

B2W – COMPANHIA DIGITAL

CNPJ/MF n° 00.776.574/0006-60

NIRE 3330029074-5

Companhia Aberta

CALL NOTICE

ANNUAL AND EXTRAORDINARY GENERAL MEETING

The shareholders of B2W - Companhia Digital (“Company”) are invited to meet in Annual and Extraordinary General Meetings (“Meetings”) to be held, cumulatively, on April 30, 2020, at 10 am, in the auditorium attached to the Company's headquarters, located in the city of Rio de Janeiro, State of Rio de Janeiro, at Coelho e Castro Street, 38, Saúde, CEP 20081-060, to deliberate on the following AGENDA:

At the Annual General Meeting:

- (i) to decide upon the amount of management compensation accounts, examine, discuss and vote on financial statements related to the fiscal year ended on 12.31.2019, and;
- (ii) establish the limit for the global management compensation of the Company.

At the Extraordinary General Meeting:

- (i) change the Company's Bylaws to:
 - (a) set forth in detail the corporate purpose, with the inclusion of new items, as indicated in the Management Proposal, without changing the original basic activity;
 - (b) update the caput of article 5 of the Company's Bylaws to reflect the capital increases approved by the Board of Directors, within the authorized capital limit, at the meetings held on August 19, September 30 and December 10, 2019 and January 10, 2020. The update also includes the private capital increase approved by the Board of Directors, within the authorized capital limit, approved on October 23, 2019; and
 - (c) include paragraph 4 in Article 9 of the Company's Bylaws, in order to update the company's commitments in terms of governance and sustainability, in compliance with practices already disclosed to the market, with the purpose of becoming a Certified B Corporation.
- (ii) consolidate the Company's Bylaws;

- (iii) ratify the acquisition of SuperNow Portal e Serviços de Internet Ltda. by the Company, in compliance with the provisions of Paragraph 1 of Article 256 of Law No. 6,404 / 76;

General Information:

-The following documents were published on February 28, 2020 in the “Diário Oficial do Estado do Rio de Janeiro” and in the newspaper “Valor Econômico”: (a) management report; (b) financial statements for the fiscal year ended December 31, 2019; (c) independent auditors' opinion; (d) the opinion of the Audit Committee; and (e) the opinion of the Company's Fiscal Council

- The documents and information referred to in the previous paragraph and other content provided for in the Securities Commission (“CVM”) Instructions were submitted to CVM, through the Sistema de Informações Periódicas e Eventuais (IPE), pursuant to art. 6 of CVM Instruction No. 481/09, and made available to shareholders, at the Company's headquarters, on its Investor Relations website (<https://ri.b2w.digital/>), and on B3's websites (www.b3.com.br) and the CVM (www.cvm.gov.br).

- The shareholder may choose to exercise their voting rights through the remote voting system, pursuant to CVM Instruction No. 481/2009, by sending the corresponding remote voting ballot through their respective custodians or directly to the Company, according to the guidelines contained in item 12.2 of the Company's Reference Form.

- Considering the current guidelines of the Ministry of Health and the Government of the State of São Paulo for the prevention and confrontation of the Coronavirus (COVID-19), and aiming at the safety of its shareholders, the Company suggests that, if possible, preference should be given to using the remote voting ballot for participation in the AGOE now called, mainly by sending it to service providers able to collect and convey instructions for filling out the ballot (custodian or bookkeeper), given the greater simplicity of such procedure. The Company also informs that it will accept, exceptionally, in these Meetings, as a way of facilitating the participation of its remote shareholders, mandate instruments, remote voting ballots and other documents only by e-mail, without the signature, notarization or consularization.

- The shareholder or his legal representative must attend the Meetings with documents proving his identity.

- Shareholders participating in B3 Fungible Custody of Nominative Shares who wish to participate in the Meetings must present an updated statement of their shareholding position provided by the custodian institution.

- It is requested that, as far as possible, the Powers of Attorney for representation at the Meetings referred to in this notice be deposited, at the Company's headquarters, in the Investor Relations Department, until April 24, 2020.

Rio de Janeiro, March 30, 2020.

Anna Christina Ramos Saicali
Chairman of the Board of Directors