



SMILES FIDELIDADE S.A.

(Publicly-held Company)

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

Company Registry (NIRE): 35.300.493.095

NOTICE TO THE MARKET

Smiles initiates its operations in Argentina

Barueri, February 18th, 2019 – Smiles, GOL's loyalty program with more than 20 years of experience and over 15 million users, launched today its exclusive website for its operation in Argentina – at www.smiles.com.ar - redesigning all the content of the site according to the local market to start its activities in the country.

With an investment of more than R\$ 50 million, distributed among operations, marketing and personnel, the company intends to represent 15% of the Smiles operation in three years. "In the last five years, the card market in Argentina has grown by 37%. Along with the new payment processing regulations, we have an important growth opportunity for our business", said André Fehlauer, Smiles Argentina CEO. It will also be an alternative to bank loyalty programs, which have few transfer options to offer, operating exclusively with their own portfolio of products and through travel agencies.

"The arrival of Smiles in Argentina will offer jobs and meet the demands of the Argentine market, in addition to all transactions made in local currency." It is important to note that this is not a translation of the Smiles Brazil site, but a truly e-commerce site tailored to the needs of this audience, who plans their next trip well in advance than Brazilians", said Fehlauer.

From now on, new users, along with the 300,000 Argentine customers that are already registered at the Brazilian base, will be able to join Smiles Argentina and enjoy the best benefits to have a complete travel experience.

Among the most important functions of the site are the issuance of tickets from GOL and other 17 airlines partners with 100% of miles, Smiles & Money (miles and pesos) and a local payment gateway in pesos. In addition, customers of Banco Patagonia and American Express can transfer their points from Club Patagonia and Membership Rewards programs to start accruing miles. Argentine customers who have a Smiles Brazil account may migrate their miles to their account in Argentina.

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