

VIA VAREJO S.A.

Publicly Traded Corporation with Authorized Capital
CNPJ (Brazilian Taxpayers' Roll) No. 33.041.260/0652-90
NIRE (Board of Trade Registry Number) 35.300.394.925

NOTICE TO THE MARKET

VIA VAREJO S.A. ("Company"), through this notice to the market informs that, effective as of 17th of December, Mrs. Daniela Bretthauer will be appointed as Investors Relations Officer of the Company (non-statutory). Her engagement is meant to further strengthen the investors' relations department and is aligned with the Company's policy of ensuring total transparency to its investors and the market in general, abiding by the highest standards of corporate governance.

Daniela Bretthauer graduated in economy from Iowa State University, USA, holds a masters degree in finance from FGV/SP and possesses 25 years of experience in capital markets, in Brazil and abroad. She has acted, among other positions held, as Vice-President at Golman Sacchs and as Head of Research at Raymond James. For six years Daniela Bretthauer acted as Investors' Relations Officer in large companies in the retail sector. During the last year, she acted as co-head of equities at Eleven Financial.

The Company welcomes the new officer and remains at the investors' disposal for more information through the investors' relations department.

São Caetano do Sul, December 7th, 2020.

VIA VAREJO S.A.

Orivaldo Padilha

Financial Vice-President and Investor Relations Officer