

Brand Policy

Updated September 27, 2023

The Board of Directors of NEOENERGIA S.A. (the “**Society**”) is vested with the powers to prepare, assess and review the Society’s Governance and Sustainability System on an on-going basis and, specifically, to approve and update, the corporate policies, which contain the guidelines governing the conduct of the Society and of the societies that comprise the Group, for which the Society is the controlling entity, within the meaning established by law (the “**Group**”).

In the exercise of these powers, and within the legal framework, the Bylaws, the guidelines and rules of action in which the *Purpose and Values of the Neoenergia Group* are materialized, as well as its sustainable development strategy, The Board of Directors approves this Brand Policy (the “**Policy**”).

1. Purpose

This Policy aims to protect and add value to Neoenergia Brand and establish basic principles of conduct allowing all the societies comprising the **Group** use it as a lever that contributes to its reputation and to the success of the businesses carried out.

2. Scope

Within the limits established by law, this *Policy* applies to all the societies comprising the Group, to related foundation entities, as well as to non-Group affiliates over which the Society has influence on the management

3. The Brand Neoenergia

Neoenergia Brand is a trademark registered in the INPI - National Institute of Industrial Property, consisting of a written part (the word "Neoenergia") and a graphic part (represented by a leaf, a drop and a flame positioned in the upper part of the word Neoenergia - the icon of Iberdrola logo), and which drawings and adaptations are governed by the *Neoenergia Brand Use Guide*.

Neoenergia Brand belongs to the Society, ensures the brand's visual identity, values and attributes, and constitutes one of its strategic assets on the economic, social, environmental, and corporate governance fronts, it is a hallmark of the Society’s identity and the main symbol of the *Purpose and Values of the Neoenergia Group*.

Neoenergia’s brand must always be accompanied by the figurative and corporate brand, represented by a leaf, a drop and a flame, belonging to Iberdrola S.A., whose use, granted to Neoenergia’s under a brand license agreement, translates and is consolidated in the adoption and embracing of standards, methods, principles, values and practices of excellence of that group, recognized worldwide, which allows Neoenergia to benefit from advantages arising from the intangible value of said corporate brand as well as to

access qualified financing sources, resources and suppliers, all as a result of the better perception of the market and stakeholders in general.

As a hallmark of identity, Neoenergia brand is a key element in the corporate strategy of the Society and all the other societies in the Group. As the symbol of the *Purpose and Values of the Neoenergia Group*, it is a means for creating value that can be used by all societies of the Group, thus contributing to the success of its businesses.

All Group's societies shall ensure that Neoenergia brand and the icon of Iberdrola logo are in compliance with the principles set out in the *Purpose and Values of the Neoenergia Group*, and thus to its commitments to the maximization of its social dividend, the sustainable creation of value, the improvement of quality of life, the safety of people and energy supply, protection of the environment and customer focus.

In addition, for the Society, Neoenergia brand contributes in terms of bidirectional interaction with its shareholders, to foster involvement of them as well of its Stakeholders in social life, to consolidate the sense of belonging and to help align its interests with those of the civil society.

4. Use of the Brand

The Society may license the use of Neoenergia brand and the icon of the Iberdrola logo to all societies comprising the Group and to the institutional entities connected thereto. All authorized licensees shall be required to comply with the provisions of this *Policy* and, if applicable, any corresponding brand licensing agreement implementing the terms and conditions for using Neoenergia brand and the icon of the Iberdrola logo. The Society may authorize the use and assign Neoenergia brand, as well as the icon of the Iberdrola logo, while the Group is under Iberdrola's shareholding control.

The societies comprising the Group may use Neoenergia brand evenly and according to the criteria of the *Neoenergia Brand Use Guide* in force at any time, as well as with the clauses of the relevant brand licensing agreement on quality control.

Any use of Neoenergia brand that differs from the provisions of the *Neoenergia Brand Use Guide* must be previously authorized pursuant to the provisions of said guide.

Neoenergia brand may form part of the trade names and logos used by the Group's societies in carrying on their businesses.

Societies of the Group shall ensure that such use of Neoenergia brand does not give rise to confusion regarding their own identity and corporate independence. Likewise, the use of Neoenergia brand may not give rise to confusion or conflict with Iberdrola brand.

For these purposes, except in the cases authorized by Neoenergia Brand Use Guide, all the Group's societies (except the Society itself) that use NEOENERGIA brand shall use it together with their own distinctive name. The societies comprising the Group shall adopt, in any case, a distinctive corporate name and brand to differentiate them as independent entities belonging to the Group. In such instances, the relevant brand shall belong to each publicly-held society.

5. Ceasing use of the brand

The societies of the Group shall cease to use Neoenergia brand, including the use thereof in their own trade name or corporate name, as well as the icon of the Iberdrola logo and the corporate colors, in the situations specified in the corresponding license agreement and, in any case, if the brand's use could pose any reputational risk to the other societies in the Group or the Iberdrola Group or when the society no longer belongs to the Group or Neoenergia ceases to be controlled, directly or indirectly, by Iberdrola S.A.. The same principles will also be applied in Neoenergia Institute, linked to the Neoenergia Group.

In this latter event, when there are circumstances that so warrant, the Society may authorize societies that no longer belong to the Group to use Neoenergia brand on a temporary basis.

6. Protection of the brand

The Group's societies shall take the actions required to protect and add value to Neoenergia brand, seeking effective protection of the Society's rights thereto throughout the world and in all areas in which the Group's societies are or expects to be present, particularly including the Internet and social media.

The societies and Neoenergia Institute, which are linked to the Group, may not directly or through third parties request and/or register trademarks, trade names, domain names, social profiles or any other distinctive mark that is identical or similar to Neoenergia brand without the Society's prior approval.

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This Policy was initially approved by the Board of Directors on July 19, 2018 and last updated at the Board of Directors' Meeting held on September 27, 2023.