

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 THE MARKET

Ame Digital Brasil Ltda. (“Ame”), the fintech and mobile business platform of Lojas Americanas S.A. (“Lojas Americanas”) and B2W – Companhia Digital (“B2W”, jointly with Lojas Americanas, “Companies”), has celebrated a Memorandum of Understanding (MOU) with Mastercard Brasil Soluções de Pagamento Ltda. (“Mastercard”) for the offer of the Ame Prepaid Card with the Mastercard banner (“Partnership”) to users of the e-wallet and Ame Plus merchants.

The partnership is one of the important initiatives that are in Ame’s business plan to increase its acceptance in physical and digital world and will allow the customer to pay with Ame across the entire accredited Mastercard banner acceptance network, enabling the customers to pay with Ame in 7.8 million commercial establishments, and make cash withdrawals in thousands of ATMs spread throughout Brazil.

The Prepaid Card can be requested directly in Ame’s app and will offer the client the issuance option of physical card and tokenized digital version, available directly in the e-wallet. The cards will also have NFC (near field communication) technology, allowing for contactless payments.

The Card will mirror the balance of the Ame Account, which can be reloaded by cash deposit directly in Lojas Americanas’ cashiers, wire transfer, transfer between users, credit card and also by bank slip payment.

The Ame app already has more than 4 million downloads and presence in over 800 Lojas Americanas’ stores, in addition to the websites of Americanas.com, Submarino, Shoptime, Sou Barato and several other merchants in physical world.

The Companies understand that the celebrated Partnership and others that are in negotiation phase will allow the acceleration of Ame’s development, maximizing its business, albeit it is still early to estimate its effects on the result of both Companies.

Rio de Janeiro, September 23, 2019

Lojas Americanas S.A.
Carlos Eduardo Rosalba Padilha
Diretor de Relações com Investidores

B2W – Companhia Digital
Fábio da Silva Abrate
Diretor de Relações com Investidores