

B2W – Companhia Digital
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NOTICE TO THE MARKET

B2W – Companhia Digital (“B2W” or “Company”) communicates to its shareholders and the market in general that, since the beginning of February, it has established a Crisis Committee (“Committee”), with the objective of monitoring the daily evolution and impact of the Covid-19 pandemic (“virus”), to provide quick action in this challenging environment, prioritize the necessary measures to preserve the health of associates and customers, and fulfill the Company's social obligations through various internal initiatives and partnerships with external agents.

The Committee also monitors all decisions made by the Federal Government, State and Municipal Authorities, the World Health Organization (“WHO”) and the Ministry of Health.

The Committee's actions are structured around four main pillars:

1. Helping people

- Adoption of all WHO guidelines, giving priority to the health, safety and protection of customers and associates (including their families and close ones).
- Creation of a program to provide objective guidelines for virus prevention to associates, customers, suppliers and Marketplace sellers.
- Creation of a direct line where members can obtain medical advice, clarifying any health inquiries.
- Implementation of specific protocols for possible cases of contamination identified, with individual monitoring and follow up of each case.
- Adoption of work leave or work from home policies for associates and service providers considered to be among the high risk groups (over 60 years old, pregnant women, people with chronic diseases and other special cases), establishing a continuing communication and monitoring process.
- Limitation of physical presence in places with the highest concentration of people through the large-scale adoption of the home-office, creation of shifts, vacations, and other measures.
- Suspension of corporate travel and face-to-face meetings, providing tools for remote conferences.
- Adoption of temperature measurement protocols of people in places of greatest concentration, with the adoption of strict health protocols.
- Implementation of influenza vaccination availability for all associates.
- Reinforcement of the cleaning and sanitizing of offices and distribution centers, intensifying the use of alcohol gel and other cleaning materials, in addition to the adoption of practices such as open windows and doors, among others.

2. Optimization of Operations

- Launch of the campaign #OQueVocêPrecisaAgora (*#WhatYouNeedNow*), expanding the offer of products in greatest need at this moment (alcohol gel, personal hygiene

items, cleaning supplies, baby care, food, drinks, among others), as well as structuring the navigation of websites and apps to improve the shopping experience of the customer.

- Quick reinforcement of inventories of 1P products (direct sales) to mitigate the possible effects of the pandemic on the Supply Chain.
- Acceleration of Online to Offline (O2O) initiatives - expanding *Ship-from-Store* to 100% of Lojas Americanas stores, enabling delivery in hours to the customer's home through couriers connected to *Ame Flash* (crowdshipping initiative). Also expanded *Click and Collect* capacity, adapting the operation to offer fast and safe services.
- Making our Integrated Logistics and Distribution Platform (LET's) available to suppliers and sellers.
- Creation of a program to support local commerce, giving even more support to small and medium sellers, increasing the exposure and sales of their products and increasing the promotion of credit solutions through our Credit Seller program.
- Creation of the "Sell with us" initiative, accelerating the connection of new sellers of essential products and sellers who have their physical stores closed.
- Acceleration of the Supermercado Now integration and business plan, enabling more people to access and purchase from the online Supermarket category. In addition, people over 60 years of age are exempt from shipping costs.

3. Solidify Cash Management

- Implementation of a plan to guarantee the robustness of cash and to continue supporting customers, suppliers and sellers.
- Intensified our policy for advancing credit card receivables, with daily prepayment of 100% of accounts receivable.
- Reassessing all expense lines and investments for the year.
- Postponement of our debt prepayment strategy.
- Renegotiation of key commercial contracts and limitation of new services in general.
- Evaluation of extraordinary measures adopted by the government and implementing those applicable to our business.

4. Communication and Collaboration

- Creation of a specific committee to ensure consistent and fluid communication with key stakeholders and to establish social impact partnerships with public and private entities.
- Together with Lojas Americanas:
 - Entered into a partnership with the Government of São Paulo, making R\$ 20 million available to the state for the provision of logistical services.
 - Signed a partnership with Rede D'Or, Bradesco Seguros, Instituto Brasileiro de Petróleo (IBP) and Banco Safra to build a field hospital in Rio de Janeiro, for a total value of R\$ 45 million.
 - Created a voluntary participation network "Juntos somos mais Solidários" (*Together we are more supportive*), where all participants in the Americanas Universe can contribute resources towards specific goals. We have initially collected R\$ 2.25 million from Company associates destined for preventative

care of 10,000 elderly people, for 3 months, who are in special assisted living homes throughout Brazil.

- Donated 300 digital thermometers to the Government of Espírito Santo (200) and to the city of Salvador/BA (100) to prevent and combat the virus.

We remain firm in our purpose of CONNECTING PEOPLE, BUSINESS, PRODUCTS AND SERVICES and in fulfilling our important social role with associates, customers, suppliers, sellers, and above all, supporting the development of Brazil and Brazilians in this moment of uncertainty. We also wish that everyone remains healthy and collaborative.

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