

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 acquisition of SmartHint Tecnologia LTDA. ("**SmartHint**").

Founded in 2017, SmartHint develops technology solutions designed to improve the online shopping experience. These solutions help customers find what they need, significantly increasing sales conversion. SmartHint currently serves more than 1,000 clients using a software-as-a-service model and its solutions helped companies generate R\$ 620 million¹ in additional sales in 2020.

SmartHint's principal solutions include (i) intelligent search algorithms, which correct for common misspellings; allow for search by product color (using image reading), and enable voice search; (ii) recommendation algorithms, which generate user-specific suggestions based on consumers' profiles, and (iii) retention tools, that trigger the desire to buy, increasing conversion rates and reducing cart abandonment.

Post-acquisition, SmartHint will be used to improve search capabilities within the Magalu SuperApp - enabling consumers to find what they are looking for from within the universe of more than 26 million available items. In addition, the shopping experience within the fashion, sports, grocery, book and food delivery categories will be enhanced using personalized recommendations.

Finally, the SmartHint acquisition represents yet another step in the Company's strategy to digitalize Brazilian retail, expanding the breadth of the Magalu-as-a-Service (MaaS) offering, by providing search and recommendation functionality to thousands of sellers connected to the Magalu platform.

The acquisition was made by Luizalabs, 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 7th, 2021

Roberto Bellissimo Rodrigues

Chief Financial Officer and Director of Investor Relations

¹ Unaudited number