

GRUPO CASAS BAHIA S.A.

Publicly Held Company

Corporate Taxpayer's ID (CNPJ/MF) nº 33.041.260/0652-90

MATERIAL FACT

Grupo Casas Bahia Begins Operations on Amazon, Strengthening Its Leadership as Brazil's Largest 1P Player

Grupo Casas Bahia S.A. ("Company" "Casas Bahia") (B3: BHIA3) announces to its shareholders and the market in general the start of a strategic commercial partnership with Amazon Serviços de Varejo do Brasil Ltda. ("Amazon Brazil", AMAZON Nasdaq: AMZN), aimed at expanding the range of products available to customers on the platform in Brazil.

As of this date, products from Casas Bahia are now available on Amazon's platform (Amazon.com.br), expanding the Group's digital reach and strengthening its omnichannel strategy.

A leader in Brazil's physical stores retail in these categories, Casas Bahia has also been consolidating its relevance in e-commerce over recent quarters, with double-digit growth. Through this partnership, the Company expands its presence in another key sales channel, accelerating the growth of its digital operations.

In a second phase, Casas Bahia's logistics will be integrated into Amazon's network, making its products eligible for Prime, with fast and free delivery for program members.

According to Renato Franklin, CEO of Grupo Casas Bahia, this initiative represents an important milestone and underscores the Company's omnichannel strategy. "Entering Amazon is another step in building the largest omnichannel 1P player in Brazil. We are expanding our distribution channels while maintaining control over assortment, pricing, and, above all, the customer experience, leveraging our logistics as a structural competitive advantage."

"This initiative represents another step in our promise to meaningfully expand our product offering for our customers," said Juliana Sztrajtmán, President of Amazon Brazil. "We are combining Amazon's reliability, convenience, and technology with the portfolio and legacy that Casas Bahia has built over decades in Brazil. This makes it easier for Brazilians to access the products they want and need, reinforcing our commitment to offering the broadest product assortment to a wide range of consumer profiles."

The initiative will contribute to the Company's expansion of its sales channels and further strengthen its leadership position in the commercialization of core categories (1P) within Brazil's omnichannel retail market.

São Paulo, March 23, 2026

GRUPO CASAS BAHIA S.A.

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