



## Purchase of Significant Shareholding

**Recife, February 1, 2021, Ser Educacional S.A.**, one of the largest private education groups in Brazil and the 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 (as attached) from CAPE ANN ASSET MANAGEMENT LIMITED, headquartered at 1 Dukes Mews, London, W1U 3ET, United Kingdom, in which it notifies that funds managed by it, whose legal representative in Brazil is enrolled under the Corporate Taxpayer's ID (CNPJ/MF) Nr. 33.042.953/0001-71, have bought a significant number of shares issued by Ser Educacional, now holding 6,560,558 common shares, representing 5.10% 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)

### Loures Consultoria

Ludmilla Gutierrez | [ludmilla.gutierrez@loures.com.br](mailto: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 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.*

# CAPE ANN ASSET MANAGEMENT LIMITED

1 Duke's Mews  
London  
W1U 3ET  
Telephone (020) 3443 8480

Ser Educacional S.A.  
Rua Treze de Maio, nº 254, Santo Amaro  
50100-160 - Recife, PE, Brasil  
By Email: [ri@sereducacional.com](mailto:ri@sereducacional.com)

1<sup>st</sup> February 2021

## **Cape Ann Asset Management Limited (“Cape Ann”) Disclosure in Conjunction with Article 12 of CVM Instruction No. 358**

Cape Ann, acting as Investment Manager to a number of investment funds (the “Funds”), hereby provides notice that on 29<sup>th</sup> January 2021 it purchased 258,000 common shares which took its total holding on behalf of the Funds in common shares issued by Ser Educacional S.A. (the “Company”) above 5% of the total ordinary issued shares outstanding.

In compliance with Article 12 of the Brazilian Securities Commission (“CVM”) Rule no. 358, as amended, Cape Ann hereby confirms that:

- i) Cape Ann’s registered office and headquarters is located at 1 Dukes Mews, London, W1U 3ET, United Kingdom;
- ii) On 29<sup>th</sup> January 2021 Cape Ann’s aggregated equity holdings across the Funds was 6,560,558 ordinary shares representing approximately 5.10% of the total ordinary shares issued by the Company;
- iii) The increase of Cape Ann’s equity holdings in the Company is strictly for investment purposes and there is no intention to change the Company’s control nor composition of its administrative structure;
- iv) Cape Ann does not own instrument derivatives related to the Company;
- v) No agreement or contract regulating the exercise of voting rights or the purchase and sale of securities issued by the Company has been entered into nor executed by Cape Ann; and
- vi) The Brazilian legal representative of the Funds for which Cape Ann provides discretionary investment management services is registered with CNPJ No. 33.042.953/0001-71.

Please advise if you have any comments.

Sincerely



**Pete Lockey** | Chief Operating Officer  
Cape Ann Asset Management

1 Dukes Mews, London  
W1U 3ET | +44 (0) 20 3443 8482  
[www.capeannam.com](http://www.capeannam.com)

*Registered Office: 1 Duke's Mews, London, W1U 3ET  
Company Number: 09771985 (Registered in England and Wales)*

Authorised and Regulated by the Financial Conduct Authority