



ser
educacional
SUSTAINABILITY
REPORT
2024



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MESSAGE FROM MANAGEMENT



Management Report

Ser Educacional announces its 2024 results, signaling a new phase in its operational and strategic path. This evolution is the result of the completion of a comprehensive optimization process started at the end of 2022, which gave rise to significant synergies in that period, especially throughout this fiscal year.

These achievements position the Company for a new cycle of growth and, to this end the Company is implementing a series of strategic initiatives aimed at expanding its academic activities, while seeking to increase its operating and financial margins. These actions aim not only to boost cash generation, but also to contribute to reducing financial leverage. The main highlights are shown below:

Expansion of Medical Schools: The expansion of medical schools was driven by the favorable decision obtained by the Company in the judgment of the Declaratory Action of Constitutionality (ADC 81), held in June 2024. This decision established clear rules for the accreditation process of new medical schools, affecting 13 administrative processes that were in progress with MEC. Since STF decision, the Company has gained 480 new annual seats in medicine under 12 administrative processes. Of these, 360 seats were obtained through the favorable conclusion of 6 administrative processes, resulting in authorization from MEC. The other 120 seats arose from 2 court decisions, which correspond to injunctions that had their entrance exams completed in 2025.1 and are still pending a final decision. There are still 4 processes that are under administrative and/or judicial discussion after the MEC's rejection. As a result of these actions, the Company significantly expanded its offer of seats on medical schools, rising from 521 annual seats in the first quarter of 2023 to 1,001 annual seats currently. This represents an increase of 92.1% when comparing the two periods. In addition, the company is awaiting the results of its 21 proposals that advanced to the second phase of Mais Médicos 3 program, which may create an additional round of expansion of medical school seats.

Creation of Ser Solidário (SS) Program: Successfully launched in August 2024, this enrollment installment program for undergraduate Hybrid Learning aims to facilitate access to education for its students. SS was used again for the 2025.1 entrance exam, this time fully implemented for all eligible undergraduate students for on-campus learning.

Management Report

Improvement of operational performance and opening of new units: Over the past four semesters, the Company has seen continued growth in its hybrid undergraduate student base, with a compound annual growth rate (CAGR) of 5.4% between 2024 and 2022. This growth, combined with the renewal of the base in the first years of the course, strengthens operational resilience and ensures the sustainability of our student base for the coming years. Furthermore, in the first half of 2025, the Company started operations in three new units: Bragança (PA), through the UNAMA brand; Manaus (AM), through UNINORTE; and Florianópolis (SC), through UNIFAEL. This expansion is in line with the strategy of opening new units located in privileged locations and focused on offering courses with high demand in the market, such as in the areas of health and law.

Focus on reducing financial debt and increasing cash generation: with the improvement in financial and operational performance, the opening of new medical schools and SS implementation, the Company is able to accelerate its plan to reduce financial debt and increase financial profitability, while resuming the payment of dividends to shareholders as early as 2025.

OPERATIONAL PERFORMANCE

Ser Educacional group ended 2024 with a total base of 330.3 thousand students, with 5.6% growth as compared to 312.9 thousand students at the end of 2023. The evolution of the student base in on-campus learning segment was due to the Company's focus on offering a leaner portfolio of courses dedicated to the areas of knowledge in health and engineering, aiming to maximize the Company's competitive advantages in terms of its distinctive structure of laboratories and clinics, as well as the privileged location of its units and brand positioning in the cities where it operates.

In digital learning segment, health courses increased their share by 3 percentage points, from 20% to 23% of the undergraduate student base, reflecting the results of the company's strategy of increasing its investment in laboratories and the integration of training systems at the partner learning centers between the original regional brands and UNIFAEL.

Management Report

INVESTMENTS

Investments in organic growth amounted to R\$ 124.2 million in 2024, with 35.2% increase as compared to 2023, when it reached R\$ 91.9 million, mainly due to the resumption of investments made in infrastructure, library and laboratories for accreditation of courses, especially in Medicine, with MEC, in addition to technology and digital content to support the Company's operations.

These investments are also part of the development of the continuing education ecosystem, which are promoting an increasingly complete and innovative portfolio of digital courses, in addition to improvements in health laboratories, particularly the implementation of polyclinics to serve the population, allowing better training of students in practical classes and higher return on courses in these areas of knowledge.

ACADEMIC 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.

SOCIAL, ENVIRONMENTAL RESPONSIBILITY, DIVERSITY AND CORPORATE GOVERNANCE

Ser Educacional has been listed on NOVO MERCADO of B3 since 2013, the most prominent segment of B3 in terms of best corporate governance practices in Brazil. The Company integrates into its business strategy the continuous promotion of social and environmental responsibility, diversity and corporate governance.

Management Report

SOCIAL, ENVIRONMENTAL RESPONSIBILITY, DIVERSITY AND CORPORATE GOVERNANCE

In 2024, Ser Educacional was recognized for its diversity initiatives, resulting in the inclusion of its shares in the IDIVERSA B3 index portfolio, starting in September 2024.

IDIVERSA B3 aims to serve as a performance indicator for the shares of companies that stand out in the Diversity Score, developed by B3, promoting good practices and progress in the financial market concerning diversity.

Also in 2024, the company published its Report on Transparency and Equal Pay for Women and Men, containing significant data on the subject:

- a) In 80% of the companies controlled by the Company, with published reports, the female population exceeds the male population.
- b) In 60% of the companies with published reports, the population declaring themselves to be black is larger than that of non-blacks.
- c) The median contractual salary (unpaid) of women is equivalent to or higher than that of men in 77% of the companies that published reports. When considering the average compensation, including discounts and additions, this percentage is 70%.

Since 2019, the Company has published its report in ESG format, which is available on its investor relations website. In 2025, its first non-statutory ESG committee is expected to be established.

The Management of Ser Educacional thanks its students, professors, employees, shareholders, and service providers for the trust and partnership throughout 2024 and hopes to count on this same dedication in 2025.

ser

educacional

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



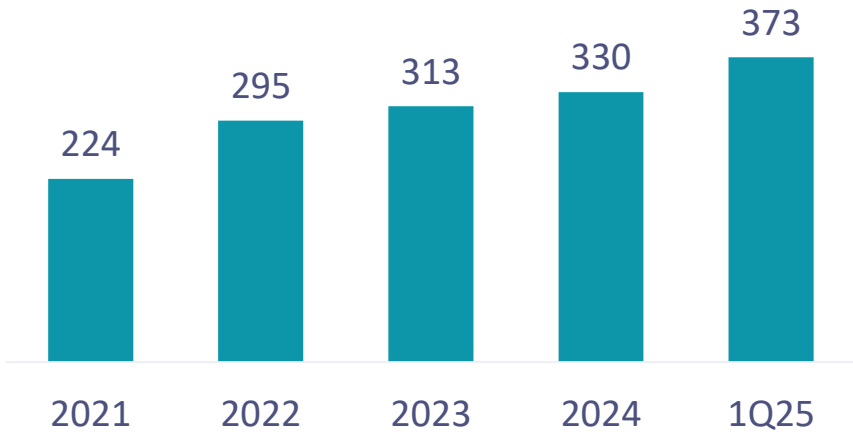
- **Commitment** to quality
- **Innovative**, inclusive and diversified **education**
- **Ethics**, citizenship, solidarity and justice
- **Sustainability** and socio-environmental responsibility
- **Austerity** in the use of resources
- **Sense and action of ownership** as a vocation
- Obstinacy in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

One of the largest higher education companies in Brazil

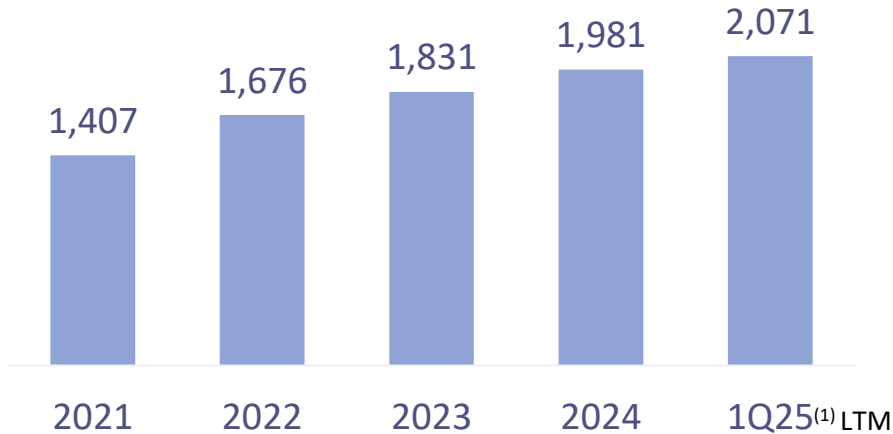


 373 thousand higher education student base	 62 Campi with omichannel distribution	 +800 Distance learning centers
 1.001 Annual medical school seats	 National presence: offered via campi, online and partner centers	UNINASSAU UNAMA UNINORTE UNIFAEL Strong regional brands
 Solid corporate governance structure	 Track record of organic growth and M&A	 continuing education ecosystem

Higher education student base ('000)

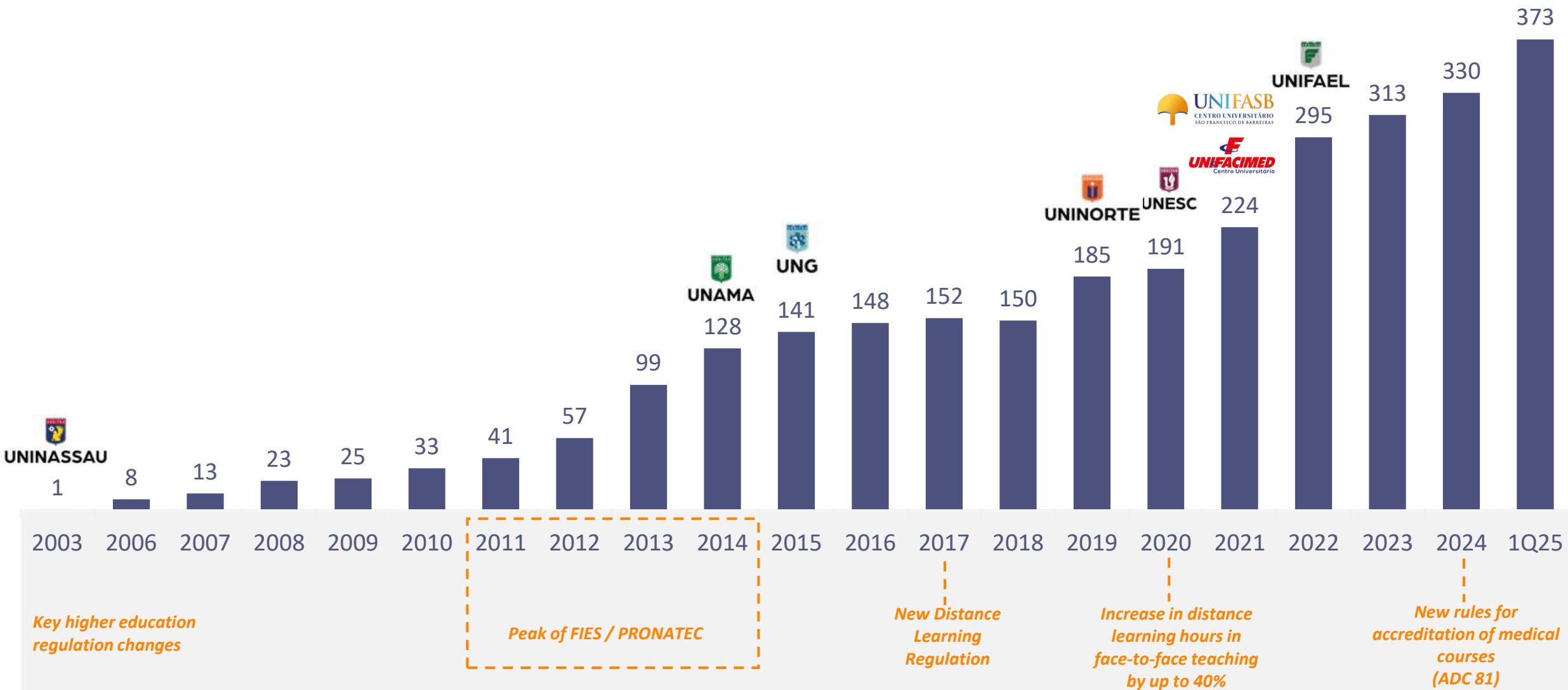


Net revenue (R\$mm)



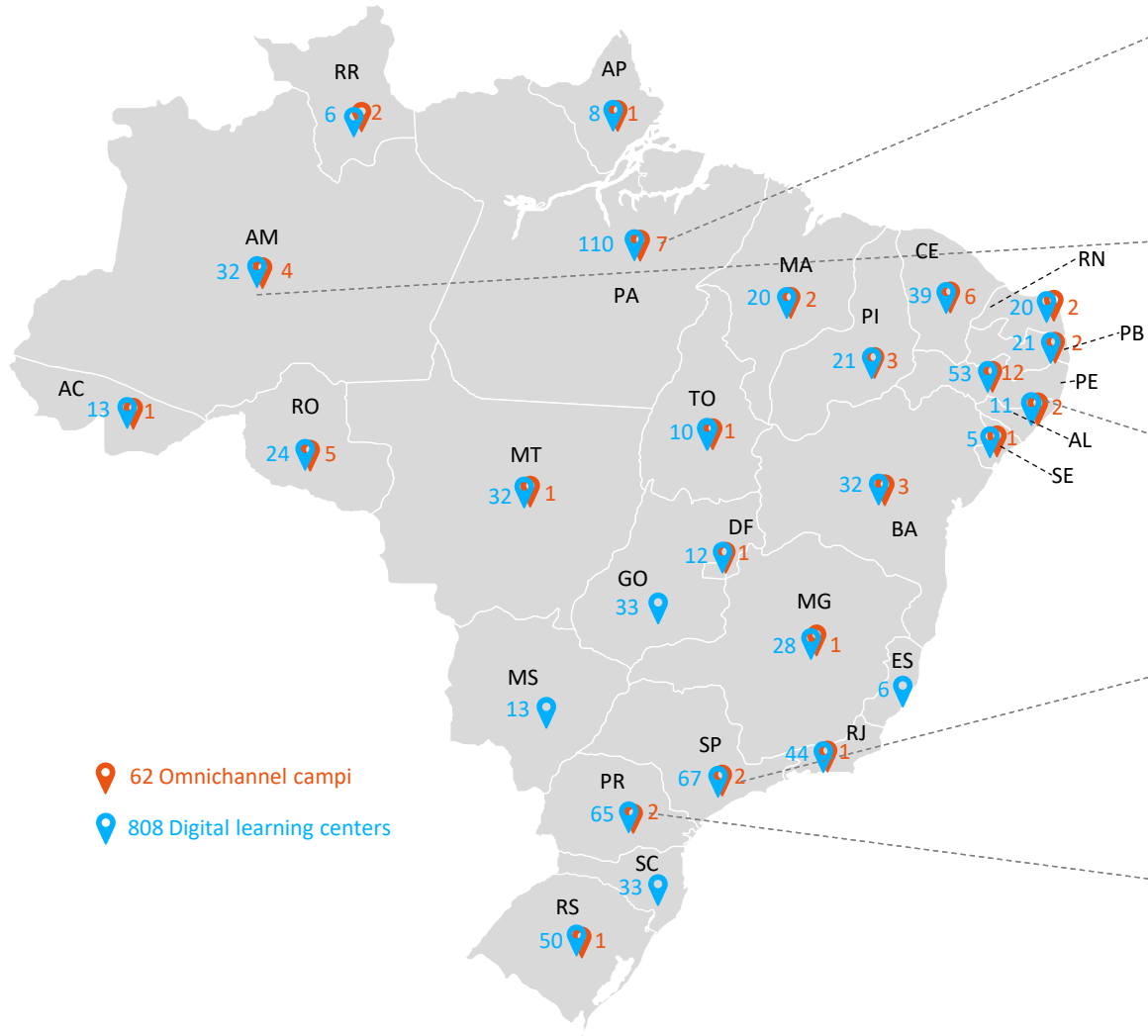
⁽¹⁾ LTM – Last twelve months

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

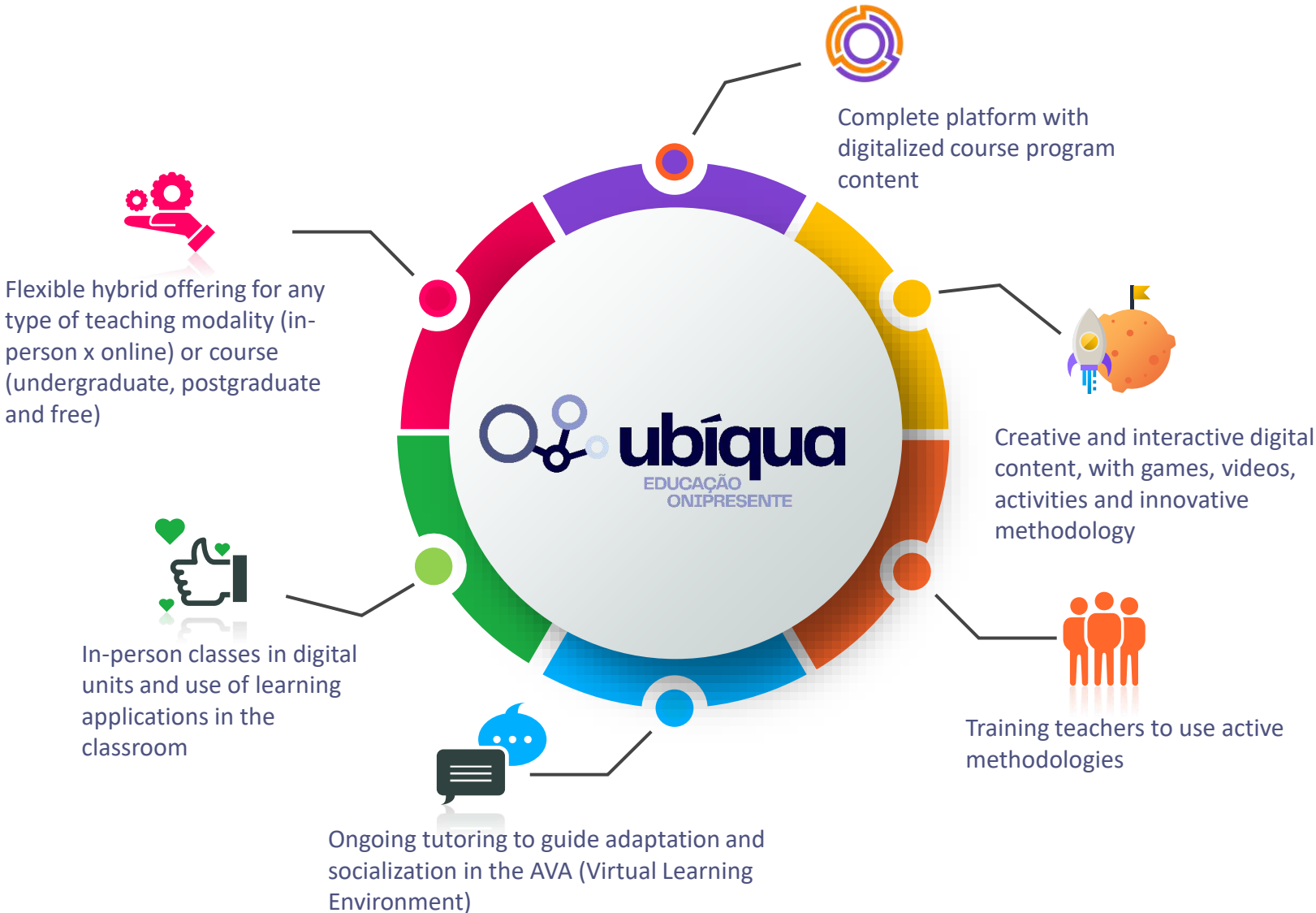


Professional social network



Management of exams and certificates for courses

Academic model with cutting-edge technology and pedagogy



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

 **sponsor**
by  **ubíqua**

Classes with renowned professionals in the market

 **ser experience**
by  **ubíqua**

Immersive experience in several locations in Brazil

 **navega**
by  **ubíqua**

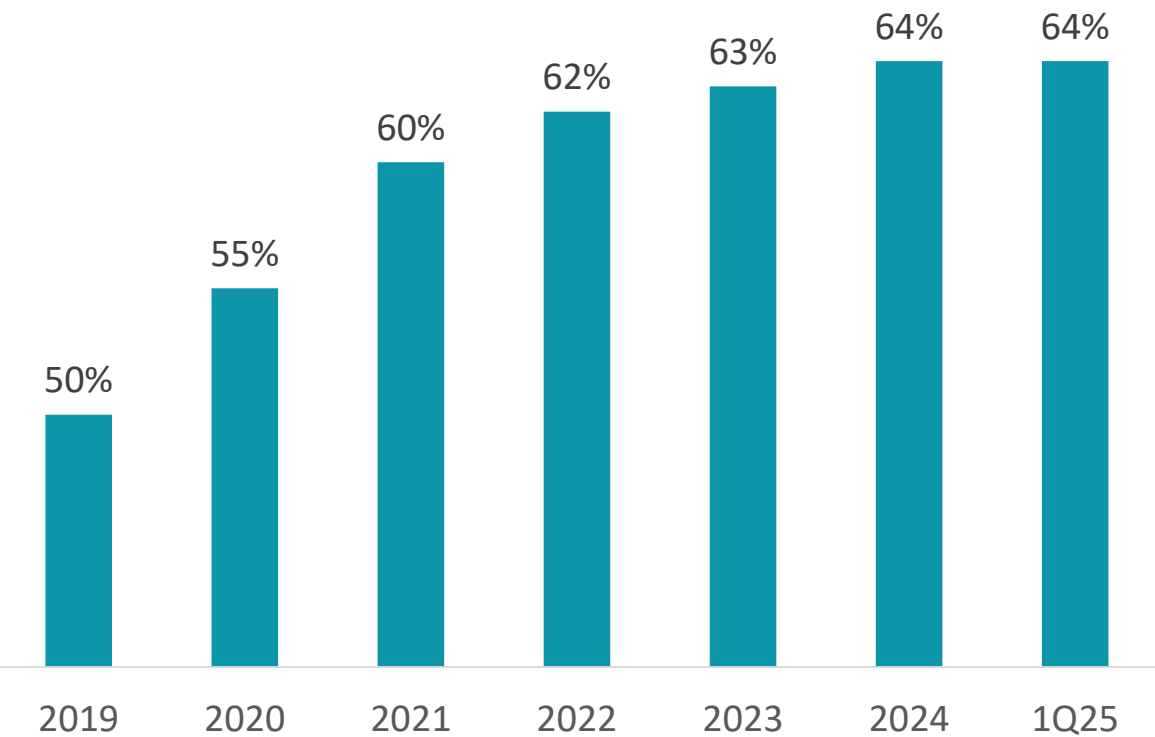
Connection with international influencers and institutions

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

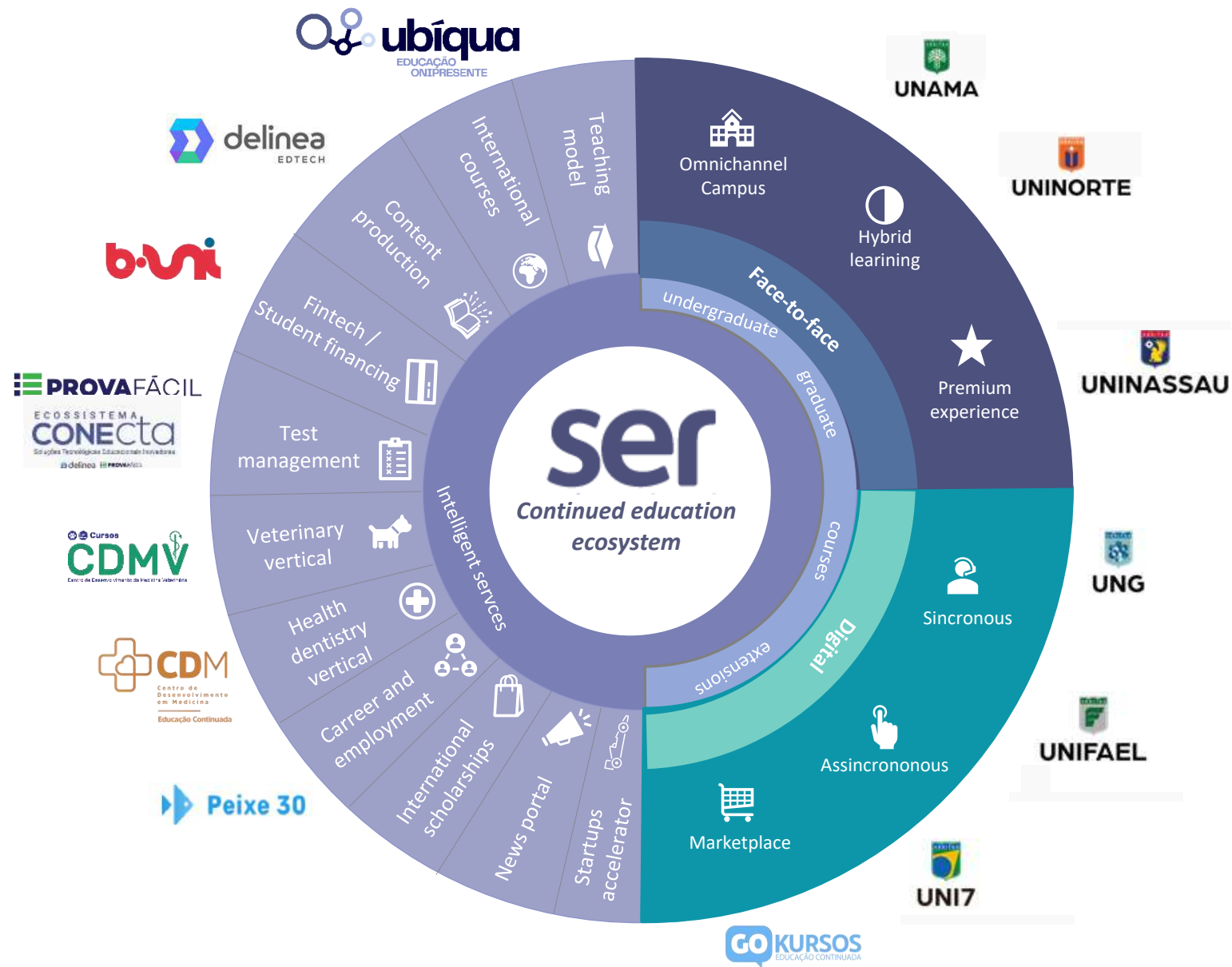
Participation of health courses in the hybrid learning student base



Health courses with the highest demand in hybrid education



Continuing education ecosystem increasingly complete



SOCIAL AND ENVIRONMENTAL ACTIONS



The Social and Environmental Governance Board at Ser Educacional was established in 2018 with the goal of integrating sustainability into the Company's management processes. Its primary focus is to drive the implementation of strategies aligned with the principles of sustainable development across social, environmental, and governance dimensions, in accordance with best practices in these fields. Positioned within the Company's organizational structure under the Executive Board of Education/ Executive Board of Operations, the Department operates strategically to engage all areas of the Company in setting guidelines that steer its sustainable growth.

With the creation of the Social and Environmental Governance Board, existing practices were consolidated into an ecosystem that promotes sustainability and social responsibility throughout Ser Educacional's value chain, involving students, employees, partners, suppliers, and the communities where the Company operates. This reinforces its commitment to sustainable development and strengthens ties with the regions in which it is present.

The socio-environmental practices reported here are part of strategic programs and projects, including:

1. Social Inclusion Programs for People with Disabilities
2. Social Distance Learning Program (EAD Social)
3. Ser Mulher Program (Women's Empowerment)
4. Humanitarian Action Programs
5. Environmental Programs
6. Academic Social Programs

The Sustainability Committee, approved in December 2024 by the Company's executive leadership and currently in the process of regulation, is an initiative aimed at promoting sustainable practices within the organization, with the goal of reducing the environmental impact of operations and raising awareness among employees about environmental issues.

Ser Educacional recognizes the importance of sustainability and socio-environmental development in its operations. The creation of the Sustainability Committee aims to raise awareness about sustainable practices and development within the Company, implement actions to reduce its environmental and social impact, and engage the entire community of employees, students, and local communities in sustainable initiatives.

Its implementation will enable the integration of social, environmental, governance, and territorial dimensions into SER Educacional's policies, processes, practices, and procedures, in alignment with the Institution's broader policies.

Strategic Programs and Projects

SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH DISABILITIES

Projeto 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. The project is currently being implemented in the cities of Recife, João Pessoa, Salvador, Guarulhos, Fortaleza, Maceió, Aracajú, São Luís, Manaus, Natal, Rio de Janeiro and Petrolina.

In 2024, the project benefited around 3,000 people with disabilities.



SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH DISABILITIES

Praia Sem Barreiras (Beach with no Barriers Project)

The Praia Sem Barreiras Project takes place on several beaches in Brazil. 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.



In 2024, the project served around 1,000 people with disabilities.



SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH DISABILITIES

Calçada Sensorial Itinerante (Itinerant Sensory Sidewalk Project)

The Calçada Sensorial Itinerante project aims to raise awareness in society, promote awareness and foster a culture of inclusivity by highlighting the importance of preserving and maintaining accessible public sidewalks. The initiative comprises a mobile structure of up to 20 modules, each measuring 2 meters in length, designed to simulate the irregularities of a bumpy sidewalk, commonly found on urban areas. Participants are invited to traverse the course using wheelchairs, canes and blindfolds, providing a tangible experience of the mobility challenges encountered daily by individuals with physical disabilities or reduced mobility, such as the elderly. By encouraging empathy and understanding, the project aims to inspire more inclusive urban planning and reinforce the need for accessible infrastructure in our communities.



SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH DISABILITIES

Esporte sem Barreiras (Sport without Barriers Project)

The “Sports Without Barriers” project aims to promote both physical and attitudinal accessibility in soccer stadiums, ensuring that people with disabilities can fully participate in sports experiences. In 2024, in partnership with Sport Club do Recife, the project conducted a technical inspection around the club's social headquarters to assess the needs of people with physical disabilities when accessing and leaving the stadium. The project also enabled, in partnership with Grão Bares e Eventos, the creation of a Braille menu at the restaurant located on the club's premises, promoting accessibility and inclusion for all blind or visually impaired individuals who wish to visit the establishment.



SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH DISABILITIES

2024 Parasurfing

Ser Educacional, through Instituto Ser Educacional and UNINASSAU, supported the CBSurf Cabedelo Parasurf 2024 tournament. Organized by the Brazilian Surfing Confederation (CBSurf), in partnership with the Paraíba Surfing Federation, the event was held from August 8 to 11 on Intermares Beach, in Cabedelo, Paraíba. The competition featured a fully accessible structure for both athletes and spectators to enjoy the event.

In total, 53 surfers — 41 men and 12 women — from eleven different states competed for a place on the Brazilian parasurfing national team. On this occasion, Ser Educacional provided physical therapy students to assist participants and also brought two key inclusion initiatives: Bike Without Barriers and Beach Without Barriers. During the event, attendees were able to engage with and benefit from these inclusive experiences. Overall, the initiative proved to be a highly meaningful, educational, and enriching moment for everyone involved.



From September 25 to 29, the Company also supported the second stage of the CBSurf Porto de Galinhas Parasurf 2024. During the event, UNINASSAU students provided physical therapy services to the athletes. In addition, the event featured the participation of the Bike Without Barriers and Sensory Sidewalk projects.

Strategic Programs and Projects

SOCIAL INCLUSION PROGRAM FOR PEOPLE WITH DISABILITIES

17th Edition of COSP

Instituto Ser Educacional was part of the Brazilian delegation at the 17th Session of the Conference of States Parties to the Convention on the Rights of Persons with Disabilities (COSP/CRPD), actively contributing to the advancement of social inclusion agendas, particularly with regard to the full and effective participation of persons with disabilities in the global context. The event, organized by the United Nations (UN), was held from June 11 to 13, 2024, in New York City. Reinforcing its commitment to SDG 10 – Reduced Inequalities and SDG 17 – Partnerships for the Goals, Instituto Ser Educacional expanded the impact of its Bike Without Barriers project internationally by donating two adapted bicycles to individuals in the United States with visual, physical, intellectual, or multiple disabilities, as well as reduced mobility. The delivery event took place at the headquarters of the NGO Mantena, in New Jersey, and was carried out with the support of the Brazilian Consulate in New York, in partnership with the Legion of Good Will (LBV) Brazil and the Women of Brazil Group. **This initiative reflects the Company's ongoing efforts to foster accessibility, dignity, and social equity beyond borders.**



Strategic Programs and Projects

SOCIAL DISTANCE LEARNING PROGRAM

The Social Distance Learning Program, carried out by institutions maintained by the Ser Educacional group, offers undergraduate, graduate and technical-professional scholarships, in the Distance Learning modality, for the most socially and economically vulnerable segments of our society. Currently, mothers who have children with rare diseases benefit from the Program, through the Mãe Esperança (Mother Hope) Project; people with quadriplegia, through the Mãos Livres (Hands Free) Project; young people in situations of economic vulnerability, through the Estudantes do Futuro (Students of the Future) Project; mothers deprived of liberty who have children under 12 years of age, through the Novas Histórias (New Historys) Project; people from the LGBTQIA+ segment, deprived of liberty, through the Novas Histórias LGBTQIA+ (LGBTQIA+ New Historys) Project; people with Autism Spectrum Disorder, through the Novas Histórias TEA (ASD New Historys) Project; and women victims of violence, through the Ser Mulher Program.

In 2024, the Tech Divas Program became part of Social Distance Learning Program. Tech Divas is an initiative of the Recife City Government's Secretariat of Economic Development (SDEC), aimed at increasing the participation of women in the city's technology ecosystem. Through a Technical Cooperation Agreement with the SDEC, Centro Universitário Maurício de Nassau – UNINASSAU, Graças campus, will offer ten (10) scholarships for digital undergraduate programs in the field of Information Technology to women from Recife who have completed technical training within the scope of the Tech Divas Program.



SOCIAL DISTANCE LEARNING PROGRAM

Projeto mãos livres (Hands-Free Project): Yoko Farias' Graduation Ceremony

In 2024, Yoko Farias, aged 40, a person with quadriplegia and beneficiary of the Hands-Free Project, graduated with a degree in Systems Analysis and Development from UNINASSAU Recife. Yoko's journey has been one of perseverance and resilience. Raised by her maternal grandmother, she endured the early loss of her mother to an aggressive form of cancer and found the strength to move forward.

“My grandmother and my mother have always been my greatest inspirations. Thanks to them, I learned to overcome challenges from an early age. The Hands-Free Project not only gave me access to higher education but is also a true ‘turning point’ for my entry into the job market,” said Yoko.



Strategic Programs and Projects

SOCIAL DISTANCE LEARNING PROGRAM

Projeto Novas Histórias (New Storys Project): Graduation Ceremony of Women deprived of their liberty

In September 2024, two women deprived of their liberty and participants in the New Storys Project graduated at the Women's Custody and Reintegration Unit (UCRF) in Ananindeua, earning degrees in Interior Design and Portuguese Language Teaching. The ceremony marked the conclusion of the “New Storys” Project, a partnership between the State Secretariat for Prison Administration (SEAP) and the Universidade da Amazônia (UNAMA), part of the Ser Educacional.



“This is a unique moment in my life — a moment of overcoming, of learning. Over these past three years, I’ve gained so much knowledge. I can say that today I feel accomplished, like I’ve fulfilled a duty. It means a lot to me. I’m very happy to be one of the first graduates here. It’s truly rewarding. Despite many challenges and battles, the taste of victory is wonderful — it’s priceless,” said Rosa Cravo, one of the graduates, at the end of the ceremony.

SOCIAL DISTANCE LEARNING PROGRAM

Projeto Estudantes do Futuro (Students of the Future Project): Graduation of Program Participants

In September 2024, 23 students from the project graduated in a ceremony held in Santana dos Garrotes, home to the Janguê Diniz Institute. The Students of the Future Project is a partnership between the Janguê Diniz Institute and UNINASSAU, aimed at providing digital undergraduate scholarships to young people from Santana dos Garrotes, in the state of Paraíba.

In 2024, 100 new scholarships were offered.



Strategic Programs and Projects

SER MULHER PROGRAM

Launched in 2023, the SER MULHER Program aims to support the intellectual, behavioral, and emotional development of women, especially those who are victims of domestic violence.



Training Courses on the Violeta Protocol

The Violeta Protocol, established under Law No. 19,061, an initiative of Recife's City Council and sanctioned by the City Hall, seeks to combat violence and sexual harassment in bars, restaurants, hotels, gyms, and similar establishments. Professionals working in these sectors receive training and educational courses on the topic. These training courses are provided free of charge by Ser Educacional and are supported and promoted by ABRASEL/PE (Brazilian Association of Bars and Restaurants – Pernambuco), ABIH/PE (Brazilian Hotel Industry Association – Pernambuco), and CREF (Regional Council of Physical Education).

In 2024, approximately 3,000 individuals were trained.



SER MULHER PROGRAM

Projeto Sinal Vermelho (Red Light Project)

The Sinal Vermelho project aims to accelerate the resolution of femicide cases registered in the state of Pernambuco, Brazil. To support this effort, students from UNINASSAU – Centro Universitário Maurício de Nassau Recife, who are part of V3l0z, the university's software development academy of the Higher Education Institution (IES), created the 'Sinal Vermelho' tool. Through the tool, family members and friends interested in registering cases of femicide should access <http://sinalvermelho.uninassau.edu.br/> and fill in the necessary information, such as the case number, victim's name, year of the femicide and the name of the person responsible for filling it out. Once registered, each case will receive a color to indicate whether it is recent or old: white, from zero to twelve months; yellow, between one and four years; and red, over four years. The action is a partnership between UNINASSAU and the Banco Vermelho Institute (IBV), with the support of the Court of Justice of Pernambuco - TJPE. In 2024, the first case tracked through the tool was tried, resulting in a 26-year prison sentence for the defendant.

SER MULHER PROGRAM

Projeto Banco Vermelho (Red Bench Project)

Ser Educacional supports the Red Bench Project, a campaign to end violence against women. The initiative is part of the international Red Bench Movement, which raises awareness against femicide. Each bench features a unique message addressing the issue, encouraging people to sit, reflect, stand up, and take action. In addition, each unit includes a QR code that links to the movement's Instagram account (@bancovermelho), where users can find information about the project, support resources for victims, reporting channels, and a list of the initiative's partners. In 2024, to raise awareness within the academic community and promote dialogue on the topic, Ser Educacional supported the installation of giant red benches and mini benches across its campuses. This initiative is carried out in partnership with the Instituto Banco Vermelho (Red Bench Institute).



SER MULHER PROGRAM

Zero Femicide Caravan

The Zero Femicide Caravan is part of the guidance and support axis of the Ser Mulher Program. This mobile initiative offers legal and psychological counseling to women victims of violence, provided by faculty members from the Law and Psychology programs at Ser Educacional's institutions. The Caravan also distributes the Maria da Penha informational booklet, delivers educational materials, and promotes dialogue circles focused on breaking the cycle of violence.



SER MULHER PROGRAM

Projeto Espaço Seguro (Safe Space Project)

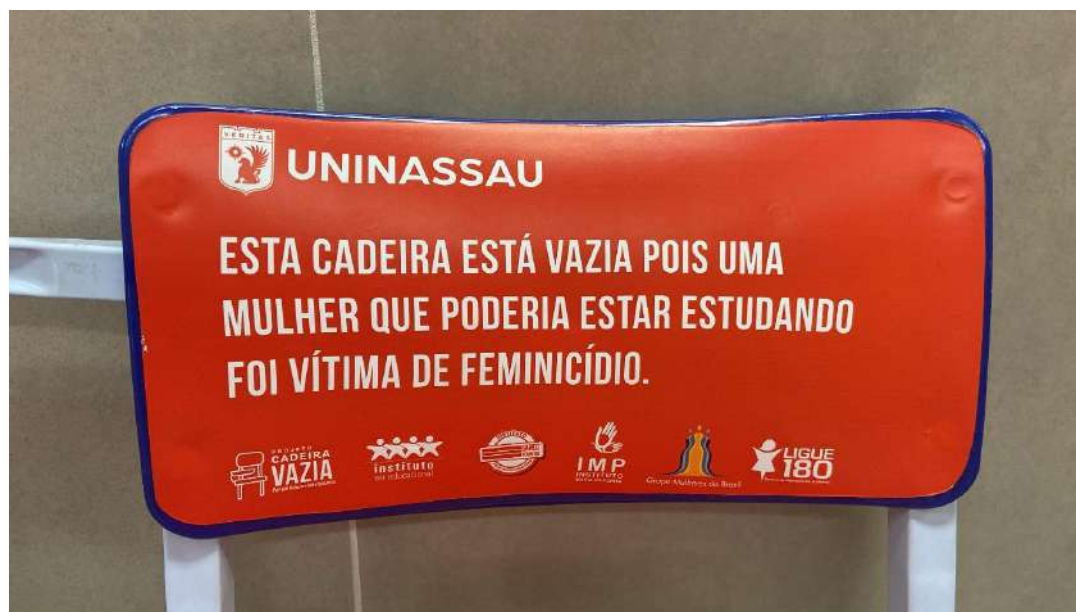
The Safe Space Project is part of the guidance and support axis of the Ser Mulher (Being a Woman) Program and aims to transform Ser Educacional's campuses into spaces of opportunity to welcome, assist, and inform women experiencing violence about their rights and how to access public services available through the official women's protection network. To achieve this, employees across all Ser Educacional units have been trained to provide appropriate support, guidance, and referrals to the relevant support services for women in situations of violence. The project was officially launched on December 9 at UNINASSAU Dorotéia, in Fortaleza, with the presence of human rights activist Maria da Penha.



SER MULHER PROGRAM

Projeto Cadeira Vazia (Empty Chair Project)

The Empty Chair Project is part of the awareness and social mobilization axis of the Ser Mulher (Being a Woman) Program. In every classroom across all Ser Educacional campuses, an empty chair symbolizes a woman who was a victim of femicide, someone who could have been sitting there. Each chair is marked with the project's message and a QR code linking to information about the Ser Mulher Program and available support channels for victims of violence. The project was launched on December 6, 2024, at UNINASSAU Recife.



HUMANITARIAN ACTION PROGRAM

SOS Rio Grande do Sul

Ser Educacional, through the Instituto Ser and its higher education institutions, launched the SOS Rio Grande do Sul campaign in support of the victims of the floods. In 2024, the state was severely affected by heavy rainfall, which caused widespread destruction in cities, neighborhoods, and homes, leaving a portion of the population in a situation of social vulnerability and in urgent need of basic survival supplies.

- 25,763kg of food
- 6,367l of water
- 47,020 pieces of clothing
- 2,392 pairs of shoes
- 82 units of mattresses
- 1,277 units of blankets
- 2,736 units of warm clothing
- 6,208 units of soap
- 418 units of towels
- 1,798 units of diapers
- 2,500kg of ration
- 3,800 units of toothbrushes
- 3,800 units of toothpaste



ENVIRONMENTAL PROGRAMS

Waste reduction actions

The Social and Environmental Governance Department has undertaken several waste reduction actions aimed at minimizing improper disposal, promoting reverse logistics, and raising awareness within the academic community. These actions include the installation of collection points for end-of-life electronics, batteries, and portable power cells, as well as bins for expired medications, among others. In 2024, cleanup drives and sample waste collection activities were carried out in partnership with the Limpa Brasil Institute.



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 2024, 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 nearly 20 tons of waste.



MUDAS DE
REFLORESTAMENTO
DOADAS PELO
PROJETO


plantando
futuro



Plantio: 29/11/2024

O Grupo Ser Educacional, através da UNINASSAU, em parceria com o Colégio Agrícola Dom Agostinho Ikas da UFRPE (CODAI/UFRPE) e a Prefeitura de São Lourenço da Mata, tem o prazer de convidá-lo para o lançamento do plantio inicial do **Projeto Plantando o Futuro**, no dia 29 de novembro de 2024, às 10h, no CODAI de São Lourenço da Mata (Rodovia PE-05, Km 25, Nº 4000, Trilma - São Lourenço da Mata/PE).

Este projeto visa promover o reflorestamento, a preservação ambiental e o desenvolvimento sustentável, contribuindo para a recuperação de áreas degradadas e o combate às mudanças climáticas.

Sua presença será essencial para celebrarmos juntos esse importante passo rumo a um futuro mais verde e sustentável.



ENVIRONMENTAL PROGRAMS

Projeto Plantando Futuro (Planting the Future Project)

On November 29, Ser Educacional, through UNINASSAU, launched the Planting the Future project. The initiative was carried out in partnership with the Dom Agostinho Ikas Agricultural School (CODAI/UFRPE) and the Municipality of São Lourenço da Mata. The project takes place at CODAI and is part of the state-level Plantar Juntos program, led by the Secretariat for the Environment, Sustainability and Fernando de Noronha (SEMAS/PE).

Through its Green Friday conscious consumption campaign, UNINASSAU donated 1,000 native tree seedlings, equivalent to the number of student enrollments completed on November 24, during its Black Friday campaign. The initiative aims to support reforestation, environmental preservation, and sustainable development by contributing to the recovery of degraded areas.

CODAI is responsible for the planting area, monitoring, fertilization, and irrigation. In partnership with the School, UNINASSAU promotes research and publications on the planted species and their development. Meanwhile, the municipality provides workers for planting activities and for delivering environmental education in local schools.



ENVIRONMENTAL PROGRAMS

XIII Maurício de Nassau International Marathon: Carbon Neutral Compensation

On September 29, UNINASSAU – Maurício de Nassau University Center in Recife hosted the 13th edition of the Maurício de Nassau International Marathon. This year's event was held in partnership with Kroma Energia, **which offset more than 3.5 tons of carbon emissions generated by the race.** The initiative aimed to neutralize greenhouse gas (GHG) emissions associated with the event. Kroma conducted a detailed emissions inventory and acquired the necessary carbon credits to fully offset the environmental impact of the marathon. The compensation process was finalized after a comprehensive calculation of all emissions, including transportation of participants and staff, energy consumption, and waste generation.



Each carbon credit acquired by Kroma represents the offset of one metric ton of CO₂. These credits are essential for financing environmental projects aimed at reducing or removing greenhouse gases from the atmosphere, including reforestation initiatives and the development of renewable energy.





ENVIRONMENTAL PROGRAMS

Representation on State and Municipal Environmental Councils (CONSEMA and COMAM)

Maurício de Nassau University Center – UNINASSAU, an educational institution of the Ser Educacional Group, holds a seat on both the State and Municipal Environmental Councils. The Company considers this participation highly significant, recognizing these forums as legitimate spaces for knowledge exchange, collaborative dialogue, and the development and oversight of public policies focused on environmental matters..

Representation on the Management Committee of the Projeto Orla

UNINASSAU is also a member of the Management Committee of the Projeto Orla (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.

Strategic Programs and Projects



ZOO UNAMA is the only zoo in Brazil maintained by a University Center and which works directly to preserve Amazon fauna. Most of the animals that arrive in space are found on highways – some seriously injured as a result of accidents – or victims of mistreatment in captivity. Currently, ZOO UNAMA occupies a 149 hectare area, loaned by the Ministry of Defense/Army.



Strategic Programs and Projects

ENVIRONMENTAL PROGRAMS

ZooUNAMA

ZooUNAMA, located in Santarém, Pará, was established with the purpose of promoting the conservation of Amazonian wildlife and fostering environmental education. Founded in 1997, the Zoo is part of Ser Educacional's academic ecosystem through UNAMA – Universidade da Amazônia, serving as a space for teaching, research, and community outreach. Since its inception, ZooUNAMA has become one of the leading wildlife conservation centers in the Amazon region. It is home to a wide variety of native species, including some that are endangered, and engages in activities such as animal rescue and rehabilitation, sustainable management programs, and captive breeding projects.



ENVIRONMENTAL PROGRAMS

ZooUNAMA

Conservation and Research

Species Conservation

ZooUNAMA's species conservation program follows the guidelines established by the Brazilian Association of Zoos and Aquariums (AZAB), with a focus on the preservation of endangered species and the promotion of sustainable actions to support biodiversity. The program encompasses a range of strategies, from the preservation of local species to participation in captive breeding initiatives and the reintroduction of animals into their natural habitats. ZooUNAMA currently houses 216 animals native to the Amazon region. In 2024, a total of 270 specimens were received, encompassing three major taxonomic groups: reptiles, birds, and mammals. These animals were rescued from various situations, including seizures carried out by environmental authorities. Each group represents a significant part of Amazonian biodiversity, underscoring the essential role the zoo plays in the conservation and rehabilitation of regional wildlife.

- Specimens received: 270 (reptiles, birds, and mammals)
- Endangered animals under care: 60 individuals from 10 species
- Animals reintroduced into the wild: 10 (3 turtles, 1 boa constrictor, 1 alligator, 3 ducks)
- Ongoing research projects: 2 (Manatee Project and Tapajós Snakes Project)
- Published studies: 1 (in collaboration with universities and institutions)
- External audit: 1 (AZAB – 2023)

ENVIRONMENTAL PROGRAMS

ZooUNAMA

Education and Community Engagement

In 2024, ZooUNAMA reaffirmed its role as one of the leading centers for visitation and environmental education in the region, welcoming a total of 22,822 visitors. Among them, 11,169 were paying visitors, reflecting strong public interest in learning about biodiversity and the zoo’s initiatives. Additionally, 7,339 non-paying visitors were received, including groups eligible for free admission, members of partner communities, and participants in special events organized by the Zoo.

Total visitors: 22,822

- Paying: 11,169
- Non-paying: 7,339

A noteworthy highlight was the significant number of 4,314 educational visits, involving schools, universities, and outreach programs. This demonstrates ZooUNAMA’s strong commitment to environmental education. These visits enriched the learning experiences of children, youth, and adults, offering immersive opportunities to explore conservation, sustainability, and Amazonian wildlife.

Educational visits: 4,314

- Schools Reached: 100
- Events and academic activities held: 4 (including ZooUNAMA Immersion and lectures)



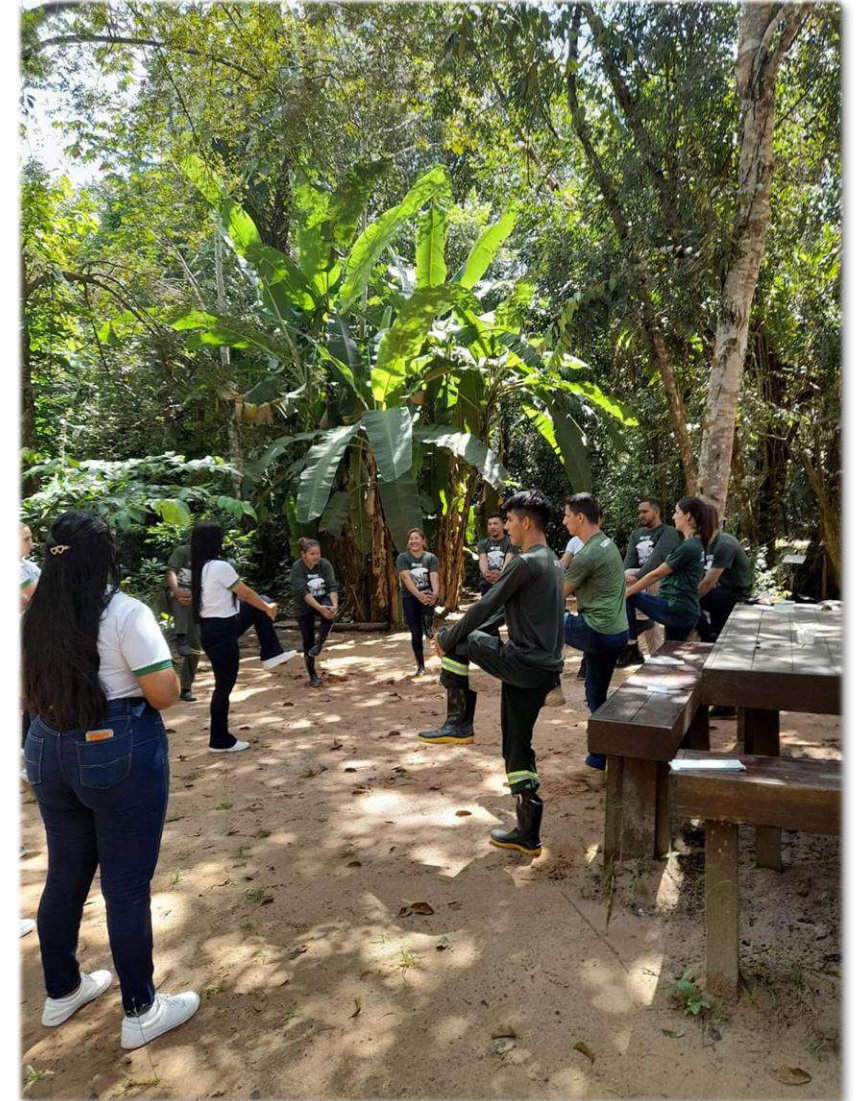
ENVIRONMENTAL PROGRAMS

ZooUnama

Academic Activities

ZooUNAMA is committed to education, research, and environmental conservation, and regularly opens its doors to students and researchers from both local and national universities, reinforcing its role as a space for learning and knowledge exchange. The Zoo also offers a dedicated internship program for Veterinary Medicine students, providing hands-on experience in the management of wildlife in a real-world setting.

In addition, internship opportunities are available for students enrolled in other programs offered by UNAMA – Centro Universitário da Amazônia – including Biology, Biomedicine, Psychology, Education, Civil Engineering, Architecture, among others. Exclusively for students from Ser Educacional institutions, this program reflects the organization's commitment to integrating theory and practice, while supporting students' academic and personal development. **Currently, UNAMA hosts four university students completing their curricular internships.**



Positive environmental impacts achieved through the use of renewable energy



Period	CO ₂ Avoided, <i>Tons</i>	Coal Saved, <i>Tons</i>	Trees Planted, <i>Units</i>
2022	480.09	404.29	656.97
2023	745.28	627.60	1,019.86
2024	798.77	672.65	1,093.06
Total	2,024.14	1,704.54	2,769.89



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 1.7 GWh of **clean energy** in 2024.

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

The concern with sustainable development made Ser Educacional to invest in a solar plant in Pernambuco, which has been generating clean energy for the Company since 2022. invest R\$ 4.5 million in a solar plant in Pernambuco. The plant supply all the low voltage units that are part of Ser Educacional and are located in Pernambuco, in addition to some high voltage units that are not yet on the Free Energy Market, also contributing to reducing the Company's costs and generating environmental gains with the increased use of natural resources and the decrease in deforestation and emission of polluting gases.

Solar Energy – Compensation			
Month	Energy Offset (kWh)	Amount Saved (BRL)	BRL/kWh
jan/24	97,388	77,061	0.79
Feb/24	133,120	119,901	0.90
mar/24	150,472	137,437	0.91
Apr/24	143,736	131,063	0.91
May/24	143,173	128,294	0.90
jun/24	109,757	100,723	0.92
jul/24	78,080	61,513	0.79
Aug/24	130,868	113,887	0.87
Sep/24	176,707	187,184	1.06
Oct/24	209,829	229,576	1.09
nov/24	194,104	196,557	1.01
Dec/24	133,714	154,852	1.16
Total	1,700,948	1,638,049	0.95

RESULTS

Results of the Academic Social Calendar and Extension Activities Indicators

The academic social calendar is part of Ser Educacional’s social responsibility policy, being presented annually to its units, with an agenda aimed at carrying out its programs, projects and social campaigns. Its performance depends on the involvement of the entire academic community. Students, unit principals, course coordinators, marketing team, teachers, all are key in the process of carrying out their activities. The results of the Academic Social Calendar and the extension actions are consolidated in the indicators below.

SOCIAL INDICATORS	2022	2023	2024*
Number of events held	12,474	14,772	89,245
Number of students attending	102,074	126,968	326,315
Number of teachers involved	6,984	7,014	9,400
Number of people directly benefited	536,249	577,246	1,354,367

* In 2024, there was an increase in indicators due to the implementation of curricular extension in all courses, as determined by the Ministry of Education (MEC).

Strategic Programs and Projects

ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Capacita

The Capacita Project aims to offer free courses to the general public during the months of January and July, addressing market demands and creating opportunities for income generation. The program also includes technical courses designed specifically for university students.

In 2024, more than 200 thousand places were offered in free professional qualification courses.



Strategic Programs and Projects

ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Trote Legal 2024.1

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.

In 2024, more than 22,000 kg of donations were collected.



Strategic Programs and Projects

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.

In 2024, approximately 6,500 individuals with Down syndrome benefited from the initiatives carried out.



Seminário de abertura

Grupo de estudo
PSICOLOGIA E
Relações Raciais

Palestra: Educação Antirracista

Data: 28/03 às 15h

Local: Uninassau Olinda

Palestrante: Dra. Palloma Trindade

Presidente da Comissão de Igualdade Racial OAB Olinda

Líder do Comitê de Igualdade Racial - GMB Recife.



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.



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Ser Leitor (Be a Reader Project)

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



Strategic Programs and Projects

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.



Strategic Programs and Projects

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.



Strategic Programs and Projects

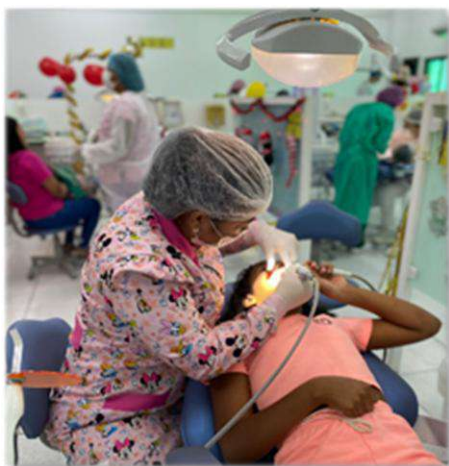
ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

National Pedagogical Practices Task Force

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

In 2024, the initiative mobilized approximately 7,000 students to provide social and healthcare services, directly benefiting people in the communities in which Ser Educacional operates.



Strategic Programs and Projects



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Ser Sustentável (Ser Sustainable Project)

The Ser Sustentável Project is an initiative by Ser Educacional held in June to commemorate World Environment Day, celebrated on June 5. The project aims to promote environmental awareness and education by encouraging sustainable practices among students, faculty, and the entire academic community. The occasion serves to celebrate nature and mobilize efforts to protect our planet, addressing key issues such as conservation, biodiversity, and climate change.

ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Ação Tropical/Dia Mundial de Limpeza Tropical Action / World Clean Up Day)

The Tropical Action Project / World Cleanup Day aims to raise awareness about the importance of environmental care, encouraging reflection on citizenship and collective responsibility while promoting guidance on maintaining urban and coastal cleanliness. In 2024, as in previous years, Ser Educacional's institutions joined forces with the Limpa Brasil Institute to participate in the World Cleanup Day Campaign, held on September 20.

In 2024, approximately 1,250 tons of waste were collected, with the engagement of around 620,000 volunteers.





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.



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

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.



Strategic Programs and Projects



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Faculdade na Comunidade (College in the Community Project)

The College in the Community Project aims to foster actions that strengthen the relationship between academia and local communities, encouraging active community participation in academic life. In turn, the academic institutions are expected to be genuinely committed to improving the quality of life in these communities by sharing their knowledge and expertise. For over ten years, Ser Educacional, through its educational institutions, has carried out this initiative, benefiting thousands of people through social services such as blood pressure checks, nutritional assessments, legal guidance, stretching workshops, physical therapy with exercise balls, accounting consulting for individual entrepreneurs, educational lectures, oral hygiene instruction, psychological support, household budgeting, among others.

In 2024, students from Ser Educacional's institutions provided thousands of social and healthcare services to the community.



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Projeto Lendas (Semana da memória cultural, da produção artística e do patrimônio cultural)
(Legends Project: Week of cultural memory, artistic production and cultural heritage)

The Legends Project 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.





ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Semana da Consciência Negra

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.



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

World Day of Remembrance for Road Traffic Victims

The World Day of Remembrance for Road Traffic Victims is observed annually on the third Sunday of November, 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.



ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

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.



Strategic Programs and Projects

ACADEMIC SOCIAL PROGRAMS

Academic Social Calendar Projects

Solidarity Christmas

The Solidarity Christmas project aims to engage the academic community in donating toys, clothing, food, and other items to help ensure a joyful Christmas for families facing social and economic vulnerability.



JUL 2024

DOM	SEG	TER	QUA	QUI	SEX	SÁB
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

03 - DIA NACIONAL DE COMBATE À DISCRIMINAÇÃO RACIAL
13 - DIA DO ESTATUTO DA CRIANÇA E DO ADOLESCENTE
14 - DIA DA LIBERDADE DE PENSAMENTO
15 - DIA INTERNACIONAL DO JOVEM
17 - DIA DE PROTEÇÃO AS FLORESTAS
30 - DIA INTERNACIONAL DA AMIZADE

• Capacita 2024.2 – Ação do Calendário Social Acadêmico
* Aluno, procure a coordenação do seu curso para maiores informações e participe!



UNINASSAU UNAMA UNG UNINORTE UNIFAEEL UNI7

Grupo Ser Educacional



17 – DIA DE PROTEÇÃO AS FLORESTAS

No dia 17 de julho é celebrado em todo o mundo o Dia de Proteção às Florestas. A data tem como objetivo sensibilizar a população da preservação das maiores florestas presentes em todo o planeta, tir de várias espécies de árvores e plantas. Aproximadamente 20% dessas espécies vivem no Brasil, em especial na Floresta Amazônica, e estão constantemente ameaçadas pelo desmatamento, uma das grandes causas de destruição de florestas no país.

A data é uma oportunidade para ressaltar o papel das florestas no ecossistema: fornecimento de água, alimentos e medicamentos, sequestro de carbono, regulação do clima e controle de erosões, entre outros. Elas também são fundamentais para a manutenção da biodiversidade, desempenham funções sociais e econômicas importantes aos seres humanos.

Confira algumas ações que contribuem para a preservação das florestas e que qualquer cidadão pode fazer:

- Optar por produtos fabricados com madeiras de reflorestamento;
- Informar os setores públicos das empresas de que consome;
- Dar sempre prioridade para o uso de papéis reciclados.

2024 INCLUSIVE CALENDAR

Ser Educacional and the Ser Educacional Institute annually publish their Inclusive Calendar, aimed at promoting awareness and encouraging reflection on commemorative dates related to environmental issues, diversity, and inclusion. Through the communication platforms of the Company's institutions, the Inclusive Calendar is shared with students, employees, and all individuals connected, directly or indirectly, to Ser Educacional's ecosystem.

DEZ 2024

DOM	SEG	TER	QUA	QUI	SEX	SÁB
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

14 – DIA NACIONAL DE COMBATE À POBREZA

O Dia Nacional de Combate à Pobreza é comemorado em 14 de dezembro.

A data tem o objetivo de conscientizar a sociedade sobre o elevado número de pessoas que ainda estão vivendo na extrema pobreza, segundo a miséria, fome crônica e violência.

A definição oficial de pobreza e extrema pobreza usada pelo Estado brasileiro é dada segundo o Decreto nº 5.209, de 17 de setembro de 2004, e suas alterações posteriores. Esse decreto regulamentou a Lei nº 10.836, de 9 de janeiro de 2004, a qual criou o Programa Bolsa Família. De acordo com o artigo 10 do decreto, a pobreza e a extrema pobreza são caracterizadas por uma renda familiar per capita de até R\$ 154,00 e R\$ 77,00, respectivamente.

A pobreza extrema é considerada um crime contra os Direitos Humanos, e todos os governos devem assegurar que os seus habitantes vivam com qualidade de vida e dignidade.

03 - DIA INTERNACIONAL DAS PESSOAS COM DEFICIÊNCIA
05 - DIA INTERNACIONAL DO VOLUNTÁRIO
06 - DIA NACIONAL DE MOBILIZAÇÃO DOS HOMENS PELO FIM DA VIOLENCIA DOMÉSTICA CONTRA A MULHER
09 - DIA INTERNACIONAL CONTRA A CORRUPÇÃO
10 - DIA DA DECLARAÇÃO UNIVERSAL DOS DIREITOS HUMANOS
10 - DIA DA INCLUSÃO SOCIAL
13 - DIA NACIONAL DO CEGO
14 - DIA NACIONAL DE COMBATE À POBREZA

• Natal Solidário – Ação do Calendário Social Acadêmico
* Aluno, procure a coordenação do seu curso para maiores informações e participe!



UNINASSAU UNAMA UNG UNINORTE UNIFAEEL UNI7

Grupo Ser Educacional

CALENDÁRIO INCLUSIVO

2024





UNINASSAU UNAMA UNG UNINORTE UNIFAEEL UNI7

Grupo Ser Educacional

XIII Maurício de Nassau International Marathon

The Company is deeply committed to sports as a means of fostering citizenship and personal development. UNINASSAU has established itself as a leading institution in university athletics in Brazil, having won the Pernambuco University Games seven times, the Brazilian University Games (JUBs) twice, and the CBDU Efficiency Trophy twice, thus consolidating its position as one of the best university sports institutions in the country. Over the years, many student-athletes have not only graduated but also achieved recognition in both their sports careers and professional lives, with several participating in the Pan American and Olympic Games.

Aligned with this philosophy, Ser Educacional launched the Maurício de Nassau International Marathon in Recife, which reached its 13th edition in 2024. This year, the event once again partnered with Kroma Energia, which offset more than 3.5 tons of carbon emissions generated by the event. Beyond promoting physical activity, Ser Educacional also aimed to deliver a more sustainable event. Under the theme “Get Ready to Break Your Own Records,” the race featured multiple distance categories—5km, 10km, 21km, and 42km—welcoming both amateur and professional runners. Categories were thoughtfully designed to ensure broad representation, including the general public, university students, and people with disabilities (PwD). The inclusion of PwD participants held particular significance, serving as a powerful symbol of inclusion and resilience in sports. By fostering an inclusive environment, the event reinforced values of equality, accessibility, and social responsibility.



- 30 athletes selected to represent Brazil in various national and international competitions.
- Over 200 medals won.
- Three athletes at the Paris Olympics and two Paralympics.
- Elected the best university for university sports in Pernambuco for the 18th time.
- Seventh Efficiency Trophy title, being the first university in Brazil to win this title.



Pernambuco University Games: 18th state title

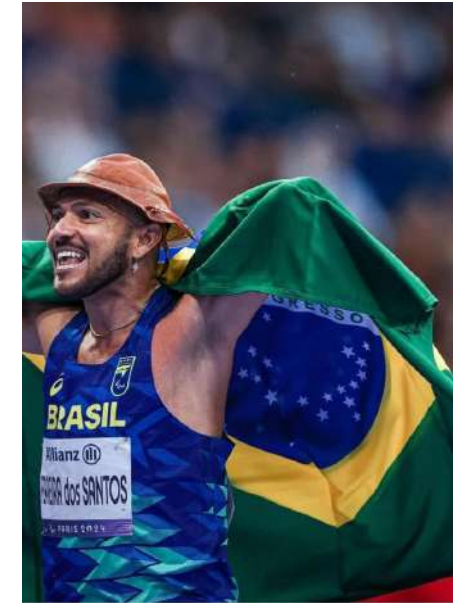
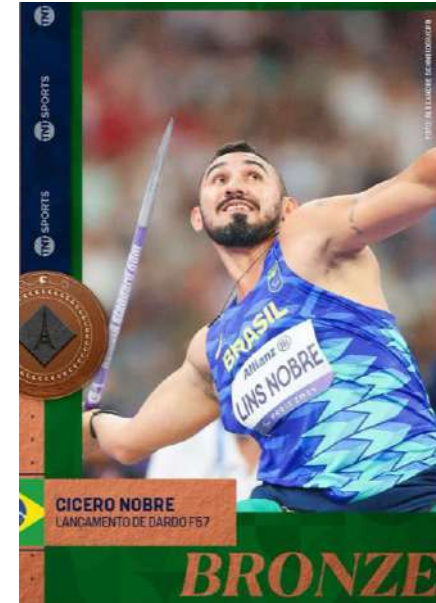




UNINASSAU - 2nd place in the Brazilian University Games (JUBs) in the categories of men's and women's Rugby, women's Football and men's Fut 7.



UNINASSAU - Coach Abraão Nascimento and athletes Sarah Suelen, Ingrid Iohanna, Jackson Amaral and João André have been called up to represent Brazil at BRICS 2024.



Olympics and Paralympics - Carol Pires, Petrúcio Ferreira, Cicero Nobre, José Fernando “Balotelli” and João Marcelo representing Brazil and Ser Educacional.



Brazilian University Games (JUBs) Brasília - 118 medals in various sports

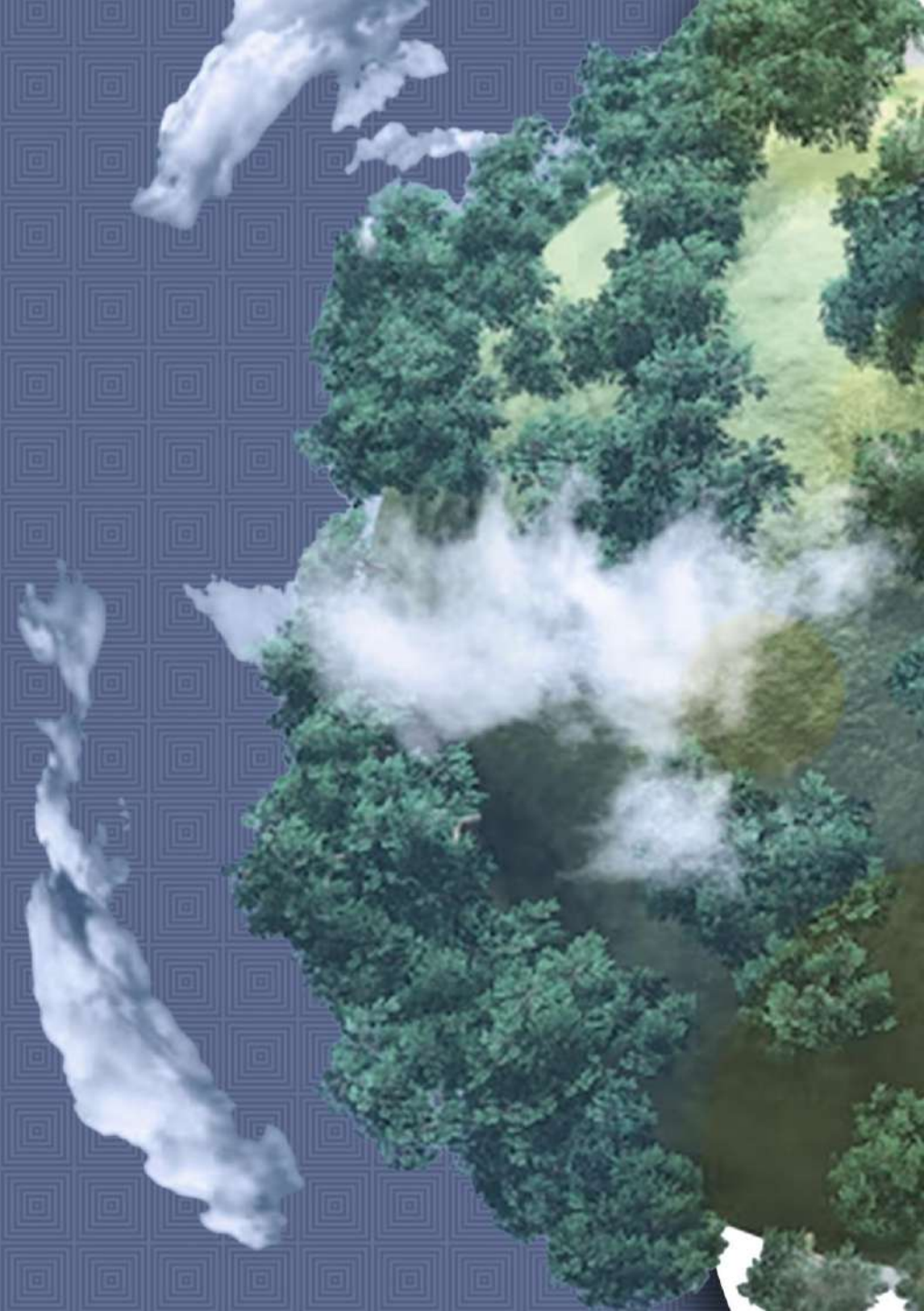


Trophy for the best institution in University Sports in Pernambuco.



Award for Best University in Brazil in 2024

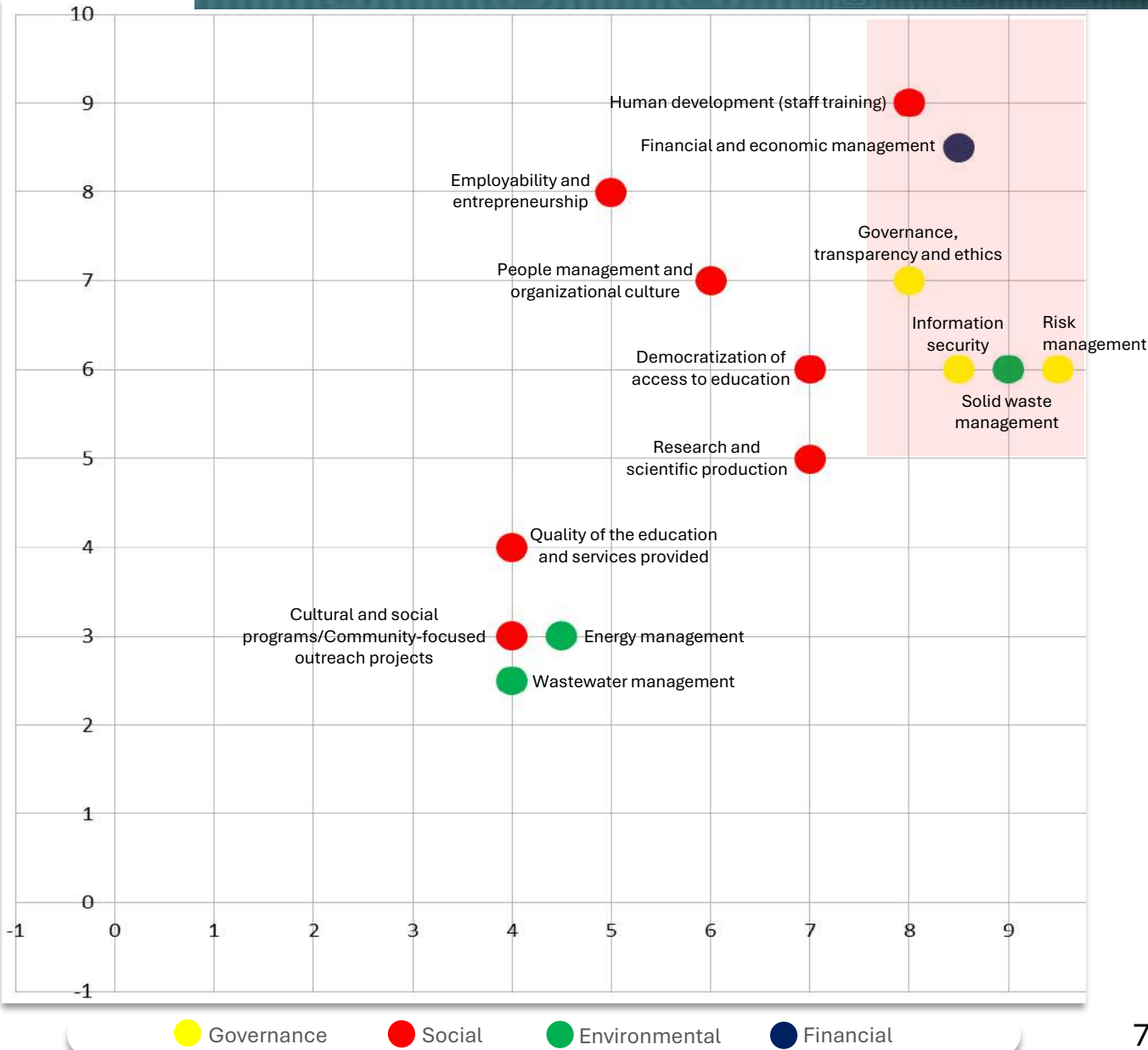
ESG REPORT



About the Report

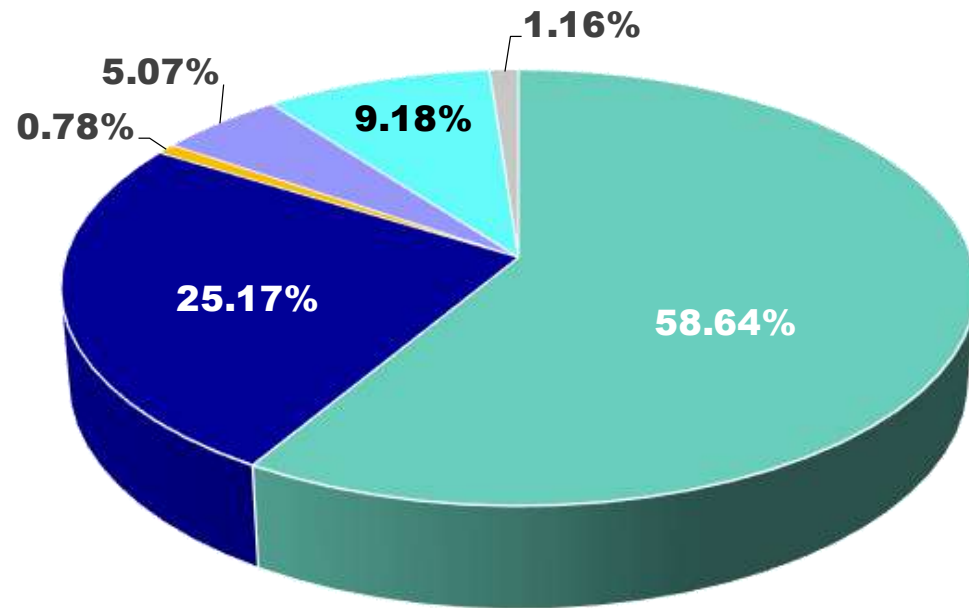
We present Ser Educacional's seventh ESG Report, aimed at helping our investors and stakeholders assess how we are managing environmental, social and corporate governance factors.

Economic, social, governance and environmental performance of Ser Educacional is presented in a systemic manner and linked to SDGs (Sustainable Development Goals). The “Core” option selected is in compliance with the guidelines of GRI (Global Reporting Initiative) Standards. This report describes results and actions achieved during 2024. The process used to define the content and the boundaries of material aspects included an assessment carried out by an external consulting firm in relation to market and benchmarking.



MANAGEMENT AND CORPORATE GOVERNANCE





- Sophos 2 Fundo de Investimento em Ações
- Free Float
- Management Shares
- JPMorgan Chase & CO.
- Vokin - VKN Administração de Recursos Ltda.
- Treasury Shares

Rights of shareholders and minority shareholders

1

Dividend policy provides for semiannual distribution of at least 30% of net income

2

100% tag along

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 6 members, 4 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;
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;
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;
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;

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 2024	10
Attendance Percentage	100%
Total Number of Members	5
Independent Members	3
Age (minimum, average, maximum)	2024 Minimum: 49, Average: 66, Maximum: 74
Breakdown by Gender	Men: 80% Women: 20%
Compensation (minimum, Average, maximum)	Minimum: R\$ 300,0 mil Average: R\$ 736,2 mil Maximum: R\$ 2.481,2 mil
Performance assessment of the Board of Directors	Annual

Member	Position	Age	Genre	External	Independent	Experience/ Industry
José Janguê Bezerra Diniz	Chairman of the Board	61	Masculine	No	No	Education and Law
Herbert Steinberg	Independent Vice-Chairman of the Board	70	Masculine	Yes	Yes	Pharmaceutical Industry and Financial Market
Francisco Muniz Barreto	Independent Board member	55	Masculine	Yes	Yes	Financial Market
Iara de Moraes Xavier Braga	Independent Board member	71	Feminine	Yes	No	Education and Health
Flávio César Maia Luz	Independent Board member	74	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.

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	45	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	74	Masculine	Yes	Yes	Audit and Consulting
Meetings held in 2024	5	Nazareno Habib Ouvidor Bichara	Effective member	53	Masculine	Yes	No	Financial Market and Audit
Attendance Percentage	100%	Francisco de Assis Gomes Silva	Alternate member	73	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	72	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	71	Masculine	Yes	No	Financial Management and Consulting
Age (minimum, average, maximum)	2024 Minimum: 45, Average: 65, Maximum: 74							
Breakdown by Gender	100% men							
Compensation	Total compensation in 2024: R\$ 360 thousand							

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)	2024 Minimum: 49, Average: 54, Maximum: 60
Breakdown by Gender	Men: 80% Women: 20%
Compensation (minimum, average, maximum)	Minimum: 530.5 thousand Average: 1,105.2 thousand Maximum: 2,548.1 thousand
Performance assessment of the Executive Board	Annual

Member	Position	Age	Genre	Experience/ Industry
Jânio Janguê Bezerra Diniz	Chief Executive Officer	57	Masculine	Education, Construction and Real Estate Development
Adriano Azevedo	Chief Operations Officer	51	Masculine	Education
Simone Bérqamo	Chief Academic Officer	60	Feminine	Education
João Albérico Porto de Aguiar	Chief Financial Officer	52	Masculine	Education and Retail
Rodrigo de Macedo Alves	Investor Relations Officer	49	Masculine	Capital Markets

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 2024	7
Attendance Percentage	100%
Total Number of Members	3
Independent Members	2
Age (minimum, average, maximum)	2024 Minimum: 55, Average: 62, Maximum: 74
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	74	Masculine	Yes	Yes	Electric Sector and Retail
Francisco Muniz Barreto	Committee Member	55	Masculine	Yes	No	Financial Market
Marcelo Amaral Moraes	Committee Member	58	Masculine	Yes	Yes	Education and Retail

Financial Committee		Member	Position	Age	Genre	External	Independent	Experience/ Industry
Composition	4 Effective members	Francisco Muniz Barreto	Committee Member	55	Masculine	Yes	No	Financial Market
Term of Office	Term of 1 year, re-election allowed	Flávio César Maia Luz	Committee Member	74	Masculine	Yes	Yes	Electric Sector and Retail
Meetings held in 2024	5	João Albérico Porto de Aguiar	Committee Member	52	Masculine	No	No	Education and Retail
Attendance Percentage	100%	Rodrigo de Macedo Alves	Committee Member	49	Masculine	No	No	Capital Markets
Total Number of Members	4							
Independent Members	1							
Age (minimum, average, maximum)	2024 Minimum: 49, Average: 57, Maximum: 74							
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.							

People, Management and Governance Committee



People, Management and Governance Committee	
Composition	5 Effective members
Term of Office	Term of 1 year, re-election allowed
Meetings held in 2024	5
Attendance Percentage	100%
Total Number of Members	5
Independent Members	2
Age (minimum, average, maximum)	2024 Minimum: 48, Average: 61, Maximum: 78
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 Janguîê Bezerra Diniz	Committee Member	57	Masculine	No	No	Education, Construction and Real Estate Development
Herbert Steinberg	Committee Chairman	70	Masculine	Yes	Yes	Pharmaceutical Industry and Financial Market
Joaldo Janguîê Bezerra Diniz	Committee Member	48	Masculine	No	No	Education, Technology, Services, Finance, Quality and Operations
Mário Bardella Junior	Committee Member	78	Masculine	Yes	Yes	Executive Education and Coaching
Adriano Azevedo	Committee Member	51	Masculine	No	No	Education

Innovation Committee	
Composition	2 Effective members
Term of Office	Term of 1 year, re-election allowed
Meetings held in 2024	4
Attendance Percentage	100%
Total Number of Members	2
Independent Members	1
Age (minimum, average, maximum)	2024 Minimum: 48, Average: 52, Maximum: 57
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 Janguiê Bezerra Diniz	Committee Member	57	Masculine	No	No	Education, Construção e Incorporação Imobiliária
Joaldo Janguiê Bezerra Diniz	Committee Member	48	Masculine	No	No	Education, Technology, Services, Finance, Quality and Operations

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:

Reference Form 2025:

<https://api.mziq.com/mzfilemanager/v2/d/4e9e23d7-cea5-42fd-bf06-7a7ca01880fc/41be05a7-7799-5e44-b925-568e93996e64?origin=1>

Complete Financial Statements 2024:

<https://api.mziq.com/mzfilemanager/v2/d/4e9e23d7-cea5-42fd-bf06-7a7ca01880fc/db2c54f4-8462-ac46-e644-ff27b63257a1?origin=1>

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.

On December 18, 2024, the Board of Directors approved the update of its internal regulations with the aim of increasing compliance with the Novo Mercado regulations.

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/>

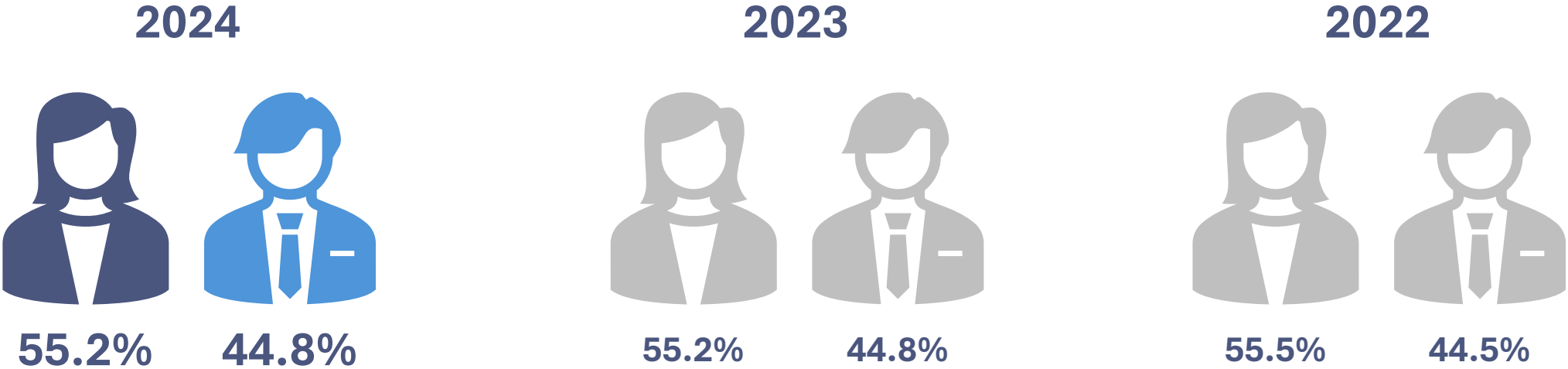
At a meeting held on February 19, 2025, the Board of Directors approved the update of the Company's Code of Conduct and Integrity, which can be accessed on the Company's Investor Relations website (<https://ri.sereducacional.com/en/corporate-governance/code-of-conduct-and-integrity/>), by clicking on “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/d7936212-38f9-c447-ac3e-d6c03d5274ab?origin=1>



HUMAN CAPITAL

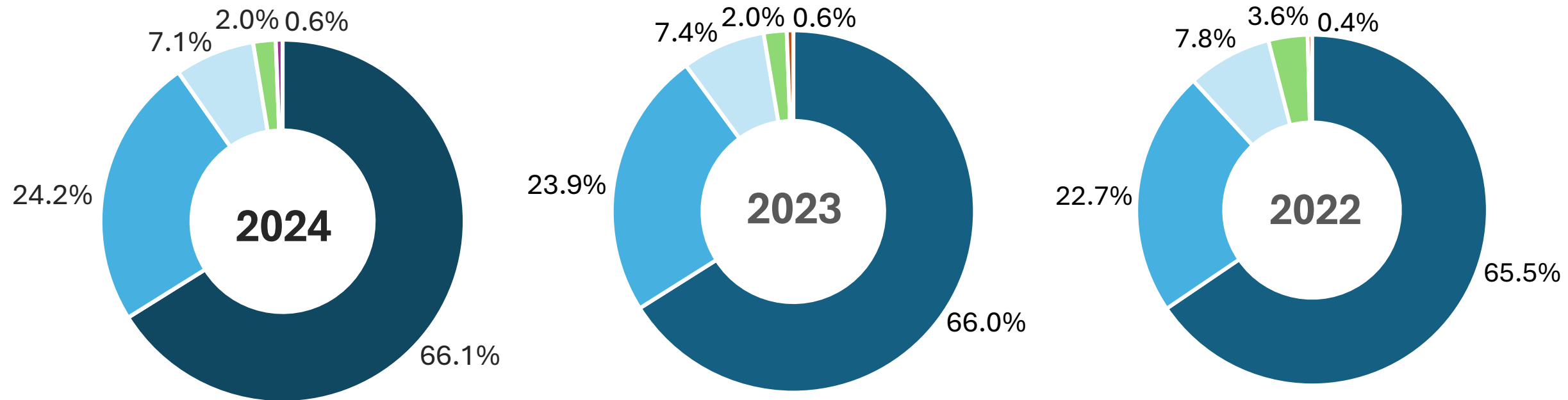
Breakdown by Sex



Sex	2024		2023		2022	
	Total	%	Total	%	Total	%
Feminine	7,357	55.2	7,015	55.2	7,504	55.2
Masculine	5,978	44.8	5,701	44.8	6,078	44.8
Total	13,335	100.0	12,716	100.0	13,582	100.0

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

Breakdown by Geographic Region



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 76% of employees in this region, with a presence not only in the capitals but also in the main cities of the Northeast.

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



Breakdown by Age Group and Sex



Age Group	2024			2023			2022		
	F	M	Total	F	M	Total	F	M	Total
17 to 25 years old	686	436	1,122	633	383	1,016	1,030	655	1,685
26 to 35 years old	2,551	1,864	4,415	2,516	1,832	4,348	2,880	2,132	5,012
36 to 45 years old	2,503	1,955	4,458	2,404	1,930	4,334	2,238	1,910	4,148
46 to 55 years old	1,209	1,156	2,365	1,091	1,042	2,133	968	934	1,902
56 to 65 years old	366	485	851	327	435	762	343	385	728
Over 65 years old	42	82	124	44	79	123	45	62	107
Total	7,357	5,978	13,335	7,015	5,701	12,716	7,504	6,078	13,582

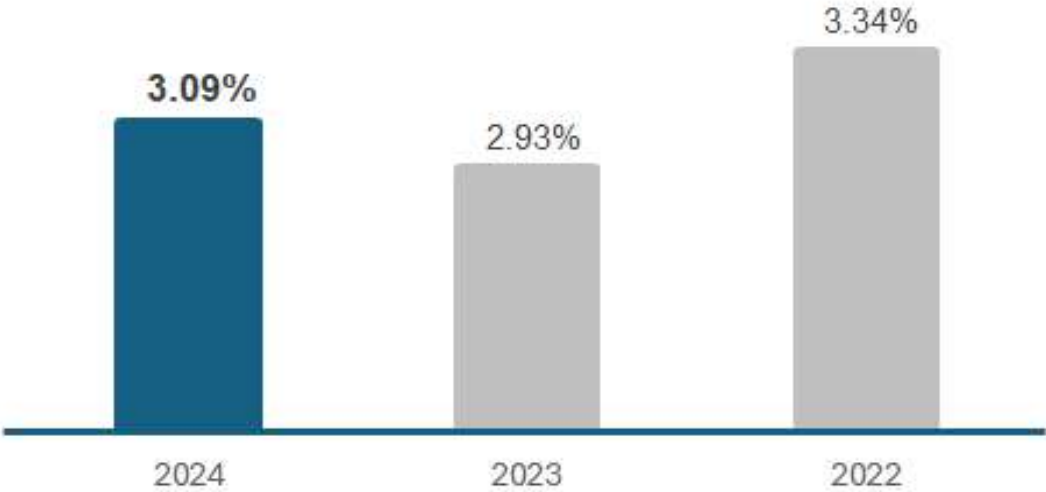
Note: the data presented does not contain young apprentices and interns.

A blend of innovation and maturity

We ended 2024 with 66% of our employees aged between 26 and 45 years old.

Average monthly turnover rate

Throughout 2024, we carried out adjustments to our teams aimed at increasing efficiency and synergy.

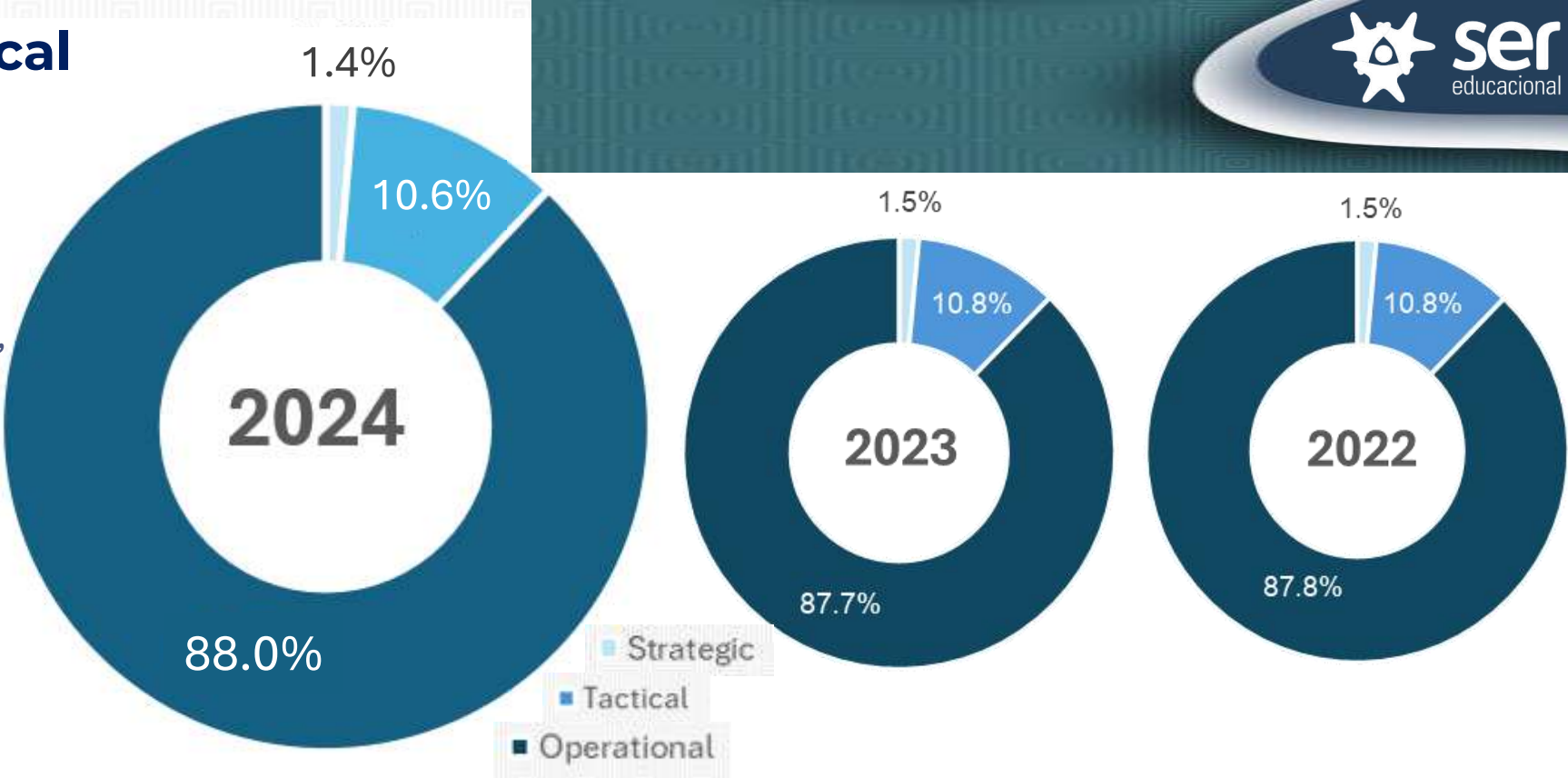


Breakdown by Hierarchical Level and Sex



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.

However, it is worth noting that female representation at the strategic level has been increasing, reaching 42% in 2024.



Hierarchical level	2024			2023			2022		
	F	M	Total	F	M	Total	F	M	Total
Strategic	77	107	184	76	112	188	79	118	197
Tactical	859	561	1,420	840	533	1,373	892	569	1,461
Operational	6,421	5,310	11,731	6,099	5,056	11,155	6,533	5,391	11,924
Total	7,357	5,978	13,335	7,015	5,701	12,716	7,504	6,078	13,582

Strategic (CEO, directors and managers)
Tactical (coordinators, supervisors and others)
Operational (analysts, attendants, assistants and others)

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

Breakdown by Level of Education and Sex



Level of Education	2024			2023			2022		
	F	M	Total	F	M	Total	F	M	Total
Post-doctorate	46	28	74	56	34	90	74	58	132
Graduate	3,833	3,135	6,968	3,502	2,890	6,392	3,856	3,070	6,926
Undergraduate	2,145	1,360	3,505	2,158	1,356	3,514	2,128	1,299	3,427
high school	1,186	1,237	2,423	1,158	1,202	2,360	1,302	1,399	2,701
Under high school	147	218	365	141	219	360	144	252	396
Total	7,357	5,978	13,335	7,015	5,701	12,716	7,504	6,078	13,582

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

Qualified leadership

Among our directors, managers, coordinators and supervisors, in 2024, 95% had a degree or higher levels of qualification, with emphasis on postgraduate and postdoctoral degrees that cover 61% of this group.

Skilled team

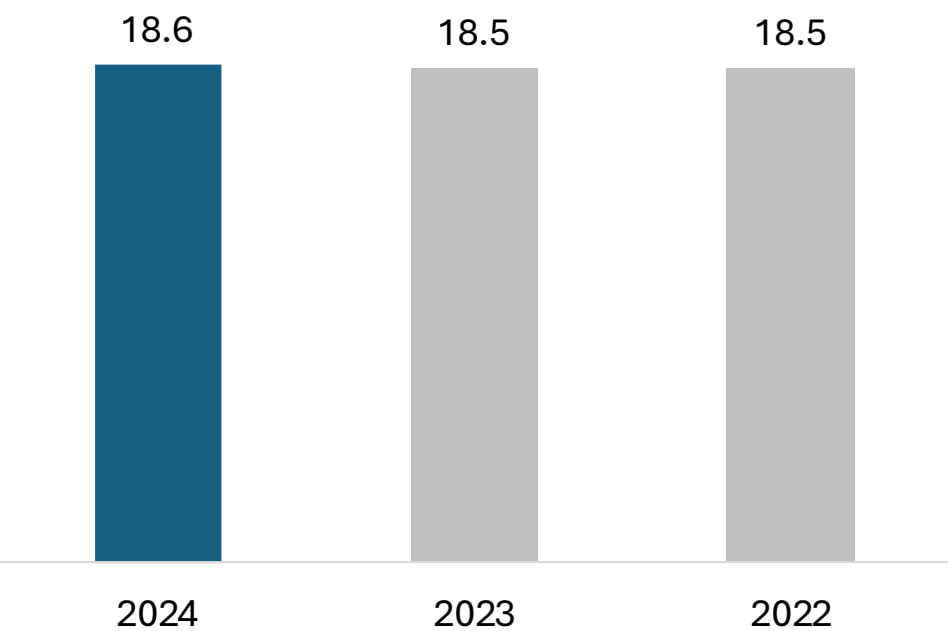
As a result, our workforce's estimated average education level in 2024 reached 18.6 years of schooling.

Breakdown by Level of Education, Sex and Geographic Region



Geographic Region	2024			2023			2022		
	F	M	Average	F	M	Average	F	M	Average
Northeast	18.6	18.2	18.4	18.6	18.1	18.4	18.6	17.9	18.3
North	19.0	18.7	18.9	19.0	18.7	18.8	19.1	18.7	19.0
Southeast	18.4	18.5	18.4	18.3	18.3	18.3	18.5	18.3	18.4
South	19.6	19.5	19.5	18.5	18.4	18.5	18.4	18.8	18.5
Midwest	18.8	18.3	18.6	19.0	20.1	19.4	18.9	19.6	19.2
Average	18.7	18.4	18.6	18.7	18.3	18.5	18.7	18.2	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



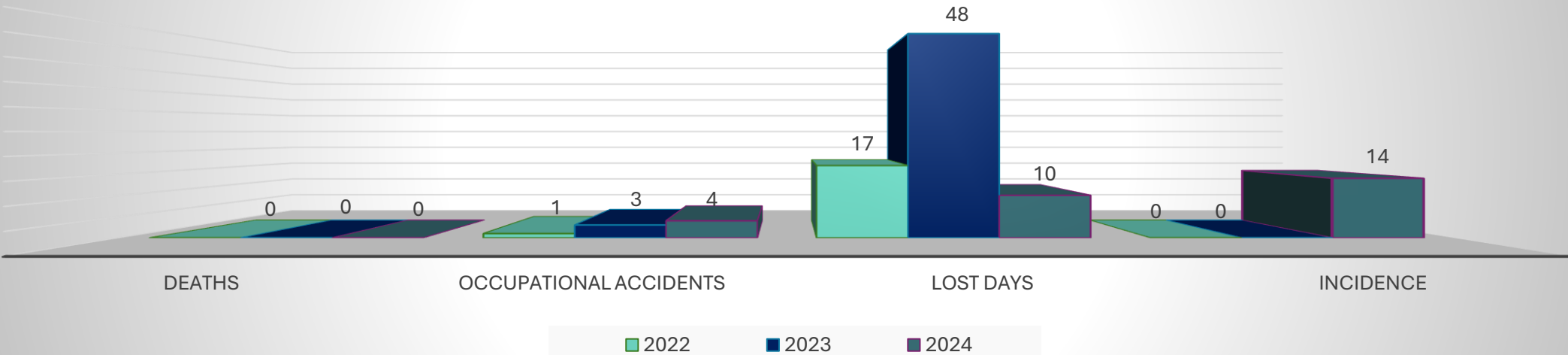
Geographic Region	Yellow	White	Black	Mixed race people	Indigenous	Others	Prefer not to respond	Total
Northeast	1.4%	26.6%	8.4%	28.6%	0.2%	0.3%	0.8%	66.3%
North	0.5%	7.3%	2.3%	12.5%	0.1%	0.1%	0.2%	23.1%
Southeast	0.1%	4.4%	0.7%	1.8%	0.0%	0.0%	0.1%	7.2%
South	0.0%	1.4%	0.1%	0.5%	0.0%	0.0%	0.0%	2.0%
Midwest	0.0%	0.6%	0.2%	0.5%	0.0%	0.0%	0.0%	1.4%
Working Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	2.1%	40.3%	11.7%	44.0%	0.4%	0.4%	1.2%	100.0%

Geographic Region	Feminine	Masculine	Non-binary	Others	Prefer not to respond	Total
Northeast	38.0%	27.8%	0.1%	0.2%	0.2%	66.3%
North	13.0%	9.9%	0.1%	0.0%	0.1%	23.1%
Southeast	3.9%	3.2%	0.0%	0.0%	0.0%	7.2%
South	1.2%	0.7%	0.0%	0.0%	0.0%	2.0%
Midwest	0.9%	0.5%	0.0%	0.0%	0.0%	1.4%
Working Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	57.0%	42.2%	0.2%	0.2%	0.3%	100.0%

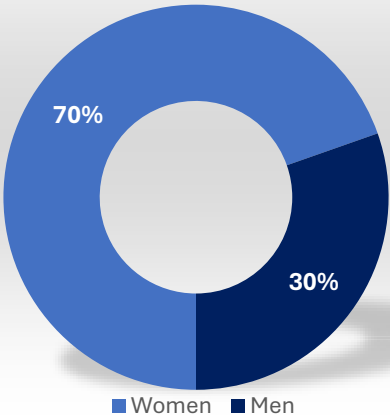
Note: the data presented does not contain young apprentices and interns.

In 2024, the Company carried out, for the second consecutive year, an 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 sixty-six percent (66%) of survey respondents out of the total of Company employees.

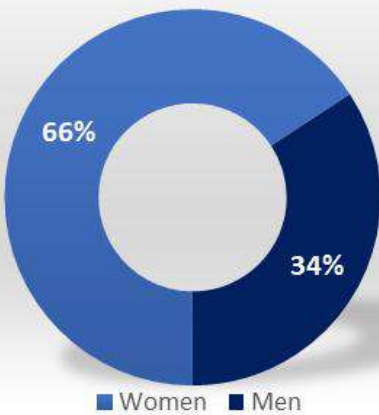
Registered accidents



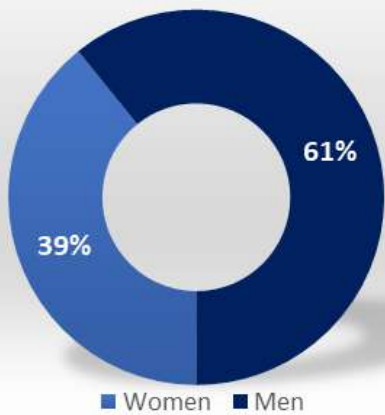
Internal Accident Prevention Commission - 2024/2025
Term of office



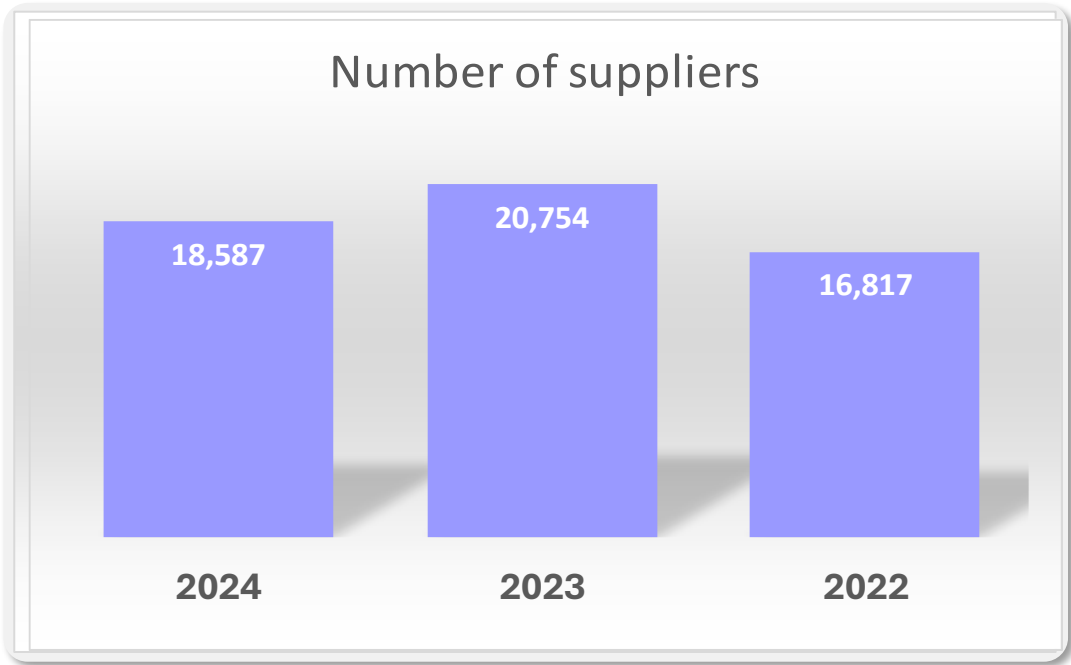
Internal Accident Prevention Commission - 2023/2024
Term of office



Internal Accident Prevention Commission - 2022/2023
Term of office



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



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.



INTELLECTUAL CAPITAL

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.

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. In 2024, the amount of approximately R\$15.4 million was invested in the development of new products or services.

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.



CLASSROOM HUB

 **notável
mestre**
byo&ubiqua

 **navega**
byo&ubiqua

 **PhD**
compartilha byo&ubiqua

 **sponsor**
byo&ubiqua

 **ser+
empreendedor**
byo&ubiqua

 **híbrido**
byo&ubiqua

CLASSROOM HUB PROJECTS

The Classroom Hub projects are part of the curriculum and are connected to the course subjects. With specific proposals in each initiative, students have the opportunity to improve skills needed in the current job market and are encouraged in several areas, such as entrepreneurship, research and the creation of new products.



Encourages entrepreneurship that generates sustainability and positive social impact on students

It promotes networking and engagement with leading professionals in the job market from diverse areas of expertise, who work within the courses and disciplines



Provides students with classroom experiences and interactions with inspiring professionals from industry, academia, and guest specialists

Expands students' competencies through the Personal Development and Employability course, fostering both national and international professional connections



Provides students with research experience, based on classes with researchers from master's and doctoral programs at educational institutions that are part of Ser Educacional

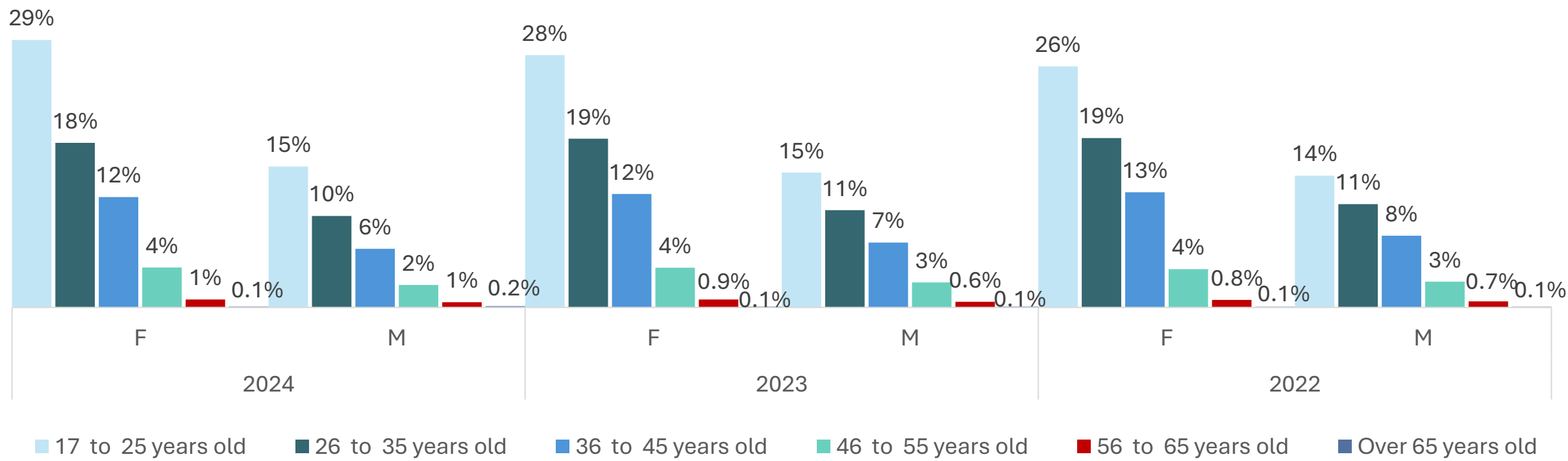
Integrates on campus and online education, addressing the need to incorporate digital technologies into traditional classroom learning





SOCIAL AND RELATIONSHIP CAPITAL

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.

Student loans	Dec/24	Dec/23	Dec/22
On-Campus Undergraduate Students	164,879	149,817	136,100
FIES students	14,959	14,393	14,321
% of FIES students	9.1%	9.6%	10.5%
EDUCRED students	42	60	1,738
% of EDUCRED students	0.0%	0.0%	1.3%
PRAVALER students	3,068	2,406	1,071
% of PRAVALER students	1.9%	1.6%	0.8%
Total student loans	18,069	16,859	17,130
% of Total Students Loans	11.0%	11.3%	12.6%
Digital Undergraduate Students	142,951	129,318	126,349
PROUNI - Hybrid Undergraduate	17,033	15,893	12,123
PROUNI - Digital Undergraduate	5,116	6,860	5,196
Total PROUNI Students	22,149	22,753	17,319
% of PROUNI Students	7.2%	8.2%	6.6%

Subject	Number of hours / classes x student		
	2024	2023	2022
Personal Development and Employment Skills	2,559,540	2,367,480	2,146,740
Entrepreneurship	3,181,680	2,974,140	2,647,140
Sustainable Development and Individual Rights	3,240,660	-	-
Social and Environmental Responsibility	113,520	1,476,960	1,467,120
Total	9,095,400	6,818,580	6,261,000

In 2024, over 151,000 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 per region - kW			
Region	2024	2023	2022
Midwest	130,151	98,760	70,228
North	12,180,653	11,738,176	11,104,719
Northeast	21,906,198	20,235,516	19,069,787
Southeast	1,795,397	1,846,334	1,726,124
South	96,310	54,962	58,602
Total	36,108,709	33,973,748	32,029,460
kW/Undergraduate Student	219.0	226.8	235.3

Energy costs per region - R\$			
Region	2024	2023	2022
Midwest	143,945	94,718	72,341
North	13,736,062	10,924,507	10,208,439
Northeast	21,270,481	17,744,030	15,402,062
Southeast	1,758,756	1,542,434	916,119
South	122,834	43,057	540,884
Total	37,032,078	30,348,745	27,139,845

Water consumption by region - M³			
Region	2024	2023	2022
Midwest	2,343	1,730	1,342
North	52,387	33,287	28,573
Northeast	158,611	151,845	144,312
Southeast	32,755	25,839	33,226
South	729	344	536
Total	246,825	213,045	207,989
M³/Student	0.7	0.7	0.7

Water costs per region - R\$			
Region	2024	2023	2022
Midwest	59,534	33,647	24,124
North	1,141,660	771,857	586,929
Northeast	3,451,508	2,822,441	2,064,129
Southeast	852,070	783,745	774,151
South	8,523	4,426	7,211
Total	5,513,295	4,416,115	3,456,545

FINANCIAL CAPITAL



Operational and Financial Performance



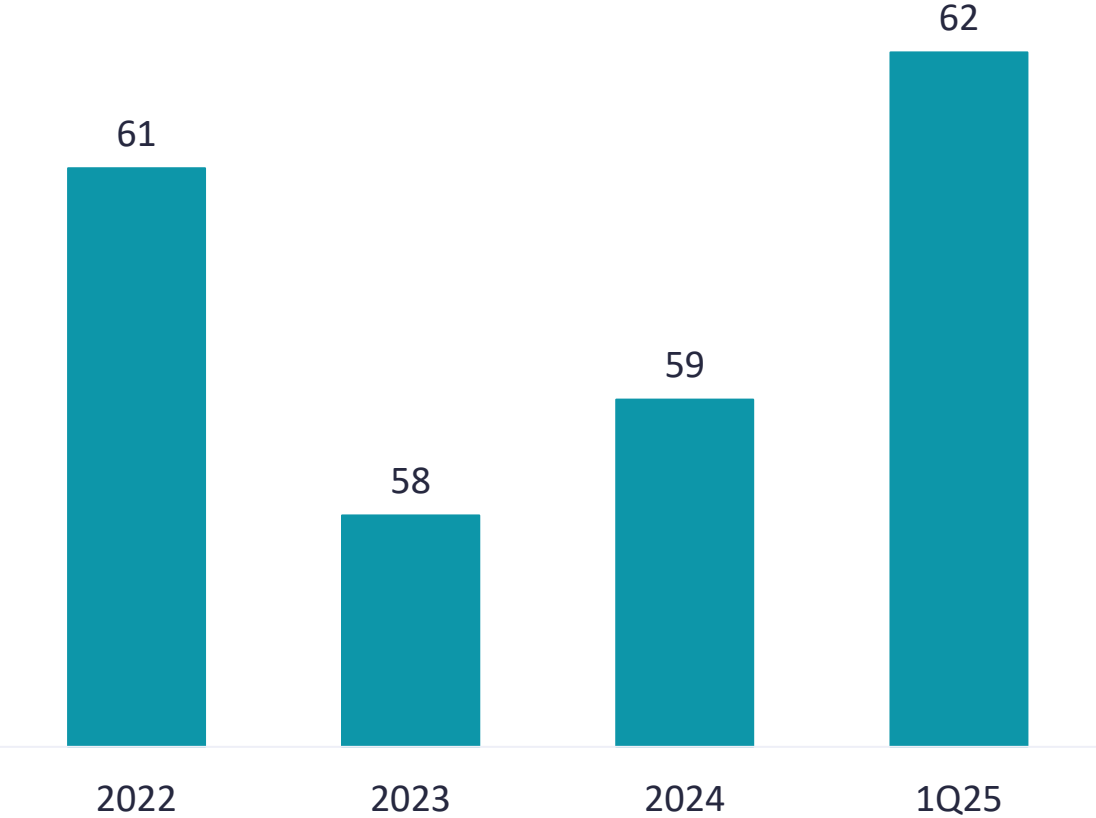
Ser Educacional's core business comprises the development and management of initiatives in higher education, including on-campus and online undergraduate programs, graduate education, vocational training, and other education-related activities. The Company also holds equity interests, either as partner 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.

In 2024, the Company entered a new phase in its operational and strategic trajectory, marked by the completion of a comprehensive optimization process initiated in late 2022. This initiative generated significant synergies, particularly throughout the 2024 fiscal year. Among the key outcomes were: (i) an 8.2% increase in net revenue compared to 2023, driven by higher enrollment in both on-campus and digital undergraduate programs—supported by improved intake and retention rates—growth in the medical student base, and inflationary adjustments; (ii) a 393.2% increase in Adjusted Net Income, from R\$20.1 million to R\$99.1 million; and (iii) a 2.2 percentage point increase in Adjusted EBITDA margin, reaching 22.1% at year-end. Additionally, net operating cash flow grew by 50.7%, and the net debt to Adjusted EBITDA ratio improved from 2.17x to 1.64x. Cash and cash equivalents also rose by 26.2% compared to December 2023.

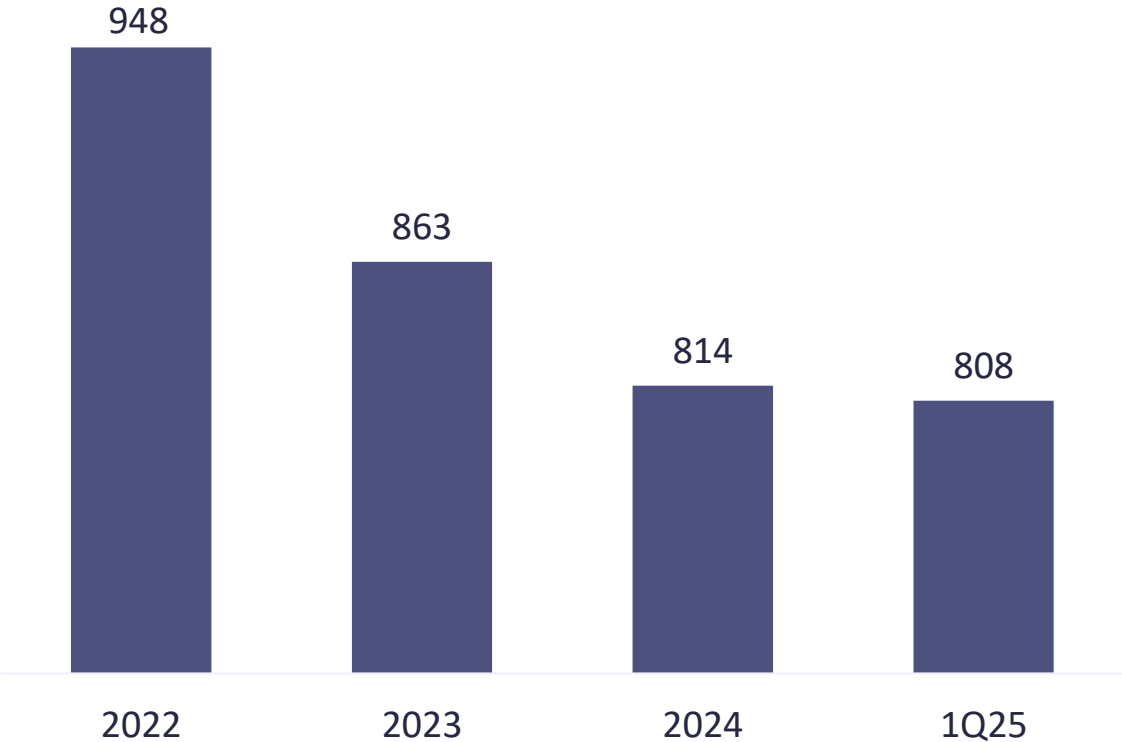
Evolution of the base of units and operational hubs



of campuses in operation
(hybrid and online courses)



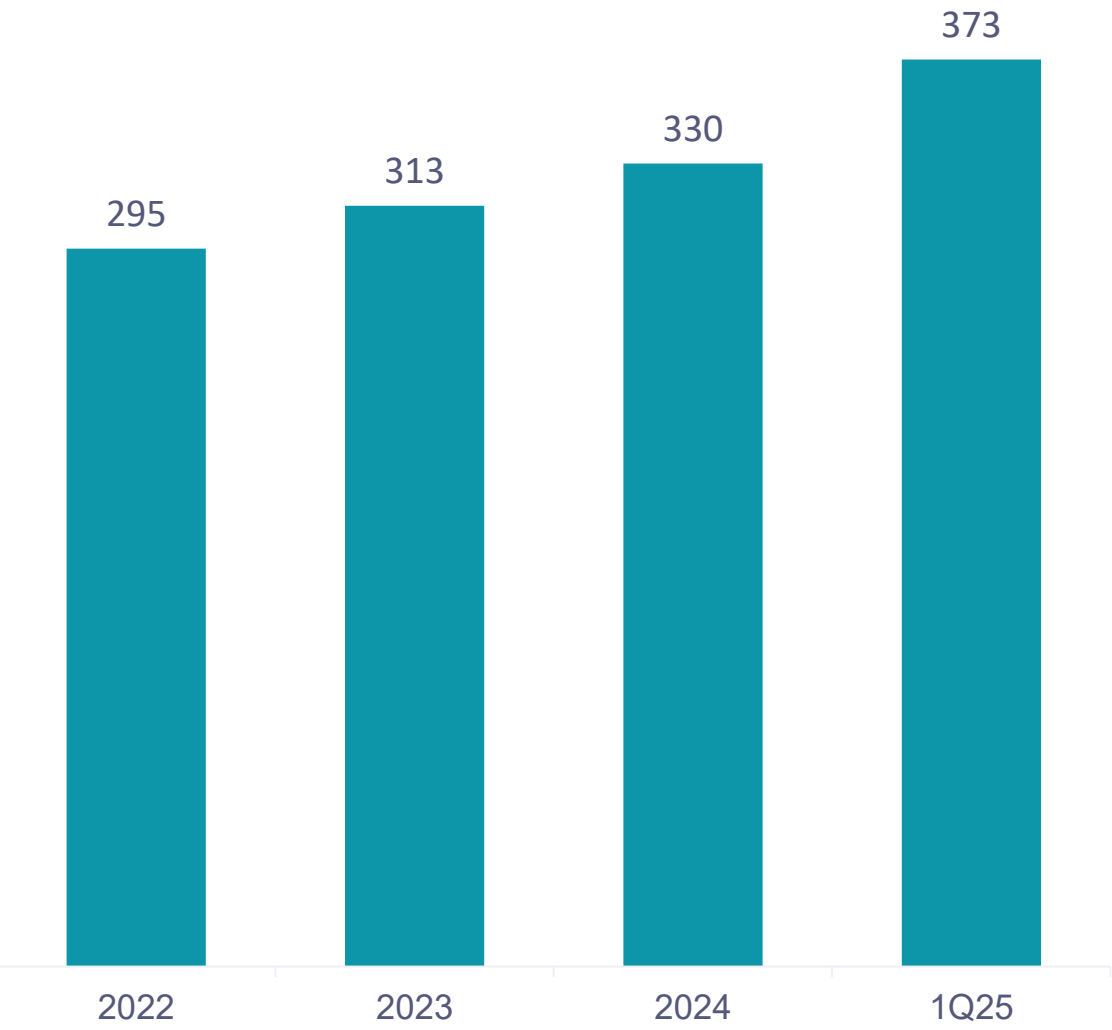
Digital learning centers



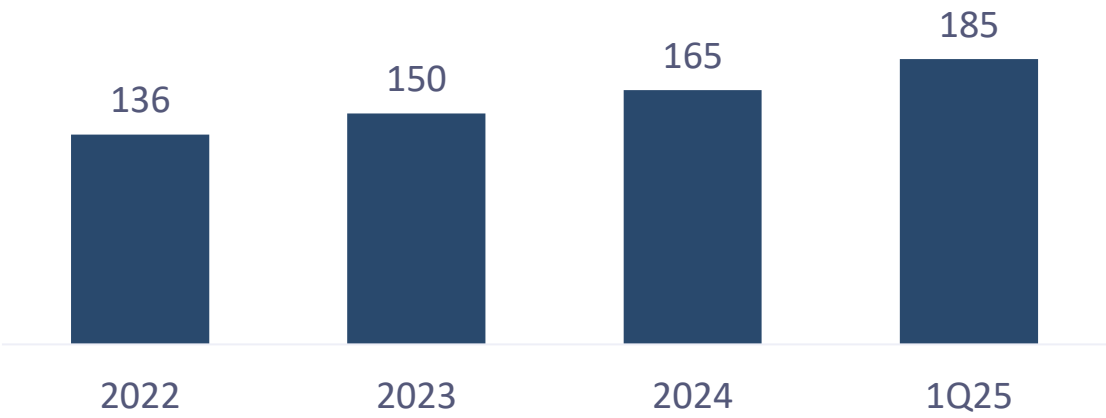
Evolution of the student base



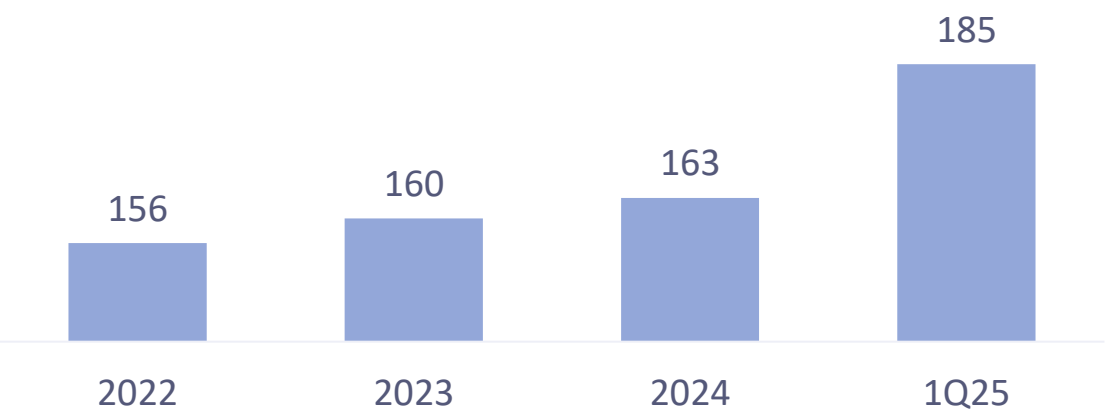
Total student base ('000)



Hybrid learning student base ('000)



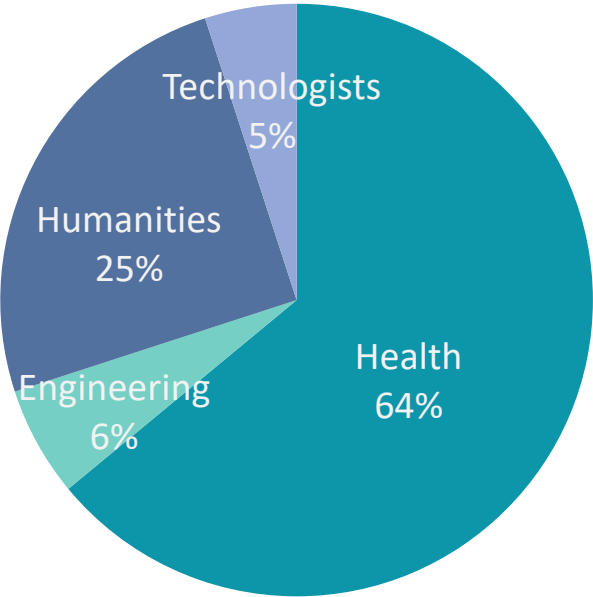
Digital learning student base (undergraduate + graduate) ('000)



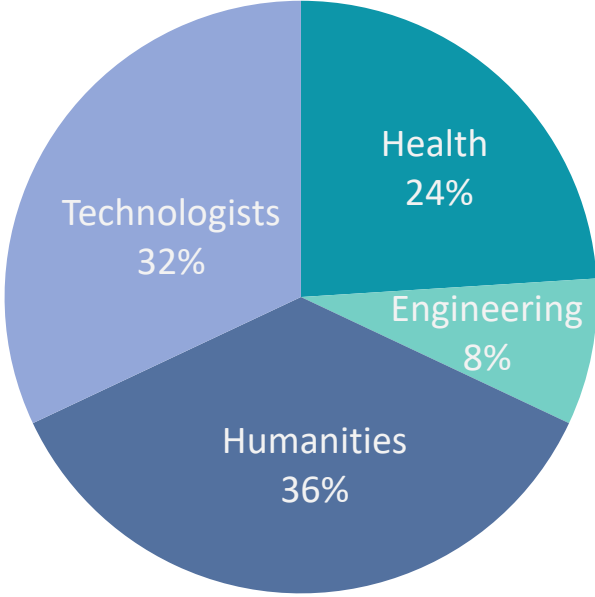
Distribution of student base by area of knowledge



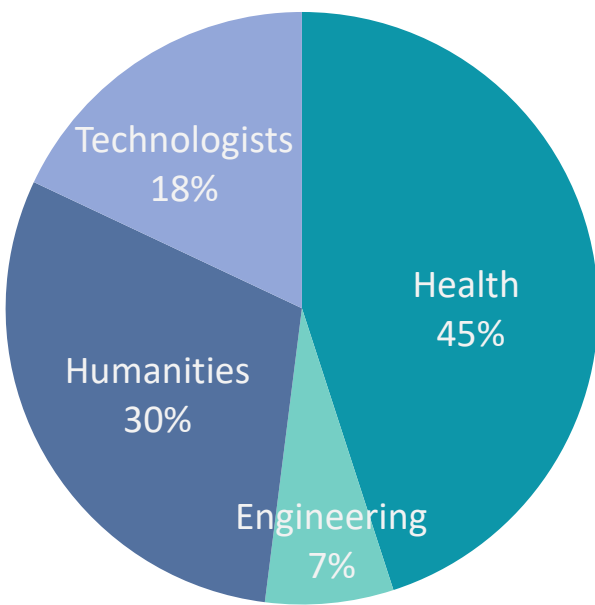
Hybrid Education undergraduate student base by area of knowledge



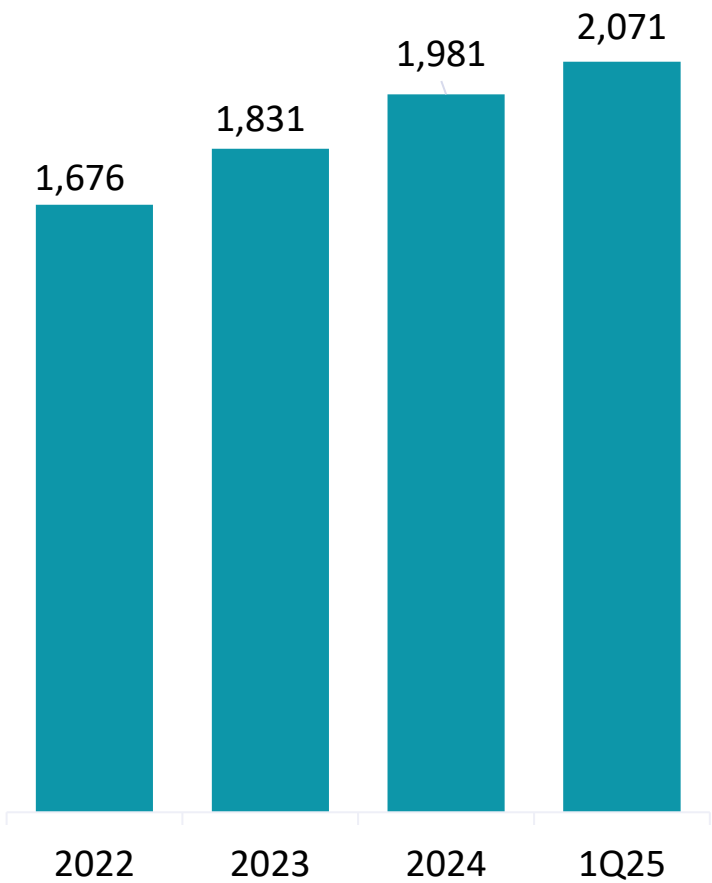
Undergraduate student base of Digital Education by area of knowledge



Total undergraduate student base by area of knowledge

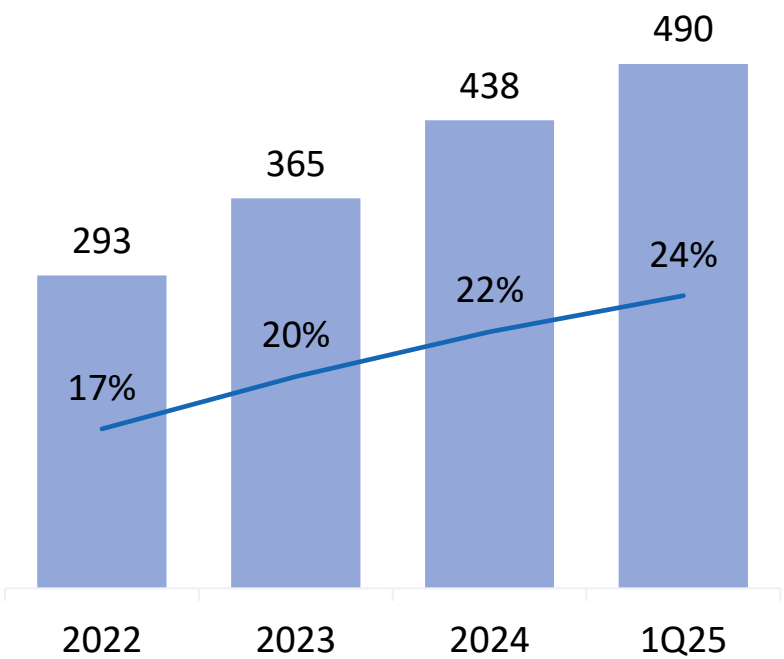


Net revenues (R\$MM)



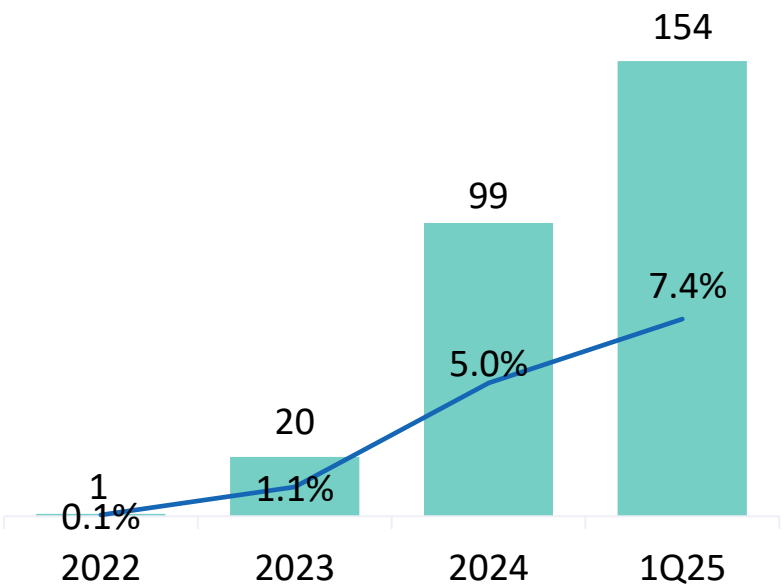
(1) LTM

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



(1) LTM

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



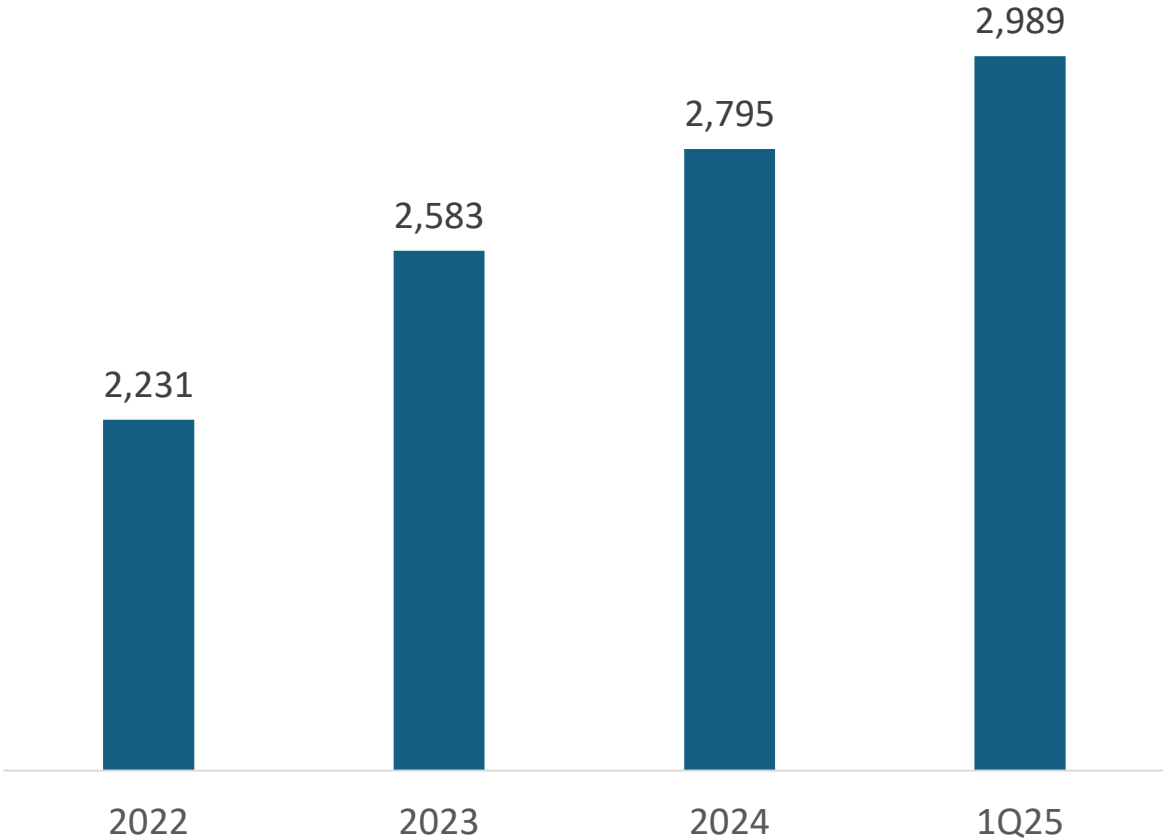
(1) LTM

(1) LTM – last twelve months

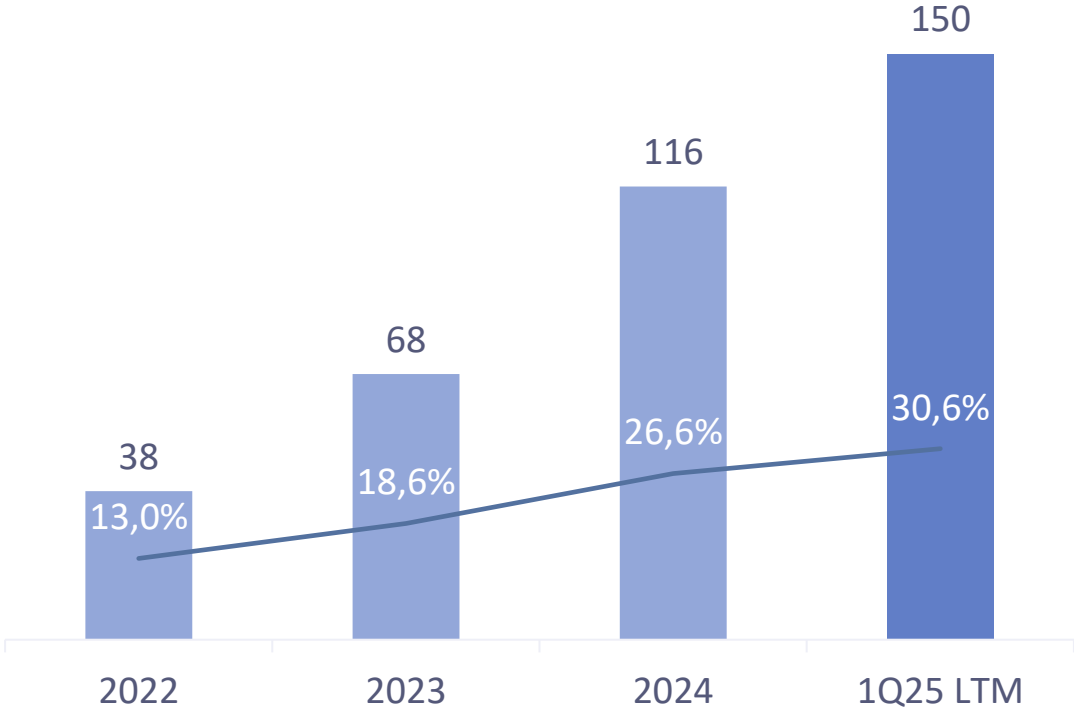
Significant increase in operational efficiency and financial deleveraging



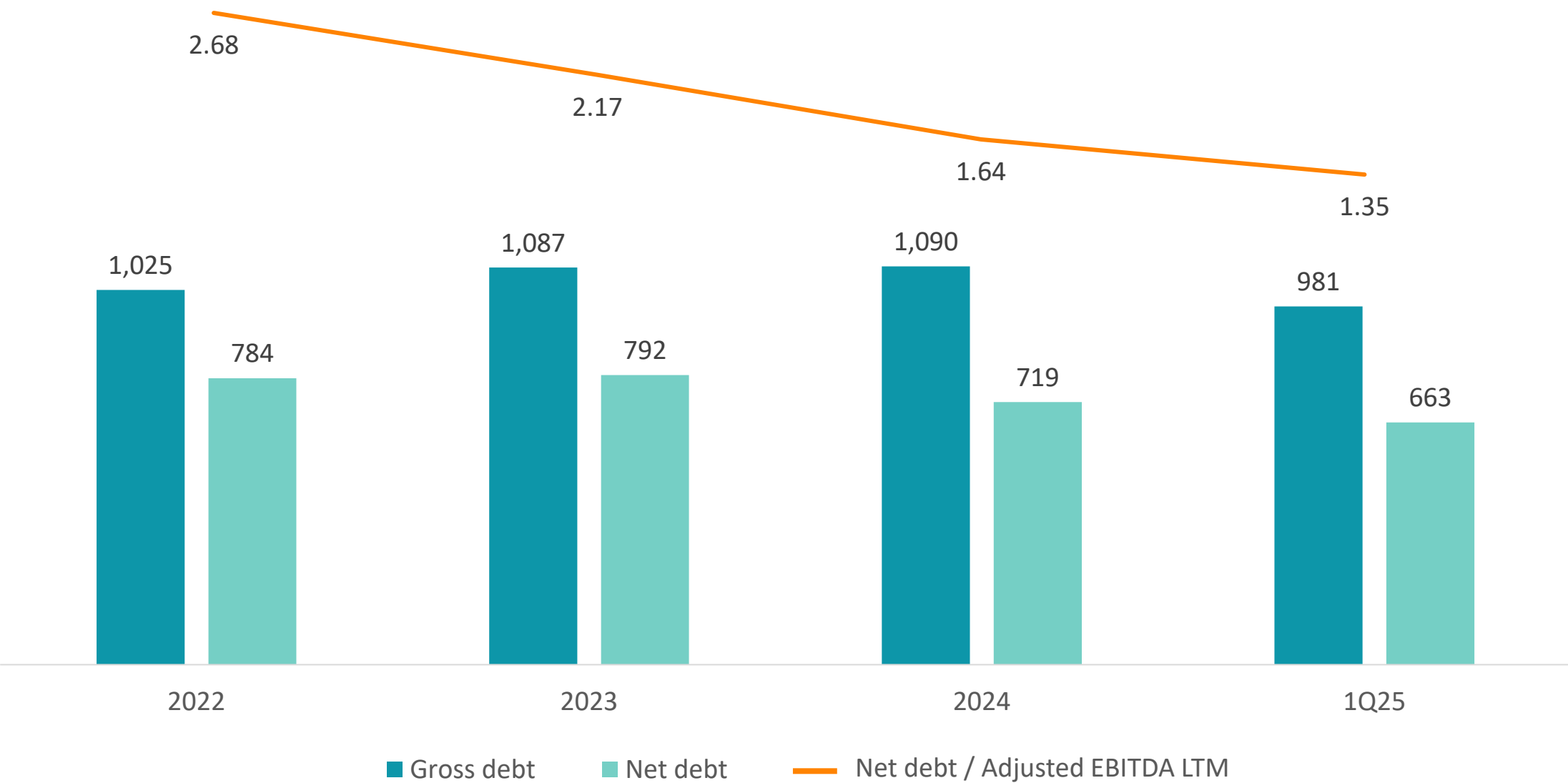
Hybrid learning undergraduate students per unit



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



Debt and financial leverage (R\$MM)



Statement of Value Added

Description (In thousands of Brazilian Reais)	01/01/2024 to 12/31/2024	01/01/2023 to 12/31/2023
Revenues	1,857,760	1,736,417
Revenue from services	4,432,039	3,971,348
Other Revenues	(2,376,533)	(2,074,445)
Revenue deductions	(2,376,533)	(2,074,445)
Provision for Doubtful Accounts	(197,746)	(160,486)
Inputs from third parties	(572,433)	(506,024)
Services provided by individuals and corporations	(191,475)	(185,640)
Electricity, water, telephone and office supplies	(70,190)	(59,672)
Other	(310,768)	(260,712)
Publicity and advertising	(151,262)	(138,566)
Other	(159,506)	(122,146)
Gross value added	1,285,327	1,230,393
Deductions	(222,434)	(225,863)
Depreciation and amortization	(222,434)	(225,863)
Net value added produced by the entity	1,062,893	1,004,530
Financial revenues	94,434	68,252
Total value added to distribute	1,157,327	1,072,782
Distribution of value added	1,157,327	1,072,782
Salaries and social charges	600,155	593,422
Direct remuneration	510,831	501,047
Benefits	39,364	36,744
F.G.T.S.	49,960	55,631
Taxes, Fees and Contributions	219,709	189,425
Federal taxes	151,138	128,964
Municipal taxes	68,571	60,461
Third-party capital remuneration	338,625	317,979
Financial expenses	239,198	227,730
Rentals	21,144	21,158
Others	78,283	69,091
Net income for the year	(1,162)	(28,044)

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





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	Rua Dr. Osvaldo Lima, nº 133, Edf. Garagem S/N, Derby, Recife, PE, Brasil CEP 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 216 of 2025 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

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
Governance		
102-18	Governance structure and composition	Management

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 seventh ESG report. issued by Ser Educacional
102-50	Reporting period	01/01/2024 to 12/31/2024
102-51	Date of most recent report	Published in 2024, with base year 2023
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	ri@sereducacional.com
102-54	Reporting statement accordingt to GRI Standards guidelines	Core
102-55	GRI Content Index	Click here
102-56	External assurance	This document was not submitted to external assurance.

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

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

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

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	Ser Educacional periodically offers trainings to its employees, however the training hour control is under development for improvement.
Topic: Customer Privacy			
Management approaches	103-1	Explanation of the material topic and its boundary	Click here
	103-2	Management approach and its components	The whistleblower channel is available for third parties, including suppliers, service providers and customers.
	103-3	Management approach assessment	We have an external third-party whistleblower channel responsible for receiving, recording and forwarding reports for processing. The channel can be accessed via the link: https://canalconfidencial.com.br/sereducacional/
Customer Privacy	418-1	Substantiated complaints regarding concerning breaches of customer privacy and losses of customer data	There were no substantiated complaints regarding breach of privacy.

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.

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 2024, Ser Educacional presented a 19.9% increase in expenses with concessionaires, due to the growth in the base of Hybrid Learning students, especially in health courses that have a higher practical classes workload, as well as the expansion of newer units, when comparing results between 2024 and 2023, in addition to the tariff increase in several states, partially offset by efforts to improve the efficiency of the Company's energy matrix, such as the solar plant in Caruaru.

As of December 31, 2024, 53.5% of Ser Educacional's total costs were related to payroll and charges; 5.8% to utilities, including water, energy, and telecommunications; and 2.4% to rental expenses. In 2024, rental costs decreased by 0.1% compared to 2023, due to: (i) due to the increase in the number of rental contracts that do not fall under IFRS 16 (machinery, equipment and short-term leases); and (ii) non-recurring effects related to compensation fines from the return of leased properties as part of the Company's real estate optimization strategy, implemented to increase the efficiency of the leasing and occupation of its real estate portfolio.

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. The initiatives are detailed in the 2024 Sustainability Report.



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educacional