C&A MODAS S.A.
CNPJ/ME 45.242.914/0001-05
NIRE 353000542762

Publicly Held Company

MATERIAL FACT

Approval of a New Share Repurchase Plan

C&A Modas S.A. [B3: CEAB3] (the "Company"), in compliance with the provisions of paragraph 4, article 157 of Law No. 6,404, dated December 15, 1976, as amended, and the regulation of the Brazilian Securities and Exchange Commission ("CVM"), particularly CVM Resolution No. 44, of August 23, 2021, as amended, and CVM Resolution No. 77, of March 29, 2022 ("RCVM 77"), hereby informs its shareholders and the market in general that, at a meeting held on this date, the Company's Board of Directors approved the establishment of a new program for the repurchase of common shares issued by the Company (the "New Buyback Program"), to be held in treasury, for granting as bonuses or for future sale of shares on the market, or cancellation without reducing the Company's share capital.

The prior share buyback program, approved on April 18, 2024 ("2024 Buyback Program"), was terminated on January 13, 2025, following the acquisition, through market transactions at prevailing prices, of 3,000,000 common shares issued by the Company, equivalent to 0.97% of the Company's share capital.

The objective of the New Buyback Program is to acquire shares issued by the Company to meet the exercise of stock options under current stock option plans, which play a fundamental role in the Company's long-term incentive policy.

Additionally, the plan includes the following conditions:

Number of Shares Outstanding: 141,013,341 common shares as of January 8, 2025.

Limit of Shares Subject to Repurchase: Under the New Repurchase Plan, the Company may acquire up to 5,000,000 common, registered, book-entry shares without par value, in compliance with the limits established by Resolution CVM 77.

Acquisition Price and Method: All share purchase or sale transactions will be carried out on B3 –

Brasil, Bolsa, Balcão, at market prices, with the Company's management deciding on the timing and number of shares to be acquired, whether in a single transaction or a series of transactions, in accordance with applicable regulations.

Timeframe for Completion for the Transactions: up to 18 months, starting on January 13, 2025, and ending on July 13, 2026.

Intermediary Financial Institutions: (i) Santander Corretora de Câmbio e Valores Mobiliários S/A; (ii) BTG Pactual Corretora de Títulos e Valores Mobiliários S.A.; and (iii) Bradesco S.A. Corretora de Títulos e Valores Mobiliários.

The Management of the Company will decide on the effective purchase, dates and quantity it deems appropriate, within the limits and timeframe established by the Board of Directors and applicable legislation. The decision to cancel or sell the shares held in treasury shall be made in due course and communicated to the market.

Barueri, January 13, 2025

Laurence Beltrão Gomes

Vice President of Administration, Finance, and Investor Relations