



CM HOSPITALAR S.A.

Publicly Traded Company

Corporate Taxpayer's ID (CNPJ/MF) 12.420.164/0001-57

Company's Registry (NIRE) 35.300.486.854

CVM Code 25682

ISIN: BRVVEOACNOR0

B3 Ticker: VVEO3

NOTICE TO THE MARKET

Repositioning and rebranding Mafra Hospitalar to Mafra

CM Hospitalar S.A. ("Viveo" or "Company"), announces to the market that Mafra Hospitalar - which is part of the Viveo ecosystem - announces a repositioning and rebranding and is now called Mafra. The objective is to integrate the six companies that operate in the hospital and clinic channel: Mafra Hospitalar, Profarma Specialty (PFS), Tecno4, PHD Produtos Hospitalares, Medcare and Expressa.



New Brand Launch

A new look at health in Brazil and
simplification of the concept of distribution



Mafra

The new brand brings four business segments (**Medicines, Materials, Nutrition and Public Market**) with national operations, becoming a one stop shop for distribution; since Mafra will become the only company to serve all health segments.

The purpose is to promote a new look at health in Brazil and simplify the concept of distribution, seeking identification with suppliers and customers. Mafra is a national leader in the hospital distribution segment with a broad portfolio of medicines and materials. With the unification, the company will gain in simplification, synergy of processes and structures, operational efficiency and will provide better experience to customers.

The consolidation of the channel under the Mafra brand is yet another accomplishment by Viveo in fulfilling its purpose of simplifying the health market, operating in all links of the chain, whether through the distribution of products and medicines or the provision of services.

Ribeirão Preto, March 14, 2023

Flavia Carvalho

IR and M&A Officer