



ELETROMIDIA S.A.

Publicly-Held Company

Corporate Taxpayer's ID (CNPJ/MF): 09.347.516/0001-81

Company Registry (NIRE): 3530045889-3

NOTICE TO THE MARKET

Acquisition of NoAlvo Serviços de Intermediação e Comunicação S.A.

ELETROMIDIA S.A. (B3: ELMD3) ("Company" or "Eletromidia"), hereby informs its shareholders and the market in general that its subsidiary Elemidia Consultoria e Serviços de Marketing S.A. ("Elemidia") has concluded, on this date, the acquisition of 100% of the capital stock of NoAlvo Serviços de Intermediação e Comunicação S.A. ("NOALVO").

NOALVO is a Brazilian adtech company focused on the out-of-home ("OOH") media sector. Founded in 2016 by Heitor Estrela ("Heitor") and Gustavo Gondim ("Gustavo"), two entrepreneurs with experience in the advertising and software development market, NOALVO is the provider of a platform that offers a campaign planning system, which combines geolocated data from mobile devices with physical media points, enabling it to determine the addresses to advertise considering a specific target audience, providing data and metrics for advertisers.

NOALVO's acquisition is complementary to Eletromidia's ecosystem and represents one more step towards the execution of the long-term growth thesis and a further development of the strategic pillar of the Company's digital transformation. The acquisition adds technology and a team with relevant expertise so we can offer more efficient solutions, with more data and metrics for our advertisers' campaign planning.

The transaction will generate important synergies, in which Eletromidia will be able to (i) leverage its sales by expanding its presence in its current client base through a better planning, sales and post-sales experience; (ii) access new clients that do not invest significantly in out-of-home media due to the lack of available metrics, an inherent fact in the out-of-home media market, both nationally and internationally; and (iii) complement its technology team with professionals who are experts in the OOH market, with recognized know-how and expertise.

NOALVO will be immediately integrated into Eletromidia. Heitor and Gustavo will remain at the Company, benefitting from a long-term stock option plan, focused on the development of Eletromidia's technological and sales platform.

We will continue to seek solutions that will increase our potential to access new markets, generate scale for our business, and add more value for Eletromidia.

The assumptions of article 256 of the Brazilian Corporate Law were not observed and, therefore, no withdrawal rights will be granted to the Company's shareholders.

Eletromidia and Elemidia will keep their shareholders and the market informed regarding subsequent facts related to the transaction pursuant to the law and CVM regulations.

São Paulo, October 04, 2021.

ELETROMIDIA S.A.
Marina Pereira Melemendjian