



ELETROMIDIA S.A.

Publicly Held Company

CNPJ/ME nº 09.347.516/0001-81

NOTICE TO THE MARKET

Acquisition of MOOHB CPS Concessionária de Mobiliário Urbano SPE LTDA.

Eletromidia SA (“Eletromidia” or “Company”) (B3: ELMD3), in compliance with paragraph 4 of article 157 of Law 6,404/76 and with CVM Resolution No. 44/21, hereby communicates to its shareholders and to the market in general that, on this date, Eletromidia Consultoria e Serviços de Marketing S.A., a wholly owned subsidiary of the Company, entered into a Purchase and Sale of Quotas and Other Covenants Agreement for the acquisition of 100% (one hundred percent) of the shares issued by MOOHB CPS Concessionária de Mobiliário Urbano SPE LTDA (“MOOHB”)

MOOHB holds the concession agreement on an exclusive basis for the installation and maintenance of bus shelters in the city of Campinas, under which it may explore media in such shelters. Based on the concession agreement, entered into in 2018 for a 20-year term, MOOHB currently operates 605 advertising spots spread across the city of Campinas, reaching approximately 500 thousand people on daily basis. Over the next two years, we envisage the installation of 160 additional 100% digital panels, thus significantly expanding our presence, reach and impact of the advertising campaigns carried out by the Company in the city of Campinas and region.

The acquisition of MOOHB reinforces the Company's strategic expansion in the street strand, premiering the Company's operations in the city of Campinas, the 3rd largest Gross Domestic Product (GDP) in the State of São Paulo and 11th in Brazil. In addition, due to its premium inventory and strategic location, we believe that the acquisition of MOOHB will bring important commercial and cost synergies for the Company's street operations and its operations throughout the State of São Paulo.

For the acquisition, Eletromidia will pay the total amount of BRL 40,000,000.00 (forty million reais) to MOOHB's shareholders, of which BRL 35,000,000.00 (thirty-five million reais) will be paid on the closing date and BRL 5,000,000.00 (five million reais) will be paid in installments over the next five years. Considering operational and administrative synergies, as well as the optimization of the commercial force, the Company estimates that MOOHB's EBITDA in 2022 will reach approximately R\$12.6 million, which represents an implicit multiple in the transaction of approximately 3.5x MOOHB's EBITDA 2022 .

The Company also informs that the transaction is not subject to and, therefore, will not be submitted to, the approval of its shareholders, pursuant to article 256 of Law No. 6.404/76, nor trigger the right of withdrawal to its shareholders, as the transaction is being carried out by Eletromidia Consultoria e Serviços de Marketing SA, a subsidiary of the Company. The conclusion of the transaction is also subject to the meeting of certain precedent conditions that are the usual practice for transactions of this kind. The

Company will keep its shareholders and the market in general informed on any relevant developments.

São Paulo, October 22, 2021

Marina Pereira Melemendjian

Investor Relations Officer