



A publicly-held corporation  
Corporate Taxpayer's Id. (CNPJ/MF) No.  
53.113.791/0001-22  
Company Registry (NIRE) 35.300.153.171

## NOTICE TO THE MARKET

### ELECTION OF VICE PRESIDENT OF BUSINESS PERFORMANCE

**TOTVS S.A.** (B3: TOTS3) ("Company" or "TOTVS") hereby announces that its Board of Directors, in a meeting held on the date hereof, has appointed Mr. Gustavo Augusto Silva Avelar ("Avelar") as Vice President of Business Performance of the Company, following the submission of Mr. Juliano de Miranda Tubino ("Tubino") resignation letter for the said position.

Effective as of January 17<sup>th</sup>, 2025, Avelar will lead the Business Performance's business unit, continuing the multi-product platform strategy by integrating RD Station ("RD") with other acquired companies. This effort will also accelerate the integration with the Management business unit, encompassing, among other activities, the creation of a new go-to-market strategy that combines the Management's outbound/field sales machine with RD's digital inbound capabilities.

Avelar has also submitted his resignation letter from the position of Vice President of Customer Journey, effective from January 17<sup>th</sup>, 2025. During the tenure, Avelar designed and implemented the convergence of Company's business units, efforts that will now be carried forward by Avelar at the helm of RD and in collaboration with the Company's Vice Presidencies of Platforms and Segments. As previously disclosed to the market on November 1<sup>st</sup>, 2023, Avelar has extensive experience in technology and SaaS. He has served as Director of Marketing Intelligence at Cnova (casasbahia.com, pontofrio.com and extra.com), was a partner and CEO of Neemu and Digital Executive Director at Linx. Moreover and founding partner and CEO of companies such as 1M2 and Domus Digital.

TOTVS extends its gratitude to Tubino for his invaluable contributions and dedication during his tenure as Vice President of the Company.

São Paulo, January 16<sup>th</sup>, 2025.

**Gilsomar Maia Sebastião**

Chief Financial and  
Investor Relations Officer

**Investor Relations**

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*About TOTVS: the absolute leader in the Brazilian SMB market, TOTVS creates innovative solutions to transform the daily lives of companies and help them overcome their business challenges. TOTVS is the largest management software developer in Brazil, with over 70,000 clients/customers in 12 sectors of the economy. As an original Brazilian company, TOTVS supports the growth of thousands of businesses and entrepreneurs from north to south of the country through technology: the Brazil that gets things done, does it with TOTVS.*

**IBOVESPA B3**

**IBRX50 B3**

**MLCX B3**

**IGC-NM B3**

**ITAG B3**