



## Notice to the Market

### **Multiplus enters into partnership with South African Airways and Singapore Airlines**

*New agreements, available for redemption directly on the Multiplus website, increase the availability of international seats through points redemption*

**São Paulo, March 24, 2015** –Multiplus (“Multiplus” or “Company”) (BM&FBovespa: MPLU3), the market leader in Brazil’s customer loyalty program segment, announces today that it entered into partnership agreements with TAM Viagens, South African Airways and Singapore Airlines, expanding the number of seats in international flights available to Multiplus’ participants through points redemption.

South African Airways, the most awarded airline in Africa, flies to 67 destinations in the world, and performs a wide range of operations involving tourist centers in South Africa, such as Cape Town and Johannesburg, in addition to several other destinations in the African continent.

Singapore Airlines, also one of world’s most awarded airlines, serves 34 countries, highlighting an ample network for the entire Asian continent, the starting point being the city-state of Singapore.

Participants can make redemptions using only points or combining points and money (“Points + Money”), one of the several facilities recently launched by Multiplus that offers three combinations of points and money to redeem airline tickets. The ideal offer can be selected for each profile of participants.

By means of a strategic long-term agreement with TAM Linhas Aéreas, Multiplus provides its participants with the best offers to redeem domestic and international airline tickets. In addition to the stretches already made available, since March 2014, with the partnership between TAM and OneWorld, Multiplus has added 45 other destinations to Europe, Africa and Asia. At the end of 2014, we made redemption of airline tickets available for LAN, British Airways, Ibéria, Finnair, and Cathay Pacific on the website of TAM to facilitate redemption and improve the participant’s experience.

These partnerships represent a great accomplishment for Multiplus, since the Company expands seat availability to participants, and are in line with the Company’s main objectives of creating value to its shareholders.

**Sincerely,  
MULTIPLUS**

São Paulo, March 24, 2015