



Grupo de Moda SOMA S.A.

Avenida Pasteur, nº 154, Botafogo,
CEP 22290-240, Rio de Janeiro, RJ

Brazilian Corporate Taxpayer Register (CNPJ/ME) No. 10.285.590/0001-08 – NIRE 33.3.0031538-1
Publicly Held Company with Authorized Capital – CVM Code No. 2501-1

NOTICE TO THE MARKET

Grupo de Moda SOMA S.A. ("Grupo SOMA" or "Company"), in compliance with article 157, paragraph 4, of Law No. 6.404, of 1976, as amended ("Brazilian Corporate Law"), and with article 2 of CVM Instruction No. 358, of 2002, as amended, hereby informs its shareholders and the market in general, the Board of Directors approved, as of today, the election of Mr. Gabriel Silva Lobo Leite as Chief Financial and Investor Relations Officer, replacing Mr. Haroldo de Paiva Lorena.

Mr. Gabriel Lobo is an engineer, graduated at the Federal University of Rio de Janeiro - UFRJ. Gabriel has solid experience in the financial area and has held the non-statutory executive position of Grupo SOMA's Financial Director in recent years, leading the areas of Finance, M&A and Investor Relations.

Mr. Haroldo Lorena continues as a Company Statutory Officer, now with exclusive dedication to the management of Grupo SOMA's brands, exercising executive function at Foxton, Maria Filó and A.Brand.

The Board of Directors expressed thanks to Mr. Haroldo for all the contribution he made during the period in which he was at the head of the Financial and Investor Relations Department and wishes to be successful in the new challenges at the Company.

Rio de Janeiro, March 18, 2021.

Gabriel Silva Lobo Leite

CFO and Investor Relations Officer