

NOTICE TO THE MARKET

4Q16 Earnings release agenda and quiet period

CIA. HERING (BM&FBOVESPA: HGTX3), hereby informs its earnings release agenda for the fourth quarter of 2016 (4Q16) and 2016 full-year.

The report of **sales performance** will be released on **January 18th, 2017**, after the trading session.

On **February 8th, 2017**, the Company will begin its **quiet period**, where the Company is unable to comment on matters related to the results, aiming to provide the best corporate governance practices and ensure greater fairness in the treatment of information.

Earnings release is scheduled for **February 23rd, 2017 (Thursday)** after the trading session, when the quiet period will end.

Earnings conference call will be held on **February 24th, 2017 (Friday)**, with simultaneous translation, and will be broadcast via webcast:

Time: 11am (BrT) / 9 am (NY) / 2 pm (London time)

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Webcast: investor.ciahering.com.br

Blumenau, January 12th, 2017.

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