



Acquisition of Sociedade Educacional de Rondônia S/S LTDA (UNESC)

Recife, December 14, 2020, Ser Educacional S.A. (B3 SEER3), one of the largest private education groups in Brazil and the leader in the North and Northeast 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 Corporation Law"), hereby informs its shareholders and the market in general that it entered into a Share Purchase and Sale Agreement and Other Covenants ("Agreement"), whereby its subsidiary CENESUP - Centro Nacional de Ensino Superior Ltda. ("CENESUP") agreed to acquire one hundred percent (100%) of the capital stock of Sociedade Educacional de Rondônia S/S Ltda. ("UNESC" and "Transaction"). UNESC is the maintaining entity of the following education institutions: (i) Faculdade de Educação e Cultura de Porto Velho, (ii) Faculdade de Educação e Cultura de Vilhena, (iii) Faculdades Integradas de Cacoal and (iv) Faculdade de Educação e Cultura de Ji-Paraná.

UNESC is present in the largest cities of the Rondônia State, both in terms of GDP and population. Its estimated consolidated net revenue totaled forty-two million reais (R\$42,000,000.00) in 2020, and it has approximately two thousand and nine hundred (2,900) undergraduate on-campus students, among which one hundred and sixty-two (162) students enrolled in the Medicine course.

UNESC's portfolio comprises courses in the areas of health and engineering, among which fifty (50) annual places for the Medicine course in the city of Vilhena, or sixty (60) annual places considering the places made available through PROUNI and FIES, as well as Psychology, Nursing, Pharmacy, Physiotherapy, Nutrition, Civil Engineering, Mechanical Engineering, Law and Computer Engineering courses.

In return to assigning and transferring all of the Shares, CENESUP will pay a total of one hundred and twenty million reais (R\$120,000,000.00), of which seventy million reais (R\$70,000,000.00) in cash, on the closing date of the Transaction, and fifty million reais (R\$50,000,000.00) in four (4) annual successive installments, in the amount of twelve million and five hundred thousand reais (R\$12,500,000.00) each, the first installment due on the first (1st) anniversary of the closing date and the others on the same date of the following three (3) years, adjusted by the variation of the IPCA from the closing date to the actual payment date of each installment.

If the Ministry of Education issues an administrative rule formalizing the creation of fifty (50) additional places of the Medicine course in Vilhena, until the third (3rd) anniversary of the closing date, CENESUP will also pay fifty-five million reais (R\$55,000,000.00), when such approval occurs. CENESUP should also pay up to thirty million reais (R\$30,000,000.00) if up to fifty (50) additional places of the Medicine course in Ji-Paraná are approved, within up to three (3) years from the closing date.



Accordingly, if the two conditions are met, the transaction may total up to one hundred and fifty (150) places in the Medicine course, or one hundred and eighty (180) places if the places offered through FIES and PROUNI are considered.

Any net indebtedness of UNESC will be fully deducted from the installment of the Transaction price.

The Transaction is part of the Company's strategy to grow in the North region of Brazil and to strengthen its course base in the health area. UNESC is the Company's third acquisition in the region in the last two years.

The Transaction is subject to compliance with certain conditions precedent that are commonly required in these types of transactions and will be concluded as soon as these conditions are met. In view of the fact that the Transaction was carried out through a subsidiary of Ser Educacional S.A., article 256 of Brazilian Corporation Law shall not apply and, therefore, the Company's shareholders will not be entitled to a right of withdrawal.

Ser Educacional S.A. will keep the market informed on subsequent material facts of the Transaction and the Investor Relations team is available to answer any questions.

Rodrigo de Macedo Alves

Investor Relations Officer

Investor Relations Contact

Rodrigo de Macedo Alves and Geraldo Soares de Oliveira Júnior
(+55 11) 2769 3223 | ri@sereducacional.com | www.sereducacional.com/ri

Media Relations

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

Loures Consultoria

Ludmilla Gutierrez | ludmilla.gutierrez@loures.com.br

ABOUT GRUPO SER EDUCACIONAL

Founded in 2003 and headquartered in Recife, Grupo Ser Educacional (B3 SEER3) 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. It offers undergraduate, graduate, vocational and distance learning courses in 26 states and the Federal District, with a consolidated base of approximately 181,900 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 e Faculdade da Amazônia, UNIVERITAS – Centro Universitário



SER EDUCACIONAL S.A.
AUTHORIZED CAPITAL PUBLICLY HELD COMPANY
CORPORATE TAXPAYER'S ID (CNPJ/MF): 04.986.320/0001-13
CVM CODE: 23221
AVENIDA DA SAUDADE N.º 254, SANTO AMARO
CEP 50100-200, RECIFE - PE



Universus Veritas, Faculdades UNIVERITAS, UNINORTE – Centro Universitário do Norte, UNIJUAZEIRO – Centro Universitário de Juazeiro do Norte and UNIFACIMED – Centro Universitário de Biomédicas de Cacoal, through which it offers 2,091 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.