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ANNOUNCEMENT TO THE MARKET
STAY MOEMA LAUNCH

Mogi das Cruzes, July 03rd, 2025: Helbor Empreendimentos S.A. (B3: HBOR3) announces to its shareholders and the market in general the Stay Moema development launch, an innovative project that stands out **as the only one in the region to deliver 100% furnished and equipped units**, ready to live in from day one.



STAY MOEMA: Street: Araguari, 801 – Moema (São Paulo)

LAUNCH: July 4th, 2025

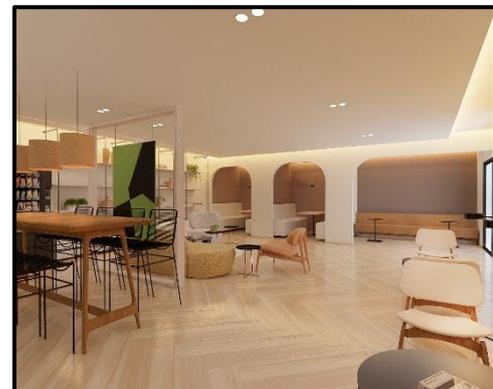
FEATURES: 1 Tower with 168 units, including:

- 112 Studios (25 to 27 m² private)
- 56 1-bedroom units (34 to 41 m²)

DIFFERENTIALS:

- **Privileged location:** next to 3 major colleges and renowned hospitals. Short distance to Ibirapuera Park and 2 subway stations;
- **Common areas** designed to facilitate the coexistence of residents and short term rentals with lockers and space for check-in;
- **Guest Suites:** exclusive suites for guests of residents;
- **100% furnished and equipped units:** from the installation of floor coverings to the assembly of furniture and appliances. From the moment the keys are handed over, the units will be already ready for use.

TOTAL PSV: R\$ 126 millions - **100% Helbor**



Leonardo Fuchs Piloto

Chief Financial and Investor Relations Officer