

B2W – COMPANHIA DIGITAL
PUBLICLY-HELD COMPANY
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NIRE 33.3.0029074-5

NOTICE TO THE MARKET

B2W – Companhia Digital (“B2W” or “Company”) announces that on the date hereof it has signed a commercial agreement (“Agreement”) with **Video Commerce Group Limited** (“OOOOO”), a mobile social commerce platform with offices in Shanghai and Oxford, for the launch of an innovative live commerce platform in Brazil.

Launched in 2020 by Sam Jones (former Managing Director of Wish) and Eric Zhang (former TikTok and Musical.ly), OOOOO quickly became a hit, especially among younger consumers (Z Generation), being the most downloaded shopping app in England over the past few months. With the concept of “*entertainment first, shopping later*”, OOOOO’s platform is an alternative to the traditional retail model, connecting brands, creators, and buyers through interactive videos.

The partnership will allow for the acceleration of advertising and entertainment verticals, including Americanas ao Vivo, which was launched in 2020, bringing the live commerce model to Brazil, which is a proven success in other countries (already representing 10% of eCommerce sales in China¹). With less than 1 year of operation, Americanas ao Vivo has already registered more than 200 million views and has stood out for its high levels of engagement, with a conversion rate much higher than the average of the site.

The new platform will be integrated with the complete ecosystem of B2W, offering the best user experience on the Brazilian internet, as well as an app specialized in social commerce, which will be launched in May/21.

The Agreement provides for the exclusive use of OOOOO's technology and platform by B2W in Brazil, while also providing for the possibility of forming a *joint-venture* between the parties, for the continuous development of operations in the country.

The partnership is in line with the Company's strategy of being increasingly relevant in the customers daily life, always with a focus on better serving them, offering: Everything. Anytime. Anywhere. It is still premature to estimate its effects on results.

¹Source: UBS

Rio de Janeiro, May 04, 2021

Fábio da Silva Abrate
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