

MAGAZINE LUIZA S.A.

Publicly-Held Company

Corporate Taxpayer ID (CNPJ/MF) 47.960.950/0001-21

Company Registry (NIRE) 35.3.0010481.1

MATERIAL FACT

Magazine Luiza S.A. ("Company") (Ticker – B3: MGLU3) in compliance with Section 157, paragraph 4, of Law No. 6,404, dated December 15, 1976, as amended ("**Brazilian Corporate Law**"), and pursuant to the Brazilian Securities and Exchange Commission (*Comissão de Valores Mobiliários*) Rule No. 358, dated January 3, 2002, as amended, announces to its shareholders and market in general that the Company signed a Memorandum of Understanding with Marisa Lojas S.A. ("Marisa") for a new store-in-store partnership whereby Magalu will be responsible to assume responsibility for the technology category in more than 300 Marisa stores, strategically located throughout Brazil.

In this new business model, one of Magalu's goals will be to sell products such as smartphones and accessories; digital services such as Magalu Conecta, Maga Mais and content cards, and insurance products such as extended warranty plans covering theft and accidental breakage.

The partnership is expected to significantly expand Magalu's potential customer base and geographic presence. Among other things, Magalu will be responsible for commercial strategy, product availability, billing, financing, logistics, hiring and the management of employees.

In addition, Magalu's In-Store Pick-Up option, which allows customers to retrieve products purchased online at Magalu's more than 1,000 physical stores, will also be available at Marisa's stores, increasing the flow of customers in the stores. This modality option will also be available in regions such as Rio de Janeiro and Brasília, where Magalu currently has no physical presence.

The partnership represents yet another initiative by Magalu designed to improve customer experience within a digital, multichannel platform. Magalu will keep its shareholders and the market duly informed in accordance with applicable law.

São Paulo, November 21, 2019.

Roberto Bellissimo Rodrigues
Chief Financial and Investor Relations Officer