

Lojas Americanas S.A.
CNPJ/ME n. 33.014.556/0001-96
NIRE 3330002817-0

B2W – Companhia Digital
CNPJ/ME n. 00.776.574/0006-60
NIRE 3330029074-5

NOTICE TO MARKET

Ame Digital Brasil Ltda. ("Ame"), *fintech* and mobile businesses platform of Lojas Americanas S.A. ("Lojas Americanas") and B2W – Companhia Digital ("B2W", jointly with Lojas Americanas, "Companies"), celebrated a contract with Companhia Brasileira de Tecnologia Para E-commerce ("VTEX") for the integration of the payments platform ("Agreement").

The agreement is one of the important partnerships that are in Ame's business plan to increase its acceptance in the physical and digital worlds, allowing for the connection of more than 2,500 e-commerce websites that use VTEX systems.

With the integration of the payments platforms, the customers will be able to pay with Ame on the e-commerce websites that use VTEX systems, utilizing the QR Code for the desktop version, or through deeplink technology on the mobile versions and on the seller's apps.

Nowadays, Ame has more than 4.5 million downloads and presence in over 1,300 Lojas Americanas stores, in addition to the websites Americanas.com, Submarino, Shoptime, Sou Barato and many other brick and mortar merchants.

The Companies understand that the agreement celebrated and the other partnerships that are in negotiation phase will allow for the acceleration of Ame's development, maximizing its business, although at the current time it is too soon to estimate the impact on the Companies' results.

Rio de Janeiro, October 9, 2019

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