

GRUPO brisanet

SUSTAIN ABILITY

Report

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20
21



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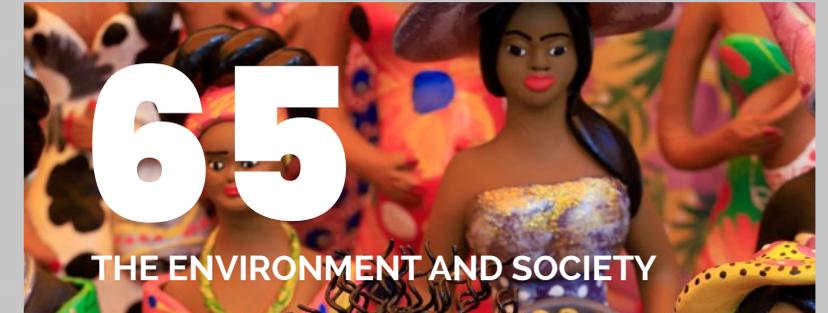
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ABOUT US



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PEOPLE



It is with great pride and satisfaction that we present Brisanet Group's first Sustainability Report. Throughout the following pages, we have compiled information about our history that spans more than two decades. Marked by the mission of positively impacting people, we disseminate knowledge that produces social and technological inclusion to provide increasing connectivity to our subscribers.

Inspired by the *Global Reporting Initiative (GRI) methodology*, the document presents the Company's operations, initiatives, achievements, and challenges in 2021, showing that innovation is part of our DNA and that creating opportunities for people, regardless of where they are, is the reason for our existence.

We know that sustainability is a journey and this report showcases our commitment to the best ESG practices. We plan to increase our adherence to the GRI guidelines in the coming cycles, clearly reporting our progress and learning throughout the process.

Our practices and actions follow the UN Sustainable Development Goals (SDGs). We also encourage volunteerism and social responsibility practices. Learn more about the SDGs at <https://sdgs.un.org/goals>.





We are present in **9 states of the Northeast**

(Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe).



32% market share in fiber optics in the Northeast.



146 cities served by Brisanet's fiber optics.

OUR NUMBERS



25,000+ km of backbone infrastructure.

Routes used to distribute internet to other networks.



220 Datacenters (own).



4th largest internet provider in Brazil.



57,000 km
of optical cables
in **FTTH** Networks.

*Fiber-to-the-Home.
This is a technology for
interconnecting homes by
means of fiber optics.*



Brisanet Group
1.16 million
customers.



Brisanet Group
employs **7,500+**
employees.

OUR NUMBERS



Brisanet has
950,000+ customers.



Agility Telecom
has **208,000**
customers.



Agility Telecom
has **almost 100**
franchisees.



ABOUT US



MESSAGE FROM THE CEO

To talk about the **Brisanet Group is to talk about my history.** Stories that are intertwined, that begin and are still deeply rooted in the town of Pereiro, in the semi-arid region of Ceará.

I founded Brisanet in 1998 by overcoming obstacles, hard work, determination to make dreams come true, and the clear definition of a life purpose. Many years have passed and there were many battles to reach 2021, a historic year for us. We grew, expanded several sectors of the Company, began to serve the states of Piauí, Sergipe, and Alagoas, and ended the year with more than 1 million subscribers, between Brisanet and Agility.

We made our debut in the capital market, first with the issuance of incentivized debentures and later with our initial public offering (IPO) on the B3. To get there, we underwent an extensive process to structure our governance aspects, with the creation of the Board of Directors, committees, and the launch of our Code of Ethics.

The moment is very special and surpasses even the wildest dreams of my youth (read more on pages 8 and 9). According to the current Anatel (National Telecommunications Agency) ranking, of the five highest scores surveyed by state, Brisanet

attained the top three. In addition, we were one of the four Brazilian companies to win the auction to deploy 5G technology and, in 2021, Brisanet listed its shares at the B3 through an initial public offering (IPO).

This growth was only possible as a result of the engagement, collaboration, and qualification of our employees. In 2021 alone, we hired more than 4,000 new people and positively impacted the quality of life and technical development of these professionals throughout Northeastern Brazil.

I invite you to use these pages to learn a little more about the fruits of this dream. A dream that currently extends to our almost 8,000 employees and more than 1 million customers, and that will certainly not end there!

Take care and enjoy your reading.

We made history by winning the 5G auction in the Northeast and Midwest regions, which will expand our operations and allow us to become a new mobile operator in Brazil.



Roberto Nogueira

CEO OF THE BRISANET GROUP

FROM A BIG DREAM TO CHANGING THE REALITY OF THE NORTHEAST

LEARN MORE ABOUT BRISANET'S ORIGINS IN THE INTERVIEW WITH BRISANET GROUP'S CEO ROBERTO NOGUEIRA.

How did it all begin?

Roberto Nogueira: I was born in 1965 into a farming family, the youngest of 11 siblings. Being a farmer in the Northeast, back then, was even more challenging than it is today. We had no support, especially during the dry seasons, which lasted most of the year and put families like mine in dire need.

In a scenario like that, I only started going to rural school at the age of 10. It was a single class for all ages with the same content. While some learned to read, others learned math. One big group.

That is how I learned to read at the age of 10. At 12, I started going to school in the "big" city, in Rio Grande do Norte. We used to walk from Ceará to Rio Grande do Norte every day, a round trip of about 28 km.

And when did you awaken to new possibilities?

The turning point came a year later, in 1978. My dad bought our first radio. To this day, I remember the installer arriving at my house. From then on, my world changed! I began to awaken to a creativity and curiosity that still drive me today. At that point, I decided that I wanted to study electronics. The thing is that the power had not yet arrived to my house. I knew it was a big dream, almost impossible.

But I didn't give up. At 15, I started a correspondence course in electronics, radio and TV. I got my first TV just shy of turning 18, which only got one channel. From then on, I worked with the objective of finishing high school, going to São Paulo, obtaining funds, and returning to my hometown to set up a radio and TV station.

Challenging! How did you make this dream come true?

It wasn't easy! When I was 20, I sold my bicycle, which I had already adapted with a propeller, and went to São José dos Campos. Even with a vast knowledge in electricity and electronics (four years of study, from 16 to 20 years old, four hours a day), during the first year, I sold clothes (a saga of the people from Ceará who, at the time, ventured into the Southeast). I sold door to door, but I didn't stop studying. Between one sale and another, I finished my high school technical course in electronics.

Two years later, I started my first venture: a computer maintenance store. A year after that, on the same land as the store, I started a mini-factory building an adapted model of parabolic antennas.

All this while still in São Paulo, right? When did you return to the Northeast to fulfill your dream?

It was right around that time. I took my first computer to the Northeast, the only one in a 300-km radius. And then, at that moment, my purpose became even clearer: to expand access to technology, to connect and empower people to

use it to their advantage. So I opened a computer school and in 1997, after a series of experiments, I was able to bring internet to a house, without needing a telephone line. In 1998, I founded Brisanet and from then on we followed an upward path of achievements and connections.

By 2000, our networks already covered several cities in the state of Ceará, such as Pereiro, Jaguaribe, Icó and Limoeiro do Norte, and in Rio Grande do Norte, such as São Miguel and Pau dos Ferros. In 2010, we were already the largest radio internet operator in Brazil.

But we needed to go further, and once again, we came out ahead in our studies of fiber optic technology. In 2011, we began deploying the new resource in Pau dos Ferros (RN), which became the first city in Brazil to have 100% coverage of the technology. From the successful operation, we expanded our services through fiber and started investing in TV transmission and landline telephone signals. Another dream come true.



INNOVATION AND RECOGNITION



A TRAJECTORY

Who could have imagined that a story that began with the dreams and perseverance of a farmer's son from the semi-arid Northeast would today become the fourth largest telecom in Brazil in number of subscribers and the third largest in fiber optic access, according to Anatel data?

The evolution of the Brisanet Group was only possible because we have based our trajectory on the development of people and because innovation has been our main driving force since the beginning.

In recent years, our investments in this area have been even more relevant, tangible, and necessary, considering that in times of pandemic, the urgency of digital inclusion and connectivity, especially of the most vulnerable population, became even more evident.

Our innovation trend already begins with the definition of the business focus. We forged ahead to solve a concrete problem of lack of Internet access in the rural Northeast, overcoming struc-

tural challenges and becoming the main operator in the country to invest in our area of operation in this region. Going against the market, even with the expressive expansion of the Group in the last few years, we have preserved our roots and kept the headquarters in the town of Pereiro, in the countryside of Ceará.

Since 38% of our workforce is made up of local labor, we invest in education and training, in addition to encouraging and financing access to higher education for our employees. As a result, 69% of them had their first job at Brisanet and 63% of our leadership positions are held by people from the region.

We were the first operator in Brazil to exclusively use fiber optic cabling technology, bringing quality internet access to small and medium-sized cities in the Northeast and all that it provides in terms of education, culture, communication, and business.

Check out some of the milestones of our innovative history below.



Brisanet Group Collection Year: 2020

Photo of the Brisanet
Headquarters in the
city of Pereiro

1999

Inauguration of Brisagnet.

2010

We reached the important milestone of 30,000 customers in the countryside of the Northeastern region of Brazil.

2012

We began deploying the new resource in Pau dos Ferros – RN, a little more than 40 km from the headquarters, which then became the first municipality with 100% fiber coverage in Brazil.

2019

We reached 110 cities in the states of Ceará, Paraíba, Pernambuco, and Rio Grande do Norte, being the leader in the Northeast among regional providers and the fourth largest broadband subscriber base in Brazil.

2022

1.1 million customers served

We provide fixed broadband services via fiber optics in more than 146 cities.

With an entrepreneurial vision and seeking to bring connectivity to the Northeast, Roberto Nogueira invests USD 10,000 to import and adapt radio internet equipment to the countryside of the Northeast – a practically unexplored field at the time.

1997**2009**

We consolidated our position as the most used operator in the small and medium enterprise segment in the Northeast.

2011

We innovated even further and saw fiber optics as a way to provide more connectivity. With the new technology, we also gained space to work with the landline telephone and cable TV signal in the countryside.

2013

With the successful deployment of fiber optics, we expanded our services with this state-of-the-art technology to cities in the rural areas of Ceará, Paraíba, Pernambuco, and Rio Grande do Norte.

2021

We debuted on the Stock Exchange through an Initial Public Offering (IPO).

We became one of the four Brazilian operators to win the 5G auction, held by the Brazilian National Telecommunications Agency (Anatel).

We reached the important milestone of 800,000 customers.

INNOVATION THAT TRANSFORMS LIVES



Karla Michelle

SUPERVISOR IN
MOSSORÓ (RN)

“Brisanet is a distinctive company, which believes in the local population. I was hired at the age of 19 and have spent my entire adult life here. I developed my potential and I grew professionally, all within the Company. This is so true that my seven-year-old son is fascinated with Brisanet. I consider the company to be part of my life.”

**Marcus Vinícius,**ADMINISTRATIVE
SUPERVISOR
OF THE RUSSAS
OFFICE (CE)

"My story is filled with gratitude. Before arriving at Brisnet, 20 years ago, I had my first contact with technology and computers at the Caixa Econômica of Limoeiro. I left there with a purpose: I wanted to work with technology. I discovered Brisnet in 2000. Seeing Roberto, his firm stance, strong energy, and visionary perspective, inspired me greatly. For him, the business was already a major project, a sure future. And he was right! I am proud to say that I was the first Brisnet employee in Vale do Jaguaribe. I can't explain it, but I always knew the company would be big."

RECOGNITION

This trajectory guided by innovation, aligned with a clear definition of performance, has been recognized by various entities over the years. Check out the main awards we have received below:



ANATEL SATISFACTION SURVEY

(2017, 2018, 2019 AND 2020)

Survey to gauge satisfaction and quality perceived by consumers of telecommunications services conducted annually since 2015, in the second half of each year. The survey is

promoted by Anatel (Agência Nacional de Telecomunicações – Brazilian National Telecommunications Agency), the **state entity responsible for regulating the Brazilian telecommunications sector**, inspecting, issuing standards, and mediating conflicts between operators and consumers.

Brisanet's recognition history:



(As of 2021, the data are computed only by State, the Ranking is by Federative Unit).

RECLAME AQUI RA1000 SEAL OF EXCELLENCE (2021)

The RA1000 Seal was created for the purpose of highlighting companies that have excellent service rates on ReclameAQUI. Companies that have this seal demonstrate to consumers their commitment to after-sales service, raising the degree of confidence in their brand, products, and services. For a company to be qualified with the RA1000 seal, five criteria must be met:

- Have a number of ratings equal to or greater than 50;
- Have a Response Rate of 90% or higher;
- Have a Solution Rate of 90% or higher;
- Have an Average Rating (given by the consumer) of 7 or higher;
- Have a New Business Index (Would you do business again?) of 70% or higher.



PRÊMIO

CANALTECH

5ª EDIÇÃO

BEST BROADBAND IN BRAZIL

Brisanet was elected the Best Fixed Broadband by popular vote in the 5th Canaltech Award, one of the most important awards in the technology universe. Winners are chosen by a vote of the technical and popular juries, who carefully select the best brands, products, and services in the national market. The winning companies in the 46 different categories for 2021 were presented in March 2022.



ERNEST & YOUNG AWARD (2017)

Created and promoted by EY since 1998 in Brazil, the Entrepreneur of the Year Program aims to identify, recognize, and contribute with company leaders from different sectors and markets who, with their vision of the future, have something in common: the will to transform the reality of Brazil, leaving their legacy and contributing to the construction of a better business world. In the 2017 edition, Brisanet's CEO took the Entrepreneur of the Year award in the Emerging category, which recognizes innovative entrepreneurs in businesses with high expansion potential.



TRIP TRANSFORMADORES



VEJA-SE AWARD (2017)

VEJA-SE is an award sponsored by Veja Magazine that seeks to highlight the inspiring stories of citizens with exceptional performance that stood out as agents of change in Brazilian society. Winners are selected in stages: popular vote (through the Veja website); votes from the members of an External Judging Commission (composed of 12 significant personalities); and votes from an Internal Judging Commission, composed of three professionals from the Veja newsroom. In 2017, Brisnet CEO Roberto Nogueira won in the Innovation category.

TRANSFORMADORES AWARD BY TRIP MAGAZINE (2017)

The Trip Transformadores award encourages new ways of being and acting in the world by honoring people who help advance collective work with ideas and initiatives of great impact or originality. The 2017 edition, which honored Brisnet founder Roberto Nogueira, celebrated outstanding people who have dedicated time, talent, and energy in the pursuit of a different Brazil.





-endeavor

RECOGNITION BY THE ENDEAVOR GLOBAL ORGANIZATION (2017)

The recognition was granted by Endeavor, a network formed by entrepreneurs ahead of the fastest growing scale-ups in the world and that are great examples for the country. The organization has been active in Brazil since 2000, with operations in eight states, supporting hundreds of high-impact entrepreneurs and fostering the Brazilian entrepreneurial ecosystem.

MÉRITO DAS COMUNICAÇÕES MEDAL (2016)

Created by Decree No. 87.479/1982, the honor is given by the Federal Government to personalities from several areas for relevant services rendered to the communication sector. In 2016, Brisanet was awarded the medal of the Ministry of Communications by then Minister André Figueiredo.



THE YEAR 2021 WILL GO DOWN IN HISTORY. WE EXPANDED, OPENED UP MARKETS, WERE RECOGNIZED FOR OUR SERVICES, AND WILL STILL HAVE THE OPPORTUNITY TO CONNECT MORE PEOPLE WITH THE NEW 5G TECHNOLOGY.

Check out the main highlights.



HIGHLIGHTS



DEBUT ON THE STOCK EXCHANGE

Our expansion journey culminated with the debut on the B3 through an Initial Public Offering (IPO).

This milestone represents our level of maturity and evolution, as well as our commitment to continue providing excellent service.

The launch event was broadcast live on our social networks and mobilized employees, partners, and customers from various locations.



WE HAD MORE THAN 450 INSERTIONS AND MENTIONS ABOUT THE BRISANET IPO IN THE BRAZILIAN PRESS.

The following links contain the most prominent stories:

BRISANET RAISES BRL 1.4 BILLION IN DEBUT ON THE STOCK EXCHANGE:

<https://valorinveste.globo.com/mercados/rendera-variavel/noticia/2021/07/28/brisanet-levanta-r-14-bilhao-em-estreia-na-bolsa.ghtml>

BRISANET PRICES IPO AND RAISES BRL 1.43 BILLION:

<https://valor.globo.com/financas/noticia/2021/07/28/brisanet-precifica-ipo-e-levanta-r-143-bilhao.ghtml>

BRISANET PRICES IPO AT THE FLOOR OF THE ESTIMATED RANGE, MOVES BRL 1.44 BILLION:

<https://economia.uol.com.br/noticias/reuters/2021/07/27/brisanet-precifica-ipo-no-piso-da-faixa-estimada-movimenta-r144-bilhao.htm>

OI'S EXTERNAL ISSUANCE INCREASES PRESSURE TO SELL THE MOBILE OPERATION:

<https://economia.estadao.com.br/blogs/coluna-do-broad/emissao-externa-da-oi-aumenta-pressao-para-venda-da-operacao-move/>

BRISANET PRICES IPO AT THE FLOOR OF THE ESTIMATED RANGE, MOVES BRL 1.44 BILLION:

<https://istoe.com.br/brisanet-precifica-ipo-no/>

BRISANET PRICES IPO AND MOVES BRL 1.44 BILLION:

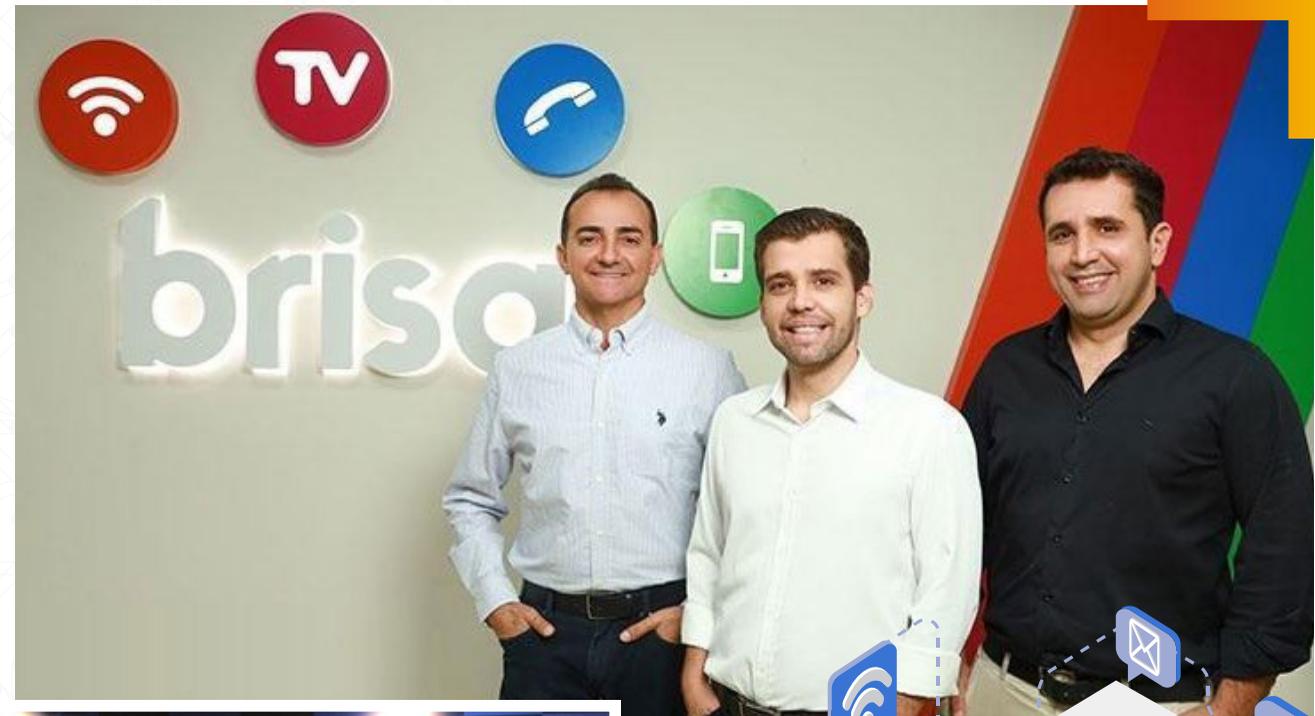
<https://einvestidor.estadao.com.br/ultimas/brisanet-precifica-ipo-movimenta/>

BRISANET: FROM THE BRAZILIAN COUNTRYSIDE TO THE B3:

<https://diariodonordeste.verdesmares.com.br/opiniao/colunistas/egidio-serpa/brisanet-da-zona-rural-sem-numero-para-a-bolsa-b3-1.3115421>



THE FUTURE HAS ARRIVED



We expanded our network coverage by winning the 5G auction held by the Brazilian National Telecommunications Agency (Anatel) and secured the 3.5GHz and 2.3GHz frequencies in the Northeast region and 3.5GHz in the Midwest region. We also gained the status of a mobile phone operator.

The 5G technology is the latest innovation for the coming decades in Brazil and worldwide, and this achievement represents a breakthrough and drives new possibilities for growth and development for our Group.



LEADER IN SATISFACTION

According to Anatel, we are the country's leading company in satisfaction for fixed broadband.

In addition to topping the national ranking, we attained three of the five highest scores in the states where we operate and we were the only Telecom that climbed in the evaluations.

Thus, we are the leader in satisfaction in the year 2021 referring to the states of Alagoas (8.28), Pernambuco (8.17), Rio Grande do Norte (8.14), Paraíba (7.64), Ceará (7.30), and in Alagoas we achieved the highest score in the survey among all the states.



EXPANDING HORIZONS

*Fiber-to-the-Home.
This is a technology
for interconnecting
homes by means of
fiber optics.*

With the challenge of taking our services even further, we expanded our **FTTH** network and arrived in the capital cities of Piauí and Sergipe and the cities of Altos (PI), Picos (PI), Eusébio (CE), Maracanaú (CE) and Maranguape (CE). They can now rely on our fiber optic services.





OUR OPERATION



Our purpose is for technology to be a part of everyone's lives. We want the opportunities offered by the digital world to be universal, contributing as a positive force for the transformation of individuals, companies and society. That's why we take digitalization to less explored regions, bringing different realities closer together and reducing the distance between people and what matters to them – education, culture, entertainment, health, business, and, above all, other people.

By constantly investing in infrastructure, services, and data intelligence, we create solutions for people and businesses to digitize and connect.

Our product portfolio is practically 100% in fiber optics, and our infrastructure is one of the most extensive in the Northeast, being connected to the Fortaleza teleport, one of the largest in the world.

Strategically distributed between CE, RN, PB, PE and AL

We also have more than 25,000 km of backbone infrastructure (routes used to distribute internet to the other networks), **220 own Datacenters**, in addition to over 57,000 km of FTTH (fiber-to-the-home) cables.

With this organized structure and with the geographic capillarity, we can guarantee quality



and stable internet, which relies on optical fiber from the Data Center to the subscriber's home.

One of our main quality and efficiency differentials comes from our verticalized operation. We are active throughout the entire value chain, from mapping potential new areas to receive fiber, to providing support and monitoring the service for customers.



EVERYONE CONNECTED

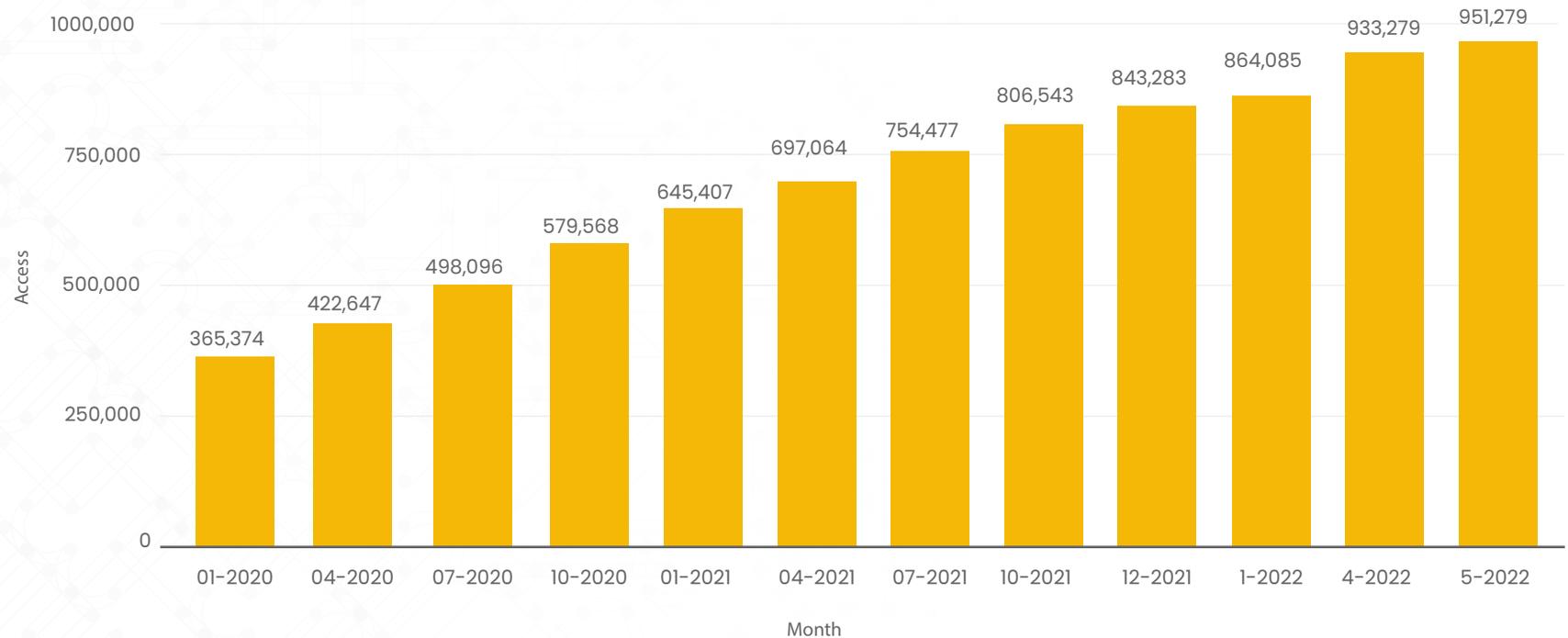
We want to have the largest number of people connected in the Northeast and also in the Midwest. This is our future vision and what we seek as part of our business strategy. And the numbers show that we're on the right track.

We ended 2021 with **843,300 customers** in seven states of the Northeast region – Ceará, Rio Grande do Norte, Paraíba, Pernambuco, Alagoas, Piauí and Sergipe – and in 120 cities. We had a growth of more than 35% compared to 2020.

One of our operation's pillars is customer relations. The investments and advances in 2021 were focused on bringing them the best end-to-end experience. In this sense, we invested in training and qualification of our *call center* employees, aiming to make them increasingly better.



EVOLUTION OF BROADBAND ACCESS – BRISANET

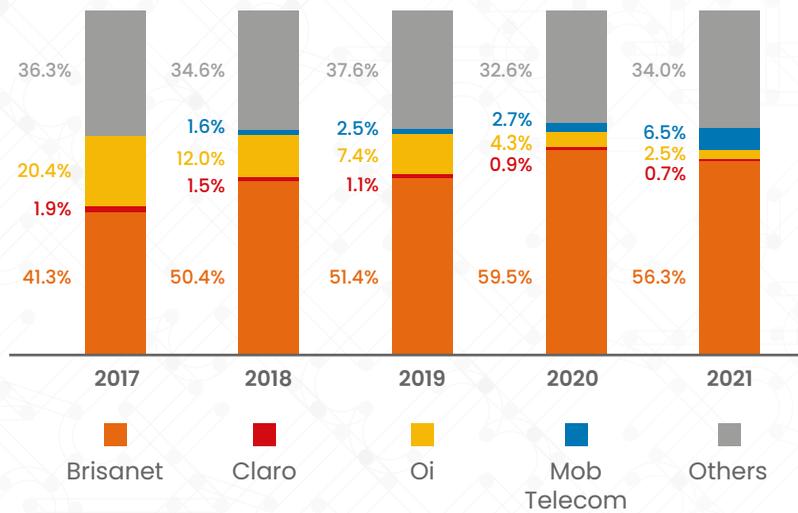


"We train our employees to understand what customers want to buy and how it will be used, to guide them in the best way, thus selling the right product, the one that will connect him to everything he needs. It's no use having the best product if the customer doesn't know how to use it."

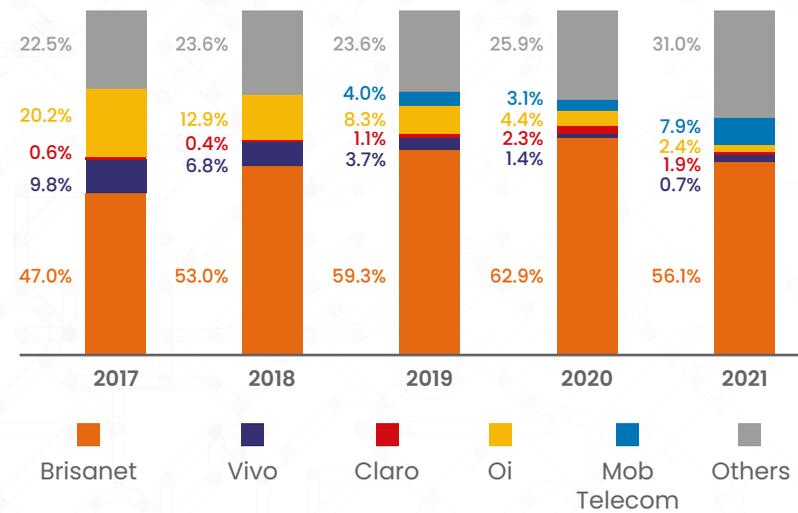
**Jordão Estevam**

CHIEF COMMERCIAL OFFICER

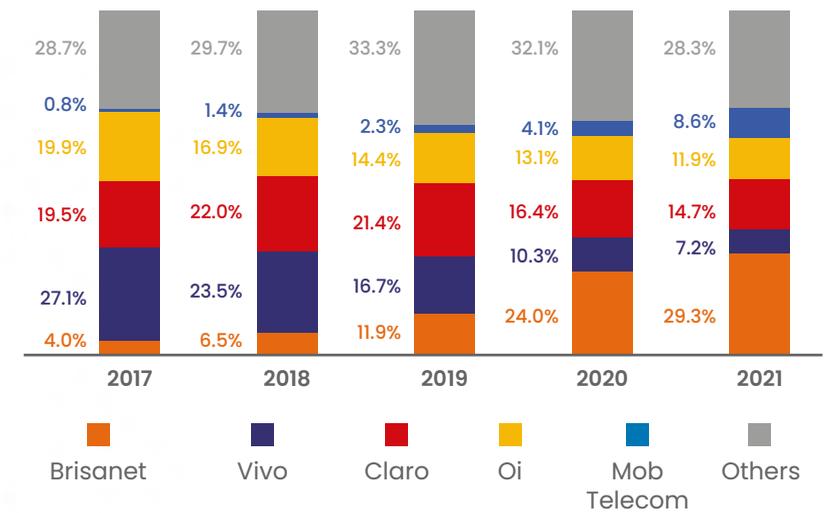
SMALL CITIES <100,000 inhabitants



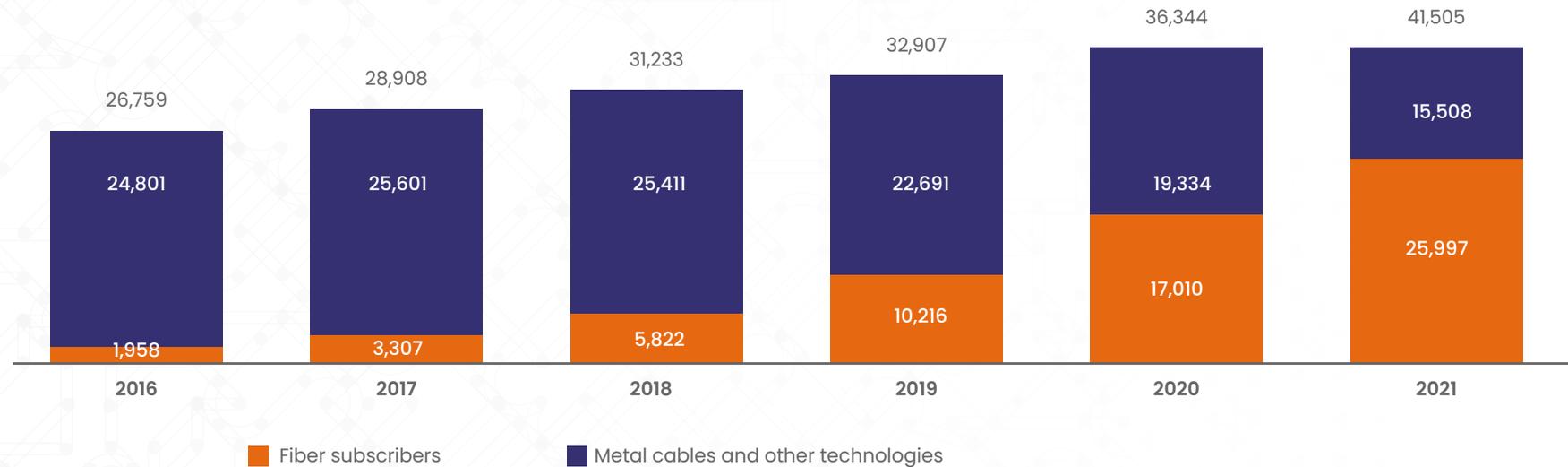
MEDIUM CITIES <100,000 - 250,000 inhabitants



BIG CITIES >250,000 inhabitants



FIBER OPTICS LEAD GROWTH OF BROADBAND SUBSCRIBERS SINCE 2016



CUSTOMER PERSPECTIVE

Once we have gained the customer here at **Brisanet**, our work is directed towards offering them the best experience, innovative products and services, and excellent connectivity. And our continuous work, along with daily monitoring, has shown very satisfactory results.

We are the leading company in satisfaction in Brazil, according to Anatel. In addition to topping the national ranking, we attained three of the five highest scores by state and we were the only Telecom that climbed in the evaluations.

In the overall broadband satisfaction index, the most satisfied customers were Brisanet customers. In Alagoas (8.28), followed by customers from Pernambuco (8.17). Unifone was the most voted in Santa Catarina (7.94) and Vivo, in Piauí (7.79). Nevertheless, consumers of this internet service were less satisfied compared to the other categories. Of the highest scores presented by Anatel, Brisanet has the top three.

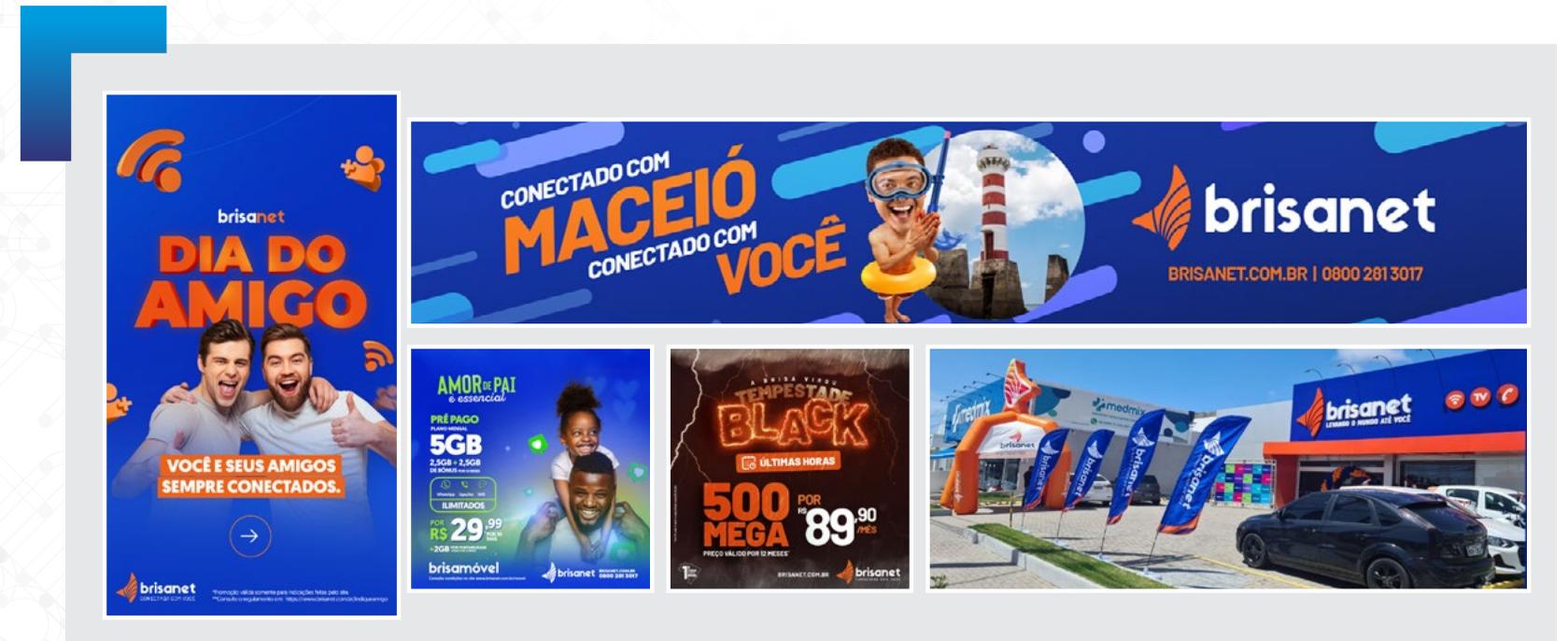


OUR MARKETING ACTIONS

On all special dates, such as: **Black Friday, Consumer Week, Father's Day, Nerd Pride Week and São João**, we conducted promotional actions for our customers.

We also launched our first institutional campaign, with a younger language that connected with all our audiences. The proposal was to unify communication, transmitting collaboration and cohesion everywhere we are present.

Our institutional campaign was also publicized on bus backs, bus stops, billboards, street signs, and even on rafts in Maceió.



CHECK OUT BRISANET:
<https://youtu.be/8I4etMRibE>

DIGITAL AGE

In 2021, we adopted a new digital strategy model, implementing a daily analysis of all campaigns broadcast on social networks.

We also started coordinated management of influencer partners, taking advantage of this important channel as a way to strengthen the current campaigns. For the first time, we measured the ROI (Return on Investment) of each influencer in targeted advertising.

Key Performance Indicators are used to evaluate strategy and measure results

Thus, our main **KPIs** analyzed are the results of lead attraction (number of people who are interested in our product), the qualification, the conversion of these customers, and their retention.

The result of this was a gain in the agility and diversity of content associated with our brand.

**1.2
million**

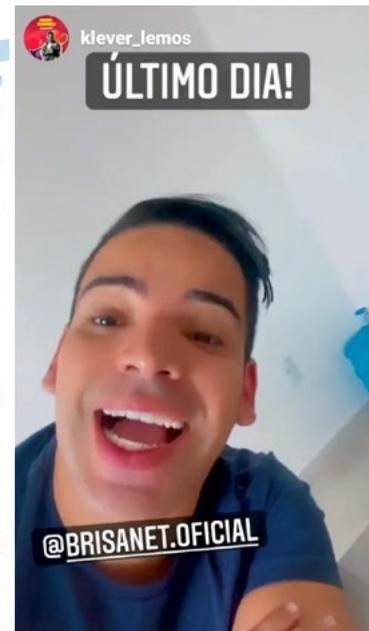
leads generated in 2021

14%

average total of
conversions



INFLUENCER PARTNERS



Ação com Grandes Influencers



- A ação com o influenciador Álvaro atingiu mais de 3,4 milhões de visualizações.
- Atingimos 450 mil curtidas.
 - 3.780 comentários
 - A publicação teve mais alcance que publicidades do Ifood e Uber na plataforma do Instagram.
 - Ganhamos mais 3 mil seguidores após a ação.
 - Mais de 1.800 visitas no site da Brisanet através da Publicidade.

Oferta personalizada para influenciadores parceiros



OUR PRODUCTS

Innovation is in our DNA. That's why we always try to offer a good experience to our customers, by means of our offers to the market and our service.

By innovating and strategizing in the study of fiber optic technology, we have broadened our horizons.

Today, in addition to offering fixed broadband internet and traditional telecom services such as pay TV and voice packages, we also have a number of complementary offerings.



“Our goal is to offer a complete, innovative portfolio that guarantees a good experience for our customers. One example is that we are the only Telecom company that has an exclusive music platform, called Brisamusic. We want to offer the customer a complete basket of products to ensure that everything he needs is offered by Brisanet,” explains **JORDÃO ESTEVAM.**



100% FIBER OPTICS with unlimited data and 24/7 support for those who are always connected at ultra speeds.



The most reliable contact: stable connection with the lowest rates in Brazil. It's about talking without a care in the world.



The broadest 4G coverage in Brazil. Always connected.



App for movies and series + live channels to watch whenever and wherever the customer wants. All online, full control.



The largest 100% northeastern-based streaming platform with 55 million+ songs for uninterrupted play.



App that provides one digital book per month and access to several e-books, audiobooks, and podcasts. No additional charge.

The Ubook App is available to the entire fiber customer base.



App with access to the largest newspapers in Brazil and in the world, as well as news, podcasts, and a benefits club with exclusive discounts. No additional charge.

The Bebanca App is available to the entire fiber customer base, with plans starting at 100 Mega.



OUR SERVICE CHANNELS

VISIT THE LINK AND LEARN MORE:

<https://www.youtube.com/watch?v=XoO9g6E-4R0>

ISA SOCIAL NETWORKS:

https://twitter.com/brisanettelecom?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

We're always ready to take care of you.

ISA – BRISANET'S VIRTUAL AGENT, which interacts with all platforms.



Quality in customer service is a key issue for Brisanet. That is why the fastest growing telecommunications company in the Northeast has launched its first virtual agent. Isa was

created to optimize the relationship with the customer on the digital channels, providing answers and solutions in an even more agile way. With all these specialties, Isa arrived to

offer to all Brisanet subscribers a personalized, fast and practical service, integrated into all the company's digital platforms.



Our offices



We call you



Remote support



Self-service via Whatsapp



Help Center



Brisa ombudsman



Our blog

HOW WE LEARNED TO SELL

“I’ve been one of the managing partners since 2006/2007. Before, it was a radio operation and we had 3,000 customers. In 2006, me and my brother, he as Chief Commercial Officer, we joined with the purpose of connecting the entire Northeast. And this was one of our greatest achievements: understanding how to bring internet to every corner of this region.

By 2010, we were the largest radio operator in Brazil and this was the kickoff for the decision to be Brazil’s first fiber optic company. At that time, the market was not yet talking about this technology and we knew it was a risky decision, but one that proved to be very assertive.

In 2011, we cabled Pau dos Ferros in Rio Grande do Norte. It was the first city in Brazil to have customers served by fiber optics. The

market questioned us a lot. They asked us why we went straight for the best technology. The answer was because we would have no problem investing and rebuilding the network.

As such, Pau dos Ferros was a case study for the operations area as well as for the commercial area. The question was: How are we going to sell?

So when we finished building Pau dos Ferros, we couldn’t sell anything because the cost was high. Internet speed at that time was bad and the customer was severely mistreated by the other operators.

We then spent two weeks going door to door until 10 p.m. Every day. We would come down and keep knocking, visiting the customers and understanding and learning how to sell.

The customer didn’t understand anything, didn’t know what that product was. So we gave a piece of fiber to each salesman, and he presented it to the customers. That’s how we sold 50. So that’s what we did: we went door to door, talking to each customer and presenting our product.

This was very important not only operationally, but also commercially because we learned how to sell.

Then we went to big cities, where we had to compete with bigger players than us. And we had a major business challenge, which forced us to modernize the area. But we have always been very concerned about taking good care of the customer, how to sell and how to serve them in the best way possible.”

Jordão Estevam

CHIEF COMMERCIAL OFFICER

EXPANDING OUR CONNECTION

Bringing quality connections, especially to underserved regions, is one of our premises. Big cities, small towns, urban or rural areas. Our challenge is to bring technology to every home, regardless of where they are. Therefore, investments in expansion never stop.

We took a leap in 2021. We built about 1.9 million HPs (households), the same amount built between 2011 and 2019, and 96 Datacenters. We also attained the milestone of 120 cities reached by the fixed broadband service in eight of the nine states in the Northeast region.

There were also 24 new cities and four new states: Alagoas, Piauí, Sergipe and Maranhão, which were included.

"Our big challenge was to do more than one state simultaneously. At one point we had 15 construction sites up and running at the same time, that is, we built a lot of things together, always doing it in the best way and with our best resources," explains João Paulo Estevam, Chief Operational Officer.



João Paulo Estevam

CHIEF OPERATIONAL OFFICER

GROWTH STRATEGY

1 Organic Growth

Expansion in cities in the Northeast + market share growth in cities with a presence

Brisanet in major cities (including capitals) and Agility in smaller cities (suburbs and rural)

2 Consolidation through Franchises/Partnerships

Expansion of the company's already considerable growth and penetration

Huge opportunities for synergies and value creation given Brisanet's scalable system

3 Accelerated New Product Expansion

5G

Up-sell / Cross-sell in the current customer base

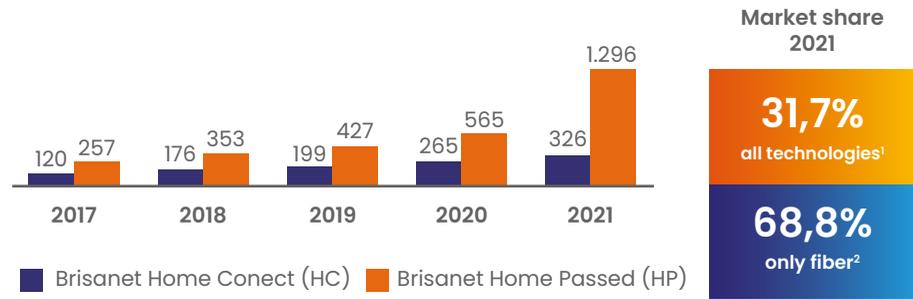
B2B Market

Others

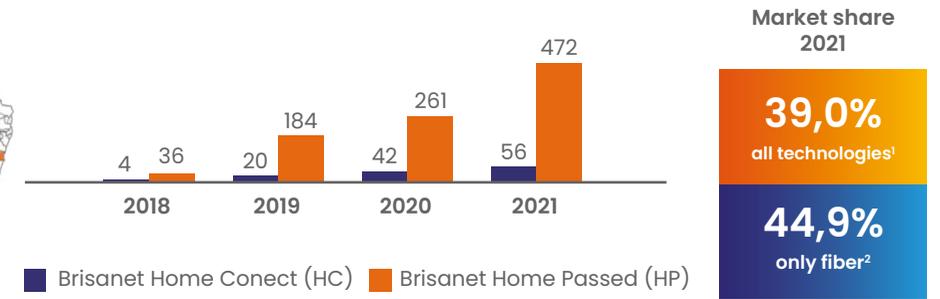


EXPANSION PROJECT IN FULL EXECUTION, QUICKLY BECOMING THE LEADER IN THE MARKETS WHERE IT OPERATES

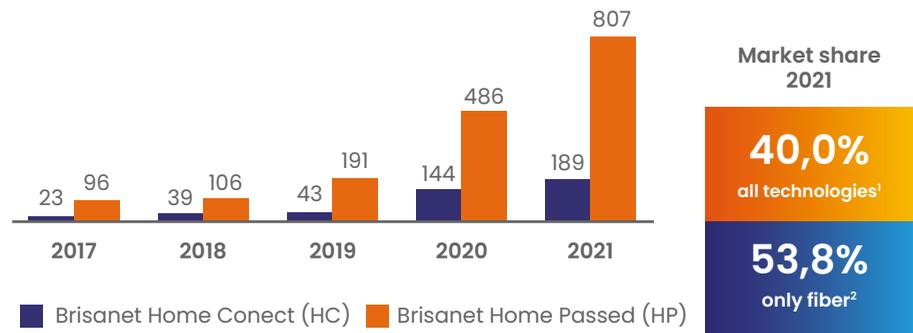
CEARÁ



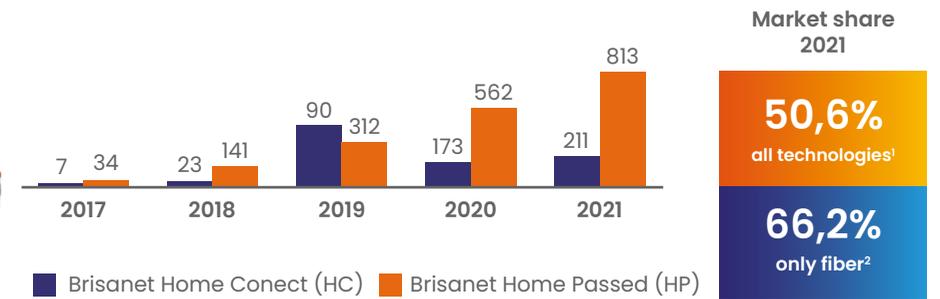
PERNAMBUCO



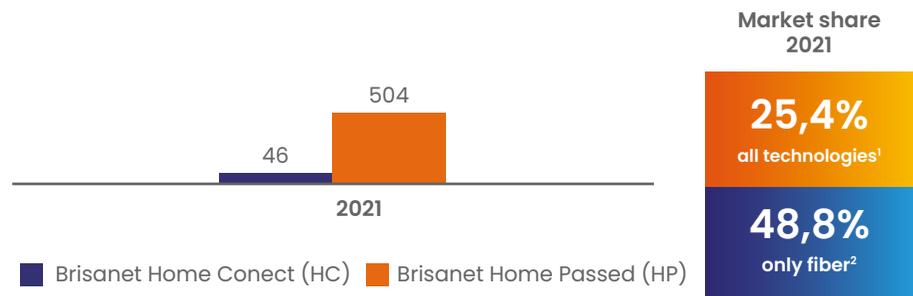
RIO GRANDE DO NORTE



PARAÍBA



ALAGOAS



PROSPECTS

“Our focus is to continue with organic expansion and occupy the infrastructure that was built throughout 2021, with estimated customer base growth higher than the previous year. We want to connect every square meter in the Northeast, regardless of where the customer is, and 5G will allow us to accelerate that process. Our challenge is for every home in the Northeast, and now in the Midwest as well, to be connected via Brisanet. Our customer from the semi-arid Northeast will have the same internet quality as someone at Avenida Paulista.”

CHIEF OPERATIONAL OFFICER, **JOÃO PAULO ESTEVAM**

5G IS ALREADY A REALITY

“This acquisition, which represents a leap forward and stimulates new growth and development possibilities for our Group, was only possible thanks to the results we have achieved over all these years”, says CEO Roberto Nogueira.

We are increasingly strong in our mission to positively impact people, disseminating knowledge that produces social and technological inclusion to bring more connectivity to all our customers.

That is why winning the 5G auction, held by the Brazilian National Telecommunications Agency (Anatel), and which guaranteed the 3.5GHz and 2.3GHz frequencies in the Northeast region and 3.5GHz in the Midwest region, was such an important step for our growth strategy. We also gained the status of a mobile phone operator in Brazil.

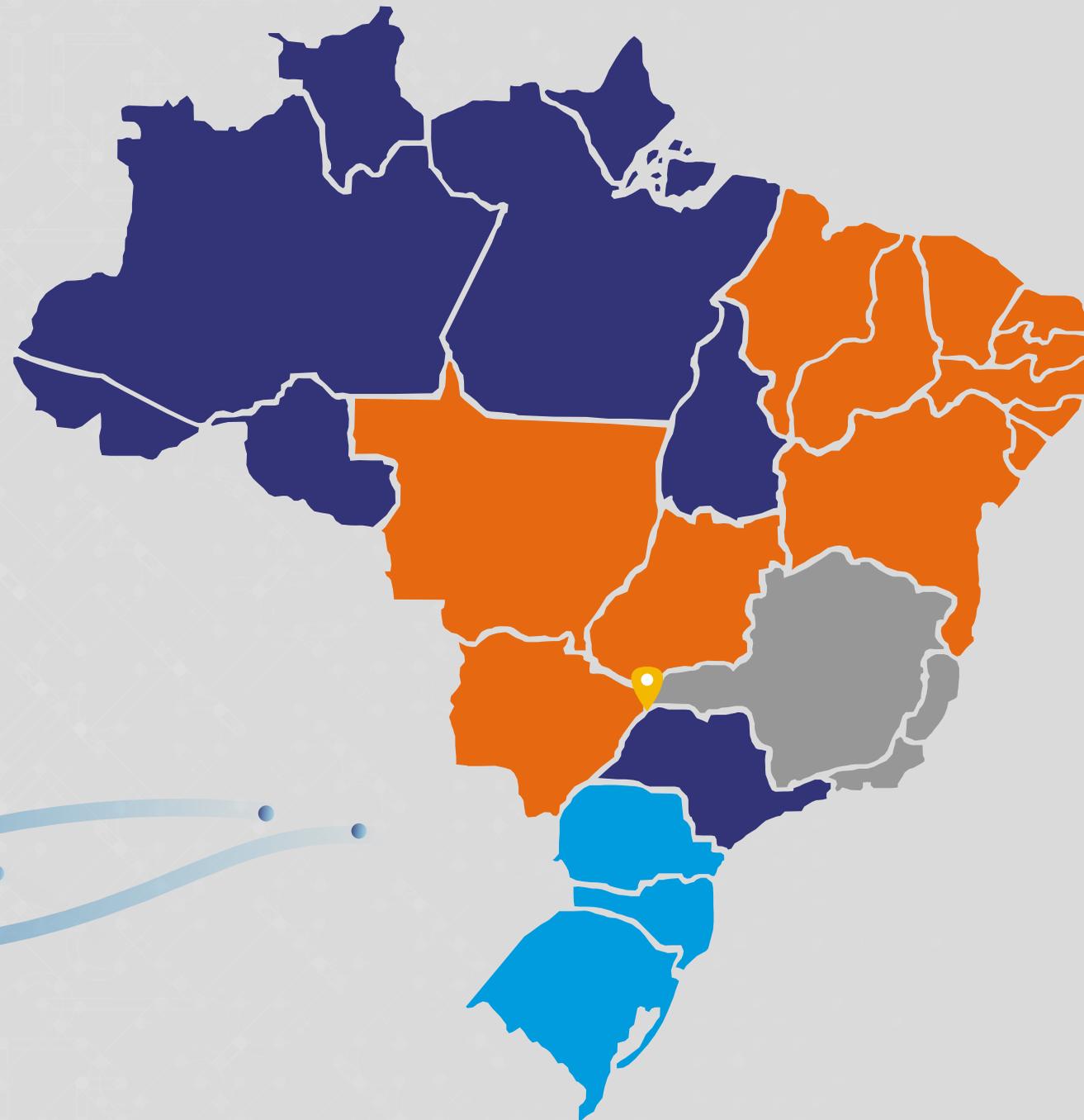
Now, our commitment is to build infrastructure to take, through the 5G signal, mobile and quality internet to all cities in the two regions contemplated and to expand coverage to the Midwest region.

Innovation has been one of our values since inception, so we will combine 5G and fiber optics to bring our services to more customers. “The expectation is that at least 15,000 locations in the Northeast will be covered with 5G. The number may be even higher in the Midwest, with the connection reaching even small cities, with less than 30,000 inhabitants,” explains Roberto.

“Considering the scenario in three to four years, it will be very difficult for a company to provide full service without 3.5 GHz. Product delivery will include both fiber optics and 5G. Those with fiber optics alone will face much larger obstacles to stay in the market. It will be very challenging to provide service without 5G, mobility will be increasingly required. Therefore, the two technologies will be in great demand. They need to walk hand-in-hand to deliver the services people want.”

ROBERTO NOGUEIRA

INCOMING 5G CARRIERS



Sercomtel (Fundo Bordeaux)

Unifique + Copel (Fundo Bordeaux)

Brisanet

Cloudzu

Algar

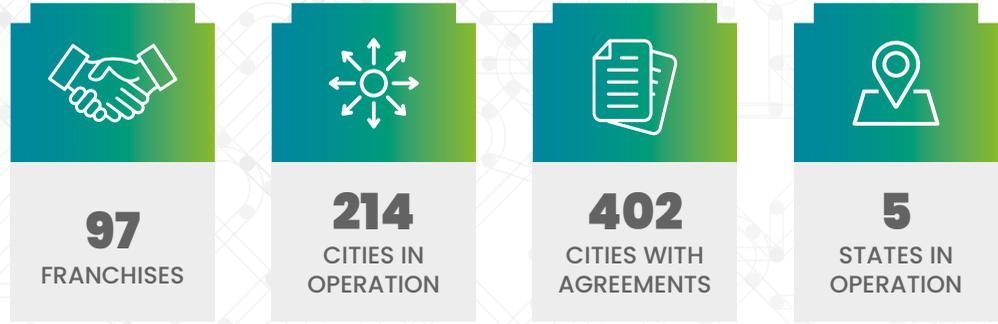
A NEW WAY OF CONNECTING PEOPLE

The Brisnet Group has grown and felt the need to bring quality internet to the small towns in the countryside of the Northeast in order to facilitate access and promote digital inclusion.

This is how Agility was born, and its main objective is to make partnerships with local providers, expanding our capillarity to disseminate knowledge, development, and aggregate technology.

In this model, franchisees operate as small **ISPs**, supported by the entire Brisnet infrastructure, contributing to the development of the regions and fostering digital inclusion.

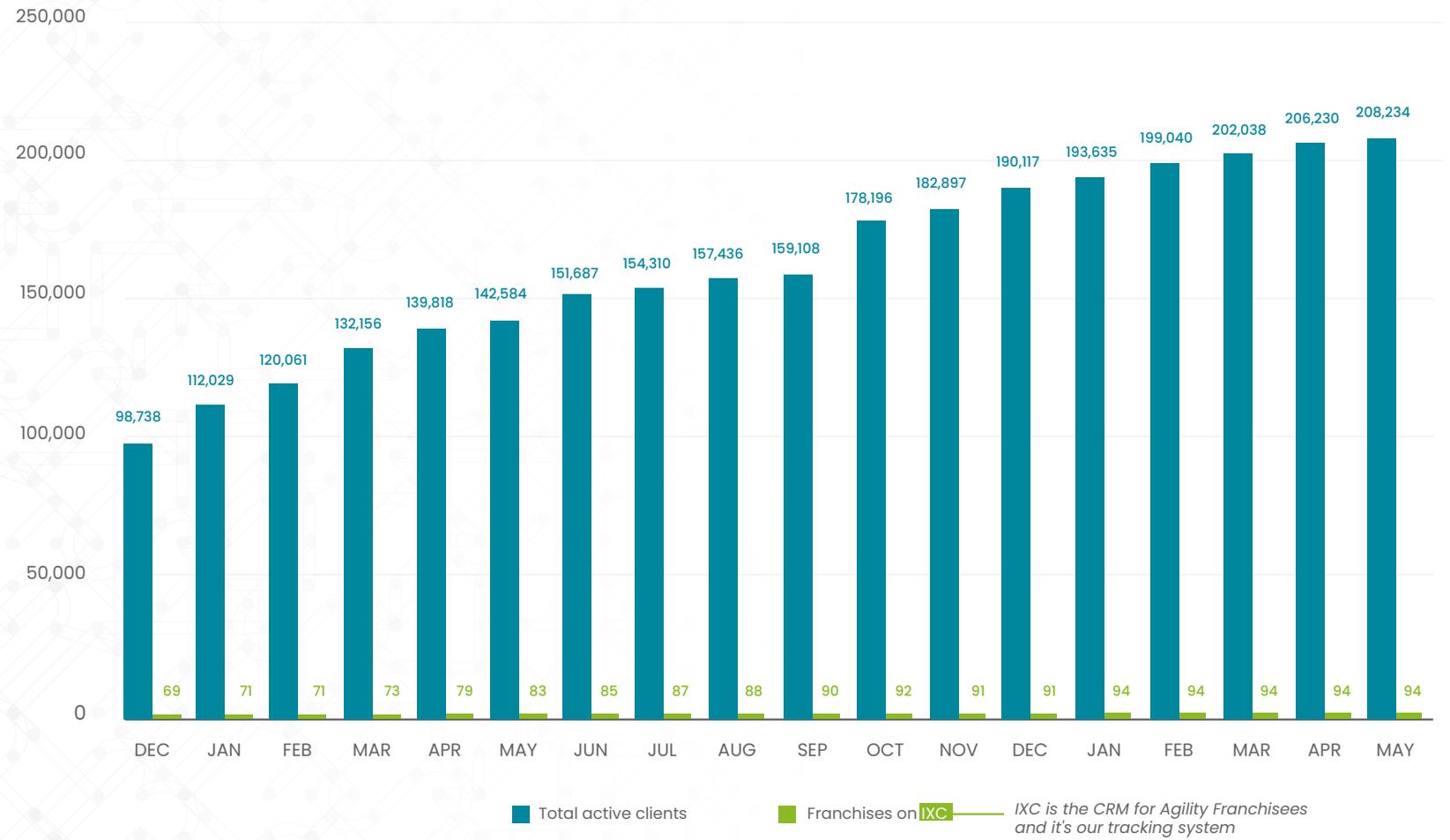
Internet
service
provider



OUR NUMBERS



AGILITY TELECOM CUSTOMERS



WHERE WE ARE

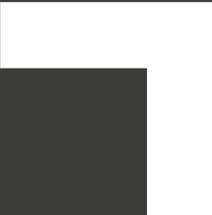
Our franchises are already in five states in the Northeast region: Ceará, Rio Grande do Norte, Paraíba, Pernambuco and Alagoas.



OUR FRANCHISES

In small towns, 50% of the market is served by local providers. “We understand that they know the location, the competitors, the prices and they have all the know-how, which would help us enter these markets,” explains Agility Telecom manager Antônio Geneci.

Anyone who wants to be a franchisee should contact Agility. For selection, we first make contact and schedule a meeting, in which we explain the entire process and answer questions. The interested party sends all the necessary documentation to verify whether they are fit to be a franchisee. After the agreement is signed, we begin the process of rebranding and remodeling the store to our standard. We also provide training with all the areas involved so that the franchisee’s operation can begin. Throughout the process and also afterwards, they are supported by a consultant.



“We always want to add value for our partner. They have the local knowledge and we want to grow. We also contribute to the local economy by hiring people.”

ROBERTO NOGUEIRA



Access to fiber optic

technology, with quality connections for customers.



Faster expansion.



ADVANTAGES OF BEING A FRANCHISE



Access to our **institutional marketing**, with strategies and communication pieces focused on the constant growth of the brand.



Constant support from all our areas.



Unlimited Link, backbone project, FTTH project, customer service management system and other items to offer an operation differentiated from the competitors.



The franchisee is also part of a purchasing **club, where** it has differentiated values in some services, such as: accounting consulting and Unimed.

Most of our franchisees join Agility already knowing the history of Brisagnet and believing in its purpose



“In 2019, I was introduced to the Agility Telecom project and I became enchanted immediately, foreseeing the growth of my operation, since it would be part of a major brand. I was one of the pioneers to adhere to the Agility Telecom franchise, which today is an absolute success.”

IVAN TARGINO,
AGILITY TELECOM FRANCHISEE



Agility Store in Marcelino Vieira – RN



“The initiative is an expansion project with a more efficient infrastructure and much higher quality when it comes to connection speed and entertainment.”

JANIO SILVA,
AGILITY TELECOM FRANCHISEE





GOVERNANCE



BELIEFS



A better future is achieved through dreams, passion, dedication and connection with people.

MISSION



Have a positive impact on humanity, disseminating knowledge that produces social and technological inclusion.

VISION



Be the most desired brand and the one with the largest number of people connected in the Northeast.



VALUES



Innovation: Motivate yourself by bringing the future into the present.

People: Believe in people, in their capacity for development and achievement.

Cooperation: Develop team spirit in order to achieve our goals.

Awareness: Know, understand and assist the customers.

Commitment: Be responsible for providing the best service.

Simplicity: Be accessible and transparent in our relationships.

Trust: Have both character and competence.

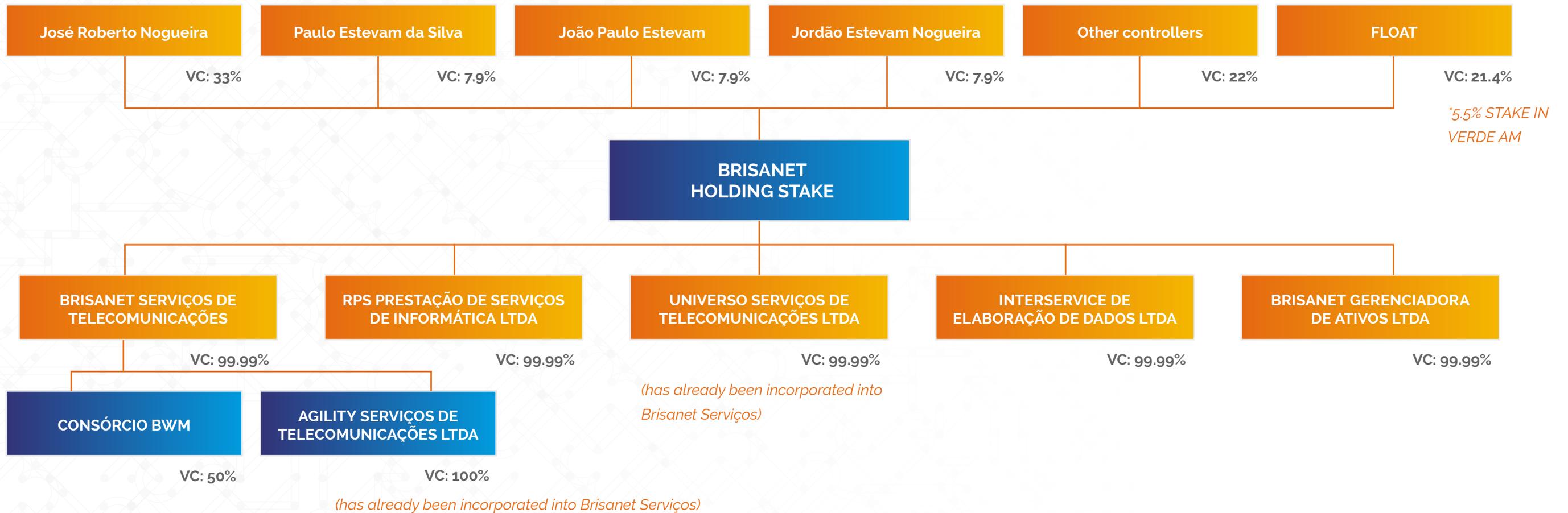
Work: Believe in work as a philosophy of life.

Perseverance: Focus on our mission.

OUR BELIEFS, MISSION, VISION AND VALUES



OUR CORPORATE STRUCTURE



OUR GOVERNANCE

Our corporate governance structure is supported by internal and market policies and regulations to guide strategic investment decisions, business growth, and the creation of value for all stakeholders that interact with our company.

We also have an area that acts as support for the governance bodies: General Shareholders' Meeting, Board of Directors, Committees and Executive Board. The area manages the information between the Company's internal areas and these bodies, aiming to support the discussions, approvals, and formalizations of the topics that are addressed in the meetings.

The main activities of the Governance area are:



Our Board of Directors consists of seven full members, elected by the General Shareholders' Meeting for two-year terms, and is responsible for the management of Brisanet. It establishes the Group's performance guidelines, in line with its strategic objectives, approves the main plans and goals, and monitors corporate performance as well as that of our executives.

The matters addressed by the Board are:

- Approval of the Company's Work Plan;
- Election of Executive Officers;
- Approval and submission to the General Shareholders' Meeting of the Financial Statements and the Management Report;
- Choice of Independent Auditors;
- Approval of Organizational Policies;
- Approval of the Annual Budget.

MEMBERS OF THE BOARD OF DIRECTORS

João Paulo Estevam

Chairman of the Board

José Roberto Nogueira

José Romário Fernandes Pinheiro

João Paulo de Araújo Queiroz

Igor Nascimento Barbosa

Geraldo Luciano Mattos Júnior

Moacy de Freitas Melo

The Advisory Committees study specific topics and assist in the analysis of matters and activities to ensure that business is conducted in such a way as to increase the value of the Company's assets. They have the function of tracking, evaluating, and monitoring the processes developed and the deficiencies found, in search of constant improvements.

The People Committee and the Audit Committee are part of the Advisory Committees.

PEOPLE COMMITTEE

The purpose of this committee is to support the Board of Directors in defining aspects related to the management and retention of professionals. These include: compensation, the development cycle, training, the Profit Sharing Program, the definition of long-term compensation objectives, the appointment of executives to strategic positions, and the succession plan.



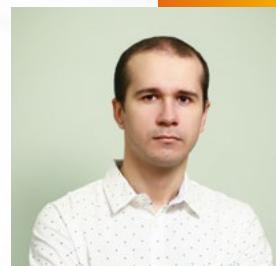
Marcela Abelenda



Moacy Freitas



Pedro Sales*



João Paulo Araújo**

* Until 06/30/2022

** As of 07/01/2022

AUDIT COMMITTEE

It is the only committee provided for in the Bylaws and is responsible for evaluating the planning, execution, and results of the internal audit. It also monitors the accountability of the officers in order to curb or address violations considered serious or to improve internal controls. It reviews internal policies, practices and procedures as well.

In order to identify and monitor the business risks, the Risk area was created within the Committee, at the request of the board members, and its function is to identify all of our risks. We hired a specialized consulting firm for its implementation.

We also have the Investment Committee, which advises the Executive Board, and the Privacy Committee, to assist in the adoption and monitoring of compliance measures and standards related to the protection of privacy and personal data. It closely monitors cases that could constitute a violation of the LGPD or a cyber risk.



"You prioritize those risks that have the highest probability of occurrence and impact. And we follow up on how the areas are monitoring and addressing those risks."

LUCIANA FERREIRA, IR AND STRATEGIC AFFAIRS OFFICER



Geraldo Luciano
Mattos Júnior

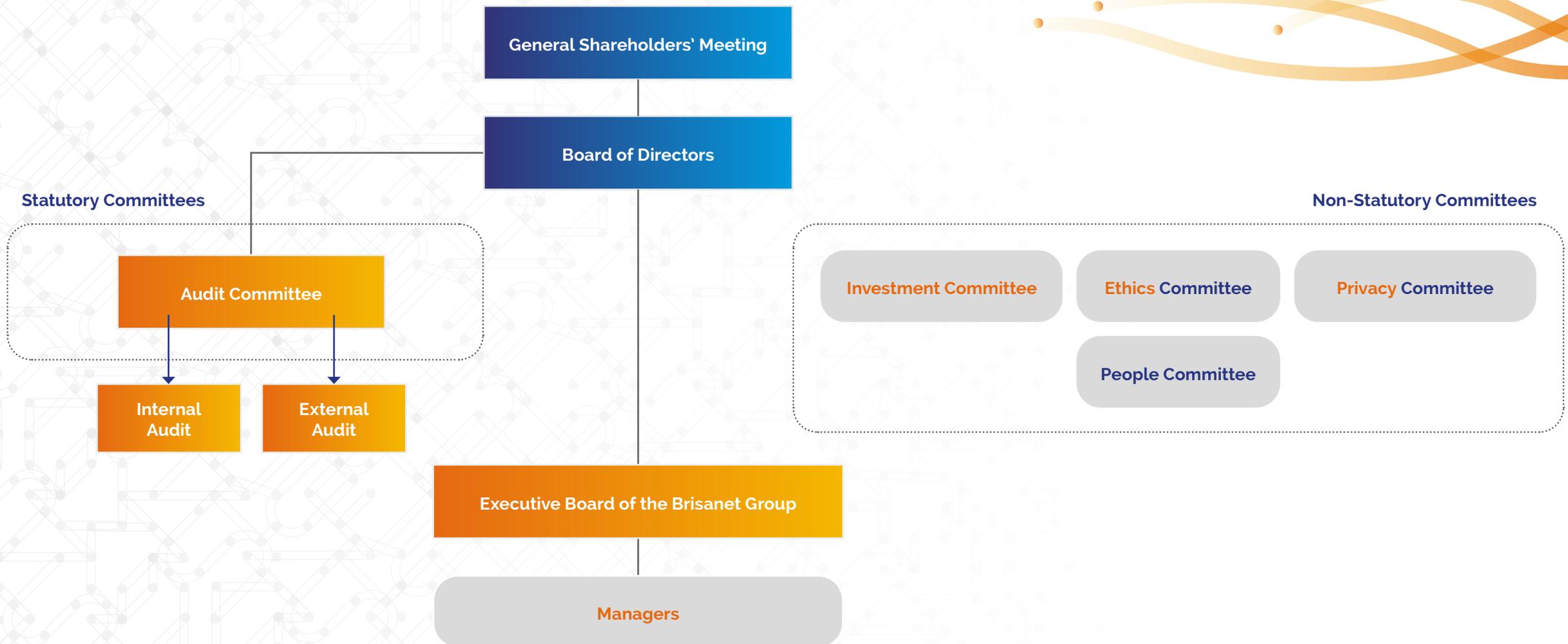


Eduardo Luiz Rota



Eliardo Araújo
Lopes Vieira

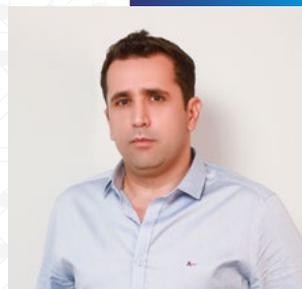
ORGANIZATIONAL CHART



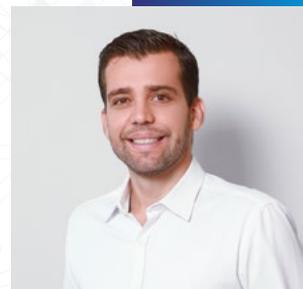
BRISANET EXECUTIVE BOARD



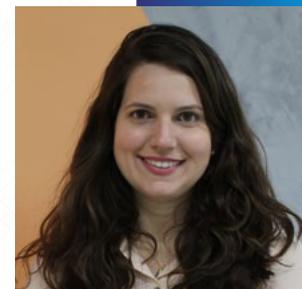
Roberto Nogueira
CEO and Founder



João Paulo Estevam
Chief Operational Officer



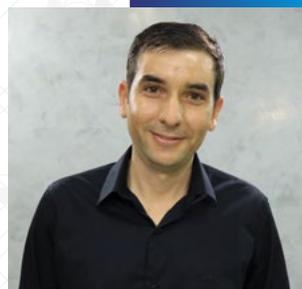
Jordão Estevam
Chief Commercial Officer



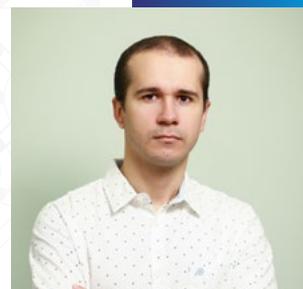
Marcela Abelenda
People Officer



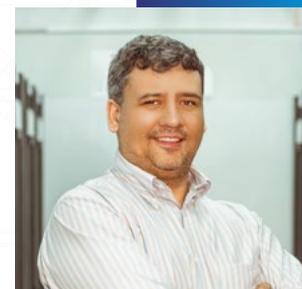
Luciana Ferreira
*IR and Strategic
Affairs Officer*



Romário Fernandes
Chief Financial Officer



João Paulo Araújo
*Controllership Executive
Manager*



Rubens Schner
IT Officer

GOVERNANCE PORTAL

In order to increase and facilitate communication and the exchange of information among Senior Management, we created the **Governance Portal**.

Accessed from any device, the portal provides instantaneous access to materials, meeting minutes, financial statements, policies, procedures, governance reports, strategic planning, and any other documents.

The portal is also a way to ensure information security, as it features bank-grade encryption and even adds a watermark with the user's name on

every page of the meeting ledger. The tool also provides more agility to the preparation process for the meetings, since it allows the corporate governance area to schedule, provide materials, and request votes. And all of this in an indexed and searchable manner, because the information is stored, including attachments and documents. That allows any board member to perform artificial intelligence-optimized searches and quickly find what they need.

It is for the exclusive use of the committees, officers and board of directors and is done by a market company

ETHICS AND INTEGRITY

With the commitment to promote ethics and integrity in the business environment, we are developing continuous actions to comply with the laws, norms, standards and regulations established for our activities, as well as to improve the process of prevention, detection and treatment of non-conformities.

We seek to strengthen and consolidate our standards of transparency, integrity and ethics and to maintain the Group's adherence to the laws and to the regulations and procedures applicable to our

business, ensuring an ethical and responsible posture in all our spheres of activity, in order to strengthen governance, management, compliance and sustainability systems.

The Ethics and Integrity program is a fundamental part in the pursuit of these results and involves four dimensions (see figure to the right).

The program is also a thematic agenda in the company's main corporate meetings, such as those of the Executive Board, the committees, and the Board of Directors.



CODE OF ETHICS

The cornerstone of our Program is the Brisabet Group Code of Ethics, a document that brings together our organization's principles and standards of conduct.

The guidelines established therein express, above all else, the culture and values. That is why all employees, as well as companies, institutions, and people who maintain ties with the Group, receive a copy of the document.

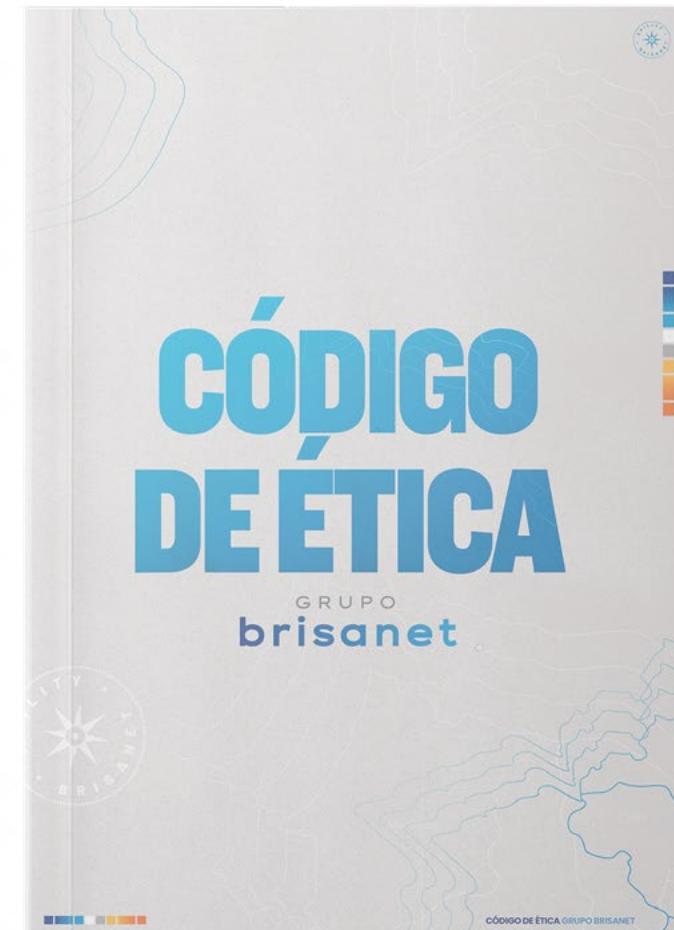
About 95% of the employees participated in the training on the topic, which was mandatory on the Brisa EAD platform.

In 2021, training was held for Senior Management, in which officers were able to understand what issues should be addressed in the Code of Ethics and how to have a more effective Reporting Channel. Employees receive a monthly announcement containing short excerpts of the Code to reinforce their knowledge on the subject. In the area of Governance, we send a monthly Corporate Governance report to all employees, with news on the subject.



“More than 96% of the employees received training on the importance of the Code of Ethics and of following its guidelines. To consolidate this topic, we also sent out communication and performed several actions that strengthened our good practices.”

LUCIANA FERREIRA, IR AND STRATEGIC AFFAIRS OFFICER



CLICK HERE TO READ THE CODE OF ETHICS:

<https://ri.brisanet.com.br/docs/codigo-de-etica-brisanet-2021-05-31-7cfc867b.pdf>

ETHICS CHANNEL

Our Ethics Channel is independent and confidential so that employees and third parties can report any type of violation of the Code of Ethics.

Reports can be filed anonymously, and no retaliation or punishment is allowed for those who file a report in good faith and responsibly.

Once the report is filed, the Ethics Committee is responsible for the entire process. In a secret and confidential manner,

it investigates, adjudicates, and determines the outcome of all complaints received.

The Ethics Channel can be accessed by phone at **0800 591 8826**, Monday to Friday, 8 a.m. to 5:30 p.m., or at any time through the services available by email at the following address: brisanet@canaldeetica.com.br, and also through the Ethics Channel available at the link below.

ACCESS THE ETHICS CHANNEL:

<https://www.canaldeetica.com.br/grupobrisanet/>

POLICIES

To guide our actions, we publish specific policies that seek to translate the Group's day-to-day situations.

Anti-Corruption Policy

Sustainability Policy

Risk Management Policy

Related Party Transaction Policy

Disclosure Policy

Trading Policy

Compensation Policy

Member Nomination Policy

Information Policy

CHECK OUT THE POLICIES:

<https://ri.brisanet.com.br/governanca-corporativa/estatuto-codigo-de-etica-e-politicas/2022>



FUTURE

“We want to evolve the Integrity Program. The goal is that over time our Board will have more diversity and greater external participation,” explains IR officer Luciana Ferreira.

The diversity topic is also on the performance agenda, as well as sustainability, which has a working group to address the subject, meets monthly and already follows all the Governance guidelines, with the formalization of its own and all documents.



WITH MORE THAN TWO DECADES OF HISTORY, WE KEEP ON BREAKING BARRIERS AND CONNECTING PEOPLE. THE ACHIEVEMENTS WE HAVE ATTAINED ARE THE RESULT OF PERSEVERANCE, DEDICATION, ETHICS, INNOVATION, INVESTMENTS IN TECHNOLOGY, AND LABOR QUALIFICATION. HARD WORK OF MANY HANDS THAT HAS CHANGED THE REALITY OF SEVERAL GEOGRAPHICAL AREAS THAT WERE PREVIOUSLY DEPRIVED OF INTERNET ACCESS AND DEVELOPMENT OPPORTUNITIES.



PEOPLE AND THE ENVIRONMENT



BRISANET WAY OF BEING

Our culture is inclusive by nature. Here, differences connect to fulfill the purpose of bringing the world to people.

We welcome the individual above all else, with his characteristics and talents, his stories and his potential. Very diverse people, protagonists, who value respect and inclusion, and want to make a positive impact on the world.

We believe in people and their capacity for self-development and personal and professional fulfillment. Our trajectory proves that **they make a difference and that they are capable of achieving expressive results**, especially if they share the same values and principles that guide us.

“When, at a very young age, I picked my interest and started studying technology, I knew it would only make sense if I applied all my knowledge in my region. This would only be possible by bringing connectivity to the residents. The first step was to invest in people and inclusive technologies. Few people know this, but satellite dishes were largely responsible for the process of social inclusion, especially in regions without access. They gave people access to television and, with it, to newspapers, documentaries, and soap operas. More than two decades ago, Brisagnet had its origin in this inclusion movement, starting with the commercialization of antennas at affordable prices, then internet via radio and innovating with fiber optic technology, always focused on the development of the semi-arid Northeastern region.”

The Brisagnet Group was born with the mission of **“a positive impact on humanity, disseminating knowledge that produces social and technological inclusion”**. The decision to seek this performance, starting from the Northeastern countryside, says a lot about us. We believe that our operation only makes sense if it generates social inclusion and is consistent with the purpose of our founder and CEO, Roberto Nogueira.



SUSTAINABLE OPERATIONS

Our operations are based on the balance of **ESG** aspects and in line with the **Sustainable Development Goals (SDGs)**. As such, we direct all our efforts to strengthen and respect the communities where we operate, valuing people and the local culture, and mitigating the environmental impacts caused by the implementation of our operations.

— *Environmental,
Social and
Governance*

In 2021, we took an important step in this direction and made this commitment even more public with the disclosure of our **Sustainability Policy**. **We have also appointed representatives from the Group to form our first Committee focused on the subject** ([learn more in the Governance Chapter](#)).

**CHECK OUT THE SUSTAINABLE
DEVELOPMENT GOALS (SDGS):**
<https://sdgs.un.org/goals>

CHECK OUT THE SUSTAINABILITY POLICY:
<https://ri.brisanet.com.br/docs/politica-de-sustentabilidade-brisanet-2021-12-18-2440d8fb.pdf>



CONNECTIVITY THAT FOSTERS DEVELOPMENT

Today, our area of influence covers 10 municipalities, located in the countryside of Ceará and Rio Grande do Norte. Cities that are directly impacted by the generation of income and employment, and socio-economic development.

According to data from the Brazilian Institute of Geography and Statistics (IBGE), the North and Northeast regions concentrate the municipalities with the lowest **Human Development Index (HDI)** in the country.

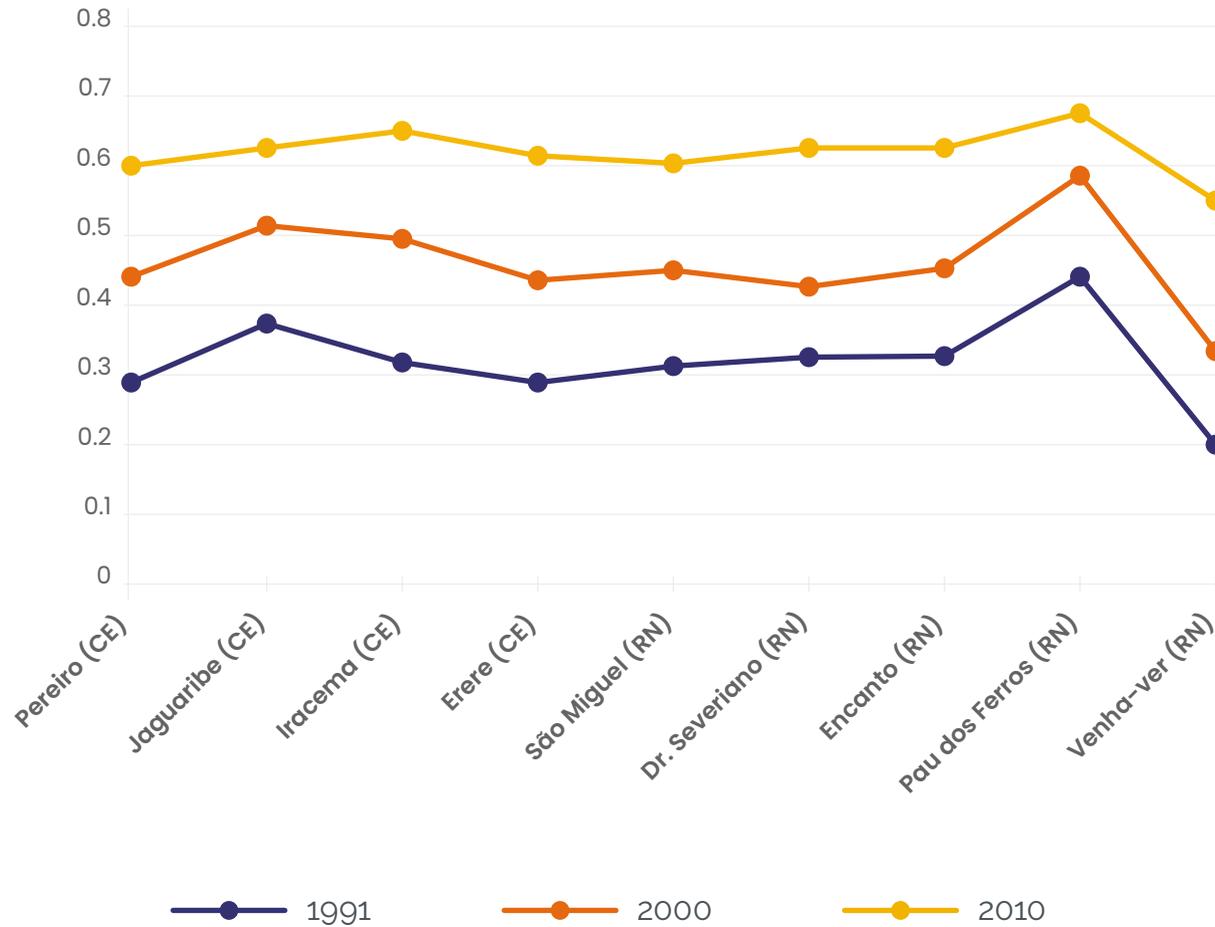
In the case of Pereiro, in Ceará, in 1999, when Brisanet was founded, the municipality had an HDI of 0.3, below the average of the other municipalities in the Northeast. Ten years after our inauguration, the HDI of the municipality had already doubled, a situation similar to that of all the cities in our area of influence.

The HDI is calculated based on three main aspects of the population: income, education and health

BRISANET GROUP AREA OF INFLUENCE MUNICIPALITY OF PEREIRO – CEARÁ



HDI – MUNICIPAL



The same evolution can be measured with regard to per capita income. In 2002, Pereiro (CE) ranked 99th in GDP per capita of Ceará. In 2019, the municipality had already climbed to 8th place.

In the immediate geographical region, the municipality of Pereiro ranks 1st in GDP per capita, and 1st in the state.

ECONOMY

GDP per capita (2019)
BRL \$ 22,783.47

Compared to other cities and towns

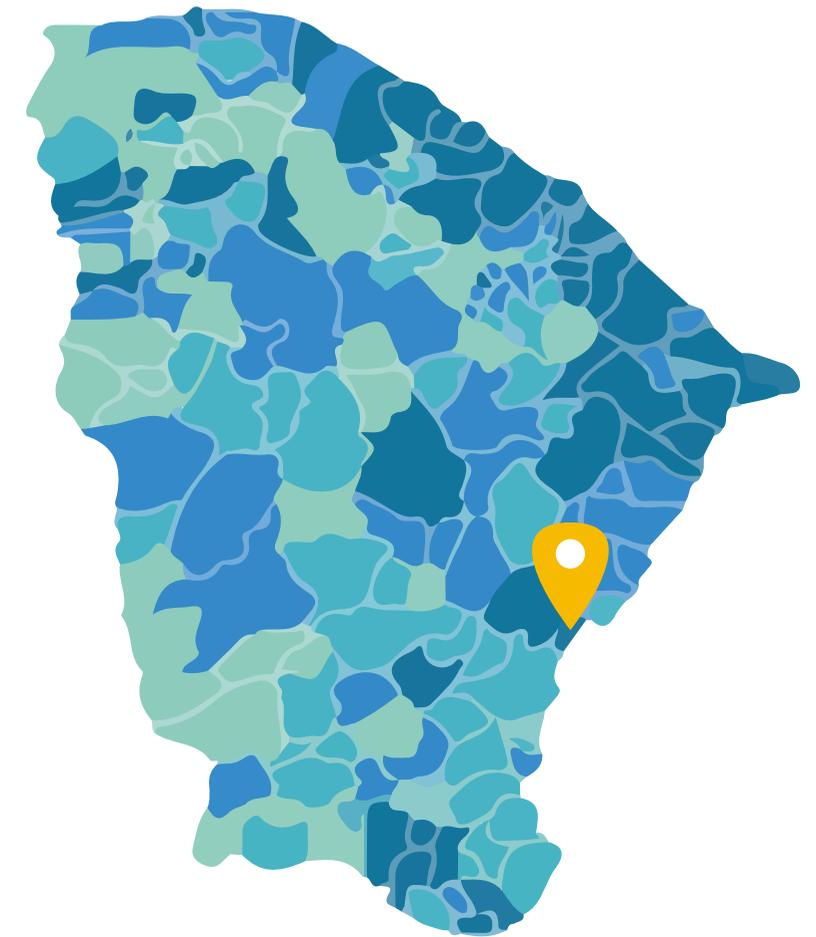
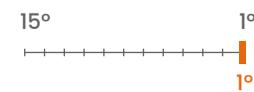
In the country



In the State



In the immediate geographical region



All this development was only possible as a result of our investments in infrastructure improvements, support for education, health, and logistics networks in these municipalities, which generated a virtuous circle and made it possible to attract new services.

Source: IBGE

“Throughout my life, I have been and still am close to the city of São Miguel-RN. I am from there and I have already developed work in the entire micro region that encompasses Alto Oeste Potiguar and the countryside of Ceará. I was able to experience several stages of the region's development, but I can say that with Brisanet we advanced 100 years in 10. The company has had a direct impact on the reality of the city, we now have access to many technologies, we have gone from a culture of public servant jobs to merit-based jobs, the security and self-esteem of the population have increased.”

LOURIVAL DIAS DE QUEIROZ JÚNIOR, RESIDENT AND ENTREPRENEUR IN THE CITY OF SÃO MIGUEL (RN)

PEOPLE, OUR GREATEST ASSETS

Another differential is our focus on developing and hiring local labor. Of our nearly 8,000 employees today, **80% of them are from our region of influence and, of this total, 62% are from Ceará.** We have a young team, about 60% are between 18 and 30 years old, which is very characteristic of organizations that encourage hiring people for their first job, like Brisanet.





**Marcela
Abelenda**

BRISANET HR
OFFICER

“By choosing to remain consistent with our purpose and prioritize hiring local labor, we have a strong focus on people development. We believe in local potential and we bet on people. Many of our employees who started at the base are now in management positions. It's our way of being and doing things.”

**França Reis**INFRASTRUCTURE
MANAGER AND THE
GROUP'S FIRST EMPLOYEE

"I grew up on the countryside of Rio Grande do Norte, in the town of Venha Ver. In 1992, while still in high school, I was selected along with two other students from my school to take a computer course that Roberto had opened in Pau dos Ferros (RN). It was my first contact with technology. Five years later, the opportunity arose to go to São José dos Campos to work with Roberto. I participated in the construction of Brisanet with him, including the name. I grew up here and today I pass on my knowledge to those who are joining the market and who, like me, believe in the dream of bringing connectivity to regions lacking access."

To provide opportunities to new generations, we maintain partnerships in our municipalities of influence with technical and vocational schools.

We have student partnerships and university discounts. Besides this, we are in the process of negotiating partnerships with universities to promote projects. Another initiative is the internships for students at the Pereiro Technical School, universities and federal institutes. In the last two years, 130 students have passed through several areas of the Group.

Currently, we have partnerships and agreements with 16 institutions, whether on-site, hybrid, or distance learning, covering discounts of 10% to 60% on the tuition.

They include: UNP, UNVS, UNIESP, UNOPAR, PITÁGORAS, UNIPLA, UNIPÊ, FAOP, ESTÁCIO, FACULDADE EVOLUÇÃO – FACEP, UNIFOR, CEPEP, PECEGE – USP, UNIASSELVI and PUC-RS.



In 2021, we doubled the number of employees: we hired an average of 400 per month. One of the major challenges in this expansion was to transmit our culture and develop the team within the same expectation of excellence that we practice with our customers and that has led us to be recognized as one of the best operators in the country.

Furthermore, we have always encouraged employees to exchange knowledge and experience within the teams, thus stimulating internal training as part of our daily routine. With the expressive growth of the last year, we had to expand our distance learning (EAD in Portuguese) training platform and create development tracks for each employee. In 2021 alone, our employees participated in more than 200,000 hours of training.+

We also invested in training our team of leaders and carried out specific and practical training for the technical area. The expectation for 2022 is to continue investing in training, which is why we are working on a Corporate University project and structuring a development track about 5G for most of our team.



“Brisa has become a factory of opportunities, with endless possibilities for professional development through platforms for development and continuous learning. A gain for the people and the economy of the cities where it operates.”

Flávio Franco

BRISANET B2B
COMMERCIAL
MANAGER

ENGAGEMENT AND WELCOMING

Because we are a company that believes in development, we maintain a policy of valuing our employees. In 2021 alone, we made about 800 internal promotions through our **Internal Recognition Program** defined based on our values.

The main objective of the recognition program for good practices is to recognize the deliveries of our employees, through attitudes/behaviors, using our values as a reference for recognition. With this, we encourage more creative, collaborative, and committed teams in the search for results, through practices that add value to the area and the organization.



Buttons with seals assigned to employees as recognition

OUR VALUES:



Innovation
Motivate yourself by
bringing the present future



People
Believing in people, in their ability to
develop and achieve



Cooperation
Develop team spirit in order
to achieve our goals



Understanding
Know, understand
and serve customers



Perseverance
Focus on our mission



Commitment
Take responsibility for providing
the best service



Confidence
Have character and confidence



Simplicity
Be accessible and clear
in our relationships



Job
Believing in work as a
philosophy of life

Recognition and appreciation are also guidelines for our endomarketing actions. In 2021, for example, to appreciate our female employees, we held the Mulheres de Fibra (Women of Fiber) campaign, which aimed to recognize and share the stories of the women who are part of our Group's daily routine.

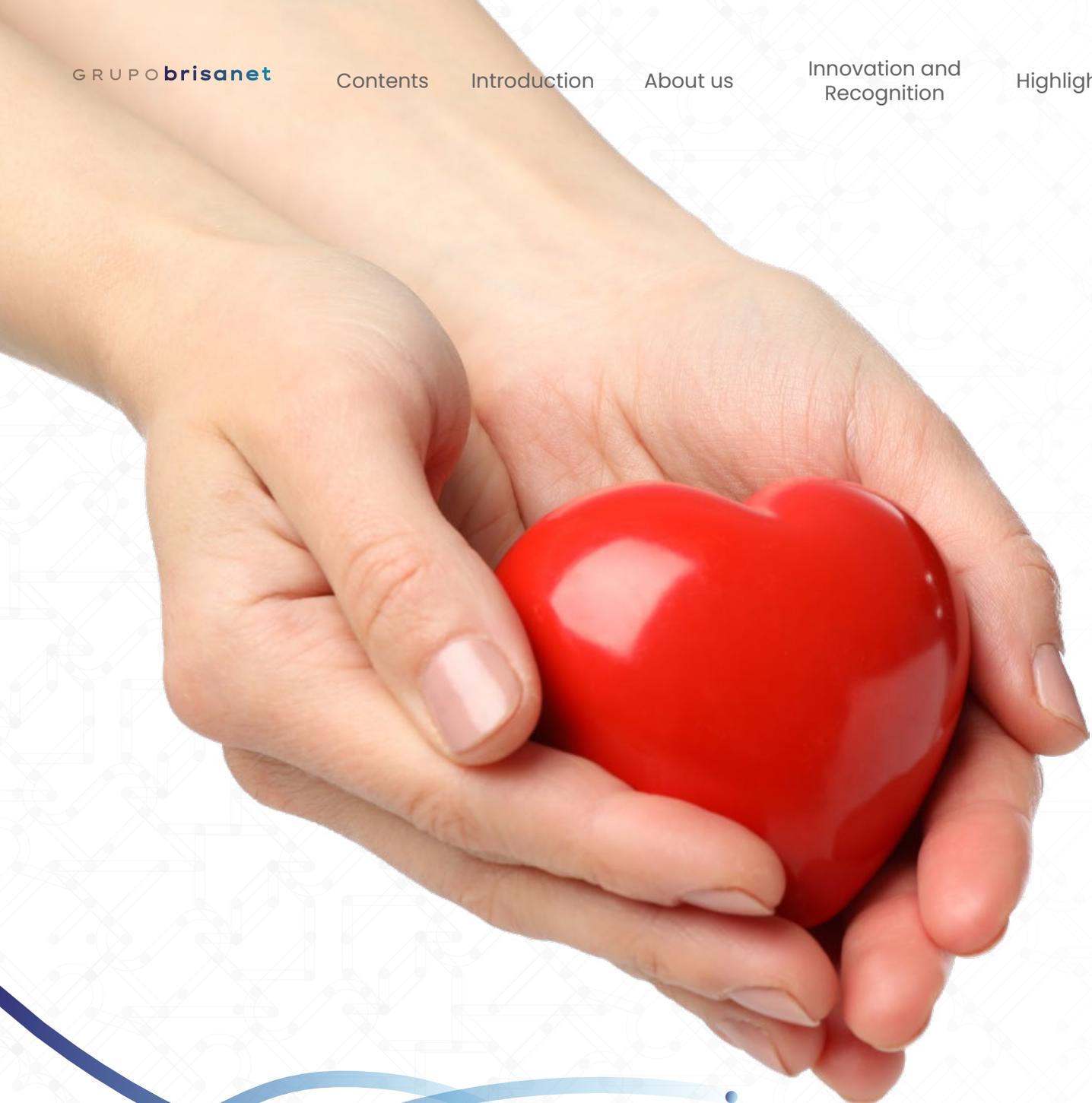
As part of the actions to strengthen our culture, we launched the **Engaja Project**, which aims to organize and democratize the Brisnet Group's social campaigns through volunteer actions. The Project is based on eight pillars, aligned with our values: encourage, help, donate, welcome, be kind, reap, thank, and sow.



The first action of Engaja was the **“Together Against Hunger” Campaign**. The action was idealized by our team of volunteers who, through food donations, sought to mitigate the critical scenario of many underprivileged families in our area of influence affected by the consequences of the Covid-19 pandemic.

In eight months, we collected **more than 5,000 items**, providing for the distribution of **280 staple food baskets** to institutions in the cities of Pereiro (CE) and São Miguel (RN).





Another highlight of Engaja was the **Blood Drive**, carried out in partnership with the blood center in Pau dos Ferros (RN). The proposal was to improve the municipality's blood bank during the pandemic. The initiative mobilized 27 volunteers and benefited about 104 people with donations. See more support initiatives during the pandemic in [Fighting Covid-19](#).



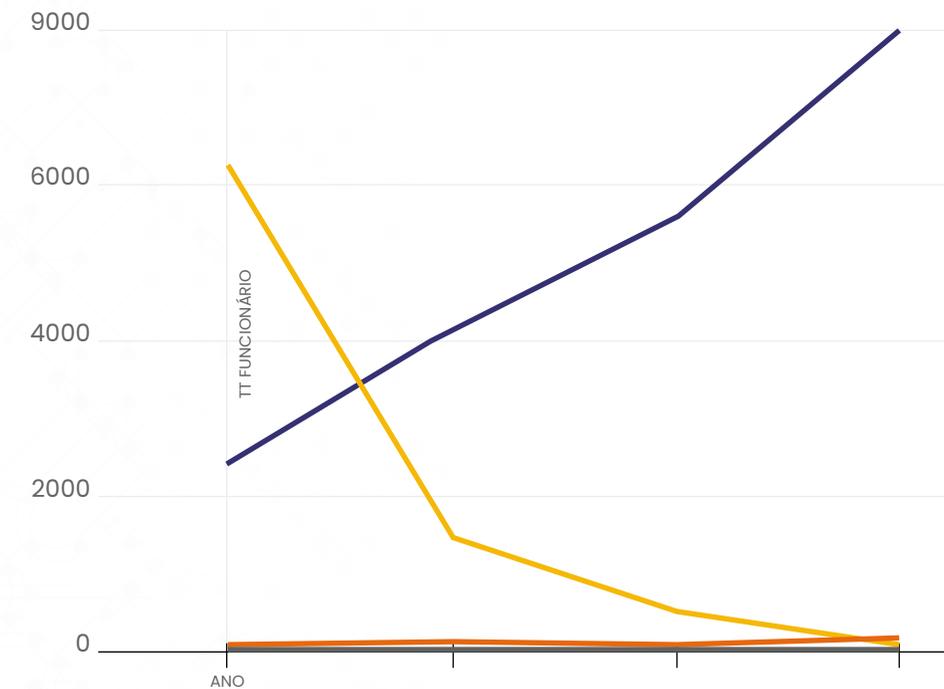
HEALTH AND SAFETY ALWAYS COMES FIRST

Our sustainable performance also involves ensuring the health and well-being of our employees. We invest in actions to improve the quality of life and in compliance with the labor legislation in force. In a year marked by a significant increase in our internal team, we had to strengthen actions in this regard through programs, training, and awareness campaigns. We also intensified the safety inspections conducted

in the field, which have also contributed to raising awareness and strengthening the safety culture. In 2021, we conducted **9,808 safety inspections**, about **20% more than the previous year**.

All these efforts have positively contributed to our numbers, with a significant reduction in our accident figures compared to previous years.

GROWTH VS. TYPICAL ACCIDENTS

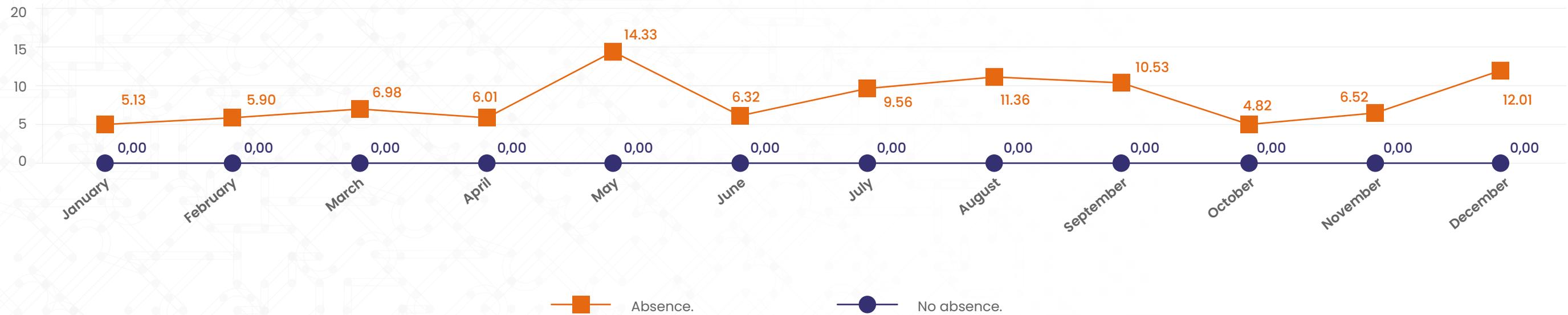


YEAR	2018	2019	2020	2021
TT EMPLOYEE	2440	4167	5593	7951
N Accidents	68	108	64	143
FREQUENCY RATE	22.64	9.12	5.66	8.29
SEVERITY RATE	6341.00	1472.08	534.94	95.56

It is an estimate that can provide excellent parameters of the efficiency or inefficiency of the company's occupational health and safety management if done regularly. It is calculated from the number of lost time accidents times one million, divided by the total number of Manhours Worked (of exposure to risk) in the period (year), and is established by the International Association of Industrial Accident Boards and Commissions (IAIABC/ ILO) and Mtb Ordinance 3214/78. ABNT NBR 14.280

In 2021, we also improved in our **frequency rate indicator** and did not record any fatal accidents.

MONTHLY EVOLUTION 2021 FREQUENCY RATE



“To manage the safety of our employees and reaffirm our commitment to their health, we have adopted the Risk Management Program (PGR in Portuguese), a set of actions that aim to prevent, minimize, and monitor workplace risks, according to regulatory standards. In the health area, we launched the Occupational Health Medical Control Program (PCMSO in Portuguese), which conducts prevention, screening, and early diagnosis of work-related health damage.”



Ranyere Leite,

MANAGER OF SPECIALIZED SERVICES IN SAFETY ENGINEERING AND IN OCCUPATIONAL MEDICINE (SESMT IN PORTUGUESE)



This work is done by SESMT, in partnership with the Internal Commission for Accident Prevention (CIPA in Portuguese), in addition to the unit managers and the firefighting team.



One of the main actions to encourage the adoption of safe behavior is the Weekly Safety Dialogues (DSS in Portuguese), which address issues relevant to safe practices for activities to be taken in each type of situation. In 2021, we **held 2,340 DDSs** with the field teams.



SESMT Team
at the Headquarters

CIPA

We have 12 Internal Commissions for Accident Prevention (Cipa in Portuguese), which act as a channel for employees to contribute to managing safety issues. In 2021, with the increase in our staff, we trained 106 Cipa members (among elected, appointed, and substitutes) on the regulatory standards and accident prevention.



INTERNAL WEEK ON WORKPLACE ACCIDENT PREVENTION (SIPAT IN PORTUGUESE)

In a year still marked by the consequences of the Covid-19 pandemic, we took advantage of the Internal Occupational Accident Prevention Week – Sipat, held in March, to reinforce important precautions to fight the virus. Another important topic in the routine and addressed in the event was the prevention of accidents on the way to work. The program also included lectures and testimonials, as well as the dissemination of various awareness materials, challenges, and workplace exercises.



TRAINING

Safety is one of the main focuses of our Development Program. That is why we are always looking for the best ways to ensure the physical integrity of employees. In 2021, 2,791 employees participated in safety training, and we are expanding our training and qualification centers from 9 to 15 by the end of 2022. Safety training included the course on NR10 and NR35 (1,974 employees), NR10 and NR35 (724 employees), NR18 (30 employees), NR18 (25 employees), and NR35 (38 employees).



FIREFIGHTING TEAM

In 2021, 492 firefighters were trained to know how to react in several situations, such as fire outbreaks and to provide assist in cases involving the need to administer first aid. They all received certificates.



RETRAINING

In order to update our employees on the Ministry of Labor's Regulatory Standards (NR 10, NR 35, and NR 18), we held training and retraining sessions for about 900 technicians.



HEALTH, WELL-BEING AND QUALITY OF LIFE



In addition to safety measures in the work environment, we support the health and welfare of our employees and their dependents.

The outpatient clinic has audiometry booth, complete stretcher, nebulizers, bioimpedance scales, automatic external defibrillator, electrocardiograph, among other first aid materials

This care is reflected in the new **outpatient clinic**, which was structured and equipped to provide emergency care as well as consultations. Managed by the Specialized Services in Safety Engineering and Occupational Medicine (SESMT), the space was created to promote employee health and safety, contribute to quality of life and reduce the percentage of absenteeism.

We also provide a healthcare plan for all employees, extended to their descendants and spouse, with access to the procedures defined by the National Health Agency (ANS) and with regional or national coverage. We conduct medical examinations to ensure they are fit and healthy for their jobs. In partnership with Unimed Ceará, we checked blood pressure and blood sugar, aiming to map the possible cases of hypertension and diabetes.

AWARENESS THAT STARTS AT IN-HOUSE

Raising awareness about important issues, which directly impact the quality of life of our employees and their families, is one of our main focuses within our internal communication. In 2021, we intensified the actions with an annual campaign calendar.



WHITE JANUARY

This month is dedicated to mental health care and we promoted actions to support the cause. We conducted online activities with challenges, as well as on-site and virtual rounds of talks, in order to disseminate information and raise awareness about mental health among employees.



PURPLE AUGUST

This initiative, inspired by the Maria da Penha Law, raised awareness among employees about aggression against women. On a weekly basis, several informative banners were disseminated to combat this type of violence.



YELLOW SEPTEMBER

In the month dedicated to suicide prevention, we promoted an awareness campaign about self-care and mental health. Throughout the month, we released messages, informative e-mails, and also promoted an online lecture on the topic "Self-care as a vector of emotional health", given by psychologist and HR employee, Pedro Atuan.



PINK OCTOBER

In partnership with Unimed Ceará, we took several actions to prevent breast cancer. The central message of the campaign was self-care, which is why we adopted the hashtag #EuMeCuido.

The schedule included educational briefings, face-to-face and online chats, breakfast, and the promotion of a workshop on self-care with health professionals. All employees were invited to participate in the lectures and the "Everyone wears pink" action.



BLUE NOVEMBER

In support of Blue November, we ran a campaign about men's health, adopting the hashtag #EuMeCuido. We held a lecture on self-care, followed by an afternoon coffee break. The schedule also included the broadcasting of messages about the basic health care that every man needs to have.



RED DECEMBER

We mobilized our employees to understand and become familiar with the best means of protection against HIV.

H1N1 PREVENTION

In 2021, we immunized about 1,500 employees with the H1N1 influenza vaccine, which helps prevent influenza.



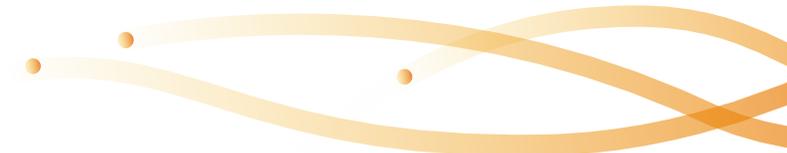
FIGHTING COVID-19

Since the beginning of the pandemic, we have invested in actions to monitor, prevent, and fight the virus. The actions, coordinated by the Management Committee to Fight Covid-19, prioritized the health and safety of employees and their families.

Highlights of the measures include the adoption of home office work, the spaces for hand hygiene, hand sanitizer, respirators, protective masks, self-care guidance, temperature checks at the main office entrance, and the creation of a direct channel between employees and **SESMT**

Body that tracked and monitored the risk group, suspected and confirmed cases of the disease during the pandemic

A total of 480 swab rapid antigen tests were donated to care for the citizens in the municipality of São Miguel. And the same amount was allocated to the municipality of Pereiro.



COMMUNITY SUPPORT

We also took action against Covid-19 in some cities where we operate.

Made of silicone and PVC, it is an assisted breathing helmet for the recovery of patients with respiratory insufficiency and is the result of R&D conducted in Ceará

Pau dos Ferros, Limoeiro do Norte, Pereiro and São Miguel

We donated 31 **Elmo helmets** to hospitals, which are fundamental to avoid intubation of patients, reducing by up to 60% the need for admission to Intensive Care Unit (ICU) beds. Covering the cities of Limoeiro do Norte, Pau dos Ferros, Pereiro, and São Miguel, the initiative aims to help hospitals handle the Covid situation.



City of Altos (PI)

With the support of the Regional Growth Department of Piauí, we performed Covid tests on 13 people, at the Testing Center in the city of Altos – PI. The action was planned and executed in partnership with the Epidemiological Department of the Piauí State Health Department.



São Miguel (RN) and Pereiro (CE)

We donated 480 rapid tests (swab) to the cities of São Miguel – RN and Pereiro – CE, to contribute to the measures to fight Covid-19. SESMT was the sector responsible for delivering 240 units to the health departments in each municipality.





WE SEEK TO WORK WITH THE CONCEPT OF CIRCULAR ECONOMY AND, AWARE OF THE IMPACTS OF OUR OPERATION, WE HAVE EVOLVED IN MITIGATION ACTIONS, ESPECIALLY WITH RESPECT TO THE MANAGEMENT OF SOLID WASTE AND IN CONTROLLING THE OVERLOAD OF PUBLIC SERVICES IN THE COMMUNITIES WHERE WE OPERATE. IN ADDITION, WE SEEK TO MAP THE ENVIRONMENTAL IMPACTS RESULTING FROM ELECTRONIC WASTE AND DEFORESTATION AND EROSION RESULTING FROM THE DEPLOYMENT OF OUR CABLING.

WASTE MANAGEMENT



REVERSE LOGISTICS TO BE IMPLEMENTED

For the management of electronic waste, we started work in partnership with **Circula Brain**, where we monitor the entire chain for the correct disposal of the items and we intend to seek future partnerships with recyclers in the locations where we operate. The cooperatives are located in the major centers: one in Natal and two in Fortaleza. In the rural areas of the states where we operate, we are initiating contact with local recyclable material collectors.

Company works with Think Circular, the world's first Digital Ecosystem for Traceability and Life Cycle Management of Electrical and Electronic Equipment

REDUCTION OF DISPOSABLES

As part of the **Engaja Project's** actions, one of the initiatives carried out in 2021 was a survey of the number of disposable cups used at our headquarters. The internal diagnosis indicated that throughout the year about BRL 3.500 was spent per month to purchase disposable cups. Based on this data, an awareness campaign about excessive disposal was developed, and at the end of the year glass cups were distributed to all employees.

We also worked in all of the Group's units on initiatives to reduce water, paper, food waste, and use of electricity.



UNNECESSARY PRINTING

In addition to mapping the use of disposables, we also observed excessive printing of documents, which increased paper waste. As one of the actions to mitigate this impact, we adopted the use of electronic documents and the practice of electronic signatures, which have the same legal value as the manual signature, guaranteed by Brazilian legislation.



REMOVE IT

For the field staff, we have developed a specific campaign for the removal of surplus or inactive fiber optic cables. The surplus cables are sent for recycling or reused within the company itself.



**INNOVATION IS ALSO
PRESENT WHEN WE TALK
ABOUT IMPACT REDUCTION.
CHECK OUT THE INITIATIVES
DEVELOPED BY OUR
EMPLOYEE TEAM.**



IMPACT MITIGATION



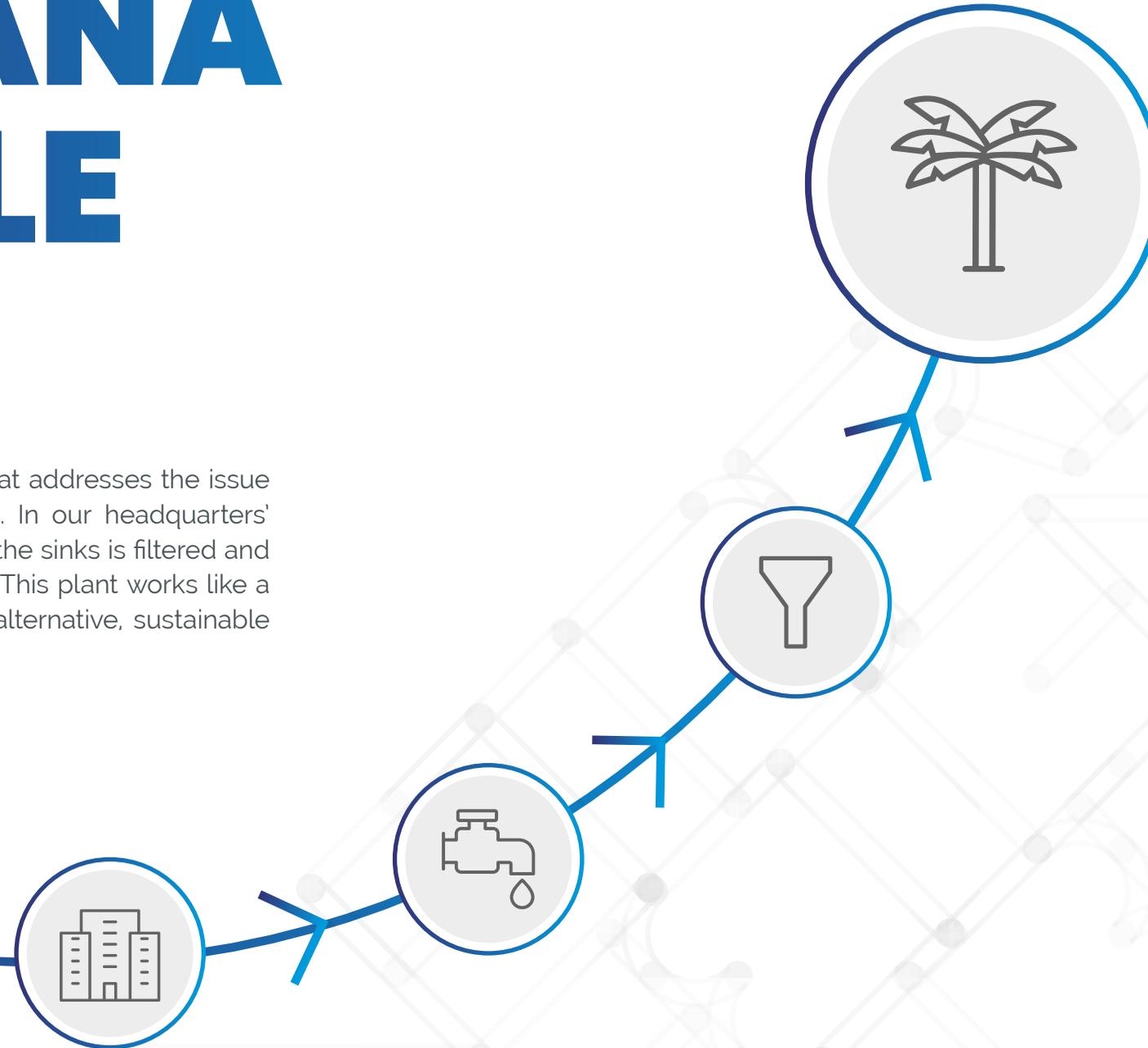
AIR CONDITIONING CONTROL

We developed our own solution for reducing the energy consumption of the air conditioners installed at our headquarters. By means of an automation module, the equipment is turned on and off according to the working hours of each area.



BANANA CIRCLE

This is a permaculture technique that addresses the issue of fat and organic matter disposal. In our headquarters' kitchen, the water discharged from the sinks is filtered and destined for the banana plantation. This plant works like a grease filter, and is considered an alternative, sustainable form of basic sanitation.





FINANCIAL PERFORMANCE



In a year marked by intensifying competition and several travel restriction measures adopted to try to contain the dissemination of the coronavirus, telecommunications infrastructure and digital solutions took on a key role in ensuring the continuity of business and life in society in an unprecedented scenario.

This scenario and the continuous investment in organic growth led Brisanet to present consolidated net revenue of BRL 728.8 million in 2021, a growth of 54.5% compared to 2020. This growth is basically explained by the 35% expansion in the customer base and the ARPU (average gross ticket) of B2C customers, responsible for 94% of the revenues, which grew 5.7% as a consequence of the better sales mix – more expensive plans with higher speed offers.

The Company presented gross profit of BRL 324.3 million, with a margin on net revenue of 45% in the year 2021, compared to BRL 234.6 million and a margin of 50% in 2020. The entry into 24 new cities, 80% of which in the second half of the year, brought an increase in costs – notably personnel, right of way, materials and maintenance, and depreciation – reducing the margin in the period. The increases due to inflation of 10.4% in the year 2021, especially electricity and fuel, also impacted the costs for the period.

“We know that the financial result is also a consequence of what is done in other areas. So, it is up to us, as financial managers, to provide the necessary support for them to be able to implement the appropriate projects and provide the growth we want,” explains CFO Romário Fernandes.

Brisanet's adjusted EBITDA was BRL 271.4 million in 2021, up 30% from that recorded in 2020. The lower growth relative to net revenue growth is due to fixed costs associated with expansion, diluted by a customer base that is still growing. The investment made in 2021 guarantees the growth of the customer base, with little additional funding, for at least two more years.

According to Romário Fernandes, until 2010, the company's growth was financed with own resources. Then, starting in 2015, opportunities began to appear, while still a bit shy, to raise funds via loans and financing, but on a very small scale. In 2017, we had the opportunity through an M&A process. “But we understood that this was not the most appropriate path for the Group, so we continued to reapply the funds generated in the operation itself. In 2021, we were already larger in size and at a more favorable market moment, so we decided to go public,” he explains.





“We came out ahead with the arrival of fiber optics, as our competitors started deploying it as of 2015, 2016. So, as soon as it was seen that this project was viable, the financial institutions got more excited, and asked: ‘Who is this company that is making fiber in the Northeast?’ It’s not that hard to sell a project that’s going well.”

ROMÁRIO FERNANDES, BRISANET CFO

The Initial Public Offering (IPO) was the highlight of the year, boosting our possibilities for growth and development, along with the issuance of debentures and the acquisition of 5G technology in the Northeast and Midwest.

“Internally, we trained our Finance department and brought in new people with market experience. In addition, our balance sheets are being audited, the indicators monitored, and we are still consolidating our treasury and receivables policies,” says Romário Fernandes.

We recognize the importance of employees knowing the results. So every month, while new people or those who have been promoted are introducing themselves, we talk about our numbers and goals. The broadcast happens via link, on a private YouTube channel.

FUTURE

The focus now is on the implementation of the 5G technology and the construction of infrastructure to take quality internet to all cities in the Northeast and Midwest. To that end, we expect to invest about BRL 3.5 billion over the next three years in actions that will allow the development of digital solutions and improvements in the areas of health, education, among others.

In addition, we already have a schema-tized investment plan for the coming years, detailing where to invest, what for, and where the funds will come from.



Gross revenue in 2021:

BRL 841.6 million



Net revenue in 2021:

BRL 728.8 million



EBITDA

Adjusted in 2021:

BRL 271.4 million

Earnings before Interest, Taxes, Depreciation and Amortization – measure used as an indicator of operational profitability

NUMBERS



Investments in 2021:

BRL 1 billion



Shareholders' Equity:

BRL 1.3 billion

CLICK HERE TO SEE OUR CONSOLIDATED FINANCIAL INFORMATION:
<https://ri.brisanet.com.br/informacoes-financeiras/resultados-trimestrais>

2021 Sustainability Report Brisanet:

Coordination: Institutional communication

Content production and graphic design: BH Press Comunicação

Photos: Brisanet archives. All images produced especially for this report, during the pandemic, were made following health protocols to protect participants' health.

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<https://www.brisanet.com.br/>



GRUPO
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