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

MATERIAL FACT

Barueri, March 06, 2018 – SMILES FIDELIDADE S.A. (B3: SMLS3) ("SMILES" or "Company"), pursuant to the provisions of Normative Instruction No. 358, of January 3, 2002, of the Brazilian Securities and Exchange Commission, as amended, and Paragraph 4 of Article 157, of Law No. 6404 of December 15, 1976, hereby announces to its shareholders and to the market in general that, on this date, the Company has disclosed the 2018 Forecast, as set forth in item 11 ("Forecasts") of its Reference Form.

SMILES' forecasts include the main metrics used by the Company to assess the performance of its activities and that, in the opinion of the Management, affect the financial results and the long-term value creation for the shareholders.

The table below shows SMILES' 2018 financial forecasts:

Financial Forecasts	2018Y Preliminary
Gross Billings (variation % vs. 2017)	+12% to +18%
Net Revenues (variation % vs. 2017)	+10% to +16%
Direct Margin of Redemption (%)	37% to 43%

The company's outlook remains positive for its main indicator, which is Gross Billings. The growth prospect for this indicator is of a positive variation ranging from 12% to 18% YoY. Our outlook was developed using the following three assumptions: (i) broad alignment with financial partners; (ii) new sales channels that have matured; and (iii) new products developed whitin the last three years that have matured. In our understanding, this performance results from a significant increase in the engagement of our more than 13 million clients.

The Company expects to continue to grow its net revenues ranging from 10% to 16% when compared to the result recently reported for 2017. The direct margin of redemption should be between 37% and 43%, within the historical levels observed in the last five years of the business.

Since 2013, our shareholders obtained a total return of R$2.8 billions, including dividends, interest on equity or capital reduction. Despite the discipline of value return to shareholders, Smiles is working to improving its operations and allocating capital in opportunities with a higher returns to maintain its growth trajectory in an increasigly competitive loyalty market, retain liquidity in the balance sheet to limit the potencial impacts of higher volatility and improve the balance sheet and credit quality. Consenquently, in relation to the year ended at December 31, 2018, SMILES' Management plans to pay to its shareholders a dividend of 25% of the net income, in 2019, and the Company will retain the remaining 75%, as set forth in the applicable law. The payment statement of the annual dividend is at the discretion of the Board of Directors and

future dividends are subject to several factors that may affect the dividends, including the results of SMILES' operations and its financial position, as well as general economic and commercial conditions.

SMILES fully believes on the outlook of the loyalty segment in Brazil and trusts in its ability to continue its cycle of business expansion, while maintaining an adequate operating and financial performance.

The aforementioned information on our business' forecasts and outlooks are only estimates, based on the current outlook of SMILES' Management. Therefore, our actual results and performance may differ from those foreseen in these forward-looking statements. In addition, these forecasts for 2018 may be reviewed in case of a significant change in SMILES' operating and financial performance, strategic business decisions or in the Brazilian economic environment, including the growth of the GDP and of interest rates.

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