

NEOGRID PARTICIPAÇÕES S.A.

Public Company
(B3: NGRD3)

MATERIAL FACT

Joinville, March 22, 2021 - NEOGRID PARTICIPAÇÕES SA, ("Company" or "Neogrid"), in compliance with CVM Instruction No. 358, announces to the market the signing of the agreement for the purchase of shares between its subsidiary **Neogrid Informática Ltda.** and the shareholders of **Smarket Solutions Software de Apoio a Gestão EIRELI** ("Smarket"), to confirm the acquisition of the entire share capital of Smarket ("Acquisition").

Founded in 2013, Smarket is a platform to manage promotions and trade marketing. Through data intelligence, it offers solutions that facilitate the making of safer and strategic decisions for retailers and manufacturers. The company has approximately R\$ 4.6 million in Annual Recurring Revenue ("ARR") contracted, which represents a CAGR higher than 60% in the last 05 years.

The Acquisition price involves the payment of R\$ 8.5 million on the closing of the transaction, and an additional payment after the period of 360 days, limited to the same amount as the first, subject to contractual provisions.

The acquired company's founder will remain in the executive position, engaged in the expansion of Smarket's business, and encouraged by an Earn Out payment clause, in case of reaching recurring revenue growth and results goals.

With the Acquisition, Neogrid adds solutions to its platform of connected companies, expanding the portfolio of smart offers to the retail and industries ecosystem with the tools developed by Smarket, exploring synergies and organic growth potential with the participants of the Neogrid network.

Joinville, March 22, 2021.

Thiago Grechi
CFO and IRO