



SMILES FIDELIDADE S.A.

Publicly-held Company

Corporate Taxpayer's ID (CNPJ/ME): 05.730.375/0001-20

Company Registry (NIRE): 35.300.493.095

MATERIAL FACT

Barueri, January 2nd, 2020 – SMILES FIDELIDADE S.A. (B3: SMLS3) ("SMILES" or "Company"), in accordance with Normative Instruction No. 358, issued by the Brazilian Securities and Exchange Commission (CVM) on January 3rd, 2002, hereby informs its shareholders and the market in general that, in response to a request made by Mr. **MARCOS ANTONIO PINHEIRO FILHO**, for personal reasons, the Board of Directors approved his dismissal, on this date, from the positions of Chief Financial and Investor Relations Officer.

As a result, the Company's Board of Directors approved, on this date, the accumulation of the positions of Chief Financial and Investor Relations Officer by Mr. ANDRÉ FEHLAUER, current Chief Executive Officer of the Company, until the end of the current term, and elected Mr. Murilo Cintra Grassi for the position of Officer without Designation of the Company, for the current term.

The board members expressed their thanks for the commitment and significant contribution made by Mr. **MARCOS ANTONIO PINHEIRO FILHO** to the Company.

Andre Fehlauer

Chief Executive Officer, Chief Financial and Investor Relations Officer

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This notice might contain future considerations regarding the business perspective, financial and operational results estimate, and growth prospects of the Company. These are only projections, which are exclusively based on the Company's expectations. Such considerations substantially depend on external factors, other than risks presented in the disclosure documents filed by Smiles, and may change without prior notice.