

VIVARA PARTICIPAÇÕES S.A.

A Publicly Company with Authorized Capital

CNPJ/ ME nº 33.839.910/0001-11

NIRE 35.300.539.087

CVM Code nº 2480-5

NOTICE TO THE MARKET

APPOINTMENT OF STATUTORY DIRECTORS

Vivara Participações S.A. (B3: VIVA3) ("Vivara" or "Company"), Latin America's largest jewelry chain, hereby informs its shareholders and the market in general that, at a meeting held yesterday February 16, 2025, the Board of Directors approved the election of two new members to the Statutory Board: (i) Mr. Elias Leal, current Executive Director of Finance and Investor Relations, for the position of Chief Financial and Investor Relations Officer, and (ii) Mr. Bruno Denardin, current Executive Director of Operations, for the position of Director without specific designation.

Mr. Elias is a civil-aeronautical engineer graduated from the Technological Institute of Aeronautics (ITA) and has over 15 years of professional experience. He began his career in Private Equity firms, having worked for 3 years at Pátria Investimentos and 4 years at HIG Capital, where he was involved in investment and monitoring of companies across various sectors. From 2018 to early 2025, he served as M&A Director, CFO, and Investor Relations Director at Kora Saúde.

Mr. Bruno holds a degree in Production Engineering from PUC-RJ. He has more than 18 years of experience in retail operations, developing his career in companies, such as Coca-Cola, Visagio, and Alvarez & Marsal.

Both elected officers will continue performing the same activities they were leading as Executive Directors. Therefore, the Company's Statutory Board is now composed as follows: (i) Mr. Icaro Borrello, Chief Executive Officer, (ii) Mr. Elias Leal, Chief Financial and Investor Relations Officer, and (iii) Mr. Bruno Denardin, Director without specific designation.

São Paulo February 17, 2025

Elias Leal
Chief Financial and Investor Relations Officer