



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

MATERIAL FACT

FIRST PLACE IN THE NATIONAL PUBLIC COMPETITION FOR THE BID NOTICE NO. 13/2020 OF THE MUNICIPALITY OF PORTO ALEGRE

ELETROMIDIA S.A. (B3: ELMD3) (“Company” or “Eletromidia”), in compliance with paragraph 4 of article 157, of Law No. 6,404/76 and CVM Resolution No. 44, informs its shareholders and the market in general that the Company was confirmed as the winner of the Bid Notice No. 13/2020 of the Municipality of Porto Alegre for the supply, installation and maintenance of bus shelters and monitoring cameras in the Municipality of Porto Alegre, and the consequent commercial exploitation of the advertising spaces of these equipment (“Concession”).

A special purpose company controlled by the Company will enter into a concession agreement in the estimated amount of BRL 29,388,112.00 (twenty-nine million, three hundred and eighty-eight thousand, one hundred and twelve reais) and will be responsible for the maintenance of the bus shelters and cameras monitoring period for a 20 (twenty) year term.

The Concession entails the supply, installation, and maintenance of 1,507 bus shelters and reinforces the Company presence in the State of Rio Grande do Sul, where it already has a contract for the exploitation of media at the Salgado Filho airport, malls, and buildings.

More information may be obtained in due course on the CVM and the Company's Investor Relations websites (ri.eletromidia.com.br).

Eletromidia will keep its shareholders and the market informed about the subsequent facts related to the Concession in accordance with the law and CVM regulations.

São Paulo, February 10, 2022.

ELETROMIDIA S.A.
Ricardo de Almeida Winandy
Chief Financial and Investor Relations Officer