



annual report

2020

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01

Introduction

MESSAGE FROM MANAGEMENT

GRI 102-14

In 2020, we started the integrated strategic plan of Americanas Universe for the next three years (2020-2022), which aims to be more relevant in the daily lives of customers, offering: **Everything. Anytime. Anywhere.**

Throughout the year, we faced a challenging scenario, due to the Covid-19 pandemic, which brought enormous learning and motivated us to be even more agile, seeking innovative solutions to better serve the customer.

With this, we have evolved to offer a more convenient and integrated experience for the customer, entering new categories and delivering even more faster. Throughout 2020, our active customer base reached 21.4 MM, gaining 5.4 MM of new customers (5 years in 1). Our GMV totaled R\$ 27.7 billion in the year and we generated R\$ 306 million in cash (+ 61% vs. 2019).

The year 2020 was also marked by our entry in a new market category due to the acquisition of **Supermercado Now** and its rapid integration in Americanas digital platform – already becoming the largest category in units sold.

For 2021, we will continue expanding and integrating new partner stores, such as Carrefour, Grupo Big, among others.

Another highlight was the rapid growth of **O2O**, which is already present in more than five thousand Americanas stores and Marketplace sellers, generating a GMV of R\$ 3.7 billion in 2020 (+ 95% vs. 2019).

The integration with Americanas – a physical platform – allowed 6.9 million deliveries (11% of the total) within three hours this year. In 2021, dispatching products in hours will be one of our priorities.

Another initiative to reduce delivery times was the expansion of our logistics network with the opening of five Fulfillment Centers (FCs)¹, all located in new states.

As a result, we closed the year with a total of 22 FCs in 12 states, allowing delivery within 24 hours to more than a thousand cities.

Reinforcing our commitment to offer the best shopping experience on the Brazilian internet, we brought a new sales model with Americanas ao Vivo (Live Commerce), which combines Shopping and Entertainment, including the participation of several digital influencers for live demonstration of the products.

¹ Term used for Distribution Centers (DCs).

As a result of these initiatives, the client continues to recognize our brands as the most beloved of the Brazilian internet. We have the highest Net Promoter Score (NPS) in e-commerce (8.8 – Source: *Reclame Aqui*), both in the 1P and 3P operation and, recently, we were the first recognized marketplace with the RA 1000 seal of *Reclame Aqui* in the Americanas.com brand.

The year 2020 also marked the rapid growth of Ame, our mobile business platform, which has already reached 17 million downloads.

Throughout the year, we established several strategic partnerships, accelerating acceptance outside our platforms, totaling approximately three million establishments.

Ame continues to evolve in the strategy of building the financial platform with two important acquisitions: BIT Capital (Fintech specialized in Core Banking solutions) and Parati (Bank as a Service & RegTech).

In 2021, we started a new growth route, already showing a significant acceleration in Jan/2021 (+ 83%) and Feb/2021(+ 90%), driven by the strong performance of the Marketplace, and we are extremely motivated to anticipate our plan three-year strategic plan (2020-2022).

In this new journey, we will develop and expand our reach, entering scale and speed in new categories, generating growth, profitability and a powerful network effect.

Accordingly, as disclosed in a Material Fact (02/19/21), the Boards of Directors of Americanas and B2W approved the study of a potential operational combination of their businesses, with the objective of maximizing the customer experience on a new journey of creating value in the Americanas Universe¹.

We tie our purpose of **connecting people, business, and services** to the promotion of sustainability, generating positive impact that contributes to the balance between the Environmental, Social, and Economic pillars.

In 2020, we reaffirm our commitment to the Global Compact and, as signatories, we are committed to achieving the UN's 2030 Agenda, prioritizing the following Sustainable Development Goals (SDGs): (4) Quality Education, (5) Gender Equality, (8) Decent Work and Economic Growth, (10) Reduced Inequalities, and (13) Climate Action.

We take the opportunity to thank our team for their engagement and dedication. We would also like to thank our suppliers, Marketplace sellers, shareholders and, above all, Customers.

Marcio Cruz
CEO, B2W Digital

¹ Learn more at: api.mziq.com/mzfilemanager/v2/d/941b74a9-5cce-4537-ba90-97973226b3f3/a2d5868e-8877-42ac-9d30-eadcdf19add?origin=1

ABOUT THE REPORT

GRI 102-32 | 102-50 | 102-54

Reinforcing our commitment to a solid and transparent Governance model, we present our Annual Report of B2W Digital to our stakeholders.

Through this document, approved by all CEOs of B2W Digital, we share the main highlights of the operation between January 1 and December 31, 2020, bringing an integrated and strategic vision of our value generation.

We have adopted, for the eighth consecutive year, the guidelines outlined by the **Global Report Initiative** (GRI), the GRI Standards, in the essential adherence option; and,

for the first time, we also adhere to the guidelines of the **Sustainability Accounting Standards Board** (SASB).

This document is also in line with the Universal Principles of the Global Compact and the Sustainable Development Goals (SDGs), an initiative of the Global Agenda, of the United Nations (UN) in Brazil and in the world.

In addition to the guidelines mentioned above, our reporting of information was also structured in a new concept. Developed based on the Company's sustainability strategy, the **"Innovation in Evolution"** is divided into three pillars and nine aspects, as described on page 36.



STAY TUNED!

Throughout the reading, whenever we use the term "Americanas Universe", we will be referring to all of the companies of the group.

On the other hand, when we mention "Company", we will be talking about B2W Digital.

To deal exclusively with the other companies in the group, we will use their names: Americanas (parent company), Americanas – digital platform – (website and app), Ame, LET'S and IF.



Global Report Initiative (GRI), the GRI Standards, in the essential membership option
8th YEAR IN A ROW



Sustainability Accounting Standards Board (SASB)
1st YEAR



Integrated Report
4th YEAR IN A ROW



Sustainable Development Goals (SDG)
4th YEAR IN A ROW



Independent audit
4th YEAR IN A ROW



Task Force on Climate-Related Financial Disclosures (TCFD)
INTEGRATION IN PROGRESS

HOW TO READ THIS REPORT?

To guide this publication, we follow the best international practices for monitoring and reporting corporate sustainability:

GLOBAL REPORTING INITIATIVE (GRI) STANDARDS AND SUSTAINABILITY ACCOUNTING STANDARDS BOARD (SASB)

The GRI and SASB indicators are referenced, throughout the content, with the symbols **GRI XXX-X** and **SASB XX-XX-XXX**. You can also consult them in the GRI and SASB content index, located on page 95.

FIND OUT MORE AT:

www.globalreporting.org/
www.sasb.org/



INSTITUCIONAL CONTENT

Throughout the Report, we will use the markup below to signal that the content of this page is the same as that presented in the Annual Report of the Americanas Universe.

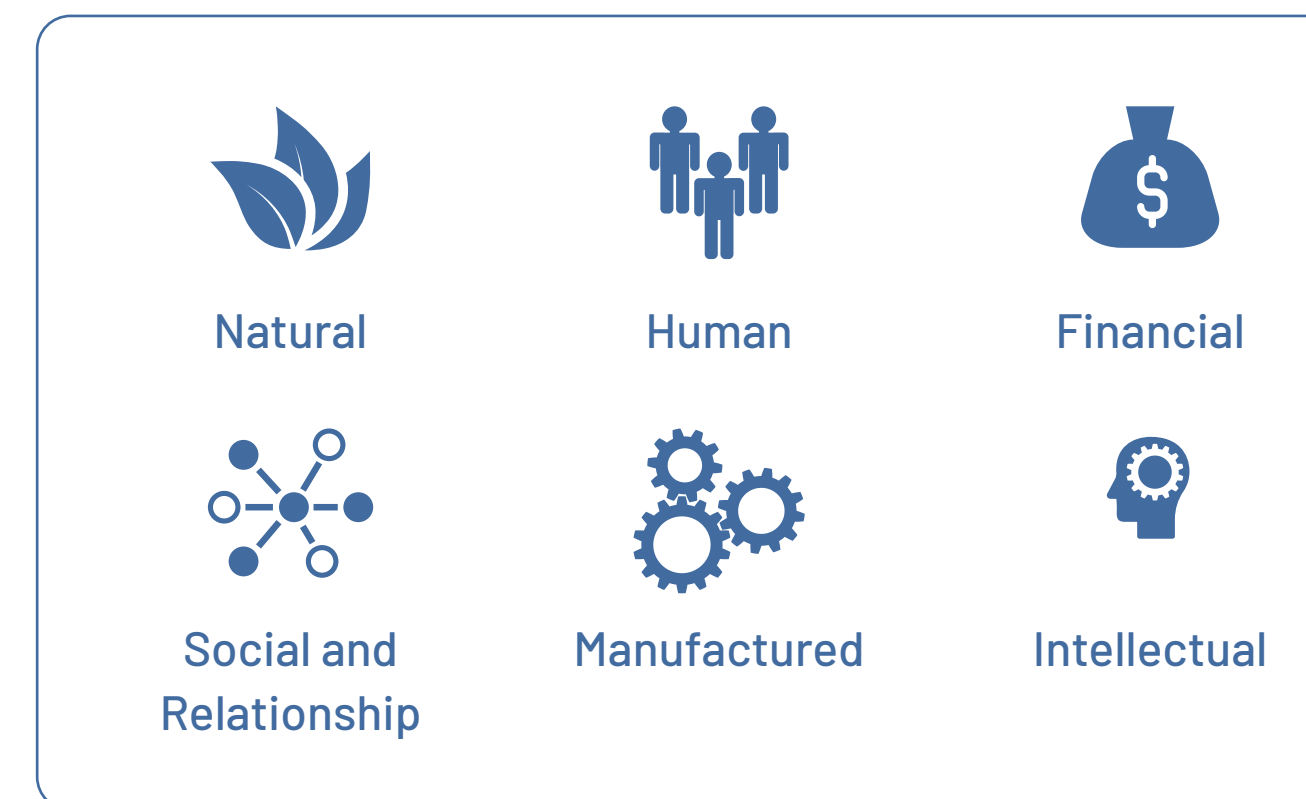
INSTITUTIONAL CONTENT



INTEGRATED REPORT

To present our generation of value in the short, medium and long term, we approach, in an integrated manner, the different capitals that make up and sustain B2W Digital's businesses and use icons to show which capital is addressed in the respective chapter.

On page 107 we also present the Map of Capitals, with the information and pages where each capital is mentioned in the document.



SUSTAINABLE DEVELOPMENT GOALS (SDGs)

We are signatories to the Global Compact and, as a way of supporting the achievement of the goals proposed by the UN Agenda 2030, throughout this document, we have included icons with the main SDGs related to the practices covered in that content. You can see the full map on page 107.



FIND OUT MORE AT:

www.agenda2030.com.br





02 Value Generated in 2020



HIGHLIGHTS OF 2020

GRI 102-15

Our business strategy is built upon the intense participation of all stakeholders in the Americas Universe, including discussions in Top Leadership. Get to know our highlights of the year and learn more about our sustainable management on page 28.

B2W DIGITAL 2020 HIGHLIGHTS

ENVIRONMENTAL



Carbon Neutral Operation (Scopes 1 and 2);



100% of our direct and electricity emissions offset through forestry projects in the Amazon;



CO₂ Inventory carried out since 2010 and audited since 2016 (GHG Protocol);



1.8 million deliveries made with the bike fleet;



Strategic **micromobility** project with eco-efficient delivery through the purchase of electric vehicles.

SOCIAL



Partnership with the Sustainable Amazon Foundation (FAS) to promote digital inclusion, environmental management, entrepreneurship and literacy;



Promotion of **gender equality** with 50.3% of the team composed of women;



Strategic partnership with Unicef to provide jobs for low-income youth;



Encouraging education for **+65 thousand students and +4 thousand teachers** in dozens of projects;



Creation of Amazonas Social, the NGO marketplace where 100% of the profits go to the institutions.

GOVERNANCE



100% Tag Along for all shareholders;



43% of independent members on the Board;



3 specialized committees: Audit (100% Independent); Appointment and Sustainability;



Agenda based on the **ISS and IBGC** recommendations;



We are on our way to **achieve** Company B certification.



FIGHT AGAINST COVID-19

+ R\$ 74 millions in donations

CUSTOMERS

ASSORTMENT

- **Quick adaptation** of the assortment;
- Creation of **Americanas Mercado**.

HEALTH

- New delivery modes;
- Dissemination of the guidelines of the World Health Organization (WHO).

PROTECTION AND SAFETY

- Availability of hand sanitizer and masks.
- Donation of ten million masks to protect members and customers;
- Implementation of strict **security protocols** in operations.



SOCIETY

DONATIONS

- Creation of the **Juntos Somos Mais Solidários Institute**.

HEALTH

- Participation in the **construction of a field hospital** in Rio de Janeiro (RJ);
- Participation in the adaptation of **the Fiocruz vaccine factory**;
- Participation in the **construction of the vaccine factory of the Butantan Institute**.

PROTECTION AND SAFETY

- **Transport** of PPE from China;
- Donation of **300 thousand** masks and **14 tons.** of hand sanitizer for **19 thousand** families in the Amazon.
- Distribution of **1 million water** bottles to NGOs, and donation of over **100 thousand** hygiene kits for the elderly across the country.

TEAM



JOB

- We preserve **all jobs**;
- We ended the year with **+ 33 thousand** direct jobs and **110 thousand** indirect jobs.

HEALTH

- Assistance and coverage of hospitalization costs;
- More than **30 thousand** consultations;
- Testing for Covid-19, adding up to more than **15 thousand** tests in the year;
- More than **15 thousand** flu vaccines.

PROTECTION AND SAFETY

- Adoption of strict security protocols in stores and CDs, and Home office for **80%** of office associates;
- **Temperature measurement** in stores, CDs and offices;
- Disclosure of guidelines & protective measures.

VOLUNTEERING

- **Two thousand** associates working on assembling kits, deliveries and guidance to partner institutions, adding up to more than **4,500 hours** of activities.

Creation of
the **Covid**
plant



03

B2W Digital



ABOUT US

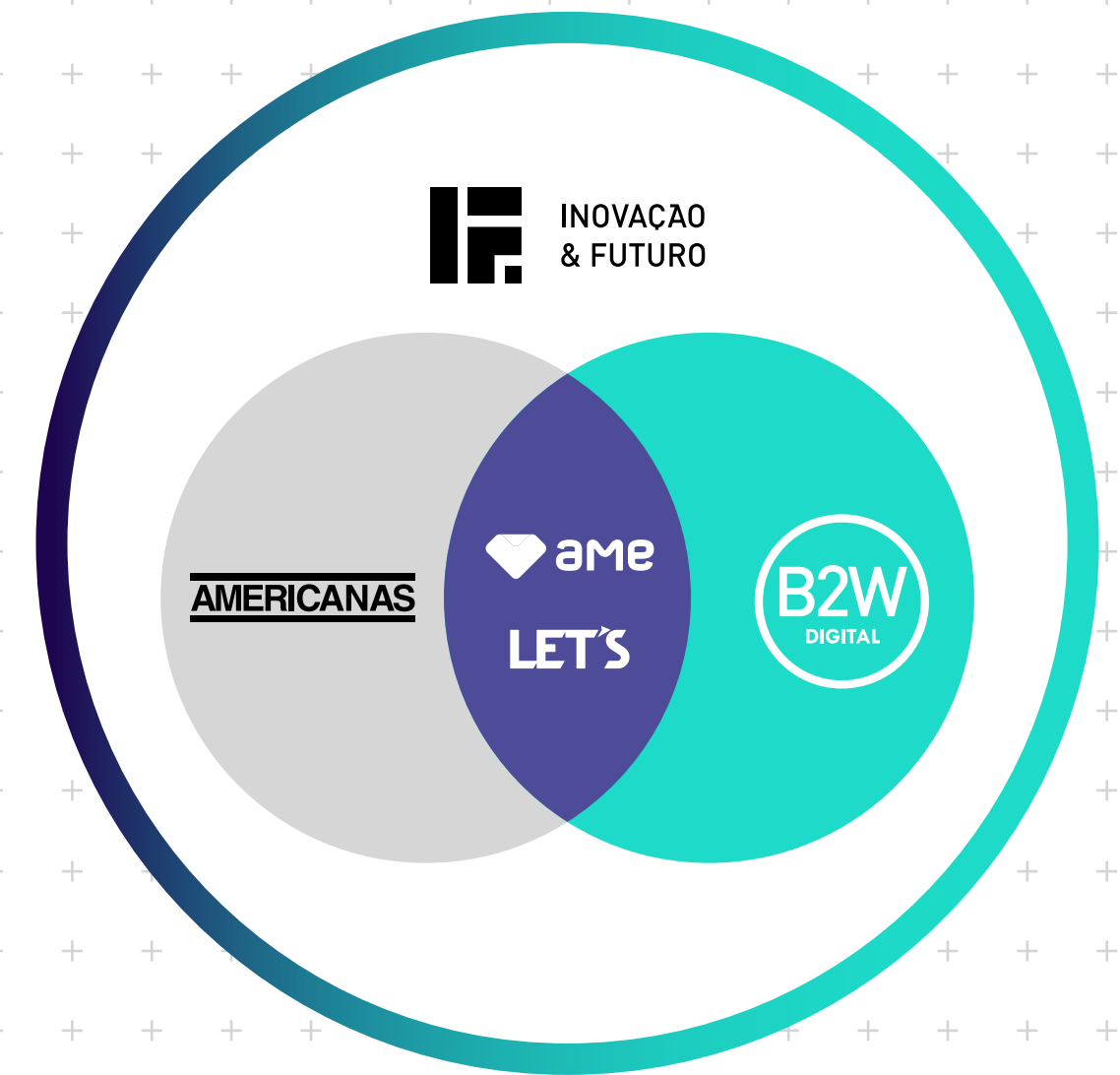
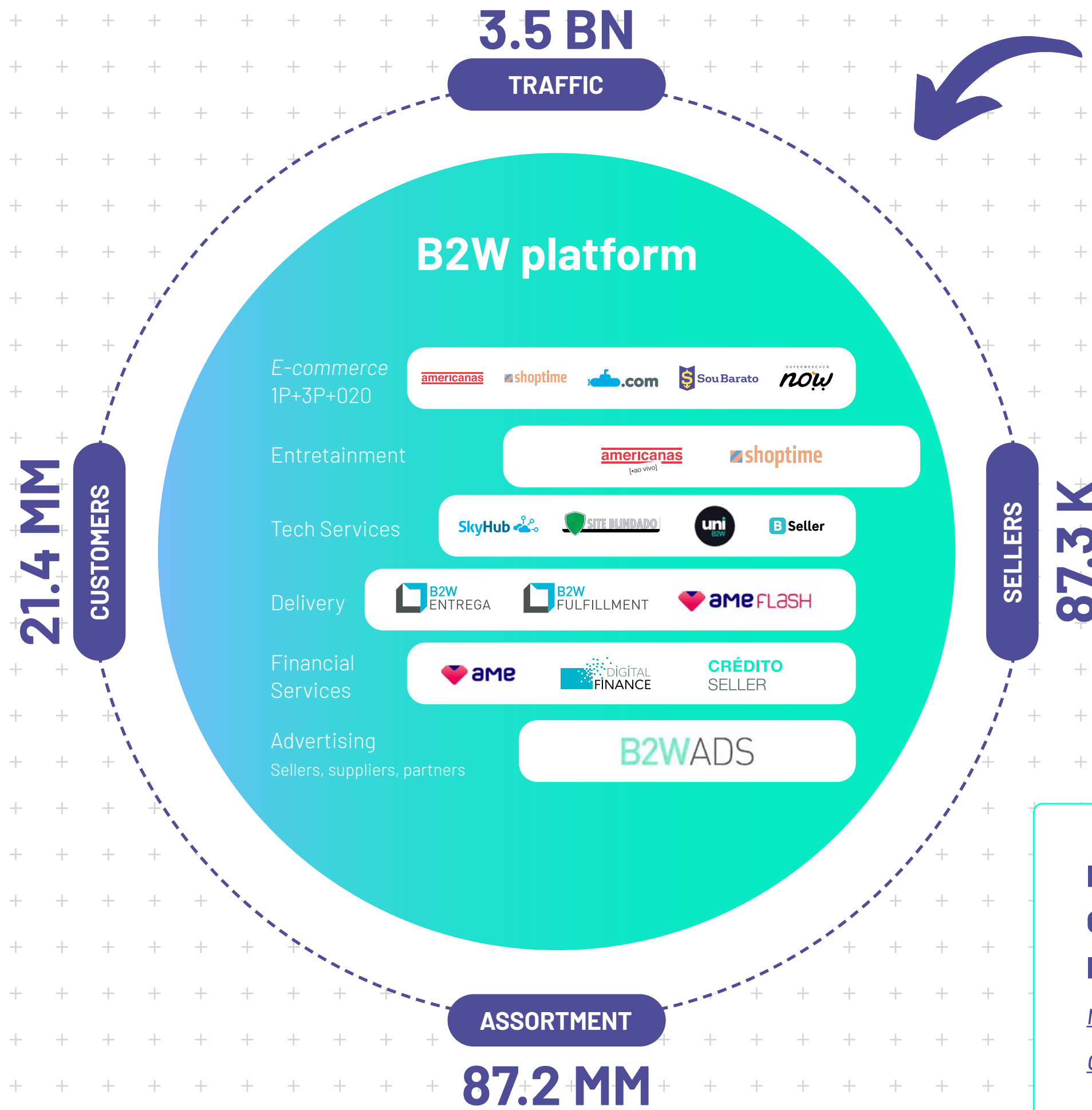
GRI 102-1 | 102-2 | 102-4 | 102-6 | 102-7 | 102-9

We are B2W Digital; the 100% digital platform of Americanas Universe, founded in 2006 and a pioneer in e-commerce in Brazil.

Leaders in Latin America, our history merges with that of e-commerce in Brazil.

Our purpose is to connect people, businesses, products and services on the same digital platform operating in Brazil to offer different digital solutions.

In this way we guarantee B2W excellence throughout the digital retail customer experience cycle.



FIND OUT IN DETAIL THE ENTIRE OFFER OF AMERICANAS UNIVERSE IN ITS ANNUAL REPORT:
ri.americanas.com/en/investor-information/annual-reports/annual-reports-lasa

STRATEGIC PLAN

The year 2020 marked the beginning of the integrated strategic plan of the Americanas Universe for the next three years (2020-2022). In order to be even more relevant in customers' daily lives, we intend to accelerate the Company's growth, gaining market share, in addition to continuing to generate cash.

In line with the strategy of our parent company, Americanas, we want to offer **Everything. Anytime. Anywhere.**

In 2020, we ended the year with 87,300 sellers; an increase of 86.5% compared to the previous year.

Everything.

Assortment 1P (e-commerce);
3P assortment (marketplace);
Store assortment;
Financial services.

Anytime.

Click and Collect;
Click and Collect Now;
Ship From Store;
Love Flash.

Anywhere.

Home office;
Americanas physical stores;
Sellers' stores;
Cars;
Metro Stations.

E-COMMERCE

americanas

Top Of Mind online store in Brazil, according to the Ilumeo survey in Brazil, Americanas – digital platform – has millions of products available in more than 40 categories for different consumer profiles.

To keep up with the growth, guaranteeing the best experience for website and app customers, we accelerated our logistics through O2O solutions (online to offline), adapted our assortment with the offer of essential products and made deliveries available in up to three hours for more 750 cities in the country.

We also launched Americanas Mais, a fast delivery service, with free and unlimited shipping for Americanas customers – digital platform.

ā·mercado

In order to keep us present in the routine of Brazilians and offer a wide assortment at affordable prices, we quickly restructured our platform by creating the **Americanas Mercado**.

With that, we started offering essential products such as food and hygiene items, in 61 cities in the states of São Paulo, Rio de Janeiro, Espírito Santo, Minas Gerais, Rio Grande do Sul and Bahia, reaching the mark of 1.9 million active clients.

americanas

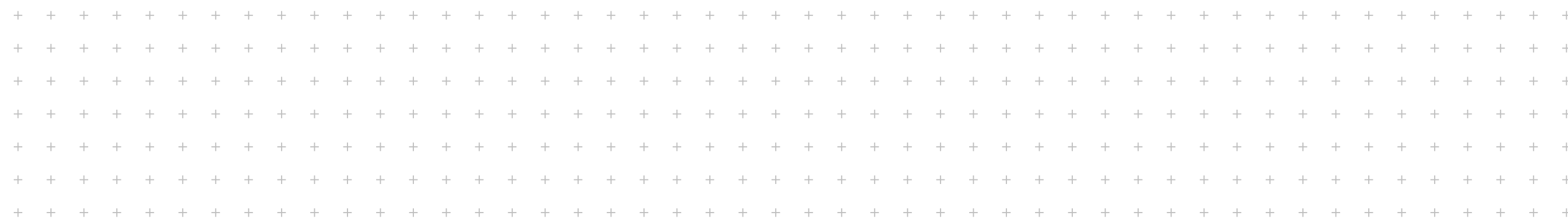
[ao vivo]

This year, we incorporated the Americanas Lives Commerces app in a pioneering way in Brazil. We started to present products live, generating the possibility of instant purchase.

The project, which counted with the participation of several celebrities and sellers, had a partnership with the businesswoman and influencer, Camila Coutinho. Her creative eye contributed to the choice of themes and content formats, in addition to acting strategically and in line with the business vision.

The 55 lives made in 2020 possible ten times more searches in the app and seven times more conversion of the products presented. With that, we delivered 75 thousand orders, and impacted more than 700 thousand people.

In 2021, Americanas Ao Vivo will be scaled exponentially, with lives three times a week: every Monday, Wednesday (fixed space for the marketplace) and Fridays.





The year 2020 was also marked by our entry in the supermarket category with acquisition of Now Supermarket, which gained a lot of relevance for being an innovative e-commerce platform incorporated into our business that made it possible for us to be present in the daily lives of consumers by offering essential products, such as food, including fresh items, and hygiene.



Our 100% digital brand (pure player), Submarino presents innovation to customers through the curatorship of digital influencers, in addition to offering fast, agile and personalized navigation.

As a result, we have become a reference in books, games, technology and entertainment through a fluid and young shopping experience, with communication guided by diversity.



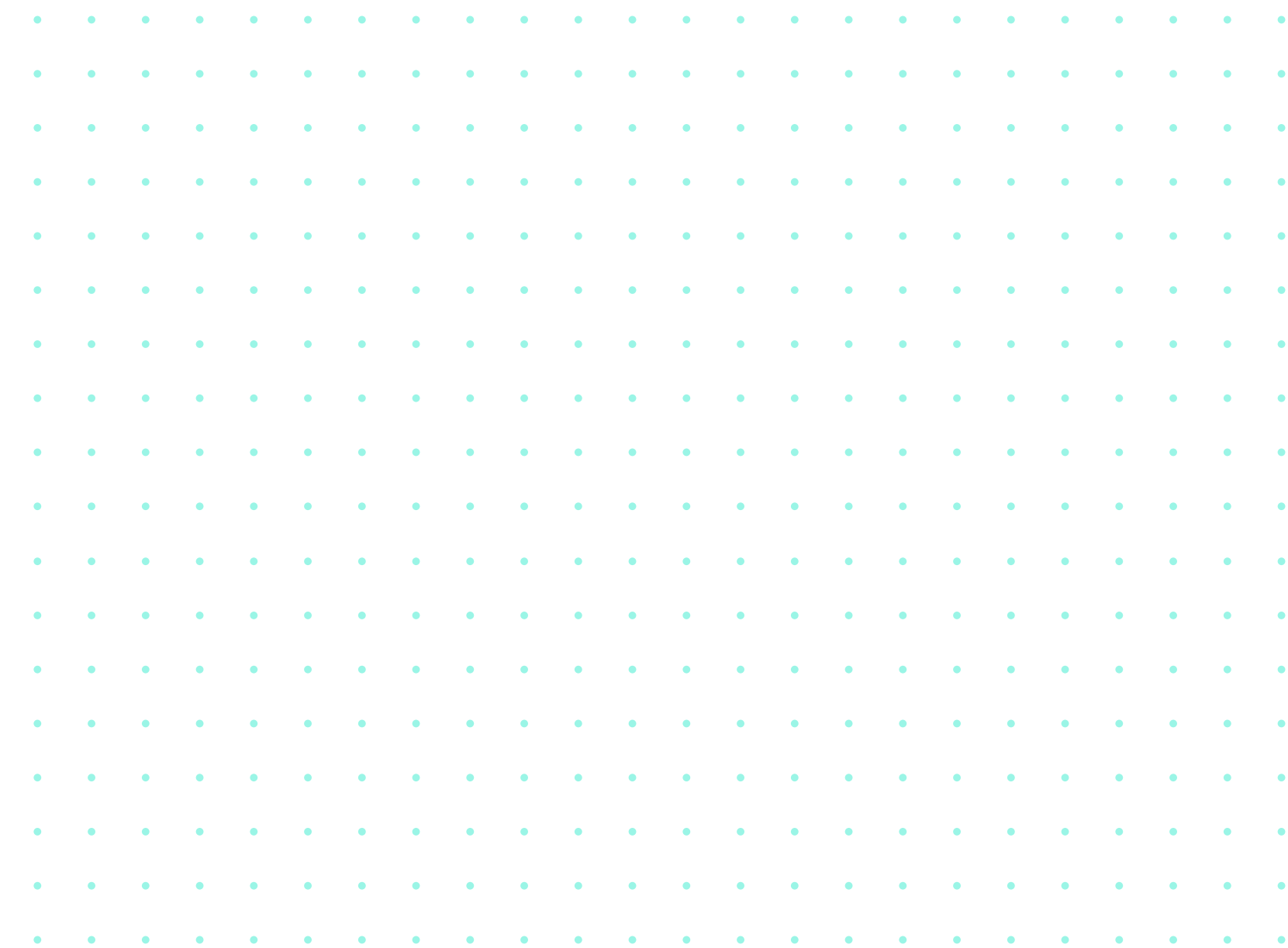
Our flagship brand for personal use products and home items, Shoptime is the first and largest Home Shopping TV channel in Latin America. Through the platform, we demonstrate our products live, 24 hours a day, in addition to presenting customers with content allied to entertainment.

The brand also creates practical solutions to make customers' day-to-day lives simpler through its own exclusive brands:

- Casa & Conforto (bed, table and bath);
- Fun Kitchen (small appliances);
- La Cuisine (housewares).



Americanas Outlet – digital platform – Sou Barato offers, in addition to new products, repackaged and used parts, supporting sustainability by giving a new destination to items. In the assortment, national and international products from B2W Digital are available.



MARKETPLACE

Last year marked the conclusion of our strategic plan (2017-2019), which aimed to accelerate the growth of the Marketplace (3P) and generate cash.

Through the changes made, B2W Digital adjusted the assortment of the direct sales model (1P) and accelerated the Marketplace (3P), consolidating the hybrid model of digital platform (1P + 3P + Services), in addition to incorporating external partners to the business, the sellers.

Therefore, we started to generate value for both parties: we increased the assortment and accelerated deliveries to **customers**, and we generated value for **sellers** by developing small businesses, guaranteeing the traffic and reputation of B2W Digital's brands.

Through Americanas Mundo, we have also expanded the expansion of B2W Marketplace, making it possible to ship products from anywhere in the world.

m̄arketplace

 **Marketplace**

marketplace 

87.3 thousand

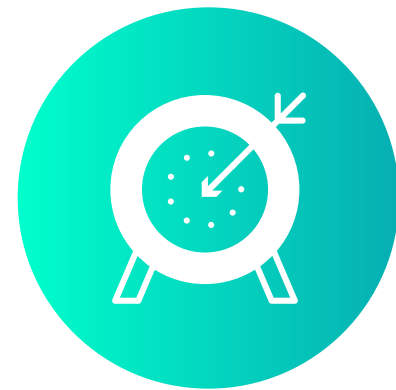
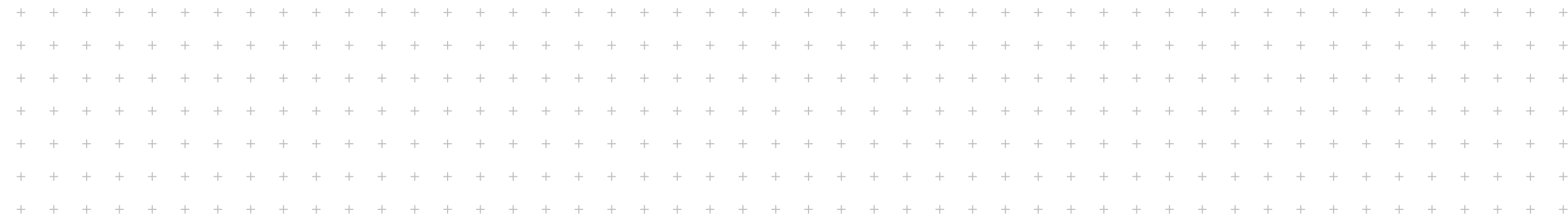
sellers, being:

40.4 thousand

new in 2020

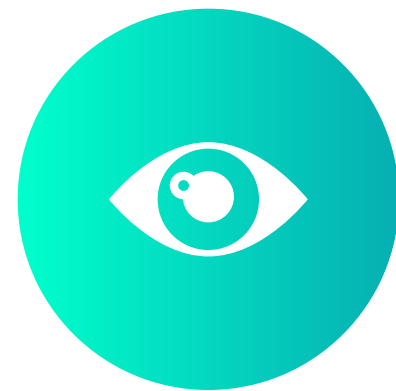
PURPOSE, VISION AND VALUES

GRI 102-16



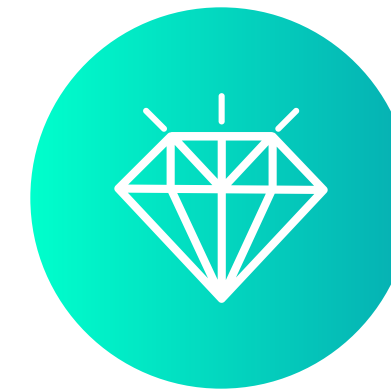
OUR PURPOSE

Make dreams come true and meet people's consumption needs, saving time and money and exceeding their expectations.



OUR VISION

Being closer to our customers, making us the largest and most beloved digital company in Latin America.

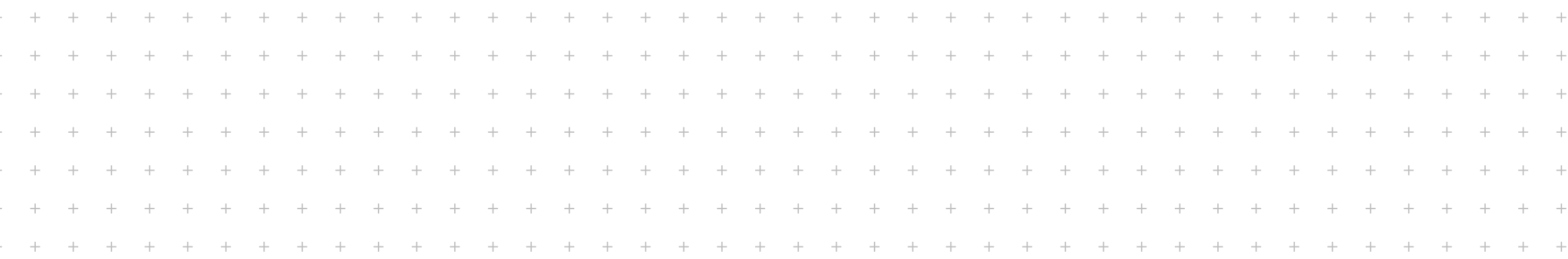


OUR VALUES

- Having the best people;
- Being a good **"Business Owner"**;
- Seeking excellence in operation;
- Focusing on the customer;
- Delta – Doing more and better every day;
- Being obsessed with results;
- Breathing innovation all the time.

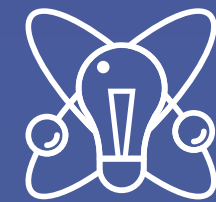
FIND OUT MORE AT:

ri.americanas.com/en/the-company/who-are-we/



STRATEGIC DIFFERENTIALS

FOSTERING INNOVATION

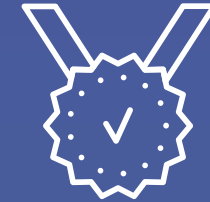


21 years of our powerful platform, which connects consumers, businesses, products, services and technology through an innovation network.

With a large investment in technology and logistics, we have created a solid infrastructure with competitive advantage that allows us to be **multichannel, multi-business and multi-brand** to serve the customer in a simple, fast and effective way.

Find out more about our drive for innovation on page 66.

COMMITTED TO EXCELLENCE



Excellence team

We have the most successful tech team in Brazil!

Our recruitment, selection and training programs guarantee the continuity of our high standard of excellence to accompany the challenges of growth and achieve increasingly daring goals.

Find out more about our excellence team on page 37.

WITH LARGE PRODUCT VARIETY



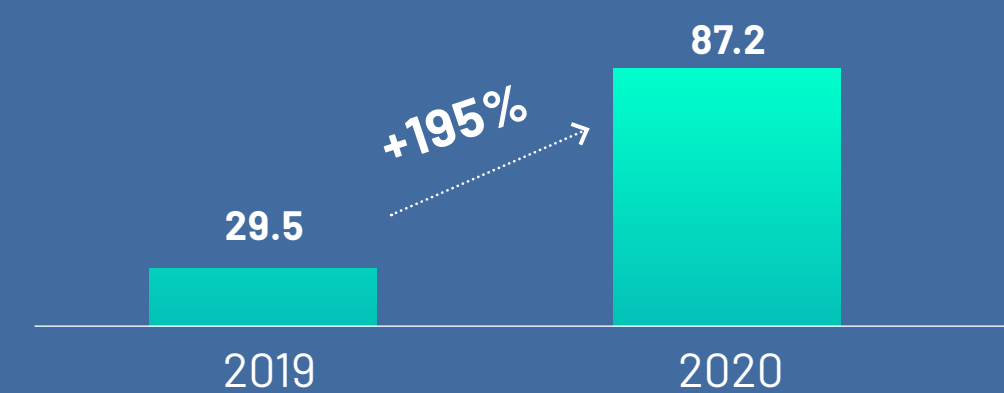
MULTIPLE PURCHASE OPTIONS

In addition to having the largest and most beloved stores in Brazil in our e-commerce, we added marketplace items to the assortment, totaling 87.2 items in more than 40 categories in 2020.

Our Data Driven culture guarantees the digitization of processes with sophisticated records and algorithms, which allow us to use the data in order to better understand the customer and ensure the best shopping experience at B2W.

Find out more about our sustainable and quality offer on page 78.

ASSORTMENT (MILLIONS)



GUARANTEEING THE BEST PURCHASE EXPERIENCE



Secure and satisfied customer

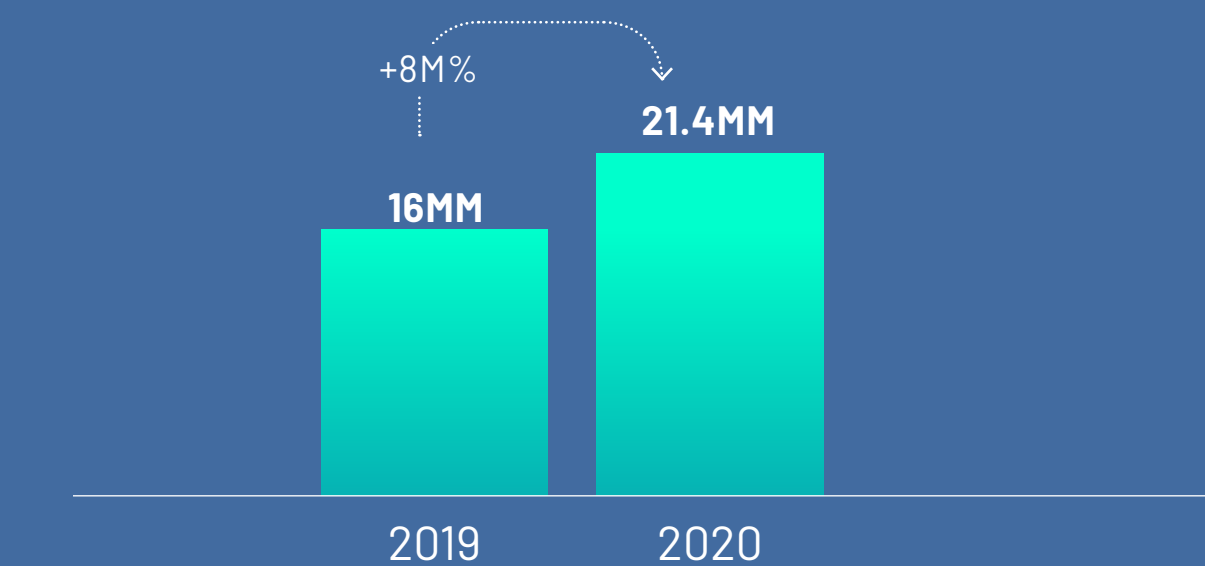
Our innovation is designed so that customers feel safe and satisfied through a complete and excellent experience.

Different occasions of consumption

We prove the flexibility of our business to adapt to the basic needs of customers at all times, tested by the Covid-19 pandemic.

In the year, we conquered eight million customers, making purchases with an 18% higher frequency per year.

Find out more about actions that guarantee the best experience for customers on page 75.



GROWTH ALGORITHM

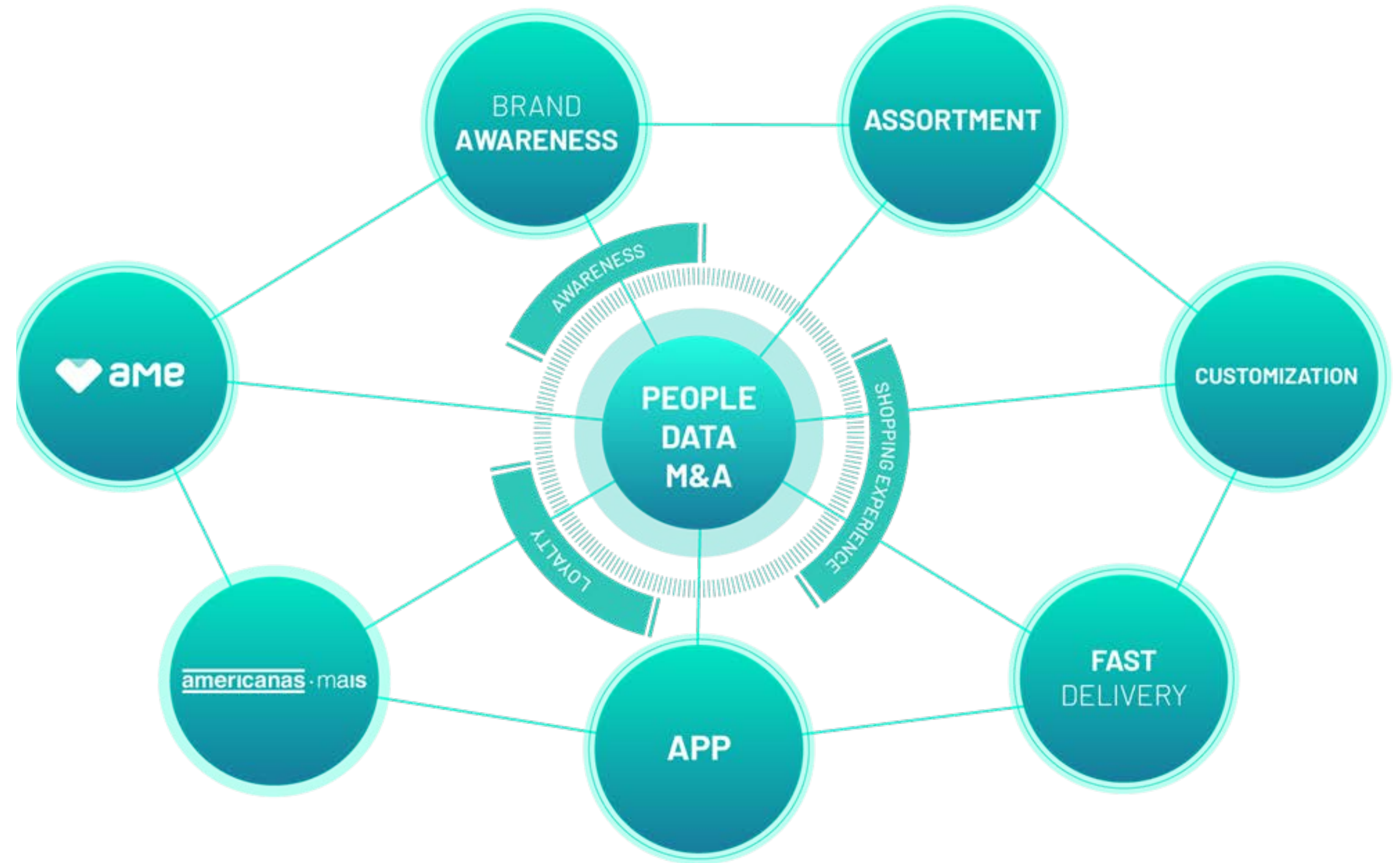
GRI 102-6 | 102-15

The year of 2020 marked the beginning of B2W Digital's new three-year strategic plan (2020-2022), integrated into the Americanas Universe. To maximize the customers' shopping experience, we base our growth algorithm on three elements – Awareness, Shopping Experience and Loyalty –, and seven variables that guide our actions – Assortment, Personalization, Fast Delivery, app, Americanas Mais, Ame and Souvenir branded.

Finally, our investment strategy is focused on people, data culture and possible strategic acquisitions, which will allow us to expand into new segments with greater frequency of purchase and delivering faster and faster to our customers.

To accompany the development of the strategy in 2020, we made changes in the Company's capital structure, as described on page 22.

With online to offline integration (O2O), we started offering **Everything. Anytime. Anywhere** and we project a growth higher than initially expected for the coming years.



Source: Ilumeo survey in Brazil – September 2019 to September 2020.

AWARDS AND RECOGNITION



1st place

in the category Companies with Net Revenue of up to R\$ 8 Bi of the Transparency Trophy award from the National Association of Finance, Administration and Accounting Executives (ANEFAC);

Green Seal

the Socioenvironmental Award Chico Mendes, for the 7th consecutive year, for supporting the Grafitarte Project;

americanas

1st place

in the E-Commerce Store category of the Trusted Brands award of the Seleções Magazine;

1st place

in the Electro Electronics category and the Most Wanted Diamond Store of the Ebit Award;

1st place

in the Telephony categories; Books, Movies and Games; and Shop That Makes the Best Black Friday in Brazil for Proxy Media's Black Friday Truth award;

1st place

in the Online Sales Website category of the Marcas Mais do Estadão Ranking;

1st place

in the categories E-Commerce Marketplace and Champion Service Team of the Reclame Aqui Award, by Reclame Aqui.



1st place

Best experience at the Revelo Awards 2020.



04 Corporate Governance



MARKET VALUE

GRI 102-5

OVERVIEW

Publicly-held private company that is part of Americanas Universe and listed on the stock exchange, currently B3 – Brazil, Bolsa, Balcão – B2W Digital has share capital composed of 559,858,093 BTOW3 shares, exclusively common, with 62.48% held by parent company Lojas Americanas SA¹.

At the end of 2020, our BTOW3 shares were quoted at R\$ 75.61 each, which brought the Company's value to R\$ 42.3 billion.

In 2020, we presented the new growth route for B2W Digital, with an expected investment of R\$ 5 billion, of which R\$ 4 billion was from the capital increase of the previous strategy (2017-2019), and R\$ 1 billion from reinvestment of part of the cash generation in the coming years.

We operate in the private sector and have no government shareholding, nor do we make contributions to political campaigns.

¹ Data refer to December 2020.

ADAPTATION FOR EVOLUTION

GRI 102-22

In 2020, Americanas Universe updated its growth strategy and B2W, as part of the same ecosystem, also underwent a reformulation of the governance structure to make the best results possible.

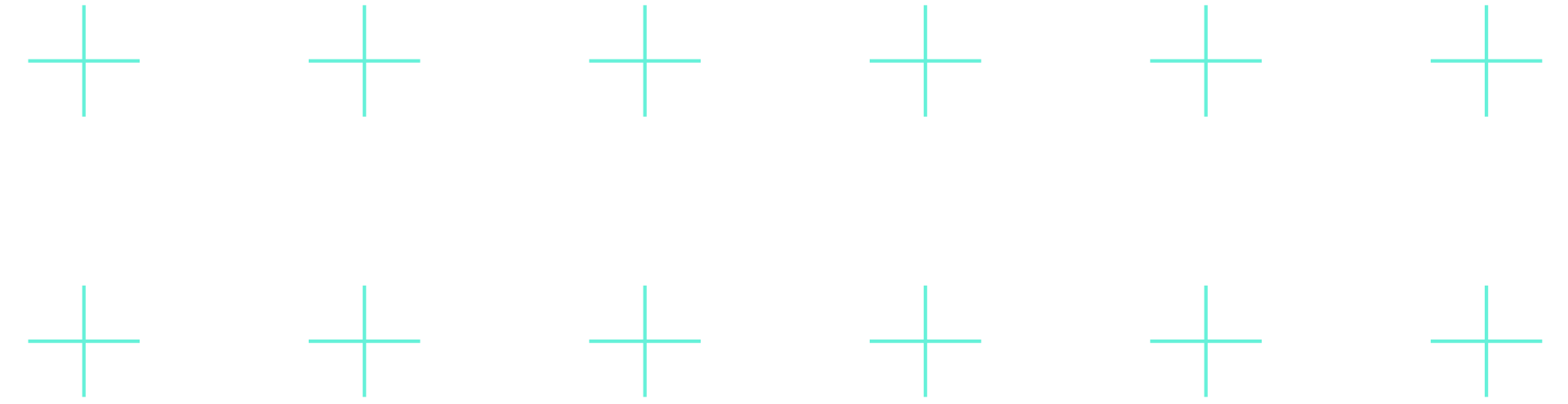
FIND DETAILS IN THE PRESENTATION OF INVESTOR DAY 2020, AVAILABLE AT:

api.mziq.com/mzfilemanager/v2/d/941b74a9-5cce-4537-ba90-97973226b3f3/4e49e7ff-a9fc-96fd-f839-97f9ec4e128d?origin=1



BEST PRACTICES

GRI 103-1



We act respecting individual differences and promoting an increasingly responsible, inclusive and value-generating business, in addition to ensuring the alignment of all associates in relation to expected conduct.

We develop our actions based on the pillars of ethics, transparency, responsibility and good governance and we foster this culture through engagement in our policies that guide relationships with our stakeholders and the environment.

As members of the Novo Mercado, a special listing segment that requires governance practices that go beyond legislation, we have adopted the following standards:

- **Make only common shares available, all with voting rights at General Meetings;**

- **Distribute to shareholders a minimum dividend of 25% of the adjusted net income for the year;**
- **Maintain a unified term of office of the members of the Supervisory Board for a maximum of two years;**
- **Ensure that B2W Digital's shares, representing at least 25% of the total capital, are in circulation;**
- **Grant 100% Tag Along to all shareholders in the event of the sale of the Company's share control. This guarantees minority shareholders the same sales conditions (share price) as the controlling shareholders;**
- **Hold, at least annually, a public meeting with analysts and other interested parties to present B2W's performance, projects and perspectives.**

Our shares are also listed on the ITAG – Stock Index with Differentiated Tag Along, composed of companies that offer the same conditions to minority shareholders, in case of change of control, and we are part of other important indexes that attest to the soundness of our management and results, such as Ibovespa, IBrX 50, ISE, Icon, IGC, IVBX-2, MSCI and FTSE Russell.

Find out, below, the other good governance practices adopted:

EXPERIENCED LEADERSHIP

GRI 102-18 | 102-22 | 102-35 | 102-36 | 202-2

Presence of 100% of directors at meetings

Following the best governance practices, we had a 100% participation of our directors in the meetings, and they have an average term of 9.5 years.

Committed to a sustainable business governance model, we have adopted initiatives that go beyond what the Novo Mercado requires. Get to know our governance structure:

SUPERVISORY BOARD (SB)

GRI 102-23 | 102-24

Our Supervisory Board is individually elected by the General Shareholders' Meeting within 30 days after the announcement of the proposal, and has a two-year term, with reelection permitted.

With a maximum of four representatives of the controlling shareholder, this year, the Board of Directors had seven members, three of whom are independent.

Find out below the composition of the Council:

Anna Christina Ramos Saicali

Counselor representative of the parent company (two terms), CEO of Inovação and Futuro - IF;

Celso Alves Ferreira Louro

Board member representative of the parent company (six terms);

Jorge Felipe Lemann

Board member representative of the parent company (six terms);

Miguel Gomes Pereira Sarmiento Gutierrez

Representative member of the parent company (eight terms) and CEO of Americanas Universe;

Luiz Carlos Di Sessa Filippetti

Independent director (effective with seven terms) and member of the Audit Committee;

Mauro Muratorio Not

Independent director, leader of the independent members (effective with eight terms), and chairman of the Audit Committee;

Paulo Antunes Veras

Independent member (effective for six terms) and member of the Audit Committee.

The evaluation of the directors is done in three stages and each member evaluates: the effectiveness of the body in the previous year; their own contribution (self-assessment) and that of the other members of the Board (lateral assessment); and evaluation by the Chairman of the Supervisory Board.

Compensation of the Board

According to the Compensation Policy and the Reference Form, the compensation of the Supervisory Board must be aligned with the strategic objectives of the business, with a focus on its longevity and the creation of long-term value, and is divided between fixed and variable.

The directors do not receive any compensation for other functions, in addition to those they occupy. We also do not provide other instruments that structure compensation or indemnity mechanisms for managers in the event of removal from office or retirement.

The fixed compensation is periodically compared to the market standard. The variable takes into account the achievement of goals and is established according to the results of the Company and Management. Are considered: EBITDA, sales volume, customer satisfaction and expenses.

For the CEO, we consider five years the longest performance period for his variable compensation.

EXECUTIVE BOARD

Elected by the SB, the Executive Board has a three-year term, with the right to reelection. It could have two to 12 directors, in 2020, it was composed of ten members, being a woman. See below the composition of the Executive Board:

Board Compensation

The Executive Board compensation is divided between fixed and variable, being an effective tool for attracting, motivating and retaining the Officers.

Variable compensation is based on goals that take into account strategic indicators, such as EBITDA, customer satisfaction, sales volume and expenses, in addition to specific and individual indicators of management members. The goal management system follows the criteria:

- Achievement of goals as a whole;
- Achievement of the goals related to the Directors individually considered;
- Meeting the minimum criteria, with no payment of variable compensation if such criteria are not met.

Marcio Cruz Meirelles

President director/CEO;

Anna Christina da Silva Sotero

Commercial director;

Carlos Eduardo Rosalba Padilha

Operational director;

Carlos Henrique de Lucca Fortes Gatto

Operational director;

Fábio da Silva Abrate

Chief Financial and Investor Relations Officer;

Jean Pierre Lessa and Santos Ferreira

Operational director;

José Mauro Rocha de Barros

Operational director;

Marcelo da Silva Nunes

CFO;

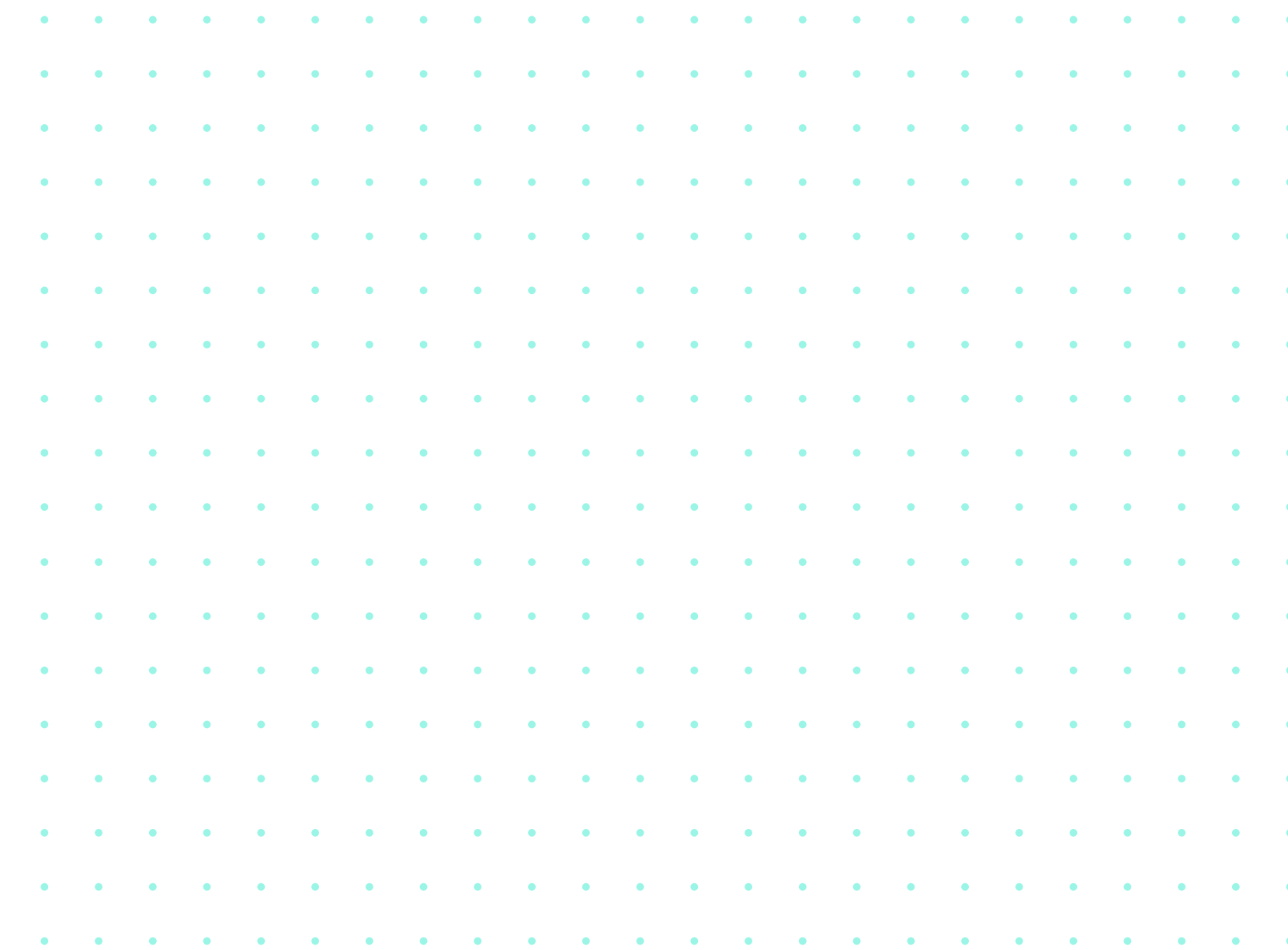
Thiago Mendes Barreira

Commercial director;

Wellington de Almeida Souza

Operational director.

In the scope of variable compensation, the members of the Statutory Executive Board are entitled to long-term incentives, through the granting of stock options, which encourages the alignment of the interests of shareholders and members of the Management in the long term and the commitment to business sustainability and integrity.



AUDIT COUNCIL

The body acts to protect B2W Digital's assets and interests, inspecting and asking the management bodies for the necessary information and clarifications.

The Company's Tax Advisory Committee will operate on a non-permanent basis and will be composed of at least three and at most five effective members and their respective deputies. The election of the Directors will be made at the General Meeting, whenever requested to install the Tax Advisory Committee, reelection being permitted.

See below the composition of the Audit Council in 2021:

Carlos Alberto de Souza
Effective member with ten terms of office;

Pedro Carvalho de Melo
Effective member with ten terms of office;

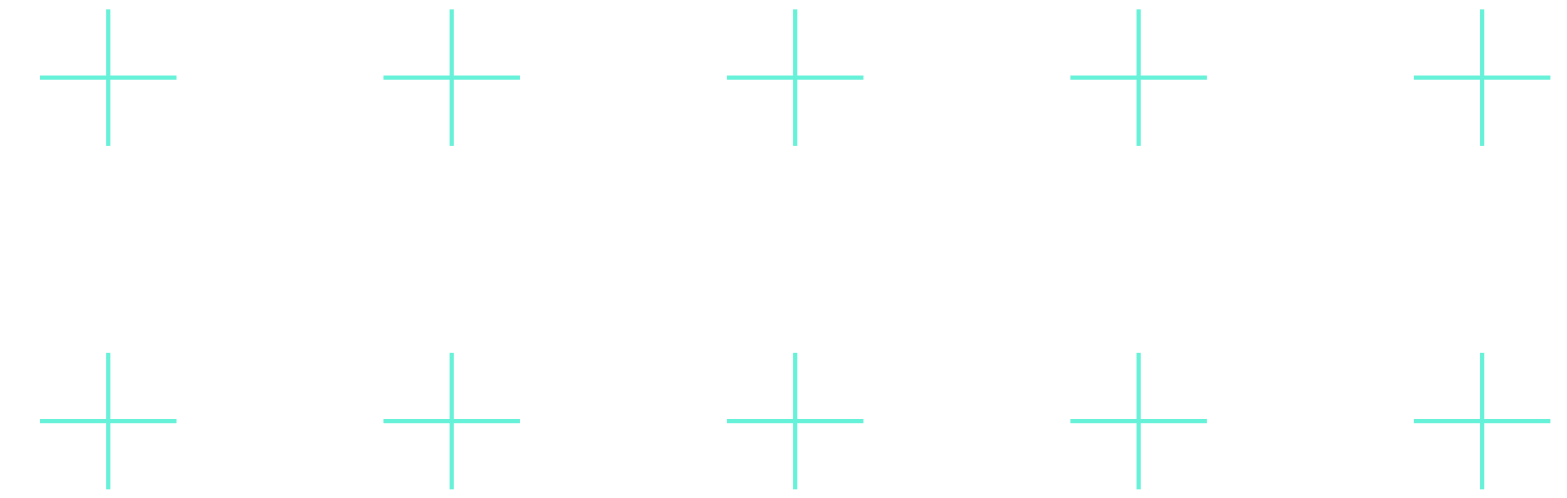
Peter Edward Cortes Marsden Wilson
Effective Director (appointed by minority shareholders) with ten terms;

Ricardo Scalzo
Alternate Director with two terms;

Márcio Luciano Mancini
Alternate Board Member with three terms;

Marcio Villas Boas Passos
Alternate Director with two terms.

The compensation of the members of the Tax Advisory Committee is determined by the General Meeting that elects them, in accordance with the law.

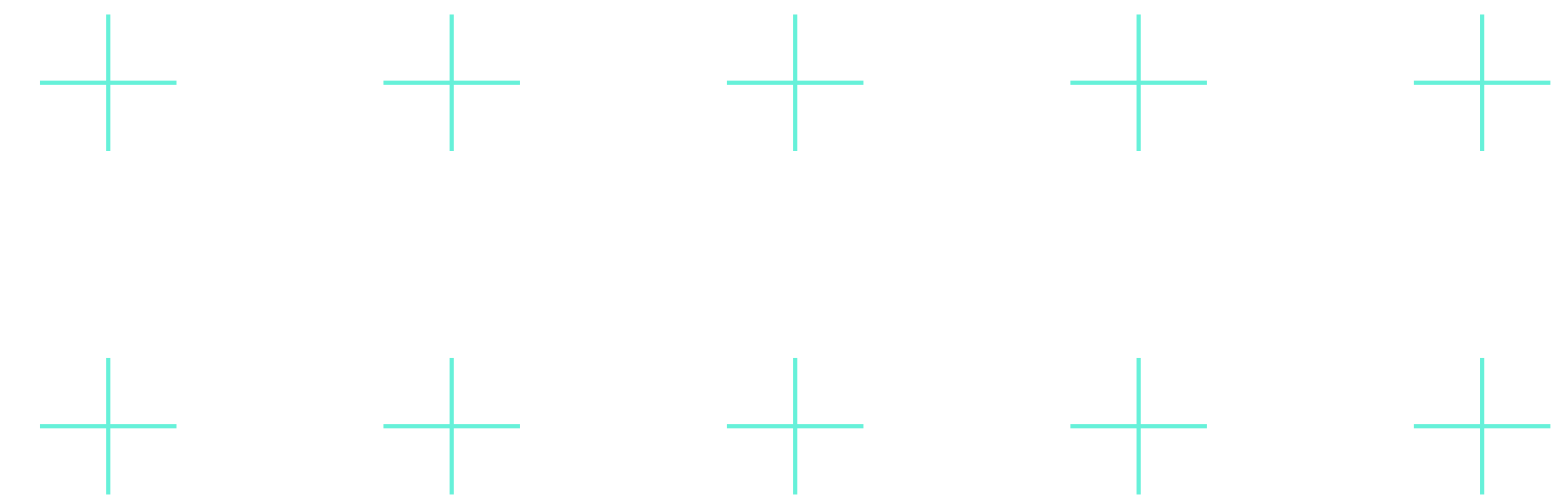


COMMITTEES

GRI 102-19 | 102-20 | 102-26 | 102-30 | 102-31 | 102-33

Acting as working groups, the Committees assist the Board of Directors in the strategy, monitoring and recommendation of strategic topics for the business.

In all, we have three Committees made up of directors who meet every quarterly closing, or whenever there is a call by its Chairman in an extraordinary need, with the exception of the Sustainability Committee, which meets weekly.



FIND OUT MORE ABOUT B2W DIGITAL'S COMMITTEES, ACCORDING TO THE COMPOSITION OF 2021:



AUDIT COMMITTEE

It is the responsibility of this Committee to review the Management Report and the Company's annual and quarterly financial statements, reporting its conclusions to the Board on a quarterly basis.

Comprised of three independent directors appointed by the Board of Directors, the Audit Committee has one term of office that will coincide with the term of office of the members of the Board of Directors, with reelection being permitted.

MEMBERS:

- Mauro Muratorio Not – President;
- Luiz Carlos Di Sessa Filippetti – Non-executive member;
- Paulo Antunes Veras – Non-executive member.



NOMINATING COMMITTEE

He is responsible for nominating candidates for the Board of Directors who will subsequently be submitted to the Company's General Meeting for the election of the members of the Board.

The Nominating Committee is composed of four board members, at least two of whom are independent, and has one term of office that coincides with the term of office of the members of the Board of Directors, with reelection being permitted.

MEMBERS:

- Celso Alves Ferreira Louro;
- Miguel Gomes Pereira Sarmiento Gutierrez;
- Luiz Carlos Di Sessa Filippetti;
- Mauro Muratorio Not.



SUSTAINABILITY COMMITTEE

Formalized by the Board of Directors in 2010, the Sustainability Committee, known as Companhia Verde, is committed to defining corporate sustainability guidelines based on the environmental, social and governance (ESG) pillars.

Currently, our fronts of action are aimed at contributing to the achievement of the 2030 Agenda of the United Nations (UN), which proposes 17 Sustainable Development Goals (SDGs) to be incorporated in the strategies of countries and organizations.

Composed of members of the Executive Board and executives from different areas, in addition to having the participation of a member of the Board of Directors throughout the meetings, the Committee brings a multidisciplinary vision to the Americas Universe.

Learn more about our sustainability strategy on page 35.

MEMBERS:

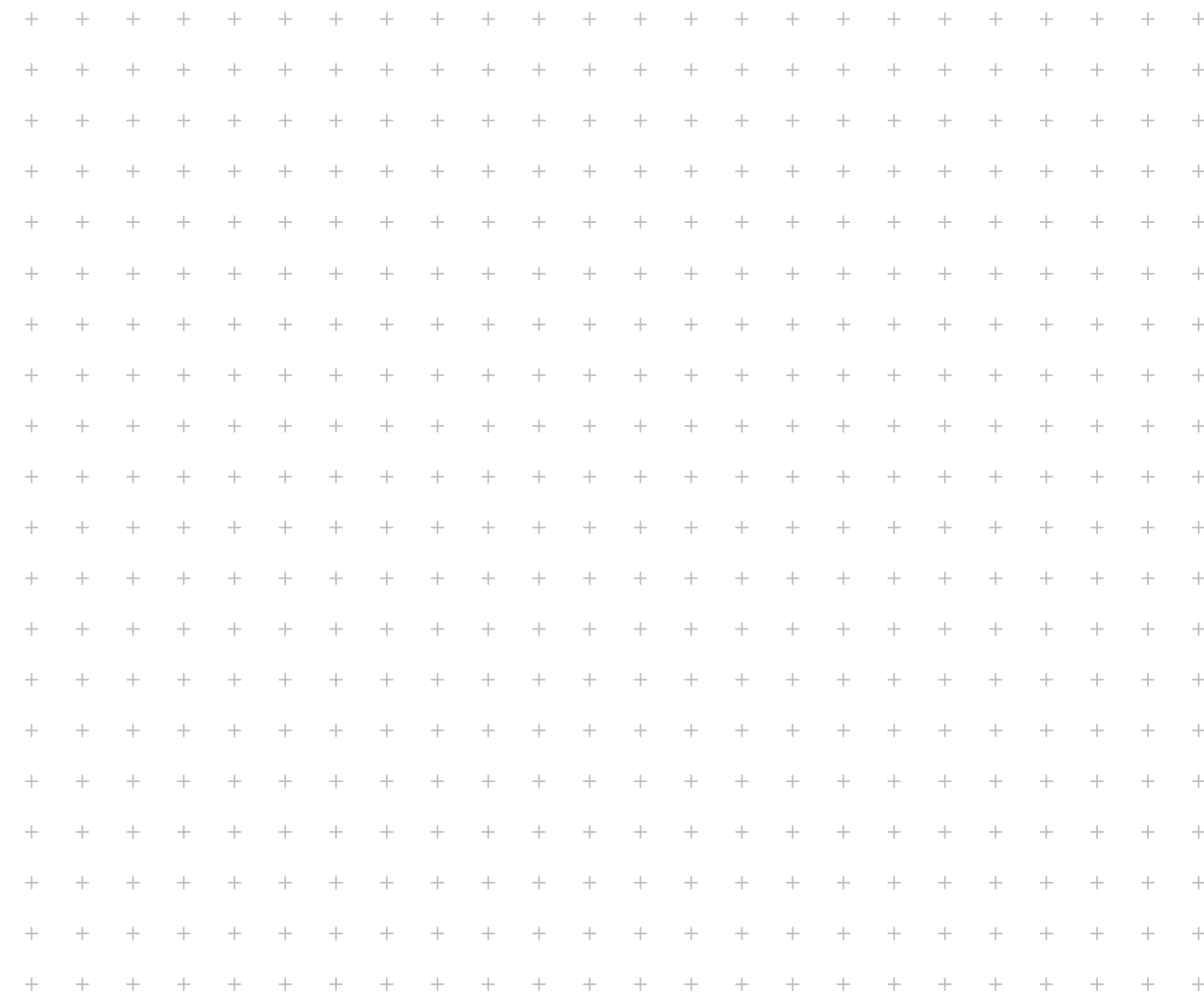
- Anna Christina Ramos Saicali – President;
- Miguel Gomes Pereira Sarmiento Gutierrez.
- Carlos Eduardo Rosalba Padilha.

SUSTAINABLE MANAGEMENT

GRI 102-21 | 102-27 | 102-29

We believe in B2W's growth based on sustainable development over the years.

Active since 2007, our Sustainability Committee (Companhia Verde Committee) supports top leadership in the management of strategic aspects based on the ESG pillars.



The management of the Companhia Verde Committee, in addition to assisting in the strategy and governance of sustainability and coordination of environmental management and social responsibility initiatives, is the responsibility of the Sustainability Department of the Americanas Universe.

RECOGNITION

ISEB3

We were selected, for the 7th consecutive year, for the portfolio of the Corporate Sustainability Index (ISE), of B3 (Brazil, Bolsa, Balcão), which classifies the commitment of companies to sustainable development, in addition to recognizing those that promote the best practices.

ICO2 B3

Launched in 2010, the B3 Index shows the commitment of companies to the transparency of their emissions, in addition to sharing the actions of transition to a low carbon economy.

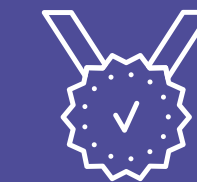
B2W was again selected to compose the index portfolio in 2021.

Our integrated management also reinforces the commitment to sustainable development through collaboration and dialogue with stakeholders and associations focused on the topic.

Committed to the Sustainable Management of the Americanas Universe, we have incorporated goals based on the ESG pillars into the variable compensation of all senior management positions, including the CEOs of B2W Digital. We also incorporated these goals into the variable compensation of coordination and management positions in the Sustainability area.

MANAGEMENT ASSESSMENT

In 2020, we conducted an assessment of our sustainable management, with the aim of identifying:



STRENGTHS:

- Our excellence team;
- Note 8.8 of NPS (Source: Complain Here) in e-commerce;
- Capital Structure Optimization;
- Cash Generation



OPPORTUNITIES FOR IMPROVEMENTS:

- Growth;
- Marketplace performance;
- User Experience;
- Delivery in hours.



05 Financial Performance



SCENARIO

The year 2020 was a period of great challenges, which reflected in the entire macroeconomic scenario due to the pandemic of the new coronavirus.

As a consequence, Brazilian GDP closed the year down 4.1%; inflation measured by the Broad National Consumer Price Index (IPCA) rose again, reaching 4.52%; and the basic interest rate (Selic) was 2% pa in December.

The unemployment rate also varied widely due to the pandemic, ending the year with an average of 13.5% compared to 11.9% in 2019.

Retail trade, which had a great impact with the social isolation imposed in the first quarters of the year due to Covid-19, went through a period of adaptation and migration to the digital environment and ended the year with a 1.2% increase in the volume of sales, measured by the Monthly Survey of Commerce (PMC) of the Brazilian Institute of Geography and Statistics (IBGE).

The potentialization of online consumption experienced in 2020 reiterated our positive perspectives for long-term changes in the consumption habits of Brazilians, leveraged by the adaptation of customers to the digital environment, in addition to the various conveniences offered by B2W Digital.

LONG-TERM RISKS

GRI 102-15

This year, we mapped two risks that could interfere with our strategy over the next three to five years, and developed measures to mitigate them:

- **Extending the economic crisis:** our operation is extremely sensitive to income retraction and unemployment growth due to the Covid-19 pandemic, as well as other events of political, social and macroeconomic impact that may occur in the next six years. As measures, we incorporated new segments and,

consequently, we increased our assortment with items less sensitive to crises;

- **Intensification of competition:** with great potential, the e-commerce segment forecasts growth over the next five years through integrated logistics strategies, flexible purchases and fast deliveries. As a result, there is a risk of losing market share and, consequently, decreasing revenues due to the decrease in consumers. From now on, we work evaluating the acquisition of new businesses, proposing improvements in the communication strategy, and perfecting products and services to increase the frequency of purchase and customer loyalty.

RESULTS

GRI 102-7 | 201-1

MAIN INDICATORS	2020	2019	DELTA
Total GMV (R\$ MM)	27,721	18,778	+47.6%
Marketplace (R\$ MM)	16,821	11,589	+45.1%
Marketplace (% of Total GMV)	60.7%	61.7%	-1.0 p.p.
Assortment (Items/MM)	87.2	29.5	+57.7
# sellers (New/Thousand)	40.4	24.9	+15.5
# sellers (New/Thousand)	87.3	46.8	+40.5
Mobile (% of traffic)	82.0%	76.7%	+5.3 p.p.

GROSS MERCHANDISE VOLUME (GMV)

Term used in online retail to indicate consolidated sales and services revenue, added to the volume of sales made on B2W Digital's marketplace platforms, GMV, reached R\$ 27,721.1 million in 2020, an increase of 47.6% in compared to 2019.

After the completion of B2W Marketplace's strategic cash generation plan (2017-2019), the platform reached R\$ 16.8 million in GMV in 2020 – a growth of 45.1% over the previous year –, representing 60, 7% of the total GMV.

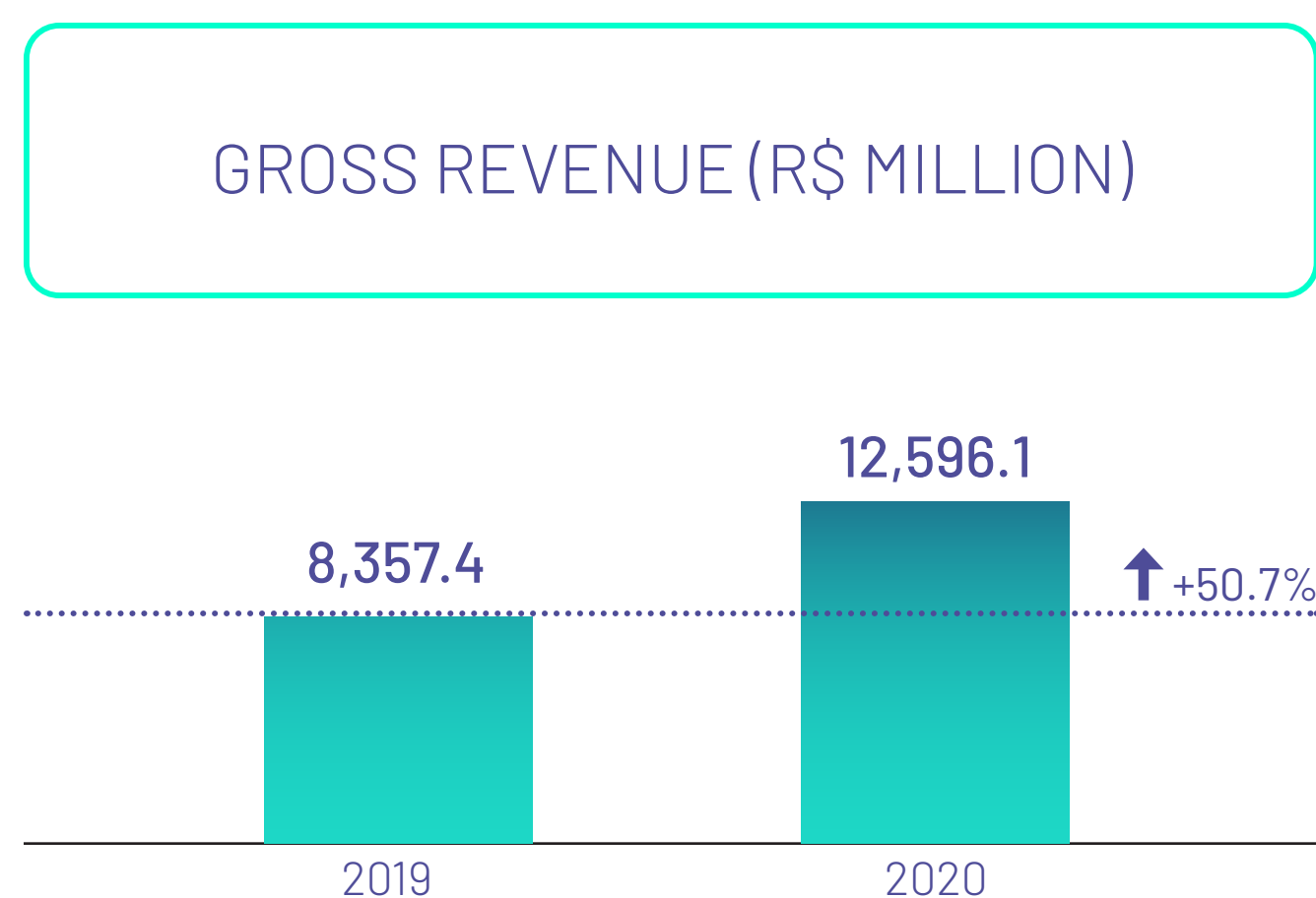
REVENUE

In 2020, B2W's accumulated gross revenue was R\$ 12,596.1 million, an increase of 50.7% compared to 2019.

Net Revenue, in turn, reached R\$ 10,124.3 million, 52.0% above the R\$ 6,661.7 million of the previous year.

GROSS PROFIT AND GROSS MARGIN

We ended the year with a gross profit of R\$ 3,220.2 million. This represents a 50.3% growth compared to R\$ 2,142.9 million in 2019, with the gross margin going from 32.2% in 2019 to 31.8% in 2020.

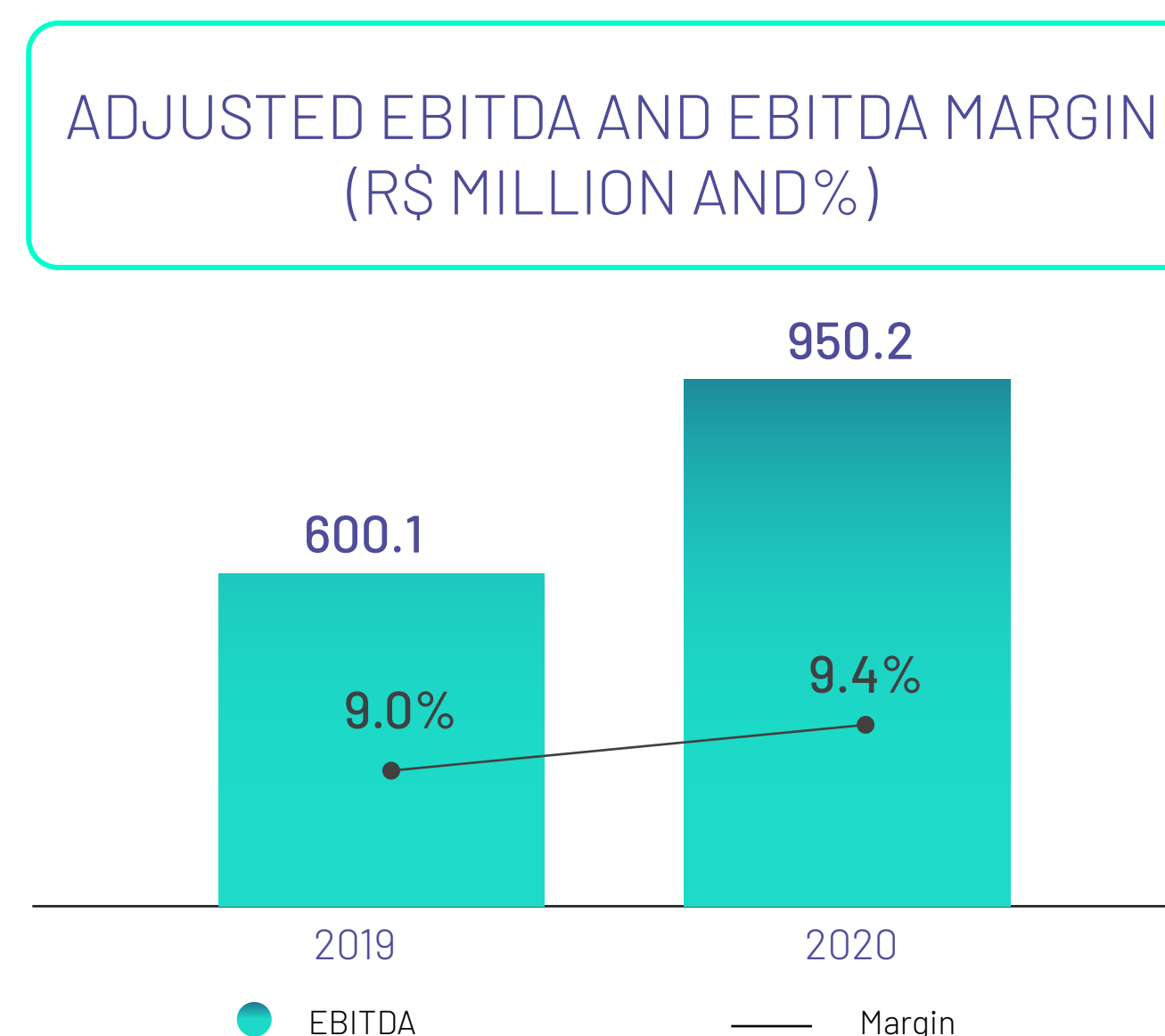


ADJUSTED SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

In 2020, expenses totaled R\$ 2,269.9 million vs. R\$ 1,542.9 million registered in 2019. In the last two years, our expenses represented the same percentage as GMV (8.2%).

ADJUSTED EBITDA AND EBITDA MARGIN

In 2020, Adjusted EBITDA was R\$ 950.2 million, an increase of 58.3% compared to the R\$ 600.1 million recorded in 2019. The Adjusted EBITDA margin increased by 0.4 p.p., from 9.0% in 2019 to 9.4% in 2020.



NET FINANCIAL RESULT

The financial result went from R\$ -603.9 million, in 2019, to R\$ -430.3 million, in 2020; an increase of 28.7%.

NET RESULT

In 2020, the net result was R\$ -203.8 million, representing an improvement of 48%, compared to the R\$ -391.6 million in 2019. The net margin increased by 3.9 p.p., from -5.9% in 2019 to -2.0% in 2020.

CASH MANAGEMENT

CASH GENERATION

We ended the year with cash generation of R\$ 305.7 million. The evolution is associated with the continued growth of the Marketplace and the constant gain in efficiency of the 1P operation, with a focus on curating the assortment to maximize results.

With a business model that generates cash, we entered a new growth path for B2W Digital, with investments estimated at R\$ 5 billion, with R\$ 4 billion in resources from the capital increase of the previous strategy (2017-2019), and R\$ 1 billion of reinvestment of part of the Cash Generation in the coming years.

Through the strategy, we will be able to make acquisitions movements.

Our entire strategy will be carried out while maintaining a positive cash generation commitment and forecasting growth above the average of the top three players in the market.

As a way of capturing all the effects, cash generation or consumption is measured by the variation in net debt, always disregarding any resources from capital increase operations.

WORKING CAPITAL

Our working capital is calculated by adding the days of accounts receivable from customers (using GMV as a base) and days of inventory, less the days of suppliers, considering GMV and CMV in the last 12 months.

The improvement is a result of the strategy of integrating the 1P + 3P assortment, added to the purchase planning of merchandise, as well as the increase of the 3P's participation (marketplace) in

total sales, since the marketplace (whose credit card transactions are approved on B2W's platform and make up the gross balance of receivables) does not require working capital – B2W is only an intermediary and receives a commission on sales made.

ACCOUNTS RECEIVABLE

Our accounts receivable are mainly comprised of credit card receivables, net of the discounted amount, which have immediate liquidity and can be considered as cash.

In 2020, the amount amounted to R\$ 1,838.9 million, including the effects of the FIDC – Credit Card Receivables Anticipation Fund, a unique tool in the market, representing an important source of fundraising.

DEBT

We ended 2020 with a significant net cash position, totaling R\$ 5,290.5 million.

INVESTMENTS

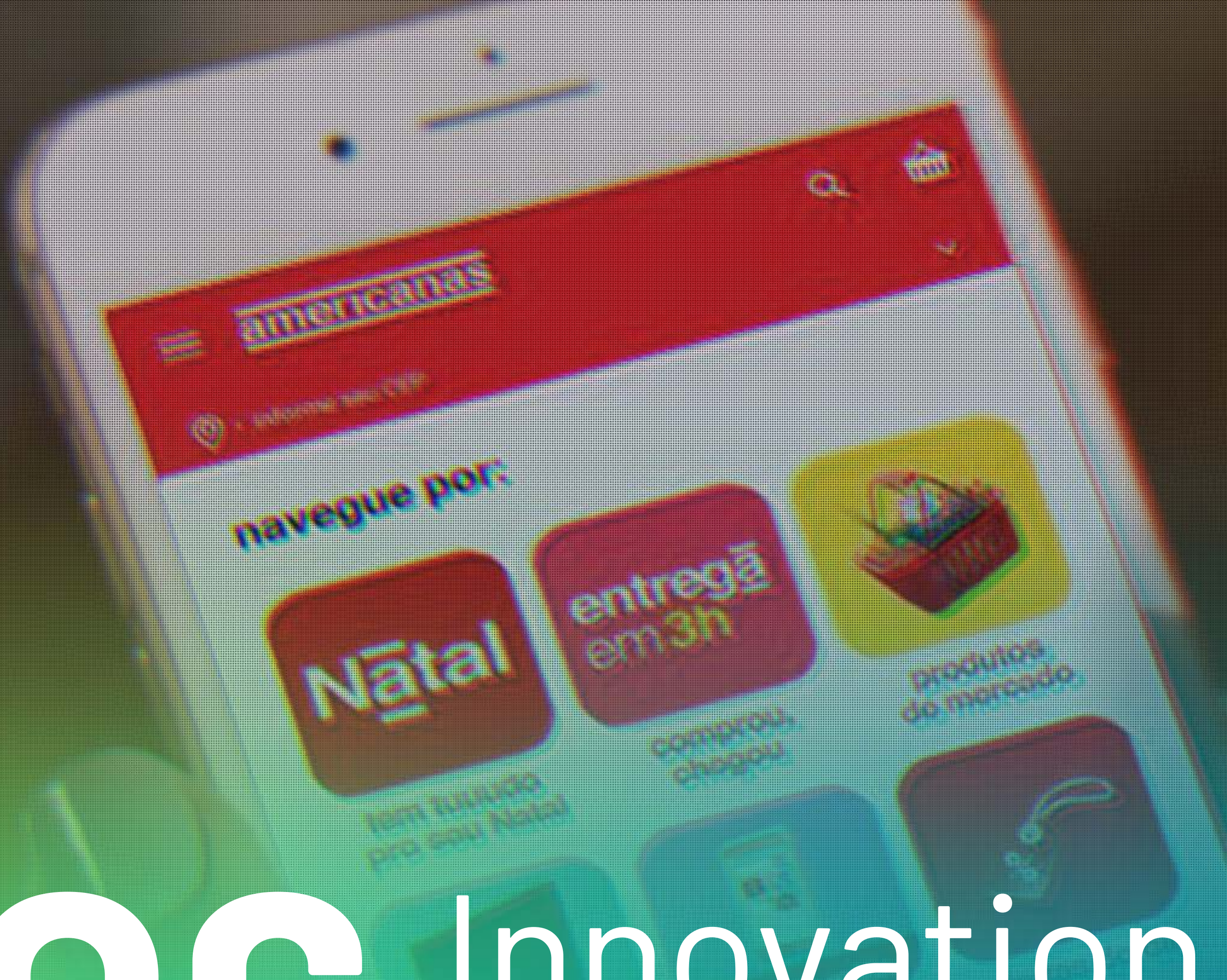
We prioritize the resources of our cash generation based on investments that present the best returns for shareholders. Accordingly, in 2020, investments, including CAPEX, totaled R\$ 698.3 million, representing 2.5% of GMV Total.

FIND OUT THE DETAILS OF OUR INCOME STATEMENT AND BALANCE SHEETS AND THE COMPLETE FINANCIAL STATEMENTS AT:

ri.americanas.com/en/investor-information/download-center/



06 Innovation in Evolution



OUR SUSTAINABILITY STRATEGY

GRI 102-12 | 102-13 | 102-15 | 102-40 | 102-42 | 102-43 | 102-44 | 102-46 | 102-47

Our positive impact guides the promotion of our sustainability strategy in a collaborative manner with stakeholders, in line with the United Nations Global Compact (UN) and the 2030 Agenda to achieve the 17 Sustainable Development Goals (SDGs).

For the development of actions according to the Environmental, Social, and Governance (ESG) pillars, we prioritize five SDGs:

E We encourage initiatives to reduce and offset GHG emissions and maintain our carbon neutral operation for the second consecutive year. Find out more about combating climate change on page 84.

S In partnership with the Sustainable Amazon Foundation (FAS), we carry out actions in the communities and encourage the Jirau da Amazônia marketplace. We also provide education incentives for more than 65,000 students and 4,000 teachers in dozens of projects. Find out more about our social relevance on page 52.

G We continue with the commitment to seek Company B certification.



Pacto Global
Rede Brasil

MEET OUR PRIORITY SDGS:



We contribute to the access to education of our team through qualification and training programs, and the granting of scholarships that increase the education of our members.



We recognize our great potential to contribute to gender equality by being a major employer and having careers focused on technology, where the SDG points to a challenge for equality.



As a major generator of direct and indirect jobs in its broad value chain, we have a relevant role in promoting respect for labor laws and economic development for associates.



We are one of the largest retailers in the country, with millions of customers and a unique capillarity in Brazil. For this reason, we focus our efforts on reducing social inequalities with the development of communities and local professionals.



Faced with the global challenge of climate change, we monitor the direct and indirect emissions of the business and promote a continuous reduction of greenhouse gases through innovative processes.

OUR STRATEGIC MATERIALITY

GRI 102-49 | 103-1 | 103-2 | 103-3

We maintain a continuous research process to understand which are the priority (material) themes, that is, capable of generating risks or opportunities for the business or from our actions.

Aligned with the strategy of our parent company, Americanas, in 2020 we followed a methodology based on three stages: first, the main stakeholders were identified based on the mapping of the value chain.

In the second stage, research was carried out based on the priority themes for the main market mechanisms for global sustainability: Corporate Sustainability Index (ISE), Dow Jones Sustainability Index (DJSI) and Sustainability Accounting Standards Board (SASB).

To conclude, we prepared a sectorial benchmark with the main global retail players, according to the DJSI's 2020 ranking.

After identifying the priority themes for the sector and the influence exerted by each audience, we crossed the data to define the strategic pillars of B2W Digital in the next three years (2020-2022).

As a result of the materiality study, we developed the concept of sustainability that guides this Report: Evolutionary Innovation. The concept is divided into three pillars: **" + Development"**, **" + Excellence"** and **" + Eco-efficiency"**, with nine aspects, described below:

Learn more about the limits of material aspects on page 110.

CONCEPT

INNOVATION IN EVOLUTION 2022

PILLARS

+ Development

+ Excellence

+ Eco-efficiency

ASPECTS

Excellence team
(unites attraction, retention and diversity)

Social relevance
(unites private social investment and social development of communities and small businesses)

Responsible suppliers
(chain compliance)

Ethical conduct

Fostering innovation

Secure and satisfied customer
(combines satisfaction, cybersecurity and privacy)

Sustainable and quality offer

Combating climate change

Reduced use of materials
(packaging and recycling)



SEE ALSO THE SUSTAINABILITY STRATEGY OF AMERICANAS UNIVERSE IN ITS ANNUAL REPORT:

ri.americanas.com/en/investor-information/annual-reports/annual-reports-lasa

+ Development

EXCELLENCE TEAM

GRI 103-1 | 103-2 | 103-3

PROFILE

GRI 102-7 | 102-8 | 401-1 | SASB CG-MR-330a.1 | CG-EC-330a.2 | CG-EC-330a.4

We trust the success of B2W Digital in the continuous work of the best tech team in Brazil.

We strive to attract and select the best talents, as well as to develop and retain our associates.

Throughout the year, we use technology in our changes to accelerate the digitization of internal processes. In this way, we remain close, even if physically distant.

Following the commitment to generate jobs, we generated more than 3,600 jobs, totaling 11,521 associates in 2020. Of these, 50.3% are women and 13% are from technology. Find out below the details of our Excellence Team:

WE ACHIEVED, FOR THE 2nd CONSECUTIVE TIME, THE GREAT PLACE TO WORK CERTIFICATION (GPTW)

Also as a way to be faster and more assertive in making decisions with our associates, internally we conduct weekly climate surveys.

Called Pulses, these surveys had an average satisfaction score of 87.2 in 2020.

LEVEL	MEN	WOMEN
Board of Directors	08	01
Management	179	115
Coordination	256	205
Technical/Supervision	1,321	1,163
Administrative	417	765
Operational	3,443	3,299
Apprentice	57	209
Intern	43	40
Total by gender	5,724	5,797
Total members	11,521	



+ OF 11 THOUSAND ASSOCIATES

10,781 permanents
740 temporaries

Of these, **1,116** hired in 2020, totaling a hiring rate of 26,04%¹.

50.3%
of the associates are women.

They hold **38.16%** of leadership positions² and **46.45%** of the junior leadership³.

LEADERS formed based on People Analytics and **partnerships** with the best Universities;

62% of job openings filled by **internal candidates**;

13% of our associates are from **technology**. Of these, 35% are women.

NEW HIRED ASSOCIATES²: BY GENDER

	NUMBER OF HIRES	HIRING RATE
Men	626	30.40%
Women	490	29.54%

BY AGE GROUP

Less than 30 years	626	35.98%
Between 30 and 50 years	478	25.33%
More than 50 years	12	13.19%

BY REGION

South	50	64.94%
Southeast	967	28.12%
Midwest	11	84.62%
Northeast	69	42.86%
North	19	67.86%

TURNOVER: BY GENDER

	2020
Men	12.47%
Women	9.55%

BY AGE GROUP

Up to 18 years	0%
19 to 34 years	12.60%
35 to 60 years	8.13%
More than 60 years	0%

BY REGION

South	12.50%
Southeast	11.46%
Midwest	0%
Northeast	6.33%
North	0%

¹ Figures without considering the operational staff, which represents 41.48% of B2W Digital's total associates.

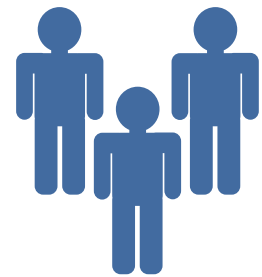
² Considering board and management positions.

³ Considering coordination and technical/supervision positions.

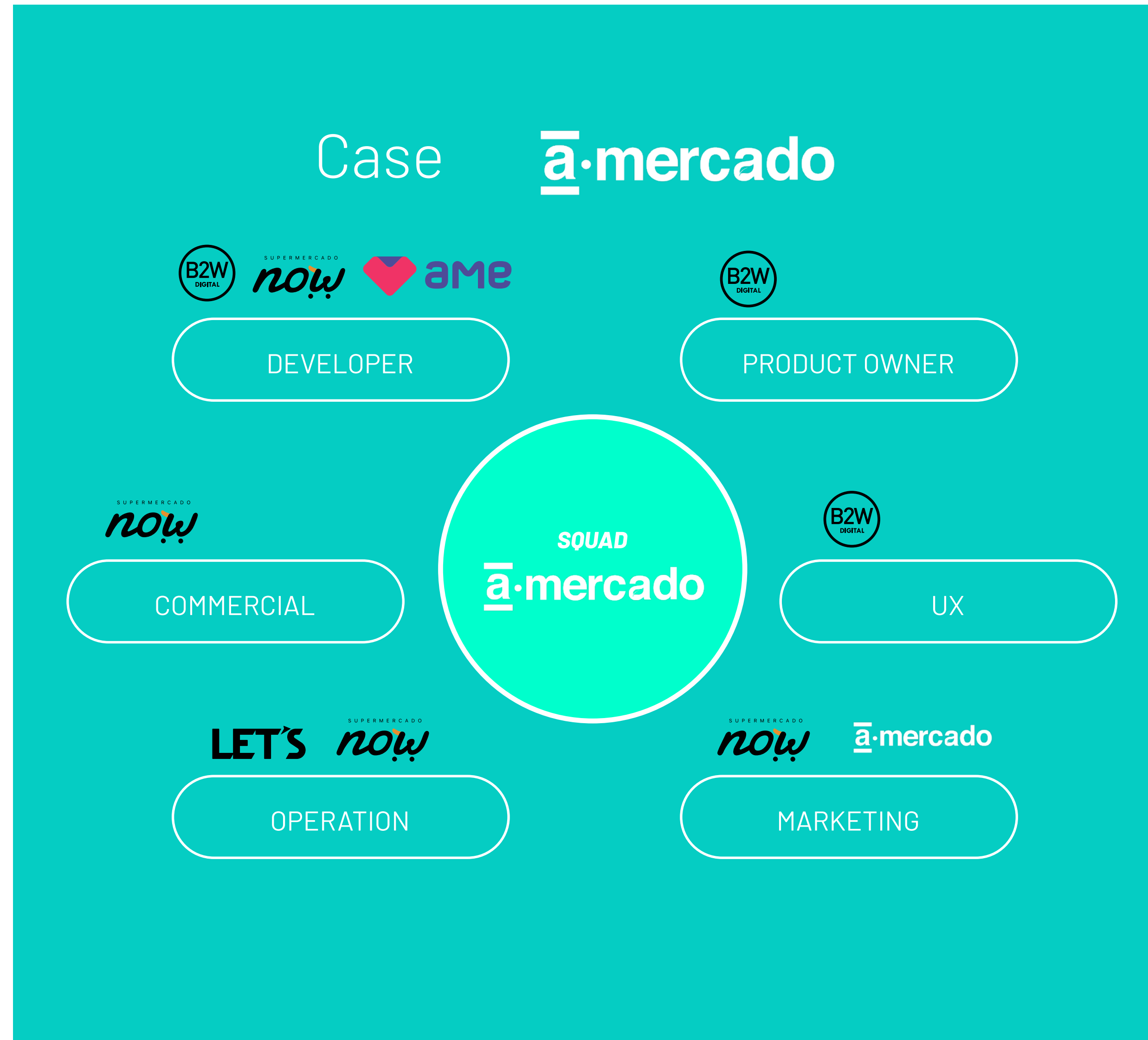


SQUAD MODEL

Another differential of our team is the work using the squad model. Characterized by multidisciplinary working groups with specialists in each project, the organization makes it possible to accelerate results and enhance the quality of deliveries. Know the details of the model on the side:



MODELO DE SQUAD



RESULTS



as a means of payment. Find out more on page 68.

Launch of **a·mercado**

Find out more on page 14.

More autonomy for the team.

8x growth in GMV

Find out more on page 31.

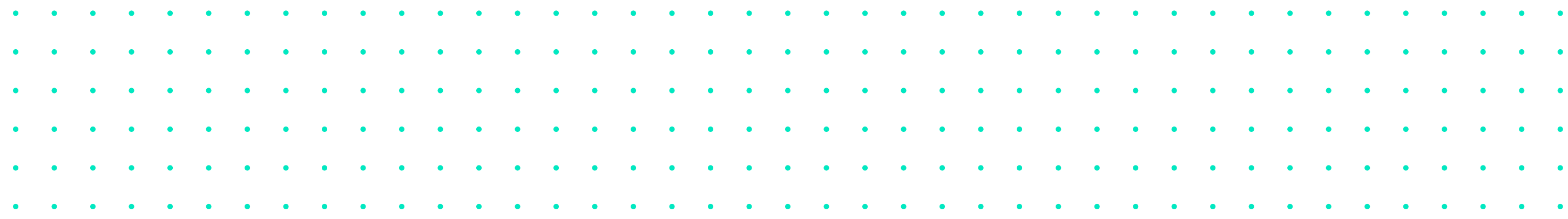
DIVERSITY

GRI 405-1 | 406-1 | SASB CG-MR-330a.1

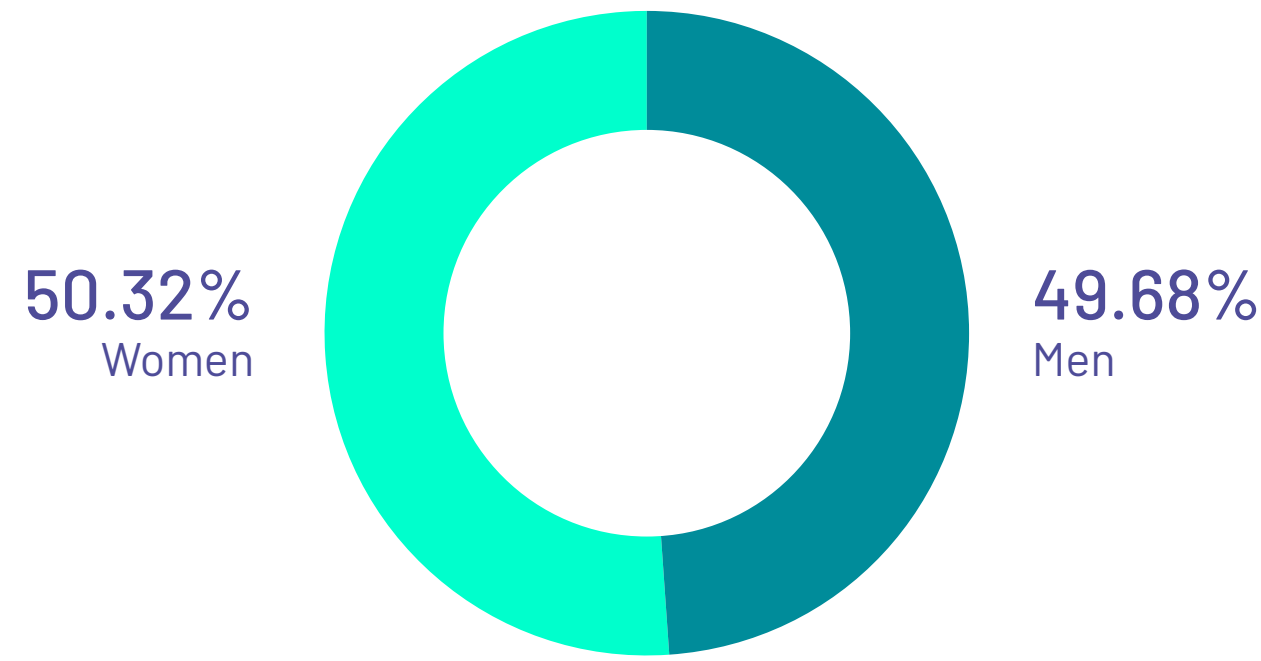
We value a welcoming work environment, guided by diversity, and we believe that this represents one of the pillars of our success. For this reason, we reject any type of discrimination based on gender, race, social class, or geographic and cultural origin in our offer of opportunities and in the definition of compensation.

In addition to the priority SDGs, we are signatories, together with our parent company, Americanas, of three voluntary pacts to promote diversity and equity at B2W Digital and in our value chains. Find out more on pages 80 and 81.

As proof of the evolution in our initiatives on the subject, in 2020, we did not have any case or monetary loss from discrimination lawsuits at B2W Digital.



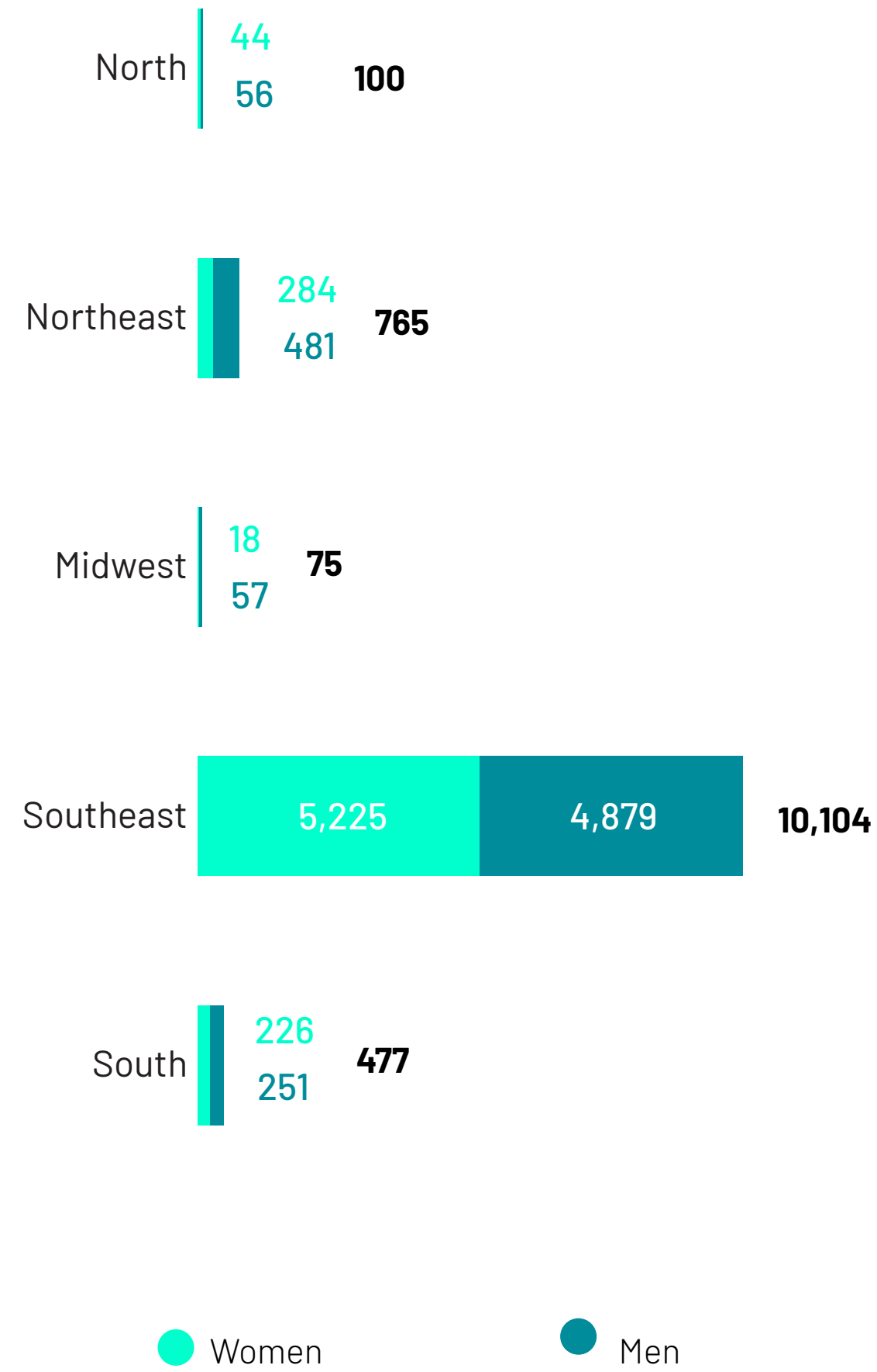
DIVERSITY BY GENDER



DIVERSITY IN SENIOR LEADERSHIP



ASSOCIATES BY REGION OF THE COUNTRY



DIVERSITY BY AGE¹

Up to 18 years	2.20%
19 to 34 years	73.68%
35 to 60 years	23.83%
More than 60 years	0.29%

DIVERSITY BY COLOR/ETHNICITY² (SELF-DECLARED)

Asian	2%
White	38%
Indigenous	1%
Brown	37%
Black	15%
Not Declared	7%

DIVERSITY BY OTHER GROUPS (SELF-DECLARED)

PwD ¹	2.94%
Other genders ³	1.1%
Non-binary gender ²	0.1%

¹ Considering 100% of the associates.

² Considering the total of 7,836 respondents to the GPTW survey, which represents 68% of the total number of associates.

³ Gender fluid between the female and male spectrum. The data considers the total number of respondents to the GPTW survey, which represents 68% of the total number of members.

COMMUNICATION

We want to encourage diversity in the daily lives of our associates. We aim to be an excellent place for everyone to work and, therefore, we adapt our internal communications, aiming at inclusion and collective participation. Our calendar of actions addresses various themes and communication formats, worked on throughout the year.

INITIATIVES

Women in technology



Developed to increasingly diminish the traditional gender gap in the technology environment, **Women in Technology is 100% made by women and for women.**



Throughout the year, we held several events and Meetups, and raised questions about "What is it like to be a woman within technology?". We also have groups in the Workplace and we offer exclusive places for women, on the B2W for Women platform.

FIND OUT MORE IN:

b2women.gupy.io/



PwD inclusion



This year, we continued our attraction and selection program for people with disabilities (PwD), the **Somar Program**; and we participated in Egalitê, a digital fair focused on PwD inclusion.

Altogether, 101 PwDs joined our B2W Digital excellence team, totaling 339 PwDs, considering LET's B2W, ST, B2W and BIT, which represents 2.94% of the total staff.

In addition to hiring and developing PwDs, during the year, we also carried out awareness and engagement actions with other associates to ensure an increasingly inclusive work environment.

In 2020, we also held **Somar Tech** 100% online at B2W Inovação and Tecnologia (BIT), our headquarters in São Paulo.

With the program, which intends to be expanded in 2021, we enable selection processes that are increasingly inclusive, in order to attract professionals from different areas and worldviews to B2W Digital.



ATTRACTION AND SELECTION

Rapidly expanding in recent years, B2W Digital maintains full attention and is dedicated to always attracting the best talents who identify with the "Way to Be B2W".

As a result of adapting our business model to the consumption changes seen in 2020, we have also adapted our process of attracting talent with different skills.

TALENTS HIRED IN 2020¹

134
new talents, **26.87%** of
which are technology

68
interns

18
Trainees¹, of which:
61% women
39% men

31
Summer job
participants

¹Process carried out in 2020 with admission in Jan/21.

As a reflection of the Covid-19 pandemic, we have restructured our talent attraction programs to make them 100% digital. In this way, we guarantee the safety of both parties, in addition to expanding our diversity numbers, opening doors for professionals from all over Brazil.

The technology and algorithms made it possible for our recruitment processes to be carried out 100% through games, and with intense leadership participation.

BEGINNING TOGETHER

B2W Digital's Young Apprentice program inserts young people into the job market through the development of technical and human experiences in different areas and cities in the country. Participants experience job rotation, experience different areas and receive training for personal and professional development.

Of the positions that require professional training, we had a 5% participation of members eligible for the program.

INTERNSHIP PROGRAM

We have two internship programs: **B2W Tech**, aimed at university students with greater aptitude for technology, and **B2W Internship** – carried out 100% online – for young people from different areas of knowledge. The initiatives hired, respectively, 24 and 44 students who experienced working in an innovative and fully digital company.

MASTER INTERNSHIP

The project, the result of a partnership between B2W and the UFSCar Computing Department, aims to encourage research and the exchange of knowledge between the academic and corporate environments.

This is the first research project focused on the evolution of the Apache Marvin platform and, in 2020, it included professors and master students of the educational institution.



TRAINEE PROGRAM

With more than 25 thousand subscribers and 18 hired from all over Brazil, the process was carried out entirely online, with the intense participation of leaders and stages carried out through interactive games.

The new methodology allowed us to have a fluid and fun process for everyone, in addition to increasing the area of operation of the program for several cities in the country, previously concentrated only in Rio de Janeiro (RJ) and São Paulo (SP).

To make the program even more inclusive, we removed the need for English as a prerequisite, and made it possible for professionals from all courses to participate in the selection.

Those approved went through job rotation and received training in method and management, including the Green Belt training, which aims to develop improvement projects for B2W Digital.

NEW TALENT PROGRAM

Unlike the Trainee program, the New Talents Program selects recently graduated professionals already qualified to work in specific areas of B2W Digital. In this way, we accelerate the training so that they become future leaders in the Company. In 2020, 612 new talents were hired by the Program.



NEW TALENTS MASTER'S PROGRAM

The program seeks high potential professionals with a master's degree already completed to work in LET'S, initially as project coordinators. The four selected from 2020 undergo intensive training and monitoring, acquiring training to become future executives of the Company.



THE DEV'S HUNT

A program based on an intense and dynamic selection process, The Dev's Hunt presents the main vacancies at B2W Digital and selects the best talents in a single day. During the year, two editions were held.



SUMMER JOB¹

National

With the selection process carried out completely online in 2020, the program lasted from four to eight weeks, during the summer vacation of 22 students from renowned national colleges.

Those selected worked with our associates in different areas, in addition to receiving training in soft and hard skills to work on relevant projects at B2W on several fronts of our business.

International

The program has the purpose of attracting Brazilian students who are studying undergraduate or graduate courses at universities abroad (United States and Europe). This year, nine young talents immersed themselves in our business for six weeks in areas such as O2O and finance.

The objective is to stimulate solutions with a view to innovation, technology and to promote the exchange of knowledge.



¹Process carried out in 2020, with Summer's admission in Jan/21.

PARTNERSHIPS WITH EDUCATION INSTITUTIONS

We believe that the partnership with educational institutions is an important channel for attracting new talents, in addition to reinforcing B2W Digital's Employing Brand in universities and in the market.

Thinking about it, in the last years, we made a project to define our Associate Value Proposition (EVP – Employee Value Proposition) and, in 2020, we expanded our performance with online participation in more than 160 university events, in addition to classes and training conducted by our associates.

We also participate in major recruitment fairs and academic weeks at universities across the country. Thus, we increased the exchange of experiences and established ourselves as a good place to start a career with opportunities in several areas.



In September we participated in *Afropresença*, an event focused on the **empowerment and inclusion** of young black women and black university students in the job market.

We also participated in the "Human Resources" panel, which discussed the role of HR in promoting inclusion and diversity within companies.



B2W Digital Integrated Projects

We support Hackeng 2020, held at the Integrated Engineering Week at PUC-Rio, to develop solutions for the growth of the Americanas Mercado. We were the sponsors of the XXV Programming Marathon of the Brazilian Computer Society (SBC). We participated in the 23rd edition of the USP São Carlos Computing Week (SEMCOMP) and in the Programming Challenge at the Federal University of ABC (UFABC). We support the sixth edition of the Brazil Conference at Harvard and MIT – 100% online and also HackBrazil, an innovation and technology competition.



Digital LABs

Since 2014, we have had Digital LABs, collaborative spaces created in partnership with renowned educational institutions, such as the Massachusetts Institute of Technology (MIT) and Harvard University, which aim to develop disruptive projects, bringing us closer to the greatest centers of excellence in digital technology in the world.

As a result, we create solutions to make customers' shopping experience even more convenient, whether in physical stores, in digital stores, or in the integration between the two platforms.

We also have offices called BITs (B2W Innovation and Technology), where more than 1,500 software engineers are constantly experimenting with new approaches and tools that provided the creation of solutions for the Americanas Universe, described below:

- **Ame Go** – Americanas autonomous store;
- **Ame Scan & Go** – a payment method in which the customer buys the product in physical stores by scanning the product's barcode;
- **Self-Checkout** – installation of autonomous checkout equipment in physical stores;

- **Store Mode** – offers from physical stores in the app;
- **Sales via WhatsApp** – sale of products from physical stores via WhatsApp with delivery to the customers' homes or pick-up at the store.

Throughout the year, we developed and encouraged several projects related to innovation and research. The highlights are described below:

- **Massachusetts Institute of Technology (MIT):**

MIT Horizon: The Americanas Universe has access, exclusively in Latin America, to the MIT digital library. Emerging technology content, including articles, videos, podcasts, online events, and recommended courses, all frequently updated by the institution, help executives, students and professionals of large corporations.

MIT Scale-up: participation in an exclusive event for members of the Industrial Liaison Program (ILP), a partnership program between MIT and corporations around the world, which aims to bring companies closer to the startups incubated at the Institute. We identify business opportunities that are being developed internally.

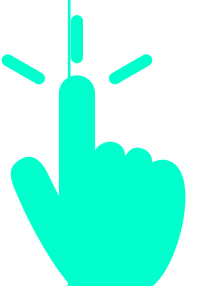
- **PUC-RIO:** Webinar and Workshop with our statistical analysis laboratory Dlab. More than 250 people signed up. Participation in the Brazilian Capital Markets Congress with the panel "The Impact of Artificial Intelligence on the Economy".
- **Projects carried out with students from USP, UFRJ, CEFET, San Diego University, University of Illinois, University of Indiana,** among others, supporting business areas in developing opportunities.
- **Case competition with 46 students from eight universities, from Brazil and abroad,** to promote the development of solutions to real challenges for the Americanas Universe.

DISCOVER ALL THE GATEWAY TO THE AMERICANAS UNIVERSE AT:

lasa.gupy.io/

carreiras.b2w.io/

boards.greenhouse.io/amedigital?gh_src=27927b6d2



ASSOCIATES DEVELOPMENT

GRI 404-1|404-2

B2W Digital, as a technology and innovation company with an intense growth rate, is constantly focused on evolution through the development of its associates.

We know the need for trained professionals and multipliers of our internal culture. For this reason, we have several training and career development initiatives to enhance your evolution.

1,941 associates were promoted at all levels. Of these:



B2W Move

In 2020, we also launched our Corporate University, B2W Move. With all the courses migrated to the mobile platform, we added more than 65 thousand hours of training. See below some courses offered during the year:

This year, more than 300 associates were trained in the Lean & Six Sigma methodology, our Belts training (Yellow, Green, Black and Master Black Belt). In all, there were 8,624 hours of training.

Data Academy

Considered a major milestone for a Digital Company like B2W, the initiative trains associates in the language of data. In its first pilot class, in 2020, we had the participation of 27 associates and 36 hours of training. The intention is to expand the offer of vacancies for associates in all areas in the coming years.

LBA (Leadership and Business Academy) Program

Held since 2013 in partnership with HBS (Harvard Business School), the program is geared towards the development of our leaders and taught by Professor at Harvard University, Boris Groysberg.

In 2020, our leaders continued to interact with the teacher at a distance, which resulted in the unfolding of our three growth horizons.

Manager Development Program (PDG)

An initiative that continuously prepares B2W's leaders, the PDG had the participation of more than 350 managers at all levels, in 2020. The construction is carried out reinforcing the understanding of their role, the impact of their actions on the followers and, consequently, on the Company.

Onlets

To keep empowering the leadership in LET'S, even during the pandemic, we started Onlets, an online development program that encouraged the change of routine in remote work as something positive to generate opportunities and continuous learning.

In all, 861 LET'S managers participated in the program, totaling 64 hours of workshops in 32 meetings over three months.

A look at technology

Launched in 2019, **BIT Tech Week** is an event for the exchange of knowledge of technology and innovation among members to create spaces for technical development internally.

Over the course of a week, more than 900 subscribers, all from the Company's technology areas, participate in training, lectures and workshops, all broadcast live.

This year we continued the **Meetup** rounds. Completely adapted to digital, the informal meetings are rich in exchanges of experiences and information on specific topics, integrating technology professionals with the other associates of the Company, providing a moment of networking between the two worlds.

After expanding the program, we ended the year with 36 meetups held with associates from all over Brazil, totaling 2,700 participants.

Retail College

Through the B2W Fellow Program, we support the academic training of members and cover 80% of tuition fees in postgraduate, MBA and Master courses, in addition to enabling discounts on tuition from B2W partner educational institutions.



Constant dialogue

B-TALKS

Innovative event created in 2019, B-Talks adopts the talk show format to share knowledge and promote debates between leaders and associates, also acting as a way to present and integrate areas and people. In 2020, we held six B-Talks, with the participation of 1,430 members.

GIRO 360

The initiative aims to present, on a weekly basis, the various areas of the Company to members through live broadcasts.

REPLICA B2W

Launched in 2020, the program aims to promote knowledge and experiences among members, in addition to stimulating the development of the skills of our Replicators, which were developed in Train the Trainer and in public speaking, being prepared to conduct training with the associates.

5ª ÀS 5

Initiative that generates high engagement among members, 5ª às 5 also followed the normal schedule in 2020, with adaptation to digital. The organization is entirely made up of the associates, who have full freedom to choose various topics, without interference from senior management.

The weekly meetings address topics such as technology, safety, health, diversity, among others.

TALENT RADAR

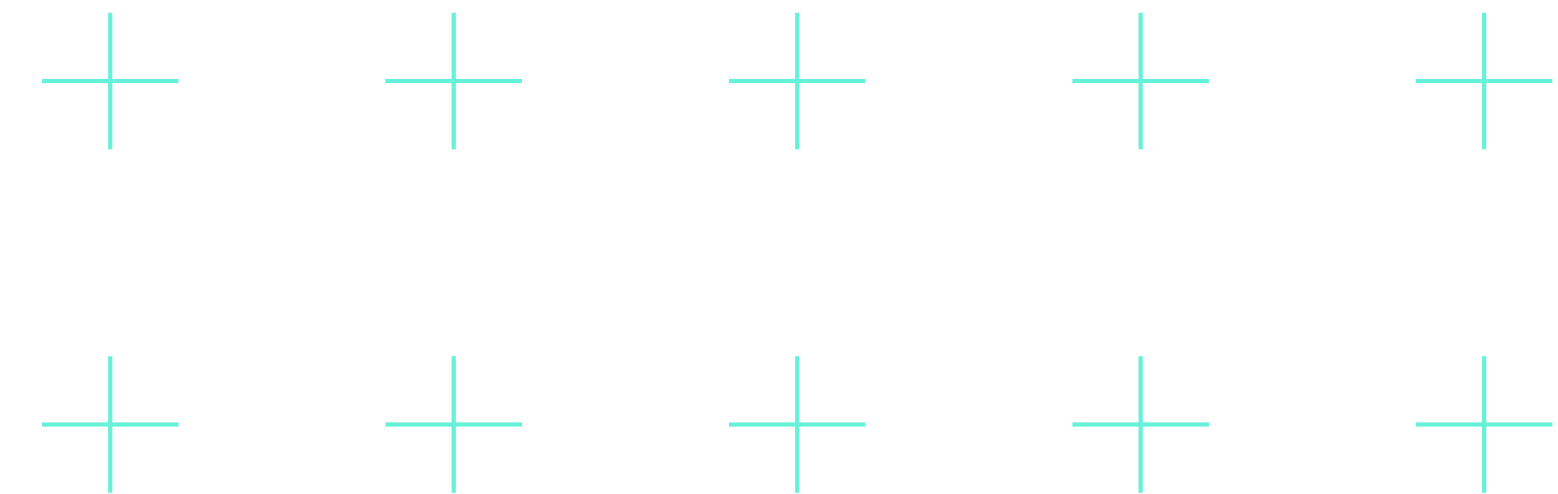
With the objective of directing actions to develop internal talents, according to the profile of each associate, the program is highly relevant for the creation of future B2W leaders.

Since the beginning, more than 500 managers have been mapped according to their level of competence and readiness to take on new challenges. First applied to the technology team, more than 600 associates were mapped in 2020 alone.

PERFORMANCE MANAGEMENT

Launched in 2020, our performance evaluation model includes a study of the periodicity of the evaluations, the methodology to be applied and the Individual Development Plan models for each member.

For the managerial level, we apply an annual performance assessment that, in addition to the formal monitoring of the People & Management team, also has the support of assessment tools, DISC, among others that assist in the mission of stimulating the performance of its staff members and plan their development according to the objectives and competencies of the area.





ASSOCIATES' HEALTH AND WELL-BEING

GRI 102-15

The year 2020 was marked by many challenges, lessons learned, and transformations. One of them was the rapid adaptation of a portion of the office team to the remote model and physical distance during their day-to-day activities. To soften the impact and bring people together, we have adapted several of our engagement actions to the digital environment.

Whether it was big celebrations like Black Friday – which had thousands of members connected via zoom at the same time – or our virtual workplace exercise, the watchwords were inclusion and connection.

We also take some of the work environment to the associates' homes – including sending onboarding kits, equipment, and office chairs; and the use of Workplace as an official communication tool, which was enhanced and updated with constant news and live streaming.

Guided by our Health, Safety, and Environment Policy, we expanded the actions to guarantee the safety of the work environment, whether in person or remote, and we provide all the support for associates who are away due to the virus, or any other fatality.



JUNTOS SOMOS,
MAIS SAÚDE

Through the Juntos Somos Mais Saúde, launched in 2019, we created a new support network with more than 120 professionals who provide assistance to suspected and confirmed associates by Covid-19. The work is done in two pillars:

1 PREVENTION

- Since the beginning of the pandemic, we have intensified internal communication – through posts in the Workplace, Guidance Booklets, and Videos – to prevent Covid-19;
- Incorporation of home office for 80% of office associates, be they administrative, or risk group of our operations;
- Weekly training of associates in stores to create **health agents** capable of providing information to the team and ensuring a safe and healthy work environment;
- Constant and large-scale testing for associates at the facilities of Americanas Universe, whether in offices, or in support points of physical stores;
- 100% of the associates from the risk group, including pregnant women, are away since the beginning of the pandemic.
- 100% of the extra staff of store associates hired for the end of the year were tested before the work started, totaling more than seven thousand people;
- Adaptation of facilities to ensure the safety of members, such as: mandatory use of a mask, temperature measurement at the entrance, marking the floor with minimum distance between members, partitions installed in the cafeteria and separation of tables. We also intensified hygiene actions, such as disinfection of common areas, distribution of hand sanitizer and intensified cleaning.



2 TREATMENT

- Creation of emergency assistance: free provision of a health plan for 60 days for members associated with Covid-19;
- Daily monitoring by the medical team to follow the evolution of the condition;
- Monitoring of hospitalized associates with specialists;
- Deliveries of breakfast hampers to members' homes in isolation as a form of care and humanization.



To monitor the effectiveness of our positive impact in combating the pandemic, we incorporated questions about Central Covid's performance into the weekly engagement survey and achieved results above the internal average.

In addition to working to combat the pandemic, we have also developed other initiatives to ensure the health and well-being of members. Find out below:

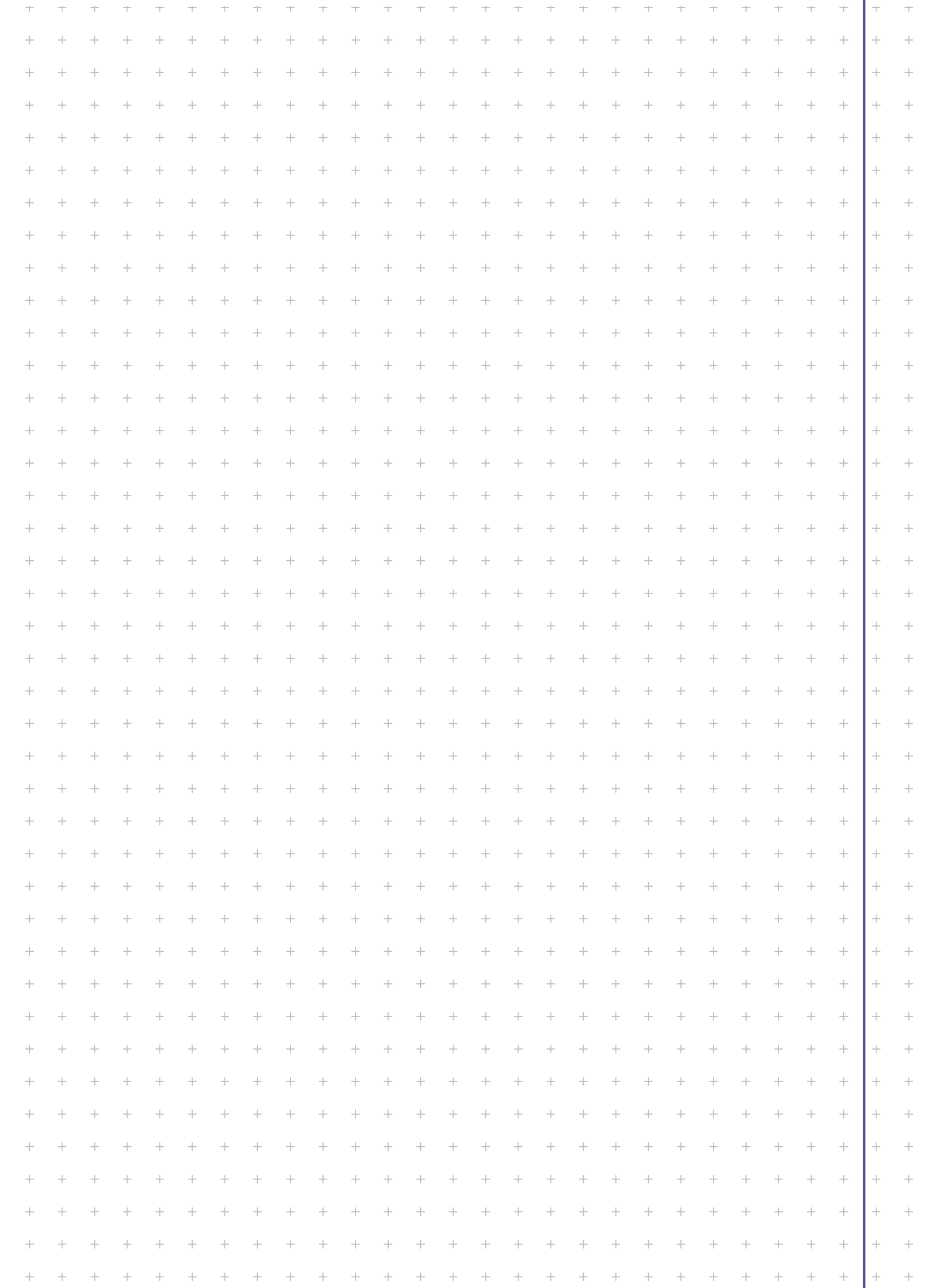
World Health Day

Celebrated on April 7, we carried out an internal engagement campaign in the Workplace addressing issues related to physical, nutritional and mental health.

Health and wellness programs

We develop initiatives thinking about the well-being of our associates and their loved ones. With that in mind, we maintain high rates of return after maternity and paternity leave (learn more on page 104).

We provide daycare aid to 100% of female associates with children, in accordance with applicable legislation in 2020.





SOCIAL RELEVANCE

GRI 103-1 | 103-2 | 103-3



**juntos somos
mais solidários**



In line with the Global Compact Principles and the UN Agenda 2030 SDGs, in 2020 we created the **Juntos Somos Mais Solidários Institute (JSMS)**, a voluntary and non-profit participation network.

With intense participation of top leadership and great engagement of associates, suppliers, and partners of the Americanas Universe in the actions carried out – whether individuals or companies that are interested in contributing

–, the Institute invested more than R\$ 74 million in donations, in order to collaborate and to develop an increasingly sustainable and balanced society.

During the year, our associates participated voluntarily in the actions. As a result, the Institute was careful to act in a personalized way to meet the specific needs of each region of the country and, with this, to maximize the impact of donations made in the fight against the pandemic.





PRIVATE SOCIAL INVESTMENT

GRI 203-1 | 413-1



Donations

We are aware of our impact on society and we work tirelessly with donations to several partner institutions. In 2020, we invested R\$ 74,326,160.48 in initiatives described below:

To promote a special Easter for children of partner NGOs, we donated three million Easter eggs, benefiting more than 190 thousand children in more than 1,400 institutions, communities and hospitals in 540 cities in the country; and 12 thousand boxes of chocolate for World Vision, in Espírito Santo (ES).

During the winter, we collected more than R\$ 13,000 from associates to carry out a Warm Clothing Campaign, benefiting more than 450 people; and

we impacted more than 1,900 people with blankets donated in the Winter Solidarity Campaign.

In August, we supported the celebration of Dream Day, held by the NGO Sonhar Acordado. For the “Festa na Caixa” event, we sent 2,400 units of treats and activities to the home of the children served by the project so that they could enjoy the live produced by the NGO. Members were also invited to contribute with donations to the NGO through the Ame app.

On Children’s Day, we donated 460 toys to the Livro nas Praças project, helping to make the date even more special for the children served by the initiative.





ACTION IN THE FIGHT AGAINST THE PANDEMIC

Vaccine factory

Through a partnership with other private companies, we invested in adapting the structure of a vaccine factory at Covid-19 in Bio-Manguinhos, donated to the Oswaldo Cruz Foundation (Fiocruz) in Rio de Janeiro (RJ). We also invest in the acquisition of equipment and other infrastructure.

AÇÕES EM 2021

We donated **R\$ 5 million** for the construction of the vaccine factory of the Butantan Institute, in São Paulo, which will have the capacity to produce up to **100 million** doses per year, not only of the vaccine against Covid-19, but also of other immunizers manufactured by Institute.

The works, which started in November 2020, are expected **to be delivered in the second half of 2021**.

Field Hospital

Construction of the Lagoa-Barra Campaign Hospital to serve patients from the Unified Health System (SUS) in Rio de Janeiro. In all, the partner companies invested R\$ 45 million in 200 beds – 100 in the ICU – in addition to generating more than one thousand direct and indirect jobs.



Pacote do Bem

Through the Pacote do Bem campaign, by União BR, we made donations to the following states: two tons of hand sanitizer to Pará; a ton of hand sanitizer and 30,000 surgical masks for Amazonas; 40 thousand N95 masks for Pernambuco; and 40 thousand N95 masks for Alagoas.



We donated R\$ 64 thousand in tests for detection of the Covid-19 virus and R\$ 100 thousand in supplies and logistics for the Resex Residents Association in Rio Iri (AMORERI).

SOS Acre

We carried out the SOS Acre campaign in which we donated R\$ 200,000 to the State of Acre with the Public Ministry.

We encourage donations to the SOS Acre and Respira Xingu campaigns through the superapp Ame, in which each real donated by customers is doubled by the Americanas Universe.



Personal Protective Equipment (PPE)

Investment of R\$ 5.7 million to transport PPE to the Federal Government on two flights from China.

Logistics

We made R\$ 20 million available in logistical services to help the Government of São Paulo in the distribution of supplies: masks, thermometers, and adult diapers for public hospitals and communities in situations of social vulnerability.



Ajuda Manaus

We assisted air and land transportation of 63 oxygen concentrators, a mini plant, and 590 oxygen cylinders to the city of Manaus (AM) in partnership with the Sustainable Amazon Foundation (FAS) and Rede Brasil. In addition, we distributed more than 36 thousand triple non-woven fabric masks, hand sanitizer, PPE, and BPAPS.

Together with a coalition of companies, we donated six more oxygen plants through the Juntos pelo Amazonas initiative, which seeks to raise funds to fight the pandemic in the city.



Donations of essential items to NGOs

During the pandemic, we intensified our donations to NGOs through committed partners. For Ação Cidadania, we provided 50,000 basic food basket. We also donated one million units of water under our own brand Leven to the NGOs Ação Cidadania, Visão Mundial, and Unicef.

We contributed 1,800 diaper packs in Rio de Janeiro to Unicef and Retiro dos Artistas, and donated 35,000 baby clothes to União dos Moradores do Comércio de Paraisópolis. In this way, we ensured aid to the most distant and needy populations, guaranteeing investment traceability.



**BUSINESS ADVISORY
COUNCIL OF UNICEF**

In 2020, we joined the board formed by Brazilian leaders in order to seek independent recommendations to help the United Nations Children's Fund (Unicef) to build a better future for children and adolescents.



Supported projects

GRI 203-2 | 413-1

We are committed to generating business value based on collaborative actions. For this reason, as part of the internal culture, our associates are constantly engaged in the causes of sustainable development.

In 2020, we increased our investment in social projects, donations and cultural sponsorships that aim to develop society in different regions of the country, balancing the ESG pillars and reaffirming our commitment to the UN 2030 Agenda. Find out more details below:

LIVRO NAS PRAÇAS



In order to make literature increasingly accessible, the project provides free books to residents of Rio de Janeiro and São Paulo to borrow.



In 2020, the initiative made e-books and audiobooks available on social networks, and implemented Book Delivery, a new loan model that took 1,567 copies to the readers' homes.

We also performed face-to-face activities for 15 weeks of itinerancy, totaling 3,636 visitors, and participated in the Tiradentes Literary Fair (FLITI), providing 203 free loans.

GASTROMOTIVA



On behalf of Shoptime, we fostered a partnership with the NGO Gastromotiva to minimize the impacts of the Covid-19 pandemic, in addition to promoting the inclusion of people in situations of socioeconomic vulnerability through social gastronomy. We donated 977 household and kitchen items to the project and sponsored the creation of a Solidary Kitchen, providing 1,250 meals for about 100 families and drug addicts from Rio de Janeiro communities.

PARTNERSHIP WITH THE NGO HUMANITI



B2W Digital's partnership with the NGO HumanITI and the National Bank for Economic and Social Development (BNDES), promoted digital culture in 56 municipal schools in Osasco (SP) through the Connected Education Innovation Program, launched by MEC in 2020.



With the project, B2W Digital, which, since 2014, has maintained investments in technological inclusion initiatives, provides opportunities and autonomy to students and education professionals from the public school system in the country.

In all, 37,700 elementary school students and 1,700 education professionals were impacted in the distance learning process.

PROJECT GRAEL



A partnership between Americanas – a digital platform – with the Rumo Náutico Institute since 2016, the project aims to democratize access to sports practices, such as sailing, for young people in a situation of social vulnerability.



SMALL BUSINESS SOCIAL DEVELOPMENT

GRI 102-6 | 203-1 | 203-2 | 413-1

Sellers

In addition to the largest assortment available to customers, we understand that the development of our marketplace is also an important tool with a positive impact on the lives of small entrepreneurs.

With 40% of our small or microentrepreneurs sellers in 2020, we work tirelessly to leverage their sales and reduce the economic impact of closing their stores after the expansion of the pandemic in the country.

As differentials of the Marketplace, we offer sellers more traffic from B2W customers, in addition to the assistance of our experienced sales team, the convenience of our logistics solutions, and all other platform services. Find out more about our innovation initiatives on page 67.

SELLER CREDIT

We also provide other facilities for our 87,300 sellers that, in addition to leveraging business growth, enable a new source of financing that is more advantageous than traditional options in the market.

The **Seller Credit** service can be used as a payment method when hiring our advertising services at B2WAds (learn more on page 74), and at Americanas Empresas, our B2B relationship platform. In this way, sellers can make greater investment in media, and better purchase negotiations to replenish stocks, respectively.

During 2020, we launched three products:

- At the beginning of the year, we presented the **Crédito Flex**, allowing the seller to define a fixed percentage to be directed from his future sales with total flexibility and adaptation;
- In August, we launched **Crédito Flex Mais**, expanding the contracting of the service for online and offline sales made outside the B2W Marketplace platform, with the transfer made through credit and debit card machines;
- At the end of the year, we make available the **Crédito Parcelado Quinzenal**. The modality, like Crédito Flex, has amortizations every two weeks.

SELLER CREDIT IN THE PANDEMIC

To minimize the impacts of the Covid-19 pandemic, we expanded the base of sellers eligible for credit, and made it possible to renegotiate contracts, offering longer terms, reducing the value of the installment and treating, on a case-by-case basis, the best financing conditions.

In partnership with the fintech Money Plus, we provide small retailers with resources from the Emergency Credit Access Program (PEAC), launched by the National Bank for Economic and Social Development (BNDES).

LEARN MORE

about the solutions offered in the marketplace that allow the seller to focus on the chosen strategy, while we work tirelessly to enable the growth of the business in:

www.b2wmarketplace.com.br/v3/home





UNIVERSIDADE B2W MARKETPLACE



B2W Marketplace University is our platform for training marketplace tenants. With more than 300 courses in different formats, the materials allow different profiles to enjoy the benefits of selling in three of the largest Brazilian e-commerce.

More than eight thousand national and international sellers – approximately 29% individual microentrepreneurs (MEI) – were trained in 2020. This value represents a 34% growth in the number of trained sellers. Of the total, more than 1,200 were specifically trained to sell during Black Friday, totaling 23 hours of content.

COURSE FORMATS

- **Video classes** divided into modules to boost sales potential;
- **UNI chat** offers audio training, to teach in a practical and quick way.
- **Hora com Especialista** guarantees the sharing of tips from experts in retail, as well as the solution of doubts in live conversations with students.

PARTNERSHIPS

We also develop trainings with several partners, such as Sebrae, Mondial de La Bierre, Tiny, Nodis, Ideris, SGPWeb among others.

COMMUNICATION

Telegram is our new communication channel launched at the end of the year. There are three formats of daily content (audio, video and text) about online sales.



In 2020, the edition of the traditional B2W Summit was held entirely online, and had an extensive program addressing trends in digital business and technology, in addition to bringing together big names to the Tech stage in Brazil.

Among them, Summit Tech, was a series of free lives dedicated to the audience of developers, which addressed the main subjects of the area with technical content and practical experiences.

YOU CAN ACCESS THE FULL TRACK ON THE YOUTUBE CHANNEL:

www.youtube.com/playlist?list=PLxk-6Q2ML5nwNochZOCNumIPVQOQrunDDof



The 2021 edition continues with the same commitment, this time with a series of online meetings with relevant topics for those who live with innovation in their day-to-day business.

SUMMIT HACK

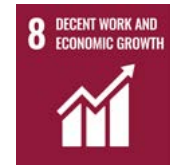
During the B2W Summit, we held the Summit Hack, a marathon of online challenges with more than 300 participants.

The goal was to find sustainable and innovative solutions for Americanas, Ame Digital and Supermercado Now, to build a vision of the future of the market.



americanas · social

GRI 203-2 | 413-1



Through Americanas Social, we provide specialized assistance to partner institutions with specialists closely monitoring the development of these tenants, providing the commercial and operational support needed on a daily basis; in addition to developing campaigns to generate visibility and increase sales of participating and sustainable products on Americanas' digital platform, with 100% of the profit reversed.

The project, which started last year with the Jirau da Amazonia, increased the number of partners in 2020, with the participation of the NGOs Orientavida, Costurando Sonhos, Ampara Animal, and Vocação.

In 2021, the expectation is to increase the product portfolio to expand the platform. Find out below:

JIRAU DA AMAZÔNIA

In partnership with FAS, we provide Americanas' e-commerce platform so that artisans and entrepreneurs from traditional and indigenous populations can sell their products throughout Brazil with 100% of the sale reverted to Jirau.

JIRAU
DA AMAZÔNIA



To celebrate Indian Day in April, all Jirau products from the Amazon had 50% cashback paying with Ame. As a result, we doubled sales compared to March, contributing to income generation in the communities.

In December we did the 1st live commerce of social projects with free shipping and sales success. As a result, we doubled sales compared to previous months.

COSTURANDO SONHOS

The project trains women in situations of social vulnerability and domestic violence. 180 community professionals started selling their products on Americanas – digital platform – with 100% of the profit destined for the project.

ORIENTAVIDA

This year, we started selling handmade decoration and clothing pieces, made by women from the Vale do Paraíba region, in São Paulo.

VOCAÇÃO

An organization that seeks to awaken and strengthen vocations in children, teenagers, and young people through learning and citizenship practices, professional training, and insertion into the World of Work.

AMPARA ANIMAL

AMPARA Animal helps around 450 independent shelters and protectors with various actions such as donation of feed, medicines and vaccines, which benefit more than 100 thousand animals per year, in addition to creating awareness initiatives about the animal abandonment scenario.

Know more details and meet the products at:
www.americanas.com.br/hotsite/americanas-social



RESPONSIBLE SUPPLIERS

GRI 102-9 | 102-10 | 102-15 | 103-1 | 204-1 | 308-1 | 308-2 | 408-1 | 409-1 | 412-1 | 414-1 | 414-2

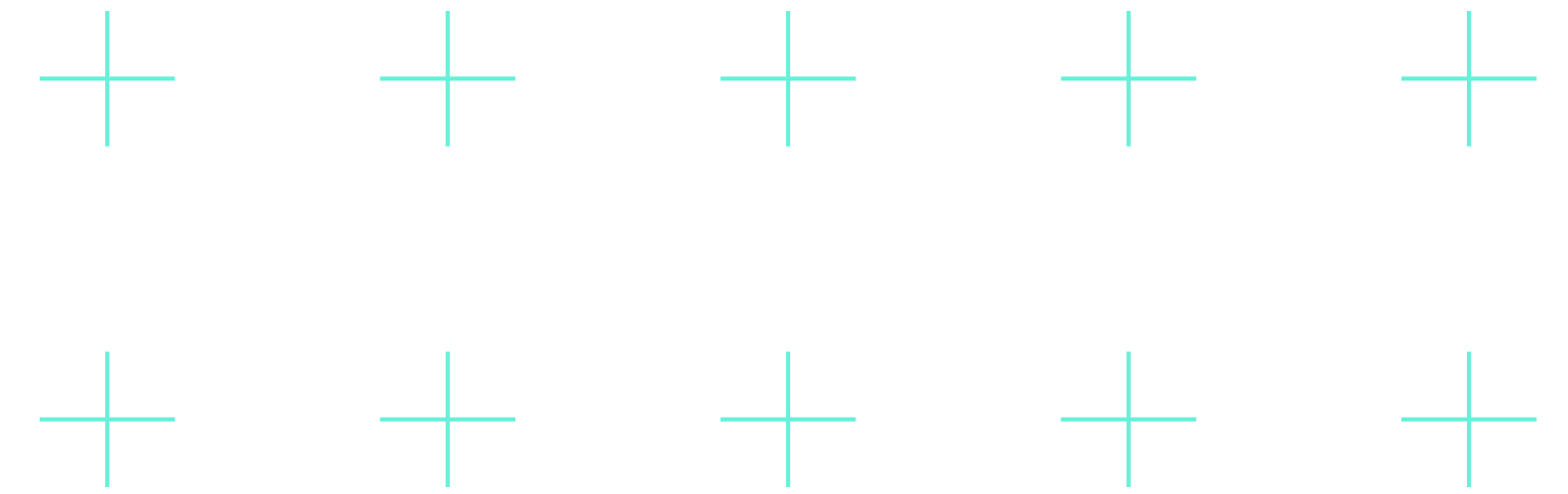
COMPLIANCE IN THE SUPPLY CHAIN

GRI 102-9 | 102-10 | 102-15 | 308-1 | 308-2 | 408-1 | 409-1 | 412-1 | 414-1 | 414-2

We have more than two thousand national and international suppliers to enable a varied assortment at B2W Digital. In 2020, R\$3,930.7 million were paid to our national suppliers.

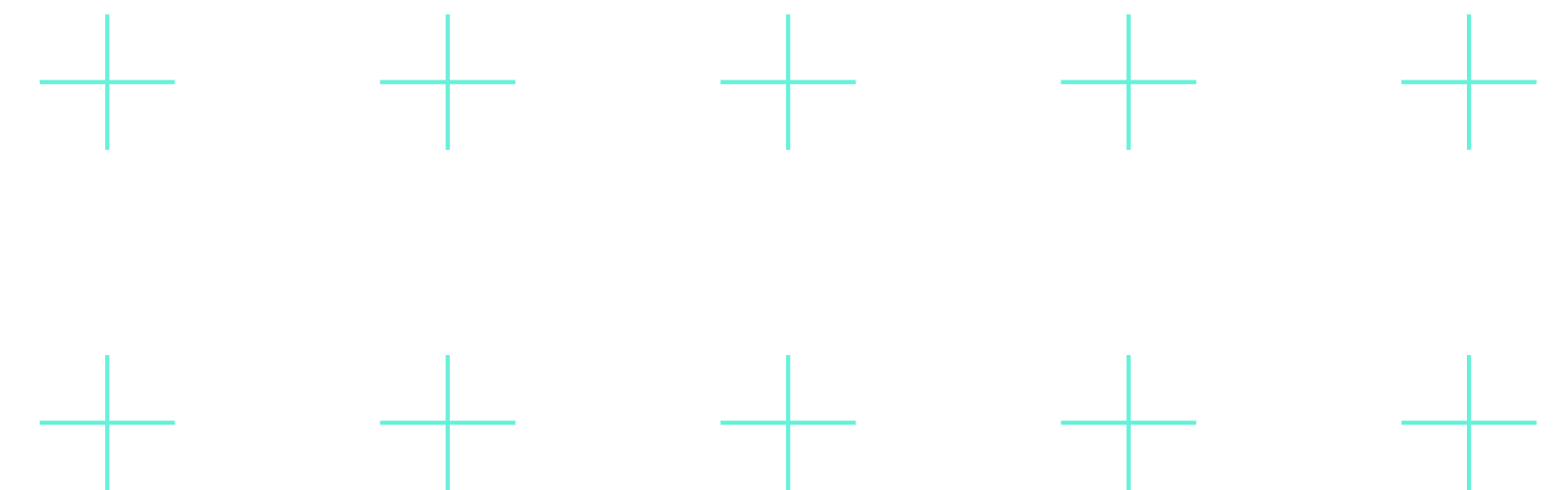
Our principles are also shared with our partners; thus guaranteeing the protection of human rights with clauses present in 100% of the contracts. In this way, we reaffirm our action to combat forced labor and child labor, as well as the other principles of human dignity in the production chain.

- 100% of suppliers are selected based on strict quality and labeling standards, in accordance with the Code of Ethics and Conduct;
- 100% of suppliers are certified by Organs competent bodies, such as the National Health Surveillance Agency (Anvisa) and the National Metrology, Quality and Technology Institute (Inmetro). In this way, we guarantee the safety and health of our final consumer;
- 100% of suppliers are selected based on human rights principles, including child labor and forced labor;
- 100% of suppliers are in accordance with our Supplier Policy;
- 100% of critical national suppliers (textiles and private brands) are selected based on environmental criteria.



Before signing the contracts, we also performed a document analysis, when assessing issues related to the regularity of the CNPJ, taxation, permits, tax, and labor debts, in addition to civil and criminal actions of the company and its partners at the state and federal levels.

In the case of non-compliance with contractual criteria, such as current legislation, working conditions and human rights, social responsibility and the quality of the final product, we are emphatic in the application of fines and the immediate disqualification of the supplier.



Own Brands

We have ten suppliers under our brand, and we demand the adoption of rules and regulations that are good practices in the different segments, presented below:

Annually, we also conduct an on-site audit to ensure compliance with the contractual guidelines. In 2020, 90% of textile suppliers underwent an assessment regarding risks to Sustainability, including the environment and human rights. Subsequently, they were classified and monitored according to possible environmental, social and reputational risks for the business.

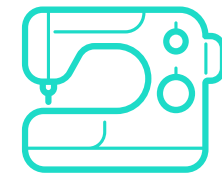
As a reflection of the commitment we assumed in partnership with the supply chain in 2020. We had no cases of non-compliance in the chain in 2020.

Find out more about our
Supplier Policy at:

[api.mziq.com/mzfilemanager/
v2/d/347dba24-05d2-479e-a775-
2ea8677c50f2/4b351f7d-4544-40c5-
aa21-92e2123bebf5?origin=1](https://api.mziq.com/mzfilemanager/v2/d/347dba24-05d2-479e-a775-2ea8677c50f2/4b351f7d-4544-40c5-aa21-92e2123bebf5?origin=1)



Textile Suppliers

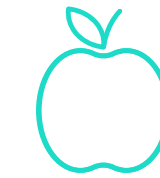


ABVTEX

(Associação Brasileira de Varejo Têxtil) Certification

90% of our suppliers have ABVTEX certification, which guarantees adherence to good ethical and socio-environmental responsibility practices, with a focus on good labor practices.

Suppliers of Food Products



- Consolidation fo Labor Laws (CLT);
- International Labor Organization Convention;
- Apprenticeship Law;
- National Solid Waste Policy;
- Resolutions of National Environment Council (Conama) 357 and 430 on water and effluents;
- Regulatory Norms (NRs) 04, 05, 06, 07, 09, 10, 17, 23 and 24.

+ISO 22000

+IFS Global Markets Food
(food safety)

Suppliers of Non-Food Products



+ISO 9001:2015
(quality management)

SUPPLIERS EVALUATION

In order to incorporate the ESG criteria into the supply chain and mitigate possible risks, we carry out analysis of contracts and audits to ensure compliance with the Supplier Policy. In this sense, we identify textile and Private Label suppliers as critical.

We demand the ABVTEX seal for critical suppliers and compliance with our Code of Conduct. After the audit, the supplier must submit an improvement action plan within 60 days.

ETHICAL CONDUCT

GRI 102-17 | 102-25 | 103-1 | 103-2 | 103-3 | 412-1 | 412-2 | 412-3

We respect individual differences to promote a responsible and value-generating business and engage our associates to comply with expected conduct.

Our actions are in line with the Company's ethical principles and the policies that guide the conduct expected in relationships with our stakeholders and the environment.

We periodically carry out risk analyzes for human rights throughout the entire value chain. The weaknesses are reported and forwarded to an independent area and tested by the internal audit area.

We also endorse relevant external commitments that corroborate our Ethical Conduct. Find out more in the Sustainable and Quality Offer chapter, on page 79.

OUR HUMAN RIGHTS EFFORTS IN 2020:

We monitor 100% of operations – fixed and new business – for potential impacts, and we do not identify vulnerable groups or significant risks in the analysis of risks on the topic. For this reason, no mitigation plans were necessary in the year;

100% of our investment contracts included human rights clauses;

2.9% of the associates hired in the year were trained in human rights policies and procedures, totaling 124.3 hours¹.

¹Training started in 2020. As of 2021, we intend to increase the number of trained members and the hours of training.

CODE OF ETHICS AND CONDUCT

GRI 102-16

It is the guideline that guides the values, principles and behaviors that should guide our associates.

In 2020, we evaluated 100% of new business operations in relation to potential corruption risks. We constantly advise the teams on the topic and as a result of this we have not had any cases of corruption involving B2W Digital.

Regarding the cases that do not comply with our Code of Conduct, we registered 89 cases, of a behavioral or operational nature, which were 100% treated internally.

ETHICS IN PRACTICE

GRI 102-16 | 102-27 | 205-1 | 205-2 | 205-3 | 206-1

We believe that the secret of our success is to have a team engaged and committed to our ethical culture. For this reason, all associates receive training on the Code of Ethics and Conduct since their entry and are constantly updated through our **Ética na Prática** program, which shares information on the communication platform among all associates.

In 2020, 100% of the associates and members of the Supervisory Board and Executive Board were communicated on the subject through meetings and posters in stores, Fulfillment Centers and offices. Via Workplace, associates received communication on ethics and anti-corruption issues, including 100% of the Company's leaders who are responsible for deploying to operational positions that do not have access to the tool.

Of the associates trained by B2W Move, our Corporate University, we highlight topics that go beyond the scope of corporate culture. Aspects of compliance, integrity, sustainability and human rights are addressed, such as access to education and development activities, safety and health, valuing diversity and **socio-environmental responsibility**.

ETHICS TRAINING

	Enrolled	Finished	In progress
New members	44	26	18
Total members	106	68	38

Compliance and corporate risks

In order to continuously monitor the business and establishing rules for mitigating the risks of corruption, we have a Corporate Risks area within the Audit and Risks structure.

We also evaluated 100% of operations – fixed and new business – for risks on the subject, we carried out internal and external audits of our main processes, and we implemented an Audit Committee for the entire Americanas Universe in 2020.

As a result of the commitment, in 2020, there were no fines or lawsuits for unfair competition and no cases of corruption registered.

Also as a reflection of our integrity and transparency, we do not make financial contributions to any political campaign; lobby, representations of interest, or the like; and trade associations or tax-exempt groups.

OTHER POLICIES AND GUIDELINES

GRI 102-15 | 102-25 | 205-2

RISK MANAGEMENT POLICY

We have a robust Risk Management Policy that aims to establish principles, guidelines and responsibilities to be observed internally, in addition to identifying business opportunities, including issues such as: corruption, environment, and social.

Both the Company and its subsidiaries, as well as all associates, managers, Statutory and non-statutory Directors, board members, members of committees, members of the Tax Advisory Committee, when installed, representatives and third parties, directly or indirectly related to the Company and its controlled companies must follow the guidelines of the Policy.

To follow our ethical conduct, we have other policies and regulations that promote the fight against corruption, transparency, and equity in access to information, ethics in donations and sponsorships, the mitigation of conflicts of interest, the independence of auditors, among others themes.

INSTITUTIONAL CONTENT

CONTACT CHANNELS

GRI 102-17

Committed to the transparency of the business, we offer an independent Reporting Channel, Disk Alerta, managed by a specialized third party.

Available 24 hours a day, seven days a week, online or by phone, the contact serves so that any associate or citizen who relates to us can report cases that contravene ethical principles of the Americanas Universe.

We encourage the use of the Channel through posters in stores, Fulfillment Centers and offices, as well as publications in the corporate communication tool, Workplace. In order to guarantee the confidentiality and preservation of the parties involved, in addition to avoiding possible retaliation, we do not require any identification at the time of the complaint.

Reported cases are 100% investigated and have the conclusions and negotiations defined by an impartial and independent Investigations area. Communication between the anonymous whistleblower and the investigator takes place through the protocol number on the website related to the report.

DISK ALERTA CONTACTS:

Website

canaldedenuncias.com.br/lasaeb2w

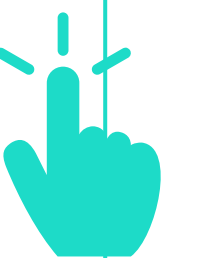


Phone number

0800 282 2550

Find out more about our policies and bylaws at:

ri.americanas.com/en/corporate-governance/bylaws-codes-and-policies/





+ Excellence

FOSTERING INNOVATION

GRI 103-1 | 103-2 | 103-3



**INOVAÇÃO
& FUTURO**

Responsible for fostering innovation in the Americanas Universe in a disruptive and independent way, **Inovação & Futuro - IF**, enhances our ability to capture opportunities by integrating the physical and digital world.

The performance is guided by investment in startups (venture capital), exploration of new opportunities, including M&A operations, in addition to integrating the group's O2O (online to offline) strategy.

Ame Digital, B2W's fintech and mobile business platform is IF's first successful initiative, as described below:





Ame was born in 2018 as the digital account of the Americanas Universe, a smart way to give discounts and cashback.

In 2020, we registered three times more Spending for Ame customers compared to other customers¹. This rapid growth was due to some competitive advantages:

2018

CREDIBILITY

of the most beloved brands in Brazil.

We were born PIX native.

+ 46 MM

total active customers

of total base of +80 MM
Brazilians

+ 4.6 bn

of visits

per year in stores
and websites.

¹ Data from November 2020. Source: Investor Day:

api.mziq.com/mzfilemanager/v2/d/941b74a9-5cce-4537-ba90-97973226b3f3/4e49e7ff-a9fc-96fd-f839-97f9ec4e128d?origin=1

DIGITAL TEAM

highly qualified with a successful track record:

- **703** Amers;
- **48** Love Talks Streaming;
- **+30** Squads;
- **23** virtual technology and data Meetups;
- **10** Summer Jobs participants.

FUTURE VISION

70 features

- Payment method;
- Loyalty;
- Marketplace Products and services;
- Banking.

TECHNOLOGY,

owner Open APIs and Mini Apps platform.

RAPID TRANSFORMATION AND GROWTH

Transformation into a complete ecosystem:



The Super App.



The Super App for those who want to sell.



Computer vision, machine learning and AI technology for autonomus stores.



Retail operating system to manage your business.



Shopping on the go technology



A platform for delivery up to 60 min.



2020

RESULTS

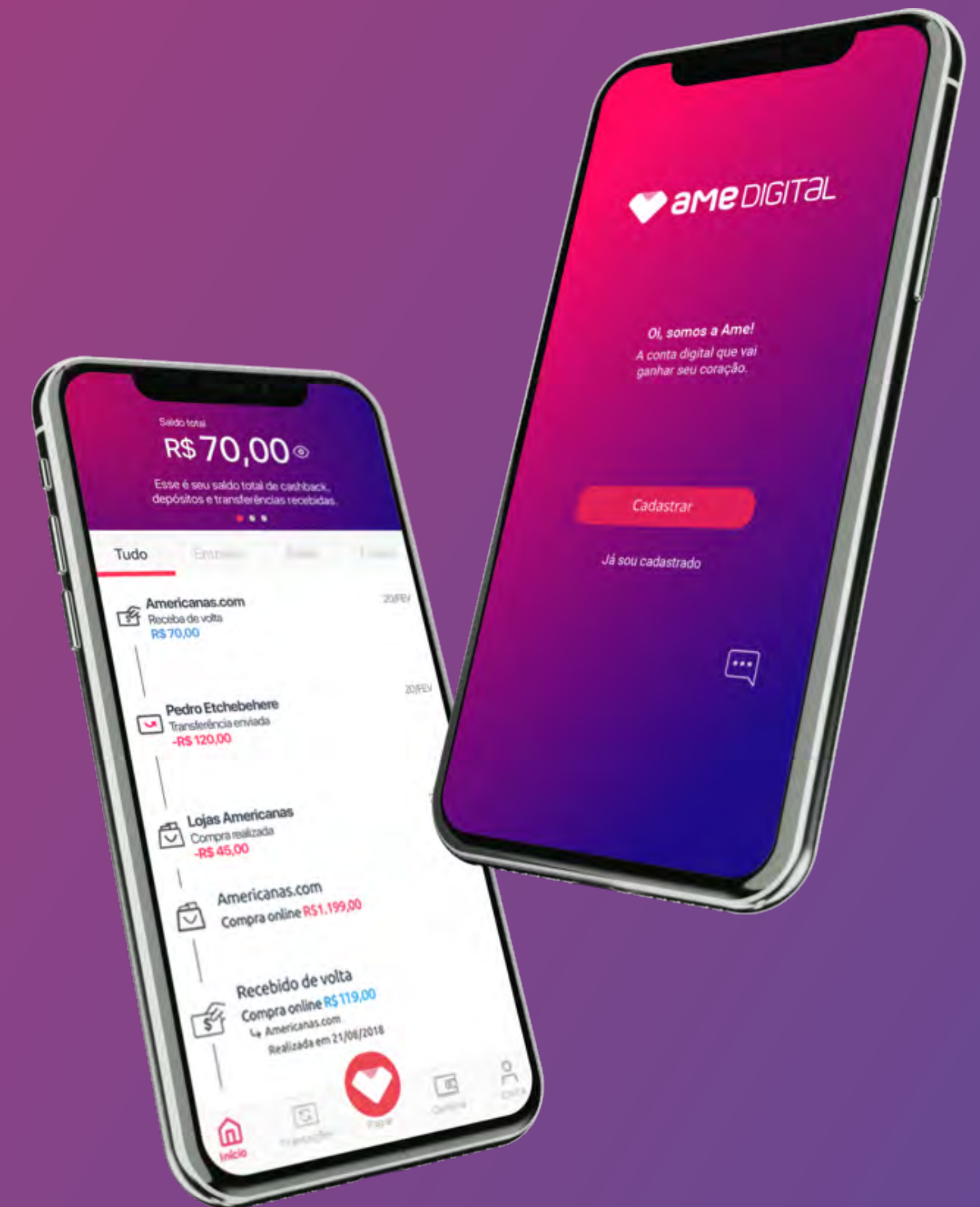
- **17 million downloads and three million connected establishments;**
- Cashback brings 11x more sales to the Americanas Universe and 68% of new Off-us customers (buying outside our companies) started to buy at On-us (inside our companies);
- 3x more 90-day purchase frequency;
- Incorporation of the “Donations” function in lives in a pioneering way;
- Great results on Black Friday paying with Ame;
- Launch of the prepaid Love card as another way to use the platform balance.

We acquired Bit Capital, a Core Banking platform, based on blockchain, and Parati (Bank as a Service & RegTech), which works by integrating fintechs into the banking system.

SOCIAL RELEVANCE

In 2020, the platform quickly and assertively became a facilitator for making emergency donations to combat the pandemic with a focus on vulnerable communities.

In all, more than 100 NGOs working on 11 different causes have registered for the Ame app.





LET'S

Shared management platform for the Americas Universe **logistics and distribution** assets, LET'S integrates our physical and digital platforms with a flexible model, acting from the receipt of the order to the final delivery to ensure the best shopping experience for the customer.

An important tool to enable our O2O strategy (connection between online and offline) in which the customer chooses where and how he wants to buy and receive his orders, LET'S continues to expand.

+200

hubs to assist in distribution

11%

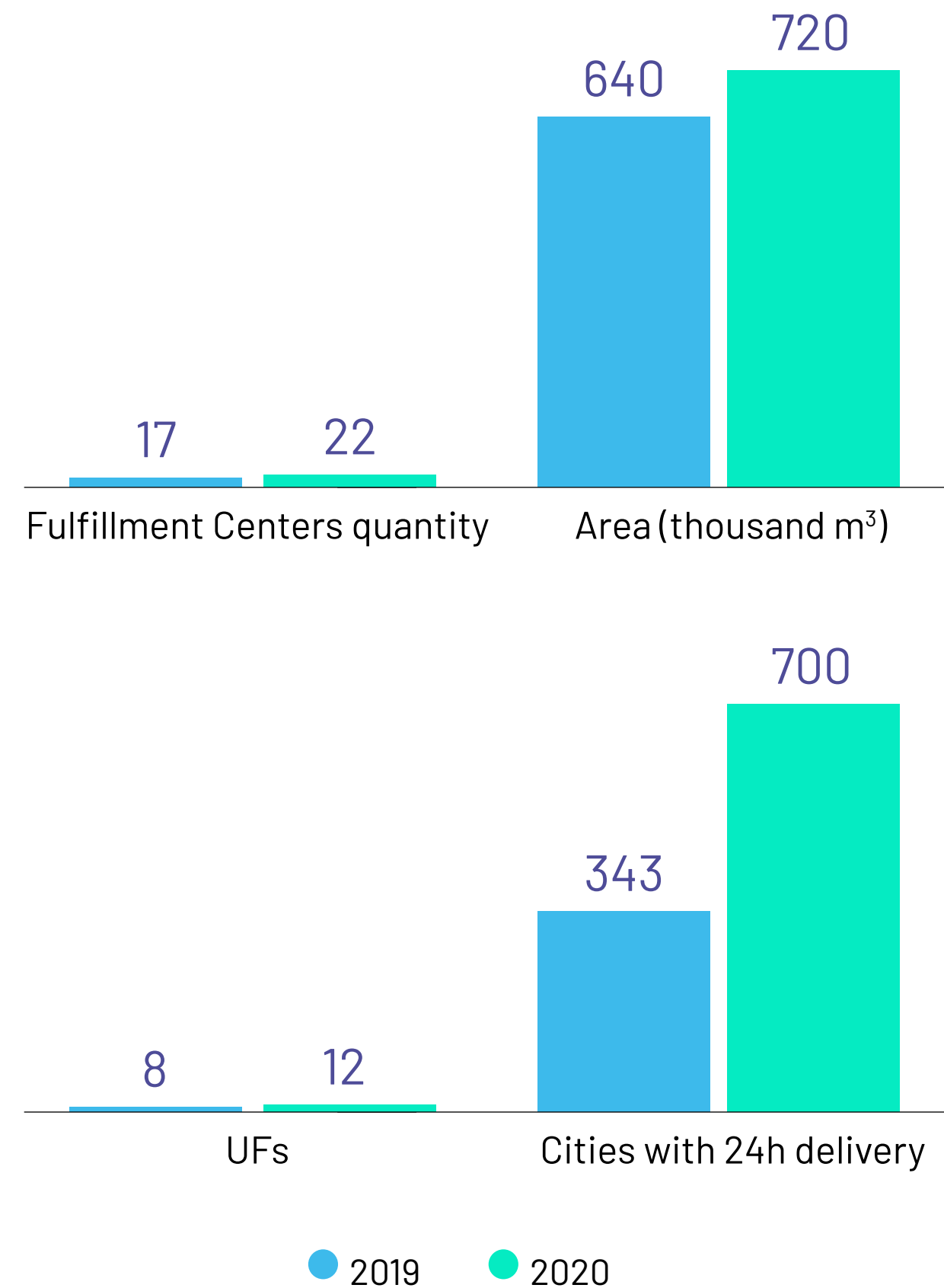
of deliveries were made within three hours

22

Fulfillment Centers, with five new in 2020:

Fortaleza (CE), Salvador (BA), Ananindeua (PA), Brasília (DF), Vitória (ES).

FULFILLMENT CENTERS GROWTH



Sorters

Logistics system for autonomous product classification, Sorters expand our product sorting capacity, reaching 90% in 2020, with seven active Sorters – five opened this year alone. For 2022, the expectation is to reach 22.



The Americas Universe transport platform created in 2019 to accelerate O2O initiatives, Ame Flash was one of the great highlights of 2020 by connecting physical Stores to customers' homes through a cloud of more than 25,000 delivery partners from 700 cities, integrated to B2W Digital's logistics platform.

Initially with the possibility of delivery on motorbikes and bicycles, this year we included other modes, such as cars, electric tuk-tuks and on foot, which further increased the assortment of products available for deliveries within two hours to customers' homes.

We offset historic emissions and will continue to offset – including deliveries made on Black Friday – to maintain the **Carbon Neutral crowdshipping platform**. The action was carried out in partnership with Biofílica. Find out more about our initiatives to combat climate change on page 84.



Americanas Lockers

100% autonomous and digital order picking option, Lockers are lockers located in environments with a high circulation of people, such as subway and bus stations, and guarantee more sustainable deliveries by concentrating orders in a single location, thus reducing the number of orders. greenhouse gas emissions.

To collect the order, the customer only needs to present the QR Code made available at the time of purchase to automatically unlock the Locker.

With great scalability, we ended the year with 81 Lockers in 12 cities, representing an 80% growth compared to the previous year.

Bike Delivery

Aiming at the lower logistical impact of the operation, in 2018, we started the bicycle delivery model in the cities of Rio de Janeiro and São Paulo. In this way, we reduced GHG emissions, contributed to urban mobility and reduced the delivery time of our orders and the cost of the operation.

In this line, in 2019, our deliveries by bike were reinforced with the acquisition of startups Pedala and Courri, specialized in fast and sustainable logistics. In 2020, we intensified the modality and delivered more than 1.8 million orders in Rio de Janeiro and São Paulo, avoiding the emission of more than 153 tons of CO₂.

B2W Delivery

Created in 2017, B2W Delivery is our solution for controlling the delivery operations of 92% of sellers in the Americanas Universe.

B2W Fulfillment

Our B2W Fulfillment is a logistical solution developed so that the seller can focus on the business strategy, leaving not only the distribution (available on B2W Delivery) but also the responsibility for inventory management by the Americanas Universe.

With this solution, we reduced the delivery time from the marketplace (3P) to own delivery (1P), increasing the assortment available for faster deliveries – with economical freight – and thus guaranteeing the best experience for the customer. At the end of 2020, 2,000 sellers adopted the solution, and we already had four B2W Fulfillment.

B2W Delivery

Logistics model for the international deliveries of Americanas Universe, B2W Delivery brings our customers closer to sellers who are outside the country, guaranteeing the traceability of orders and our already characteristic service standard. With rapid expansion in 2020, we reduced the delivery time from 41 to 20 days.



OUR O2O SOLUTIONS

Guided by the concept of providing **Everything. Anytime. Anywhere**, we focus even more on our O2O initiatives (online to offline), giving our customers the autonomy to choose the best purchasing platform and the most convenient delivery model in the Americanas Universe.

Available in 5,000 Americanas stores and sellers, O2O was one of the highlights of 2020. With 4.1 million active customers, we reached R\$ 3.7 billion in Gross Merchandise Volume (GMV) – 95% growth compared to 2019 –, reflecting our agile adaptation to the consumption changes experienced with the Covid-19 pandemic, since March this year.





LASA Seller

Incorporation of Americanas physical stores to the assortment of our marketplace, focusing on recurring categories, quickly adapted in 2020 for essential items, such as food and hygiene. The modality presented sales 2.1% higher in relation to the previous year.



Pegue na Loja Hoje (Click and Collect Today)

Available in all 1,707 Americanas physical stores, the modality allows the customer to buy the store's stock, picking up the product within one hour without paying the freight. We reached the mark of 1.2 million orders in 2020.

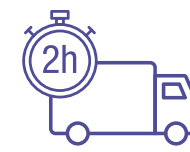


Pegue na Loja (Click and Collect)

Possibility to buy online and withdraw at a physical point, which can be an Americanas store, sellers or partner points. In 2020, we surpassed 11 thousand points of withdrawal, in more than 5.3 thousand municipalities, serving 99% of the Brazilian population.

WhatsApp "At your home"

Launched in March this year on the physical platform, the channel placed 4.4 million orders.



Ship from Store

Option to purchase products online from 1,707 Americanas physical stores or from the nearest partner with delivery within three hours to the desired address. Available in five thousand stores in 700 cities in all states of the country, the option delivered 721 thousand orders in 2020, offering the possibility of eco-efficient bike deliveries.

This year, we delivered more than 140,000 orders on Black Friday with Ship from Store.

In addition to the convenience of purchase, the delivery method was important for the development of small businesses, which suffered a great impact with the advance of the pandemic. Through the **Buy Local Commerce** campaign, we expanded our positive impact by developing the economy locally. Find out more about our actions on page 57.



Prateleira Infinita

Omnichannel experience of assisted purchase of e-commerce products in Americanas physical store. In 2020, this modality grew by 26% in relation to the previous year.

S U P E R M E R C A D O

now

Acquired in 2020, Supermercado Now is an innovative e-commerce platform that represented a large share of our presence in the routine of consumers in 2020, enabling us to quickly adapt the assortment to essential items.

With the growth in the number of items offered, we found the challenge of giving visibility to the assortment available on our websites to customers. One of the solutions for this was the use of **Local SEO**, an integrated approach of the Americanas Universe, which counts on the assortment of each store, and brings greater relevance to products within search engines.

Local SEO is used for all stores, including sellers, and ensures that the customer has easy access to products.



DIGITAL SERVICES



Americanas' loyalty program (free shipping and other benefits) started a new expansion phase and became free for the entire customer base.

With the change, all customers of the brand can enjoy free shipping on millions of products (identified by the "Amais" seal), in addition to fast delivery within 24 hours to different locations.

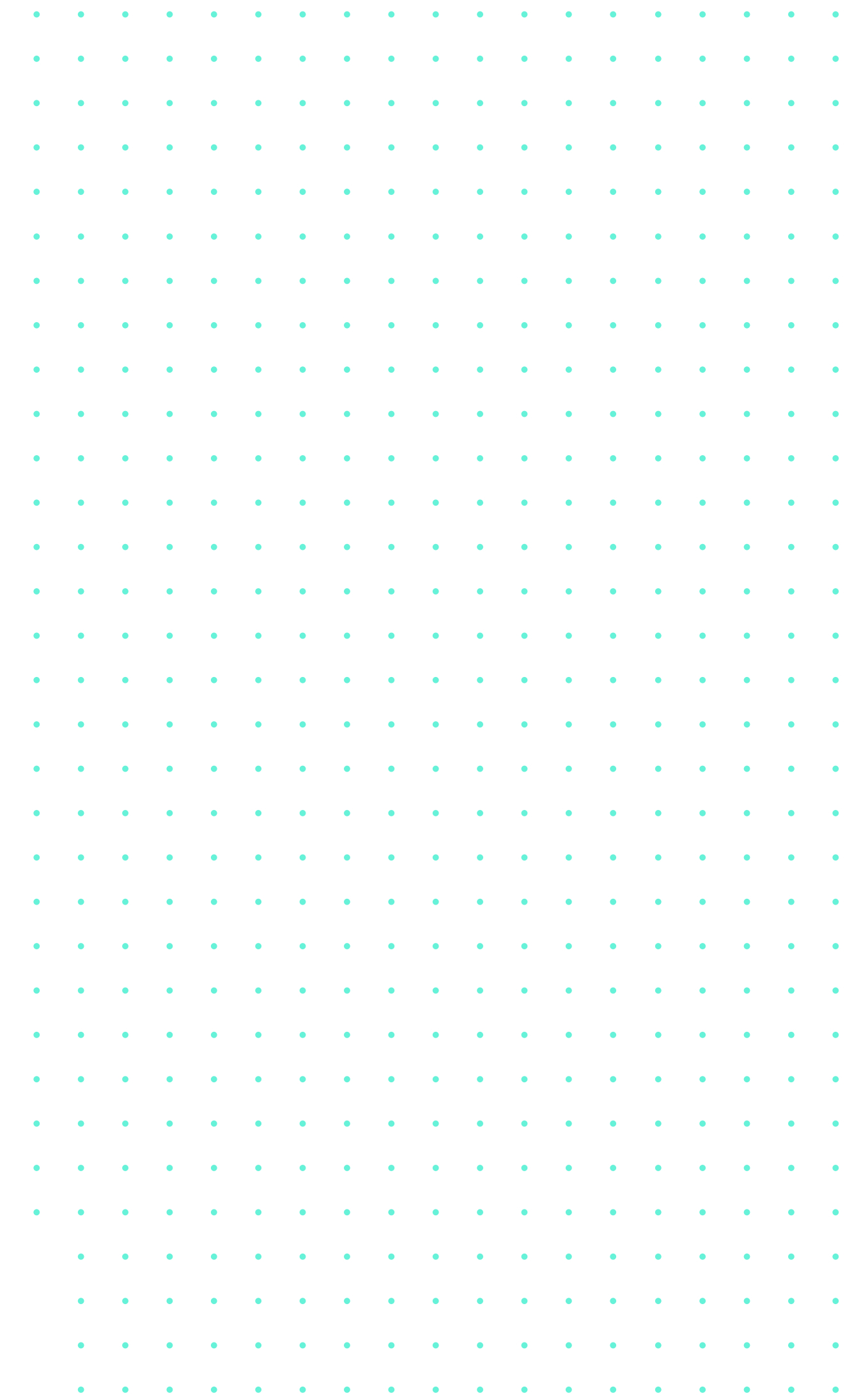
The program also began to cover the entire national territory - until then, it was focused on the Southeast and South regions of the country. In addition to free shipping and fast delivery, Americanas Mais will offer more benefits in a gamified way (streaming, content, and more), stimulating the frequency of purchases and loyalty.

B2WADS

B2WADS is B2W Digital's advertising platform, which delivers branding, performance, content and special projects media to sellers, suppliers, industries and agencies.

With several solutions, B2WADS helps customers to position their brands and expand their sales, throughout the end consumer's buying journey, scaling their businesses and extracting insights into consumer habits, something that e-commerce players are able to offer in the digital marketing universe with prominence.

In 2020, we integrated the O2O shopping experience, with activations in physical stores and websites, to B2WADS and the result for the year was extraordinary. Our sponsored products solution, which also received new features and display showcases, showed a 2.5 times higher GMV growth compared to the previous year.



SECURE AND SATISFIED CUSTOMER

GRI 103-1 | 103-2 | 103-3

We want to be more and more relevant in the lives of customers, valuing the best and safest shopping experience in B2W.

To continue offering "**Everything. Anytime. Anywhere**", we further intensified security processes, not forgetting humanization and close relationships with the more than 21.4 million active customers in 2020.

Find out about our main advances to ensure shopping excellence at B2W Digital:

DATA INTELLIGENCE AND INFORMATION SECURITY

GRI 418-1 | SASB CG-EC-220a.1 | CG-EC-220a.2 | CG-EC-230a.1 | CG-EC-230a.2

Privacy

We maintain our commitment to data security and information security for our customers. In compliance with the new Data Protection Law (13.709/2018), which came into force in Brazil this year, we guide our actions based on the privacy policies of B2W Digital's companies.

Among the guidelines, we undertake to use users' personal data only for specific and stated purposes, as well as store only during the periods permitted by law and, after the period, discard them.

We also do not use user information for secondary purposes such as selling targeted ads, improving the Company's products or offering services and transferring data or information to third parties through sale, rental or sharing.

Throughout the year, we evaluated over 4.3 million¹ transactions per month in Ame to ensure accuracy in identifying suspicious behavior and legitimate standards, and we have an Anti-Fraud Artificial Intelligence model with more than 200 variables that generates an increase in approval rate, in addition to reducing the chargeback.

The processes of information security are verified by an external audit.

LEARN MORE ABOUT B2W DIGITAL'S PRIVACY POLICIES AT:

- www.americanas.com.br/hotsite/politica-de-privacidade
- www.shoptime.com.br/landingpage/politica-de-privacidade
- www.submarino.com.br/landingpage/politica-de-privacidade
- www.soubarato.com.br/hotsite/politica-de-privacidade
- www.b2wmarketplace.com.br/v3/politica-de-privacidade



¹Data from November 2020. Source: Investor Day: static.b2wdigital.com/upload/noticias/00003544.pdf

Internal awareness

In 2020, we also engaged members through Hacker Hangers, a gamified platform, which offered training and awareness on information security and cybersecurity issues.

In addition to acquiring knowledge in a light and pleasant way, the participants competed for Ame prizes and cashback.

In 2020, all B2W Digital associates were informed about our Information Security Policy (PSI).

The document is a set of guidelines to be followed to maintain confidentiality and the mapping of information, when necessary.

We also held the 1st B2W Information Security Week, training a total of 181 associates in information security and cybersecurity issues.

Through the Workplace Safe Behavior group, we share tips, information, guidance and reflections on security topics, in addition to spreading the Hacker Hangers weekly ranking. In addition, we promote the theme through internal events, such as from 5 am to 5 am (learn more on page 49).

Monitoring of data breaches

Potential risks of customer data breaches are continuously mapped through our Risk Management process. Learn more about the policy on page 66.

We carry out actions to **combat digital fraud** internally through the engagement and training of associates and, externally, through campaigns on social networks, to guide and give tips on the topics of brand protection and security (**Brand Protection**).

TO LEARN MORE ABOUT THIS TOPIC, VISIT THE B2W ENGINEERING BLOG:

medium.com/b2w-engineering/os-desafios-de-combate-a-fraudes-eletr%C3%B4nicas-22054b32a7df

In all B2W Digital sites we have a Safety Guide, used as an instrument to let the customer know that he is interacting with the brand in several channels and can make a safe purchase.

SAFETY GUIDES:

- americanas.com.br/hotsite/guia-de-seguranca
- submarino.com.br/landingpage/guia-de-seguranca
- shoptime.com.br/landingpage/guia-de-seguranca
- soubarato.com.br/hotsite/guia-de-seguranca
- info.b2wmarketplace.com.br/guia-de-seguranca

As a result of the efforts and technologies developed during the year, we did not record cases of privacy violations, data loss or complaints from regulatory agencies and third parties in 2020.

Marketplace Compliance

We take action to combat marketplace fraud to ensure that our sellers provide a safe shopping experience for customers, while ensuring that the companies' intellectual property is respected.

To strengthen the relationship between sellers and our brands, we have developed an Intellectual Property and Offense Dealer – Whistle Assistant, accessible to users of B2W websites or not. Our goal is to further improve the consumer experience on our digital platforms.

In the Risk and Compliance area, we provide a Reporting Bot for associates to report possible false, illegal links, or even CNPJs of sellers that may be violating our policies and guidelines.

PROXIMITY TO OUR CLIENTS

We are considered Top of Mind in the online store category of the Ilumeo survey in Brazil with Americanas e-commerce.

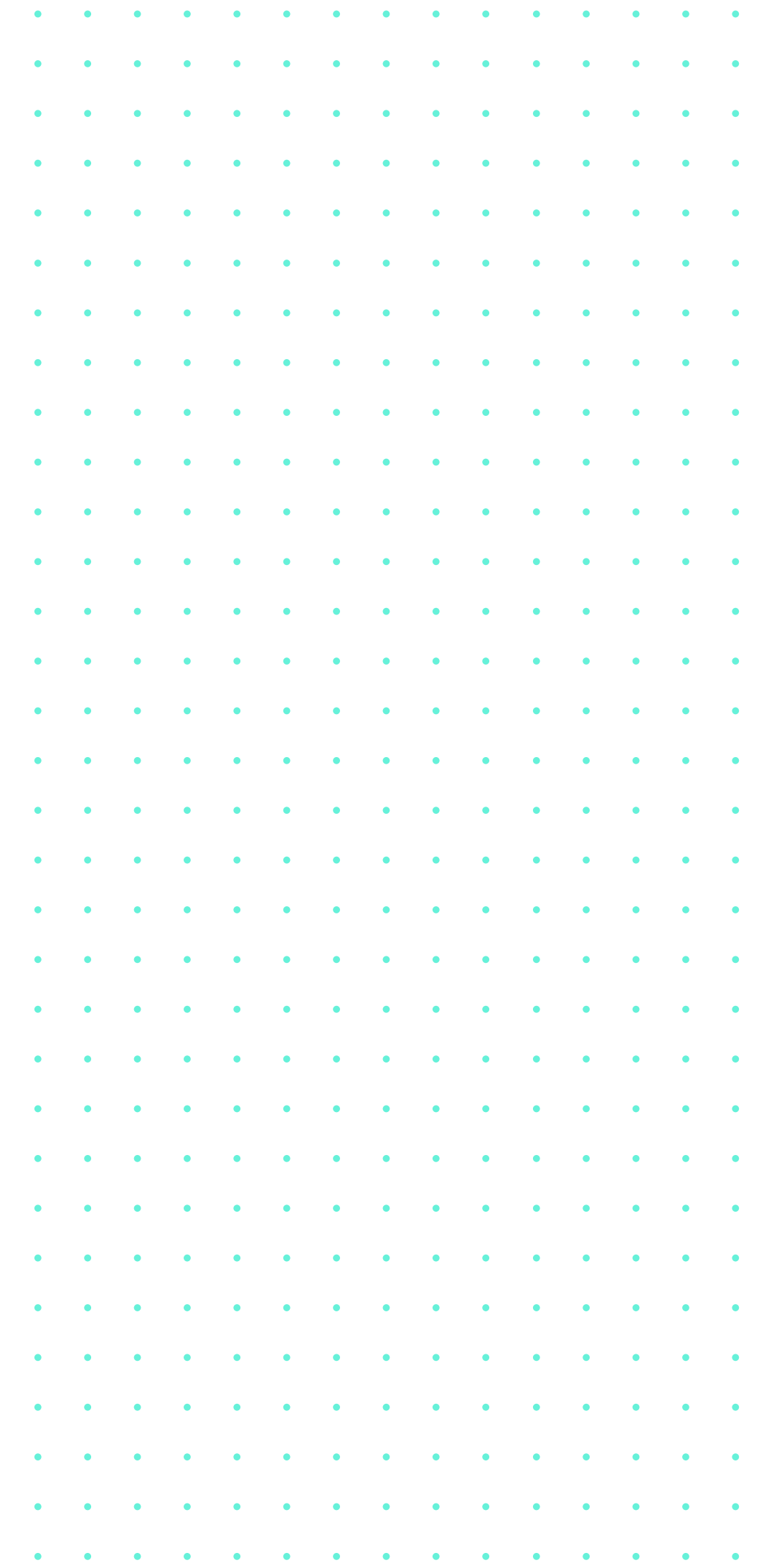
During the year, we launched several satisfaction surveys, in addition to intensifying our presence on social networks and the launch of Lives Commerces, as described below:

Communication

In 2020, we had to adapt to maintain proximity to our customers, even during the period of social isolation imposed by the pandemic. In this sense, we have created several innovative online engagement actions:

On social media, we asked "**#OQueYouPrecisaAgora?**" and we invested, in a pioneering way in Brazil, in Live Commerces, a way of presenting the products of the Americanas app combined with the possibility of instant purchase.

With that, we had ten times more searches in the app and seven times more conversion of the products presented online.



ADVANCES IN SERVICE

The increase in the number of active customers in 2020, made us work hard to maintain service excellence at SAC. Through UniverSAC (University of Service) we trained the service team to solve problems in a humane and close way.

This year we also started to use a new Microsoft Dynamics ticket platform, which brought contributions to improve control and efficiency in dealing with cases. In addition, we completely remodeled the customer service operation system, improving member productivity by 11.3% over the previous year.

As a result of our actions, we reduced our average solution time in customer service¹ from 2.1 days in 2019 to 1.3 in 2020, representing an increase of 38%, and significantly improving the service experience.

For 2021, the goal is to further decrease the indicator, reaching around 0.98 days of solution.

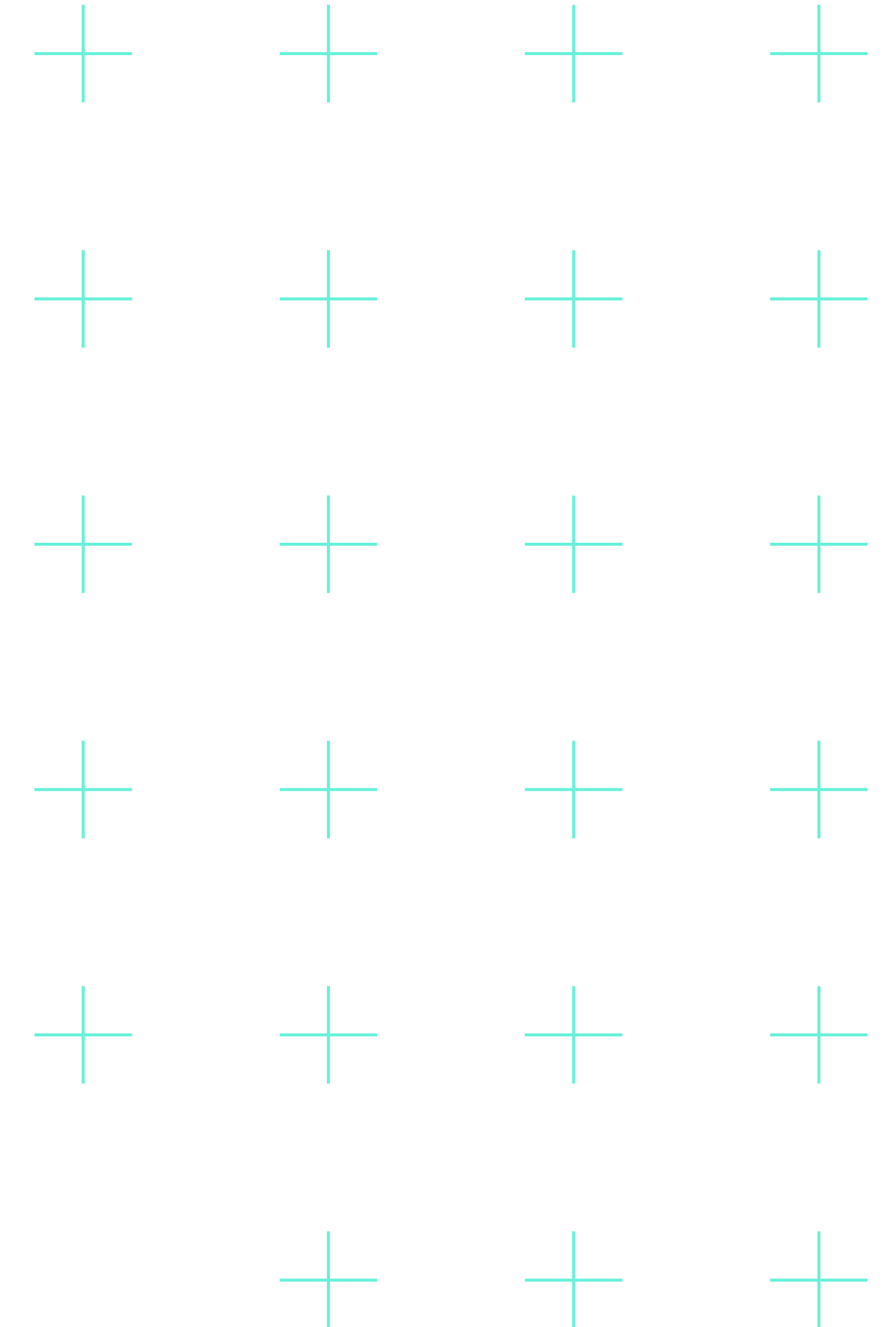
¹This year, we went through a change in the metric of the indicator, which started to be calculated from the first contact with customer service. Before, we only considered time with customer service specialists.

CUSTOMER SERVICE SATISFACTION SURVEY

	% of satisfied customers (of the total served by customer service)	% of customers who received the survey (out of the total number of customers)
2019	68.92%	26.20%
2020	71.72%	29.60%

- We answered 100% of the requests at *Reclame Aqui* and ended the year with a score of 7.3 in 1P + 3P operations. Americanas was also recognized as the first marketplace with the RA 1000 seal from *Reclame Aqui*;
- We were recognized with the first place in service with Americanas' e-commerce, and first place in service professional with Ame in the *Reclame Aqui* Award;
- We ended the year with a rate of 84.86% of attendance at Procon RJ and 84.94% at Procon SP.

In the future, we intend to continue innovating to provide the best customer service, combining technology with sustainability and integrating channels in search of a more agile and human experience.





SUSTAINABLE AND QUALITY OFFER

GRI 103-1 | 103-2 | 103-3

We constantly work to offer innovative products that provide safety and quality to our sellers, as well as to final consumers, and other business partners.

As a result, we do not create negative socio-environmental impacts with the process of production and consumption of products and/or services offered by the Americanas Universe.

In this context, we created strategies to expand our sustainable and quality offer in two ways: internally, we reaffirm our commitment to achieving environmental goals (described on page 83) and monitoring the entire value chain through Responsible Suppliers. Externally, we are also publicly committed to pacts and commitments that enable the achievement of our five Sustainable Development Goals (SDGs), described below:

COMPACTS AND COMMITMENTS

GRI 102-12 | 102-13

We guarantee the promotion of business sustainability through continuous dialogue with our stakeholders and associations related to the theme, in addition to maintaining public commitments.

INSTITUTO
ETHOS

Since 2018, we have been members of the Ethos Institute of Business and Social Responsibility, an organization focused on mobilizing and sensitizing companies in managing their businesses in a socially responsible manner.

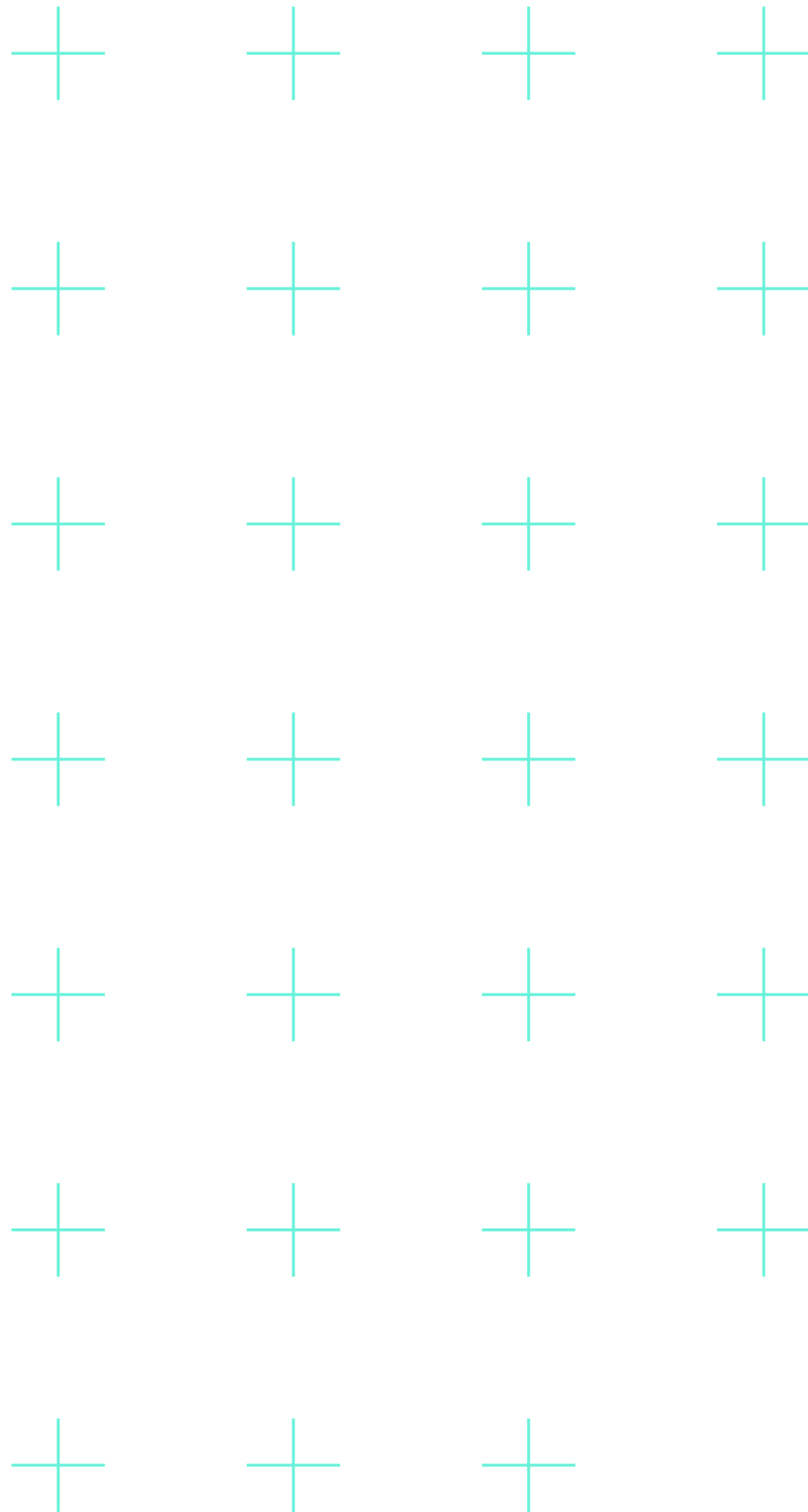


Pacto Global
Rede Brasil

We have been signatories, since 2013, to the UN Global Compact, together with several companies that seek to align their strategies and operations with universal principles in the areas of Human Rights, Labor, Environment and Anti-Corruption.

In 2020, we reaffirm our commitment to the Global Compact through this Report and an approach to the sustainable development of the Americanas Universe based on the ESG pillars.

In line with our Sustainability Strategy (learn more on page 35), we have entered into public commitments, described below:



BUSINESS COALITION OF RACIAL AND GENDER EQUITY

An initiative of the Ethos Institute signed in 2019 by Americanas Universe, the pact aims to reduce Brazilian social inequalities, focusing on racial and gender issues in the corporate world.

Actions taken

- Participation of Afropresença, an event focused on the empowerment and inclusion of young black men and women in the job market;
- Adoption of internal measures to achieve the best balance on the topic. In this sense, we highlight the “Ame Talks” that, throughout the year, addressed the themes in participatory discussions with members.

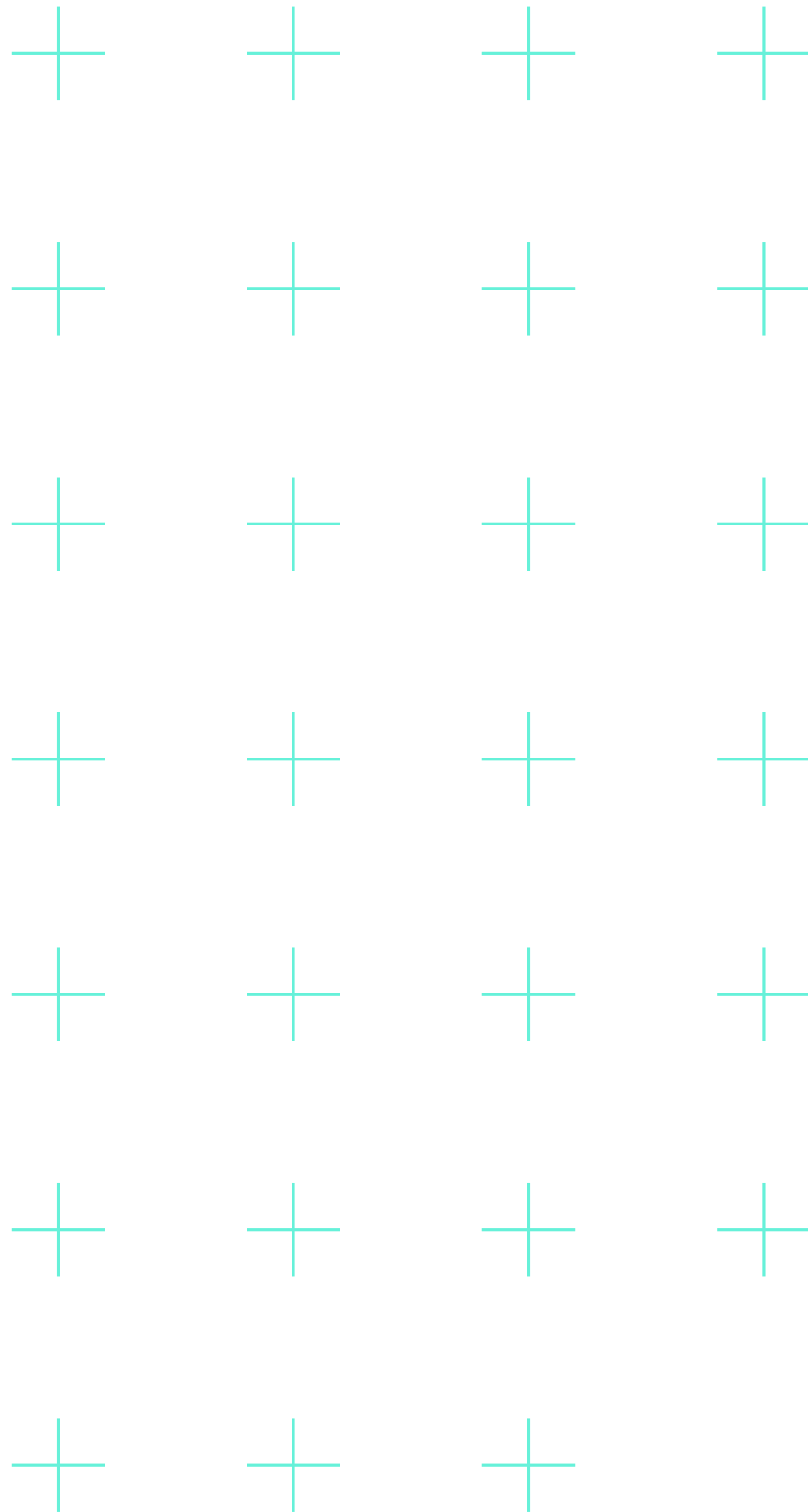


BUSINESS CHARTER FOR HUMAN RIGHTS AND THE PROMOTION OF DECENT WORK

Also promoted by the Ethos Institute and signed by us in 2019, the letter aims to promote decent work, reinforcing equity and inclusion of people with disabilities (PwD).

Actions taken

- We encourage the hiring and development of PwDs through the Somar Program;
- Maintenance of the ABVTEX seal for 100% of critical suppliers. Know more details on page 63.

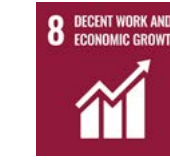


WOMEN'S EMPOWERMENT PRINCIPLES, BY UN WOMEN

The seven principles developed by UN Women, seek to establish corporate leadership and gender equality in the Companies. In this sense, we joined the initiative in 2019 to enhance our actions aiming at fair work, and professionally training and developing women.

Actions taken

- Women's empowerment course in partnership with the Sustainable Amazon Foundation (FAS). Find out more on page 35.
- Live in celebration of the Female Entrepreneurship Day held by B2W Marketplace, in partnership with women sellers.



BUSINESS PACT FOR INTEGRITY AND ANTI-CORRUPTION

Signed in 2018 by Americanas Universe, the pact is promoted by the Ethos Institute and aims to promote a more honest and ethical market.

Actions taken

- We maintain an Ethics Committee, which ensures engagement throughout the value chain for this topic.

QUALITY OF PRODUCTS OFFERING

GRI 416-1 | SASB CG-MR-410a.1

We are committed to presenting an assortment of safe and sustainable products to our customers. Accordingly, in 2020, we carried out evaluations in 100% of the categories for impacts on health and safety.

DEVELOPMENT OF NEW PRODUCTS

Our Corporate Risks area actively participates in new projects and initiatives, helping to develop new products, considering the following criteria:

For the approval of imported products, we also incorporate risk criteria through a specific area.

CRITERIA FOR NEW PRODUCT DEVELOPMENT

- ✓ Society's perception of the product;
- ✓ Formalization of controls of appropriate levels for financial operations;
- ✓ Compliance with internal rules and policies;
- ✓ Controls in the due diligence process when partners are involved in the product chain;
- ✓ Socio-environmental impacts of the product;
- ✓ Indicators developed for monitoring;
- ✓ Possibility of human error or misconduct in the processes.

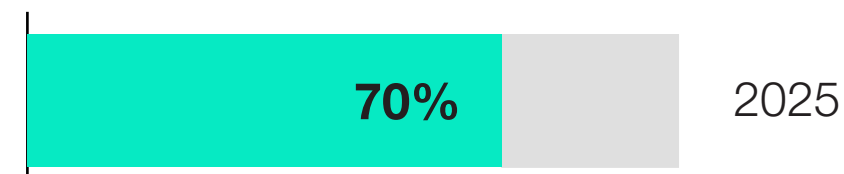
+ Eco-efficiency

Our commitment to sustainable development is guided by eco-efficient environmental management that aims to constantly reduce the impacts on climate change and the generation of waste for the environment.

Responsible for the management and monitoring of environmental indicators, as well as for creating impact mitigation strategies, the sustainability area operates in accordance with the guidelines of our Sustainability Policy, described below.

MEET OUR ENVIRONMENTAL GOALS

Our goal is to be Carbon Neutral by 2025, offsetting 100% of emissions.



We aim to use 100% renewable energy in our stores by 2030.



We will increase the use of recyclable packaging to reduce our solid waste by 30%.

SUSTAINABILITY POLICY

It acts as the formalization of B2W Digital's commitment to sustainability and presents guidelines to be observed internally, as well as the relationship with other stakeholders, whether customers, shareholders/investors, associates, suppliers and society.

The policy presents our management for the topics of distribution and logistics, products, and services, commercial operations and facilities and waste management, as well as for human rights issues, including associates, suppliers and business partners.

Find out below the main initiatives and performance in our environmental management in 2020:

LEARN MORE ABOUT OUR SUSTAINABILITY POLICY AT:

api.mziq.com/mzfilemanager/v2/d/347dba24-05d2-479e-a775-2ea8677c50f2/efafc0b8-d113-4847-bea5-23752f78c5eb?origin=1

OR GET TO KNOW THE OTHER POLICIES THAT GUIDE OUR WORK IN:

ri.americanas.com/en/corporate-governance/bylaws-codes-and-policies/



COMBATING CLIMATE CHANGE

GRI 103-1 | 103-2 | 103-3 | 201-2

We work on constant innovation at B2W to achieve more efficient and less impacting processes in the operation's Greenhouse Gas emissions.

The Sustainability Department is responsible for measuring data, reporting indicators, and raising awareness among associates about the risks and opportunities of the topic, acting in a multidisciplinary manner.

Reaffirming our commitment to the theme, since 2010, we have carried out an inventory of greenhouse gas emissions, in line with the guidelines of the Brazilian GHG Protocol Program.

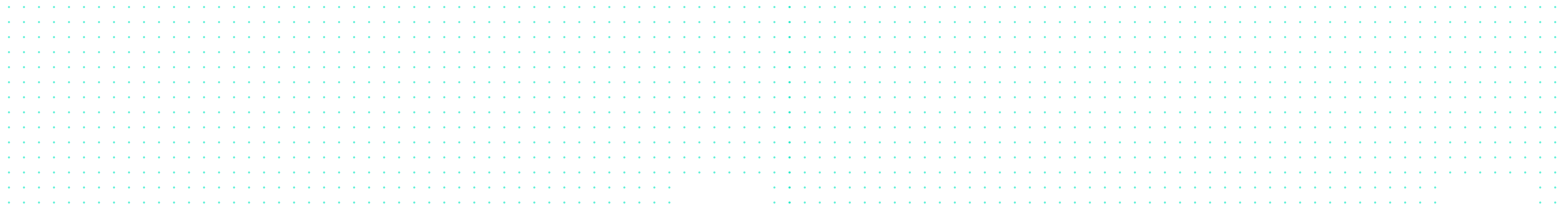
In 2020, we started the process of integrating the Framework Task Force on Climate-Related Financial Disclosures (TCFD) for monitoring the operation's climate change risks and opportunities. We expect to complete the incorporation to our risk management in two years (2023). Find out more on page 85.

With monthly monitoring, our emissions indicators are also discussed annually by senior management to review the actions already implemented and we propose new action plans for the following year.

We were the first Brazilian e-commerce company to be certified with the **LEED – Leadership in Energy and Environmental Design** seal in

the "Silver" category, granted by the United States Green Building Council (GBC).

The recognition, which is the main certification for sustainable buildings, came after the construction of the B2W Innovation and Technology (BIT) building. Our team works strongly committed to develop innovative solutions that reduce the impacts of the operation, whether with the optimization of logistical processes, or with energy efficiency. Find out more about our initiatives on page 87.



Identifying risks and opportunities

We conducted a study¹ to provide information on the interference of climate change in B2W Digital's own operations. We carry out vulnerability analysis, map the risks and opportunities and, subsequently, develop adaptation measures that are being discussed in a multidisciplinary way to be incorporated into the Company's Risk Management, in line with the guidelines of the TCFD.

We have identified the most relevant climate threats:

- Extreme precipitation events that can cause an acute risk of flooding, affecting Fulfillment Centers² and hindering our logistics;

- Temperature changes that can cause risks related to heat waves. As a result, the well-being of associates can be affected, in addition to the need for more energy to store products. On the other hand, we identified the opportunity for new consumption patterns, which could create new sales opportunities.

ALIGNMENT WITH THE PARIS AGREEMENT

In line with the Paris Agreement, whose measures and goals became valid this year, our environmental management develops three main actions that seek, first, to reduce emissions and, later, to offset for what has not yet been possible to decrease.

¹The analysis consists of a comparison between the values of risk intensity (also interpreted as a proxy of the probability of the event occurring) between the reference scenario (1961-1990 - baseline) and optimistic (RCP 4.5) and pessimistic (RCP 8.5) scenarios of climate change projected for the short term (2011-2040), according to the technical recommendations of the World Meteorological Organization (WMO) and GHG concentration and emissions data developed by the Intergovernmental Panel on Climate Change (IPCC).

² Term used for Distribution Centers (DCs).



OUR PERFORMANCE

Mitigation

More eco-efficient logistics investment. Find out more on page 89.

Compensation

Offset of emissions related to our operation (Scope 1 + Scope 2) for the year 2019. Find out more on page 88.

EMISSIONS

GRI 302-1 | 302-4 | 305-1 | 305-2 | 305-3 | 305-5 | SASB CG-EC-130a.1

Compared to 2019, we ended the year with a reduction of more than 90% in Scope 1, related to the operation's direct emissions. This was due to the readjustment of our Direct logistics fleet, which started to have outsourced operation, and the decrease in the use of diesel for forklifts and generators.

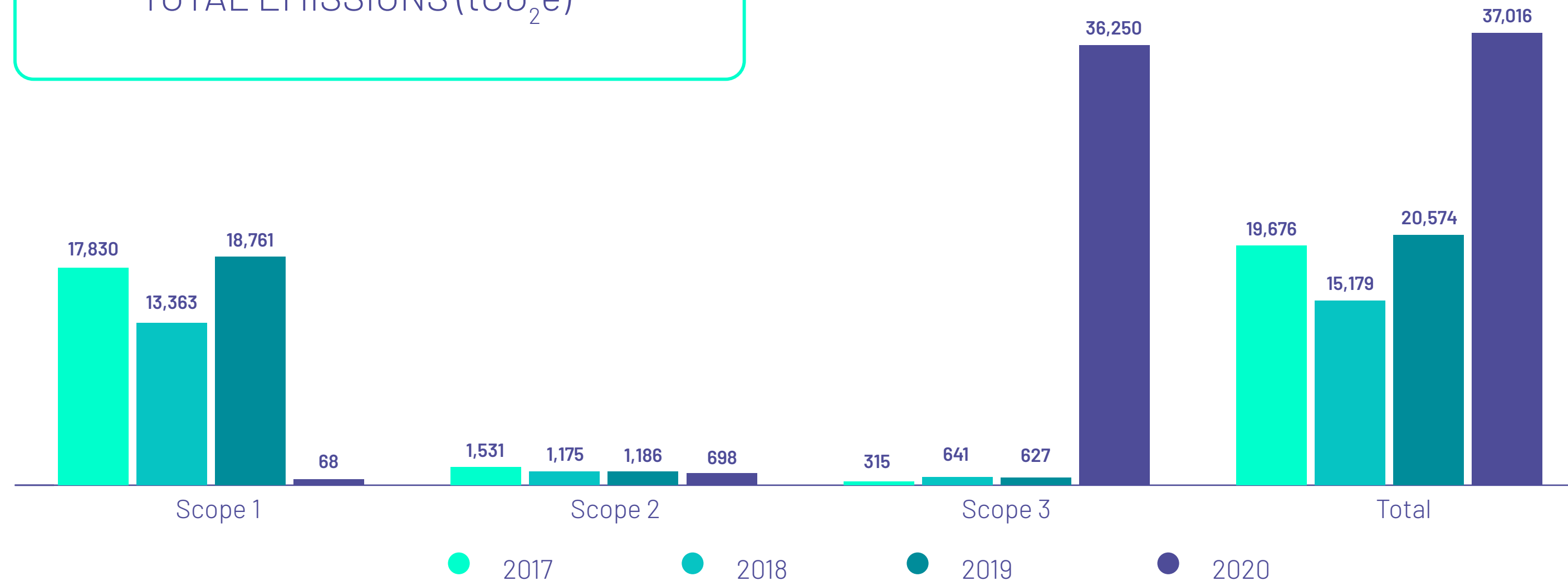
Indirect emissions (Scope 2), from energy consumption (CO₂) in the 22 Fulfillment Centers, decreased by 41% in relation to the previous year.

The evolution is mainly the result of the modernization of lighting at the Fulfillment Centers, carried out in 2019. In the process, LED lamps, presence sensors, individual switches by docks were installed, in addition to the of air conditioning systems and of track compressors.

Finally, our Scope 3 emissions, referring to trips made by our plane and car associates, and also to our outsourced fleet, showed considerable growth due to four main reasons:

- Scope Readjustment: Direct emissions, which were part of Scope 1 until 2019, were outsourced;
- Inclusion of items in the Scope: in order to be increasingly transparent, we include two more sources of emissions in this Scope: first mile fleet and Ame Flash;
- Increase in the number of trips: following our strategic focus of aggressive reduction of delivery times, the number of trips made, both in terms of Transfers and Last Mile, increased considerably;
- High vehicle movement in Last Mile: we migrated from smaller vehicles, powered by gasoline, to larger vehicles, powered by diesel, in order to improve the consolidation of loads, for deliveries with better routes.

TOTAL EMISSIONS (tCO₂e)



In order to mitigate emissions related to the outsourced fleet, which has been increasing every year, we are expanding investments in projects to reduce the environmental impact on logistics, such as the electric fleet, especially in the Last Mile. Find out more on page 89.

For the 5th consecutive year, our inventory has undergone external verification and, for the tenth consecutive year, we answered the Carbon Disclosure Project (CDP) questionnaire.

We were also again selected to compose B3's ICO₂ (Carbon Efficient Index) portfolio, reinforcing our commitment to transparency and the quality of information in managing emissions.

Energy efficiency

GRI 305-4

Since our first emissions inventory, in 2013, we have evolved 98% in Scope 1 and 2 emissions.

In addition to monitoring Scope 1, 2 and 3 values, we monitor total tCO₂ emission and net revenue. In 2020, the amount reached 3.66 tCO₂/million in revenue, which proves our efforts to reduce the impact on the topic.

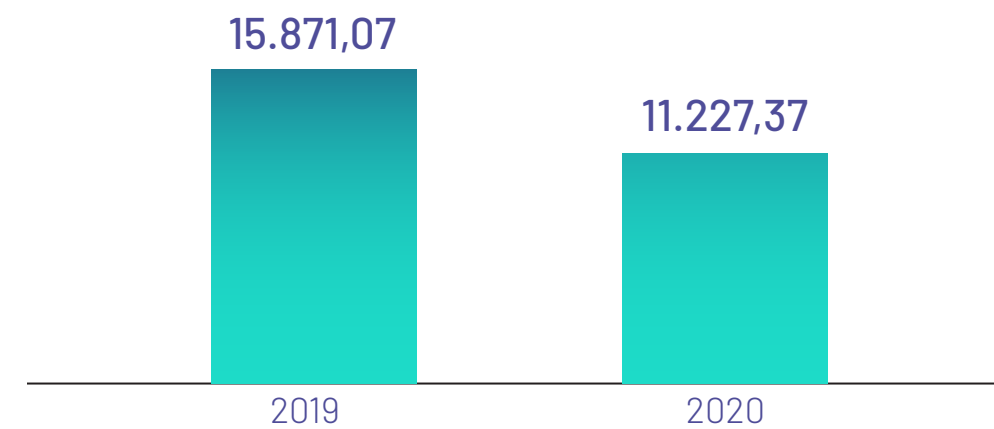
For all calculations were considered the gases: CO₂, CH₄, N₂O.

ENERGY

GRI 302-1 | 302-3 | 302-4 | 302-5

As a result of the eco-efficiency initiatives, we had a 29.3% reduction in energy consumption compared to 2019.

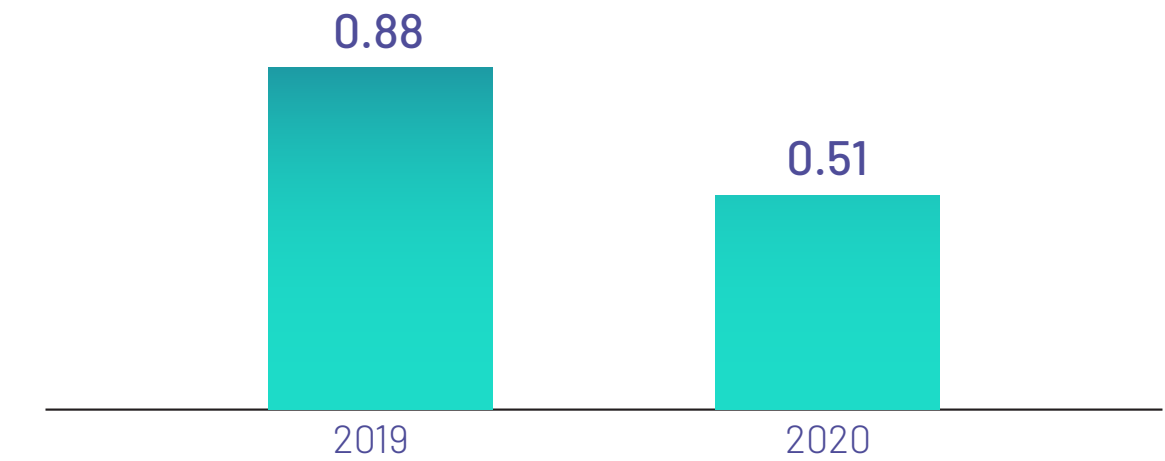
ENERGY CONSUMPTION (MWH)



Energy intensity

We also monitor energy intensity by calculating the total energy consumed in kWh/total in Fulfillment Centers. In 2020, there was a 42% reduction compared to the previous year.

ENERGY INTENSITY
(energy consumption in kWh/total in DCs)



LOGISTIC EFFICIENCY

SASB CG-EC-410a.2

One of the biggest developments in B2W logistics in 2020 is related to the acceleration of our deliveries, reaching three hours (leaving O2O integration) and 24 hours (leaving Fulfillment Centers).

This change was possible thanks to the increase in the distribution network (Fulfillment Centers and B2W Fulfillment), which provided us with a reduction in freight costs and made the operation more sustainable by reducing distances and, consequently, GHG emissions, resulting from the transportation of products.

As a result, we increased the conversion of customers and reduced delivery times. Find out more about our logistics platform, LET'S, on page 70.

COMPENSATION

To contribute to SDG 13, a priority for our sustainability strategy, we offset our Greenhouse Gas (GHG) emissions, referring to Scope 1 and 2 for the year 2019, making B2W's operations "carbon neutral".

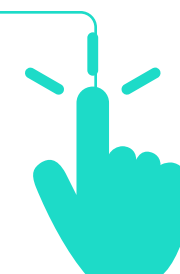
Adding to the compensation of B2W and our parent company, Americanas, we avoided the emission of 732,132 tCO₂e, in addition to contributing to the preservation of 28,739 hectares of the Amazon Forest.

The result was possible thanks to the partnership with Biofíllica, a company specialized in forest conservation, through two projects:

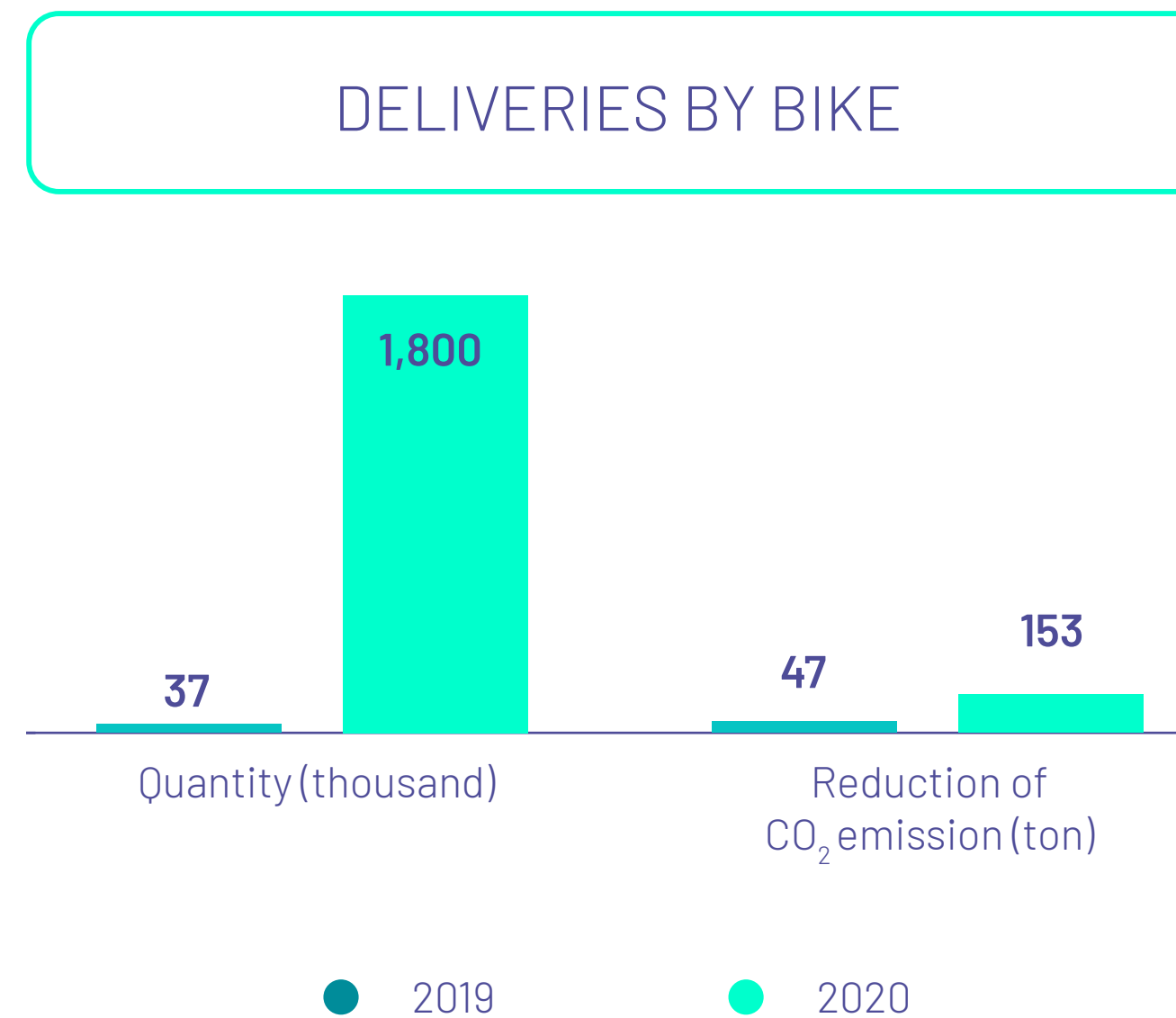
- Acquisition of carbon credits from the **REDD+ (Reducing Emissions from Deforestation and Degradation) Maísa project**, located in the state of Pará. Altogether, there were 67,458 tCO₂e of reduced emissions in 2020;

LEARN MORE ABOUT THE REDD+ MAÍSA PROJECT:

www.biofilica.com.br/projeto-redd-maissa



- **Gas Management Project for the Salvador da Bahia Landfill**, a Biofíllica project that has a biogas-powered power plant from the landfill. It allows the generation of electric energy by the responsible destination of solid urban waste and generates enough energy for 200 thousand inhabitants, serving the metropolitan region of Salvador (BA).



In 2020, we also made 1.8 million bike deliveries and made 100% of the deliveries made with Ame Flash. Learn more about the initiative on page 70.

Fórum Clima

We participate in the Climate Forum, an initiative of the Ethos Institute, endorsed by organizations committed to achieving the transition to a low carbon economy, fostering business opportunities and significantly reducing the negative impacts of climate change.

In this context, we adhere to the 2015 Open Letter to Brazil on Climate Change.



REDUCED USE OF MATERIALS

GRI 103-1 | 103-2 | 103-3

Our environmental management is guided by the commitment to reducing impacts on the environment with a focus on efficiency in the consumption of natural resources, waste management and expanding the range of possible products for recycling.

We constantly monitor indicators to mitigate impacts and propose efficient solutions, following the guidelines of our Sustainability and Health, Safety and Environment Policy.



ECO-EFFICIENTS DELIVERIES

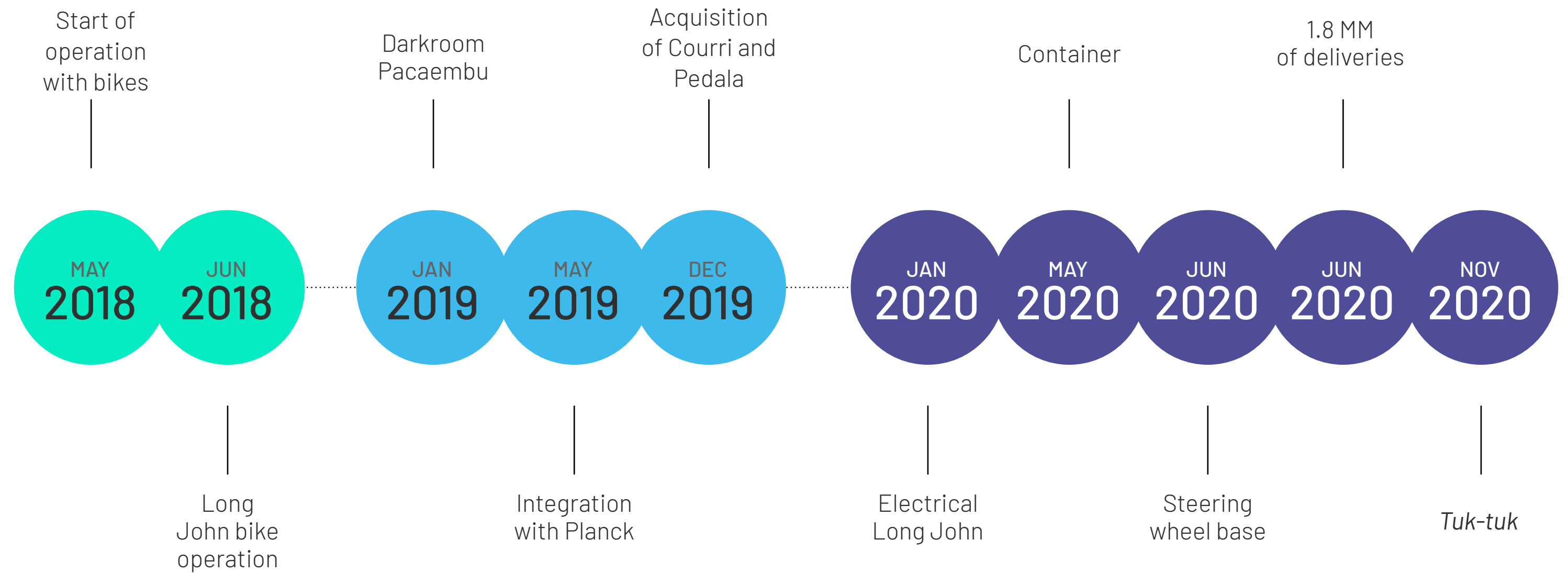
SASB CG-EC-410a.2

Throughout the year, we developed several initiatives to reduce our impact related to the logistics of the operation, despite the growth in the number of active customers and the number of orders placed.

Our O2O solutions, in addition to providing convenience to customers, make the logistics of the Americanas Universe more sustainable, unifying deliveries at specific points, such as Lockers and Click and Collect.

MICROMOBILITY PROJECTS

During the year, the logistics department went through constant transformation and adaptation which allowed us to sustain the business growth.





We also invested in 50 electric bicycles and ten electric tuk tuks to assist in the operation of São Paulo and Rio de Janeiro, and we are migrating our last mile fleet to electric vehicles.

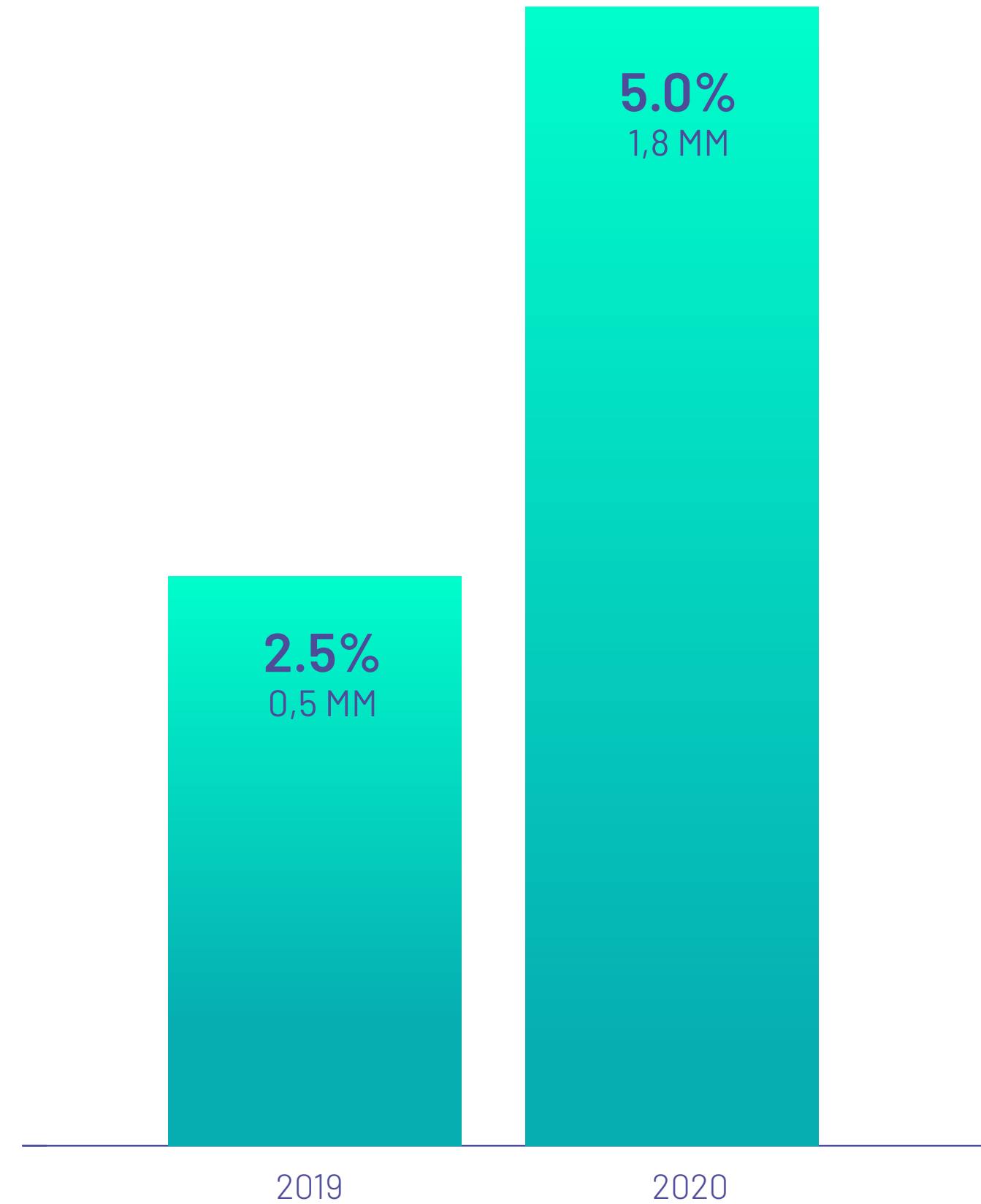
These initiatives, in addition to being in line with our commitment to fight climate change, reduce the delivery time of products due to the better penetration in highly bottled urban centers.

As a result, in 2020, we avoided the emission of approximately 153 tons of CO₂e, a growth of 225% compared to last year.

Where we are in numbers

13 Bike Base	2 Steering wheel base	31 Electrical Long Johns
4 Darkroom	300 Bikers	10 Electrical Tuk-Tuks
2 Container	20 Long Johns	

EVOLUTION OF ECO-EFFICIENT DELIVERIES



The **largest** eco-efficient delivery e-commerce company and the largest bicycle operation in the country.

CO₂ **-100 ton.**
CO₂ emissions

In 2021, we will further expand the initiative, acquiring more electric vehicles and increasing our plurality of modes.

Our goal for next year is to reach the milestone of 10% of last mile eco-efficient deliveries.



EXPANSION PLAN

2020

11

electric vehicles

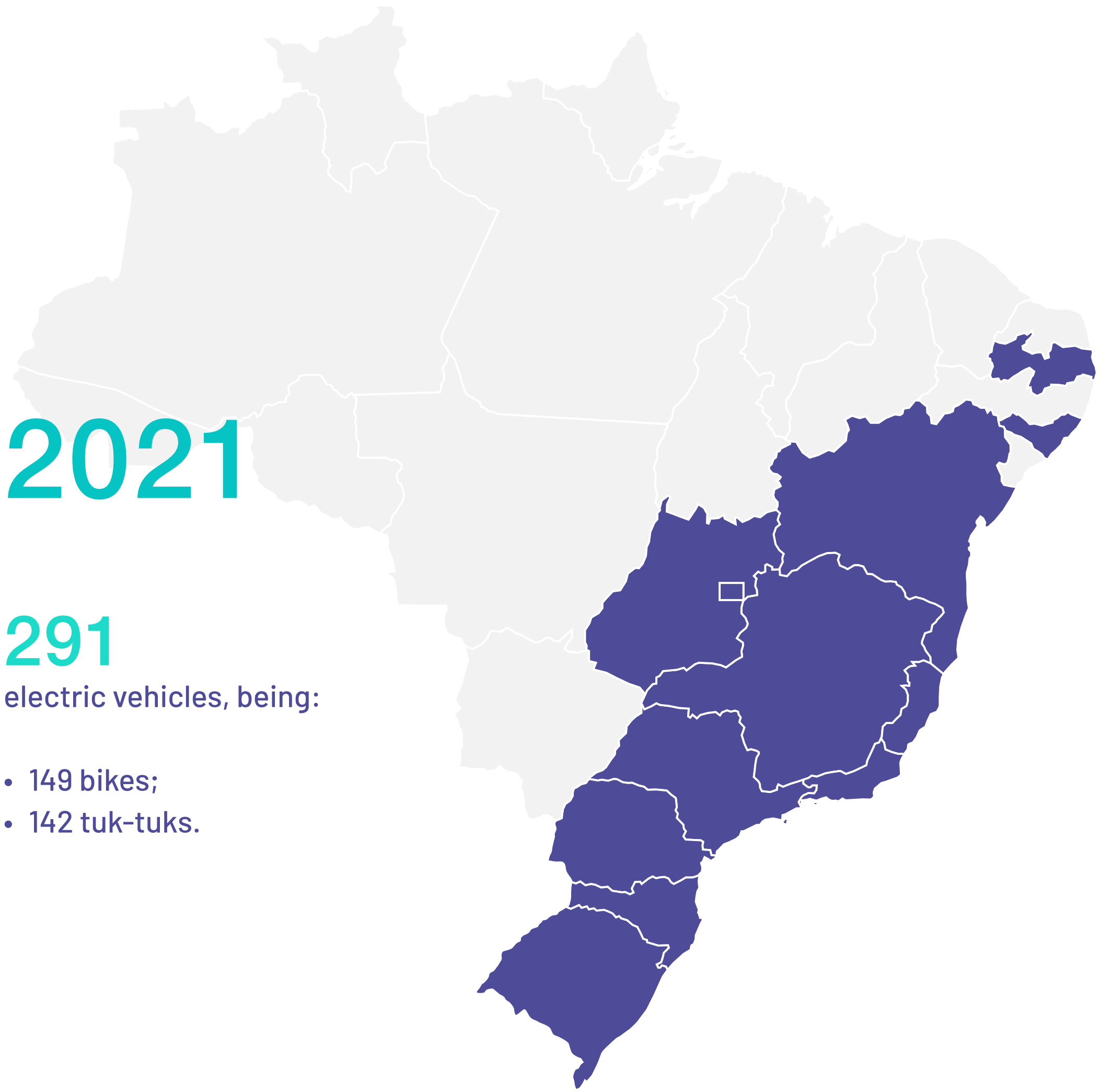


2021

291

electric vehicles, being:

- 149 bikes;
- 142 tuk-tuks.



MATERIALS AND WASTE

GRI 301-2 | 306-2 | 306-1 | 306-3 | SASB CG-MR-410a.3

We recognize our impact on the generation of waste from the operation, being the main materials used: cardboard, plastic, wood, lamps and machine oil, following this order of magnitude.

For this reason, our waste management is constantly evolving, in line with our Sustainability Policy to develop the initiatives, described below:

- At the Fulfillment Centers, the cardboard packaging that would go for recycling replaced the bubble wrap in the delivery boxes with the use of a cardboard shredder;
- We reused pallets and scrap in structural reforms and improvements;
- We have developed a permanent orientation plan for associates to promote the correct disposal of waste, favoring recyclable waste collection and the correct destination for recycling.

WASTE GENERATED¹ (Kg)

	2019	2020
Cardboard	133,699.00	641,00764
Paper	766.00	90.00
Plastic	17,532.00	30,308.42
Wood	63,441.00	124,399.35
Iron	3,658.00	39,652.09
Glass	-	8.00
Eletronics	15,460.00	37.50
Batteries	-	303.50
Light bulb	-	413.00
Common waste	342,147.00	391,767.92
Scrap	5,820.00	-
Rubble	10,770.00	66,680.00
Various recyclables	-	-
Total Recycled²	234,556.00	836,219.50
Total	593,293.00	1,294,667.42

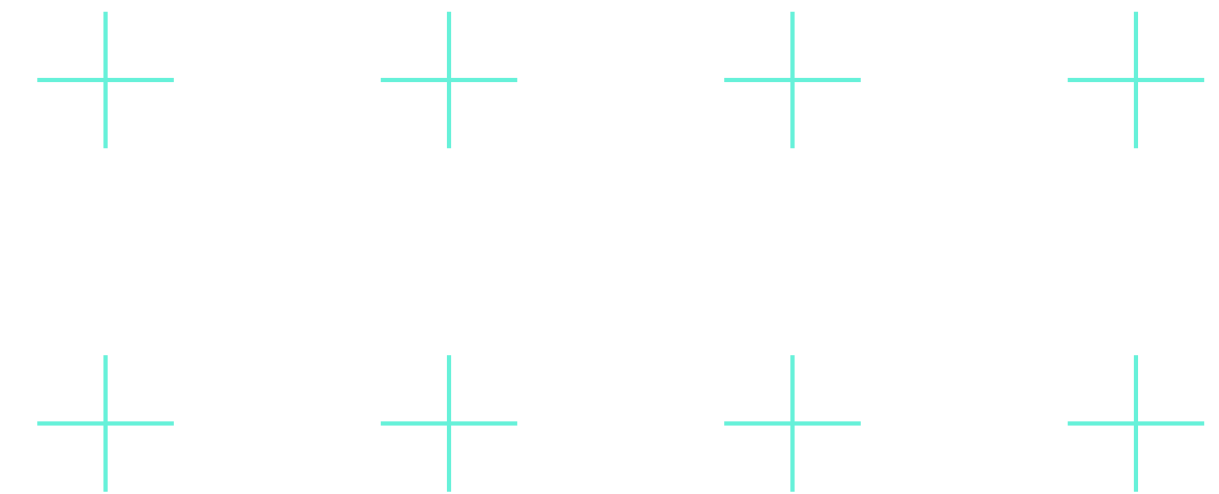
¹ Data coverage of our active Fulfillment Centers. We are not considering administrative headquarters.

² Considering waste cardboard, paper, plastic, wood, iron, glass, electronics, batteries, and light bulbs.

836,219.50 kg of recycled waste. This represents 64.59% of the total generated in the year.

Waste control is carried out by the facilities area of each Fulfillment Center and then the data are compiled by the Sustainability area, which compares these indicators annually. Final disposal is carried out by third-party companies that send waste recycling reports.

In order to reach our goal of 30% reduction in solid waste by 2030, we will increase the use of recyclable packaging and the reuse of materials that would otherwise be discarded.



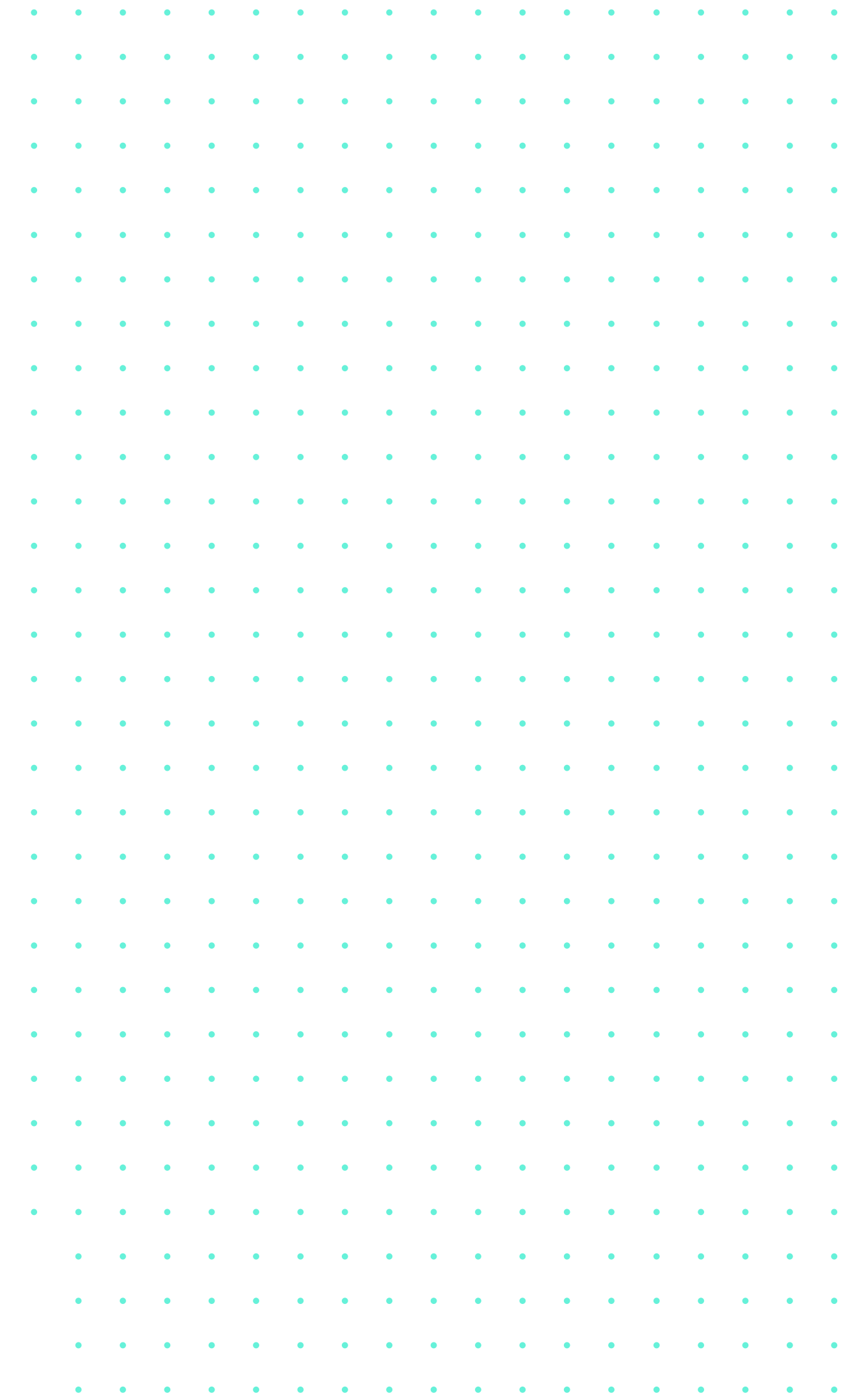
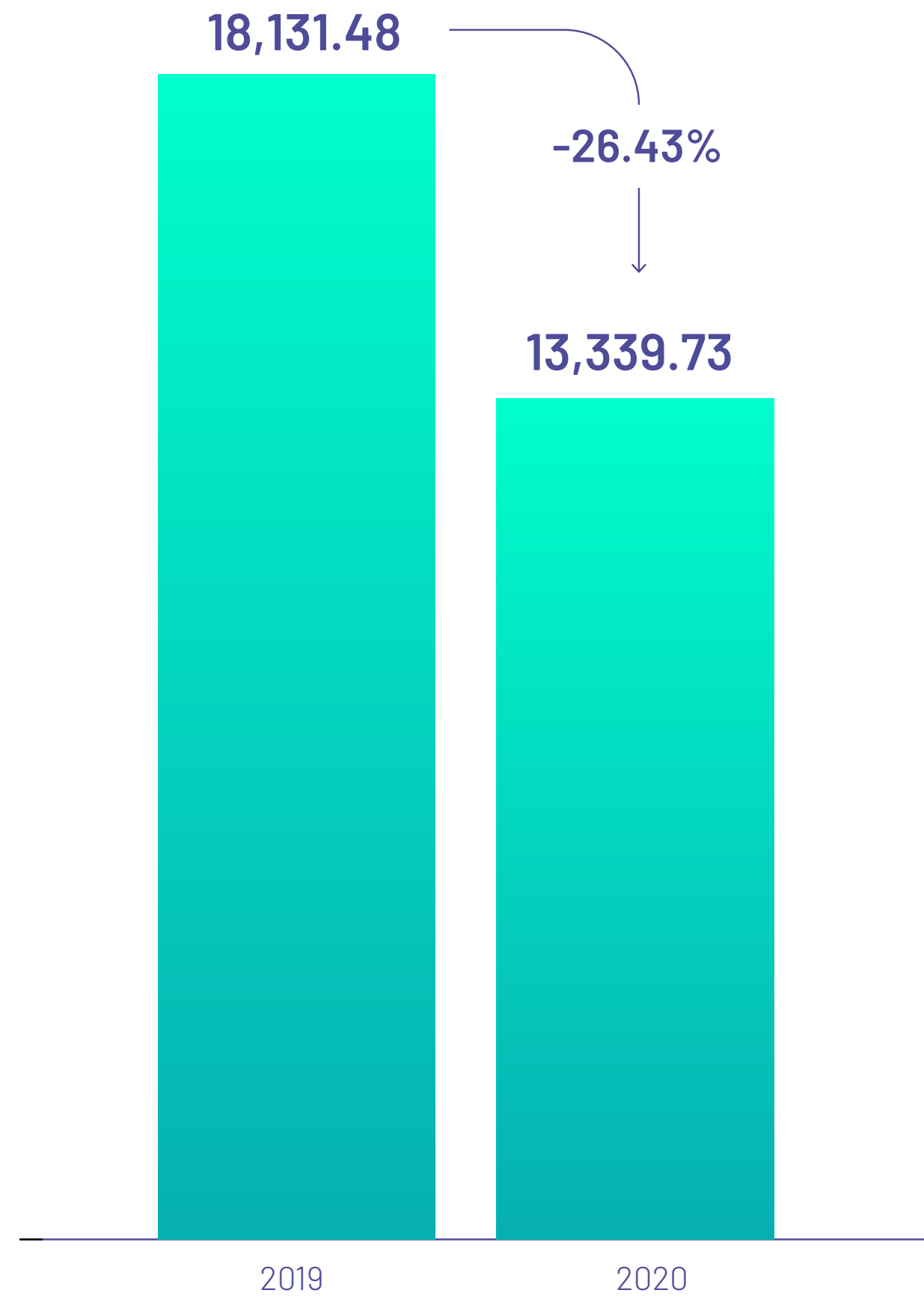
Recyclable waste collection

Aiming at a greater circularity of the operation, we perform recyclable waste collection at all of our administrative headquarters and at the Fulfillment Centers, in addition to the correct destination of generated waste. Performance indicators are monitored by the sustainability area.

WATER

Even though our business does not have a big impact on the management of natural resources, we use technologies to avoid waste and constantly engage our associates through actions and campaigns to avoid waste.

WATER CONSUMPTION (M³)



americanas

07

New Company



NEW COMPANY

...expanding to a more powerful ecosystem

NETWORK EFFECT

connecting consumers to sellers, merchants, and suppliers.

PROPRIETARY TECHNOLOGY

developed in our Digital LABs, in partnership with global institutions.

ECONOMIES OF SCALE

constant expansion of our reach, accelerating growth and generating operational efficiencies.

POWERFUL BRAND

reinforcing our position around our original brand, Americanas.

+ customers
+ sellers
+ merchants
+ suppliers
+ team

it's time to add...

- + customers
- + sellers
- + merchants
- + suppliers
- + team

To deliver

the **best experience** faster
with **less friction**
and **more engagement**.



08 Appendices

GRI, SASB AND TCFD INDEX

GRI STANDARDS INDEX

GRI 102-55

GENERAL DISCLOSURES		REFERENCE (PAGE) / DIRECT RESPONSE
GRI 102: General Disclosures 2016		
GRI Standards 2016: ORGANIZATIONAL PROFILE		
102-1	Name of the organization	Page 12.
102-2	Activities, brands, products and services	Page 12.
102-3	Location of headquarters	Rua Sacadura Cabral, 102 – Saúde. CEP: 20081- 902. Rio de Janeiro – RJ.
102-4	Location of operations	The operations of the B2W Digital are centered on a national level. Learn more on page 12.
102-5	Ownership and legal form	Page 22.
102-6	Markets served	Pages 12, 19 and 57.
102-7	Scale of the organization	Pages 12, 31 and 37.
102-8	Information on employees and other workers	Page 37.
102-9	Supply chain	Pages 12 and 61.
102-10	Significant changes to the organization and its supply chain	There were no significant changes in size, structure, ownership, and supply chain.
102-11	Precautionary Principle or approach	We do not formally adopt, but we have a robust system of risk management.
102-12	External initiatives	Page 35 and 79.

102-13	Membership of associations	Page 35 and 79.
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GRI Standards 2016: STRATEGY

102-14	Statement from senior decision-maker	Page 04.
102-15	Key impacts, risks, and opportunities	Pages 09, 19, 30, 35, 50, 61 and 66.

GRI Standards 2016: ETHICS AND INTEGRITY

102-16	Values, principles, standards, and norms of behavior	Pages 17, 64 and 65.
102-17	Mechanisms for advice and concerns about ethics	Pages 64 and 66.

GRI Standards 2016: GOVERNANCE

102-18	Governance structure	Page 23.
102-19	Delegating authority	Page 26.
102-20	Executive-level responsibility for economic, environmental and social topics	Page 26.
102-21	Consulting stakeholders on economic, environmental, and social topics	Page 28.
102-22	Composition of the highest governance body and its committees	Pages 22 and 23.
102-23	Chair of the highest governance body	Page 24.
102-24	Nominating and selecting the highest governance body	Page 24.
102-25	Conflicts of interest	Pages 64 and 66.
102-26	Role of highest governance body in setting purpose, values, and strategy	Page 26.
102-27	Collective knowledge of highest governance body	Pages 28 and 65.
102-29	Identifying and managing economic, environmental, and social impacts	Page 28.
102-30	Effectiveness of risk management processes	Page 26.
102-31	Review of economic, environmental, and social topics	Page 26.

102-32	Highest governance body's role in sustainability reporting	Page 06.
102-33	Communicating critical concerns	Page 26.
102-35	Remuneration policies	Pages 23 and 112.
102-36	Process for determining remuneration	Page 23.
GRI Standards 2016: STAKEHOLDER ENGAGEMENT		
102-40	List of stakeholder groups	Customers, associates, investors, suppliers, sellers, governments, civil society, community, and NGOs (interactions with Sustainability).
102-41	Collective bargaining agreements	100%
102-42	Identifying and selecting stakeholders	Page 35.
102-43	Approach to stakeholder engagement	The engagement, which takes place every two years, was carried out in 2019. We carry out consultations with clients, suppliers, associates, investors, among other stakeholders, as well as in-depth interviews with executives and specialists from Instituto Akatu, São Paulo Association of Supermarkets (Apas) and FGV's Center of Excellence in Retail (GVcev).
102-44	Key topics and concerns raised	Page 35.
GRI Standards 2016: REPORTING PRACTICE		
102-45	Entities included in the consolidated financial statements	static.b2wdigital.com/upload/dfp/00003574.pdf
102-46	Defining report content and topic Boundaries	Pages 35 and 110.
102-47	List of material topics	Page 35.
102-48	Restatements of information	In 2020, there were no significant restatements.

102-49	Changes in reporting	In 2020, we revised our materiality study, resulting in a strategic materiality that guides the construction of this document and the sustainability strategy of B2W Digital until 2022. The new materiality is guided by a core concept, three pillars, and nine aspects, described in detail on Page 36.
102-50	Reporting period	Page 06.
102-51	Date of most recent report	2019.
102-52	Reporting cycle	Annual.
102-53	Contact point for questions regarding the report	sustentabilidade@b2wdigital.com
102-54	Claims of reporting in accordance with the GRI Standards	Page 06.
102-55	GRI content index	Page 97.
102-56	External assurance	This reporting cycle, based on the Integrated Reporting and GRI models, has an external audit by SGS ICS Certificadora LTDA. Financial information is audited by PricewaterhouseCoopers Auditores Independentes and Atmospheric Emissions information is verified by SGS ICS Certificadora LTDA. Find out more in the Letter of Assurance on page 113.

GRI 103: Management Approach 2016

103-1	Explanation of the material topic and its Boundary	Excellence Team – Page 37; Social Relevance – Page 52; Responsible Suppliers – Page 61; Ethical Conduct – Page 23 and 64; Fostering Innovation – Page 67; Safe and Satisfied Customer – Page 75; Sustainable and Quality Offer – Page 79; Combating Climate Change – Page 84; Reduced Use of Materials – Page 89.
103-2	The management approach and its components	Pages 36, 37, 52, 65, 67, 75, 79, 84 and 89.
103-3	Evaluation of the management approach	Pages 36, 37, 52, 65, 67, 75, 79, 84 and 89.

ECONOMIC DISCLOSURES**REFERENCE (PAGE) / DIRECT RESPONSE****GRI 201: Economic Performance 2016**

201-1	Direct economic value generated and distributed	Page 31.
201-2	Financial implications and other risks and opportunities due to climate change	Page 84.

GRI 202: Market Presence 2016

202-2	Proportion of senior management hired from the local community	100% of the members of the Executive Board are Brazilian.
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GRI 203: Indirect Economic Impacts 2016

203-1	Infrastructure investments and services supported	Pages 53 and 57.
203-2	Significant indirect economic impacts	Pages 56, 57 and 60.

GRI 204: Procurement Practices 2016

204-1	Proportion of spending on local suppliers	Page 61.
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GRI 205: Anti-Corruption 2016

205-1	Operations assessed for risks related to corruption	Page 65.
205-2	Communication and training about anti-corruption policies and procedures	Pages 65 and 66.
205-3	Confirmed incidents of corruption and actions taken	Page 65.

GRI 206: Anti-Competitive Behavior 2016

206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	In 2020, there were no fines or lawsuits for unfair competition and any registered corruption cases. We ended the year with only a representation of Mercado Livre at CONAR, due to the claim used by Americanas "The fastest delivery in Brazil".
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ENVIRONMENTAL DISCLOSURES

REFERENCE (PAGE) / DIRECT RESPONSE

GRI 302: Energy 2016

302-1	Energy consumption within the organization	Pages 86 and 87.
302-3	Energy intensity	Page 87.
302-4	Reduction of energy consumption	Pages 86 and 87.
302-5	Reductions in energy requirements of products and services	Page 87.

GRI 305: Emissions 2016

305-1	Direct (Scope 1) GHG emissions	Page 86.
305-2	Energy indirect (Scope 2) GHG emissions	Page 86.
305-3	Other indirect (Scope 3) GHG emissions	Page 86.
305-4	GHG emissions intensity	Page 87.
305-5	Reduction of GHG emissions	Page 86.
305-6	Emissions of ozone-depleting substances (ODS)	Doesn't have.
305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions	Doesn't have.

GRI 306: Waste 2020

306-2	Management of significant waste-related impacts	Page 92.
306-3	Waste generated	Page 92.

GRI 308: Supplier Environmental Assessment 2016

308-1	New suppliers that were screened using environmental criteria	Page 61.
308-2	Negative environmental impacts in the supply chain and actions taken	Page 61.

SOCIAL DISCLOSURES**REFERENCE (PAGE) / DIRECT RESPONSE****GRI 401: Employment 2016**

401-1	New employee hires and rate of employee turnover	Page 37.
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401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	All our associates are governed by the CLT, having the right to the practices provided for by law, in addition to a wide range of benefits, regardless of the positions they hold at the Company, with the exception of temporary employees. Benefits include: transportation vouchers, life insurance, health plan, dental care, meal vouchers or workplace meals, discounts on purchases of products at Americanas and the Americanas, Submarino, and Shoptime websites, and discounts at gyms, language schools, and universities.
401-3	Parental leave	We have a special program focused on our future mothers offering full follow-up and access to all essential information for a safe pregnancy. As a result, our return rate to work after maternity leave is 95% and after paternity leave is 100%.
GRI 402: Labor/Management Relations 2016		
402-1	Minimum notice periods regarding operational changes	We act in accordance with the CLT and follow the guidelines of the unions.
GRI 403: Occupational Health and Safety 2018		
403-1	Occupational health and safety management system	The percentage was not disclosed in 2020, due to the restructuring of the model.
GRI 404: Training and Education 2016		
404-1	Average hours of training per year per employee	Page 47.

404-2	Programs for upgrading employee skills and transition assistance programs	Page 47.
404-3	Percentage of employees receiving regular performance and career development reviews	The percentage was not disclosed in 2020, due to the restructuring of the model.

GRI 405: Diversity and Equal Opportunity 2016

405-1	Diversity of governance bodies and employees	Page 40.
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GRI 408: Child Labor 2016

408-1	Operations and suppliers at significant risk for incidents of child labor	Doesn't have.
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GRI 409: Forced or Compulsory Labor 2016

409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Doesn't have.
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GRI 412: Human Rights Assessment 2016

412-1	Operations that have been subject to human rights reviews or impact assessments	Page 61.
412-2	Employee training on human rights policies or procedures	Page 64.
412-3	Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	Page 64.

GRI 413: Local Communities 2016

413-1	Operations with local community engagement, impact assessments, and development programs	Pages 53, 56, 57 and 60.
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GRI 414: Supplier Social Assessment 2016

414-1	New suppliers that were screened using social criteria	Page 61.
414-2	Negative social impacts in the supply chain and actions taken	Page 61.

GRI 415: Public Policy 2016

415-1	Political contributions	No contributions were made.
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GRI 416: Customer Health and Safety

416-1	Assessment of customer health and safety impacts of product and service categories	Page 82.
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	In 2020, we identified 36 non-compliance cases. Know more details about the management of the subject on page 82.

GRI 418: Customer Privacy

418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Page 75.
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GRI 419: Socioeconomic Compliance 2016

419-1	Non-compliance with laws and regulations in the social and economic area	We did not identify anything significant and eventual cases were identified and resolved in accordance with the legal requirements and values of the Company.
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SASB INDEX

INDICATOR		REFERENCE (PAGE) / DIRECT RESPONSE
Retail & Distribution Energy Management		
CG-EC-130a.1	(1) Total energy consumed, (2) percentage of electricity from the free market, (3) percentage of renewable energy.	We do not use energy from renewable sources yet, but we have developed several initiatives to reduce our impact on the environment. Know more details on page 86.
Data privacy and advertising		
CG-EC-220a.1	Number of users whose information is used for secondary purposes.	Page 75.
CG-EC-220a.2	Policies and practices related to behavioral advertising and user privacy.	Page 75.
Data security		
CG-MR-230a.1	Description of the approach to identify and deal with data security risks.	Page 75.
Diversity and inclusion of employees		
CG-EC-330a.4	Percentage of employees that are foreign nationals.	Page 37.
CG-MR-330a.1	Percentage of gender and racial/ethnic group representation for (1) management and (2) all other employees.	Pages 37 and 40.
CG-EC-330a.2	(1) Voluntary and (2) involuntary turnover rate for all employees in the last four years.	Page 37.
Supply of products, packaging and marketing		
CG-MR-410a.1	Revenue from third-party products certified by environmental and/or social sustainability standards.	Page 82.
CG-MR-410a.3	Discussion of strategies to reduce the environmental impact of packaging.	Page 92.
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product deliveries.	Page 87.

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES (TCFD) FRAMEWORK

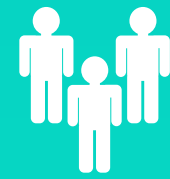
TOPICS	TCFD RECOMMENDATIONS	REFERENCE (PAGE) / DIRECT RESPONSE
Governance 1	Describe how the Board oversees the risks and opportunities related to climate change.	The management of the risks and opportunities of climate change is the responsibility of the Sustainability Department, reporting directly to the Board of Directors. Find details on page 84.
Governance 2	Describe the role of the Board in assessing and managing risks and opportunities related to climate change.	The Board actively participates in the assessment and management of the risks and opportunities of climate change, in accordance with the monitoring and reporting carried out by the Sustainability Department. Find details on page 84.
Strategy 1	Risks and opportunities related to climate change that the organization has identified in the short, medium and long terms.	We identified two main risks: Extreme precipitation events and Temperature changes that can cause risks related to heat waves, both described on page 85.
Strategy 2	Impacts of risks and opportunities related to climate change on the organization's business, strategy and financial planning.	In the process of integration with the strategy of the Company.
Strategy 3	Resilience of the organization's strategy, considering different scenarios of climate change, including a scenario of 2°C or less.	In line with the Paris Agreement, our strategy is divided into mitigation actions and, finally, compensation, which has not yet been possible to decrease. As a result, for the second consecutive year, we are a Carbon Neutral business for Scope 1 and 2 emissions. Find out more on page 88.
Risk management 1	Processes used by the organization to identify and assess risks related to climate change.	We conducted a study with an external consultancy to assess the physical risks to climate change by 2040. Two scenarios were considered: optimistic (RCP 4.5) and pessimistic (RCP 8.5). In this way, it is possible to evolve in the management of topics to integrate them into the Company's risk management.
Risk management 2	Processes used by the organization to manage risks related to climate change.	The themes are discussed in the ESG Committee of Americanas Universe, which has members from the Risks area. In this way, it is possible to evolve in the management of themes to integrate them in the risk management of the Company.
Risk management 3	How the processes used by the organization to identify, assess, and manage risks related to climate change are integrated into the organization's overall risk management.	The risks and opportunities are in the process of integration with the general risk management of the Company.
Metrics and goals 1	Metrics used by the organization to assess risks and opportunities related to climate change according to its strategy and risk management process.	The metrics are being studied in partnership with the risk area of the Company.
Metrics and goals 2	Greenhouse Gas Emissions of Scope 1, Scope 2 and, if applicable, Scope 3, and the risks related to them.	Pages 86 and 95.
Metrics and goals 3	Goals used to manage risks and opportunities related to climate change, and performance against targets.	Our environmental goals are described on pages 03 and 83.

CAPITALS MAP



Financial
CAPITAL

Pages 08, 21 and 29.



Human
CAPITAL

Pages 08 and 34.



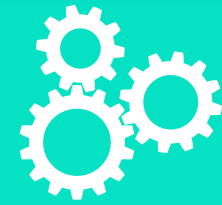
Natural
CAPITAL

Pages 08 and 34.



Intellectual
CAPITAL

Pages 08, 11, 21 and 34.



Manufactured
CAPITAL

Pages 08, 11 and 34.



Social and Relationship
CAPITAL

Pages 08, 11, 21 and 34.

PRIORITY SDGS



SDG 4
Quality Education

Pages 42, 52, 56,
58 and 60.



SDG 5
Gender Equality

Pages 42, 60, 80 and 81.



SDG 8
**Decent Work and
Economic Growth**

Pages 42, 52, 60, 80 and 81.



SDG 10
Reduced Inequalities

Pages 42, 56, 58,
60, 80 and 81.



SDG 13
Climate Action

Pages 85 and 89.

OTHER INDICATORS

Get to know the other indicators of the B2W Digital, in 2020:

FREQUENCY RATE OF ACCIDENTS WITH LOST TIME¹

	2019	2020
Associates	1.79	5.66

¹ 100% coverage of operations and associates.

IMPACTED STAKEHOLDERS

GRI 102-46

	INTERNAL	EXTERNAL
Excellence Team	HR; Training/development; Health and safety; Diversity; Internal communication.	Universities; Benefit suppliers.
Social Relevance	Social responsibility; Team of relationship with sellers; HR – development;	Sellers; Subsidiary companies that provide services for sellers; Social projects of development in technology; Social projects of development in retail and sales; Social projects to support innovation; Commercial associations of the municipalities of small size where it operates.

Of the total shares of our parent company, Americanas, at the end of 2020, 60.8% were directly or indirectly owned by members of the families that acquired the Company in 1982, being:

Sicupira: 15.2%;

Lemann: 32.8%;

Telles: 12.8%.

To learn more about the Company's shareholdings in other companies, access section 15 of our Reference Form:

static.lasa.com.br/upload/arquivosparadownload/00009899.pdf

Responsible Suppliers	Team responsible for the international assortment; Own brands; Audit/compliance; Team responsible for selecting assortment; Sustainability.	Sellers; Product suppliers for resale; Associations of industry compliance monitoring.
Ethical Conduct	Audit/compliance/ethics; HR	Investors; Financial institutions; Governments; Society.
Fostering Innovation	IF; Technology; Innovation; HR; Customer experience; Ame.	Universities; Innovation Labs; Governments/ regulatory bodies.
Secure and Satisfied Customer	Information security; IT; Relationship with customers; Marketing/communication.	Acquirers; card banners; Platforms of technology.
Sustainable and Quality Offer	Communication; responsible team for product information on the websites; Teams that negotiate with reseller suppliers; Sustainability.	Sellers; Product suppliers for resale.
Combating Climate Change	Logistics; Engineering and architecture; Store management; Sustainability.	Energy suppliers (free market); Logistics suppliers; Fuel suppliers; Equipment, refrigeration and lighting suppliers; Automation suppliers; Center of Data processing suppliers.
Reduced Use of Materials	Logistics; Store management; Design; Teams that negotiate with reseller suppliers; Sustainability.	Packaging suppliers for FCs; Suppliers of products for resale; Packaging suppliers for stores; Reverse logistics companies; Recycling companies; Sellers.

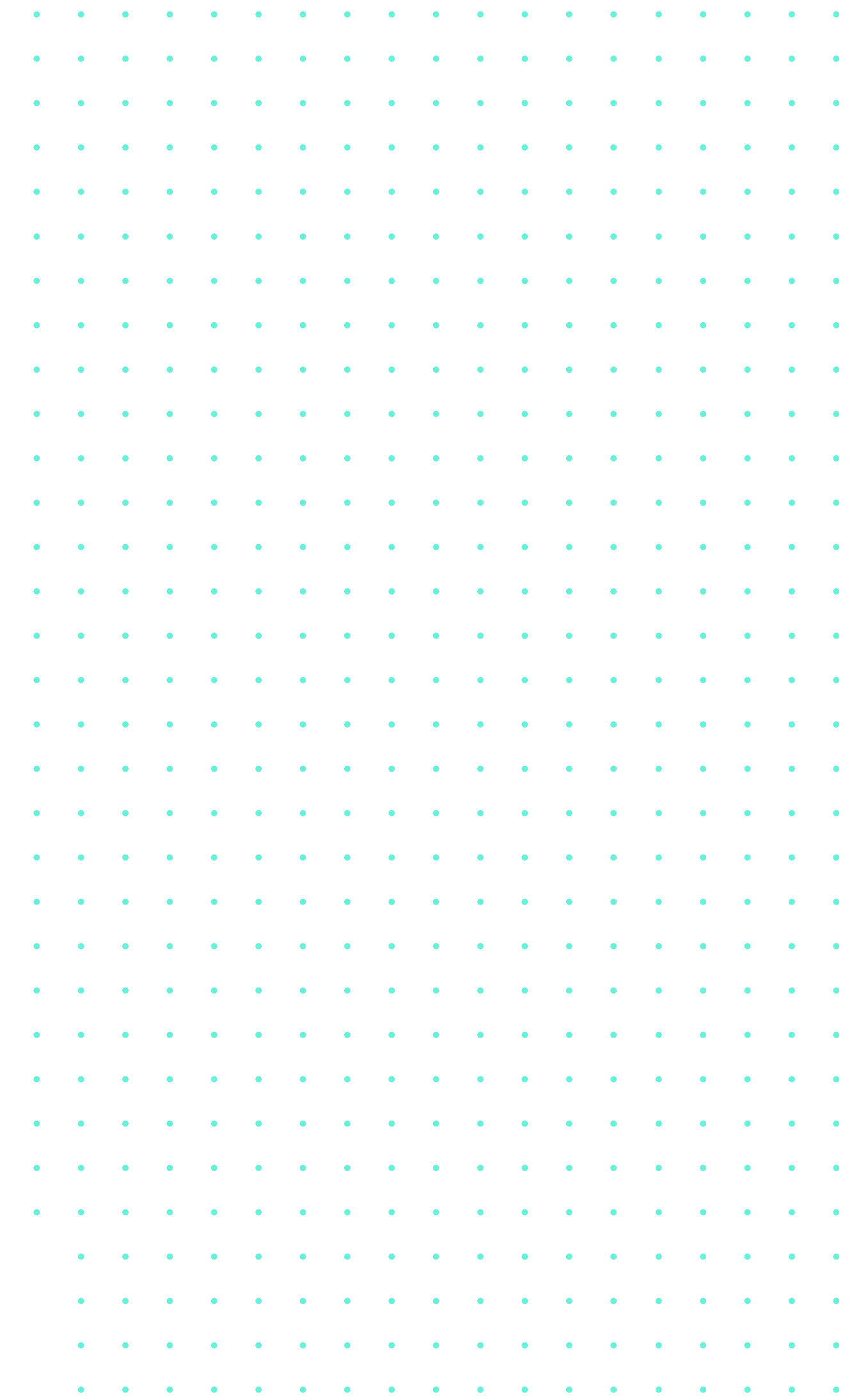


TABLE OF COMPENSATION

GRI 102-35

	2017			2018			2019			2020		
	Supervisory Board	Statutory Board	Audit Council	Supervisory Board	Statutory Board	Audit Council	Supervisory Board	Statutory Board	Audit Council	Supervisory Board	Statutory Board	Audit Council
Number of members ¹	6	10	3	7	10.25	3	7	10	3	7	10.33	3
Number of paid members ¹	4	8	3	4	8.92	3	4	9	3	4	9	3
FIXED COMPENSATION (R\$)												
Salary or compensation	690,795.00	9,937,300.00	312,358.00	757,024.41	13,083,910.00	405,286.62	691,980.00	14,954,597.00	341,218.00	690,795.00	10,184,438.00	341,027.00
INSS	29,205.00	58,410.00	7,302.00	32,005.00	77,112.00	9,713.00	28,020.00	87,628.00	7,982.00	29,205.00	59,868.00	8,173.00
VARIABLE COMPENSATION (R\$)												
Share-based (including options)	0	19,362,404.00	0.00	0.00	11,269,811.00	0.00	0.00	13,258,737.00	0.00	0.00	16,907,358.00	0
Bonus	0	0.00	0.00	0.00	4,825,635.00	0.00	0.00	5,885,914.00	0.00	0.00	7,858,593.00	0
Total	720,000.00	29,358,114.00	319,660.00	789,029.41	29,256,468.00	414,999.62	720,000.00	34,186,876.00	349,200.00	720,000.00	35,010,257.00	349,200.00

¹The number of members of each body corresponds to the annual average of the number of members of each body calculated monthly.



ASSURANCE STATEMENT

GRI 102-56

STATEMENT BY SGS ICS CERTIFICADORA LTDA. (SGS) REGARDING THE SUSTAINABILITY ACTIVITIES PROVIDED IN “SUSTAINABILITY REPORT 2020” GIVEN TO B2W – Companhia Global do Varejo

NATURE AND SCOPE OF ASSURANCE

The SGS was hired by B2W – Companhia Global do Varejo to carry out the third-party assurance of their Sustainability Report 2020. The assurance scope, based on assurance methodology of sustainability reports of SGS, comprises the disclosure verification under GRI standards in 2020.

The information provided in “SUSTAINABILITY REPORT 2020” and its presentation is a sole responsibility of B2W – Companhia Global do Varejo management structure. The SGS is not involved in the preparation of any material, including the in the said report. We are liable for giving our opinion of the GRI disclosures and their texting, data, charts, and statement within the assurance scope in order to keep the B2W – Companhia Global do Varejo stakeholders informed.

The SGS Group has developed a set of assurance protocols for Sustainability Communication based on the best practices provided in GRI Sustainability Reporting Standards and the assurance standard - ISAE3000. Such protocols offer different assurance levels depending on context and capacity of organization.

This report was assured considering our protocols to assess the content authenticity and its alignment with the requirements of GRI Sustainability Reporting Standards, (Universal Standards 101, 102 and 103) and the requirements of Topic-specific Standards (GRI 200, GRI 300 and GRI 400) according to the material issues identified by B2W – Companhia Global do Varejo through our process detailed herein. Based on this context, the “SUSTAINABILITY REPORT 2020” is considered as “Core option”.

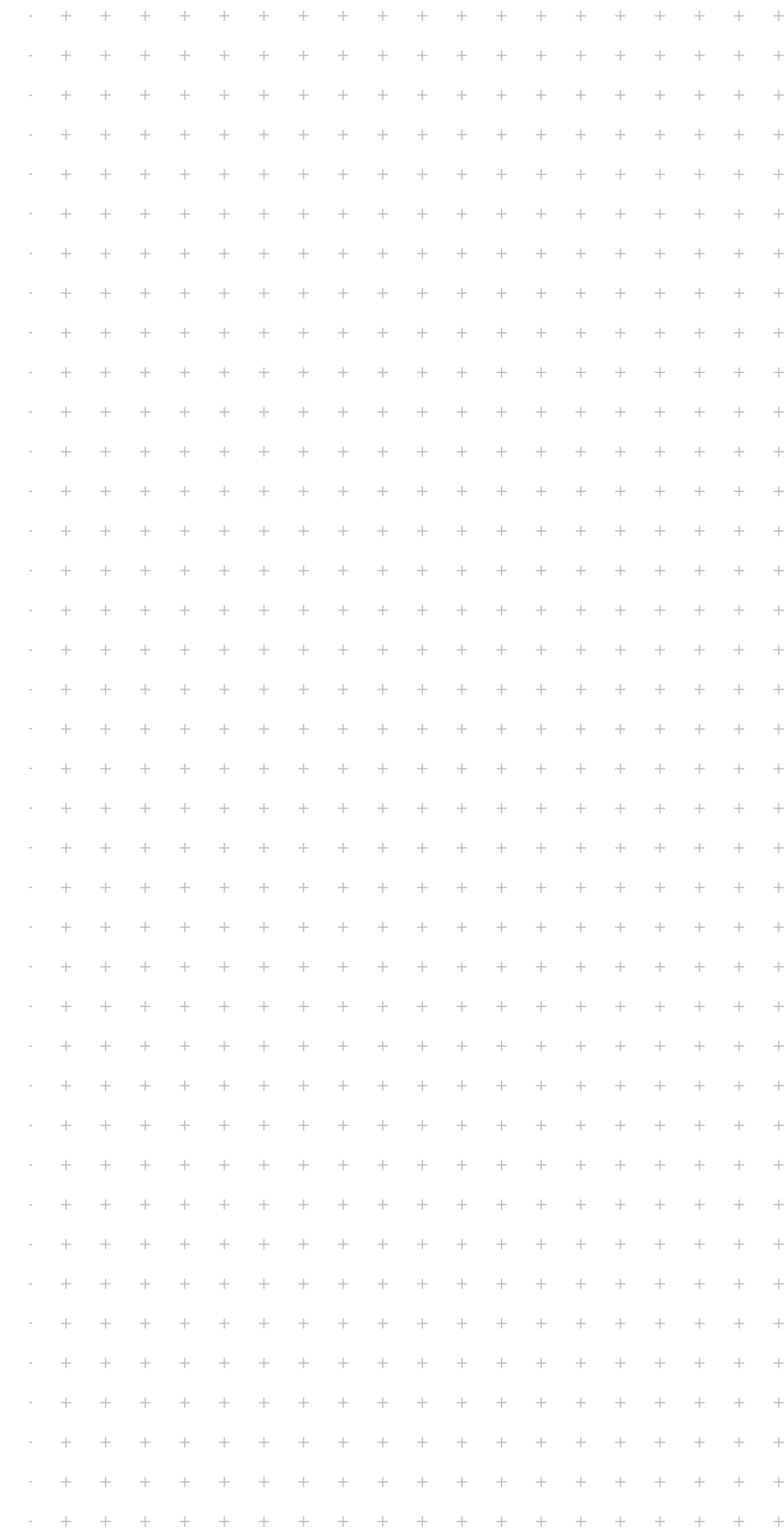
The assurance process comprised, due to external conditions and precautionary health and safety of SGS employees as well as B2W – Companhia Global do Varejo, it was carried out remotely, with (i) interviews with strategic employees, both to understand the report data and to understand the management process connected with the material issues, (ii) review of the documentation sent by B2W – Companhia Global do Varejo and comparison with the information entered by the company in the report, (iii) evaluation of versions of this report for alignment with GRI standards and (iv) analysis of engagement activities with stakeholders and evaluation of how material topics have been defined and inserted in the context of sustainability within the organization and content of this sustainability report. The accounting information and information related to the greenhouse gas inventory of B2W – Companhia Global do Varejo, contained and/or referenced in the “SUSTAINABILITY REPORT 2020”, was not evaluated as part of this assurance process. Both information being evaluated in different audit processes.

IMPARTIALITY AND COMPETENCE STATEMENT

The SGS Group is global lead in inspection, analysis and verifications services, operating in more than 140 countries and rendering services that includes management system certification, audits and trainings on quality, environmental, social and ethic segments, sustainability assurance reports and greenhouse gases verification. The SGS attests your independence against B2W – Companhia Global do Varejo, stating that is exempt from interest conflict with the organization, their subsidiary and stakeholders.

The assurance team was composed according to members’ expertise, experience and competence for this activity, the team is composed of:

- An Audit Lead on Assurance of Sustainability Report, a Lead auditor on Socioenvironmental programs, a Lead Assessor of Greenhouse Gases (GHG) and Environmental Management, Lead auditor on Renovabio program.





ASSURANCE STATEMENT

- An Audit Lead on Assurance of Sustainability Report, a Lead Assessor of Greenhouse Gases (GHG) and climate changes, Lead auditor on Renovabio program.

ASSURANCE OPINION

Regarding the verification on methodology, processes and data presented by B2W - Companhia Global do Varejo, we are sure that the information and data contained in the "SUSTAINABILITY REPORT 2020" are reliable and a balanced representation of the sustainability activities developed by B2W - Companhia Global do Retail in reference year 2020. The assurance team is of the opinion that the report can be used by the company's stakeholders as part of their company assessment processes. The organization chose the core assurance level (Core Option) according to its needs.

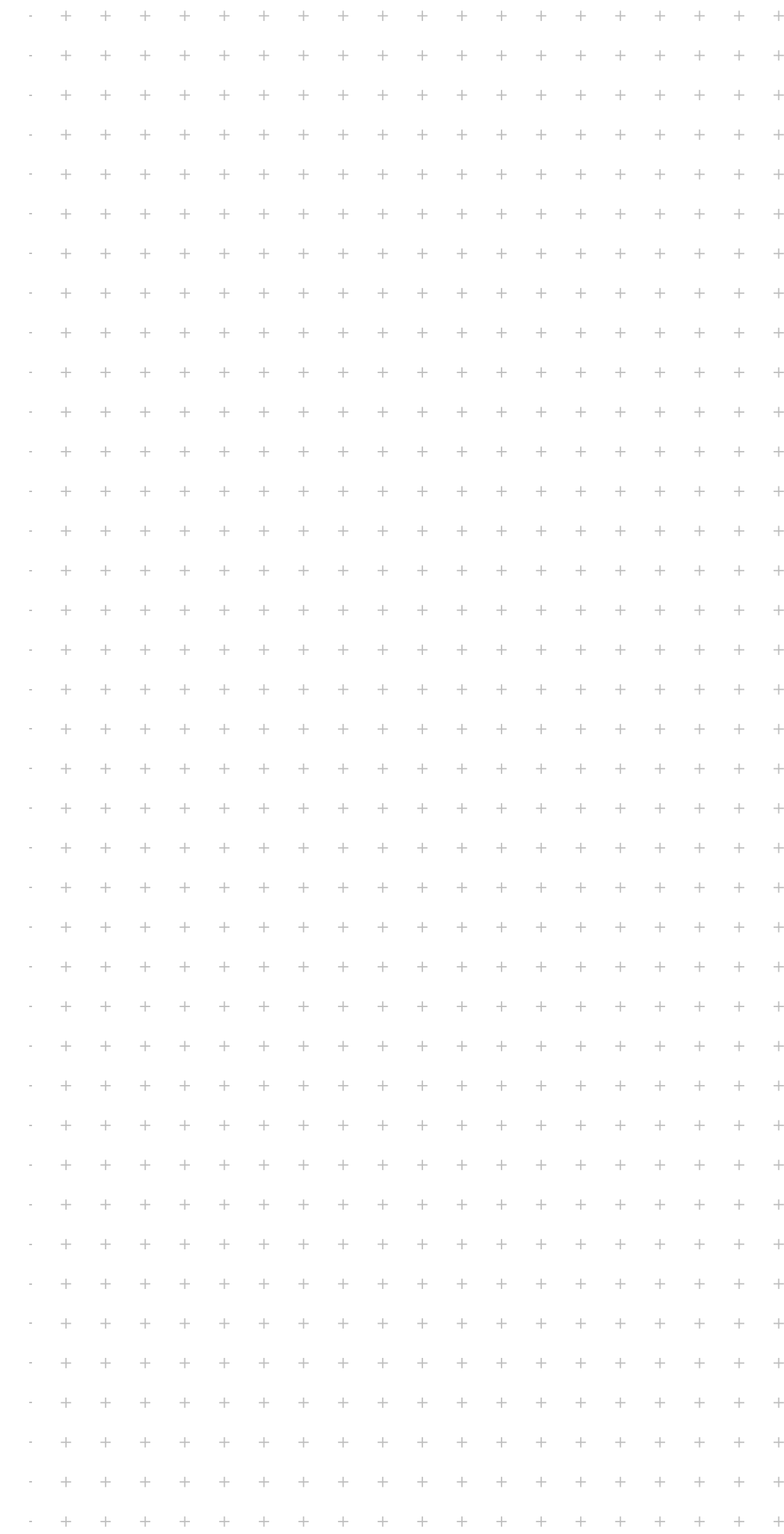
In our opinion, based on the sampling of what was verified in the units and on the materials presented by B2W – Companhia Global do Varejo, the content of the report meets the requirements of the GRI Standards.

RECOMMENDATIONS, FINDINGS AND CONCLUSIONS OF ASSURANCE

- The B2W – Companhia Global do Varejo Report, "SUSTAINABILITY REPORT 2020" is in line with the Sustainability Reporting Standards (Universal Standards 101, 102 and 103) and also with the requirements of the Topic-specific Standards (GRI 200, GRI 300 and GRI 400), Essential Option (Core Option).
- B2W – Companhia Global do Varejo presents its Report based on 03 pillars (Development, Excellence and Eco-efficiency) with 09 material topics raised in a materiality study carried out in 2020. In our opinion, the themes resulting from the study reflect the impacts of the activities of B2W – Companhia Global do Varejo in a balanced way and the report covers information on all topics considered as material for the sector and for the interested parties.
- In relation to the material topics "Sustainable and quality supply", "Reduction of the use of materials (packaging and recycling)" and "Social Relevance", we suggest that they be better explored in future publications, with more information on how to management and its components (disclosure 103-2), including goals and objectives, as well as structuring of disclosure 103-3 - Assessment of the form of management.
- Partial reported disclosures were evidenced: 308-1, 401-1, 401-3, 404-1 and 404-2.

In terms of contributing to the improvement in the development of future sustainability reports and greater efficiency in the assurance process, it is suggested that B2W – Companhia Global do Varejo:

1. Develop an ongoing process for mapping stakeholders and materiality. Best practices indicate that material themes should be extracted from the organization's interaction processes with its stakeholders that are already underway and that take place throughout the year.
2. Regarding disclosure 401-1 – New hires and employee turnover, we suggest that in the next report, turnover information be presented to 100% of employees, including the operating staff.





ASSURANCE STATEMENT

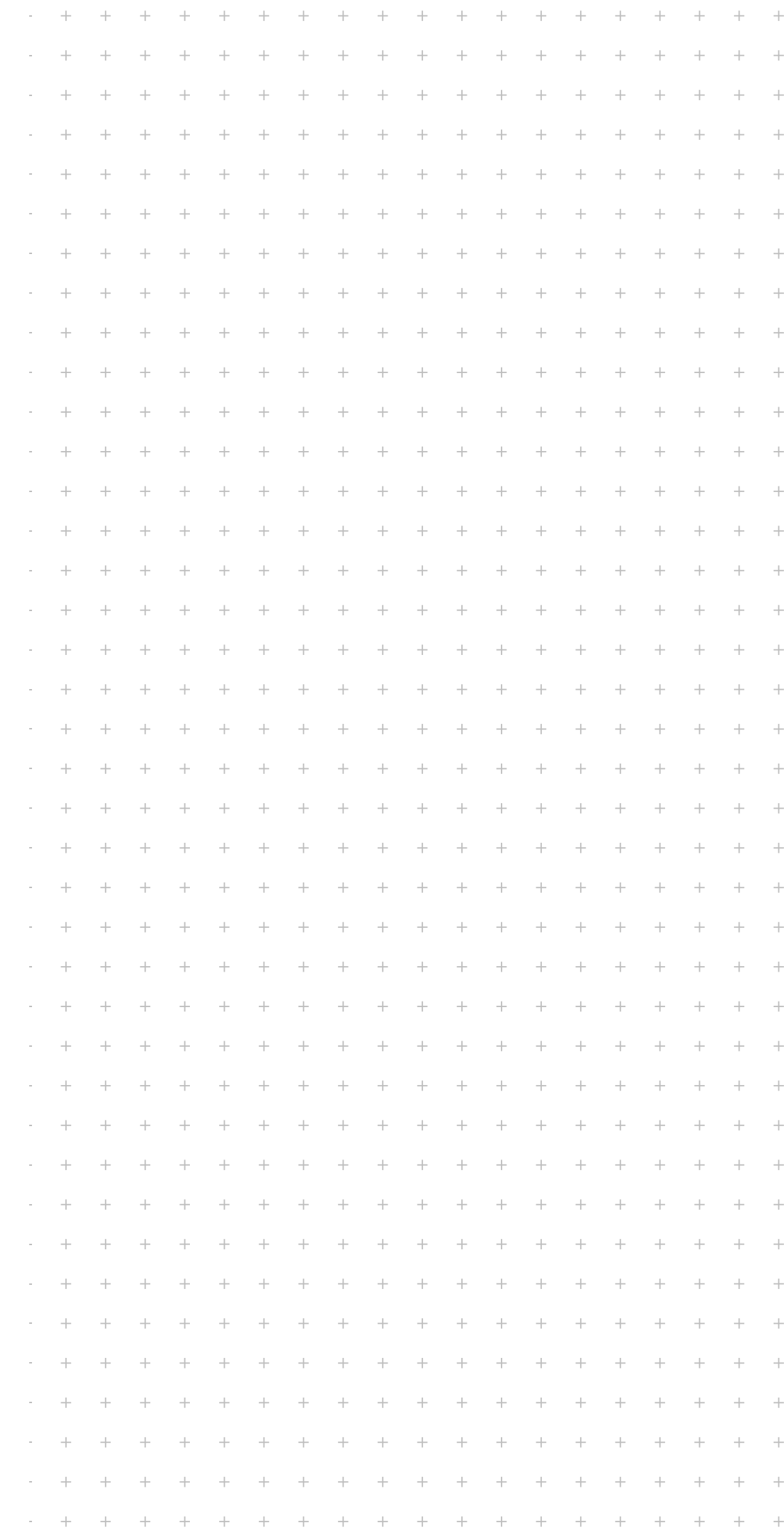
Finally, SGS believes in the importance of transparency and congratulates the company for the initiative of conducting an assurance of its report, as well as promoting sustainability in its actions and disseminating its code of conduct and compliance at all levels of the organization.

June 14th, 2021

Executed by and on behalf of SGS.

Fabian Peres Gonçalves
Business Manager - Sustainability

Mariana de Oliveira Klein
Lead Auditor for Sustainability Report



CREDITS

COORDINATION

Communication and Sustainability Board

Investor Relations Board

WRITING, GRI CONSULTING, GRAPHIC PROJECT AND DIAGRAMMING

Ricca Sustentabilidade

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