



TELEFÔNICA BRASIL S.A.

Publicly-held Company
CNPJ/MF No. 02.558.157/0001-62
NIRE 35.3.0015881-4

NOTICE TO THE MARKET

Telefônica Brasil S.A. ("Company") (B3: VIVT3; NYSE: VIV), hereby informs its shareholders and the market in general that, on this date, its wholly-owned subsidiary Terra Networks Brasil Ltda. ("Terra"), has entered into a Purchase and Sale Agreement for Quotas and Other Covenants, with the purpose of acquiring all quotas issued by Samauma Brands Comércio, Importação e Exportação de Eletro-eletrônicos Ltda. ("Quota Purchase and Sale Agreement" and "Samauma", respectively), for the amount of up to R\$80,000,000.00 (eighty million reais), conditional upon the achievement of agreed operational and financial metrics ("Transaction").

Samauma engages, among other activities, in the commercialization of a broad portfolio of accessories for smartphones and electronics under the "i2GO" brand, offering products with high quality, performance, and accessibility.

Founded in 2012, Samauma is currently present in more than 20,000 (twenty thousand) points of sale nationwide, has a robust product development and commercialization process, and achieved Gross Revenue in 2024 of over R\$65,000,000.00 (sixty-five million reais).

The Transaction documents contain terms and conditions common to this type of operation, with its consummation conditional upon the verification of certain suspensive conditions by the parties.

The Operation is part of the Company's strategy to strengthen its presence in the accessories for smartphones and other electronic devices, which already includes its own brand OVVI, while reinforcing its commitment to offering innovative and high-quality products, strategically positioning it to meet the needs of a constantly evolving market. After the acquisition, the brands OVVI and i2GO will coexist in a complementary manner in terms of portfolio and market positioning.

São Paulo, March 18th, 2025.

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