

ITAÚ UNIBANCO HOLDING S.A.

CNPJ 60.872.504/0001-23

A Publicly-Held Company

NIRE 35300010230

ANNOUNCEMENT TO THE MARKET

Itaú Unibanco Holding S.A. (“Itaú Unibanco” or “Company”) informs its stockholders and the general market that its Board of Directors has approved the proposal for an intragroup corporate restructuring aimed at the merger of IUPP S.A. (“IUPP”) into the Company (“Transaction”).

IUPP is a wholly owned subsidiary of Itaú Unibanco and, as a result of the Transaction, all activities currently carried out by IUPP will be transferred to the Company. Its activities include the management of a loyalty and rewards program and of an electronic platform for the intermediation of products and goods offer by third parties, as detailed in the Management’s Proposal disclosed as of this date on the Company’s Investor Relations website, as well on the websites of CVM and B3, regarding the Extraordinary General Stockholders’ Meeting to be held on October 31, 2024 convened to resolve on the Transaction.

The merger of IUPP with the consequent dissolution of it and absorption of its activities by Itaú Unibanco is aligned with the streamline of the Conglomerate Itaú Unibanco resources use and optimization of its structures and business, aimed at providing greater efficiency and synergy of the activities performed.

Lastly, we should clarify that given the absence of minority stockholders in IUPP and considering that IUPP is a wholly owned subsidiary of Itaú Unibanco: (i) there will be no exchange ratio or capital increase in the Company; (ii) the rules regarding withdrawal rights from dissenting shareholders will not be applicable; and (iii) the Transaction will not result in financial impacts for the Company.

São Paulo (SP), September 30, 2024.

GUSTAVO LOPES RODRIGUES
Investor Relations Officer