

Mosaico Tecnologia ao Consumidor S.A.

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NOTICE TO THE MARKET

Launch of Cashback Platform

Mosaico Tecnologia ao Consumidor S.A. ("Company" or "Mosaico") announces to its shareholders and the market in general the start of operations of its cashback platform, developed internally in four months, which will be gradually implemented for consumers of the Zoom brand, representing a relevant expansion of our addressable market.

The strategic goal of the cashback initiative is to increase Mosaico's participation in the final stage of the purchase funnel, making our users' experience even more complete and fluid: in addition to educating themselves with our editorial content, consulting prices in hundreds of retailers and deciding the best time to buy, they will now be able to accumulate cashback on purchases made from our platforms in an easy process, requiring only to be logged in to receive the benefit.

In addition to the increase in engagement, organic recurrence and the consequent reduction in cost of acquiring customers, cashback also (i) diversifies the mix of categories that make up our revenue, with the addition of discount-oriented navigation, in which the user accesses our platform seeking the benefit of cashback and (ii) enhances the purchase data of each consumer on our platforms, which, added to the data we already have, opens up new possibilities for the creation and customization of our products.

Additionally, Mosaico's entry into the browser extensions market (plug in), with the acquisition of Vigia de Preços, enhances the cashback service, which will also be offered outside the company's platforms, interacting with consumers during their online shopping experience on several websites. The combination of cashback and browser extension also reinforces the possibility of expanding participation in product categories in which the company does not yet have a strong representation, such as fashion and health and beauty.

BTG Pactual is the financial partner of the cashback project and is responsible for the operation of the service's e-wallet.

Rio de Janeiro, May 11, 2021

Fernando Tavares de Campos

Investor Relations Officer