



C&A MODAS S.A.

CNPJ/ME 45.242.914/0001-05

NIRE 353000542762

Traded Company

MATERIAL FACT

Completion of our Negotiations with Bradesco

In compliance with Article 157, paragraph 4 of Law 6,404 dated December 15, 1976 and CVM Instruction 44 of August 24, 2021 as amended, **C&A Modas S.A.** (the "Company"), hereby informs its shareholders and the market in general that today it completed negotiations with Banco Bradesco S.A., to buy back the right to offer financial services and products to its customers, heretofore explored exclusively by Bradesco Group (Banco Bradesco S.A. and its subsidiaries), in order to launch its proprietary solution C&A Pay starting in December 2021.

According to the amendment to the Partnership Agreement signed on this date between the Company and the Bradesco Group, C&A will invest R\$ 415 million (four hundred and fifteen million Reals) to buy back the right to offer financial products and services to its customers, to be settled in January 2023, corrected as of January 31, 2022 by 112.5% of the CDI.

Starting in December 2021 there will be a 2 (two) year transition period, when both solutions (C&A Cards and other products, and C&A Pay) will coexist according to specific rules agreed by the parties and specified in the amendment to the Partnership Agreement. The current C&A card base will be preserved to avoid any disruption in customer services. The other terms of the Partnership Agreement will remain in force during the transition, including sharing the results of the existing operation.

The Bradesco Group will remain an important financial partner for C&A, providing numerous other services, including some contracted during the buy-back such as acquiring, payroll, and banking services, among others.

C&A Pay will provide customers with a quick and easy way to contract fully digital experience. Furthermore, it has the great advantage of end-to-end integration with our relationship program C&A&VC. Customers who subscribe to C&A Pay will also be eligible for the benefits of our relationship program. A team has been hired to lead this business and is fully engaged to ensure C&A Pay is launched in December 2021, as planned.

As has been widely disclosed to the market, offering more credit to our customers is one of the

levers of the growth plan developed for the Company's IPO. The goal is to have a digital-centric offer integrated into our relationship program. C&A&VC already has over 18 million registered users. We understand the importance of offering credit for retail in Brazil, and we are confident that this new path to growth will generate significant additional value for C&A.

Further details about the business will be disclosed during a teleconference with investors on November 10, 2021 at 9:00 am (Brazil time). This can be accessed by phone at +1 844 204 8942 or + 1 412 717 9627, or using the following webcast link: <https://choruscall.com.br/cea/extraeng.htm>.

Barueri, November 9, 2021.

Milton Lucato Filho
CFO and Investor Relations Director