

FLEURY S.A.
Public Company
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NOTICE TO THE MARKET

Saúde iD starts offering subscription to healthcare services directly to consumers

Fleury SA ("Fleury" or "Company") hereby informs its Shareholders and the market in general that Saúde iD, a Healthcare Platform that already has 7 million lives in services to companies, begins to offer, through an app, subscription to healthcare services that can be contracted directly by individuals. This initiative represents an option for access to quality healthcare for people who do not have a healthcare plan, which today represents almost 75% of the Brazilian population.

The news is another step of the Group in its mission to democratize access to healthcare in Brazil, generate a positive social impact and contribute to the sustainability of the entire healthcare sector - all in line with ESG principles. At the same time, it will provide to users an uncomplicated, quality experience that integrates the health history of each individual.

Initially, the service will be available only to residents of the city of São Paulo and, soon, it will be extended to other regions of the country. Access to services can be done via two models: free and paid.

In its free model (freemium), the user will be able to have access to a health history - consultations, clinical analysis and imaging tests, medications and vaccination card - and a series of discount coupons in the partners.

In the paid format, the customer will be able to choose between two services - Light and Plus -, through a monthly, semiannual or annual contract, which will include telemedicine consultations, routine tests, and discounts on products and services from partners, such as medicines.

São Paulo, February 9th, 2021

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