

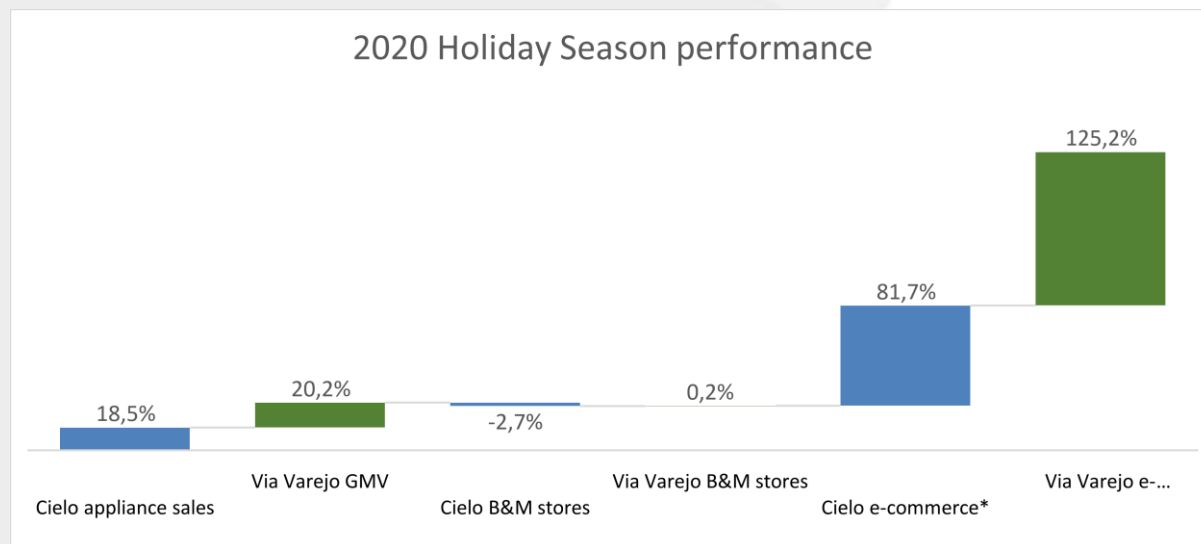
VIA VAREJO S.A.

Publicly Traded Corporation with Authorized Capital
CNPJ (Brazilian Taxpayers' Roll) No. 33.041.260/0652-90
NIRE (Board of Trade Registry Number) 35.300.394.925

MATERIAL FACT HOLIDAY SEASON 2020 SALES PERFORMANCE

VIA VAREJO S.A. ("Company") in compliance with what is provided in Paragraph 4 of Article 157 of Law No. 6,404, of December 15, 1976, and in CVM Ruling No. 358/02, of 3 January 2002 informs its shareholders and the market in general that it posted 20,2% growth in GMV during Christmas 2020 holiday season boosted by its strong e-commerce performance (1P+3P) which grew 125,2% YoY during december 19 to 25, 2020. The information presented in this Material Fact is preliminary, unaudited and subject to adjustments in the accounting of credit revenue, shipping, handling and other services fees. The contribution from our online sales initiative (me chama no Zap) reached 24% of our e-commerce sales in this period compared with 16% in Q320.

Based on data from website Compre&Confie, Via Varejo gained almost 300bps of market share online during the 2020 Holiday Season. We highlight that the aforementioned performance was quite healthy from a credit and margin perspective.



Source: Cielo | ICVA - Índice Cielo do Varejo Ampliado sales performance from December 19 to 25.

*E-commerce sales performance excludes travel and tourism sales for comparisson purposes

São Caetano do Sul, January 4, 2021.

VIA VAREJO S.A.

Orivaldo Padilha

Financial Vice-President and Investor Relations Officer