

**Para você, onde,  
quando e como  
quiser.**



**VIA VAREJO S.A.**

*Publicly-Held Company  
CNPJ (Brazilian Taxpayers' Roll) No 33.041.260/0652-90  
NIRE (Board of Trade Registry Number) 35.300.394.924*

**NOTICE TO THE MARKET**  
*(Acquisition of quotas issued by Celer)*

## **VIA ACQUIRE FINTECH CELER**

VIA VAREJO S.A. ("**Company**"), hereby informs its shareholders and the market in general that its subsidiary LAKE NIASSA EMPREENDIMENTOS E PARTICIPAÇÕES LTDA. ("**Buyer**") signed, on April 25th, 2021, the documents regarding the acquisition of one hundred percent (100%) of the quotas issued by **CELER PROCESSAMENTO COMÉRCIO E SERVIÇO LTDA.** ("**Celer**") ("**Acquisition**").

Celer is a fintech that was born as a proprietary payment solutions platform and nowadays offers a complete Bank-as-a Service (BaaS) package, allowing other fintech's to provide their customers with a complete digital account intertwined with payment services, comprising cash-in and cash-out alternatives, cards issuance and processing, charge and transfer management, including the traditional Brazilian instant payment (known as Pix) portfolio.

Currently, Celer has approximately 200 integrated fintech's, which offer their customers, not only their own solutions, but also acquiring solutions and digital account for more than 24,000 registered businesses.

The consummation of the Acquisition and underlying integration with Celer, will allow the Company to expand the financial services available to "sellers" in its marketplace, such as (i) acquiring and gateway for physical and online sales, (ii) a full expansion of the "banQi" digital account, integrated with Pix, (iii) a platform of anticipation of receivables and also (iv) a complete management of the financial agenda, in addition to make feasible the Company's omnichannel journey, facilitating the financial liaison between the "seller" of the Marketplace and each of the Company's physical stores, and (b) commercial relations with important market players aiming at the conception of more innovations in the sector.

The consummation of the Acquisition is subject to fulfillment of the conditions established in the documents, including the prior approval of the Administrative Council for Economic Defense – CADE.

The documents of the Acquisition have been executed and the Acquisition will be consummated by the Buyer, which is a subsidiary of the Company, and, therefore, is not subject to the provisions of Article 256 of Brazilian Corporation Law.

São Caetano do Sul, April 25, 2021

**VIA VAREJO S.A.**

Orivaldo Padilha

Financial Vice-President and Investor Relations Officer

