



Sustainability Report 2024



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01 Introduction

About the Report

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We are pleased to present our 2024 Sustainability Report, now in its third consecutive edition.

We have gathered in this document the Petz Group's key advancements, challenges, and achievements between January 1st to December 31st 2024, as well as relevant developments through June 2025.

Here, you will find detailed information about our ESG (environmental, social, and governance) initiatives and commitments, always connected to the Company's value creation. We also present the main figures and results for the year, reflecting our ongoing commitment to transparency and continuous improvement.

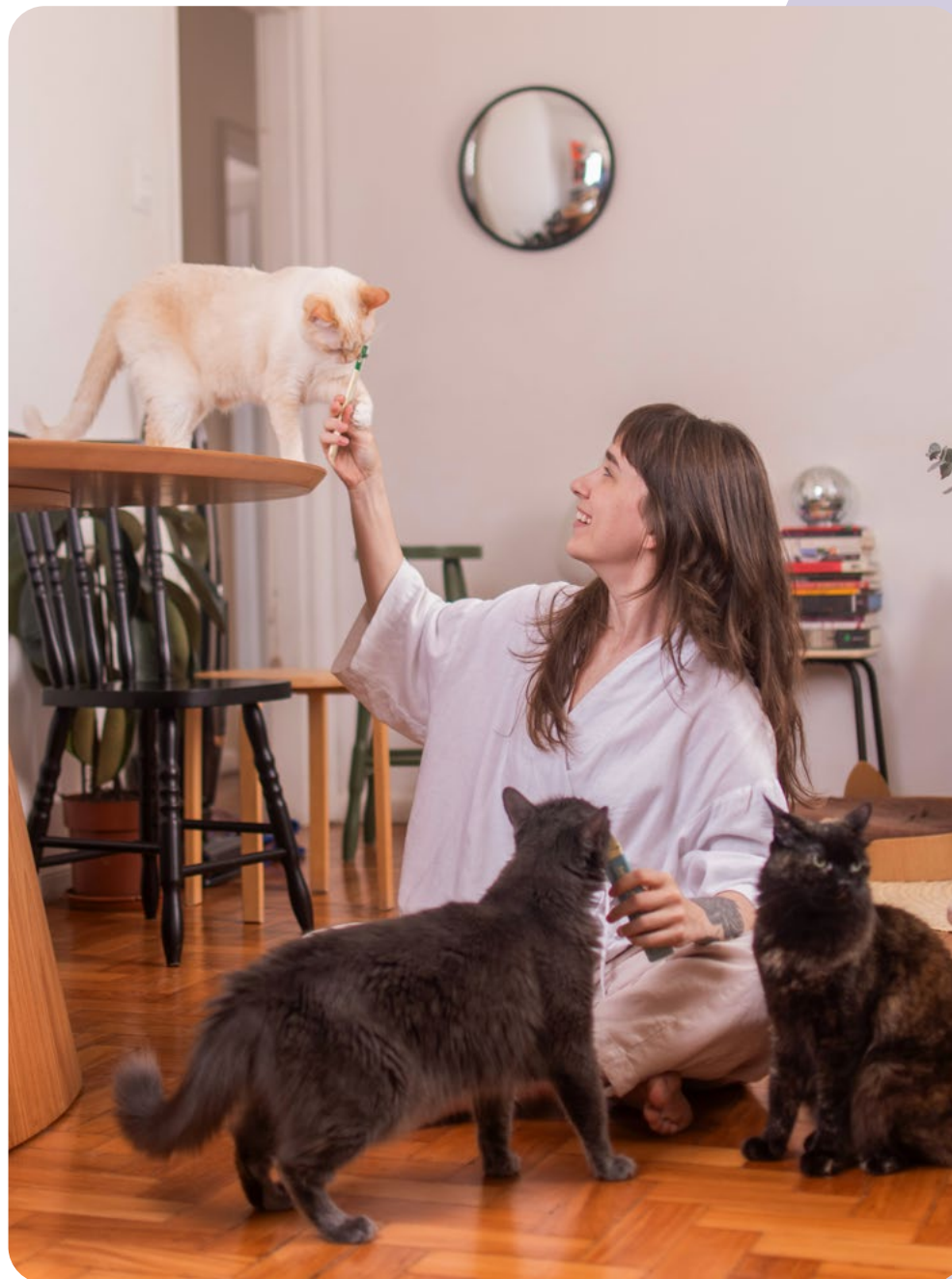
This report was published on 08/18/2025, following approval by the Company's Board of Directors, Executive Board, and Sustainability Committee.



ATTENTION!

This report covers all business fronts of the Company. Whenever we refer to Petz Group or the Company, we are referring to all entities within the group. The term Petz, on the other hand, refers specifically to the Petz Standalone operation, while the other companies will be identified individually.

If you have any questions or suggestions, we'd be happy to hear from you! Please contact us at: esg@petz.com.br



READING TOOLS

To prepare this report, we followed internationally recognized standards aligned with best practices in transparency and sustainability. We adopted the guidelines of the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB), in addition to incorporating initiatives related to the United Nations Sustainable Development Goals (SDGs).

All content has been organized based on the most relevant topics for the Company, ensuring that each piece of information accurately reflects our reality and our commitments. To learn more about our materiality, please refer to page 08.



GLOBAL REPORTING INITIATIVE (GRI)

The GRI is an international standard that supports the transparent disclosure of sustainability indicators. In this report, you will find topics marked with the codes “GRI XXX-X” to facilitate identification.

To view the full list of indicators, simply refer to the GRI index on page 125.



SASB STANDARDS

Now part of IFRS Foundation

SUSTAINABILITY ACCOUNTING STANDARDS BOARD (SASB)

In this report, we disclose SASB indicators for the retail and e-commerce sectors, ensuring alignment with best practices. These references are marked as “SASB XX-XX-XXX” throughout the document.

You can access the full SASB Index on page 130.



SUSTAINABLE DEVELOPMENT GOALS (SDG)

Throughout this document, we share progress related to the seven priority SDGs for the Petz Group, defined based on our materiality assessment. To make identification easier, the corresponding icons are highlighted at the beginning of each chapter and also in the index on page 132.

Letter from de CEO

GRI 2-22

As we close out 2024, we proudly reflect on the progress made and the challenges faced throughout the year. Despite a difficult first half, Petz Group remained resilient and strategically focused, delivering strong results in the second half of the year.

Over the months, our operating indicators confirmed that we were on the right track: we gained new customers, increased our subscriber base across digital channels, and reached a historic milestone in the third quarter with a record revenue of R\$1 billion. We ended the year with gross revenue of R\$4 billion, underscoring the strength of our business model even amid a challenging macroeconomic environment.

One of the key growth drivers for the Company during this period was the rebound in accessory sales, fueled by the revitalization of our private label brands and the launch of new products that reflect our core values: quality, design, and the bond between pets and their owners, important pillars of growth and customer loyalty. **One of the major highlights was the launch of the Selections brand's dry food for dogs and cats, with 1% of the gross profit reverted to animal protection causes.**

In the digital space, we relaunched our loyalty program, Clubz, now featuring new benefit tiers and exclusive rewards for our customers, which continues to validate its potential with solid results and stimulate the

program's expansion. This initiative, combined with investments in digital services, led to a **21% increase in the number of subscribers** on Petz's website and app in 2024. Omnichannel and digital remained key strategic pillars in delivering a differentiated customer experience.

Internally, engagement strategies such as gamified sales goals for store team also played a crucial role in strengthening our performance. In 2025, continuing the positive cycle observed in the second half of 2024, we present operational and financial indicators that evidence the maintenance of this solid and sustainable trend. This performance is the result of a combination of strategic factors, such as assertive pricing and the genuine engagement of our employees.

Customer security is a top priority at Petz, especially given our omnichannel model. In this regard, we made significant progress by launching our Cyber Crisis Management Plan and integrating all Group companies under a unified data security standard, reinforcing our commitment to protecting the information of our customers, employees, and partners.

On the social front, Adote Petz remains one of our greatest sources of pride, with more than 81 thousand pets adopted since 2007 and R\$6.9 million invested by Petz in 2024 for animal welfare initiatives. We also continued our partnerships with MOL Impacto and



Instituto Arredondar, expanding social impact initiatives that connect our customers with meaningful change, which enabled R\$2.4 million in donations.

In talent development, we structured a new training framework focused on creating business value and strengthening our leadership succession pipeline preparing us for both the present and the future.

Another highlight of 2024 was the development of our Climate Risk Matrix, a strategic tool designed to guide our adaptation and mitigation efforts in response to environmental impacts. **We also implemented new sustainable logistics solutions, including deliveries by bike and electric vehicles, as well as the Bobina Zero (Paper-Free Roll) Program,** which replaced printed receipts with electronic invoices sent by email, significantly reducing paper usage.

Alongside all these advances, we maintained Petz's financial sustainability, through cost discipline and spending austerity. Once again, the Company generated enough operating cash flow to cover its investments.

Another relevant milestone this semester was the unconditional approval by the CADE's General Superintendence of the proposed merger between Petz and Cobasi. The decision considered the absence of competitive risks and reinforces our commitment to a responsible, transparent, and collaborative management of the entire process. Since then, we have been closely monitoring the progress of the process, maintaining a continuous and constructive dialogue with the regulatory body. The case is currently under review by the Court of the agency.



Looking ahead, we remain confident in the continuation of the positive cycle that began in the second half of 2024. In 2025, the growth of B2C sales, the expansion of private labels, and the consolidation of Clubz reinforce the strength of our value proposition and customer loyalty. With the launch of the Seres Saúde program, we are further expanding our ecosystem of solutions, positioning Petz as a complete partner in the pet care journey. Sustained

by the omnichannel strategy, continuous innovation, and the engagement of our teams, we remain firm in building a prosperous future, connected to our purposes and our customers.

Sergio Zimerman
CEO

Materiality

GRI 2-29 | 3-1 | 3-2 | 3-3

At Petz Group, our ESG strategy is based on a materiality study conducted, in 2021, with the support of a specialized consultancy and updated in 2023. This assessment helps us identify and prioritize the topics most relevant to our business, ensuring that our actions create positive impact and meet stakeholder expectations.

The study guides our decision-making and reinforces our commitment to transparency, sustainability, and value creation for society. The methodology adopted followed a four-step structured process:



**Sector Assessment
on ESG Topics**



**Analysis of Market
Players' Positioning**



**Internal Assessment
and Strategy
Implementation**



**Definition of the Concept
Behind Petz Group's
Mission and the Pillars
That Guide the Company's
Decision-Making**



Enhancing the relationship between pets and their families

it is the cross-cutting theme that guides Petz Group's actions.

Based on this comprehensive study, and on the pillars that guide our actions, we prioritize the topics that make up our materiality:



| PILLAR | MATERIAL TOPICS | ASSOCIATED SDG | 2024 DEVELOPMENT |
|-------------------------------------|---------------------------------|--|--|
| RESPONSIBLE BUSINESS | Ethics and transparency |  | We remain aligned with the regulations of the Brazilian Securities and Exchange Commission (CVM, in portuguese), as well as with our internal governance policies, and maintain a whistleblowing channel open to the entire community. Learn more on page 55. |
| | Information security |  | In 2024, we made significant progress on this topic, strengthening business synergies and expanding employee education. Learn more on page 61. |
| | Supply chain management |  | With the growth of our private label products, we are closely monitoring suppliers in these lines, expanding our approval and audit processes. Learn more on page 63. |
| HEALTH, ANIMAL WELFARE AND ADOPTION | Social investment | | With over seven thousand animals adopted in 2024 and more than R\$6.9 million invested by Petz in animal health, welfare, and adoption, we strengthened our role as enablers of the bond between pets and their families. Learn more on page 68. |
| GERATING VALUE FOR SOCIETY | Employee health and development |    | We restructured our training and development processes, focusing on talent growth and retention. Learn more on page 91. |
| | Diversity and inclusion |   | This year, we conducted a Diversity Census and trainings focused on managing diverse teams, in addition to the partnership with Adimax, promoting social inclusion and animal welfare. Learn more on pages 108 and 110. |
| OPERATIONAL ECO-EFFICIENCY | Climate change |  | In 2024, we developed the Company's Climate Risk Matrix to guide our strategic decisions on the topic. Learn more on page 114. |
| | Circularity |   | Petix is a benchmark in circularity and remains the highlight of this topic within Petz Group. In 2024, over 7.7 thousand tons of diapers discarded from the industry were repurposed in the production of the brand's dog pads, alongside a groundbreaking partnership with eureciclo. Learn more on page 33. |
| | Sustainable products |   | Launched in early 2025, the Bobina Zero Project aims to reduce paper consumption across Petz stores. In just five months, over 640,000 paper receipts were no longer printed. Learn more on page 119. |
| | Operational eco-efficiency |   | We continue to improve our deliveries by focusing on low-emission transportation. In 2024, we implemented bike deliveries and added electric vehicles to our delivery fleet. Learn more on page 120. |



02 The Petz Group





2024 Highlights



R\$4 bn
in gross revenue



Launch
of the new Clubz



Launch
of Selections' dry food
with 1% of gross profit
directed to animal
welfare

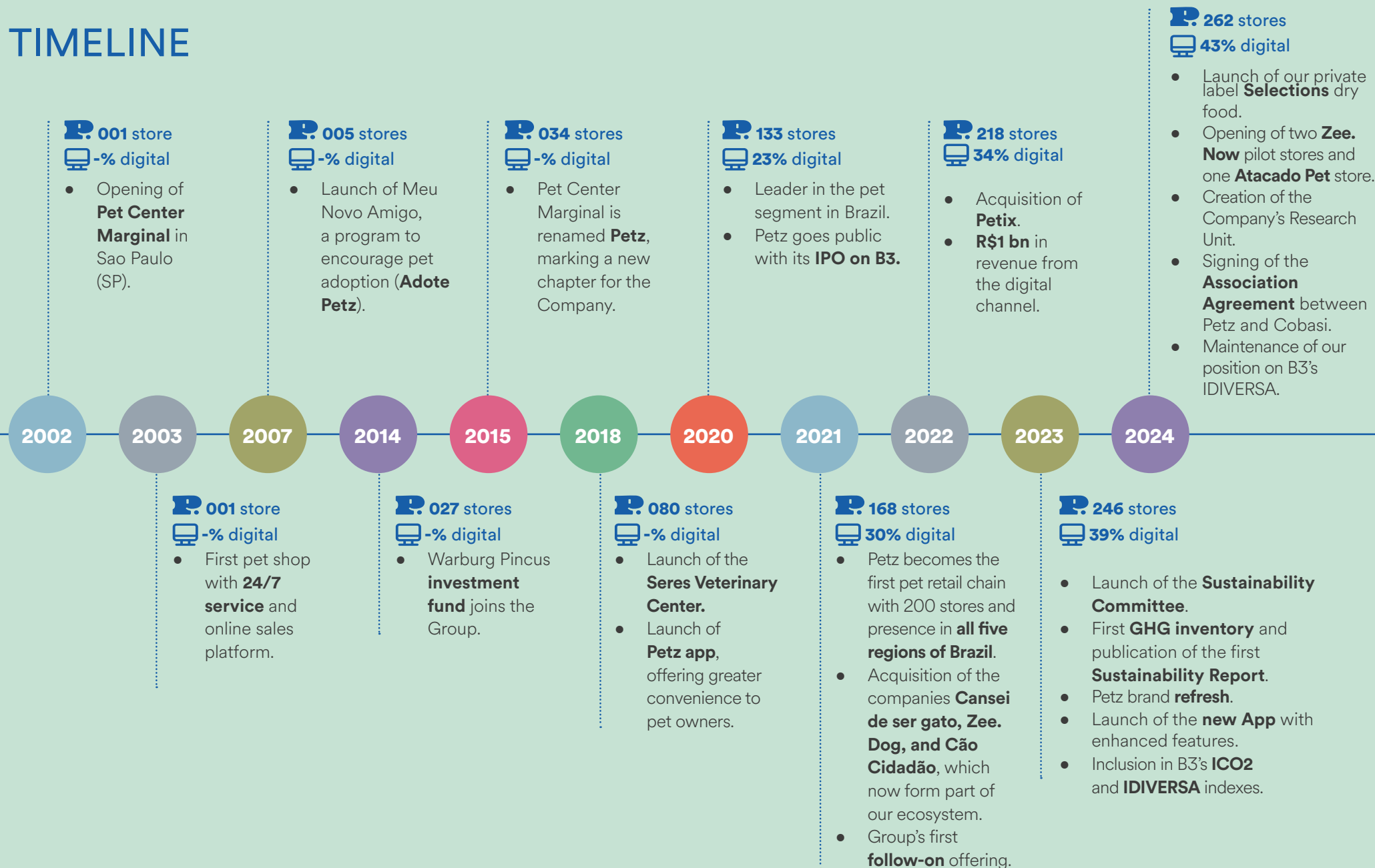


16
new Petz stores



Celebration of the
Association Agreement
between Petz and
Cobasi – currently
under review by CADE

TIMELINE



Our Story

GRI 2-1 | 2-6

We are Petz Group, the largest and most comprehensive platform of products and services for pets in Brazil.

With a story defined by our passion for animals, our purpose is to strengthen the bond between people and their pets by offering innovative, high-quality solutions that meet all the needs of the pet segment.

Founded in 2002, Petz has become a benchmark in the sector through an omnichannel business model that integrates physical and digital shopping experiences, providing customers with convenience and ease.

With more than 260 stores across the country, a robust e-commerce platform, and an ecosystem that includes veterinary clinics, pet grooming centers, and responsible adoption programs, we reaffirm our commitment to innovation and animal welfare every day.

Petz Group also stands out for its commitment to sustainability and social responsibility, promoting initiatives focused on animal protection, reducing environmental impact, and advancing social inclusion. In doing so, the Company not only drives the growth of the pet market in Brazil but also helps build a more sustainable and conscious future.

With a passionate and highly qualified team, Petz continues on its path of expansion, innovation, and excellence, solidifying its position as the top choice for pet owners seeking the very best for their animals.



LEARN MORE

Discover the Petz Group's journey in: [Our Story](#).



OUR MISSION

To create value through interaction with pet lovers, strengthening the positive bond between pets and their families.



OUR VISION

To be globally recognized as the leading ecosystem in the pet segment by 2025.



OUR VALUES

- We are passionate about pets;
- We treat one another with respect;
- We recognize effort and reward results;
- We delight our customers;
- We take pride in serving.

We are present in all regions
of the country

**262**

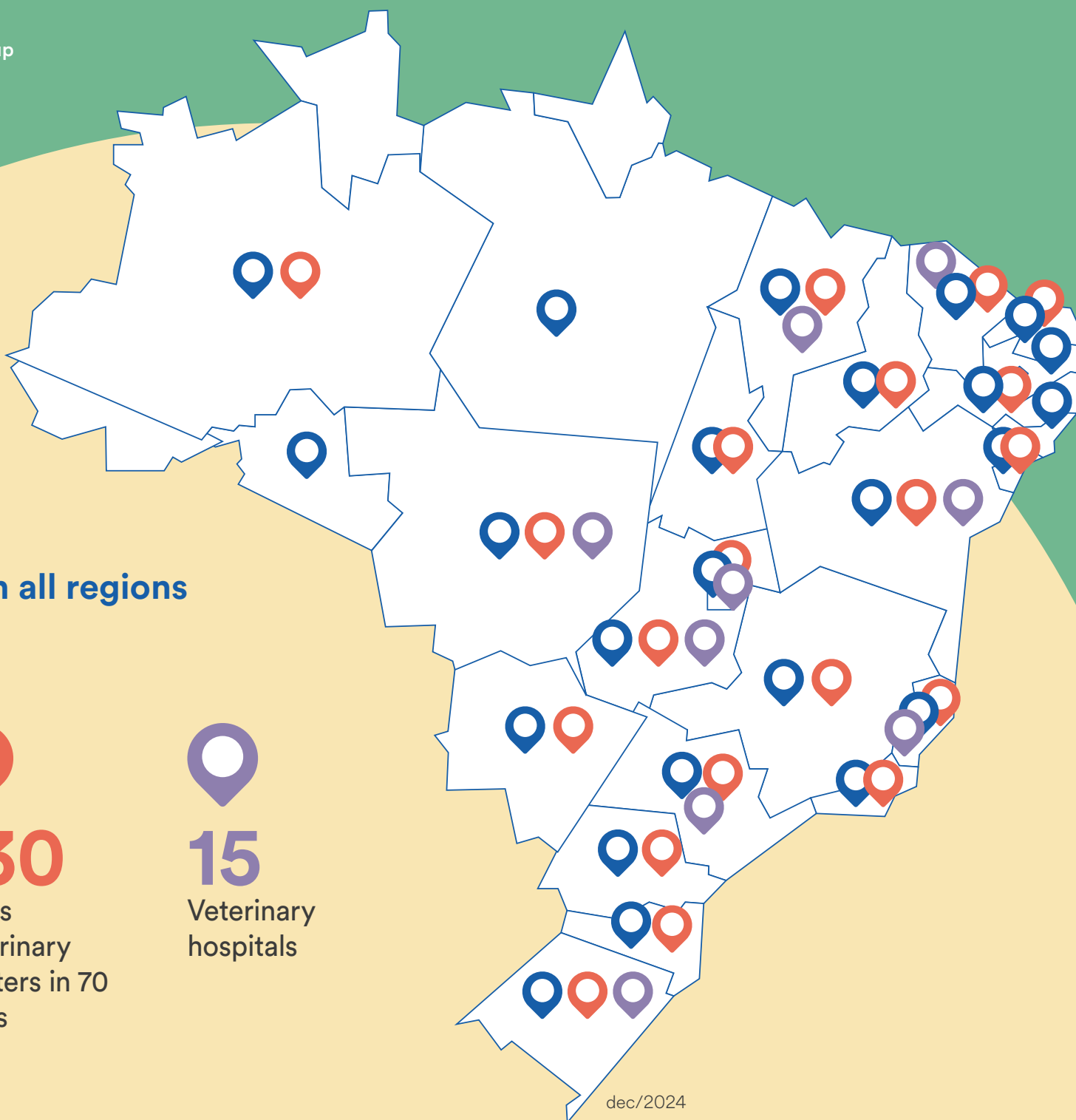
Petz stores
in 24
Brazilian
States +
the Federal
District

**130**

Seres
Veterinary
Centers in 70
cities

**15**

Veterinary
hospitals



dec/2024

Petz Group Ecosystem

GRI 2-1 | 2-2 | 2-6 | 2-29

Our complete ecosystem of products and services has established us as one of the leading references in the Brazilian and international pet market. We combine convenience, innovation, and excellence to meet the needs of pets and their owners, promoting well-being and quality of life.

We believe our strength lies in the integration of physical stores and digital channels, creating a seamless and accessible shopping experience. We also extend our reach through private label products and specialized services. Our offerings include pet grooming centers and the Seres Veterinary Center, which delivers high-complexity treatments with cutting-edge technology and outstanding scientific expertise.

Our commitment to innovation and continuous growth led us, in September 2020, to carry out our initial public offering (IPO), making us the only publicly traded pet company in Brazil. Since then, we have expanded our presence through strategic acquisitions,

bringing brands such as Cansei de Ser Gato, Zee.Dog, Cão Cidadão, and Petix into our ecosystem.

Our purpose goes beyond business. Through Adote Petz, one of the largest dog and cat adoption programs in the country, we have already facilitated over 81 thousand adoptions since 2007, reaffirming our commitment to the animal welfare cause.

In 2024, we worked on resuming the Company's sales growth, in both physical and digital sales. In stores, we developed and applied employee engagement strategies to delight our customers. We also improved digital products such as Clubz (the benefits club), product subscriptions on the website, and incorporated tools to facilitate online purchasing, such as recurring purchases.

We remain firmly on our path of sustainable growth, innovation, and care, always with the goal of being the top choice for owners seeking the very best for their pets.



Resumption of sales growth in 2024



+9%

in B2C* product sales
growth (4Q24)



+11%

growth in number of
coupons (4Q24)



Physical stores

growth recovery and improved
competitiveness of physical stores, with an
11.4% increase in revenue (4Q24)



21%

YoY growth in number of
subscribers, reaching over 500K
customers



+7%

increase in active**
customers on the
Digital channel



Gamification of store goals

boosting engagement among Petz store
team



Omnichannel

omnichannel customers spend 2.5x more than
those who use only one channel (physical or
digital)

*B2C (Business to Consumer) sales refer to sales made directly to the end consumer and include the Petz and Zee.Now channels, Zee.Dog and CDSG e-commerce.

**We consider active customers to be those who have made at least one purchase within a six-month period.

CUSTOMER AT THE CENTER

We recognize that our customers are the core of our existence and the foundation of our success. Our commitment is to deliver a differentiated shopping and service experience, both in physical stores and online channels, ensuring quality and agility across all services offered.

Excellence in service is reflected in our ongoing focus on the needs of our customers and their pets. We strive to understand and meet the expectations of each pet owner, recognizing the emotional bond they share with their animals.

At Petz Group, we believe that customer trust and loyalty are earned through exceptional service, quality products, and solutions that truly make a difference in the lives of pets and their owners.

As a result of this approach, we recorded a 9% increase in B2C sales growth in the last quarter of 2024. We are committed to continuously improving our offerings and strengthening our bond with those who are the very reason we exist: our customers.





Throughout the year, we conducted surveys with our customers to understand how pet owners perceive the Company and how we can continue to improve.

A tracking survey commissioned by the Company and conducted by System 1 revealed that the Petz brand is one of the leaders in the pet products category, reflecting the consistency of our activities.

Key attributes that set the Company apart include shopping experience, quality service, trust, pet care, and ESG performance.

In addition, Petz launched the Company's Research Center, a knowledge hub

that generates fresh, up-to-date insights aligned with emerging cultural and behavioral trends in both the human and animal worlds.

This initiative carried out a series of actions aimed at identifying improvements and designing solutions that nurture a culture of connection with consumers.

In 2024, the Research Center engaged with more than 450 people, held three focus groups and workshops with customers, and tracked over nine thousand behavioral signals based on internet activity monitoring. Below are three key research lines conducted during the year:

- **Pet health plans:** integrating innovation and familiarity
- **Grooming services:** identifying new consumption patterns;
- **Clubz:** focusing on decision-making support and ease of use

These initiatives led to the identification of six major behavioral signals, enabling more assertive and balanced decision-making. Learn more on the next page.



Inputs from the Petz Research Center



Pet longevity

Pets are living longer due to owners' access to more information and knowledge, as they are attentive to advances in animal health and nutrition.



Nutritional knowledge influences purchasing behavior

Some pet owners are choosing more natural and healthier products.



Managing more than one pet

In Brazil, households have an average of two pets.



Multispecies families are the "P Generation"

Humans and animals living together in an integrated way, respecting the unique needs of each species.



Shared pet ownership

Care is provided by more than one owner, whether or not they live in the same household.



Communities as decision-makers

Pet owners follow recommendations aligned with their lifestyle, reflecting a network-driven behavior.

PETZ PRIVATE LABEL BRANDS

In 2024, we continued to strengthen our private label strategy as one of the main drivers of differentiation, customer loyalty, and profitability at Petz Group. If the private label products were considered a single supplier, they would already represent the **Company's second-largest supplier**, reinforcing our strategy of differentiation and loyalty by offering high-quality products, competitive pricing, and exclusive design.

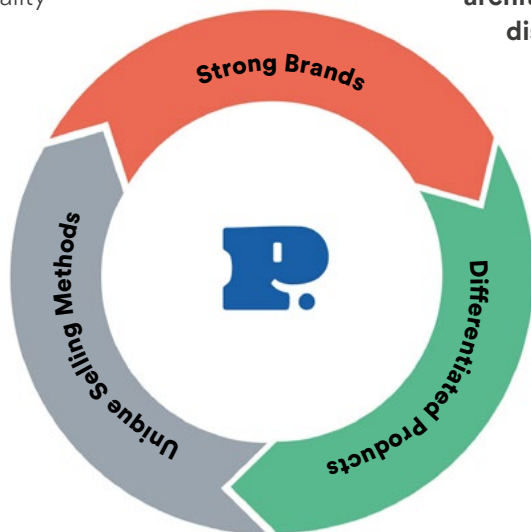
One of the year's major highlights was the **expansion of the Selections line**, which previously offered snacks and wet food and now includes premium dry food options as well (learn more on the next page).

Another high-impact launch was the release of **Spike brand pet beds**, which hit the market with an lower average price than previous entry-level items, offering greater accessibility without compromising on quality. Petz identified an untapped market niche in this category, with strong demand for quality products at more affordable prices. In 2024, Spike

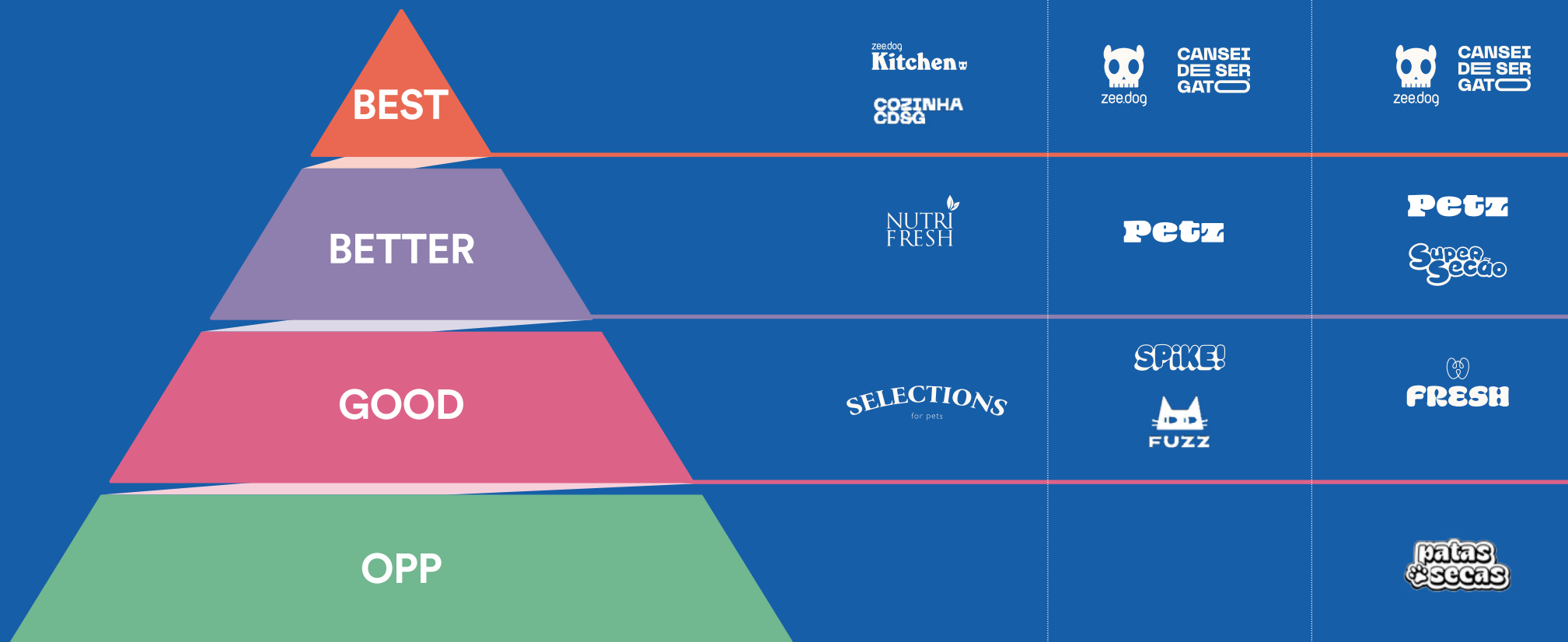
also expanded its portfolio and, in 2025, plans to launch hundreds of SKUs in the toy category, strengthening one of the most important pillars of what we believe in: the connection between pet and owner.

These developments are part of a brand architecture strategy built around distinct value propositions, designed to meet the needs of different pet owner profiles. This approach broadens our reach and deepens our connection with customers, driving engagement and building a meaningful competitive advantage in the market.

Throughout the year, we observed consistent growth in the private label, which reached 40% in 2024, driven by strategic campaigns, product positioning in stores and on digital channels, and a continuous effort to train the service teams. The Company's private label products already rank among the most important in sales, with great growth potential for the coming years.



Brand Pyramid



Growth of Main Categories (dec/24)

(% gross revenue of Petz standalone products YoY)

Food

+8.9%

Accessories

+15.6%

Hygiene and Cleaning

+16.4%

Exclusive private labels

● ACCESSORIES

● FOOD

● DOG PADS

● CAT LITTER



BETTER

Petz

The brand named after Petz's Group is exclusive and offers pet owners products ranging from various accessories and snacks to cat litter, pads, and grooming products to comprehensively meet customer needs.



BETTER

**NUTRI
FRESH**

Focused on wet food for dogs and cats, NutriFresh also offers cookies and snacks for a healthy daily diet with natural ingredients.



GOOD

SELECTIONS
for pets

Selections for Pets is an exclusive Petz brand with a wide variety of food products to serve the large national market for dogs and cats.



GOOD

SPIKE!

With a wide assortment of accessories, Spike! offers products that meet the daily needs of pet owners and pets with affordable prices and distinctive design, exclusively in Petz stores.



BEST

**CANSEI
DE SER
GAT**
**COZINHA
CDSG**

The fun accessories that serve both cats and humans are CSDG's trademark, which also features cat litter and the new line of treats, COZINHA CDSG. The brand's products can be found in its own store or in Petz stores.



GOOD

FRESH
for pets.

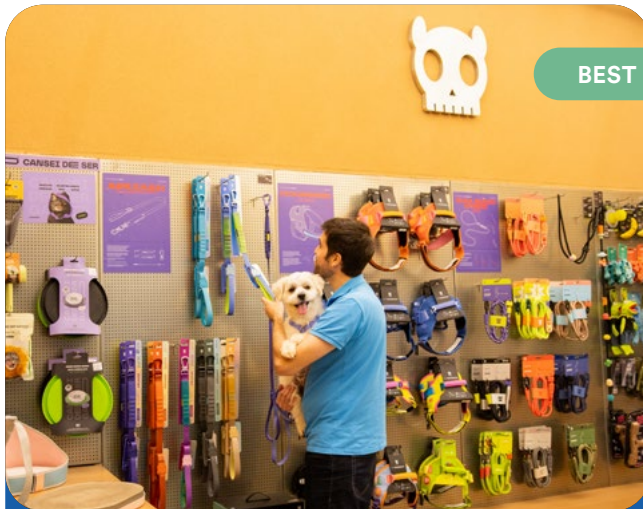
Petz's exclusive brand offers dog pads, as well as hygiene and cleaning products such as shampoos, creams, and perfumes

Private labels (with also B2B sales)

● ACCESSORIES

● FOOD

● DOG PADS



BEST



A lifestyle brand that offers personality accessories for pets and their owners. The product range includes items such as beds, leashes, collars, bowls, toys, and harnesses, as well as dog pads.

In addition to serving the Brazilian market, Zee.Dog is present in 45 countries through B2C channels.



BEST



Zee.Dog's natural dog food vertical, offering balanced and complete meals. ZDK provides a full line of food for puppies, adults, senior dogs, and specially formulated meals for those in need of special diets



BETTER



Best-seller in the national market for dog pads, offering a range of products that meet various needs. The products are made with innovative eco-friendly technology, using some raw materials recycled from discarded human consumption products. Currently, there are 1,500 B2B points of sale served directly, in addition to pet shops supplied through distributors.

Selections

In line with our commitment to offering high-quality products that promote pet health and well-being, and reaffirming our strategy to strengthen our portfolio of owned brands, Petz developed Selections For Pets, a private-label line of premium food for dogs and cats. The range includes treats, pâtés, and wet food pouches made with carefully selected ingredients that combine balanced nutrition, high palatability, and convenience for pet owners.



In 2024, one of the Company's highlights was the launch of its own-brand dry pet food, available in all Petz stores and on the e-commerce platform. The line includes a total of 20 SKUs, eleven for dogs and nine for cats. The product was very well received by both pet owners and their animals, resulting in strong sales within the first days of launch. In addition to its nutritional quality and competitive pricing, the line also stands out for its social purpose:

1% of the gross profit is donated to animal welfare causes, reinforcing the Company's commitment.



SERES VETERINARY CENTER

At Petz Group, we believe preventive medicine is essential to ensuring pets' quality of life and giving peace of mind to the people who care for them.

The Seres Veterinary Center was created to offer the best in veterinary medicine, combining advanced technology with a welcoming and compassionate experience.

With state-of-the-art infrastructure and the highest standards of care in the industry, Seres delivers excellence in service and specialized treatments, reinforcing our long-standing commitment to pet health and well-being.

Our network includes 15 facilities equipped to handle complex cases, offering 24/7 care delivered by a highly qualified, multidisciplinary team. Our goal is not only to improve pets' health, but also to support pet owners and veterinary partners seeking specialized services and advanced diagnostics.

In 2024, we highlighted the inauguration of a Veterinary Hospital in Campinas (SP), a Rehabilitation sector at the Hospital in Brasília (FD), as well as a Hospital Technical Nucleus (NHT, diagnostic laboratory) and an Intensive Care Unit (ICU) at Ricardo Jafet Hospital, in Sao Paulo (SP).

Our mission is clear: to provide comprehensive care at every stage of a pet's life.

Multidisciplinary Team

Our veterinary team includes specialists in oncology, cardiology, endocrinology, dermatology, orthopedics, and dentistry. They are trained to respond quickly and effectively, ensuring accurate diagnoses and appropriate treatments tailored to each case.

Our approach prioritizes compassion, agility, and efficiency. Each Seres unit is designed to provide a calm environment, with separate areas for dogs and cats, as well as dedicated spaces for both routine and emergency care.

We equip our facilities with the most advanced diagnostic and treatment technologies, including surgical centers, inpatient wings, rehabilitation areas, dental care stations, and rooms for chemotherapy and CT scans (depending on the unit). This ensures that pets receive the highest quality care, delivered with precision and safety.

Our service portfolio covers the full spectrum of care, from preventive services such as check-ups, vaccinations, and nutritional guidance to advanced diagnostics, surgeries, and hospital stays for more complex procedures.

Our mission is to deliver excellent care, ensuring that every pet receives the attention they deserve at every stage of life.

In 2024, we reinforced our safety policies in pet care services with the implementation of important measures such as the Escape Policy, the registration and analysis of incidents, abandonment prevention, and the continuation of the Patient Safety Nucleus. This unit receives notifications and complaints made by owners, submitting them for analysis to evaluate if the reported adverse event occurred due to a failure or absence of a pre-established process.

For the professional development of our veterinarians, we acquired a new training platform, UniVetz, with specific learning tracks for each category.



2024 SERES HIGHLIGHTS

Inauguration of the first Intensive Care Unit (ICU) at the Ricardo Jafet Hospital, a new Veterinary Hospital in Campinas (SP), and the implementation of a new Technical Hospital Center (NTH).*

+ 139K

vaccines administered

+ 97k

procedures performed

+ 68K

veterinary consultations

+ 3.8K

surgeries

*Diagnostic laboratory.



Seres Saúde



In 2024, Petz took an important step in the pet market by launching the Seres Saúde project, **our health plan for dogs and cats, focused on prevention, well-being, and comprehensive care throughout every stage of a pet's life. The plan officially launched in 2025.**

The project was built on an in-depth study of customer needs, extensive market benchmarking, and detailed financial modeling, all aimed at balancing customer protection with economic viability for Petz.

Unlike most competing plans, which focus on emergency care and rely on third-party networks, Seres Saúde leverages Petz's own infrastructure of clinics, outpatient centers, and hospitals, with no waiting period or co-pay. The service provides continuous coverage from birth to senior age, with tailored plans for puppies, healthy adults, adults with special needs, and senior pets, for both dogs and cats.

The creation of Seres Saúde brought together multiple areas across the Company including Product, Operations, Quality, Marketing, Legal, HR, Communications, UX, Engineering, and more, demonstrating our shared commitment to innovation and pet health in Brazil.

In addition to veterinary care, the plan also offers exclusive benefits through the Petz Ecosystem (see sidebar).

With Seres Saúde, we further our purpose of promoting longevity and well-being for Brazilian pets, strengthening our role as a leader in preventive veterinary care and integrated animal health solutions.



Preventive care packages that go beyond routine consultations



Progressive discounts on products and services (grooming, food, behavior, and more)



Loyalty programs through Clubz Petz (Silver, Gold, and Diamond)



E-books and behavioral assessments





Bath & Grooming

Our Bath and Grooming service is designed to deliver a high-quality, safe, and caring experience, always prioritizing pets' physical and emotional well-being, along with their owners' peace of mind. To achieve this, we continually invest in trained professionals, innovative technologies, and practices that minimize stress and ensure a smooth, frictionless experience for those who trust us with the care of their companions.

In 2024, the Quality department developed an organizational handbook for all professionals involved in our activity, from reception to pet care, reinforcing our commitment to excellence and standardizing all internal service processes. We evolved on several fronts, such as by reviewing times and implementing new scheduling formats, including walk-in service.

These improvements resulted in an increase in the segment's productivity. During the year, the area grew by 14% YoY, driven by improved operational indicators such as a higher occupancy rate for Bath and B&T services, an increase in the number of baths per professional, and various actions to ensure better performance, including sales campaigns and discount reviews.

Team training was intensified through an Integration Matrix, combined with onboarding programs and content tracks developed on the UniPetz platform, specifically for the roles of groomer and receptionist.

Throughout the year, we continued using biodegradable towels made from natural fibers and viscose, which decompose within 90 days. This practice leads to reductions in water use and chemical waste. Approximately one million towels were avoided during the period. In addition to environmental benefits, it helps prevent the spread of fungi and bacteria, and the use of always clean, single-use towels ensures greater hygiene and safety for both pets and staff.



+ 536K
procedures
performed in 2024

1 MM
towel washings avoided during
the year, approximately

ZEE.DOG

Zee.Dog stands out as one of the most innovative pet platforms in the world. By combining design, quality, and compelling storytelling, the brand has built a global customer base and established itself as a leading name in the industry.

Always ahead, Zee.Dog launched the Zee.Now app in 2019. **This fully integrated express delivery platform introduced a new experience for pet owners by enabling product deliveries in just minutes.** With a modern and intuitive interface, Zee.Now became the first operation in Brazil's pet segment to offer this delivery model, delivering a high level of service and customer engagement.

In addition to Zee.Dog's exclusive product line, the platform also offers top brands from across the market, serving pet owners through strategically located hubs throughout the country.

Since its acquisition and integration into the Petz Group ecosystem in 2021, Zee.Dog has reinforced our commitment to innovation and excellence. Its operating model stands out through four strategic pillars:

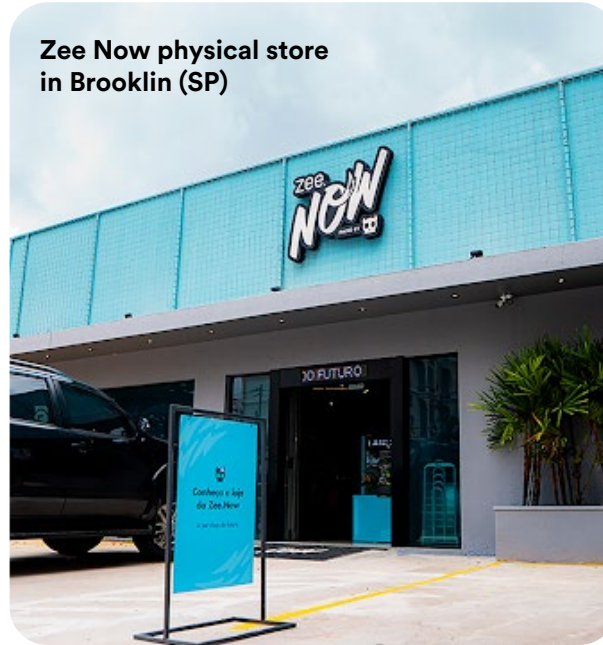
- branding, product, and technology;
- channel diversification;
- global presence in 45 countries (B2B);
- an entrepreneurial team with an innovation-driven mindset.



Store-in-store
Petz Itaim



Zee Now physical store
in Brooklin (SP)



In August 2022, Zee.Dog expanded its portfolio with the launch of Zee.Dog Kitchen, its first product focused on healthy pet food, reaffirming the brand's commitment to innovation and pet well-being. As part of the Petz Group, we continue to drive new solutions that are transforming the pet market and improving the lives of animals and the people who care for them.

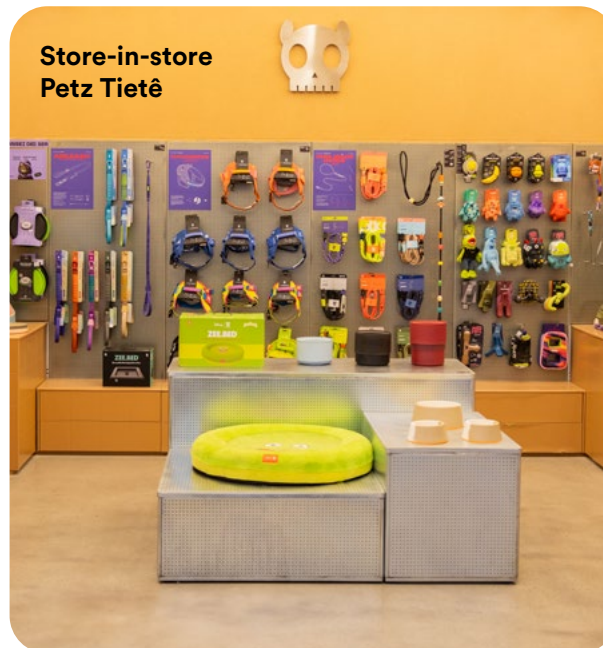
In 2024, we advanced the expansion of our sales channels with the opening of the first two pilot Zee.Now stores in Sao Paulo and Minas Gerais. Each location features an average of 150 m² of sales area, helping us increase market reach and strengthen our connection with customers.

45 countries with Zee.Dog operation through the B2B model, with a highlight being the store in the Philippines.

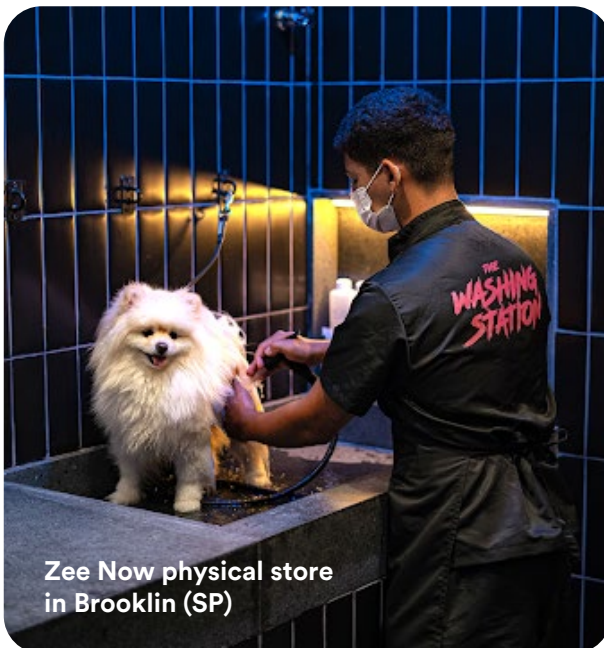
18 stores in Brazil

7 store-in-store locations inside Petz stores

Store-in-store
Petz Tietê



Zee Now physical store
in Brooklin (SP)





+ 7.7 thousand tons

of human diapers discarded by the industry received at our factory in 2024

100%

of the diapers used in our manufacturing processes, along with secondary plastics and cellulose, are recycled

PETIX

GRI 301-1 | 301-2

Founded in 2007, Petix has established itself as the leader in the pet pad category and one of the most recognized brands in the Brazilian pet market. **With exclusive, proprietary, and eco-friendly technology**, Petix, especially through its SuperSecção brand, has become a benchmark in high performance and sustainability, offering a premium positioning and a unique value proposition for pet owners.

What sets the brand apart its products are reprocessed in our factory, using materials from unused children's and geriatric diapers that were discarded during

the production process and acquired by Petix. The reprocessing practice used in our processes avoids both the purchase of absorbent gel on the market and the need to cut down trees to obtain virgin cellulose.

Operating under a B2B model, Petix has an extensive distribution network in Brazil, directly serving 1,500 points of sale, in addition to numerous pet shops supplied through distributors. In addition to its strong national presence, the company has also expanded into the international market, with a notable presence in the United States, where it sells its products under the WizSmart brand.

In 2022, Petix was acquired and integrated into the Petz Group Ecosystem, strengthening our brand portfolio and reinforcing our commitment to innovation and sustainability. This acquisition marked a unique strategic move, adding to the Group a strong, market-leading brand with a differentiated product in a fast-growing and still underexplored category in Brazil.

Leveraging this competitive advantage, the Petix factory began producing the Company's private-label dog pads. In addition to SuperSecção, it is also responsible for manufacturing pads for the Petz, Fresh, Patas Secas, and Zee.Dog brands.

In 2024, approximately 1,100 tons of reprocessed gel were applied in the company's production processes, avoiding external procurement and contributing to the conservation of natural resources. The reprocessing of diapers is equivalent to preserving an area larger than 250 soccer fields of trees (+25% vs. 2023).

In the production process, Fluff Pulp was used entirely in the SLIM model mats and in 66% of the traditional pads. This material is recognized for having a more eco-efficient production cycle and for being a more sustainable alternative, aligned with Petix's commitment to practices with lower environmental impact. The use of this component, extracted from plants such as eucalyptus and pine trees, is an important source of raw material used in the absorbent products industry.

Ao longo do ano, foram reprocessadas mais de 518 milhões de fraldas.

The plastic waste generated during the manufacturing of pet pads and diapers is sold to a company specialized in upcycling, which transforms the material into bale bags. These bags are then repurchased by the brand and used to transport the finished pet pads to retail. This circular model of material generation, reuse, and repurposing optimizes resource use throughout the logistics process.

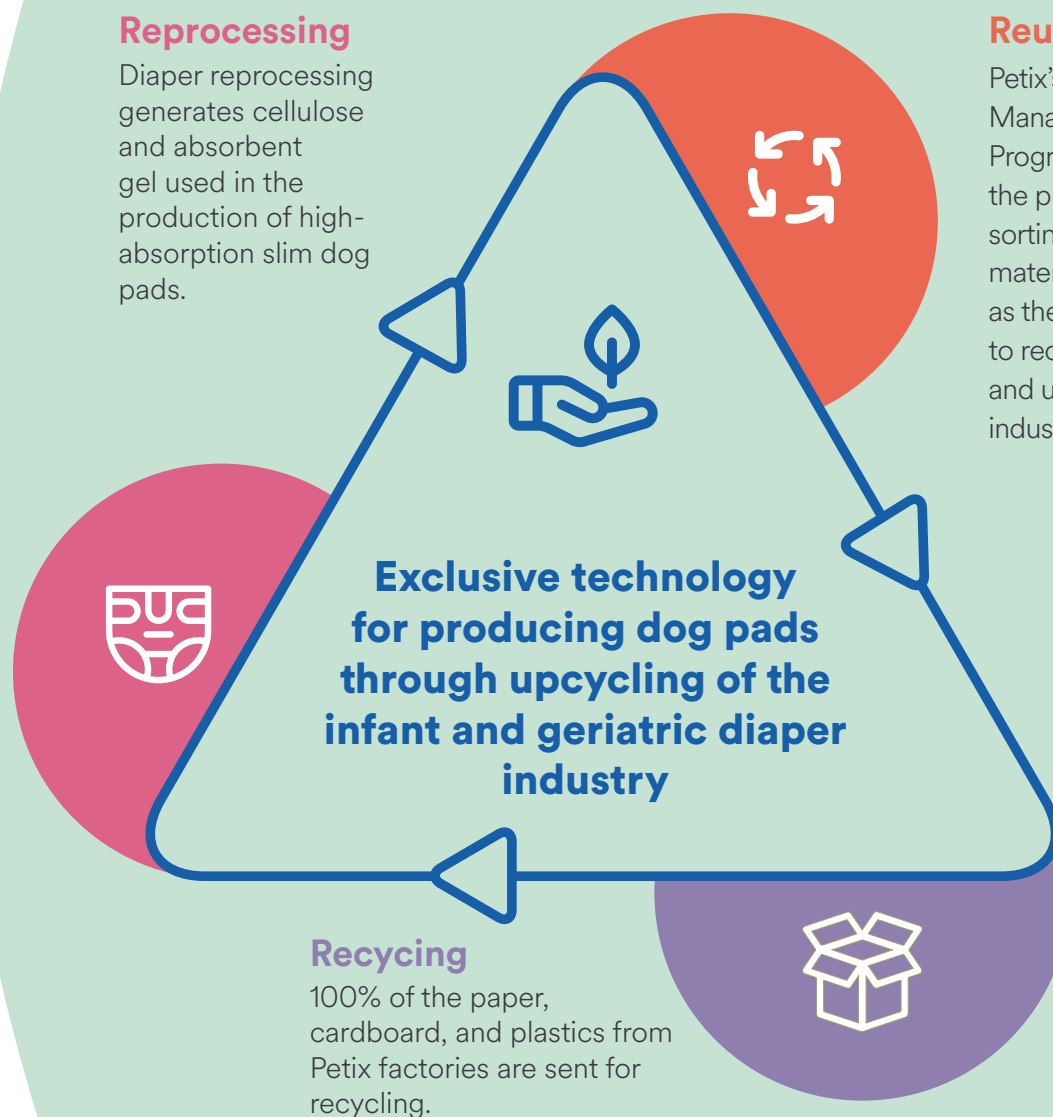
In addition, the plastic recovered from diapers at the Petix factory is sent to other industries, where it is transformed into insoles, eco-friendly wood, and reusable corner protectors. These protectors, in particular, are used at Petz distribution centers and also sold to the export market for flooring and tiles, helping reduce the use of disposable cardboard.

Reprocessing

Diaper reprocessing generates cellulose and absorbent gel used in the production of high-absorption slim dog pads.

Reusing

Petix's Waste Management Program ensures the proper sorting of all materials, as well as their delivery to recycling and upcycling industries.



Eureciclo

Our environmental responsibility goes beyond our products, it also extends to the packaging we put on the market. That's why, since 2024, we entered into a partnership with eureciclo, a reverse logistics and environmental offsetting solution, to recycle the plastic volume generated in the previous year.

The eureciclo seal, featured on our packaging, reflects our commitment to the circular economy and compliance with the National Solid Waste Policy (PNRS, in portuguese). In 2024, over 115 tons of plastic were recycled through this partnership, which represents 100% of the plastic packaging for all our hygienic mats, reinforcing our purpose to act ethically and sustainably throughout our entire operation.

Materials used, broken down by weight (Petix production) (GRI 301-1)

| | Materials | Unit |
|---------------|--|-----------------|
| Non renewable | Polyethylene film (ethylene polymers) | 1,111.34 ton |
| | Non-woven fabric | 463.34 ton |
| | Bilaminated tape (polypropylene) | 11,010,046 m |
| | Hotmelt adhesive (polymer-based adhesive) | 167.34 ton |
| | Sam residue (residual products) | 344.07 ton |
| | Primary plastics | 4,088,916 units |
| | Secondary plastics | 970,949 units |
| | Diaper waste | 7,701.95 ton |
| Renewable | White tissue paper | 722.57 ton |
| | Black tissue paper | 114.96 ton |
| | Short fiber pulp (cellulose fiber materials) | 3,201.98 ton |
| | Long fiber pulp (cellulose fiber materials) | 1,066.29 ton |
| | Recycled cellulose (recycled paper or cardboard) | 3,768.92 ton |
| | Cardboard | 7,797 units |



CANSEI DE SER GATO (CDSG)

Cansei de Ser Gato (CDSG) is one of the largest digital platforms in Brazil dedicated exclusively to the feline universe. Founded in 2013, CDSG combines humor and education to create engaging content for cat owners, and also develops exclusive products under the “leadership” of its charismatic CEO, Chico, the feline figurehead behind its global domination mission.

With a strong digital presence, CDSG has amassed over 1.6 million followers across major social media platforms like Instagram and Facebook. On Spotify, “PodCat” stood out as the first exclusive podcast about cats, addressing topics such as health, well-being, and behavior, and reinforcing its relevance in creating content for cat lovers. In the products segment, the brand has been innovating since 2015, offering carefully developed items to meet the needs of felines, such as hygienic cat litter, water fountains, scratching posts and wall beds, sold on its e-commerce platform.

CDSG’s integration into the Petz Group ecosystem in June 2021 strengthened our position as a leader in the pet segment, particularly in a category with high growth potential. The partnership enabled brand expansion through three strategic pillars:

- Content creation and curation, enhancing customer engagement beyond the moment of purchase;
- Development of exclusive cat products—an underexplored category with strong differentiation potential;
- Leveraging its qualified audience to boost engagement and traffic across all Petz Group channels and segments.

CDSG also operates a concept store in the city of Sao Paulo (SP), and its products are widely available in Petz stores. We continue to drive innovation in the feline segment by offering products and content that enrich the lives of cats and those who care for them.



36

**COZINHA
CDSG**

COZINHA CDSG

In 2025, we launched the COZINHA CDSG line, featuring snacks free from GMOs and artificial colorings. We offer three flavors, available throughout Brazil on the CDSG and Petz websites.





CÃO CIDADÃO

Cão Cidadão is one of the largest pet training and behavior consulting platforms in Latin America, operating through a franchise model and offering both online and in-person courses and sessions.

In 2024, the company helped 13,000 customers improve their relationships with their pets, promoting a more harmonious and healthy bond, supported by over 60 trainers across 15 cities in Brazil, providing in-person services with a 71% occupancy rate.

During the year, Cão Cidadão held its annual in-person workshop, attended by a large number of partner trainers from across the country at Petz's headquarters in Sao Paulo (SP). The theme of the event was "Unraveling the Language of Dogs and Cats," featuring lectures and discussions on the topic. Additionally, Cão Cidadão participated in various events organized by Petz, delivering talks on training and behavior for customers.

Founded in 1998, Cão Cidadão is built on the "Intelligent Training" method, a widely recognized approach in the pet care industry.

In 2021, Cão Cidadão became part of the Petz Group ecosystem, strengthening our mission to provide complete solutions for pet owners—from health and wellness to education and deeper human-animal connection. Through this partnership, we continue to expand access to innovative training techniques and promote more balanced, joyful relationships between pets and their families.

Petz Park

In 2025, Petz inaugurated the Petz Park in one of Sao Paulo's (SP) most iconic locations: Ibirapuera Park. Covering over 9,000 m², it is home to the largest dog park in Latin America, featuring infrastructure specially designed for the well-being of pets and their owners.

To mark the opening, the Company invited the general public and encouraged the participation of all its employees. **With this new space, Petz reinforces its purpose of creating value through interaction with pet lovers, enhancing the bond between pets and their families.**

The space was designed to offer complete fun for pets while ensuring the safety of all visitors, with signage, custom drinking fountains, and waste bins equipped with poop bag dispensers.

This project was conceived and began to be developed by the Company in 2024, with careful attention to every detail in order to offer society a public space for interaction and connection between pets and their owners.



+ 2.2k
people at the event

13 brands
from our Ecosystem
present

44k
interactions on
social media

121k
content views

+10
spontaneous media
mentions

“The partnership with Ibirapuera reflects our commitment to promoting animal well-being and creating more inclusive, comfortable spaces for coexistence that are connected to the needs of pets and their owners.”

Marcelo Maia, Vice President of Marketing, Digital, and Innovation at Petz Group



Ecosystem highlights



12%

share of private-label brands in total product revenue (4Q24)



2

Zee.Now pilot physical stores



+15.6%

growth in accessory sales, driven by Spike brand launches (4Q24)



Store in store

Petz website and stores feature dedicated spaces for private-label brands



16

new Petz stores



40%

increase in private-label brand revenue, in 2024



Launch of Selections dry food

Petz's first private-label dry food, with **1% of gross profits donated to animal welfare initiatives**



Innovation and Digital

At Petz Group, innovation is a strategic pillar that drives the ongoing transformation of our customer journey. We operate with a technology structure designed to deliver a fully integrated omnichannel experience, with unified customer profiles across platforms, service subscriptions, a single product view, and multiple delivery and pickup options.

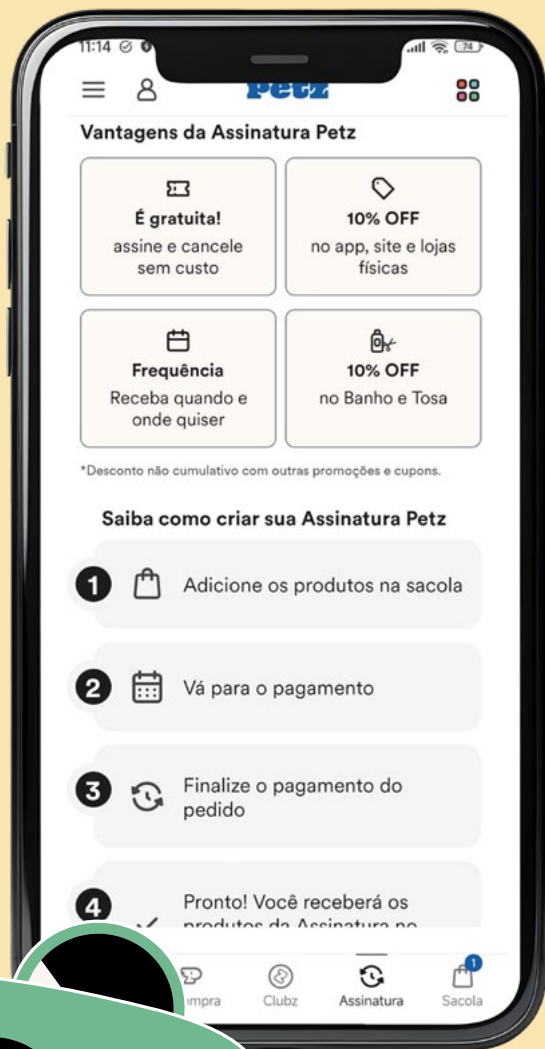
Our priority is to place the pet owner at the center of every decision, enhancing the customer experience, increasing operational efficiency, and promoting increasingly sustainable solutions across the entire value chain.

In 2024, we made significant progress in enhancing the customer shopping experience, including the introduction of a quick-add feature for favorite and recurring products on the website and app, allowing items to be added directly to the cart without opening the product page. Another key improvement was the launch of order splitting, enabling purchases of two or more items to be delivered separately from different stores.

To reduce customer calls related to order tracking, Petz is continuously working to simplify the tracking process, now showing the exact delivery date at checkout, sending delay notifications, and implementing other enhancements currently under development.

In services, appointment confirmations via WhatsApp helped reduce no-shows in the grooming area, improving efficiency across the operation and overall customer satisfaction.





Subscriptions

To grow the number of subscribers on our platform, we introduced the option to subscribe to individual items directly from the shopping cart on our website and app. This free subscription feature enables recurring purchases of selected products, along with discounts on all other orders.

In addition, we began sending customers advance notifications of upcoming subscription deliveries, reducing both cancellation rates and the logistics costs associated with these transactions.

By year-end, the number of subscribers had increased by 21% YoY, reaching 538 thousand customers.



Parceiro Petz (Petz Partner)

In 2024, we invested in the evolution of Parceiro Petz, a program in which influencers and content creators promote Petz products and discount codes to their audiences in exchange for a commission on sales, with the goal of attracting new customers. We implemented a new multi-level model, allowing participants who refer new partners to also earn a commission on their referrals' sales.

The program has seen significant growth over time, doubling in size between 2023 and 2024.



System

In 2024, Petz implemented a major upgrade to its communication infrastructure between stores and corporate systems. Previously centralized at the holding company, this communication was decentralized, eliminating direct dependence on headquarters and making operations more agile, autonomous, and efficient.

The change resulted in a more resilient environment, with a significant reduction in system failures and greater stability in data and operational information exchange, strengthening business continuity and improving the end-to-end experience.



Clubz

Petz's loyalty program underwent a strategic repositioning and was relaunched in 2024. In addition to a free version, the new program now offers paid tiers with exclusive benefits designed especially for the most engaged pet owners.

The new Clubz was designed to strengthen customer loyalty, increase purchase frequency and share of wallet, while also deepening the emotional connection with pet owners.

With more perks, special conditions, personalized offers, and recurring benefits, the program has become a key competitive differentiator—enhancing customer relationships and encouraging conscious, responsible consumption.

| | CLUBZ BRONZE | CLUBZ PRATA | CLUBZ OURO | CLUBZ DIAMANTE |
|---|------------------------|--------------------------|----------------------|--------------------------|
| | FREE TO PETZ CUSTOMERS | FREE TO PETZ SUBSCRIBERS | | |
| CashPetz and discounts through the Buy & Save program | ✓ | ✓ | ✓ | ✓ |
| 10% off all product purchases | | ✓ | ✓ | ✓ |
| Discount on Grooming Services | | ✓ | ✓ | ✓ |
| Exclusive content | | ✓ | ✓ | ✓ |
| 5% in CashPetz on all product purchases | | | ✓ | ✓ |
| No service fee on online purchases | | | | ✓ |
| 30% in CashPetz on consultations, vaccines, and exams | | | | ✓ |
| Free nationwide Standard Delivery | | | | ✓ |

Sales Championship

One of the major innovations of 2024 was the launch of the “Sales Championship”, one of the largest retail incentive campaigns in the market, inspired by the format of the Brazilian national football championship. The initiative rewards the winning store with a significant financial prize, driving engagement and a high-performance mindset.

The Championship reinforces one of the Company’s core pillars: a strong sales focus. Through healthy competition among stores, we encourage target achievement and improvement in key metrics, fostering a dynamic, collaborative, and excellence-driven environment, always with the goal of delighting our customers.

With a gamified approach, the strategy boosts engagement among in-store sales teams by simulating a championship based on internal targets and challenges. **The initiative proved highly successful, contributing directly to the recovery of growth and competitiveness in our physical stores, which saw an 11.4% increase in 4Q24 sales.**

The Championship took place in the second half of 2024 and concluded with a sales convention held at Morumbi Stadium, bringing together store managers and the commercial team for a closing celebration with recognition and awards for the top performers.

Pix da Sorte (Lucky Pix)

Another innovation initiative introduced by the Company in 2024 was the launch of Pix da Sorte, aimed at boosting sales through Pix, reducing credit card processing costs, and improving cash flow.



Financial Performance

GRI 201-1

In 2024, Petz Group reaffirmed its position as the largest pet platform in Brazil, even amid a challenging macroeconomic environment. The Company demonstrated resilience and adaptability, revisiting its commercial strategy to become more competitive, in addition to focusing on the expansion of its ecosystem.

Consolidated gross revenue totaled R\$4 billion (with 5.3% YoY growth), driven both by expansion, including the opening of 16 new stores, and by the maturation of existing operations (50% of Petz stores have been in operation for less than four years).

Adjusted EBITDA totaled R\$278 million, reflecting cost discipline, a review of operating expenses, and efficiency gains across several areas, especially in logistics and the integration of acquired companies. Despite adverse conditions and increased competition in the retail sector, Petz was able to preserve margins and maintain operational profitability.

Market Overview and Outlook

The Brazilian pet market remains one of the largest in the world, with growth projections fueled by the humanization of pets and the rising demand for specialized products and services. The Company has observed significant expansion in the services category, particularly in veterinary care and grooming.

Petz Group remains confident in its long-term strategy, with a focus on:

- Accelerating growth;
- Strengthening of its ecosystem;
- Operational efficiency;
- Investment in innovation

The Company ends 2024 on solid footing and is well-positioned to continue leading the pet sector in Brazil, combining sustainable growth, social responsibility, and a strong focus on delivering an exceptional experience for pet owners and their animals.

DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED (IN R\$ THOUSANDS)

| | |
|-----------------------|-----------|
| Total value generated | 3,993,213 |
|-----------------------|-----------|

| | |
|------------------------------|---------|
| Value distributed to payroll | 454,211 |
|------------------------------|---------|

| | |
|---|---------|
| Value distributed in taxes, fees, and contributions | 357,772 |
|---|---------|

| | |
|--|---------|
| Value distributed as compensation to third-party capital providers | 250,772 |
|--|---------|

| | |
|---|----------|
| Value distributed as compensation to equity capital providers | (42,756) |
|---|----------|

| | |
|----------------|-----------|
| VALUE RETAINED | 2,887,702 |
|----------------|-----------|

Value Generation



CAPITALS

Human

- 7,937 employees



Intellectual

- Advances in Information Security and Data Privacy
- Omnichannel



Manufactured

- 262 stores
- 3 distribution centers
- International operations
- Petix dog pad factory



Social and Relationship

- 4,599 partner suppliers in Brazil and abroad
- Ongoing improvements to customer service channels



Natural

- 82 GWh/m² of energy consumed
- 223,000 m³ of water used
- 0.16 tCO₂e/m² emissions intensity



Financial

- R\$4 billion in gross revenue
- R\$158.3 million reinvested in the business (CAPEX)



How we generate value

We operate with a strong focus on sustainability and animal welfare. Our daily actions are guided by the continuous pursuit of progress in these areas — supporting the people who help build the Petz Group every day, promoting sustainable finance, enhancing value perception for pet owners, and generating long-term value for our investors.

VALUE GENERATED



Human

- Recognition of frontline employees
- Internal mobility program
- + R\$454 million in compensation
- 100% of employees with performance reviews



Intellectual

- New Clubz
- App Petz
- Launch of pet healthcare



Manufactured

- 16 new Petz stores, in 2024
- Multiple new private-label products



Social and Relationship

- NPS in the excellence zone
- R\$6.9 million invested in social and animal welfare initiatives
- 7,149 pets adopted through Adote Petz in 2024



Natural

- 7.7 thousand tons of discarded human diapers from the industry received by our factory
- Over 1,060 metric tons of waste recycled at Petz stores and distribution centers



Financial

- Positive free cash flow
- Record R\$1.1 billion in revenue in the fourth quarter
- 9% growth in B2C sales

Corporate Governance

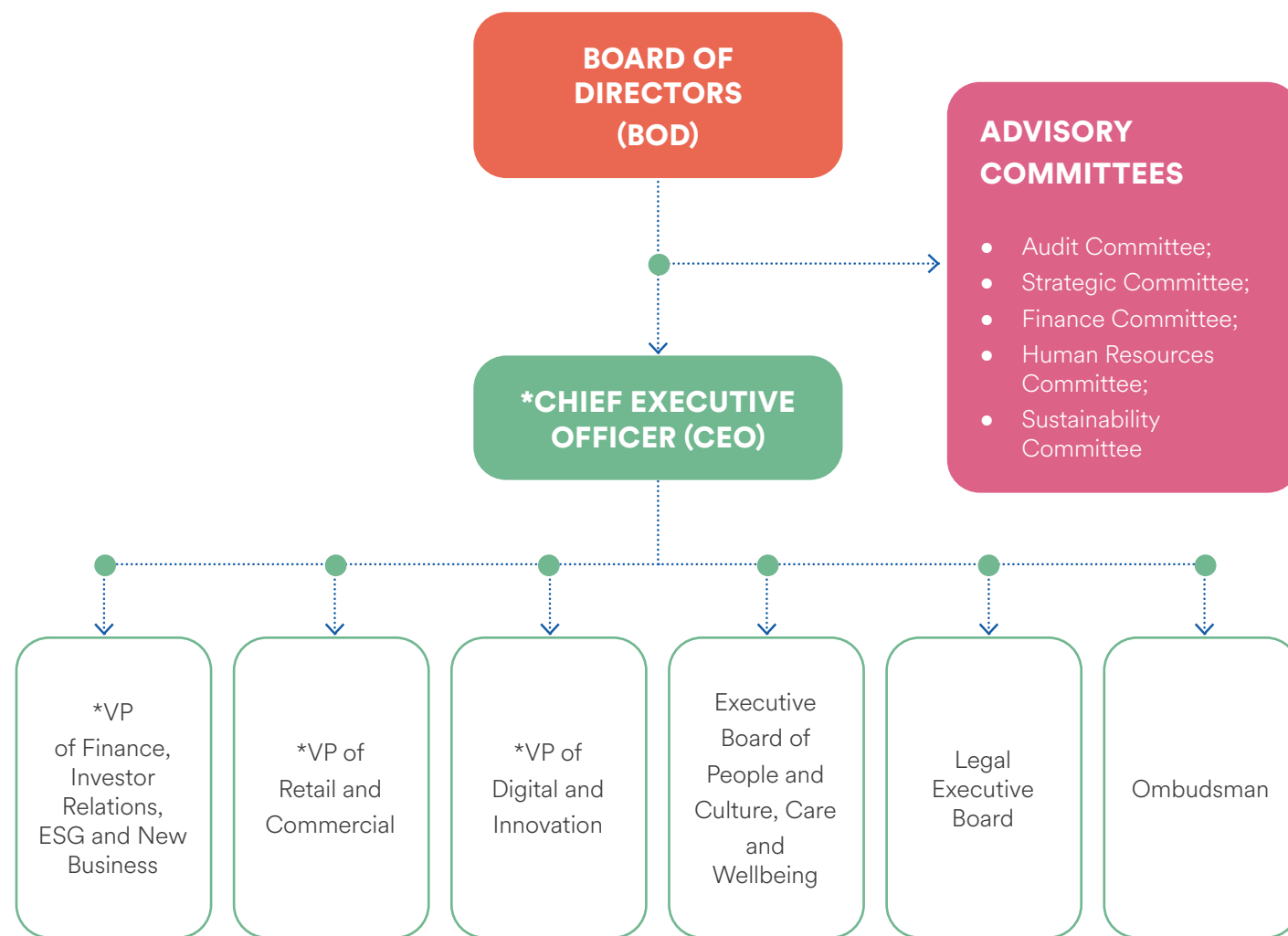
GRI 2-9

At Petz Group, we adopt corporate governance practices aligned with the highest market standards. As a Company listed on B3's Novo Mercado, we strictly follow the guidelines of the Brazilian Securities and Exchange Commission (CVM, in portuguese), ensuring transparency, fairness, and accountability to all stakeholders.

Our governance structure includes the Board of Directors, Executive Boards, and Advisory Committees, which work together to ensure ethical and efficient management.

We also adhere to the Code of Best Corporate Governance Practices published by the Brazilian Institute of Corporate Governance (IBGC), reinforcing our commitment to excellence in decision-making and corporate management.

On our Investor Relations website, we provide key documents such as our Bylaws, Codes of Conduct, and Corporate Policies. These structures and principles reflect our dedication to sound governance and our focus on generating sustainable value for shareholders and all stakeholders—while ensuring the longevity and responsible growth of our business.



*Statutory Board.

Note: the organizational chart represents the structure until June/2025. In 2024, Petz had a Fiscal Council, but the body was not installed in 2025.



LEARN MORE
on our [Investor Relations](#)
website.

BOARD OF DIRECTORS

Our Board of Directors is responsible for defining the Company's strategic direction, setting targets, policies, and guidelines that ensure the protection and appreciation of our assets, as well as the long-term continuity of the business. As the owner of sound governance practices, the Board continuously evaluates our corporate governance system and makes adjustments to internal bylaws and policies whenever necessary.

The Board is composed of a minimum of five and a maximum of seven members, each serving a two-year term with the possibility of reelection. Its composition follows the latest guidelines issued by CVM, with a strong focus on diversity of knowledge, experience, culture, gender, and age group. We also ensure alignment with our values, an impeccable reputation, and the absence of conflicts of interest.

We comply with the requirements of the Novo Mercado segment of B3 and our Bylaws, which establish that at least 20%, or a minimum of two, of the Board members must be independent.

In 2024, 50% of our directors were independent, reinforcing our commitment to transparency and unbiased decision-making.

EXECUTIVE BOARD

The Executive Board is composed of a minimum of two and a maximum of six officers, with the positions of Chief Executive Officer, Chief Financial Officer, and Investor Relations Officer being mandatory. Currently, the Board includes six members, four of whom are statutory officers responsible for defining the Company's strategic vision in compliance with applicable laws and regulations. In addition, there is an executive leadership team tasked with implementing this strategy in the day-to-day operations, ensuring both operational and financial performance.

Officers are elected by the Board of Directors for two-year terms and may be reelected. Continuity in office is assessed annually, based on individual performance and leadership capabilities.

Note: for three years, the Company had a Fiscal Council as a non-permanent body. At the Ordinary General Meeting (OGM) in 2025, its installation was not requested by minority shareholders, leading to its dissolution.















Awards

In 2025, we achieved two major accomplishments at the Modern Consumer Award 2025, one of the most important awards in the Brazilian market. Our CEO, Sergio Zimmerman, was elected CEO of the Year, and Petz was champion in the Pet Retail category. These awards illustrate our commitment to customer experience, innovation, and service excellence.

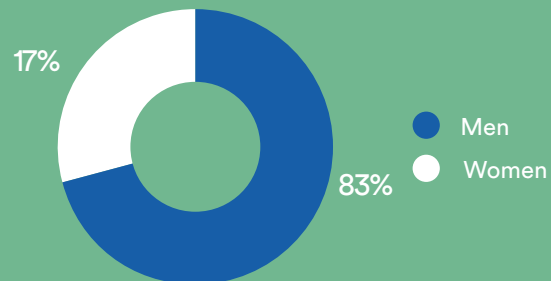
Additionally, in 2025, our Legal department was recognized with the award for Best Legal Department in the Consumer Goods and Retail category, granted by Filasa, the largest legal-financial event in Brazil, reinforcing the Company's position as a benchmark in the sector and highlighting our strong commitment to compliance and ethics.

Diversity in governance bodies: Board of Directors

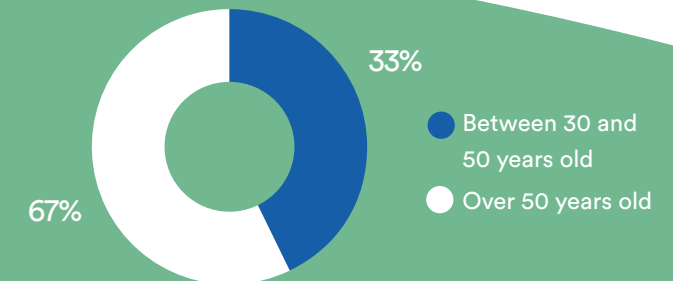
GRI 2-9

| Personal information | Name | Cláudio Roberto Ely | Eduardo Terra | Sergio Zimerman | Gregory Louis Reider | Ricardo Dias Mieskalo Silva | Tania Zimerman |
|----------------------|--------------------------------------|---|--|---|---|---|---|
| | Position | Chairman of the Board of Directors | Member | Member | Member | Member | Member |
| Diversity | Gender |  |  |  |  |  |  |
| | Age group | Over 50 years old | Over 50 years old | Over 50 years old | Between 30 and 50 years old | Between 30 and 50 years old | Over 50 years old |
| | Total mandates (until 06/25) | 11 years | 5 years | 11 years | 11 years | 3 years | 6 years |
| Board Member | Permanent | ★ | ★ | ★ | ★ | ★ | ★ |
| | Independent | ★ | ★ | | | ★ | |
| | Participation in councils/committees |  |  |  |  |  |  |
| Experience | Management | ★ | ★ | ★ | ★ | ★ | ★ |
| | ESG | | ★ | | | | |
| | Finance | | | | ★ | | |
| | Marketing | | ★ | | | ★ | |
| | M&A | ★ | | | ★ | | |
| | People | ★ | | | | ★ | ★ |
| | Retail | ★ | ★ | ★ | ★ | | ★ |

Board of Directors by gender









Board of Directors by age group



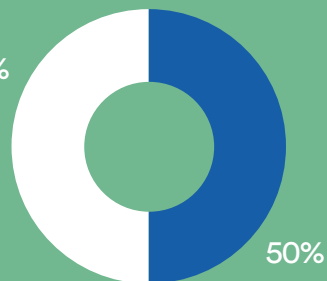
Diversidade nos órgãos de governança: Diretoria

GRI 2-9 | SASB CG-MR-330A.1

| | Name | Sergio Zimmerman | Aline Ferreira Penna Peli | Flávia Pontes | Marcelo Silveira Maia | Rodrigo Fernandes Cruz | Thalyta Losano |
|-----------------------------|------------------------------|---|--|---|---|---|---|
| Personal information | Position | CEO | Vice President of Finance, Investor Relations, ESG and New Business | Executive Board of People and Culture, Care and Wellbeing | Vice President of Digital and Innovation | Vice President of Retail & Commercial | Legal Director |
| | Gender |  |  |  |  |  |  |
| Diversity | Age group | Over 50 years old | Between 30 and 50 years old | Between 30 and 50 years old | Between 30 and 50 years old | Between 30 and 50 years old | Between 30 and 50 years old |
| | Total mandates (until 06/25) | 22 years | 3 years | 2 years | 11 years | 9 years | 11 years |
| Board | Statutory | ★ | ★ | | ★ | ★ | |
| | Technology and E-commerce | | | | ★ | | |
| Experience | M&A and IR | ★ | ★ | | | | |
| | Operations | ★ | | | ★ | ★ | |
| | People and HR | | | ★ | | | |
| | Health and Services | | | ★ | | | |
| | Finance | | ★ | | | | |
| | Legal | | | | | | ★ |
| | Retail | ★ | ★ | ★ | ★ | ★ | ★ |
| | | | | | | | |

Executive Board by gender

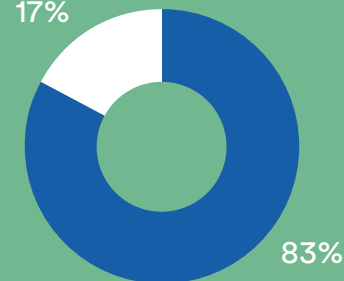
50%



● Men
● Women

Executive Board by age group

17%





































● Between 30 and 50 years old
● Over 50 years old

ADVISORY COMMITTEES

GRI 2-12 | 2-13 | 2-14 | 2-17 | 2-24

The advisory committees play a key role in ensuring that the Company's decisions are well-informed, drawing on the knowledge and experience of their members to support the Board of Directors on strategic matters. Petz has five committees, composed of professionals appointed to provide guidance, in-depth technical analysis, and specialized recommendations in their respective areas. In doing so, they make a significant contribution to the Company's decision-making process.

| Members |  |  |  |  |  |
|-----------------------------|---|---|---|---|---|
| Aline Ferreira Penna Peli | | |  |  |  |
| Claudio Roberto Ely |  | |  | |  |
| Eduardo Terra | |  |  |  |  |
| Flávia Bossolani Pontes | |  | |  | |
| Gregory Louis Reider |  | |  | |  |
| Marcelo Silveira Maia | | |  | |  |
| Ricardo Dias Mieskalo Silva | |  |  | |  |
| Rodrigo Fernandes Cruz | | |  | |  |
| Sergio Zimerman | |  |  | |  |
| Tania Zimerman | | |  |  |  |
| Vanessa Tondato |  | | | | |



Audit Committee

This Committee is responsible for assisting the Board of Directors in matters related to the quality and integrity of the Company's financial reports, in accordance with legal, statutory, and regulatory requirements. It also provides support on risk management processes and independent auditing services.



Strategic Committee

This Committee is tasked with supporting the Board of Directors by providing guidance and recommendations on a wide range of topics, from business expansion, commercial strategy, marketing, operations, logistics, IT, omnichannel initiatives, services, and technical matters related to animal well-being.



Financial Committee

The responsibilities of this body include monitoring the Company's financial performance, compliance with strategic plans, as well as budget forecasts, investment plans, and share issuance, in order to support the decision-making process of the Board of Directors.



Human Resources Committee

This Committee is responsible for advising and monitoring key aspects of the Company's human resources management, including recruitment and selection, training and development, performance management, and compensation.



Sustainability Committee

The Committee's purpose is to advise the Board of Directors on the monitoring of and recommendations related to sustainability matters, including strategies, initiatives, projects, and investments in this area.

GOOD GOVERNANCE PRACTICES

Nomination and Selection

GRI 2-10

We follow a rigorous Nomination Policy for appointments to the Board of Directors, Committees, and Statutory Board, ensuring transparency and alignment with the highest standards of corporate governance. Members of the Board of Directors may be nominated either by management or by any shareholder, as provided by law. Committee members may be nominated by any member of the Board or the Executive Board. In the case of statutory officers, the selection process is led by the Board of Directors, which prioritizes diversity and seeks professionals with complementary skills to drive strategy, overcome challenges, and achieve the Company's objectives.

Whenever possible, appointments to the Executive Board are made from among internal executives already performing functions related to the position.

The selection process considers key criteria such as alignment with the Company's values and culture, academic background, professional experience, technical skills, and the absence of conflicts of interest within the group.

LEARN MORE



about our Policies on our [Investor Relations](#) website.

Performance Evaluation

GRI 2-18

The Chairman of the Board of Directors is responsible for conducting the annual performance evaluation of the Board itself. Similarly, the members of the Committees undergo an individual evaluation conducted by the coordinator of each advisory body, and it is possible to hire third parties to support this process.

The consolidated results of each body are shared with all members, while the individual evaluations are sent to the evaluated executive. All guidelines for this process are detailed in the Company's Reference Form and must be mandatorily followed by the governance bodies.

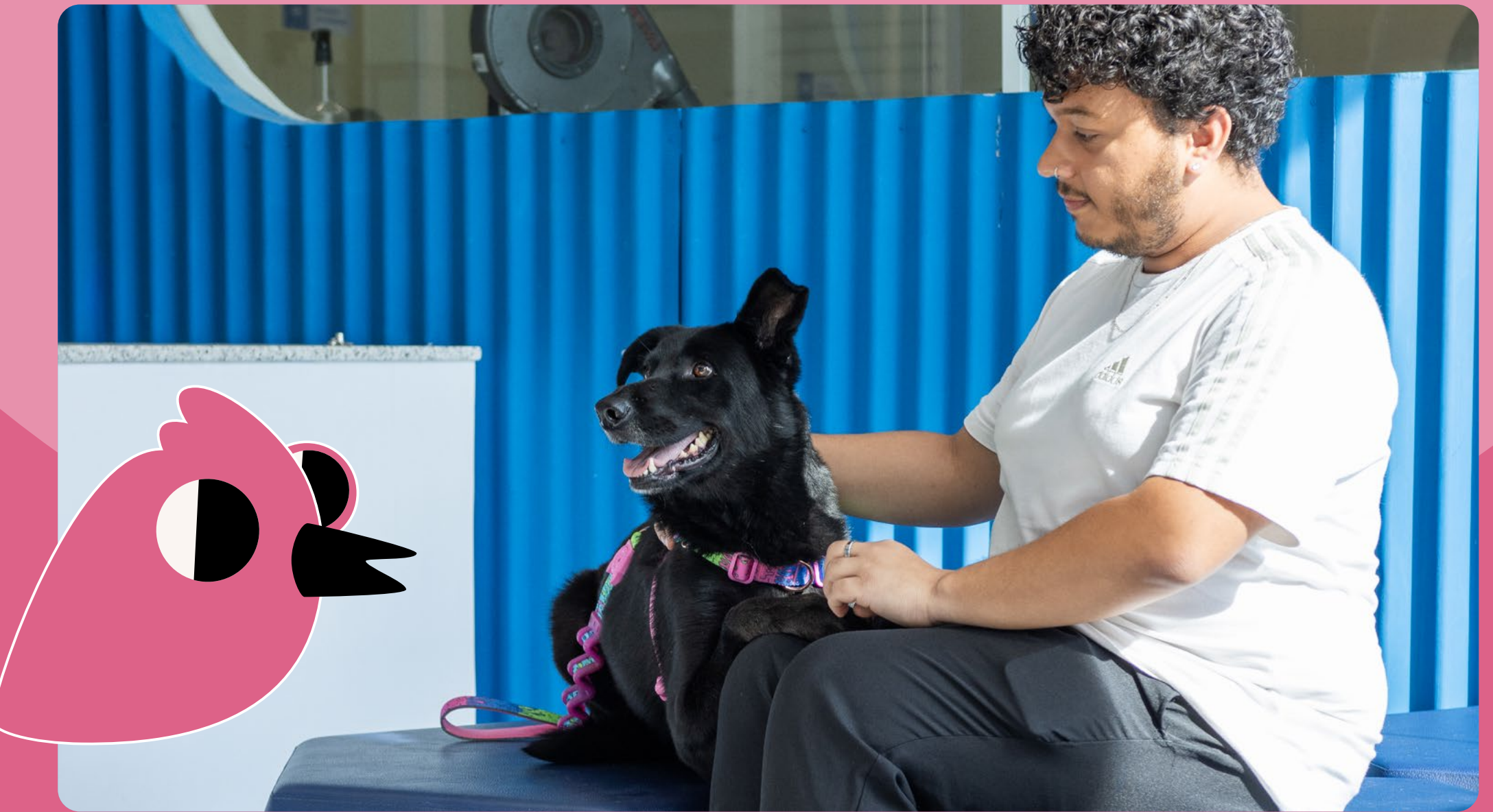
Compensation

GRI 2-19 | 2-20

The Compensation Policy sets the parameters for defining salaries and benefits for the Company's officers, both statutory and executive, as well as for members of the Board of Directors and Advisory Committees.

To ensure transparency, the Company publicly discloses the guidelines that govern compensation for the Petz Group's senior leadership. In addition, two stock option plans are currently in effect, both approved by the General Shareholders' Meeting and aligned with market practices for fixed compensation.

Individual compensation for directors and officers is determined by the Board of Directors, based on the total amount approved annually at the Annual Shareholders' Meeting. The process considers each officer's fixed salary, as well as their performance and achievement of targets. In the case of fixed compensation, the Board receives support from the Executive Board, which relies on pre-established salary ranges from market surveys to ensure that compensation levels are consistent with the scope and responsibility of each position within the Company.



03 Responsible Business



2024 Highlights



Launch of the Cyber
Crisis Management Plan



**Security
Integration**
network across all
companies



23
audited private label
suppliers



4,599
partner suppliers



**Approximately
640k**
coupons were not
printed in the first half
of the year, thanks to
Bobina Zero

Ethics and Transparency

GRI 3-3

Aware of our responsibility to serve the interests of all stakeholders, we have adopted a proactive approach to strengthening leading market practices and fostering a corporate culture grounded in consistent ethical principles.

Since Petz's IPO in 2020, we have reaffirmed our commitment to transparency and accountability toward shareholders and other key stakeholders.

In line with the regulations of the Brazilian Securities and Exchange Commission (CVM, in portuguese), we remain committed to disclosing relevant information, ensuring the integrity and reliability of our operations.

Accordingly, we are publishing this document for the third consecutive year, bringing together indicators and initiatives from across the business while also highlighting opportunities for improvement.

This initiative represents an important step in strengthening the Group's environmental, social, and corporate governance, reflecting our commitment to generating long-term sustainable value. By making our practices and challenges public, we aim to foster open dialogue with our stakeholders, build trust-based relationships, and drive the continuous evolution of our business model.





CODES, BYLAWS, AND POLICIES

GRI 2-15 | 2-24

Code of conduct

GRI 2-23

The Petz Group Code of Conduct is a key guideline that defines the commitments and expected behaviors within our corporate environment. It applies to all companies in our ecosystem, including employees, suppliers, partners, and other stakeholders who represent the Company, regardless of their role or hierarchical level.

Its purpose is to ensure conduct rooted in ethics, mutual respect, transparency, and collaboration, while also preventing potential conflicts of interest and encouraging exemplary practices in our daily operations.

Approved by the Board of Directors and publicly available for all, the document is presented to all employees during onboarding, reinforcing the importance of aligning with its principles from the very beginning of their journey at the Company.

Through this Code, we reaffirm our commitment to integrity, honesty, loyalty, and responsibility in all relationships we maintain with stakeholders across our value supply chain.



LEARN MORE

Access the [Code of Conduct](#) on our website.

The Bylaws are the Company's primary document for defining and regulating its rights, duties, and governance structure. They establish the legal and operational foundation for the organization's functioning, guiding strategic decisions and ensuring compliance with corporate regulations. Given their normative nature, the Bylaws take precedence over internal policies and rules, serving as a key instrument to ensure transparency, legal certainty, and alignment with the interests of shareholders and stakeholders.

**LEARN MORE**

Access the [Policies](#) on our website.

Corporate Policies



Disclosure Policy for Material Acts or Facts

Its purpose is to regulate the Company's internal procedures by establishing standards of conduct and transparency in the disclosure of information to the market.



Compensation Policy

Establishes guidelines, rules, and transparency for defining the compensation and benefits granted to the Company's Executive Officers, members of the Board of Directors, Fiscal Council, and Committees.



Securities Trading Policy

Establishes rules to ensure proper conduct in the trading of securities issued by the Company, preventing the use of insider information.



Nomination Policy

Defines the criteria for the composition of the Company's Board of Directors, Advisory Committees, and Executive Board, in line with best practices in corporate governance.



Risk Management Policy

This Policy supports the identification, assessment, forecasting, and monitoring of the risks to which the Company is exposed, providing greater security for Petz's shareholders and business operations.



Related-Party Transactions Policy

Ensures that the Company's decisions are made in the best interest of the Group and its shareholders, while avoiding conflicts of interest.

COMMUNICATION CHANNELS

Whistleblower channel

GRI 2-24 | 2-25 | 2-26

As part of our commitment to enforcing the Code of Conduct across all areas of the Company, we provide a Whistleblower Channel for all our stakeholders.

This tool enables the reporting of inappropriate behavior by employees, suppliers, or service providers that may compromise Petz's integrity, reputation, or assets.

The platform is managed by an independent company, ensuring the anonymity of reports, the confidentiality of information, and protection against any form of retaliation toward whistleblowers.

All reports are investigated by an internal team with the involvement of the Legal and Human Resources departments. When confirmed, violations may result in disciplinary or legal measures, such as warnings, suspensions, or even termination. In the case of third parties and suppliers, the commercial relationship may be discontinued.

Other channels

We also offer open communication channels for customers, such as the Ombudsman Office and Customer Service (SAC, in portuguese), aimed at improving the quality of Petz's products and services. Information is filtered so that requests directed to the Ombudsman are handled promptly and efficiently.

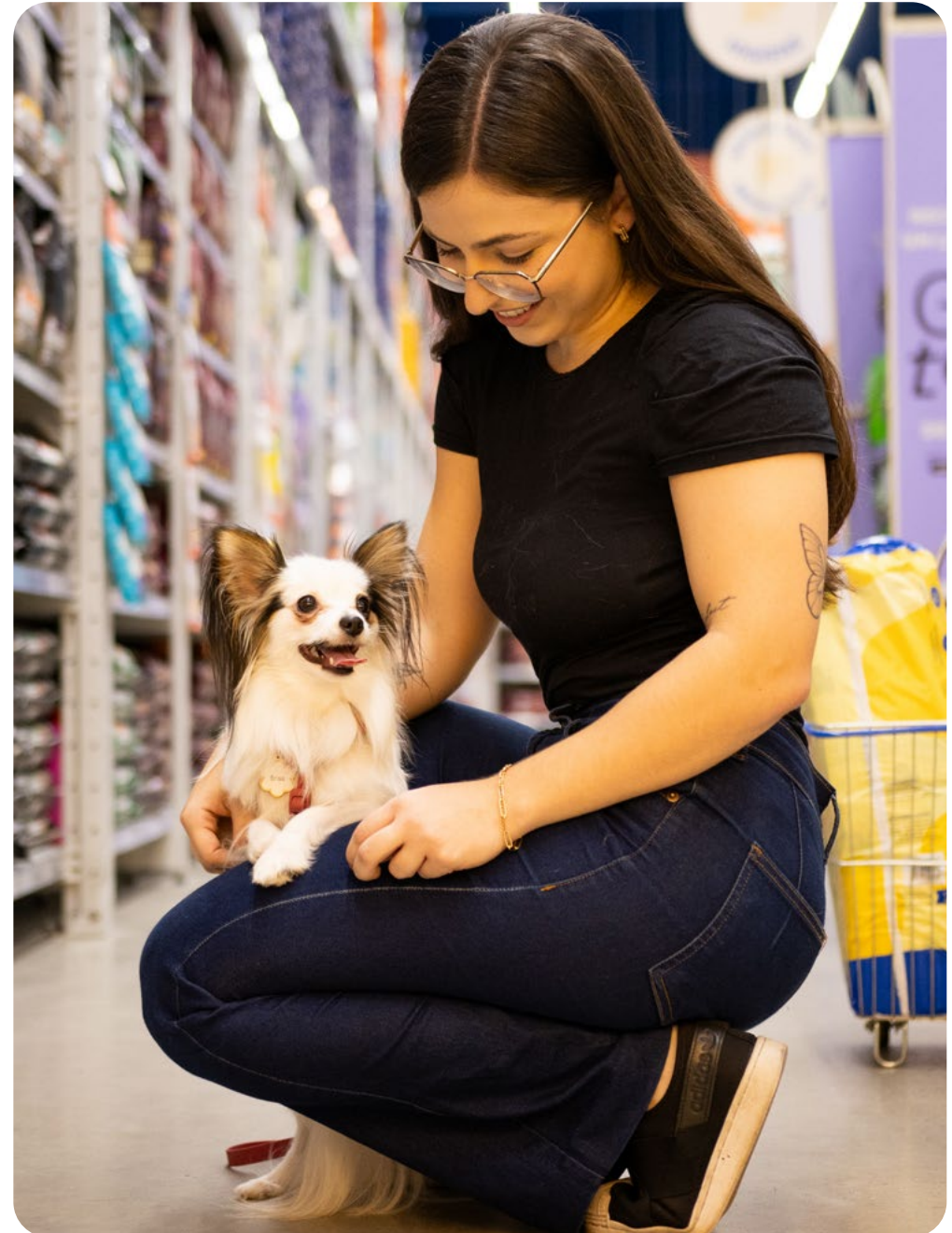


LEARN MORE

canaldedenuncia@petz.com.br

<https://canaldedenuncia.com.br/petz/>

Toll free in Brazil: 0800 882 0612



Risk Management

An effective risk management system is essential to ensure business continuity, protect shareholder interests, and support responsible practices across all areas of operation. For this reason, we maintain a structured Risk Management Policy that formalizes the principles, guidelines, and responsibilities related to identifying, assessing, controlling, and mitigating risks that may impact our operations.

Applicable to all employees, officers, and departments, the Policy establishes a standardized and preventive process to guide activities across all levels and core processes of Petz. Inspired by leading market practices and in compliance with the Novo Mercado regulations of B3, our approach is designed to foster an organizational culture grounded in integrity, accountability, and risk anticipation.

The Company classifies its risks into the following categories:

- Strategic
- Operational
- Financial
- Legal
- Compliance
- Information
- Environmental
- Health

These risks are mapped through interviews, audits, and surveys conducted with company leadership, resulting in a Risk Map that is reviewed annually by the Audit Committee. **Each risk is assessed based on its likelihood and potential impact, enabling more informed decisions on how to address each scenario.**

Response actions follow four possible approaches: risk elimination, diversification, acceptance, or transfer. The design and execution of action plans are the responsibility of the business units, with close oversight from the Legal team and continuous supervision by the Audit Committee.

In addition, the Internal Audit function operates independently to assess the effectiveness of the Policy, ensuring that all processes align with our culture of transparency and our long-term sustainability commitment. Through this proactive risk management approach, Petz strengthens its business resilience and reinforces stakeholder trust.



Risk
Identification
and
Classification



Risk
analysis



Definition and
implementation
of response
actions



Monitoring and
communication

The main risks to which we are exposed include:

- **Business interruption:** disruptions at our Distribution Centers (DCs) or an inability to expand operations may adversely impact our business and growth strategy;
- **Strategy execution:** failure to deliver on our strategic plan, such as providing a sufficient volume and variety of products at competitive prices or effectively managing inventory supply, may negatively affect Petz's performance;
- **Technology:** we are highly dependent on information technology systems to run our operations;
- **Brand value:** the Company is exposed to factors that may affect brand perception, particularly the Petz brand, such as customer reviews and potentially negative media exposure. These factors may influence our business, operating results, and financial position;
- **Mergers, acquisitions, or corporate reorganizations:** the outcome of integration efforts and synergy capture may impact our results.



Cybersecurity

Cyber resilience refers to the Company's ability to prepare for, withstand, adapt to, and quickly recover from crises caused by cyberattacks. Having a cyber crisis plan is essential for defining strategies and actions to respond effectively to such events.

In 2024, we launched the Petz Group Cyber Crisis Management Plan, designed to guide effective action during the prevention, response, and recovery phases of severe cybersecurity incidents. The plan outlines strategic, tactical, and operational guidelines, along with

communication protocols for engaging stakeholders in high-impact scenarios.

It includes governance structure, classification criteria, clearly defined responsibilities, a stakeholder map, and a communication plan. Its implementation helps minimize operational, financial, and reputational impacts. Learn more about Information Security training on pages 61 and 62.



Information Security

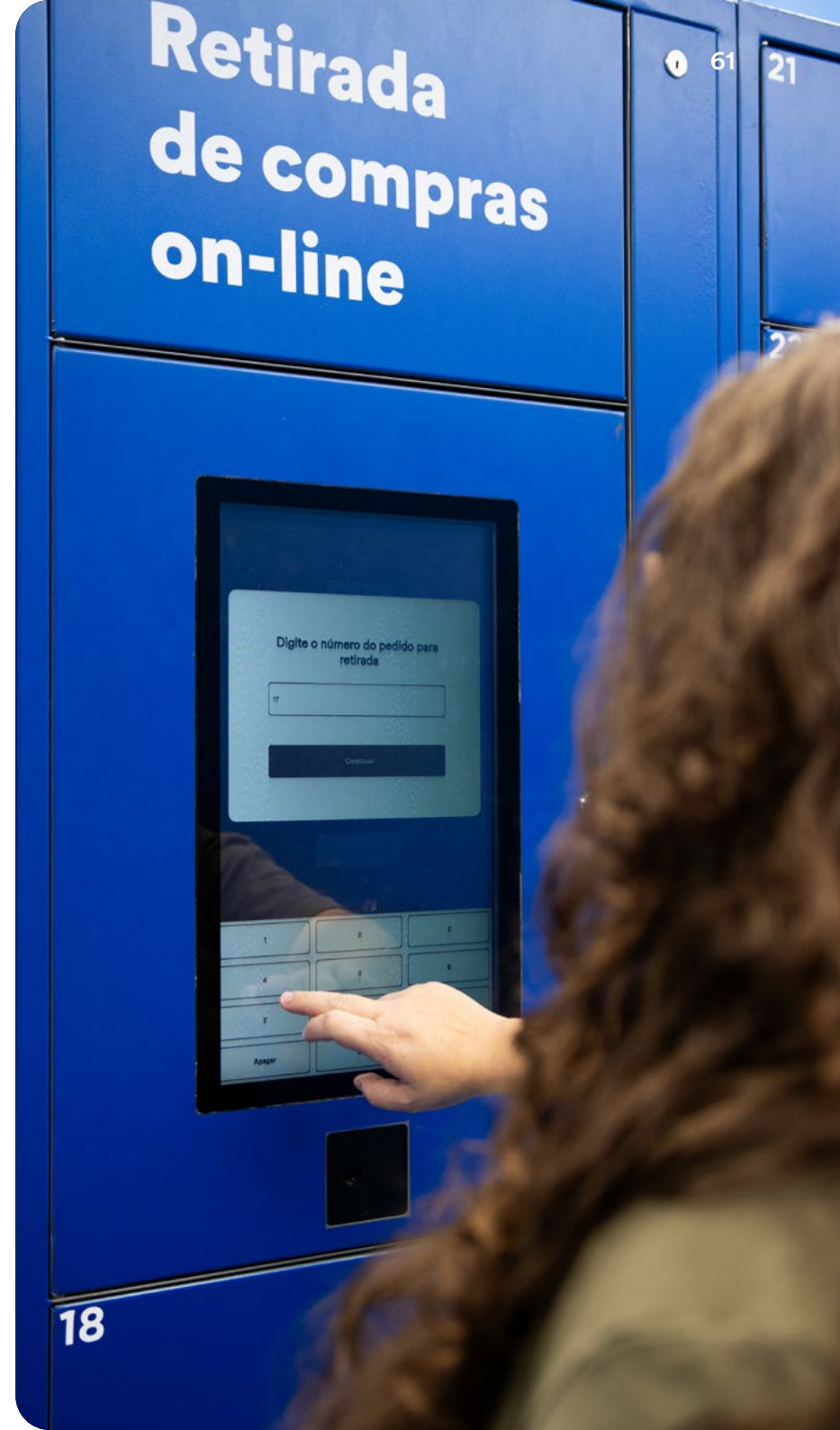
GRI 2-29 | 3-3 | SASB CG-MR-230a.1 | CG-EC-230a.1

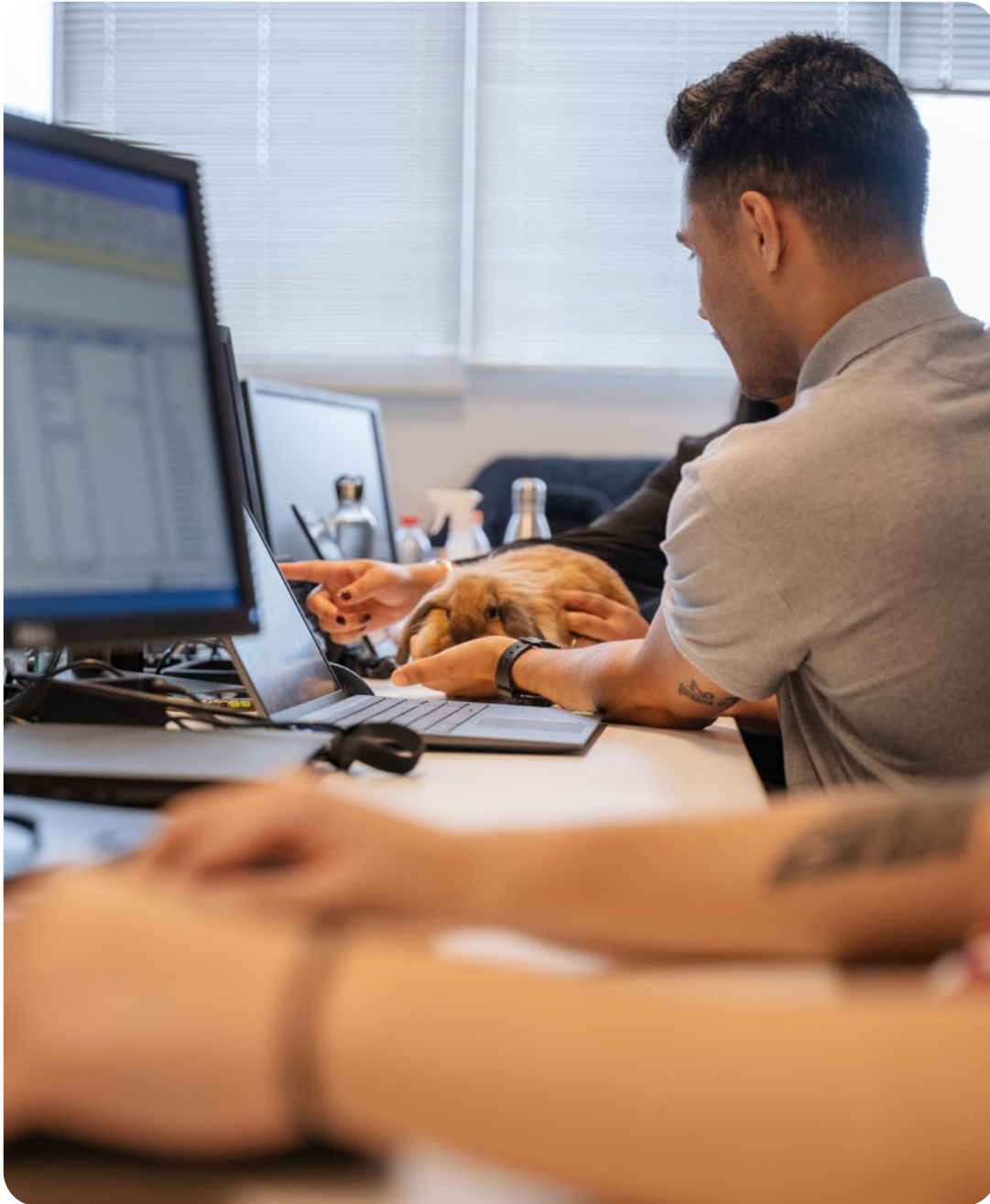
In 2024, Petz made significant progress in advancing its technology strategy, with a strong focus on security and efficiency. One of the main challenges during the period was integrating acquired companies into the Group's standards, especially regarding information security and data privacy. The incorporation of Zee.Dog required adjustments in processes, internal culture, and user experience, reinforcing the Company's commitment to robust technology governance and value creation.

In this context, the restructuring of the digital department enhanced synergy between product and back office, with a focus on solving core business pain points. The full operational integration of Zee.Dog into the B2B model brought substantial logistical gains, including the closure of the Queimados (RJ) distribution center and the centralization of operations at the Embu (SP) DC. Meanwhile, the Zee.Now operation evolved by replacing 14 darkrooms with Petz stores, improving capillarity and asset utilization.

Petz also continued to advance in technological sustainability. Although the Company relies on external partners for our infrastructure, we are actively working to reduce carbon consumption by optimizing computational usage. Notable initiatives include the planned modernization of Technical Room 1 in 2025 and the migration of Zee.Dog's infrastructure to the Petz system, resulting in greater efficiency and resource optimization. We also began reducing the operating time of development environments as a concrete step to minimize emissions.

The Company maintained close monitoring of its brand, with enhanced credential validation, two-factor authentication for new devices, and restrictions on the display of sensitive data. The incident response plan was strengthened with the support of specialized consultants, ensuring operational and executive readiness to handle potential cyber crises.





Ongoing privacy education is a key pillar of this journey. All employees receive mandatory LGPD training and security best practices in bite-sized modules throughout the year, fostering awareness and engagement across the organization.

In device management, fraud prevention, and internal systems optimization, **we implemented multi-factor authentication (MFA) for all new logins, requiring a verification PIN with each new access.** This measure strengthens protection against unauthorized access and is part of a broader anti-fraud strategy that includes detailed checkout analysis and the deployment of smarter risk prevention solutions.

With a strategy focused on autonomy and cost reduction, Petz has adopted more efficient internal tools, reducing its dependence on external platforms and optimizing digital security investments. For example, the partnership with ClearSale was maintained with a focus on order analysis, enhancing the monitoring of suspicious transactions with precision.

Another important advancement was the integration of internal systems with network login, promoting greater security and centralized access control. In addition, the Company invested in restructuring its Protheus architecture, leading to improved computational efficiency and better resource utilization, directly impacting operational cost reduction.

In terms of talent development, a certification program was launched in partnership with Oracle, resulting in three certified professionals. These employees work in technical support roles, including the service desk, and are part of the development of a new Tier 2 support level, enhancing the quality and agility of internal service delivery.

Supply Chain Management

GRI 2-6 | 2-24 | 2-29 | 3-3 | 204-1

Supplier selection processes at the Petz Group are guided by alignment with our commercial strategy, our values, and the quality of the products offered. All interactions with partners follow the guidelines of the Company's Code of Conduct, which promotes ethical behavior for both internal and external audiences, ensuring integrity throughout the entire supply chain.

In 2024, Petz worked with approximately 4,599 companies, supplying everything from retail resale products to veterinary inputs used at the Seres Veterinary Center, as well as administrative and infrastructure materials.

Of this total, around 550 suppliers are directly involved with products, 98% of which are domestic partners (excluding Petix and Zee.Dog Global).



PRIVATE LABEL MANAGEMENT

Sales of Petz private label products gained significant relevance in 2024, accounting for 12% of the Company's total revenue in the last quarter of the year.

This front has become a key market differentiation strategy, offering pet owners exclusive, high-quality products.

By the end of the period, private label products (if they were considered a single supplier) had become Petz's second-largest supplier, with growth of 40% compared to the same period the previous year. **Highlights included the launch of Selections dry food and Spike accessories.**

The development of new products depends mostly on third-party suppliers, with the exception of the training pad line. These partners are carefully selected based on manufacturing and product quality standards. Among the national suppliers in this category, 21 underwent quality audits conducted by accredited certification bodies, demonstrating satisfactory performance. We continue working closely with these partners to raise the bar even further, promoting consistent and ongoing improvements.

The Petz Group's private label supplier approval process includes audits that evaluate factory quality based on criteria such as good manufacturing practices, food safety, and product traceability. These audits follow the same standards required by the human food industry and are based on internationally recognized protocols.

We follow a policy of unannounced audits for selected suppliers, particularly those responsible for pet food products such as treats and supplements. These surprise visits aim to ensure even higher levels of compliance and safety.



Basic Level audits cover approximately 45% of the requirements of the IFS Food Standard, an international standard that evaluates the conformity of products and processes regarding food safety and quality. This standard is applicable to suppliers at all stages of food processing subsequent to the agricultural stage. This verification category is designed for companies in the initial stage of implementing food safety and quality management systems. The areas covered in this evaluation are:

- **Food Safety and Quality Management System:** evaluation of the organizational structure, responsibilities, documentation, and records related to food safety and quality;
- **Good Manufacturing Practices (GMP):** inspection of hygiene conditions, cleanliness, pest control, water quality, storage, and transportation of raw materials and finished products;
- **Food Hazard Control:** verification of the implementation of preventive programs such as HACCP (Hazard Analysis and Critical Control Points), allergen control, and food defense;
- **Legal and Regulatory Compliance:** evaluation of adherence to local and international legislation applicable to food production and commercialization.

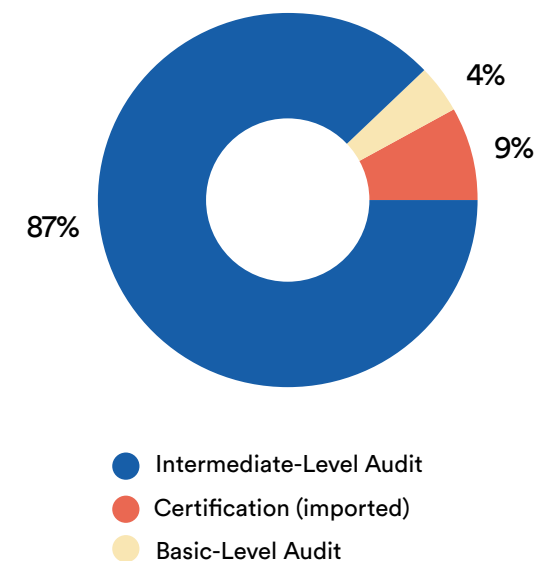
For suppliers undergoing the Intermediate Level audit, approximately 70% of the IFS Food Standard requirements are demanded. This category is intended for companies that have already implemented basic systems and seek to improve their processes to achieve full certification. The following are evaluated:

- **Resource Management:** evaluation of staff competence and training, infrastructure, equipment, and resources necessary to maintain food safety and quality;
- **Operational Processes:** inspection of production processes, control of critical processes, equipment calibration, and preventive maintenance;
- **Measurements, Analyses, and Improvements:** verification of the implementation of corrective and preventive actions, data analysis for continuous improvement, and effectiveness of the management system;
- **Risk Assessment:** detailed analysis of risks associated with processes and products, with the implementation of mitigation measures.

Regarding accepted imported product certifications for food, we recognize and consider valid the main international safety and quality standards. Among these, the BRC (British Retail Consortium), FSSC 22000 (Food Safety System Certification), HACCP (Hazard Analysis

and Critical Control Points), IFS Food (International Featured Standards), ISO 22000, and GMP (Good Manufacturing Practices) certifications stand out. All these certifications attest to companies' commitment to rigorous standards of quality control, traceability, and food safety, being fundamental to ensuring consumer confidence and meeting regulatory and market requirements.

Private Label Suppliers





04 Animal Health, Welfare and Adoption



2024 Highlights



R\$6.9 million

donated by Petz to
Adote Petz



137 organizations
benefited



+ 7k

adoptions through Adote
Petz



64.6k

products donated via
Válidos Program



122 stores

with permanent
adoption spaces

Animal Care and Welfare

GRI 2-29 | 3-3 | 203-1

A commitment to animal well-being is what drives Petz. Through the Adote Petz program, dedicated to responsible adoption, we help connect pets in need of a home with animal lovers ready to welcome them with care and responsibility.

The Company's work is carried out in partnership with 137 organizations, including 98 NGOs, 30 independent rescuers*, and nine Assisted Therapy Organizations, which conduct the adoption process. Additionally, **we offer permanent adoption spaces in 122 stores**, with adequate infrastructure, featuring fixed areas specially prepared to welcome the animals until they find a new family.

Since the program began, in 2007, over 81 thousand adoptions have been completed, 7,149 of which took place in 2024, including dogs, cats, and guinea pigs.

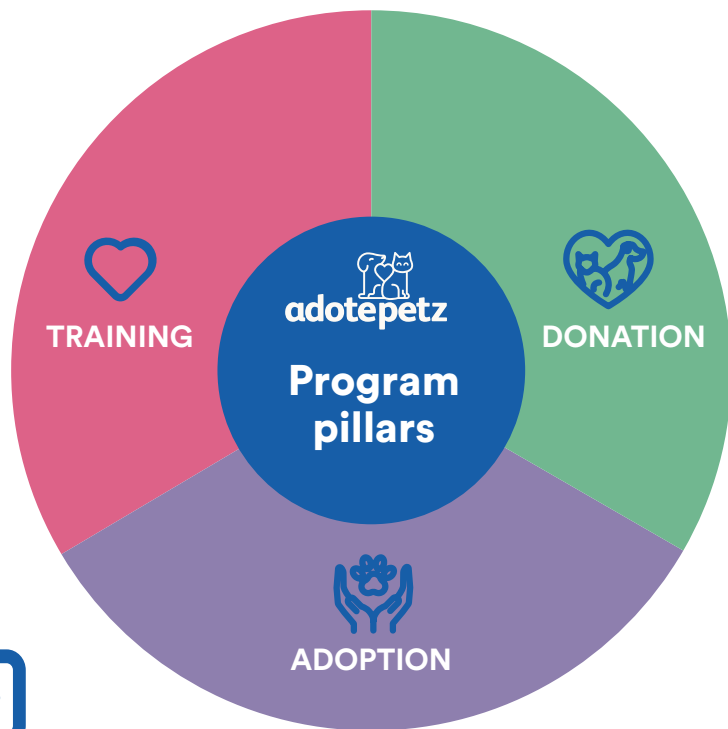
A recent addition to the program was Adote Petz's involvement in educational talks held in schools and communities, focusing on animal well-being—an essential step in promoting awareness, empathy, and responsible behavior toward animals.

*NGOs are formalized and structured organizations, with a CNPJ (Brazilian company registration number), that officially receive donations, participate in public calls for proposals, and establish partnerships with companies or public authorities. Independent rescuers are individuals who, on their own initiative, rescue, care for, and seek new homes for animals, generally using their own resources or direct donations.



Adote Petz represents the consolidation of the Group's long-standing adoption initiatives and social impact actions. Backed by the credibility and nationwide reach of the Petz Group, the program brings structure, visibility, and logistical expertise to the dedicated work of NGOs and independent rescuers across the country, reinforcing the Company's commitment to animal well-being.

The program is built on three pillars: Education, Donation, and Adoption. Its mission is to promote animal care and well-being by creating new opportunities for thousands of vulnerable animals, while also strengthening networks of care and solidarity among individuals, communities, and institutions.



~R\$7 mm

donated by the Group to Adote Petz in 2024





Adoption

The Petz Group works side by side with a network of 137 civil society organizations and independent rescuers, all of whom are pre-approved and trained to care for animals with responsibility and compassion.

These partners are responsible for ensuring the well-being of pets available for adoption, handling essential procedures such as spaying/neutering, vaccination, microchipping, and other necessary steps to prepare the animals for a new home, always in compliance with applicable regulations.

Through the Adote Petz program, we provide ongoing support to these institutions by donating essential supplies such as food, medication, and hygiene products, in addition to financial assistance to help maintain shelter operations and infrastructure. This collaboration strengthens the sustainability of their initiatives and amplifies the positive impact in the communities we serve.

The work of these partners goes beyond individual care: they play a key role in public health by helping to control the animal population and prevent disease and accidents.

Once prepared, the pets become available for adoption. **In addition to the permanent in-store adoption spaces, we also promote adoption fairs. In total, 802 external events and six mega-adoption events were held, with more than 50 stores participating simultaneously.**

Partner Selection Criteria

Adote Petz follows a standardized protocol for approving partner NGOs and independent rescuers, with the goal of ensuring the well-being of rescued animals up until the moment of adoption.

The process begins with document validation by Petz's Legal department, in accordance with the established requirements for participation. Next, a technical quality team conducts on-site visits to shelters or temporary foster homes and prepares a technical report to be reviewed by the Company's management and quality teams, along with the Adote Petz team, including recommendations for improvement. These visits are conducted regularly, every six months.

Once approved, the partnership is formalized through the signing of a contract that outlines the responsibilities of both Petz and the partner.





Social Action Gaviões da Fiel

Action carried out in partnership with the Gaviões da Fiel fan club, with the aim of assisting animals in the communities of Gato (SP), Moinhos (SP), and Prates (SP).

+270

appointments for dogs and cats



MRSC

Milestone of R\$1 million donated by MOL Impact over four years of partnership with the Organization "Moradores de Rua e Seus Cães" (MRSC - Street Residents and Their Dogs).

+ R\$1 million

donated to MRSC



Actions for Rio Grande do Sul

In 2024, we carried out a series of actions during the floods in Rio Grande do Sul, with three main focuses: actions for the animal cause, for Petz employees, and for the state's residents. Find more details in [Petz's 2023 Sustainability Report](#).

+ 67.7k

items donated by Petz



Corporate Volunteer Program

In 2024, we continued the Company's corporate volunteer program.

In total, we carried out 55 social actions with the participation of Petz volunteer employees in communities, in partnership with organizations working on humanitarian causes, such as care for homeless people, residents of occupied areas and their pets, and action in cases of environmental disaster.



We counted on the participation of Petz employees acting in these actions, who assisted over four thousand animals.

Adote Petz 2024 numbers



R\$9.3 million

in investments and donations to *Adote Petz*



R\$6.78 million

in donations, via Válidos Program
(learn more on page 78)



7.1k

pets adopted



137

supported entities



Educational Lectures

addressing animal welfare in schools
and communities



802

adoption events



Donation

MOL Impacto

Founded in 2007, MOL Impacto specializes in creating business models that generate donations, producing multi-platform content, end-to-end development of social products, retail operations, stakeholder engagement, and transparency in social impact initiatives.

Since 2017, the partnership between MOL Impacto and Petz has been developing social products with the purpose of engaging people and brands around causes that promote positive transformations, with a focus on animal welfare. The partnership began with the launch of the “Coleção Bichos” (Animals Collection), consisting of books, calendars, albums, and other printed materials whose sales generate donations for NGOs dedicated to animal protection and welfare.

In 2024, the funds raised from the “Coleção Bichos” enabled actions with 84 NGOs and 26 rescuers, providing support to pets and owners in vulnerable situations across all regions of the country and expanding the social impact of the initiative. Furthermore, through the partnership with Fundação SOS Mata Atlântica, donations from the “Coleção Bichos” have already ensured the planting of approximately seven thousand trees.

Among the highlights of actions in 2024, the emergency initiative aimed at NGOs affected by floods in Rio Grande do Sul received R\$238 thousand, benefiting seven NGOs and one independent rescuer.



2024 NUMBERS:

686k

products sold with proceeds
reverted to donations

**R\$1.76 million**

donated

122

NGOs and independent
rescuers supported

11,083

animals impacted

33

reforms and improvements
carried out in partner NGOs

+18 ton

of food sponsored

“Thanks to the support of Petz and MOL Impacto, we achieved a great accomplishment: the construction of a wall around our entire institution. This work brought more security, tranquility, and well-being to the rescued animals, reducing noise and providing a more welcoming environment for everyone. Partnerships like this are fundamental for us to remain firm in our purpose of protecting and caring for animals. Thank you for believing in our mission and walking with us!”

Priscilla Finamore, founder of the Associação Amigos dos Animais de Louveira (SP) (AMALO)

Movimento Arredondar

Instituto Arredondar is a nonprofit organization that develops smart solutions to foster a culture of giving and generate social impact. In partnership with retail companies, it promotes the practice of rounding up cents from purchases, enabling customers to contribute small amounts that, when combined, help ensure the financial sustainability of various social organizations across Brazil.

Petz has partnered with Instituto Arredondar in an alliance that has enabled meaningful initiatives focused on animal well-being. The institutions supported through this partnership are certified and part of the Adote Petz program, working in areas such as rescue, spaying/neutering, rehabilitation of abandoned animals, and

animal-assisted therapy, bringing care and comfort to those who need it most.

The partnership between Movimento Arredondar and Petz grew stronger as a benchmark for solidarity-driven engagement in the pet retail sector. Through the involvement of employees, leadership, and customers, we further promoted the culture of giving and deepened our commitment to animal well-being.

More than 24 million micro-donations have been made at checkout counters, resulting in R\$3.4 million transferred to partner institutions.



2024 NUMBERS:

R\$612k
passed on to
supported entities

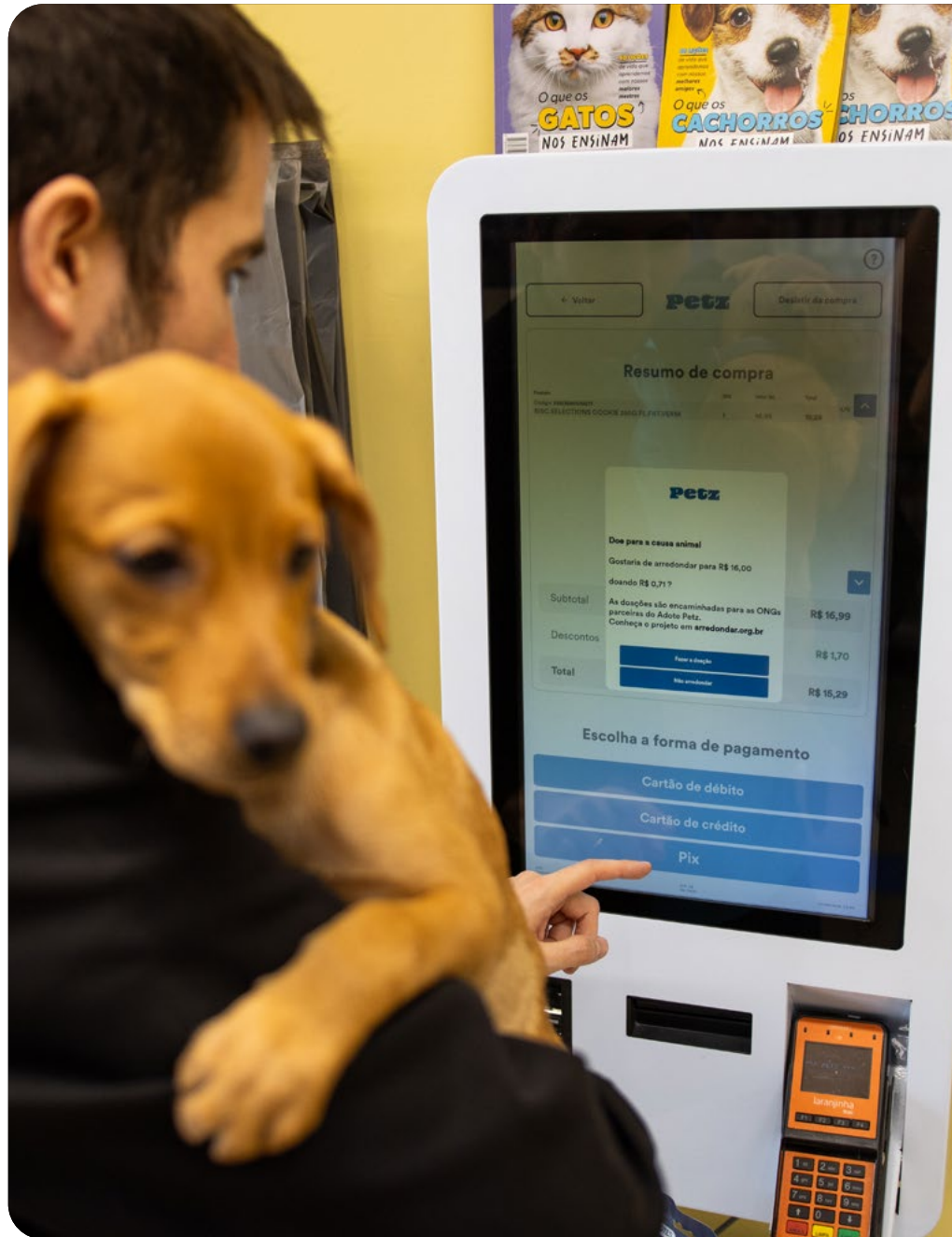
500 donations
per hour, on average

14
NGOs supported

337 animals neutered
and **1,543** vaccinated

1.4k patients attended
through assisted therapy

+ 4 million
cent donations made in
Petz stores



In conjunction with its partners, Petz closely followed stories that reflect the positive impact of initiatives supported by the Company. These accounts are a reminder of what can be achieved when a company, clients, and partners work together. They reinforce the commitment of Petz's leadership to continue investing in actions that promote causes with high social and environmental impact.

The micro-donations from the Movimento Arredondar (Rounding Up Movement), for example, demonstrate that small

actions have the potential to generate major transformations. Petz believes in the power of collectivity and, therefore, continues to mobilize its network of clients, partners, and employees to keep promoting significant changes in the lives of animals and in society as a whole.

The Company maintains its commitment to contributing to a fairer and more sustainable future, strengthening the connection among all the publics with whom it relates. After all, every contribution counts, and every cent matters.

“As a leader in the pet sector in Brazil, I feel a great responsibility to go beyond financial results. The commitment to animal welfare is part of our ESG (environmental, social, and governance) strategy and is something we take very seriously. But we don’t want to stop here. We want to inspire other companies to follow the same path, adopting simple and recurring donation practices in their businesses.”

Sérgio Zimerman, CEO in an interview for Folha de S. Paulo



Válidos

Since 2020, Petz has adopted a sustainable and socially responsible practice by redirecting near-expiry products through the Válidos Program. Instead of discarding items that are still in perfect condition for use, the Company donates them to Adote Petz partner NGOs, ensuring immediate consumption and direct benefit to thousands of pets cared for by these institutions.

The initiative involves detailed mapping and documentation of each eligible item. Once evidence confirms that the products remain fit for use, an invoice is issued to formalize the redirection. This process ensures strict control and full traceability of all donated products, promoting animal well-being while reducing waste.

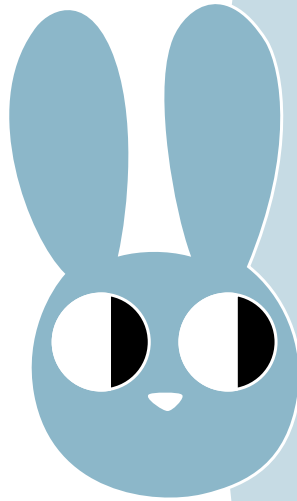
In 2024, 64.6 thousand products totaling approximately R\$6.8 million were allocated.

Training - partnership with Phomenta

Phomenta is an institute that supports and connects NGOs, institutes, foundations, and companies. Its objective is to facilitate connection and collaboration, promoting practical management training for NGOs, in addition to coordinating volunteer programs, and producing content and research for and about the third sector.

Together, Petz and Phomenta have been working since 2021 to strengthen partner entities, promoting improvements in their management and expanding their capacity to act on behalf of the animal cause.

The focus is on developing more structured Civil Society Organizations (CSOs) with efficient processes and greater potential to generate social transformations. **In 2024, Phomenta conducted a comprehensive consultancy for Adote Petz, evaluating 20 organizations across five fundamental pillars of management and transparency.** The process involved interviews with leaders, collective meetings with the Adote Petz community, and individualized mentoring sessions for each organization. **This effort contributed directly to the institutional improvement of the involved institutions,** reinforcing their role in animal welfare throughout Brazil.



5 MANAGEMENT PILLARS OF PHOMENTA:



Operation: execution format of adoptions, castrations, quality of the facility, among other important aspects.



Administrative and Financial Management:

effective documentary organization for the maintenance of the CSO, combined with financial control for the sustainability of the work.



Communication: social media visibility, strategic communication plan, diversity of channels for expanding results.



People: entry and retention of volunteers, internal human resources management, and management formats.



Fundraising: strategic vision focused on the expansion of financial resources, aiming for the sustainability of the CSO.

LIVES

Safari and Aquarium

In 2024, Petz launched a major revitalization project for its Lives department, aiming to become a benchmark in the market for non-traditional pets. The goal is to **offer customers a complete ecosystem, from the acquisition of the animal and its essential items to specialized veterinary and animal wellness services, with high-quality technical care, a welcoming environment, and reliable information.**

During the year, 99 stores featured a dedicated Lives department. The revitalization project covers 56 selected stores, of which seven are already licensed by the State Environmental Department (currently all located in Sao Paulo (SP)) to sell animals. To better organize the initiative, stores were classified into three categories A, B, and C, based on their size and infrastructure, with variations in the mix of animals, products, and services offered.

Breeder Approval Process

To ensure animal welfare and quality standards, Petz maintains a strict breeder approval process for both domestic species and those licensed by the State Environmental Department. This process includes an online interview, on-site visits to assess facilities, sanitary protocols, and animal care practices, along with document verification and contract signing. Follow-up visits, held every six months for domestic breeders and annually for those under state regulation, ensure compliance with quality standards. If nonconformities are found, the partnership may be terminated.





Category A

7 stores

These stores place a strong emphasis on the Lives Sector, captivating customers with a broad and specialized mix that includes medium- and large-sized birds, non-traditional mammals such as ferrets and hedgehogs, rodents, and reptiles. They are required to have a license from the State Environmental Department and feature freshwater aquariums with a wide variety of species. These stores also host frequent events and offer additional services such as specialized veterinary care and animal wellness consulting.



Category B

5 stores

These stores also focus on the Lives department, with mid-sized spaces and an intermediate variety of offerings. They are licensed to sell smaller and lower-cost Ibama-regulated species. While they do not include marine aquariums, they offer a diverse range of freshwater tanks. These stores will also host occasional events and provide animal wellness consulting services.



Category C

44 stores

Basic assortment of animals and products, without Ibama license, focusing only on domestic animals. Aquariums will be aimed at beginner aquarists, and initially, C stores will not host additional events or services.



Animal Care in Stores

While in the stores, animals receive daily care provided by Lives Technical Team. Their routines include cleaning enclosures, replacing food and water, controlling temperature, and offering fresh diets, as well as sunbathing sessions for birds. All animals are monitored by Seres veterinary teams based in the stores, who oversee their health and provide immediate treatment when necessary.

In the aquarium section, water quality is a top priority, ensured through efficient filtration systems, temperature control, and ongoing maintenance. The team of also provides guidance to customers on proper aquarium setup and care.

Animal care is supported by three levels of assistance: in-store veterinarians, knowledge multipliers, and Petz's central technical team, ensuring a swift and specialized response to any handling or health-related needs.

Lives Technical team play a key role in the department, being responsible not only for the animals' well-being but also for delighting and informing customers at the time of purchase. They receive ongoing training, participate in workshops, have access to the UniPetz platform, and attend biweekly meetings for technical updates.

In addition, they are part of a commission-based program, receiving rewards when they meet sales targets related to Safari, Aquarium, or Adote, reinforcing their engagement and dedication.



05 Generating Value for Society



2024 Highlights



7,937
employees



100%
of employees
underwent a
performance evaluation



Unipetz
relaunch of the training
platform



78%
participation rate in
the culture survey



100% of employees
covered by the health plan

Our People

GRI 2-7 | 2-8 | 2-29 | 2-30

In 2024, the Petz Group counted on the support and dedication of 7,937 employees, 251* temporary workers, and approximately 2,548 outsourced professionals, all of whom were essential to achieving the results delivered throughout the year. In total, 98.8% of them are covered by collective bargaining agreements. For the others, all applicable legal requirements are observed.

To ensure the sustainability of the business and prepare the Company for the future, we implemented key talent development initiatives, including a **new mentoring program** focused on building a strong succession plan by developing high-potential talent. We also launched **PAC – the Career Acceleration Program** – designed to prepare our people to take on future leadership roles, reinforcing our internal culture of growth and ownership.

In addition, we adopted a new training strategy focused on value generation and the creation of a continuous learning and development cycle. This approach aims to connect the Company's strategic goals with customized learning solutions, using hands-on, high-impact methodologies that strengthen the technical and behavioral skills essential for both current and future operations (learn more at page 93).

*Except interns and apprentices.



EMPLOYEE PROFILE

7,937

employee



4,225
(53%)

Permanent:
4,225

Full-time:
3,851

Part-time:
374

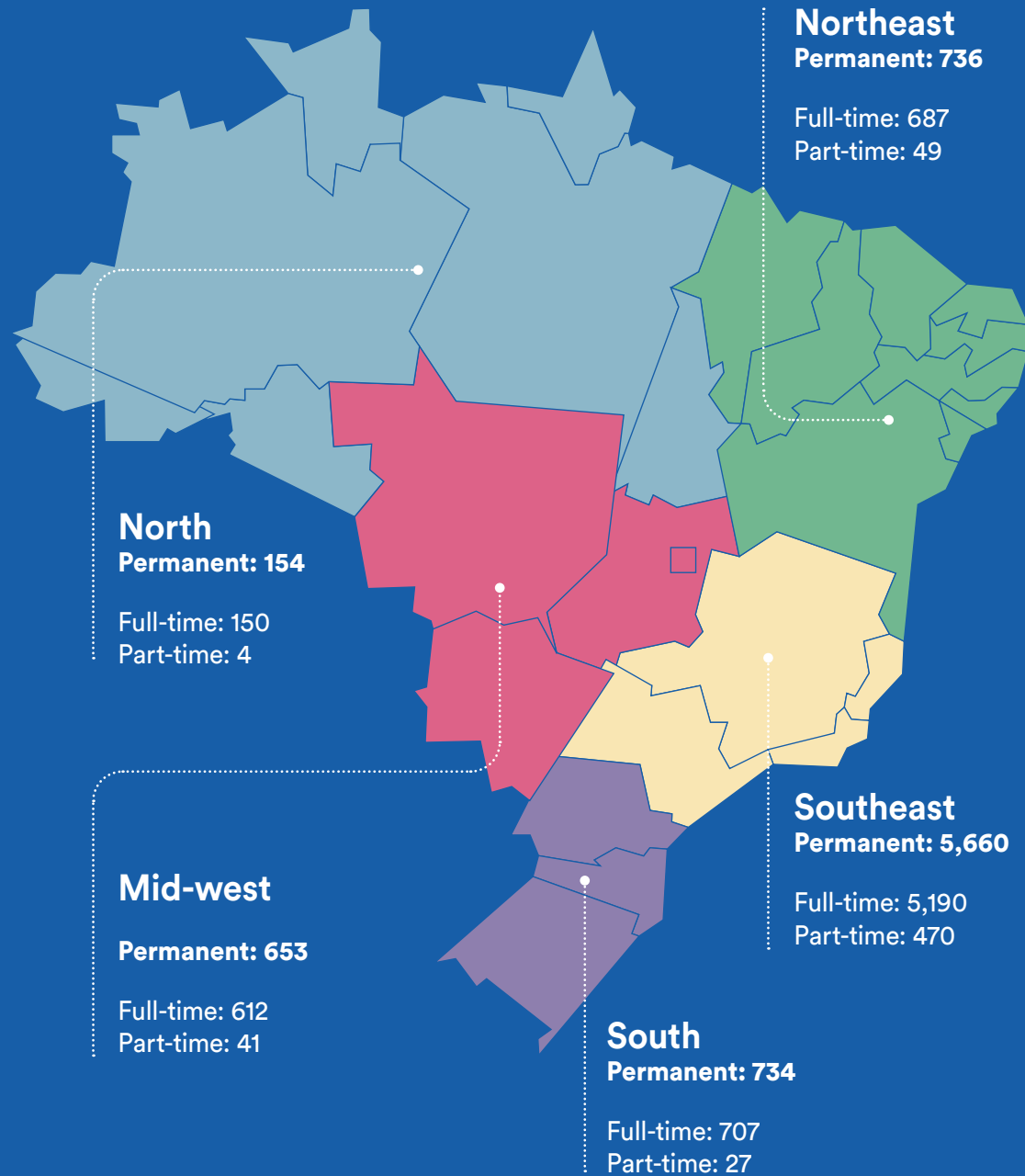


3,712
(47%)

Permanent:
3,712

Full-time:
3,495

Part-time:
217



Percentage of employees by job category

(GRI 405-1)

| Job Category | GENDER | | AGE GROUP | | |
|------------------------------|--------|-------|--------------------|-----------------------------|-------------------|
| | Men | Women | Under 30 years old | Between 30 and 50 years old | Over 50 years old |
| Analysts | 43% | 57% | 48% | 52% | 0% |
| Apprentices | 53% | 47% | 86% | 10% | 4% |
| Consultants/ Coordinators | 39% | 61% | 12% | 87% | 1% |
| Specialists | 55% | 45% | 27% | 68% | 5% |
| Interns | 32% | 68% | 93% | 7% | 0% |
| Managers | 60% | 40% | 5% | 91% | 4% |
| Store leadership | 57% | 43% | 17% | 80% | 3% |
| Veterinarians | 0% | 100% | 0% | 100% | 0% |
| Operational Staff | 46% | 54% | 60% | 35% | 5% |
| Supervisores | 58% | 42% | 40% | 59% | 1% |
| Governance Bodies | Men | Women | Under 30 years old | Between 30 and 50 years old | Over 50 years old |
| Board of Directors | 83% | 17% | 0% | 33% | 67% |
| CEO | 100% | 0% | 0% | 0% | 100% |
| Directors | 74% | 26% | 0% | 89% | 11% |

New hires and employee turnover

(GRI 401-1)

| | Hiring | Turnover |
|-----------------------------|---------|----------|
| AGE GROUP | | |
| Under 30 years old | 83.98% | 71.90% |
| Between 30 and 50 years old | 51.39% | 57.38% |
| Over 50 years old | 48.90% | 43.65% |
| GENDER | | |
| Male | 74.89% | 68.97% |
| Female | 64.88% | 61.33% |
| REGION | | |
| Mid-west | 91.73% | 88.97% |
| Northeast | 49.59% | 35.50% |
| North | 100.65% | 74.68% |
| Southeast | 65.07% | 61.29% |
| Sul | 97.96% | 96.73% |

Internal Communication (IC)

Through our Petz Friday newsletter, we strengthened the maturity of our corporate communication by structuring it around three key pillars: informing, engaging, and connecting.

This internal communication channel plays a vital role in spreading and reinforcing our organizational culture.

We enhanced this communication strategy with the launch of Conecta, our new intranet, which replaced the old bulletin boards and email communications. It provides a dynamic space for interaction, quick access to information, and active employee participation, reaching 100% of our workforce, even the ones that don't access a computer.

Within the newsletter, we created a special editorial section to promote monthly campaigns that reinforce our core values and show how they are put into practice in everyday work. Real stories and employee testimonials were also featured to illustrate these values and were shared on the Group's corporate TV screens.



Award

Petz was highlighted at the **3rd 'Companies that Best Communicate with Employees' Award**, promoted by CECOM, Melhor RH, and Negócios da Comunicação.

The awards, which featured over 200 submitted projects from renowned companies across the country, recognized the Company's good practices on various fronts.

Petz won 2nd place in the Campaign and Technology categories, in addition to 3rd place in the Digital category. This recognition reinforces our commitment to increasingly close, transparent, and human communication, based on active listening and constant exchange with our employees.





Employee engagement and workplace environment

Every year, we conduct an employee engagement and workplace environment survey across all Petz Group operations. The survey covers topics such as work environment, organizational culture, communication, leadership, and professional development, among others.



With this, the HR team and Petz leadership gain a broad view of the Company's internal climate and each department's specific dynamics, allowing them to identify trends, strengths, and areas for improvement to support more strategic and effective action.

The survey had an 78% participation rate, and the insights gathered guide the development of processes and strategies focused on evolving our organizational culture and improving the employee experience.

In addition to the annual survey, we also conducted four pulse surveys in 2024, known internally as "Fala Ai" ("Speak Up"), encouraging all employees to share their feedback. This active listening channel allows us to respond more quickly, developing and implementing specific action plans throughout the year.

From this monitoring, we gain more clarity on where and how to act to improve the daily routine, climate, and culture of the Company. This year, one of the suggestions implemented based on this survey arose from the issue of safety at bus stops located near the corporate office. Thus, we implemented a chartered transport service to the nearest metro station, which has already benefited over 580 people.



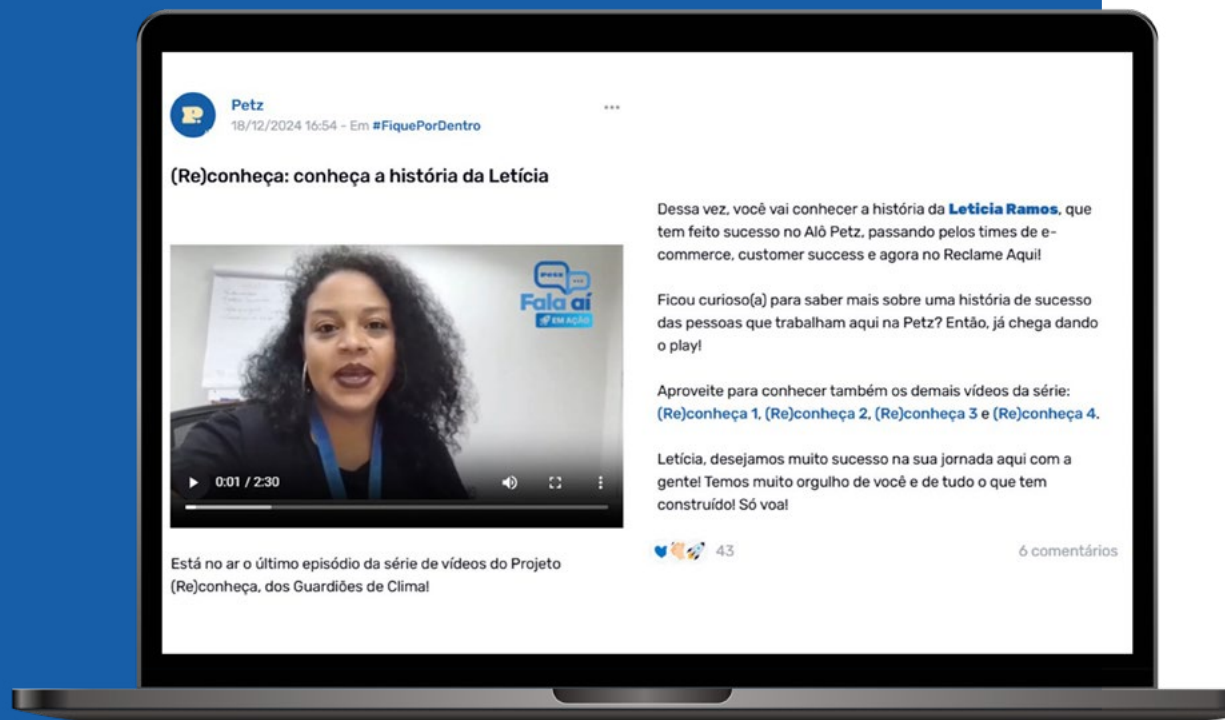
Guardians

We rely on the work of Climate Guardians to strengthen the management of the organizational environment. The Board Guardian is responsible for analyzing the climate survey results specifically for their sector or area, identifying opportunities for improvement and supporting the implementation of actions focused on local needs. In total, we have nine employees in this position, divided among the following Directorates:

- 2 in Care and Well-being;
- 1 in People and Culture;
- 1 in IR, Finance, and New Business;
- 2 in Retail and Commercial;
- 3 in Digital and Innovation.

The Institutional Guardian, on the other hand, acts more broadly, looking at the consolidated results of the entire Company and proposing initiatives that benefit the organizational climate as a whole.

Furthermore, the Climate Committees play a fundamental role in this process, meeting to discuss the main indicators of the climate survey, present the results obtained, and monitor development plans. Many of the improvement actions implemented over the years originated precisely from these analyses and discussions, reinforcing our commitment to active listening and building an increasingly better environment for everyone.



One of these actions was the launch of the (Re)conheça Project. In it, employees who were promoted or moved through internal programs are invited to participate in “1 Day with 1 Talent,” an initiative where they share, in a video, a day of their work routine, their activities, and experiences in the new role. The objective of this project is to value our internal talents, giving them the opportunity to be recognized internally within the Company.

EMPLOYEE HEALTH AND DEVELOPMENT

GRI 3-3

Culture and Development

GRI 2-24 | 404-2

UniPetz – Petz Group's Corporate University – is our main training and development platform, created to promote continuous learning for our employees. From onboarding, with mandatory trainings, to the development of both soft and hard skills, UniPetz offers tailored learning paths for each role, meeting the specific needs of each department and ensuring well-prepared, aligned teams across our entire operation.

In 2024, UniPetz was relaunched with a modernized platform built on three core pillars:

- **Empowering ownership:** encouraging greater autonomy among employees;
- **Equipping leaders and teams:** developing teams that are better prepared for challenges;
- **Creating content for everyone:** expanding access to all business units, reaching 100% of our workforce.

4,584
active users

337
hard and soft skills contents

+ 109k
training hours

15.2
training hours per employee



User experience:
intuitive and
personalized interface



Data analysis:
metrics for
continuous
improvement



Accessibility: available
across multiple devices



Diverse content:
videos, articles,
quizzes, and
interactive activities



Pillars of corporate education



ONBOARDING AND OPERATIONAL EXCELLENCE

We start strong with a robust and welcoming onboarding experience:

- Institutional integration and digital onboarding;
- Role-based learning paths and Functional Onboarding Matrix;
- Bath & Grooming: Technical Certification Program;
- Onboarding for new stores.



OPERATIONAL TRAINING AND TECHNICAL DEVELOPMENT

Living knowledge connected to daily operations:

- Weekly livestreams on products, services, and sales;
- Active presence of industry partners in stores;
- Internal training programs: Bath & Grooming and Lives department.



LEADERSHIP DEVELOPMENT

We develop leaders who inspire and drive transformation:

- Leadership academy structured by level and department;
- Career Acceleration Programs (PAC) (learn more at page 98);
- PDE – Leading Through Times of Transition (learn more at page 98).

Another important advancement was the strengthening of our Training department. We implemented a continuous learning and development cycle focused on boosting employee performance and generating sustainable value for the business. Our approach is guided by aligning the Company's strategic goals with personalized learning solutions, using hands-on methodologies that emphasize practical application and the development of the technical and behavioral skills essential for the present and future of our operations.

A role-based learning path and an onboarding matrix were also created to standardize and enhance the experience of new employees. Within the training department, these tools are designed to prepare newly hired or promoted employees to perform effectively from day one, ensuring role clarity, faster ramp-up, and errors mitigation.

We created 20 operational learning paths that cover all roles at the Company, with a total of 121 episodes. We also developed four service-focused paths, with an additional 48 episodes.



Essential Role

We ensure that employees are prepared to deliver consistent and delightful experiences.



Business Contribution

We directly impact the employee experience and business results.



Strategic Connections

We strengthen our culture, performance, productivity, and customer delight.

OSCARS

With a focus on further strengthening both internal and external customer experience, we launched the “OSCARS” program (Look, Smile, Greet, Help, Solve it, and Delight)*, a standardized service model implemented across the entire Company, designed to promote service excellence and operational agility.

This customer-centric approach fosters consultative service that goes beyond basic sales, delivering real value to the shopping experience.

This model has already been implemented in 30 units, 22 of which are stores with a full assortment of products and services, and was supported by a robust pilot phase involving in-person training, manifesto videos, and conversation circles to reinforce the core concepts. The content was also widely shared via UniPetz through learning paths composed of five hands-on episodes. To reinforce its application in daily operations, teams received printed guides and support materials available in stores.

The results of this implementation are already evident. The pilot stores recorded increases in average ticket size, number of items per receipt, and sales of premium products, along with a significant improvement in NPS. There was also a substantial drop in the number of dislikes, indicating a noticeable improvement in customer experience. This strong performance confirms the direct correlation between service quality and increased sales.



Olhar
Sorrir
Cumprimentar
Ajudar
Resolver
Surpreender*

Career Journey

In 2024, we continued our employee performance evaluation process, covering 100%* of the Company's workforce.

In this process, each employee is assessed based on both their achieved results and their alignment with the six corporate competencies, always taking into account their position and specific responsibilities.

The applied methodology varies according to the position held. For entry-level positions, a 90-degree evaluation is applied, consisting of self-assessment and manager evaluation. Administrative positions and leaders without a team participate in a 180-degree evaluation, which considers self-assessment, the manager, and internal partners. Meanwhile, 100% of the leadership with teams under their responsibility undergoes a 360-degree evaluation, which includes feedback from their peers, internal partners, immediate leadership, and subordinates, in addition to self-assessment.

The process is structured into eight stages, from updating the employee profile to building an Individual Development Plan (IDP).

This practice reinforces the Company's culture of performance and meritocracy, providing clear and objective feedback from leaders, focused on recognizing strengths and identifying improvement opportunities for professional growth.

To support this journey, we strengthened internal communication and launched a dedicated learning path on UniPetz. As a result, we trained 100% of leaders and their teams across all stages of the cycle, ensuring alignment and excellence in execution.

*Applies to employees with more than three months of tenure.



**Average training hours**

(GRI 404-1)

| Gender | Average (h) |
|--------------------------|-------------|
| Men | 16.50 |
| Women | 14.40 |
| Job Category | Average (h) |
| Analysts | 1.26 |
| Apprentices | 5.13 |
| CEO | - |
| Consultants/Coordinators | 1.48 |
| Directors | - |
| Specialists | 1.00 |
| Interns | 0.45 |
| Managers | 1.79 |
| Store Leadership | 25.06 |
| Veterinarians | - |
| Operational Staff | 10.12 |
| Supervisors | 1.57 |
| Veterinary trainees | - |

Performance evaluation*

(GRI 404-3)

| Gender | |
|--------------------------|------|
| Men | 100% |
| Women | 100% |
| Job Category | |
| Analysts | 100% |
| CEO | 100% |
| Consultants/Coordinators | 100% |
| Directors | 100% |
| Specialists | 100% |
| Managers | 100% |
| Store Leadership | 100% |
| Veterinarians | 100% |
| Operational Staff | 100% |
| Supervisors | 100% |
| Veterinary trainees | 100% |

*Apprentices and interns are not eligible for the Performance Evaluation process.

Leadership

GRI 2-24

At Petz, we are committed to developing leadership through exclusive content designed strategically and tailored to each role. Our goal is to elevate the maturity level of these professionals by enhancing their people management skills and competencies, with a strategic perspective on both the business and their specific area.

The Leadership Academy is the program that brings this structure to life. In 2024, we expanded the academy, strengthening leadership development across all fronts. As part of this expansion, we launched several key training initiatives and programs to accelerate the development of our talent.

In 2024, we also launched the Mentoring Program in partnership with FESA (integrated HR solutions consulting), in which Company executives nominated high-potential employees to receive targeted guidance and professional development.

The mentoring program was created to strengthen business sustainability and support the succession plan by fostering the growth of the Company's key talent. The initiative promotes knowledge sharing and exchange with experienced internal mentors, helping accelerate learning curves and reducing the readiness time for mentees to take on new challenges in their career journeys.



Operations PDL

The program aims to prepare employees to become Store Managers, District Managers, Coordinators, and Supervisors at Alô and Distribution Centers.


+400
leaders trained


90%
participation rate


91
average NPS


+13k
training hours

Corporate PDL

Development program for corporate managers across Brazil. Key training topics included emotional intelligence, leadership, time management, and communication.


+50
participants


5
training modules


+20
in-person sessions



Career Acceleration Program (PAC)

Launched in 2024, the PAC aims to develop Store Supervisors and Assistant Managers by promoting both technical and behavioral training, while building a strong internal talent pipeline.



+40
participants



99
general NPS



70%
promotion
rate



16
days of
hands-on-
training



PDE - Leading Through Times of Transition

Launched in 2024, the program is designed for Vice Presidents, Directors, and Senior Managers, addressing topics such as navigating dynamic environments, agile communication and decision-making, innovation, and continuous learning.

To achieve this, we brought content addressing humanized leadership and psychological safety, leadership as a transformative agent, and value generation even in uncertain scenarios. In addition, we conducted a team-building activity with group sailing to conclude the training at the Guarapiranga dam, featuring a round table discussion and lectures.



2024 Highlights:



+ 35%

increase in training
hours over the year



+ 42%

increase in the
number of learning
paths



87

training NPS



Sales Convention

To conclude the Sales Championship (learn more on page 44), we wrapped up the competition with a Sales Convention at Morumbi Stadium. This event gathered store managers and the commercial team, and included recognition and awards for the winning stores.



Petz Líderes

A national agenda that brings together all the Company's leadership to address strategic topics such as sales, organizational culture, and goal setting, promoting alignment and strengthening management across all units.

In 2024, we promoted a dynamic where our leaders assembled more than 70 dog wheelchairs. In the end, they were donated to a partner NGO, promoting the well-being of dozens of animals.



Conexões

Biannual meetings led by Vice Presidents (VPs) to promote direct interaction with teams, alignment on results, exchange of experiences, and reinforcement of the organizational culture.

Executivos em Ação

In 2024, we continued the 'Executives in Action' Program, in which senior managers and directors of the Company physically visit stores to reconnect with frontline employees, connecting leaders and their teams, and re-establishing this link between corporate and stores.

This Program offers the opportunity to perform fieldwork, allowing these employees to assess in loco the opportunities and strengths of Petz physical stores, which must be presented in a report after the visits.

“The executives’ proximity to operations is essential for understanding needs and identifying opportunities. This connection allows us to act quickly in problematic processes and situations that directly impact productivity and profitability at the front line.”

Thiago Pereira, BP Manager and Program Lead



Movimenta Petz Program

An initiative that provides internal opportunities for mobility and professional growth, encouraging talent development and the building of a solid career within the Company.

Pod Petz

A monthly podcast featuring Company executives who share their career journeys and experiences, reinforcing a culture of inspiration and continuous learning.



Kids Day

In 2024, Petz promoted Kids Day, a special event celebrating Children's Day. The event was held at the holding company's headquarters and gathered employees' children for a day full of activities, games, and moments of integration.

Adote at Petz

The holding Company also hosted an exclusive adoption fair for employees this year. The event featured a Halloween-themed parade, in which pets participated in costumes, encouraging responsible adoption in a welcoming and fun way.



OCCUPATIONAL HEALTH AND SAFETY

GRI 2-24 | 403-2 | 403-3 | 403-4 | 403-5 | 403-9 | 403-10

To identify and manage risks and hazards in our stores and Distribution Centers (DCs), we carry out regular workplace safety inspections focused on identifying, assessing, and mitigating ergonomic, environmental, physical, and chemical risks that may compromise the well-being of our teams.

These inspections are conducted by Occupational Safety Technicians according to a pre-established schedule. During visits, any irregularities are recorded in real time using the Checklist Fácil app, which also allows users to flag violations of Regulatory Standards (NRs) and generate reports for monitoring and managing site-specific action plans.

In addition to identifying risks, technicians recommend control measures to mitigate or eliminate hazards.

Collective actions include, for example, the maintenance and installation of ventilation and air conditioning systems to improve thermal comfort in stores. Individual measures involve the free distribution of Personal Protective Equipment (PPE) appropriate to each role, such as gloves, safety glasses, hearing protectors, and proper footwear.

During inspections, safety trainings and briefings are also conducted to raise awareness about the proper use of PPE and the importance of safe daily practices.

Our goal is to promote a safer work environment aligned with regulatory standards, ensuring employee health and the continuity of operations.

Accidents and incidents are reported by stores and DCs through the internal GLPI system. Once reported, the technical team conducts a detailed investigation using the Incident Investigation Report (RIO, in portuguese), and if necessary, files the official Work Accident Report (CAT, in portuguese). The entire process is monitored through performance indicators to ensure the continuous improvement of safety practices.

In 2024, we reported 15 serious incidents requiring mandatory reporting (excluding fatalities), related to animal bites and scratches. The accident rate stood at 0.14*. No occupational illnesses were recorded.

Competency development for the safety team begins during the hiring process, which includes technical

assessments, interviews, and document verification. After onboarding, ongoing learning is encouraged through regular training and mentoring by experienced professionals, fostering knowledge exchange and strengthening team capabilities.

We conduct regular performance reviews, which include technical evaluations, individual and group feedback, and performance indicator analysis. We promote autonomy and accountability within the team, encouraging the pursuit of innovative solutions, the adoption of new technologies, and leadership in projects. In doing so, we foster a collaborative environment that drives the development of strategic skills, team engagement, and commitment to organizational goals.

We are also supported by an Occupational Health Services professional responsible for managing the full implementation of the Occupational Health Medical Control Program (PCMSO, in portuguese) and conducting all legally required occupational medical exams. This service is designed to ensure the health and safety of employees in accordance with the regulatory standards set by the Ministry of Labor and Employment (MTE, in portuguese).

*Accident rate calculated from the index of 200,000 and 21,004,720 hours worked.

At Petz Group, we recognize the Internal Commission for Accident Prevention (CIPA, in portuguese) as one of the most important channels for employee participation in occupational health and safety management. We have an active CIPA, composed of representatives from both the Company and its employees, with the mission of identifying and assessing risks, proposing preventive measures, and continuously contributing to the creation of safer and healthier work environments.

CIPA plays a key role in ensuring compliance with Regulatory Standards (NRs, in portuguese) and in strengthening the Company's safety culture. By identifying risks and suggesting improvements, **CIPA directly contributes to reducing accidents and leave of absence cases, while raising awareness of the importance of employee well-being.**

In addition to CIPA's direct actions, we also conduct regular organizational climate and health surveys to gather employee feedback on working conditions. These insights help identify improvement opportunities and further strengthen our preventive efforts.

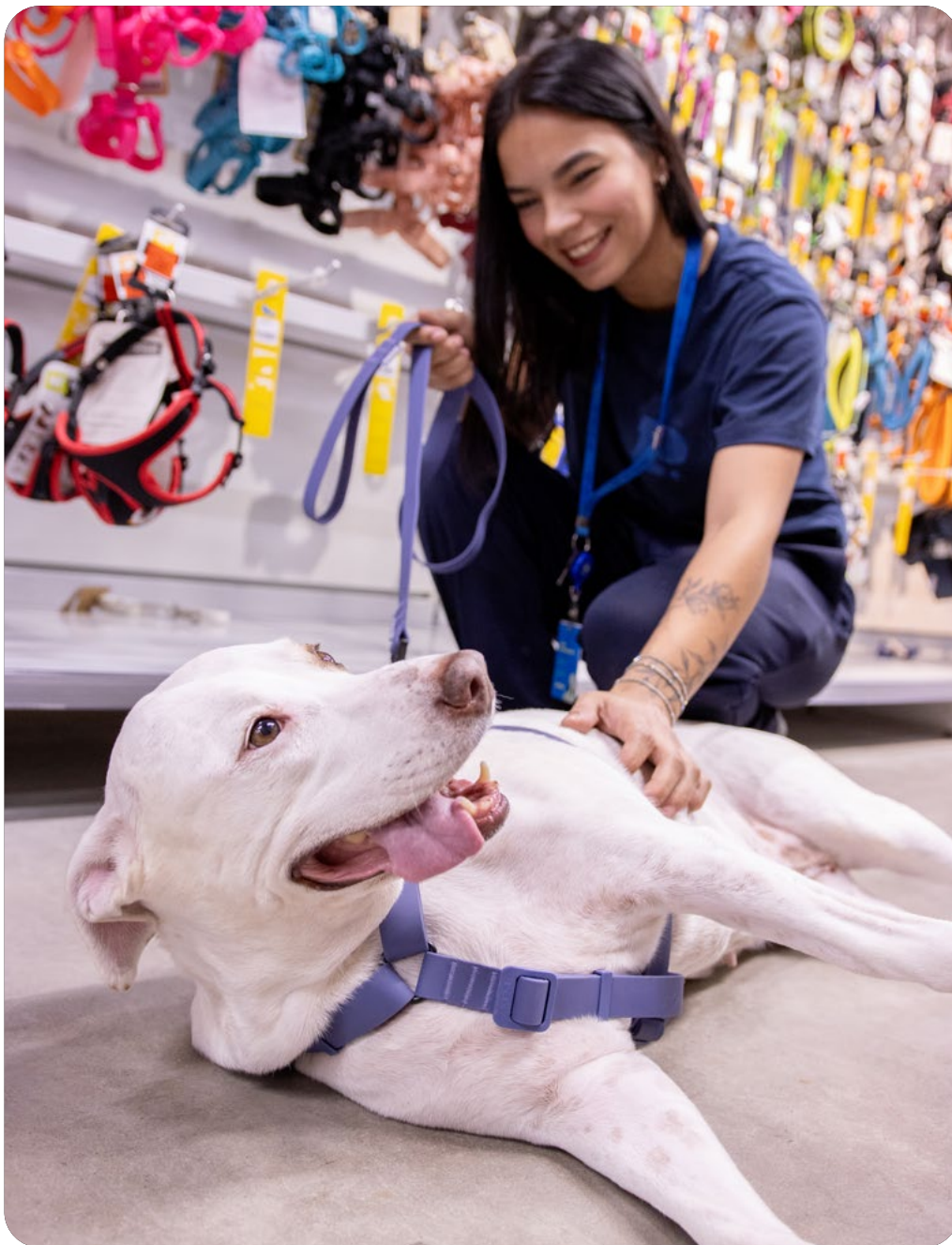
CIPA is also part of the Occupational Health and Safety Committee, actively participating in meetings where accident reports are reviewed, critical risk areas are analyzed, and corrective and preventive measures are proposed. CIPA's presence in the committee ensures that employees' voices are heard and enables practical suggestions for improvement in areas such as ergonomics, workspace organization, equipment adjustments, and work processes.

Through this integrated and collaborative approach, we reinforce our commitment to promoting a safer and healthier work environment, aligned with the best practices in occupational health and safety management.

We also provide training for employees across seven topics, in accordance with the applicable NRs. These trainings are delivered regularly based on the findings from safety inspections, with a strong focus on regulatory compliance, which is essential for preventing accidents and building a safe and healthy workplace. They are:

- **NR-05:** creation and operation of CIPA within the Company;
- **NR-06:** mandatory provision and use of Personal Protective Equipment (PPE);
- **NR-11:** safe practices for transportation, handling, storage, and movement of materials;
- **NR-17:** adapting working conditions to the physical and psychological characteristics of employees;
- **NR-18:** specific guidelines to ensure worker health and safety in civil construction;
- **NR-35:** safety measures for work performed above two meters in height, where there is a risk of falling;
- **NR-36:** Worker safety, addressing physical, ergonomic, and contamination risks, as well as the management of chemical substances used in operations.





Health and well-being

GRI 403-6

We have an Occupational Health Medical Control Program, known as **Pra Você (“For You”)**, which includes a series of initiatives focused on prevention, screening, early diagnosis, and the promotion of employee well-being. The occupational exams allow us to build an epidemiological profile of our workforce, enabling the development of targeted Health and Safety strategies aligned with the specific needs of our internal population.

To further promote the well-being of our employees, **we also offer healthcare services across a range of specialties**, including general practice, pediatrics, gynecology, and dentistry.

In 2024, we enhanced the planning and execution of awareness campaigns such as Pink October and Blue November, aiming to strengthen health education and increase employee engagement, while encouraging regular preventive screenings.

In addition, our occupational health program includes initiatives to **promote healthy eating habits, encourage physical activity, and support emotional well-being through the Sempre Bem program**. This initiative provides psychological support, chronic disease monitoring, and prenatal care, reinforcing our commitment to comprehensive health and quality of life for our employees.



100%

of Petz Group employees are covered by the corporate health insurance plan.*

*Except interns.



Telepsychology

Mental health is a key priority in our healthcare efforts. Employees covered by the Hapvida NotreDame Intermédica health plan have access to telepsychology appointments as part of the plan offered by the Group.



Amor de mãe

Ongoing support for pregnant employees, in partnership with MDS consultancy, including personalized guidance and a new maternity kit.



Sempre Bem

A program focused on monitoring the quality of life of employees living with Non-Communicable Chronic Diseases (NCDs).



TotalPass/ Wellhub

To encourage physical activity, we offer two wellness plans to our employees, providing discounted access to a variety of facilities, as well as apps focused on physical and mental well-being and nutritional support.



Diversity and Inclusion

GRI 2-29 | 3-3 | 405-1

We work to build a more innovative, welcoming, and representative work environment. **In 2024, we advanced on our journey by conducting a climate and diversity survey**, which allowed us to better understand employees' perceptions on the topic, identify opportunities for improvement, and define more assertive strategies to promote an increasingly inclusive environment.

To increase visibility of the topic and encourage active listening, we promoted a special campaign during LGBTQIAPN+ Pride Week, celebrated in June. With the theme “Proud to Be,” we presented inspiring content and testimonials from employees who shared what makes them proud to be part of Petz. The action was disseminated through our internal channels, such as the #FiquePorDentro group on Conecta, and featured surprises and activations throughout the week.

Additionally, we launched the “Orgulho de A - Z” (Pride from A - Z) booklet, with a thematic glossary to guide our employees.

We are proud to state that 21% of our people self-declare as part of the LGBTQIAP+ community, which represents more than double the market average.

In 2024, we conducted a Diversity Mapping within the Company, with 5,537 responses. Learn more details on the following page.



Petz Friday

Destaque

Websérie sobre Diversidade e Inclusão – UniPetz

Neste Mês do Orgulho LGBTQIAPN+, convidamos você a ampliar a visão de mundo com uma trilha essencial na UniPetz: a websérie sobre diversidade e inclusão. Com episódios curtos, humanos e didáticos, você vai entender, na prática, como atitudes inclusivas podem transformar o ambiente de trabalho.



Dois episódios para começar agora:

“O que são vieses?” – Entenda como ideias inconscientes influenciam decisões e comportamentos.

“LGBTQfobia no ambiente de trabalho” – Um convite à empatia e à escuta ativa.

Assista, reflita e compartilhe. A trilha vale certificado. Acesso a **UniPetz**.

[Clique aqui e acesse](#)



Petz Friday

Destaque

Por dentro do time: Alô Petz

Nesta edição, conversamos com Thatiane Colombo, Gerente de Operações e Atendimento ao Cliente, que compartilhou um pouco dos bastidores do **Alô Petz** — uma equipe com cerca de **300 pessoas**, responsável por **mais de 140 mil atendimentos por mês**.



Além de transformar atendimentos em experiências encantadoras, o time também valoriza o clima organizacional e reconhece as conquistas internas. E no **mês do Orgulho**, Thatiane, que é parte da comunidade **LGBTQIAPN+**, reforça a importância de ambientes seguros, diversos e humanos. Leia a entrevista completa na Conecta:

[Clique aqui e confira](#)

“Being in a leadership position while being part of the community is an act of representation and resilience. Inclusion is not just about tolerance — it’s about belonging. May we continue to build, every day, a more humane, safe, and authentic workplace for all people.”

Thatiane Colombo, Operations and Customer Service Manager for the Digital and Innovation Directorate

82.36%

of people believe that Petz values diversity

73%

believe that their leaders are prepared to deal with diverse teams

67%

believe that Petz is accessible to people with disabilities

62%

believe that the Company offers equal employment opportunities in leadership positions



Gender

+42%

of leadership positions at Petz are held by women

+53%

of Petz's total employees are women



Race and ethnicity

+55%

of Petz's total employees are black/brown

+48%

of leadership positions at Petz are held by black/brown individuals



Sexual orientation

+12%

of leaders self-declared as part of the LGBTQIAP+ community

+21%

of Petz's total employees self-declare as part of the LGBTQIAP+ community



Adimax Institute

The Adimax Institute is a non-profit organization that promotes social inclusion and animal welfare, aligned with the purpose of supporting needy elderly individuals, and people and animals with disabilities.

With this commitment, the Institute develops actions that benefit various publics, such as institutions that shelter abandoned dogs and cats; low-income owners with disabled animals; elderly individuals in nursing homes; visually impaired people; children on the autism spectrum; people with intellectual disabilities; hospitalized patients; among others.



Through the Adote Petz program and in collaboration with Mol Impacto, Petz makes quarterly transfers to the Institute, in addition to offering, together with Adimax, a 50% discount on food and treats for guide dog owners.

Currently, 1,222 people are on the waiting list at the Adimax Institute, which has already delivered 103 dogs, contributing to the 213 in activity in Brazil according to UNUCG. The initiative integrates Petz's social actions and reaffirms the institutions' commitment to inclusion, respect for diversity, and animal welfare.

Guide Dogs and Inclusion

As part of our awareness actions on inclusion and diversity, in 2025 we held a lecture on the role of assistance dogs and guide dogs in the lives of people with disabilities. The meeting addressed the selection, training, and socialization process of these animals, as well as highlighting the importance of societal engagement in promoting accessibility. Additionally, we also organized visits for corporate employees to the Adimax Institute's headquarters, gaining firsthand insight into their work and positive impacts.

Guide dogs play an essential role in the autonomy and safety of visually impaired people, promoting independent mobility and strengthening confidence for full participation in society. Initiatives like this reinforce our commitment to building a more inclusive environment, where respect for diversity and care for others are pillars of our relationships.



Total number of employees who took maternity or paternity leave during the year (GRI 401-3)

| | Men | Women |
|---------------------------------------|-------|-------|
| Employees eligible for parental leave | 3,712 | 4,225 |
| Employees who took parental leave | 74 | 163 |

Diversity and Inclusion Literacy GRI 2-17

Reinforcing the value of diversity and the promotion of a more inclusive corporate environment, in the first half of 2025 we held a series of sessions for the Company's leadership, engaging over 300 participants. The goal was to raise awareness about the strategic role leaders play in fostering a culture of belonging, with a focus on practical actions that generate real impact.

Led by Amanda Brito Orleans, a specialist in Strategic People Management and a national reference in the inclusion of people with disabilities, the session addressed the challenges faced by people with disabilities in the labor market and the transformative role of leaders who prioritize active listening, action, and real opportunities.

The sessions achieved an NPS above 95 and encouraged participants to reflect on how everyday decisions directly contribute to creating a fairer and more accessible environment for all.



Peternity Leave

Health, animal welfare, and adoption are the core of our business. That's why Petz has adopted the Peternity Leave (or Pet Leave).

All employees who adopt or acquire a pet **have the right to two days of leave, dedicated to the adaptation of their new companion**, thus promoting unique moments in building this relationship. The process requires the presentation of adoption documents to the HR department of the companies participating in the project.

**LEARN MORE**<https://licencapeternidade.petz.com.br/>



06 Sustainable Operations



2024 Highlights



+ 2m packages saved through the Entrega Consciente (Conscious Delivery) initiative



Logistic
new methods with lower environmental impact



Bobina Zero
reduction in waste generation



Climate risk matrix developed



1,060 tons
of recycled waste

Climate Change

GRI 3-3 | 201-2 | 305-4 | 305-5 | SASB CG-EC-410A.1

Reinforcing our commitment to transparency and climate management, we completed our third Greenhouse Gas (GHG) Emissions Inventory, using 2024 as base-year.

For the second year in a row, we also took part in the Carbon Disclosure Project (CDP), submitting the questionnaire and contributing relevant data on our environmental performance.

We adopted the GHG Protocol methodology to account for, calculate, and quantify emissions, in line with internationally recognized best practices.

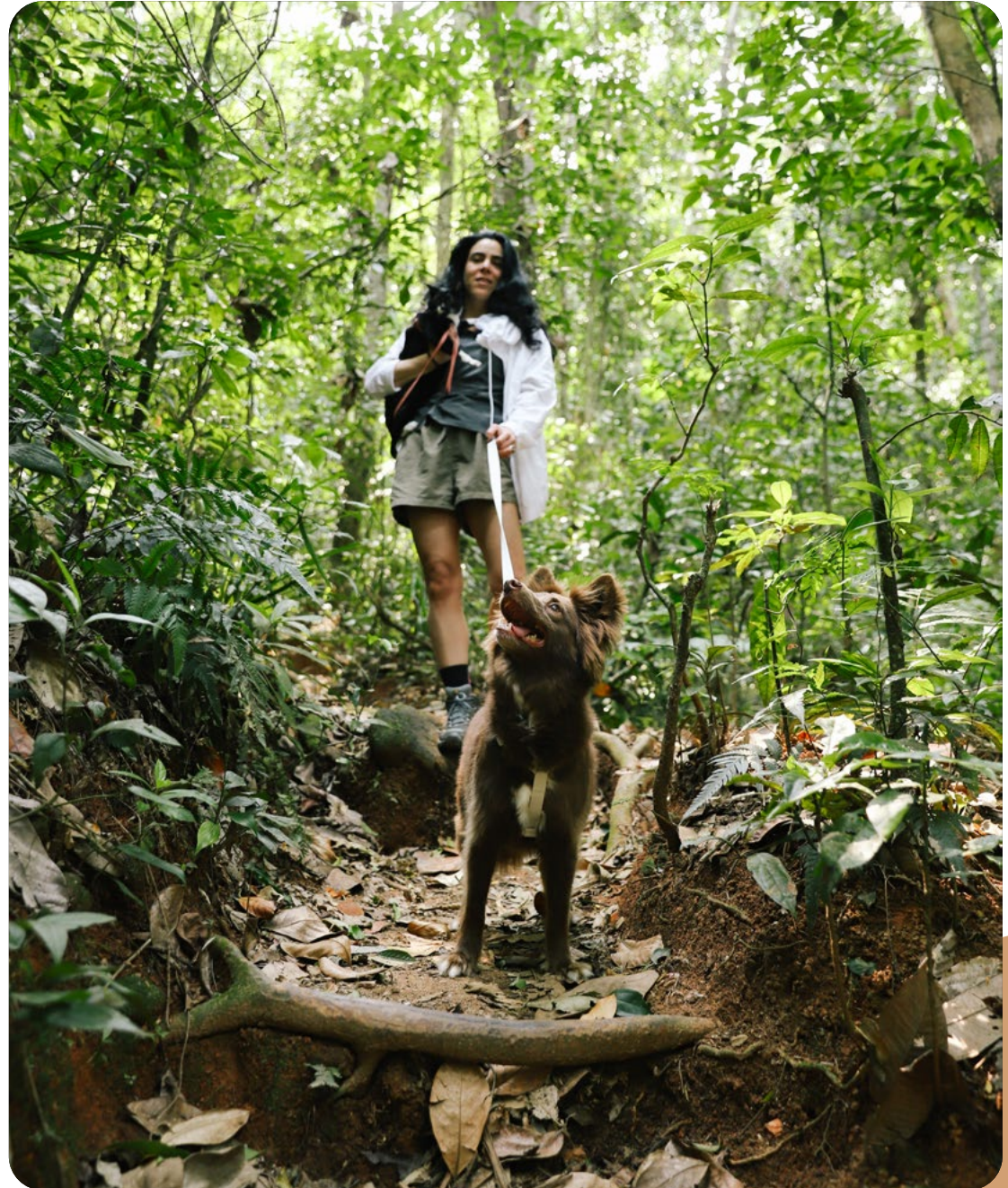
In 2024, we developed our Climate Risks and Opportunities Matrix—a strategic tool that enables us to identify, assess, and prioritize the potential impacts of climate change across the Company's entire value chain.

This allows us to make more informed decisions, minimizing climate-related risks and maximizing opportunities for adaptation and transition toward a low-carbon economy.



0.16 tCO₂e/m²

Emissions intensity – metric that reflects the total CO₂e emissions for the year in relation to the Company's total store area in square meters.



This process was structured into seven stages, as follows:

1

Scenario analysis with defined impact factors

Analysis of physical and transition scenarios to assess climate-related risks and opportunities, enabling impact evaluation, priority setting, and strategy development.

2

Definition of impacted variables

In the mapping of climate-related risks and opportunities, key variables were selected based on their relevance to the operations and strategy of a pet retail organization.

3

Definition of risks and opportunities

The identification of risks and opportunities in physical scenarios was carried out through a cross-analysis of climate impact factors and affected variables, focusing on business relevance and categorizing them as either acute or chronic risks.

4

Definition of likelihood of occurrence for each factor

The likelihood scale was built based on minimum and maximum values, divided into five levels. The final result considered the most frequent level across stores, reflecting the prevailing conditions in the locations analyzed.

7

Matrix definition

In the transition risk analysis, climate impact factors were cross-referenced with affected variables, taking into account the Brazilian context. The risks were categorized into five dimensions: policy, market, reputation, technology, and liability. The identified risks and opportunities were prioritized based on their relevance to the business and are detailed in the following matrices.

6

Definition of criticality level

Based on the consequence level and likelihood of occurrence, criticality, risk, and opportunity matrices were developed.

5

Definition of consequence level

The analysis of the consequence level of risks and opportunities resulted in an impact classification across three levels: high (critical effects on the business), moderate (requires adjustments and investments), and low (limited and manageable effects).

Greenhouse Gas Emissions (tCO₂e)* (GRI 305-1 | 305-2 | 305-3)

| Scope/Description | Total emission (tCO ₂ e) | Category representativeness (%) | Biogenic emissions (tCO ₂ b) |
|--|-------------------------------------|---------------------------------|---|
| SCOPE 1 | | | |
| Stationary combustion | 9.25 | 0.95 | 1.38 |
| Mobile combustion | 207.53 | 21.32 | 67.14 |
| Fugitive emissions | 756.04 | 77.67 | 0.00 |
| Effluents | 0.62 | 0.06 | 0.00 |
| TOTAL SCOPE 1 | 973.44 | 100 | 68.52 |
| SCOPE 2 | | | |
| Electricity (location-based) | 4,687.43 | 100 | 0.00 |
| TOTAL ESCOPE 2 | 4,687.43 | 100 | 0.00 |
| SCOPE 3 | | | |
| Purchased goods and services | 59.14 | 0.21 | 8.71 |
| Transportation and distribution (upstream) | 17,863.90 | 62.01 | 2,273.24 |
| Operational solid waste | 4,700.11 | 16.32 | 63.96 |
| Effluents generated in operations | 475.26 | 1.65 | 0.00 |
| Business travel | 489.86 | 1.70 | 3.01 |
| Transportation and distribution (downstream) | 25.22 | 0.09 | 1.04 |
| Employee commuting emissions | 5,192.99 | 18.03 | 968.25 |
| TOTAL SCOPE 3 | 28,806.47 | 100 | 3,318.20 |
| TOTAL | 34,467.34 | 100 | 3,386.72 |

*The Company's Greenhouse Gas (GHG) emissions inventory includes emissions from the holding company, stores, and Petix. The inventory was prepared following the principles and methodology of the GHG Protocol, using the Brazilian GHG Protocol Program tool, version 2025.0, as the basis for calculations. The base-year considered for the calculation was 2024. The following gases were included in the report: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), sulfur hexafluoride (SF₆), nitrogen trifluoride (NF₃), perfluorocarbons (PFCs), and hydrofluorocarbons (HFCs).

Circularity

GRI 3-3 | 306-2

In line with our commitment to minimizing environmental impacts and promoting more sustainable practices, Petz Distribution Centers (DCs) have implemented a series of initiatives aimed at preventing waste generation, with a focus on reuse, recycling, and circular economy principles.

One of the most significant advancements was the **increased use of reusable packaging in daily operations**. Whenever possible, **cardboard boxes, wooden slats, and returnable corner protectors received from suppliers are reused in internal processes**. This practice significantly reduces the need for new materials and helps prevent unnecessary waste, promoting more efficient use of available resources.

Responsible waste management also extends to recycling. **The DCs have a robust waste separation and recycling program in place**, which includes raising employee awareness about the importance of proper sorting. Recyclable materials are sent to specialized companies to ensure proper disposal in accordance with current regulations.

Another key initiative is **reverse logistics, used to return pallets and corner protectors to their original locations**. This process enables the recovery, remanufacturing, and reintegration of these materials into the value chain, reinforcing the circular economy model and further reducing the consumption of new materials.

These efforts have already delivered meaningful results, including lower consumption of inputs across internal operations and a strengthened culture of environmental responsibility throughout the Company's logistics chain.

Recycling 2024



+ 707 tons

Paper/cardboard
recycled in Petz
operations



+ 350 tons

Plastic recycled in Petz
operations





Reuse

To reduce waste generation in day-to-day operations, Petz DCs adopt reuse practices for materials received from suppliers. Packaging such as cardboard boxes, wooden support slats, and returnable corner protectors—made from plastic waste sourced from the Petix factory—are reused whenever possible, extending their life cycle and preventing premature disposal. This initiative directly contributes to waste reduction in logistics activities, aligning operational efficiency with environmental responsibility.



Recycling

We have a recycling program in place across our operations, focused on raising employee awareness and ensuring responsible waste management. One of the program's key priorities is the ongoing education of our teams about the importance of proper material sorting, reinforcing each employee's role in environmental preservation.

Waste is properly classified and collected separately, ensuring that each type of material is directed to the most suitable recycling process across stores, Seres clinics and hospitals, and DC operations. This entire flow is managed in partnership with a specialized company, which is responsible for guaranteeing the proper and environmentally safe final disposal of waste, in compliance with legal requirements and Petz's sustainability commitments.



Circularity

We implemented a reverse logistics system that enables the collection and return of pallets and support corner protectors used in the delivery of goods to stores. Through this process, we promote the reuse—and, when necessary, the remanufacturing—of these materials, ensuring their reintegration into the Company's operational cycle. This practice not only reduces the need to purchase new inputs but also reinforces our commitment to the circular economy and to minimizing the environmental impact of our logistics operations.

Sustainable Products

GRI 2-29 | 3-3 | SASB CG-MR-410a.3 | CG-EC-410a.2

ENTREGA CONSCIENTE (CONSCIOUS DELIVERY)

In its e-commerce delivery services, Petz has implemented the Entrega Consciente project—an initiative focused on reducing the use, consumption, and disposal of packaging when shipping large-volume products such as training pads, pet food, and bags of litter.

The project is active in all stores across the network, which serve as distribution hubs, and helped avoid the use of over two million packages in 2024. Products included in this model are shipped without additional plastic packaging and feature an identification label that communicates this sustainable



choice to customers at the time of dispatch.

Entrega Consciente is part of the Company's broader efforts to reduce waste generation and mitigate Greenhouse Gas (GHG) emissions associated with its operations. The model is now implemented in deliveries nationwide, and its impacts are closely monitored through performance indicators such as customer satisfaction levels and damage rates—both of which remain very low, demonstrating the initiative's efficiency and strong acceptance.

Within our ecosystem and across all products manufactured and sold, Petix training pads stand out as the leading example of a sustainable product from Petz Group.

The products are made with a significant percentage of pre-consumer recycled materials from discarded infant and adult diapers sourced from the manufacturing industry.

Learn more on page 33.



BOBINA ZERO (ZERO RECEIPT ROLL)

To reduce paper consumption across its store network, Petz completed the rollout of the Bobina Zero (Zero Receipt Roll) project in all locations. **The initiative promotes the digital delivery of invoices to customers, replacing printed receipts with more sustainable alternatives aligned with the Company's digital transformation strategy.**

Between January and February 2025, a total of 640 thousand digital invoices were sent by email. **This initiative marks a significant step forward, not only in terms of sustainability, by cutting paper use, but also from a financial standpoint, by reducing the costs associated with printing and handling thermal receipt rolls.**

In the first two months of the project, savings related to the reduction of printing and roll logistics costs were recorded. Even so, the impact goes beyond direct savings: the project also contributes to the reduction of waste and emissions associated with the supply chain, reinforcing Petz's commitment to more conscious and responsible practices.

Operational Eco-Efficiency

GRI 2-29 | 3-3

LOGISTICS

GRI 305-5 | SASB CG-MR-410a.3

To meet the needs of digital channel customers with speed and flexibility, Petz offers a variety of delivery options tailored to different consumption profiles and preferences. In addition to traditional home delivery, we provide the option of in-store pickup, enhancing convenience and customer autonomy.

The delivery options available include:

- In-store pickup: available within 45 minutes;
- Super express delivery: completed within 90 minutes;
- Express delivery: within 1 to 3 hours;
- Economy delivery: up to 1 business day;
- Standard delivery: shipped from the Embu (SP) distribution center, with delivery times varying based on distance.

In this model, Petz stores operate as small distribution hubs spread across Brazil, directly contributing to shorter delivery times and, consequently, lower CO₂ emissions.

We also rely on a robust and strategically structured logistics network, with two Distribution Centers

located in the state of Sao Paulo, serving the South and Southeast regions, and one center in Goiás, supporting demand from the North, Northeast, and Mid-West regions of the country.

In addition to continuously seeking faster delivery solutions, we are also exploring alternatives that align with the Company's commitment to reducing GHG emissions across our logistics chain. In 2024, we **launched bicycle deliveries in 17 stores in the city of Sao Paulo (SP)**, with plans to expand the initiative to new regions in 2025. In the first five months of 2025 alone, an average of four thousand orders were delivered by bike.

Another important milestone was the inclusion of electric vehicles in our delivery fleet. These vehicles are now operating in 15 stores and have already delivered 8,500 orders in the first five months of 2025. This initiative is expected to expand throughout the year, including new cities in the Northeast region.

In 2024, we continued our partnership with the startup Carteiro Amigo (Friendly Mail Carrier), which developed an innovative solution for fast deliveries in restricted areas. This pilot project began in Rio de Janeiro (RJ) and has since expanded coverage to 30 high-risk areas, including the South Zone, Rocinha, Vidigal, West Zone (Cidade de Deus, Rio das Pedras, Anil, Gardênia Azul),

and North Zone, areas that were previously outside our delivery range. With this partnership, we've ensured that our products can reach all customers.

We remain focused on continuously improving our logistics infrastructure, combining operational efficiency, customer convenience, and environmental responsibility.



WASTE

GRI 306-2 | 306-3 | 306-4 | 306-5

With the goal of reducing the negative impact of our logistics chain, we continue to advance in waste management and reduction, in compliance with legal regulations. Throughout the year, we maintained five key improvement initiatives related to this topic at our DCs.

1- Classification: We classify all waste generated in our operations based on local and international regulations, ensuring proper treatment and disposal or recovery of each type of material.

2- Selective Waste Collection: We implemented a selective waste collection program at all Petz DCs, enabling the separation of recyclable and non-recyclable materials. This streamlines the recycling process and helps reduce the volume of waste sent to landfills.

3- Partnerships: We established partnerships with specialized companies for the collection and final disposal of all types of waste, ensuring materials are processed in accordance with the environmental regulations of each region.

4- Monitoring: Our waste management partners provide monthly reports detailing the collection, transportation, and final disposal of waste, helping ensure compliance with legal requirements.

5- Training: We conduct regular training sessions for DC employees on the importance of proper waste management and the procedures to follow to ensure compliance with company policies and environmental regulations.

These efforts have already led to positive outcomes, such as:



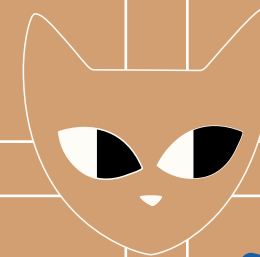
Cost reduction

Selective waste collection allows Petz to recycle and reuse materials, reducing the need to purchase new supplies for logistics operations.



Space optimization

The reuse and recycling of materials **reduce the volume of stored waste, freeing up space** in Petz Distribution Centers for other logistical purposes.



Reduced environmental impact

Petz helps reduce the amount of waste sent to landfills and supports the production of new materials, generating a positive impact on the environment.



Employee engagement

Through selective waste collection, we've seen **increased employee participation in environmental initiatives**, leading to greater engagement, workplace satisfaction, and individual performance.

Waste generated (DCs) (GRI 306-3 | 306-4 | 306-5)

| | Weight (tons) |
|--------------------------------------|----------------|
| NON-HAZARDOUS WASTE | 1,155.2 |
| Recycling outside the Company | 864.0 |
| Wood | 3.1 |
| Cardboard | 563.4 |
| Hard plastic | 10.9 |
| Soft plastic | 286.6 |
| Off-site recovery | 179.5 |
| Pet food | 179.5 |
| Divert to landfill | 111.7 |
| Organic waste | 111.7 |

Waste generated (stores/Seres) (GRI 306-3 | 306-4 | 306-5)

| | Weight (tons) |
|--------------------------------------|----------------|
| NON-HAZARDOUS WASTE | 4,011.0 |
| Recycling outside the Company | 240.0 |
| Cardboard | 164.4 |
| Plastic | 75.6 |
| Divert to landfill | 3,771.0 |
| Common waste | 3,771.0 |
| HAZARDOUS WASTE | 20.0 |
| Off-site recovery | 20.0 |
| Infectious waste | 20.0 |

Materials used, by weight or volume (GRI 301-1 | 301-2)

| | Weight (tons) |
|------------------------------------|---------------|
| Paper rolls | 24.59 |
| Cardboard boxes | 709.46 |
| Plastic security envelopes | 98.47 |
| Adhesive labels | 42.31 |
| Plastic film | 242.36 |
| Adhesive tape | 169.91 |
| Seals (plastic or metal) | 7.07 |
| Plastic bag (non-renewable source) | 80.99 |
| Plastic bag (49% renewable source) | 41.83 |
| Compostable plastic bag | 1.91 |

Waste generated (Petix) (GRI 306-3 | 306-4 | 306-5)

| | Weight (tons) |
|--------------------------------------|----------------|
| NON-HAZARDOUS WASTE | 5,555.7 |
| Blending for co-processing | 2,510.3 |
| Class II A/B landfill | 44.2 |
| Sorting and transshipment | 83.2 |
| Recycling outside the Company | 2,918.0 |
| Plastics (colored and transparent) | 118.7 |
| Diaper scrap | 2,250.5 |
| Paper and cardboard | 141.0 |
| Metal scrap | 15.5 |
| Other materials | 392.3 |



ENERGY

GRI 302-1 | 302-3 | 302-4 | SASB CG-MR-130a.1 | CG-EC-130a.1

We continuously seek sustainable and viable solutions to reduce energy consumption across the Company, without compromising our operations or the customer experience. One of our key achievements in recent years has been the implementation of an **energy efficiency and automation project for our air conditioning systems**, which account for a significant share of our total energy use. Through this initiative, the equipment is automatically turned off outside store operating hours or when external temperatures are favorable, helping to prevent waste and reduce the risk of incidents.

In 2024, we kept the system on 175 stores, with the

expectation of reducing monthly energy consumption in those units by approximately 12%.

In addition, **we increased our participation in the Free Contracting Market (ACL) and in Distributed Generation (DG)**, which together accounted for 31.71% of the Company's total electricity consumption, driven by the inclusion of new units in the DG system.

Another important milestone was the **adoption of LED lighting in over 90% of Petz stores**, a technology that supports energy efficiency and delivers a significant reduction in electricity use.

WATER MANAGEMENT

SASB CG-EC-130a.2

Petz conducts systematic monitoring of water use across all operational units. This ongoing oversight enables the immediate detection of any changes in consumption patterns, which are promptly investigated and addressed.

This continuous monitoring practice serves as an important tool to:

- Minimize our environmental impact;
- Avoid unnecessary expenses;
- Ensure the responsible use of this resource.

Currently, since our operations do not require a large volume of water, **all of our supply is sourced from conventional public distribution networks**. However, we are actively exploring strategic partnerships that can support the development of more sustainable approaches to water management across our operations.



222,911 m³
Total water consumed



1.33 GJh/m²

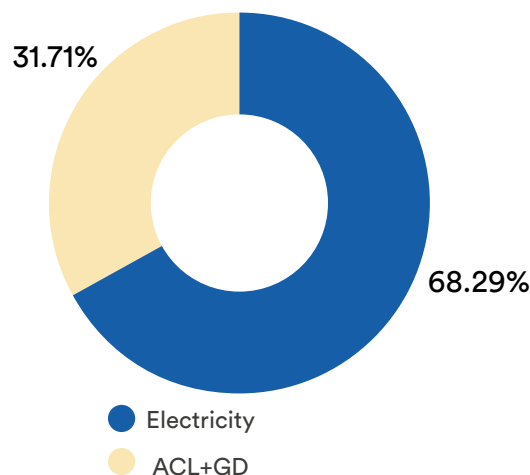
Energy intensity rate GJ/h per total
store area (m²)



82 GWh/m²

Electricity consumption within the
organization

Energy consumption





06 Attachments

GRI Content Index

| Universal Standards | | Direct answer/Reference (pg) |
|---|--|--|
| General Disclosures | | |
| THE ORGANIZATION AND ITS REPORTING PRACTICES | | |
| 2-1 | Organizational details | Pages 14 e 16. Pet Center Comércio e Participações S.A. is a publicly traded company headquartered in Sao Paulo (SP), with operations across Brazil. |
| 2-2 | Entities included in the organization's sustainability reporting | Page 16. <ul style="list-style-type: none"> • Cansei de Ser Gato Serviços de produção de Conteúdo Ltda; • Cão Cidadão Administração de Franchising Ltda. ("Cão Cidadão"); • Pet Center Comércio e Participações S.A.; • Petix Indústria, Comércio, Importação e Exportação de Produtos Gerais para Animais Domésticos Ltda; • Zee Dog S.A. ("Zee.Dog"). Publicly traded company, headquartered in Sao Paulo (SP), with nationwide operations. |
| 2-3 | Reporting period, frequency and contact point | Page 04. |
| 2-4 | Restatements of information | None. |
| 2-5 | External assurance | None. |
| ACTIVITIES AND WORKERS | | |
| 2-6 | Activities, value chain and other business relationships | Pages 14, 16 e 63. |
| 2-7 | Employees | Page 85. |
| 2-8 | Workers who are not employees | Page 85. |
| GOVERNANCE | | |
| 2-9 | Governance structure and composition | Pages 47, 49 e 50. |
| 2-10 | Nomination and selection of the highest governance body | Page 52. |
| 2-11 | Chair of the highest governance body | The Chair of the Board of Directors does not hold an executive position within the Company. |

| Universal Standards | | Direct answer/Reference (pg) |
|---|---|--|
| 2-12 | Role of the highest governance body in overseeing the management of impacts | Pages 04 e 51. |
| 2-13 | Delegation of responsibility for managing impacts | Page 51. |
| 2-14 | Role of the highest governance body in sustainability reporting | Pages 04 e 51. |
| 2-15 | Conflict of interest | Page 56. |
| 2-16 | Communication of critical concerns | In 2024, the Petz Group did not receive any reports that required the involvement of the Board of Directors. |
| 2-17 | Collective knowledge of the highest governance body | Pages 51 and 111. |
| 2-18 | Evaluation of the performance of the highest governance body | Page 52. |
| 2-19 | Remuneration policies | Page 52. |
| 2-20 | Process to determine remuneration | Page 52. |
| 2-21 | Annual total compensation ratio | The ratio between the highest individual compensation recognized in the income statement for the last fiscal year and the median individual compensation of employees is 481 to 1. |
| STRATEGY, POLICIES AND PRACTICES | | |
| 2-22 | Statement on sustainable development strategy | Page 06. |
| 2-23 | Policy commitments | Page 56. |
| 2-24 | Embedding policy commitments | Pages 51, 56, 58, 63, 91, 97 e 104. |
| 2-25 | Processes to remediate negative impacts | Page 58. |
| 2-26 | Mechanisms for seeking advice and raising concerns | Page 58. |
| 2-27 | Compliance with laws and regulations | In 2024, the Petz Group did not receive any significant fines or sanctions resulting from non-compliance with laws or regulations. |
| 2-28 | Membership associations | The Petz Group is a member of the Retail Development Institute (IDV) and the Brazilian Association of Veterinary Hospitals (ABHV), without participating in their governance bodies. |
| STAKEHOLDER ENGAGEMENT | | |
| 2-29 | Approach to stakeholder engagement | Pages 08, 16, 61, 63, 68, 85, 108, 119 e 120. |
| 2-30 | Collective bargaining agreements | Page 85. |
| MATERIAL TOPICS | | |
| 3-1 | Process to determine material topics | Page 08. |
| 3-2 | List of material topics | Page 08. |
| 3-3 | Management of material topics | Pages 08, 55, 61, 63, 68, 91, 108, 114, 117, 119 e 120. |

| Specific Disclosures | | Direct answer/Reference (pg) |
|----------------------------------|--|--|
| Economic Content | | |
| ECONOMIC PERFORMANCE | | |
| 201-1 | Direct economic value generated and distributed | Page 45. |
| 201-2 | Financial implications and other risks and opportunities arising from climate change | Page 114. |
| MARKET PRESENCE | | |
| 202-2 | Proportion of board members hired from the local community | 100% of board members are hired from the local community (Brazil). |
| INDIRECT ECONOMIC IMPACTS | | |
| 203-1 | Infrastructure investments and services supported | Page 68. |
| PROCUREMENT PRACTICES | | |
| 204-1 | Proportion of spending on local suppliers | Petix: 90.02% Petz: 97.96% |
| ANTI-CORRUPTION | | |
| 205-3 | Confirmed incidents of corruption and actions taken | In 2024, the Petz Group recorded no incidents of corruption. |
| Environmental content | | |
| MATERIALS | | |
| 301-1 | Materials used, broken down by weight or volume | Pages 33, 35 e 122. |
| 301-2 | Recycled input materials used | Pages 33 e 122. |
| ENERGY | | |
| 302-1 | Energy consumption within the organization | Page 123. |
| 302-3 | Energy intensity | Page 123. |
| 302-4 | Reduced energy consumption | Page 123. |

| Specific Disclosures | | Direct answer/Reference (pg) |
|--|--|--|
| EMISSIONS | | |
| 305-1 | Direct (Scope 1) greenhouse gases (GHG) emissions | Page 116. |
| 305-2 | Energy indirect (Scope 2) greenhouse gases (GHG) emissions | Page 116. |
| 305-3 | Other indirect (Scope 3) greenhouse gases (GHG) emissions | Page 116. |
| 305-4 | Greenhouse gases (GHG) emissions intensity | Page 114. |
| 305-5 | Reduction of greenhouse gas (GHG) emissions | Pages 114 and 120. |
| WASTE | | |
| 306-2 | Management of significant waste-related impacts | Pages 117 and 121. |
| 306-3 | Waste generated | Pages 121 e 122. |
| 306-4 | Waste diverted from final disposal | Pages 121 e 122. |
| 306-5 | Waste sent to final disposal | Pages 121 e 122. |
| SUPPLIER ENVIRONMENTAL ASSESSMENT | | |
| 308-1 | New suppliers selected based on environmental criteria | The Petz Group is working to incorporate social and environmental criteria into its supplier selection process. |
| Social Content | | |
| EMPLOYMENT | | |
| 401-1 | New hires and employee turnover | Page 87. |
| 401-2 | Benefits offered to full-time employees that are not offered to temporary or part-time employees | Temporary and part-time employees are not offered medical and dental care, life insurance, or meal and grocery vouchers. |
| 401-3 | Maternity/paternity leave | We are working to respond to the indicator completely, based on the GRI guidelines. Page 111. |
| OCCUPATIONAL HEALTH AND SAFETY | | |
| 403-2 | Hazard identification, risk assessment, and incident investigation | Page 104. |
| 403-3 | Occupational health services | Page 104. |
| 403-4 | Worker participation, consultation, and communication on occupational health and safety | Page 104. |
| 403-5 | Worker training on occupational health and safety | Page 104. |
| 403-6 | Promotion of worker health | Page 106. |
| 403-9 | Work-related injuries | Page 104. |
| 403-10 | Occupational illnesses | Page 104. |

| Specific Disclosures | | Direct answer/Reference (pg) |
|--|--|---|
| TRAINING AND EDUCATION | | |
| 404-1 | Average hours of training per year per employee | Page 96. |
| 404-2 | Programs to improve employee skills and assist with career transition | Page 91. |
| 404-3 | Percentage of employees receiving regular performance and career development reviews and employee category | Page 96. |
| DIVERSITY AND EQUAL OPPORTUNITY | | |
| 405-1 | Diversity of governance bodies and employees | Pages 87 and 108. |
| NON-DISCRIMINATION | | |
| 406-1 | Incidents of discrimination and corrective actions taken | In 2024, the Petz Group recorded no incidents of discrimination. |
| CHILD LABOR | | |
| 408-1 | Operations and suppliers with significant risk of child labor incidents | In 2024, the Petz Group did not receive any reports involving cases of child labor. |
| COMPULSORY OR SLAVE LABOR | | |
| 409-1 | Operations and suppliers with significant risk of compulsory or slave labor incidents | In 2024, the Petz Group did not receive any reports involving cases of forced or slave-like labor. |
| SUPPLIER SOCIAL ASSESSMENT | | |
| 414-1 | New suppliers selected based on social criteria | The Petz Group is working to incorporate social and environmental criteria into its supplier selection process. |
| CUSTOMER PRIVACY | | |
| 418-1 | Substantiated complaints concerning breaches of customer privacy and losses of customer data | In 2024, we received a data privacy complaint through the Brazilian National Data Protection Authority (ANPD, in portuguese). |

SASB Content Index - Retail

| Topic | Indicator | Metric | Direct answer/Reference (pg) |
|--|--------------|---|--|
| Energy Management in Retail & Distribution | CG-MR-130a.1 | (1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable | Page 123. |
| | CG-MR-230a.1 | Description of approach to identifying and addressing data security risks | Page 61. |
| Data Security | CG-MR-230a.2 | (1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of customers affected | In 2024, we received one data privacy violation complaint through the Brazilian National Data Protection Authority (ANPD). |
| | CG-MR-310a.2 | (1) Voluntary and (2) involuntary turnover rate for in-store employees | (1) Voluntary: 44%. (2) Involuntary: 18%. |
| Labor Practices | CG-MR-310a.3 | Total amount of monetary losses as a result of legal proceedings associated with labor law violations | (1, 2, 3) In 2024, the Petz Group did not receive any significant fines or sanctions resulting from non-compliance with laws or regulations. |
| Workforce Diversity & Inclusion | CG-MR-330a.1 | Percentage of gender and racial/ethnic group representation for (1) management and (2) all other employees | (1) Leadership by ethnic/racial group: Asian: 1.4%; White: 54.7%; Indigenous: 0.5%; Brown: 32.9%; Black: 10.5%. Leadership by gender: Men: 56.2%; Women: 43.8%. (2) All employees by ethnic/racial group: Asian: 1.7%; White: 40.1%; Indigenous: 0.5%; Brown: 41.7%; Black: 16.0%. All employees by gender: Men: 45.8%; Women: 54.2%. |
| | CG-MR-330a.2 | Total amount of monetary losses as a result of legal proceedings associated with employment discrimination | In 2024, the Petz Group did not receive any significant fines or sanctions resulting from non-compliance with laws or regulations. |
| Product Sourcing, Packaging & Marketing | CG-MR-410a.3 | Discussion of strategies to reduce the environmental impact of packaging | Pages 119 e 120. |
| Activity Metrics | CG-MR-000.A | Number of: (1) retail locations and (2) distribution centers | Number of stores: 262. Number of Distribution Centers: three. |
| | CG-MR-000.B | Total area of: (1) retail space and (2) distribution centers | Total store area: 221,134 m². Total distribution center area: 52,527 m². |

SASB Content Index - E-commerce

| Topic | Indicator | Metric | Direct answer/Reference (pg) |
|---|--------------|--|--|
| Hardware Infrastructure Energy & Water Management | CG-EC-130a.1 | (1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable | Page 123. |
| | CG-EC-130a.2 | (1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress | Page 123. |
| | CG-EC-130a.3 | Discussion of the integration of environmental considerations into strategic planning for data center needs | Outsourced data center |
| Data Privacy & Advertising Standards | CG-EC-220a.1 | Number of users whose information is used for secondary purposes | 10.1 million. |
| | CG-EC-220a.2 | Description of policies and practices relating to behavioral advertising and user privacy | For more information, please refer to the Petz Group's Privacy Policy click here . |
| Data Security | CG-EC-230a.1 | Description of approach to identifying and addressing data security risks | Page 61. |
| | CG-EC-230a.2 | (1) Number of data breaches, (2) percentage involving personally identifiable | (1, 2, 3) In 2024, we received one data privacy violation complaint through the Brazilian National Data Protection Authority (ANPD). |
| | CG-EC-330a.1 | information (PII), (3) number of users affected | Actively engaged: 77.6%. Not engaged: 1.7%. Passive: 20.7%. |
| Employee Recruitment, Inclusion & Performance | CG-EC-330a.2 | (1) Voluntary and (2) involuntary turnover rate for all employees | Voluntary: 44%. Involuntary: 18%. |
| | CG-EC-330a.3 | Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees | (1) Leadership by ethnic/racial group: Asian: 1.4%; White: 54.7%; Indigenous: 0.5%; Brown: 32.9%; Black: 10.5%. Leadership by gender: Men: 56.2%; Women: 43.8%. (2) All employees by ethnic/racial group: Asian: 1.7%; White: 40.1%; Indigenous: 0.5%; Brown: 41.7%; Black: 16.0%. All employees by gender: Men: 45.8%; Women: 54.2%. |
| | CG-EC-330a.4 | Percentage of technical employees who are H-1B visa holders | Not applicable. |
| | CG-EC-410a.1 | Total greenhouse gas (GHG) footprint of product shipments | Page 114. |
| | CG-EC-410a.2 | Discussion of strategies to reduce the environmental impact of product delivery | Pages 119 e 120. |
| Activity Metrics | CG-EC-000.A | Entity-defined measure of user activity | Monthly revenue vs. cloud computing cost (production environment). |
| | CG-EC-000.B | Data processing capacity, percentage outsourced | In 2024, we included new digital services and integrations, representing approximately 950 million API requests per month in the ecosystem, totaling 9.6 billion requests. Of these, 6.3 billion were in the Petz e-commerce. |

SDG Map

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16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

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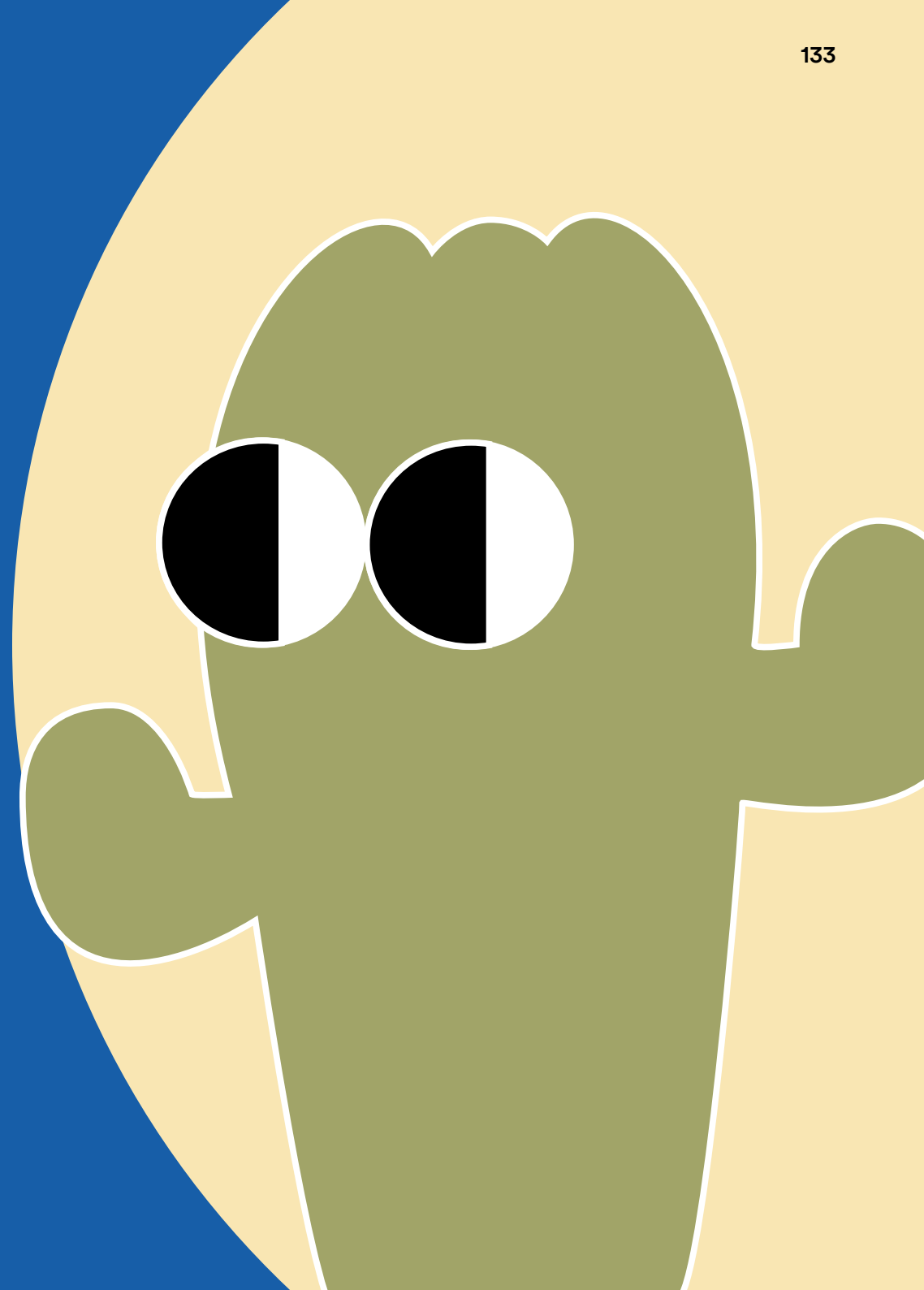
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