

VIA VAREJO S.A.

CNPJ No. 33.041.260/0652-90

NIRE No. 35.300.394.925

Publicly Held Company

NOTICE TO THE MARKET**(Exercise of the call option to acquire 80% of Airfox/banQi shares and additional acquisition of capital stock up to 100%)**

VIA VAREJO S.A. (the “Company”), in compliance with paragraph 4 of article 157 of Law No. 6404/76 (“Brazilian Corporation Law”) and with Comissão de Valores Mobiliários (“CVM”) Instruction No. 358/02, hereby informs its shareholders and the market in general that its Board of Directors has approved, on this date, the transactions below, which shall be implemented by its subsidiary Lake Niassa Empreendimentos e Participações Ltda. (“Lake Niassa”):

1. The exercise of the call option to acquire 80% of CarrierEQ, Inc. d/b/a Airfox (“banQi”) capital stock, pursuant to the Convertible Note Purchase and Call Option Agreement dated as of September 11, 2018 (the “Call Option”), as dully informed in the Material Fact dated September 12, 2018 and Notice to the Market dated June 5, 2019; and
2. The acquisition of additional equity interest, which once consummated shall thereafter enable the acquisition of up to 100% of banQi capital stock (“Additional Acquisitions”).
3. The Company also informs that banQi/Airfox will keep its operations in Boston, US.

The banQi transaction has a unique leverage of combining a groundbreaking fintech in the development of mobile payment and credit and digital wallet solutions, with the greatest retailer in the Brazilian electro-furniture (*eletromóveis*) market, with 84 million customers, more than 1000 stores and the most famous installment plan (*crediário*) in Brazil (“Casas Bahia Installment Plan”). Airfox shall also be a hub for technological and innovation development of digital services, with a capacity of implementation in several business sectors, beyond retail and financial services.

The closing of the Call Option and the Additional Acquisitions are subject to the fulfillment of certain conditions precedent and is expected to occur within up to sixty (60) days from the date hereof.

Finally, the transactions will be executed through the subsidiary Lake Niassa and, therefore, is not subject to the provisions of article 256 of the Brazilian Corporation Law.

VIA VAREJO S.A.

Orivaldo Padilha

Vice President Executive Officer and Investors Relation Officer