



SMARTFIT ESCOLA DE GINÁSTICA E DANÇA S.A.

CNPJ/MF nº 07.594.978/0001-78

NIRE 35.300.477.570

Publicly-held company

**NOTICE TO THE MARKET
CLARIFICATIONS ON NEWS PUBLISHED IN THE MEDIA**

São Paulo, July 3, 2025 – A **SMARTFIT ESCOLA DE GINÁSTICA E DANÇA S.A.** ("Company" or "Smartfit"), in compliance with the provisions of Law No. 6,404, of December 15, 1976, as amended, and the regulations of the Brazilian Securities and Exchange Commission ("CVM"), considering the content of the article published by Brazil Journal, on July 2, 2025, with the title "*SmartFit falls 6% due to Mexican lament. Exaggeration?*" ("News"), clarifies to its shareholders and the market in general what follows.

The News referred to comments made about the operations in Mexico, in the context of discussions held between the Company's representatives and investors. The Company clarifies that, in the ordinary course of its business, representatives of the Company met yesterday with analysts and market investors, and that, in one of the meetings, they mentioned, in a qualitative way, that the Mexico operation had a student acquisition performance lower than the history of mature academies¹ in the same period in the years prior to 2020.

It should be noted that: (i) the Company does not disclose projections about student recruitment; (ii) information on the performance of attracting students is only one of the elements that make up the results of the academies and, therefore, is not in itself indicative of the operational and economic performance of the Company and of the academies operating in Mexico (which, on this date, represent approximately 22% of the Company's total academies); (iii) no quantitative data on student recruitment was mentioned to investors in yesterday's meetings.

Thus, the information addressed in the Notice does not consist of projections and does not alter the projections previously disclosed by the Company, which remains confident in the continuity of the execution of its strategy.

José Luís Rizzardo Pereira

Investor Relations Officer

¹ Mature Smartfit brand units are those with more than 24 months of operation at the beginning of each calendar year.