



**LIGHT S.A.**

CNPJ 03.378.521/0001-75 **Publicly-Held Company** NIRE: 33.300.263.16-1

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### **Notice to Shareholders**

**Light S.A.** ("Company" or "Light") hereby inform its shareholders that it has received from the shareholder **GERAÇÃO L. PAR FUNDO DE INVESTIMENTO EM AÇÕES** the nomination of (i) Mr. **Octavio René Lebarbenchon Neto** to run for the election of the Company's Board of Directors, only in case of adoption of the multiple vote process; and (ii) Mrs. **Rochana Grossi Freire** and **Cristina Fontes Doherty** to run for the election of the Company's Fiscal Council, as effective and alternate members, respectively, in the context of the elections to be held at the Annual and Extraordinary Shareholders' Meeting called for April 28, 2023.

The Company informs that the information in items 7.3. to 7.6. of the Reference Form, the statements of clearance and the resume of the candidates indicated are contained in the Exhibit to this Notice to Shareholders.

The Company's Investor Relations Department is at your disposal for any clarifications that may be necessary.

Rio de Janeiro, April 3, 2023.

**Eduardo Gotilla**

Chief Financial and Investor Relations Officer

**LIGHT S.A.**



**Exhibit**

**Items 7.3. to 7.6. of the Reference Form**

**Statements of clearance**

**Resumes**

## LIGHT S.A.

### ITEMS 7.3 A 7.6 OF THE REFERENCE FORM

#### Nominated Candidate as Effective Member of the Board of Directors

##### 7.3 Registration data and professional experience:

Name	Date Of Birth	Age	Occupation		
Octavio René Lebarbenchon Neto	09/23/1962	60	Administrator		
ID Document	Occupied Elective Position	Election Date	Tenure Date		
500.852.399-68	Member of the Board of Directors	04/28/2023			
Term of Office	Other Positions and Functions Performed in the Company	Indication if Elected by the Controller			
Two Years	Not applicable	No			
Indication if you are an Independent Member		Number of Consecutive Terms			
Yes		Not applicable			
Professional experience					
<p>Graduated from UDESC (State University of Santa Catarina) ESAG (Superior School of Administration and Management in 1985; MBA in financial and banking management from ASBACE (association of commercial and state banks) 1990; Master in public and international administration from INAP (national public administrative institute of Madrid, Spain 1988; Member of the Audit Board of Eternit S.A., until the 2020 AGM; Member of the CAE (Statutory Audit Committee) of CELESC SA, (Central Eletricas of Santa Catarina), Graduate professor from UNIVALI (University of Vale do Itajaí); Licensed Professor of undergraduate and graduate courses at Unisul (University of Southern SC) Professor and coordinator of the Marketing Administration course at Estácio de Sá University of Santa Catarina from 2001 to 2005; Professor of post-graduate at ENA (National School of Administration) Full professor at UDESC/ESAG on matters of business ethics, leadership and negotiation, where he has also worked as coordinator of the business administration course. Entrepreneur in the food business 1988/1991; Director of the CRA (Santa Catarina Regional Administration Council) 1990/1991; Marketing Director of the Federal Savings Bank of Santa Catarina 1996/2001; State Secretary of Administration of the State of Santa Catarina period 2001/2002; Special Cabinet Secretary for the municipality of Florianópolis between 2002/2004; Commercial and marketing director of Unimed Grande Florianópolis period 2004/2013; Commercial superintendent of the Almeida Junior shopping center group from 2013/14; President of ADVB Santa Catarina (association of marketing and sales directors), period 2014/2015; Chairman and member of several boards, including Unike Group and ADM SA (in the latter with extensive experience in the management of clinics and hospitals); Volunteer member of the boards of Abecomm (Brazilian association of e-commerce companies), ADVB/SC, where today I am president until 2025 and JÁ Junior Achievement. Businessman and President of the Unike Group; CEO of Lebarbenchon Capital, CEO of ADMSA, Founding member of Fleetminds, International, Developing Group, consultant for several companies working in the areas of leadership, strategy, commercial and mergers and acquisitions.</p>					
Declaration of Possible Condemnations					
<p><b>Octavio René Lebarbenchon Neto</b>, has no criminal conviction, no conviction in an administrative proceeding with the CVM, conviction in an administrative proceeding with the CVM, the Central Bank of Brazil or the Superintendence of Private Insurance, nor any final and unappealable conviction at the judicial level or object of a final administrative decision that has suspended or disqualified him from carrying out any professional or commercial activity.</p>					

##### 7.4 Provide the information mentioned in item 7.3 in relation to the members of the statutory committees, as well as the audit, risk, financial and compensation committees, even if such committees or structures are not statutory:

Not applicable, given that, currently, the appointed director is not a member of the company's committee.

**7.5. Inform the existence of a marital relationship, stable relationship or kinship up to the second degree between:**

**a. issuer administrators:**

There is no family relationship between the appointed board member and the issuer's management.

**b. (i) issuer managers and (ii) managers of direct or indirect subsidiaries of the issuer:**

There is no family relationship between the appointed board member and the issuer's managers; administrators of the direct or indirect subsidiaries of the issuer.

**c. (i) managers of the issuer or its direct or indirect subsidiaries and (ii) direct or indirect controllers of the issuer:**

There is no kinship relationship between the appointed board member and the issuer's managers or those of its direct or indirect subsidiaries; issuer's direct or indirect controllers.

**d. (i) issuer's managers and (ii) managers of the issuer's direct and indirect parent companies:**

There is no family relationship between the appointed board member and the issuer's managers; administrators of the issuer's direct and indirect parent companies.

**7.6. Inform about relationships of subordination, provision of services or control maintained, in the last 3 fiscal years, between the issuer's managers and:**

**a. company directly or indirectly controlled by the issuer, except for those in which the issuer directly or indirectly holds a stake equal to or greater than 99% (ninety-nine percent) of the share capital:**

Not applicable, as there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer and the issuer's controlling shareholders.

***b. direct or indirect controller of the issuer***

Not applicable, as there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer and the issuer's controlling shareholders.

***c. if relevant, supplier, customer, debtor or creditor of the issuer, its subsidiary or parent companies or subsidiaries of any of these persons***

Not applicable, given that there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer, its subsidiaries or controllers.

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Octavio René Lebarbenchon Neto

## LIGHT S.A.

### ITEMS 7.3 A 7.6 OF THE REFERENCE FORM

#### Nominated Candidate as Effective Member of the Fiscal Council

#### 7.3 Registration data and professional experience:

Name	Date Of Birth	Age	Occupation
Rochana Grossi Freire	09/04/1978	44	Journalist
ID Document	Occupied Elective Position	Election Date	Tenure Date
946.505.600-63	Effective Member of the Fiscal Council	04/28/2023	
Term of Office	Other Positions and Functions Performed in the Company	Indication if Elected by the Controller	
One year	Not applicable	No	
Indication if you are an Independent Member		Number of Consecutive Terms	
Yes		Not applicable	
Professional experience			
<p>Master in Marketing and Strategic Planning. International certification in risk management (ISO 31000 and COSO), risk assessment tools (ISO 31010), Management Systems Audit (ISO 19011), corporate governance in public companies (Law 13,303), Compliance (ISO 19600) and Audit Leader in Anti-Bribery Management Systems – ISO 37001), Audit and Internal Controls (IACM Model).</p> <p>Solid experience in strategic leadership of risk management, governance and compliance, communication, marketing and sales, industrial, agribusiness, health and service and retail, with implementation of processes to manage financial, operational and reputational risks, with implementation of frameworks in governance, internal controls, general data protection law and compliance programs.</p> <p>Strong people management skills committed to the highest ethical standards. In-depth knowledge of global and domestic markets with a focus on corporate and customer strategies. Strong analytical and problem-solving skills applied to profit and market share. Excellent written and verbal communication in English, Portuguese and Spanish.</p>			
Declaration of Possible Condemnations			
<p><b>Rochana Grossi Freire</b>, has no criminal conviction, no conviction in an administrative proceeding with the CVM, conviction in an administrative proceeding with the CVM, the Central Bank of Brazil or the Superintendence of Private Insurance, nor any final and unappealable conviction at the judicial level or object of a final administrative decision that has suspended or disqualified him from carrying out any professional or commercial activity.</p>			

#### 7.4 Provide the information mentioned in item 7.3 in relation to the members of the statutory committees, as well as the audit, risk, financial and compensation committees, even if such committees or structures are not statutory:

Not applicable, given that, currently, the appointed director is not a member of the company's committee.

#### 7.5. Inform the existence of a marital relationship, stable relationship or kinship up to the second degree between:

##### a. issuer administrators:

There is no family relationship between the appointed board member and the issuer's management.

##### b. (i) issuer managers and (ii) managers of direct or indirect subsidiaries of the issuer:

There is no family relationship between the appointed board member and the issuer's managers; administrators of the direct or indirect subsidiaries of the issuer.

**c. (i) managers of the issuer or its direct or indirect subsidiaries and (ii) direct or indirect controllers of the issuer:**

There is no kinship relationship between the appointed board member and the issuer's managers or those of its direct or indirect subsidiaries; issuer's direct or indirect controllers.

**d. (i) issuer's managers and (ii) managers of the issuer's direct and indirect parent companies:**

There is no family relationship between the appointed board member and the issuer's managers; administrators of the issuer's direct and indirect parent companies.

**7.6. Inform about relationships of subordination, provision of services or control maintained, in the last 3 fiscal years, between the issuer's managers and:**

**a. company directly or indirectly controlled by the issuer, except for those in which the issuer directly or indirectly holds a stake equal to or greater than 99% (ninety-nine percent) of the share capital:**

Not applicable, as there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer and the issuer's controlling shareholders.

***b. direct or indirect controller of the issuer***

Not applicable, as there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer and the issuer's controlling shareholders.

***c. if relevant, supplier, customer, debtor or creditor of the issuer, its subsidiary or parent companies or subsidiaries of any of these persons***

Not applicable, given that there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer, its subsidiaries or controllers.

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Rochana Grossi Freire

## LIGHT S.A.

### ITEMS 7.3 A 7.6 OF THE REFERENCE FORM

#### Nominated Candidate as Alternate Member of the Fiscal Council

#### 7.3 Registration data and professional experience:

Name	Date Of Birth	Age	Occupation
Cristina Fontes Doherty	05/26/1965	57	Economist
ID Document	Occupied Elective Position	Election Date	Tenure Date
803.661.047-72	Alternate Member of the Fiscal Council	04/28/2023	
Term of Office	Other Positions and Functions Performed in the Company	Indication if Elected by the Controller	
One year	Not applicable	No	
Indication if you are an Independent Member		Number of Consecutive Terms	
Yes		Not applicable	
Professional experience			
<p>Effective Member of the Fiscal Council of Vale since May 2020, where she has also served as: General Manager of Equity Management (between 2013 and July 2016), Sitting Member of the Board of Directors of Vale Omã (between August 2013 and July 2015), Sitting Member of the Financial-Operational Committee of California Steel (between July 2013 and July 2016), Alternate Member of the Board of Directors of CSP - Companhia Siderúrgica do Pecém (between March 2011 and July 2016), Alternate Member of the Board of Directors Thyssenkrupp Companhia Siderúrgica do Atlântico (between January 2012 and May 2016), General Manager of Business Development and Management (between 2008 and 2012), Executive Coordinator of Business Development (between 2005 and 2007), Coordinator of Projects (between 2002 and 2004), Business Analyst (between 1998 and 2001), Economic and Financial Analyst (between 1996 and 1998), Economist (between 1992 and 1995). Her main professional experiences in the last 5 years include: (i) Alternate Member of the Fiscal Council of Invepar, a Brazilian company in the field of road, airport and urban mobility concessions (between 2019 and 2020). Certified by the IBGC - Instituto Brasileiro de Governança Corporativa as a Board Member in 2018. Graduated in Economics from Faculdade Cândido Mendes in Ipanema/RJ in July 1988, completed an Executive MBA in Finance at the Instituto Brasileiro de Mercado de Capitais – IBMEC/RJ in September 1996 and an MBA in Strategic Business Management at the University of São Paulo – USP in August 2004.</p>			
Declaration of Possible Condemnations			
<p><b>Cristina Fontes Doherty</b>, has no criminal conviction, no conviction in an administrative proceeding with the CVM, conviction in an administrative proceeding with the CVM, the Central Bank of Brazil or the Superintendence of Private Insurance, nor any final and unappealable conviction at the judicial level or object of a final administrative decision that has suspended or disqualified him from carrying out any professional or commercial activity.</p>			

#### 7.4 Provide the information mentioned in item 7.3 in relation to the members of the statutory committees, as well as the audit, risk, financial and compensation committees, even if such committees or structures are not statutory:

Not applicable, given that, currently, the appointed director is not a member of the company's committee.

#### 7.5. Inform the existence of a marital relationship, stable relationship or kinship up to the second degree between:

##### a. issuer administrators:

There is no family relationship between the appointed board member and the issuer's management.

**b. (i) issuer managers and (ii) managers of direct or indirect subsidiaries of the issuer:**

There is no family relationship between the appointed board member and the issuer's managers; administrators of the direct or indirect subsidiaries of the issuer.

**c. (i) managers of the issuer or its direct or indirect subsidiaries and (ii) direct or indirect controllers of the issuer:**

There is no kinship relationship between the appointed board member and the issuer's managers or those of its direct or indirect subsidiaries; issuer's direct or indirect controllers.

**d. (i) issuer's managers and (ii) managers of the issuer's direct and indirect parent companies:**

There is no family relationship between the appointed board member and the issuer's managers; administrators of the issuer's direct and indirect parent companies.

**7.6. Inform about relationships of subordination, provision of services or control maintained, in the last 3 fiscal years, between the issuer's managers and:**

**a. company directly or indirectly controlled by the issuer, except for those in which the issuer directly or indirectly holds a stake equal to or greater than 99% (ninety-nine percent) of the share capital:**

Not applicable, as there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer and the issuer's controlling shareholders.

***b. direct or indirect controller of the issuer***

Not applicable, as there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer and the issuer's controlling shareholders.

***c. if relevant, supplier, customer, debtor or creditor of the issuer, its subsidiary or parent companies or subsidiaries of any of these persons***

Not applicable, given that there are no subordination, service provision or control relationships maintained between the appointed board member, the issuer, its subsidiaries or controllers.

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Cristina Fontes Doherty



## DECLARATION OF CLEARANCE

I, **Octavio René Lebarbenchon Neto**, Brazilian, married, businessman, bearer of identity card RG nº 968.251 SSP/SC, registered with CPF/MF under nº 500.852.399-68, resident and domiciled at Rua Dr. Armínio Tavares, n. 120, Tower II, apt 101, Florianópolis/SC, CEP 88015-250, pursuant to art. 2 of Annex K of CVM Resolution 80/2022, I declare under the penalties of the law that, if elected to the position of Board of Directors Member of **LIGHT S.A.**, I will be able to sign the Term of Investiture referred to in that rule, attesting that: (i) I am not impeded by special law , or convicted of a bankruptcy crime, prevarication, bribery or bribery, concussion, embezzlement, against the popular economy, public faith or property, or a criminal penalty that prohibits, even temporarily, access to public office, as provided for in paragraph 1 of article 147 of Law no. 6,404/76; (ii) I am not sentenced to suspension or temporary disqualification imposed by the Securities Commission, which makes me ineligible for management positions in publicly-held companies, as established in paragraph 2 of article 147 of Law no. 6,404/76; (iii) to the best of my knowledge, I meet the requirement of unblemished reputation, established by paragraph 3 of article 147 of Law no. 6,404/76; and (iv) I do not hold a position in a company that could be considered a competitor of the company, and I do not have, nor do I represent, an interest that conflicts with that of the company, pursuant to items I and II of paragraph 3 of art. 147 of Law No. 6,404/76.

Finally, I declare, under the penalties of the law, pursuant to art. 11 of CVM Resolution 81/2022 (as worded by CVM Resolution No. 51/2021) and pursuant to items 7.5 and 7.6 of the Reference form contained in Annex C of CMV Resolution 59/2021, not having any marital relationship, union stable or kinship up to the 2nd degree with administrators of **LIGHT S.A.**, its subsidiaries and their controllers, as well as not having a relationship of subordination, provision of services or control, in the last three fiscal years, with a controlled company, indirect or direct controller, supplier , customer, debtor or creditor of **LIGHT S.A.**

Florianópolis/SC, March 20th of 2023.

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Octavio René Lebarbenchon Neto  
CPF 500.852.399-68

## DECLARATION OF CLEARANCE

I, **Rochana Grossi Freire**, Brazilian, married, journalist, bearer of identity card RG nº 3458690 SSP/DF, registered with CPF/MF under nº 946.505.600-63, resident and domiciled at Av. Parque Águas Claras, 2615/903- Brasília/DF, pursuant to art. 2 of Annex K of CVM Resolution 80/2022, I declare under the penalties of the law that, if elected to the position of Fiscal Council Effective Member of **LIGHT S.A.**, I will be able to sign the Term of Investiture referred to in that rule, attesting that: (i) I am not impeded by special law , or convicted of a bankruptcy crime, prevarication, bribery or bribery, concussion, embezzlement, against the popular economy, public faith or property, or a criminal penalty that prohibits, even temporarily, access to public office, as provided for in paragraph 1 of article 147 of Law no. 6,404/76; (ii) I am not sentenced to suspension or temporary disqualification imposed by the Securities Commission, which makes me ineligible for management positions in publicly-held companies, as established in paragraph 2 of article 147 of Law no. 6,404/76; (iii) to the best of my knowledge, I meet the requirement of unblemished reputation, established by paragraph 3 of article 147 of Law no. 0 6404/76; and (iv) I do not hold a position in a company that could be considered a competitor of the company, and I do not have, nor do I represent, an interest that conflicts with that of the company, pursuant to items I and II of paragraph 3 of art. 147 of Law No. 6,404/76.

Finally, I declare, under the penalties of the law, pursuant to art. 11 of CVM Resolution 81/2022 (as worded by CVM Resolution No. 51/2021) and pursuant to items 7.5 and 7.6 of the Reference form contained in Annex C of CMV Resolution 59/2021, not having any marital relationship, union stable or kinship up to the 2nd degree with administrators of **LIGHT S.A.**, its subsidiaries and their controllers, as well as not having a relationship of subordination, provision of services or control, in the last three fiscal years, with a controlled company, indirect or direct controller, supplier , customer, debtor or creditor of **LIGHT S.A.**

São Paulo/SP, March 20th of 2023.

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Rochana Grossi Freire  
CPF 946.505.600-63

## DECLARATION OF CLEARANCE

I, **Cristina Fontes Doherty**, Brazilian, divorced, economist, bearer of identity card RG nº 06370326-8 DETRAN/RJ, registered with CPF/MF under nº 803.661.047-72, resident and domiciled at Rua Carlos Gois, 422, Leblon, Rio de Janeiro/RJ, pursuant to art. 2 of Annex K of CVM Resolution 80/2022, I declare under the penalties of the law that, if elected to the position of Fiscal Council Alternate Member of **LIGHT S.A.**, I will be able to sign the Term of Investiture referred to in that rule, attesting that: (i) I am not impeded by special law , or convicted of a bankruptcy crime, prevarication, bribery or bribery, concussion, embezzlement, against the popular economy, public faith or property, or a criminal penalty that prohibits, even temporarily, access to public office, as provided for in paragraph 1 of article 147 of Law no. 6,404/76; (ii) I am not sentenced to suspension or temporary disqualification imposed by the Securities Commission, which makes me ineligible for management positions in publicly-held companies, as established in paragraph 2 of article 147 of Law no. 6,404/76; (iii) to the best of my knowledge, I meet the requirement of unblemished reputation, established by paragraph 3 of article 147 of Law no. 0 6404/76; and (iv) I do not hold a position in a company that could be considered a competitor of the company, and I do not have, nor do I represent, an interest that conflicts with that of the company, pursuant to items I and II of paragraph 3 of art. 147 of Law No. 6,404/76.

Finally, I declare, under the penalties of the law, pursuant to art. 11 of CVM Resolution 81/2022 (as worded by CVM Resolution No. 51/2021) and pursuant to items 7.5 and 7.6 of the Reference form contained in Annex C of CMV Resolution 59/2021, not having any marital relationship, union stable or kinship up to the 2nd degree with administrators of **LIGHT S.A.**, its subsidiaries and their controllers, as well as not having a relationship of subordination, provision of services or control, in the last three fiscal years, with a controlled company, indirect or direct controller, supplier , customer, debtor or creditor of **LIGHT S.A.**

São Paulo/SP, March 20th of 2023.

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Cristina Fontes Doherty  
CPF 803.661.047-72

**Octavio René  
Lebarbenchon Neto**  
Business Executive

**Commercial, Marketing,  
Strategy and  
Negotiation**

**Address:** Rua Dr. Arminio Tavares, 120,  
Torre 2, apto 101. Florianópolis. CEP 88015-  
250

**Phone: (48) 99981 –4983**

**E-mail: octavioLn@gmail.com**

## Professional Profile

Professional with significant performance in several areas of the public sector and private.

Experience in commercial, marketing and relationship areas, implementing several Management models in the company Unimed Florianópolis, where he served as Commercial, Marketing and Relationship. He was Superintendent of the Almeida Junior group of Shopping Center, the largest group of malls in SC. Founder and President of Admsa, Lebarbenchon Capital, Founder and Director Commercial at Control RPA and Foudere and Partner at FleetMinds Developing Group.

In his professional career, he held strategic positions in the private sector and reached great positions in the State of SC as Vice-president of ADVB/SC – 2012/2014, President of ADVB/SC – 2014/2016, he is currently a member of the board of directors of AdvbSC and Chairman of the Board of Directors of ADVB – SC.

Excellent communication, negotiation, interpersonal, strategy, sales and leadership skills.

He acted and acts as a consultant for several companies in the Santa Catarina market, of which we highlight Orcali, Ypy, Kuerten Distribuidora, Alexandre Jackes Group and Coringa intelligent security systems.

Through ADM S.A., it serves the above clients, including Formacco Construtora, Ultralitho, among others, put the entire team to implement modern management models.

Professor of Ethics, Business Model and Leadership & Negotiation at the State University of Santa Catarina (UDESC/ESAG), since 1994

He was State Secretary of Administration of the State of Santa Catarina and Chief of Staff of the Municipal Government of Florianópolis.

He commanded the Commercial sector of the Almeida Junior Group, being responsible for commercial actions, in particular the Balneário Shopping Expansion and the Inauguration of Shopping Nações in Criciúma,

## Main Results

In his role at Unimed, he was responsible for the growth of the client portfolio, from 130 thousand to 230 thousand clients.

Increasing company revenues from 200 million to 600 million, as well as implementing new management models.

He received national awards such as: Customer Management (2009); Sales, institutional and product campaign (2011 and 2013); Best own Contact Center in the country by Cliente AS Magazine (2010). Best sales team in the Unimed Catarinense system.

In the government of Santa Catarina, he coordinated the providential reform and the Civil Servant Training Program.

In the Municipal Government of Florianópolis, he led the citizen service project and reform of the municipal health plan.

## Professional qualification

**National Institute of Public Administration – INAP (Madrid / Spain)**

Master in Public Administration – Concluded in 1988.

**National Association of Banks - ASBACE**

Graduate in Banking Administration – Completed in 1992.

## Experience as Board Member and Fiscal Council Member

## Professional Experiences

### State University of Santa Catarina – UDESC

Degree in Business Administration – Completed in 1985.

Member of the CAE - Statutory Audit Committee of Celesc since 2020  
Chairman of the Board of Directors of ADM S.A. since 2010  
Member of the Audit Board of Eternit 2019 to 2020  
Unike Group Board Member from 2016 to 2019  
Member of the Board of Brazal S.A. 2015 to 2015  
Board Member of Orcali 2018 to 2019  
Joker board member since March 2020  
Chairman of the board of directors of ADVB/SC since 2022  
Member of the board of directors of Junior Achievement

President of ADMSA and Lebarbenchon Capital: Acting as a consultant for the following companies: Orcali, Ypy ice cream, Coringa, Grupo Alexandre Jackes.  
President of ADMSA since 2018  
President of Control RPA from 2021 to 2023

**Superintendent and Commercial Director of the Almeida Junior shopping center group. Period: 2013 – 2014**

Coordinator of institutional and commercial projects for the group  
Commercial manager of five malls with more than 1200 stores and 150 thousand m<sup>2</sup> of GLA.

**Coringa Business Consultant Intelligent Security Systems**

Direct consultant of the presidency with support to other areas of the company.

**Orcali Business Consultant 2016 to 2019**

Direct consultant to the presidency

**Consultant for the food company Ypy ice cream premium 2016 to 2019**

Consultant for the commercial and marketing areas

**Consultant at Kuerten Distribuidora from 2016 to 2019**

Consultant in the commercial area

**UNIMED Florianópolis - Director of Commercial Management, Marketing and Relationship. Period: 2010 – 2013**

During his work, he implemented the relationship management model with large corporate clients, which earned awards at the national level. Implemented the cooperative's new marketing model, including and creating the communication and product areas.

**Director of Commercial Management and Marketing  
Period: 2007 – 2010**

Implemented the commercial area management model with a hybrid model, own and outsourced teams.  
Implemented the cooperative's new service area with its own Contact Center and configuration of the ombudsman sector.

**Market manager. Period: 2004 - 2006**

**Advisor for Special Projects at the Mayor's Office (Florianópolis)  
Period: 2001 – 2003**

Responsible for implementing the professionalization model for managers and government secretaries.  
Implementation of the Citizen Service Centers in the city of Florianópolis

**Secretary of State for Administration of SC. Period: 2000 - 2001**

Responsible for implementing the SC government's new pension model. Coordinator of the egov project – electronic government.

**Assistant Secretary of State of SC**  
**Period: 1999 – 2000**

**Businessperson**  
**Period: 1989 -1991**

**CAIXA ECONÔMICA FEDERAL**  
**Head of Market Advisory Division**  
**Coordinator of the MKT Course at**  
**Faculdade Estácio de Sá 2001 -2005**  
**Regional Marketing Coordinator**  
**Period: 1984 - 1999**

Articulator of the professional management project of the civil service in Santa Catarina

TortenHaus, patisserie, awarded as the best patisserie of the year.

Responsible for coordinating the National Summer Project, setting up service stations in 40 beach towns on the Brazilian coast.

Participation as a local agent in the National Project to change the Caixa Econômica Federal brand.

Administration services company, focused on the business world of Santa Catarina and Brazil.

## **Academic Experiences**

- Professor of General Theory of Administration – Univali 1990/92
- Graduate Professor – Unisul – 1992/94
- Professor – Single – 1993/95
- Coordinator of the Marketing Course and Professor at Estácio de Sá (SC)
- MBA Professor – Unimed Foundation
- MBA Professor – Fundasc
- Professor of Services, Business Ethics and Negotiation and Consulting at Udesc / Esag
- Professor at ENA – National School of Administration since 2002
- President of ADVB / SC – 2014 / 2015
- Vice President of ADVB / SC – 2012 / 2014
- Director of ADVB / SC – 2010 / 12
- President of Junior Achievement SC – 2010/12
- Representative of the Brazilian Government in the global social mission in Morocco –2002
- Director of the Regional Council of ADM/SC CRD 1990/91
- Full member of the System's marketing and market committee StateUnimed from 2004 to 2013
- Full member of the national market committee of the National System unimed
- Chairman of the ADM Board of ADVBSC management 2021-2023

## **Additional information**

## **Personal Indications**

Giuliano Barbato Wolf – 48 9972 – 1496

Milton Leite da Costa – 34 6339 – 08675

# PRESENTATION

Rochana Grossi Freire

Master in marketing and strategic planning. International certification in risk management (ISO 31000 and COSO), risk assessment tools (ISO 31010), Management Systems Audit (ISO 19011), corporate governance in public companies (Law 13,303), Compliance (ISO 19600) And certification as Lead Auditor in Anti-Bribery Management Systems- ISO 37001), Audit and Internal Controls (IACM Model). Journalist, Economist, specialist in applied finance (in progress).

17 years of experience in reputational due diligence : brand, financial, accounting, legal customers, suppliers and business partners.

Domain of simple and multiple regression econometric model of insolvency prediction of companies- Altman Z-Score (balance sheet database and DRE), used in due diligence for The purposes of acquisitions and mergers, investor funds, financial institutions.

Solid experience in strategic Leadership of risk management, governance and compliance, communication, marketing and sales, industrial, agribusiness, health And service and retail, with implementation of processes To manage financial, operational and reputational risks, With implementation of frameworks in governance, due diligence, internal controls, general data protection law and compliance programs.

Familiar with the Sarbanes-Oxley application Law (SOx) for improvement of internal controls, transparency and traceability of financial reporting information and transparency of financial statements.

Strong people management skills committed to the highest ethical standards. Deep knowledge of global and domestic markets focused on corporate and customer strategies. Strong analytical and problem solving skills applied to profit and market share. Excellent written and verbal communication in English, fluency in Spanish, intermediate level in English.

rochanagrossifreire@gmail.com  
(61) 98294-9348

## ROCHANA GROSSI FREIRE

Resident in: Av. Águas Claras Park, 2615/903- Brasília/DF

Contact: (61) 98294-9348

rochanagrossifreire@gmail.com

43 years old - married

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### SKILLS & SKILLS

Ability to take responsibility.  
Ability to work well under pressure.  
Written and verbal communication skills.  
Skills to solve problems with focus on results.  
Automotive and ability to take the initiative.  
Strong customer service capability, internal and external.  
Ability to work as a team.  
Ability to create new solutions.

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### EXPERIENCE

#### **ESG**

#### **[Founder of the ESG Movement of Truth]**

Instructor of the courses ESG de Verdade (Sep/2021) and ESG de Verdade Sustentabilidade (Nov/2021); 3rd edition in April- ESG not Real;

Mentor of due diligence- case studies of companies listed on the Stock Exchange developed by students of the ESG real courses;

Conteudist and designer of learning trails in ESG;

Developed the Due diligence methodology of the courses for risk assessment ESG and reporting to stakeholders;

Consultant specialized in corporate maturity assessment in ESG, reports of sustainability reporting and economic valuation of environmental damage.

#### **[Founder of Channel Board of Counselor]**

<https://www.youtube.com/channel/UCnLEfJThR6H9GFT0QTetZQA>

Opens on March 15- 8 pm

Monthly debate programs, lasting 1h30, aimed at councils, performers and interested in the themes inclusion and diversity as essential factors in engagement in ESG and how to increase female participation in business board of directors.

#### **[ESG Coordinator- 2Tree Environmental] - Mar/22**

Business Plan

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Investment Funding

Economic value - payment of environmental services

**[Professor of the ESG Executive MBA and Impact of trevisan School of Business and the Academy Exam in the disciplines:**

Criteria for Sustainability Measurement - Practical Cases

Sector Case Analysis - Case

**[Ri Magazine Writer- Investor Relations]**

**[Alternate Fiscal Advisor- Eternit S.A] – Apr 2021 to present**

### **RISK MANAGEMENT, GOVERNANCE AND COMPLIANCE**

**[Founding Partner - RP Management- Risk Management Training]  
[Mar/2017-so far]**

Instructor and consultora of due diligence and implementation of ESG factors (gri-global reporting initiative reference table and equivalence of international guidelines and frameworks in ESG);

Consultant and instructor in Risk Management, Governance, Compliance, Risk-Based Auditing and LGPD Implementation Programs (Responsible for modeling training programs and consulting in Risk Management, development of frameworks, process mapping, identification, analysis, evaluation and risk management plans for public and private companies.

(Modeling of training in Risk Management, Risk Assessment Techniques, Risk-Based Auditing and Anti-Bribery Management Systems in corporate education EAD platform, using Gamification (use of games) as an engagement tool.

Customers and partners:

#### **AC Compliance/Instructor - 2019**

(Instructor responsible for teaching and modeling training courses in Risk Management, Compliance and Corporate Governance).

#### **GRISCOM- instructor/consultant - 2019**

(Instructor and consultant for modeling training programs and implementation of Risk Management in macroprocesses for public and private companies)

(Specialist in projects for participation in bids with governments and public companies).

#### **SENAI- Recife- 2018**

(Modeled the training program and took a risk management and risk-based auditing course for auditing and internal control) .

#### **Department of Planning of the State of Ceará- SEPLAG) -2017**

(Developed and presented a risk management implementation and development plan in departments of the Government of Ceará, Banco do Nordeste and Cearaportos).

**ANP Rails - representative entity of the Subway System) -2017**

(Developed implementation program and training in Risk Management for operating companies for passenger transport on rail in Brazil)

**Brazilian Development Association (ABDE)/Development Bank of the State of Espírito Santo (BANDES)- 2017**

(Developed the BANDES training program for directors, directors and auditors in Governance, Risk Management and Compliance, in compliance with Resolution BC No. 4557/17, Resolution BC No. 4595/17 and State Law 13,303/16) .

**ANPM - National Association of Municipal Prosecutors- 2017**

(Developed the risk management implementation program for the Association, from the development of risk management policy, training programs for municipal prosecutors, with emphasis on legal risks).

**ABM - Brazilian Association of Municipalities- 2017**

(Elaborated the risk management policy, training programs for managers, civil servants and municipal technicians, with emphasis on hiring risks with public administration.

**Subway DF- 2016**

(Elaborated risk management policy, mapping of macroprocesses of the areas, consolidation of information based on the implementation of risk management processes. Results: maintenance sector risk matrix, risk matrix of public-private partnerships and matrix of acquisition risks, according to state law).

**COMMUNICATION, MARKETING AND SALES**

**Global Market Business Training - consultant /instructor- Jul/2012 so far**

**Client: SEBRAE NACIONAL**

(Development and modeling of guidelines plan for expansion of the network of partners for commercialization of Sebrae Nacional solutions and Regional Units) , in the same project, preparation of action plan and recommendations of *reputational due diligence when attracting commercial* partners for capillarization of the network. (2020)

(Development and implementation of communication plan in social networks for REDESIM - National Network of Debureaucratization and Simplification of Small Business (2015);

(Goiânia Entrepreneur Fair (2014);

(Entrepreneur's Fair of Brasilia (2014);

(Responsible for managing the Central Opportunity Platform (2014/2015);  
(Journalist responsible for the preparation of the UAMSF Management Report (2014);  
(Contentious Guide of the Educator and Participant Manual of the educational solution IN THE FIELD- Direct Sales in the Field- (Business Training Unit - UCE)- 2014

**Office/ Communication Coordinator- São Borja Prefecture  
[May/2007 to Nov/2010]**

(Responsible for contracting and managing contracts with suppliers, *ordering expenses and due diligence of suppliers* with emphasis on PEPs (politically exposed people) of the municipality (verification of active debt, compliance of delivery of products, delays in delivery, reputational commitment (brand), registration of national suppliers.  
(Responsible for creation team - advertising materials, website content, clipping, vt's for tv, daily radio program, press office.  
(Responsible for organizing events, ceremonies and local tourism development projects.

**AGRIBUSINESS**

**Pirahy Alimentos- Arroz Prato Fino Marketing Coordinator-  
2005/2006**

(Responsible for reputational image projects, sales and merchandising team training, actions and pos negotiation, creation and implementation of permanent and commemorative merchandising actions for RS, PR, SP, RJ and MG.  
(Responsible for contract management with suppliers: advertising agency, market research companies, packaging companies, carriers, booth companies for trade shows.)  
(*Due diligence of supermarket suppliers* , logistics (transportation and storage- distribution centers), brand image, delivery compliance)  
(Responsible for the preparation and implementation of the customer service center)

**RG Communication & Marketing- 2006/2010**

Consulting:  
(Cerealista Streck (Restructuring of visual identity and commercial policy, packaging development, brand creation.)  
(Agroalimentos Camera (project for grain processing; preparation of the standardization manual and team training for receiving grains according to standard- IRGA).  
(São Borja Rice Men's Association (Fundraising Project- Rice Moment)

(Arrozeira Beira Rio (Restructuring of commercial policy, selection and training of representatives, acting in the SP and MG markets in supermarket networks);

### **SERVICE AND RETAIL**

(Bataioli Motores e Regulagens (advertising campaign and press office);

(Route Security Systems (advertising campaign, organizational diagnosis, satisfaction survey, strategic planning and preparation of action plan and recommendations *of financial due diligence of the company's customers*).

(Clean Informatics (market repositioning, visual identity, advertising campaigns and press relations);

(Sirtec Sistemas Elétricos (media plan for PGQP Award- press relations).

### **Marketing Manager- Plenobras Electric Distributor- 2004/ 05 RS, SC and RJ**

(Elaborated together with the management the strategic planning of the company and marketing plan.

(Responsible for contract management *and due diligence of suppliers of advertising materials*)

(Led the project to restructure the company's positioning

(Developed technical training programs for sales team.

(Participated in the implementation of the Total Quality Program - ISO-9001/2000 and the Gaucho Quality and Productivity Program.

### **HEALTH**

#### **Assindsaude- Inagain Health- Feb. july/2020**

Training and development of program of adequacy program to the protection of personal data according to the LGPD;

Preparation of audit and execution plan;

Development and trademark registration;

Development and business modeling for government fundraising (GDF);

Team training, preparation of services and process flows (financial and administrative)

Hiring of staff;

*Due diligence accounting, administrative and legal* to receive public resources.

Team management.

Institute of Administration Hospital and Health Sciences- IAHCS- 2003  
(Responsible for press relations and advertising materials of management courses)

Federation of Hospitals of Rio Grande do Sul- FEHOSUL- 2003/04  
(Journalist responsible for internal information and press relations).

Municipal Health Department of Porto Alegre- SMS- 2001

(Responsible for clipping, production of releases and advertising materials).

## EDUCATION

**[Bachelor of Social Communication- Journalism]** -PUCRS- 1997/2001

**[Executive MBA in Marketing-** emphasis on Service Marketing] - ESPM- 2003/04.

**[Specialist in Consumer Psychology-**117h/a- ESPM- 2006. (Purchase behavior search)

**[Specialist in Public Policy and Government Management-** 660h/a - Center for Studies and Research in Economics and Management- CEPEGG/University JK- 2012/13.

**[Certified in ISO 31000 Risk Management Professional C31000-** Risk Management- Global Institute for Risk Management Standards. - 2017

**[Certified in Risk-Based Auditing]** - QSP- 2017

**[Certified as Lead Auditor of Anti-Bribery Management Systems-** ISO 37001- PECB- 2017

**[Graduate in Economic Science]** - Catolica University of Brasilia (UCB)- 2018- in progress (last bimester)

**[Applied Finance Specialist]** - PUC Minas- 2021

### **[Complementary Courses]**

Behavioral Economics - IDP- 10h- 2020

Economy for Journalists- 10h- IDP- 2020

Prevention of money laundering and the financing of Terrorism- 20h- Enap- 2020

Institutional and Social Control of Public Spending- 30h- Enap-2020

CADE Antitrust Leniency Program- 40h- Enap- 2020

Risk Management in work processes (Coso)- 20h-Enap-2020

Conteudist for virtual courses- 5h- Enap- 2020

Development Project Management - Inter-American Development Bank - IDB- 2018

Digital Marketing- Udemy-2018

Implementation of EAD-Eadbox- 2018 courses

Engagement for Corporate Training- Engage- 2018

Visual Merchandising- (Showcase for retail) - Fecomércio- 2011

Quality Management - Level I and II- PGQP- 2004/2005 Evaluator

Quality Management- ISO 9000:2000- Lucem- 2004

### **[Languages- International Experience]**

English intermediate- Nova York- - 2001/02

Advanced/fluent Spanish- Buenos Aires- 1997

French-reading

## **Executive Resume – Cristina Doherty**

Served as effective Fiscal Council member in Vale S.A for two consecutive mandates, a Brazilian mining company based in Rio de Janeiro, Brazil – from May 2020 to April 2022. Acted as alternate Fiscal Council member in Invepar S.A., a Brazilian urban mobility and concessions company located in Rio de Janeiro, Brazil – mandate April 2019 to April 2020.

Executive with more than 25 years of experience in Vale S.A working in areas such Corporate Finance, Business Development, Joint Ventures management, Corporate Governance and M&A transactions. In Vale, also acted as Board of Directors member in the following companies: effective member in Vale Oman Pellet Plant (headquarter in Oman), alternate member in ThyssenKrupp Companhia Siderúrgica do Atlântico (Rio de Janeiro, Brazil, currently known as Ternium) and in Companhia Siderúrgica do Pecém (Ceará, Brazil, currently owned by Arcelor Mittal Group) and effective member of the statutory operational and finance committee of California Steel Industries – CSI, located in CA – EUA.

Graduated in Economics in 1988 at Faculdade Candido Mendes RJ, MBA degree in Strategic Business Management in 2004 at Universidade de São Paulo - USP and MBA degree in Finance in 1996 at Instituto Brasileiro de Mercado de Capitais – IBMEC RJ. Certified in 2018 by Instituto Brasileiro de Governança Corporativa (IBGC) as an accredited Board of Director member.