

Lojas Americanas S.A.
CNPJ/ME 33.014.556/0001-96
NIRE 3330002817-0

B2W – Companhia Digital
CNPJ/ME 00.776.574/0006-60
NIRE 3330029074-5

MATERIAL FACT

Lojas Americanas S.A. (“Lojas Americanas”) and **B2W – Companhia Digital** (“B2W” and, together with Lojas Americanas, the “Companies”) inform to have concluded the studies referred to in the Notice to the Market dated June 24, 2019, related to Project Ame. The Companies further approved, on the date hereof, pursuant to their respective governance rules, the participation of both Companies in a corporate structure to be incorporated for Ame, the business *mobile* platform (app for financial and other products) jointly developed by Lojas Americanas and B2W.

The equity stakes of Lojas Americanas and B2W in the new Ame corporate structure will be of 56.92% and 43.08%, respectively. Such percentages were fixed based on an appraisal of the intangible and fixed assets related to Project Ame, prepared by an independent appraiser, using the cost methodology, chosen among those widely applied in similar cases.

The Companies are of the opinion that this corporate structure will accelerate Ame’s development, thereby maximizing its business lines.

Rio de Janeiro, July 30, 2019

Lojas Americanas S.A.
Carlos Eduardo Rosalba Padilha
Investor Relations Officer

B2W – Companhia Digital
Fábio da Silva Abrate
Investor Relations Officer