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

FATO RELEVANTE

Barueri, 14 de setembro 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 está divulgando determinados dados gerenciais e não auditados relativos aos meses de julho e agosto 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

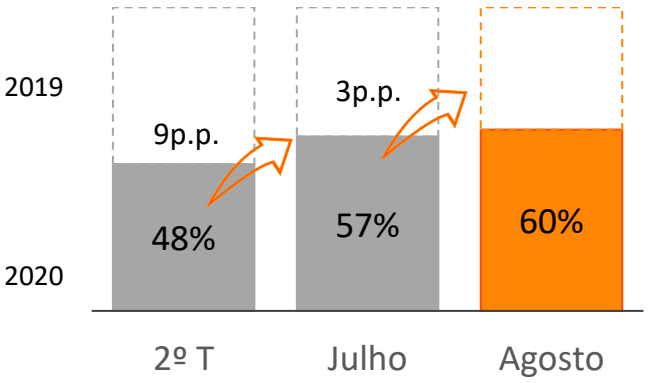
Contatos RI:
E-mail:ri@smiles.com.br
tel: +55 (11) 4841-1820

ANEXO I

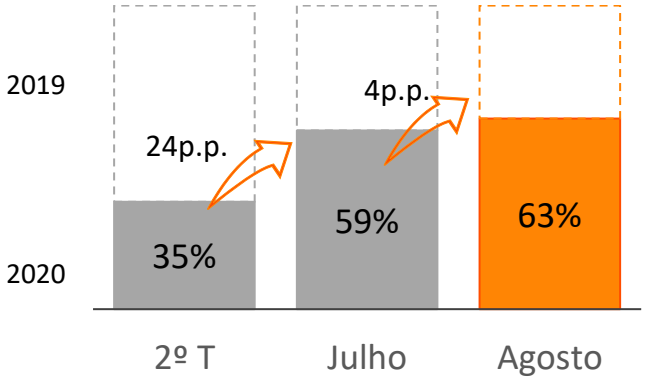
Recuperação de importantes indicadores de demanda nos meses de Julho e Agosto de 2020

Percentual de atingimento comparativo aos mesmos períodos de 2019 (números gerenciais não auditados)

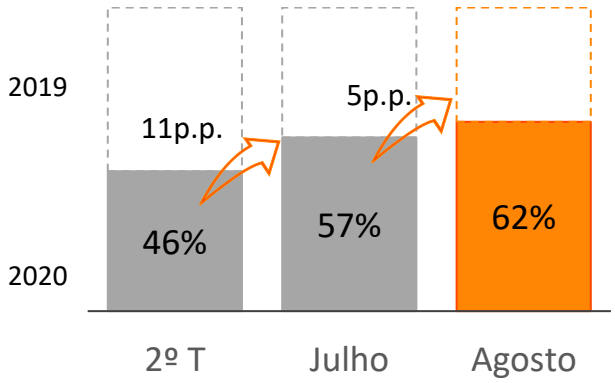
Sessões (Site e APP)



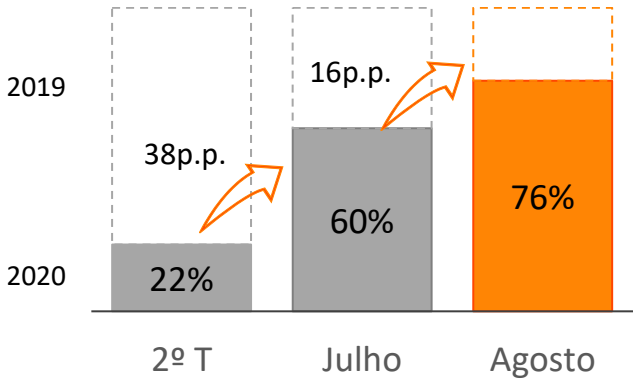
Novos Cadastros Smiles



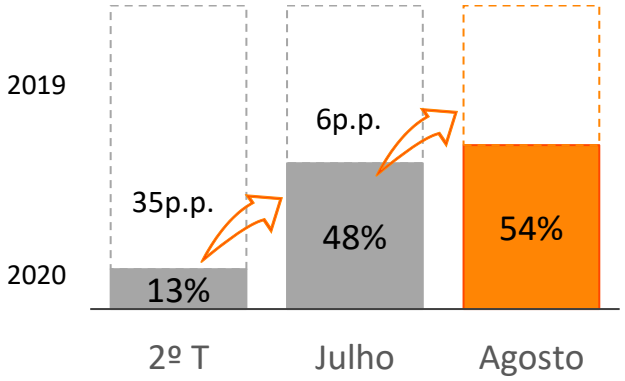
Faturamento Total



Venda Bruta de Bilhetes



Receita de Milhas Resgatadas



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, September 14th, 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, discloses to its shareholders and the market in general certain managerial and unaudited data regarding the months of July and August 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

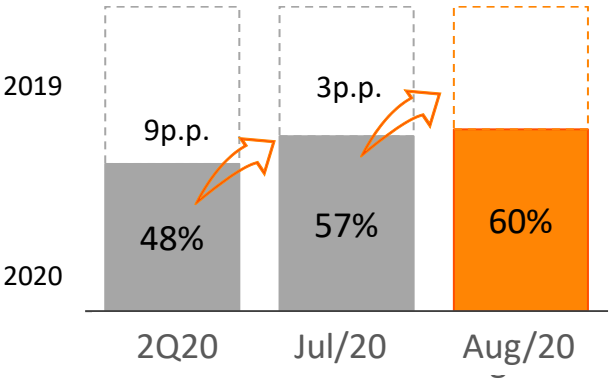
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phone: +55 (11) 4871-1820

SCHEDULE I

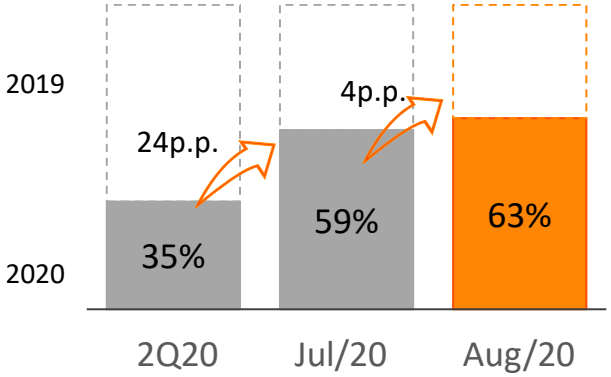
Recovery of Important Indicators of Demand on July and August 2020

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

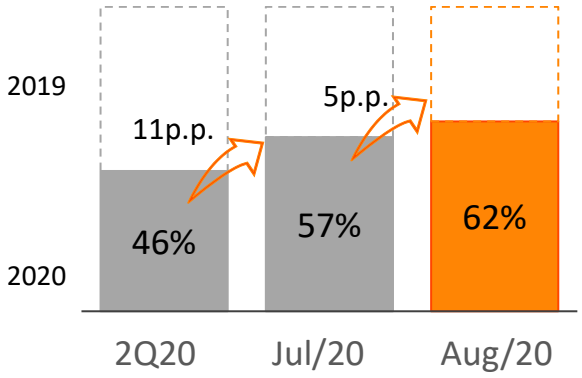
Sessions (Website and App)



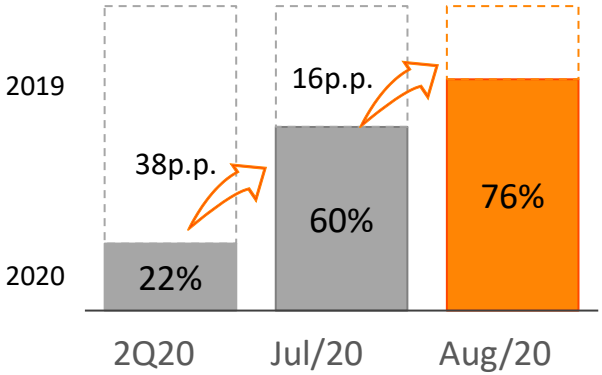
New Registers Smiles



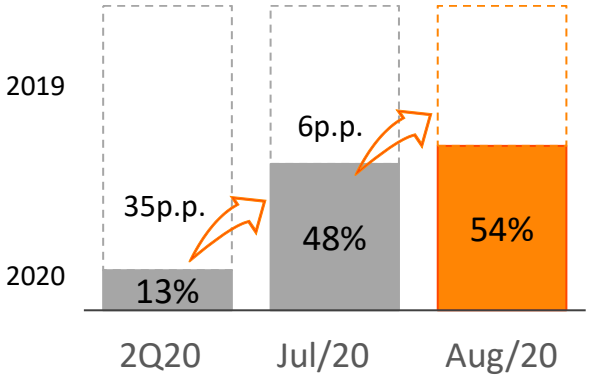
Total Earnings



Gross air Ticket Sales



Income from Miles Redemption



SMLS3 NOVO MERCADO BM&FBOVESPA