

CRUZEIRO DO SUL EDUCACIONAL S.A.

Publicly-held Company
CNPJ/ME No. 62.984.091/0001-02
NIRE 35.300.418.000

MATERIAL FACT

CRUZEIRO DO SUL EDUCACIONAL (“**Company**”) (B3:CSED3) informs that the Board of Directors has elected Fabio Marcel Fossen for the position of Chief Executive Officer of the Company, serving as of August 27, 2021, replacing Fabio Figueiredo and Renato Padovese, current Co-CEOs, who now act only within the scope of the Board of Directors, of which they are already members. The Company would like to thank Mr. Fabio Ferreira Figueiredo and Mr. Renato Padovese for their dedication and relevant services provided over almost 30 years as managers and members of the executive team.

Fabio Fossen – Chief Executive Officer

“I am delighted to have the opportunity to participate and contribute to the Company's digital transformation and continuous development project. Leading a project to expand quality education across the country is the dream of any executive aware of their essential role in society.”

Mr. Fabio Fossen spent his last 7 years as CEO of Bridgestone in Brazil and South America and was responsible for leading the transformation and turnaround process of their operations. Previously, he was Executive Director at Coca Cola Femsa responsible for the strategic planning and new business for Mercosur, in addition to M&A. He has also worked at Booz & Co, Ambev and Sachs. Mr. Fabio is a mechanical engineer graduated from POLI-USP and holds an MBA from Stephen M. Ross School of Business – University of Michigan.

The announcement reinforces the Company's strategy of total professionalization of its executive team (now completed), aiming to accelerate and improve the process of constant transformation and the necessity to adapt to new technologies and growing demands of the target audience, which are increasingly complex and demanding.

Fabio Figueiredo – Board Member

“To act in a more strategic scope, seeking renowned professionals in the market, has long been a desire of the founding families, aware that is part of the new context and the new challenges for both for the company and for the sector.”

Renato Padovese - Board Member

“Our interaction through strategic committees will be important to assess the executives and preserve the identity of Cruzeiro do Sul”

São Paulo, August 4th 2021.

Luis Felipe Silva Bresaola
Investor Relations Officer