



A publicly-held corporation
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NOTICE TO THE MARKET ACQUISITION OF EXACT SALES BY RD STATION

TOTVS S.A. (B3: TOTS3; the "Company" or "TOTVS") hereby announces that its subsidiary, RD Gestão e Sistemas S.A. ("RD Station"), on this date, entered into an Agreement for the Sale and Purchase of Shares and Other Covenants (the "Agreement") to acquire the entire capital stock of Exact Desenvolvimento e Programação de Software S.A. ("Exact Sales") for the amount of R\$51 million. In addition, subject to compliance with certain conditions, the Agreement provides for the payment of a complementary purchase price.

Exact Sales, a leading company in the Sales Engagement segment, offers solutions aimed at prospecting and qualifying companies' potential customers (prospects). Founded in 2015, Exact Sales serves both startups and large companies, and in recent years has made two major acquisitions that complement its offerings: "Resultys" in 2020, with the scope of Searching, with offers a B2B contact base for prospecting, expanding the options for its customers; and Magic Write, earlier this year, focused on artificial intelligence for content production, such as texts for social networks and ads. These features combined result in a differentiated portfolio that aims to boost the conversion rates of sales teams, reducing negotiation cycles and the Cost of Customer Acquisition, especially when combined with the CRM (Customer Relationship Management). With about 1,250 clients and 230 employees, Exact Sales has earned net revenue of approximately R\$25 million over the past 12 months, with a CAGR of 31% over the past 3 years.

This movement reinforces RD Station positioning as a central pillar of TOTVS' strategy in the construction of the largest and most complete Business Performance ecosystem in Brazil, focused on the digitalization of the customer's sales funnel. This digitalization is a growing demand in a market that is still fragmented in terms of solutions, and with this acquisition, RD Station takes another step in building a complete portfolio for the marketing and sales universe, which enables the optimization of end-to-end processes, generating more efficiency and results for Brazilian SMEs.

São Paulo, June 5th, 2023

Gilsomar Maia Sebastião
Chief Financial and
Investor Relations Officer

Investor Relations
(+55 11) 2099 7773 / 7097 / 7089
ri@totvs.com.br / ri.totvs.com/en

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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