

PRESS RELEASE

Padtec celebrates a significant increase in its customer loyalty index

Campinas, São Paulo, January 22nd, 2024 - PADTEC HOLDING S.A. ("Padtec" or "Company", B3: PDTC3), a leading manufacturer of optical transport systems, begins the year celebrating an important result achieved in 2023: the significant increase in its customer loyalty index, measured by research carried out based on the Net Promoter Score (NPS) methodology. The Company achieved an NPS index of +77, representing a significant increase compared to 2022 – when the NPS was +55 – and the highest historical level since the survey began to be administered in 2017.

In addition, the result places Padtec in the Excellence zone, according to the NPS interpretation ranges. In 2022, the Company's classification was in the Quality zone, which encompasses NPS rates of +51 to +75. At +77, the level of customer loyalty to Padtec's products and services jumped to the highest level, the Excellence zone (which goes up to +100).

Conducted by Maena Analytic Intelligence, an independent company specialized in data analysis and competitive intelligence, the research took place between September and November and included the participation of representatives of the Company's clients – mainly Internet Service Providers (ISPs), telecommunications operators and utilities – from Brazil and Latin America, who purchased from Padtec in the last 12 months.

Among the positive attributes highlighted by customers who participated in the research the agility and good commercial service (pre-sales), the technical quality of the Training Center, and the commercial policy (delivery time, prices, financing, and flexibility in negotiations) stand out. In addition, the diversity of the hardware portfolio and its functionalities, the quality of the management system, and technological evolution were important attributes that weighed in on the general evaluation by Padtec's customers, contributing to the increase in the loyalty index.

"The research showed that we are on the right path, by reinforcing our position of commitment to the success of our customers and investing increasingly in the technological evolution of our solutions and in expanding our service portfolio", states Carlos Raimar Schoeninger, CEO and Investor Relations Officer at Padtec. "The flexibility to meet customer needs, both from a commercial point of view and the offering of products and services, is undoubtedly an important differentiator for Padtec that was recognized in this research", he concludes.

About Padtec (www.padtec.com.br)

Padtec is a Brazilian multinational company that strives to bring high-capacity connections to life throughout Brazil, the Americas, and around the world. From the small town to the bustling metropolis. For every person, for every type of business. With over 20 years of history, we are honored to work together with our customers to offer services capable of bringing people together. Through this collaboration and living and breathing technology, we go where no one else goes. We venture to use our knowledge to design new futures and keep up with a world in constant evolution. This is our way of leveraging connections to create new realities.

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