



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

Barueri, January 31st, 2019 – SMILES FIDELIDADE S.A. (B3: SMLS3) ("Smiles" or "Company"), pursuant to CVM Instruction No. 358/2002, as amended, and article 26 of the Novo Mercado Regulation, hereby informs its shareholders and the market in general that, on this date, received a resignation letter of Mr. Carlos Eduardo Carvalho Mauad to his position as Officer with no specific designation, to which he was appointed at the Board of Directors meeting held on February 27th, 2018.

Additionally, the Company informs that the position of Officer with no specific designation, previously held by Mr. Carlos Eduardo Carvalho Mauad shall remain vacant for the time being.

Marcos Antonio Pinheiro Filho

Chief Financial and Investor Relations Officer

IR Contacts:

e-mail: ri@smiles.com.br

phone: +55 (11) 4841-1820