



MOBLY S.A.

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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 of its new *Mobly Zip* store located in the city of Suzano, state of São Paulo.

The *Mobly Zip* store installed in Suzano is the first store implemented in the new *Guide Shop* model, which consists of stores with smaller physical spaces (Suzano's *Mobly Zip* occupies a total area of 190 square meters), prioritizing quality in customer service, providing agility and efficiency in the clarification of doubts, thus aiming to provide an excellent shopping experience to the consumer. In addition, the model offers Mobly's differentials, such as differentiated service with sales consultants available to help the customer at the time of purchase, interactive totems, "infinite shelf" with 100% of the website's products available for purchase, wi-fi and, labels with QR Code to consult information and similar products.

The *Guide Shop* model also contributes to Mobly gaining capillarity in regions and cities that do not fit larger stores, strengthening the brand's expansion in a more agile and consistent manner.

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

São Paulo, February 21, 2022.

Marcelo Rodrigues Marques

Chief Financial and Investor Relations Officer

MOBLY S.A.