

B2W – COMPANHIA DIGITAL
PUBLICLY-HELD COMPANY
CNPJ/MF nº 00.776.574/0006-60
NIRE 3330029074-5

NOTICE TO THE MARKET

B2W – Companhia Digital (“B2W” or “Company”), reached a memorandum of understanding (“MOU” or “Partnership”) with Linx S.A (“Linx”) for the integration between Linx OMNI OMS (Order Management System) and the B2W Marketplace.

The integration will allow B2W to connect merchants (online and off-line) that use Linx OMNI OMS directly into the Marketplace. With this, merchants will be enabled to become Sellers on the B2W Marketplace without having to individually connect to the platform, making it easier to integrate their inventory and manage their sales directly in the system that they already use daily in their physical stores and in e-commerce

The partnership also allows merchants to be integrated with B2W's Online to Offline (O2O) solutions, using their stores as Flexible Fulfillment Centers. With this, physical stores can be enabled to collect, pick up and ship products, allowing customers to have access to Click and Collect (withdraw product from store), Click and Collect Now (withdraw product from store within 1 hour) and Ship From Store (delivery from the store to desired address within 2 hours).

The MOU reached increasingly offers complete solutions for merchants in the physical and digital world to leverage their sales. This is in-line with the strategy of the Company to better serve the customer, offering: Everything. Anytime. Anywhere.

Rio de Janeiro, December 11, 2019

Fábio da Silva Abrate
Director of Investor Relations