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 June 25th, 2026, it was established the following related party transaction:

Transaction description	Formalization of Product Definition Instruments ("PD") for the creation of new insurance product by Brasilseg, to be distributed through Banco do Brasil's channels, with intermediation by 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 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 formalized PD aims to create a Critical Illness Insurance product for distribution to the individual customer segment.
Terms and conditions of the agreement	The PD is an integral part of the Specific Operational Agreement for Products Distribution ("Specific Agreement"), which is part of the Operational Agreement for Products Distribution and Services Provision ("Master Agreement"), under which the rights and obligations of the parties relating to the distribution of insurance products to BB's clients, with the intermediation of BB Corretora, are established. This instrument also establishes the remuneration to be paid by Brasilseg to BB Corretora and BB for the product commercialization, calculated as a percentage of the premium collected, net of IOF (tax on financial transactions), and after deduction of cancellations and refunds.
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.

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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, given the existence of an Operational Agreement that provides exclusivity between the parties to develop and to distribute insurance 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, July 06th, 2026

RAFAEL SPERENDIO
CFO