

*Authorized Capital Publicly-held Company  
Corporate Taxpayer's ID (CNPJ/ME) No. 33.041.260/0652-90  
Company Registry (NIRE) 35.300.394.924*

**NOTICE TO THE MARKET**  
*(Via Next)*

A VIA S.A. ("Via ou Companhia") informs its shareholders and the market in general that it kicked-off its Via Next program with three minority investments in startups, through its subsidiary Cnova Comércio Eletrônico S.A.: (i)

**Gopublic Serviços Financeiros Ltda. ("GoPublic") ("Investment")**, (ii) **Mibolsillo Financial Technologies Inc. ("Poupa Certo")** and (iii) **Byebnk Facilitadora de Pagamentos Internacionais Ltda. ("byebnk") ("Investments")**.

Via Next is Via's startup investment program, which was announced at Via Investor's Day held in April 2021. This program is being developed in partnership with Distrito and one of its main objectives is **to accelerate the Company's digital transformation process while** promoting innovative solutions to improve customer experience (shopping and journey). In addition to seeking startups to solve specific business challenges, it is part of Via Next's strategy **to invest up to R\$ 200 million** in startups over the next 5 years, through its Corporate Venture Capital (CVC) program.

About the proposed investments in the following startups:

1. **GoPublic** offers modular solutions in a Software as a Service (SaaS) ecosystem, in a "whitelabel" format to facilitate the credit and payment journeys. With a proprietary solution applied to risk analysis and innovative models, GoPublic platform focuses on client's behavior and the credit cycle, with greater efficiency in the use of data and high-precision algorithms. The monitoring and collection track is fully integrated, coupled with a wide range of payment solutions, which are an integral part of the credit to collection journey.

- Poupa Certo** is a financial education and management platform that adopts a gamification strategy, through a 100% digital experience, offers customized financial education solutions. With operations in several Latin American countries, such as Peru, Chile, Guatemala, and Mexico, Poupa Certo is 100% aligned with the purpose of financial inclusion and greater competitiveness addressed by Open Banking agendas.
- Byebnk** is a cryptocurrency investment management platform, which is expanding its operations to enable its clients/users to make investments in traditional assets through the so-called “tokenization” (transformation of financial assets into cryptocurrency). Besides investment management, Byebnk also provides financial education services for Brazilians.

Via believes in the combination of **business and technology** to transform and improve the experience and provide new options to its customers. We adopt an “open door policy” to innovation and we see several opportunities to shorten paths and unlock value in our ecosystem, in addition to generating business opportunities that goes beyond retail.

São Paulo (SP), September 08<sup>th</sup> , 2021

**VIA S.A.**

Orivaldo Padilha

Chief Financial and Investor Relations Officer