

VIA VAREJO S.A.

A publicly-held corporation with authorized capital
Brazilian corporate taxpayers' roll (CNPJ/ME) No. 33.041.260/0652-90
NIRE (State Registry) No. 35.300.394.925

MATERIAL FACT

BLACK FRIDAY – ANNUAL SALES EVENT SALES OF BRL 3.0 BILLION

Via Varejo S.A. (“Company”), in compliance with what is provided in Paragraph 4 of Article 57 of Law No. 6,404, of December 15, 1976, and in CVM Ruling No. 358/02, of 3 January 2002 and in line with its commitment to guarantee complete transparency to its investors, informs to its shareholders and to the market in general as follows:

We have successfully achieved our goal of segmenting the “Black Friday” sales event throughout the full week of November 22nd in the best interest of our customers so as to mitigate concentration of individuals in our physical stores due to the COVID-19 pandemic.

Therefore, between November 22 and November 28, in comparison to the same period of the previous year:

- (i) our online sales grew 99%, representing 62,4% of our total sales, with special emphasis on the 3P with a growth of 125%. Our market share gain during the period was of 420 bps based on the *Compra & Confie* research;
- (ii) our online sales force (namely the “Me Chama no Zap”) had an important role, representing 18% of our online sales (25% on the 1P and 16% on 3P);
- (iii) our store pick-up sales showed a growth of 142%; and
- (iv) within the categories of greatest growth we highlight: computers and tablets, with an increase of 109% (177% in the 1P) mobile phones, with an increase of 37% (110% in the 1P) and televisions, with an increase of 24% (83% in the 1P). In the 3P channel we highlight: sports/leisure, with an increase of 263%, auto parts, with an increase of 186% and houseware, with an increase of 103%.

During the Black Friday, the Company surpassed its 2019 record, reaching BRL 3 Billion in sales, as compared to BRL 2.2 Billion during the same period of the previous calendar year, with a growth of 37%.

The Company highlights that the numbers and information mentioned above are managerial, preliminary and non-audited.

We have made a Black Friday that was safe for our customers and employees and, consistently following the direction set, we have optimized the use of omnichannel in our operations.

São Caetano do Sul, November 30, 2020.

VIA VAREJO S.A.

Orivaldo Padilha

Financial Vice-President and Investors' Relations Officer