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NATURA COSMÉTICOS S.A.  
Publicly-Held Company

NIRE  
35.300.143.183

## **NOTICE TO THE MARKET**

### **Natura and Santander join forces in order to offer exclusive banking services to more than 1 million Consultants**

Natura and Santander have joined forces to offer a pioneering service to a network of 1.1 million Natura Beauty Consultants by the first half of this year. The Natura Account offers a 100% digital bank account with exclusive benefits in a cutting-edge format in the direct sales segment.

In order to develop the partnership, Santander took the customer integrated value chain into consideration.

The fully digital account, has an embedded interface with both the website and the Natura Consultant App, allowing access to banking services such as the Natura card, withdrawals, deposits and transfers, as well as a POS machine for credit and debit card payments offering exclusive conditions.

Consultants will also be able to access microcredit directly through the App, to be used solely for the purchase of Natura products. The new service, a ground-breaking operation for digital microcredit in the country, aims to offer credit to Consultants so that they may invest in the expansion and professionalization of their activity.

The Natura Account is part of Natura's revitalization and digitization business plan. The Account will contribute to the bancarization as well as the increase in productivity and income for the Consultants, expanding sales and consolidating loyalty by allowing them to offer a better customer experience.

São Paulo, March 27, 2019.

**NATURA COSMÉTICOS S.A.**

**JOSÉ ANTONIO DE ALMEIDA FILIPPO**  
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