



Integrated Report 2024

Purpose and innovation

COMMITMENT TO THE FUTURE
AND BUSINESS SUSTAINABILITY

Algar ▶▶

▶▶ SEMPRE JUNTO



Summary

3	Presentation	61	Social Performance
5	Message from the Leaders	84	Environmental Performance
7	Algar	93	Economic Performance
30	Sustainable Management	96	About the report
46	Governance and risk management	97	Annexes

Presentation

We act guided by the Algar way of serving to bring the best experience in solutions, quality and customer service, with relationships based on the principles of ethics, responsibility and transparency.

Our commitment to the best ESG (Environmental, Social and Governance) practices is aligned with **our business strategy**, and we recognize that we are part of the solution to current and future challenges. It is essential for us to take responsibility for the impacts of our operations on the environment, as well as on the economic development of the country and the social reality of the communities where we are present.

Throughout 2024, we have been dedicated to building the foundations for Algar Telecom's future. With innovation and technology, we have taken important steps to better serve our business and residential customers. Below we present the highlights of the period.

Digital Evolution

- » We established the **D&A Front** dedicated to accelerating Algar Telecom's digital evolution in digital areas, data analytics and automation.
- » We increased the number of robots used at Algar Telecom by almost nine times and set the target of reaching **100 robots by 2025**.
- » We have engaged more than 2 thousand associates with training related to artificial intelligence with the **Alpulsão** program.
- » We launched the AI Influencers program, which prepared 60 associates to act as advocates and disseminators of artificial intelligence, encouraging the "AI First" culture within Algar Telecom.
- » We implemented **Billy**, a digital associate created with hyper automation, which has reduced invoice analysis time by 96%, as well as increasing the accuracy of checking, reducing the volume of complaints from corporate customers about billing errors by 50%. With the improvements, we obtained R\$ 5.4 million in Opex (operating expenses) gains.

New solutions

- » We launched **Vende.AI**, which helps our customers increase their sales with automation and data analysis resources.
- » We started operating in digital mobile telephony with the **Nomo** brand.
- » We created **Algar 5G Broadband**, which brings high-speed internet to areas without wired infrastructure using FWA (Fixed Wireless Access) technology.

Infrastructure

- » We achieved **100% 4G coverage** in all the urban areas of the 87 municipalities located in our concession region.
- » We have begun the process of implementing **voice over 4G (VoLTE)** technology that considerably improves call quality.
- » We carried out our first tests with the **26 GHz band on the 5G network**, the speed of which exceeded 6 gigabytes.
- » We are expanding our leadership in IoT (Internet of Things) connectivity with the support of **MVNO** based on agreements signed with partner operators.

Our recognition

- » We were among the five best telecommunications companies in the Valor Inovação Award.
- » We were featured in Exame's Melhores do ESG for the 11th year in a row in the Telecom and IT companies category.
- » We achieved the renewal of the Great Place to Work seal, as one of the best companies to work for in the IT sector, in Minas Gerais and throughout Brazil.
- » We ranked as the best company in Brazil and 23rd in the world in terms of connectivity and latency in 2024 according to ASRank, promoted by the Center for Applied Analysis of Internet Data (CAIDA).
- » We received The Customer First Award Brazil and were winners at the Conecta Latam Awards 2024 in the category of Best Digital Transformation Project in Latin America for the creation of Billy.
- » Brain, the Science and Technology Institute founded by Algar Telecom, was the winner in the Corporate category of the Startup Awards 2024, considered the most important award in the Brazilian startup and innovation ecosystem.
- » We received the Top 25 Brazilian Franchising Award for the Algar Franquias business model, which also won the Seal of Excellence from the Associação Brasileira de Franchising (ABF) for the second time in a row.



Message from THE LEADERS

GRI 2-22

It is with great pride that we address you at this special moment: in 2024, our company celebrated its 70th anniversary. This date is not only a milestone in our history, but also a testament to the strength and solidity we have built, based on the relationship of trust we have built with our customers and partners.

Our position in the market is the result of hard work and commitment, which has always stemmed from a genuine desire to serve our customers.

The year 2024 was also full of challenges. We faced each of them with determination and focus, supported by a solid governance structure, which allowed us to make assertive and strategic decisions on the topics identified.

We made a strategic realignment to recover and enhance important goals of Algar Telecom: to be a simple, agile and customer-centric company. We unified the management of B2B and B2C customers into a single business vice-presidency, leveraging synergies and greater operational alignment, remodeled our marketing structure and revisited our different areas of operation aiming to accelerate the capture of our target market. Incentive policies have also been improved, as have critical business systems and processes. We are confident that these actions will support the recovery of growth in our B2B business unit, which accounts for about two-thirds of the company's revenue.

Luiz Alexandre Garcia

Chief Executive Officer
of Algar Telecom





In B2C, we aim to increase profitability, with plans to increase ARPU, expand additional services and make better use of installed capacity. In addition, our franchise model, in which we were pioneers in the telecom sector, favors proximity to the customer, creating long-term relationships in different locations. Algar Franquias was featured in 2024 in the Top 25 Brazilian Franchising award and received, in the last two years, the Excellence Seal from the Associação Brasileira de Franchising (ABF).

Luiz Alberto Garcia

President of the Board of Directors
Algar Telecom

We are also focused on re-establishing our operating margins. To this end, we strengthened the Impulso Program, our program to enhance revenue, efficiency, and productivity, and we also began the execution of an ambitious turnaround plan. We changed our organizational structure, revisited strategic partnerships and optimized our operations. At the same time, we accelerated digitalization initiatives and the use of artificial intelligence in sales, service, repair, billing and internal processes. More than efficiency gains, we want to provide our customers with a simpler, more fluid, digital and agile experience.

Still on the subject of efficiency, we have maintained discipline in capital allocation. Not only because of the level of interest rates, which has behaved differently than initially expected, but also due to our goal of reducing financial leverage and preparing for the upcoming growth cycles. In 2024, we invested R\$ 629 million and directed these resources to the actions necessary for the execution of our strategy, especially customer activation, improvements in network quality, expansion of the 5G service and maintenance of operations. We have prioritized the use of our existing assets, prioritizing available capacity and strengthening our operations in the regions where we already operate.

In all our actions, our customers have been at the center and our actions are guided by sustainable development. We are a national company with strong regional roots and we always want to be close to our customers. In this sense, we end 2024 with a new cycle of strategic planning, which reinforces the company's focus and path.

From an economic and financial perspective, the year 2024 was marked by important developments. We improved the internal control environment and the company's accounting practices. We ended the year with a negative result of R\$ 331 million, significantly impacted by the operating result, with an EBITDA margin of 34.7%, and also by financial expenses.

With the evolution of the actions implemented, the strengthening of the Impulso Program and the maturing of the turnaround actions carried out, we are confident of increasing our EBITDA margin and we look to the future with optimism. We are excited about the prospects that open up in 2025 so that, together, we can continue to write the history of our Company, always based on the values that guide us and the trust that we have earned over these 70 years.

We thank each and every one of you for being part of this journey and for helping to build a legacy that will grow stronger over time.



- 8 Purpose
- 9 Trajectory
- 12 Our work
- 15 Where we are
- 16 Business Model
- 21 Action and growth strategy
- 23 Infrastructure
- 25 Innovation

Algar



Algar ▶▶
▶▶ SEMPRE JUNTO

PURPOSE

We are a telecommunications and information technology company belonging to the Algar group and we work to connect people and improve the performance of companies. Our proximity to the customer is the key to understanding their real needs and our focus on innovation allows us to deliver solutions that make their day-to-day lives easier.

We want to grow together with our customers in a sustainable way, with integrity and respect for society and the environment. Our solutions are used by more than 1.2 million business and residential customers in various locations in 16 Brazilian states and the Federal District.



Learn more about the Algar Group



Purpose and Vision

- » People serving People



Mission

- » Serve and integrate people and businesses in a sustainable way



Amounts

- » “Customer, our reason for existing”
- » Acting with Integrity
- » Develop and recognize talents
- » Be an entrepreneur
- » To be committed to sustainability

*Literal speech by our founder

TRAJECTORY

Algar Telecom celebrated its 70th anniversary in 2024. In all these years, our trajectory has always been marked by the desire to serve people with high quality and constant innovation, which has expanded our services beyond connectivity.

Our look to the future has built a solid journey, which is reflected in the strength of the relationships we have established with our customers, partners, associates (as our employees are called) and the communities where we operate.

These attributes have given us the resilience needed to navigate different moments in the country and in our market, making Algar Telecom the longest-standing private company in the sector operating in Brazil.

To celebrate this milestone in 2024, we developed a communication campaign with the slogan “The future we make together”, reaffirming our commitment to business growth through proximity to customers and investment in innovation and technology.

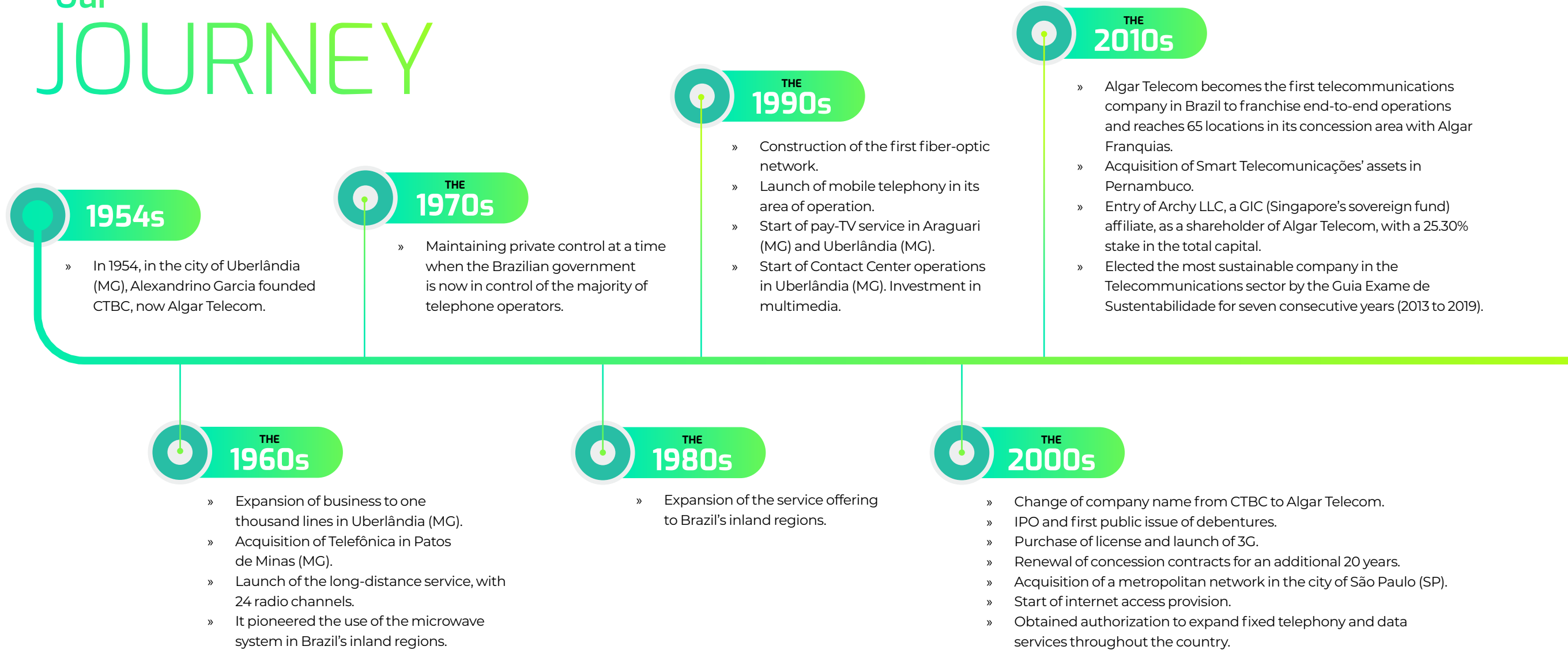
Algar is the company with the longest operating history in the Brazilian telecommunications market



Learn about our 70-year campaign



Our JOURNEY



2020s

- » Winning the Best Company of the Year award from Exame magazine.
- » Fiber-optic network reaches 82 thousand km.
- » Algar Franquias reaches 79 cities.
- » Launch of the Web Protection product (digital security solution for SMEs), with 5,000 activations in the period.
- » Adherence to the 10 commitments of the LGBTQIA+ Companies and Rights Forum.
- » Discontinuation of pay-TV service.

2022s

- » First expansion, with its own retail operation, beyond the concession area, in the city of Araxá (MG).
- » Progress in diversifying the portfolio, including financial and insurance services and home automation, among others.
- » Launch of Algar Telecom Venture Builder.
- » Optical fiber reaches 98% of all broadband connections.
- » Elected the company in the Telecommunications sector with the best ESG practices by the Guia Exame Melhores do ESG 2022.

2024s

- » Launch of Algar 5G Broadband with FWA (Fixed Wireless Access) technology.
- » Start of operations with the Nomo brand, a digital mobile phone service.
- » MVNO agreement with a partner operator for IoT (Internet of Things) connectivity.
- » Expansion from six to 53 robots used in the company.
- » Testing of the 26 GHz band in the 5G network.
- » Elected one of the companies with the best ESG practices in the Exame's Melhores do ESG ranking for the 11th time in a row.
- » Winner of The Customer First Award Brazil and Conecta Latam Awards 2024 in the category of Best Digital Transformation Project in Latin America for the creation of Billy.

2021s

- » Acquisition of Vogel Telecom.
- » First operator to launch 5G services in Brazil.
- » Optical fiber network reaches 115 thousand km with operations in 372 cities.
- » Fiber connections reach 94.2% of total.
- » Recognized as the company in the Telecommunications sector with the best ESG practices by the Guia Exame Melhores do ESG 2021.

2023s

- » First issuance of debentures with ESG targets.
- » Expansion of ICT services to regions where we do not operate in Telecom.
- » Optical fiber reaches 99.1% of broadband connections.
- » 50% of the population in our coverage area served with 5G.
- » Launch of mobile telephony in new regions, through MVNO (mobile virtual network operator).
- » Algar Telecom Franquias celebrates its fifth anniversary, with a presence in 92 municipalities across the country.
- » Elected for the tenth time in a row as one of the companies with the best ESG practices in the Exame magazine's ESG Exame 2023 ranking.

Our WORK

GRI 2-6

Our technology and telecommunications solutions improve the day-to-day life and productivity of business (B2B) and residential (B2C) customers. In 2024, we maintained a broad portfolio, including established services and launches. In this way, we make life easier for customers, who have access to integrated solutions without the need to interact with multiple providers.

In the B2B segment, we offer services that combine connectivity and ICT (Information and Communication Technology), as well as M2M (Machine to Machine) to more than 200 thousand micro, small, medium and large companies in 16 states and the Federal District.



We offer integrated solutions to more than **1.2 million** customers

For residential customers, in addition to connectivity - which includes broadband internet over fiber optics combined with mobile and fixed telephony - we offer value-added services (VAS), such as home repairs. We also work with solutions to increase the stability of the internet signal, such as Super Wi-Fi, which installs specific devices at the point of use. In B2C, we operate in the states of Minas Gerais, São Paulo, Goiás and Mato Grosso do Sul, serving more than 1 million customers.

Our revenues from ICT increased by more than 20% in 2024, reflecting the growing adoption of value-added

services by customers, such as cloud network management and security, Wi-Fi management, among others. In the same year, we delivered IoT (Internet of Things) solutions aimed at managing essential services - such as the supply of water, gas and energy - using telemetry, which provides real-time monitoring and detailed consumption analysis. Another highlight was the offer of new services with artificial intelligence to facilitate the management of leads and the integration of different data sources.

In addition, we have unified our B2B and B2C business areas internally, providing gains in synergies and operational alignment that reflect positively on the quality of services. A similar movement had already occurred in 2023, when we promoted the merger of the ICT and IoT business units, which began to provide more integrated solutions for our customers.

Find out about our main services below.

Corporate customers

Residential customers

Information and Communication Technology (ICT)

We offer IT infrastructure solutions, team productivity, high-performance connectivity, and security against virtual attacks.



Security Information and Event Management (SIEM)

A rapid response solution for governments and large companies that centralizes the monitoring of all cybersecurity systems on a single platform. With an integrated view, it is possible to detect suspicious behavior in different security spheres.



Share Electricity

A Shared Solar Energy solution that benefits companies by reducing their electricity bills through clean and sustainable energy, without installing or maintaining equipment.



Next Vision Control

An online service that transforms ordinary cameras into intelligent video systems with cloud recording, developed with artificial intelligence in partnership with Brain (Institute of Science and Technology founded by Algar Telecom) and the company We-Saf-er. Using artificial intelligence, the solution generates automatic alerts sent via cell phone to increase security for small and medium-sized businesses.



Mot

An online platform for customers using Internet of Things (IoT) applications, with the goal of centralizing and automating the management of usage

and costs of SIM Cards from any carrier, providing savings and increased productivity. The solution, developed in partnership with Brain, has customizable functionalities according to the customer's business model, presented in a dashboard with a user-friendly interface.



Artificial intelligence for business

We have expanded our range of solutions for B2B audiences with the use of generative artificial intelligence. Launched in 2024, **Vende.AI** helps our customers increase their sales by optimizing customer service and qualifying leads. Vende.AI's technology offers an efficient automation structure that provides agile and personalized service with the integration of channels such as email, chats and social networks. The solution also provides valuable insights through detailed reports and data analysis, contributing to decision-making. Another novelty that started being marketed in 2024 is **Data Lake**, a platform that combines big data and artificial intelligence to connect, store, and organize large volumes of data from various sources, providing real-time analytics. In this way, it is possible to identify patterns, train models and generate scenarios that help make business decisions quickly and assertively.

Telecommunications



Internet

More than 99% of our broadband customers use optical fiber, which provides higher quality and faster internet connections. In 2024, we launched **Algar 5G Broadband** in the 33 locations covered by our 5G network. With FWA (Fixed Wireless Access) technology, the service can be installed via a router in **areas without wired broadband infrastructure**, democratizing access to the internet.



Super Wi-Fi

Additional service to Algar Fibra, which installs devices in the customer's home or business to increase the stability of the wi-fi internet signal throughout the site, with a monthly subscription format.



Mobile telephony

Our service is available to customers with devices compatible with the 5G, 4.5G and 4G networks. We were the first operator in the country to launch 5G.



Fixed telephony

It is offered with several technologies, IP being the main one.



Digital mobile telephony

We started operating in digital mobile telephony under the Nomo brand in 2024. The service was initially launched as a proof of concept (POC), focusing on retail in three cities in Rio Grande do Sul (Porto Alegre, Caxias do Sul and Passo Fundo). Nomo offers humanized service via chat or email, the option for **physical or virtual chip and plans with no loyalty requirement and nationwide coverage**. The entire negotiation and development of the solution was conducted by Brain.

More solutions



MediQuo

Health and wellness app that offers fast, safe and quality care through telemedicine. With a wide service network, the service is available to companies throughout the country, which can extend the benefit to their employees' children under 18 years old at no additional cost.

In addition to providing online routine and emergency consultations with registered doctors, the app also includes psychology, nutrition and physical education professionals.



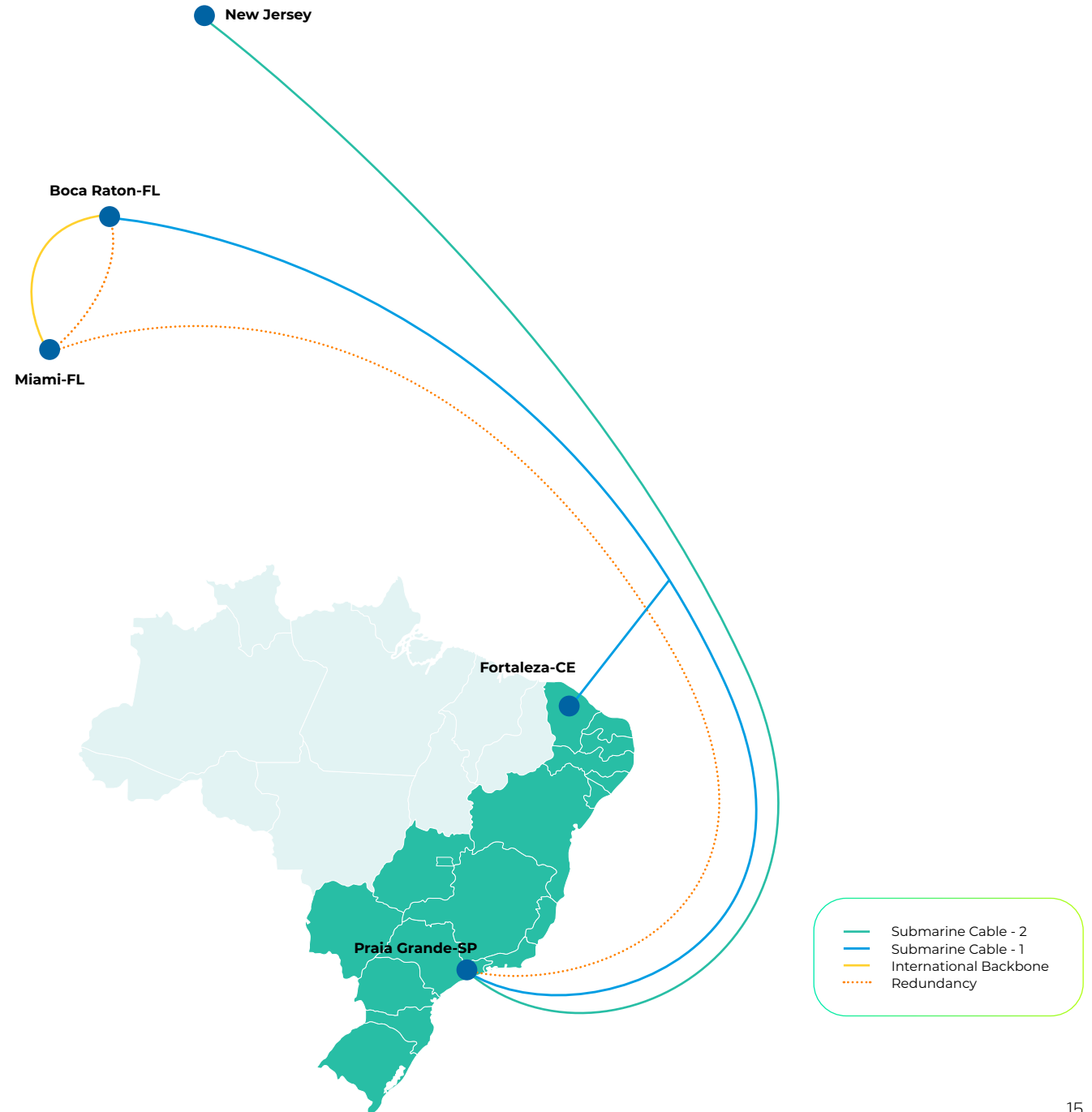
Visit our website to see all our solutions

Where WE ARE

GRI 2-1

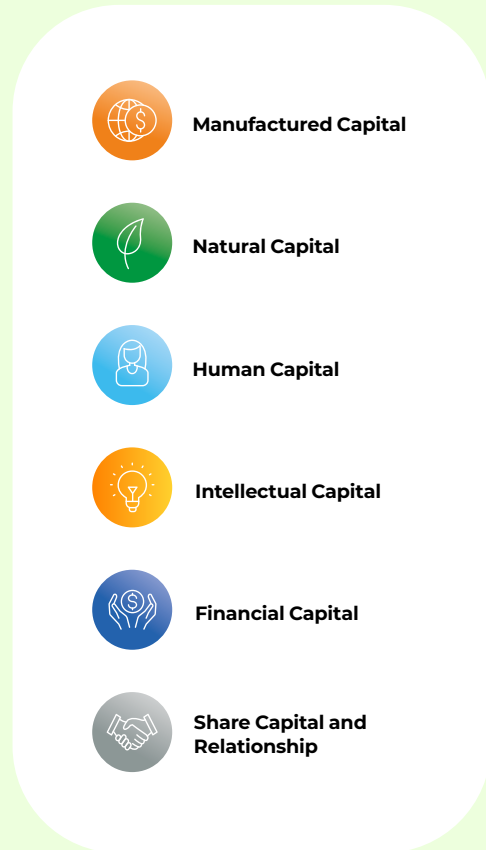
From our headquarters in Uberlândia (MG), we provide solutions to 372 cities, spread across 16 Brazilian states and the Federal District, with 131 thousand km of infrastructure designed to offer the best quality of connection for our customers.

372 cities 16 states

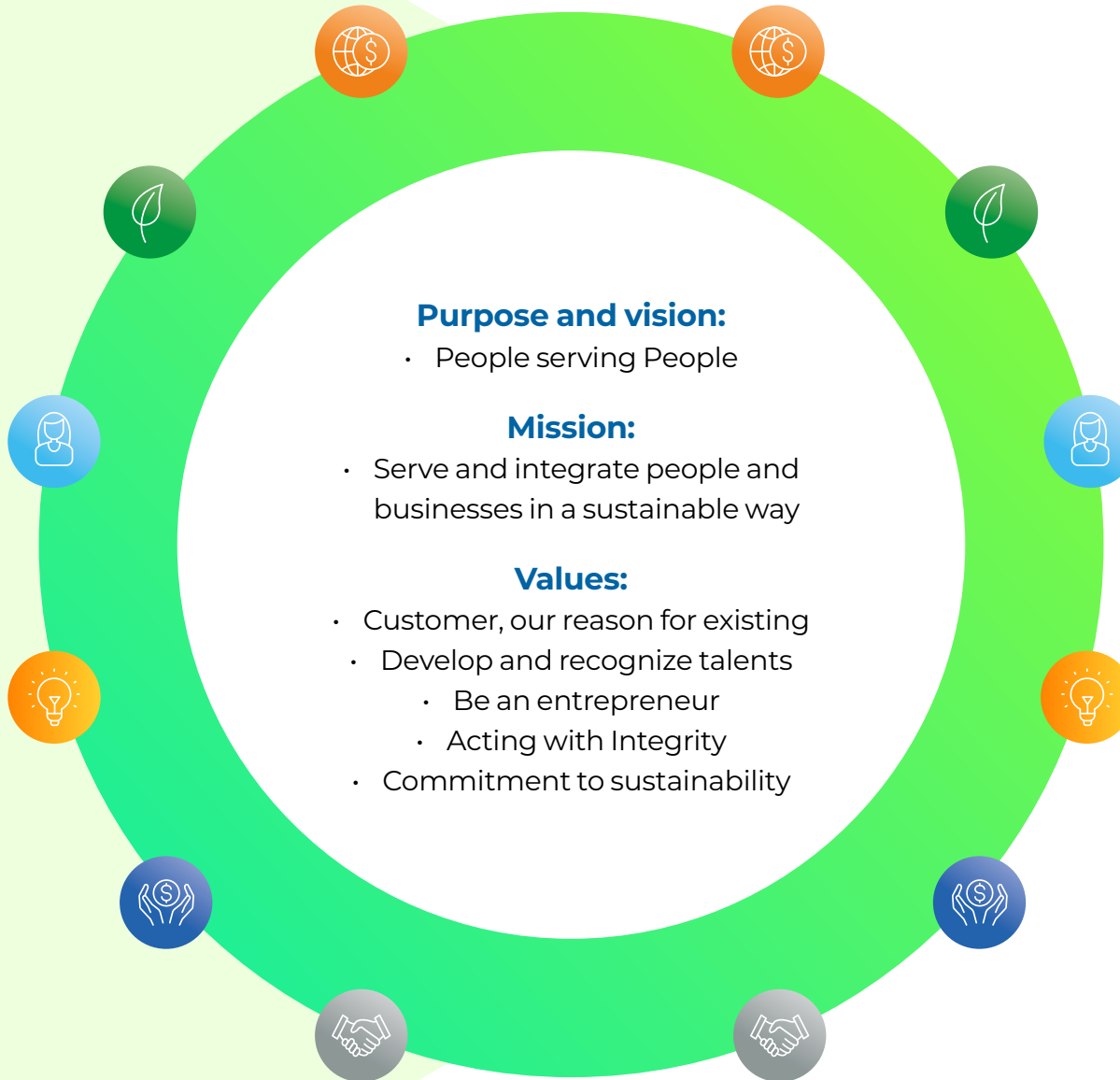


BUSINESS Model

GRI 2-6



INPUTS



RESULTS



Manufactured Capital

Inputs

- 131 thousand km of infrastructure, distributed across 372 cities, in 16 Brazilian states and the Federal District.

Results

- 829 thousand households connected, 99.2% of them with fiber optics
- 203,981 companies connected
- 1 million customers with mobile communication
- 3,299.1 accesses of chips dedicated to M2M (Machine-to-Machine)

Challenges

- Convert 100% of customers to optical fiber
- Increase 5G frequency coverage



Natural Capital

Inputs

- Consumption of 273,119 giga joules of energy to support operation

- Investments of more than R\$1.6 million in environmental protection with selective collection and waste disposal, training, among other actions
- Programs to reduce GHG emissions and waste generation (education and training, environmental audits, research and development and energy efficiency), environmental education for schools and the internal public

Results

- 100% of the energy from the electric matrix used comes from renewable sources (self-generation via solar panels, purchase in the incentivized market, and acquisition of IRECs)
- 95% of the fuel used by the fleet comes from a less polluting source (ethanol)
- Emission equivalent to 2,908 metric tons of greenhouse gases (CO₂e), with an increase of 15% in the year.
- Generation of 4,079.5 metric tons of waste collected, of which more than 98% was sent for recycling

Challenges

- Make the operation more energy efficient
- Increase self-generation of renewable energy for consumption in our operations and reduce the use of energy from polluting sources



Human Capital

Inputs

- 4.2 thousand associates
- Complete management, incentive and training program for associates
- R\$ 6.1 million invested in training and development of associates
- “Algar sem Barreiras” diversity program
- Management of occupational health and safety
- Leadership Academy

Results

- 28 thousand hours of training
- Average of 5.85 hours of training per associate
- 178 hours of mentoring for leaders

Challenges

- Increase diversity in the Company's associates and management
- Create mechanisms for attraction and retention in a global labor market, enhanced by remote work



Intellectual Capital

Inputs

- Investment in innovation and technology
- We are the founders of Brain (Science and Technology Institute), which contributes to evolving the Company's culture of innovation, creating new businesses and developing and accelerating use cases for technological avenues
- 70 associates dedicated to innovation
- Culture and application of agile methodology
- Partnerships

Results

- R\$ 16.6 million in revenues from new products launched in the last 3 years
- 70 associates trained in agile methodologies
- 1,500 ideas from the Experimenta Aí program
- More than 40 initiatives registered in the Impulso Program
- 7 awards won by Algar Telecom

Challenges

- Continue to turn innovative projects into businesses



Financial Capital

Inputs

- R\$ 629.2 million invested in the operation

Results

- R\$ 2,821.8 million in net revenue
- Rating - S&P – brAA

Challenges

- Manage the profitability of the business, operating in different services and customer segments, and grow with efficiency in the management of resources and assets.



Share Capital

Inputs

- More than 442 active suppliers and 40 franchisees
- Support for the Algar Institute of Social Responsibility and its social actions
- 13 commercial hubs (owned buildings and



- condominiums) and 14 coworking offices
- Membership sectoral associations

Results

- Recognized customer experience
- Over 54 thousand people directly benefited by social programs
- 225 actions carried out by the volunteer program
- 615,632 thousand households connected
- 203,981 thousand companies connected

Challenges

- Expand and strengthen the franchisee network
- Systematize the supplier management process and strengthen engagement with the ESG agenda

Intangible assets

The Algar Telecom brand (licensed by Algar S.A.), the purpose “People serving People”, sustainability and innovation are the main intangible assets that translate the company’s identity and presence in the market and form our reputation. We consider these assets to be fundamental to the success of our growth strategy and we therefore value and continually improve each one of them.

Brand

Since our foundation, we have been pioneers in the development and adoption of a series of technologies that have allowed us to explore new markets and offer excellent services and solutions to our customers. As well as standing out through innovation, we also differentiate ourselves through the closeness we have with our customers. Our brand positioning, with the concept “Always Together,” expresses the way we work with both internal and external audiences. Acting in a human way, treating people as they should be treated, and putting the customer at the center are strong characteristics of our brand, which carries the following attributes:

- » Commitment to service
- » Sustainability
- » Human potential appreciation
- » Reliability
- » Competitiveness
- » Simplicity
- » Innovation

People serving people

Our purpose guides our internal culture, performance and strategy. It includes principles of ethical, respectful, and transparent relationships with the associates, as well as with other stakeholders. In this way, we are recognized for innovation, close relationships, high quality of products and services, and as one of the best companies to work for in Brazil, as confirmed for the sixteenth consecutive year by the global consulting firm Great Place to Work - GPTW (Learn more about purpose and culture in Our People).

Sustainability

Our commitment to ESG (Environmental, Social and Governance) best practices is aligned with our business strategy and we recognize that we are also part of the solution to current and future challenges, whether in the economic, environmental or social area. To this end, we adopt high ethical standards in all our operations and in the way we relate to stakeholders.

We map and manage the impacts of our operations on the environment, as well as on the economic development of the country and the social reality of the locations where we are present, and we implement a series of programs and projects to mitigate these impacts, as well as contribute to digital inclusion and other initiatives aimed at building a better society.



Our social contribution also takes place through the Algar Institute, an organization that we partner with and maintain, and which works to improve the education of communities in regions where we are present.

Innovation

We are recognized in the market for our innovative solutions. In 2024, we maintained our prominent position in the ranking of the 150 most innovative companies in Brazil by the Valor Inovação award, an accolade that demonstrates our work in developing trends, new technologies and opportunities for collaboration with other companies, startups, institutions and the community.

On this front, we have a partnership with Brain (the Science and Technology Institute founded

by Algar Telecom); the Algar Telecom Station, an agile transformation movement that has multidisciplinary teams to develop ideas, products, and services with autonomy and a focus on the customer; and Algar Telecom Venture Builder, a business unit structured in partnership with the multinational FCJ Venture Builder.

This profile allows us to present the market with products, services and solutions in line with digital evolution, with multi-connection, automation and artificial intelligence, aimed at different market segments. In the ICT and IoT segment, we work with TI Station, a model of solutions to support companies in different segments on their journey to implement IT solutions in a simple, intuitive and efficient way. We also have four patents filed, the result of developing innovative solutions that add quality and productivity to our work.

CUSTOMER'S experience

People are at the heart of our strategy and our culture is driven by the genuine purpose of serving them, which is directly reflected in our dedication to our customers. One of Algar Telecom's biggest advantages is the proximity we have to understand our customers' realities and deliver solutions that make their day-to-day lives easier, putting our "People serving People" purpose into practice.

Our interactions with customers take place through a variety of channels, including apps, WhatsApp, Chatbot, online portal and an intelligent Audible Response Unit (ARU). In 2024, we continued to advance on the customer experience front, covering both the residential market (B2C) and the corporate segment (large companies) and MSEs (micro and small companies). We are investing more and more in the digitalization of our customer service to make it quicker and more practical to respond to customer demands.

We have also evolved with the use of artificial intelligence, which has benefited both the productivity of our internal areas and the quality of the

services provided to customers. One example was the implementation of Billy, a digital associate who improved the accuracy of invoice analysis before they were sent, reducing the volume of corporate customer complaints related to billing errors by 50% (find out more in chapter [Innovation](#)).

Another positive development for the customer experience was the expansion of our solutions portfolio. We launched Vende.AI, which helps our customers increase their sales with automation and data analysis resources. We entered digital mobile telephony with the Nomo brand, which offers humanized customer service via chat or email, physical or virtual chip options and plans with no loyalty requirement and nationwide coverage.

In addition, we launched Algar 5G Broadband in the 33 locations covered by our 5G network. With FWA (Fixed Wireless Access) technology, the service can be installed via a router in areas without wired broadband infrastructure, democratizing access to the internet.

Also, as an improvement in connectivity services, we expanded our 4G coverage, which now reaches 100% of the urban areas of the 87 municipalities located in our concession region. We have also begun the process of implementing voice over 4G (VoLTE), a technology that considerably improves call quality. We also carried out our first tests with the 26 GHz band on the 5G network, with speeds exceeding 6 gigabytes.

Finally, also in 2024, we launched a mobile telephony service in the cities of São Carlos, Ribeirão Preto, São José do Rio Preto, Matão and Cravinhos, in São Paulo's inland regions, through a MVNO (mobile virtual network operator). In the same year, we established an agreement for MVNO use with a partner operator, focusing on IoT (Internet of Things) applications.



Action and GROWTH strategy

We want to be the most admired company in our sector, with an absolute focus on customers.

To continue growing and gaining relevance in the market, our current strategy consists of: accelerate the growth of our B2B segment, leveraging assets in the regions where we already operate and enabling solutions beyond connectivity; monetize the B2C segment with modern, innovative products and services and a simple customer experience; and grow through our franchise model. All this with a focus on maximum efficiency of resources and assets.

Algar's value proposition is to combine a portfolio of innovative, high-quality solutions with a close relationship with customers

CUSTOMER FIRST

- » Accelerate B2B as a hub of complete solutions (One-Stop Shop)
- » Make B2C profitable in a “simple and digital” way
- » Grow through Multisegmented Franchising
- » Maximum efficiency in asset and resource management

STRATEGIC levers

Convinced that strengthening our Culture is the way to leverage results and generate opportunities, we maintained three strategic levers in 2024, represented by the Quality Plan and the Impulso and Experimenta Aí Programs. As part of the Quality Plan, we work on areas such as network modernization, equipment replacement, and the implementation of new backbone routes with the goal of constantly improving the customer experience. The Impulso and Experimenta Aí Program are important tools that drive innovation at Algar Telecom, both in internal processes and in the development of new solutions for our customers, with significant advances in 2024 (learn more in the chapter [Innovation](#)).



Data-driven decisions

At Algar Telecom, we invest in data analysis to provide support and assertiveness for decision-making. We monitor various operational, sales, financial performance, customer and associate satisfaction indicators, among others. In 2024, we evolved our predictive analyses, with more than 40 models validated by McKinsey. Among the models, we highlight the calculation of the propensity to churn (loss of customers), which is now available to our agents through Algar CRM. The information allows the agent to act proactively to strengthen the relationship during the interaction with customers, promoting active retention.

In addition, since 2023, our executives have had access to Analy, a virtual data scientist. The solution, which was previously a simple chatbot, was enhanced in 2024 with generative artificial intelligence resources and integration with Microsoft's Power BI tool. With its user-friendly interface, Analy makes it easy to search, analyze and present strategic data in different formats, helping to generate insights among the company's officers and vice-presidents.

The improvements implemented by our analytics area in 2024 were based on suggestions originated in the Impulso Program, an initiative that encourages our associates to propose ideas that collaborate with the advancement of Algar Telecom (learn more at [Innovation](#)).

INFRASTRUCTURE

Network reliability

GRI 3-3

Maintaining quality infrastructure is essential to provide a positive experience for our customers. That is why we have **InfraCo**, a unit dedicated to the management and development of our telecommunications infrastructure assets since 2023. The area works to ensure the stability and availability of services, avoiding operational and financial impacts on our customers.

We use robust equipment, which is approved in three types of laboratories through tests carried out on replicas of our networks. We have also invested in the installation of third and fourth lanes, so that our services can continue in the event of technical problems or weather events such as heavy rain. We were recognized in 2024 by ASRank, promoted by the Center for Applied Analysis of Internet Data (CAIDA), as the best company in Brazil and 23rd in the world in terms of connectivity and latency.



Constant monitoring

Our Network Operations Center (COR) monitors 100% of the network elements (mobile and fixed network, backbone, international connections and metropolitan networks) throughout our coverage region. Composed of a team prepared to work in an analytical and preventive manner, the goal of the COR is to identify and resolve any incidents quickly, ensuring maximum availability of our services.

Every network incident is confirmed by automatic alarms and by monitoring the volume of triggers related to the topic in the service center. Faults can

be dealt with remotely or by calling in field teams. In 2024, COR's work was reinforced with **Bigo**, a technological solution that monitors the service provided to all our broadband customers. Bigo can identify which devices are using the internet and assess the quality of the signal.

In addition, our Quality Governance Committee monitors network performance and availability indicators, as well as customer experience, which provide us with input for implementing corrections and process improvements in the shortest possible time. The indicators monitored include: Net Promoter Score (NPS), Complaint Quantity Indicator

Algar is the best company in Brazil and 23rd in the world in connectivity quality and latency according to ASRank

(IQR), Repeat Repair Indicator (IRR), Implementation Quality Indicator (IQI) and On-Time Repair Indicator (IRDPI).

Next, we present our main telecommunications infrastructure assets and the advancements achieved in 2024.

Mobile network

We offer 5G, 4.5G and 4G networks. In 2024, we achieved 100% 4G coverage in all the urban areas of the 87 municipalities located in our concession region. The achievement was made possible by an investment of around R\$ 120 million, which resulted in the expansion of the number of active sites - which totaled 207 - and the modernization of mobile access in 69 cities. In some locations, data traffic has practically tripled, demonstrating the volume of demand for 4G. We have also begun the process of implementing voice over 4G (VoLTE), a technology that considerably improves call quality, with reduced connection times and clearer, sharper voice perception.



Improvements in demand deposits

Seeking to bring more quality to our customers, we carried out our first tests with the 26 GHz band in the 5G network in 2024. The experiments, carried out in partnership with Huawei, exceeded 6 gigs of transfer, a much higher speed than today's rates of up to 1 gig. The frequency being tested was obtained by the Company in the 5G auction and is available in our original area of operation. Service offerings in the 26 GHz band are not yet utilized in the market as they depend on technical variables, regulations, and compatible equipment for use by the end user, both for retail consumers and the business segment. However, our expectation is that, as the mobile market evolves, these offers will soon become accessible.

Landline Network

We have more than 131 thousand kilometers of optical fiber, bringing broadband internet to 372 cities in 16 states and the Federal District. For residential customers, this structure also provides access to fixed telephony. In 2024, we advanced the Green Fiber project, which will promote the replacement of 100% of our copper networks with optical fiber, generating higher quality services, environmental benefits, and financial gains for the Company from the sale of the material.

MVNO

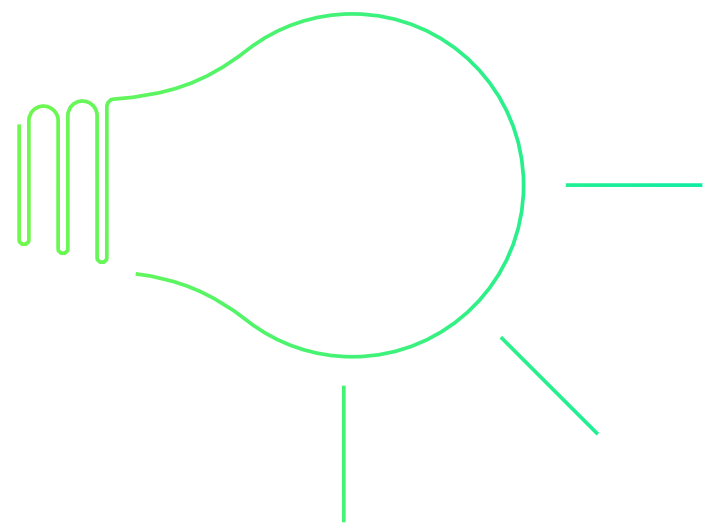
In addition to our own networks, we work in partnership with other major operators in the market in the MVNO (Mobile Virtual Network Operator) format, which allows us to expand our services beyond our original area of operation. Since 2022, we have maintained an infrastructure sharing agreement for the provision of virtual mobile network services, and in 2024, we launched mobile phone service in the cities of São Carlos, Ribeirão Preto, São José do Rio Preto, Matão, and Cravinhos, in São Paulo's inland regions. In the same year, we established a new agreement with a partner operator, focusing on IoT (Internet of Things) applications. With this, Algar Telecom became the only SMP (Personal Mobile Service) operator in Brazil to operate through MVNOs with two different major operators.

Technological advancement

In search of greater efficiency, we achieved significant improvements in the Company's technological infrastructure in 2024. The percentage of our server fleet in the cloud has grown from 3% to 28%, with the prospect of further increases from 2025 onwards. We have also made significant progress in the availability of our systems, based on a review of our partners in the management and maintenance of our applications and servers. Availability jumped from 97.5% in January to 99.4% in December, exceeding even our target for the period, which had been set at 98%. At the same time, our Security Operation Center has worked hard, making consistent progress in preventing cyber-attacks, such as implementing monitoring of our servers with industry-standard tools. As a result, we obtained a great improvement in the results of the pen test (a cybersecurity test that simulates attacks on computer systems).

INNOVATION

GRI 3-3



The initiatives managed by the **Impulso Program** in 2024 resulted in R\$ 334 million in revenue and R\$ 449 million in EBITDA

At Algar Telecom, we invest heavily in innovation to deliver services that are increasingly aligned with our customers' needs and put the company at the forefront of the sector. Our innovation is driven by a path of digital evolution based on three main pillars, which we have developed through various internal and external initiatives.

Go Digital

Improve the customer experience through digital sales channels, digital marketing, digital service and portfolio optimization.

Be Digital

Increase efficiency within the company with intelligent digital operations, automation and prediction, digital technologies and process simplification.

New Growth

Ensure the best possible experience for our partners by creating new business models and digital products, bringing opportunities that can expand our portfolio

Impulso Program

The Impulso Program encourages our associates to propose innovations that generate business opportunities, identify better ways to manage our resources and contribute to making Algar Telecom an increasingly agile, digital and data-driven company. Launched in 2023, the program uses globally proven methodologies and is made up of various initiatives divided into fronts led by professionals dedicated to their execution and monitoring of results. In this way, as well as accelerating innovation in the company, the program contributes to improving the various skills of the associates assigned to develop each of the projects.

In 2024 alone, Impulso gave rise to more than 40 initiatives within Algar Telecom, with the involvement of 700 associates, of whom 317 acted as leaders and 180 received recognition for their results and alignment with the company's culture. The projects led to improvements such as the adoption of predictive models with machine learning, structural and platform changes, among others. Together, the actions managed by the Program achieved R\$ 334 million in revenue, R\$ 449 million in EBITDA, and nearly R\$ 50 million in incremental credit for our business this year.

D&A Front

From the Impulso Program, in 2024, we created D&A Front, dedicated to accelerating Algar Telecom's digital evolution. The team involved analyzed more than 50 initiatives that had been planned for the digital areas, data analytics and automation from the aspects of people, processes and tools. The team pointed out gaps and proposed solutions, which were put into practice as early as 2024 with a focus on improving the Customer Satisfaction Score (CSAT), reducing waste and increasing the company's sales.



An Automation and AI Center of Excellence (CoE) was established, which carried out proofs of concept (POC) of generative artificial intelligence solutions to assess their potential for generating value. **As a result, the number of robots used at Algar Telecom has jumped from six to 53, with the target of reaching 100 by 2025.**

D&A Front has also developed the **Almpulso** program, which promoted training related to artificial intelligence, with more than 2 thousand associates engaged and 66 ideas selected. One example is **Botathon**, a hackathon format event that had three editions in 2024. In the first event, six bots were put into operation in just two days, generating profits of more than R\$ 4 million for the company.

Another initiative was the launch of the AI Influencers program, which prepares our associates to act as advocates and disseminators of artificial intelligence, encouraging the "AI First" culture in their respective areas. Sixty (60) influencers were selected based on their motivation, communication skills and capacity for achievement. These professionals have undergone intensive training in the concepts and practical applications of AI in business scenarios.

The AI Influencers can educate and train their colleagues on the concepts and applications of artificial intelligence by organizing and conducting workshops, seminars and training sessions. They also stimulate innovation and the generation of ideas using AI, acting as facilitators in brainstorming sessions. Influencers also develop practical AI projects and are focal points for innovation in their teams. As an incentive, AI influencers receive awards for each initiative with a business requirement and budget approved by the company.

Hyper automation case

One of the success stories implemented in 2024 by D&A Front is **Billy**, a digital associate created with hyper automation, combining generative AI and robotic process automation (RPA) technologies. Developed to check invoices from corporate and wholesale customers before they are issued, Billy interprets and corrects data extracted from PDF contracts, guaranteeing 100% accurate invoices. Its name was inspired by the word billing which means charge. The digital associate was able to reduce invoice analysis time by 96% (from 31 minutes to just one minute per invoice) and reduce the volume of complaints from corporate customers due to errors in the first billing by 50%, generating R\$ 5.4 million in Opex (operating expenses) gains for Algar Telecom. Billy's performance is continually evaluated by the Automation and AI CoE, which is also responsible for the ongoing evolution of the virtual assistant, training it for more functionalities.

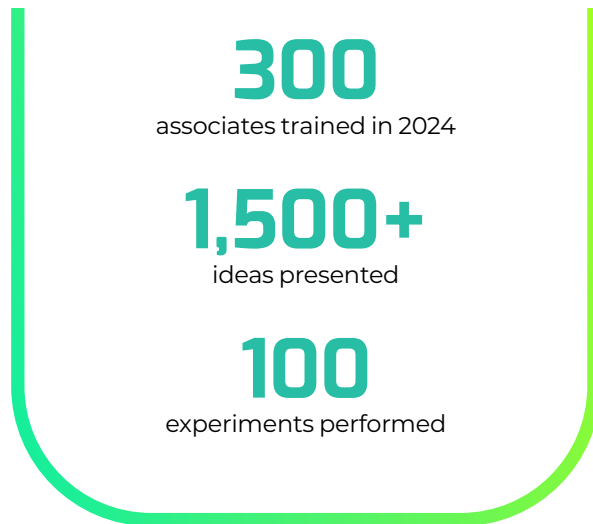


For the creation of **Billy**, we received The Customer First Award Brazil, from Automation OneWare, and we were winners at the Conecta Latam Awards 2024 in the category of Best Digital Transformation Project in Latin America

Experimenta Aí

With the goal of maximizing value for the customer, we developed Experimenta Aí, a program focused on lean experiments, agile methods, and a controlled environment, with a methodology that brings quick and low-cost tests, designed to validate hypotheses and identify efficient solutions for the business.

The process consists of phases to generate ideas and evaluations through workshops, testing the selected ideas and holding a meeting to validate the main experiments, aligning strategy and resources with the most promising initiatives. This agile cycle of experimentation promotes innovation and continuous improvement in an efficient and targeted way.



Brain

Brain is the Science and Technology Institute (ICT) founded by Algar Telecom in 2017 with the goal of simplifying the daily lives of people and businesses. ICT works with the open innovation model and strategic partnerships, developing disruptive solutions. For Algar Telecom, Brain acts as a tool to guarantee our ambidexterity, combining a short-term outlook with the construction of roads for the future. ICT's work was recognized in the Corporate category of the Startup Awards 2024, promoted by the Brazilian Association of Startups (Abstartups). The award is considered the most important in the Brazilian startup ecosystem startups and innovation.

In addition to the companies in the Algar group, Brain serves various segments, such as small and medium enterprises (SMEs), agribusiness, health-care, Industry 4.0, and Smart Spaces. Their work teams are divided into squads, which use the agile Scrum methodology. In 2024 alone, the seven new solutions developed by Brain reached 39 thousand customers, generating R\$ 6.7 million in revenue. The ICT's activities are based on three strategic pillars:

Drive innovation at Algar Telecom: evolve a culture of innovation, agility, intrapreneurship, experimentation and customer-centeredness; innovating the company's business with disruptive, profitable

Since its creation, **Brain** has developed more than 20 innovative solutions that generated nearly R\$ 1 billion in revenue

solutions that solve customer pains; develop and accelerate use cases for technological avenues, promoting new knowledge and technical skills.

Leverage customer business through innovation: provide consulting and specialized training in innovation, agility, leadership and new technologies.

Internal development: keep Brainers engaged; apply updated and efficient management practices; evolve the agile culture and mindset at Brain.

Artificial intelligence hub

In 2024, Brain inaugurated a hub in the Vale do Pinhão, in Curitiba (PR), focused on meeting market demands with cutting-edge artificial intelligence solutions. The initiative aims to foster a collaborative environment that supports startups, technology companies and innovative initiatives. In Curitiba, Brain will have active contact with the local innovation ecosystem, since Vale do Pinhão is part of Tech Road, a project to encourage innovation and the creation of technology businesses that connects

the three southern states of the country. As a result, the partnership will open doors to various initiatives and opportunities for developing solutions together with startups and universities in the region. As well as Uberlândia (MG), ICT already had branches in São Paulo (SP), Recife (PE) and a hub focused on finding solutions in the European ecosystem in Aveiro (Portugal).



We have advanced with the use of **agile methodologies**, which will be incorporated into all areas of the company as of 2025

Algar Telecom Station

Algar Telecom Station was created in 2018 to promote the company's Agile Transformation, with a focus on operationalizing and scaling solutions developed within the company and in partnership with Brain. It also develops ICT services to enhance our portfolio. Tribes, squads, chapters and centers of excellence have been established, constantly encouraging the evolution of our teams' digital mindset. The squads monitor the innovation work carried out at the Station in real time, analyzing and making decisions based on data.

Another feature provided by the Station is Gestão à Vista, an online dashboard with financial and marketing information, customer data (satisfaction rate, deliveries, returns) and a backlog of deliveries provided in a clear and objective way. This visibility allows squads take corrective action quickly, identify occurrences, create opportunities and improve innovation in general.



TI Station Algar

We support our customers' digital transformation with TI Station Algar, made up of a team of specialists who support the architecture of environments and discussions for better decision-making, using an exclusive portfolio of IT solutions. The city of Cuiabá (MT) was the first to receive TI Station Algar's operation, in 2023. We support customers' businesses in four important journeys of the new wave of transformation:



IT Infrastructure Journey

From hosting to cloud, we have solutions for small, medium, and large-sized enterprises. We provide consultancy to help our customers define the ideal solution for their business. Solutions:

- » Cloud Server;
- » *Cloud Plus*;
- » *Cloud Backup*;
- » Azure;
- » AWS, Professional and managed services;
- » *Hosting and colocation*.



Security Journey

The focus is on mitigating the risk of attacks and providing greater security, privacy and operational compliance for our customers' businesses. Solutions:

- Super Secure SD-WAN;
- » Security management reinforced with SOC;
- » Cloud Backup - backup as a service;
- » Vision MEDR - endpoint managed;
- » Anti-DDoS - traffic monitoring;
- » SIEM and WAF.



Future of Work Journey

Teams that work remotely, in a hybrid format and in person are more integrated, collaborative and productive in any environment. To do this, it is important to have tools that enable process and management improvements, collaboration dynamics and agility in carrying out tasks. Solutions:

- » *Cloud Phone PRO*;
- » Office 365;
- » Microsoft Teams and Voice;
- » Omni PRO;
- » Time card management for uncomplicated and digital management;
- » SMS Solution for communication at scale and fast access.

Algar Telecom Venture Builder

To consolidate our position in the startup ecosystem, we developed Algar Telecom Venture Builder. Since 2022, the initiative has boosted the generation of new business and leveraged digital solutions aimed primarily at meeting our business challenges, as well as end consumers and the micro and small business segment.

The accelerator has 12 startups, two of which were incorporated in 2024. The revenue of the companies totaled R\$ 20 million between 2023 and 2024, positively impacting more than 344 thousand customers during the period.

As well as access to the market, the selected startups receive support to overcome their business challenges with access to Brain's offices and mentoring with experts. The portfolio's investees offer digital solutions in segments such as marketing, engineering, health, well-being, insurance and payments, among others.



Connect: market access



Co-create: support in the development of the business



Expand: support in raising investment



- 31 Commitments
- 37 Stakeholder relationship
- 43 Materiality Assessment

Sustainable Management



COMMITMENTS

GRI 2-23

At Algar Telecom, we believe that acting with good environmental, social and governance practices is a form of management that should be present in all areas of the Company. The responsibility for constant evolution, risk mitigation, and the creation of opportunities in the ESG agenda lies with our president, whose definitions are executed by the company's vice presidencies, with governance from the Communication and Sustainability area, dedicated to monitoring actions, projects, indicators, awards, completion of questionnaires from customers and suppliers, as well as the preparation of reports on progress in the main material topics of Algar Telecom.

We are signatories of the United Nations (UN) Global Compact Brazil Network, an initiative that involves companies and organizations in 160 countries to promote the engagement of the private sector in sustainability, promoting a more inclusive and equal global market. With the adherence, we are committed to the ten principles established for the areas of human rights, labor relations, environment, and combating corruption. We continuously carry out awareness-raising work related to these principles to sensitize all our stakeholders, in addition to applying their guidelines in our daily work. GRI 2-28

Our commitment to the climate agenda and transparency is reinforced in our sustainability initiatives. In this sense, we submitted our reduction of greenhouse gas emissions reduction target to the Science Based Targets Initiative (SBTi). Created by the United Nations Global Compact, Carbon Disclosure Project (CDP), World Resources Institute (WRI) and World Wide Fund for Nature (WWF), the initiative is one of the most relevant for the global mobilization of the private sector in leading urgent climate action based on scientific foundations.

During the SBTi analysis, we identified opportunities to improve our approach, especially in scope 3. Initially, we reported emissions in three categories of the scope and we have expanded it to nine, ensuring a more comprehensive view and in line with international guidelines.

Currently, we are working on the detailed review of our scope 3 and structuring an even more robust and representative target. As soon as we complete this stage, our revised target will be submitted to the SBTi again, reinforcing our commitment to decarbonization and transparency in the process.






Sustainable Development Goals (SDG)

We are aligned with the SDGs, an agenda created by the United Nations (UN) in 2015 to guide the achievement of 17 goals by 2030. We have internally identified our adherence to 10 SDGs, to which we contribute, directly or indirectly, through our activities and operations.

SOCIAL AXIS

SDG	SDG targets worked on by Algar Telecom	Actions to contribute to achieving the target	GRI/SASB related indicators
	<p>1.4) By 2030, ensure that all men and women, particularly the poor and vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technologies and financial services, including microfinance.</p>	<p>Promote access to basic services and appropriate telephone and internet technologies for communities in its concession region. Offer fixed and mobile broadband services in all its retail regions, regardless of the size of the city. Use of ICTs to expand and prioritize traffic capacity in sensitive areas such as health and education, serving hospitals, clinics, schools and colleges in the public and private network to guarantee quality internet. Likewise, we support digital commerce, which is fundamental to the survival of many businesses in times of social distancing. Connectivity on a large scale, with a focus on results obtained from products and services that help make decisions more quickly and safely.</p>	<p>GRI 2-28: Membership associations; GRI 203-2: Significant indirect economic impacts; GRI 404-1: Average hours of training per year per employee;</p>

SOCIAL AXIS

SDG	SDG targets worked on by Algar Telecom	Actions to contribute to achieving the target	GRI/SASB related indicators
	<p>4.1) By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education that leads to relevant and effective learning outcomes.</p> <p>4.4) By 2030, substantially increase the number of young people and adults who have relevant skills, including technical and professional skills, for employment, decent work and entrepreneurship.</p> <p>4.7) By 2030, ensure that all students acquire the knowledge and skills necessary to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and the contribution of culture to sustainable development.</p> <p>4.c) By 2030, substantially increase the pool of qualified teachers, including through international cooperation for teacher training, in developing countries, especially the least developed countries and small island developing states.</p>	<p>Algar Telecom is a partner and sponsor of the Algar Institute, which focuses on improving the education of communities in regions where the Algar Group is present. The company is committed to sustainable development and continuously communicates the pillars, as well as supporting the educational projects of the Algar Institute.</p>	<p>GRI 2-28: Membership associations</p> <p>GRI 404-1: Average hours of training per year per employee;</p> <p>GRI 404-2: Programs for improving employee skills and career transition assistance;</p> <p>GRI 404-3: Percentage of employees receiving regular performance and career development reviews.</p>
	<p>5.1) Eliminate all forms of discrimination against all women and girls everywhere.</p>	<p>Commitment to promoting communication that favors the eradication of all forms of prejudice and violence against women. Carry out and support communication campaigns on gender equality for its stakeholders. Evolution of the Algar sem Barreiras Program, to make the company increasingly plural and diverse through practices that do not tolerate discrimination.</p>	<p>GRI 401-1: New employee hires and employee turnover;</p> <p>GRI 401-3: Parental leave;</p> <p>GRI 405-1: Diversity in governance bodies and employees;</p> <p>GRI 405-2: Ratio of basic salary and remuneration of women to men.</p> <p>GRI 406-1: Cases of discrimination and corrective measures taken.</p>
	<p>10.3) Ensure equal opportunities and reduce inequalities of outcome, including through the elimination of discriminatory laws, policies and practices and the promotion of appropriate legislation, policies and actions in this regard.</p>	<p>Engagement in reducing discriminatory practices within the company, formalizing this commitment through internal policies, voluntary adherence to the Global Compact and regular compliance with the corporate code of conduct. With the Algar sem Barreiras Program, we aim to make the company increasingly plural and diverse through practices that do not tolerate discrimination.</p>	<p>GRI 2-15: Conflicts of interest;</p> <p>GRI 2-23: Policy commitments;</p> <p>GRI 2-27: Compliance with laws and regulations;</p> <p>GRI 2-29: Approach to stakeholder engagement;</p> <p>GRI 204-1: Proportion of spending on local suppliers;</p> <p>GRI 206-1: Lawsuit for anti-competitive behavior, antitrust and monopoly practices;</p> <p>GRI 407-1: Operations and suppliers where the right to freedom of association and collective bargaining may be at risk;</p> <p>GRI 414-1: New suppliers that have been selected using social criteria.</p>

ENVIRONMENTAL AXIS

SDG	SDG targets worked on by Algar Telecom	Actions to contribute to achieving the target	GRI/SASB related indicators
	<p>7.2) By 2030, substantially increase the share of renewable energies in the global energy mix.</p> <p>7.3) By 2030, double the global rate of improvement in energy efficiency.</p>	<p>Algar Telecom largely uses renewable energy in its activities. It maintains specific energy efficiency indicators and clean energy investment plans.</p>	<p>GRI 302-1: Energy consumption within the organization;</p> <p>GRI 302-4: Reduction of energy consumption;</p> <p>SASB TC-TL-130a.1: (1) Total energy consumed, (2) percentage of electricity, (3) percentage of renewable energy</p>
	<p>12.2) By 2030, achieve sustainable management and efficient use of natural resources.</p> <p>12.5) By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.</p> <p>12.6) Encourage companies, especially large and transnational companies, to adopt sustainable practices and integrate sustainability information into their reporting cycle.</p> <p>12.8) By 2030, ensure that people everywhere have relevant information and awareness for sustainable development and lifestyles in harmony with nature.</p>	<p>Communication campaigns for programs for the efficient use of natural resources, especially in actions with the socio-environmental engagement committee with structuring actions for reuse, recycling, conscious consumption, among others, to improve their targets. Investments in renewable sources, such as in photovoltaic plants and the purchase of energy on the incentive market. Encourage the use of ethanol in all flex fleets.</p> <p>Solid waste management in the Brazilian Solid Waste Policy. PGRS filed with the city council, formal partnerships with legally qualified cooperatives, awareness campaigns and certified disposal of their waste.</p> <p>Communication and awareness-raising campaigns to inspire other companies (especially in your network), being a multiplier of best practices. It aims to become a benchmark company in its sector and in sustainability.</p>	<p>GRI 306-1: Waste generation and significant waste-related impacts;</p> <p>GRI 306-2: Management of significant impacts related to waste;</p> <p>GRI 306-3: Waste generated;</p> <p>GRI 306-4: Waste diverted from disposal;</p> <p>GRI 306-5: Waste directed to disposal</p> <p>SASB TC-TL-440a.1: (1) Materials reclaimed through take-back programs, percentage of recovered materials that were (2) reused, (3) recycled and (4) landfilled.</p>
	<p>13.3) Improve education, raise awareness and increase human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.</p>	<p>Influence on partners through the Supplier Relationship and Compliance Program. Development of a communication and training program on sustainable practices that is easy to replicate and encourages new citizen and sustainable attitudes. Social and Environmental Engagement Committee, composed of associates from all locations where Algar Telecom operates, which aims to help mobilize the entire company through awareness actions on energy consumption, water, paper, waste management, planting seedlings, among others, in order to promote the knowledge and skills necessary for everyone to pursue sustainable development. There are projects and initiatives instituted more than 10 years ago that have resulted in a significant reduction in emissions since the first inventory in 2013.</p>	<p>GRI 2-28: Membership associations;</p> <p>GRI 305-1: Direct (Scope 1) GHG emissions</p> <p>GRI 305-2: Energy indirect (Scope 2) GHG emissions</p> <p>GRI 305-3: Other indirect (Scope 3) GHG emissions</p> <p>GRI 305-5: Reduction of GHG emissions</p>

ECONOMIC AXIS

SDG	SDG targets worked on by Algar Telecom	Actions to contribute to achieving the target	GRI/SASB related indicators
	<p>8.2) Achieve higher levels of economic productivity through diversification, technological modernization and innovation, including a focus on high value-added sectors and labor-intensive sectors.</p>	<p>It makes significant investments in technological modernization and innovation, with bold percentages of total annual CAPEX.</p> <p>Recognition from the press, cases and awards for Algar Telecom's technological modernization and innovation.</p>	<p>GRI 201-1: Direct economic value generated and distributed; GRI 203-1: Infrastructure investments and services supported.</p>
	<p>9.1) Develop quality, reliable, sustainable and resilient infrastructure, including regional and cross-border infrastructure, to support economic development and human well-being, with a focus on equitable and affordable access for all.</p> <p>9.c) Significantly increase access to information and communication technologies and strive to provide universal and affordable access to the Internet in the least developed countries by 2020.</p>	<p>Annual legal compliance audits, as well as a commitment to developing quality, reliable, sustainable infrastructure that cooperates with economic development and human well-being.</p> <p>Monitoring specific indicators of access to affordable technologies. Increasing rates of access to technology through the community, as well as implementing programs aimed at leveraging technological transformation in them, are intrinsic factors in Algar Telecom's business, which is constantly committed to bringing the best quality infrastructure and services to its customers, supporting economic development and human well-being.</p>	<p>GRI 201-1: Direct economic value generated and distributed; GRI 203-1: Infrastructure investments and services supported;</p> <p>GRI 203-2: Significant indirect economic impacts;</p> <p>SASB TC-TL-520a.2: Actual average download speed (1) own and commercially associated content and (2) non-associated content;</p> <p>SASB TC-TL-550a.1: (1) Average system interruption frequency and (2) average duration of the customer's interruption.</p>
	<p>16.5) Substantially reduce corruption and bribery in all its forms.</p> <p>16.b) Promote and enforce non-discriminatory laws and policies for sustainable development.</p> <p>16.7) Ensure responsive, inclusive, participatory and representative decision-making at all levels.</p>	<p>It repudiates and works against corruption and bribery by formally adhering to commitments and maintaining the Integrity Channel (web) and the Ombudsman's Office - channels permanently available to promote non-discriminatory actions - and to guarantee uprightness in all its processes and its code of conduct.</p> <p>It respects investors, disclosing economic/financial information transparently, guaranteeing the veracity of the information and correctly following the accounting rules.</p>	<p>GRI 2-9: Governance structure and composition;</p> <p>GRI 2-12: Role of the highest governance body in overseeing the management of impacts;</p> <p>GRI 2-23: Policy commitments;</p> <p>GRI 2-24: Incorporating policy commitments;</p> <p>GRI 2-27: Compliance with laws and regulations;</p> <p>GRI 205-1: Operations assessed for risks related to corruption;</p> <p>GRI 205-2: Communication and training on policies and procedures to combat corruption;</p> <p>GRI 205-3: Confirmed incidents of corruption and actions taken;</p> <p>GRI 206-1: Lawsuit for anti-competitive behavior, antitrust and monopoly practices;</p> <p>SASB TC-TL-520a.1: Total value of monetary losses as a result of lawsuits associated with anti-competitive behavior regulations</p>

Our guidelines

Our commitment to sustainability is a value for us, and is reflected in our day-to-day work through the guidelines of our codes and internal policies, which are reinforced through training and dissemination to associates and partners. Our Code of Conduct (learn more in the [Corporate Governance and Risk Management](#) chapter) is the main guide for the Company's commitments, being evaluated and approved by the Board of Directors of the Algar Group and Algar Telecom. The document reinforces the importance of having relationships based on respect and in compliance with conduct guidelines and current legislation, including the conduct of due diligence in the selection of partners and suppliers.

The Code of Conduct must be followed by all administrators and associates of the Algar group, regardless of activity or location. Every year, the



document is signed by all the company's professionals, who undertake to comply with it in full. Its content is reviewed periodically and widely disseminated to associates on the company's internal and external platforms. We also have the Supplier Code of Conduct, which formalizes and disseminates the guidelines related to the ethical, sustainable, and transparent behavior expected from our suppliers. The document applies to all of them, who receive guidance on their information and sign it during the approval phase.

In addition to the Codes of Conduct, we have complementary instruments, which undergo a rigorous review and approval process:

Policies:

Compliance Manager/Officer/Executive Board Meeting/Board of Directors

Standards:

Compliance Manager / Director / Executive Board's Meeting

Procedures:

Area Manager/Compliance Manager/Officer

Work Instructions:

Area Manager/Compliance Manager

Human rights GRI 3-3

Commitment to respecting human rights **is fundamental to Algar Telecom. Our Code** of Conduct states that respect is an essential condition in all dimensions, circumstances and situations. The document reinforces that people must be respected in their entirety, valuing diversity and not tolerating discrimination, prejudices, and harassment, especially moral and sexual, of any kind. All of the company's associates are free to put forward and defend their ideas, which must be received with attention and respect.

We promote initiatives to strengthen and reaffirm our commitment to human rights, such as the Algar sem Barreiras program, which aims to strengthen diversity and increase inclusion, generating equity among people. Furthermore, the Supplier Code of Conduct reinforces that we respect and uphold human rights in our activities and throughout the supply chain. As part of our Compliance and Integrity Program, we check information on potential partners, assessing their integrity and reputational risks. This analysis includes the verification of any involvement in episodes with irregular and/or illegal labor practices, such as those involving children and adolescents and those analogous to slavery or forced labor. Therefore, we do not establish commercial relations with agents involved in these practices. During the reporting period, we did not identify operations and suppliers

that may present significant risks of occurrences of this nature.

Suppliers must also ensure the selection of business partners that operate within labor legislation and ethical standards compatible with the principles of our Code of Conduct. In parallel, we have developed various actions aimed at building a fairer and more equitable society, contributing to the promotion of human rights (learn more in the [Social Performance](#) chapter).

Precautionary Principle

The precautionary principle is included in the Algar Telecom's Compliance and Integrity Program (learn more in the Corporate Governance and Risk Management chapter), structured around the pillars of prevention, detection and response. The prevention front works with various mechanisms focused on avoiding misconduct and legal non-compliance, such as the Code of Conduct, policies and procedures, training, communication tools, compliance risk assessment, execution of due diligence and engagement in collective actions. Taken together, the preventive measures aim to mitigate possible risks within the company.

Relationship with STAKEHOLDERS

GRI 2-25, 2-29, 203-2

We believe that relationships with stakeholders are essential to our Sustainability Strategy. By recognizing and valuing the needs of all the stakeholders we interact with, including associates, customers, suppliers, shareholders, investors, local communities, and regulatory bodies, our journey becomes stronger, benefiting not only the business but also society and the environment.

By prioritizing engagement with our stakeholders based on proximity, transparency, and communication, we establish relationships of trust and collaboration, anticipate risks, and generate shared responsibility for the sustainable development of all involved.

We identify our stakeholders based on their direct or indirect connection to the business, considering their impacts on operations and by mapping the impacts (economic, social, and environmental) that we generate on each of them. Next, we share the different stakeholders with whom we interact.



Customers

The customer is at the center of all conversations within Algar Telecom, and is part of one of our main values (Customer, our reason for existing). Our purpose is to bring the best experience in solutions, quality and service to residential and business customers, always based on the principles of ethics, responsibility and transparency.

Monitoring the customer experience is fundamental to detecting points for improvement at every stage of their journey, including purchase, delivery, after-sales service and daily use of our products and services. We are committed to serving

our customers' interests by offering solutions that meet their needs. We work to ensure that the user experience is fluid, and in the event of any problem, we act promptly to resolve it quickly and effectively.

With Algar Telecom, customers decide how to receive and pay their bill, which is presented in a simple, self-explanatory way and with amounts in line with what has been negotiated. In cases of cancellation requests, we are proactive in understanding the customer's motivations and strive to re-establish a relationship of trust. Throughout all the stages, we try to make the customer aware that we are promoting actions to maintain, increase and enhance our solutions and the relationship established with Algar Telecom.

In addition, we are increasingly aligned with digital transformations, whether for the development of our solutions or for management. In this sense, we are advancing on our journey of evolution, which aims to strengthen the Agile methodology at Algar Telecom. The goal is to create a more fluid organizational design, operating in end-to-end journeys and with a focus on the customer.

Relationship channels: business meetings, visits, email and telephone contacts, the FiGital portal, events and external communications are all part of our relationship with this audience.

Members

Human capital is among the main challenges and opportunities for the companies of the future. We are convinced that it is our associates who build our history and develop Algar Telecom. We constantly seek to promote professional development and equal opportunities in the workplace, ensure training for the proper development of professional functions, maintain fair remuneration based on position and performance, and provide a stable, safe, and diverse workplace.

To ensure care and engagement with these stakeholders, we have a Vice Presidency of People, composed of a skilled team to develop programs, initiatives, and communication aimed at the internal audience. To keep the best teams, we map key competencies for the business, identifying the professionals who have them and, if necessary, the lack of certain skills, investing in training initiatives. With this in mind, in 2024, we promoted *Movimenta Algar*, a program focused on the development of core skills, according to the challenges of each area. We also constantly measure the ENPS (Employee Net Promoter Score) of human talent sub-processes.

In addition, it is essential to listen and maintain a permanent channel of dialog, and to be

transparent and inform about the relevant aspects of business development. In 2024, we had the support from digital internal communication channels, such as a corporate intranet (*Algar-net*), an internal social network (*Viva Engage*), remote meetings and a chat between associates (*Teams*) - which has a virtual assistant called *Ju*, to help associates with Human Talent issues. We also have periodic agendas with the company's leaders, called *VPTH with Leaders*, a time for dialog between TH and the associates about the company's strategy and culture, as well as issues related to team management and company guidelines.

To strengthen our culture and delve deeper into the Algar way of being, we have resumed a hybrid journey, with face-to-face days at the company for exchanges and strengthening relationships. In addition to internal communication channels, we have specific forums for aligning general and strategic topics. Every Wednesday, the associates participate in *Você na VC*, an online meeting to align general topics, and once a semester, we hold *Falando de Resultados*, an event that brings together 100% of the associates to discuss strategy, as well as to celebrate the results of the semester/year.



Relationship channels: corporate social network, email, training, general and specific forums, periodic programs/meetings and volunteering are all part of the tools for engaging with this audience.

Suppliers GRI 414-2

We engage with different types of suppliers, from services, goods, consultancy, offices, industry, among other segments, with the aim of achieving an increasingly integral, sustainable and conscious supply chain. All suppliers receive the Algar Telecom Supplier Code of Conduct and undergo a rigorous due diligence process, approval, and various checks, including compliance with legal, environmental, and social standards and requirements. In addition, they can undergo Compliance according to the activities they perform. We also send communications to this audience, reinforcing our guidelines, policies, and other relevant topics of the Company.

We also emphasize that in our main regions (Uberlândia, Uberaba, Patos de Minas, Nova Serana, Ituiutaba, Itumbiara, and Franca), 84% of our purchasing budget is directed towards products and services from local suppliers, consolidating this relationship and valuing suppliers from each locality where we operate. These are concession locations, i.e. areas of operation granted by Anatel, with our own operations where we have a greater volume of purchases and a greater volume of operations. GRI 204-1



We classify suppliers according to their profile, so that we can then take targeted action to manage impacts and risks. The current thematic groupings are:

- » **Sustainability/environmental impacts:** suppliers that provide services such as the collection and disposal of hazardous and non-hazardous waste, cleaning and maintenance of environments, maintenance and cleaning of air conditioning and generators, infrastructure services (civil and network works), maintenance and contracting of fleet services, receive constant engagement on social and environmental topics.
- » **Occupational Safety:** our area of Specialized Services in Safety Engineering and Occupational Medicine (SESMT) carries out the approval of suppliers. The supplier's and their

employees' documentation must prove compliance and conformity with legal standards and requirements. In addition, field inspections, safety dialogues, workshops and other actions are carried out.

- » **Data Protection:** if the supplier has access to personal data, a questionnaire regarding the data privacy process, policy assessment, employee awareness, presentation of the data protection officer, and signing of contracts with clauses related to the General Data Protection Law (LGPD) is applied.

Relationship channels: forums, meetings, training, announcements and supplier portal.

- » **Financial health:** suppliers with contracts over R\$ 250 thousand are considered critical and must undergo a financial health assessment, with a consultation to SERASA.
- » Compliance: consultation of the list of companies cited in Lava Jato Operation and the Integrity Portal.

Socio-environmental assessment GRI 308-1, 414-1

Our suppliers undergo a process of evaluating environmental legal requirements and an ESG risk assessment through data search using Artificial Intelligence. In it, we learn about their engagement with the main ESG themes. We also send out frequent communications encouraging good sustainable practices among this audience and we keep in touch with them on a regular basis to ensure that they keep their legal documentation up to date. In 2024, 11% of the suppliers critical to the environment were evaluated by the Sustainability department. The Compliance area has already evaluated the criteria for social impacts (70%).

Investors

We have been an unlisted public company since 2017 and have issued 15 public debentures. Over the years, we have built up a relationship of trust with our investors and creditors, always striving for



ongoing dialog in order to establish transparent and honest relationships.

For the relationship with these stakeholders, we maintain an investor relations area that works to ensure they have complete, accurate, clear, and timely information about the business. In this way, we provide them with all the relevant information they need to make decisions, as well as keeping them up to date with important developments in the company. Communications are made through the Reference Form, audited Financial Statements, Relevant Facts, Earnings Releases, and Management Reports. Finally, we also have the Fale com RI channel, available on the Investor Relations website for all those who wish to access Algar Telecom.

Relationship channels: Reference Form, audited Financial Statements, Relevant Facts, Earnings Releases, Management Reports. Letters, questionnaires, meetings, roadshows, calls, website and email.

Partners and franchisees

We have partners and franchisees in almost every location where we operate. Our method of establishing proximity applies to partners and franchisees as well, encouraging entrepreneurship and fostering a good relationship between these stakeholders and their customers. To ensure engagement, we have teams dedicated to dealing with these audiences.

In addition, since 2021, we have developed the Essência Program, in which the steering committee has moments to address the culture of integrity

with these stakeholders. For franchisees, in 2024, Level Up was launched, an initiative that promotes engagement, training and reinforcement of Algar Telecom guidelines, as well as recognizing those who stand out in terms of participation and engagement. Among Level Up's actions, we can highlight Game Level Up, a gamification platform for engaging franchisees and their employees in the Algar Telecom universe. In 2025, Level Up will gain a new chapter, the PEX (Excellence Program 2025), which aims to focus on the recognition and engagement of our franchisees.



Relationship channels: constant meetings and visits for alignment, events, the Essência program and Level Up.



Shareholders

To engage these stakeholders, we maintain various communication channels with the elected members of our Board of Directors and also a service channel for shareholders, in addition to the Investor Relations portal.

Relationship channels: meetings, email, newsletter, WhatsApp and website.

Our main shareholder, Algar S.A, is an important economic group in the country, and its family governance structure currently maintains the Shareholders Academy, whose mission is to accelerate the development of shareholders and heirs, strengthening the unity and sense of purpose of the business family. The academy promotes various individualized and collective development initiatives, as well as various communication channels (family newsletter, WhatsApp groups, emails, periodic Board of Partners/family meetings, among others).

Specialized media

We aim to maintain communication and dialogue based on transparency and a commitment to the truthfulness of information. We believe in the importance of the role of opinion formers as one of Algar Telecom's interlocutors, which is part of our permanent reputation building for the most diverse audiences.

Engagement with these stakeholders occurs through responding to requests from media outlets, conducting interviews with our executives, and sending relevant information and disclosures about the Company's business and operations.

Algar Telecom won the Companies that Communicate Best with Journalists in Brazil award in the Telecommunications category in 2024. The recognition is promoted by the Center for Communication Studies (Cecom) and the Negócios da Comunicação Platform and highlights our commitment to transparency and open dialog with the press. The vote is carried out with professionals from the newsrooms of the media outlets.

Relationship channels: meetings, relationship gatherings, and email.

Regulatory Bodies

Our aim is to maintain a frequent relationship based on the principles of legality, impersonality, administrative morality, publicity and efficiency. These stakeholders are involved in the decision-making process in the formulation of regulatory policies and in the process of obtaining authorizations, grants, and licenses, on which the company's business depends. We have a Regulatory Affairs department, which establishes a close dialog with the main regulatory bodies in our sector. We permanently monitor any changes or creation of laws and regulations applicable to the business, promptly promoting the necessary adjustments to ensure the compliance of activities.

Relationship channels: strategic, political-institutional and technical meetings. Thematic Groups and events. Action through sectoral entities.



Sectoral activity GRI 2-28

We participate in national and international associations and organizations, with the goal of strengthening our sector's performance and multiplying the benefits provided to society.

Conexis: an organization that brings together the largest telecommunications and connectivity companies and works with the executive branch in Anatel, the Brazilian Congress and the judiciary. It produces and disseminates data and information, promotes studies, debates and events aimed at updating and implementing legislation, public policies and regulations in the sector, as well as seeking to enable the expansion and improvement of connection and communications infrastructure in Brazil. We are active at all levels of governance, including the Board of Directors, the Board of Vice-Presidents of Associated Companies, Executive Board Meetings, Thematic Committees and Working Groups.

Telcomp: it brings together more than 70 companies, including fixed and mobile telephony operators, broadband and internet access, pay-TV, data centers and corporate services, seeking to promote competition as a lever for the development of the sector. It acts in the spheres of Anatel, the Brazilian Congress and the judiciary. We participate in the Board of Directors, the Executive Committees, and the Technical Groups.

Associação Neo: it has institutional activity in the Internet and Telecommunications sector, representing the interests of its associates, always in pursuit of free competition and competitiveness in the market. It is also responsible for negotiating content, applications and platforms for independent broadband, pay-TV and fixed and mobile telephony companies. We are part of the Board of Directors, executive meetings, and discussion groups.



MATERIALITY

Assessment

GRI 3-1, 3-2



Our materiality matrix presents the main topics in which Algar Telecom’s operations have economic, social, and environmental impact. In 2024, we maintained the matrix drawn up in 2021 as the guide for our efforts towards sustainable development. Its construction was based on benchmarking studies (sector analysis) and internal documents, as well as interviews with company executives. This process resulted in a list of priority topics, which was sent for online evaluation and validation by internal and external stakeholders, selected based on the impact generated on them by the Company or by them in our operations:

- » Associates (company employees)
- » Shareholders
- » Investors
- » Franchisees
- » Business partners
- » Suppliers
- » Regulatory Bodies
- » Telecommunications and Information Technology (IT) industry experts
- » Customers of each business segment of the Company
- » Specialized journalists in the telecommunications and information technology (IT) sector
- » Company’s Board of Directors

Material Topics Algar Telecom

Size	Material Topic	Disclosures GRI and SASB	Impact limit for Algar Telecom	Organization's involvement in the impact	Relevant stakeholders (Algar Telecom operations)	Impacts on stakeholders
Environmental	Climate Management	GRI 3-3; 201-2; 305-1; 305-2; 305-3; 305-5	Inside and outside	Direct and indirect	Shareholders/investors, Community/society, Algar Operations, Environment	Algar Telecom generates greenhouse gas emissions, primarily from Scope 1 and 2. Thus, it directly impacts the environment and community/society. The company itself can also be indirectly impacted by its image in the market and in society based on the environmental responsibility it holds.
Environmental	Waste Management	GRI 3-3; 306-1 a 306-5 SASB 440A_1	Inside and outside	Direct and indirect	Shareholders/investors, Community/society, Suppliers and partners, Government/regulatory body, Environment, Algar Telecom operations	The improper disposal of hazardous waste brings negative impacts to the environment, including soil pollution, rivers/springs, and also air pollution. In view of this, Algar Telecom carries out environmentally correct disposal and destination. The greatest impacts result from our operational activities, which can reflect on operational processes and the hiring of suppliers who are committed to acting in an environmentally correct manner. Non-compliance with the correct management of solid waste has a negative impact on negotiations with shareholders/investors, as concern grows about investments in companies with sustainable practices. It also implies environmental infractions and negatively impacts the government and environmental agencies, through administrative proceedings.
Social	Worker health and safety	GRI 3-3; 403-3; 403-4; 403-5; 403-9	Inside and outside	Direct and indirect	Employees, Suppliers, and partners, Algar Telecom Operations	All areas of the company are impacted, especially the operational teams, where there is greater exposure to occupational risks. This includes third parties that carry out operational activities. The other associates are impacted through support and assistance in emergency situations (illnesses, absences, work-related injuries, among others).
Social	Customer satisfaction and experience	GRI 3-3; 418-1	Inside and outside	Direct	Shareholders/investors, Employees, Community/society, Customers, Algar Telecom Operations	Offering quality services guarantees good customer satisfaction and experience and attracts new customers. This enhances financial and operational results, generates greater returns for shareholders/investors, and ensures demand for suppliers and partners.
Social	Customer privacy and cybersecurity	GRI 3-3 SASB 220A_1; 220A_3; 230A_1; 230A_2	Inside and outside	Direct	Shareholders/investors, Employees, Community/society, Customers, Suppliers and partners, Algar Telecom Operations	Cybersecurity issues impact customer data privacy, which can result in loss of customers and fines for non-compliance with laws and regulations. Personal data processing operations can be paralyzed by the Brazilian Data Protection Authority (ANPD) due to an incident, generating financial and image damage for the company.
Social	Innovation	GRI 3-3	Inside and outside	Direct and indirect	Shareholders/investors, Employees, Community/society, Customers, Suppliers and partners, Algar Telecom Operations	The solutions developed in partnership with Brain impact the entire value chain of Algar Telecom: the Station, regarding the internalization of projects, the employees, through operational processes, the customers, through solutions, society, through the development of partnerships for innovation, and shareholders/investors through the value generation of innovation projects.

Size	Material Topic	Disclosures GRI and SASB	Impact limit for Algar Telecom	Organization's involvement in the impact	Relevant stakeholders (Algar Telecom operations)	Impacts on stakeholders
Social	Network reliability and system availability	GRI 3-3	Inside and outside	Direct	Shareholders/investors, Community/society, Customers, Government/regulatory body, Algar Telecom operations	Since we provide public utility services, their unavailability can impact the company and the stakeholders in general. The unavailability of the service and the failure to meet the targets can create budget pressure for operations, as the volume of complaints will be greater than expected. Customers will have their business and activities compromised. The regulator can fine the company if it fails to meet any quality commitments.
Social	Social Inclusion	GRI 3-3; 203-1 SASB 550A_1	Inside and outside	Direct and indirect	Shareholders/investors, Employees, Community/society, Customers, Suppliers and partners, Government/regulatory body, Algar Telecom Operations	The expansion of broadband services provides digital inclusion, access to knowledge and information for the population. This supports the emergence of new job and education opportunities and supports the economic development of the communities served, including influencing local economic and social development indicators. The growing and sustainable business ensured by efficient governance directs investments and supports the longevity of the business and its entire value chain.
Social	Attracting and retaining talent	GRI 3-3; 401-1; 401-2	Inside and outside	Direct	Shareholders/investors, Employees, Customers, Algar Telecom Operations	Attracting and retaining associates brings quality to team relationships, promotes a positive environment and good performance in deliveries. Having good talents in the organization and retaining them has a direct impact on the results and continuity of the business, reducing turnover and ensuring that the company's culture is upheld.
Governance	Economic and Financial Performance	GRI 3-3; 201-1	Inside and outside	Direct	Shareholders/investors, Employees, Community/society, Customers, Suppliers and partners, Government/regulatory body, Environment, Algar Telecom operations	The company's economic and financial performance has an impact on generating value from the investments it makes and distributes to its stakeholders. Influence on the possibility of hiring suppliers to support activities, which reflects on the quantity and quality of the products and technologies offered to the customer. The number of customers impacts the capacity for retention, remuneration, promotion, and development of the associates. The growth of the business reflects on the installation, maintenance, and extension of aerial and underground networks, the volume of electronic waste generated, and the use of natural resources, which creates impacts on the environment. For the community, the expansion or contraction of funds affects the social support provided by the company, such as volunteer activities and through NGOs, as well as generating indirect economic impact. The government is subject to disengagement or non-compliance with formally assumed obligations, which can result in associated financial sanctions provided for by law.
Governance	Corporate governance and integrity	GRI 3-3; 205-1; 205-2; 205-3	Inside and outside	Direct	Shareholders/investors, Employees, Community/society, Customers, Suppliers and partners, Government/regulatory body, Algar Telecom Operations	This topic can add or destroy value, as it shapes the company's business model and is linked to the application, or not, of sanctions against companies in the event of violating anti-corruption laws, as well as good market practices. The way it is managed can result in financial damage and damage to the company's image, as well as affecting institutional strengthening and significant brand reinforcement. Such issues resonate in the distribution of value to stakeholders, such as suppliers, customers, associates, and also to executives, by reducing/increasing the chance of conflicts of corruption, frauds, among others.
Governance	Compliance with laws and regulations	GRI 3-3; 205; 206; 419-1 SASB 520A_1	Inside and outside	Direct	Shareholders/investors, Government/regulatory body, Algar Telecom operations	This topic is addressed and used by the commercial area in order to develop actions to mitigate competitive action, surveys of information available for marketing products, to develop mitigating competitive actions. Issues of (non-) compliance can impact the company and its value generation for shareholders/investors and require a position from the regulatory body.



- 48 Governance Structure
- 53 Integrity as a value
- 57 Management of corporate risks

Governance and Risk Management



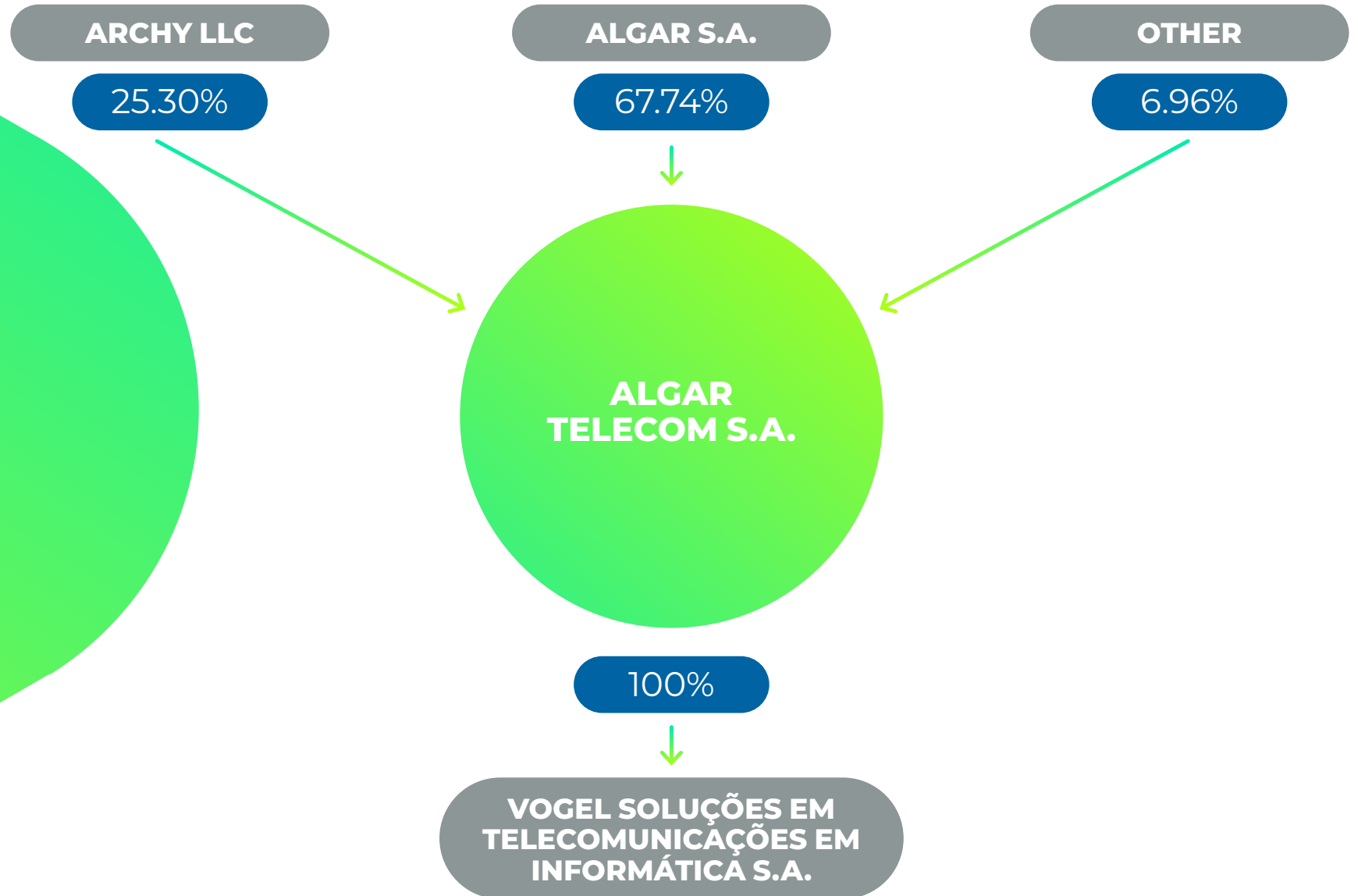


Corporate Structure

The Company is made up of Algar Telecom S.A, a joint-stock company registered as a public company (not listed on the stock exchange) with the Brazilian Securities and Exchange Commission (CVM); and Vogel Soluções em Telecomunicações em Informática S.A.

Our largest shareholder – Algar S.A, is an important economic group in the country, operating in the sectors of telecommunications, information technology, agribusiness, entertainment, and real estate.

The company's governance practices are constantly evolving with the goal of creating a set of mechanisms that contribute to long-term value generation and business sustainability. GRI 2-1



GOVERNANCE

structure

GRI 2-9

Board of Directors

The Board of Directors (BoD) is the highest management body of the company, created with the purpose of ensuring the professionalization and sustainability of the business. Its primary function is to lead the decision-making process, as well as to establish and monitor the strategies defined. The Board of Directors is made up of six directors - at least two of whom must be independent - whose term of office is two years. The Chairman of the Board does not hold an executive position in the Company. GRI 2-11

The body is supported by the Audit Committee and Risk Management and the People Committee. With external specialists and directors, the role of the committees is to support the advisors in in-depth analyses on specific topics to inform decision-making. Its operation and responsibilities are defined by internal regulations.

Critical concerns are shared during ordinary meetings of the Board of Directors and the Committees, considering reports from the Internal Audit, Risk Management, Compliance, Ombudsman, among others. Extraordinary communications are made through the Governance Portal, which the company uses whenever necessary. In more critical cases, extraordinary meetings may be called, as provided for in the bylaws. In 2024, 246 critical concerns were reported to the BoD, originating from the Ethics Channel, which receives anonymous reports of alleged irregularities, acts contrary to legislation, or deviations from the Code of Conduct of Algar Telecom. GRI 2-16



Appointment and selection GRI 2-10

The appointment of members to the composition of the Board of Directors can be made by the management or by any shareholder of the Company. Shareholders who wish to nominate candidates may notify the Company in writing up to 30 days before the General Meeting that will elect the new Board of Directors. In the case of the Committees, the nomination can be made by any member of the BoD and the Executive Board, up to 15 business days prior to the Board meeting that will indicate, by majority vote, its composition. The appointment of internal members to the Committees, i.e. those who hold executive positions in the Company, is not permitted.

The selection considers criteria such as alignment with the company's values and culture, diversity of knowledge, experience, behavior, cultural aspects, age and gender. The aim is to enable the Company to benefit from a plurality of arguments and a decision-making process with greater quality and security. For the BoD, knowledge and experience related to economic, environmental and social topics are also considered.

To prevent conflicts of interest, members of the Board of Directors are prohibited from participating in other boards of directors, advisory committees, fiscal councils, or being part of the staff

of competing groups. Furthermore, they cannot have interests in the company's value chain. Independent members of the Board of Directors and external specialist members of the Committees must formally declare, annually, any absence or potential conflict of interest. If a conflict of interest is identified, the members involved are removed from their duties until the General Meeting of the Company deliberates on the matter. GRI 2-15

In order to improve its work, the BoD is periodically evaluated in three dimensions: the performance of the Board as a collegiate body, the individual performance of the directors and the performance of the Chairman of the Board. GRI 2-18

Audit Committee and Risk Management

The Audit and Risk Management Committee aims to ensure the quality, integrity, transparency, and credibility of the financial statements, the effectiveness of the audit processes (internal and independent), and internal controls, as well as compliance with applicable legislation. The group is also responsible for ensuring an appropriate corporate and operational risk management policy. It is made up of external directors and experts, with at least three members, one of whom is independent.

Board of Directors Composition of the BoD on 12/31/2024

Member	Position	Gender	External	Independent	Term of office
Luiz Alberto Garcia	President	M	Yes	No	06/03/2024–04/30/2026
Estanislau Mendes Llobatera Bassols	Vice-President	M	Yes	No	08/23/2024–04/30/2026
Luiz Alexandre Garcia	Member	M	Yes	No	06/03/2024–04/30/2026
Eliane Garcia Melgaço	Member	F	Yes	No	06/03/2024–04/30/2026
Luiz Eduardo Falco Pires Correa	Member	M	-	Yes	06/03/2024–04/30/2026
Thilo Helmut Georg Mannhardt	Member	M	-	Yes	06/03/2024–04/30/2026

Composition on 12/31/2024

Member	Position	Gender	External	Independent	Term of office
Thilo Helmut Georg Mannhardt	Committee coordinator and BoD Member	M	-	Yes	05/21/2024–05/20/2025
Fernanda Aparecida Santos	Member	F	Yes	No	07/29/2024–05/20/2025
João Ricardo Pereira da Costa	Specialist member	M	Yes	No	05/21/2024–05/20/2025

People Committee

This committee aims to ensure a strategic management of Human Talent that is recognized and valued by stakeholders as a competitive advantage of the company. In this way, it focuses on preserving values, evolving and strengthening the culture and maintaining a good organizational climate. It is composed of up to four members, being desirable that at least one of them be a member of the Board of Directors.

Composition on 12/31/2024

Member	Position	Gender	External	Independent	Term of office
José Luciano Duarte Penido	Committee coordinator	M	Yes	Not applicable	05/21/2024–05/20/2025
Dominique José Einhorn	Specialist member	M	Yes	Not applicable	05/21/2024–05/20/2025
Juliana Ribeiro de Afonseca	Member	F	Yes	No	07/29/2024–05/20/2025

Executive Board

The officers of Algar Telecom are responsible for following the strategic guidance set by the Board of Directors. This body chooses the top executives based on qualifications, experience and value alignment, as well as monitoring their performance.

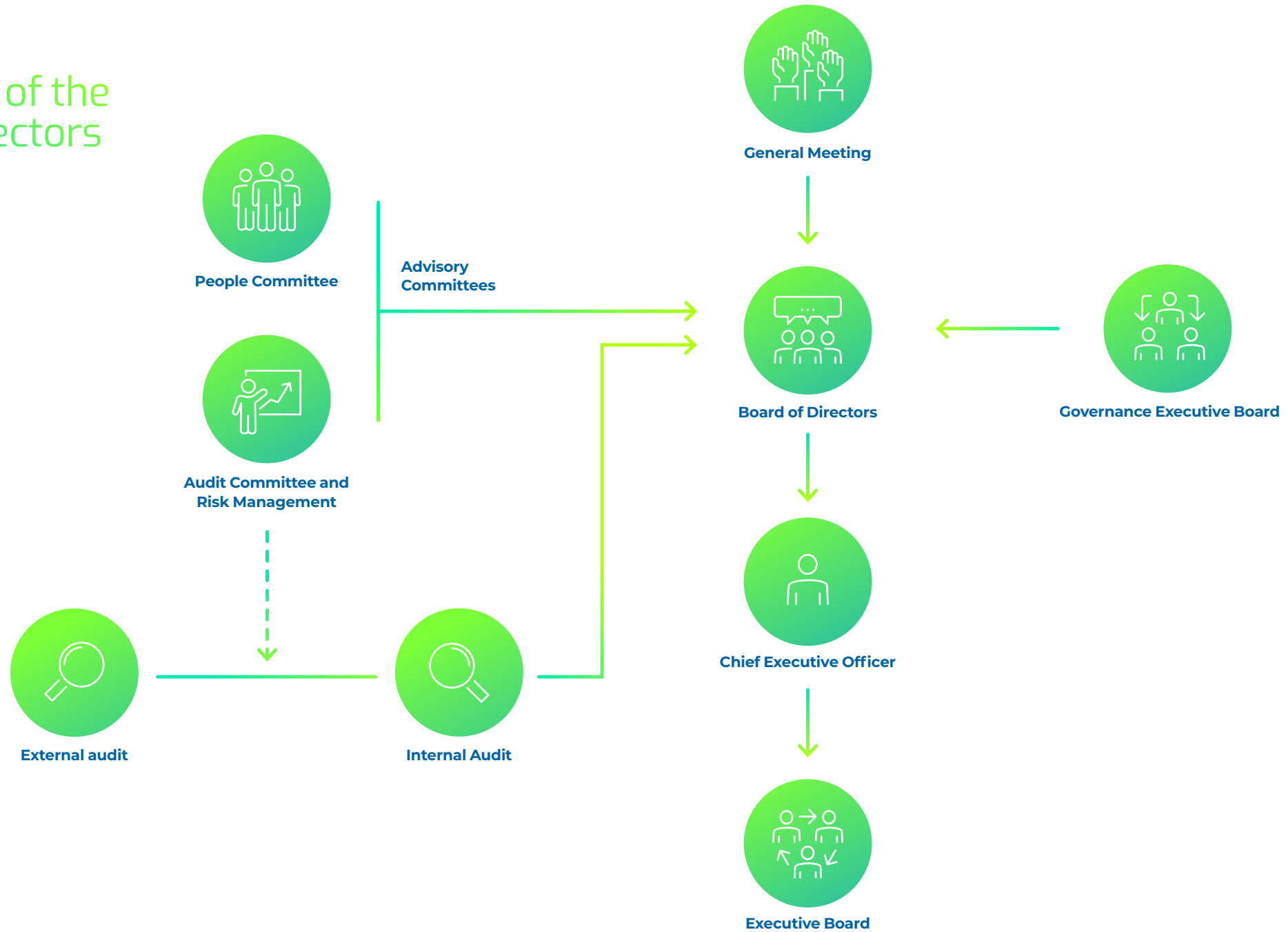
Statutory Officers - Composition on 12/31/2024

Member	Position	Gender	Term of office
Luiz Alexandre Garcia	CEO	M	05/12/2023–04/30/2026
Gustavo Uramoto Matsumoto	Finance and Investor Relations Director and Vice-President	M	05/12/2023–04/30/2026
Ana Paula Rodrigues	People Director and Vice President	F	05/12/2023–04/30/2026
Márcio de Jesus da Silva	Vice President Director of BUs ServC, ServB and Wholesale Business Officer	M	02/02/2022–04/30/2023



[Click here to see the CVs of the directors and officers](#)

Connections of the Board of Directors



Engagement with sustainable development GRI 2-12

Our actions in the ESG pillars, including strategies, policies, and goals related to the topic, are guided and monitored by the Board of Directors. The engagement of top management is connected to our commitment to sustainability, which is one of Algar Telecom's five values and is directly linked to the way we conduct business. In this context, relevant topics are brought to the attention of the BoD, which also plays the role of guardian of the company's vision, mission, values, Code of Conduct, corporate purpose and corporate governance system.

The Board delegates to the CEO the responsibility of managing the Company's impacts on the economy, environment, and people. The latter, in turn, assigns responsibility to its executives according to priority topics: economic topics are the responsibility of the Financial and Investor Relations Vice-Presidency, while social and environmental

issues are handled by the People Vice-Presidency. The BoD and its Committees deliberate annually, according to the thematic calendar of their ordinary meetings, which seeks to cover all relevant topics from an economic, environmental, and social perspective. GRI 2-13

In meetings involving our Executive Board and the governance bodies, topics related to the corporate strategy concerning the ESG agenda are addressed, which require monitoring and/or potential deliberation, thus demonstrating their importance for the business and sustainable development. Relevant clarifications and content about ESG are also provided in a timely manner, contributing to the enhancement of the knowledge of the executives in these groups, and inviting them to contribute to the prioritization and evolution of initiatives and projects related to the Company's material topics. GRI 2-17



INTEGRITY

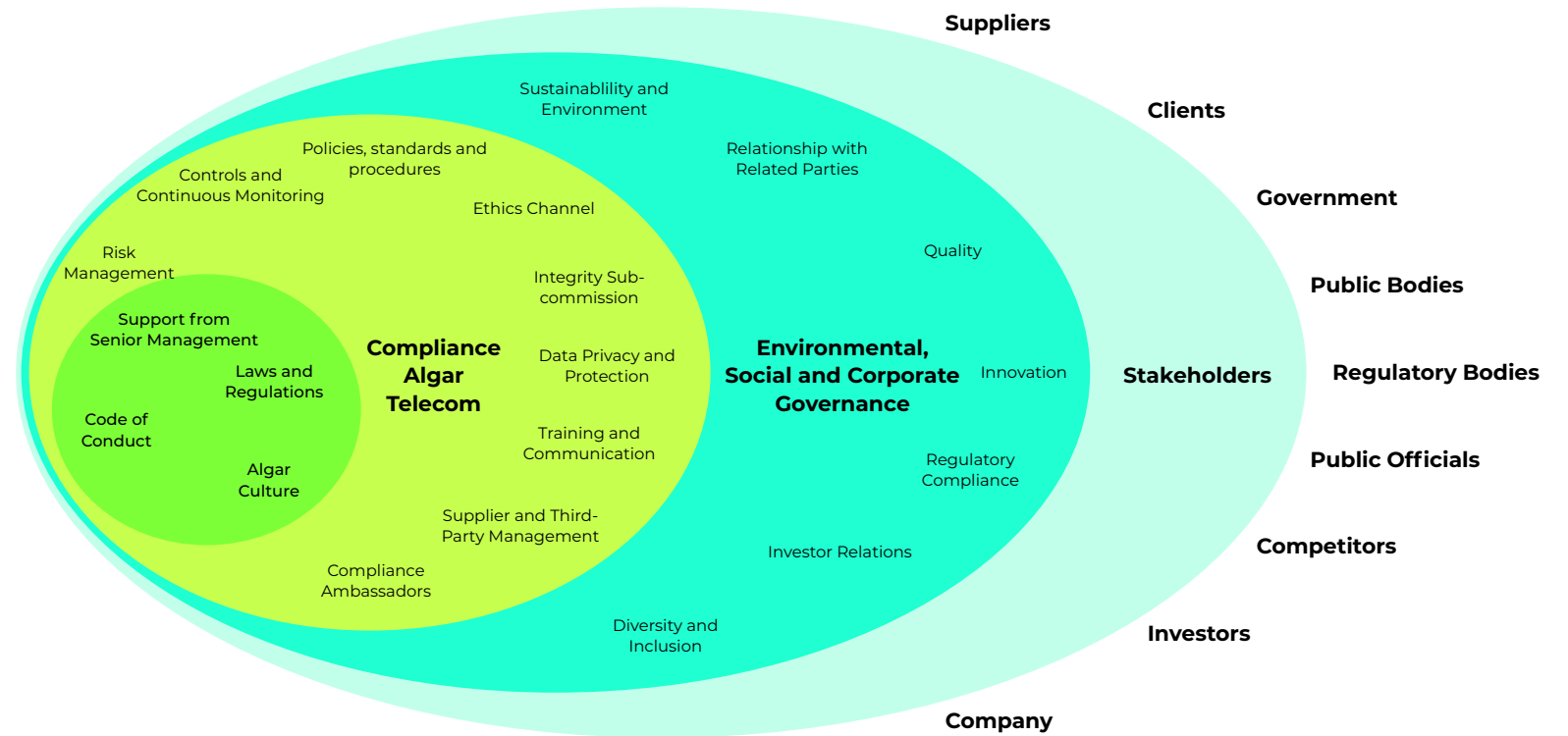
as a value

GRI 3-3, 2-23, 2-24

Acting with integrity is one of Algar Telecom's core values. Our Compliance area works to ensure that all the company's activities are carried out in compliance with the legislation in force, are aligned with ethical standards and strictly comply with regulatory standards. We use a series of mechanisms to guide our associates and suppliers, which are essential to prevent, identify, and mitigate risks, as well as to systematically correct the occurrence of unethical, illegal, and/or misaligned conduct with our corporate culture.

In addition, we maintain an Ethics committee represented by the Integrity Subcommittee, a collegiate body whose main goal is to ensure compliance with the guidelines of the Code of Conduct, Corporate Policies, and applicable laws, constituting the main body for managing and developing the ethical culture of Algar Telecom. Formed by a multidisciplinary team with members from the Compliance, Human Talents and Internal Audit areas, it also has the task of deciding on disciplinary measures in accordance with the Corporate Policy for Managing the Consequences of cases arising from the Ethics Channel.

In 2024, there were no significant cases of non-compliance at the Company. As significant, we consider cases with the capacity to influence investment decisions, based on quantitative criteria, which encompass non-compliance processes with laws and regulations that involve materialized losses resulting from sanctions or penalties for non-compliance with laws and regulations with a value exceeding R\$ 16 million. GRI 2-27



Compliance and Integrity Program

To strengthen our corporate governance, we have structured the Compliance and Integrity Program, with tools based on global best practices and respect for locally applicable laws. The Program encompasses associates, administrative bodies, business partners, suppliers, customers, and other audiences with whom we interact.

Code of Conduct, Policies and Standards

The expected attitudes and behaviors of our associates and administrators are expressed in the Algar group's Code of Conduct, which is complemented by Corporate Policies and Standards. Periodically, these documents undergo reviews and approvals that involve leadership, the Compliance area, vice presidencies or executive boards, and, in the case of the Code of Conduct and Policies, the Board of Directors.

To ensure that everyone complies with the current guidelines, every year the Code of Conduct is signed by all Algar group associates, who declare their commitment to comply with it in full. The Code of Conduct, Corporate Policies and Standards are accessible by all associates on the Company's internal platforms and can be accessed by the external public [at this link](#).

Communication and training

Our compliance guidelines are disseminated through clear and transparent communications, both to our internal and external audiences. We use simple, objective language to guide and promote reflection on our values and culture. We believe that knowledge generates change and strengthens the culture of integrity.

Therefore, all associates participate in mandatory training on the topics of the Compliance and

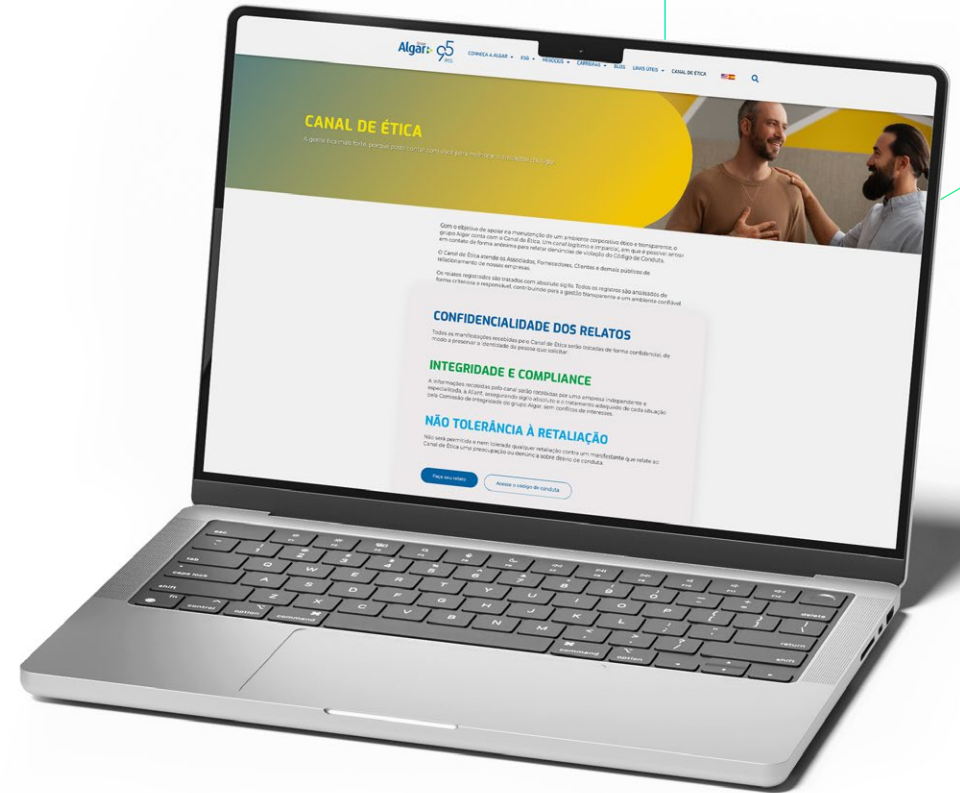
Integrity Program, such as anti-corruption guidelines, Code of Conduct, General Data Protection Law, and other essential topics regarding the company's processes.

These training sessions are designed with the active participation of the company's leaders, who play an extremely important role as role models and in guiding the teams. Where necessary, Compliance training is carried out for specific audiences according to the day-to-day activities connected to the topic.

We also have a program of Compliance Ambassadors, which selects associates from various areas of Algar Telecom to act as guardians and promoters of good practices among their colleagues in the Company.

Ethics Channel GRI 2-25, 2-26

In order to support the maintenance of an ethical and transparent corporate environment, the Algar group has the Ethics Channel. Available to associates, customers, suppliers, and other related parties of our companies, the channel is an important tool within the integrity mechanism of Algar Telecom, as it enables transparency regarding possible irregularities committed within our company. It is a legitimate and impartial channel where people can contact us anonymously to report any alleged irregularities, acts contrary to the law or deviations from our Code of Conduct.



The indicators of cases received by the Ethics Channel are shared in specific meetings of the Board of Directors and its Advisory Committees. More critical cases, such as significant fraud and reports of executives, are shared with the Advisory Committees as soon as they are received, for support and monitoring of the investigation. This attribution is even highlighted in the regulations of these bodies.

In 2024, 246 reports were received, of which 100% were handled by the responsible team.

Available communication channels:
 Website: www.grupoalgar.com.br/canaldeetica
 Phone: **0800 034 2525**
 E-mail: canaldeetica@algarholding.com.br

Compliance in supplier management

GRI 414-1, 414-2

Supplier management is very important to minimize potential reputational risks and ensure safety and reliability in business relationships. Therefore, we have preventive mechanisms for assessing the integrity of our suppliers. Background checks and integrity assessments make a significant contribution in this context. The goal is to assess topics such as involvement in administrative and judicial proceedings, as well as issues related to cases of non-compliance with anti-corruption laws, validating whether they follow the same principles and values as ours.

Our business partners must sign the Supplier Code of Conduct to initiate and maintain business relationships with the Company. The document establishes the guidelines regarding the ethical, sustainable, and transparent behavior expected from all our partners and suppliers, extending to their respective employees, partners, and contractors. In addition to the signing of the Code, our contracts and agreements include integrity and anti-corruption clauses.

In 2024, we approved 442 partners. In addition, 83% (369) of our new suppliers were selected based on social criteria, and of those, 5.5% (17) were identified as causing real or potential negative

social impacts. In these cases, we take appropriate measures to agree on improvements with 1% of the suppliers and terminate our business relationships with 4.6%.

Thorough analysis

An important step in the relationship with suppliers was initiated in 2024, with the hiring of a new platform for the evaluation and approval of these stakeholders. This is Ecovadis, considered a global benchmark, which strengthens our work with impartial and robust indexes and criteria. In addition, in 2024, we also contracted a new homologation system, the implementation of which is scheduled for 2025. The tool will provide the centralization and standardization of the approval process, as well as automate queries to public databases and status notifications for suppliers, requesters, and interface areas.

Fight against corruption

GRI 205-1, 205-2, 205-3, 206-1

Based on our commitment to integrity, we actively participate in actions aimed at combating corruption. We are signatories of the Business Pact for Integrity and Against Corruption of the ETHOS Institute, whose goal is to promote a more integral and ethical market and to eradicate any possibility of bribery and corruption. In addition, we have the certification seal from CertiGov, based on the requirements of the Brazilian Anti-Corruption Law (Law 12846/2013), the ISO 37001:2016 standard, the Foreign Corruption Practices Acts (FCPA, the U.S. anti-corruption law abroad), the Bribery Act (the UK version), and the Organization for Economic Cooperation and Development (OECD) Anti-corruption convention.

The seal demonstrates Algar Telecom's commitment to good sales practices for the government and certifies the integrity actions in processes, policies, and the dissemination of an ethical culture, confirming our stance against corruption and bribery, as well as good practices to reduce the risks of involvement in illegal activities.

We are committed to disseminating Brazilian anti-corruption legislation to our employees and stakeholders. Internally, we have 67 risks mapped and characterized as compliance risks, classified



as risks of non-compliance with current laws and regulations or the imposition of legal or regulatory sanctions with financial or reputational loss that the Company may suffer as a result of non-compliance with laws, agreements, regulations, the Code of Conduct, and internal policies and procedures.

In 2024, we assessed 27 operations (41%) for risks related to corruption. Throughout the period, there were no cases of corruption involving our employees or business partners. Additionally, there were no legal proceedings related to corruption, anti-competitive behavior, and violations of anti-trust and monopoly practice filed against the company or our employees.

The assessment of relevant risks related to this topic is an integral part of the company's Risk Management. During the mapping process, we identified the risks for which specific strategies are implemented for their mitigation.

TOTAL NUMBER AND PERCENTAGE OF EMPLOYEES who have been informed of the procedures and policies to combat corruption adopted by the organization, broken down by employee category and region.

JOB CATEGORY	No.	%	Region	No.	%
Non-executives	3,581	91	Midwest	116	3
Promotion	170	4	Northeast	212	5
Trainees	86	2	North	4	0
Executives	105	3	Southeast	3,258	83
TOTAL	3,942	100	South	352	9
			TOTAL	3,942	100

TOTAL NUMBER AND PERCENTAGE OF EMPLOYEES who received training to combat corruption, broken down by employee category and region

JOB CATEGORY	No.	%	Region	No.	%
Non-executives	3,570	91	Midwest	116	3
Promotion	169	4	Northeast	204	5
Trainees	86	2	North	4	0
Executives	102	2.6	Southeast	3,246	83
TOTAL	3,927	100	South	349	9
			TOTAL	3,927	100

TOTAL NUMBER AND PERCENTAGE OF MEMBERS OF THE GOVERNANCE BODY who have been informed of the procedures and policies to combat corruption adopted by the organization, broken down by region

REGION	No.	%
Midwest	0	0
Northeast	0	0
North	0	0
Southeast	9	100
South	0	0
TOTAL	9	100

TOTAL NUMBER AND PERCENTAGE OF MEMBERS OF THE GOVERNANCE BODY who received training in combating corruption, broken down by region

REGION	No.	%
Midwest	0	0
Northeast	0	0
North	0	0
Southeast	5	100
South	0	0
TOTAL	5	100

TOTAL NUMBER AND PERCENTAGE OF BUSINESS PARTNERS to whom the anti-corruption procedures and policies adopted by the organization have been communicated, broken down by type of business partner

TYPE OF BUSINESS PARTNER	No.	%
Business partners (suppliers)	0	0

CORPORATE risk management

The corporate risk management of Algar Telecom has the central goal of allowing the Company, proactively, to prepare to maintain operational standards within the acceptable levels of risks defined in its mapping regarding the topic, as well as being prepared for any event that may materialize and negatively impact its ability to achieve its goals and fulfill its mission.

The Compliance area, responsible for Algar Telecom's Corporate Risk Management, applies market methodologies and frameworks, providing a high standard of governance and transparency in risk management. We have a structured Risk Management Policy and Standard. The goal is to establish and internally disseminate the procedures and routines related to the Company's Risk and Control Management, including the identification, assessment, response, monitoring, and communication of risks.

We also maintain the Risk and Control Management Committee, a non-deliberative advisory body to the Company's Board of Directors. The group recommends the inclusion of new risks, evaluates and prioritizes the Risk Map/Heat Matrix, assesses the proposed risk acceptance limits, validates, and expresses its opinion regarding the policies related to the topic.



Risk map

The risks related to our business are classified according to the six categories below:



Risks of losses resulting from market fluctuations that impact the organization's assets, as well as risks related to the creditworthiness of customers, payers, and the Company's liquidity regarding its financial obligations.



Risks of losses due to negative effects on the environment and society resulting from environmental impact, impacts on indigenous peoples and communities, and protection of human health, cultural properties, and biodiversity.



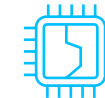
Risks associated with the Company's strategy to create, protect and grow value. They are caused by changes in the external environment, such as the political, economic and social environment, the market, competitors, mergers and acquisitions, availability, innovations, technologies and the portfolio of products and/or services, and also by the quality of the management of internal events relating to its finances and operations.



Risks of non-compliance with current laws and regulations or imposition of legal or regulatory sanctions with financial or reputational loss that the Company may suffer as a result of non-compliance with laws, agreements, regulations, code of conduct, and internal policies and procedures.



Risks arising from inadequacy or failure in the management of internal processes and people that may hinder or prevent the achievement of the Company's goals. These risks are associated both with the operation of the business (such as the provision of telecommunications services); regarding the management of support areas for the business.



Risks of a certain threat exploiting vulnerabilities of an asset or a set of assets, impacting the confidentiality, integrity, and availability of information, and risks of inoperability or failure of systems, processes, and technology equipment that process and control all operations of the Company.



By distributing the risks across the categories, we identified that almost half is related to Compliance topics (47%). The other categories appear in order: operational risks (25%), strategic risks (11%), technology and cybersecurity risks (8%), financial risks (6%) and social and environmental risks (2%). The managers at Algar Telecom are responsible for actively managing their risks and applying corrective actions to mitigate deficiencies in processes and controls, promoting effectiveness and transparency. The Company's risks are reported quarterly to the Risk and Control Management Committee (CAGR).

Our work also involves managing systemic risks arising from technological outages. In this context, we identified factors such as technical failures, cyber-attacks, and natural disasters, which have the potential to impact the continuity of our operations. These risks can result in service interruptions, data loss, and significant financial impacts. To mitigate them, we have implemented redundancies in critical systems such as power, air conditioning and internet connectivity, as well as constant support teams and Closed Circuit Television (CCTV) monitoring systems, among other measures. In 2024, we continued to monitor our indicators, with improvements in the average interruption time, as detailed below. SASB TC-TL550a.1; SASB TC-TL550a.2



	2022	2023	2024
Data and Broadband Number of interruptions in the year	6,878	10,442	14,312
Data and Broadband Average interruption time	8	7	7.1
Data and Broadband Average number of customers per interruption	67	12	9
Data and Broadband Average interruptions per day	19	29	39
Mobile Telephony Number of interruptions in the year	502	274	36
Mobile Telephony Average interruption time	5	4	3
Mobile Telephony Average number of customers per interruption	839	406	368
Mobile Telephony Average interruptions per day	1	1	0.1
Fixed Telephony Number of interruptions in the year	3,204	5,710	5,730
Fixed Telephony Average interruption time	11	9	7.8
Fixed Telephony Average number of customers per interruption	85	11	9
Fixed Telephony Average interruptions per day	9	16	16

Data PRIVACY

GRI 418-1, SASB TC-TL-220a.1, TC-TL-220a.2, TC-TL-220a.3, TC-TL-230a.1, TC-TL-230a.2

To protect the personal information of customers, associates and partners, we maintain a robust Privacy Program, based on international frameworks. The Program has a leadership team dedicated to implementing and monitoring processes, as well as playing a strategic liaison role between the Company, the ANPD (Brazilian Data Protection Authority) and the data subject. In the organizational structure, we have a specialized and multidisciplinary team to deal with the protection of personal data and support this leadership. The areas report directly to senior management, with monthly monitoring by specific committees.

The program guarantees the proper use of personal data that is collected, processed and stored by Algar Telecom. The goal is to protect and respect the privacy of our data subjects, in line with our commitment to offering high quality telecommunications services, while maintaining the trust and security of our customers' personal data as our fundamental priority.

In 2024, we updated Algar Telecom's personal data mapping in a more comprehensive way, identifying and correcting gaps. Furthermore, during this period,

we did not incur any monetary losses resulting from lawsuits regarding privacy, grievance registration, and/or data leaks that caused significant harm to the data subjects.

As a way to advance maturity and strengthen our Privacy Program, in 2023, we also started a Privacy improvement project with the goal of updating our ROPA (Record of Processing Activities), which are the records of processing activities. We have applied the lessons learned and optimized our privacy and data protection processes, giving more transparency and reliability to the data subject. All this effort has become the basis for our actions in 2024.

We also have a Working Group on data protection and information security to deliberate on best practices, and a privacy ambassador program, made up of associates responsible for sharing these practices in the areas where they operate. We also maintain an Information Security and Privacy Committee (SIPRIV) to discuss topics related to security, infrastructure, and data privacy, synthesizing the efforts of different areas and multidisciplinary topics related to privacy and personal data protection.



Regarding sector debates, we actively participate, through the Conexis Brasil Digital union, in public consultations by the ANPD and sector studies on the topic of personal data protection.

To ensure transparency regarding data handling and to clarify our stakeholders' questions about the topic, we have made available a Privacy and Security Center, which can be accessed through this link: algartelecom.com.br/lgpd

In 2024, we revised our external policies and notices on the portal in order to improve transparency about how we handle personal data. During

the period, there were no data leaks that caused significant damage to data subjects and we did not obtain any lawsuits from data subjects in relation to privacy violations. Also in 2024, there was a petition from the Brazilian Data Protection Authority (ANPD).



- 62 Our People
- 80 Algar Institute
- 83 Social inclusion

Social performance



Our PEOPLE

CulturAlgar

CulturAlgar stands out for its uniqueness, based on its commitment to the purpose of People serving People. Since the Algar group was founded 95 years ago, we have learned and experienced the Algar way of serving people. Four main attributes stand out in the company's culture:

- » **Reliable:** We have the necessary conversations with a focus on what is best for Algar Telecom, its customers and for each one of us. We cultivate open and diverse environments in which everyone feels heard and respected.
- » **Perennial:** We deliver what we promise and make choices that guarantee execution and growth. We manage business risks and opportunities while respecting the environment, people and governance.
- » **Agile:** We make decisions with autonomy and responsibility. We simplified it to make it faster.
- » **Innovative:** We constantly innovate to generate results for the customers and for Algar. We learn from mistakes and correct them quickly.



Spreading the culture

We want all our associates and partners to be aligned with CulturAlgar's values. Among the actions we carry out to disseminate it is the Conversas de Cultura project, designed for associates of the regional offices and with the participation of top management in the program. The focus is to provide moments of connection, exchange of knowledge and deepening the history of the Algar group, as well as strengthening the importance of our culture and how to put it into practice. In 2024, the initiative took place in the cities of Rio de Janeiro, Porto Alegre and Curitiba.

Another project with the same aim is Pé na Estrada. These are visits to the regional offices with the goal of promoting closeness and welcome, aspects that feed back into our processes with the people who build the company's history every day.

Led by the Human Talent, Compliance, and Security teams, Pé na Estrada also offers content on health, safety, development, compliance, and benefits. In 2024, we had 1,600 more associates in around 15 cities.

The Essência Program promotes the integration and alignment of partners with the essence of the Algar group. During the meetings, we present our history, the values that underpin CulturAlgar and how to apply them on a daily basis. In 2024, more than 150 partners took part in the program, including franchisees, MPE partners, corporate staff and accredited stores.

We also rely on the Cultural Ambassadors to boost and strengthen our cultural initiatives. They act as guardians and disseminators of the projects, promoting actions in line with our purpose of People Serving People. We currently have more than 50 Culture Ambassadors spread across the different regions where we operate, actively contributing to the experience and evolution of our organizational culture.

Trade culture

In 2024, we structured an internal movement to raise awareness among our associates about the importance of each person's role in winning and retaining our customers, enhancing the sense of ownership among all professionals in the Company. The strengthening of the commercial culture was worked on in three main fronts:

- » **#clientesempre campaign:** we provide relevant information in various formats, with the goal that everyone, regardless of their role, acts with a business mindset, promoting sales and a great relationship with the customer. The initiative included a video manifesto, monthly newsletters communicating how each area contributes to our commercial goals and a section on the intranet with updates on the main campaigns and product launches.
- » **Strengthening of CulturAlgar (Algar Culture):** we focus on materializing the cultural attributes in the day-to-day of the teams, talking about results and recognizing their application by the associates in the execution of their functions. We also rely on Culture Ambassadors and other internal influencers and

provide communication materials that reinforce the pillars of our culture, such as backgrounds and one pages, for use in meetings.

- » **Visibility and proximity to the regions:** we work to spread the culture and our actions to all regional operations, in order to increase proximity. In this regard, we increased the representation of regional associates in images used in internal communication materials, created a group of regional influencers, and developed a content trail showcasing the daily life and culture of each region, aiming to value them.

With a focus on putting the customer at the center, we also developed an exclusive campaign for customer delight and retention messages, focusing on our churn indicator. In addition to contextualizing this term (a metric that indicates the size of customer or revenue loss for a company), we encourage reflection on the application of our culture in daily life, with examples of behaviors where our culture is present in different situations that influence the customer, regardless of the area in which the person is involved.



Personnel Management

In line with our People Serving People purpose, we strive to manage our teams better and better. We want our associates (the term we use to refer to our employees) to have optimal conditions in which to exercise their full potential, feeling safe, fulfilled and well-prepared.

We maintain a close relationship and open communication with our teams, who are informed about what is happening in the Company through internal communication channels.

In 2024, we achieved the renewal of the Great Place to Work seal, as one of the best companies to work for in Minas Gerais, Brazil, and in the Brazilian IT sector, with an improvement in our ranking position in all three categories. Among the aspects well evaluated by our associates, we highlight the recognition of the appreciation of diversity at Algar Telecom, with respectful treatment of all people, regardless of gender, color, sexual orientation and age. Other aspects with excellent evaluation were physical safety in the workplace, team members' pride, ethical leadership in business, and the Company's contribution to the community.

Employee profile

GRI 2-7, 401-1

We ended 2024 with 4,230 associates, in line with the end of the previous year. In addition to the associates, our team had 80 trainees and 78 young paid apprentices carrying out administrative activities, planning support and practical analysis in all areas of activity.



TOTAL NUMBER OF EMPLOYEES, broken down by gender and region¹

REGION	2022 ³					2023					2024				
	F	M	Other	ND ²	TOTAL	F	M	Other	ND ²	TOTAL	F	M	Other	ND ²	TOTAL
North	-	-	-	-	-	0	0	0	0	0	0	0	0	0	0
Northeast	-	-	-	-	-	31	182	0	0	213	30	176	0	0	206
South	-	-	-	-	-	54	326	0	0	380	60	322	0	0	382
Southeast	-	-	-	-	-	1,025	2,472	0	0	3,497	1,085	2,441	0	0	3,526
Midwest	-	-	-	-	-	22	118	0	0	140	20	96	0	0	116
TOTAL	1,128	3,193	0	0	4,321	1,132	3,098	0	0	4,230	1,195	3,035	0	0	4,230

¹ The total number includes five VPs, which are counted within "governance bodies" in the indicator of diversity. ² Not disclosed. ³ Regional data was not available in 2022.

TOTAL NUMBER OF PERMANENT EMPLOYEES, broken down by gender and region¹

REGION	2022 ³					2023					2024				
	F	M	Other	ND ²	TOTAL	F	M	Other	ND ²	TOTAL	F	M	Other	ND ²	TOTAL
North	-	-	-	-	0	0	0	0	0	0	0	0	0	0	0
Northeast	-	-	-	-	194	30	179	0	0	209	27	175	0	0	202
South	-	-	-	-	373	50	324	0	0	374	57	320	0	0	377
Southeast	-	-	-	-	3,522	961	2,378	0	0	3,339	1,019	2,360	0	0	3,379
Midwest	-	-	-	-	146	22	116	0	0	138	20	95	0	0	115
TOTAL	-	-	-	-	4,235	1,063	2,997	0	0	4,060	1,123	2,950	0	0	4,073

¹ The total number includes five VPs, which are counted within "governance bodies" in the indicator of diversity. ² Not disclosed. ³ Data by gender was not available in 2022.

TOTAL NUMBER OF TEMPORARY EMPLOYEES, broken down by gender and region¹

REGION	2022 ³					2023					2024				
	F	M	Other	ND ²	TOTAL	F	M	Other	ND ²	TOTAL	F	M	Other	ND ²	TOTAL
North	-	-	-	-	0	0	0	0	0	0	0	0	0	0	0
Northeast	-	-	-	-	4	1	3	0	0	4	3	1	0	0	4
South	-	-	-	-	1	4	2	0	0	6	3	2	0	0	5
Southeast	-	-	-	-	77	64	94	0	0	159	66	81	0	0	147
Midwest	-	-	-	-	4	0	2	0	0	2	0	1	0	0	1
TOTAL	-	-	-	-	86	69	101	0	0	170	72	85	0	0	157

¹ The total number includes five VPs, which are counted within "governance bodies" in the indicator of diversity. ² Not disclosed. ³ Data by gender was not available in 2022.

Total number and rate of NEW EMPLOYEE HIRES BY AGE GROUP, broken down gender and region

	2022		2023		2024	
AGE GROUP	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
Under 30 years	340	38.90%	307	39.60%	450	38.00%
30-50 years	487	55.80%	431	55.60%	660	55.70%
Over 50 years	46	5.30%	37	4.80%	75	6.30%
TOTAL	873	100%	775	100%	1,185	100%
GENDER	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
Male	605	69.30%	540	69.70%	872	73.60%
Female	268	30.70%	235	30.30%	313	26.40%
TOTAL	873	100%	775	100%	1,185	100%
REGION	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
Southeast	720	81.20%	596	76.80%	895	75.50%
South	63	8.20%	90	11.60%	138	11.60%
Midwest	38	4.60%	26	3.40%	60	5.10%
North	0	0.00%	0	0.00%	7	0.60%
Northeast	52	6.00%	64	8.20%	85	7.20%
TOTAL	873	100%	776	100%	1,185	100%

Total number and RATE OF EMPLOYEE TURNOVER by age group, gender, and region.

	2022		2023		2024	
AGE GROUP	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
Under 30 years	295	40.60%	187	19.00%	317	23.00%
30-50 years	855	18.60%	705	70.00%	881	64.00%
Over 50 years	132	13.20%	109	11.00%	186	13.00%
TOTAL	1,282	100%	1,001	100%	1,384	100%
GENDER	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
Male	887	20.50%	732	73.00%	1,015	73.00%
Female	395	24.70%	269	27.00%	369	27.00%
TOTAL	1,282	100%	1,001	100%	1,384	100%
REGION	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
Southeast	714	20.70%	780	78.00%	1,078	78.00%
South	142	22.90%	112	11.00%	133	10.00%
Midwest	34	25.80%	39	4.00%	82	6.00%
North	0	0.00%	0	0.00%	6	0.00%
Northeast	99	30.70%	70	7.00%	85	6.00%
TOTAL	989	100%	1,001	100%	1,384	100%

Attracting and retaining talent

GRI 3-3, 401-1

For Algar Telecom, attracting and retaining talent plays a strategic role. Working with capable professionals in the right position at the right time is extremely important for delivering business results, whether financial, social or environmental. We position ourselves by highlighting the cultural advantages that make Algar Telecom an excellent place to work. We map key competencies for the company and identify talents who possess these characteristics.

In order to increase the accuracy of hiring, we conduct cultural fit assessments in the selection processes, seeking professionals who align with the Company's values.

At the same time, we maintain important attraction and retention initiatives:

- » **Fiber Talents:** our internship program is open every year to welcome talent with potential for growth within the company through mentoring to develop technical and behavioral skills. In 2024, of the 136 interns working at the company, around 35% were hired, while 80 continued their internship and only eight left the company.

- » **Presence in universities:** presentations about Algar Telecom and our job opportunities for future talent.
- » **Employee Net Promoter Score (ENPS):** bi-monthly monitoring of satisfaction metrics of the associates with Human Talent practices. We also monitor the ENPS journey to hire new associates.
- » **Career plan:** building career paths for all associates, whether linear (managerial) or Y-shaped (specialist).
- » **Succession Program:** for key positions in the company, identifying potential and supporting their development.



Performance evaluation GRI 404-3

Performance appraisals are carried out annually, considering technical and behavioral competencies. We use the Nine Box methodology, which considers both what the professional has done and their potential for the next steps. There are different formats, such as 180°, with review by the superior and self-assessment, 270°, which includes peers

and 360°, which considers peers and subordinates. In addition, feedbacks are carried out frequently to guide and adjust procedures, boosting professional development. In 2024, a significant proportion of associates took part in the reviews, with a minimum participation rate of 93% among the groups listed in the table below.

Percentage of total employees who RECEIVED REGULAR PERFORMANCE AND CAREER DEVELOPMENT REVIEW, BROKEN DOWN by gender and employee category*

GENDER	2022	2023	2024
Male	95%	80%	93%
Female	95%	80%	99%
JOB CATEGORY			
Executives	93%	92%	99%
Non-executives	95%	79%	95%
Promotion	94%	89%	98%
Trainees	0	0	0
Other	0	0	0

* The review was not applied to associates with an admission date after 10/01/2024. A minimum amount of time is required to enter the process in order to have a reliable review.

Remuneration and benefits

GRI 2-19, 2-20

The remuneration and benefits package also contributes to attracting and retaining talent in companies. Our associates, including executives, receive a fixed remuneration and an additional variable portion, which is linked to the achievement of individual and corporate targets.

The collective bargaining agreements include 97% of the associates, while the remaining 3% follow the conditions in the employment contract signed upon admission. GRI 2-30

At the end of 2024, the ratio of the annual total remuneration (basic salary plus short and long-term variables) of the highest-paid individual at Algar Telecom to the average annual total remuneration of all other associates was 22%. We did not calculate the ratio of the percentage increase in the total annual remuneration of the highest-paid individual to the average percentage increase in the total annual remuneration of all other employees, since the highest-paid individual did not receive a salary increase in 2024. GRI 2-21



The ratio of total annual remuneration was calculated according to GRI 2-21, dividing the total annual remuneration of the highest-paid employee in the company by the average total annual remuneration of the other employees, considering salaries, bonuses, profit sharing, long-term incentives, and other financial benefits. The ratio of the percentage increase in the remuneration of the highest-paid employee to the average percentage increase of the other employees was also calculated. All employees were considered with remuneration adjusted to the equivalent of full-time, according to GRI 2-7. In making these calculations, we have not considered interns, young apprentices and associates who have been away for more than a year.

At the end of the year, the benefits package offered to associates (full-time employees) included:

- » Vacation Bonus* (66% additional beyond the 33% provided for in the CLT)
- » Discount club* (partnership program for discounts on various purchases)
- » Aid for disabled children*
- » Home office allowance* (for permanent associates who work in this way)
- » Day-care/babysitter aid*
- » Education allowance*
- » Car benefit
- » Pharmacy benefit
- » Crediemparr
- » Day off on birthdays*

- » Doctor + Health* (telemedicine)
- » Payroll loans
- » Wellhub (Gympass)*
- » Maternity leave and paternity leave**
- » Maternidade Segura program*
- » Health and wellness moment
- » Mais Nutri*
- » Health PDI (prevention and health promotion)
- » Health/dental care plan*
- » Mobile telephony plan
- » Private pension plan***
- » Mente Tranquila*
- » Viver Bem program*
- » Mundo Azul program*
- » Mais Recuperação program*
- » Family allowance
- » Life insurance
- » Food/meal vouchers
- » Transportation vouchers

* Benefits not available for temporary employees, regardless of their location. **GRI 401-2**
 ** In 2024, 68 employees were entitled to leave and used it (53 women and 15 men), 67 returned to work after the end of the leave (52 women/98.1% and 15 men/100%), and 56 remained employed twelve months after their return to work (42 women and 14 men). We do not monitor the retention rate. **GRI 401-3**
 *** Exclusive for executives. Our pension plans are nationwide and voluntary. The estimated value of the liability is 0.000001 Real. The company pays 100% of the amount chosen by the executive, according to the rule: Managers and Officers up to 6%, and President and Vice Presidents up to 8%. The calculation base is made on the basic salary of the executives eligible for the plan. Generally, the estimated pension fund payment for the year 2024 is made when we start budgeting for the year. Therefore, for the purposes of paying out pension funds, the budget was carried out in mid-October to December 2023. **GRI 201-3**

Diversity and inclusion

GRI 405-1, 405-2

The people who make up Algar Telecom are the link that connects us to the purpose of being People serving People and, in this way, we do not give voice to prejudice and discrimination. That is why we are trying to build a more diverse, inclusive and plural Algar Telecom every day. From various points of view, we see further and this makes us better, positively impacting business results. We believe that more diverse teams are more innovative, creative and effective in their search for solutions, while a more inclusive culture is better at attracting and retaining talent. On the other hand, a lack of representation can affect the attractiveness and reputation of organizations. To reinforce the management of the topic, we maintain a Diversity Management Committee, composed of 15 associates from the People area, and we elect ambassadors among the senior executives of the company.

In 2024, we revised the Diversity, Equity and Inclusion Policy and Procedure, which define the role of action by front, projects and actions carried out in the Company. Throughout the year, we carried out more than 30 actions aimed at: acculturation in diversity and inclusion; elimination of racism; strengthening equality between races; female empowerment; gender equality; promoting a more inclusive environment; and respect and dialogue.

Algar sem Barreiras

Our main initiative to promote diversity is the Algar sem Barreiras program, created in 2018 to strengthen a safe and respectful workplace, with actions that value diversity and allow for true inclusion and equity.

The program operates on five fronts, which bring their own initiatives, including affinity groups to discuss culture, policies and improvements in the diversity pillar. These are:

- » Ethnicity (black representativeness)
- » Gender (female empowerment)
- » Generations (engage and support the hiring of young apprentices and people 50+)
- » People with Disabilities (engaging, supporting and monitoring the hiring of people with disabilities)
- » LGBTI+

This movement is a reflection of our premise to evolve on a daily basis with our more than 4 thousand members from different cultures, backgrounds and experiences.

Guilds

As part of the Algar sem Barreiras program, we have guilds that promote diversity and inclusion in the workplace through four affinity groups: All Black (ethnicity), Cores e Vozes (LGBTI+), Elas por Elas (Gender) and Descomplica (disabled people). Each guild is made up of

volunteer employees who represent diversity and have a communicative and engaged profile for active action on culture, policies and how to improve the experience of life inside and outside the company.

Educational materials

We are aware of the importance of our role in education and raising awareness about respect for diversity as a way to combat discrimination. Since 2020, we have made available the **Diversity Booklet**, in which we explain point by point how we respect people in their entirety. And in 2024, we reinforced our educational work with the launch of specific literacy booklets, deepening the approach on **Ethnicity, Gender, Generations, LGBTI+** and **Accessibility and Inclusion for People with Disabilities**. The educational nature also led to the creation of a culture and diversity game, launched in 2024, with questions designed to generate knowledge and awareness about these topics among our teams.

Participation in events

We also promote the importance of diversity and inclusion to external audiences. In 2024, we had booths dedicated to the topic at the Annual Executives Meeting (Prodex) and at the Farming Show (Agribusiness Fair), and we were present at the Anatel Forum, the OAB (Brazilian Bar Association), and the AMCHAM Management Committee meeting to discuss "Diversity: Equity and Inclusion - Making what seems complex simple".

1st Diversity and Inclusion Without Barriers Open Day

To promote the exchange of ideas and the sharing of visions, practices and cultures related to Diversity, Equity and Inclusion, we led the creation and organization of an event open to companies from various sectors. Algar Telecom's 1st Diversity and Inclusion Without Barriers Open Day was held in the city of Uberlândia and included participants not only from Algar Telecom, but also from the community. The event took place both in person and virtually, with broadcasts on YouTube.

Gender

At Algar Telecom, we want women to be respected and have the same opportunities as men. We are committed to increasing female participation in the company, including in leadership positions. We maintain initiatives such as career support programs for women, preparation for executive life, and combating violence against women, as well as groups to gather perceptions of the workplace for women. As a result, female representation in

Mulheres de Fibra

Since 2022, we have been working with the Mulheres de Fibra program, which aims to hire women for the technical-operational areas of Algar Telecom, focusing on gender inclusion in activities predominantly performed by men.

We went from a total of three women in the field in 2021 - equivalent to 0.35% of the team - to 12 in 2022, representing 1.4% of the team. By 2023, the rate had more than doubled to 29 women. In 2024, the number reached 35, corresponding to 3% of the team. We are constantly working to increase this percentage and, to this end, we advertise job vacancies in the field exclusively for women, raise awareness among top management and establish bimonthly meetings to share experiences, among other actions to support the program. The initiative also helps to improve the results of field operations and increase the quality of customer service.

leadership positions will increase to 29% in 2024, up three percentage points from 26% the previous year. In addition, we are committed to not distinguishing between genders in our salary policies.

Mulher Mentoring

Launched in 2024, Mulher Mentoring is a program to prepare potential successors to take on leadership positions in the company. In this first year, the initiative was dedicated to our coordinators, with the goal of making them capable of taking on management positions when the opportunity arises. The training, which lasts 40 hours, is voluntary and participants can choose the mentor profile according to their preference.

Percentage of individuals who ARE MEMBERS OF THE ORGANIZATION'S GOVERNANCE BODIES*, by gender

GENDER	2022	2023	2024
Male	91%	91%	73%
Female	9%	9%	27%

* Governance bodies: Statutory directors, members of the Board of Directors and the Committees.

Percentage of NEW ASSOCIATES by employee category, by gender

GENDER		2022	2023	2024
Executives	Men	2.70%	2.20%	1.90%
	Women	0.70%	0.73%	0.70%
Non-executives	Men	66.10%	66.80%	65.90%
	Women	24.10%	24%	25.40%
Promotion	Men	3.20%	2.93%	2.90%
	Women	1.10%	1.30%	1.30%
Trainees	Men	1.40%	1.30%	1.10%
	Women	0.60%	0.73%	0.80%
Other	Men	-	-	-
	Women	-	-	-

Ratio of BASIC SALARY AND REMUNERATION RECEIVED by women to men by employee category*

JOB CATEGORY	2022		2023		2024	
	Male	Female	Male	Female	Male	Female
Executives	79%	21%	51%	49%	52%	48%
Non-executives	67%	33%	54%	46%	45%	55%
Promotion	73%	27%	50%	50%	52%	49%
Trainees	0%	0%	50%	50%	50%	50%

* All of the Company's operating locations were considered, since there is no difference in classification between operating units.



Ethnicity

We conducted a survey of perceptions of the work-place for Black individuals, aiming to contribute to the fight against racism and social inequality. This is done with affinity groups, with our “sextou com etnia” and “quarta indica” meeting rites, as well as space for active listening and reinforcement in the Ethics Channel in the event of discrimination, harassment and prejudice. Also, in the pursuit of

ethnic-racial equity, we plan to increase the number of people of different ethnicities hired, as well as monitoring their development. In 2024, the number of associates who self-declared as black represented 50% of the total. In the same year, we held training for leaders on topics such as confronting language that excludes people, racist actions, and thoughts that belittle individuals based on stereotypes.

Percentage of individuals who ARE MEMBERS OF GOVERNANCE BODIES, by ethnicity

ETHNICITY	2022	2023	2024
Black (black + mixed-race)	0.00%	0.00%	0.00%
White	100%	100%	100%

Percentage of new associates by EMPLOYEE CATEGORY, by ethnicity

2022					
ETHNICITY	Executives	Promotion	Members	Trainees	TOTAL
Black (black + mixed-race)	30.30%	33.70%	50.30%	38.80%	48.70%
White	68.40%	64.20%	45.20%	57.60%	47.10%
Yellow	0.00%	1.10%	0.80%	2.40%	0.80%
Indigenous	0.00%	1.10%	0.10%	0.00%	0.10%
Not identified	1.30%	0.00%	3.60%	1.20%	3.30%

2023					
ETHNICITY	Executives	Promotion	Members	Trainees	TOTAL
Black (black + mixed-race)	30.30%	32.80%	50.40%	29.70%	48.70%
White	69.70%	65.50%	45.50%	59.40%	47.30%
Yellow	0.00%	1.10%	0.80%	1.60%	0.80%
Indigenous	0.00%	0.00%	0.10%	0.00%	0.10%
Not identified	0.00%	0.60%	3.30%	9.40%	3.10%

2024					
ETHNICITY	Executives	Promotion	Members	Trainees	TOTAL
Black (black + mixed-race)	0.70%	1.40%	47.10%	0.50%	49.70%
White	1.90%	2.70%	43.30%	1.30%	49.30%
Yellow	0.00%	0.00%	0.90%	0.00%	0.90%
Indigenous	0.00%	0.00%	0.10%	0.00%	0.10%
Not identified	0.00%	0.00%	0.00%	0.00%	0.00%



LGBTI+

Reinforcing our commitment against prejudice and discrimination, in 2020 we joined the Business and LGBTI+ Rights Forum, an initiative linked to the United Nations (UN), with the participation of the business community. By joining, Algar Telecom undertakes to follow ten principles proposed in favor of the cause, promoting the rights of the LGBTI+ public and making our company increasingly diverse and plural. In addition, we adopted the use of the social name on the badge and same-sex couples have all the rights to benefits such as health insurance, dental plan, childcare assistance, or nanny. In 2024, for the first time, we sponsored a cultural piece related to the LGBTI+ topic through the Cultural Incentive Law. The show supported was Priscilla, Queen of the Desert, shown at the Bradesco Theater in São Paulo (SP). LGBTI+ guild leader Daniel Souza was our guest to see the play and meet the cast.

In January 2024, 27 associates declared themselves to be LGBTI+ and, in December, a total of 99 employees declared themselves. This evolution demonstrates the security that our professionals feel to be who they are within Algar Telecom.

Generations

We believe that the coexistence of different generations adds to and complements skills and knowledge, both for experienced professionals and for young people entering the job market. The Talentos de Fibra, our internship program, focuses on training and integrating young people into the job market, just like the Young Apprentice program. We also look at mature talent (over 50), recognizing those who have been with Algar Telecom longer, as well as creating opportunities for those who are yet to come. To encourage these professionals and promote exchanges of experience with other associates, we have been developing the Multigenerational Mentoring Program since 2021.



Percentage of NEW EMPLOYEES BY EMPLOYEE CATEGORY, by age group

JOB CATEGORY	2022			2023			2024		
	Under 30 years	30-50 years	Over 50 years	Under 30 years	30-50 years	Over 50 years	Under 30 years	30-50 years	Over 50 years
Executives	0.00%	2.70%	0.80%	0.00%	2.00%	0.90%	0.00%	1.70%	0.90%
Non-executives	17.10%	63.10%	10.00%	19.10%	60.60%	11.10%	0.10%	3.20%	0.90%
Promotion	0.10%	3.40%	0.80%	0.10%	3.20%	0.90%	0.10%	3.20%	0.90%
Trainees	1.90%	0.10%	0.00%	1.90%	0.10%	0.00%	1.90%	0.00%	0.00%
TOTAL	19.10%	69.30%	11.60%	21.11%	66.00%	12.90%	22.50%	64.80%	12.80%

Persons with disabilities (PWD)

Through the Acolher Project, we dedicate specific care to people with disabilities within Algar Telecom, before their arrival and throughout their time with us. To this end, we carry out educational training for the leader and the team that will welcome the new associate, with the aim of preparing them to interact respectfully with each type of disability. We also adapt the equipment and furniture as required. We are working to expand the hiring of

people with disabilities through different initiatives aimed at achieving this goal. In 2020, we launched the Indique PcD project, for associates and society to nominate professionals with disabilities for the Algar Talent Bank. In 2021, we launched Aprendiz sem Barreiras, in search of professionals belonging to this group. The initiative includes any age group to work as apprentices.

We are also partners of the Diversidade+ Program, a project created in 2019 by the Algar group with training and inclusion programs for people with disabilities in the job market in partnership with the City Council of Uberlândia, the Municipal Council for People with Disabilities, and 16 other companies in the region. In 2024, our team had 144 people with disabilities among our associates, 29 of whom were young apprentices. We have also strengthened our efforts on this front with the Escalar project, focused on developing apprentices in technical and behavioral aspects of people with disabilities. In addition, in 2024, our website service portal (algartelecom.com.br/para-voce/atendimento/portadores-de-necessidades) was redesigned to be more accessible. We also provide assistance in Libras (Brazilian sign language) by calling 142 exclusively for people with hearing disabilities.



Fight against discrimination GRI 406-1

The fight against discrimination in our company establishes that people must be respected in their entirety, as opposed to discrimination, prejudice, and harassment – especially moral and sexual – of any kind. All reports are received, investigated, and dealt with by the Ethics Channel of the Algar group. After the results have been calculated, they are forwarded to the committees of each company to decide on action plans. In 2024, there were no cases of discrimination in the Company.

Training

Our training fronts are made up of programs that prioritize the learning culture of upskilling e reskilling of associates' skills. We also partner with universities, such as Fundação Dom Cabral, Fundação Getulio Vargas, ESAMC, Uniube, Unitri, among other institutions in the cities where we are located, which allows our associates to take courses related to their professional activities with our financial assistance (education aid).

In addition to continuing the fixed training programs, in 2024 we placed emphasis on training in artificial intelligence and the training of professionals with a consultative profile, preparing associates to offer high-quality personalized service to our customers.

Training in artificial intelligence

With the goal of preparing our teams for a scenario in which artificial intelligence (AI) becomes increasingly present in the daily operations of the Company, we are investing heavily in training initiatives throughout 2024. More than 1,200 associates participated in training related to the topic within the Almpulso program, led by the D&A Front, which promotes the acceleration of Algar Telecom's digital evolution with digital resources, data analytics, and automation (learn more in the Innovation chapter). In addition, we clarified among the teams the role of AI as an ally in work routines. In this context, associates are also directly involved in designing new AI solutions, sharing their demands for process improvements and suggesting the creation of innovative tools. An example worked on in 2024 came from a proposal made by an intern in the Human Resources area, who also participated in the development stages. The solution uses AI to identify opportunities for associates to move between areas by matching the characteristics of vacancies in the Company with the profile of our professionals. In this way, the novelty favors the placement of talents in roles that are more aligned with their skills and aspirations, improving their productivity and level of job satisfaction.

Algar Leader

Journey developed for our leaders, with workshops and training on topics such as culture, leadership, accountability, and ambidexterity. For the executives, the training was carried out in partnership with StartSe (an international business school specializing in executive education for leaders), with a focus on the current context, innovations and market transformations. For supervisors and coordinators, we work on topics of health and emotional well-being, artificial intelligence, cultural behaviors, and people management, with the support of consultancies. Our leaders also underwent mentoring sessions conducted by leading professionals in people development. The initiative also included the Líder Algar na Prática trail, made up of educational videos on the stages of recruitment, selection, integration, retention, development, recognition and dismissal, covering the leader's entire journey.

Movimenta Algar Telecom

Program to encourage continuous learning, launched in 2024, based on the mapping of behavioral and technical skills that are fundamental to our business. Through a partnership with the Witseed platform, our associates have access to various training sessions, being able to voluntarily participate in the courses on topics of their choice. With this initiative, we encourage professionals to play a leading role in developing relevant skills to

leverage our results and their careers, as well as recognizing those who are most engaged with the platform.

Algar Learning Communities

Our associates take part in the Algar Learning Communities, which promote the exchange of experiences between professionals from Algar group companies, the multiplication of knowledge and the connection between employees from different teams and areas. The Communities provide access to exclusive content and first-hand information, in addition to enhancing the sense of belonging and strengthening the networking of their members, who have the autonomy to request and offer information on professional topics or others of their interest. At the end of the year, the most active associates in the Communities are recognized as Top Voices.

Experimenta Aí

Experimenta Aí has the philosophy of developing pilots of selected projects and testing their scalability. We see this movement as very positive for developing leadership, and for the business. It is also an opportunity to mitigate risks and maximize learnings from the program.



Startex Academy

Training and development program for professionals in the Information Technology (IT) and Analytics areas at Algar Telecom. Launched in 2021, the initiative aims to disseminate knowledge and enhance technical skills in the technology field, focusing on preparing associates for business challenges and the future of the company.

The Academy works with knowledge trails on topics such as Agile Methodologies, Artificial Intelligence, Machine Learning, UX Design, Digital Marketing and Information Security, as well as specific trails for interns. The format is gamified and there are prizes with immersive experiences for the top finishers. In 2024, we once again rewarded an associate with a visit to the headquarters of NASA, the US space agency.

Startex is an opportunity to support and encourage our technology professionals, contributing to their training and satisfaction. The idea is for the program to continue and be expanded to other areas, as it has been a great success internally.

Sales Academy

A program that aims to develop sales consultants, sales associates, franchisees and partners in topics that are important to the business, such as products, solutions, offers, sales techniques, consultative sales and sales methodology.

Technical Academy

Initiative led by InfraCO (learn more in the Infrastructure chapter) to develop technicians and analysts in telecommunications, promoting the quality and continuous evolution of Algar Telecom’s services. With in-person and online training, topics such as Data Communication, Transmission, GPON, and Fiber Optics are covered, preparing teams to operate with precision and efficiency. In 2024, the Technical Academy had 1,019 participants in 72 classes of 21 different courses, totaling 138,294 hours of training.

Escalar

Launched in 2023, the Escalar program aims to enhance the development of young apprentices and immerse them in our culture. There are three content fronts:

- » **CulturAlgar:** our trajectory, immersion in our culture and the programs we have developed aimed at learning.
- » **Behavioral:** covers topics such as healthy relationships and emotional intelligence, assertive communication, responsibility and ethics, individual development plans, among others.
- » **Technical:** focused on knowing and adapting to the tools used by the company.

At the end of the program, we see that the young people are better prepared to take on the challenges of the team they are part of and more confident in developing collaborative work. In 2024, we had three classes, made up of 46 participants in total, each lasting 40 days, with a workload equivalent to 96 hours. Two classes were held in person, in Uberlândia (MG), and one was 100% remote.

Talentos de Fibra

Intern development program aimed at bringing them closer to the business, enhancing their technical and behavioral skills, as well as project development skills. In 2024, the participants went through a journey of experimentation, with workshops, mentoring, project building and a final pitches battle with the right to recognition.

Individual Development Program (IDP) for senior leadership

We believe that the IDP for senior management is an opportunity to improve decision-making skills in an increasingly globalized and competitive environment. Alongside each executive, we outline paths for the development of skills and results, mapping the necessary training to achieve these goals.

Internal Multipliers

In 2024, we trained new Internal Multipliers with the goal of expanding this group that disseminates knowledge in the areas. Internal multipliers play a key role in disseminating knowledge and promoting the development of teams and coworkers. In addition to multiplying technical knowledge and specific skills related to their areas of expertise, they also promote organizational values such as collaboration, innovation, ethics and excellence. During the year, we had 156 internal multipliers in different parts of the country. Of these, 42 were trained during 2024. And, focusing on artificial intelligence, we formed a group of AI Influencers, dedicated to spreading

knowledge about the topic within the company (learn more in the [Innovation](#) chapter).

Conexões & Aprendizagem

A program designed to stimulate a culture of sharing learning within the company. At each edition of Conexões & Aprendizagem, a professional from the team presents insights and experiences gained from external initiatives, such as educational training and participation in events. In this way, we seek to promote a collaborative workplace and contribute to collective development.

Average HOURS OF TRAINING by gender and employee category GRI 404-1

	2022	2023	2024
GENDER			
Male	26	39	20
Female	16	40	52
JOB CATEGORY			
Executives	54	57	12
Non-executives	21	39	30
Promotion	30	49	35
Trainees	36	21	12
Other	0	0	0

Health and Safety

GRI 403-1, 403-2, 403-3, 403-5, 403-7

At Algar Telecom, we have a health and safety team with well-structured prevention routines and actions. In addition to the organization's concern for the well-being and safety of its associates, the implementation of the SESMT (Specialized Services in Safety Engineering and Occupational Medicine) is a prerogative of NR-04, reflecting our legal commitment to compliance.

The occupational health and safety management system is based on the main health and safety programs. Namely: the PCMSO (Occupational Health Medical Control Program) and the GRO (Occupational Risk Management), which includes the PGR (Risk Management Program). As an additional item, the organization has an integrated management system.

Far beyond a legal obligation, care reflects in economic, environmental, and social impacts. The work in the health and safety sector is based on the Labor Code (CLT) and regulatory standards. All associates and outsourced partners must undergo medical examinations to certify that they are medically and technically fit to perform their duties. The most relevant information about occupational health and safety is available on our intranet, in addition to being disseminated in the official internal communication groups.

It is also important to point out that within our programs - GRO, PGR and PCMSO - no associate is allowed to carry out any work activities that could compromise their health and physical integrity.



Health care GRI 403-6

The well-being and quality of life of our associates are priorities for us. That is why we offer different programs free of charge to our professionals and their dependents. In addition, our health department has occupational doctors, nurses and

managers, complying with regulations and other legal requirements. Access to health services can be in person (in the buildings that have medical rooms and in the partner clinics) or remotely, through Algar Telecom's official internal communication channels.

Our teams also receive benefits, such as health and dental insurance, access to the Wellhub platform and Doutor + Saúde (learn more in Remuneration and Benefits), and can participate in our health promotion programs, among which we highlight:

- » **Viver Bem:** monitoring of chronic diseases.
- » **Mente Tranquila:** follow-up focused on mental health based on spontaneous demand, evaluation of certificates related to mental disorders and questionnaires filled in during periodic examinations.
- » **Maternidade Segura:** monitoring of pregnant women, with guidance from a specialized nurse.
- » **Movimento pleno:** follow-up of associates with musculoskeletal grievance.
- » **Mais Nutri:** combating obesity by providing nutritional guidance, physical activity and behavioral support.

Four-handed safety GRI 403-4

Our associates are key players in the process of developing Algar Telecom's health and safety management system. Everyone has access to processes such as the formation of the Internal Accident Prevention Committee (CIPA) and the emergency brigade, as well as having free access to the health and safety team to report any type of occurrence, and being assisted/guided on how to proceed.

We work with three internal committees that meet regularly to monitor indicators and propose improvements in topics such as fleet claims, absences, work-related injuries, among others. We also operate with a Specialized Services in Safety Engineering and Occupational Medicine (SESMT) area, composed of a multidisciplinary team – safety technicians and engineers, doctors, nurses, social workers, nutritionists, speech therapists, psychologists, and physiotherapists – and by eight Internal Accident Prevention Committees (CIPAs), which have the mission of observing and reporting risk conditions in the workplaces, in addition to contributing to mitigation proposals. CIPAs are made up of representatives appointed by the company (from any area of activity) and members elected by the associates.

Focus on prevention

In 2024, we continued to conduct mandatory regulatory training, provided to associates according to

their exposure to the risks of their activities, addressing ergonomic aspects, working at heights, confined spaces, use of energized environments or equipment, vehicle operation, among others. All associates are guided on good ergonomic practices – at home or in corporate environments – identification of risks in the workplace (even in home office) and on how to proceed in the event of a work-related injury.

In addition, we periodically publish internal bulletins on accident prevention (Pílulas de Saúde e Segurança) and health promotion (Saúde em Evidência). In 2024, we disseminated 211 safety pills and provided more than 22,000 hours of regulatory training. They are ways to establish a quick dialogue with associates, even from a distance, about relevant topics that can contribute to a healthier and safer work environment.

Also, with a focus on accident prevention, we monitor the vehicles in our fleet to record anomalies and control speed, we use maneuvering rods between spans (in many cases eliminating the need to work at heights), we have implemented lifelines and anchoring devices for use on ropes.

In addition to the interactive sustainability actions, following our mission to integrate sustainable practices into our culture and daily routine, we have the support of the DMAE – Department of Water and Sewage team of

Uberlândia to conduct interactive dynamics on selective collection at our Administrative Center in Uberlândia.

Indicators GRI 403-9

We monitor occupational health and safety indicators, with the goal of keeping them at zero for as long as possible and maintaining a prevention accident factor (FAP) of 0.5, caring for the physical and mental well-being of associates and partners. The executive boards of Algar Telecom and the Algar group receive monthly bulletins and indicators to monitor the actions implemented and propose new measures whenever necessary.

In recent years, the positive performance is evident when we analyze the absolute number of work-related injuries and absences longer than 15 days (impact on the INSS). In addition to the low number of incidents, care also helps to boost our brand and mitigate financial impacts. Among the mechanisms used to evaluate the effectiveness of indicator control, we highlight the following:



- » Internal and external audit
- » Annual analysis of the Accident Prevention Factor (FAP)
- » Annual preparation of the health and safety risk map
- » Internal dissemination of HSE indicators and monthly bulletins
- » Benchmarking with leading SMS companies

In 2024, our 4,230 associates (100%) were covered by the occupational health and safety management system, which also included 450 (10%) of the workers who are not employees but whose work and/or workplace is controlled by the organization.

GRI 403-8

In the period, we recorded 65 accidents, with 889 days lost from work, caused by factors such as handling equipment, tools and materials; electric shocks; driving vehicles (cars and motorcycles) and falls from ladders. Unfortunately, an associate who reacted to a robbery died in São Paulo. Although the event occurred during working hours, it was not caused by any technical activity.

When incidents occur, we take measures such as a detailed investigation of each record, holding safety dialogues to raise awareness of the causes of accidents, monitoring health status and return to work, updating training standards, among others.

Due to the nature of the technical activities in the Telecom sector, the biggest challenge continues



to be related to our operations, which deal with high-risk situations on a daily basis (working at heights, underground galleries and chambers, working near energized utility networks, driving vehicles, among others). In order to mitigate these risks and speed up the process of acculturation, the operation's supervisors, together with the SESMT, carry out daily inspections in the field, with leaders

ensuring that the teams have the necessary support to carry out the actions. In 2024 alone, almost 1,200 inspections were carried out.

The health and safety management processes carried out by the SESMT are constantly evolving, as the organization's needs change in line with its strategic planning. The monthly mapping of

health and safety requirements, consolidated into indicators, serves as a thermometer for the implementation of actions and decision-making. The area's work is based on the Consolidation of Labor Laws (CLT) and regulatory standards, with constant monitoring of the evolution of these standards.

From a risk perspective, due to the characteristics of our networks (mostly aerial), there are risks

that extend to society and need to be monitored, such as traffic accidents, accidents involving cable breaks (optical or metallic) and accidental energization of metallic networks, which are monitored to ensure the safety of society. The purpose is genuine care for people, both physically and mentally, contributing to engaged talents and, consequently, positively impacting the brand and financial results.

Work-related injuries* - ASSOCIATES

	2022	2023	2024
Number of fatalities resulting from work-related injuries	0	0	1
Fatality rate resulting from work-related injuries	0	0	0.09
Number of high-consequence work-related injuries (excluding fatalities)	3	4	3
Rate of high-consequence work-related injuries (excluding fatalities)	0.3	0.42	0.27
Number of work-related injuries subject to mandatory reporting	28	35	65
Rate of work-related injuries subject to mandatory reporting	2.77	3.65	5.91
Number of hours worked	10,108,971	9,532,768	10,948,349

* Data compiled through the NR1 - General Provisions, from the Ministry of Labor, and NBR 14280 (Work-related injuries registration). The records of work-related injuries are entered into the CAT WEB system (INSS). The indices were calculated in accordance with requirement 2.1.4 of GRI 403-9 indicator. The protection measures and controls established by SESMT cover all workers (associates); however, for the purpose of calculating HHT, workers on leave are excluded from the total. The indices were calculated based on 1,000 hours worked.

Work-related injuries* - THIRD PARTIES

	2022	2023	2024
Number/fatality rate resulting from work-related injuries	0	0	0
Number/rate of high-consequence work-related injuries (excluding fatalities)	0	0	0
Number of work-related injuries subject to mandatory reporting	3	3	2
Rate of work-related injuries subject to mandatory reporting	1.25	1.25	0.83
Number of hours worked	N/A	N/A	480,000

* Data compiled through the NR1 - General Provisions, from the Ministry of Labor, and NBR 14280 (Work-related injuries registration). The records of work-related injuries are entered into the CAT WEB system (INSS). The indices were calculated in accordance with requirement 2.1.4 of GRI 403-9 indicator. The indices were calculated based on 1,000 hours worked.

Institute ALGAR

Our social investments have been carried out for more than 20 years through the Algar Institute, of which we are a partner and one of the supporters. The non-profit organization works with a focus on developing people and transforming lives in the communities where we are present. The work to promote development opportunities and contribute to building a better society takes place through the Transforma, Talentos de Futuro, Educador do Amanhã and Volunteering programs, which strengthen education, culture and sport in partner social organizations, while giving the Group's associates the chance to volunteer.



We are currently a network of 1,143 associates who volunteer and act as agents of change in the community. And since 2002, more than half a million people have been impacted by the initiatives carried out by the Algar Institute. In 2024, the social programs benefited 5,238 children, adolescents, and young people, and had the partnership of 143 schools and social organizations. Specific training activities were also carried out, which, added to the voluntary actions, had an impact on almost 54,870 people. We invested R\$ 3,697,747.47 directly and selected projects sponsored by incentive laws to strengthen our social actions. Find out more about our main initiatives:

Volunteer Program

Volunteering strengthens our purpose of being People serving People in the communities in which we operate. Through this program, our associates are invited to take part in social initiatives organized by the Algar Institute. The goal is for everyone to contribute their time, work, and talent for the sake of a better society.

The program enables the implementation of continuous volunteer actions aimed at contributing to the education of students in public schools, as well as specific actions, which are broader activities designed by the committees, based on a specific need identified in the community or on dates such as Children's Day and Christmas. In addition, the Volunteers' Meeting is held annually, a moment of inspiration, reflection and celebration of volunteering.

Algar Telecom's Volunteer Committees work on various fronts and causes, in actions aligned or joint with the Algar Institute. Every year, the Institute recognizes the most engaged committees with the Alexandrino Garcia Award - Volunteering Category during the Volunteering Meeting. In the 2024 edition, our committees were recognized in the Results, Engagement and Inspiration categories, with the +Saber project standing out.

In 2024, 1,143 Algar Telecom associates carried out 225 volunteer actions, totaling 2,417 volunteer hours and more than 27,640 lives benefited. In addition, with the help of our associates, partners and the entire community, we collected a significant amount of donations for the victims of the floods that impacted Rio Grande do Sul in 2024. More than R\$ 76 thousand was raised, which was doubled to R\$ 152 thousand. Through 18 donation collection points set up in seven cities, we collected more than 34 thousand items of clothing, more than 4 thousand kilos of food, around 13 thousand liters of water and hundreds of cleaning, hygiene and food items. The initiative was recognized with 2nd place in the CMVC - Conexões que Inspiram Award, which highlights impactful corporate volunteering actions, in the Emergency Assistance Actions category. Also in the context of helping the victims in Rio Grande do Sul, we provided psychosocial support to 25 associates in the region who had to leave their homes as a result of the floods.

In 2024, a group of associates visited the African continent with the goal of contributing to local initiatives and bringing back learnings that enhance our volunteer program. With the organization Fraternidade sem Fronteiras, the volunteers experienced two weeks of transformative life in the Dzaleka Refugee Camp in Malawi, one of the five poorest countries in the world. During this time, the group mobilized to build houses for families facing extremely precarious conditions. The contribution was made possible through a fundraising campaign. The initial target was to build just one house, but thanks to the mobilization on social media, it was possible to raise over R\$ 121 thousand, an amount sufficient to build eleven homes.

+Saber

At the initiative of our Volunteer Committee in Uberlândia, in 2023, the +Saber project was created in the Volunteer Program with the goal of educating adults and the elderly. In this action, our volunteer associates, in partnership with Capajá Entidade Assistencial, conduct literacy classes in the São Jorge neighborhood.

In 2024, 13 adults and the elderly benefited from the project's classes. The project already has its first student certified by the Department of Education in Elementary School. In addition to classes, +Saber organizes cultural and social events, which provide opportunities for artistic expression,

celebrations and social interaction. The impact of the project is profound: not only does it teach literacy, but it also transforms lives and promotes a renewed sense of dignity and belonging. +Saber reaffirms our commitment to the social transformation of the communities where we operate through education.

Transforma

Transforma aims to use culture and sport as a means of inclusion and social transformation. With the initiative, free activities are offered in the after-school period for children and adolescents from the public education system who live in areas of social vulnerability. In practice, the Institute identifies social institutions that already have their own headquarters and a consistent work in progress with the program's public, and then strengthens them with a program of cultural, educational and sporting activities, through projects financed via direct investment and tax incentive laws using resources from Algar group companies.

Throughout 2024, the initiative benefited 1,975 children and adolescents directly and 205 indirectly, from 15 partner social organizations in Uberlândia (MG), Campinas (SP), Franca (SP), and Ribeirão Preto (SP). In addition, as a way of strengthening these Social Organizations (SOs) even more, six workshops were held last year to bring knowledge and exchange experiences to 77 social educators from these entities.



Educador do Amanhã program

Because they believe in education as a way of transforming lives and developing opportunities, the Algar Institute, in partnership with the Alair Martins Institute, has been running the Educador do Amanhã program since 2023. The initiative aims to provide training in active learning methodologies and enhance the knowledge of educators teaching in Elementary School 2 in the municipality of Portel (PA).

The program was implemented in a pilot phase in the city of Portel, in Pará. In 2024, we finished the pilot and expanded the program to Uberlândia (MG). In Pará, face-to-face training sessions were held in riverside schools in rural areas, with the Walter Garcia School as the venue and also benefiting its annexes. In Uberlândia, public school teachers received training based on the Pedagogy of Enchantment. A total of 175 educators benefited, indirectly impacting 3,335 students, in partnership with 42 schools. In addition, 132 people from the community benefited on a one-off basis.

We invested
R\$ 3.4 million
 in incentivized
 projects in
 2024

Future Talent Program

Talentos de Futuro is designed to offer development opportunities to young people in situations of social vulnerability, aged between 15 and 24, by significantly increasing their behavioral and technical skills. To transform realities, the program prepares participants for life and the job market. The activities and dynamics comprise practical

topics and others that are more reflective. Among them, are the following: teamwork, communication, attitude, ethics, innovation and negotiation. In addition, leadership spirit, time management and preparation for selection processes are also on the agenda, as well as basic computer training for minors and IT training for those over 18. The program takes place in both face-to-face and online formats, in classes run by the Institute and by 16 partner Social Organizations, which are trained to multiply the Talentos de Futuro methodology in their locations throughout the country. In 2024, there were 429 young participants, 316 of whom were certified by the program, as well as 719 people benefiting from actions open to the community.

Incentivized projects

We have a multidisciplinary committee made up of representatives from internal areas of Algar Telecom, the Algar Institute and Algar Holding to evaluate projects seeking funds granted through tax incentive laws. In this analysis, we check that the initiative follows all the necessary requirements, according to internal policy, that it has been approved by the competent bodies and that it has the capacity to contribute to the development of the communities in which we operate.

Throughout its investment in incentivized projects, the Algar group has directed more than R\$ 100

million to the cultural, sports and social fronts. In 2024, Algar Telecom invested more than R\$ 3.6 million in the potential of its CNPJs, and the projects with a social focus were directed to the Transforma Program, within the scope of laws to encourage culture and sport in the states of Minas Gerais and São Paulo. Among the projects supported, we would highlight Cine Família na Praça, which received funding in 2024 for realization in 2025. The project was conceived to bring quality open-air cinema to towns in Minas Gerais that do not always have a cinema, with new films for the whole family.

Another initiative supported during the year was Conectados do Bem, which is part of the Transforma project and is managed by the Algar group. Funded by PROAC-SP, Conectados do Bem provided programming, robotics, gaming, and animation workshops, with certificates awarded to 118 children and adolescents. In addition, we equipped the Casa das Mangueiras computer lab with new laptops, 3D printers and other materials, ensuring the continuity of activities. Four educators were also trained so that they can replicate the project's transformative methodology for other students.

To learn more about the work we do through the Algar Institute, access the annual report, available [at this link](#).



Digital INCLUSION

GRI 3-3, 203-1, 203-2

Algar Telecom's services and products provide people and companies with access to communication resources, mainly via internet connection and voice services, and are important instruments for digital inclusion. According to the United Nations (UN) Human Development Report, new technologies have become fundamental in the development process of society as a whole, favoring sectors such as health, education and agriculture, all of which are considered basic in the fight against poverty. We also believe that 2024 was a year of great advancement in technological development (artificial intelligence used in virtual assistants, smart homes, and facial recognition) in Brazil and around the world, with significant economic impacts, with connectivity being the main driver for this evolution. The solutions arising from this technology make life easier for its users, bringing convenience and practicality to the daily lives of people and companies, as well as boosting online exchanges in business and relationships.

We were the first operator in the Brazil's inland regions to sell prepaid cell phone plans and to sell unlocked cell phones, expanding the population's access to communication resources. In addition, even though we are present in large cities, we maintain the aim of making our services accessible to audiences in remote regions, including locations with low population density in our expansion plan. With this, in addition to digital inclusion, we contribute to generating jobs and income in these places.

We also work in partnership with the government to boost digital inclusion in Brazil. Since 2021, we have offered broadband services to more than a thousand public schools, in an initiative conducted jointly with the Federal Government under the Banda Larga nas Escolas Program. In 2024, we had a 5% increase in the availability of these accesses, reflecting positively on the quality of education and management at these institutions. In addition, we have a 5Gb data Control Plan, aimed exclusively at

teachers, and a 3Gb Control Plan, aimed at students, both from public schools.

Actions and investments related to our Quality Plan continued in 2024, with a focus on improving networks and equipment, acting in a preventive and corrective manner in critical areas indicated by the technical complaints and churn indicators. The efforts and investments that began in 2023 have already been reflected in improved customer experience, especially in the corporate segment, as our satisfaction surveys show.

The demobilization of the metallic network was also followed up in 2024 through the Fibra Verde Project, allowing the growth of the base with new customers on the optical fiber network, as well as the migration of the legacy base in xDSL technology to GPON, allowing 99% of our base to already be on optical fiber. Another relevant fact was the availability of fiber optic broadband also in the prepaid modality, ensuring the offer and delivery to customers who have credit restrictions in the market.

Also in 2024, we made significant investments in extending and expanding the mobile network, both in our own network in the concession area and through partnerships (MVNO) for coverage in expansion areas. Algar Telecom's 4G network coverage reached 100% of the urban areas of the 87 Brazilian cities in our concession region. The investment was R\$ 120 million, with the addition

of 207 active websites and the modernization of access in 69 municipalities. In addition, 5G coverage has reached more than 50% of the population in our concession coverage area. Also noteworthy is the launch of FWA (Fixed Wireless Access), a technology that uses the 5G network as home internet. The solution does not require cables for installation, as data traffic is carried out via the cellular network, with the support of a router. The product, named Algar 5G Broadband, is available in the 33 locations covered by the 5G network in the states of Minas Gerais, Mato Grosso do Sul, Goiás and São Paulo.

Alô, Minas!

In 2024, we maintained our support for the Alô, Minas! program, an initiative of the Minas Gerais government focused on promoting digital inclusion in the state. We have granted access to our signal, providing services to eight locations: Ilha, Capoeira Grande, Nova Ponte, Santa Luzia da Boa Vista, Celso Bueno, Japão Grande, Jaraguá de Minas and the rural community of Buritis. In all, more than 6,500 people have been impacted by the initiative.



- 85 Environmental Performance
- 86 Energy
- 88 GHG Emissions
- 91 Waste Management and Reverse Logistics

Environmental Performance



ENVIRONMENTAL performance

GRI 3-3

Through our Sustainability Policy, we are committed to sustainable development in our operating model, with the role of applying practices aimed at protecting the environment, including pollution prevention and combating climate change in our processes and services. We understand that good environmental, social, and governance practices are management tools and should be present in

all aspects and areas of the company, as well as in the relationship with communities and other stakeholders. Having a commitment to sustainability is one of our values and has been continuously worked on in our culture, with the necessary evolutions for a company that aims for longevity. Our environmental management is based on three principles:

- » Reduction of environmental impacts.
- » Incentive for actions that benefit the environment throughout our network of relationships, a principle we call Influence and Sustainability.
- » Compliance of our practices, focused on the constant pursuit of compliance and certifications related to our business.

These are the vectors that drive the strategy for achieving sustainable management and efficient use of natural resources. We are also aligned with the Sustainable Development Goals (SDG), an agenda created by the UN in 2015 to guide the achievement of 17 goals by 2030. We have internally identified adherence to 10 SDGs, to which we contribute, directly or indirectly, through our activities and operations. In 2023, we joined the Science Based Targets Initiative (SBTi) and made a public commitment to reduce our greenhouse gas emissions by 2030.

The responsibility for constant evolution, risk mitigation, and the creation of opportunities in the ESG agenda lies with our president, whose definitions are executed by the company's vice presidencies, with the governance of the Communication and Sustainability area, dedicated to monitoring actions, projects, indicators, awards, filling out questionnaires from customers and suppliers, as well as preparing reports on the progress in the main material topics of Algar Telecom.

Environmental Management System

In our operations, the Environmental Management System (EMS) is in place, which aims to improve risk control and avoid potential environmental liabilities, fines, and damage to reputation. Additionally, based on the EMS, we carry out an annual audit plan, based on the ISO 14001-2015 standard, which verifies the effectiveness of operational controls, the management of the aspects and impacts of our operation, and compliance with legal requirements.

With the Sustainable Purchasing project, we aim to promote the monitoring and continuous improvement of the management of critical suppliers in the aspects of health, safety, and the environment, incorporating sustainability criteria into the selection, development, and evaluation process of these partners. We monitor information and updates on regulations and laws in the municipalities in which we operate on a daily basis, with the support of external consultants and an integrated management solutions platform.

We carry out an annual external audit and periodically conduct internal audits in relation to environmental management compliance practices, which are reported to senior management.



ENERGY

GRI 302-1, 302-4, 302-5, SASB TC-TL-130a.1



Quality electricity is an essential and irreplaceable input to guarantee the stability and safety of Algar Telecom's operations. We are constantly seeking to reduce energy consumption and increase the use of renewable sources, contributing to the reduction of pollutant gas emissions in the atmosphere.

In our energy matrix, which covers all forms of energy consumed by the company - including electricity and fuels used in vehicles and generators - renewable sources accounted for 82.6% of the total, an increase of 4.4 percentage points compared to 2023. As for the electricity matrix, which refers exclusively to the sources used to generate electricity, our consumption was 100% met by renewable sources. To ensure that our electricity matrix remains fully renewable, we work on three main fronts:

- » **Incentivized Market:** in 2024, we maintained 21 medium-voltage units served by contracts of this model, acquiring energy from sources such as wind, solar, biomass and small hydroelectric plants (SHPs).

- » **Photovoltaic Solar Plants:** we expanded our own generation with the inauguration of our fourth photovoltaic plant in Iacanga (SP), adding 4.5 GWh to our annual capacity. In total, our four plants supplied 36% of the energy consumption of the electrical grid, avoiding the emission of more than 950 metric tons of CO₂ throughout the year. It is worth noting that although our operation is present in 16 states and the Federal District, the growth of photovoltaic energy for low-voltage units faces regulatory challenges. However, we continue to move forward, always seeking to optimize and expand the use of renewable sources.

- » **Acquisition of Renewable Energy Certificates (I-RECs):** in 2024, we reduced the purchase of these certificates by 21% compared to 2023, reinforcing our commitment to self-generation and the incentivized market.

Energy Efficiency

In 2024, we continued the actions aimed at electrical efficiency, seeking to reduce energy consumption without compromising the quality of operations. Among the initiatives implemented, the following stand out:

- » **Modernization and optimization of air conditioning equipment,** including the replacement of air conditioning units with more efficient models;
- » **Real-time monitoring of energy consumption** in our offices and buildings, allowing immediate action to reduce waste;
- » **Optimization of the infrastructure,** demobilizing sites and decommissioning unused equipment.

Thanks to these initiatives, and with the synergy between some stations and the modernization of the plant, we have managed to reduce our total energy consumption by 2.3% compared to 2023.

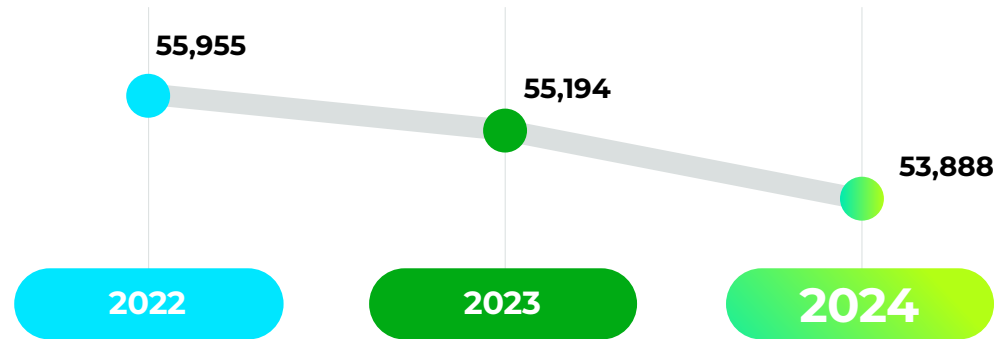
Optimization Processes and Efficient Energy Management

To improve the use of renewable energy, we are working on two fronts. The first is the inclusion of new consumer units to receive credits from solar plants. The other measure is the use of analytics in the management of the compensation of credits generated, with real-time monitoring and alerts to optimize the performance of the plants.

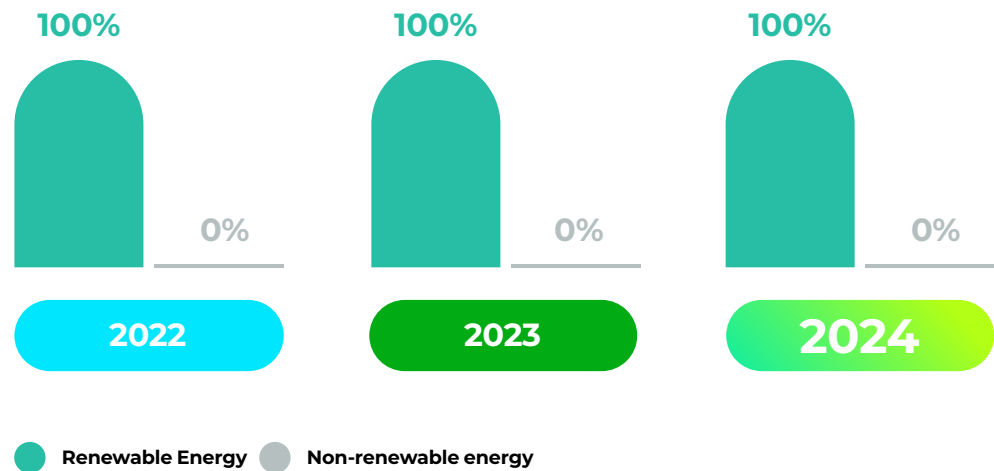
In addition, when managing the vehicle fleet, we prioritized the use of ethanol, a renewable and less polluting fuel, which accounted for more than 95% of total consumption in 2024. All the vehicles have telemetry, allowing consumption to be monitored and opportunities for efficiency to be identified.

With these practices, we continue to make progress in reducing emissions and using resources responsibly, reinforcing our commitment to sustainability and the energy transition.

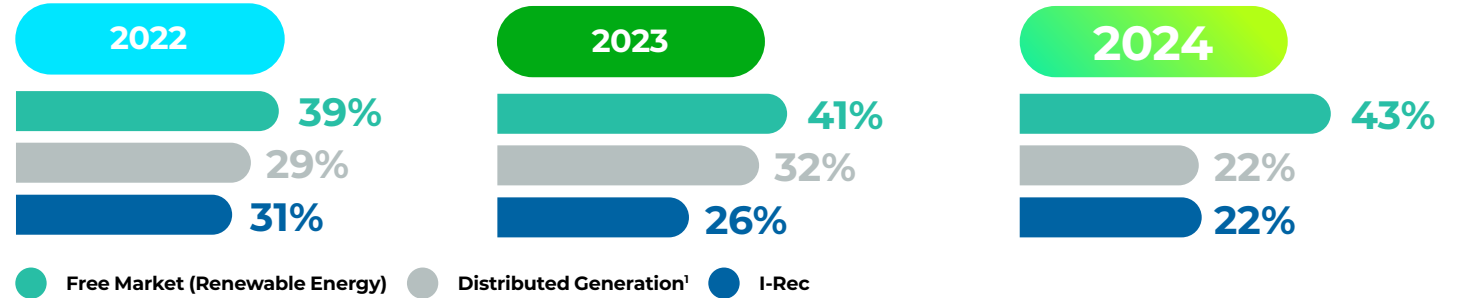
Total electricity consumption (Megawatt-hours)



Distribution of the electricity matrix (percentage)



Electricity matrix - energy consumption by source (percentage)



IN GIGAJOULES (Gj)	2023 (Gj)	2024 (Gj)	2023/2024
Non-renewable fuel consumption	6,124	6,200	1%
Automotive gasoline	876	1,141	30%
Diesel oil	5,249	5,059	-4%
Natural gas	0	0	0%
Consumption of renewable fuels	64,038	72,922	14%
Biodiesel (B100)	798	908	14%
Hydrous ethanol	63,240	72,014	14%
Natural gas	0	0	0%
Electricity Consumption	198,697	193,988	2.37%
Utility electricity	52,456	41,344	-21%
Electricity generated by solar panels	63,994	72,166	13%
Electricity generated by biogas plants	0	0	0
Electricity from the Free Market	82,247	80,489	-2%
Total energy consumption	268,859	273,119	2%

¹For the calculation of energy consumption, the multiplication of the amount of fuels consumed (in kg or liters) by the respective Lower Heating Value (LHV), expressed in GJ/kg or GJ/L, was considered, based on the values from the Brazilian Energy Balance (BEN), the same source used by the GHG Protocol tool. All fuels used, both in the vehicle fleet and in generators, were included. For electricity, consumption in kWh was converted to GJ using the factor 0.0036 (1 kWh = 0.0036 GJ).

GHG EMISSIONS

GRI 3-3, 201-2, 305-1, 305-2, 305-3, 305-4, 305-5

Climate change stands out as one of the greatest challenges faced today. According to the World Meteorological Organization (WMO), 2024 was the hottest year ever recorded, with an annual global average of 1.55 °C (with an uncertainty margin of ± 0.13 °C) above pre-industrial levels. The value exceeds the threshold set in the Paris Agreement of 1.5 °C. As imminent impacts of this data, extreme heat has culminated in devastating wildfires, heavy rains, and floods. The episodes had significant impacts on food security, displacement, and health.

The management of greenhouse gas emissions is a material topic of our business. Our main source of emissions is energy consumption, refrigerant gases, and mobile combustion, which are essential for the operation of our business. Since 2012, we have been preparing an annual greenhouse gas (GHG) emissions inventory, publishing and

auditing the results. For measurement purposes, we consider all the production units over which we have control, even if they are shared.

To monitor emissions, we use the methodologies The Greenhouse Gas Protocol - Corporate Accounting and Reporting Standard (WRI/WBCSD); IPXX 2006 Guidelines for National Greenhouse Gas Inventories; IPCC Fourth Assessment Report, Specifications of the Brazilian GHG Protocol Program (GVces/WRI); and publications from the Ministry of Science, Technology, Innovations and Communications.

The inventory is published in the public emissions registry through the platform of the Brazilian GHG Protocol Program, the largest database of corporate inventories in Latin America. The audit carried out by an independent third party adds more credibility, reliability and transparency to the



process of measuring and reporting our greenhouse gas emissions. For our practices, we have been recognized for eight consecutive years with a gold seal in the GHG Protocol Program.

Through the management and mapping of greenhouse gas (GHG) emissions, we identify opportunities for mitigating environmental impacts, contributing to the conscious use of natural resources. Our efforts are focused on increasingly minimizing the negative impact and contributing to the transition to a

new development model based on a low-carbon economy. Emissions management and related projects reflect the improvement of good sustainable development practices in our operations and management, in line with our voluntary commitment to the Climate Agenda since 2017.

Our operational risks related to climate and environmental topics have been mapped based on the principles of the **Task Force on Climate-related Financial Disclosures (TCFD)**.

Transition risks

Political and legal risk:

- » Non-compliance with environmental legislation by service providers, generating risks of co-responsibility, such as in solid waste management.
- » Impacts of new environmental and climate regulations.
- » Changes to urban plans that affect the renewal of licenses and permits.
- » Changes in electricity sector legislation that impact the energy purchasing strategy.
- » Stricter regulations on greenhouse gas emissions.

Technological risk:

- » Lack of updating and replacement of obsolete equipment with more efficient models.
- » Failure to optimize data centers with energy-saving technologies.

Market risk:

- » Increase in the cost of electricity in scenarios of water scarcity.
- » Higher taxation on fuels.

Reputational Risk:

- » Growing demand from investors and shareholders for information on climate management aligned with the TCFD.
- » Non-compliance with environmental legislation by suppliers, affecting the reputation of Algar Telecom.
- » Expectations of stakeholders regarding the low-carbon economy and resource scarcity.
- » Need for compliance with environmental regulations and engagement with stakeholders.
- » Changing consumer demand for sustainable products and services.

Physical Risks

Acute:

Extreme weather events, such as floods and heavy rains, can affect networks and infrastructure, causing:

- » Interruptions in the operation of the antennas, impacting customers and essential services.
- » Damage to infrastructure and equipment.
- » Increased repair and insurance costs.

Chronic:

- » High temperatures that damage networks, systems and the continuity of services.



Opportunities and Impact Management

We also found opportunities to boost business growth in collaboration with Brain (the Science and Technology Institute founded by Algar Telecom), our innovation partner. These are new solutions capable of verifying the possibilities for our customers to reduce their carbon emissions. This movement reflects our understanding that digitalization will be crucial in the transition process to a low-carbon economy. In this way, we have aligned our commercial and environmental strategies to identify opportunities related to these new types of solutions that have the potential to optimize resource consumption.

To manage impacts related to greenhouse gas emissions, we have adopted measures such as:

- » **Monitoring of indicators** and environmental compliance audits.
- » **Preventive maintenance** of equipment.
- » **Waste management** and energy efficiency projects.
- » **Increased use of renewable energies** in our electricity matrix.
- » **Priority use of ethanol** in the flex fleet.
- » **Stakeholder Engagement (suppliers, customers, communities).**

Our commitment is to align commercial and environmental strategies to promote a sustainable future.

Financial implications arising from climate change GRI 201-2

Algar Telecom currently maps risks and opportunities considering strategic and operational aspects, but it does not yet have a structured system for calculating the financial implications associated with these risks and opportunities before adopting mitigating measures. We recognize the importance of this development, as provided for in CVM Resolution 193 and in international references such as the TCFD, and we are evaluating alternatives to develop an approach that allows us to measure potential financial impacts, especially on cash flow and economic performance. The topic is under review by the responsible areas and, in a future cycle, we intend to evolve in this direction, with the definition of methodology, responsible parties, and schedule.

Emissions in 2024

In 2024, the greenhouse gas (GHG) emissions in Scope 1 of Algar Telecom showed an increase of 6% compared to the previous year. This growth is directly related to the increased use of diesel oil, due to the more frequent use of generators as a result of power outages during the period.

Given the need to guarantee the continuity of the services provided, it was essential to make greater use of fixed and mobile generators, resulting in higher diesel consumption. In addition, in order to transport these generators to the affected locations, there was greater use of heavy-duty diesel vehicles, which also had an impact on emissions.

Despite this one-off increase, we remain firmly committed to optimizing our consumption and reducing our emissions even further. A concrete example of this strategy is the advance in the use of ethanol in our fleet, which has reached a 95% share, a significant milestone for the company and an important step in the transition to less carbon-intensive energy sources.

Justification for the Increase in Greenhouse Gas Emissions of Algar Telecom – Scope 2

The greenhouse gas (GHG) emissions associated with Scope 2 increased by 25% compared to 2023, even with the reduction of total energy consumption by the company. This increase is directly influenced by the emission factor of the electric grid, which has varied due to various factors external to our company's operations.

One of the main reasons for the increase was the greater share of thermoelectric generation in the Brazilian electricity matrix. In periods of lower water availability, as occurred in 2024, the reduction in hydroelectric power generation leads to the activation of thermoelectric plants, which have a higher intensity of CO₂ emissions. This is because hydroelectric plants, the main source of energy in Brazil, depend on the volume of water in the reservoirs and, in times of scarcity, the electricity system has to resort to fossil sources such as coal, natural gas and diesel.

Another relevant aspect is the change in the country's energy demand. If the need for electricity has increased in certain periods, it may have been necessary to start up more polluting plants to meet consumption.

Thus, the increase in Scope 2 emissions is not related to greater electricity consumption, but rather

to external factors, such as the composition of the Brazilian electricity matrix and its changes throughout the year.

We will continue to invest in sustainable practices and more efficient technologies, following our

commitment to minimize environmental impacts and strengthen our actions aligned with the best practices in climate management, seeking cleaner energy sources and strategies to reduce the carbon footprint, reinforcing the importance of the energy transition to a more sustainable model in the country.

EMISSIONS comparison

ENVIRONMENTAL INDICATORS	2023 (Gj)	2024 (Gj)	2023/2024
Scope 1 direct greenhouse gas emissions¹	741	785	6%
Scope 2 indirect greenhouse gas emissions²	1,439	1,793	25%
Scope 3 indirect greenhouse gas emissions³	344	331	-4%
Total (ton CO₂e)	2,524	2,908	15%
Biogenic Emissions	4,783	5,221	9%
UGR	2,761	2,771	0%
Relationship	0.91	1.05	15%

¹ Calculation basis considers: CO₂; CH₄; N₂O; HFCs (HFC-32, HFC-125, HFC-134, HFC-134a)

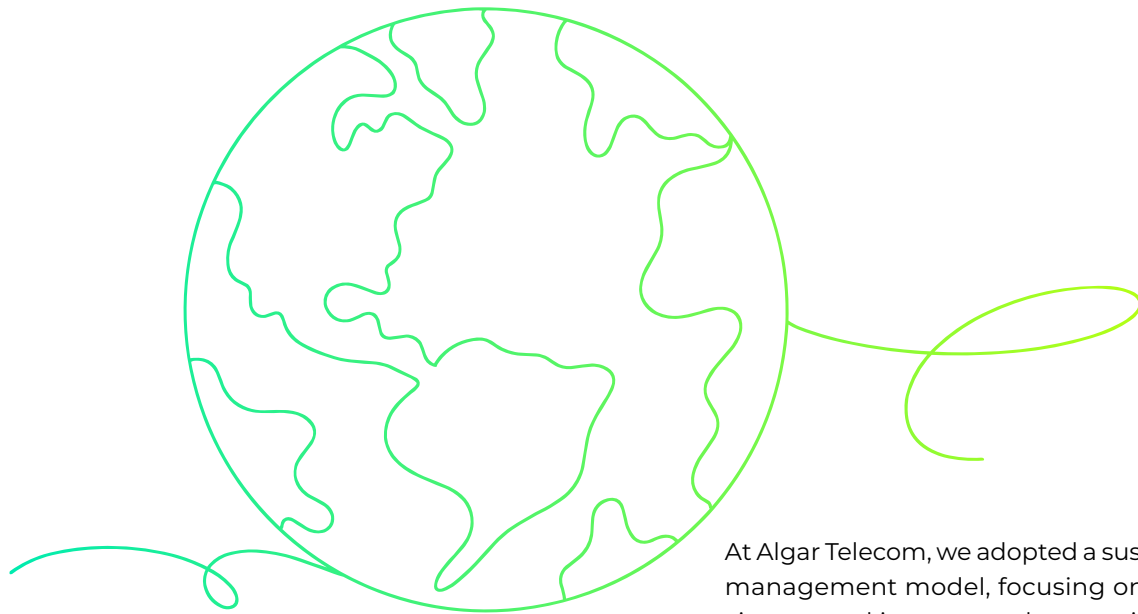
² Calculation basis considers: CO₂

³ Calculation basis considers: CO₂; CH₄; N₂O

WASTE MANAGEMENT

and Reverse Logistics

GRI 3-3, 306-1, 306-2, 306-3, 306-4, 306-5, SASB TC-TL-440a.1



At Algar Telecom, we adopted a sustainable waste management model, focusing on reducing environmental impacts and promoting the circular economy. We follow the guidelines of the Brazilian Solid Waste Policy (PNRS) and carry out reverse logistics for electronics. Recyclable waste such as paper, cardboard and plastic is donated to cooperatives. We also have collection boxes installed in our buildings, offices and stores so that the public can dispose of electronic waste such as batteries and cell phones, among others.

The main activities that generate waste (wires and cables) in the company take place during installations and maintenance of services. To ensure the proper disposal of these materials, we have implemented strict environmental criteria in the hiring of suppliers and in the traceability of the waste generated.

Our waste management, from generation to disposal, is carried out by a specialized team, which monitors the indicators to ensure a correct process in accordance with the Brazilian Solid Waste Policy (PNRS). In addition, waste generation also occurs from outsourced services, and therefore, we prioritize hiring suppliers that undergo a critical environmental approval, ensuring they are qualified for the service.

Good practices

We have a structured and digitized approach to the collection, tracking, and monitoring of waste, ensuring transparency, regulatory compliance,

and reduced environmental impact. The use of technologies such as the Eloverde system, periodic audits and analysis of indicators allow us to continually improve our practices and strengthen our commitment to sustainability.

We have adopted a rigorous selection, monitoring, and auditing process to ensure that the suppliers responsible for waste management operate in compliance with contractual obligations, environmental regulations, and industry best practices. In addition, we reuse materials used in our operations, such as pallets, bobbins, uniforms and telephone blisters, which are donated to institutions and individuals to be reused and transformed into dolls, diary covers, necessaires, garbage cans, dog houses, tables, armchairs and other objects, generating income for these people and the community.

In 2024, we implemented Social and Environmental Committee programs, encouraging the participation of employees and franchisees. These initiatives have established specific criteria for the correct management of waste generated in both service facilities and offices. They also promoted a culture of sustainability at Algar Telecom and the Franchisee Store through actions of selective collection and proper disposal of hazardous and non-hazardous waste.

Indicators

In the “hazardous waste - class I” category, 81.20 metric tons of batteries (equipment) and generator waste were sent for recycling. In the “non-hazardous - class II” category, 3,931.32 metric tons of bobbins and pallets (wood), CTP, coaxial cable, scrap (wires and cables), scrap metal, plastic scrap, electronics scrap, personal protective equipment (goggles, boots, helmets and vests), marketing materials (folders, billboards, banners, etc.), general metal scrap (disassembly of sites and offices), modems, green mass (gardening waste), uniforms, electronics (mouse, keyboards, earbuds) and administrative recyclables (paper, plastic and other materials) were sent to recycling.

The increase in class II waste was due to the exchange of metallic cables for fiber optics to improve the services provided to customers. This project lasted three years, so during this period, we had an increase in waste sent for recycling. In the classification of waste “common - class II”, 67.05 metric tons of waste were sent to sanitary and industrial landfills.

In addition, we reclaim materials such as modems, switches, routers, and boards through product return programs and recycling services. In 2024, we reused 84.59% of the collected items, equivalent to 75.40 metric tons. The reclaimed materials that were sent to the landfill totaled 62.04 metric tons of optical drop. SASB TC-TL-440a.1

Waste COMPOSITIONS*

	2022	2023	2024
IN METRIC TONS(t)			
Hazardous waste - Class I	0	44.6	81.2
Non-hazardous waste - Class II	0	2,860.3	3,931.3
Common waste - Class II	153.8	136	67.05
TOTAL	153.8	3,040.9	4,079.5

WASTE NOT DESTINED for type and by destination*

	2022	2023	2024
IN METRIC TONS(t)			
Hazardous waste - Class I	44.6	81.2	82%
Recycling	44.6	81.2	82%
Total destined for final disposal - Hazardous	44.6	81.2	82%
Total destined for final disposal - Hazardous	0	0	0%
Non-hazardous waste - Class II	2,860.30	3,931.32	37%
Total not destined for final disposal - Non-hazardous	2,860.30	3,931.32	37%
Reuse	0	0	0%
Recycling	2,860.30	3,931.32	37%
Common waste - Class II*	136	67.05	-51%
Total not destined for final disposal - Common	0	0	0%
Landfilling	136	67.05	-51%
Total destined for final disposal - Common	136	67.05	-51%
Total waste directed to disposal	2,904.90	4,012.52	38%
GRAND TOTAL	3,040.90	4,079.57	34%

* Weighing information is obtained from internal waste weighing (carried out on calibrated scales), invoices, destination certificates and waste transportation manifests describing the quantity.



94 2024 Earnings

Economic Performance





2024 EARNINGS

GRI 3-3, 201-1

We ended the year 2024 with a negative result of R\$ 331 million, significantly impacted by the operating result, with an EBITDA margin of 34.7%, and also by financial expenses. At the same time, from an economic and financial perspective, the year was marked by important improvements in the Company's internal control environment and accounting practices.

B2B BUSINESS UNIT

The revenues from B2B customers, 66% of total revenues, amounted to R\$ 1,873.3 million, stable compared to the previous year (+0.2%). Revenues from ICT services, other revenues, and fixed voice grew by 21.4%, 15.4%, and 0.8%, respectively, but were offset by a decrease of 6.7% in connectivity services and 14.2% in M2M. The lowest revenues from connectivity services, about 47% of B2B revenues, were due to the combination of a more restrictive macroeconomic environment for companies and internal issues within the Company. To reactivate

the growth of the B2B Business Unit, a series of actions were executed in the second half of the year, ranging from the review of the organizational design to changes in incentives and commercial processes. In addition, we are revisiting the company's operations in each of the geographic regions and intensifying actions in the densest areas of our potential market.

B2C BUSINESS UNIT

The year 2024 was another standout year for our B2C, whose net revenue grew 8.2% in relation to 2023. The broadband service grew by 11.7%, as a result of the combination of the annual price adjustment, the growth in the number of fiber users and the migration of customers to higher ARPU plans. Value-added services (VAS) also maintained their growth trajectory, especially the Casa-ON service, which manages customers' Wi-Fi, and Mediquo, a telemedicine application. Finally, in mobile telephony, a service in which

we have 1.2 million customers, with 1.1 million in B2C, we continue to modernize our offerings with a focus on data usage, with a positive impact on post-paid service.

OPERATING COSTS AND EXPENSES

Consolidated operating costs and expenses, excluding amortization and depreciation, totaled R\$ 1,841.7 million in 2024, an increase of 4.0% compared to 2023 (+R\$ 71.5 million). This increase is mainly explained by: (i) +R\$57.8 million in provision for doubtful accounts - PCLD, (ii) +R\$53.4 million in third-party services, (iii) +R\$44.9 million in personnel and (iv) +32.9 million in interconnection and connection means. These increases were partially offset by lower rental expenses and, above all, by other operating revenues from the sale of metal cables, removed from our plant, and the effects of the operation of selling the right to use the Monet submarine cable. The net revenues from these sales totaled R\$ 96.6 million for the year.

EBITDA

Algar Telecom's EBITDA totaled R\$ 980.1 million for the year, an increase of 0.4% compared to 2023, with a margin of 34.7%.

INVESTMENTS

We invested R\$ 629.2 million in the year and earmarked these resources for the actions needed to carry out our strategy, especially customer activation, expansion of the 5G service and maintenance of operations. In 2024, we also made investments to improve the quality of the networks in some regions, an investment that occurs sporadically.

The Management Report and the Standardized Financial Statements, with more detailed information for the year 2024, can be accessed in our Results Center [at this link](#).

ECONOMIC AND FINANCIAL HIGHLIGHTS (R\$ Million)

	2023	2024	Annual Change
Net revenue from services	R\$ 2,746.7	R\$ 2,821.8	2.7%
B2B	R\$ 1,870.1	R\$ 1,873.3	0.2%
B2C	R\$ 876.6	R\$ 948.5	8.2%
EBITDA	R\$ 976.5	R\$ 980.1	0.4%
Margin %	35.6%	34.7%	-0.8 p.p.
Net Income (loss)	-R\$ 149.6	-R\$ 331.2	121.3%
Net margin	-5.4%	-11.7%	-
Investments	R\$ 505.0	R\$ 629.2	25%
Free operating cash (after leasing)	R\$ 368.4	R\$ 401.7	9.0%

CONSOLIDATED OPERATING highlights (in thousands)

	2023	2024	Annual Change
TOTAL	5,673.7	6,070.5	7.0%
Connectivity	810.7	828.9	2.2%
Fibra	803.7	824.6	2.6%
Other technologies	7.0	4.3	-38.0%
Fiber accesses/total connectivity accesses	99.1%	99.5%	0.4 p.p.
Mobile telephony	4,116.4	4,464.8	8.5%
M2M	2,912.7	3,299.1	13.3%
Human	1,203.7	1,165.7	-3.2%
Fixed telephony	746.6	776.8	4.0%

DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED (EVG&D) (R\$ Million)

	2023	2024
Revenues	R\$ 3,301.5	R\$ 3,398.8
Direct economic value generated	R\$ 1,630.5	R\$ 1,631.7
Distributed economic value	R\$ 1,630.5	R\$ 1,631.7
Remuneration of own capital:	-R\$ 149.6	-R\$ 331.2
Third-party capital remuneration:	R\$ 644.8	R\$ 614.4
Taxes, rates and contributions:	R\$ 567.9	R\$ 718.0
Personnel, charges and benefits	R\$ 567.5	R\$ 630.6

About the REPORT

GRI 2-2

The publication of the Integrated Report 2024 is part of our long-standing commitment to ESG (Environmental, Social and Governance) best practices. Since 2008, we have published sustainability reports, prioritizing transparency with all stakeholders of Algar Telecom. The content of the Report was guided by our materiality matrix, which identifies and prioritizes topics and impacts relevant to stakeholders.

The material was structured in accordance with the guidelines of the Integrated Reporting Framework, established by the IFRS (International Financial Reporting Standards) Foundation, which recommends the disclosure of ESG and economic-financial information in an integrated manner. In this way, we connect our performance and value generation in the short, medium and long term, considering the Financial, Intellectual, Human, Manufactured, Natural and Social and Relationship capitals.

The information gathered is also in accordance with the standards of the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB), which is considered more accurate regarding the demands of stakeholders in the capital

markets. The individual and consolidated financial statements also follow the International Financial Reporting Standards (IFRS).

The Board of Directors – the highest governance body of the Company – was consulted through an interview for the Report and, after the drafting of the texts, was responsible for analyzing and approving its content, including that of our materiality matrix. ^{GRI 2-14} In addition, the document was submitted to external assurance coordinated by Algar Telecom, whose budget was approved within the scope of the vice-presidency responsible for preparing the Report, with the involvement of members of Senior Management. ^{GRI 2-5}

In this Report, we present the results of the work of Algar Telecom S.A and its subsidiary Voguel Soluções em Serviços e Informática S.A to contribute to sustainable development between January 1 and December 31, 2024, as part of an annual calendar of publications. There was no restatement of information from previous reporting periods. ^{GRI 2-4} Questions and comments about this Integrated Report can be addressed by email to ri@algar.com.br or by calling **+55 (34) 3256-2978**. ^{GRI 2-3}



- 98 GRI and SASB content index
- 103 Assurance Letter
- 105 Credits

Annexes

GRI AND SASB

content index

Statement of use:

Algar Telecom has reported in accordance with the GRI Standards for the period from January 1 to December 31, 2024.

GRI 1 used	GRI 1 - Foundation 2021		Data/Information	Pages	Omission		SDG
	General disclosure	Content			Location - Chapter/Subchapter	Reason	
GRI 2: General Contents 2021: The organization and its reporting practices	2-1: Organization details		Algar Telecom / Where we are	15			
	2-2: Entities included in the organization's sustainability report		About the report	96			
	2-3: Reporting period, frequency and point of contact		About the report	96			
	2-4: Restatements of information		About the report	96			
	2-5: External verification		About the report	96			
	2-6: Activities, value chain and other business relationships		Algar Telecom / Our work; Business Model	6, 16			
	2-7: Employees		Social Performance/Our People	64			
GRI 2: General Contents 2021: Activities and Workers	2-8: Workers who are not employees				It is not applicable because Algar Telecom does not control the workforce provided by the suppliers, as well as the employment contracts.		
	2-9: Governance structure and composition		Algar Telecom/Governance and Risk Management	48			16
GRI 2: General Contents 2021: 3. Governance	2-10: Appointment and selection to the highest governance body		Algar Telecom/Governance and Risk Management	48			
	2-11: Chairman of the highest governance body		Algar Telecom/Governance and Risk Management	48			
	2-12: Role of the highest governance body in overseeing the management of impacts		Algar Telecom/Governance and Risk Management	52			16
	2-13: Delegation of responsibility for managing impacts		Algar Telecom/Governance and Risk Management	52			
	2-14: Role of the highest governance body in sustainability reporting		About the report	96			
	2-15: Conflicts of Interest		Algar Telecom/Governance and Risk Management	49			10
	2-16: Communication of critical concerns		Algar Telecom/Governance and Risk Management	48			
	2-17: Collective knowledge of the highest governance body		Algar Telecom/Governance and Risk Management	52			
	2-18: Assessment of the performance of the highest governance body		Algar Telecom/Governance and Risk Management	49			
	2-19: Remuneration policies		Social Performance/Our People	68			
	2-20: Process for determining remuneration		Social Performance/Our People	68			
2-21: Proportion of total annual remuneration		Social Performance/Our People	68				



General disclosure	Content	Location - Chapter/Subchapter	Data/Information	Pages	Omission		SDG
					Reason	Explanation	
GRI 2: General Contents 2021: 4. Strategy, policies and practices	2-22: Declaration on sustainable development strategy	Message from the Leaders		5,6			
	2-23: Policy commitments	Algar Telecom/Governance and Risk Management Sustainable Management/Commitments		31, 53			10, 16
	2-24: Incorporating policy commitments	Algar Telecom/Governance and Risk Management		53			16
	2-25: Processes to repair negative impacts	Algar Telecom/Governance and Risk Management Sustainable Management/Relationship with Stakeholders		37,54			
	2-26: Mechanisms for advice and raising concerns	Algar Telecom/Governance and Risk Management		54			
	2-27: Compliance with laws and regulations	Algar Telecom/Governance and Risk Management		53			10, 16
	2-28: Membership associations	Sustainable Management/Commitments; Stakeholder relationship		31, 42			1, 4, 13
	GRI 2: General Contents 2021: 5. Stakeholder engagement	2-29: Approach to stakeholder engagement	Sustainable Management/Relationship with Stakeholders		37		
2-30: Collective bargaining agreements		Social Performance/Our People		68			
GRI 3: Material Topics 2021	3-1: Material topics process	Sustainable Management/Materiality Assessment		43			
	3-2: List of material topics	Sustainable Management/Materiality Assessment		43			

Material Topics and GRI Standards	Content	Location - Chapter/Subchapter	Data	Pages	Omission		SDG
					Reason	Explanation	
Attracting and retaining talent							
GRI 3: Material Topics 2021	3-3 Management of material topics	Social Performance/Our People		67			
	401-1: New employee hires and employee turnover	Social Performance/Our People		64,67			5
GRI 401: Employment 2016	401-2: Benefits provided to full-time employees that are not provided to temporary or part-time employees	Social Performance/Our People		68			
	401-3: Parental leave	Social Performance/Our People		68			5
GRI 404: Training and Education 2016	404-1: Average hours of training per year per employee	Social Performance/Our People		75			1, 4
	404-3: Percentage of employees receiving regular performance and career development reviews	Social Performance/Our People		67			4
Network reliability and system availability							
GRI 3: Material Topics 2021	3-3 Management of material topics	Algar Telecom / Infrastructure		23			
SASB - Telecom	Managing systemic risks arising from technological outages (TC-TL-550a.1)	Algar Telecom/Governance and Risk Management		59			9
	Managing systemic risks arising from technological outages (TC-TL-550a.2)	Algar Telecom/Governance and Risk Management		59			
Compliance with laws and regulations							
GRI 3: Material Topics 2021	3-3 Management of material topics	Algar Telecom/Governance and Risk Management		53			
GRI 205: Anti-corruption 2016	205-1: Operations assessed for risks related to corruption	Algar Telecom/Governance and Risk Management		55			16
	205-2: Communication and training about anti-corruption policies and procedures	Algar Telecom/Governance and Risk Management		55			16
	205-3: Confirmed incidents of corruption and actions taken	Algar Telecom/Governance and Risk Management		55			16
GRI 206: Anti-competitive behavior 2016	206-1: Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Algar Telecom/Governance and Risk Management		55			10, 16



Material Topics and GRI Standards	Content	Location - Chapter/Subchapter	Data	Pages	Omission		SDG
					Reason	Explanation	
	Competitive Behavior and the Open Internet (TC-TL-520a.1)		There were no monetary losses as a result of legal proceedings associated with the regulation of anti-competitive behavior				16
SASB - Telecom - Competitive Behavior and the Open Internet	Competitive Behavior and the Open Internet (TC-TL-520a.2)		The speed of service for our customers is directly related to the product purchased.				9
	Competitive Behavior and the Open Internet (TC-TL-520a.3)		The Company complies with the Brazilian Civil Rights Framework for Internet Use, which mandates net neutrality.				
Economic and financial performance							
GRI 3: Material Topics 2021	3-3 Management of material topics	Economic Performance		94			
GRI 201: Economic Performance 2016	201-1: Direct economic value generated and distributed	Economic Performance		94			8, 9
	201-3: Defined benefit plan obligations and other retirement plans	Social Performance/Our People		68			
	201-4: Financial assistance received from the government						
Climate Management							
GRI 3: Material Topics 2021	3-3 Management of material topics	Environmental Performance/GHG Emissions		85			
GRI 201: Economic Performance 2016	201-2: Financial implications and other risks and opportunities due to climate change	Environmental Performance/GHG Emissions		88.89			
	302-1: Energy consumption within the organization	Environmental Performance/Energy		86			7
GRI 302: Energy 2016	302-3: Energy intensity		Information unavailable				
	302-4: Reduction of energy consumption	Environmental Performance/Energy		86			7
	302-5: Reductions in energy requirements of products and services	Environmental Performance/Energy		86			
GRI 305: Emissions 2016	305-1: Direct (Scope 1) GHG emissions	Environmental Performance/GHG Emissions		88			13
	305-2: Energy indirect (Scope 2) GHG emissions	Environmental Performance/GHG Emissions		88			13
	305-3: Other indirect (Scope 3) GHG emissions	Environmental Performance/GHG Emissions		88			13
	305-4: GHG emissions intensity	Environmental Performance/GHG Emissions		88			
	305-5: Reduction of GHG emissions	Environmental Performance/GHG Emissions		88			13
SASB - Telecom	Environmental Footprint of Operations (TC-TL-130a.1)	Environmental Performance/Energy		86			7
Waste Management							
GRI 3: Material Topics 2021	3-3 Management of material topics	Environmental Performance/Waste Management and Reverse Logistics		91			



	306-1: Waste generation and significant waste-related impacts	Environmental Performance/Waste Management and Reverse Logistics	91	12
	306-2: Management of significant waste-related impacts	Environmental Performance/Waste Management and Reverse Logistics	91	12
GRI 306: Waste 2020	306-3: Waste generated	Environmental Performance/Waste Management and Reverse Logistics	91	12
	306-4: Waste diverted from disposal	Environmental Performance/Waste Management and Reverse Logistics	91	12
	306-5: Waste directed to disposal	Environmental Performance/Waste Management and Reverse Logistics	91	12
SASB - Telecom	Product end-of-life management (TC-TL-440a.1)	Environmental Performance/Waste Management and Reverse Logistics	91.92	12
Corporate governance and integrity				
GRI 3: Material Topics 2021	3-3 Management of material topics	Algar Telecom/Governance and Risk Management	53	
Social inclusion				
GRI 3: Material Topics 2021	3-3 Management of material topics	Social Performance/Digital Inclusion	83	
GRI 203: Indirect Economic Impacts 2016	203-1: Infrastructure investments and services supported	Social Performance/Digital Inclusion	83	8,9
	203-2: Significant indirect economic impacts	Social Performance/Digital Inclusion	83	1,9
Innovation				
GRI 3: Material Topics 2021	3-3 Management of material topics	Algar Telecom/Innovation	25	
Customer privacy and cybersecurity				
SASB - Telecom	Data Privacy (TC-TL-220a.1)	Algar Telecom/Governance and Risk Management	60	
	Data Privacy (TC-TL-220a.2)	Algar Telecom/Governance and Risk Management	60	
	Data Privacy (TC-TL-220a.3)	Algar Telecom/Governance and Risk Management	60	
	Data Security (TC-TL-230a.1)	Algar Telecom/Governance and Risk Management	60	
	Data Security (TC-TL-230a.2)	Algar Telecom/Governance and Risk Management	60	
Customer satisfaction and experience				
GRI 3: Material Topics 2021	3-3 Management of material topics	Algar Telecom/Business Model	16	
GRI 418: Customer Privacy 2016	418-1: Substantiated complaints concerning breaches of customer privacy and losses of customer data	Algar Telecom/Governance and Risk Management	60	



Material Topics and GRI Standards	Content	Location - Chapter/Subchapter	Data	Pages	Omission		SDG
					Reason	Explanation	
Worker health and safety							
	403-1: Occupational health and safety management system	Social Performance/Our People		76			
	403-2: Hazard identification, risk assessment, and incident investigation	Social Performance/Our People		76			
	403-1: Occupational health services	Social Performance/Our People		76			
	403-4: Worker participation, consultation, and communication on occupational health and safety	Social Performance/Our People		76.77			
	403-5: Worker training on occupational health and safety	Social Performance/Our People		76			
GRI 403: Occupational Health and Safety 2018	403-6: Promotion of worker health	Social Performance/Our People		76			
	403-7: Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Social Performance/Our People		76			
	403-8: Workers covered by an occupational health and safety management system	Social Performance/Our People		78			
	403-9: Work-related injuries	Social Performance/Our People		76.77			
	403-10: Work-related ill health					There were no deaths due to work-related ill health	
Topic standards	Content	Location - Chapter/Subchapter	Data	Pages			SDG
GRI 204: Procurement Practices 2016	204-1: Proportion of spending on local suppliers	Sustainable Management/Relationship with Stakeholders		39			10
GRI 308: Supplier Environmental Assessment 2016	308-1: New suppliers that were screened using environmental criteria	Sustainable Management/Relationship with Stakeholders		39			
GRI 405: Diversity and Equal Opportunities 2016	405-1: Diversity of governance bodies and employees	Social Performance/Our People		69			5
	405-2: Ratio of basic salary and remuneration of women to men	Social Performance/Our People		69			5
GRI 406: Non-discrimination 2016	406-1: Incidents of discrimination and corrective actions taken	Social Performance/Our People		73			5
GRI 409: Forced or compulsory labor 2016	409-1: Operations and suppliers at significant risk for incidents of forced or compulsory labor	Sustainable Management/Commitments					
GRI 414: Supplier Social Assessment 2016	414-1: New suppliers that have been selected using social criteria	Algar Telecom/Governance and Risk Management Sustainable Management/Relationship with Stakeholders		39.55			10
	414-2: Negative social impacts in the supply chain and actions taken	Algar Telecom/Governance and Risk Management		39.55			

Activity Metrics	Content	Location - Chapter/Subchapter	Data	Pages	Omission		SDG
					Reason	Explanation	
SASB - Telecom	Number of wireless subscribers (TC-TL-000.A)		865,021				
	Number of fixed telephony subscribers (TC-TL-000.B)		406,043				
	Number of broadband subscribers (TC-TL-000.C)		774857				
	Network traffic (TC-TL-000.D)		8,103.24 Petabytes				

ASSURANCE

letter

ALGAR TELECOM

Independent auditor's limited assurance report

For the fiscal year 2024.

INDEPENDENT AUDITOR'S LIMITED ASSURANCE REPORT

To the

Board of Directors, Shareholders, and other Stakeholders of

ALGAR TELECOM

Uberlândia—MG

Introduction

We have been commissioned by ALGAR TELECOM S/A. ("ALGAR TELECOM") management to present our limited assurance report on the information contained in ALGAR TELECOM's 2024 Integrated Report, prepared in accordance with the Global Reporting Initiative ("GRI") guidelines, Standards version, related to the year ended December 31, 2024

ALGAR TELECOM management responsibilities

ALGAR TELECOM's management is responsible for the adequate preparation and presentation of the information contained in the 2024 Integrated Report, following the GRI guidelines, Standards-Version, as well as for the internal controls that ALGAR TELECOM determined as necessary to enable the preparation of such information free from material misstatement, whether caused by fraud or error.

ALGAR TELECOM management is also responsible for the adequate preparation and presentation of information related to greenhouse gases emissions, GRI indicators 305-1 (Direct greenhouse gases emissions - Scope 1), GRI 305-2 (Indirect greenhouse gases emissions - Scope 2) and GRI 305-3 (Other indirect greenhouse gases emissions - Scope 3) contained in the 2024 Book of Indicators, under the specifications of Brazilian GHG Protocol Program: Accounting, Quantification, and Disclosure of Corporate Inventories of Greenhouse Gases Emissions - Second Edition and with the internal controls that ALGAR TELECOM determined as necessary to enable the preparation of such information free from material misstatement, whether caused by fraud or error.

Independent auditor's responsibilities

Our responsibility is to express a conclusion on the information contained in ALGAR TELECOM's 2024 Integrated Report, based on the limited

assurance work carried out, following Ibracon Technical Communication (CT) 07/2012, approved by the Conselho Federal de Contabilidade (CFC) and prepared based on the NBC TO 3000 (Assurance Engagements Other than Audit and Review), issued by CFC, which is equivalent to the International Standard and Assurance Engagement ISAE 3000, issued by the International Auditing and Assurance Standards Board, applicable to non-historical information.

These standards require compliance with ethical requirements, including independence, and that the work is carried out with the purpose of obtaining limited assurance that the information contained in the Integrated Report, taken together, is free from material misstatement.

A limited assurance work conducted under the NBC TO 3000 (ISAE 3000) consists mainly of inquiries to the management of ALGAR TELECOM and other ALGAR TELECOM professionals who are



involved in the preparation of the information contained in the 2024 Integrated Report, as well as in the application of analytical procedures to obtain evidence that enables us to conclude, with limited assurance, on the information contained in the report, taken as a whole.

A limited assurance engagement also requires performing additional procedures when the independent auditor is aware of matters that lead the auditor to believe that the information contained in the Integrated Report, taken together, may present material misstatement.

The procedures selected were based on our understanding of the aspects related to the compilation, materiality, and presentation of the information contained in ALGAR TELECOM's 2024 Integrated Report and other work circumstances, as well as our consideration of areas and processes associated with the material sustainability information disclosed in the 2024 Book of Indicators where relevant misstatements could exist. The procedures have comprised:

- The planning of the work, considering the materiality of the aspects of ALGAR TELECOM's activities, the relevance of the disclosed information, the volume of quantitative and qualitative information, and the operational and internal control systems that served as a basis for the preparation of the information contained in ALGAR TELECOM's 2024 Integrated Report.

- Understanding and analyzing the information disclosed concerning the management approach of material aspects.

- Evaluation of the sampled non-financial indicators.

- Understanding of calculation methodologies and procedures for the compilation of the indicators through interviews with managers responsible for the preparation of information.

- Application of analytical procedures on quantitative information and inquiries about qualitative information and its correlation with the indicators disclosed in ALGAR TELECOM's 2024 Integrated Report.

- Analysis of evidence supporting the information disclosed.

- The confrontation of indicators of a financial nature with financial statements and/or accounting records.

We believe that the information, evidence, and results obtained in our work are sufficient and appropriate to substantiate our conclusion in the limited form.

Scope and limitations

The procedures applied in a limited assurance engagement have substantially less extension

than those applied in a reasonable assurance engagement to express an opinion on the information contained in the 2024 Integrated Report. Consequently, they do not enable us to ensure that we have become aware of all matters that would be identified in a reasonable assurance engagement to express an opinion. If we had applied procedures of reasonable assurance, we could have identified other issues and possible misstatements that may exist in the information contained in ALGAR TELECOM's 2024 Integrated Report. Accordingly, we do not express an opinion on this information.

Non-financial data is subject to more inherent limitations than financial data, given the nature and diversity of the methods used to determine, calculate, or estimate such data. Qualitative interpretations of materiality, relevance, and accuracy are subject to individual assumptions and judgments. ALGAR TELECOM's inventory of greenhouse gas emissions was subject to the independent external verification carried out by Totum Institute, and the data contained in the GHG Inventory were not reviewed by our auditors. If any adjustments are identified after the conclusion of our work, ALGAR TELECOM's 2024 Integrated Report and this limited assurance report will be republished.

In addition, we do not perform any work on data reported for the previous periods to assess the adequacy of its policies, practices, and performance in sustainability, nor concerning future projections.

Our work had the purpose of applying limited assurance procedures on the sustainability information disclosed in ALGAR TELECOM's 2024 Integrated Report and did not include the evaluation of the adequacy of its policies, practices, and sustainability performance.

Conclusion

Based on the performed procedures described in this report, nothing has come to our attention that leads us to believe that the information contained in ALGAR TELECOM's 2024 Integrated Report has not been compiled, in all relevant aspects, in accordance with the Global Reporting Initiative—GRI guidelines, Standards version.

Barueri, May 28, 2025

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Credits

Algar Telecom Coordination

Investor Relations Management
Brand, Communication and Sustainability Consulting

GRI and SASB Consulting

Beon ESG

Content, editing, graphic design and design

Beon ESG

Images

Algar Telecom's internal database
Adobe Stock | Getty Images | IA