

**NATURA &CO HOLDING S.A.**  
Publicly-Held Company  
CNPJ/ME No. 32.785.497/0001-97

**NATURA COSMÉTICOS S.A.**  
Publicly-Held Company  
CNPJ/ME No. 71.673.990/0001-77

## **MATERIAL FACT**

### **Natura enters into binding agreement to sell The Body Shop**

Natura &Co Holding S.A. (“Natura &Co”) and Natura Cosméticos S.A. (“Natura”), further to the information provided in the material facts of August 28, 2023 and October 30, 2023, inform the shareholders of Natura &Co and the market in general that on November 13, 2023, Natura entered into a binding agreement with Aurelius Investment Advisory Limited to sell its wholly-owned subsidiary, Natura (Brasil) International B.V., the holding company of The Body Shop. The transaction has an enterprise value of GBP 207 million, including an earn-out of GBP 90 million. The price and the earn-out will be payable in up to five years after closing.

The closing of the transaction is expected to occur by December 31, 2023 and is subject to customary regulatory approvals.

The sale transaction will support Natura &Co’s effort to streamline its operations and simplify its businesses, as well as position it to focus on strategic priorities, notably the integration of Natura and Avon in Latin America, the direct selling model and further optimization of Avon International’s footprint.

São Paulo, November 14, 2023.

**GUILHERME CASTELLAN**  
CFO and Investor Relations Officer  
Natura &Co Holding S.A.

**JOÃO PAULO BROTTTO  
GONÇALVES FERREIRA**  
CEO and Investor Relations Officer  
Natura Cosméticos S.A.

*This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities. Any offers, solicitations or offers to buy, or any sales of securities will be made in accordance with the registration requirements of the Securities Act of 1933, as amended.*