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 September 30th, 2024, it was established the following related party transaction:

Transaction description	Amendment of the Operational Agreement for Products Distribution and Services Provision ("Commercial Agreement") and adjustment to Product Definition Instruments ("PD") to incorporate new cases of use and payment methods of Brasilcap's premium bonds, which are 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. ("Banco") and Brasilcap Capitalização S.A. ("Brasilcap").
Relation between the parties and the Company	BB – Controlling Shareholder BB Corretora – Controlled company Brasilcap – Affiliated company
Agreement object	The documents signed provide the use of premium bonds to settle judicial agreements and include new payment methods like deposit slip ("boleto bancário") and *Pix*.
Terms and conditions of the agreement	The documents are part of the Operational Agreement, which establishes the rights and duties of the parties related to the distribution of premium bonds to BB's clients, with the intermediation of BB Corretora. These Instruments provide the remuneration to be paid by Brasilcap to BB Corretora and BB as a percentage of the amount collected from the products sold. The transaction reported herein neither change the remuneration nor create new products, just add new features.
Participation of the Counterparty or its Shareholders and Management during the	The counterparties did not participate of BB Seguridade's decision, nor did they act as its representative during the negotiation of the transaction.

Company's decision process	
Reasons for the company to conduct the transaction with the related and not with third parties	Brasilcap has a long-term commercial relationship with the Company and is one of the market leaders in premium bonds' segment, with a notable expertise and financial solidity to honor the commitment assumed with clients, and accordingly remunerating the sales made by BB Corretora. Furthermore, the long-term business relationship is supported by integrated technological, operational, and customer service structures between the parties, which would require the allocation of financial and intellectual capital to be replicated with an unrelated party.
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, Brasilcap and BB's technical divisions, and then approved by BB Seguridade's Executive Committee and Related Parties Transactions Commitee as provided in the Company's Related Parties Transactions Policy.

Brasilia, October 9th, 2024

RAFAEL SPERENDIO
CFO