

MARISA LOJAS S.A.

CNPJ/ME nº 61.189.288/0001-89

MATERIAL FACT**New Chief Digital Officer**

MARISA LOJAS S.A. ("Company") pursuant to the paragraph 4th of article 157 of Law No. 6404, dated as of December 15, 1976, as amended and the CVM Rule No. 358, dated as of January 03, 2002, as amended, hereby informs its shareholders and the market in general that its Board of Directors elected, on this date, Mr. Rodrigo Lamosa Poço as Chief Digital Officer.

Mr. Poço joined the Company in May, 2018 and has, since then, been leading Marisa Lojas' digital transformation journey, a fundamental part of the Company's strategy in becoming the BRAZILIAN WOMAN'S PLATFORM.

Mr. Poço has over 15 years of experience in the retail and e-commerce. Prior to joining Marisa Lojas, he worked at Saraiva e Siciliano S.A, Privalia Outlet Online, Grupo RBS Participações S.A, and Ri Happy Brinquedos S.A. He holds a degree in Business Administration from Fundação Getúlio Vargas/SP.

The Company's Board of Directors wishes him success with his new challenges.

Sao Paulo, July 1st, 2021.

Marisa Lojas S.A.

Adalberto Pereira dos Santos

VP of Finance, Administration and Investor Relations Officer