



SMARTFIT ESCOLA DE GINÁSTICA E DANÇA S.A.

CNPJ/MF nº 07.594.978/0001-78

NIRE 35.300.477.570

Public Company

NOTICE TO THE MARKET

EVOLUTION OF THE CLUB NETWORK IN 2025

São Paulo, January 7, 2026 – SMARTFIT ESCOLA DE GINÁSTICA E DANÇA S.A. (“Smart Fit” or “Company”), hereby informs its shareholders and the market in general about the evolution of its club network in 2025.

In 2025, the Company accelerated its expansion pace and achieved a new annual record for net club openings, further reinforcing its absolute leadership position in the Fitness segment in Latin America. During the period 341 new clubs were added, representing the largest expansion in the Company’s history, in line with the Guidance¹ for the year. This performance reflects a network growth of 20% compared to 2024 and an increase of 12% over the expansion of 305 units recorded in 2024.

By the end of 2025, the Company operated 2,084 clubs across 16 countries, comprising 1,683 owned units (81% of the total) and 401 franchises (19%). Of the net additions during the year, 276 were owned units (81% of the total). In terms of geographic mix, 161 clubs were added in Brazil (47% of the total), 110 in the Other Countries region (32%), and 70 in Mexico (21%).

The year was also marked by significant milestones, including: (i) reaching the level of 2,084 clubs, with 984 units in Brazil, 635 in Other Countries, and 465 units in Mexico; (ii) the largest quarterly expansion in the Company’s history, with 217 additions in 4Q25, driven by a record December, during which 150 units were opened; (iii) Smart Fit’s entry into Morocco, with the opening of 2 units, marking the beginning of the expansion into a new continent; and (iv) the Bio Ritmo and Others expansion in the High-end segment, with 4 new units opened during the year, already under the new brand positioning and product concept, highlighted by the Shopping Ibirapuera unit in São Paulo, which already incorporates this new concept, as well as two units in Lima, Peru.

Another historic achievement in 2025 was the opening of Smart Fit’s 2,000th club, located in the city of São Paulo, Brazil, making the Company the first club network to reach this milestone in Latin America. This landmark further consolidates Smart Fit’s leadership in the regional fitness segment and reinforces its position as one of the largest players in the global fitness industry, supported by a business model that democratizes access to high-quality fitness by combining quality, convenience, operational efficiency, and affordable prices.

In the Studios segment, the year was marked by relevant strategic advances and an acceleration of expansion. The Company ended 2025 with 180 studio units, including 154 franchised units and 26 owned. During the year, 45 units were added (41 franchised and 4 owned), and the Velocity brand reached the milestone of 100 operating units, becoming the first indoor cycling

studio network in Brazil and Latin America to achieve this level. Additionally, the Company completed the rebranding of its Pilates product with the launch of the Aera Pilates brand.

Finally, considering the expansion of both clubs and studios, a total of 386 units were added, representing a growth of 21% compared to the total unit base in 2024. Management remains confident in the continued execution of the expansion plan for the coming periods, supported by increasing demand for fitness services, the robustness of the balance sheet, and capital allocation discipline, with consistent financial returns achieved across different regions and cities. These factors reflect the strength of the group's brands, its unique value proposition, and the competitiveness of its business model.

(1) A projection of 340 to 360 club openings for the fiscal year ending December 31, 2025, as disclosed via a Material Fact on March 14, 2025.

Evolution of Club Network

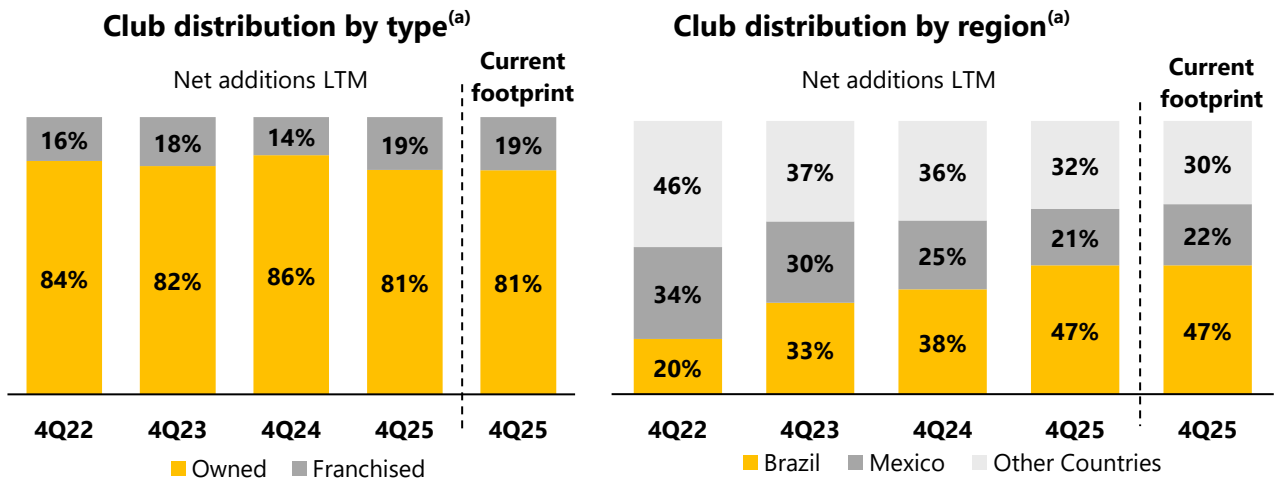
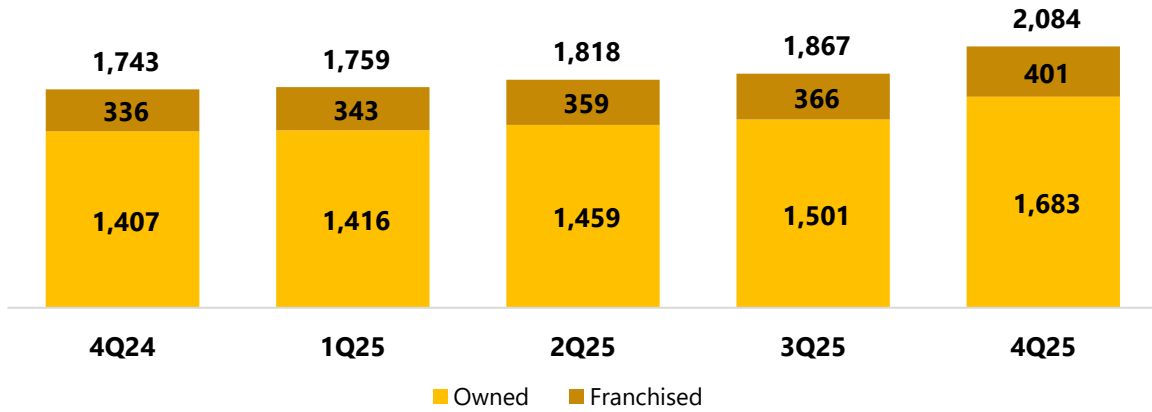
Clubs	End of Period			Growth 4Q25 vs.		Variation 4Q25 vs.	
	4Q24	3Q25	4Q25	3Q25	4Q24	3Q25	4Q24
Clubs	1,743	1,867	2,084	217	341	12%	20%
By Type							
Owned	1,407	1,501	1,683	182	276	12%	20%
Franchised	336	366	401	35	65	10%	19%
By Brand							
Smart Fit	1,711	1,831	2,048	217	337	12%	20%
Owned	1,381	1,471	1,653	182	272	12%	20%
Brazil	569	605	693	88	124	15%	22%
Mexico	372	390	435	45	63	12%	17%
Others Countries ^a	440	476	525	49	85	10%	19%
Franchised	330	360	395	35	65	10%	20%
Brazil	224	241	259	18	35	7%	16%
Mexico	23	26	30	4	7	15%	30%
Others Countries ^a	83	93	106	13	23	14%	28%
Bio Ritmo and Others ^b	32	36	36	0	4	0%	13%
Owned	26	30	30	0	4	0%	15%
Franchised	6	6	6	0	0	0%	0%
By Region							
Brazil	823	878	984	106	161	12%	20%
Mexico	395	416	465	49	70	12%	18%
Others Countries ^a	525	573	635	62	110	11%	21%

(a) The "Other Countries" region includes owned operations in Argentina, Chile, Colombia, Costa Rica, Panama, Paraguay, Peru, Uruguay, and Morocco, as well as franchises in El Salvador, Ecuador, Guatemala, the Dominican Republic, Honduras, and Argentina; (b) "Bio Ritmo and Others" includes 34 Bio Ritmo units and 2 Nation units. Up to 2024, this line also included one O2 brand in Chile, which was converted into a Bio Ritmo unit in 2025.

José Luís Rizzardo Pereira
Investor Relations Officer

APPENDIX: OPERATING PERFORMANCE – CLUB NETWORK

Clubs at the end of the period



(a) Includes only the Company's clubs (excludes Studios).