



MATERIAL FACT

Call Option Exercise ASPEC and SOCEC and Deadline Extension for Call Option Exercise IBMR, Ritter and FADERGS

Recife, December 28, 2020, Ser Educacional S.A. (“SER”) (B3 SEER3), pursuant to the terms of Law No. 6,404/1976, of CVM Ruling No. 358/2002, and in continuance of the material fact disclosed to the market on October 30, 2020 and November 4, 2020, hereby inform its shareholders and the market in general that, pursuant to the agreement (“**Agreement**”) entered into with Ânima Holdings S.A. (“**Ânima**”) in October 29, 2020:

(i) exercised its right to acquire 100% (one hundred percent) of the share capital of (a) **SOCIEDADE PARAIBANA DE EDUCAÇÃO E CULTURA LTDA. (“ASPEC”)**, maintainer of Faculdade Internacional da Paraíba (FPB), and (b) **SOCIEDADE CAPIBARIBE DE EDUCAÇÃO E CULTURA LTDA. (“SOCEC”)**, maintainer of the Centro Universitário dos Guararapes (UNIFIG) in Recife and Jaboatão dos Guararapes, as well as the CEDEPE Business School. In view of the above, SER and Ânima will proceed with the negotiation of the definitive documents regarding the acquisition of SOCEC and ASPEC for the price of BRL 180,000,000.00 (one hundred and eighty million reais), under the terms provided for in the Agreement; and

(ii) extended, for fifteen (15) days from December 27, 2020, the deadline for exercising its call option right of 100% (one hundred percent) of the share capital of (a) **Sociedade de Educação Ritter dos Reis Ltda. (“Ritter”)**, maintainer of Centro Universitário Ritter dos Reis (UniRitter); (b) **FADERGS - Faculdade de Desenvolvimento do Rio Grande do Sul Ltda. (“FADERGS”)**, maintainer of Centro Universitário FADERGS; and (c) **Instituto Brasileiro de Medicina de Reabilitação Ltda. (“IBMR”)**, maintainer of Centro Universitário Hermínio da Silveira.

SER shall keep its shareholders and the market informed about the subsequent material facts related to this matter.

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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 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 26 states and the Federal District, with a consolidated base of around 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 Universitas 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 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 depend, substantially, on external factors, in addition to the risks disclosed in the disclosure documents filed by Grupo Ser Educacional and are, therefore, subject to change without prior notice.