



MOBLY S.A.

CNPJ/ME 31.553.627/0001-01

NIRE 35300561201

Notice to the Market

MOBLY S.A. ("Mobly" or "Company") (B3: MBL3) hereby informs its shareholders and the market in general, according to its expansion plan announced in the IPO process, the opening today, August 27, 2021, of its new *Mobly Zip* store located on Avenida dos Bandeirantes, in the city of São Paulo, state of São Paulo.

The city of São Paulo represents the largest city in terms of revenue for the chain, and Avenida dos Bandeirantes is one of the city's main roads in terms of vehicle flow, after only Marginais Pinheiros and Tietê, places where Mobly already has stores. The location was chosen because it is located in a region close to neighborhoods such as Moema, Vila Olímpia and Brooklin, which have significant sales on the Company's website.

Mobly Zip is the franchise model, which is different because it uses the expertise of the investor/franchisee who has knowledge about the location to operate the store. The model also contributes to Mobly gaining capillarity in regions and cities that do not fit a Megastore model, strengthening the brand's expansion in a more agile and consistent manner.

The store has a total area of 660m² and Mobly's differentials, such as inspiring environments, differentiated service with sales consultants available to help the customer at the time of purchase, "infinite shelf" with 100% of the website's products available for purchase, free wi-fi, and QR Code labels for consulting information and similar products.

The total focus is on making the customer experience even better with the opening of new stores, but also with the expansion of the logistics network and with new distribution centers.

São Paulo, August 27, 2021.

Marcelo Rodrigues Marques

Chief Financial and Investor Relations Officer

MOBLY S.A.