



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, June 12th, 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 the Company's Board of Directors approved the election of Mr. **Hugo Reis de Assumpção** to the position of Chief Financial and Investor Relations Officer, at a meeting held on the date hereof, with a term of office until the Board of Directors' Meeting which deliberates on the financial statements of the fiscal year of 2020.

Mr. **Hugo Reis de Assumpção** has a degree in Mechanical Engineering from Escola de Engenharia Mauá, an MBA from IBMEC - International Finance and an extension on Process Controlling from Fundação Getúlio Vargas (FGV). Mr. **Hugo** is an Executive with more than 25 years of professional experience, mainly in Finance and Marketing, leading teams in companies such as Accenture, Credicard, Citibank, WPetroleo among others, including abroad, and in retail and services in the USA , Canada, United Kingdom, Germany, Italy, Spain and France.

Due to the election of Mr. **Hugo**, the Company's Board of Directors also approved that Mr. **André Fehlauer**, the Company's Chief Executive Officer, ceases the cumulation of the positions of Chief Financial Officer and Investor Relations Officer.

Due to the resolutions mentioned above, the Company's Board of Officers is composed by Messrs (i) **André Fehlauer**, as Chief Executive Officer; (ii) **Hugo Reis de Assumpção**, as Chief Financial Officer cumulated with Investor Relations Officer; and (iii) **Murilo Cintra Grassi**, as Officer without specific title, all with term of office until the date of the Board of Directors' Meeting which deliberates on the financial statements of the fiscal year of 2020.

André Fehlauer

Chief Executive Officer

Hugo Reis de Assumpção

Chief Financial Officer and
Chief Investor Relations Officer

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