

COGNA EDUCAÇÃO S.A.

Corporate Taxpayer ID (CNPJ/MF) 02.800.026/0001-40

Company Registry (NIRE): 31.300.025.187

Publicly Held Corporation

MATERIAL FACT

Cogna Educação S.A. (B3: COGN3; OTCQX: COGNY) – “Cogna” or “Company,” in compliance with CVM Instruction 358/2002 (“CVM Instruction 358”), as amended, hereby announces that, on the date hereof, the preliminary result of the Annual Contract Value (ACV) of the subscription services of VASTA (the B2B K-12 Education vertical of Cogna) for the 2021 sales cycle (from October 2019 to September 2020) is R\$835 million, which represents an increase of 17% from the amount registered in the 2020 sales cycle or 21% in relation to the subscription revenue registered in 2020. Subscription revenue typically is concentrated at the end of the year and the start of the following year so that partner schools can prepare for the start of the academic year. The preliminary result of the ACV reflects the contracts valid as of the publication of this Material Fact notice. However, Vasta’s sales campaign will continue until mid-January, which offers additional upside to this indicator.

An important operating metric used widely in the industry, the ACV provides a projection of the total revenue contracted by partner schools, which is recognized mainly between October 1st of a fiscal year and September 30th of the following fiscal year. ACV is calculated based on the subscription revenue from traditional learning systems, learning systems based on textbooks (PAR) and complementary education products to be recognized per school, assuming a fixed number of students that will access our platform. In other words, it assumes the total number of students enrolled per school multiplied by the average ticket per student in the year, which varies in accordance with the terms of each contract. Therefore, the 21% increase in the ACV for 2021 confirms that even with all difficulties faced throughout this difficult year, Vasta managed to stand out in the educational market by positioning itself as a full platform containing the best academic solutions and a digital interface that has made a difference in this virtual environment in which we are living. Additionally, this resilience shown even in a difficult environment, reinforces the sustainability of the business and the potential that can still be captured over the coming years.

Lastly, it is important to note that the ACV reported should not be construed as guidance for Vasta’s total revenue growth in 2021, due to three factors: (i) ACV is not related to the fiscal year; (ii) Vasta also has other revenue components unrelated to the contracts included in the ACV, which means that, on its own, ACV does not sufficiently represent Vasta’s total revenue; and (iii) the amount reported refers to what already has been contracted from Vasta and does not represent a forecast or estimate.

Bruno Giardino
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Cogna Educação S.A.