



MATERIAL FACT

THE STOCK GRANT PLAN AND THE MERGER OF SOCIEDADE EDUCACIONAL CARVALHO GOMES LTDA. BY THE COMPANY WERE APPROVED

SER EDUCACIONAL S.A. ("SER" and "Company") (B3 SEER3), pursuant to Law No. 6.404, of December 15th, 1976, Brazilian Securities Exchange Commission's ("CVM") Resolution No. 78, of March 29th, 2022, and CVM's Resolution No. 44, of August 23rd, 2021, hereby informs its shareholders and the market that, in addition to the Material Fact disclosed on June 6th, 2023, on this date, the Company's shareholders approved at the Extraordinary Shareholders' General Meeting ("EGM"), among others, the following matters:

(a) SER's Stock Grant Plan, according to the Management Proposal published on June 6th, 2023; and

(b) the Merger by SER of Sociedade Educacional Carvalho Gomes Ltda., with its headquarters in Natal, State of Rio Grande do Norte, registered with the CNPJ under No. 06.083.327/0001-50 ("Carvalho Gomes" and "Merger", respectively), pursuant to the Protocol and Justification of Merger of Carvalho Gomes, entered between the managements of the Company and Carvalho Gomes. The Merger did not increase or change SER's capital stock since SER was the only shareholder of Carvalho Gomes.

The minutes of the ESM of SER and other documents of the Transaction are filed at its headquarters and on the electronic pages of SER (<https://ri.sereducacional.com/>), CVM (www.cvm.gov.br) and B3 (www.b3.com.br), and may be consulted by SER shareholders, in compliance with the applicable regulations.

Recife, July 6th, 2023.

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ABOUT SER EDUCACIONAL GROUP

Founded in 2003 and headquartered in Recife, Grupo Ser Educacional (B3 SEER3) is one of the largest private education groups in Brazil and the leader in the Northeast and North regions in terms of number of students enrolled. It offers undergraduate, graduate, vocational and digital learning courses in 26 states and the Federal District, with a consolidated base of approximately 354.1 thousand students. The Company operates under the following brands: UNINASSAU, UNINASSAU – Centro Universitário Maurício de Nassau, UNINABUCO - Centro Universitário Joaquim Nabuco, Faculdades UNINABUCO, Escolas Técnicas Joaquim Nabuco e Maurício de Nassau, UNIVERITAS/UNG, UNAMA – Universidade da Amazônia e Faculdade da Amazônia, UNIVERITAS – Centro Universitário Universus Veritas, Faculdades UNIVERITAS, UNINORTE – Centro Universitário do Norte, Centro Universitário de Ciências Biomédicas de Cacoal – UNIFACIMED, UNIJUAZEIRO - Centro Universitário de Juazeiro do Norte, Sociedade Educacional de Rondônia – UNESC, Centro Universitário São Francisco de Barreiras – UNIFASB, CDMV – Centro de Desenvolvimento da Medicina Veterinária, Centro Universitário da Lapa – UNIFAEL and Centro Universitário 7 de Setembro – UNI7.

This release may contain forward-looking statements related to business prospects, estimates of operating and financial results and the growth prospects of Grupo Ser Educacional. These are merely projections, and as such, are solely based on the expectations of Management of Grupo Ser Educacional. Such forward-looking statements are substantially dependent on external factors, in addition to the risks presented in the disclosure documents filed by Grupo Ser Educacional and are therefore subject to change without prior notice.