

**Grupo SBF S.A.**

Publicly-held Company  
CNPJ No. 13.217.485/0001-11  
NIRE 35300390458

**SBF Comércio de Produtos Esportivos S.A.**

Publicly-held Company  
CNPJ No. 06.347.409/0001-65  
NIRE 35300552679

**MATERIAL FACT**

São Paulo, October 1, 2025 – **Grupo SBF S.A.** (B3: SBF3) (“Grupo SBF”) and **SBF Comércio de Produtos Esportivos S.A.** (“SBF Comércio”, together with Grupo SBF, “Companies”), in compliance with the provisions set forth in § 4 of article 157 of Law No. 6,404, of December 15, 1976, as amended, and in the Resolution of the Brazilian Securities and Exchange Commission (*Comissão de Valores Mobiliários* – CVM) No. 44, of August 23, 2021, as amended, inform their shareholders and the market in general that, in line with the Companies’ new strategic cycle focused on profitable growth of their operations, the Management of Grupo SBF has strategically opted to simplify its portfolio and concentrate efforts and resources on its main business units: Centauro and Fisia.

As part of this move, the Companies also announce the disinvestment of the NWB operation, the digital sports media platform, and their stake in X3M, a company specialized in organizing races and sports events. This strategic simplification is expected to allow full focus and resources to be directed toward initiatives that drive growth and profitability in the Company’s most relevant operations. The Companies emphasize that these divestments do not have material effects on their results, assets, business, or operations.

The Company remains available for any questions or clarifications that may be necessary.

**José Luís Magalhães Salazar**

Financial and Investor Relations Officer

