITIATIVES

- ✓ Solar Energy Plants
- ✓ Car Dry Cleaning
- ✓ Traffic Safety campaingns
- ✓ Diversity and Inclusion Program
- ✓ Community Development Program
 Surrounding Localiza Headquarters
 Integrity Program
- ✓ Garbage selective collection HQ



RECENT RECOGNITIONS

- ✓ Best Company in ESG Institutional Investor
- ✓ Top 10 Companies in Financial Performance and Corporate Governance - Economática Award
- ✓ Inclusive company award Secretariat of Social Development of the Government of Minas Gerais
- ✓ Transpharency Trophy ANEFAC
- ✓ Gold Seal Ecovadis Localiza Fleet







CAR RENTAL: FINANCIAL CYCLE 2018



R\$40.7 Average car price (2 years)

	Car Rental Per operating car		Seminovos Per car sold		Total
					1 year
	R\$	%	R\$	%	R\$
Net revenues	19.4	100.0%	41.2	100.0%	60.6
Costs - fixed and variable	(9.1)	-46.8%			(9.1)
SG&A	(3.4)	-17.4%	(2.8)	-6.9%	(6.2)
Net revenues of car sold			38.4	93.1%	38.4
Book value of car sold			(37.3)	-90.6%	(37.3)
EBITDA	7.0	35.9%	1.1	2.5%	8.0
Cars Depreciation			(1.0)	-2.5%	(1.0)
Others depreciation	(0.2)	-1.1%	(0.1)	-0.2%	(0.3)
Financial expenses			(2.0)	-5.0%	(2.0)
Taxes	(1.7)	-9.0%	0.5	1.3%	(1.2)
Net Income (Loss)	5.0	25.8%	(1.6)	-3.8%	3.5
NOPAT					5.0
ROIC (it consideres only cars in capital invested)					12.2%
Cost of debt after taxes					5.0%

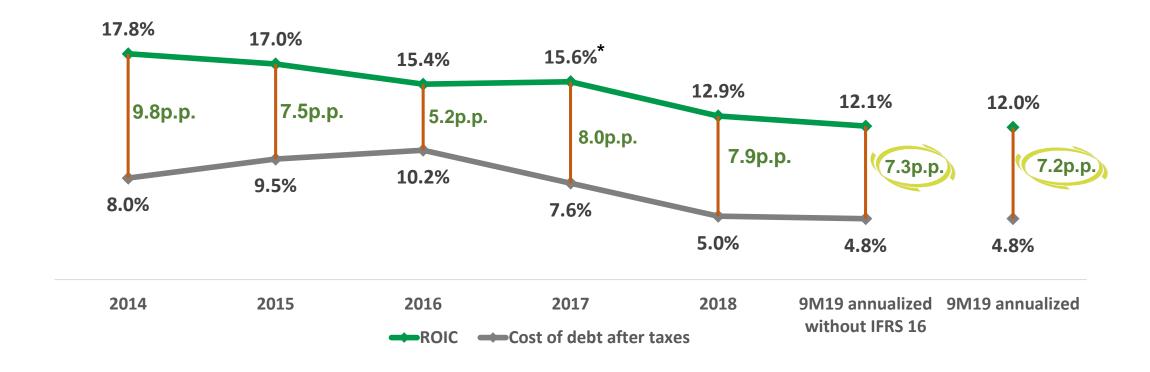
FLEET RENTAL: FINANCIAL CYCLE 2018



R\$43.9 Average car price (3 years)

	Fleet Rental		Seminovos		Total
	Per operating car Per car sold		3 years		
	R\$	%	Seminovos	%	R\$
Net revenues	57.3	100.0%	36.6	100.0%	94.0
Costs - fixed and variable	(16.6)	-29.0%			(16.6)
SG&A	(4.0)	-7.0%	(2.2)	-6.1%	(6.3)
Net revenues of car sold			34.4	93.9%	34.4
Book value of car sold			(32.2)	-87.9%	(32.2)
EBITDA	36.7	64.0%	2.2	6.0%	38.9
Cars Depreciation			(10.8)	-29.5%	(10.8)
Others depreciation	(0.3)	-0.6%	(0.1)	-0.3%	(0.4)
Financial expenses			(5.4)	-14.7%	(5.4)
Taxes	(9.2)	-16.1%	3.6	9.8%	(5.7)
Net Income (Loss)	27.1	47.3%	(10.5)	-28.7%	16.6
Net Income (Loss) - per year	9.0	47.3%	(3.5)	-28.7%	5.5
NOPAT					6.9
ROIC (it consideres only cars in capital invested)					15.7%
Cost of debt after taxes					5.0%

ROIC VERSUS COST OF DEBT AFTER TAXES



(*) 2017 adjusted by the one-time costs incurred - Hertz Brasil acquisition and Franchisees incorporation ROIC considered each year's effective income tax and social contribution rate

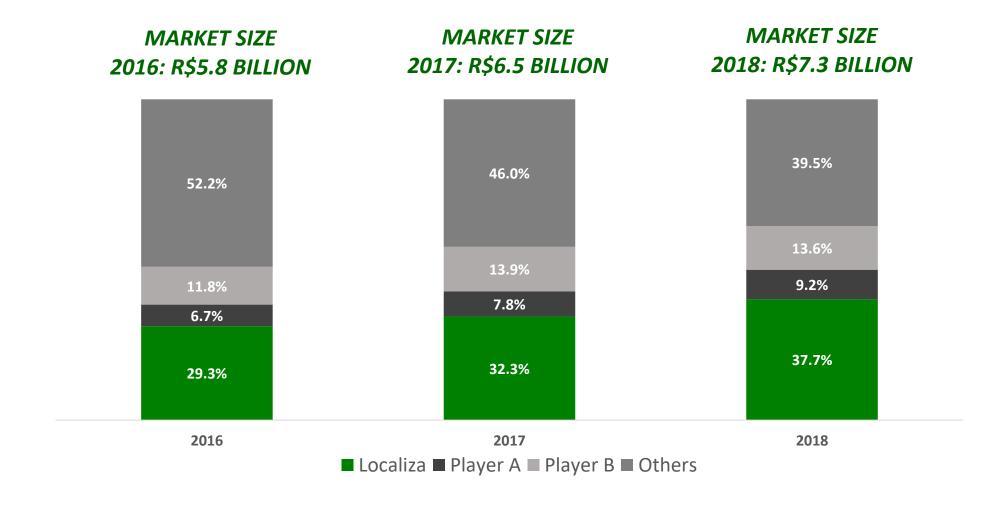
HIGHER SPREAD IN AN ACCELERATED GROWTH ENVIRONMENT



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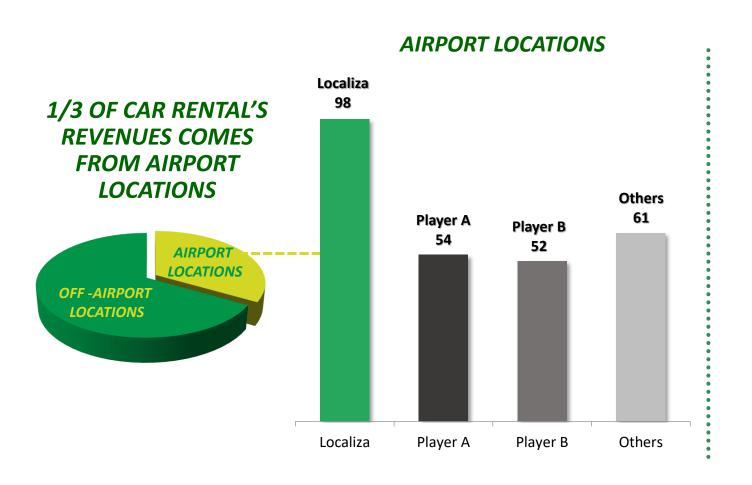


CAR RENTAL: MARKET SHARE GROSS REVENUE

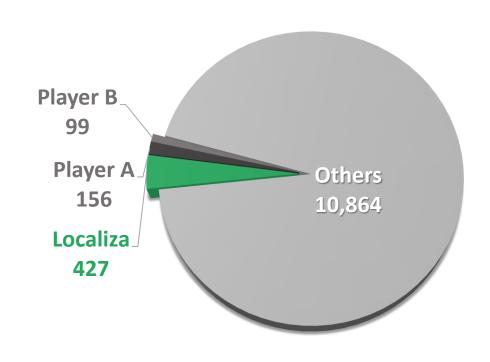


^{*}Localiza's market share includes revenues from franchisees in Brazil. There are no public data on the revenue of other players' franchisees.

CAR RENTAL LOCATIONS IN BRAZIL

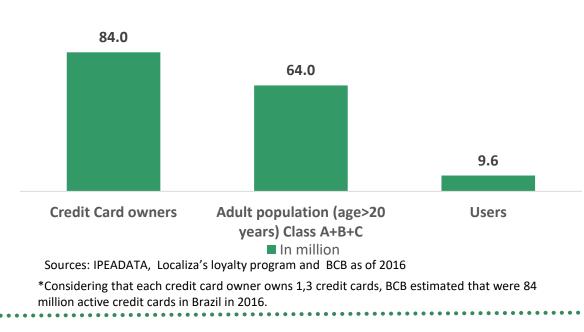


OFF – AIRPORT LOCATIONS

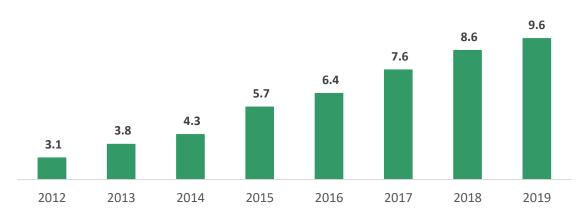


OFF – AIRPORT MARKET IS STILL FRAGMENTED

CAR RENTAL: DRIVERS

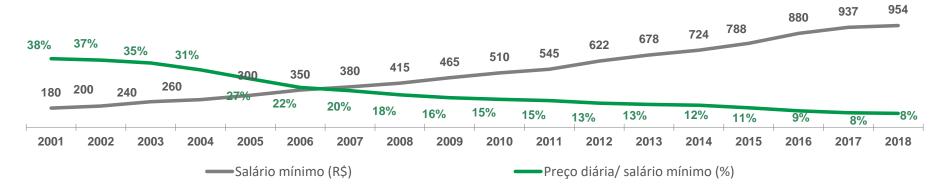


LOCALIZA RAC USERS (MILLION)*



*considering only the individual segment.

CAR RENTAL AFFORDABILITY



Source: BCB and Localiza rates

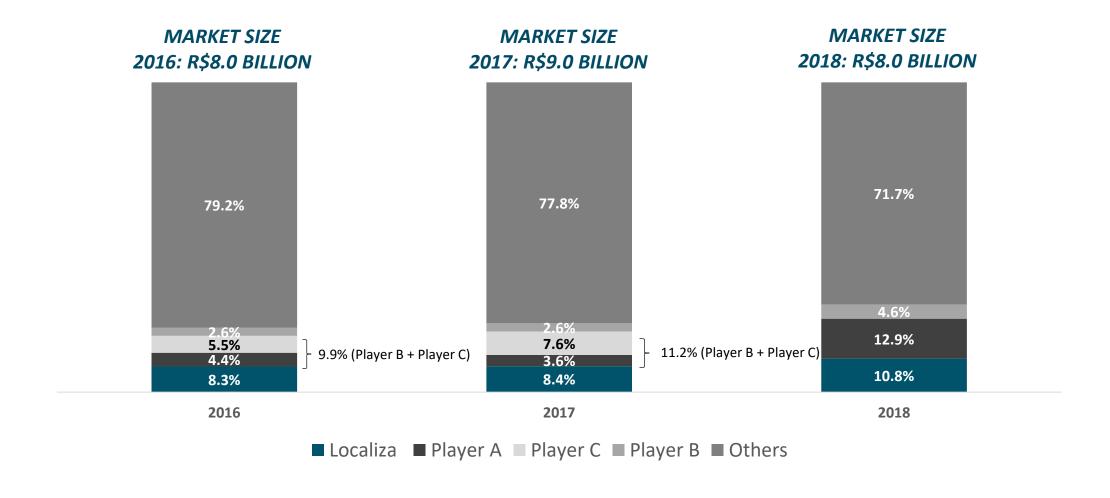


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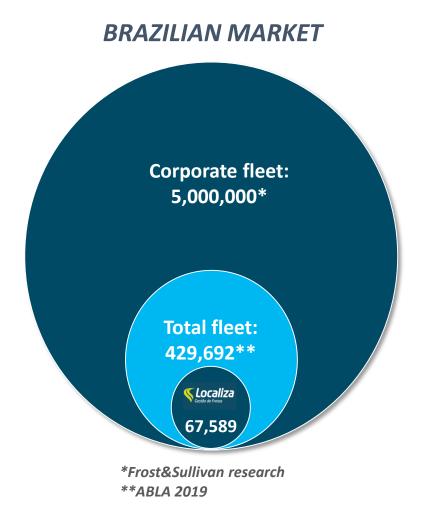


FLEET RENTAL: MARKET SHARE

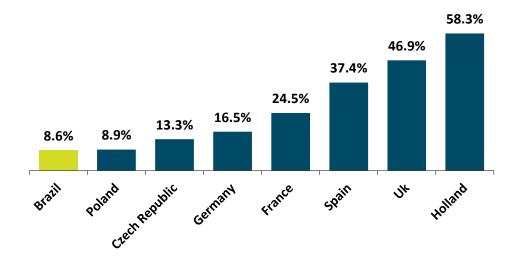
GROSS REVENUE - FLEET RENTAL



FLEET RENTAL: DRIVERS







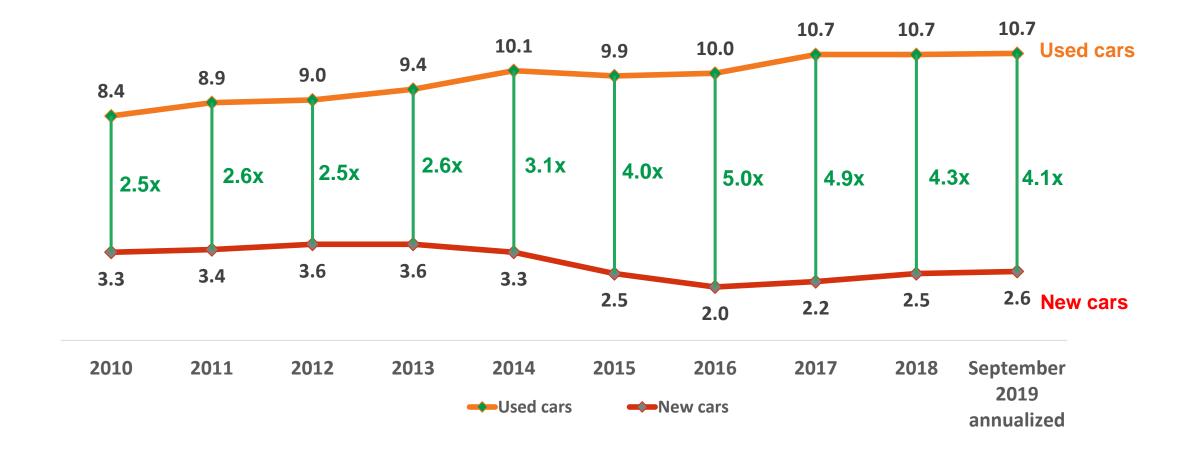
Source: Datamonitor for European countries and Localiza's estimate for Brazil



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SEMINOVOS: NEW vs USED CAR MARKET (BRAZIL)

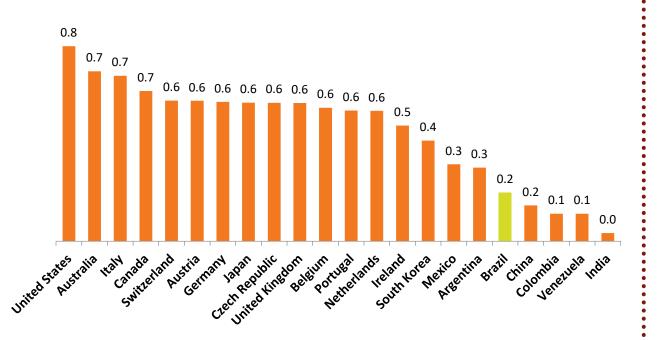


TOTAL MARKET OF 13.3 MILLION CARS

SEMINOVOS: DRIVERS

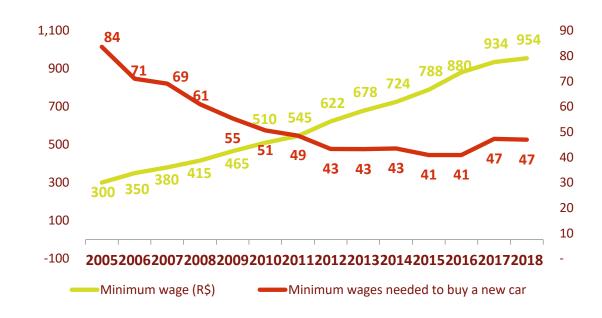
AFFORDABILITY AND PENETRATION

VEHICLE DENSITY BY NATION



Source: Ward's Automotive; CIA World Factbook; JP Morgan Analysis

AFFORDABILITY TO BUY CARS – AVERAGE PUBLIC PRICE OF ECONOMIC CARS

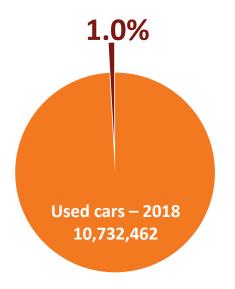


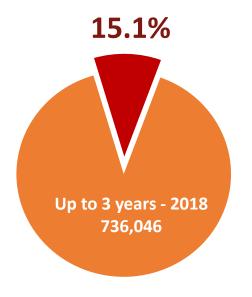
Source: BCB and Localiza

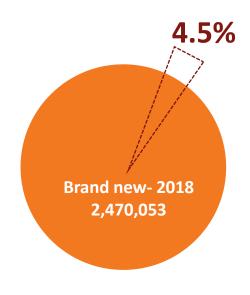
Reference: for calculation was considered the cheapest car in our fleet

SEMINOVOS: CARS SALES

OPERATING DATA







Main players

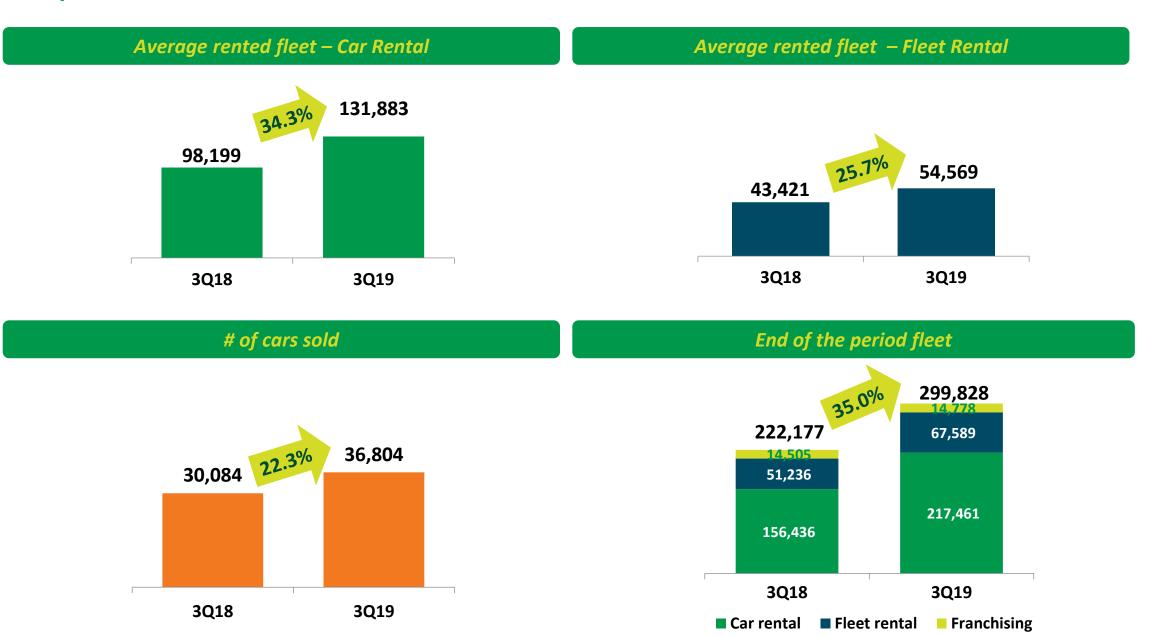
	Loja do CARRO	Ford W III	movice O locamerica		
Examples	Retailers	Dealers	Rental Operators		
Points of sale	• 48,545 (Fenauto)	• 5,226 (Anfavea)	• 164 (Unidas and Movida)		



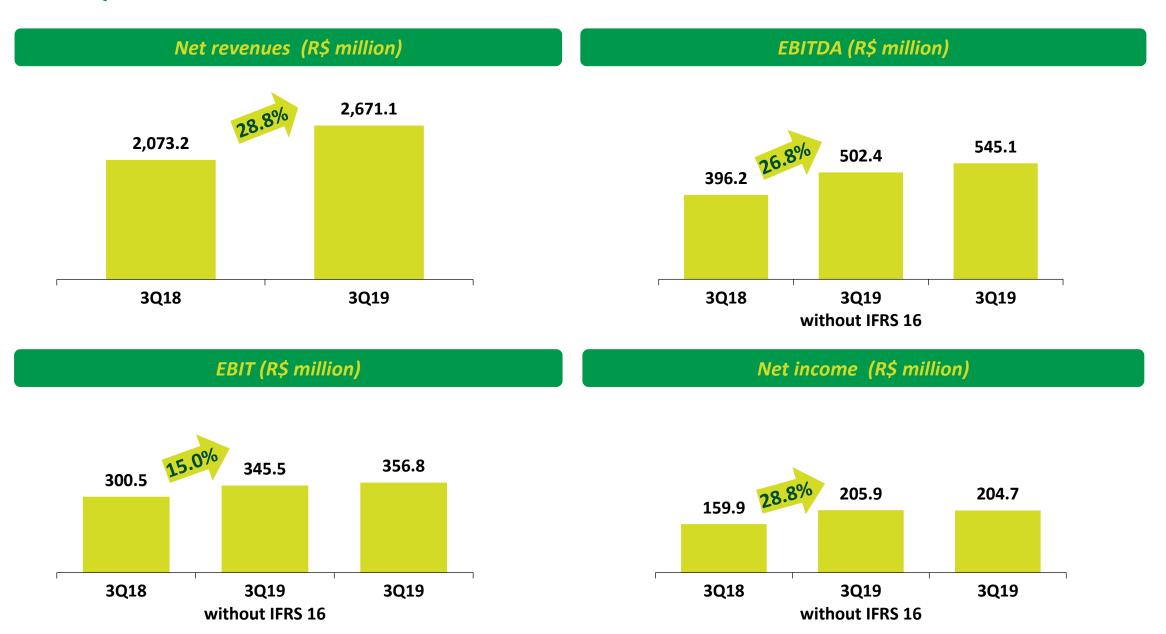
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3Q19 OPERATING HIGHLIGHTS

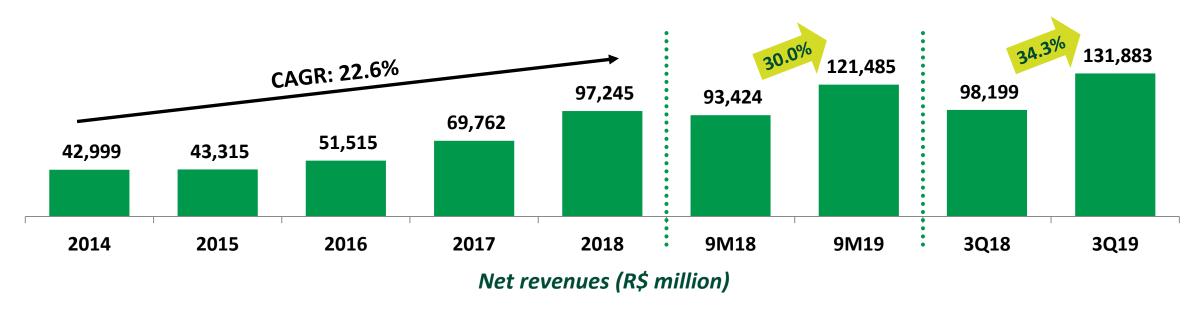


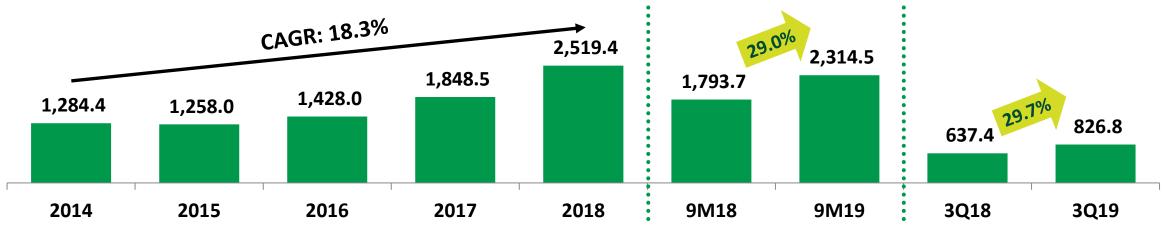
3Q19 FINANCIAL HIGHLIGHTS



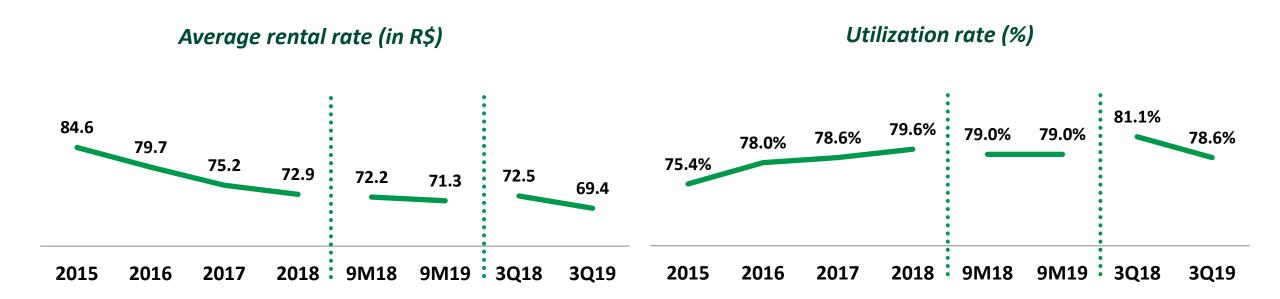
CAR RENTAL

Average rented fleet





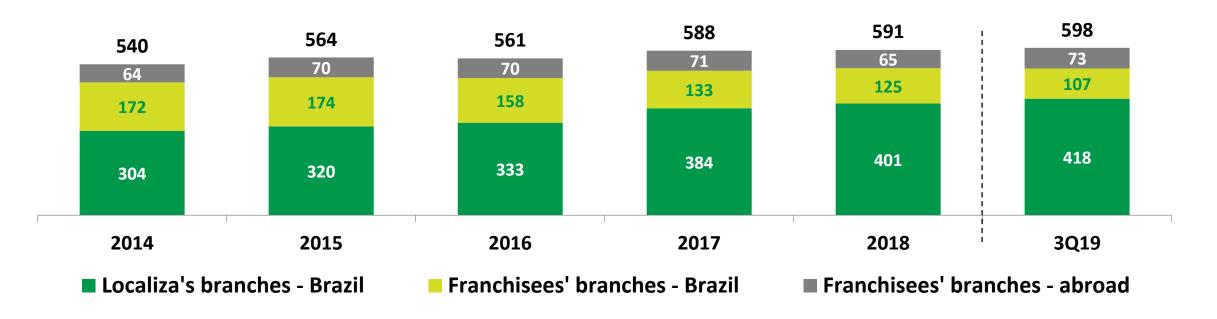
CAR RENTAL



AVERAGE RENTAL RATE REFLECTING MIX OF SEGMENTS, COMPETITIVE ENVIRONMENT AND INTEREST RATE

CAR RENTAL NETWORK EVOLUTION

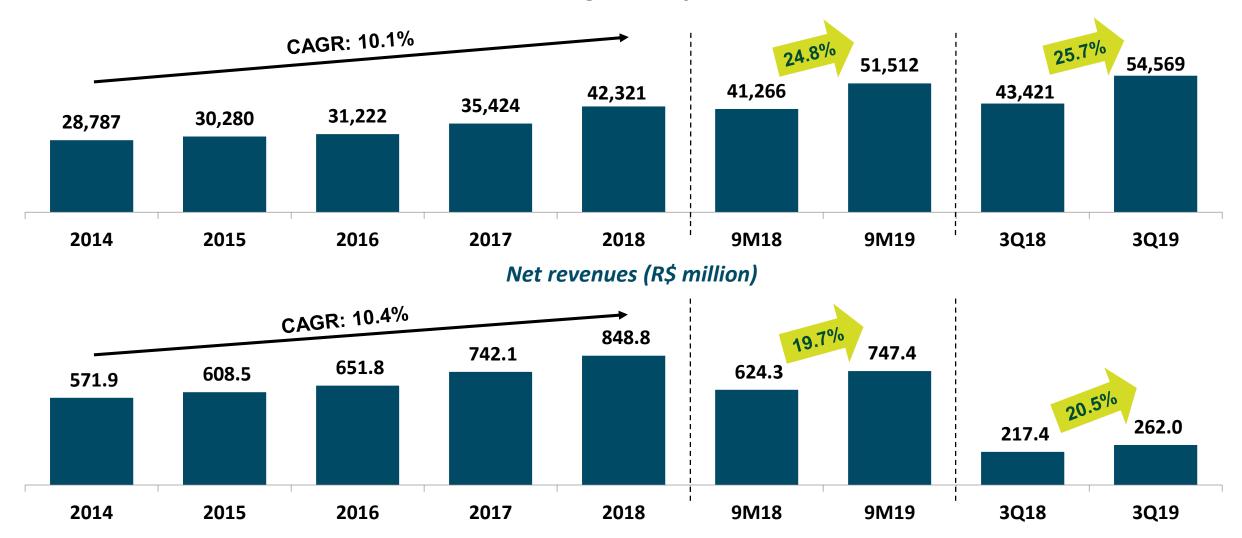
Number of car rental locations - Brazil and abroad



ADDITION OF 17 OWNED LOCATIONS IN BRAZIL

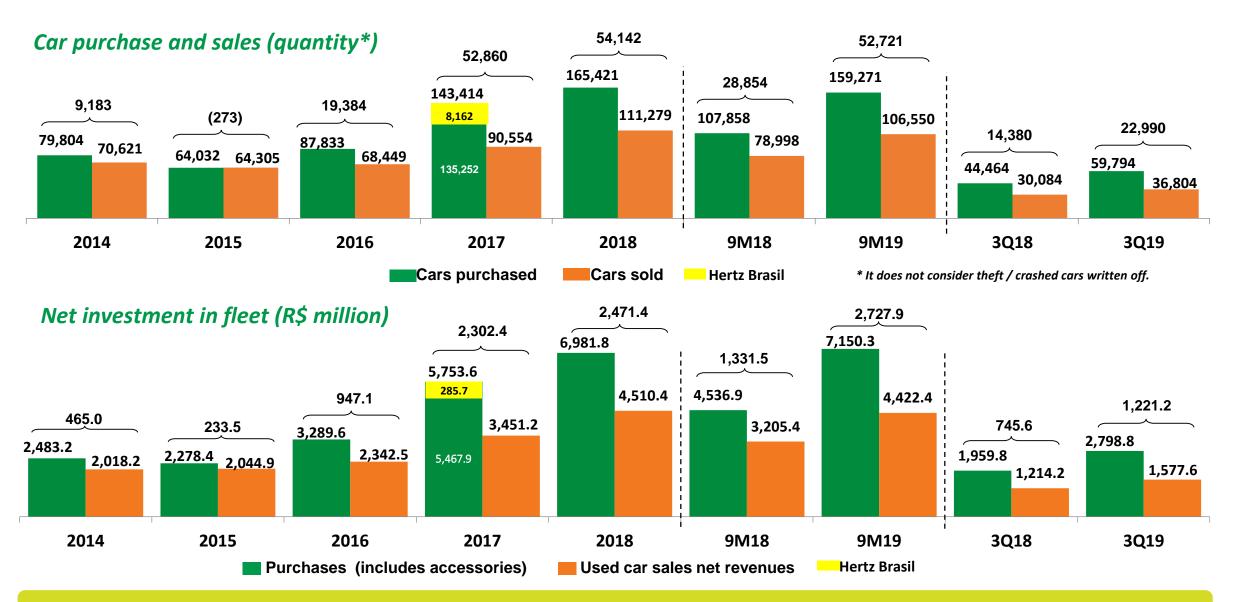
FLEET RENTAL

Average rented fleet

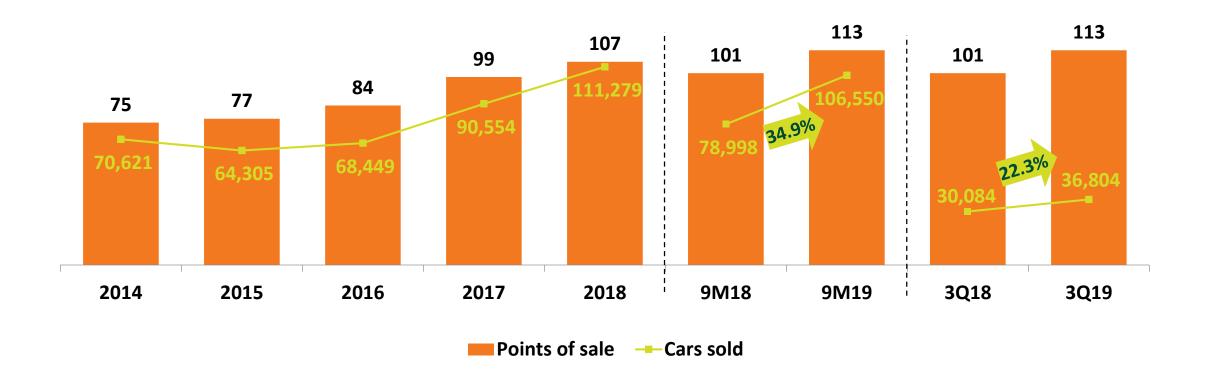


COMERCIAL AND OPERATIONAL EXCELENCE
ACCELERATING THE GROWTH OF THIS DIVISION IN A HIGHLY COMPETITIVE SCENARIO

NET INVESTMENT

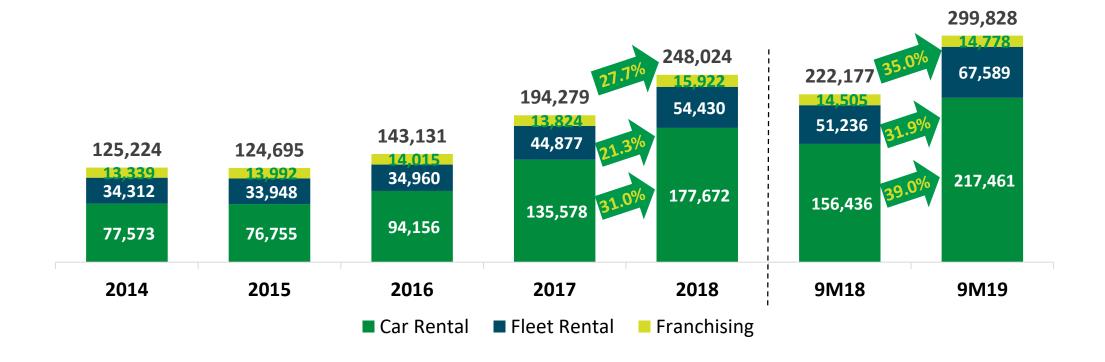


NUMBER OF USED CARS POINTS OF SALE



106,550 CARS SOLD IN 9M19, 34.9% INCREASE COMPARED TO THE SAME PERIOD LAST YEAR

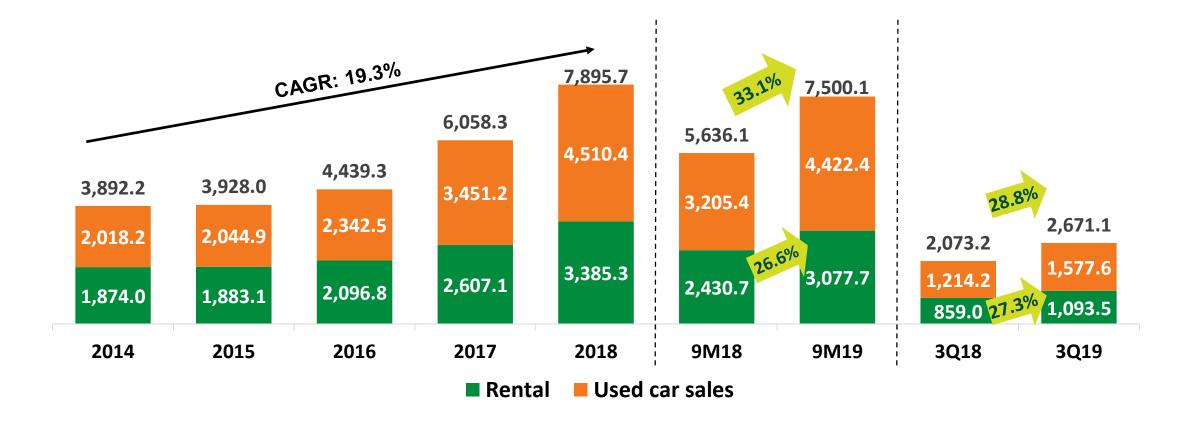
END OF PERIOD FLEET (Quantity)



FLEET GROWTH WITH CONSISTENT UTILIZATION RATE

CONSOLIDATED NET REVENUES

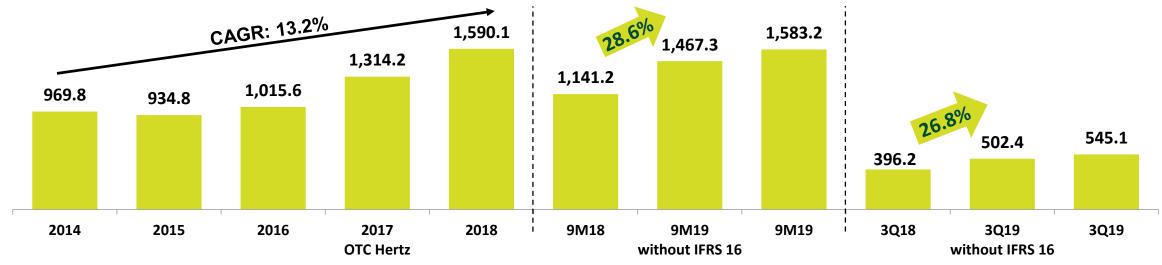
(R\$ million)



28.8% GROWTH IN 3Q19 NET REVENUES

CONSOLIDATED EBITDA

(R\$ million)



EBITDA margin:

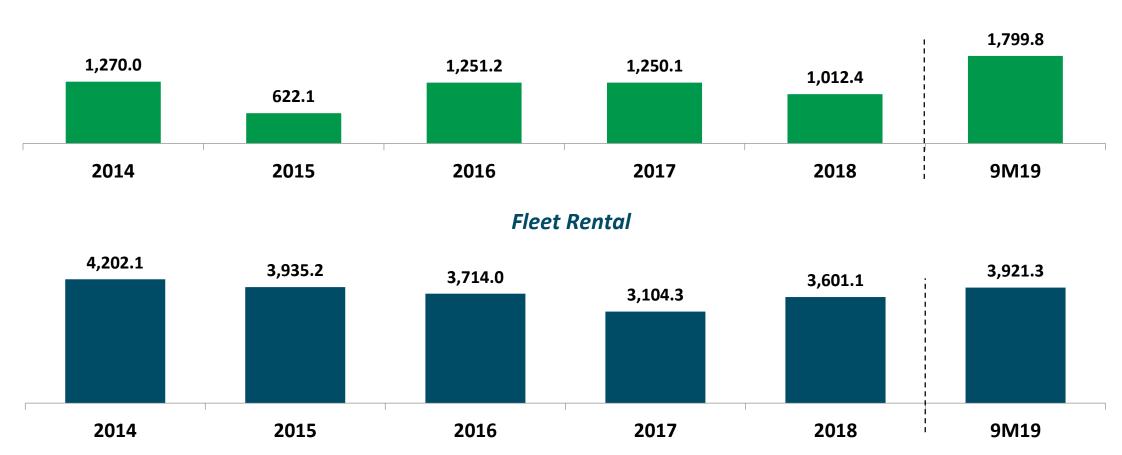
Activities	2014	2015	2016	2017*	2018	9M18	9M19 without IFRS 16	9M19 with IFRS 16	3Q18	3Q19 without IFRS 16	3Q19 with IFRS 16
Car Rental	38.7%	31.8%	32.3%	34.9%	35.9%	34.3%	38.5%	41.6%	35.1%	36.2%	39.4%
Fleet Rental	60.0%	62.2%	64.5%	61.9%	64.0%	64.2%	62.5%	62.5%	66.7%	61.0%	61.0%
Rental Consolidated	45.3%	41.7%	42.3%	42.6%	43.0%	42.1%	44.4%	46.8%	43.1%	42.2%	44.7%
Used Car Sales	6.0%	7.3%	5.5%	5.9%	3.0%	3.7%	2.3%	3.2%	2.1%	2.6%	3.6%

^{(*) 2017} adjusted by the one-time costs incurred - Hertz Brasil acquisition and Franchisees incorporation(**)

AVERAGE ANNUALIZED DEPRECIATION PER CAR

(In R\$)

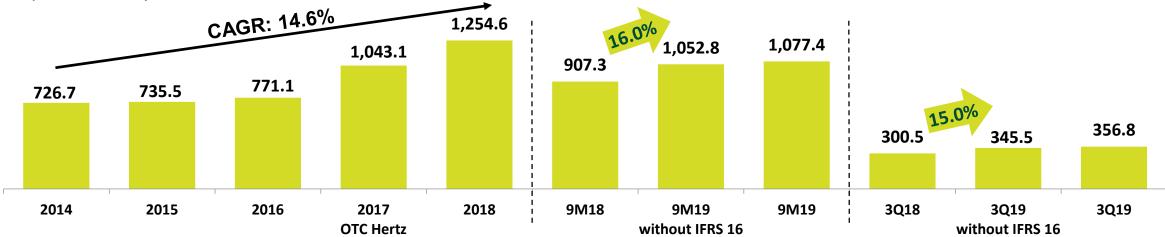




DEPRECIATION INCREASE REFLECTS CAR SELLING PRICES

CONSOLIDATED EBIT

(R\$ million)



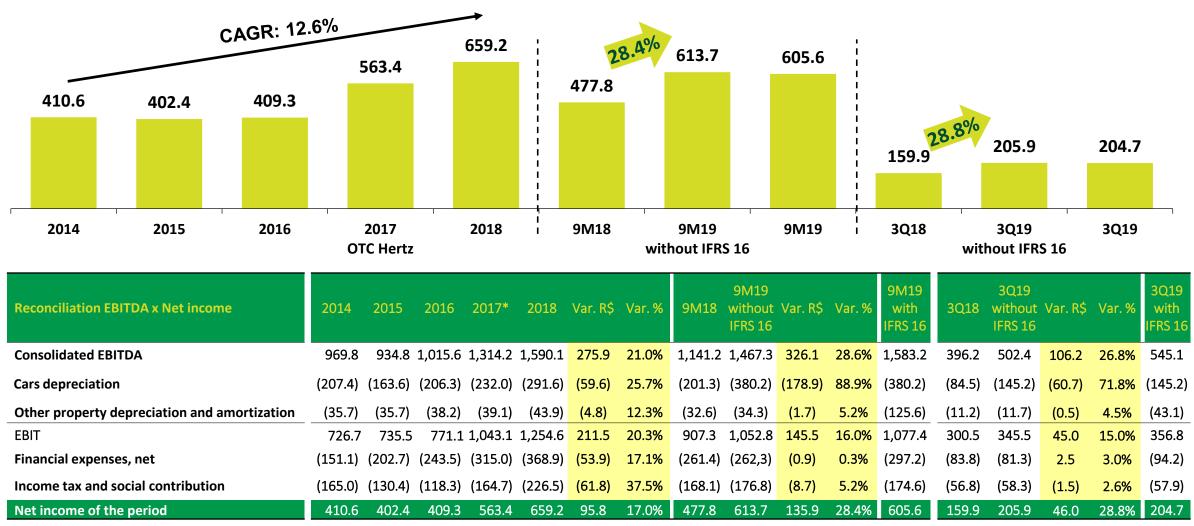
EBIT Margin:

Activities	2014	2015	2016	2017*	2018	9M18	9M19 without IFRS 16	9M19 with IFRS 16	3Q18	3Q19 without IFRS 16	3Q19 with IFRS 16
Car Rental	36.2%	34.3%	30.2%	35.5%	33.2%	32.9%	30.5%	31.5%	29.8%	26.9%	28.2%
Fleet Rental	44.3%	48.9%	51.2%	51.4%	48.6%	50.0%	45.3%	45.4%	50.4%	46.0%	46.1%
Consolidated	38.8%	39.1%	36.8%	40.0%	37.1%	37.3%	34.2%	35.0%	35.0%	31.6%	32.6%

^{(*) 2017} adjusted by the one-time costs incurred - Hertz Brasil acquisition and Franchisees incorporation

CONSOLIDATED NET INCOME

(R\$ million)



^{(*) 2017} adjusted by the one-time costs incurred - Hertz Brasil acquisition and Franchisees incorporation

FREE CASH FLOW

	Free cash flow - R\$ million	2014	2015	2016	2017	2018	9M19		
	EBITDA	969.8	934.8	1,015.7	1,314.2*	1590.1	1,583.		
S	Used car sale revenue, net from taxes	(2,018.2)	(2,044.9)	(2,342.6)	(3,451.2)	(4,510.4)	(4,422.4		
Operations	Depreciated cost of cars sold	1,777.0	1,769.1	2,102.5	3,106.6	4,198.5	4,180.4		
pera	(-) Income tax and social contribution	(113.1)	(110.7)	(93.3)	(108.3)	(131.2)	(111.2		
0	Change in working capital	(27.1)	(30.0)	(40.8)	(47.9)	(117.4)	(249.5		
	Cash generated by rental operations	588.4	518.3	641.5	813.4	1,029.6	980.5		
le.	Used car sale revenue, net from taxes – fleet renewal	2,018.2	2,036.3	2,342.6	3,451.2	4,510.4	4,422.4		
- renewal	Fleet renewal investment	(2,197.7)	(2,278.4)	(2,563.6)	(3,660.9)	(4,696.7)	(4,783.4		
- re	Change in accounts payable to car suppliers for fleet renewal	120.0	(25.4)	219.8	227.6	250.1	312.1		
Сарех	Net investment for fleet renewal	(59.5)	(267.5)	(1.2)	17.9	63.8	(48.9		
రి	Fleet renewal – quantity	70,621	64,032	68,449	90,554	111,279	106,550		
Investment	, property and intangible	(46.3)	(29.7)	(40.9)	(28.8)	(28.8) (42.8)			
Free cash	flow from operations, before growth	482.6	221.1	599.4	802.5	1,050.6	898.4		
th	(Investment) / Divestment in cars for fleet growth	(286.8)	8.6	(726.0)	(1,807.0)	1590.1 (4,510.4) 4,198.5 (131.2) (117.4) 1,029.6 4,510.4 (4,696.7) 250.1 63.8 111,279 (42.8)	(2,366.9)		
- Growth	Change in accounts payable to car suppliers for fleet growth	214.4	(23.9)	26.8	168.7	509.4	3.4		
	Hertz Brasil acquisition and franchisees incorporation - fleet	-	-	-	(285.7)	-	- 26.40		
Сарех	Net investment for fleet growth	(72.4)	(15.3)	(699.2)	(1,924.0)	(1,775.7)	(2,389.9)		
ర	Fleet increase / (reduction) – quantity	9,183	(273)	19,384	52,860	54,142	52,721		
Free cash fl	ow after growth	410.2	205.8	(99.8)	(1,121.5)	(725.1)	(1,491.5		
۲ rin	Hertz Brasil acquisition and franchisees incorporation - except fleet	-	-	-	(121.5)	-	- 18.50		
rapex - non- recurrin g	New headquarters construction and furniture	(148.3)	(30.7)	(85.7)	(146.2)				
Free cash go	enerated before the cash effects of discounts and anticipation of payables to suppliers	261.9	175.1	(185.5)	(1,389.2)	(725.1)	(1,510.0		
Cash effects	s of receivables and anticipation of payables to suppliers (**)	-	(71.9)	98.0	88.3	(113.2)	(119.1		
Free cash fl	ow before interest	261.9	103.2	(87.5)	(1,300.9)	(838.3)	(1,629.1		

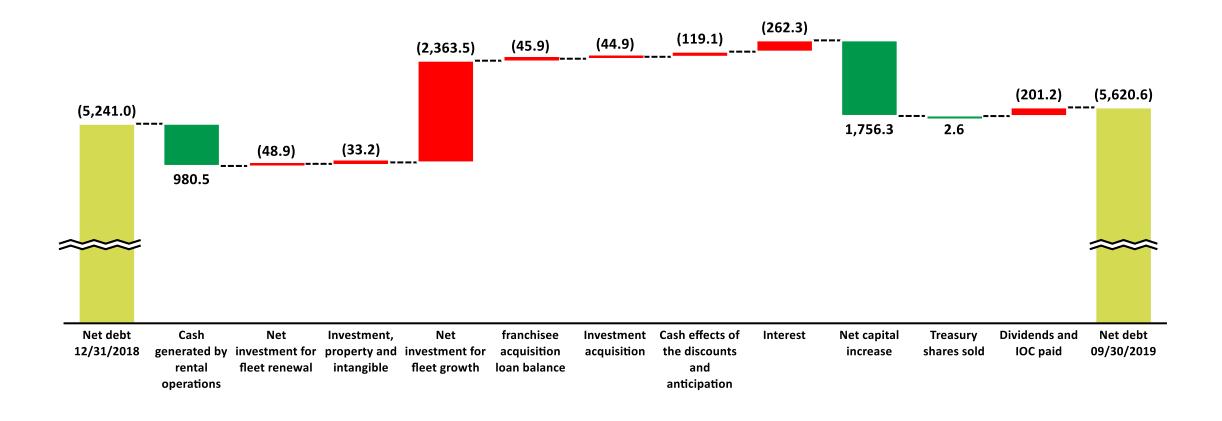
In the free cash flow, short-term financial assets were considered as cash equivalents since they have immediately liquidity

^{(*) 2017} adjusted by one-time costs incurred -Hertz Brasil acquisition and franchisees incorporation

^(**) Discount of credit card receivables and anticipation of accounts payable were demonstrated in a different line so that the Free Cash Flow From Operations considered only the contractual terms, reflecting the Company's operation

CHANGE IN NET DEBT

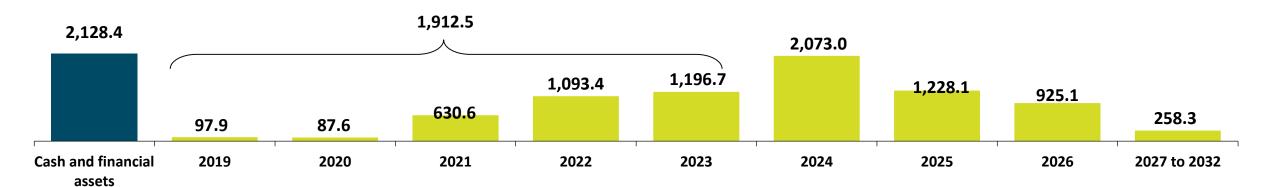
(R\$ million)



DEBT MATURITY PROFILE (PRINCIPAL)

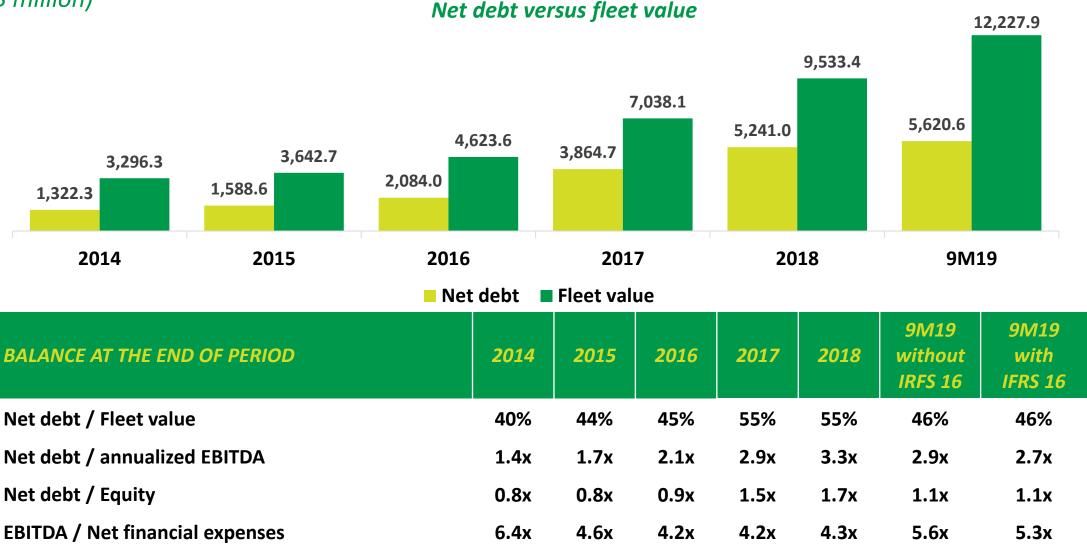
(R\$ million)

As of September 30, 2019



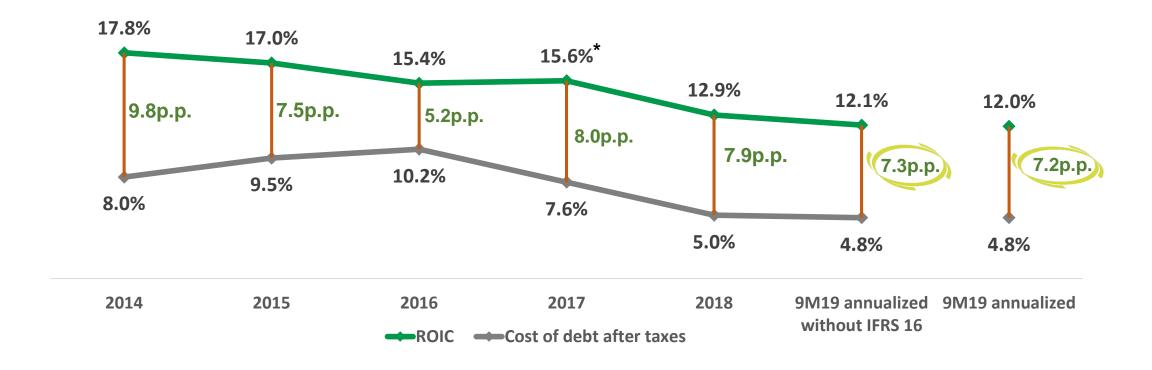
DEBT RATIOS

(R\$ million)



DEBT RATIOS REFLECT STRONG GROWTH AND LOWER INTEREST RATES

ROIC VERSUS COST OF DEBT AFTER TAXES



(*) 2017 adjusted by the one-time costs incurred - Hertz Brasil acquisition and Franchisees incorporation ROIC considered each year's effective income tax and social contribution rate

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