PO-GN.06-004 Communication and Engagement with Stakeholders	*Edition* 5.0	*Effective Date* 10/23/2025

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1 INTRODUCTION

1.1 OBJECTIVE

To establish guidelines for integrated, strategic, and participatory communication between AXIA Energia and its relationship audiences, through the discipline and consolidation of communication practices that ensure institutional coherence, openness to dialogue, and credibility, so as to strengthen its reputation as an innovative, transparent company committed to creating sustainable value aligned with its strategic direction and good corporate governance practices.

1.2 SCOPE

This policy applies to all areas of AXIA Energia, with special attention to those that maintain direct or indirect contact with stakeholders, such as clients, the press, investors, professionals, partners, communities, regulatory and oversight bodies, governmental and institutional relations institutions, and other strategic stakeholders.

2 REFERENCES

2.1 Law No. 6,404, of 15 December 15, 1976 (Brazilian Corporations Act – Lei das Sociedades por Ações).

2.2 Law No. 8,078, of 11 September 11, 1990 (Consumer Defense Code – Código de Defesa do Consumidor).

2.3 Law No. 9,279, of 14 May 14, 1996 (Industrial Property Law – Lei de Propriedade Industrial).

2.4 Law No. 9,610, of 19 February 19, 1998 (Copyright Law – Lei de Direitos Autorais).

2.5 Law No. 12,965, of 23 April 23, 2014 (Brazilian Internet Civil Framework – Marco Civil da Internet).

2.6 Law No. 13,146, of 6 July 6, 2015 (Statute of Persons with Disabilities).

2.7 Law No. 13,709, of August 14, 2018 (General Personal Data Protection Law – LGPD).

2.8 Sustainable Development Goals (SDGs) (ODS), of the United Nations Development Programme (UNDP).

2.9 United Nations Global Compact (UN).

2.10 UN Guiding Principles on Business and Human Rights (UNGPs).

2.11 Legislation and regulations applicable to the Brazilian electricity sector and the capital markets.

2.12 Code of Conduct.

2.13 Corporate Bylaws.

2.14 Corporate Governance Guide.

2.15 Energy Trading Policy.

2.16 Compliance Policy.

2.17 Human Rights Policy.

2.18 Policy on Disclosure of Relevant Information and Trading of Securities.

2.19 Policy on Institutional and Government Relations.

2.20 Social Responsibility Policy.

2.21 Sustainability Policy.

3 CONCEPTUALIZATION

3.2 CONCEPTS AND DEFINITIONS

3.2.1 AXIA Energia — Centrais Elétricas Brasileiras S/A and the companies over which it holds direct or indirect corporate control.

3.2.2 Communities — The set of social groups with which AXIA Energia interacts as a result of its activities and projects, promoting initiatives that contribute to sustainable development and the improvement of local quality of life.

3.2.3 Board of Directors (BD) - AXIA Energia's collegiate body responsible for setting the general direction of the company's business, defining its strategic direction, ensuring the proper functioning of governance, risk management and internal control systems, and securing the orderly succession of management.

3.2.4 Executive Board (EB) – Collegiate body composed of the President and Vice-Presidents, which holds specific powers and authorities granted by the Articles of Association and the Board of Directors.

3.2.5 Engagement — An ongoing process of dialogue and active listening between AXIA Energia and its stakeholders, aimed at building mutual trust, informing strategic decisions, and strengthening the legitimacy of the company's actions.

3.2.6 Brand management — The set of strategies and practices designed to strengthen the AXIA Energia brand, ensuring its consistency, credibility, and perceived value. It involves aligning identity, positioning, and reputation, supporting the business strategy and the creation of value for shareholders and society.

3.2.7 Crisis management — Planning, procedures, and preventive and corrective actions, led by senior management and the relevant departments, to prevent, mitigate, and respond to risks that could compromise operations, corporate image, and reputation.

3.2.8 Institutional image — The perception that different audiences form about AXIA Energia based on its practices, results, and forms of communication, directly influencing its legitimacy and market value.

3.2.9 Leadership – Non-statutory directors, managers, executive managers, and other leaders included in AXIA Energia's organizational structure.

3.2.10 Spokespersons — Professionals previously designated and trained to represent the company in interactions with media outlets and other audiences, ensuring consistency in messaging, especially during critical moments.

3.2.11 Professional — For the purposes of this policy, this term is equivalent to the term worker, as described in ISO 45001 – a person who performs work or work-related activities that are under the control of AXIA Energia.

Note 1: Persons who perform work or work-related activities under various arrangements, whether paid or unpaid, on a regular or temporary, intermittent or seasonal, casual or part-time basis.
Note 2: Professionals include both Senior Management, people at managerial level and non-managerial level.
Note 3: Work or work-related activities carried out under the control of the organization may be performed by professionals employed by the organization, professionals from external suppliers, contractors, individuals, agency workers, and other persons, to the extent that the organization shares control over their work or work-related activities, in accordance with the context of the organization.

3.2.12 Stakeholders — Individuals, groups, or organizations that may affect or be affected by AXIA Energia's activities, whose interaction is essential for value creation and the successful execution of the business strategy. Also known as relationship audiences.

3.2.13 Reputation — An intangible asset built over the long term, resulting from stakeholders' perceptions of the company's integrity, credibility, and performance.

4 PRINCIPLES

4.1 To ensure accuracy and timeliness in communication, guided by the truthfulness of information and the promptness of its disclosure, so that stakeholders receive reliable data in a timely manner to support decision-making and strengthen relationships.

4.2 To formulate messages in an accessible, objective, and understandable way, respecting the different profiles of audiences and promoting mutual understanding.

4.3 To reflect the company's ethical values, promoting integrity and accountability in relationships with its various audiences.

4.4 To use resources and channels efficiently, incorporating innovative technologies and practices that broaden the reach and effectiveness of messages.

4.5 To demonstrate AXIA Energia's commitment to sustainable development, fostering dialogue on relevant social and environmental issues.

4.6 To comply with applicable legal regulations, market rules, and the principles of Corporate Governance.

4.7 To promote the recognition, engagement, and development of professionals, strengthening organizational culture and the sense of belonging.

4.8 To build and preserve, in a strategic and proactive manner, the institutional image, contributing to AXIA Energia's reputation as a publicly traded private company that is competitive and committed to generating sustainable value.

5 GUIDELINES

5.1 GENERAL

5.1.1 AXIA Energia must fully comply with the guidelines set out in this policy, incorporating them into the management, planning, and execution practices of communication and engagement activities with stakeholders.

5.1.2 To strengthen trust-based relationships with strategic audiences through consistent communication practices, based on the premise of balancing the institution's interests with the expectations of these stakeholders, as follows:

a) Professionals: to ensure the promotion of pride, engagement, accountability, and a sense of belonging, valuing individual and collective contributions to the company's sustainable performance;
b) Shareholders, Investors, and Market Analysts: to ensure broad, simultaneous, and accurate disclosure of relevant information, strengthening confidence in the business model, capital structure, governance system, performance, and company strategy;
c) Clients: to ensure communication that reinforces confidence in AXIA Energia as an efficient and reliable provider of clean and renewable energy solutions, prioritizing innovation and technologies that enhance customer’s experience;
d) Communities: to ensure the promotion of responsible and lasting dialogue, highlighting the socioeconomic and environmental benefits of the company's operations in the territories where it is present;
e) Society: to reaffirm AXIA Energia's commitment to a clean energy matrix, the security of the electricity system, and its role in the country's development through the advancement of its platform for delivering solutions based on clean and renewable energy;
f) Press and Opinion Leaders: to ensure an ethical and professional relationship, providing consistent, timely, and accessible information that reinforces brand credibility;
g) Suppliers and Partners: to ensure relationships built on trust, integrity, and accountability, encouraging sustainable and innovative business practices;
h) Governments, Parliamentarians and Regulatory Bodies: to ensure ongoing communication about the company's activities and positions through an ethical and professional relationship strategy.

5.1.3 To develop communication plans aligned with the company's business objectives and corporate governance rules.

5.1.4 To expand and maintain the process of managing the brand, institutional image and reputation of the company.

5.1.5 To establish and operate active listening channels, ensuring that stakeholders can interact effectively.

5.1.6 To ensure alignment between institutional, market and operational communication areas.

5.1.8 To define and monitor performance indicators for communication and engagement.

5.1.9 To conduct periodic consultations with stakeholders to identify expectations and material issues.

5.1.10 To mandatorily incorporate lessons learned in relationship management and crisis situations.

5.2 STAKEHOLDER ENGAGEMENT

5.2.1 To ensure that communication with external strategic audiences is conducted by the relevant areas of the company, in compliance with this communication policy, respecting the institutional responsibilities of each department.

5.2.2 To strengthen and maintain ongoing dialogue channels and consultations with strategic audiences, ensuring transparent listening and feedback processes, especially in the communities where the company operates.

5.2.3 To establish and apply differentiated relationship methods, considering the characteristics and expectations of each audience.

5.2.4 To maintain clear, accessible, and timely communication about activities, projects, and results, with an emphasis on engagement and the creation of shared value.

5.2.5 To widely publicize contact channels, including requests, complaint registration, grievances, and suggestions, ensuring timely and effective responses.

5.2.6 To ensure the disclosure of strategic information in an ethical, accurate, and timely manner, in compliance with applicable legislation and good governance practices.

5.2.7 To continuously reinforce the perception of solidity, sustainability, and commitment to long-term results.

5.3 CORPORATE COMMUNICATION

5.3.1 To define and maintain priorities and key messages aligned with the corporate strategy, socio-environmental commitments, and value creation for shareholders, clients, society, and other strategic stakeholders.

5.3.2 To plan, execute, monitor, and evaluate communication campaigns and content, ensuring measurable results.

5.3.3 To promote the integration and optimization of communication resources and actions across the group's companies.

5.3.4 To continuously manage brand, image, and reputation in a consistent manner, strengthening AXIA Energia's position as a leading, sustainable, modern, and innovative energy company.

5.3.5 To anticipate and mitigate potential risks and conflicts through communication solutions.

5.4 COMMUNICATION WITH INTERNAL AUDIENCES

5.4.1 To establish and maintain interactive communication channels that strengthen employee engagement, sense of belonging, and strategic alignment.

5.4.2 To train and support leaders as the primary agents of internal communication, ensuring the expansion of their role as multipliers.

5.4.3 To adopt structured procedures for communicating sensitive topics, mitigating impacts and building internal trust.

5.4.14 To promote the integration of internal events and campaigns, reinforcing ethical values, integrity, and sustainability.

5.5 RELATIONS WITH THE PRESS AND MEDIA

5.5.1 To maintain an ethical, proactive, and credible relationship with national and international media outlets.

5.5.2 To prepare and train spokespersons, ensuring consistency in institutional messages, with special attention to sensitive topics and matters of public interest.

5.5.3 To develop, implement, and monitor media plans and crisis communication protocols (crisis management), in alignment with the company's policy on the disclosure of material information.

5.6 INSTITUTIONAL COMMUNICATION

5.6.1 To spread the company's values, commitments and positioning through campaigns, events and sponsorships.

5.6.2 To develop and implement communication and advertising strategies that reinforce the brand and corporate positioning;

5.6.3 To mobilize and engage stakeholders around the company's vision for the future, commitments made, and strategic goals, objectives, and guidelines.

6 RESPONSIBILITIES

6.1 Professionals

6.1.1 To observe and apply the principles of this policy in their daily activities.

6.2 Managers

6.2.1 To ensure the application of this policy and guide their teams regarding the guidelines established within it.

6.3 Communications Department

6.3.1 To ensure the implementation, updating and maintenance of this policy.

6.4 Communication Teams

6.4.1 To execute actions and disseminate content in compliance with this policy.

6.5 Executive Board (DE)

6.5.1 To approve, supervise and ensure the execution of this policy.

6.6 Board of Directors (CA)

6.6.1 To approve this policy, establish strategic communication guidelines, and oversee compliance with the execution of this policy.

7 GENERAL PROVISIONS

7.1 Communication management is the responsibility of all areas of AXIA Energia, being coordinated by the Strategy, Business Management, Sustainability, Governance, and Communication areas in an integrated and ongoing manner.

7.2 Corporate communication must follow the strategic guidelines of AXIA Energia and be carried out through processes that integrate cross-functional workflows, regardless of the organizational structure of each unit.

7.3 This Policy may be detailed in internal regulations and must be reviewed periodically, keeping pace with business developments, regulatory requirements, and the expectations of stakeholder groups.

7.4 The applicable legal and regulatory provisions related to this subject, as well as the company's specific legal determinations and agreements currently in force, must be observed.

7.5 This policy may be further developed by the management area into other specific regulatory documents, always aligned with the guidelines established herein.

7.6 All regulatory documents and provisions contrary to this policy are hereby revoked, especially the Communication and Engagement Policy with Stakeholders of Eletrobras Companies (POL-02), edition 4.0, approved by DEL-172/2020 of 10/29/2020.

8 EDITION HISTORY

Edition	Name	Doc. and date of approval
1.0	Communication and Engagement Policy with Stakeholders of Eletrobras Companies	08/2009
2.0	Communication and Engagement Policy with Stakeholders of Eletrobras Companies	02/09/2015
3.0	Communication and Engagement Policy with Stakeholders of Eletrobras Companies	05/28/2019
4.0	Communication and Engagement Policy with Stakeholders of Eletrobras Companies	DEL-172/2020 of 10/29/2020
5.0	**Main Changes**	
Scope update focusing on AXIA Energia's positioning as a publicly traded private company; reorganization and detailed breakdown of guidelines by strategic audience and corporate objectives; expansion of concepts and principles; and revision of the References, Conceptualization, and Responsibilities sections, with clearer assignments to the areas involved; updated to reflect new coding and title adjustment.		