Information to the Market

Pursuant to the Brazilian Securities and Exchange Comission ("CVM") Rule Nr. 80/22 (Appendix F), BB SEGURIDADE PARTICIPAÇÕES S.A. ("Company") hereby informs that on January 4th, 2024, it was established the following related party transaction:

Transaction description	Subscription of Products Definition's Instruments ("PD") for the inclusion of Brasilseg's insurance product to be distributed in Banco do Brasil's channels, with the intermediation of BB Corretora.
Related parties names	BB Corretora de Seguros e Administradora de Bens S.A. ("BB Corretora"), Banco do Brasil S.A. ("BB"), Brasilseg Companhia de Seguros and Aliança do Brasil Seguros S.A (together, "Brasilseg").
Relation between the parties and the Company	BB – Controlling Shareholder BB Corretora – Controlled company Brasilseg – Affiliated company Aliança do Brasil – Affiliated company
Agreement object	The PD signed have in its object the inclusion of the product named "Seguro Proteção Pessoal" to be sold to the individual clients of BB's retail segment.
Terms and conditions of the agreement	The PD is part of a major agreement named Specific Operational Agreement for Products Distribution ("Specific Agreement"), which is part of the Operational Agreement for Products Distribution and Services Provision ("Operational Agreement"), which stablishes the rights and duties of the parties related to the distribution of pension plans to BB's clients, with the intermediation of BB Corretora. The instrument provides the remuneration to be paid by Brasilseg to BB Corretora and BB for the product commercialization as a percentage of the insurance premiums written.
Participation of the Counterparty or its Shareholders and Management during the Company's decision process	The counterparties did not participate of BB Seguridade's decision, nor did they 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	The Company would not be able to conduct the transaction with third parties other than Brasilseg and BB, considering the existence of a Shareholders' Agreement and the Operational Agreement that provide exclusivity between the parties to develop and to distribute pension plan products, duly respected the arm's length format of the transaction.
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 Seguridade, BB Corretora, Brasilseg and BB's technical divisions, and then approved by BB Seguridade's Executive Committee and Related Parties Transactions Committee as provided in the Company's Related Parties Transactions Policy.

Brasilia, January 15th, 2024

RAFAEL SPERENDIO
CFO