



TELEFÔNICA BRASIL S.A.
Publicly Held Company
CNPJ ME 02.558.157/0001-62 - NIRE 35.3.001.5881-4

NOTICE TO THE MARKET

CREATION OF VIVO VENTURES

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 that the Company’s Board of Directors approved, on this date, the creation of a Corporate Venture Capital fund, together with Telefónica Open Innovation, S.L. (Unipersonal) (“Telefónica Open Innovation”), called Vivo Ventures (“VV”), which will aim to invest in startups focused on innovative solutions that can accelerate the growth of the Company’s B2C ecosystem.

VV foresees an estimated contribution of R\$320 million, which will be invested throughout its first 5 years, in startups in the segments of health, finance, education, entertainment, smart home, marketplace, among others. The Company will hold 98% of the subscribed capital of VV and Telefónica Open Innovation will hold 2%.

Through VV, the Company intends to foster the expansion of its digital ecosystem through the creation of meaningful partnerships with startups, contributing to complement the value proposition offered to its customers through innovative services and products, focusing on its purpose of digitalize to bring closer, leveraging its extensive distribution chain and in the potential of the Vivo brand.

São Paulo, April 11, 2022.

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