

**LOJAS RENNER S.A.**

CNPJ/MF nº 92.754.738/0001-62

NIRE 43300004848

A Publicly-Held Corporation with Authorized Capital

**ANNOUNCEMENT TO THE MARKET**

In view of the content of certain articles published in the press<sup>1</sup>, and for the attention of its shareholders and the market at large, Lojas Renner S.A. ("Lojas Renner" or "Company") wishes to clarify transparently and based on the principles of governance, the functioning of the Company's Profit Sharing Program ("PPR"), (which is available to all employees excluding the management team) and the criteria used in its calculation for fiscal year 2024.

As transparently disclosed in the Company's Annual Financial Statements ("DFs"), a total amount of R\$ 150.7 million in 2024 will be distributed among approximately the Company's 21 thousand employees, excluding the management, who are not eligible for this program. The structured incentive model, known as the PPR, rewards collective efforts toward reaching targets that were pre-set and approved by the Board of Directors following the recommendation of the People and Nominating Committee. The program is activated only if the Company meets a minimum full-year EBIT target. The program's targets include not only financial milestones but also non-financial objectives that are essential for the Company's long-term sustainable value creation. The PPR is calculated based on annual results rather than quarterly performances.

As recently published in the DFs, in 2024, there was an increase in the Company's Net Income of 23% compared to 2023, already discounting amounts paid within the scope of the PPR (32% excluding the program). In parallel, EBITDA increased 26%, in addition to a record cash generation of R\$ 1.5 billion (40% higher than the preceding year).

The Company further wishes to clarify that in fiscal year 2024, the effective variable remuneration of the Management was 11% lower than that approved by the shareholders in the Annual General Meeting of April 18, 2024, representing approximately 1% of the Net Profit for the period.

In the context of the shareholders, in 2024, the Company distributed and paid out R\$ 634 million in Interest on Capital/dividends, equivalent to 53% of the net income for the period.

The Company reiterates its commitment to transparency and best corporate governance practices, which, especially since 2005 when it was recognized as the first Brazilian corporation, has made it a benchmark in the capital markets.

Porto Alegre, February 24, 2025.

LOJAS RENNER S.A.

Daniel Martins dos Santos

Chief Administrative and Financial Officer and Investor Relations Officer

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<sup>1</sup> [Example / Brazil Journal]