

ODONTOPREV S.A.
Corporate Taxpayer's ID (CNPJ) 58.119.199/0001-51
Corporate Registry ID (NIRE) 35.300.156.668
PUBLICLY HELD COMPANY

**NOTICE TO THE MARKET
DIVIDEND PAYMENT**

Odontoprev S.A. ("Company"), hereby informs that the Annual General Meeting (AGM) held today, approved the Management's proposal of dividend distribution, as follows:

1. Record date of March 31, 2017.
2. Total amount: R\$35,462,065.26, corresponding to R\$ 0.066798979 per share, excluding 417,440 treasury shares.
3. Payment Date: May 04, 2017.
4. Company's shares will be traded ex-dividends from April 03, 2017.
5. Payment will be made to the bank account informed to our custodian, Banco Bradesco S.A..
6. Those shareholders whose registrations does not include the Individual or Corporate Taxpayer ID (CPF or CNPJ, respectively), nor information regarding "Bank/Branch/Current Account," dividends shall only be paid as of the third business day from the date of the registration update at the files of Banco Bradesco S.A., which may be done at any Bradesco branch, or by mail to Banco Bradesco S.A. Shares and Debentures Unit (Unidade de Ações e Debêntures), Cidade de Deus – Vila Yara, São Paulo, State of São Paulo, ZIP code 06029-900.
7. The payments related to the shares at the BM&FBovespa's custody will be made directly to that entity, and the deposit will be transfered to the corresponding shareholders.

Barueri March 28, 2017.

José Roberto Borges Pacheco
Investor Relations Officer