Grupo SBF
Publicly-Held Company

CNPJ No. 13.217.485/0001-11
NIRE 35.300.390.458

SBF Comércio de Produtos Esportivos S.A.
Publicly-Held Company

CNPJ No. 06.347.409/0001-65
NIRE 35.300.552.679

Fisia Comércio de Produtos Esportivos S.A.
Publicly-Held Company

CNPJ No. 59.546.515/0001-34
NIRE 35.300.607.341

MATERIAL FACT

São Paulo, August 28, 2026 – **Grupo SBF S.A.** (B3: SBFG3) ("Grupo SBF"), **SBF Comércio de Produtos Esportivos S.A.** ("SBF Comércio") and **Fisia Comércio de Produtos Esportivos S.A.** ("Fisia", together with Grupo SBF and SBF Comércio, the "Companies"), in compliance with the provisions of paragraph 4 of article 157 of Law No. 6,404, dated December 15, 1976, as amended, and Brazilian Securities and Exchange Commission ("CVM") Resolution No. 44, dated August 23, 2021, as amended, hereby inform their shareholders and the market in general that Fisia has entered into, on this date, an amendment to the Distribution Agreement executed with NIKE Global Trading B.V. ("Nike"), originally entered into on December 1, 2020 ("Amendment" and "Distribution Agreement", respectively), as disclosed in the Material Fact released by Grupo SBF on February 6, 2020 ("MF 2020").

Pursuant to the Amendment, the term of the Distribution Agreement has been extended through **May 31, 2034**. Additionally, the Amendment provides for a rolling basis renewal mechanism, whereby the parties shall meet annually to discuss the extension of the term of the Distribution Agreement for additional periods of 1 (one) year, subject to the execution of a formal extension agreement, which allows the Companies to seek, on an annual basis, the expansion of the contractual horizon, providing approximately 7 (seven) years of contractual predictability, compared to the approximately 5 (five) years of predictability previously in place, reinforcing the stability and continuity of the long-term partnership with Nike.

The Companies believe that the execution of the Amendment represents a significant milestone in strengthening the strategic partnership with Nike, by providing (i) greater long-term contractual predictability and security; (ii) a renewal mechanism that enables the continuous extension of the commercial relationship; and (iii) strategic alignment between the parties for the sustainable development of the Nike product distribution operation in Brazil.

As disclosed in the MF 2020, the operation comprises a strategic partnership whereby Fisia acts as (i) the exclusive distributor of Nike products, including apparel, footwear, accessories and equipment, in the Brazilian territory, as well as the exclusive operator of the online retail channel (www.nike.com.br), and (ii) the main brick-and-mortar Nike store retailer, responsible for the commercialization of products to final consumers through Nike monobrand stores in the Brazilian territory.

The Companies will keep their shareholders and the market informed of any relevant developments related to this matter.

São Paulo, August 28, 2026.

José Luís Magalhães Salazar
Financial and Investor Relations Officer