

SUSTAINABILITY
REPORT
2025



UNINASSAU



UNAMA



UNG



UNINORTE



UNIFAEAL

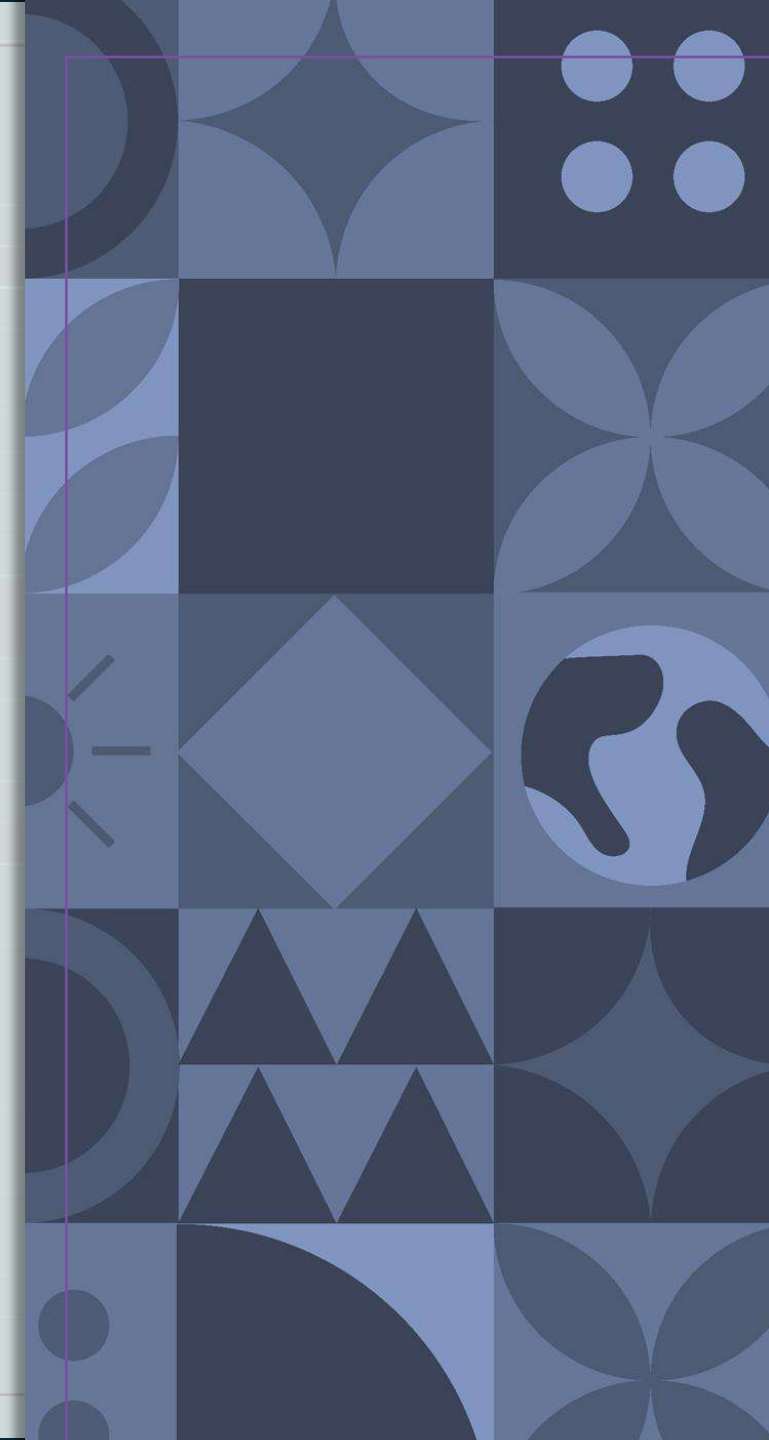


UNI7

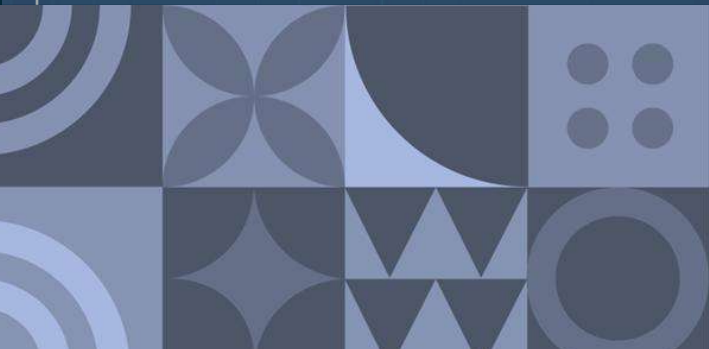
 Grupo Ser Educacional

SUMMARY

MESSAGE FROM MANAGEMENT	03
PROFILE	09
SOCIAL AND ENVIRONMENTAL ACTIONS	18
ESG REPORT	75
MANAGEMENT AND CORPORATE GOVERNANCE	77
HUMAN CAPITAL	94
INTELLECTUAL CAPITAL	105
SOCIAL AND RELATIONSHIP CAPITAL	108
NATURAL CAPITAL	113
FINANCIAL CAPITAL	118
SUSTAINABLE DEVELOPMENT GOALS, GRI	
CONTENT INDEX AND COMPLEMENTS	127



MESSAGE FROM MANAGEMENT



MESSAGE FROM MANAGEMENT



2025 confirmed the success of Ser Educacional's strategic positioning, as its focus on operational optimization, organic growth, and financial discipline resulted in robust cash generation, a significant reduction in debt, and consistent net income across all quarters of the year.

The Company's discipline in strategic execution was shown in the offer of high-demand programs, particularly in Health and Law areas. Combined with successful recruitment and re-enrollment campaigns, this focus boosted enrollment at its campuses and strengthened its student base, which grew by 4.6% in undergraduate programs, driven by the remarkable expansion of Hybrid Learning.

This performance directly reflects Ser Educacional's value proposal. Supported by well-known brands and the success of its innovative Ubíqua academic model, the Company offers a dynamic learning experience focused on skills-based and hands-on teaching, aligned with market demands. The portfolio of courses is updated on an ongoing basis and offered at competitive prices at strategically located campuses.

The expansion of medical schools was consolidated as one of the main growth levers for the Company. The attainment of new accreditations in 2024 and 2025 has led to a significant increase in the number of seats and students, reinforcing its role as a leading nation-wide institution in the education of physicians, particularly in the North and Northeast regions, where the shortage of these professionals is most pronounced.

MESSAGE FROM MANAGEMENT



Ser Solidário program is another outstanding strategic initiative, which proved to be a success in its first year. By making hybrid education more accessible through installment payment plans, the program not only boosted revenue, adjusted EBITDA, and the student base, but also reinforced the Company's commitment to inclusion and student retention.

The Company has made disciplined progress in its organic expansion, opening six new facilities over the past two years, proving its ability to efficiently expand its geographic footprint and create avenues for sustainable growth.

Finally, the Company showed solid financial progress in 2025, evidenced by the improvement in its collection processes, resulting in increased operating cash generation and consequent decrease in net receivable days. This efficiency was key to reducing financial expenses, strengthening Ser Educacional's capital structure, and increasing its financial flexibility to address future challenges and opportunities.

OPERATIONAL PERFORMANCE

By the end of 2025, the student base of Ser Educacional group totaled 343,500, a 4.0% growth compared to 330,300 reported at the end of 2024.

OPERATIONAL PERFORMANCE

In on-campus learning, the progress was driven by a portfolio strategy focused on the areas of health and engineering. This approach allowed the Company to capitalize on its competitive edges, such as its modern laboratory and clinic infrastructure, the prime location of its facilities, and the strong positioning of its brands.

In Digital Learning, the share of undergraduate health-related courses increased from 23% to 24%. This progress reflects ongoing investments in laboratories and the successful integration of training systems at partner learning centers across regional brands.

INVESTMENTS

Investments in organic growth amounted to R\$ 92.1 million in 2025, down 25.9% compared to 2024, when it reached R\$ 124.2 million. This is mainly due to the fact that there were no significant works in 2025 for the accreditation of medical schools or for the preparation of new properties to accommodate students and employees, as a result of the return of larger properties with low occupancy, as occurred last year, as well as the postponement of some expansion projects due to the Company's focus on maintaining its operational efficiency.

MESSAGE FROM MANAGEMENT



ACADEMIC QUALITY

The Company remains committed to the continuous improvement of the quality of its programs. Of particular note in 2025 is the accreditation of the Medical School at UNINASSAU in Maracanaú, with a 5 rating from MEC (Brazilian Ministry of Education). The course started its first class in the first quarter of that same year. Still on the topic of medical schools, UNINASSAU in Recife was also recognized by MEC with a 5 rating.

SOCIAL, ENVIRONMENTAL RESPONSIBILITY, DIVERSITY AND CORPORATE GOVERNANCE

Ser Educacional integrates the continuous promotion of social and environmental responsibility, diversity, and corporate governance into its business strategy, standing out on B3 stock exchange in terms of best practices in Brazil.

Reflecting this commitment, in September 2025, the Company was once again recognized for its diversity initiatives, which led to the renewal of its inclusion in the IDIVERSA B3 index portfolio. This indicator highlights the performance of companies that outperform in the Diversity Score developed by B3, promoting the progress of best practices in the financial market. Since 2019, the Company has published its report in ESG format, which is available on its Investor Relations website.

SOCIAL, ENVIRONMENTAL RESPONSIBILITY, DIVERSITY AND CORPORATE GOVERNANCE

Reaffirming its commitment to the continuous progress of its practices, at a Board of Directors meeting held on October 28, 2025, the Company approved the creation of the Non-Statutory Sustainability Committee, the committee's regulations, and its new Sustainability Policy, strengthening the mechanisms for promoting its social, environmental, and governance responsibilities.

THE MANAGEMENT

Ser Educacional's strong operating and financial results for 2025 confirm the company's ability to create consistent and sustainable value for its shareholders, students, faculty, and employees. This performance is a direct result of the commitment, dedication, and strategic alignment of all the teams that make up the Company.

Management would like to thank all students, faculty, employees, shareholders, and partners for their trust and contributions throughout the year and looks forward to the same level of dedication as we tackle the challenges of 2026.

Finally, Ser Educacional reaffirms its commitment to providing a quality education, with a focus on entrepreneurship, social responsibility, and the country's sustainable development, firmly believing that education is an essential driver for building a more prosperous and inclusive future for Brazil.

PROFILE



Mission

Train entrepreneurial professionals through innovative education, promoting social transformation and generating prosperity.



Vision

To be recognized as **one of the greatest references in higher education**, in a sustainable manner, **training entrepreneurial professionals** who contribute to the development of Brazil.



Values

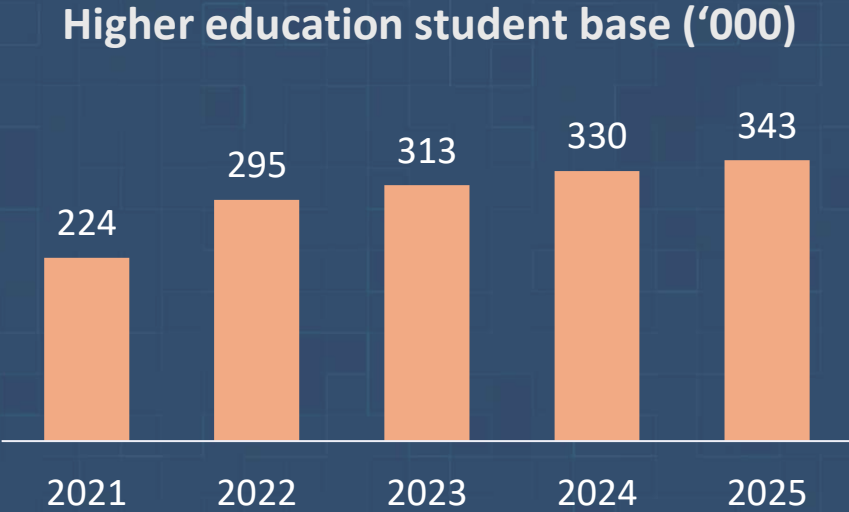


- **Commitment** to quality
- **Innovative**, inclusive and diversified education
- **Ethics**, citizenship, solidarity and justice
- **Sustainability** and socio-environmental responsibility
- **Austerity** in the use of resources
- **Sense and action of ownership** as a vocation
- Obstinacy in **making things happen**
- **People** creating the future

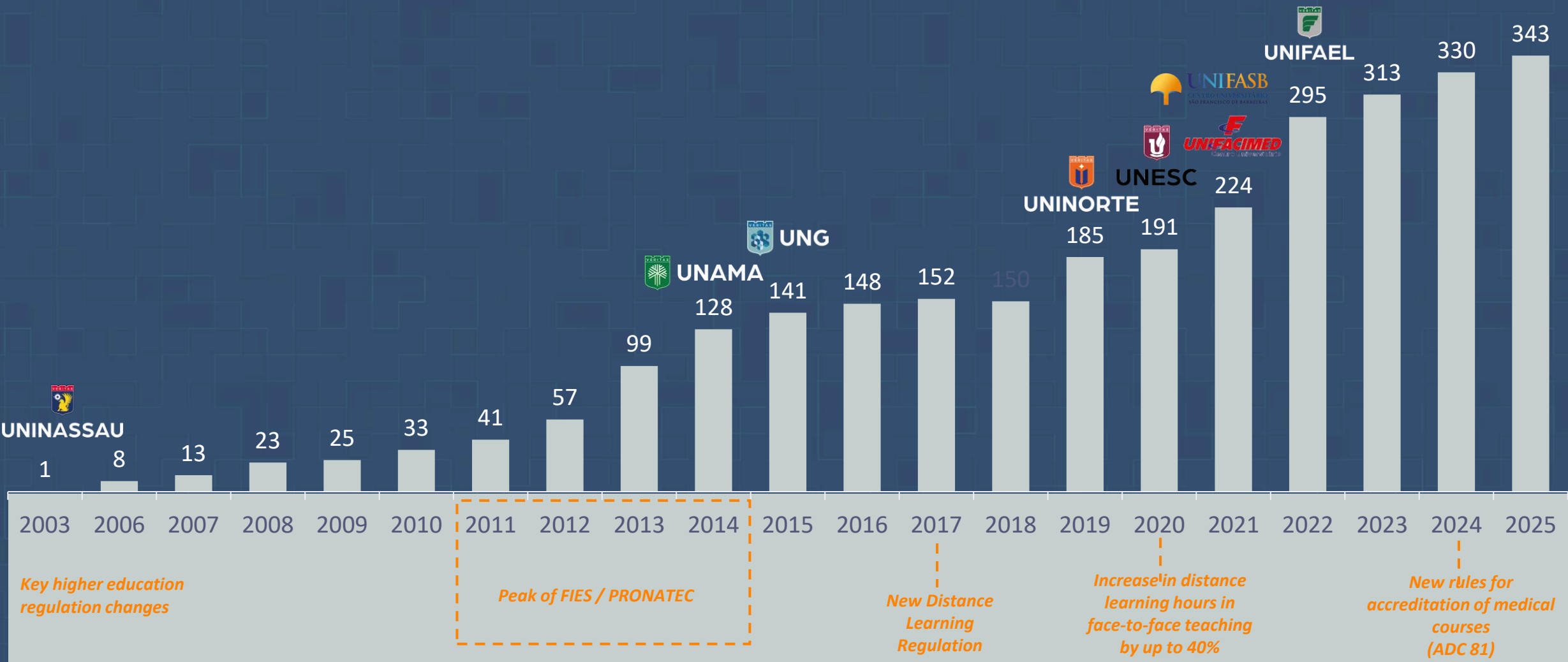
One of the largest higher education companies in Brazil



 343 thousand higher education student base	 60 Campi with omichannel distribution	 +700 Distance learning centers
 1.001 Annual medical school seats	 National presence: offered via campi, online and partner centers	UNINASSAU UNAMA UNINORTE UNIFAEL Strong regional brands
 Solid corporate governance structure	 Track record of organic growth and M&A	 continuing education ecosystem

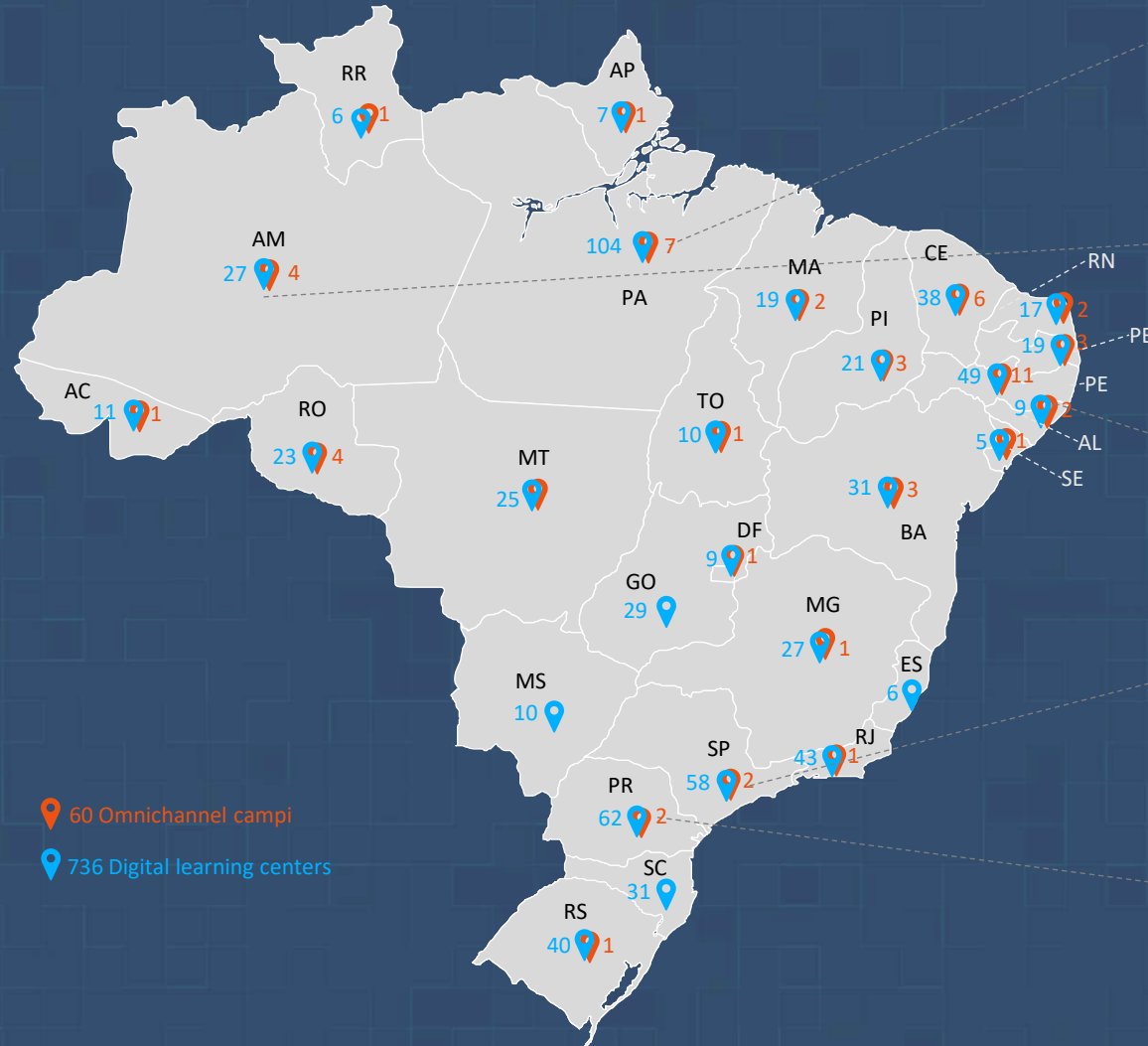


Total student base ('000) and major acquisitions over the years



Regional brands recognized in their markets

National and omnichannel network, in campi and hubs with privileged location and infrastructure in their markets of operation



- Leader in Belém and largest institution in Pará (PA)



- Leader in Manaus (AM) and largest institution in the state of Amazonas



- Most remembered brand in the NE, leader in the Recife and Pernambuco (PE) metropolitan regions



- Leader in Guarulhos (SP) Top of Mind and Reference in Dentistry and Veterinary Medicine



- Reference in Digital Education
- Wide network of partner centers

Structure focused on the best student experience



Inverted classroom



Top notch labs structure



Prime Locations

New Avenues of Revenue and Maximizing the Use of Educational Assets

Health

New brands to offer continuing education and creation of a network of specialized clinics



Medicine



Dentistry



Veterinary Medicine

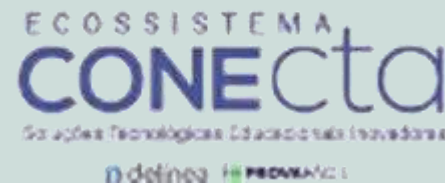
Digital



Digital course marketplace



Digital content producer



Related Services



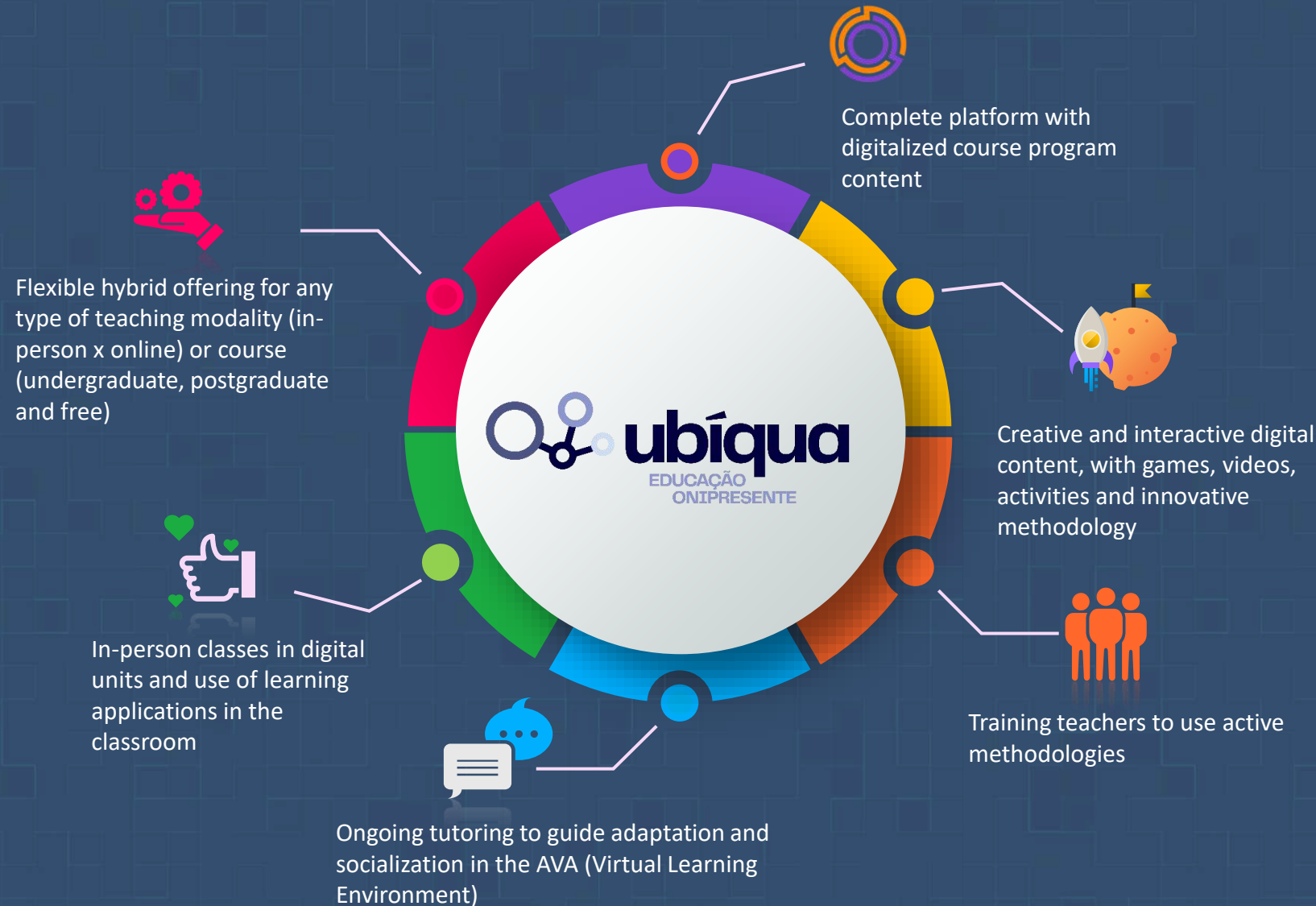
Fintech



Professional social network



Academic model with cutting-edge technology and pedagogy



Project hub integrates the best of digital and in-person teaching



Classes with renowned professionals in the market



Immersive experience in several locations in Brazil

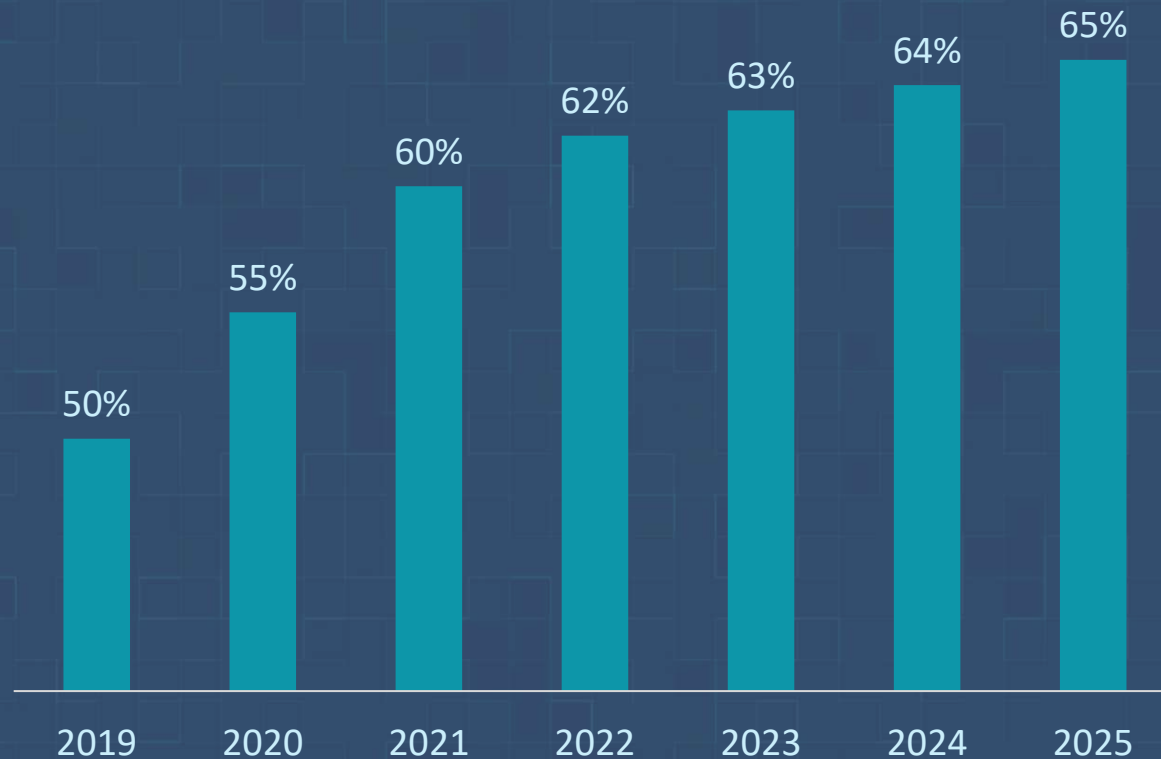


Connection with international influencers and institutions

Solid exposure to health courses

Courses with a long average term (4-5 years) and a higher average ticket price that are attractive to the job market

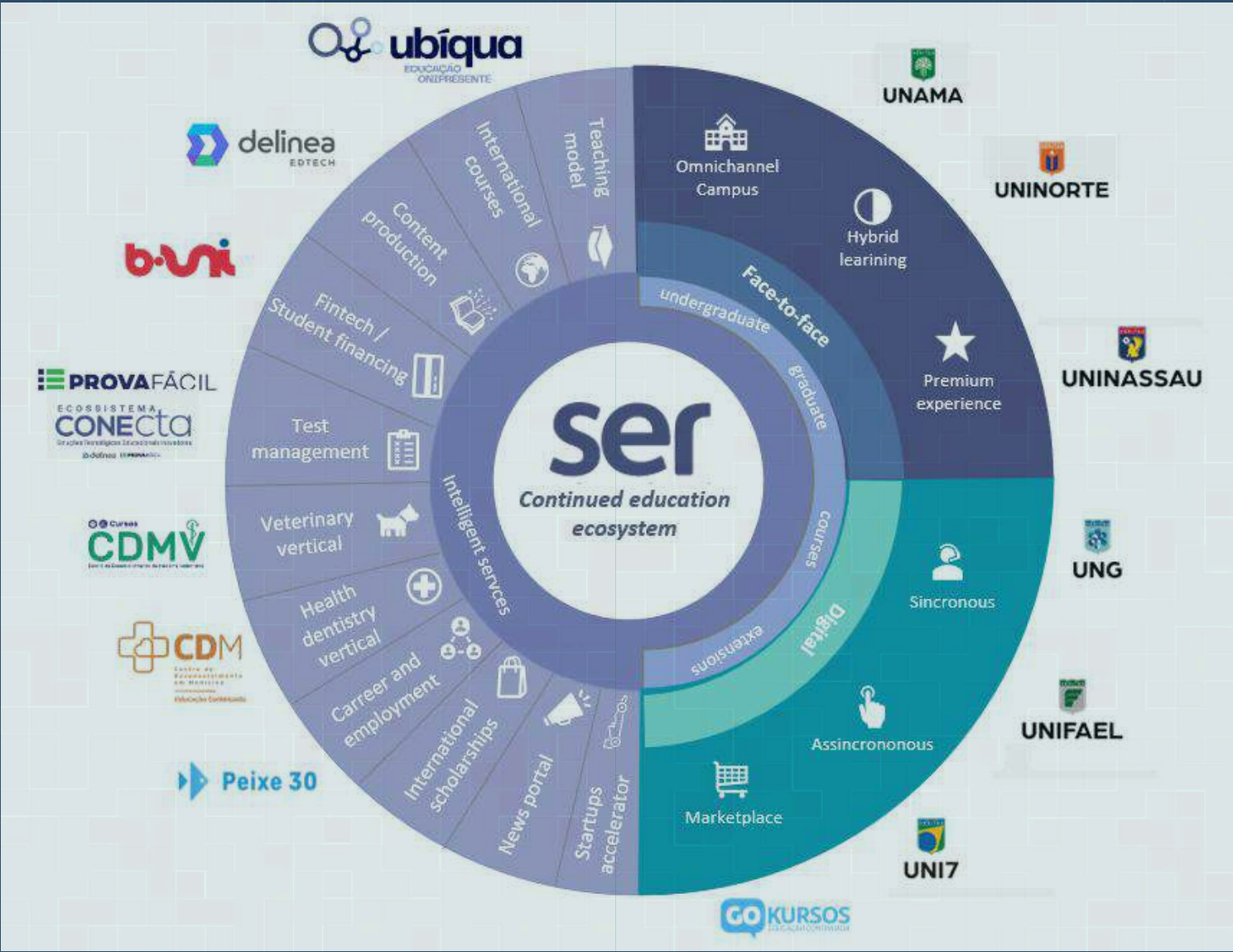
Participation of health courses in the hybrid learning student base



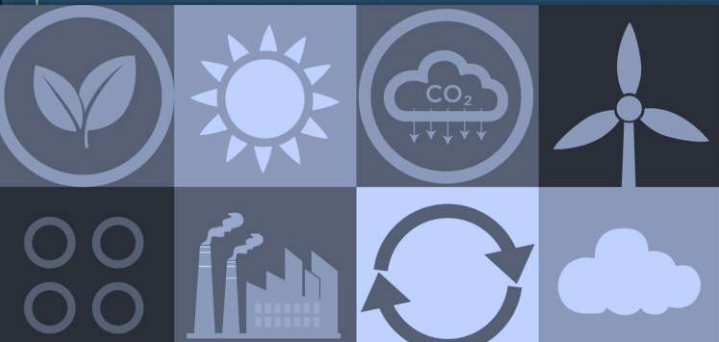
Health courses with the highest demand in hybrid education



Continuing education ecosystem increasingly complete



SOCIAL AND ENVIRONMENTAL ACTIONS





SOCIAL AND ENVIRONMENTAL GOVERNANCE BOARD.

ABOUT THE **SOCIAL AND ENVIRONMENTAL GOVERNANCE BOARD**

Promoting sustainability in management since 2018.

- Integrates sustainable practices into the Company's processes.
- Operates within the environmental, social, and governance (ESG) spheres.
- Aligned with market best practices.
- Engages all sectors in sustainable growth.

ACTIVITIES AND **IMPACT**

The Department consolidates initiatives within a **sustainability ecosystem**, involving:



Students



Employees



Partners



Suppliers



Communities



SOCIAL AND ENVIRONMENTAL GOVERNANCE BOARD.

STRATEGIC PROGRAMS



Social Inclusion
(People with Disabilities)



Social Distance Learning
(EAD Social)



Women's Empowerment
(Ser Mulher)



Humanitarian Action



Environmental Programs



Academic Social Programs



SUSTAINABILITY COMMITTEE

Regulated in October 2025, the Sustainability Committee advises the Board of Directors on the oversight of sustainability-related practices and disclosures.

Its activities align with IFRS S1 and S2 standards, covering climate-related risks and opportunities as well as other ESG aspects relevant to the Company.

The Committee comprises five members appointed by the Board of Directors, including at least one board member, and may also include external experts.

IARA DE
MORAES
XAVIER
BRAGA

BOARD
MEMBER

ADRIANO
LISBOA DE
AZEVEDO

CHIEF
OPERATIONS
OFFICER

LUCIANA DE
SOUZA LEAO

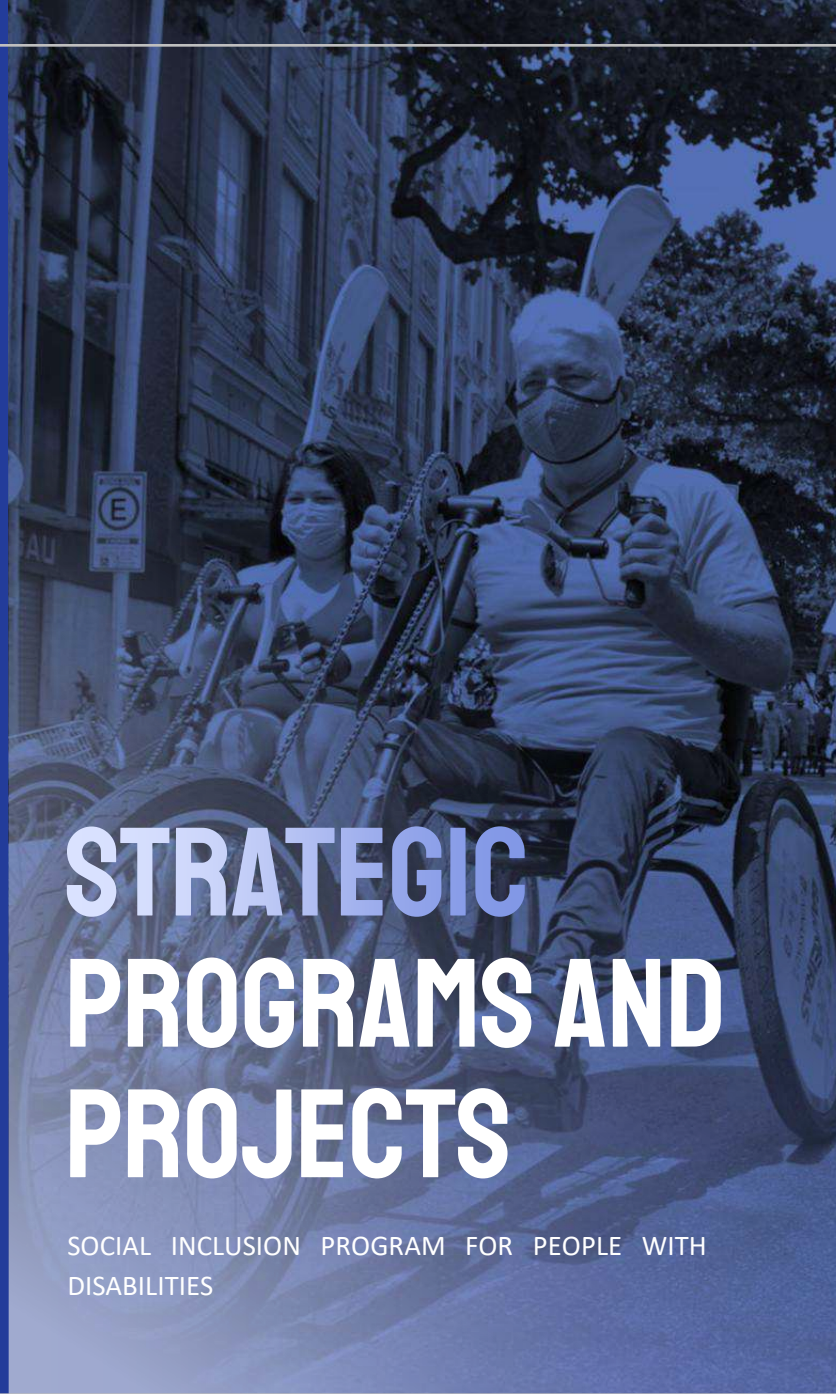
PEOPLE AND
MANAGEMENT
DIRECTOR

ADRIANE
MENDES
VIEIRA MOTA

ENVIRONMENTAL
AND SOCIAL
GOVERNANCE
MANAGER

RODRIGO DE
MACEDO
ALVES

INVESTOR
RELATIONS
OFFICER



STRATEGIC PROGRAMS AND PROJECTS

SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH
DISABILITIES

BIKE SEM BARREIRAS (BIKE WITHOUT BARRIERS PROJECT)



Launched in 2016, the Bike sem Barreiras Project provides adapted bicycles for people with visual, physical, mental or multiple disabilities. The equipment is available to the public on weekends and holidays, free of charge. Currently, the project operates in the cities of **Recife, João Pessoa, Salvador, Guarulhos, Fortaleza, Maceió, Aracajú, São Luís, Manaus, Natal, Rio de Janeiro and Petrolina.**

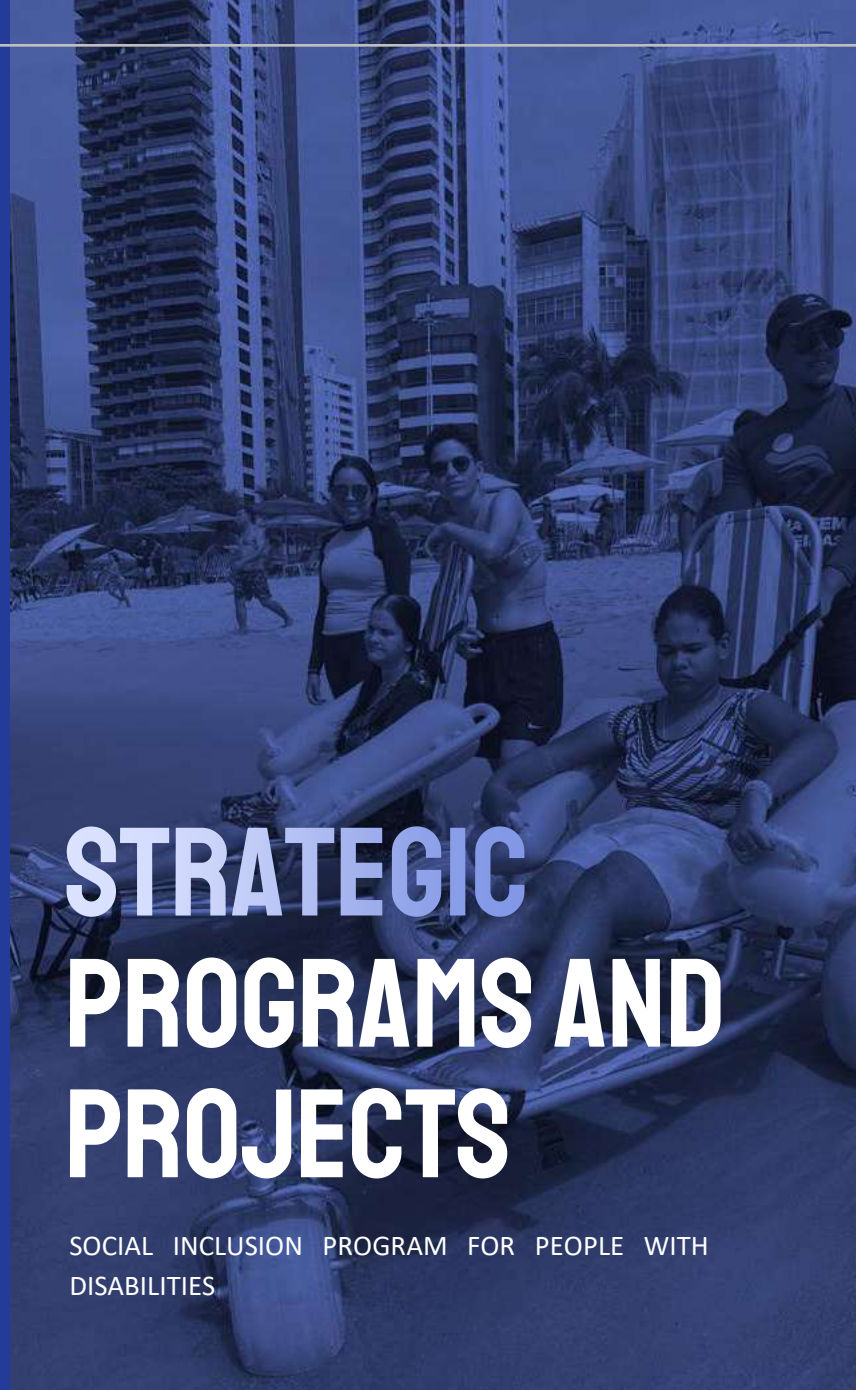


2016
Project launch

**MORE THAN
10 STATES**

+ 1,500
Benefited people
in 2025





STRATEGIC PROGRAMS AND PROJECTS

SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH
DISABILITIES

PRAIA SEM BARREIRAS (BEACH WITHOUT BARRIERS PROJECT)

The **Praia Sem Barreiras Project** currently takes place at Boa Viagem Beach in Pernambuco (PE). The initiative offers people with disabilities, the elderly and people with low mobility, assisted sea bathing, using amphibious chairs, swimming pools and a court for playing sitting volleyball, as well as other attractions for the public that uses the service, guaranteeing access to leisure, by equalizing opportunities for these people.



+ 1,400
Benefited people
in 2025



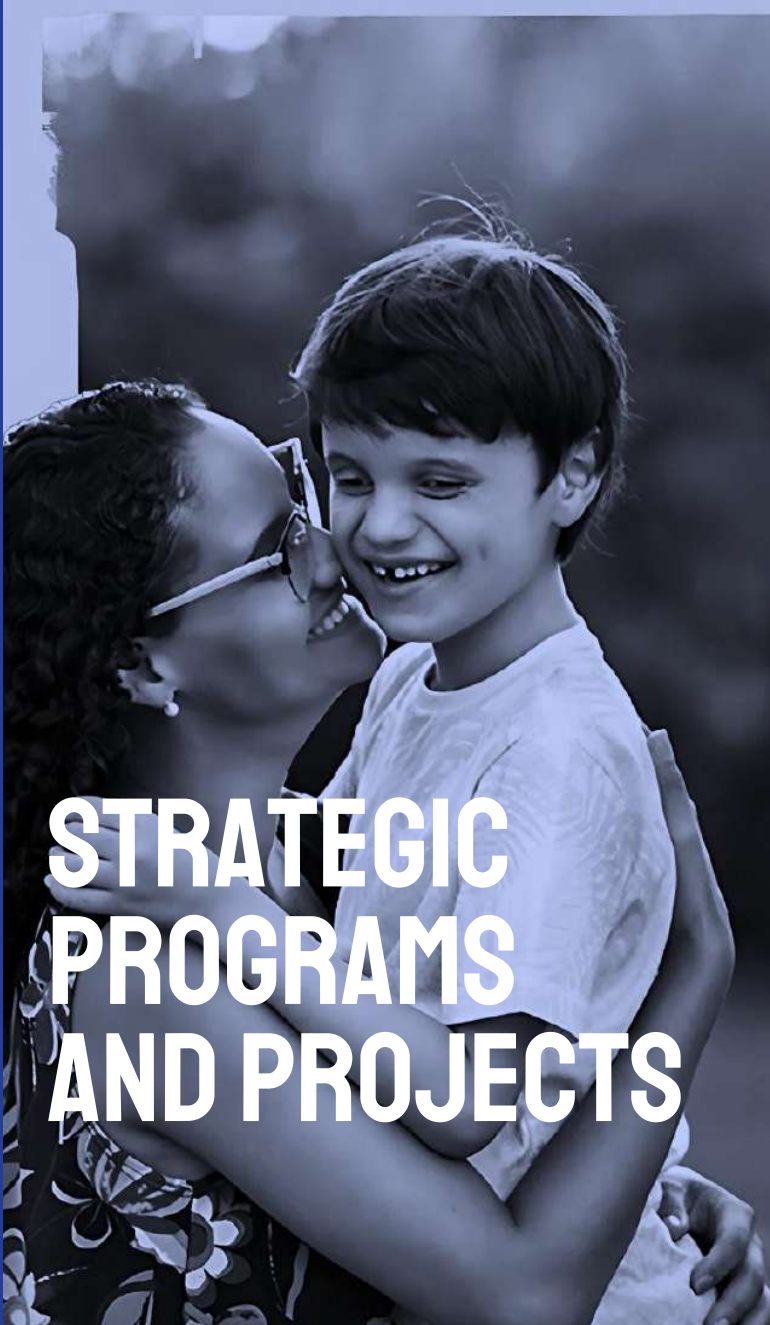
STRATEGIC PROGRAMS AND PROJECTS

PROGRAMA DE INCLUSÃO SOCIAL PARA PESSOAS COM
DEFICIÊNCIA

CIRCO SEM BARREIRAS (CIRCUS WITHOUT BARRIERS PROJECT)

In 2025, Ser Educacional held the 10th edition of the **Circo Sem Barreiras** Project, an initiative designed for young people with Down syndrome and intellectual disabilities that uses circus arts as a tool to foster social inclusion and promote citizenship. Established in 2014, the project has benefited more than 200 participants and has received both national and international recognition through awards and institutional support.





STRATEGIC PROGRAMS AND PROJECTS

PROGRAMA EAD SOCIAL (SOCIAL DISTANCE LEARNING PROGRAM)

The **EAD Social Program** provides full (100%) scholarships for distance learning undergraduate, graduate and technical education programs to individuals social and economically vulnerable.

PROJECTS

Mãe Esperança (Mother Hope)

For mothers of children with
rare diseases

Mãe Esperança (Mother Hope)

For mothers of children with
autism

Mãe Esperança (Mother Hope)

For mothers of children with
cancer

Novas Histórias (New Stories)

For incarcerated mothers

Novas Histórias LGBTQIA+ (LGBTQIA+ New Stories)

For incarcerated LGBTQIA+
individuals

Novas Histórias TEA (ASD New Stories)

For individuals with Autism
Spectrum Disorder (ASD)

Mãos Livres (Hands-free)

For individuals with tetraplegia

Ser Mulher (Woman Being)

For women survivors
of violence

Estudantes do Futuro (Students of the Future)

For economically
vulnerable youth

SOCIAL DISTANCE LEARNING PROGRAM

PROJETO MÃOS LIVRES – 2025 (HANDS-FREE PROJECT)

Ser Educacional awarded a full distance learning scholarship to Cleyton Cipriano Pinto, an individual with tetraplegia who has been hospitalized for more than 20 years at Hospital Geriátrico e de Convalescentes Dom Pedro II, in the state of São Paulo, expanding his access to higher education.

The initiative also included the provision of an innovative assistive technology solution that enables computer operation through head and facial movements, further **promoting accessibility and digital inclusion.**



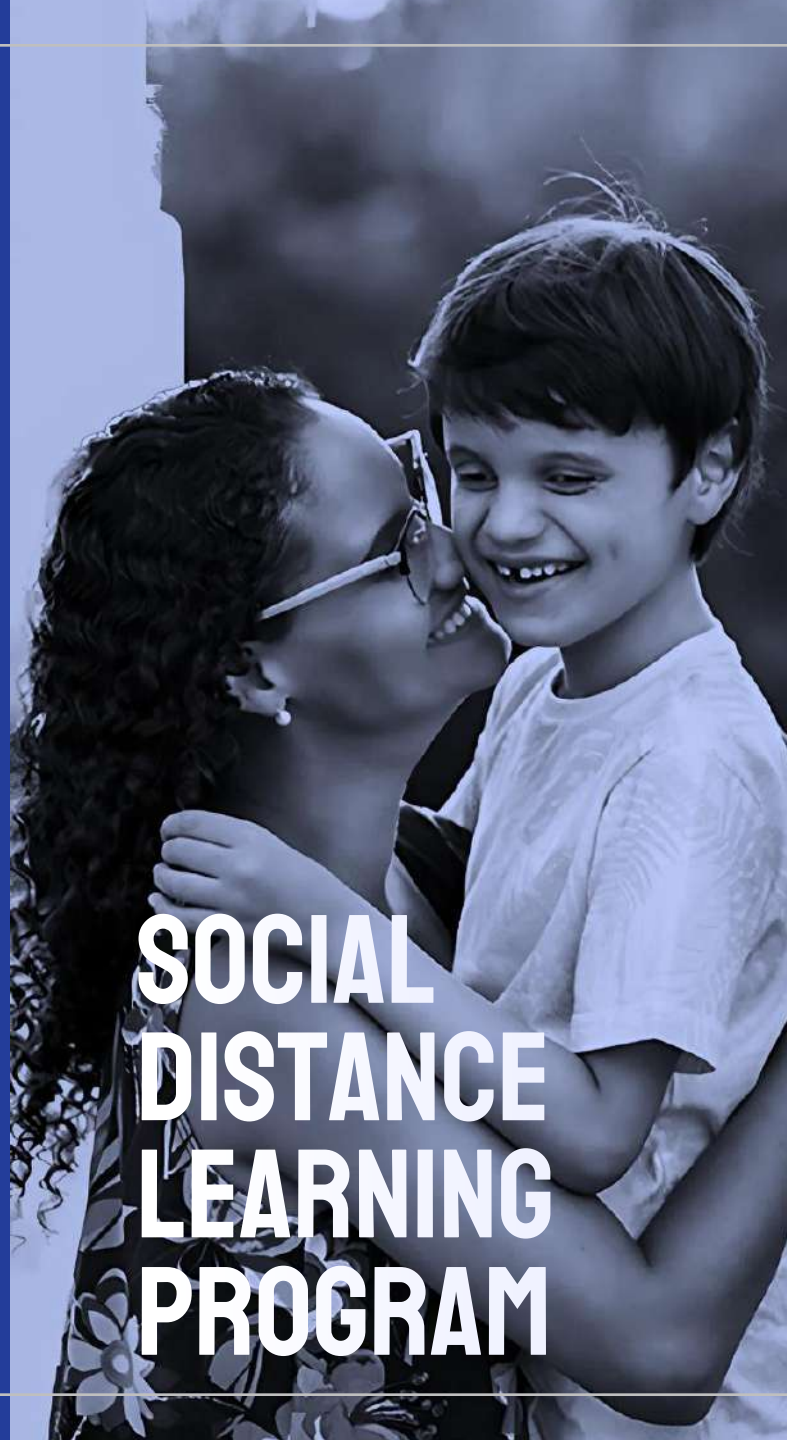
SOCIAL DISTANCE LEARNING PROGRAM

MÃE ESPERANÇA

The Company awarded eight full scholarships for online undergraduate degree programs to mothers of children undergoing cancer treatment. The initiative was part of the **Mãe Esperança** Program, which aims to create new opportunities through education for women who face the daily challenges of supporting their children throughout their cancer treatment journey.

To ensure full access to online classes, the Company partnered with Avanade, which provided computers to the scholarship recipients, promoting digital inclusion and equal access to educational opportunities.





SOCIAL DISTANCE LEARNING PROGRAM

MÃE ESPERANÇA:

Distance Learning undergraduate degree program for mothers of individuals with autism.

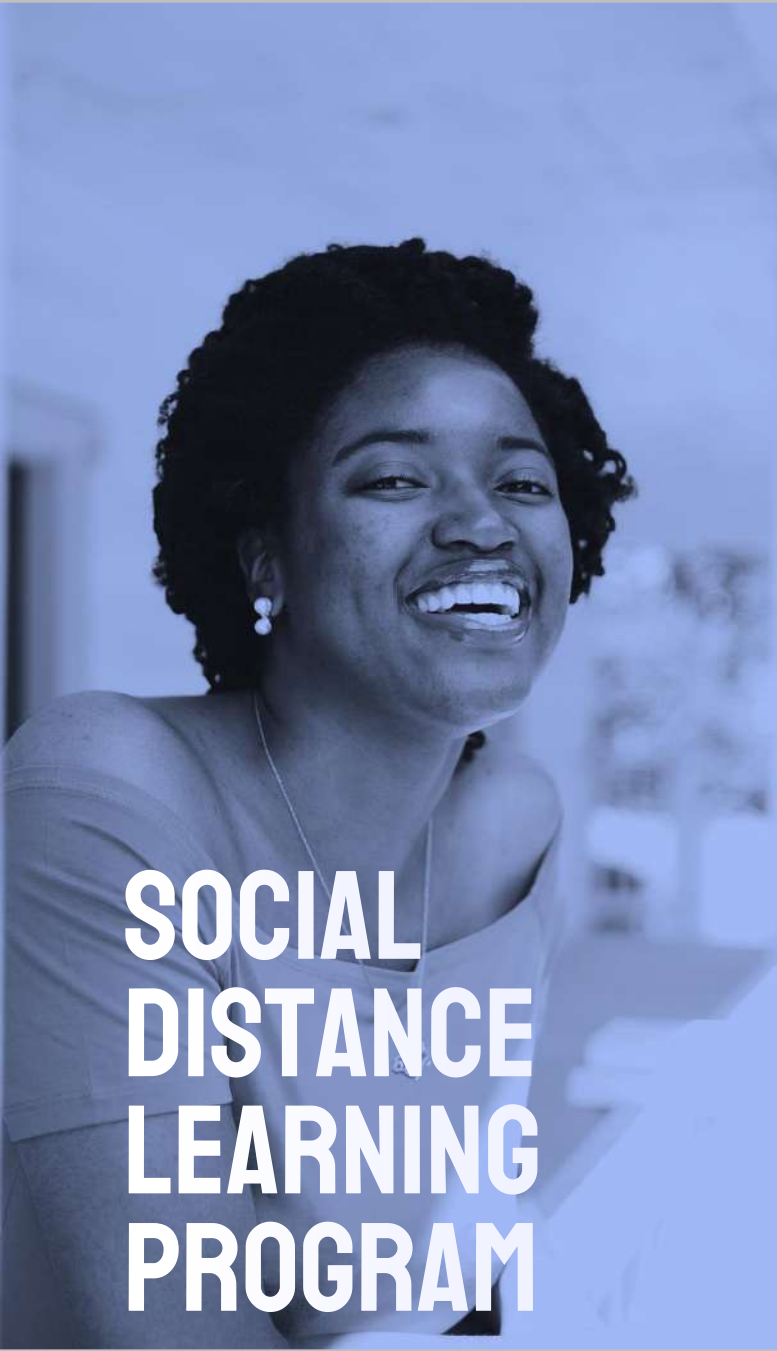
NOVAS HISTÓRIAS:

Distance Learning undergraduate degree programs for people with autism.

In 2025, Ser Educacional—through the Ser Institute and its higher education institutions—awarded another 100 full scholarships for Distance Learning undergraduate programs to individuals with ASD and mothers of autistic children.

100

full scholarships in
2025



SOCIAL DISTANCE LEARNING PROGRAM

SER MULHER PROGRAM

The **Ser Mulher Program** was launched in 2023 with the aim of fostering the intellectual, personal, and emotional development of women, with a particular focus on women who are survivors of domestic violence.

PROJECTS

PROJETO SINAL VERMELHO

BANCO VERMELHO

PROJETO ESPAÇO SEGURO

CARAVANA FEMINICÍDIO
ZERO

PROTOCOLO VIOLETA

CADEIRA VAZIA

STRATEGIC PROGRAMS AND PROJECTS

PROJETO SINAL VERMELHO (RED LIGHT PROJECT)

The **Sinal Vermelho Project** was developed to help accelerate the resolution of femicide cases registered in the state of Pernambuco. As part of the initiative, students from UNINASSAU – Maurício de Nassau University Center Recife, members of V3l0z, the UNINASSAU Recife's software development academy, created the 'Sinal Vermelho' (Red Light) platform. Through the platform, family members and other interested parties can visit <http://sinalvermelho.uninassau.edu.br/> and provide the required information, such as the case number, the victim's name, the year of the crime, and the name of the individual submitting the information. Once registered, each case is assigned a color code according to the length of time since the crime occurred: white (up to 12 months), yellow (between one and four years), and red (more than four years), facilitating case monitoring and prioritization. The initiative is the result of a partnership between UNINASSAU and the Instituto Banco Vermelho – IBV, with the support of the Court of Justice of the State of Pernambuco (TJPE).



BANCO VERMELHO

(RED BENCH PROJECT)

Ser Educacional supported the **international Red Bench campaign** to combat femicide by promoting public awareness and social engagement.

In 2025, Red Benches — including both full-size and miniature versions — were placed in public and private spaces to encourage reflection and foster community engagement.

Each installation features awareness messages and a QR code providing access to information, reporting channels, and support services for victims of domestic violence.

STRATEGIC PROGRAMS AND PROJECTS



STRATEGIC PROGRAMS AND PROJECTS

PROJETO ESPAÇO SEGURO (SAFE SPACE PROJECT)

The **Espaço Seguro** Project supports the guidance and support pillar of the Ser Mulher Program and aims to transform Ser Educacional's campuses into safe and accessible environments where women experiencing violence can receive assistance, support, and information about their rights, as well as guidance on how to access the services provided through the public network for women in situations of violence. To achieve this, employees across all Ser Educacional campuses received training to provide appropriate initial support, offer relevant guidance, and refer victims to the specialized support network available for women experiencing violence. The Project was officially launched on December 9, 2024, at UNINASSAU Dorotéia, in Fortaleza, in the presence of women's rights activist Maria da Penha.



STRATEGIC PROGRAMS AND PROJECTS

CARAVANA FEMINICÍDIO ZERO (ZERO FEMICIDE CARAVAN)

The **Caravana Feminicídio Zero** addresses the guidance and support pillar of the Ser Mulher Program. This traveling initiative provides women experiencing violence with access to legal and psychological counseling delivered by faculty members from the Law and Psychology programs at Ser Educacional's campuses. The initiative also includes the distribution of the Maria da Penha Guide, educational materials, and facilitated discussion circles aimed at raising awareness and promoting dialogue on breaking the cycle of violence.



STRATEGIC PROGRAMS AND PROJECTS

PROTOCOLO VIOLETA (VIOLET PROTOCOL)

The Project aimed to provide free training on the **Protocolo Violeta**, contributing to the dissemination of best practices for supporting victims, preventing, and combating violence against women. The course was delivered online, with a total workload of 10 hours, and was designed for business owners and employees of establishments covered by the municipal legislation. The Protocolo Violeta is a municipal law proposed by City Council members Andreza Romero and Cida Pedrosa, establishing guidelines for preventing and combating violence and sexual harassment against women in the city of Recife.



+3.5 thousand
capacity-building in 2025.

STRATEGIC PROGRAMS AND PROJECTS

PROJETO CADEIRA VAZIA

(EMPTY CHAIR PROJECT)

The **Cadeira Vazia** Project supports the social awareness and community engagement pillar of the Ser Mulher Program. It was launched on December 6, 2024, at UNINASSAU Recife, marking an important milestone in the expansion of the institution's initiatives aimed at promoting women's rights and preventing gender-based violence. In 2025, the Cadeira Vazia Project was expanded through the engagement of new partners, significantly broadening its reach and strengthening its role as a key initiative for raising awareness, fostering community engagement, and promoting a culture of respect, equity, and protection of women's lives.



ENVIRONMENTAL PROGRAMS

**Institutional
Representations**

Awareness campaigns

- Conscious consumption
- Climate change
- Waste management

**Waste reduction
program**

**Project for the collection
and disposal of expired or
unused medicines**

**Clean energy generation
and consumption:**

Pernambuco solar
power plant

ZooUNAMA

(UNAMA Zoological Park)
ZooUNAMA becomes a benchmark for
the rehabilitation and release of
Amazonian wildlife.

SER Sustainable Campaign:

Elimination of the use of cups
and plastic waste at the
Company's facilities.



ENVIRONMENTAL PROGRAMS



ENVIRONMENTAL PROGRAMS

REPRESENTATION ON STATE AND MUNICIPAL ENVIRONMENTAL COUNCILS (CONSEMA E COMAM)

The Maurício de Nassau University Center - UNINASSAU, a higher education institution belonging to Ser Educacional, holds a seat on both the State and Municipal Environmental Councils. The institution considers occupying this position to be of utmost importance, recognizing it as a legitimate forum for the development and exchange of knowledge, as well as for the formulation and oversight of public policies addressing this subject.



REPRESENTATION ON THE MANAGEMENT COMMITTEE OF THE PROJETO ORLA

UNINASSAU is also a member of the Management Committee of the Projeto Orla Parque (Coastal Zone Project), an initiative aimed at revitalizing the coastal zone of Recife, the capital of Pernambuco. The project seeks to establish a foundation for the sustainable development of the area through the active participation of local stakeholders in identifying, understanding, and addressing existing environmental issues and conflicts.

ENVIRONMENTAL PROGRAMS



“HÁ GOSTO PELO CAPIBARIBE” CAMPAIGN

The “Há Gosto pelo Capibaribe” Campaign has been held annually for the past 15 years by the NGO Recapibaribe. The initiative includes a boat parade along the Capibaribe River, bringing together 200 local fishermen to remove as much waste as possible from the river. The campaign aims to raise awareness among Recife’s society—and especially public authorities—regarding the state of neglect and environmental degradation affecting the Capibaribe River.

In 2025, Ser Educacional supported the campaign by collecting non-perishable food items for the participating fishermen. Students and teachers also joined the boat parade, contributing to the collection of waste.



PROJECT FOR THE COLLECTION AND DISPOSAL OF EXPIRED OR UNUSED MEDICINES

The improper disposal of medications and their packaging poses a significant risk to public health and the environment. Expired or leftover medicines can contaminate soil and water and negatively impact marine and terrestrial life, in addition to leading to issues such as self-medication and poisoning.

In light of this, in 2025, the Project implemented a program to collect expired medications, leftover medicines, and their packaging at Ser Educacional universities, under the executive coordination of the Pharmacy departments at each campus, and will encompass both the internal and external communities.



ENVIRONMENTAL PROGRAMS





ENVIRONMENTAL PROGRAMS

ZooUNAMA

ZooUNAMA, located in Santarém (Pará), was founded in 1997 with a focus on the conservation of Amazonian wildlife and environmental education. Affiliated with UNAMA and the Ser Educacional Group, it serves as a hub for teaching, research, and community outreach. It stands out as a key center for preservation in the Amazon, housing native species—including endangered ones—and carrying out activities such as rehabilitation, sustainable management, and animal release.





ENVIRONMENTAL PROGRAMS

ZooUNAMA

In 2025, ZooUNAMA strengthened its role in environmental education and community engagement, welcoming thousands of visitors and promoting educational experiences with schools, universities, and social projects.



24,892

Total number of people
who visited ZooUNAMA
in 2025



18,902

paying visitors to
the Zoo



NO CASH

5,375

Non-paying
audience with
inclusive access



89

Schools **served**



5,990

Educational visits
Immersive experiences
for students and
academic projects



4

Academic events Including
immersions and **educational
lectures**

ZooUNAMA promotes education, research, and conservation, welcoming students and researchers and offering academic internships to Ser Educacional students across various fields, with a focus on professional practice.

SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

CAPACITA (CAPACITY BUILDING PROGRAM)

The **Capacita Project** offers free technical courses in January and July, fostering professional qualification, entrepreneurship, and income generation.

+100,000
places offered
in 2025



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

TROTE LEGAL (SAFE FRESHERS' WELCOME)

Trote Legal is an initiative to welcome freshmen to Ser Educacional institutions, through actions and campaigns that reinforce solidarity, citizen awareness and social responsibility, as opposed to violent and pejorative games.

+ 20,000 Kg
of donations collected
In 2025



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

DOWN DAY

The **Down Day Project** is held during the month of the International Down Syndrome Day and aims to promote a series of activities for young people with Down syndrome, fostering social inclusion for this group.

+ 6,000

individuals with Down syndrome benefited from the initiatives carried out in 2025.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

PROJETO DISCRIMINAÇÃO, JAMAIS! ("DISCRIMINATION, NEVER!" PROJECT)

The “**Discriminação, jamais!**” Project is held during the month of the International Day for the Elimination of Racial Discrimination. Its objective is to promote activities aimed at raising awareness within the academic community and society at large about the importance of adopting anti-racist attitudes.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

SER LEITOR (READER)

The **Ser Leitor Project** aims to encourage reading habits, foster critical thinking, and enrich participants' knowledge, promoting an environment of continuous learning.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

DIA DA TERRA (EARTH DAY)

Earth Day aims to raise awareness among the academic community about environmental issues and promote actions to preserve and protect the environment. It is an opportunity to reflect on the human impact on the planet and encourage sustainable practices.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

MAIO AMARELO (YELLOW MAY)

The **International Yellow May Movement** is an awareness and education action to reduce the high rates of deaths and injuries in traffic around the world. Due to its importance, in the month of May, the units of Ser Educacional group join the movement and carry out activities focused on the theme, such as lectures, debates, educational blitzes in bars and restaurants, distribution of educational leaflets, among others.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

MUTIRÃO NACIONAL DAS PRÁTICAS PEDAGÓGICAS (NATIONAL PEDAGOGICAL PRACTICES TASK FORCE)

The **National Pedagogical Practices Task Force**, promoted by Ser Educacional, is a major campaign aimed at strengthening the role of the Company's educational institutions in delivering healthcare services and social assistance to the community.

+ 7,000
students to provide
social and healthcare
services



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

SER SUSTENTÁVEL (SER SUSTAINABLE PROJECT)

The **Ser Sustentável Project** is an initiative carried out in June by Ser Educacional. The project aims to promote environmental awareness and education by encouraging sustainable practices and environmental preservation among students, faculty, and the entire academic community. 🌱



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

DOE SANGUE, DOE VIDA. (DONATE BLOOD, DONATE LIFE.)

The **Doe Sangue, Doe Vida Project** aims to encourage the academic community to participate in blood and bone marrow donation.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

SEMANA NACIONAL DA PESSOA COM DEFICIÊNCIA INTELECTUAL E MÚLTIPLA

(NATIONAL WEEK FOR PEOPLE WITH INTELLECTUAL AND MULTIPLE DISABILITIES)

The project aims to promote actions focused on combating prejudice, discrimination, and ableism faced by individuals within this community.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

AÇÃO TROPICAL/DIA MUNDIAL DE LIMPEZA (TROPICAL ACTION / WORLD CLEAN UP DAY)

The **Ação Tropical/Dia Mundial da Limpeza Project** promotes environmental awareness and clean up activities in public and natural spaces. In partnership with the Limpa Brasil Institute, Ser Educacional also launched sustainability-related initiatives in 2025, such as Ser Recicla and COP30.

+ 200 Kg
of recyclable materials
collected in 2025



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

FACULDADE NA COMUNIDADE (COLLEGE IN THE COMMUNITY PROJECT)

The **Faculdade na Comunidade Project** has been connecting academia with communities for over 10 years, offering services and guidance that improve the population's quality of life.

+ 30,000

people benefited
in 2025



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

PROJETO LENDAS (LEGENDS PROJECT)

The **Legends Project** (week of cultural memory, artistic production and cultural heritage) proposes to carry out actions to raise awareness among the academic community about the importance of preserving cultural memory, as an essential element in the formation of individual and collective identity.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

SEMANA DA CONSCIÊNCIA NEGRA (BLACK CONSCIOUSNESS WEEK)

The Project aims to carry out, in the month in which **Black Consciousness Day** is celebrated, awareness-raising and sensitization actions on issues related to racial equality, Afro-Brazilian culture and the fight against racism.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

PROJETO FLORESER: ATIVIDADES PARA MULHERES VÍTIMAS DE VIOLÊNCIA

FLORESER PROJECT: ACTIVITIES FOR WOMEN VICTIMS OF VIOLENCE

The **FloreSER Project** encourages all Ser Educacional units to carry out initiatives during the month in which the International Day for the Elimination of Violence Against Women is observed. These initiatives prioritize activities aimed at women who are victims of violence, as well as awareness, education, and information campaigns addressing the issue, targeting other audiences such as students, employees, and various segments of society.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

NATAL SOLIDÁRIO (CHRISTMAS SOLIDARITY)

The **Christmas Solidarity Project** aims to mobilize the academic community to donate toys, clothing, food, and other essential items, helping provide a joyful Christmas for families living in situations of social and economic vulnerability.



SOCIAL RESPONSIBILITY



ACADEMIC SOCIAL PROGRAMS

ACADEMIC SOCIAL CALENDAR PROJECTS

DIA INTERNACIONAL EM LEMBRANÇA DAS VÍTIMAS DE ACIDENTES DE TRÂNSITO

(WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC ACCIDENTS)

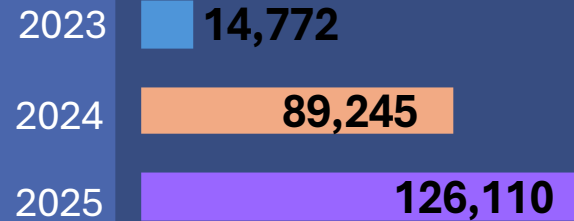
The **World Day of Remembrance for Road Traffic Victims** is observed annually on the third Sunday of each month, aiming to reinforce the importance of adopting preventive measures to avoid traffic accidents. During this period, awareness activities are carried out in the units located in the cities of Cabo de Santo Agostinho, Caruaru, and Belém, where the automotive Crucifix monuments are installed.



RESULTS OF THE ACADEMIC SOCIAL CALENDAR INDICATORS 2023-2025

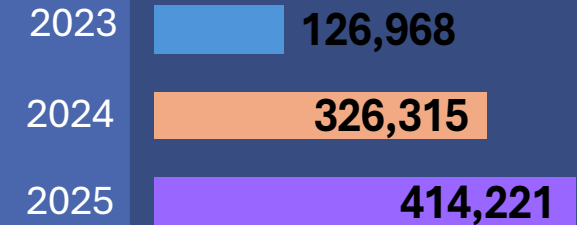
Events held
2023-2025

230,127



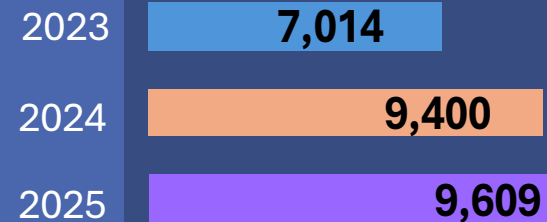
Attending
students
2023-2025

867,504



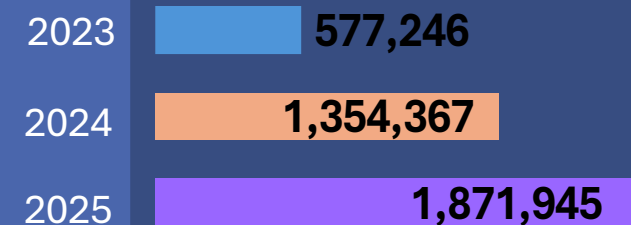
Teachers
involved
2023-2025

26,023

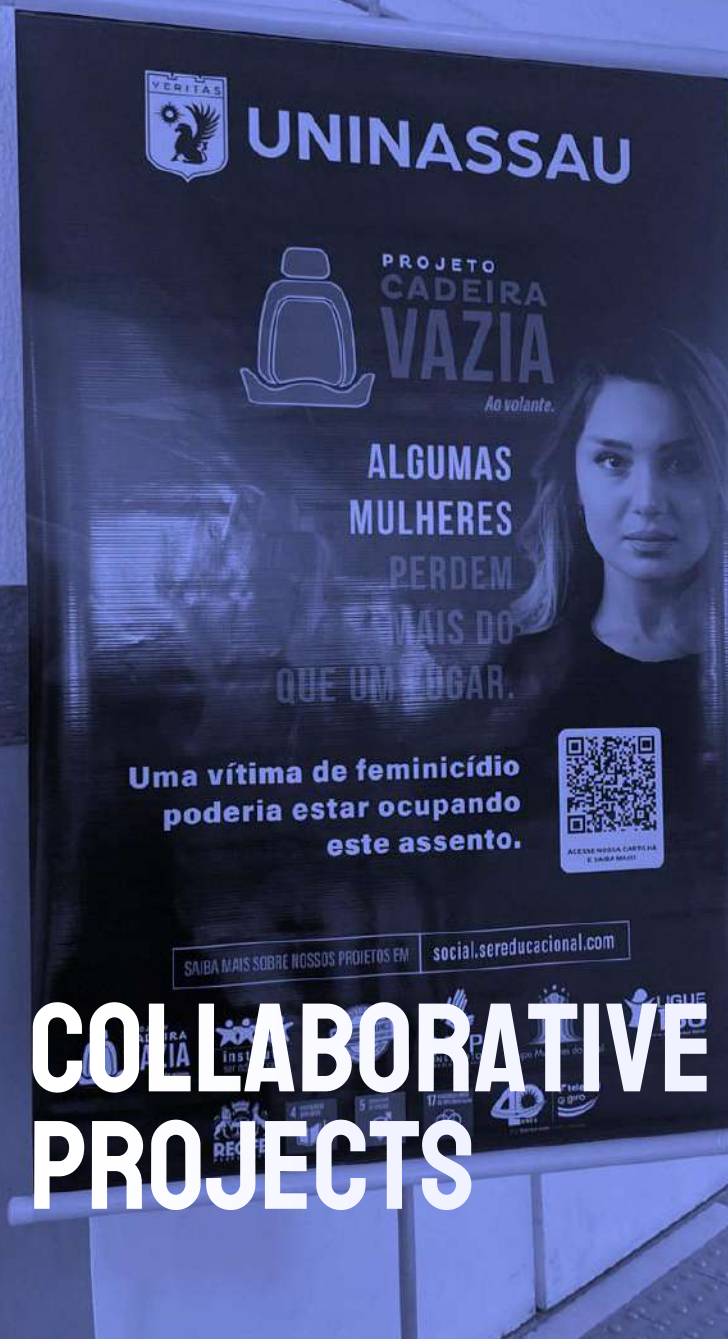


People directly
benefited
2023-2025

3,803,558



COLLABORATIVE PROJECTS



CADEIRA VAZIA AO VOLANTE (EMPTY SEAT BEHIND THE WHEEL)

In partnership with Recife Teletáxi Network, Ser Educacional launched the **Cadeira Vazia ao Volante Project**, an initiative under the Ser Mulher Program. The launch event took place on May 15 at the UNINASSAU Recife University Center (Block B) and brought together 100 taxi drivers.

As a pioneering initiative, the project aims to train taxi drivers to help prevent and address violence against women in urban transportation, reinforcing Ser Educacional's social commitment and engagement in promoting a culture of respect, safety, and protection for women.





QUEM LÊ, VIAJA. (READ AND BE TRANSPORTED)

In partnership with CONORTE and the Pernambuco International Book Biennial, Ser Educacional launched the **“Quem Lê, Viaja!” Project**. The project transformed public transportation into a space that encourages reading, with 30 buses operating in the Greater Recife Metropolitan Area equipped with book holders and educational posters. Implemented between October and December 2025, the initiative invited passengers to participate in the **“Take a Book, Leave a Book”** campaign, promoting book sharing and the continuous circulation of reading materials, while fostering greater access to literature and encouraging reading habits among the public.



COLLABORATIVE PROJECTS

PARASURF 2025 (2025 PARASURFING)

Ser Educacional supported events of the State Surfing Championship and the qualifying event for an international surfing competition in partnership with the Brazilian Surf Confederation (CBSurf), promoting inclusion, accessibility, and the development of adaptive surfing. During the events, participants were provided with physiotherapy services, and inclusive initiatives such as Barrier-Free Beach and Barrier-Free Bike were showcased, reinforcing the Company's commitment to expanding access to sports and promoting social inclusion.

3 SUPPORTED EVENTS



- Surf Kids Geração Futuro
- Jisk Pernambucano de Surf
- Seletiva Mundial ISA



SPORTS UNINASSAU

PREMIAÇÃO MELHORES DO ANO DA CBDU

(CBDU – BRAZILIAN UNIVERSITY SPORTS CONFEDERATION - “BEST OF THE YEAR” AWARDS)



In March, Ser Educacional received the award for Brazil's Best University Sports Institution, in recognition of its outstanding contribution to the development of university sports in the country.



GOIANA SPORTS CIRCUIT



The SER Sports Department organized the sports circuit in partnership with the Goiana City Hall. More than 50 schools were involved, and over 400 children participated.

SPORTS UNINASSAU

GYMNASTICS FESTIVAL



In April, Ser Educacional hosted the traditional UNINASSAU Gymnastics Festival. The event brought together more than 40 participating institutions and reached a record level of engagement, with **494 children** taking part in the festival.

COLÉGIO MADRE DE DEUS SCHOOL SPORTS GAMES



Ser Educacional established a partnership for the Colégio Madre de Deus School Games, involving two classes: one from lower secondary education (8ªA, with 32 students) and one from upper secondary education (2°C, with 34 students).

SPORTS UNINASSAU

NEW INSTAGRAM PROFILES FOR SELECTED SER'S INSTITUTIONS

@timeuninassaujp

@esporte.uninassaulz

@uninassauesportes.recife





UNINASSAU BRAZILIAN UNIVERSITY GAMES

JUBS UNINASSAU

UNINASSAU Recife (Maurício de Nassau University Center) concluded its participation in the 2025 Brazilian University Games (JUBs), held in Natal, Rio Grande do Norte, with more than 40 medals across a wide range of sporting disciplines. Across the Group, Ser Educacional's institutions—including **UNINASSAU**, **UNAMA**, **UNINORTE**, and **UNG**—won more than 100 medals during this edition of the Games, underscoring the Company's commitment to promoting university sports and student development.

WE MAINTAINED OUR LEADERSHIP IN BEACH SOCCER!



A historic achievement for Ser Educacional: in footvolley, the Company secured every podium position in both the men's and women's competitions.



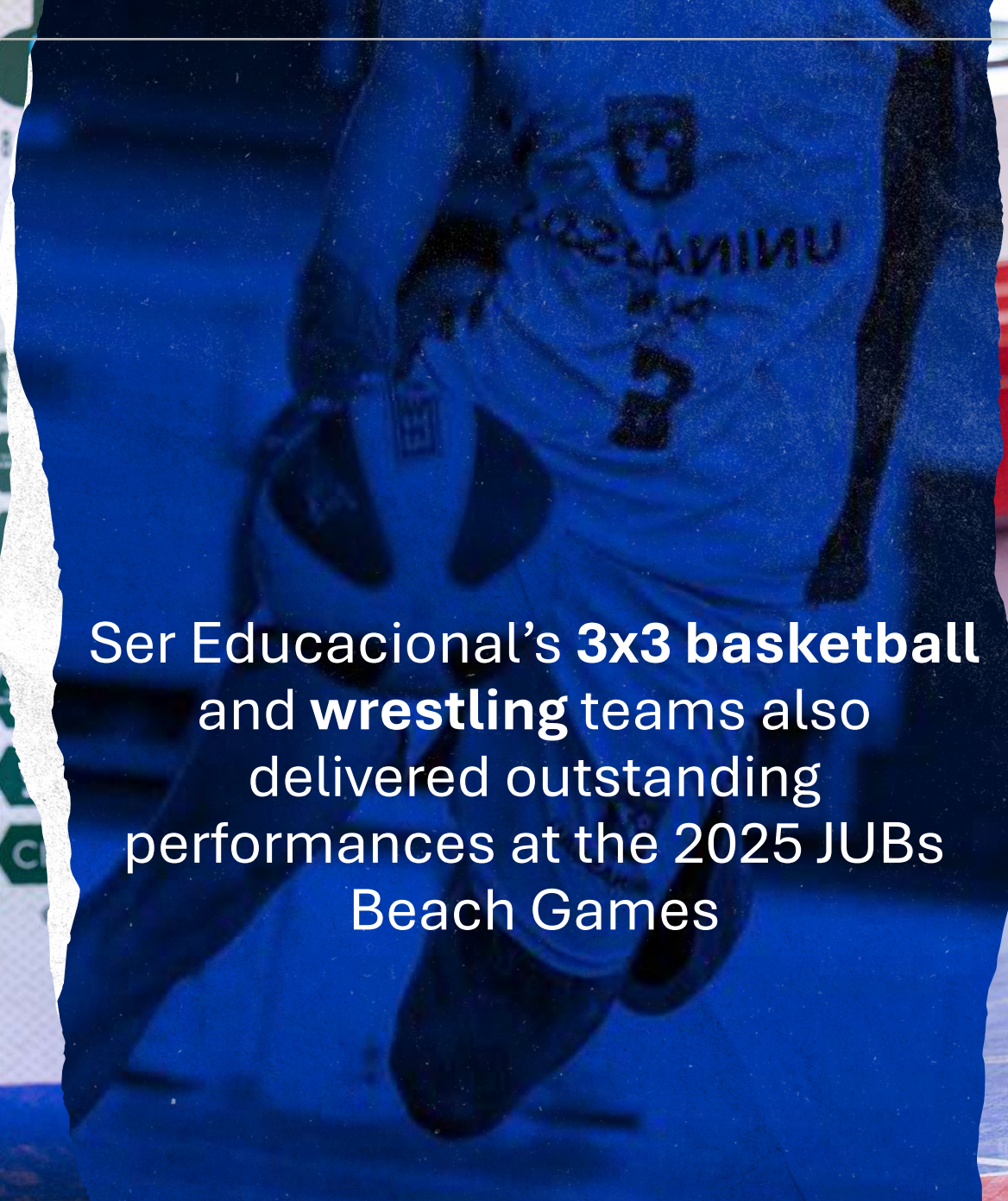


Ser Educacional continued its successful performance in beach volleyball, earning podium finishes in both the doubles and mixed quartet events.



The Company also achieved another historic milestone in beach handball, with teams from its Rio de Janeiro, Recife, and João Pessoa campuses competing in the championship finals.





Ser Educacional's **3x3 basketball** and **wrestling** teams also delivered outstanding performances at the 2025 JUBs Beach Games





Every Ser Educacional institution participating in the 2025 JUBs Beach Games **won medals**, reinforcing the Group's long-standing commitment to excellence in university sports.

UNINASSAU ONCE AGAIN STOOD OUT AS THE LEADING INSTITUTION IN BRAZILIAN UNIVERSITY SPORTS

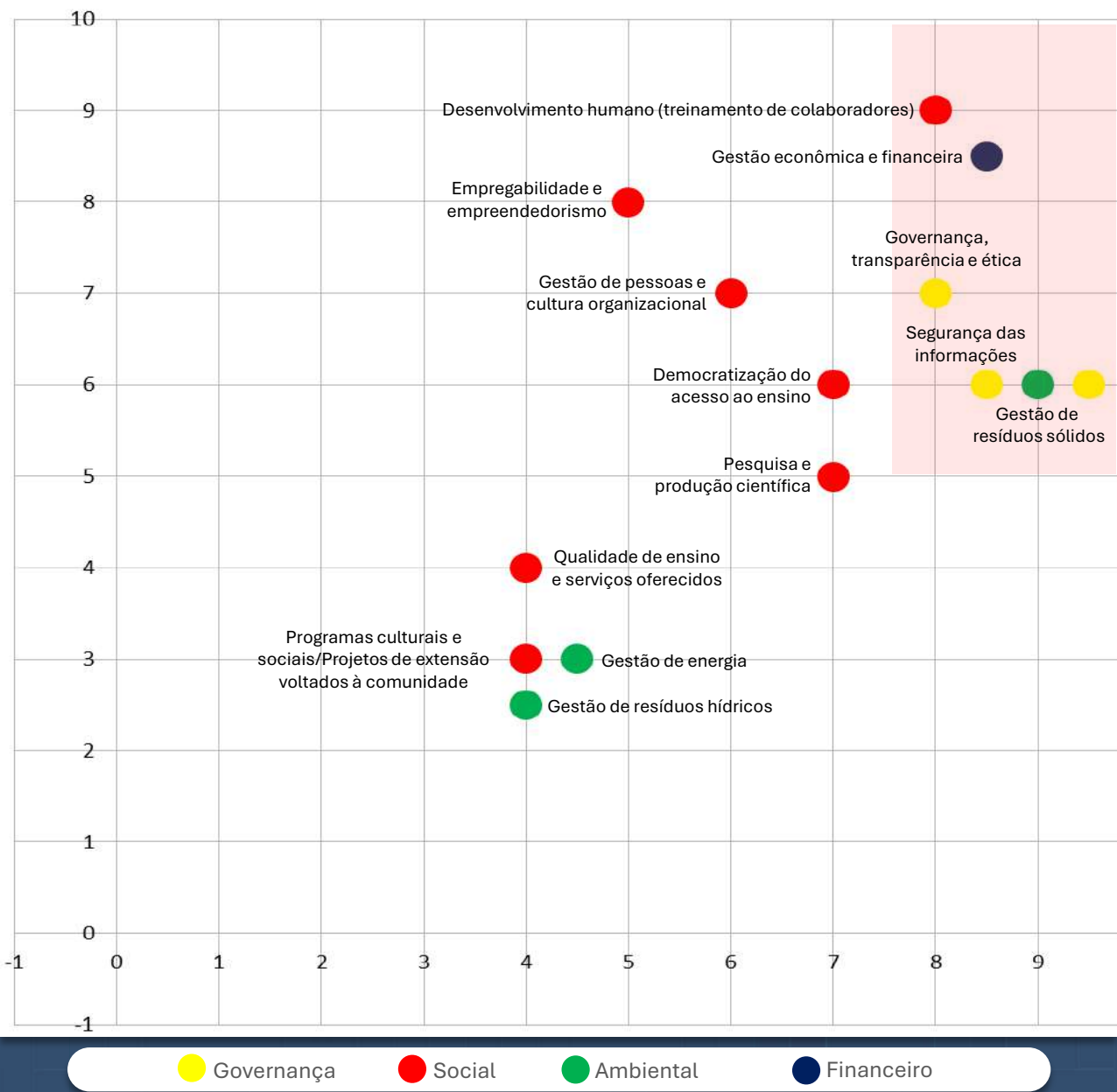


Relatório ESG

Sobre o Relatório ESG

Apresentamos o oitavo Relatório ESG do Ser Educacional, visando apoiar nossos investidores e *stakeholders* a avaliar como estamos gerenciando os fatores ambientais, sociais e de governança corporativa.

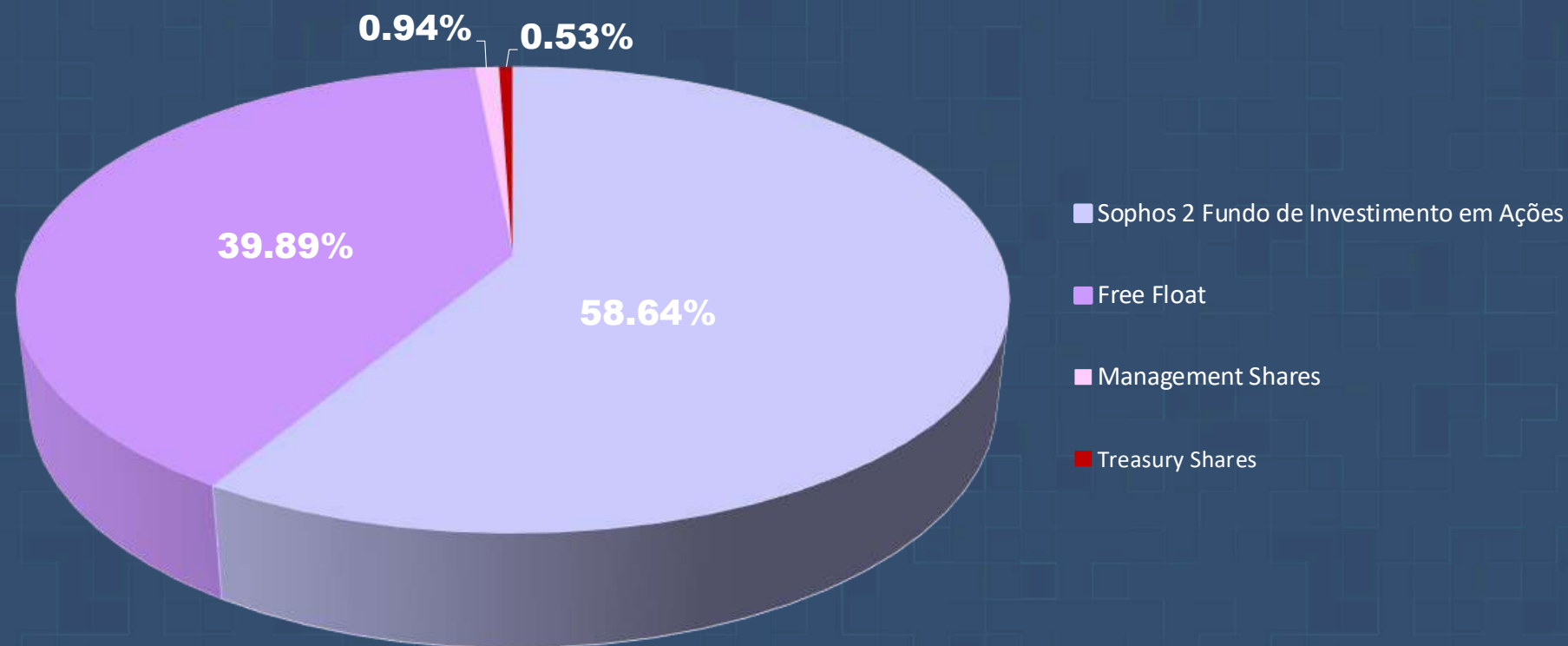
O desempenho econômico, social, de governança e ambiental do Ser Educacional é apresentado de forma sistêmica e articulada aos ODS (Objetivos de Desenvolvimento Sustentável). A opção “Essencial” escolhida está de acordo com as diretrizes da GRI (Global Reporting Initiative) Standards. Neste relatório, estão descritos resultados e ações alcançados durante 2025. O processo adotado para definir o conteúdo e os limites dos aspectos materiais incluiu avaliação de uma consultoria externa com relação ao mercado e *benchmark*.



MANAGEMENT AND CORPORATE GOVERNANCE



MANAGEMENT AND CORPORATE GOVERNANCE



Rights of shareholders and minority shareholders

- ★ Dividend policy provides for semiannual distribution of at least 30% of net income
- ★ 100% tag along

MANAGEMENT AND CORPORATE GOVERNANCE

1. Listing in the Novo Mercado, a special segment of B3 that brings together publicly traded companies with the highest levels of governance;
2. Company's share capital comprising only common shares;
3. Publication of a participant's manual for shareholders' meetings, designed to simplify and encourage shareholder participation;
4. Mechanisms to manage conflicts of interest at shareholders' meetings, provided for in the Company's Bylaws in compliance with the practice recommended by the Brazilian Code of Corporate Governance;
5. Tender offer targeted at all shareholders, pursuant to the Bylaws, in the event of transactions involving the direct or indirect disposal of the Company's control, accompanied by a reasoned opinion of the Board of Directors;
6. The duties, roles and responsibilities of all the Company's governance agents, i.e., the Board of Directors, the Executive Board and the Fiscal Council, are clearly defined in the Company's Bylaws and in the Charters of the Board of Directors, the Fiscal Council and the Finance Committee;
7. Board of Directors composed of 5 members, 3 of whom are independent, with no overlap between executive directors and board directors;
8. Charter of the Board of Directors, standardizing its responsibilities, duties and operating rules;
9. The positions of CEO and chairman of the Board of Directors are held by different persons;

MANAGEMENT AND CORPORATE GOVERNANCE

10. Company strategies established by the Board of Directors in compliance with its Charter, which sets forth that the Board of Directors shall establish the general guidelines of the Company's business and decide on strategic issues, considering the impacts of its activities on society and the environment. These strategies are designed to ensure the Company's longevity and create long-term value by periodically assessing the Company's exposure to the risks mapped in its risk matrix, as well as analyzing the effectiveness of risk management systems, internal controls and the integrity/compliance system;
11. Compensation of the members of the Board of Directors proportional to their duties, responsibilities as well as the time required of them, with no variable compensation and no compensation based on attendance at meetings;
12. Chief Executive Officer's performance assessed on an annual basis in formal proceeding conducted by the Board of Directors, based on the achievement of the financial and non-financial performance goals established for the Company;
13. Succession plan for the CEO approved and coordinated by the Board of Directors;
14. Formal annual performance assessment of other statutory officers conducted by the Board of Directors based on the achievement of the Company's financial and nonfinancial performance goals, also taking into account the inputs of the Chief Executive Officer on the agreed goals and on the stay, promotion or dismissal of the executives in their respective positions. These issues are also discussed/resolved at Board of Directors' meetings;

MANAGEMENT AND CORPORATE GOVERNANCE

15. Compensation of the executive board established in line with the Company's Compensation Policy, duly approved by the Board of Directors, consisting of a fixed portion and a variable portion, where the latter is linked to mid- and long-term goals, clearly and objectively related to the generation of economic value for the Company in the long term;
16. Incentive structure aligned with the risks defined by the Board of Directors and in compliance with the Company's Compensation Policy - duly approved by the Board of Directors - which ensures that the same person does not control the decision-making process and its supervision. The policy also prohibits any person from establishing their own compensation;
17. No Executive Board or management positions are reserved for persons directly appointed by shareholders;
18. Fiscal Council in operation since 2014;
19. Charter of the Fiscal Council, standardizing its responsibilities, duties and operating rules;
20. Independent and autonomous Conduct Committee, directly linked to the Board of Directors;
21. Independent, autonomous and fair whistleblower channel internally managed by the Conduct Committee to receive grievances, questions, complaints and denunciations;
22. Dividend Policy, approved by the Board of Directors, which defines payment frequency and the percentage of adjusted net income to be distributed, among other provisions;

MANAGEMENT AND CORPORATE GOVERNANCE

- 23. Nomination Policy, approved by the Board of Directors, establishing the procedure to be followed in the recommendation of a candidate for the position of member of the Company's Board of Directors, the Executive Board or advisory Committees;
- 24. Risk Management Policy approved by the Board of Directors and executed by the Executive Board;
- 25. Policy for Transactions with Related Parties and Conflicts of Interests approved by the Board of Directors, establishing the rules that shall be followed in all the Company's and its subsidiaries' transactions with related parties, as well as other possible conflict of interests;
- 26. Non-statutory Audit Committee of the Company, as well as the internal regulations of the aforementioned Audit Committee, which complies with the guidelines determined by the Novo Mercado Regulation of B3 S.A. - Brasil, Bolsa e Balcão, approved by the Board of Directors, at a meeting held on April 29, 2021;
- 27. Non-statutory Sustainability Committee, as well as the internal regulations of the Sustainability Committee, approved by the Board of Directors at a meeting held on October 28, 2025;
- 28. Sustainability Policy approved by the Board of Directors at a meeting held on October 28, 2025.

MANAGEMENT AND
CORPORATE GOVERNANCE

Board of Directors

Board of Directors	
Composition	Minimum 5 and maximum 7 members, elected and removed by the shareholders' meeting
Term of Office	Unified term of 1 year, re-election allowed
Meetings held in 2025	8
Attendance Percentage	100%
Total Number of Members	5
Independent Members	3
Age (minimum, average, maximum)	2025 Minimum: 50, Average: 67, Maximum: 75
Breakdown by Gender	Men: 80% Women: 20%
Compensation (minimum, Average, maximum)	Minimum: R\$ 300,0 mil Average: R\$ 998,2 mil Maximum: R\$ 4.003,9 mil
Performance assessment of the	Annual

Member	Position	Age	Genre	External	Independent	Experience/ Industry
José Janguê Bezerra Diniz	Chairman of the Board	62	Masculine	No	No	Education and Law
Herbert Steinberg	Independent Vice-Chairman of the Board	71	Masculine	Yes	Yes	Pharmaceutical Industry and Financial Market
Francisco Muniz Barreto	Independent Board Member	56	Masculine	Yes	Yes	Financial Market
Iara de Moraes Xavier Braga	Board Member	72	Feminine	Yes	No	Education and Health
Flávio César Maia Luz	Independent Board Member	75	Masculine	Yes	Yes	Electric Sector and Retail

The Company's Board of Directors has a majority of its members independent and with no overlap between executive directors and board members.

MANAGEMENT AND
CORPORATE GOVERNANCE

Fiscal Council

Fiscal Council		Member	Position	Age	Genre	External	Independent	Experience/ Industry
Composition	3 effective members and 3 alternate members	Fernando Eduardo Ramos Santos	Chairman of the Fiscal Council	46	Masculine	Yes	No	Audit
Term of Office	Term of office until the Annual Shareholders' Meeting following their election, with re-election allowed	José Écio Pereira da Costa Jr.	Effective independent member appointed by minority shareholders	75	Masculine	Yes	Yes	Audit and Consulting
Meetings held in 2025	5	Nazareno Habib Ouvidor Bichara	Effective member	54	Masculine	Yes	No	Financial Market and Audit
Attendance Percentage	100%	Francisco de Assis Gomes Silva	Alternate member	75	Masculine	Yes	No	Capital Market, Emerging Market and Family Office
Total Number of Members	6	Nelson Luiz Paula de Oliveira	Alternate independent member appointed by minority shareholders	73	Masculine	Yes	Yes	Financial Market, Consulting and Retail
Independent Members	1 effective independent member and 1 alternate independent member	Antônio Carlos Moreira Ventura	Alternate member	72	Masculine	Yes	No	Financial Management and Consulting
Age (minimum, average, maximum)	2025 Minimum: 46, Average: 66, Maximum: 75							
Breakdown by Gender	100% men							
Compensation	Total compensation in 2025: R\$ 360 thousand							

MANAGEMENT AND
CORPORATE GOVERNANCE

Executive Board

Executive Board	
Composition	Minimum 4, maximum 9 members, shareholders or not, elected and dismissible by the Board of Directors
Term of Office	Term of 1 year, re-election allowed
Total Number of Members	5
Age (minimum, average, maximum)	2025 Minimum: 50, Average: 55, Maximum: 61
Breakdown by Gender	Men: 80% Women: 20%
Compensation (minimum, average, maximum)	Minimum: 1.015,7 thousand Average: 3.442,8 thousand Maximum: 5.161,4 thousand
Performance assessment of the Executive Board	Annual

Member	Position	Age	Genre	Experience/ Industry
Jânio Janguê Bezerra Diniz	Chief Executive Officer	58	Masculine	Education, Construction and Real Estate Development
Adriano Azevedo	Chief Operations Officer	52	Masculine	Education
Simone Bérqamo	Chief Academic Officer	61	Feminine	Education
João Albérico Porto de Aguiar	Chief Financial Officer	53	Masculine	Education and Retail
Rodrigo de Macedo Alves	Investor Relations Officer	50	Masculine	Capital Markets

MANAGEMENT AND CORPORATE GOVERNANCE

Audit Committee

Audit Committee	
Composition	3 members, elected by the Board of Directors, of which (a) the majority being independent under the applicable regulations; (b) at least 1 (one) member must be an independent director of the Company, as defined in the Novo Mercado Regulations; (c) at least 1 (one) member must have recognized experience in matters of corporate accounting, internal controls, financial and audit information and operations, cumulatively, in accordance with applicable regulations.
Term of Office	Term of 1 year, re-election allowed
Meetings held in 2025	7
Attendance Percentage	100%
Total Number of Members	3
Independent Members	2
Age (minimum, average, maximum)	2025 Minimum: 56, Average: 63. Maximum: 75
Breakdown by Gender	100% men
Compensation	Committee members receive compensation for participating in such committees. Committee members may receive compensation equivalent to up to 30% of the compensation set for members of the Board of Directors.

Member	Position	Age	Genre	External	Independent	Experience/ Industry
Flávio César Maia Luz	Committee Member	75	Masculine	Yes	Yes	Electric Sector and Retail
Francisco Muniz Barreto	Committee Member	56	Masculine	Yes	No	Financial Market
Marcelo Amaral Moraes	Committee Member	59	Masculine	Yes	Yes	Education and Retail

MANAGEMENT AND
CORPORATE GOVERNANCE

Finance Committee

Financial Committee	
Composition	4 Effective members
Term of Office	Term of 1 year, re-election allowed
Meetings held in 2025	5
Attendance Percentage	100%
Total Number of Members	4
Independent Members	1
Age (minimum, average, maximum)	2025 Minimum: 50. Average: 58. Maximum: 75
Breakdown by Gender	100% men
Compensation	Committee members receive compensation for participating in such committees. Committee members may receive compensation equivalent to up to 30% of the compensation set for members of the Board of Directors.

Member	Position	Age	Genre	External	Independent	Experience/ Industry
Francisco Muniz Barreto	Committee Member	56	Masculine	Yes	No	Financial Market
Flávio César Maia Luz	Committee Member	75	Masculine	Yes	Yes	Electric Sector and Retail
João Albérico Porto de Aguiar	Committee Member	53	Masculine	No	No	Education and Retail
Rodrigo de Macedo Alves	Committee Member	50	Masculine	No	No	Capital Markets

MANAGEMENT AND
CORPORATE GOVERNANCE

People, Management and
Governance Committee

People, Management and Governance Committee		Member	Position	Age	Genre	External	Independent	Experience/ Industry
Composition	5 Effective members	Jânnyo Janguê Bezerra Diniz	Committee Member	58	Masculine	No	No	Education, Construction and Real Estate Development
Term of Office	Term of 1 year, re-election allowed	Herbert Steinberg	Committee Chairman	71	Masculine	Yes	Yes	Pharmaceutical Industry and Financial Market
Meetings held in 2025	5	Joaldo Janguê Bezerra Diniz	Committee Member	49	Masculine	No	No	Education, Technology, Services, Finance, Quality and Operations
Attendance Percentage	100%	Mário Bardella Junior	Committee Member	79	Masculine	Yes	Yes	Executive Education and Coaching
Total Number of Members	5	Adriano Azevedo	Committee Member	52	Masculine	No	No	Education
Independent Members	2							
Age (minimum, average, maximum)	2025 Minimum: 49. Average: 62. Maximum: 79							
Breakdown by Gender	100% men							
Compensation	Committee members receive compensation for participating in such committees. Committee members may receive compensation equivalent to up to 30% of the compensation set for members of the Board of Directors.							

MANAGEMENT AND CORPORATE GOVERNANCE

Innovation Committee

Innovation Committee	
Composition	2 Effective members
Term of Office	Term of 1 year, re-election allowed
Meetings held in 2025	4
Attendance Percentage	100%
Total Number of Members	2
Independent Members	1
Age (minimum, average, maximum)	2025 Minimum: 49. Average: 53. Maximum: 58
Breakdown by Gender	100% men
Compensation	Committee members receive compensation for participating in such committees. Committee members may receive compensation equivalent to up to 30% of the compensation set for members of the Board of Directors.

Member	Position	Age	Genre	External	Independent	Experience/ Industry
Jânyo Janguê Bezerra Diniz	Committee Member	58	Masculine	No	No	Education, Real Estate Development and Construction
Joaldo Janguê Bezerra Diniz	Committee Member	49	Masculine	No	No	Education, Technology, Services, Finance, Quality and Operations

MANAGEMENT AND CORPORATE GOVERNANCE

Sustainability Committee

Sustainability Committee	
Composition	5 Effective members
Term of Office	Term of 1 year, re-election allowed
Meetings held in 2025	1
Attendance Percentage	100%
Total Number of Members	5
Independent Members	0
Age (minimum, average, maximum)	2025 Minimum: 44. Average: 55. Maximum: 72
Breakdown by Gender	Men: 40% Women: 60%
Compensation	Committee members receive compensation for participating in such committees. Committee members may receive compensation equivalent to up to 30% of the compensation set for members of the Board of Directors.

Member	Position	Age	Genre	External	Independent	Experience/ Industry
Iara de Moraes Xavier Braga	Committee Member	72	Feminine	Yes	No	Education and Health
Adriano Azevedo	Committee Member	52	Masculine	No	No	Education
Rodrigo de Macedo Alves	Committee Member	50	Masculine	No	No	Capital Markets
Luciana Leão	Committee Member	56	Feminine	No	No	Education and Retail
Adriane Mendes	Committee Member	44	Feminine	No	No	Education, Environment, and Impacts

At a meeting held on October 28, 2025, the Board of Directors approved the implementation of the Company’s non-statutory Sustainability Committee—which will be composed of at least five members—as well as the Committee’s internal regulations. At the same meeting, the Board of Directors approved Ser Educacional’s Sustainability Policy..

The Company's risk management is conducted in accordance with its Risk Management Policy, available on the Investor Relations website at the following link: <https://ri.sereducacional.com/en/corporate-governance/by-laws-policies/>.

Each year, the responsible governance bodies review the risks to which the Company is exposed, assessing the need to update the Risk Management Policy. The risks the Company is exposed to can be found in the Reference Form and in the Complete Financial Statements for the fiscal year ending in 2024, in explanatory note 4, filed with the Brazilian Securities and Exchange Commission (CVM), and also available on the Investor Relations website at the link below:

2026 Reference Form:

<https://api.mziq.com/mzfilemanager/v2/d/4e9e23d7-cea5-42fd-bf06-7a7ca01880fc/57fd0b3e-9d91-b91d-f0a5-3830095a831e?origin=2>

2025 Complete Financial Statements:

<https://api.mziq.com/mzfilemanager/v2/d/4e9e23d7-cea5-42fd-bf06-7a7ca01880fc/0e96ac09-7c2a-07e7-3fbe-ee056fba2bf5?origin=2>

Market Risk

The Company's cash flow or fair value risk related to interest rate arises from short- and long-term loans, debentures, lease liabilities, and short-term investments substantially linked to interbank deposit certificate (CDI) floating rates. The Company analyzes its interest rate exposure on a dynamic basis, simulating various scenarios and considering the refinancing and the renewal of existing positions. Based on this assessment, the Company monitors the risk of significant changes in interest rates and calculates the impact on income.

Credit Risk

Credit risks related to the possibility of default by our students, as well as the fact that we are subject to certain contractual obligations that impose restrictions on our operations, including maintaining minimum indebtedness levels, in accordance with the terms and conditions of financing agreements that we have entered into and our debenture issuance indenture. In the event of non-compliance by us of any of these obligations contained in such instruments, the entire principal amount, future interest and any fines due under such instruments may immediately become due and payable.

Concerning to credit risk related to financial institutions, the Company invests cash, cash equivalents, and financial investments with financial institutions and investment funds with institutional credit ratings only with at least a brBBB rating, by Standard & Poor's; BBB(br), by Fitch Ratings; and Baa1.br, by Moody's.

Liquidity Risk

Liquidity risk is the risk of the Company not having sufficient funds to meet its financial commitments, on account of mismatches in maturities or volumes between expected revenue and payments.

Liquidity and cash flow controls of the Company and its subsidiaries are monitored daily by Ser Educacional's management areas, in order to ensure that the operational cash generation and the prior raising of funds, when necessary, are sufficient to timely honor its financial commitments, without generating liquidity risks for the Company and its subsidiaries.

At a meeting held on February 19, 2025, the Board of Directors approved the update of the Company's Code of Conduct and Integrity, which can be accessed on the Company's Investor Relations website (<https://ri.sereducacional.com/>), by clicking on “Corporate Governance”, “Code of Conduct and Integrity” and, finally, “Code of Conduct and Integrity”, or directly through the link (<https://api.mziq.com/mzfilemanager/v2/d/4e9e23d7-cea5-42fd-bf06-7a7ca01880fc/917d7f8f-0743-72d6-937d-f73913f8d520?origin=1>)

At a meeting held on October 28, 2025, the Board of Directors approved the implementation of the Company’s non-statutory Sustainability Committee—which will be composed of at least five members—as well as the Committee’s internal regulations. At the same meeting, the Board of Directors approved Ser Educacional’s Sustainability Policy.

All policies and regulations of the Company's corporate governance bodies can be obtained on the Investor Relations website at the link below:

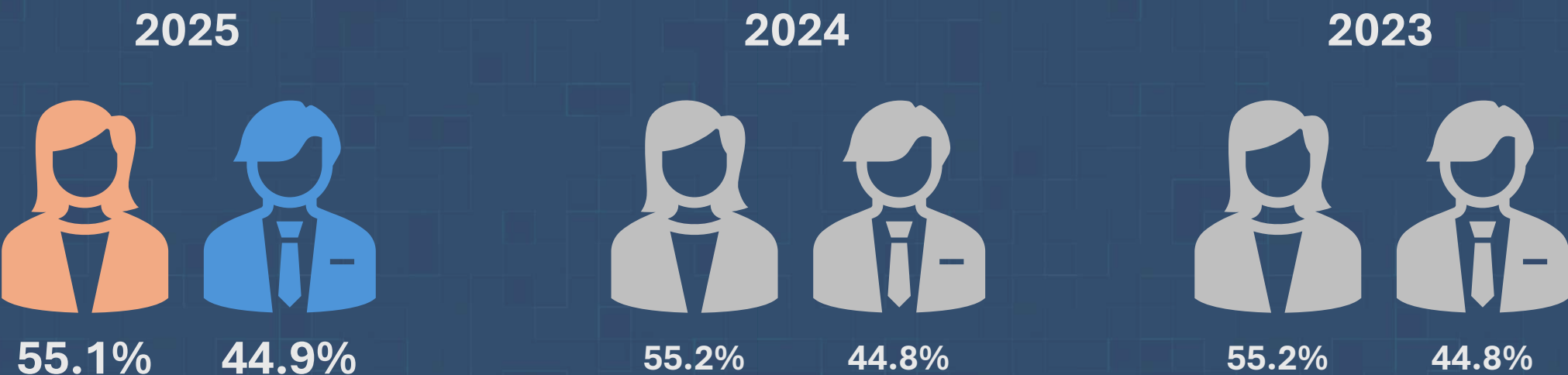
<https://ri.sereducacional.com/en/corporate-governance/by-laws-policies/>

HUMAN CAPITAL



HUMAN
CAPITAL

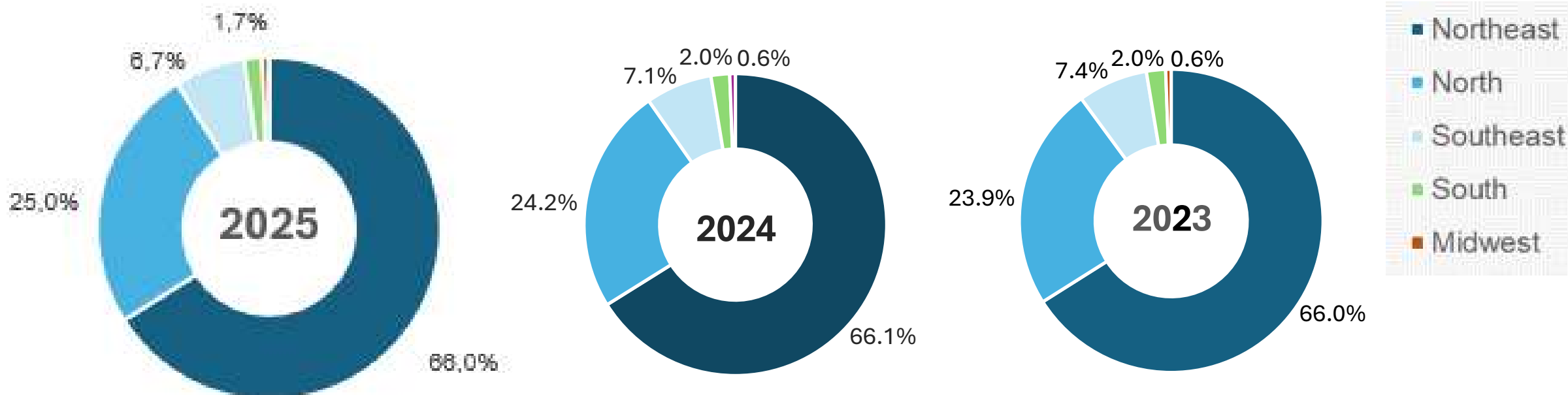
Breakdown by Sex



Sex	2025		2024		2023	
	Total	%	Total	%	Total	%
Feminine	7,741	55.1	7,357	55.2	7,015	55.2
Masculine	6,296	44.9	5,978	44.8	5,701	44.8
Total	14,037	100.0	13,335	100.0	12,716	100.0

Note: the data presented does not contain young apprentices and interns.

Breakdown by Geographic Region



Note: the data presented does not contain young apprentices and interns.

Strong presence in the Northeast and North

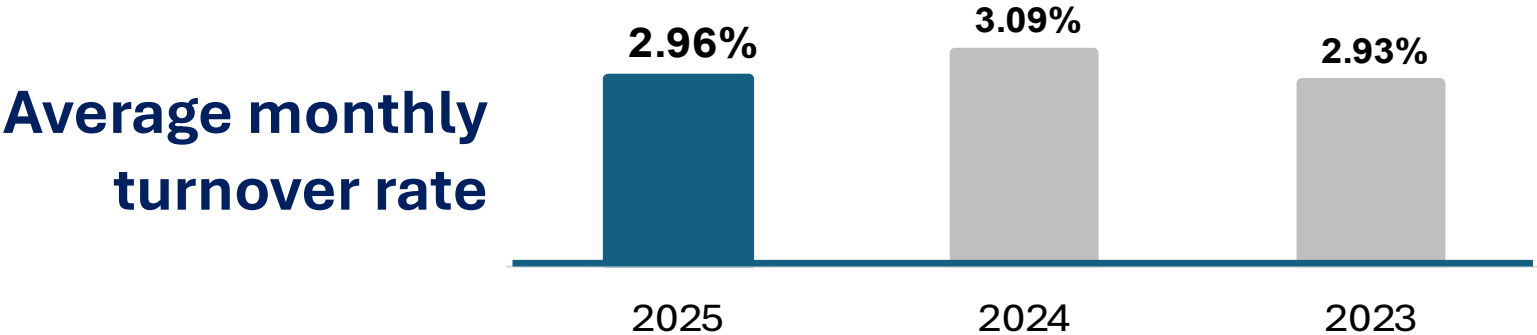
Our employees are concentrated in the Northeast, North and Southeast regions of the country. In the most recent period, we began to have a greater presence in other regions, given that in 2021 the South and Midwest regions together represented 0.5% of the Group's total employees.

Within the Northeast region, the states of Pernambuco, Ceará and Bahia stand out, which together account for 74% of employees in this region, with a presence not only in the capitals but also in the main cities of the Northeast.

Breakdown by Age Group and Sex

Age Group	2025			2024			2023		
	F	M	Total	F	M	Total	F	M	Total
17 to 25 years old	703	495	1,198	686	436	1,122	633	383	1,016
26 to 35 years old	2,633	1,979	4,612	2,551	1,864	4,415	2,516	1,832	4,348
36 to 45 years old	2,561	2,018	4,579	2,503	1,955	4,458	2,404	1,930	4,334
46 to 55 years old	1,386	1,208	2,594	1,209	1,156	2,365	1,091	1,042	2,133
56 to 65 years old	414	509	923	366	485	851	327	435	762
Over 65 years old	44	87	131	42	82	124	44	79	123
Total	7,741	6,296	14,037	7,357	5,978	13,335	7,015	5,701	12,716

Note: the data presented does not contain young apprentices and interns.



Breakdown by Hierarchical Level and Sex

Hierarchical level	2025			2024			2023		
	F	M	Total	F	M	Total	F	M	Total
Diretores	35	70	105	33	68	101	39	69	108
Acadêmicos	3,762	3,125	6,887	3,449	2,872	6,321	3,215	2,701	5,916
Média Gestão	978	606	1,584	896	596	1,492	871	572	1,443
Operational	2,966	2,495	5,461	2,979	2,442	5,421	2,890	2,359	5,249
Total	7,741	6,296	14,037	7,357	5,978	13,335	7,015	5,701	12,716

Note: the data presented does not contain young apprentices and interns.

We have observed stability in the overall composition of our teams in recent years, both in terms of distribution across hierarchical levels and by gender.

Breakdown by Level of Education and Sex

Level of Education	2025			2024			2023		
	F	M	Total	F	M	Total	F	M	Total
Post-doctorate	23	14	37	46	28	74	56	34	90
Graduate	4,097	3,348	7,445	3,833	3,135	6,968	3,502	2,890	6,392
Undergraduate	2,266	1,469	3,735	2,145	1,360	3,505	2,158	1,356	3,514
high school	1,201	1,274	2,475	1,186	1,237	2,423	1,158	1,202	2,360
Under high school	154	191	345	147	218	365	141	219	360
Total	7,741	6,296	14,037	7,357	5,978	13,335	7,015	5,701	12,716

Note: the data presented does not contain young apprentices and interns.

Qualified leadership

Among our directors, managers, coordinators and supervisors, in 2025, 95% had a degree or higher levels of qualification, with emphasis on postgraduate and postdoctoral degrees that cover 61% of this group.

Skilled team

As a result, our workforce's estimated average education level in 2025 reached 18.6 years of schooling.

Breakdown by Level of Education,
Sex and Geographic Region

Geographic Region	2025			2024			2023		
	F	M	Average	F	M	Average	F	M	Average
Northeast	18.7	18.3	18.5	18.6	18.2	18.4	18.6	18.1	18.4
North	19.1	18.7	18.9	19.0	18.7	18.9	19.0	18.7	18.8
Southeast	18.4	18.6	18.5	18.4	18.5	18.4	18.3	18.3	18.3
South	19.6	20.1	19.8	19.6	19.5	19.5	18.5	18.4	18.5
Midwest	18.1	18.5	18.2	18.8	18.3	18.6	19.0	20.1	19.4
Average	18.8	18.5	18.6	18.7	18.4	18.6	18.7	18.3	18.5

Note: the data presented does not contain young apprentices and interns.

Continuous learning

We are constantly guiding our teams toward high performance through education. We have always highlighted the higher level of education among women compared to men year after year.

Our educational benefits, among other strategies, have contributed to the continuous development and growth of our employees.

Breakdown According to Inclusion Census

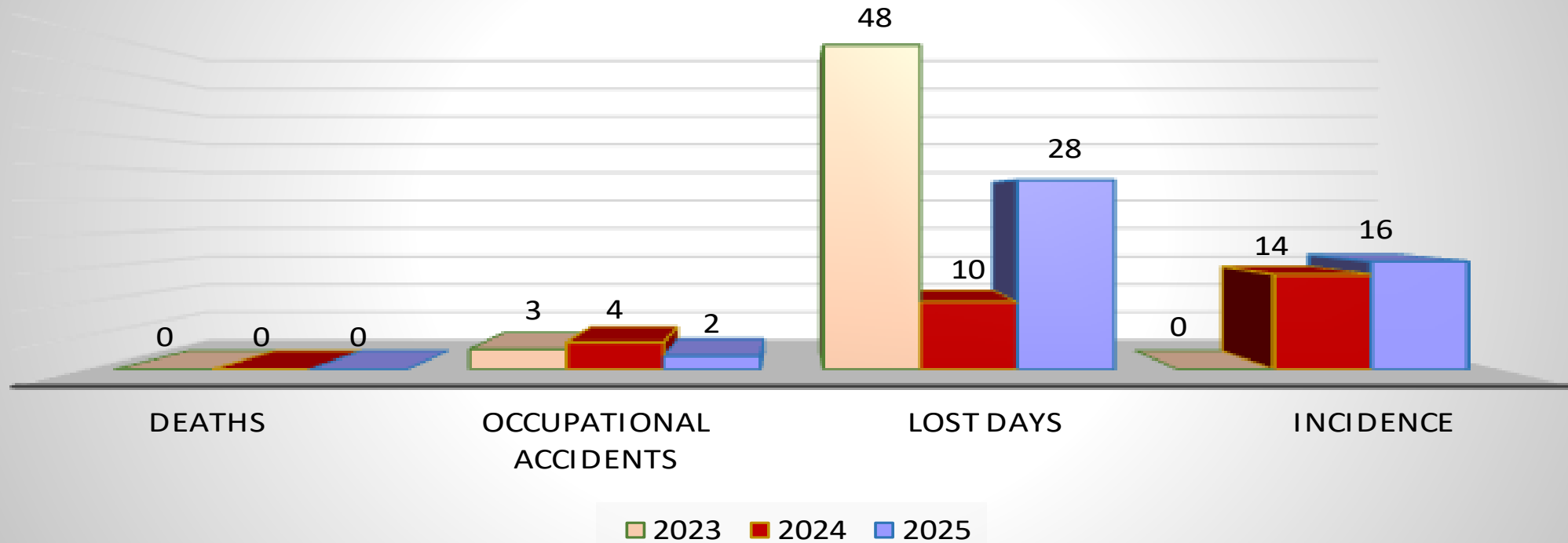
Geographic Region	Yellow	White	Black	Mixed race people	Indigenous	Others	Prefer not to respond	Total
Northeast	1.3%	25.0%	7.6%	28.7%	0.2%	0.3%	0.5%	63.6%
North	0.4%	7.6%	2.4%	13.8%	0.1%	0.0%	0.2%	24.5%
Southeast	0.2%	4.7%	1.0%	2.4%	0.0%	0.0%	0.1%	8.4%
South	0.0%	1.3%	0.1%	0.5%	0.0%	0.0%	0.0%	2.0%
Midwest	0.0%	0.4%	0.2%	0.7%	0.0%	0.0%	0.0%	1.5%
Working Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	2.0%	39.1%	11.3%	46.0%	0.4%	0.4%	0.9%	100.0%

Geographic Region	Feminine	Masculine	Non-binary	Others	Prefer not to respond	Total
Northeast	37.2%	26.0%	0.1%	0.1%	0.2%	63.6%
North	14.3%	10.0%	0.1%	0.1%	0.0%	24.5%
Southeast	4.7%	3.7%	0.0%	0.0%	0.0%	8.4%
South	1.2%	0.7%	0.0%	0.0%	0.0%	2.0%
Midwest	0.9%	0.5%	0.0%	0.0%	0.0%	1.5%
Working Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	58.3%	41.0%	0.2%	0.2%	0.3%	100.0%

In 2025, the Company carried out its third anonymous, non-mandatory census to obtain data related to the self-declaration of race, gender and deficiency of its employees and administrators, obtaining a response from fifty-nine percent (59%) of survey respondents out of the total of Company employees.

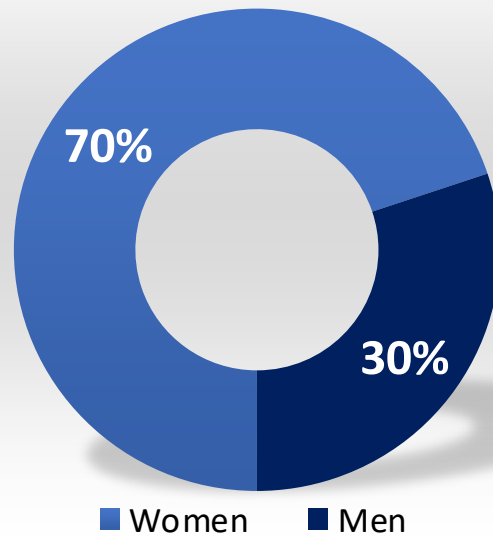
Note: the data presented does not contain young apprentices and interns.

Registered accidents

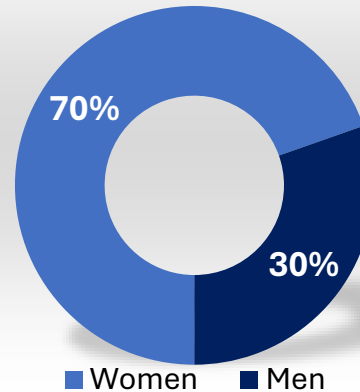


Safety in the Workplace

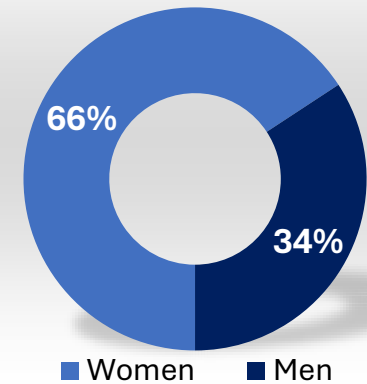
Internal Accident Prevention
Commission - 2025/2026
Term of office



Internal Accident Prevention
Commission - 2024/2025
Term of office

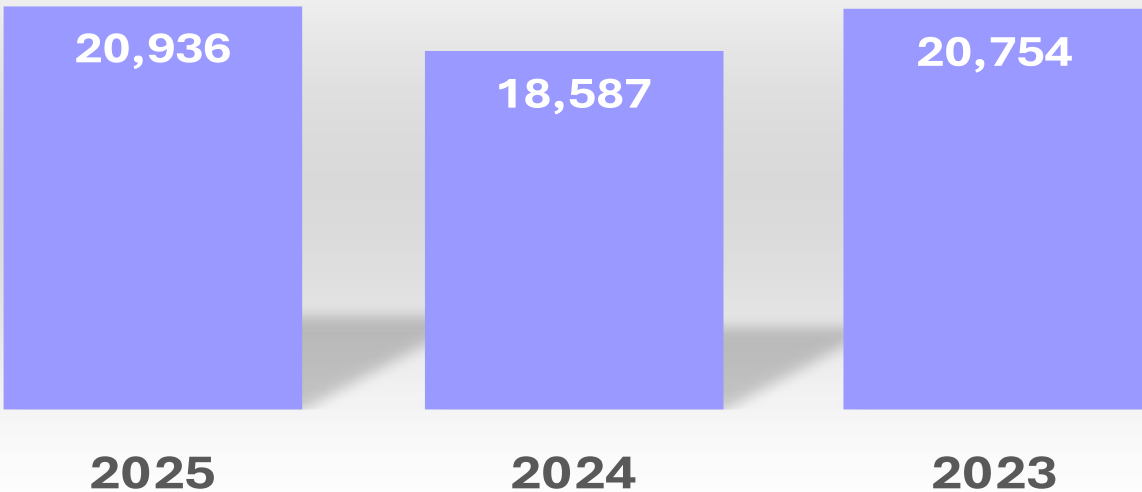


Internal Accident Prevention
Commission - 2023/2024
Term of office



Suppliers

Number of Suppliers



There is no dependence or vulnerability with respect to any supplier, as the Company operates with an extensive list of suppliers. Suppliers are selected based on service proposals that allow us to identify those offering the best terms and conditions for each business.

Suppliers

Supply chain

Includes advertising agencies, publishers, security companies, telemarketing companies and cleaning companies, among others.

INTELLECTUAL CAPITAL



INTELLECTUAL CAPITAL

Innovation

GoKursos

GoDigitalEdu by AI: a portal that allows the creation and complete organization of online courses, including the menu, suggested bibliography, sales strategy, marketing and market references, all made online in an innovative and exclusive tool of the GoDigitalEdu, one of the largest companies in digital courses in Brazil. Courses are created on the spot using artificial intelligence. The teacher just needs to choose the topic of the course he intends to teach and in seconds the results appear on the screen! Create your online course now on the portal: <http://porai.godigitaledu.com>

Ser Digital

Partnership with Accenture to improve student experience at all stages of the learning process and contacts with the Company's educational institutions. Development of technological solutions that support the new digital reality.

Ser Digital Initiatives

Artificial intelligence

- Introduction of SOFIA (Artificial Intelligence Software) in the Entrepreneurship program in 2018;
- Answers to questions on academic content 24x7; and
- Comparison of student grades and automatic suggestion of contents to improve learning.

INTELLECTUAL CAPITAL

Innovation

b.Uni

Launch of b.Uni, the first fintech in the higher education sector, which will offer digital financial solutions for students, encouraging them to come to the financial market through our differentiated and attractive offer for this audience that we know very well their needs and particularities, providing differentiated credit products for this segment, such as: cashback for those who pay their monthly fees on time, in addition to credit cards, insurance and others.

UBÍQUA

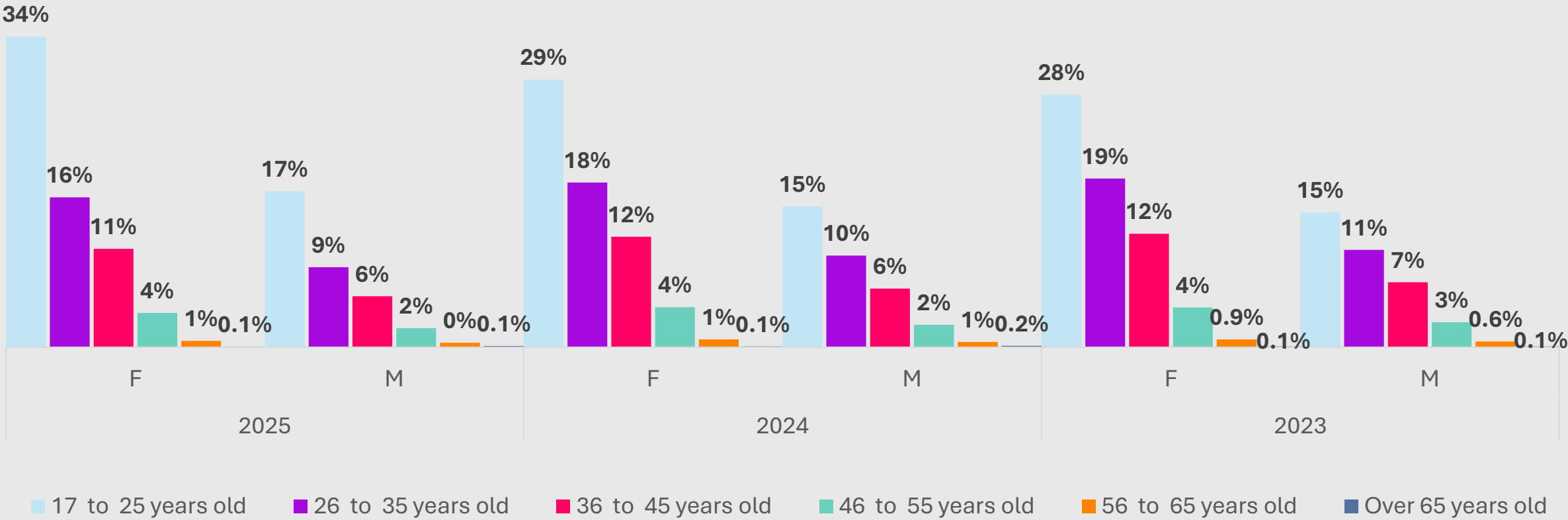
Implementation of Ubíqua, an innovative academic method that combines active teaching methodologies, based on the TPACK - Technological Pedagogical Content Knowledge model, based on the best pedagogical practices, high technology and flexible in the combination of modern, interactive and intuitive content.

SOCIAL AND RELATIONSHIP CAPITAL



Education: breakdown of the student base

Student Base Distribution



Education: loans and quality

In 2024, Ser Educacional units stood out in their academic quality indicators. Maracanaú, Cabo de Santo Agostinho and Belo Horizonte units stood out by achieving a score of 4 (maximum 5) in the General Course Index (IGC). Furthermore, the units in Maceió, Salvador, João Pessoa, Juazeiro, Maracanaú, Cabo de Santo Agostinho, Boa Viagem, Belo Horizonte and Rio de Janeiro, together with Fortaleza and Belém, obtained a score of 4 (maximum 5) in the Preliminary Course Concept (CPC) in more than half of their courses, reflecting a substantial increase in this indicator.

The Company remains committed to the continuous improvement of the quality of its programs. Of particular note in 2025 is the accreditation of the Medical School at UNINASSAU in Maracanaú, with a 5 rating from MEC (Brazilian Ministry of Education). The course started its first class in the first quarter of that same year. Still on the topic of medical schools, UNINASSAU in Recife was also recognized by MEC with a 5 rating.

Education: loans and quality

Student loans	Dec/25	Dec/24	Dec/23
On-Campus Undergraduate Students	182,040	164,879	149,817
FIES students	13,324	14,959	14,393
% of FIES students	7.3%	9.1%	9.6%
EDUCRED students	70	42	60
% of EDUCRED students	0.0%	0.0%	0.0%
PRAVALER students	3,638	3,068	2,406
% of PRAVALER students	2.0%	1.9%	1.6%
Total student loans	17,032	18,069	16,859
% of Total Students Loans	9.4%	11.0%	11.3%
Digital Undergraduate Students	139,859	142,951	129,318
PROUNI - On-Campus Undergraduate	22,900	17,033	15,893
PROUNI - DL Undergraduate	4,196	5,116	6,860
Total PROUNI Students	27,096	22,149	22,753
% of PROUNI Students	8.4%	7.2%	8.2%

Education: Sustainable Development

Subject	Number of hours / classes x student		
	2025	2024	2023
Personal Development and Employment Skills	2,940,840	2,559,540	2,367,480
Entrepreneurship	3,538,560	3,181,680	2,974,140
Sustainable Development and Individual Rights	3,730,860	3,240,660	-
Social and Environmental Responsibility	30,600	113,520	1,476,960
Total	10,240,860	9,095,400	6,818,580

In 2025, over 170,000 students were approved in the courses related to the theme of socio-environmental responsibility, workability and entrepreneurship, providing Ser Educacional's students with information that enables them to act within the scope of the three pillars of sustainability: social, environmental, and economic.

NATURAL CAPITAL



Energy Consumption

Energy consumption per region - kW			
Region	2025	2024	2023
Midwest	135,940	130,151	98,760
North	14,372,175	12,180,653	11,738,176
Northeast	21,612,026	21,906,198	20,235,516
Southeast	1,623,258	1,795,397	1,846,334
South	97,727	96,310	54,962
Total	37,841,125	36,108,709	33,973,748
kW/Undergraduate Student	207.9	219.0	226.8

Energy costs per region - R\$			
Region	2025	2024	2023
Midwest	148,239	143,945	94,718
North	11,788,530	13,736,062	10,924,507
Northeast	18,537,267	21,270,481	17,744,030
Southeast	1,590,879	1,758,756	1,542,434
South	136,055	122,834	43,057
Total	32,200,970	37,032,078	30,348,745

Period	CO ₂ Avoided, Tons	Coal Saved, Tons	Trees Planted, Units
2023	745.28	627.60	1,019.86
2024	798.77	672.65	1,093.06
2025	782.03	658.56	1,070.16
April/26	255.30	214.99	349.36
Total	2,581.38	2,173.80	3,532.44



Aligned with the **UN's sustainable development objectives**, the Ser Educacional group, through its photovoltaic plant, located at BR 104, Km 68, nº 1215, in the Interior of Pernambuco State, produced 1.6 GWh of **clean energy** in 2025.

This result is the result of our commitment and encouragement to innovation and sustainability in Brazil, generating great environmental, social and economic impact.

NATURAL CAPITAL



Energy Efficiency

Solar Energy - Generation Data			
Period	Generation (MWh)	Average Efficiency	Average Operating Hours
2024	1,681.62	16.03%	6.64
2025	1,646.38	15.74%	6.47

Solar Energy – Compensation			
Month	Energy Offset (kWh)	Amount Saved (BRL)	BRL/kWh
2024	1,700,948	1,638,049	0.95
2025	1,783,727	1,893,112	1.06

NATURAL CAPITAL

Water Consumption

Water consumption by region - M³			
Region	2025	2024	2023
Midwest	2,873	2,343	1,730
North	35,357	52,387	33,287
Northeast	173,725	158,611	151,845
Southeast	28,128	32,755	25,839
South	936	729	344
Total	241,020	246,825	213,045
M³/Student	0.7	0.7	0.7

Water costs per region - R\$			
Region	2025	2024	2023
Midwest	25,777	59,534	33,647
North	63,084	1,141,660	771,857
Northeast	1,243,245	3,451,508	2,822,441
Southeast	3,993,781	852,070	783,745
South	767,977	8,523	4,426
Total	6,093,864	5,513,295	4,416,115

FINANCIAL CAPITAL



Operational and Financial Performance

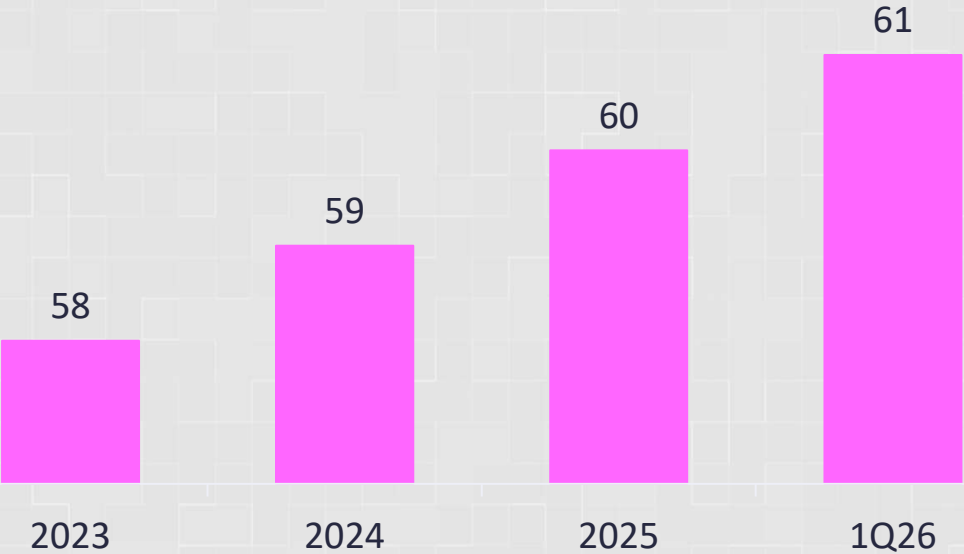
Ser Educacional's core business comprises the development and management of initiatives in higher education, including on-campus and online undergraduate programs, graduate education, vocational training, and other education-related activities. The Company also holds equity interests, either as partner or shareholder, in other corporate entities in Brazil. The Company's management model is grounded in cost and expense control, financial risk management, the definition of investment policies, and comprehensive financial and budget planning. For financial performance monitoring, Ser Educacional discloses key financial indicators that ensure transparency and support strategic decision-making. These include Adjusted EBITDA, Adjusted Net Income, indebtedness, financial leverage, and net operating cash flow.

2025 confirmed the success of Ser Educacional's strategic positioning, as its focus on operational optimization, organic growth, and financial discipline resulted in robust cash generation, a significant reduction in debt, and consistent net income across all quarters of the year. The Company's discipline in strategic execution was shown in the offer of high-demand programs, particularly in Health and Law areas. Combined with successful recruitment and re-enrollment campaigns, this focus boosted enrollment at its campuses and strengthened its student base, which grew by 4.6% in undergraduate programs, driven by the remarkable expansion of On-campus Learning. Among the most significant results achieved during the year were: (i) an 11.9% increase in net revenue compared with 2024, driven by higher on-campus undergraduate enrollment, reflecting improved student intake and retention rates, continued growth in the Medical School student base, the successful implementation of the Ser Solidário program, and inflation-related tuition adjustments; (ii) a 141.7% increase in adjusted net income, rising from R\$99.1 million to R\$239.4 million; (iii) a 3.2 percentage point expansion in the adjusted EBITDA margin, reaching 25.2% at year-end; and (iv) a 58.5% increase in net operating cash generation, while the net debt-to-adjusted EBITDA ratio declined from 1.64x to 0.90x, representing the Company's strongest leverage ratio since the first quarter of 2021.

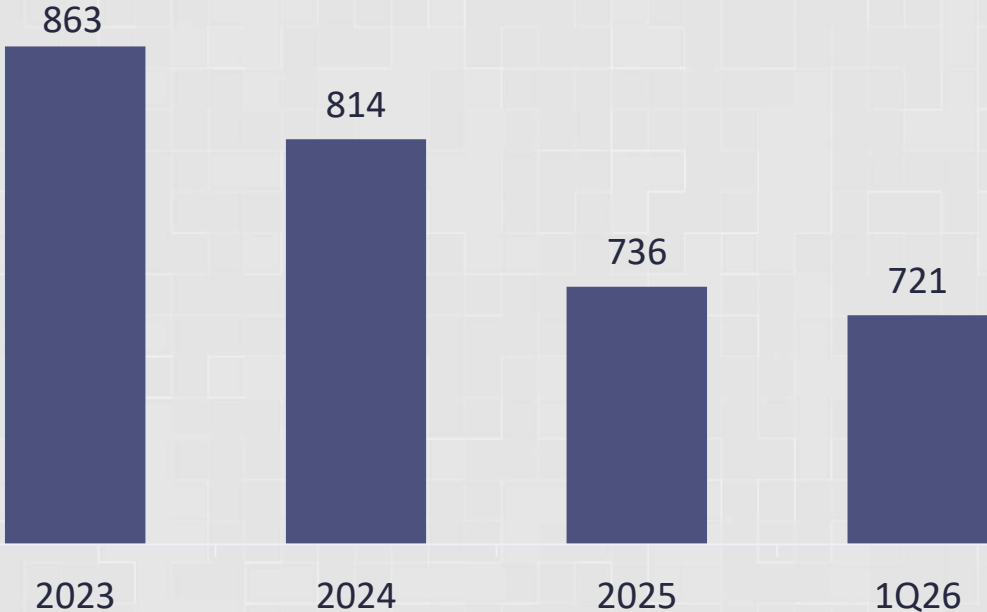


Evolution of the base of units and operational hubs

of campuses in operation
(On-campus and online courses)



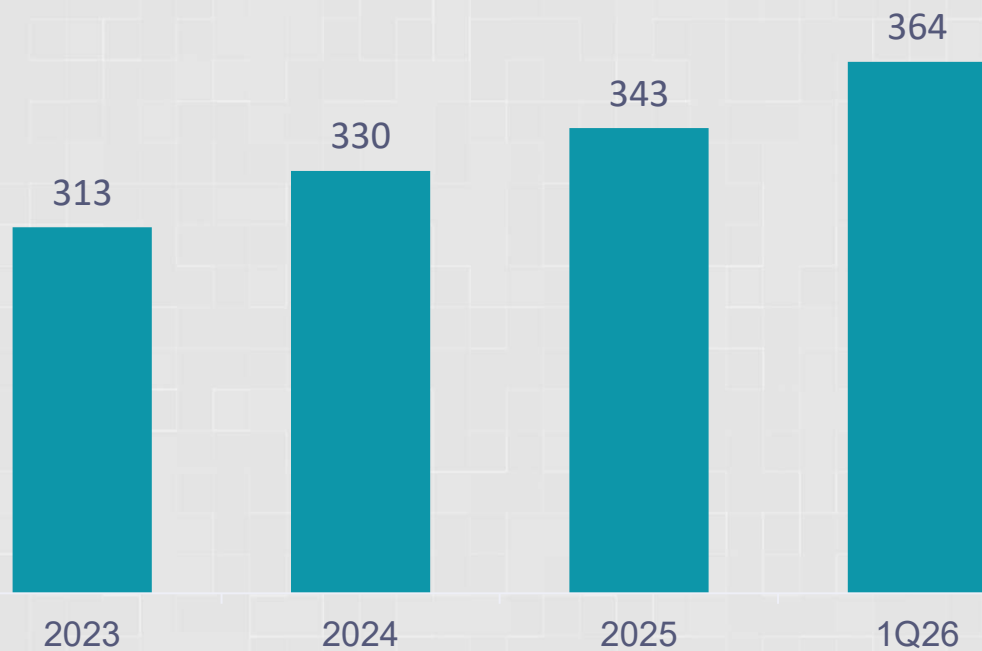
Distance learning centers



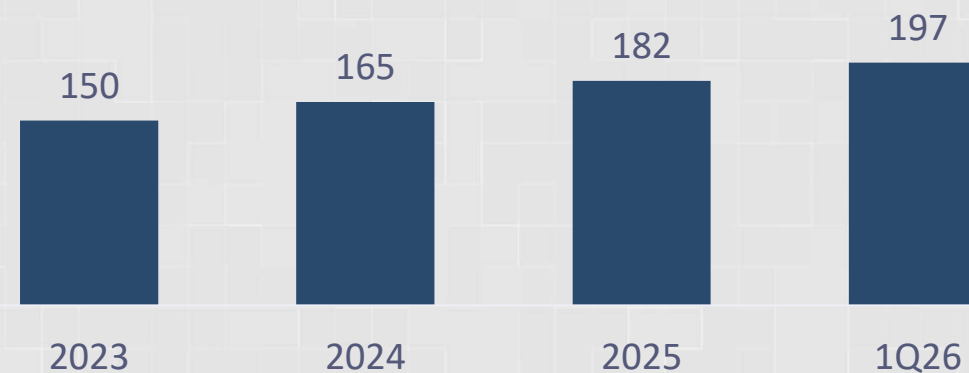
FINANCIAL CAPITAL

Evolution of the student base

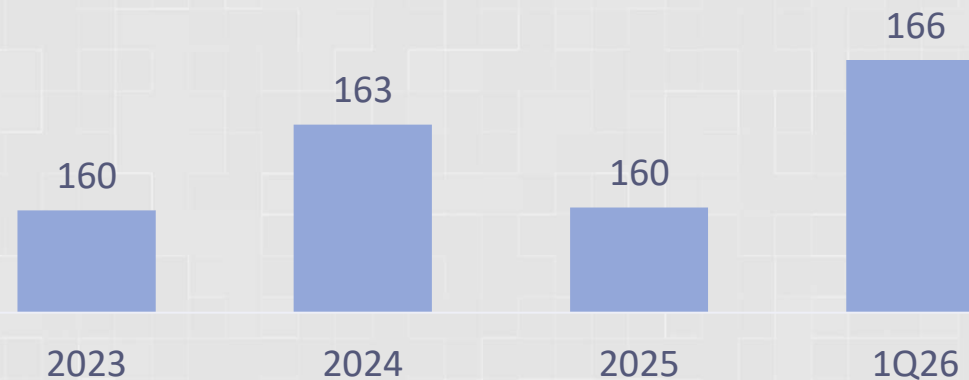
Total student base ('000)



On-campus undergraduate student base ('000)



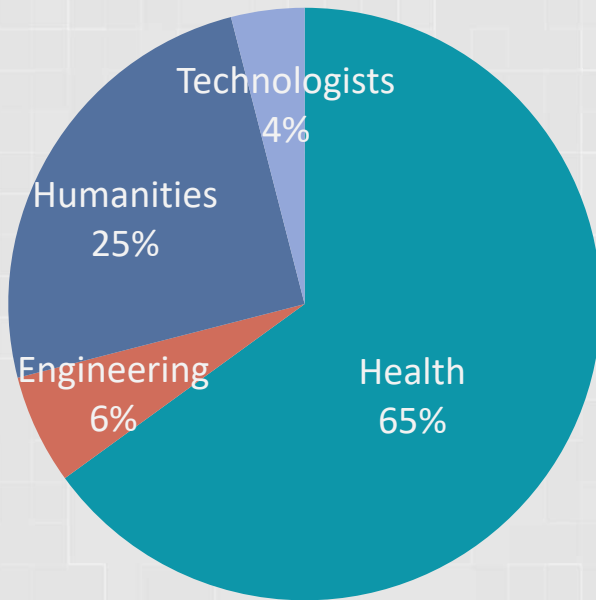
Distance learning student base
(undergraduate + graduate) ('000)



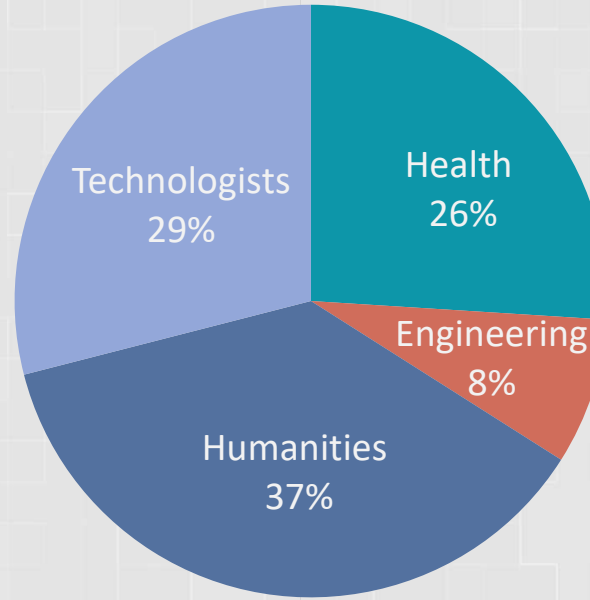
FINANCIAL CAPITAL

Distribution of student base by area of knowledge

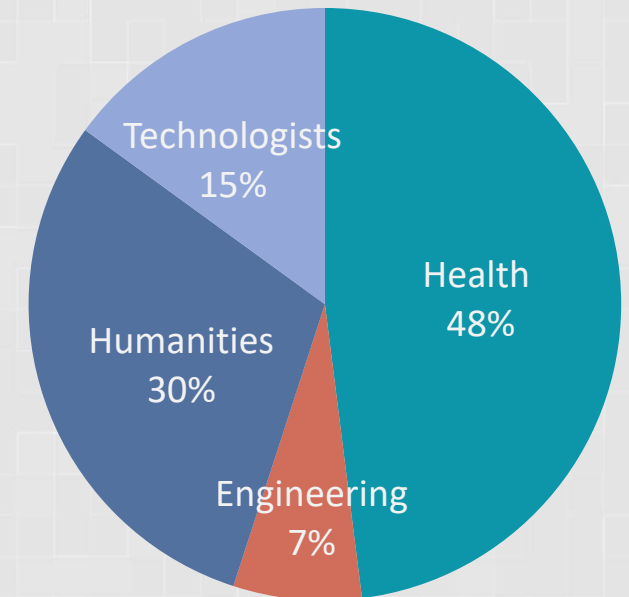
On-campus learning undergraduate student
base by area of knowledge



Undergraduate student base of **Distance Learning + Semi On-campus** by area of knowledge



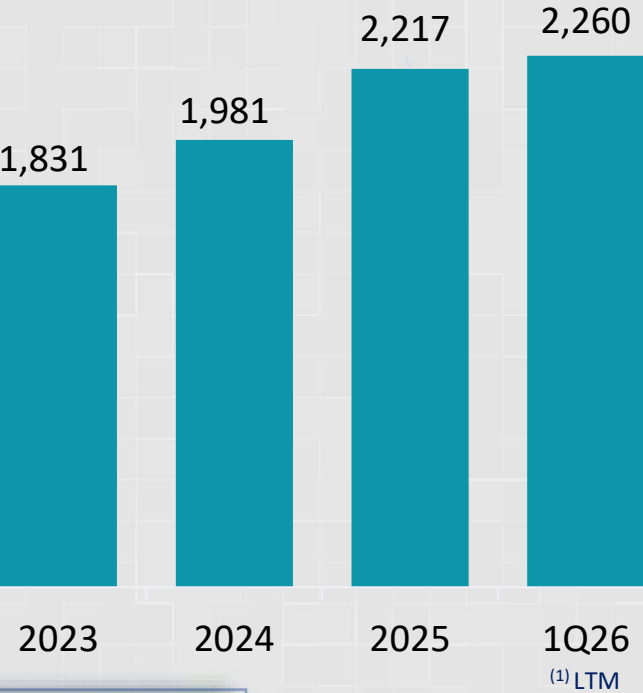
Total undergraduate student base by area of knowledge



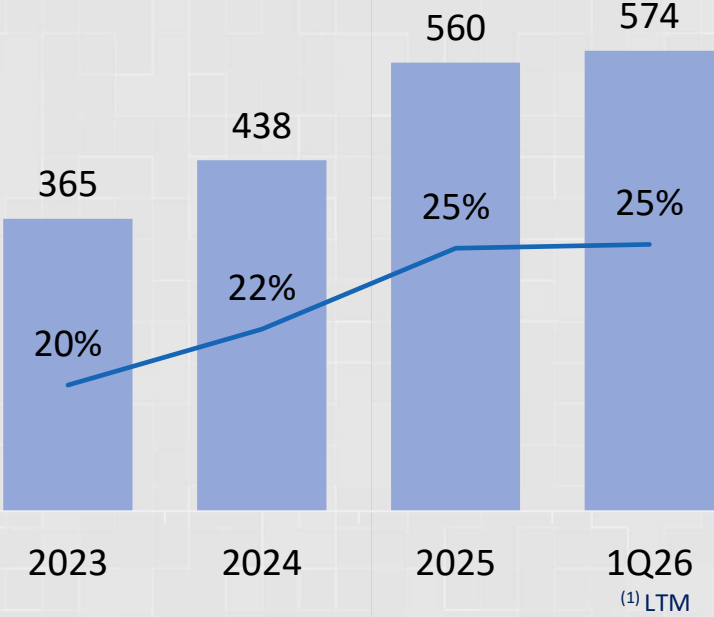
FINANCIAL
CAPITAL

Financial performance

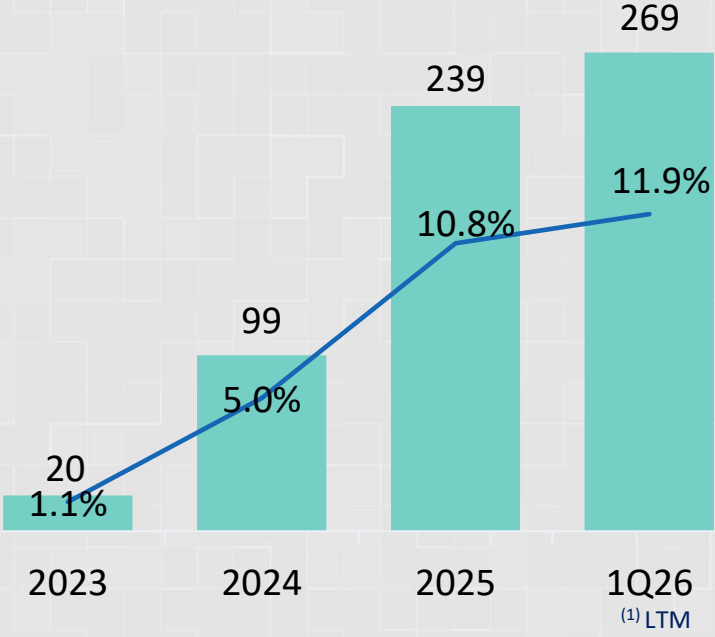
Net revenues (R\$MM)



Adjusted EBITDA (R\$MM)
and Adjusted EBITDA margin (%)



Adjusted net income (R\$ MM)
e Adjusted net margin (%)

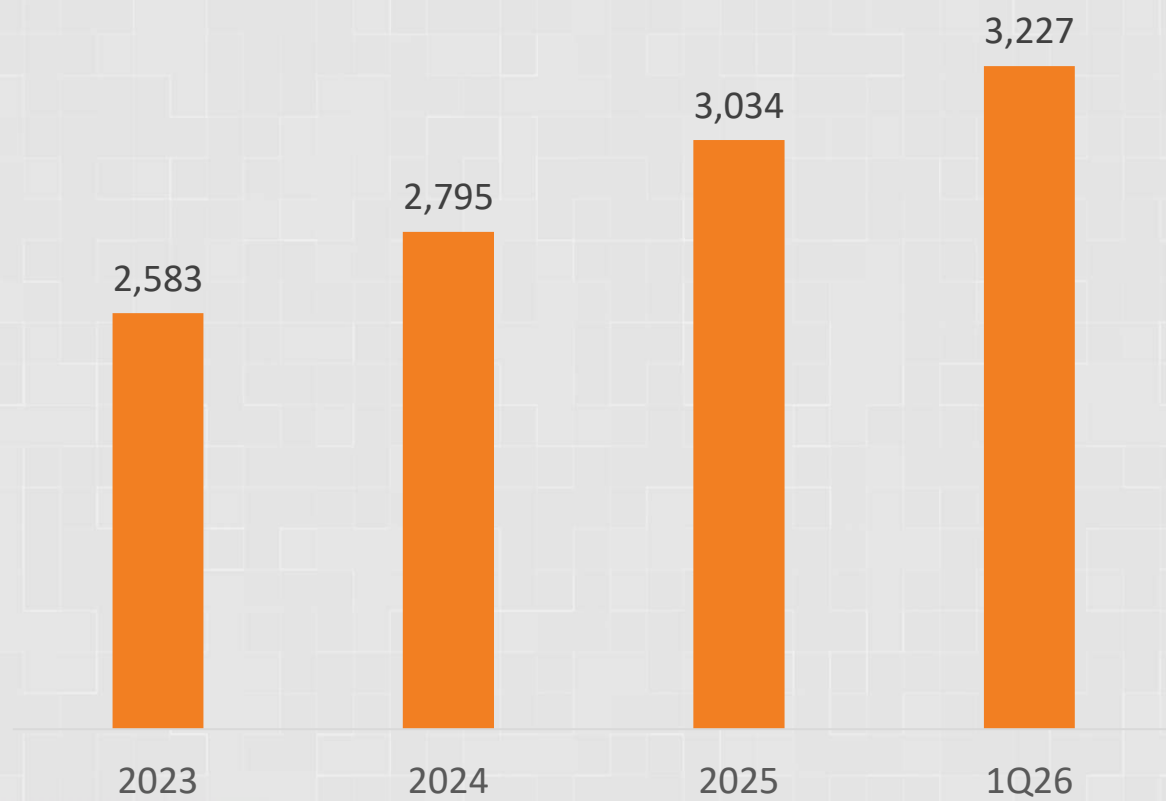


⁽¹⁾LTM – Last Twelve Months

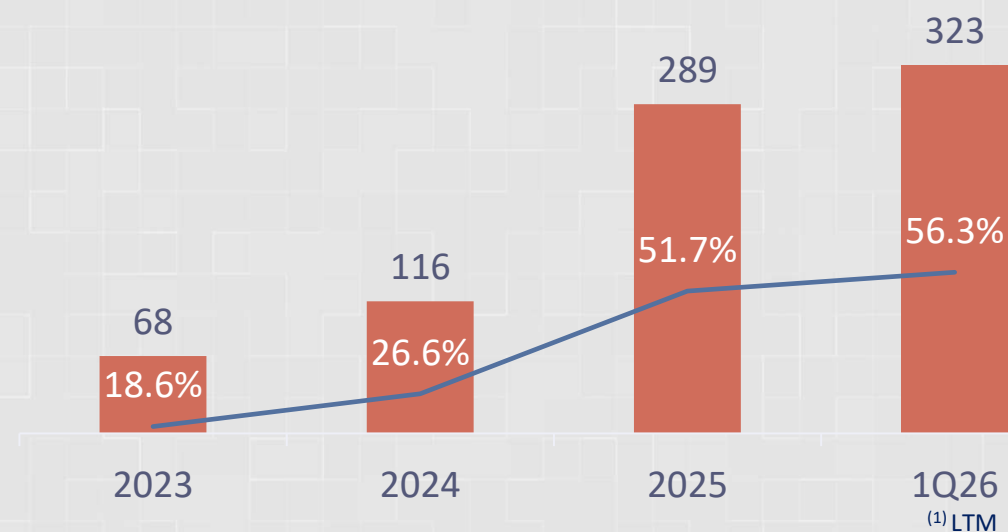
FINANCIAL CAPITAL

Significant increase in operational efficiency and financial deleveraging

On-campus learning undergraduate students per unit

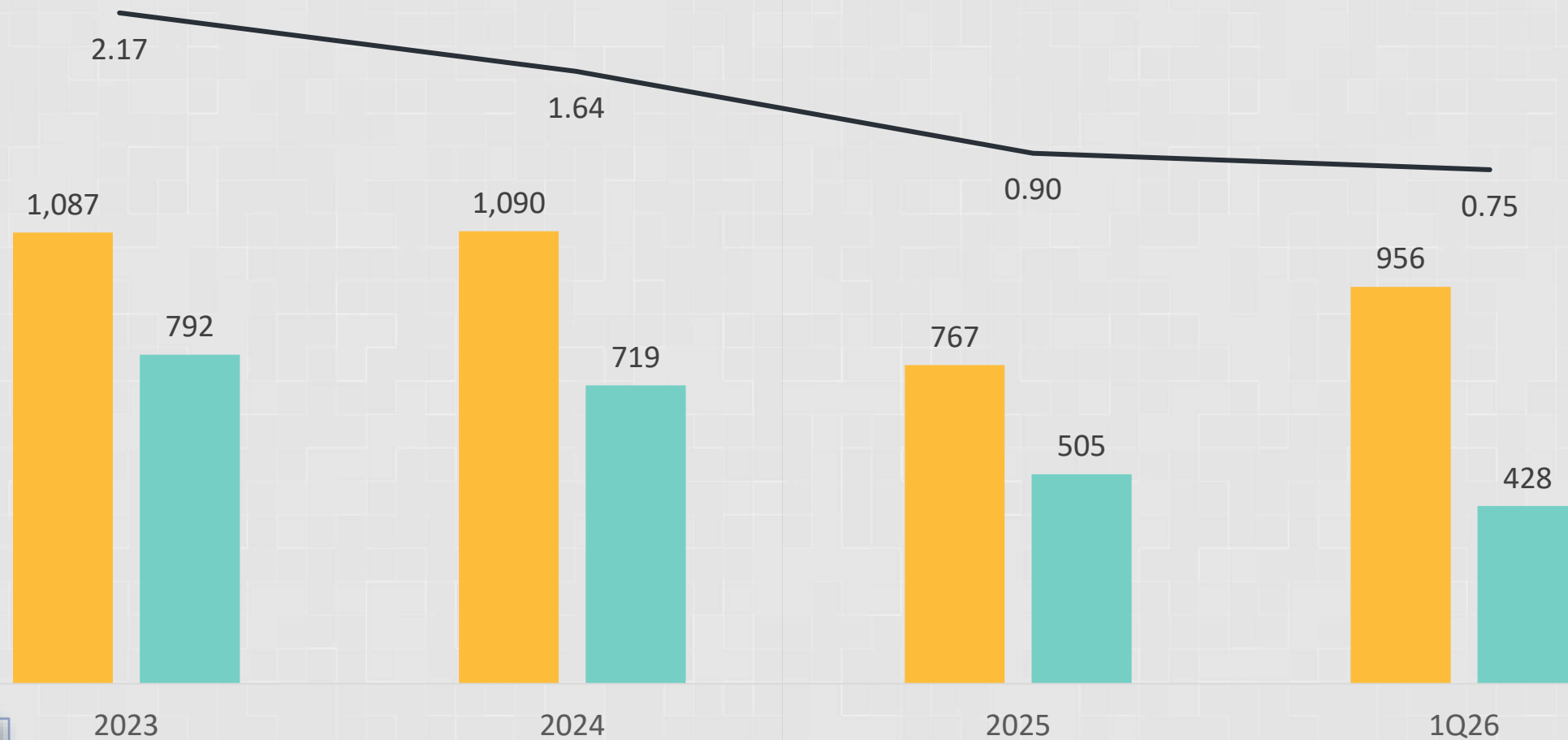


Net Operating Cash Generation (GOC) post Capex (R\$MM) and conversion into Adjusted EBITDA (%)



⁽¹⁾LTM – Last Twelve Months

Debt and financial leverage (R\$MM)



■ Gross debt

■ Net debt

— Net debt / Adjusted EBITDA LTM

FINANCIAL CAPITAL

The complete financial statements are available on the [Ser Educacional IR website](#).

Statement of Value Added

Description (In thousands of Brazilian Reais)	01/01/2025 to 12/31/2025	01/01/2024 to 12/31/2024	01/01/2023 to 12/31/2023
Revenues	2,086,789	1,857,760	1,736,417
Revenue from services	5,078,835	4,432,039	3,971,348
Other Revenues	(2,774,614)	(2,376,533)	(2,074,445)
Revenue deductions	(2,774,614)	(2,376,533)	(2,074,445)
Provision for Doubtful Accounts	(217,432)	(197,746)	(160,486)
Inputs from third parties	(542,497)	(572,433)	(506,024)
Services provided by individuals and corporations	(204,996)	(191,475)	(185,640)
Electricity, water, telephone and office supplies	(61,622)	(70,190)	(59,672)
Other	(275,879)	(310,768)	(260,712)
Publicity and advertising	(140,122)	(151,262)	(138,566)
Other	(135,757)	(159,506)	(122,146)
Gross value added	1,544,292	1,285,327	1,230,393
Deductions	(224,640)	(222,434)	(225,863)
Depreciation and amortization	(224,640)	(222,434)	(225,863)
Net value added produced by the entity	1,319,652	1,062,893	1,004,530
Financial revenues	105,253	94,434	68,252
Total value added to distribute	1,424,905	1,157,327	1,072,782
Distribution of value added	1,424,905	1,157,327	1,072,782
Salaries and social charges	637,894	600,155	593,422
Direct remuneration	542,630	510,831	501,047
Benefits	44,230	39,364	36,744
F.G.T.S.	51,034	49,960	55,631
Taxes, Fees and Contributions	235,428	219,709	189,425
Federal taxes	153,902	151,138	128,964
Municipal taxes	81,526	68,571	60,461
Third-party capital remuneration	337,147	338,625	317,979
Financial expenses	265,163	239,198	227,730
Rentals	19,825	21,144	21,158
Others	52,159	78,283	69,091
Net income for the year	214,436	(1,162)	(28,044)



SUSTAINABLE DEVELOPMENT GOALS, GRI CONTENT INDEX AND COMPLEMENTS



Sustainable Development Goals

Sustainable Development Goals (SDGs) were adopted by countries and companies, under the leadership of the United Nations (UN), to mitigate climate change. SDG consist of 17 internationally agreed goals and 169 targets, with a view to being implemented by 2030.

Ser Educacional's report was prepared based on the SDG. The Company believes the private sector plays a crucial role in achieving these goals. As a higher education institution, Ser Educacional's role is even more essential, not only because the Company's operations are directly linked to Goal 4 (quality education), but also because students and professors can share experiences, engage themselves and propose solutions to achieve these goals.

Ser Educacional's initiatives are linked to SDGs 3 (good health and well-being), 5 (gender equality), 6 (clean water and sanitation), 7 (affordable and clean energy), 8 (decent work and economic growth) and 9 (industry, innovation and infrastructure).

Ser Educacional's initiatives were correlated with the SDGs throughout the Report.



OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL



GRI Content Index

Overall content		Page/answer
Organizational Profile		
102-1	Name of the Organization	Ser Educacional
102-2	Main brands, products and services	Click here Click here Click here
102-3	Location of organization's headquarters	Dr. Osvaldo Lima Street, No. 133, Edf. Garagem S/N, Derby, Recife, PE, Brasil Zip Code 52010-180
102-4	Number and name of countries where the organization operates	Click here
102-5	Ownership and legal form	Publicly-held company with shares traded in the Novo Mercado segment of B3
102-6	Markets served	Click here
102-7	Scale of the Organization	Click here Click here Click here Click here
102-8	Total number of employees by type of employment agreement and gender	Click here Click here Click here Click here
102-9	Description of the organization's supply chain	Click here
102-10	Significant changes in the reporting period (scale, structure, shareholding or supply chain)	None
102-11	Precautionary principle or approach	From page 194 of 2026 RF
102-12	Charters, principles or other initiatives to which the organization is a signatory or endorses	Click here
102-13	Memberships/Support Companies	Click here

GRI Content Index

Overall content		Page/answer
Strategy		
102-14	Message from Management	Click here
Ethics and Integrity		
102-16	Values, principles, standards, and rules of behavior, such as codes of conduct and ethics	Mission and vision Values and principles
Governança		
102-18	Governance structure and composition	Management

GRI Content Index

Overall content		Page/answer
Engagement of stakeholders		
102-40	List of stakeholders	Click here
102-42	Identifying and selecting stakeholders	Click here
102-43	Approach to stakeholder engagement	Click here
102-44	Key topics and concerns raised, and the measures taken by the organization to address	Click here
Reporting practices		
102-45	Entities included in the consolidated financial statements	Financial statements include all Ser Educacional's operations
102-46	Defining report content and topic boundaries	Click here
102-47	Material topics	Click here
102-48	Restatements of information	No significant changes.
102-49	Changes in reporting	This is the eighth ESG report. issued by Ser Educacional
102-50	Reporting period	01/01/2025 to 12/31/2025
102-51	Date of most recent report	Published in 2025, with base year 2024
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	ri@sereducacional.com
102-54	Reporting statement according to GRI Standards guidelines	Core
102-55	GRI Content Index	Click here
102-56	External assurance	This document was not submitted to external assurance

GRI Content Index

Specific disclosure topics			Page/answer
Economic Series			
Topic: Economic Performance			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	Management approach and its components	Click here
	103-3	Management approach assessment	Click here
Economic and financial performance	201-1	Economic and financial performance	Statement of Value Added

GRI Content Index

Environmental Series			Page/answer
Topic: Energy			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	Management approach and its components	Click here
	103-3	Management approach assessment	Click here
Energy	302-1	Energy consumption within the organization	Energy consumption
Topic: Water			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	Management approach and its components	Click here
	103-3	Management approach assessment	Click here
Water	303-1	Water withdrawal by source	Water consumption

GRI Content Index

Social Series			Page/answer
Topic: Employment			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	Management approach and its components	Click here
	103-3	Management approach assessment	Click here
Employment	401-1	New employee hires and employee turnover by age, gender and region	Employee profile
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees, broken-down by relevant Organization’s operating units	Food allowance, health care and discount for employees who intend to take one of the courses offered by the Group

GRI Content Index

Social Series			Page/answer
Topic: Training & education			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	The management approach and its components (Monetary amount of significant fines and total non-monetary sanctions received due to non-compliance with environmental laws and rules)	Click here
	103-3	Management approach assessment	Click here
Training & education	404-1	Average hours of training per year per employee, by gender and employment category	A Ser Educacional realiza periodicamente treinamentos voltados a seus colaboradores, porém o controle sobre a carga horária está sendo aperfeiçoado
Topic: Customer Privacy			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	Management approach and its components	O canal de denúncias está aberto ao recebimento de denúncias de terceiros, incluindo fornecedores, prestadores de serviço e clientes
	103-3	Management approach assessment	Possuímos um canal de ética externo terceirizado responsável pelo recebimento, registro e encaminhamento dos relatos para tratamento. O canal pode ser acessado pelo link: canalconfidencial.com.br/sereducacional/
Customer Privacy	418-1	Substantiated complaints regarding concerning breaches of customer privacy and losses of customer data	Não foram registradas queixas comprovadas relativas à violação de privacidade

Supplements to GRI Standards

103-1, 103-2, 103-3 - Training and education

The Company provides periodic training on the Code of Ethics for its employees. This topic is included in the Onboarding for newly hired employees. Professors, course coordinators and unit principals have procedure manuals, gathering together the efforts of the Group's professionals. The procedure manuals are transformed into distance-learning courses and are applied in the onboarding of new employees and refresher courses, following the guidelines of the Annual Training Plan (“PAT”). At the end of each course, employees take a test to assess their learning. Before the beginning of the school year, we hold pedagogical weeks to present topics relevant to the continuing education of professors, reflection on the academic routine, methodological workshops and specific guidelines for the higher education institution.

103-1, 103-2, 103-3 - Employment

The compensation policy aims to encourage employees to seek the best return on investments and projects developed by us, aligning employees' interests with ours. In the short term, we seek to align interests through salaries and benefit packages that are compatible with market practices. In the medium term, we hope to reward employees for achieving and exceeding of individual and company goals, in line with the budget and strategic and market planning, through the payment of bonuses and profit sharing. Finally, in the long term, we seek to retain qualified professionals through a plan based on financial rewards linked to an increase in the price of our shares.

At least once a year, the Board of Directors assesses the performance of its employees in order to decide on variable compensation.

Supplements to GRI Standards

103-1, 103-2, 103-3 - Water and energy

Ser Educacional has specific departments to address social and environmental activities, academic quality control, academic audit, independent and internal audit and a specific department responsible for fire brigade activities, occupational safety, occupational medicine, waste treatment and improved consumption of inputs such as light and energy.

As the International Finance Corporation (IFC) is one of its investors, the Company must meet several social impact requirements. As a result of meeting such criteria, the Company was recognized as a case of success in 2017 by a study conducted by IFC.

In 2025, Ser Educacional reduced utility expenses by 11.5% compared to 2024, primarily driven by the surrender of larger properties with lower occupancy rates and improved operational efficiency across its remaining campuses. The reduction also reflects the application of Brazil's "green tariff flag" for electricity consumption during the summer period, as well as the Company's ongoing initiatives to enhance the efficiency of its energy matrix, including the Caruaru solar power plant.

Cost of services rendered showed a significant improvement in operating efficiency, totaling R\$905.0 million and representing 40.8% of net revenue in 2025. This compares favorably with 44.8% in 2024, when total costs amounted to R\$887.1 million, representing a 4.0 percentage point improvement. The nominal increase in costs was primarily attributable to four factors: (i) Personnel and Payroll Charges: impact of the annual collective wage adjustment and the expansion of the healthcare program portfolio; (ii) Third-Party Services and Other Costs: higher payments to clinical preceptors, an increase in the number of students enrolled in advanced stages of healthcare and medical programs, and the reimbursement of costs to municipalities related to positions under the Mais Médicos (More Doctors) Program; (iii) Lease Expenses: reduction in lease agreements not accounted for under IFRS 16; and (iv) Inflation: the impact of the general increase in prices on operating costs throughout 2025. As of December 31, 2025, Ser Educacional's cost structure consisted primarily of personnel and payroll-related expenses, which represented 54.8% of total costs, followed by water, electricity and telecommunications expenses, accounting for 5.1%, and lease expenses, representing 2.2%.

Supplements to GRI Standards

Social and Environmental Initiatives

In 2010, Ser Educacional created a specific structure to develop social projects to meet voluntary and induced demand, the Ser Educacional Institute, which sums up thousands of social services, developing social and environmental, cultural, sports, citizenship, social inclusion and violence containment initiatives. These initiatives are undertaken by students and professors and contribute to developing students who are aware of the reality and willing to work to improve it, expanding these initiatives beyond the university environment. In 2022, the Social and Environmental Governance Board of the Ser Educacional was created to stimulate and create strategies to integrate sustainability into the Company's management process, in order to contribute to the Group's sectors in establishing guidelines and principles related to its sustainable development in the social and environmental spheres and within the best governance practices. In October 2025, the Board of Directors approved the establishment of the Company's non-statutory Sustainability Committee, to be composed of at least five members, as well as the Committee's Internal Charter. During the same meeting, the Board of Directors also approved Ser Educacional's Sustainability Policy. Further information on these initiatives is presented in the Company's 2025 Sustainability Report.



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