



**SER EDUCACIONAL S.A.**

Publicly-Held Company with Authorized Capital  
Corporate Taxpayer's ID (CNPJ/MF): 04.986.320/0001-13  
CVM Code: 23221  
Avenida da Saudade, No. 254, Santo Amaro  
CEP 50100-200, Recife - PE

**NOTICE TO THE SHAREHOLDERS**

Estimated date for the Company's Annual and Extraordinary Shareholders' Meeting

**SER EDUCACIONAL S.A. ("Company") (B3 SEER3, Bloomberg SEER3:BZ and Reuters SEER3.SA)**, one of the largest private education groups in Brazil and leader in the Northeast and North regions, for the purposes of paragraph 2 of Article 21-L of CVM Instruction 481 of December 17, 2009 ("CVM Instruction 481"), announces that the Company's Annual and Extraordinary Shareholders' Meeting will be held on April 30, 2019, at 2:00 pm, at the Company's headquarters. The detailed guidelines on said meeting will be timely disclosed by the Company, within the terms and terms of applicable legislation and regulations.

Recife, January 14, 2019.

**Rodrigo de Macedo Alves**  
**Investor Relations Officer**