



Publicly Held Company
Corporate Taxpayer's ID (CNPJ/MF): 09.347.516/0001-81
Company Registry (NIRE): 3530045889-3

MATERIAL FACT

CLOSING OF OTIMA ACQUISITION

ELETROMIDIA S.A. (B3: ELMD3) ("Company" or "Eletromidia"), pursuant to paragraph 4 of article 157 of Law 6,404/76, CVM Resolution 6,404/76, and further to the Material Fact disclosed July 26, 2021, hereby informs its shareholders and the market in general that has concluded the acquisition of seventy-four point sixty-five percent (74.65%) of the shares of Otima Concessionária de Exploração de Mobiliário Urbano S.A. ("Otima") by its subsidiary Publibanca Brasil S.A. ("Publibanca").

The acquisition of Otima complements Eletromidia's presence in the street vertical, allowing the Company's entry into the urban mobility industry in the city of São Paulo. Otima has currently over 4,000 advertising fronts – 180 of which are digital. The partial digitization of screens – scheduled to occur over the next 2 years – may create more value and bring synergies to the Company.

The completion of this transaction reaffirms the Company's long-term thesis of strategic project expansion with high profitability and longer contracts. We also emphasize that the acquisition of Otima reinforces Eletromidia's operations in the city of São Paulo, where it has a contract for the placement of advertisements in commercial and residential buildings, shopping malls, transport, and Congonhas Airport, thus complementing its operation in the 5 verticals of Brazil's main advertising market.

The Company reiterates that the transaction is not subject to conditions precedent and therefore will not be submitted to shareholder approval, as provided for in article 256 of Law 6,404/76, nor will it grant shareholders dissenters' rights, as the transaction is being conducted by means of Publibanca Brasil S.A., a Company subsidiary.

RuasInvest Participações S.A. will continue to be a partner in the Acquired Company, with an equity interest of twenty-five point thirty-five percent (25.35%), following the completion of the transaction.

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

São Paulo, April 04th, 2022.

ELETROMIDIA S.A.

Ricardo de Almeida Winandy

Chief Financial and Investor Relations Officer