



Corporate Taxpayer's ID (CNPJ): 78.876.950/0001-71  
Proprietary Company  
Blumenau/SC

### **NOTICE TO THE MARKET**

CIA. HERING, in accordance to article 12, sixth paragraph of Normative Ruling CVM n. 358/02, as amended, herein states that received on November 7, 2017 the following information, sent by the Atmos Capital Gestão de Recursos Ltda.

Blumenau, November 8, 2017.

**Rafael Bossolani**  
CFO and Investor Relations Officer



**Atmos Capital Gestão de Recursos Ltda**  
Av. Afrânio de Melo Franco, 290 – sala 602  
Leblon – Rio de Janeiro – CEP 22430-060  
www.atmoscapital.com.br

Rio de Janeiro, November 7, 2017.

To the

Investor Relations Department of Hering

Ref: Position of Hering (“Company”)

Dear Sr. Rafael Bossolani,

**Atmos Capital Gestão de Recursos Ltda.**, Corporate Taxpayer’s ID (CNPJ) no. 10.957.035/0001-77 (“Atmos Capital”), hereby communicates that, pursuant to article 12 of Instruction 358 of the Brazilian Securities and Exchange Commission:

- (i) on November 3, 2017, it held 8,120,812 common shares issued by the Company, corresponding to 5.02% of the total number of common shares issued by the Company;
- (ii) the total number of shares mentioned above corresponds to the shares held by investment funds managed by Atmos Capital; Atmos Capital does not hold other securities or derivatives of physical or financial settlement issued by the Company;
- (iii) the acquisition of the equity interest above is not intended for the acquisition of the Company control, nor does it seek to change its Management, control or operation.

Sincerely,

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Fabiana Gelband  
Chief Compliance Officer