

HELBOR EMPREENDIMENTOS S.A.

Publicity-Held Company

CNPJ/ME n. ° 49.263.189/0001-02

NIRE 35.300.340.337/CVM Code 20877

**ANNOUNCEMENT TO THE MARKET
HELBOR NEO CONCEPT LAUNCH**

Mogi das Cruzes, November 17th, 2025: Helbor Empreendimentos S.A. (B3: HBOR3) informs its shareholders and the market in general the launch of the Helbor Neo Concept development, a project located in the most highly valued area of Mogi das Cruzes.



**Neo Concept: R. Prof. Álvaro Pavan x 600 – 620 – Vl. Partenio
(Mogi das Cruzes)**

FEATURES: 1 Tower with 347 units, including:

- 116 commercial offices (27 to 29 m² of private area)
- 20 corporate floors (105 to 159 m² of private area)
- 112 studios (25 to 35 m² of private area)
- 99 residential units (42 to 43 m² - 1 bedroom; and 58 to 86 m² - 2 bedrooms)

DIFFERENTIALS:

- **Location:** Positioned in the most valuable area of Mogi das Cruzes and directly connected to Mogi Shopping, with easy access to everything that matters — mobility, services, convenience, and leisure.
- **Complete Mixed-Use:** On the ground floor, gastronomy, services, and experiences designed to make life easier for both residents and professionals. On the rooftop, an infinity pool overlooking the Serra do Itapeti — a perfect place to pause and enjoy.
- Compact **apartments** for those seeking comfort, practicality, and a full leisure area. **Commercial offices** tailored for clinics, studios, and service providers. **Corporate floors** for companies that need space, visibility, and a strong institutional presence.

TOTAL PSV: BRL 241.2 million - 60% Helbor



Roberval Lanera Toffoli

Diretor Financeiro e de Relações com Investidores