

MAGAZINE LUIZA S.A.
Publicly-held Company Corporate
Taxpayer ID: 47.960.950/0001-21
Company Registry (NIRE): 35.3.0010481.1

NOTICE TO THE MARKET

MAGAZINE LUIZA S.A. ("**Company**" or "**Magalu**") hereby announces to its shareholders and the market in general that have entered into an agreement with Aliexpress, the international marketplace platform of Alibaba International Digital Commerce Group ("**Aliexpress**"), involving listing and selling products on each other's respective marketplace platforms.

Aliexpress will begin selling as a seller on the Magalu marketplace (3P), offering thousands of items with *Choice service* – a premium shopping service that offers products with the best cost-effectiveness and delivery speed.

Products from a wide range of categories will be available in addition to those currently offered on Magalu e-commerce, complementing the existing assortment. This expansion accelerates the company's strategy of increasing category diversification and purchase frequency. Orders placed on Magalu will be imported through the Remessa Compliance program, boosting the Company's cross border operation.

At the same time, Magalu will offer products from its 1P operation on the Brazilian Aliexpress platform, also complementing the assortment they already offer. At the beginning, it will be sold durable goods categories, in which Magalu is the market leader in Brazil, with logistic capillarity and multichannel approach, strengthening sales of the Company's 1P operation.

The partnership leverages two of the largest audiences in Brazilian e-commerce, with more than 700 million of monthly visits across both companies, and provides consumers with access to a wide portfolio of curated products and high levels of service.

An agreement of this type is unprecedented for both companies. It marks the first time that Alibaba, through Aliexpress – one of the largest e-commerce companies in the world – has entered into a strategic agreement with a company outside of China. For Magalu, it is also the first instance where its assortment will be listed and sold through another marketplace platform.

São Paulo, June 24th, 2024.

Roberto Bellissimo Rodrigues
Financial and Investor Relations Director