

## 1. Area in charge of the matter

---

Marketing, Promotions and Mobilization Superintendency

## 2. Scope

- 2.1. This policy guides the behavior of BB Seguros, trademark of BB Seguridade Participações S.A. (Company) and its controlled companies (BB Corretora de Seguros e Administradora De Bens S.A. and BB Seguros Participações S.A.). Investees are expected to structure their direction in accordance with these guidelines, considering their specific needs as well as the legal and regulatory aspects to which they are subject.

## 3. Target audience

- 3.1. This policy covers all employees, third parties and members of governance bodies in the exercise of their professional activities related to the Company.

## 4. Regulations

- 4.1. Law 8.313, of December 23, 1991;  
4.2. Law 8.685 of July 20, 1993;  
4.3. Law 14.133 of April 1, 2021;  
4.4. Law 11.438 of December 29, 2006;  
4.5. Law 12.846, of August 1, 2013;  
4.6. Law 13.303, of June 30, 2016

## 5. Frequency of Review

- 5.1. This Policy shall be reviewed every three (3) years or, exceptionally, at any time, and submitted to the Board of Directors for approval.

## 6. Executive Summary

---

- 6.1. This Policy aims at establishing the guidelines related to the promotion and sponsorship pursuant to the applicable legislation, regulations, strategy and internal standards.

## 7. Concepts

---

- 7.1. For the purposes of this Policy, the following concepts are adopted:
- 7.1.1. **Counterparts:** Actions or data as return for the sponsorship.
  - 7.1.2. **Controller:** Majority shareholder.
  - 7.1.3. **Promotion:** Comprises the activities involving the dissemination of the brand, the company, or the products and services.
  - 7.1.4. **Sponsorship:** Transfer of cash, for promotional purposes or to cover expenses, or the use of real or personal property of its own equity, without transfer of domain, for carrying out, by another legal entity, cultural or sporting activities, with or without purposes of profit.
  - 7.1.5. **Third party:** Individuals, who are not employees of the Company, and legal entities, who establish a relationship with the Company for purposes of service, contractual provision or legal imposition.

## 8. Guidelines

---

- 8.1. We plan the promotion and sponsorship actions to meet the ethical precepts set forth in this document, the legislation in force and the internal standards of the Company.
- 8.2. We substantiate our position on the efficiency and strengthening of the Company's image in relation to the cost-benefit ratio of the promotion and/or sponsorship and negotiated counterparts.
- 8.3. We guarantee impartiality in the assessments of promotion and/or sponsorship actions – which comprise, but is not limited to, counterparts, capacity and reputation of producers, risks for the Company and alignment with promotion and sponsorship guidelines – based exclusively on the interests of Company.
- 8.4. We ensure the non-permission of any type of benefits granted and/or received by the employee as a result of their power to carry out promotion and/or sponsorship actions.
- 8.5. We analyze possible advance payments of amounts to those sponsored as long as justified and approved by the competent authorities in order to ensure that the project is carried out on the agreed dates and conditions.

- 8.6. We provide, in accordance with the legislation in force, ticket/invitation quotas for promotion actions in endomarketing programs aimed at leveraging business and recognizing performance in accordance with the distribution criteria set forth in the aforementioned programs and campaigns.
- 8.7. We allow, in the event of impossibility of including work credentials among the sponsorship counterparts, in the amount necessary for the development of the activities, the allocation of a ticket/invitation to an employee of BB Seguros and/or any of its investees to monitor the event/action, aiming at the assessment, contractual compliance and/or relationship with the target audience.
- 8.8. It is forbidden the sponsorship or any kind of support to:**
- 8.8.1. Applicants with registration restrictions at any of the investees of BB Seguros or Banco do Brasil S/A.
  - 8.8.2. Individuals who are active employees – and/or their 1st degree relatives – of Banco do Brasil, BB Seguros and/or one of its subsidiaries.
  - 8.8.3. Legal entity applicant that holds, among its partners and/or officers, relatives of members of the Executive Board, Statutory Councils and Committees of Banco do Brasil, BB Seguros, and/or its affiliated companies up to the second degree (lineal relatives: parents, children, grandparents and grandchildren; collateral relatives: siblings).
  - 8.8.4. Events or entities with bad reputation, lack of integrity, in breach of the public order or that damage the image of BB Seguros.
  - 8.8.5. Events characterizing the personal promotion of an authority or public servant or the image of a person in the federal, state and municipal government or legislative, judicial and/or executive entities.
  - 8.8.6. Constructions, restorations, renovations, maintenance or any type of action in public buildings directly or indirectly linked to the federal, state and municipal government or legislative, judicial and/or executive entities.
  - 8.8.7. Events that cause or may cause a negative impact on the health or the environment.
  - 8.8.8. Events or entities of a political-partisan or religious nature.
  - 8.8.9. Events that violate the rights of third parties, including those of intellectual property.
  - 8.8.10. Events evidencing discrimination based on race, belief, sexual orientation or prejudice of any nature.

8.8.11. Events proposed by institutions directly or indirectly linked to the controlling shareholder, such as AABBs, ANABB, Fenabb, APABB and Fundação Banco do Brasil.

8.8.12. Events that fit into Fundação Banco do Brasil's programs.

8.9. We seek promotional and sponsorship actions with suitable bidders, considering the association and support of the BB Seguros brand with third parties from different socio-demographic backgrounds.

## 9. Related Values

---

9.1. Reliability, Innovation, Focus on the Customer and Feeling of Ownership

## 10. Date of Last Approval by the Board of Directors

---

10.1. June 21, 2024

## 11. Final provisions

---

11.1. This document aims to ensure that the prospection and sponsorship of projects, in addition to carrying out promotional actions, occur in agreement with the ethical precepts of the Company and its Controlling Shareholder, generating value for shareholders, customers and society.

11.2. Situations not provided for in this document must be discussed by the competent authorities.

## 12. Version Control Table:

---

12.1.

|                           |                                                                                                                                                                             |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Term</b>               | 06.21.2024 to 06.21.2027                                                                                                                                                    |
| <b>Version</b>            | 1.3                                                                                                                                                                         |
| <b>History of Changes</b> | Inclusion of ESG guideline in item 8.9 and adjustment in item 4.3; Periodic renewal in accordance with the Internal Corporate Policy Standard and nomenclature adjustments; |