

Purchase of Significant Shareholding

Recife, September 18, 2019, a Ser Educacional, one of the largest private education groups in Brazil and the leader in the Northeast and North regions, announces that, pursuant to Article 12 of CVM Instruction No. 358, of January 3, 2002, as amended, it reports to its shareholders and to the market in general that it has received a mail (as attached) from OCEANA INVESTIMENTOS ACVM LTDA., respectively, enrolled under the Corporate Taxpayer's ID (CNPJ/MF) Nr. 09.326.542/0001-23, in which they notify that they have bought a significant number of shares issued by Ser Educacional, now holding 6,633,258 common shares, representing 5.15% of the shares issued by Ser Educacional.

Investor Relations Contact

Rodrigo de Macedo Alves and Geraldo Soares de Oliveira Júnior
(+55 11) 2769 3223 | ri@sereducacional.com | www.sereducacional.com/ri

Media Contact

Silvia Fragoso | (+55 81) 3413-4643 | silvia.fragoso@sereducacional.com

ABOUT GRUPO SER EDUCACIONAL

Founded in 2003 and headquartered in Recife, Grupo Ser Educacional (B3 SEER3, Bloomberg SEER3:BZ and Reuters SEER3.SA) is one of the largest private education groups in Brazil and the leader in the Northeast and North regions in terms of number of students enrolled. It offers undergraduate, graduate, vocational and distance learning courses in 26 states and the Federal District, with a consolidated base of approximately 165,000 students. The Company operates under the following brands: UNINASSAU, UNINASSAU – Centro Universitário Maurício de Nassau, UNINABUCO – Centro Universitário Joaquim Nabuco, Faculdades UNINABUCO, Joaquim Nabuco and Maurício de Nassau Vocational Schools, UNIVERITAS/UNG, UNAMA – Universidade da Amazônia and Faculdade da Amazônia, UNIVERITAS – Centro Universitário Universus Veritas and Faculdades UNIVERITAS, through which it offers 1,698 courses.

This notice may include forward-looking statements related to business prospects, estimates of operating and financial results and the growth prospects of Grupo Ser Educacional. These are merely projections and, as such, are solely based on the expectations of the Management of Grupo Ser Educacional. Such forward-looking statements are substantially dependent on external factors, in addition to the risks presented in the disclosure documents filed by Grupo Ser Educacional and are therefore subject to change without prior notice.

Rio de Janeiro, 17 de setembro de 2019.

À

Ser Educacional S.A. ("COMPANHIA")

Escritório de Relações com Investidores

Atilio Innocenti, nº 165, 3º andar, sala 121

Vila Nova Conceição, São Paulo/SP - Brasil

CEP 04.538-000

A/C: Sr. Rodrigo de Macedo Alves - Diretor de Relação com Investidores

Prezados Senhores,

Vimos, nos termos da Instrução CVM nº 358/2002, informar à V.Sas. que a OCEANA INVESTIMENTOS ADMINISTRADORA DE CARTEIRA DE VALORES MOBILIÁRIOS LTDA., inscrita no CNPJ 09.326.542/0001-23, é responsável pela gestão da carteira de fundos de investimento ("FUNDOS"). Esses fundos, no dia 13/09/2019, passaram a ser detentores de 6.633.258 ações ordinárias/preferenciais de emissão da COMPANHIA.

Portanto, a participação dos FUNDOS na Companhia representa atualmente aproximadamente 5,15% das ações ordinárias/preferenciais de emissão da COMPANHIA.

Sendo o que nos cumpria para o momento, permanecemos à disposição para quaisquer esclarecimentos necessários.

OCEANA INVESTIMENTOS ADMINISTRADORA DE CARTEIRA DE VALORES
MOBILIÁRIOS LTDA.

Ricardo Costa Gandara
CPF: 071.009.607-03

Leonardo Messer
CPF: 082.626.317-81