BB SEGURIDADE PARTICIPAÇÕES S.A.

CNPJ 17.344.597/0001-94

Ordinary General Meeting

Shareholders of BB Seguridade Participações S.A. (“BB Seguridade” or “Company”) are invited to participate in the Ordinary General Meeting (“Meeting”) to be held at 3:00 pm on April 28th, 2023, exclusively online, at the Company's headquarters, located at SAUN, Quadra 5, Lote B - Ed. Banco do Brasil, 3º andar, Torre Sul, Brasília (DF), to deal with the following agenda:

Ordinary General Meeting

I- elect the members of the Board of Directors;

II- take the management accounts, examine, discuss and vote on the financial statements, opinions of the Financial Comittee and the independent auditors, take note of the Management Report, related to the fiscal year ended on 12.31.2022;

III- resolve on the allocation of net profit for the year 2022 and the distribution of dividends; and

IV- set the annual global compensation amount for the members of the Company's management bodies, the Finance Committee, the Audit Committee, the Risk and Capital Committee and the independent member of the Related-Party Transactions Committee.

The Meeting called herein will be held exclusively digitally, through an electronic system made available by BB Seguridade to its shareholders so that they may monitor and vote remotely in the Meeting, without prejudice to the use of the remote voting forms as a means to exercise the voting right, as provided in Law 6.404/76, Art. 124, § 2-A, and by CVM Resolution No. 81/2022, Art. 5, § 2, item “I”.

To participate of and resolve in the General Meeting, Shareholders shall observe the following guidelines, which are provided in detail in BB Seguridade Participações S.A.'s Shareholder Participation Manual:

a) In accordance with CVM Resolution No. 70/2022, the minimum percentage of voting capital shall be five percent (5%) to request the adoption of the multiple voting process in the election of members of the Board of Directors. The request shall be made to the Company within 48 hours before the Meeting, that is, by 3pm on 04.26.2023, and requests will also be accepted through the remote voting form, as provided for in CVM Resolution No. 81/2022, Art. 5, item I.
b) Participation through an electronic system will occur upon prior registration carried out within two (2) days before the date of the Meeting, that is, until 04.26.2023, as provided for in CVM Resolution No. 81/2022, Art. 6, § 3.
c) Participation will take place through prior registration carried out until the 26.04.2023, on the digital platform of the company Ten Meetings, through the link: https://www.tenmeetings.com.br/assembleia/portal/?id=0DB9F665E850. Alternatively, the shareholder, by himself or by his attorney-in-fact, may send a request for accreditation to the email address assembleia.seg@bbseg.com.br, within the period described above. The Company will send a response containing guidelines for sending documents directly via the electronic system and for remote participation in the Meeting.
d) The documents required for the identification of Shareholders are:
   i. Shareholders - identification document and, in the case of holders of book entry shares or shares in custody, proof issued by the depositary financial institution. The following identification documents will be accepted, provided they have a photo: ID Card or Identity Card, National Foreigner Registration - RNE, National Driver's License - CNH, Passport or Professional ID Card issued by the liberal professional councils or similar entities.
   ii. Proxy - shareholders shall legally authorize a representative to vote, according to their voting intentions, according to the power of attorney model provided in

BB Seguridade's Shareholder Participation Manual, whose regularity will be previously examined.

e) Access to the Meeting will be restricted to shareholders, their representatives or proxies who accredit themselves within the period established in this Call Notice.

f) the submission of remote voting forms through B3 - Brasil, Bolsa, Balcão S.A. waives the need for prior accreditation. To participate in the remote voting modality, the filling out and submission of the form shall be carried out until 04.22.2023 (including): i) to the custody agents that provide this service, in the case of shareholders holding shares deposited in a central depository; or ii) to the bookkeeper of the Company's shares, or iii) directly to the Company. For additional information, follow the rules provided for in CVM Resolution No. 81/2022 and the procedures described in the remote voting form.

g) For the Meeting called herein, authentication of the documents that accompany the remote voting form will not be required, only being required the submission of a color copy of the originals of the representation documents of the Shareholder by electronic means.

h) As for powers of attorney, notarization will be required for proxies granted by shareholders to their representatives or proxies. In the case of powers of attorney granted in electronic form by shareholders to their representatives or proxies, they shall use certificates issued by the Brazilian Public Key Infrastructure - ICP-Brasil.

i) The documentation relating to the proposals to be considered is available on the investor relations website (http://www.bbseguridaderi.com.br) and the Securities and Exchange Commission of Brazil website (www.cvm.gov.br) on the world wide web.

j) Any additional clarifications, including information on the access and use of the electronic system provided by the Company to its Shareholders for them to follow and vote at the Meeting, may be obtained in BB Seguridade's Shareholder Participation Manual, available on the Investor Relations website (http://www.bbseguridaderi.com.br), or requested through the email address assembleia.seg@bbseg.com.br.

Brasília (DF), March 28th, 2023.

Marcelo Cavalcante de Oliveira Lima
Chairman of the Board of Directors