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COMPANHIA DE LOCAÇÃO DAS AMÉRICAS

CNPJ/MF nº 10.215.988/0001-60 | NIRE 35.300.359.569
(Publicly-Held Company)

MATERIAL FACT

COMPANHIA DE LOCAÇÃO DAS AMÉRICAS (the "Company") (**B3: LCAM3**), pursuant to Section 157, §4º of Law No. 6,404, dated December 15, 1976, as amended, and the Brazilian Securities Commission (*Comissão de Valores Mobiliários*) ("CVM") Instruction No. 476, dated January 16, 2009, as amended ("CVM Instruction 476") and Instruction No. 358, dated January 3, 2002, as amended, hereby informs its shareholders and the market in general that on November 27, 2018, the Company's Board of Directors approved a public offering with restricted placement efforts in accordance with CVM Instruction 476 (the "Offering") of a primary and secondary distribution of 38,000,000 registered common shares with no par value, free and clear of any liens or encumbrances (the "Shares"), consisting of: (i) the primary offering of 31,000,000 Shares; and (ii) the secondary offering of 7,000,000 Shares held by **PÁTRIA PIPE MASTER FUNDO DE INVESTIMENTO EM AÇÕES, BRAZILIAN EQUITY I, LLC** and **DVG1 FUNDO DE INVESTIMENTO EM AÇÕES**, to be offered to no more than 75 professional investors and subscribed/acquired by up to 50 professional investors in Brazil, to qualified institutional buyers (as defined under Rule 144A of the United States Securities Act of 1933, as amended ("Securities Act") and elsewhere to institutional and other investors that are not U.S. persons (as defined in Regulation S of the Securities Act). In accordance with CVM regulations, the total number of Shares proposed to be offered in the secondary offering may be upsized by up to 13.16% of the total number of Shares initially offered, or up to 5,000,000 Shares, at the offering price (the "Additional Shares"). The Additional Shares, or a portion thereof, if any, may be offered by Pátria Pipe Master Fundo de Investimento em Ações and/or DVG1 Fundo de Investimento em Ações.

The Offering has not been and will not be registered under the Securities Act, or any other U.S. federal or state securities laws, and the Shares may not be offered, sold, pledged or otherwise transferred in the United States or to U.S. investors, unless they are registered, or exempt from, or not subject to, registration under the Securities Act.

In order to comply with CVM Instruction 476 and to ensure the participation of current shareholders in the Offering, a priority right will be given to existing shareholders of the Company to subscribe for up to all of the Shares to be placed through the Offering pro rata to their shareholdings in the Company's capital (the "Priority Offering"). Therefore, pursuant to the Priority Offering, all of the Shares to be offered in the Offering

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(excluding the Additional Shares) will be offered to all of the existing shareholders of the Company before any other investors. **The Priority Offering which will occur in Brazil concurrently with the Offering has not been and will not be registered under the Securities Act or under any U.S. state securities laws. Accordingly, the Priority Offering is only available to investors in the United States or to U.S. persons in reliance on exemptions from registration provided under the Securities Act.**

This material fact notice is disclosed for informative purpose only and shall not, in any circumstances, be construed as an investment recommendation. This material fact notice does not constitute an offer to sell or the solicitation of an offer to buy the Company's securities, including the Shares, and shall not constitute an offer, solicitation or sale in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of that jurisdiction.

If you would like to receive a free translation of the full Portuguese-language fato relevante and are able to certify that you are a "qualified institutional buyer" (as defined in the Securities Act) to the reasonable satisfaction of the Company, please contact the Company's Investors Relations Department at ri@unidas.com.br.

São Paulo, November 27, 2018

José Antônio de Sousa Azevedo

Investor Relations and New Business Officer