



Grupo de Moda SOMA S.A.

Rua São Cristóvão, 786, São Cristóvão

CEP 20.940-000, Rio de Janeiro, RJ

Brazilian corporate taxpayers' roll (CNPJ/ME) No. 10.285.590/0001-08 – NIRE 33.3.0031538-1

A publicly-held company with Authorized Capital – Brazilian SEC (CVM) Code No. 2501-1

MATERIAL FACT

ENGAGEMENT OF MARKET MAKER

The **Grupo de Moda SOMA S.A.** ("Grupo SOMA" or "Company"), in compliance with CVM Instruction 384 of March 17, 2003, as amended ("ICVM 384"), hereby informs its shareholders and the market that it has engaged, through an Agreement for Provision of Market Making Services ("Agreement"), BTG Pactual Corretora de Títulos e Valores Mobiliários S.A ("BTG Pactual"), with registered office at Avenida Brigadeiro Faria Lima, n° 3447, 14° andar, parte, Itaim Bibi, CEP 04538-133, in the city and state of São Paulo, inscribed in the corporate taxpayers register (CNPJ/MF) under no. 43.815.158/0001-22, to act as market maker for its common shares, traded under the ticker SOMA3 on the Brasil, Bolsa, Balcão ("B3") stock exchange.

The engagement of the market maker reinforces the Company's commitment to its shareholders, in order to increase the liquidity of its shares and following the best trading practices in the market.

The contract will remain in effect for a period of 12 (twelve) months from the date of its execution, with a maximum duration of 60 months. The said Agreement may also be terminated and / or terminated at any time and without any charge by either party, by means of a written communication sent to the other party, at least 30 (thirty) days in advance of the date of termination and / or termination

BTG Pactual will begin its market maker activities on November 27th, 2020.

Rio de Janeiro, November 26th, 2020.

Haroldo de Paiva Lorena

Chief Financial and Investor Relations Officer