



ELETROMIDIA S.A.

Publicly-held Company
CNPJ/ME n° 09.347.516/0001-81
NIRE 3530045889-3

MATERIAL FACT

FIRST PLACE IN THE NATIONAL COMPETITIVE BIDDING FOR THE REQUEST FOR PROPOSAL NO. 01/2022 OF THE MUNICIPALITY OF RECIFE

ELETROMIDIA S.A. (B3: ELMD3) ("Company" or "Eletromidia"), in compliance with paragraph 4 of article 157, of Law No. 6,404/76 and Brazilian Securities and Exchange Commission ("CVM") Resolution No. 44/21, informs its shareholders and the market in general that it has participated in the public bidding process No. 009/2022, related to the Request for Proposal No. 001/2022 ("Public Competitive Bidding"), conducted on the date of June 20, 2022, by the Municipality of Recife, state of Pernambuco, for the production, installation, maintenance and operation of digital electronic clocks and monitoring cameras in the Municipality of Recife, and the consequent commercial use of the advertising spaces of the respective digital electronic clocks ("Concession"). The Company was qualified in the first place in the Public Competitive Bidding, considering the presentation of the proposal of the highest grant value in national currency, pending analysis of its eligibility documents, subject to appeal and the respective confirmation of the winner of the public bidding process, as per the applicable law.

The Concession includes: (i) the production, installation, maintenance and operation of 108 street digital electronic clocks, (ii) the supply, installation and maintenance of 108 monitoring cameras in an integrated manner to the clocks' structure, and (iii) the implementation and/or conservation and maintenance of public spaces associated with such clocks, with exclusivity in the advertising use of the electronic digital watches, all carried out in the Municipality of Recife for a period of 20 years.

This movement represents another important step by Eletromidia towards consolidating its position in the out-of-home media market in Brazil, in line with its long-term strategic vision, in the search for new opportunities to generate value for the Company and its shareholders. The transaction also marks the Company's entry into the electronic digital street clocks division and strengthens its presence in the city of Recife, one of the main capitals in the northeast, where the Company already operates in commercial and residential buildings, as well as in urban equipment.

Finally, we emphasize that the confirmation of the Company's victory in public bid related to the Concession is subject to the process of eligibility analysis and potential appeals admitted by law, as indicated above.

Eletromidia will keep its shareholders and the market informed about the subsequent facts related to the Concession in accordance with the law and CVM regulation. More information may be obtained in due course on the CVM's website (<https://www.gov.br/cvm>) and the Company's Investor Relations website (ri.eletromidia.com.br).

São Paulo, June 21, 2022

Ricardo de Almeida Winandy
Chief Financial and Investor Relations Officer