

B2W - COMPANHIA DIGITAL

A Publicly-Traded Company
CNPJ/MF nº 00.776.574/0006-60
NIRE 333.0029074-5

MATERIAL FACT

B2W – COMPANHIA DIGITAL (“B2W”, “Company”, or, when together with its controlling shareholder Lojas Americanas S.A. and its subsidiaries, “Companies”), considering the deliberations of the Board of Directors at the meeting held on this date, hereby informs shareholders and market in general that:

Due to the fast changes observed in the business world (physical and digital), following the rapid globalization, rise of new business models, new technologies and new regulations, which make organizations increasingly complex, the context forces companies to look way beyond their current businesses. In addition, it is important to find disruptive alternatives and models, continuously stimulating the review of their strategic plans and the search for the most appropriate corporate structure to support future business growth. Mr. André Street de Aguiar reported that the same scenario is demanding greater dedication in his own businesses and that, consequently, he will remain on the Company’s Board of Directors until June 1st, 2018, when Mrs. Anna Christina Ramos Saicali, current CEO of B2W, will join the board.

By determination of the Board of Directors and attending the suggestion of its Chairman, Mr. Miguel Gomes Pereira Sarmiento Gutierrez, after June 1st, 2018, the Company’s Board of Directors will be presided by Anna Saicali.

In this scenario, IF - Inovação e Futuro will be created, and will attend the Companies to think and nurture good ideas, allowing business continuity and even greater value creation.

IF – Inovação e Futuro will be founded with the mission to create disruptive businesses, being responsible for the conception, creation, incubation and acceleration of these new businesses, which, mature, will integrate the Companies structures. IF – Inovação e Futuro will also be responsible for the synergies between the businesses of the Companies, the digital laboratories, and to lead the digital transformation.

Anna Saicali will be the CEO of IF - Inovação e Futuro, due to her profound knowledge of all issues related to the Companies businesses, for her recognized leadership capacity, strategic and forward-looking vision and her ability to create and execute strategic plans.

Anna Saicali is ahead of B2W, as CEO, for 14 years, transforming a business of R\$ 434 million GMV in 2004 into one of \$ 12.8 billion GMV in 2017. She was designated CEO of Americanas.com in 2004, led the acquisition of Shoptime in 2005 and created B2W in 2006, as a result of the merger of Americanas.com, Submarino and Shoptime. At B2W, she created the digital platform that connects people, businesses, products and services. During this period, 13 relevant and

strategic companies in technology, logistics and distribution fronts, were acquired. Her career began in 1997 at LASA, having remained until 2004 as People and Technology Officer.

In view of these changes, there will be a transition process for B2W CEO's position, which will be assumed by Mr. Marcio Cruz Meirelles on June 1st, 2018.

Marcio Cruz joined LASA more than 20 years ago as an intern. He has held several relevant positions with solid results in the areas of loss prevention, store and financial operations. In 2009, he was nominated LASA's Chief Sales Officer, remaining until 2011, when he became B2W's Chief Sales Officer. During this period, he participated in numerous challenges in the transformation and sedimentation process of B2W in a digital platform.

In the same context of innovation and the creation of disruptive businesses to support Companies growth, LET'S – Logística e Distribuição will be created to establish a shared management of their respective logistics and distribution assets under a single leadership, with Mr. José Timotheo de Barros as its CEO. This platform covers 100% of Brazil's municipalities, through the logistics network of distribution centers, hubs (transit points) and stores, strategically located.

Having joined LASA in 1996 through the Trainee Program, Timotheo Barros led the review of the distribution system. He participated in the creation of Americanas.com in 1999 and the creation of B2W in 2006. Between 2007 and 2010 he was LASA's and B2W's CFO and IRO. From 2011, at B2W, he led the structuring of the logistics and distribution platform, including the acquisitions of important shipping companies.

B2W will keep the shareholders and the market informed about new developments or decisions regarding the matters presented in this Material Fact.

Rio de Janeiro, March 7th, 2018.

Fábio da Silva Abrate
Investor Relations Officer