

**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 will open its first physical stores in the State of Rio de Janeiro, marking its entry into Brazil's second largest consumer market.

The Company plans to open 50 stores in Rio de Janeiro this year, including 23 throughout the state in early July. In addition to establishing a local physical store presence, Magalu plans to expand its logistics operation in Rio de Janeiro, complementing its existing distribution center with new cross-docking stations and hundreds of Logbee delivery partners. In all, Magalu plans to create more than 3,000 jobs in the State of Rio de Janeiro in 2021 alone.

The opening of the new physical stores will help the Company accelerate its expansion, enabling Rio de Janeiro-based customers to access the full benefits of the Magalu ecosystem, such as the Luiza Card, multichannel returns and faster delivery services such as in-store pick-up, ship-from-store and one hour delivery. Historically, in regions where Magalu has local physical stores, the Company's e-commerce sales have increased.

The arrival of the Company will also help accelerate the Partner Magalu initiative, enabling thousands of small analog retailers in Rio de Janeiro to leverage the support of the local physical stores to accelerate their logistics.

To mark the historic occasion, the Company is undertaking a number of different initiatives including: decorating public buses with Magalu ads; distributing umbrellas with the Magalu logo throughout the famous beaches of Rio de Janeiro; providing free, sponsored wifi on the city's Supervia trains and supplying Magalu-branded bicycles for rent across the City of Rio de Janeiro.

The opening of local physical stores in the State of Rio de Janeiro represents an additional step towards Magalu's goal of providing the best shopping experience for Brazilian consumers, using a nationwide digital and multichannel platform. Magalu will keep its shareholders, and the market in general, duly informed under the terms of the applicable legislation.

São Paulo, June 30th, 2021

**Roberto Bellissimo Rodrigues**

Chief Financial Officer and Director of Investor Relations