

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 “Companhia”), announces a partnership with Multiplan Empreendimentos Imobiliários S.A (“Multiplan”) and the Delivery Center for the integration of the shopping center stores on the B2W Marketplace (“Agreement”).

The agreement will allow for the sale of products from the 5,800 stores, present in 19 shopping centers operated by Multiplan, as well as the integration of its stores into the O2O solutions (Online to Off-line). In this way, the stores will be enabled to collect and send products, and customers will now have the services of Click and Collect Now (inventory of each store) and Ship From Store (same day delivery from the store to the desired address).

Customers will also be able to access the stores through the Marketplace of Local Services platform (Buy and Receive Today) within the Americanas *app*, which using the neighborhood concept, offers the customer maximum convenience with a wide range of products and with the Ship From Store delivery modality (delivery through Ame Flash – proprietary crowdshipping solution with more than 17,000 couriers). The operation allows for 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, grocery, fast food, pharmacy, pet supplies, among others.

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

Rio de Janeiro, August 03, 2020

Fábio da Silva Abrate
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