



TELEFÔNICA BRASIL S.A.

Publicly Held Company

CNPJ ME 02.558.157/0001-62 - NIRE 35.3.001.5881-4

## NOTICE TO THE MARKET

### ÂNIMA EDUCAÇÃO CLOSING OPERATION

Telefônica Brasil S.A. ("Company" or "Telefônica Brasil") (B3: VIVT3; NYSE: VIV), in compliance with and for the purpose of CVM Resolution No. 44/2021 ("Resolution 44"), hereby informs its shareholders and the market in general that, in continuity with the Notice to the Market published on October 27<sup>th</sup>, 2021, has signed, on this date, an investment contract with Ânima Holding S.A. ("Ânima Educação") for the constitution of a joint venture in the education sector.

Through this vehicle, Telefônica Brasil and Ânima Educação have the intention to operate a digital education platform with online qualification courses, focused on lifelong learning and employability in areas such as Technology, Business Management, Business Administration, and Tourism. By associating Ânima Educação's know-how in providing digital courses with Telefônica Brasil's scale and distribution capacity, the joint venture will offer its clients custom development paths, with up to date content that meets current job market demands, contributing to the development and improvement of the living conditions of its students.

The constitution of the society and its beginning of operation is subject to approval by the Administrative Council of Economic Defense (*Conselho Administrativo de Defesa Econômica – CADE*).

The Company will maintain its shareholders and the market in general updated about the evolution of the subject matter of this Notice to the Market, in compliance with the applicable regulations.

São Paulo, February 08, 2022.

**David Melcon Sanchez-Friera**

CFO and Investor Relations Officer

Telefônica Brasil – Investor Relations

Tel: +55 11 3430-3687

E-mail: [ir.br@telefonica.com](mailto:ir.br@telefonica.com)

[www.telefonica.com.br/ri](http://www.telefonica.com.br/ri)