



MINERVA S.A.

Publicly-Held Company
Corporate Taxpayer's ID (CNPJ/MF): 67.620.377/0001-14
Company Registry (NIRE): 35.300.344.022

NOTICE TO THE MARKET

Minerva S.A. ("Minerva" or "Company"), the South American leader in beef export, informs its shareholders and the market in general that:

The Company decided to launch a new Innovation Area which will include 3 main initiatives: **(i)** Advanced Analytics; **(ii)** E-commerce/Marketplace platform; and **(iii)** Venture Capital.

The **Advanced Analytics** segment will be responsible for the development and management of statistic data and artificial intelligence tools, to support Minerva's decision making process on the operational, financial and risk management front. Since 1992, Minerva has a unique data lake comprising public information about the meat industry and global trade, that once integrated will certainly improve Minerva's efficiency and provide a myriad of new opportunities to the Company.

Minerva's **E-commerce/Marketplace** platform will be aimed to develop worldwide initiatives in order to leverage opportunities of the digital sales channel, with initial targets on Brazil, Argentina and Paraguay. The Company e-commerce-based strategy will strength our digital sales channels and improve Minerva's market intelligence on consumer preferences, enabling additional commercial opportunities.

The **Venture Capital** front, is a recently created investment vehicle that will be focused on start-ups and tech companies with highly innovative skills, strictly related to Minerva's value chain (alternative proteins, logistic, livestock, agritech and food retail), that have a long-term potential to enhance synergies, leverage our capabilities and unlock unique opportunities.

Barretos, July 21, 2020

Minerva S.A.
Edison Ticle de Andrade Melo e Souza Filho
Chief Financial Officer and Investor Relations Officer