

B2W – COMPANHIA DIGITAL
PUBLICLY-HELD COMPANY
CNPJ/MF nº 00.776.574/0006-60
NIRE 33.3.0029074-5

NOTICE TO THE MARKET

B2W – Companhia Digital (“B2W” or “Company”) announced that its subsidiary SuperNow Portal e Serviços de Internet Ltda. (“Supermercado Now”), an innovative e-commerce platform focused on the Grocery category in Brazil, signed a contract to acquire Shipp do Brasil Tecnologia Ltda. (“Shipp”), a mobile platform for *food delivery* and convenience. The intended acquisition is in line with B2W's strategy of being more relevant in customers' daily lives, offering: Everything. Anytime. Anywhere.

Shipp is a delivery on demand startup that commenced operations in 2017, in the state of Espírito Santo, as an alternative to the traditional delivery model, offering more convenience for customers, who through the *app*, can place orders from supermarkets, pharmacies, restaurants, pet shops, or any other establishments. The platform also offers a *concierge* service, which allows for the delivery of everything the customer desires.

With a highly scalable business model, Shipp started expanding into new locations, with the goal of serving more than 100 cities. The platform has 10 thousand couriers registered and a high level of service, delivering in approximately 36 minutes. The *app* has a high frequency of use, with recurring customers placing an average of 3 orders per month.

The acquisition of Shipp will allow the Americanas Universe to enter into the Ultra Fast Delivery model (delivery within a few minutes). In addition, it enables an improved customer experience in the *food delivery* category (initiated in 2020 through strategic partnerships), the expansion into the grocery category to new locations, and the acceleration of O2O solutions (Online to Offline), principally the *ship from store*, which is operated by Ame Flash, a proprietary *crowdshipping* platform with more than 20 thousand couriers and coverage of over 700 cities.

The Company clarifies that the transaction is subject to prior approval by the antitrust authority (CADE – Administrative Council for Economic Defense). It also clarifies that, after the approval of the transaction by CADE, the said acquisition will be made by a company controlled by B2W, with no incidence of the procedures described in art. 256 of law 6.404/76. The Company will keep its shareholders and the market in general informed on the matter.

Rio de Janeiro, April 07, 2021

Fábio da Silva Abrate
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