

B2W - COMPANHIA DIGITAL
Publicly Held Company
CNPJ/ME nº 00.776.574/0006-60
NIRE 333.0029074-5

MATERIAL FACT

B2W – COMPANHIA DIGITAL (“B2W” or “Company”), in view of the Material Fact disclosed on the date hereof by its controlling shareholder Lojas Americanas S.A. (“LASA”) referring to the allocation of funds in the process of being raised by LASA, hereby informs that the Company’s management, together with LASA, are studying the possibility of carrying out a capital increase by private subscription at B2W in the amount of approximately R\$ 3,000,000,000.00 (three billion reais), with LASA intending to invest up to this amount, without prejudice to the exercise of the preemptive rights by the other shareholders of the Company.

Such study is preliminary and, to the present date, the terms and conditions applicable to referred capital increase have not been defined, including price per share and date, and its purpose will be to accelerate the Company’s growth, which includes any strategic acquisitions, and to optimize its capital structure.

B2W will keep the market informed of any new developments or decisions regarding the matters herein discussed.

Rio de Janeiro, July 6th, 2020.

Fábio da Silva Abrate
Investor Relations Officer