

**SARAIVA S.A. LIVREIROS EDITORES**  
**Publicly Held Company**  
**Corporate Taxpayer's ID (CNPJ): 60.500.139/0001-26**

**NOTICE TO THE MARKET**

**Acquisition of Relevant Stake**

Saraiva S.A. Livros Editores ("Saraiva") hereby discloses to the market the communication received from its shareholders Amundi Asset Management ("Amundi", "Investor"), pursuant to Article 12 of CVM Instruction 358/02, as follows:

The Investor holds 960,571 preferred shares issued by the Company, reaching relevant stake of 5.06% of Saraiva's 18,973,810 preferred shares on April 13, 2015.

According to information provided by the Investor, the aforementioned acquisition is strictly a minority investment and it does not modify the control of the Company or its administrative structure.

For additional information, please contact the Company's Investor Relations Area.

São Paulo, April 29, 2015.

**JORGE SARAIVA NETO**  
Chief Executive Officer and Investor Relations Officer

**About the Saraiva Group**

*The Saraiva Group, a Brazilian publicly held company with approximately 6,000 employees, creates and distributes content, technology and services through its Publishing and Retail businesses. The Group is a benchmark in the production of content for basic, technical and higher education, especially Law, where it is a market leader. Its educational solutions include innovative technologies, such as adaptive learning and pay digital library, and it also offers special content for distance learning. With 115 stores in 17 Brazilian states and the Federal District, it has Brazil's largest content, culture and entertainment retail chain. Since the launch of its e-commerce platform in 1998, it has operated with an integrated and multi-channel approach by offering customers products and services through the [www.saraiva.com.br](http://www.saraiva.com.br) website or in its physical stores. It has a rich collection in terms of literature, stationery, music, films, games and software, telephony, electronics, technology, newspapers, in addition to mobile recharge, ticket sales, gift cards, prepaid cards, insurance, technical assistance, guaranteed delivery and home delivery.*

To: João Luis Ramos Hopp  
CFO and Investor Relations Director

**Saraiva SA Livreiros Editores**  
Av. Henrique Schaumann, no. 270, 7<sup>th</sup> Floor, Pinheiros  
São Paulo, State of São Paulo  
Brazil

Paris, April 14, 2015

**Subject: Exceeding of threshold**

Dear sir,

We refer to our letter dated 9 March 2015, whereby we have informed you that Amundi has passed below the threshold of 5% in the capital of Saraiva SA Livreiros Editores (the "**Company**") and therefore that, on 6 March 2015, Amundi held shares representing 4,68% of the Company .

We wish to inform you hereby that on 13 April 2015 Amundi has exceeded the threshold of 5%.

In this regard, please find below the information in relation to Amundi's holding in your Company.

**Number of shares held by Amundi:**

As at April 13, 2015, and following the acquisition of 12 900 shares of the Company, Amundi held 960 571 shares representing 5,06 % of the preferred shares of the Company.

	Position as at 13 April 2015	Percentage
Amundi SICAV	494 983	2,61%
Institutional Mandates	287 600	1,51%
FCP (mutual funds)	177 988	0,94%
Total	960 571	5,06%

**Information regarding Amundi:**

- French Corporation (*société anonyme*)
- Capital Stock : 596 262 615 euros
- Registered in the Paris Trade and Company Register under n° 437 574 452
- Registered office : 90, boulevard Pasteur 75015 Paris
- Approved by the French Authority (AMF) under n° GP 04000036

## Objectives

The sale of shares by Amundi does not aim at any objective as its shareholding is just a participation and will not alter the composition of the control or administrative structures of the Company.

Yours sincerely,



Thierry Bensoussan  
Head of International Commercialisation and Corporate Affairs  
Legal Department  
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