

POSITIVO TECNOLOGIA S.A.
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NOTICE TO THE MARKET

With Positivo Tecnologia S.A.'s quality seal, which since 1994 has invested in educational technology, Technology and Innovation Ecosystem arrives to meet the needs of public and private schools

Educacional brings together learning support solutions in a disruptive business model, based on pedagogical and hardware suites focused on Portuguese, Mathematics and STEAM. Positivo Tecnologia S.A.'s business area dedicated to education connects parents, students, schools, edtechs, publishing houses and national and international companies in a single ecosystem.

Curitiba, June 22, 2021 - Public and private schools determined to be part of a transformative moment in education can now rely on **Educacional - Ecosistema de Tecnologia e Inovação**, created to help promote advances in the sector by transforming the teaching-learning process according to the needs of each educational institution or network, in a personalized way, with the ability to respond to changes as fast as they happen.

Integrating and connecting the best solutions, educational institutions, publishing houses, national and international companies, students, parents, edtechs⁽¹⁾, NGOs and Foundations, to together transform the teaching-learning process, **Educacional - Ecosistema de Tecnologia e Inovação** arrives on the market for boosting education in the country. In order to reach this goal, in addition to offering its current portfolio (the traditional business model), **Educacional** has structured pedagogical and hardware suites composed of proprietary and third-party solutions focused on basic Portuguese, Mathematics and STEAM (Science, Technology, Engineering and Mathematics) education that offer public and private schools curatorship, flexibility and intelligence.

Educacional's suites include diagnosis, curation, recommendation and route change, if necessary, based on integrated strategic indicators and analysis. They also serve the school on the issue of access management, even more relevant with the General Data

Protection Act - with a login and password, activated by Hub.Educacional, it is possible to access all the suite's digital solutions. Hub.Educacional is a free technology for educational institutions that integrates educational applications in a secure environment with a single password and consolidated reports.

Through Positivo Tecnologia S.A.'s structure, edtechs can also benefit from this ecosystem, as **Educacional** promotes their access to the public area, enabling them to participate in bidding processes and contracts. Therefore, cities and states can hire the best platforms to support the learning of Portuguese, Mathematics and STEAM.

"We have a profound knowledge of the challenges of education in Brazil. For almost three decades, we have been producing educational solutions for different needs, and we know the importance of connecting everything and everyone to make education happen. We are putting into practice a new way of thinking and doing education in Brazil," explains Alvaro Cruz, Vice-President of Educacional - Ecosystema de Tecnologia e Inovação.

Through **Educacional**, school management will become even more strategic, enabling teachers to access the students' engagement and performance indicators on real time, with personalized information to evaluate which are the best ways to foster their development. **Educacional** is already in operation and ready to serve public and private schools, edtechs and all those interested in joining its technology and innovation ecosystem.

Curitiba, June 22, 2021.

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Caio Gonçalves de Moraes

Vice President of Finance and Investor Relations

⁽¹⁾ Edtech – combination of the words Education and Technology