



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, July 28th, 2020 – Smiles Fidelidade S.A. (B3: SMLS3) (“Company” or “Smiles”), pursuant to the provisions of Normative Instruction No. 358, of January 3rd, 2002, of the Brazilian Securities and Exchange Commission (CVM), as amended, informs its shareholders and the market in general that, simultaneously to the disclosure of the Company’s results for the second quarter of 2020, will disclose certain managerial and unaudited data regarding the period between July 1st and July 25th, 2020, according to the presentation included herein as Schedule I. Such presentation is disclosed on an exceptional basis as a way of better inform the market about the development of the Company’s business during the COVID-19 pandemic.

Hugo Reis de Assumpção
Chief Financial Officer and
Chief Investor Relations Officer

IR Contacts:

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Phone: +55 (11) 4871-1820

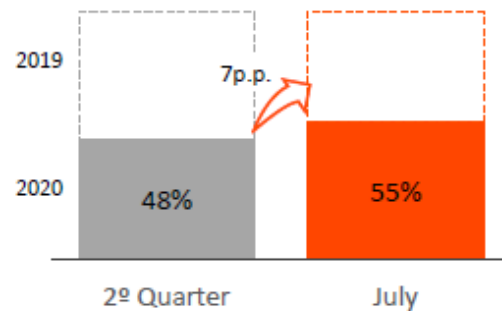


SCHEDULE I

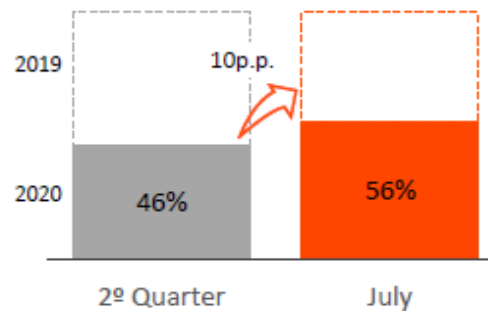
Recovery of Important Indicators of Demand on July 2020*

Percentage of comparable achievements regarding the same period of 2019 (managerial and unaudited data)

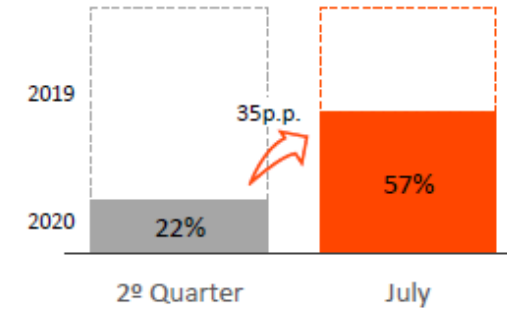
Sessions (Website and App)



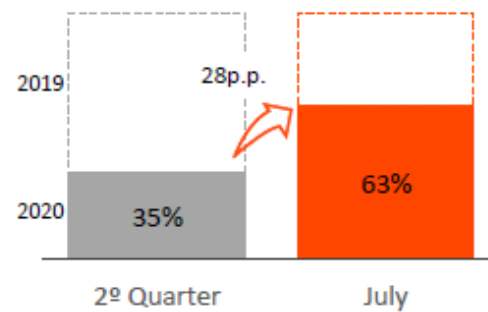
Total Earning



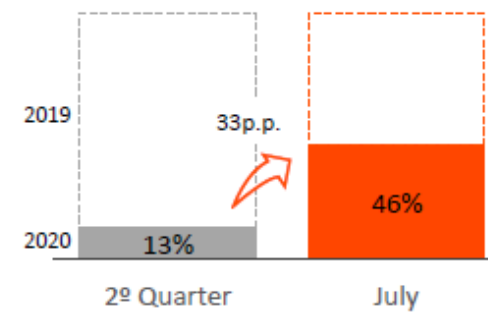
Gross Air Ticket Sales



New Registers Smiles



Income from Miles Redemption



* Managerial data until July 25th 2020 comparing to the same 25-days period from 2019