

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 shares issued by I9XP)

VIA VAREJO S.A. ("**Company**"), pursuant to Article 157, Paragraph 4rd 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 one hundred percent (100%) of the shares issued by **I9XP TECNOLOGIA E PARTICIPAÇÕES S.A.** ("**I9XP**") were signed ("**Acquisition**").

I9XP is a Technology company, headquartered in São Paulo, with 155 employees, out of which 120 are developers, specializing in developing e-commerce solutions.

This newest Acquisition is part of the Company's accelerated digital transformation strategy, this time focusing on the evolution of special projects such as marketplace and logistics.

The consummation of the Acquisition is subject to compliance with certain customary conditions provided in the definitive documents.

Finally, the Company informs that the Acquisition will be consummated by its subsidiary, VVLog Logística Ltda. and is not subject to the provisions of Article 256 of the Brazilian Corporation Law.

São Caetano do Sul, October 29, 2020.

VIA VAREJO S.A.

Orivaldo Padilha

Financial Vice-President and Investor Relations Officer