



**TELEFÔNICA BRASIL S.A.**  
Publicly-held Company  
CNPJ/MF nº 02.558.157/0001-62 – NIRE 35.3.0015881-4

**NOTICE TO THE MARKET**  
**PARTNERSHIP BETWEEN VIVO AND CDF**

Telefônica Brasil S.A. (“Company” or “Vivo”) (B3: VIVT3 / NYSE: VIV), in the form and for the purpose of CVM Instruction 358/2002 (“ICVM 358”), communicates to its shareholders and to the market in general that it has signed a memorandum of understanding with CDF Assistência e Suporte Digital S.A. (“CDF”), for the formalization of a partnership with focus on intensifying the existing commercial relationship between the companies.

Through the partnership with CDF, a company that is a marketplace for residential and technological assistance solutions, Vivo seeks to be reference, in the Brazilian market, in offering technological support services for the connected home, expanding the existing service portfolio through the inclusion of services such as technical support and configuration of Wi-Fi and physical network and installation and configuration of smart devices, which will have strong growth due to the expected evolution of the Internet of Things (IoT).

Within the scope of the partnership, Vivo will have the right to acquire a minority stake in CDF share capital, depending on the achievement of certain goals.

Through this initiative, Vivo reinforces its position as a hub of digital services, meeting all its customers' technology needs, in addition to increasing the Company's participation in high-value businesses.

The transaction is subject to the negotiation and conclusion of the definitive documents within 120 (one hundred and twenty) days, as of the present date, as well as prior approval by the Brazilian antitrust authority.

The Company will keep its shareholders and the market in general informed about the evolution of this partnership, in compliance with the regulations in force.

São Paulo, April 08<sup>th</sup>, 2021.

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