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## Notice to the Market

### **Multiplus launches “Multiplus Challenge”, an innovative platform in the loyalty industry that awards members engagement with the network**

**São Paulo, September 29, 2014** – Multiplus (“Multiplus” or “Company”) (BM&FBovespa: MPLU3), the market leader in Brazil’s customer loyalty program segment, launches an innovative platform “Multiplus Challenge” (in Portuguese “Missão Multiplus”), new in the industry, that will enable its more than 13 million members to accumulate points in a simple and entertaining way. This initiative, which is based on the powerful concept known as gamification, aims to attract new members and further engage existing participants.

“Multiplus Challenge” will feature several tasks to be accomplished by the Company's participants. Each task achieved will result in automatic accumulation of a number of points. Among the initial goals, the highlights are: inviting friends to join the network, accumulating points from three different partners, redeeming products and services from at least one partner and downloading Mutiplus mobile application. The platform will be constantly updated and refreshed with new challenges.

It is worth remembering that the Company has recently launched a new product “Points + Money”, in addition to various facilities on its website, including: Purchase, Transfer and Renewal of points, in addition to the Simulator, which allows the participant to see how many points he can accrue through regular expenses, and the mobile app in the iOS and Android versions.

The “Multiplus Challenge” platform is one more important strategic move, that is in line with the Company’s main goals to encourage more members’ experience with the network, disclose and consolidate its brand, always aimed at value creation to its shareholders.

**Sincerely,**

**Investor Relations**

São Paulo, September 29, 2014

#### **About Multiplus**

A Multiplus (BM&FBovespa: MPLU3) is a network of companies and loyalty programs. Founded in June 2009 as business unit of the TAM Group, in October 2009 it became an independent company and in February 2010 its shares began trading on the BM&FBovespa S.A. - Securities, Commodities and Futures Exchange under the ticker MPLU3. Currently, Multiplus is a subsidiary of TAM S.A., which holds 72.80% of its shares.

By uniting several companies and loyalty programs, Multiplus allows its participants to accrue and redeem points in several companies in different market segments. The network currently comprises more than 470 partners and has approximately 13 million participants that can accrue Multiplus points directly and indirectly (by transferring points from a partner program) in over 13,000 retail establishments. Points can be redeemed for over 550,000 product and service options.

Multiplus’ strategic partners include major companies such as TAM Linhas Aéreas, TAM Viagens, Pontofrio.com, Ipiranga, Netshoes, Dafiti, Oi, Accor, Trip Advisor, Booking.com, PBKIDS, Editora Abril, Atlantica Hotels, Droga Raia, and others.

For more information about Multiplus, please visit [pontosmultiplus.com.br](http://pontosmultiplus.com.br).