



**SER EDUCACIONAL S.A.**

Publicly-Held Company

CNPJ No. 04.986.320/0001-13

NIRE: 26300016796

**MATERIAL FACT**

Ser Educacional S.A. ("Company"), in compliance with CVM Resolution No. 133/2022, hereby informs its shareholders and the market in general that it entered into a market maker service agreement ("Agreement") with Credit Suisse (Brasil) S.A. Corretora de Títulos e Valores Mobiliários ("Credit Suisse"), headquartered at Rua Leopoldo Couto de Magalhães Jr., nº 700, 10th floor (part) and 12th to 14th floors (parts), Zip Code 04542-000, in the city and state of São Paulo, enrolled in the register of corporate taxpayers (CNPJ) under number 42.584.318/0001-07, to act as Market Maker of its shares under B3 S.A. – Brasil, Bolsa, Balcão ("B3"), as per CVM Resolution No. 133/2022, B3's Market Maker Regulations, B3's Operation Regulations and other applicable rules and regulations.

The Market Maker Service Agreement signed between Ser Educacional and Credit Suisse is intended to foster the liquidity of the Company's shares and will be effective for twelve (12) months as from the date of its signature. The above-mentioned Agreement may also be terminated at any time and with no loss to any of the parties, upon written notice sent to the other party and to B3, at least thirty (30) days before the termination date.

Market Maker activities will begin as from October 28, 2024.

Recife, October 23, 2024.

---

**Rodrigo de Macedo Alves**

Investor Relations Officer