

SBF Comércio de Produtos Esportivos S.A

Publicly-held Company

CNPJ No. 06.347.409/0001-65

NIRE 35300552679

NOTICE TO THE MARKET

São Paulo, January 27, 2023 - **SBF Comércio de Produtos Esportivos S.A** ("Company"), pursuant to Article 33, XVI, of CVM Resolution 80, of March 29, 2022, as amended, by this Notice to the Market informs its shareholders and the market in general that the rating agency Fitch Ratings ("Fitch") has confirmed on this date the long term national rating "AA-(bra)", with a "Stable" perspective, of the Company, of its parent company, **Grupo SBF S.A. (CNPJ 13.217.485/0001-11)**, and of the first and third issuances of simple, non-convertible, in single series, unsecured, with additional personal guarantee, senior debentures of the Company.

São Paulo, January 27, 2023.

José Luís Magalhães Salazar

Financial and Investor Relations Officer