



GOL Reports Record Black Friday Sales

A record of over 450,000 tickets were sold to 99 destinations in 24 hours

São Paulo, December 2, 2019 - GOL Linhas Aéreas Inteligentes S.A. ("GOL Airlines" or "GOL") (NYSE: GOL and B3: GOLL4), Brazil's largest domestic airline, last Friday November 29, 2019, recorded its highest historical sales for a Black Friday campaign. Over R\$120 million in sales were recorded in 24 hours, totaling over 450,000 tickets for travel during the December 2019 to June 2020 period. The most popular destinations were São Paulo, Rio de Janeiro, Brasília, Recife and Salvador.

GOL's Black Friday sales, on the first day of promotions, jumped 38% over Black Friday 2018, and ticket volumes increased 51% year-over-year. The average fare was below R\$265 and over 165,000 tickets were sold at fares below R\$150. In total, over 3 million seats were included in the promotion that will end on the morning of Monday, December 2, 2019.

"These great sales results demonstrate our commitment to offer the best product and service experience for our Customers, as well as the lowest cost in the market. It also highlights the strength of the Brazilian economy," says Eduardo Bernardes, GOL's Vice President of Sales and Marketing.

Around 4 million unique visitors accessed GOL's digital channels on Black Friday 2019, representing a 35% growth over 2018. Over 28% of Black Friday sales were made through GOL's smartphone app.

"Since its founding in 2001, GOL has invested over R\$1.5 billion in its e-commerce platform, making it one of the largest players in Brazilian e-commerce. Today we are among the five largest in the market," added Bernardes.

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About GOL Linhas Aéreas Inteligentes S.A. ("GOL")

GOL serves more than 36 million passengers annually. With Brazil's largest network, GOL offers customers more than 750 daily flights to over 99 destinations in Brazil and in South America, the Caribbean and the United States. GOLLOG's cargo transportation and logistics business serves more than 3,400 Brazilian municipalities and more than 200 international destinations in 95 countries. SMILES allows over 16 million registered clients to accumulate miles and redeem tickets to more than 700 destinations worldwide on the GOL partner network. Headquartered in São Paulo, GOL has a team of approximately 15,000 highly skilled aviation professionals and operates a fleet of 125 Boeing 737 aircraft, delivering Brazil's top on-time performance and an industry leading 18-year safety record. GOL has invested billions of Reais in facilities, products and services and technology to enhance the customer experience in the air and on the ground. GOL's shares are traded on the NYSE (GOL) and the B3 (GOLL4). For further information, visit www.voegol.com.br/ir.