



ESG 2026 Report

July 2025 → June 2026

Public Version | Public Version | Aligned with GRI
Universal 2023 and SASB TC-SI

Summary

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"By presenting the 2026 ESG Report, we reaffirm a non-negotiable principle: a sustainability is not a parallel agenda — it is the operating model that sustains our excellence and the long-term success of our business."

Letter from leadership

"In a dynamic global market, the ability to deliver technological innovation with responsibility and regulatory compliance not only enables us to meet these demands but positions us as long-term strategic partners for organizations operating in highly complex environments.

Our impact pillar translates the potential of conversational technology into tangible efficiency gains and digital inclusion. We understand that Blip's greatest contribution lies in democratizing access to essential services, making communication between brands and people more transparent, secure, and equitable."



Roberto Oliveira
Founder and CEO of Blip

The 2026 cycle marks the institutional maturation of our governance. More than formalizing policies, we dedicated this period to building an auditable and transparent data infrastructure. The progressive integration of international sustainability frameworks into our management ensures that our strategic decisions are supported by consistent, traceable metrics connected to our growth strategy.

For Blip, information security and ethics in Artificial Intelligence are not accessory topics; they are the central pillars of our value proposition.

The implementation of rigorous controls throughout the entire lifecycle of our solutions is the guarantee of security and compliance that our enterprise clients demand and trust.

This document materializes our commitment to advancing with transparency, reporting achievements, and signaling paths for evolution with the rigor demanded by the global market. We remain determined to expand our international presence, supported by solid governance, translating corporate responsibility into tangible value for our clients, employees, and investors.

Roberto Oliveira

Founder and CEO of Blip



Executive Preface: Maturity And transparency

Blip operationalizes the ESG agenda as a corporate governance infrastructure that supports global competitiveness.

This document was developed based on the principle of double materiality: we report both the impact of our operations on society and the environment, and the environmental and social topics that influence our financial and product resilience.

We take an active approach to transparency. We recognize that the Company's rapid growth brings challenges in data collection and consolidation.

Therefore, we chose to report our current baseline, accompanied by a technical roadmap that reflects our commitment to the continuous evolution in the precision and depth of our indicators.

Reference Standards:	GRI Universal 2023, SASB TC-SI (Software & IT Services), and the UN Global Compact
Organizational Scope:	Curupira S.A. (Blip) and global operations (Brazil, Spain, Mexico, and USA)
Workforce:	~1,151 global employees.

Commitment to Diversity and Data Integrity

Blip understands that racial and ethnic representation and the inclusion of people with disabilities are essential for a culture of innovation. In this cycle, we prioritized building the data-collection infrastructure needed to ensure the privacy and psychological safety of our employees.

We are refining our anonymization protocols to report these indicators with the precision and ethical rigor that the topic demands, aligning our goals with the market's best practices in people management and inclusion.



1

Governance, AI ethics and security: the pillar of trust



Corporate Governance Structure

ESG governance at Blip is integrated into strategic decision making.

The Executive ESG Committee is a collegiate body responsible for supervising policy implementation and monitoring operational risks.

Committee Composition

Roberto Oliveira CEO	Chair
Paulo Kimura Chief Information Security Officer (CISO)	Information Security and Data Privacy
Sérgio Passos Co-founder & Chief Product Officer	AI Ethics and Product Quality
Graziella Ferreira Director of Accounting and Controlling	Ethics and Transparency in Business
Natália Zeferino Global Director - People & Management	Human Capital
Rafaela Marteleto Pacheco ESG Coordinator	Environment
Mariana Hatsumura VP Marketing	Reputation and Value Governance

ESG Blip 2026 Committee Organizational Chart



Roberto Oliveira

Paulo Kimura

Chief Information Security Officer (CISO)

Sérgio Passos

Co-founder & Chief Product Officer

Graziella Ferreira

Director of Accounting and Controlling

Natália Zeferino

Global Director - People & Management

Rafaela Marteleto Pacheco

ESG Coordinator

Mariana Hatsumura

VP Marketing

Frequency:

Quarterly (minimum of four meetings annually), with the generation of formalized and traceable minutes for internal audit purposes and market due diligence.

1.1

Privacy and Information Security



Privacy And Information Security

As a B2B conversational intelligence platform that handles data from large corporations, legal compliance and cybersecurity form the basis of our digital trust.

ISO 27001 Certification

We maintain our Information Security Management System (ISMS) externally audited and certified (with validity through 2028). The scope covers the full development, delivery and support lifecycle of the Blip platform, encompassing our technical, product, and governance areas. We undergo periodic audits that confirm the ongoing effectiveness of our controls and the mitigation of risks across our assets and operations.

Regulatory Compliance (LGPD/GDPR)

We maintain a continuous program for detecting and responding to security and privacy incidents. All identified incidents were classified, investigated, and remediated in compliance with LGPD/GDPR, with no material incidents requiring mandatory notification to the National Data Protection Authority (ANPD in Brazilian Portuguese).



SASB Sectoral Monitoring

Control Item	Status and Detail (2026 Cycle)
ISO 27001	Current. The annual surveillance audit concluded on May 28, 2026, with no findings reported.
Policy Review (IS)	34/34 documents reviewed and updated (PT, ES, EN).
Policy Review (DPP)	14/14 documents reviewed and updated (PT, ES, EN).

Note: Documents are reviewed annually or as technically necessary.



1.2

Governance and ethics in artificial intelligence





Governance and ethics in artificial intelligence

Blip develops and applies Artificial Intelligence with a commitment to generating innovation responsibly.

Our AI governance has evolved into a model that combines technical guidelines for risk mitigation with strategic supervision by top management, ensuring that ethics is the foundation of our solutions.

AI Governance Strategy and Pillars

At Blip, the Company's evolution in this area is based on fundamental pillars:

01

Practical Guidelines and Risk Mitigation

We maintain active mechanisms to ensure that our AI systems are based solely on the data provided and configured by our clients. We continuously work to identify and mitigate biases through the implementation of guardrails that reduce potential negative social impacts and ensure the reliability of our solutions.



AI Governance Strategy and Pillars

At Blip, the Company's evolution in this area is based on fundamental pillars:

02

Corporate Governance and Senior Management (ESG)

AI ethics is a strategic ESG priority at Blip. The topic is directly overseen by senior leadership through our ESG Committee, ensuring that technological responsibility is at the core of business decisions.

To operationalize this vision, we address this through two fundamental workstream:

AI Governance Committee

Takes a broad, institutional perspective, ensuring general best practices and critically analyzing how the Company adopts and integrates AI into its internal processes and business.

Thematic Group on Ethics, Quality, and Regulation

A workstream dedicated to ensuring product quality and the continuous evolution of our compliance roadmap, aligning Blip with both AI ethics principles and applicable legislation and market best practices.

2

Environmental management and digital technology efficiency





Climate management and emissions inventory

The management of Blip's environmental impact is guided by technical rigor and value-chain mapping.

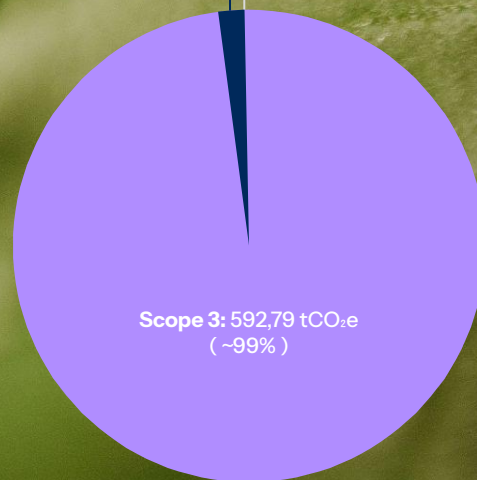
Corporate GHG Inventory (Base Year 2025)

Methodology based on the international guidelines of the GHG Protocol Corporate Standard.

Distribution of GEE Emissions | BLIP 2025 (tCO₂e)

Scope 2 Purchased Energy
7,01 tCO₂e (~1,2%)

Scope 1 Direct Emissions
0 tCO₂e (0%)



Scope 3: 592,79 tCO₂e
(~99%)

Total: 599,80 tCO₂e

Scope 1: 0 tCO₂e
Scope 2: 7,01 tCO₂e
Scope 3: 592,79 tCO₂e



Scope 1 (Direct Emissions): 0 tCO₂e

Blip does not own its own fleet, generators, or sources of refrigerant gas leakage under direct operational control—validating an asset-light operational model.

Scope 2 (Indirect Emissions from Purchased Energy): 7,01 tCO₂e

Result minimized by using the market-based method, which considers the origin and quality of the energy consumed at the headquarters in São Paulo, with preference towards low-carbon sources.

Scope 3 (Indirect Value Chain Emissions : 592,79 tCO₂e

Focus on Materiality

- Category 6 (Business Travel): 457.59 tCO₂e (77% of Scope 3).
- Category 1 (Cloud Computing): 135.19 tCO₂e (23% of Scope 3).
Blip prioritizes cloud infrastructure providers that offer specific market-based emission factors, incorporating renewable energy and energy efficiency into their operations.

Calculated Total Emissions:599,80 tCO₂e**Carbon Intensity: 3.87 tCO₂e/employee/year**

Favorable benchmark compared to the estimated sectoral average for the B2B technology market (5 to 8 tCO₂e/person).

Data Expansion Roadmap*(SASB TC-SI-130a.1)*

The cloud-processing data mapped in this inventory represents 90% of the total data center usage covered in the current cycle.

Categories that have not yet been consolidated —including SaaS licenses and hardware acquisition — are currently being collected. The commitment is to integrate 100% of global cloud servers and systems into the climate inventory for the 2027 cycle.

100%

of integration to the climate inventory: Blip commits to including all servers and global cloud systems in the 2027 cycle.

With the established emissions baseline, Blip begins in 2027 the phase of active management of its climate impact. Environmental coordination will develop an Internal Guide to Climate Best Practices with direct guidance for areas of greatest materiality — with priority focus on Category 6 (Business Travel), responsible for 77% of Scope 3 emissions. The document will structure criteria for decision-making on travel, digital alternatives and compensation, and will serve as the basis for establishing quantitative reduction targets in the 2027 cycle.

Technical note: shared sustainability with clients.

Demonstration of the impact of Blip's technology on third parties environmental goals, reported separately from the corporate inventory to mitigate greenwashing risks.

Blip acts as an accelerator of its B2B clients sustainable digital transition.

The migration of physical communications to intelligent digital channels represents a concrete lever for reducing the environmental footprint of companies in the financial, health, and essential services sectors—with the impact generated directly in each client's value chain, rather than in Blip's corporate operations.

Based on the reference period from April 2025 to March 2026, the platform generated the following estimated environmental efficiency gains in client flows:

Volume of Digitalized Transactions

52.6 million physical invoices replaced by electronic delivery through Blip's intelligent channels—representing a 1:1 reduction in physical correspondence.

Potential Savings Enabled by Technology

The elimination of the printed flow avoided the consumption of cellulose equivalent to avoiding the use of approximately 17,500 trees per year, saved hundreds of millions of liters of water used in the industrial paper manufacturing process, and mitigated approximately 385 tCO₂e that would be generated by the production, printing, and physical distribution of invoices.

As a point of reference, every 1 million physical correspondences migrated to digital represents approximately 7.3 tCO₂e in avoided emissions in the client's value chain — a metric that can be applied proportionally to any volume of digitalized transactions.

Beyond the measurable impact on paper reduction, the digitalization of services via the Blip platform has the potential to eliminate physical travel that would otherwise be necessary to address requests with banks, operators, and essential service providers—such as trips to branches, clinics, or in-person service points.

This dimension represents an additional opportunity for emissions reduction not yet declared in this report: the absence of a historical baseline from clients and the lack of consolidated methodology in GRI frameworks for attributing this type of impact prevent responsible quantification in the current cycle.

Blip recognizes this gap as a relevant area for methodological development in the conversational technology sector and commits to monitoring the development of protocols that allow reporting this dimension with the level of rigor required.

Note

The values presented are estimates based on the volume of digital transactions processed by the platform, attributed to the clients' value chain. They should not be subtracted from Blip's corporate emissions inventory nor interpreted as an audited result.

Methodology

Estimates based on public benchmarks (IPCC/Ecoinvent v3.9 — 1.463 kgCO₂e/kg of paper; ABPO — 5g per physical correspondence). The volume of digital invoices was derived directly from the operational records of the Blip platform (April 2025–March 2026). These data do not constitute an externally audited carbon inventory. Assumptions available upon request.

Operational Efficiency Initiatives

As part of our ongoing commitment to sustainability and efficiency, we have implemented improvement initiatives in our office infrastructure.

Highlights include the complete replacement of light bulbs with energy-efficient alternatives and the replacement of plastic materials with biodegradable alternatives.

20%

of reduction in electrical energy consumption in the offices

Compared to the same period last year, based on monitoring the electrical bills of the headquarters. The reduction is attributed to the complete replacement of lamps with LED technology and to the replacement of everyday materials with lower environmental impact alternatives.

These actions not only reduce our environmental footprint but also generate a 20% reduction in office operating costs in the current cycle.

3



Human capital:
inclusion and
transformational
social impact

Talent development, attractiveness, and retention

The competitiveness and security of Blip's products depend directly on the continuous development and retention of technology-focused talent. Our benefits strategy supports talent retention, focusing on the development and inclusion of underrepresented groups, while aligning our organizational structure with the challenges associated with seniority and efficiency in specific areas.

We ensure robust support, including comprehensive health insurance and mandatory ergonomic support for employees in remote and hybrid regimes.

100%

of regular contract employees have access to structured life insurance (four times the employee's base salary)

~99%

of the workforce working remotely or in a hybrid arrangement

Fully remote: 78.15% or 900 employees;
Hybrid: 21.45% or 247 employees.

+80%

of adherence to internal mental health programs in the 2026 cycle, with active monitoring of preventive health

Gender equity in leadership

Evolution in Representation



(2024)

37%

(2025)

47,5%

(2026)

49%

of women in leadership positions
(~48 women).

Gender Equity in Leadership
Proportion of women in leadership positions
~ 48 professionals in absolute values



Complementing our equity agenda, Blip rigorously monitors pay equity.

Our Compensation Policy and Salary Structure, based on market benchmarks, define clear criteria for promotions and job movements, establishing defined salary ranges for each role.

This framework, combined with an internal methodology that considers seniority and functional characteristics, confirms a solid salary structure with specific and localized variations, which are addressed through our ongoing compensation, promotion, and hiring processes, reaffirming our commitment to meritocracy and pay equity.



International Commitment



Aligned with the UN Sustainable Development Goal 5, Blip is a signatory of the “She Leads” Movement (UN Women), maintaining the public commitment to reach and sustain 50% women in senior management by 2030.



Purpose Narrative: Tech For Good And Social Impact

Digital Literacy and Inclusion (Blip Academy & {NA}Blip)

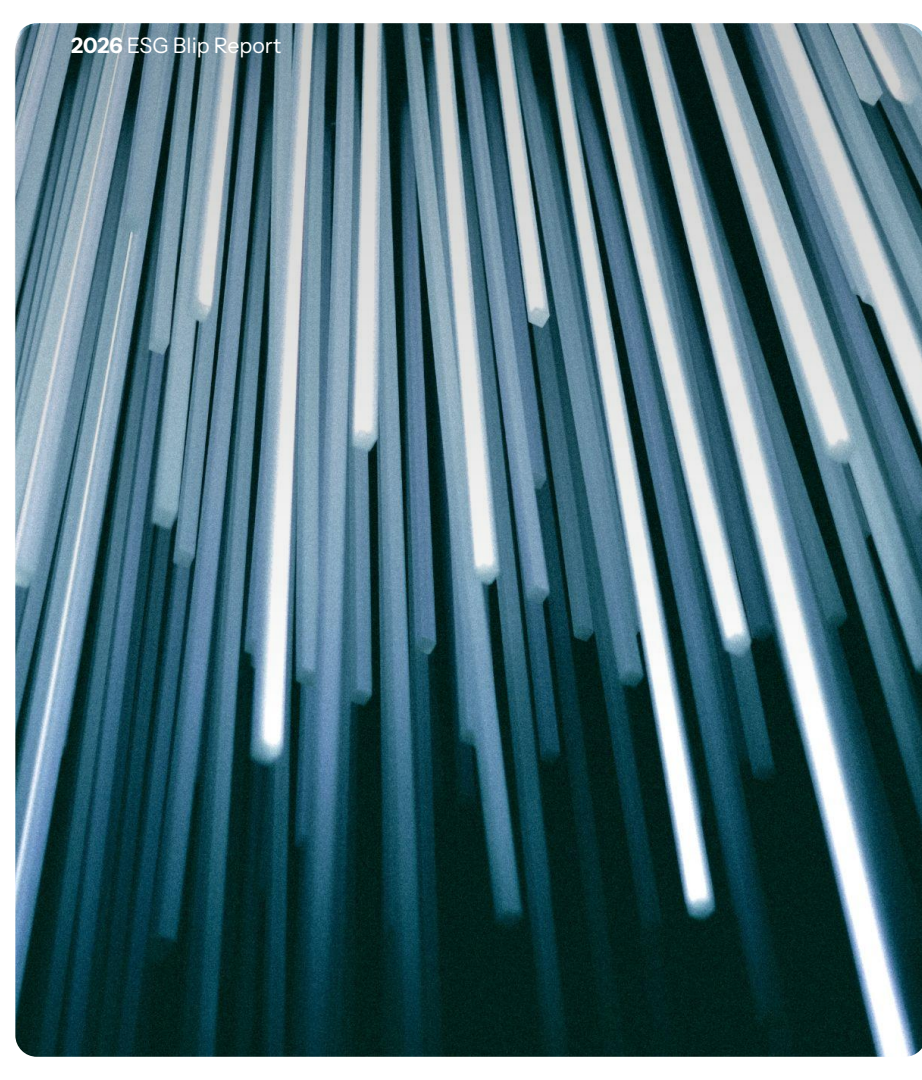
Blip understands that strengthening the Artificial Intelligence ecosystem requires the training and inclusion of people prepared for the digital economy.

{NA}Blip Metrics

In the 2026 cycle, we reached 183 participants through our free Conversational AI tracks, resulting in 34 technical certifications validated directly in the system.

Blip Academy

With the aim of democratizing access to knowledge in AI, we offered 128 courses during the period, with 9,665 enrolled students and 14,175 certificates issued, reaffirming our social role in developing talent for the digital economy.



Private Social Investment and Pro Bono Technology

During the 2023-2026 period, Blip invested the equivalent of **R\$ 2.593.019** in pro bono technology infrastructure and contractual fee subsidies to strengthen the nonprofit sector.

Engaging more than 130 employees in over 3,300 hours of corporate volunteering focused on technical mentorship across 13 institutions.

Note: Consolidated value referring to the 2023-2026 cycle, based on the platform's licensing cost.

Purpose Narrative: Tech For Good and Social Impact

Social Impact Case Study: Instituto Mano Down

As a proof of concept demonstrating the scalability of our conversational platform in high-demand scenarios, Blip implemented the integrated virtual assistant "Maninho" via WhatsApp pro bono for the Instituto Mano Down.

The solution structured and automated the service process and simplified the fundraising flow.



Technical and Impact Results

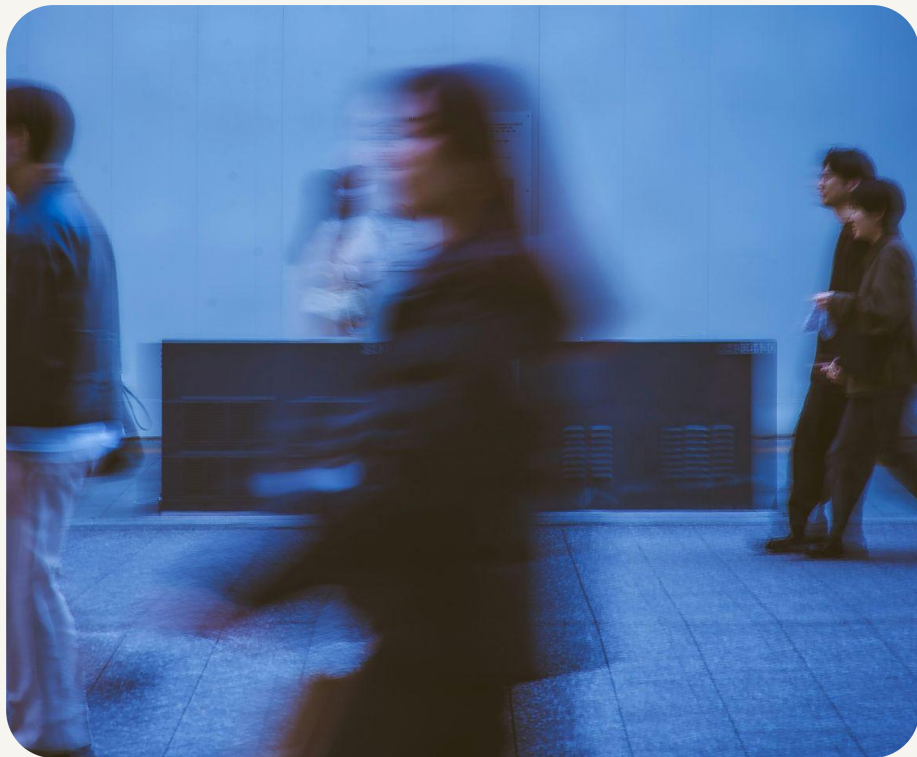
90%

Automation handled and converted 90% of new student registrations directly through the conversational interface. The channel is available 24/7 and features native integration for receiving secure donations via Pix (Open Finance), recording an average donation of R\$24.00 per transaction.

The operational logs generated by the Blip platform provide full traceability of the social impact generated, demonstrating the technology's ability to reliably support critical workflows across market sectors.

4

Summary of public corporate goals 2027/2030



Public Corporate Goals 2027/2030

To ensure the auditability of its corporate governance, Blip links its public projections exclusively to defined and monitorable time horizons:

Governance Status:

Document validated through Blip's internal corporate governance process, with formal records documenting approval by consensus of the seven ESG Committee members and final executive approval.

Issue Date

July 2026

Content Owner

Rafaela Marteleto (Purpose & ESG Coordinator)

Executive Approval

Roberto Oliveira (CEO)

This report was not submitted to independent external verification in the 2026 cycle. Blip is evaluating the inclusion of this stage for future cycles.

Social Pillar (DE&I)

Achieve and maintain the level of 50% women in top management positions by 2030.

Social Pillar (Volunteering)

Expand internal engagement to mobilize more than 200 employees actively engaged in structured social impact activities per year.

Environmental Pillar (Climate Change)

Expand the scope of the Scope 3 GHG emissions inventory to cover 100% of its global cloud server and system infrastructure in the 2027 cycle.

GRI and SASB content index

Standard	Indicator	Description	Location
GRI	2-9 / 2-12	Governance and Committee Structure	p. 10–11
GRI	305	Climate Management and Emissions	p. 20–23
GRI	401 / 404	Talent Development and Retention	p. 30
GRI	405	Gender Equity in Leadership	p. 31–34
GRI	203 / 413	Social Investment and Impact	p. 35–38
SASB	TC-SI-130a	Energy Management and Emissions	p. 20–23
SASB	TC-SI-220a / 230a	Privacy and Information Security	p. 13–14

06

Moments that
shaped our
journey



More than metrics, an ESG agenda is built through **gestos concretos** — in the causes we embrace, the people we mobilize, and the projects we choose to support.

This section brings together the actions and achievements that, throughout 2025 and 2026, put our commitment to a fairer, more inclusive, and more human future into practice.

Social Pillar | Tech for Good in Action

Blip Tech for Good: Conversational AI for Impact

In March 2026, Blip held Blip Tech for Good: Conversational AI for Impact — an in-person meeting that brought together leaders from more than 13 prominent social institutions from Brazil and around the world to discuss, with real cases, how conversational AI is scaling operations and expanding the reach of the nonprofit sector.

Together, the organizations present represent a collective reach of 51 million people.

Partners such as the UN Global Compact Network Brazil and the Mano Down Institute shared concrete results of digital transformation in their operations. The event launched an ongoing agenda of listening and co-creation with the social impact ecosystem.



Tech for Good Squad | **Skilled Volunteering**

In June 2026, the Maninho Cell evolved into the Tech for Good Squad — a structured group of Blipper volunteers with specialized expertise focused on accelerating the digital transformation of partner organizations in the nonprofit sector, establishing skilled volunteering as a permanent pillar of Blip's social agenda.

In 2025, the ESG agenda had a dedicated presence at Blip ID, our largest brand event, with a dedicated initiative to introduce external audiences to Blip's impact initiatives.

Quando a gente *conversa*,
o futuro *muda* e causa





Technology in Service of a Cause

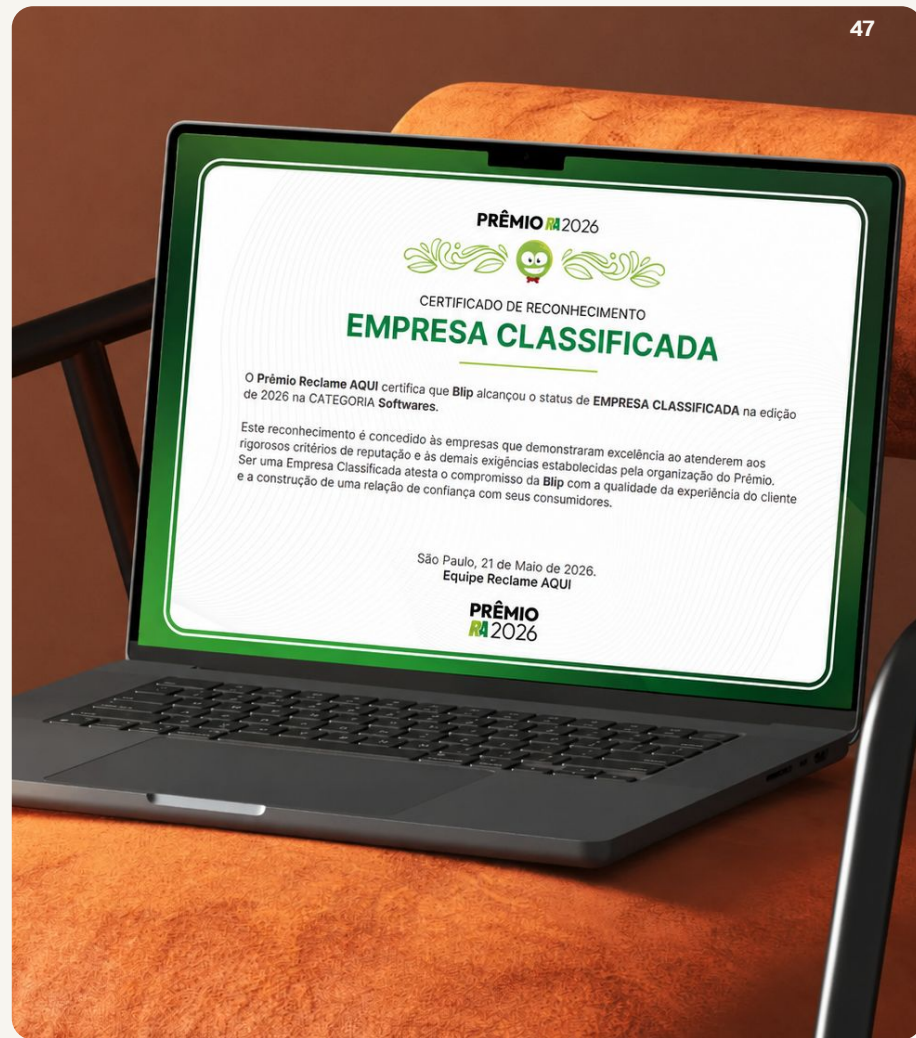
We demonstrated the WhatsApp payment solution at the AI Brasil event (Nov/2025), where volunteer Blippers used Blip technology to support the Mano Down Institute.

The sale of "brigadeiros" raised more than R\$ 2,800.00 in donations — demonstrating how our technology can generate value beyond commercial applications.

Governance Pillar | Recognition and People



Reclame AQUI 2026 Award
Blip received the Reclame AQUI 2026 Award — a milestone that highlights our continued commitment to customer experience and reputation.



22

Aug/2022

NPS: From 28 to 42 Points in Four Years

Between 2022 and mid-2026, Blip's overall NPS increased from 22 (Aug/22) to 42 points (Aug/26)

42

Aug/2026

with a historical peak of 46 in April 2025 — result of continuous and structured work of active listening, which transformed the customer's voice into fuel for continuous evolution.

*The most recent reference data available at the closing of this report is from August/2026, a period that coincides with the completion of the company's annual evaluation cycle.

Melhor RH Innovation Award | **Technology Category**

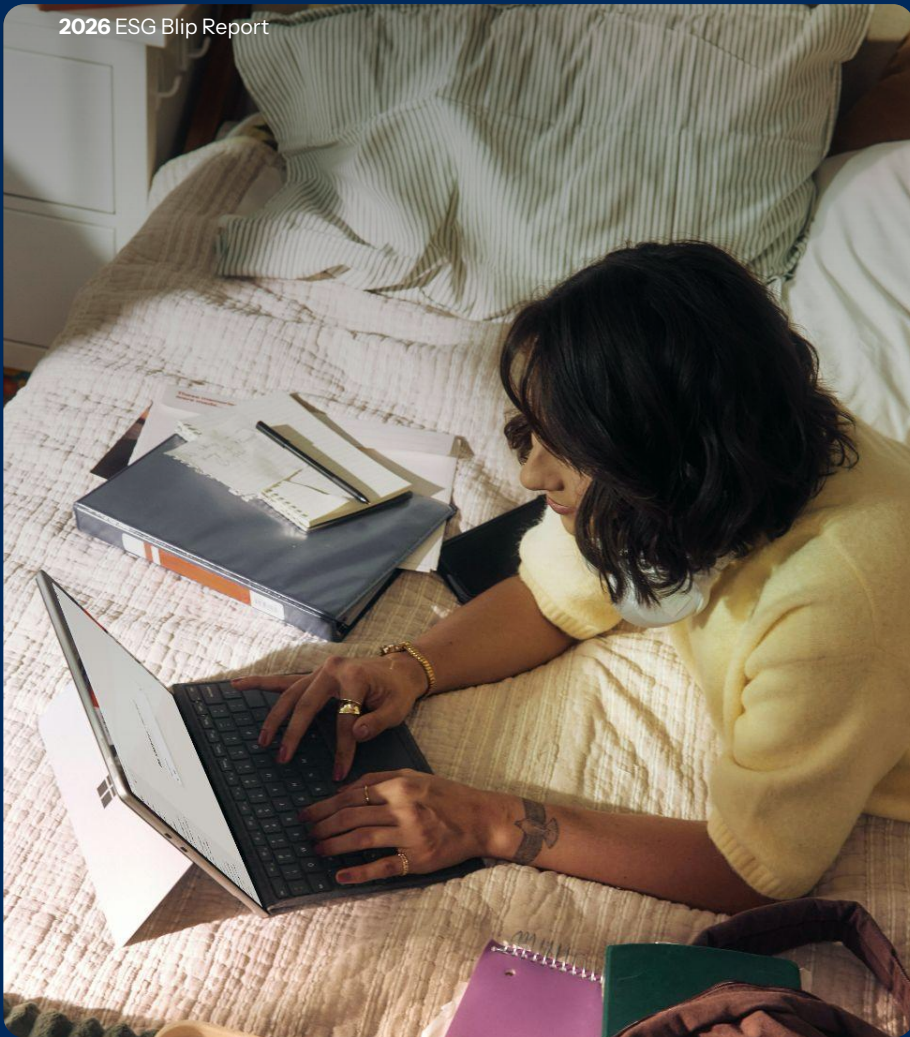
Blip was recognized with the Melhor RH Innovation Award in the Technology Category, with LIA, a virtual assistant created to help Blippers across Brazil, Mexico, and Spain across the entire Blip employee journey — ranging from benefits and career development to day-to-day questions, making information easier to access and ensuring no one is left out, reinforcing that innovation in people management is also a strategic dimension of corporate governance



Blip.Skills 2.0: Learning as a Strategy

Launched in 2025 and relaunched in 2026 as Skills 2.0, the learning and development program evolved into the Performance-Driven Learning model — supporting courses, certifications, events, and mentorship opportunities with a focus on critical skills for the future of Blip and its employees.

Beyond encouraging development, the focus is now also on **measuring the impact** of each learning action, ensuring that knowledge generates tangible results.



Cultural Pillar | Investment in Culture and Social Transformation

Strategic Tax Allocation: Turning Obligations into Purpose

In 2025, Blip directed tax incentives toward social investment. Through federal tax incentives (Rouanet Law, Sports, FIA, Elderly Fund, and PRONON), R\$ 342,000.00 was invested. Through municipal ISSQN, R\$ 2,445,000.00 — benefiting an estimated 55,500 people.

Among the supported projects:

Mano Down Institute

Inclusion via sport and child health

Doutores da Alegria

Art and humanized care for hospitalized children

Real Hospital Português

Oncological modernization

UFMG Knowledge Space

Democratization of science

Hospital de Amor — Pio XII Foundation

Elderly care

Juventude S.A Project

Film production training for suburban youth with a focus on sustainability

Colisão Project

Theater in Belo Horizonte

"The Maestro" | From the Philharmonic Orchestra to the International Circuit

Blip sponsored the documentary short "The Maestro" through ISSQN (R\$ 110,000.00), about maestro José Soares, from the Minas Gerais Philharmonic Orchestra — received international recognition and premieres in Brazil in 2026:

01

Fev/2026

Honorable Mention ·
Hollywood Short Festival,
Los Angeles

02

Apr/2026

Semifinalist · Cannes Indie
Shorts Awards

03

Jul/2026

Selected · CineBH — 20th
BH International Film
Festival

04

Sep/2026

National Premiere · Teatro
de Câmara at Cine
Theatro Brasil Vallourec,
Belo Horizonte

Patrocínio ao Prep Gala | Fundação Estudar

In 2026, Blip sponsored the **Estudar Foundation's** Prep Gala

An event celebrating the program's 15th anniversary, dedicated to developing young talent and supporting their entry into the workforce.

The initiative reinforces Blip's commitment to education as a driver of social transformation and opportunity creation for the next generation of Brazilian leaders.

Sponsorship of the Prep Gala | Estudar Foundation





Where
conversations
drive results.

