

GRUPO CASAS BAHIA S.A.

Publicly Held Company

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MATERIAL FACT

Casas Bahia Expands Sales Channels Through Strategic Partnership to Boost E-Commerce in Brazil

GRUPO CASAS BAHIA S.A. ("**Company**") (B3: BHIA3) announces the launch of a long-term strategic partnership with **MERCADO LIVRE** (Nasdaq: MELI) to accelerate digital retail in Brazil. Starting in November, Casas Bahia's core product categories — home appliances, electronics, and furniture — will be available on Mercado Livre's platform.

A leader in physical retail for appliances, technology, and furniture, Casas Bahia has also been strengthening its presence in its own e-commerce operations, with double-digit growth over recent quarters. Now, the Company expands its reach by adding Mercado Livre as a new sales channel. "This alliance will allow us to gain market share, scale our operations, and optimize the use of our ecosystem, including logistics, credit, and service solutions. More than just channel expansion, this represents an evolution in Grupo Casas Bahia's business model — a Company that is increasingly efficient, connected, and ready for the future of Brazilian retail," says Renato Franklin, CEO of Grupo Casas Bahia.

"We are proud to welcome Casas Bahia to our platform. The arrival of such a historic brand with a strong consumer connection reinforces our commitment to continue developing and strengthening e-commerce in Brazil," says Fernando Yunes, Senior Vice President and Head of Mercado Livre in Brazil. The announcement comes at a strategic moment, just ahead of Black Friday, a period when categories like appliances, electronics, and furniture are among the most sought-after by consumers. "This long-term partnership highlights the complementarity between both companies and marks the beginning of a new chapter for e-commerce in these key categories in Brazil," adds the Mercado Livre executive.

In addition to expanding its e-commerce reach and attracting new customers, this move consolidates Casas Bahia's position as an omnichannel reference in the sale of its products. Through the partnership, Mercado Livre will play a strategic and complementary role in the distribution of Grupo Casas Bahia's products, with focus on core categories.

This initiative will help the Company expand its sales channels and strengthen its position as a leader in the sale of home appliances, electronics, and furniture (1P) in Brazil's omnichannel retail market.

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GRUPO CASAS BAHIA S.A.

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