

FACT SHEET 2019

B3: SEER3

Daily liquidity 30d: R\$22 MM

Market Cap (06/06/2019): R\$3 bi



ser
educacional

1 Leader in the higher education market in the North and Northeast regions, areas that present the highest growth rates of the sector in Brazil

2 Wide-ranging portfolio of courses in the segments of on campus and distance learning (DL), offered through regional brands and high capillarity

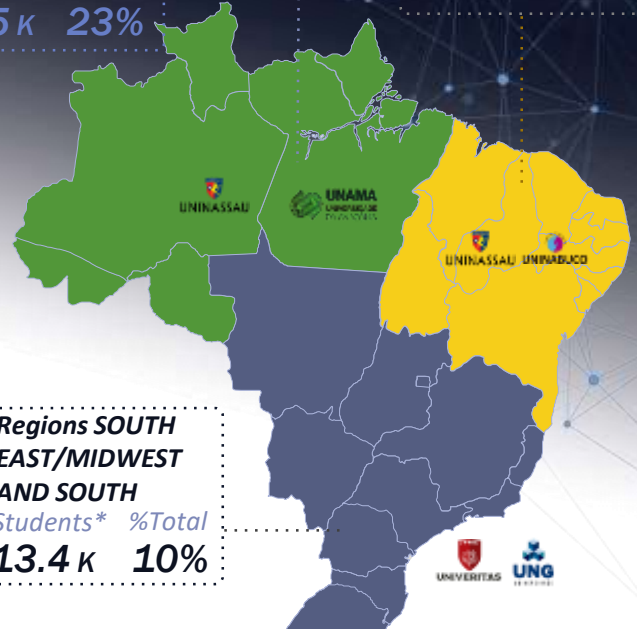
3 Highly visible paths for growth: selected acquisitions, new on-campus units and DL expansion.

4 DNA of innovation and social engagement, recognized by the market and local communities

5 Superior value proposition for the student based on teaching quality, advanced infrastructure and labor market recognition

Region: NORTH
Students* %Total
30.5 k 23%

Region: NORTHEAST
Students* %Total
88.6 k 67%



Regions SOUTH EAST/MIDWEST AND SOUTH
Students* %Total
13.4 k 10%



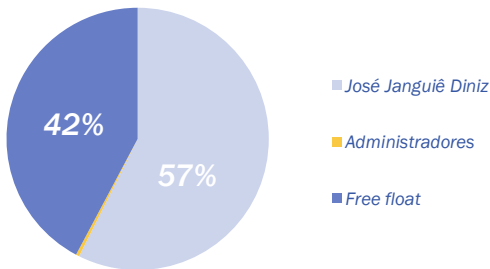
165.5 k
Students

132.5 k
On campus graduation students*

60
On campus units

226
DL units

2019 SHAREHOLDERS POSITION



DIGITAL INOVATION

Adapting existing digital culture



Improvement of students experience, employees and teachers



Remodeling the corporate innovation environment



Adjustment of technologies and IT model



VIRTUOUS CYCLE OF GENERATING VALUE THROUGH SOCIAL ACTIVITIES

Initiatives Portfolio:

- Workability
- Environment
- Health
- Social
- Sports
- Education

Students and Teachers engaged and benefits in the cities

Spontaneous media generation

Greater recognition of the brands

RECOGNIZED GOVERNANCE BY THE MARKET

2014



Company of the year – best of middle Market: Istoé Magazine

2015



Best companies to shareholders 2015 – smallcap segment Capital Aberto magazine

2016



Education company of the year and best Corporate governance practices award Estadão Newspaper / FIA



Greater evolution in investor relations mid&small cap 2016

2017



Corporate governance award in the business management segment by the Jornal Estadão / FIA

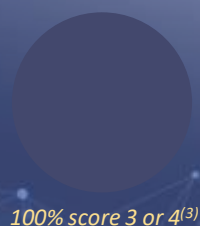
2018



2nd place in the ranking of the largest educational groups in the country by the newspaper Valor Econômico

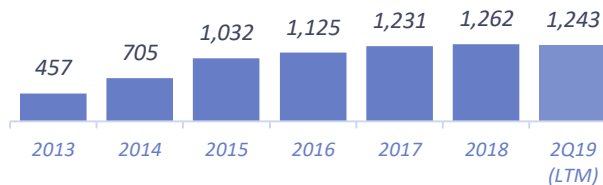
- **UNAMA:**
UNAMA: The best Private University in the North in 2016 e 2017.
- 1st Company listed to hold 2 University Centers with Cl 5 – UNINASSAU Recife and UNIVERITAS Rio de Janeiro

QUALITY METRIC (2017)
CPC⁽¹⁾ IGC⁽²⁾

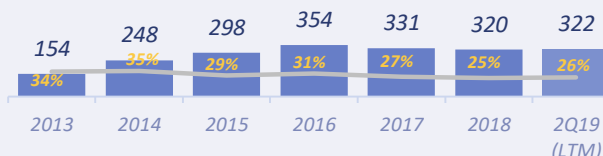


FINANCIAL HIGHLIGHTS

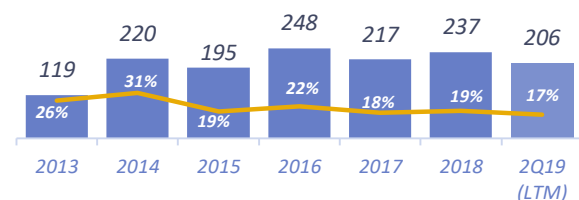
Net Revenue (R\$MM)



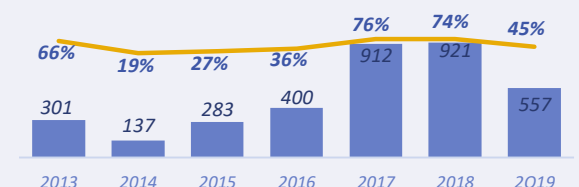
Adjusted EBITDA (R\$MM) and Adjusted EBITDA Margin (%)



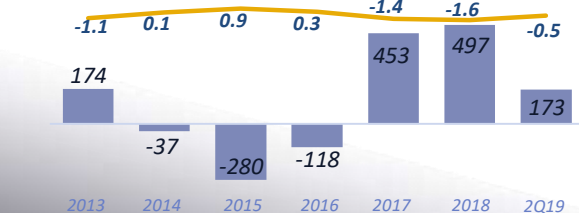
Adjusted Net Income (R\$ MM) and Adjusted Net Income Margin (%)



Cash and equivalent (R\$MM) and % of net revenue (LTM) in cash



Net Cash (Debt) (R\$MM) and Net Cash(Debt)/ Adjusted EBITDA



CAPEX ex-acquisitions (R\$MM) e CAPEX/ Net Revenue(%)

