

AZZAS 2154 S.A.

Publicly-held Company

Corporate Taxpayer Registration (CNPJ) No. 16.590.234/0001-76

Commercial Registry Number (NIRE) 31.300.025.91-8 | CVM Code No. 02234-9

NOTICE TO THE MARKET

AZZAS 2154 S.A. (“**AZZAS 2154**” or “**Company**”) informs the beginning of a transition process at AR&Co, current BU Mens’ Clothing Lifestyle. Rony Meisler, Fernando Sigal, Jayme Nigri Moszkowicz and José Alberto da Silva, founders of Reserva, will end the cycle of their executive positions at AR&Co in December 2024, with the conclusion of their respective employment contracts entered into in 2020. In recent years, Reserva has become one of Brazil's most successful retailers and continues to positively impact millions of customers. Founded in 2004, Reserva was already a great success story in brand creation in menswear segment when it was acquired by Arezzo&Co in 2020. Since then, its success has been boosted by the combination of talent, partners' expertise and investments in developing the brand. Between 2019 and June 2024 (last twelve months) AR&Co achieved a 297% growth in revenue, from approximately R\$ 400 million to R\$ 1.6 billion in revenue.

AR&Co has the best brand portfolio of menswear in Brazil and a long-standing team made up of great talents who sustain the brands' identity, and which will continue with the company. Rony and the other founders will continue to support the transition process until the end of this year.

AR&Co's new CEO will be Ruy Kameyama, current member of the board of directors of AZZAS 2154 and former board member of Grupo Soma. Ruy, born in Rio de Janeiro, has a degree in economics from IBMEC-RJ and MBA from Harvard Business School, with previous experience in investment banking and the franchise sector. He has extensive experience in company management and team building, having led the growth and culture strengthening case at BRMalls, in the shopping center sector.

Together with the current AR&Co team, Ruy will aim at maintaining AR&Co's strong track record of growth and development of AR&Co brands, as well as actively participating in the integration with AZZAS 2154, including the start of the project to produce AR&Co lines at the Hering plants. The business unit's brands (Reserva, Reserva Mini, Oficina, Reserva Ink, Reserva Go, Reversa, Simples, Baw and Foxtan) will continue to be directed by their respective teams.

AZZAS 2154 would like to thank Rony, Nandão, Jayme and Zé for their years of dedication and great achievements, and to wish Ruy and the team that has been formed over the last few years the best of luck and continues at AR&Co!

Belo Horizonte, August 29th, 2024

RAFAEL SACHETE DA SILVA

Chief Financial, Corporate and Investor Relations Officer