Information to the Market

Pursuant to the Brazilian Securities and Exchange Comission ("CVM") Rule Nr. 480/09 (Appendix 30-XXXIII), BB SEGURIDADE PARTICIPAÇÕES S.A. ("Company") hereby informs that on December 17th, 2021 it was established the following related party transaction:

Transaction description	Subscription of the Operational Agreement ("Agreement") for insurance offering in bank correspondents managed by Promotiva S.A.
Related parties names	BB Corretora de Seguros e Administradora de Bens S.A. ("BB Corretora") and Promotiva S.A. ("Promotiva"), Brasilseg Companhia de Seguros ("Brasilseg") and Aliança do Brasil Seguros S.A. ("Aliança do Brasil").
Relation between the parties and the Company	BB Corretora – Controlled company Brasilseg – Affiliated company Aliança do Brasil - Affiliated company Promotiva - Affiliated company of the Controlling Shareholder (Banco do Brasil)
Agreement object	The development of a commercial partnership between the parties aiming the marketing, clients' attraction, distribution, offering and commercialization of insurance products by BB Corretora, through the Promotiva network, including, without limitation, service and/or sales points, according to the general conditions of each product and the provisions of the Agreement.
Terms and conditions of the agreement	Promotiva obligates itself, during the Agreement, to make available its channels, attendance points and employees exclusively to BB Corretora for the distribution of insurance products, besides performing other activities necessary to the operationalization of the Agreement's object. For the distribution of products in Promotiva channels, BB Corretora is responsible, among other obligations established in the Agreement, for remunerating the partner, as a percentage of the insurance premiums written, net of IOF and cancellations. Brasilseg and Aliança do Brasil are responsible, among other attributions of insurance companies authorized to operate by the Superintendencia de Seguros Privados (SUSEP), for remunerating BB Corretora as a percentage of the premiums written, net of IOF and cancellations, as provided in the General Operational Agreement for Operation of Insurance Segment and its attachments.

	The first insurance product approved for commercialization within the Agreement is "BB Crédito Protegido Slip", pursuant to Attachment – Definition of Insurance Products and Commercial Conditions n. 01. Possible changes of products and conditions will depend on the signature of a new document of Definition of Insurance Products. The Agreement will last from the date of its signature, remaining valid for 5 (five) years, being allowed the renewal upon the formal agreement.
Participation of the Counterparty or its Shareholders and Management during the Company's decision process	The counterparts (Promotiva, Brasilseg and Aliança do Brasil) did not participate of BB Seguridade and BB Corretora´s decision and did not act as its representative during the negotiation of the transaction.
Reasons for the company to conduct the transaction with the related and not with third parties	Considering that the General Operational Agreement for Operation of Insurance Segment between BB Corretora, Brasilseg and Aliança do Brasil provides exclusivity for the development and commercialization of the insurance products that are the object of the present transaction, there would be no possibility of commercialization of a product developed by a counterpart other than Brasilseg and/or Aliança do Brasil, respecting the arm's length principle for related party transactions. Regarding to Promotiva, it is a company that is the manager of a network of bank correspondents, with more than 5 thousand credit agents and representing most of the credit production via bank correspondents of Banco do Brasil. Therefore, from a business point of view, the execution of the Agreement is important for BB Corretora, due to its potential to leverage insurance sales, initially focused on credit life. It is worth mentioning that BB Corretora is also considering the possibility of entering into new agreements with other Banco do Brasil correspondent network managers, which do not have equity relationship with BB Seguridade's controlling shareholder.
Description of measures and procedures adopted to assure the arm's length format of the transaction	All the conditions were analyzed and validated by BB Corretora´s technical divisions, and then approved by BB Seguridade's Board of Directors and by the Related Parties Transactions Committee, which has the participation of a member appointed by the minority shareholders who holds veto power, as provided in the Company's Bylaws and in its Related-Party Transactions Policy.

Brasilia, December 27th, 2021

RAFAEL SPERENDIO

CFO