

# JHSF

**JHSF PARTICIPAÇÕES S.A.**  
**CNPJ/MF 08.294.224/0001-65**  
**NIRE 35.300.333.578**  
**Companhia Aberta**

## COMUNICADO AO MERCADO

A **JHSF Participações S.A.** (“Companhia” ou “JHSF”), líder em *lifestyle* de alta renda na América Latina, anuncia a inauguração do **CJ Boa Vista Village** (“Shopping”), novo shopping dentro do Boa Vista Village, no Complexo Boa Vista, a cerca de 1 hora da cidade de São Paulo.

O novo Shopping consolida uma importante etapa do Boa Vista Village, projeto que já reúne residências, Surf Club, Golf Club, Racquet Club, Spa, Boa Vista Surf Lodge hotel e restaurante operados pelo Fasano, centro equestre, Colégio Visconde de Porto Seguro e Clínica Einstein, entre outros *amenities* voltados ao conforto e lazer.

O Shopping funcionará como *town center*, charmoso centrinho a céu aberto, inspirado em pequenas cidades icônicas mundiais, como Carmel e os Hamptons, onde cultura, gastronomia, as mais renomadas marcas internacionais e nacionais, e tudo o que compõe o lazer do cliente estão a poucos passos, sem abrir mão da natureza e da tranquilidade do campo.

Com cerca de 15 mil m<sup>2</sup> de área bruta locável (ABL) e aproximadamente 100 operações, o Shopping traz marcas inéditas, gastronomia, lazer, serviços, incluindo marcas nacionais e internacionais renomadas. Entre as marcas internacionais presentes estão **Louis Vuitton**, que abre pela primeira vez uma loja dedicada à sua coleção resort, **Chloé**, **Pucci**, **Celine**, **Dolce & Gabbana**, **Rolex**, **Brunello Cucinelli**, **Aquazzura**, **Gianvito Rossi** e grifes com a curadoria da **CJ Mares**, como **Zimmermann**, **Stella McCartney**, **La Double J** e **Etro**. Além disso, a inauguração marca a estreia na América Latina da grife californiana de moda e *lifestyle* **James Perse** e do ícone do esqui alpino francês **Fusalp**. Em gastronomia, os destaques são o **Carbone**, **Forneria Bernacca**, **Geiko San** e o **Pobre Juan**.

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Tem também destaque a **Igreja Nossa Senhora das Graças**, vinculada ao Vaticano, com 1.200 m<sup>2</sup> de área, na qual serão celebradas missas regularmente aos finais de semana, com vitrais assinados pelo artista plástico Vik Muniz.

Para a experiência cultural e o entretenimento, o Shopping conta a Galapagos Capital Art House, espaço cultural permanente e galeria dedicada à arte plástica contemporânea, o inédito cinema com 10 salas em formato *private*, com atendimento personalizado, e um *Music hall* com 800 lugares, a ser inaugurado em breve.

O **CJ Boa Vista Village** terá foco importante no *wellness* e na experiência gastronômica por meio de uma horta orgânica própria, cultivada no conceito *farm-to-table*, que abastece diretamente suas operações com ingredientes frescos produzidos localmente, incluindo o Empório Varanda, operação de mais de 1.000 m<sup>2</sup>.

O projeto arquitetônico é assinado por Pablo Slemenson, Sig Bergamin e Murilo Lomas, e o paisagismo, por Maria João d'Orey.

O Shopping estará aberto ao público de quarta a sexta-feira e aos domingos, das 12h às 20h, e aos sábados, das 11h às 21h. A inauguração do **CJ Boa Vista Village** expressa a vocação da JHSF de desenvolver destinos únicos, completos e reforça a sua estratégia de expandir os negócios de renda recorrente e fortalecer seu portfólio de shoppings no segmento de alta renda.

São Paulo, 29 de maio de 2026

**Relação com investidores**



Imagem real – Louis Vuitton



Imagem real – Pucci

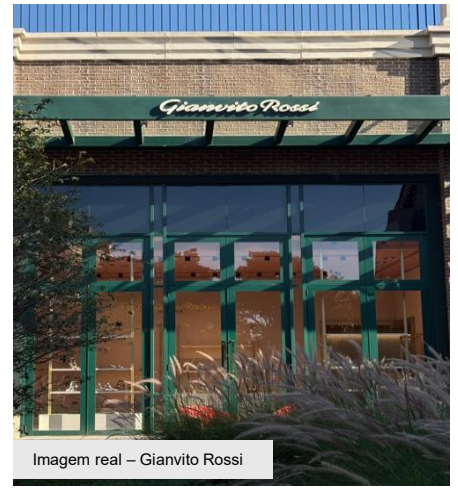


Imagem real – Gianvito Rossi



Imagem real – Brunello Cucinelli

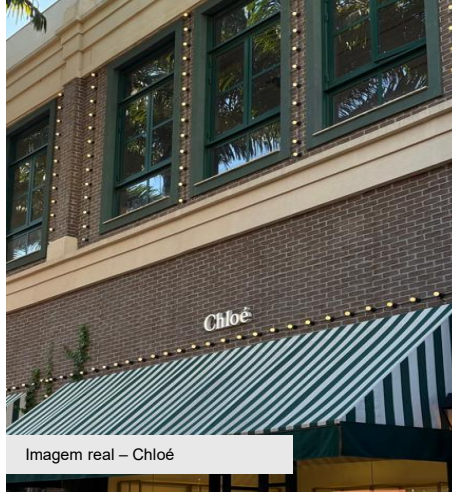


Imagem real – Chloé

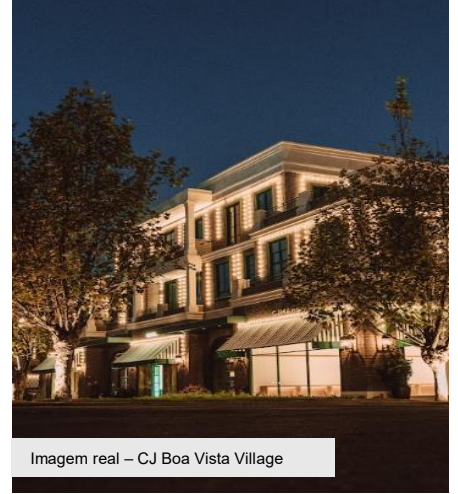


Imagem real – CJ Boa Vista Village



Imagem real – Pobre Juan

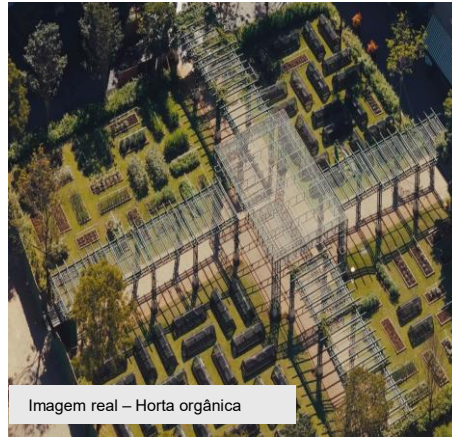


Imagem real – Horta orgânica

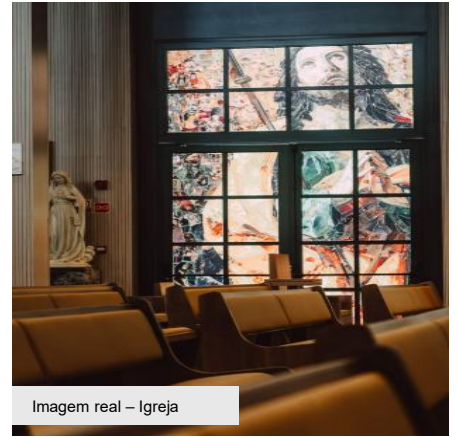


Imagem real – Igreja

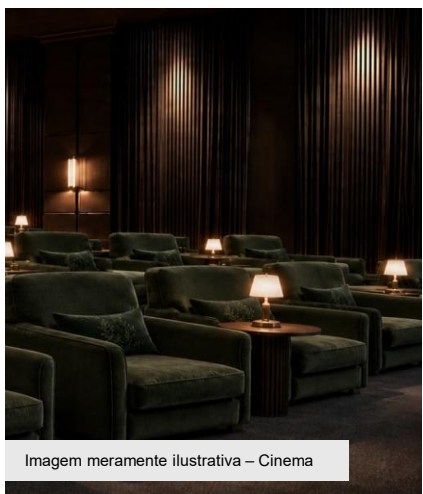


Imagem meramente ilustrativa – Cinema

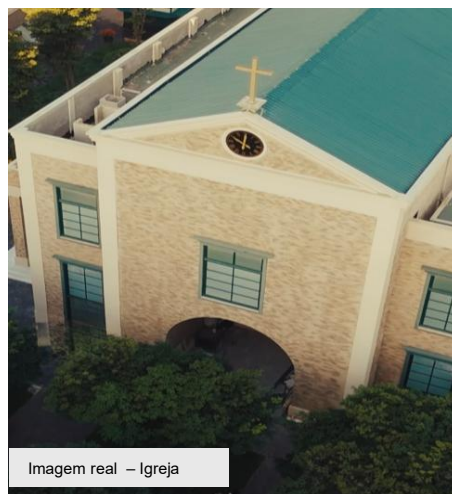


Imagem real – Igreja

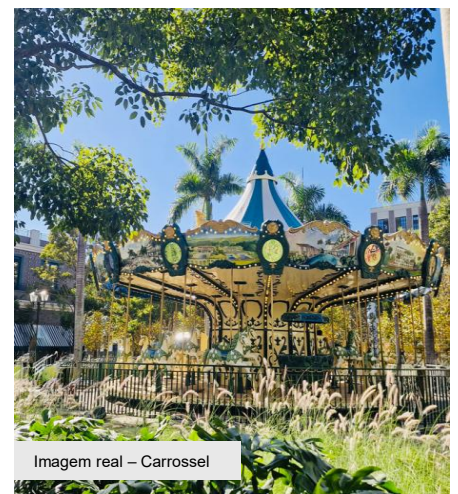


Imagem real – Carrossel

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**CNPJ/MF 08.294.224/0001-65**  
**NIRE 35.300.333.578**  
**Publicly-Held Company**

## **NOTICE TO THE MARKET**

**JHSF Participações S.A.** (“Company” or “JHSF”), the leading high-end lifestyle company in Latin America, announces the opening of **CJ Boa Vista Village** (“Mall”), a new mall within Boa Vista Village, at the Boa Vista Complex, located approximately one hour from the city of São Paulo.

The new Mall marks an important milestone for Boa Vista Village, a project that already includes residences, the Surf Club, Golf Club, Racquet Club, Spa, the Boa Vista Surf Lodge hotel and restaurant operated by Fasano, an equestrian center, Visconde de Porto Seguro School, and Einstein Clinic, among other amenities focused on comfort and leisure.

The Mall will serve as a town center, a charming open-air village inspired by iconic small towns around the world, such as Carmel and the Hamptons, where culture, gastronomy, the most renowned international and national brands, and everything that makes up the client’s leisure are just a few steps away, without giving up the natural surroundings and the tranquility of the countryside.

With approximately 15,000 square meters of gross leasable area (GLA) and around 100 stores and operations, the Mall bring together new brands, gastronomy, leisure, and services, including renowned international and national brands. International brands include **Louis Vuitton**, opening for the first time a store dedicated to its resort collection, as well as **Chloé**, **Pucci**, **Celine**, **Dolce & Gabbana**, **Rolex**, **Brunello Cucinelli**, **Aquazzura**, **Gianvito Rossi**, and brands curated by **CJ Mares**, such as **Zimmermann**, **Stella McCartney**, **La Double J**, and **Etro**. In addition, the opening marks the launch in Latin American of California-based fashion and lifestyle brand **James Perse** and French alpine ski icon **Fusalp**. In gastronomy, highlights include **Carbone**, **Fornieria Bernacca**, **Geiko San**, and **Pobre Juan**.

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Another highlight is the Nossa Senhora das Graças Church, affiliated with the Vatican, with 1,200 square meters of area, where Masses will be regularly celebrated on weekends, featuring stained-glass windows created by visual artist Vik Muniz.

To enhance the cultural and entertainment experience, the Mall features the Galapagos Capital Art House, a permanent cultural venue and gallery dedicated to contemporary visual arts, an unprecedented 10-screen private-format cinema with personalized service, and an 800-seat Music Hall, scheduled to open soon.

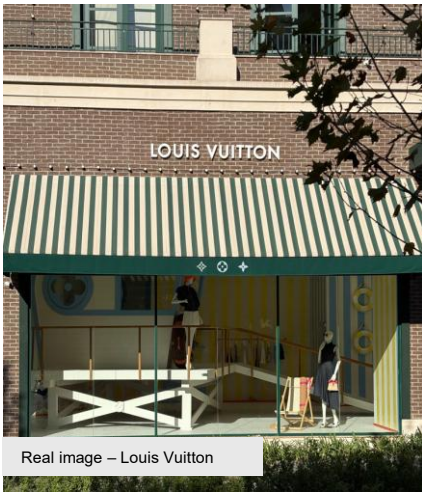
**CJ Boa Vista Village** emphasizes wellness and the gastronomic experience through its own organic garden, cultivated under a farm-to-table concept, which directly supplies its operations with fresh, locally grown ingredients, including Emporio Varanda, a space of over 1,000 square meters.

The architectural design was developed by Pablo Slemenson, Sig Bergamin, and Murilo Lomas, with landscaping by Maria João d'Orey.

The Mall will be open to the public from Wednesday to Friday and on Sundays, from 12:00 p.m. to 8:00 p.m., and on Saturdays from 11:00 a.m. to 9:00 p.m. The opening of **CJ Boa Vista Village reflects** JHSF's vocation for developing unique fully integrated destinations and reinforces its strategy of expanding its recurring income businesses and strengthening its malls portfolio in the high-end segment.

São Paulo, May 29, 2026

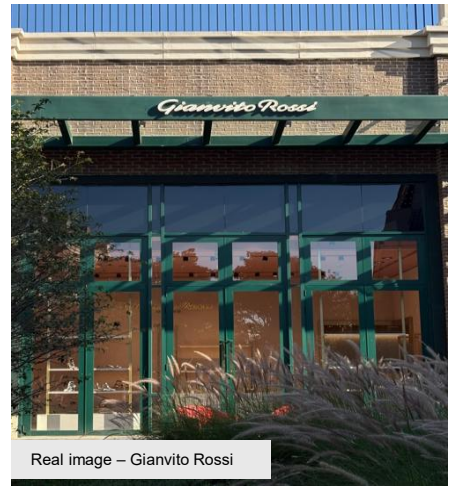
**Investor Relations**



Real image – Louis Vuitton



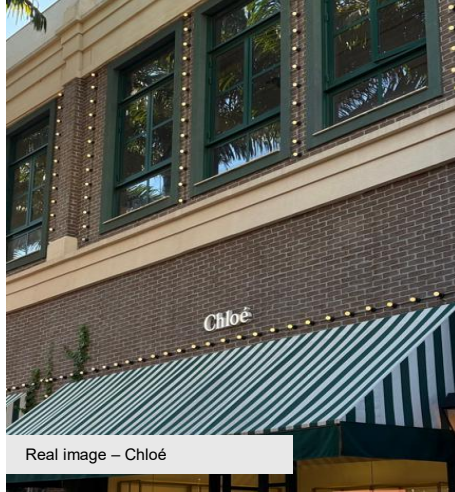
Real image – Pucci



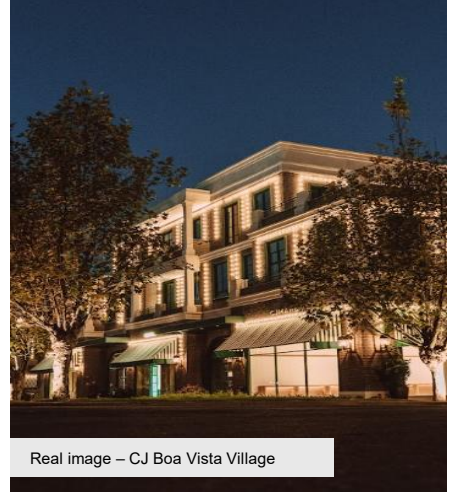
Real image – Gianvito Rossi



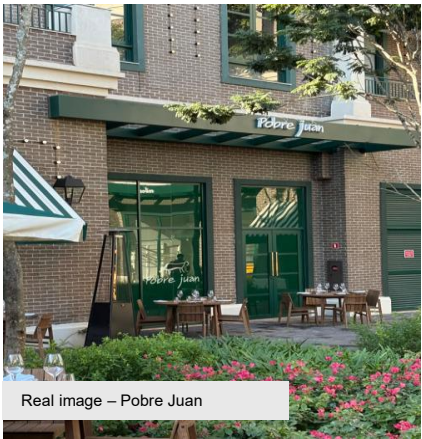
Real image – Brunello Cucinelli



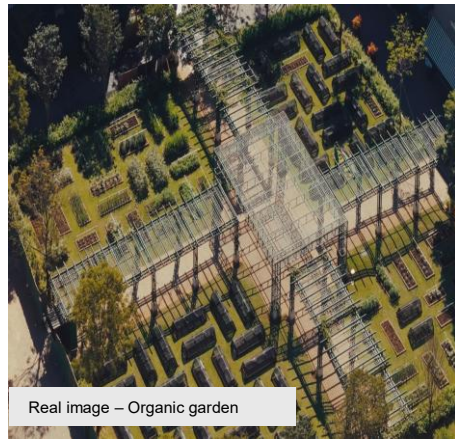
Real image – Chloé



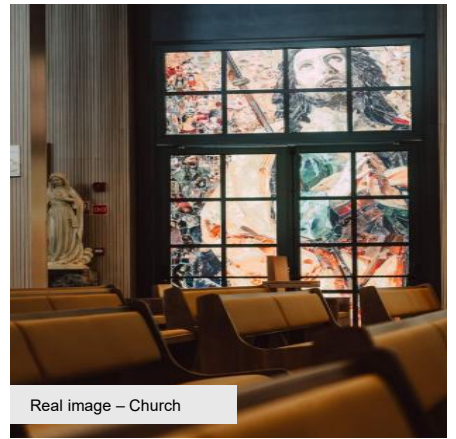
Real image – CJ Boa Vista Village



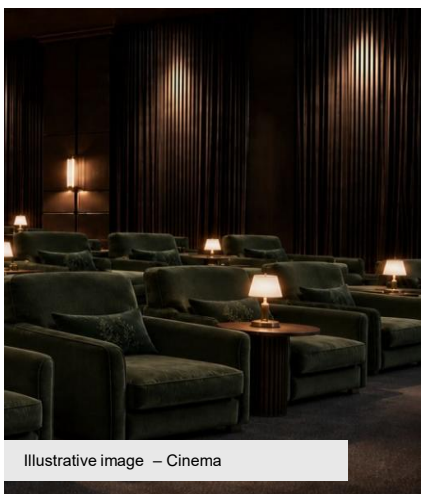
Real image – Pobre Juan



Real image – Organic garden



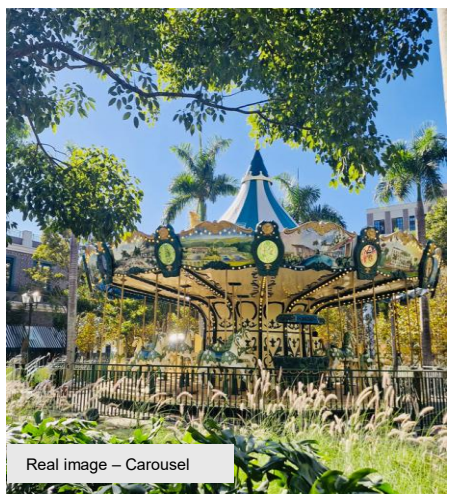
Real image – Church



Illustrative image – Cinema



Real image – Church



Real image – Carousel