



LOCALIZA RENT CAR S.A.
PUBLICLY HELD COMPANY
Corporate Taxpayer ID CNPJ/MF 16.670.085/0001-55
Corporate Registry ID (NIRE) 3130001144-5

MATERIAL FACT – CEO SUCCESSION

Localiza Rent a Car S.A. – “Localiza” (B3: RENT3 and OTCQX: LZRFY), in compliance with CVM Instruction 358/02, hereby informs its shareholders and the market that continuing the **succession process of the Founding Shareholders from the Executive Board of Localiza**, the Board of Directors, in a meeting held on this date, decided that from April 27, 2021, when the first Board Meeting after the Company’s General Shareholders Meeting will be held, **Mr. Eugenio Mattar will act in the management of the Company exclusively as the Executive Chairman of Board of Directors**. The current Chairman, Mr. Oscar Bernardes, will act as the Board Vice-Chairman.

Drawing on his executive experience and his profound knowledge about the Company and the mobility industry, Mr. Eugenio Mattar will dedicate even more to the definition of the medium and long term strategies of Localiza, aiming at add value to the stakeholders of the Company, supporting the new Chief Executive Officer and the other executives.

To take the Chief Executive Officer position as of April 27th, the Board of Directors chose Mr. Bruno Lasansky. Complying with the best practices of corporate governance, Mr. Bruno Lasansky has been participating on a careful and structured process of the succession of Mr. Eugenio Mattar, to ensure the alignment with the values and culture of Localiza and a deep knowledge of its business, guarantying the continuity of the implementation of Localiza’s strategy.

Mr. Bruno Lasansky is 40 years old and has been with the Company over the last seven years. From 2014 to 2016, as a consultant he led relevant initiatives on strategic definition, operational excellence and innovation on Localiza. From 2016 on, he took an integral role in the executive board of the Company, initially as Executive Officer of the Rent a Car Division, implementing structural projects and promoting important advances and, since the beginning of 2019, as the Chief Operating Officer (COO), being responsible for all business units and operations of Localiza. Mr. Bruno Lasansky is graduated in industrial engineering at the Technological Institute of Buenos Aires and has an MBA from Wharton School in the USA. Before joining Localiza he was a partner at Bain & Company.

As the future CEO, with his diversified experience and profound knowledge of the business, he will continue contributing to transformational projects in the Company, with his long term view, aiming to increase even more Localiza’s protagonism in the future of mobility, development of an engaged and high performance team, as well as to continue with the strong advancements of the Company in themes related to sustainability.

Belo Horizonte, February 25, 2021.

Rodrigo Tavares
CFO and IRO