

Integrated Annual Report 2024

cielo





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Message from the CEO

[GRI 2-22]

Interview with **Estanislau Bassols**, CEO of Cielo

A passion for innovation, technology, and business is one of Cielo’s fundamental pillars. What are the main highlights for 2024 in these areas?

Passion is the fuel that drives the Team Cielo in all areas of the company. We are passionate about simplifying and driving business, and 2024 was no different. With technology and innovation at the core of our business, we made significant advances, starting with agility: our time to market was reduced by 45%, from 149 days in 2023 to 82 days in 2024.

This allowed many solutions to be brought to market quickly to ensure even greater efficiency for our customers. Among the main developments, Pix was one of the highlights for Cielo. We have been following the evolution of this technology, which has approximately tripled in volume this year.

In partnership with Banco do Brasil and Bradesco, we anticipated the dates suggested by the Central Bank’s regulations and delivered contactless Pix payments to our customers, committing to uphold Cielo’s pioneering spirit and further simplify the instant payment journey for consumers.

Another important development was our presence in the entertainment market in several regions of Brazil, with Cielo participating as the official card reader at major events such as Lollapalooza, the traditional June festival in Campina Grande, and Oktoberfest Blumenau, the largest German tradition festival in the Americas.

In terms of business, in addition to greater integration with our parent banks, we also strengthened important partnerships. We launched Aliança Cielo, which aims to join forces with strategic partners to create an ecosystem of increasingly customized solutions to boost sales and facilitate the management of our customers’ businesses.

These and all of the company’s achievements are based on the strategies of our transformation plan, Pra Cima Cielo, which for two years has been leveraging the efficiency of our deliveries.

One of the main efforts in 2024 was the process of delisting. What were the main changes and achievements resulting from this process?

The company’s delisting was undoubtedly a landmark event. And, like every phase marked by challenges, it also brought many opportunities. With the aim of making Cielo even more competitive and contributing to boosting our purpose, we are now working with even stronger synergy with Banco do Brasil and Bradesco.

All this to offer services that are even more connected to the needs of retailers and entrepreneurs, in addition to keeping the wheel of leadership and innovation in payment methods and financial services turning even stronger.

“
Delisting gave us the freedom to accelerate, innovate, and deliver more value to our customers.

Even though it is recent, this synergy has quickly borne fruit with our parent companies, such as the launch of Tap Bancos, which transforms account holders’ cell phones into card readers, and Pix by proximity on Cielo card readers, which allows for even greater agility and convenience in the payment journey.

From a commercial standpoint, we have also reaped the benefits of this integration, whether through exclusive rental incentives and fees in the banks’ service packages or through the relationship between our sales force, which has achieved significant levels of productivity and leveraged this increasingly aligned performance.

The year 2024 was a milestone of transformation for Cielo’s business. How do you assess the role of Pra Cima Cielo in achieving sustainable results?

Pra Cima Cielo remains a vital pillar in achieving sustainable results. We have leveraged our efficiency on three major fronts: excellence in experience, acceleration of digital transformation, and market share growth with increased profitability.

I believe that we are stronger and more structured today, but I always knew that it would be impossible to maintain focus and achieve rapid change without considering new governance structures, processes and, in particular, building and strengthening a collaborative and data-driven culture.

Here are some of the developments related to our transformation movement: logistical efficiency in terminal delivery times, the launch of automatic receipt within one business day, the expansion of our sales force, and the strengthening of our partnership with banking channels, in addition to, of course, a major advance in efficiency and cost reduction.

I always say that to transform is to exist. There is no transformation without ambition and a sense of urgency. That is why we are working hard to keep pace with the changes and needs of such a competitive market as financial services.

It is important to highlight that, at Cielo, this dynamic approach is accompanied by our ethical commitments and compliance with regulatory requirements. We pay close attention to regulatory standards and invest in the quality of our controls and team training.

How did the strategies adopted last year enable Cielo to get even closer to its customers, generating value and strengthening bonds of trust?

Overcoming experience: this was our commitment to strengthening bonds of trust in 2024. We are very proud to have achieved historic levels of customer satisfaction, with results never before seen in our evolution in experience and journey.

A recent study conducted by Cielo showed that 91% of retailers believe that new technologies contribute to customer loyalty. In this sense, we have leveraged some important fronts such as our customer-focused and data-driven logistics model, in addition to the resolution of our customer service, transparency in the journey, and advances in integrated and e-commerce solutions.

Some practical examples: in logistics, we reduced the average delivery delay by 66% and decreased the occurrence of delays by 71%. In our customer service channels, we have increased our resolution rate by 33%, reaching the highest levels of customer service solutions, and we have made some improvements in digital and cognitive IVR, in addition to self-service on WhatsApp.

With these results, I remain very proud of the path we have taken and confident that nothing will change in terms of our spirit of service. We will continue working to offer the best experience, with a focus on data, but without forgetting what matters most: people.

The emergence of technological innovations has transformed several sectors, including the payments and retail markets. How do you see the future of payment methods, especially considering the Brazilian context?

I aspire to an increasingly integrated, invisible, and frictionless future. In the Brazilian context, I dare say that we are and will continue to be early adopters when it comes to payment technology. Here, a practical example is Pix, which was quickly integrated into the entire digital payment ecosystem: card machines, payment links, e-commerce solutions, and even WhatsApp, facilitating financial reconciliation and becoming one of Brazilians' preferred methods of payment.



We have achieved historic levels of customer satisfaction, with results never before seen in our evolution in experience and journey.





We have a responsibility to build a future that is as great as our journey so far.

This reflects two important trends: the advancement of technological solutions and changing consumer habits, with a preference for digital, instant, and frictionless payments. The adoption of payment methods needs to be based on a deep understanding of consumer habits, attitudes, and behaviors. Convenience, practicality, and speed have different meanings in different cultures and regions—and we must always be attentive to delivering what customers want first and foremost.

It is always worth remembering that, to be excellent, any experience must consider ubiquity, security, and simplicity. In other words, it must be present everywhere, ensure that the amount paid is received correctly and without incident, and have a very easy and intuitive user interface.

In this sense, how does Cielo work with artificial intelligence (AI)?

AI is a priority at Cielo, and our efforts are not confined to a single area or department. There is a cross-functional strategy that seeks to disseminate the practice throughout the company.

We position ourselves as a partner to retailers in the implementation of new technologies, and artificial intelligence is no different. We take a practical, results-oriented approach and see AI as a strategic resource for simplifying business management and improving the customer experience, not just as an isolated area of innovation.

We have new use cases for AI that exemplify our evolution on this journey. One is a Cielo offer modeling system that can determine the best value for each customer by considering various aspects. Another has to do with the people analytics process, which cross-references commercial productivity with the profiles of our sales force employees to list skills.

In 2025, Cielo will celebrate 30 years of history. Inspired by this legacy of innovation and success, what message would you like to convey for the next three decades?

It has been 30 years of a history that is intertwined with the history of payments in the country. From carbon copy card payments to contactless payments, there is only one thing that has remained constant throughout this time: our presence and legacy in the lives of millions of entrepreneurs and retailers in Brazil.

It's good to look back and see how far we've come. It's even better to look ahead and see how far we can go. But what really brought us here were the people—our employees, customers, and partners.

So, if I could leave a message for the next 30 years, it would be this: we will remain steadfast in our unwavering purpose to simplify and drive business forward. To do so, it is essential that we live each day delivering excellence, because we have a responsibility to build a future as great as our journey so far. The future is now, and we are ready to lead this evolution.

About the Report

[GRI 2-2, GRI 2-3, GRI 2-5, GRI 2-14]

Welcome to the Integrated Annual Report!

This document clearly and accessibly summarizes the main initiatives undertaken over the past year to strengthen our transparency, corporate responsibility, and value creation for stakeholders.

We present an overview of our environmental, social, and governance (ESG) practices, highlighting progress in reducing impacts, sustainable development, and compliance with public commitments.

Our Report includes operational, financial, and social and environmental information about Cielo, reflecting a strategy focused on sustainability, risk management, and value creation.

In line with the Global Reporting Initiative (GRI) standards, the Integrated Reporting Framework, and the Sustainability Accounting Standards Board (SASB) indicators for the Software & IT Services sector, this Report covers the period from January 1 to December 31, 2024, and consolidates data from all of Cielo's subsidiaries and affiliates. The same entities and coverage period are considered in the Financial Statements.

To ensure the compliance of our report, the information presented herein has been verified by BDO RCS Auditores, an external and independent party. The **assurance letter** can be found at the end of this document.

The Report is submitted to internal analysis by the teams responsible for managing the topics, validated by the Board of Executive Officers, and reviewed by the appropriate governance bodies, which recommended its publication to the Board of Directors.

Reading tools

The document's structure was designed to ensure intuitive reading, allowing sequential navigation or direct access to sections through interactive links.

GRI and SASB indicators are highlighted throughout the text and can be consulted in specific indexes, organized according to each theme. These items also feature responsive navigation, facilitating direct access to the text.

At the end of the report, we provide the Indicators Notebook, dedicated to more technical data, tables, and explanatory notes. You can also access it by **clicking here**.

Enjoy reading!

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If you have any questions or need further clarification regarding the information provided, please contact us by email at: **sustentabilidade@cielo.com.br**.

1.

Cielo

Who we are
Our market
Business model and value creation
Our results

cielo



Who we are

[GRI 2-1, GRI 2-6, GRI 2-24]

Cielo S.A. – Payment Institution (“Cielo” or “Company”) is one of the most respected Brazilian payment companies in the domestic market. We have a 30-year legacy of experience in financial solutions that have evolved alongside the Brazilian payment market itself.

At Cielo, we are guided by a clear purpose and a strategic vision that guides every step of our growth: to simplify and drive business for everyone and to be the most desired exponential platform in Brazilian retail. Our activities are structured with a focus on innovation and excellence, establishing milestones that guide our operations and enhance our customers’ experience.

With these commitments, we strengthen our role as a benchmark in the sector.



PURPOSE

Simplify and drive
business for all persons.



VISION

To be the most sought-
after exponential
platform in Brazilian
retail.

Purpose and Vision

We are present in 99% of the national territory, offering a complete portfolio of technological solutions for different segments of commerce. Our purpose is to simplify the commercial management of establishments and enhance the consumer experience, driving business throughout Brazil, from entrepreneurs to large retailers.

Through a platform available on our website, we facilitate the accreditation of commercial partners and the processing of payment transactions, promoting efficiency and innovation in the sector. Our comprehensive and customized solutions streamline processes and strengthen business relationships.

To this end, we provide solutions for economic and financial information management and equipment for capturing and processing credit, debit, and Pix transactions, including installation and maintenance.

In addition, we offer advance payment of receivables, ensuring liquidity and financial flexibility for our customers.

Learn about Cielo's products and services

[GRI 2-6]

Our portfolio serves
small and medium-sized
entrepreneurs as well as
large retailers, with options
ranging from card machines
to e-commerce solutions.



Visit our **website** and
learn about our products
and services.

Highly reputable brand

We are a benchmark in payment methods and also a highly renowned brand. In 2024, Cielo became the first acquirer to receive this recognition from the National Institute of Industrial Property (INPI).

The title of high renown is granted to brands with broad public recognition, a consolidated reputation, proven economic value, and immediate association. In addition to expanding business protection, it reinforces the credibility and strength of our brand in the market.


As of December 2024, fewer than 200 brands in Brazil had this status, highlighting Cielo’s position among the most reliable companies in the country. This recognition reflects the trust that customers, partners, and employees place in us every day.

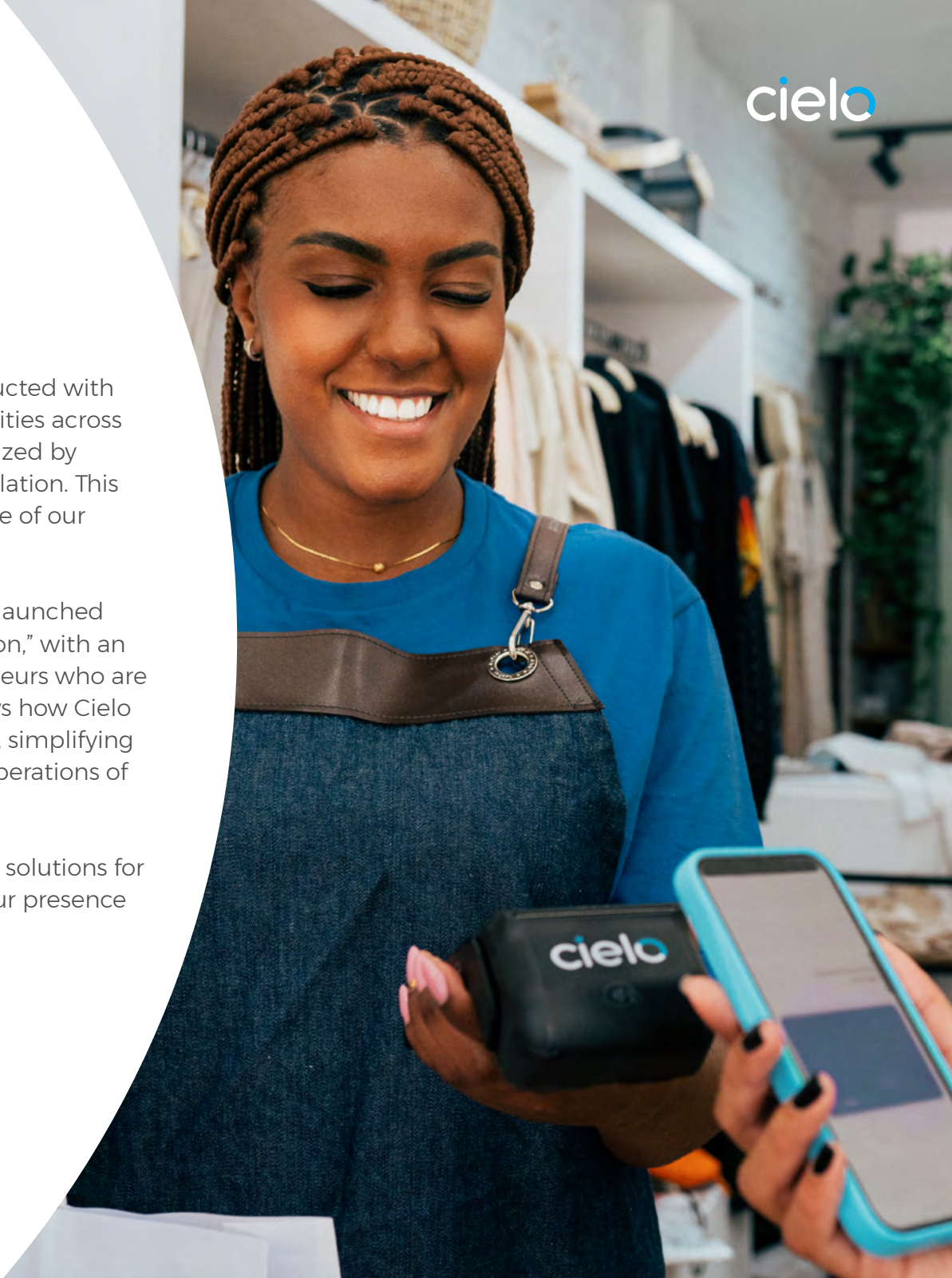
Cielo: Joining forces is our passion

A survey by the Datafolha Institute, conducted with more than 2,000 people in 131 municipalities across the country, revealed that Cielo is recognized by approximately 90% of the Brazilian population. This result reflects the credibility and relevance of our brand in the market.

Taking advantage of this connection, we launched the campaign “Joining forces is our passion,” with an advertising film that highlights entrepreneurs who are passionate about what they do and shows how Cielo is a partner to those who have a business, simplifying sales management and the day-to-day operations of its customers.

The campaign reinforces the reach of our solutions for all types of entrepreneurs, highlighting our presence and impact in the market.

 **LEARN MORE**
about the campaign
Joining forces is our passion.





Participation in associations

[GRI 2-28]

Cielo is associated with several recognized multisectoral entities that strengthen our market presence, including:

- **Brazilian Association of Credit Card and Services Companies (ABECS):** represents the sector in the 4-part model.
- **American Chamber of Commerce for Brazil (AMCHAM):** works on a range of issues, including economics, international trade, environmental policy, digital transformation, environmental, social, and governance (ESG) practices, and innovation.
- **Brazilian Association of Technology for Commerce and Services (AFRAC):** represents manufacturers of automation equipment and peripherals, software houses, distributors and resellers, paper supply companies, automatic data collection and radio frequency (AIDC/RFID), mobility, payment methods, startups, digital certifiers, and retailers.
- **ICC Brasil (International Chamber of Commerce):** works on multisectoral issues, covering economics, international trade, and ESG.

To ensure follow-up on business-related topics discussed by the entities, the governance mechanisms established for the associations were improved in 2024.

Our market

[GRI 2-6]

The payments market is evolving rapidly, and we know that businesses need to keep pace with these changes. In 2024, according to ABECS data, the volume transacted by cards in Brazil exceeded R\$4.1 trillion, a 10.9% increase over the same period in 2023. In addition, ABECS forecasts growth of between 9% and 11% for 2025.

Cielo, in partnership with Expertise, conducted a survey to understand retailers' expectations regarding the future of payment methods in Brazil. The study revealed that retailers are open to innovation, seeking solutions that offer agility, security, and a better experience for their customers.

 **LEARN MORE**
About the **Cielo Survey: Retail Habits.**

With an increasingly digitized sector, tools such as digital wallets, QR Codes, and PIX are already part of everyday commerce. More than 90% of respondents believe that new solutions help build customer loyalty, with fast transactions, competitive fees, and security being the most valued factors.

On the other hand, lack of information and uncertainty about security are the main challenges in adopting new technologies. This is a crucial point that the sector must be aware of and prepared for in order to offer the most advanced solutions not only in payment processing tools, but also in management, credit analysis, data intelligence, and other value-added services integrated into the ecosystem.

Cielo is prepared for this evolution and to keep people confident in this process. Our portfolio already includes innovative solutions such as Cielo Tap and digital wallets, ensuring that our customers always have the best options for their sales. At the same time, the traditional Cielo card machine remains a secure and practical tool for Brazilian retailers.



Our commitment to innovation is accompanied by strong technology governance and risk management. As part of this movement toward increasingly faster and more digital transaction volumes and payment methods, we continue to invest in controls and checks that will reinforce security in the execution of payments.

The digitization of payment methods brings countless opportunities, but also requires us to take on increasing responsibility for privacy, data protection, and cybersecurity. The Central Bank of Brazil (BACEN), through resolutions, establishes guidelines for payment institutions to implement robust cybersecurity policies.

At Cielo, we align our practices with these regulations to ensure that our solutions are not only efficient, but also reliable and transparent. We continuously invest in advanced technologies, such as artificial intelligence and machine learning, to enhance our anti-fraud systems and protect our customers' transactions.

An intrinsic challenge in the payment industry is being present everywhere and in all means of payment, while increasing security with low friction. Even with the countless technological advances we have witnessed, this scenario will always be present in the industry. It is inherent to its nature.

At Cielo, we align our practices with these regulations to ensure that our solutions are not only efficient, but also reliable and transparent.



Business model and value generation

Our business model is structured around creating value through payment intermediation, combining operational efficiency, data intelligence, and differentiated financial services to provide the entrepreneurial market with secure management of its sales.


[GRI 2-24, GRI 2-25]

RESOURCES



Intellectual

- Investment in research and development (R&D).
- Technical expertise in payment technology.
- Highly renowned trademark registered with the INPI.



Natural

- Natural resources used in operations (energy, water).
- Greenhouse Gas (GHG) Inventory.
- Environmental Management System (EMS) certified to ISO 14001.
- Structured management for the reverse logistics of electronic equipment.
- Climate strategy in line with the Task Force on Climate Related Financial Disclosures (TCFD).



Finance

- R\$837.5 billion in trading volume.
- Investments in technology and infrastructure.
- Diversificação de fontes de receita.
- Debt issuance and fundraising.
- Financial risk management.



Manufactured

- Payment equipment (POS machines, smart terminals).
- Information technology (IT) infrastructure (servers, data centers).
- Investment in equipment maintenance and upgrades.
- Information safety protocols and policies.



Human

- Organizational culture focused on innovation and excellence.
- Continuous training and development of employees.
- Investment in employee well-being and quality of life.
- Diversity and inclusion programs.
- Human resources management policies.



Social and Relationship

- Ongoing engagement with stakeholders.
- Customer feedback and satisfaction surveys.
- Sustainability and financial inclusion initiatives.
- Participation in industry events and forums.
- Collaboration with regulatory bodies and industry associations.

VALUE GENERATED AND SHARED

- Continuous innovation in payment technology.
- Technologies and products that meet complex customer needs.
- Technology operation prepared to scale and transform, efficiently and safely.

- 100% of scope 1 and 2 emissions offset.
- 100% of electronic waste recovered through reverse logistics is correctly sent for recycling.
- Reduction in environmental footprint: -32.9% in direct emissions (scope 1) and -37.1% in consumption of fuels from non-renewable sources.
- Compliance with regulations.

- Strategic reinvestments.
- Reduction in operating costs.
- Improvement in financial efficiency.
- Generation of value for shareholders.
- Strengthening of market position.

- High availability technological infrastructure.
- Robust and secure transaction processing systems.
- Modern and efficient payment terminals.
- Information Security compliance certifications.

- Score of +83 points in Employee Experience (eNPS).
- Highly qualified and motivated teams.
- Development of essential skills and leadership.

- Positive social impact and strengthened relationships with stakeholders.
- Promotion of financial inclusion and support for local economic development.
- R\$2.2 million invested in social impact and financial education projects.
- Compliance with industry regulations and standards.

Our results

[GRI 3-3 Governance, integrity, ethics, and transparency, GRI 201-1]

2024 was a challenging and remarkable year for Cielo, reinforcing our ability to adapt to a dynamic market such as the payment services industry. We maintained a strategic cycle of investments focused on innovation and value creation, which boosted our results and improved the quality and efficiency of the services we provide.

We achieved significant operating gains, strengthened our margins and ensured sustainable operations, in line with best practices in corporate governance and social and environmental responsibility.

FINANCIAL VOLUME OF TRANSACTIONS

R\$837.5

BILLIONS

was the financial volume of transactions at Cielo in 2024, an increase of 2.6% compared to 2023.

NET REVENUE

R\$10,295

MILLION

was the total net revenue in 2024, representing a reduction of 2.9% compared to 2023.

FINANCIAL RESULTS

R\$306.5

MILLION

was the positive total in 2024, representing an improvement of R\$459.5 million compared to the negative R\$153.0 million in 2023.



COSTS OF SERVICES RENDERED

The consolidated cost of services rendered amounted to

R\$5,888.3

MILLION BY 2024,

representing an increase of 5.0% compared to 2023.



OPERATING EXPENSES

Operating expenses amounted to

R\$2,401.4

MILLION BY 2024,

an increase of 61.3% compared to 2023.

The Financial Statements include the balances of the accounts of Cielo, the direct and indirect subsidiaries: Cateno, Servinet, Aliança, Paggo, Stelo and Cielo USA; and the funds: Credit Rights Investment Funds (FIDCs) and Investment Funds in Investment Fund Quotas (FICs), the financial statements were prepared in accordance with the accounting guidelines

set out in Law 6,404/76 (Brazilian Corporate Law), including the changes introduced by Laws 11,638/07 and 11,941/09, in compliance with the rules and instructions of the National Monetary Council (CMN) and the Central Bank (BACEN), collectively known as the Accounting Plan for Institutions of the National Financial System (COSIF).

2.

Strategy

Strategy and vision for the future
Sustainable management
Materiality



Strategy and vision for the future


[GRI 2-25, GRI 3-3 Customer relationship, GRI 3-3 Technology, innovation, and system availability]

Innovation, technology, and business are fundamental pillars of Cielo. We work to be the ideal partner for companies of all sizes, in any region of the country, with a complete portfolio of solutions that drive sales, optimize management, and strengthen the financial health of our customers, always with a focus on quality, safety, and stability.

In 2024, we will continue to make solid progress in process digitization, data intelligence, and integration with our shareholders, strengthening our competitiveness and efficiency. This movement is also related to programs and initiatives that are generating value and impact in society by opening up business opportunities and inclusive training.

Our commitment is to respond quickly to market changes, focusing on safety and positive impact for customers and partners. Each innovation is developed to ensure stable and reliable operations.

With strategic and innovative operations, we continue to drive the payments market, offering a differentiated experience and consolidating Cielo as a benchmark in innovation, safety, and operational excellence.



+ FIND OUT MORE

Looking to the future, we continue to invest in solutions that add value to our clients. Find out more at **Generating impact and value.**



Connected transformation: #PraCimaCielo

[GRI 2-25, GRI 3-3 Technology, innovation, and system availability]

More than two years ago, we began a process of transformation in our business, anchored by #PraCimaCielo, a strategic program that drives innovation and efficiency within the company, accelerating internal processes and enabling new solutions for customers and partners.

More than a one-time transformation, it is a continuous improvement movement, ensuring that each initiative is implemented quickly, efficiently, and with clear metrics for success. This commitment reflects our constant pursuit of optimization and innovation, ensuring the best experience for the market.

The structuring of the program has brought three major benefits:

- 1. Greater visibility and transparency in internal initiatives,** allowing all areas to monitor and collaborate in the execution of projects.
- 2. Adoption of a structured methodology for prioritizing and allocating resources,** ensuring that the most strategic initiatives are executed with focus and efficiency.
- 3. Valuation of initiatives based on data and financial impact,** allowing more informed decisions on where to invest effort and capital.



Sustainable management

[GRI 2-12, GRI 2-13, GRI 2-24]

At Cielo, our goal goes beyond offering payment solutions – we want to be the most desired exponential platform in Brazilian retail. To this end, we seek to be the ideal partner, with solutions that promote sustainable and inclusive development in the sector, creating opportunities for all people.

Our initiatives to promote sustainable development are guided by a Sustainability and Impact Policy, which defines guidelines for value creation, aligning the long-term success of the business with economic development and the construction of a more just society with the preservation of the environment.

In order for the company to generate value and sustainable development with its business model, we have structured the Strategic Sustainability Plan, which establishes guidelines for:



Sustainable operations

Adopt sustainability practices that promote socio-environmental value to the business.



Business impact

Generate shared value with clients by strengthening the portfolio with environmental, social and governance (ESG) solutions.



Socio-environmental development

Leveraging socio-environmental impact through socio-productive inclusion and environmental regeneration.

These guidelines are materialized through commitments and actions on the following fronts:

- **Corporate sustainability;**
- **Sustainable business;**
- **Impact agenda;**
- **Diversity, equity, and inclusion;**
- **Eco-efficient operations.**

Our Executive Vice-President for People, Management and Performance monitors the implementation of practices and strategies, and is responsible for reporting periodically to the Board of Executive Officers on the plan's progress, challenges and advances. Corporate governance bodies ensure that the issue is considered by the Board of Directors, which discusses and decides on Cielo's sustainable challenges.

Cielo's corporate reorganization, with its delisting from the Novo Mercado, as well as the conversion of its registration to category B with the CVM (Tender Offer), did not alter the company's governance and strategic commitments to sustainability.

Both Bradesco and Banco do Brasil have consolidated practices in the sector, which strengthens ESG initiatives within Cielo and expands the opportunities for developing sustainable products and innovative business models.



FIND OUT MORE
in **Corporate Governance.**

Materiality

[GRI 2-14, GRI 3-1, GRI 3-2]

In order to clearly define the priorities of our sustainability agenda in 2023, we structured the Materiality Matrix based on the dual materiality methodology, which considers sustainability from three complementary perspectives:

- **Socio-environmental:** Cielo's impacts on society and the environment.
- **Financial:** social and environmental risks and opportunities and their financial impact.
- **Stakeholder perception:** vision of strategic audiences on priority themes.

The matrix was constructed following a four-step process: identification, analysis, stakeholder consultation, and prioritization.

We began by analyzing the context of our operations, mapping ESG issues in the sector, and consulting

reference frameworks. We then grouped the issues identified and deepened the discussion with strategic areas of the company, such as Risk Management, Strategic Planning, and Sustainability, to understand their impacts and opportunities.

During the consultation stage, we conduct interviews with employees, leaders, customers, suppliers, and members of the Sustainability Committee, ensuring a broad and representative view. Based on stakeholder perceptions, we prioritize the most relevant issues and submit them to the Sustainability Committee for analysis and approval by the Board of Executive Officers.




















Finally, we align the material topics with the United Nations (UN) Sustainable Development Goals (SDGs), reinforcing our commitment to sustainable growth and positive impact for all.

Our matrix has 12 material topics, which consider the relevance and impact for our business and our stakeholders.



This matrix guides us in making strategic decisions, ensuring that our actions are aligned with the best sustainability, innovation and governance practices. In this way, we ensure that our decisions are aligned with market expectations and with building a more sustainable future.

Material topics	Related SDG
 Attracting and Developing People	 
 Responsible and SustainableValue Chain	   
 Education, Citizenship and Financial Inclusion	   
 Diversity, Equity and Inclusion	  
 Eco-efficiency in Operations	  
 Entrepreneurship	 

Material topics	Related SDG
 Risk Management and Business Continuity	
 Governance, Integrity, Ethics and Transparency	
 Climate Change	  
 Technology, Innovation and System Availability	  
 Customer Relations	  
 Information Security andFraud Prevention	  

Managing material topics

[GRI 3-3]

At Cielo, the management of material topics is guided by solid policies and commitments, reflecting our dedication to generating shared value and positive impact. We adopt an integrated and comprehensive approach, combining clear guidelines, effective measures, continuous monitoring, and ambitious goals.

To ensure the effectiveness of our actions, we use tools and processes that enable us to accurately monitor our progress. Among our initiatives, the following stand out:

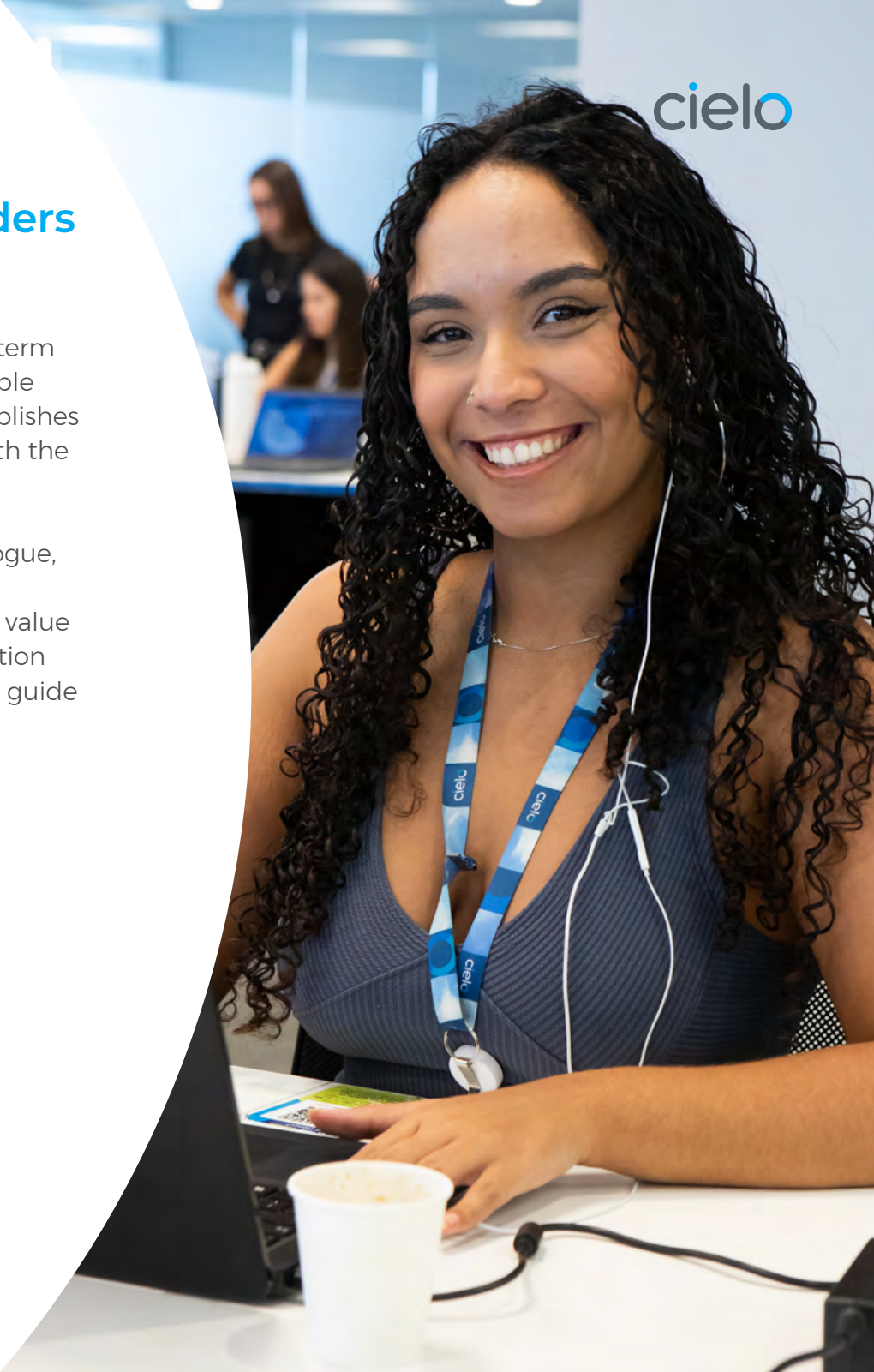
- **Dashboards and analytics**, that monitor essential data, providing valuable insights to drive innovation, organizational excellence and strategic decision-making.
- **Corporate governance structure**, which promotes transparency and accountability within the organization.
- **Monitoring key performance indicators (KPIs)**, that fosters a dynamic, data-driven work environment, boosting organizational success and the quality of decisions.

Engagement with stakeholders

[GRI 2-23, GRI 2-29]

At Cielo, we adopt a structured approach to stakeholder engagement, seeking to build long-term relationships and generate positive and sustainable results. Our Stakeholder Relationship Policy establishes clear guidelines for this engagement, aligned with the principles of our Code Ethics.

We maintain active and diverse channels of dialogue, such as our call center, ombudsman, and digital channels, including our institutional website. We value active listening, promoting two-way communication with mechanisms for collecting feedback, which guide adjustments to our strategies.



3.

Customer focus

Customer experience
Innovation and technology
Generating impact and value
Safety and reliability



[GRI 2-29, GRI 3-3 Customer relationship]

At Cielo, we are committed to ensuring the best experience for our customers by promoting innovations that optimize service, improve logistics, and strengthen trust in our brand.

We continuously invest in technology, automation and data analysis to improve our services, minimize negative impacts and maximize positive ones. We further strengthen our partnership with our shareholder banks, ensuring greater integration between systems and greater exposure of Cielo products within the banks' channels.

We monitor a list of strategic indicators and operational metrics to ensure excellence in all our activities, as well as to identify opportunities for improvement and measure the impact of our initiatives. In this way, we ensure that each innovation is implemented with safety, quality and a focus on the customer experience, promoting an environment of constant evolution and satisfaction.



Net Promoter Score (NPS)

We measure customer satisfaction through specific surveys, with the Net Promoter Score (NPS) – an indicator that evaluates the likelihood of recommendation of our services – being an essential tool in this process.

In 2024, we achieved one of the highest NPS indicators in Cielo's history.

This record reflects the unwavering commitment of our team, which faces challenges with a decisive attitude to offer the best possible experience. Customer satisfaction remains one of our strategic pillars, driving service quality and continuous innovation.

Our NPS reinforces trust in the brand and consolidates Cielo as a benchmark for excellence and relationships.

Customer experience

[GRI 3-3 Customer relationship, GRI 3-3 Technology, innovation, and system availability]

Resoluteness in customer service

Over the past year, we have significantly improved our Customer Service Center, making it more agile and responsive. With the implementation of the customer relationship system across 100% of our operations, we now have a unified view, giving agents full access to interaction history, which enables more efficient and personalized service.

We have also invested in new digital authentication processes, which have made transactions faster and more secure. As a result of these initiatives, we have increased the resolution rate of our Customer Service Center, positively impacting the customer experience and raising our standards of quality and efficiency.

Logistics efficiency

Logistics efficiency and operational quality are essential to ensuring a positive experience for our customers. In 2024, we made significant progress on this front, increasing the resolution rate of our service channels by 33%, ensuring that demands are met more quickly and accurately.

We improved our logistics management, increasing our inventory distribution efficiency by 80%, which had a positive impact on reducing average delivery delays by 51% and reduced order delays by 66%, reflecting more effective and agile control in our processes.

In addition, data intelligence has been fundamental in anticipating demands and personalizing the customer experience. An example of this is the automated shipment of 60% of reels even before the request, while reducing the total volume of reels shipped by 14%, reducing paper consumption and promoting the digital use of receipts, ensuring that our customers' operational flow is never interrupted.

PREDICTIVE ANALYSIS OF TERMINALS

Using artificial intelligence, we implement predictive analytics to anticipate needs and ensure greater availability of card machines. This technology allows us to identify potential failures before they occur, ensuring more stable and efficient operations.

Digitization

Digitization is an essential pillar for modernizing processes and offering innovative solutions in the payment sector. Technologies such as contactless payments, digital wallets, and Pix transform the customer experience, making transactions faster, safer, and more efficient.

In addition to reducing operating costs, digitization enhances safety and convenience, factors that are highly valued by the market. To drive these improvements, we continuously invest in new technologies and digitization.

Among the innovations implemented, we highlight:

- **Cielo Conciliador:** solution that simplifies financial management for our customers.
- **Turbo accreditation for individuals:** more agility in bringing in new customers.
- **Improved payment via link:** faster and safer transactions.

We continue to invest in innovation to always offer the best in payment methods, combining technology, safety, and efficiency in every solution.

Higher reliability

The reliability of payment systems is essential for customers to conduct transactions safely, directly impacting their experience.

Ensuring secure and uninterrupted operations strengthens user confidence, while implementing compliance and risk management practices mitigates fraud and ensures regulatory compliance, protecting both the company and its customers.


These improvements directly reflect customer satisfaction and operational efficiency, ensuring a more agile, assertive, and reliable experience.



Ombudsman [GRI 2-25]

The Ombudsman is an independent and impartial channel within the company, dedicated to receiving, analyzing and handling customer complaints with transparency and effectiveness, ensuring that each issue is resolved fairly and contributing to the continuous improvement of processes.

Cielo’s Ombudsman not only mediates conflicts, but also actively participates in process changes and new product development, ensuring that the customer’s voice is considered in every decision.

 **FIND OUT MORE**

Our Ombudsman reports are public and can be accessed at **Ombudsman Report**.

Our team also acts on requests forwarded by consumer protection agencies, such as the Central Bank (BACEN), Procon, and Consumidor.gov.br. All complaints are analyzed thoroughly and carefully, and opportunities identified are transformed into continuous improvements for our products and services.

Services provided	2022	2023	2024
Services provided	17,111	15,261	13,143
Customers served	11,147	8,966	6,525

Complaint mechanisms	2022	2023	2024
Cielo Ombudsman	61%	61%	66%
Procon	16%	19%	15%
BACEN	10%	10%	9%
Consumidor.gov.br	9%	10%	9%

Although BACEN regulations stipulate a response time of up to ten business days, we are committed to responding to all requests within five days, reinforcing our commitment to excellence in customer service.

In 2024, we were once again awarded, for the fourth consecutive year, the Ouvidorias Brasil Award, organized by the Brazilian Association of Customer Relations (ABRAREC), which aims to recognize organizations that contribute to strengthening the performance of Ombudsman/Ombudsman Areas in Brazil and worldwide.

Regardless of the segment in which the entrants operate, cases from public and private organizations in Brazil are evaluated by the organizers according to criteria such as: scope of service, performance, governance, innovation, integration, and social responsibility. This distinction once again reinforces our commitment to a solid and reliable relationship with our customers.



Cielo Ombudsman:
commitment to
customers, excellence
in service.

Innovation and technology

[GRI 3-3 Technology, innovation, and system availability]

In our ecosystem, innovation and technology are essential for financial institutions to reinvent themselves and keep pace with market developments. By integrating these pillars into our operations, we enhance the customer experience and ensure efficiency in every transaction.

That is why, at Cielo, we have a strong data culture, allowing us to make strategic decisions based on advanced analytics, ensuring the accuracy and reliability of information.

We consider the impacts of innovation in several dimensions: on the economy, with the creation of products and services for new audiences; on people, increasing access to payment products; and on the environment, with initiatives to reduce our carbon footprint. We are also aware of negative impacts such as equipment disposal and paper consumption.

We adopt a proactive and multifaceted approach, recognizing it as inherent to all our areas. Instead of centralizing innovation in a single area, we foster this culture on several fronts, in addition to having Garagem Cielo: a team focused on bringing possibilities for new products and services on the medium- and long-term basis, connecting Cielo with the innovation ecosystem.



OUR COMMITMENT TO INNOVATION

Our commitment to innovation was recognized in the 10th edition of the Valor Inovação Brasil 2024 Award, promoted by the newspaper Valor Econômico.

We were highlighted as one of the most innovative companies in the financial sector, ranking third in the financial services category – and the only accreditation company among the top three.

Garagem Cielo

[GRI 3-3 Technology, innovation, and system availability]

Garagem Cielo is a dynamic environment for experimenting and developing new solutions. It was designed to be an innovation hub, connecting startups, partners, and customers to co-create the future of payment methods.

Through the Garagem:

- We test solutions that balance disruption and responsibility, ensuring that every advance is safe and aligned with best safety practices.
- Testing new solutions reinforces the connection between innovation and the Company's strategy, while customer involvement in proof of concept ensures feedback and testing in a real environment.
- We seek to increase the number of connections with the innovation ecosystem, as well as opportunities generated and implemented with success indicators, ensuring excellence in development with products beyond the core business and increasing customer satisfaction.

One of the models developed through the experience at Garagem Cielo is the facial recognition payment pilot, which positioned Cielo as the first acquirer in Brazil to have this technology. This innovative solution enables completely contactless payments, ensuring greater safety and convenience for customers. In addition, it provides education about the technology and its application for the future.



Another item that emerged within our innovation ecosystem was Cielo Tap, a solution that transforms our Android smartphone into a card machine, allowing us to accept proximity payments (NFC) without the need for another device. Available on the Cielo Gestão app, we make sales directly from our cell phones with physical cards, digital wallets such as Apple Pay, Google Pay, Samsung Pay, and other NFC-compatible devices.



Cielo stands out in Brazil's open innovation landscape, ranking among the most collaborative corporations with startups. In the 2024 Ranking 100 Open Startups, we were recognized for the partnerships we established throughout the year, reflecting our commitment to innovation and strengthening the entrepreneurial ecosystem.

With the important role of continuing to map new trends, Garagem participates in innovation events, accesses market studies, and participates in industry forums that broaden its view of the market, financial services, and payment methods, seeking to understand emerging digital trends in the payment sector in Brazil, such as DREX, embedded finance, and biometric payment.

Innovating with the ecosystem

For the fifth consecutive year, Cielo is a technology partner of LIFT Lab, one of the leading innovation laboratories in the financial sector in Brazil. Coordinated by the National Federation of Central Bank Employees' Associations (FENASBAC), with support from the Central Bank, LIFT Lab promotes a collaborative environment between technology companies, startups, and institutions in the National Financial System, enabling the development of innovative solutions.

Over the course of three months, we act as mentors and supporters of the selected projects, transforming promising ideas into functional prototypes. This partnership not only strengthens the innovation ecosystem in the country, but also enables Cielo to be at the forefront of technology, testing new approaches and accelerating the implementation of differentiated solutions.

Our success stories at LIFT Lab include projects that are now part of our product portfolio, such as Tap on Phone, which turns cell phones into payment terminals, and Open Finance, which began with a credit modeling test and is currently one of the pillars monitored by Cielo with the Central Bank's innovation agenda.

Data & artificial intelligence

At Cielo, we put the customer at the center of our decisions and direct our efforts toward understanding their needs and expectations. We implement improvements that make their journey more agile, simple, and fluid, always supported by data and advanced analytics that inform our choices with depth and precision.

We use analytical and statistical models and artificial intelligence (AI) to generate relevant insights, while generative AI has increased productivity in the Technology, Business, and

Commercial areas. This capability allows us to closely monitor our performance indicators and identify opportunities for improvement, always focusing on the experience and satisfaction of our customers.

Our Data and AI Platform is cloud-based and constantly evolving, keeping pace with the most advanced market trends. This gives us greater agility, operational efficiency, and autonomy, while offering a robust, self-service-oriented architecture.

As a partner of LIFT Lab for the fifth year, Cielo leads the development of innovative technological solutions, integrating artificial intelligence, data, and collaboration with the ecosystem to offer increasingly intelligent and efficient experiences to customers.

Data governance

We treat data governance as an essential element for developing and executing innovative strategies. We oversee specialized policies and programs that ensure the quality, safety, and value of data throughout the company.

We democratize access to information, qualify and monitor its use, promoting the strategic use of data in all areas. Below, we highlight some of the tools and approaches that drive our analytical capabilities and enhance value delivery:



With a robust and integrated structure, Cielo transforms data into strategic assets, promoting safety, transparency and intelligence throughout the organization.

- **Data and AI Platform:** we have structured a governance program that ensures the safe and strategic evolution of our data, allowing the supervision of specialized policies and promoting its valorization throughout the organization.
- **Data catalog:** we define clear roles for owners and trustees, promoting transparency and informed decisions. We adopt strict access policies and continuous monitoring to ensure data integrity.
- **AI governance:** we connect initiatives through transformation offices, ensuring effective governance of AI use cases. We advance generative AI through a solid foundation, with a data-driven culture and accountability in its application.
- **FinOps process:** we enable teams to identify opportunities for financial efficiency, promoting a culture geared towards optimizing of resources.
- **Golden Source:** we adopt an approach that ensures the consistency and integrity of data, defining official sources of information as a reference for the entire company.



Data-driven culture

We reinforce our data-driven culture by engaging teams in initiatives that promote collaboration, strengthen our technological base and boost our employer brand.

The Data Community is consolidated as a collaborative space, while we expand the use of AI in various business areas. We encourage the development of the Data & AI mindset throughout the team, with a special focus on the role of leaders in disseminating this culture.

We reformulated the Artificial Intelligence Community, promoting quarterly meetings with internal and market experts, in interactive formats that encourage the exchange of experiences and collective education. And we structured the Data Portal, which brings together more than 300 essential pages for self-service on the Data and AI Platform - reinforcing our journey as a technology-based, customer-oriented company.



Strategic partnerships

[GRI 3-3 Technology, innovation, and system availability]

To reaffirm our commitment to innovation and scientific development, we have consolidated our partnership with the Inova Talentos Program, an initiative resulting from a partnership between the Ministry of Science, Technology, and Innovation (MCTI), the National Confederation of Industry (CNI) and the National Council for Scientific and Technological Development (CNPq), which is operated by the Euvaldo Lodi Institute (IEL) in conjunction with the National Industrial Learning Service (SENAI).

The initiative promotes the inclusion of researchers in strategic projects within companies and technological

institutions, strengthening the connection between academia and the productive sector. With this partnership, we invest directly in Research, Development and Innovation (RD&I), contributing to the training of highly qualified professionals and the advancement of scientific production in Brazil.

In this way, Cielo remains at the forefront of payment technology, offering more efficient and innovative solutions for customers, while contributing to the advancement of the national technological ecosystem.



Excellence in products and solutions

[GRI 3-3 Customer relationship, GRI 416-1]

At Cielo, all our products and services undergo rigorous evaluations, ensuring that each delivery is safe, efficient and aligned with the needs of the market and our customers.

To ensure excellence and governance in the development and implementation of new products and solutions, we have structured the Launch Matrix, a process that ensures well-defined strategic guidelines, featuring stages, requirements, structured evolution and validation rites, well-established roles, and standardized documentation.

With the Launch Belt, we have been able to:

- **Improving the customer journey**, offering more stable and efficient products and services.
- **Eliminating constraints and risk occurrences**, ensuring safer solutions in line with best practices.
- **Anticipating and solving market pain**, delivering innovation with a high positive impact.
- **Launching definitive and robust products**, ensuring efficiency and quality from the outset.

All of Cielo's products and services undergo rigorous evaluations, ensuring that the areas involved in building the solution can analyze and create relevant points that are considered before the solution is developed, so that each delivery is safe, efficient, and aligned with the needs of the market and our customers.

This co-construction of the solution between the areas allows risks to be reduced, boosting the added value of our solutions. In this way, we are able to ensure that the risks associated with each product cycle are mitigated, ensuring that possible challenges are identified and dealt with before they impact our customers.



Cielo stands out in Brazil's open innovation scene, ranking among the most collaborative corporations with startups. In the Ranking of 100 Open Startups 2024, we were recognized for the partnerships we signed throughout the year, a reflection of our commitment to innovation and strengthening the entrepreneurial ecosystem.

Generating impact and value

[GRI 2-6, GRI 3-3 Customer relationship, GRI 3-3 Technology, innovation, and system availability]

For three decades, Cielo has evolved with the market, improving processes and developing secure solutions aligned with the needs of clients and partners, always with an eye on innovation and the user experience.

We connect people, businesses, purposes and ideas all over Brazil, transforming challenges into opportunities for growth and innovation. At every step, we strengthen our commitment to the future, driving solutions that impact lives and boost organizations.

In 2024, Cielo continued to introduce developments to improve our customers' payment and financial management experience. These initiatives, which include both products and services, and evolutions in processes, structures and operations, reflect our commitment to offering innovative solutions that meet our customers' needs, promoting digital transformation and increasing efficiency in the payments market.



The following are innovations focused on generating value:



● Strategic evolution in retail

In 2024, Cielo underwent a period of strategic transformation in retail focused on operational restructuring, process optimization and strengthening relationships with clients and partner banks.

This evolution not only increased the efficiency of the operation, but also brought more predictability and engagement to the Commercial team, allowing the company to deliver better results and consolidate its presence in the market.



● Cielo Tap

A solution that turns smartphones into card machines, allowing merchants to accept proximity payments without the need for additional devices.

With Cielo Tap, all you have to do is download the Cielo Gestão app on a cell phone compatible with NFC technology and Android 10 or higher.

There is no monthly fee; the user only pays one fee per transaction, offering convenience, flexibility, and cost savings.



● Pix by approximation

An innovation that uses Near Field Communication (NFC) technology to make instant payments. The customer brings their mobile device closer to the Cielo machine to make the payment via Pix.

Launched in February 2025 after development and testing in 2024, this feature offers convenience, faster transactions, greater safety, and a simplified payment experience for customers.





● **New extract**

We have revisited our Digital Statement, improving our customers' experience.

Offering a detailed and transparent view of transactions, it facilitates the management of sales and receivables through the My Cielo Account portal and the Cielo Gestão app, providing more access to credit and safety in transactions.



● **Performance Room**

The Performance Room aims to increase the payment conversion rate for e-commerce clients.

By using large volumes of data, we obtain relevant and personalized insights, which are fundamental to leveraging customer conversion.



● **Cashless at events**

In the last year, we have expanded our presence in cultural and entertainment events through solutions that enable completely cashless experiences at major events.

This makes for safer and more agile transactions, catering to a wide range of audiences.

The cashless approach helps to reduce queues, increases safety, and improves the overall experience for attendees, ensuring that everyone can enjoy the event without worrying about cash with proximity technology (NFC).



● **Cielo Broad Retail Index (ICVA)**

Since 2014, we have had a market solution, the Cielo Broad Retail Index (ICVA), to closely monitor the evolution of Brazilian retail, analyzing the sales of thousands of establishments in 18 different sectors at various regional levels.

The Cielo Extended Retail Index uses intelligence and data analysis to measure the growth of retail sales revenue. With this information, you can make the best decisions for your business.

The ICVA is published monthly and uses real transaction data applying mathematical and statistical models owned by Cielo. It differs from its competitors in that it is not a survey, but a solution based on transactions that take place on a daily basis.

With seasonal adjustments, ICVA provides valuable insights for those who want to understand the market in more depth, helping to identify consumer trends, anticipate demands, and adjust marketing and sales strategies.



FIND OUT MORE
about **ICVA**.

“Aliança Cielo” partnership program

We have launched Aliança Cielo (Cielo Alliance), an exclusive partnership program with companies from the technology and innovation ecosystem. The initiative brings together software houses, TEF houses and e-commerce and automation platforms, as well as renowned management systems, to drive new solutions for retail, going beyond payments and acquiring.

Partners have access to Cielo’s sales force, technological resources, and data intelligence to offer customized solutions. The program offers advantages such as exclusive service, financial incentives, participation in industry events, and business development with the company’s commercial team.

By means of this initiative, Cielo aims to eliminate barriers for customers, ensuring that software solutions are already integrated with our payment machines, making it easier for new businesses to join the program.



“Negócios em Movimento” Community

[GRI 3-3 Entrepreneurship, GRI 413-1]

Aimed at strengthening and supporting entrepreneurs in Brazil, we have launched the Negócios em Movimento (Business in Motion) digital community, a space designed to bring our brand even closer to day-to-day business, offering support, educational content and exchanges of experiences that drive retail growth.

It’s a collaborative environment in which we share practical and relevant knowledge for those looking for real solutions for their business.

Participation in the community is open to everyone, whether they are Cielo customers or not. However, those who are already part of our ecosystem will enjoy exclusive benefits, such as access to differentiated materials and premium content.

We believe that by sharing knowledge and promoting real exchanges, we create an environment that not only boosts business, but also strengthens the entrepreneurial community in Brazil.

Safety and reliability

[GRI 3-3 Information security and fraud prevention]

Through robust strategies, we continually invest in technology, process improvement and training for our professionals to strengthen data protection and minimize risks.

We adopt structured governance to ensure regulatory compliance and the best experience for our customers and partners. In this way, we ensure integrity, reliability and resilience in our operations, directly reflecting our commitment to safety and innovation.

We continue to evolve to keep Cielo at the forefront of digital safety, ensuring that our solutions are increasingly efficient and reliable.



Governance of Information Safety

[GRI 3-3 Information security and fraud prevention; SASB TC-SI-230a.2]

Our Information Security Governance, guided by the Information and Cyber Security Policy, ensures the confidentiality, integrity and availability of data, protecting it against leaks and cyber attacks. It also enables the identification and assessment of operational risks, such as fraud and money laundering, making it possible to implement effective mitigation measures to ensure the stability and safety of operations.

By protecting against safety incidents, we strengthen our business continuity, avoiding interruptions that could result in financial losses and damage to the company’s reputation.

Well-managed systems are more efficient and reliable, reducing failures and interruptions, which improves the user journey. In addition, our incident response procedures allow us to act quickly and minimize impacts, ensuring service continuity.

We continuously monitor the effectiveness of our practices by renewing international certifications aimed at safety in payment processing. Each certification covers specific aspects of the operation, ensuring the protection of confidential information and passwords in financial transactions.



PCI DSS (Payment Card Industry Data Security Standard): set of safety requirements created by the PCI Security Standards Council (PCI SSC). It sets standards for protecting credit and debit card data during storage, processing and transmission.



PCI PIN Security: focuses exclusively on the protection of personal identification numbers (PINs) used in chip and magnetic stripe card transactions. It ensures that PINs entered by customers at payment terminals are protected against fraud and interception.



ISO 27001 – Information safety management system: an international standard that helps companies protect assets such as financial data, intellectual property and the information of employees and third parties. Its certification proves the implementation of an effective system for identifying, evaluating and mitigating information safety risks.

To ensure the safety of the environment, Cielo carries out monthly scans, pentests and segmentation tests. Every solution that is maintained or developed follows a rigorous safety process, going through hardening analysis.

Fraud prevention

[GRI 3-3 Information security and fraud prevention]

Fraud prevention is fundamental to the integrity of the financial system, reducing financial risks and strengthening trust.

Our strategic approach employs advanced monitoring tools, covering 100% of eligible transactions in all market segments. In this way, we prevent financial losses and protect our customers and the payments ecosystem, ensuring regulatory compliance.

Among the various actions implemented in our prevention systems, the following stand out:

- Mitigating risks in customer acquisition.
- Analysis and monitoring of profiles and transactions, with checks to detect without causing unnecessary friction.
- Creation and maintenance of rules for fraud prevention.
- Monitoring of establishments and identifying card compromise points.
- Fraud detection models that help reduce operational risks, ensuring greater safety for customers.

In addition, we already use facial biometrics and have transactional fraud scores that work adaptively, continually adjusting to new threats.

Despite these advances, the challenges continue to evolve. With the growing use of artificial intelligence by fraudsters, our financial crime prevention team is increasingly on the lookout for sophisticated scams such as identity forgery and structured fraud.

Our commitment is to create a secure environment for all operations, ensuring integrity and trust in transactions. This reduces financial losses, strengthens our reputation and optimizes operating costs.



Privacy and data protection

[GRI 3-3 Information security and fraud prevention, GRI 2-25, GRI 2-26; SASB TC-SI-220a.1]

Payment companies deal with sensitive data on a daily basis, such as customers' financial and personal information. Protecting this information is not just an operational requirement, but an essential commitment to safety and trust in transactions.

That's why, at Cielo, we have adopted a structured approach to protecting information, ensuring

data confidentiality, integrity and availability. This action is essential to prevent leaks and unauthorized access, as well as ensuring compliance with regulations, including the Brazilian General Data Protection Act (LGPD).

Our initiatives reinforce our commitment to safety and compliance.

- Mapping processes involving personal data.

- Privacy Risk Impact Assessment for new projects.
- Awareness-raising activities for employees and third parties, under the management of the person in charge, ensuring an increasingly safe environment and transparent.
- Continuous management of safety and privacy risks, implementing effective controls to mitigate them.

Before launching any new process or project, we carry out a Privacy Risk Impact Assessment.

These initiatives are monitored by the Safety, Privacy and Data Protection Executive Forum, which Protection, which includes the participation of the Board of Executive Officers.



In 2024, we received:

695

REQUESTS IN THE HOLDERS'
PETITION CHANNEL.

We fill in

142

PRIVACY IMPACT
ASSESSMENT (PIA).

We analyzed

171

PRIVACY CLAUSES
IN CONTRACTS.

We evaluate

47

CUSTOMER
QUESTIONNAIRES.

Our Privacy and Data Protection Policy sets out clear guidelines to ensure that this information is managed responsibly, in full compliance with the law and best market practices.

Our management also includes ensuring that data is only stored for as long as there is a legitimate purpose, with transparency in the processes so that data subjects can exercise their rights. We maintain strict access control and apply disciplinary measures in cases of violation of internal policies.

We collect, use, store, share and, where necessary, delete personal data in a secure and transparent manner. This information may include access, browsing and identification data during the use of our websites and applications, as well as geolocation, used for fraud prevention and credit protection. And, of course, we only keep data for as long as there is a legitimate purpose for it.



As a result, we strengthen the trust of clients and partners, improve our reputation and reduce regulatory risks.

Business continuity

[GRI 3-3 Risk management and business continuity; SASB TC-SI-550a.2.]

The stability and availability of our systems are crucial if we are to continue offering value to our customers. We continually invest in being a resilient company, with structured processes that allow us to cope with disruptions while maintaining the quality and availability of our services, even in adverse situations.

Our Corporate Business Continuity Management Policy, approved by the Board of Directors, establishes clear guidelines to strengthen the company's resilience and sustainability.

To ensure the functioning of critical activities, even in crisis scenarios, we have established a Business Continuity Plan (BCP). This strategy brings together actions and guidelines that allow the organization to maintain the operation of products and services in the face of any unavailability, ensuring an efficient resumption until the situation normalizes.

Our commitment to business continuity goes beyond internal operations and is reflected in a positive impact on the economy by ensuring the availability of services. We are aligned with the strictest governance standards and reiterate that our activities and business relationships do not have a negative impact on this issue.

We carry out regular tests to validate the effectiveness of our continuity plans and improve our processes, strengthening our resilience and response capacity.

Our Business Continuity Management System is certified to the ISO 22301 standard, recognized in the international market as the most complete guide for dealing with threatening situations that could put a company's business at risk.



4. Team Cielo

People and culture
Team experience
Development
Diversity, equity and inclusion



People and culture

[GRI 3-3 Talent attraction and development, GRI 2-30]

The Team Cielo is the heart of the company, and our culture is the foundation that drives innovation, collaboration and continuous growth. We invest in the development of our employees, providing an environment that values diversity, education and autonomy, essential elements for strengthening our purpose and driving results.

In 2024, we made further progress in our organizational transformation, consolidating programs that encourage a culture of leadership and excellence. We promote initiatives that encourage the exchange of knowledge, creative thinking and constant evolution, ensuring that each person at Cielo has the tools and opportunities to grow with the company.

Here, we believe that engaged and empowered people build a more solid and innovative future for everyone. We remain committed to strengthening our culture, promoting continuous development and ensuring that Cielo is a place where each person feels a sense of belonging, valued and motivated to grow.

At Cielo, we have adopted the hybrid work model, which has been improved to meet the new demands of the market, giving our teams more flexibility and productivity. 100% of our workforce has its activities mirrored in the Brazilian Consolidation of Labor Laws (CLT) regime, in accordance with collective bargaining/union agreements.

At the end of 2024, our team totaled 6,665 people engaged and aligned with Cielo's culture and values.

Recognitions obtained by Cielo in the Great Place to Work (GPTW), which confirm the strength of our employer brand:

GPTW Technology – Top 10

GPTW National Ranking – Top 12

GPTW Financial Institutions – Top 3

**GPTW Flexible Working Hours
Ranking – Top 12**

GPTW Women's Ranking

GPTW Ethnic-Racial Ranking

 **FIND OUT MORE**
in Diversity, equity
and inclusion.

Team Cielo competencies

[GRI 3-3 Talent attraction and development, GRI 404-3]

We focus our development on five competencies and their respective skills. To strengthen them, we invest in customized training, digital education trails and leadership programs, creating an environment of continuous growth and accelerated development for our team.



ASSERTIVE EMPATHY

Skills: communication; feedback; inclusive attitude.



COLLABORATION

Skills: relationship of trust; teamwork; availability.



TRANSFORMATIVE AMBITION

Skills: innovation; openness to change; continuous learning.



SENSE OF URGENCY

Skills: planning; prioritization; flexibility.



SENSE OF OWNERSHIP

Skills: result orientation; self-responsibility; continuous learning.

Strengthening skills and competence

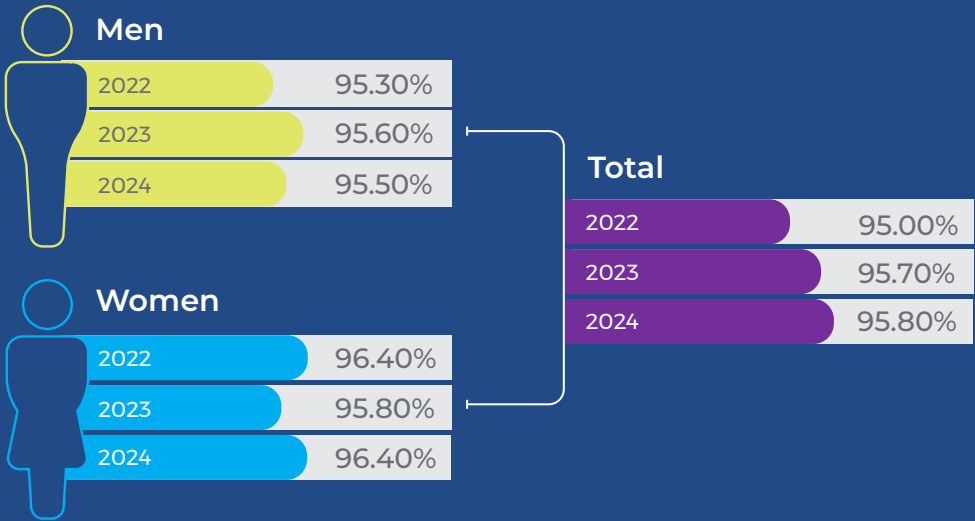
[GRI 3-3 Talent attraction and development; GRI 404-3]

We believe that the continuous development of our people is essential for building strong, collaborative and high-performance teams. That’s why we carry out the Competency Assessment process every year, an initiative that allows us to monitor the growth of our professionals, boost education and strengthen the feedback culture within the company.

In 2024, we achieved an average percentage of 95% of employees evaluated and the competency evaluation process at Cielo is structured in two stages, promoting self-development and the exchange of feedback.

Our commitment is to ensure that the Competency Assessment is much more than an evaluation process, but rather a strategic tool for growth and education, which reinforces our culture of continuous feedback and talent development. When we grow together, we evolve as a team and strengthen Cielo for the challenges of the future.

PERCENTAGE OF EMPLOYEES RECEIVING REGULAR PERFORMANCE AND CAREER DEVELOPMENT REVIEWS



By functional category	2022	2023	2024
Staff	97.90%	98.30%	97.40%
Commercial Force	93.80%	92.90%	90.40%
Consultant/Specialist	98.50%	97.50%	99.20%
Manager	94.30%	97.30%	97.20%
Superintendent/Directorate	96.80%	93.90%	100%
Coordinator	97.90%	97.60%	99.50%
Board of Executive Officers	100%	100%	100%
Total	95.90%	95.70%	95.00%

Team experience

[GRI 3-3 Talent attraction and development, SASB TC-SI-330a.2]

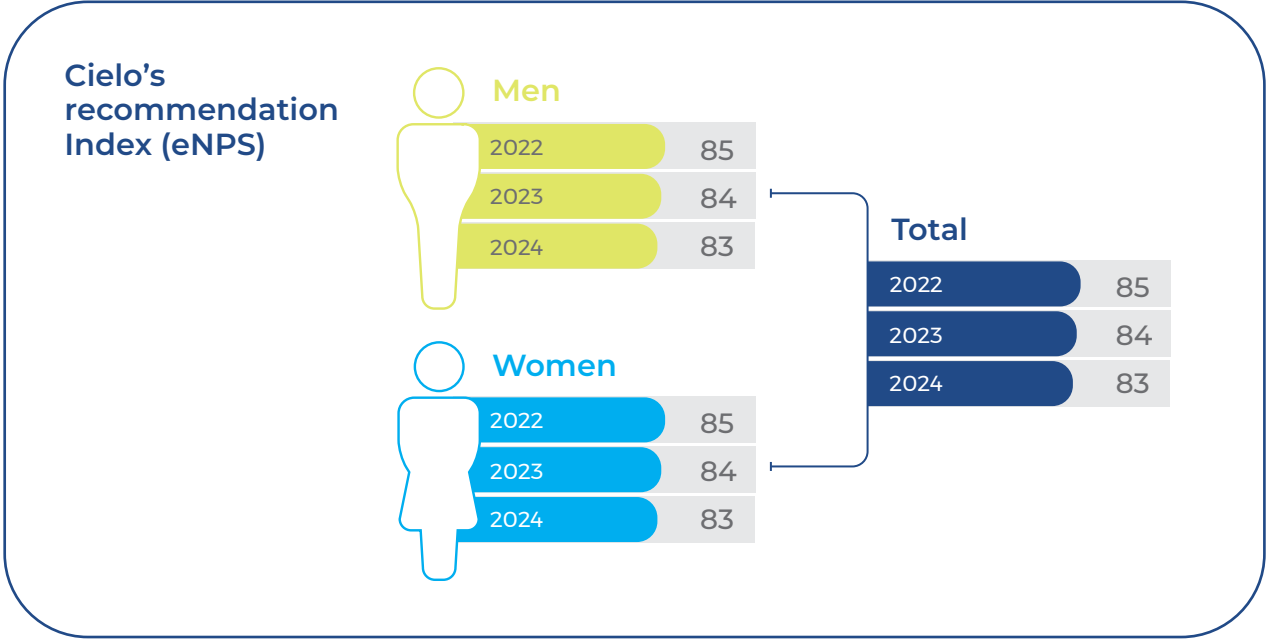
Our commitment to a positive organizational climate is reflected in the team’s experience. The results of our most recent survey confirm that we are on the right track, reinforcing our commitment to promoting an environment that values well-being and professional development.

Our Cielo recommendation index (eNPS) remains at a highly positive level, closing 2024 with +83 points, demonstrating that our employees are still satisfied and willing to recommend Cielo as an excellent place to work.

We also celebrate 86% participation in the survey, an increase of 6.3 percentage points on the last edition. This demonstrates the engagement of our teams and the importance we attach to listening and continually improving our journey within Cielo.

We know that there are always opportunities to further improve our organizational culture. We remain attentive to further strengthening the practice of recognition within leadership and reinforcing actions that ensure an emotionally healthy environment for everyone.

Nonetheless, even the indices that show room for improvement record highly positive results, demonstrating that together we are building an environment that values, encourages and supports each person on our team.



In addition, we recorded an increase in the leadership recommendation index (l-NPS), reaching +73 points, an indication that our leaders continue to strengthen their relationship of trust and support with their teams.

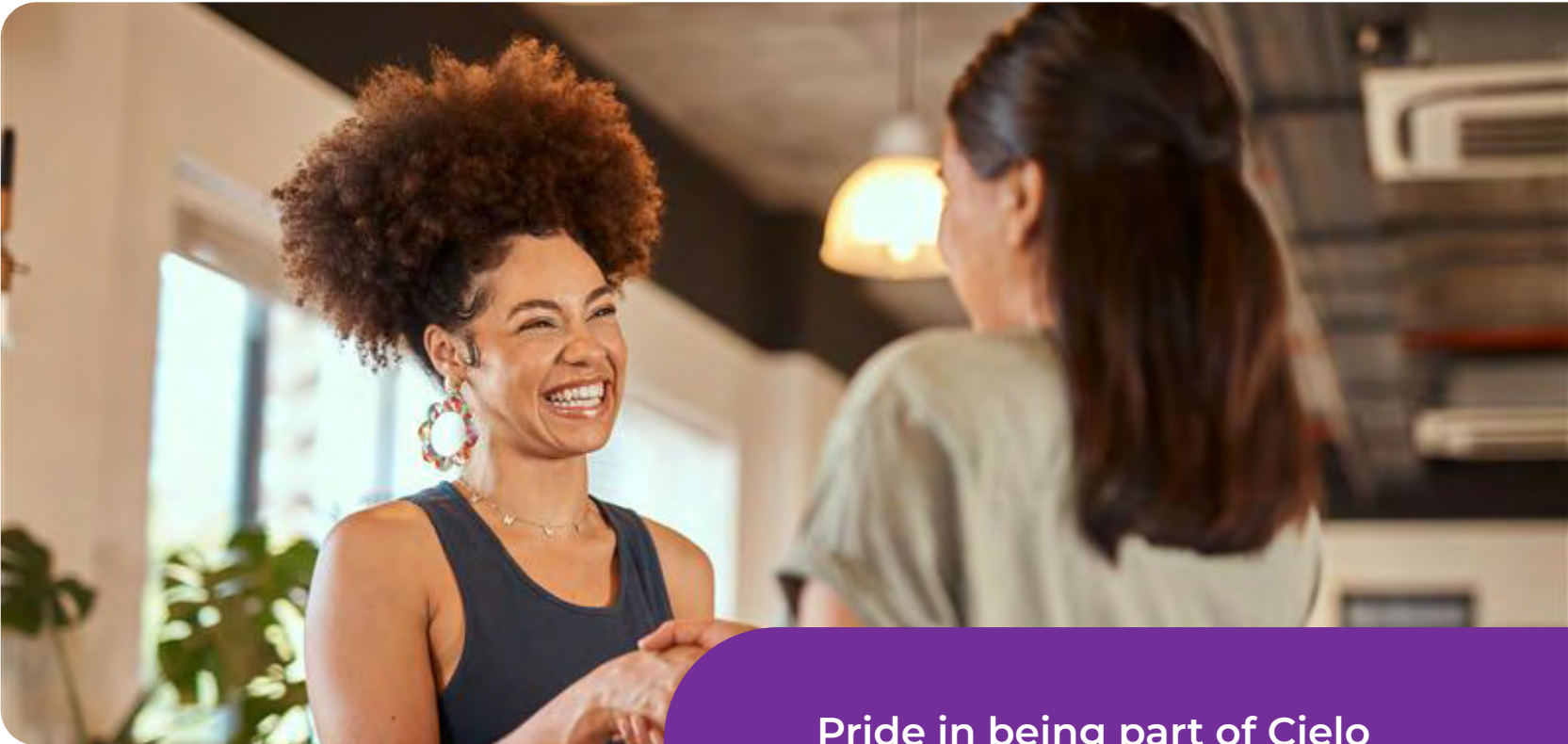
Evaluation of favorability

[GRI 3-3 Attraction and development of people; SASB TC-SI-330a.2]

In addition to eNPS, we also evaluate our team's favorability ratings. The themes that stood out in the latest survey were:

- Pride in being part of Cielo remains one of the strongest of the strongest feelings among our employees. 97% say they are proud to work here, a reflection of our efforts to create an environment that promotes development, innovation and a positive impact on the market.
- The perception of an emotionally healthy environment and the support of leaders in career development development registered percentages close to 88% and 89%, demonstrating that we are on the right track to strengthen our culture and our commitment to people.

In addition, 93% believe in the company's strategic directions, demonstrating confidence in the company's future and in the purpose we share. We also recorded 93% favorability for encouraging continuous education, reinforcing our commitment to providing continuous learning, reinforcing our commitment to providing opportunities for growth for every person who is part of our team.



Pride in being part of Cielo remains one of the strongest feelings among our employees.

Development

[GRI 3-3 Attraction and development of people, GRI 404-1, GRI 404-2]

At Cielo, we value continuous education and invest in the growth of our team. The employee development plan encompasses a training journey that can be made up of training courses, as well as countless other learning formats.

We believe in continuous education as an engine for individual and organizational growth. Our training programs are structured to boost the development of technical and behavioral skills, preparing our talents for the challenges of the future.

Cielo University

Cielo University is our professional development center that offers content aimed at various areas of the job market, benefiting both internal employees and external audiences such as customers, suppliers and partners.

Our education methods combine practical experience, informal interactions and formal education, starting with defining the expected results and including stages such as designing the experience and supporting performance. In this way, we strengthen our commitment to effective team development, connecting knowledge, practice and business impact.

Our educational benefits include training grants, specific training and partnerships with educational institutions, reinforcing our commitment to professional growth and valuing people.

In 2024, we exceeded 230,000 hours of training, of which 23,000 hours were in classroom format. This represented 24% more training hours in the period than in 2023.

Average hours of training	2022	2023	2024
Female	18.0	20.7	35.6
Male	16.5	20.5	35.7

Highlights of Cielo University in 2024

[GRI 3-3 Attraction and development of people, GRI 404-2, SASB TC-SI-330a.2]

Developing to transform

- **We launched the Organizational Transformation Engagement and Sustainment Plan (ESTO)** as the common thread of our transformative ambition, ensuring that everyone has clarity about our evolution, access to infrastructure and reinforcement mechanisms, development of new skills and competencies, and strong leadership engagement.



A2E Essentials

- **1,200 employees** trained in the A2E Essentials methodology.
- **78 leaders registered in communities**, discussion groups and best practices, with an average membership of 60%.
- **NPS higher than +95**, with four sessions (three hours each) and nine tools discussed.
- **More than 7 hours of content available.**



Talent Programs

- **More than 300 trainees and apprentices** participated in various development actions, with an average NPS of over 90%.

Continuing education: MBA In Company

- **32 employees** took part in training **lasting 14 months and 348 hours**, with an investment of R\$250,000 by Cielo.

Inclusive leadership

- We addressed the 6 Traits of Inclusive Leadership with **300 employees**.
- **Adherence was approximately 100%**, with NPS over +80.

Learning Festival

- Event that strengthened our skills and skills, **always focusing on the customer** and innovation.
- More than **2,800 employees** took part in workshops, lectures and workshops, with NPS above +95.

Leadership as the engine of transformation

- We held Líder Lab Comercial, a cycle of training for **329 commercial leaders**, with the aim of improving their team management skills.
- The training reached **90% of our leaders** in this segment and was structured in three modules: Leadership Purpose, People Management and Leader's Journey.
- With these initiatives, we ensure that our leaders are prepared to inspire, engage and boost team growth, consolidating an **environment of continuous, high-impact education**.

Female mentoring: boosting careers and strengthening diversity

[GRI 3-3 Diversity, equity, and inclusion, GRI 404-2]

In order to build a more innovative, representative and transformative environment, for the second year running we are running the Women’s Mentoring Program, a strategic initiative aimed at developing women’s careers and strengthening diversity in our leadership.

Our goal is to accelerate the careers of women at Cielo in the short and medium term and to increase gender representation and ethnic-racial intersectionality in leadership positions.

Since its first edition in 2022, the program has been a differential in the development journey of our female employees, creating valuable connections and preparing them for greater challenges within the company.

In 2024, we structured the program’s journey in key stages to enhance education and the exchange of experiences, including preparatory workshops (to guide both parties through the mentoring journey) and individual mentoring sessions (promoting strategic conversations about career, development and professional growth).

In this edition, we had 38 mentored women, who were able to broaden their perspectives, develop new skills and chart clearer paths for their professional growth.



Career transition: commitment to an ethical and structured journey

[GRI 3-3 Attraction and development of people, GRI 404-2]

At Cielo, we value every stage of the professional journey, including career transition. That’s why we offer specialized support for senior leadership, through the Outplacement program, ensuring that this stage is conducted in an ethical, structured and positive manner, both for the professionals and for the market. Our commitment is to support reintegration into the market with respect and in line with our values.



Diversity, equity and inclusion

[GRI 3-3 Diversity, equity, and inclusion, GRI 2-23, GRI 405-1; SASB TC-SI-330a.3]



Our commitment to diversity and inclusion is reflected in every aspect of our organizational culture. We seek to create an environment in which all people feel represented, respected and have equal opportunities for growth.

Through our Diversity Policy and Code Ethics, we ensure that human rights are preserved and that our organizational culture is based on principles of fairness, respect and appreciation of differences.

To ensure that these values are fully incorporated into our value chain, we evaluate diversity guidelines in the supplier approval process, ensuring that each partner is aligned with our commitments.

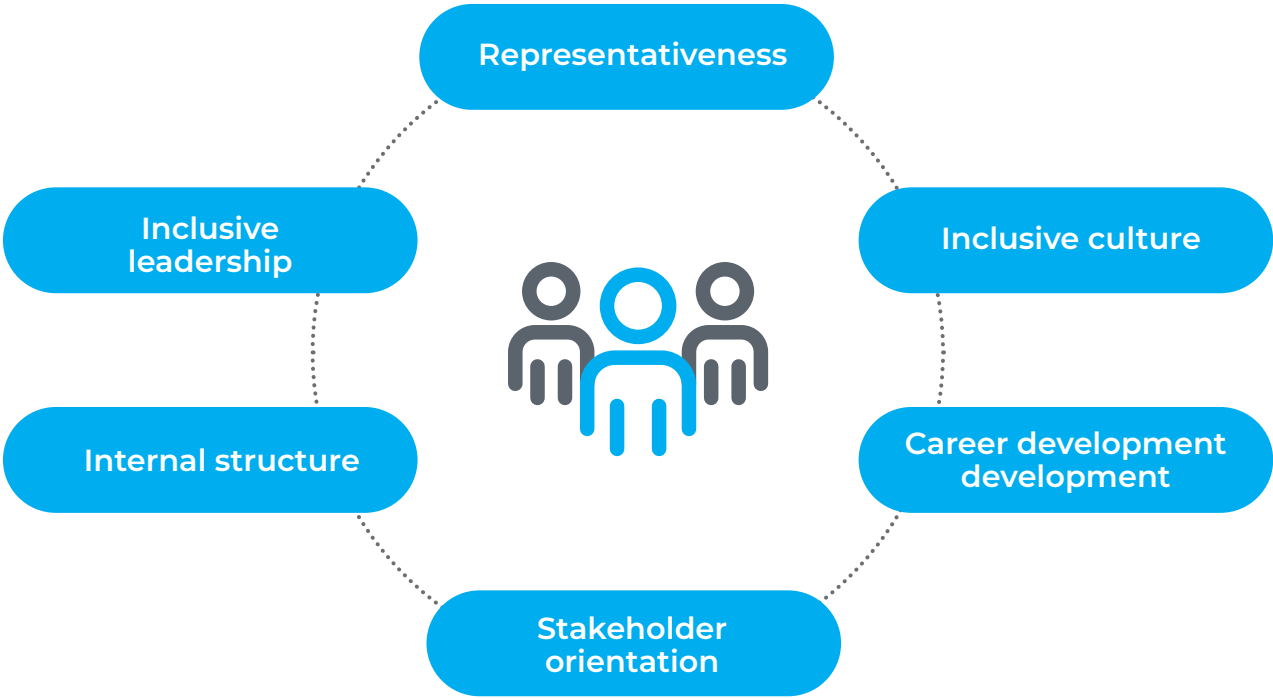


Our ambition is to be a benchmark for inclusion in the means of payment sector, which should certainly have a positive influence on the market and society. That's why we work actively to generate positive impacts and promote significant advances in diversity and inclusion.

To consolidate this culture, we promote actions that raise awareness of the strategic importance of the issue and define practices that encourage equity and inclusion throughout the organization. To support the development of initiatives that work on the issue in our strategies, we

have made six commitments to diversity, equity and inclusion.

We continue to move forward, ensuring that diversity is not just a value, but a living and present practice in all our decisions and interactions.



The **Wheel Guide Certification** for our office in Barueri (SP) reinforces **Cielo's commitment to accessibility and inclusion**. By investing in a more accessible environment, we not only fulfill our social responsibilities, but also promote **a corporate space that is diverse, welcoming and prepared to welcome all people**.

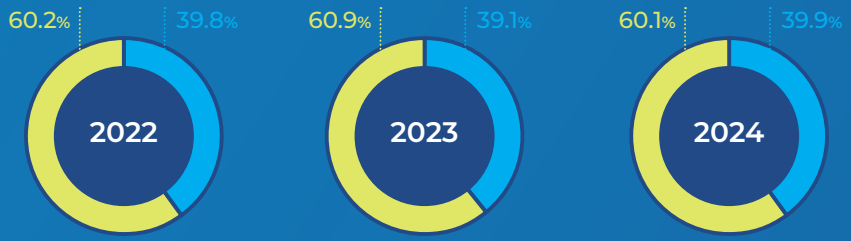
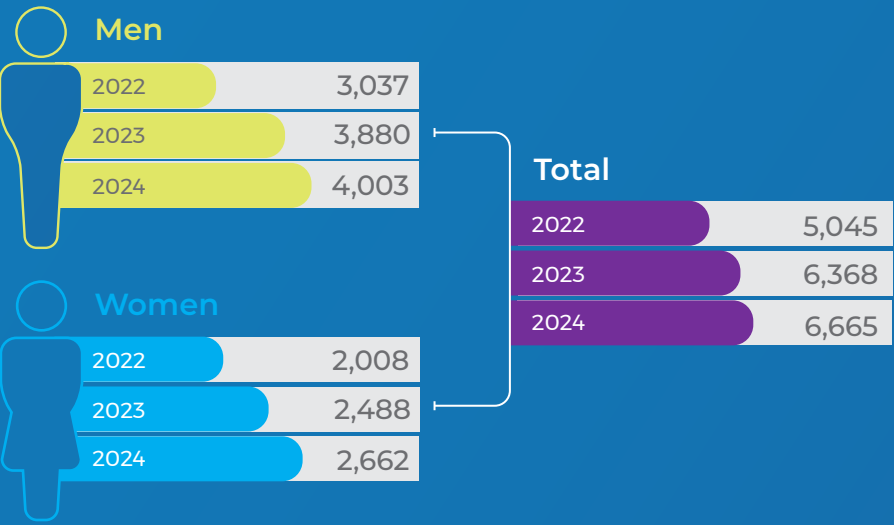
This certification recognizes our efforts to adopt the best building accessibility practices, **ensuring that people with disabilities (PWDs) find a safe and inclusive environment**.

Cielo's Team

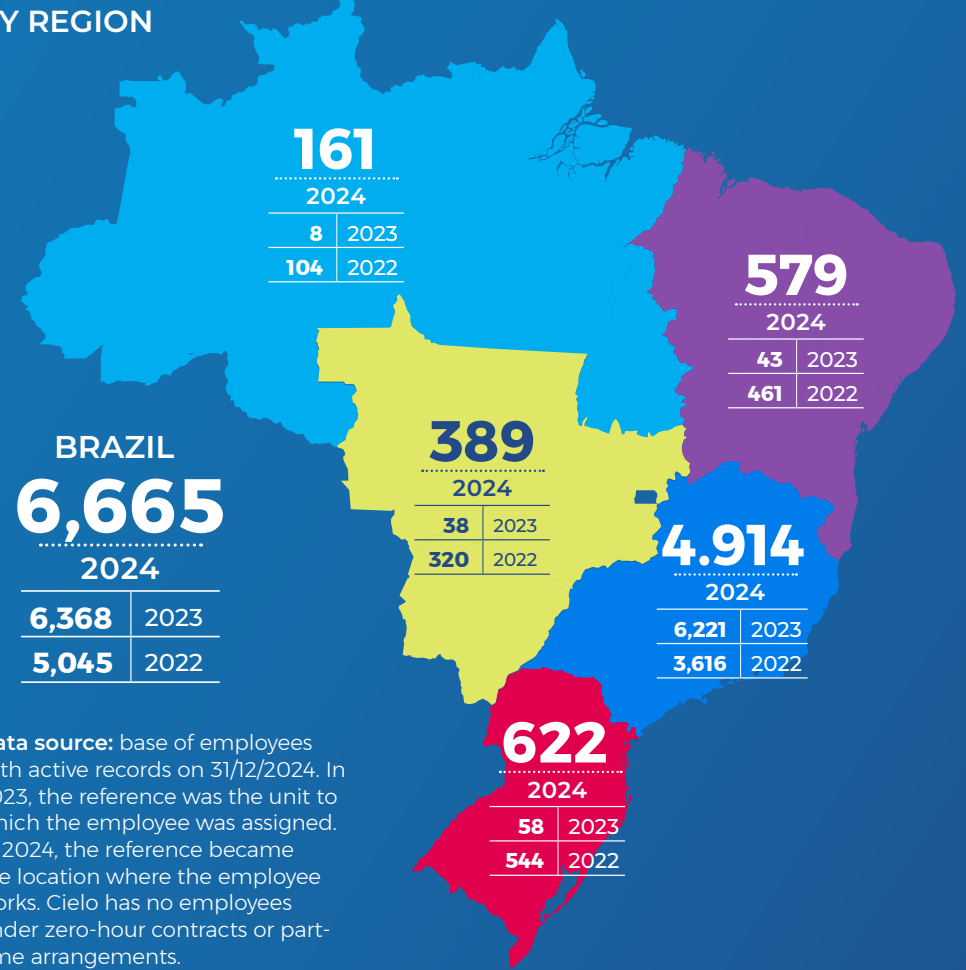
Permanent employment contract

[GRI 2-7]

BY GENDER



BY REGION



Data source: base of employees with active records on 31/12/2024. In 2023, the reference was the unit to which the employee was assigned. In 2024, the reference became the location where the employee works. Cielo has no employees under zero-hour contracts or part-time arrangements.

BY RACE AND ETHNICITY

	2022	2023	2024
Asiatic	1.9%	2.2%	2.1%
White	67.8%	62.9%	62.6%
Indigenous	0.1%	0.2%	-
Black	6.1%	6.3%	7.3%
Brown	24.0%	28.5%	28.0%

Internal reinforcement

[GRI 2-8]

As part of our strategy to strengthen competencies and strategies, we internalized people in strategic activities, especially in the Technology Area.

By integrating these teams into our staff, we have strengthened alignment with Cielo’s culture, promoting greater engagement, more direct communication and more agile decisions. This change also makes us more flexible and prepared to respond quickly to market transformations, driving innovation and efficiency in our processes.

Representativeness goals

To support the company in meeting our diversity, equity and inclusion objectives, we have structured a set of targets aimed at making our workforce and leadership more representative. These targets were approved by the Board of Directors in 2021.



By 2025, we are committed to being a company made up of:

45%
WOMEN.

35%
BLACK AND
INDIGENOUS PEOPLE.

42%
WOMEN'S LEADERSHIP.

22%
BLACK AND
INDIGENOUS LEADERS.

WORKERS NOT EMPLOYED BY CIELO, BY CONTRACT AND GENDER

Temporary contracts

TOTAL

2024	1,226
2023	1,864
2022	2,862

616	Men
610	Women



Fonte: base of outsourced workers with active registrations on 12/31/2024. This year, there was a 34% reduction in the number of workers compared to the previous year, mainly due to the internalization of employees in the Technology Area. Cielo’s non-employee workers provide services in the Technology, Consulting and Logistics Areas.

Affinity groups

We have four affinity groups as safe spaces that strengthen discussions on diversity and inclusion.

- **Prisma:** space to discuss and promote the inclusion of the LGBTQIAP+ community.
- **Somos Todos Um:** dedicated to exploring issues related to people with people with disabilities.
- **Além do Gênero:** women’s empowerment group that discusses issues related to the daily lives of women in companies with a mostly male workforce.
- **Blue to Black:** debate on ethnic-racial relations in the professional environment and the most efficient ways to reduce inequality and create a corporate environment free of discrimination.

Equity in remuneration

GRI 405-2

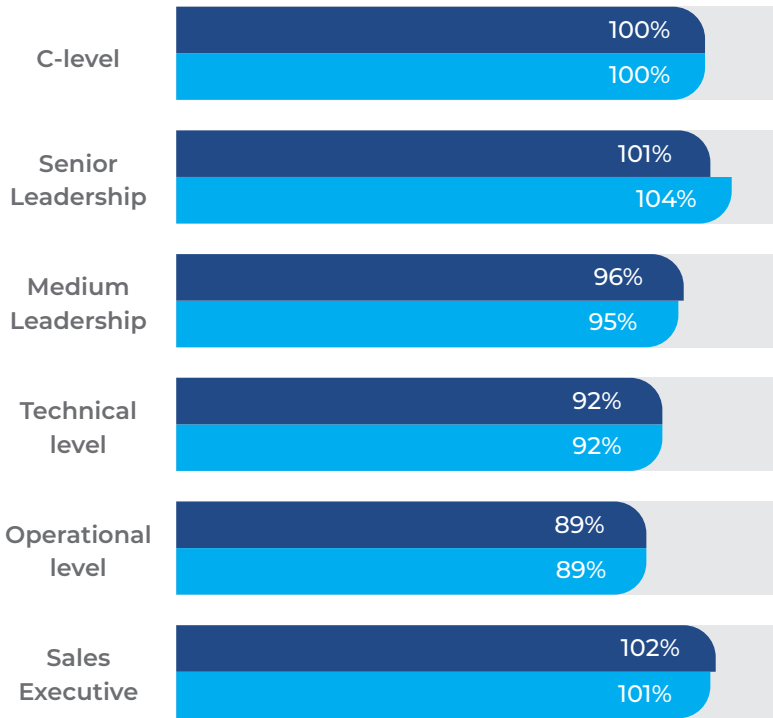
At Cielo, we are committed to making fair pay a reality. We believe that every employee should be valued and rewarded fairly for their talent and dedication.

To ensure that our salaries are competitive and fair, we make regular comparisons with the market, relying on specialized consultants who evaluate companies in the same sector or similar to Cielo, as well as those that employ professionals with similar profiles. Our goal is to create an environment in which everyone feels recognized and motivated to reach their full potential.



At Cielo, fair pay is a real commitment to the talent and dedication of each employee.

Mathematical ratio of salary and remuneration between genders by functional category¹



- Mathematical pay ratio between genders
- Mathematical pay ratio between genders

1. Senior Leadership (Superintendents and Executive Managers); Middle Leadership (Managers and Coordinators); Technical Level (Specialists and Consultants); Operational Level (Assistants and Analysts); Commercial (Business Manager and Commercial Executives).

5. Social impact

Cielo Social Impact Fund
Powered by Cielo
Private social investment

cielo



Cielo Social Impact Fund

[GRI 3-3 Education, citizenship, and financial inclusion, GRI 3-3 Entrepreneurship]

In 2024, we created the Cielo Impact Fund, which aims to raise and direct resources to projects that drive the construction of a fairer and more equitable society, strengthening social and productive inclusion.

The Social Impact Fund's resources are earmarked to promote the provision of financial, entrepreneurial and digital education solutions, benefiting, above all, people in situations of social vulnerability.

Managed by an organization specializing in corporate philanthropy, the fund promotes the adoption of measures aligned with the implementation of financial education initiatives, as well as other social protection actions.

Even before the official launch, we have already directed resources towards minimizing the damage caused by the floods in Rio Grande do Sul in May 2024, demonstrating our commitment to concrete, high-impact actions.

With our business model, we aim to increase our impact by promoting education, technology and diversity, creating real opportunities for those who need it most.

We want to be an agent of change, promoting inclusion, diversity and innovation in business. We believe in entrepreneurship as a powerful tool for transforming lives and we continue to invest in initiatives that generate positive impact and expand opportunities for all.





Social support for Rio Grande do Sul

Faced with the climate emergency in Rio Grande do Sul, we have mobilized our efforts to support the affected population. In addition to direct donations, we implemented strategic actions to boost economic recovery, offering support to the small businesses affected. We also directed resources to help communities, clients and members of the Team Cielo impacted by the heavy rains, reaffirming our commitment to solidarity and reconstruction.

We also promoted a campaign that raised around R\$863,000, which was used to buy essential items. In addition, via the Cielo Social Impact Fund, we allocated R\$150,000 in donations to the affected population. Furthermore, in partnership with the Banco do Brasil Foundation, we donated R\$250,000.

This first initiative by the Cielo Social Impact Fund reinforces our commitment to solidarity, social responsibility and generating positive impact, **ensuring that our resources are used where they really make a difference.**

Our commitment was to ensure a quick and effective response, **prioritizing safety and the reception of employees, customers and communities, with emergency measures such as the anticipation of benefits, exemption from charges, psychological support and financial and material donations. In addition, we mapped losses and set up a participatory committee to allocate the funds raised.**

Impulsiona Cielo

[GRI 203-1, 413-1]

We believe in entrepreneurship and education as engines of social transformation, driving sustainable economic development through financial training, business digitalization and strengthening productive inclusion.

That's why we created Impulsiona Cielo, our social impact program to promote entrepreneurial education and income

generation, with a focus on black women from low-income areas.

In its previous editions, the program has provided more than 522 hours of mentoring, training female entrepreneurs in the gastronomy sector to improve their skills, strengthen their businesses and expand their opportunities in the market.



IN THE FIRST SIX MONTHS,

3,000
WOMEN

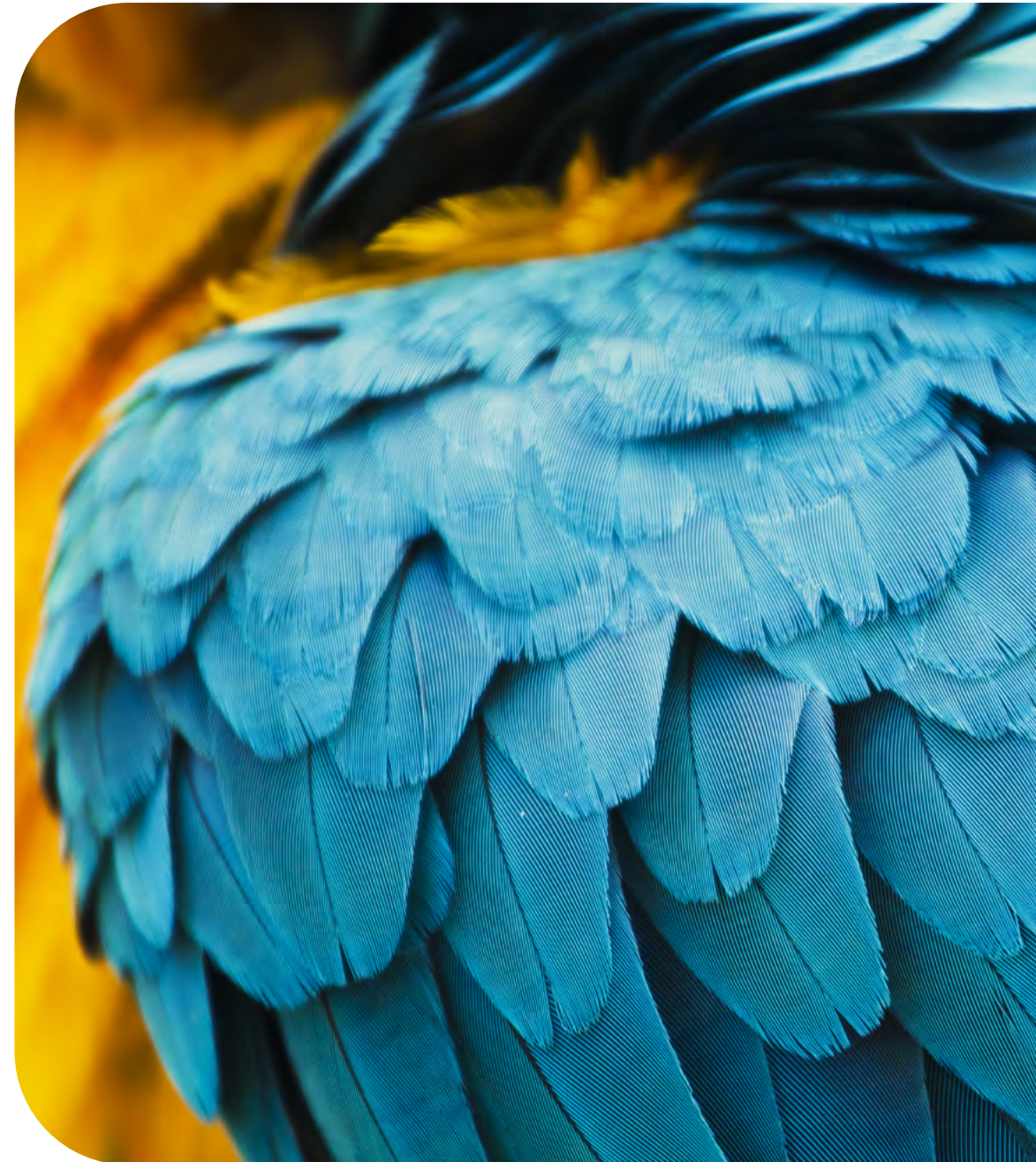
WILL HAVE ACCESS TO
SCHOLARSHIPS FOR SELF-STUDY
DIGITAL ENGLISH COURSES.

THEN,

475

PARTICIPANTS

WILL BE SELECTED FOR AN
IMMERSION PHASE, IN WHICH THEY WILL
HAVE ACCESS TO LIVE CLASSES, WORKSHOPS,
MENTORING AND SPECIALIZED TRAINING ON
TOPICS SUCH AS SALES, ENTREPRENEURSHIP,
DIVERSITY AND CLIMATE CHANGE.




Impulsiona Cielo – Amazônia

[GRI 203-1, GRI 413-1]

In 2024, we launched Impulsiona Cielo – Amazônia (Cielo Boost), an edition focused on preparing women entrepreneurs from the Amazon region for new economic opportunities and for the global impact of the 30th UN Climate Change Conference (COP30), which will be held in Belém, Pará.

Impulsiona Cielo - Amazônia aims to strengthen sustainable development and social inclusion in the region by training women entrepreneurs for new economic opportunities and for the global scenario of COP30.

Over the course of 12 months, the participants will go through a complete education journey, focusing on sustainable business and improving their English language skills, preparing these entrepreneurs for a future of greater impact and international connection.

 **FIND OUT MORE**
on the development of
Impulsiona Cielo – Amazônia.



COP30: the Amazon at the center of climate discussions

At Cielo, we work strategically to boost sustainability and economic development, especially in regions that are essential for environmental preservation, such as the Amazon.

COP30 will bring together global leaders to debate commitments to combat climate change in Belém, Pará. The event, considered the largest ever held in the region, will have a significant impact on the local economy.

With the arrival of thousands of international visitors, the demand for foreign currency transactions will increase. Cielo is prepared to meet this demand with the Cielo Currency Converter, which allows tourists to make payments in the currency of origin of their cards, while local merchants receive the amounts in reais.

This solution not only facilitates transactions for visitors, but also boosts the local economy, promoting business environment during the event.

 **FIND OUT MORE**
about **Cielo Currency Converter.**

Social private investment

[GRI 3-3 Education, citizenship, and financial inclusion, GRI 3-3 Entrepreneurship, GRI 203-1, GRI 413-1]

We believe in the power of social investment to generate structural change. That's why we support cultural, sporting and educational projects that promote inclusion and sustainable development.

Each initiative we support represents an important step towards building a more accessible, inclusive and sustainable future. We continue to invest and strengthen our actions to ensure that our actions go beyond the business and generate real transformation for society.

As part of our efforts to use incentive funds, last year we invested R\$2,250,000.00 in selected projects, directly impacting 66,780 people.



The projects have already been approved by the Social and Cultural Investment Forum, with amounts approved within the tax limits established for this type of incentive. See below the projects supported in 2024:

Project	Entity	Objective	Value (R\$)	Incentive law
Hackerclubes – Urban Art and Technology Workshops	Instituto KondZilla	Audiovisual training for 1,500 young people in situations of social vulnerability, training them in the creative economy and digital entrepreneurship.	510,000.00	Rouanet Law
COP30 Documentary	Brazilian Production Company	Audiovisual production highlighting Brazil's role in combating climate change, promoting environmental education and digital inclusion.	390,000.00	Rouanet Law: Ancine
Circuito das Estações – corrida e caminhada	Concrete Action: Sports and Cultural Nonprofit	One of the biggest sporting events in Brazil, promoting quality of life and well-being, with 30,000 participants expected in 2025.	450,000.00	Sports Law
Gerações Conectadas	IBCM	Digital inclusion for the elderly in Salvador (BA), promoting access to technology and digital training for historically marginalized groups.	225,000.00	Elderly People's Law
Maria Bonita	IPREDE	Training for socially vulnerable women in the areas of beauty and aesthetics, providing certified professional qualifications and access to income opportunities.	225,000.00	FIA
Awareness and Integration for Clinical Research in Oncology	Instituto Vencer o Câncer	Training 280 health professionals to improve hospital care and strengthen cancer research in Brazil.	225,000.00	Pronon
Comprehensive Health Rehabilitation for People with Disabilities	Fundação Cristiano Varella	Expansion of specialized care services for PWDs, providing 35,000 services in 24 months.	225.000,00	Pronas

Cielo Volunteering

[GRI 413-1]

At Cielo, we believe in solidarity as a transforming force. In partnership with the non-governmental organization (NGO) Ação da Cidadania, our Christmas Without Hunger campaign mobilized employees to collect food for those who need it most.

With the option of donating via payroll or through the NGO's platform, we adopted the matching model, doubling each real donated up to a limit of R\$100,000.

The team's commitment resulted in 204 donations, raising R\$29,890, complemented by Cielo's Social Impact Fund, ensuring the full donation of R\$100,000. Each contribution made a difference, transforming donations into food for thousands of families.

Our participation in McDia Feliz reinforces Cielo's corporate volunteering culture, raising funds for the Support Group for Adolescents and Children with Cancer (GRAACC) in the fight against childhood cancer. Over four days, 49 trainees mobilized to boost the campaign, achieving the following results: 1,237 tickets sold, raising R\$23,503.00.

In addition, 201 tickets were donated to the Association for the Protection of Children and Adolescents, directly benefiting 175 young people and 26 children. An initiative that combines solidarity and commitment to make a difference.

With actions such as Christmas Without Hunger and McDia Feliz, our employees mobilize to bring hope to those who need it most, joining forces, multiplying donations and making empathy a real tool for social impact.

6.

Environmental performance

Environmental approach
Climate risk management
Eco-efficiency in operations



Environmental performance

[GRI 413-1, GRI 3-3 Eco-efficiency in operations]

At Cielo, we are committed to sustainable development through our Sustainability and Impact Policy, which establishes clear premises on eco-efficiency and climate change.

We have an Environmental Management System (EMS), certified by ISO 14.001, which covers everything from administrative activities at the head office to the management of emissions from the commercial force and POS logistics, including their final disposal.

We carry out environmental impact assessments and continuously monitor our activities, ensuring that we operate consciously and in line with current legislation. We also encourage technological innovation as a means of preserving the environment and ensuring the sustainable use of resources.

Our environmental management is guided by prevention, mitigation and reuse, with a focus on efficiency and the preservation of biodiversity.

Our
approach
includes:



**EFFICIENT
WASTE MANAGEMENT
AND REVERSE LOGISTICS,
ENSURING THE
PROPER DISPOSAL OF
ELECTRONIC EQUIPMENT.**



**ENVIRONMENTAL
AWARENESS
PROGRAMS, PROMOTING
SUSTAINABLE PRACTICES
AMONG EMPLOYEES
AND CLIENTS.**



Climate risk management

[GRI 3-3 Climate change, GRI 2-25]

We recognize that climate change poses challenges for the payments industry and the economy. Cielo is exposed to physical and transition risks, which can impact our operations, employees, customers and our entire ecosystem. That is why we have incorporated climate management into our policies, strategies and operations.

Cielo faces the challenges of climate change with transparency, governance and commitment to a low-carbon economy.

Climate strategy

[GRI 201-2, GRI 3-3 Climate change, GRI 2-25]

We have aligned our climate strategy with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), structuring our actions around three fundamental pillars:

- **Traceability and transparency:** accounting for greenhouse gas (GHG) emissions.
- **Climate governance:** striving for carbon neutrality, setting targets, monitoring performance and disclosing this information.
- **Engagement and partnerships:** with solutions and services for a low-carbon economy, involving our entire value chain in climate issues.

Our governance structure ensures that climate issues are analyzed strategically, considering risks and opportunities. We have established guidelines and actions that reconcile economic development and social and environmental responsibility, promoting balanced and sustainable management.



Integrated management

[GRI 3-3 Risk management and business continuity, GRI 2-25]

Cielo adopts integrated corporate risk management, which includes social, environmental and climate aspects, as established in our Corporate Risk Management and Internal Controls Policy.

Non-financial risks are identified, assessed, measured, responded to, monitored and reported through the General Risk Assessment (GRA) process, ensuring robust governance and business sustainability.

We carry out specific studies every year to evaluate the risks and opportunities arising from climate change, based on the Intergovernmental Panel on Climate Change (IPCC) scenarios. These studies consider scenarios of impacts on our business and the probability of occurrence of identified risks and opportunities.

Opportunities

[GRI 413-1, GRI 3-3 Operational eco-efficiency]

Cielo maintains an Environmental Management System (EMS), certified by ISO 14.001, which continuously monitors our activities and environmental impacts, seeking improvements and reducing risks.

We use regulatory instruments to identify relevant environmental aspects, evaluate risks and opportunities and establish measures to minimize or eliminate impacts. We are also attentive to climate opportunities that may arise, promoting initiatives that contribute to the transition to a low-carbon economy.

We have adopted practices for the reuse and recycling of electronic equipment (POS machines), ensuring a longer life for the devices and reducing the disposal of electronic waste. In addition, we encourage the digitization of processes, including the elimination of mandatory printing of the first copy of receipts, reducing paper consumption and contributing to environmental preservation.

Operational resilience

[GRI 3-3 Risk management and business continuity, GRI 2-25]

To ensure business continuity in the face of crises or extreme weather events, we have a Business Continuity Management Program (BCMP), which activates plans to protect people, assets, systems, information and our reputation, ensuring that critical processes are restored within defined timeframes.



We have adopted practices for the reuse and recycling of electronic equipment (POS machines), ensuring a longer life for the devices and reducing the disposal of electronic waste.

Transparency

We participate in the Carbon Disclosure Project (CDP), through which we disclose information about our emissions management and environmental strategies. This reinforces our commitment to transparency, impact mitigation and building a more sustainable and conscious market.

Neutralization

[GRI 201-2, GRI 3-3 Climate change, GRI 2-25]

Carbon offsetting is one of the strategies adopted by Cielo to mitigate the environmental impacts of its operations. We offset residual Scope 1 and 2 emissions by purchasing carbon credits on the voluntary market.

This commitment is reflected in concrete actions, such as supporting reforestation projects, renewable energy generation and forest conservation, as well as encouraging suppliers and partners to adopt more sustainable practices.



Find out more about the impact of Cikel’s REDD+ project, selected to neutralize the company’s residual emissions:



LOCATED IN **PARAGOMINAS** IN PARÁ, THE PROJECT SEEKS TO PRESERVE 27,400 HECTARES OF AMAZON RAINFOREST, WHICH, DESPITE BEING LEGALLY AUTHORIZED FOR CONVERSION, WILL REMAIN INTACT.

IT HAS THE POTENTIAL TO PREVENT THE EMISSION OF APPROXIMATELY



9.4 MILLION TONS OF CO₂ OVER A TEN-YEAR PERIOD.



IT PROTECTS AN AREA RICH IN BIODIVERSITY, HOME TO ENDANGERED SPECIES SUCH AS THE KA'APORI MONKEY, AN EXAMPLE OF THE LOCAL FAUNA.

Operational eco-efficiency

[GRI 3-3 Operational eco-efficiency]

At Cielo, the eco-efficiency of our operations is strengthened by the EMS, which guides our practices in the search for an increasingly responsible environmental performance.

We monitor indicators such as resource consumption and waste generation, adopting measures to mitigate impacts throughout the chain.

One of the highlights is reverse logistics, especially applied to the disposal of electronics, which ensures that these materials are properly disposed of. In this way, we reinforce our commitment to environmental preservation and the sustainable use of resources.

Waste

[GRI 306-1, GRI 306-2, GRI 306-3, GRI 306-4, GRI 306-5]

At Cielo we are committed to good sustainability practices and meeting the legal requirements of the National Solid Waste Policy through structured and qualified waste management.

Our logistics operation is responsible for receiving and properly directing the equipment returned to Cielo. In this way:

- The terminals that are still fit for use are undergoing a restoration and maintenance process.
- Those that are not suitable are de-characterized, and their waste is reintroduced as raw material in other sectors of the economy.
- We ensure the traceability of equipment receiving and disposal flows.
- We return machine batteries to the manufacturers.



At our headquarters in Alphaville (SP), we carry out complete solid waste management, ensuring that the materials are correctly disposed of.

Total waste diverted from final disposal and sent for recycling (t) ¹ [GRI 306-4]	2022	2023	2024
Technological waste – machinery	60.6	221.3	15.8
Supplies and peripheral items	75.1	163.2	88.4
Marketing materials	25.5	32.5	13.5
Subtotal	161.2	417.0	117.7
Total waste not destined for final disposal destined for preparation for reuse (t) ¹ [GRI 306-4]	2022	2023	2024
POS recovered	0.0	0.0	109.0
Subtotal	0.0	0.0	109.0
Total waste destined for final disposal destined for landfills (t) ¹ [GRI 306-5]	2022	2023	2024
Recyclable waste (Matrix)	3.2	13.9	27.1
Organic waste (Matrix)	4.8	14.5	25.8
Subtotal	8.0	28.4	52.9
Total waste for final disposal destined for landfill confinement (t) ¹ [GRI 306-5]	2022	2023	2024
Coils discarded by commercial establishments and/or end users	1,376.0	1,074.3	714.1
Cardboard discarded by commercial establishments	708.6	793.8	488.9
Total	2,084.6	1,868.1	1,203.0
Total waste generated ¹ [GRI 306-3]	2,253.8	2,313.5	1,482.6

1. To date, all the waste generated by Cielo is classified as non-hazardous. Only the waste from the outpatient clinic is disposed of internally; the rest is managed by specialized third-party companies.

Emissions

[GRI 305-1, GRI 305-2, GRI 305-3]

At Cielo, our climate strategy is guided by responsibility for the future. We act proactively in managing and offsetting emissions, promoting efficiency in our operations and investing in projects that preserve the environment.

We quantify our GHG emissions based on the guidelines of the Brazilian GHG Protocol Program, ensuring the reliability of the data through an audit carried out by an independent third party. Residual scope 1 and 2 emissions are offset by purchasing carbon credits on the voluntary market.

Emissions (tCO ₂ e)	2022	2023	2024
Direct emissions (scope 1)	7,193.90	9,130.54	5,815.26
Indirect emissions (scope 2)	108.36	69.35	96.86
Indirect emissions (scope 3)	29,375.86	24,810.60	22,990.04
Total	36,678.12	34,010.49	28,902.16

Note: GHG emissions data includes information from Cielo (Aliança, Servinet and Stelo).

Energy

At Cielo, we treat energy management as a strategic pillar. All the energy we use comes from the National Interconnected System (SIN), whose electricity matrix is mostly clean and renewable.

To further reinforce our commitment to sustainability, we have acquired renewable energy certificates (I-REC), ensuring that our energy consumption is fully offset. This practice reaffirms our commitment to reducing environmental impacts and to increasingly clean, efficient and responsible operations.

[GRI 302-1; SASB TC-SI-130a.1]

Energy consumption within Cielo ¹ (GJ)	2022	2023	2024
Electricity consumed ²	9,797.40	7,278.48	7,218.18
Renewable fuels	22,727.70	54,045.70	129,702.18
Fuels from non-renewable sources	127,849.90	157,975.00	99,384.72
Total	160,375.00	219,299.18	236,305.08

1. The energy consumption data refers to scopes 1 and 2 of the GHG inventory. Methodology used: GHG Protocol. Energy conversion factor = 0.0010000000 kWh.

2. Supplied by grid electricity.

[SASB TC-SI-130a.3]

Energy efficiency in data centers	2022	2023	2024
Power Usage Effectiveness Index - PUE	1.58	1.54	1.51

Share of renewable energy in data centers

Total energy consumption in data centers (MWh)	67,753	69,847	66,998
Percentage of renewable energy ¹	100%	100%	100%

1. For regulatory reasons, electricity is transmitted through the National Interconnected System (SIN).



7. Corporate management

CLICK TO VIEW
HIGHLIGHTS OF
THE TOPIC →

- Corporate governance
- Ethics and integrity
- Ethics Channel
- Corporate risk management
- Supplier management



Corporate governance

[GRI 3-3 Governance, integrity, ethics, and transparency]

Our corporate governance reflects our commitment to ethics, transparency and generating value for all our stakeholders.

Structured by principles, policies and regulations that guide management, it seeks to align the interests of employees, managers and shareholders, promoting our values and strengthening our organizational culture. This governance model, which is constantly evolving, is focused on improving management, business sustainability and the company's longevity.

To strengthen our governance, we have a Corporate Governance Department, with an Executive Superintendence, which reports functionally to the Board of Directors. This area supports the governance bodies, committees and advisory forums of the company and its subsidiaries.

In 2024, Cielo received the **Estadão Award for Best Governance Practices for the second year running, reinforcing its leadership and institutional solidity.**

Tender Offer (TO)

In 2024, a Tender Offer (TO) was launched by the company's controlling shareholders. Its completion resulted in the company's exit from the Novo Mercado and delisting, with a change in its issuer registration with the Brazilian Securities and Exchange Commission (CVM) from Category "A" to Category "B.". This move allows the company to be more aligned with the needs and challenges of the payments market and to offer an even broader portfolio of solutions to our clients.



Governance structure

[GRI 2-9, GRI 2-11, GRI 2-13]

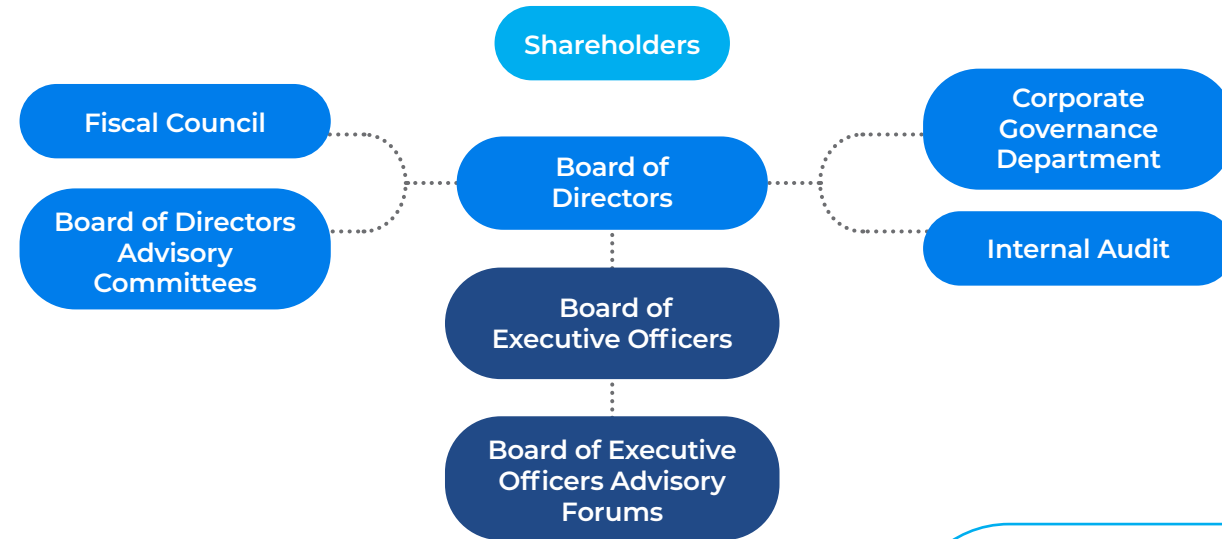
The Board of Directors is made up of a minimum of seven and a maximum of 12 members, elected and dismissed by the General Meeting, with a unified two-year term of office and the possibility of re-election.

The Board of Directors is responsible for defining the general direction of the company's business, approving and updating the annual budget, the multi-year strategic plan and the corporate goals, as well as monitoring the implementation of the defined strategies.

Cielo's Board of Executive Officers is responsible for conducting the company's business based on the guidelines established by the Board of Directors, guiding our decisions towards the sustainable development of activities.

Each director, within the scope of their duties, exercises broad management powers, acting in the conduct of operations and in the practice of acts related to the company's corporate purpose. Exceptions are restricted to the situations provided for in our Bylaws, in which a resolution by the Board of Directors is required.

We also have an Audit Board, which can be set up by resolution of the General Meeting or at the request of shareholders, as provided for by law. This body, when activated, is made up of three to five members and their respective alternates, elected by the General Meeting.



The members of the Board of Directors and the Advisory Committees do not hold executive positions in the company.

In an effort to further improve the quality and efficiency of our governance bodies, we have structured a system made up of advisory committees and advisory forums, which provide advisory and technical support to the Board of Directors and the Board of Executive Officers, respectively.

Diversity in governance bodies

[GRI 405-1]

Our commitment to diversity is also reflected in the composition of Cielo's governance bodies. On December 31, 2024, we had 33.3% female participation on the Board of Directors and 50% on the Board of Executive Officers, demonstrating progress in gender representation, especially in executive positions.

We remain committed to promoting more diverse and inclusive governance, in line with our values and the transformation we seek for society.



Best governance practices

[GRI 2-9]

We have maintained our commitment to solid, ethical and transparent governance, even after changing category at the CVM and leaving the Novo Mercado. The corporate restructuring has not altered our dedication to integrity and excellence in management. We reinforce the credibility of our practices through internal and external audits, ensuring the quality and reliability of information.

We follow the standards and regulations applicable to payment institutions regulated by the Central Bank, as well as other regulatory bodies. Our guidelines are based on the Code of Best Corporate Governance Practices of the Brazilian Institute of Corporate Governance (IBGC) and the Brazilian Corporate Governance Code.

We have adopted increasingly agile and strategic governance, with a focus on strengthening transparency and the efficiency of decision-making processes. We will continue to improve our management models and expand our operations, reaffirming our commitment to modern governance, aligned with the best market practices and geared towards innovation, sustainability and continuous growth.

Nomination and selection

[GRI 2-10]

Our Nomination and Remuneration Policy for members of corporate governance bodies defines clear criteria to ensure the appropriate composition of governance bodies, always in line with best market practices.

Appointments to the Board of Directors can be made by directors or shareholders and must follow a prior analysis of the directors' skills, ensuring an efficient and complementary collegiate body.

We look for professionals with diverse profiles, valuing different experiences, social and environmental aspects, as well as criteria such as gender, age and ethnicity, promoting plural debates and informed decisions.

Training and development

[GRI 2-17]

To maximize the effectiveness of the Board of Directors, we maintain a Skills Matrix, which maps out the skills and knowledge needed by the group, ensuring a balance between experience and renewal.

We promote training on best corporate governance practices, stakeholder relations, diversity and inclusion, environmental, social and governance (ESG) aspects and sustainability. In addition, in 2024, the Board of Executive Officers took part in a specific workshop on climate risks, financial education and global trends in ESG.



Performance evaluation

[GRI 2-18]

Every year, we carry out a Performance Assessment of the Board and its Advisory Committees, as collegiate bodies, and of the Chairman of the Board, the directors, the committee members, individually considered, by means of the self-assessment questionnaire, and of the Corporate Governance Department and the Governance Officer. This evaluation is led by an independent external consultancy, with the aim of continuously improving our governance.

Specifically with regard to the Board’s performance evaluation, the Corporate Governance Committee discusses the results and the opportunities for improvement identified for the development of action plans, and subsequently the recommendations of the Corporate Governance Committee are submitted to the Board, which are approved and prioritized for implementation.

As for the results of the committee evaluations, the results and recommendations are submitted to each body for discussion, approval and prioritization for implementation. The main results of the evaluations are communicated to the Board and, if necessary, recommendations that depend on its approval are submitted for approval after comprehensive examinations and discussions.

Remuneration

[GRI 2-19, GRI 2-20, GRI 2-21]

Our Nomination and Remuneration Policy defines the criteria for remunerating members of the Board of Directors, Board of Executive Officers, Audit Board and advisory committees.

- **Board of Directors:** receives a fixed monthly salary, without participation in variables, reflecting their responsibility and time dedicated to the job.
- **Board of Executive Officers:** in addition to fixed remuneration, it has short-term variable remuneration (linked to individual and corporate goals) and long-term incentives.

In 2024, the ratio between the total remuneration of the chief executive officer (CEO) and the average salary of our employees was 52.93 times. The main changes in the period were the change in the commercial force’s CNPJ and the revision of the Long-Term Incentive Model, increasing the retention of strategic talent.



Ethics and integrity

[GRI 3-3 Governance, integrity, ethics, and transparency]

Cielo believes that compliance is an ongoing commitment, essential to ensure transparency, safety and sustainability in all our operations and relationships.

We continue to improve our practices in order to remain a benchmark for integrity and corporate governance in the means of payment sector.

 **FIND OUT MORE**
about our ethics and
integrity practices.

Cielo's Compliance Program

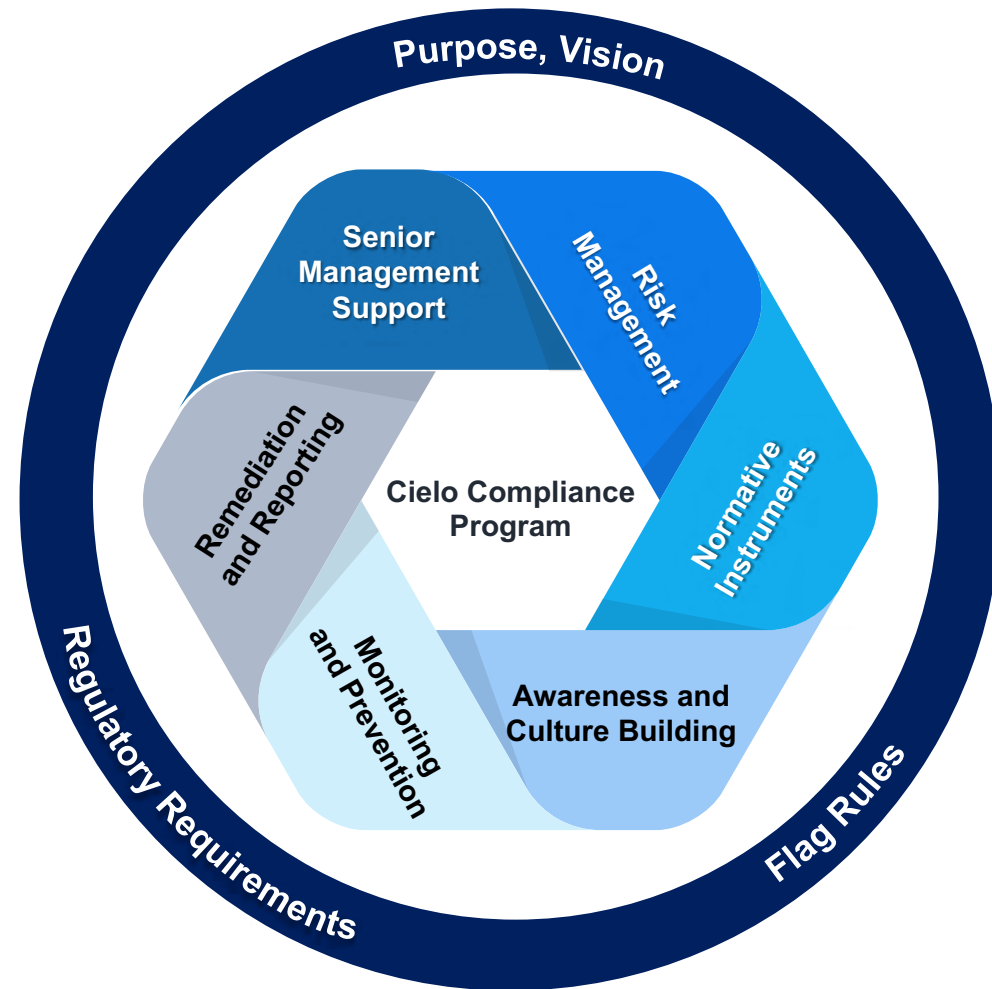
[GRI 2-24, GRI 3-3 Governance, integrity, ethics, and transparency]

The Cielo's Compliance Program aims to create synergy between different areas, strengthening an organizational culture based on ethics, integrity, risk management, and compliance. This approach is not restricted to Cielo, but extends to all our stakeholders, ensuring a robust and safe business environment.

It is a set of processes, controls and internal guidelines that ensure:

- Ethical and transparent conduct in all interactions with our stakeholders, preventing, detecting, mitigating and reporting any deviations, fraud and irregularities, including corruption and bribery, both in the private sector and in the Public Administration, national or foreign.
- Full compliance with current legislation, sector regulations, infra-legal rules, guidelines from regulatory bodies, operating rules of the banners and our own Codes of Conduct and internal policies.

The program is based on six elements, which permeate the processes and activities of various areas of the company:



Code Ethics

[GRI 2-23, GRI 2-24, GRI 3-3 Governance, integrity, ethics, and transparency]

Our Code Ethics establishes guidelines that guide not only managers – including members of the Board of Executive Officers and the Executive Board – but also members of advisory committees, the Fiscal Council, employees, interns and young apprentices. These principles also extend to subsidiaries, shareholders, investors, suppliers and other stakeholders with whom Cielo has relationships.

With this instrument, we seek to promote ethical, responsible, and long-term business relationships, aligned with the company's interests and society's legitimate aspirations.

This ranges from commercial transactions, partnerships and contracts to relationships with public bodies and other stakeholders, reinforcing integrity and trust in our actions.

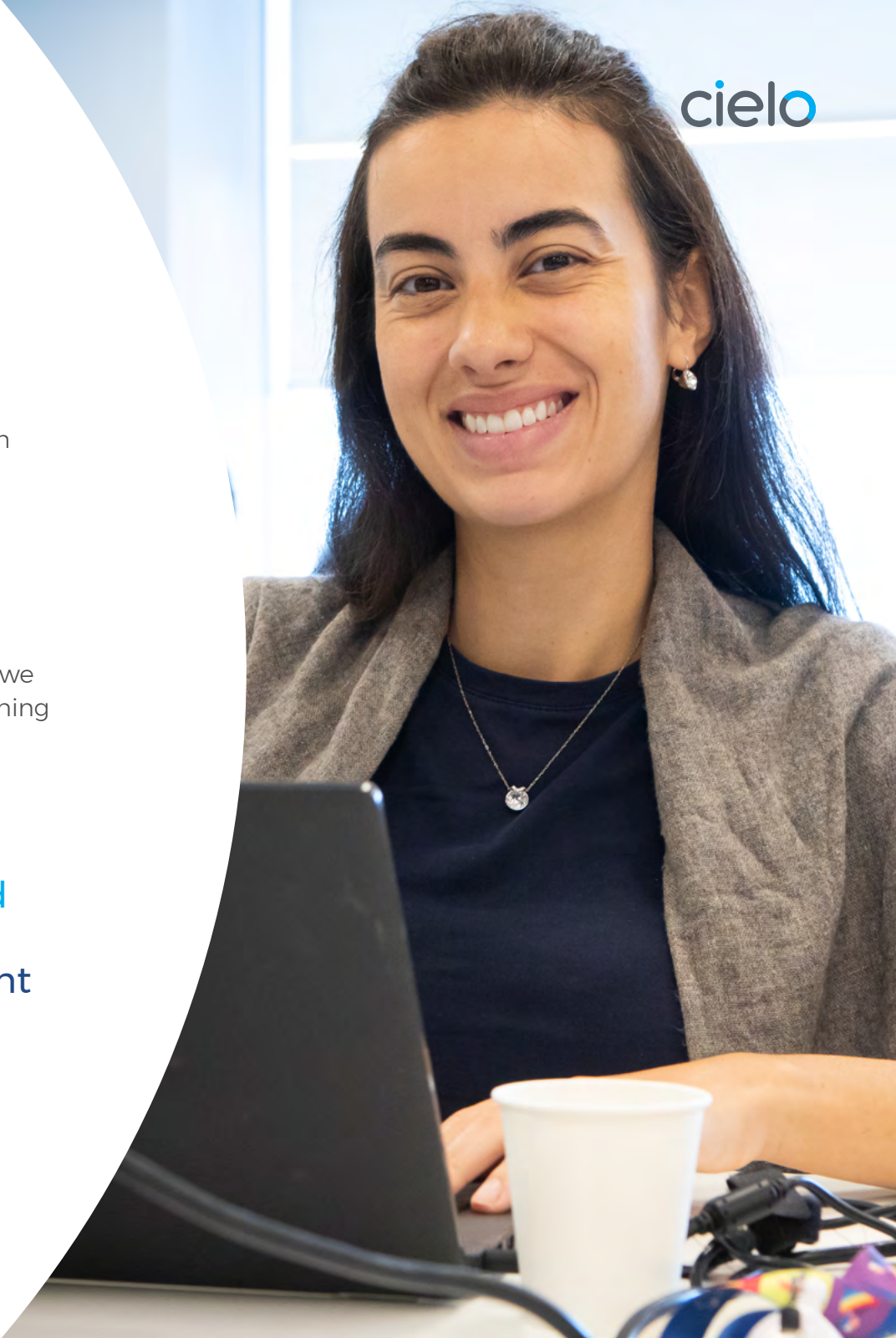
Corporate risk management

[GRI 2-23, GRI 2-24]

Failure to comply with the Code Ethics can result in disciplinary measures ranging from a verbal warning to dismissal or removal from office, depending on the seriousness of the case and the remit of the company's governance bodies.

To ensure that these commitments are widely understood and effectively applied, we promote ongoing communication and training actions aimed at employees, partners and other strategic stakeholders.

With rigor, transparency, and continuous training actions, we reinforce our commitment to integrity at all levels of the company, ensuring compliance with our Code Ethics and the solidity of our corporate governance.





Regulatory Training Track

[GRI 3-3 Governance, integrity, ethics, and transparency, GRI 205-2]

We reinforce our commitment to integrity through mandatory annual training courses that are part of the Cielo Compliance Program, gathered in the Regulatory Training Track.

This track is aimed at the Board of Executive Officers, employees, interns and young apprentices, covering fundamental topics such as the Code Ethics, anti-corruption, regulatory aspects, prevention of money laundering and terrorist financing, information and cyber safety, privacy and data protection (LGPD), risk management, business continuity and trading in Cielo shares.

By the end of 2024, 94.07% of Cielo’s employees had been trained in our anti-corruption policies and procedures, reinforcing our commitment to transparency and integrity in all our operations. This training is reviewed and updated annually, ensuring alignment with the regulations and requirements of regulatory bodies, as well as the continuous evolution of our internal processes.

Number and percentage of members of governance bodies who have received training in anti-corruption policies and procedures			
	2022	2023	2024
Members of the Board of Executive Officers	9	8	8
% of total	100%	100%	100%
Number and percentage of employees informed about anti-corruption policies and procedures [GRI 205-2]			
Total	5,022	6,513	6,963
% of total	100%	100%	100%
Number and percentage of employees trained in anti-corruption policies and procedures [GRI 205-2]			
Total	4,966	6,308	6,550
% of total	98.88%	95.61%	94.07%

In addition to training, we maintain a structured schedule of internal communications, using emails, press releases, corporate TV and the intranet, to continually reinforce the importance of compliance, competitive practices and the prevention of unethical conduct.

Communications and training aimed at specific audiences are also carried out as risks are identified, ensuring a constant dialog on integrity and compliance.

Conflicts of interest

[GRI 2-15]

At Cielo, we do not agree with relationships that could generate conflicts between the company’s interests and those of our stakeholders.

In this sense, we have a Policy on Transactions with Related Parties and Other Situations Involving Conflicts of Interest that establishes clear guidelines for identifying, evaluating and dealing with situations that could compromise the integrity, transparency and independence of the company’s decisions.

We consider a conflict of interest to be any situation in which a person’s position, internal influence or company resources are used to obtain personal benefits or to favor third parties. Whenever we identify possible situations of this nature, we must immediately report them to the direct manager and formalize them through the Ethics Channel.

Members of the Board of Directors, the Board of Executive Officers and/or directors of Cielo’s shareholders who find themselves in a situation of conflict of interest must not take part in meetings where the subject of the conflict is discussed or, if they are present because of other matters on the agenda, they must withdraw from the discussions and refrain from voting, negotiating, evaluating, giving an opinion or influencing in any way the conduct or deliberation on the matter.

In addition, our Code Ethics and the Standard for Accepting and Offering Courtesies establish clear guidelines for accepting and offering gifts, presents and invitations to events, mitigating the risk of conflicts of interest.

Preventing and fighting corruption and money laundering

[GRI 3-3 Information security and fraud prevention, GRI 205-1, GRI 2-28]

Preventing and combating corruption and money laundering are fundamental pillars for the integrity and sustainability of companies in the means of payment sector, such as Cielo. In addition to complying with legal obligations, these practices represent social responsibilities that contribute to strengthening the business environment and building a safer and more honest society.

By adopting preventive measures, we contribute to inhibiting the circulation of funds from illicit activities, which consequently weakens and reduces criminal structures that impact the entire financial sector. In this way, we protect our integrity and reputation, while strengthening a more ethical and transparent economic environment.

To reinforce our diligence in risk mitigation, we apply internal risk assessment procedures to identify and measure the risk of using our products and services for money laundering, terrorist financing, the proliferation of weapons of mass destruction and any other illegal acts that violate current regulations.

In compliance with current regulations, we carry out Know Your Customer (KYC), Know Your Supplier (KYS), Know Your Partner (KYP), and Know Your Employee (KYE) procedures. These processes involve identifying, qualifying and classifying the money laundering risk of individuals and companies that have dealings with Cielo.

Through these practices, we ensure the integrity of our operations, mitigate risks and strengthen the prevention of illicit activities, reaffirming our commitment to regulatory compliance, social responsibility and building a more upstanding financial market.

Cielo reaffirms its commitment to preventing and combating financial crime, ensuring that 100% of its operations are monitored for this purpose.

We have also implemented specific monitoring for Politically Exposed Persons (PEPs) and adopted additional procedures to identify possible suspicious activities and irregular donations involving these public officials.

All contracts signed with clients, suppliers and partners include anti-corruption clauses, reinforcing our commitment to integrity throughout the value chain.

We are signatories to the Business Pact for Integrity and Against Corruption, reinforcing our commitment to a more transparent and ethical market.

We are also a member of the United Nations Global Compact, actively participating in the Global Compact Brazil Network, especially in the Anti-Corruption Working Group. We are also the first acquiring company to be awarded the Pro-Ethics Company seal (2022-2023), the highest accreditation of integrity and ethics in the corporate environment.

Operations monitoring

[GRI 3-3 Responsible and sustainable value chain]

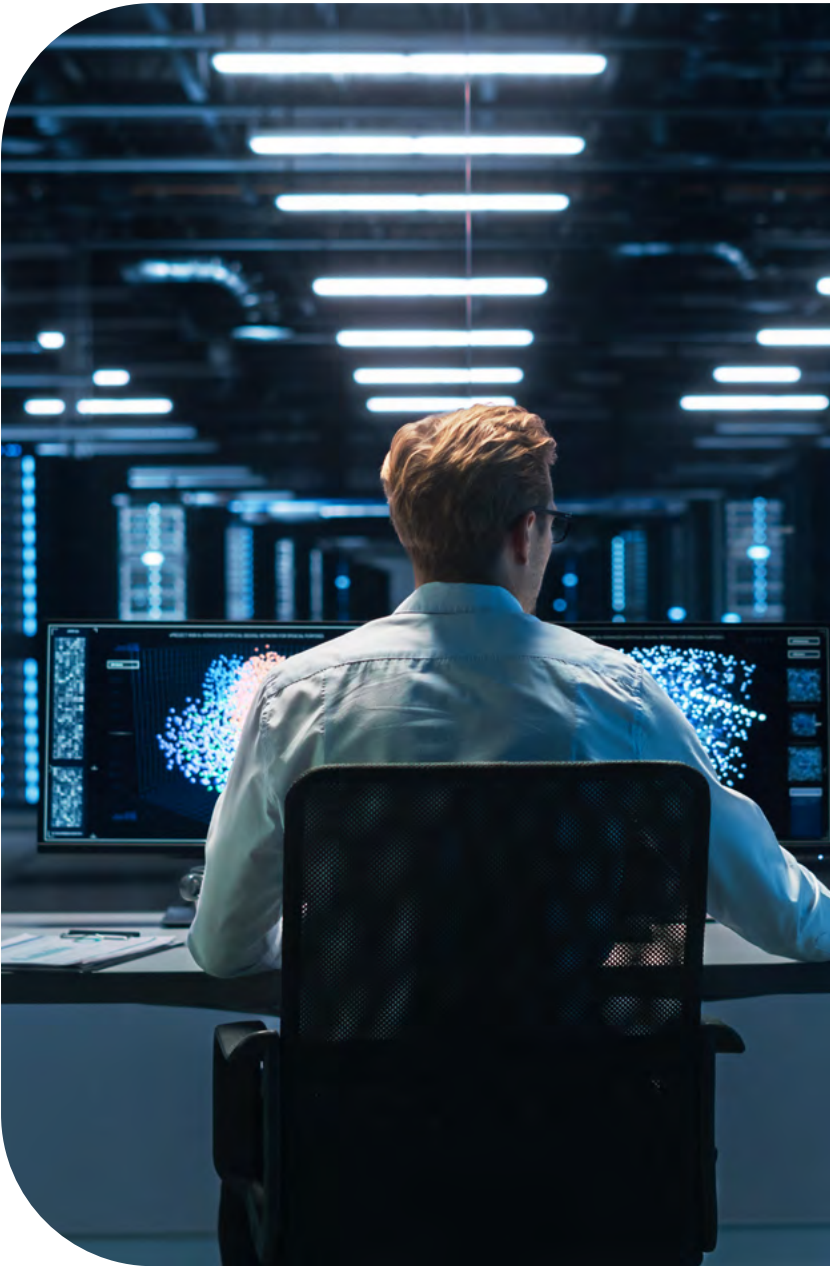
To ensure that integrity is present in all our operations, we adopt strict criteria and monitor 100% of client transactions using automated systems. This analysis allows us to identify possible signs of financial crime, such as corruption, money laundering, and terrorist financing.

In 2024, 15,955 cases generated alerts of identified atypical situations, of which 1,655 were reported to the Financial Activities Control Board (COAF) after in-depth analysis.

Transactions carried out by sub-creditors are also monitored and evaluated. In 2024, 5,690 cases generated alerts, of which 152 sub-establishments were reported to COAF and the sub-accreditors involved after in-depth analysis.

In addition, whenever we identify suspicious operations or proposals that may indicate corruption, money laundering or other illicit acts, we duly report them to the competent authorities.

Through these initiatives, we continue to strengthen our organizational culture based on ethics, transparency and corporate responsibility, ensuring a healthy and sustainable business environment.



Relations with Government

[GRI 2-27, GRI 206-1; SASB TC-SI-520a.1]

Cielo maintains its representation before the Government through the Government Relations area. In 2024, we held 70 meetings with government representatives to deal with strategic issues relevant to the sector and the Company.

All interactions are recorded, monitored and reported to the Compliance team, integrating the internal audit process and ensuring total transparency and compliance, in line with our commitment to prevent risks related to corruption.



In 2024, there were no significant fines or non-monetary sanctions resulting from non-compliance with laws and regulations, considering as significant cases only those that resulted in financial penalties.

Furthermore, Cielo was not involved in any legal actions related to unfair competition, antitrust practices, or monopoly, reaffirming its commitment to a fair and transparent market.



Means of payment information statement

[GRI 3-3 Information security and fraud prevention; SASB TC-SI-220a.4]

Every month, Cielo sends the Means of Payment Information Statement (DIMP), an accessory obligation established by COTEPE ICMS Act 65/2018, to the State Secretariats of all 27 states of the Federation, in addition to the Credit or Debit Card Operations Statement (DOC) to the São Paulo City Hall, established by SF/Surem Normative Instruction No. 7 dated June 1, 2020.

Thus, in 2024, 336 regulatory files were sent to the State Secretariats and the São Paulo City Hall, in addition to 41 reports requested on demand by tax auditors throughout the year. There were also 68 agendas with public officials, totaling 445 pieces of information addressed (377 requested and 68 shared by advocacy initiatives).

Of Cielo's total user information, 0.4% refers to requests for user information from the government or law enforcement agencies that resulted in disclosure.

Other pieces of information forwarded are confidential or strategic, signed off as industry, so there is no practice of publishing it. All data is audited.



**Commitment to
transparency: more
than 440 pieces of
regulatory information
addressed with
responsibility and
technical rigor.**

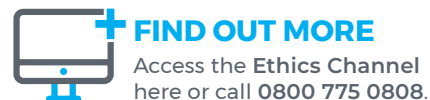
Ethics Channel

[GRI 2-16, GRI 2-25, GRI 2-26]

Our Ethics Channel is an essential pillar for maintaining a culture of integrity at Cielo. It allows employees, clients and partners to report inappropriate conduct, fraud and non-compliance with internal policies, ensuring the secrecy and confidentiality of the information.

Cielo's Ethics Channel ensures that all complaints are treated with confidentiality and impartiality, guaranteeing effective action on the issues presented in the reports. With this commitment, we are able to identify and correct any flaws, minimizing negative impacts on both the internal and external environment.

In addition, this action strengthens stakeholder trust and reinforces the organizational culture based on integrity, ensuring that our practices are always aligned with the highest ethical and transparency standards.



The Audit Committee monitors the records of the Ethics Channel on a monthly basis and forwards recommendations to the Board of Directors, reinforcing our governance and commitment to transparency.

Transparency

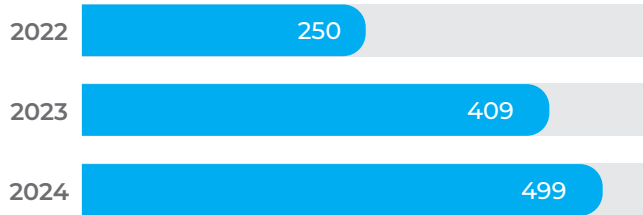
[GRI 406-1]

In 2024, Cielo’s Ethics Channel registered a total of 499 complaints, of which 36% were identified and 64% anonymous. After analysis, 164 complaints were considered to be justified, or 33% of all complaints, resulting in 135 disciplinary measures being applied.

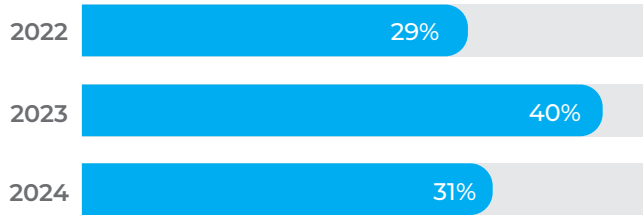
The reports recorded refer mainly to cases of misbehavior (bullying and management by insult), non-compliance with internal policies, internal fraud, conflict of interest, discrimination, abusive gender practices and sexual harassment. The median time taken to conclude the cases was 28 days.

The total number of complaints increased by 22% compared to 2023, a variation largely due to the increase in the number of employees during the period. Despite the higher volume of reports identified, the proportion of substantiated complaints was lower compared to the previous year. This growth reflects the strengthening of communication about the Ethics Channel and the trust of employees.

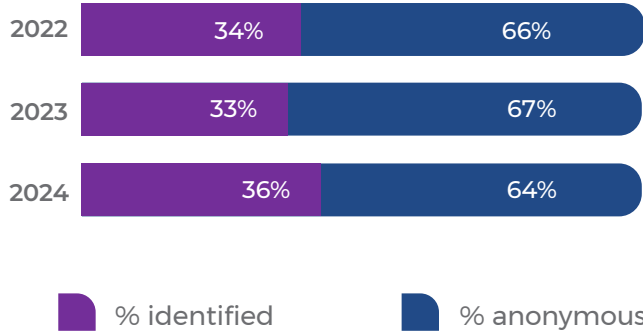
COMPLAINTS RECEIVED



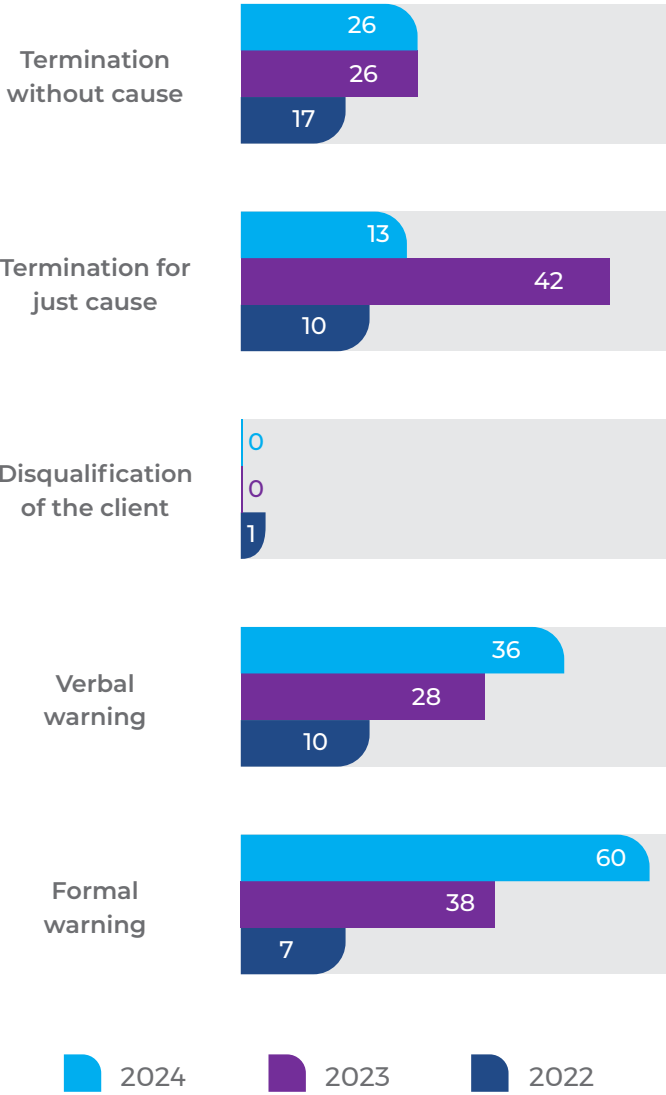
% COMPLAINTS PROCESSED



IDENTIFIED AND ANONYMOUS COMPLAINTS



DISCIPLINARY MEASURES APPLIED



Corporate risk management

[GRI 3-3 Risk management and business continuity, GRI 2-25]

We have adopted a structured risk management system based on the standards of the National Monetary Council (CMN) and the Central Bank of Brazil (BACEN), ensuring regulatory compliance and alignment with best market practices.

Our model continuously strives for improvement through ongoing evaluation of the organizational structure, governance, processes, systems, and applied methodologies. This enables us to identify improvement opportunities and strengthen integrated risk management.

The governance framework adopted ensures a clear segregation of duties among the business, risk, and audit areas, with defined processes, decision-making distributed across different hierarchical levels, clear policies, and a well-established structure of competencies and authorities – all maintained with a forward-looking approach oriented toward best management practices.

Our integrated risk management model is based on three essential pillars that ensure a more dynamic, analytical, and business-aligned approach:



Risk culture



Predictive management and risk modeling



Integration with business areas

With this strategic vision, we continue our journey to balance innovation and safety, ensuring that risk management acts as an essential pillar for the company's sustainability and growth.

Risk culture

[GRI 3-3 Risk management and business continuity]

We have adopted the concept of three lines of responsibility to operationalize our corporate risk management and internal controls structure, in order to ensure compliance with the defined guidelines.

The Executive Vice-President for Risks, Compliance, Prevention, and Safety represents the 2nd line of responsibility and acts in a consultative and independent manner with the business and support areas, reporting directly to the CEO. The work of the 2nd line of responsibility is segregated and independent from the activities and management of the business (1st line of responsibility) and support areas and Internal Audit (3rd line of responsibility).

Its structure is organized into five well-defined verticals, ensuring greater efficiency, depth of analysis and alignment with best practices in risk management and compliance.

Risk management, internal controls, and business continuity

Its work focuses on identifying, measuring and assessing, monitoring, mitigating and reporting corporate risks in an integrated and periodic manner, ensuring the governance of the topics in the 2nd line of compliance responsibility. It also defines and applies risk appetite and risk management methodologies. Participating in the strategic decision-making process related to risk management.

Fraud prevention and fight against crime

Consolidates strategies to combat financial crimes, identifying and mitigating risks of fraud and money laundering, making processes more agile and effective.

Privacy and safety

Focus on data protection and cyber risk mitigation, ensuring regulatory compliance and protection against digital threats.

Compliance

Reinforcement of regulatory governance and monitoring of sector regulations, ensuring that all operations meet the standards required by regulatory bodies.

Modeling and advanced analytics

Application of predictive technologies for risk analysis and modeling, enabling more assertive and dynamic decisions.

With this structure, we were able to anticipate challenges, ensure greater efficiency, and turn risk management into a strategic differentiator for the company.

Transparency and corporate responsibility

The assessment of risk management, compliance, business continuity management, crisis management, information safety, the prevention of money laundering, fraud, and the fight against financial crimes, as well as the quality of the control environment, is reported to the CEO and the Risk Committee, which in turn reports to the Board of Directors.

Predictive management and risk modeling

[GRI 3-3 Risk management and business continuity]

Intensive use of data is essential for assessing, monitoring and preventively identifying risks, ensuring the sustainability and competitiveness of the business. By continuously monitoring risks and adjusting strategies, we respond quickly to changes in the business environment.

That's why we continue to develop analytical solutions and advanced data models in the various risk verticals, increasing assertiveness in analysis, identifying particularities and supporting decision-making.

We currently have solutions for assessing accreditation, enabling products, transactional behavior and customer monitoring. This reinforces our performance in line with strategic objectives, generating business with control and safety.

Integration with business areas

[GRI 3-3 Risk management and business continuity]

At Cielo, we have adopted a posture geared towards a risk culture, incorporating this principle across the board in our decisions and strategies. The model we follow is not limited to risk control, but acts directly in the construction of new solutions and in supporting the company's strategic decisions.

Our Risk Management team acts in an integrated manner in discussions about product development, customer segmentation and the definition of operational policies, ensuring that each initiative is aligned with the best safety and sustainability practices.

The evolution of our management model goes beyond the organizational structure – it represents a cultural transformation that reinforces our commitment to the solidity, responsibility and longevity of the business.

To ensure that risk management is transversal and integrated, we have adopted training and knowledge dissemination strategies:

- **Risk specialists in business verticals**, ensuring close and preventive monitoring.
- **Training in agile methodologies and strategic planning**, strengthening the culture of innovation and risk mitigation.
- **Active participation in crisis and business continuity planning**, ensuring that the company is prepared for any adversities.

These initiatives ensure that risk management acts as a facilitator and driver of the business, balancing safety and sustainable growth.

Supplier management

[GRI 3-3 Responsible and sustainable value chain, GRI 308-1, GRI 308-2, GRI 414-1, GRI 414-2]

More than guidelines, we reinforce our commitment through contractual clauses that require our suppliers to take a firm stance against racism, sexism, LGBTphobia, and ableism.

With regard to supplier management, we have adopted a rigorous registration approval process, called Vendor Onboarding, complemented by specific risk mitigation programs. The analysis varies according to the supplier's classification, based on our Purchasing Category Matrix, whose criteria are periodically updated.

Hiring is subject to an assessment of financial, labor, tax and socio-environmental aspects, ensuring alignment with our responsibility and compliance guidelines.

The approval process ensures that all suppliers confirm that they are aware of and adhere to our fundamental policies and documents, such as the Code Ethics, the Sustainability and Impact, Diversity and Inclusion, Anti-Corruption, Prevention of Money Laundering, and Terrorist Financing policies, as well as the Information and Cyber Safety Policy.



In addition to Vendor Onboarding, our supplier management also includes the Vendor Performance and Vendor Risk programs, which aim to evaluate and develop suppliers.

Process	Vendor Onboarding	Vendor Performance	Vendor Risk
Objectives	<ul style="list-style-type: none">Carrying out of suppliers.	Improve the performance of suppliers and/or replace those that underperform.	Increasing knowledge about critical suppliers.
Applicability	<ul style="list-style-type: none">All suppliers.	Main suppliers in financial terms (Tier 1 + others).	Tier 1 suppliers.
Actions	<ul style="list-style-type: none">Analysis of financial health, dependence on Cielo, risk of insolvency, profit margin, and level of indebtedness.Assessment of environmental, social, and governance aspects.Diversity and inclusion training.Thorough review of the documentation provided.Categorization of the supplier into different levels (Tiers 1, 2, and 3) according to impact on the client and on the continuity continuity of the company's business.Adherence to our policies.	<ul style="list-style-type: none">Evaluation from the perspective of quality, speed, competitive attitude, and innovation.Rewarding the best.Monitoring suppliers with gaps.Exclusion of non-conforming suppliers.Drawing up improvement plans in cases of deficiency to be generated and monitored for resolution by the responsible areas.	<ul style="list-style-type: none">Analysis of labor, financial, legal, data protection, business continuity, and sustainability (ESG) aspects.Mandatory remote or on-site audits.Preparation of improvement plans in cases of deficiency to be generated and followed up for resolution by the responsible areas.
Results	<ul style="list-style-type: none">Throughout the year, 906 suppliers went through this process.	<p>The program has a score for each supplier, and the results are reported quarterly to the Board of Executive Officers.</p> <p>In 2024, 148 suppliers were analyzed by Vendor Performance.</p>	In 2024, 59 critical suppliers were evaluated by Vendor Risk.

ESG assessment of suppliers

[GRI 3-3 Responsible and sustainable value chain, GRI 408-1, GRI 409-1, GRI 308-2, GRI 414-2]

We seek to ensure that our suppliers are aligned with the company's ESG guidelines. For those suppliers identified as critical from an ESG point of view, audits are carried out with the aim of mitigating the risks related to these aspects, in line with the principles of our Code Ethics and the requirements by ISO 14001.

By 2024, 80% of these high socio-environmental risk suppliers had been audited, reinforcing our commitment to responsibility and compliance in the value chain.

8.

Indicators report

GRI content index
SASB content index



GRI content index

Statement of use	Cielo S.A. reported in accordance with the GRI Standards for the period 01/01/2024 to 31/12/2024.
GRI 1 used	GRI 1: Fundamentals 2021.
Applicable GRI Sector Standard(s)	Not applicable.

GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
General disclosures							
GRI 2: General disclosures 2021	2-1 Organizational details	9, 109					
	2-2 Entities included in the organization's sustainability reporting	7					
	2-3 Reporting period, frequency and contact point	7, 109					
	2-4 Restatements of information	-	All.	Not applicable.	There were none.		
	2-5 External assurance	7, 108					
	2-6 Activities, value chain and other business relationships	9, 10, 13, 14, 35				-	-
	2-7 Employees	57	2-7b.ii	Confidentiality restrictions.	Cielo presents only consolidated data.	6	8 and 10
	2-8 Workers who are not employees	58				-	-
	2-9 Governance structure and composition	78, 79				-	5 and 16

GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
GRI 2: General disclosures 2021	2-10 Nomination and selection of the highest governance body	80				-	5 and 16
	2-11 Chair of the highest governance body	78				-	16
	2-12 Role of the highest governance body in overseeing the management of impacts	20				-	-
	2-13 Delegation of responsibility for managing impacts	20, 78				-	-
	2-14 Role of the highest governance body in sustainability reporting	7, 21				-	-
	2-15 Conflicts of interest	86				-	16
	2-16 Communication of critical concerns	90	2-16.b	Information unavailable/incomplete.	The crucial concerns are communicated to the Board of Directors on a percentage basis by topic; therefore, we do not have the total number of concerns presented in 2024.	-	-
	2-17 Collective knowledge of the highest governance body	80				-	-
	2-18 Evaluation of the performance of the highest governance body	81				-	-
	2-19 Remuneration policies	81	2-19a.ii, 2-19a.iii, 2-19a.iv, 2-19a.v, 2-19.b	Confidentiality restrictions.	Cielo has chosen not to disclose the requested information.	-	-
	2-20 Process to determine remuneration	81	2-20a.ii	Confidentiality restrictions.	Cielo has chosen not to disclose the requested information.	-	-
	2-21 Annual total compensation ratio	81	2-21b	Confidentiality restrictions.	Cielo has chosen not to disclose the requested information.	-	-
	2-22 Statement on sustainable development strategy	3 to 6				-	-

GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
GRI 2: General disclosures 2021	2-23 Policy commitments	23, 55, 84				10	16
	2-24 Embedding policy commitments	9, 10, 15, 20, 83, 84				-	16
	2-25 Processes to remediate negative impacts	15, 18, 19, 28, 42, 70, 71, 72, 90, 92				-	16
	2-26 Mechanisms for seeking advice and raising concerns	42, 90				10	16
	2-27 Compliance with laws and regulations	88				-	-
	2-28 Membership associations	12, 86				-	-
	2-29 Approach to stakeholder engagement	23, 25				-	-
	2-30 Collective bargaining agreements	46				3	8
Material topics							
GRI 3: Material topics 2021	3-1 Process to determine material topics	21					
	3-2 List of material topics	21, 22					
Governance, integrity, ethics, and transparency							
	3-3 Management of material topics	16, 23, 77, 82 a 85				6, 10	5, 8, 9, 16
	201-1 Direct economic value generated and distributed	16				-	8 and 9
	201-4 Financial assistance received from government	-	201-4.a, 201-4.b, 201-4.c	Not applicable.	In 2024, Cielo did not receive financial assistance from the government.	-	-

GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	86				10	16
	205-2 Communication and training about anti-corruption policies and procedures	85				10	16
	205-3 Confirmed incidents of corruption and actions taken	-	205-3.a, 205-3.b, 205-3.c, 205-3.d	Not applicable.	No cases of corruption involving public officials or private corruption were recorded.	10	16
GRI 206: Anti-competitive behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	88				-	16
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	91				6	5 and 8
GRI 415: Public policy 2016	415-1 Political contributions	-	415-1.a, 415-1.b	Not applicable.	Cielo made no political contributions in 2024.	10	16
Risk management and business continuity							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 44, 71, 92, 93, 94					
Education, citizenship, and financial inclusion							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 61, 65				1	5, 9 and 11
GRI 203: Indirect economic impacts 2016	203-1 Infrastructure investments and services supported	63, 64, 65				-	5, 9 and 11
GRI 413: Local communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	38, 63, 64, 65, 67, 69, 71				1	-

GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
Responsible and sustainable value chain							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 87, 95, 96				2, 4, 5, 8	5, 8 and 16
GRI 308: Supplier environmental assessment 2016	308-1 New suppliers that were screened using environmental criteria	95, 96				8	-
	308-2 Negative environmental impacts in the supply chain and actions taken	95, 96				8	-
GRI 408: Child labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	96	408-1.a	Confidentiality restrictions.	Cielo has chosen not to disclose the information requested.	5	8 and 16
GRI 409: Forced or compulsory labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	96	409-1.a	Confidentiality restrictions.	Cielo has chosen not to disclose the information requested.	4	8
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	95, 96				2	5, 8 and 16
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	95, 96				2	5, 8 and 16
Talent attraction and development							
GRI 3: Material topics 202	3-3 Management of material topics	23, 46 to 52, 54				6	4, 5, 8 and 10



GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
GRI 404: Training and education 2016	404-1 Average hours of training per year per employee	51				6	4, 5, 8 and 10
	404-2 Programs for upgrading employee skills and transition assistance programs	51, 52, 54				-	8
	404-3 Percentage of employees receiving regular performance and career development reviews	47, 48				6	5, 8 and 10
Diversity, equity, and inclusion							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 54, 55 to 59				6	5, 8 and 10
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	55, 79				6	5 and 8
	405-2 Ratio of basic salary and remuneration of women to men	59				6	5, 8 and 10
Customer relationship							
GRI 3: Material topics 2021	3-3 Management of material topics	18, 23, 25, 26, 34, 35				-	-
GRI 416: Customer health and safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	34				-	-

GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
Information security and fraud prevention							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 39, 40, 41, 42, 86, 89				-	16
GRI 418: Customer privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	-	418-1.a, 418-1.b, 418-1.c	Not applicable.	Cielo did not record any data breaches in 2024, nor any leaks, theft or loss of data related to our clients.	-	16
Technology, innovation, and system availability							
GRI 3: Material topics 2021	3-3 Management of material topics	18, 19, 23, 26, 29, 30, 33, 35				-	-
Eco-efficiency in operations							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 69, 71, 73				7 and 8	3, 7, 11, 12, 13, 14 and 15
GRI 302: Energy 2016	302-1 Energy consumption within the organization	75				7 and 8	7, 8, 12 and 13
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	74				7 and 8	3, 12, 13, 14 and 15
	305-2 Energy indirect (Scope 2) GHG emissions	74				7 and 8	3, 12, 13, 14 and 15
	305-3 Other indirect (Scope 3) GHG emissions	74				7 and 8	3, 12, 13, 14 and 15



GRI Standard/ other source	Disclosure	Location	Omission			Global Compact	SDG
			Requirement(s) omitted	Reason	Explanation		
GRI 306: Effluents and waste 2016	306-1 Waste generation and significant waste-related impacts	73				8	3, 6, 11 and 12
	306-2 Management of significant waste-related impacts	73				8	3, 6, 11 and 12
	306-3 Waste generated	73, 74				8	3, 11 and 12
GRI 306: Waste 2020	306-4 Waste diverted from disposal	73, 74				8	3, 11 and 12
	306-5 Waste directed to disposal	73, 74				8	3, 11 and 12
Climate change							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 70, 72				7	13
GRI 201: Economic performance 2016	201-2 Financial implications and other risks and opportunities due to climate change	70, 72				7	13
Entrepreneurship							
GRI 3: Material topics 2021	3-3 Management of material topics	23, 38, 61, 65				7	13

SASB content index

SASB content index

Industry: Software & IT Services

Topic	Code	Accounting metrics	Page or answers
Environmental footprint of hardware infrastructure	TC-SI-130a.1	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	75
	TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data centre needs	75
Data privacy & freedom of expression	TC-SI-220a.1	Description of policies and practices relating to targeted advertising and user privacy	42 In accordance with the Privacy and Data Protection Policy, Cielo does not process the personal data of children and adolescents.
	TC-SI-220a.2	Number of users whose information is used for secondary purposes	In 2024, no cases of use of user information for secondary purposes were identified.
	TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	There were no monetary losses resulting from legal proceedings associated with user privacy.
	TC-SI-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	89
	TC-SI-220a.5	List of countries where core products or services are subject to government required monitoring, blocking, content filtering, or censoring	Cielo provides its products, services and solutions to clients located in Brazil.

Topic	Code	Accounting metrics	Page or answers
Data security	TC-SI-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	Cielo did not record any data breaches in 2024, nor any leaks, theft or loss of data related to our clients.
	TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	40
Recruiting & managing a global, diverse & skilled workforce	TC-SI-330a.1	Percentage of employees that require a work visa	0.2% of the workforce is made up of employees of foreign nationality. We have no employees based abroad.
	TC-SI-330a.2	Employee engagement as a percentage	49, 50, 52
	TC-SI-330a.3	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees, and (d) all other employees	By gender: Management: men = 60.8%; women = 39.2%. Technical staff: men = 67.0%; women = 33.0%. All other employees: men = 57.5%; women = 42.5%. By ethnicity/race: Management: black and indigenous = 4.4%; white and yellow = 77.4%; pardo = 18.20%. Technical staff: black and indigenous = 6.5%; white and yellow = 71.8%; brown = 21.8%. Operations: black and indigenous = 8.1%; white and yellow = 59.9%; pardo = 32.0%.
Intellectual property protection & competitive behaviour	TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behaviour regulations	In 2024, the company was not a party to any lawsuits involving unfair competition, trust practices and monopoly.

Topic	Code	Accounting metrics	Page or answers
Managing systemic risks from technology disruptions	TC-SI-550a.2	Description of business continuity risks related to disruptions of operations	44
Activity metrics	TC-SI-000.A	(1) Number of licenses or subscriptions, (2) Cloud-based percentage	Due to confidentiality restrictions, Cielo has chosen not to report the requested information.
	TC-SI-000.B	(1) Data processing capacity, (2) Percentage outsourced	Due to confidentiality restrictions, Cielo has chosen not to report the requested information.
	TC-SI-000.C	(1) Amount of data storage, (2) Percentage outsourced	Due to confidentiality restrictions, Cielo has chosen not to report the requested information.

Assurance Report

[GRI 2-5]

CIELO S.A. - INSTITUIÇÃO DE PAGAMENTO

Independent auditor’s limited assurance report As of December 31, 2024



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INDEPENDENT AUDITOR’S LIMITED ASSURANCE REPORT ON THE NON-FINANCIAL INFORMATION INCLUDED IN THE INTEGRATED ANNUAL REPORT FOR 2024

To the
Cielo S.A. - Instituição de Pagamento
Management and other interested parties of
São Paulo - SP

Introduction

We were engaged by Cielo S.A. - Instituição de Pagamento (“Cielo” or “Company”) to present our limited assurance report on the information contained in the Integrated Annual Report for 2024, for the period from January 1st to December 31, 2024.

Our limited assurance does not extend to information from prior periods or to any other information disclosed jointly with the mentioned report, including any embedded images, audio or videos files.

Management’s Responsibility

The Management of Cielo S.A. is responsible for:

- (a) Selecting and establishing adequate criteria for the preparation of the information included in Integrated Annual report for 2024;
- (b) Prepare information based on the criteria and guidelines of the Global Reporting Initiative (GRI Standards 2021) and the Sustainability Accounting Standards Board (SASB) framework; and based on Technical Guidance 09, issued by the Brazilian Accounting Pronouncements Committee (CPC), which aligns with the basic conceptual framework of the Sustainability Report developed by the International Integrated Reporting Council (IIRC);
- (c) Designing, implementing and maintaining internal controls on the information relevant to the preparation of the information included in the Integrated Annual report for 2024, which is free from material misstatement, whether due to fraud or error.

Independent auditor’s responsibilities

Our responsibility is to express an opinion on the non-financial information included in Cielo’s Integrated Annual report for 2024, based on the limited assurance engagement performed according to Technical Notice CTO No. 07/2022 - Guidance for Independent Auditors for limited assurance engagement on non-financial information contained in the Integrated Report (IR), issued by the Brazilian Federal Council of Accounting (CFC), and based on the Standard NBC TO 3000 - Assurance Engagements Other than Audit and Review, also issued by CFC, which is equivalent to ISAE 3000 - Assurance Engagements Other than Audits or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board (IAASB). These standards require the compliance with ethical, independence and other related requirements, including the Brazilian Quality Control Standard (NBC PA 01), and therefore, the maintenance of a comprehensive quality control system, with documentation of policies and procedures adopted for complying with ethical requirements, professional standards and applicable legal and regulatory requirements.

Additionally, the referred rules require that the engagement be performed to obtain limited assurance as to whether the nonfinancial information included in Cielo’s Integrated Annual Report for 2024, taken as a whole, is free from material misstatement.

BDO RCS Auditores Independentes S5 Ltda., an audit partnership organized according to Brazilian law, is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. BDO is the brand name for the BDO network and for each of the BDO Member Firms.



A limited assurance engagement performed in accordance with NBC TO 3000 (ISAE 3000) mainly consists of making enquiries of Cielo’s Management and other professionals of the Company responsible for preparing the information and applying analytical procedures to obtain evidence that allow us to conclude on the limited assurance of the information taken as a whole. A limited assurance engagement also requires the adoption of additional procedures if the independent auditors become aware of matters that lead them to believe that the information disclosed in the Sustainability Report for 2024, taken as a whole, may contain material misstatement.

The procedures selected were based on our understanding of aspects related to the gathering, materiality, and presentation of the information disclosed in the Company’s 2024 Integrated Annual Report, and other circumstances of the engagement, as well as on our understanding of areas and processes associated with material information disclosed in that report, in which material misstatement could be reflected. The procedures included, among others:

- (a) Planning of the engagement, considering the relevance and volume of quantitative and qualitative information, and the operating and internal control systems used as basis for the preparation of the information disclosed in the Integrated Annual Report for 2024;
- (b) Understanding the calculation methodology and procedures adopted for gathering indicators based on interviews with the managers responsible for preparing the information;
- (c) Adoption of analytical procedures for assessing the quantitative and qualitative information and its correlation with the indicators disclosed in the 2024 Integrated Annual Report;
- (d) For cases in which non-financial data are correlated with financial indicators, crosschecking the indicators with the financial statements and/or accounting records.

The limited assurance engagement also included the assessment of adherence to the criteria and guidelines of the Global Reporting Initiative (GRI Standards 2021), and the Sustainability Accounting Standards Board (SASB) framework, based on Technical Guidance n° 09 issued by the Brazilian Accounting Pronouncements Committee (CPC), aligned with the basic conceptual framework for sustainability reporting developed by the International Integrated Reporting Council (IIRC), applicable to the preparation of the information disclosed in the 2024 Integrated Annual Report.

We believe that the evidence obtained in our work is sufficient and appropriate to support our conclusion in the limited form.

Scope and limitations

The procedures adopted in preparing a limited assurance engagement vary in nature and timing and are substantially lesser in scope than those applied in a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance report is substantially less than that which would have been obtained if a reasonable assurance engagement had been carried out. Had we performed a reasonable assurance engagement, we could have identified other issues and possible misstatements of information disclosed in Cielo S.A - Instituição de Pagamento’s 2024 Integrated Annual Report. Accordingly, we do not express an opinion on such information.

Non-financial data are subject to a greater number of inherent limitations compared to financial data due to the nature and diversity of methods used to determine, calculate, or estimate them. Quantitative interpretations of the materiality, relevance and accuracy of data are subject to individual assumptions and judgments. Additionally, we did not assess data from prior periods, nor future projections and targets.

Non-financial information was prepared and presented based on the aforementioned criteria, and, therefore, are not intended to ensure compliance with social, economic, environmental, or engineering laws and regulations. Nonetheless, the referenced standards do require the presentation and disclosure of any non-compliance with such regulations in cases where significant fines or sanctions have been imposed. Our assurance report must be read and understood within this context, pursuant to the selected criteria previously mentioned.



Conclusion

Based on the procedures carried out, described in this report and the evidence obtained, nothing has come to our attention that leads us to believe that the non-financial information contained in the 2024 Integrated Annual Report, for the period between January 1st and December 31st, 2024 of Cielo S.A., were not prepared, in all relevant aspects, based on the criteria and guidelines of the Global Reporting Initiative (GRI Standards 2021) and in the Sustainability Accounting Standards Board (SASB) framework, and based on Technical Guidance 09 issued by the Brazilian Accounting Pronouncements Committee (CPC), which is aligned with the Basic Conceptual Framework for the Sustainability Report developed by the International Integrated Reporting Council (IIRC).

São Paulo, May 30th, 2025.



BDO RCS Auditores Independentes SS Ltda.
CRC 2-SP 013846/O-1

Viviane Alves Bauer
Accountant CRC 1 SP 253472/O-2

Corporate information

[GRI 2-1]

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CREDITS [GRI 2-3]

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Executive Management of Sustainability, Diversity and Impact

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Materiality: Baanko

Photos: Cielo image bank, Adobe Stock, Getty Images and Freepik

Audit: BDO RCS Auditores

Publication date: 06/03/2025

The preparation and presentation of this Integrated Annual Report was based on the principle of the principle of collective thinking. There are no omissions in relation to the Integrated Reporting guidelines.

The background is a vibrant blue sky filled with soft, white clouds. Overlaid on this are several large, semi-transparent circular shapes in various shades of blue. A prominent white circular arc is visible in the lower-left quadrant, and a darker blue arc is in the upper-right. The word "cielo" is centered in the middle of the image.

cielo