



SMILES FIDELIDADE S.A.

Publicly-held Company
CNPJ/MF nº 05.730.375/0001-20
NIRE 35.300.493.095

Notice to Shareholders

Barueri, July 29th, 2020 – Smiles Fidelidade S.A. (B3: SMLS3) (“Company” or “Smiles”), pursuant to Article 30, item XXXIV, of the Normative Ruling No. 480/2009, issued by CVM, as amended, hereby informs its shareholders and the market in general that according to the voting summary statement received from the Company’s depository bank, pursuant to Normative Ruling No. 481/2009, issued by CVM, as amended, disclosed to the market on the date hereof, the adoption of the multiple vote system for the election of the members of the Board of Directors of the Company was requested by shareholders holding more than 5% (five percent) of the Company’s capital stock, pursuant to article 141 of Law No. 6404/76 and article 1 of Normative Ruling No. 165/1991, issued by CVM.

Therefore, the election of the Company’s Board of Directors will be conducted by means of the multiple vote system in the Company’s Ordinary Shareholders’ Meeting to be held on July 31st, 2020.

Hugo Reis de Assumpção

Chief Financial and Investor Relations Officer

IR Contacts:

e-mail: ri@smiles.com.br

phone: +55 (11) 4841-1820