



VIVARA PARTICIPAÇÕES S.A.

Publicly-Held Company

Corporate Taxpayer ID (CNPJ): 33.839.910/0001-11

Company Registry (NIRE) 35.300.539.087 | CVM Code 2480-5

MATERIAL FACT

Vivara Participações S.A. ("Company"), pursuant to article 157, paragraph 4 of Federal Law 6,404/76, as amended ("Brazilian Corporations Law") and the rules of the Securities and Exchange Commission of Brazil ("CVM"), especially CVM Instruction 358 of January 3, 2002, as amended, hereby informs its shareholders and the market that at a meeting held on this date, its Board of Directors approved the election of Mr. Paulo Kruglensky, as the new Chief Executive Officer of the Company, in view of the resignation presented by Mr. Marcio Monteiro Kaufman.

Mr. Marcio Monteiro Kaufman occupied the position of CEO of Vivara, for over 10 years, and as of now he will keep contributing for the Company's success, as Board of Directors member. We appreciate Mr. Marcio's valuable contribution. Under his leadership, Vivara implemented important changes, and showed strong growth in its business.

Paulo Kruglensky, who has been elected Chief Executive Officer, is currently Vice President of Operations of the Company, a position he will continue to hold together with his new role. He is also a shareholder of the controlling block and has vast knowledge of the business. As director of Conipa, a wholly-owned subsidiary of the Company, he played a key role in the process of internalize production, modernizing the production facilities and strengthening the verticalized business model. As an executive at Vivara Participações, he along with Marcio was among those responsible for the IPO and, also oversaw the execution of the Company's expansion plan and technology upgrade projects.

São Paulo, February 04th, 2021.

Otavio Chacon do Amaral Lyra
Chief Financial and Investor Relations Officer