

ENJOEI S.A.

Corporate Taxpayer's Registry no. 16.922.038/0001-51

Publicly-Held Company

enjoei

MATERIAL FACT

ENJOEI S.A. ("**Company**" or "**Enjoei**"), in compliance with the provisions of Law No. 6,404, of December 15, 1976 ("**Brazilian Corporation Law**"), and in the Resolution of the Brazilian Securities and Exchange Commission (CVM) No. 44, of August 23, 2021, hereby informs its shareholders and the market in general that it has entered into, on July 17, 2023, a Quota Purchase and Sale Agreement and Other Covenants ("**Agreement**") for the acquisition, by the Company, of all the quotas issued by J.Q.A.S.P.E. Empreendimentos e Participações Ltda. ("**JQASPE**"), a company that holds all the quotas issued by Elo7 Serviços de Informática Ltda. ("**Elo7**" and, together with JQASPE, "**Elo7 Group**") ("**Transaction**").

Elo7 is the largest platform for handmade products in Brazil and its operations represent relevant volume of sales and an active user base, with GMV (gross merchandise value) of approximately BRL 500 million in 2022, as well as 3.6 million transactions, 1.6 million active buyers, and more than 50 thousand active professional sellers.

The platform connects sellers of unique and personalized handmade products to buyers who seek meaningful products. The acquisition allows for the expansion of Enjoei's base of professional sellers, accelerating the growth of our business.

The integration enables significant growth in similar operations, resulting in clear operational leverage with increased revenue, cost optimization and expense dilution. Additionally, the Transaction results in a significantly larger combined inventory, making the ecosystem stronger and more appealing to buyers.

The platforms will continue to operate with independent brands, enhancing synergy gains in technology, logistics and operations, benefiting the group's results, as well as ensuring a higher level of service to users.

The effective acquisition by the Company of Grupo Elo7 is subject to the implementation of conditions precedent stipulated between the parties and customary for this type of transaction. On the closing date of the Transaction, scheduled for August 2023, the Company will pay an estimated purchase price of R\$26 million, to be paid in cash. The Company will keep the market informed of any relevant developments, including regarding the closing of the Transaction.

The Company clarifies that the completion of the Transaction is not subject to approval or confirmation by the Company's general shareholders' meeting, as the acquisition price to be paid for control of Elo7 Group does not exceed any of the criteria established in Article 256 of the Brazilian Corporation Law.

The Company will keep its shareholders and the market informed of any new information on the subject of this Material Fact.

São Paulo, July 18, 2023.

Guilherme Soares Almeida

Chief Financial and Investor Relations Officer