

MAGAZINE LUIZA S.A.
Publicly-held Company with Authorized Capital
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NOTICE TO SHAREHOLDERS

MAGAZINE LUIZA S.A. (“**Company**” or “**Magalu**”) announces important changes to its organizational structure to accelerate the evolution of its digital platform and further strengthen its position as a leader in the digital transformation of retail in Brazil.

The Vice-Presidency of Platform and the Vice-Presidency of Business previously managed separately, will be under the leadership of André Fatala. Eduardo Galanternick, one of the key figures behind Magalu's e-commerce success—growing GMV from R\$2 billion to R\$46 billion¹ over the past decade, will support the ongoing transition.

André Fatala, one of the driving forces behind Magalu's digital transformation over the last 15 years, will take on the new role with the responsibility of expanding and integrating the Marketplace, Marketing, and Ads divisions—previously led by Galanternick—into the Technology and Cloud areas already under his leadership. This unification comes at a time when many business processes and decisions are increasingly automated and executed through software systems, algorithms, and, most importantly, artificial intelligence models. Fatala has extensive experience in both developing and applying these technologies, combined with a deep understanding of Magalu's DNA.

Following the successful agenda of monetizing and diversifying its digital operations with the development of the Magalu Ecosystem, the Company believes this new structure will be instrumental in accelerating sustainable growth, strengthening services for partners and sellers, and continuing to play a key role in the digitalization of Brazilian retail while building a robust digital infrastructure for the country.

Under the new structure, Magalu will operate with two strategic vice presidencies: (i) **the Vice-Presidency of Platform, led by André Fatala**; and (ii) **the Vice-Presidency of Retail (Physical Stores) and Logistics, led by Fabricio Garcia**, which remains focused on managing Magalu's 1P retail operations (own inventory) and the company's logistics division.

To further strengthen the Platform Vice Presidency and drive marketplace growth, Magalu announces the appointment of Ricardo Garrido as Executive Director of Marketplace. With a nine-year tenure at Amazon, Garrido brings extensive experience and deep knowledge of the e-commerce industry. At Amazon, he played a key role in launching and scaling major initiatives in Brazil, including Kindle and Alexa, and successfully led the company's marketplace business over the past four years.

Garrido will oversee the Commercial, Seller Development, Advanced Analytics, and Magalu Entregas teams within the Marketplace division, while also incorporating the technology team dedicated to the Magalu platform. As part of this transition, Daniel Vincenzi, a long-standing Magalu executive, will assume the role of CTO of Marketplace.

¹ E-commerce sales for the last 12 months through Sep/24

Magalu also welcomes Marielle Paiva, formerly of Neon and Red Ventures, who will lead the newly created Growth division within the Vice-Presidency of Platform. Her focus will be on expanding Magalu's customer base and optimizing marketing investments and conversion.

The Company's Investor Relations team is available to provide any additional information to shareholders.

São Paulo, March 10th, 2025.

Roberto Bellissimo Rodrigues
Chief Financial and Investor Relations Officer