



SMILES FIDELIDADE S.A.

CNPJ/MF nº 05.730.375/0001-20
NIRE 35.300.493.095

RELEVANT FACT

Barueri, March 28, 2019 – SMILES FIDELIDADE S.A. (B3: SMLS3) ("Company" or "Smiles"), in accordance with the provisions of Normative Instruction No. 358, of January 3, 2002, of the Brazilian Securities and Exchange Commission (CVM), as amended, the Company informs its shareholders and the market in general that, on the Board of Directors meeting of the Company held on this date, it has been approved the appointment of Mr. Sr. André Fehlauer as the successor to the position of Chief Executive Officer of the Company in substitution of MF. Leonel Dias de Andrade Neto.

The Board of Directors resolved to accept the resignation of Mr. Leonel, approving its dismissal to the position of Chief Executive Officer of the Company effective as from December 31st, 2019.

Due to personal reasons Mr. Leonel Dias de Andrade Neto decided to leave the Chief Executive Officer position, after being on this charge for more than 6 years, having led the company since its incorporation, passing through the process of going public, listing under the *Novo Mercado* segment, and more recently its consolidation in the leadership of the loyalty program market in Brazil.

Leonel' management is noted by important business achievements to the Company, with highlight to the start of the international operation of Smiles and a number of innovations related to the satisfaction of over 15 million clients.

The Company clarifies that Mr. Leonel Dias de Andrade Neto will remain in full exercise of his position until December 31, 2019 and will directly participate on the transition process of his responsibilities until his effective withdraw from the Company.

Mr. André Fehlauer will leave his current position as operational General Officer of Smiles Argentina on June 30, 2019, when he will support the Company's Board of Officers in Brazil and will participate in a transition process to assume his new position as Chief Executive Officer as of 2020.

Mr. Andre Fehlauer is an executive with more than 20 years of experience in the credit card and financial retail business, and also has been an officer of Smiles since 2013.

The effective election of Mr. Andre Fehlauer by the Board of Directors shall occur timely, in accordance with the provisions of Article 16, b, of the Company's Bylaws.

The Board of Director members registered their acknowledgment for the enormous commitment, dedication and contributions that Mr. Leonel Dias de Andrade Neto has made during his term of office and recognize his excellent management of the Company.

SMILES FIDELIDADE S.A.

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