

**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"), *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 Cielo S.A. ("Cielo") and Banco do Brasil S.A. for the integration and acceptance of Ame as a means of payment ("Agreement"), via QR Code on the card machines of Cielo.

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 the connection, through the QR Code, of more than 1.5 million Cielo card machines.

Nowadays, Ame has more than 6.2 million downloads and presence in over 1,600 Lojas Americanas stores, in addition to the websites Americanas.com, Submarino, Shoptime, Sou Barato and in more than 35 thousand other merchants in the physical world.

The Companies understand that the agreement celebrated and the other partnerships that are in negotiation 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, December 12, 2019

**Lojas Americanas S.A.**  
Carlos Eduardo Rosalba Padilha  
Director of Investor Relations

**B2W – Companhia Digital**  
Fábio da Silva Abrate  
Director of Investor Relations