



BUSINESS TO WORLD COMPANHIA GLOBAL DO VAREJO

1Q12 Results Conference Call and Webcast

May 9, 2012 (Friday)

Time: 11:00 a.m. (US EDT) - 12:00 p.m. (Brazil)

Phone: +1 (786) 924.6977 - Code: B2W

Webcast: www.b2winc.com/webcast1Q12

Replay: until May 15th, 2012

Access: +55 (11) 4688.6312 Code: 9820342#

americanas.com



shop  time



 Ingresso.com

Submarino
Finance



SouBarato 



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General Considerations

This presentation contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of B2W. These are merely projections and, as such, are based exclusively on the expectations of B2W's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitors' pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in B2W's filed disclosure documents and are, therefore, subject to change without prior notice.

The financial statements were prepared and are presented in accordance with the international financial reporting standards (IFRS), norms issued by the Securities Exchange Commission (known locally as CVM), as well as the Novo Mercado listing rules and include accounting changes introduced by Law 11,638/07, Provisional Measure 449/08, later converted into Law 11,941/09 and with the pronouncements, guidelines and interpretations issued by Accounting Pronouncements Committee (in Portuguese, CPC). Except when otherwise specified, the analyses refer to the Consolidated results of B2W (Americanas.com, Submarino, Shoptime, Blockbuster Online, Ingresso.com, Submarino Finance and B2W Viagens).

BLOCKBUSTER® trademarks are owned by Blockbuster inc, and B2W – Companhia Global do Varejo. has the sublicense to use these trademarks in the activities of video rental on internet.

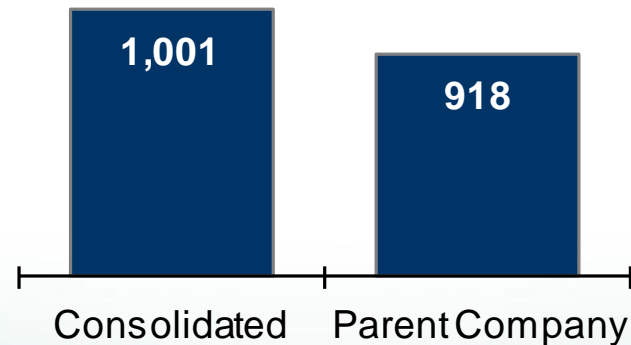
1Q12 Highlights

- ✓ Net Revenue: R\$ 1,001.2 million in the consolidated and R\$ 918.4 million in the parent company in 1Q12;
- ✓ EBITDA: R\$ 60.0 million in the consolidated and R\$ 45.6 million in the parent company in 1Q12;
- ✓ Submarino Card: More than 710 thousand cards issued and 37% of participation in sales in 1Q12.
- ✓ Evolution of the SINDEC Complaints Rating: In 1Q12, the number of complaints of B2W registered in the SINDEC totaled 3,044, a reduction of 53% in relation to 1Q11;
- ✓ Launch of “Submarino on Demand” (VOD): Submarino launched the "Submarino on Demand" service, that allows the clients to watch movies and TV series uninterrupted over the Internet through streaming technology;
- ✓ Online Help in Americanas.com: The system counts with a trained and exclusive professional to help the clients get their doubts clarified, increasing their satisfaction.



Net Revenue (R\$ million)

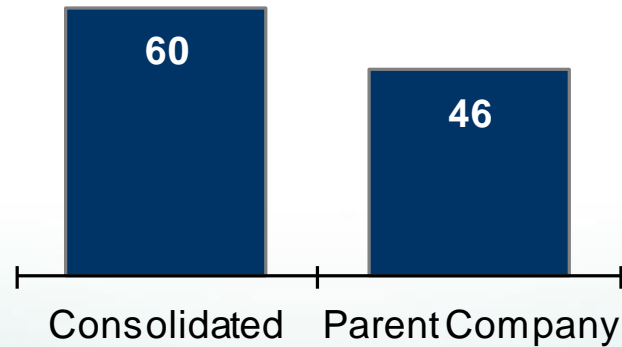
Net Revenue: R\$ 1,001.2 MM in the consolidated and R\$ 918.4 MM in the parent company in 1Q12





EBITDA (R\$ million)

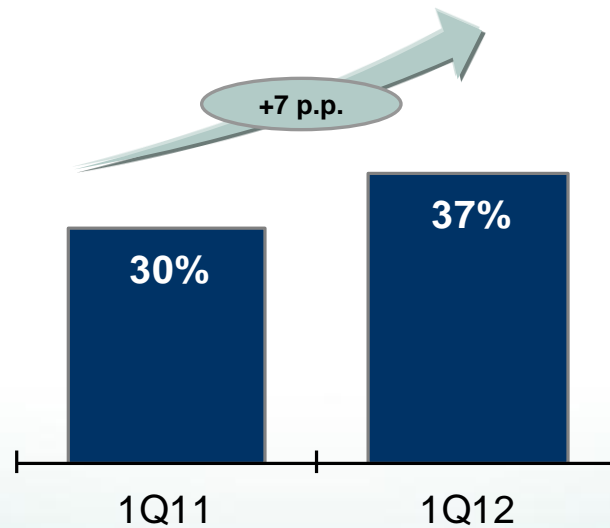
EBITDA: R\$ 60.0 MM in the consolidated and R\$ 45.6 MM in the parent company in 1Q12





Submarino Finance

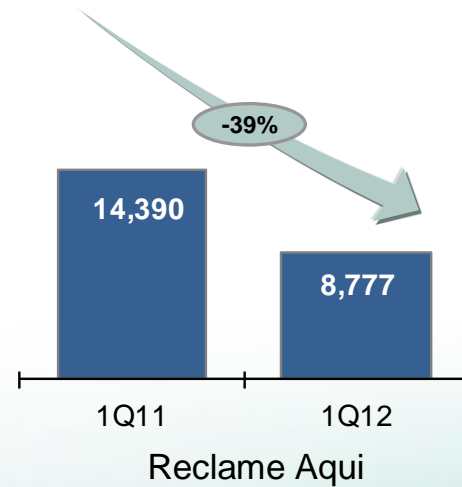
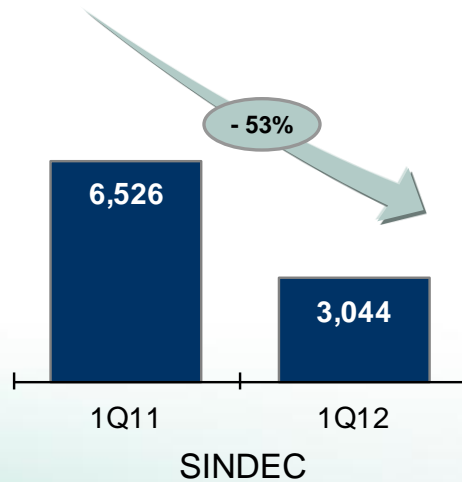
Submarino Card: Increase of 7 p.p. of the participation of website's sales





Evolution of the Number of Complaints

SINDEC Complaints: Reduction of 53% of B2W's complaints in 1Q12 comparing to 1Q11





Launch of “Submarino On Demand”





Innovation and Technology



 **Compra com QR-Code**
 **Submarino On Demand**
 **Entrega Atômica**
 **Submarino Facebook Store**
 **iPhone Americanas.com, Submarino e Shoptime**
 **Sou Barato**
 **Android Submarino**
 **Compra com 1-Click**
 **Arraste e compre**



Subsidiaries



- ✓ International expansion: 284 cinema's rooms in Mexico, 139 in Chile and 83 in Argentina;
- ✓ Applications for iPhone, mobile devices with Android operational system and "Caixa Expresso".



- ✓ Start of the operations in Argentina;
- ✓ Investment in mobile platform for tickets and packages' sales.



- ✓ Submarino Card's participation on sales made on the Submarino website of 37%;
- ✓ More than 710 thousand cards issued.



- ✓ The largest volume of DVD and Blu-ray Disc titles in Brazil;
- ✓ First online rental to rent games.



Priorities for Next Quarters

- ✓ Growth in sales and generation of operating cash flow through continuous improvement of our operations;
- ✓ Obtaining of operational synergies and competitive advantages through the integration of our channels;
- ✓ Increase in the volume of business of our subsidiaries: Ingresso.com, B2W Viagens and Submarino Finance subsidiaries;
- ✓ Constant upgrading of technology and innovation for all of our business units;
- ✓ Striving for new levels of efficiency in operations and logistics;
- ✓ Training of our associates to deal with the challenges that emerge as the Company grows;
- ✓ Increase our base of active customers;
- ✓ Increase the frequency of purchases by our customers;
- ✓ Innovation;
- ✓ New internet businesses.



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Teleconferência e Webcast de Resultados 1Q12

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