

Bento Gonçalves (RS), December 15th, 2014. Unicasa Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA), one of the leading companies in Brazil's custom-made furniture industry and the only Brazilian publicly held company in the sector, announces today its 2014 Public Meeting. Except where stated otherwise, all variations and comparisons are in relation to the same period of the previous year. The following financial and operating information, except where stated otherwise, is presented with consolidated data (with Unicasa Comércio de Móveis Ltda), in thousands of Brazilian reais and in accordance with the International Financial Reporting Standards (IFRS).

The forward-looking statements in this document related to the business prospects, projections of operating and financial results and growth prospects of Unicasa are merely estimates and as such are based exclusively on the expectations of the Company's Management for the future of the business, and therefore are subject to known and unknown risks and uncertainties that could result in them not materializing or differing materially from expectations.

AGENDA

About Unicasa

Sales results

Financial results

Operations

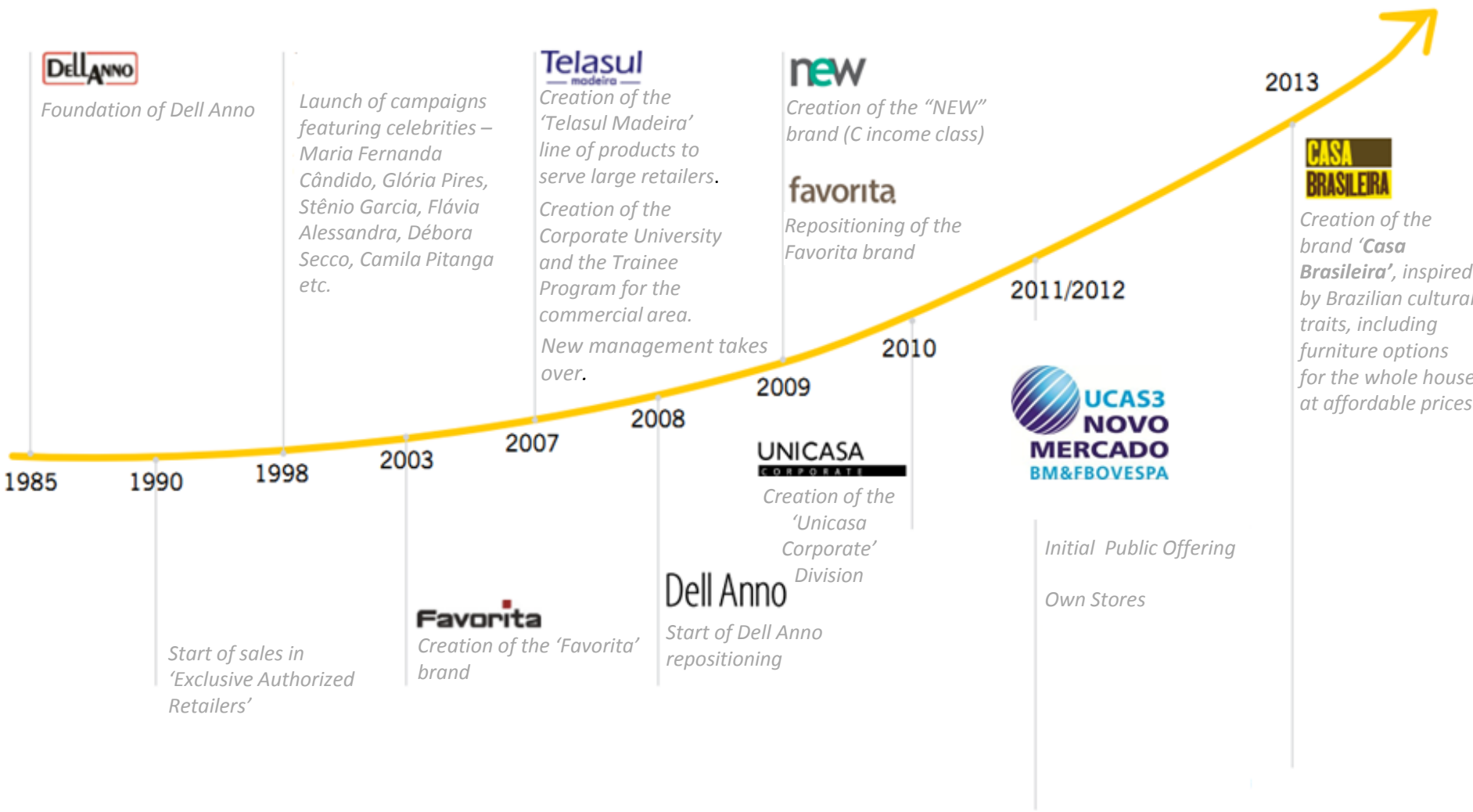


AGENDA

About Unicasa

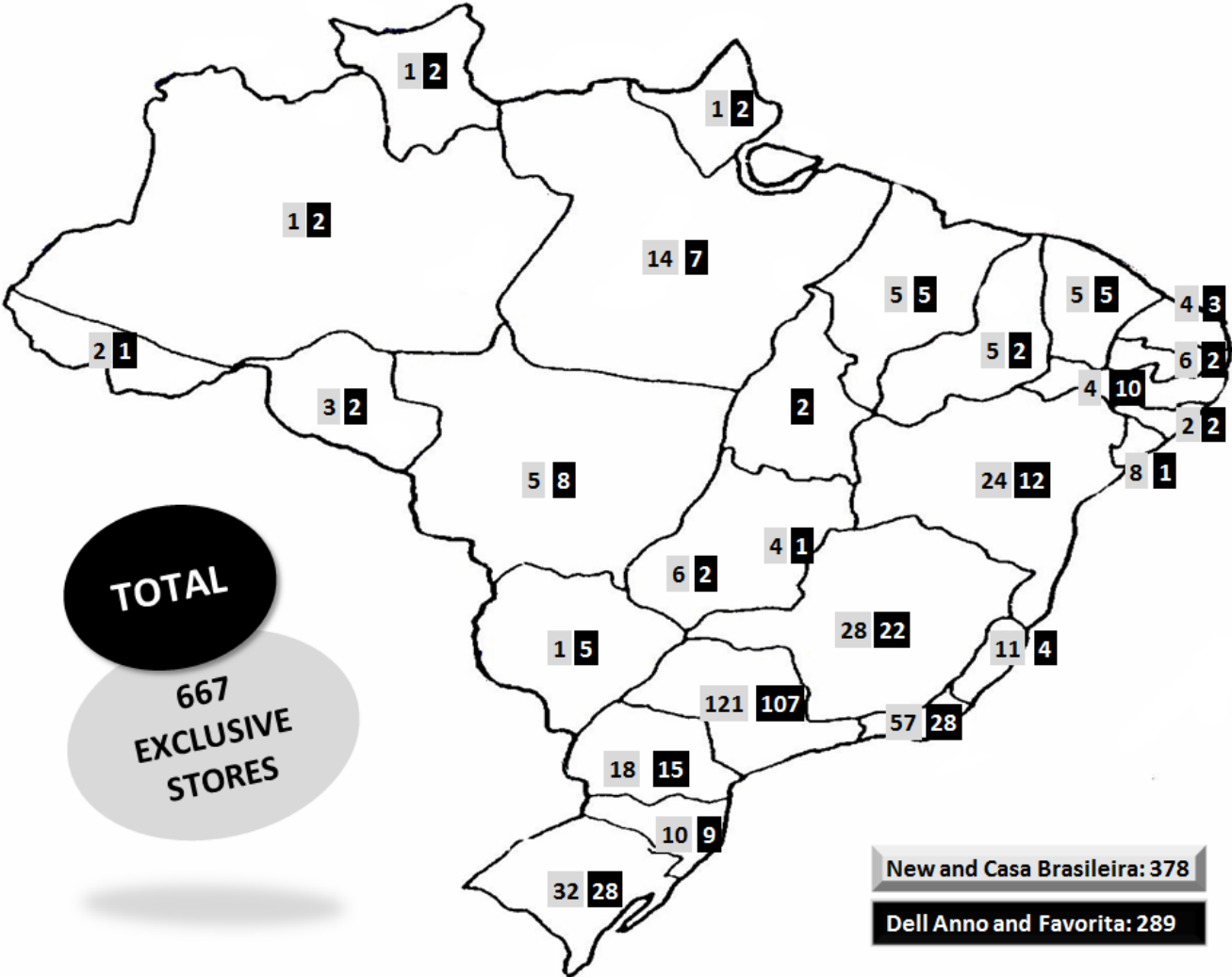


- *One of Brazil's **largest** customized furniture **companies**;*
- *29 years of **experience** in the customized furniture market;*
- ***Broad distribution network**, reaching all regions of Brazil;*
- ***Pioneer** in using **advanced technologies** to manufacture customized furniture (e.g. painting and flexible production);*
- *Only Brazilian company in the sector listed on the stock exchange (**UCAS3**).*



		Dell Anno	favorita	new	CASA BRASILEIRA	UNICASA CORPORATE
Foundation		1985	2003	2009	2013	2010
Income Classes		A e B ~15 mm households ¹		C ~20 mm households ¹		Hotels/Inns and Commercial/Residential Real State
Distribution Channel	POS	Exclusive and Own (Dell Anno)		Exclusive and multi-brands		Direct sales
		289		378 exclusive 695 multi-brand		
	% of Gross Rev. 9M14 ²	54.3% R\$129.6M		Exclusive: 27.6% R\$65.8M Multimarcas: 11.3% R\$26.9M		0.2% R\$5.0M
Average ticket		\$\$\$\$\$		\$\$\$\$		n/a

Note: (1) According to IBGE – Monthly Household Income: Class A: above R\$ 6,745.00, Class B: between R\$5,174.00 and R\$6,745.00, Class C: between R\$1,200.00 and R\$5,174.00, Class D: between R\$725.00 and R\$1,200.00;
(2) Does not include export sales and other revenues



Geographic division factors

- *Income*
- *Population*

Geographic division

- *Nuclear*
- *Orbital*
- *Peripheral*

New dealers

- *Guarantee*
- *Management training*
- *ERP*

AGENDA

Sales results



Economic scenario in 2014

- *Carnival in March*
- *World Cup*
- *Elections*
- *Inflation*
- *Drop in consumer confidence*
- *Reduction in consumer credit*

Effects that impacted 2014 results

- *Provisions*
- *Amortization of sales points*
- *Difference between recognition of revenue and expense in own-store operations*

Actions taken

- *Programmed Sale*
- *Opening of the República do Líbano store*
- *Closing of Telasul*
- *New machinery in operation*

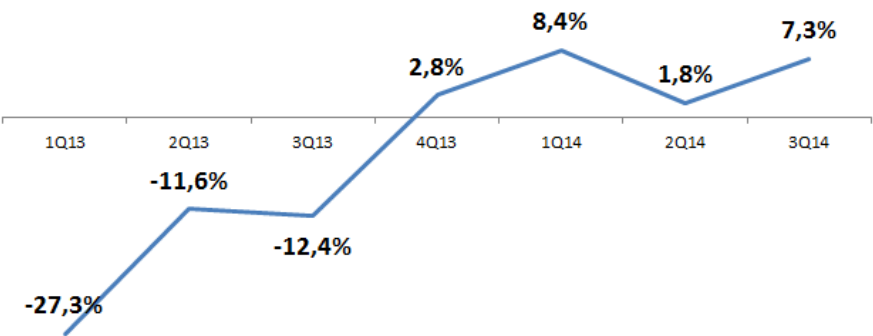
Adjustments for 2015

- *Reduction in headcount*
- *Adjustment of own-store expenses*
- *Adjustment of marketing expenses*

DELL ANNO

- Brand recovery;
- Maturation of own stores;

YoY Performance



FAVORITA

- Gateway for migration of competitor stores: balanced proposition between product and price.

Distribution network and productivity



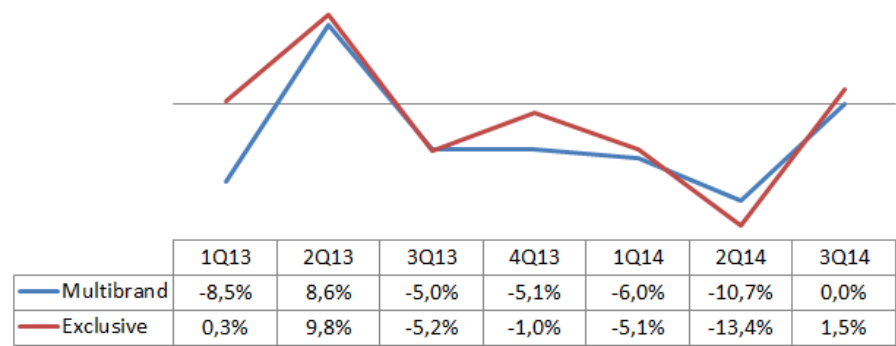
	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14
Distribution network	463	463	456	439	321	308	289
Productivity (store/month)	25,8	29,2	30,6	41,2	40,3	44,7	51,8

— Distribution network — Productivity (store/month)

NEW

- Sharp decrease in the second quarter of this year;
- Recovery in the third quarter

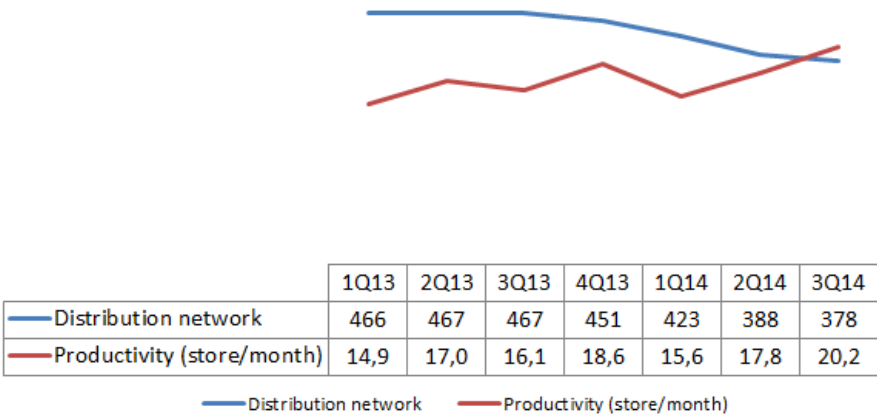
YoY Performance – Exclusive and Multibrand



CASA BRASILEIRA

- Improved performance and distribution network of the brand in 2014;

Distribution network and productivity – Exclusive



- *Exports*
 - *Decrease of 25.2% in 9M14*

- *Corporate*
 - *Growth of 67.3% in 9M14*

- *Closure of Telasul Modulados*

AGENDA

Financial results



Executive Summary

Income Statement	3Q13	3Q14	Δ	9M13	9M14	Δ
Net Revenue from Sales	64,220	63,846	-0.6%	182,685	176,738	-3.3%
Cost of Goods Sold	(39,193)	(37,475)	-4.4%	(110,407)	(104,114)	-5.7%
Gross Profit	25,027	26,371	5.4%	72,278	72,624	0.5%
Selling Expenses	(18,231)	(21,989)	20.6%	(49,647)	(56,553)	13.9%
General and Administrative Expenses	(5,399)	(4,472)	-17.2%	(14,783)	(12,799)	-13.4%
Other Operating Income, Net	885	499	-43.6%	3,122	2,510	-19.6%
Operating Income	2,282	409	-82.1%	10,970	5,782	-47.3%
Financial Expenses	(1,347)	(487)	-63.8%	(3,140)	(1,695)	-46.0%
Financial Income	1,908	2,230	16.9%	7,407	6,548	-11.6%
Operating Income before Income Tax and Social Contribution	2,843	2,152	-24.3%	15,237	10,635	-30.2%
Income Tax and Social Contribution	28	166	492.9%	(1,942)	(330)	-83.0%
Current	(1,832)	(1,578)	-13.9%	(7,640)	(5,554)	-27.3%
Deferred	1,860	1,744	-6.2%	5,698	5,224	-8.3%
Net Income for the Period	2,871	2,318	-19.3%	13,295	10,305	-22.5%
Earnings per Share (R\$)	0.04	0.04	0.0%	0.20	0.16	-20.0%

MATERIAL FACT

Bento Gonçalves, RS, November 28, 2014 – Unicasa Indústria de Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA), one of the leading companies in Brazil's custom-made furniture industry and the only Brazilian publicly held company in the sector, in accordance with CVM Instruction 358/02 and Article 157, Paragraph 4 of Federal Law 6.404/76, both as amended, announces to its shareholders and the general market that, in a meeting with the Executive Board held on the date hereof, it decided, due to commercial, strategic, operational and marketing reasons, to terminate its commercial relationship with one of the largest retail chains operating in São Paulo with which it maintained a contract for over 15 years.

The Company estimates the impacts from this termination on its income net of tax at approximately R\$12 million, due to the provisioning of amounts for the delivery of products related to orders made by consumers that are pending and will be honored by the Company, in accordance with the mutual rescission agreement entered into with the retailer. The cash expenditures for honoring this agreement will be made in accordance with the merchandise delivery period.

Despite the negative short-term impact, the Executive Board believes that the termination adequately resolves the matter and expects to improve the Company's brand visibility and customer service by accrediting a new reseller in the region, which will provide it with benefits in the medium and long term.

AGENDA

Operations



- *Painting project*
 - *Increase in capacity from 90m³ to 200m³ (3 shifts);*
 - *Capex: approx. R\$3.5 million (4Q13)*
 - *Operational startup: December*
 - *Expected effect: shorter delivery time and higher revenue*

- **Components Project**

- *Insourcing of components: drawers, view, foot panels, beams and pillars (92% of the components are outsourced)*
- *Capacity for 21,000 parts (2 shifts)*
- *Capex: approx. R\$6.5 million (4Q13)*
- *Operational startup: November*
- *Reduction expected in outsourced services*

- *Factory occupancy*
 - *2 Shifts: 60%*
 - *3 Shifts: 45%*

- *Fixed and variable costs*

A modern living room with a large, light-colored modular sofa in the foreground. Behind the sofa is a long, low white shelving unit with various decorative items. To the right, there is a dark wood display cabinet filled with books and decorative objects. The room has a warm, ambient lighting scheme with recessed ceiling lights and under-shelf lighting. The floor is made of light-colored wood.

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