

B2W – COMPANHIA DIGITAL

CNPJ/MF n° 00.776.574/0006-60

NIRE 3330029074-5

Public Company

CALL OF NOTICE

ORDINARY AND EXTRAORDINARY GENERAL MEETINGS

The shareholders of B2W - Companhia Digital ("Company") were invited to attend the Ordinary and Extraordinary Shareholders' Meetings ("Meetings") to be held, cumulatively, on April 30, 2019, at 10:00 am in the auditorium attached to the Company's headquarters, located in the city of Rio de Janeiro, State of Rio de Janeiro, at Rua Coelho e Castro, 38, Saúde, Zip Code 20081-060, to deliberate on the following AGENDA:

At the Ordinary General Meeting:

- (i) to take the management accounts, examine, discuss and vote on the financial statements for the fiscal year ended December 31, 2018;
- (ii) to define the number of members to be composed of the Company's Board of Directors, for a term that will close at the Ordinary General Meeting of 2021;
- (iii) to elect the members of the Board of Directors; and
- (iv) to set the limit of the overall compensation of the Company's managers.

At the Extraordinary General Meeting:

- (i) amend the Company's Bylaws to:
 - (a) adapt it in order to adopt certain principles set forth in the Brazilian Corporate Governance Code - Publicly-held Companies, in accordance with the information previously disclosed by the Company in its Code of Good Governance Report for the year 2018 available on the websites of the CVM and of B3, through the Empresas.Net. system, as detailed in the proposal of the administration;
 - (b) inclusion of item (xi) of Article 3 of the Company's Bylaws, with the purpose of complementing the Company's corporate purpose, in order to cover the provision of transportation services to the supply chain and distribution of cargoes and products of any nature; and
 - (c) Amendment to the *caput* of Article 5 of the Company's Bylaws, contemplating capital increases approved by the Board of Directors, within the limit

of authorized capital, at meetings held on September 05, October 10, and November 30, 2018, as a result of exercising the options granted under the Stock Option Program of the Company approved on August 31, 2011;

- (ii) To consolidate the Company's Bylaws in order to reflect the changes indicated above; and

General Information:

- The following documents were published on March 27, 2019 in the “Diário Oficial do Estado do Rio de Janeiro” and the “Valor Econômico” newspaper: (a) Management report; (b) financial statements for the fiscal year ended December 31, 2018; (c) independent auditors' report; (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 the others provided for in the Instructions of the Brazilian Securities and Exchange Commission ("CVM") were submitted to the CVM, through the Periodic Information system (IPE), pursuant to art. 6 of CVM Instruction 481/09, and were made available to shareholders at the Company's headquarters, on its Investor Relations website (<https://ri.b2w.digital/en>), and on the B3 ([www. b3.com.br](http://www.b3.com.br)) and the CVM (www.cvm.gov.br) websites.

- The shareholder may elect to exercise their voting rights through the distance voting system, pursuant to CVM Instruction No. 481/2009, by sending the corresponding ballot paper through their respective custodian agents or directly to the Company, in accordance with the guidelines set forth in item 12.2 of the Company's Reference Form.

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

- The shareholders participating in the F3 Nominative Shares Custody 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, to the extent possible, the power of attorney with special powers for representation in the Meetings referred to in this call notice have the company the notarized and are deposited at the headquarters of the Company's Investor Relations Department until April 25, 2019.

Rio de Janeiro, March 29, 2019.

Anna Christina Ramos Saicali
Chairwoman