

**VIA VAREJO S.A.**

Authorized Capital Publicly-held Company  
Corporate Taxpayer's ID (CNPJ/MF) No. 33.041.260/0652-90  
Company Registry (NIRE) 35.300.394.925

**NOTICE TO THE MARKET**

**Via Varejo wins LatinFinance Awards 2020 as best follow-on offer in Latin America in 2020**



Via Varejo, which operates Casas Bahia and Pontofrio brands, won the Latin Finance Awards 2020 as best follow-on offer that took place in June 2020, in the Deals of the Year category in Latin America, that raised R\$4.5 billion funds to invest in technology and logistics, besides strengthening its capital structure.

The award ceremony, which for the first time will take place virtually, is held annually in the USA and elects the best transactions in Latin America's capital market during 2020.

"This is a recognition that sets our journey beyond retail. The follow-on offer enabled us to reinforce our capital structure and step up our digital transformation strategy that was vital for us to grow in this period of the Covid-19 pandemic. We are delighted and proud to be honored with this award, which is a recognition of the efforts and dedication of all Via Varejo's teams and partners who worked for this transaction's success", highlights Roberto Fulcherberguer, CEO of Via Varejo.

We would like to thank the banks, law firms, shareholders, analysts and all other stakeholders who supported us in this transaction and who contributed to the success of this transaction.

**Law Firms:**

Simpson Thacher & Bartlett - Issuer Counsel for US law;  
Pinheiro Neto Advogados - Issuer Counsel for Brazilian law;  
Davis Polk & Wardwell - Manager's Counsel for US law;  
Mattos Filho Veiga Filho Marrey Jr. - manager's counsel for Brazilian law.

**Banks:**

Joint Bookrunner and Global Coordinator: Bradesco BBI;  
Joint Bookrunner: BB Investimentos; Banco BTG Pactual SA; Banco Safra SA; Banco Santander Brasil SA; Bank of America Merrill Lynch; XP Investimentos;  
Joint lead managers: BTG Pactual Us Capital LLC; Banco Do Brasil Securities LLC; BofA Securities; Bradesco Securities; Safra Securities; Santander Investment Securities; XP Investimentos US LLC

**Financial Advisor:**

Laplace Finance

### **Evaluation**

Latin Finance team carries out a comprehensive review of the capital market activity in the last 12 months, analyzing progress and innovations during such period, identifying remarkable transactions and borrowers, banks, law firms that participated in these transactions. Winners are selected by Latin Finance editors, taking into account the size, complexity, innovative components, the relevance in the market, and the execution of each transaction.

### **ABOUT THE PUBLICATION**

Latin Finance is a US magazine that covers the capital markets in Latin America. Once a year, the magazine grants awards to the most outstanding transactions in the region.

### **ABOUT VIA VAREJO**

Via Varejo represents all Brazilians' shopping channel, where, when, and how they desire. The company is a leading retailer of home appliances and electronics in Brazil, and over decades, it is present in the minds, hearts, and homes of Brazilians with e-commerce and Casas Bahia and Pontofrio stores, besides online sales of Extra.com.br, Bartira furniture factory, Asaplog, and banQi. With approximately 41,000 employees, the company has its shares listed on B3 since 2013 and is present in over 400 Brazilian municipalities, 20 states, and in the Federal District, with Brazil's largest and most digital logistics network, connecting nearly 1,000 brick-and-mortar stores, 28 distribution centers, and 500 delivery mini-hubs and nearly 90 million customers registered who receive products, credit, financial services, and solutions.

São Caetano do Sul, January 29, 2021.

**ORIVALDO PADILHA**

Chief Financial and Investor Relations Officer of Via Varejo S.A.