SMILES FIDELIDADE S.A.
Companhia Aberta
CNPJ/MF n° 05.730.375/0001-20
NIRE 35.300.493.095

FATO RELEVANTE

Barueri, 28 de julho de 2020 – A SMILES FIDELIDADE S.A. (B3: SMLS3) ("Smiles" ou "Companhia"), nos termos da Instrução CVM nº 358, de 03 de janeiro de 2002, comunica aos seus acionistas e ao mercado em geral que, simultaneamente à divulgação de seus resultado referentes ao Segundo Trimestre de 2020, está divulgando determinados dados gerenciais e não auditados relativos ao período de 1º a 25 de julho de 2020, conforme apresentação que integra o presente como seu Anexo I. Tal apresentação está sendo feita em caráter excepcional como maneira de melhor informar o mercado a respeito do desenvolvimento dos negócios da Companhia durante a pandemia da COVID-19.

Hugo Reis de Assumpção
Diretor Financeiro e de
Relações com Investidores

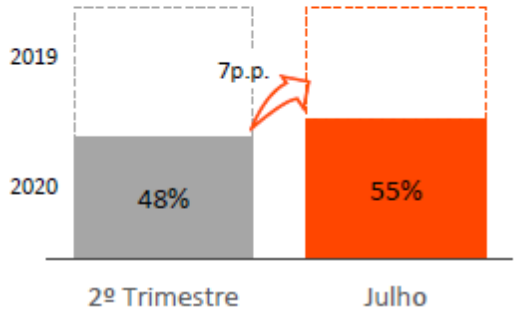
Contatos RI:
E-mail:ri@smiles.com.br
tel: +55 (11) 4841-1820

ANEXO I

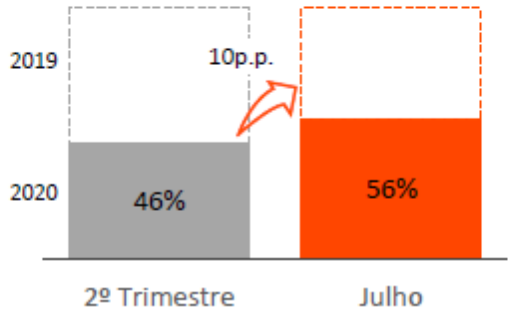
Recuperação de importantes indicadores de demanda no mês de Julho/20*

Percentual de atingimento comparativo ao mesmo período de 2019 (números gerenciais não auditados)

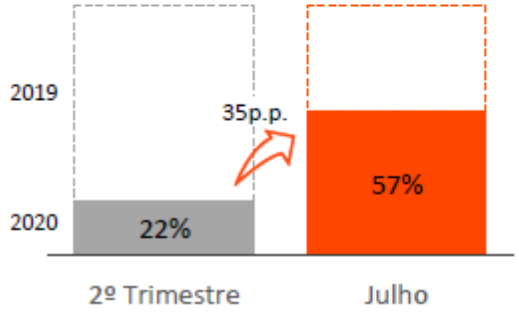
Sessões (Site e APP)



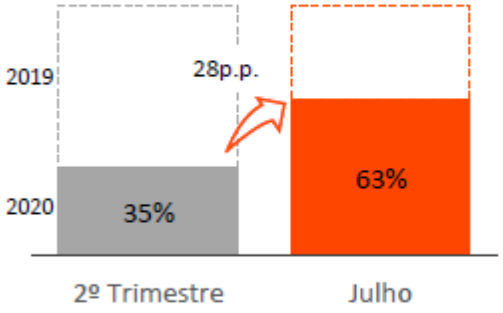
Faturamento Total



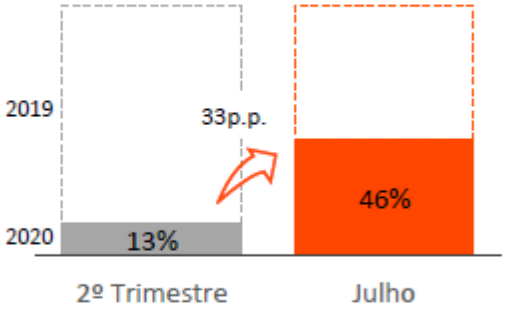
Venda Bruta de Bilhetes



Novos Cadastros Smiles



Receita de Milhas Resgatadas



* Número real gerencial até 25/7/2020 comparado com o mesmo período de 25 dias de Julho de 2019

SMLS3 NOVO MERCADO BM&FBOVESPA

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

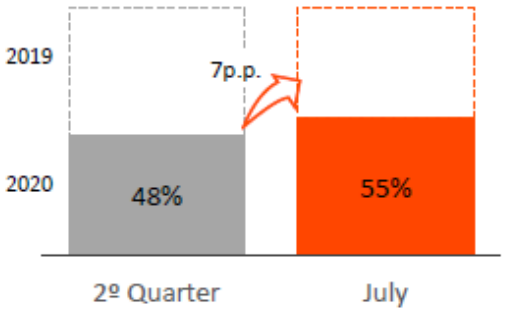
IR Contacts:
E-mail: ri@smiles.com.br
Phone: +55 (11) 4871-1820

SCHEDULE I

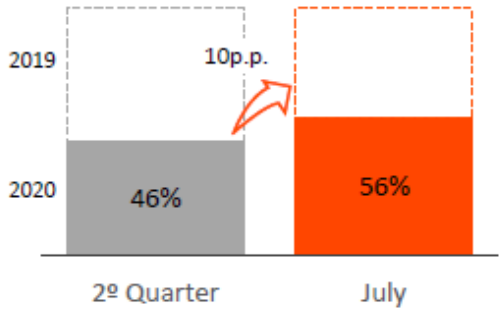
Recovery of Important Indicators of Demand on July 2020*

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

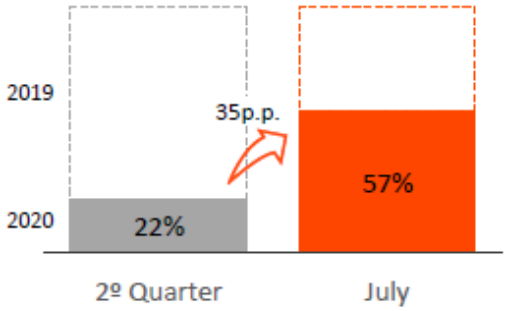
Sessions (Website and App)



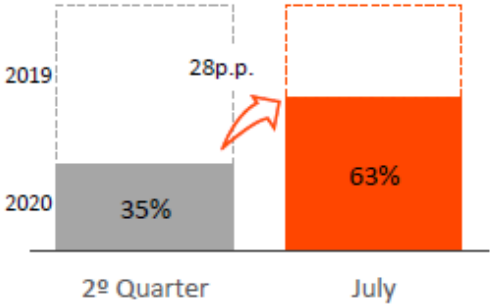
Total Earning



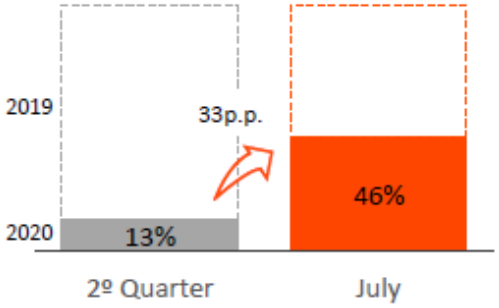
Gross Air Ticket Sales



New Registers Smiles



Income from Miles Redemption



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

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