



Acquisition of Centro Universitário do Norte (UNINORTE)

Recife, April 17, 2019, Ser Educacional S.A. (B3 SEER3, Bloomberg SEER3:BZ and Reuters SEER3:SA), one of Brazil's largest private education groups and a leader in the Northeast and North regions, pursuant to CVM Instruction 358, of January 3, 2002, as amended, and paragraph 4 of article 157 of Law 6,404, of December 15, 1976, as amended ("Brazilian Corporations Law"), hereby informs its shareholders and the market in general that it signed, on April 16, 2019, a Sale and Transfer of Shares and Other Covenants ("Transfer Agreement") in which its subsidiary Centro Nacional de Ensino Superior Ltda. ("CENESUP") agreed to acquire 100% of the share capital of SODECAM - Sociedade de Desenvolvimento Cultural do Amazonas Ltda., maintainer of Centro Universitário do Norte (UniNorte) ("Sociedade"), with headquarters in Manaus-AM ("Transaction"). As a leading player in the region, on December 31, 2018, UNINORTE had a total of 25,172 actively registered students, being 23,233 undergraduate students and 1,939 postgraduate students, and an Adjusted EBITDA of R\$ 18.7 million. Through its subsidiary CENESUP, Ser Educacional will pay, on the Transaction closing date, a base purchase price (enterprise value) of R\$ 194,814,000.00 (one hundred and ninety-four million, eight hundred and fourteen thousand reais), from which the net debt of R\$ 9,814,000 (nine million, eight hundred and fourteen thousand reais) will be deducted, as applicable.

In line with its strategy of becoming a relevant player in these regions and to maintain presence in other regions of Brazil, Ser Educacional strengthens its presence in the north of Brazil by taking on a significant number of university students in the city of Manaus through a recognized brand in the city, winner of the top of mind survey for the last 8 consecutive years, and becoming a market reference in the two largest cities in this region as the group is already a market leader in Belém, state of Pará. In the Northeast, the Ser Educacional operates UNINASSAU, the most recognized brand in the region according to a study conducted by Troiano Branding and published by *O Estado de São Paulo* in May 2018.

The Transaction is subject to the fulfillment of certain preceding conditions that are common for these types of operations and will be concluded as soon as such conditions are met. Ser Educacional S.A. will keep the market up to date on subsequent relevant facts on the Transaction and the Investor Relations area will be available to answer any questions.

Investor Relations Contact

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ABOUT GRUPO SER EDUCACIONAL

Founded in 2003 and headquartered in Recife, Grupo Ser Educacional (BM&FBOVESPA SEER3, Bloomberg SEER3:BZ and Reuters SEER3.SA) is one of the largest private education groups in Brazil and a leader in the Northeast and North regions in terms of numbers of enrolled students. The Company offers undergraduate, graduate, vocational and distance learning courses in all Brazilian states, with a consolidated base of over 150,000 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, Faculdade da Amazônia, UNIVERITAS – Centro Universitário Universus Veritas and Faculdades UNIVERITAS, through which it offers over 1,605 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.