



ABRAIN

ASSOCIAÇÃO BRASILEIRA DE
INCORPORADORAS IMOBILIÁRIAS

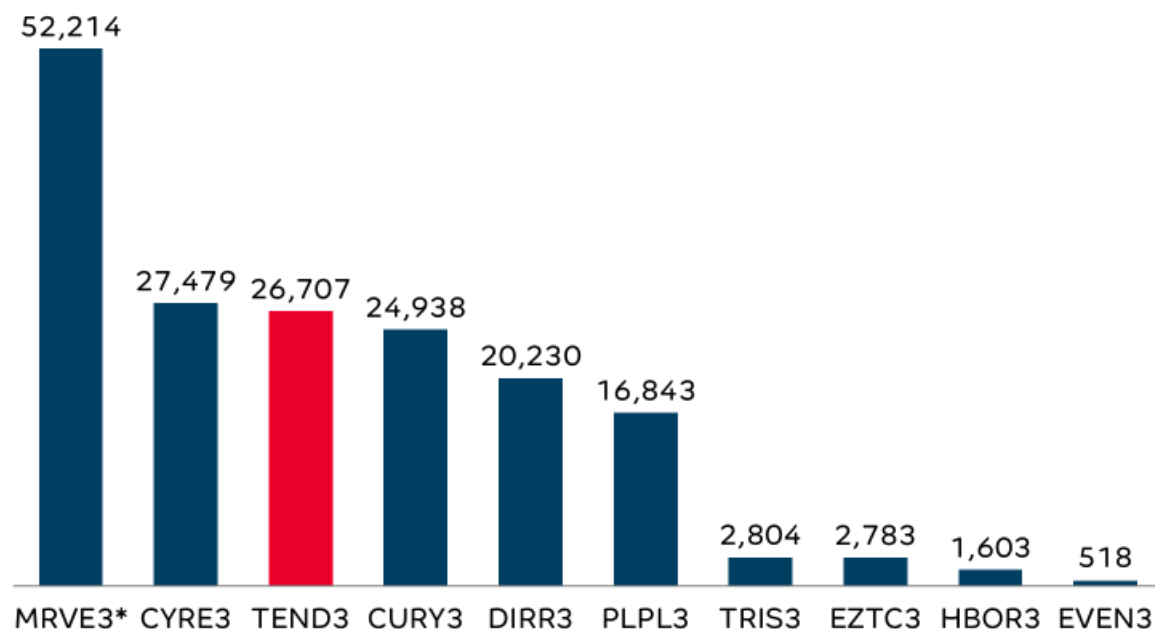
**Industrialized Construction:
Delivering Sustainable and
Affordable Housing Solutions**

Belém COP 30

Tenda is the **third-largest developer** in Brazil and operates in eight metropolitan regions across the country

Launches

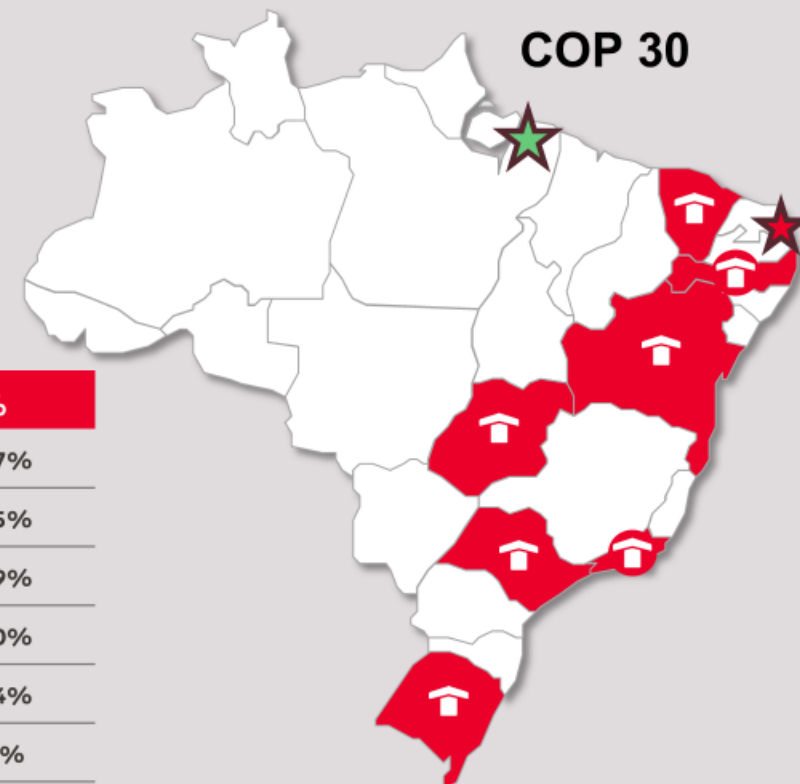
Units (2Q25 LTM)



Operating Regions (PSV by Region)

% of gross sales (PSV 2Q25)

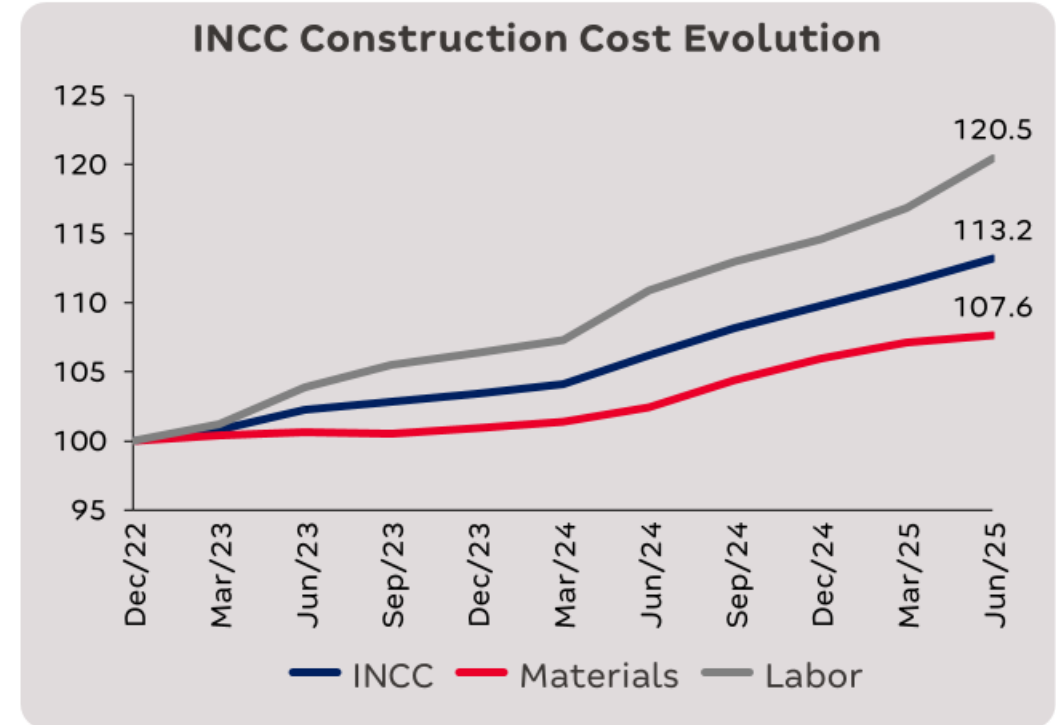
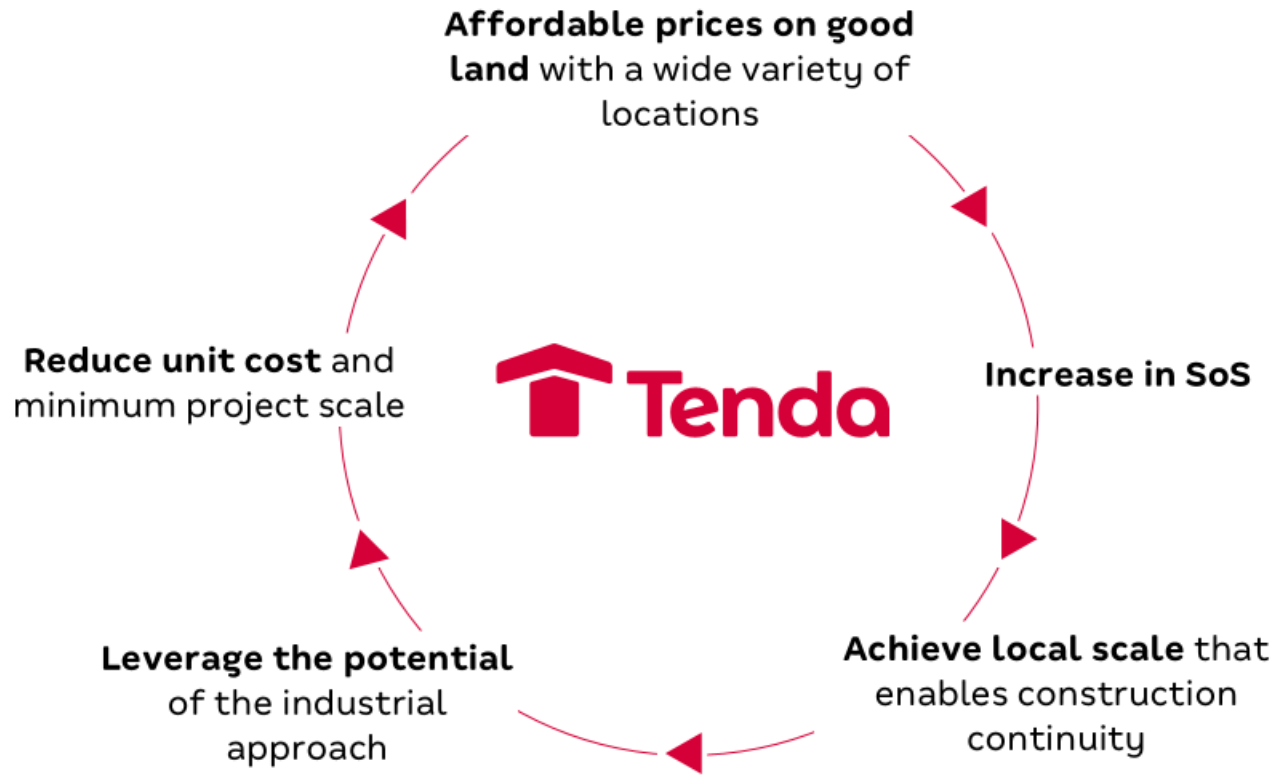
State	%
São Paulo	28.7%
Bahia	21.5%
Ceará	12.9%
Rio de Janeiro	11.0%
Pernambuco	10.4%
Rio Grande do Sul	7.8%
Goiás	6.5%
Campinas	1.3%



Start of operations in João Pessoa in 2025, reinforcing Tenda's growth in Brazil's Northeast.

Industrial approach that enables **high-cost efficiency**

Robust business model with a strategy focused on scale and operational efficiency



Tenda Cost Breakdown	2Q25
Materials	66.55%
Labor	33.45%
Own Labor	17.41%
Third-Party Labor	16.04%

Three Industrialized Construction **Platforms** for Diverse Markets

From São Paulo's metropolitan areas to small countryside towns, our three platforms enable efficient, sustainable, and affordable housing solutions



On site - Concrete



Off Site - Prefabricated concrete



Off site - Wood frame

Alea



Alea's innovative approach delivers sustainable, affordable, and high-quality homes with a low-carbon footprint.

Top Challenges Facing Brazil's Affordable Housing Sector

Housing deficit

- 5.97 million homes needed
- 3.6 million excessive rent
- 1.24 million precarious conditions
- 1.24 million shared/cohabitation



Deficit of Homes



Inequality



Land
Regularization

Alea: Shaping the Future of Construction

Past



Self construction
ON-SITE

Waste, improper disposal, poor quality, rework and irregularities

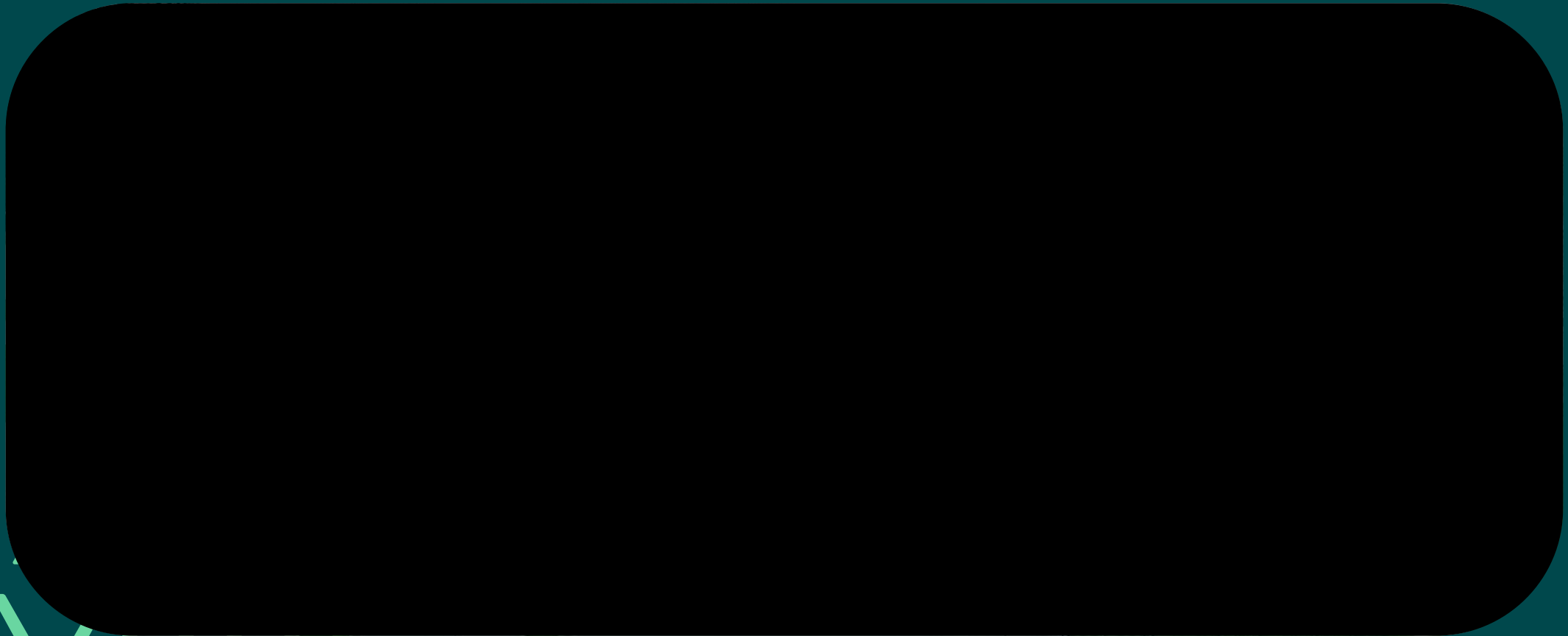
Future



OFF-SITE

Fast, clean and quality work, less use of labor and more sustainable

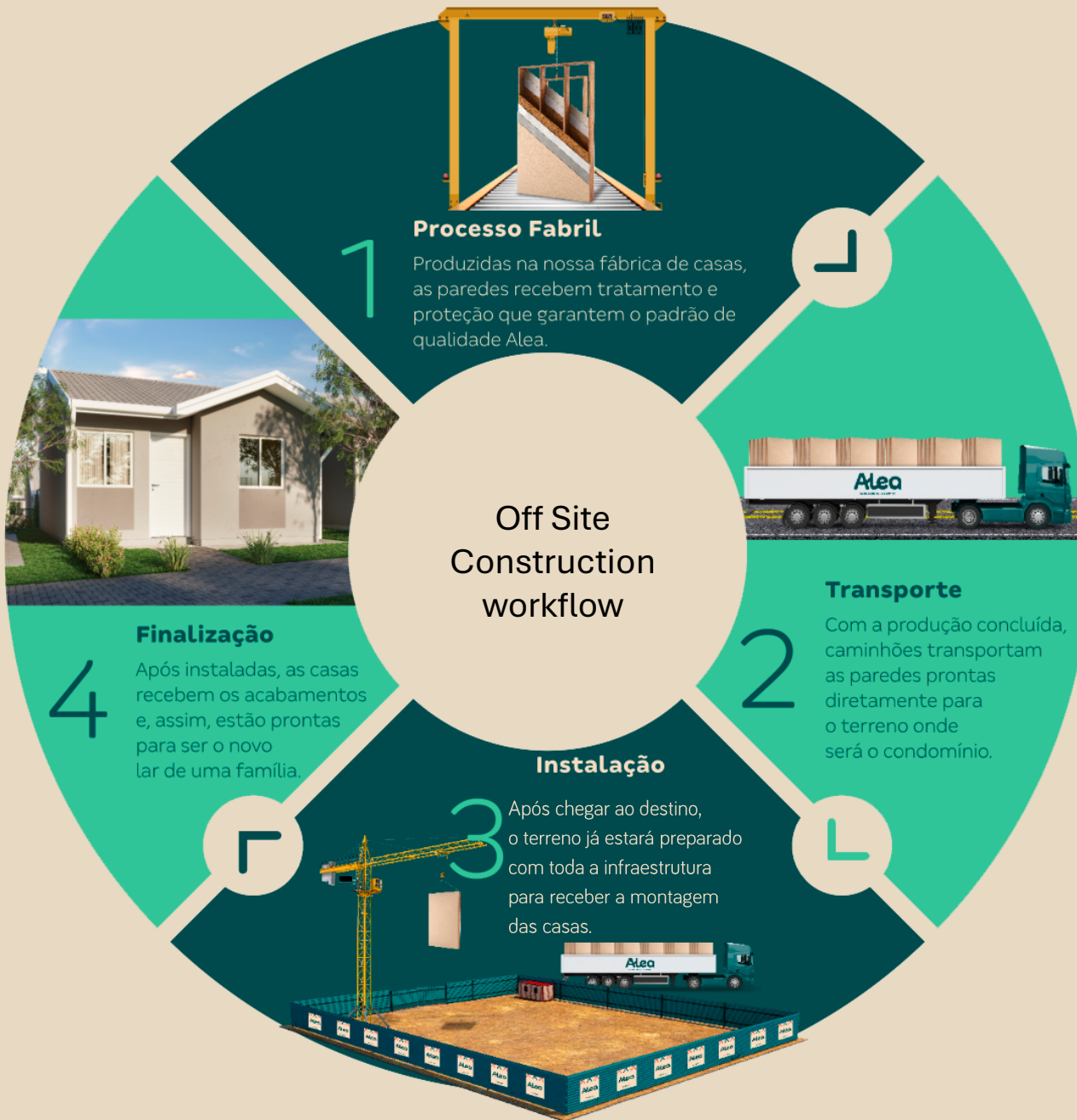
Latin America's largest wood frame housing factory



Range 400km
Coverage area



10.000 homes per year
Production capacity



1 house
produced every
36 minutes



After leaving the
factory, we set up 4
houses per day on
each site

Assembly

Woodframe



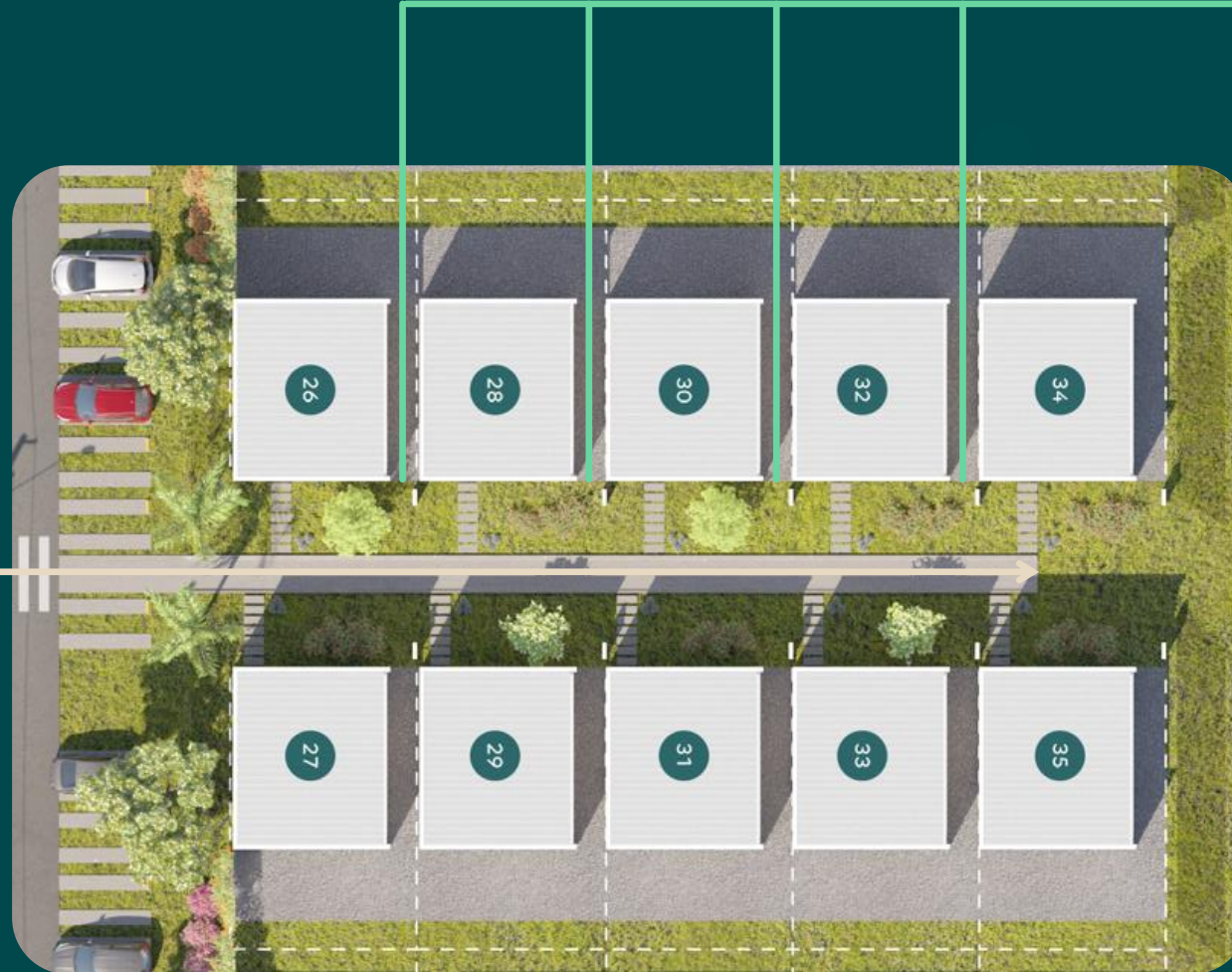


Urban Design and Project Concept

Standalone homes with secure and exclusive pedestrian access through a boulevard

Standalone
homes

Boulevard



Boulevard



Pedestrian access for greater freedom



Standalone for privacy



Houses Alea

2 bedroom homes with 43,53 m²
land lot of 84,75 m²



Actual numbers & impact



62

Cities



6.500

Units
Launched



+1.800

Units
Delivered



2.900

Units
In construction



26.500

Units in land
bank

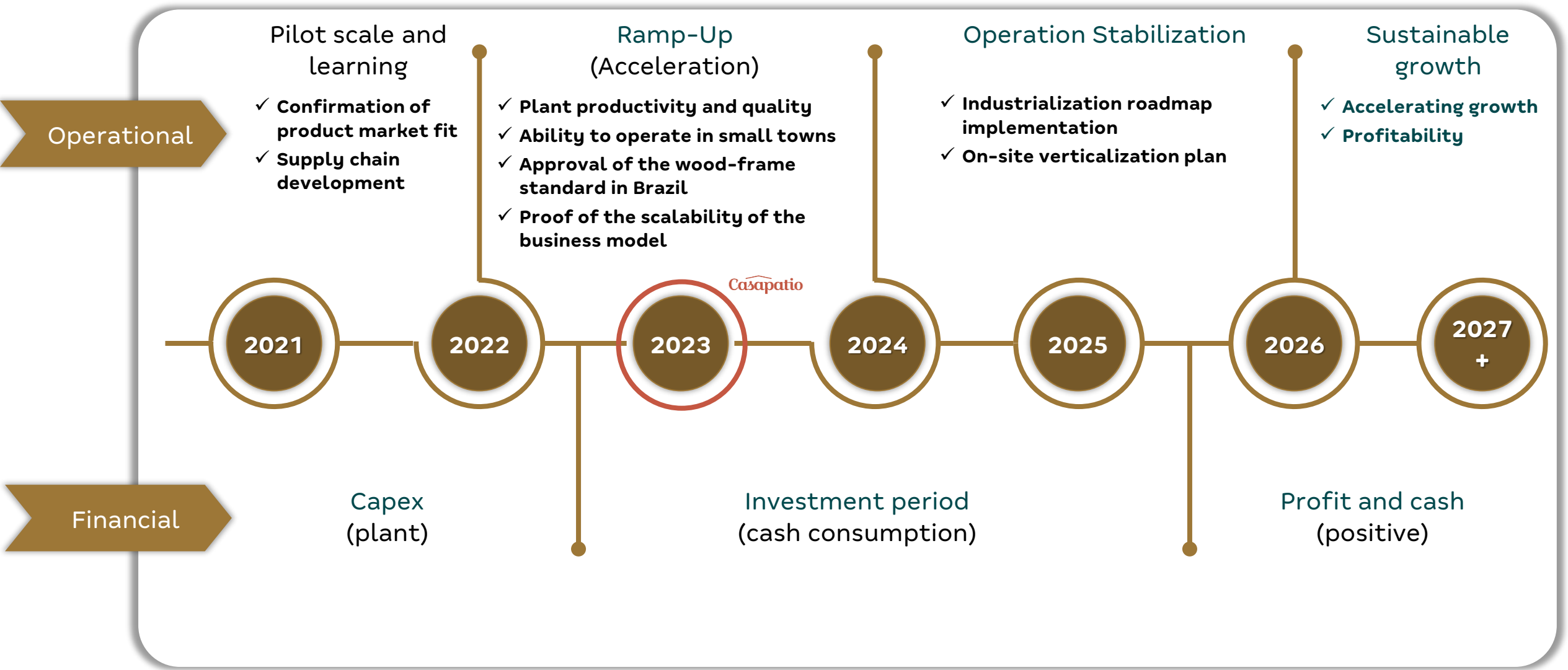
Social impact

3 minimum
wages

Medium
Income



Alea has been de-risking its business model for 6 years. **We are now focusing on operation stabilization.** It will **return** scaling up and become profitable from 2027 onwards



Transforming Construction: Main Initiatives for **Cost and Process Optimization**

1. Wiring harness station

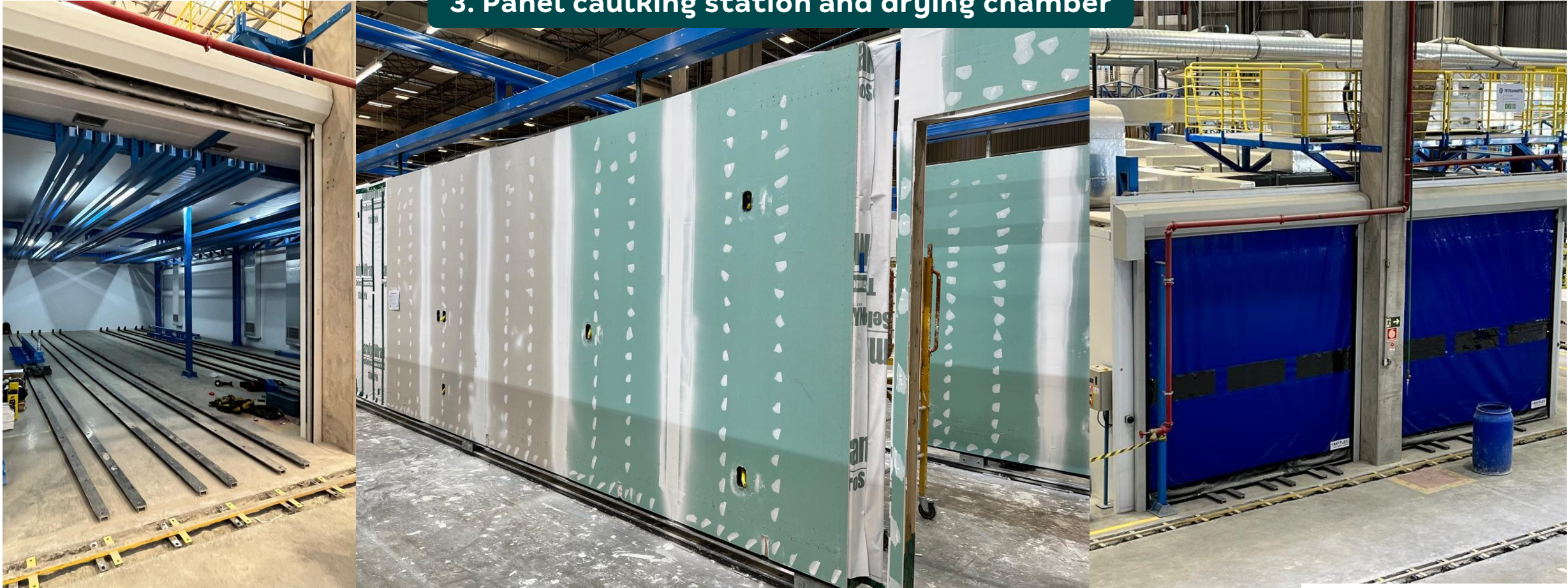


2. Shaft assembly station and hydraulic kit



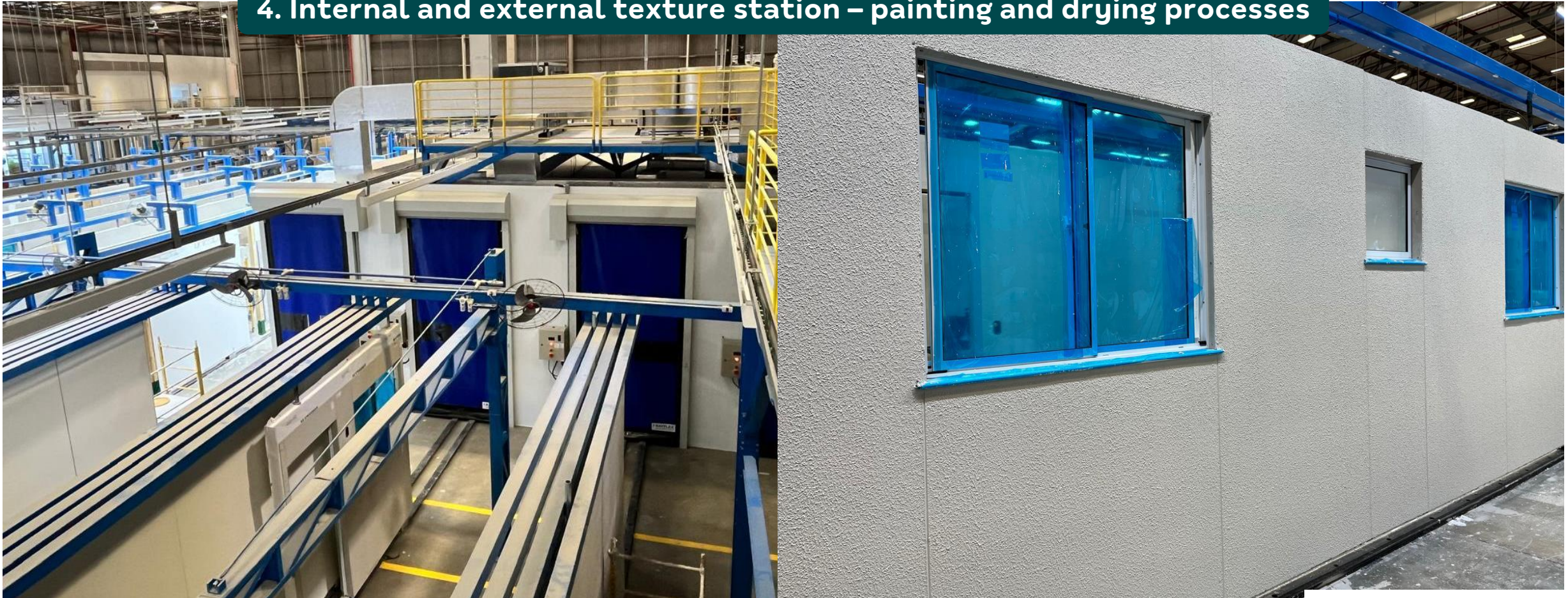
Transforming Construction: Main Initiatives for **Cost and Process Optimization**

3. Panel caulking station and drying chamber



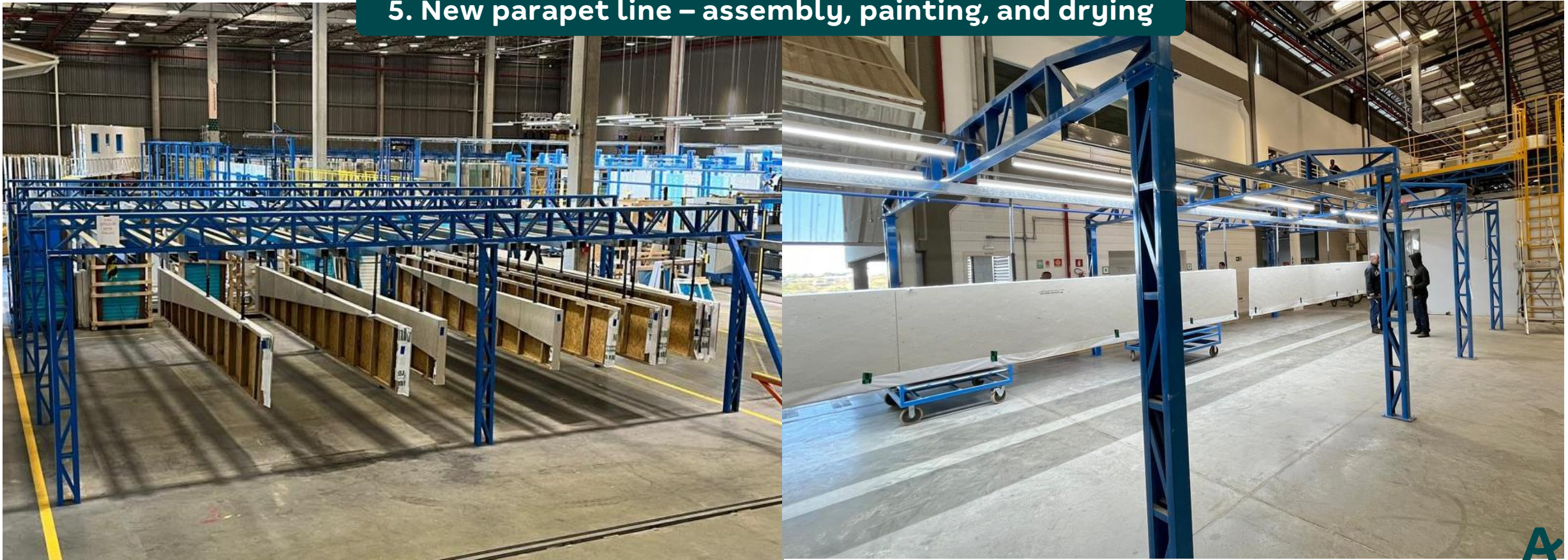
Transforming Construction: Main Initiatives for **Cost and Process Optimization**

4. Internal and external texture station – painting and drying processes



Transforming Construction: Main Initiatives for **Cost and Process Optimization**

5. New parapet line – assembly, painting, and drying



Canoas Project: **Rebuilding Lives** and Scaling Affordable Housing After Climate Disasters

Largest low-income housing project funded by FAR in Brazil in the last 10 years.



Signature

07/10/2025

Units

1,500

Price

R\$ 200 thousand per unit

PSV

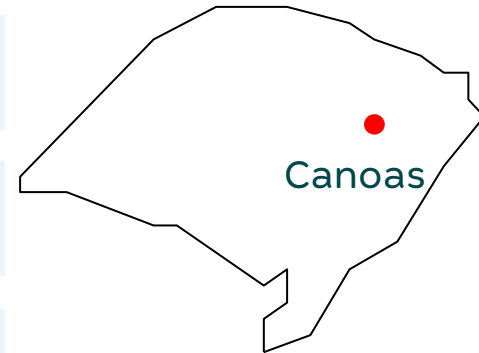
R\$ 300 million

Operational data

Launch formalization in 3Q25

Delivery term

Up to 24 months



Canoas: Affordable Housing for Climate-Impacted Communities

Over 60% of Canoas was submerged in 2024. Our housing initiative supports recovery and resilience for affected families.



Alagamento Rio Grande do Sul - Canoas | Reuters/folhapress

Strategic Partnerships for Climate Resilience and Industrialized Housing



Municipalities and
Fed. Gov. Ministry
of Cities
5,569 municipalities
68% building codes

USP – SP University
Tool for project
carbon footprint



Debate and incentives for
affordable housing &
industrialization



CEF
Scheduled
measurement of
materials in the factory
to reduce working
capital

Impact growth investment firm
to solve world's biggest problems



Our **contribution** to the Amazon COP: Industrialized construction can accelerate progress towards Net Zero goals and address labor shortages

Even in Tenda's on-site concrete developments, we achieved a 9,5% reduction in carbon emissions compared to the industry standard

	Tenda – Patio Engenho Novo CE Carbon	Benchmark for concrete walls CE Carbon
Emissions kgCO2e/m2	190	210

Off-site construction requires only 1/8 of the workforce compared to traditional methods



THANK YOU!

 casasalea.com

 [@casasalea](https://www.instagram.com/casasalea)



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Alea