BB SEGURIDADE PARTICIPAÇÕES S.A.

CNPJ 17.344.597/0001-94

Annual and Extraordinary General Meeting

The Shareholders of BB Seguridade Participações S.A. ("BB Seguridade" or "Company") are invited to attend the Annual and Extraordinary General Meeting ("Meeting" or "AEGM") to be held at 3:00 p.m. on April 29th, 2025, exclusively digitally, 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:

Annual General Meeting

I- take the management accounts, examine, discuss and vote on the financial statements, opinions of the Fiscal Council and the independent auditors, and take note of the Management Report, related to the fiscal year ended on 12.31.2024;

II- resolve on the allocation of the net profit for the fiscal year 2024 and the distribution of dividends;

III- set the overall annual amount of the compensation of the members of the Company's management bodies, for the payment of fees and benefits of the members of the Executive Board and the Board of Directors;

IV- set the compensation of the members of the Company's Board of Directors;

V- set the compensation of the members of the Company's Fiscal Council;

VI- set the compensation of the members of the Company's Audit Committee;

VII- set the compensation of the members of the Company's Risk and Capital Committee;

VIII- set the compensation of the independent member of the Related-Party Transactions Committee; and

IX- elect the members of the Board of Directors.

Extraordinary General Meeting

I- resolve on the proposed amendment to the Articles of Incorporation of BB Seguridade.

The Meeting herein called shall 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 Meetings, without prejudice to the use of the remote voting forms as a means to exercise the right to vote, as provided in Law 6.404/76, Art. 124, § 2-A, and by CVM Resolution No. 81/2022, Art. 5, § 2, item "I".

The Company opted to hold the Meeting exclusively digitally, with a view to facilitate shareholders' attendance, increasing inclusion and representativeness. Savings in travel and accommodation costs were taken into account, as well as a reduction in the use of paper and other physical resources, contributing to more sustainable practices.

In compliance with Art. 5 of CVM Resolution 81/2022, pursuant to Art. 141 of Law 6.404/1976, combined with Art. 3 of CVM Resolution 70/2022, shareholders representing at least two percent (2%) of the voting capital of common shares may request the adoption of the multiple voting process up to forty-eight (48) hours before the Meeting, i.e. up to 3 p.m. on 04/27/2025.

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) Participation via the electronic system shall take place through prior registration by the end of 04.27.2025, in accordance with CVM Resolution 81/2022, Article 6, § 3.
b) Prior accreditation shall be carried out on the digital platform Ten Meetings via the following link: https://assembleia.ten.com.br/087271141. The shareholder shall register with a unique login and password and attach the necessary documentation in accordance with item "c".
c) The documents required for the identification of Shareholders are:
   i. Shareholder - identity document. 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 template provided in BB Seguridade's Shareholder Participation Manual, whose regularity will be previously examined.

d) access to the Meetings shall be restricted to shareholders, their representatives or proxies who have accredited within the period established in this Call Notice. The company points out that no registrations, submissions of new documents, or even resubmissions shall be accepted after the deadline for registration has lapsed. As such, shareholders or representatives are advised to register in advance of the deadline by submitting all the requested documentation.

e) 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 sending of the form shall be carried out until 04.25.2025 (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 in CVM Resolution No. 81/2022 and the procedures described in the remote voting form.

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

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

h) 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.

i) 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 assemblies.seg@bbseg.com.br.

Brasília (DF), March 28th, 2025.

Kamillo Tononi Oliveira Silva
Chairman of the Board of Directors