

INFORMATION TO THE MARKET

Pursuant to the Brazilian Securities and Exchange Commission (“CVM”) Rule Nr. 358/02, in compliance with the Circular Letter Nr. 07/20-CVM/SEP, and in addition to the Information to the Market released on March 1st, 2021, BB Seguridade Participações S.A. (“BB Seguridade”) hereby informs the subjects covered in an online event promoted by Genial Investimentos:

- **Speaker:** Rafael Sperendio | CFO
- **Date:** March 4th, 2021 at 12:00pm (BRT)
- **Subjects:**
 - Impacts of the pandemic in 2020 and possible effects in 2021;
 - 2020’s results;
 - Expectations for interest rates and how it affects the company;
 - Effects of inflation to the results;
 - Possible impacts to BB Seguridade of changes in the controlling shareholder’s management;
 - Payout for 2021 and in the long term;
 - Launch of new products and improvement in customer experience;
 - Competition in BB Seguridade’s market.

Brasilia, March 4th, 2021

RAFAEL SPERENDIO
CFO