

natura & co

Publicly Held Company
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NOTICE TO THE MARKET

Avon acquisition wins LatinFinance 2020 M&A Deal of the Year Award

The Avon acquisition by the Natura & Co Group won the 2020 Cross-Border M&A Deal of the Year Award in Latin America by LatinFinance, a publication specialized in financial markets.

Every year LatinFinance recognizes the most important transactions of the year through the Deals of the Year Awards, based on public information and input from specialized analysts considering transaction size, complexity and innovation.

With this acquisition, the Natura &Co Group brings together four iconic beauty brands: Avon, Natura, The Body Shop and Aesop, becoming the fourth largest beauty group in the world, present in more than 100 countries through 3,700 owned and franchise stores, 6.8 million consultants and resellers, 200 million consumers, 40,000 employees and with pro forma net revenue of R\$33 billion in 2019.

Natura &Co is proud of this award and thanks the commitment and dedication of the company's Management and multidisciplinary teams, partners and institutions that contributed to the success of this transaction.

Banks: UBS, Morgan Stanley, BNYM, Goldman Sachs, Bank of America Merrill Lynch and PJT Partners.

Law firms: Davis Polk & Wardwell, Pinheiro Neto Advogados, Trench Rossi Watanabe, Baker McKenzie, Cravath Swaine & Moore, Mattos Filho, Paul Weiss, Sullivan & Cromwell and Tudisco & Rodrigues.

This recognition strengthens our commitment to creating value for our shareholders through transactions that are aligned with our purpose and values.

São Paulo, February 1, 2021.

NATURA &CO HOLDING S.A.

Viviane Behar de Castro
Investor Relations Officer