



ELETROMIDIA S.A.

Publicly Held Company

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

Company Registry (NIRE): 3530045889-3

MATERIAL FACT

FIRST PLACE IN THE NATIONAL PUBLIC BIDDING PROCESS REFERRING TO CONCESSION NOTICE 02/2022 OF THE MUNICIPALITY OF SALVADOR

ELETROMIDIA S.A. (B3: ELMD3) ("Company" or "Eletromidia"), in compliance with paragraph 4 of article 157 of Law 6,404/76 and Resolution 44/21 of the Brazilian Securities and Exchange Commission ("CVM"), hereby informs its shareholders and the market in general that it participated in the bidding process 019.121/2022, relating to the Public Bidding Notice 002/2022 ("Public Bidding Process") - lots 1 and 2, held by the Municipal Government of Salvador, State of Bahia, for the installation and maintenance of digital electronic clocks and the installation and maintenance of bus shelters, and the subsequent business operation of the advertising spaces of the respective clocks and shelters. ("Concession"). The Company was ranked first in the Public Bidding considering the proposal presented for the highest value in Brazilian currency, and the best technical note.

The Concession of lot 1 includes (i) the installation and maintenance of 200 electronic digital street clocks – with 400 advertising displays; and (ii) the installation of 3,000 trash cans. The Concession of lot 2 includes the installation and maintenance of (i) 836 bus shelters – with 820 advertising displays; (ii) 200 cab shelters; and (iii) 500 bicycle racks all carried out in the Municipality of Salvador for a period of 20 years.

This initiative is aligned with Eletromidia's strategy of having the most complete portfolio, in addition to a significant presence in Brazil's main urban centers, which are essential for the consolidation of its position in the out-of-home media market, with the delivery of the best value for advertisers, which are linked to services and improvement of the quality of life of the population.

The transaction, which marks the Company's entry into the street vertical in Salvador, also expands its OOH media in the city, where it already has contracts for media in commercial and residential buildings, shopping malls, and rail transportation. Together with the start of the clock operation in Recife, announced in June 2022, the Company strengthens its presence in the Northeast region with long-term contracts in two of the main markets of the region.

Finally, the Company informs that the confirmation of the Company's victory in public bid related to the Concession is subject to the process of eligibility analysis and potential appeals admitted by law.

Eletromidia will keep its shareholders and the market informed of subsequent facts regarding the Concession, according to the law and CVM regulations. For further information, visit the CVM website (<https://www.gov.br/cvm>) and the Company's Investor Relations website (ri.eletromidia.com.br).

São Paulo, September 09, 2022

Ricardo de Almeida Winandy
Chief Financial and Investor Relations Officer



eletromidia



First place in the concession for the installation
and maintenance of digital electronic clocks
and bus shelters in the city of Salvador

September 9th, 2022

Digital Clocks in Salvador (first lot)

- \\ Installation and maintenance of **200 digital electronic clocks;**
- \\ **400 advertising displays** – digital and static; and
- \\ Installation of 3,000 trash cans in the Municipality of Salvador



Bus shelters in **Salvador** (second lot)

\\ Installation and maintenance of
836 bus shelters;

\\ **820 advertising displays** –
digital and static; and

\\ Installation of 200 cab shelters and
500 bicycle racks



About the Concession

Biggest Grant offer (50%) and Best Technique proposal (50%)

- \\ Long-term contract – 20 years;
- \\ Margins in line with the street furniture projects;
- \\ No revenue share;
- \\ Strengthening our presence in the streets vertical in the Northeast, with the entry into the largest capital in the region

Terms of Payment

Grant: 10% will be paid in the signing and 90% in 239 installments

Value for both lots*: R\$186.9 MM, being:

- R\$18.7 MM in the concession agreement signing
- R\$703 thousand monthly for 239 months, totaling R\$ 168.2 MM in 20 years



Our presence in **Streets**





 **eletromidia**

