



**ELETROMIDIA S.A.**  
Publicly-held Company  
CNPJ/MF 09.347.516/0001-81

## **NOTICE TO THE MARKET**

### **Completion of the Acquisition of MOOHB CPS Concessionária de Mobiliário Urbano SPE LTDA.**

**ELETROMIDIA S.A.** (B3: ELMD3) (“Company” or “Eletromidia”), in continuation of the Notice to the Market released on October 22, 2021, informs its shareholders and the market in general that its wholly owned subsidiary, Elemidia Consultoria e Serviços de Marketing SA (“Elemidia”) concluded, on this date, the acquisition of 95% of the share capital of MOOHB CPS Concessionária de Mobiliário Urbano SPE LTDA.

This transaction marks the Company’s entry into the street vertical in the city of Campinas, the 3rd largest Gross Domestic Product (GDP) in the State of São Paulo and 11th in Brazil. The acquisition of Moohb has brought to Eletromidia’s ecosystem a high-margin long-term contract valid until 2038. MOOHB currently operates more than 600 advertising spots. We expect the installation of 160 additional 100% digital panels over the next two years.

With the completion of the transaction, the Company reaffirms its commitment to creating long-term value for its shareholders, as this acquisition reinforces the Company’s strategic expansion in high-margin projects.

The Company reiterates that the transaction is not subject to and, therefore, will not be submitted to the approval of its shareholders, as provided for in article 256 of Law No. 6.404/76, nor will it give rise to the right of withdrawal to its shareholders, since the transaction is being carried out by Elemidia Consultoria e Serviços de Marketing SA, a subsidiary of the Company.

Eletromidia and Elemidia will keep their shareholders and the market informed of any subsequent facts related to the transaction in accordance with the law and CVM regulations.

São Paulo, January 3<sup>rd</sup>, 2022  
**Ricardo de Almeida Winandy**  
Chief Financial and Investor Relations Officer