

**VIA VAREJO S.A.**

Public Held Company

CNPJ (Brazilian Taxpayers' Roll) No. 33.041.260/0652-90

NIRE (Board of Trade Registry Number) 35.300.394.925

**NOTICE TO THE MARKET**

(Acquisition of equity interest in the DISTRITO innovation hub)

**VIA VAREJO S.A.** ("Company"), pursuant to Article 157, Paragraph 4<sup>rd</sup> of Brazilian Corporation Law No. 6,404/76 ("Brazilian Corporation Law"), hereby informs its shareholders and the market in general that, on the date hereof, the definitive documents regarding the acquisition of equity interest corresponding to 16.67% of the capital share of **GROWTH PARTNERS INVESTIMENTOS E PARTICIPAÇÕES S.A.**, a company which controls the startup **DISTRITO**, were signed ("Acquisition").

Founded in 2014, DISTRITO is an innovation hub that has a complete platform to support companies in their transformation through technology. With its open innovation ecosystem, supported by data and artificial intelligence, DISTRITO connects large companies, startups, investors and academics in order to generate new more collaborative, efficient, transparent and sustainable business models.

Currently, more than 300 startups are connected to DISTRITO's platform, besides having 11 corporative innovation laboratories, a complete mapping of the main startups operating in the country, generating insights and innovation intelligence for publishing sector reports. In 2020, DISTRITO was appointed the best innovation hub in Brazil by Startup Awards, an award from the Brazilian Startups Association (ABStartups).

This newest Acquisition represents a leap forward in the strategy of accelerating digital transformation, and will allow the Company to be connected to a one of the main digital hubs in the country, allowing access to the universe of startups and enabling digital transformation and acceleration projects.

Finally, the Company informs that the Acquisition was consummated by its subsidiary.

São Caetano do Sul, November 9, 2020.

**VIA VAREJO S.A.**

Orivaldo Padilha

Financial Vice-President and Investor Relations Officer