GRENDENE SA

Public Held Company with Authorized Capital - CNPJ (National Registry of Legal Entities)/MF (Ministry of Finance) No. 89.850.341/0001-60- NIRE (State Commercial Identification) No. 23300021118-CE

RELEVANT FACT

Grendene SA ("Grendene" or "Company"), in compliance with the provisions of art. 157, §4, of Law No. 6,404/76, as amended ("Corporation Law") as well as CVM Resolution No. 44/21, hereby informs its shareholders and the market in general that, on November 29, 2024 (after the market closes), the Company contracted the acquisition of 50.1% of the shares issued by *Grendene Global Brands Limited* , headquartered in the United Kingdom ("GGB"), which are owned by Radar Private Fund I LP and affiliates ("Radar Funds") ("GGB Acquisition"). Grendene already held the remaining 49.9% of the shares issued by GGB, so that, as a result of the GGB Acquisition, Grendene now holds all of the shares issued by GGB.

The acquisition is part of the Company's strategy to internationalize its brands, strengthening its global presence, and advancing in digitalization and the Direct-to-Consumer (DTC) model. The Company also informs that it will maintain the same current structure of GGB, which already has entities in the United States of America, China and Hong Kong, continuing its activities.

Therefore, for the purposes of the GGB Acquisition, the Company entered into the following documents, in addition to other ancillary and complementary instruments:

(i) the *Agreement for the sale and purchase of shares in Grendene Global Brands Limited* , for a total amount of approximately USD 10.5 million, with a cash payment of approximately USD 6.5 million, subject to price adjustment, compensation and other terms and conditions customary for this type of transaction; and

(ii) the termination of the GGB Shareholders' Agreement, entered into on October 7, 2021 between the Company and the Radar Funds, as parties, and GGB, as intervening party, which regulated the rights and obligations of the parties as shareholders of GGB; and

(iii) the termination of the Master Franchise Agreement, entered into on October 7, 2021 between the Company and GGB, as parties, which regulated the supply of Grendene products for sale by GGB in certain territories; and

(iv) the termination of the Stock Option Grant Agreement, entered into by Alexandre Grendene Bartelle, Pedro Grendene Bartelle, Giovana Bartelle Velloso, André de Camargo Bartelle, Gabriela de Camargo Bartelle, as grantors, and Radar Fund, as grantee, and the Company, as consenting intervening party, which regulated the stock option of the Company and those parties.

Finally, the Company emphasizes that it will keep shareholders and the market in general informed about any relevant developments in the matters addressed here.

Sobral, CE, December 1, 2024.

Alceu Demartini de Albuquerque
Investor Relations Officer
Grendene S.A.