

Luiza Trajano Named 2018 World Retail Hall of Fame Inductee

Chairwoman of Magazine Luiza's board of directors is the sole Brazilian to be inducted into the World Retail Congress Hall of Fame

SÃO PAULO, February 23, 2018 – Luiza Helena Trajano, chairwoman of Magazine Luiza's board of directors has been named to the World Retail Congress (WRC) Hall of Fame.

Luiza Helena is the only Brazilian to be named to this impressive list of the world's leading retailers, which currently includes Terry Lundgren, CEO of Macy's, Tommy Hilfiger, founder of Tommy Hilfiger Group, Jack Ma, founder of the Chinese e-commerce company Ali Baba; and Ingvar Kamprad, founder of Ikea, the Swedish home furnishings store.

Nominated by a board of 100 members of different nationalities, the WRC hall of fame recognizes the greatest retailers "whose ideals have shaped retailing through the businesses and brands they have created, in addition to their skills helping to lead the retail industry".

Innovation, vision, courage and determination, according to WRC, are essential elements to be a member of the list. In 2018, besides Luiza Helena Trajano, Richard Liu, founder of the Chinese JD.com and Stefano Pessina, Executive Vice Chairman and CEO of the Walgreen's, the U.S. drugstore chain were also inductees of the WRC Hall of Fame.

Luiza Helena Trajano, the niece of Magazine Luiza's founders, Luiza Trajano Donato and Pelegrino Donato, joined the company at 12 years-old and has worked in all departments of the company, from collection to administration, and from sales to business management. In 1991, she took over as COO. During her 25-year leadership, Magazine Luiza expanded its stores to several new locations, such as São Paulo as well as the northeast region of Brazil. The company also became a publicly-traded company under her leadership.

In early 2016, Trajano assumed the position of chairwoman of Magazine Luiza's board of directors. In 2013, Luiza Helena, jointly with other female leaders, created the "Grupo Mulheres do Brasil" (Brazilian Women Group). She is also one of the founders of the Retail Development Institute (IDV).

"I'm extremely honored to be part of this group of people who have contributed so much to the retail industry, a sector I am so passionate about, said Luiza Helena. "I believe that my nomination also symbolizes the strength of the Brazilian retail industry."