



SER EDUCACIONAL S.A.

Publicly-Held Company

CNPJ / MF No. 04.986.320/0001-13

CVM Code 23221

Avenida da Saudade n.º 254, Santo Amaro

CEP 50100-200, Recife - PE

NOTICE TO SHAREHOLDERS

Dividends Distribution

SER EDUCACIONAL S.A. ("Company "), one of the largest private education groups in Brazil and leader in the Northeast and North regions, hereby informs that at the meeting of the Board of Directors held on August 22, 2019, by unanimous vote and without any reservations, "ad referendum" of the Annual General Meeting that resolves the Financial Statements for the fiscal year ending December 31, 2019, approved the distribution of interim dividends, in the amount of thirty percent (30%) of the net income recorded in the balance sheet as of June 30, 2019, in the total amount of R\$ 32,803,043.00 (thirty-two million, eight hundred and three thousand and forty-three reais), corresponding to 0.254837208 per share. Payment of dividends will be made on September 10, 2019, without withholding of income tax at source and without monetary correction. Pursuant to the law, the shareholders of the Company holding shares will be entitled to dividends as of August 27, 2019. Thus, from August 28, 2019 (inclusive), the Company's shares will be traded "Ex-Dividends".

Recife, August 22, 2019

Rodrigo de Macedo Alves
Investor Relations Officer