



NOTICE TO THE MARKET

CONCLUSION OF THE ACQUISITION OF 4YOUSEE

In addition to the Notices to the Market published on September 18 and September 23, 2024, ELETROMIDIA S.A. (B3: ELMD3) ("**Company**" or "**Eletromidia**") hereby informs its shareholders and the market that its subsidiary Nova Noalvo Serviços de Intermediação Ltda. has completed, as of this date, the acquisition of 100% of the share capital of F6 Sistemas de Informática Ltda. ("**4yousee**").

This transaction strengthens Eletromidia's capacity to deliver advanced analytics and metrics solutions and introduces a new business line to serve current and potential clients on Digital Signage projects. The acquisition also brings in new technologies and an experienced team, consolidating Eletromidia as a full-service company in the field.

With the conclusion of this operation, the Company reaffirms its commitment to executing its growth strategy in the out-of-home (OOH) segment, providing intelligent data-driven solutions that create a competitive edge and elevate the level of intelligence in the out-of-home (OOH) market.

São Paulo, October 17th, 2024

Ricardo de Almeida Winandy
Chief Financial and Investor Relations
Officer

ri@eletromidia.com.br /
ri.eletromidia.com.br

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