



# SUSTAINABILITY REPORT 2024



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# 1. INTRODUCTION



## 1.1 ABOUT THE REPORT

The report aims to consolidate and report the main events and ESG (Environmental, Social and Governance) indicators of Lojas Quero-Quero and its subsidiaries for the period from January 1 to December 31, 2024.

The content of this report is periodically revised and updated based on an analysis of the company's benchmarks and consultation with our stakeholders through online questionnaires, which seek the engagement and participation of those who are directly interested in the company. Based on these processes, we periodically update the materiality matrix which, in turn, structures the choice of our GRI indicators.

In the document, we present our profile, our principles and our business model. We address our Corporate Governance, as well as our Social and Human Capital and the Environment, in order to position the Company in relation to these aspects so that we can continue to improve ourselves and, at the same time, develop additional actions always with the aim of advancing further and further on the ESG agenda.

With this annual report, we want to demonstrate our commitment to generating long-term value for customers, employees, suppliers, investors, shareholders, society and all the stakeholders we impact in some way or are impacted by.

### Reading Tools

This document was drawn up based on international guidelines and good reporting practices: the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB). It also includes our actions and efforts related to the United Nations' Sustainable Development Goals (SDGs), in a structure guided by the company's materiality study.

The structure of the document was organized and guided by the Company's Materiality Matrix.





## 1.2 MESSAGE FROM THE BOARD

### 2024: Building with Purpose and Resilience

As with a major construction project, we know that Lojas Quero-Quero's success is based on solid pillars: sustainable growth, commitment to people and a positive impact on communities. In 2024, we face significant challenges, but together we continue to build the company of our dreams, strengthening our mission to transform lives through access to housing and conscious consumption.

The year was marked by success and achievements. We celebrated our 57th anniversary with new growth milestones, reaching 573 stores in operation and expanding our presence in the states of Rio Grande do Sul, Mato Grosso do Sul, São Paulo, Paraná and Santa Catarina. Our team grew and, at the end of the year, we reached the mark of 8,759 employees, reflecting our positive impact on the economic development of the regions where we operate. In addition, we reaffirmed our commitment to valuing internal talent, promoting more than 1,300 employees, recognizing and encouraging professional growth within the company.

Our work environment and organizational culture have once again been recognized with Top Employer certification, reinforcing our commitment to good people management practices. We continue to invest in training our people, ensuring an environment where employees can grow and develop.

Faced with a challenging macroeconomic scenario and the floods in Rio Grande do Sul, we showed the strength of our core values. From the outset, we mobilized our teams to support the affected communities, delivering more than 1,000 tons of essential items, the result of donations made by the company and also by customers in our stores, which were transformed into collection points. In addition, we offered special conditions for the reconstruction of affected homes. Thanks to the commitment of the entire team, we were able to refurbish and reopen all the affected stores by June, reaffirming our resilience and operational agility.

Our strategic consistency and financial discipline ensured sustainable growth throughout the year. With the gradual recovery of consumer spending, the average ticket went up again, reflecting the solid performance of the electrical and furniture lines and the recovery of the building materials segment. We ended the year with growth of 11.2% in consolidated revenue and 6.3% in Same Store Sales (SSS). Adjusted EBITDA rose 48.3%, demonstrating the efficiency of our business model and the company's ability to adapt.

VerdeCard continued to be one of our main competitive differentiators, providing customers with more financial access and boosting consumption at partner establishments. The volume transacted grew by 18.8%, while the credit structure was reinforced with new issues, guaranteeing the sustainability of the model.

In the ESG pillar, we made significant progress. We kept the silver seal on the GHG Protocol's Public Emissions Register, reinforcing our transparency and commitment to climate management.

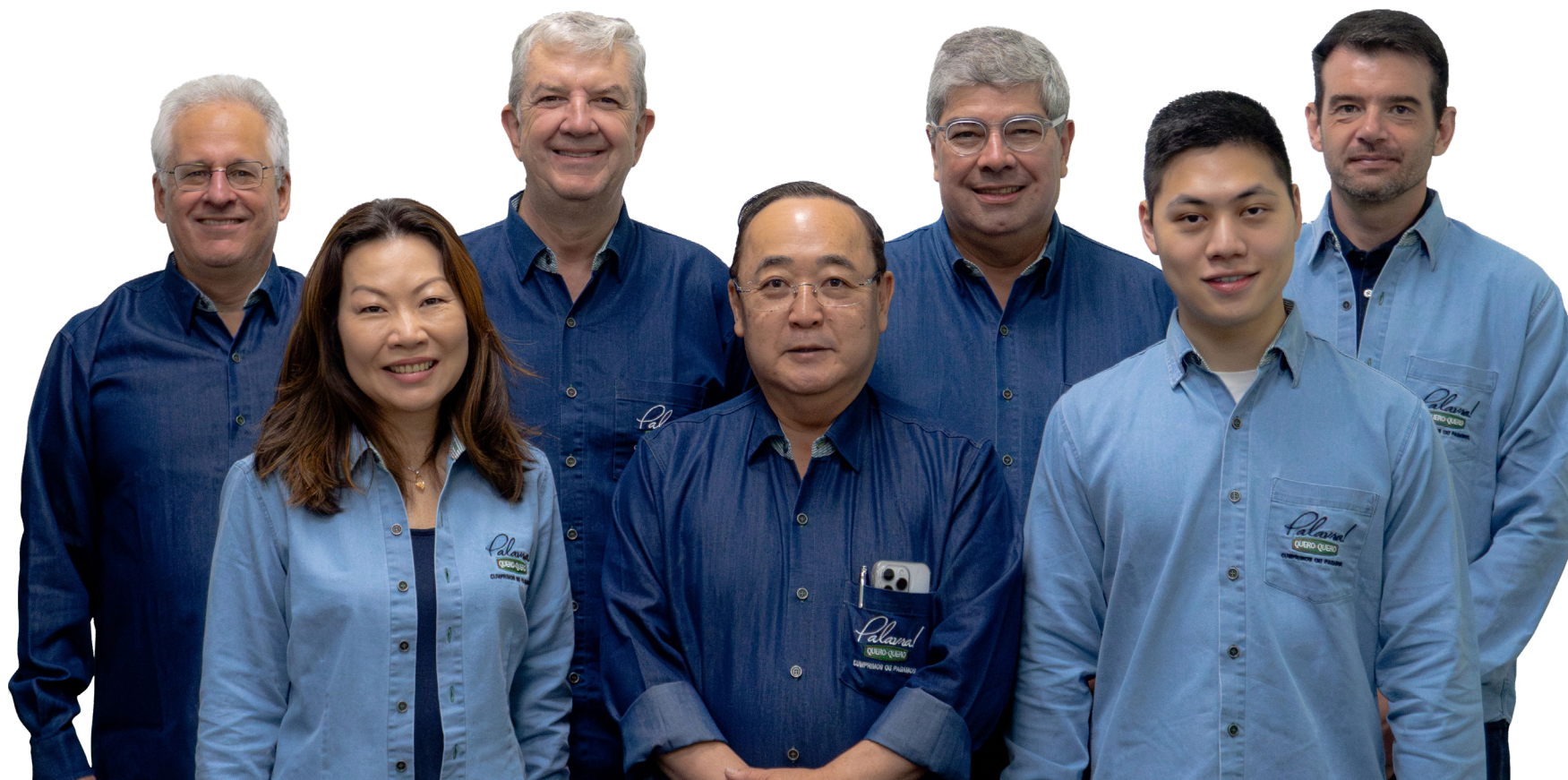
Our six photovoltaic plants helped prevent the emission of more than 1,500 tons of CO<sub>2</sub>, and we were once again recognized by Institutional Investor as one of Latin America's most respected companies in terms of corporate governance. These recognitions reflect the continuous effort to operate responsibly, generating value for all our stakeholders.

Relationships with communities were also strengthened. In digital, we created content that brought customers even closer to our brand. In stores, we promoted initiatives that strengthened our connection with people, from promotional campaigns to

social actions with a direct impact. We maintained our high level of service, reaching the NPS excellence zone and rewarding employees who ensured positive customer experiences.

We close 2024 with the certainty that we have overcome challenges without losing sight of our purpose. We remain steadfast in our mission to offer affordable and sustainable solutions for Brazilian homes, always driven by our Core Values and Truths.

May we be even more Quero-Quero every year. Let's build a better future together!

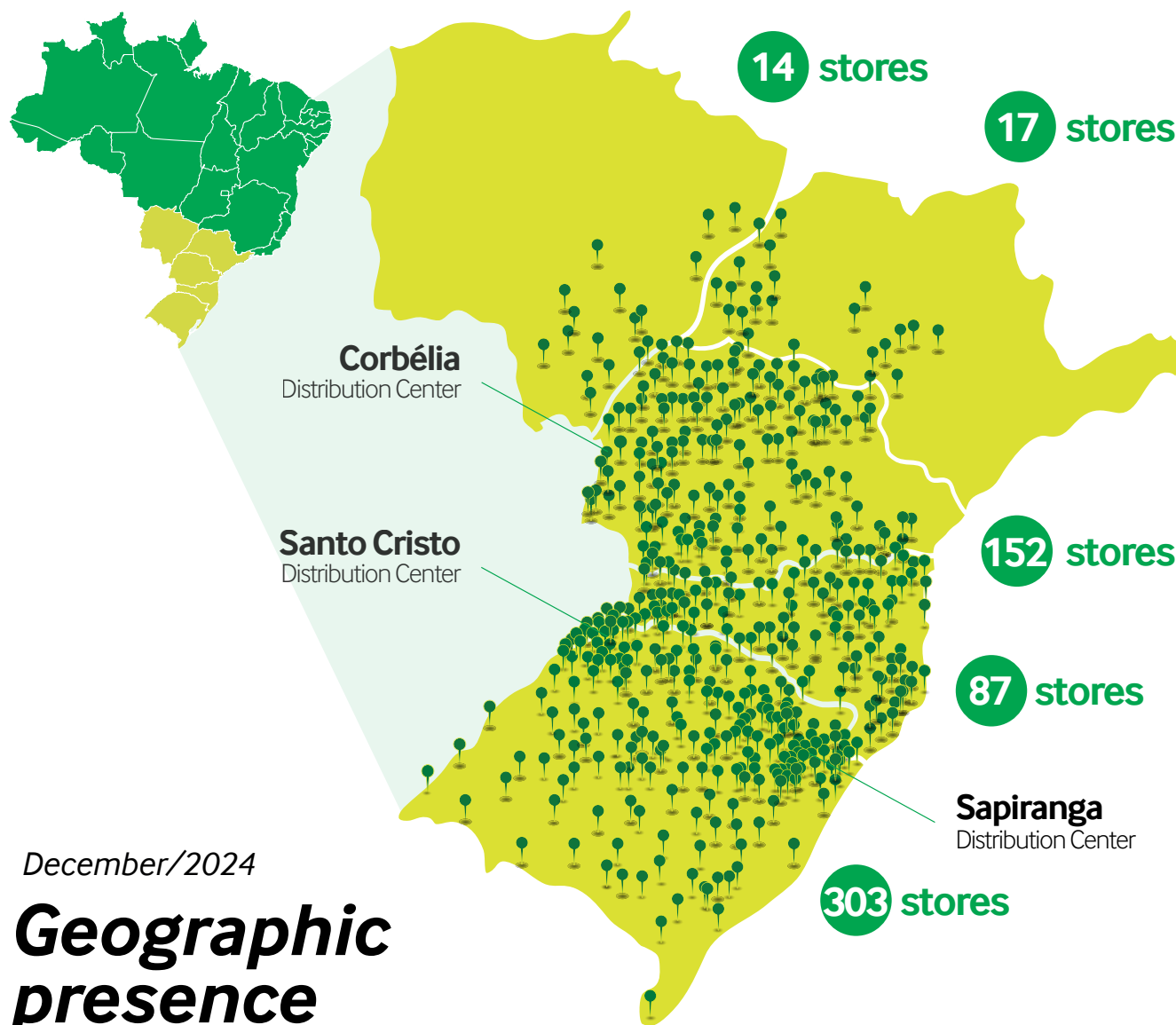




2. LOJAS

QUERO-QUERO S.A.





**573 stores**

**95% of them in cities with less than 300k inhabitants**

## Focus on small cities

(# of stores by size of city)



**Gross Revenue:** BRL 3.055 million

**Gross Profit:** BRL 928 million

**EBITDA:** BRL 237 million

**CAPEX:** BRL 52 million

Data referring to 2024



## 2.1 OUR HISTORY

Lojas Quero-Quero was born on August 15, 1967, in the city of Santo Cristo, in the interior of the state of Rio Grande do Sul, by the partners Mr. Tilli Alceu Scholze, Mr. Walter Edmundo Gallas and Mrs. Senna Klein Hartmann. Its name was inspired by the Quero-Quero bird, guardian of the lands from which the economic growth of the state of Rio Grande do Sul came at that time. In its early years, the store, which initially focused on agricultural implements and veterinary products, expanded its product portfolio to include hardware, tools and building materials, which would later become the company's main focus.

Our business model has made us known for offering an integrated solution to our consumers, characterized by our product portfolio of building materials, household appliances and furniture, in order to cover a large part of our customers' needs in the home and construction segment. In addition to the retail segment, through our subsidiary Quero-Quero Verdecard Instituição de Pagamento S.A. ("VerdeCard") we offer credit options to our customers, mainly in the financing of installment sales. In this way, Lojas Quero-Quero manages the VerdeCard credit cards and, to complete the mix of products on offer, has a diversified portfolio of financial services, which enhance and provide a complete retail solution for its customers.

The first decade of the 21st century was one of continuous change and evolution for the company. As well as continuing on the

path of organic expansion, there was a change in control of the company. On September 5, 2008, private equity funds managed by managers affiliated with Advent acquired the majority of the shares in the company's share capital and, therefore, control.

With the change of control, the company's management was restructured in order to introduce the participation of independent directors on the Board of Directors and Audit Committee, professionalization of the administration, as well as the implementation of management and governance techniques following the guidelines of the private equity manager, Advent. On January 30, 2009, the company's head office was moved to Cachoeirinha, in the state of Rio Grande do Sul, in the metropolitan region of Porto Alegre, thus being closer to its main suppliers.

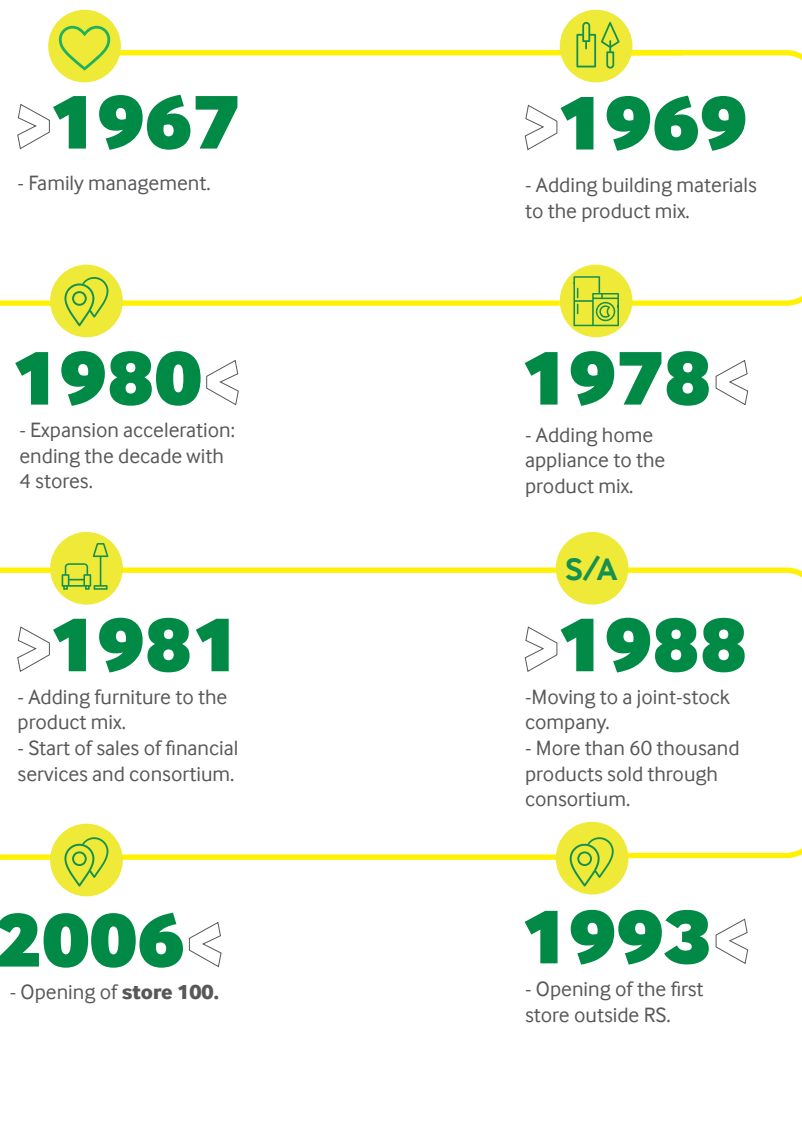
In 2020, the company held its initial public offering (IPO) in August, becoming listed on B3's Novo Mercado segment, an opportunity that marked the complete departure of private equity manager Advent from the shareholder roster.

In recent years, our focus has been on improving store operations, commercial strategies, people management, control of results based on cash flow, leadership development and investment in technology, which we believe has allowed us to create a unique business model that is successful in small and medium-sized towns in all regions of Brazil.

With a view to developing both our business model and the

communities in which we operate, our main focus since 2019 has been on “figital” initiatives, i.e. initiatives that provide integration between the company’s physical stores and e-commerce. In 2019, we launched the e-commerce of Lojas Quero-Quero, serving all the cities where the company had previously had physical stores, thus creating a new sales channel through its own website or app, which has already been integrated with the stores in the store pick up system and also ship from store. Another important milestone in the company’s trajectory was the launch of the Infinite Store (Figital project) in 2021, an initiative that was born as a follow-up to the Quero-Quero Muito Mais (1P) project, which began in 2020. The Infinite Store consists of a showroom set up in Sapiiranga and an online platform, which was launched in October 2021, with a virtual environment that represents the more than 4,000 m<sup>2</sup> of the showroom. Through this new initiative, we have been able to bring more than 20,000 SKUs to the small and medium-sized cities where we operate, which can be accessed by customers from their homes or from the physical store, with all the advice of their local salesperson.

In full expansion across the country, we currently have stores in the states of Rio Grande do Sul, Santa Catarina, Paraná and, more recently, Mato Grosso do Sul and São Paulo, as well as three distribution centers. In 2024, Lojas Quero-Quero celebrated 57 years of history, maintaining the essence of building lasting relationships with small and medium-sized communities in the countryside.







## > 2008

**Advent International**  
GLOBAL PRIVATE EQUITY

- Receives investment from the fund of private equity.



## > 2011

- Opening of **store 200**.  
- Start of operation in Paraná.



## 2020 <

- Lojas Quero-Quero became a publicly-held company with pulverized capital (Corporation) listed on the *Novo Mercado*.



## 2019 <

- Opening of **store 300**.  
- Launching of E-commerce platform.  
- New milestone: 50 stores opened in one year.



## > 2021

- Opening of **store 400**.  
- Start operation in Mato Grosso do Sul and São Paulo.  
- Opening of the 3rd Distribution Center in Corbélia/PR.



## > 2022

- Opening of **store 500**  
- 55 years of Lojas Quero-Quero.  
- Full implementation of the Infinite Store (Phygital project).



## 2024 <

- 573 stores in operation  
- Photovoltaic plants 100% in operation.



## 2023 <

- 56 years of Lojas Quero-Quero.  
- Start of operation of contracted photovoltaic plants.



## 2.2 OUR MISSION AND VALUES

Lojas Quero-Quero's values guide the actions and convictions of the entire team on a daily basis. Our values are the foundation of the pillars that support our operation. Pride in being part of them is our differential.

We are an organization that believes that relationships based on integrity, simplicity, trust and respect are the most important things. Our mission is to provide a better life for our employees, clients and the communities in which we operate. We believe that by living this with excellence we will generate the value and results that will provide us with constant and sustainable growth.



### Integrity

Having an open heart and acting genuinely. It means being true, being whole and, no matter how difficult the situation, never hiding the truth from anyone. We believe that integrity is what unites us and allows us to grow.

### Simplicity

It's having an inner soul and being proud of it. It means treating people equally, being humble and recognizing the value of others. This is how we recover our origins, bring people closer together and build strong, lasting relationships.



### Trust

It's believing in people, keeping your promises and always being truthful. It means giving yourself fully and unreservedly to your relationships. It's fighting for what we believe in and knowing that we're not alone. And more than that, it's having the conviction that we can make a difference.



### Respect

Is the feeling that leads you to treat people with attention, respecting their space, their limitations, their principles, beliefs and values. It means setting a good example and treating others the way you would like to be treated.







### Commitment

It's giving yourself without expecting anything in return, being in the fight with total commitment and being worthy, with the deepest sense of duty accomplished. It is our commitment that shows how important and necessary relationships are for each of us. And it is with everyone's commitment that we build a strong company that is always ready for any challenges that arise.



### Transparency

Looking people in the eye, having frank conversations, showing pure and sincere feelings. We believe that it is transparency that brings us closer to people and makes them want to be by our side. Transparency means building relationships based on truth.



### Focus on people

We believe that we should always look at people. It's betting on each person's dreams and believing that together we can build ever more consistent and bigger dreams. Focusing on people means being sure that they drive everything.

### Teamwork

It's seeing that, by teaming up with others, we consolidate a strong structure, with intense energy and consistent possibilities for achieving our goals. It's not being satisfied with just doing our part of the process, but striving for the team to reach its final goal. It's a virtuous cycle of strengthening and growth.



### Austerity

Learning how to do things objectively and avoiding waste. Seeking practical solutions, but without compromising on quality. Always setting a good example in the use of company assets.



### Continuous Learning

It's about constantly developing, sharing ideas and learning from others, seeking knowledge and being ready for opportunities. Being aware of this means believing that you can always go further. It means believing in yourself and in others, while maintaining motivation and a sparkle in your eyes.



### ***Our Vision***

To be the organization with the largest, most qualified and consistent network of relationships among the most populous classes in Brazil, operating with excellence in the retail of building materials, financial services and credit card administration.

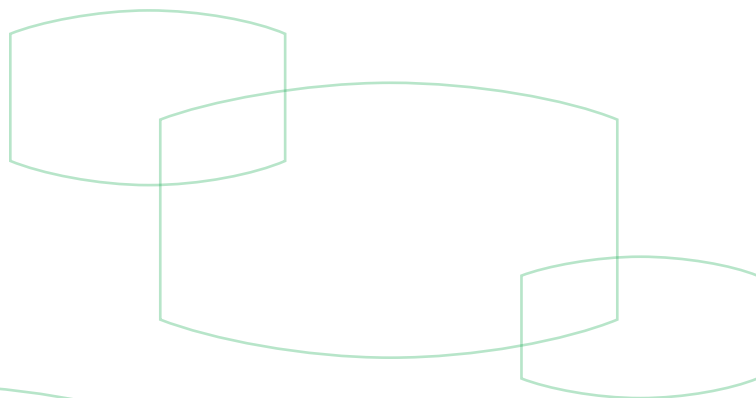
### ***Our Fundamental Truths***

- Promise only what you can keep, but keep everything you promise, whatever the cost.
- Always speak the truth, always, no matter who it hurts.
- Do unto others as you would have them do unto you.

## 2.3 RELATIONSHIP WITH STAKEHOLDERS AND OUR MATERIALITY MATRIX

As a retailer, we have various levels of interaction with stakeholders on a daily basis, from direct conversations with our customers to meetings and conferences with investors. These interactions, both formal and informal, contribute to a broader understanding of the impacts of our operations.

Based on these connections, combined with the company's internal exchanges, vision and values, we gathered essential information to define our strategic focus areas. In 2021, we carried out an assessment of the maturity of the ESG theme in Brazil and in the retail sector, covering national and international companies, and we assessed the company internally to define the organizational maturity of each theme and the implementation of strategies to move forward on each front. This continuous process culminated, in the first months of 2023, in the updating of our materiality matrix, with an expanded scope. We invited all of our more than 8,000 employees, including the Board of Directors and Executive Board, as well as our external stakeholders, to complete a questionnaire in which they could select 5 topics that they considered to



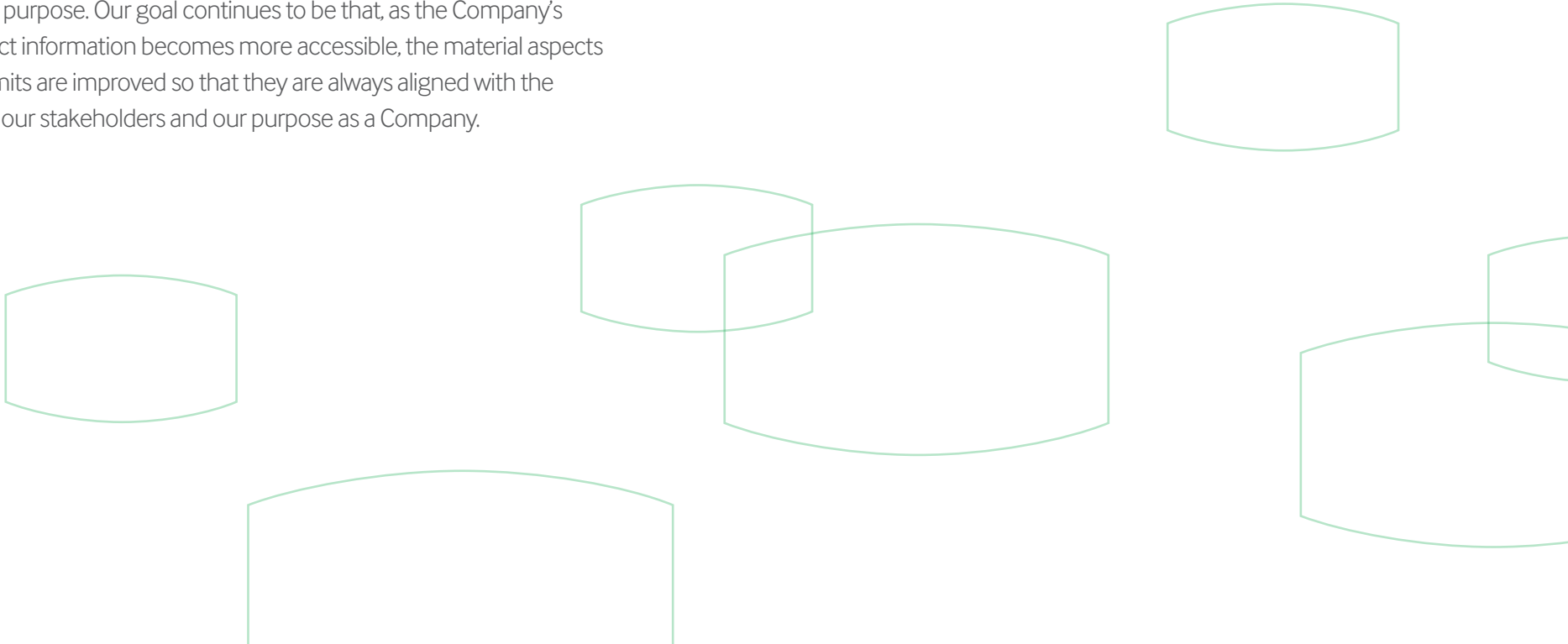
be of greatest relevance to the Company and its subsidiaries, considering the sustainability of the business and the generation of value.

This periodic updating of the materiality matrix allows us to improve the identification and prioritization of the most critical ESG issues for Lojas Quero-Quero’s medium and long-term strategic planning. The aim of our involvement with stakeholders is to help inform and validate our own assessment of priorities. By participating in stakeholder dialog, we are able to assess the impact of our activities, refine priorities, measure progress and identify opportunities for improvement. Overall, these efforts contribute to building a better company, workplace and world.

We thus seek to ensure that the material aspects and their limits are always aligned with the interests of our stakeholders and with the Company’s purpose. Our goal continues to be that, as the Company’s social impact information becomes more accessible, the material aspects and their limits are improved so that they are always aligned with the interests of our stakeholders and our purpose as a Company.

MATERIALITY MATRIX

Our focus areas		
	Environment	<ul style="list-style-type: none"><li>• Supplier Management</li><li>• Energy efficiency</li><li>• GHG Emissions</li></ul>
	Social	<ul style="list-style-type: none"><li>• Talent attraction, development and retention</li><li>• Corporate Social Responsibility and Human Rights</li><li>• Occupational health and safety</li><li>• Diversity, inclusion and equity</li></ul>
	Governance	<ul style="list-style-type: none"><li>• Ethics and integrity</li><li>• Information security</li><li>• Innovation and technology</li></ul>

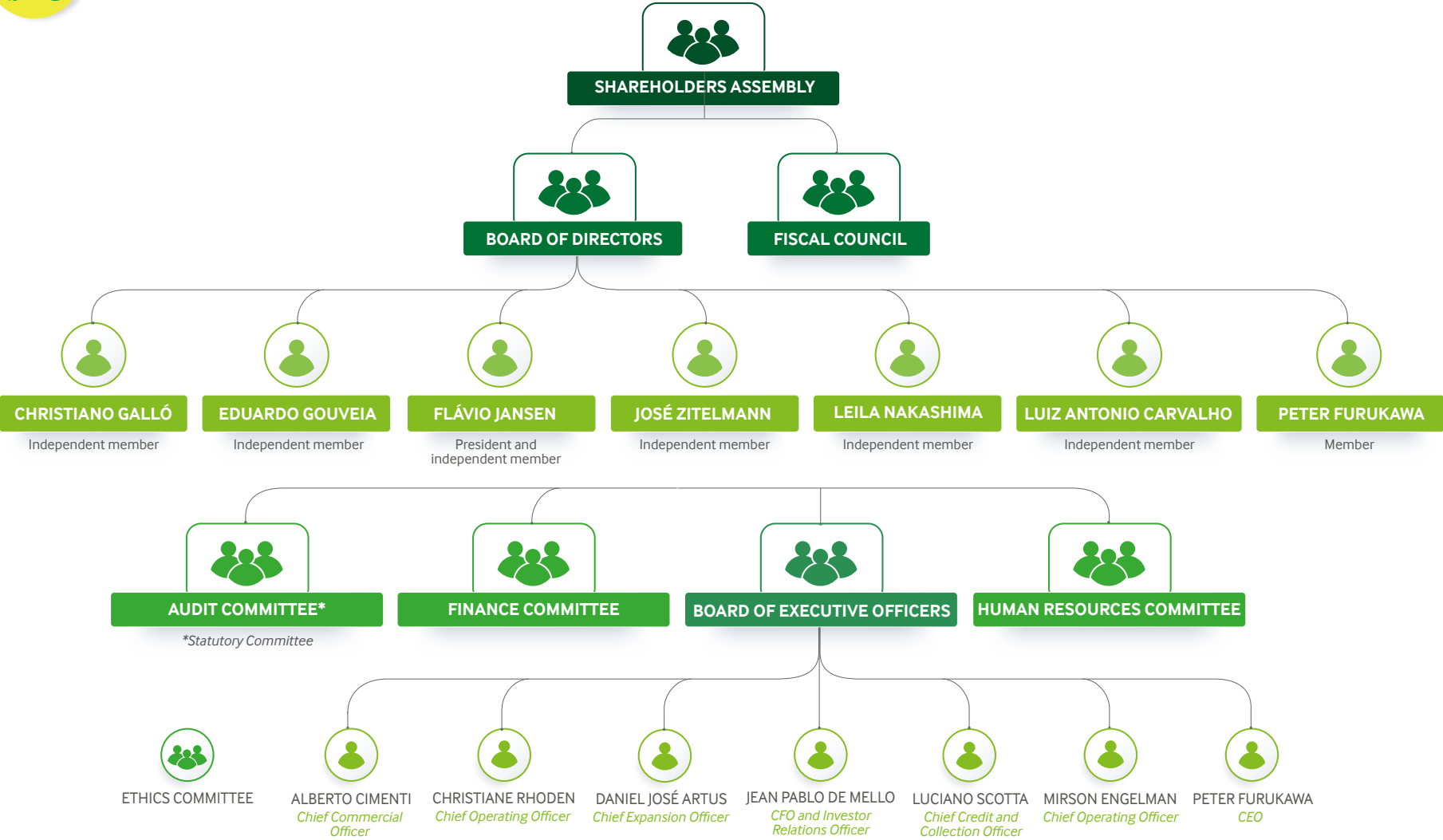




### 3. OUR CORPORATE GOVERNANCE



Structure



As part of our culture, Corporate Governance is based on our daily commitment to our core values and truths, which recognize our ethical obligations and our commitment to our employees, customers, shareholders and the communities in which we operate.

Lojas Quero-Quero aims to be the number one choice of our stakeholders in the home and construction market. We believe we have a responsibility to act ethically and to understand the impact we have on people and communities, while taking into account the interests of a broad base of constituents.

It is for this reason that we seek to continuously improve our Corporate Governance structure and enhance our internal controls, and we are committed to the best Corporate Governance practices.












































































The Company is subject to the rules of the Novo Mercado Regulations. Companies that join the Novo Mercado voluntarily submit to certain rules that are stricter than those in Brazilian legislation, obliging them, for example, to issue only common shares; to keep at least 25% of the company's shares in circulation, among other hypotheses; to set up an Audit Committee; to approve the internal regulations of the Board of Directors and its advisory committees and to set up an internal controls area within the company.

We adhere to the practices recommended by the Brazilian Institute of Corporate Governance, such as, for example, the existence of a policy for the disclosure of relevant information; Board members with experience in operational and financial matters, as well as experience in participating in other boards of directors; Maintenance of a complaints channel (Ethics Channel) for the submission of complaints or the resolution of ethical dilemmas and Provision in the articles of association for the installation of a Supervisory Board.

Thus, observing the highest level of Corporate Governance, Lojas Quero-Quero's Board of Directors, together with its executive officers and committees, are committed to maximizing long-term value for our shareholders, and are responsible for supporting and supervising corporate strategy and risk management processes.



## Board of Directors - Competency Framework

Personal Information	Name	Flávio Jansen	Christiano Galló	Eduardo Gouveia	Guilherme Mizaqui	Leila Nakashima	Jorge Herzog	Peter Furukawa
	Occupation	President of the CA	Counselor	Counselor	Counselor	Counselor	Counselor	Counselor
Diversity	Gender							
	Age range							
	Race/Ethnicity	White	White	White	Yellow	Yellow	White	Yellow
	Term of office	17 years	5 years	5 years	1 year	3 years	1 year	5 years
Effectiveness	Effective							
	Independente							
	Participation in council/committees							
	Participation in RCAs	100%	100%	100%	100%	100%	100%	100%
Experiences	Administration							
	ESG							
	Marketing							
	Financial Market/M&A							
	People							
	Financial services							
	Technology and innovation							
	Retail							

 <30 years old
  30-50 years old
  +50 years old

## Board of Directors



Our Board of Directors is made up of members elected individually or through a slate at the General Shareholders' Meeting, with a unified term of office of two years and re-election permitted, with the election of alternates permitted and subject to dismissal by the General Shareholders' Meeting.

The current Board of Directors was elected by the company's shareholders at the Annual General Meeting in April 2024. The Board is currently made up of seven effective members, six of whom are considered independent under the Novo Mercado rules. According to the Novo Mercado regulations, at least 20% of the members of the Board of Directors must be independent directors, i.e. they meet the conditions of independence and cannot be a controlling shareholder of the Company, related to the controlling shareholder or manager or receive other remuneration from the Group.

According to the Appointment Policy, members are chosen on the basis of alignment with the Company's mission and strategic positioning, and on the basis of criteria such as diversity of knowledge, experience, behavior, cultural aspects, age and gender, so that the Company can benefit from a plurality of arguments and a decision-making process with greater quality and security.

### **Christiano Antoniazzi Galló**

Mr. Christiano Antoniazzi Galló holds a degree in business

administration from Southern Methodist University - Cox School of Business (USA), and an MBA from the University of Cambridge - Judge Business School (England). He began his career in e-commerce planning at JC Penney (USA). Later, he was an equity investment analyst focusing on retail and consumer companies at IP Capital Partners (Brazil), Dynamo Capital (UK) and VELT Partners (Brazil).

### **Eduardo Campos Gouveia**

Mr. Eduardo Gouveia is an investor and advisor in startups such as Allya, Pin People, Hands, AsaaS, Marvin, HubLocal, among others. He has been a board member of large companies such as Mapfre Seguradora (Chairman of the Board), CI&T, Baterias Moura, Raymundo da Fonte, Abastece Aí (Ultra Group), Inspirali Educação. He was chairman of Cielo until August 2018, a company providing payment solutions, technology and services for retailers. He was president of Alelo and founder and CEO of Livelio, a loyalty company owned by Banco do Brasil and Bradesco. He was the first CEO of Multiplus Fidelidade. He worked at Cielo as Vice President of Sales and Marketing. He was Vice President of Marketing at Walmart Brasil and was Marketing Director of Bompreço and General Director of HiperCard. He began his career at Banco Banorte, in the Technology area, working in the product, marketing and commercial areas. He has a degree in Computer Science from UFPE, a specialization in



Finance from IBMEC and an MBA in Marketing from FGV.

### **Flávio Benício Jansen Ferreira**

Mr. Flávio Jansen Ferreira has been a member of the board of Lojas Quero-Quero since 2009. He is a member of the Board of Directors of Locaweb Internet S.A., where he has also served as Vice-President of Marketing and CEO and was a member of the Advisory Board. He is a board member of the companies Digipix S.A. Allied Tecnologia S.A. and YDUQS Participações S.A. He has been a board member of the Brazilian Chamber of Digital Economy - Câmara E-Net, since 2003. He was responsible for starting the Submarino.com website and worked in the company as technology director, rising to the position of CEO. He was president of Submarino.com during the company's IPO on the Bovespa and during the merger with Americanas.com that resulted in the company B2W - Companhia Digital. He was a board member of CETIP-SA - Mercados Organizados, now part of B3. He was a board member of the education company Grupo IBMEC Educacional S.A. He was a board member of the company Fleury S.A. He was a board member and Chairman of the Board of Directors of the company International Meal Company Alimentação S.A. He has a degree in Electrical Engineering from the Catholic University of Rio de Janeiro.

### **Guilherme Yuiti Miazaqui**

Mr. Guilherme Yuiti Miazaqui is a partner, equity analyst and member of the Management Committee and Risk Committee of Alaska Asset

Management. He has been a member of the Alaska team since 2017. He has a degree in Computer Engineering from the Polytechnic School of USP, a degree in Business Administration from the State Technical School of São Paulo and is ANBIMA Certified Manager (CGA).

### **Leila Harumi Nakashima**

Ms. Leila Harumi Nakashima was CPO (Chief Product Officer) of La Haus, a company present in Colombia and Mexico, until the beginning of 2023. At La Haus, she was responsible for developing digital products for the real estate market, making the dream of home ownership possible for millions of families. Previously, she took part in Magalu's digital transformation for ten years, rethinking the physical stores, implementing multichannel and the marketplace platform. She has experience in retail, consumer goods, technology and strategic consulting. She has a degree in Electrical Engineering from the Polytechnic School of USP and an MBA from Stanford University, USA.

### **Jorge Fernando Herzog**

Mr. Jorge Fernando Herzog has 34 years of experience in retail, having held executive positions in renowned chains in Brazil and Mexico, as Vice President of the Carrefour Group and the Pão de Açúcar Group, as well as CEO of Ponto Frio, being responsible for the integration with Casas Bahia (Casas Bahia Group). He was involved in the process of transforming Grupo Walmart Brasil into Grupo BIG, culminating in its sale to Grupo Carrefour. He is

currently a member of the Board of Directors and Coordinator of the Commercial and Operations Committee of Grupo Supermercados Irmãos Lopes S.A., as well as a member of the Board of MOB2CON Soluções Tecnológicas S.A. and a mentor and investor in several startups.

### **Peter Takaharu Furukawa**

Mr. Peter Furukawa joined the company in 2009. Since then, he has held the position of Chief Executive Officer. In addition, he is a member of the Board of Directors of Fortbras and C&A Modas S.A. Before joining Lojas Quero-Quero, Peter served as CEO of IMC, COO of Pernambucanas, CEO of Submarino, CFO at PepsiCo Foods and Senior Engagement Manager at McKinsey & Co. He has a degree in Computer Science and an MBA from Brigham Young University - USA.



### **Shareholding Control**



**1967 - 2008**

Family  
management



**2008 - 2020**

Investee  
of a private equity



**2020 - Present**

Publicly-held Company  
(Corporation) listed on  
Novo Mercado



## Advisory Committees



Lojas Quero-Quero has three advisory committees, the purpose of which is to assist the Board of Directors in the company's decision-making process so that decisions are assertive and in line with the Quero-Quero Group's strategy.

**Audit Committee:** statutory committee with the purpose of assisting the Board of Directors and the Executive Board in fulfilling their duties to supervise, mainly, the conduct and integrity of financial information, the internal control systems of financial information and compliance with legal and regulatory obligations.

**Finance Committee:** its purpose is to assist the members of the Board of Directors in any matters relating to the financial policies adopted by the Company.

**Human Resources Committee:** its purpose is to advise the Board of Directors on matters relating to the Quero-Quero Group's strategic human resources.

**Ethics Committee:** its purpose is to ensure, within the company, compliance with processes and procedures and

compliance with the guidelines established in the Code of Conduct and Ethics of Lojas Quero-Quero S.A. and its complementary policies (Policy for Investigating Notifications and Policy for Consequences), guaranteeing an environment of integrity and the preservation of the company's reputational assets.



For up-to-date information on the experience of CA and Committee members:

<https://ri.quero-quero.com.br/governanca-corporativa/conselho-de-administracao/>

To access the Nomination Policy for Members of the Board of Directors, Committees and Statutory Executive Board of Lojas Quero-Quero S.A., click on the link:

<https://ri.quero-quero.com.br/governanca-corporativa/estatutos-e-politicas/>



## RECOGNITION

### IDIVERSA B3

A B3 novelty in 2023 was the launch of the first diversity portfolio called IDIVERSA B3. Lojas Quero-Quero proudly celebrates, for the second year running, its inclusion among the 75 companies that make up the Latin American index to consider gender and race criteria in ten different economic sectors. This achievement reflects the company's firm commitment to promoting diversity, which is evident from the highest levels of leadership down to all hierarchical levels. We are also members of five other ESG indices: IGPTW, IGC, IGCNM, IGCT and ITAG.

### Institutional Investor

#### 2024 Latin America Executive Team

In 2024, Lojas Quero-Quero was once again recognized by Institutional Investor, in the Latam Executive Team (Small Cap & Retail) category, achieving the distinction of Most Honored Company. The company was recognized in six categories:



**3<sup>rd</sup> Place** – Best Board of Directors  
Buy-side & Combined (2<sup>nd</sup> Place - Sell-side)



**3<sup>rd</sup> Place** – Best CEO  
Buy-side & Combined (2<sup>nd</sup> Place - Sell-side)



**3<sup>rd</sup> Place** – Best CEO  
Buy-side & Combined (2<sup>nd</sup> Place - Sell-side)



**3<sup>rd</sup> Place** – Best IR Professional  
Combined (2<sup>nd</sup> Place - Sell-side)



**3<sup>rd</sup> Place** – Best IR Team  
Combined (2<sup>nd</sup> Place - Sell-side)



**3<sup>rd</sup> Place** – Best IR Program  
Buy-side & Combined (2<sup>nd</sup> Place - Sell-side)

In the past, Lojas Quero-Quero has been recognized in the following categories: Analyst Day (2021 and 2022); Best ESG Program (2022 and 2023); Best Board of Directors (2023) and Best CFO (2022).

## 3.1 MANAGEMENT REMUNERATION

The annual Remuneration Proposal for the Board of Directors of Lojas Quero-Quero is prepared taking into account the assumptions defined in the Remuneration Policy and market practices, both to define the relative value of the positions and to seek market benchmarks.

The objectives of Lojas Quero-Quero's remuneration in relation to Management are:

- Attracting, rewarding, retaining and encouraging executives to conduct their business in a sustainable manner, observing the appropriate risk limits, while always being aligned with the interests of shareholders;
- Providing remuneration based on criteria that differentiate performance and also allow individual performance to be recognized and valued;
- Ensuring the maintenance of internal and external balance standards, compatible with the responsibilities of each position and competitive with the benchmark labor market, regulating criteria and establishing administrative controls capable of responding to the Company's various needs.

The overall remuneration of the Company's Key Personnel (understood as members of the Board of Directors, the Executive Board, the Audit Board and the Committees, including employees and service providers of the Company and its subsidiaries) is made up of the following components: (i) fixed remuneration; (ii) variable remuneration; and (iii) other elements that the Company's Board of Directors may determine.

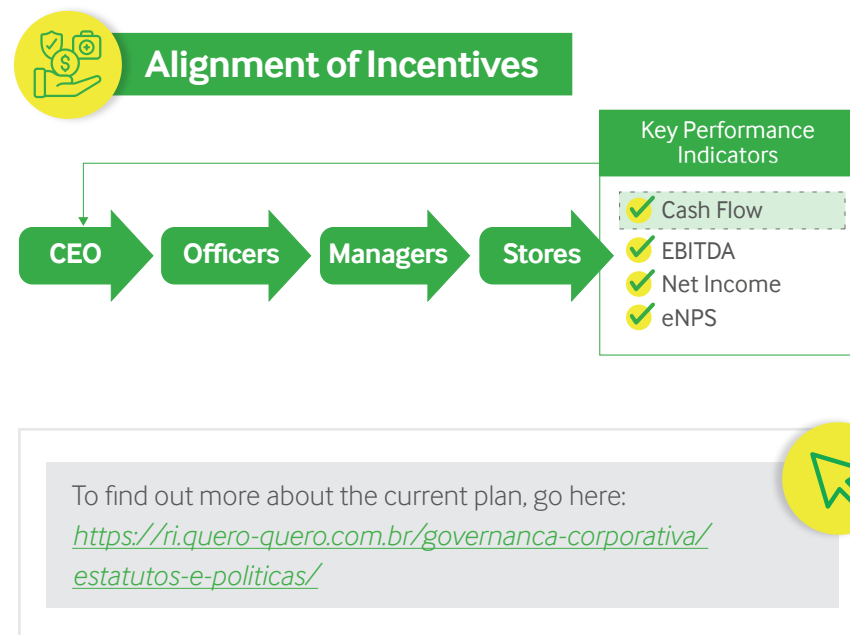
The composition of remuneration takes into account the responsibilities of each position and has as a parameter the values practiced by the market for professionals who perform functions of similar complexity, and seeks to align the interests between members of management and shareholders, contributing to the encouragement and retention of duly qualified professionals for the performance of their duties, as well as attracting new professionals whenever necessary.

The members of the Board of Directors have fixed remuneration, excluding one member who has opted not to receive remuneration. Remuneration is not based on attendance at meetings, they do not receive any benefits and may receive additional remuneration for participation in committees.

The remuneration of the members of the Company's statutory Executive Board is made up of fixed remuneration (salary or pro-labore) and variable remuneration in the form of bonuses, as well as direct and indirect benefits, which include meal vouchers

and medical assistance. The elements of variable remuneration are aimed at remunerating them according to the results of the company's performance indicators and the individual targets set. This practice contributes to high performance and the achievement of pre-established targets. In addition, the amounts resulting from the plans are also important for retaining executives as a long-term incentive.

In recent years, the Company has approved four stock option programs (SOP), in which directors, executives, employees and service providers of the Company and its subsidiaries have been eligible and who have been selected at the sole discretion of the Board of Directors to receive a purchase option that gives its holder the right to acquire shares strictly under the terms and conditions established in the Plan. In the event of the Participant's termination, the rights granted to him under the Plan may be extinguished or modified, as defined by the Board of Directors in each Program and/or Option Agreement.





## 3.2 PERFORMANCE EVALUATION

We carry out performance evaluations of the members of the Board of Directors, its Committees and Executive Officers, with the aim of continually improving their effectiveness, helping the Directors and Officers themselves to analyze their contributions, as well as establishing action plans for the constant improvement of the bodies. Evaluations are carried out at least once during each body's term of office.

The evaluation process is structured taking into account the main specific responsibilities and topics normally dealt with by each body. Each member is also assessed individually, and the result is presented at an individual feedback meeting.

It is important to note that our assessment has no impact on the remuneration of the members of the Board of Directors, which is fixed. We have adopted qualitative and quantitative corporate targets as performance indicators for the Executive Board, as described above.

In addition, as of 2023, we have implemented performance evaluations in the 360° model for top leadership (up to two levels of the CEO), which consists of analyzing the employee through self-assessment and evaluations of those who work with them, including subordinates, leaders and coworkers.

## 3.3 RISK MANAGEMENT

The company has adopted a Risk Management Policy with the aim of controlling and mitigating financial, operational, strategic and compliance risks. Through the principles, guidelines and responsibilities described in the Risk Management Policy, the Company identifies, assesses, prioritizes, treats, monitors and communicates the various risks to which it is exposed.

In order to protect against the risks inherent in the company's activities, we have adopted a Risk Matrix, which aims to classify corporate risks, considering the dimensions of impact and probability of occurrence for prioritization and management purposes, for which risk and performance indicators have been defined for monitoring. These indicators are reviewed periodically by the Board of Directors, which adopts the appropriate measures whenever there are signs of a threat to the company's strategy and business.

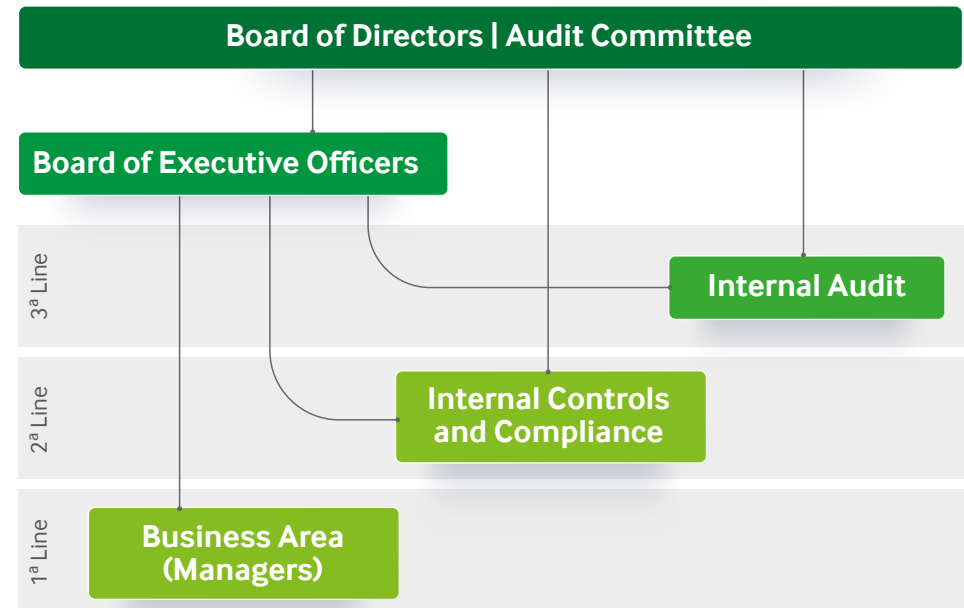
The Risk Matrix is reviewed regularly by the Board of Directors, or at any time, considering the circumstances and the change in its magnitude of impact, and its compliance is periodically monitored by the Executive Board, the Audit Committee, the Internal Audit, the Internal Controls and Compliance area, the managers of the business areas and the Company's Board of Directors.

The Internal Controls and Compliance area aims to maintain the highest level of integrity and ethics within the company. It is supervised by the

Board of Directors and the Executive Board and its principles are to prevent, detect and respond to non-compliance with the guidelines of the Code of Conduct and Ethics, internal policies and legislation inherent to the Company's activities.

In addition, as of 2023, the company introduced a new approach to classifying risks, taking into account whether they are ESG (environmental, social and governance) or not. This included the analysis of environmental, climate and social risks, in line with the principles of sustainability and corporate responsibility. This initiative aims to further strengthen the process of identifying, assessing and managing risks, ensuring a more comprehensive approach that considers not only the financial and operational aspects, but also the social and environmental impacts of the company's activities.

### Organizational Structure of Risk Management



### 3.3.1 RESILIENCE AND BUSINESS CONTINUITY

The company incorporates risk management into its Corporate Governance process, ensuring an integrated approach to identifying, assessing and responding to potential threats that could impact its operations, the safety of employees, clients or its assets, including climate disasters. Several strategic areas, such as Operations, Supply Chain, Information Technology, Legal, Investor Relations and Human Resources, act in a coordinated manner, with the support of the Crisis Committee, to ensure that risks and opportunities are managed efficiently and in line with organizational objectives.

#### **Risk and Crisis Management**

The company maintains comprehensive management plans, including the Operational Continuity Plan, the Disaster Recovery Plan and the Incident Action and Response Plan, to ensure an agile and effective response to risk situations, including weather disasters. The Crisis Committee is permanent and is responsible for coordinating response actions, monitoring the evolution of the situation and implementing the guidelines established in the plans, guaranteeing the protection of the corporate environment and strategic assets.

#### **Operations and Supplies**

The company continuously monitors its operations and supply chains to anticipate and mitigate potential impacts, including those generated by climatic disasters such as floods, droughts, heat waves and cold snaps, among others. The teams in charge constantly assess the availability of

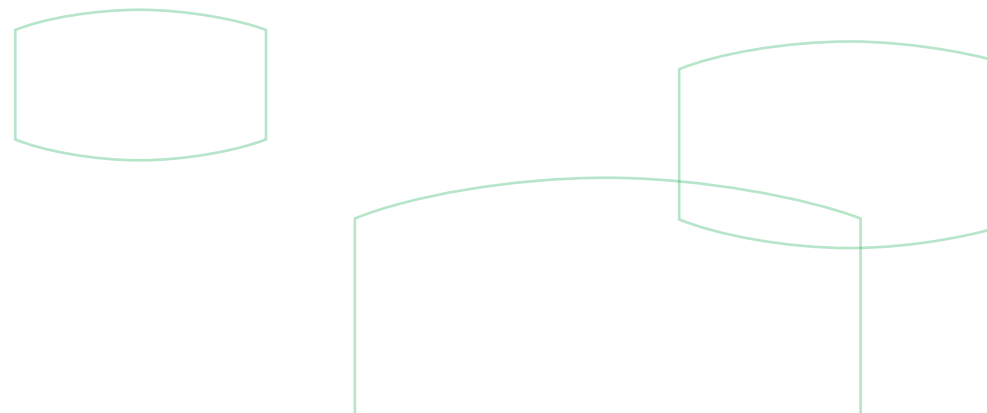
resources and adjust stocks to meet demands in critical situations. In addition, we ensure efficient communication with clients and partners, ensuring that essential products and services are available at times of greatest need.

#### **Infrastructure and Systems**

To ensure continuity of operations, we invest in resilient infrastructure and technologies that increase our ability to respond to unforeseen events. This includes backup systems, automated data recovery processes and preventive measures to protect critical assets. These initiatives strengthen the company's ability to operate in a stable and secure manner, regardless of external or internal challenges.

#### **Commitment to Resilience**

Through proactive management and the engagement of all areas of the organization, the Company reaffirms its commitment to guaranteeing business continuity, protecting its employees, clients and assets while maintaining its reputation and integrity.





## 3.4 CODE OF CONDUCT AND ETHICS

Lojas Quero-Quero's relationship with its stakeholders is guided primarily by the Code of Conduct and Ethics, which is based on the company's values.

The entry of Advent International, a private equity fund, had a significant impact on the company's approach to corporate governance. Starting in 2008, we began to systematize and formalize all processes, with special attention to ethics, transparency and policies that guide our actions. In 2020, with our initial public offering (IPO) and the consequent going public, our governance practices were further strengthened. We are in compliance with all the requirements of the Brazilian Securities and Exchange Commission (CVM) and dedicate our efforts to ensuring all legal and applicable compliance for the Company.

In order to guarantee socio-economic compliance, the Code of Conduct and Ethics, approved by the Board of Directors, defines the principles and values of our company, the behavioral guidelines expected of our employees in their internal relations and with customers, suppliers, business partners, the community and public bodies in general.

All employees must read and declare that they are familiar with the Code when they are hired, or whenever the document is updated, and they also receive mandatory annual training on the Code at the Virtual School as a form of refresher training. In addition to the Company's employees, the Code applies to all directors, officers, its subsidiaries and controlled entities, as well as self-employed professionals, consultants, agents and sales representatives who act on behalf of the Company.

Our Code not only guides the behavior of our employees, but also mentions Lojas Quero-Quero's duties towards society. One of the benchmarks shared in the Code of Ethics is respect for human rights, following the principles of the United Nations (UN), by expressly rejecting practices analogous to slavery, child exploitation and inhumane working conditions. In addition, we are committed to being a safe, healthy and positive workplace, which is why we combat any act of bullying, sexual, racial and any other type of harassment, as well as threats, violent acts or physical intimidation.

In addition, the Ethics Committee is a non-statutory and permanent body made up of 7 members appointed by the Executive Board with deliberative powers. The purpose of the committee is to ensure, within the company, the compliance of processes and procedures and compliance with the guidelines established in the Lojas Quero-Quero S.A. Code of Conduct and Ethics and its complementary policies (Policy for Investigating Notifications and Policy for Consequences), guaranteeing an

environment of integrity and the preservation of the company's reputational assets.

Finally, Lojas Quero-Quero seeks to develop its business in a sustainable manner and encourages respect for the social relations of its employees, as well as the participation of employees in initiatives that contribute to society and the preservation of the environment.

## 3.5 COMPLAINTS CHANNEL

Any abusive, harassing or offensive conduct is unacceptable and should be reported through our Whistleblowing Channel or the "Contact Us" channel. The Company's Whistleblowing Channel was created to report any irregularity or attitude that goes against our values, the rules of the Code of Conduct and Ethics and current legislation.

This channel is managed by an independent and totally impartial company, which guarantees the secrecy and confidentiality of complaints. In addition, the complaints made on the platforms and the follow-up reports from the Ethics Channel are investigated by the Ethics Committee based on the provisions of the Company's Code of Conduct and Ethics, with the aim of guaranteeing equal treatment for whistleblowers. Complaints are then forwarded to

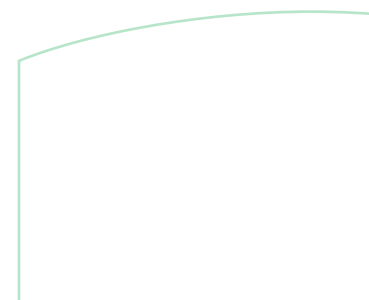
the Internal Controls Area via the ombudsman's office, under the terms of the Whistleblowing Policy.

### COMPLAINTS CHANNEL

**Channel open 24 hours a day, seven days a week, via website and telephone:**

<https://contatoseguro.com.br/pt/lojasqueroquero>

**0800 517 1242** (free call)



## 3.6 POLICIES WE HAVE

Policies formally approved by the Board of Directors.

### Governance Policies

- Risk Management Policy
- Policy on the Appointment of Members of the Board of Directors, Committees and Statutory Executive Board
- Remuneration Policy
- Securities Trading Policy
- Policy for Transactions with Related Parties and Other Situations Involving Conflicts of Interest, all under suspensive condition
- Relevant Act or Fact Disclosure Policy
- Anti-corruption policy
- Sustainability Policy
- Stakeholder Relations Policy

### Internal Policies

- Cyber and Information Security Policy

## 3.7 DATA SECURITY AND PRIVACY

As a company committed to the respect and integrity of our customers and employees, data security and privacy are of the utmost importance to us. In order to adequately protect our systems and our clients' data, we continually invest in technology, in training and raising awareness among our employees and in improving security and privacy processes.

At Lojas Quero-Quero, information security and data privacy are strategic priorities, in line with our commitment to integrity, transparency and respect for customers, employees and partners. In an increasingly challenging scenario, we continually invest in technology, robust processes and people training to ensure a safe and reliable environment.

Our cybersecurity and privacy governance model follows the best market practices, with a structure, policies and controls that strengthen our ability to identify, prevent and respond to security incidents. The Audit Committee regularly monitors the company's main financial risks, including cyber and privacy risks, ensuring that our practices are in line with international regulations and standards.



In addition to having highly qualified professionals, we conduct periodic risk assessments, penetration tests and compliance reviews to strengthen our defenses. We implement regular security reviews and impact assessments before launching new applications, systems and contracts, ensuring that preventive and corrective measures are adopted as necessary.

Our Cyber and Information Security Policy defines clear guidelines for data protection and incident response, and is reviewed and updated annually or whenever necessary to meet regulatory requirements and emerging challenges.

To ensure greater transparency and control over our clients' personal data, we have made our Privacy Policy available on our website (Privacy Policy). It details how we collect, use and share information, as well as the rights of data subjects, such as access, rectification and deletion of their data. We have complemented this initiative with the Privacy and Data Protection Notice, offering clear and accessible information on the use of personal data by the Company.

With the expansion of our operations in the financial services sector, we have further strengthened our information security measures. As a Payment Institution since 2021 and, now, with the project to create the Direct Credit Company (SCD), we have strengthened our controls to ensure the protection of sensitive customer and partner data. We constantly review and improve our cybersecurity protocols, as well as providing ongoing training to make our employees aware of good security and fraud prevention practices.

### 3.7.1 LGPD - Privacy Governance and Compliance

Lojas Quero-Quero acts diligently in implementing and maintaining the guidelines of the General Data Protection Law (LGPD), promoting an organizational culture based on privacy and the responsible use of personal data.

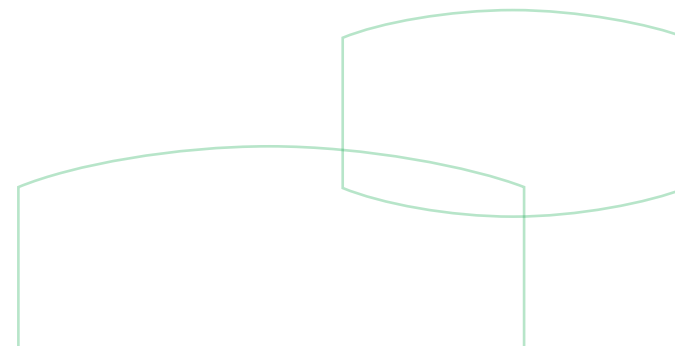
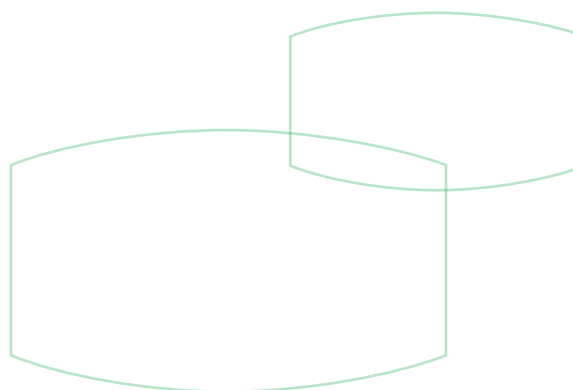
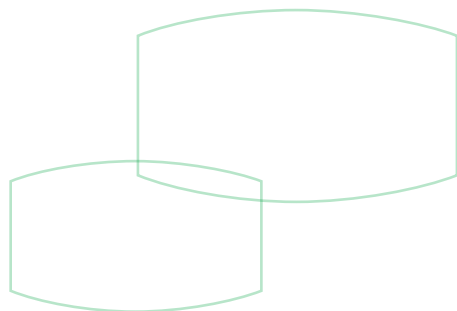
Since 2020, we have carried out a specialized diagnosis with external consultants to map risks and implement the necessary adjustments. As part of this process, we have incorporated privacy into our Risk Matrix, ensuring its continuous monitoring by the Board of Directors and periodic reviews according to impact and regulatory requirements.

The main initiatives adopted include:

- **Mapping of data processing activities** and identification of associated risks;
- **Creation and adaptation of Internal and External Privacy and Data Protection Notices**, reinforcing transparency on the use of personal information;
- **Development of a tool for exercising the rights of data subjects**, available for public access at ([Exercise of Rights - LGPD](#));
- **Mandatory training for all employees**, promoting a culture of privacy and security;

- **Inclusion of specific data protection** clauses in contracts with clients, suppliers and partners, ensuring compliance with the LGPD;
- **Continuous monitoring and regular audits** to ensure that all privacy practices are in line with the best regulatory and governance guidelines.

Our commitment to information security and data privacy reflects our long-term vision: to guarantee protection, transparency and reliability, promoting a secure environment in line with the expectations of our stakeholders. We continue to evolve continuously, investing in technology and training to keep Lojas Quero-Quero at the forefront of data protection and digital security.



## 4. OUR EMPLOYEES



At Lojas Quero-Quero, we know that our greatest differential lies in our people. We believe that a positive and motivating work environment is essential for our employees to feel valued, engaged and empowered to offer the best experience to our customers.

That's why we continually invest in the professional development and well-being of our employees, promoting an inclusive, respectful and inspiring environment. We seek to create a culture based on our Core Values and Truths, encouraging growth, collaboration and recognition. Our goal is to build a place where people are proud to work and find opportunities to develop.

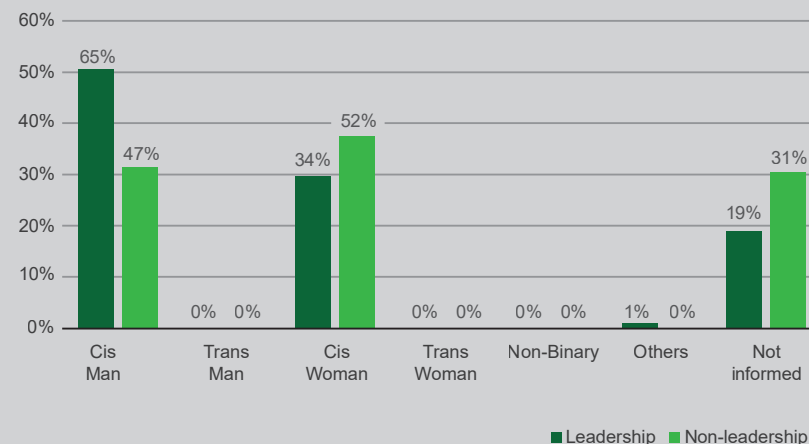
In 2024, as a reflection of this commitment, we were once again certified as a Top Employer by the Top Employer Institute. This recognition, obtained through a rigorous evaluation process of more than 600 management practices, reinforces our dedication to offering the best conditions for our teams.

We remain steadfast in building the company of our dreams, making it an even better place to work every day.

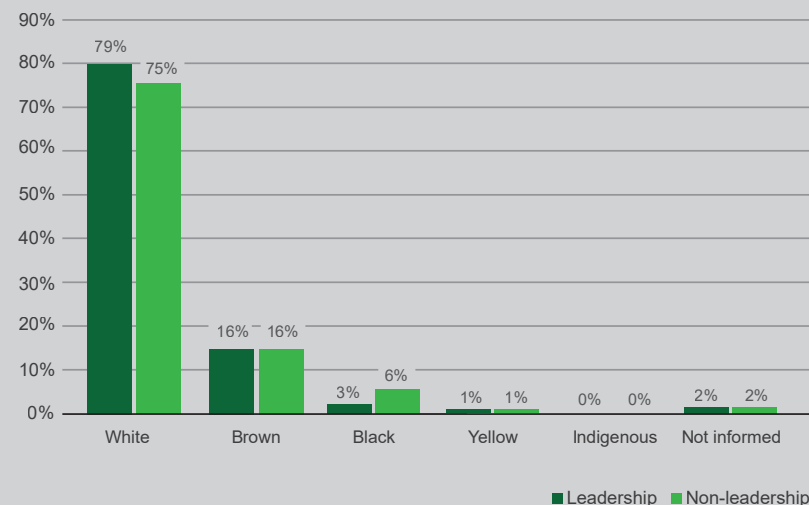


## 4.1 OVERVIEW

### Gender

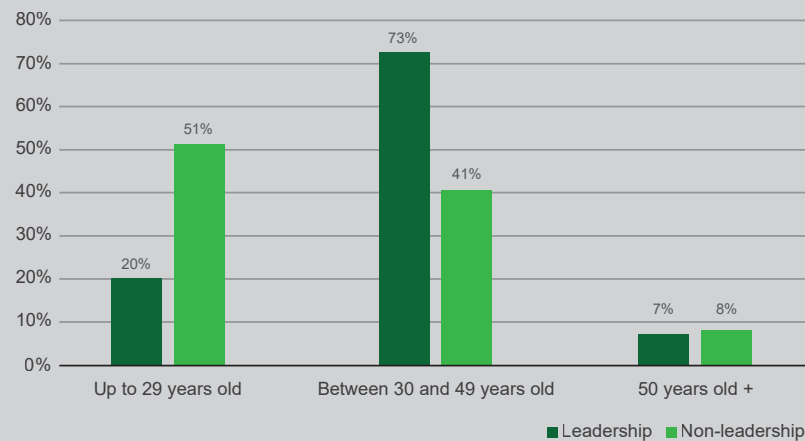


### Color/Race





## Age



*\*The figures are calculated based on the self-declaration of our employees and do not take into account the employees who chose to respond to the survey.*



**+1,3k**  
internal  
promotions



**+363**  
new  
vacancies



**8.759**  
total  
employees

## Table of benefits\*



- Health insurance
- Dental plan
- Transport vouchers
- Food vouchers or canteen
- Physical Health Aid (Gympass)
- Educational support
- Employee discounts
- Discounts at partner chains
- Recognition awards
- Profit sharing
- Free Medical Care via App
- Maternity and paternity leave above what is required by law (Citizen company)
- Free pregnancy monitoring

*\*The above benefits are offered to all CLT employees, with the exception of food vouchers, which store employees receive in accordance with a union agreement.*

# 4.2 SAFETY AT WORK

Our employees are key to our success and their health and well-being is our top priority. Safety is the inherent value of the decisions we make throughout the company to protect the health and well-being of our employees, customers and suppliers.

To guarantee this, Lojas Quero-Quero has a team specifically focused on the health and well-being of its employees, the SESMT (Specialized Service in Safety Engineering and

Occupational Medicine), made up of professionals from different specialties (nursing technicians, occupational physicians, occupational safety technicians and occupational safety engineers). The SESMT is responsible for identifying risks in the workplace and promoting actions to neutralize or eliminate them, always with a view to promoting health and preventing accidents at work and occupational illnesses.

## In recent years, we've had:

	Total de acidentes por dias perdidos					
	Total accidents	Typical accidents	Road accidents	Average number of days lost to a typical accident	Average days lost to commuting accidents	Total days lost (typical + commute)
2022	77	49	28	25,9	57,6	2.885
2023	49	31	18	20,9	59,2	1.715
2024	70	51	19	18,5	40,3	1.708

To further strengthen accident prevention and promote a safe working environment, we have an Internal Accident Prevention Commission (CIPA). Made up of employees elected by their colleagues, CIPA participates in identifying hazards and assessing risks, as well as helping to implement the preventive measures adopted by the company. The members of this committee are safety multipliers, responsible for drawing up work plans that enable effective preventive actions to be taken to solve problems related to occupational safety. In addition, the committee actively participates in the implementation and quality control of preventive measures, ensuring the continuous assessment of priorities for action in the workplace. With this structure, we reinforce our commitment to providing a safe and healthy environment for all employees.

While we continually improve the notification process, we also seek to reduce these indicators by raising awareness among our employees. To this end, we carry out annual awareness campaigns, such as "Green April", an initiative aimed at preventing accidents at work and occupational illnesses, with educational workshops, and the Internal Week for the Prevention of Accidents at Work (SIPAT), which offers health care, psychological support and nutritional guidance to employees. In addition, in the case of typical accidents, we step up inspections and raise awareness of work procedures, ensuring the proper use of Personal Protective Equipment (PPE) and promoting a safer environment in our establishments.

Finally, the company is also committed to respecting the International Labor Organization (ILO) conventions in relation to labor laws. In addition, it carries out actions to promote employee health aimed at meeting local legal requirements, taking into account the global agenda of the World Health Organization (WHO), focusing on issues such as common flu, sexually transmitted diseases, pregnant women, men's and women's health, obesity, hypertension, diabetes, smoking and mental health.

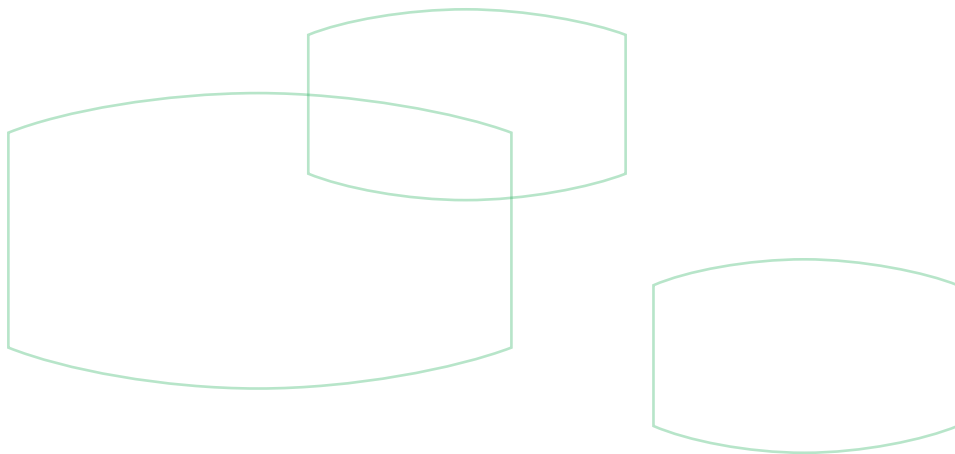
## 4.3 INTERNAL COMMUNICATION

As a people-centric organization, Lojas Quero-Quero has turned its attention even more in recent years to internal communication. We created a specific area for this subject and used Workplace's internal communication platform, even before the COVID-19 pandemic, in order to improve it even more in the company.

We believe that an effective internal communication strategy is essential to our daily operations. We therefore seek to have the best practices and means to communicate well, not only with clients and partners, but also with our own employees, in order to facilitate exchanges and build greater engagement.

In this way, over the last few years, internal communication has brought several benefits to the company, such as promoting effective communication between our employees, facilitating a horizontal dialog between everyone, improving the reach of institutional messages and engagement between teams and with the company. In addition, the use of the platform offered important flexibility even before the pandemic, especially for employees who did not work in fixed locations, such as our collection agents and expansion teams.

With hybrid and remote working, we had to think about our organizational culture with even more care and attention, because the challenges of this format are greater: overcoming physical distance and aligning the organization's objectives for everyone. We reinvented ourselves and adapted to this new working format by launching strategic actions that helped share our culture (our values and fundamental truths).



## 4.4 HEALTH AND WELL-BEING

Focusing on people is a hallmark and one of our values, and we try in various ways to support the mental health and well-being of our employees.

To address these issues within the company, we have expanded employee support programs to help them with mental health issues, which have potentially been aggravated by the pandemic. We encourage participation and make available to our employees initiatives such as the Quero Estar Bem and Quero Te Escutar programs, aimed at our employees' support and support for issues related to mental health and well-being.

The Quero Estar Bem (I Want to Be Well) program seeks to strengthen the culture of health and reinforce the focus on people, promoting information and actions that help to take care of health throughout the year. We carry out various actions with the aim of making employees aware of the importance of integral health in five pillars: Social, Occupational, Physical, Financial and Emotional Health. In addition, we have the Pregnancy Monitoring and Faithful Donor Programs, as well as a free telemedicine service, offered to all our employees and their dependents 24 hours a day, seven days a week. Through these actions and programs, our employees have access to services



such as a 24-hour clinic, nutritional coaching, sports coaching, specialized medical opinion and monitoring of pregnant women. We also have the Quero Te Escutar (I Want to Listen to You) program so that our employees in our more than 460 cities can find empathetic listening and support, regardless of where they are: stores, DCs, Head Office or at home.

The Quero Estar Bem program is also responsible for holding awareness campaigns and events throughout the year for our employees. We hold workshops aimed at physical and mental health, accident prevention and occupational diseases, financial advice, encouraging breastfeeding, valuing life, among others. We also held a Health Blitz at the Head Office and at the Distribution Centers, where our employees were able to consult with health professionals.

In conjunction with these initiatives, the company's Human Development (HD) area is responsible for carrying out an annual internal climate survey via Workplace. This survey plays a fundamental role in understanding the company's climate and improving our work environment by assessing issues such as credibility, respect, camaraderie, pride and others. Our commitment and priority will always be to maintain a healthy and productive environment for all employees, and the data collected reflects our ongoing efforts towards this goal.

## CLIMATE SURVEY - RESULTS 2024



**Overall Average 8,5**

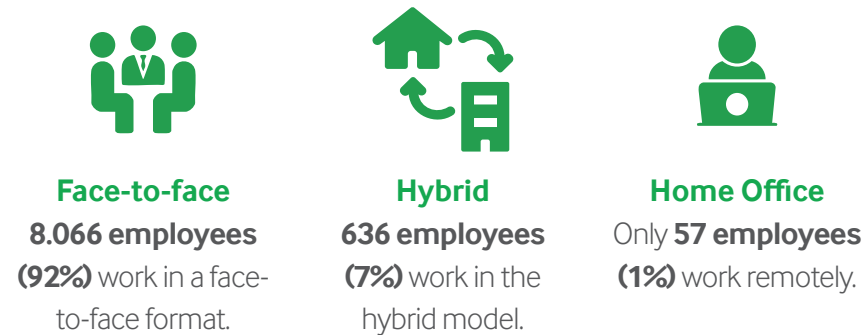
### 4.4.1 Transforming Work Formats

Since 2020, with the emergence of the COVID-19 pandemic, we have implemented remote working for all employees whose roles allowed this model. This decision was guided by our commitment to the health and well-being of our teams, fundamental pillars of our ESG strategy.

In 2021, we expanded our options to include the hybrid model, especially in the administrative area, allowing greater flexibility to meet different individual needs. This move reinforces our focus on promoting a healthy balance between personal and professional life.

Over the last two years, we have started a campaign to gradually return to the office, with the aim of strengthening collaboration, improving communication and increasing cohesion between teams. We recognize that face-to-face interaction promotes the exchange of ideas, the development of solid relationships and a more creative and dynamic working environment.

Currently, our work formats are distributed as follows:



This structure reflects our transition to a predominantly face-to-face model, while still offering alternatives that meet the realities and preferences of our employees.



#### 4.4.2 Pet Friendly Work Environment

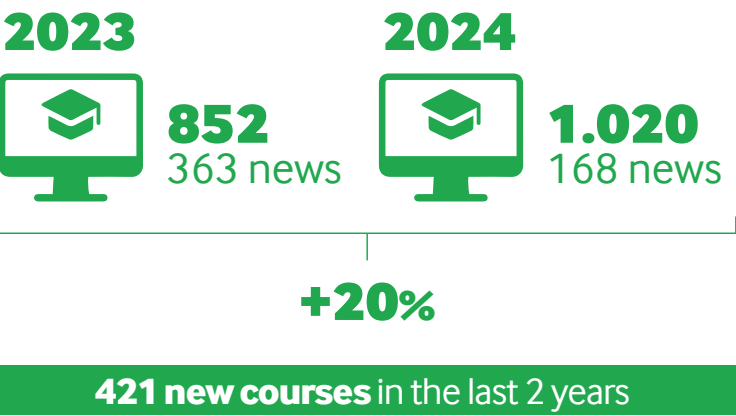
Our office has adopted a pet-friendly policy, providing a more welcoming and relaxed environment for our employees. We believe that the presence of pets in the workplace contributes to well-being, reduces stress and strengthens interpersonal relationships. To ensure harmonious coexistence, we follow specific guidelines that prioritize safety, hygiene and comfort for everyone. With this initiative, we reinforce our commitment to a lighter, more inclusive work environment that is aligned with the well-being of our teams.

# 4.5 TALENT ATTRACTION AND LEADERSHIP DEVELOPMENT PROGRAMS

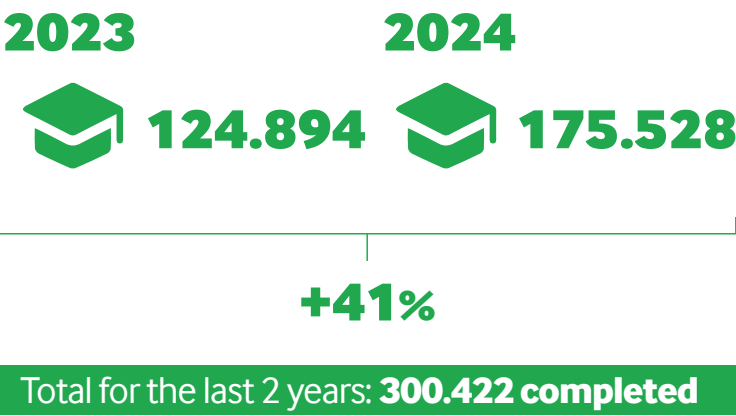
Lojas Quero-Quero’s values include “continuous learning” and “focus on people”, which are put into practice in the company’s day-to-day professional development programs.

To create a first-rate working environment, we invest in training our existing employees, helping them to develop the confidence to excel in their work. To this end, we have developed two internal platforms: the Knowledge Library, aimed at giving our employees access to information, where all the company’s useful content is made available (2k+ materials available), and the Virtual School, where various training modules are offered remotely to all employees, including training aimed at store experience and employee personal development, as well as leadership, and culture and diversity.

## Total Courses Virtual School



## Total Courses Completed



Lojas Quero-Quero strives to have a work environment where employees and leaders are trained and motivated by their activities at the company. Therefore, in addition to internal initiatives, we also have partnerships with local colleges and universities to offer our employees - and in some cases their dependents - discounts on undergraduate and postgraduate courses, both in person and online. With these partnerships, we hope to encourage continuous learning and contribute even more to the education and training of our teams.

In addition, the Company is committed to building a qualified, diverse and inclusive team through internal and external hiring programs. Initiatives to build our team include:

## CORPORATE

**Young Apprentice:** Aimed at young students looking for their first job, its purpose is to provide professional growth through practical and theoretical lessons.

**Talent Internship:** Aimed at attracting talent from the best universities, the program provides development and autonomy for interns to implement high-impact projects at the company. After the internship, participants are encouraged to apply for our Corporate Trainee Program.

**QQTech Internship:** Created in 2021 to foster the development of technology in southern Brazil, this is a training program aimed at professionals who want to start their careers in IT. In it, trainees receive classes and training given by the technical teams of Quero-Quero Verdecard Instituição de Pagamento S.A., a subsidiary of Lojas Quero-Quero, and at the end of the program, after completing their work, they receive the opportunity to work in one of the company's development teams.

**Corporate Trainee:** Created in 2010, its aim is to select and develop highly capable professionals with excellent academic training to become future leaders and take on strategic areas of the company, helping to strengthen management at a strategic and analytical level. The company currently has 50 former trainees who are now in leadership positions in the company.

**630+ candidates** in 2024.

**14 recent graduates** selected.

**24 trainees** in development.

**53 former trainees in leadership positions**, one of whom is the Company's Chief Financial and Investor Relations Officer.



## STORES

**Culture Ambassadors:** The aim of the program is for employees themselves to be multipliers of the Company's culture, Values and Fundamental Truths and to help us live these values. The Ambassadors promote internal communication actions and engage the teams so that the feeling of belonging and pride in being part of the program is spread throughout the company over a period of up to 2 years. Through the activities proposed, the Ambassadors work on the spirit of leadership within their teams, engaging, proposing improvements and leading to reflection.

**496 Ambassadors** in the network

**90% of stores** have at least 1 Ambassador.

**Despontes:** Aimed at developing store leaders, its objective is to identify and prepare employees to become store managers in the future. Participants come to understand the activities and responsibilities of a store manager and have experience as a substitute for their direct manager. On completion of this program, employees are able to enter the Store Manager Trainee Program.

**338 employees** in the program by the end of 2024.

**Store Manager Trainee:** This full-time training program is aimed at professionals who identify with retail and want to build and consolidate a career in store management. During the 6 to 12 month program, the professional develops an analysis of the situation of a selected store and an action plan to improve its performance, as a final project.

**150 managers** trained by 2024.



Corporate Trainee Program Class 2024.

## 4.6 DIVERSITY AND INCLUSION

Our goal is to build connections, create and generate a sense of belonging, welcome our employees and provide spaces for each person to play a leading role, regardless of who they are. For us, too, the diversity of people and, consequently, of ideas and visions is an essential factor for growth and learning as an organization.

Lojas Quero-Quero has made a commitment to its employees to correct any prejudiced attitudes and foster a more inclusive environment, with open space for everyone to be who they are. And this gained strength with the creation of the Quero Respeito (I Want Respect) program in 2020 by the Culture and Internal Communication team, which is prepared to receive demands and, together, create strategic actions focused on relationships, communication and the dissemination of content on the subject, as well as facilitating this movement towards inclusion in the company's daily routine.

With the program, we want to encourage discussions, define strategies and, above all, make concrete changes with regard to respect, inclusion and diversity within our company. We know that there is still a lot to learn and a long way to go, but this is how we will continue to fulfill our objective: to provide a better life for our employees, customers and the communities where we operate.

The Quero Respeito actions are built with the awareness, engagement, learning and transformation of all our employees in mind. This is the basis for Conversation Rounds on topics such as empathy, diversity, feminism and racism. In this way, we draw up a schedule of actions on the topics and also carry out a survey on diversity, as well as interviews and sensitization of leaders, as well as the construction of educational content on the subject.

### Benefits of the program:



- Connecting people, creating an environment of exchange;
- Disseminate internal awareness actions;
- Promote dialogues between different groups;
- Driving change within the company.

In order to promote transformational movements and build a work environment that welcomes and respects everyone, Lojas Quero-Quero has started Affinity Groups in the company. The voluntary action, which continues the Quero Respeito (I Want Respect) Program, is intended to further promote inclusion, bringing together employees who believe in the power of diversity and who want to be part of racial, gender, age, LGBTQIA+ and People with Disabilities (PWDs) discussions. It's an opportunity to share experiences and reflect on behavior, contributing not only to employee relations, but also to a better world. What's more, this

is a way of giving a voice to employees, who can take collective demands to the company's leaders.

Since 2022, we have made the "Respect for Diversity" training program available to all employees. The courses were designed based on our affinity groups and divided into gender, LGBTQIA+, ethnic/racial, PCD and generational. Throughout the training, content is made available on the following topics: transgenderism, harassment, ableism, ageism, racism, domestic violence, masculinities, non-violent communication, among others.

#### **Commitment to Inclusion: Sunflower Strand 🌻 –**

Recognizing the importance of an inclusive and welcoming environment, we have implemented the Sunflower Cord initiative in our operations. This action seeks to identify and support employees with hidden disabilities, such as autism, ADHD, bipolar disorder, among other conditions that are not visible at first glance. The initiative was inspired by real experiences in our stores, such as the case of a deaf employee who faced misjudgments due to a lack of understanding about his condition.

With this practice, we reinforce our commitment to respecting differences, promoting awareness among teams and clients, and ensuring that all employees feel valued and understood. Inclusion begins with empathy and is strengthened through concrete actions that put people at the center of our decisions.

**Diversity Survey** – Carried out annually since 2021, the survey is anonymous and voluntary, with the aim of mapping the different profiles of our employees, to find out how they view diversity and how our actions aimed at diversity and inclusion are being perceived by them. In the last year, it has been carried out in conjunction with the Climate Survey, with greater adherence by our employees.





## 5. OUR COMMUNITY





We aim to continue building relationships with the communities where we operate, seeking to offer a complete home and construction solution to our customers, always cultivating the soul of the countryside, which guides us in our growth, and which brings opportunity and development to our small and medium-sized towns.

## 5.1 SUSTAINABLE DEVELOPMENT

Continuing our sustainable development, in 2024 we opened 22 new stores, ending the year with 573 stores in 481 cities. Our focus is on small and medium-sized towns in the countryside, located in regions that are often overlooked by other retailers. With each new store opening, an average of 13 new local job opportunities are created, giving part of this community access to benefits such as a career plan and health insurance.

In line with our commitment to building strong ties with the communities we serve, we seek to establish collaborative and mutually beneficial partnerships with a variety of small suppliers. These partnerships not only allow us to meet the diverse needs

of our customers, but also contribute to boosting the economic growth of the communities in which we operate by promoting local businesses. By supporting regional suppliers and fostering fair and decent employment practices, we seek to **strengthen the local economy, generating job opportunities and encouraging sustainable development.**

Still seeking to bring the best to the communities in which we operate, in 2020, as an alternative to circumvent the adversities faced during the pandemic, we reinforced the use of new communication channels linked to digital tools, so that our teams can continue to serve customers seeking the desired levels of service. We presented our strategy for the Quero-Quero Muito Mais project, with which we seek to make differentiated products available, through stocks in our distribution centers, leveraging the relationship of our sales teams with the communities, uniting concepts of physical and digital sales, thus delivering a “figital” experience. Our goal is to provide all the communities we are in, even in towns of 5,000 inhabitants, with access to a mix of construction and decoration materials that they would only have in large home centers. With Loja Infinita, all our stores will have a mix of more than 25,000 products with fast delivery. In 2022, we completed the implementation of the project that began in 2021, and which brought together previous projects within a single omnichannel front.

## ACADEMIC INTEGRATION AT LOJAS QUERO-QUERO

Since May 2023, Lojas Quero-Quero has established an educational and professional collaboration partnership with Feevale University, located in Novo Hamburgo, Rio Grande do Sul. This partnership aims to carry out joint projects involving teaching, research, innovation and technical-scientific and cultural exchange. Its purpose is to provide students on the Architecture and Interior Design courses with the opportunity to apply their academic knowledge in practice, meeting the demands of society and preparing them for a more qualified entry into the job market.

Architecture and Interior Design students, supervised by university lecturers, take part in practical classes at our Infinita Store showroom, located in Sapiranga, Rio Grande do Sul. They play an active role in drawing up the layout projects for the showroom's environments and inspirational spaces, from the initial analysis to the concept, specification of materials and presentation of the projects for technical assessment by the supervising teachers.





## 5.2 SOCIAL RESPONSIBILITY

Our commitment is to ensure that Lojas Quero-Quero employees feel a deep sense of belonging and pride, making a significant contribution to the communities where they live and work. We seek to promote the active participation of our staff in volunteer initiatives through different campaigns and programs carried out annually, with the aim of supporting local entities in the communities where we operate.

In 2023, we introduced the “Loyal Donor” program to encourage and raise awareness of the importance of blood donation among our employees. In addition, we continued with our traditional annual clothing drive, collecting clothes for distribution during the colder months, as part of our ongoing efforts to positively impact our communities.

### CAMPAIGNS AND PROGRAMS

#### Pregnancy Program

**127 pregnant** women monitored in 2024

#### Loyal Donor Program

**108 recorded and carried out** through the program

### AWARENESS-RAISING ACTIONS

#### Workshops

**4 workshops held** to raise awareness of mental health, suicide prevention, prostate and breast cancer

**308 participants**

#### Health Pills:

**19 videos** focused on Emotional Health and Conscious Communication

**+2,700 views**



## 5.3 SOCIAL INVESTMENT

Our approach to selecting social investments is geared towards ensuring that the projects chosen bring benefits to the communities in which we operate. We prioritize initiatives that promote social and/or cultural development and strengthen community ties. By investing in projects in these areas, we seek not only to positively impact the quality of life of those involved, but also to contribute to the sustainable development of communities in general.

Our aim is to select projects that not only meet the needs identified, but also bring us closer to the local communities, thus strengthening our relationship and commitment to the areas where we operate. In recent years we have selected projects related to: culture, education, sport, health, projects to support social equality, children and the elderly.

In 2024, we donated R\$80,000 to projects with tax benefits.

QUERO-QUERO STORES ARE MEMBERS OF THE ASSOCIATIONS:



## 5.4 FLOODS IN RIO GRANDE DO SUL

In May 2024, the state of Rio Grande do Sul was severely impacted by massive floods, which devastated entire communities, damaged infrastructure and left thousands of people homeless.

This natural disaster mobilized solidarity efforts across the country, highlighting the importance of collaboration between companies, organizations and individuals to rebuild the affected regions. For Lojas Quero-Quero, a company deeply rooted in the state, with the majority of its employees residing in the region, the impact was particularly significant. This connection reinforced the company's commitment to leading support and reconstruction initiatives, in line with its values of social responsibility and commitment to sustainable development.

### 5.4.1 SOLIDARITY IN ACTION: EMERGENCY DONATIONS AND SUPPORT NETWORK

In immediate response to the floods that impacted Rio Grande do Sul, Lojas Quero-Quero mobilized its infrastructure and resources to meet the basic needs of the affected communities. More than R\$250,000 worth of essential items were distributed, such as drinking water, food, clothing



and hygiene products. In addition, the chain's stores became collection centers, making it possible to collect and deliver 1,091 tons of donations directly to the families in need.

**Commitment to the Community:** Agile and efficient logistics ensured that the aid reached where it was most needed, reinforcing the company's role as an agent of social transformation.

## CARING FOR PEOPLE: SUPPORTING EMPLOYEES

Recognizing the importance of taking care of its employees, Lojas Quero-Quero donated R\$1.1 million in products to employees directly affected by the floods. This action not only provided immediate support, but also strengthened the bonds of internal solidarity, allowing employees to rebuild their lives with dignity.

## PURCHASE FACILITATION AND SPECIAL CONDITIONS

With the aim of supporting the recovery of communities, the company provided a list of 180 essential products at cost price, benefiting 25+ thousand customers and generating more than R\$27 million. In addition, customers in cities in a state of calamity were exempt from fines and late payments during the most critical months, as well as having access to easier conditions for renegotiating debts.





This initiative not only promoted accessibility to essential goods, but also reinforced the company's commitment to sustainable and inclusive solutions for communities in times of vulnerability.

## STRENGTHENING CULTURE AND SOLIDARITY: "RECONSTRUIR" BENEFIT CONCERT

Demonstrating its commitment to rebuilding the communities affected by the floods in Rio Grande do Sul, Lojas Quero-Quero organized the "Reconstruir" benefit concert at Expointer 2024. This event not only celebrated the cultural traditions of Rio Grande do Sul, with performances by Os Serranos and brand ambassador Michel Teló, but also mobilized society to show solidarity.

**Social Impact:** The collection of non-perishable food and the sale of boxes with proceeds going to families affected by the floods reinforce the event's role as a symbol of unity and resilience.

**Broadening the Reach:** Digital transmission allowed even more people to take part in this initiative, expanding engagement with the cause.



## REVITALIZING SPACES FOR A SUSTAINABLE FUTURE

Lojas Quero-Quero, in partnership with Tintas Coral, the NGO Du99 and local painters, revitalized the Assis Brasil Exhibition Park, which was badly affected by the floods. This collaboration transformed an essential space for the community and the regional economy, ensuring that it was ready to host the largest agricultural fair in Latin America.

**Positive Results:** The restoration of the Casa do Gaúcho, the park's iconic spheres and the accesses not only rescued the cultural symbolism, but also demonstrated how corporate initiatives can have a tangible impact on the recovery of community spaces.

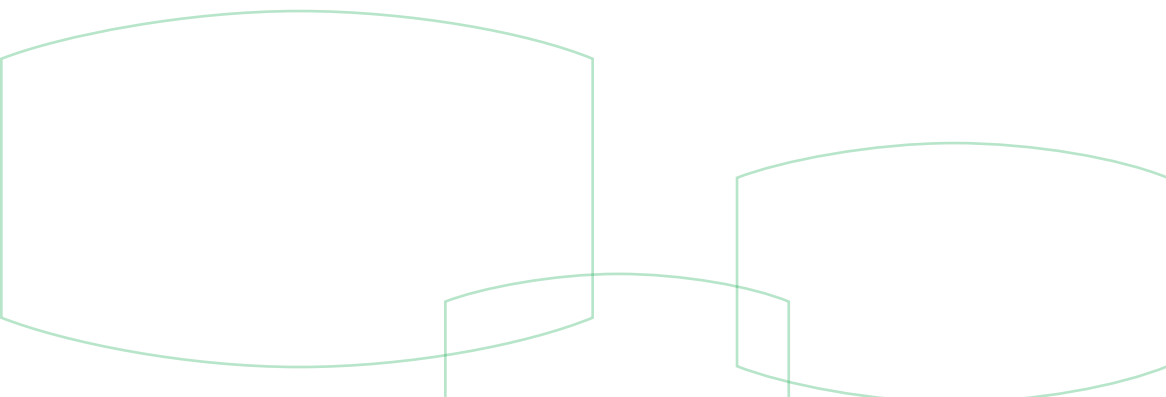
**Integration with Values:** The initiative reflects the company's commitment to promoting resilient and sustainable environments, aligning economic development with social well-being.

## 5.5 WORD! (PALAVRA)

Lojas Quero-Quero values and respects each and every one of its customers and that's why it has implemented an innovative initiative in Brazilian retail, in which the product comes free for our customers in the event of a delay in delivery. This is what we call Palavra! Quero-Quero.

The Palavra Quero-Quero initiative was implemented in 2013, guaranteeing that products are delivered on time, otherwise the product is delivered at no cost to the customer. Based on our values of integrity, respect, commitment and transparency, this initiative is a commitment created by the Company with the intention of not only delivering a better experience for our customers and strengthening our relationship with the communities, but also demonstrating our confidence in our employees, processes and systems, which allow us to put a program like this into practice.

In 2024, **only 0.08% of all orders were delayed** so they were free for our customers



## 5.6 CUSTOMER IS EVERYTHING TO US PROGRAM!

As an organization that believes in relationships based on integrity, simplicity, trust and respect, the relationship with the client goes far beyond providing punctual services or simply meeting their basic needs. In order to develop and maintain these relationships over time, we need a customer service team dedicated to delighting both new and existing customers.

To perfect the art of customer service, you need the right combination of strategies to generate value and results that will give you constant and sustainable growth.

That's why, to promote this culture of excellence in customer service, we developed the "Customer is Everything to Us" program. This program encourages employees to share their successful experiences with customers, through stories of delight told in podcast format on a streaming platform. In addition, we have the "Fora de Série" program to recognize and reward professionals and teams who stand out in the store environment, demonstrating our values on a daily basis and achieving exceptional results.

Thanks to internal initiatives like these, focused on the continuous development of our teams, we continue to evolve and strengthen our customers' experience. In 2024, we achieved

a new record in our year-to-date NPS, reaching a score of 78 and remaining in the service excellence zone. This progress reflects our ongoing commitment to quality, innovation and customer satisfaction, and reaffirms the importance of our team in the success of this journey.





## 5.7 EXTERNAL COMMUNICATION

Launched in 2023, the InfluenQQers Program was developed to strengthen our external communication and deepen our relationship with the communities where we operate. The initiative trains employees to act as digital ambassadors for the brand, representing the company in an authentic and engaged way on social networks. Through training and exclusive content, participants learn about branding, content production and good digital practices, expanding our reach and strengthening our presence in local communities. As well as strengthening the connection with customers, the program also values our employees, giving them a leading role and a voice in building our brand.

In addition to InfluenQQers, our external communication is based on the best practices in the market, guaranteeing transparency, engagement and accessibility on all our channels. We maintain an active presence on social networks, with educational content, news about the company and direct interactions with our clients and communities. We invest in press relations, strengthening our institutional reputation and ensuring that our initiatives, innovations and positive impacts are widely publicized. Through strategic partnerships, events and activations in stores and social networks, we seek to involve our audiences more and more, making communication an essential pillar for building our brand and our purpose.



# InfluenQqer

UNBEATABLE  
ON SOCIAL MEDIA IN 2024:



**+460 thousand**  
posts



**+200 MI**  
impacted people



**+1,4 MI**  
followers

DIGITAL MEDIA:



**+600 MI**  
of impacts in 2025





## 6. ENVIRONMENT



## 6.1 CLIMATE CHANGE AND GREENHOUSE GAS (GHG) EMISSIONS

Lojas Quero-Quero is committed to contributing to sustainable development through efforts to reduce greenhouse gas (GHG) emissions.

As a retailer, Lojas Quero-Quero's main impact in terms of greenhouse gases is related to the transportation of commercial products, representing approximately 93% of the company's total value chain emissions in 2024.

Our logistics network is a competitive differentiator and a source of added value for our clients. However, its expansion and the increase in the volume transported have a direct impact on emissions. That's why we strive to improve logistics efficiency by optimizing routes and using less polluting vehicles, such as those powered by biodiesel.

As a way of improving the measurement of our emissions, while at the same time increasing transparency for our stakeholders, in

2024 Lojas Quero-Quero once again carried out its GHG inventory through the FGV (Fundação Getúlio Vargas) GHG Protocol Program. The company has been awarded the Silver seal for the last three years. The GHG Protocol Program is the national entity responsible for adapting the international method for calculating GHG emissions to the Brazilian reality, making the guidelines clear and practical for business management.

The emissions for 2024, although presented below, should be officially disclosed on the platform created by the program itself (Public Emissions Registry) from August 2025.

### EMISSIONS PERFORMANCE IN 2024:

**Scope 1:** The increase in mobile combustion, driven by store expansion, and fugitive emissions from air conditioning were the main sources of growth.

**Scope 2:** Impacted by the growth of the network, reflecting greater use of electricity in new stores.

**Scope 3:** Positively impacted by the optimization of logistics routes. On the other hand, there was an increase in employee commuting emissions, driven by the resumption of face-to-face work by administrative teams.

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<sup>1</sup> Value calculated from emissions reported in the 2025 Cycle of the FGV GHG Protocol.

That said, we reiterate our commitment to continually improving our emissions report, identifying areas for improvement and implementing measures to reduce our environmental impact.

Our goal remains to move towards a more sustainable and responsible operation, in line with the principles of sustainable development.



## Greenhouse Gas Emissions (tCO<sub>2</sub>e)

	2020	2021	2022	2023	2024
<b>Scope 1</b>	<b>9.913</b>	<b>11.537</b>	<b>9.858</b>	<b>11.459</b>	<b>13.374</b>
Fuel Cell Combustions	9.913	11.175	9.567	11.143	11.759
Fugitive Emissions		362	291	316	1.615
<b>Scope 2</b>	<b>679</b>	<b>1.419</b>	<b>568</b>	<b>614</b>	<b>931</b>
Electricity Acquisition	679	1.419	568	614	931
<b>Scope 3</b>	<b>17.311</b>	<b>20.262</b>	<b>22.991</b>	<b>17.744</b>	<b>17.256</b>
Logistics	14.626	17.011	20.892	16.490	14.558
Employee Commuting	2.664	3.235	2.057	1.176	2.636
Business Travel	21	15	42	78	62
<b>Total</b>	<b>27.903</b>	<b>33.218</b>	<b>33.417</b>	<b>29.817</b>	<b>31.562</b>



Photovoltaic plant in operation, in the city of Venancio Aires (RS)



## 6.2 ENERGY MANAGEMENT

Despite the fact that most of our energy comes from hydroelectric plants, due to the Brazilian energy matrix, in order to follow this principle of operational efficiency and at the same time manage the company's electricity consumption, most of our stores are located at strategic points in the cities where we operate. We look for spots that benefit from solar lighting, thereby reducing our energy use. As a result, our current consumption can be considered low when compared to other commercial establishments that have refrigeration and/or are located in shopping centers.

Even so, because we understand the importance of being a sustainable company and having a positive influence on society, we are looking for alternatives to improve our energy consumption and make it as sustainable as possible. In recent years, we have invested in changing all the light bulbs in our stores, warehouses and distribution centers to LEDs.

In 2021, we signed a distributed generation contract in partnership with the company GreenYellow. The project consists of leasing six photovoltaic plants, with the installation of more than 23,000 solar panels, in the states of Rio Grande do Sul, Santa Catarina and Paraná. In 2024, all six of the planned plants went into operation, with the last unit being completed and starting its activities in the first half of the year. With this initiative, we expect to produce around 13.5 GWh of clean energy per year.

Our goal is that, even with the constant expansion of the grid, more than 75% of the company's energy consumption will come from renewable energy sources by 2030.

These plants, powered by solar energy, have contributed to diversifying our energy matrix and reducing our dependence on non-renewable sources. Photovoltaic plants also allow us to move towards a more efficient and sustainable operation in the long term, combining the principles of environmental sustainability with tangible financial benefits. Through partnerships like this, we not only mitigate our environmental impact, but also strengthen our financial resilience, promoting a virtuous cycle that benefits both our planet and our economic performance. In this way, we are committed to continuing to invest in clean and renewable energy initiatives, in line with our vision of a more sustainable future.

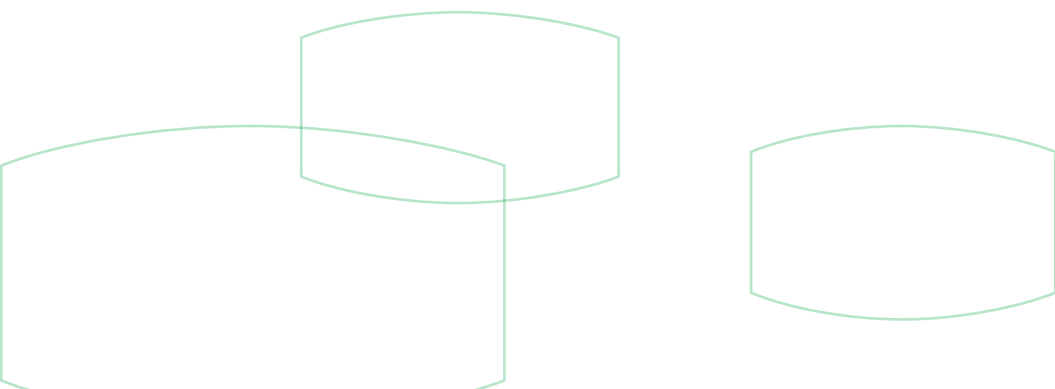
By December 2024, the five plants will have generated a total of **11 Gwh**.

## 6.3 SUPPLIER MANAGEMENT

Lojas Quero-Quero is committed to being a company aligned with human and environmental rights, and we expect the same from our business partners.

In 2024, we had partnerships with 839 suppliers and, as an example, we can mention that our ten largest suppliers, responsible for 46.1% of the value of our purchases, are formally committed and follow ESG guidelines in their business models. The aim of our connection with these partners is to form long-term bonds so that we can improve the management of the supply chain over time and make it increasingly sustainable and aligned with our sustainability guidelines.

As we mentioned earlier, in 2021 we created our first Sustainability Policy, which defines the main guidelines applicable in operations and business to manage the company's activities in a sustainable manner, in order to reduce and mitigate negative socio-environmental impacts. Based on this policy, we have defined that all our commercial contracts will include clauses to ensure that our suppliers comply with current environmental and human rights laws, in order to eradicate the risk of child labor or forced or compulsory labor in our supply chain, as well as to ensure the sustainable management of raw materials for products. Respect for current standards and regulations is an extremely important factor when choosing a supplier, as is their alignment with our values.





## REGIONAL DEVELOPMENT

In our production chain, 99.5% of our suppliers are located in Brazil. Aligned with our purpose of generating value for the business and for local communities, as well as enabling a close, long-term relationship, building and maintaining trusting partnerships.

## COMPLIANCE

Even before our Sustainability Policy, we always tried to ensure that our supply chain respected the law, our commitments and principles with ethics and sustainability, and the adoption of good social, economic and environmental practices.

The first step in ensuring compliance is homologation, a process in which we analyze suppliers' documentation to identify possible legal non-compliance in relation to labor and environmental topics.

In addition, in the last year we have implemented an internal monitoring system that regularly checks that suppliers are in line with our corporate values and policies. This system uses the detection of contraventions related to the environment, slave labor and other possible sanctions that are not in line with our ethical and sustainable principles. This proactive approach allows us to maintain a responsible supply chain in line with our ethical and sustainability commitments.

In addition, we try to carry out visits with our own team to analyze and verify the conditions of some suppliers in person so that we can proceed with the partnership.

Any supplier who violates any ethical and/or sustainability criteria is automatically excluded from our supplier base, and the partnership is not renewed.

## 6.4 FOREST RESOURCES

As a company, we must seek the greatest possible transparency about how forest resources are used in the products available in our mix.

We know that sustainable and responsible forestry is essential to protect the health of our ecosystems, biodiversity and the communities that depend on forests for their livelihoods. For this reason, we have recently turned our efforts to better understanding the social and economic effects that timber purchases have, especially in regions with endangered forests.

Thus, in addition to the legal environmental compliance required by our trade agreements, at the end of 2022 we began a survey of our suppliers in order to formally identify all those who have environmental/forestry certification, such as the Forest Stewardship Council (FSC).

In 2024, 98% of our furniture purchases came from suppliers with some form of environmental certification.

Over time, we hope to improve this control even further so that we can do even more in the future:

- Promote the efficient and responsible use of wood and wood products;
- Promote and support the development and use of alternative environmental products;
- Give preference to buying certified wood and products from responsible forests whenever possible;
- Eliminate the purchase of wood and products originating from forest regions identified as threatened;
- Demand that our suppliers and their suppliers of wood and wood products maintain compliance with laws and regulations concerning their operations and the products they manufacture.



## 6.5 WASTE MANAGEMENT AND CONSCIOUS DISPOSAL

We believe in the importance of directing our attention to the control and responsible disposal of waste from our operations and the proper disposal of materials related to the products sold in our stores at the end of their life cycle.

Although Lojas Quero-Quero is not directly involved in the production or manufacturing process of the products it sells, we seek to promote responsible practices in our value chain. We work in partnership with suppliers who share our commitment to sustainability, prioritizing those who adopt recyclable materials, production processes with less environmental impact and innovations that reduce waste, such as the development of cleaning products with recyclable packaging or formulas that save water during use.

Internally, we manage our stock efficiently, especially in categories with a finite shelf life, such as paints and cement. To avoid waste due to the expiry of these products, we promote actions in our stores, such as promotional campaigns or donations to the local community.

As for the disposal of packaging returned to our distribution centers, we have partnerships with local recycling industries, reinserting these materials into the production chain and contributing to the circular economy.

In addition to packaging, we have adopted a specific initiative for roof tiles sold in our stores: we collect broken roof tiles and centralize them in our distribution center for return to the supplier, avoiding improper disposal and encouraging their reuse or recycling.

These actions reflect our commitment to promoting more sustainable practices throughout our value chain, aligning environmental responsibility with a positive impact on the communities in which we operate.

## 6.6 SUSTAINABLE WATER MANAGEMENT:

Although water is not a resource widely used in our daily operations, we recognize its importance and have adopted measures for the sustainable management of this resource.

At Lojas Quero-Quero, water consumption is mainly destined for the bathrooms, where it is used for sanitary purposes, since

we don't have a cafeteria or our own production. Although our use is limited compared to other sectors, we are committed to adopting responsible water consumption practices. To this end, we carry out regular maintenance on our facilities to identify and correct leaks, promote the efficient use of water among our employees through awareness-raising actions, and seek to use low-water consumption technologies in our facilities whenever possible. Our aim is to ensure that, even in areas where water use is minimal, we are contributing to preservation and sustainable consumption.

## 6.7 RISK MANAGEMENT AND CLIMATE CHANGE

Climate change is seen as the most serious threat to humanity globally. That's why, in recent years, we've tried to highlight this topic and its potential risks to our operations in order to mitigate them and make further progress on the ESG agenda.

Given the nature of our retail business, we have identified physical and transition risks arising from climate change that we consider most relevant to the operation, which we have formally listed in Section

4 of our Reference Form. These include risks associated with: (i) unfavorable weather conditions and natural disasters that may impact the performance and purchasing power of those who depend on agricultural production, who are our main customers; (ii) behavioral changes of our customers; (iii) regulatory changes, which could make legislation stricter, with the aim of mitigating climate change, for example by taxing greenhouse gas (GHG) emissions - which is already a reality in countries such as Chile, Colombia and Mexico, and; (iv) pressure from investors, due to adherence to pacts aimed at sustainable investments.

At the same time, we have identified opportunities arising from climate change that are directly related to the company's value creation in five aspects: (1) facilitating top-line growth, as it helps us to explore new markets and expand those we already operate in; (2) reducing costs, through distributed energy projects, for example; (3) minimizing regulatory and legal interventions; (4) optimizing investments and capital expenditure; and (5) attracting investment.

### TCFD (TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURE)

With the aim of improving the management of climate-related strategies and cooperating with the construction of a more transparent and resilient market, as of this year we have voluntarily begun to follow the recommendations of the Task Force on Climate-Related Financial Disclosure (TCFD). We believe that, based on the information disclosed by companies, the



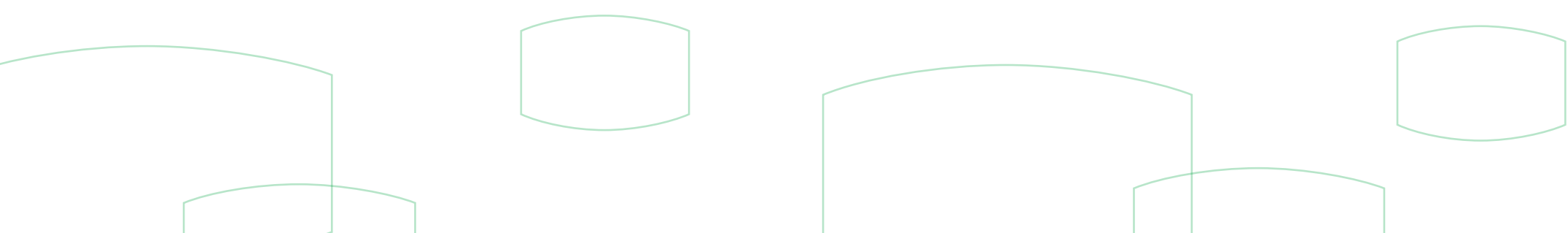
market can more accurately price the impact of climate change on business, increasing the efficiency of processes and the stability of the global economy.

management and metrics and objectives. This division allows businesses from a wide range of sectors to use the guidelines and compare their performance.

The TCFD recommends that companies disclose their climate-related actions on four fronts: governance, strategy, risk

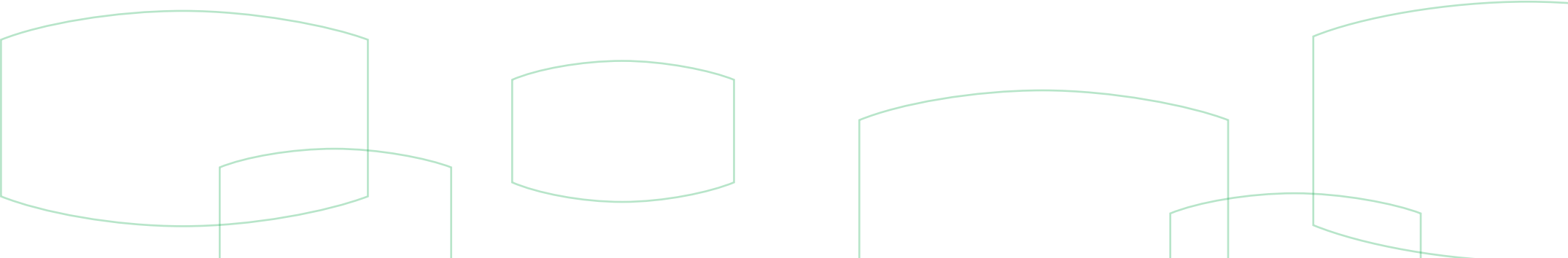
TCFD Structure

Governance	a) Board supervision of climate risks and opportunities	The Board of Directors and the statutory Audit Committee assess climate change issues through the company's risk management and incorporate them into the company's strategies. The risk matrix is regularly reviewed by the Board of Directors.
	b) Management's role in assessing and managing climate risks and opportunities	The company has an ESG manager who reports to the Finance Department, which monitors and identifies possible risks and measures to be taken that are updated in the Risk Matrix. The Risk Matrix is regularly assessed and reviewed by the Audit Committee and the Board of Directors.
Strategy	a) Short-, medium- and long-term risks and opportunities related to climate change	Risks and opportunities can be found in this report, and in section 4 of the Reference Form.
	b) Impact of climate-related risks and opportunities on business, strategy and financial planning	For each of the risk and opportunity factors in our risk matrix, the most significant impacts on the company's business, strategy and financial planning were identified.
	c) Climate resilience strategy	Lojas Quero-Quero has identified resilience strategies for each risk identified and assessed, listed in this Sustainability Report in the Environmental section.



TCFD Structure *(Continuation)*

Risk Management	a) Processes for identifying and assessing climate risks	The Company has a corporate risk management methodology based on an integrated and systemic vision, which enables an environment of continuous risk monitoring at all hierarchical levels of the Company, including a classification to determine whether the risk is ESG and, if applicable, at what level it falls. For more information: This report, ODS and the Risk Management Policy.
	b) Climate risk management processes	The Risk Management Policy, approved by the Board of Directors, is based on the principle of aligning the company's strategic objectives and structure with the best market practices. The company's risks are monitored through performance indicators (KPIs) and risk indicators (KRIs). The Board of Directors is responsible for monitoring the effectiveness of the company's risk management structure and process, while the Executive Board is responsible for defining, in conjunction with the Internal Controls and Compliance area, action plans for risk mitigation.
	c) Integration of climate risk identification, assessment and management with general risk management	The risk factors identified were integrated into Lojas Quero-Quero's risk matrix. + in Risk Management + in Stakeholder Relations and our Materiality Matrix.
Metrics and Goals	a) Metrics used to assess the risks and opportunities related to climate change in accordance with the strategy and risk management	(i) Relationship with Stakeholders and our Materiality Matrix (ii) SDGs directly aligned with our activities
	b) Scope 1, scope 2 and scope 3 greenhouse gas emissions and related risks	Lojas Quero-Quero reports its scope 1, 2 and 3 emissions in accordance with the GHG Protocol methodology. The risks related to emissions have been identified in Chapter 6 of this report.
	c) Targets used to manage risks and opportunities related to climate change and performance against targets	Sustainability Report, Chapter 6 (Environment) + SDGS



# 7. UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGS)



The United Nations Sustainable Development Goals (SDGs) represent a global call to action to create a sustainable, equitable and just world. The plan, outlined in 2015, focuses on 17 areas in which nations, governments, businesses and citizens can work to achieve measurable results by 2030.

Lojas Quero-Quero has many of these objectives as core values. Our aim is to continuously improve our products, business and operations to offer value to our customers, partners, suppliers and communities, improving not only the working environment, but the communities we are part of.



WE HAVE IDENTIFIED 10 ODS THAT ARE DIRECTLY  
ALIGNED WITH OUR SPHERE OF ACTIVITY



### Health and well-being (SDG 3)

- The Quero Estar Bem (I Want to Be Well) program, which supports employees in issues related to mental health and well-being.



### Quality Education (SDG 4)

- Virtual School, an internal platform with more than 800 courses available.
- Partnerships with local colleges and universities, offering discounts on undergraduate and postgraduate courses for employees and their dependents, both in person and virtually.
- The company encourages corporate trainees to seek high-level education opportunities, such as MBAs abroad, and has already sent trainees to renowned universities such as INSEAD and the Wharton School.

- Health plan and access to wellness and health apps, where employees can make online appointments, access gyms or online classes, meditation and nutrition.
- Annual in-house workshops on social, physical, financial, occupational and emotional health.
- Health and psychological care through the Quero Estar Bem program.



5 GENDER EQUALITY



### Gender Equality (SDG 5)

- Adherence to the Citizen Company Program, with the possibility of extending maternity leave to six months, and 20 days for paternity leave.
- Annual workshops and lectures on equality and diversity.
- By 2024, 37% of Lojas Quero-Quero's leaders will be women.

7 AFFORDABLE AND CLEAN ENERGY



### Clean and Affordable Energy (SDG 7)

- The Brazilian electricity matrix is itself extremely renewable, with around 80% coming from renewable sources such as hydroelectric plants.
- Completion of the implementation of the distributed energy generation project, from which part of our electricity consumption will be produced from solar panels.
- We currently have six photovoltaic plants, with more than 23 solar panels, which should generate 13.5 GWh of clean energy per year.

8 DECENT WORK AND ECONOMIC GROWTH



### Decent Work and Economic Growth (SDG 8)

- 8.8 thousand employees.
- 363 additional vacancies in 2043.
- More than 1,300 employees promoted in 2023.
- Health and wellness team and psychologists available to our employees.
- Specific area for employee safety.
- The company focuses on cities in the interior, with an average population of 25k, and is responsible for providing them with economic development and access to products.
- Leadership development programs, such as Corporate Trainee and Store Manager Trainee.
- Annual bonus for employees in the form of a PPR (Profit Sharing Program).

10 REDUCED INEQUALITIES



### Reducing Inequalities (SDG 10)

- Quero Respeito Program, created in 2020, aimed at promoting diversity and inclusion in the company.
- Creation of affinity groups.
- Mandatory diversity training.



### Sustainable Cities and Communities (SDG 11)

- Annual campaigns in favor of the communities in which we operate, such as the Warm Clothing Campaign (more than 9,000 coats, clothes and blankets collected).
- Actions in favor of the Floods in RS, in 2024, a campaign aimed at helping communities affected by the rains, as reported throughout the report, seeking to help rebuild the homes of people impacted.
- Annual Loyal Donor Program, aimed at encouraging blood donation.



### Responsible Consumption and Production (SDG 12)

- Stores designed to require as little electricity as possible. In recent years, all the light bulbs in the stores, headquarters and DCs have been replaced with LEDs.
- Recurring packaging recycling actions at Distribution Centers.
- Encouraging suppliers to follow sustainable actions in their operations through contractual forecasts and internal analysis.
- Key suppliers, responsible for +40% of our purchases, are committed to ESG aspects in their business.



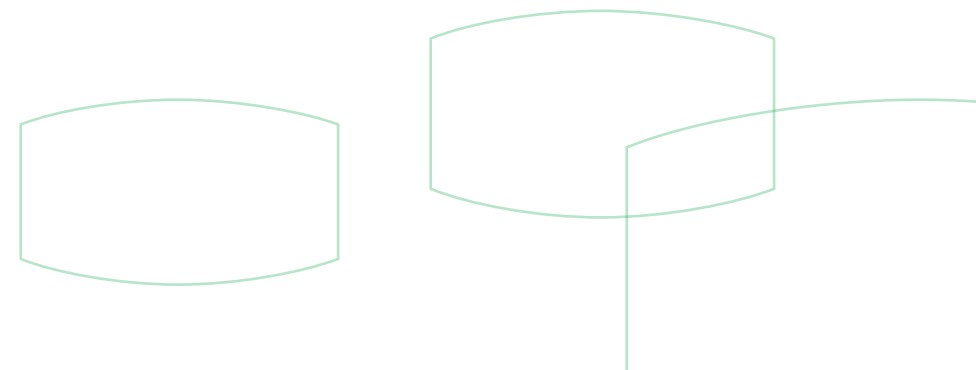
### Climate Action (SDG 13)

- For the third year running, we have joined the GHG Protocol cycle, run by the Getúlio Vargas Foundation, to publish our GHG emissions inventory. In 2024, we were awarded the Silver seal.
- Optimization of routes and prioritization of renewable fuels when possible.
- Hiring renewable energy (solar) through a partnership with Green Yellow.



### Terrestrial Life (SDG 15):

- Provide for clauses in trade agreements to ensure that suppliers adopt all appropriate measures, in compliance with current laws, with regard to the legal and sustainable exploitation and management of the raw materials for their products.
- By 2024, 98% of Lojas Quero-Quero's furniture purchases will come from suppliers with some form of environmental certification, including FSC.



# GRI INDEX

## UNIVERSAL STANDARDS

## Reference (page)/ Direct Response

### GENERAL DISCLOSURES

#### The Organization and its reporting practices

2-1	Organizational details	Lojas Quero-Quero SA is a publicly traded company based in Cachoeirinha (RS). More details on pages 8 and 9
2-2	Entities included in the organization's sustainability reporting (Scope of Subsidiaries)	The scope of the report includes the parent company, Lojas Quero-Quero S.A., as well as its subsidiaries: Quero-Quero VerdeCard Instituição de Pagamento S.A. and Sentinela dos Pampas Administradora e Corretora de Seguros LTDA.
2-3	Reporting period, frequency and contact point	January 1, 2024 to December 31, 2024. Annual publication frequency.
2-4	Restatements of information	n/a
2-5	External assurance	n/a

#### Activities and employees

2-6	Activities, value chain and other business relationships	Pages 8 and 9
2-7	Employees	Pages 36, 37 and 72
2-8	Workers who are not employees	Item 10.1 (b) of the Reference Form.

#### Governance

2-9	Governance structure and composition	Pages 17 to 23
2-10	Nomination and selection of the Board of Directors	Page 18
2-11	Chairman of the Board	The Chairman of the Board has no executive functions in the Company
2-12	Role of the Board of Directors in overseeing the management of impacts	Pages 27 to 29

2-13	Delegation of responsibility for managing impacts	Page 29
2-14	Role of the highest governance body in sustainability reporting	The Sustainability Report is assessed by the Board of Directors at a meeting.
2-15	Conflicts of interest	The Company adopts a specific mechanism to identify conflicts of interest in the Board of Directors, applying to this case the rules contained in the Brazilian legislation, in the Policy on Transactions with Related Parties and Other Situations Involving Conflicts of Interest ("Related Party Policy") and in the Internal Rules of the Board of Directors and Executive Board. All documents can be accessed at the following link: <a href="https://ri.quero-quero.com.br/governanca-corporativa/estatutos-e-politicas/">https://ri.quero-quero.com.br/governanca-corporativa/estatutos-e-politicas/</a>
2-16	Communicating critical concerns	Page 29. Item 4, Reference Form.
2-17	Collective knowledge of the highest governance body	Pages 27 to 29
2-18	Evaluation of the performance of the Board of Directors	Page 27
2-19	Remuneration policies	Published at: <a href="https://ri.quero-quero.com.br/governanca-corporativa/estatutos-e-politicas/">https://ri.quero-quero.com.br/governanca-corporativa/estatutos-e-politicas/</a>
2-20	Process to determine remuneration	Page 25-26. For more information, see section 8 of the Reference Form.
2-21	Annual total compensation ratio	Item 10.3 (d) of Reference Form.
405-1	Composition of the groups responsible for corporate governance and breakdown of employees per category according to gender, age group, minorities and other diversity indicators	For more information, see Section 10 of the Reference Form.

## UNIVERSAL STANDARDS

## Reference (page)/ Direct Response

## GENERAL DISCLOSURES

## Strategy, policies and practices

2-22	Statement on sustainable development strategy	Page 12
2-23	Policy commitments	Page 30 to 32
2-24	Embedding policy commitments	Pages 64 to 67
2-25	Processes to remediate negative impacts	Pages 28 and 61
2-26	Mechanisms for seeking advice and raising concerns	Page 29
2-27	Compliance with laws and regulations	In 2024, Lojas Quero-Quero did not receive any significant fines or non-monetary sanctions due to non-compliance with laws and regulations in the social and economic spheres.
2-28	Membership associations	Page 52

## Stakeholder engagement

2-29	Approach to stakeholder engagement	Pages 14 to 15
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## Material topics

3-1	Process to determine material topics	Page 14 to 15
3-2	List of material topics	Page 15
3-3	Management of material topics	Supplier Management (p. 63); Energy Efficiency (p. 62); GHG Emissions (p. 61); Attracting, Developing and Retaining Talent (p. 43); Social Responsibility (p. 51); Occupational Health and Safety (p. 38); Diversity, Inclusion and Equity (p. 46); Ethics and Integrity (p. 30); Information Security (p. 32); and Innovation and Technology (p. 49).

## SPECIFIC STANDARDS

## ECONOMIC DISCLOSURES

## Economic performance

201-1	Direct economic value generated and distributed	Page 8. For more information, the 2024 Financial Statements (FS) are published on the Results Center of the Company's IR website <a href="https://ri.quero-quero.com.br/">https://ri.quero-quero.com.br/</a>
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## Indirect economic impacts

203-1	Investments in infrastructure and support services	R\$ 51.5 million (DF, p. 17)
203-2	Impact on the local economy	Pages 52 to 55

## Procurement practices

203-4	Proportion of spending on local suppliers	Page 64
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## Anti-corruption

205-1	Operações avaliadas quanto a riscos relacionados à corrupção	The Company has a formalized risk matrix that includes scenarios related to corruption, and a Code of Conduct that outlines guidelines in accordance with the major Brazilian anti-corruption laws.
205-2	Communication and training about anti-corruption policies and procedures	Periodic training is carried out through our internal platform (Virtual School), in which we require all employees to take anti-corruption training.
205-3	Confirmed incidents of corruption and actions taken	We have had no cases of corruption.



## SPECIFIC STANDARDS

## Reference (page)/ Direct Response

## ENVIRONMENTAL DISCLOSURES

## Materials

301-3	Reclaimed products and their packaging materials	Page 66
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## Energy

302-1	Energy consumption within the organization	Page 62
302-2	Energy consumption outside of the organization	n/a
302-3	Energy intensity	Page 62
302-4	Reduction of energy consumption	Pages 62
302-5	Reductions in energy requirements of products and services	Pages 62

## Emissions

305-1	Direct (Scope 1) GHG emissions	Pages 60
305-2	Energy indirect (Scope 2) GHG emissions	Pages 60
305-3	Other indirect (Scope 3) GHG emissions	Pages 60
305-4	GHG emissions intensity	Pages 60
305-5	Reduction of GHG emissions	Pages 60

## Waste

306-1	Waste generation and significant waste-related impacts	Page 66
306-2	Management of significant waste-related impacts	Page 66
306-3	Waste generated	Page 66
306-4	Waste diverted from disposal	Page 66

306-5	Waste directed to disposal	Page 66
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## Supplier environmental assessment

308-1	New suppliers that were screened using environmental criteria	Pages 63
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## SOCIAL DISCLOSURES

## Employment

2-30	Collective bargaining agreements	The company follows the collective bargaining agreements negotiated between the various unions representing employees and the employer in each location where it operates. In occasional cases, the company negotiates collective bargaining agreements directly with the union representing its employees, but this number is not currently published. In recent years, we have not recorded any work stoppages or strikes at the company's establishments.
202-1	Ratios of standard entry level wage compared to local minimum wage	The lowest salary for all genders is the local minimum wage in the country where we work.
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Page 37
401-3	Parental leave	The company participates in the Citizen Company Program, and grants maternity and paternity leave above that required by law, which is 180 and 20 days, respectively.
402-1	Notice periods regarding important changes	n/a

## Occupational health and safety

403-1	Occupational health and safety management system	Pages 38 and 39
403-2	Hazard identification, risk assessment, and incident investigation	Pages 38 and 39

**SPECIFIC STANDARDS****Reference (page)/ Direct Response**

403-3	Occupational health services	Pages 38 to 41
403-4	Worker participation, consultation, and communication on occupational health and safety	Page 41
403-5	Training workers in occupational health and safety	Pages 38 to 41
403-6	Promoting worker's health	Pages 38 to 41
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Pages 38 to 41
403-8	Workers covered by an occupational health and safety management system	Pages 38 to 41
403-9	Work-related injuries	Page 38
403-10	Work-related ill health	Pages 38 to 41

**Training and education**

404-1	Average hours of training per year, per employee	21,6h
404-2	Programs for upgrading employee skills and transition assistance programs	Pages 43 to 45
412-2	Training on human rights	Training on our Code of Conduct, which covers human rights, is mandatory for all employees of the Company and its subsidiaries.

**Non-discrimination**

406-1	Incidents of discrimination and corrective actions taken	All cases are assessed and, if confirmed, result in a formal warning, dismissal and/or criminal liability. There were 13 complaints of discrimination/prejudice in 2024, of which 8 were dismissed and 5 were upheld. All successful complaints resulted in the employee being dismissed.
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**Freedom of association and collective bargaining**

407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	There is no risk in own operations. The Company follows the collective bargaining agreements negotiated between the various unions that represent the employees and the employer in each location where it operates.
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**Child labor**

408-1	Operations and suppliers at significant risk for incidents of child labor Operations and suppliers at significant risk for incidents of child labor	There are no significant risks in own operations. Find out more about management in the chain to guarantee these rights on Page 63
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**Forced or compulsory labor**

409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	There are no significant risks in own operations. Find out more about management in the chain to guarantee these rights on Page 63.
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**Local communities**

413-1	Operations with local community engagement, impact assessments, and development programs	Pages 49 to 56.
413-2	Operations with significant actual and potential negative impacts on local communities	Pages 60, 66 and 67

**Supplier social assessment**

414-1	New suppliers that were screened using social criteria	Page 63
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### Public policy

415-1	Total value of financial contributions to political parties and politicians by country and recipient/beneficiary	The Company has made no contributions, directly or indirectly, to political parties, political campaigns or lobbying associations.
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### Customer privacy

418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	We had no cases in 2024.
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## SASB RETAIL

### SASB Retail

### Reference (page)/ Direct Response

#### Retail & Distribution Energy Management

CG-MR-130a.1	(1) Total energy consumed, (2) percentage of electricity from the free market, (3) percentage of renewable energy	17,096 MWh. Pages 62-63.
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#### Data Security

CG-MR-230a.1	Description of the approach to identifying and dealing with data security risks	Pages 32 to 34
CG-MR-230a.2	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of customers affected	(1) 51; (2) 0,02%; (3) 2

#### Labor Practices

CG-MR-310a.1	(1) Average hourly wage and (2) percentage of employees in stores earning minimum wage, by region	(1) Average hourly wage: R\$10.61 (excluding management, apprentices and interns). (2) All employees earn above the minimum wage.
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CG-MR-310a.2	(1) Voluntary and (2) involuntary turnover rate for employees	(1) Voluntary: 32.0% (2) Involuntary: 19.9%*Calculated by dividing the number of terminated employees by the company's active workforce.
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### Workforce Diversity and Inclusion

CG-MR-330a.1	Percentage of gender and ethnic/ racial group representation for (1) management and (2) all other employees	(1) Administration: page 19. (2) Other Collaborators: page 36.
CG-MR-330a.2	Total value of monetary losses resulting from legal proceedings associated with discrimination in employment	Lojas Quero-Quero had no convictions related to employment discrimination cases in 2024.

### Product sourcing, packaging and marketing

CG-MR-410a.1	Revenue from third-party products certified with environmental and/or social sustainability standards	Page 63
CG-MR-410a.2	Discussion of processes for assessing and managing risks and/or hazards associated with chemicals in products	Not applicable, Lojas Quero-Quero does not produce products or products that use chemicals in their production.
CG-MR-410a.3	Discussion of strategies to reduce the environmental impact of packaging	Not applicable, Lojas Quero-Quero does not have own production.

### Activity metrics

CG-MR-000.A	Number of: (1) stores and (2) distribution centers	(1) Number of stores: 573 (2) Number of distribution centers: three - Santo Cristo (RS), Sapiranga (RS) and Corbélia (PR)
CG-MR-000.B	Total area of: (1) stores and (2) distribution centers	(1) Total store area: 381 thousand m <sup>2</sup> (2) Total distribution center area: 91 thousand m <sup>2</sup>

