

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"), announces to its shareholders and the market in general that it has concluded the acquisitions of Nonsense Creations, LLC and Pazos, Ottoni & Cia Ltda. (collectively known as, "**Jovem Nerd**").

Founded in 2002, Jovem Nerd produces original entertainment content, with a special focus on nerd culture. Jovem Nerd's programs cover subjects such as movies, television series, games, history and science and are very popular. NerdCast, NerdOffice, NerdBunker, NerdPlayer and Nerdologia have cumulatively amassed more than 5.5 million YouTube subscribers and over 1 billion platform views. Jovem Nerd also has a significant presence on social media including more than 1.3 million followers on Instagram and around 3 million followers on Twitter.

With the launch of NerdCast in 2006, Jovem Nerd was one of the earliest pioneers of the podcast format in Brazil. NerdCast has been on the air for 15 years, has one of the largest audiences and is generally considered to be the program that initiated branded content advertising in podcasts in Brazil. NerdCast was the first podcast in Brazil - and only the third in the world - to surpass the prestigious 1 billion download mark (2019).

Post-acquisition, audio, video, text and gaming content produced by Jovem Nerd will continue to be made available through existing channels and the editorial independence and creative freedom of the team will be maintained. As part of Magalu's efforts to increase app usage and frequency, Jovem Nerd content will also be integrated into the Magalu SuperApp. With the acquisition, Jovem Nerd joins CanalTech, Steal the Look and Magalu itself in growing the Company's audience while simultaneously expanding the reach and relevance of MagaluAds.

The acquisition was made by a company controlled by Magalu, with no impact on the procedures described in Art. 256 of Law 6,404 / 76. The Company will keep its shareholders, and the market in general, duly informed under the terms of the applicable legislation.

São Paulo, April 14th, 2021

Roberto Bellissimo Rodrigues

Chief Financial Officer and Director of Investor Relations