

NATURA & CO HOLDING S.A.
Publicly-Held Company
CNPJ/ME n° 32.785.497/0001-97
NIRE 35.300.531.582

NOTICE TO THE MARKET

Participation in Lives

Natura & Co Holding S.A. (B3: NTCO3, NYSE: NTCO) (“Natura & Co” or “Company”), in attendance to the instructions of Circular Letter 7/2020-CVM/SEP, dated August 26, 2020, communicates to shareholders and the market in general the participation of its Executive and positions in live transmission events (“Lives”) as detailed below:

Solving the net zero equation

Host: McKinsey

Executive and position: Roberto Marques – CEO of Natura & Co

Date and Time: Tuesday, November 02nd 2021 - 2.00 p.m. (UK)

Link: <https://web.cvent.com/event/d21c776b-0921-4083-845a-986edaadadc7/register>

WBCSD Business Manifesto for Climate Action Launch

Host: WBCSD

Executive and position: David Boynton – CEO of The Body Shop

Date and Time: Wednesday, November 03rd 2021- 4.00 p.m. (UK)

Link: <https://events.wbcds.org/virtual-meetings/manifesto-launch/>

The Climate Crisis is not Gender Neutral: Live from Edinburgh

Host: Natura & Co

Executive and position: Christopher Davis – International Director of CSR and Campaigns at TBS

Date and Time: Thursday, November 04th 2021 – 10.00 a.m. (UK)

Link: <https://www.linkedin.com/video/event/urn:li:ugcPost:6858749281642266626/>

Sustainability Data, Decision Making and Performance Panel

Host: Accenture

Executive and position: Marcelo Behar - Corporate Affairs Director of Natura & Co

Date and Time: Thursday, November 04th 2021 – 11.00 a.m. (UK)

Link: <https://www.accenture.com/gb-en/about/events/sustainability-cop26>

Net Zero Industry Transition with the Consumer Goods Forum

Host: Consumer Goods Forum (CGF), World Economic Forum (WEF) & Accenture

Executive and position: David Boynton – CEO of The Body Shop

Date and Time: Friday, November 05th 2021 – 12.00 p.m. (UK)

Link: <https://www.accenture.com/gb-en/about/events/sustainability-cop26>

Nature's Place in the Race: The Business Case

Host: CDP

Executive and position: Denise Hills - Sustainability Director at Natura & Co Latam

Date and Time: Friday, November 05th 2021 – 3.00 p.m. (UK)

Link: https://cdproject.webex.com/mw3300/mywebex/default.do?nomenu=true&siteurl=cdproject&service=6&rnd=0.8504860896779209&main_url=https%3A%2F%2Fcdproject.webex.com%2Fec3300%2Feventcenter%2Fevent%2FeventAction.do%3FtheAction%3Ddetail

[1%26%26%26EMK%3D4832534b000000059bc1f47fa87b17ccb94b037ee30aea7b78a73dc43128d07f54793dafce27b9ad%26siteurl%3Dcdproject%26confViewID%3D204812642250923481%26encryptTicket%3DSDJTSwAAAAVFmTSmpGvGNBfNmVNNbf_6T8w4d7jy6pvciGISWtS2Qw2%26](https://www.wemeanbusinesscoalition.org/cop26-boardroom-live/)

Article 6: Why it matters to businesses

Host: We Mean Business

Executive and position: Marcelo Behar - Corporate Affairs Director of Natura &Co

Date and Time: Friday, November 05th 2021– 11.30 a.m. (UK)

Link: <https://www.wemeanbusinesscoalition.org/cop26-boardroom-live/>

Look Around: Building Nature-Based Solutions

Host: New York Times Climate Hub

Executive and position: Marcelo Behar - Corporate Affairs Director of Natura &Co

Date and Time: Saturday, November 06th 2021 – 09.30 a.m. (UK)

Link: <https://climatehub.nytimes.com/session/678905/look-around-building-nature-based-solutions>

Amazonia Is the Way to Our Future: Business as a Force for Good

Host: Natura &Co

Executive and position: Andrea Alvares – Vice President of Marketing and Business of Natura &Co Latam

Date and Time: Sunday, November 07th 2021 - 09.30 a.m. (UK)

Link: <https://conference.globallandscapesforum.org/climate-2021/registration/purchase>

Event El Cronista Women Leadership (event in spanish)

Host: El Cronista

Executive and position: Veronica Marcelo – General Manager at Natura Argentina

Date and Time: Friday, November 05th 2021– 13.45 p.m. (BRA)

Link: www.cronista.com

COP26 Climate Finance Event

Host: CEBDS

Executive and position: Marcelo Behar - Corporate Affairs Director of Natura &Co

Date and Time: Wednesday, November 03rd 2021– 14.00 p.m. (BRA)

Link: <https://cebds.org/agenda-do-cebds-na-cop26/>

COP26 The Amazon we choose: GEF and GCF Delivering Action in the Amazon basin

Host: Green Climate Fund

Executive and position: Denise Hills - Sustainability Director at Natura &Co Latam

Date and Time: Saturday, November 06th 2021 – 13.15 p.m. (BRA)

Link: <https://gcfatcop.com/programme/>

São Paulo, October 29th, 2021.

Viviane Behar de Castro
Investor Relations Officer