

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

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

MATERIAL FACT

Natura enters into binding agreement to sell Aesop

Natura &Co Holding S.A. ("Natura &Co") and Natura Cosméticos S.A. ("Natura"), further to the information provided in the material facts of October 17, 2022 and March 17, 2023, as well as in the notices to the market of November 29, 2022 and January 30, 2023, inform the shareholders of Natura &Co and the market in general that on April 3rd, 2023, Natura entered into a binding agreement with L'Oréal to sell Aesop.

Under the terms agreed, the enterprise value of the transaction is US\$ 2.525 billion. The transaction will support Natura &Co's financial deleverage and position it to focus on its strategic priorities, notably the integration in Latin America, as well as the further optimization of Avon International's footprint and the continued improvement of The Body Shop's business, with strict financial discipline.

The purchase price will be paid in cash on closing, which is expected to occur in the third quarter of 2023 and is subject to customary regulatory approvals.

Natura &Co will hold a conference call for shareholders, analysts, investors and the market in general to speak about the transaction. Details of the conference call will be released soon.

São Paulo, April 3, 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.

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