

KPMG will be present at the Web Summit Rio 2025 sponsoring startup support initiatives

KPMG will be present this year at the Web Summit Rio 2025, the world's largest technology and innovation event that will take place between April 27 and 30 at Riocentro, in Rio de Janeiro. Among the initiatives that the company is developing is the Global Tech Innovator 2025 international award that will recognize innovative startups and technology entrepreneurs. In addition, two of KPMG's experts - directors Lucas Ventura and Diogo Garcia – have been invited by the coordinators of the event to take part in the Mentor Hours program, and partner André Coutinho will be one of the judges at the Pitch competition that will select the most promising startup in the world.

"KPMG's presence in one more edition of the event allows the company to keep a leading position on digital transformation and innovation, closely follow market trends, strengthen its presence in the industry and support startups to explore the new technology trends", says KPMG partner Carolina Oliveira.

KPMG's Participation in the Web Summit Rio 2025:

Global Tech Innovator 2025 –Innovative startups and technology entrepreneurs are invited to sign up for the Global Tech Innovator 2025 Award at KPMG until July 21. Any entrepreneur who has a company registered in Brazil or has been operating for seven years or less, has generated actual or estimated revenue between US\$1 million and US\$15 million or raised at least US\$500 thousand in equity can take part in the award. Ten startups will be selected for the next phase and only one will represent Brazil in the global finals - KPMG Director and Leader of the Emerging Giants Program, Diogo Garcia.

Mentor Hour - Two KPMG experts have been invited by Web Summit Rio to mentor startups at the Mentor Hours program. It consists of a series of pre-scheduled one-hour meetings and eight startups will be trained as a group. The meetings will take place at Pavilion 3.

April 28 – From 12 noon to 1:00 p.m. - Valuation Director, Lucas Ventura.

April 29 - From 12 noon to 1:00 p.m. - Lead Director of KPMG's Emerging Giants program, Diogo Garcia.

Pitch competition for startups – KPMG's Lead partner of Advisory Services in Brazil and South America, André Coutinho, will be one of the judges at the competition that will select the most promising startup in the world. It will take place on April 28, from 11:00 a.m. to 12 noon, at Pavilion 2, on stage 7.

Masters of Ceremony – KPMG partners Carolina de Oliveira and Marienne Coutinho will be the masters of ceremony at conferences to be held at the New Venture Stage on April 28 and 29 at the Growth Summit Stage, respectively.

Podcast Booth - During the three days of the event, KPMG will podcast directly from a studio at Web Summit Rio, located at Pavilion 4 (M2 Position, right side of *stage* 4). On April 28, at 4 p.m. - Lead Director of KPMG's Emerging Giants program, Diogo Garcia, will interview Asaas chairman Piero Contezini.