

Grendene S.A. Listed Company
CNPJ/MF nº. 89.850.341/0001-60 - NIRE nº. 23300021118-CE

Convocation Notice

Ordinary and Extraordinary General Meeting of Stockholders

We invite stockholders of this company to Ordinary and Extraordinary General Meeting, to be held on April 23, 2018, at 9 a.m. at the Company's head office, Avenida Pimentel Gomes 214, in the city of Sobral, State of Ceará, Brazil, to decide on the following Agenda:

I – In Ordinary (Annual) General Meeting

1. To approve the accounts of the managers and the financial statements for the business year ended December 31, 2017.
2. To decide on the proposal for allocation of net profit for the business year ended December 31, 2017.
3. To define the number of members that will comprise the Board of Directors.
4. To elect the members of the Board of Directors.
5. To set the global remuneration of the managers, in accordance with Clause 14 of the Bylaws.

II – In Extraordinary General Meeting

1. To decide the split of the common shares issued by the Company: each common share to become 3 (three) shares, in accordance with the proposal made by the Company's management bodies.
2. To change the head paragraphs of Clauses 5 and 6 of the Company's By-laws as a result of the decision on the agenda above.

General information:

The Company hereby gives notice that it will use the remote voting procedure, in accordance with CVM Instruction 481/09. Any stockholder who wishes to do so may opt to exercise the right to vote through the remote voting system, under CVM Instruction 481/09, by sending the corresponding Remote Voting Statement (*Boletim de Voto à Distância*, or BVD), through the stockholder's custody agent, or mandated bank; or directly to the Company, as per the orientation contained in the Proposal of Management and Orientation for Participation in the Ordinary and Extraordinary General Meetings of the Company.

To take part in person and vote at the General Meeting, the stockholder should prove status by presenting, by 5 p.m. on April 20, 2018, an identity document and proof issued by the depositary institution confirming the stockholder's position, by original or copy sent by fax, to the number 0XX-54-2109-9991 and/or computer copy by email to dri@grendene.com.br. Stockholders represented by proxies holding power of attorney should present the powers of attorney by that same time limit, and by the same means. The originals of the above-mentioned documents, or their copies, must be exhibited (authentication and recognition of signature being dispensed with) to the Company by the moment of opening of the related General Meeting (Article 10 of the By-laws).

Under CVM Instruction 481/09 (Article 5, Paragraph 2), any stockholder who attends the meeting holding the documents required may take part in it and vote even if that stockholder has not previously deposited their documents.

In compliance with CVM Instruction 165 of December 11, 1991, as amended by CVM Instruction 282 of June 26, 1998, we advise stockholders that the minimum percentage holding in the Company's capital required for a demand to use the multiple vote for the election of members of the Board of Directors is 5% (five percent).

The Proposal by Management and Orientation for Participation in the Ordinary and Extraordinary General Meetings, as specified by CVM Instruction 481/09, and the related documents, are available to stockholders at the Company's head office and on the following websites: CVM (Brazilian Securities Commission) (<http://www.cvm.gov.br>); BB3 (São Paulo Stock Exchange) (<http://www.b3.com.br>); and the Investor Relations of Grendene (<http://ri.grendene.com.br>).

Sobral, Ceará, Brazil, March 23, 2018.

Alexandre Grendene Bartelle
Chairman