



**TELEFÔNICA BRASIL S.A.**  
Publicly Held Company  
Corporate Taxpayer's ID (CNPJ 02.558.157/0001-62 - NIRE 35.3.0015881-4)

**NOTICE TO THE MARKET**

**LAUNCH OF VIVO PAY**

Telefônica Brasil S.A. ("Vivo") (B3: VIVT3 / NYSE: VIV) hereby announces to its shareholders and the market in general about the launch of Vivo Pay, a fully digital account that allows for banking transactions directly through the application.

The service, that is not exclusive to Vivo customers, is a step forward in the company's strategy around financial services and contributes to incentivizing the financial inclusion of the general public, enabling its users to pay bills, send and receive money via PIX, and top-up their mobile plans. Additionally, it offers a virtual pre-paid card for online purchases.

This initiative reinforces Vivo's presence in the financial services space and the company's ongoing evolution as a hub of digital services that go beyond connectivity.

São Paulo, April 29, 2021.

**David Melcon Sanchez-Friera**  
CFO and Investor Relations Officer

Telefônica Brasil - Investor Relations  
Phone: +55 11 3430 3687  
Email: [ir.br@telefonica.com](mailto:ir.br@telefonica.com)  
[www.telefonica.com.br/ri](http://www.telefonica.com.br/ri)