Integrated Report 2025

vivo

Summary

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Photo: Bruno Rondinelli

"Placing the customer at the center of our decisions and offering services and solutions that connect people and businesses, simplify life, and generate positive impact in every experience."

CHRISTIAN MAUAD GEBARA
TELEFÔNICA BRASIL'S CEO

Message from the CEO

GRI 2-22

In 2025, we reaffirmed the consistency of a path built with a long-term vision. For the fourth consecutive year, we have recorded revenue growth above inflation, demonstrating the strength of our business model and our ability to evolve sustainably in an increasingly complex and competitive environment. This performance, reinforced by the lowest churn rates in our history – 1.0% in postpaid and 1.5% in fiber — consolidates an important milestone at year-end. These results reflect a strategy guided by the purpose of **Digitalizar para Aproximar (Digitalize to Bring Closer)**, placing customers at the center of our decisions and offering services and solutions that connect people and businesses, simplify life, and generate positive impact in every experience.

Our operational strength is also reflected in public recognition. Vivo reached a market value of R$107 billion[1], a growth of 41.5% in the year, during which we disbursed R$6.4 billion, when we add up the distributions made to our shareholders and share buybacks. In 2026, we will distribute at least 100% of the net profit generated, through dividends, interest on shareholders' equity, share buybacks, and capital reduction. This set of achievements places us among the most valuable companies in Brazil and expresses not only our financial strength, but also the trust of customers, partners, and investors in a company prepared for the future and committed to responsible growth.

Our progress is directly connected to the way we think and act. **The 5 Paixões Púrpura (5 Purple Passions) — O tempo do cliente é agora (Customer Time Is Now); Gente é a nossa melhor tecnologia (People Are Our Best Technology); Ser curioso pega bem (Curiosity Looks Good on You); Dá para ser mais simples (It Can Be Simpler); and Resultado é comigo (Results Are on Me)** – were reviewed and expanded as foundations of our culture. They are no longer merely declared values and have become practical day-to-day commitments. They strengthen a more mature and resilient performance, capable of sustaining current challenges and the opportunities that arise. It is from this base that our strategic pillars are structured, responsible for guiding business decisions, investments, and priorities in 2025.

In Vivo Total, the first of these pillars, we reinforced our leadership in connectivity by investing R$9.3 billion in the expansion and modernization of our network. We connect more and more

[1] On December 31, 2025

people and businesses with leading technologies, with a focus on 5G and fiber. In 2025, we reached 716 cities with over 67% of the Brazilian population covered by 5G technology. Considering all mobile networks, our coverage reaches 98% of the population. We maintained our pioneering spirit by commercially delivering 5.5G and advanced in network slicing, enabling new 5G-enabled solutions for the corporate sector.

In the mobile market, we remain in the lead, with a 38.1% share and the largest customer base in the country, with over 103 million accesses. When analyzing each segment individually, our performance also stands out: we are leaders in postpaid and prepaid market share, with 40.3% and 34.1%, respectively. To expand our value proposition, we have renewed our portfolio and now offer new plan categories, with faster activation, flexibility, and Vivo's 5G quality, recognized by Opensignal, for the second time in a row, as the fastest in the world.

In parallel, fiber remains one of our main growth drivers, reaching 31.0 million homes and businesses in 453 cities. The expansion of our network will gain even more traction thanks to an important milestone reached in April of last year, when we signed Authorization Term No. 1/2025 with the National Telecommunications Agency (ANATEL, in Portuguese), formalizing the migration from the concession model to the authorization model. This achievement creates room for additional investments in the digitalization of Brazil, allowing Vivo to direct new investments toward technologies that are more relevant to the population's needs, such as advancing 4G and 5G coverage in over a thousand municipalities in the coming years, reducing the country's digital gap by increasing network capacity in hundreds of locations and modernizing the fiber infrastructure. In this context, we expect a monetization of legacy assets of approximately R$4.5 billion, with R$3 billion from the sale of copper and R$1.5 billion from the commercialization of real estate.

38.1% market share in the mobile market, maintaining leadership and the largest customer base in the country, with over 103 million accesses.

Vivo's leadership, the quality of the service we offer to our customers, and the reach of our network, both fixed and mobile, are the cornerstones of our value proposition, whose flagship is the **Vivo Total** – a convergent offering that brings convenience and benefits to our customers. We ended the year with 3.4 million fiber accesses in this offer, an annual growth of 40.9%. Vivo Total is a strong competitive advantage for Vivo, considering that total customer churn is up to 40% lower compared to non-convergent customers.

Allied to this is our innovative commercial strategy, which combines the best of digital with face-to-face contact. In addition to the Vivo app, which connects us with over 28 million customers every month, we maintain approximately 1,800 physical stores that serve as technology hubs, including iconic units such as the new Oscar Freire store in São Paulo, an environment that values human connections and enables the public to experience a blend of innovation, gastronomy, literature, and art. We complement our presence in indirect channels, with 5,000 B2B sellers and 3,000 door-to-door professionals throughout Brazil.

This structure creates the basis for diversifying our operations. In the **Vivo Max** pillar, we evolved through a robust digital ecosystem that positions Vivo as a powerful technology company. We are present in different areas such as financial services, health and wellness, education, smart home, entertainment, energy, as well as cloud solutions, cybersecurity, IoT, big data, and IT equipment. The combined revenue from these services already represents about 12% of the Company's total revenue.

Strategic projects illustrate this diversification. The partnership with Sabesp for the installation of 4.4 million smart meters in the cities of São Paulo and São José dos Campos (SP) – the largest initiative of its kind in the world – demonstrates Vivo's role in modernizing essential services, combining technology, operational efficiency, and positive environmental impact. In financial services, highlights include our personal loan, which closed the year with more than R$1 billion in operations since its launch, and the sale of insurance, with affordable coverage for smartphones and electronics, as well as homes and travel. We also strengthened partnerships with audio and video OTT platforms, with exclusive offers, reinforcing the range of possibilities so that our customers have an increasingly complete and relevant experience. In 2025, we reached 4.1 million subscriptions on these platforms through Vivo.

More than 28 million customers connected every month through the Vivo app and about 1,800 physical stores that serve as technology hubs.

Acquisitions stood out during the year and strengthened Vivo Max. We acquired i2GO, one of the main brands of accessories for smartphones and electronics in Brazil, creating a strategic synergy with Ovvi, our own brand launched in 2022, which already stands out in the premium segment. Together, they combine forces to offer a complete, high-quality portfolio for different consumer profiles. In the corporate segment, we took over Telefónica Tech's cybersecurity division in Brazil, expanding our B2B portfolio with advanced information security solutions.

We also rely on open innovation to strengthen this entire ecosystem. With the expansion of Vivo Ventures, our corporate venture capital fund, we increased the total amount to be invested to R$470 million, an increase of R$150 million compared to the original value. Since its inception, we have already allocated R$200 million in 14 investments. In 2025 alone, we made seven investments, including investments in Asaas and 180 Seguros.

As we expand our portfolio, we keep the customer at the center of everything we do. At **Vivo Sempre (Vivo Always)**, our next pillar, we reinforce the belief that, at Vivo, we sell experiences. Our focus is to deliver an outstanding journey at every touchpoint, supported by network excellence, field services, and an increasingly preventive approach. In 2025, we achieved the best NPS in our history; monitoring and proactive communication initiatives reduced customer fiber repairs by 77%; and the Vivo app consolidated its position as the main interaction channel, accounting for 89% of contacts.

With **Vivo IA Digital (Vivo Digital AI)**, we consistently advance in integrating business and technology, driving the use of Artificial Intelligence (AI) to enhance our operational efficiency, support decisions, and improve the customer experience. We have been using AI solutions for years and, with the advent of generative AI, we have accelerated our journey toward becoming a data-driven company. In addition to productivity gains, we enhance governance, security, quality, and ethics in data usage, preparing Vivo for a future of new growth cycles based on reliable and scalable technology.

Looking to the future also means assuming responsibilities. In the **Futuro Vivo (Vivo Future)** pillar, ESG criteria dictate our decisions, investments, and actions throughout the chain. Last year, we consolidated our position as a benchmark by achieving important recognitions, such as leadership in the Corporate Sustainability Index (ISE B3, in Portuguese), which includes companies from all sectors of the Brazilian economy; 5th place globally among telecommunications companies in S&P Global's Corporate Sustainability Assessment; and other rankings that place us among the most sustainable companies in the country and with a strong presence on the international stage.

We also advanced in a regenerative agenda. During the Encontro Futuro Vivo (Vivo Future Meeting), an event that fostered reflections on a more sustainable and humane world, we made an unprecedented long-term commitment to biodiversity through Floresta Futuro Vivo (Vivo Future Forest), an initiative developed in partnership with re.green. The initiative provides for the recovery and protection of approximately 800 hectares of forest in the Amazon, between Maranhão and Pará, over the next 30 years. The project includes the planting and conservation of approximately 900,000 trees from 30 native species, the reconnection of forest fragments, the restoration of ecological functions, and the protection of endangered species, as well as generating sustainable opportunities for surrounding communities.

As a leading company in environmental topics, we participated in COP 30 as a supporter and panelist at the unprecedented Planetary Science Pavilion. We have been, alongside the most renowned climate scientists, contributing to strengthening the discussions that foster sustainable development, with solutions that prioritize people and nature.

In the social sphere, we continue to work to reduce inequalities in Brazil, with a focus on education and digital inclusion. In 2025, alongside several advances in developing digital skills among students and educators in Brazil's public education system, Fundação Telefônica Vivo (Telefônica Vivo Foundation) was selected by the Ministry of Education (MEC, in Portuguese) to help expand and improve digital training programs for teachers and administrators in the national public school network. MEC's AVAMEC platform offers 24 courses from our Foundation focused on the development of digital skills. Through volunteering, we mobilized more than 10,000 employees, impacting 45,000 people in 34 Brazilian cities. 52 projects were supported, with 26 being carried out in public schools.

All of this is only possible thanks to people, our best technology. In the **Eu, nós, Vivo (Me, Us, Vivo)** pillar, we value both the individual and the collective, promoting diversity, inclusion, health, and well-being. We closed 2025 with 35% women in management positions, 39.8% female executive leadership, 44.8% Black and Brown employees, 34.1% Black and Brown people in leadership positions, 5.8% people with disabilities, and 10.1% self-declared LGBTQIA+.

We closed the year even more convinced of our purpose of **Digitalizar para Aproximar**. I appreciate the dedication of our employees, the trust of our customers and partners, and the support of our shareholders. We continue building, together, a Vivo that is increasingly relevant to Brazil and ready for the future.

Christian Mauad Gebara
Telefônica Brasil's CEO

Presentation

About the Integrated Report

GRI 2-2, 2-3, 2-5, 2-14

Vivo is pleased to present its **2025 Integrated Report**, which shares the Company's main advances, commitments, and results with society and its stakeholders. The document covers the period from January 1 to December 31, 2025, with specific exceptions duly indicated.

This annual report was structured based on the strategic pillars that guide Vivo's operations: Vivo Total; Vivo Max; Vivo IA Digital; Vivo Sempre; Futuro Vivo; and Eu, nós, Vivo. They reflect the purpose of Digitalizar para Aproximar and connect the Company's strategy to the way it generates value and promotes transformation.

In 2025, social, environmental and governance information represented approximately 95.3% of the scope of Vivo's consolidated financial statements in Brazil[1]. The content was reviewed and approved by the Company's Statutory Executive Board and includes significant information on environmental, social, and governance (ESG) data indices and providers, such as the Corporate Sustainability Index (ISE B3, in Portuguese) and the Dow Jones Best-in-Class World Index (DJBIC).

The external independent assurance was performed by PricewaterhouseCoopers. The financial information was audited by PwC at the time the complete 2025 financial statements were published. The assurance report can be accessed on pages 182-183 of this document.

Use of artificial intelligence

AI tools were used to support the organization of information, initial content creation, and proofreading. The remaining steps and the final content were supported by specialized consulting, as well as review and validation by the Company's executives and employees in accordance with Vivo's transparency, corporate governance, and information security guidelines.

For questions, suggestions, or comments on this report or any business-related matters, Vivo provides the email: sustentabilidade.br@telefonica.com.

Guidelines used in this report

Global Reporting Initiative (GRI Standards)
Reported in accordance with the GRI Standards, based on Vivo's material topics.

Integrated Reporting Framework (IR Framework)
Aligned with the capitals, CPC 09 technical guidance, and the requirements of CVM Resolution 14/2020.

Sustainable Development Goals (SDGs)
With correlation between Vivo's actions and the global commitments of the UN.

Sustainability Accounting Standards Board (SASB)
With specific indicators for the telecommunications sector.

Task Force on Climate-related Financial Disclosures (TCFD)
With recommendations on climate-related risks and opportunities.

Taskforce on Nature-related Financial Disclosures (TNFD)
With guidance on nature-related dependencies, impacts, risks, and opportunities.

[1] Consolidated companies (directly controlled): Terra Networks Brasil Ltda.; Telefônica Transportes e Logística Ltda.; POP Internet Ltda.; FIDC Vivo Pay I, Fundo de Investimento em Direitos Creditórios; FIDC Vivo Pay II, Fundo de Investimento em Direitos Creditórios; FIDC Vivo Pay III, Fundo de Investimento em Direitos Creditórios; Telefônica Cloud e Tecnologia do Brasil S.A.; Telefônica IoT, Big Data e Tecnologia do Brasil S.A.; Vivo Ventures Fundo de Investimento em Participações; Vivo Pay Holding Financeira Ltda.; and FiBrasil Infraestrutura e Fibra Ótica S.A.

Consolidated companies (indirectly controlled): Recicla V Comércio e Reciclagem de Sucatas e Metais Ltda. (former corporate name of TLF 05 Empreendimentos e Participações Ltda.); Vale Saúde Administradora de Cartões S.A.; Telefônica Infraestrutura e Segurança Ltda.; TLF01 Empreendimentos e Participações Ltda.; Samauma Brands Comércio, Importação Exportação de Eletro-eletrônicos Ltda.; Telefônica Cibersegurança e Tecnologia do Brasil Ltda.; and Vivo Pay Sociedade de Crédito Direto.

Unconsolidated companies (joint control): Aliança Atlântica Holding B.V.; Companhia AIX de Participações; Companhia ACT de Participações; and GUD Comercializadora de Energia S.A.

Accessibility and navigability

This Report was developed to ensure clarity, inclusivity, and ease of use.

- Technical structuring and marking of the report, connecting topics to ensure a continuous and logical reading for screen readers and other assistive technologies, always respecting the correct order of the content.
- Adoption of suitable colors and contrasts to ensure visual clarity and facilitate reading.
- Typographic sizes and spacings that promote visual comfort and comprehension.
- Textual descriptions for images and charts.
- Audiobook version of the document.

Interactivity and navigation

- Quick access to main topics through a functional summary.
- Direct access to related sections in the chapter openings.
- Clear identification of internal links throughout the report.
- References to complementary content external to the document.
- Predictable and consistent navigation between pages and sections.

Highlights 2025[1]

Governance

+100
indicators integrated into the Sustainability Plan make up Vivo's ESG strategy

20%
short-term pay tied to ESG goals

10%
long-term remuneration for executives linked to ESG goals

R$230 million
invested by Vivo Ventures in 13 startups since 2022

23 startups
in Wayra's portfolio

Corporate Venture Capital funds
used as innovation engines

98%
of employees trained in the Responsible Business Principles (Company Code of Ethics)

Digital security
Strategy accompanied by a member of the Board of Directors

Parceiro Plural program
Supplier development in ethics, human rights, diversity, privacy, and risk management

Environmental

30 years
commitment to the restoration and conservation of biodiversity in the Amazon

+800 hectares
of the Amazon will be restored

900,000
trees will be planted

91%
reduction in GHG emissions (Scopes 1 and 2 vs. 2015)

90%
of carbon-intensive suppliers with climate commitments

R$3.5 billion
in revenue linked to the transition to a low-carbon economy

71 GWh
in energy efficiency savings

100%
of electricity consumption from renewable energy sources

78 distributed
generation plants for low-voltage sites

COP30
Supporter and panelist at the first Planetary Science Pavilion

232 tons
of electronic waste recycled through Vivo Recicle (Vivo Recycle), since the beginning of the program in 2006

[1] As of 12/31/2025

Social

34.1%
of Black people in leadership positions

39.8%
of the executive leadership are women

10.1%
of employees are LGBTQIA+ individuals

5.8%
of the workforce is composed of people with disabilities

2.4 million
people benefited by Fundação Telefônica Vivo

R$47 million
in social investment, using the Company's own resources

11,000 volunteers
on Dia dos Voluntários Telefônica (Telefônica Volunteers Day), benefiting 52 projects

32,000 employees
and 50,000 dependents with access to Hospital Púrpura, offering virtual medical care 24 hours a day, 7 days a week.

Conscious use of technology and mental health
Leadership of the movement for a more balanced use of screens, through initiatives that invite people to reflect on their relationship with technology

Business

116.7 million
accesses

R$107 billion[1]
in market value
41.5% growth

R$59.6 billion
in net revenue
6.7% growth

R$24.8 billion
EBITDA
8.5% expansion

67.7%[1]
of the Brazilian population covered by 5G

716
municipalities with 5G coverage

31 million
households covered with fiber

R$5.3 billion
in B2B digital revenue with 29.5% growth

12% of revenue associated with acting as a digital ecosystem
Considering areas such as financial services, health and wellness, smart home, entertainment, energy, as well as cloud solutions, cybersecurity, IoT, big data, and IT equipment

[1] On December 31, 2025

Major Recognitions

Governance

- **Company of the Year** at Exame magazine's Melhores do ESG 2025 awards.
- The only Brazilian telecom in the **Dow Jones Best-in-Class World Index** and in S&P Global Sustainability Yearbook **for the 6th consecutive year**.
- 1st place in the **Corporate Sustainability Index** (ISE B3, in Portuguese).
- For the third consecutive year, **one of the 100 most sustainable companies in the world**, according to Corporate Knights.
- Compliance Program of the Year at the **Leaders League Compliance Summit and Awards 2025**.
- Top 10 and Sector Leader in the **Merco Corporate Reputation** ranking.
- Sector leader in innovation according to the **Valor Inovação Brasil 2025** award.

Environmental

- **CDP A List**, recognized among climate leaders for the 6th consecutive year.
- **A-List Supplier Engagement Assessment (SEA) by CDP**, among the leaders in climate supplier engagement.
- Listed in **B3's Carbon Efficient Index** (ICO2 B3) since 2010.
- Programa de Carbono na Cadeia de Fornecedores da Vivo (Vivo's Supplier Carbon Program) was included in the **Business Action Bank**, a collection of corporate best practices by the WBCSD (World Business Council for Sustainable Development).
- **Gold Seal** from the Brazilian GHG Protocol Program.

Social

- Top 6 of the **Best Companies to Work for in Brazil 2025**, in the Giants category (over 10,000 employees), in the national ranking of **Great Place to Work** (GPTW).
- The only Brazilian company and the only company in the **sector on Fortune's Change the World List**.
- **Ambição 2030 (Ambition 2030) Award from the UN Global Compact**, with the Mulheres na Liderança (Women in Leadership) case.
- GPTW Brazil **Diversity Award**, highlighted in the ethnic-racial ranking (6th place), LGBTI+ ranking (7th place) and women ranking (13th place).
- **Estadão Empresas Mais Award**, in the Ethics and Citizenship category.
- Anatel Accessibility Award - 1st place in the **Anatel Accessibility in Telecommunications 2025** Award.

Business

- **The most recalled brand** in Mobile Telephony, Broadband, and 5G technology, according to the Top of Mind 2025 award.
- **Best Broadband** in Latin America, **Best Broadband** in Brazil, **Best Fiber** in Brazil, and **Best Wi-Fi** in Brazil at the nPerf Awards 2025.
- Winner in the Technology and Telecommunications category, in **Melhores e Maiores 2025**, by Exame magazine.
- **7th most valuable** brand in Brazil in the Kantar BrandZ 2024/2025 ranking.
- Gold Trophy for **Customer Experience Maturity** at the CX Cliente SA Awards, from Cliente SA in partnership with V2 Consulting.
- Highlight in the **Telecom Yearbook** in the segment of **Convergent Services** (includes broadband, mobile telephony, and service provision).

Indices, rankings, and ratings

	Performance	Last updated
Corporate Sustainability Index (ISE B3, in Portuguese)	Constituent	May 2025
Dow Jones Best-in-Class World Index	Only Brazilian telecom in the index and the 5th-best sector performance in the world.	12/08/2025
S&P Global 1200 Scored & Screened Index	Constituent	March 2025
S&P Global LargeMidCap Scored & Screened Index	Constituent	March 2025
S&P/B3 Brazil ESG Index	Top 10 constituents of the index (market share)	March 2026
CDP Climate Change	"A List" (D- to A)	January 2026
CDP Supplier Engagement Assessment (SEA)	"A List"	April 2026
Carbon Efficient Index (ICO2 B3)	Constituent	January 2026
FTSE4Good	Constituent	June 2024
Bloomberg Gender-Equality Index (GEI)	Listed in Bloomberg's index focused on gender transparency	April 2025
Teva Mulheres Index	Constituent	April 2026
Bloomberg	7.23 (0 to 10)	March 2026
MSCI	A (CCC to AAA)	March 2026
Sustainalytics	14.5 (0 to 40 / The lower, the better)	April 2025
ISS ESG Corporate Rating	B (D- to A+)	Prime Status
ISS ESG (Quality Score)	Env: 1 / Soc: 1/ Gov: 1 (1 to 10 / The lower, the better)	E and S: December 2025 / G: February 2026
FTSE	44 (0 to 100)	June 2025
Moody's	66 (0 to 100)	October 2024
S&P Global CSA	90 (0 to 100)	March 2026

Management systems	Standard / Reference	Internal audit	External Audits
Ethics and Integrity Management	DSC 10000	–	✓
Environmental Management	ISO 14001	✓	✓
Corporate Responsibility	ISO 26000	–	✓

Management systems	Standard / Reference	Internal audit	External Audits
Information Security Management Certification	ISO 27001:	✓	✓
Occupational Health and Safety Management	ISO 45001:	✓	✓
Energy Management	ISO 50001:	✓	✓

Journey in Sustainability

In its sustainability journey, guided by the Futuro Vivo pillar, Vivo has achieved important milestones that reinforce its commitment to responsible development.

2004 First corporate responsibility report in Brazil, aligned with the Global Reporting Initiative (GRI).

2005 Approval of the Code of Ethics by the Board of Directors.
- Implementation of Vivo Recicle, with 5 million items collected, including more than 1 million cell phones.

2006 First commitment to sustainability in the Principles of Action.
- Establishment of the first global sustainability goals.

2007 Improvement of environmental performance aligned with the SBTi. Conduct of the 1st materiality assessment for corporate responsibility reports.

2009 Creation of the first environmental policy, approved by Senior Management.

2010 Vivo joined the UN Global Compact.
- Vivo's inclusion in the ISE B3 portfolio, an index of companies with the best sustainability and governance practices.

2011 Disclosure of ESG information in financial and market reports.

2012 Obtaining the Gold Seal from the Brazilian GHG Protocol Program.

2014 Establishment of the Principles of Action Committee to incorporate best business practices, including sustainability, into the Company's strategy.

2015 Launch of the Sustainability Policy for the supply chain.
- Creation of a page for communication of sustainability and governance projects and actions.
- Disclosure of the Responsible Business Plan (PNR) with strategic sustainability indicators.

2016 CEO becomes sponsor of the ESG strategy, with annual reporting to the Board of Directors in Spain.
- ISO 14001 certification of the Environmental Management System in more than 80% of Brazilian states.
- Adherence to the Women's Empowerment Principles (WEPs) of UN Women.

2018 Privacy Center overhaul, with information on customer data protection.
- Creation of the Responsible Business and Reputation Committee, led by the CEO.
- 100% of renewable energy in Scope 2 since November 2018.

2019 Disclosure of ESG results in presentations to investors.
- First carbon-neutral company of the Telefônica Group in the sector in Latin America.

2019 Launch of the Global Human Rights Policy.
- 20% of executives' variable pay linked to sustainability topics.

2020 LEED Platinum certification of Vivo store in Shopping Villa Lobos (SP).
- Quality Committee restructuring, incorporating sustainability.
- Implementation and certification of ISO 26000.
- Vivo's first response to the CDP climate questionnaire.
- ISO 50001 certification.

2021 Inclusion of ESG section on the Investor Relations website.
- Mobilization of carbon-intensive suppliers to reduce emissions and strengthen the low-carbon economy.
- Climate Risk Study conducted.

2022 First issuance of sustainability-linked debentures (SLBs) with goals for reducing CO_2 and racial diversity in leadership.
- Update of the Responsible Business Principles (PNR, in Portuguese), the Telefônica Group Code of Ethics.
- Creation of Vivo Ventures, a venture capital fund for startups.
- Commitments made in the UN Global Compact's Ambition 2030: Ambição Net Zero (Net Zero Ambition), Elas Lideram (Women Lead), Raça é Prioridade (Race Is a Priority), Mente em Foco (Mind in Focus), and Salário Digno (Living Wage).

2022 ESG long-term remuneration linked to VIVT3 with climate targets.
- Commitment to biodiversity with CEBDS.

2023 Disclosure of the study “Vivo pelos ODS 2030 (Vivo for the SDGs 2030)”, with the strategic vision for sustainability aligned with the 2030 Agenda.
- Sixth commitment of the Ambition 2030 of the Global Compact: Conexão Circular (Circular Connection)
- Launch of the Plano de Ação Climática (Climate Action Plan).
- Diagnosis of impacts on biodiversity.

2024 Inclusion in the DJSI World, recognition for sustainability strategy.
- Creation of the Futuro Vivo pillar, with the purpose “Digitalizar para Aproximar”.
- First company in the sector to become a TNFD Adopter.
- ESG Day Vivo (Vivo ESG Day): anticipation of the Net Zero goal (2035), expansion of racial and gender diversity goals, and launch of the circularity goal.

2025 Encontro Futuro Vivo: launch of the Projeto Floresta Futuro Vivo, a 30-year commitment to the regeneration of the Amazon.
- Vivo at COP30: supporter and panelist at the first Planetary Science Pavilion, and panel coordinator at the Brazil Pavilion.
- ISE B3: another year among the leaders in the Corporate Sustainability Index.

Double Materiality

GRI 3-1

In 2025, **Vivo completed the update of its double materiality analysis** to reflect changes in the value chain, stakeholder expectations, and the evolution of its impacts, risks, and opportunities. The double materiality review takes place annually and has been adopted by the Company since 2021.

To conduct the process, the Company adopted the guidelines of the Global Reporting Initiative (GRI) and Integrated Reporting – CVM 14/CPC 09. It also monitored adherence to the requirements of other ESG frameworks and assessments, including AA1000, ISE, S&P Global CSA and COSO ISCR, among others. In addition, the Company collaborated with the Telefónica Group to comply with the European Sustainability Reporting Standards (ESRS), under the Corporate Sustainability Reporting Directive (CSRD).

Double Materiality Process

GRI 3-1

Step 1: Context analysis

- Sector studies.
- Trend analysis.
- Global risk studies.
- Investor expectations.
- SASB materiality.

+30 sources internal and external

~30 benchmark companies

Step 2: Identification and Assessment of Impacts, Risks and Opportunities

- Risk map.
- Human rights impact study.
- Measurement of impact on the SDGs.
- Reputation and brand surveys.
- Among others.

+15 studies

5,500 respondents in the perception survey

Step 3: Consolidation of Results and Validation

- Prioritization of topics.
- Approval by the Board of Directors.

Step 1: Context analysis

GRI 3-1

Context analysis determines which topics should be considered in the identification and evaluation of impacts, risks, and opportunities. In this process, the following were considered:

- **Internal and external sources:** Company's value chain, internal strategy documents, investors' and analysts' expectations, sustainability regulatory context, sector benchmarking, sector frameworks (SASB), and other publications.

- **Stakeholders:** analysis of stakeholders' expectations from channels and forms of engagement with the company. In addition, consultations with different stakeholders were carried out.

At this stage, Vivo considered **more than 30 internal and external sources,** such as sector studies, trend analysis, and global risks. About 30 companies in the telecommunications sector and sectors related to Vivo's business were analyzed, allowing the Company to position itself in relation to market best practices.

Step 2:
Identification and Assessment of Impacts, Risks and Opportunities

GRI 3-1

Impacts

Impacts may be potential or actual, positive or negative, and represent the impact that the Company may generate on the environment and people as a result of its strategy, business model, or value chain. From the list of topics raised in the previous stage, more than 20 areas of the Company responsible for these topics were involved, identifying, assessing, and validating the different impacts.

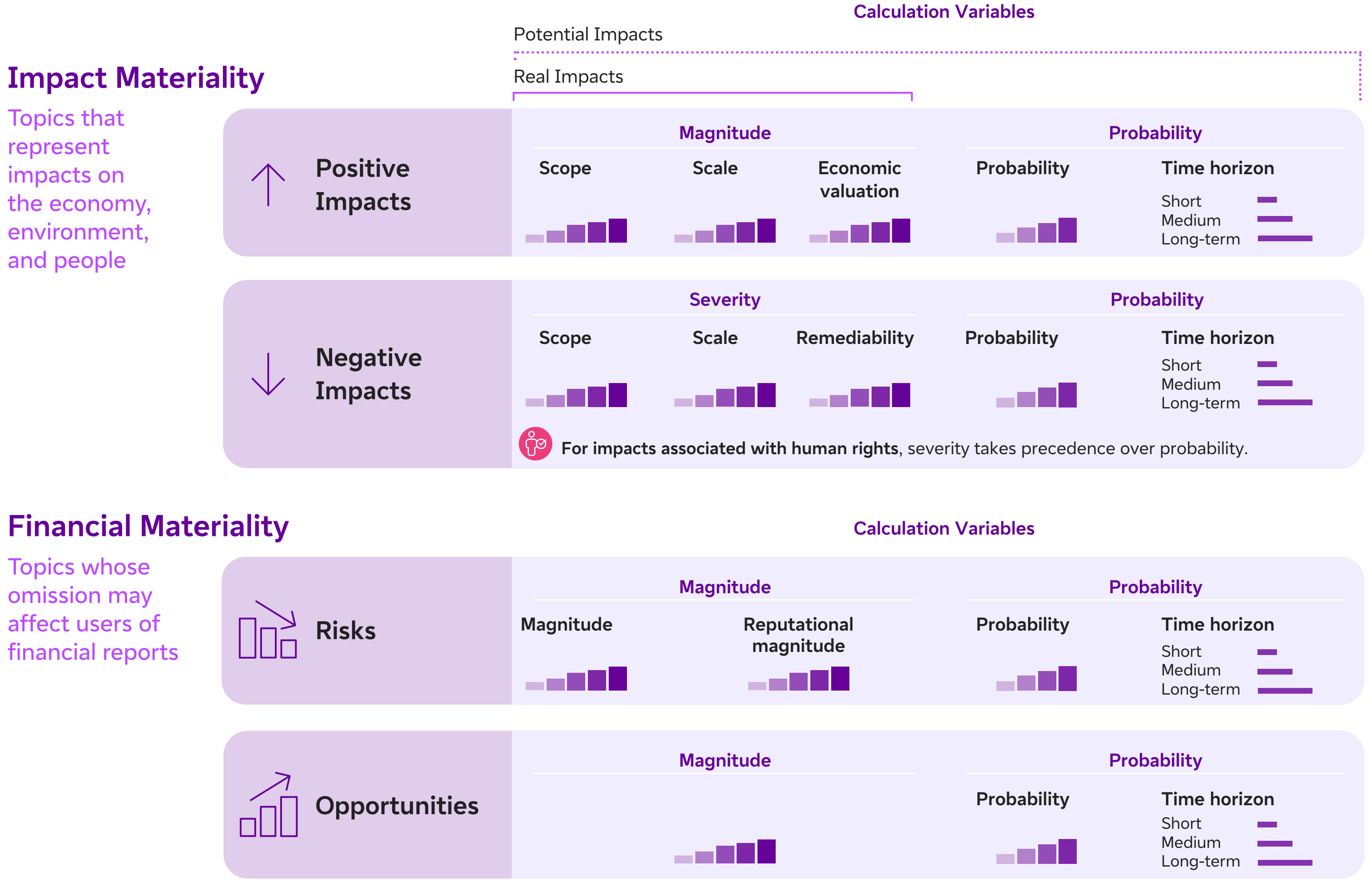
Risks and opportunities

Risks and opportunities arise from events or external conditions related to sustainability that **can cause a negative effect (in the case of risks) or a positive effect (in the case of opportunities) on the Company's economic value.** For risks, the Global Risk Management Model (Enterprise Risk Management - ERM) is the main source of information, based on the risk management exercise that the Company regularly performs. For opportunities, in addition to the participation of the different areas of the Company, the Strategy team was involved, identifying the topics associated with Strategic Planning.

In this stage, over 15 studies carried out by internal management areas were analyzed, which provided assessments of how the organization affects or is affected by the assessed topics, such as: human rights impact on operations and the supply chain, measurement of socio-environmental impact and impact on the SDGs, study of climate risks and opportunities, reputation surveys, employee surveys (eNPS), evaluation of environmental aspects and impacts, among others.

STAKEHOLDER CONSULTATION

To collect perceptions regarding the importance of the topics, Vivo also conducted a **survey with over 5,500 respondents**, who evaluated the topics from two perspectives: business impacts and the Company's impacts on society and the environment. The consultation process followed the guidance of the AA1000 standard.



Variables used in the assessment

Magnitude/severity encompasses scale, scope, and, when applicable, economic valuation and remediability.

Probability is calculated by multiplying the likelihood of occurrence by the time horizon.

Impact materiality

- **Scale:** dimension or relevance of the impact.
- **Economic valuation:** economic impact on people and resources, applicable only to positive impacts.
- **Scope:** extent of the impact.
- **Remediability:** difficulty of neutralizing or correcting damage, applicable only to negative impacts.
- **Probability of impact:** likelihood of the impact occurring.
- Time horizon: period in which the impact is likely to occur: short, medium, or long-term.

Financial Materiality

- **Magnitude:** potential financial impact.
- **Reputational magnitude:** level of risk exposure, applicable only to risks.
- **Probability:** likelihood of the risk or opportunity occurring.
- **Time horizon:** expected timeframe for materialization: short, medium, or long-term.

The ranges represent the scale applied in the assessment of the variable.

Step 3:
Consolidation of Results and Validation

GRI 3-1, 2-14

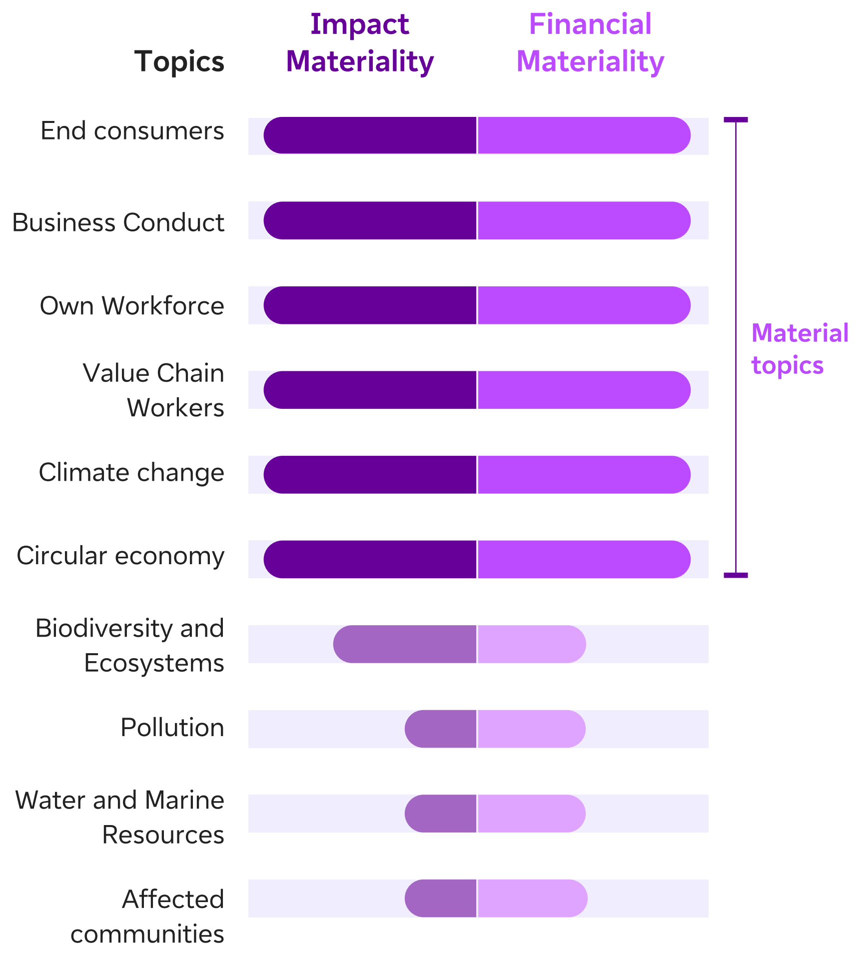
Subsequently, the threshold for determining impact materiality and financial materiality was defined based on the prioritization of the relative importance of the topics.

- **Impact materiality:** considers topics with the greatest potential to generate significant effects on people, the environment, and other stakeholders.
- **Financial materiality:** considers the level of influence that each topic can have on the economic and financial performance of the Company.

This approach allowed for the organization, prioritization and testing of topics, avoiding inconsistencies in the data. This update process, as well as the topics assessed, was presented to and discussed by the Quality and Sustainability Committee and **approved by the Board of Directors**.

Material topic Prioritization

GRI 3-2



More information about the material topics on page 137.

Commitments associated with material topics on page 138.

Integrated View of Material Topics

GRI 3-2

The table consolidates the relationship between Vivo's material topics and the main frameworks and content used in its management and reporting.

	Material topics	Integrated Report Capitals	Priority SDGs	Related Items
SASB, Human Rights	**Climate change**	• Natural • Manufactured • Social and Relationship • Financial	7, 13	• Climate adaptation • Climate mitigation • Energy
SASB, Human Rights	**Circular economy**	• Natural • Manufactured • Financial	11, 12	• Waste management • Circular practices
SASB, Human Rights	**Business Conduct**	• Manufactured • Intellectual • Human • Social and Relationship	8, 9, 12, 16	• Ethics, transparency, and risk management • Network quality • Digital security • Supplier management
Human Rights	**Own Workforce**	• Intellectual • Human • Social and Relationship	5, 8, 10, 16	• Attraction, retention, and development • Working conditions • Diversity, equity, and inclusion • Privacy
Human Rights	**Value Chain Workers**	• Intellectual • Human • Social and Relationship	8, 16	• Attraction, retention, and development • Working conditions • Privacy
SASB, Human Rights	**End consumers**	• Financial • Manufactured • Human • Social and Relationship	8, 9, 10, 12, 16	• Digitalization • Experience and customer relationship • Digital Inclusion • Use of artificial intelligence • Privacy • Responsible and safe use of technology

SASB Human Rights

Stakeholder Engagement

GRI 2-29

Vivo conducts its activities based on the **Responsible Business Principles**, which guide its ethical, transparent, and responsible performance with stakeholders. To ensure that these values are understood, the Company maintains continuous, accessible, and clear communication with its audiences.

Engagement is guided by the **Stakeholder Engagement Policy**, which sets guidelines for identifying relevant groups, defining levels of interaction, and monitoring alignment between expectations and deliveries. The methodology, developed internally and aligned with best practices, involves consultations with various areas and allows mapping and analyzing relationships with stakeholders, prioritizing them by categories.

Vivo is committed to providing accurate, complete, and timely information, both in regulatory reports and in public communications. Strategic engagements are monitored by specific indicators.

Management strategy

Stakeholder mapping

- Mapping of all stakeholders.
- Identification of material aspects.
- Prioritization of key stakeholders.

Business objectives

- Definition of material topics based on double materiality.
- Identification of internal partners and external engagement processes.
- Establishment of objectives and action plans.

Stakeholder engagement

- Selection of priority stakeholders.
- Definition of the engagement model.
- Specialized dialogue.
- Periodic monitoring.
- Collaboration on common challenges.
- Identification of differences in perception and performance.
- Action and remediation plans.

Stakeholder	Dialogue channel	KPI Impacted
Customers	User Council	Meetings with council members
	Digital Channels	Total customers
	Multichannel relationship research	Number of completed surveys
Colleagues	eNPS	Response rate
	Workvivo	Percentage of monthly active users
Suppliers, strategic partners, and business partners	Supplier survey	Satisfaction indices
Shareholders and institutional investors	General Shareholders' Meeting	Number of shareholders present
	Engagement activities	Meetings with minority shareholders
		Roadshow and conferences (institutional investors)
		Minority shareholders
		Institutional investors
Board of Directors of Telefônica	Meetings with counselors	Number of meetings held
Financial institutions	Financial area of Vivo	Number of meetings held
Society	Reputation	Number of completed RepTrak interviews
	Social media	Number of followers (@Vivo)
Local communities	Query channel	Number of queries answered and resolved
Government entities, regulatory agencies, and analysts	Meetings with regulators	Average number of meetings
	Vivo’s Institutional Relations area	Number of meetings held
Opinion leaders and media	Press relations (press releases, interviews, invitations, and responses)	Risk management process
Consumer protection agency and regulatory bodies	Vivo's Institutional Relations area	Number of meetings held per year
Associations and NGOs	Fundação Telefônica Vivo and Sustainability area	Number of queries answered and resolved

Performance

GRI 2-6

Telefônica Brasil S.A. is the owner of the Vivo brand, Brazil's leading telecom company. The Company currently offers a broad and diversified service portfolio including mobile and fixed telephony, mobile data, broadband internet (fiber-to-the-home – FTTH), ultra-broadband internet, pay TV, information technology and digital services throughout the country, offering a digital ecosystem that attracts **over 116 million accesses** thanks to the convenience offered to customers in purchasing products, services and solutions in different areas, such as communication, entertainment, sports, digital security, finance, health, education and energy.

Vivo is headquartered in São Paulo (SP). However, the Company has operations across Brazil, with more than 32,000 direct employees and nearly 100,000 indirect workers. Its business model is focused on providing national network infrastructure, positioning itself as a digital hub, offering a wide range of services.

The brand model places the customer at the center of everything the Company does, which underpins our goal of acting as a platform to foster connections between people.

Since its structuring in 2009, the model began to organize the operation of the group's brands, assigning to the Telefônica brand the corporate and institutional role in different locations and to the Vivo brand, along with other commercial brands, the materialization of the integrated offering of products and services, focusing on standardization and simplification of the customer experience.

Vivo is present throughout the country and covers about:

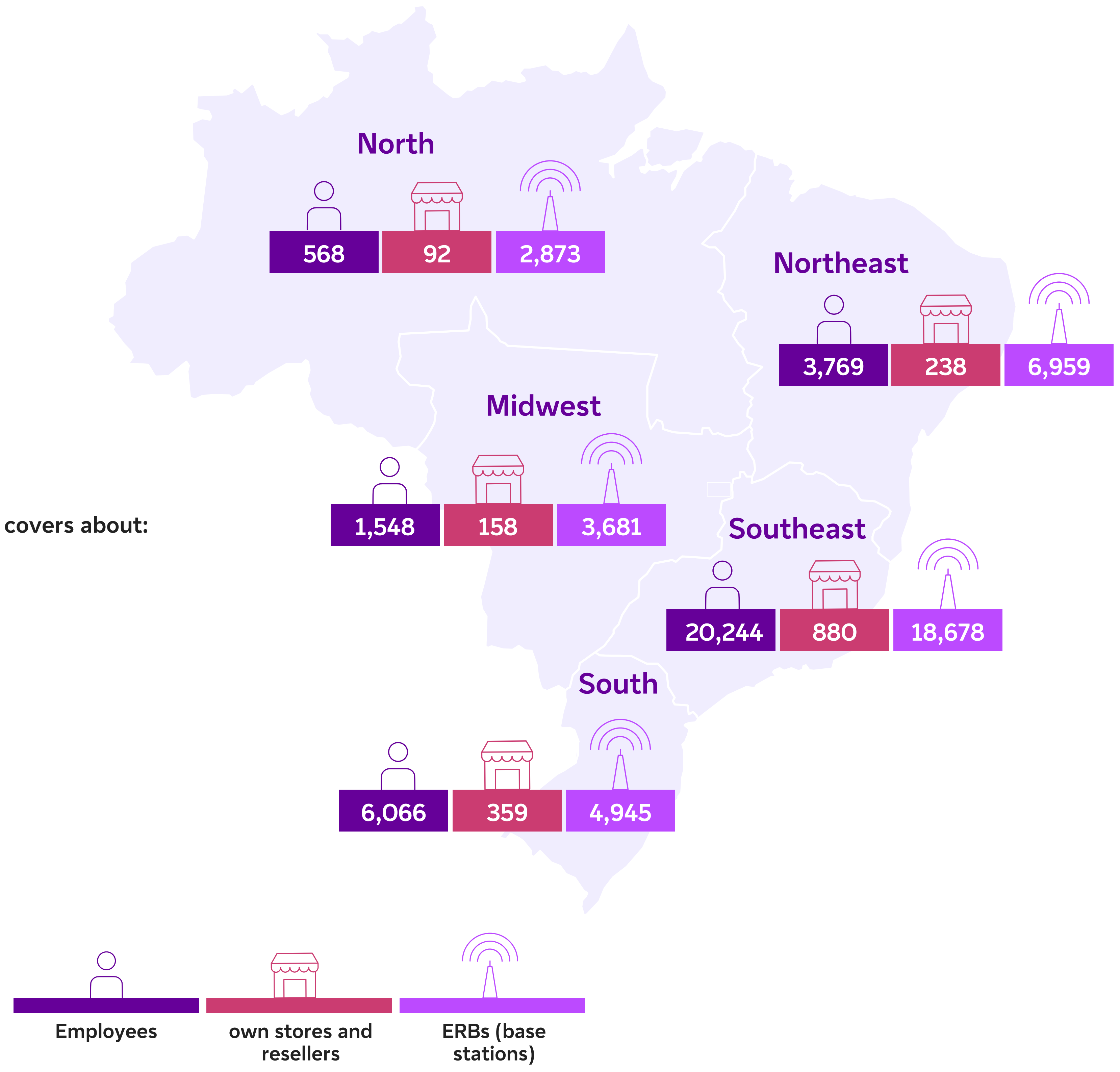
31 million
households with fiber

The Company reached:

716
municipalities with 5G coverage

Structure

1,727 own stores and resellers
37,136 base stations (ERBs)



Updated in January 2026

Governance and integrity

- Corporate governance
- Shareholding structure
- Corporate governance structure
- Board of Directors Assessment
- Remuneration Policy
- Ethics and Integrity
- Sustainability Governance
- Risk Management

Corporate governance

GRI 2-12, 2-13, 3-3 Material topic: Business Conduct

Vivo is a publicly traded company, with shares listed on B3 S.A. – Brasil, Bolsa, Balcão (B3) and American Depositary Receipts (ADR) listed on the New York Stock Exchange (NYSE). Corporate governance follows high standards of ethics and transparency, in compliance with currently applicable legislation and capital market regulations. The guidelines related to Vivo's corporate governance are formalized in the **Company's Bylaws** and internal regulations that guide the actions of Management.

Shareholding structure

GRI 2-1

Telefônica Brasil S.A. is a publicly traded company, operating in Brazil and headquartered at Avenida Eng. Luiz Carlos Berrini, 1376, in the city of São Paulo, state of São Paulo, which has Telefónica S.A. as its direct and indirect controlling shareholder, holding 77.13% of its share capital. **The corporate structure of Vivo is presented on the following page.**

Shareholders	Quantity	Share capital (%)
Telefónica	2,488,480,640	77.13
Telefónica S.A.	1,268,797,680	39.32
Telefónica Latinoamerica Holding S.L.	1,219,682,960	37.80
Minority shareholders	707,125,712	21.92
Treasury shares	30,940,270	0.96
TOTAL	**3,226,546,622**	**100.00**

Updated on April 8, 2026

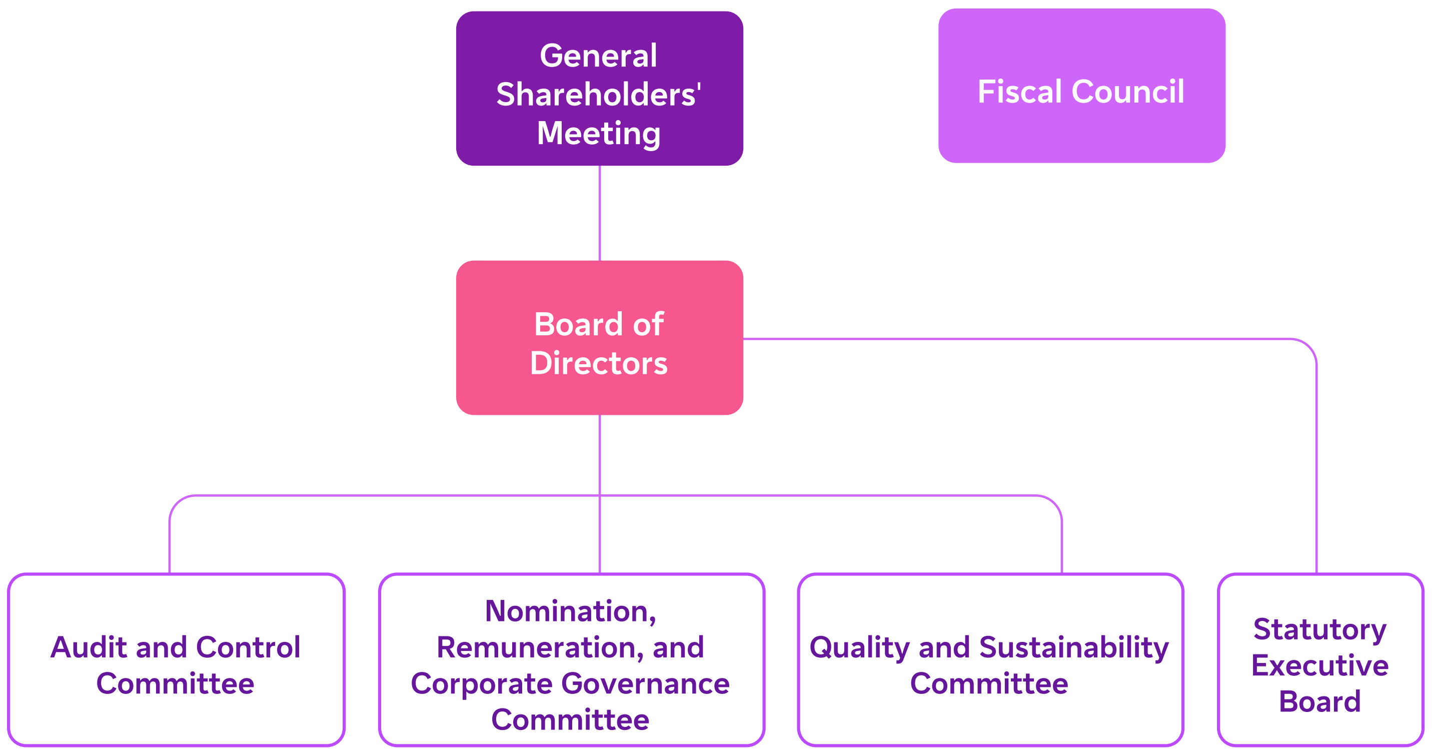
Access the Bylaws and learn about the Company's internal rules.

Corporate governance structure

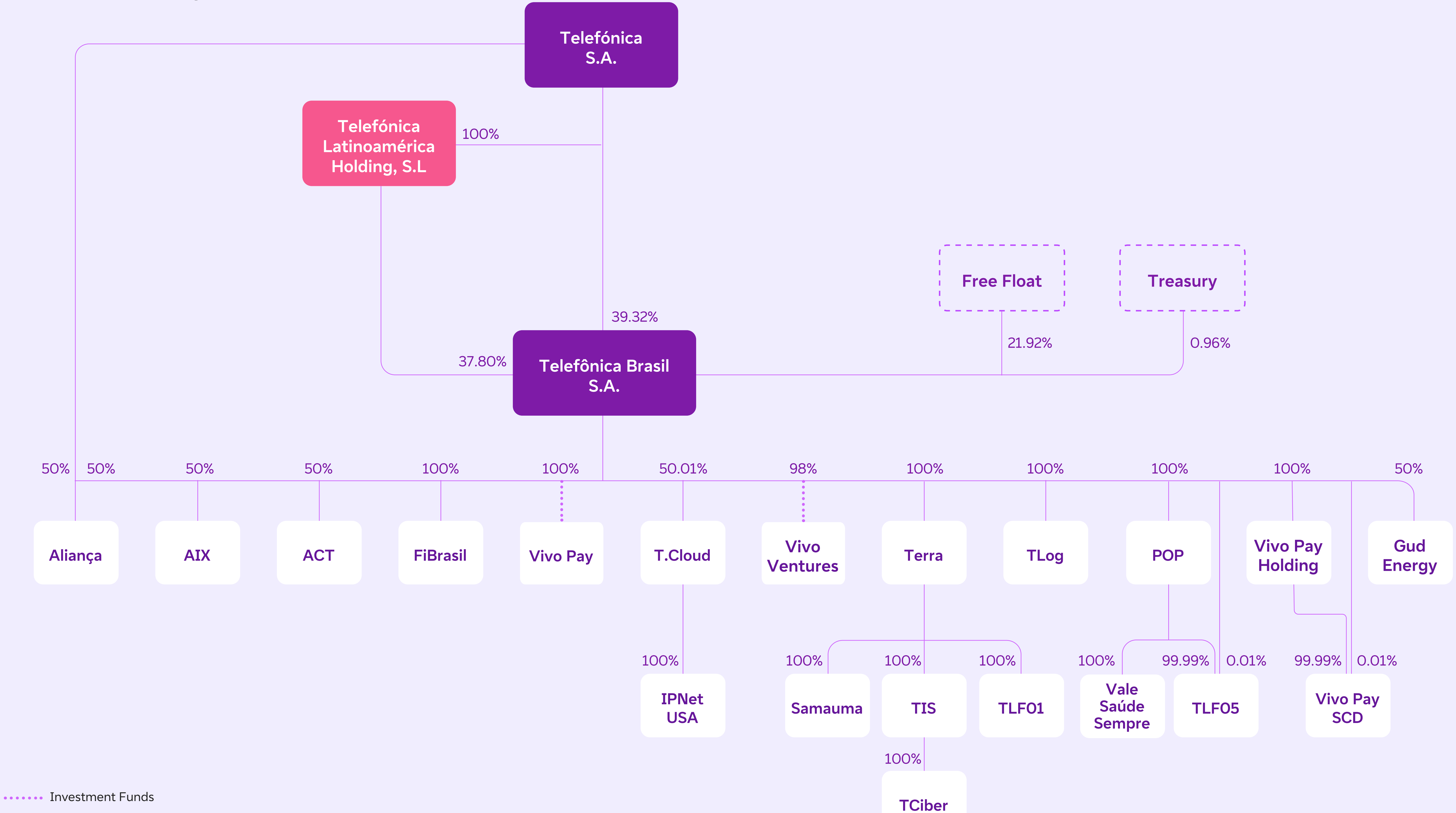
GRI 2-9

The Company's corporate governance structure comprises the General Shareholders' Meeting, the Board of Directors and its advisory committees (Audit and Control Committee; Nomination, Remuneration, and Corporate Governance Committee; and Quality and Sustainability Committee), the Statutory Executive Board and the Fiscal Council, as shown in the organizational chart below.

This structure ensures decisions aligned with the Company's strategy and relevant ESG agenda topics, such as business conduct, diversity, digital security, and sustainability.



Understand Vivo's ownership structure



[1] Updated in May 2026

Board of Directors

GRI 2-9, 2-10, 2-11, 2-17

The Company's Board of Directors consists of twelve members[1], including five women and ten independent directors[2], elected by the General Shareholders' Meeting for a three-year term of office, with reelection permitted. The Board of Directors is also advised by three non-statutory committees, as detailed below.

The process of nominating and electing the members of the Company's Board of Directors considers, whenever possible, in addition to the skills required to perform their duties, diversity of knowledge, education and professional experience, age, race, gender, geographic origin, and cultural background, as established in the Company's Diversity and Inclusion Policy.

Board meetings are called to order with the presence of the majority of its members, and decisions are made by a majority vote of those present. In the event of a tie, the Chair of the Board of Directors has a casting vote in addition to the regular vote. In 2025, the average tenure of Board of Directors members was 5.14 years[3].

The Chair of the Board does not perform executive functions in the Company. All Board members attend periodic training sessions on the Responsible Business Principles (Code of Ethics and the Company's Sustainability Policy).

[1] The current members of the Board of Directors were elected at the Annual General Shareholders' Meeting held on April 25, 2025, with the exception of Ms. María Cristina Rotondo Urcola, who was elected on April 27, 2026 by the Board of Directors, and they have a term of office until the Annual General Shareholders' Meeting to be held in 2028.

[2] Each independent director has signed a statement attesting to their compliance with the independence criteria set forth by CVM Resolution 80/2022, which indicates a minimum of 20% independent directors.

[3] For the calculation of this metric, the total period of all board members as of December 31, 2025, including the current term and previous ones, is counted.

Advisory committees to the Board of Directors

GRI 2-9

To support the quality of the decision-making process and strategic oversight, the Board of Directors may establish technical and advisory committees. Currently, the Board of Directors has three advisory committees. In accordance with the Internal Regulations of the Board of Directors and the Technical and Advisory Committees of the Company, the advisory committees of the Board of Directors are composed of a minimum of three and a maximum of five members, elected by the Board of Directors from among its members, with a unified term of three years, with reelection permitted, as described below.

Audit and Control Committee

Established on December 10, 2002.

Nomination, Remuneration, and Corporate Governance Committee

Established on November 12, 1998, and restructured on October 18, 2004.

Quality and Sustainability Committee

Established on December 16, 2004.

The responsibilities of each advisory committee are established in the **Internal Rules of the Board of Directors and the Technical and Advisory Committees**.

With regard to ESG aspects and practices, the respective information is consolidated and reported periodically to the Quality and Sustainability Committee, as well as to other Company governance bodies and structures.

The Quality and Sustainability Committee regularly monitors the Company's ESG aspects at its ordinary meetings.

Statutory Executive Board

The Statutory Executive Board consists of a minimum of three and a maximum of fifteen members, whether shareholders or not, resident in Brazil, elected by the Board of Directors for a three-year term, with reelection permitted. Currently, the Statutory Executive Board consists of five members, holding the following positions: Chief Executive Officer; Chief Financial and Investor Relations Officer; General Secretary and Chief Legal Officer; Chief Business and Operations Officer; and Chief Strategy and Regulatory Officer.

Fiscal Council

The Company has a permanent Fiscal Council, which may be composed of at least three and at most five permanent members and an equal number of alternate members. The Company's Fiscal Council currently consists of three sitting members and three alternate members, elected by the General Shareholders' Meeting for a one-year term, with reelection permitted.

Board of Directors Assessment

GRI 2-18

The Board of Directors and its advisory committees are assessed annually and individually by means of an electronic questionnaire, with a five-level rating scale, divided into five dimensions:

- Composition and operation of the Board
- Composition and operation of the committees
- Performance of the Chair of the Board
- Rights and duties of the directors
- Open-ended question for suggestions and improvement proposals

For each dimension analyzed, the evaluation result presents the average of the scores obtained and their comparison with the performance of the previous year, in addition to identifying strengths based on the questions that achieved the highest scores, and improvement opportunities based on the questions with the lowest scores, as well as suggestions and proposals recorded in the process.

Every three years, the Board of Directors and its advisory committees are assessed by an external consulting firm specifically hired for this purpose.

After the evaluation, the results obtained are presented to the Board of Directors, which then discusses the opportunities with the Chair of the Board of Directors and decides on improvements to be worked on throughout the year.

Access the composition of the Board of Directors.

Conflict of Interest

GRI 2-15

The Company maintains formal processes to prevent and mitigate conflicts of interest within the Board of Directors, the Statutory Executive Board, and the Fiscal Council. As provided for in the internal regulations, whenever a member has an interest that conflicts with that of the Company, they must abstain from examining the documents and information related to the agenda items subject to the conflict, as well as refrain from discussing and voting on such items at the meeting. This includes physically distancing themselves from the discussions and deliberations, informing the other members of their impediment, and recording the nature and extent of their interest in the minutes of the meeting of the respective body.

If a member with a conflicting interest fails to disclose their impediment, any other member who is aware of the conflict may inform the other members. The relevant body must then decide on the nature and extent of the impediment before discussing and voting on the conflicting agenda item, taking the appropriate measures as if the member with the conflicting interest had disclosed their impediment.

The Company's commitment to transparency also includes disclosure in the Reference Form of: (i) the independence of the members of the Board of Directors; and (ii) the participation of executives in other management bodies of the Company and its subsidiaries.

The Company also has a **Related-Party Transactions Policy**, which guides the analysis and approval of transactions involving related parties. These transactions are assessed by the Related-Party Transactions Committee and, when necessary, submitted to the Statutory Executive Board, the Board of Directors, or the General Shareholders' Meeting, in accordance with internal guidelines. This process ensures transparency in these transactions and reinforces the integrity of governance practices.

Access the Related-Party Transactions Policy

Remuneration Policy

GRI 2-19, 2-20

Vivo adopts remuneration strategies aligned with best market practices, with the aim of attracting and retaining talent and recognizing individual performance. To ensure competitiveness and internal equity, we periodically reassess our strategy based on surveys conducted by specialized firms.

The total annual remuneration of the Company's Management and Fiscal Council is approved at the Annual General Shareholders' Meeting, based on a proposal submitted by the Board of Directors, after recommendation by the Nomination, Remuneration, and Corporate Governance Committee. The remuneration proposal, reviewed by the Nomination, Remuneration, and Corporate Governance Committee and by the Board of Directors, includes the amount of remuneration defined for each body. The breakdown is provided in the proposal itself for the Board of Directors, Committees, and Fiscal Council, while, for the Statutory Executive Board, it follows the criteria and internal procedures of that body. The remuneration of Vice Presidents, who are non-statutory officers, is defined by the Chief Executive Officer (CEO), together with the Vice President of People. The remuneration of non-statutory officers, in turn, is defined by the Vice President of the respective area, together with the Vice President of People.

The definition of the remuneration of Management, the Fiscal Council, the Committees, the Vice Presidents and non-statutory officers, as well as the Company's other employees, complies with the limits of the annual budget approved by the Board of Directors.

The strategy for setting the remuneration of the Board of Directors and the Statutory and Non-Statutory Executive Boards is based on the results of market surveys, carried out annually by specialized external consulting firms, considering the practices adopted by companies comparable to the Company in terms of size, revenue, and segment, in order to maintain market competitiveness. Based on these surveys and external consulting services, the Company seeks to ensure that the determination of individual remuneration is aligned with the best practices observed in its market of operation, thereby contributing to the motivation and retention of qualified professionals in the performance of their duties, as well as attracting new professionals whenever necessary.

In addition, the determination of individual remuneration for the Board of Directors and the Statutory and Non-Statutory Executive Boards adopts, among other criteria, systematic competency assessments for promotion based on performance, meritocracy, and the development of ideas to improve each individual's results.

Fixed Remuneration

The evolution of employees' salaries is defined based on compliance with legal requirements, adjustments resulting from collective bargaining agreements, budget guidelines, and performance assessment results.

The fixed remuneration of the Board of Directors, Audit and Control Committee, Fiscal Council, and Statutory Executive Board is structured in 12 installments per year and adjusted annually according to salary surveys. For the Non-Statutory Executive Board, in addition to the 12 installments per year, there is the addition of a 13th-month salary and one-third vacation bonus, periodically adjusted according to salary surveys, as well as the evolution of the professional's experience and responsibilities.

Short-Term Remuneration

The short-term variable remuneration of the Statutory and Non-Statutory Executive Boards, as well as of all employees, is aligned with the Company's strategic objectives and follows the pay-for-performance principle. The Profit Sharing Program (PPR, in Portuguese) model is adopted, and payment is conditioned on the achievement of corporate results, measured by a set of financial and non-financial performance indicators, which include, among others, total revenue, operating income, free cash flow, Net Promoter Score (NPS), greenhouse gas (GHG) emissions, and the percentage of women in senior leadership positions.

In this model, 20% of variable remuneration is linked to ESG indicators.

Long-Term Remuneration

Vivo offers long-term remuneration based on Telefónica S.A. shares, such as the Performance Share Plan (PSP TEF), for statutory and non-statutory officers; the Talent for the Future Share Plan (TFSP), for high-performing Senior Managers, Managers, and Specialists; and Vivo phantom shares (PSP VIVT3), for statutory and non-statutory officers, according to the local Performance Share Plans (PSP) approved in 2022 and June 2024.

The delivery of incentives related to PSP TEF and PSP VIVT3 is subject to malus and clawback guidelines and is conditioned on maintaining an active employment relationship with the Company on the cycle consolidation date, as well as on the achievement of results linked to the objectives established in the plan, including the following indicators: Total Shareholder Return (TSR), Free Cash Flow (FCF), Neutralization or offsetting of CO_2 emissions, and Gender Equality, measured by the presence of women in leadership positions.

In this model, 10% of remuneration is linked to ESG indicators.

Remuneration and benefits structure for members of the governance bodies

GRI 2-19

The remuneration and benefits structure for members of Vivo's governance bodies aims to attract, retain and motivate talent, in line with the best corporate governance practices.

Component	Board of Directors	Audit and Control Committee	Statutory Executive Board
Fixed compensation	✓	✓	✓
Short-term incentives	–	–	✓
Long-term incentives	–	–	✓
Benefits	–	–	✓

Visão Prev

Visão Prev is a non-profit supplementary pension entity established in 2005, with more than 23,000 participants, that currently manages five plans that provide pension benefits (four of these plans are sponsored by Telefônica Group companies and one plan is intended for participants' family members).

In 2025, Visão Prev exceeded R$9.4 billion in assets under management and ranked 23rd among the largest supplementary pension entities in the country (in terms of reserve volume). In addition, the Mais Visão plan, which is available to participants and their relatives up to the third degree, reached over R$117 million in assets, a 34.5% increase compared to year-end 2024, and recorded a 6% growth in the number of participants. The Visão Telefônica plan closed 2025 with a reserve of R$7 billion and stands out as the 3rd largest defined contribution plan in Brazil, according to Abrapp.

Benefits

To promote our organizational culture, guided by five principles, one of them being that 'People are our best technology', the Company invests in a structured way in the health and well-being of its employees. Therefore, Vivo developed the VIBE program, a flexible benefits model aligned with the Company's strategy.

Available to all employees, the program includes benefits such as medical and dental insurance, food vouchers and meal vouchers, salary supplements in the event of leave of absence authorized by the Brazilian Social Security Institute (INSS, in Portuguese), pharmacy discounts, life insurance, gym membership and education reimbursement. In addition to VIBE, the Company offers other benefits, such as childcare assistance, babysitting assistance, special assistance for dependents with special needs.

In the private pension plan, Vivo adopts the defined contribution model, in which the Company’s matching contribution varies according to the length of service and can reach up to 125% of the employee's contribution. The initiative, available to all employees, reflects the Company's commitment to long-term financial planning and financial education for its employees.

Ethics and Integrity

GRI 2-23, 2-24, 3-3 Material topic: Business Conduct

Futuro Vivo goes beyond environmental sustainability and integrates social and governance aspects in a comprehensive manner. In this context, corporate governance is a fundamental pillar to ensure that Vivo continues to operate with ethics, integrity and transparency in all its relationships with customers, third parties, society and shareholders. This ethical stance strengthens trust in the Company and contributes directly to the longevity of the business.

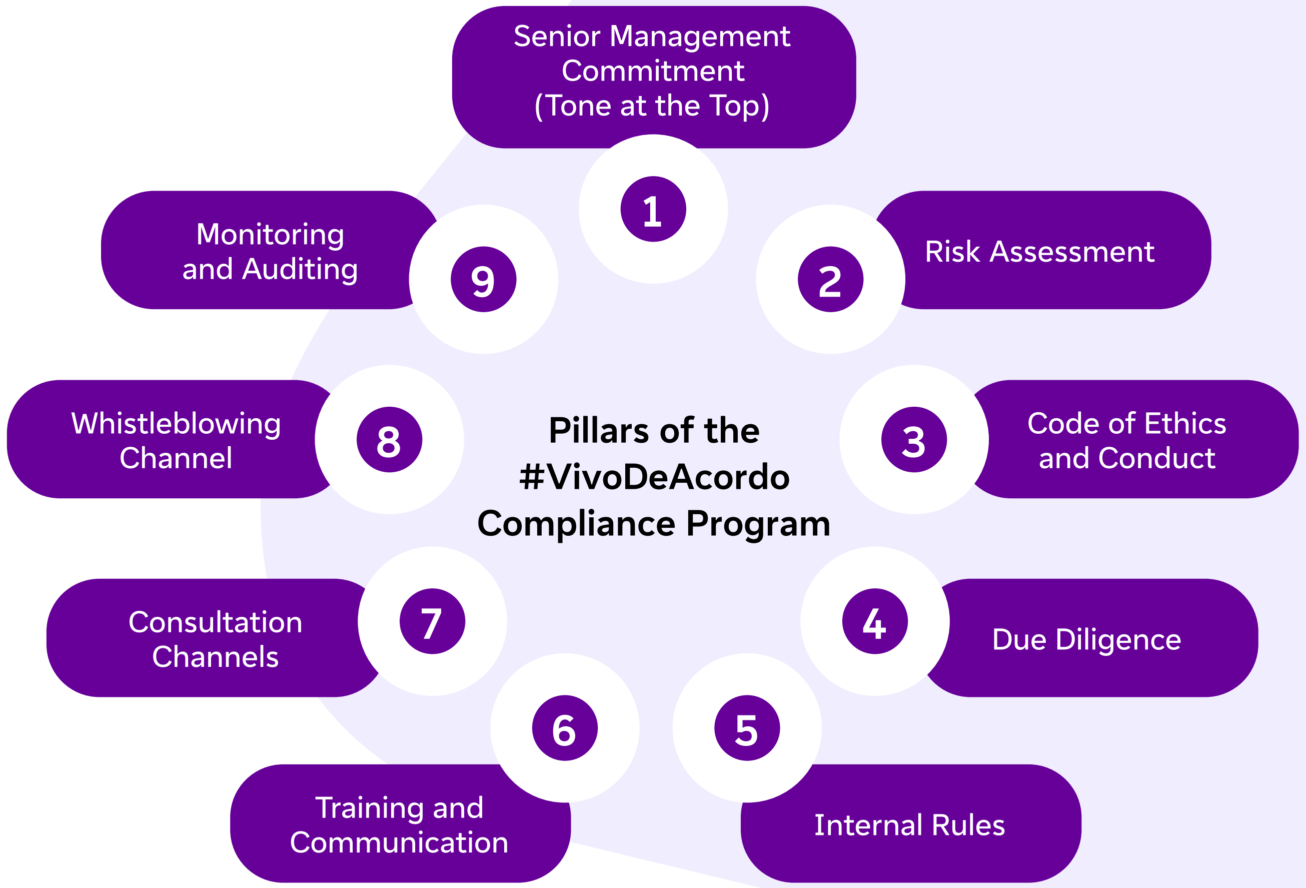
Strong governance is essential to ensure that the Company makes responsible, sustainable decisions aligned with the organization's values, fostering a prosperous and balanced future for all its stakeholders.

Vivo is committed to full compliance with Brazilian anti-corruption legislation, as well as the U.S. Foreign Corrupt Practices Act (FCPA), since it operates as an issuer of securities and other financial instruments in the United States (US).

At Vivo, **the Compliance Program #VivoDeAcordo applies to all Company employees, including members of the Board of Directors, representatives, and service providers.** Under the leadership of the Chief Compliance Officer, the program is structured around nine pillars, aligned with the national and international legal requirements applicable to Vivo, as well as best market practices. Focused on transparency, responsibility, and commitment to ethics, #VivoDeAcordo constitutes the foundation for ethical and robust conduct throughout the Company.

In this way, the program strengthens good corporate governance by ensuring responsible decision-making and seeking to ensure that the Company's actions comply with legal and ethical standards.

The Chief Compliance Officer has autonomy and independence in complying with and conducting #VivoDeAcordo, reporting directly to the Audit and Control Committee (CAC), the advisory body of the Board of Directors responsible for overseeing Compliance, Internal Controls, and Internal Audit activities, as well as evaluating the effectiveness and sufficiency of the Company's control and risk management systems and contingencies. Periodically, reports on the activities of the Compliance Program are presented to the CAC, as well as recommendations for improving policies, practices, and procedures, reinforcing the governance and transparency of the actions carried out by the area.



Indicators and updates on #VivoDeAcordo are presented to the Statutory Directors at Board Meetings (REDIR). To ensure accessibility of Vivo's internal regulations for all employees, the Company makes available the Normative Documents Page on the intranet, where all internal regulations are located. In addition, whenever updates occur, the Company broadly communicates them through its internal channels and reinforces the existence of the Policy Documents Page as a reference source for consultation.

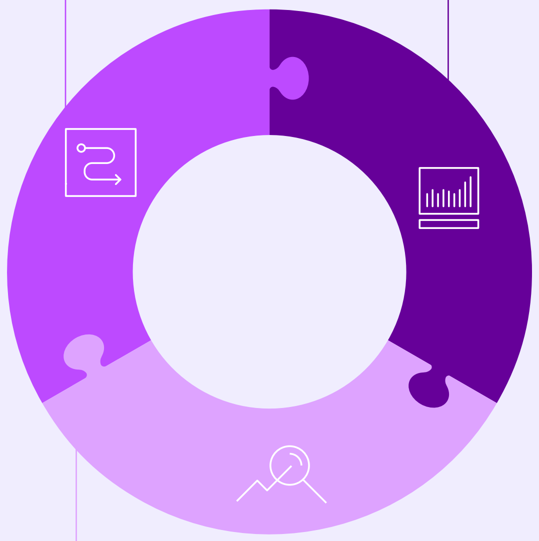
All employees, guided by the Futuro Vivo strategic pillar, are responsible for acting in compliance with the Responsible Business Principles – the Code of Conduct and Ethics – and the Company's other internal rules, and are subject to disciplinary measures in the event of noncompliance. Futuro Vivo reinforces the Company's commitment to the future of the planet and future generations, promoting care for the environment, social impact through education, and the promotion of ethics, transparency, good governance, and transformative actions that support integrity in daily life.

As part of its commitment to maintaining a robust Compliance Program, the Company has been receiving the DSC 10000 certification annually since 2020, which is currently valid until December 12, 2026. In 2024, the Company was recognized in the first edition of the Leaders League Compliance Summit & Awards Brazil for having the best “Compliance Department in Telecommunications and Technology” and in 2025, it was recognized as “Compliance Program of the Year” by the same organization. In addition, in 2023, it was recognized as a Pro-Ethics company, an initiative of the Comptroller General of the Union (CGU) and the Ethos Institute, which highlights companies that voluntarily adopt integrity measures to prevent, detect, and remedy acts of corruption and fraud, establishing itself as a reference in good corporate governance practices.

Among the objectives of the Compliance Program:

Training and communication aiming to prevent irregularities through awareness of responsible behavior based on the corporate values of Integrity, Commitment, and Transparency.

Activities for detecting and mitigating ethical and integrity risks by conducting analyses and evaluating the Company’s flows and processes.



Investigation, remediation, and monitoring actions necessary to restore compliance with internal laws and regulations.

Communication and Training

GRI 205-2

To disseminate and strengthen the culture of ethics and integrity, Vivo promotes ongoing communications and training sessions, in addition to holding the annual Compliance Day event. Among the topics covered in the training sessions are:

- Responsible Business Principles (PNR, in Portuguese).
- Foreign Corrupt Practices Act (FCPA).
- Conflict of Interest.
- Compliance Onboarding for New Employees.
- Brazilian Anti-Corruption Legislation.
- Management and Relationship with Business Partners.
- Prevention of Money Laundering and Combating the Financing of Terrorism (AML/CFT).
- #VivoDeAcordo Multiplique, an e-learning tool on the Compliance Program that provides quick content for leaders, with the aim of reinforcing relevant compliance topics among their teams, spreading the culture of ethics and integrity within Vivo.

Training on the Responsible Business Principles, Vivo's Code of Ethics and Conduct, is mandatory. Employees who do not attend this training are subject to disciplinary action.

All the training courses in the Compliance Program are developed taking into account the knowledge necessary for employees to perform their activities and their level of exposure to risks. To ensure greater engagement and mastery of the content, visual, dynamic and interactive resources are used, making learning more effective and engaging.

Communications from the Compliance Program are disseminated through the Company's internal channels with the aim of reaching all employees. Both communications and training aim to promote and reinforce the expected rules and behaviors, detailing the responsibilities provided for in laws, regulations, and internal policies that must be followed by all, including Senior Leadership, such as members of the Board of Directors, the Fiscal Council, and the Statutory Executive Board.

Third-Party Management

GRI 205-1, 205-2

It is important to know the conduct of third parties, such as service providers, suppliers, and business partners, to preserve the reputation and integrity of the Company, since their behaviors reflect Vivo's values and influence the trust of customers and other stakeholders. In order to comply with Brazilian and international anti-corruption laws, as well as to preserve its reputation and integrity, Vivo develops initiatives to ensure that commercial relationships with third parties comply with established standards, including:

- Reputational surveys (integrity due diligence reviews), implemented within the scope of the hiring process, according to internal criteria, which include recurrent verification of third-party involvement in administrative and legal proceedings, as well as topics related to cases of non-compliance with anti-corruption laws;
- Awareness measures regarding the principles and guidelines that guide the Compliance Program with suppliers and business partners related to integrity and best practices in compliance matters.
- Inclusion of contractual clauses and specific certificates on the topic of ethics and anti-corruption in contracts;
- Implementation of controls and processes related to compliance with anti-corruption regulations during the registration of third parties in the Company's Procurement processes.

All these measures are intended to convey Vivo's values and responsible way of operating throughout its entire Value Chain.

Communication Channels for #VivoDeAcordo

GRI 2-26

To ensure that our decisions and actions are always guided by ethics, integrity, and transparency, employees have access to the Communication Channels of #VivoDeAcordo. These tools help mitigate risks related to regulatory non-compliance, misconduct, and nonconformities, playing an essential role in protecting the Company's reputation and employees, as well as enabling employees to actively contribute to strengthening the organizational culture of ethics and integrity.

The tools are:

- **Whistleblowing channel:** confidential and secure channel to report irregularities and legal violations, with the option of anonymity.
- **Talk to #VivoDeAcordo:** channel to clarify day-to-day ethical questions and dilemmas, with guidance on how to act in accordance with the ethical principles and the Company's standards, ensuring transparency and integrity in decisions.
- **Corporate Conflict of Interest Tool:** tool for recording potential conflict of interest.
- **Normative Documents Page:** a tool for employees to consult in one place all current internal regulations of the Company.
- **Corporate Relationship Tool with Public Entities:** tool for employees to register in advance before offering promotional giveaways, meals, and events involving public agents.

Whistleblowing Channel

GRI 2-26

The Whistleblowing Channel is intended to receive reports concerning potential misconduct or any violation of internal policies, work instructions, regulations, rules, procedures or applicable legislation. The matters covered include: legal, regulatory or contractual non-compliance; harassment; discrimination; non-compliance with the "Vivo Diversity" manifesto; conflicts of interest; suspicions of corruption (Law No. 12,846/2013); favoritism; privacy and information security; internal controls and financial reporting, among others.

The Whistleblowing Channel is available to all stakeholders, including employees, customers, suppliers, business partners and society in general. All reports received are confidential and investigated by the Inspection Office and can be submitted anonymously. The Company also prohibits any kind of retaliation against employees who make complaints in good faith.

To make a complaint, access:

Online Form: https://canaldedenuncias.telefonica.com/#/home/web-form

Telephone: 0800 650 1515

Email: alerta.vivo.br@telefonica.com

Competitive Practices

GRI 206-1, SASB TC-TL-520a.1

Vivo strictly follows global policies and directives regarding competitive topics, ensuring the integrity of its processes, the probity of management and compliance with competition laws. In order to guarantee this, the Company regularly conducts mandatory competition compliance training for all employees.

These guidelines reinforce the Company's practice of promoting healthy competition in all the markets in which it operates, reflecting its belief in free markets and fair competitive conditions. Vivo requires all its employees to act ethically and responsibly, in line with established standards of behavior, including fair competition, which is one of the pillars of its **Responsible Business Principles**.

In 2025, no lawsuits were filed against the Company regarding anti-competitive behavior, antitrust, and monopoly practices. Consequently, there were no payments resulting from legal proceedings associated with these topics.

Internal Audit

GRI 2-12

Vivo has an Internal Audit structure, whose Leadership (Chief Audit Officer) reports directly to the Board of Directors through the Audit and Control Committee.

Internal Audit is responsible for supporting Management, independently, in the continuous assessment of the effectiveness of internal controls in operational and financial processes. Its work seeks to identify process improvements, detect control deficiencies and suggest recommendations to ensure compliance with internal and external policies, standards, procedures, and regulations.

Telefônica Brasil's Audit Methodology is based on risk and follows the Committee of Sponsoring Organizations of the Treadway Commission – COSO Internal Control – Integrated Framework. Non-compliances or weaknesses in internal controls are discussed with the audited departments and registered in audit reports sent to the respective executive offices and presented to the Audit Committee and Board of Directors, according to their relevance.

Vivo's Internal Audit was recognized with the Quality Certificate, an important distinction awarded by the Institute of Internal Auditors of Spain (IAI Spain) and the Institute of Internal Auditors of Brazil (AUDIBRA/IAI Brazil), reaffirming the Company's commitment to the highest standards of governance, transparency and excellence in its auditing practices.

Internal Controls

Vivo's Management is responsible for establishing and maintaining internal controls and procedures for disclosing financial statements. Such controls and procedures have been designed to ensure that the Company's information, whose disclosure is mandatory in the reports filed with the Brazilian Securities and Exchange Commission (CVM, in Portuguese), is recorded, processed, summarized, and reported on time and in formats specified by CVM regulations.

The Company has a Regulation on the Registration, Communication, and Control of Financial and Accounting Information, which governs internal procedures and control mechanisms for the preparation of its financial and accounting statements. This regulation ensures the application of adequate accounting practices and policies and enables compliance with the requirements established by the U.S. Sarbanes-Oxley (SOX) Act, which imposes strict rules on how companies manage their financial records and internal controls.

Moreover, the Company adopts a certification system through which many departments provide opinions, taking responsibility for the financial and non-financial information disclosed to the market. Based on these opinions, the CEO and CFO issue their respective certifications, confirming the accuracy and quality of the information disclosed to the market.

Access the Responsible Business Principles.

Vivo ensures fair competition, independent auditing, and robust internal controls to guarantee integrity, compliance, and transparency in management.

Sustainability Governance

GRI 2-12, 2-13, 3-3 Material topic: Business Conduct

Vivo's purpose is to Digitalizar para Aproximar and go further, spreading new opportunities for people to grow in an increasingly connected world. **This purpose is supported by strategic pillars, including Futuro Vivo.**

Guided by this principle, Vivo incorporates sustainability as a transversal element of its strategy, promoting initiatives focused on the well-being of society and offering products, services, and solutions that expand access to connectivity. The management of ESG aspects, as well as the monitoring of the Company's impacts on the economy, the environment and people, is carried out by the Vice President of Communication and Sustainability, who reports directly to the CEO. Each Vice Presidency is also responsible for managing ESG aspects and its relationships with the respective stakeholders according to its scope of action.

Furthermore, Vivo has three governance bodies for monitoring and decision-making regarding the ESG agenda, all under the responsibility of senior management:

Board of Directors

The Board is responsible for assessing and deciding on ESG topics, including the update or creation of ESG-related policies, double materiality outcomes, the Plano de Ação Climática (Climate Action Plan), and the Responsible Business Plan, among others.

Quality and Sustainability Committee

The Committee is composed of four directors who convene regularly to advise the Board of Directors on ESG topics, aiming to incorporate and integrate relevant sustainability topics into the Company's actions, policies, and decisions. The discussions and recommendations produced by the Committee members are reported directly to the Board of Directors through a presentation by the Chair of the Committee.

Sustainability Committee

Established in 2018, this Committee consists of the CEO, vice presidents, and executives responsible for ESG agendas. Its purpose is to uphold sustainability as a top priority in the Company's senior management, ensuring its management permeates across departments and facilitating timely discussion of challenges and opportunities to enhance the Company's sustainability performance.

Sustainability and Regulation Committee

It is a global committee to discuss sustainability topics, with Vivo's CEO serving as the primary sponsor for reporting the Company's major ESG progress and challenges.

Vivo's purpose is to Digitalizar para Aproximar and go further, integrating sustainability into its strategy through the Futuro Vivo pillar.

Sustainability Plan

The Futuro Vivo strategic pillar reflects the Company's commitment to carefully analyzing its operations and its entire value chain, with the aim of reducing negative impacts, creating sustainable opportunities and increasing the positive effects of the business on society and the planet.

To guide its sustainable governance, Vivo relies on the Responsible Business Principles, a document that also covers the Sustainability Policy and the Code of Conduct and Ethics. In addition, it materializes its commitments and strategy in the Sustainability Plan (PS, in Portuguese), known until 2024 as the Responsible Business Plan (PNR, in Portuguese).

The PS is the strategic instrument that guides sustainability in the short-, medium-, and long-term. This plan is made up of more than 100 indicators and targets, which are monitored and approved in a consolidated manner by the Board of Directors. It is reviewed annually by the offices responsible for each topic. Thus, in addition to making Vivo increasingly sustainable, the PS also aligns the Company with the Sustainable Development Goals (SDGs) and the 2030 Agenda.

Main objectives, commitments, and goals of the Sustainability Plan are detailed on page 138.

Management Stages for Monitoring the Sustainability Plan

1. Mapping of relevant ESG topics for the sector and Vivo
2. Alignment with the management areas of the indicators and projections
3. Annual monitoring and review of projections
4. Annual validation by the governance bodies involved
5. Review and validation by Senior Management

Long-Term ESG Targets

Climate

Net Zero by 2035,
five years before the previous goal.

Biodiversity

+800 hectares of the Amazon Rainforest
restored and protected for 30 years.

Circular economy

150% increase in consumer waste collection by 2035.
225 tons to be collected
between 2024 and 2035 (totaling 375 tons recycled since 2006).

Diversity

40% women
in senior leadership roles and 45% in leadership positions by 2035.

40% of Black people
in leadership positions and 45% in the overall employee base by 2035.

Since the conclusion of the double materiality analysis, the Plan is undergoing a comprehensive review that has already involved around 40 departments of the organization and is scheduled to be implemented from 2026. To ensure the alignment of the Plan with the Company's priorities and stakeholders' demands, the review process involves conducting benchmarks, trend studies, sustainability/ESG assessments (indices, rankings, and ratings), corporate risk map, among others.

Sustainable Finance

Vivo reaffirms its commitment to sustainable finance through initiatives aligned with ESG principles. In 2022, the Company issued R$3.5 billion in sustainability-linked bonds (SLBs), consolidating its responsible performance in the financial market.

Vivo also incorporates sustainability criteria into its financial strategy, allocating part of its executives' variable compensation to indicators such as diversity, reduction of greenhouse gas (GHG) emissions and Net Promoter Score (NPS), reinforcing the integration of ESG principles into the Company's management.

These actions reflect Vivo's commitment to integrating sustainability into its financial transactions, promoting responsible and ethical practices at all stages of the operation. In this context, Vivo decided to select topics that communicate its commitment to stakeholders to achieving business goals through a diverse and inclusive team, aligned with a low-carbon economy.

In 2025, as part of its sustainable finance strategy, Vivo achieved 34% of Black employees in leadership positions and a 91% reduction in Greenhouse Gas emissions (GHG), Scopes 1 and 2, compared to 2015, reinforcing the integration between social and environmental performance and long-term value creation.

The GHG emission target defined by Vivo is an outcome of the Telefônica Group's climate challenges, which are validated by the Science Based Targets initiative (SBTi). The commitment reinforces the Company's actions in the face of the climate change scenario, demonstrating its contribution to limiting global warming to 1.5°C.

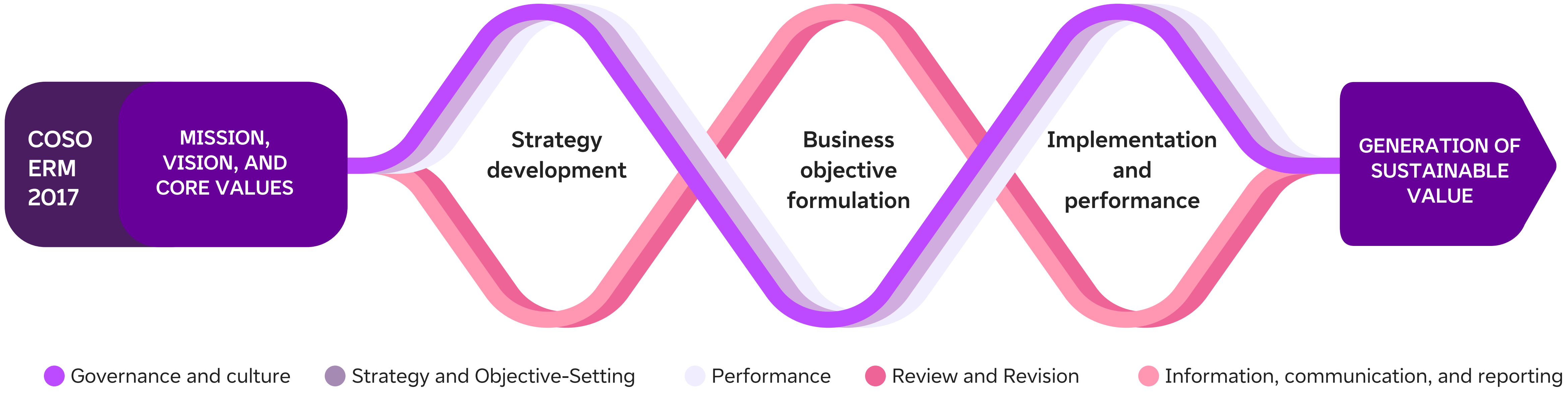
Sustainability criteria are incorporated into Vivo's financial strategy, reinforcing the integration of ESG principles into management.

Vivo integrates ESG criteria into its financial strategy, with the issuance of R$3.5 billion in Sustainability-Linked Bonds and goals related to diversity and emission reduction.

Risk Management

Vivo adopts a risk management model based on the COSO ERM 2017[1] framework (Committee of Sponsoring Organizations of the Treadway Commission – Enterprise Risk Management), which integrates risk management into the Company's strategy, facilitating the prioritization and development of coordinated actions to address identified risks.

The Company has a Risk Management Policy, approved by the Board of Directors, and a Corporate Risk Management Procedure, available to stakeholders and aligned with international best governance practices.



Risk Management Governance

GRI 2-12

Vivo adopts a synergistic approach to risk management, based on the Responsible Business Principles and the Risk Management Policy, assigning responsibility for managing risks to all members of the organization. This management is distributed and aligned with the Company's strategy, ensuring efficiency, transparency and compliance with the best corporate governance practices. The distribution of risk management is organized as follows:

Risk-owning areas

- Identification and assessment of risks.
- Action plan definition.
- Creation of monitoring metrics.

Global risks

Local risks

- The areas assess global risks in the telecom sector and specific risks of their operations.

Evaluation →

← Supervision

Risk Management Area

- Definition of the process (Risk Management Policy).
- Supervision of the process with the risk-owning areas.
- Interaction with Internal Audit.

Report →

← Assessment and suggestions

Board of Directors and Audit and Control Committee

- Assessment of the sufficiency of the risk management structure.
- Suggestions for improvements when necessary.
- Approval of the Risk Management Policy

Internal Audit and Control: Assesses the quality and effectiveness of prioritized risk management across the Company's different processes.

[1] The COSO ERM Framework, Enterprise Risk Management – Integrating with Strategy and Performance, published in September 2017 by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). COSO is one of the most important references on internal control, enterprise risk management, and fraud prevention.

Oversight of the Risk Management System

Board of Directors and Audit and Control Committee

The Internal Rules of Vivo's Board of Directors and its Technical and Advisory Committees establish that the Audit and Control Committee's primary role is to support the Board of Directors in its oversight activities. Among its responsibilities are:

- Supervise the effectiveness of risk control and management systems, through the evaluation of the integrity of both financial and non-financial processes related to the Company, including operational, technological, legal, social, environmental, political, and reputational risks or those related to corruption, as well as approve the Risk Control and Management Policy.
- Supervise the risk control and management unit, ensuring the proper functioning of risk management systems and ensuring that all relevant risks are properly identified, managed, and quantified.
- The Risk Management Policy establishes that the Audit Committee must validate, at least once a year, the main identified risks and the guidelines of the mitigation strategy. Currently, the Committee conducts a semiannual assessment of the most critical corporate risks, in addition to monitoring relevant risks through specific meetings attended by those responsible for each risk.

Risk Management Function

To support the oversight work carried out by the Audit and Control Committee, Vivo created a specific department within the Internal Audit to manage risks. This department is independent within the Company's organizational structure, and its mission is to support, coordinate and verify the implementation of the guidelines set out in the Risk Management Policy.

Risk Owners

Risk owners actively participate in the strategy and in key decisions related to risk management. Each identified risk has an executive manager with full responsibility for its treatment, responsible for preparing a mitigation plan and effectively monitoring its evolution.

Risk Tolerance / Acceptable Risk Level

The Risk Management Policy establishes that the acceptable risk level is defined as the degree of exposure that the Company accepts to have, allowing an adequate balance between growth, profitability, and risk (“Acceptable Risk Level”). In general, risk tolerance limits are defined by the combined assessment of risk impact and likelihood, which are reviewed annually in line with the progress of the Company's main indicators. As an exception, Vivo adopts a zero-tolerance policy toward risks related to compliance, corruption, bribery, and fraud.

Risk Management Process

The risk management process is consistently applied across all Company departments, and those in charge are responsible for identifying, assessing, controlling, responding to and monitoring key risks, facilitating prioritization and the development of action plans for mitigation.

The risk management framework includes the following steps:

1.
RISK IDENTIFICATION

Managers identify risks by defining their triggering events and assessing their potential effects on the Company's objectives.

This identification process considers both risks related to compliance with strategic planning and potential emerging risks that could adversely impact the Company's future performance, albeit in an uncertain future timeframe.

2.
RISK ASSESSMENT

Risk assessment aims to give an order of magnitude or relevance to risks, considering both their possible impact and likelihood of occurrence. Impact considers both economic impact quantified, whenever possible, in terms of operating cash flow, considering EBITDA and CAPEX, and reputational impact, as well as potential compliance impact.

Additionally, other qualitative factors are considered, such as historical trends, level of assurance or control, or perspectives on the future evolution of the risk.

3.
RISK RESPONSE

The risk management model includes risk identification and assessment as well as response and monitoring mechanisms. In this sense, it encompasses procedures for responding to new challenges by aligning strategic goals with the risks that could impact the achievement of such goals.

4.
MONITORING AND REPORTING

Monitoring and reporting mechanisms include global initiatives, promoted and coordinated in conjunction with the main operations of the Group of which the Company is a part, and specific actions, aimed at addressing specific risks.

Risk Categories

To facilitate risk identification by the Company's management, Vivo has a general risk catalog (or taxonomy), which is updated regularly, allowing information to be homogenized and consolidated and to comply with internal and external reporting requirements on the main risks:

- Business risks: risks associated with the Company's industry and primarily with its strategy, such as competitive dynamics and market consolidation, regulatory framework, supply chain, technological innovation, data privacy, talent management, adaptation to customer demands and/or the development of new ethical or social standards and artificial intelligence.
- Operational risks: risks associated with cybersecurity, climate change, natural disasters and other factors that could cause physical damage to technical infrastructure, resulting in network failures, service interruptions or loss of quality; risks related to customers, personnel and operational management.
- Financial risks: risks resulting from adverse movements in the economic environment or financial variables, and from the Company's ability to honor its commitments, liquidate its assets, and secure financing to execute business plans, including tax matters.
- Legal and regulatory compliance risks: risks associated with litigation and legal compliance, including anti-corruption legislation, as well as compliance with legal obligations and the Company's own environmental, social, and governance (ESG) goals.

Risk Interdependence and Scenario Analysis

Vivo adopts an integrated approach to assessing interdependence among risks, considering the criticality of each risk and the potential impact on other risks should it materialize.

As an example, it considers the relationship between cybersecurity risks, supply chain, and compliance with the economic and political environment, affected by conflicts of war and geopolitical uncertainties. Additionally, such risk interdependence assessment also enables the Company to identify stressful situations or scenarios that increase, to different extents, the interdependence among risks in the face of adverse socioeconomic conditions (e.g., operational continuity, ESG, cybersecurity, etc.).

The Company discloses sensitivity analyses of market risks in its Financial Statements. Among them, it provides sensitivity analysis concerning goodwill impairment, sensitivity analysis of actuarial assumptions, and sensitivity analysis to key risk factors that may lead to losses in its operations with derivative financial instruments.

Risk Culture

Strategic actions that encourage the active participation of employees in identifying and managing risks:

- **COMMUNICATION ACTIONS**
  Clear and effective dissemination of the principles and guidelines that guide risk management processes, using the appropriate channels to ensure that all employees understand and are actively involved.
- **CAPACITY BUILDING ACTIONS**
  Continuous training programs on the risk management model, providing the means to efficiently identify and mitigate risks.

Since 2021, Vivo has provided online training, accessible to all employees, addressing how risk management contributes to the creation of business value. In line with COSO ERM 2017 (Committee of Sponsoring Organizations of the Treadway Commission – Enterprise Risk Management), the course covers basic management processes, such as risk identification, assessment, response, monitoring and periodic reporting. This course remains available for consultation by all Board members.

The semiannual update of the Risk map also offers executives an external view of the main global risks, the telecom market and emerging risks, taking into account relevant sources such as the World Economic Forum, the Institute of Internal Auditors and market reports.

Continuous Improvement in the Model

To take advantage of the growing volume of information, we use internally developed technological tools, such as eRisk and the new application exclusively for risk management in Brazil. In this platform, each person in charge records their information through individual access credentials, ensuring data security.

These resources support Risk Management analysis and supervision, promoting greater reliability, traceability, and agility. The tools are continuously improved, with the incorporation of new features, in order to effectively respond to the demands of a constantly evolving digital environment.

ESG-Related Risks

Due to the nature of the business and the commitment to sustainability, Vivo is subject to various ESG (environmental, social and governance) risks, which are integrated into the risk management process. The management of these factors is guided by the Company's strategy and objectives, focusing on identifying events that may affect the achievement of these objectives, including those directly related to sustainability. Vivo systematically analyzes, controls, and mitigates these impacts, ensuring alignment with its commitments and strategic goals.

Within the scope of ESG, Vivo performs a detailed analysis of the context, considering the following aspects:

Medium and long-term risks
Based on the analysis of reports and studies, such as the World Economic Forum's Global Risks Report, to identify risk trends.
Impact on human rights and the environment, taking into account adverse effects on human rights and environmental threats that may pose risks to the Company.

ESG regulatory context
in the markets where Vivo is listed, keeping up with changes in legislation and regulations.

Stakeholders' expectations that guide our approach and actions to mitigate risks and promote responsible management.

This analysis enables the identification of impacts, risks, and opportunities in material topics, with emphasis on the concept of double materiality. Among the main ESG risks, the following stand out:

Environmental risk: direct or indirect impacts on operations due to environmental topics, mainly related to legal requirements in the implementation and operation of the network, as well as future environmental regulations.

Climate change: direct or indirect impacts resulting from climate change, including physical and transition risks.

Human rights: risks related to the impact of the Company's operations on human rights, whether through the Company's activities or its relationship with employees, suppliers, and customers.

Compliance with new ESG reporting requirements: risks associated with the increase in ESG reporting requirements, requested by regulators, analysts, investors, and other stakeholders, as well as topics such as cybersecurity, privacy, quality and continuity of services, and tax transparency.

Digitalizar para Aproximar

- Vivo's Purpose
- Economic and Financial Performance
- Responsible Tax Practices

Vivo's Purpose

Vivo devotes its efforts to transforming lives and connecting people, certain that connectivity and the benefits that come from technology should be accessible to all. By connecting different realities, reducing distances, and facilitating the sharing of knowledge and experiences, the Company offers solutions and services that support individuals, companies, and organizations in their digitalization processes, contributing to a more connected and inclusive society.

Vivo has been working based on the purpose of Digitalizar para Aproximar, guided by its ambitions of developing increasingly innovative digital solutions for all, devoting its efforts to boosting society's digital transformation, and keeping its commitment to connecting people, companies, and communities. To support this vision, during this period, the Company structured its operations around strategic pillars that guide investments and corporate decisions, positively impacting the lives of millions of customers: #TemVivoPraTudo, #TemTudoNaVivo, #DNAVivoEmTudoQueFazemos, #DNAVivoEmTudoQueSomos, and #VivoSustentável.

These pillars have been essential to guiding our actions, driving substantial results and consolidating Vivo's innovation and impact journey. Supported by a solid strategy, Vivo remained attentive to the profound transformations that have been shaping the world, markets, and society's expectations. Therefore, after five years of significant results, the Company chose to renew its strategic pillars in 2025, preserving Digitalizar para Aproximar as the essence and permanent guiding principle of its operations.

The renewal of the strategic pillars represents an evolution, a process of updating and deepening the strategy aligned with the new challenges and opportunities of an increasingly digital, sustainable, and interconnected world.

New Strategic Pillars

Vivo is preparing for an even more connected and innovative future.

As part of this renewal, the new pillars that will guide Vivo's journey going forward are presented below. These new strategic pillars were carefully designed to provide a clear view of the connections between them, ensuring an integrated approach that enhances synergy among the Company's different areas of activity.

vivo Total

End-to-end connections across Brazil. Everywhere, in every home, connecting and bringing people closer. With 5G and the best of fiber. This is Vivo Total.

vivo Max

We understand technology and want to bring it increasingly closer to our customers. Whether in health, in a smart home, or by innovating in ways that transform lives. With Cloud, Cyber, and Vivo Pay for everyone in a new environment created by us, for all people. This is Vivo Max.

vivo Sempre

The best experience, across all points of contact and interaction, for all our customers. With care, warmth, and attention, in addition to the best processes. This is Vivo Sempre.

vivo IA Digital

A more human and more digital Vivo. With a focus on technology and the future, but with interaction and proximity. Current and idealistic, connected to artificial intelligence and promoting a futuristic systems architecture. This is Vivo IA Digital.

Futuro vivo

Our focus is on the future of the planet and of the next generations. It is affection and care for the environment. It is social impact through education. It is the appreciation of ethics, transparency, good governance, and transformative actions. This is Futuro Vivo.

Eu, nós, vivo

A Vivo that develops, adapts, and values the “me”: the individual. That works for the well-being and diversity of the “us”: the collective. That spreads its curious, open, and transformative culture, disseminating its Paixão Púrpura. This is Eu, nós, Vivo.

Values and Principles

GRI 2-23

Vivo guides its actions and growth through three fundamental values, which underpin the Company's **Responsible Business Principles**, embodied in the Code of Ethics and Conduct and the Sustainability Policy, as the basis for ethical management and long-term value creation.

These principles extend to employees, suppliers, business partners, and other stakeholders, reinforcing shared responsibility across a value chain aligned with Vivo's values.

This foundation of values and principles supports the Company's new strategic pillars and provides the ethical basis for ongoing transformations and innovations. With a focus on digitalization, service integration, and sustainability, Vivo ensures that initiatives such as advances in artificial intelligence, the evolution of customer service, and the expansion of its digital infrastructure are aligned with high standards of ethics, responsibility, and transparency, guiding the Company toward an increasingly connected and sustainable future.

Our Values

INTEGRITY

Integrity means honesty and acting in accordance with non-negotiable ethical standards.

COMMITMENT

The relationship with each stakeholder is based on accountability,
responsible conduct, and fulfillment of what has been promised.

TRANSPARENCY

The Company is committed to ensuring that its customers, employees, suppliers, shareholders, and society in general have
clear and accessible information about its strategy and activities.
It also undertakes to ensure that, at any time, stakeholders may ask questions or raise concerns regarding the Company's operations.

Responsible Business Principles

1. Ethical and responsible management.
2. Corporate governance and internal control.
3. Respect and promotion of Human Rights and Digital Rights.
4. Our commitment to the environment.
5. Innovation, development, and responsible use of technology.
6. Responsible communication.
7. Commitment to the customer.
8. Commitment to employees.
9. Commitment to the societies in which we operate.
10. Responsible supply chain management.

Business Model and Value Chain GRI 2-6

Vivo's business model is focused on providing network infrastructure throughout the country and acting as a digital hub for people, offering fixed and mobile telephony services, broadband internet, pay TV, and streaming. To this end, the Company relies on a complete and convergent portfolio of products and services aimed at B2C and B2B customers.

Capitals mobilized by the business model

Financial
- R$9.3 billion in investments in digital infrastructure

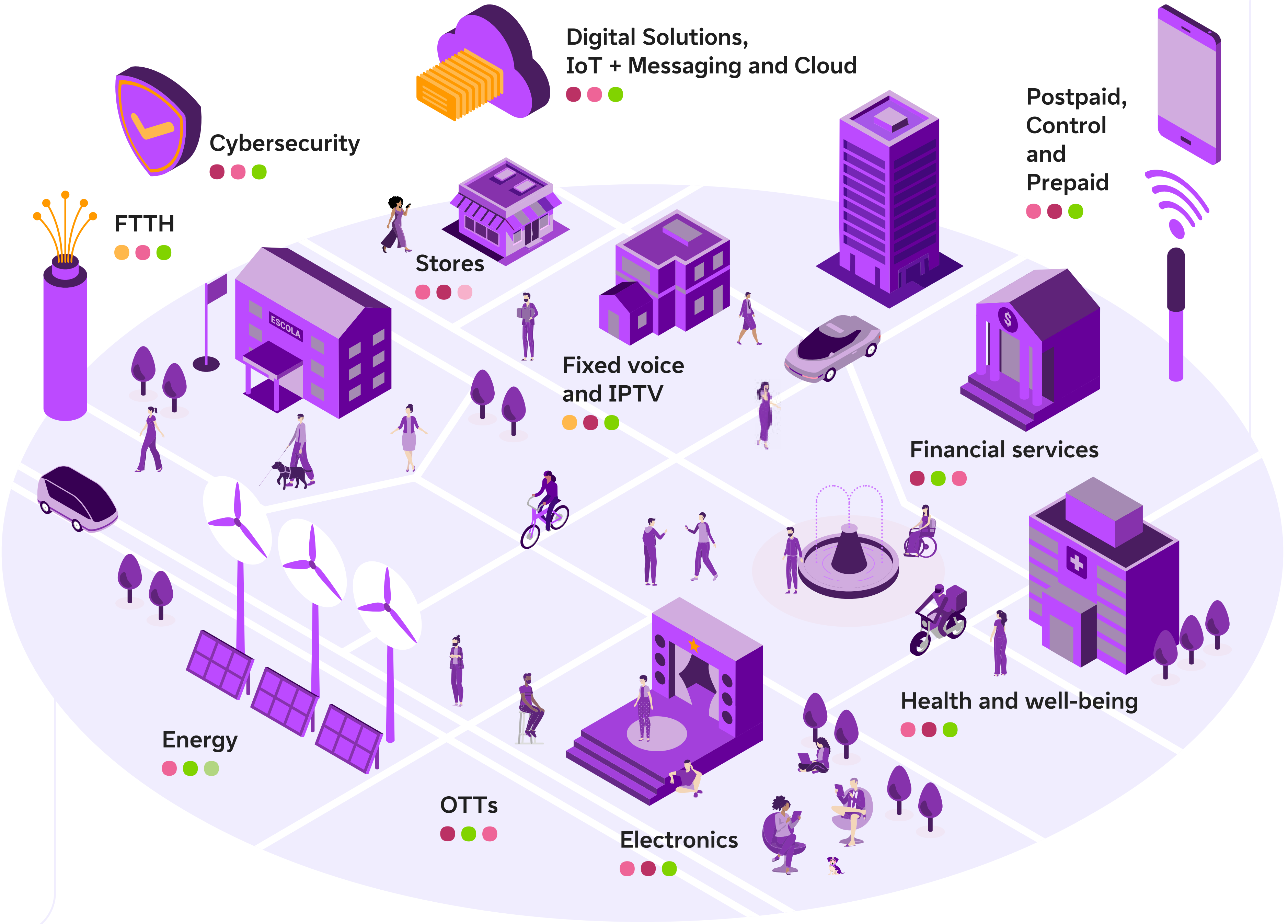
Manufactured
- 37,136 base stations (ERBs)
- 1,727 Company-owned and franchised stores
- 226 administrative properties

Intellectual
- Artificial intelligence innovation
- 4.8 million unique monthly users on Aura

Human
- Paixão Púrpura: Vivo's culture
- More than 32,000 employees
- R$59 million invested in training and development

Social and relationship
- 116.7 million accesses
- Stakeholder Engagement
- R$47 million invested by Fundação Telefônica Vivo

Natural
- 78 renewable energy plants
- More than R$9.3 million invested in the environmental management system
- Natural resources management



The colors below each solution and service indicate the value dimensions impacted.

Value generated for the capitals

Economic value
- R$59.6 billion in net operating revenue
- R$6.4 billion in dividends distributed

Infrastructure that connects
- 716 municipalities with 5G
- 67.7% of the Brazilian population covered by 5G
- 31 million homes passed with FTTH

People at the center
- More than 2 million hours of training
- 90% adherence to the eNPS survey

Customers and society
- 3-percentage-point increase in NPS

Stakeholder engagement
- Impact on 2.4 million people through educational and solidarity projects by Fundação Telefônica Vivo

Planet
- 91% reduction in Scope 1 and 2 emissions
- 71 GWh of savings in energy efficiency projects
- More than 97% of operational waste is recycled

2025 Scenario: An Environment of Greater Complexity, Discipline, and Structural Transformation

The year 2025 unfolded in a context marked by greater economic complexity, financial volatility, and the acceleration of structural transformations in digital markets. For companies operating in capital-, technology-, and infrastructure-intensive sectors, such as telecommunications, this environment required financial discipline, operational efficiency, and the ability to adapt strategically.

After a cycle of robust growth in 2024, driven by fiscal and monetary stimulus reflected in the solid performance of the Brazilian economy, 2025 presented a scenario of more moderate growth, in a context of high interest rates, persistent inflation, and caution among economic agents. This movement occurred alongside a still-resilient labor market and sustained demand for essential services, such as connectivity and digital solutions.

Inflation above the target and the consequent maintenance of interest rates at high levels reinforced the importance of rigorous cost management, investment efficiency, and selectivity in capital allocation. For Vivo, this context increased the relevance of integrated business models, gains in scale, process digitalization, and offerings capable of combining perceived value for customers with long-term financial sustainability.

Internationally, persistent geopolitical uncertainties – including armed conflicts, trade tensions, and changes in the dynamics of global supply chains – continued to influence energy prices, commodities, and financial flows. Although they did not generate direct material impacts on the Company's operations throughout the year, these factors increased market volatility and reinforced the need for operational resilience, diversification, and continuous risk monitoring.

In the Brazilian market, exchange rate volatility reflected both global factors and domestic challenges, such as the fiscal debate and expectations regarding economic policy. This environment required ongoing attention to financial management and to the mitigation of risks associated with variations in costs, investments, and capital structure.

At the same time, the telecommunications and digital services sector underwent a structural transformation. The expansion of 5G and fiber coverage, the maturity of the connectivity market, and the entry of new players intensified competition, putting pressure on margins and accelerating consolidation movements. At the same time, the growing digitalization of society increased demand for more integrated experiences, services beyond connectivity, and solutions based on data and artificial intelligence.

2025 was marked by greater economic complexity, financial discipline, operational efficiency, and strategic adaptability.

In this context, customer experience became firmly established as a central competitive differentiator, while generative artificial intelligence opened a new frontier for operational efficiency, personalization, and customer relationships. For companies capable of integrating robust infrastructure, technology, digital services, and a customer-oriented culture, this scenario represented not only challenges, but also opportunities for differentiation and value creation.

In addition, growing expectations from investors, customers, and partners regarding sustainability, governance, and social impact reinforced the importance of strategies aligned with ESG principles. The transition to a low-carbon economy, digital inclusion, and the responsible management of people and resources ceased to be parallel agendas and became part of the logic of business competitiveness and long-term sustainability.

In summary, the 2025 scenario was characterized by greater strategic demands. It favored organizations capable of combining scale, efficiency, innovation, responsibility, and customer focus, transforming complexity into competitive advantage and laying the groundwork for consistent and sustainable growth in the years ahead.

In a sector undergoing transformation, customer experience, digitalization, and ESG agendas became central drivers of competitiveness.

Market Trends

High-speed, reliable, and continuously expanding connectivity will continue to gain relevance as consumers' digital habits evolve and organizations advance in their digitalization journeys. In addition to technical excellence, the customer experience will remain an important competitive differentiator, driven by the increasing adoption of artificial intelligence in customer service and operational processes. In this context, consumers and companies tend to be more selective in their choices, reinforcing the importance of trust, digital security, and agendas aligned with ESG criteria.

The demand for ultra-broadband connectivity is expected to continue to expand, especially with the advancement of optical fiber in smaller cities. At the same time, the growing maturity of the market – characterized by greater penetration and fewer uncovered areas – should intensify competition and accelerate consolidation movements in the medium term. The high cost of capital environment also tends to slow down the growth pace of regional providers, especially those backed by private equity funds, leading these players to seek new strategic paths.

In the mobile market, 5G is already present in more than 2,000 Brazilian cities, reaching about two-thirds of the population. Adoption is expected to continue to advance with the greater supply and accessibility of devices. 5G also enabled the entry of new regional operators, which began their operations in 2024. Vivo will continue to expand its 5G coverage, delivering the best combination of speed and quality, and will advance in expanding the 5.5G network after being the first operator in the country to make this technology available. This advancement paves the way for future shutdowns of legacy networks, always focusing on enhancing the customer experience.

With consumers becoming increasingly sophisticated in their digital habits, services beyond connectivity are gaining prominence. Companies expand their portfolios to strengthen customer relationships and increase revenue per user. Vivo will continue to invest in digital services and innovative value propositions, developing its platforms in health and well-being, financial services, consumer electronics, energy, and smart homes. The Company will also expand partnerships and open innovation initiatives through Wayra and Vivo Ventures, consolidating its path to become the leading B2C digital ecosystem in Brazil.

In the B2B segment, digitalization remains among executives' priorities, driving the demand for advanced connectivity and opening up space for professional and managed services in Cloud, Cybersecurity, IoT, Big Data, and Messaging. Operators are now able to monetize their networks as open platforms. Aligned with this trend, Vivo, along with other Brazilian operators, launched the Open Gateway initiative, which transforms networks into platforms ready for developers, simplifies the creation of interoperable solutions, and enables a new generation of digital services.

Customer experience will continue to be a central element of differentiation in the sector, especially with the arrival of generative artificial intelligence. Vivo will expand the application of technology to offer more integrated and intuitive experiences in the Vivo app and to enhance customer service in face-to-face and remote channels, with the support of AI-enabled tools.

In the ESG field, companies are increasingly called upon to adopt responsible agendas to strengthen the trust of customers, investors, and other stakeholders. Vivo will maintain its role as an intersectoral reference in Brazil, aligned with the UN Sustainable Development Goals and advancing toward its commitment to achieve net-zero emissions by 2035, five years earlier than initially planned. The Company will continue to promote innovation and sustainable growth by strengthening its talent attraction and retention strategy in a diverse and inclusive environment, supported by a contemporary brand connected to key social topics.

With these drivers, Vivo is ready to further strengthen its leadership. Guided by the Telefónica Group's strategic pillars – delivering the best customer experience, expanding the B2C offering, scaling B2B, evolving technological capabilities, simplifying the operating model, and developing talent – we will continue to drive digitalization to bring people, businesses, and society closer, in line with our purpose of Digitalizar para Aproximar.

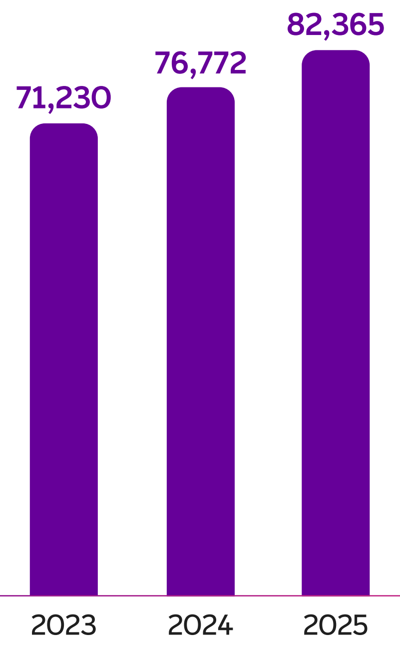
Connectivity, AI, and ESG are driving digitalization, heightening competition, and reinforcing trust and customer experience as key differentiators.

Economic and Financial Performance

GRI 201-1

Gross revenue

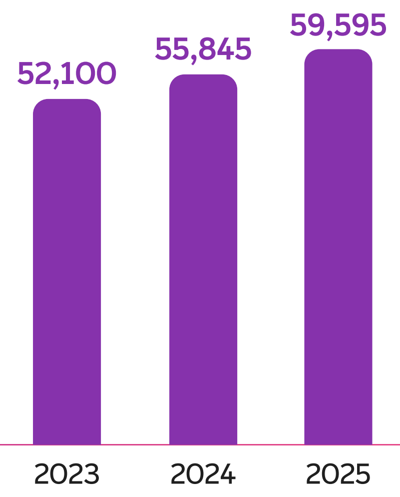
R$ million



Gross revenue grew by +7.3% in 2025, rising from R$76,772 million to R$82,365 million, driven by the sale of services and the sale of products such as appliances and electronics.

Net revenue

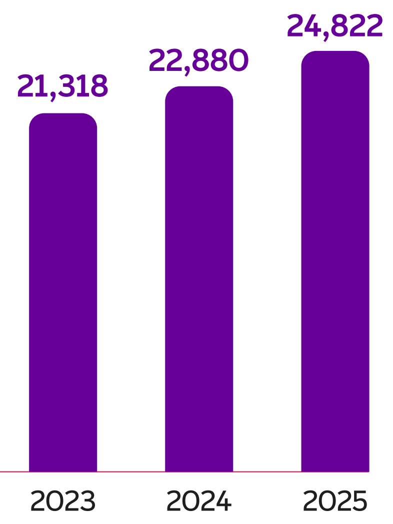
R$ million



In 2025, net revenue grew by +6.7%, increasing from R$55,845 million in 2024 to R$59,595 million, driven by mobile, FTTH, and corporate data services, ICT, and digital services.

EBITDA

R$ million



The Company's EBITDA reached R$24,822 million in 2025, an increase of +8.5% compared to 2024. EBITDA margin stood at 41.7%, an increase of 0.7 p.p. compared to the previous year. The variation reflects the strong operational performance, mainly in postpaid and FTTH, combined with efficient management of operating expenses.

Investments

Vivo invested a total of

R$9,270 million

(excluding leases and lease agreements) in 2025, representing

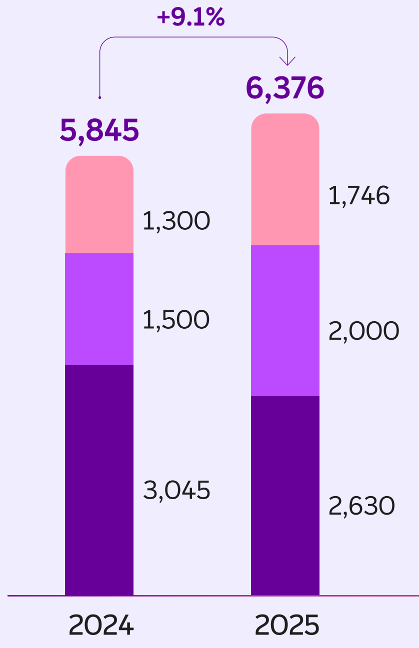
15.6%

of Net Operating Revenue, a 0.9 p.p. decrease in the period, highlighting the Company's ability to increase revenue while reducing capital intensity.

The investments were allocated to expand the fiber network, as well as to expand and maintain the mobile network, with emphasis on the 5G network. The total amount invested in the last annual cycle was +1.1% higher than that recorded in 2024.

Shareholder return

R$ million



Payout[1]

2024 | **105.3%**

2025 | **103.4%**

The Company's main focus every year is to provide the best possible financial return to its shareholders. For fiscal years 2024, 2025, and 2026, the Company undertook the commitment to distribute to its shareholders, through dividends, interest on shareholders' equity, capital reductions, and share buybacks, an amount equal to or greater than 100% of the net profit determined in each of these exercises.

In 2025, Vivo fulfilled this guideline by distributing R$6,376 million to shareholders, equivalent to 103.4% of the year's net income, comprising R$2,630 million in interest on shareholders' equity, R$2,000 million through a capital reduction and R$1,746 million in share buybacks.

[1] Percentage of net profit that is distributed to shareholders.

Responsible Tax Practices

At Vivo, we strive to act with transparency and respect for legislation in the management of our tax affairs. The Company is committed to fulfilling its tax payment obligations, in compliance with the legal framework in which it operates, thereby contributing to the economic and social progress of the locations where it does business.

Vivo operates in accordance with the Responsible Business Principles and the Tax Conduct Guidelines Policy, internal policy documents made publicly available to ensure the trust of internal and external stakeholders that tax matters are properly identified, managed, and considered in tax returns and financial statements.

It is also worth noting that operations with related parties comply with transfer pricing rules, being conducted in accordance with terms and conditions that would be established between unrelated parties in comparable transactions (Arm's Length Principle).

Tax transparency – effective income tax rate

Indicators (R$ thousand)	2023[1]	2024	2025
Net income before taxes	5,573,916	6,763,809	7,270,943
IRPJ and CSLL expense at the rate of 34%	(1,895,131)	(2,299,695)	(2,472,121)
Permanent Differences	1,361,192	1,093,218	1,378,721
Tax credit (debit)	(533,939)	(1,206,477)	(1,093,400)
Effective Tax Rate	9.6%	17.8%	15.0%
IRPJ and CSLL paid	(901,688)	(862,064)	(896,209)
Cash effective tax rate	16.2%	12.7%	12.3%

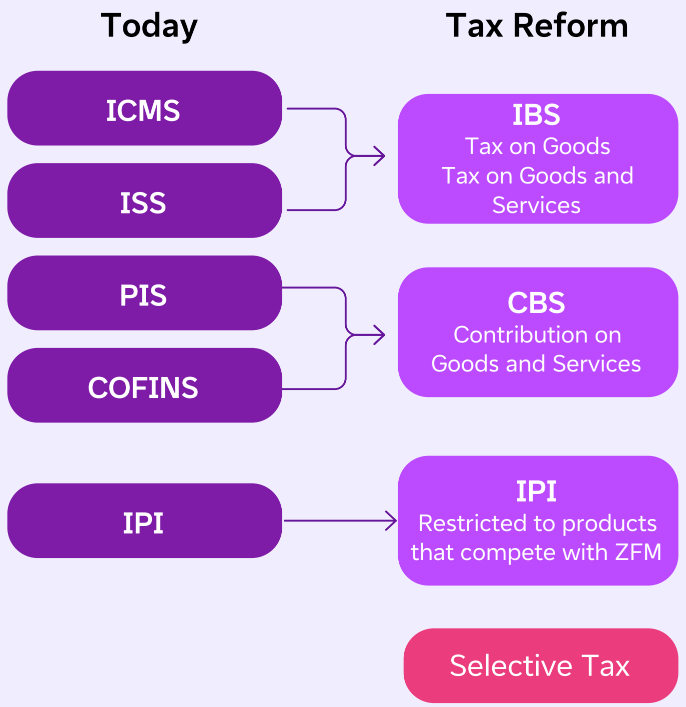
[1] The amount includes R$327 million related to deferred IRPJ and CSLL tax credits, recognized after the incorporation of Garliava (a company that held Oi's assets).

Consumption Tax Reform

On December 20, 2023, Constitutional Amendment 132 was enacted, establishing the consumption tax reform. The first stage in the Tax Reform regulation took place through Complementary Law 214, enacted on January 16, 2025, by the President of the Republic.

Complementary Law 227/2026 establishes procedures related to IBS litigation and revenue collection management among federal entities, contributing to the institutional structuring of the new tax model. The Reform model is based on a dual VAT model with two components, a federal one (Contribution on Goods and Services – CBS, in Portuguese) that will replace PIS and Cofins taxes and a subnational one (Tax on Goods and Services – IBS, in Portuguese), which will replace the ICMS (state) and ISS (municipal) taxes.

It also created a federal Selective Tax (IS, in Portuguese), which will apply to the production, extraction, sale, or importation of goods and services that are harmful to health and the environment. It is expressly stated that the IS does not apply to telecommunications services. The Tax on Industrialized Products (IPI, in Portuguese) will continue to be levied on products that compete with those manufactured in the Manaus Free Trade Zone (ZFM, in Portuguese), in the state of Amazonas, with its rate reduced to zero in other cases.



The tax reform will be fully implemented in 2033, with a transition period between 2026 and 2032. Thus, in 2026, the reform entered its implementation phase ('test year'), requiring invoicing systems to be adapted so invoices begin to show CBS and IBS separately. This stage aims at testing and preparing companies and the tax authorities, without actual collection or impact on pricing, which will occur from 2027.

The tax reform is based on the principles of broad-based taxation of goods and services, destination-based taxation and full non-cumulative, which aim to ensure tax simplification. Its impacts will only be fully known after the process of implementing regulations and setting of rates is concluded.

Financial information – country-by-country reporting

Vivo focuses its investments and activities in Brazil and holds a stake in a company based in the Netherlands (Aliança Atlântica Holding B.V.) that currently has no significant operations.

Brazil - Telecommunications

Consolidated	2023	2024	2025
Names of resident entities	Financial Statements – page 53	Financial Statements – page 51	Financial Statements – page 56
Number of employees	33,253	33,094	32,201
Net revenue	52,100,151	55,845,048	59,595,000
Profit before income tax	5,573,916	6,763,809	7,270,943
Income tax expense	(533,939)	(1,206,477)	(1,093,400)
Income taxes paid	(901,688)	(862,064)	(896,209)

Netherlands - Holding

Consolidated	2023	2024	2025
Name of resident entities	–	–	–
Number of employees	–	–	–
Net revenue	7,643	9,706	6,463
Profit before income tax	7,268	9,378	6,097
Income tax expense	(1,712)	(2,420)	(1,487)
Income taxes paid	(1,712)	(2,420)	(1,487)

[1] Average euro exchange rate for 2025: R$6.3053831.

Financial Statements.

Vivo Total

- Totalization
- Vivo Travel
- Mobile Network and 5G
- Fixed Network and Fiber
- Infrastructure and Operation

Material topic: End consumers **Capitals:** Financial | Manufactured | Human | Social and Relationship **SDGs** 8, 9, 10, 12 and 16

Totalization

GRI 3-3 Material topic: End consumers

End-to-end connections across Brazil. Everywhere, in every home, connecting people and bringing them closer. With 5G and the best of fiber. This is Vivo Total.

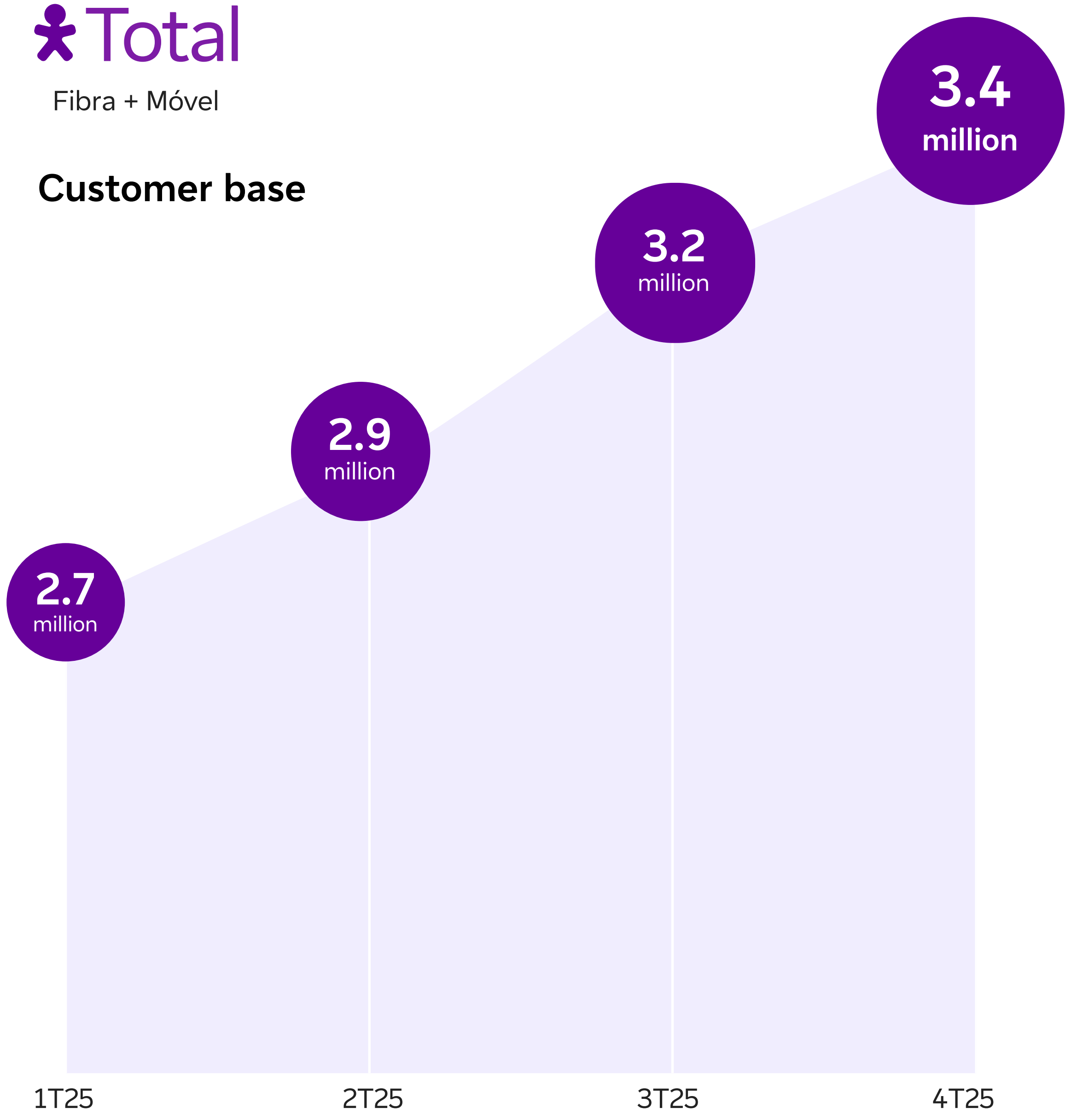
Aligned with the Vivo Total strategic pillar, the company reinforces its ambition to establish itself as the country's leading technological platform, operating under the concept of totalization. This strategy reflects the competitive dynamics of the market and guides the convergence between services, expanding customer loyalty and strengthening the relationship with customers.

Vivo Total combines fiber and mobile services in a single plan, offering customers greater convenience and simplicity. In 2025, Vivo Total reached 3.4 million subscribers (+40.9% vs. 2024), representing 43% of FTTH accesses, and 82% of FTTH upgrades in the Company's own stores.

In addition to the convergence between fiber and mobile, totalization also drives integration with digital services, such as music, video, and cybersecurity, strengthening the value proposition and promoting more comprehensive and digital journeys.

Total
Fibra + Móvel

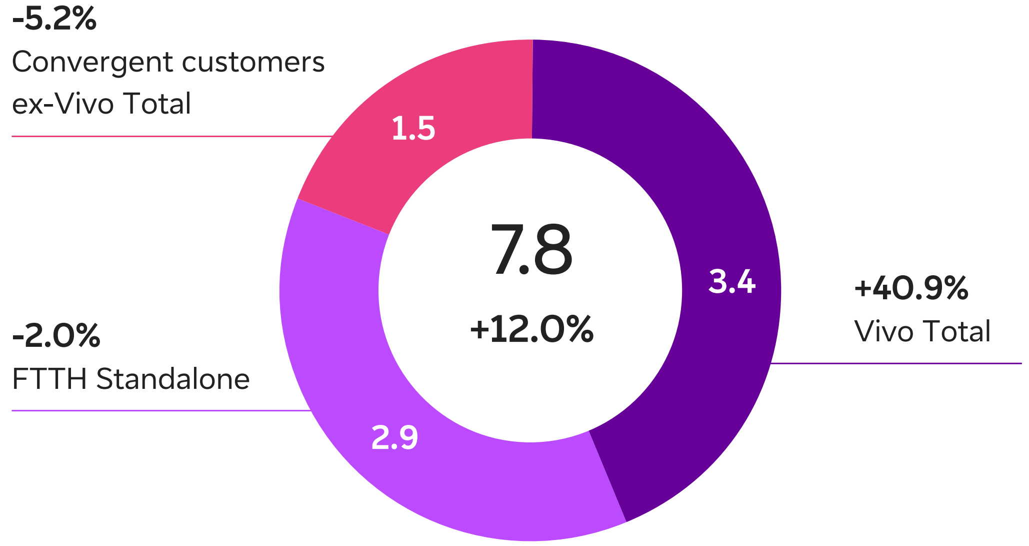
Customer base



-40% churn in Vivo Total compared to non-convergent customers

62.7%[1] FTTH customers convergent with postpaid

FTTH accesses
Millions, YoY



[1]Includes Vivo Total customers (43.2% of the FTTH base) and convergent customers who are not part of the Vivo Total offering (19.5% of the FTTH base).
[2]Vivo Total is a convergent offer that combines fiber and postpaid services on a single bill.

Vivo Travel

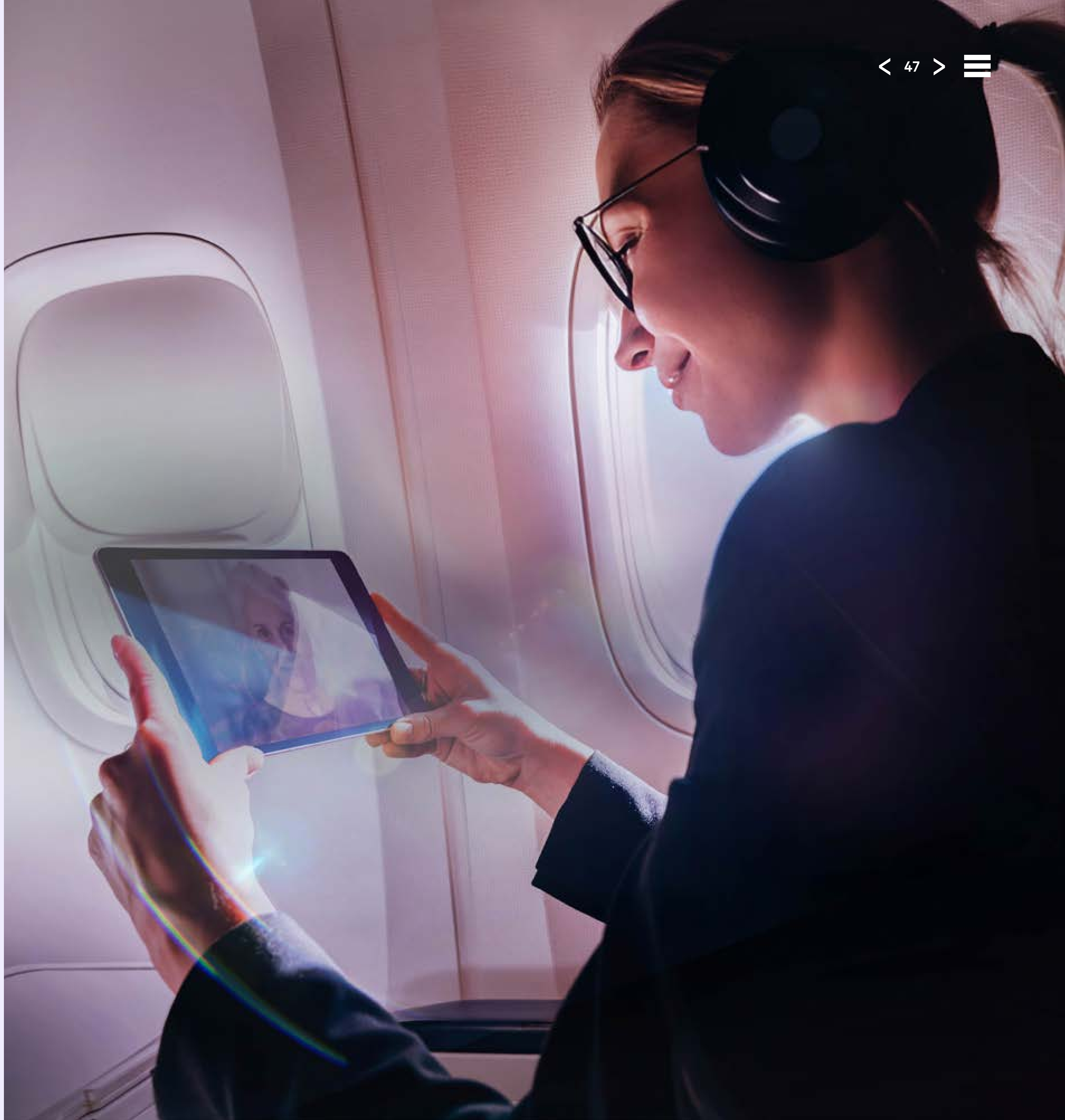
Available in more than 175 countries, Vivo Travel was named, for the sixth time, **the best option in the** “**international roaming**” category of the Viaja SP survey, conducted by Datafolha in 2025. The survey identifies the best tourism-related destinations, products, and services according to travelers from São Paulo.

In postpaid plans, countries of the Americas are already included at no additional cost, and the customer can supplement with additional packages depending on their destination. In addition, family plans also include coverage for European countries, and additional lines can also use the same roaming service available to plan holders during their trips.

In 2025, Vivo made its international roaming even more attractive for Prepaid and Control plan customers by launching new packages for this audience. The options start at R$35, are valid for 30 days and allow customers to select up to six countries at once. There are options with 5 GB, 10 GB, and 20 GB, as well as 200 minutes of calls within the selected countries and to Brazil.

The packages can be fully digitally activated via the Vivo app, with payment by credit card. An innovative solution in Brazil expands the accessibility of the Company's services by allowing customers to use their **plans while traveling internationally without changing their SIM card**, maintaining the same coverage and network quality available nationwide.

+175
countries with Vivo Travel coverage



Mobile Network and 5G

SASB TC-TL-000.A, TC-TL-520a.2

In 2025, the Company strengthened its leadership in the mobile segment, supported by consistent investments and the expansion of 5G coverage, which reached 716 municipalities and 67.7% of the Brazilian population. The performance reinforces Vivo's strategic role in the digital transformation of the country, even in a highly competitive market environment.

Vivo also stood out for its 5G download speed, averaging 362.1 megabits per second (Mbps) – the fastest in the world among large markets, according to Opensignal.

This performance reflected the growth of the customer base and the consistent delivery of value to shareholders throughout the year.

Vivo, which already has a wide range of plans such as Prepaid, Control, and Postpaid, continues to innovate with the launch of Vivo Easy Lite, offering annual plan alternatives with payment in 12 installments by credit card. These diverse options reflect the Company's commitment to meeting each customer's needs, consolidating its position as the best connectivity choice.

Vivo ended 2025 with strong numbers, intensifying growth in revenue, EBITDA and income, strengthening its brand as a benchmark in digital services and connectivity.

98%
population coverage considering all mobile networks

With continuous investments in innovation and infrastructure expansion, Vivo remains prepared to meet future demands, ensuring quality, inclusion, and excellence in its networks and solutions.

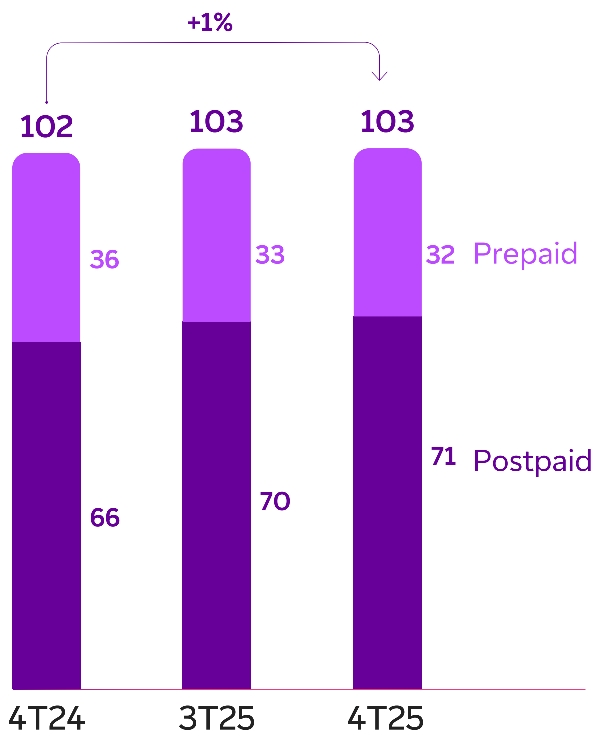
Leadership in Market Share[1]

38.1%
of market share in the mobile market

40.3%
of participation in the postpaid

34.1%
of participation in the prepaid

Mobile Access
Million



716
municipalities with 5G coverage in 2025 (504 in 2024)

67.7%
of the Brazilian population covered by 5G

[1] On December 31, 2025

Fixed Network and Fiber

SASB TC-TL-000.C

Vivo offers its fixed broadband customers technologies such as fiber-to-the-home (FTTH) and fiber-to-the-curb (FTTC), with download speeds of up to 10 gigabits per second. **During 2025, the Company recorded a net gain of 834,000 fiber customers and had 31.0 million homes passed in 453 municipalities.** In total, Vivo already has 7.8 million FTTH accesses.

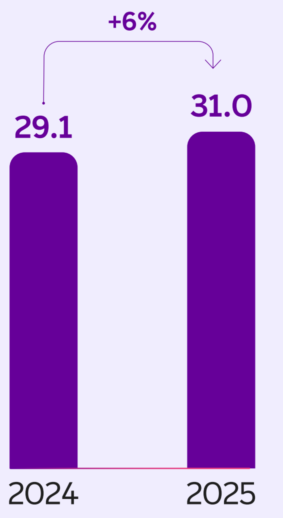
B2B

In addition to connectivity, Vivo offers corporate solutions, including cloud computing, information technology (IT), equipment, and cybersecurity, enabling companies of all sizes to accelerate the digitalization of their operations. These services contribute significantly to Vivo's revenue from corporate data and Information and Communication Technology (ICT) services.

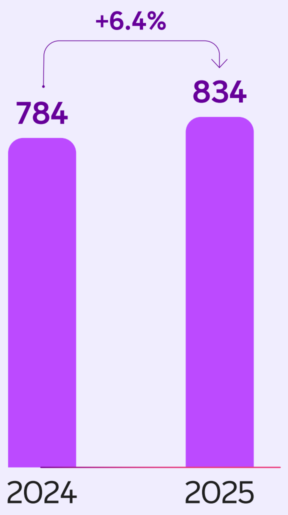
Convergent plans, with the best of fiber and 5G, complete the portfolio and increase customer lifetime value.

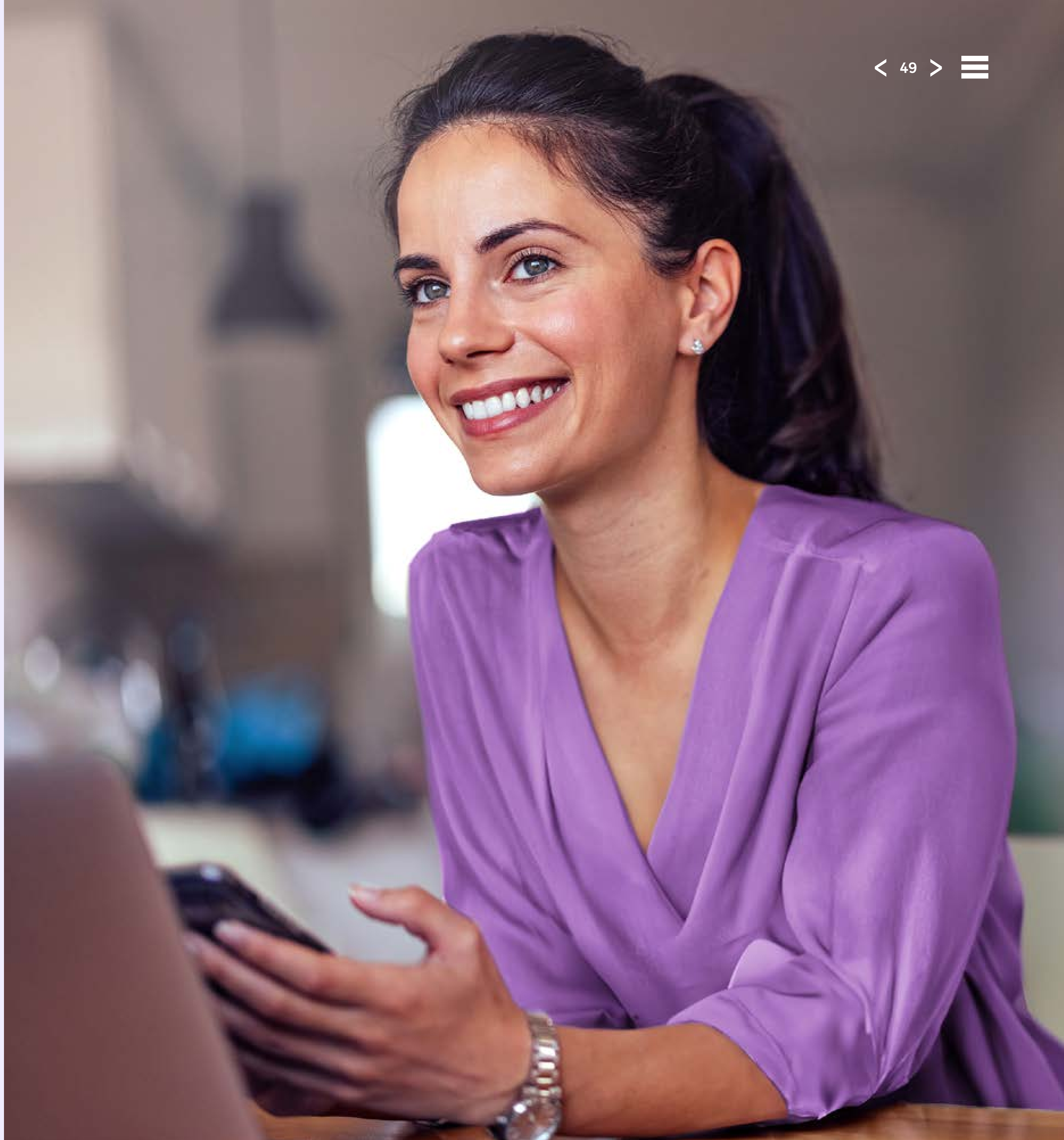
FTTH Coverage
Million

Homes passed



Net Additions
Thousands





Infrastructure and Operation

GRI 203-1, 203-2

Telecommunications Service Authorizations

The Company currently provides fixed telephony, mobile, data, broadband, and pay TV services throughout Brazil, under authorizations granted by the National Telecommunications Agency (ANATEL, the Portuguese acronym).

Under the General Telecommunications Law, concessions are licenses to provide telecommunications services under the public regime, while authorizations are licenses to provide telecommunications services under the private regime.

Both concessions and authorizations impose obligations related, for example, to service quality and network expansion and modernization. However, companies operating under the public regime, known as concessionaires, are subject to additional obligations, such as service continuity and universalization.

On December 16, 2024, Vivo entered into a Self-Composition Agreement for the adaptation of the concession agreements for the Switched Fixed Telephone Service (STFC, in Portuguese) to the authorization model, in partnership with ANATEL, the Federal Court of Accounts (TCU, in Portuguese), and the Ministry of Communications.

The execution of this agreement was one of the Company's main advances, as it ensured that all concession assets remained the property of Vivo, eliminated pending matters, and provided greater legal certainty. In addition, among other specific obligations, the agreement provides for the need to invest in backhaul and mobile coverage. These investments serve a relevant public interest, as:

- Investments in backhaul will benefit approximately 8.1 million inhabitants through the deployment of fiber-optic infrastructure, mainly benefiting socioeconomic classes C, D, and E.
- From the perspective of mobile coverage, more than 46 million inhabitants will benefit from the deployment of base stations (ERBs, the Portuguese acronym), also reaching mainly socioeconomic classes C, D, and E.

On April 11, 2025, the Company signed Sole Authorization Term No. 1/2025 with ANATEL, completing the final stage for the effective migration from the concession regime to the authorization regime for the Switched Fixed Telephone Service (STFC, the Portuguese acronym), with the Company moving to the private authorization regime for this service.

The adaptation from the public regime to the private regime enables a more efficient structure, providing Telefônica with greater agility to adjust its business, without the obligations and restrictions of the public regime. This will allow investments to be redirected to services of greater interest to the population, aligned with public policies and the provisions established in the Self-Composition Agreement.

In 2025, Vivo completed the migration of STFC from the concession regime to the authorization regime, increasing legal certainty and directing investments toward infrastructure and mobile coverage.

Vivo Max

- New Business
- Health and Well-Being
- Financial Services
- Smart Home
- Consumer Electronics
- Entertainment
- Energy
- Vivo Empresas
- IoT, Big Data and Open Gateway
- Cloud
- Cybersecurity
- Networking
- Open Innovation

New Business

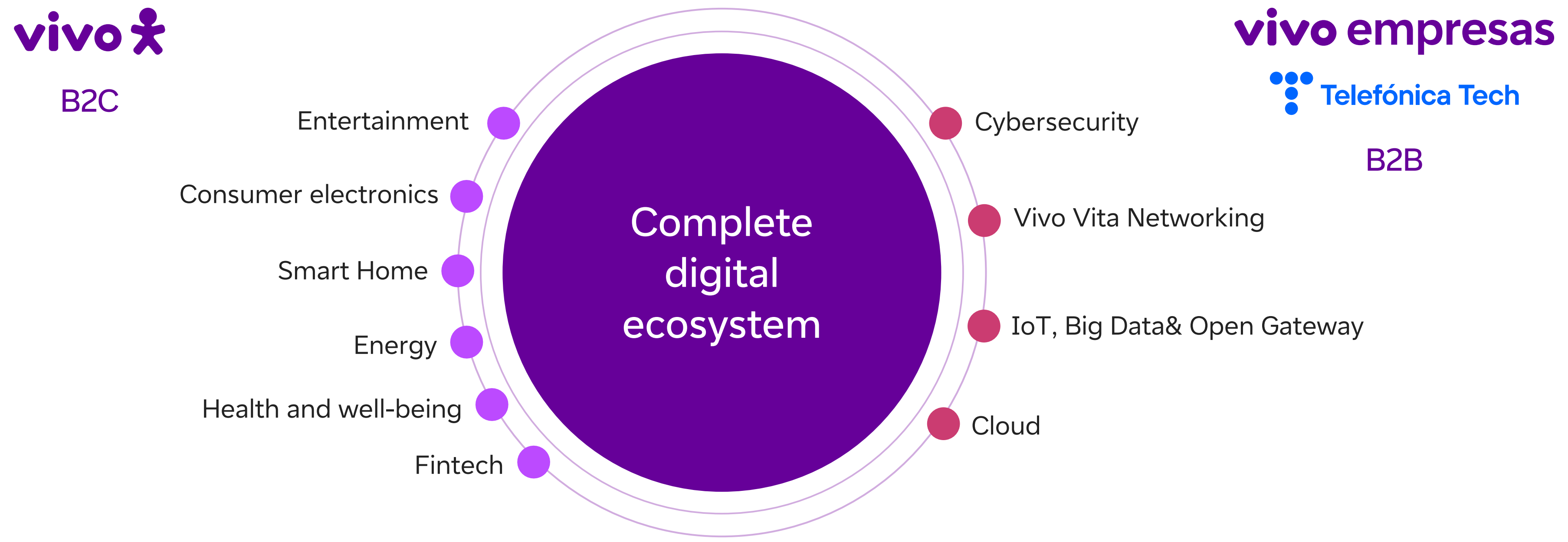
GRI 2-6, 3-3 Material topic: End consumers

Vivo transforms technology into concrete solutions for people's daily lives.

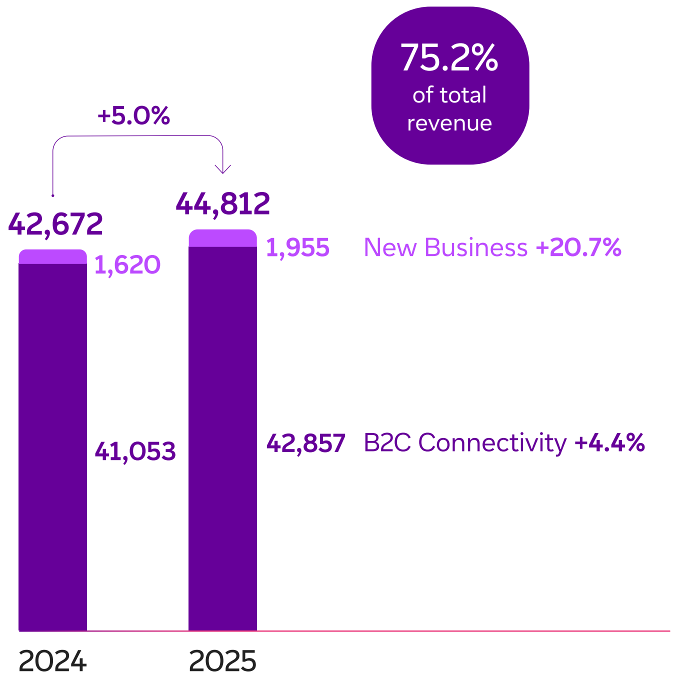
From connectivity, the Company expands its operations to offer digital services that streamline routines, enhance access, and create new possibilities – from healthcare to smart homes, from finance to digital security. Cloud, cybersecurity, and Vivo Pay now make up an integrated environment of solutions designed for different needs, audiences, and life moments. This is Vivo Max.

Vivo has been consolidating its position as a comprehensive service ecosystem through the Vivo Max pillar, which reinforces the Company's diversification strategy and maximizes its presence in customers' digital daily lives. Innovation and creativity were essential to positioning Vivo as a digital services hub, driven by the Vivo Max proposition.

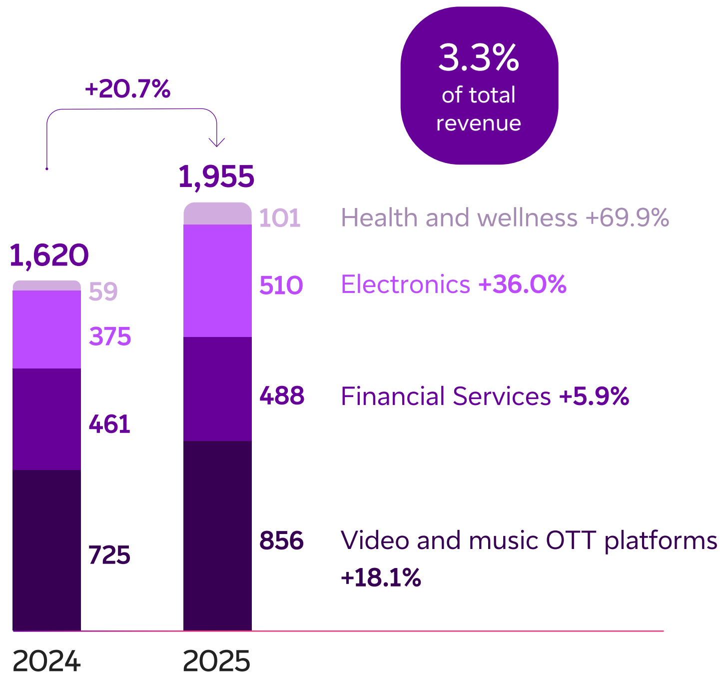
With this comprehensive approach, Vivo not only expands its presence in the telecommunications sector, but also strengthens the connection between people and new opportunities in strategic areas such as health and well-being, finance and entertainment.



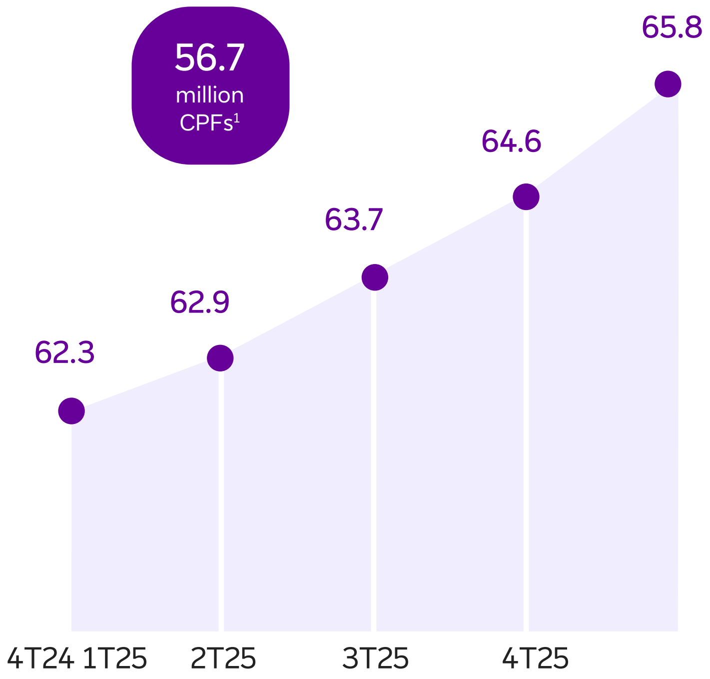
Total B2C Revenue
R$ million



New Business
R$ million



B2C/CPF[1]
R$/month (LTM)



[1] CPF (Cadastro de Pessoas Físicas – Brazilian Individual Taxpayer Registry). Consider the B2C annual revenue for the indicator calculation.

Innovation and creativity have been essential in positioning Vivo as a hub for digital services, driven by the Vivo Max value proposition. Considering the full range of B2C products, both in telecommunications and new businesses, the average monthly revenue per unique individual customer (CPF) over the last 12 months reached R$65.8, consolidating Vivo's positioning as a one-stop shop for its customers.

In October 2025, the Company completed the reorganization involving its stake in VivaE Educação Digital S.A. ("VivaE"), formerly shared with Ânima Holding S.A. The transaction consisted of transferring all shares of VivaE, owned by the Company, to the Vivo Ventures fund, an investment fund in which the Company is the majority investor, together with Telefónica Open Innovation, S.L.

In November 2025, VivaE entered into a business combination agreement with Ada Tecnologia e Educação S.A. Ada is a company specialized in developing educational solutions in programming and technology for the B2B segment. The operation reinforces the role of Vivo Ventures as a strategic platform for the development and scaling of new businesses, allowing the Company to maintain its exposure to innovative initiatives through a structure more aligned with its diversification strategy and strengthening of the digital ecosystem.

Vivo Max consolidates Vivo as an integrated ecosystem of digital services, expanding its presence in customers' daily lives and driving business diversification.

Health and Well-Being

In 2025, Vivo continued to strengthen people's relationship with health and well-being by promoting innovative digital solutions to improve its customers' quality of life. Key highlights include Atma and Vale Saúde Sempre, two services that reflect the Company's commitment to digital transformation in the health sector.

Atma

Launched over five years ago, Atma is a meditation and mindfulness app that promotes self-awareness and well-being. It offers its more than 100,000 subscribers guided meditations led by experts, relaxing music and more than 1,200 exclusive pieces of content to relieve stress, manage anxiety, and improve focus and sleep quality.

100,000 subscribers

1,200+ pieces of exclusive content to relieve stress

Vale Saúde Sempre

Vale Saúde Sempre is Vivo's health services subscription, with more than 500,000 subscribers, offering discounts of up to 60% on medical and dental appointments, lab tests, and medications. It features 137 medical, therapeutic, and dental specialties and a network with over 3,000 accredited professionals, including renowned brands like Fleury, Dasa Group, and Conexa Saúde. The digital platform provides access to a high-quality national network of medical and hospital services, with in-person consultations and telemedicine.

Its key innovation lies in its 100% digital approach, allowing users to schedule appointments and exams directly through the app, providing a practical and accessible experience. The service is available to all consumers – including non-Vivo customers – through the website or Vivo's channels (App Store, service ecosystem, and SMS, among others).

In 2025, more than 84,000 medical consultations, tests, and procedures were carried out, and more than 2.2 million items were sold at a discount in pharmacies.

3,000+ clinics/ laboratories

137 specialties

11,000+ pharmacies

84,000+ procedures performed

Financial Services

The development of financial services by Vivo has been driven by the increasing demand from society for financial inclusion and new business opportunities. Consolidated under the Vivo Pay brand, Vivo started offering its customers a complete portfolio of financial services, entirely digital and easily accessible through the app, expanding its relevance beyond connectivity and reaching over 28 million users.

Vivo Pay brings together a range of services, such as personal loan solutions, payroll-deductible loans – including Crédito Trabalhador (Worker's Credit) – insurance for electronic devices, home and travel insurance, as well as consortia and payment methods.

In the credit segment, the first product launched was the personal loan, made available 100% online to customers who already use other services from the operator. Since its launch, more than R$1.1 billion in personal credit has been extended to Vivo customers, with competitive rates based on each customer's credit behavior. Among the credit solutions, Vivo Pay launched the Crédito Trabalhador in 2025, a payroll-deductible loan aimed at private sector professionals. The product offers loan amounts between R$500 and R$20,000, with a term of up to 36 months, and complements the portfolio by meeting a growing demand for credit with greater payment predictability.

In the insurance segment, Vivo Seguro Celular (Vivo Cell Phone Insurance) stands out, offering protection against theft, robbery, and accidental damage, in partnership with Zurich, one of the world's leading insurance companies. The insurance is available for smartphones and other electronic devices, such as notebooks and smartwatches. Furthermore, the offer has a high commercial penetration, with 38% of smartphones sold in stores included insurance in 2025. The portfolio also includes a simplified plan starting from R$16.90 per month, a factor that contributes to increasing customer adoption. Throughout 2025, Vivo Pay continued to expand its portfolio by launching Home Insurance, which protects the house against unforeseen events and offers coverage ranging from R$100,000 to R$1 million, and Travel Insurance, which helps cover unexpected expenses during trips, with coverage of up to US$35,000.

This represented a strategic advancement in Vivo's financial services operations. In 2024, through Vivo Ventures, the Company invested in Klubi and enabled the launch of the Mobile Phone Consortium, an innovative solution for acquiring smartphones. The model allows installment payments for up to 36 months, without draws, and ensures the customer full access to credit after payment of at least half of the installments.

The initiative expands Vivo's portfolio of digital financial solutions, strengthens the value proposition to the customer, and reinforces the Company's positioning as a technology company that goes beyond connectivity, offering affordable, simple, and alternatives aligned with everyday needs.

Furthermore, Vivo Pay's authorization as a Direct Credit Society (SCD) by the Central Bank in 2024 represented a significant milestone in the evolution of our financial services business. In 2025, Vivo Pay officially began operating as a financial institution, with the introduction of the free Digital Account, already integrated with PIX, reinforcing its role as a payment method within the Vivo App ecosystem.

R$ 1.1 billion
in personal loans contracted since launch

38%
of smartphones sold have an insurance product

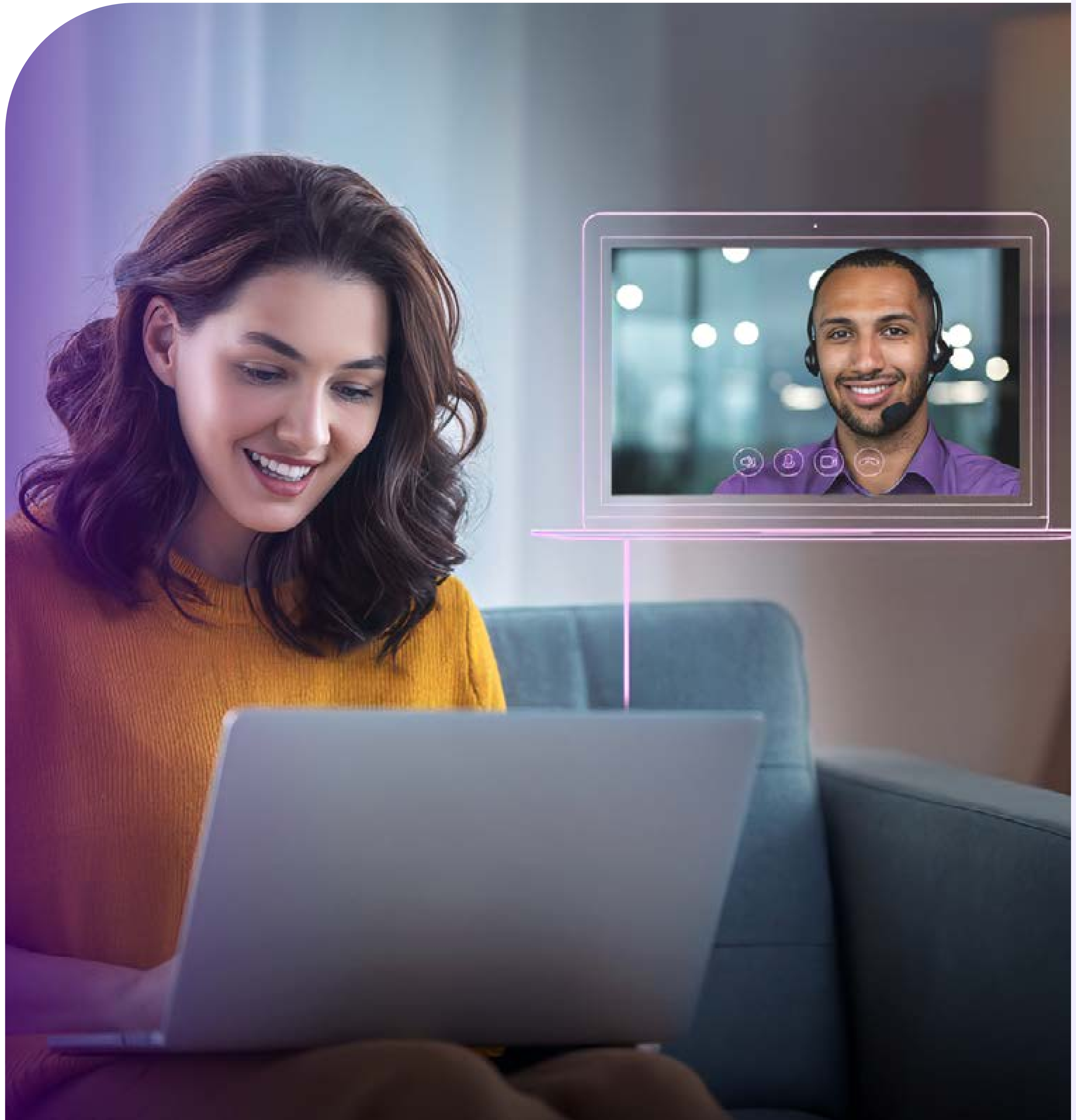
Smart Home

Vivo has stood out for connecting its customers' homes through innovative connectivity and security solutions. With Casa Inteligente (Smart Home), the Company takes home automation to a new level, providing a more practical, secure, and connected experience.

This service allows homes to be equipped with smart devices that can be easily controlled via smartphone or voice commands. Technology brings greater convenience to everyday life by enabling the monitoring of the home and the control of various aspects of the house in a simple and intuitive way.

In addition, the company is investing in a new business model and expanding its portfolio with residential care and protection solutions, such as the Self-Monitoring Service, which allows customers to monitor in real-time what is happening in their homes directly through their smartphone. With smart cameras, the service offers more peace of mind and autonomy, ensuring that people can monitor their home from anywhere, at any time, without relying on external resources.

All these features are integrated into an intuitive app that already has more than 160,000 registered users and coordinates the smart devices in the house, including Wi-Fi cameras. In this way, the routine becomes automated, creating a unique and connected ecosystem, making users' lives easier.



THE MAIN BENEFITS INCLUDE

- 24-hour home monitoring, providing increased security, upon subscribing to the Self-Monitoring Service.
- Device control through a voice assistant.
- Voice or application lighting control.
- Robot vacuum programming.
- Electronic lock to manage access to the residence.

93,000+
devices sold

35,000+
self-monitoring camera subscribers

Consumer Electronics

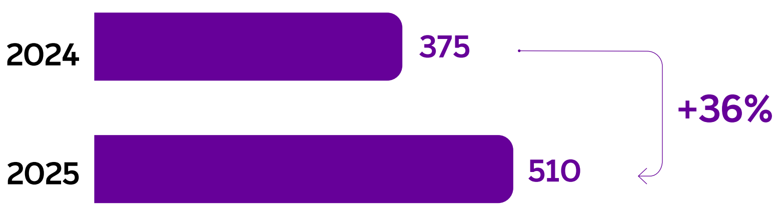
Aligned with its strategy to consolidate itself as a technology company, Vivo continues to expand its businesses within the digital ecosystem.

Vivo offers a wide range of consumer electronics, including smart TVs, gaming devices, laptops, speakers, wearables, smartphones, accessories, and smart devices, available in both its physical stores and online platform, which can be purchased by customers with the convenience of delivery throughout Brazil.

As part of its strategy to make the shopping experience even more accessible, Vivo offers easy payment plans, allowing payment in up to 21 interest-free installments. Furthermore, its online store offers free shipping throughout the country, providing more convenience and benefits to consumers.

Electronic Revenue

R$ million



Vivo Online Store

Vivo has been heavily investing in the customer experience, recognizing its importance for the Company's continued success, and has carried out a transformation process of its stores, transitioning from the traditional sales channel model to an experience hub model, providing an immersive experience and greater added value.

This new concept aims to offer a richer, more personalized journey for customers, enabling them not only to purchase products but also to engage with the brand in a deeper and more meaningful way.

- B2C products include Ovvi, gaming, TV and video, among others.
- B2B offerings include IT equipment and accessories for business.
- Consumer electronics sales on the App grow +224% YoY.
- Sales of electronic products and accessories grew by +113% on Black Friday.

Ovvi and i2GO

Ovvi is Vivo's proprietary brand of tech accessories, created to offer technology products with design, innovation and lifestyle. With a diverse line of accessories for smartphones and electronic devices, Ovvi stands out by combining functionality and aesthetics to meet customers' needs. Ovvi accessories are available in physical stores, branded points of sale, and Vivo's e-commerce platform, ensuring convenience and accessibility for consumers.

In 2025, the Company acquired i2GO, one of the main brands of accessories for smartphones, audio devices, and well-being in Brazil, present in over 22,000 points of sale, creating a strategic synergy with Ovvi with products with enhanced performance that are more affordable and functional. Together, they offer a complete and quality portfolio for different consumer profiles, which contributed to a 108% YoY growth in business revenue in 2025.

Entertainment

The Company's strategy to offer a complete digital ecosystem, keeping customers constantly connected, also plays a prominent role in its entertainment operations.

Vivo customers have access to Vivo TV, which is an entertainment hub for the home with content generated by over 120 channels, as well as direct access via the remote control to the best streaming services. Vivo TV content can also be accessed through the app of the same name, available on different mobile devices.

In addition to Vivo TV, the Company partners with the leading video and music streaming platforms to enhance its entertainment value proposition to Vivo customers. These products are offered either as add-on digital services or included in the customer's plan. In 2025, the milestone of 4.1 million customers with these services was reached.

Energy

Vivo and Auren Energia have joined forces to create GUD Energia, a joint venture designed to capture the opportunities arising from the opening of Brazil's free energy market. This strategic partnership focuses on delivering customized and affordable renewable energy solutions, simplifying the contracting model and billing for end consumers.

The Company stands out for commercializing/selling over 27.9 average MW (MWavg), providing comprehensive solutions in the free energy market that combine savings, predictability, and sustainability for customers.

GUD Energia is committed to expanding its reach, with plans to integrate electricity, telecommunications, and internet services into comprehensive service packages for both corporate and residential customers. This vision broadens the value proposition of the Vivo-Auren partnership, creating a unique offering in the market.

In line with the opening of the free energy market, GUD is exploring new opportunities, including renewable energy offerings for low-voltage consumers such as small businesses, allowing them to opt for sustainable energy sources from various players, by the end of 2027, and reinforcing a commitment to more ecological and accessible practices.

Sustainable Solutions

ADDRESSABLE MARKET BY VIVO[1]

B2B
High and low voltage.

B2C
Low voltage.

GUD ENERGIA

Vivo + Auren Partnership

Vivo
Retail, B2B, and B2C reach.

Auren
Energy and sustainability.

GUD VALUE PROPOSITION

- Zero investment and simplified bureaucracy.
- Up to 30% in energy savings
- Predictability and expense control.
- More sustainable energy.

[1] The opening of the free energy market for low-voltage consumers is scheduled for November 2027. For the inclusion of B2C customers, individuals, the market is expected to open in November 2028.

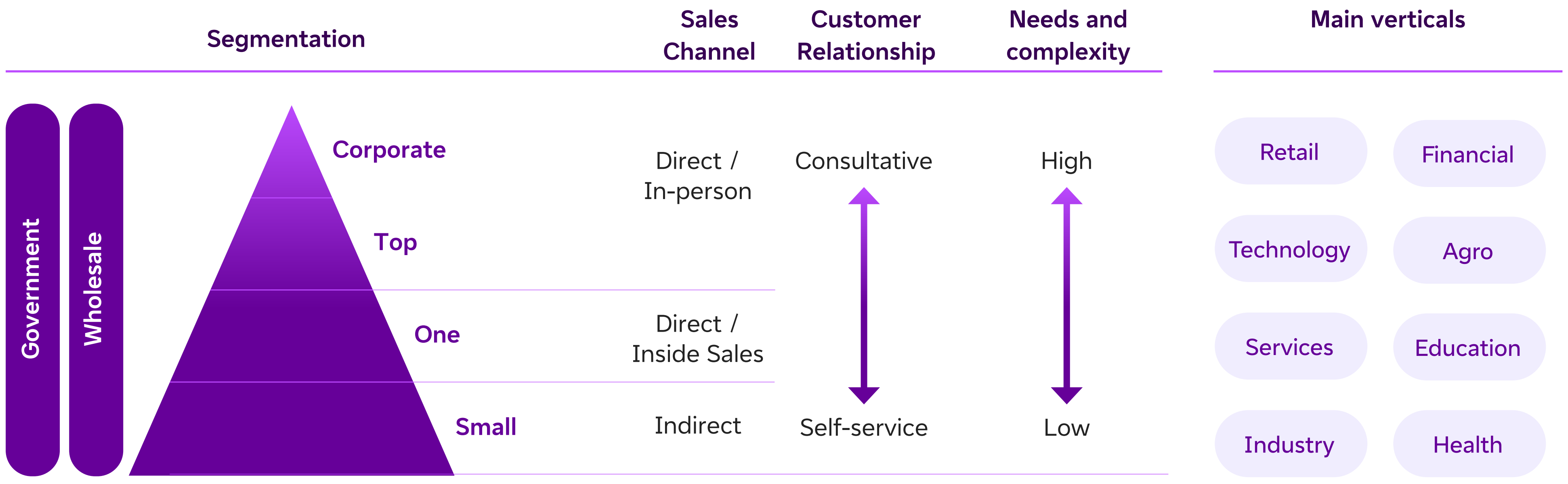
Vivo Empresas

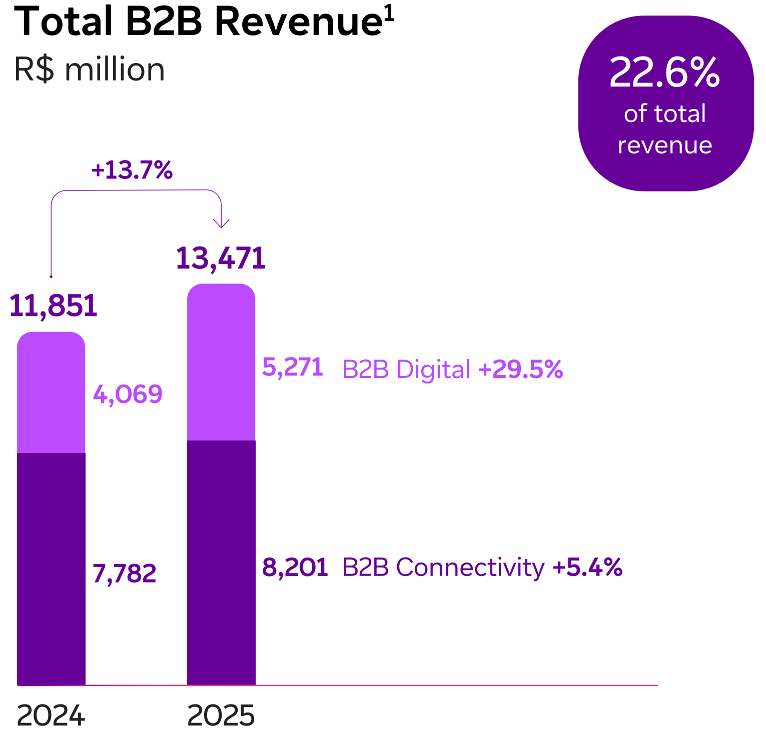
Vivo acts as a technology integrator and strategic business partner, supporting the digital transformation of companies of all sizes and sectors across Brazil. This scale and capillarity allow for a deep analysis of the challenges in each segment, at different stages of digital maturity.

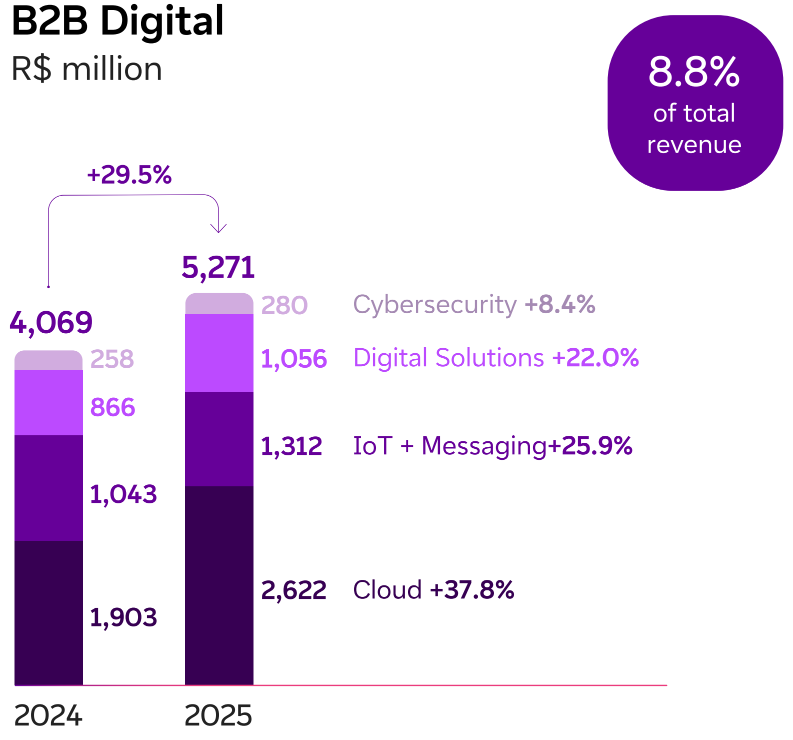
More than just connectivity, the company delivers complete technology projects, combining high-performance infrastructure with a broad portfolio of networking, cloud, data center, security, big data, IoT, equipment, collaboration tools, and information technology services.

Through specialized units, Vivo offers strategic consulting, solution architecture design, implementation of professional and managed services, end-to-end support in the technological journey of customers, focusing on operational efficiency, resilience, scalability, continuous innovation, and sustainable value generation.

Vivo Empresas (Vivo Business) service structure by customer segment, sales channel, and relationship model.







B2B revenue grew by double digits in 2025, driven by the robustness of the Company's digital solutions portfolio.

[1] Excludes wholesale revenue, which totaled R$1,312 million in 2025.

IoT, Big Data and Open Gateway

Vivo offers solutions in IoT, Big Data, and Open Gateway that expand the use of data, connectivity, and system integration. These solutions enable organizations to advance in the digitalization of their processes and business models, in alignment with the demands of an increasingly technology-driven market. The Internet of Things (IoT) is one of the key innovations Vivo provides to the B2B market, with high potential for value creation. By enabling automatic connection between devices and structured data collection, without the need for human intervention, IoT enables the monitoring of different assets and indicators, such as energy consumption and efficiency. The analysis and correlation of this information support companies in making quick decisions, contributing to productivity gains, operational efficiency, and risk reduction.

Vivo Agro

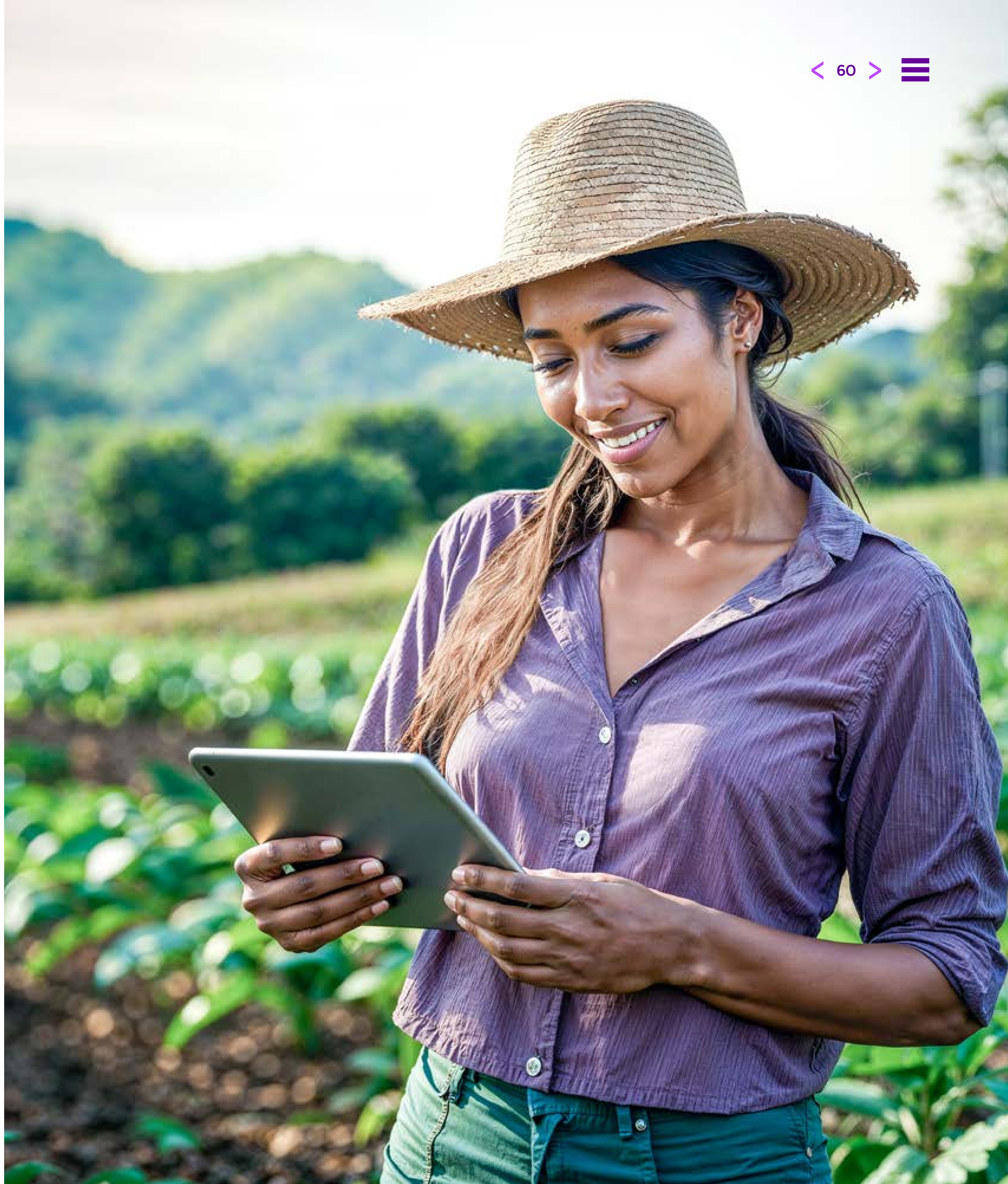
In agribusiness, IoT solutions are integrated into the Vivo Agro portfolio and reinforce the Company's position as a technological partner of rural producers by offering connectivity and digital solutions that boost efficiency, productivity, and sustainability of field operations, promoting data-driven decision-making, risk reduction, and more efficient resource use. In this context, the investment made by Vivo Ventures in Agrolend complements this action by strengthening digital financial solutions that expand access to credit and contribute to the solidity and resilience of the agribusiness ecosystem in the long-term.

VIVO'S SMART SOLUTIONS FOR THE FIELD

Machinery Management: allows producers to manage important aspects of the heavy machinery fleet (such as tractors and harvesters) in real time, regardless of the manufacturer. The cloud platform provides operational data, location, and diagnostics, optimizing productivity and connectivity in the field.

Smart Climate: supports real-time monitoring of weather conditions through sensors. With this, the producer can anticipate climate events and plan operations based on precise data on humidity, temperature, and localized forecasts, reducing costs, avoiding losses, and saving resources such as water and energy.

4G and 5G IoT networks (NB-IoT): bring connectivity to remote rural areas, enabling digitalization of agribusiness and the use of IoT technologies, telemetry on machinery, climate monitoring, and process automation, increasing productivity and reducing costs on the farm.



Smart Metering

GRI 203-1, 203-2

By combining Vivo's technological structure with the modernization efforts of utilities and distribution companies, the Smart Metering solution will allow for daily analysis of water, energy, and gas usage, remote transmission of consumption information to end customers, and early detection of anomalies such as leaks and potential fraud.

This modernization also aims to increase the operational efficiency of the utilities through data digitization, raising awareness of responsible consumption, as well as generating socio-environmental impact through the preservation of natural resources in the country, aligning with our commitment to ESG.

Together with Sabesp, Vivo is delivering the world's largest smart water metering project, with the installation of 4.4 million connected meters across all properties in São Paulo and São José dos Campos by 2029, making the city of São Paulo the world's first metropolis with smart water metering. The project integrates ultrasonic meters with embedded NB-IoT connectivity, advanced data encryption, artificial intelligence, management platform, professional field services, and continuous monitoring through a specialized and dedicated team.

Big Data

Big Data solutions, in turn, use data intelligence, geospatial analysis, and machine learning to support businesses, offering behavioral insights, mobility, and compliance with the LGPD. Among the solutions, it is possible to highlight:

- **Smart Steps:** focused on providing insights to calculate audience metrics, helping companies accurately define the profile of their target audience.
- **Computer Vision:** with expertise in retail and proprietary development, the Company builds and configures an algorithm for analysis and generation of insights on the main needs at the point of sale, according to the use case. Through image analysis, it is possible to enhance operational efficiency, boost sales, and increase the average ticket size.

Thus, Vivo consolidates itself as a strategic partner for companies in the digitalization of their businesses, expanding the generation of value from data.

Open Gateway

Open Gateway is a global initiative led by telecommunications companies to create data products, based on standardized APIs, that support business decisions.

This approach transforms telecommunications networks into platforms accessible to developers, making it easier for technology professionals and cloud providers to work. In addition, it promotes the creation of more efficient solutions, providing better services to end users.

As part of this movement, Vivo, alongside other industry peers, launched five network APIs focused on enhancing digital security, namely:

- **SIM Swap:** detects changes between SIM card and mobile number, assisting in the prevention of account takeovers.
- **Number Verification:** new and more secure form of authentication with a better customer experience, replacing manual confirmation processes with SMS.
- **Device Location:** enables validating the geolocation of mobile devices, supporting fraud prevention and security efforts.
- **KYC:** confirms user data such as CPF, mobile phone, address, full name, and date of birth, strongly assisting in onboarding processes.
- **Telco index:** using an algorithm, a behavior score of mobile product customers was built, focusing on credit, to support suitable offers to each customer.

Throughout 2025, Open Gateway launched more solutions that integrate the fraud prevention ecosystem based on operator data, such as:

- **Tenure:** validates if a phone number has been a continuous customer of a carrier since the consulted reference date, as well as the type of contract of the subscriber with the carrier (prepaid, postpaid, or corporate).
- **Device swap:** checks when a mobile phone number (SIM card) changes devices (IMEI).
- **Scam signal:** confirms whether a user of a device is in a call at the time of the query, being a powerful real-time fraud combat tool, especially in the banking sector.
- **Age verification:** confirms whether a user is of legal age (18 years), supporting primarily registration processes and onboarding of digital solutions and applications.
- **Device status connectivity:** indicates whether the user has an active data or SMS connection.

These solutions aim to strengthen digital security while unlocking new business opportunities. They consolidate Vivo's position as a leader in digital technology, especially in the B2B market.

Cloud

Vivo positions itself as a robust multicloud partner, with strategic alliances with the sector's leading players: AWS (Amazon Web Services), Google Cloud, Huawei Cloud, IBM Cloud, Microsoft, Oracle Cloud, for businesses, focused on infrastructure, storage, and digital transformation.

The acquisition of IPNET, now IPNET by Vivo, represented a decisive advance in the cloud computing market. With the total integration of the teams, the Company expanded its presence in cloud computing, workload migration, and managed operations, consolidating Vivo's prominent role in the multicloud market, enabling the integration of cloud with connectivity, security, and data with scale and specialization.

Vivo's Cloud Services include:

- Compliance and security
- Consulting and solutions architecture
- Deployment and support of hybrid environments
- Cost management and optimization
- Hybrid Cloud
- Management and monitoring tools
- Strategic partnerships

Cybersecurity

Vivo acts as a strategic partner to companies facing the challenges of the digital environment. Vivo's approach is structured to support customers throughout their entire journey, focusing on risk governance stages, asset and vulnerability identification, implementation of safeguards (protection tools and processes), detection and response to cybersecurity events, and recovery of technological environments.

With the incorporation of the Telefónica Tech cybersecurity operation in Brazil, Vivo has strengthened its operational strategy with integrated solutions supported by a team of dedicated experts – that is, a SOC (Security Operations Center).

These new solutions are integrated into a robust portfolio that also includes the SOC (Security Operations Center) structure and partnerships with leading technology and cybersecurity hardware providers.

Key services include:

- **MDR (Managed Detection and Response):** a solution that combines EDR (Endpoint Detection and Response) technology with monitoring and response conducted by a specialized SOC, providing continuous threat detection, event analysis, and rapid incident response, reducing operational risks and impacts.
- **Device Management:** MDM (Mobile Device Management) is a cloud-based solution aimed at managing and securing smartphones and tablets. It features tracking functionalities, application blocking, as well as allowing the implementation of security policies and full visibility of the entire Company's infrastructure.
- **Cloud Anti-DDoS (Distributed Denial of Service):** a cloud service designed to mitigate successful volumetric cyberattacks, which aim to overload websites, applications and servers to the point of making them unavailable, preventing activities such as sales, inquiries or day-to-day work.

Networking

Through the specialized business unit Vivo Vita, Vivo offers managed services (network availability guarantee) and professional services (implementation of complex projects and specialized consulting) in various technologies for internal networks, automation, connectivity, collaboration, and data center.

In this area, Vivo serves companies of various sizes, enabling communication between different technological solutions, systems, and processes through the synergy between expert teams and products from the Vivo digital ecosystem tailored for the corporate market.

With a network of strategic partners, the Company ensures the highest level of knowledge and technical certifications, and the availability of a complete portfolio of solutions. Some examples are:

- SD-WAN for efficient communication between branches.
- Wi-Fi delivering greater access speed and quality.
- Intelligent video monitoring and biometric access control with integrated sensors and alarms.
- Network observability, identifying potential risks for preventive actions.
- Service desk for the optimized management of the workplace.

As a result, B2B customers can rely on a smart structure that accelerates and simplifies business transformation processes, working to solve problems in the most straightforward way possible.

Open Innovation

GRI 3-3 Material topic: End consumers

Vivo Ventures

Vivo Ventures is Vivo's Corporate Venture Capital (CVC) fund, focused on strategic investments in late-stage startups (Series A and beyond). With investment amounts of up to R$35 million, Vivo Ventures investments are aligned with three main objectives: strengthening the core business, evolving into new business models, and uncovering disruptive innovations. In addition to financial support, Vivo Ventures offers a strategic edge by accelerating startup growth through Vivo as a client and/or sales channel, fostering a co-development environment.

In 2025, Vivo announced the expansion of Vivo Ventures to R$ 470 million, representing an increase of R$ 150 million compared to the original amount. With this, the fund has firmly established itself as one of Brazil's main corporate venture capital funds. The expansion will enable Vivo Ventures to continue investing consistently in innovative and scalable companies, focusing primarily on artificial intelligence (AI), as well as financial services, health, smart home, and energy, key segments of Vivo's innovation strategy.

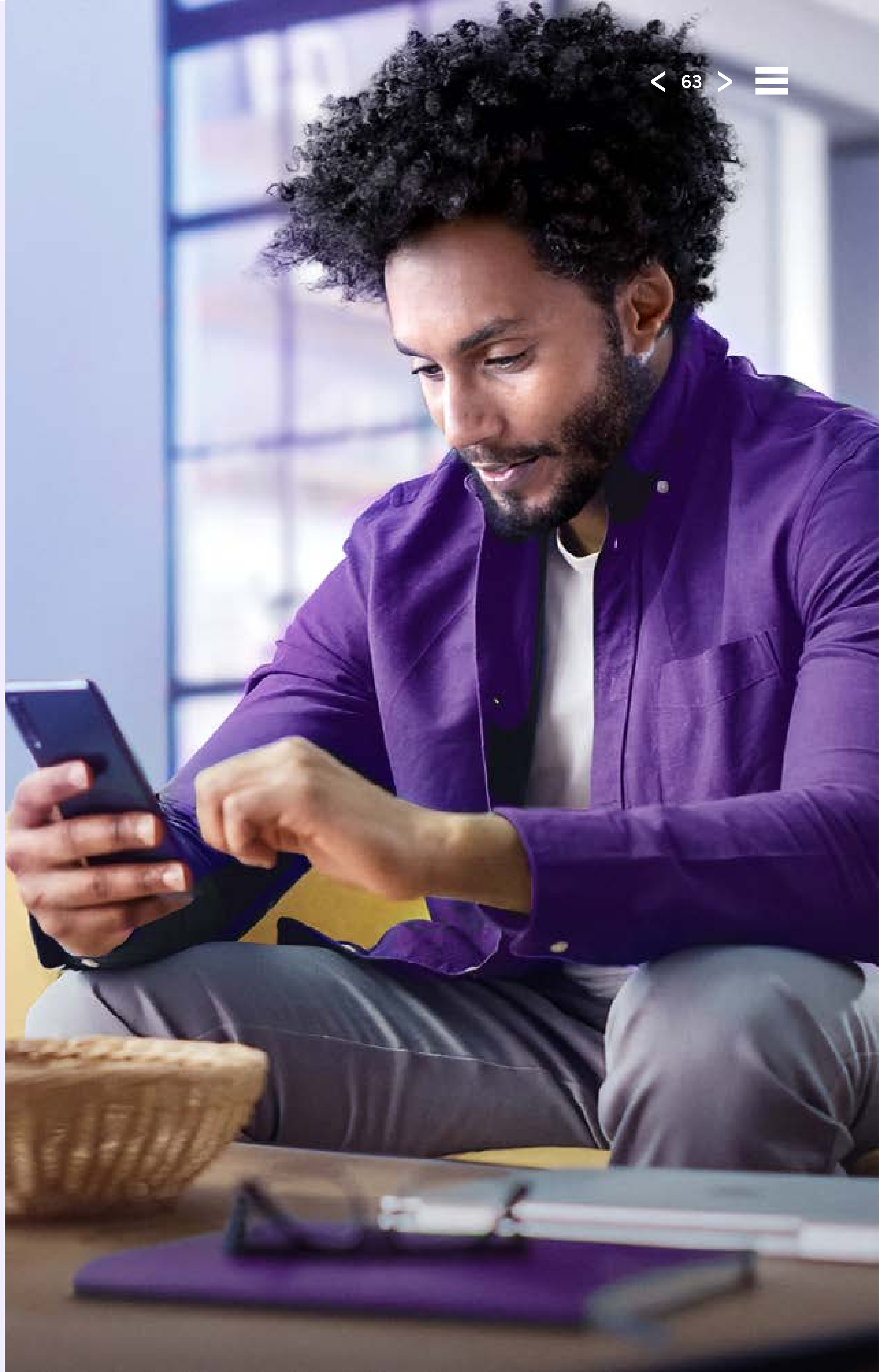
To date, Vivo Ventures has invested over R$230 million in thirteen startups. In 2025, capital was invested in six new companies: Asaas, a fintech that offers a digital account including automated billing rules, payment API and other services that support financial management; 180 Seguros, an insurtech specialized in building and optimizing digital insurance sales journeys; Elevify, a generative AI edtech that creates personalized learning paths based on 15,000 courses and content items; Facio, a salary-on-demand fintech that advances up to 50% of an employee's salary in seconds; Inspira, a generative AI legal assistant; and Ada, a startup operating in recruitment and professional training.

R$470 million
Vivo Ventures' total capital after expansion in 2025

R$230 million
Investments

13
portfolio companies since 2022

54%
of portfolio startups do business with Vivo



Wayra

Wayra is Vivo's early-stage Corporate Venture Capital (CVC) fund in Brazil and Telefônica's early-stage CVC fund globally. With the mission of driving innovation, the fund invests in early-stage startups, fostering partnerships that generate positive impact. Wayra offers several benefits to startups, including access to Telefônica's global network, connecting them with suppliers, customers and other partners in the countries where the Company operates. The main investment areas include education, energy, health, financial services, smart home, Artificial Intelligence (AI) and entertainment.

In 2025, Wayra made two investments in startups: Omni Saúde, the first digital medication plan in Brazil, and Openlayer, a platform that helps companies use artificial intelligence securely, testing and monitoring AI systems in real time to prevent errors, data leaks, inappropriate responses, or incorrect information, ensuring that the technology operates reliably.

Investments in artificial intelligence

Wayra, in Spain, has also expanded its strategic investments in artificial intelligence, including an investment in the American startup Perplexity, a reference in the development of generative AI (GenAI). The partnership provides for the implementation of advanced AI solutions to enhance the experience of Vivo's customers. This investment marks a new phase of Wayra's strategy, focused on leading technological markets such as the United States, targeting innovative high-growth companies with global presence and significant impact in the technology sector.

2
new investments: Omni Saúde Openlayer

88
Brazilian startups have been supported since 2012

23
startups in the portfolio Wayra

Learn more about artificial intelligence at Vivo on Vivo IA Digital.

Vivo Discover

Operating since 2019, Vivo Discover aims to structure open innovation within the Company, connecting business areas. The initiative also works on training internal ambassadors, strengthening a culture of innovation oriented towards experimentation and dissemination of innovative practices.

By promoting the continuous sharing of knowledge and ongoing initiatives, the program contributes to the incorporation of innovation as a cross-functional organizational capability.

154
shapers trained to drive growth Open Innovation Department

700
Colleagues per Innovation Meetup

Actions of Vivo Discover

SHAPERS – Vivo created a training and capacity building program for Company executives, known as shapers, who operate across different areas with the mission of promoting open innovation strategies and generating business with startups. In 2025, the 7th class took place in a new format – Shaper AI Sprint! The cycle involved 15 employees, organized into groups. Each group selected a strategic challenge from a different area, aiming to identify startups with AI-based solutions. Three bootcamps were held, focused on deepening the understanding of challenges, mapping and evaluating startups, and structuring a proof of concept (PoC). So far, 154 shapers have already been trained.

INNOVATION MEETUP – monthly events held to promote the dissemination of innovative projects within Vivo and encourage the exchange of insights, ideas, and information among employees, with open participation. In 2025, each session had an average attendance of 700 employees.

FALA, INOVAÇÃO! (Talk, Innovation!) – videocast broadcast on Workplace featuring prominent market figures to address innovation-related topics. In 2025, the Company discussed "Future Energy: Trends and innovations in the energy sector", "From shopping cart to algorithm: The new era of digital consumption" and "Game on: Connecting people, generating opportunities".

WAYRA SESSIONS - Event that brings together startups suitable for doing business with Vivo and the Company's executives for a pitching session.

Vivo Sempre

- Customer Experience and Journey
- Satisfaction Indices
- Customer-Centric Culture
- Relationship Channels
- Telecommunications
- Self-Regulation
- National Coverage and Digital Inclusion
- Pacto Digital da Vivo
- Responsible Communication

Material topic: End consumers **Capitals:** Financial | Manufactured | Human | Social and Relationship SDGs 8, 9, 10, 12 and 16

Customer Experience and Journey

GRI 3-3 Material topic: End consumers

Vivo aims to offer the best experience at all touchpoints, guided by care, support, attention, and simple and efficient processes.

The Company remains committed to continuously enhancing the customer experience through innovative strategic initiatives that combine digitalization, problem-solving, and anticipation of needs.

In each contact, Vivo seeks to build an experience that goes beyond service provision, combining closeness and clarity, with consistent processes and journeys designed for fluidity in all customer interactions. In 2025, the Company reinforced its focus on unifying experiences across all lines of business, consolidating an integrated brand perception. To drive and reinforce its commitment to this value proposition, Vivo created a Vice Presidency dedicated entirely to Customer Experience (CX), covering all customer journeys and the main channels of interaction and engagement for both B2C and B2B customers.

COMPELLING VALUE PROPOSITION

- It is technology with quality
- It is close and solves
- Making the customer feel special

Customer Experience as a Strategic Pillar

Vivo's CX strategy evolves continuously and consistently, always supported by its value proposition: being technologically and excellent in quality, close and solution-oriented, and able to make each customer feel special. This vision is a path, a constant movement that reinforces the best network, transparency in relationships, and the care that makes the customer feel recognized in every detail. It is this continuity that ensures that, even in the face of new challenges, the Company's pillars remain strong and guide daily decisions.

To materialize this value proposition, Vivo works on six major strategic drivers: single customer view, resolution, expectation management, omnichannel experience, online monitoring, and 100% digital.

These drivers ensure that the customer is recognized at any point in the journey, receives quick and effective responses, and tracks the status of everything done with Vivo clearly and transparently. They also reinforce the Company's ability to act proactively and anticipate needs, expressed through preventive care of the experience.

This is how Vivo grows consistently, reinforcing trust, delighting customers, and building long-term relationships.

This strategy is present in all CX projects and initiatives for 2025, such as:

Customer Master Project

The B2C Customer Master Data Project is one of the key pillars underpinning Vivo's digital transformation, established to address a historical challenge: the fragmentation of customer data spread across multiple systems.

By consolidating customer information into a single, intelligent, and corporate database, the project ensures a unique view of the customer, with more reliable, standardized, and up-to-date data, reinforcing governance, legal security, and compliance with the LGPD and Anatel guidelines.

This centralization enables more agile interactions, personalized journeys (including the use of social name and preferred name), and underpins a more seamless and intelligent experience across all channels.

Drivers guiding our transformation

1. Single View of the customer
2. Problem resolution
3. Expectation Management
4. Omnichannel Experience
5. Online Monitoring
6. 100% digital

Technical Journey Project – From Proactivity to Certification

The Fiber Technical Journey represents a decisive advance in Vivo's customer experience strategy by completely transforming the way the Company monitors, anticipates, and resolves broadband issues.

The initiative integrates network intelligence, omnichannel, and active expectation management to identify and correct failures before the customer perceives them, ensuring transparent and consistent communication across all channels during massive disruptions.

With the centralization of contacts at the Technical Assistance Center (TAC) and the use of digital tools, the model ensures precise diagnoses, more effective visits, expectation management, and repairs resolved on the first intervention, increasing customer confidence and reducing effort.

The results are solid and significant, with customers' usage journey proactively monitored, transparent communication, and thousands of cases resolved without contacting customer service, reducing the repair rate and contact ratio.

During massive interruptions, the Company significantly reduced cases exceeding 24 hours, avoiding thousands of monthly repairs, generating field operational efficiency. This project also contributed to reducing the contact rate of these customers.

In addition to efficiency, proactive action boosted the NPS of impacted customers and generated opportunities for monetization, such as the sale of Vivo Wi-Fi 6 repeaters. This journey reinforces Vivo's leadership in fiber quality, combining technology, empathy, and efficiency in a model that has become a reference in the market.

New Call Center relationship model

The model completely redesigned the way Vivo serves its customers, replacing generalist customer service with specialized teams capable of resolving issues from the first contact with more autonomy, empathy, and precision. From data analysis and customer voices, the model creates segmented journeys, integrates AI to personalize conversations, and adopts intelligent routing, ensuring a more agile and human service. This transformation positions the Company with a more modern, solution-oriented model aligned with the purpose of delivering simple, personalized, and reliable experiences.

The evolution of Vivo's CX strategy is materialized in projects that strengthen the vision of an increasingly simple, intelligent, and integrated relationship. These initiatives demonstrate the Company's ability to transform data, technology, and empathy into tangible results for our customers.

Satisfaction Indices

Vivo has one of the largest customer satisfaction measurement systems in Latin America, with transactional and relational surveys covering 100% of key customer touchpoints. We receive millions of feedback responses each year, providing customer insights and evaluations measured on a 1-to-5-star scale.

The increase in customer satisfaction is reflected in the Company's main indicators, such as:

★★★★★ **Five-star Ratings:**

90% customer service on social networks

89% Customer Success B2B

82% fiber installation

In addition to the TDNA, Vivo conducts a survey using the Net Promoter Score (NPS) methodology, which enables the mapping of opportunities and the strategic direction of the Company through quantitative and qualitative analyses and statistical models.

Annual variation of the NPS

+2	+2	+3
2023	2024	2025

Vivo's continuous effort to improve customer experience has also been reflected in the steady growth of its NPS. These figures directly reflect Vivo's commitment to ensuring that its customers always have the best experience, whether in service, installation, or support.

As a reflection of these advances, Vivo was widely recognized by the market.

Vivo is three-time winner in three of the main customer experience awards:

- **Experience Awards (SoluCX)** – highest NPS in mobile and broadband.
- **Customer Service Excellence** (Consumidor Moderno).
- **Best Broadband Services** (Estadão).

The Company has also achieved:

- **Gold Trophy** at the 1st edition of the **CX Award** (Corporate SA), in the **IT & Telecom** segment.
- **Company that Most Respects the Mobile Consumer** (Consumidor Moderno).

More than awards, these achievements reflect the essence of Vivo: always being present, always close, always Vivo.

Customer-Centric Culture

GRI 3-3 Material topic: End consumers

Actions related to Passion “O Tempo do Cliente é Agora” reinforce the importance of putting the customer at the center, changing routines to solve topics on the first attempt, impacting their journey.

The objective of these actions is to promote a customer-centric organizational culture, expanding the understanding of the journey, connecting employees to the front line, and promoting behaviors that ensure decisions, practices, and routines aimed at generating better experiences at all touchpoints.

O Tempo do Cliente é Agora

Vivo em Destaque (Vivo in the Spotlight)

We use artificial intelligence to identify and promote, among the millions of feedback responses we receive through the DNA Thermometer program, compliments to our company and frontline employees, recognizing those who make a difference in day-to-day interactions with each of our customers. In 2025, we highlighted more than 25,000 compliments, passed on to the frontline, generating a virtuous cycle and a link between the frontline and our customers.

De Olho Vivo (Vivo Alert Channel)

Channel created for employees to report situations that are not aligned with the values we aim to deliver to our customers' experience at the main touchpoints. Reports, which can be made at any time through 100% digital channels, are handled by specialized teams responsible for the topics, and the employee is informed about the outcome of the actions taken.

Vivo na Ponta (Vivo at the Forefront)

This action aims to bring employees closer to the customer experience at various touchpoints of Vivo, such as Stores, Resellers, Call Center, and Field. Participants have the opportunity to experience in practice the main service channels, allowing a deeper understanding of customer needs and expectations for subsequent reporting of identified positive and negative points in the channel. Throughout the year, there were over 340 experiences involving 310 employees, including 40 Company executives.

Trilha Onboarding (Onboarding Track)

It aims to ensure that new employees get to know the Customer Experience (CX) strategy from their first day at Vivo, ensuring cultural alignment and engagement with the pillars of the experience.

CX Inspira (CX Inspires)

An initiative that brings market executives recognized for their expertise in Customer Experience (CX) to Vivo for conversations on CX-related topics, ideas, projects, and best practices, aiming to inspire Company employees to place customers at the center of their decisions.

Relationship Channels

GRI 3-3 Material topic: End consumers

Under the Vivo Sempre pillar, which places customers at the center of the Company's strategy, Vivo closely monitors transformations and trends in consumer behavior, reinforcing the need to evolve both human relationships and the technologies offered. This evolution is essential to meet the expectations of an increasingly digital and demanding consumer.

Vivo has a unique and integrated combination of physical and digital channels, aiming to offer a rich and comprehensive experience to customers and thus drive its digital transformation strategy.

App Vivo

Enables fast and effective journeys, with a service and product store, personalized offers, benefits area, access to Vivo Pay and Smart Home.

WhatsApp Vivo

By phone number (11) 99915-1515, you can speak with **Aura**, check internet balance, get plan information, recharge, and access other services.

Vivo Phones

Service through number 10315.
The 142 is dedicated to people with speech or hearing disabilities.

Vivo stores

They provide in-person support in over 1,700 stores. On the map at the link, you can find the nearest store.

Concept Store

Vivo inaugurated a space on Oscar Freire Street, in São Paulo, which integrates technology, art, gastronomy, and literature in an environment designed to encourage a more conscious and human relationship with the use of technology. Covering an area of 260 m², the location was designed with a minimalist flair and organic lines inspired by Vivinho, offering a seamless journey between a café, art installation, and bookstore. The proposal reinforces Vivo's commitment to placing people at the center of innovation and promoting moments of pause, contemplation, and real connections.

In addition to functioning as an extension of the emotional bond between the brand and its customers, the space also features the smart home area, where visitors can practically explore solutions that facilitate daily life through technology. The unit complements Vivo's network of over 1,700 stores in the country, standing out for its sensory experience and the combination of connectivity with cultural and gastronomic manifestations. The initiative reinforces Vivo's purpose of showing that technology is a means to transform people's lives and create more meaningful relationships.

Telecommunications Self-Regulation

The Telecommunications Self-Regulation System (SART – Sistema de Autorregulação das Telecomunicações) is the first comprehensive self-regulation program in the industry. It encompasses a set of principles, rules, organizational structures, instruments, deliberation mechanisms, and self-discipline procedures designed to facilitate effective and efficient regulation of the telecommunications sector.

Vivo has been one of the members of SART since its establishment in 2020. The SART sets forth common standards and procedures to be adhered to by all participating companies regarding the most critical aspects in the relationship between providers and customers, which historically result in the highest volume of complaints to Anatel and consumer protection agencies (Procon, in Portuguese).

The Não Me Perturbe (Do Not Disturb Me) platform is part of the self-regulation initiatives in the telecommunications sector and aims to reduce unwanted calls, providing end consumers with a single channel to register their preference. Although it does not replace regulatory mechanisms or inspection actions, it acts in a complementary way, reinforcing the commitment of participating companies to respect the registered phone numbers. The initiative ended 2025 with over 14.2 million phone numbers registered to avoid receiving telemarketing calls from telecommunications companies to avoid payroll-deductible loan offers.

In 2023, to implement regulations from the National Telecommunications Agency (Anatel) aimed at reducing unwanted calls, a tool called "Qual empresa me ligou?" ("Which company called me?") was created to identify the Company's corporate taxpayer ID (CNPJ) and registered business name associated with the phone number that made the call.

The **Não Me Perturbe** platform integrates the self-regulation initiatives of the telecommunications sector and aims to reduce unwanted calls.

National Coverage and Digital Inclusion

Emergency Alert – Civil Defense Alert

In 2025, the emergency alert system for disasters (Cell Broadcast) was extended throughout Brazil. In the year, 814 alerts[1] were issued to various municipalities in the country, allowing the affected population to prepare more adequately for possible risk situations.

This project is coordinated by the Ministry of Integration and Regional Development through the National Disaster and Risk Coordination Center (Cenad, in Portuguese) and the Ministry of Communications via Anatel, and emergency alerts are issued by each state's Civil Defense and transmitted by the participating mobile service providers. The process uses Cell Broadcast technology on mobile networks. Customers covered by 4G and 5G technologies will receive Severe or Extreme alerts without the need for prior registration.

Civil Defense is responsible for issuing alerts for events that pose a risk to human life, such as disasters, flooding, flash floods, river floods, landslides, epidemics, among others.

Mobile devices require operating systems compatible with the technology (in general, 4G and 5G devices from major manufacturers have this compatibility). This way, people receive Severe or Extreme alert messages as text overlays on their device screens, requiring user interaction, in addition to an intense sound alert regardless of whether the device is set to silent mode for Extreme alerts.

[1] Anatel - Civil Defense Alert - CDA - https://informacoes.anatel.gov.br/paineis/utilidade-publica/defesa-civil-alerta-dca.

Pacto Digital

GRI 3-3 Material topic: End consumers, SASB TC-TL-520a.3

Pacto Digital da Vivo (Vivo Digital Pact) is an initiative that seeks to promote digital transformation in a responsible and inclusive manner, aligned with ethical principles and sustainability guidelines. The Company recognizes the importance of integrating technology into society, ensuring that digitalization benefits are accessible to all, while contributing to sustainable development.

The initiative began in 2014, following the identification of challenges related to the promotion of an open, secure, and reliable internet. In 2018, this movement evolved into a more structured agenda, incorporating the commitment to expand access to the benefits of the digital age, with special attention to privacy, security, and responsible use of technology.

Since then, Vivo has advanced in consolidating Pacto Digital da Vivo as an instrument to reduce social and technological inequalities and strengthen the country's digitalization. To guide this work, the Group defined the Fundamentos do Pacto Digital (Digital Pact Fundamentals), organized into five pillars that guide its initiatives.

Fundamentos do Pacto Digital

- Promote digitalization for a more sustainable society and economy.
- Ensure balanced competition.
- Build inclusive and sustainable connectivity.
- Address inequalities by investing in digital skills and adapting the welfare state.
- Improve trust through the ethical and responsible use of technology.

Get to know the full content of the Pacto Digital da Vivo.

Responsible Communication

GRI 3-3 Material topic: End consumers

Responsible communication is an essential part of Vivo's conduct, as the Company adopts ethical, transparent, and respectful practices in all interactions with internal and external audiences, aligned with the Responsible Business Principles.

The Responsible Communication Standard defines guidelines that ensure clarity, accuracy, and integrity in messages. Communication must be accessible and sensitive to the different realities of its audiences, respecting privacy, protecting personal data, and promoting and valuing diversity.

These guidelines strengthen the brand's reputation and stakeholders' trust, avoiding practices that may lead to misinterpretations or compromise the Company's image.

Portal Dialogando

Vivo also works to lead digital transformation in Brazil through initiatives that balance physical and digital dimensions, encouraging authentic connections.

To this end, since 2016, the Company has maintained Portal Dialogando (Dialogue Portal), which seeks to engage with society as a whole in an educational manner on the responsible use of technology and its impacts on people's lives and on society, addressing sensitive and essential topics. With accessible and universal language, Dialogando produces content in different formats – articles, booklets, webcasts, and podcasts – with the participation of specialists and influencers. The Portal organizes its content into five main pillars: behavior, innovation, security, education, and sustainability.

In 2025, the Portal established itself as a reference in digital dialogue. It reached approximately 122,000 new users, generated more than 182,000 views, and recorded around 138,000 sessions. The most accessed topics were Security, Sustainability, and Innovation.

One of the highlights of 2025 was the arrival of traffic from Artificial Intelligence (AI) platforms, which became one of the main sources of access. The average time spent on the Portal, slightly over five minutes, represented a 31% increase compared to the previous year. Finally, more than 86,000 engaged sessions were recorded, demonstrating the public's interest and the platform's positive impact.

Discover the content of the Portal Dialogando.

Vivo IA Digital

- Technological Architecture
- Artificial Intelligence and Automation
- Digital Security
- Privacy and Data Protection

Material topics: End consumers | Business conduct **Capitals:** Financial | Manufactured | Intellectual | Human | Social and Relationship **SDGs** 8, 9, 10, 12 and 16

Technological Architecture

The Vivo IA Digital pillar reflects Vivo's ambition to combine advanced technology with human proximity. Artificial intelligence (AI) is incorporated as a structuring element of the Company's systems architecture and plays a leading role in Vivo's transformation journey.

With the strategic direction of Vivo IA Digital, the Company advances decisively in the integration between human intelligence and technology. Amid a scenario of accelerated digital transformation, Vivo assumes a leadership position, expanding investments in AI solutions that enhance connectivity and improve the customer experience with more innovative and humanized services.

For years, Vivo has invested in the development of its professionals and in cutting-edge technologies, such as AI itself, enabling the Company to keep pace with and anticipate the latest market trends.

The Company reinforces its conviction that connections gain value when they bring together people and technology in a balanced manner. Therefore, it intensifies the development of products, services, and processes based on AI, always focusing on generating a positive impact on the customer journey, guided by its sustainability vision, with attention to energy consumption, cooling needs, and infrastructure efficiency. The goal is to leverage the best of technology, while maintaining human centrality, to transform the consumer experience and drive a more inclusive and connected digital future.

Vivo has a Chief Information Officer, who reports directly to the Chief Operating Officer (COO), responsible for the strategy and management of information systems, as well as for the Company's Data and artificial intelligence agendas. Its work is focused on delivering innovative, efficient and secure Information Technology solutions, enhancing value creation from data, the responsible adoption of artificial intelligence and the development of sustainable competitive advantages, with operational flexibility, time-to-market agility and excellence in delivery to the business.

The CIO also leads the digital transformation and continuous improvement of Vivo's critical processes, promoting operational efficiency and sustainability.

In this context, the company continuously invests in the evolution of its technological platform, preparing for the new generation of digital services and ensuring a robust infrastructure for its telecommunications services, always with the customer at the center of the technology strategy.

VIVO, EACH DAY MORE DIGITAL

- Experience at the technological forefront
- Enabling Technology
- Advance in Digital security
- Data & AI First
- Use of AI on a large scale

Artificial Intelligence and Automation

GRI 3-3 Material topic: End consumers

The year 2025 marked a significant advancement in the use of artificial intelligence. In order to expand the scale of governed use of this technology, Vivo defined a strategy supported by four pillars:

- Acceleration of data usage in the AI context.
- Development of an internal platform.
- Governance and Curation of information.
- Use of AI on a large scale.

In the Data agenda, Vivo has been adopting the Data Mesh methodology, which establishes robust governance for data use while empowering business areas. This approach, together with technological transformation (unification of Data Lakes), ensures a modern, scalable, and secure architecture, ready to support the responsible and efficient adoption of artificial intelligence.

Faced with the rapid evolution of language models and AI applications, the Company follows a platform-driven strategy, enabling the flexible consumption of the best technologies available in the market, according to each use case. This strategy avoids dependence on unique solutions, expands the reuse of capabilities, and accelerates time to market, promoting scale and operational efficiency.

In Curation and Governance, Vivo incorporates principles of ethics, information security, and sustainability from the conception of solutions to their implementation. These pillars guide the entire lifecycle of applications, reinforcing trust, regulatory compliance, and accountability in the use of technology.

This set of practices ensures the continuity of expanding the use of technology in a structured, secure, and scalable manner, driving innovation, process efficiency, and sustainable value generation for customers, employees, and shareholders.

AI initiatives

Vivo adopts a pragmatic and value-oriented approach in the use of artificial intelligence, combining traditional AI solutions, machine learning, and generative AI in a complementary manner, according to the nature and objectives of each use case. This strategy enables extracting the best from each technology, maximizing gains in operational efficiency, quality, scale, and reliability, while expanding the capacity for innovation and accelerating the delivery of results to businesses.

Aura

Regarding traditional AI, Vivo has Aura, which was designed to simplify customers' lives and enables the resolution of many simple issues without the need to access other service channels. Moreover, its systems are designed to guarantee information security and to protect the confidentiality of the data entrusted to Vivo by users. Aura is available through various contact channels (Vivo app, WhatsApp, Vivo Portal, Facebook Messenger, among others). In 2025, Aura was enhanced to address journeys that require greater urgency and effectiveness.

4.8 million
unique users per month

32 million
interactions/ month

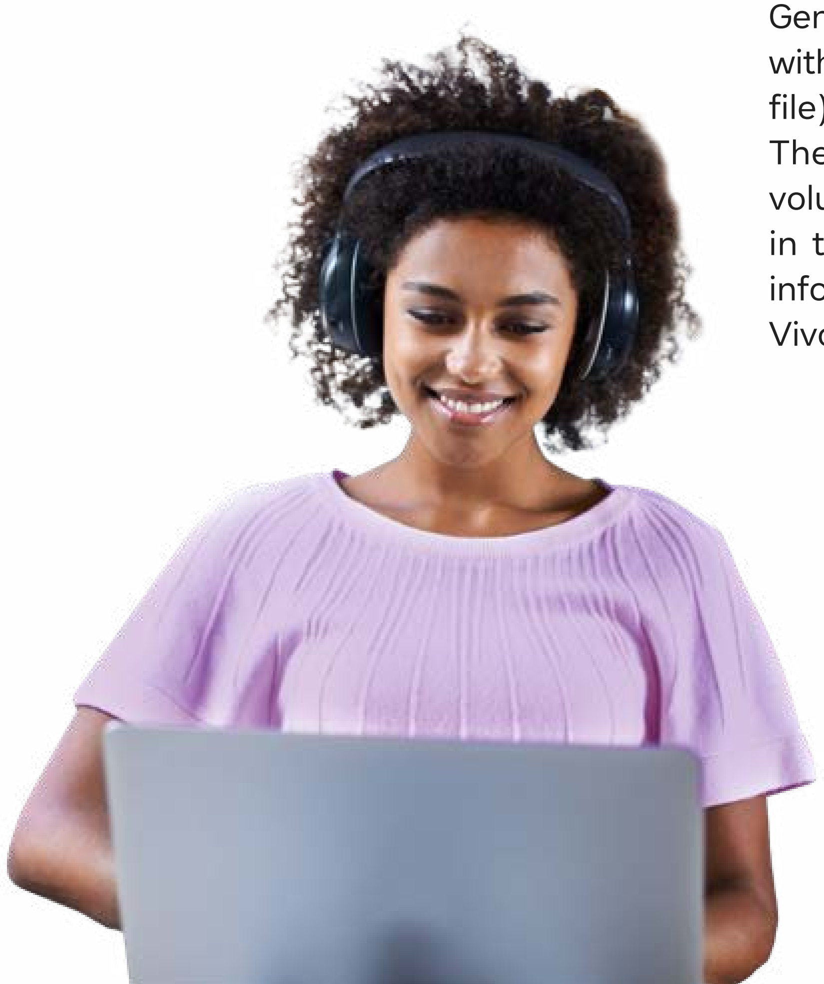
Machine Learning

With the use of AI and data at scale, the Company transformed connectivity for both residential customers and businesses. A solution that combines machine learning, telemetry, and cloud computing has been created to anticipate failures, customize solutions, and make support more agile, consultative, and efficient. An AI agent was embedded in the fiber modem installed at the customer's home, allowing Vivo to monitor various quality indicators to perform predictive analysis and take actions in case of quality loss or service failure.

This significantly elevated the customer experience and generated concrete business results, such as reducing the contact rate and technical repair index, reflecting a direct improvement in the perceived quality of our connectivity. Other effects include the reduction of customer cancellations with Fiber Internet products and a decrease in unnecessary technical visits, allowing for better use of company resources, among other results.

In addition to all this efficiency, the solution also allows us to offer large-scale customization, with targeted offerings to improve Wi-Fi quality when needed.

Generative AI: 12,500-document co-pilot supports 19,600 attendants, generates 3.7 million interactions per month, and reduces 10% of chat time.



With Generative AI, Vivo has a co-pilot trained on over 12,500 internal documents, supporting 19,600 customer service agents in stores and the call center, generating over 3.7 million monthly interactions. With this solution, the Company reduced chat response time by 10%, enabled two simultaneous service interactions per agent, and improved satisfaction, recall, and sales conversion indicators. In addition, AI allows Vivo to understand the customer's sentiment, adapt the conversation tone, and offer personalized solutions.

I.Ajuda has transitioned to operate under the B2X model, an evolution in the Company's service strategy that combines B2C and B2B, as the co-pilot and X-Ray functionalities (tools of the Generative AI platform that provide attendants with a detailed summary of the customer's profile) have been standardized for all audiences. The solution also began to integrate a larger volume of data, bringing the customer context in the IVR, as well as financial and payment information, which provided greater fluency to Vivo's service.

Generative AI is also present in the pre-sales process for participation in bids. AI agents read, analyze, and extract information from tenders, which are lengthy and complex documents; propose the best portfolio to be offered to the client; and assess the feasibility of Vivo's participation. With this, the Company achieved an 88% gain in agility in decision-making regarding participation in bids.

The evolution of AI at the Company also involves the scaled adoption of agents, enabled by its platform-based technological strategy. The Agents Platform leverages automations and optimizations, providing greater speed in the use of AI and more agility in product development, making them more accessible and efficient for employees and customers.

As part of this AI and platform strategy, Vivo invested in acquiring dedicated infrastructure capacity, ensuring greater security through the use of a closed ecosystem. This initiative also resulted in reduced operational costs, particularly in the cross-selling of services, reinforcing the reliability of operations and expanding the possibilities for integration across different business fronts.

Training and Technological Innovation

As a Company that operates on a large scale and with the mass use of services and products, Vivo is aware of the importance of ensuring that the human factor prevails over technological support. Therefore, it has invested in the development of high governance standards for AI management, in order to continue creating long-term value. The Company has created regulations to coordinate best practices in the use of AI, considering risks and impact, reinforcing the ethical stance of the Company and its employees. It has also invested in creating the best prompt engineering solutions – training artificial intelligence through commands and instructions –, which has helped to define the parameters within which AI must operate.

The initiative is mainly focused on sharing knowledge on the topic and stimulating discussions on the responsible and ethical application of AI, promoting efficiency and innovative business solutions. The programs are carried out in partnership with major multinational software and cloud service developers, which offer face-to-face and online courses, ranging from introductory content to more advanced topics on AI concepts and applications.

Vivo also maintains Research & Development (R&D) initiatives focused on creating value and results in the face of the Company's future challenges, with highlights for its partnership with the Federal University of Goiás (UFG, in Portuguese) and the Telecommunications Research and Development Center (CPQD, in Portuguese). One of these initiatives consists of developing a digital twin solution, which will provide a complete up-to-date view of the management of mobile network coverage (towers and antennas).

This close relationship with universities and institutes that are benchmarks in artificial intelligence and other immersive technologies reinforces the Company's commitment to innovation and the creation of cutting-edge technological solutions for the market.

Vivo invests in governance and training for the responsible use of artificial intelligence, with training, literacy initiatives, and R&D projects in partnership with institutions such as UFG and CPQD.

Digital Security

GRI 3-3 Material topic: Business conduct, SASB TC-TL-230a.2, TC-TL-550a.2

Vivo is developing its digital security journey aligned with the guidelines of the Telefónica Global Security Policy and supported by a long-term Master Plan, in compliance with current regulations and based on market frameworks such as NIST (National Institute of Standards and Technology), ISO 27001 (information security management systems), ISO 22301 (business continuity management systems), CIS (Critical Security Controls), among others.

The digital security strategy is guided by the principles of confidentiality, integrity, and availability, focusing on proactive risk management and the continuous strengthening of cyber resilience. The integrated performance of the security areas enables the use of data and indicators to support strategic decisions and ensure the protection of the Company's digital ecosystem.

Furthermore, this strategy is treated as material for the Company and accompanied by robust governance, with involvement of Senior Management, which includes its quarterly presentation at the Digital Security Strategy Meeting to a member of the Board of Directors designated to review and oversee its implementation, with subsequent reporting to Vivo's Board of Directors.

Vivo adopts a risk posture with low tolerance in critical matters, such as personal data protection, security of essential environments and supply chain integrity. Its practices are continuously reviewed and improved in response to the evolving threat landscape and international best practices.

Digital security maturity is assessed through tests, simulations, and periodic exercises, which contribute to enhancing the processes of prevention, detection, and incident response. These initiatives reinforce the Company's responsiveness and the reliability of its services.

The promotion of the security culture is an integral part of the strategy and involves ongoing actions of training and awareness aimed at employees and leaders, including a mandatory privacy and security course, and suppliers, such as annual workshops for contracted suppliers.

Still within the scope of third-party management, Vivo conducts systematic evaluations of critical suppliers throughout the contractual cycle, ensuring adherence to corporate requirements for information security and data protection defined based on industry best practices and constantly monitored, ensuring compliance with agreed standards.

In 2025, Vivo Segura (Safe Vivo) reinforced its commitment to digital security through a continuous journey of a security culture focused on employees. Throughout the year, content has been strengthened with current, practical topics aligned with the main risks of the digital scenario (human factor), strengthening the culture of information protection in day-to-day activities. Among the topics covered, we had social engineering, phishing, secure password usage, data protection, virtual scams, secure device usage, multi-factor authentication, risks in public Wi-Fi networks, DeepFake, as well as best practices for browsing and sharing information.

Vivo has also expanded the scope of ISO 27001 Certification, which currently covers seven strategic processes, including Incident Management (CSIRT) and Security Testing (Pentest), in addition to Vulnerability Management (GVUL), Application Security (AppSec), Data Leak Monitoring, Supplier Risk Management, and Threat Hunting from the digital security program, Vivo Segura.

As part of its commitment to business continuity, Vivo maintains an Incident Response Plan integrated with Operational/Corporate Resilience. This Plan operates under the governance of the Business Continuity Management System (SGCN) aligned with the best practices of ISO NBR 22301 standard, which includes impact analyses and business continuity plans (BIA, BCP, DRP, and COOP), tested semi-annually according to the Cycle Test Plan (CTP), ensuring operational resilience and continuous protection of its digital assets and processes.

Vivo also has a Corporate Crisis or Critical Incident Committee, composed of the leader (CSO), executives, monitoring teams, and the Business Continuity Management (BCM) area, which aims to analyze the situation and define the necessary strategic actions to ensure a quick recovery of operations, minimizing impacts for both the Company and the customers.

Collectively, these practices reinforce the protection of digital assets and contribute to the generation of sustainable value in the long-term.

Modo Seguro

Vivo launched Modo Seguro (Safe Mode), an initiative that reinforces the Company's commitment to the digital security of its customers. Through a hub that centralizes information, tips, and digital solutions, the Company expects to make its customers' lives even safer.

In Modo Seguro, the customer finds, in a centralized manner, all the Company's initiatives related to the theme and can also check their protection level and what needs to be done to increase it. In this hub, they have access to all the preventive actions and tips offered by the Company, as well as guidance on what actions to take in case of incidents. In Modo Seguro, they also find a unique and exclusive portfolio of services.

Among the new releases are: Street Protection, a service in which the customer can choose safe locations to use their apps with peace of mind; Emergency Lock, a free feature that allows, in case of loss or theft of the smartphone, to lock the device screen, remotely erase personal information, block the line, and prevent the device from being reused through IMEI blocking; Anti-Spam, which avoids unwanted calls by automatically blocking mass calls; Surfie, which allows parents to monitor their children's online activities, as well as their app usage time; and VPN, which provides safer browsing, especially on public Wi-Fi networks.

These solutions, along with the Company's other efforts, reinforce the brand's unique commitment in the telecommunications sector to ensuring greater protection and peace of mind for its customers in the digital environment.

Privacy and Data Protection

GRI 3-3 Material topic: End consumers, SASB TC-TL-220a.1

Vivo is committed to the security and privacy of customer information used in its products and services.

For this, the Company has a governance model with internal policies and standards that guide how information should be handled and protected. Likewise, its partners and suppliers must adopt measures to preserve privacy.

Data protection and privacy are topics of the Responsible Business Principles, which mandates that all employees must respect and promote human and digital rights (principle 3) and ensure the promotion of innovation, development, and responsible use of technology (principle 5).

Attention to data privacy is also addressed in risk management controls, led by the Audit and Risk Management Executive Office and monitored by the Compliance Executive Office. Given the importance of the topic to senior management, the strategies and key actions taken by the Corporate Security and Data Protection Office (DPO) teams are periodically presented at meetings led by a member of the Company's Board of Directors, thus ensuring subsequent reporting to the other members of the Board.

Vivo is committed to the security and privacy of its customers' information across its products and services. To ensure privacy governance, Vivo relies on a department entirely dedicated to this purpose that supports business units in processing personal data.

The Company's actions are guided by Telefónica Group's Privacy Policy and Vivo's Privacy Notice, updated in 2025, adopting a legal design format that is clearer and more accessible, improving the experience of data subjects. These guidelines, together with the Security Policy and Standards, define the actions taken to protect data from unauthorized access and leakage. In case of non-compliance with these policies, the Company may adopt applicable disciplinary measures.

Based on the Privacy and data protection Governance Program, business activities involving personal data are duly recorded, allowing the DPO, Legal, and Corporate Security teams to assess compliance with best Privacy and data protection practices, as well as legal bases for data processing and if they are in alignment with information security guidelines. This enables the Company to identify the purposes of data usage, the technologies and tools employed and to weigh up the associated risks.

Vivo adopts a governance model to ensure the security and privacy of information, with internal policies, risk management, and periodic oversight by Senior Management.

Furthermore, security and privacy by design concepts are adopted when developing products and services, seeking to mitigate risks associated with information security and privacy, thus facilitating early-stage corrections.

Vivo's Privacy Center, a page available since 2016, aims to promote transparency in the processing of data subjects' personal information. In 2021, a more accessible version of the Privacy Center was launched, making it easier to find information on data protection, exercise rights, access the DPO contact channel, and other relevant information on the subject. Also in 2021, Vivo made available the Employee Privacy Policy, developed by the global team and applicable to all companies within the Telefônica Group.

Vivo remains committed to actively participating in Public Consultations promoted by the Brazilian National Data Protection Authority (ANPD, in Portuguese), following the regulatory agenda, through business working groups and individually.

To disseminate the concepts introduced by the Brazilian General Data Protection Law (LGPD, in Portuguese) and the procedures applied by the Privacy Governance Program, the "LGPD in Practice" e-learning course is made available to

The Company maintains a Privacy and data protection Governance Program, with a dedicated area, transparency promoted through the Privacy Center, and continuous dissemination about the Brazilian General Data Protection Law (LGPD).

all Company employees, resulting in 90% participation in 2025. The course also features security tips and clarifications through case studies based on business activities. To promote a culture of privacy, awareness campaigns are carried out through the Company's communication channels and workshops are held for specific departments, taking into account the specificities of each department and the results obtained in the prior maturity assessment on the subject.

Moreover, we have adjusted our contracts in order to comply with the regulation on international data transfer. Throughout the year, we started the automation of some workflows, seeking to expand capacity and improve indicator management. This includes conducting assessments with selected suppliers to evaluate governance aspects related to privacy, aiming for compliance with legislation, best practices and alignment with Vivo's privacy guidelines.

Work fronts and main activities of the Governance Program on Privacy and data protection at Vivo

LGPD and regulations

Activities conducted by the Privacy area, responsible for the governance of the Personal Data Privacy theme, under the management of the Data Protection Officer (DPO) of Vivo.

Governance

- Management of the mapping of personal data processing activities for assessment by the DPO, Legal, and Corporate Security teams.
- Corporate governance due diligence on critical suppliers.
- Assessment of security incidents involving personal data.
- Interactions with associations and contributions to public consultations promoted by the ANPD.
- Support on data processing and privacy for business areas.
- Continuous assessment of the Organization's Privacy and data protection committees and forums.

Transparency

- Vivo Privacy Center Management.
- Compliance with the rights of data subjects.
- Answers to ANPD's inquiries.
- Development and review of privacy policies and procedures in accordance with regulations.
- Internal privacy governance indicators.

Awareness and training

- E-learning on Privacy and data protection.
- Communication plan and actions for disseminating the theme.
- Workshops for business areas.
- Compliance & Privacy Day Event, addressing topics on integrity and privacy.

Futuro Vivo

- Corporate Social Responsibility
- Measurement and Management of Impacts
- Responsible Business Conduct
- Fundação Telefônica Vivo
- Energy
- Climate Change
- Use of Resources and Circular Economy
- Sustainable Products and Services
- Supplier Relations

Material topics: Climate change | Circular economy | Value chain workers | Business conduct **Capitals:** Natural | Manufactured | Financial | Intellectual | Human | Social and Relationship **SDGs** 7, 8, 9, 11, 12, 13 and 16

Corporate Social Responsibility

GRI 2-23, 2-24

SDGs as Strategic Drivers

Since 2010, Vivo has been a participant in the UN Global Compact and has integrated the Sustainable Development Goals (SDGs) into its corporate strategy.

With the Vivo pelos ODS 2030 study, the Company analyzed risks, opportunities, and impacts along the value chain and defined 11 priority SDGs, which guide goals, indicators, and public commitments integrated into the Futuro Vivo vision.

More than an alignment exercise, the priority SDGs are incorporated into governance, strategic planning, and performance monitoring, connecting social and environmental impact to long-term value generation.

11 Priority SDGs for the Futuro Vivo

Prioritization criteria:

Materiality, impact potential, influence capacity, and regulatory relevance.

SDGs integrated into the corporate strategy, goals, and indicators.

SDG 18 – Ethnic-Racial Equality

In the Brazilian context, Vivo recognizes the SDG 18 – Ethnic-Racial Equality as a complementary milestone to the 2030 Agenda.

The agenda is integrated into the corporate strategy through public goals of representativeness, talent development, productive inclusion, and strengthening of diverse value chains.

SDG 18 acts in a cross-cutting manner, connected to the priority SDGs related to the reduction of inequalities, decent work, and institutional strengthening, reinforcing the commitment to an inclusive digital transition.

AMBIÇÃO 2030

Structuring Commitments

Within the scope of the Ambition 2030 of the UN Global Compact in Brazil, Vivo reaffirms its commitment to collective goals and structuring agendas through adherence to different movements that mobilize the private sector.

- **Ambição Net Zero:** collective reduction ambition of 2 gigatons of CO_2 emissions by 2030.
- **Elas Lideram:** 1,500 companies committed to gender parity in senior leadership by 2030, including at least 11,000 women in senior leadership positions and 150 senior leaders engaged and influencing their peers.
- **Raça é Prioridade:** reach 15,000 Black people in leadership positions, over 20,000 Black people trained, and have more than 1,500 companies committed to this theme by 2030.
- **Mente em Foco (Mind in Focus):** To reach 2030 with 1,000 companies with structured mental health programs, impacting 10 million workers.
- **Salário Digno:** Ensure a living wage for 100% of workers, including employees and contracted/outsourced workers, and promote and engage the entire supply chain to develop decent wage goals.
- **Conexão Circula:** ensure sustainable production and consumption patterns that seek the efficient use of natural resources.
- **Impacto Amazônia (Amazon Impact):** Move the Brazilian business sector to combat deforestation in the Amazon
- **+Água (+Water):** Impact the lives of more than 100 million people, achieving universal sanitation and water security in the country.

Measurement and Management of Impacts

GRI 203-2

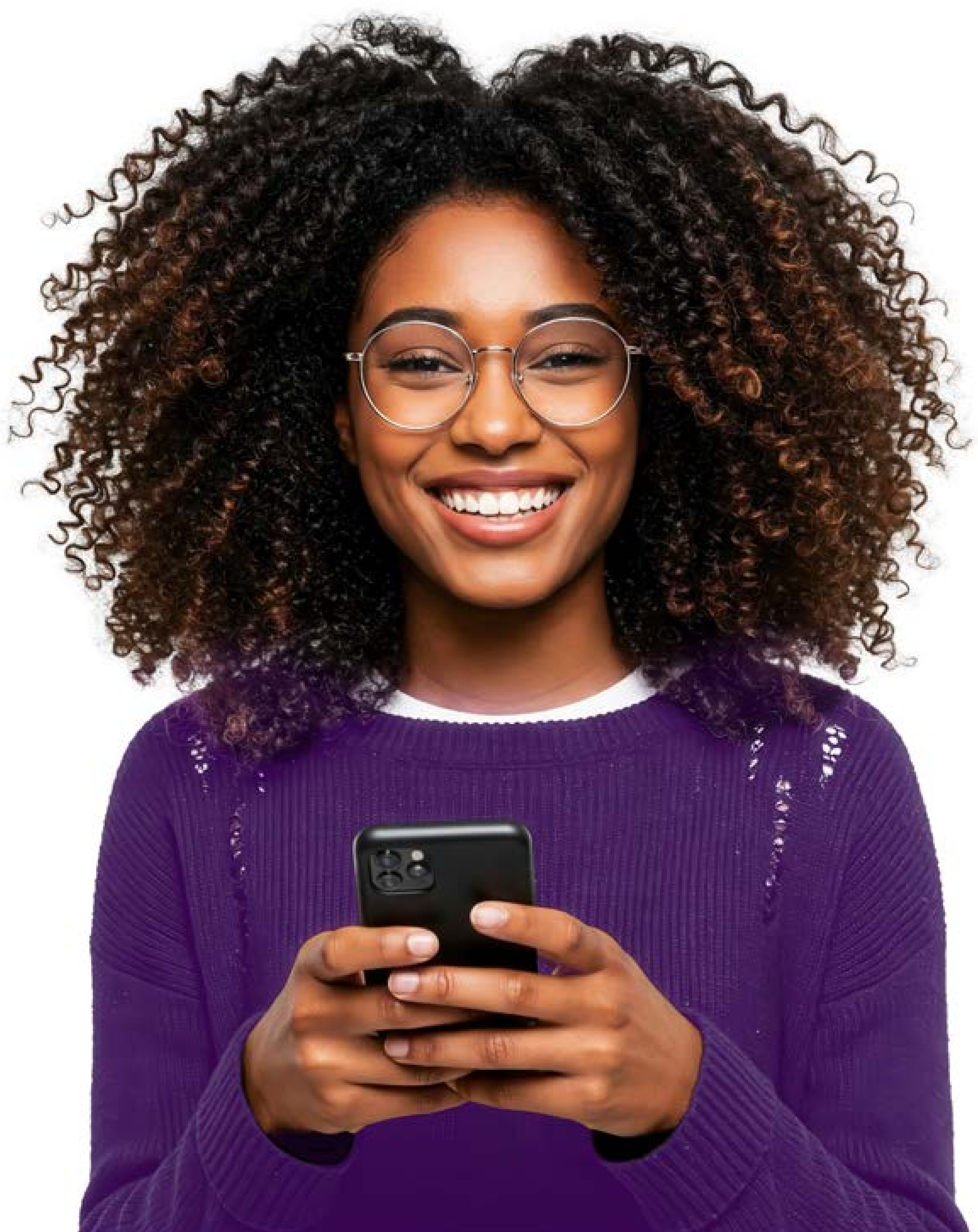
Throughout 2025, Vivo advanced in the consolidation of its measurement and management agenda, structuring an integrated approach to understand and quantify the socio-economic and environmental effects of its activities.

The journey started over the past three years has evolved from the qualitative identification of impacts to quantitative measurement and monetary valuation, aligned with international references such as the Impact-Weighted Accounts Framework (IWAF), the Capitals Coalition, and the SDG Impact Standards. The Company has incorporated the logic of integrating capital - economic, social, human, and natural - and structured its analysis based on the Theory of Change, allowing Vivo to connect investments, activities, results, and long-term impacts.

The analysis monetized impacts in four dimensions – economic, social, human, and natural – considering topics such as digital inclusion, security and privacy, job creation, diversity, climate change, and electronic waste, all aligned with the Company's Material topics. This approach strengthens the strategic decision-making process by integrating financial and non-financial metrics in the performance evaluation and value generation.

As a result of this measurement, it was possible to structurally assess the economic and social contribution of the Company in the country. In 2025, Vivo contributed approximately R$99 billion to Brazil's Gross Domestic Product (GDP), representing 0.78% of the national economy. In addition, its operations have generated over 420,000 direct, indirect, and induced jobs, corresponding to more than 11 jobs created for each company employee – highlighting the multiplier effect of digital infrastructure on economic activity, productive inclusion, and sustainable development.

In 2025, Vivo advanced in measuring socioeconomic and environmental impacts, contributing approximately R$99 billion to Brazil's GDP and generating more than 420,000 direct, indirect, and induced jobs.



Responsible Business Conduct

GRI 2-23, 2-24, 2-25, 3-3 Material topic: Business Conduct

Since 2020, Vivo has adopted the international ISO 26000 standard as a reference for its social responsibility management. In 2025, it carried out the third cycle of independent auditing to verify the level of adherence to the guideline, achieving 92% compliance, after assessments in strategic areas such as networks, stores, call centers, and administrative areas. This result shows the maturity and consistency of the Company's social management.

Vivo's Social Responsibility Management System, aligned with the principles of ISO 26000, guides the Company's actions and promotes continuous improvement of the organizational culture.

Integrated into the corporate risk management process and the precautionary principle, the system strengthens risk mitigation and structures the management of Company topics, such as:

These topics are translated into commitments and detailed in the **Responsible Business Principles**, a document that brings together the Code of Ethics and Conduct and the sustainability policy of Vivo. The document is approved by senior management and applies to all Company activities and its business relationships.

Human Rights

GRI 2-23, 2-24, 2-25; 409-1

Vivo understands that respect for human rights is fundamental to ethical, responsible, and sustainable operations. The theme constitutes one of the pillars of the **Responsible Business Principles** and is formalized in the **Global Human Rights Policy**, aligned with the **UN Guiding Principles on Business and Human Rights**.

The Company's commitment to respect for and promotion of human rights unfolds in various areas, encompassing relationships with employees, suppliers, customers, and society at large.

The Company conducts semi-annual assessments of risks related to the topic, based on the **Enterprise Risk Management** model of the Telefónica Group.

In the value chain, human rights management is materialized through contractual clauses, homologation criteria, monitoring, and continuous compliance assessments. Since 2022, all contracts with suppliers and partners include specific clauses on human rights.

Vivo adopts due diligence processes to prevent, mitigate, and remediate potential impacts, including in acquisitions and mergers. In the **Human Rights Impact Assessment** carried out throughout the operation and in the supply chain, the application of internal controls in contracts, procurement processes, audits, and monitoring was verified.

The Company also participates in Telefónica's **Global Human Rights Impact Assessments**, which are conducted every three or four years in all countries where it operates. The analyses involve external specialists and active listening to stakeholders, allowing the identification of Material topics and improvement opportunities.

A mature approach to human rights does not end with the Human Rights Impact Assessment; it turns evidence into decisions. At Vivo, the results of this evaluation structure the prioritization of the most relevant topics for people, helping the company to direct investments, strengthen internal controls, and guide management choices in operations and the value chain.

To strengthen the internal culture, Vivo promotes mandatory training on human rights. In 2025, more than 98% of the team completed the Responsible Business Principles training, which addresses topics such as digital rights, freedom of expression, privacy, and personal data protection.

The Company maintains accessible and confidential whistleblowing channels to report violations of fundamental rights, in addition to widely publicizing their existence. It also makes available Grupo Telefónica's **Responsible Business Channel**, for queries on any aspect related to the **Responsible Business Principles**, serving as a structured listening and response mechanism that allows reports to be filed on inappropriate conduct, ethical violations, discrimination, harassment, labor irregularities, non-compliance with internal policies and potential impacts on human rights.

In the year 2025, Vivo reaffirmed its commitment to human rights by actively participating in key groups discussing and promoting this issue, such as the Human Rights Action Platform of the UN Global Compact - Brazil Network and the Social Impact Thematic Chamber (CT Social) of the Brazilian Business Council for Sustainable Development (CEBDS).

In addition, Vivo has joined the "Human Rights Due Diligence" project, a transcontinental initiative led by the Official Spanish Chamber of Commerce focused on strengthening corporate human rights management practices in supply chains.

Participation in these initiatives reinforces the commitment to advanced governance standards, risk prevention, and mitigation through cycles of dialogues and training sessions that support the continuous evolution of processes related to the Company's Human Rights management.

For more information, access:

Global Human Rights Policy.

Human Rights Impact Assessment.

Responsible Business Inquiry Channel.

Relationship with Communities

GRI 2-29

In 2025, Vivo commenced an important analysis to understand and evaluate the impacts resulting from its operations on various communities in the national territory.

This need emerged from the recognition that the Company's actions, as the largest telecommunications operator in Brazil, can generate impacts on different population groups, especially in contexts of social vulnerability and digital exclusion or exposure to complex dynamics.

The diagnosis, carried out with the support of specialized consultancy, was built based on interviews conducted with internal areas and relevant stakeholders for the process, in addition to the analysis of experiences already systematized by the company in its corporate responsibility journey. The approach adopted also includes the guidelines of SA8000 and ABNT NBR 16001, as well as principles of active listening and strategic stakeholder mapping.

As a result, the following communities and groups were identified:

Category	Community / Group
Communities	Local communities near Vivo's infrastructure
	Communities in the vicinity of environmental protection areas
	Traditional communities - indigenous, quilombola, and riverside communities
	Rural communities
	Underserved communities
	Communities in urban peripheries
Social groups	Marginalized groups
	Vulnerable populations
	Digitally disconnected populations
Education	Public school students and educators
Institutional	Non-governmental organizations
	CSOs – Civil society organizations

Impact analysis expands our vision and strengthens Vivo's commitment to responsible practices, aligned with social development and community integrity.

To further strengthen this commitment, we have a dedicated relationship channel for communities, created to ensure active listening, continuous dialogue, and qualified response to local demands. The contact can be made via email: **comunidades.br@telefonica.com**.

Fundação Telefônica Vivo

With over 26 years of activity in Brazil, Fundação Telefônica Vivo is part of Vivo's ESG strategy pillar.

Guided by the purpose "Educar para transformar, digitalizar para aproximar" (Educate to Transform, Digitalize to Bring Closer), it contributes to public education by supporting school networks in the qualified adoption of technology in elementary and secondary education.

In 2025, Fundação Telefônica Vivo advanced in initiatives focused on developing digital skills among educators and students, strengthening mathematics education supported by educational technologies, expanding Professional and Technological Education (EPT, in Portuguese) with a focus on young people's learning and employability, and integrating artificial intelligence into education, considering its ethical, pedagogical, and formative dimensions, with guidelines that support the responsible and contextualized use of this resource in the school environment. It also intensified Vivo's Corporate Volunteering actions, an initiative that mobilizes employees in social initiatives with a strong presence in the educational ecosystem.

Our impact in 2025

2.1 million
students benefited

103,000
teachers trained
(online and in person)

131,000
beneficiaries of the Programa de Voluntariado Corporativo
(Corporate Volunteer Program)

11,000
volunteers

R$47 million
in social investment, using the Company's own resources

DIGITAL SKILLS DEVELOPMENT

Digital transformation is advancing in the country, but it still reveals inequalities across territories, schools, and educators. For technology to contribute meaningfully to learning, teachers must intentionally incorporate it into pedagogical practices.

In 2025, we intensified the implementation of the Programa de Desenvolvimento de Competências Digitais (Digital Skills Development Program), which is part of the activities of the Tech Education Coalition. The initiative supports Departments of Education in defining policies and strategies related to the pedagogical use of technology, expanding the capacity of school networks to intentionally and effectively incorporate digital practices.

About
30,000
educators benefited

600,000
students impacted, approximately

20
states and 2 municipalities served

The initiative combines continuing education, technical support, and the production of pedagogical support materials, providing resources for educators, managers, and technical teams to incorporate technologies into educational routines, with the aim of contributing to improved student learning.

BNCC Computação

The implementation of the Complement to the National Common Curricular Base on Computing (BNCC Computação) in public school networks has become a priority and is expected to advance by 2026. The guideline provides that curricula should integrate competencies related to the pillars of Computational Thinking, Digital World, and Digital Culture, ensuring that all students develop skills aligned with the current demands of the labor market.

To contribute to this process, Fundação Telefônica Vivo supported school networks in the continuing education of teachers and in strengthening public policies aimed at implementing BNCC Computação. It also contributed to the production of guides and recommendations to help education departments move forward in updating their Computing curricula.

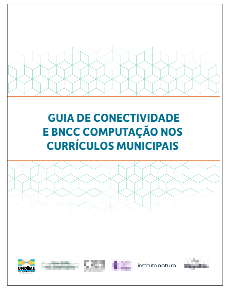
24 courses from the Foundation are part of AVAMEC

Fundação Telefônica Vivo was chosen by the Ministry of Education (MEC, in Portuguese) to expand and improve the digital training courses for teachers offered on the AVAMEC platform, MEC's virtual learning environment. Altogether, 24 courses from the Foundation's teacher training portfolio, focused on the development of digital skills, have become part of AVAMEC. The launch took place in May 2025, during a live broadcast, with the participation of government representatives and Education experts.

The study "**Computing Curricula: Surveys and Recommendations,**" developed in partnership with Movimento pela Base and carried out by Vozes da Educação, presented international data and experiences, as well as practical pathways for education networks to move forward in implementing BNCC Computação.

More information

The "**Guide to Connectivity and BNCC Computação in Municipal Curricula,**" developed in partnership with Undime (National Union of Municipal Education Officers) and the Tech Education Coalition, provided a detailed roadmap to support education managers in implementing Computing and planning infrastructure, ensuring that municipal education networks can move forward safely, with quality, and in alignment with the BNCC.



More information

PROFESSIONAL AND TECHNOLOGICAL EDUCATION (EPT)

Fundação Telefônica Vivo contributes to strengthening Professional and Technological Education (EPT, in Portuguese) in the technology field through the Pense Grande Tech program. This initiative aims to prepare public high school students for the world of work and life in society.

This work includes teacher training, the development of students' technical skills, and closer engagement with the productive sector, creating experiences that connect theory and practice throughout the students' journey.

Present in
7
states

14,000
students impacted

877
teachers trained

About
3,400
students enrolled in the Data Science technical course

Main actions of Pense Grande Tech in 2025

Jornadas Tech (Tech Journeys)

The Jornadas Tech brought technical high school students closer to the technology sector through discussions, lectures, and exchanges on careers, innovation, and the digital market. In 2025, 15 editions were held in six states – Ceará, Espírito Santo, Goiás, Mato Grosso do Sul, Santa Catarina, and São Paulo – as well as at Centro Paula Souza, involving 19 educational institutions and **impacting approximately 1,200 young people**, connecting classroom content to the realities of the labor market.

The year also marked the first in-person Jornada Tech Vivo at Vivo's headquarters in São Paulo, bringing together 130 students from the state school network. In addition to engaging in dialogue with professionals about careers, artificial intelligence, and cybersecurity, the young people became familiar with the corporate environment, expanding their perception of concrete possibilities for entering the technology sector professionally.

Jornada Tech Video – Guaramirim (SC)

Desafio dos Dados (Data Challenge)

The Desafio dos Dados is an academic marathon that offers an immersive experience to technical high school students, challenging them to develop solutions to real problems in the technology field. In 2025, the initiative established itself as a strategic action of the Pense Grande Tech program, bringing together approximately 1,300 enrolled students, distributed across 337 teams from six participating territories.

Developed in partnership with 42 São Paulo, Vivo's Edutech, and Tríade Educacional, the Challenge fostered collaborative work, logical reasoning, and creativity, promoting the practical application of technical knowledge in a dynamic environment connected to the demands of the digital economy.

Data Challenge Video

Mentoring for young people in the technology field

The initiative connected 130 technical high school students with 100 Vivo executives, offering guidance on careers and professional futures. Participants reported increased confidence and clarity regarding their next educational steps.

Mentorship Video

Challenges in Hiring Young People in the ICT Field

Fundação Telefônica Vivo, in partnership with Brasscom, launched an unprecedented study that analyzed the challenges and opportunities for hiring young professionals in the Information and Communication Technology (ICT) sector.

The study identified the most in-demand skills for entry-level positions, pointed out barriers that still hinder the hiring of junior talent, despite high market demand, and highlighted the importance of connecting technical education with the world of work.

The publication provides resources for school networks, employers, and public policymakers to expand the inclusion of new professionals in the technology sector.

More information

ARTIFICIAL INTELLIGENCE IN EDUCATION

Fundação Telefônica Vivo has been developing initiatives aimed at supporting educators, public school networks, and partner institutions in understanding, experimenting with, and responsibly adopting artificial intelligence in public education.

This agenda involves the production of knowledge, the development of technical frameworks, engagement with specialists, and participation in national and international debates.

In this process, we reinforce an essential point: AI does not replace teachers. The potential of technology is only realized when mediated by educators who contextualize, guide, interpret, and transform digital resources into meaningful learning. For this reason, our initiatives seek to strengthen teachers' leading role, providing resources that support the critical, ethical, safe, and pedagogically relevant use of AI in the classroom.

One example is the **Technical Note "Educar na Era da IA: Caminhos para a BNCC Computação"** ("Educating in the Age of AI: Pathways for BNCC Computing"), developed in partnership with Instituto IA.Edu and the UNESCO Chair on Unplugged AI. The document guides public school networks in integrating AI into curricular frameworks, in alignment with BNCC Computação, and provides practical recommendations for incorporating this technology into curricula.

VOLUNTEERING PROGRAM IN SUPPORT OF EDUCATION

The Corporate Volunteering Program is a global initiative of the Telefónica Group and, in Brazil, mobilizes Vivo employees in actions that generate social impact in different regions of the country. Over the years, it has established itself as the largest corporate volunteering program in Brazil, encouraging employees' active participation in activities that contribute to reducing inequalities and promoting more welcoming environments for diverse communities.

In 2025, the Program strengthened its commitment to bringing volunteering increasingly closer to the educational ecosystem. Most of the institutions served were linked to education, especially public schools that received improvement actions, training activities, and workshops.

11,000
volunteers in simultaneous activities throughout the country. A total of 52 projects were benefited, with 26 in public schools.

Main actions of 2025

Dia dos Voluntários Telefônica

In June, the DVT reached its 21st edition, bringing together 11,000 volunteers in simultaneous activities across the country. A total of 52 projects were supported, with 26 in public schools. The edition also marked the launch of a national food collection campaign, which resulted in 4 tons donated to partner organizations.

Vivo Recicle

SASB TC-TL-440a.1

The Vivo Recicle initiative, a partnership between the Foundation and Vivo's sustainability area, reached 23 public schools and 3 social institutions, engaging hundreds of young people in environmental awareness activities.

The result:

29 tons
of electronic waste collected,
26% more than in 2024.

The initiative mobilized institutions in cities such as Aracaju, Belém, Belo Horizonte, Brasília, Campinas, Curitiba, Imperatriz, Porto Alegre, Recife, Rio de Janeiro, São Paulo, and Sorocaba.

Learn more about Vivo Recicle.

To learn more about the initiatives of the Fundação Telefônica Vivo, visit the website fundacaotelefonicavivo.org.br.

Energy

GRI 302-1, 3-3 Material topic: Climate change, SASB TC-TL-130a.1

Vivo recognizes that energy is essential for the continuous operation of the network and to ensure the quality of services provided to the millions of customers served.

Committed to sustainability, the Company was a pioneer in Brazil and within the Telefónica Group outside Europe in achieving 100% of renewable energy consumption, 12 years ahead of its original target. This milestone reinforces the effort to reduce environmental impacts and strengthen resilience against climate change.

As a member of the RE100 initiative, Vivo continues to drive the transition to a low-carbon future. Its Renewable Energy Plan and the Energy Efficiency program are essential in this strategy, by promoting responsible consumption, reducing GHG emissions, and expanding the use of clean sources.

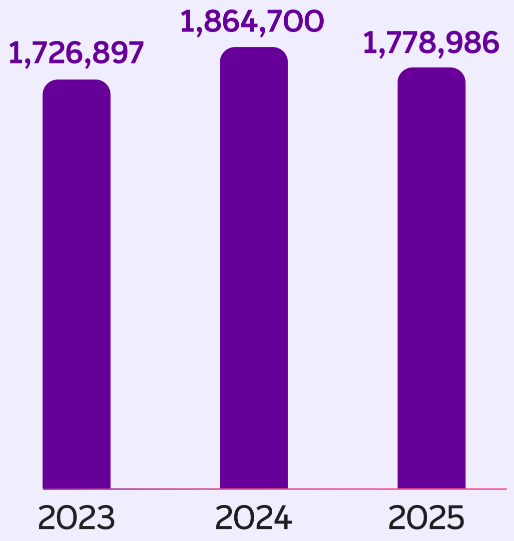
Since 2020, the Company has maintained ISO 50001 Certification at its headquarters in São Paulo (SP) – Eco Berrini, and at a technical site in the Americanópolis neighborhood, also in the state capital. The energy management system guides actions to reduce consumption and costs, increase operational efficiency, ensure the continuous use of renewable sources, and mitigate environmental impacts through a structured and continuous management approach.

100%
of electricity consumption from renewable energy sources

71 GWh
Energy savings with efficiency projects in 2025

321,000
equivalent residences in energy generated per year

Total electricity consumption
in MWh



Reduction in energy consumption

GRI 302-4

Vivo has set ambitious targets to reduce its Greenhouse Gas emissions, in line with scientific recommendations and the Paris Agreement. This was possible through a set of actions carried out. Among them is the ambitious distributed generation project, which includes solar, hydropower and biogas energy sources, with units spread across different regions of Brazil, in addition to the successful migration to the Free Energy Market.

The Company also ensures the offsetting of its consumption through the purchase of International Renewable Energy Certificates (I-RECs) from wind power. Vivo expands its commitment to sustainability by ensuring that high-energy-demand infrastructures, such as switching centers and data centers, are supplied with energy sourced entirely from the free market. Whenever technically feasible, the company prioritizes the acquisition of energy from the free market and/or implements distributed generation. To ensure that all consumption is associated with clean and Renewable energy sources, I-REC certificates are acquired, a strategy that applies to both owned sites and leased facilities.

Additionally, the Company maintains a structured Energy Efficiency Plan, which brings together a set of actions aimed at reducing consumption. In 2025, the projects implemented under this plan resulted in savings of approximately 71 GWh. Among the initiatives that contributed to this performance, we highlight the shutdown of obsolete technologies in the 2G and 3G networks, the deactivation of cabinets, and the retrofitting of lighting systems in buildings.

Considering that switching centers and data centers concentrate high energy consumption for the operation of servers, cooling systems, and other critical infrastructures, Vivo continuously works to reduce this demand. The actions include renewing equipment with technologically more efficient solutions, optimizing the use of existing infrastructures, and deactivating less efficient structures.

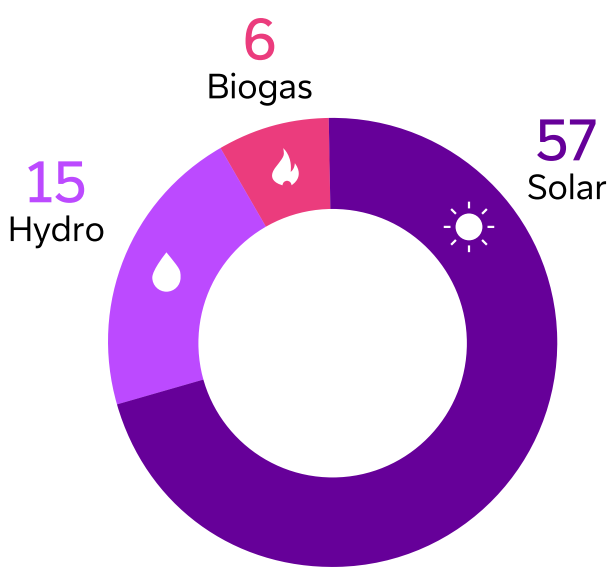
Cooling is an essential element for the safe and efficient operation of these facilities, as the equipment generates heat and needs to be maintained within appropriate temperature ranges. To achieve this, the Company mainly uses water-cooled air conditioning systems powered by chillers, and continually seeks opportunities to enhance these systems, focusing on energy efficiency and reducing environmental impacts.

Distributed Generation Program

Since 2018, Vivo has been committed to adopting sustainable practices, producing part of its own energy through a Distributed Generation Program. This program includes the gradual installation of solar, hydro and biogas power plants, contributing to Brazil's sustainable development and the diversification of its energy matrix. Vivo currently operates 78 renewable power plants.

Investments for the plants are made by the partners selected by Vivo, and in return, we have long-term contracts (20 years). After all planned power plants are completed, the Company will produce around 711,000 MWh of energy per year, enough to supply 340,000 households. This project will meet approximately 90% of Vivo's low-voltage consumption, benefiting around 30,000 units, including stores, towers, antennas, telecommunications equipment and offices.

Renewable energy power plants



78 renewable energy plants

operated by Vivo through the Distributed Generation Program

Advantages of the model

Renewable energy generation is an essential strategy in the fight against global warming, as it helps reduce Greenhouse Gas (GHG) emissions generated by conventional electricity production. From a social perspective, distributed generation projects promote the development of communities by creating direct and indirect jobs during the construction and operation stages of the power plants.

At Vivo, the energy generated by the power plants is injected directly into the National Interconnected System (SIN), more specifically into the local distribution grid, generating credits that result in savings on electricity bills while contributing to the Company's energy sustainability. These power plants not only diversify the Company's energy matrix, but also strengthen the country's electricity matrix, increasing its resilience to climate risks, such as water scarcity.

As part of its commitment to renewable energy generation and recognizing the importance of sustainable practices, Vivo entered into a strategic partnership with Elera Renováveis to become an energy self-producer. This collaboration includes the installation of four solar parks at the Janaúba Solar Complex, in Minas Gerais, with a total capacity of 237 megawatts-peak. With this initiative, Vivo will cover up to 62% of its consumption in the Free Energy Market, supplying up to 40 average MW in 2025. This action reinforces Vivo's commitment to sustainability and the diversification of its energy matrix.

Climate Change

GRI 3-3 Material topic: Climate change

Vivo understands that climate change is one of the main challenges of today.

Since 2010, the Company has been monitoring its Greenhouse Gas (GHG) emissions, following the international guidelines of the GHG Protocol. The Company annually prepares its inventory based on the principles of relevance, completeness, consistency, transparency, and accuracy.

Vivo uses 100% renewable energy in its operations. Consumption comes from low-voltage distributed generation, self-production in medium voltage, and acquisition in the free market. To complement, the Company acquires International Renewable Energy Certificates (I-REC) from wind sources.

Emission targets are supervised by senior leadership and integrated into the business. The Quality and Sustainability Committee reviews the sustainability strategy through the **Sustainability Plan** and the **Climate Action Plan**. The Committee monitors the performance of CO_2 targets, GHG reduction plans, the Energy Efficiency program, and Renewable Energy plans.

Net Zero by 2035

Vivo aims to achieve Net Zero emissions by 2035, reducing Scope 1, 2, and 3 to residual levels and offsetting the remaining emissions.

Intermediate Targets

Maintain

90%
of reduction of GHG emissions (Scope 1 and 2 vs. 2015)

100%
of renewable origin electricity

100%
of reduction of GHG emissions (Scope 1 and 2)

Proceed

56%
reduction in value-chain emissions (Scope 3 by 2030 vs. 2016)

95%
Reduction in energy consumption per petabyte network traffic unit by 2030 (MWh/PB vs. 2015)

Greenhouse Gas (GHG) Emissions

GRI 305-5

Since 2024, Vivo has adopted the Global Warming Potential (GWP) values from the Sixth Assessment Report (AR6) of the Intergovernmental Panel on Climate Change (IPCC) to account for its emissions. Even with the increase in emission factor values, in 2025 the Company achieved a 91% reduction in operational emissions (Scopes 1 and 2) compared to the 2015 base year. Compared to 2024, GHG emissions were reduced by 10%.

Among the initiatives that contributed to this outcome are:

- **Replacement of the refrigerant R22 with R449c,** with lower global warming potential. The goal is to reduce 48% of the R22 consumption by 2030.
- **Individualized monitoring of equipment,** focusing on leak detection and gas reuse.

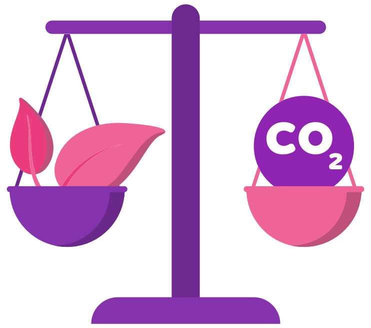
Vivo has expanded the operational area of its electric fleet of 200 Renault Kangoo E-Tech vehicles, operating in Belo Horizonte, Campinas, Curitiba, Florianópolis, Fortaleza, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo for recharging on public and private networks. 48 chargers have already been activated at 16 operational bases. The expectation is to continue expanding this infrastructure. In addition, the fleet has been optimized, maintaining over 5,000 vehicles operating exclusively with ethanol since 2022. The Company also uses 15 electric bicycles for short-distance travel.

Climate Action Plan

Vivo's Climate Action Plan guides the journey towards Net Zero and periodically presents the evolution of Greenhouse Gas (GHG) emissions, the actions implemented, and the future plans.

Access the full content in Climate Action Plan.

Vivo's Climate Action Plan guides the journey towards Net Zero and organizes the strategy into two pillars, unfolded in five operating models.



Decarbonization pillar

1. **Operational model**
   Focus on the reduction and offsetting of Scope 1 and 2 emissions.
2. **Value chain model**
   It addresses Scope 3 emissions, with supplier engagement and circularity criteria.
3. **Business Model**
   Promote digital products and services that help customers reduce their emissions.

Transversal Pillar

1. **Economic Model**
   Orients investments in energy efficiency and internalization of the carbon price.
2. **Governance Model**
   Transversal to the Company, ensures the achievement of goals and promotes strategic alliances.

Scope 3

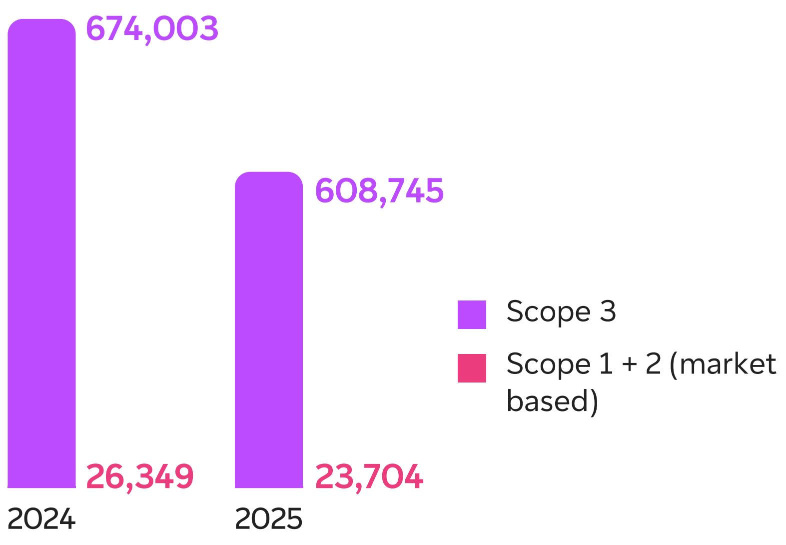
GRI 305-3

In 2025, the Telefónica Group conducted a screening process for Scope 3 emissions, which enabled the calculation methodology to be updated and other categories applicable to its operations, previously classified as immaterial, to be included.

As a result of this process, the recalculation of Vivo's emissions for the base year and for the year 2024 was carried out in compliance with the best practices of the GHG Protocol and with the methodological requirements of the SBTi. **With the updates, the emissions from the base year (2016) were revised from 0.64 $MtCO_2$ to 1.20 $MtCO_2$**, reflecting a more comprehensive and accurate measurement of the value chain.

GHG emissions by scope

tCO_2e



Management of Scope 3 emissions

In 2025, Scope 3 accounted for 96% of Vivo's total emissions. Most of these emissions are concentrated in the supply chain, which accounts for more than 85% of the emissions in the value chain. To address this challenge, Vivo has intensified engagement with its key partners through the **Supplier Carbon Chain Program**.

The initiative selected 125 companies from more carbon-intensive categories, such as electronic equipment, materials, network services, and logistics, among others. This selection represents more than 85% of supplier emissions and 72% of supply chain expenditures.

The Program begins with a carbon management maturity assessment. In 2022, only 30% of suppliers measured or mitigated their emissions. To reverse this scenario, Vivo has structured annual training cycles, with tracks covering everything from basic concepts to advanced topics such as climate risks and transparency.

Companies that choose to continue on the journey receive individualized consulting at no cost, in exchange for taking on climate commitments. The consultancy supports the mapping of emission sources, preparing inventories, and defining voluntary goals such as emission reduction, use of renewable energy, or carbon offsetting. The goals must follow the SMART methodology (specific, measurable, attributable, realistic, and temporal).

Monitoring is done at the registration and renewal stages in tenders, allowing for the evaluation of the evolution of suppliers and adjusting their ambitions. For carbon-intensive services, Vivo includes contractual clauses that require goals aligned with the Science Based Targets initiative (SBTi).

In 2025, the Program trained over 190 professionals from the participating companies. As a result, 90% of carbon-intensive suppliers have made voluntary climate commitments.

Vivo also engages in the procurement of goods and services with lower climate impact. The Low Carbon Procurement Instruction guides the acquisition of equipment based on energy efficiency and low carbon criteria. The Company has incorporated the concept of Total Cost of Ownership (TCO), which considers energy consumption and refrigerant gases during the equipment lifecycle and the internal price of carbon, as a risk management and opportunities management tool.

Climate Risks and Opportunities

GRI 3-3 Material topic: Climate change

Vivo recognizes that climate risks are systemic and can affect various aspects of the operation. The Company monitors internal and external factors that may impact its performance, integrating the analysis of climate risks into Telefónica Group's overall risk assessment.

To ensure the resilience of the operation, Vivo adopts a proactive approach, performing periodic assessments that consider both physical risks and transition risks.

Physical risks include acute events such as floods and storms, and chronic risks such as sea level rise and heatwaves. As for the **transition risks**, they involve regulatory changes, new technologies, and changes in consumer preferences.

The increase in the frequency and severity of extreme weather events may impact the Company's infrastructures and cause service disruptions. In addition, rising average temperatures increase the need to cool network equipment, raising operating costs and potentially affecting service continuity. The lack of power caused by climate disasters also poses a risk to operations. To mitigate these impacts, Vivo invests in energy efficiency, use of renewable sources, distributed generation, and self-production.

The Company has an adaptation program that includes Energy Efficiency, Renewable Energy plans and an area dedicated to Corporate Resilience, guided by the Global Business Continuity Regulation (GBC), responsible for ensuring that the Company is prepared to face unforeseen events, minimize impacts, and maintain operational continuity in adverse situations.

The Company, in partnership with the Waycarbon consultancy, conducted a climate risk assessment based on the Shared Socio-Economic Pathways (SSP) scenarios from the IPCC, considering the horizons of 2030, 2050, and 2070 and three different scenarios of CO_2 concentration pathways.

The main risks and opportunities are detailed in the attachments to the report.

Climate Scenarios until 2100

SSP5-8.5

High Greenhouse Gas Emissions Scenario, in which the average temperature increase could reach 4.4 °C by 2100;

- Economy highly dependent on fossil fuels and focused on resource extraction.
- Rapid intensification of extreme weather events, such as droughts and floods.

SSP3-7.0

Intermediate scenario of Greenhouse Gas Emissions, where the average temperature increase can reach 3.6 °C by 2100;

- Economy dependent on fossil fuels, with a slow and fragmented energy transition among countries.
- Extreme weather events continue to intensify.

SSP1-2.6

Optimistic scenario in terms of GHG emissions, where the temperature increase does not exceed 2.0 °C by 2100;

- Compliance with the Paris Agreement in most countries.
- Rapid and intense climate policy interventions.
- Moderate and decreasing extreme weather events throughout the century.

Use of Resources and Circular Economy

Water

GRI 303-1, 303-3

Vivo operates based on its Environmental Policy, prioritizing the efficient use of water and the reduction of its environmental footprint. The Company invests in digital solutions to address challenges such as water scarcity, integrating technology and environmental responsibility.

The water used by Vivo comes from utilities, wells, tanker trucks and reuse systems, with disposal via the sewage system. Water consumption is intended for offices and technical buildings, used for cooling, cleaning, and human consumption. Vivo adopts automatic faucets and conducts periodic inspections to identify leaks, promoting conscientious use.

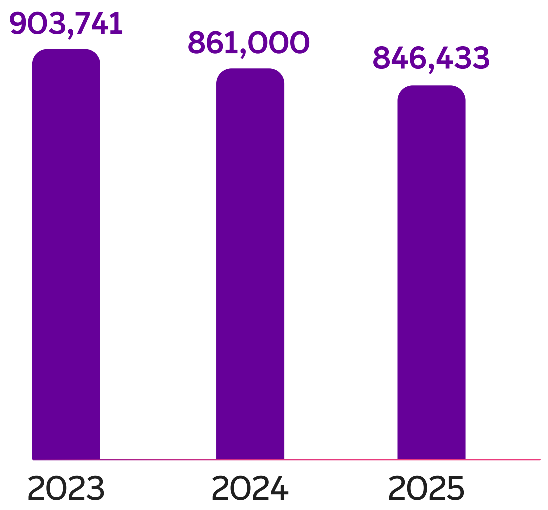
A supply shortage can affect employees and equipment. Therefore, consumption targets are integrated into the Sustainability Plan (PS, in Portuguese), approved by the Board of Directors.

Water management includes multidisciplinary collaboration and participation in initiatives such as the Thematic Chamber on Water of CEBDS and the Action for Water and Ocean platform of the UN Global Compact.

Main actions:

- Monitoring of reservoirs by the Crisis Committee
- Digitalization and consumption analysis.
- Partnerships with utility companies to prevent leaks
- Internal awareness campaigns.
- Gray water reuse system at Eco Berrini (SP).

Water withdrawal
in m³



Vivo adopts water management practices based on its Environmental Policy, prioritizing efficient water use, consumption monitoring, and reuse solutions, with goals integrated into the Sustainability Plan.

Biodiversity

GRI 2-23, 2-24

Vivo recognizes biodiversity as essential to the planet's health and sustainable development. The company adopts practices to minimize impacts on Biodiversity and contribute to the conservation of ecosystems.

Vivo's journey in biodiversity began in 2022, with the signing of the Brazilian Business Commitment for Biodiversity. In the following year, the Company conducted a study to understand the effects of its – direct and indirect – activities on the environment.

In 2024, Vivo voluntarily adopted the TNFD recommendations, and as part of this alignment, the Environmental Policy began to establish commitments to protect biodiversity, broken down into six main actions:

- Integrate the theme into the Risk map.
- Identify dependencies and environmental impacts of the business model.
- Apply the mitigation hierarchy at all stages.
- Prevent deforestation in operations and in the supply chain.
- Avoid projects in protected areas, except in cases with no viable alternatives.
- Engage stakeholders in the protection of Biodiversity.

TNFD (Taskforce on Nature-related Financial Disclosures) and management of risks and opportunities related to nature

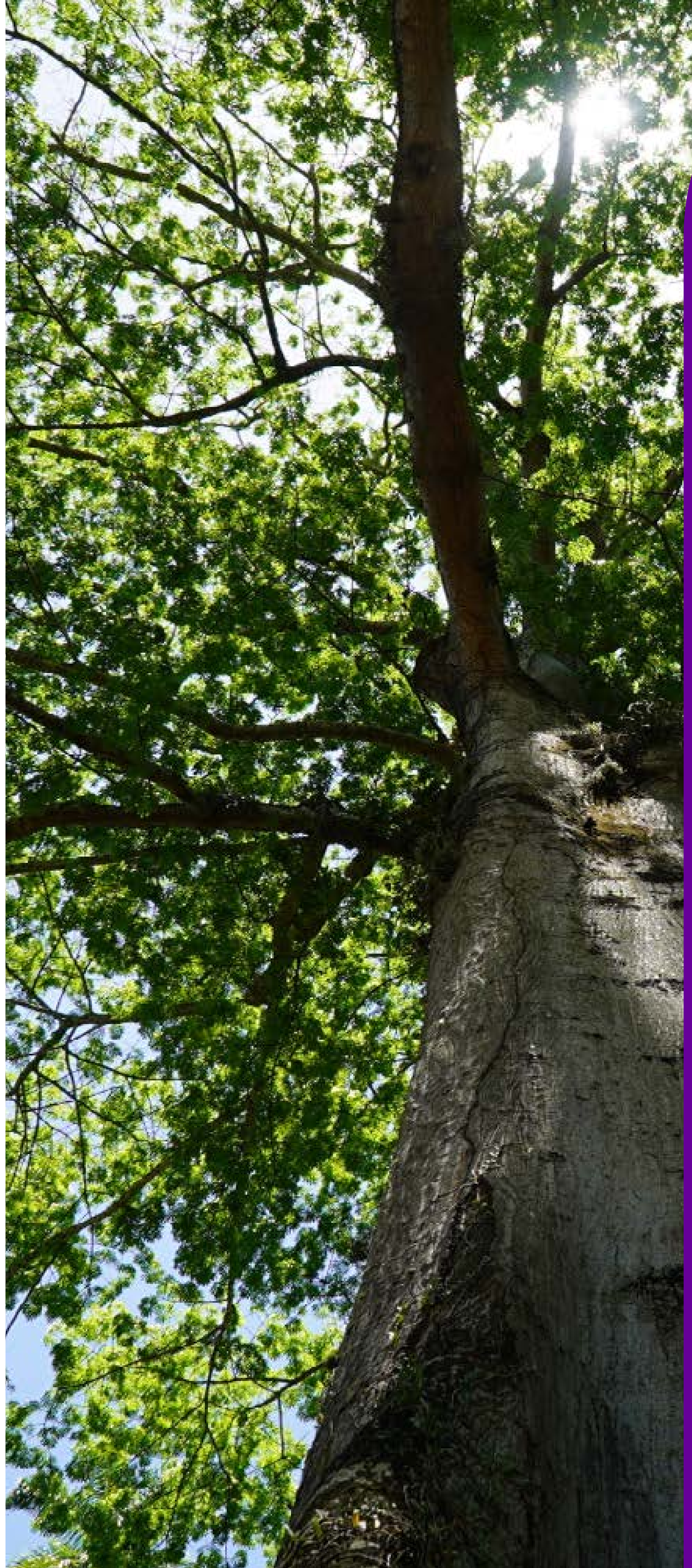
In this edition, Vivo publishes, for the first time, its Integrated Report aligned with the recommendations of the **Taskforce on Nature-related Financial Disclosures (TNFD)**, adopting the LEAP approach (Locate, Evaluate, Analyze risks and opportunities, and Prepare) to guide the identification, assessment, and disclosure of its dependencies, impacts, risks, and opportunities related to nature.

This advance represents a significant step in strengthening the integration between strategy, environmental management, and transparency, consolidating a more robust process of assessing material socio-environmental topics and incorporating natural capital into corporate decision-making.

As part of this process, the company geographically mapped its operations and value chain, encompassing upstream and downstream activities, identifying its interface with biomes, ecosystems, and environmentally sensitive areas, including areas adjacent to its activities. At the assessment stage, the ENCORE tool (Exploring Natural Capital Opportunities, Risks and Exposure), an international reference for analyzing dependencies and sectoral impacts on ecosystem services, was used to identify and classify the main interactions between its activities and natural capital.

The results indicated that the operation shows low direct dependency on ecosystem services and limited impact on nature, a characteristic compatible with the telecommunications sector profile. Nevertheless, the Company recognizes nature as a strategic asset and has been strengthening its role in the protection and regeneration of ecosystems, including initiatives such as the Floresta Futuro Vivo, which contribute to environmental conservation and addressing climate change.

By incorporating the recommendations of TNFD and applying internationally recognized tools, such as the LEAP approach and the ENCORE platform, Vivo structures a more consistent process for nature management, enhancing the clarity and quality of information provided to investors and other stakeholders, reinforcing its trajectory of integrating nature into the corporate strategy and management processes.



Launched in 2025, the Floresta Futuro Vivo project marks a new commitment by Vivo to biodiversity. In partnership with re.green, a reference in large-scale ecological restoration, the project envisages the restoration and conservation of over 800 hectares of forest in the Gurupi–Turiaçu Mosaic, between Maranhão and Pará, with the regeneration and conservation of 900,000 trees of 30 native species over 30 years. The initiative aims to reconnect forest fragments, restore ecological functions, and protect endangered species such as the *cebus kaapori*.

Restoration involves the use of applied science, natural regeneration, seed collection, and the use of monitoring technologies to track seedling growth.

Circular Economy

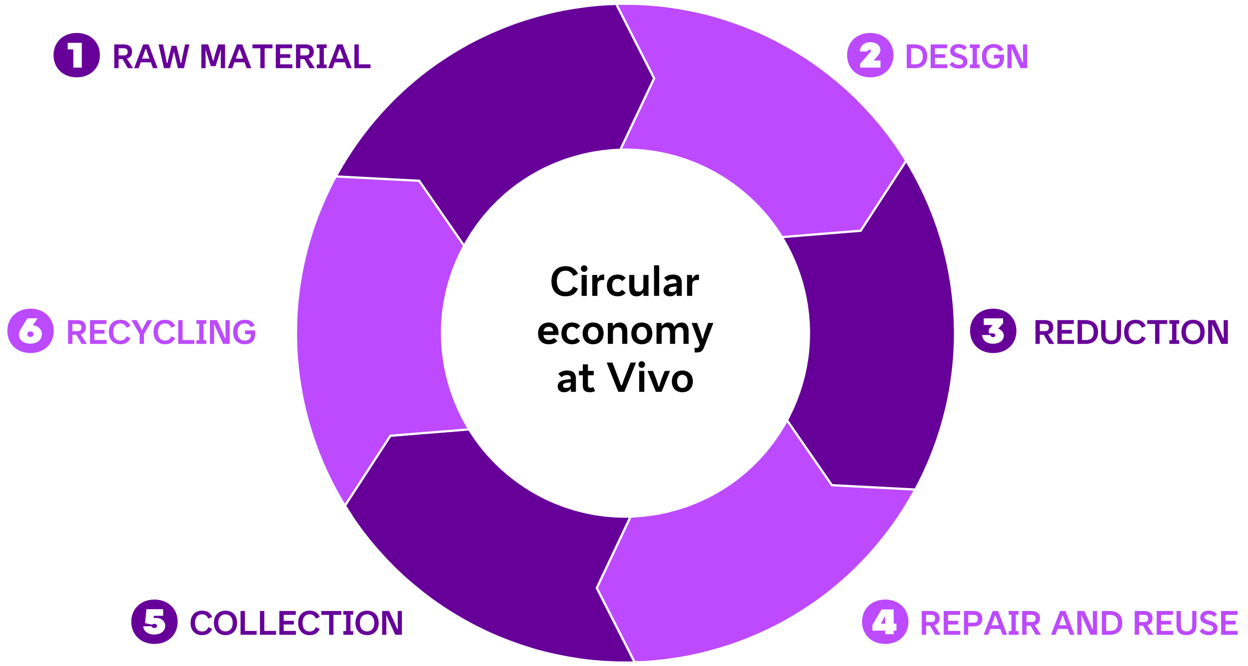
GRI 3-3 Material topic: Circular economy

Vivo is advancing in the consolidation of a circular economy model throughout its value chain, focusing on the efficient use of resources and recycling. The Company adopts an approach aligned with SDG 12 and the Material topic of resource use and circular economy, integrating eco-design principles and technological innovation into its operations. Among the advances, we highlight the reconditioning of modems and decoders, the modularity of equipment that facilitates repairs and extends their lifespan, the reduction of plastic usage in the production of SIM cards, and technological initiatives such as in-field connectorization of optical cables, which reduces material consumption. These processes expand circularity, which has also been consolidated in the Company through the recycling of cables and electronic equipment from the dismantling of network infrastructures undergoing modernization.

For this purpose, it has developed a strategy that is operationalized by the **Plano de Economia Circular (PEC) (Circular Economy Plan)**, which includes initiatives in six stages of the materials life cycle.

+ R$1.33 million

invested in waste valorization



1 RAW MATERIAL. Vivo prioritizes sustainable inputs and requires its suppliers to use materials free of minerals from conflict areas, reinforcing socio-environmental criteria from the source.

2 DESIGN. Adopts ecodesign criteria to reduce environmental impacts throughout the lifecycle of modems, decoders, and set-top boxes. In 2025, 100% of the acquisitions of these equipment incorporated attributes such as increased durability, modularity, and use of recycled plastic.

3 REDUCTION. The Company progressed in the reduction of the use of virgin materials. The Matrix Project, which reuses fiber optic cables and performs field connectorization, has avoided the consumption of approximately 128,000 kilometers of cables since 2022, with 45,700 kilometers of cables saved in 2025 alone, resulting in savings exceeding R$49 million in materials.

Through the Vivo Renova program, the Company's buyback partners offer discounts to customers who trade in their used devices when purchasing new ones. The used mobile phones are intended for refurbishment and resale by partner companies such as Trocafone, Allied, and Assurant in the secondhand market. In the year 2025, more than 137,000 devices were collected.

These partners are responsible for collecting the devices used in the stores. Most of these devices are resold to new customers, while those that are not resold are destined for recycling at the end of their useful life.

In line with the conscious consumption agenda, Vivo has eliminated the use of disposable plastic cups in its administrative units, replacing them with reusable alternatives.

4 REPAIR AND REUSE. In the fixed network, modems and decoders are reconditioned and reintegrated into the operation. Components without reuse are sent for recycling.

Vivo also reuses uniforms from its employees, which are transformed into other products in partnership with social initiatives that promote training and income for women in situations of social vulnerability, such as, for example, ex-inmates.

5 COLLECTION. The Company maintains selective waste collection at its units and adopts the **Solid Waste Management Plan (PGRS)** to ensure the segregation, storage, and correct disposal of the waste generated in its operations.

6 RECYCLING. For two decades, the Vivo Recicle program has enabled the environmentally correct disposal of electronic waste from End consumers, through hundreds of collection points distributed throughout the country. The initiative complements the waste management efforts of the operation with the goal of zero landfill disposal by 2030.

In 2025, more than 12,000 tons were collected and sent for recycling in an environmentally appropriate manner, contributing to the annual recycling performance of 97.6% of the waste generated in the operation.

The waste that is not yet recyclable is directed to alternative treatment solutions. For these materials, energy valorization through co-processing was adopted, an initiative that ensures that such waste is not sent to landfills.

Vivo Recicle

GRI 3-3 Material topic: Circular economy, SASB TC-TL-440a.1

Vivo Recicle is Vivo's reverse logistics program dedicated to recycling electronic waste from end consumers. With collection points in stores and administrative buildings distributed throughout Brazil, the program allows cell phones, batteries, cables, and other devices to be recycled and reintegrated into the production chain as raw materials.

Since 2023, the program has been promoting environmental education initiatives aimed at students from public schools, in partnership with the Fundação Telefônica Vivo. In 2025, the project reached 26 schools and institutions, engaging 24,000 children, youth, and educators. The actions resulted in the collection of 29 tons of electronic waste – an increase of approximately 26% compared to 2024.

The participating schools received support materials, including communication materials and training on conscious consumption and circular economy, ensuring the understanding of the principles and practices of responsible waste management. This performance reaffirms the Company's commitment to strengthening society's engagement in the socio-environmental agenda. The company held another edition of the Recicle Challenge, an initiative that encourages employees at administrative buildings and regional offices to correctly dispose of electronic waste in an environmentally friendly manner. The most engaged employees were awarded and the departments were recognized during a strategic event that brings together the Company's executive leadership.

In 2025, the program registered the collection of over 45 tons of electronic waste, representing a growth of more than 21% compared to 2024. Since the beginning of the initiative in 2006, 232 tons have already been collected, totaling over 5.3 million items sent for recycling.

Recicle

232 t of recycled electronic waste since 2006

5.3 million items sent for recycling

45 t of electronic waste collected in 2025

24,000 people engaged in environmental education

Waste Management

GRI 306-1, 306-2, 3-3 Material topic: Circular economy

Vivo adopts an integrated approach to waste management, focusing on preventing environmental impacts throughout the entire value chain. The Company uses a homologation and monitoring system for environmental compliance of the waste management companies, ensuring that all stages comply with current legislation.

The Sustainability Policy in the Supply Chain guides partners to follow Vivo's environmental principles. Contracts with waste-generating suppliers include specific clauses on legal requirements and best waste management practices. The Company requires the issuance of the **Waste Transportation Manifest (MTR)** and the **Final Destination Certificate (CDF)**, issued by government portals, which are audited periodically to ensure the traceability and environmentally appropriate disposal of waste.

Vivo's waste strategy prioritizes reduction, reuse, and recycling, promoting circularity and minimizing waste generation. The Company uses the GReTel system (Telefónica Waste Management) to inventory the generated volumes, as well as monitor the transportation carried out and treatment applied. The supply chain comprises over 320 companies responsible for these stages, including direct contracted and subcontracted companies.

Paper Less Project

The Paper Less Project reduces paper consumption and storage across all areas of Vivo. The initiative began in 2013, when the Company started using digital signatures in its stores.

In 2018, Vivo took on the challenge of reducing by 70% the volume of impressions by 2021, which represented a reduction from about 4.4 million to 1.3 million pages of documents per month.

Already in 2024, the Company completed the project of cataloging, secure disposal, and optimization of the physical collection, which completely transformed its document management. As a result, the collection, which previously totaled 580,000 boxes, now totals approximately 70,000. This reduction also brought significant financial benefits, with the monthly storage cost dropping from R$261,000 to R$58,000 – a savings of nearly 78%.

Currently, the Company's physical collection includes around 68,000 boxes weighing 20 kg each; however, Vivo remains focused on continuing to reduce and optimize this volume.

Digitalization continues to evolve. The Signatures Portal, a Vivo proprietary tool, has already processed more than 1.4 million contracts and administrative documents, bringing agility, security, and sustainability to the Company's daily operations.

Environmental Management System

GRI 2-24

Vivo adopts an Environmental Management System (EMS) based on the ISO 14001 standard, with a technical scope that covers the planning, implementation, operation, maintenance, and decommissioning of the fixed and mobile network, present in the Brazilian states. The EMS guides the identification, monitoring, and mitigation of the environmental impacts of operations.

The main identified impacts include the generation of solid waste, atmospheric emissions, noise, and non-ionizing radiation, all periodically monitored. Vivo performs regular measurements, updates licenses and permits, inspects lightning rods, and performs preventive maintenance on equipment with the potential to interact with the environment.

In 2025, the Company invested over R$9.3 million in environmental management, encompassing infrastructure projects, audit services, and reports confirming environmental compliance. The annual review of environmental indicators guides short, medium, and long-term goals approved by senior management, which also ensures the necessary resources for their implementation.

Vivo carries out internal and external audits to verify compliance and identify improvement opportunities. The Company monitors monthly the legal compliance of suppliers, including subcontractors, and provides specialized consultancy to support action plans and promote good environmental practices throughout the value chain.

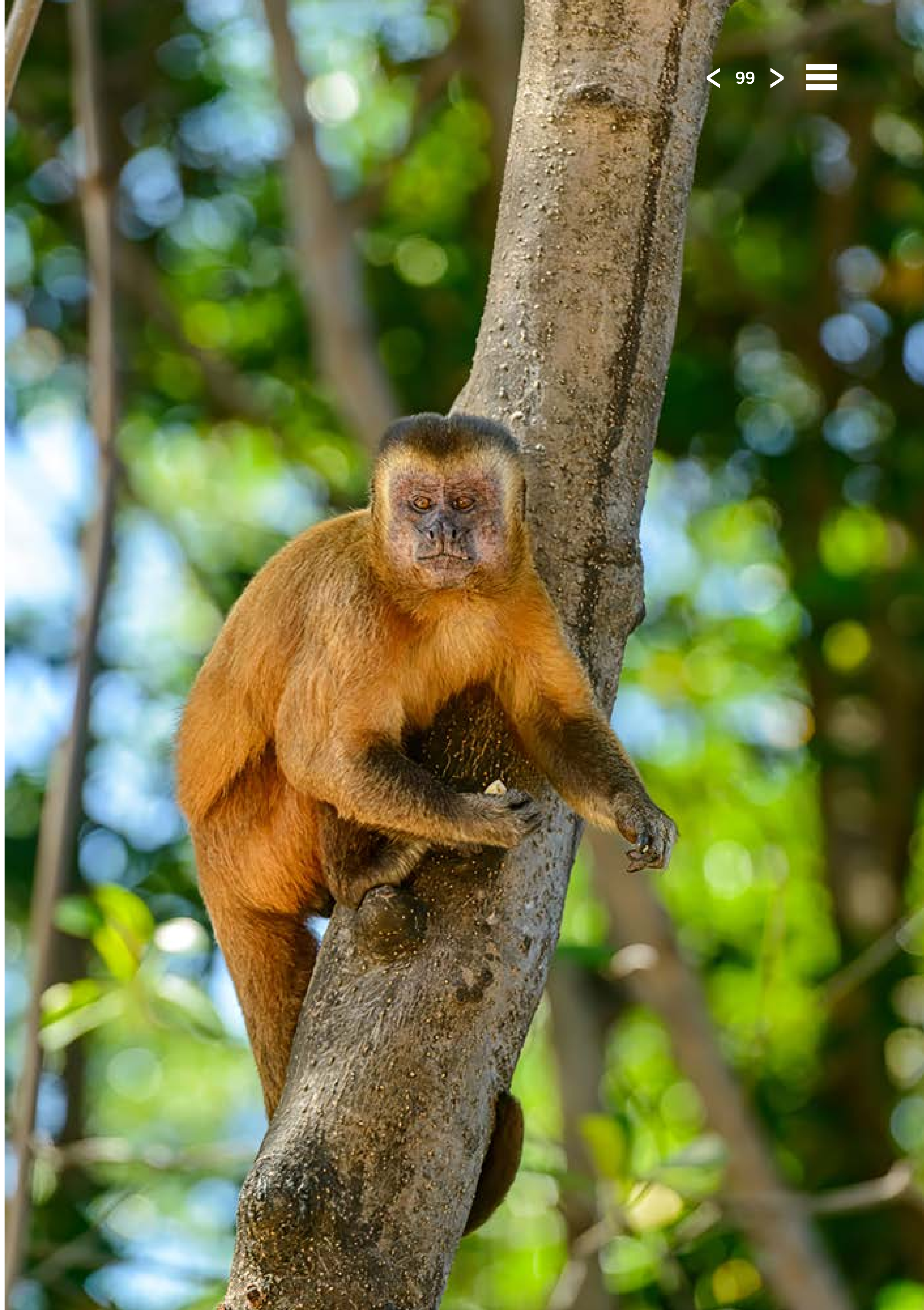
The EMS is one of the pillars of **Futuro Vivo**, contributing to a more balanced and healthier environment. The Environmental Policy, revised in 2024 and approved by the Board of Directors, establishes 12 main commitments, among them:

- Environmental protection.
- Compliance with legal standards.
- Efficient use of natural resources.
- Use of resources and circular economy.
- Mitigation and adaptation to climate change.
- Biodiversity protection.
- Environmental management in the supply chain.
- Sustainable fleet.
- Environmental due diligence in mergers and acquisitions.

35
environmental audits conducted

+ R$9.3 million
invested in the environmental management system

Access the Environmental Policy.



Sustainable Products and Services

GRI 2-24, 3-3 Material topic: End consumers

Vivo incorporates structured sustainability guidelines throughout the entire life cycle of its B2C and B2B products and services, from conception and development to launch and commercial evolution. The goal is to ensure that the solutions deliver economic value combined with positive environmental, social, and governance impacts, promoting digital inclusion, operational efficiency, and responsible use of resources.

These guidelines are systematically applied through the corporate pipeline for assessing new products and services, which includes mandatory ESG criteria for launches, relevant evolutions, and business changes. The process includes customized questionnaires by product family, analysis of the impacts on customers, and verification of alignment with corporate circular economy, climate change, and data governance goals.

Since 2023, the Company has structured the application of these guidelines on four integrated pillars:

1. Responsibility toward customers

Assessment of the solution's contribution to society, sustainable value generation for the customer, integrity in the offering, reputation of partners, and alignment with the Sustainable Development Goals (SDGs).

2. Ethics in the use of artificial intelligence and data

Transparency verification, people-centricity, security, privacy, regulatory compliance, and risk mitigation in the development and operation of digital solutions.

3. Human rights and accessibility

Accessibility analysis from design, promotion of digital inclusion, clear communication, responsible use of technology, and respect for human rights in the value chain.

4. Environment and life cycle analysis

Assessment of energy efficiency, CO_2 emissions, natural resource consumption, and circular economy practices, including durability, responsible disposal, and waste management.

The process also includes complementary initiatives, such as assessing the ESG maturity of strategic partners and training programs for product teams and sales force, strengthening the integration of sustainability as a competitive differentiator and governance criterion in the B2C and B2B portfolios.

In physical and online stores, the Company offers the **Eco Rating label**, which guides consumers in choosing more sustainable smartphones. The label assesses the environmental performance of cell phones based on the life cycle assessment and circular economy evaluation.

Categories evaluated by the Eco Rating:

- **Durability:** physical resistance, battery life, and warranty.
- **Repairability:** ease of repair and updating.
- **Recyclability:** dismantling and reuse of components.
- **Climate efficiency:** GHG emissions.
- **Resource use:** impact from raw material extraction.

Vivo also offers a **Carbon Footprint calculator**, which allows customers to estimate the emissions generated by the use of data, voice, and subscription TV services. The tool supports more sustainable decisions and encourages customers to take actions for sustainability.

Access the Eco Rating label.
Access the carbon footprint calculator.

Serviços EcoSmart

For business customers, Vivo offers solutions with the **Eco Smart seal**, which highlight environmental benefits in four categories: energy efficiency, reduction of water consumption, decrease in CO_2 emissions, and promotion of circular economy. The solutions are based on connectivity, Internet of Things (IoT), cloud computing, data analysis (big data), and 5G.

In 2025, the solutions generated R$3.5 billion in revenue, a 29% growth compared to 2024. It is also estimated that these solutions helped Vivo's customers to **avoid the emission of 16.4 million tons of CO_2e**.

Supplier Relations

GRI 2-6, 3-3 Material topics: Business conduct and Value chain workers

Vivo maintains a supply chain consisting of segments such as telecommunications, call center, transportation, furniture, electricity, and training. Most of the partner companies are Brazilian.

To mitigate risks, Vivo classifies suppliers based on the impact on the business model and the financial volume involved. Strategic partners are managed globally and must meet minimum criteria, such as hiring liability insurance. The main mapped risks include reliability, input supply, labor issues, and competition.

Each supplier has the autonomy to define its procedures, provided they are aligned with the Supply Chain Sustainability Policy, the Responsible Business Principles, the Global Human Rights Policy, and Vivo's Artificial Intelligence Principles. The policy, revised in 2025 and approved by the Board of Directors, guides ethical, social, environmental, and privacy practices.

To ensure compliance with these guidelines, supplier assessment processes consider:

- Sustainability requirements.
- Compliance with anti-corruption laws.
- Administrative and judicial history.
- Existence of integrity programs.

Vivo seeks sustainable and mutually beneficial relationships, respecting legislation and ethical standards. In case of non-compliance with the guidelines, it is possible to submit reports in the Responsible Business Consultation Channel.

The contracts include specific clauses on ethics, anti-corruption, sustainability, environment, and human rights. Non-compliance may lead to termination or the demand for a corrective plan.

Suppliers operating in network infrastructure are also monitored by the Environmental Management System (EMS).

Vivo also promotes actions of engagement, development, training, and communication on the principles that guide the relationship with suppliers.

Vivo manages a predominantly Brazilian supply chain based on risk, sustainability, and ethics criteria, ensuring compliance, continuous monitoring, and chain development.

Sustainability Management in the Supply Chain

GRI 414-1, 3-3 Material topics: Business Conduct and Value chain workers

Programa Parceiro Plural

Vivo launched the Parceiro Plural (Plural Partner Program) in August 2024 to strengthen sustainability across the value chain. The initiative is applied to all suppliers and is based on the pillars of communicating, knowing, and contributing. Communication is strengthened through an institutional page created for the initiative.

The program starts with an ESG self-assessment questionnaire. In 2025, 1,459 questionnaires were completed, representing approximately 77% of the suppliers with active contracts at Vivo. In addition to the questionnaire being applied during contract renewal, it has become a mandatory requirement in the new supplier registration phase. Communication is strengthened through an institutional page created for the initiative.

Monthly, Vivo shares content on ethics, human rights, diversity, privacy, and risks, maintaining active communication. Suppliers also receive personalized training and feedback to enhance their practices.

Socio-Environmental Risk Assessment

GRI 403-7; 414-2, 3-3 Material topic: Value Chain Workers

The Company conducts specific management of the most relevant suppliers of the Purchasing Model (MCT), considering their sustainability risk potential. All suppliers are analyzed based on factors such as size, contracted volume, country of origin, and risks inherent to the sector in which they operate. This process uses the methodology of the external platform IntegrityNext.

IntegrityNext conducts a 360-degree assessment based on 15 criteria covering ethical, social, environmental, and supply chain management aspects. This diagnosis allows for identifying areas for improvement and taking proactive action to avoid or reduce negative impacts on human rights and the environment.

In 2025, the risk analysis methodology was updated, consolidating the use of the tool, already adopted since 2024 for monitoring critical suppliers. The solution uses a standardized model, aligned with international best practices.

Of the suppliers initially classified as high-risk, 72% underwent an external sustainability assessment via IntegrityNext by the end of 2025.

When a supplier does not demonstrate commitment to correcting the identified risks, new business – or even ongoing contracts – may be blocked until it provides evidence of correction or implements mitigating actions, including additional contractual guarantees. Suppliers with unsatisfactory performance may also be proactively blocked and must provide a corrective action plan. This continuous process reinforces the value chain governance and enhances Vivo's ability to identify and mitigate socio-environmental risks preventively.

Vivo also classifies acquired products and services. Strategic partners are managed globally and must meet minimum criteria, such as hiring liability insurance.

On-site audits are conducted at outsourced suppliers with allocated labor and at critical partners related to privacy and information security.

In 2025, we conducted a significant number of administrative, environmental, privacy, and occupational safety audits. This information is crucial to demonstrate our ongoing commitment to sustainability and social responsibility.

To access more information about risks,
Access the Risk Management System (page 130).

Socio-Environmental Governance

GRI 414-2, 3-3 Material topic: Value Chain Workers

The supply chain management is overseen by the Sustainability and Quality Committee, the Finance Vice Presidency, and the Procurement Directorate. This structure ensures that the processes are aligned with Vivo's sustainability and compliance guidelines.

The main risks monitored include working conditions, environmental impacts, privacy and data security. The adoption of sustainable practices allows mitigating these risks and preventing disruptions caused by crises such as pandemics, natural disasters, and geopolitical changes.

From the completion of a specific materiality analysis for suppliers, Vivo identified the five most relevant topics: Ethics and Competitiveness, Cybersecurity, Customer Experience, Privacy Protection and Sustainability in the Value Chain.

By the end of 2024, the Company initiated the human rights Impact Assessment Project in the supply chain with the support of external consultancy. The initiative mapped risks and generated recommendations to improve corporate policies and standards, strengthening governance and preventing potential violations. In 2025, Telefônica Brasil implemented a systematic approach for identifying and evaluating the significant social aspects and impacts arising from its activities and those of third parties operating on its behalf. This approach provides support for operations in normal, abnormal, and risky situations. The prioritization of social impacts was carried out by a matrix that considers two main axes: the severity of the impact and the likelihood of occurrence. The impacts are classified into priority levels: critical, high, medium, or low, allowing for a more effective management of risk situations.

Evaluation Criteria:

Severity: Assesses the magnitude of social consequences.

Probability: Estimates the likelihood of an impact occurring.

Remediation: Considers the ability to correct or restore impacts.

Social Reactions: Assesses the potential for social mobilization generated by the situation.

Risk Owners: Legal and image risks are also considered, which can impact the Company's reputation and generate social mobilizations.

Engagement and Awareness

GRI 2-24, 3-3 Material topic: Value Chain Workers

Vivo promotes ongoing engagement actions with suppliers to strengthen sustainability in the supply chain. In 2025, three workshops focused on Sustainability and one workshop dedicated to presenting the Parceiro Plural program were held, bringing together 730 participants from 700 partner companies. In meetings, the Supply Chain Sustainability Policy is always presented.

These events are spaces for dialogue and training. Vivo shares content on topics such as ethics, diversity, privacy, and risk management, promoting responsible and collaborative practices.

To support the implementation of the guidelines, Vivo has made available the Service Provider Management Guide and an explanatory video on the management flow and rules to reduce risks in commercial relationships.

In partnership with the Official Spanish Chamber of Commerce in Brazil, it implements the Programa de Formação em Devida Diligência em Direitos Humanos (DDDH) (Human Rights Due Diligence Training Program) for Value Chains, aimed at promoting due diligence among companies and key stakeholders in Latin America. The main goals of the program include training agents related to Spanish interests in the region on HRDD, in accordance with the Corporate Sustainability Due Diligence Directive (CSDDD).

In addition, the program aims to strengthen the value chains of Spanish companies, ensuring sustainable and ethical business practices. Finally, it aims to promote social participation, encouraging the inclusion of rights holders in risk assessment and the development of remediation plans, with a special focus on empowering women and indigenous peoples.

Vivo promotes continuous supplier engagement through workshops, training sessions, and human rights due diligence initiatives, strengthening sustainable and responsible practices across the supply chain.

Eu, nós, Vivo

- Paixão Púrpura
- Attraction, Retention, and Development
- Training and Development
- Diversity, Equity, and Inclusion
- Health, Safety and Well-Being
- Brand Positioning
- Sponsorships and Other Social Investments

Material topic: Own Workforce **Capitals:** Intellectual | Human | Social and Relationship **SDGs** 5, 8, 10 and 16

Paixão Púrpura

GRI 3-3 Material topic: Own Workforce

The purpose of Vivo is to Digitalizar para Aproximar. The Company believes that technology is a lever for transforming society, contributing to everyone's lives. Vivo connects Brazil and brings digitalization to millions of Brazilians, bringing people closer to what matters - education, culture, entertainment, health, business, and above all, other people.

Among the strategic pillars that support the purpose and guide the Company's initiatives is the Eu, nós, Vivo pillar. It is within this strategic pillar that the Cultura Paixão Púrpura (Purple Passion Culture) is embedded – the essence that makes each employee more Vivo in every attitude, relationship, and delivery.

In any company, a solid strategy is essential, but it only becomes truly powerful when supported by a vibrant, strong, and consistent culture. It is the culture that turns plans into actions, intentions into results, and goals into real achievements.

To be ahead, it is necessary to have a unique way of being and doing that unites and drives the organization. Therefore, the 5 Paixões da Vivo were created to guide the way the Company thinks, acts, and relates on a daily basis. They inspire, challenge, and guide, becoming a force capable of generating competitive advantage, sustainable results, and, above all, more pride for all employees.

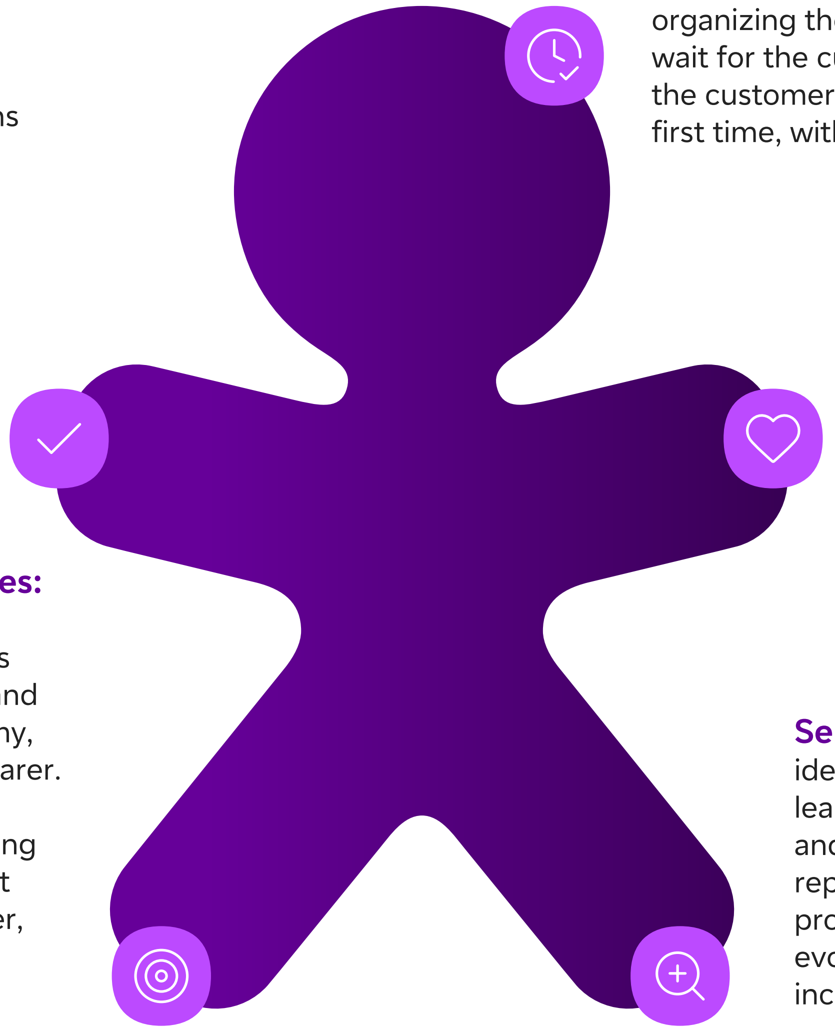
Paixão Púrpura and the 5 Paixões represent what Vivo believes in, values, and wants to see reflected in every decision, interaction, and attitude.

They build a Company prepared for the future, which honors its essence and where each employee understands their role in the execution of the strategy. A Vivo where everyone belongs, contributes, and is part of something greater.

Culture aligns behaviors and ensures that each decision consistently builds the Futuro Vivo.

Resultado é comigo: taking responsibility means acting with ownership, connecting choices to the impact they have on the organization and helping deliveries move forward consistently and in alignment with Vivo's purpose.

Dá para ser mais simples: simplifying means being more efficient. This means reducing barriers, giving and receiving greater autonomy, and making processes clearer. As a result, decisions are made more quickly, allowing everyone to focus on what truly matters and, together, build a lighter and more productive environment.



O Tempo do Cliente é Agora: bringing an attentive perspective and active listening to everything that impacts the customer. It means organizing the agenda by prioritizing what cannot wait for the customer. And when an issue reaches the customer, truly embracing it and resolving it the first time, with care and agility.

Gente é a nossa melhor tecnologia: a strategic choice that values people. Building collaborative and safe environments that respect diversity, promoting respectful listening and cultivating trust, is a priority for Vivo..

Ser curioso pega bem: testing ideas with courage and responsibility, learning from each discovery, and continuously expanding our repertoire. All of this makes Vivo a protagonist in innovation, business evolution, and the construction of an increasingly Vivo future.

Vivo Reconhece

Vivo Reconhece (Vivo Recognizes) continues to strengthen our culture, celebrating initiatives that contribute directly to the strategic pillars. The award highlights projects that reflect creativity, innovation, impact, and the teams' ability to turn challenges into solutions that bring people, businesses, and technology closer together.

The recognition journey involves two assessment stages, and the announcement takes place at Encontro Vivo, an event broadcast to the entire internal audience that reinforces the importance of our purpose, **Digitalizar para Aproximar**.

In 2025, the award highlighted the strong engagement of employees and the diversity of ideas present throughout the organization:

331 registered projects

2,659 engaged participants

48 Projects recognized in the first phase

9 winning projects announced in the final stage

Vivo reconhece consolidates itself, year after year, as an important catalyst of innovation in the Company, valuing talents and stimulating the creation of solutions that drive the country's digital future.

Engagement indicators (eNPS)

The main employee engagement indicator is the Employee Net Promoter Score (eNPS). In 2025, the survey had a 90% response rate, equivalent to 27,626 employees, who shared their perceptions of Vivo. Based on the question: “On a scale from 1 to 10, how likely are you to recommend the Company as a good place to work?”, the survey reached 88 points, compared to 85 in the previous year.

Based on the survey results, each structure creates action plans based on the strengths and on the points that need improvement in each area. To this end, leaders rely on support from the People area (Internal Consulting) in developing their respective plans. In addition, the survey results guide the creation and improvement of corporate programs and actions, such as well-being initiatives.

88 Vivo's eNPS points in 2025, with 90% employee response rate

The survey showed that the Company's main strengths are:

- The perception that Vivo acts sustainably, considering its impact on the environment.
- Pride in working at the Company.
- Acting ethically and responsibly.
- Transforming daily work so that things are simple and agile.
- Learning as part of work.
- Support for participation in social initiatives.
- The feeling that all ideas and opinions are considered, regardless of gender, age, religion, sexual orientation and gender identity, ethnicity, origin, disability, or personal background.
- Inclusion in the workplace.
- Collaboration among team members.
- Decisions are made prioritizing the value for the customer.
- Promotion of initiatives to promote well-being.
- Opportunity to make good deliveries.

Attraction, Retention, and Development

GRI 401-1, 3-3 Material topic: Own Workforce

Vivo has strengthened its employer brand through the positioning “Vem pra Vivo” (Come to Vivo), supported by an integrated strategy that combines relevant content in career channels, qualified relationships, and active presence in the main talent ecosystems. Throughout the year, the Company maintained a consistent performance in these channels, expanding the reach and deepening the connection with strategic audiences.

The Company continued the Career Tech Chat, a podcast developed to support the professional development of individuals working or wishing to enter the technology field. The program addresses trends, innovations, real cases, and essential skills for career advancement in IT, always in conversations with market experts. With the launch of the third season, Vivo further strengthened its positioning for the technology audience and consolidated its presence in this segment. Adding up the three seasons, the podcast has already reached more than 1 million accounts and exceeded 40,000 reproductions.

Vivo de Oportunidades (Vivo Opportunities) was a web series created to present real stories of employees (Vivo Lovers) and demonstrate, in practice, how diversity, inclusion, and professional development take place within the Company. The series highlighted topics such as People with Disabilities (PwD), internship programs, apprenticeship, and career opportunities. Throughout the year, 15 videos were produced that exceeded 7 million views, expanding the reach of Vivo's inclusion initiatives.

+7 million
of views in the web series Vivo de Oportunidades

Strategic use of artificial intelligence in recruitment and selection processes, reducing analysis time and increasing efficiency in candidate selection. **Turnover** held below market average.

The strategy of partnering with universities and participating in events expanded the connection with students and future professionals, impacting over 44,000 individuals in 24 initiatives. Among the highlights, the National Meeting of Junior Enterprises (ENEJ), the largest young entrepreneurship event in Brazil, brought together 4,000 students.

As a result of this strategy, the Company reached over 107.5 million in reach across its initiatives and career networks over the past year, building a community of 1.6 million followers and enhancing its talent attraction potential and reputation as an employer brand.

Vivo continuously monitors market best practices and the experience of candidates, managers and recruiters, seeking innovative solutions that optimize operations, improve the journey of all those involved and strengthen the Company's business areas.

To attract and encourage the retention of top talent, Vivo has continuously invested in the digitalization and innovation of its attraction and selection journey. In recent years, the Company has been implementing modern methodologies that make processes more agile, straightforward and aligned with market needs.

The Company uses the Gupy platform to recruit talents 100% online, resulting in approximately 11,000 job openings in 2025, which received over 1.2 million applications. With the support of artificial intelligence, Vivo increased the efficiency of the selective processes, ensuring that approximately 80% of approved candidates were among the first quartile of applicants. The Company also invested in internal programs for attracting and retaining talents, aiming to recognize and develop its professionals.

Vivo has made a strong commitment to diversity and inclusion, implementing several initiatives to promote equity and offer opportunities for all.

43%
The positions at Vivo were filled through internal recruitment.

Brand strengthening as an employer, with three programs dedicated to attracting and developing young talent.

In 2025, the Company opened approximately 2,000 permanent positions exclusively for diverse groups. Among all hires made during the year, Vivo included 44% Black talent, 7% people with disabilities and 54% women, following sensitive data protection principles and seeking to ensure fairer and more diverse representation in its workforce.

In addition, the Programa de Talentos (Talent Program), which includes the Company's young apprentice, internship and trainee programs, allocates 50% of its positions to Black people, thus reinforcing its commitment to racial equity.

The Programa Jovem Aprendiz (Young Apprentice Program) has delivered excellent results, offering positions to people aged 14 to 21, with no age limit for people with disabilities. The program provides a development track focused on technology and interpersonal skills. The program's key differentiator is inclusion; therefore, it does not require prior experience or a university degree, allowing young people from different backgrounds and experiences to have the opportunity to enter the job market and develop their professional skills.

The Programa de Estágio da Vivo (Vivo's Internship Program) is aimed at students from all undergraduate and technologist courses, aligned with the business's strategic needs. Without requiring prior knowledge of English, the program expands access to young people from different backgrounds and origins, reinforcing the Company's commitment to inclusion and equity. Throughout the journey, participants have the opportunity to develop technical and behavioral skills, experiencing a structured and enriching learning experience. In 2025, the Internship Program received over 55,000 applications for approximately 700 open positions, demonstrating its relevance and ability to attract talent at the national level.

65,000
participants in the Young Apprentice program

450+
apprentices in the Young Apprentice Program

Vivo held the first edition of the Summer Job Program, with the participation of 10 Brazilian university students, studying at national and international institutions. The initiative aims to bring young talents closer to strategic and high-impact projects, with structured deliveries in the short term and direct interaction with Company leadership and key areas. This intensive experience accelerates the practical development of participants and contributes to innovative solutions applied to relevant business challenges.

In February 2025, Vivo welcomed 36 new trainees into a program that offers a differentiated value proposition. The initiative offers a continuous development path with immersion in the areas of business, technology, culture, diversity, and inclusion. In addition, the learning process includes job rotation, development of high-impact projects, and mentoring. Participants also have access to an MBA focused on innovation, subsidized by the Company.

The ten trainees with the highest ratings receive the opportunity to participate in an international experience, through a short-term course at the Telefónica Corporate University in Spain.

Training and Development

GRI 404-1, 3-3 Material topic: Own Workforce

Development and training initiatives are highly relevant to Vivo, as they ensure that employees receive the essential information needed to perform their duties and can grow, develop and contribute more decisively to the Company's strategic objectives.

Vivo's people management model is focused on accelerating careers, based on performance data that guide development actions according to a plan prepared with each employee. Career development is based on strong performance and may occur through promotions, transfers to other areas, changes or expansions in the scope of work.

To this end, Vivo seeks to provide training tools such as coaching and mentoring, in addition to strengthening its leaders by fostering practices and values such as empathy, feedback and recognition.

In 2025, more than R$59 million was invested in training and development, with face-to-face and online training. Through all these actions, Vivo reached more than 1 million training hours for employees and 1.4 million for third parties, representing around 635,000 participations by employees and more than 3 million participations by third parties, mainly in online courses.

In Vivo's Lean Six Sigma operational excellence program, more than 3,000 employees were trained for Yellow Belt, Green Belt, Black Belt and Innovation Belt certifications, totaling 900 training hours. Vivo continues to strongly focus on training employees to apply tools in their work routines. Remaining committed to diversity, the program trained 112 women in exclusive classes, and, of this number, 22 have already achieved Yellow Belt certification. The others are still undergoing certification. In the program's general classes, 51% of those trained are women. The success of the initiative is publicly recognized. This year, the program received the Revvo Green Belt Woman Award in the “Excellence in Leadership Development” category. In addition to the number of participants trained and certified, by mid-December 2025, the program generated more than R$82,467,500 in financial return.

The Company also continued to promote development initiatives and technical certifications that are important to the business, as well as subsidies for professional specialization and language courses. This includes subsidies of up to 100% for first undergraduate degrees, graduate programs, extension courses, language courses, technical certifications and bootcamps.

In this context, the Company also offered an agreement covering more than 200,000 courses, including educational institutions and language schools, which grant discounts of up to 80% to employees seeking personal and professional development.

To support team management and guide individual and professional development plans, Vivo maintains an annual Performance Assessment process. Applied to 100% of employees and managers, based on the alignment of organizational objectives with the challenges of each area, the process brings leaders and team members closer together and contributes to productivity, efficiency and professional development.

In 2025, Vivo expanded investments in training, strengthening professional development, technical qualification, and employee performance.

R$59 million
invested in training and development in 2025

1 million+
of training hours for employees

1.4 million
hours of training for third parties

3,000+
trained employees in the Lean Six Sigma program

200,000+
courses available through agreements with educational institutions and language schools

100%
of employees and managers in the Performance Evaluation process

Training on the Responsible Business Principles

All employees are required to complete mandatory training courses covering ethical standards and procedures, ensuring that Vivo's initiatives are always guided by ethics, responsibility and transparency. These training courses help clearly define individual responsibilities, enabling the Company to act with integrity and build relationships of trust with its various stakeholders.

To advance the consolidation of sustainability as a fundamental part of Vivo's culture, in 2025, 98% of its employees were trained on the Responsible Business Principles. In addition, communications on ESG and corporate social responsibility topics were shared on the Company's internal platforms, addressing topics such as human rights, diversity, digital security, among others.

98%

of employees were trained in the Responsible Business Principles

Artificial Intelligence Development and Digital Acceleration for leadership and teams

Vivo is consistently advancing in its digital transformation, consolidating Artificial Intelligence as a strategic pillar of efficiency, innovation, and productivity. To support this movement throughout the organization, we have implemented an integrated training ecosystem that connects leadership, technical teams, and strategic areas on the same digital fluency journey, always guided by ethics, governance, and responsible data use.

In this context, we have expanded executive education through a combination of the **Imersão Eu Vivo IA (Me, Vivo AI Immersion)**, developed in partnership with **StartSe**, a leading company in innovation education and emerging technologies, and the **Tech Savvy**, Vivo's proprietary program aimed at accelerating the digital fluency of leadership. The Immersion deepens the foundations of AI, the strategic use of data, predictive analytics, and practical application in real business challenges through an intensive and face-to-face journey. Tech Savvy complements this development by strengthening competencies in immersive technologies, intelligent automation, data-driven innovation, and responsible governance. Together, these initiatives significantly enhance the decision-making capacity of leaders, enabling more agile, informed responses aligned with the transformations driven by artificial intelligence.

To scale these competencies among the non-executive audience, the **Explore.IA**, in partnership with FIAP and Alura, has become our main technical track, covering digital literacy, ethics, security, and intermediate skills in generative and analytical AI. Complementarily, we have expanded access to the Alura catalog, which offers over 1,800 courses, as well as workshops and masterclasses through Vivo Explore, democratizing learning and accelerating the safe adoption of emerging technologies.

For advanced specialization needs, we strengthen our partnership with the **Universidade Federal de Goiás - UFG**, which, through the membership model, provides access to applied research, academic consultations, and 100 annual scholarships in Lato Sensu specializations in generative AI, immersive technologies, software engineering, and natural language processing, aimed at critical business areas.

This integrated investment has resulted in more than 9,000 hours of AI training and 3,400 employees embarking on structured journeys in the last year, reinforcing our leadership in the responsible adoption of artificial intelligence and raising the Company's digital maturity at a consistent and sustainable pace.

Inova Vivo

Inova Vivo (Innovate Vivo) emerged as a collaborative project involving several areas, with the aim of using Innovation Day, October 19, to promote innovation across Vivo.

This project aims to develop and train the Company's employees, reinforcing innovation as an essential part of Vivo's culture. In addition, it seeks to generate visibility for the tools and models already available for innovation, connect different projects with practical implementation examples and encourage the adoption of good innovation practices across Vivo's areas.

In alignment with one of the five passions, “The customer's time is now,” the 2025 edition focused on innovation and the use of artificial intelligence to improve customer experience, using different formats and methodologies to deliver content that would level employees' knowledge.

There were 2 days of content, with more than

7,000

live participations (online), and more than

17,000

offline recording views.

Diversity, Equity, and Inclusion

GRI 3-3 Material topic: Own Workforce

Vivo aims to be one of the most diverse companies in the country, a reference in racial equity. Diversity is one of the pillars of Vivo's culture and plays a central role in the Eu, nós, Vivo strategic pillar. For the Company, diversity and inclusion are ethical commitments and organizational values, while also serving as vectors of innovation and competitiveness. The plurality of perspectives, experiences, and trajectories broadens the ability to understand different realities and drives the development of more relevant and inclusive products, services, and solutions.

Diverse teams favor innovation, strengthen the work environment, and enhance customer relationships, resulting in better decisions and greater ability to adapt in a constantly changing context. This commitment contributes to the long-term sustainability of the business and to the generation of positive social impact, aligning performance, culture, and corporate responsibility.

An open and diverse environment, in which people feel comfortable to be who they are and express themselves authentically, becomes a space for creativity and collaborative construction of solutions. Vivo translates these concepts into the adoption of internal policies and in the day-to-day activities of its employees, from attraction to talent retention, creating conditions for people to fully develop their skills. In addition, Vivo offers all its employees, covering all dimensions of diversity, support and assistance services, such as Conte Comigo (Count on me) and Social Assistance.

Since 2018, Vivo has had a solid diversity program, focused on the pillars of Gender, LGBTI+, Race and People with Disabilities, promoting an inclusive culture and a more diverse environment.

The Company follows its **Diversity and Inclusion Policy**, based on the Responsible Business Principles, reinforcing its commitment to equal opportunities and the non-discriminatory treatment of people in all areas. The policy establishes the responsibilities of employees and leaders in combating discrimination, in addition to emphasizing the value of diversity, governance aspects and Vivo's commitments throughout the employee journey.

To expand the knowledge and commitment of employees and leaders to diversity and inclusion, Vivo carries out several initiatives such as training sessions and communication campaigns, as well as a continuous literacy path that addresses diversity-related topics throughout the year, promoting engagement with the internal and external commitments undertaken by the brand.

UN GLOBAL COMPACT

Recognition for the Women in Leadership case - Investments in Career Development, with an award within the She Leads 2030 Movement.

ETHOS OF DIVERSITY, EQUITY AND INCLUSION

Highlight in three categories:

- Promotion of Gender Equity
- Best practices among Large Companies
- Highlight in the Telecommunications Sector

GREAT PLACE TO WORK (GPTW)

- Ethnic-Racial Ranking: 6th place
- Ranking LGBTI+: 7th place
- Women Ranking: 13th place

CNJ AWARD* – PROMOTION OF SOCIAL INCLUSION AND FIGHT AGAINST DISCRIMINATION

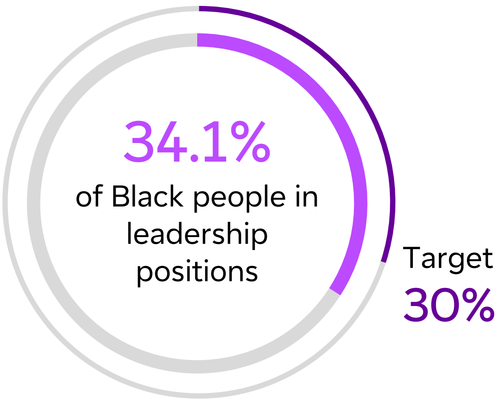
- Women of Fiber: 1st place
- Vivo Diversity Program: 2nd place
- Young Talent Program: 3rd place

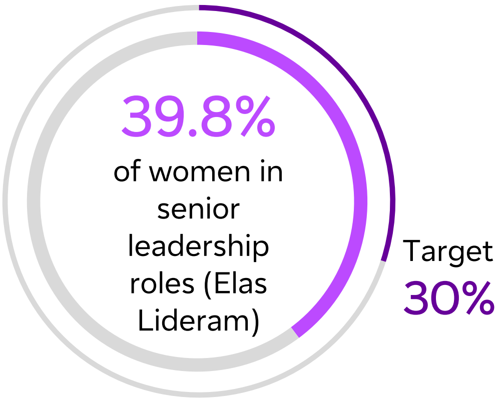
*National Council of Justice

In 2025, Vivo was recognized at the UN Global Compact award for the case study “Women in Leadership Positions – Investments in Career Development,” demonstrating its continued commitment to practices that generate concrete results and contribute to achieving the targets established in the Ambition 2030 Movements. The recognition took place during the ceremony that is part of the largest corporate sustainability event in the country, bringing together companies, experts, representatives of the UN Global Compact, and civil society organizations to accelerate the fulfillment of the 2030 Agenda. The Company was also recognized in the Ethos/Época Diversity, Equity and Inclusion Survey, which assessed the practices of more than 200 Brazilian companies. Vivo was among the best large companies in the gender equity category and in the telecommunications segment, reinforcing its commitment to structured policies and actions that promote more diverse, equitable and inclusive environments.

Vivo is a signatory of the UN Standards of Conduct for Business, an initiative of UN Free & Equal, and also actively participates in movements such as the Business Coalition for Racial and Gender Equity, Business Initiative for Racial Equality, the Business and LGBTI+ Rights Forum, Women 360 Movement, the Pact for Racial Equity Promotion, and the Business Network for Social Inclusion. In addition, it is a signatory to the Women's Empowerment Principles of UN Women.

Vivo has exceeded the targets set in the Policy Commitments of the UN Global Compact:





Governance

DIVERSITY AND INCLUSION AREA IN THE PEOPLE VICE-PRESIDENCY

Responsible for governance, structuring policies, and implementing strategic actions in the pillars.

DIVERSITY COMMITTEE

The committee is composed of the VP of People and executives from different business areas, led by a sponsor who reports globally on the topic. Its main objective is to monitor indicators and validate new initiatives related to diversity and inclusion. To ensure representativeness, the committee members belong to the diversity groups addressed by Vivo.

Global Sponsor

Sponsors & Co-Sponsors Pillars

DIVERSITY SUBCOMMITTEE

There are four subcommittees, also known as affinity groups. Each group is composed of four leaders: three elected by the group members and one appointed by the Diversity area. These leaders are responsible for promoting support, fostering dialogue, proposing new initiatives and encouraging everyone's engagement.

Afro | Women | Pride | Equal

REGIONAL CELLS

Local leaders who act as an extension of affinity groups, expanding the reach of Diversity, Equity and Inclusion initiatives. They are responsible for strengthening regional representativeness, supporting specific actions in each locality, and bringing regional discussions to the national forum, integrating perspectives and fostering employee engagement.

Vivo strengthens governance and a culture of diversity by engaging leaders, recognizing results, and promoting inclusive practices throughout the organization.

Diversity Award

With the Diversity Award, Vivo highlighted the boards that ended the year achieving the Diversity goals. The evaluation considers the achievement of quantitative goals, the perceptions of inclusion captured by the eNPS (Employee Net Promoter Score), and additionally, the capture of good practices from the areas, focusing on their subsequent dissemination throughout the Company. The award complements the Diversity Roadshow, an initiative by the People area that brings together all of Vivo's senior leadership to review diversity indicators and define action plans when necessary. The goal is to strengthen leadership and establish strategies to achieve diversity goals at all levels of the company. To accompany the data, the leaders have access to a dashboard that reflects the diversity indicators of their areas, with daily updates and a comparison with the established goals. Together, these mechanisms strengthen governance, stimulate shared responsibility, and promote consistent advances in diversity and inclusion throughout the organization.

Neurodivergent Journey

Vivo advanced its inclusion agenda by launching the Neurodivergent Journey, an initiative that aimed not only to improve literacy but also to enhance accessibility and inclusion for neurodivergent individuals. The initiative brought together market experts to support the Company in creating more accessible and sensitive environments to different forms of cognitive processing, expanding the capacity to accommodate neurodivergent employees. This movement was complemented by structural adaptations, such as the reservation of noise-free spaces, work bays, and dedicated and identified individual cabins, in addition to the continuous development of leadership and People areas, reinforcing the Company's commitment to practices that promote accessibility, deepen internal knowledge, and strengthen a truly inclusive culture.

Sensitive Cases

Vivo has the Sensitive Cases Guide, a material created to guide, protect, and support its employees in the face of situations of abuse, prejudice, discrimination, or any form of violence perpetrated by customers, suppliers, or third parties, ensuring a standard of conduct in these cases. The guide establishes a clear course of action – from immediate reception to the activation of Security, Internal Consulting teams, and other necessary areas – reinforcing Vivo's commitment to a safe, respectful environment aligned with diversity policies and responsible business practices.

Diversidade na Estrada

The Diversidade na Estrada (Diversity on the Road) initiative brings the Diversity agenda to different regions of the country, strengthening direct dialogue with local leaders. Throughout the journey, the program was present in five regional events, impacting over 400 leaders in 19 classes. The action had the partnership of the Development team, unifying the voice of the People Vice Presidency and promoting practical actions, awareness, and interactions with the frontline teams. The presence of the Vivo Diversity team in the regional areas reinforced the Company's commitment to disseminating knowledge, supporting inclusive practices, and strengthening the culture of D&I throughout the territory.

Jornada da Diversidade

The Jornada da Diversidade (Diversity Journey) is a perennial literacy initiative for the entire Company, occurring throughout the year. The objective is to encourage reflection and empathy and promote the exchange of different perspectives to drive changes in ideas and behaviors among employees, strengthening a more diverse and inclusive culture.

During the Journey, a theme is selected, communicated, and discussed among employees, with the support of affinity groups and the Black Presence and the presence of specialists. This initiative is open to everyone and seeks not only to discuss important topics, but also to celebrate milestones and achievements, such as the implementation of new policies, benefits and actions that reinforce the topic addressed, in addition to highlighting concrete actions carried out.

In 2025, Jornada inaugurated a new thematic cycle. Among the most impactful contents of the year, Vivo launched the Documentary **Black Women**, which presents stories of black employees of the Company, highlighting their journeys, challenges, strengths, and paths to leadership. The project has become a milestone in the racial pillar and has significantly expanded internal and external visibility on the subject.

Another key topic was Maquineta Antirracista, an education and awareness-raising initiative focused on discussing how to adopt attitudes that confront structural racism in daily corporate and social life. The TransExistir manifesto highlighted trans visibility through internal and external audiovisual content, strengthening the LGBTI+ pillar with leadership and recognition.

Another powerful highlight was the mini web series about generations, consisting of 4 chapters and accompanied by a react video, bringing literacy and awareness about intergenerational coexistence, cultural differences, and the impact of generations in the workplace.

JANUARY
LGBTI+
Career, Empowerment and an Inclusive Mindset

FEBRUARY
Gender
Masculinities: Paternity and career today

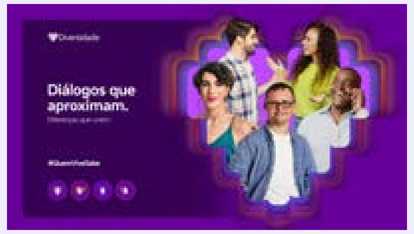
MARCH
Gender
Femininities: Corporate Sisterhood

APRIL
PwD
Neurodivergent individuals and career: inclusion without stereotypes

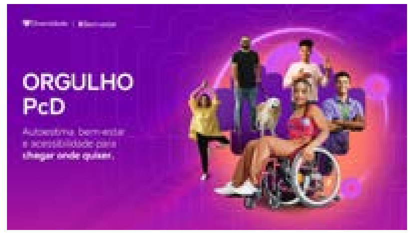
MAY
Generations
Turning differences into potential

JUNE
LGBTI+
Working with pride: Inclusion that unlocks potential

JULY
Race
Black Women: Challenges career advancement

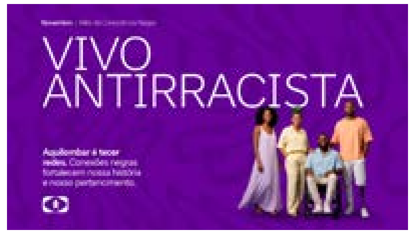


AUGUST
All
Inclusive Culture:
The power of dialogue



SEPTEMBER
PwD
PwD Pride & Mental Health + Well-Being Festival

OCTOBER
Race
Whiteness: Building anti-racist families



NOVEMBER
Race
Vivo anti-racist: aquilombar weave nets

DECEMBER
All
Diversity in Practice: It is time to take responsibility and turn learning into action.

Targets and Results

At Vivo, action is what drives our commitment to the future, and that's why specific goals are set annually to guide progress toward the important commitments the Company has established.

Gender

GRI 405-1

Women in leadership positions (director level)

Women in senior executive leadership

[1]Executive leadership positions include: president, vice president, director, senior manager, and manager.

DEVELOPMENT AND CAREER

- In 2025, the Lean Six Sigma Program trained 112 women in exclusive classes and, of this total, 22 achieved Yellow Belt certification. In the general classes, 51% of the graduates were women. The Company also has Green Belt Woman classes.
- The Hervolution track propelled the development of women by addressing future competencies such as creative, exponential, and analytical thinking, resulting in the empowerment of 974 participants.
- Explore+ offers a variety of courses for women in leadership positions. Vivo also sponsors international courses, covering transportation and accommodation.
- The Women's Leadership Program (WLP) by StartSe University, with eight weeks of training and more than 30 hours of content, had 230 applications and 101 enrollments in 2025. It is noteworthy that 35% of women identified as Black, highlighting Vivo's concern with intersectionality and the career development of Black women.

CAREER AND MOTHERHOOD

- Maternity leave of 120 days, which can be extended for an additional 60 days at the employee's discretion. In addition, paternity leave at Vivo lasts for 5 consecutive days, starting from the baby's birth. However, it is possible to extend this leave for an additional 25 days, totaling up to 30 days, upon completion of the Responsible Fatherhood Course.
- Conexão Materna: breast milk expression room.
- Career progression policies for women: a talent pool of women identified as "high performers," who also undergo training and learning processes to expand their skills and make them increasingly prepared for positions.
- Re-onboarding program: process of welcoming back employees returning from maternity leave. The aim is to make this moment as smooth as possible while strengthening these employees' relationship with the Company. For this reason, leadership training is carried out to raise awareness, provide guidance and align managers' expectations after this period of leave.

VIVO DIVERSITY POSITIONING

- Support: Celebration of the 10-Year Anniversary of the Mulher 360 Movement at Vivo Theater.
- Recognition as one of the 13 best companies to work for in the Women pillar, according to the Great Place to Work (GPTW), and recognition in the Social Inclusion Promotion and Anti-Discrimination Award from the National Council of Justice (CNJ), with the Women of Fiber case (1st place). Ethos highlight in Diversity, Equity, and Inclusion, in the gender equity category.

Race

GRI 405-1

Black people in leadership positions

Black people in the overall workforce

DEVELOPMENT AND CAREER

Vivo has implemented several initiatives to promote diversity and inclusion, with a special focus on the development of Black talent. Among these initiatives, the following stood out in 2025:

- Programa de Trainee, Estágio e Jovem Aprendiz (Trainee, Internship, and Young Apprentice Program): 50% of positions allocated exclusively to Black talent.
- In 2025, the Gobeyond track drove the development of Black individuals by addressing future skills such as continuous learning, analytical thinking, and digital mindset for prompts, resulting in the training of 582 participants.
- Encontros Vivo Afro (Vivo Afro Meetings): dialogues with Black professionals and role models in the market, promoting reflections on self-image, appreciation of life stories and corporate topics.
- Explore + offers incentives for undergraduate and graduate programs, language courses, among other training paths focused on the career development of Black employees.
- Aceleradora de Carreiras (Career Accelerator), an initiative supported by Vivo, promotes the development of Black women for leadership positions using acceleration models inspired by startups.

ANTIRRACIST POSITIONING OF VIVO

- Sponsorships: Fórum Brasil Diverso, Afro Presença, International Forum on Racial Equality, Racial ESG Conference and Pacto das Pretas.
- Recognition as one of the 6 best companies to work for in the Ethnic-Racial pillar, according to Great Place to Work (GPTW).
- Adhesion to Procon Racial, an initiative of Procon-SP created to combat and prevent practices of racism in consumer relations, which includes training of the teams and the posting of the '10 Principles for Confronting Racism in Consumer Relations'. With that, all Vivo's own stores in the state of São Paulo began to fully implement the Compliance Program.

[1]Executive leadership positions include: president, vice president, director, senior manager, manager, store managers, coordinator, and supervisor.

PwD

GRI 405-1

People with disabilities in the overall workforce

Accessibility is integrated into all layers of the business, driving development, inclusion, and increasing the representation of people with disabilities.

DEVELOPMENT AND CAREER

- Explore+ offers scholarships with subsidies of up to 100% for a variety of courses.
- In 2025, the Potencialize track boosted the development of people with disabilities by addressing future skills, such as innovation, emotional intelligence and a prompt-oriented digital mindset, resulting in the training of 293 participants.
- In 2025, the Lean Six Sigma Program offered affirmative classes, exclusively for people with disabilities, for Yellow Belt certification.

ATTITUDINAL ACCESSIBILITY

- Training for managers and teams, promoting genuine inclusion and the review of processes and practices.

PROJETO ESTELAR (STELLAR PROJECT)

Since 2023, Vivo has maintained a governance program for coordinating teams and actions that ensure accessibility at all levels of the business. The project encompasses initiatives for process improvements, continuous changes in structures that enhance accessibility, attraction, welcoming, and career development. As a result, the Company went from 2.3% of PwD in 2022 to 5.8% by the end of 2025.

STRUCTURAL ACCESSIBILITY

- Libras interpreter: every deaf employee has the autonomy to request an interpreter whenever necessary. At all events, the Company ensures the presence of Libras interpreters.
- Reading software (Jaws/NVDA): adapted systems and support equipment.
- Gradual review of the Company's physical spaces to make them more accessible, including adapted furniture, specific equipment such as monitors and peripherals, ramps, tactile flooring and Braille signs.
- Accessibility in the customer experience: squads with more than 60 initiatives to make spaces, processes and systems more accessible.
- Sunflower lanyard for employees with invisible disabilities.
- Puzzle-piece lanyard for neurodivergent employees.
- Neurodivergent Journey: an initiative aimed at expanding literacy on ASD (Autism Spectrum Disorder) throughout the organization.

BENEFITS

- Extended remote work for employees with disabilities, with an additional day of working from home. Blind and mobility-impaired individuals can work in a 100% remote model.
- Parking spaces for people with disabilities, in addition to corporate smartphone with an accessible portfolio for visually and hearing-impaired individuals.
- Health plan with no co-payment.

ALLY POSITIONING

In September 2025, the Company achieved a significant milestone with the first in-person Vivo Igual meeting: When Pride and Identity Meet. In celebration of the Disability Pride Month, the video manifesto Pride PwD was launched, recorded in Curitiba (PR) with local employees who shared their experiences and dreams, reinforcing their leadership and the power of belonging.

LGBTI+

GRI 405-1

Self-declared LGBTI+ employees

136 employees are transgender individuals

Vivo promotes a safe and inclusive environment, encouraging self-declaration and strengthening representation so that everyone can be who they truly are.

DEVELOPMENT AND CAREER

- Scholarships of up to 100% for transgender employees at Explore +.
- In 2025, the Pride XP learning track drove the development of LGBTI+ employees by addressing future-ready skills such as communication and public speaking, problem-solving, and digital prompt engineering, resulting in the training of 583 participants.

INCLUSION INITIATIVES

- Welcoming T: welcoming of trans employees, with support for team and manager integration.
- Vivo Retifica (Vivo Rectifies): financial assistance for transgender individuals to carry out the rectification of their documentation.
- Inclusive restroom signage: use of restrooms aligned with the gender with which each person identifies.
- Self-declaration: permanent self-declaration campaign on sexual orientation and gender identity.

VIVO DIVERSITY POSITIONING

- Co-production of the Pride Marathon at the Vivo Theater.
- Recognition in the HRC Foundation's Equidade BR report: for the first time, Vivo has been highlighted as one of the Melhores Empresas Para Pessoas LGBTQ+ Trabalharem (Best Places to Work for LGBTQ+ Equality) , consolidating its position as a reference in inclusion in the country and reinforcing its commitment to practices aligned with the highest global standards of equity. Vivo has also been recognized as one of the best companies for an LGBTI+ person to work for by Great Place to Work (7th place).

MEETING TRANSEXISTIR: On Trans Visibility Day, the meeting celebrated the power, talent, and leadership of transgender professionals, bringing together guests from the market and the Company in a space for dialogue and awareness about inclusion and empowerment. The program featured specialized mediation and discussions that expanded internal literacy on gender identity. The action was reinforced with the release of a video on Vivo's external channels, celebrating the story of one of its employees and their entire community, strengthening the Company's commitment to diversity and the pride LGBTI+.

Generational

GRI 405-1

In 2025, 12% of Vivo's workforce was made up of people aged 50+.

In the Diversity Journey, we discussed the topic of generations and the importance of multigenerational coexistence, broadening the understanding of how different experiences and perspectives strengthen organizational culture.

Health, Safety and Well-Being

GRI 403-1, 403-8, 3-3 Material topic: Own Workforce

Vivo values the development of a safe and healthy work environment, with initiatives that prioritize the well-being and protection of its employees. To this end, the Company has a robust Occupational Health and Safety Management System (OHSMS), which is aligned with legal standards, reinforcing its commitment to integrity and care for all those involved in its operations. The Management System was recertified by AENOR Spain in 2024 and is in compliance with the guidelines of ISO 45001, the international standard for occupational health and safety management systems.

The purpose of maintaining the system is to continuously improve the Company's OHS performance, promote employee well-being and reduce the incidence of work-related illnesses and accidents.

Vivo carries out strict hazard and risk controls, monitors legal requirements, manages risks and opportunities and tracks performance indicators. In addition, it uses the IUS Natura digital tool to manage and assess its service providers.

The percentage of employees covered by the Occupational Health and Safety Management System certification corresponds to 70% of the total, with plans to expand to new certified locations in the future. Whenever necessary, Vivo's service providers are audited against the requirements of the service contracting standard.

The system is structured into the following categories:

- **External plant:** technical installation and repair activities for home and customer service, including support telemarketing through the operations center.
- **Internal plant:** activities carried out for data transmission, maintenance and operation.
- **Data center:** Server Center, where all information is stored and saved, such as data on servers, number of B2B and B2C subscribers, voice calls and billing.
- Stores: sales activities; customer service for products, plans and subscriptions; and administrative activities that support all operations.

Occupational Health and Safety Management System (OHSMS) ensures a safe and healthy work environment, aligned with ISO 45001 and recertified by AENOR Spain, covering 70% of employees.

Consultation with and participation of employees and third parties in the system

GRI 403-4

The processes for consultation with and participation of employees and third parties in Vivo's Occupational Health and Safety Management System follow the guidelines of subitem 5.4 of the ISO 45001 Standard. Worker representation is carried out by focal points from interface areas and by the Internal Commission for Accident and Harassment Prevention (CIPAA), covering different aspects of the system, such as the identification of risks, hazards and opportunities; legal requirements; policy; objectives and targets; management of non-conformities and incidents; communication plan; among others.

These topics are addressed through different channels and tools, such as Teams and Workplace groups, intranet posts and periodic meetings, ensuring a broad and collaborative approach.

To reinforce worker participation and disseminate the occupational health and safety culture, Vivo has an Internal Commission for Accident and Harassment Prevention (CIPAA), composed of Company representatives. The Company currently maintains 40 active CIPAAs, with a total of 403 participants.

Occupational Safety

GRI 403-2

Upon hiring, employees receive the NR 01 Service Order, a document that provides essential guidance on risk situations and the right of refusal, aimed at preventing accidents, occupational illnesses or unnecessary exposure to dangerous situations.

For operational activities or those involving risks, Vivo has implemented the Preliminary Risk Analysis (PRA), applied to installation and repair tasks. This analysis is integrated into the system used by the field team, ensuring that service orders are accompanied by appropriate preventive measures.

All recorded incidents and accidents undergo a formal investigation process, carried out through the standard Preliminary Occurrence Analysis (POA) form. This process uses a standardized methodology to identify causes, promote detailed analyses and define corrective and preventive actions.

Committed to preventing and mitigating impacts related to occupational health and safety, the Company has established specific procedures for routine and non-routine activities, aligned with industry best practices.

Employees and service providers who identify situations of imminent risk or dangerous conditions may report these cases through several channels, such as ISO 45001 representatives, CIPAA, the dedicated Occupational Safety area emails and the Whistleblowing Channel.

NR 01, APR and APO guide the prevention and investigation of work risks and incidents.

Prevention and Mitigation

GRI 403-2, 403-3

Vivo's Occupational Safety area uses AppAutoCheck, an application that allows the field team to carry out a safety self-assessment before starting their activities.

In addition, occupational safety inspections are conducted daily through AppAudit, a tool that helps identify risk situations and prevent impacts. These inspections cover operational and administrative environments, stores and call centers, ensuring a comprehensive safety approach.

Through these initiatives, the Hazard and Risk Assessment is continuously updated, ensuring that all activities are carried out under appropriate controls and within acceptable risk levels.

All employees undergo periodic occupational assessments carried out by specialized clinics, in accordance with the Programa de Controle Médico de Saúde Ocupacional (PCMSO) (Occupational Health Medical Control Program), including specific complementary exams for the risks or hazardous conditions associated with the activities performed.

Safety Channels

GRI 403-4

Vivo maintains a solid structure of formal channels focused on health and safety in the workplace, promoting consultation with and active participation of employees and service providers. These channels are composed of Company and employee representatives, ensuring a collaborative approach to occupational health and safety management.

The main channels include:

- Internal Commission for Accident and Harassment Prevention (CIPAA).
- Focal points from interface areas.
- Regular meetings with the Customer Service Area.
- Occupational Health and Safety Forum for Outsourced Companies: an annual event that brings together Vivo and its outsourced partners to strengthen the occupational health and safety culture. The meeting aims to build, assess and improve monitoring processes, as well as share best practices, align guidelines and reinforce the commitment to a safer and more sustainable work environment for all employees involved in the supply chain.
- In addition, the Company has specific communication tools, such as Workplace, dedicated emails, informal meetings such as Encontro Vivo, among others, to promote continuous engagement and ensure the ongoing improvement of the Occupational Health and Safety Management System (OHSMS) processes.

Safety Training

GRI 403-5

Vivo promotes regular and comprehensive training courses covering several safety standards and guidelines, such as NR-10 (Electricity) and NR-35 (Working at Heights).

Vivo implements regular training courses aimed at raising employees' awareness and providing technical preparation, addressing safety standards and guidelines to ensure that they are able to perform their duties efficiently and responsibly. By promoting an occupational health and safety culture, Vivo strengthens its role as a responsible Company committed to the well-being of its professionals.

The training courses offered include Basic Safety Standards, NR-01 – General Safety Instructions, NR-10 – Electricity, Basic Notions of Electrical Risk, NR-17 – Ergonomics, NR-33 – Confined Space and NR-35 – Working at Heights. Training courses such as the Weekly Health and Safety Dialogue (DSS), Monthly Safety Dialogue (DMS), training for CIPAA members in accordance with NR-05, and ISO 45001 training on the SuccessFactors platform are also offered.

In addition to training, the Company carries out periodic field surveys and detailed analyses of processes and activities in order to identify and mitigate potential risks. Based on these assessments, Vivo built a risk matrix, which helps prioritize preventive actions and define new training courses, ensuring that workplace safety is always a priority.

Vivo promotes initiatives such as the Internal Week for the Prevention of Occupational Accidents (SIPAT) to reinforce its commitment to safety.

In 2025, the integrated continuous care ecosystem recorded 58,300 services provided, impacting 9,073 users.

Employee Health and Well-Being

GRI 403-3, 403-6, 3-3 Material topic: Own Workforce

Vivo recognizes that the health and well-being of its employees are essential to building a solid and productive organizational culture. In alignment with the pillars of Paixão Púrpura, Vivo adopts practices that promote an inclusive, safe and healthy work environment. This alignment reflects Vivo's commitment to ensuring that each employee feels valued, respected and supported, both professionally and personally.

Vivo adopts an integrated approach to Occupational Health Management, in accordance with ISO 45001 guidelines and national Occupational Health and Safety standards. The Company maintains structured processes for prevention, identification, and control of risks, monitoring of indicators, conducting occupational exams, and active participation of related areas and Senior Management. This governance contributes to building safe and healthy work environments aligned with the culture of care that supports all initiatives to promote employees' overall health.

The Vivo Bem-Estar (Vivo Well-Being) program consolidates the Company's comprehensive health care strategy, bringing together initiatives and care focused on body, mind and environment. To expand access, the model combines in-person and remote services, ensuring flexibility and nationwide reach.

At the administrative headquarters in São Paulo (SP), Espaço Bem-Estar comprises around 600 m² dedicated to health promotion, including the Einstein clinic, responsible for Primary Health Care (PHC) and walk-in care. In addition, the structure features a multidisciplinary team composed of psychologists, nutritionists, physiotherapists, acupuncturists, physical educators, and a meditation room. A significant portion of the services is also provided remotely, except for specialties that require in-person care, such as acupuncture, osteopathy, dynamic physiotherapy, quick massage, and electrostimulation.

In 2025, Vivo Bem-Estar launched Hospital Púrpura, an initiative that represents a significant advancement in the Company's corporate health strategy. The platform was designed as a digital and integrated model of care, connecting different specialties and services in a structured journey, focusing on expanding access, care coordination, and preventive action. Hospital Púrpura consolidates the evolution of health care within the organization, promoting greater integration among services and strengthening the sustainability of the care model.

Vivo has also enhanced its performance in mental health through the new Conte Comigo, structured as an integrated ecosystem of continuous care organized into the fronts of SOS, Fortaleza, and Shielding, providing immediate support in crisis situations, actions for emotional development and strengthening, and initiatives focused on the continuous prevention and protection of mental health.

Recognition and Awards

In 2025, Vivo Bem-Estar was recognized by important market institutions, reinforcing the consistency of the adopted strategy and the positive impact of the implemented initiatives.

ABQV National Quality of Life Award

Gold Seal

The campaign was recognized with the Gold Seal of the Brazilian Association for Quality of Life (ABQV), one of the country's main entities in promoting corporate health. The recognition highlights the maturity of the governance of well-being, the consistency of structured actions, and the results achieved in promoting the physical, mental, and social health of employees.

Você RH Best Companies for Well-Being (Best Companies for Well-Being)

Career Pillar – Programa Vivo Mais Família (Vivo More Family Program)

The Company was recognized by Você RH among the Best Companies for Well-Being, with special mention for the Vivo Mais Família Program in the career pillar. Recognition highlights the structured approach to the professional journey in moments of parenthood, reinforcing policies and initiatives that support the balance between career development and family responsibilities, promoting equity, retention, and talent sustainability.

Mercer Marsh

Mercer Marsh Blue Seal

We have received the Blue Seal from Mercer Marsh Benefits, a recognition granted to organizations that stand out in the strategic structuring of the well-being journey, with sustainable practices, monitoring indicators, and alignment between organizational health and business performance.

Health Engagement and Quality of Life

GRI 403-6

The Company maintains a robust portfolio of initiatives focused on engagement in health and quality of life and the promotion of healthy habits.

For the third consecutive year, the Well-Being Festival was held, with national-level in-person and remote activities. In 2025, the event reached 23 administrative branches and 30 stores, with a comprehensive program of collective activities and individual services, as well as lectures by external experts on topics related to holistic health.

The Wellbeing Challenge, in its third edition, registered more than 4,000 participants and 12,000 activities carried out, rewarding the most engaged employees and strengthening the culture of self-care and promotion of healthy habits.

In addition, Vivo promotes annual awareness campaigns, such as White January, Yellow September, Pink October, Blue November, and SIPAT, reinforcing the commitment to health and prevention.

In October, Vivo held the Vivo Family Day, opening the Company's doors for employees to bring their children or family's children. More than 20 actions were carried out in 7 different states, covering 15 Vivo units. The activities included baby/kids space, gamer area, storytelling, board games, face painting, and much more. We received the participation of about 8,000 children.

4,000+
Employees participated in the Well-Being Challenge, with

12,000
Activities registered in 2025.

Work Models

Digital evolution has driven the adoption of flexible work models. Employees work under in-person, remote work, mobility (twice a week outside the office) and full mobility arrangements.

In the mobility model, employees who are People with Disabilities (PwD) go to the office twice a week, while the others go three times a week.

Flexible schedule policy complements this approach, contributing to more inclusive environments and tailored to the different needs of professionals, including audiences that require specific conditions, such as people with disabilities.

Main initiatives and benefits

Vivo offers a differentiated combination of tangible and intangible benefits, recognized by its employees as one of the best in the market. In addition, the Company provides autonomy for each employee to choose the benefits that best fit their lifestyle and the needs of their family.

Family

PARENTAL LEAVE

Female employees take six months of leave and male employees are entitled to 30 days, without losing remuneration. The leave is also extended to same-sex couples and in cases of adoption.

MATERNAL CONNECTION

Some branches, including the administrative headquarters, have spaces equipped for storing breast milk, created with the well-being of mothers and the health of babies in mind.

SALARY COMPLEMENT

The salary supplement provides additional financial support in cases of leave covered by the INSS (Brazilian Social Security Institute), helping employees maintain stability in their monthly income. This mechanism reinforces the strength of the Company's total compensation package and contributes to the financial well-being of its teams.

NANNY ASSISTANCE

Expense reimbursement for employees who use the babysitting service until their children turn three, with a 3% contribution from the employee towards the service cost.

DAYCARE ASSISTANCE

Expense reimbursement for employees who use registered and freely chosen daycares, until their children reach the age of seven.

VIVO MORE FAMILY PROGRAM

Focus on the valorization of parenting. Includes actions for monitoring the health of the mother and the baby, psychological and legal support, home visits, leadership awareness, re-onboarding after parental leave, courses, discussion circles, among others.

SPECIAL ASSISTANCE

Special assistance is a benefit that entitles reimbursement of expenses with education and therapies for legal dependents with disabilities who do not present minimum conditions of independence and self-care, duly declared by an updated medical report.

EXEMPTION FROM CO-PAYMENT FOR PEOPLE WITH DISABILITIES

Employees with disabilities are exempt from co-payment for consultations, exams, and therapies carried out by providers accredited in the health insurer.

PET ADOPTION LEAVE

Employees who adopt pets have two days to dedicate themselves to the adaptation of their new best friend.

VIVO RETIFICA

Financial assistance for transgender individuals who are part of the Vivo team and who are interested in rectifying their documents.

Health and Well-Being

GRI 403-6

NUTRITION

The program offers consultations with nutritionists and, based on personalized, high-quality nutritional care focused on dietary reeducation and improving quality of life, aims to promote an effective change in eating habits. The consultations can be in person or online.

ACUPUNCTURE

Acupuncture is a therapeutic resource indicated for treating pain with specific needles to stimulate certain points of the body, and the practice has been increasingly recommended to promote well-being, including stress and anxiety control.

PHYSIOTHERAPY

Vivo has the Movimento Sem Dor (Pain-Free Movement) program, which supports employees reporting pain, postural changes, or a history of osteoarticular injuries through physical therapy and osteopathy services.

GUIDED MEDITATION

Guided meditation sessions through the Atma app, free for all employees.

TELEMEDICINE

It is made available to all employees and their dependents, in partnership with health insurers.

ACADEMY

Wellhub and Total Pass plans, subsidized by Vivo based on the employee's choice in the VIBE program.

CONTE COMIGO

Integrated Mental Health ecosystem that provides support to employees and their dependents in all phases of emotional care. It brings together immediate support actions in times of crisis, psychological strengthening initiatives, and continuous prevention practices, ensuring comprehensive and accessible monitoring throughout the entire well-being journey.

CORPORATE SOCIAL SERVICE

Support for personal and corporate topics, through welcoming, support, and counseling, contributing to social well-being.

OSTEOPATHY

Therapy that identifies limiting factors and restores mobility to all body systems, including muscles, joints, among others.

ELECTRICAL STIMULATION

Training that associates electrical impulses applied to the main muscle groups with exercise performed by voluntary muscle command.

QUICK MASSAGE

A Quick Massage is a quick massage, usually performed in a specific chair, lasting for 15 minutes. The focus is to relieve muscle tensions generated by routine. Service available at some branches of Vivo.

PHYSICAL EDUCATOR

Assessment and monitoring by a Physical Education professional who provides guidance on well-being-focused habit changes, such as workout instructions. It is available in the face-to-face format for employees located at Eco Berrini and Chucri Zaidan, and for other locations, the program is available in the online format.

WORKPLACE GYMNASTICS

Light, short-duration physical activity carried out in the workplace itself, individually or in groups, focused on preventing pain and discomfort.

DYNAMIC PHYSIOTHERAPY

Dynamic Physiotherapy, developed by physiotherapist Cadu Ramos, is a clinical, preventive, and functional technique, focusing primarily on joint mobility, deep muscle activation, and rapid pain relief.

ANNUAL FLU VACCINATION CAMPAIGN

Influenza vaccination available to Vivo employees and their dependents.

BEAUTY SALON

A special space focused on the well-being of our employees. It offers various services, such as haircuts, barbershop, manicure, and pedicure, providing moments of self-care and relaxation in everyday life.

Entertainment

GAMING HOUSE

Space created with the well-being and enjoyment of employees in mind. It is exclusive to games, with cutting-edge equipment, such as a gaming notebook, cockpit, and Xbox.

New Work Models

FLEXIBLE HOURS

Possibility of starting work earlier or later, with the corresponding adjustment to departure time, with the consequent advancement or postponement of the departure time.

FLEXIBLE WORK (MOBILITY)

Allows the employee to work outside the office twice a week.

AGILE INITIATIVES

Multidisciplinary teams work together on strategic and cross-cutting projects. This model fosters exchanges of different experiences and viewpoints for each project.

DAY OFF

Day off in the birthday month. Furthermore, in the well-being initiatives, free hours are offered during special celebrations (e.g.: Mother's Day and Father's Day).

VEM DE VOCÊ (IT'S UP TO YOU)

Implemented action that encourages fewer rules for employees' dress code, promoting the freedom of expression of their personalities.

COWORKING SPACE

These are environments designed to foster innovation and promote the exchange of information among teams, stimulating connection, collaboration, creation, and celebration. Employees have the freedom to choose any workstation or common areas, such as cafes on the floors, shared tables, and other options.

VIBE

Vivo's flexible benefits program, a platform that centralizes and organizes all benefits offered to employees, enabling more autonomy and customization in the enrollment of benefits that best meet their needs and those of their family.

In 2025, the satisfaction rate with the VIBE program reached 97%, demonstrating the success of implementing an additional dental plan option and raising awareness of the benefits offered to employees.

Brand Positioning

Vivo believes that the technological revolution is a collective right, not a privilege of a few, taking on its leadership role in the telecommunications sector with a commitment that goes beyond the delivery of products and services, guiding its actions towards social transformation and inclusion.

The brand understands that technology should not be an end in itself, but a means to facilitate human relationships and promote well-being, especially in an increasingly digitized world.

Technology is one of the great dilemmas of our time. As it evolves exponentially with solutions that make us better, it creates a dependence that requires us to be always available, forming a society in a growing state of fatigue as it tries to keep up with the speed of updates in an increasingly technological and connected world.

In this context, the communication platform "Tem Tempo pra Tudo (There Is Time for Everything)" continues a powerful narrative built and developed by Vivo since 2018, aimed at raising awareness about the excessive use of technology and fostering discussions that encourage behavioral changes in society.

Since last year, we have deepened this perspective and launched the "Relacionamento Tóxico (Toxic Relationship)" campaign, aimed at prompting reflection on the fact that, without realizing it, we are living in a "toxic relationship" with our cell phones. Through the call to action "É tempo de mudar o seu tempo com o celular (It's Time to Change Your Time with Your Cell Phone)", we invite people to rethink this relationship through an impactful campaign that achieved significant visibility in major media outlets. After this warning, the communication evolves into a more optimistic and inspiring tone with the web series "A Vida Convida (Life Invites)", an original four-episode project shown on digital channels and in movie theaters. Nele, actress Denise Fraga takes to the streets in an unprecedented way to reinforce the message in a more poetic manner, interacting with people and inviting them to reconnect with the simple things in life, away from their cellphones.

Aware of its responsibility in addressing the excessive use of technology, in 2026 Vivo continues this platform and makes a new invitation for people to rethink their time with their cell phones through the film "Afogados (Drowned)". Developed under the consultancy of psychiatrist Rodrigo Bressan, a professor at Unifesp and a reference in the field of mental health, especially in childhood and adolescence, the narrative is built around a powerful visual metaphor: a character in everyday situations, completely absorbed by the cell phone, who, unaware, finds himself immersed in a daily habit that suffocates him.

This new phase of the campaign is part of a set of initiatives that the brand has been developing over the past few years to stimulate reflections on the conscious use of the cell phone. The message is clear: rethinking the relationship with the digital is a path to recover presence and strengthen the connection with real life – a consistent communication that reaffirms Vivo's commitment to evolve responsibly and with social care, even being a relevant part of this ecosystem.

Vivo promotes the conscious use of technology through the "Tem Tempo pra Tudo" platform, encouraging reflection on people's relationship with their cell phones and on the balance between digital and real life.

Sponsorships and Other Social Investments

GRI 203-2

Vivo believes in culture and sports as means of social transformation and is one of the main supporters of visual arts, performing arts, and music in Brazil, in addition to investing in sports sponsorships for over two decades.

Art, just like technology, creates connections among people and encourages the pursuit of balance between history, nature, and time. In 2025, the brand sponsored more than 90 projects across Brazil, with investments exceeding R$100 million, impacting millions of people throughout the country. Sponsorships are mainly made possible through tax-incentivized funding – Rouanet Law, Sports Incentive Law, and ICMS.

Currently, Vivo also sponsors Brazil's leading museums, such as the Museu de Arte de São Paulo Assis Chateaubriand (MASP), the Pinacoteca de São Paulo, the Museu da Imagem e do Som (MIS), the Museu Afro Brasil (MAB), the Museu de Arte Moderna de São Paulo (MAM-SP) and the Museu de Arte Moderna do Rio de Janeiro (MAM-RJ), the Bienal de São Paulo, as well as Instituto Inhotim and Palácio das Artes, both in Minas Gerais, and the Museu Oscar Niemeyer, in Paraná.

Teatro Vivo, in São Paulo, is a fully accessible venue, offering resources such as Brazilian Sign Language (Libras) interpretation, audio description, and trained staff, ensuring inclusion for people with disabilities or reduced mobility. In 2025, it received over 50,000 people and features a curation of contemporary pieces that promote reflections on current topics and value cultural diversity.

The brand also supports projects in the music universe that are genuinely Brazilian and regional, reinforcing proximity to the local culture in iconic and traditional events in our country, such as the Parintins Festival, Galo da Madrugada, Çairé Festival, Lollapalooza, and The Town. Still in this territory, with the support of the Ministry of Culture, Vivo resumed the circulation of the Vivo Música project, which brought free and unprecedented concerts to several Brazilian cities, featuring great artists from popular music.

The brand's actions in the cultural sphere broaden access to knowledge with new forms of experience and learning, strengthened by diversity, sustainability, inclusion, and education. All information is gathered and being shared on the profiles @vivo.cultura and @vivo on Instagram.

The result of these initiatives is recognized by the public, which placed Vivo among the three brands most associated with music and festivals in Brazil, according to a survey conducted by the Mindminers Institute 2025 and conducted by V.Trends - Research and Insights Hub of Vivo, as well as one of the most associated with art and culture.

Sport

In 2025, Vivo solidified its commitment to Brazilian sports through many sponsorships and support for sports events and organizations, including the Brazilian Football Confederation (CBF), World Surf League (WSL), Brazilian Gymnastics Confederation (CBG), Brazilian Olympic Committee (COB), Street League Skateboarding (SLS), Track&Field Run Series, World Trail Races (WTR), Stock Car, Esporte Clube Pinheiros, Naurú, and by sponsoring events such as Ironman 70.3 and Triday Series, L'Étape, Estrelas, Beach Tennis World Cup, among other initiatives. This performance also brought recognition from the public, positioning the brand as one of the most associated with sports in general, according to the same 2025 survey by the Mindminers Institute, in addition to high levels of association in Surfing, Football, Beach Tennis, among others.

Attachments

- Governance Structure and its Composition
- Corporate Risk Management
- Integrated Materiality Management
- Main Public Commitments of the Sustainability Plan
- Global Reporting Initiative (GRI) and Sustainability Accounting Standards Board (SASB)
- GRI Content Index
- SASB Content Index
- Assurance Report

Governance Structure and its Composition

(data as of 12/31/2025)

GRI 2-9

Member	Gender	Nationality	Date of birth	Executive member	Independent member	Date of appointment [1]	Audit and Control Committee	Nomination, Remuneration, and Corporate Governance Committee	Quality and Sustainability Committee
Andrea Capelo Pinheiro	Female	Brazilian	August 13, 1966	No	Yes	04/26/2022	Member	–	–
Cesar Mascaraque Alonso	Male	Spanish	February 10, 1972	No	Yes	04/25/2025	–	–	Member
Christian Mauad Gebara	Male	Brazilian	September 29, 1972	Yes	No	01/01/2019	–	–	–
Cristina Presz Palmaka de Luca [2]	Female	Brazilian	September 6, 1968	No	Yes	04/25/2025	–	–	Member
Denise Soares dos Santos	Female	Brazilian	July 23, 1968	No	Yes	01/31/2023	–	Member	Chair
Eduardo Navarro de Carvalho	Male	Brazilian	January 30, 1963	No	No	07/13/2005	–	President	–
Francisco Javier de Paz Mancho [3]	Male	Spanish	April 18, 1959	No	No	02/19/2008	–	Member	–
Gregorio Martínez Garrido	Male	Spanish	January 24, 1963	No	Yes	04/25/2025	–	–	Member
Ignácio Moreno Martínez	Male	Spanish	July 30, 1957	No	Yes	04/26/2022	President	–	–
Jordi Gual Solé	Male	Spanish	June 12, 1957	No	Yes	04/26/2022	Member	–	–
Marc Xirau Trias	Male	Spanish	May 25, 1969	No	Yes	04/25/2025	–	Member	–
Solange Sobral Targa [4]	Female	Brazilian	September 20, 1972	No	Yes	04/26/2022	–	–	Member

(1) Date of the first election. Board member Eduardo Navarro de Carvalho left the Board of Directors and returned after a certain period (departure from the first term: 19/02/2008 / second term election: 11/07/2011
(2) Special Representative for Sustainability Affairs of the Company.
(3) On 02/12/2026, Mr. Francisco Javier de Paz Mancho resigned from the position, effective as of 02/13/2026. On April 27, 2026, Ms. María Cristina Rotondo Urcola was elected to the Board of Directors of the Company, replacing Mr. Francisco Javier de Paz Mancho.
(4) Board of Directors Member responsible for reviewing the Company's Digital security Strategy.
(5) Elected as a member of the Nomination, Remuneration, and Corporate Governance Committee on 05/07/2026.

The current composition of the Board of Directors is available on the Investor Relations website.

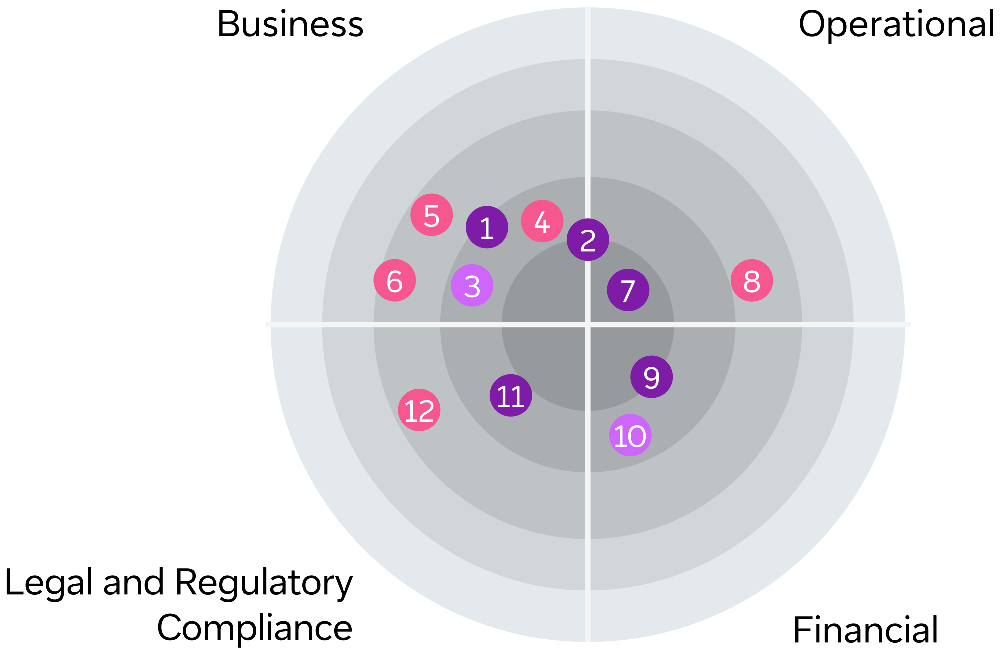
Corporate Risk Management

Risk Factors

The Brazil market risk factors referenced in Form 20-F that may impact the Company are prioritized based on their criticality level. All risk topics introduced in this section are described in detail in the following Risk Factors. The 12 risk factors illustrated in the graph opposite represent an aggregation of all the factors detailed later.

Among these topics, the Risk Factors that may affect business, the financial position, results, and the Company's free cash flow (FCF) stand out. The risk factors presented reflect those currently considered relevant and material for investment decision-making.

It is important to emphasize, however, that the Company is exposed to other risks that are not detailed in this section, due to the criteria adopted in the assessment, which take into account the probability of occurrence and the magnitude of potential economic, compliance, reputational, and ESG impacts.



1. Shortage of technology talent and need for new skills in the workforce due to rapid technological changes
2. Third-party management
3. Market consolidation and competition
4. Regulatory environment
5. Technological change
6. Privacy / LGPD
7. Cybersecurity
8. Climate change, natural disasters, and other factors that may cause network failures, service interruptions, and loss of quality
9. Tax environment
10. Economic and political environment
11. Litigation and contingencies
12. Compliance with anti-corruption legislation

Full details are available in item D, Risk Factors, pages 15 to 32 of the 20-F.

Summary of Risks Related to Financial Matters

- The Brazilian government has exercised, and continues to exercise, significant influence over the Brazilian economy. This influence, as well as political and economic conditions, may adversely affect us and the trading price of our shares.
- Political instability may have an unfavorable impact on the Brazilian economy, as well as on our business and the market value of our shares.
- Inflation and government measures to curb it may contribute to economic uncertainty in Brazil, adversely affecting our business and operating results.
- Political, economic, and social developments, as well as the perception of risk in other countries, both emerging and developed markets, may adversely affect the Brazilian economy, our business, and the market price of Brazilian securities, including our shares.
- Any downgrade in Brazil's sovereign credit rating could reduce the trading price of our shares.
- Changes in taxes and other charges, or changes in the interpretation of tax laws or regulations, may adversely affect the Company and our shareholders
- Exchange rate fluctuations may adversely affect our ability to pay obligations denominated in or linked to foreign currencies and may have an adverse effect on the market value of our shares.
- Geopolitical conflicts, instability, and related sanctions may have a significant adverse effect on the global and Brazilian economies, as well as on the Company.
- Potential global or domestic health-related events, including outbreaks of contagious diseases, epidemics, or pandemics, may significantly affect our operations.
- Certain debt agreements contain financial covenants, key performance indicators, and targets, and any default under these debt agreements may have a material adverse effect on our financial condition and cash flows.

Summary of Risks Related to Operational Matters

- Information technology is essential to our business and may be subject to cybersecurity risks.
- Companies in the telecommunications sector, including us, may be adversely affected by restrictions on the deployment and maintenance of network infrastructure.
- Natural or man-made disasters, including extreme weather events due to climate change, such as high temperatures, floods, and storms, or other unexpected events, may adversely affect networks, systems, and infrastructure and could interrupt the Company's operations.
- The Company's operations are subject to environmental laws and regulations. Failure to comply with applicable laws and regulations may have an adverse effect on the Company's business and reputation.

Summary of Risks Related to Our Business and Industry

- We depend on key personnel and on our ability to hire and retain employees.
- We are subject to liabilities related to the hiring of third parties, which may have a material adverse effect on our business and operating results.
- We make investments based on demand projections that may be inaccurate due to economic volatility and may result in revenues below the estimated volume.
- Our current radio frequency licenses may not be renewed for additional periods.
- Consolidation in the telecommunications market may increase competition in the near future and could change the dynamics of the Brazilian market.
- We face significant competition in the Brazilian market.
- Extensive government regulation of the telecommunications sector may, in some cases, limit our flexibility to respond to market conditions, competition, and changes in our cost structure, or impact our tariffs.
- Failure to comply with the conditions established in our Authorization Term may materially and adversely affect our operating results.
- We depend on key suppliers to obtain the services and equipment necessary for our business.
- Our operating results may be adversely affected by changes in STFC or SMP rules.
- New regulations established by ANATEL may have an adverse effect on many of our areas of activity.
- The sector in which we operate is subject to rapid technological changes, requiring appropriate changes in the regulatory environment.
- We are subject to certain risks related to conditions and obligations imposed by ANATEL for the use of the spectrum required for the 4G and 5G services we offer.
- A significant increase in customer complaints due to service quality topics could result in the suspension of our sales.

- We are subject to the risk of non-compliance with Privacy and data protection laws, which may lead to sanctions, including financial penalties.
- Our expansion into new business sectors may expose us to operational and regulatory risks.

Summary of Risks Related to Legal and Compliance Matters

- We face risks associated with legal proceedings.
- We are exposed to risks related to compliance with laws and regulations aimed at combating corruption and economic sanctions programs.
- Internet regulation in Brazil is still limited, and some legal issues related to the Internet remain uncertain.

Full details are available in item D, Risk Factors, on pages 15 to 32 of the 20-F.

Emerging Risks

In the process of identifying new risks, Vivo also considers emerging risks, which are newly identified threats that could potentially impact the future development of the Company or the sector in the medium and long-terms, even though their potential outcome and timeframe are still uncertain and difficult to predict.

Below, we highlight the following scenarios:

RISKS	RISK DESCRIPTION	IMPACTS	MITIGATING ACTIONS
1. Digital security, cyberattacks, and geopolitical context	Increase in the sophistication of cyberattacks driven by AI, geopolitical tensions, and future risks related to quantum computing. Vulnerabilities can be exploited for ransomware, data theft, espionage, or damage to critical infrastructure.	Operational losses, damage to reputation, data theft, and risk to customers and third parties, which can affect commercial and critical operations.	Strategy based on anticipation, continuous monitoring, cyber intelligence, "quantum-safe" technologies, AI automation, and cyber risk insurance.
2. Regulatory fragmentation on artificial intelligence	Rapid adoption of generative AI without clear safety and governance milestones, with divergent rules among countries. This hinders standardization, data quality, and the international flow of information.	Regulatory uncertainty, risk of sanctions, data interruptions, and difficulties in the development and implementation of AI models.	Global regulatory monitoring, dialogue with regulators, and evolution of internal governance and data quality models.
3. Uncontrolled adoption of Generative AI	Accelerated use of AI without adequate controls increases the risk of data leaks, errors, unvalidated models, and lack of transparency in automated decisions.	Risk of operational failures, high correction costs, fines for data protection, and damage to the reputation and trust of customers and regulators.	Continuous internal governance, human supervision, risk assessment (privacy, security, intellectual property), and strengthening of digital and AI culture.
4. Geoeconomic and political confrontation	Growing use of sanctions, tariffs, and trade restrictions amid geopolitical and technological tensions (USA x China). Risks of disruption in global supply chains and limited access to critical technologies.	Cost increases, delays in projects (fiber, 5G/6G, data centers), technological restrictions, margin pressures, and increased regulatory exposure.	Optimization of corporate governance, supplier diversification, regional agreements, contingency plans, and focus on more resilient markets.
5. Intensification of the impacts of climate change	Increase in the frequency and severity of extreme events (heat waves, floods, fires), in addition to possible abrupt changes in natural systems. Affects people, infrastructure, chains, and operation.	Damage to infrastructure, operational interruptions, high costs, risks to staff safety, and the need to ensure connectivity in crises.	Reinforcement of critical infrastructure, renewable energy, continuity plans, climate insurance, circular economy, and value chain adaptation.

Climate Risks and Opportunities

Description of the main climate risks and opportunities identified in the climate risk assessment carried out.

GRI 3-3 Material topic: Climate change

CATEGORY	NATURE	RISK DESCRIPTION	FINANCIAL IMPACT	RISK MANAGEMENT AND MITIGATION
PHYSICAL RISK | ACUTE	**Heat waves**	Increase in electricity consumption due to the greater need for cooling, associated with the rise in temperatures due to the increased frequency and recurrence of heatwaves. In addition, heat waves can cause equipment overheating, affecting not only operational efficiency but also the physical well-being of employees due to thermal stress.	Increase in operating costs.	To manage these physical risks, Telefônica Brasil relies on an Energy Efficiency Plan, aimed at reducing electricity consumption, and a Renewable Energy Plan, which enables the Company to be less dependent on fluctuations in electricity prices. OPERATIONAL MODEL
	Storm and Flood	Risk of business continuity disruption and increased costs for replacing damaged assets due to the higher frequency of extreme weather events.	Increase in operational costs due to the replacement of damaged assets. Reduction in revenue due to service unavailability.	Telefônica Brasil has Business Continuity Plans applicable to all relevant processes and/or services, aimed at maximizing the resilience of its operations in the face of any potential interruption. Additionally, it has a crisis management system with a Crisis Committees structure, which are activated when necessary and are supported by experts for each type of incident. Similarly, insurance against property impacts and service unavailability due to extreme climate events is considered within the insurance model. ADAPTATION PLAN
PHYSICAL RISK | ACUTE	**Droughts**	Possible increase in electricity prices during dry periods, mainly due to the activation of thermoelectric plants, which leads to the change of the tariff flag to red.	Increase in operating costs.	The Renewable Energy Plan allows the Company to be less dependent on fluctuations in the price of electricity. OPERATIONAL MODEL
TRANSITION RISK	**Market**	Increase in costs with electricity.	Increase in operating costs.	To manage these transition risks, Telefônica Brasil relies on an Energy Efficiency Plan, aimed at reducing electricity consumption, and a Renewable Energy Plan, which enables the Company to be less dependent on fluctuations in electricity prices. In addition, the Company has a Corporate Instruction on low-carbon purchases, which includes the calculation of the Total Cost of Ownership – TCO. This guides the acquisition of more efficient equipment, ensuring that purchasing decisions are focused on low-carbon technologies. ADAPTATION PLAN AND ECONOMIC MODEL
		Increase in the insurance premium price due to climate risks.	Increase in operational costs due to insurance premiums for extreme weather events.	The Company has an insurance policy covering Nature Risks, integrating the Operational Risk policy. This protects the assets against several incidents and spreads the premium rate over the totality of risk events, including not only climate ones. ECONOMIC MODEL

CATEGORY	NATURE	RISK DESCRIPTION	FINANCIAL IMPACT	RISK MANAGEMENT AND MITIGATION
Opportunities	**Resource Efficiency**	Cost optimization in networks and operations, for better energy management.	Reduction of operating costs (OPEX of electricity).	The Energy Efficiency Plan provides an important competitive advantage to the sector, increasing network efficiency and resilience without causing an increase in energy consumption. OPERATIONAL MODEL
	Products and services	Connectivity and digitalization solutions are essential to decarbonize other sectors of the economy and enable the Company to access new business opportunities.	Revenue increase due to higher demand for connectivity and products and services that contribute to the decarbonization of the economy.	Digital solutions based on connectivity, IoT, Cloud, and Big Data have the potential to optimize resource consumption and reduce the environmental impact of customers. Therefore, the Company's business units identify opportunities and promote digital services, contributing to the decarbonization of customers. COMMERCIAL MODEL
	Energy Sources	Reduction of exposure to energy price volatility and reduction of OPEX through the acquisition of renewable energy (electricity and fuels) to replace conventional ones.	Reduction of operating costs (OPEX of electricity).	The Renewable Energy Plan includes all types of energy (self-generation, purchase of renewable energy with origin guarantee, distributed generation, and long-term PPAs) that result in considerable savings in electricity costs for the Company. OPERATIONAL MODEL

Supplier Assessment and Development

GRI 414-2, 3-3 Material topic: Value Chain Workers

On-site supplier assessments conducted by an accredited and independent audit organization (third-party assessment)

Every year, third-party audits are conducted with selected suppliers operating in the labor services allocated to the Company's operations. These audits follow homogeneous sustainability criteria at the regional level, with the objective of verifying compliance with the minimum requirements established in our Supply Chain Sustainability Policy (ethical aspects, labor obligations, occupational health and safety, environment and/or data security), as well as their extension among the suppliers of these suppliers.

In 2025, third-party audits were conducted by Achilles South Europe S.L.U.

Supplier Screening

Supplier screening methodology

1. Country-specific risk

IntegrityNext is the monitoring tool implemented to track high-risk suppliers in terms of sustainability, which uses quantitative data from internationally recognized sources to assess the level of risk associated with each risk area in each country. Influential institutions and widely known NGOs regularly publish indicators that assess a country's performance across various dimensions of sustainability, including environmental, social, and governance.

IntegrityNext uses 25 different indicators to assess 13 risk areas for each country.

2. Sector-specific risk

IntegrityNext is the monitoring tool implemented to track high-risk suppliers in terms of sustainability, using quantitative data from internationally recognized sources to assess the risk level associated with each risk area in each industry.

Based on these quantitative data, IntegrityNext assigns risk ratings from 1 to 5 (very high, high, medium, low, and very low risk) to industries, using indicators.

IntegrityNext uses a variety of environmental and social indicators to assess the sector-specific risk of a supplier. A risk area may be composed of different industrial indicators.

3. Commodity-specific risk

All suppliers monitored by IntegrityNext must complete an assessment confirming that the products they manufacture, contract, or trade do not contain minerals from conflict zones. In addition, our Supply Chain Sustainability Policy includes a clause that requires suppliers to have a clear policy and processes to ensure compliance with Section 1502 of the Dodd-Frank Act.

The minerals declared by the suppliers will be aligned with the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas.

If requested by Telefónica, the supplier must complete the Conflict Minerals Reporting Template from the Responsible Minerals Initiative or a similar questionnaire approved by Telefónica, in order to increase transparency about the origin of these minerals in the Company's value chain.

Integrated Materiality Management

GRI 3-2

I Impact R: Risk O: Opportunity

Material Topic	I	R	O	Value Chain	Stakeholders	Time horizon	Main management initiatives	Indicators	Management at Vivo
End consumers	X	X	X	• Upstream • Operations • Downstream	Customers, Employees, Suppliers, Shareholders and Analysts, Society, Regulators, the Board, and Other Stakeholders.	• Short-term • Medium-term	• Privacy and Data Protection Governance Program • Customer Experience Initiatives • B2C and B2B digital solutions • Digitalization and responsible use of technology initiatives • Fundação Telefônica Vivo programs	3-1; 3-2; 3-3 | 203-1; 203-2; 418-1	Pages 52; 66; 68; 69; 71; 74; 78; 100
Business conduct	X	X		• Upstream • Operations • Downstream	Customers, Employees, Suppliers, Shareholders and Analysts, Society, Regulators, the Board, and Other Stakeholders.	• Short-term • Medium-term	• Vivo de Acordo (Integrity Program) • Vivo Segura (Digital Security Program) • Business Continuity • Responsible use of technology initiatives • Supplier and partner management	3-1; 3-2; 3-3 | 205-1; 205-2; 205-3; 206-1; 415-1	Pages 19; 25; 29; 83
Climate change	X	X	X	• Upstream • Operations • Downstream	Customers, Employees, Suppliers, Shareholders and Analysts, Society, Regulators, the Board, and Other Stakeholders.	• Short-term • Medium-term • Long-term	• Plano de Ação Climática (Climate Action Plan) • Programa de Eficiência Energética (Energy Efficiency Program) • Climate risk and opportunity management	3-1; 3-2; 3-3 | 302-1; 302-3; 302-4; 305-1; 305-2; 305-3; 305-4; 305-5	Pages 89; 91; 94; 134
Circular economy	X		X	• Upstream • Operations • Downstream	Customers, Employees, Suppliers, Shareholders and Analysts, Society, Regulators, the Board, and Other Stakeholders.	• Short-term	• Plano de Economia Circular (Circular Economy Plan) • Reverse logistics • Vivo Recicle • Waste management	3-1; 3-2; 3-3 | 301-3; 306-1; 306-2; 306-3; 306-4; 306-5	Pages 97-98
Own workforce	X	X		• Operations	Employees, Suppliers, Shareholders and Analysts, Society and Regulators.	• Short-term • Medium-term	• Paixão Púrpura • Vivo Diversity • Training and development initiatives • Occupational safety • Vivo Well-Being • Privacy and Data Protection Governance Program	3-1; 3-2; 3-3 | 401-1; 403-1; 403-2; 403-3; 403-4; 403-5; 403-6; 403-8; 403-9; 403-10; 404-1; 405-1; 405-2; 406-1	Pages 105; 107; 109; 111; 119; 121
Value chain workers	X	X		• Upstream • Operations • Downstream	Employees, Suppliers, Society, and Shareholders and Analysts.	• Medium-term	• Privacy and Data Protection Governance Program • Service provider management • Occupational safety	3-1; 3-2; 3-3 | 204-1; 403-7; 409-1; 414-1; 414-2	Pages 101-103; 136

Main Public Commitments of the Sustainability Plan

■ In progress ▲ Achieved ▼ Not achieved

Material topics	Commitments	Target Year	Status 2025	Results 2025	SDGs
Own Workforce	**Gender – Achieve and maintain:**				5 GENDER EQUALITY; 8 DECENT WORK AND ECONOMIC GROWTH; 10 REDUCED INEQUALITIES
	40% women in executive positions / senior leadership roles	2035	■	35% of women in high leadership positions	
	45% women in leadership positions	2035	■	39.8% of women in leadership positions	
	Race – Achieve and maintain:				
	40% Black people in leadership positions	2035	■	34.1% Black people in leadership positions	
	45% in the overall workforce	2035	■	44.8% Black people in the overall workforce	
	Other audiences – Achieve and maintain:				
	>=9.0% of self-declared LGBTI+ employees	2025	▲	10.1% of self-declared LGBTI+ employees	
	>= 5.5% People with disabilities in the overall workforce	2025	▲	5.8% of people with disabilities	
	Ensure a high level of stakeholder engagement and satisfaction among employees	2025	▲	88 points in the Employee Net Promoter Score (eNPS)	
Climate change	**Net Zero by 2035:**				7 AFFORDABLE AND CLEAN ENERGY; 13 CLIMATE ACTION
	Maintain a 90% reduction in Scope 1 and Scope 2 emissions (vs 2015)	2035	▲	91% reduction (2025 vs 2015)	
	Reduce 90% of value chain (Scope 3) emissions vs 2016	2035	■	49% reduction (2025 vs 2016)	
	Neutralize the residual emissions from all scopes (1, 2, and 3)	2035	■	Neutralization or offsetting in line with the plan	
	Energy:				
	Maintain 100% of electricity consumption from renewable energy sources	2035	▲	100% of electricity consumption from renewable energy sources	
	Reduce energy consumption per unit of network traffic by 90% (vs 2015).	2025	▲	90% reduction maintained	
Circular economy	Collect a cumulative 375 metric tons of e-waste through Vivo Recicle since the program began in 2006.	2035	▲	45 metric tons collected	12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Material topics	Commitments	Target Year	Status 2025	Results 2025	SDGs
Business Conduct	Train 100% of employees on the Responsible Business Principles (PNR, in Portuguese) (Code of Ethics)	2025	▼	98% of employees trained	7 AFFORDABLE AND CLEAN ENERGY, 8 DECENT WORK AND ECONOMIC GROWTH, 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
	Maintain and expand certifications and similar recognitions	2025	▲	Certifications maintained and/or with expanded scope: ISO 45001, ISO 27001, ISO 14001, ISO 50001, ISO 26000 and DSC 10000.	
	Maintain independent audit of ISO 26000 (Corporate Social Responsibility)	2025	▲	Independent audit conducted (92% compliance)	
	Assess key operations at risk in relation to human rights aspects	2025	▲	100% of key operations assessed	
	Maintain a prominent position in specialized ESG assessments (ISE, S&P Global, Sustainalytics, etc.)	2025	▲	Among the sector leaders in the main ESG assessment agencies	
	Maintain inclusion in the Dow Jones Best-in-Class Index	2025	▲	Only Brazilian telecom company in the index	
	Maintain leadership in reputation in corporate reputation surveys	2025	▲	Top 10 companies with the best reputation in Brazil according to the Merco Corporate Reputation Business Monitor	
End consumers	Increase NPS (Net Promoter Score)	2025	▲	Increase of 3 percentage points (2025 vs. 2024)	1 NO POVERTY, 6 CLEAN WATER AND SANITATION, 7 AFFORDABLE AND CLEAN ENERGY, 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE, 13 CLIMATE ACTION, 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
	Maintain 100% of new products assessed with sustainability criteria (Responsibility by design)	2025	▲	100% of the new products assessed	
	Strengthen digital solutions with positive environmental and social impact	2025	▲	Health, entertainment, energy, and financial services solutions present in the portfolio	
	Contribute to help customers reduce their GHG emissions	2025	▲	16.4 million tons of CO_2 were avoided by customers	
Value Chain Workers	Reach 100% of high-risk suppliers assessed on sustainability topics	2025	▼	72% of high-risk suppliers assessed	8 DECENT WORK AND ECONOMIC GROWTH, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
	Engage and develop suppliers and partners in responsible management	2025	▲	1,459 suppliers assessed on ESG by the Parceiro Plural program and other planned actions carried out	
-	Benefit around 2 million people per year through the Fundação Telefônica Vivo	2025	▲	More than 2 million people benefited	4 QUALITY EDUCATION, 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Global Reporting Initiative (GRI) and Sustainability Accounting Standards Board (SASB)

The tables present quantitative indicators from GRI and SASB, organized by Material topic[1] and in a three-year historical series, favoring comparative analysis and monitoring the evolution of Vivo's practices.

OWN WORKFORCE

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-7	Total number of employees	Number	33,252	33,094	32,195	The number of employees and all stratifications related to indicator 2-7 consider effective employees of Telefônica Brasil and Terra companies with the status of hired and active as of December 2025.
GRI 2-7	Number of employees by gender | Male	Number	18,414	18,099	17,525	
GRI 2-7	Number of employees by gender | Female	Number	14,838	14,995	14,665	
GRI 2-7	Number of employees by gender | Not declared	Number	0	0	5	
GRI 2-7	Number of employees by region | Midwest Region	Number	1,751	1,696	1,548	
GRI 2-7	Number of employees by region | Northeast Region	Number	3,823	3,775	3,769	
GRI 2-7	Number of employees by region | North Region	Number	579	585	568	
GRI 2-7	Number of employees by region | Southeast Region	Number	20,436	20,845	20,244	
GRI 2-7	Number of employees by region | South Region	Number	6,617	6,146	6,066	
GRI 2-7	Number of employees by region | Null region	Number	46	47	0	
GRI 2-7	Total number of full-time employees	Number	26,403	26,425	25,738	

[1] In addition to the indicators directly associated with the Material topics, general GRI content (GRI 2) has been included, presented in the grouping to which they have the closest informative affinity. This presentation format is exclusively for editorial purposes and does not alter Vivo's materiality classification.

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-7	Number of full-time employees by gender | Female	Number	10,024	10,216	10,011	
GRI 2-7	Number of full-time employees by gender | Male	Number	16,379	16,209	15,724	
GRI 2-7	Number of full-time employees by gender | Not declared	Number	0	0	3	
GRI 2-7	Number of full-time employees by region | Midwest Region	Number	1,695	1,646	1,507	
GRI 2-7	Number of full-time employees by region | Northeast Region	Number	2,048	2,078	2,041	
GRI 2-7	Number of full-time employees by region | North Region	Number	529	529	522	
GRI 2-7	Number of full-time employees by region | Southeast Region	Number	17,412	17,623	17,351	
GRI 2-7	Number of full-time employees by region | South Region	Number	4,673	4,502	4,317	
GRI 2-7	Number of full-time employees by region | Null region	Number	0	0	0	
GRI 2-7	Total number of part-time employees	Number	6,849	6,669	6,457	Consider permanent employees who have a monthly working schedule of less than 220 hours.
GRI 2-7	Number of part-time employees by gender | Female	Number	4,814	4,779	4,654	
GRI 2-7	Number of part-time employees by gender | Male	Number	2,035	1,890	1,801	
GRI 2-7	Number of part-time employees by gender | Not declared	Number	0	0	2	
GRI 2-7	Number of part-time employees by region | Midwest Region	Number	56	50	41	
GRI 2-7	Number of part-time employees by region | Northeast Region	Number	1,775	1,697	1,728	
GRI 2-7	Number of part-time employees by region | North Region	Number	50	56	46	
GRI 2-7	Number of part-time employees by region | Southeast Region	Number	3,024	3,222	2,893	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-7	Number of part-time employees by region | South Region	Number	1,944	1,644	1,749	
GRI 2-7	Number of part-time employees by region | Null region	Number	0	0	0	
GRI 2-30	Percentage of employees covered by collective bargaining agreements	Percent (%)	100	100	100	100% of employees with indefinite-term employment contracts are covered by collective labor agreements or conventions. This number excludes interns, apprentices, third parties, advisors, and Hub SP.
GRI 401-1	Total number of new employee hires	Number	5,500	5,184	5,455	
GRI 401-1	Total new employee hire rate	Percent (%)	17	16	17	
GRI 401-1	Number of new employee hires by gender | Female	Number	2,851	2,954	2,950	
GRI 401-1	Rate of new employee hires by gender | Female	Percent (%)	19	20	20.1	
GRI 401-1	Number of new employee hires by gender | Male	Number	2,646	2,230	2,505	
GRI 401-1	Rate of new employee hires by gender | Male	Percent (%)	14	12	14.3	
GRI 401-1	Number of new employee hires by age group | Under 30 years old	Number	2,430	2,222	2,382	
GRI 401-1	Rate of new employee hires by age group | Under 30 years old	Percent (%)	35	35	40	
GRI 401-1	Number of new employee hires by age group | 30 to 50 years old	Number	2,847	2,782	2,904	
GRI 401-1	Rate of new employee hires by age group | 30 to 50 years old	Percent (%)	12	12	13	
GRI 401-1	Number of new employee hires by age group | Over 50 years old	Number	222	180	169	
GRI 401-1	Rate of new employee hires by age group | Over 50 years old	Percent (%)	7	5	4.4	
GRI 401-1	Number of new employee hires by region | Midwest Region	Number	270	275	187	
GRI 401-1	Rate of new employee hires by region | Midwest Region	Percent (%)	15	16	12.1	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 401-1	Number of new employee hires by region | Northeast Region	Number	897	747	831	
GRI 401-1	Rate of new employee hires by region | Northeast Region	Percent (%)	24	20	22	
GRI 401-1	Number of new employee hires by region | North Region	Number	203	163	140	
GRI 401-1	Rate of new employee hires by region | North Region	Percent (%)	35	28	24.6	
GRI 401-1	Number of new employee hires by region | Southeast Region	Number	3,230	3,213	2,982	
GRI 401-1	Rate of new employee hires by region | Southeast Region	Percent (%)	16	15	14.7	
GRI 401-1	Number of new employee hires by region | South Region	Number	875	764	1,315	
GRI 401-1	Rate of new employee hires by region | South Region	Percent (%)	13	12	21.7	
GRI 401-1	Number of new employee hires by region | Null region	Number	25	22	0	
GRI 401-1	Rate of new employee hires by region | Null region	Percent (%)	54	47	0	
Supplementary KPI	Total percentage of positions filled with internal candidates	Percent (%)	40	35	34	
Supplementary KPI	Percentage of positions filled with internal candidates by gender | Female	Percent (%)	55	54	54.9	
Supplementary KPI	Percentage of positions filled with internal candidates by gender | Male	Percent (%)	44	46	45	
Supplementary KPI	Percentage of positions filled with internal candidates by gender | Other	Percent (%)	1	0.4	0.1	
Supplementary KPI	Percentage of positions filled with internal candidates by age group | Under 30 years old	Percent (%)	35	33	32.8	
Supplementary KPI	Percentage of positions filled with internal candidates by age group | 30 to 50 years old	Percent (%)	62	65	63.7	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Percentage of positions filled with internal candidates by age group | Over 50 years old	Percent (%)	3	2	3.5	
Supplementary KPI	Percentage of positions filled with internal candidates by race | Asian	Percent (%)	2	2	1.6	
Supplementary KPI	Percentage of positions filled with internal candidates by race | White	Percent (%)	35	40	41.6	
Supplementary KPI	Percentage of positions filled with internal candidates by race | Black	Percent (%)	37	40	39.7	
Supplementary KPI	Percentage of positions filled with internal candidates by race | Other	Percent (%)	0.2	0.2	0.4	
Supplementary KPI	Percentage of positions filled with internal candidates by race | Not declared	Percent (%)	26	18	16.7	
Supplementary KPI	Percentage of positions filled with internal candidates by management level | Junior management positions	Percent (%)	66	60	61.7	
Supplementary KPI	Percentage of positions filled with internal candidates by management level | Middle management positions	Percent (%)	34	40	38.3	
Supplementary KPI	Percentage of positions filled with internal candidates by management level | Senior management positions	Percent (%)	0	0	0	
Supplementary KPI	Percentage of positions filled with external candidates by gender | Female	Percent (%)	52	57	55	
Supplementary KPI	Percentage of positions filled with external candidates by gender | Male	Percent (%)	48	43	44.5	
Supplementary KPI	Percentage of positions filled with external candidates by gender | Other	Percent (%)	0	0	0.5	
Supplementary KPI	Percentage of positions filled with external candidates by age group | Under 30 years old	Percent (%)	44	43	54.2	
Supplementary KPI	Percentage of positions filled with external candidates by age group | 30 to 50 years old	Percent (%)	51	54	43.4	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Percentage of positions filled with external candidates by age group | Over 50 years old	Percent (%)	3	3	2.4	
Supplementary KPI	Percentage of positions filled with external candidates by race | Asian	Percent (%)	2	2	1.4	
Supplementary KPI	Percentage of positions filled with external candidates by race | White	Percent (%)	46	45	44.3	
Supplementary KPI	Percentage of positions filled with external candidates by race | Black	Percent (%)	52	53	54.2	
Supplementary KPI	Percentage of positions filled with external candidates by race | Other	Percent (%)	0	0.3	0.1	
Supplementary KPI	Percentage of positions filled with external candidates by race | Not declared	Percent (%)	0	0	0	
Supplementary KPI	Percentage of positions filled with external candidates by management level | Junior management positions	Percent (%)	71	54	55.9	
Supplementary KPI	Percentage of positions filled with external candidates by management level | Middle management positions	Percent (%)	29	43	43.1	
Supplementary KPI	Percentage of positions filled with external candidates by management level | Senior management positions	Percent (%)	0	3	1.1	
GRI 401-1	Total number of employees who left the organization	Number	5,148	5,319	6,328	
GRI 401-1	Total employee turnover rate	Percent (%)	16	16	18.3	
GRI 401-1	Number of employees who left the organization by gender | Female	Number	2,591	2,781	3,269	
GRI 401-1	Rate of employees who left the organization by gender | Female	Percent (%)	8	9	9.7	
GRI 401-1	Number of employees who left the organization by gender | Male	Number	2,557	2,538	3,058	
GRI 401-1	Rate of employees who left the organization by gender | Male	Percent (%)	8	7	8.6	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 401-1	Number of employees who left the organization by age group | Under 30 years old	Number	1,637	1,566	1,688	
GRI 401-1	Rate of employees who left the organization by age group | Under 30 years old	Percent (%)	6	6	6.3	
GRI 401-1	Number of employees who left the organization by age group | 30 to 50 years old	Number	3,190	3,348	4,097	
GRI 401-1	Rate of employees who left the organization by age group | 30 to 50 years old	Percent (%)	9	9	10.9	
GRI 401-1	Number of employees who left the organization by age group | Over 50 years old	Number	321	405	542	
GRI 401-1	Rate of employees who left the organization by age group | Over 50 years old	Percent (%)	1	1	1.1	
GRI 401-1	Number of employees who left the organization by age group | Null	Number	0	0	1	
GRI 401-1	Rate of employees who left the organization by age group | Null	Percent (%)	0	0	0	
GRI 401-1	Number of employees who left the organization by region | Midwest Region	Number	292	334	331	
GRI 401-1	Rate of employees who left the organization by region | Midwest Region	Percent (%)	1	1	0.8	
GRI 401-1	Number of employees who left the organization by region | Northeast Region	Number	697	803	832	
GRI 401-1	Rate of employees who left the organization by region | Northeast Region	Percent (%)	2	2	2.6	
GRI 401-1	Number of employees who left the organization by region | North Region	Number	150	156	159	
GRI 401-1	Rate of employees who left the organization by region | North Region	Percent (%)	1	1	0.5	
GRI 401-1	Number of employees who left the organization by region | Southeast Region	Number	2,528	2,810	3,620	
GRI 401-1	Rate of employees who left the organization by region | Southeast Region	Percent (%)	9	9	10.3	
GRI 401-1	Number of employees who left the organization by region | South Region	Number	1,458	1,197	1,386	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 401-1	Rate of employees who left the organization by region | South Region	Percent (%)	4	3	4.2	
GRI 401-1	Number of employees who left the organization by region | Null region	Number	23	21	0	
GRI 401-1	Rate of employees who left the organization by region | Null region	Percent (%)	0.1	0.1	0	
Supplementary KPI	Number of employees who left the organization by race | Asian	Number	-	-	123	
Supplementary KPI	Rate of employees who left the organization by race | Asian	Percent (%)	2	2.1	1.9	
Supplementary KPI	Number of employees who left the organization by race | White	Number	-	-	3,230	
Supplementary KPI	Rate of employees who left the organization by race | White	Percent (%)	53.8	49.4	51	
Supplementary KPI	Number of employees who left the organization by race | Black	Number	-	-	2,904	
Supplementary KPI	Rate of employees who left the organization by race | Black	Percent (%)	40.6	46.6	45.9	
Supplementary KPI	Number of employees who left the organization by race | Other	Number	-	-	18	
Supplementary KPI	Rate of employees who left the organization by race | Other	Percent (%)	3.4	1.6	0.3	
Supplementary KPI	Number of employees who left the organization by race | Not declared	Number	-	-	53	
Supplementary KPI	Rate of employees who left the organization by race | Not declared	Percent (%)	0.2	0.3	0.8	
Supplementary KPI	Number of employees who left the organization by management level | Junior management positions	Number	-	-	431	
Supplementary KPI	Rate of employees who left the organization by management level | Junior management positions	Percent (%)	67.6	60.8	65.8	
Supplementary KPI	Number of employees who left the organization by management level | Middle management positions	Number	-	-	216	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Rate of employees who left the organization by management level | Middle management positions	Percent (%)	31	36.1	33	
Supplementary KPI	Number of employees who left the organization by management level | Senior management positions	Number	-	-	8	
Supplementary KPI	Rate of employees who left the organization by management level | Senior management positions	Percent (%)	1.3	3.1	1.2	
Supplementary KPI	Voluntary employee turnover rate	Percent (%)	5	4.9	5.7	
GRI 403-9	Number of fatalities resulting from work-related accidents	Number	1	0	0	The main types of work-related injuries are associated with typical accidents, such as same-level falls. Interns are not included in the calculation.
GRI 403-9	Rate of fatalities resulting from work-related accidents	Number	-	0	0	
GRI 403-9	Number of work-related accidents with serious consequences, excluding fatalities	Number	-	0	0	
GRI 403-9	Rate of work-related accidents with serious consequences, excluding fatalities	Number	-	0	0	
GRI 403-9	Number of reportable work-related accidents	Number	98	59	74	
GRI 403-9	Rate of reportable work-related accidents | Frequency rate	Number	0.2	0.15	0.19	The frequency rate uses a denominator of 200,000, as reported in the Telefónica Group indicators.
GRI 403-9	Number of hours worked	Number	80,431,800	80,685,400	79,974,400	
GRI 403-10	Number of fatalities resulting from occupational diseases	Number	0	0	0	
GRI 403-10	Number of cases of reportable occupational diseases	Number	0	0	0	
GRI 404-1	Average hours of training per employee per year	Number	51	58	28	
GRI 404-1	Average hours of training per year, by gender | Female	Number	27	61	31	
GRI 404-1	Average hours of training per year, by gender | Male	Number	24	55	25	
GRI 404-1	Average hours of training per year, by functional category | Executive positions	Number	0.03	4	7	
GRI 404-1	Average hours of training per year, by functional category | Middle management positions	Number	4	54	20	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 404-1	Average hours of training per year, by functional category | Other positions	Number	47	58	29	
Supplementary KPI	Total investment in training	Million (R$)	50	65	60	
Supplementary KPI	Training investment per employee	R$	1,221	1,746	1,544	
GRI 405-1	Percentage of individuals in governance bodies by gender | Female	Percent (%)	26	30	26	As of 2025, the methodology for calculating individuals in governance bodies was revised to consider the following structures: the Statutory Executive Board, the Board of Directors, and the Fiscal Council, including regular and alternate members. Due to this update, the figures for 2023 and 2024 were also recalculated.
GRI 405-1	Percentage of individuals in governance bodies by gender | Male	Percent (%)	74	70	74	
GRI 405-1	Percentage of individuals in governance bodies by age group | Under 30 years old	Percent (%)	0	0	0	
GRI 405-1	Percentage of individuals in governance bodies by age group | 30 to 50 years old	Percent (%)	26	26	22	
GRI 405-1	Percentage of individuals in governance bodies by age group | Over 50 years old	Percent (%)	74	74	78	
GRI 405-1	Percentage of individuals in governance bodies by race | Asian	Percent (%)	0	0	0	
GRI 405-1	Percentage of individuals in governance bodies by race | White	Percent (%)	91	91	91	
GRI 405-1	Percentage of individuals in governance bodies by race | Black	Percent (%)	9	9	9	
GRI 405-1	Percentage of individuals in governance bodies by race | Not declared	Percent (%)	0	0	0	
GRI 405-1	Percentage of individuals in governance bodies by race | Other	Percent (%)	0	0	0	
Supplementary KPI	Percentage of employees by gender | Female	Percent (%)	45	45	46	
Supplementary KPI	Percentage of employees by gender | Male	Percent (%)	55	55	54	
Supplementary KPI	Percentage of employees by age group | Under 30 years old	Percent (%)	21	19	18	
Supplementary KPI	Percentage of employees by age group | 30 to 50 years old	Percent (%)	70	71	70	
Supplementary KPI	Percentage of employees by age group | Over 50 years old	Percent (%)	9	10	12	
GRI 405-1	Percentage of employees by race | Asian	Percent (%)	3	3.0	2.3	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 405-1	Percentage of employees by race | White	Percent (%)	54	54.0	51.7	
GRI 405-1	Percentage of employees by race | Black	Percent (%)	42	42.0	44.8	
GRI 405-1	Percentage of employees by race | Not declared	Percent (%)	2	2	0.9	
GRI 405-1	Percentage of employes by race | Other	Percent (%)	0.3	0.0	0.3	
GRI 405-1	Percentage of employees in executive positions by gender | Female	Percent (%)	30	20	31	
GRI 405-1	Percentage of employees in executive positions by gender | Male	Percent (%)	70	80	69	
GRI 405-1	Percentage of employees in senior management positions by gender | Female	Percent (%)	32.5	33.6	35	
GRI 405-1	Percentage of employees in senior management positions by gender | Male	Percent (%)	67.5	66.4	65	
GRI 405-1	Percentage of employees in middle management positions by gender | Female	Percent (%)	35	36	38	
GRI 405-1	Percentage of employees in middle management positions by gender | Male	Percent (%)	65	64	62	
GRI 405-1	Percentage of employees in other positions by gender | Female	Percent (%)	46	47	47	
GRI 405-1	Percentage of employees in other positions by gender | Male	Percent (%)	54	53	53	
GRI 405-1	Percentage of employees in executive positions by age group | Under 30 years old	Percent (%)	0	0	0	
GRI 405-1	Percentage of employees in executive positions by age group | 30 to 50 years old	Percent (%)	40	50	54	
GRI 405-1	Percentage of employees in executive positions by age group | Over 50 years old	Percent (%)	60	50	46	
GRI 405-1	Percentage of employees in senior management positions by age group | Under 30 years old	Percent (%)	0	0	0	
GRI 405-1	Percentage of employees in senior management positions by age group | 30 to 50 years old	Percent (%)	71	74	65	
GRI 405-1	Percentage of employees in senior management positions by age group | Over 50 years old	Percent (%)	29	26	35	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 405-1	Percentage of employees in middle management positions by age group | Under 30 years old	Percent (%)	5	4	4	
GRI 405-1	Percentage of employees in middle management positions by age group | 30 to 50 years old	Percent (%)	86	85	82	
GRI 405-1	Percentage of employees in middle management positions by age group | Over 50 years old	Percent (%)	10	11	14	
GRI 405-1	Percentage of employees in other positions by age group | Under 30 years old	Percent (%)	23	22	20.5	
GRI 405-1	Percentage of employees in other positions by age group | 30 to 50 years old	Percent (%)	68	69	67.8	
GRI 405-1	Percentage of employees in other positions by age group | Over 50 years old	Percent (%)	9	9	11.6	
GRI 405-1	Percentage of employees by race in leadership positions | White	Percent (%)	63.1	62.2	62.4	
GRI 405-1	Percentage of employees by race in leadership positions | Black	Percent (%)	32.8	33.9	34.1	
GRI 405-1	Percentage of employees by race in leadership positions | Asian	Percent (%)	2.7	2.8	2.7	
GRI 405-1	Percentage of employees by race in leadership positions | Other	Percent (%)	0.3	0.3	0.3	
GRI 405-1	Percentage of employees by race in leadership positions | Not declared	Percent (%)	1.2	0.8	0.5	
GRI 405-1	Percentage of employees by race in senior management positions | White	Percent (%)	68.1	66.7	65.5	
GRI 405-1	Percentage of employees by race in senior management positions | Black	Percent (%)	27.2	28.8	30.8	
GRI 405-1	Percentage of employees by race in senior management positions | Asian	Percent (%)	3.2	3.3	2.9	
GRI 405-1	Percentage of employees by race in senior management positions | Other	Percent (%)	0.4	0.5	0.4	
GRI 405-1	Percentage of employees by race in senior management positions | Not declared	Percent (%)	1.1	0.8	0.4	
GRI 405-1	Percentage of employees by race in executive positions | White	Percent (%)	87.6	86.9	85.4	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 405-1	Percentage of employees by race in executive positions | Black	Percent (%)	4.8	8.4	9.7	
GRI 405-1	Percentage of employees by race in executive positions | Asian	Percent (%)	5.7	4.7	4.9	
GRI 405-1	Percentage of employees by race in executive positions | Other	Percent (%)	0	0	0	
GRI 405-1	Percentage of employees by race in first-level (C-level) positions | White	Percent (%)	77.8	77.8	83.3	
GRI 405-1	Percentage of employees by race in first-level (C-level) positions | Black	Percent (%)	0	0	0	
GRI 405-1	Percentage of employees by race in first-level (C-level) positions | Asian	Percent (%)	11.1	11.1	8.3	
GRI 405-1	Percentage of employees by race in first-level (C-level) positions | Other	Percent (%)	0	0	0	
GRI 405-1	Percentage of employees by race in first-level (C-level) positions | Not declared	Percent (%)	11.1	11.1	8.3	
GRI 405-2	Ratio of women's to men's base salary by functional category | Executive positions	Percent (%)	-	-	95	GRI 2-4: In 2025, the indicator was reorganized to ensure a better structuring of functional categories, in line with the way the Company presents other indicators.
GRI 405-2	Ratio of women's to men's base salary by functional category | Senior management positions	Percent (%)	-	-	95	
GRI 405-2	Ratio of women's to men's base salary by functional category | Middle management positions	Percent (%)	-	-	99	
GRI 405-2	Ratio of women's to men's base salary by functional category | Other positions	Percent (%)	-	-	78	
GRI 405-2	Ratio of women's to men's total compensation by functional category | Executive positions	Percent (%)	-	-	97	
GRI 405-2	Ratio of women's to men's total compensation by functional category | Senior management positions	Percent (%)	-	-	97	
GRI 405-2	Ratio of women's to men's total compensation by functional category | Middle management positions	Percent (%)	-	-	97	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 405-2	Ratio of women's to men's total compensation by functional category | Other positions	Percent (%)	-	-	78	GRI 2-4: In 2025, the indicator was reorganized to ensure a better structuring of functional categories, in line with the way the Company presents other indicators.
Supplementary KPI	Percentage of mean pay gap between men and women	Percent (%)	21	23	22	
Supplementary KPI	Percentage of median pay gap between men and women	Percent (%)	30	33	33	
Supplementary KPI	Percentage of mean bonus gap between men and women	Percent (%)	24	27	28	
Supplementary KPI	Percentage of median bonus gap between men and women	Percent (%)	29	32	31	
Internal	Number of female technicians in the Mulheres de Fibra (Women of Fiber) Program	Number	412	526	503	
Own workforce	Employee Net Promoter Score (eNPS)	Number	88	85	88	
Own workforce	Number of employees who participated in the motivation survey	Number	29,534	29,576	27,626	
Own workforce | N/A	Adherence percentage to the motivation survey	Percent (%)	93	92	90	
Supplementary KPI	Percentage of own operational units that have undergone human rights risk assessment	Percent (%)	-	100	1	
Supplementary KPI	Percentage of operations in joint ventures subject to human rights risk assessment	Percent (%)	-	100	1	
Supplementary KPI	Percentage of own operational units where risks were identified	Percent (%)	-	2.51	2.51%	
Supplementary KPI	Percentage of operations in joint ventures where risks were identified	Percent (%)	-	0	0	
Supplementary KPI	Percentage of own operational units where human rights risks were identified and mitigation actions were implemented	Percent (%)	-	100	1	
Supplementary KPI	Severity rate	Number	20.2	6.6	32.3	
Supplementary KPI	Number of lost days	Number	8,126	2,664	2,645	

VALUE CHAIN WORKERS

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-8	Total number of workers who are not employees of the Company | Third-party workers	Number	96,055	100,550	99,291	The most common types of workers are call center service providers, telecommunications network service providers, and sales service providers. All contracts require workers to be hired under the Brazilian Consolidation of Labor Laws (CLT, in Portuguese).
GRI 204-1	Total spending on local suppliers awarded | Brazilian suppliers	Million (R$)	-	-	35,908,317,492	GRI 2-4: The indicator was revised to show the amount in local currency (R$). Previously, the data were presented in euros.
GRI 204-1	Percentage of spending on local suppliers awarded | Brazilian suppliers	Percent (%)	-	-	98.9	GRI 2-4: The indicator was reviewed to consider the total number of local suppliers. Previously, the calculation only took into account significant suppliers for sustainability.
GRI 308-1	Total number of new suppliers hired based on environmental criteria | Awarded	Number	1,182	1,175	1,069	Due to the recent migration of the Telefónica Group's purchasing platform, some suppliers are still finalizing the process of complying with environmental criteria in the new tool, which caused the variation in the indicator for 2025. In the coming months, this process will be completed for the organization's entire supplier base. It is worth noting that Telefônica Brasil has a structured ESG assessment program for suppliers that are part of its supply chain, the Programa Parceiro Plural (Plural Partner Program), which covers 100% of partners.
GRI 308-1	Percentage of new suppliers hired based on environmental criteria	Percent (%)	100	100	98	
GRI 308-2	Number of suppliers assessed regarding environmental impacts	Number	166	157	164	
GRI 308-2	Number of suppliers identified as causing actual or potential negative environmental impacts	Number	166	157	164	
GRI 308-2	Percentage of suppliers identified as causing actual or potential negative environmental impacts with which improvements have been agreed	Percent (%)	17	10	4	
GRI 308-2	Percentage of suppliers identified as causing significant actual or potential negative environmental impacts with which the Company has terminated business relationships	Percent (%)	0	0	0	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 414-1	Total number of new suppliers hired based on social criteria | Awarded	Number	1,182	1,175	1,072	Due to the recent migration of the Telefónica Group's purchasing platform, some suppliers have not yet completed the verification process for compliance with social criteria, which resulted in the variation in the indicator for 2025. In the coming months, this process will be completed for the organization's entire supplier base. It is worth noting that Telefônica Brasil has a structured ESG assessment program for suppliers that are part of its supply chain, the Parceiro Plural program, which covers 100% of partners.
GRI 414-1	Percentage of new suppliers hired based on social criteria	Number	100	100	98	
GRI 414-2	Number of suppliers assessed regarding social impacts	Number	310	281	271	
GRI 414-2	Number of suppliers identified as causing actual or potential negative social impacts	Number	33	36	32	
GRI 414-2	Percentage of suppliers identified as causing actual or potential negative social impacts with which improvements have been agreed	Percent (%)	11	13	11.8	
GRI 414-2	Percentage of suppliers identified as causing significant actual or potential negative social impacts with which the Company has terminated business relationships	Percent (%)	1	1.0	1.5	
Supplementary KPI	Suppliers assessed on ESG by the Parceiro Plural program	Number	-	581	1,459	
Supplementary KPI	Total number of unique suppliers awarded	Number	1,182	1,175	1,090	
Supplementary KPI	Total number of unique local suppliers awarded | Brazilian suppliers	Number	-	-	1,032	
Supplementary KPI	Number of unique significant suppliers for sustainability	Number	133	132	71	
Supplementary KPI	Number of unique significant suppliers assessed through documentary assessments or site visits	Number	133	132	71	
Supplementary KPI	Number of unique significant suppliers supported with development measures	Number	49	24	21	
Supplementary KPI	Number of unique significant suppliers assessed as having actual or potential substantial negative impacts	Number	69	53	30	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Number of unique significant suppliers with actual or potential substantial negative impacts that have agreed to corrective actions or improvements	Number	52	39	21	
Supplementary KPI	Number of unique significant suppliers with actual or potential substantial negative impacts whose business relationships have been discontinued or terminated	Number	0	0	0	
Supplementary KPI	Percentage of operational units of Tier 1 contractors and suppliers assessed for human rights risks	Percent (%)	-	100	100	
Supplementary KPI	Percentage of operational units of Tier 1 contractors and suppliers where risks have been identified	Percent (%)	-	11	6	
Supplementary KPI	Percentage of operational units of Tier 1 contractors and suppliers where human rights risks have been identified and mitigation actions have been implemented	Percent (%)	-	100	100	

BUSINESS CONDUCT

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-9	Number of Board of Directors members	Number	12	12	12	The information is presented as of 12/31/2025. On 02/12/2026, Mr. Francisco Javier de Paz Mancho resigned from his position, effective as of 02/13/2026, and on April 27, 2026, Ms. María Cristina Rotondo Urcola was elected to the Company's Board of Directors, replacing Mr. Francisco Javier de Paz Mancho.
GRI 2-9	Percentage of women on the Board of Directors	Percent (%)	33	33	33	Considering the current composition of the Board of Directors, women account for 42%.
GRI 2-9	Number of executive directors	Number	1	1	1	
GRI 2-9	Percentage of executive directors	Percent (%)	8	8	8	
GRI 2-9	Number of non-executive directors	Number	1	1	2	In 2025, counselor Francisco Javier de Paz Mancho became Deputy Director to the President at Telefónica S.A. and, consequently, ceased to be considered an independent member of Telefônica Brasil S.A.

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-9	Percentage of non-executive directors	Percent (%)	8	8	17	
GRI 2-9	Number of independent directors	Number	10	10	9	In 2025, Board member Francisco Javier de Paz Mancho became Deputy Director to the Chairman at Telefónica S.A. and, consequently, ceased to be considered an independent member of Telefônica Brasil S.A. Considering the current composition of the Board of Directors, the number of independent directors is 10.
GRI 2-9	Percentage of independent directors	Percent (%)	83	83	75	Considering the current composition of the Board of Directors, the percentage of independent directors is 83%.
GRI 2-9	Average term of office of Board of Directors members	Number	6.2	7.2	5.1	Considering the current composition of the Board of Directors, the average term of office of the members of the Board of Directors is 3.9 years.
GRI 2-9	Number of Board of Directors members with four or fewer terms on the boards of other public companies	Number	11	11	11	Considering the current composition of the Board of Directors, the number of Board of Directors members with four or fewer terms on the boards of other public companies remains 11.
GRI 2-9	Maximum number of terms that may be held simultaneously by members of the Company's Board of Directors	Number	5	5	5	
Supplementary KPI	Number of Board of Directors members with sector experience	Number	3	5	7	Considering only the non-executive and independent members of the Board of Directors with experience in activities related to the telecommunications or information technology sector. Members with experience in the telecommunications or information technology sector: Cesar Mascaraque Alonso, Cristina Presz Palmaka de Luca, Denise Soares dos Santos, Eduardo Navarro de Carvalho, Jordi Gual Solé, Marc Xirau Trias, and Solange Sobral Targa. In addition, the following Board members also have experience in the sector or in information technology in non-executive positions: Mr. Javier de Paz and Mr. Ignácio Moreno Martinez.
Supplementary KPI	Percentage of Board of Directors members with sector experience	Percent (%)	25	42	58	
Supplementary KPI	Number of Board of Directors meetings	Number	29	22	29	
Supplementary KPI	Average attendance rate at Board of Directors meetings	Percent (%)	100	100	100	
Supplementary KPI	Number of Audit and Control Committee meetings	Number	10	9	9	
Supplementary KPI	Average attendance rate at Audit and Control Committee meetings	Percent (%)	100	100	100	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Number of Nomination, Remuneration, and Corporate Governance Committee meetings	Number	10	11	8	
Supplementary KPI	Average attendance rate at Nomination, Remuneration, and Corporate Governance Committee meetings	Percent (%)	100	100	100	
Supplementary KPI	Number of Quality and Sustainability Committee meetings	Number	4	4	4	
Supplementary KPI	Average attendance rate at Quality and Sustainability Committee meetings	Percent (%)	89	100	93	
GRI 2-21	Ratio of the annual total compensation of the highest-paid individual to the average annual total compensation of all other employees	Number	157	169	195	
GRI 2-21	Average percentage increase in annual total compensation for all Company employees, excluding the highest-paid individual	Percent (%)	9	7	3	
GRI 2-28	Membership contribution | Brazilian Telecommunications Association (Telebrasil)	R$	37,702	40,773	41,139	GRI 2-4: The calculation assumptions used to consolidate the amounts related to association contributions were reviewed, with the aim of focusing on the associated advocacy activities, resulting in the update of the historical data presented.
GRI 2-28	Membership contribution | Brazilian Pay TV Association (ABTA)	R$	303,977	359,245	336,549	
GRI 2-28	Membership contribution | Brazilian Association of Information and Communication Technology and Digital Technology Companies (Brasscom)	R$	177,588	183,350	302,136	
GRI 2-28	Membership contribution | American Chamber of Commerce for Brazil (AMCHAM)	R$	181,311	92,706	106,279	
GRI 2-28	Membership contribution | Brazilian Business Council for Sustainable Development (CEBDS)	R$	96,147	100,589	105,447	
GRI 2-28	Membership contribution | UN Global Compact Network Brazil	R$	88,182	89,316	104,706	
GRI 2-28	Membership contribution | National Union of Telephone and Mobile Cellular and Personal Service Companies (Conexis Brasil Digital)	R$	3,050,782	3,188,020	3,650,160	GRI 2-4: The calculation assumptions used to consolidate the amounts related to association contributions were reviewed, with the aim of focusing on the associated advocacy activities, resulting in the update of the historical data presented.
GRI 2-28	Membership contribution | Other associations		376,445	471,635	539,113	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 2-28	Total amount of membership contributions in the year	R$	4,312,134	4,525,633	5,185,530	
GRI 205-2	Total number of governance body members who received communications on anti-corruption policies and procedures	Number	20	21	22	All members of the governance bodies (22 executives) confirmed their awareness of our principles, Code of Ethics, and Anti-Corruption Policy in 2025 by signing the annual Anti-Corruption Certificate.
GRI 205-2	Percentage of governance body members who received communications on anti-corruption policies and procedures	Percent (%)	100	100	100	
GRI 205-2	Total number of employees who received communications on anti-corruption policies and procedures	Number	33,252	33,094	32,195	Communication actions are directed at 100% of the employees.
GRI 205-2	Percentage of employees who received communications on anti-corruption policies and procedures	Percent (%)	100	100	100	
GRI 205-2	Total number of governance body members who received training on anti-corruption procedures	Number	20	21	22	All members of the governance bodies (22 executives) confirmed their awareness of our principles, Code of Ethics, and Anti-Corruption Policy in 2025 by signing the annual Anti-Corruption Certificate.
GRI 205-2	Percentage of governance body members who received training on anti-corruption procedures	Percent (%)	100	100	100	
GRI 205-2	Total number of employees who received training on anti-corruption policies and procedures	Number	30,817	30,283	31,135	For this indicator, the total number of employees who completed training on the Responsible Business Principles (PNR, in Portuguese) is considered.
GRI 205-2	Percentage of employees who received training on anti-corruption procedures	Percent (%)	98	98	98	For the percentage calculation, the total number of employees eligible for training is considered, excluding apprentices, Board members, and employees on leave.
GRI 205-2	Number of employees who received training on anti-corruption procedures, by functional category | Executive positions	Number	104	102	101	
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by functional category | Executive positions	Percent (%)	100	99	98	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by functional category | Middle management positions	Number	3,965	4,126	3,128	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by functional category | Middle management positions	Percent (%)	99	99	99	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by functional category | Other positions	Number	26,748	26,055	27,906	
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by functional category | Other positions	Percent (%)	98	97	98	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by region | Midwest Region	Number	-	-	1,425	
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by region | Midwest Region	Percent (%)	-	-	5	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by region | Northeast Region	Number	-	-	3,469	
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by region | Northeast Region	Percent (%)	-	-	11	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by region | North Region	Number	-	-	524	
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by region | North Region	Percent (%)	-	-	2	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by region | Southeast Region	Number	-	-	20,107	
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by region | Southeast Region	Percent (%)	-	-	65	
GRI 205-2	Number of employees who received training on anti-corruption procedures, by region | South Region	Number	-	-	5,610	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 205-2	Percentage of employees who received training on anti-corruption procedures, by region | South Region	Percent (%)	-	-	18	
GRI 205-3	Number of confirmed incidents of corruption	Number	0	0	0	
GRI 205-3	Total number of employees dismissed or disciplined for confirmed cases of corruption	Number	0	0	0	
GRI 205-3	Total number of contracts terminated or not renewed due to corruption-related violations	Number	0	0	0	
GRI 205-3	Number of legal proceedings related to corruption filed against the organization or its employees	Number	0	0	0	
GRI 206-1	Number of pending or closed legal proceedings related to unfair competition and violations of antitrust and antimonopoly laws in which the organization has been identified as a participant	Number	0	0	1	
GRI 406-1	Percentage of valid complaints related to discrimination and harassment, including moral and sexual harassment	Percent (%)	10.1	21.2	21.1	
GRI 2-16	Percentage of substantiated complaints regarding inappropriate conduct and other labor disputes	Percent (%)	35.6	18.7	25	
GRI 2-16	Percentage of substantiated reports regarding conflicts of interest	Percent (%)	4.7	6.7	6.7	
GRI 2-16	Percentage of substantiated reports related to fraud	Percent (%)	18.8	19.2	13.3	
GRI 2-16	Percentage of substantiated reports related to regulatory non-compliance	Percent (%)	26.9	32.1	30.6	
GRI 2-16	Percentage of substantiated complaints related to privacy and information security	Percent (%)	0.7	0	1.1	
GRI 2-16	Percentage of substantiated reports related to money laundering or insider trading	Percent (%)	0	0	0	
GRI 2-16	Percentage of remaining whistleblowing reports substantiated	Percent (%)	3.4	2.1	2.2	
SASB TC-TL-230a.1	Total number of identified data non-conformities	Number	0	0	0	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Number of non-conformities involving personally identifiable information (PII)	Number	0	0	0	
SASB TC-TL-230a.1	Percentage of non-conformities involving personally identifiable information (PII)	Percent (%)	0	0	0	
SASB TC-TL-230a.1	Total number of unique customers affected by data non-conformities	Number	0	0	0	
SASB TC-TL-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	R$	0	0	0	
SASB TC-TL-550a.1	Average system interruption duration in minutes – AID | Fixed	Number	236	140	210	
SASB TC-TL-550a.1	Average system interruption duration in minutes – AID | Mobile	Number	10	12	6	
SASB TC-TL-550a.1	Average system interruption frequency –AIF | Fixed	Number	0.3	0.2	0.2	
SASB TC-TL-550a.1	Average system interruption frequency –AIF | Mobile	Number	1.5	2	1	
SASB TC-TL-550a.1	Average customer interruption duration in minutes | Fixed	Number	896	968	923	
SASB TC-TL-550a.1	Average customer interruption duration in minutes | Mobile	Number	7	6	4	

CIRCULAR ECONOMY

Reference	Indicator	Unit	2023	2024	2025	Notes
301-3	Quantity of electronic equipment collected	Number	171,698	156,051	169,092	-
301-3	Volume of electronic equipment collected	Tons	40	87	100	-
SASB TC-TL-440a.1	Total materials recovered through take-back programs	Tons	661	789	878	

Reference	Indicator	Unit	2023	2024	2025	Notes
SASB TC-TL-440a.1	Total materials recovered through take-back programs that were reused	Tons	561	610	682	
SASB TC-TL-440a.1	Percentage of materials recovered through take-back programs that were reused	Percentage	85%	77%	78%	
SASB TC-TL-440a.1	Total materials recovered through take-back programs that were recycled	Tons	99	178	249	
SASB TC-TL-440a.1	Percentage of materials recovered through take-back programs that were recycled	Percentage	15%	23%	28%	
SASB TC-TL-440a.1	Total materials recovered through take-back programs that were deposited and/or otherwise disposed of	Tons	0.8	1.53	1.11	
SASB TC-TL-440a.1	Percentage of materials recovered through take-back programs that were deposited and/or otherwise disposed of	Percentage	0.1%	0.2%	0.1%	
GRI 306-3	Total weight of waste generated	Tons	23,301	18,227	15,422	GRI 2-4: The figures for 2024 and 2023 were restated to align with the classifications used by the Telefónica Group globally.
GRI 306-3	Total weight of hazardous waste (Class I) generated	Tons	1,415	1,158	618	
GRI 306-3	Total weight of non-hazardous waste (Class II) generated	Tons	21,886	17,069	14,803	
GRI 306-4	Total weight of waste not directed to final disposal	Tons	21,528	14,753	14,183	
GRI 306-4	Total weight of hazardous waste (Class I) not directed to final disposal	Tons	1,404	1,154	616	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Preparation for reuse	Tons	0	0	0	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Recycling	Tons	1,383	1,123	590	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Rerefining	Tons	11	19	14	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Lamp decontamination	Tons	7	4	3	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Sorting and transfer	Tons	0	1	3	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Coprocessing	Tons	0	4	4	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Blending for coprocessing	Tons	2	2	2	
GRI 306-4	Weight of hazardous waste (Class I) not directed to final disposal, by type of recovery | Sorting with storage	Tons	0	0	0	
GRI 306-4	Total weight of non-hazardous waste (Class II) not directed to final disposal	Tons	20,124	13,599	13,566	
GRI 306-4	Weight of non-hazardous waste (Class II) not directed to final disposal, by type of recovery | Preparation for reuse	Tons	0	0	0	
GRI 306-4	Weight of non-hazardous waste (Class II) not directed to final disposal, by type of recovery | Recycling	Tons	19,394	13,535	13,251	GRI 2-4: The figures for 2024 and 2023 were restated to align with the classifications used by the Telefónica Group globally.
GRI 306-4	Weight of non-hazardous waste (Class II) not directed to final disposal, by type of recovery | Sorting and transfer	Tons	275	52	80	
GRI 306-4	Weight of non-hazardous waste (Class II) not directed to final disposal, by type of recovery | Coprocessing	Tons	433	12	235	
GRI 306-4	Weight of non-hazardous waste (Class II) not directed to final disposal, by type of recovery | Energy recovery	Tons	22	0	0	
GRI 306-5	Total weight of waste directed to final disposal	Tons	1,773	3,474	1,239	
GRI 306-5	Total weight of hazardous waste (Class I) directed to final disposal	Tons	11	4	2	
GRI 306-5	Weight of hazardous waste (Class I) directed to final disposal, by type of disposal | Incineration with energy recovery	Tons	0	0	0	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 306-5	Weight of hazardous waste (Class I) directed to final disposal, by type of disposal | Incineration without energy recovery	Tons	0	1	0.4	GRI 2-4: The figures for 2024 and 2023 were restated to align with the classifications used by the Telefónica Group globally.
GRI 306-5	Weight of hazardous waste (Class I) directed to final disposal, by type of disposal | Landfill disposal	Tons	6	1	0.4	
GRI 306-5	Weight of hazardous waste (Class I) directed to final disposal, by type of disposal | Autoclaving	Tons	5	1	1	
GRI 306-5	Weight of hazardous waste (Class I) directed to final disposal, by type of disposal | Effluent treatment	Tons	0	0	0.4	
GRI 306-5	Weight of hazardous waste (Class I) directed to final disposal, by type of disposal | Thermal treatment	Tons	0	0.5	0	
GRI 306-5	Total weight of non-hazardous waste (Class II) directed to final disposal	Tons	1,761	3,470	1,237	
GRI 306-5	Weight of non-hazardous waste (Class II) directed to final disposal, by type of disposal | Incineration with energy recovery	Tons	0	0	0	
GRI 306-5	Weight of non-hazardous waste (Class II) directed to final disposal, by type of disposal | Incineration without energy recovery	Tons	0	0	0	
GRI 306-5	Weight of non-hazardous waste (Class II) directed to final disposal, by type of disposal | Landfill disposal	Tons	1,760	3,470	1,237	
GRI 306-5	Weight of non-hazardous waste (Class II) directed to final disposal, by type of disposal | Composting	Tons	1,33	0	0	

CLIMATE CHANGE

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 302-1	Non-renewable fuel consumption in GJ | Diesel	GJ	51,107	44,174	45,113	
GRI 302-1	Non-renewable fuel consumption in MWh | Diesel	MWh	14,197	12,271	12,531	Energy conversion factors by volume (kWh/L), according to the IPCC Guidelines for National Greenhouse Gas Inventories.
GRI 302-1	Non-renewable fuel consumption in liters | Diesel	Liters	1,252,492	1,212,973	1,124,869	
GRI 302-1	Non-renewable fuel consumption in GJ | Gasoline	GJ	5,566	4,639	3,785	
GRI 302-1	Non-renewable fuel consumption in MWh | Gasoline	MWh	1,547	1,289	1,051	Energy conversion factors by volume (kWh/L), according to the IPCC Guidelines for National Greenhouse Gas Inventories.
GRI 302-1	Non-renewable fuel consumption in liters | Gasoline	Liters	67,760	125,540	100,564	
GRI 302-1	Total non-renewable fuel consumption in GJ	GJ	56,673	48,813	48,899	
GRI 302-1	Total non-renewable fuel consumption in MWh	MWh	15,744	13,559	13,583	
GRI 302-1	Total non-renewable fuel consumption in liters	Liters	1,320,252	1,338,513	1,225,433	
GRI 302-1	Renewable fuel consumption in GJ | Hydrated ethanol	GJ	217,039	209,892	196,659	
GRI 302-1	Renewable fuel consumption in MWh | Hydrated ethanol	MWh	60,289	58,303	54,628	Energy conversion factors by volume (kWh/L), according to the IPCC Guidelines for National Greenhouse Gas Inventories.
GRI 302-1	Renewable fuel consumption in liters | Hydrated ethanol	Liters	1,019,529	9,865,185	9,241,674	
GRI 302-1	Renewable fuel consumption in GJ | Anhydrous ethanol	GJ	-	988	843	
GRI 302-1	Renewable fuel consumption in MWh | Anhydrous ethanol	MWh	-	274	234	Energy conversion factors by volume (kWh/L), according to the IPCC Guidelines for National Greenhouse Gas Inventories.
GRI 302-1	Renewable fuel consumption in liters | Anhydrous ethanol	Liters	-	46,433	39,595	
GRI 302-1	Renewable fuel consumption in GJ | Biodiesel	GJ	-	6,606	6,503	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 302-1	Renewable fuel consumption in MWh | Biodiesel	MWh	-	1,835	1,806	Energy conversion factors by volume (kWh/L), according to the IPCC Guidelines for National Greenhouse Gas Inventories.
GRI 302-1	Renewable fuel consumption in liters | Biodiesel	Liters	-	192,558	189,486	
GRI 302-1	Total renewable fuel consumption in GJ	GJ	217,039	217,486	204,005	
GRI 302-1	Total renewable fuel consumption in MWh	MWh	60,289	60,413	56,668	
GRI 302-1	Total renewable fuel consumption in liters	Liters	1,019,529	10,104,176	9,470,755	
GRI 302-1	Total energy consumption by source | Electricity	GJ	6,216,830	6,712,919	6,404,350	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Balanço Energético Nacional (BEN, Brazilian Energy Balance).
GRI 302-1	Total energy consumption by source | Electricity	MWh	1,726,897	1,864,700	1,778,986	
Supplementary KPI	Total energy from the free market (renewable)	GJ	2,194,746	2,217,796	2,213,492	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Brazilian Energy Balance. Until 2024, the total amount of free market energy allocated to Data Center consumption was disclosed separately. In 2025, to facilitate understanding, this data began to be disclosed on a consolidated basis. Historical data for 2023 and 2024 were recalculated to reflect this change.
Supplementary KPI	Total energy from the free market (renewable)	MWh	609,652	616,054	614,859	Until 2024, the total amount of free market energy allocated to Data Center consumption was disclosed separately. In 2025, to facilitate understanding, this data began to be disclosed on a consolidated basis. Historical data for 2023 and 2024 were recalculated to reflect this change.
Supplementary KPI	Total expected I-RECs	GJ	2,748,331	3,087,460	2,433,834	Due to the Telefónica Group's closing and audit schedule, the information presented in January 2025 was estimated considering: (i) the non-receipt of invoices from all utility companies and permit holders; (ii) the accounting of energy offset in the invoices of sites served by the Distributed Generation project, which, under normal conditions, occurs up to 90 days after generation; (iii) CCEE accounting for sites in the free market, which occurs 60 days after the month of consumption; and (iv) the deadline for registration updates for new sites. The final consolidation of the total number of certificates to be acquired and retired for the year takes place after the data are closed and, as of the preparation of this report, the expected variation from the forecast amount is less than 6%.
Supplementary KPI	Total expected I-RECs	MWh	763,425	857,628	676,065	

Reference	Indicator	Unit	2023	2024	2025	Notes
Supplementary KPI	Total distributed generation	GJ	1,273,753	1,407,663	1,757,023	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Balanço Energético Nacional (BEN, Brazilian Energy Balance).
Supplementary KPI	Total distributed generation	MWh	353,820	391,018	488,062	
SASB TC-TL-130a.1	Total energy consumption within the organization	GJ	6,490,547	6,979,218	6,657,253	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Balanço Energético Nacional (BEN, Brazilian Energy Balance).
GRI 302-1	Total energy consumption within the organization	MWh	1,802,930	1,938,672	1,849,237	
Supplementary KPI	Total non-renewable energy consumption	GJ	56,678	48,813	48,899	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Balanço Energético Nacional (BEN, Brazilian Energy Balance).
Supplementary KPI	Total non-renewable energy consumption	MWh	15,744	13,559	13,583	
Supplementary KPI	Total renewable energy consumption	GJ	6,433,870	6,930,405	6,608,354	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Balanço Energético Nacional (BEN, Brazilian Energy Balance).
Supplementary KPI	Total renewable energy consumption	MWh	1,787,186	1,925,112	1,835,654	
GRI 302-3	Energy intensity in MWh/PB	MWh/Pb	27	25	22	The denominator of this indicator is network traffic, corresponding to indicator TC.TL-000.D.
GRI 302-3	Energy intensity in MWh/R$ million	MWh/R$ million	35	35	31	The denominator of this indicator is consolidated net operating revenue, in millions. The corresponding amount for 2025 can be found in the Company's financial statements on page 82: R$59,595 million.
GRI 302-3	Energy intensity in MWh/US$ million	MWh/US$ million	168	214	171	The denominator of this indicator is consolidated net operating revenue, in millions. The corresponding amount for 2025 can be found in the Company's financial statements on page 82: R$59,595 million, multiplied by the U.S. dollar exchange rate as of 12/31/2025: US$5.5018.
Complementary KPI	Data center efficiency – average PUE (Power Usage Effectiveness)	Number	2.9	2.9	2.5	
Supplementary KPI	Data center efficiency – annual target for average PUE (Power Usage Effectiveness)	Number	3	2.9	2.8	
Supplementary KPI	Percentage of renewable energy in data centers	Percent (%)	100	100	100	
GRI 302-4	Total reduction in energy consumption from energy efficiency projects	GJ	369,326	245,013	257,335	For energy conversion, we adopt the factor of 1 MWh = 3.6 GJ, as established in the Balanço Energético Nacional (BEN, Brazilian Energy Balance).
GRI 302-4	Total reduction in energy consumption from energy efficiency projects	MWh	102,591	68,059	71,482	
GRI 305-1	Scope 1 – total direct GHG emissions	tCO_2e	25,567	26,349	23,704	Total Scope 1 emissions include all companies within the group during fiscal year 2025.
GRI 305-1	Biogenic CO_2 emissions	tCO_2e	15,326	14,918	13,992	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 305-2	Scope 2 – total indirect GHG emissions (location-based approach)	tCO_2e	63,429	85,776	83,132	
GRI 305-2	Scope 2 – total indirect GHG emissions (market-based approach)	tCO_2e	0	0	0	
GRI 305-3	Scope 3 – total other indirect GHG emissions	tCO_2e	-	674,003	608,745	GRI 2-4: In 2025, the Telefónica Group conducted a screening process for Scope 3 emissions, which made it possible to update the calculation methodology and quantify emissions from the other categories applicable to its operations. As a result of this process, Vivo's emissions for the base year and 2024 were recalculated in accordance with GHG Protocol best practices and SBTi methodological requirements.
GRI 305-3	Scope 3 – Category 1: Purchased goods and services	tCO_2e	-	431,517	370,801	
GRI 305-3	Scope 3 – Category 2: Capital goods	tCO_2e	-	152,792	148,091	
GRI 305-3	Scope 3 – Category 3: Fuel- and energy-related activities not included in Scope 1 or Scope 2	tCO_2e	-	25,173	24,754	
GRI 305-3	Scope 3 – Category 4: Upstream transportation and distribution	tCO_2e	-	5,336	6,170	
GRI 305-3	Scope 3 – Category 6: Business travel	tCO_2e	-	11,160	6,765	
GRI 305-3	Scope 3 – Category 7: Employee commuting	tCO_2e	-	14,108	13,931	
GRI 305-3	Scope 3 – Category 11: Use of sold products	tCO_2e	-	1,982	4,058	
GRI 305-3	Scope 3 – Category 13: Downstream leased assets	tCO_2e	-	31,833	34,089	
GRI 305-3	Scope 3 – Category 15: Investments	tCO_2e	-	101	86	
Internal N/A	Total emissions (Scope 1 + Scope 2 + Scope 3), based on the market-based approach	tCO_2e	-	700,352	632,499	
GRI 305-4	GHG emissions intensity (Scopes 1 and 2)	CO_2 emissions/Pb	0.39	0.34	0.28	The denominator of this indicator is network traffic, corresponding to indicator TC.TL-000.D.
GRI 305-4	GHG emissions intensity (Scopes 1, 2, and 3)	CO_2 emissions/Pb	-	9.07	7.56	GRI 2-4: In 2025, the Telefónica Group carried out a screening process for Scope 3 emissions, which made it possible to improve the calculation methodology and include the other categories applicable to its operations. As a result, Vivo's emissions for the base year and 2024 were recalculated and restated, in line with GHG Protocol best practices and SBTi methodological requirements. The denominator of this indicator is network traffic, corresponding to indicator TC.TL-000.D.
SASB TC-TL-130a.1	Percentage of grid electricity	Percent (%)	96	96	96	
SASB TC-TL-130a.1	Percentage of renewable energy	Percent (%)	97	99	99	

END CONSUMERS

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 418-1	Total number of substantiated complaints regarding breaches of customer privacy | Received from external parties and substantiated by the organization	Number	13	3	10	
GRI 418-1	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data | Received from regulatory authorities	Number	0	0	0	
GRI 418-1	Total number of identified leaks, thefts, or losses of customer data	Number	0	0	0	
SASB TC-TL-000.A	Total number of customers (total accesses)	Number in thousands	113,001	116,050	116,716	
SASB TC-TL-000.A	Total number of wireless subscribers (total mobile accesses)	Number in thousands	99,075	102,315	103,018	
SASB TC-TL-000.A	Number of wireless subscribers (mobile accesses) | Postpaid	Number in thousands	61,808	66,498	70,818	
SASB TC-TL-000.A	Number of wireless subscribers (mobile accesses) | Prepaid	Number in thousands	37,267	35,816	32,200	
SASB TC-TL-000.A	Total number of fixed-line subscribers (total fixed accesses)	Number in thousands	13,925	13,736	13,699	
SASB TC-TL-000.B	Total number of fixed voice subscribers	Number in thousands	6,458	5,746	5,050	
SASB TC-TL-000.B	Number of fixed-line subscribers | VoIP	Number in thousands	3,351	3,362	3,519	
SASB TC-TL-000.B	Number of fixed-line subscribers | Copper	Number in thousands	3,106	2,384	1,531	
SASB TC-TL-000.B	Number of fixed-line subscribers | IPTV	Number in thousands	845	785	733	
SASB TC-TL-000.C	Total number of broadband subscribers	Number in thousands	6,623	7,204	7,915	
SASB TC-TL-000.C	Number of broadband subscribers | FTTH	Number in thousands	6,175	6,958	7,792	

Reference	Indicator	Unit	2023	2024	2025	Notes
SASB TC-TL-000.C	Number of broadband subscribers | Other technologies	Number in thousands	448	246	123	
SASB TC-TL-000.D	Network traffic	Petabytes	66,064	77,184	83,688	
SASB TC-TL-220a.2	Number of unique customers whose information is used for secondary purposes	Number	39,219,443	28,381,176	32,100,912	
SASB TC-TL-220a.3	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	R$	87,656	13,875	134,868	
SASB TC-TL-220a.4	Total number of law enforcement requests for customer information	Number	4,051,383	4,782,614	5,471,491	
Supplementary KPI	Number of law enforcement requests for customer information by type | Interceptions	Number	333,032	270,516	218,299	
Supplementary KPI	Number of law enforcement requests for customer information by type | Metadata	Number	3,699,732	4,465,502	5,029,786	
Supplementary KPI	Number of law enforcement requests for customer information by type | Website blocking	Number	4,957	31,655	106,539	
Supplementary KPI	Number of law enforcement requests for customer information by type | Service suspension	Number	13,662	14,941	8,691	
SASB TC-TL-220a.4	Number of unique customers impacted by requests	Number	-	-	0	
SASB TC-TL-220a.4	Percentage resulting in disclosure	Percent (%)	93	96	94	

CROSS-CUTTING INDICATORS

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 201-1	Direct economic value generated | Revenues	R$	27,787,640	29,704,914	32,413,346	
GRI 201-1	Direct economic value distributed | Personnel, charges, and social benefits	R$	6,181,499	6,556,767	6,798,584	
GRI 201-1	Direct economic value distributed | Remuneration of third-party capital	R$	5,556,728	4,778,761	5,556,512	

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 201-1	Direct economic value distributed | Shareholder remuneration	R$	5,039,977	5,557,332	6,177,543	
GRI 201-1	Direct economic value distributed | Taxes, fees, and contributions	R$	11,009,436	12,812,054	13,880,707	
GRI 201-1	Retained economic value	R$	0	0	0	
GRI 303-3	Total freshwater withdrawal	m^3	903,741	861,000	846,433	These data include estimates for water withdrawal from utility companies for the last two months of the year, November and December, based on the arithmetic average.
GRI 303-3	Total freshwater withdrawal	ML	904	861	846	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Water withdrawal from groundwater sources | Wells	m^3	13,308	14,668	17,996	These data include estimates for water withdrawal from utility companies for the last two months of the year, November and December, based on the arithmetic average.
GRI 303-3	Water withdrawal from groundwater sources | Wells	ML	13	15	18	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Water withdrawal from third parties | Utility company	m^3	881,126	833,805	809,513	These data include estimates for water withdrawal from utility companies for the last two months of the year, November and December, based on the arithmetic average.
GRI 303-3	Water withdrawal from third parties | Utility company	ML	881	834	810	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Water withdrawal from third parties | Water truck	m^3	2,541	1,714	903	
GRI 303-3	Water withdrawal from third parties | Water truck	ML	3	2	1	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Total volume of recycled/reused water	m^3	6,766	10,812	18,021	
GRI 303-3	Total volume of recycled/reused water	ML	7	11	18	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Total freshwater withdrawal in water-stressed areas	m^3	82,045	91,200	70,269	These data include estimates for water withdrawal from utility companies for the last two months of the year, November and December, based on the arithmetic average.
GRI 303-3	Total freshwater withdrawal in water-stressed areas	ML	82	91	70	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Water withdrawal from groundwater sources in water-stressed areas | Wells	m^3	13,308	14,688	11,924	These data consider estimates for water withdrawal through utilities for the last two months of the year (October/November/December) based on the arithmetic mean.
GRI 303-3	Water withdrawal from groundwater sources in water-stressed areas | Wells	ML	13	15	12	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-3	Water withdrawal from third parties in water-stressed areas | Utility company	m^3	68,597	76,532	58,345	These data include estimates for water withdrawal from utility companies for the last two months of the year, October, November, and December, based on the arithmetic average.

Reference	Indicator	Unit	2023	2024	2025	Notes
GRI 303-3	Water withdrawal from third parties in water-stressed areas | Utility company	ML	69	77	58	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
GRI 303-5	Total water consumption	m^3	166,593	174,840	152,510	Water consumption is calculated by the difference between the total Water withdrawal and the total water discharge.
GRI 303-5	Total water consumption	ML	167	175	153	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
Supplementary KPI	Total water discharge	m^3	737,147	686,159	693,922	To calculate total water discharge, losses of 12% at technical sites with cooling towers, 20% at administrative and commercial sites, and 32% at mixed sites are considered. The reported amount results from applying these percentages to the consumption of each category.
Supplementary KPI	Total water discharge	ML	737	686	694	For volume conversion, we adopt the factor of 1 m^3 = 0.001 ML (megaliter).
Supplementary KPI	Percentage of total volume of recycled/reused water	Percent (%)	1	1	2	
Supplementary KPI	Water intensity – water withdrawal in m^3/R$ million	m^3/R$ million	15	15	14	The denominator of this indicator is consolidated net operating revenue, in millions. The corresponding amount for 2025 can be found in the Company's financial statements on page 82: R$59,595 million.
Supplementary KPI	Water intensity – water withdrawal in m^3/US$ million	m^3/US$ Mi	84	80	78	The denominator of this indicator is consolidated net operating revenue, in millions. The corresponding amount for 2025 can be found in the Company's financial statements on page 82: R$59,595 million, multiplied by the U.S. dollar exchange rate as of 12/31/2025: US$5.5018.
GRI 2-26	Total number of complaints received	Number	515	510	465	
GRI 2-16	Total number of substantiated complaints	Number	149	193	180	
GRI 2-16	Number of employment contract terminations resulting from substantiated complaints	Number	73	94	80	

GRI Content Index

Statement of use: Vivo (Telefônica Brasil S.A.) has reported in accordance with the GRI Standards for the period from January 1, 2025 to December 31, 2025.

GRI 1 used **GRI 1:** Foundations 2021

Applicable GRI Sector Standard(s): Not applicable **Other applicable standards:** SASB

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2-14	Role of the highest governance body in sustainability reporting	7; 15			
2-15	Conflicts of interest	22			
2-16	Communication of critical concerns	161; 173			
2-17	Collective knowledge of the highest governance body	21			
2-18	Evaluation of the performance of the highest governance body	22			
2-19	Remuneration policies	23-24	a. iii and v	Information unavailable/ incomplete	The Company does not have the indicators in the expected format and will work on the necessary adaptations under the Sustainability Plan (SP).
2-20	Process to determine remuneration	23			
2-21	Annual total compensation ratio	158			

Strategy, policies, and practices

2-22	Statement on sustainable development strategy	3			
2-23	Policy commitments	25; 38; 81; 83; 95			
2-24	Embedding policy commitments	25; 81; 83; 95; 99-100; 103			
2-25	Processes to remediate negative impacts	83			
2-26	Mechanisms for seeking advice and raising concerns	27; 173			
2-27	Compliance with laws and regulations		2-27	Information unavailable/ incomplete	The Company follows legal and regulatory reporting requirements in its Reference Form and in the notes to the Financial Statements, when applicable. However, for full reporting of this indicator in accordance with the requirements of the GRI Standards (2021), the Company does not yet have the information in the requested format. Action plans linked to the Sustainability Plan (SP) will be structured.
2-28	Membership associations	158			

Stakeholder Engagement

2-29	Approach to stakeholder engagement	16; 84			
2-30	Collective bargaining agreements	142			

	GRI STANDARD / TOPIC		PAGE / RESPONSE	OMISSION		
				OMITTED REQUIREMENT	REASON FOR OMISSION	EXPLANATION
CLIMATE CHANGE						
GRI 3-1 Material topics 2021	**3-1**	Process to determine Material topics	13-14-15			
	3-2	List of Material topics	15; 137			
	3-3	Management of Material topics	89; 91; 94; 134			
GRI 302: Energy 2016	**302-1**	Energy consumption within the organization	89; 166-168			
	302-3	Energy intensity	168			
	302-4	Reduction of energy consumption	89; 168			
GRI 305: 2016 Emissions	**305-1**	Direct (Scope 1) GHG emissions	168			
	305-2	Energy indirect (Scope 2) GHG emissions	169			
	305-3	Other indirect (Scope 3) GHG emissions	93; 169			
	305-4	GHG emissions intensity	169			
	305-5	Reduction of GHG emissions	92			
CIRCULAR ECONOMY						
GRI 3-1 Material topics 2021	**3-1**	Process to determine Material topics				
	3-2	List of Material topics	13-14-15			
	3-3	Management of Material topics	15; 137			
GRI 301: Materials 2016	**301-3**	Reclaimed products and their packaging materials	162	301 - 3	Information unavailable/ incomplete	The Company is currently defining the methodology for this indicator, with disclosure expected in the next reporting cycle.
GRI 306: Waste 2020	**306-1**	Waste generation and significant waste-related impacts	98			
	306-2	Management of significant waste-related impacts	98			
	306-3	Waste generated	163			
	306-4	Waste diverted from disposal	163-164			
	306-5	Waste directed to disposal	164-165			

	GRI STANDARD / TOPIC		PAGE / RESPONSE	OMISSION		
				OMITTED REQUIREMENT	REASON FOR OMISSION	EXPLANATION
BUSINESS CONDUCT						
GRI 3-1 Material topics 2021	**3-1**	Process to determine Material topics	13-14-15			
	3-2	List of Material topics	15; 137			
	3-3	Management of Material topics	19; 25; 29; 83			
GRI 205: Anti-corruption 2016	**205-1**	Operations assessed for risks related to corruption	27	a	Confidentiality restrictions	The Compliance area is responsible for monitoring baseline compliance risk and specific integrity risk, which includes corruption-related matters. When identified, these risks are reported to the Audit area for inclusion in the Company's Risk map, which is a confidential document and, therefore, will not be disclosed in this Report. As this is a qualitative assessment, no tool has been implemented for this purpose.
	205-2	Communication and training about anti-corruption policies and procedures	26-27; 159-161			
	205-3	Confirmed incidents of corruption and actions taken	161			
GRI 206: Anti-competitive Behavior 2016	**206-1**	Legal actions for anti-competitive behavior, antitrust, and monopoly practices	28; 161			

	GRI STANDARD / TOPIC		PAGE / RESPONSE	OMISSION		
				OMITTED REQUIREMENT	REASON FOR OMISSION	EXPLANATION
GRI 415: Public Policy 2016	**415-1**	Political contributions	In line with its Responsible Business Principles and commitment to political neutrality, Vivo made no contributions in 2025 to tax-exempt groups, such as spending on political campaigns, political organizations, lobbyists, or lobbying organizations.			

OWN WORKFORCE

GRI 3-1 Material topics 2021	**3-1**	Process to determine Material topics	13-14-15			
	3-2	List of Material topics	15; 137			
	3-3	Management of Material topics	105; 107; 109; 111; 119; 121			
GRI 401: Employment 2016	**401-1**	New employee hires and employee turnover	107; 142-143; 145-147			

	GRI STANDARD / TOPIC		PAGE / RESPONSE	OMISSION		
				OMITTED REQUIREMENT	REASON FOR OMISSION	EXPLANATION
GRI 403: Occupational Health and Safety 2018	**403-1**	Occupational health and safety management system	119			
	403-2	Hazard identification, risk assessment, and incident investigation	120			
	403-3	Occupational health services	120-121			
	403-4	Worker participation, consultation, and communication on occupational health and safety	119-120			
	403-5	Worker training on occupational health and safety	121			
	403-6	Promotion of worker health	121-124			
	403-8	Workers covered by an occupational health and safety management system	119			
	403-9	Work-related injuries	148			
	403-10	Work-related ill health	148; Preparation Base.			
GRI 404: Training and Education 2016	**404-1**	Average hours of training per year per employee	109; 148-149			
GRI 405: Diversity and Equal Opportunity 2016	**405-1**	Diversity of governance bodies and employees	111; 115-118; 149-152			
	405-2	Ratio of basic salary and remuneration of women to men	152-153			
GRI 406: Non-discrimination 2016	**406-1**	Incidents of discrimination and corrective actions taken	161			

VALUE CHAIN WORKERS

GRI 3-1 Material topics 2021	**3-1**	Process to determine Material topics	13-14-15			
	3-2	List of Material topics	15; 137			
	3-3	Management of Material topics	101-103; 136			
GRI 204: Procurement Practices 2016	**204-1**	Proportion of spending on local suppliers	154			

	GRI STANDARD / TOPIC		PAGE / RESPONSE	OMISSION		
				OMITTED REQUIREMENT	REASON FOR OMISSION	EXPLANATION
GRI 403: Occupational Health and Safety 2018	**403-7**	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	102			
GRI 409: Forced or Compulsory Labor 2016	**409-1**	Operations and suppliers at significant risk for incidents of forced or compulsory labor	82			
GRI 414: Supplier Social Assessment 2016	**414-1**	New suppliers that were screened using social criteria	101; 155			
	414-2	Negative social impacts in the supply chain and actions taken	102; 136; 155			

End consumers

GRI 3-1 Material topics 2021	**3-1**	Process to determine Material topics	13-14-15			
	3-2	List of Material topics	15; 137			
	3-3	Management of Material topics	52; 66; 68; 69; 71; 74; 78; 100			
GRI 203: Indirect Economic Impacts 2016	**203-1**	Infrastructure investments and services supported	50; 61			
	203-2	Significant indirect economic impacts	50; 61; 82; 127			
GRI 418: Customer Privacy 2016	**418-1**	Substantiated complaints concerning breaches of customer privacy and losses of customer data	170			

CROSS-CUTTING INDICATORS

GRI 201: Economic Performance 2016	**201-1**	Direct economic value generated and distributed	42; 171-172			
GRI 303: Water and Effluents 2018	**303-1**	Interactions with water as a shared resource	95			
	303-3	Water withdrawal	95; 172-173			
	303-5	Water consumption	173			

SASB Content Index

Applicable standard: SASB Telecommunications Services Standard (TC-TL), version 2023-12

SASB TOPIC	RELATED MATERIAL TOPIC	CODE	METRIC	PAGE / RESPONSE	OBSERVATIONS / OMISSION
SASB Environmental Footprint of Operations	Climate change	TC-TL-130a.1	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	89; 168;169	
SASB Data Privacy	End consumers	TC-TL-220a.1	Description of policies and practices relating to targeted advertising and customer privacy	78	
		TC-TL-220a.2	Number of customers whose information is used for secondary purposes	171	
		TC-TL-220a.3	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	171	
		TC-TL-220a.4	(1) Number of law enforcement requests for customer information, (2) number of customers whose information was requested, (3) percentage resulting in disclosure	171	
SASB Data Security	End consumers	TC-TL-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of customers affected	161-162	
		TC-TL-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	76	
SASB Product End-of-life Management	Circular economy	TC-TL-440a.1	(1) Materials recovered through take-back programs, percentage of recovered materials that were (2) reused, (3) recycled, and (4) landfilled	88; 98; 162-163	
SASB Competitive Behavior & Open Internet	Business Conduct	TC-TL-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	28; 162	
		TC-TL-520a.2	Average actual sustained download speed of (1) owned and commercially-associated content and (2) non-associated content	48	
		TC-TL-520a.3	Description of risks and opportunities associated with net neutrality, paid peering, zero-rating, and related practices	71	
SASB Managing Systemic Risks from Technology Disruptions	End consumers	TC-TL-550a.1	(1) System average interruption duration, (2) system average interruption frequency and (3) customer average interruption duration	162	
		TC-TL-550a.2	Discussion of systems to provide unimpeded service during service disruptions	76	
SASB Activity Metrics	Cross-cutting indicators	TC-TL-000.A	Number of wireless subscribers	48; 170	
		TC-TL-000.B	Number of wireline subscribers	170	
		TC-TL-000.C	Number of broadband subscribers	49; 170-171	
		TC-TL-000.D	Network traffic	171	

Assurance Report

GRI 2-5

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Telefônica Brasil S.A.

Independent auditors' limited assurance report on the non-financial information contained in the 2025 Integrated Report

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(A free translation of the original in Portuguese)

Independent auditors' limited assurance report on the non-financial information contained in the 2025 Integrated Report

To The Board of Directors and Stockholders
Telefônica Brasil S.A.
São Paulo - SP

Introduction

We were engaged by Telefônica Brasil S.A. ("Company" or "Telefônica") to present our limited assurance report on the non-financial information contained in the 2025 Integrated Report of Telefônica, as detailed on the basis of preparation prepared by the Company for the fiscal year ended December 31, 2025.

Our limited assurance does not extend to information from prior periods or to any other information disclosed in conjunction with the 2025 Integrated Report, including any images, audio files, or embedded videos.

Responsibility of the Management of Telefônica

The management of Telefônica is responsible for:

(a) Selecting or establishing appropriate criteria for the preparation and presentation of the information contained in the 2025 Integrated Report.

(b) Preparing the information according to the GRI Standards, with the basis of preparation, prepared by the Company itself and with the Guidance CPC 09 - "Integrated Reporting," issued by the Federal Accounting Council (CFC), related to the Basic Conceptual Framework of Integrated Report, developed by the International Integrated Reporting Council (IIRC).

(c) Designing, implementing and maintaining internal controls over the relevant information for the preparation of the information contained in the 2025 Integrated Report, so that it is free from material misstatement, whether due to fraud or error.

Limitations in the preparation and presentation of non-financial information and indicators

In preparing and presenting non-financial information and indicators, management followed the definitions set out in the basis of preparation prepared by the Company and the GRI Standards. Therefore, the information presented in the 2025 Integrated Report is not intended to ensure compliance with social, economic, environmental, or engineering laws and regulations. The aforementioned standards, however, provide for the presentation and

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disclosure of any non-compliance with such regulations in the event of significant sanctions or fines.

The absence of a significant set of established practices to rely on for evaluating and measuring non-financial information allows for different yet acceptable evaluation and measurement techniques, which can affect comparability between entities and over time.

Our independence and quality management

We comply with the independence requirements and other ethical demands of the Federal Accounting Council (CFC), which are based on the principles of integrity, objectivity, competence, and professional diligence, and which also consider the confidentiality and behavior of employees.

We applied NBC PA 01 - Quality Management for Independent Auditors' Firms (Legal Entities and Individuals), and consequently projected, implemented and maintained a comprehensive quality management system, including policies and procedures related to compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Responsibility of the independent auditors

Our responsibility is to express a conclusion on the non-financial information contained in the 2025 Integrated Report based on limited assurance engagement conducted in accordance with NBC TO 3000 - "Assurance Engagements other than Audits or Reviews," issued by the CFC, which is equivalent to the international standard ISAE 3000 - Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by International Auditing and Assurance Standards Board (IAASB), applicable to non-financial information. These standards require that the work be planned and performed for the purpose of obtaining limited assurance that the non-financial information included in the 2025 Integrated Report, taken as a whole, is free from material misstatement, whether due to fraud or error, and to issue a limited assurance report that includes our conclusion.

A limited assurance engagement performed in accordance with NBC TO 3000 (ISAE 3000) consists mainly of making inquiries of Telefônica management and other Telefônica employees which are involved in the preparation of the information and applying analytical procedures to obtain evidence that allows us to issue a limited assurance conclusion on the information taken as a whole. A limited assurance engagement also requires the execution of additional procedures when the independent auditor becomes aware of matters that lead them to believe that the information disclosed in the 2025 Integrated Report, taken as a whole, might present significant misstatements.

As part of a limited assurance engagement in accordance with NBC TO 3000 (ISAE 3000), we exercise professional judgment and maintain professional skepticism throughout the engagement. We also:

(a) We determine the appropriateness in the Company's circumstances of using the GRI Standards as a basis for the preparation of non-financial information and indicators.

(b) We perform risk assessment procedures, including obtaining an understanding of the internal controls relevant to the work, to identify where relevant misstatements are likely to

Telefônica Brasil S.A.

arise, whether due to fraud or error, but not for the purpose of providing a conclusion on the effectiveness of the Company's internal controls.

(c) We design and implement procedures that address cases where significant misstatements in non-financial information and indicators are likely to arise. The risk of not identifying a relevant misstatement resulting from fraud is greater than the one resulting from error, as fraud may involve collusion, forgery, willful omissions, or breach of internal controls.

Summary of procedures performed

The procedures selected are based on our understanding of the aspects related to the compilation, materiality and presentation of the information contained in the 2025 Integrated Report, other circumstances of the engagement and our analysis of activities and processes associated with material information disclosed in the 2025 Integrated Report, where significant misstatements might exist. The following procedures were adopted:

(a) planning the work taking into consideration the materiality and the volume of quantitative and qualitative information and the operational and internal control systems that were used to prepare the information contained in the 2025 Integrated Report;

(b) understanding the calculation methodologies and the procedures adopted for the compilation of the indicators through inquiries with the managers responsible for the preparation of the information;

(c) the application of analytical procedures on quantitative information and inquiries about qualitative information and its correlation with the indicators disclosed in the 2025 Integrated Report;

(d) the application of substantive tests for certain non-financial information and indicators; and

(e) for cases where non-financial data correlates with financial indicators, the comparison of these indicators with the audited financial statements.

The limited assurance engagement also included the analysis of adherence to the GRI Standards,to the principles of Integrated Reporting, according to Guidance CPC 09 - "Integrated Report" and to the provisions in the basis of preparation prepared by the Company.

Our procedures did not include assessing the design adequacy or operational effectiveness of the controls, testing the data on which the estimates are based, or separately developing our own estimate to compare with the estimate of Telefônica.

We believe that the evidence obtained in our job is sufficient and appropriate to support our conclusion in a limited manner.

Scope and limitations

The procedures applied in a limited assurance engagement are substantially less in scope than those applied in a reasonable assurance engagement for the purpose of issuing an opinion on the data contained in the 2025 Integrated Report. Consequently, we were unable to obtain reasonable assurance that we became aware of all the significant matters that might

Telefônica Brasil S.A.

have been identified in a reasonable assurance engagement. If we had performed our engagement for the purpose of issuing an opinion, we might have identified other matters and potential misstatements that may exist in the 2025 Integrated Report. Therefore, we will not issue an opinion on this information.

Non-financial data is subject to more inherent limitations than financial data, given both the nature and the diversity of the methods used for determining, calculating or estimating such data. Qualitative interpretations of the relevance, materiality and accuracy of the data are subject to individual assumptions and judgments. In addition, we have not performed any procedures in relation to the information presented for prior periods, forecasts and goals. Our assurance report should be read and understood in the context of the inherent limitations of the process of preparing non-financial information and indicators by management, including the fact that this information is not intended to assure compliance with social, economic, environmental, or engineering laws and regulations.

The contents included in the scope of this assurance engagement are presented in the Basis of Preparation of the 2025 Integrated Report.

Conclusion

Based on the procedures performed, described herein and the evidence we obtained, no matter has come to our attention that causes us to believe that the non-financial information contained in the 2025 Integrated Report of Telefônica, were not compiled, in all relevant aspects, in accordance with the criteria established by the basis of preparation and by the GRI Standards and with the Guidance CPC 09 - "Integrated Reporting".

Other matters - Restriction of use and distribution

This report was prepared for the use of Telefônica and may be presented or distributed to third parties, provided they are familiar with the subject matter and criteria applicable to this assurance engagement, in view of the specific purpose described in the first paragraph of this report.

Any party other than Telefônica that obtains access to this report, or a copy of it, and relies on the information contained herein will do so at its own risk. We do not accept or assume any responsibility and disclaim any liability to any party other than Telefônica for our work, the assurance report or our findings.

São Paulo, july 24, 2026.

PricewaterhouseCoopers
Auditores Independentes Ltda.
CRC 2SP000160/O-5

Maurício Colombari
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Send comments, questions, and suggestions related to the Report to our team via email
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