

SER EDUCACIONAL S.A.

Corporate Taxpayer's ID (CNPJ): 04.986.320/0001-13

Company Registry (NIRE): 26.3.0001679-6

Publicly Held Company

Call Notice for the Annual and Extraordinary Shareholders' Meeting

We hereby invite the shareholders of Ser Educacional S.A. ("Company"), pursuant to article 124 of Law 6,404, of December 15, 1976 ("Brazilian Corporate Law") to the Annual and Extraordinary Shareholders' Meeting ("Meeting"), to be held on April 30, 2020, at 2:00 p.m., at the Company's headquarters, at Avenida da Saudade, 254, bairro de Santo Amaro, Board of Directors' room, in the city of Recife, in Pernambuco state, to resolve on the following:

AGENDA:

At the Annual Shareholders' Meeting: **(a)** to analyze the Management accounts and reports, the Company's financial statements and the independent auditors' financial report related to the fiscal year ended December 31, 2019; **(b)** to propose the allocation of the net income for the fiscal year ended December 31, 2019 and distribution of dividends; **(c)** to approve the 2020 capital budget; **(d)** to set the effective number of members of the Board of Directors, the eligibility criteria for independent Board members and to elect the members of the Board of Directors; **(e)** to set up the Fiscal Council; **(f)** to elect the sitting and alternate members of the Fiscal Council; and **(g)** to approve the overall compensation of the members of the Board of Directors, Board of Executive Officers and the Fiscal Council for 2020.

At the Extraordinary Shareholders' Meeting: **(a)** to amend the Company's Bylaws, pursuant to the Management Proposal, in order to change the wording of the head provision of article 5 to reflect the new number of shares issued by the Company, given the cancelation of treasury shares; **(b)** to consolidate the Bylaws; and **(c)** to ratify the distribution of extraordinary dividends to shareholders arising from a part of the profit reserves, approved by the Board of Directors at a meeting held on May 9, 2019.

ADDITIONAL INFORMATION:

All the necessary documents and information for the exercise of voting rights by shareholders, especially the Participation Manual for Shareholders Meetings, which includes Management proposals regarding the matters to be resolved, and all the documents pertaining to the matters to be resolved in the Meetings are available at the Company's headquarters, on the websites of the Brazilian Securities and Exchange Commission (www.cvm.gov.br), B3 S.A. – Brasil, Bolsa, Balcão (www.b3.com.br) and the Company (<http://ri.sereducacional.com/>).

In accordance with the requirements of Brazilian Corporation Law, and unless legally determined otherwise, the Company will hold the Meetings at its headquarters. The participation of shareholders in the Meetings may be in person, by a duly appointed proxy or by sending a remote voting form, pursuant to CVM Instruction 481, of December 17, 2009, as amended ("CVM Instruction 481").

As you know, Brazil and the world are facing a critical time with the new coronavirus (COVID-19). The measures recommended by the authorities to prevent the spread of the disease include avoiding agglomeration of people, such as general meetings.

Accordingly, in line with such recommendations and to reduce the risk of spreading the coronavirus, the Company's Management recommends that its shareholders exercise their voting rights through the remote voting forms provided by the Company under CVM Instruction 481, avoiding participation in person in the Meetings.

Shareholders may be represented by proxies with public or private instruments, issued less than 1 (one) year ago, granted exclusively to an able shareholder of age, manager of the Company, lawyer, or a financial institution, being the administrator of the investment funds responsible for representing the fund members, and the instrument must contain the requirements listed in Brazilian Corporation Law and CVM Instruction 481. Corporate shareholders may be represented through their legal representatives or proxies duly appointed, in accordance with their articles of incorporation, in which case the proxy does not need to be a shareholder, manager of the Company or lawyer. The Company requires that the proxy instruments be notarized, consularized, and officially translated, in the case of proxy instruments granted abroad.

In order to speed up the process of holding Meetings, the Company requests shareholders to deposit their proxy instruments and representation documents forty-eight (48) hours in advance of the Meetings, to the care of the Investor Relations Department at the Company's headquarters, pursuant to paragraph 1 of article 10 of the Company's Bylaws. However, the shareholders who attend the Meeting with the required documents may participate and vote, even if they did not submit them previously.

Pursuant to CVM Instruction 481, shareholders may participate in the Meetings and exercise their voting rights by filling out and submitting the remote voting form provided by the Company. For additional information on the exercise of voting rights remotely, please refer to CVM Instruction 481, as well as the guidelines and terms contained in the Participation Manual for Shareholders Meetings.

The minimum percentage for the adoption of the cumulative voting process for the election of the members of the Board of Directors is five percent (5%), pursuant to article 3 of CVM Instruction 165/91 and article 4 of CVM Instruction 481/09. Pursuant to paragraph 1 of article 141 of Law 6,404/76, requests for the adoption of cumulative vote must be submitted forty-eight (48) hours prior to the Meetings.

Recife (PE), March 27, 2020.

José Janguê Bezerra Diniz
Chairman of the Board of Directors