



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), in continuity to the Notice of Shareholders published on March 18, 2025, hereby informs its shareholders and the market in general that, on March 21, 2025, its wholly-owned subsidiary Terra Networks Brasil Ltda. ("Terra") signed the Closing Agreement and completed the acquisition of all quotas issued by Samauma Brands Comércio, Importação e Exportação de Eletro-eletrônicos Ltda. ("Samauma"), for the amount of up to R\$80,000,000.00 (eighty million reais), conditional upon the achievement of agreed operational and financial metrics.

This operation reinforces the Company's presence in the accessories for smartphones and other electronic devices, which already includes its own brand OVVI. After the acquisition, the brands OVVI and i2GO will coexist in a complementary manner in terms of portfolio and market positioning.

São Paulo, March 21st, 2025.

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