



**LWSA S/A**

Publicly held Company  
CNPJ/ME 02.351.877/0001-52  
NIRE 35.300.349.482

**MATERIAL FACT**

São Paulo, October 7th, 2025 – **LWSA S.A.** ("Company"), in compliance with the provisions of Resolution No. 44 of the Brazilian Securities and Exchange Commission ("CVM"), dated August 23, 2021, as amended, and paragraph 4 of article 157 of Law No. 6,404, dated December 15, 1976, as amended, hereby informs the market in general that a Quota Purchase and Sale Agreement and Other Covenants ("Agreement") was executed between the Company and *UNLK Two Fundo de Investimento em Participações Multiestratégia Responsabilidade Limitada* ("UNLK"), to govern the acquisition by UNLK of all the capital stock of *Wake Creators Digital Media Channel Ltda.* ("Wake Creators" or "Squid", and the "Transaction", respectively).

The purchase price for all the quotas issued by Wake Creators amounts to BRL 45,000,000.00 (forty-five million reais), without any performance-based adjustment, part of which was paid on this date and the remaining balance will be paid in installments through 2029.

Wake Creators comprises the assets related to the business of providing platform and software services for influencer marketing.

The Transaction does not constitute a concentration act subject to mandatory submission to the *Conselho Administrativo de Defesa Econômica* – CADE and is not subject to the fulfillment of any other precedent conditions. Therefore, the execution of the Agreement and the closing of the Transaction took place simultaneously on this date.

The Company will keep its shareholders and the market duly and timely informed of any subsequent developments regarding the Transaction, in accordance with applicable law.

**André Kinjo Kubota**

Chief Financial and Investor Relations Officer