



## **TOTVS S.A.**

Publicly Held Company

Corporate Taxpayer ID (CNPJ/ME): 53.113.791/0001-22

Company Registry No. (NIRE): 35.300.153.171

### **NOTICE TO THE MARKET**

#### ***Acquisition of Tail Target Tecnologia de Informação Ltda.***

**TOTVS S.A.** (B3: TOTS3; "TOTVS"; or "Company") hereby informs that its subsidiary TOTVS Large Enterprise Tecnologia S.A. ("TOTVS Large") entered into, on December 19, 2020, a Purchase Agreement and Other Covenants ("Agreement") for acquiring 100% of the capital stock of **Tail Target Tecnologia de Informação Ltda** ("TAIL") for R\$12 million. The agreement also envisages the payment of variable additional purchase price of R\$20 million, conditioned on the achievement of targets set for TAIL in fiscal years 2021 and 2022, and to the fulfillment of other conditions.

TAIL is a provider of a data intelligence platform that provides insights to customers through real-time monitoring of the behavior of a wide audience on the internet. TAIL is able to map more detailed profiles for building portfolios and machine learning campaigns in order to optimize its customers' sales. With about 30 employees and 60 clients, TAIL earned a gross revenue of approximately R\$ 12 million in 2020.

With this acquisition, TOTVS brings know how to the marketing analytics and data intelligence segments, besides of solutions focusing on generating opportunities and converting clients' sales, adding even more value to our clients, and it fits our purpose in Business Performance, part of the strategy to develop an ecosystem represented by three dimensions: (i) Management - ERP, HR and vertical solutions; (ii) Techfin - B2B credit, services and payments; and (iii) Business Performance - sales lead and marketing.

São Paulo, December 21, 2020

**Gilsomar Maia Sebastião**

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