



Acquisition Closing of Sociedade Técnica Educacional da Lapa S.A. (FAEL)

Recife, January 14, 2022, Ser Educacional (B3 SEER3), one of the largest private education groups in Brazil and the leader in the Northeast and North regions, in addition to the material fact disclosed on May 31, 2021 and the notice to the market disclosed on November 26, 2021, hereby informs its shareholders and the market in general that it was concluded, on this date, after compliance with conditions precedent, through the Agreement for the Assignment and Transfer of Shares and Other Covenants (“Agreement”), the effective transfer to 3L Tecnologias Educacionais e Soluções Digitais S.A. (“3L Digital”), a subsidiary of Ser Educacional S.A., of 100% of the shares representing the capital stock of Sociedade Técnica Educacional da Lapa S.A. (“FAEL”) (“Society”), maintainer of the higher education institution Faculdade Educacional da Lapa – FAEL, which operates throughout the Brazilian territory, exclusively in the Digital Learning modality.

FAEL has its operations based in the City of Lapa (PR) and is one of the largest digital higher education institutions in Brazil, operating in undergraduate and graduate courses with an operational model based on the distribution of courses through its more than 600 hubs, counting with a solid capillarity in municipalities with less than 100,000 inhabitants, and its operations are complementary to those of SER, both due to its regional presence, concentrating around 67% of its undergraduate students base in the South, Southeast and Midwest regions of Brazil, as well as its commercial structure, since its network of partner hubs is responsible for roughly 98% of its student base, while SER’s partner hubs’ network corresponds to around 20% of its student base, with the remainder of such students base enrolled in its own units and online enrollments.

Ser Educacional expects that the Transaction will make it an even more relevant player in the higher education segment and with a solid potential to generate shareholder value, since the acquisition of FAEL will create a network with more than 1,000 distance learning hubs, with a portfolio of brands with national reach and comparable to the biggest players of this segment in the market, offering the following strategic benefits:

- Digital education becomes even more relevant in SER, optimizing its position in a segment with high market growth;
- Creation of a new model for managing partner hubs from FAEL for all SER brands;
- Expansion of the portfolio of courses available to FAEL hubs, with emphasis on courses with a higher average ticket and operating margins, such as courses in the areas of health and engineering;
- Increase in the operational scale, with dilution of the cost of acquiring customers and dilution of the rear costs;
- Synergies in companies combined with the expansion of the courses base at Ubíqua and distribution of online courses in the SER ecosystem; and
- Optimization of costs and expenses following integration.



Investor Relations Contact

Rodrigo de Macedo Alves and Geraldo Soares de Oliveira Júnior

(+55 11) 97093-2225 | ri@sereducacional.com | www.sereducacional.com/ri

Media Relations

Sílvia Fragoso | (+55 81) 98228-2086 | silvia.fragoso@sereducacional.com

Loures Consultoria

Ludmilla Gutierrez | ludmilla.gutierrez@loures.com.br

ABOUT SER EDUCACIONAL GROUP

Founded in 2003 and headquartered in Recife, Grupo Ser Educacional (B3 SEER3) is one of the largest private education groups in Brazil and leader in the Northeast and North regions in terms of number of students enrolled. The Company offers undergraduate, graduate, vocational and distance-learning courses in 26 states and the Federal District, with a consolidated base of around 240,000 students. The Company operates under the following brands UNINASSAU, UNINASSAU – Centro Universitário Maurício de Nassau, UNINABUCO - Centro Universitário Joaquim Nabuco, Faculdades UNINABUCO, Escolas Técnicas Joaquim Nabuco e Maurício de Nassau, UNIVERITAS/UNG, UNAMA – Universidade da Amazônia e Faculdade da Amazônia, UNIVERITAS – Centro Universitário Universus Veritas, Faculdades UNIVERITAS, UNINORTE – Centro Universitário do Norte, Centro Universitário de Ciências Biomédicas de Cacoal – UNIFACIMED, UNIJUAZEIRO – Centro Universitário de Juazeiro do Norte, Sociedade Educacional de Rondônia – UNESC, Centro Universitário São Francisco de Barreiras – UNIFASB, Centro de Desenvolvimento da Medicina Veterinária and Hospital Veterinário DOK.

This notice may contain 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.