



A publicly held corporation
Taxpayer's Id. (CNPJ/ME) No. 53.113.791/0001-22
Company Registry (NIRE) 35.300.153.171

NOTICE TO THE MARKET

PARTNERSHIP BETWEEN SHOPIFY AND RD STATION

TOTVS S.A. (B3: TOTS3) ("Company" or "TOTVS") hereby announces that its subsidiary RD GESTÃO E SISTEMAS S.A. ("RD Station") entered, today, into a Strategic Partnership Agreement (the "Partnership") with Shopify International Limited ("Shopify") to distribute Shopify's e-commerce software solutions in Brazil.

This Partnership brings RD Station, the number one digital marketing provider in Brazil, together with the global leader in e-commerce platforms to provide integrated solutions to small and medium-sized companies ("SMEs"). By combining these major capabilities, SMEs will be able to experience a more efficient and productive process, enhancing engagement with their consumers and clients, leading to improved marketing efforts and consequently leveraging their sales conversion and GMV (Gross Merchandising Value).

Shopify's strategic alliance with RD Station is an innovative approach that will allow its platforms to reach even wider areas of Brazil. By being part of the largest distribution ecosystem in Brazil, it integrates its products with a brand known for providing solutions highly adherent to the needs and realities of the Brazilian market.

This step further reinforces RD Station as the core element of TOTVS' strategy in building Brazil's widest and most comprehensive Business Performance portfolio, aimed at digitizing its clients' sales funnel. The growing demand for digitalization has e-commerce as a key component, in an environment that is still fragmented, when it comes to solutions. As a result, our goal is to assemble a comprehensive portfolio that, through this and other alliances, enables the Company to lead e-commerce for Brazilian SMEs.

São Paulo, May 8th, 2023

Gilsomar Maia Sebastião
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About TOTVS: the absolute leader in the Brazilian SMB market, TOTVS creates innovative solutions to transform the daily lives of companies and help them overcome their business challenges. TOTVS is the largest management software developer in Brazil, with over 70,000 clients/customers in 12 sectors of the economy. As an original Brazilian company, TOTVS believes in a "Brazil that gets things done" and supports the growth and sustainability of thousands of businesses and entrepreneurs, across the entire country, through technology.

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