

NOTICE TO THE MARKET

SARAIVA AND WALMART.COM UNITE FOR E-COMMERCE OF BOOKS, CDs, DVDs AND STATIONERY

Saraiva and Walmart.com launch categories offering more than 1.5 million content and entertainment products

São Paulo, May 16, 2014 – Saraiva (Bovespa: SLED3 and SLED4), one of the Brazil's leading content, culture and education retailers and one of the country's most important publishers, announces a partnership with Walmart.com for the sale of around 1.5 million products making up the country's biggest content and entertainment retail chain's catalogue of books, CDs, DVDs and stationery items. As a result, the entire buying experience and customer service will take place within Walmart.com's store, while Saraiva will be responsible for product availability and logistics, making use of all its expertise in this area.

"With Saraiva, we will be entering new categories and expanding the number of items in our portfolio by at least 20 times", declared Flávio Dias, CEO of Walmart.com in Brazil. Also as part of its product mix expansion project, the company recently launched two other categories: 'Pet' – animal-care products – and 'Wine', as well as expanding existing categories with items from partners. Walmart.com's Books, CDs&DVDs and Stationery categories will debut with around 100,000 products, rising to 1.5 million Saraiva items by the end of July, the chain's entire catalogue.

This is the first time that Saraiva will be operating under the reverse marketplace model, making its products available on a partner's site. "The initiative of operating the book, music, film and stationery categories with Walmart.com underlines our commitment to ensuring even more convenience for our customers, who can take advantage of all Saraiva's logistics experience in this sector," said Michel Levy, Saraiva's CEO.

Saraiva's marketplace model was launched in 2011, when it began offering products from categories that it does not handle. Nowadays, the portfolio includes Saraiva Subscriptions, Saraiva Cosmetics, Saraiva Courses, Saraiva Flowers, Saraiva Tickets, Saraiva Glasses, Saraiva Perfume, Saraiva Pet and Saraiva Music, which sells musical instruments.

About Saraiva

Brazil's leading content and entertainment retailer, Saraiva offers a rich catalogue of literature products and services, with national and imported titles, as well as stationery items, music, films, games and software, telephony products, consumer electronics, technology, periodicals, mobile phone charging, gift vouchers, insurance and support, all of which with guaranteed delivery, including home delivery. Since 2010, it has been selling e-books for use with its e-book reader, Saraiva Reader. In September 2013, it launched its first airport store in Guarulhos, in São Paulo. The chain currently has 113 stores in 17 Brazilian states and the Federal District, as well as an e-commerce site www.saraiva.com.br. In 2014, it is celebrating its centenary

About Walmart.com

Walmart.com is an e-commerce company serving millions of consumers per day across all continents. In Brazil, which is one of Walmart's four key e-commerce operations worldwide, it is one of the segment leaders, with thousands of products and

services in a wide range of categories available throughout the country. In February 2013, it rose from eighth to first place in the monthly ranking of the country's most visited websites and has maintained its lead ever since. It employs more than 850 people and its Brazilian and Latin American headquarters are in São Paulo.
www.walmart.com.br