



GOPAC

ONE GROUP, ONE TEAM.

Summary

Message from the CEO Message to the reader	03	Human and organizational development Climate actions Health and safety actions People development Young Apprentice and Internship Programs “Faz um Peex” recognition	19	Open Innovation Ideas Program Operational excellence	62
Our reason for existing Mission, vision, values Timeline	05				
Our moves About us Our operations Global values Social Networks Our team Cartamundi COPAG and Cartamundi Big Bang	07				
Strategic Pillars Strategic planning - Our eyes on the present and the future New printer Review of skills Town Hall Climate survey and seals - Proud to belong	14	Sustainability in Labor Relations and the Environment Diversity SA8000 and Ethics Week / Complaints management model and our channels COPAG na Roça Volunteer work Project Herculano Sustainability Environment Week Waste management Reverse logistics Quality Week	45	Managing the customer experience journey Message to the customer National and international fairs Sales channels Marketing actions Laic Season New product launch Sales convention	72
				Credits	116

Message from the CEO



Dear colleagues,

The year 2024 presented significant challenges, especially at the beginning, requiring resilience and a close look inside our organization. It was a period of intense learning, in which we revisited processes, improved strategies and strengthened our innovation and efficiency culture. We have adopted the concept of “house in order”, putting the house in order to guarantee solid foundations for the future.

In the most difficult times, we have managed to turn challenges into opportunities, optimizing operations, strengthening our teams and improving our ability to adapt. The second semester of the year brought signs of market recovery and, due to the structured and committed work of everyone, we managed to capture these opportunities effectively. We ended the year on a positive note, prepared for further progress.

For the year 2025, we continue with the same dedication and strategy. We have major announcements on the horizon, new business fronts and promising prospects, especially in Latin America. At the same time, we remain attentive to global dynamics, understanding that external factors can have an impact on our industry. In view of this, our commitment is to make conscious decisions in line with our purpose and the market needs.

At COPAG, we believe that our greatest asset is our people. They are the ones who make the difference, who build our history and drive our growth. Our focus goes beyond business: we value the balance, well-being and development of every employee. Nobody does anything alone, and our work philosophy is based on collaboration, respect and recognition of the importance of each member of our team.

COPAG remains steadfast in its path of sustainable growth, innovation and excellence. This journey is only possible thanks to the dedication of each employee, the partnership of our suppliers and the trust of our customers. Together, we will continue to build a solid, innovative future full of achievements.

I would like to thank everyone who is part of this story. Let's move forward with strategy, commitment and a long-term vision.

Ana Carolina Corte Real Gonçalves
CEO

Message to the reader



Dear Reader,

COPAG da Amazônia S.A. believes that real businesses are those that leave a positive impact wherever they go. That is the reason we are presenting the 2024 Social Balance, a record of the actions and commitments that have strengthened our relationship with people and the environment throughout the year.

Our work goes beyond manufacturing products. We understand that we are part of a larger network, where every decision and every initiative can contribute to a more balanced future. That is why we invest in social, environmental and educational projects that help transforming realities.

In 2024, we remain firmly committed to boosting opportunities for the communities around us. We promote professional training, encourage the education of children and young people and support initiatives that make people's daily lives more dignified and sustainable.

Taking care of the environment is also a priority. We seek innovative solutions to reduce impacts and optimize resources, always respecting the natural wealth of the Amazon. For us, growth and responsibility must go hand in hand.

None of this would be possible without the dedication of our employees and the support of our partners. Cooperation is what gives life to our projects and allows us to broaden our social work horizons.

This Social Balance is not just a report. It is an invitation to learn about stories of transformation and impact. Each initiative reflects COPAG's commitment to sustainable and responsible growth.

We would like to thank everyone who walked with us on this journey. We move forward with the certainty that every step counts towards building a better future.

COPAG da Amazônia S.A.

Our reason for existing

Purpose

We believe in happiness generated by magical moments that happen when people interact and have fun together.

Mission

Provide fun and entertainment to people of all ages through card games, being committed to customer satisfaction and sustainable development.

Vision

Be an innovative company and world reference in entertainment and fun.

Timeline

1908

Albino Dias Gonçalves establishes in São Paulo, SP city center Companhia Gráfica Albino Gonçalves & CIA - Imports.

1918

Albino changes the Company's name to Companhia Paulista de Papel e Artes Gráficas - COPAG.

1923

Creation of deck 139, known as the oldest deck circulating in Brazil.

1987

Opening of COPAG plant in Manaus, disabling the old plant in São Paulo.

2000

COPAG acquires the company Sociedade Impressora Caxiense, producer of Pinguim deck, one of COPAG's main competitors during the 1980s.

2020

COPAG launches its new brand and visual identity and acquires 50% of Big Bang company in Chile, aiming at expanding its operations.

2019

Acquisition of 75% of COPAG by Cartamundi Group.

2010

Expansion of our factory in Manaus, expanding total built area by 2,000 m².

2008

COPAG celebrates 100 years of history as one of the main playing card brands in the world.

2005

Belgian Cartamundi group acquires 50% of COPAG, launching the brand internationally.

2021

Launch of the new Global Values.

2022

We received the GPTW seal.

2023

Implementation of TPM (Total Productive Maintenance) Philosophy.

2024

Review of organizational skills.

Our moves

About us

COPAG, one of the pioneers in the production and leading distributor of card games in Brazil, has established itself as one of the leading global companies in the playing cards sector. Founded in 1908, the company has been part of the Cartamundi Group, the world's largest organization in the playing cards segment, since 2005.

With a diversified portfolio that includes playing cards, children's games and personalized cards, COPAG offers over 70 products that cater to different age groups and audiences, ranging from children and teenagers to adults, with a focus on inclusion and accessibility for all.

Our operations

LOGISTICS CENTERS PLANT/WAREHOUSE

All warehouses are distribution centers.



Global values

Our principles will guide every individual, regardless of position, role or title, in their attitudes, initiatives and choices:

We Connect – We Care – We Play – We Can – We Do.

We connect!

With the world around us. By building partnership with our customers, suppliers, consumers and employees. Open-hearted, regardless of our differences.
As One Group, One Team.



<https://www.youtube.com/embed/OhPV7iyDOGI>

We take care of everything!

As a family-owned company, we care for all our employees. We care about current and future generations. For our planet and all its creatures. We care by including everyone in the game. And by sharing our magic in everything we do.



https://www.youtube.com/embed/ju_2hJsMjQ0

We play!

We create. And have fun doing so. Our games bring people together. And create magical moment. We play, so you can play.



<https://www.youtube.com/embed/T6rYR3EXqB0>

We can!

We are entrepreneurs at the heart. Proud of our craftsmanship, creativity and expertise. We are also industry leaders, looking for cutting-edge innovation. And together, we can.



<https://www.youtube.com/embed/w9KnRCSAbal>

We get things done!

With energy and enthusiasm. We find creative solutions for any challenge. Big or small. Our approach is fair and transparent and delivering on our promise, that's what we do. That's what we do.



<https://www.youtube.com/embed/pQt3MixpgF0>

Social Networks



Instagram



Facebook



X (former Twitter)



LinkedIn



Youtube



@copagoficial

Our team

COPAG ended 2024 with 376 employees and 6 Big Bang employees. Please see below:



376

Collaborators



101

São Paulo



275

Manaus



6

Chile



Cartamundi

Cartamundi is a global leader in gaming solutions, such as playing cards, card and board games, and collectible card games. With a team of nearly 3,000 employees, it is united in providing everyone the opportunity to “Live Different, Play Different”.

In doing so, we are “sharing the magic of playing together” as our approach to life and business. A powerful purpose that drives social and interactive experiences with a human touch, both online and in the physical world

Cartamundi is headquartered in Belgium, operates a global network of design and sales offices, and manufacturing facilities, spanning from the USA, across Latin America and Europe, to Japan. The company houses a global portfolio of brands that includes a range of traditional brands such as Bicycle®, Bee®, Fournier®, COPAG®, and many others beloved locally. At the same time, Cartamundi

is a reliable partner in manufacturing and distribution solutions for leading companies of toy and entertainment industry.

Given that Cartamundi’s printers have been in operation since 1765, the company builds on a rich tradition while driving innovation in digital and hybrid experiences to remain relevant today and tomorrow.

Learn more about what we do at [cartamundi.com](https://www.cartamundi.com) and follow us on [LinkedIn at www.linkedin.com/company/cartamundi](https://www.linkedin.com/company/cartamundi).

COPAG and Cartamundi

COPAG and Cartamundi have established a solid joint venture partnership spanning almost two decades. The two organizations complement each other perfectly at a business level and are united by a shared set of values. Both rooted in family ownership, they are driven by a strategic vision centered on sustainable and profitable growth, while caring for our planet and ensuring the lasting excellence of our company for future generations.

Cartamundi declares: “COPAG is one of the jewels in our crown regarding sustainability. The company leads the implementation of our sustainability strategy, exemplified by Ana Carolina Gonçalves, CEO of COPAG, who also serves as Cartamundi’s Chief Purpose Officer.

Through this dual role, COPAG’s expertise and passion are disseminated throughout our global organization, inspiring others to follow suit. COPAG’s commitment to Environmental, Social, and Governance (ESG) principles is tangible: the company actively engages in community activities, initiates employee-led projects, and diligently seeks ways to minimize environmental impact. We take immense pride in COPAG’s leadership in sustainability and its integral role within the broader Cartamundi community. Together, we are dedicated to shaping a more sustainable future for all.”



Big Bang

The partnership between COPAG and Big Bang has brought important results for both companies. The actions carried out have strengthened integration and expanded the company's market presence.

The combination of COPAG's experience and Big Bang's innovative approach has allowed to expand COPAG's presence in strategic sectors and increase its market share. The integration of processes and strategies was crucial to optimize resources, reduce costs and meet market demands more effectively.

We also developed and launched new products that served both the local market and some international regions. The joint operation helped reinforce COPAG's commitment to quality and continued growth in the regions.

This partnership continually seeks to explore new opportunities and achieve consistent results over the coming years.



Strategic Pillars

Our eyes on the present and the future

In 2024, COPAG's strategic planning was key to ensuring that we remained aligned with the demands of the present, while at the same time preparing for the challenges and opportunities on the horizon. We have implemented concrete actions that have strengthened our position in the market and optimized our internal processes. The expansion of our presence in Latin America, the development of the global poker project and other strategic initiatives are in full swing, putting us in a favorable position for sustainable growth.

The strategy is to focus on continuous adaptation to market changes, innovation and operational efficiency. Flexibility remains one of the keys to our success, ensuring that COPAG not only adjusts to market changes,

but also creates new opportunities in different regions.

In addition to strengthening our presence in the market, in 2024 we invested in strategic projects aimed at our people. The recognition by Great Place to Work reflects our commitment to an increasingly positive and collaborative working environment. This is the result of planned actions directly involving all of COPAG's employees, who have been instrumental in achieving our goals.

At the same time, sustainability remains one of our top priorities. Several projects, including those supported by Cartamundi's Global Fund, aim not only to preserve the environment, but also to have a positive impact on the communities where we operate.

We are committed to promoting social and environmental well-being in the regions where our company is present, actively contributing to a more sustainable future.



New COPAG printer

We have implemented a new printer, which has improved our production capacity and internal proc. The new printer offers more flexibility in operations, allowing us to meet the demands of larger and more complex productions more efficiently.

With the upgrade, everyone at COPAG benefits from an increase in printing speed, which directly reflects in faster delivery of products. Moreover, the new printer has a reversal system that allows double-sided printing simultaneously, thus reducing the curing time of the deck and increasing our production efficiency.

This change brings benefits to both our employees and our customers and will contribute to the continuous improvement of our processes and the satisfaction of everyone involved in our production chain.



New Printer



New Printer

Review of skills

In October 2024, we started a strategic project to review the skills for officers, managers and coordinators, aiming to further align COPAG's leadership with the needs of the business and the company's strategies. This process aims to ensure that our managers are prepared to face the market challenges, while promoting a collaborative and efficient working environment with their teams.

The review covers fundamental aspects such as the development of management skills, communication, innovation and decision-making, which are essential for strengthening the organizational culture and the company's sustainable growth. The idea is that leaders not only align themselves with corporate strategies, but also become benchmarks in leading their teams, fostering motivation and collective performance.

This project is ongoing, with periodic monitoring and adjustments to meet changes in the market and the company's new demands. With this initiative, we seek to ensure that COPAG's management remains aligned with the demands of the present and prepared for the future, always with a focus on strengthening our team and achieving our strategic objectives.

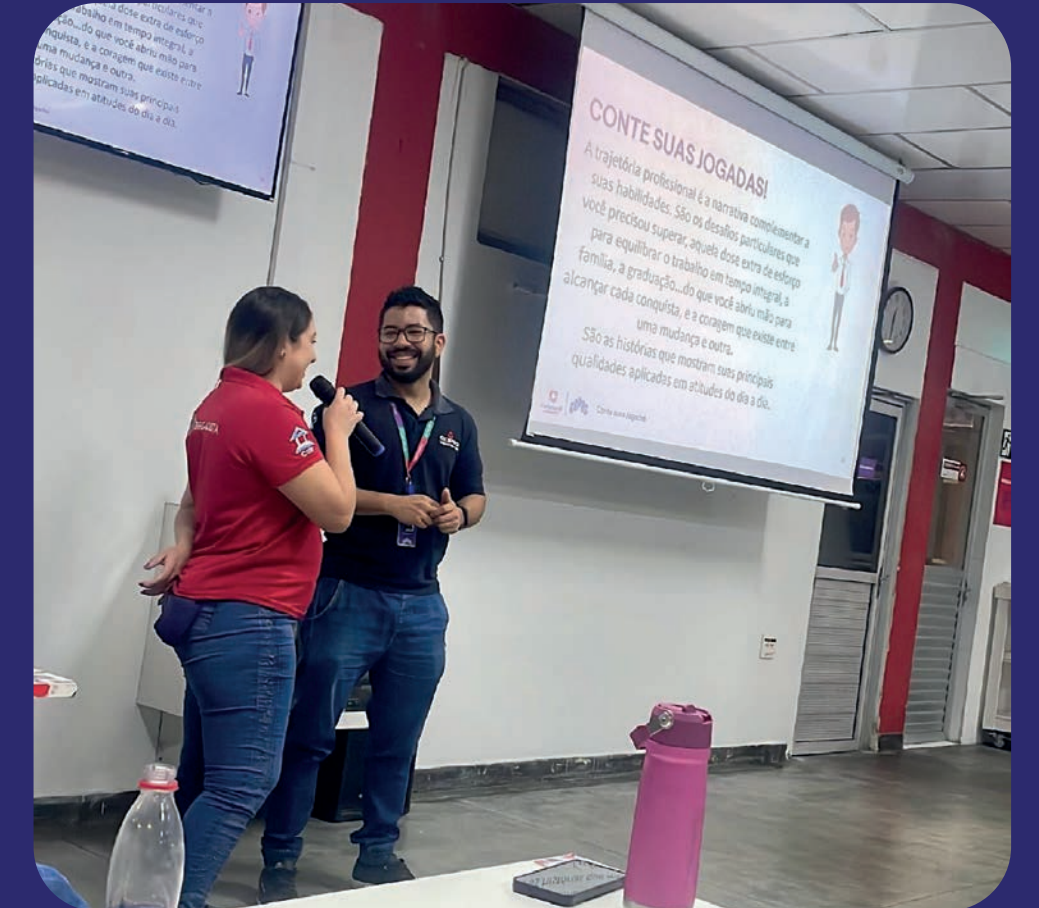


Town Hall

In 2024, COPAG reaffirmed its commitment to active listening and transparency by continuing and strengthening Town Hall. Meetings, increasingly integrated into our organizational routine, have become essential spaces for strategic alignment and strengthening the bonds between teams and leaders.

During the year, Town Hall has evolved not only in format, with face-to-face and hybrid editions, but also in content, covering topics that are relevant to the daily lives of employees and the direction of the cooperative. These meetings were fundamental to ensuring that everyone was up to date on COPAG's challenges, achievements and goals, reinforcing an atmosphere of mutual trust and collaboration.

We believe that transparent dialog drives engagement. In 2024, Town Hall was one of the main tools to foster this engagement, encouraging active employee participation and creating a safe space for suggestions, questions and contributions. We continue strengthening our organizational culture, focusing on listening, valuing people and growing together.



Climate survey and seals

Proud to belong

The organizational climate survey carried out in 2024 was an important milestone for COPAG, as it provided a clear view of the work environment, employee perceptions and the areas requiring attention to continuously improve our organizational culture. The results of this survey were essential in outlining strategic actions that reinforce our commitment to the well-being and development of our teams.

We had 82% of our employees participating in the survey, which demonstrates the trust and desire of our employees to cooperate in the search for an increasingly better working environment, making it an excellent place to work. Our favorability rating reached 79 points, which shows that people like working for our company.

Furthermore, in 2024, we were honored to receive two important recognitions that reflect our commitment to fostering a healthy and motivating work environment. The GPTW (Great Place to Work) Seal reaffirms COPAG as one of the best companies

to work for, highlighting our focus on an inclusive, collaborative and constantly evolving environment. In 2024, we also received the Great People Seal for the first time, a recognition that stresses our commitment to valuing our employees and building a solid culture focused on results and everyone's well-being.

These seals are the result of the continuous work of the whole team and COPAG's dedication to providing a space where each person feels valued and can grow. We will continue to listen to our employees, adjust our practices and always seek the best for everyone.



Human and organizational development

Throughout the year, COPAG carried out activities that played a fundamental role in the sustainable development and well-being of the parties involved in the organization, which were essential for creating a safe working environment, protecting the health of employees and promoting practices that minimize environmental impacts.



Birthdays of the Month

Climate actions

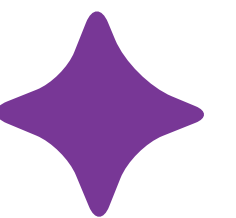
Birthdays of the month

In 2024, COPAG continued its tradition of celebrating the month's birthdays in a special way, reinforcing the spirit of integration and appreciation within the company. Monthly, we set aside time to celebrate birthdays, promoting an atmosphere of fraternization and strengthening ties.

On the birthday of each member of the COPAG team, the company offers them time off to enjoy a well-deserved rest. Moreover, we organize a monthly event that includes a small party with cake, sweets and a space for everyone to share this moment. These celebrations not only mark each person's

personal cycle but also reinforce the importance of each employee to our collective growth.

In 2024, we are looking to make these celebrations even more thematic and fun. These actions not only make birthdays more memorable, but also help creating an atmosphere of belonging, where each celebrant feels valued and recognized.



Coffee with Employee Program

In 2024, the Coffee with Employee program brought even more closeness and open dialogue to the company. The purpose of this quarterly meeting is to provide an informal space for male and female employees from different areas to talk directly to the Executive Board, strengthening relationships and promoting more transparent communication within the company.

Since its inception, the program has been an important tool for bringing teams closer together, allowing everyone's ideas, suggestions and perceptions to be heard by the leadership. During the meetings, which take place in a welcoming and relaxed atmosphere, we seek to foster the exchange of experiences and promote more humane and accessible management. The dynamics of the program are simple but effective. Every quarter, during the celebration of the month's birthdays, we hold a draw to



invite non-managerial employees to take part in the meeting. In this way, we seek to ensure that everyone has the chance to get involved, creating an inclusive space where every voice is heard.

During the coffee, we start with a light moment of presentation, in which officers share their stories and experiences, and guests also have the opportunity to talk about their careers at COPAG. The exchange of experiences, both personal and professional, is one of the most enriching parts of the meeting. We then discussed important issues for the workplace.

The Coffee with Employee program is an initiative that goes beyond a simple get-together, as it is an opportunity to listen, learn and continuously improve the organizational culture. In 2024, we were able to deepen this practice even further, with new meetings that reinforce the importance



of everyone for COPAG's success. The program is a result of our commitment to open communication and management that is ever closer to everyone.

The traditional question "What decision would you make if you could take our place for a day?" always stimulates ideas and actions that foster success between teams and the company, and strengthens the bond between leaders and those they lead.

In addition to São Paulo, the Coffee with Employee program is now also being held at the Manaus unit, further expanding the reach of this initiative to promote open and transparent dialogue between everyone at COPAG.

Easter

Easter is a date that symbolizes renewal, hope and solidarity, values that are deeply aligned with COPAG's mission. More than just a religious holiday, Easter invites us to reflect on the importance of unity and caring for others.

In 2024, we celebrated Easter with a special event for all employees, aiming to foster a more welcoming environment and promoting moments of unity and fellowship. The date, as well as being a moment of celebration, is also an opportunity to reinforce our commitments to solidarity and to valuing everyone who is part of our organization.



Mother's Day

Mother's Day celebrates the affection, dedication and unconditional love of mothers all over the world. This date goes beyond a simple celebration; it is an opportunity to recognize the fundamental role that mothers play in our lives, both personally and professionally.

The celebration of Mother's Day reminds us of the importance of fostering an environment of support and respect for our employees' different journeys, recognizing the different ways of being a mother and the multiple responsibilities they carry.



Father's Day

Father's Day is a date dedicated to recognizing and celebrating the role of fathers in our lives, valuing the dedication, care and love they offer daily.

It is an opportunity to reflect on the importance of father figures, whether biological, adoptive or affective, who play a fundamental role in our families and in society.



Card Deck Day

On September 13th, 2024, the COPAG unit in Manaus celebrated Card Deck Day with a special program aimed at the integration and well-being of its employees.

The date was celebrated with a lively poker tournament, promoting moments of relaxation, strategy and sportsmanship among the participants.



Children's Day

On Children's Day, COPAG recognizes and values the importance of every child in the lives of our employees, thus promoting moments of joy and conviviality for everyone.

In 2024, COPAG prepared an action dedicated to Children's Day, in which all employees took part in a relaxed day with playful activities that represent childhood.





Halloween

Halloween is traditionally associated with games, costumes and a relaxed atmosphere. In 2024, COPAG decided to hold a special day to mark Halloween, to create a more relaxed and celebratory atmosphere.



Get-together

The COPAG Annual Celebration is an important moment for our employees, an opportunity to celebrate the year's achievements and strengthen the bonds that unite our team. More than just a party, the get-together is an event that symbolizes unity, respect and appreciation for all those who are part of COPAG's history. Each year is a cycle of challenges overcome and victories achieved. With this spirit of celebration, we bring the entire team together for an event that marks the closing of one cycle and the preparation for the next.

In 2024, COPAG held its get-togethers at the São Paulo and Manaus units to promote integration between everyone and recognize the efforts and individual contributions that contributed to another year of positive results.

In São Paulo, the get-together was held at Caulí Dinner Bar on December 16th. The gathering was also an opportunity to honor the retiree William de Almeida Souza, who has dedicated years of his journey to the company and contributed to the growth and success of COPAG.



São Paulo retirees



Get-together in São Paulo

In Manaus, the get-together took place in a special hall in December and brought employees together to celebrate another successful year.

The graduates honored at the event were Adriana Ferreira Fernandes Berbare, Leticia Alves dos Santos, Rayanne da Silva Canto, Valdileia Pereira da Costa Gomes, Giancarlo Frederick Hinostroza Pereira, Ester Albuquerque Brito, Cícero Roberto de Carvalho Brandão and Rogério Gomes de Oliveira.



Get-together in Manaus

Both events were marked by moments of relaxation, interaction and celebration. Once again, COPAG sought to create an inclusive and welcoming environment where everyone could feel part of one big family, valuing collective work and effort and further strengthening the bond between the company and its employees.



Get-together in Manaus

Health and safety Actions

White January: it is good for the mind to take care of ourselves

COPAG started 2024 by reinforcing its commitment to employee well-being through the White January campaign, aimed at raising awareness of the importance of mental and emotional health. The campaign sought to prevent illnesses such as anxiety, depression and panic disorder, which can be triggered by factors such as stress, genetics, substance use and trauma.

As part of the actions, psychologist Roberta Garrido gave a lecture to encourage mental health care, promoting therapeutic conversations and the inclusion of practices that strengthen emotional well-being.

In the cafeteria, a booth was set up with therapeutic essential oils, known for their health benefits and their central role in aromatherapy, helping with relaxation and stress relief. Flavored water was also made available so that the COPAG team could refresh themselves and reinvigorate their energies.

We also encourage physical activity, which plays an important role in maintaining mental health, in partnership with the SESICLUBE, which offers employees leisure and quality of life options.

With these initiatives, COPAG reinforces its concern for the overall well-

being of its staff and contributes to building a healthier and more balanced working environment.



Campaign to prevent sexually transmitted infections (STIs)

Between February 5th and 9th, COPAG held a campaign to prevent Sexually Transmitted Infections (STIs). The initiative included the distribution of condoms and the provision of practical information on prevention, seeking to make employees aware of the care needed to maintain their health and well-being, especially during Carnival.

The campaign also featured a themed workplace gymnastics session called “Bloquinho Carnaval com Proteção COPAG,” using carnival accessories to reinforce the prevention message in a lighthearted and engaging way.

Considering the increase in cases of STIs during the festive period, the action also highlighted the importance of self-care and responsibility, addressing issues such as alcohol consumption and safe driving. Guidance was offered on how to enjoy Carnival with respect and citizenship, emphasizing COPAG’s commitment to the health and safety of its staff.



Influenza vaccination program

On March 26th, COPAG's health sector, in partnership with SESI Saúde, promoted the biannual influenza vaccination program. The purpose of the event was to protect employees against the flu virus, an essential preventative measure for the workplace, where people are constantly in contact with each other.

Vaccination not only protects employees but also contributes to maintaining the general health of the team, reducing the risk of absenteeism due to respiratory diseases. By promoting this program in the workplace, COPAG reaffirms its commitment to the well-being of its employees, creating a healthier and more productive environment. It also helps reducing the spread of the virus in the community and protecting more vulnerable groups.



Green April: occupational accident awareness and prevention month

In April, the month dedicated to raising awareness and preventing occupational accidents and illnesses, COPAG's Occupational Health and Safety department (SESMT) carried out several actions aimed at the well-being and safety of the team.

The campaign included the distribution of care and precaution tips, as well as the installation of signs in different sectors of the company with messages reinforcing the importance of prevention. "Safety pills" were also handed out in a playful format, aiming to encourage the correct use of Personal Protective Equipment (PPE) and the practice of ergonomics in administrative areas.

To close the campaign, the safety team took part in a creative action, following a popular trend, with the production of a video entitled "I'm from occupational safety and of course...", highlighting in a light-hearted and educational way the importance of safety in the workplace.



Emergency brigade training reinforces safety

In April, COPAG held a training session for the emergency brigade, aiming to train 55 brigade members to act effectively in emergency situations such as fires, accidents and other risks. The training took place on April 13th, 20th and 27th at PrevenFire, a company specializing in security and fire prevention.

Over the three days of training, the brigade members received instructions on the correct use of firefighting equipment, emergency evacuation procedures and first aid. Different ways of addressing risky situations were also covered, preparing the team to act quickly and safely.

This training was essential to reinforce the preparation of brigade members and ensure compliance with occupational safety regulations, promoting a safer working environment for everyone.



Blood Donation Campaign: Red June

In June, COPAG held the Red June campaign, aiming to raise awareness about the importance of donating blood and encouraging participation in solidarity actions that can save lives. As part of the initiative, an educational talk was held to highlight the importance of being a blood donor, clarifying doubts and promoting the engagement of participants.

The plant was also energized by the symbolic presence of the “Blood Drop,” which reinforced the campaign’s theme in a visually engaging and interactive way. A Q&A booth, in partnership with Hemoam, was available to employees to provide information about the donation process. To facilitate participation, COPAG provided transportation to the Hemocenter, ensuring greater convenience for those who decided to donate.

Employees who donated received a key ring “I’m aDonor” to recognize and encourage their spirit of solidarity. The campaign aims to help increasing blood stocks in the region and shows COPAG’s commitment to promoting social action and solidarity.



Emergency drill

In 2024, COPAG held emergency drills to train its employees in evacuation, firefighting and victim rescue procedures. The activities took place on July 17th, December 11th and 12th, involving all the company's shifts (commercial, first, second and third).

The drill took place on COPAG's premises and included the participation of all areas. During the training, participants were exposed to simulated situations that required them to carry out quick and safe evacuations, as well as using firefighting techniques and rescue procedures.

The objective was to prepare them to act efficiently in risk situations, ensure safety in the workplace and identify possible points for improvement in emergency protocols.

SIPAMAQ 2024 promotes safety, innovation and quality of life at COPAG

Between August 19th and 23rd, COPAG held SIPAMAQ 2024, an awareness week focused on preventing occupation accidents, environmental preservation, innovation and promoting quality of life in the workplace. The event brought together lectures, training sessions and interactive activities to address topics that are essential to the health, safety and well-being of employees.

The activities included lectures on the correct use of Personal Protective Equipment (PPE), occupational safety, technological innovations, mental health and environmental preservation. Dynamics and interactive games were used to engage participants in a collaborative and practical manner. Moreover, information booths from partner institutions addressed topics such as traffic safety, education and health.

One of SIPAMAQ's attractions was THE VOICE COPAG, where employees performed creative parodies related to the themes of the week, promoting awareness in a relaxed and inclusive way.

With the theme "Play with Prevention and Win with Safety," the event confirmed COPAG's commitment to safety and sustainability, promoting responsible attitudes in the workplace and in employees' daily lives.

To complement this, a lecture on environmental impact brought concepts on environmental aspects and impacts, focusing on the reality of Manaus and the impacts generated by solid waste. Furthermore, another environmental contest called "Corrida da Laia," was held during lunch and dinner, in which participants, by answering questions, advanced in the race and won gifts.





Yellow September campaign to prevent suicide and promote mental health

In September, COPAG supported the Yellow September campaign, which aims to raise awareness about suicide prevention and mental health. The initiative sought to break taboos, reduce stigmas and encourage people to seek and offer help.

Since its first edition in 2015, the campaign has gained momentum, with an increasing number of people recognizing the importance of talking about suicide, with the proper approach and care.

During September, the health team at COPAG's outpatient clinic organized activities such as setting up a panel with cards containing motivational and supportive phrases, aiming to provide a welcoming and reflective environment for employees.

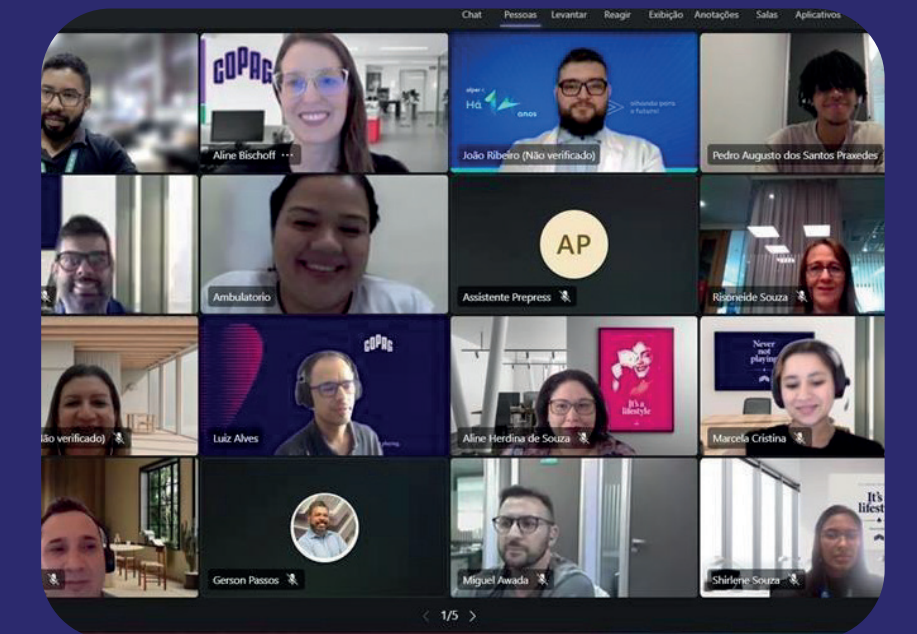
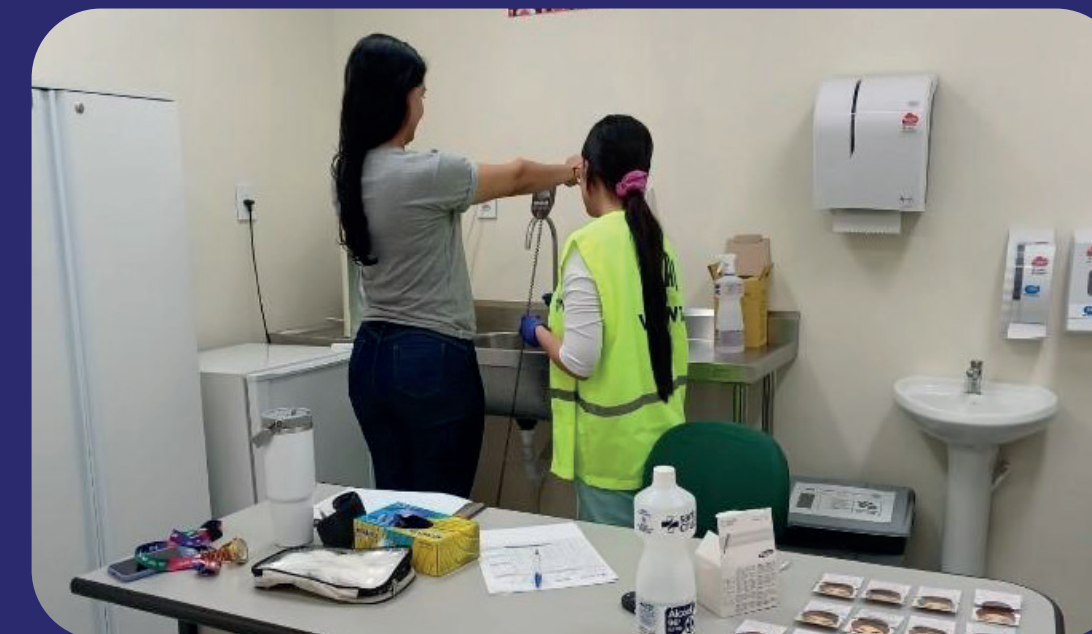


Pink October and Blue November campaigns

In 2024, COPAG carried out the Pink October and Blue November campaigns to raise awareness among its employees about the importance of prevention and early diagnosis of breast cancer and prostate cancer. The initiatives highlighted self-care as a fundamental part of health, promoting informative and welcoming actions.

The campaigns started on October 28th, when women were offered preventive examinations such as pap smears, bioimpedance, blood pressure and blood glucose checks. The following day, a booth was set up with products and tips aimed at the well-being and health of female employees. On the 30th, men and women took part in a welcome session, with relaxing massages, skin cleansing and guidance on body care. On the 31st, all employees were able to visit a booth with products and tips on health and well-being.

On November 1st, the men received PSA (Prostate Specific Antigen) tests, bioimpedance, blood pressure and blood glucose checks. The week ended with a lecture reinforcing the importance of prevention and early diagnosis, with practical advice on how to maintain good health.

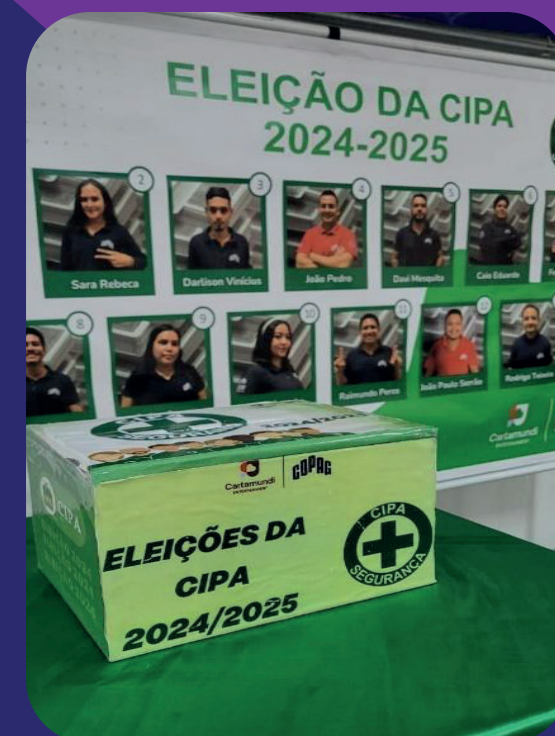


Induction of new CIPA members

In 2024, COPAG held elections to choose the new members of the Internal Accident Prevention Commission (CIPA). The voting and counting took place on November 26th, and the new representatives formally took office on December 12th, with the signing of the minutes of office.

The process was conducted transparently, with direct voting by the employees. The officialization of the new CIPA team guarantees the continuity of accident prevention actions and the improvement of working conditions, in accordance with the requirements of labor legislation.

With the new management, the expectation is to strengthen the company's safety culture, helping to reduce accidents and promote better ergonomic and health conditions. The next steps include training the new members and implementing measures aimed at prevention and well-being in the workplace.



People development

COPAG Training: precise moves, winning strategies

At COPAG, we believe that the growth and development of our employees is fundamental to the company's success and to building a more inclusive and dynamic working environment. Throughout 2024, we held several training sessions that sought not only to improve technical skills, but also to promote self-knowledge, the exchange of experiences and personal and professional development.

These training sessions were offered in face-to-face formats, remotely and through online platforms, seeking to meet the needs of all employees in São Paulo and Manaus. We use different methodologies, such as workshops, lectures, interactive games, podcasts and practical activities, always with the purpose of creating a more accessible and enriching learning environment.

Among the actions that stood out, we can mention the Marketing Trail, which was structured to prepare our professionals for the challenges and transformations in the industry. This training addressed the new profile of the marketing professional, focusing on skills such as creativity, innovation and digital strategies. The program also worked with employees on how to adapt to the current market scenario, always with an emphasis on inclusive and assertive communication.



Training multipliers



The New Marketing Professional Trail



Another important point was the Printers' Training, a program aimed at employees responsible to produce our products. They are the heart of COPAG, as they print the company's best cards and plays, guaranteeing the quality and excellence of our materials. This training was essential to reinforce good production practices, printing techniques and to raise awareness of the importance of each stage of the process for the success of our brand.



Formation of printers

In 2024, we continued to strengthen the culture of continuous improvement through training actions that directly impact the routine and results of the operation. The Total Productive Maintenance (TPM) training was one of the initiatives that contributed to the adoption of more efficient practices, with a focus on reducing waste and optimizing production processes.

We also increased our efforts in leadership development, with programs aimed at training managers who are better prepared to face daily challenges and engage their teams more consistently. Moreover, we promote health, safety and environment training, guaranteeing suitable working conditions and reinforcing our commitment to the continuous development of our employees.



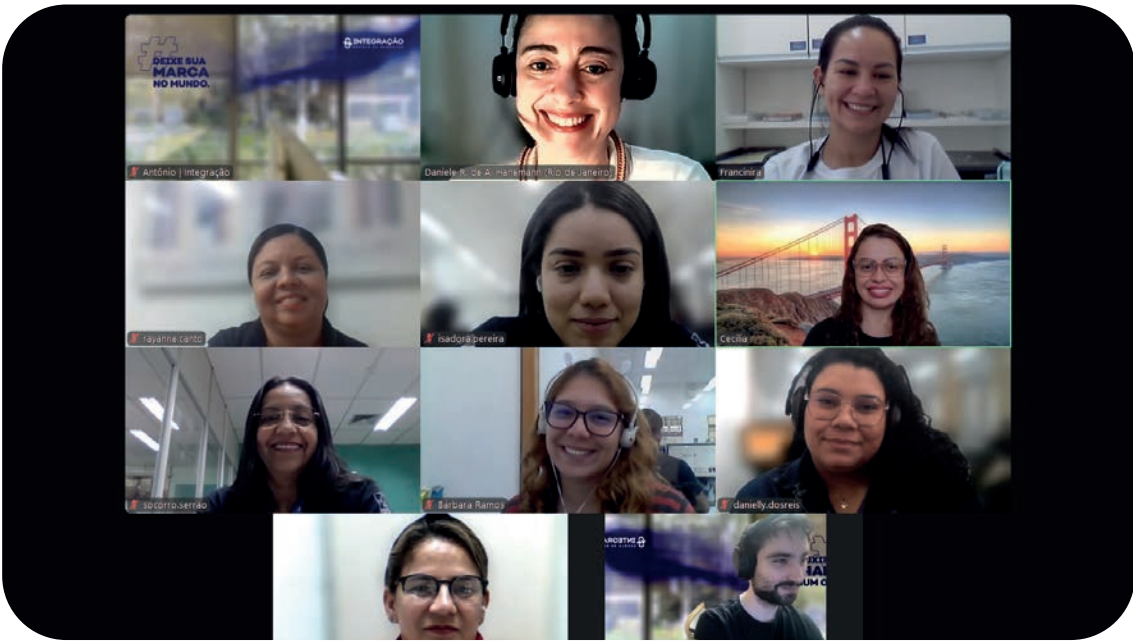
SP leadership training



AM leadership training



Conscious Communication



Diversity Committee

Young Apprentice Internship Program

At COPAG, we believe that the company's future is directly linked to the development of new generations of professionals. That is the reason we constantly invest in programs that offer young people the opportunity for practical and theoretical learning, aiming to prepare them for the challenges of the job market. In addition to practical training, they had a development journey during the year, which focused on their soft skills.

Young Apprentice Program

COPAG's Young Apprentice Program is one of the initiatives aimed at providing young people with an introduction to the corporate world, offering solid training that combines theory and practice. In 2024, we remain committed to opening doors to this talent, offering experiences that add value to the professional and personal development of each participant.

In addition to broadening their skills, the program also seeks to integrate young people into our organizational environment, where they have the chance to learn about the different sectors of the company.



Apprentices and trainees during a learning trail

Internship Program

COPAG is also committed to student development, offering internship opportunities that provide hands-on experience and a greater understanding of professional challenges in several areas. In 2024, our Internship Program continues to be an important pillar in talent development, offering significant opportunities for interns to apply their academic knowledge in the daily life of a large company.

Currently, the trainees play a fundamental role in our company's routine, bringing innovation, creativity and a fresh outlook on the activities carried out. This program contributes directly to training professionals who are better prepared for the job market, while offering immersive experience in the business environment.

We are happy with the progress made in 2024, but we continue to look to the future, always seeking to create new opportunities for those who are starting out on their career path.

Faz um Peex

The main objective of COPAG's "Faz um Peex" program is to promote mutual recognition among all employees, creating a collaborative, inclusive and valuing work environment. Through it, we recognize and value the individual contributions of each person in the organization, whether in technical skills, behavior or results achieved. This recognition is done through the PEEEX platform, which enables a collaborative evaluation, where co-workers themselves can evaluate each other, recognizing the competencies that align with COPAG's values.

The program is available to permanent employees, trainees and apprentices, aiming to ensure that everyone can be recognized for their contributions. With each evaluation, they accumulate "Powers", which are a way of recognizing the behaviors and attitudes that stand out within the team. The more Powers you accumulate, the greater the chance of winning a button, and by accumulating more Powers in different badges, you increase the possibility of winning the top prize: a trip between

the units in São Paulo and Manaus.

Evaluations are carried out every six months and there is no obligation to participate, but everyone is encouraged to take part. The rules are clear: each employee can be evaluated up to twice, but always with different badges, encouraging the construction of an organizational culture based on continuous growth.

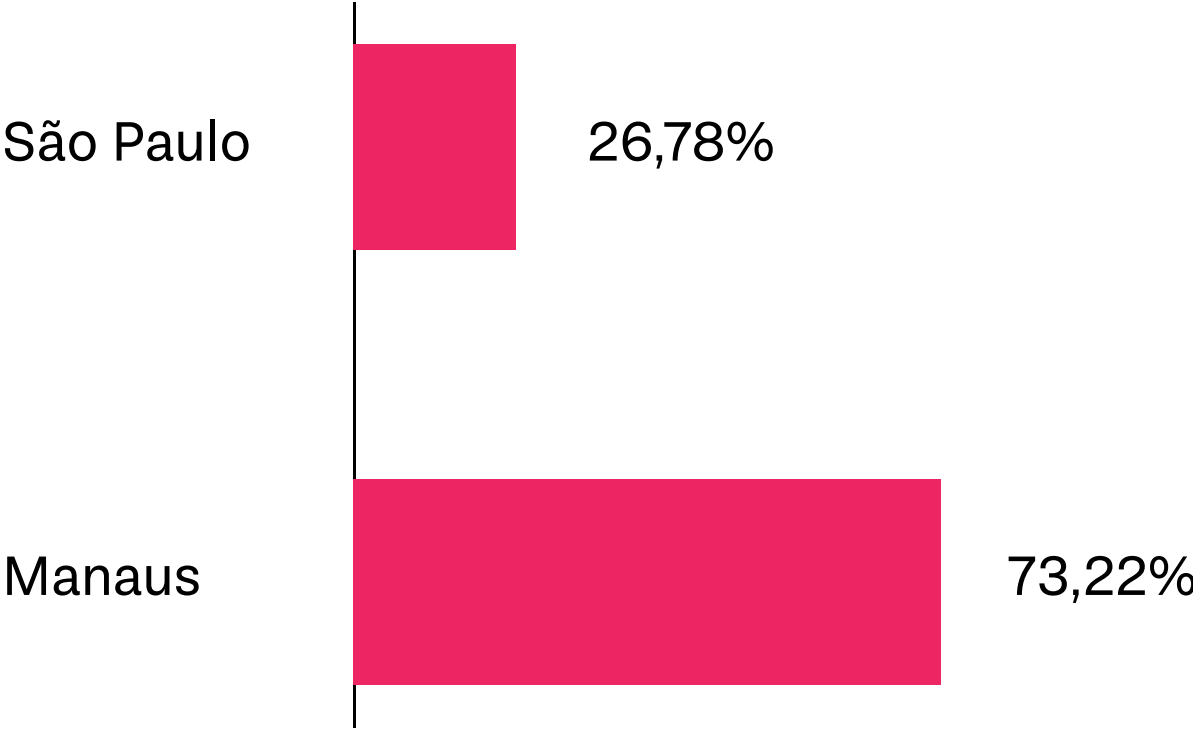


Socio-environmental sustainability and labor relations

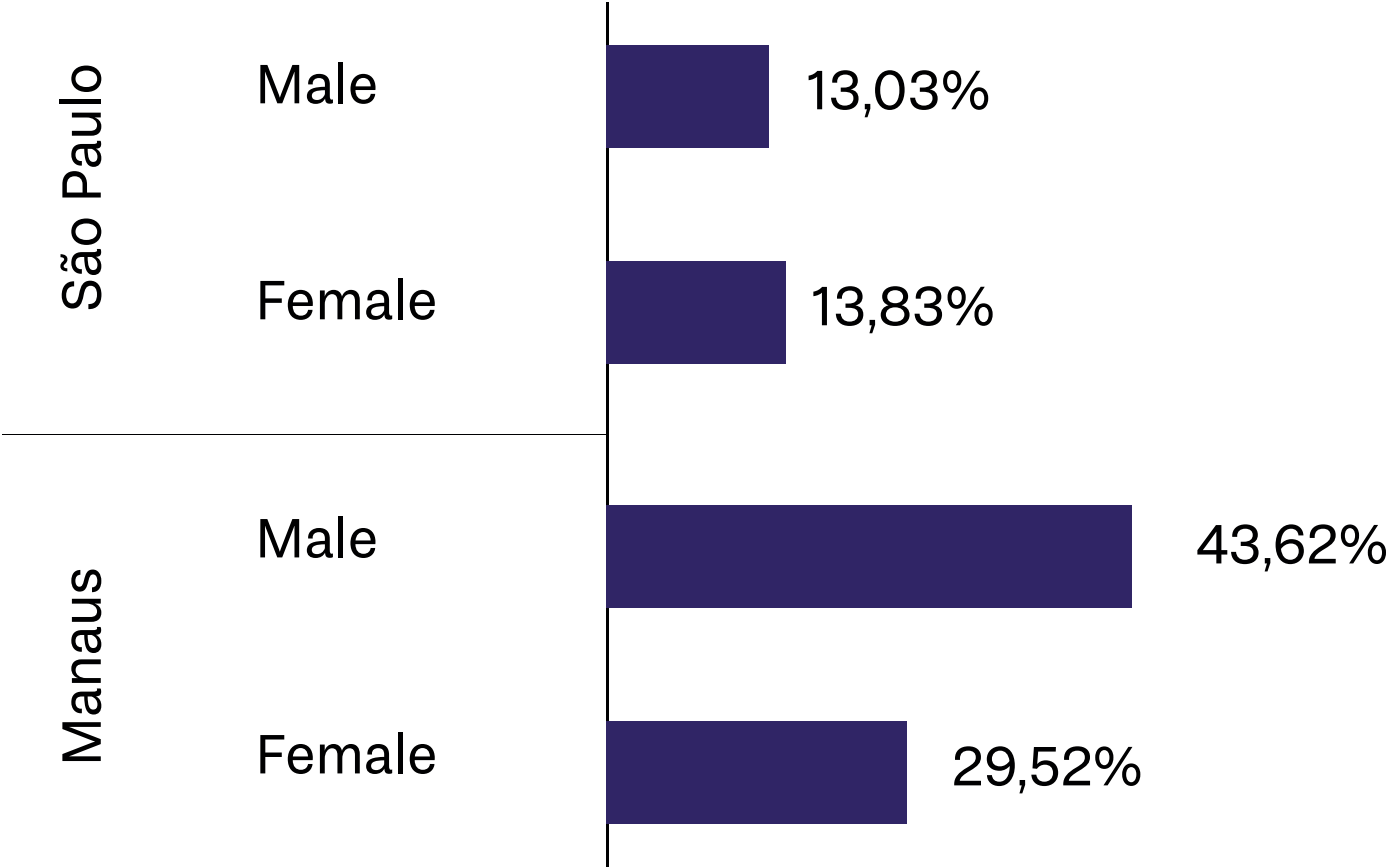
Diversity

By December 2024, our team was made up of 376 employees, and 6 Big Bang employees, all aligned by the goal of creating experiences that bring joy and connection between people. Recognizing the importance of promoting a work environment that is collaborative, inclusive and fair. We highlight some important data below:

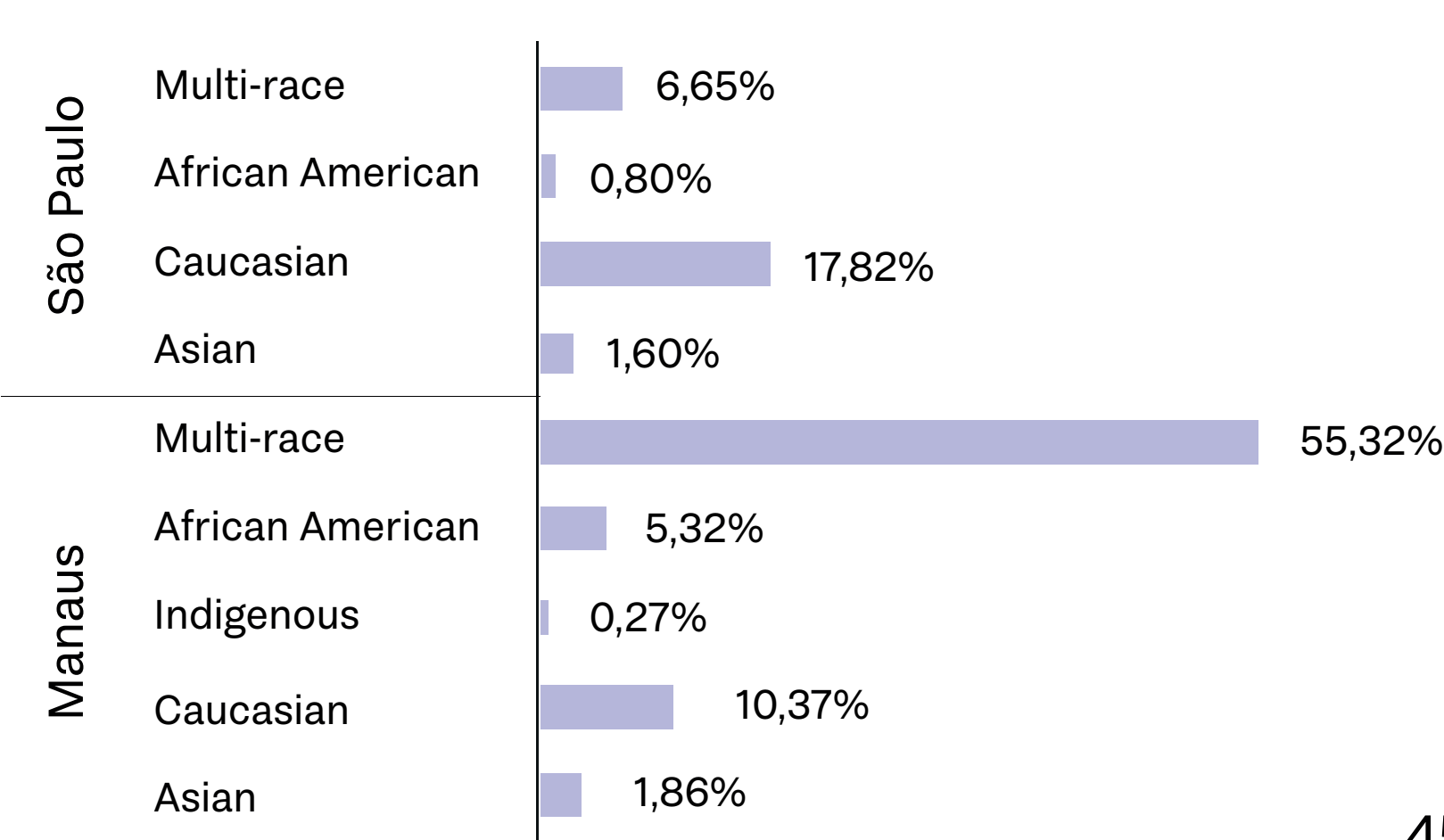
EMPLOYEES PER UNITY



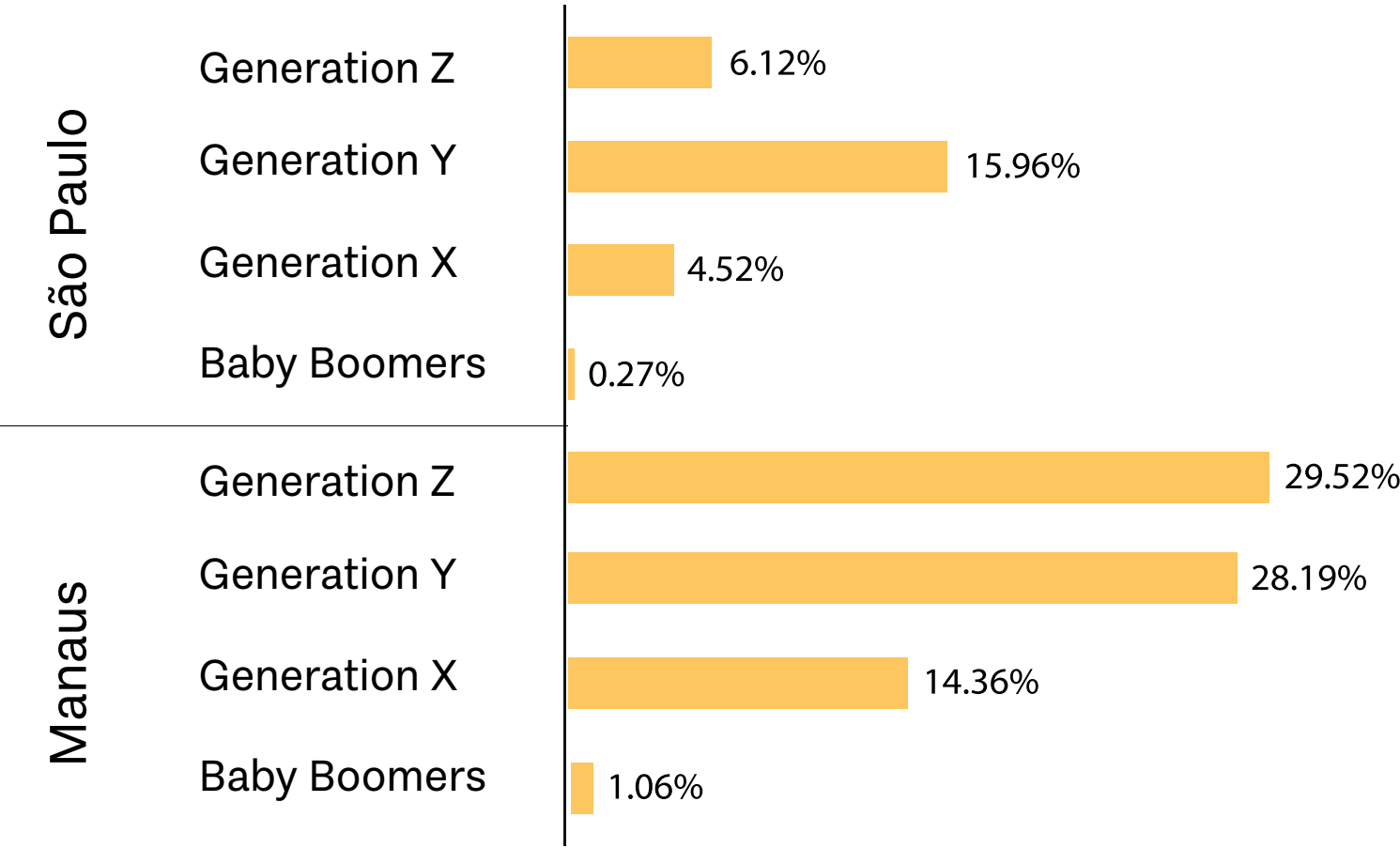
EMPLOYEES BY GENDER AND UNITY



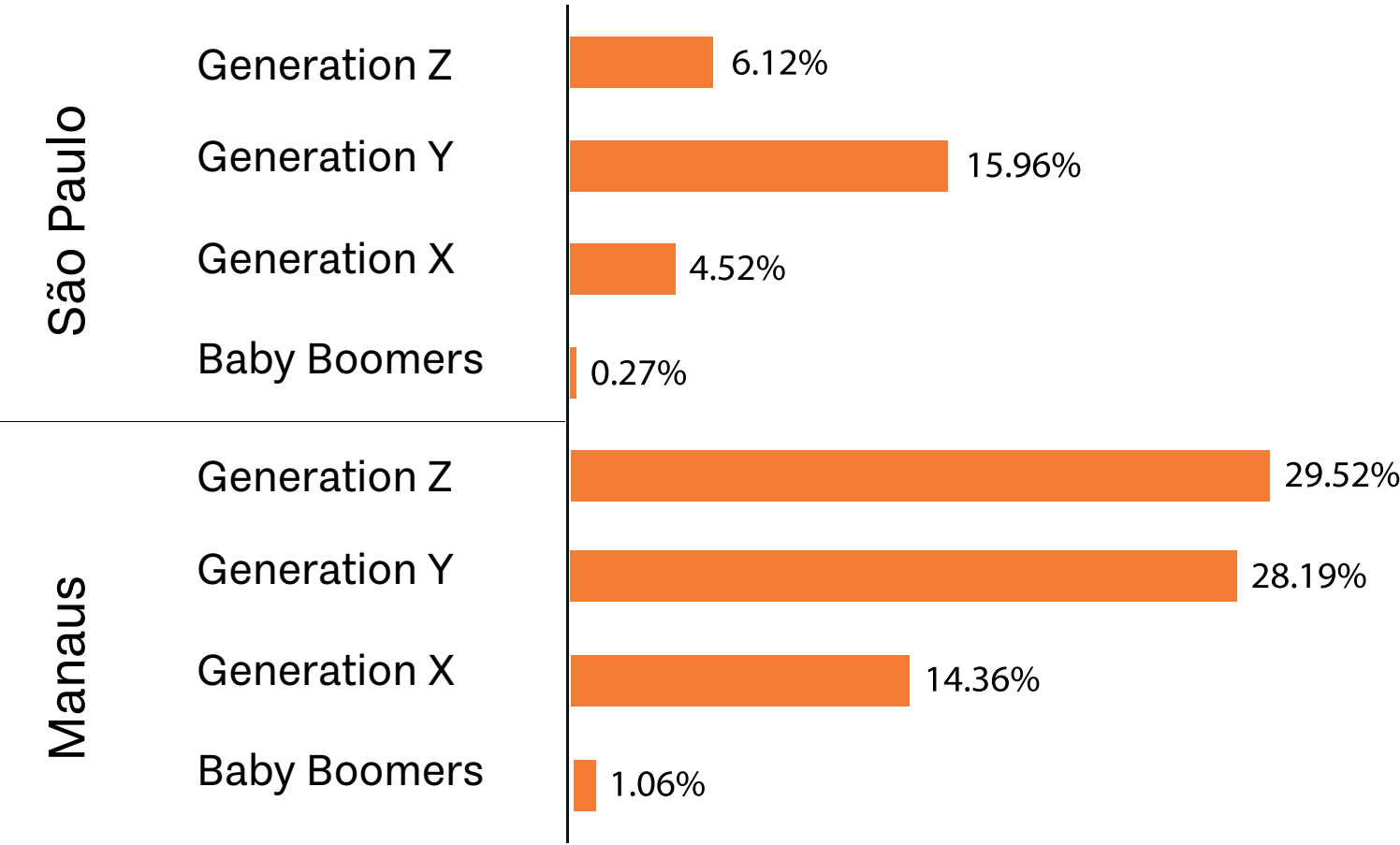
EMPLOYEES BY ETHNICITY



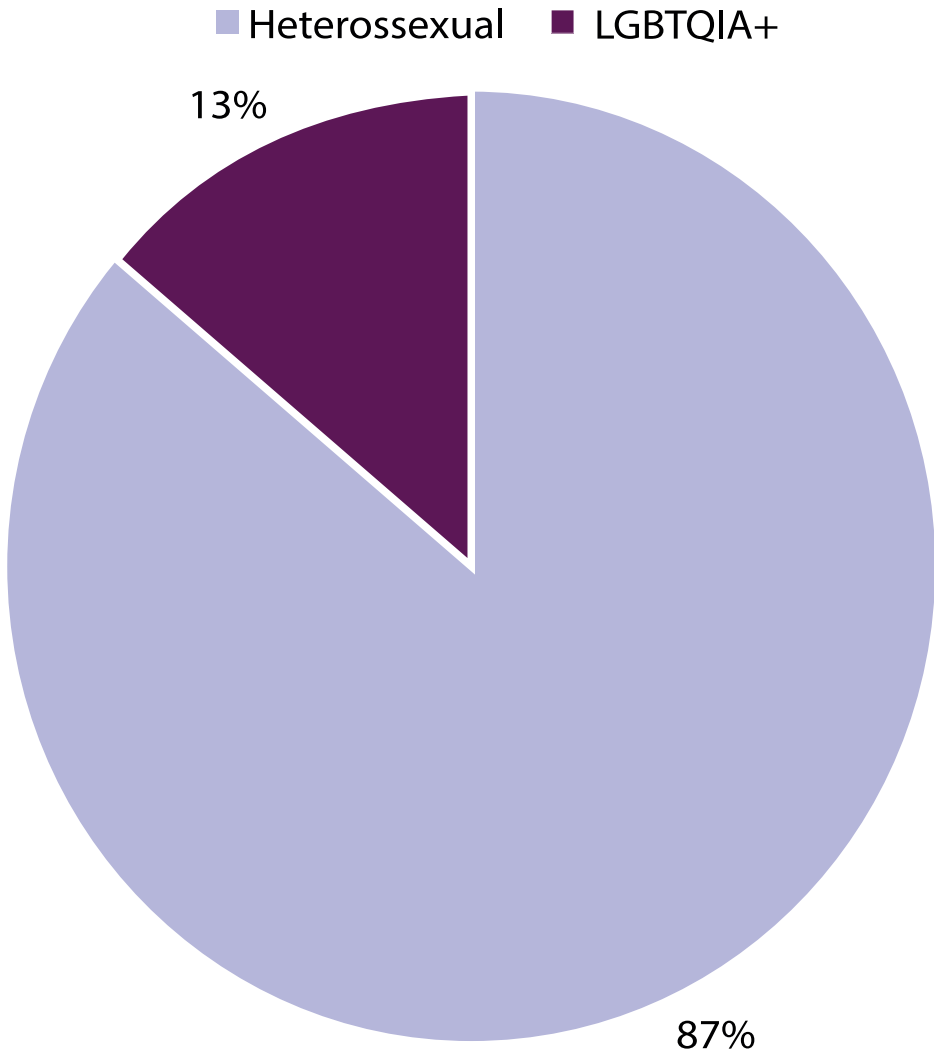
EMPLOYEES BY GENERATION



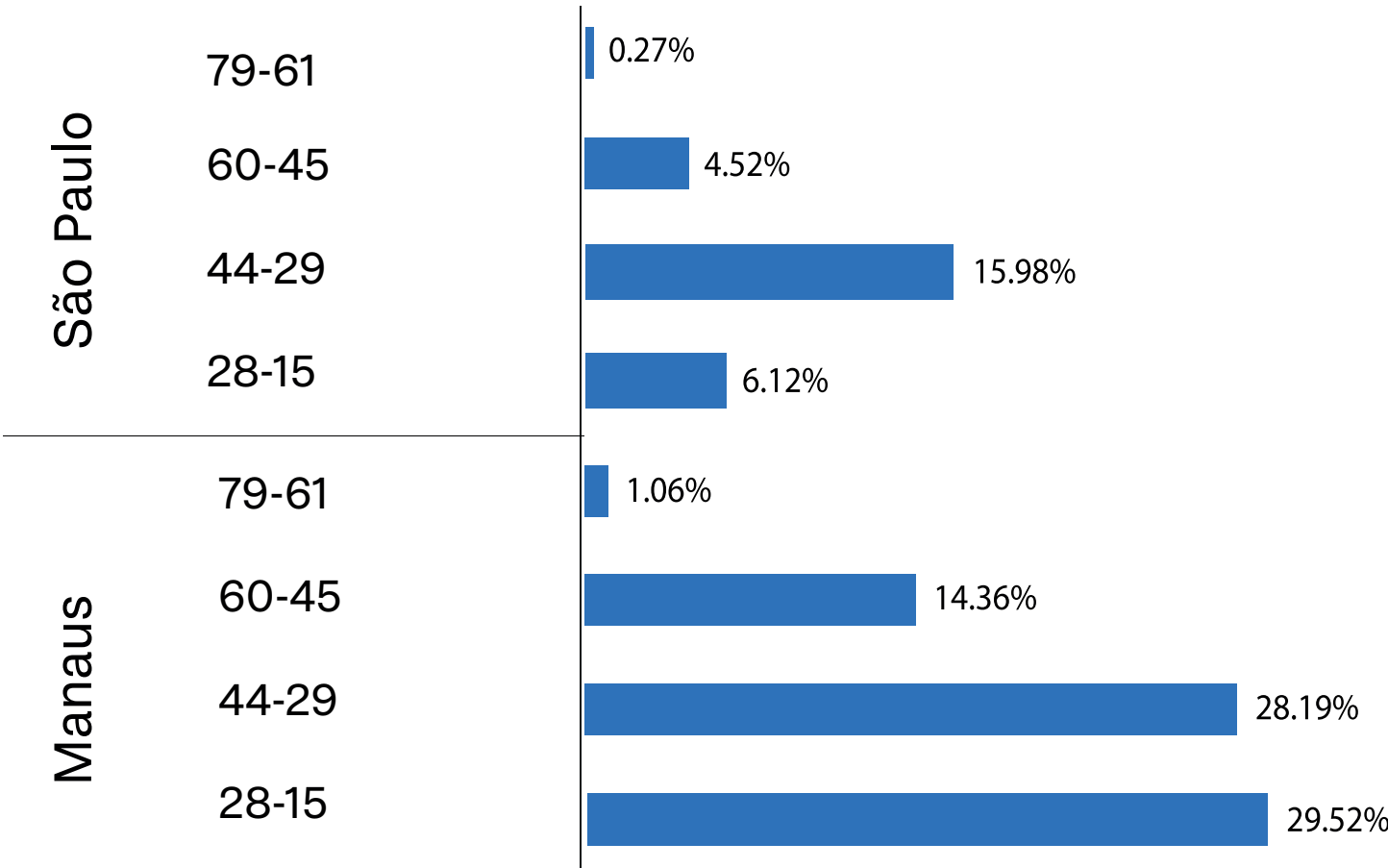
DISABLED EMPLOYEES



SEXUAL OPTION



AGE BRACKET OF EMPLOYEES



SA8000 and Ethics Week

COPAG reaffirms its commitment to conducting its business in accordance with high ethical and commercial standards, always following international requirements and standards. This attitude extends to all our partners and suppliers, whom we encourage to adopt similar behaviors to ensure that our practices are always transparent and responsible.

The company has a strong concern for the working conditions of its employees, and is continually striving to promote improvements in this regard, being committed to ensuring a safe, healthy and respectful working environment, always in accordance with the guidelines provided for in our Code of Conduct and Ethics, which is available on our website, bulletin boards and intranet, facilitating access and understanding for all stakeholders, allowing any deviation to be flagged up and addressed appropriately.

To ensure that the guidelines of the Code of Conduct are followed, COPAG has several communication channels, including the Conduct and Ethics Channel, where it is possible to report any situation that may violate the established principles. The link to this channel is <https://www.canalintegro.com.br/COPAG>, guaranteeing total accessibility and transparency.



Moreover, to promote ongoing awareness of the principles that govern the company, we hold an annual Social Responsibility and Ethics Week. During this week, several activities are carried out focusing on the guidelines of our Code of Conduct, covering all work shifts. The activities include talks, quizzes and fun activities, with the participation of our Social Development team, Social Responsibility advisory firm and our legal partner. These activities are fundamental to stressing the commitment of all our employees to the values that COPAG stands for.

We believe that strengthening an ethical and responsible culture is essential for the sustainable development of the company and for promoting a fair and collaborative working environment.



Lecture “I Throw the Ball to You” with Socorro Serrão



Lecture on harassment with Priscilla Duarte, lawyer



SA8000 Week

Women's Day

International Women's Day, celebrated on March 8th, is a significant date for us to reflect on the achievements of women throughout history and the importance of continuing the fight for equal rights and opportunities. At COPAG, we understand that this date goes beyond a symbolic celebration; this is a time to recognize the women who are part of our team and to reflect on the fundamental role they play in our organization.

In 2024, COPAG dedicated itself to promoting a special action in honor of Women's Day, aiming to reinforce our commitment to valuing diversity and equity within the company. The initiative aimed to create a reflective and welcoming environment, highlighting the work and contributions of women in all areas of the company.

We remain committed to creating a company where all voices are heard, and where gender equity is treated with seriousness and commitment, not just on Women's Day, but throughout the year.



Family Day

In April 2024, COPAG opened its doors so that family members could get to know our employees' workspaces and interact with the different types of family that make up our workforce, on a recreational morning that fostered respect for family diversity.



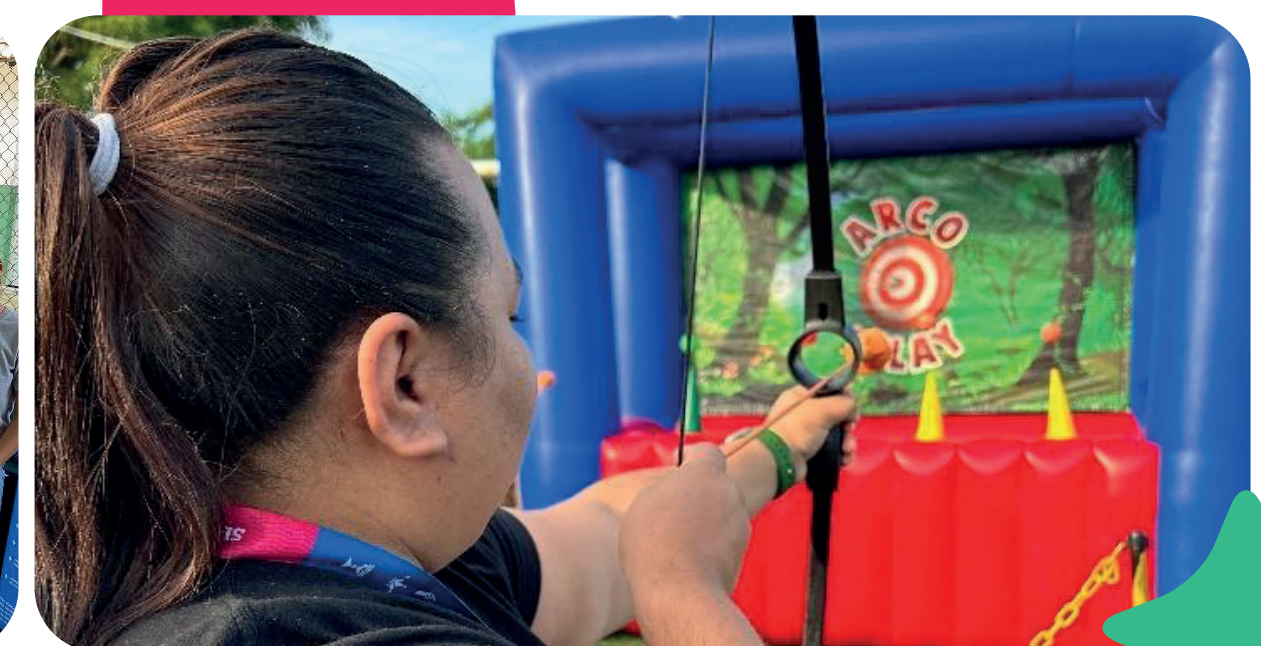
COPAG na Roça

In 2024, the “COPAG na Roça” event brought not only fun, but also a strong sense of unity and solidarity. The interactive activities brought the whole team together in a spirit of empathy and collaboration.

Once again, the event was much more than just a get-together. It was an opportunity to encourage reflection on the importance of collaborating with the community to foster well-being, which has a positive impact on social issues.

The donations collected this year during the event went to Instituto OELA – Oficina Escola de Lutheria da Amazônia, a non-governmental, non-profit organization founded in 1998. The institute focuses on sustainability and social inclusion, promoting educational projects and facilitating access to public policies.

The “COPAG na Roça” action has established itself as a reflection of the values that the company seeks to cultivate: solidarity, empathy and social responsibility.



Donations to Instituto OELA

International Day of Afro-Latin American and Afro-Caribbean Women

In July, COPAG's Diversity Committee, in partnership with Cartamundi Entertainment, promoted a special event in honor of the International Day of Afro-Latin American and Afro-Caribbean Women, celebrated on the 25th of the same month.

The date originated in 1992, when a group of Afro-American women from Latin America and the Caribbean met to discuss ways to combat the violence and inequality that disproportionately affect this population. From this meeting, the Network of Afro-Latin American and Afro-Caribbean Women was born, which, with the support of the UN, established July 25th as an international milestone of recognition and struggle.

In Brazil, the date has also celebrated the National Day of Tereza de Benguela and of Afro- American Women since 2014, paying tribute to historical figures who symbolize resistance and leadership in the face of enslavement.

Aiming to reflect on the central role of Afro-American women in society and promoting greater equity, COPAG has shared suggestions for films, books and podcasts that address their stories, struggles and achievements.

Filmes



Um filme brasileiro que explora as desigualdades sociais e raciais através da história de uma empregada doméstica e sua filha.



Um clássico que narra a luta de uma mulher negra para encontrar sua identidade e liberdade.

Livro



Como estabelecer limites, lidar com temas difíceis e melhorar os relacionamentos através da comunicação não violenta.

Podcast



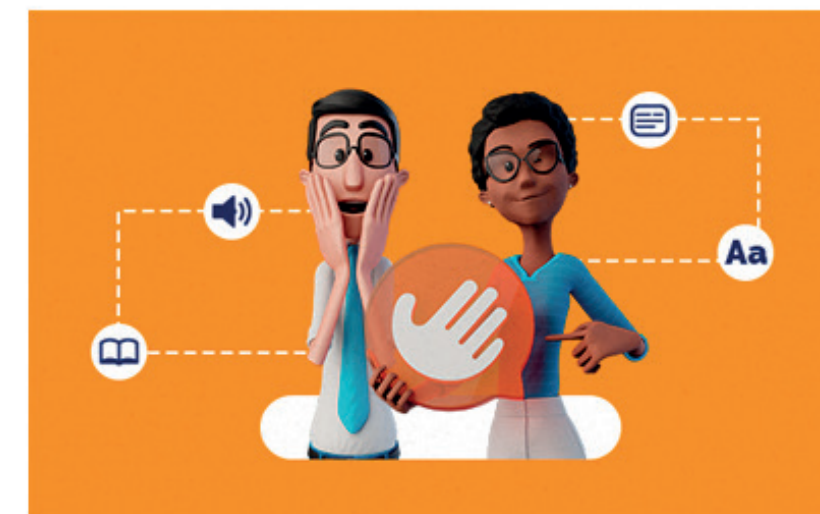
Mano a man é um podcast brasileiro do gênero sociedade lançado em agosto de 2021. Apresentado pelo cantor e compositor Mano Brown, é uma produção assinada pelo Spotify Studios

National Day of Persons with Disabilities

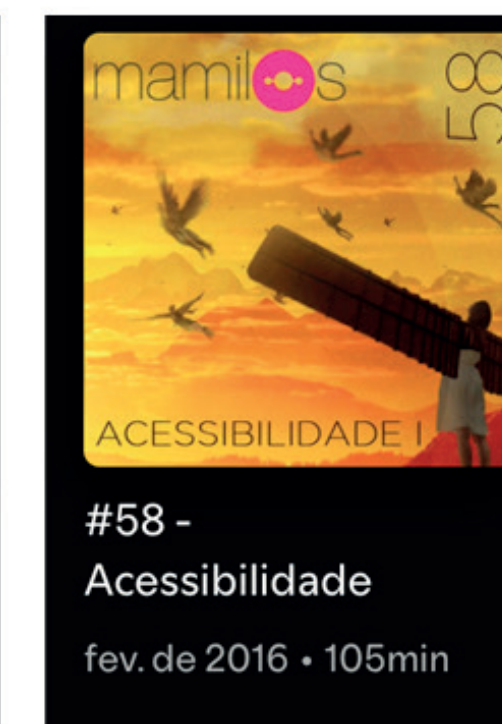
On October 21, COPAG celebrated the National Day of People with Disabilities. The date was marked by special communication aimed at raising awareness on the importance of building a fairer and more accessible society for all. The action focused on valuing the abilities and achievements of people with disabilities, especially through the inspiring example of Brazilian athletes at the Paralympic Games. The campaign highlighted the determination of these athletes, who overcome physical limits and defy stigmas every day in pursuit of excellence in sport — a true lesson in overcoming and strength.

To engage employees, an interactive quiz on the Paralympic Games was organized, aiming to reinforce learning in a light and participatory manner. Participants who answered correctly in the shortest time were entered into a prize draw.

HANDTALK



Podcasts



Comitê Paralímpico no YouTube



Comitê Paralímpico Brasileiro

@brasilparalimpico • 27,9 mil inscritos • 1,3 mil vídeos

Canal oficial do Comitê Paralímpico Brasileiro (CPB), entidade que representa e lidera o ...mais

cpb.org.br e mais 3 links

Inscrição

Volunteering

At COPAG, volunteering is part of our essence. We believe that time dedicated to others is one of the most valuable contributions. That is the reason the celebration in honor of the volunteers took place in a pizzeria, as a way of recognizing the commitment and dedication of everyone who gets involved in volunteer activities throughout the year. This was a moment of fraternization and gratitude, in which we managed to express our gratitude to every employee who dedicates their time and energy to making a difference in other people's lives.

The evening was marked by good conversations, laughter and the certainty that volunteering is a fundamental part of our culture, reflecting our commitment to collective well-being and to building a better future for all.



COPAG volunteer team

Project Herculano

Project Herculano, conceived and dedicated by employee André Santana, is an initiative that aims to provide educational and development opportunities for children and teenagers. In operation since April 2024, the project currently serves 60 children and teenagers aged between 4 and 15.

Two volunteer teachers taught the classes, André and his brother-in-law, who dedicate their time and knowledge to making a positive impact on the lives of these young people. The project runs on Mondays, Wednesdays and Fridays from 5:30 pm to 8:30 pm, offering a welcoming and educational environment.

The work of people like André, who dedicate themselves to social causes, is an example of how we can all contribute to changing the reality around us. COPAG is proud to recognize the importance of this work carried out by our employees.



André Santana

Sustainability

Sustainability continues to be a core component in our corporate trajectory. In 2024, we are moving forward with our actions, always in line with the group's global sustainability strategy, focusing on four main areas:

Live with Joy: This pillar addresses our products and the impact they generate. We are committed to offering products that bring joy to our customers without compromising the environment.

Live with Nature: Related to our operations, this pillar highlights our quest for efficiency and less environmental impact in all our activities.

Live with Respect: We deeply value our employees and the communities where we operate. This pillar reinforces our commitment to cultivating respectful and collaborative relationships.

Live with Integrity: Reflects our commitment to integrity in all our business practices and behaviors, maintaining high ethical standards in everything we do.

In 2024, we made significant advances in implementing an ESG Framework, setting clear targets and tracking

data to guide our decision-making. For the first time, we measured our sustainability targets, linked to the Sustainability Linked Loan (SLL), focusing on reducing carbon emissions, engaging our supply chain by signing the Global Supplier Code of Conduct and evaluating our sustainable practices through Ecovadis, with a positive and satisfactory result. We also integrated ESG practices into our investments and started implementing an internal carbon pricing system, reaffirming our commitment to sustainability.

For 2025, our focus will be on intensifying training and awareness initiatives, continuing to strengthen our practices and ensuring alignment with ESG principles in all areas of the company.

Environment Week

During the Environment Week, held from June 3rd to 7th, 2024, several activities were held to engage the team and reflect on current environmental challenges.

In commemoration of the World Environment Day on June 5th, COPAG kicked off the week with an approach on the topic “Accelerating land restoration, drought resilience and the progress of desertification.” A competition was organized, in which employees from all shifts took part in a dynamic that simulated surviving the climate crisis, promoting reflection on the actions needed to face environmental challenges.

Furthermore, awareness-raising videos were provided, addressing the impacts of the climate crisis on industries, such as the scarcity of natural resources and difficulties in the supply chain. On June 7th, an online sustainability workshop was held, addressing how COPAG is incorporating sustainable practices into its operations, with the participation of the São Paulo and Manaus offices.

During the Environment Week, an environmental quiz was also held in Manaus. All the shifts in the plant took part, and gifts were distributed to the employees who stood out in the game.

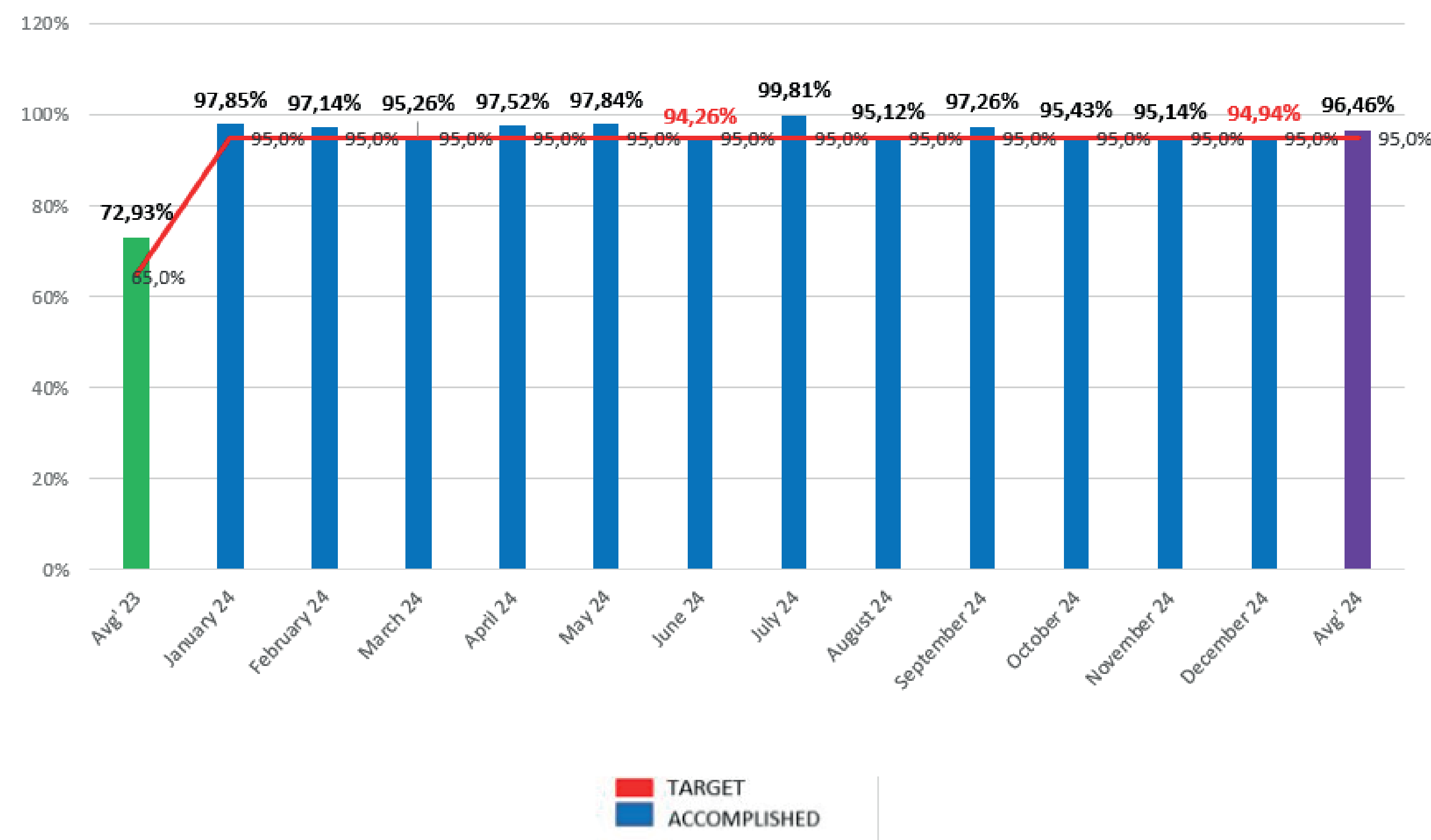


Management of waste

COPAG has also dedicated itself to waste management. In 2024, the company achieved a 7.5% reduction in the generation of hazardous waste (Class I), representing an important step for its environmental management. Moreover, COPAG maintained a recycling rate of 96.46% of its recyclable waste, exceeding the target of 95%.



Reciclagem de Resíduos Waste Recycle Rate



Reverse logistics

As part of reverse logistics, the company continued to work on collecting its packaging nationwide, offsetting 206.6 tons of paper and 39.7 tons of plastic through recycling certificates, thus helping to reduce the environmental impact caused by the improper disposal of these materials.

Quality Week

Between November 11th and 14th, 2024, COPAG held the 3rd edition of Quality Week, with the topic “Compliance to Performance.” The main focus of the initiative was to promote understanding of the importance of ensuring that products, services and processes are aligned with established performance and efficiency standards, involving employees from all sectors

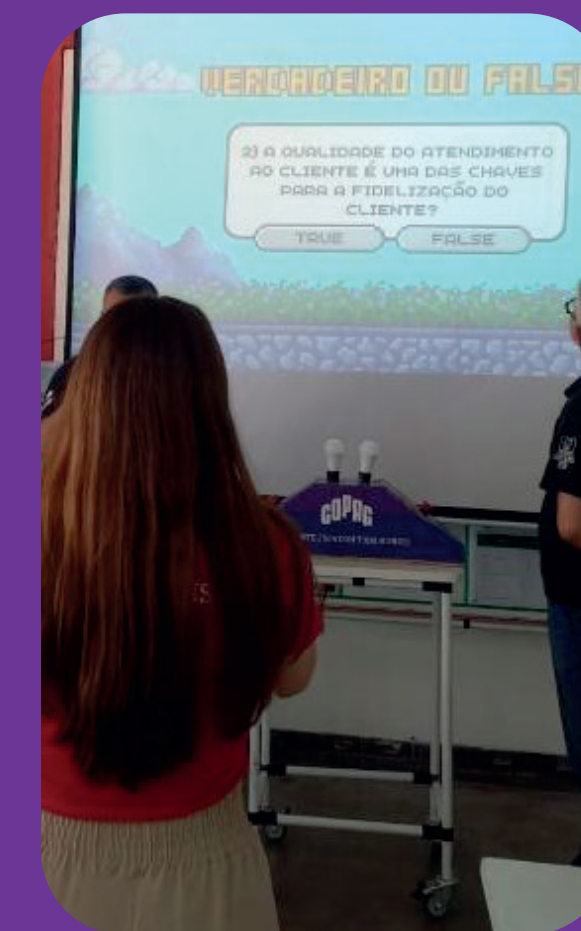


During the period, several activities were carried out to raise awareness and engagement with the topic. The program included the dissemination of internal communications with specific content related to compliance and performance, as well as dynamics such as the Quiz Show and the Quality Questions game, which encouraged collective participation in an interactive way.

There was also a dynamic to recognize internal auditors and audits, highlighting the importance of this role in maintaining and improving quality processes within the company.

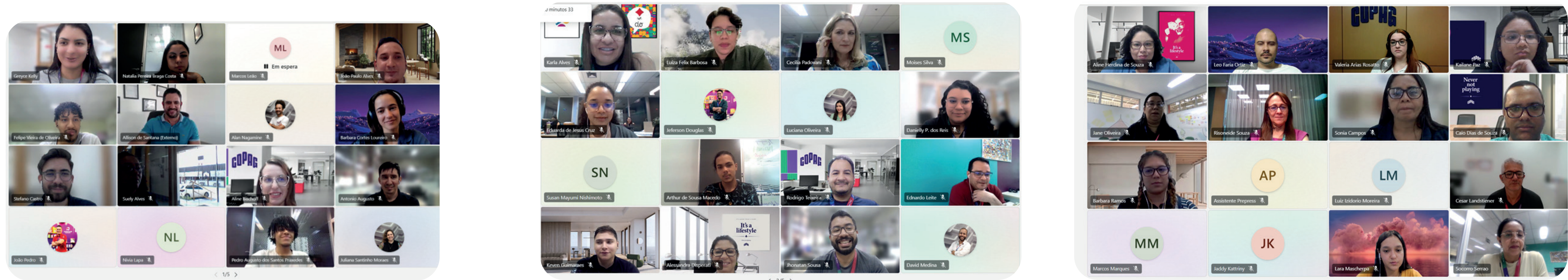


Perguntados da Qualidade



Quiz show

As part of the actions, an online lecture was held via Teams on the topic “Quality: a value for all,” which reinforced the organization’s commitment to integrating quality into daily work practices, considering all stages of production and service processes.



The purpose of Quality Week was to broaden understanding of how compliance with technical and operational requirements contributes to customer confidence, risk reduction, continuous improvement and the company’s sustainable performance. By involving employees in all phases of the initiative, COPAG is reaffirming its commitment to improving processes and strengthening the quality culture in the workplace.

Open Innovation

Ideation program

For yet another year, the COPAG Ideas program fostered innovation and the sharing of knowledge within the organization. Open to all employees, regardless of area or location, and covering the São Paulo and Manaus units, the action encourages continuous improvement by rewarding ideas that bring benefits to the company, respecting the diversity of thoughts and experiences that each person can bring.

The ideas were submitted in both physical and digital form. After submission, the ideas went through a defense phase, where participants presented their proposals to an evaluation panel made up of members from different areas of the company. This approach seeks to ensure a broad assessment, reflecting the plurality of the team's points of view. The winning ideas are announced during the Town Hall event, held in Manaus and broadcast to employees in São Paulo.

In addition to COPAG Ideas, the organizing committee also held dynamic events, film screenings and awards ceremonies during SIPAMAQ week. Said events have encouraged the exchange of ideas and the construction of a more innovative and inclusive environment.

The program takes place every six months, with cycles that guarantee continuous opportunities for everyone to contribute their ideas, regardless of their position or location, ensuring that everyone has an active voice in building the company's future.



Operational Excellence

The year 2024 was marked by a cycle of significant achievements at COPAG, as a result of the dedication and joint work of our employees, who played a key role in the delivery of 22 strategic projects. This milestone illustrates the growing maturity of our performance on several fronts, operational, tactical and, above all, in strengthening our culture of innovation and excellence.

One of the highlights was the cost mapping, a strategic project that strengthened the accuracy and efficiency of pricing processes. The collaborative and practical approach of this work contributed to greater assertiveness in decision-making and increased visibility over the organization's costs. This initiative has resulted in more efficient management and concrete improvements, such as the review of processes, the adoption of more advanced technologies and the dissemination of good practices.

COPAG is committed to the development of people and the continuous improvement of its work environment, always focusing on results and sustainability. The commitment of our employees is essential so that, together, we can continue moving forward and building a more prosperous future.



Participants in the costing process: Gelber Abe, Shirlene Souza, Aline Vieira, Dulcilene Guimarães, Douglas Goiana, Bárbara Ramos, Wallison Silva, Alexander Jotta, Sadma Suallem, Isadora Pereira, David Medina, José Machado, Marcos Cavalcante.



Amazonas Quality Award (PQA): Recognition for Excellence

In 2024, COPAG was recognized with the Silver Trophy at the 32nd Amazonas Quality Award (PQA), one of the major recognitions of excellence in the state.

The award celebrates organizations that stand out for innovation and continuous improvement, and COPAG was awarded in the process improvement category with the project “Cell Line:: Maximizing COPAG’s Efficiency.” This achievement symbolizes significant progress in the company’s operating model, bringing greater fluidity, productivity and efficiency to our production lines.

This recognition reflects the collective efforts of our teams, who are constantly working towards innovative and sustainable solutions. Every step taken towards continuous improvement has a direct impact on both the business and the community in which we operate.



COPAG at the Qualishow 2024 Event. From left to right: Aaron Souza, Socorro Serrão, José Machado, Bárbara Ramos, Jackeline Abreu, Isadora Pereira, Giuliana Campos, Glauce Correa, André Silva.



Bárbara Ramos receiving the award and representing COPAG



COPAG Silver Trophy in the process category and Bárbara Ramos, the project's presenter.



Operational Excellence Team: From left to right: José Machado, Bárbara Ramos, Isadora Pereira and Giuliana Campos.

CSW Week 2024: Engagement and Learning

In December 2024, COPAG held another edition of CSW Week – COPAG Smart Way, which has established itself as an essential event for promoting a culture of continuous improvement within the company. During the week, employees took part in practical and dynamic activities based on the Lean Manufacturing and TPM (Total Productive Maintenance) principles, aiming to reinforce operational excellence and foster engagement across all sectors.

Among the activities carried out were the LEGO Challenge, which encouraged cooperation and creativity in the search for improvements in production processes, and the 5S Game, which reinforced the importance of organization and standardization in the workplace. Furthermore, we had the participation of suppliers who brought innovative solutions aimed at Industry 4.0 and sustainability, connecting COPAG with the trends of the future.

The week was also marked by the awarding of the most engaged employees in the 5S program, highlighting those who have contributed with dedication and commitment to the organization and improvement of the company's processes.



Visual Identity



Monday: Waste Target Shooting



Tuesday: True or False about TPM



Wednesday: TPM Exposure: Collaborators who helped making the exhibition happen. From left to right: Giuliana Campos, Rayanne Canto, Laura Ribeiro, Stefano Castro, Adriana Barbare, Greyce Santana, Sônia Campos, Wallison Campos, Heraldo Assunção, Isadora Pereira, Nilton Soares, José Machado.



From left to right, starting at the top: Bárbara Ramos, Ionara Silva, Irlanda Silva, Everlan Ribeiro, Lediane Santos, Dulcilene Guimarães, José Machado, José Gato, Antônio Filho, Kenneth Viana and Cayo Leão.



Game carried out by the Health, Safety and Environment pillar.



Thursday: LEGO Challenge



Friday: 5S Game - From left to right: Jaddy Ramos, Maria Helena Oliveira, Lee Sandra Oliveira.

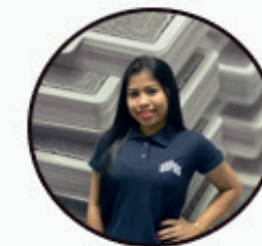


5S Award: 2nd place in the process category: Storeroom
- From left to right at the bottom: José Machado, Reginaldo Ferreira, Aldair Monteiro, Jeyzo Souza, Alcivaldo Lima, Isadora Pereira. From left to right above: Rodynei Silva, Zerino Pimentel, Carlos Teixeira, Helena Braga, Ana Ester, Raimundo Ariramba.

OBRIGADA AUDITORES 5S!



Aaron Bentes



Adria Prestes



Gabriela Mendes



André Lucas



André da Silva



André Santana



Arão de Oliveira



Bárbara Ramos



Dulce Darlyn



Henrique Amorim



Hildebrando Lopes



Isadora Pereira



Joabe Nascimento



João Paulo Serrão



Júlio César



Laura Calyne



Marcos Dutra



Melquizeque da Silva



Nicolas Ribeiro



Niliane Bentes



Quezia Cavalcante



Sarah Raquel



Thiago de Souza



5S Award: 1st place in the Support category: Outpatient clinic. From left to right: Grazielle Azevedo, Francinira Costa and Isadora Pereira

Transition to ACE: New Identity, Same Purpose

COPAG started a new phase of its continuous improvement journey by aligning the name of its operational excellence program with the Cartamundi group, renamed ACE – Accelerate Cartamundi Excellence. The change is not just symbolic, but reflects the global group integration, maintaining unity between all the plants and strengthening the commitment to operational excellence worldwide.

The ACE program continues to be guided by the principles of Lean Thinking, but currently brings a stronger symbolism, referring to the “ace” of the deck, an icon of strength and leadership. This change reinforces our goal of continuing to strive for constant improvement and excellence in all our operations.



Implementation of TPM at COPAG Manaus: Progress and Consolidation

The TPM implementation journey at our Manaus plant also made significant progress in 2024. Following the successful results in the 2023 pilot phase, the program was expanded to new areas of production, with a focus on increasing efficiency, reliability and team engagement.

We continually invest in training for all shifts, with specific training for operators and leaders, strengthening team autonomy and ensuring strategic alignment at all levels. Moreover, the visual management of the TPM areas has been improved, allowing for greater transparency and autonomy in decision-making.

COPAG Manaus continues to consolidate its culture of continuous improvement, with everyone's collaboration, and is preparing the ground for further progress in 2025.



One of the groups trained to expand TPM



Certificate delivery and acknowledgments to the pillar of autonomous maintenance



Celebration of the program's progress



Certificate delivery and recognition of TPM participants. From left to right: Antônio Filho, Adriana Barbare, Greyce Santana, Karine Freitas and José Machado.



Certificate delivery and badge presentation representing the pillar each employee is part of. Employee: Isadora Pereira

The 2024 journey has been one of transformation, learning and growth, with concrete results and direct impacts on operational efficiency, people engagement and our contribution to a more sustainable future.

The joint efforts of our employees, partners and stakeholders were essential for us to reach these milestones. Moreover, with the same spirit of collaboration, we continue to build a path of continuous improvement and innovation for the coming years.

Managing the customer experience journey

Message to the customer

In a market that evolves with speed and constant challenges, maintaining solid and reliable relationships is what drives us forward with purpose. On behalf of COPAG's Commercial area, I would like to thank you for your partnership throughout this year.

Every delivery made by COPAG carries more than a product – it carries the tradition of over a century of history, the care taken with every detail and the commitment to creating experiences that connect people. Our work is guided by values that cultivate lasting relationships: ethics, transparency and excellence.

We continue to focus on innovation, service and proximity, certain that success is always greater when it is shared.

Thank you for walking this journey with us. We are ready to keep playing together.

Marta Pique Mateus

Latam Commercial VP – COPAG



National and International Fairs

Ice Show London

The ICE Show London, held from February 6th to 8th, 2024 in London, England, brought together casino operators from around the world. COPAG took part in the event alongside executives from Fournier, Cartamundi and USPC.

COPAG's representative, Fabiano Veiga, was present to strengthen the brand's presence in the casino market, prospect new customers and present exclusive COPAG products.



APAS SHOW 2024

Between May 13th and 16th, COPAG took part in APAS SHOW 2024, held at Expo Center Norte in São Paulo. The event, recognized as the largest supermarket trade fair in the world, brought together companies from several industries, including technology, logistics and entertainment.

With a 74m² booth, COPAG presented playing cards, card games and the Pokémon line, attracting shopkeepers and visitors interested in the segment. During the four-day event, over 73,000 people visited the fair, and 685 visitors registered their contacts at the COPAG space.

Attendance at APAS SHOW enabled dialogues with new partners and the opportunity to take COPAG's products to a diversified audience within the retail industry.

Diversão Offline

On June 1st and 2nd, COPAG was present at Diversão Offline, an event focused on the gaming market and nerd culture, held at ProMagno Eventos in São Paulo, where visitors were able to learn about and play with Pokémon decks, games and cards.

Over the two days, more than 10,000 people attended the event, making the experience an opportunity to extend the brand's reach and engage with different audiences.



Anime Friends

Between July 18th and 21st, COPAG was present at Anime Friends, one of the main Asian pop culture events in Latin America, held in the Anhembi District in São Paulo.

At the COPAG booth, visitors were able to learn about and try out card games, including Pokémon, games and traditional playing cards. Participating in the event allowed for direct interaction with players and shopkeepers, increasing the brand's visibility to a public that is enthusiastic about card games.

Over the four days, more than 140,000 people attended the event, making it an opportunity to present our products and strengthen connections with the gaming community.

Collabs with Chilli Beans - Launch cocktails

COPAG promoted two outstanding actions in partnership with Chilli Beans, aimed at bringing the brands closer to the public and offering a unique experience. The first action took place on July 18th, 2024, with a cocktail party to launch the eyewear collab, held at Chilli Beans Oscar Freire. The event had a personalized atmosphere, with DJs, refined cuisine, sensory experiences and the presence of businessman Caito Maia.

The second action was an activation held between July 28th and August 11th at Shopping Center Norte, with a dedicated space for trying on the collection's glasses and an interactive poker table. During the 15-day activation, the public had the opportunity to learn how to play poker with dealers and received exclusive gifts. Overall, 4,757 people visited the booth, creating a dynamic and engaging environment for the brands.

G2E Global Gaming Expo – Las Vegas

COPAG participated in the G2E – Global Gaming Expo, held from October 8th to 10th, 2024 in Las Vegas, United States, aimed at casino operators. Together with executives from Fournier, Cartamundi and USPC, the brand was represented by Fabiano Veiga, Marina Marquezi and Marta Mateus, with the purpose of strengthening ties with the casino market and increasing the brand's visibility.



Sales channels

COPAG takes a diversified approach to reaching its customers, operating through multiple sales channels. Following the Cartamundi Group's global guidelines, the company ensures that its products are present at different points of contact, from brick-and-mortar stores, such as toy stores, to digital platforms.

Focusing on serving our target audience effectively, COPAG is constantly seeking to establish strategic partnerships with companies in several industries. The goal is to expand the brand's presence, facilitating access to the product line, whether in the physical environment or online, and ensuring that customers can easily find what they are looking for, with convenience and quality.



Marketing Actions

Action on the beaches of the North Coast of São Paulo

Between January and March 2024, COPAG carried out a summer marketing campaign on the beaches of Caraguatatuba, São Sebastião and Ilha Bela. Through a sponsorship with TV Thathi SBT, the company was present with an experience booth, offering visitors the opportunity to interact with its products in a fun and relaxed way.

The booth had an Instagrammable space, a sales counter, tables for the “Learn to Play” activity and tables for Truco and Sequence tournaments. The initiative aimed to encourage the public to get to know the COPAG games and to play cards.

The action was a success, with 938 participants in the “Learn to Play” activity and 181 people involved in the Truco and Sequence tournaments. The program took place in Caraguatatuba, on Cocanha Beach; in São Sebastião, on Barequeçaba Beach; and in Ilhabela, at Perequê Beach.



KSOP Poker Tournament in Rio de Janeiro

Between January 24th and February 7th, COPAG was the official sponsor of the KSOP Poker Tournament, held at the Sheraton Hotel in Rio de Janeiro. The company supplied the official decks for the event, guaranteeing a brand presence at one of the biggest poker tournaments in Brazil.

Besides supplying the decks, COPAG was present with its logo on the event's communication materials, such as banners, canvases, table felt and staff and dealer uniforms. To engage the public, COPAG set up a chillout space and a prize roulette activation. Participants could spin the roulette wheel and win gifts by registering using a QR code.

The COPAG space attracted 1,044 people during the event, consolidating its presence among professional players and poker enthusiasts.

From October 28th to November 6th, 2024, COPAG sponsored the last stage of the KSOP (Kings Series of Poker) tournament, also held in Rio de Janeiro. The brand was the

official sponsor of the event's decks and had its logo featured on the tournament's main communication materials.

During the stage, COPAG held an activation initiative with a game in which participants had to match a poker sequence to win gifts. The First Time Tournament by COPAG also took place, in which 36 participants received gifts and the top 3 finishers won COPAG kits.

COPAG also sponsored the Ladies Event by COPAG, offering champagne during the tournament, kits for the winners and the brand logo on the trophy. COPAG also took part in the sale of playing cards in partnership with the Midas Store, the tournament's official store.

The activation was attended by 366 people, while the Ladies Event had 42 players.



Sponsorship of CNP 888

COPAG was present on the international poker scene by sponsoring the 888 National Poker Circuit (CNP), one of the sport's main tournaments. The initiative reinforces the brand's visibility in the segment and strengthens its connection with professional players and mind sports enthusiasts.

The sponsorship was applied to several stages of the circuit, covering five Spanish cities: Seville, Barcelona, Granada, Alicante and Madrid. The brand was present on the event backdrops, on the felts of the gaming tables and in the exclusive COPAG Series Tournament competition, consolidating its visual identity with participants and spectators.

The stages took place throughout 2024, with specific dates for each city:

Sevilla: February 19th to 25th

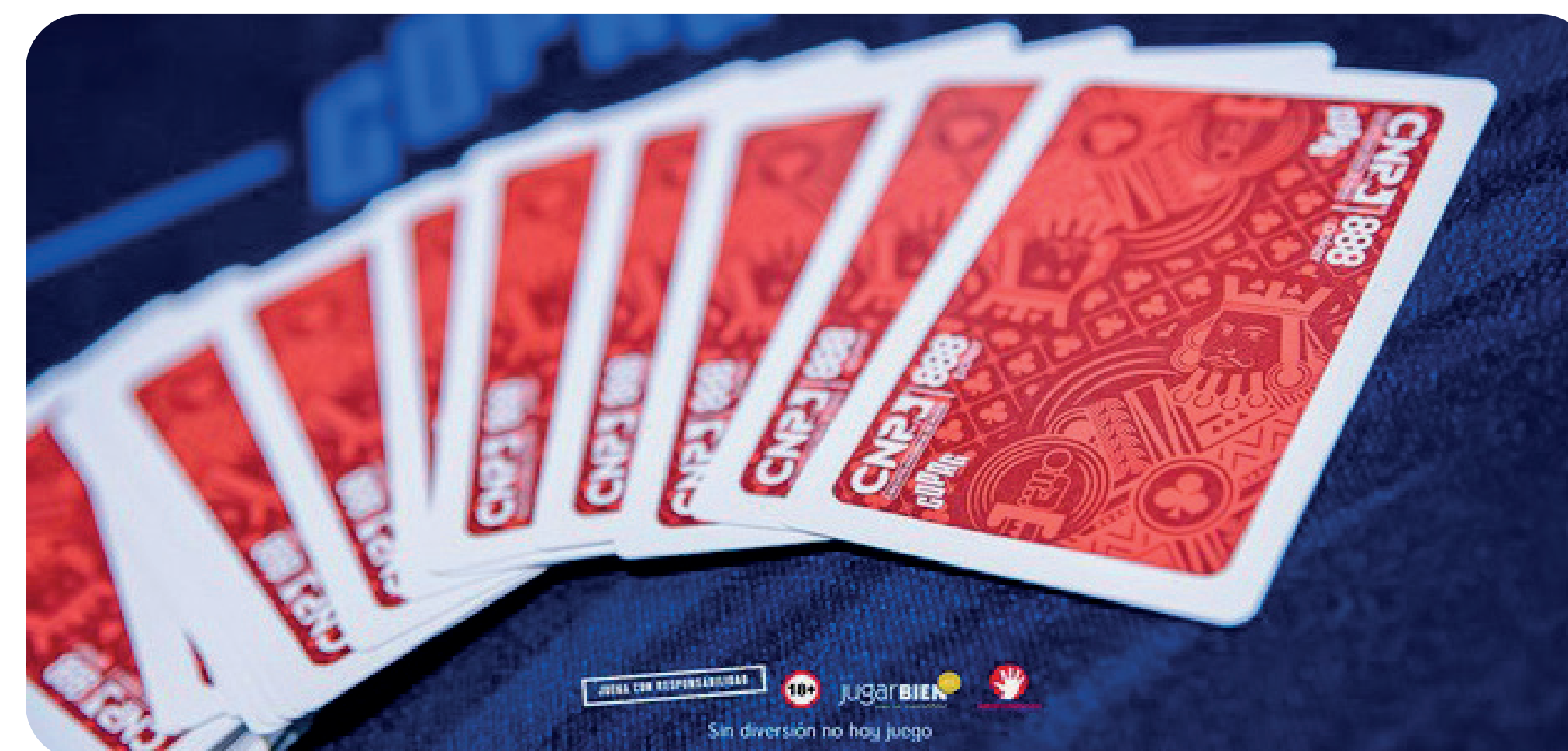
Barcelona: April 8th to 14th

Grenada: 17th to 23rd

Alicante: 9th to 15th

Madrid: 14th to 25th

Throughout the circuit, approximately 10,000 players took part in the tournaments, of which 1,067 competed in the COPAG Series Tournament, consolidating the brand as a benchmark among the world's leading poker professionals, maintaining its tradition and innovation in the sector.





BSOP São Paulo Stage

From February 22nd to March 5th, 2024, COPAG was the official sponsor of the São Paulo stage of the BSOP Poker Tournament, held at the WTC Sheraton. The company was present with an action that reinforced its brand among the participants and poker professionals.

COPAG had its logo on the event's communication materials, such as backdrops, screens and dealers' uniforms. To provide an even more interactive experience for attendees, the company set up a promotional space with a decompression area, cell phone charging tokens and a backdrop with an Instagramable poker table. The prize roulette wheel was also present, offering gifts to participants.

The activation attracted 1,226 people, consolidating COPAG's presence among professional players and the tournament public.



KSOP Fortaleza Stage

Between April 3rd and 9th, 2024, COPAG was an official sponsor of the Fortaleza stage of the KSOP Poker Tournament, held at the Gran Mareiro Hotel. The company was present with its logo on communication materials such as banners, screens, table felt and staff and dealer uniforms.

Besides being the official sponsor of the tournament decks, the company was responsible for the Ladies by COPAG Tournament, offering a buffet with food and drinks during the event, and raffled off two massages a day for the players, as part of the activations carried out at the venue.

The stage featured 30 players in the Ladies tournament, reinforcing the brand's presence in the professional poker environment.



First edition of the Truco Cup in Campinas

COPAG promoted the first edition of the Truco Cup in 2024, an exclusive tournament for the brand, reaffirming its commitment to valuing the traditional card game. The event took place at Espaço Bonvenon in Campinas, on April 27th, bringing together 72 pairs and a total of 152 participants.

In addition to the fierce competitions, COPAG innovated by offering an interactive space called Learn to Play, where players' companions could entertain themselves with the brand's games while waiting for the rounds. The eliminated players also took advantage of the space to continue the fun.

The winners of the Truco Campinas Cup were awarded cash prizes and trophies.



COPAG Workshop – Spicing up the Game: Internal Training for New Players

Between May and July 2014, COPAG held in-house “Learn to Play Poker” workshops at its office in São Paulo and plant in Manaus. The purpose was to teach employees how to play poker, training new players and promoting the learning of the game within the company.

Participants in the workshops had the opportunity to sign up for a tournament that took place on July 23rd, with special prizes: the first 5 winners from São Paulo and the first 10 from Manaus received glasses from the collaboration with Chilli Beans. All 56 participants won a deck from the collection.



WSOP Las Vegas

From May 18th to July 17th, 2014, COPAG was the official sponsor of the decks at the WSOP (World Series of Poker) tournament in Las Vegas. The brand was present with its logo on essential communication materials such as table felt, banners and dealer sleeves, ensuring visibility among professional players.

COPAG also set up a sales booth with a promotional campaign: when customers bought two double-decks or six single-deck elites, they won a scratch card that could reward them with a seat at a poker table and a buy-in to the Main Event. During the event, COPAG also promoted its collaboration with Chilli Beans, with a photo totem that allowed attendees to customize the background and take pictures with the two glasses available.

The action attracted the participation of 1,192 people, who picked up scratch cards, and 48 people who used the totem to take photos. COPAG's presence at the WSOP reinforced its brand with the professional poker public, promoting interaction and strengthening its relationship with sports enthusiasts.



Tranca Tournament at the Hebrew Club

COPAG was present on the competitive Tranca scene by sponsoring the first edition of the 2024 Hebraica Club Tranca Tournament, held on May 27th. The event brought together 80 players, stressing the brand's presence among players of the game.

The sponsorship included personalized tablecloths, trophies, COPAG kits for the winners and gifts for all the participants. COPAG also held a special “Learn to Play” area, where 7 people were able to learn about and try out the Sequence and Color Addict games.

On September 1st, 2024, COPAG once again sponsored the Tranca Tournament held at the Hebraica Club, with its logo on the event's communication materials, as well as providing gifts for the participants, kits for the winners and trophies.

COPAG also brought games for a “Learn to Play” initiative, as well as making products available for sale during the event. The tournament was attended by 128 people and aimed to reinforce the presence of the COPAG brand among Tranca players.



Bosses' Tournament

On June 4th, 2024, COPAG was present at the Bosses' Tournament, held at the Monte Carlo Club, reinforcing its presence among poker players. The event was attended by 70 competitors and was another opportunity to strengthen the brand on the Brazilian poker scene.

COPAG supported the tournament by sending letter key rings and openers to the participants, as well as ensuring visibility with the presence of its logo on the invitations and communication materials for the event.



KSOP SÃO PAULO

Between June 05th and 11th, 2024, COPAG consolidated its presence on the poker scene by sponsoring the third stage of the Kings Series of Poker (KSOP), held at the Hilton Hotel in São Paulo. As the official sponsor of the tournament decks, the brand was widely present in the event's communication materials.

A special highlight was the Ladies by COPAG Tournament, where COPAG fully sponsored the competition. The 60 players taking part in the tournament received a COPAG + KSOP Kit, and the nine finalists at the final table were rewarded with a massage session. The tournament trophy also bore the brand's signature.

COPAG also held an interactive Learn to Play Poker event, which attracted 266 participants. Players had the chance to spin a roulette wheel and win exclusive gifts.

Another highlight was the announcement of the launch of the collab between COPAG and Chilli Beans. During the event, the collection's sunglasses were on display and buyers received an exclusive partnership deck as a gift.



RPSOP Winter Edition in São José do Rio Preto

Between June 17th and 23rd, 2024, COPAG made its mark on the poker scene by sponsoring the winter edition of the Rio Preto Series of Poker (RPSOP Winter Edition), held at São José do Rio Preto. The tournament, organized by the customer Cifal, was attended by 804 players and a general public of 1,400 people.

COPAG supported the event through bonuses on products, further strengthening the partnership with Cifal, a negotiation that included the work of the representative Toninho.



First edition of the Esperia Club Tranca Tournament

On June 21st, 2024, COPAG was present at the first edition of the Tranca Tournament at Clube Espéria, reaffirming its commitment to encouraging the card game. The event brought together 80 players, providing both a competitive atmosphere and fellowship among the participants.

As a sponsor, COPAG contributed with personalized tablecloths, trophies, COPAG kits for the winners and gifts for all the players. In recognition of its support, the brand had a featured presence on the communication materials for the tournament, including banners, invitations and posts on the club's social networks.



POKER at Campus Party

Between July 9th and 14th, 2024, COPAG was present at Campus Party, the world's largest technology, entrepreneurship, science and disruptiveness festival, held at Expo Center Norte in São Paulo. The campaign aimed to strengthen the brand among novice poker players.

Within the event, COPAG organized the First Time Tournament by COPAG, which combined an introductory workshop followed by a tournament, bringing together 40 players. Moreover, gifts were distributed to the winners of the tournaments and draws, including Texas Kit with Cardguard (2) and 139 Special (4).



FUNFEST H2 CLUB

Between July 14th and 31st, 2024, COPAG took part in Funfest H2 Club, a festival with several poker tournaments, consolidating its brand among beginners and enthusiasts of the sport.

COPAG was present with an exclusive space of 1x1.5m, where it promoted and sold Chilli Beans sunglasses, as well as Texas Hold'em, Class, Neoteric and GoDeck decks.

The brand also had naming rights in two exclusive tournaments – COPAG Tournament & Chilli Beans, which had the presence of 250 players. The winners were awarded with a Texas Cardguard, ecobag and bottle opener, while the participants received cardguard and keychains as gifts.

In addition to the institutional presence, the event also provided excellent commercial results.



BSOP – Winter Millions

Between July 23rd and 31st, 2024, COPAG was present at the BSOP Poker Tournament – Winter Millions Stage, held at the WTC Sheraton in São Paulo. The company was the official sponsor of the event’s decks, reinforcing its association with high-level poker and its presence in the world of professional players.

During the event, the COPAG logo featured prominently on the backdrops and on the dealers’ uniforms, giving the brand visibility. Moreover, COPAG created an exclusive activation for participants, with an Instagrammable space. Those who took a photo at the venue could be one of 10 drawn to take part in a poker hand and compete for a Main Event buy-in.

The initiative was attended by 356 people, ensuring direct interaction with the public and reinforcing COPAG’s image in the poker market.



COPAG Truco Cup & Corrente do Bem

On August 3rd, 2024, COPAG, in partnership with the company Corrente do Bem, held the second edition of the Truco COPAG Cup in the hall of the AOPM – Association of Military Police Officers of the State of São Paulo. The purpose of the authorial truco tournament was to encourage the practice of the game and raise funds for a social cause.

Part of the money raised from registrations was used to buy food, which was then donated, reinforcing the social commitment of the action. The competition was attended by 64 trios, totaling 192 players, who competed for special prizes.

The event was an opportunity to promote Truco and, at the same time, contribute to the community by combining entertainment and solidarity.



Cards Day - Se Joga em Vegas

COPAG launched the “Se Joga em Vegas” promotion, which encouraged the purchase of 139 decks or plastic cases, offering participants the chance to win a trip to Las Vegas with a companion. The campaign was advertised at points of sale and on the brand’s official website, with participation open to consumers who purchased the participating products and registered on the promotion website. Each entry generated a lucky number for the draw.

The campaign, which ran from August 7th to November 7th, 2024, was well attended, with 21,259 hits on the website, 889 registrations and 547 coupons approved. The draw took place on November 23rd, 2024, giving participants the chance to travel to Las Vegas.

In partnership with SBT’s Show do Milhão,

we are promoting the “Se Joga em Vegas” campaign. During three episodes, broadcast on September 8th, 15th and 22nd, 2024, presenter Patrícia Abravanel mentioned the promotion, talking about the chance to win a trip to Las Vegas. In addition, the show’s help totem was customized with the Deck 139 box, giving brand visibility during the show.

The action strengthened the campaign on social networks and reached a wider audience, taking advantage of the program’s audience. The full season of Show do Milhão lasted three months, giving the brand continuous exposure throughout this period.



KSOP Balneário Camboriú

From August 21st to 31st, 2024, COPAG was the official sponsor of the decks at the KSOP (Kings Series of Poker) tournament, held in Balneário Camboriú. The company was present with its logo on communication materials, including banners and other items for the event, as well as sponsoring the fourth stage of the tournament.

As part of this initiative, COPAG brought a game where participants had to hit a poker sequence to win prizes. A photo booth was also set up with samples of the glasses from the partnership with Chilli Beans, allowing attendees to take pictures with the products. During the Ladies Event, COPAG sponsored the tournament with champagne for the players, kits for the winners and the brand logo on the trophy.

COPAG also took part in the sale of playing cards and glasses in partnership with the Midas Store, the tournament's official store. The activation involved 2,460 participants and 30 players in the Ladies Event.



Truco tournament in the office

On August 27th, we held a Truco tournament in our office as part of the promotion of Playing Cards Day. The event aimed to encourage more people to learn the game and provide an interactive experience for participants.

The players were divided into two groups, with four beginner pairs and four advanced pairs. The games were played in a knockout format, and at the end four pairs received prizes. In addition, the winners of each table secured an invitation to COPAG in the Heights on the Card Deck Day.



Tranca Tournament at Clube Paulistano

On September 1st, 2024, COPAG sponsored the Tranca Tournament held at Clube Paulistano, reinforcing its presence among players of the traditional card game. The company was present with its logo on communication materials and items at the event, such as tablecloths and promotional materials.

COPAG also sent gifts to the participants, offered kits to the winners and provided personalized trophies and decks for the tournament. The event was attended by 128 people, who competed and had fun throughout the day.



Poker Tournament at Clube Hebraica

On September 8th, 2024, COPAG sponsored the Poker Tournament held at Clube Hebraica. The company was present with its logo on communication materials and at the event and, as well as sending gifts to the participants, provided kits for the winners and made trophies available.

COPAG also brought games for a “Learn to Play” activation, as well as products for sale. The tournament was attended by 70 people, reinforcing the brand’s presence among poker players.



Deck Day – COPAG in the Heights

COPAG promoted the “COPAG in the Heights” action in Villa Lobos Park, offering a special poker experience on a platform located 40 meters high, lifted by a crane. The event, which took place from September 13th to 15th, 2024, was free of charge and featured shifts every hour, allowing participants to experience the thrill of the game at great heights.

In addition to the main action, the event had a welcome drink and personalized COPAG products, and included the sale of glasses from the collaboration with Chilli Beans.

The activity was an opportunity to promote the “Se Joga em Vegas” campaign, which started in August, and to generate content for social networks, creating a direct interaction with the public. The event attracted many participants looking for a fun and unique experience.



Tranca Tournament at Clube Monte Líbano

On September 21st, 2024, COPAG sponsored the Tranca Tournament held at Clube Monte Líbano. The company was present with its logo on the event's communication materials and sent gifts to the participants.

COPAG also provided trophies and playing cards for the tournament, helping to reward the winners. The event was attended by 120 people, reinforcing the brand's presence among Tranca players.



Deck Day – Bar Tournament

COPAG organized the action “Deck Day – Bar Tournament” to promote a new sales channel and encourage the practice of playing cards in bars in São Paulo. During September and October, 10 bars in the S, M and L categories took part in Truco, Tranca and Poker tournaments using Deck 139.

The initiative involved prospecting bars in the capital city of São Paulo that joined the project, purchasing the deck, and receiving an exclusive set for decoration and tournament organization. The initiative helped to expand the brand’s presence and create new opportunities for interaction with the audience.



BSOP Millions stage in São Paulo

Between November 15th and 29th, 2024, COPAG was the official sponsor of the decks for the Millions Stage of the BSOP Poker Tournament, held at the WTC Sheraton in São Paulo, with 754 people taking part in the activation and 297 players in the First Time Tournament. The brand was present with its logo on several communication materials, such as backdrops and dealer uniforms.

As part of the initiative, COPAG organized the “Roda Roda” game, where participants had to match a poker sequence to spin the roulette wheel and win gifts. COPAG also sponsored the First Time Tournament, aimed at players who have never participated in the BSOP.



Truco Tournament in Guarulhos

On November 23rd, 2024, COPAG supported the Truco Tournament organized by the Guarulhos Truco League in São Paulo. The company provided communication materials, including playing cards, trophies and gifts for the participants, as well as COPAG kits for the top three finishers.

With 192 players taking part, the support promoted the COPAG brand among Truco players, especially among professional players.



Pokemon Latin America International Championship (LAIC)

The regional competitions held throughout the 2025 Pokémon Season, not only in Brazil and Latin America, but also in several parts of the world, ensured that some competitors qualified for the renowned International Pokémon Events, which take place in three strategic locations: United States, Europe and Latin America. In Latin America, this event is organized by COPAG, which held its 2024 edition in the city of São Paulo (SP) in November. With over 3,500 registered players and more than 3,000 visitors, this edition has established itself as the largest Pokémon event ever held in Latin America.

The competition included the traditional modalities: TCG (Trading Card Game), VGC (Video Game Championships) and Pokémon GO. One of the great novelties this year was the inclusion, for the first

time in Brazil, of the Pokémon UNITE modality, a MOBA (Multiplayer Online Battle Arena) type team battle game, in which two teams of five players each (or three, in quick modes) compete in matches lasting around 10 minutes, seeking to score more points than the opposing team by the end of the contest.

Another highlight of the 2025 Season was the prize pool divided between all the competitive categories. The event was held at Expo Center Norte, occupying an area of over 20,000 square meters, and represented a milestone in COPAG's trajectory in the world of Pokémon Premier events.



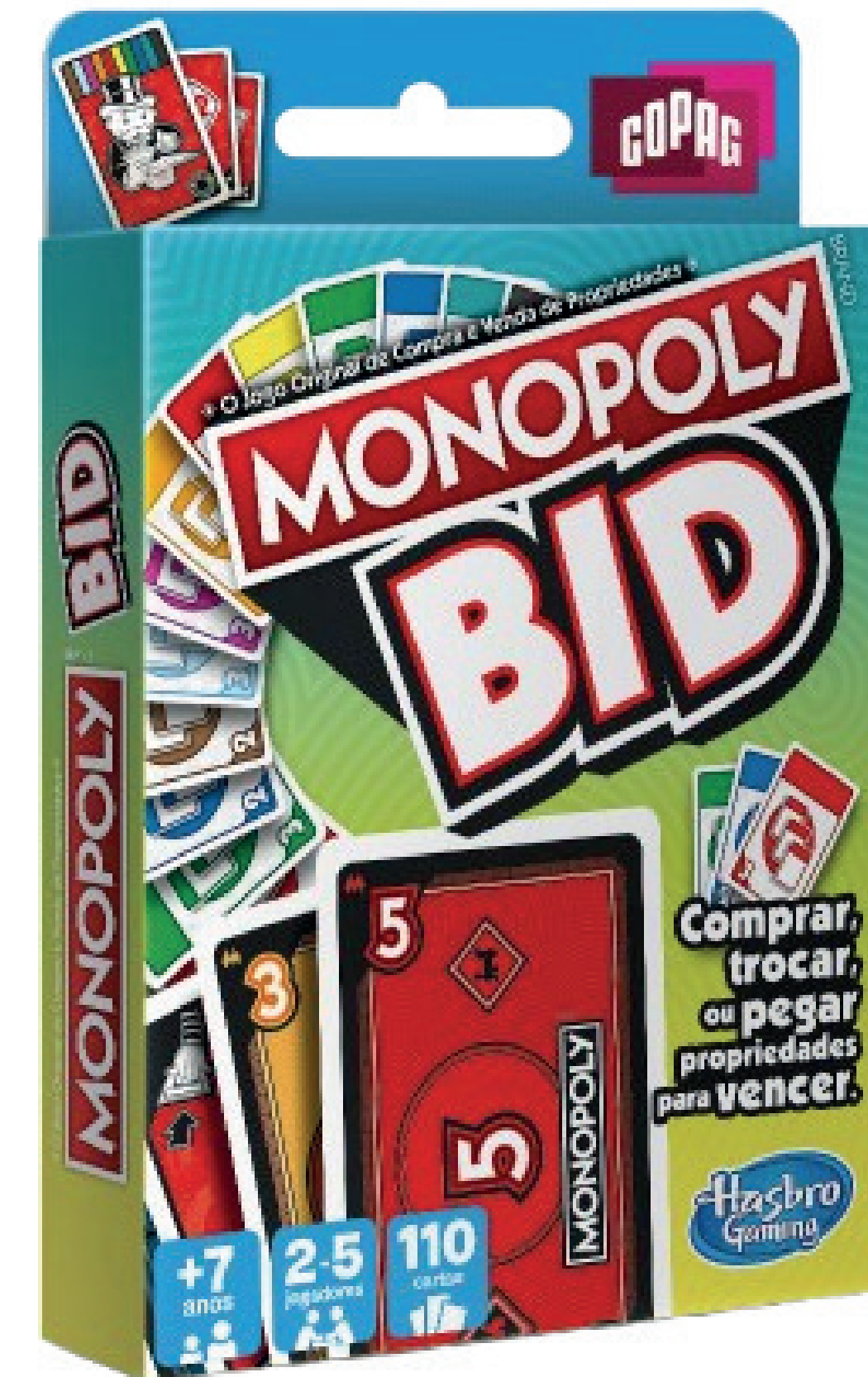
New product launch

In 2024, COPAG focused on launching a variety of products that cater to different audiences and age groups, bringing innovation, fun, and new challenges for those who love board and card games. Throughout the year, we launched several titles, ranging from strategic challenges to quick, fun games for the whole family.

Games

With a range of games that vary between fun and challenging, COPAG has established itself as a benchmark in the gaming market, offering innovative and quality products for all audiences. The games sector at COPAG presented several launches, bringing innovation and fun to lovers of board and card games. Throughout the year, several titles were launched, ranging from strategic challenges to fast and fun games for the whole family, offering unique entertainment experiences.

Among the highlights, Monopoly Bid has arrived as a dynamic and competitive version of the classic Monopoly. With a compact format, the card game involves auctions and property acquisition, challenging players to expand their buildings and become unbeatable in the real estate market. Ideal for 2 to 4 players, it mixes strategy and agility.



For fans of trivia, “Perguntados Especialistas” was an excellent choice. This board game challenges participants to test their knowledge on several topics, offering a fun dynamic of questions and answers. With capacity for 2 to 6 players, the title provides moments of fun and learning for family and friends.



I Saw It! (Collection), a collectible card game that challenges players to find identical figures in the universe of Disney character cards. Quick and accessible, the game encourages agility and pattern recognition and is ideal for all ages. With four collectible versions, it has become an excellent choice for those who love Disney characters and fast-paced games.



The Wooden Puzzle Collection has been launched with six exclusive patterns, offering challenges for all ages. These puzzles, which do not require glue to fix, are perfect both as a hobby and as a decorative element, making them a great gift idea.



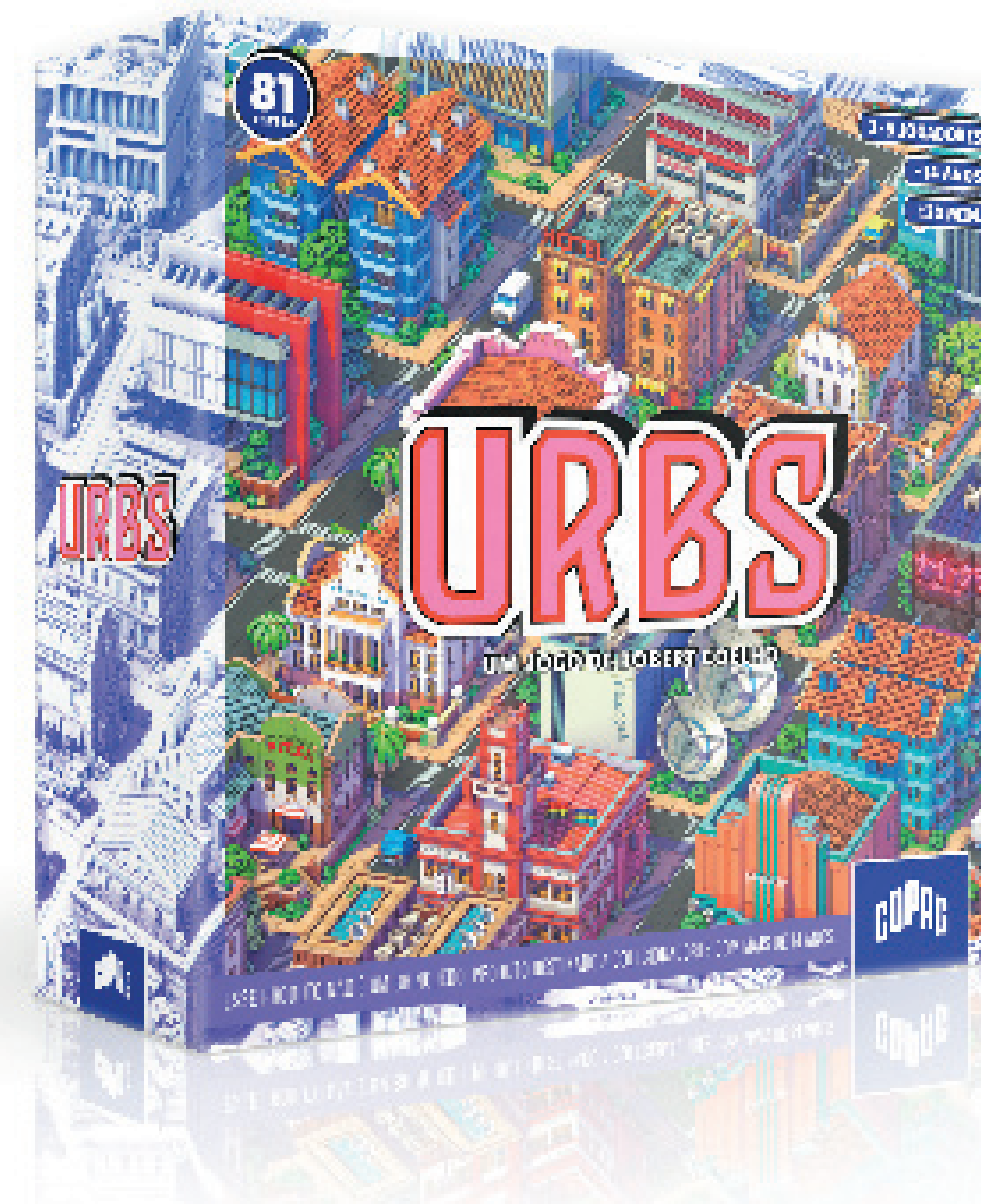
COPAG has also innovated with Sequence Kids, a special version of the classic Sequence, adapted for children. With a board and cards illustrated with cute animals, the game encourages strategic thinking in a colorful and fun environment, making it ideal for children playing in groups of 2 to 4.





The URBS game challenges participants to build their city by making strategic decisions each turn. With a card draft system, players choose and exchange different types of buildings to maximize their score. With capacity for 2 to 5 players, URBS offers strategic and immersive experience.

For soccer fans, Revanche Futebol Cards offers the chance to play a real soccer match. With 2 to 4 players, participants must assemble their teams and plan their moves to ensure victory, making the game tactical and challenging.



Based on the children's universe of Gabby's Dollhouse, Gabby's Dollhouse – 4 in 1 brings four card games in a single product. With easy-to-learn rules and dynamics for all ages, the games included Snap, Memory Game, Danger! and Quartets, providing fun for the whole family.



Closing the 2024 launches, Magic Race – Toy Story 4 brought an adventure with characters from the famous movie. Players race along the trail with their favorite Toy Story 4 characters, with dice that reveal the destination and create surprises along the way, making the game ideal for 2 to 4 players and a perfect pastime for fans of the franchise.



Decks

In 2024, COPAG's deck portfolio gained new and exciting launches that cater to different tastes, reflect a diversity of interests, and stand out not only for their excellent finish but also for their ability to celebrate cultures, stories, and universal passions.

One of the most eagerly awaited launches was the Alice in Wonderland deck, which pays homage to the Disney animation, a classic that has delighted audiences for over 70 years with its iconic characters and surreal elements. Ideal for collectors and animation fans, the deck is a real journey into the enchanted universe created by Lewis Carroll, with illustrations that bring out the magic and mystery of Wonderland.

The Brazilian Cordel Deck reflects Brazil's rich literary and cultural tradition. Inspired by woodcuts and cordel literature, this deck features 54 cards that are true works of art. Each suit and back design brings a piece of Brazilian history and culture, making it an ideal item both for collectors and for those who wish to celebrate national culture.



The Mickey Deck was also a landmark launch. With its charming and vibrant illustrations, it turns any match into a moment of joy, bringing Mickey's optimistic and cheerful spirit into the players' hands. Whether for longtime fans or new Disney admirers, this deck is a fun way to relive magical moments.



The Harry Potter edition was another great addition to COPAG's deck portfolio. This version celebrates the magical universe of Hogwarts, inviting everyone to embark on a journey through the cards. With illustrations inspired by the most iconic elements of the saga, players can relive the adventures of the most beloved wizards, from the characters to the spells, providing an immersive experience in every round.



For series fans, the Friends 30 Years deck brings nostalgia to one of the world's most beloved sitcoms. Celebrating three decades of the series, this deck features iconic photos and unforgettable moments of the six friends from Central Perk, bringing out the light-hearted and fun spirit of Ross, Rachel, Monica, Chandler, Joey and Phoebe.



Among the launches aimed at sports fans, COPAG has brought out a line dedicated to the NFL, with decks representing the most iconic American soccer teams. The NFL Double Deck is perfect for those who want to add a little excitement to their game nights, while the individual team decks, such as the San Francisco 49ers, Kansas City Chiefs, Philadelphia Eagles, Green Bay Packers and New England Patriots, delight fans and collectors alike, with vibrant designs and iconic team symbols.





For those looking for an exclusive product, the WSOP Double Deck was launched to capture the sophistication and excitement of the prestigious World Series of Poker. With its plastic finish and refined design, this deck is ideal for those who enjoy playing poker, providing impeccable durability and performance.

Each deck has been developed with the purpose of providing new experiences, whether in fun matches or in building unique collections, celebrating culture, sport and entertainment.



Sales Convention

In March 2024, COPAG held its 2024 Sales Convention, bringing together its sales team, made up of employees and representatives from several regions of Brazil. The meeting, held at the Fogo de Chão steakhouse in the north region of São Paulo, was attended by around 100 people.

The aim of the event was clear: promote a moment of exchange and alignment between teams, discuss goals and explore the latest market trends. During the day, there was a presentation by the company's marketing department and the commercial department presented new product launches and strategies for the year. Furthermore, the participants had the opportunity to share experiences and learn about the challenges of the year.

The convention was an important chance to strengthen collaboration and ensure that everyone is aligned on COPAG's next steps in the sector. With a dynamic and productive format, the event helped reinforcing the company's commitment to continuous development and the achievement of solid results.



Credits

People and Management Department
Marketing Department
ExOp&IP Department
PD&E Department
Commercial Department

The year 2024 represented another important step in our journey. As in a well-played match, each move was the result of collective effort, conscious decisions and commitment to our values.

We move forward focusing on what we have built together – aware of the challenges, but confident in the power of collaboration to keep evolving. We will keep an eye on the changes, ready for the next moves.

Alone we go faster. Together, we go further.” – African proverb

