

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”), announces a partnership with Arcos Dourados Comércio de Alimentos Ltda (“McDonald's Brasil”) for the integration of its stores on the B2W Marketplace, being the networks first partnership with an e-commerce platform (“Agreement”). Arcos Dourados Comércio de Alimentos Ltda is a subsidiary of “Arcos Dorados Holdings, Inc.” (NYSE: ARCO), the largest independent McDonald’s franchisee in the world.

Through this pioneering partnership, McDonald's Brasil stores can be connected to sell products on B2W's sales platform. With this, the customer can access the Local Marketplace platform in the Americanas and Ame apps, choose the McDonald's Brazil store that is of their greatest convenience and have access to the complete assortment of the store to buy the preferred meals and products, receiving in minutes. Starting today, a pilot will be available in stores in the state of São Paulo.

The Americanas Local Marketplace platform (Buy and Receive Today) uses the neighborhood concept to offer customers maximum convenience with a wide range of products and fast delivery (delivery through Ame Flash – proprietary crowdshipping solution with more than 17,000 couriers). The operation also allows the fast connection of retailers from the physical world to the digital world, and already includes thousands of partner stores in several categories, including: convenience stores, supermarket, pharmacy, pet supplies, among others.

The agreement is in line with the Company’s strategy to be increasingly relevant in the daily lives of the customer, always with the focus on better serving them, offering: Everything. Anytime. Anywhere.

Rio de Janeiro, June 15, 2020

Fábio da Silva Abrate
Investor Relations Officer