

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



VIA VAREJO S.A.

NIRE 35.300.394.925
CNPJ/ME nº 33.041.260/0652-90
Companhia Aberta

NOTICE TO THE MARKET

VIA VAREJO RENEWS ITS BRAND AND BECOMES VIA

VIA VAREJO S.A. (“Company”) hereby informs to its shareholders and to the market in general the change of the brand Via Varejo to Via.

“Imagine Caminhos” (Visualize ways). With this new signature and new brand, the Company goes beyond evidencing that innovation is already a reality;

The new brand gets modern colors and print referring to Via’s goal of being the company of the future, without neglecting its tradition. Via will continue making the dreams of millions of Brazilians come true.

To go beyond retail, Via renewed its brand. The name “varejo” was removed, Via changed its colors, logo, in a positioning that reflects the Company’s great turnaround, and represents the long path ahead. “Via – Imagine Caminhos”, the Company’s new positioning reinforces its strategy of being recognized as the best way of shopping of all Brazilians, where, when, and how they want.

Via that revolutionizes, includes and transforms, inspired by people and businesses.

“We are looking to the future. Via of present day is not the same as in the past and will not be the Via of tomorrow. We will restlessly seek innovation. The developments seen at the Company reinforce its commitment and engagement”, affirms Via’s CEO, Mr. Roberto Fulcherberger.

The Company’s results released to the market in March evidence that Via is no longer a retail company, it goes beyond. In 2020, Via reinvented itself, broke down and merged physical and online barriers of stores, sites and apps, also partnered with startups which accelerated the Company’s logistics and technological system, renewed Casas Bahia brand and modified entire marketplace platform, ramping up the entry of new sellers on a daily basis.



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“We have done a lot within a short time, we delivered solid results to our shareholders, customers, sellers and especially to our 46,000 employees. This is the Via we are building, which conveys confidence, at the same time evidences our continued innovation, without neglecting inclusion”, adds Fulcherberguer.



Before



After

São Caetano do Sul, April 25, 2021.

*VIA VAREJO S.A.
Orivaldo Padilha
Financial Vice-President and Investor Relations Officer*

