

**NFRACOMMERCE CXAAS S.A.**Publicly Held Company, with Authorized Capital  
CVM Code No. 2574-7

CNPJ/ME nº 38.456.921/0001-36 | NIRE 35300557361

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ISIN Code of the Shares "BRIFCMACNOR8"

Shares Negotiation Code at B3: "IFCM3"

## Infracommerce to manage "Meu Mercado em Casa" platform

**São Paulo, November 16th, 2021:** Infracommerce CXaaS SA, "Infracommerce" or "Company" (B3:IFCM3), elected in 2020 the best digital solutions company for e-commerce in Brazil in terms of service, hereby informs its shareholders and the market in general that it has signed today an agreement with Unilever to operate the technology of the "Meu Mercado em Casa" Platform, a *marketplace* launched in 2018 that connects consumers and retailers via e-commerce, especially neighborhood supermarkets, through in-store pickup or home delivery.

The agreement offers possibilities to develop other Platform's activities, in order to increase the number of retailers registered on the platform and the diversity of products offered to these clients.

"The increase of consumers using *marketplaces* demonstrates that we are going on the right way. Managing "Meu Mercado em Casa" Platform is our first step into the digitalization of the long tail retail using our solutions, especially the trade finance", says Kai Schoppen, founder and CEO of Infracommerce. "Our goal is to grow the Platform over the next five years, besides increasing its visibility over the next 10 years. We are ready for it!", highlights Kai.

With the closing of the Transaction, Infracommerce will be the exclusive manager of the "Meu Mercado em Casa" Platform. E-commerce accounts for around 1% of the total wholesale food market in Brazil, and the Platform allows the Company to take advantage of the large and fragmented offline retail market, as part of its strategy of digitizing and disintermediating the go-to-market of brands, further optimizing the distribution chain from the industry to the final consumer. Infracommerce will also be able to access the retailers' transactional data, boosting its data lake, in addition to give the possibility of adding artificial intelligence services to the mom-and-pop stores.

The consummation of the transaction is subject to the verification and approval by the Administrative Council for Economic Defense ("CADE" - Conselho Administrativo de Defesa Econômica).

The Company will keep the market and its shareholders opportunely and properly informed about subsequent facts of such transaction, in accordance with the applicable law.

### About Infracommerce

Infracommerce provides a white label e-commerce ecosystem for global brands to deliver on the concept of Customer Experience as a Service (CXaaS). The Company's solutions simplify the digital operations of B2C or B2B companies, maintaining an exceptional level of service in the consumer experience. Powering the e-commerce of hundreds of brands - such as Unilever, Dior, and Ray Ban - the Company's integrated digital technology, platform, data, fintech and fulfillment solutions meet the needs of any type of business. With a presence in Mexico, Colombia, Chile and Argentina, and approximately 2,500 employees, Infracommerce was awarded the Best Digital Solutions Company, by ABCOMM; Best Logistics Operation, by E-commerce Brasil; Best Company to Work for, by GPTW; and Best Full-Service Company, by Eawards. For more information, visit [ir.infracommerce.com.br](http://ir.infracommerce.com.br)

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