

MATERIAL FACT**AIRPORT CONCESSION - SANTOS DUMONT AIRPORT, RIO DE JANEIRO**

São Paulo, September 20, 2023 – ELETROMIDIA S.A. (B3: ELMD3) ("Company") informs its investors that it has been ranked first in Lot 3 of Electronic Bidding No. 070/ADLI-2/SBRJ/2023 and the sole lot of Electronic Bidding No. 109/ADLI-2/SBRJ/2023, conducted by Infraero – Brazilian Airport Infrastructure Company. We now await the analysis of the Company's qualification documents and the official declaration of the winner, followed by the subsequent awarding of the objects of both concessions. The Company's proposal was ranked first for offering the highest value in the national currency as a fixed monthly payment.

The concessions encompass the authorization to use designated areas for the commercial exploitation of advertising and promotional spaces, as well as for the installation and maintenance of equipment for advertising purposes. They are valid for the passenger terminal facilities at the Rio de Janeiro/Santos Dumont Airport and encompass the lounge, boarding, and arrival areas for a 60-month contract.

Santos Dumont Airport has an annual passenger flow of over 10 million passengers^{1,2}, making it the fifth largest airport in Brazil in terms of traffic.

The acquisition of both concessions aligns with the Company's growth strategy, which focuses on establishing a broad presence in the cities where we operate, occupying key spaces, and combining our various business verticals, thus accompanying the complete journey of our audience.

São Paulo, September 20th, 2023

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Eletromidia is an Out-Of-Home (OOH) media outlet that connects major brands to 22 million people at different times of their day. Whether on the street, in transportation, elevators in commercial and residential buildings, shopping malls, or airports, our mission is to transform the environments where we provide information, convenience, and new experiences for the public and so create opportunities for the advertising trade. With more than 60,000 points of contact in 20 Brazilian states, our model combines the impact and reach of traditional OOH media with innovative technology solutions, providing an integrated media platform for urban journeys, ready to address every communications challenge.

¹Source: National Civil Aviation Agency (ANC) <https://www.gov.br/anac/pt-br/assuntos/dados-e-estatisticas/dados-estatisticos/arquivos/>

²Database 2022