



ELETROMIDIA S.A.  
Company  
CNPJ/MF 09.347.516/0001-81  
NIRE 3530045889-3

## MATERIAL FACT

### EXPANSION OF THE PARTNERSHIP WITH TEMBICI TO FOUR NEW CAPITAL CITIES

ELETROMIDIA S.A. (B3: ELMD3) ("Company" or "Eletromidia"), in compliance with paragraph 4 of article 157 of Law No. 6.404/76 and Resolution No. 44/21 hereby informs its shareholders and the market in general that the Company has signed a contract today to extend the partnership project with the bike-sharing company Tembici in the cities of Belo Horizonte, Curitiba, Florianópolis, and Porto Alegre.

The partnership between Eletromidia and Tembici began at the end of 2019 and aims to innovate and transform the format of urban furniture through the combination of our screens and the daily journey of the population that uses the bicycle as a means of transportation.

The project, which is already present in the cities of Recife, Rio de Janeiro, and Brasília, now includes a new media offer in the squares of Belo Horizonte, Curitiba, Florianópolis, and Porto Alegre.

This is another important step for Eletromidia in consolidating its position in the Brazilian out-of-home media market in the streets vertical, aligned with its long-term strategic vision, in search of new opportunities to generate value for the Company and its shareholders. The company has now a presence on the streets, with digital urban furniture, in 10 of the main cities in the country.

Eletromidia will keep its shareholders and the market informed about subsequent facts related to the partnership in compliance with the law and CVM regulations. Further information may be obtained on the CVM website (<https://www.gov.br/cvm>) and the Company's Investor Relations website ([ri.eletromidia.com.br](http://ri.eletromidia.com.br)).

São Paulo, March 15, 2023

Ricardo de Almeida Winandy  
Chief Financial and Investor Relations Officer