



TELEFÔNICA BRASIL S.A.

Publicly Held Company

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

NOTICE TO THE MARKET

CONSTITUTION OF DIGITAL EDUCATION JOINT VENTURE

Telefônica Brasil S.A. (“Company” or “Telefônica Brasil”) (B3: VIVT3; NYSE: VIV), in the form and for the purpose of CVM Resolution No. 44/2021 (“CVM Resolution 44”), hereby informs its shareholders and the market in general, in continuity with the Notices to the Market published on October 27th, 2021 and February 8th, 2022, that on April 8th, 2022 the Company and Ânima Holding S.A. (“Ânima Educação”) formalized the creation of a joint venture in the digital education segment.

On this date, after the fulfillment of certain previous conditions (including the approval of the operation, with final judgment by the Administrative Council of Economic Defense – CADE), the corporate documents and commercial agreements were concluded to start the joint-venture operation, which will offer online qualification courses focused on lifelong learning and employability in areas such as Technology, Management, Business Administration and Tourism, offering to its customers personalized development paths, with up to date content that meets current job market demands, all through a digital education platform.

By associating Ânima Educação’s know-how in providing digital courses with Telefônica Brasil’s scale and distribution capacity, the joint venture aims to leverage the job market, contributing to the development and emancipation of its students.

São Paulo, April 08, 2022.

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