

# VIVARA

## VIVARA PARTICIPAÇÕES S.A.

Corporate Taxpayer ID (CNPJ): 33.839.910/0001-11  
Company Registry (NIRE): 35.300.539.087 | CVM Code 02480-5  
*(Publicly-held Company)*

### NOTICE TO THE MARKET

Vivara Participações S.A. (B3: VIVA3) ("Company"), Brazil's largest jewelry chain, hereby informs its shareholders and the market that at a meeting held on March 17, 2022, the Board of Directors approved the election of **Nérito Vinieri** to the position of Human Resources Officer and **Helena Spindel** as executive officer without specific designation, with responsibility for the commercial department, both with unified term of office as that of other executive officers, to last until the first Board of Directors meeting to be held after the Annual Shareholders Meeting of 2023.

Mr. Vinieri holds a degree in business administration from FPJ and a postgraduate degree from IPPA (Pieron Institute of Applied Psychology). He has over 28 years of experience in human resources, having worked in companies in the industrial, services and retail segments such as Speedo, Grupo Arezzo&Co and Grupo Smart Fit. He has led and implemented projects in all HR subsystems, strategic planning, as well as cultural and digital transformation. Since May 2021, he has been working at Vivara as executive officer - People and Management. Ms. Spindel has a degree in design from the Pontifical Catholic University of Rio de Janeiro and an MBA in retail and services. She has over 24 years of retail experience in Procurement, Product, Design and Planning. She joined the company in 2008 and, in 2016, took charge as executive officer. Currently, she oversees Commercial Planning, Product, Design, Modeling and Imports.

Marina Kaufman Bueno Neto, VP - Marketing of the Company since August 15, 2019, also held the position of Human Resources Officer since November 10, 2021, when she was nominated by the Board of Directors to said position, which had been vacant since May 14, 2021. The Board of Directors meeting placed on record the resignation submitted by Ms. Bueno Neto, who will only hold the position of VP – Marketing.

São Paulo, March 17, 2022.

**Otavio Chacon do Amaral Lyra**

Chief Financial and Investor Relations Officer