



## Notice to the Market - Sale of Shares

**Recife, September 15, 2017, Ser Educacional (BM&FBOVESPA SEER3, Bloomberg SEER3:BZ and Reuters SEER3.SA)**, one of the largest private groups of higher education in Brazil and leader in the Northeast and North regions, announces that, pursuant to Article 12 of CVM Instruction No. 358, of January 3, 2002, as amended, it reports to its shareholders and to the market in general that it has received a mail (attached) from its controlling shareholder, Mr. José Janguê Bezerra Diniz, in which he states that he has sold shares issued by Ser Educacional, now holding 73,836,185 common shares, representing 59.15% (without considering the 377,500 shares held in treasury) of the shares issued by Ser Educacional.

### Investor Relations Contact

Rodrigo de Macedo Alves and Geraldo Soares de Oliveira Júnior

(+55 11) 2769 3223 | [ri@sereducacional.com](mailto:ri@sereducacional.com) | [www.sereducacional.com/ri](http://www.sereducacional.com/ri)

### Media Relations

Silvia Fragoso | (+55 81) 3413-4643 | [silvia.fragoso@sereducacional.com](mailto:silvia.fragoso@sereducacional.com)

## SOBRE O GRUPO SER EDUCACIONAL

Founded in 2003 and headquartered in Recife, Grupo Ser Educacional (B3 SEER3, Bloomberg SEER3:BZ and Reuters SEER3.SA) is one of the largest private education groups in Brazil and the 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 20 states, with a consolidated base of over 158,000 students. The Company operates under the following brands: Faculdades UNINASSAU, UNINASSAU – Centro Universitário Maurício de Nassau, UNINABUCO - Centro Universitário Joaquim Nabuco, Faculdades UNINABUCO, Escolas Técnicas Joaquim Nabuco e Maurício de Nassau, UNG/UNIVERITAS, UNAMA - Universidade da Amazônia and Faculdade da Amazônia and UNIVERITAS – Centro Universitário Universitas Veritas and Faculdades UNIVERITAS, through which it offers more than 1,260 courses.

*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.*



Recife, September 15, 2017

To

**SER EDUCACIONAL S.A.**

Attn.: Rodrigo de Macedo Alves

Investor Relations Officer

Via email: [ri@sereducacional.com](mailto:ri@sereducacional.com)

**Ref.: Sale of Material Shareholding**

Dear Madams and Sirs,

I, Mr. José Janguê Bezerra Diniz, Brazilian citizen, married with full separation of property, businessman, bearer of the identity card No. 2.457.125 issued by the Department of Public Safety Affairs of the State of Pernambuco, enrolled under the Individual Taxpayer's ID No. 368.383.574-53, with office in the City of Recife, State of Pernambuco, at Avenida da Saudade, 254, pursuant to Article 12 of CVM Instruction No. 358, of January 3, 2002, as amended, and pursuant to the intention disclosed in a Material Fact and a Notice to the Shareholders of Ser Educacional S.A. ("Company") on September 12, 2017, hereby announce that I have sold, on this date, 13,888,889 common shares issued by the Company, now holding 73,836,185 shares, representing 59.15% (without considering the 377,500 shares held in treasury) of the shares issued by the Company.

It should be stressed that the purpose of the partial sale of my aforementioned shareholding is to increase the liquidity of the Company's shares, not having as goal to sell the Company's control. Finally, I state that I do not have other securities and derivative financial instruments referenced in such shares or any agreement or contract ruling the exercise of voting rights or the purchase and sale of securities issued by the Company.

Regards,

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**José Janguê Bezerra Diniz**