INFORMATION TO THE MARKET

BB Seguridade Participações S.A. ("BB Seguridade" or "Company") hereby announces the change of the financial institution depositary of its ADR program, which is now J.P. Morgan Chase Bank, N.A.

The change became effective with U.S. Securities and Exchange Commission ("SEC") on October 1st, 2024. Therefore, as of today, investors shall follow the updated procedures informed on the company's IR website (http://www.bbseguridaderi.com.br/en/bb-seguridade/adr-level-i) to order the issuance of ADRs.

It is worth noting that all the other aspects of BB Seguridade's ADR program were kept the same, as follows:

Program level: Level 1
DR ratio: 1 ON : 1 ADR
Market: Over-the-Counter Market (OTC Market)
Ticker: BBSEY

Brasilia (DF), October 2nd, 2024

RAFAEL SPERENDIO
CFO

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