



cogna
EDUCAÇÃO

Integrated *Report* **2023**



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MESSAGE FROM MANAGEMENT

GRI 2-22

In 2023, we harvested the results of a strategy drawn up in 2021 geared to cash generation, advancing the Cognia Commitments for a Better World and maximizing value creation for our stakeholders, by means of learning solutions aimed at ages 2 to 100 and designed to foster the best version of each individual.

Through ambidextrous management, we focused on operational efficiency in our core business, driving hybrid and digital learning, medical training and B2B solutions, and attracting students, reducing truancy and improving satisfaction. In K-12 education, we sought to grow our market share, increase the penetration of complementary solutions, expand our portfolio of educational and engagement solutions, and grow our participation in the National Program for Books and Teaching Materials (PNLD).

Meanwhile, we invested in structured processes in order to harness innovative solutions and new markets. Against this backdrop, we advanced our use of AI with a focus on improvements to internal processes and products to support the teaching and learning of our students and teachers. Through SOMOS, we began to explore two avenues for growth: the B2G market and Start Anglo. Regarding B2G, we sold teaching systems and educational solutions to state and municipal governments. Meanwhile, Start Anglo Bilingual School marked our entry into bilingual education for the formation of global citizens who are able to reason and express themselves and have socio-emotional competencies in another language.

With a proven commitment to cultivating and disseminating a culture of active listening, we also sought to channel feedback from our students into





actions to raise our standard of excellence in order to offer them an even more incredible experience. In the same vein, we invested in artificial intelligence to promote personalized communications for students. Today, when browsing our channels, students find a range of customized communication solutions to suit every preference. Technology was also employed to support teachers, for example with student assessments, so that they can devote more time to what really matters: teaching.

We worked to advance the Cogna Commitments for a Better World, mitigate socio-environmental impacts and generate sustainable value for our stakeholders. By the close of the year, we had fulfilled 131% of our targets for the pillars of Balance between People and Nature; Education, Diversity and Human Rights; and Governance and Integrity. Regarding the first pillar, in 2023 we set ourselves a new target based on the Science-Based Targets Initiative (SBTi), to cut the company's total emissions (scopes 1, 2 and 3) by 50.4% over the next ten years.

These strategies enabled us to achieve increased revenues in all our business units, and 18.9% growth in recurring EBITDA, to reach R\$ 1,736.1 million. Our commitment to sustainable value generation also saw us listed for another year on the Corporate Sustainability Index (ISE B3), as well as on the ICO2

B3 and IGPTW B3, the Bloomberg Gender-Equality Index (GEI) and the TEVA Women in Leadership Index (TEVAELAS).

These results would have been impossible without our 23,553 employees. Guided by the Cogna Way and by our purpose to empower people to build the best version of themselves, each employee was crucial to the progress we made. For our people, we maintained our focus on offering a great experience, through structured mechanisms that value ritual, development, feedback culture, psychological security and the strengthening of a diverse and inclusive environment. As a result of our people management practices, we obtained Great Place To Work certification for the second year running, and our Employee Net Promoter Score (eNPS) grew by 12.5% compared to 2022.

For 2024, we will continue to be guided by ambidextrous management with a focus on strengthening our areas of activity and also on seizing opportunities to maximize our value proposition. As part of our offering for students aged 2 to 100, we will seek new solutions that contribute to transforming their reality, such as microcertificates.

We are also committed to meeting the targets set out in our Cogna Commitments for a Better World, and to developing our ESG processes, in

particular those concerning the management of climate-change and human-rights related risks.

Internally, we will prioritize the development of an enterprise architecture that provides a systematized version of our processes, in order to drive our management practices and strategic objectives. We are at the forefront of disruption in the education sector and will go on investing in technologies like artificial intelligence that can contribute, when used with ethics and integrity, to improving teaching quality and the experience of students and our other target groups.

Finally, I would like to thank all those who are or have been involved in the Cogna process: our staff, students, partners, suppliers, investors, shareholders and wider society. We are optimistic about the future and are sure we have the right culture, purpose, people and strategy to build the future we want for Cogna and for education in Brazil.

ROBERTO VALÉRIO

CEO of Cogna Educação



ABOUT THIS REPORT

Committed as we are to transparency with our stakeholders, here is our Integrated Report for the period January 01 to December 31, 2023. Published annually since 2014, the document presents information concerning our strategy, key actions and performance in the period in connection with the most important aspects to Cognia and our industry, according to our materiality matrix shown below.

GRI 2-3

The information contained in this report relates to the Cognia Group, including all of its subsidiaries, which may be referred to as “companies” or “businesses”—Kroton, Vasta Platform and Saber. The Vasta Platform, one of our subsidiaries, is also known as SOMOS Educação, the brand name presented to its customers. **GRI 2-2**

The engagement of the independent audit was authorized and approved by the Board of Directors, with the support of the Audit Committee, and the report’s contents were externally assured by KPMG’s independent auditors. See the assurance letter on [page 169](#). **GRI 2-5**

This report was prepared with the collaboration of professionals from various Company departments, who manage and monitor the disclosures and information. Cognia’s senior leadership reviewed and approved the document, assuming responsibility for the data presented.

Conventions adopted

In line with the best international practices in sustainability reporting, this report has been produced in compliance with the Global Reporting Initiative (GRI) 2021 Standards version, as well as the Sustainability Accounting Standards Board (SASB) education sector guidelines, the guidelines of the World Economic Forum’s (WEF) IBC Stakeholder Capitalism Metrics and the principles of Integrated Reporting and Financial Statements of the IFRS Foundation. Our Integrated Report followed all the principles of the guidelines, without exception.

We also followed the climate change reporting guidelines issued by the Task Force on Climate-Related Financial Disclosures (TCFD), and we correlated our reported material topics and sustainability indicators with the United Nations

(UN) Sustainable Development Goals (SDGs) and our strategic objectives.

A complete list of GRI, SASB, and our own disclosures can be found at the end of the report, in the [Content summary](#). The TCFD contents have their own summary presented in the [Appendices](#). The document also correlates the content with our strategic pillars, which are presented [in the list](#) of material topics (see [page 7](#)).

STRATEGIC PILLARS

-  ACCELERATED GROWTH
-  INCREDIBLE PEOPLE AND CULTURE
-  EFFICIENCY
-  IMPACT (ESG)
-  INCREDIBLE EXPERIENCE
-  INNOVATION



Any queries, suggestions and comments about this Report may be referred to esg@cogna.com.br. **GRI 2-3**

IMAGES

The photographs that illustrate this report show real situations experienced by our employees, partners, students, suppliers and other stakeholders portrayed.

Materiality matrix

To present relevant content aligned with our stakeholders' expectations, in 2023 we revised our materiality matrix under the double materiality concept. This identified the topics of greatest impact and influence on the business and the Company's impacts on external socio-environmental factors.

Through this process, we gathered 17,286 responses, an 80% increase compared to the 2020 survey. Of these, 13% were from internal stakeholders and 87% from external stakeholders. This effort **resulted in the prioritization of 11 material topics**, which were approved by the CEO, the People and ESG Committee and the Board of Directors. The main change compared to the previous materiality assessment was the inclusion of the topic "Economic and Financial Sustainability. The Company's matrix is reviewed every three years.

MATERIALITY PROCESS GRI 3-1, 2-14

Sectoral benchmarking and framework analysis

Analysis of internal and external documents, such as the Dow Jones Sustainability Index (DJSI), the sustainability frameworks of the Sustainability Accounting Standards Board (SASB), the World Business Council for Sustainable Development (WBCSD) and the World Economic Forum's IBC Stakeholder Capitalism Metrics, among others, and benchmark studies of global and sector trends.

1

Understanding the organization's context

2

Identifying actual and potential impacts

3

Evaluating impact importance

4

Prioritizing the most significant impacts

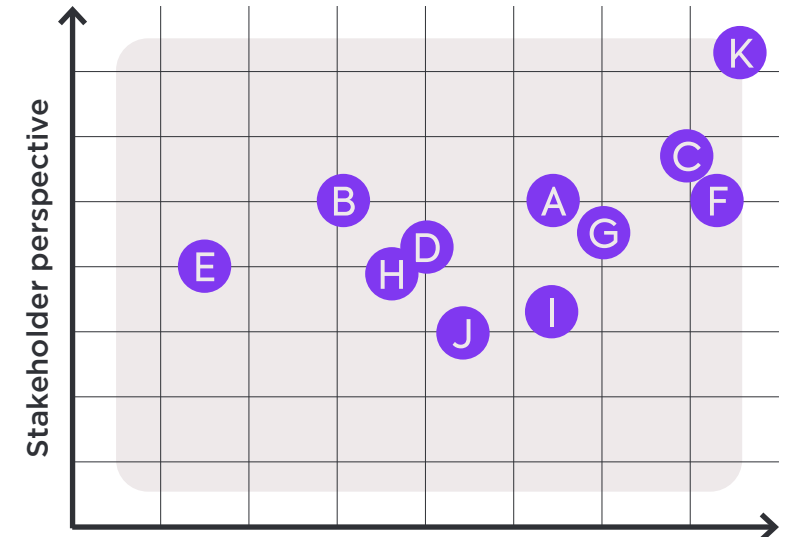
5

List of material topics

Stakeholder survey

Online survey with representatives from strategic internal and external stakeholder groups: employees, senior leadership (C-Level and Board of Directors) teachers, students, suppliers, business partners, market analysts, investors and representatives of civil society and non-governmental organizations. Equal weights were assigned to all stakeholders during the research assessment phase.

MATERIALITY MATRIX COGNA 2023

**Business vision: leadership and investors**

- A** Innovation & technology
- B** Diversity and inclusion
- C** Access to education
- D** Employee training and education
- E** Health, safety and well-being
- F** Student and customer satisfaction
- G** Ethics, transparency and compliance
- H** Employability and entrepreneurship
- I** Economic and financial sustainability
- J** Data infrastructure and security
- K** Teaching quality and services offered



List of material topics GRI 3-2

Material topic	Capitals ¹	Impact on stakeholders	Related disclosures	SDGs	Correlation with the Cogna strategic pillars
Teaching quality and services offered	Intellectual	All stakeholders	CC, CI, Enade, Enem, Avaliar Tool, IDD, Sisu GRI 3-3	4	
Access to education	Intellectual, social and relationship	Students and society	SROI, Social project disclosures GRI 3-3 SASB SV-ED 000.A; SASB SV-ED 000.B	4	
Student and customer satisfaction	Social and relationship	Students and society	NPS, Likert scale, CSAT scale GRI 3-3	4	
Ethics, transparency and compliance	Human, social and relationship	All stakeholder groups	GRI 205-1, 205-2, 205-3, 206-1, 415-1; GRI 3-3	16	
Innovation and technology	Intellectual	All stakeholder groups	GRI 3-3	9	
Economic and financial sustainability	Financial	Company, employees, investors and shareholders	GRI 201-1, 201-2, 3-3	8	
Employee training and education	Intellectual and human	Employees	GRI 404-1, 404-2, 404-3, 3-3	4 8	
Diversity and inclusion	Human	Employees	Diversity Survey GRI 401-3, 405-1, 405-2, 406-1, 3-3	8 10	
Employability and entrepreneurship	Intellectual, human and relationship	Students and society	GRI 3-3	8	
Data infrastructure and security	Intellectual, social and relationship	All stakeholder groups	GRI 418-1, 3-3 SASB SV-ED-230a.2; SASB SV-ED-230a.1; SASB SV-ED-230a.3	9	
Health, safety and well-being	Human	Employees	eNPS, CSAT scale GRI 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9, 403-10, 3-3	3 8	

CONNECTION WITH OUR STRATEGIC PILLARS

ACCELERATED GROWTH
 INCREDIBLE PEOPLE AND CULTURE
 EFFICIENCY

ESG
 INCREDIBLE EXPERIENCE
 INNOVATION

SDGS

- Health and well-being
- Quality education
- Decent work and economic growth
- Industry, innovation and infrastructure
- Reduced inequalities
- Peace, justice and strong institutions.

For further information about SDGs, see the [site](#).



COGNA



IN THIS CHAPTER

- ABOUT COGNA
- OUR HISTORY
- QUICK FACTS
- AWARDS AND RECOGNITION

ABOUT COGNA

GRI 2-6

Driven by the goal of transforming people’s lives through high-quality education, Cogna (Cogna Educação S.A.) is a Brazilian company that is involved in all stages of the education process and, given our portfolio, is the fullest and most diverse in the sector. Through Kroton, SOMOS Educação and Saber, we have a presence in over 1,700 Brazilian towns and cities, from K-12 education through higher education, and we offer education services, products and technologies to the B2C, B2B and B2G segments. [GRI 2-1](#)

With over 57 years of experience in the education sector—including some brands with over 100—we are today one of the largest education companies in the world. As well as expanding by means of acquisitions and consolidating our areas of activity in recent years to maximize our value proposition, we are guided by the pillars of accelerated growth, efficiency, an incredible customer experience, innovation, incredible people and culture, and impact

(ESG—environment, social and governance), with the aim of improving access to high-quality education in Brazil, reducing inequalities and providing the best possible learning solutions for students, teachers and municipalities across the country.

To boost local development in the areas where we are present, we maintain and support two social-impact organizations: Fundação Pitágoras and Instituto SOMOS. Through them, we channel investment and actions to drive improvements in our social-impact platform, which centers on public education, employability and entrepreneurship, and local development.

A publicly traded company, Cogna’s shares (COGN3) are listed and traded on the São Paulo Stock Exchange’s Novo Mercado, B3, and the over the counter market in the New York Stock Exchange (OTCQX), under the symbol COGNY. One of our group companies, Vasta Platform/SOMOS Educação (VSTA), also has its shares listed and traded on the Nasdaq stock exchange in the United States. Our headquarters is in São Paulo city and we have four corporate offices in Brasília, São Paulo, Valinhos (state of São Paulo) and Londrina (state of Paraná). [GRI 2-1](#)

#CognaWay

To support our value proposition and exploit opportunities to provide even greater impetus to the education sector, since 2022 we have consolidated and integrated our culture under a single umbrella, which represents all departments, business units and brands across the group: the #CognaWay. Under this hashtag, we have combined our expected values and behaviors with a diverse and agile culture, a focus on the customer, collaboration and entrepreneurship, and a sense of ownership, to create the best possible version of Cogna, our people, and our students and customers.

In 2023, we consolidated our position as a unique business and made progress in strengthening our culture. The #CognaWay allows us an insight into a single strategic plan for our different operations, which facilitates the harnessing of synergies and a collaborative environment among our staff (learn more in [Our Best Version](#)).

OUR PRESENCE GRI 2-6

COGNA

Presence in more than **5,000** Brazilian municipalities.

K-12 EDUCATION

Over **4,700** partner schools in K-12 education

Over **1.4 million** students served by our educational solutions.

HIGHER EDUCATION

We are present in more than **1,700 municipalities**, in all Brazilian states

3,000+ accredited digital teaching hubs (EAD)

112 company-owned higher education units

Over **954,000** students directly served through our higher education institutions.



THE COGNA WAY THAT GUIDES US TO THE FUTURE



PURPOSE

We urge people to build the best version of themselves.



VALUES

- Our relationship is direct and respectful
- We are entrepreneurs and we deliver results
- We make our differences the basis of our co-existence
- The success of the student/customer is our success
- We are a team, not heroes.

STRATEGIC PILLARS

	ACCELERATED GROWTH
	INCREDIBLE PEOPLE AND CULTURE
	EFFICIENCY
	IMPACT (ESG)
	INCREDIBLE EXPERIENCE
	INNOVATION

REWARDED MINDSETS

- We have a sense of ownership
- We listen to the student/customer
- We inspire and mobilize people
- We have a sense of urgency.

DECISION MAKING

- We strive for agile decisions based on data, impacts and side effects
- Once a decision is made, we pull together in the same direction
- We communicate our decisions clearly and promptly
- Not making a decision is a decision in itself. Present yourself
- The leader makes the decision, but the process is collaborative
- Not every decision needs a meeting. Less PPT, more solutions.

NORMS & RULES

- Take vacations, enjoy this time, and switch off
- We value leadership, not hierarchy
- Change is the only constant; embrace it with openness, flexibility and without attachment
- Every topic has an owner
- Communication matters: we focus on clarity and context
- To be promoted, it is necessary to develop a successor, with priority given to internal talent.

RITUALS

- We embrace management and celebration rituals
- We manage our performance
- We commemorate results
- We celebrate the arrival of new employees.

FEEDBACK

- We provide face-to-face feedback that is simple, respectful and tangible
- Feedback is aligned with the Company's objectives.

PSYCHOLOGICAL SAFETY

- We encourage people to speak up, regardless of hierarchy and differing opinions
- We are transparent about the direction of our business and our people
- We listen because innovation comes from diverse thoughts
- We bring potential problems to the table with suggested solutions
- We learn from mistakes, correct them quickly, and do not repeat them
- We allow people to complete their thoughts. We do not interrupt them.

OUR HISTORY

1960s
In 1966, five young people set up the university preparatory course Pitágoras in Belo Horizonte (MG).

1970s
Inauguration of the first Colégio Pitágoras school in 1972. In 1974, the largest unit of the Pitágoras group in K-12 education began operations in the Cidade Jardim neighborhood.

1980s
Pitágoras manage schools with over a thousand Brazilian students in Iraq and Mauritania, in partnership with a construction company that had initiated two infrastructure projects in these countries.

1990s
The Pitágoras Network was created, accumulating 106 associated schools within less than a year.

1999
Creation of Fundação Pitágoras to carry out educational projects in public and private institutions.

2000s
Creation of the first Pitágoras university.

2007
We go public on the BM&F-Bovespa exchange under the name Kroton Educacional, marking the consolidation of the Company's expansion phase.

2009
One of the largest private equity funds in the world, Advent International assumes the Company's joint control with the founding partners.

2010
Acquisition of IUNI Educacional.

2011
Unopar is acquired, making Kroton the leader in distance education in Brazil.

2012
Shares began to be listed and traded on Novo Mercado (B3).

2013
Unopar opened 40 new distance learning centers. A merger agreement was signed between Kroton and Anhanguera.

2014
Following the acquisition of Anhanguera, Kroton became the largest educational company in the world by market cap and number of students. The Kroton Learning System 2.0 academic model was developed, and Canal Conecta was launched, focusing on increasing student employability.

2017
The Company embarks on its digital transformation.

2018
Acquisition of SOMOS, the largest K-12 education platform in Brazil.

2019
Cogna was created as a holding company, positioning itself as a collection of companies and Vasta Platform was established to focus on serving the K-12 education segment.

2020
Vasta Platform/SOMOS Educação holds its IPO on Nasdaq (USA).

2021
The Eleva education system, now branded as Amplia, was acquired, and the Cogna Commitments for a Better World manifesto was established.

2022
New solutions were launched for the K-12 portfolio: Eduall, the acquisition of Phidelis, and a partnership with Educbank, along with the launch of #CognaWay.

2023
The higher education brands are unified under the Anhanguera brand. Vasta enters the B2G market and achieved leadership in the PNLD. Cogna also celebrated its inclusion in sustainability indexes.

2024
Cogna earns the Environmental Finance's Sustainable Debt 2024 Award for the first ESG-labeled bond issuance with a social focus in the education sector.



EFFICIENCY



INCREDIBLE PEOPLE AND CULTURE

QUICK FACTS

OUR TEAM

23,000+
employees

45%
of leadership positions at the level of manager and above are held by women (cis or transgender)

30%
of leadership positions starting from coordination level are held by black individuals

An average of 5.7
hours of training per employee is provided through our corporate university, UniCO

K-12 EDUCATION

4,700+
partnering schools

1.4 million
students served by our educational solutions

Private K-12 education:



1 in 4
students in private K-12 education use our pedagogical solutions

State K-12 education:

58%
of public school students (**22 million students**) benefit from at least one of our pedagogical solutions

115
own, partner, or franchised Red Balloon schools

Over 29,000
students in the Red Balloon school network



1 in 5
private K-12 education schools partner with us

50%
of public schools in the country (**179,533 schools**) use at least one Cognia solution

HIGHER EDUCATION

954,000+
students in on-site and digital (distance) graduate programs

112
proprietary IES

71,500
postgraduate students

2,500+
accredited digital teaching hubs

Presence in municipalities

87.5%
are small (fewer than 100,000 inhabitants above 17)

84.2%
have an HDI below the Brazilian average



1 in 10
higher education students is from Cognia



1 in 7
private students is from Cognia

In **219 municipalities**¹ in the country, we are the only higher education institution (HEI) present

Number of municipalities in which we are the only private HEI¹ in the market

52 Mechanical Engineering **25** Nutrition
57 Civil Engineering **40** Physiotherapy
45 Nursing **12** Agronomy



1 in 10
digital education students is from Cognia

Over 1,000
higher education institutions use the content from our publishers

¹Source: INEP — Higher Education Census

AWARDS AND RECOGNITION

EXAME BIGGEST & BEST
EXAME recognized Cogna as the top company in the Education category.

GPTW
We made the Great Place To Work ranking of the best companies to work for. We were also recognized as one of the best companies for women to work for in Brazil and one of the best companies to work for in Minas Gerais state by the ranking.

BEST ESG PRACTICES
In the multisectoral awards organized by Leaders League, our Institutional Relations department was elected the best among the companies evaluated. Cogna was also a finalist in the Best ESG Practices in Brazil awards.

BEST LEGAL DEPARTMENT
Since 2021, we have been consecutively recognized by Leaders League for having the best legal department.

PRÓ-ÉTICA MARK
In 2023, our Compliance Program was bestowed with the Pró Ética certification, created by the Ministry of Justice in partnership with the Office of the Comptroller General (CGU).

CLIENTE SA
We received three awards from Cliente SA: 2023 Person of the Year the VP of Student Experience; Gold in Credit Strategy, Collection and Risk Leader category for the success story “From collection to financial partnership: how Cogna creates value without sacrificing experience”; and Silver in the Leader in Game-Changing category for the success case “Service: the student at the heart of digital transformation”.

WOMEN IN LEADERSHIP POSITIONS
We received the following recognitions in the Women in Leadership awards: 1st place in the Administrative Council category, 2nd place in the Educational Market category, and 62nd place in the overall ranking, among 207 participating companies.

TOP EDUCAÇÃO
SOMOS Educação was recognized in two categories of the award – Social Work and Educational Consultancy –, which recognizes the most remembered brands that help push education onwards in Brazil.

INSTITUTIONAL INVESTOR
In the 2023 sell-side ranking, we achieved the following positions in the education market: 2nd place – Best CEO; 2nd place – Best CFO; 2nd place – Best IR Professional.

BEST HR
Our VP of People & Culture* won the Best HR Southeast Award from the Center for Communication Studies.

30% CLUB BRAZIL AWARD
Cogna is among the hundred listed companies on the stock exchange with 30% or more female representation on the Board of Directors.

100% TRANSPARENCY MOVEMENT
Cogna was recognized for achieving the transparency goal regarding the compliance and governance structure by the Global Compact initiative.

* In January 2024, the Vice Presidency of People & Culture changed hands, with the position now being held by a woman.

AS MELHORES DA DINHEIRO
In the ranking, we secured 2nd spot in the Specialized Services category and 1st in corporate governance in the Specialized Services category.

100 OPEN CORPS RANKING
We achieved 5th place in the ranking’s Education category.

360° LIST
In the awards, we secured 4th place in the Education category and 1st place in the Education sector for ESG – Corporate Governance.

BLOOMBERG LÍNEA
Roberto Valério, CEO of Cogna, was elected one of the 500 most influential personalities in Latin America.

EXPERIENCE AWARDS
In 2023, Unopar received the award for best NPS in distance learning (EAD).

GLOBAL 50 PUBLISHING RANKING 2023
With its traditional publishing labels, Cogna Educação is the highest-ranked Brazilian group in the Global 50 Publishing Ranking 2023 (43rd in the world) among all publishers with revenue above €150 million in the previous year.



PUBLIC VOLUNTARY COMMITMENTS



UN WOMEN'S EMPOWERMENT PRINCIPLES (WEPS)
Since 2021



INSTITUTO ETHOS
Since 2021



BUSINESS AND LGBTI+ RIGHTS FORUM
Since 2021



CLEAN COMPANY BUSINESS PACT FOR INTEGRITY AND AGAINST CORRUPTION
Since 2022



UN GLOBAL COMPACT
Signatory since 2010

WOMEN LEAD MOVEMENT
Since 2023

MIND IN FOCUS MOVEMENT
Since 2023

NET ZERO AMBITION MOVEMENT
Joined in 2023

RACE IS A PRIORITY MOVEMENT
Since 2023

100% TRANSPARENCY MOVEMENT
Since 2023

CERTIFICATIONS



FOREST STEWARDSHIP COUNCIL (FSC)
CERTIFICATION OF 100% OF ELIGIBLE OPERATIONS
Since 2006



JUSTICE FRIENDLY COMPANY
Since 2021



EMPRESA CIDADÃ (CIVIC AWARENESS COMPANY)
Since 2021



WOMEN ON BOARD (WOB)
Since 2022



GREAT PLACE TO WORK
Since 2022
GREAT PLACE TO WORK FOR WOMEN
Since 2023



2023 CDP - "B" RATING FOR CLIMATE CHANGE DISCLOSURES



PRÓ-ÉTICA MARK
Since 2023



BRAZILIAN GHG PROTOCOL PROGRAM
GOLD STATUS Since 2019
MEMBER Since 2023

SUSTAINABILITY INDICES

CORPORATE SUSTAINABILITY INDEX (ISEB3)

2022/2023 Portfolio
2023/2024 Portfolio

Cogna is the first company in the education sector to be listed on ISEB3

GREAT PLACE TO WORK (IGPTWB3) INDEX

2022/2023 Portfolio

CARBON EFFICIENT INDEX (ICO2B3)

2022/2023 Portfolio
2023/2024 Portfolio

BLOOMBERG GENDER-EQUALITY INDEX (GEI INDEX)

2023 Portfolio

TEVA - WOMEN IN LEADERSHIP (TEVAELAS INDEX)

2021/2022/2023/2024 Portfolio

Cogna is the first and only company in the education sector to be included in the index, where it is ranked 8th overall and 5th in the Board Representation category



SUSTAINABILITY RATINGS

ESG Ratings

Cogna Rating

Rating scale

S&P Global

46



SUSTAINALYTICS

10.7 (low risk)



FTSE Russell

3.2



ISS ESG

B-



CDP
DISCLOSURE INSIGHT ACTION

B



REFINITIV

66



MSCI

BB



QUICK FACTS

GLOBAL S&P

Cogna Educação

1st
in Brazil in Education

2nd globally
in Diverse Consumer Services

Sustainability Yearbook Member 2023 and 2024

Recognition as an **Industry Mover** in 2023

SOMOS Educação
6th globally
in Diverse Consumer Services

SUSTAINALYTICS

1st globally
in Education

1st place in Brazil
in Education

2nd globally
in Diversified Consumer Services

ISS ESG

Prime Status, classified as an **Industry Leader**

REFINITIV

1st place
among Brazilian peers

1st globally
among all School College & University companies



STRATEGY AND BUSINESS MODEL

IN THIS CHAPTER

- **AMBIDEXTROUS MANAGEMENT**
- **INNOVATION**
- **BUSINESS MODEL**
- **FUTURE VISION**
- **COGNA COMMITMENTS FOR A BETTER WORLD**



INNOVATION



EFFICIENCY

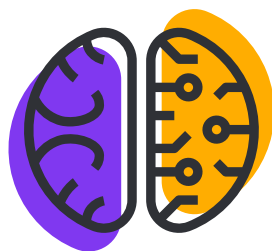


AMBIDEXTROUS MANAGEMENT

Ambidexterity is part of the *Cogna Way*, since it combines a focus on strategies to sustain our current business with exploring new investment theses to maximize our value capture and generation.

Using ambidextrous management, which we adopted in 2022, we conduct our core business with a focus on operational efficiency, in order to achieve the best possible results. At the same time, we invest in structured processes that enable us to explore innovations in products and services, as well as new markets, aimed at leveraging the long-term sustainability of the business.

To that end, we have an organizational structure geared to ensuring the robustness of our business verticals, and an innovation lab, *Cogna Labs* (learn more in [Innovation](#)), which gives us the necessary agility and autonomy to explore new business, without interfering in the dynamic and governance of our core business.



We use ambidextrous management to **conduct our core business** and **explore innovations and new markets**.

In 2023, we strengthened the autonomy of our teams, splitting them into squads to drive the creativity and speed with which they came up with solutions and overcame challenges. Importantly, managers have access to indicators concerning the application of ambidexterity in their respective



departments. For the coming years, with support from the Vice-President of Technology, the idea is to draw up a roadmap for our business areas to enable synergies to be harnessed between our business units from an ambidextrous management perspective.

As far as strengthening the core business was concerned, in 2023 we went on developing the areas of hybrid and digital learning, medical training and B2B solutions. In higher education, we sought efficiency in our learning centers and we focused on attracting students, reducing truancy and improving satisfaction.

We repositioned our higher-education brands under the Anhanguera brand and, by investing in innovation, sought to strengthen our value proposition of providing a more efficient, more personalized education for all, based on the individual needs and routines of each student (learn more in [Education that empowers](#)).

In K-12 education, we directed our efforts towards growing our market share and increasing the penetration of complementary solutions. Through SOMOS, we began to explore two avenues for growth: B2G and Anglo Start (learn more in [Public education](#) and [K-12 education](#)). Through Saber, we sought to expand our portfolio of educational and engagement solutions, and grow our participation in the National Program for Books and Teaching Materials (PNLD).



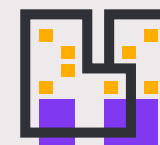
Clear strategy



Hybrid and digital learning



Medical training



B2B teaching system

Harnessing synergies

In 2022, we unified the operations of our partner centers and campi under a single Vice-President, making the whole more efficient and synergistic. The move saw the establishment of centers and units under the same business departments, and the creation of a dedicated back-office structure, with intelligence, planning and new business going hand in hand and supporting the front-office team. With six business departments covering the entire country, including one focused on medicine, this integration strengthened the connection between units and centers, optimizing the search for results.

We reorganized the working models of unit directors and the operations manager, introducing a weekly routine that efficiently balances external relations and internal management. We implemented structured rituals spread over the month, promoting strategic connections and information-sharing to enable teams to manage and develop their areas with high performance.

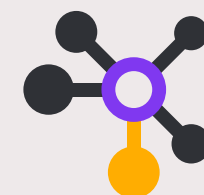
We split units into performance clusters, enabling more efficient management based on their individual needs and characteristics. Each unit receives

investment, pricing and corporate attention in line with their mapped profile, increasing management clarity and making it easier to determine what path to take for efficient, effective results.

We also developed management panels to centralize important information, which can be viewed quickly and objectively. These panels help identify opportunities using detailed, reliable data, offering valuable insights for the continuous development of our units and centers.

We focused on developing the unit director's profile, aligning it with the company's new goals. We mapped their attributes and responsibilities, and provided specific training to fast-track their development and help them offer the best possible experience for our students and the best results for our units.

With these solid initiatives and the addition of innovative AI-based projects, our operations are becoming more efficient, integrated and results-oriented, preparing us for a future of sustainable growth and an improved experience for our students.



The development of **a more synergistic structure brought gains on a number of fronts.**

INNOVATION

GRI 3-3

Our ambidextrous management model and our capacity to capture and generate value are supported by innovation, the use of technology and the search for opportunities. In line with our strategy, to enable us to explore innovations in products and services, and also new markets, we have our own in-house venture studio, Cogna Labs, which means we can operate both as a startup and the major corporation that we are.

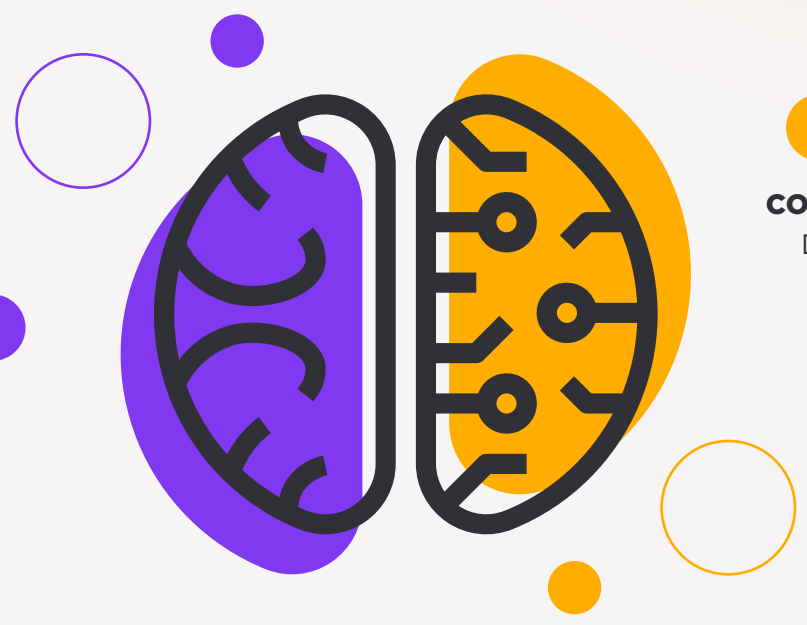
With its own separate structure, ideal for experimenting outside our core business, the studio works in both present and future, enabling efficiency gains and new business by developing and accelerating incremental, adjacent and transformative innovation projects. Drawing on the company's existing competencies, we interact with an innovation ecosystem comprised of startups, to identify opportunities, create projects, test them out and scale them up where they fit our strategy.

COGNA LABS: FOCUS ON THE PRESENT AND FUTURE

AMBIDEXTERITY IN PRACTICE

CORE BUSINESS

OPEN INNOVATION
Collaborating with startups to seek efficiency and solve existing challenges



NEW BUSINESS

CORPORATE VENTURE BUILDER
Developing new business ideas that can bring incremental revenue or open up new growth avenues



30+
dedicated professionals



12
innovation projects



9
venture building theses

Structured method

The work of Cogna Labs follows a structured, coherent method for creating new business, which involves the stages of opportunity mapping, thesis design and testing, MVP (minimum viable product), growth and scaling up. As the hypotheses are tested and validated, the earmarked investment is increased.

In 2023, we invited startups to explore opportunities for increasing the efficiency of our operations. A total of 376 solutions were mapped, 37 of them were curated, and 27 of these were then chosen for pitching. As a result, 12 proofs of concept were produced, relating to the student experience and enrollment growth, which form part of our business strategy.

376
solutions mapped

27
selected for pitch

12
proofs of concept



We conducted 12 proof-of-concept projects related to student experience and enrollment growth, which are integral to our business strategy.



VOOMP: a growing solution for creators

One of the innovations derived from this method is Voomp, a platform where creators can sell their content. Because it is part of the Cogna ecosystem, Voomp offers advantages such as the possibility of creating postgraduate and short courses in partnership with creators. Established in 2022, Voomp grew steadily throughout 2023. Over 300 creators have sold their content via the platform, which has made more than 1,400 items of content available.



E.CO CORPORATE EDUCATION: learning for businesses

Providing learning solutions for ages 2 to 100 also means promoting corporate education, which marks our presence in the B2B market. In this context, one product of our innovations in new growth avenues is E.CO Educação, a comprehensive corporate university platform that unifies our academic content with collaborative learning in companies.

The goal is to contribute to the professional development of company employees, making them the protagonists of their own careers, and to leverage organizations' performance and strategies. This new initiative was developed in 2023, with the aim of increasing revenues on the B2B market without any significant increase in operating costs. It involves selling an integrated learning management system (LMS) for our courses, which is designed to manage corporate training. We currently lead the field, offering the biggest portfolio of courses available on the market: a total of 1,200 courses in 20 categories, mostly derived from MBA and postgraduate programs.

Artificial intelligence

For Cogna, AI is a facilitator that enables us to drive the transformation of our business, identifying opportunities and developing innovative solutions in a variety of areas—from marketing to people management, the decision-making process to business verticals. The development of these capabilities and applications in our business areas is monitored on a weekly basis by a working group.

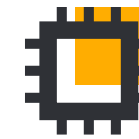
Artificial intelligence and adaptive learning

To improve students' academic journey, we encourage the completion of exercises to identify potential gaps and address adaptive-learning actions. Based on the answers to the exercises, as well as identifying potential difficulties, artificial intelligence suggests content that needs reviewing or presents gaps in learning at elementary or secondary level. The initiative was implemented in the engineering courses on a trial basis, with the intention of expanding it to all disciplines.



Currently, **we have 8 key capabilities** and **over 70 initiatives mapped** in our business areas, which are monitored by a working group on a weekly basis.

PORTFOLIO OF INITIATIVES USING ARTIFICIAL INTELLIGENCE



AI CAPABILITIES

Reusable solutions, whatever the business unit, with little or no adaptation;



EXPERIMENTATION

Projects using AI carried out by business areas, with a range of objectives, using either our own capabilities or external tools;



OPEN INNOVATION

Involves driving the transformation of our core business by connecting with the innovation ecosystem in order to rapidly overcome challenges and achieve maximum efficiency.



In recent years, we invested in the science of learning, with a focus on artificial intelligence and neuroscience, to ensure that our teaching processes could deliver the most appropriate content to each student, at the best possible moment in their learning journey. In 2023, we advanced further, adopting artificial intelligence for certain tasks, so that teachers have more time to devote to teaching.

The idea is to make judicious, intelligent use of technology—for example, letting it perform a preliminary grading of exam papers, so that teachers can concentrate on giving a more in-depth analysis, provide feedback to students and focus on improving their learning. Among the results expected by the end of 2024 is a more than 60% reduction in the average time teachers spend on grading.

For students, the strategic use of technology allows more personalized communication. When browsing our channels, for example, artificial intelligence contributes to giving students a personalized offering of solutions based on their interests, so it is as if each student had access to their own personal web page. We also began investing in augmented and virtual reality (AR/VR), which contributes to the practical learning process.

Meanwhile, on the editorial front, we adopted AI in narrative games and for the creation of synopses, as well as for editorial revision and the creation of images for books in Spanish and on the subject of financial literacy. One of the technologies mapped in the period using an open innovation approach was generative AI, used to produce exam questions, answer keys and lesson plans at SOMOS, and for adaptive-learning, voice-over and subtitling content in other areas. This use of Gen AI technology brought a reduction in costs, operational efficiency, new resources, and pricing benefits for products like Plurall IA, which is due to be launched in 2025. AI was also incorporated in administrative and treasury-management processes—such as for the analysis of personal identity documents and proofs of income and residence.

All this was made possible by the creation of an AI platform called Cognia IA, which functions as a marketplace for the reuse of AI solutions and capabilities throughout the company, and enables rapid adoption, from a generative AI virtual assistant for all staff, to AI chatbots to answer internal staff and student queries. The platform guarantees centralized governance with security controls, data privacy, proper cost management and ethical use of the solutions.

During the year, two internal seminars were held with nearly 100 of the organization’s leaders, which mapped AI-based initiatives across eight company departments. Also worth a mention is the GenAI program, geared to selecting specific generative AI opportunities and mapping the leading AI start-ups on the Brazilian market. Other fronts where AI is used include the automatic validation of documentation submitted by students, a pilot for the production of course content—including reading materials, podcasts and images, and the creation of a postgraduate question bank, among many other examples.

For the coming years, we have a roadmap that allows for the use of technology to answer operational and administrative questions, such as queries about where to find your password or certificate. In K-12 education, the idea is for AI technology to be used to enhance the interaction with customers and students on the Plurall platform.



Learn more [here](#).

In 2023, we further adopted artificial intelligence in processes that allow teachers **to dedicate their time to the most important task: educating.**



INPUTS

Financial capital

- Revenue
- Investment
- Financing

Manufactured capital

- Administrative headoffice and corporate offices
- Distribution center
- K-12 and higher education units
- University preparation course
- Community service spaces (clinics and school hospitals, model offices, Veterinary Medicine hospitals etc)
- Bilingual education network
- Publishers

Intellectual capital

- Recognized and high-performance educational systems and solutions for different profiles
- Portfolio of initiatives using artificial intelligence
- Research and studies on market trends
- Investment in new knowledge, high-tech resources and science in learning
- Patents for scientific productions
- Copyrights
- Management software
- Digital platforms
- Investment and partnerships with scientists and national and international specialists
- Corporate university

Human capital

- Staff
- Education professionals

Social and relationship capital

- Students
- Teachers
- Suppliers and franchisees
- Partner schools
- Business partners
- Market analysts
- Investors
- Government entities and non-governmental organizations
- Councils and trade associations
- Research funding agencies (CNPq, Capes, Finep, FASPs)
- Partnerships with fintechs, institutions and professionals recognized in their fields

Natural capital

- Electricity
- Water stewardship

BUSINESS MODEL

VISION

To be a benchmark education platform for children, young people and adults in Brazil.

PURPOSE

We urge people to build the best version of themselves.

COMMITMENT TO THE ESG AGENDA

- We set common goals for the entire organization to direct our internal processes to meeting local and global challenges
- Our social impact platform drives investments to improve public education; fosters enterprise; and collaborates with local development.

BUSINESS ACTIVITIES

- Education services
- Education, research and extension
- Community events and services
- Management of educational management software
- Publication and distribution of books and educational materials
- Publication of books

PRODUCTS AND SERVICES

K-12 education

- Teaching systems with highest approval rates and complementary education for 21st century skills, making the teaching experience unique in the one-stop partner model
- Bilingual system
- Offering of adult education (EJA) in the distance learning (EAD) format
- Promoting science in learning to enhance learning for students and the preparation of teachers
- Innovative technologies
- Ongoing training for teachers
- Textbooks and supplementary books for K-12 education

Higher education and continuing education

- Stricto and lato sensu graduate and postgraduate courses
- Extension and scientific initiation projects
- Scientific production
- Capillarity and offer of courses that expand access to university education nationwide
- Courses oriented to the labor market
- Prep courses for competitive exams
- Non-degree and language courses
- Master's and Doctorates

IMPACTS

Financial capital

- ↑ Remuneration for shareholders, employees and partners
- ↑ Investment in innovative research and technologies

Manufactured capital

- ↑ Presence in more than 5,000 municipalities

Intellectual capital

- ↑ Lifelong learning
- ↑ Project laboratory focused on practical classes
- ↑ Development of advanced educational methodologies
- ↑ Digital transformation
- ↑ Teaching strategies and educational practices based on science in learning
- ↑ Research in various fields of knowledge

Human capital

- ↑ Professional training
- ↑ Access to quality education
- ↑ Research and innovation
- ↑ Jobs and income

Social and relationship capital

- ↑ Socio-environmental impact projects, Instituto SOMOS and Fundação Pitágoras
- ↑ Study grant offer
- ↑ Professional community services
- ↑ Access to quality education
- ↑ Developing skills in learning and scientific research
- ↑ Investments in educational events
- ↑ Higher employability and income (targeted at students)
- ↑ Contribution to the debate around public policies

Natural capital

- ↑ Production and purchase of renewable energy for own consumption
- ↑ Water efficiency actions
- ↓ GHG Emissions
- ↓ Waste generation





ESG



INNOVATION



EFFICIENCY

FUTURE VISION

SOCIAL IMPACT

In 2023, Cogna took a significant step towards fulfilling its goal of empowering people to build the best version of themselves, by means of our business units and an ambidextrous management strategy. We also made progress with the Cogna Commitments for a Better World, grew on a number of fronts, innovated to provide exceptional experiences for students, teachers, customers and the general public, and achieved financial results in line with our planning.

In 2024, we will go on strengthening our core business and seizing new opportunities to leverage our value proposition, as well as remaining focused on our commitments. We are also committed to continually improving our processes and, in 2024, will be drawing up specific risk management plans for human-rights and climate-related risk.

We remain committed to rising to the challenges of the current economic climate, fulfilling our EBITDA guidance and generating value for our investors. We will do so by strengthening our areas of activity, from K-12 education (B2B2C) to the B2G market and higher education, which will

have an even stronger focus on improving the student experience. We will adopt the principles of having a network comprised of our own and partner schools that wow, are healthy and are in the right locations, and where people experience a culture that stands out for its efficient, effective structures and processes. All of this will bring increased efficiency on a range of fronts, with optimized use of space, more efficient buildings and campus standardization, among other things, all aligned with the company's growth strategies and financial goals.

Meanwhile, we focus on using artificial intelligence to improve the quality of learning and increase efficiency. Continually improving the student experience and supporting teachers will remain a priority in the coming years, in line with our position at the forefront of disruption of the education sector.

In keeping with our strategy of offering learning solutions for ages 2 to 100 and being present throughout the student journey, we will also endeavor to seize opportunities in the sphere of microcertification. Microcertificates are a way of

boosting students' careers and their insertion in the employment market, as well as driving upward mobility. We will also invest in building a learning repository, as a means of also addressing solutions in other areas, such as preparing for competitive public examinations or military entrance tests, thus widening the pool of services we offer.

Finally, we will make it a priority to develop an enterprise architecture that contributes in a coordinated way to a systematized vision of our processes, brands and applications. This will also involve providing tools to enable managers to design their own processes and gain a systemic view of the impact of changes to processes across the company as a whole, further leveraging its ambidexterity and ensuring the efficacy and efficiency of all our operations.



In 2024, **we will go on strengthening our core business and seizing new opportunities** to leverage our value proposition, as well as remaining focused on our commitments.

COGNA COMMITMENTS FOR A BETTER WORLD

SOCIAL IMPACT, TCFD

Mindful of the role of education in building a fairer, more equal society, our purpose is to empower people to build a better version of themselves. That purpose is reflected in the Cogna Commitments for a Better World, a manifesto that takes into account our social and environmental impacts and our goal of maximizing sustainable value generation for our stakeholders.

Our ESG strategy is sustained by transparent management in this area, led by the Director of Sustainability and Social Impact, who is answerable to the Chief Institutional Relations and Sustainability Officer, who, in turn, reports directly to Cogna's CEO. The results of the strategy are also monitored by the People and ESG Committee, set up in 2021 and comprised of members of the Board of Directors, who meet on a quarterly basis and share the information they discuss with the other Board members.

The Board is responsible for ensuring the inclusion of the ESG pillars in the company's commitments and strategy.

Moreover, the company's Sustainability team maintains meets with the Executive Committee, consisting of leaders and C-level officers, to present information about the area and to discuss actions. The issue is also incorporated in the risk matrix, and the targets of the Cogna Commitments for a Better World make up the variable compensation of the whole Executive Committee. [GRI 2-13, 2-14](#)

Planned for 2024 is a data-architecture project geared to the construction of a unified platform with automated collection of ESG indicators, offering a further contribution to our management practices.



We take into account our social and environmental impacts and our goal of maximizing sustainable value generation.

In 2023, we conducted engagement surveys with leaders and staff concerning the company's ESG actions. We also carry out satisfaction surveys with internal customers and staff, to gather feedback about the company's actions in the sustainability sphere. Surveys are conducted with students also, with specific indicators concerning sustainability actions and the extent to which their impact is perceived as positive. In addition, reputation surveys are carried out with governmental authorities.

Throughout the year, meetings on the issue are held with investors, like BlackRock, which closed 2023 with a 9.97% stake in the company, and our commitments and initiatives are presented in quarterly reports. During the year, we also carried out a perception study with our key stakeholders about our ESG actions.



We conduct engagement surveys and perception studies on our employees and core stakeholders.

COGNA COMMITMENTS FOR A BETTER WORLD



ENVIRONMENTAL

BALANCE BETWEEN PEOPLE AND NATURE

- To make efficient use of natural resources, prioritizing renewable sources for a greener world
- To educate and promote environmental consciousness, aware that we are all responsible for climate change
- To promote a balance between the use and preservation of resources and environmental offsetting.



SOCIAL

EDUCATION, DIVERSITY AND HUMAN RIGHTS

- Contributing to public education in the country
- To foster an entrepreneurial ecosystem and employability, helping people on their professional journey and in career development
- To drive economic and social development in the areas surrounding the teaching units
- To take care of employee health and well-being, contributing to physical, mental and emotional balance.



GOVERNANCE

GOVERNANCE AND INTEGRITY

- To pursue gender equality at all hierarchical levels and in the governance of the company
- To instill best governance practices and transparency in disclosures and results
- To foster the principles of integrity and anti-corruption.



Targets and disclosures

SOCIAL IMPACT, TCFD

Next, we present our targets and indicators linked to the Cogna Commitments for a Better World and their outcomes in 2023. The data are also correlated with the Sustainable Development Goals of the UN Global Compact, of which we have been signatories since 2010, in order to give clarity to our contributions.

In 2023, we fulfilled 43% of our targets, 50% ahead of the established timeframe. The six commitments that were entirely fulfilled—with three actually exceeded—concern our impact monitoring and maintenance actions.

Overall, we fulfilled 131% of the targets of the Cogna Commitments for a Better World for 2023.

New target

In 2023, as a result of the work being done on climate-change mitigation, we announced a target for reducing greenhouse gas emissions, based on the Science-Based Targets Initiative (SBTi).

We pledged to cut the company's total emissions (scopes 1, 2 and 3) by 50.4% over the next ten years.

Learn more about our actions in this area in [Climate strategy](#).

Transparency

We are committed to transparency regarding the results of our ESG strategy, and we therefore have a dedicated web page containing up-to-date information about our initiatives and the status of our commitments. Click [here](#) to find out more.

We also submit our indicators and information to rankings that evaluate and qualify companies' ESG management. Based on those evaluations, we are included in the following indexes:

Learn more in [Awards and recognition](#).

ISE B3

Corporate Sustainability Index (ISE)

IGPTWB3

The B3 Great Place to Work Index (IGPTWB3)

ICO2B3

Carbon Efficient Index (ICO2)



Bloomberg Gender-equality Index



Issue	SDGs	Targets	Year completed	Status in 2023*	Target highlights
Balance between people and nature					
Energy	7	Have 90% of the energy consumed in the network from renewable sources	2025	99%	We ended the year 2023 with 83.2% of energy consumed from renewable sources. Leading the way, our distribution center consumes 100% of its energy from renewable sources, and we use photovoltaic panels at our units in Jaú (SP), Ponta Porã (MS) and Eunápolis (BA). Learn more: Energy efficiency .
Environmental education	12	Impact 1.8 million people with environmental education contents	2025	42%	We closed 2023 with 422,000 people impacted with environmental education content. Since the end of the year, our higher education institutions (HEIs) have been part of the Schools for Climate Movement. Through Fundação Pitágoras, Cogna's social arm, we launched the Tree Drive, a national movement in partnership with the public sector and cross-sector alliances. Learn more: Schools for the Climate Movement .
Climate change	13	Measure the impact of GHG (greenhouse gas) emissions in the company's operation, stipulating mitigation and offsetting targets and commitments ✓	2022	100%	Goal achieved in 2023 with the publication of the emission inventories from 2019 to 2022 and the announcement of the public target to "Reduce the Company's total GHG emissions by 50.4% across scopes 1, 2 and 3 by 2032". Our inventories have been classified as Gold Status from the Brazilian GHG Protocol Program since 2019. Learn more: Climate strategy .
	13	Reduce total Company emissions (scopes 1, 2, and 3) by 50.4% over a ten-year horizon (baseline 2022)	2032	Target launched in 2023	Target disclosed in December 2023, which is now tracked instead of the target "Measure the impact of GHG emissions on the company's operation, stipulating mitigation and offsetting targets and commitments through 2022." Learn more: Climate strategy .
Education, diversity and human rights					
Social impact	3	Benefit 5 million people through community services and social projects at our teaching and partnering units	2025	78%	We ended the year with 1.8 million people benefiting from community services and social projects since 2022. In addition to collaborating with communities in the neighborhood of our IES, these actions provide the students with practical experience, i.e., they align the generation of social impact with vocational practice. Learn more: Social impact through our IES .
	4	Benefit 150,000 public school teachers with educational products and services ✓	2025	301%	We exceeded the target by training 179,000 public school teachers through more than 3,500 training sessions on pedagogical topics across the country. Learn more: Public school teacher training .
	8	Train 150,000 people in business and entrepreneurial competencies to foster enterprise in the country ✓	2025	386%	We beat our target by training 349,000 people in business and entrepreneurial skills.
Health and safety	3	Train 100% of company employees in health and safety ✓	2022	95%	In 2023, the Health and Safety course became part of the mandatory training path for the Company's employees during the three-month onboarding process. By December, 95% of the Company's leaders and 92% of all our employees had completed the training. Learn more: Health, safety and well-being .

* Status of the Cogna Commitments for a Better World targets set for 2023



Issue	SDGs	Targets	Year completed	Status in 2023	Target highlights
Diversity	5	Achieve gender equality (50%) in leadership positions (≥ managers) occupied by men and women	2025	91%	45% of leadership positions at the level of manager and above are held by women (cis or transgender). At the end of 2022, we launched our trainee program exclusively for black women. The trainees are working in different Company departments, with the goal of assuming leadership roles at the end of the cycle. Learn more: Diversity, equity and inclusion .
	10	Increase the number of positions occupied by black and mixed race people to 40%	2025	106%	37% of our workforce is black. The diversity census conducted in 2023 was important for us to better understand our internal stakeholders and prepare action plans to be addressed with our affinity groups. Last year, we concluded the Somos Afro affirmative internship program, resulting in 77% of the interns being hired permanently by the Company. Learn more: Diversity, equity and inclusion .
	10	Increase the number of leadership positions occupied by black and mixed race people to 40%	2025	81%	30% of leadership positions starting from coordination level are held by black individuals. The diversity census allowed us to achieve a 2 pp increase through self-declaration and updating our database. Learn more: Diversity, equity and inclusion .
	10	Maintain the approval of the LGBTQIAPN+ group at or higher than 93 in the Engagement Survey	2025	105%	We maintain an approval score of 98 points in the engagement survey for the LGBTQIAPN+ group when consulting all stakeholders. The diversity census allowed us to segment this goal, identifying the topic's approval for the respective group. Therefore, the goal will be reported with both scenarios from 2024 onwards. Learn more: Diversity, equity and inclusion .
	10	Train 100% of company leaders in the contents of the corporate university diversity program	2025	96%	96% of our leaders were trained in the Company's diversity program. By the end of 2023, 92% of all Company employees had completed the training. Learn more: Diversity, equity and inclusion .
Governance and integrity					
Governance	16	Incorporate ESG targets into the variable remuneration policies of 100% of senior management ✓	2023	100%	As early as 2022, ESG goals were factored into the variable compensation of senior leadership. In 2023, to consolidate sustainability as a strategic pillar of the Company, 100% of our leaders and other employees now have ESG goals in their variable compensation. Learn more: Compensation policy .
Diversity	10	Have at least one third women, black and LGBTQIAPN+ individuals on the Board of Directors ✓	2023	160%	Our Board of Directors currently has 60% of seats occupied by representatives of minority groups, including two women and one person from the LGBTQIAPN+ community.

SDGs: 3 Health and well-being 4 Quality education 5 Gender equality 7 Affordable and clean energy 8 Decent work and economic growth 10 Reduced inequalities 12 Responsible consumption and production 13 Climate action 16 Peace, justice and strong institutions.



For further information about SDGs, see the [site](#).

Commitments related to the Global Compact movements TCFD

Beyond the Cogna Commitments for a Better World, in 2023 we voluntarily joined five movements of the Global Compact, which consist of external initiatives to strengthen organizational practices according to their topics. Each movement includes goals to enhance the commitment to sustainable development among participating companies, as detailed below.



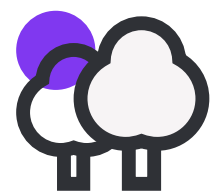
Cogna was the **first company in the sector** to **join the Global Compact movements.**

Movement	Goal	Timeframe	Status
MOVIMENTO AMBIÇÃO NET ZERO	Annually publish our greenhouse gas emissions inventory for scopes 1 and 2 (scope 3 optional).	Ongoing goal	✓
	Formalize the commitment with the SBTi (short-term and/or long-term targets).	2025	In progress
	Have a dedicated professional for advice and support.	Ongoing target	✓
	Provide crisis management and guidance.	Ongoing target	✓
MOVIMENTO MENTE EM FOCO	Ensure ongoing employee reviews.	Ongoing target	In progress
	Keep managers engaged with training to address the topic and guidance on best practices, acting as agents of transformation and promoting psychological safety.	Ongoing target	In progress
	Create an anti-stigma program: organize open debates and group interventions on topics aimed at reducing the stigma associated with mental disorders, making it a permanent agenda within the organization.	Ongoing target	✓
	Incentivize mental health actions: campaigns and initiatives to encourage cultural, sports, nutrition, well-being, education and other practices based on identified needs.	Ongoing target	✓
MOVIMENTO ELAS LIDERAM 2030	To have 50% of women in senior leadership positions by 2030.	2030	In progress
MOVIMENTO RAÇA É PRIORIDADE	Have 30% of leadership positions occupied by black, indigenous, Quilombola, and other minority ethnic groups by 2025.	2025	✓
MOVIMENTO TRANSPARÊNCIA 100%	100% transparency in dealings with government officials by 2030.		In progress
	100% integrity in senior management compensation.	1 target in 2023	In progress
	100% of the high-risk value chain trained in integrity.	2 to 2025	In progress
	100% transparent compliance and governance structure.	3 to 2027	In progress
	100% transparent whistleblowing channels	5 to 2030	✓
			In progress

Education for sustainability

Given the nature of our activities and our nationwide reach, we believe we can contribute to transforming realities and raising awareness about global challenges, like climate change and preservation of biodiversity. To that end, one of the Cogna Commitments for a Better World is to impact 1.8 million people with environmental education content by 2025.

In this context, we offer over 170 graduate and post-graduate courses linked to environmental issues, as well as developing and disseminating content, open courses, talks and conversation circles on social and environmental themes. Staff have access to learning pathways at the corporate university, and open courses are available for the wider community and for public-school teachers and students.



We pledge to impact **1.8 million people with environmental education contents** by 2025.

Learn more in [Public commitments](#).

III Education & ESG Forum

In 2023, the 3rd Education & ESG Forum was promoted the discussion of emerging sustainability issues, with provocations intended to expand dialog and shine a light on the importance of the role of education to this agenda. The Forum consists of three panels: “Diversity through the lens of neuroscience and mental health”, “Governance and integrity: the importance of transparency in business” and “Climate risk: a call to adapt”. Each panel was comprised of experts in their field and mediated by a member of Cogna staff. It was a hybrid event, broadcast live—with simultaneous translation into English and Libras (Brazilian Sign Language). A total of 7,000 people from a wide variety of backgrounds enrolled for the event: students, customers, investors, government, civil society, voluntary sector, staff and other companies.

Audience satisfaction was measured by means of NPS, which gave a **total of 100 points**.



“I am amazed by all the content and the speakers. What a wealth of knowledge you have provided us with! I will see things differently after all that I heard here. I will contribute as far as possible in my role as a citizen.”

“This event was very productive in terms of the issues it addressed. I appreciate this opportunity to acquire such a wealth of important knowledge for my personal and professional life. Congratulations for the fabulous event and to the wonderful teachers! I wish Cogna every success in continuing to share its experience and know-how with everyone.”

In the sphere of outreach, since outreach activities became a mandatory part of the curriculum for graduate courses, we brought projects in line with the UN Sustainable Development Goals. The aim is to encourage students to take part in activities that have a positive impact, developing a global awareness and acting locally in their communities.

In the field of research, we invested in particular in the environmental sciences, health, environment and regional development. Against the current backdrop of ecosystem degradation (coupled with loss of biodiversity, and climate change that is threatening human life and that of thousands of other species on the planet), conducting and incentivizing scientific research have a crucial role to play in the search for sustainable solutions and new ways of living in society.

Our master's and doctoral programs work in tandem with regional development, whether by generating local knowledge or improving the quality of life of local communities. Prime examples are the master's program in Environmental Sciences, which since 2021 has been a part of the Brazilian education ministry's Postgraduate Development Program for the Brazilian Legal Amazon, and the Uniderp master's and doctoral programs in Environment and Regional Development, and Sustainable Agribusiness, which have an emphasis on conservation projects for the Cerrado and Pantanal.

Research projects include topics such as “Agro-ecological farming and bioeconomics: strategies for conversion and adoption by family farmers in Brazil; “Use and conservation of biodiversity in the Pantanal and Cerrado”; “Assessment of leaf area index in fragments of Cerrado subjected to different methods of controlled burning”; and “Use of remote sensing to analyze vegetation dynamics in an urban park”.

Master's and doctoral research activities

	2021	2022	2023
Number of research lines on environmental issues	4	4	5
Number of research projects on environmental topics	30	31	32
Number of national and international patents on environmental topics	9	9	11
Number of national and international patents related to wildlife, flora and biodiversity topics	15	15	16

In K-12 education, our teaching materials are created in line with the guidelines of the National Curricular Parameters (PCNs) and the National Common Curricular Base (BNCC). These parameters address environmental education as a cross-cutting topic across various subjects and the BNCC, specifically under the “Responsibility and citizenship” axis, which positions sustainability as an element to be debated with students.

We also offer the complementary solution STEM Connect — Discovery Education, which includes and promotes discussions on socio-environmental topics and the 17 UN SDGs, as well as Leader in Me, which brings an interdisciplinary approach that challenges students to solve real-world problems, nurtures critical thinking, creativity and collaboration on social responsibility topics.



We hold **8 patents** for solutions linked to the environment, fauna, flora and biodiversity; **3 patents** specifically related to the environment; and **8 patents** focused on fauna, flora and biodiversity.



CORPORATE GOVERNANCE

IN THIS CHAPTER

- GOVERNANCE STRUCTURE
- ETHICS, INTEGRITY AND TRANSPARENCY
- RISK MANAGEMENT

GOVERNANCE FRAMEWORK

GRI 2-9, TCFD

Listed on the B3 Novo Mercado since 2012, Cogna is a corporation with no group of controlling shareholders. In line with corporate governance best practice, our governance structure comprises a Board of Directors, advisory committees—Finance and M&A, People and ESG, Strategy and Innovation, and Audit and Risk—a Statutory Executive Board and an Oversight Board, governed by our Bylaws and by company policies aimed at aligning our management with a commitment to generating value for our stakeholders. Our operations are also in line with the recommendations of the Brazilian Institute for Corporate Governance (IBGC) and the provisions of the Arbitration Chamber.

Appointments to the governance bodies are regulated by an Appointment Policy for the Board of Directors, Committees and Statutory Executive Board, which includes aspects like the promotion of diversity, alignment with company values and

culture, academic qualifications for the post, and the absence of any conflict of interest.

We also have a Competency Review and Succession Policy, which contains guidelines on the roles and responsibilities of the statutory directors and members of the board, and on the review of their performance, qualifications and development for the purposes of the senior management succession process. Begun in 2022, the review is carried out annually by a specialized independent consultancy firm. **GRI 2-18**

In its annual report, management report, reference form, AGM or IR website, the company discloses information about the review process, a summary of the main areas identified for improvement, and any corrective action taken. **GRI 2-18**



See our Bylaws and corporate policies [here](#).





Board of Directors **GRI 2-9, 2-10, 2-11, 2-12, TCFD**

Responsible for formulating and implementing general business policies and guidelines and long-term strategy, among other duties, the Cogna Board of Directors currently consists of five regular members, two of whom are independent. They possess diverse knowledge and experience, supporting executives in business decisions. Since the definition of the company's Social Impact Platform in 2019, board members have received training in this area and in sustainability-related topics. The Chairman of the Board does not concurrently serve in an executive position at the Company. **GRI 2-11, 2-17**

The members are elected at the Annual General Meeting of shareholders for a unified renewable term of two years, and can be removed at any time by the shareholders at an Extraordinary General Meeting. **GRI 2-10**

The Board is responsible for appointing and overseeing the management of the company's directors and hiring independent auditors. It is also responsible for overseeing the company's ESG commitments and ensuring they are in line with its strategy, with a focus on sustainable business development, with support from the People and ESG Committee.

ESG issues form part of the company's risk matrix and risk-management processes. These issues are on the agenda of all meetings of the Committee, held five or more times each year, and are submitted for review to the Board of Directors. Since 2019, as part of our sustainability strategy, members of the Board have been trained in ESG issues.

GRI 2-12, 2-13



Learn more about the Board of Directors in its [Rules of procedure](#).



BY GENDER

GRI 405-1

60% men

40% women

BY AGE GROUP

GRI 405-1

40%

between 31 and 50

60%

over 50

100%

attendance at BoD meetings in 2023

40%

independent members

BOARD OF DIRECTORS' MEMBERS



ANGELA REGINA RODRIGUES DE PAULA FREITAS

Gender: Female

Age: 66

Terms of office¹: 2

Committees: **E**



JULIANA ROZENBAUM MUNEMORIM

(Independent director)

Gender: Female

Age: 47

Terms of office¹: 2

Committees: **A E P**



NICOLAU FERREIRA CHACUR

Deputy chairman
(Independent member)

Gender: Male

Age: 59

Terms of office¹: 4

Committees: **A F**



RODRIGO CALVO GALINDO

Chair

Gender: Male

Age: 48

Terms of office¹: 2

Committees: **E P F**



WALFRIDO SILVINO DOS MARES GUIA NETO

Gender: Male

Age: 81

Terms of office¹: 7

Committees: **E F**

Name	Angela Regina Rodrigues de Paula Freitas	Juliana Rozenbaum Munemorim	Nicolau Ferreira Chacur	Rodrigo Calvo Galindo	Walfrido Silvino dos Mares Guia Neto
Quality of teaching and services offered	✓			✓	✓
Access to education	✓			✓	✓
Economic and financial sustainability	✓		✓	✓	✓
Innovation and technology	✓	✓		✓	✓
Student and customer satisfaction		✓		✓	
Employee training and education		✓			
Ethics, transparency and compliance		✓	✓		
Diversity & inclusion		✓		✓	
Employability and entrepreneurship				✓	

In 2024, the Board added another member:
Luiz Alves Paes de Barros.

COMMITTEES

- A** Audit and Risk
- E** Strategy and Innovation
- P** People and ESG
- F** Financial and M&A



Learn more about the [Board of Directors' members.](#)

¹ Each term lasts two years.

Oversight Board GRI 2-9

This board is an independent, non-permanent body convened at the request of the Company’s shareholders at a General Meeting. Its duties include overseeing the activities of senior management, reviewing the Company’s financial statements and reporting its findings to the shareholders.

At the request of a shareholder holding more than 2.0% of the Company’s share capital, the Oversight Board was formed with three serving members and three alternates, for a term through to the Annual General Meeting in FY 2024. Its members are elected at the General Meeting and remain in office until the next General Meeting, with re-election permitted. GRI 2-10



More information about the board’s members can be found on our [Investor Relations](#) website.

COMPOSITION OF THE OVERSIGHT BOARD GRI 2-9

Name	Gender	Activity time
Eduardo Cristovam Galdi Mestieri (serving)	Male	Since 2020
William Cordeiro (alternate)	Male	Since 2020
Anderson de Souza Marques (serving, coordinator)	Male	Since 2022
Wagner Brilhante de Albuquerque (alternate)	Male	Since 2022
Ricardo Scalzo (serving)	Male	Since 2023
Marcelo Curti (alternate)	Male	Since 2023

Advisory committees GRI 2-9

We have four advisory committees tasked with supporting the Board of Directors and the Executive Board by providing information and analyses that inform the decision-making process:



FINANCIAL AND M&A COMMITTEE



STRATEGY & INNOVATION COMMITTEE



ESG AND PEOPLE COMMITTEE



AUDIT & RISK COMMITTEE

The committees are responsible for approving in advance subjects in their area prior to their submission to the Company’s Board of Directors. Each committee’s duties and meetings are managed by one of its members, the coordinator, who among other duties is responsible for periodically informing the Board of Directors about the progress of the committees’ work.



See the [committees’ members](#). GRI 2-10

Information about each committee’s duties can be found in our [Bylaws](#).

Each committee is composed of up to five members, elected by the Board of Directors, who can remove them at any time. Members serve a renewable term of two years. Management members may be invited to participate in committee meetings but are not entitled to vote.

Statutory Executive Board and Executive Board GRI 2-9

The Statutory Executive Board is responsible for managing the Company and implementing the general policies and guidelines established by the Board of Directors. The statutory officers are elected by the Board of Directors for a renewable term of two years. They can be removed by the Board at any time. In 2023 it was composed of four members.

Information about the Statutory Board members is available [here](#).

Compensation Policy GRI 2-19, 2-20, TCFD

As set out in our Compensation Policy, the compensation of members of the Board of Directors is comprised of a fixed amount plus a bonus for participating in statutory committees or holding the post of Chair of the Board. Independent members of the Board of Directors are also eligible for stock option plans and/or restricted stock plans approved by the company.

Senior leadership receive a comprehensive package comprised of a basic salary, short- and long-term incentives, and benefits. In addition, since 2022, the ESG targets of the Cogna Commitments for a Better World make up the variable compensation of executives.

The company has a committee exclusively dedicated to compensation, which is responsible for overseeing and approving policies and decisions in this sphere. To ensure adherence to best market practices, the organization works with consultancy firms specializing in compensation. Any important decisions relating to compensation are



communicated to the market by the Investor Relations department, demonstrating our transparency and commitment to corporate governance best practices. See more in [Appendices](#). GRI 2-20, 2-21

View our [Compensation Policy](#).

ETHICS, INTEGRITY AND TRANSPARENCY

GRI 2-23, 3-3

At Cognia, ethics, transparency, respect and integrity are fundamental principles for conducting our business and relationships with all our stakeholders. To uphold these values, we have a ten-pillar Compliance Program, which includes compliance policies, risk assessment, internal controls, training, and due diligence (see the mandala).

Our values and guidelines are set forth in the Cognia Code of Conduct, updated in 2023, which outlines expected behaviors and commitments on topics such as human rights, diversity and inclusion, prejudice and discrimination, bullying and harassment, among others. Among the changes in the revision is the inclusion of items related to corruption and money laundering required by U.S. Legislation in the form of the Sarbanes-Oxley Act (SOx), as our shares are also traded in the U.S. market.



What is the Sarbanes-Oxley Act (SOx)?

SOx was introduced in the United States over 20 years ago to prevent fraud and misstatement in financial statements, promoting robust governance practices, and providing greater security to stakeholders. Stricter than Brazilian legislation, SOx addresses the pillars of "Financial management," "Business conduct," "Accounting," and "Information Management and Disclosure." This topic is covered in our new version of the Code of Conduct, particularly in the section on Trading the Group's Shares.

[View our Corporate Policies.](#)



Learn more about our supplier practices in [Supplier relations](#) and [Stakeholder engagement](#).

We also have a dedicated Supplier Code of Conduct, which encompasses guidelines related to labor practices, respect for human rights, ethics, combating corruption and money laundering, conflicts of interest, among others. For this group, we also have policies for Supplier Approval, Third-Party Integrity Risk Assessment and Supervision, and Dealing with Government Officials.

In addition to the codes of conduct, our values, commitments, and guidelines are addressed in internal policies and documents related to specific topics, such as the [Anti-Corruption Policy](#), which is aligned with Brazilian legislation (12.846/2013) and U.S. legislation (Foreign Corrupt Practices Act/FCPA), Human Rights, Stakeholder Engagement, Diversity and Inclusion, among others. The policies have been approved by the Cogna Board of Directors.

Our policies and practices are also guided by the Universal Declaration of Human Rights; the ILO (International Labour Organization) Declaration on Fundamental Principles and Rights at Work; and the Ten Universal Principles of the UN Global Compact. We also operate in accordance with the precautionary approach, by adopting measures to avoid or mitigate adverse social or environmental effects. **GRI 2-23**

Regarding human rights, we are committed to ensuring a dignified, safe, plural, diverse and non-discriminatory workplace; easing or preventing our negative impact on people and communities; upholding the rights of traditional peoples; repudiating child labor, forced labor, or slave labor, as well as child sexual exploitation and violence by private security agents; and ensuring freedom of association and the right to collective bargaining.

These commitments are particularly focused on consumers, clients, employees, and local communities, as well as individuals who belong to groups or populations considered at risk or vulnerable, such as children; human rights defenders; traditional peoples; migrant workers; people who might be discriminated against based on their sexual orientation, gender identity, gender expression, or sexual traits; people with disabilities; or women. **GRI 2-23**

Institutional Relations and Sustainability is tasked with implementing these commitments, which aims to ensure that the Company's goals are aligned with those established for 2025. The Board of Directors is also tasked with observing these commitments and ensuring they are included in the Company's strategy. We also have the Executive Board, which must ensure these practices are fulfilled in relations with leaders, employees and other stakeholders.

All Cogna professionals and suppliers must abide by their respective Codes of Conduct, which cover all human rights issues. [GRI 2-24](#)

In anti-corruption, we specifically consider risk factors related to the topic in the General Risk Analysis (GRA). In 2023, 100% of our operations were assessed for these risks, and there were no proven cases of corruption during the period, nor were there any lawsuits filed for unfair competition, anti-trust practices, or monopolistic practices. The company was not subject to fines or lawsuits brought by arbitration bodies. Cogna considers significant sanctions to be ones that damage the company's image, paralyze operations or cost over R\$ 1 million. [GRI 2-27, 205-1, 205-3, 206-1](#)

See more in [Appendices](#).

100% of our operations were assessed for corruption risks.



MOVIMENTO
TRANSPARÊNCIA 100%

Pró-Ética Mark and 100% Transparency Movement

In 2023, our Compliance Program received the Pró-Ética Mark certification, which urges companies to adopt integrity measures. This is a pioneering initiative in Latin America, created by the Ministry of Justice in partnership with the Office of the Comptroller General (CGU).

We also joined the 100% Transparency Movement of the UN Global Compact, whose goal is to strengthen transparency and integrity mechanisms in organizations. Besides joining this movement, Cogna was also recognized in the first Good Practices Award of the movement for its governance and compliance.

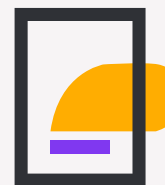
See more about our [Compliance Program](#). Click [here](#) to read our Code of Conduct and other policies.

Disseminating ethical principles GRI 2-24, 2-26, 3-3, 205-2

We offer mandatory training at the Cogna Corporate University (UniCO) on topics such as the Code of Conduct, anti-corruption, health and safety, and diversity. Employees must formally acknowledge these contents upon completing the training. In 2023, 100% of governance body members and 92% of eligible employees were informed and/or trained on anti-corruption practices. The percentage of trained employees is due to the restructuring of the training in 2022, which encouraged monthly employees to complete the training during that period, resulting in new certifications falling in 2023. GRI 205-2

In addition, we publish a monthly newsletter and specific internal communications related to guidelines, points requiring attention, conduct in general and forbidden conduct to remind people about the Cogna Confidential Hotline. Through a consultative approach, Compliance supports other teams with their queries about our policies and current legislation. Employees can contact the department via corporate email or directly to clarify doubts.

Our policies are also published on our institutional website and Investor Relations website. For suppliers, acceptance of the Company's Code of Conduct, the Supplier Code of Conduct, and the Anti-Corruption Policy is mandatory during the hiring process. In 2023, 100% (6,828) of our partners were informed about these topics. GRI 205-2



We ended the year with

91% of leadership trained on forms of harassment and discrimination

90% of staff trained on the Code of Ethics and Conduct

Over 10,000 hours of training on these topics last year

Reinforcing practices GRI 2-24

In 2023, we took action to further reinforce our practices. This took the form of establishing the Conduct Committee, responsible for resolving and defining disciplinary measures to be applied in substantiated complaints investigated by Compliance.

The Committee meets on demand when disciplinary measures need to be resolved and quarterly to monitor all actions. Among the control practices adopted by the body is the inclusion of members from minority groups for deliberation if the situation involves potential victims from these underrepresented groups. This ensures a diverse, inclusive decision-making environment with proper communication.

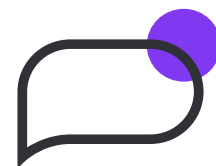
We also held Compliance Week for all employees, featuring online, hybrid and in-person events on topics such as harassment and discrimination, the Code of Conduct, anti-corruption, LGPD, and social media sharing; and the Compliance Workshop for leadership on forms of moral and sexual harassment and discrimination. These topics were also covered in mandatory training on forms of harassment and discrimination and in the monthly Compliance Bulletin.

Cogna Confidential Hotline

GRI 2-25, 2-26

Complaints regarding acts of fraud and corruption or any conduct that contravenes our values and ethical principles can be reported through our Confidential Hotline, open to employees, students, clients, suppliers, business partners and other stakeholders. All information received is handled by an independent firm and handled by the Compliance team confidentially, impartially and is responded transparently without reprisal.

According to our Complaint Investigation and Conduct Policy, after receiving the complaints and a preliminary analysis by the external independent firm responsible for managing the channel's information, Compliance is responsible for analyzing the complaints received. The investigation process may involve conducting personal interviews with those directly or indirectly involved and utilizing methods necessary to ascertain the facts, always respecting the privacy of those involved. When necessary, the Company also cooperates with investigations or inspections by public authorities, as stipulated in our Anti-Corruption Policy.

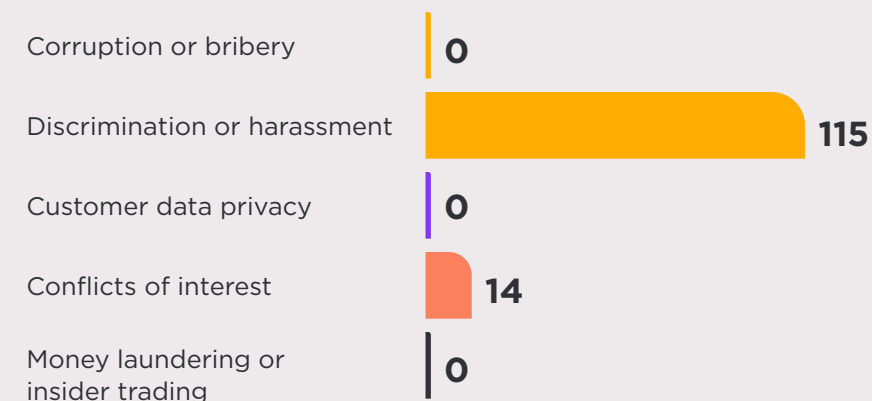


The information is handled by Compliance **in a confidential and impartial manner, with a guarantee of non-reprisals.**

The quarterly reports on the investigations conducted by Compliance are presented to the Audit Committee for review, decision-making and action plan development. The effectiveness of the complaint mechanisms is monitored by Compliance, which identifies recurring cases and implements new actions to ensure continuous improvement.

In 2023, 805 complaints were received via the Confidential Hotline, compared to 641 complaints in 2022, related to discrimination, harassment and violations of the Code of Conduct. We attribute the increase to literacy campaigns, training sessions and an emphasis on communication processes and dissemination of reporting methods. **GRI 2-16, 2-25**

Number of violations in FY 2023 **GRI 205-2**



The hotline can be accessed online.

Website: www.canalconfidencial.com.br/cognaedu

Tel.: **0800 741 0018**



PREVENTION GRI 2-27

Brazil is renowned worldwide for its culture of resolving industrial and consumer disputes with companies through judicial litigation. The latest legal sector breakdown published by the National Council of Justice in 2023 reported that there were a total of 81.4 million cases in progress costing an annual R\$ 116 billion, representing 1.2% of Gross Domestic Product (GDP) and R\$ 540.06 per inhabitant to manage the country's judicial demands.

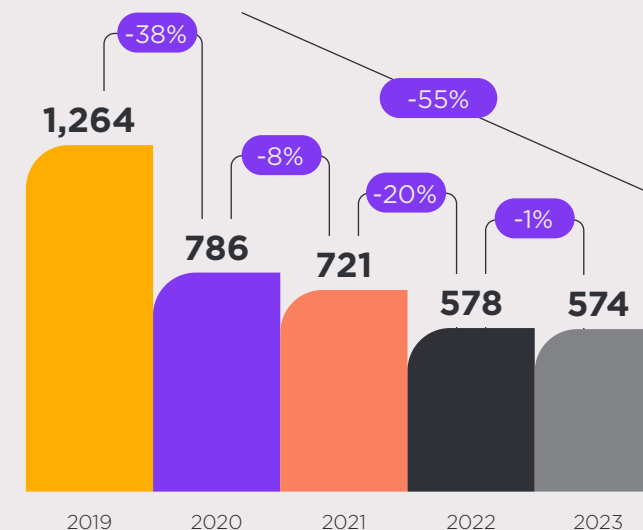
Our Legal department has accordingly endeavored to improve operations to reduce the number of lawsuits. An example of this is the creation of an executive labor committee that evaluates and monitors the root causes of potential issues in this area and rolls out action plans to mitigate them, which has significantly reduced the number of lawsuits over the past few years.

We currently have a low litigation rate compared to our peers, with a ratio of **1% of lawsuits received per employee base per year (ten lawsuits per year for every thousand active employees)**. In addition to reducing the number of new lawsuits, the average award paid under labor awards in recent years had diminished.

In 2022, our average award was about R\$ 74,000, and in 2023, it decreased to R\$ 43,000, a significant drop of 42%.

Number of labor claims filed per year

Over the past five years the number of new claims has fallen by 55%



RISK MANAGEMENT

GRI 2-13, TCFD

Our risk management is informed by a Risk Management Policy that outlines guidelines, roles and responsibilities on the subject, and references such as COSO ERM 2017 (Committee of Sponsoring Organizations of the Treadway Commission – Enterprise Risk Management Framework), NBR ISO 31000:2018 – Risk Management: Principles and Guidelines, and guidance from the Brazilian Corporate Governance Institute (IBGC).

We adopt the Three Lines of Defense model, and the general risk analysis process includes stages involving risk detection, analysis, assessment, treatment, monitoring and recording. Risks are mapped according to the specificities of each group company and addressed in conjunction with business departments. Our risk matrix includes topics related to finance, regulatory environment, management, ethics, transparency, integrity and ESG, among other topics. Annual risk exposure reviews are conducted.

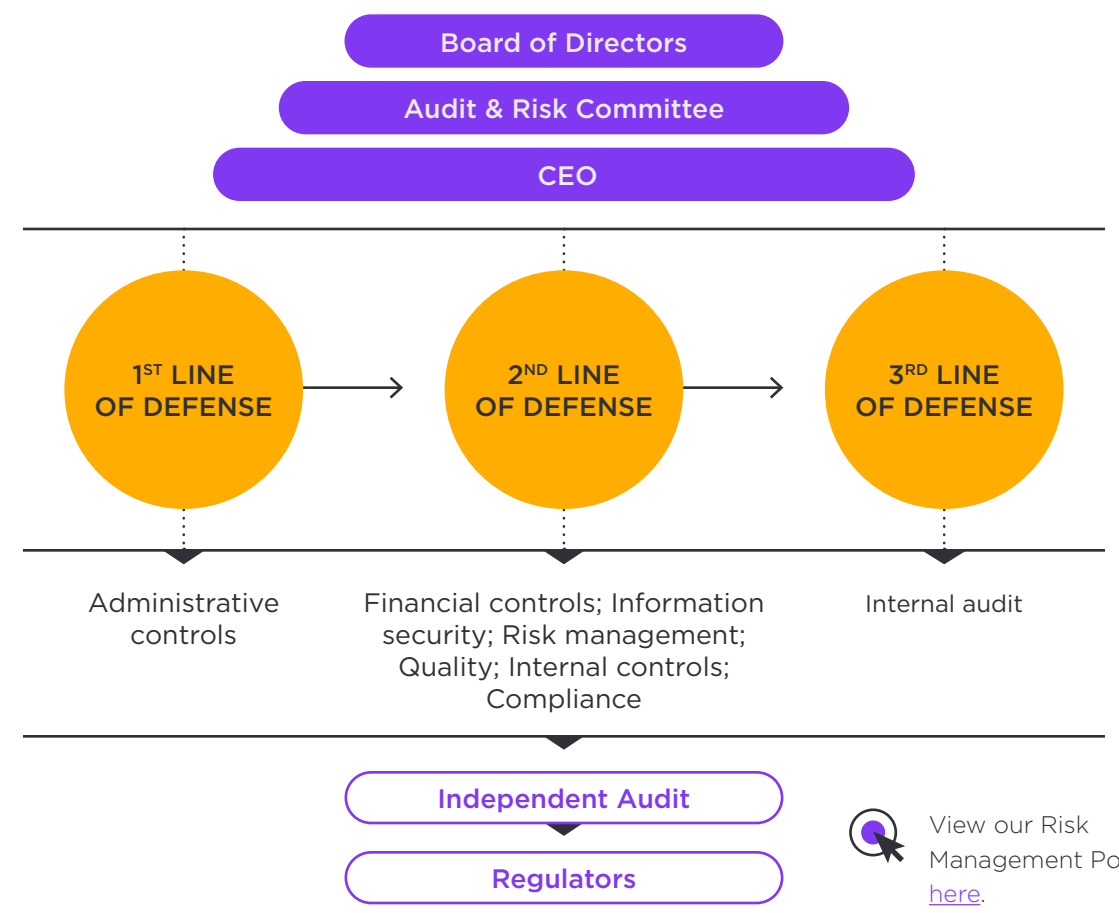
The Risk Management, Internal Controls, Compliance and Internal Audit departments, which are part of our Compliance practice, are responsible for identifying and mitigating risks and for continuously improving controls. Senior management validates the adopted actions, which are presented quarterly to the Risk Committee and, when necessary, to the Board of Directors.

In 2023, the internal audit’s review of critical processes to address course corrections that ensure greater efficiency, especially from an economic and financial perspective, was crucial. In 2023, it also supported Institutional Relations and Sustainability in setting parameters for monitoring the Cogna Commitments for a Better World. As a result, it is worth noting that the goals and commitments underwent the audit process.

In 2023 we also began developing specific risk management plans for human rights and climate change fronts, in line with requirements and guidelines from initiatives such as the UN Guiding Principles, CDP, TCFD (Task Force on Climate-related Financial Disclosures), and IFRS (International Financial Reporting Standards), with IFRS S1 focusing on general requirements for sustainability-related financial information disclosure and IFRS S2 related to climate disclosures.

For 2024 we are planning to update the Risk Management Policy, to provide more detail and transparency on the identification and mitigation of risks identified in Cogna’s business units.

THREE LINES OF DEFENSE





Information security and data privacy

GRI 3-3, 418-1, SASB SV-ED-230a.1, SASB-SV-ED-230a.2, SASB SV-ED-230a.3

Innovation and digitalization are part of our value proposition. To ensure the secure management of information and data, we have a dedicated information security practice led by a Chief Information Security Officer (CISO) within the Technology Vice-Presidency. We invest in robust prevention and protection tools and have an Information Security Policy and a cybersecurity program that includes preventive actions such as training, phishing tests and workshops, alongside technical actions aimed at preventing incidents and protecting our technological environment.

We also conduct regular campaigns, such as the Juntos + Seguros campaign, providing information on security and data protection to our employees. As part of our awareness efforts, we have a dedicated data privacy section within the Compliance Bulletin, which is sent to all company employees monthly.

Our management approach also includes regular internal and external information security audits

and penetration tests. Our information security assurance process is periodically evaluated by an external consultancy firm, which provides insights that support decision-making and improvements. We therefore have an incident/data breach response plan and conduct a system audit process at least once a year.

Our policies and processes are based on international standards, such as NIST CSF (cybersecurity framework of the National Institute of Standards and Technology, USA), and frameworks that address access controls, incident response, and other cybersecurity-related topics.

In 2023, a notable achievement was the transition from a physical data center to the cloud, which reduces physical risks, strengthens data security and lowers the demand for electricity. The cloud alternative has enabled us to introduce new information security controls, and the measures implemented under our security plan have significantly reduced the vulnerabilities initially



Our policies and procedures are based on **international standards.**



identified. As a result, high and critical cybersecurity risks are addressed more quickly. Pursuant to our OKR (objective and key results), critical vulnerabilities are fixed within 48 hours.

We also comply with the Brazilian General Data Protection Regulation (BR GDPR) and have a Privacy and

Juntos + Seguros campaign

At Cognia, all employees are involved in data and information protection. Our Juntos + Seguros program has data ambassadors who provide employees with various types of information for literacy on information protection, training and engagement.

Actions included guidelines on external emails, tips on web protection, mandatory training on Secure Application Development, and the availability of an Information Security Services Catalog, among various other actions.

Data Protection Policy, a General Device Use Policy, and an Acceptable Use Policy for Assets, which include guidelines and information on roles and responsibilities for appropriate privacy management and risk mitigation.

On this front, we have a data protection officer(D-PO), responsible for the Company's data protection strategy and governance structure and for accountability to the federal government data protection authority ANPD.

To report any situation involving data updates, corrections, consent revocations, or requests for information on data processing, we have the Privacy Portal available to all our stakeholders [here](#).

During the year, we received a total of 1,159 complaints from third parties and one from a regulatory body. Regarding consent practices and requirements for handling personal data by third parties, we ask data subjects to accept our Privacy Policy or Privacy Notice when obtaining their data, and only the minimum necessary data for the intended purpose is collected. We also use the OneTrust tool to record data mapping, create LIA and DPIA, and log identified privacy risks.

No substantiated complaints about privacy violations or data leaks, theft or loss were identified. However, we notified the National Data Protection Authority (ANPD) about a data leak involving employee data caused by one of our suppliers. We are also proud to report that there have been no recorded breaches in Cognia's history. **GRI 418-1, SASB SV-ED-230a.1, SASB SV-ED-230a.3**



During the year, **no complaints were identified regarding privacy violations** or data leaks, theft or loss.



SOCIAL AND ENVIRONMENTAL IMPACT

IN THIS CHAPTER

- **SOCIAL IMPACT**
- **SUPPLIER RELATIONS**
- **CLIMATE STRATEGY**
- **EFFICIENT RESOURCE CONSUMPTION**
- **WASTE MANAGEMENT**

SOCIAL IMPACT

We believe that education has the power to change the world by engendering social transformation, promoting better living conditions for people, and directly impacting income generation.

To maximize our contribution to society, our leading social causes are related to education, income generation and local development, which we address through our positive impact initiatives – Instituto SOMOS Institute and Fundação Pitágoras. These complement the projects and assistance to communities offered by our Higher Education Institutions (HEIs) and EAD hubs.

We also invest in these three pillars through federal incentive laws: Brazil’s Rouanet Law, Elderly Law, Sport Incentive Law and the Children’s and Adolescents’ Municipal Funds (Fumcad). In 2023, we invested R\$ 221,627.18 in five projects via incentive laws, with R\$ 110,813.59 under the Rouanet Law, R\$ 55,406.79 under the Sports Incentive Law, R\$ 27,703.40 via the Elderly Fund, and R\$ 27,703.40 via the Children and Adolescent Fund.

Pillars of our Social Impact Platform

EDUCATION

Empowering education in the country.



INCOME GENERATION

To change people’s lives through access to employment, helping them in their professional journey and in building their career.



LOCAL DEVELOPMENT

Promote economic and social development in the areas surrounding the teaching units.



Cross-cutting activity fronts

INNOVATION & TECHNOLOGY

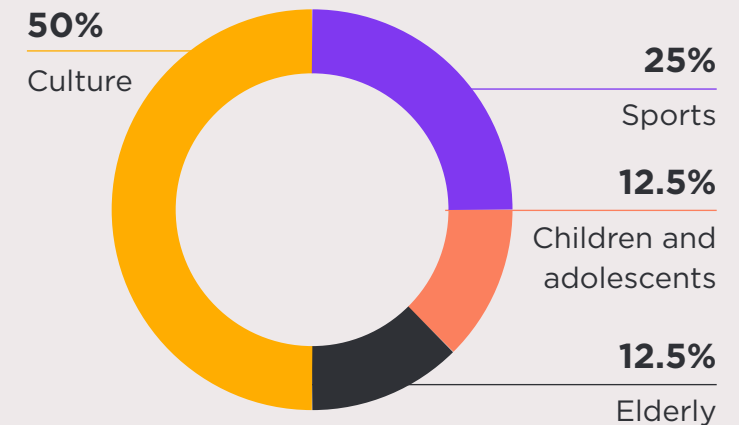
Use new technologies to minimize negative impact and to leverage the positive impact of the business.

DIVERSITY AND INCLUSION

To respect and value disabled persons; and promote equality in gender, ethnic origin, religion, sexual orientation and gender identity.

All Cognia direct sponsorships and donations follow our Donations and Private Social Investment Policy – managed by the Sustainability and Social Impact teams, which formalize the processes for these actions, considering the creation of positive impacts, transparency rules, and compliance. We also have Stakeholder Relationship and Sustainability policies, and other documents, such as the Supplier Code of Conduct, which guide our relationship with these parties, to whom we also provide complaint mechanisms, such as the Confidential Hotline (see more in [Ethics, integrity and transparency](#)).

Projects supported by area of activity via incentive laws



PROJECTS CONDUCTED UNDER INCENTIVE LAWS

ELDERLY FUND



NGO: CeMais

Project: The Right to Age with Rights

Alignment with pillars: Local development

Description:

The project The Right to Age with Rights conducts campaigns and meetings to raise public awareness about the System to Ensure Rights for the elderly. The activities include:

- Hosting 12 meetings in public squares in the city of Belo Horizonte
- Distributing informational materials that support the recognition of rights violations and whistleblowing and support channels
- Hosting cultural and leisure activities, and providing information on elderly rights, care and health
- Creating a playground during events where families can leave their children.

CHILDREN AND ELDERLY FUND



NGO: Fundação Dorina Nowill

Project: Literary Stimuli – Using the Senses for Reading Experiences

Alignment with pillars: Education

Description:

The project aims to create and distribute 500 kits with five new children’s stories, each kit accompanied by an audiobook of the stories, exclusive soundtrack, and a 3D doll per book. It will host five reading workshops for visually impaired children in São Paulo and provide accessible materials in schools and libraries to make educational settings more inclusive and nurture the creative development of visually impaired children.

ROUANET LAW



NGO: Instituto Fazendo História

Project: Annual Plan Instituto Fazendo História

Alignment with pillars: Education and local development

Description:

The project aims to create cozy reading environments, promote cultural democratization, and strengthen the identity of children and adolescents in care services. It also pursues integral development and includes donating books, creating reading spaces, reader training, training reading mediators, seminars, producing memory books and capacity building. Training sustainability ambassadors is part of its remit too.

SPORTS ACT



NGO: Instituto Esporte e Educação (IEE)

Project: IEE Training

Alignment with pillars: Education

Description:

The project trains teachers with the core goal of enhancing the pedagogical practices of physical education and sports teachers in schools and mobilizing managers and pedagogical coordinators. The main content applied in the training sessions focuses on educational sports as a cornerstone, its principles (inclusion, diversity, collective construction, integral education and autonomy), and the discussion of the right to sports, to facilitate the individual emancipation of teachers, students and the community and to stimulate citizenship.



NGO: Associação Vaga Lume

Project: Annual Plan Vaga Lume 2023

Alignment with pillars: Education and local development

Description:

The 2023 Annual Plan aims to run cultural workshops in rural Amazon communities, covering courses in reading mediation, early childhood reading, bookbinding and cultural exchanges. The activities embrace 95 communities in 22 municipalities in the Amazon and São Paulo, with a view to strengthening the bond between books and children as a cultural tool.

Social return

GRI 413-1, SOCIAL IMPACT

We promptly monitor the impacts caused by our social activities and investments through two instruments: social return on investment (SROI) and social impact measurement.

In use since 2019, SROI is a tool that enables a comparative analysis between the funds invested and the return in social benefits for the group of beneficiaries of the initiative. This instrument is used to evaluate initiatives that improve access to education, contributing to public education, and boosting the employability of young people and adults, especially Cognia graduates. It also measures the impacts of actions carried out by our social branches.

Betting on broad geographic coverage and affordable prices to broaden access to higher education allows us to serve small towns (via hubs with optimized physical structures) and offer higher education opportunities to young people and adults, who more often than not do not have the means to travel to larger cities. See more in [Access to education](#).



We also track the number of municipalities in our geographies that have a low Human Development Index (HDI) and locations where we are the only higher education institution (HEI) providing access to education.

Internal surveys on our employees ascertain their opinions about our social impact and sustainability work. In 2023, we achieved an average approval index of 93 for this indicator, an increase of 16.2 points on 2022.

In 2023, for each R\$ 1 invested by Cognia, R\$ 5.56 returned to society. A total of 3.2 million people benefited, and we accumulated R\$ 15 billion in socioeconomic assets and R\$ 1.8 billion in economic impact.

** This amount is not assured*

ASSETS INCLUDED IN THE SROI CALCULATION



ACCESS TO EDUCATION

Promoting and/or facilitating community access to education (e.g.: study scholarships, free university entrance courses, donation of educational materials).



PUBLIC EDUCATION ADMINISTRATION

Improve Brazilian public education (e.g., Fundação Pitágoras projects).



COMMUNITY

Promoting social transformation in areas around the units (e.g.: professional services offered by the higher education institutions).



INSERTION IN LABOR MARKET

Promote access to the job market (e.g., income increase for our students, employability portal).



CURRICULAR

Promoting social transformation through the dissemination of information (training students in social projects).

Social Impact through our HEIs

SOCIAL IMPACT


Aware of the potential impact teachers and students can exert at our higher education institutions in transforming realities, we have guidelines in our Sustainability Policy and University Extension Policy aimed at social engagement in surrounding communities. The second policy comprises the curricula of the undergraduate courses, based on four programs: Community Service; Innovation and Enterprise; Cultural Action and Diffusion; and Sustainability.

Such actions entailed service learning, an experiential education approach focused on stimulating activities that help meet human and community needs, which also involves structured reflections to promote learning.

To positively impact communities and simultaneously provide practical experiences for students, we urge teachers and students in a structured way to volunteer their time and engage in actions that support communities surrounding our campuses.

The initiatives are organized into two main fronts — social projects and community services — and range from health services to legal consultations and psychosocial support, among others.

This is a two-way street: in addition to helping the community, the actions provide the students with experience, that is, they align the generation of social impact with vocational practice.

Since 2019, we have also included a social intervention in all our undergraduate courses, a subject called Brazilian Society and Citizenship — which encourages volunteering, contributing to local development while also honing the socio-emotional skills of our students. See more in [Transformational education](#). 



How we operate

The **social projects** front, comprises initiatives undertaken for communities, aligned with the UN Sustainable Development Goals. They may be ongoing or isolated and may also be part of academic extension projects.

The **community service** front includes initiatives that occur systematically and continuously, in spaces dedicated to providing specialized services in our higher education institutions (HEIs). In this case, students on Cogna graduate courses provide specialized services in their area of professional activity. Examples are the legal advice centers, medical school clinics, psychological support and model offices.

IMPACTS OF OUR ACTIONS IN 2023

SOCIAL IMPACT

1,248 projects executed

134 units and hubs involved

7,639 participating employees

59,594 participating students

265,123 hours of volunteering, equivalent to **30** years

372,985 people benefited, equivalent to the population of Vitória da Conquista in Bahia

931,600+ consultations given

312,000+ people benefited, by community services

R\$ 266.4 million in relief for public authorities¹

¹ Calculated based on the zero cost of our services x official price lists of professional associations and the SUS public health service for each case

NORTH

17 (1.36%) social projects
26,982 consultations given
6,900+ people benefited
+ 370 teachers and students involved
1,631 hours of volunteer work, the equivalent to more than 67 days of work
R\$ 14,723,395.03 million in relief for public authorities

MIDWEST

313 (25.08%) social projects
141,534 consultations given
50,500+ people benefited
8,700+ teachers and students involved
30,083 hours of volunteer work, the equivalent to more than 1,253 days of work
R\$ 36,156,189.55 million in relief for public authorities

SOUTH

164 (13.14%) social projects
99,015 consultations given
38,950+ people benefited
5,900+ teachers and students involved

23,813 hours of volunteer work, the equivalent to more than 992 days of work
R\$ 64,396,206.00 million in relief for public authorities

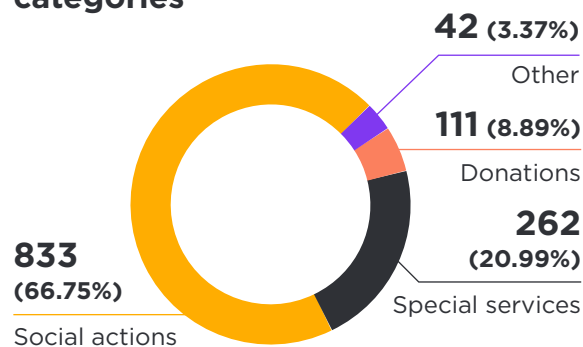
NORTHEAST

312 (25.00%) social projects
174,683 consultations given
46,700+ people benefited
7,500+ teachers and students involved
28,686 hours of volunteer work, the equivalent to more than 1,195 days of work
R\$ 29,835,851.15 million in relief for public authorities

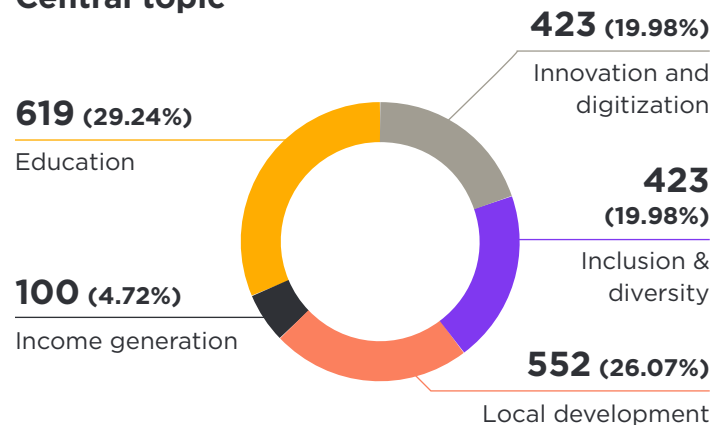
SOUTHEAST

442 (35.42%) social projects
489,404 consultations given
229,700+ people benefited
44,600+ teachers and students involved
180,950 hours of volunteer work, the equivalent to more than 7,539 days of work
R\$ 121,324,175.14 million in relief for public authorities

Project categories



Central topic



Alignment with SDG projects



STAND-OUT SOCIO-ENVIRONMENTAL PROJECTS IN 2023



ODONTO DA ALDEIA

Ananguera Rondonópolis (MT)
Beneficiary: Aldeia Tadarimana

The social initiative was carried out by 50 Dentistry students, benefiting a total of 170 individuals in Aldeia Tadarimana. The students conducted various activities focusing on oral health care, promotion and prevention, with a welcoming, humane approach grounded in technical-scientific knowledge.



EQUINE-ASSISTED THERAPY PROJECT

Ananguera Pelotas (RS)
Beneficiary: Association of Parents and Friends of People with Special Needs (Apae)

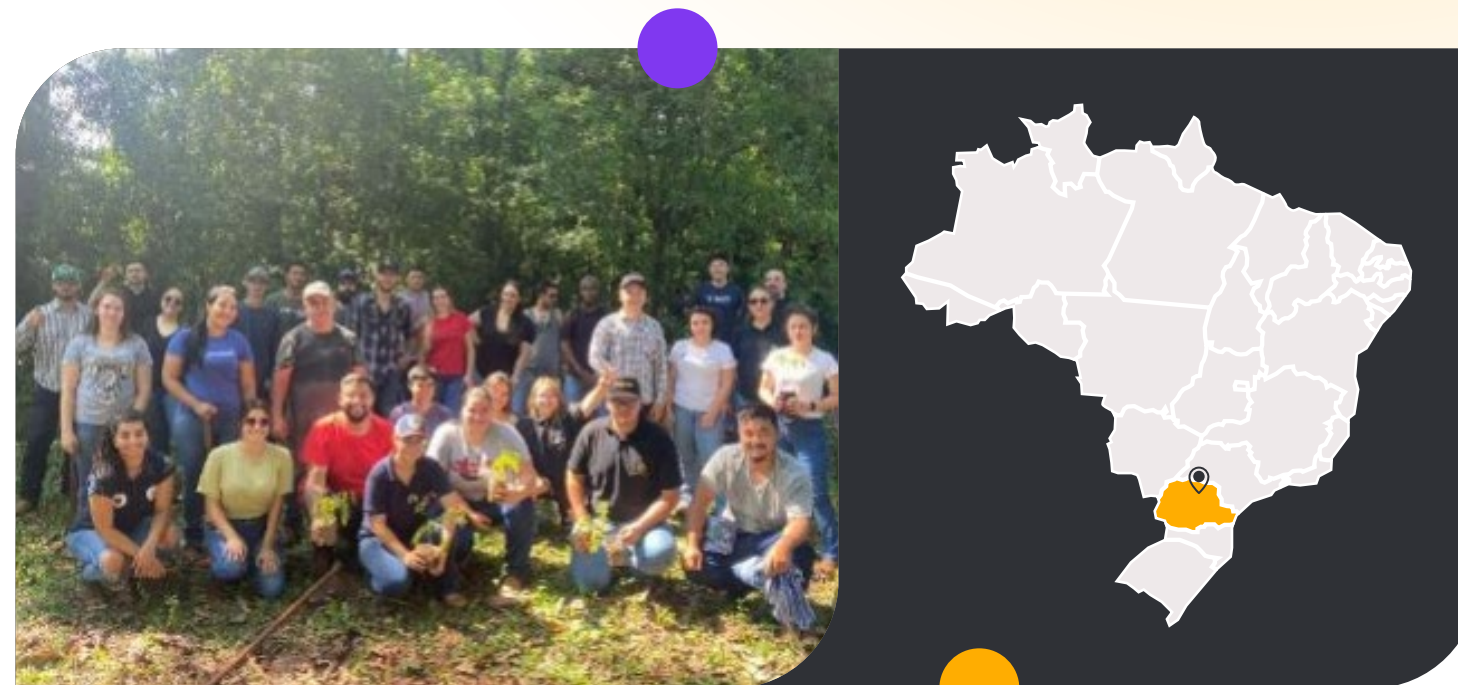
The services were conducted at Apae by 24 Psychology students, who directly benefited 27 individuals. Coordinated by a physiotherapy professor, the multidisciplinary team also includes physiotherapy and psychology guides and interns, with the latter being supervised by a 10th-semester psychology student.



COMMUNITY IN MOVEMENT PROJECT

Ananguera Ribeirão Preto (SP)
Beneficiary: Airport Community

Dentistry, Nursing and Psychology students collaborated with Lacultesp to participate in a social action held in the Airport Community in Ribeirão Preto. The main objective of this initiative was to provide health guidance and assistance to over 400 people, including mothers and children.



REFORESTATION OF FUNDO DO VALE

Ananguera Piza — Londrina (PR)
Beneficiary: Local Community

The Ananguera Unit in Londrina — Piza carried out a project to reforest the Fundo do Vale area in Londrina-PR, while also raising awareness among residents about the importance of conserving the area, in partnership with Instituto Água e Terra (IAT).

The reforestation involved planting native species and included environmental education and awareness activities, bringing significant social benefits to the local population and benefiting the local fauna and flora.

In addition to spreading knowledge, the project provided social returns by rejuvenating native forest areas, protecting water sources, providing food for local wildlife, and raising awareness among the surrounding population.



SOCIAL ALLOTMENTS

Ananguera Primavera do Leste (MT)

Beneficiary: Mãe Cidinha project

Conducted in collaboration with the vegetable growing course, the project involved constructing garden beds and sowing various vegetables, including lettuce and tomatoes in trays. Approximately 100 children from the Nossa Senhora Aparecida – Mãe Cidinha Social Project visited the college to learn about the garden and participate in planting and educational activities.

AUTISM AWARENESS

Ananguera Brasília (DF)

Beneficiary: Local community

The project was conceived to provide information about Autism Spectrum Disorder (ASD) to professionals and families of individuals with the disorder. One of the main activities involved direct interactions with children, offering moments of social inclusion through activities such as painting and games.





ENTOMOLOGICAL COLLECTIONS

Anhanguera Londrina (PR)

Beneficiary: Elementary and high school students from public schools

The initiative involved studying insects and creating entomological collections by Agronomy students, with the surplus donated to public schools in Londrina (PR) and the surrounding region. These collections became valuable teaching materials for Science and Biology classes, making lessons more engaging, visual and stimulating for elementary and high school students.



PHARMACEUTICAL CARE CAMPAIGN

Anhanguera Cuiabá (MT)

Beneficiary: Local community

The 2023 campaign built on earlier editions, aligning with the need to promote Pharmaceutical Care and provide essential services to university staff, students and visitors. Participants diagnosed with values outside the ideal parameters were advised to adopt healthy habits, such as exercise and dietary control, and were informed about the importance of proper pharmacological treatment. In all, 110 people benefited from this effort.



Escolas pelo Clima

In December 2023, all Cognia higher education institutions became part of the Schools for Climate Movement, making us the first group in the sector to join the initiative. The movement aims to promote environmental and climate education in educational institutions.



See more in [Schools for the climate.](#)

BRAZILIAN SOCIETY AND CITIZENSHIP

The mandatory Brazilian Society and Citizenship course in undergraduate programs covers topics such as human rights, civic engagement, politics and ethics. Through the initiative, the students should engage in volunteer work with non-profit associations of their choice, as a form of practical social assessment.



Volunteer hours

123,264 hours,
equivalent to 14 years

Students completing the subject in 2023:

30,816 students

SOCIAL INTERACTION AND BOND-BUILDING SERVICE

The actions included the importance of children's and adolescents' rights and duties was addressed through a discussion group and a practical activity involving the creation of a "tree of rights".

"Professionals in this field are always key players in public policy, and empowering vulnerable classes to learn, question and take ownership of their rights and duties is one of the fundamental roles of psychologists in society. By informing, questioning and inviting children and adolescents to discuss their rights, we are empowering them to become future agents of change in their actions and perceptions."

Maria Luiza Lima

5th semester Psychology student
Anhanguera Sumaré (SP)

SHELTER AND CARE FOR THE ELDERLY

The initiative involved disseminating information about dental health in a nursing home, aiming to stimulate social participation, offer emotional support, and inform about available resources.

"The experience provided me with a better understanding of the importance of looking after mental health in the elderly, and how Psychology plays a fundamental role in this process. I am fully convinced that this experience has prepared me to face the challenges of my future career as a psychologist, enabling me to offer effective and quality support to my future patients, respecting each one's individuality and background."

Lourdes das Graças Oliveira Rocha

5th semester Psychology student
Pitágoras Divinópolis (MG)



Fundação Manoel de Barros

SOCIAL IMPACT

Created in 1998 by Uniderp (University for Regional Development of the Pantanal – Campo Grande/MS), the Manoel de Barros Foundation develops projects aimed at social and cultural support and development, especially in Mato Grosso do Sul state and the Pantanal region.

The FMB is an autonomous, independent and sustainable organization. Through robust governance, it has a diversified source of funding to maintain and carry out actions that achieve social inclusion. The Foundation coordinates and implements actions that foster social inclusion for children, adolescents, young people, adults, and the elderly through social assistance, training, awareness, entrepreneurship and access to education projects.

Manoel de Barros, a native of Mato Grosso do Sul, was one of the main contemporary Brazilian poets. The Foundation chose his name as a tribute to the modernist writer.



11,085

people benefited in

6 projects

Learn more [here](#).



WRITING CONTEST “A WALK WITH MANOEL”

The contest invites public high school seniors to use their words to compose essays inspired by the works and language of Manoel de Barros. Besides Uniderp, the contest is supported by the State Education Department (SED/MS) and Companhia das Letras. In addition to teaching participants about his work, the contest aims to stimulate interest in writing, to hone writing skills and boost student interest in reading.

ACTIVE AGE

Under the slogan “for those aged 55 and above,” the project seeks to retrieve and value the social role of the elderly and middle-aged individuals, through continuous activities that make their participation more concrete and active, improving their quality of life and enhancing emotional balance. The project includes weekly activities such as physical education, physiotherapy, psychology, arts, digital inclusion and discussion groups.

YOUTH IN ACTION

The program aims to help nurture autonomous young people who can make decisions and positively intervene in society; drive the development of skills and capabilities that lead young people to seek new solutions to respond to various challenges in their personal and professional lives; and conduct activities that encourage social interaction, civic engagement and general preparation for the workforce. The program includes weekly sessions with discussion groups, workshops, and courses on self-awareness, social and professional behavior, personal and digital marketing, human rights, careers and professions, entrepreneurship and personal financial education.



Instituto SOMOS

GRI 203-2, 413-1, SOCIAL IMPACT

Founded in 2017, Instituto SOMOS is a nonprofit organization that works to socially impact K-12 education. Maintained by SOMOS Educação, it was established with the commitment to democratize access to education, reading and future skills for socially vulnerable youth across Brazil, encompassing various initiatives aimed at improving public education in the country.

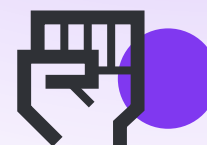
To bring even more robustness and transparency to the actions carried out, the Institute's governance framework was restructured in 2023. A new board of directors was elected, comprising professionals from SOMOS and Cogna, to maximize alignment with the company's positive impact strategy. Reporting rituals were also established, including a recurring meeting schedule for the Institute's Council, responsible for its strategic guidance.



LITERACY & READING

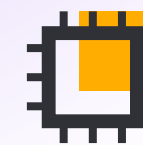
Nurturing literacy at the right age by training public school teachers, providing content and fostering reading for children and young people, among other actions.

GUIDING PILLARS



ACCESS & DEMOCRATIZATION

To contribute towards access to education for socially and economically underprivileged young people, regardless of their location.



TECHNOLOGY & INNOVATION

Contribute to the debate around the use of technology and innovation in education by training public school teachers and disseminating free content and best practices in social innovation.

In 2023, **for every R\$ 1 invested¹ in the Institute's initiatives, R\$ 11 returned to society**, according to calculations based on the Social Return on Investment (SROI) methodology.

¹The calculation was not assured.



• Programa •

Somos Futuro

SOMOS FUTURO PROGRAM

SOCIAL IMPACT

The Institute maintains the Somos Futuro Program, aimed at providing access for public school students to attend high school in SOMOS partner schools, thereby benefiting their education. Students are offered full scholarships and educational and para-educational materials, online tutoring, mentoring and access to the entire program support network, which includes psychological counseling.

Participating students are selected through a four-stage process, involving socioeconomic and academic evaluation consisting of an online test, as well as interviews with volunteers and schools. Candidates are assessed based on the following criteria: family situation, academic potential, communication skills, "spark in the eyes," and potential for social impact.

Since its inception in 2017, the acceleration program for socioeconomically vulnerable young people has graduated 425 students, with 62% of them being accepted into public and private universities such as the University of São Paulo (USP), University of Campinas (Unicamp), Paulista State University (Unesp), Fundação Getúlio Vargas (FGV), Mackenzie and Insper, among others. In 2023, 90 students were awarded scholarships and began their studies in 2024.



Social entrepreneurship hackathon

In 2023, second-year Somos Futuro students participated in a hackathon to create social entrepreneurship solutions addressing SDG 4 (Quality Education), SDG 3 (Good Health and Well-being), and SDG 2 (Zero Hunger and Sustainable Agriculture), prioritized by the students themselves based on their interests.

The hackathon included four meetings. The first session was a brainstorming session for identifying problems and gathering evidence to support the project; in the second session, they devised innovative solutions and defined the type of product; in the third session, they developed a minimum viable product (MVP) for the defined solution and learned to create a website and program simple applications.

On the last day, they made a pitch presentation to a panel of judges composed of company executives. In total, four projects were carried out: Xepa pela Vida, Promovetech, Vacinas Salvam Vidas, and Projeto Lyares — the winner — which presented an online platform offering mentors available for personal and professional support, along with a variety of educational content and practice tests to assist students who may face learning challenges.

IMPACT OF SOMOS FUTURO

SOCIAL IMPACT

220 young people enrolled in high school through the Program

99 partner schools

425 alumni graduated

78 municipalities

17 states

305 volunteers in the Program

141 interviewers

164 mentors

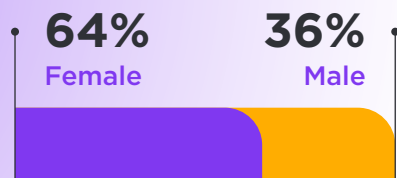
1,991 hours of volunteering, equal to **82** days

784 direct beneficiaries

3,000+ indirect beneficiaries

13% beneficiaries of Bolsa Família and other social programs

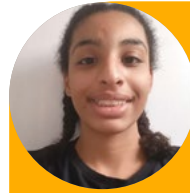
GENDER



COLLEGE ENTRANCE EXAM CANDIDATES

56% accepted into public universities

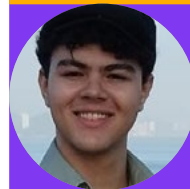
62% accepted into universities



"My journey has been very good. Somos Futuro has helped me a lot with everything I need, providing all kinds of support. They created a platform where I can attend classes and provided activities too, which is really nice. Besides the school material, which is very good, I have other resources that help me a great deal, and I know I have everything I need to pass the entrance exams for any college in Brazil, though it also depends on my effort. I am very grateful to them and for everything they do."

Mariana Alves Dos Santos

Somos Futuro Student at Externato Parque Continental — Guarulhos/SP



"In 2021, I got to know Somos Futuro, and after participating in the scholarship selection process, I secured a spot. I have always studied in public schools, but thanks to this program, I had the opportunity to attend the best private high school in my city. Now I am in my third year, and thanks to the structure, I have access to excellent education, methodology and a complete online study platform. Through this project, I have all the support necessary to secure my place at the college of my dreams and build my career."

Olavo Dos Santos Pereira

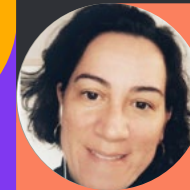
Somos Futuro Student at Instituto Educacional Sertãozinho Saber — Sertãozinho/SP



"During my time as a mentor, I had the great satisfaction of seeing two of my protégés enrolled in higher education courses: one with a 100% Prouni scholarship for Medicine and the other for Mechanical Engineering at a federal institution. I believe that this program is helping people take the next step, and I am very grateful to contribute to this in some form."

Murilo Real Heidrich

Volunteer of the Somos Futuro Program — Director at Ananguera Porto Alegre/RS



"We have partnered the Somos Futuro Program since its inception. The Program is not just a means of providing access to education, but it also acts as a catalyst for students' results and learning. It benefits not only the students directly involved but also has a broader positive impact. The diversity among the students enriches interactions within the school, preparing students for the globalized world. The Program not only opens doors for talented individuals but also strengthens ties with the community, fosters diversity and acts as a catalyst for the educational and personal growth of students, reinforcing the school's mission as a transformative agent in society."

Elisabete Alarco

Pedagogical Director at Colégio Jesus Adolescente — São Paulo/SP

GRADE 10 EDUCATOR AWARD

SOCIAL IMPACT

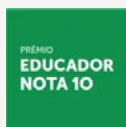
Created in 1998 by Fundação Victor Civita, the Grade 10 Educator Award aims to encourage, promote and recognize good educational practices carried out by teachers and education managers from early childhood to high school in public, private, philanthropic, rural or urban schools across the country. Over the past 25 editions, it has received more than 84,000 projects and awarded 270 educators, including teachers and school managers, who have received approximately R\$ 3.3 million in prizes.

In total, more than 2,600 projects were submitted and evaluated by the panel of selectors and judges. The winning projects stand out for their pedagogical intentionality and good educational practices, which can now be shared to foster public education policies in Brazil.



[Click here](#) to watch the manifesto video and access the award website.

From 2024 the award will have a new brand, more closely aligned with Instituto SOMOS – its new organizer



In 2023, the **Grade 10 Educator Award** began being conducted by Instituto SOMOS, which aligned the award with the UN's 2030 Agenda, encompassing 17 Sustainable Development Goals (SDGs) to combat poverty, ensure rights, promote and address climate change.

THEMATIC AXES OF THE AWARD

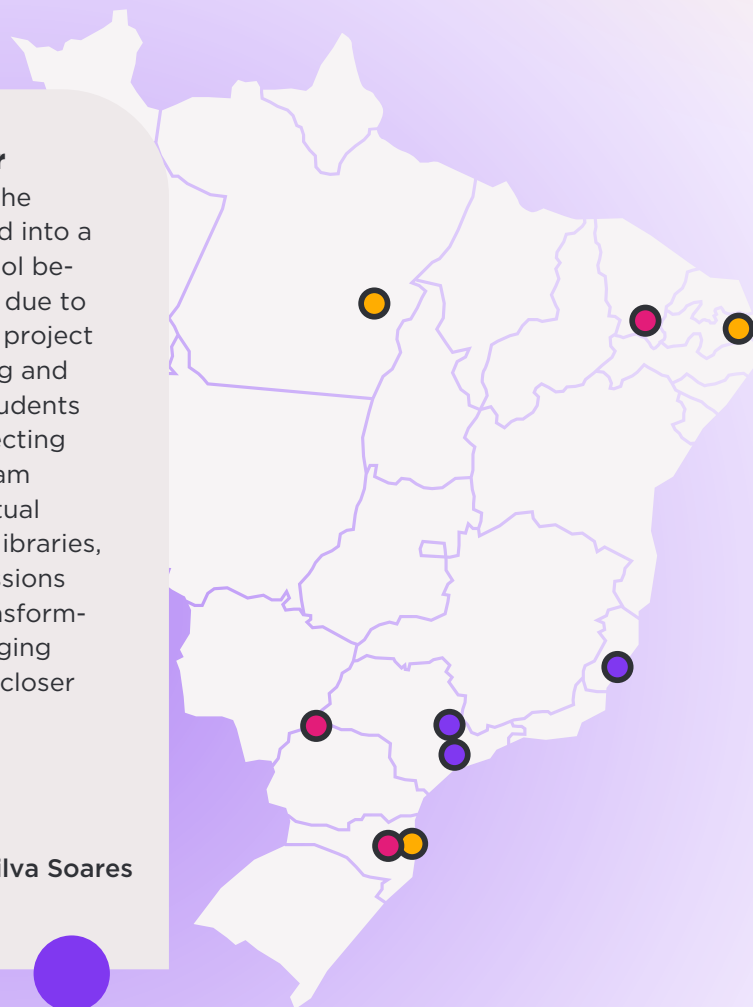
Educator of the year

During the pandemic, the school was transformed into a field hospital. The school became a daunting place due to fear COVID-19, but the project brought hope. Involving and mobilizing teachers, students and families in reconnecting with the school, the team connected through virtual reading circles, virtual libraries, book clubs, cinema sessions and school diaries, transforming education and bringing the school community closer together.

Winner:

1st place

Elenjusse Martins da Silva Soares
Project: Ler conecta.



HUMAN RIGHTS

Concrete actions aligned with classroom pedagogical practices that address education and awareness in human rights, focusing on respect for diversity, combating prejudice and discrimination, and easing inequalities that worsened after the pandemic, among others.

Winners:

Rodrigo Tetsuo Hirai, from Campinas (SP), EMEF — Escola Municipal de Ensino Fundamental Maria Luiza Pompeu de Camargo, for the project "Os brinquedos antigos e os dias atuais: refletindo as mudanças a partir do pão de madeira."

Priscilla Castro dos Santos, from Vitória (ES), CMEI — Centro Municipal Escola Infantil Cecília Meireles, for the project "Mini-história: um olhar poético do cotidiano das crianças com autismo."

Livia Guimarães Arruda, from São Paulo (SP), EMEI — Escola Municipal de Educação Infantil Armando de Arruda Pereira, for the project "Motoca na praça: andanças e aventuras de triciclo pela Praça da República e centro de São Paulo."

INNOVATION AND TECHNOLOGY

Innovative solutions for social problems in education involving innovation in technologies, skills, new opportunities, considering also, but not exclusively, the development of social technologies.

Winners:

Elenjusse Martins da Silva Soares, from Canaã dos Carajás (PA), EMEF — Escola Municipal de Ensino Fundamental Benedita Torres, for the institutional project "Ler conecta."

Elciane de Lima Paulino, from Guarabira (PB), Escola Estadual de Ensino Médio John Kennedy, for the project "Introspecção poética de Augusto dos Anjos nos EUs do Século XXI."

Francieli Carvalho Taborda, from Balneário Camboriú (SC), Núcleo de Educação Infantil Taquaras public school, for the project "O que se faz na educação infantil? Pedagogical documentation as a strategy to make visible the pedagogical work and the protagonism of young children."

SUSTAINABILITY

Initiatives aimed at promoting and implementing sustainable development in cities, including socio-environmental education, promoting environmental conservation, generation of knowledge about and conservation of natural resources, the circular economy, waste management, and recycling.

Winners:

Francisco Rodrigo de Lemos Caldas, from Juazeiro do Norte (CE), Instituto Federal de Educação, Ciência e Tecnologia do Ceará, for the project "Ecopuro: purificador sustentável."

Nadine de Andrade, from Blumenau (SC), CEI — Centro de Educação Infantil Nazaré, for the project "Do barro ao papel: a natureza como lugar de pertencimento e desenvolvimento."

Eliana Corrêa de Araújo, from Euclides da Cunha Paulista (SP), CEI — Centro Escola Infantil Rosa Francisca Mano, for the project "Comunidade ativa — jogar, brincar e viver."

AWARDS THAT TRANSFORM LIVES



"The credibility of the work we do was significantly strengthened among peers and within the school community."

Rodrigo Tetsuo Hirai



"The award gave great visibility to the work developed at the CMEI where I work. Shortly after returning from São Paulo, there was a tribute with the presence of the Mayor of Vitória, along with the education secretary and Education Department representatives at the school space with the entire community to value everyone's efforts in enabling a more humane and inclusive education for children. Some councilors also dedicated a tribute to me at the Legislative Assembly of Vitória for my commitment to education."

Priscilla Castro dos Santos



"The recognition and appreciation were very important. The project became more validated, including within the school unit and the work network (São Paulo City Hall). The visibility was great, which enables various exchanges with educators who want to draw inspiration from my work."

Livia Guimarães Arruda



"It changed positively, giving me incredible visibility to the point of being invited to run for councilor to defend education."

Elenjusse Martins da Silva Soares



"I became a renowned name in education in my state after significant media coverage. I received an ovation at the Paraíba State Legislative Assembly and the Guarabira Municipal Chamber. I won two awards from the Paraíba State Education Department: Masters of Education Award. I was invited to give a lecture on International Women's Day at a public elementary school because the award embodied my female empowerment."

Elciane de Lima Paulino



"Since I was very young, observing the winners of other editions of the award, I wondered how those educators managed to win such an important national award as the Grade 10 Educator. Today I know how we achieve this feat and the serious and committed work that needs to be done."

Besides the recognition of a job well done, Winning the Grade 10 Educator Award represents the possibility of expanding good ideas and practices that have been carried out in Brazilian education. It also allowed us to bring the name of our school to Brazil, demonstrating the pedagogical purpose here, respecting the times and lightness that childhood should have, putting the child at the forefront of the learning process."

Francieli Carvalho Taborda



"It was an important step to give visibility to my work and build a network of collaboration with other teachers."

Francisco Rodrigo de Lemos Caldas



"In addition to encouraging the development of new projects, the Grade 10 Educator Award brought visibility to my pedagogical work. Together with other professionals, we are building new branches, enabling public and quality education for all!"

Nadine de Andrade



"After this achievement, other professionals saw that we can indeed go beyond the school's walls and contribute to a better society by giving a voice to young people. This year, I am developing my work with the same dedication as always, building students' lives with the knowledge I have to pass on to them as a professional who fights for lives that will make a difference in society in the coming years."

Eliana Correa de Araujo

IMPACTFUL PARTNERSHIPS

To deliver the quality of educational products and services to vulnerable populations, we establish partnerships with institutions and donate educational materials and teaching solutions to community preparatory courses and social organizations focusing on the education of children, youth and adults in Rio de Janeiro, Santa Catarina and São Paulo states. Donations directly benefited 12,159 people last year.

We also work to identify synergies among the supported institutions. In 2023, we took students from Instituto Verdescola, located in São Sebastião (SP), on an educational visit to Embraer, leveraging the support we maintain with Colégio Embraer. Anglo Curso maintains Fera Social, offering free scholarships for pre-university courses to students from public schools with low socioeconomic status. In 2023, 50 Fera Anglo Social scholarships were awarded, impacting over 900 students through the project over time.

PARTNER INSTITUTIONS BENEFITED IN 2023

- Resgate Project (Joinville/SC)
- Fundação Roberto Marinho – Redes da Maré (Rio de Janeiro/RJ)
- FEA-USP University entrance course (São Paulo/SP)
- EACH-USP preparatory course
- Mafalda University entrance course (São Paulo/SP)
- Desafio University entrance course (São Paulo/SP)
- Fera Anglo (São Paulo/SP)
- Instituto Verdescola (São Sebastião/SP)
- Instituto Embraer (Botucatu/SP and São José dos Campos/SP)



In 2023, we reached more than **900 students impacted** by the **Fera Anglo Social project**.



Fundação Pitágoras

GRI 203-2, 413-1, SOCIAL IMPACT



Founded in 1999 Fundação Pitágoras is one of Cogna’s social operations that conducts early childhood care and monitoring programs; improves the quality of public education with highly effective and scalable programs; training and awareness initiatives related to the employability of vulnerable young people and ex-prisoners.

To enhance learning throughout the entire school community, Fundação Pitágoras offers the Integrated Management System (SGI), which supports the various educational agents, such as education departments, principals, pedagogical coordinators, supervisors, teachers, and students, for about two years.

Through the SGI, these educational agents gain access to training and tools that contribute to school management, enabling them to achieve autonomy after the program, which also results in obtaining a postgraduate certification in Educational Management from Anhanguera.

The positive outcomes achieved through the SGI are measured using the K-12 education Development Index (Ideb). According to this indicator, schools served by the SGI perform on average +0.5 points (in the early years) and +0.2 points (in the

final years) higher than non-served schools after implementation. This socio-educational technology has been implemented in Breves, PA, in the Marajó Archipelago since October 2021.

Integrated Management System (IMS)

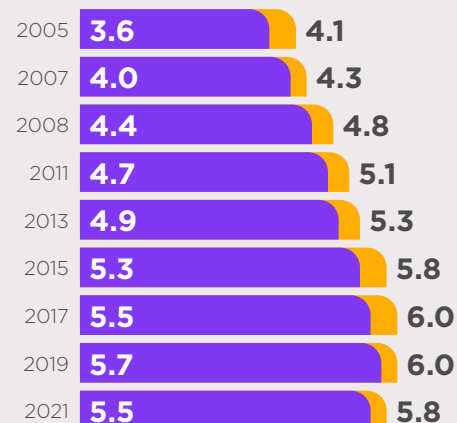
More than **1 million** people benefited, including students and educators

Over **1,500** schools with SGI implemented¹

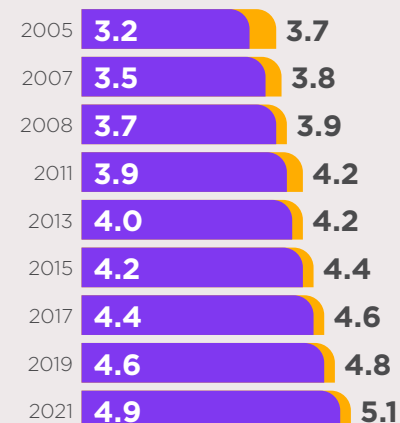
13 states

Over **3,000** teachers and managers trained

Evolution of Ideb – elementary education (early years)²



Evolution of Ideb – elementary education (early years)²



¹ Elementary schools with SGI that participated in Prova Brasil to obtain the Ideb.

² The last Ideb measurement occurred in 2021

● Total schools in the country (139,544)

● Schools with IMS (859)

Integrated Management System in Breves

In Breves, the SGI is carried out in partnership with the Mondó Network, created within the National Association of Private Universities - Anup, with the aim of reducing the gap between the most developed and most deprived areas of Brazil through education.

The municipality of Breves has 106,000 inhabitants, and approximately 78% of its territory is composed of virgin Amazon Rainforest. However, the city is located in a region that suffers from some of the worst socioeconomic indicators in Brazil.

Implementing actions like the SGI in schools set a movement in motion to break the cycle of poverty, transforming the school environment into a positive setting for the community.

56% of participants rated the learning of fundamental leadership principles as very high, and **39%** as high, including aspects such as “motivating and guiding my team to achieve goals.”

2.8% reported achieving a very high cost reduction in school expenses; **19.4%** reported a high reduction, and **66.7%** indicated a medium reduction in costs related to school supplies, energy awareness and school space preservation.

94% of participants rated the development of project management skills as very high and high, including planning, monitoring and resource allocation.

MAIN RESULTS

7
PROMOTED JOURNEYS

55
QUALIFIED MANAGERS

+30
TEACHERS IN FAMILY PLANNING

26
SCHOOLS DIRECTLY IMPACTED

37,000
STUDENTS INDIRECTLY IMPACTED²

288
SCHOOLS INDIRECTLY IMPACTED¹

¹Schools in the municipality of Breves, according to the latest school census by Inep. Semed/Inep data.





EDUCATION FOR INCARCERATED INDIVIDUALS

SOCIAL IMPACT

Fundação Pitágoras also works on the education of incarcerated individuals to contribute to their training, rehabilitation and reintegration back into society — thereby preventing them from reoffending. In 2023, we offered K-12 education training for women and scholarships for higher education.

K-12 education

149 women benefited

133 completed the course

Higher education

516 scholarships for undergraduate technologist programs offered since 2019 for:

86 prison units in

61 Brazilian cities

154 individuals have completed the program so far



MUTIRÃO DAS ÁRVORES

Fundação Pitágoras spearheads the Tree Planting Initiative. The initiative started out life in 2022 in Minas Gerais and went nationwide in 2023. It advocates for environmental conservation and rehabilitation through an intersectoral alliance that brings together and amplifies the efforts of governments, companies and associations.

With national coverage, the Tree Planting Initiative will take place out in areas designated by the municipalities — schools, house yards, squares, parks, streets and even large environmental restoration areas.

It will embrace

265,679 schools,

35.3 million students and

2.2 million teachers

To steer the activities and ensure the correct trees are planted in the right biomes, the Tree Planting Initiative prepares and provides booklets and manuals to assist with seed collection (muvuca direct-seeding method); seedling formation, identification of public and private nurseries, and planting, in addition to training in environmental education.



Tree planting in the municipality of Atílio Vivacqua — ES.

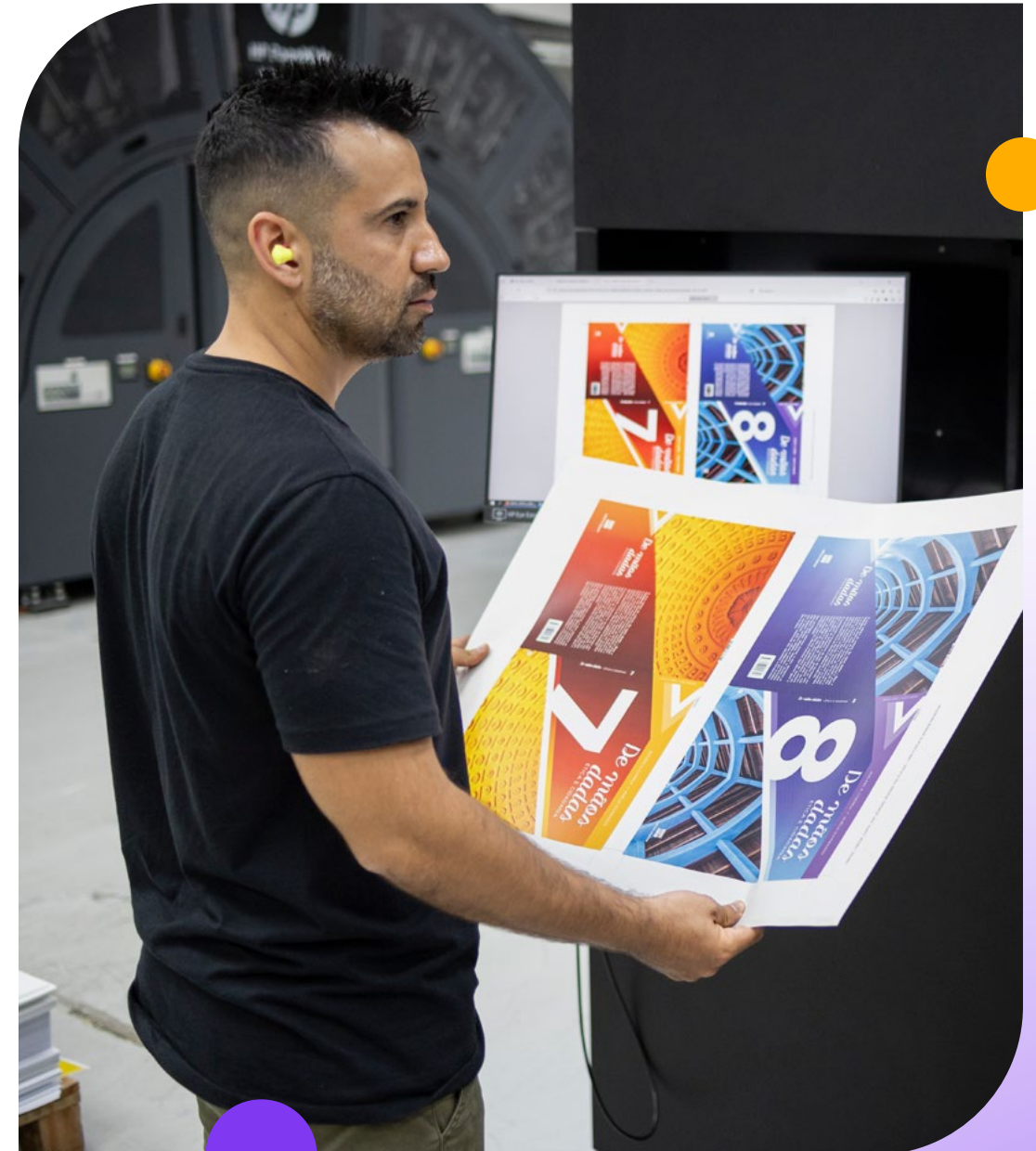
SUPPLIER RELATIONS

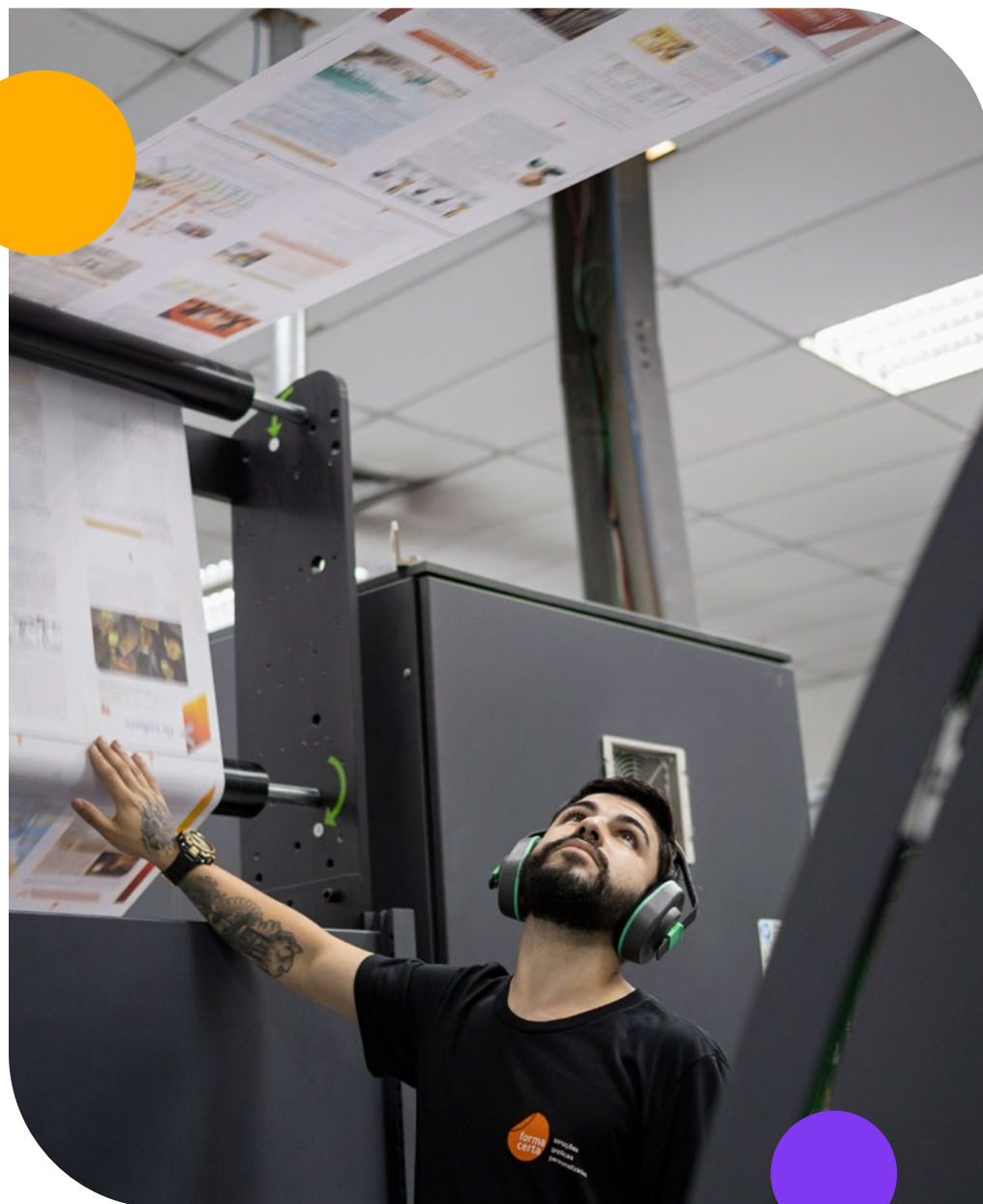
The company's main suppliers are concentrated in the sectors of infrastructure, paper supply and printing, technology, and marketing. The relationship with these suppliers is underpinned by a Procurement Policy and a specific Code of Conduct, which must be accepted by 100% of the supplier base. This relationship is managed by Procurements, which has a strategic supplier matrix based on business impact and supply characteristics to qualify actions and prioritization. [GRI 2-6](#)

The Code sets out guidelines on labor practices, human rights, ethics, combating corruption and money laundering and conflicts of interest, among others. In the specific area of human rights, in addition to zero tolerance of child, forced or slave labor and sexual exploitation, it reinforces best practices for fostering diversity and equal opportunities, maintaining a safe, dignified and harassment-free workplace, and preventing bullying and discrimination. It also advocated for the conscientious use of natural resources, among other practices.



We have a **Procurement Policy and a specific Code of Conduct for suppliers**, which all suppliers must accept.





It is worth noting that since 2008, we have required 100% of suppliers in the paper and printing category to have FSC (Forest Stewardship Council) certification, which attests to responsibility in the paper custody chain. We also require certifications and the necessary licenses for suppliers involved in waste collection and disposal, as well as mandatory quarterly and annual training on diversity and inclusion for marketing suppliers, and specific procedures for third parties operating in our units.

To further improve our practices, in 2023, we began embedding ESG in our approval and management processes. Approval for strategic suppliers includes detailed analyses of various aspects, such as legal, economic, labor, environmental, ethical, social responsibility, eco-efficiency and human rights. These analyses are essential criteria for contracting. Suppliers that may pose significant risks for forced or slave-like labor and child labor are those in engineering and construction, facilities and logistics. In 2023, 3,112 (43.6%) of 7,137 new suppliers were screened using environmental and social criteria. All contracts with new suppliers included clauses on socio-environmental topics. **GRI 308-1, 408-1, 409-1 414-1**

It is important to highlight that Cognia's practices include a specific payment policy for small suppliers, with terms ranging from seven to 45 days, to avoid impacting their cash flow. We also have the Antecipa program, which offers below-market rates, allowing suppliers to request factoring of receivables.

All suppliers representing the company's largest investments are 100% screened in the approval process against financial, legal, labor, health and safety requisites. In 2023, 5.58% of the company's procurements were sourced from local suppliers (learn more in [Appendices](#)). **GRI 204-1**

During service delivery, suppliers are evaluated on the quality and timeliness of responses and deliveries. Through corporate management, the company also identifies and manages risks, especially those related to the concentration and dependence on key suppliers. In 2024, we plan to continue processes that leverage the incorporation of ESG into supplier management.

See our [Supplier Code of Conduct](#).

CLIMATE STRATEGY

GRI 302-1, 302-4, 305-1, 305-2, 305-3, TCFD

Promoting energy efficiency actions and ensuring the management of greenhouse gas (GHG) emissions are part of Cognia's Commitments for a Better World and our initiatives for transitioning to a low-carbon economy.

Governance on this topic includes the work of the People and ESG Committee, which is responsible for advising the Board of Directors on all sustainability topics, including climate change issues, by identifying, addressing and managing matters that pose risks or may have a significant impact on the business, long-term results, stakeholder relationships, and the company's image.

The Committee is also responsible for analyzing and monitoring Cognia's sustainability strategy across all its ESG dimensions, recommending the Company's strategic positioning on various sustainability and climate change-related topics. ESG-related topics

are featured in all the committee's quarterly meetings. They are assessed by the Board of Directors in conjunction with the quarterly results disclosed to the market within the same time frame.

As a result of our maturing climate change management, since 2021 Cognia has been working to set goals and commitments to mitigate and offset greenhouse gas (GHG) emissions. In 2022, we published our first GHG emissions inventory (for 2021), mapping the main emission sources for scopes 1 (direct emissions) and 2 (indirect emissions from energy generation). That same year, we also reported our emissions and commitments in the CDP Climate Change Questionnaire and received a C rating.

In 2023, we branched out our mapping to include scope 3 (indirect emissions) and began retroactively compiling inventories for all three scopes for the past four years (2019 to 2022). The inventory was also submitted to an assurance body and the CDP, where we upgraded our rating from C to B (an advancement of two positions). These actions also secured Gold Status in the Brazilian GHG Protocol Program for all published inventories (2019, 2020, 2021, and 2022)



We have held GHG Protocol Gold Status since the 2019 emissions inventory. In 2023, we also received a **B rating from the CDP**, placing us among the **top five** educational services companies in the world.



Science-based targets

In addition to contributing to our emissions management, the work conducted since 2021 has been fundamental in setting science-based targets (SBTi) to reduce emissions, allowing us to deepen our understanding of the climate change risks and opportunities for our business, following the recommendations of the TCFD (Task Force on Climate-Related Financial Disclosures).

In 2023, we pledged to reduce the Company's total emissions (scopes 1, 2, and 3) by 50.4% over a ten-year horizon, based on 2022 levels, aligned with the Paris Agreement targets to limit warming to 1.5°C or well below 2°C. This science-based target is also aligned with our commitment to the Net Zero Movement goals of the Global Compact.

Interestingly, this target and others included in Cognia's Commitments for a Better World were approved by the Board of Directors and is part of the variable compensation for senior leadership. By indexing a financial incentive directly to sustainability and climate change performance, the Company is demonstrating the priority of this issue and its expectations regarding the behavior and management of its employees, especially senior leadership.



See more in [Cogna's Commitments for a Better World](#).

we committed to reducing by **50.4%** the Company's total emissions

Climate change risks TCFD

We believe that climate change risks can impair the delivery and availability of our products and services, whether derived from a third-party occurrence or direct operation.

Risk assessment also includes the analysis of unfavorable decisions in judicial, administrative or arbitral proceedings. Cognia is therefore subject to potential judicial, administrative and/or arbitral proceedings in environmental matters in the future, including climate risks and potentially involving suppliers, students, faculty members, and/or environmental authorities, among others, arising from general business activities and non-recurring corporate, tax and regulatory events.

Natural disasters, fires, power outages and/or rationing, or other unexpected catastrophic events, can significantly impair our ability to deliver our products and operate our business, particularly during the period between August and October, when we expect to receive most

of the teaching materials for the school year and have not yet delivered these materials to our customers.

All risk are therefore addressed by action plans, the results of which are reported to the Audit and Risk Committee on a quarterly basis. Depending on their importance, questions may be submitted to the Board of Directors. Since 2022, ESG-related topics have been referred to the Board of Directors and the People and ESG Committee. The topic also contains Cognia's corporate risk management.

See more in [Risk Management](#).



Managing emissions TCFD

In 2023, our emissions totaled 48,521.96 tCO₂ (scopes 1, 2 and 3), an increase of 76%. It is worth noting that Cognia has a complex operation that includes distribution centers, a vehicle fleet, book and teaching material production, animals, and the disposal of waste by incineration due to its hazardous nature.

Emissions increased despite these efforts, which can be explained by various factors, including improvements in reporting and data mapping, and specific increases in production and demand:



In partnership with **Localiza Neutraliza**, in 2024 we will **neutralize the emissions of 100% of our fleet.**

SCOPE 1

- Data management maturation has resulted in more accurate accounting of GHG emissions.
- Improved data collection and analysis processes have allowed us to identify previously un-mapped emission sources.

SCOPE 2

- Photovoltaic energy generation in the Jaú (SP), Eunápolis (BA) and Ponta Porã (MS) units. This year, this initiative resulted in 1,751.14 tCO₂ of scope 2 emissions, in line with the volume recorded in 2022.

SCOPE 3

- The production of didactic and paradidactic content increased by 91%, significantly driving up emissions in this scope. This increase reflects the higher logistics and transportation activity required to meet the growing demand for educational materials in the Transport and Distribution (upstream) category, and the intenser use of raw materials to make these materials, impacting the Purchased Goods and Services category.

The initiatives carried out in 2023 focused on reducing GHG emissions are:

- Adjusting animal herds for better use in practical classes at our school farms
- A project to optimize deliveries in the transport and distribution sector
- Migration of physical data centers to the cloud, which helps reduce energy consumption;
- Photovoltaic energy generation in the Jaú (SP), Eunápolis (BA) and Ponta Porã (MS) units.

Emissions in tCO₂ GRI 305-1, 305-2, 305-3

Scopes	2019	2020	2021	2022	2023
Scope 1	4,351.96	2,134.80	3,977.19	2,075.98	4,769.14
Scope 2	3,156.61	2,232.46	4,658.77	1,799.69	1,751.14
Scope 3	12,297.61	23,590.20	29,650.60	23,698.49	42,001.69
Total emissions	19,806.18	27,957.46	38,286.56	27,574.16	48,521.96
Biogenic CO ₂ emissions – scope 1	913.13	401.37	672.88	623.95	472,762
Biogenic CO ₂ emissions – scope 3	1,947.39	1,134.15	1,731.11	1,485.98	3,544.46

The CO₂ emissions from renewable fuels are reported separately as 'biogenic CO₂ emissions'.

It should be noted that the Covid-19 pandemic impacted Cognia's activities in 2020 and 2021, which is an important factor to consider when comparing the results of these years.

The analysis of the inventory emissions was based on the GWP (Global Warming Potential) indices of the Fifth Assessment Report (AR5) of the Intergovernmental Panel on Climate Change (IPCC). It is important to note that, for the publication in the Public Emissions Registry of the Brazilian GHG Protocol Program, it was necessary to use the metrics of the Fourth Report (AR4) of the IPCC for the years 2019 and 2020. Due to this methodological change, the data in the Public Registry contains the following variations: In 2020, scope 1 emissions totaled 2,232.451 tCO₂e, and scope 3 emissions totaled 23,607.30 tCO₂e. In 2019, scope 1 emissions totaled 4,579.223 tCO₂e.

Inventoried gases: scope 1 - CO₂, CH₄, N₂O, HFC, HCFC-22 (R22) and HCFC-141b; scope 2 - CO₂, CH₄, N₂O and HFC; scope 3 - CO₂, CH₄, N₂O.

Distance Learning (EAD) as a Low-Carbon Solution

We conducted a study that revealed that the use of distance learning (EAD), a significant aspect of our operations, allows for a substantial reduction in CO₂ emissions compared to in-person classes. The study demonstrated that the average CO₂ emission per student per day in distance learning is only 0.0001026 tons, while in in-person classes, this rises to 0.0020048 tons, representing a 94.88% reduction in carbon emissions.

The study considered not only the fact the students have to commute to the college but also the energy consumed in classroom activities. The calculations were based on ABNT ISO 14064 standards and the GHG Protocol. The student commuting data was not included in the emissions inventory.

Average CO₂ emission per student per day

0.0001026 tons

in distance learning (EAD)

in in-person classes, this value rises to

0.0020048 (ton²)

Reduction of

94.88%

in carbon emissions



External initiatives

In addition to submitting its inventories to the CDP and the Brazilian GHG Protocol Program, the Company is part of the B3 Carbon Efficient Index (ICO2), which considers the efficiency of each company's greenhouse gas emissions. Furthermore, in 2023, Cogna joined the UN Global Compact's Net Zero Ambition Movement, positioning itself as the first education companies to be part of the initiative, driving the agenda in the sector.

Learn more [here](#)



Energy efficiency GRI 302-1, 302-4, TCFD

Our actions in aid of climate change mitigation and efficient resource use involve energy efficiency measures and the transition to consuming energy from clean sources.

With the goal of achieving 90% of consumed energy from renewable sources, we ended 2023 with 76 operational units plus the São José Distribution Center in the Free Energy Market, leading to an energy matrix comprised of 83.2% renewable sources. We stress that 100% of the energy consumed in our distribution center in São José dos Campos (SP) comes from renewable sources.

We also implemented pilot photovoltaic energy projects in higher education units, such as in Jaú (SP), Eunápolis (BA) and Ponta Porã (MS). In 2023, more than 160,000 kWh was generated. We also replaced light bulbs in our units with models using more efficient technology. These are less powerful and consume less, but provide better illumination and last longer.

In 2023, we consumed 172,085.40 GJ of energy, an increase of 14,180.85 GJ compared to 2022. Despite our efforts to improve energy efficiency, such as replacing lamps with more efficient technology, energy consumption rose due to higher use of air conditioning, resulting from the increased presence of students and staff and extreme heatwaves that beset various regions of Brazil. To make things worse, the heatwave (caused by climate change) experienced in the country drove up the demand for energy use in various sectors and at Cogna, as people turned on the air conditioning and fans. The higher demand in production also led to intensified use of machinery and equipment. GRI 302-4

The goal for 2024 is to explore opportunities to reduce energy consumption by adopting more modern and efficient equipment. To achieve this, investments of over R\$ 6.5 million are planned for the maintenance of a set of more than 18,000 air conditioning units, to improve efficiency and the student experience in classrooms and laboratories.



Total energy consumed (GJ)^{1, 2, 3, 4} GRI 302-1

	2021	2022	2023
Fuels from non-renewable sources (diesel)	-	10.37	55.00
Electricity purchased from utilities (Captive Market) - non-renewable	19,954.70	21,330.22	28,792.71
Electricity purchased from utilities (Free Market) - renewable	112,196.70	136,563.96	143,237.68
TOTAL	132,151.40	157,904.55	172,085.40

¹ The data was calculated by summing the total kWh recorded on the invoices from electric utility companies (in the Regulated Contracting Environment) and in the SCDE (Free Contracting Environment). These data are aggregated and processed on the TeCsus platform, a management software and information database specialized in consumption, invoices, deviation control and management indicators, among other relevant aspects. The platform retrieves and obtains invoices from utility companies, and imports consumption information (in kWh) from the SCDE (Energy Data Collection System), which is responsible for collecting measurement data from the CCEE for clients operating in the Free Energy Market.

² We convert kWh to GJ by multiplying by the conversion factor (0.0036), which converts the value to the metric unit GJ.

³ Cogna: the units showed slight variations due to an increase in people (higher flow), the use of air conditioning due to the climate, and the replacement of lamps with LEDs at the Paulista unit. SOMOS: The increase in energy consumption from 2022 to 2023 was mainly driven by the installation of new machinery and equipment, which were used intensively to meet high operational demands in three work shifts. These new assets were implemented to increase the company's production capacity, resulting in a greater need for energy to support expanded operations and increased production.

⁴ We did not account for the data from the Anglo Paulista unit, which began operations in the second half of 2023, as the energy company's reading is not yet regularized.

EFFICIENT RESOURCE CONSUMPTION GRI 303-1, 303-3

Our premise is to implement and promote practices for the protection and regeneration of natural ecosystems impacted by our activities. Water consumption is a concern for the Company and is managed locally by our units, who manage any deep-cased wells and are direct customers of water utilities. Water is used in activities related to people, cleaning, gardening, and cooling for the central air conditioning. Water is discharged into the sewage networks of local sanitation operators.

To promote conscientious consumption, we have developed pilot water reutilization projects at our units. In the educational institutions in Jundiaí (SP), Taubaté (SP) and Piza – Londrina (PR), we have created rainwater harvesting systems, using the water for toilet flushes, washing public areas and irrigating the gardens.

In 2023, we consumed 456,815.67 m³ of water, a reduction of 11.5% or 59,813.72 m³ compared to 2022.

This result can be attributed to our education and awareness initiatives, under which we sent periodic communications to employees encouraging the conscientious use of water resources. Kroton units also have a monitoring system to detect leaks, enabling the maintenance team to promptly address any issues. Monitoring is conducted through weekly QR code readings on water meters and automated dashboard indicators that highlight potential consumption deviations.

For 2024, we will implement water reduction solutions in 23 units, representing 60% of Kroton's water consumption. These solutions include the installation of water-saving devices, leak corrections, telemetry, awareness campaigns and training. Our goal is to reduce water consumption by 23%, or 85,000 m³ per year.



Total volume of water withdrawal across all areas and in areas with water stress, by source (m³)^{1, 2, 3, 4} GRI 303-3

SOURCE	2021		2022		2023	
	Areas with water stress*	Other Functions	Areas with water stress*	Other Functions	Areas with water stress*	Other Functions
Groundwater	NA	135,169.70	132,551.78	104,771.21	66,791.69	103,141.00
Utility water	NA	306,128.70	174,241.26	105,065.14	108,315.09	178,567.89
TOTAL	ND**	441,298.40	306,793.04	209,836.35	175,106.78	281,708.89

ND: change in reporting method, no historical data available.

* The Cogna campi are located in metropolitan regions, urban centers. The dry season considered uses the rainfall pattern utilized in the generation of electricity by hydroelectric power plants. Cogna sources water through purchases from sanitation companies or contracts with firms for the management of deep cased wells.

¹ Groundwater and utility water mean fresh water (≤1000 mg/l of total dissolved solids).

² The figure is collected from the invoices provided by the utilities.

³ Cogna: the Valinhos site's water consumption fluctuated due to an increase in staff and frequency (three or more times a week). In Londrina, the deactivation of the central air conditioning system led to a 51% reduction in water consumption at the site (25% reduction overall for the two sites).

⁴ SOMOS: the decrease in groundwater consumption is due to the closure of our distribution center's well located in São José dos Campos, prompted by possible contamination from adjacent land which housed a factory.



WASTE MANAGEMENT

GRI 306-1, 306-2

We understand that only through our commitment to preserving the environment will we create sustainable value for Cogna and our stakeholders. Hazardous waste management is one of the Company's main concerns. We strive to keep waste to a minimum and dispose of it properly in accordance with Brazilian legislation.

We provide continuous training for hazardous-waste-generating units, providing technical manuals and online training that cover everything from sorting to disposal through specialized companies. We strive to keep Class I Health Solid Waste (RSS) to a minimum, which includes infectious waste (Group A), chemical waste (Group B), and sharp objects (Group E). We encourage the minimal use of such materials and ensure proper sorting between common and infectious materials. Our goal is to ensure that all operations comply with regulations while preserving the health and safety of our professionals by providing personal protective equipment (PPE) and controlling 100% of this type of waste generated.

All units that generate hazardous waste in laboratories and clinic schools are covered by the Cogna Hazardous Waste Management Program, which encompasses: having a solid waste management plan, having a contract with a company specialized in collecting, transporting, treating and disposing of hazardous waste, correctly sorting, packing and storing the waste and tracking the process from the issue of the MTR to the receipt of the certificate of disposal (CDF) issued by these specialized companies.

We also work on reducing materials through digital marketing, which diminishes the need for printed folders. Considering that the highest volume of waste includes plastics, cardboard and pallets, we aim to create waste-to-value by, for example, selling pallets received outside the standard we have adopted. At our distribution center (CD) in São José dos Campos (SP), 100% of recyclable waste is reused or repurposed.



EDUCATION THAT EMPOWERS

IN THIS CHAPTER

- **COGNA JOURNEY**
- **ACCESS TO EDUCATION**
- **TRANSFORMATIONAL EDUCATION**
- **SATISFACTION AND TEACHING QUALITY**



ESG



EFFICIENCY



INCREDIBLE EXPERIENCE

COGNA JOURNEY

SOCIAL IMPACT

We believe that education is crucial to building a fairer and less unequal country. To improve the future of thousands of people through our services and solutions, we are present throughout the entire educational and professional journey of Brazilians, from ages 2 to 100, covering K-12 education to bilingual education; from college preparation to higher education, postgraduate, and specialization courses.

With the vision that knowledge is for everyone and can transform realities, we go beyond formal education and offer educational content through apps and platforms to contribute to professional development and income generation. Our value proposition also extends not only to individuals but also to companies and governments, offering solutions that aim to provide quality education in a broad and structural manner.





Public education

- Acerta Brasil and Prepara Solutions
- Assisting Brazil's National Educational Book Program (PNLD)
- Studies, analyses and mapping for improvements in public education
- Platform with content for teachers
- Educational training for teachers
- Cooperation program to provide local populations with access to higher education
- Educational systems, pedagogical advisory, and teaching materials for governments and municipalities
- Continued education (non-degree and infoproducts)



K-12 education

- Complete teaching systems and platforms
- Publishers — textbooks and supplementary books and educational solutions
- Hybrid complementary teaching solutions
- Additional digital content
- Adaptive teaching solution
- Continued education (non-degree and infoproducts)



School management

- Complete school management system
- Partnership to finance educational institutions
- E-commerce for books and educational materials
- Advisory services for the creation and execution of marketing plans
- Continued education (non-degree and infoproducts)



Professional teaching

- Preparatory course for the National High School Exam (Enem)
- Preparatory course for other entrance exams
- Continued education (non-degree and infoproducts)



Higher education

- In-person and hybrid higher education
- Medical training
- Remote-learning digital solutions
- Scientific initiation
- Adaptive teaching
- Continued education (non-degree and infoproducts)



Post graduation

- Stricto sensu post-graduation (masters and doctorate)
- Lato sensu — post-graduation - in-person, hybrid and remote (MBA and specialization)
- B2B2C Educational services platform (OPM)



Teacher training

- Teacher Training Program (PROFs)
- Public school teacher training
- Additional content under PNLD
- Possibility for teachers to offer private lessons to the entire network of partner schools
- Continued education (non-degree and infoproducts)



Languages

- Language teaching with its own and franchised units (Red Balloon)
- Partnership with private schools in intra- and extracurricular models (B2B)
- Partnership with public schools
- English proficiency solution throughout K-12 education
- Bilingual education in schools
- Continued education (non-degree and infoproducts)



Corporate education

- Educational platform aimed at companies
- Continued education (non-degree and infoproducts)



Education for all

- Education for Young People and Adults (EJA)
- Nano certifications
- Continued education (non-degree and infoproducts)



JOURNEY FOR AGES 2 TO 100



ESG



EFFICIENCY



INCREDIBLE EXPERIENCE



ACCESS TO EDUCATION

GRI 3-3, 203-2, SOCIAL IMPACT

Empowering people to build the best version of themselves entails providing access to education. We accordingly rely on the broad geographical coverage of our educational solutions and affordable prices to ensure quality education reaches as many Brazilians as possible.

We achieve accessibility by expanding the Company's digital education offerings and by running hubs, which allow us to reach small municipalities (via hubs with optimized physical structures), creating opportunities for young people and adults who might not be able to travel to larger cities to take a higher education course. (see more in [More knowledge](#)).

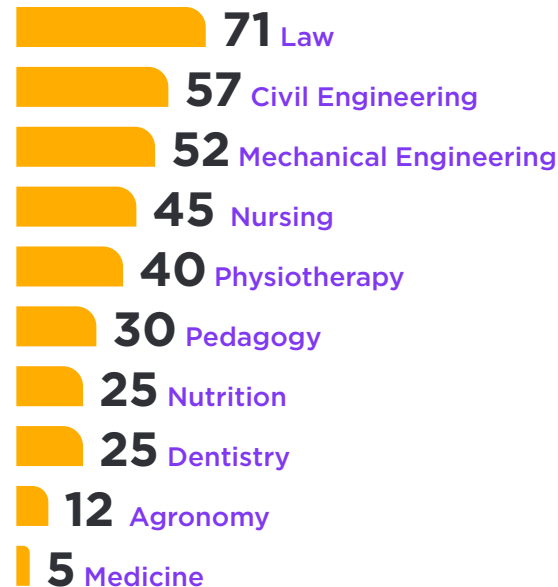
Furthermore, we believe that distance learning is an important vector for democratizing education by meeting the needs of many Brazilians in terms of opportunities that allow them to balance work, personal life and studies.

In 2023, we reached more than **1,700 municipalities in all Brazilian states** with our higher education institutions, considering campuses and EAD (distance learning) hubs. A total of **85% are small municipalities** (fewer than 100,000 inhabitants above 17 years).



In 219, we are the only Higher Education Institution (HEI)¹.

Number of municipalities in which we are the only private HEI¹ offering:



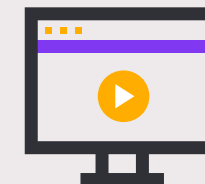
¹Source: INEP – Higher Education Census

Strengthening public education

SOCIAL IMPACT

Our actions aimed at access to quality education also involve promoting public education, employability, entrepreneurship and local development. Through the Brazilian Alliance for Education, a movement led by Cogna together with Fundação Pitágoras, we have established an intersectoral union with initiatives in partnership with the public sector, companies, third-sector institutions, and private institutions to advance these areas.

In public education, the Alliance offers a virtual learning platform with free courses and contents for training managers and teachers and provides study scholarships. We also offer training focused on increasing employability, with an emphasis on entrepreneurship, which in turn boosts local development.



Virtual learning environment - 2023

65+
free certified courses

5,400+
people benefited from free courses

6,445+
certificates issued in free courses

Inclusion and accessibility


SOCIAL IMPACT

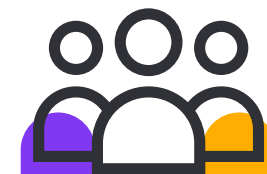
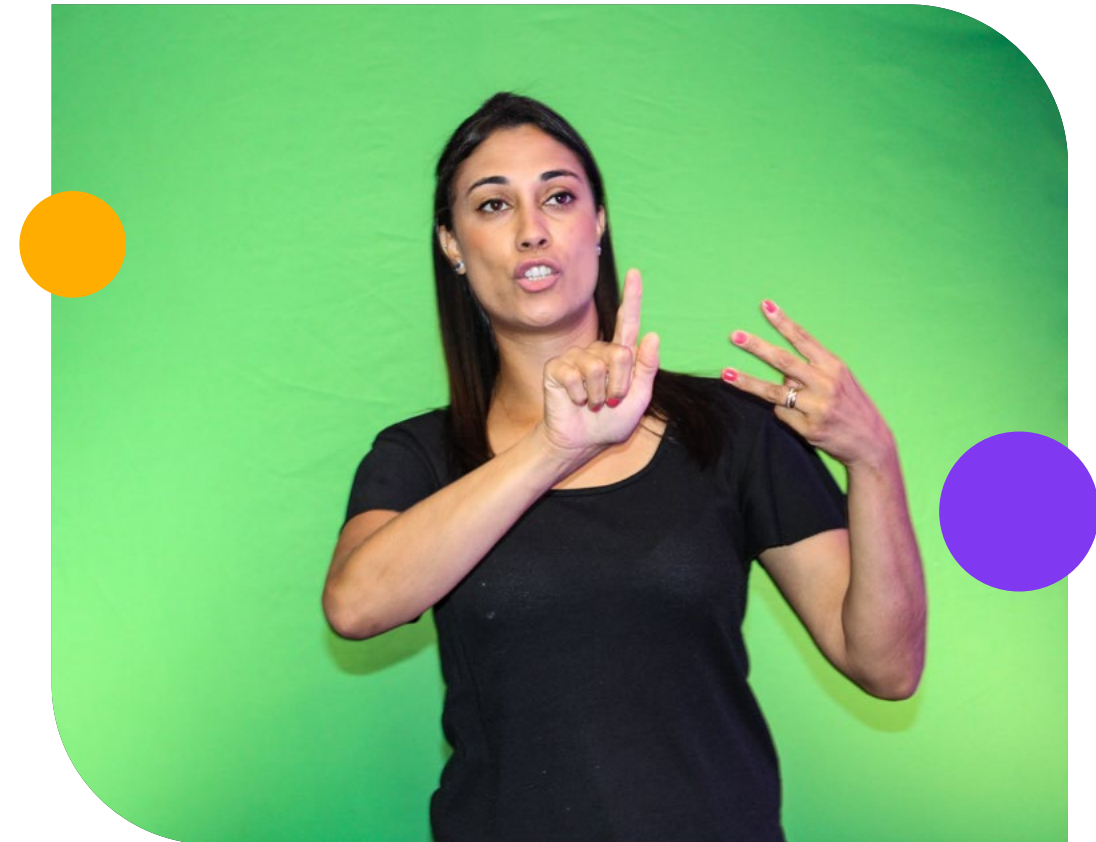
Access to education also involves fostering inclusion and accessibility for all individuals, taking into account their specific needs, in line with Brazilian educational legislation and our Internal Resolution, which aims to support and welcome the people targeted by special education.

We therefore have an Accessibility, Inclusion and Human Rights Center (NAID) in all higher education institutions (IES), which actively works in partnership with the corporate center to provide accessibility and inclusion guidelines. NAID is responsible for providing and ensuring inclusion and accessibility for students with special needs (disability; autistic spectrum disorder; high ability/gifted), in addition to students with specific functional disorders or other conditions that interfere with the teaching and learning process.

Whenever requested, NAID provides training, orientation and data analysis to develop an individualized support plan, with specific educational guidance that will support the institution and the students during the course.

There is the Inclusive Special Education Center (NUEEI) too, an inclusive education training course aimed at equipping employees to serve special education students in units and support centers. This training seeks to clarify the main questions about inclusive education in higher education and mediate actions related to accessibility and specialized educational services (AEE) in units and centers.

The needs of these groups are also identified through Avaliar surveys (see more in [Satisfaction and quality of education](#)). There is a specific indicator related to Accessibility resources to ascertain students' opinions of the available resources in the institutions. 



In 2023, **4% of the students in on-site format**, **3% in the hybrid format** and **3% in the virtually online format** declared that they had at least one type of specific condition in Avaliar.

TRANSFORMATIONAL EDUCATION SOCIAL IMPACT

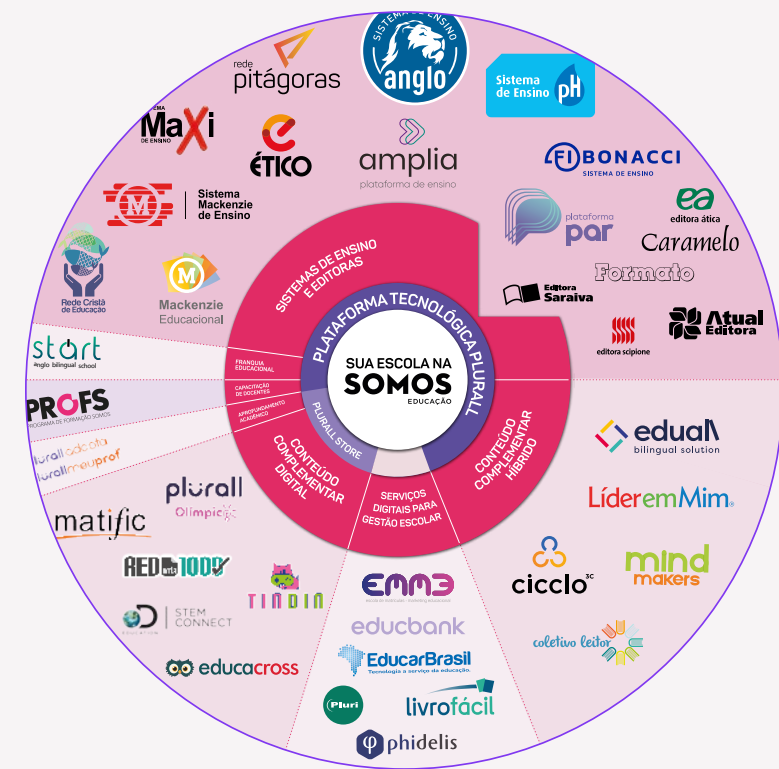
K-12 education

We operate in K-12 education through SOMOS Educação, a comprehensive platform offering a wide portfolio of educational and management solutions for schools, and Saber Educação, providing books, B2G educational solutions and products, and expertise in teaching the English language. As a one-stop partner, our goal is to enhance the value proposition for each participant in the school ecosystem — students, parents, educators and private school administrators.

SOMOS' operations range from offering complete teaching systems and platforms to school management support products and complementary teaching solutions. We also provide financial management support solutions through a fintech (EducBank), which allows us to better forecast tuition fee receipts.

SOMOS also practices science-based learning, where advancements and improvements in the teaching process are based on scientific evidence and proofs.

SOLUTIONS PLATFORM



4,700
partnering schools

1.4 million+
students served

115 own schools, partners,
or Red Balloon franchises
(including 8 owned units)

29,000
students in Red Balloon

TEACHING SOLUTIONS

SOMOS offers a varied portfolio of teaching systems to meet the demands and objectives of schools with different profiles and audiences. The range of options includes traditional brands such as Anglo, Ético, pH, Maxi and Rede Pitágoras, plus Amplia (formerly Eleva).

In partnership with Fibonacci, we offer the methodology applied in the network of schools of the same name, which rank among the top ten schools in the country with the best results in the Enem exam. We also partner with Instituto Presbiteriano Mackenzie, through which we distribute Mackenzie-branded systems with a robust sales and logistics structure.

Learn more [here](#). 



Plurall is **one of the biggest digital K-12 education** platforms in Brazil.

DIGITAL SOLUTIONS

Our remote solutions are concentrated in Plurall, one of the largest digital platforms for K-12 education in Brazil. Plurall is an online study and teaching environment, accessible via mobile phone, tablet or desktop for students, teachers, school staff and parents. Devised as a product and service aggregator, the platform embodies our efforts towards digital transformation of business and interactions within the educational ecosystem.

For students, the tool offers exercise lists and videos to support task completion, and tutors ready to answer questions that may arise during activities and are related to the didactic material. Schools have access to performance reports for each student, individually, by specific classes, or by segments, allowing precise management and identification of improvement points for better pedagogical results.

Plurall also features customizable areas based on the contracted educational system and modular systems for tailoring to each institution's needs and specificities. At the end of 2023, the platform accounted for approximately 35.8% of the private digital K-12 education traffic in Brazil.



See more [here](#).

SOLUTIONS FOR STUDENTS AND FAMILIES

To improve learning, SOMOS also offers two solutions that can be purchased directly by families of students in the network of partner schools: Meu Prof and Plurall Adapta.

The first connects educators from partner schools with students and families across the network for online, live private lessons. Focused on adaptive teaching, in turn, Plurall Adapta enables students to forge their own learning paths based on the platform identifying the contents they need to study further.



SOMOS' work extends beyond the mandatory K-12 education curriculum to offer complementary solutions that meet 21st-century educational needs.

COMPLEMENTARY SOLUTIONS

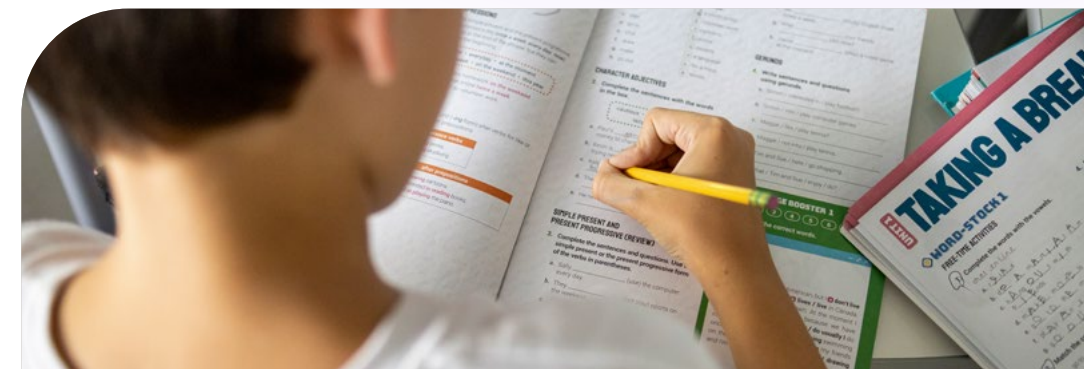
SOMOS' efforts go beyond the mandatory K-12 education curriculum to offer complementary solutions that address 21st-century educational needs, making schools increasingly safe environments that foster student development in various areas.

Among these solutions is Eduall, an exclusive partnership between SOMOS and Macmillan Education, offering a bilingual approach to English teaching. Designed to accompany all learning phases, the solution is flexible and adaptable to different realities, allowing for personalized teaching across all K-12 segments. Another example is Cicclo, a comprehensive platform for physical education and school sports that combines the practice, history, and values of sports with digital application technology.

Schools also have access to a range of tools that contribute to their educational goals, such as Redação Nota 1000, a network of professionals dedicated to evaluating essays; Mind Makers, focused on developing computational thinking; and Plurall Olímpico, a platform that identifies high-performing students and directs them to preparatory content for science, math and other academic competitions.

To identify and meet the main educational needs of families, we conduct structured market studies and research. Through Plurall Store, a comprehensive

platform of edtechs selected by our team, we offer educational and technological solutions, including gamified academic challenges for students and real-time performance evaluation for teachers.



Bilingual education

In 2023, we expanded our language teaching offerings and launched a bilingual education initiative through Start Anglo Bilingual School. This unit is committed to excellence in all dimensions of the educational process and at different levels of school operation, focusing on producing global citizens capable of expressing their reasoning and socio-emotional skills in English. Initiated through a flagship model, the aim is to expand its scope to a franchise model.



Support for school management

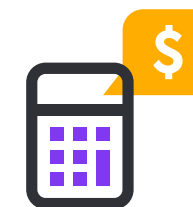
Access to quality education involves efficient administrative and operational management. To this end, SOMOS offers solutions to support school management, thereby improving the quality of services provided and the sustainability of schools.

One such solution is Educbank, the main financial ecosystem for K-12 education in Latin America, present in all regions of the country. The fintech provides solutions that include access to capital for investment and expansion, and subsidies for expenses related to technology, marketing, accounting and solar energy, with lower rates than those usually charged in the segment. This helps educational institutions balance their cash flow.

With Phidelis, an online management software, schools can unify the entire school ecosystem into a single, 100% digital cloud-based technological solution. Through various portals tailored to each school's individual needs, the platform facilitates fluid and effective communication between school and families, allows for practical and quick measurement and analysis of academic data, and enables 100% remote enrollment and re-enrollment processes.

Alongside these solutions lie Livro Fácil, an e-commerce platform that consolidates all school list materials — textbooks and didactic materials from our own and other publishers — in one place, and EMME, which offers content and consultancy for creating and executing marketing plans focused on enhancing school enrollment campaigns.

See more at [SOMOS EDUCAÇÃO](#).



One such solution is **Educbank, the main financial ecosystem for K-12 education in Latin America, present in all regions of Brazil.**

Public education GRI 3-3, 203-2

Through Saber, Cognia operates in the public education market under the National Textbook and Didactic Material Program (PNLD), involving the design, creation, promotion and distribution of books and digital resources. Our publishers — Ática, Saraiva and Scipione — set the standard in meeting PNLD requirements, aiming at the holistic education of students.

In 2023, we celebrated the completion of a plan initiated in 2021, which included defining the portfolio for the final years of fundamental education in the PNLD, participating in the call for proposals, and delivering materials for pedagogical evaluation, as well as training our Commercial and Pedagogical Advisory teams. We achieved market leadership thanks to the success of our strategy, team dedication and material quality. Teachers recognized our efforts, resulting in a record 84% approval rating in the pedagogical evaluation for our main portfolio bets and authors.

Notably, Saber reinforced its leadership by introducing the unprecedented use of samples (25% of the complete book) for promoting the works, enhancing efficiency in the selection process of didactic works by schools and teachers.

In this area, Saber also spearheaded various market studies—on the role of publishers, physical versus digital materials, among others—and actively participated in discussions with Abrelivros to support public agents in decision-making.

The E-docente Portal is also noteworthy, a platform of diversified, high quality content for use by teachers in the public network. In 2023, the portal brought together 96 digital works from our publishers aimed at the PNLD for final years, 104 new blog posts and 400 legacy blog posts, 1,913 educational objects, as well as 46,000 questions from the Enem and other entrance exams.

The PNLD content produced ranged from instructions on how to make the best book selections to fully harnessing the material's potential. To support teachers and managers, we also developed content on topics of interest, such as the Russia-Ukraine war and Food and Sustainability. These topics were made available as e-books on E-docente and in print, directly in schools.

In 2023, the 5th edition was issued of Caderno Pedagógico (Educational Handbook), a Saber publication for all K-12 education in public networks. This edition



In 2023, we achieved a record approval rating of 84% in the pedagogical evaluation under the PNLD.



focused on the UN's Sustainable Development Goals (SDGs). The publication includes 14 articles discussing the relationship between the SDGs and everyday classroom practices. These articles present essential discussions for teachers and managers. At the end of the Handbook, there is a sequence of formative guidelines on a crucial topic for pedagogical coordinators: the recovery of learning.

Apart from the actions carried out under PNLD, we also cater to public networks that directly adopt didactic materials from Saber through public acquisition processes. We refer to these actions as "educational solutions." We impacted about 1.2 million students in this area, mainly via the Acerta Brasil solution.

To ensure the effective implementation of didactic work in both the PNLD and educational solutions, the Pedagogical Advisory team organizes training sessions on the implementation and monitoring of materials for public networks. In 2023, a total of 4,450 training actions were conducted, impacting approximately 222,500 teachers. Of these actions, 2,189 were related to didactic works, while 2,261 focused on pedagogical topics. **GRI 203-2**

Note that Saber maintains constant dialog with public authorities and national and international sector associations to develop solutions that enhance education in the country.

The contents and materials produced reached over 21.5 million students in the current PNLDs (early childhood education, initial and final years of elementary school, and high school) and about **1.2 million students in educational solutions.**



In 2023, more than **222,000** public school teachers were impacted by over **4,000** training actions, with: **2,189** related to Saber's didactic works, reaching **109,450** teachers, and **2,261** on contemporary education topics, with the participation of **113,050** teachers.

See more in [Saber](#).

ACERTA BRASIL (GET IT RIGHT, BRAZIL)

Acerta Brasil is a Saber publication focused on mapping and developing the capabilities and skills of public school students and supporting teachers and educational managers. Through this solution, proprietary materials were developed, aligned with the National Common Curricular Base (BNCC) and the K-12 Education Assessment System Reference Matrix (Saeb), aimed at improving learning and evaluation. The use of the solution also aims to boost students' performance in external assessments.

Initially intended for students from grades 1 to 9 of elementary school, the solution was expanded in 2023 with the launch of Acerta Brasil Ensino Médio, which in its first phase includes Portuguese and mathematics curricular components, focused on learning progression and student assessment in the K-12 Education Assessment System (Saeb). To ensure effective learning, games were also introduced.

See more in [Acerta Brasil](#).



Acerta Brasil covers **69 partner municipalities**, impacting **340,000 students** and supporting over **9,700 teachers**.

Red Balloon

Through Saber, Cognia operates in the language teaching front, with proprietary, partner, and franchised Red Balloon schools, a benchmark brand in English language teaching in the country. In addition to operating in the B2C segment, the network also partners with Brazilian private schools in intra- and extracurricular models (B2B) and with public schools through a solution specifically designed for students and teachers, expanding access to quality language teaching. Through the English Program, we offer extended hours and after-school activity options to students.

In 2023, we continued the digitalization efforts that began in 2022, which include updating Red Balloon's internal systems and platforms, content, marketing actions, and logistical improvements for students and families. These efforts also encompass pedagogical actions and training for teachers and network members. In the coming years, we aim for our proprietary units to serve as concept spaces, acting as laboratories and models for the network.

We also launched Skies Learning, an educational solution that brings Red Balloon's expertise in English teaching to regular schools. This solution offers flexible and appropriate schedules, modular didactic materials, management programs, and teacher training to meet the needs of each school.

WINGS: FOCUSED ON PUBLIC EDUCATION

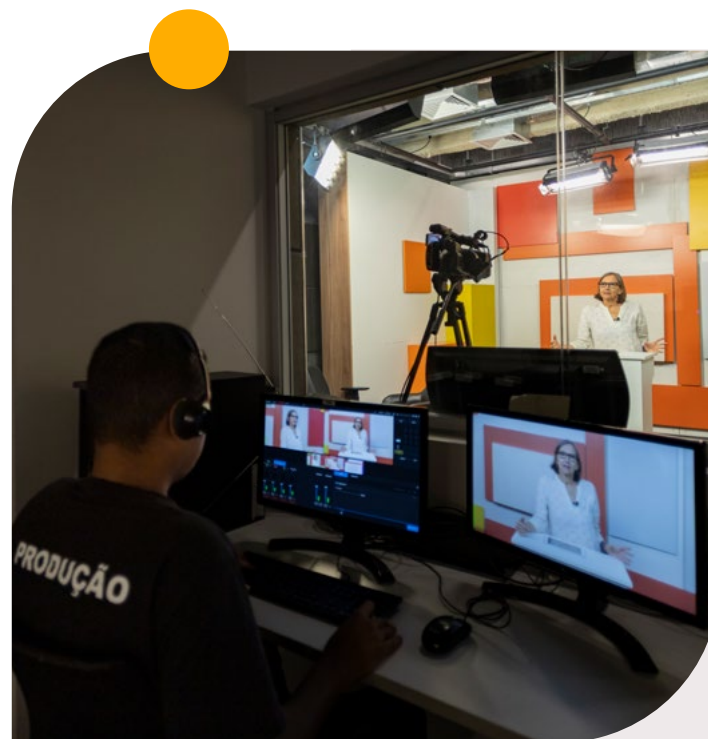
We leverage the expertise of our business units to capture synergies conducive with our purpose. In this front, Saber and Red Balloon customized the Wings solution for public education. This is a comprehensive educational solution for teaching English in the early years of elementary school.

Through it, we offer the method and quality of one of the leading English language brands to public school students and train teachers, both technically and socio-emotionally, to teach the proposed content.

Solutions for the B2G segment

To meet the demands of the public network and offer quality educational technologies already available in Brazilian private schools, we developed a business unit within SOMOS Educação known as B2G (business to government). We established a network of access and commercial relationships, composed of strategic partners and distributors, to make our offerings available to state and municipal education networks.

As part of this strategy, we developed transformational solutions, including diagnostic entrance evaluations with recommendations for pedagogical actions to tailor learning paths for each network, school, class, and student, always positioning the teacher as the protagonist, mentor, and facilitator of the teaching and learning process. These initiatives can be utilized within curricular and extracurricular spaces, in full-time attendance, as well as in after-school programs.



ALL SOLUTIONS ARE ANCHORED IN THREE ESSENTIAL PILLARS:

- 1 Technology:** An adaptive educational technology platform that integrates the educational network into the digital universe, Plurall promotes student protagonism, aids in learning development, facilitates the teaching process for teachers, and simplifies process monitoring for managers.
- 2 Specialization:** technical and pedagogical support to develop structured training programs for technical and teaching staff, focusing on methodological adjustments, curricular rearrangements and improving the pedagogical structure.
- 3 Personalization:** A high degree of differentiation and customization to meet local and regional specificities.

Our solutions are customized to address different needs:

- Large-scale assessment and diagnostic systems
- Programs for recovering learning from previous years
- Preparatory programs for official exams such as Saeb and Enem
- Socio-emotional programs
- Literature projects
- Structured teaching systems.

This model ensures that solutions are scalable and can reach the entire national territory with quality and effectiveness, addressing historical challenges in Brazilian education such as grade retention, truancy, age/grade mismatch, and difficulties in developing basic skills.

By the end of 2023, we had impacted a total of 600,000 students with our public network solutions and achieved R\$ 81.2 million in revenue in the sales cycle for this segment. It is important to note that this is just the beginning, as there are over 35 million students enrolled in public schools in K-12 education in Brazil.





Higher education

SOCIAL IMPACT

For Cognia, higher education is one of the levers to help people achieve the best versions of themselves. We operate in the higher education segment through Kroton, one of the world’s leading education organizations, offering undergraduate and postgraduate courses.

To enhance access to higher education in the country, we leverage technology, digital transformation and EAD (distance learning) courses. These efforts support affordable pricing and expand our reach, with a presence in all Brazilian states.

In 2023, Kroton continued to focus on expanding the reach of its hybrid and digital course offerings, driven by the growth and maturity of educational centers and new courses. This process involved restructuring the way we run the educational hubs, whereby the structures are operated by partners based on a business model that enables them to take the quality of Cognia academic education to the whole country.

It also involved the renewal of our curricula, initiated in 2022, which culminated in a single curriculum applicable to all teaching modalities and the

offering of elective courses with greater curricular flexibility and the possibility for students to customize their learning paths. The revision was founded on the construction of a standardized matrix and a production map for disciplines; innovation and quality, to enable the offer of new contents adequate for the labor market; and full compliance with education sector regulatory requirements.

Notably, in the EAD (distance learning) front, students have the opportunity to interact with teachers, the flexibility to attend classes according to their schedules, and access to in-person meetings at support centers for more dynamic and practical activities.

For in-person courses, we continued to strengthen specific sciences: in the health field, one of our growth avenues, with courses such as Medicine, Dentistry and Veterinary Medicine; and in the fields of Law and Engineering. Specifically in the field of Medicine, we have an exclusive Cognia business unit, which offered around 570 places in 2023, with the prospect of reaching 838 in the coming semesters, depending on the progress of MEC processes.

VEM POR AQUI

THE UNIFICATION OF BRANDS UNDER ANHANGUERA TO GUIDE THE STUDENT THROUGHOUT THEIR ACADEMIC JOURNEY

Following an extensive brand architecture project conducted in 2022 to strengthen our brands, in 2023 we unified all our colleges under the Anhanguera brand. As a result, Fama, Pitágoras and Unopar now operate under a single banner.

The brand repositioning was carried out through the "Vem por Aqui" campaign, aligning with our commitment to guide students throughout their academic journey, whether through vocational courses or undergraduate or postgraduate programs.

Following the change, the student can find all kinds of solutions, be they on-site and hybrid or exclusively digital teaching, through our distance learning platform. With this change, students find all solutions, whether in-person, hybrid, or predominantly digital, through our EAD platform. This reorganization not only ensures a unified impact on Cognia's stakeholders and the market but also optimizes investments and enhances marketing actions under

a single banner nationwide (except for Medicine units like Unic, Uniderp, and Unime).

Through this action, we expanded our reach under one signature, offering a one-stop shop where students can find all the solutions to boost their careers and lives through education: free courses, vocational training, language courses, adult education (EJA), technical courses, undergraduate, and postgraduate (both lato sensu and stricto sensu) in in-person, hybrid, or digital modalities.

Partnership to support Enem

Through a partnership between Anhanguera and Globoplay, we offered one month of free access to the platform for students enrolled in the National High School Exam (Enem).

Aiming to provide entertainment for young people and assist with their studies before the exam, this initiative reached **3.9 million participants across Brazil**.

In 2023, Kroton had:



112
active campi



Over **3,000**
educational centers
strategically distributed
across all Brazilian states

More than
20% of centers from
the Mais Conhecimento
program, representing:



more than
500
municipalities included
in the education map



1,134,099
students enrolled in graduate-level
higher-education courses (on-site
and distance) SASB SV-ED-000.A



6,519 teachers
SASB-SV-ED-000.D

See the [Mais Conhecimento Program](#).

MORE KNOWLEDGE PROGRAM

SOCIAL IMPACT

The More Knowledge Program is aimed at small cities and involves active cooperation between partner managers and municipalities to expand local population access to education and socioeconomic development. Higher education courses at Kroton lead directly to increased income generation and social development across the country.

The program includes establishing support centers in municipalities that have easy access to neighboring cities, offering undergraduate courses in EAD (distance learning) in high-demand areas (bachelor's, teaching degrees and technology courses). The centers may be installed in public premises provided by the local governments, such as schools or municipal departments, and the courses offered have online modules. Through the Brazilian Education Alliance, free training courses are also offered for municipal employees.

Notably, in 2023, the program integrated the criteria and initiatives for the issuance of social bonds by Cogna (see more in [Economic and financial performance](#)). 🔍

Experience sharing

Universidade Presbiteriana Mackenzie became a partner of Cogna through our B2B2C higher education services platform. This partnership involves launching 50 digital postgraduate courses in various fields, such as law, business, urban mobility, artificial intelligence, marketing, neuroscience, and more.

Cogna will assume responsibility for technology and digital platforms, student recruitment and retention, marketing, financial and administrative management, and market intelligence. Meanwhile, Mackenzie will contribute content, teaching staff and student certification. This collaboration is part of our asset-light strategy, reinforcing our position as the most diversified company in the sector, enhancing our capacity to expand, innovate and adapt to market needs.





SUPPORTING ACADEMIC SUCCESS

We aim to actively contribute to the success of our students' academic journeys. To support students who may have difficulty adapting to higher education, we created the Recomeçar and Continuar programs, encompassing about 33,000 students.

Through these programs, if a student fails the first semester, we offer them the possibility to restart the course at no cost. The Continuar program is for students who fail up to two subjects, exempting them from paying for those subjects to continue their course. We also offer free 100% digital leveling classes in subjects like Portuguese and mathematics to address potential learning gaps from elementary and high school.

We have also begun implementing a new system for assessing student performance to improve the quality of the learning process.

We will have three forms of evaluation:

1

Engagement

This computes the points obtained throughout the academic journey;

2

Virtual activities

Exercises performed on the study platform that contribute to the grades;

3

Official exams

these certify the student's learning at the end of each discipline.

Approval is based on the sum of these three evaluation forms. This measure also involves providing feedback to students who reach a satisfactory level (with improvement points), and in cases where it is necessary to retake the exam, it will be offered for free the first time.

From the student evaluation process, both the professor and the tutor will receive feedback about their classes, enabling them to understand the difficulties faced by students and address measures to support better student performance. This initiative also includes the evaluation of teachers of the same discipline, with feedback on how they can possibly improve their teaching process.

We have also begun a process of revamping the videos for all disciplines, adopting a more modern and interactive dialog. For specialized practice courses, such as Pharmacy and Nursing, we have instituted weekly live classes. The intention is to apply this model to all courses, including those with low in-person attendance.

For 2024, we aim to create a financing system to increase payment installment options for students who demonstrate strong academic performance but need financial assistance to continue their academic journey.

KROTON STUDENT PROFILE



EAD STUDENT (LOW IN-PERSON ATTENDANCE)



92% mostly did their secondary education in public schools

Only **3%** do not work and **81%** are the ones mainly responsible for paying the monthly fees

The personal income of **43%** of the students is up to two minimum salaries and the family income of **35%** of them is up to four salaries

25% dedicate between 4 and 7 hours a week to their studies outside class time.

DISTANCE LEARNING STUDENT (SEMI CAMPUS)



92% mostly did their secondary education in public schools

Only **2%** do not work and **78%** are the ones mainly responsible for paying the monthly fees

The personal income of **42%** of the students is up to two minimum salaries and the family income of **33%** of them is up to four salaries

28% dedicate between 4 and 7 hours a week to their studies outside class time.

CAMPUS STUDENT



82% mostly did their secondary education in public schools

Only **6%** do not work and **49%** are the ones mainly responsible for paying the monthly fees

The personal income of **35%** of the students is up to two minimum salaries and the family income of **30%** of them is up to four salaries

26% dedicate between 4 and 7 hours a week to their studies outside class time.

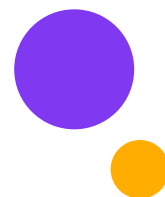
Student experience

Providing the best experience for our students is a priority for Cognia. In higher education, we therefore continue to invest in adaptive learning, where the educational path allows students to embark on a learning journey that identifies leveling needs. Using a data intelligence model, students have access to a personalized academic experience that involves fully customizing their studies according to their needs.

We are also continuing Projeto Excelência, which offers students classes and content developed by renowned professionals, considered benchmarks in the academic and business fields, on current and future trends and topics.

The student experience also includes service conveniences. The Digital Student Portal and Digital Office offer 23 self-service options, including tracking charges and payments. Learn more in [Enhancing the experience](#).

Postgraduate education *stricto* and *lato sensu*



In higher education, we also focus on *stricto* and *lato sensu* postgraduate areas, aligned with our purpose of driving people's professional progress and promoting research and scientific dissemination.

In *lato sensu* post-graduation, we offer the distance learning and in-person and offer partnering institutions a broad portfolio of postgraduate programs, with a virtual learning environment, educational support materials, a student support system, payment back office, student performance monitoring, marketing management and customized e-commerce.

The *stricto sensu* division has its own Board, and postgraduate students, researchers, and teaching staff have access to a range of initiatives: scientific events, an institutional repository for publishing intellectual output, scientific journals, and master's and doctoral programs.

Learn more in [Stricto Sensu Postgraduation](#).

Stricto sensu partner institutions

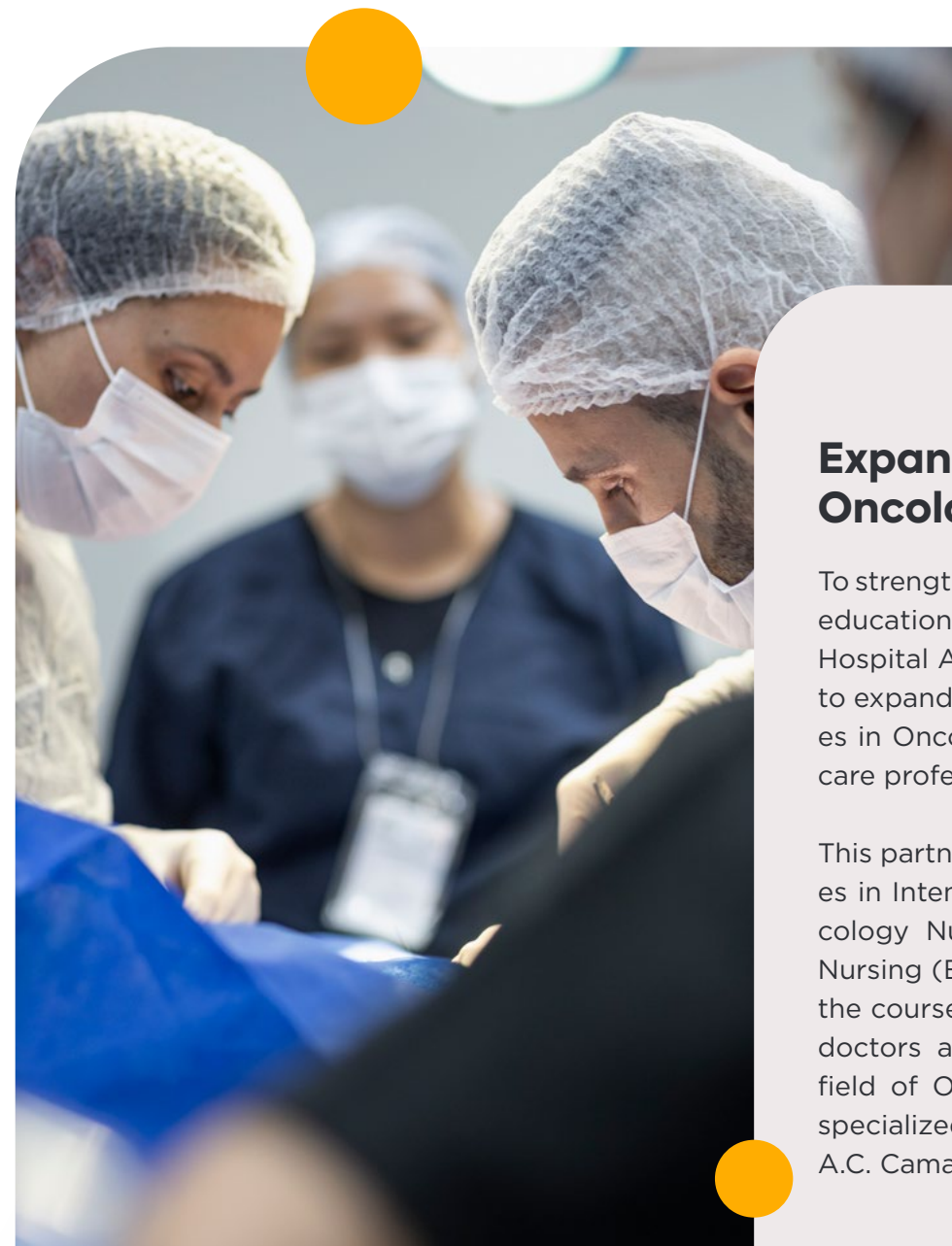
Scope	Institution/Company
Domestic	Agro-Industrial Cooperativa Central – Confepar
Domestic	Angelus Indústria de Produtos Odontológicos S/A
Domestic	Bio Genesis
Domestic	Bio Sano
Domestic	Biodinâmica Química e Farmacêutica
International	Ciro Holanda/UEL/Unopar
Domestic	Crop Solution
Domestic	Edem
Domestic	Fundação Manoel de Barros – FMB
Domestic	National Private Higher Education Development Foundation – Funadesp
Domestic	Indusbello
Domestic	Instituto Arara Azul
Domestic	Instituto Federal de Mato Grosso
Domestic	Instituto Leste de Educação e Cultura
International	Instituto Politécnico de Bragança
Domestic	Inttegra – Instituto de Métricas Agropecuárias Ltda
Domestic	Korin Agropecuária Ltda
Domestic	REAMEC
International	Rede Euroamericana de Atividade Física, Educação e Saúde – Reafes
Domestic	Trials - Oral Health and Technologies
International	Universidad Nacional Del Litoral
International	University of Trás dos Montes Alto Douro – Utad
Domestic	State University of Londrina – UEL
Domestic	State University of North Paraná – Uenp
Domestic	Federal University of Mato Grosso do Sul – UFMS
Domestic	Federal Technology University of Paraná – UTFPR
Domestic	UPL do Brasil Indústria e Comércio de Insumos Agropecuários S.A.
Domestic	Zbiotec Fabricação de Adubos e Fertilizantes Ltda

Research and *stricto sensu* postgraduate activities

	2021	2022	2023
No. of master's courses	16	16	16
No. of doctoral courses	9	9	10
No. of books and chapters	45	73	93
No. of Brazilian patents	26	22	22
No. of international patents	6	4	4
No. of scientific journals	8	6	6
No. of research projects	166	140	101
No. of scientific initiation projects	350	300	259
No. of scientific initiation graduate students - on-site	915	1,000	1,367
No. of scientific initiation graduate students - remote	1,210	1,371	1,241
No. of scientific articles published	371	447	318

Learn more about the research lines related to sustainability in [Education for sustainability](#).

Many works originating from the programs are published in specialized scientific journals, such as Elsevier and Science, expanding their reach.



Expansion of Oncology courses

To strengthen the quality of medical and health education, we established a partnership with Hospital A.C. Camargo Câncer Center in 2023 to expand the offering of postgraduate courses in Oncology for doctors and other health-care professionals.

This partnership includes postgraduate courses in Intensive Oncology Therapy (EAD), Oncology Nutrition (in-person), and Oncology Nursing (EAD). The academic coordination of the courses is conducted by highly renowned doctors and healthcare professionals in the field of Oncology, and the experienced and specialized teaching staff are members of the A.C. Camargo staff.

Education for all

SOCIAL IMPACT

Given that more than half of the adult Brazilian population has not completed K-12 education, according to the Brazilian Institute of Geography and Statistics (IBGE), and to further enhance access to education and transform people's lives, we are active in the Education for Young People and Adults (EJA) sector.

Created in 2022 as a remote course, EJA Digital is aimed at students who did not complete K-12 studies within the regular school period. In the coming years, a dedicated team will work on expanding EJA and increasing student reach. This program is run by a dedicated team engaged in expanding the offer and guaranteeing technology and mobility to enable us to reach the highest number possible of students in the country. We currently have four states with 12 authorized centers (SP, MT, RN and RS), totaling over 4,000 slots.

After K-12 education, we have Stoodi, a startup offering online preparatory courses for the National High School Exam (Enem) and other entrance exams, with affordable plans. Stoodi affords students access to thousands of video lessons, exclusive content, test corrections and personalized study schedules.



We have four states with **12 authorized centers, totaling over 4,000 EJA slots.**



Employability and enterprise

GRI 3-3, SOCIAL IMPACT

Our commitment to employability and entrepreneurship comes in the form of various initiatives aimed at preparing our students for a dynamic and competitive job market. The higher education institutions in our group provide robust support to students not only during their academic journey but also at the crucial moment of entering the job market.

One of our main innovations in this field is the launch of the EMPREGA.AI portal. This portal offers over 600,000 job opportunities throughout Brazil, and harnesses advanced artificial intelligence technologies to create personalized resumes and recommend job opportunities that align with each student's profile and career stage. Through this platform, we are revolutionizing the way our students find and apply for jobs, providing a more efficient and targeted transition into the job market.

We also host annual job fairs on our campuses, creating a conducive environment for direct interaction between students, companies and internship opportunities. These fairs offer a unique

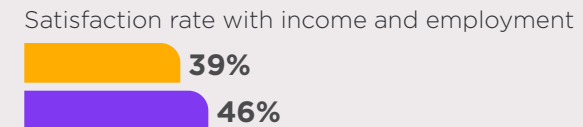
opportunity for our students to understand market demands up close and establish valuable connections with potential employers.

Recognizing the growing importance of entrepreneurship, our institutions are also dedicated to empowering and supporting those who wish to pursue this path. We offer a range of content and programs to hone entrepreneurial skills, helping students who already have their own businesses or aspire to become entrepreneurs, even if as sole proprietors. This support is essential in fostering a culture of innovation and autonomy, enabling our students to become agents of change in their communities and sectors of activity.

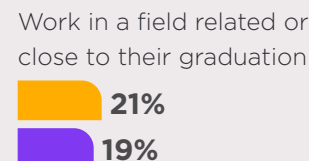
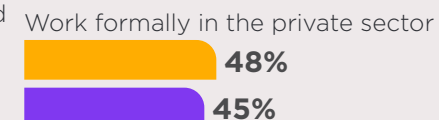
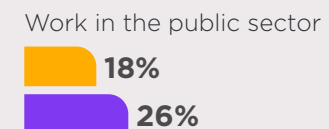
In summary, our integrated approach to employability and entrepreneurship highlights our commitment to the comprehensive development of our students. We continuously invest in tools and initiatives that help achieve not only immediate employability but also a long-term vision for the professional and personal success of our students.

2023 employability indicators

87% of our students are the first generation of their family to study in higher education



17% of students and **33%** of graduates receive three or more minimum wages



● Students ● Graduated

Our planning includes actions such as:

- Career guidance
- Soft skills training — knowledge trails
- Freelance portal for Anhanguera: similar to GetNinjas and Workana
- Portal for simulating interviews with real-time feedback using AI
- Creation of junior companies in various fields to assist with first job experience.

FEMALE ENTREPRENEURSHIP

SOCIAL IMPACT

Female entrepreneurship is one of our areas of focus, and in 2023, the success of the project "Fiscal Citizenship and MEI: female entrepreneurship through NAF (Accounting and Tax Support Center)" — developed by Unime Lauro de Freitas in Bahia — inspired the Program Mulher Cidadã — Fiscal Citizenship for Women, created by the Ministry of Finance.

This initiative promotes fiscal citizenship and the training of female entrepreneurs in vulnerable or at-risk social situations. The program is based on the Federal Tax Authority's experience in partnership with educational institutions in the implementation of NAFs, which have been internationally recognized and adopted by 12 countries in Latin America. Among the actions of the NAFs are:

- Name changes due to marriage or divorce, and changes to CPF (Brazilian Individual Taxpayer Number)
- Financial independence guidance for MEI (individual microentrepreneur)
- Training courses.



In addition to inspiring the Mulher Cidadã program, **NAF Unime Lauro de Freitas received two certificates from the Federal Tax Authority of Brazil: "Distinction of Merit" for the project and "Gold Status" for its social work.**



TECHNICAL AND VOCATIONAL COURSES

To contribute to employability and entrepreneurship, we have expanded our range of solutions and launched a series of technical and vocational courses in areas such as Control and Industrial Processes, Logistics, Technology, Nursing, Entrepreneurship and Innovation, and Communication. The objective is to equip students to secure jobs in their areas of interest through short-term, online, and certified courses.

This strategy aligns with our purpose of enhancing people's lives through quality short-term education, providing greater access to the job market, and consequently enabling social advancement, improved living conditions, and dignity for each of the more than one million students in our network.



Continued education for educators GRI 3-3, 203-2, SOCIAL IMPACT

Teachers are a crucial link in providing quality education that can improve lives and transform the reality of the country. We therefore pay special attention to this group through ongoing training solutions.

K-12 education teachers working in partner schools that use our educational solutions have access to the Teacher Training Program (PROFs). Geared towards continuous updating, the platform adopts an interactive community model for the distribution and sharing of knowledge and experience. It provides access to online continuous improvement contents using different media such as podcasts and e-books.

The PROFs program also includes a library with a vast collection of articles and materials related to school practices, training in Brazilian Sign Language (Libras) and bilingual education for the deaf, and over 90 courses on topics such as digital literacy, atypical children, fake news, neurocognitive stimulation, and active methodologies.

For teachers in our higher education institutions, we offer more than 500 courses through the corporate university, UniCO, covering various topics such as diversity and inclusion, mental health and financial education, innovation, lean thinking, re-skilling, agile mindset and more.



With 92 courses available, **the PROFs program reached 77,418 users**, registering 25,342 enrollments and **issuing 19,798 certifications over the year.**

ANTI-RACIST EDUCATION

SOCIAL IMPACT

We recognize that there is structural racism in Brazil and that to tackle it, it is necessary to identify how it spreads and persists and to act systematically and strategically to overcome ingrained discriminatory practices.

We therefore offer teachers the course "Anti-Racist Education," which aims to complement teacher training on anti-racist education, addressing how schools can work to reverse the naturalization of racist behaviors by identifying how they historically emerge and consolidate into recurring patterns over the years.

The course "20 Years of Law 10.639/03 - A right for all Brazilian students" was also made available, highlighting the importance of the law that mandates the teaching of "African and Afro-Brazilian History and Culture" in elementary and high schools, both public and private. Making the law an effective and regular part of classroom practices allows the Brazilian population to recognize its identity, regardless of race or ethnicity, values the diversity and richness of African-origin contributions, and deconstructs stereotypes. This course complements SOMOS's anti-racist actions, impacting Brazilian K-12 education.



We recognize that **there is structural racism in Brazil** and the need to **systematically and strategically address actions to overcome discriminatory practices.**

TRAINING PUBLIC NETWORK EDUCATORS **SOCIAL IMPACT**

To maximize the reach of our mission of transforming lives through education, Saber developed initiatives to train public network educators.

To ensure the effective use of didactic materials and promote continuous teacher training, in 2023 Saber's pedagogical advisory team worked with 159 state regional education structures and 849 municipalities. Initiatives are developed to create training spaces for public education professionals to enhance discussions about teaching and learning processes involving textbooks.

Used by teachers from partner private schools, the Teacher Training Program is available free of charge to public network educators. These educators have access to various additional contents within the PNLD framework, on specific topics (printed or digital), live sessions, courses, and online content on E-docente, after which they receive certification (See more in [Public education](#)).

Publishers

In addition to educational fronts, Cognia is the largest publishing house in the country, encompassing publishers that are part of the history of the book publishing market in Brazil, with over a century of activity: Ática, Saraiva, SaraivaJur, SaraivaUni, Erica, Scipione, Atual, Caramelo, Formato and Benvirá.

These publishers jointly boast a catalog of over 5,000 works, including publications by authors such as Ana Maria Machado and Moacyr Scliar, members of the Brazilian Academy of Literature, and 102 works recognized with the Jabuti Award, the most important literary prize in Brazil.

They also include collections such as Vaga-lume, Bom Livro and Para Gostar de Ler. In the legal field, the SaraivaJur label, a market benchmark for over a hundred years, includes works by renowned authors, including the best-selling book in the entire Brazilian publishing market, Saraiva's Vade Mecum.

The publishers Atual, Ática, Saraiva and Scipione also offer the Educational Platform (PAR) dedicated to K-12 education. A part of SOMOS's portfolio for distributing textbooks, this solution ensures the school's pedagogical proposal is fully met: selection of didactic material, content, complete support with pedagogical advisors, and technology.

In early 2024, Saraiva Educação sold its portfolio to Grupo Editorial Nacional (GEN) for editing and marketing scientific, technical, and professional publications (printed and digital books). However, it is worth noting that the contract does not result in changes for our K-12 education areas using the Saraiva label, such as in the PNLD and the private network.



Together, the publishers have a catalog of over

more than 5,000



Our publishers have a total of **102 works recognized with the Jabuti Award**, the most important literary prize in Brazil.



EFFICIENCY



INCREDIBLE EXPERIENCE



SATISFACTION AND QUALITY OF TEACHING GRI 3-3

Promoting quality education and ensuring the satisfaction of our students and other stakeholders in our educational ecosystem are part of our purpose, strategy, materiality and the direction of our efforts. Across all fronts, we have processes in place to ensure the quality of our services and solutions. We conduct satisfaction surveys and monitor and disclose our own and regulatory indicators that measure quality.

To continuously monitor and improve student and customer satisfaction, Cogna has a Research and Customer Insights department. This team conducts monthly surveys in partnership with an external research institute. The results are summarized on a control panel and discussed at monthly meetings. The management of these indicators aims to track the performance of this data, verify the achievement of the year's established goals, and implement the plans designed to reach them.

The process involves conducting the surveys, analyzing responses, addressing the issues raised by respondents, and disseminating the results. Based on this assessment, relevant departments develop detailed action plans to address each identified issue, specifying the actions to be taken, deadlines, status and responsible parties.

The emergence of new issues and the execution of action plans is monitored by the Student Experience and Processes team, with the support of the Research and Customer Insights team. The survey also gives a direct voice to students, providing an opportunity to share detailed feedback by answering open-ended questions.

Improving the experience

The quality of our products and services is also grounded in one of our core values: proving an awesome experience to our stakeholders. We accordingly measure all student and customer experience indicators, set ambitious goals in this area, and have experience committees where various Cogna departments participate and exchange information gathered through recurring surveys with our stakeholders.

In 2023, our efforts in this area included investments in technology and benchmarking studies. Internally, we mapped potential inefficiencies in the customer journey and addressed a standardization process to gain efficiency and improve public perception.

We invested in technology and implemented a central Customer Relationship Management (CRM) system, which involves data analysis for better management in this area and contributes to the company's digitalization and lower use of resources, such as paper for creating folders. We also strategically adopted artificial intelligence to customize personalized solution offers for students.

This year, we consolidated self-service through various channels, including Audible Response Unit (ARU), WhatsApp, the Student Digital Portal, and kiosks in the units. This allows students to easily access services related to bills, debt negotiation, certificate issuance and school transcripts, among others, either online or in person. These investments improve not only operational efficiency but also student satisfaction, as 85% of our base is served within 20 seconds through these actions.

To further enhance the student experience, we made improvements to the onboarding process in 2023, personalizing it according to the chosen course and modality. We also created a welcome process with an inaugural class extended to all campuses and units and provided a student handbook to support them, especially in their first semester of higher education.



85%

of customers assisted within 20 seconds

Vai Quitar: from billing to enhancing the experience

To improve payment compliance rates and strike the optimal balance between cash generation, retention and student satisfaction, we initiated a plan in 2020 to enhance the billing journey, which was both an opportunity and a business demand.

Following the transition of systems, implementation of operational improvements and definition of billing strategies, in 2023 we focused on advanced analytics and digitalization to identify non-payment profiles and payment propensity rates, and to segment and automate offers to support students in this area. We created the portal Vai Quitar for students, through which they can access negotiation plans — such as adjusting down payments and installment plans — and renegotiate autonomously.

This initiative led to an **88.21% recovery rate of active students and 8.02% of inactive students** in 2023, resulting in the conversion of approximately **R\$ 3.6 million in gross revenue**. For 2024, we plan to introduce artificial intelligence to refine billing models, advance predictive analytics, and integrate channels to offer the best journey for each non-payment profile.

Quality of products and services offered GRI 3-3

To ensure the quality of the pedagogical content we offer to K-12 education schools, our educational materials and teaching systems are developed in alignment with official documents that guide student education, such as the Ten General Skills of K-12 Education established by the National Common Curricular Base (BNCC) and international education agreements.

Our pedagogical advisory team guides partner schools on the best use of these materials and interacts with schools to integrate their pedagogical projects with the solutions we offer. Schools also have access to various evaluations (diagnostic, formative, selective) that provide data on student learning. This helps identify the need for individual and collective development plans, content review or pedagogical reinforcement.

SOMOS' Curriculum and Evaluation sector is also crucial, as it allows the data generated by evaluations to be compared and assessed against expected learning levels. The management of these tools is feedback-driven; the more they are used, the more data is generated, which enhances the

identification of improvement points to ensure teaching effectiveness. Points for improvement are also mapped through frequent surveys with students and teachers.

Essential for collecting accurate data to assist in curriculum development and academic performance, the Institutional Evaluation was therefore conducted in 2023 on students at key stages of K-12 education. The Enem Simulation is held six times a year and prepares students for the official exam. The Institutional Evaluation covered ten educational brands and over 25,000 students, while the Enem Simulation reached over 5,000 schools and approximately 126,000 students.

The quality of the books offered by Saber to the National Textbook and Didactic Material Program (PNLD) is evaluated by independent consultants hired by the Ministry of Education (MEC) and through NPS to ascertain user opinions.

In higher education, we implement actions to ensure compliance with applicable legislation in all undergraduate and postgraduate courses, both

in-person and EAD. The quality of education is measured through strategic indicators such as Avaliar (Institutional Evaluation System) and those measured by the Ministry of Education (MEC) under the National Education Assessment System (see more in [Student and customer satisfaction](#)).

Through the Student Future Transformation indicator, a part of Avaliar, we ascertain the opinions of students and staff around practices within our higher education institutions (IES), including social impact actions. Another measure adopted is student employability, assessed through an annual survey to evaluate the real impact on employment, income and the quality of life of students and their families (see more in [Employability and entrepreneurship](#)).

Following 519 assessment visits by the Ministry of Education, in 2023 our courses achieved an 86% approval rating in the excellence bands, proving the effectiveness of our strategies and the quality of education we offer. Our IESAs and IES also achieved an impressive 95% approval rate in the highest quality bands.



approval rate of **86%** in the excellence bands

approval rate of **95%** in our IESAs and IES

Student and customer satisfaction

GRI 3-3

K-12 EDUCATION

In K-12 education, we gauge the level of student and customer satisfaction with our services and brand through the CSAT (Customer Satisfaction Score) survey.

We analyze the results to identify areas for improvement in our initiatives, actions and projects, and, when necessary, create action plans with designated teams responsible for their execution and sponsors for monitoring.

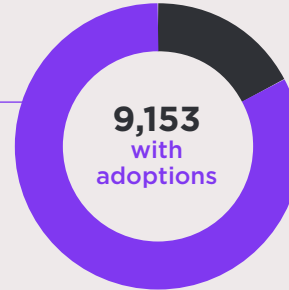
The Student Experience team also monitors the progress of these plans weekly and identifies any necessary adjustments. In 2023, we aimed to achieve an NPS (Net Promoter Score) of 45 for Plurall, ultimately obtaining 46.7.

Plurall results in 2023

Schools and users engaged:

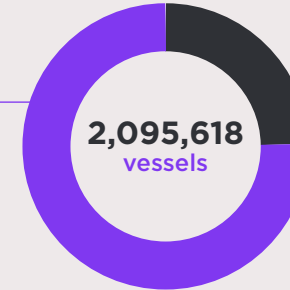
7,577
(82.8%)

schools with groups



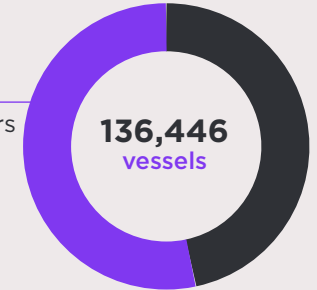
1,119,705
(53.4%)

active students

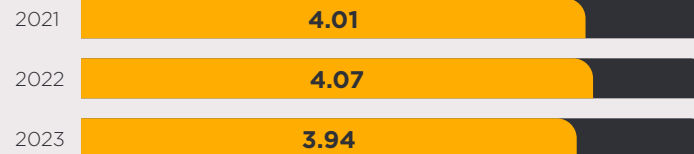


103,045
(75.5%)

active teachers



Teacher, coordinator and head teacher satisfaction in Likert* scale assessment within Plurall



Student satisfaction in Likert scale assessment within Plurall



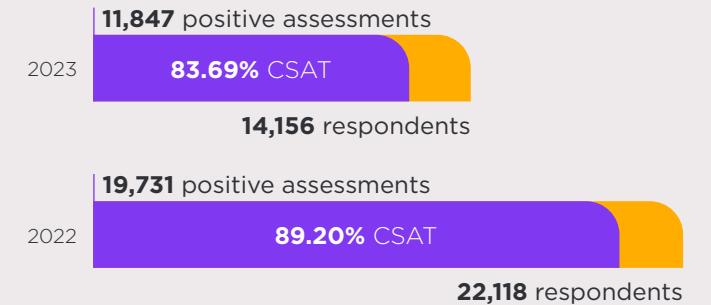
* Varies from 1 to 5 and indicates degree of agreement with the topic presented in an opinion survey

Satisfaction with customer service/technical support

87.8% in 2022 → **89.4%** in 2023

Satisfaction of the schools

(CSAT measured by the SOMOS Relationship Center)



PUBLIC EDUCATION

Under the pillar “amazing experience for public network teachers, managers and students,” Saber measures the services provided and sets goals that form part of our employees’ reviews. This measurement is conducted through monthly CSAT and NPS surveys, which assess the pedagogical support. After being presented to the CEO at the Company’s Experience Committee, the results are broken down into action plans for improvement, which are monitored periodically.

In 2023, the goal of maintaining the NPS score in the zone of excellence was bettered, reaching 91, against a target of 77. Future goals include keeping the CSAT above 4.5 and maintaining the NPS in the zone of excellence for pedagogical actions.

HIGHER EDUCATION

In higher education, we constantly monitor the quality of teaching and student satisfaction through our strategic indicators, included in the Avaliar (our Institutional Assessment System), and the Ministry of Education’s standards. We also conduct satisfaction surveys on students.



MEC INDICATORS

The quality of higher education offered and our operational performance are also monitored against Ministry of Education indicators. These encompass everything from course and curriculum evaluation to infrastructure, academic policies and student performance.

One of these indicators is the Exame Nacional do Desempenho dos Estudantes (Enade National Student Performance Exam), an exam that measures students’ knowledge at the time of course completion. To measure how much the undergraduate course has added to the student’s knowledge, contributing to academic progress, MEC also uses the Difference between Observed and Expected Performance Indicator (IDD), based on the difference between the Enem and Enade scores. Given the scope of the IDD, which considers student performance, we regard this indicator as the most accurate for measuring the impact of our actions on students.

INDICATORS MONITORED

Course Rating (CC)

This assesses the courses, on a scale from 1 to 5, covering the educational plan, teaching body and infrastructure.

Institutional Rating (CI)

This assesses the teaching institutions, on a scale from 1 to 5, based on their planning and institutional development, academic, management and infrastructure policies.

Preliminary Course Rating (CPC)

Indicator calculated based on Enade, IDD and data on the teaching body, infrastructure and student opinions about their education at the end of the undergraduate course.

General Course Rating (IGC)

Indicator calculated for the teaching institution considering the average ratings of its undergraduate (CPC) and graduate (Capes) courses, weighted by the number of enrollments in the year.

Exame Nacional do Desempenho dos Estudantes (Enade National Student Performance Exam)

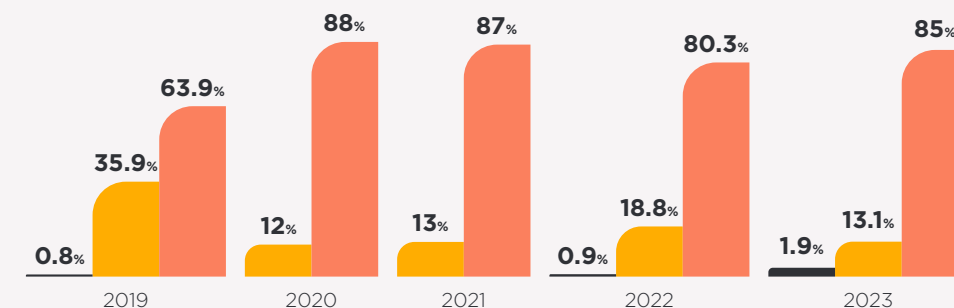
The student assessment is applied to students in the last year of undergraduate courses by Instituto Nacional de Estudos e Pesquisas Educacionais Anísio Teixeira (Inep). The last review cycle with indicators disclosed is for 2022.

Difference between Observed and Expected Performance Indicator (IDD)

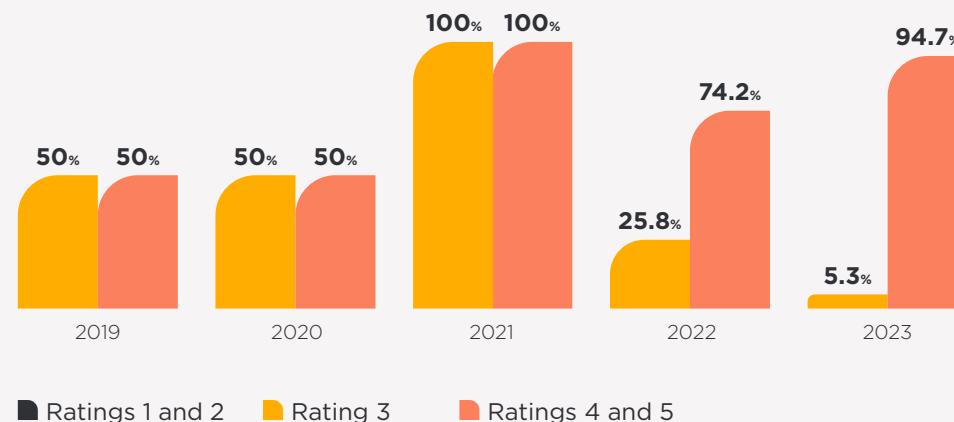
This is based on the difference between the Enem and Enade scores and measures how much higher education has contributed to the student's knowledge.

Results

Course Rating (CC)

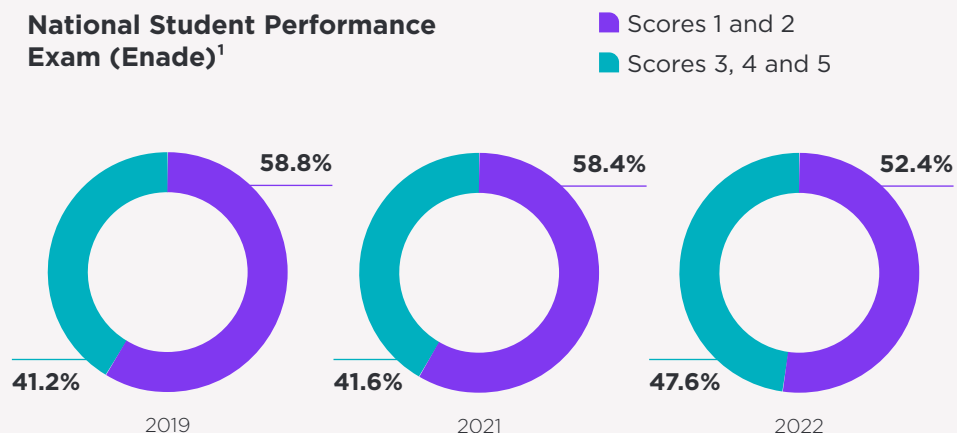


Institutional Rating (CI)

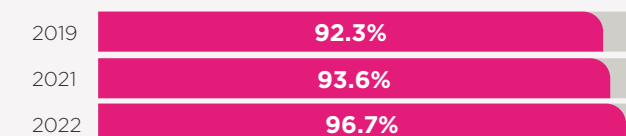


¹ Due to the COVID-19 pandemic, there was no student performance review in 2020. The 2023 result is scheduled to be published in September 2024.

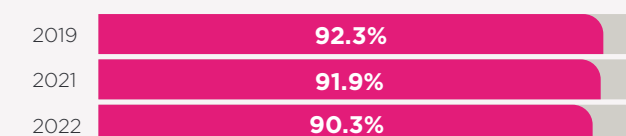
National Student Performance Exam (Enade)¹



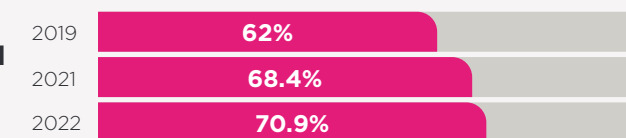
General Course Rating (IGC)¹



Preliminary Course Rating (CPC)¹



Difference between Observed and Expected Performance Indicator (IDD)¹



■ Satisfactory (score 3 and above)

AVALIAR

The Avaliar System includes its own indicators, encompassing those related to social impact, quality of education, infrastructure, courses and the institution. The data is gathered through an annual online survey conducted on the entire academic community.

In line with our purpose of enhancing people's lives, one of the Avaliar System's indicators is "Student Future Transformation" which captures the perceptions of both students and staff around the practices adopted in our Higher Education Institutions (IES).

The indicator considers attributes related to actions and innovations that contribute to and expand the world view of the students; stimulus to develop projects and participate in activities that transform life and the local reality; as well as valuing people, their differences and achieving their professional goals.

To drive engagement in the survey, we have an Internal Assessment Committee (CPA) in all our higher education institutions. These commissions are composed of representatives from the student body, technical-administrative staff, the coordination team, and a member of civil society. The CPA are also tasked with implementing Institutional Development Plans and forwarding the information requested by Instituto Nacional de Estudos e Pesquisas Educacionais Anísio Teixeira (Inep).

RATES MONITORED

Avaliar measure four rates and indicator are calculated on a scale from 0 to 5:

Service Quality Index (IQA)

Indicators of in-person service and self-service on the student portal.

Infrastructure Quality Index (IQF)

Indicators related to the virtual environment, library, classrooms, public areas and accessibility resources.

Course Quality Index (IQC)

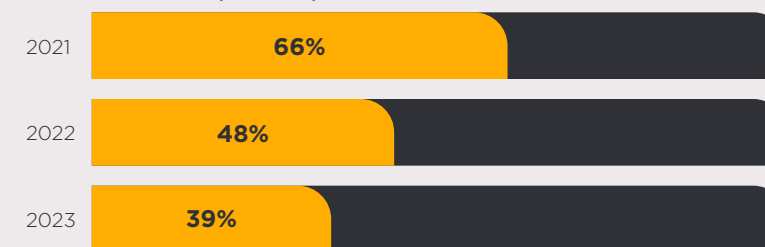
Indicators related to didactic-educational organization, the performance of the classroom-based teacher and the performance of the remote course tutor.

Institution Quality Index (IQI)

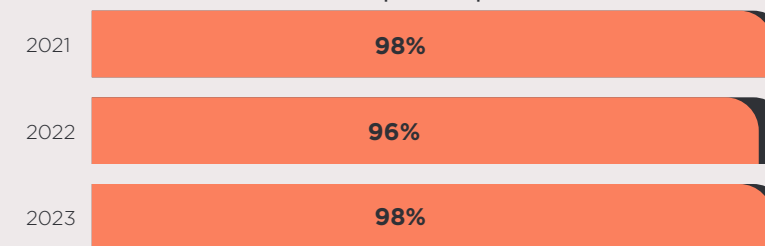
Applied to the student future transformation indicator and the unit's mean IQC, IQA and IQF.

Participation rate

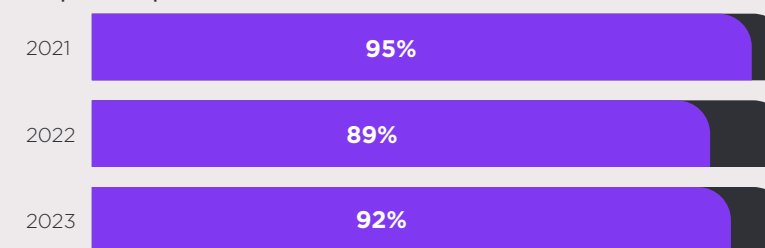
% of student participation



% of course coordinator participation



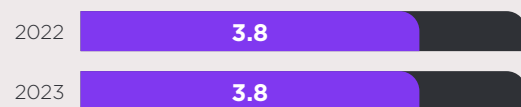
% participation of other educators



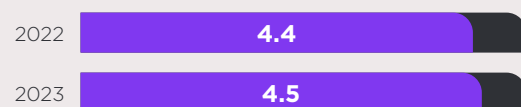
TRANSFORMING THE FUTURE

Campus teaching

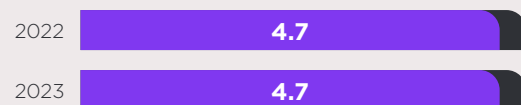
Students



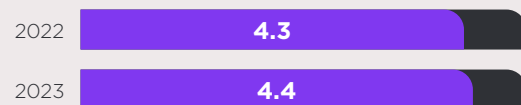
Teachers



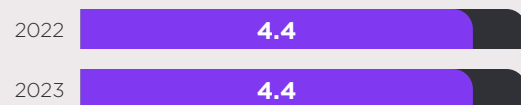
Course coordinators



Technical-administrative employees



Tutors

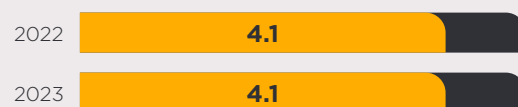


Remote learning

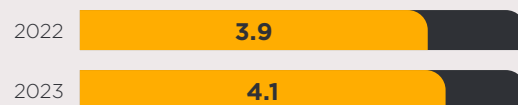
Students (semi on-site)



Students (low in-person attendance)

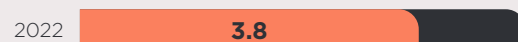


Teachers

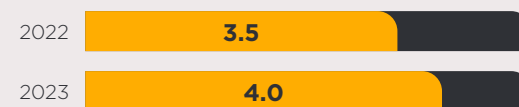


Distance learning – partners**

Students (semi on-site)



Course coordinators



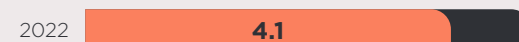
Technical-administrative employees



Tutors*



Students (low in-person attendance)



* The result of the Tutors group in 2023 is included in the technical-administrative base.

** In 2023, the Partners group did not reach the minimum participation rate, and its results were not therefore calculated or disclosed.

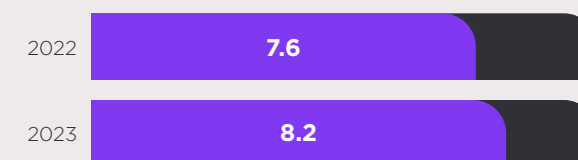
Satisfaction surveys

GRI 3-3

We continuously monitor the satisfaction of our higher education students through our CSAT survey. In 2023, we made progress in both student satisfaction in academic terms and in service satisfaction. The 2023 target for Academic CSAT was 8.5, and we achieved 8.7.

CSAT – Student Services

(service requests, information and quality of provided services)



CSAT – Academic

(teachers, tutors, coordinators and VLE)





BUSINESS PERFORMANCE

IN THIS CHAPTER

- **MACRO-ECONOMIC AND SECTOR CONDITIONS**
- **ECONOMIC AND FINANCIAL PERFORMANCE**

MACRO-ECONOMIC AND SECTOR CONDITIONS

In 2023, the Brazilian economy was surprisingly strong, with Gross Domestic Product (GDP) accumulating growth of 2.9%, maintaining the pace witnessed in 2022.

High-interest rates, need to rein in inflationary pressures, remained at 13.75% for most of the year and ended the period at 11.25% per year. This resulted in an accumulated Broad Consumer Prices Index (IPCA) for 2023 of 4.62%, within the target set by the National Monetary Council (CMN) and below the figure of 5.79% recorded in 2022.

Brazil created 1.48 million formal jobs in 2023, according to data from the General Employment Register (Caged), 26.3% less than in 2022, largely due to the still challenging macroeconomic conditions.

The unemployment rate, in turn, showed improvement, dropping to 7.8%, the lowest level on record since 2014 and a decrease of 1.8 percentage points on 2022 (9.6%).

Regarding the education sector specifically, the 2023 School Census revealed that the number of enrollments in private schools rose by 4.7% in 2022. In the state sector, however, the number of students fell by more than 500,000.



Regulatory environment and public policy engagement

The education industry is a highly regulated market, with guidelines established by the Ministry of Education at a federal level, and by the states and municipalities in their respective jurisdictions.

Brazil is currently undergoing discussions about the regulation of higher and K-12 education to address various social issues arising from access to education. One of the most comprehensive agendas aiming to set the direction for the coming years is the discussion around the National Education Plan (PNE) 2024-2034, as only two of the previous plan's 20 goals were achieved. The expected goals include broadening access to higher and technical education, reducing high school dropout rates, and increasing literacy rates, among other topics.

Meanwhile, the Ministry of Education (MEC) has been working to update the regulation, supervision and evaluation of higher education, both in-person

and distance learning, with a heavy focus on the latter. We are expecting new rules to protect the quality of distance education and to allow the performance of students and institutions to be properly evaluated.

The creation of a specific regulatory agency for higher education is also being considered. The launch of Fies Social in the first quarter of 2024 is a step forward in providing access to higher education to low-income students. However, changes are being discussed to ensure it effectively meets its objectives.

For 2024, discussions are planned regarding the creation of new medical courses in Brazil, which involve legal issues of the Mais Médicos program and the autonomy of Higher Education Institutions to create new courses. A third tender notice for the Program is also on the table.

In the realm of K-12 education, the discussion about the High School Reform is pointing to sweeping changes not only in the curricular structure but also in the way students are evaluated, more aligned with 21st-century fields of knowledge and skills. These changes will also lead to adjustments in the National High School Exam (Enem), emphasizing transversal skills and a deeper understanding of basic general education content.

To aid discussions for improving education in Brazil, we accordingly have an Institutional, Governmental and Community Relations practice structured with professionals with multidisciplinary expertise. We proactively and preventively operate in legal, regulatory and compliance areas.

In 2023, we addressed over one hundred agendas with government authorities and associations in which we actively participate. The year's leading events included the Public Policies in Focus initiative, which engages authorities on topics related to Youth and Adult Education (EJA), the High School Reform, PNLD (National Textbook and Teaching Material Program), and Fies.

In terms of proactively helping formulate public policy, we partnered with education and health sector entities in 2023 to lead and address issues related to tax reform.

In line with our ethical values, we also conducted training sessions with business unit directors on guidelines regarding dealings with government officials.



In 2023, we addressed over 100 agendas with government authorities and associations in which we actively participate.



ECONOMIC AND FINANCIAL PERFORMANCE

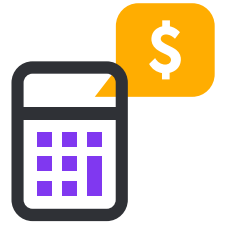
GRI 3-3

By rolling out our strategy and focusing on cash generation and portfolio diversity, in 2023 we achieved growth across all our business units and recorded consistent results in our economic and financial indicators.

Cogna's net revenue grew by 15.8% compared to 2022, reaching R\$ 5,895.5 million, and the recurring EBITDA increased by 18.9%, totaling R\$ 1,736.1 million with a margin of 29.4%. These results were driven by revenue and EBITDA growth in Cogna's three business units: Kroton, Vasta and Saber.

Administrative expenses rose by 7.1%, lower than the total net revenue growth of 15.8%, due to supply efficiency gains thanks to Cogna's scale. During the period, we registered 2.6% in Capex and expansion investments, totaling R\$ 429.9 million, particularly for technological equipment in the medical units and for construction and improvements to make our facilities more modern, with greater mobility for students.

Our operating cash generation rose by 65.4% on 2022, to R\$ 893.5 million in 2023. This result is commensurate with our commitment to achieve R\$ 1.0 billion in post-Capex operating cash generation in 2024. Adjusted net income in 2023 totaled R\$ 289.0 million, R\$ 236.4 million higher than in 2022, and the adjusted net margin was 3.9 percentage points lower than in 2022, totaling -4.9% for the year. Leverage (net debt/adjusted EBITDA), at 1.83x, represents a reduction of 0.27 percentage points compared to 2022.



15.8%
growth in net revenue

18.9%
increase in recurrent Ebitda



The results were fueled by higher student enrollment revenue, better student satisfaction, lower dropout rates and consequently an increase in re-enrollment rates, and the positive inflation adjustment for returning students at Kroton. The continued positive performance of complementary product sales and the sale of educational solutions to State and Municipal Governments by SOMOS Educação also contributed.

The National Textbook and Teaching Material Program (PNLD) in 2023 covered a larger segment (re-purchase for elementary school I and purchase for elementary school II) compared to 2022. Thanks to the adopted strategy and quality of materials, Saber gained 7 percentage points of market share in elementary school II compared to 2019, reaching 33.5%. This makes us the leader in the purchase and repurchase market for the next three-year cycle in this segment.

Direct economic value generated and distributed (DVA) (R\$ thousands) GRI 201-1

	2021	2022	2023
Revenue	R\$ 5,466,660.00	4,672,150	5,482,838
Sales of merchandise, goods and services	R\$ 5,282,731.00	5,092,202	5,895,488
Other revenue	R\$ 729,671.00	14,920	35,466
Allowance/(reversal of allowance) for doubtful accounts	-R\$ 545,742.00	-434,972	-448,116
Inputs acquired from third parties	-R\$ 1,737,357.00	- 1,183,438	-1,334,424
Cost of products, goods and services sold	-R\$ 495,034.00	-428,576	-701,013
Materials, energy, third-party services and others	-R\$ 1,243,810.00	-539,428	-670,089
Impairment losses	R\$ 0.00	-215,433	36,678
Gross value added	R\$ 3,729,303.00	3,488,712	4,148,414
Withholdings	-R\$ 1,046,568.00	- 930,565	-905,049
Net value added	R\$ 2,682,735.00	2,558,147	3,243,365
Transferred value added	R\$ 322,830.00	508,018	376,019
Share of profit (loss) of equity-accounted investees	R\$ 1,557.00	-1,887	-16,404
Finance revenue	R\$ 321,273.00	509,905	392,423
Added value to be distributed	R\$ 3,005,565.00	3,066,165	3,619,384
Personnel	R\$ 1,859,962.00	1,636,105	1,742,475
Direct compensation	R\$ 1,314,943.00	1,123,315	1,202,195
Benefits	R\$ 128,903.00	127,181	126,542
Severance Fund (F.G.T.S.)	R\$ 416,116.00	385,609	413,738
Taxes, fees and contributions	R\$ 18,629.00	-24,240	428,950
Federal	R\$ 14,796.00	-13,633	420,769
State taxes	R\$ 2,113.00	942	1,239
Municipal taxes	R\$ 1,720.00	-11,549	6,942
Interest on third-party capital	R\$ 1,639,959.00	1,995,298	1,959,312
Interest	R\$ 968,609.00	1,405,332	1,295,279
Rentals	R\$ 565,610.00	485,521	514,990
Other	R\$ 105,740.00	104,445	149,043
Return on equity capital	-R\$ 512,985.00	-540,998	-511,353
Retained earnings	R\$ 3,005,565.00	3,066,165	3,619,384

FIRST ISSUANCE OF ESG DEBENTURES

SOCIAL IMPACT

In 2023, Cognia issued social bonds, marking the first ESG-indexed debenture issuance with a social focus in the education sector. Social bonds are a form of fundraising where the criteria consider social responsibility factors. For Cognia, the fundraising criteria included public social goals and their developments.

The funds raised of R\$ 100 million will be used to expand higher education services in municipalities with populations of up to 50,000 inhabitants and very low, low, and medium Human Development Indexes (HDI), thus creating positive social impacts while maintaining its position as a flagbearer in the education sector regarding best market practices. See more in the [Mais Conhecimento Program](#).



CAPITAL MARKET

With a total capital of 1,876,606,210 common shares, Cognia stock is traded on the B3 São Paulo stock exchange, under the symbol COGN3. The company's shares were traded in 100% of the trading sessions in 2023, with a total volume of R\$ 16.7 billion and an average daily trading volume of R\$ 67.4 million. The Company had a market cap of approximately R\$ 6.5 billion at the end of the year.

Note that our shares are traded on multiple sustainability indexes in Brazil, including the B3 Corporate Sustainability Index (ISE), as well as Ibovespa, the Special Corporate Governance Index (IGC), the Special Tag Along Stock Index (ITAG) and the Consumer Stock Index (ICON). Learn more in [Awards and recognition](#).

In early 2024, **this issuance earned Cognia recognition as the social bond of the year** in Environmental Finance's Sustainable Debt Awards 2024.



R\$ 6.5 billion
market cap at year-end.



OUR BEST VERSION

cogna

#IN THIS CHAPTER

- THE COGNA WAY
- ATTRACTING, RETAINING AND NURTURING TALENT
- DIVERSITY, EQUITY AND INCLUSION
- HEALTH, SAFETY AND WELL-BEING
- STAKEHOLDER ENGAGEMENT

THE COGNA WAY

The *Cogna Way (Jeito Cogna)* embodies the elements that guide our actions and form the bedrock of our culture, which is diverse, agile, customer-focused and aligned with our purpose, emphasizing collaboration, entrepreneurship and ownership.

In addition to gearing our efforts towards enhancing the lives of students, customers and other stakeholders, it is through the *Cogna Way* that we conduct our people management practices, as detailed in the following chapters, to help our employees become the best versions of themselves. These practices are supported by clear guidelines, performance management rituals, leadership meetings to present company goals and results and feedback sessions, among other elements.

Given the scope of our ambitions and the breadth of our solutions, in 2023 these rituals involved a firm mindset shift towards entrepreneurship for each employee. They were encouraged to practice the *Cogna Way* and share their initiatives, which were evaluated by panels and showcased at the *Cogna Summit*.



ATTRACTING, RETAINING AND NURTURING TALENT GRI 3-3

Attracting and retaining talent are among the People and Culture pillars that make up the #JeitoWay and are factored into our materiality matrix and in a specific policy related to employee experience. This policy fosters a corporate culture that ensures people are aligned with the expected values and behaviors; maps out the employee experience; and offers products and services that enhance employee happiness throughout their journey with the Company.

With the aim of empowering and encouraging employees to become better versions of themselves, progress in their careers, and consequently positively impact the Company's business, we accordingly work in a structured manner to create an attractive, healthy, inclusive workplace that nurtures personal and professional development.

To this end, in 2023, we overhauled our differentiators through the Employee Value Proposition (EVP), an initiative aimed at maximizing the value proposition offered to our people and the competitive advantage working at Cognia gives them. As part of this process, we conducted a quantitative survey on 722 employees, performed 15 in-depth interviews about Cognia's differentiators, and organized six focus groups to analyze materials we published under the human capital front.

The research revealed the elements of greatest importance to our employees, which were translated into three pillars: focus on purpose, focus on results, and focus on relationships.



Furthermore, to continue evolving towards our best version, we conducted the Pulso survey throughout the year, aimed at ascertaining the climate, engagement, management and development of employees, allowing us to identify opportunities quickly.



In 2023, we overhauled our differentiators through the Employee Value Proposition **to maximize the value proposition offered to our people.**

Qualification and training

GRI 404-2

Cogna training management is based on the Training and Development Incentive Policy, aligned with #CognaWay; on performance management, which serves as the springboard for creating development programs; and on the corporate university, a means of large-scale training.

We believe we are the owners of our development. Eligible employees therefore have access to undergraduate and postgraduate scholarships with up to a 100% discount. Between 2021 and 2023, more than 11,500 employees completed their undergraduate and postgraduate degrees. As of January 2024, there were an additional 3,100 active scholarships for employees pursuing undergraduate and postgraduate degrees.

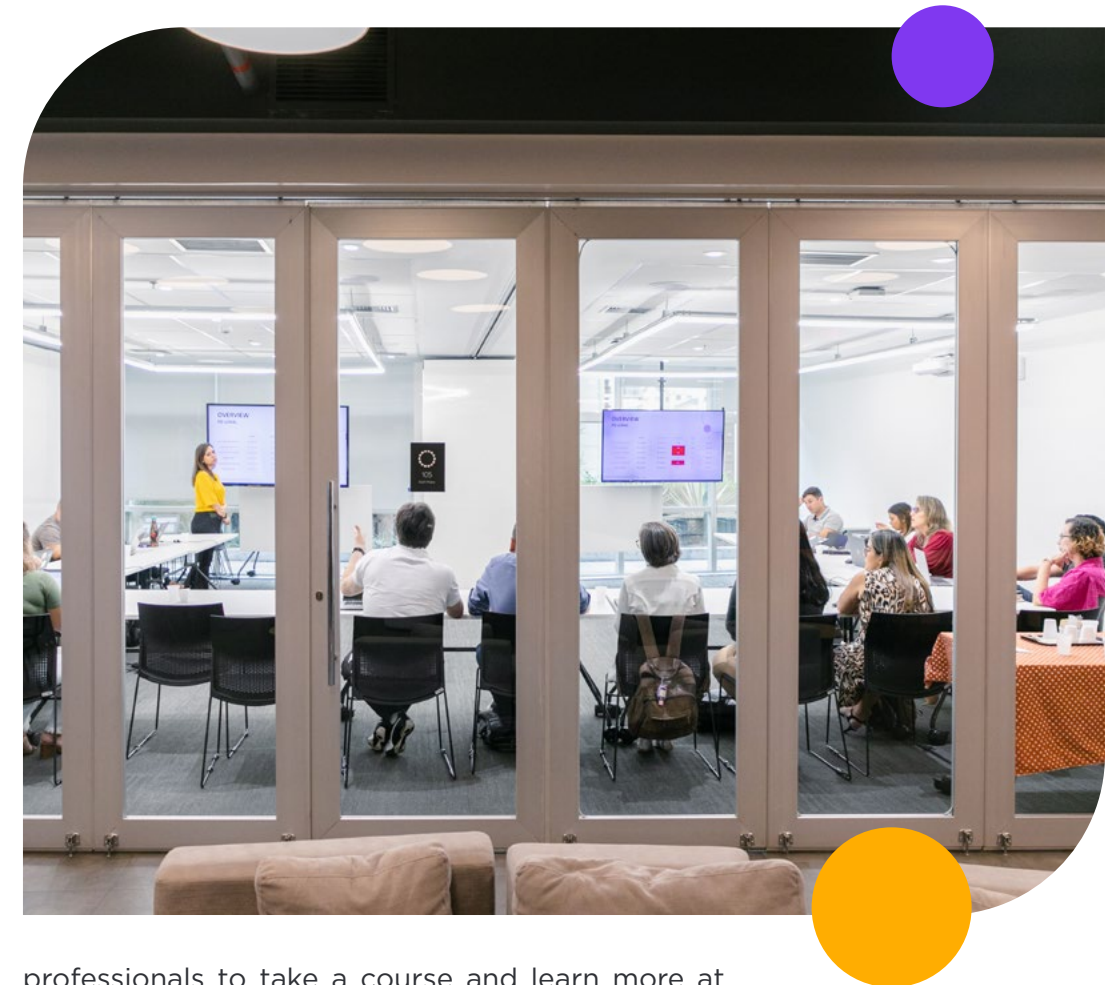
Through Cogna University (UniCO), we offer more than 500 courses in various segments for training in soft and hard skills. There are also courses aligned with our business strategy, such as lean thinking, reskilling, agile mindset, open innovation, diversity and inclusion, mental health and financial education. The Leadership Academy is responsible for

training managers in strategic areas for the business and in people management skills.

It is worth noting that our vocational development program ensures our employees can hone their skills and expertise. This translates into the never-ending launching of new courses at UniCO, offering specific mentorships for black women and trainees, and developing a Leadership and Management module. 80 leaders from the VPS of Finance, Student Experience and Saber participated in the latter module.

We also established partnerships with educational institutions to develop or offer joint training programs for the team. In 2023, the program enjoyed widespread participation, allowing our professionals to enhance and improve their skills.

In 2023, we recorded an average spend of R\$ 113.98 per professional on training and development and an average of 5.7 hours of training per employee. A highlight was the courses offered on UniCO Day, which dedicates one day per month for our



professionals to take a course and learn more at our corporate university. The courses offered included: Forms of Harassment, Taking Better Care of Yourself, Data Privacy, Information Security, Inclusive Mindset, Nonviolent Communication and Near Miss Reporting. A new Training Policy is being prepared for 2024.

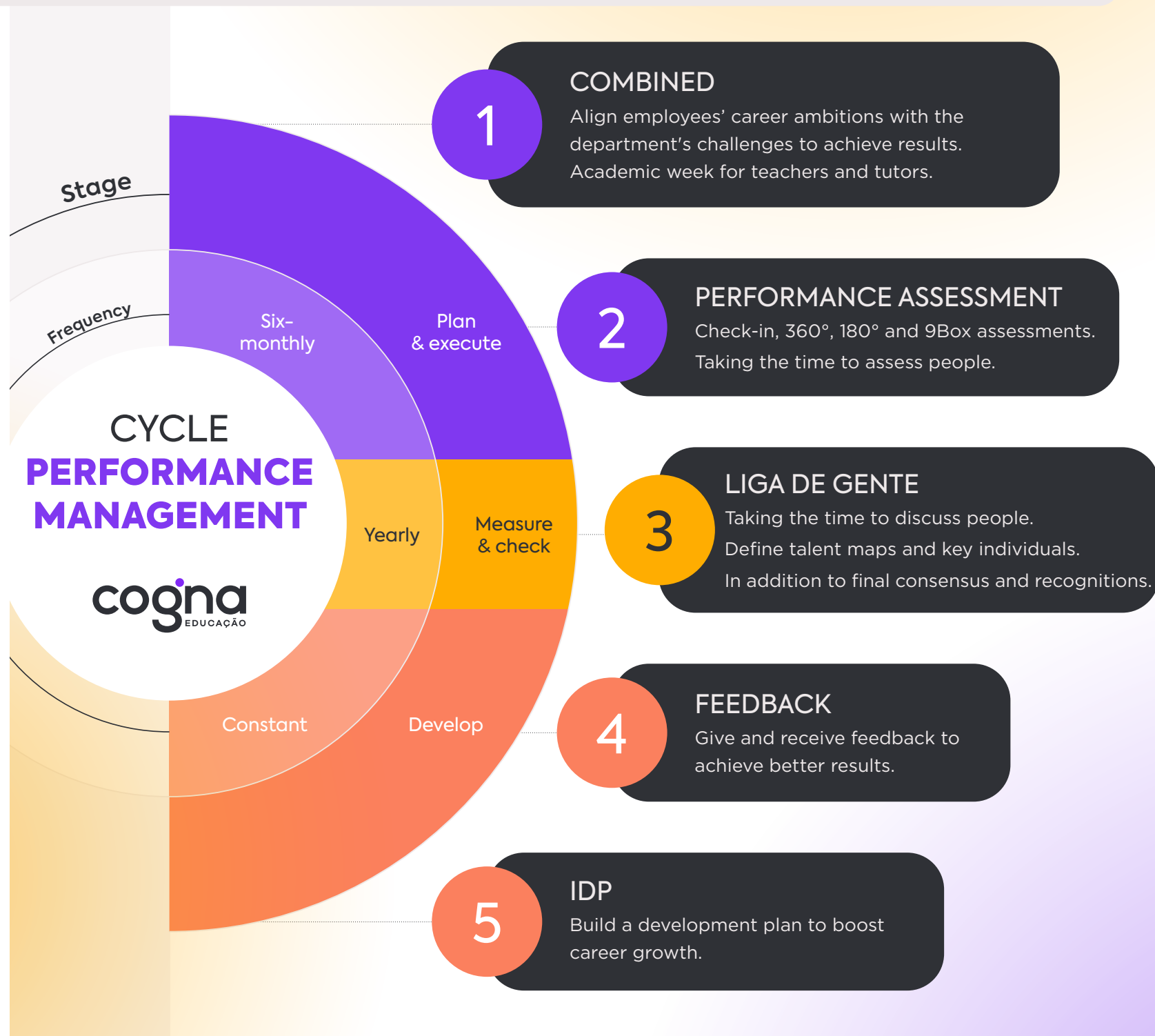
Performance management

GRI 404-2, 404-3

Aligned with the #JeitoWay values and the Company's ambidextrous operational matrix, performance management is guided by a specific corporate policy. This policy includes guidelines related to the provision of feedback; evaluations for succession processes; encouragement of training and development; and monitoring of employee development plans, among other topics.

Performance management includes 90° assessments (by the immediate leader), 180° assessments (by the immediate leader and self-assessment), and 360° assessments (individuals are assessed by the immediate leader, peers, subordinates and self-assessment). It also includes structured feedback and individual development plans (PDI) that consider the skills and capabilities necessary for the role and the employee's profile. Each stage of the cycle has a different frequency, ranging from continuous, to semi-annual, to annual.

We leverage this process to leverage employee development and support them in their next career steps, while recognizing our talents, ensuring they occupy suitable positions to grow and generate positive results. In 2023, 59% of the workforce participated in performance reviews, and 972 professionals were promoted (see [Appendices](#)). **GRI 404-3**



Compensation and benefits

GRI 401-2

We have Salary, Variable Compensation and Benefits policies that are duly compatible with the market. The Salary Policy aims to ensure control over all salary movements, both for budgeting purposes and for talent retention and promotions. Regarding benefits, we provide life insurance, health insurance, maternity/paternity leave, dental insurance, study grants, and meal/food vouchers (according to collective bargaining agreement rules).

We have the Cogna Variable Compensation Program (PRV), a short-term incentive designed to engage all employees in achieving and exceeding annual results. The PRV salary multiple is formalized individually with each employee through an offer letter at the time of hiring or promotion. In 2023, the program was revamped to support the ambidextrous organization strategy, focusing on existing operations and creating reward mechanisms for outstanding achievements.

KEY INDICATORS COMPRISING THE PRV

FINANCIAL GOALS (COGNA CONSOLIDATED)

Goals envisaging at Cogna's overall performance, related to financial objectives that seek to ensure the Company's return or results.

STRATEGIC PILLARS

Financial and non-financial business or area-specific goals aimed at ensuring the delivery of the Company's non-financial pillars, including quality, experience and business sustainability.

FOCUS SMART

Goals that encompass projects, initiatives and area-specific deliverables for each cycle.



There were **469** internal movements, with **72.5%** of the positions involving salary adjustments

Valuing our talents

Creating growth opportunities within the Company is a way to value our talents. In 2023 we accordingly launched Valoriza, an internal recruitment program that presents opportunities within the Company to employees, providing clarity on their potential and career possibilities.

In 2023, 469 internal movements were carried out, with 72.5% of the positions involving salary adjustments, with an average increase of 36.7%. Of the total, 62% of the positions were filled by women, and 129 people changed their job scope.

We also added over 60 company partners to value our employees with a long-term ownership spirit. Timely meetings are held with these people to gather perspectives that can contribute to the Company's future. Important decision-making involves these individuals, and conversations are also held with shareholders about vision and expectations for Cogna.

Flexible benefits

In 2023, we implemented the flexible benefits program, Beneflex, allowing our employees to autonomously and flexibly choose their benefits. On their first day of work, employees access the program platform and choose from the options offered according to their eligibility.

Corporate volunteering

SOCIAL IMPACT

According to our Volunteering Policy, programs in this area must follow the pillars of the social impact platform, which consider advancements in public education, employability and entrepreneurship, and local development in the Company's geographies.

Our Corporate Volunteering Program is part of Somos Futuro, where our employees act as interviewers in the candidate selection process and can later mentor students, accompanying their entire educational journey.

Mentors support students from high school years 1 to 3, helping them adapt to new realities, classmates and school routines and honing their socio-emotional skills. In year 3, mentors assist students with future and career planning.

The Corporate Volunteering Program has been expanding beyond Somos Futuro since 2022. In 2023, the Program ran the following initiatives: an initiative to support people with cancer during Pink October, involving 70 volunteer professionals who gave haircuts and applied makeup for interested

individuals. A blood donation campaign for corporate offices on Av. Paulista and in Valinhos; a Christmas campaign delivering books and gifts to 60 children from the Paulista Family Support Association. #ImpulsionaCogna, a unified social action spanning our brands and corporate offices, which joined forces to collect non-perishable food and hygiene items for local institutions. More than 100 collection points were set up in partnership with the Red Cross, including the corporate office and IES.

For 2024, our aim is to grow the portfolio of support opportunities through the Program, in line with the expectations garnered from employees through surveys conducted by the Sustainability and Social Impact team. Given that Cognia includes multiple brands, our aim is to build a platform with which everyone can identify. We therefore initiated this process by consulting employees, who will also be asked about their interest in corporate volunteering and will contribute by sharing their preferred topics.



Corporate Volunteering in 2023

141 interviewers and
164 mentors

Over 1,900 hours
of volunteer work, equivalent to
82 days

DIVERSITY, EQUITY AND INCLUSION

GRI 3-3, 401-3, 405-1, 405-2, 406-1, SOCIAL IMPACT



We have goals for equity in leadership positions, greater representation of Black and mixed-race people, effective inclusion of people with disabilities (PwD), and cultivating a positive environment for the LGBTQIAPN+ community.

Diversity and inclusion are embedded in our strategy, people management practices, Compliance Program, the Cogna Commitments for a Better World, and our Human Rights Policy, among other documents. It is important to highlight that we follow the UN Guiding Principles on Business and Human Rights, demonstrating our global commitment to fostering and protecting human rights in all our operations and activities.

Elsewhere, we have a Diversity and Inclusion Policy that establishes guidelines to inform employees, managers, suppliers, service providers, partners, students, investors and other stakeholders about the value and commitment to respect diversity and inclusion. This aims to establish an ethical relationship based on dignity and human rights among all people, and to combat and eradicate prejudice and discrimination.

Given the importance of the topic, our code of conduct includes guidelines on diversity to inform employees, managers, suppliers, students, and other stakeholders. This is to establish an ethical relationship based on dignity and human rights for all individuals, combat and eradicate prejudice and discrimination, and promote diversity and inclusion, equity, retention, acceptance, safety, development and equal access and opportunities for everyone.

Our established goals include seeking equity in leadership positions, greater representation of Black and mixed-race people, effective inclusion of people with disabilities (PwD), and cultivating a positive environment for the LGBTQIAPN+ community. To monitor diversity goals and report the progress of each goal, both internally and externally, we have a Diversity Management team with a pre-established annual funding to strengthen actions in the areas of attraction and selection, awareness, development and enhancing the employer's image.

Additionally, we have Affinity Groups, which have been constantly evolving to stoke engagement, build awareness and literacy actions, and create a more participatory community. Our groups are composed of four axes: gender (Divers@), ethnicities (CognAfro), LGBTQIAPN+ (Cogna em Cores), and PwD (Incluir).



Highlighted initiatives

SOCIAL IMPACT

Among the initiatives we carry out are training on diversity and inclusion available to all employees through the corporate university, plus lectures and meetings on the topic. After training 100% of the leadership on diversity in 2022, we trained every single one of our non-management employees in 2023. It is worth noting that training management and executive levels on diversity is a strategic way to stimulate the engagement of all our professionals.

We accumulated 11,096 certifications and 8,533 hours of training in courses related to the importance of diversity, external diversity, moral and sexual harassment, autism spectrum disorder and other topics.

As part of our Cognia Commitments for a Better World, we also have a Diversity Guide designed to align the understanding of diversity and inclusion (D&I) concepts and topics and to assist in inclusive action practices. We also conduct communication and literacy actions related to thematic dates, such as the Disabilities Awareness Day, International LGBTQIAPN+ Pride Day, and Black Awareness Month, among others.

We also have affirmative action recruitment processes and have started forming a diverse talent pool. In 2023, we continued our Trainee Program for Black Women, aimed at developing talents to take on managerial positions in strategic areas of the Company by the end of the program.

In partnership with the consultancy firm Indique Uma Preta, the exclusive Trainee Selection Process for Black Women received 2,510 applications, with 1,695 approved in the initial screening and 144 participating in dynamic activities and interviews, resulting in 13 hires. The program lasts up to 18 months, and the trainees are given the opportunity to try their hand in various internal sectors.

The exclusive Internship Program for Black individuals (black and brown people) to work at SOMOS Educação filled 13 positions in 2023, in strategic areas for our business, such as IT, human resources, data engineering, editorial, finance, production planning, agile governance and customer experience (CX). In addition to a financial allowance, the interns receive transportation vouchers, food or meal vouchers, life insurance, study grants, psychological counseling and a day off in the month of their birthday. Upon completion of the program, 77% were hired.



We achieved **11,096 certifications and 8,533 hours of training in courses related to the importance of diversity.**

In 2023, we also launched an Internship Program exclusive to socially vulnerable individuals (with a household income of up to two minimum wages per person). Interns will work in Technology, Projects and Processes, Recruitment and Selection, Communication and Events, Customer Services and Editorial areas. In 2023, we received 200 applications per position, resulting in 20 hires.

We also joined Associação de Educação do Homem de Amanhã (AEDHA), known as "Guardinha," which works to create conditions for the inclusion of people with disabilities into the workforce through the Inclusive Employability Hub (PEI) in Campinas, promoted by the São Paulo State Office for the Rights of People with Disabilities (SEDPCD). The project drives the development of integrated social initiatives to offer employment and income to people with disabilities and includes actions such as active candidate searches, skills, capabilities, and professional interests interviews, identification of opportunities, among other fronts.

We also carried out Mentorship with Cognia Executives, an initiative focused on fast tracking careers for underrepresented groups. With an emphasis on fast tracking Black women with leadership potential, in 2023 the program involved 15 executives prepared to mentor 11 trainees and 4 high-performing employees.

Awards



GPTW

Already certified by the consultancy firm Great Place to Work as one of the best companies to work for, Cognia has entered the GPTW Woman ranking—an award that identifies and recognizes companies that have excellent gender equity policies and practices.



Bloomberg Gender Equality Index

Cogna is one of 16 Brazilian companies in the global ranking of the best companies evaluated in terms of transparency in the disclosure of gender equality data.

Trans Power

Following an initiative launched in 2020, Cognia Educação is a co-founder of Trans Power (*Potência Trans*). The project offers scholarships for self-declared transgender individuals in courses such as Logistics, Entrepreneurship, Management Processes or Legal Services, along with professional mentoring. The goal is to help these individuals gain better opportunities in the job market, a new perspective on life, and to nurture diversity and inclusion within companies. Co-founders of this initiative include: Actio and Cescon Barriau, with additional support from: Instituto Ser Mais, JP Morgan, Machado Meyer, VA Gestão de Negócios, The School of Life, and Assessorlux.

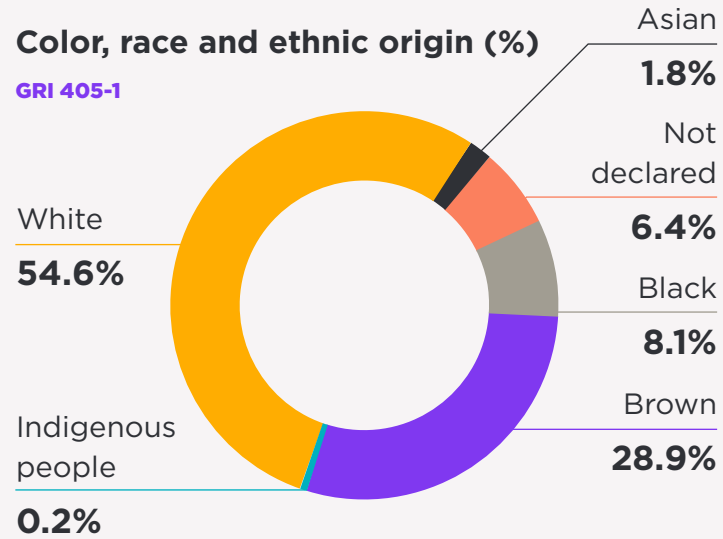
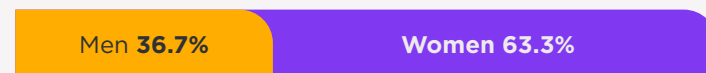
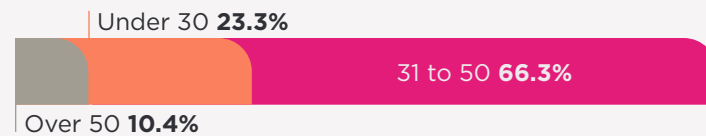
Diversity at Cognia

To enhance our initiatives, in 2023 we conducted a new census survey with 70% participation to map the diversity of our employees and advance in the areas of racial, LGBTQIAPN+, gender, and PwD pillars. We ended the year with a headcount of 23,553. Women predominate up to the coordination level in terms of gender diversity. Female participation is 45% in leadership (management positions and above). One of the Cognia Commitments for a Better World is to achieve gender equity (50%) by 2025.

We had 37% black and brown individuals among our total employees. Black individuals occupied 30% of our leadership positions (coordinators and above). The goal of the Cognia Commitments for a Better World for both indicators (overall employees and leadership positions) is to reach 40% by 2025.

Color, race and ethnic origin (%)

GRI 405-1

**Composition by gender** GRI 405-1**Age group** GRI 405-1See the full tables in [Appendices](#). **FIGHTING DISCRIMINATION** GRI 406-1

We have the Cognia Confidential Hotline for receiving any discrimination complaints. In 2023, the total number of reported discrimination cases fell from 37 to 26 compared to 2022. Of these, ten were under review and corresponded to racial discrimination, gender identity and expression, fat shaming, ableism, gender and ageism.

The reduction in discrimination cases results from ongoing content dissemination actions, especially through the Compliance Bulletin, and preventive measures. In 2023, we intensified these initiatives by conducting a compliance workshop on discrimination and harassment for leaders, reaching 91% of the leadership. We also implemented mandatory monthly training for all employees on harassment and discrimination, aiming to strengthen awareness of unacceptable behaviors.

Compliance investigated most of the cases, except those still under investigation (four in 2022 and ten in 2023), indicating active and responsive management in resolving discrimination incidents. All reported cases were appropriately addressed, with corrective measures applied when necessary, reflecting the organization's commitment to analyzing, resolving and preventing new cases.





HEALTH, SAFETY AND WELL-BEING

GRI 3-3, 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9, 403-10

Ensuring health, safety and well-being is a core principle for conducting our activities, both internally with our employees and externally. We have an Occupational Health & Safety (OHS) Policy that enshrines safety as a non-negotiable value for Cogna and includes guidelines to instill a safe and healthy workplace for all.

This document also provides instructions on preventing workplace accidents and occupational diseases, establishing an OHS management system and defining roles and responsibilities for each team and professional, emphasizing continuous improvement and potential penalties for non-compliance with established guidelines.

Our health and safety management system (OSH) is informed by the Policy and based on the PDCA (plan, do, check, act) cycle for constant monitoring and data analysis through a Power BI dashboard.

The system complies with the regulatory standards (NRs) of the Ministry of Labor and the federal government's eSocial requirements, and covers all the group's units, including distribution centers, offices and educational institutions, encompassing all employees, including temporary and outsourced workers (see the complete table in [Appendices](#)).

GRI 403-1, 403-8

The SESMT (Specialized Service in Safety Engineering and Occupational Medicine) is responsible for the critical analysis of all occupational health and safety processes. The team monitors indicators through an information dashboard and harnesses this data to address actions using methods such as actively listening to the departments involved and market research. Practices and legal adjustments are updated and innovations are introduced as needed during the implementation of initiatives.

The SESMT is also tasked with developing comprehensive health and wellness programs, with a special emphasis on areas such as mental health, social assistance and initiatives for pregnant women. Moreover, the team is tasked with organizing OHS training programs and awareness campaigns, as well as supporting and managing agents of the Internal Accident Prevention Committee (Cipa) and the Fire Brigade.

For outsourced employees and service providers, health and safety management is the responsibility of the contracting party and involves validation of documentation and pre-qualification by the internal third-party management and SESMT teams before activities commence.

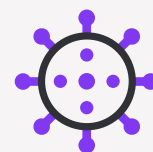


We develop comprehensive health and wellness programs, with a special emphasis on areas such as **mental health, social assistance and initiatives for pregnant women.**

Risk management and training

GRI 403-2, 403-5, 403-7, 403-9, 403-10

We have a Risk Management Program (PGR) through which workplace risks are identified and translated into action plans for monitoring, eliminating, neutralizing or reducing risks. The main identified hazards correspond to the following areas:



BIOLOGICAL AND CHEMICAL

Common in healthcare areas such as clinics and hospitals.



PHYSICAL AND ACCIDENT-RELATED

Associated with Maintenance and Facilities teams.



ERGONOMICS

Related to administrative activities and distribution centers.

Incidents with high potential involving machinery and equipment were also highlighted as frequent causes of occurrences from 2021 to 2023. The actions to reduce and mitigate risks include the use of collective protection equipment (EPCs) and the provision of individual protection equipment (EPIs) to employees exposed to risks of accidents and occupational diseases. Moreover, eligible units are equipped with first aid kits and automated external defibrillators (AEDs). For high-potential accident activities, we conduct Preliminary Risk Analyses (PRAs) and issue Safe Work Permits (SWPs) for risky activities, when applicable.

We also have maps that illustrate the specific risks in each area, displayed in strategic locations within the corresponding sector. Regular workplace inspections are conducted by the Internal Accident and Harassment Prevention Committees (Cipas) and SESMT.

Employees are urged to actively participate in risk reporting, for which they can use a near-miss reporting tool. Once a report is made via a call, all members of the Cipa and the SESMT team responsible for the workplace receive an email alert, allowing immediate action to be taken to prevent accidents. For each near-miss report, a corrective action plan is developed and monitored monthly through performance indicators. **GRI 403-4**

Employees can also submit requests, suggestions, complaints or incident reports to actively contribute to the creation and/or strengthening of health and safety programs. A satisfaction survey is sent out after each interaction, and all new practices, tools and health and safety training are officially communicated via email. Although there is no formal workers' committee to discuss health and safety strategies, weekly meetings are held with the Vice-Presidency and sector directors. **GRI 403-4**

It is also worth noting that 100% of the Company's processes and activities considered to generate significant occupational risks are guided by specific preventive operational procedures.

Based on risk identification through the PGR, priorities and training needs, whether general or specific to certain functions, are established. We offer



Active employee participation in risk communication is encouraged.

in-person training to meet legal requirements for practical activities, as well as distance learning (EAD) and hybrid formats, along with the Internal Accident Prevention Week (Sipat). In hybrid formats, the theoretical part is conducted through the corporate university, while the rest of the training is conducted at the corresponding unit.



Training offered includes: Health and Safety Policy training; Formation of Cipa members; Fire Brigade training PPE training; Quality of Life; Standards and application of service orders; Best Practices in Clinical and Hospital Environments; Best Practices in Engineering and Health Laboratories; Defensive Driving; Safe Behavior; Accident (typical and commuting) and Incident Reporting and Investigation; Chemical Products and Health Waste Management; Accident Prevention in Educational Institutions and Offices; Basic Firefighting Principles Health and Safety in Home Office. **GRI 403-5**

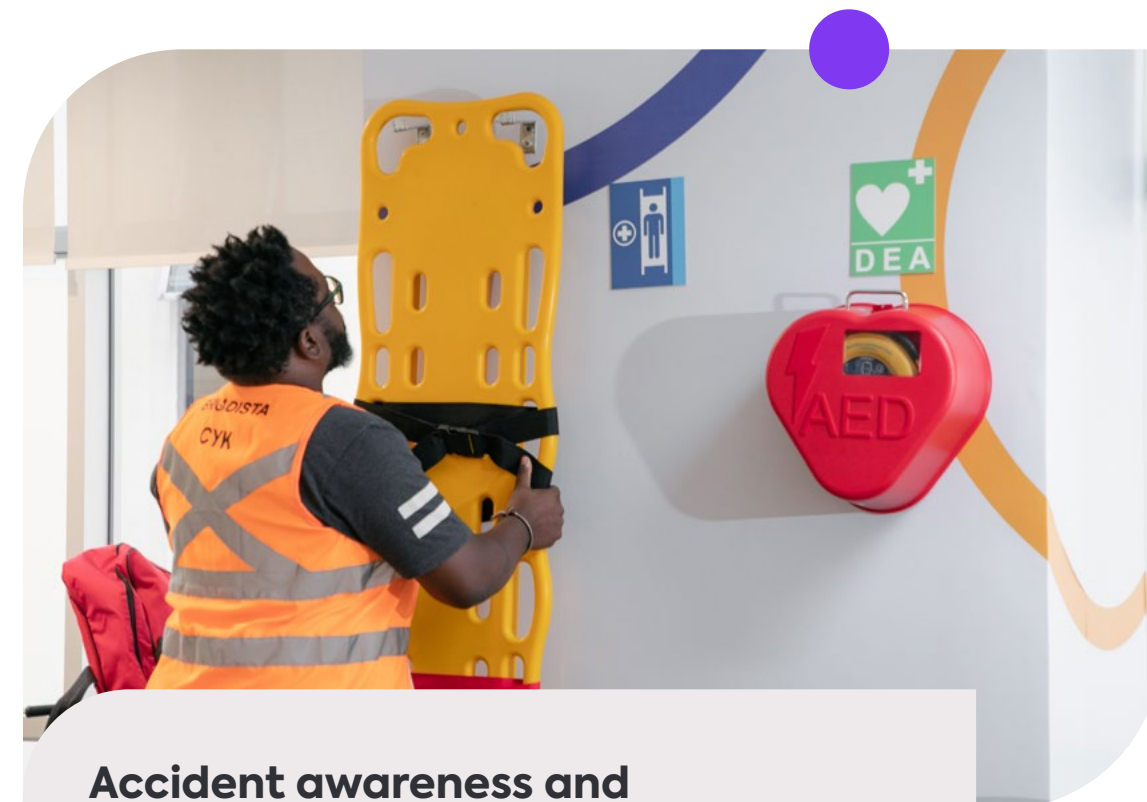
In 2023, an automatic reminder dispatch process was implemented for employees who did not complete the mandatory courses on health and safety topics available at our corporate university. This led to about 80% of eligible professionals completing mandatory courses over the period, resulting in an approximately 60% increase in course completions.

Other measures include the dissemination of communications, availability of knowledge pills, publication of specific procedures in risk areas, and campaigns to increase engagement in identifying situations with the potential to cause accidents. This STP (Stop, Think, and Prevent) approach aims to control near-miss incidents.

During the year, we introduced a QR code to facilitate incident reporting and developed specific training to engage employees in accident prevention. These actions resulted in a significant increase in near-miss reports over the years, from 81 in 2021 to 1,055 in 2022 and 1,029 in 2023, demonstrating the effectiveness of awareness measures. In the year, 45 accidents were recorded, 30 of which required mandatory reporting (see more in [Appendices](#)). **GRI 403-9**

As there is no established employment relationship with franchise partners in the hubs, the franchisee is directly responsible for the employee health and safety obligations in these locations. **GRI 403-7**

We trained about 80% of eligible professionals in mandatory courses over the period, resulting in **an approximately 60% increase in course completions.**



Accident awareness and prevention

In 2023, the 1st Mega Sipat (Internal Workplace Accident Prevention Week) was held, bringing together all Cognia units in an integrated, online event, broadcast live. Professionals from different departments presented content on health and safety, covering the Health and Safety Policy, STP (Stop, Think, and Prevent), information on commuting accidents, and road safety tips. Topics related to harassment and other forms of violence, mental health vis-a-vis technological progress and and guidelines for emergencies were also addressed.



Occupational health

GRI 403-3, 403-4, 403-6

We conduct occupational medical exams through the Occupational Health Surveillance Program (PCMSO) implemented in all units, in compliance with NR-07 guidelines and aligned with our Risk Management Program (PGR). To protect the confidentiality of workers' health information, the Company uses certified occupational health and safety software (SOC) as an integrated repository, ensuring data integrity and confidentiality.

We also monitor potential hazards in the workplace, including biological and chemical risks (related to educational activities in the health sector, such as clinics and hospitals), physical risks (associated with maintenance and facilities activities), and ergonomic risks (related to administrative activities).

Some units have internal medical staff, while others rely on occupational health and safety services provided by external contractors. The Cipas are engaged in combating work-related injuries and

illnesses jointly with the SESMT team. We also have a health, safety, quality of life, and well-being squad, composed of SESMT members and the People & Culture team. This group aims to monitor and implement health and quality of life actions as established in our planning.

We conduct an extensive annual employee survey to measure the quality of corporate services, including in health. We also conduct satisfaction surveys for services provided by SESMT through ServiceNow, our corporate services portal.

Although we do not have a formal workers' committee to discuss health and safety management system strategies, we hold weekly meetings on the topic with senior leadership. There is also a health committee consisting representatives from Cogna, healthcare plan operators and health analytics service providers (It's Seg).

PROMOTING HEALTH GRI 403-3, 403-6

Committed to the holistic well-being of employees, Cognia offers various services, such as mental health programs, telemedicine consultations, nutritional services for specific comorbidities, support for employees on leave, social assistance for critical cases, and transforming units into primary healthcare centers, following the best practices of the Cambridge Health Alliance. This includes online scheduling to facilitate access to all health services.

This program provides ongoing multidisciplinary care during pregnancy for support and guidance, including regular telemedicine check-ups, program manuals, exclusive live sessions, and special gifts.

For all employees, we have in-house teams in certain units providing primary healthcare services. We offer telehealth services too, accessible via email, phone, Microsoft Teams, chatbot and ServiceNow. We also conduct awareness campaigns related to Yellow September, Pink October and Blue November.

Employees eligible for the company health care plan can choose their own operator. In addition to the clinical services and consultations available, we also run the following health promotion programs, which can be accessed via the same tele-service channels:



We provide **telemedicine services** for **100% of our staff.**

MENTAL HEALTH PROGRAM

Recognizing the importance of mental health, we have implemented a specific program to address emotional well-being. This includes access to qualified professionals, support resources, and personalized interventions to promote a healthy and resilient workplace. Specialized telepsychology services (in addition to the health insurance provider) are available based on the severity and condition of the employees.

TELEMEDICINE SERVICES

All employees have access to telemedicine consultations, which include virtual medical consultations for various health needs. In addition to telemedicine, we also offer services from our nursing team and social assistance.

NUTRITION FOR SPECIFIC COMORBIDITIES

Acknowledging the connection between proper nutrition and physical health, we provide nutritional services for employees with specific comorbidities.

SUPPORT FOR EMPLOYEES ON LEAVE

We offer continuous support to employees who are on health-related leave. Our goal is to provide support during the period of absence and help ease them back into work afterwards. The employee is thereby supported throughout their leave journey by a social worker, from the time medical leave begins to the return-to-work examination.



SOCIAL ASSISTANCE FOR CRITICAL CASES

We recognize that certain employees may face situations of extreme personal or family difficulty. For these cases, we offer specialized social assistance aimed at providing emotional support, practical guidance, and the necessary resources to handle these challenging circumstances. Online scheduling is available to ensure universal access.

NINHO PARA GESTANTES PROGRAM

We understand the challenges faced during pregnancy and therefore offer continuous multidisciplinary care during pregnancy for support and guidance. This program is universally available to all families, respecting diversity, including dependents. After completing an online form, follow-up is conducted via telemedicine by our nursing team and an obstetrician specialized in pregnancy. We also provide program manuals, exclusive live sessions and gifts.

HEALTH SPACE 2.0

In addition to telemedicine services, Cognia is transforming units by implementing of own SESMT service and medical teams in primary healthcare units integrated with health insurance services, based on the best practices of the Cambridge Health Alliance. Online scheduling is available to ensure universal access. In addition to telemedicine, we also offer appointments with our nursing and social assistance teams.

Mind in focus

In 2023, we signed up to the UN Global Compact's Mind in Focus Movement. The initiative aims to have 1,000 companies with structured mental health programs impacting 10 million workers by 2030. To achieve this, it suggests that mental health be factored into business decisions, stimulates discussions on the topic, and establishes concrete actions and support for companies.

Notably, **we earned top spot in the GPTW Emotional Health Highlight Award in 2023**, recognizing companies that take the mental health of their employees seriously.

In 2023, we implemented an innovative approach to facilitate workers' access to non-occupational medical and health services, offering a 24-hour telemedicine service and contracted medical specialties for both employees and contractors. We also adopted augmented telemedicine booth technology, recognized as one of the top 100 health innovations in Brazil in 2024.

This technology allows for more in-depth virtual medical consultations, including basic physical exams and vital signs monitoring, thereby providing a more complete and accessible care experience for employees. Besides the state-of-the-art telemedicine booth, this activity is also supported by one of the largest medical institutions in Brazil and locally for the entire consultation and examinations process by an on-site nursing technician.

STAKEHOLDER ENGAGEMENT

GRI 2-28, 2-29

Proving an "Awesome experience" to our stakeholders and ensuring "Student and customer satisfaction" are objectives integral to the #JeitoWay, our strategy and our material topics. We have accordingly rolled out several initiatives to bolster stakeholder engagement, aiming to enhance shared value creation by identifying opportunities among parties.

To play a transformative role in our field, our engagement initiatives are guided by a Strategic Stakeholder Relationship Policy. This policy encompasses guidelines related to the engagement process, commitments to our stakeholders, and the roles and responsibilities of our governance structure on the subject.

Our commitments include forging quality relationships based on ethical and transparent interactions, identifying the expectations, needs and demands of our stakeholders, as well as potential conflicts, and managing them appropriately. We publicly disclose information about our economic, social, and environmental performance too, in plain and simple language.

Our key initiatives include:

MATERIALITY PROCESS

Through this process, we consult our stakeholders to identify the most impactful and influential topics on our activities.

SATISFACTION OF STUDENTS, TEACHERS, CLIENTS AND OTHER STAKEHOLDERS

We use various listening tools to evaluate the effectiveness of our actions and projects and the satisfaction of each stakeholder regarding the Company's initiatives, including Net Promoter Score (NPS) surveys and Customer Satisfaction Score (CSAT) surveys.

ASSESSMENT TOOLS

For higher education, we have the Avaliar System, a self-assessment composed of specific indicators obtained through an annual survey with students, teachers, course coordinators and technical-administrative staff. We also monitor Ministry of Education indicators.



STUDENT ENGAGEMENT

Student engagement is evaluated by monitoring class participation, academic performance in grades and activities, and financial discipline regarding payments. This assessment is conducted at critical moments in the semester, after the courses, tests or at the beginning of the teaching period. Students are categorized based on their engagement level, ranging from high, medium, low to critical. Based on this information, proactive actions are implemented to foster engagement, including guidance and communications with an emotional focus. The goal is to offer specific solutions tailored to each student profile, helping them continue their educational journey and complete their studies.

See more in [Social impact](#) | [Cogna Commitments for a Better World](#) | [Education for sustainability](#)



INVESTOR RELATIONS

The relationship with individual and institutional investors and market analysts is managed by Investor Relations. We carry out an array of activities, such as meetings, communications, congresses, conferences and events, including Cogna Day, an annual meeting in which the company's main results, its strategies and plans for the future are unveiled. We disclose the Company's financial results to shareholders four times a year, at earnings presentations in March, April, August and November. Moreover, we have a dedicated website for this stakeholder group where relevant Company information is presented transparently (see our [Investor Relations](#) site), and we also report ESG performance information to this group.

See more in [Macroeconomic performance](#).

MEDIA RELATIONS

We have a Public Relations team dedicated to press relations, aiming to increase the Company's exposure in the media, keeping us in the public's eye. To achieve this we make frequent disclosures and contacts with the leading journalists and editors in the field of education. We also seek opportunities for our spokespersons to make public appearances, to participate in relevant rankings and awards, to maintain official profiles on social media, to establish relationships with educational sector influencers, and to actively participate in educational events, initiatives and projects.

GOVERNMENT RELATIONS

We strive to fuel the debate around major public policies for the country and the education sector, both by participating in trade entities and directly through Cogna. Institutional Relations and Sustainability represents and defends the Company's interests, interacts with authorities, and manages political and regulatory risks, including monitoring all published normative acts and legislative proposals under discussion in congress that directly and indirectly impact the Company. In 2023, 119 meetings were held with authorities from the Executive and Legislative branches at federal, state and municipal levels. All these interactions were recorded in a dedicated tool to maintain expertise management and integrity when dealing with the powers that be. We are also members of various associations.

See more in [Appendices](#).

COMMUNITY RELATIONS

The Company's social work takes place in the form of social projects and community services. We also carry out initiatives through Instituto SOMOS and Fundação Pitágoras. Besides maintaining non-profit organizations within its structure, through a strategic relationship with the third sector Cogna collaborates with NGOs in the form of private social investment, conducted both directly and through incentive laws. Education and local development initiatives are funded, in line with our goals of fostering significant social transformations that broaden access to education and improve living conditions.

SUPPLIER RELATIONS

Relationships with suppliers are guided by a Procurement Policy and a specific Code of Ethics, which must be read and accepted by all aspiring suppliers. This process is handled by Procurements. The main suppliers in terms of spending or criticality are thoroughly screened during the approval process against financial, legal, labor and health and safety requirements. During service delivery, suppliers are evaluated on the quality and timeliness of their deliveries.

See more in [Supplier relations](#).

CUSTOMER RELATIONS

We maintain relationships with B2B clients by offering educational solutions, products, technology and services to partner schools of SOMOS and Skies Learning (in Saber), to Red Balloon franchises, and to other universities through our B2B2C higher education service platform.

See more in [Transformational education](#).



APPENDICES

Workers who are not employees¹ [GRI 2-8](#)

Gender	2021			2022			2023		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Apprentices ²	48	75	123	44	84	128	40	73	113
Interns ²	131	370	501	49	88	137	39	83	122
TOTAL	179	445	624	93	172	265	79	156	235

Workforce by employment type and region^{3,4} [GRI 2-7](#)

Region	2021			2022			2023		
	Full time	Reduced workload	Total	Full time	Reduced workload	Total	Full time	Reduced workload	Total
North	431	631	1,062	128	419	547	101	521	622
Northeast	1,187	2,505	3,692	804	2,427	3,231	801	2,616	3,417
Midwest	1,114	2,154	3,268	883	2,482	3,365	812	2,446	3,258
Southeast	5,992	6,024	12,016	5,435	6,383	11,818	5,542	6,126	11,668
South	840	2,476	3,316	700	3,383	4,083	618	3,970	4,588
TOTAL	9,564	13,790	23,354	7,950	15,094	23,044	7,874	15,679	23,553

Workforce by employment type and gender^{3,4} [GRI 2-7](#)

Type of employment	2021			2022			2023		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Full time	3,719	5,845	9,564	3,267	4,683	7,950	3,289	4,585	7,874
Reduced workload	5,116	8,674	13,790	5,242	9,852	15,094	5,346	10,333	15,679
TOTAL	8,835	14,519	23,354	8,509	14,535	23,044	8,635	14,918	23,553

Employees by gender and region^{3,4,5} [GRI 2-7](#)

Region	2021			2022			2023		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
North	344	718	1,062	218	329	547	237	385	622
Northeast	1,378	2,314	3,692	1,168	2,063	3,231	1,258	2,159	3,417
Midwest	1,193	2,075	3,268	1,216	2,149	3,365	1,164	2,094	3,258
Southeast	4,898	7,118	12,016	4,711	7,107	11,818	4,725	6,943	11,668
South	1,022	2,294	3,316	1,196	2,887	4,083	1,251	3,337	4,588
TOTAL	8,835	14,519	23,354	8,509	14,535	23,044	8,635	14,918	23,553

1 The difference in the total number of interns between 2021 and 2022 is due to a combination of internal restructuring and optimization factors, along with external challenges posed by the pandemic, labor market conditions and regulatory changes.

2 The absolute total for apprentices and interns uses the payroll closing for December of each year.

3 board members, apprentices and interns were not included in the total number of employees. For the breakdown by type of work hours, we consider "full-time" for monthly work hours > 150 hours and "part-time" for monthly work hours <= 150 hours.

4 The absolute total uses the payroll closing for December of each year.

5 All professionals work a fixed number of hours.



Ratio of the annual total compensation for the organization's highest-paid individual to the mean and median annual total compensation for all employees (excluding the highest-paid individual) **GRI 2-21**

Description of employee compensation policy [10.3d Reference Form](#)

Ratio of the annual total compensation for the organization's highest-paid individual to the median annual total compensation for all employees	2022	2023	% HA
Highest compensation paid in the year ¹	16,498,435.57	18,353,111.02	11.24
Median total annual compensation for all employees (except the highest paid individual)	64,413.94	73,202.44	13.64
Ratio (the compensation for our highest-paid individual is X times higher than the compensation for other employees)	% AV 256.13	% AV 250.72	% AV 0.82
Ratio of the annual total compensation for the organization's highest-paid individual to the median annual total compensation for all employees	2022	2023	% HA
Highest compensation paid in the year ¹	16,498,435.57	18,353,111.02	11.24
Mean total annual compensation for all employees (except the highest paid individual)	106,031.01	117,373.44	10.70
Ratio (the compensation for our highest-paid individual is X times higher than the average annual total compensation for other employees)	% AV 155.60	% AV 156.37	% AV 1.05

Our compensation practices aim to attract, retain and value professionals and talents working for the Company and its direct or indirect subsidiaries, aligning their interests with our business demands and challenges. The Company employs specialized compensation consulting to structure the remuneration package, ensuring the best market practices and reinforcing a high-performance meritocracy culture aligned with strategic planning. The study considers comparison criteria such as publicly traded companies, large-scale operations, geographical coverage, governance practices and good remuneration practices. It encompasses all elements of total compensation, including fixed pay, short- and long-term incentives and benefits. In addition to the Compensation Policy and the practices described above, the Company has an annual Variable Compensation Plan (VCP) (bonus) as a short-term incentive mechanism. The VCP follows guidelines established in specific policies with individual contracts distributed to eligible employees, clarifying the plan rules and annual targets for the program. These targets include financial, ESG, commercial, operational, quality and performance metrics. Financial targets, for example, envisage EBITDA, cash generation and operating results. Commercial targets focus on student acquisition and retention. Operational and quality targets are linked to work plans (strategic projects), institutional evaluation, student satisfaction (NPS), and performance in Enade exams. Individual and overall company performance is based on various metrics. The Variable Compensation Program aims to retain and value the professional executives of the Company and its direct or indirect subsidiaries, and to align the interests of these executives with those of the shareholders and the Company.

¹ For the highest compensation, the following assumptions were used: base salary, benefits and short- and long-term incentives recognized in the issuer's financials for the last financial year.

² For calculating the average and median compensation of other employees, all employees and statutory officers were considered, except for board members, apprentices and interns, with a workload of 200 hours or more per month. With the following parameters: base salary, benefits and short- and long-term incentives recognized in the issuer's financials for the last financial year. For employees with less than 12 months' service, the average compensation received during the employment term was applied to the non-working months.

³ The 2022 figures were adjusted considering the assumptions and criteria adopted for the current report, to facilitate a comparative analysis with the historical series. **GRI 2-21**

**Membership of associations¹ GRI 2-28**

Entity	Cogna membership
National Private Universities Association - ANUP	Vice President - Juliano Griebeler (Head of Institutional Relations and Sustainability)
National Association of Educational Books and Contents - Abrelivros	2 nd Vice president - Flávia Bravin (Head of Saber)
São Paulo Association of Higher Education Establishments - Semesp	Director of Faculties Segment - Roberto Valério (Cogna CEO)
Brazilian Reprographic Rights Association - ABDR	Member of the ABDR Advisory Board - Flávia Bravin (head of Saber)
Brazilian Association of Higher Education Funding Entities	Associate
Abraspe - Brazilian Teaching Systems and Platforms Association	President - Mario Ghio (CEO of SOMOS Educação)
Abraes - Brazilian Higher Education Development Association	Member
Fundadesp - National Private Higher Education Development Foundation	Member - Seat on the Board
ABF - Brazilian Franchising Association	Member
Foprop - National Research and Postgraduate Rectors' Forum	Member
Abem (Uniderp/ Eunápolis) - Brazilian Medical Education Association	Member
Rede CpE - National Network of Science for Education	Partner and financier
The International Federation of Reproduction Rights Organisations (IFRRO)	Board member and global representative of publishers and IPA (International Publishers Association) - Flávia Bravin
PublisHer (Women in Publishing)	Board member - Flávia Bravin
Brazilian Book Chamber (CBL)	Member of the ESG Committee - Flávia Bravin
National Syndicate of Book Publishers (SNEL)	Executive Board member and technical advisor - Flávia Bravin

¹ Memberships of the above trade associations is a core part of our stakeholder engagement strategy.

Fines for noncompliance with laws and regulations^{2,3} GRI 2-27

	2021	2022	2023
Total number of fines	667	464	428
Monetary value of fines	6.4 million	6.5 million	5.4 million
Average monetary value per fine	9,700	14,000	12,700

² This table considers all fines extracted from the Legal BI since 2021, excluding fines of significant value.

³ In 2023, the Company was not subject to fines, non-monetary sanctions, or significant lawsuits, defined as those in excess of R\$ 1 million, which could result in reputational impacts and/or risk of interrupting operations.

**Ratio of standard entry-level wage compared to local minimum wage¹ GRI 202-1**

	2021		2022		2023	
	Men	Women	Men	Women	Men	Women
Entry-level wage paid by the organization	R\$ 1,100.00	R\$ 1,100.00	R\$ 1,212.00	R\$ 1,212.00	R\$ 1,320.00	R\$ 1,320.00
Minimum wage as established by legislation or the relevant union	R\$ 1,100.00	R\$ 1,100.00	R\$ 1,212.00	R\$ 1,212.00	R\$ 1,320.00	R\$ 1,320.00
Percent ratio	100%	100%	100%	100%	100%	100%

¹ At *Cogna Educação*, there is no category of "other workers" performing the organization's activities. All employees with active status in December (excluding those on vacation, leave, union mandate at the union's expense, permanently disabled retirees, absent and other statuses) were counted. We also inform that we do not have operational units and we abide by labor legislation, collective agreements and union negotiations, upholding integrity and ethics in the worker-employer relationship. We therefore ensure that even hourly professionals receive, at a minimum, an hourly wage commensurate with the current minimum wage rate.

Proportion of spending on locally-based suppliers^{2,3,4} GRI 204-1

	2022	2023
Supplier spend (R\$)	R\$ 1,304,000,000.00	R\$ 3,803,126,853.57
Spend on local suppliers (R\$)	R\$ 60,000,000.00	R\$ 212,241,548.46
% budget spent on local suppliers	4.60%	5.58%

² Criteria used to define local suppliers: purchases from suppliers in the same states as our business units.

³ We counted all purchases made by *Cogna*, *Kroton*, *Saber* and *Somos* in 2023, including purchases within and outside Procurements.

⁴ Our spend grew in 2023. We are striving to improve the accuracy of our analyses with each report.

Average hours of training per employee by gender GRI 404-1

	2021	2022	2023
Men	10.1	5.7	5.7
Women	11.6	5.7	5.7
TOTAL	11.0	5.7	5.7

Average hours of training per employee by employee category GRI 404-1

	2021	2022	2023
C-Level	1.4	3.1	1.3
Vice-presidents ⁵	1.8	4.0	3.1
Executive Board	19.6	9.8	6.3
Middle Management	9.7	5.2	4.2
Coordination	18.2	8.0	8.1
Course coordinators	25.5	18.2	17.5
Teachers	6.8	3.8	3.8
Tutors	25.3	15.6	10.4
Administrative/operational	12.2	5.7	5.5
TOTAL	11.0	5.7	5.7

Note: Overall, the average training hours remained stable. With the continuation of training programs over the years, we are trending towards fewer hours, as certain programs or courses may have already been completed by the employees.

The sum of training hours for each functional category group is different from the overall total for employees because the same person may belong to more than one functional category (double link). Ex: A teacher who is also a course coordinator.

We may infer that the oscillation in the number of hours training per employee, in particular the decrease in 2022, was due to the change in platform during the year (April 22) and the change in the team/product governance (October 22). Up until 2021, all the employees in the company were considered. From 2022, the number of employees at the end of the year was considered. **GRI 2-4**

⁵ The line of vice presidents corresponds to the VPs of *Vasta/SOMOS* who do not report directly to the *Cogna* CEO. In *Cogna's* structure, there are no vice presidents who are not at the C-level.

New hires by age group [GRI 401-1](#)

Age group	2021		2022		2023	
	No.	Rate	No.	Rate	No.	Rate
Under 30	4,352	63.60%	3,733	68.26%	2,825	51.53%
30 to 50	4,526	31.10%	5,671	37.42%	4,446	28.48%
Over 50	431	16.63%	614	25.35%	471	19.13%
TOTAL	9,309	38.80%	10,018	43.47%	7,742	32.87%

New hires by gender [GRI 401-1](#)

Gender	2021		2022		2023	
	No.	Rate	No.	Rate	No.	Rate
Men	3,348	37.89%	6,363	74.78%	2,856	33.07%
Women	5,961	41.06%	3,655	25.15%	4,886	32.75%
TOTAL	9,309	39.86%	10,018	43.47%	7,742	32.87%

New hires by region [GRI 401-1](#)

Region	2021		2022		2023	
	No.	Rate	No.	Rate	No.	Rate
North	522	49.15%	363	66.36%	288	46.30%
Northeast	1,621	43.91%	1,373	42.49%	1,080	31.61%
Midwest	1,437	43.97%	1,399	41.58%	957	29.37%
Southeast	4,310	35.87%	4,854	41.07%	3,787	32.46%
South	1,419	42.79%	2,029	49.69%	1,630	35.53%
TOTAL	9,309	39.86%	10,018	43.47%	7,742	32.87%

Turnover by age group [GRI 401-1](#)

Age group	2021		2022		2023	
	No.	Rate	No.	Rate	No.	Rate
Under 30	3,074	59.16%	2,158	53.86%	1,859	42.72%
30 to 50	4,709	31.87%	4,794	34.53%	4,869	29.84%
Over 50	864	24.99%	685	26.82%	675	23.27%
TOTAL	8,647	38.44%	7,637	38.31%	7,403	32.15%

Turnover by gender [GRI 401-1](#)

Gender	2021		2022		2023	
	No.	Rate	No.	Rate	No.	Rate
Men	3,676	39.75%	3,128	55.77%	2,767	32.56%
Women	4,971	37.65%	4,509	28.08%	4,636	31.91%
TOTAL	8,647	38.44%	7,637	38.31%	7,403	32.15%

Turnover by region [GRI 401-1](#)

Region	2021		2022		2023	
	No.	Rate	No.	Rate	No.	Rate
North	472	46.80%	249	55.94%	216	40.51%
Northeast	1,399	40.90%	932	35.67%	926	29.35%
Midwest	1,297	41.83%	1,170	38.17%	1,035	30.57%
Southeast	4,462	36.50%	4,131	38.01%	4,102	33.81%
South	1,017	36.73%	1,155	38.99%	1,124	30.01%
TOTAL	8,647	38.44%	7,637	38.31%	7,403	32.15%

Note: Board members, apprentices and interns were not included in the total number of employees.

Total for all months of each requested year.

The region of the branch where the employee works was used in the regional count.

**Parental leave¹ GRI 401-3**

		2021	2022	2023
Employees entitled to parental leave ¹	Men	12,274	22,265	11,310
	Women	19,472	13,065	19,377
Total employees who took parental leave	Men	95	93	105
	Women	507	381	404
Total employees who returned to work during the reporting period after parental leave ended	Men	94	93	103
	Women	418	448	314
Total number of employees that returned to work after parental leave ended that were still employed 12 months after their return to work	Men	34	65	84
	Women	239	279	207
Rate of return	Men	97.92%	100.00%	99%
	Women	90.87%	97.18%	84%
Retention rate	Men	59.65%	69.15%	90%
	Women	34.39%	66.75%	46%

¹ Total number of employees entitled to take maternity/paternity leave = all employees who were with the company during the year (not just those active in December).

Workers covered by an occupational health and safety management system²**GRI 403-8**

		2021	2022	2023
Total number of individuals	No.	23,354	23,044	23,553
Individuals covered by an occupational health and safety management system based on legal requirements and/or recognized standards/guidelines	No.	23,354	23,044	23,553
	%	100%	100%	100%
Individuals covered by an occupational health and safety management system based on legal requirements and/or recognized standards/guidelines that has been internally audited ³	No.	0	0	0
	%	0.00%	0.00%	0.00%
Individuals covered by such a system that has been audited or certified by an external party ⁴	No.	490	350	2,325
	%	2.10%	1.52%	9.87%

² All employees are covered by our health and safety system. Only service providers were excluded as they have their own health and safety management and monitoring system.

³ We monitor legal compliance with requirements through certain indicators, with this information entered manually and monthly. We do not yet have internal and external audit systems

⁴ Information provided based on the headcount in December each year.



Work-related injuries and diseases [GRI 403-9, 403-10](#)

EMPLOYEES	2021		2022		2023	
	Total	Rate	Total	Rate	Total	Rate
Total number of hours worked	40,419,809	-	39,012,300	-	38,118,082	-
Fatalities resulting from work-related injuries	0	0	0	0	0	-
Accidents with and without leave ¹	39	0.96	47	1.20	45	1.18
Accidents with severe consequences ²	0	0	0	0	0	0
Accidents requiring mandatory communication ³	30	0.74	22	0.56	30	0.79
Days lost ⁴	281	6.95	336	8.61	271	7.11
Work-related ill-health requiring mandatory communication ⁵	0	-	0	-	0	-
Fatalities resulting from work-related illnesses	0	-	0	-	0	-
Work-related near misses ⁹	81	-	1,055	-	1,029	-
THIRD-PARTIES AND SERVICE PROVIDERS WORKING ON COMPANY PREMISES⁶						
Fatalities resulted from work-related injuries	0	-	0	-	0	-
Accidents with and without leave ⁷	11	-	45	-	52	-
Accidents requiring mandatory communication ³	9	-	18	-	19	-
Days lost	166	-	132	-	109	-

Nb: The rates employ the formula total incidents x 1,000,000/man hours worked.

¹ Falls from the same level constitute the main work-related accidents; vehicle collisions constitute the most common commuting accidents.

² Accidents resulting in injury or limitation of worker's capacity for more than six months. Does not include fatalities.

³ Accidents resulting in leave and fatalities require mandatory communication. There were no fatalities. Among the employees, lost-time injuries involved friction (two), contact (one), sprains (seven), impacts against (nine), impacts suffered (five), crushing (two), involuntary reaction (one), fall from different level (ten), fall from same level (eight), and others (two). The incidents involving third-parties and service providers were: fall from same level, crushing and impact suffered and fall from different level and friction.

⁴ The count starts on the day after the incident and ends upon return to work.

⁵ Severe work-related injury or ill-health that results in leave, loss of consciousness, medical treatment besides first aid or loss or reduction in capacity to work.

⁶ The information is limited to absolute numbers, without the rates because Cognia does not monitor the total number of hours worked in this segment, which includes cleaning and security personnel, consultants, temporary and freelance workers.

⁷ Predominance of work-related accidents involving machinery and equipment.

⁸ The numbers published in the 2021 Sustainability Report were restated due to a change in methodology because they included commuting accidents when transportation had not been supplied by the organization GRI 2-4

⁹ We do not use the nomenclature "incidents" in the Company. "Near misses" are situations with the potential for damage, while "accidents" are situations resulting in an injury or any type of loss. The Report Near Misses program was initiated in August 2021 with the implantation of the procedure and a campaign for employees. In the implantation period, the 2021 numbers were small compared with 2022 - where the numbers were reported over 12 months.



Percentage of total employees by gender and by employee category who received a regular performance and career development review during the reporting period [GRI 404-3-a](#)

		2022			2023		
Employee category		Men	Women	Total	Men	Women	Total
C-Level	Number	14	2	16	10	2	12
	Percentage	87.50%	12.50%	100.00%	83.33%	16.67%	100.00%
Vice-presidents ¹	Number	1	1	2	1	1	2
	Percentage	50.00%	50.00%	100.00%	50.00%	50.00%	100.00%
Executive Board	Number	107	61	168	102	58	160
	Percentage	63.69%	36.31%	100.00%	63.75%	36.25%	100.00%
Middle Management	Number	218	217	435	213	196	409
	Percentage	50.11%	49.89%	100.00%	52.08%	47.92%	100.00%
Coordination	Number	330	479	809	296	436	732
	Percentage	40.79%	59.21%	100.00%	40.44%	59.56%	100.00%
Course coordinators	Number	187	301	488	161	251	412
	Percentage	38.32%	61.68%	100.00%	39.08%	60.92%	100.00%
Teachers	Number	3,256	3,616	6,872	2,547	2,879	5,426
	Percentage	47.38%	52.62%	100.00%	46.94%	53.06%	100.00%
Tutors	Number	580	957	1,537	545	847	1,392
	Percentage	37.74%	62.26%	100.00%	39.15%	60.85%	100.00%
Administrative/operational	Number	3,816	8,901	12,717	2,067	3,315	5,382
	Percentage	30.01%	69.99%	100.00%	38.41%	61.59%	100.00%
TOTAL	NUMBER	8,509	14,535	23,044	5,942	7,985	13,927
	PERCENTAGE	36.93%	63.07%	100.00%	42.67%	57.33%	100.00%

¹ The line of vice presidents corresponds to the VPs of Vasta/SOMOS who do not report directly to the Cognia CEO. In Cognia's structure, there are no vice presidents who are not at the C-level.

**Employee diversity (ethnic origin and color), by functional category (%) GRI 405-1**

	2021						2022						2023					
	Black	Brown	White	Asian	Indigenous	Not declared	Black	Brown	White	Asian	Indigenous	Not declared	Black	Brown	White	Asian	Indigenous	Not declared
C-Level	0.00%	0.00%	75.00%	0.00%	0.00%	25.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%
Vice-presidents ¹	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%
Executive Board	0.90%	22.60%	60.40%	3.30%	0.50%	12.30%	1.80%	19.00%	73.20%	4.80%	0.00%	1.20%	3.03%	20.00%	73.33%	3.64%	0.00%	0.00%
Middle Management	2.40%	10.90%	72.10%	1.60%	0.20%	12.90%	3.20%	15.80%	77.30%	2.30%	0.00%	1.40%	6.28%	15.92%	74.66%	2.47%	0.00%	0.67%
Coordination	3.50%	20.10%	53.10%	1.20%	0.20%	22.00%	7.20%	27.50%	61.80%	2.00%	0.00%	1.60%	7.99%	27.52%	61.67%	2.21%	0.12%	0.49%
Course coordinators	2.00%	16.90%	59.70%	0.80%	0.50%	20.00%	4.70%	21.30%	70.30%	1.20%	0.00%	2.50%	6.35%	24.95%	66.74%	1.31%	0.22%	0.43%
Teachers	1.70%	18.20%	44.50%	0.70%	0.40%	34.50%	4.10%	22.10%	60.80%	1.30%	0.10%	11.70%	5.03%	23.99%	64.14%	1.55%	0.11%	5.18%
Tutors	3.00%	10.40%	30.30%	0.60%	0.10%	55.50%	8.50%	29.20%	54.40%	1.40%	0.10%	6.40%	9.82%	31.62%	55.48%	1.60%	0.11%	1.37%
Administrative/operational	5.20%	20.00%	38.90%	0.80%	0.20%	34.90%	8.40%	27.90%	46.70%	1.80%	0.10%	15.00%	9.61%	31.76%	48.09%	1.91%	0.20%	8.43%
TOTAL	3.60%	18.50%	42.20%	0.80%	0.30%	34.60%	6.90%	25.80%	53.30%	1.60%	0.10%	12.30%	8.12%	28.92%	54.62%	1.81%	0.16%	6.37%

¹ The line of vice presidents corresponds to the VPs of Vasta/SOMOS who do not report directly to the Cognia CEO. In Cognia's structure, there are no vice presidents who are not at the C-level.

**Workforce by employee category and gender (%) GRI 405-1**

Employee category	2021*		2022		2023	
	Men	Women	Men	Women	Men	Women
C-Level	83.3%	16.7%	85.7%	14.3%	83.3%	16.7%
Vice-presidents ¹	80.0%	20.0%	50.0%	50.0%	50.0%	50.0%
Executive Board	59.0%	41.0%	63.7%	36.3%	63.6%	36.4%
Middle Management	51.2%	48.8%	50.1%	49.9%	51.1%	48.9%
Coordination	39.6%	60.4%	40.8%	59.2%	41.5%	58.5%
Course coordinators	35.8%	64.2%	38.3%	61.7%	39.4%	60.6%
Teachers	45.1%	54.9%	47.4%	52.6%	46.8%	53.2%
Tutors	36.3%	63.7%	37.7%	62.3%	39.3%	60.7%
Administrative/operational	32.2%	67.8%	30.0%	70.0%	30.1%	69.9%
TOTAL	37.8%	62.2%	36.9%	63.1%	36.7%	63.3%

¹ The line of vice presidents corresponds to the VPs of Vasta/SOMOS who do not report directly to the Cogna CEO. In Cogna's structure, there are no vice presidents who are not at the C-level.

Employees by employee category and age group (%) GRI 405-1

Age group	2021 ¹			2022			2023		
	Under 30	30 to 50	Over 50	Under 30	30 to 50	Over 50	Under 30	30 to 50	Over 50
C-Level	0.0%	87.5%	12.5%	0.0%	85.7%	14.3%	0.0%	91.7%	8.3%
Vice presidents	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%
Executive Board	0.9%	78.2%	20.9%	0.6%	77.4%	22.0%	0.0%	77.6%	22.4%
Middle Management	7.3%	85.1%	7.5%	7.1%	86.0%	6.9%	3.1%	87.4%	9.4%
Coordination	17.8%	73.5%	8.7%	20.6%	72.2%	7.2%	14.9%	79.4%	5.8%
Course coordinators	9.4%	77.8%	12.8%	9.6%	75.7%	14.7%	6.1%	80.5%	13.4%
Teachers	13.3%	69.6%	17.1%	12.6%	69.3%	18.2%	8.5%	72.8%	18.7%
Tutors	25.3%	65.7%	9.0%	26.4%	63.8%	9.8%	21.9%	69.2%	8.9%
Administrative/operational	39.1%	53.4%	7.5%	38.4%	55.1%	6.5%	32.7%	60.6%	6.7%
TOTAL	28.6%	62.0%	11.1%	27.8%	61.7%	10.5%	23.3%	66.3%	10.4%

¹ The information for 2021 published in the 2021 Sustainability Report presents different numbers, due to the change in the way employees are accounted for. With the current criteria, we account for board members, apprentices and interns separately, which was not the case previously.
GRI 2-4



Individuals within the organization's governance bodies, by gender (%) **GRI 405-1**

Governance body members			
	2021	2022	2023
Men	67%	60%	60%
Women	33%	40%	40%

Individuals within the organization's governance bodies, by age group (%) **GRI 405-1**

Governance body members			
	2021	2022	2023
Under 30	0%	0%	0%
30 to 50	67%	40%	40%
Over 50	33%	60%	60%

Employees with disability, by functional category (%) **GRI 405-1**

	2021	2022	2023
C-Level	0.0%	0.0%	0.0%
Vice-presidents ¹	0.0%	0.0%	0.0%
Executive Board	1.9%	2.4%	1.8%
Middle Management	0.0%	0.05%	0.9%
Coordination	0.09%	0.07%	0.9%
Course coordinators	1.0%	1.2%	1.3%
Teachers	0.06%	0.08%	0.9%
Tutors	0.04%	0.06%	1.3%
Administrative/operational	2.6%	1.1%	1.5%
TOTAL	1.1%	1.0%	1.3%

¹ The line of vice presidents corresponds to the VPs of Vasta/SOMOS who do not report directly to the Cognia CEO. In Cognia's structure, there are no vice presidents who are not at the C-level.

Ratio of basic salary and remuneration of women to men ^{1,2} **GRI 405-2**

Employee category	2021		2022		2023	
	Basic salary	Remuneration	Basic salary	Remuneration	Basic salary	Remuneration
C-Level*	46%	34%	72%	63%	76%	67%
Vice-presidents ⁴	111%	103%	127%	113%	95%	82%
Executive Board	75%	75%	77%	92%	88%	81%
Middle Management	91%	91%	91%	88%	103%	100%
Coordination	66%	67%	63%	61%	61%	59%
Course Coordinators	105%	106%	96%	95%	92%	92%
Teachers ³	113%	113%	124%	124%	121%	121%
Tutors	104%	104%	105%	105%	105%	105%
Administrative/Operational	94%	94%	96%	94%	97%	98%

All positions in the Company that do not have operational units were included to calculate the indicator, using the following formula: median amounts received by women divided by median amounts received by men by 100. The monthly salary is considered for the base salary. For the total compensation, the monthly salary is multiplied by 13.3, and then the Long-Term Incentive (LTI)¹, the Short-Term Incentive (STI)², and the corresponding charges are added.

¹ LTI - the calculation was based on the number of shares due for payment on the year in question, where the price of the company share used in the calculation is R\$ 2.89.

² ICP - calculated based on an estimated value of the last multiple reported for each employee in the current year.

³ Data from November was only used for the "Teachers" functional category due to a peculiar feature of the education sector, where this group has a reduced workload in December due to the academic calendar on account of being hourly workers.

⁴ The line of vice presidents corresponds to the VPs of Vasta/SOMOS who do not report directly to the Cognia CEO. In Cognia's structure, there are no vice presidents who are not at the C-level.

*C-level includes the CEO and all those who report directly to him, encompassing different functional and remuneration categories such as directors, vice presidents, and managing directors.



Number of students enrolled [SASB SV-ED-000.A](#)

Status	Distance Teaching	In person	Grand total
GRAND TOTAL	1,802,034	371,819	2,173,853

Number of enrollment requests received

[SASB SV-ED-000.B](#)

Status	Distance Teaching	In person	Grand total
GRAND TOTAL	1,902,421	528,293	2,430,714

Employee diversity

Percentage of women in all management positions, including junior, middle and senior management (as a % of total management positions)	54.56
Percentage of women in junior management positions, i.e. entry-level management positions (% of total junior management positions)	59.24
Percentage of women in senior management positions, i.e. at most two levels away from the CEO or comparable positions (as a % of total senior management positions)	35.20
Percentage of women in STEM positions (as a % of total STEM positions)	26.13
Percentage of women in revenue-generating management positions (e.g., sales, excluding support functions like HR, IT, Legal, etc.) as a % of total revenue-generating management positions	56.76

New hires and/or internal hiring data

Age group	
up to 30 years	36.49%
30 to 50	57.43%
over 50	6.08%

Gender	
Men	36.86%
Women	63.14%

Management level (junior/low level management, middle management, senior/high level management)	
Low	70.39%
Medium	25.24%
High	4.37%

Race	
Asian	1.68%
Caucasian	55.31%
Indigenous	0.18%
Not declared	0.34%
Black (black and brown)	42.49%

Nationality	
Angola	0.01%
Bolivia	0.01%
Brazil	99.78%
Colombia	0.03%
Costa Rica	0.01%
Ecuador	0.01%
Guinea-Bissau	0.01%
Italy	0.01%
Mozambique	0.01%
Peru	0.04%
Portugal	0.01%
Uruguay	0.04%
Venezuela	0.03%



GRI, SASB, TCFD CONTENT INDEX AND COMPANY DISCLOSURES



IN THIS CHAPTER

- CONTENTS TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES
- GRI CONTENT INDEX



CONTENTS TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES (TCFD)

TCFD	DISCLOSURE	RESPONSE
	a.1) Processes and frequency with which board members and/or board committees (e.g., audit, risk, or other committees) are informed about climate change issues	Climate strategy (p. 27 , 28 , 36 , 37)
	a.3) Describe how the board monitors and oversees the progress in climate-related targets.	Climate strategy (p. 27 , 28 , 36 , 37)
Governance	b.1) The organization has assigned climate-related responsibilities to specific management positions and committees. And, in this case, whether these management positions or committees report to the board or a board committee, and whether these responsibilities include the assessment and/or management of climate-related issues.	Climate strategy (p. 27 , 28 , 36 , 37)
	b.2) A description of the associated organizational structure(s).	Climate strategy (p. 27 , 28 , 36 , 37)
	b.3) Processes through which management is informed about climate-related issues.	Climate strategy (p. 27 , 28 , 36 , 37)
	b.4) How management (through specific positions and/or management committees) monitors climate-related issues.	Climate strategy (p. 27 , 28 , 36 , 37)



Strategic	a.1) A description of what is considered short-, medium-, and long-term time horizons, considering the useful life of the organization's assets or infrastructure and the fact that climate-related issues generally materialize in the medium and long term.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
	a.2) A description of specific climate-related issues for each time horizon (short, medium, and long term) that may have a significant financial impact on the organization.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
	a.3) Organizations should seek to describe their risks and opportunities by sector and/or geographic region, as appropriate.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
	a.4) A description of the processes used to determine which risks could have a significant financial impact on the organization.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
	a.5) A description of the processes used to determine which opportunities could have a significant financial impact on the organization.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
	b.4) If climate change scenarios have been used to inform the organization's strategy and financial planning, such scenarios should be described.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
Risk management	b.5) Organizations that have made GHG emission reduction commitments, operate in jurisdictions that have made such commitments, or have agreed to meet investor expectations regarding GHG emission reductions should describe their plans for transitioning to a low-carbon economy. This could include GHG emission targets and specific activities intended to reduce GHG emissions in their operations and value chain or otherwise support the transition.	Climate strategy (p. 74 , 75 , 76 , 77 , 78)
	a.1) Describe the organization's processes for identifying and assessing climate-related risks.	Climate strategy (p. 47 , 75)
	a.2) How organizations determine the relative importance of climate-related risks in relation to other risks.	Climate strategy (p. 47 , 75)
	a.3) Organizations should describe whether they consider existing and emerging regulatory requirements related to climate change (e.g., emission limits), as well as other relevant factors.	Climate strategy (p. 47 , 75)
	a.4.1) Processes for assessing the potential size and scope of identified climate-related risks.	Climate strategy (p. 47 , 75)
	a.4.2) Definitions of the risk terminology used or references to the existing risk classification framework utilized.	Climate strategy (p. 47 , 75)
Targets and metrics	c.1) Organization's should describe how processes for identifying, assessing, and managing climate-related risks are integrated into overall risk management.	Climate strategy (p. 47 , 75)
	a.4) When climate-related issues are material, organizations should consider describing whether and how related performance metrics are incorporated into remuneration policies.	Climate strategy (p. 29 , 30 , 31 , 32 , 40)



GRI CONTENT INDEX

Statement of use	Cogna has developed its report in accordance with the GRI Standards for the period from January 01 to December 31, 2023.
GRI 1 used	GRI 1: Foundation 2021

GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
General disclosures							
GRI 2: General Disclosures 2021	2-1 Organizational details	9					
	2-2 Entities included in the organization's sustainability reporting	5					
	2-3 Reporting period, frequency and contact point	5					
	2-4 Restatements of information		GRI 2-21: The 2022 figures were adjusted considering the assumptions and criteria adopted for the current report, to facilitate a comparative analysis with the historical series. GRI 403-9 and 403-10: The numbers published in the 2021 Sustainability Report were restated due to a change in methodology because they included commuting accidents when transportation had not been supplied by the organization.				
[continued on the next page]							



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
		[continued]					
GRI 2: General Disclosures 2021	2-4 Restatements of information	<p>GRI 404-1: We may infer that the oscillation in the number of hours training per employee, in particular the decrease in 2022, was due to the change in platform during the year (April 22) and the change in the team/product governance (October 22). Up until 2021, all the employees in the Company were considered. From 2022, the number of employees at the end of the year was considered.</p> <p>GRI 405-1: The information for 2021 published in the 2021 Sustainability Report presents different numbers, due to the change in the way employees are accounted for. With the current criteria, we account for board members, apprentices and interns separately, which was not the case previously.</p>					
	2-5 External assurance	The external assurance was conducted by KPMG.					
	2-6 Activities, value chain and other business relationships	There were no significant changes compared to the previous report.					
	2-7 Employees	143				8, 10	
	2-8 Workers who are not employees	143				8	
	2-9 Governance structure and composition	36 , 37 , 39 , 40				5, 16	
	2-10 Nominating and selecting the highest governance body	37 , 39				5, 16	
	2-11 Chair of the highest governance body	37				16	



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
GRI 2: General Disclosures 2021	2-12 Role of the highest governance body in overseeing the management of impacts	37				16	
	2-13 Delegation of responsibility for managing impacts	27 , 37 , 47					
	2-14 Highest governance body's role in sustainability reporting	6 , 27					
	2-15 Conflicts of interest		This topic is addressed in item 11 of the company's Reference Form. Available here .			16	
	2-16 Communicating critical concerns	45					
	2-17 Collective knowledge of the highest governance body	37					
	2-18 Evaluation of the performance of the highest governance body	36					
	2-19 Remuneration policies	40					
	2-20 Process for determining compensation	40					
	2-21 Annual total compensation ratio	40 , 144					
	2-22 Statement on sustainable development strategy	3					
	2-23 Policy commitments	41 , 42				16	
	2-24 Embedding policy commitments	43 , 44					
	2-25 Processes to remediate negative impacts	45					
2-26 Mechanisms for seeking advice and raising concerns	44 , 45				16		



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
GRI 2: General Disclosures 2021	2-27 Compliance with laws and regulations	43 , 46 , 145					
	2-28 Membership of associations	140 , 145					
	2-29 Approach to stakeholder engagement	140					
	2-30 Collective bargaining agreements	All employees are covered by collective bargaining or employment agreements. During the year, we did not experience any strikes, work stoppages or lockouts.				8	
Material topics							
GRI 3: Material Topics 2021	3-1 Process to determine material topics	6					
	3-2 List of material topics	7					
ACCESS TO EDUCATION							
GRI 3: Material Topics 2021	3-3 Management of material topics	84 , 105					
SASB: Activity Metrics	SV-ED 000.Number of students enrolled	96 , 154				4	
	SV-ED 000.B Number of enrollment requests received	154				4	
Own disclosures	Social project indicators	55					
	Social Return on Investment (SROI)	53 , 62				4, 10	
STUDENT AND CUSTOMER SATISFACTION							
GRI 3: Material Topics 2021	3-3 Management of material topics	108 , 111 , 115					
Own disclosures	Net Promoter Score (NPS)	33 , 111 , 112 , 140				4	
	Plurall Evaluation (Likert scale)	111				4	
	Customer Satisfaction (CSAT) score	111 , 112 , 115 , 140				4	



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
QUALITY OF TEACHING AND SERVICES OFFERED							
GRI 3: Material Topics 2021	3-3 Management of material topics	105, 110					
Own disclosures	Course Rating (CC)	113				4	
	Institutional Rating (CI)	113				4	
	Exame Nacional do Desempenho dos Estudantes (Enade National Student Performance Exam)	112, 113				4	
	AVALIAR tool	114, 115				4	
	Difference between Observed and Expected Performance Indicator (IDD)	113				4	
	General Course Rating (IGC)	113				4	
	Scientific production - <i>stricto sensu</i>	34, 100, 101				4	
	Unified Selection System (Sisu)	12,762				4	
ETHICS, TRANSPARENCY AND COMPLIANCE							
GRI 3: Material Topics 2021	3-3 Management of material topics	41, 44					
GRI 201: Financial performance 2016	201-1 Direct economic value generated and distributed	120					x
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	43				16	
	205-2 Communication and training on anti-corruption policies and procedures	44, 45				16	x
	205-3 Confirmed incidents of corruption and actions taken	43				16	x
GRI 206: Unfair competition 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	43				16	



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
GRI 415: Public Policy 2016	415-1 Political contributions	Cogna Educação does not make financial contributions to political parties, politicians or candidates, in accordance with law nº 13.165, dated September 29, 2015, related to corporate donations to electoral campaigns and in accordance with our policies and internal control instruments.				16	
HEALTH, SAFETY AND WELL-BEING (INTERNAL AND EXTERNAL)							
GRI 3: Material Topics 2021	3-3 Management of material topics	133					
	403-1 Occupational health and safety management system	133				8	
	403-2 Hazard identification, risk assessment, and incident investigation	133 , 134				8	
	403-3 Occupational health services	133 , 137 , 138				8	x
	403-4 Worker participation, consultation, and communication to health and safety	133 , 135 , 137				8	
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	133 , 134 , 136				8	
	403-6 Promotion of worker health	133 , 137 , 138				3	x
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	133 , 134 , 136				8	
	403-8 Workers covered by an occupational health and safety management system	133 , 148				8	
	403-9 Work-related injuries	133 , 134 , 136 , 149				3, 8, 16	x
	403-10 Work-related ill health	133 , 134 , 149				3, 8, 16	x



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
Own disclosures	eNPS (Employee Net Promoter Score)	4					
	Customer Satisfaction (CSAT) score	111 , 112 , 115					
DATA INFRASTRUCTURE AND SECURITY							
GRI 3: Material Topics 2021	3-3 Management of material topics	48					
GRI 418: Customer privacy 2016	418-1 Substantiated complaints regarding breaches of customer privacy and losses of customer data	48 , 49				16	
SASB: Data security	SV-ED-230a.1 Description of approach to identifying and addressing data security risks	48				16	
	SV-ED-230a.2 Description of policies and practices relating to collection, usage and retention of student information	48				16	
	SV-ED-230a.3 (1) Number of data violations, (2) percentage involving personally identifiable information (PII), (3) number of students affected	48				16	
INNOVATION & TECHNOLOGY							
GRI 3: Material Topics 2021	3-3 Management of material topics	21					
EMPLOYEE AND TEACHER TRAINING AND EDUCATION							
GRI 3: Material Topics 2021	3-3 Management of material topics	124					
GRI 404: Training and education 2016	404-1 Average hours of training per year per employee	146				4, 5, 8, 10	
	404-2 Programs for upgrading employee skills and transition assistance programs	125 , 126				8	



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
GRI 404: Training and education 2016	404-3 Percentage of employees receiving regular performance and career development reviews	126 , 150				5, 8, 10	
Own disclosures	Internal perception of social impact and sustainability	128					
DIVERSITY AND INCLUSION							
GRI 3: Material Topics 2021	3-3 Management of material topics	129					
GRI 401: Employment 2016	401-3 Parental leave	Extended parental leave: six months for maternity leave and 20 days for paternity leave.				5, 8	
GRI 405: Diversity and equal opportunity 2016	405-1 Diversity of governance bodies and employees	38 , 129 , 132 , 151 , 152 , 153				5, 8	x
	405-2 Ratio of basic salary and remuneration of women to men	129 , 153				5, 8, 10	x
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	129 , 132				5, 8	x
Own disclosures	Diversity survey	131 , 132				5, 10	
EMPLOYABILITY AND ENTREPRENEURSHIP							
GRI 3: Material Topics 2021	3-3 Management of material topics	103					
ECONOMIC AND FINANCIAL SUSTAINABILITY							
GRI 3: Material Topics 2021	3-3 Management of material topics	119					
GRI 201: Financial performance 2016	201-2 Financial implications and other risks and opportunities due to climate change	-		Information not available.	The topics are in progress, and methodologies for their management and quantification are being developed.		
	201-4 Financial assistance received from government	R\$ 322,009,000.00 related to tax exemptions for scholarships granted through Prouni and R\$ 7,236,820.28 related to the Finep benefit.					



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
NO MATERIAL TOPIC							
GRI 202: Market presence 2016	202-1 Ratio of standard entry level wage by gender compared to local minimum wage	146				1, 5.8	
GRI 203: Indirect economic impacts 2016	203-2 Significant indirect economic impacts	62, 69, 84, 91, 92, 105				1, 3, 8	x
GRI 204: Procurement practices 2016	204-1 Proportion of spending on locally-based suppliers	73, 146					
GRI 302: Energy 2016	302-1 Energy consumption within the organization	74, 78				7, 8, 12, 13	
	302-4 Reduction of energy consumption	74, 78				7, 8, 12, 13	
GRI 303: Water and effluents 2018	303-1 Interactions with water as a shared resource	79				6	
	303-3 Water withdrawal	79				6	
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	74, 76				3, 12, 13, 14, 15	x
	305-2 Energy indirect (Scope 2) GHG emissions	74, 76				3, 12, 13, 14, 15	
	305-3 Other indirect (Scope 3) GHG emissions	74, 76				3, 12, 13, 14, 15	
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	80				3,6,11, 12	
	306-2 Management of significant waste-related impacts	74, 76				3,6,8 11, 12	
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	73					



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	147				5, 8, 10	
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	127				3, 5, 8	
GRI 402: Employment 2016	402-1 Minimum notice periods regarding operational changes		Communications related to significant operational changes in the company, such as changes to the health plan and union classification, are communicated to employees on average one week in advance, with no fixed period. There is no notice period or provision for consultations and negotiations specified in collective agreements or collective bargaining conventions.			8	
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk		In 2023 there were no reports of suppliers where workers' rights to exercise freedom of association or collective bargaining are being violated. The Cogna Code of Conduct plays a significant role in this context, as it not only guarantees the exercise of freedom of association but also prohibits discriminatory behaviors or actions that could constitute intimidation or persecution. We also have a Trade Union Relations area that deals with all matters involving trade unions and collective bargaining.			8	
GRI 408: Child labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	73					
GRI 409: Forced or compulsory labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	73					
GRI 411: Rights of indigenous peoples 2016	411-1 Incidents of violations involving rights of indigenous peoples		In the last three years there have been no cases of the violation of indigenous people's rights. Accordingly, there have been no plans to remediate such rights.			2	



GRI STANDARD / OTHER SOURCE	DISCLOSURE	LOCATION	OMISSION			SDG	WEF*
			REQUIREMENT(S) OMITTED	REASON	EXPLANATION		
GRI 413: Local communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	53 , 62 , 69					x
GRI 414: Supplier social assessment 2016	414-1 New suppliers that were screened using social criteria	73				5, 8, 16	
GRI 417: Marketing and Labeling 2016	417-3 Incidents of noncompliance concerning marketing communications	In the last three years there have been no cases of non-compliance with regulations and voluntary codes relative to marketing communications, including advertising, promotion and sponsorship, that have resulted in fines or warnings.				16	
SASB: Activity Metrics	SV-ED 000.D Number of teaching staff and other teachers	96				4	

*Indicators that are part of the World Economic Forum (WEF) Stakeholder Capitalism Metrics.



Assurance letter

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INDEPENDENT AUDITORS' LIMITED ASSURANCE REPORT ON THE NON-FINANCIAL INFORMATION INCLUDED IN THE INTEGRATED REPORT

(A FREE TRANSLATION OF THE ORIGINAL REPORT IN PORTUGUESE, CONTAINING THE ASSURANCE REPORT)

To the Board of Directors and Shareholders
Cogna Educação S.A.
São Paulo - SP

Introduction

We were engaged by Cognia Educação S.A. ("Company") to present our limited assurance report on the non-financial information included in the "2023 Integrated Report" of Cognia Educação S.A. ("Integrated Report") for the year ended December 31, 2023.

Our limited assurance does not extend to prior period information or any other information disclosed together with the Integrated Report, including any images, audio files or embedded videos.

Responsibilities of the Management of Cognia Educação S.A.

Management of Cognia Educação S.A. is responsible for:

- Selecting and establishing proper criteria for preparing the information included in the Integrated Reporting system;
- preparing information in accordance with the criteria and guidelines of the Global Reporting Initiative (GRI - Standards), the Sustainability Accounting Standard - Education, the Sustainability Accounting Standards Board (SASB) and The Guidelines cpc 09 - Integrated Reporting, which are related to the Basic Conceptual Framework of The Integrated Reporting Report,

prepared by the International Integrated Reporting Council (IIRC);

- designing, implementing and maintaining internal control over the information that is relevant to the preparation of the information included in the Integrated Reporting, which is free from material misstatement, whether due to fraud or error.

Responsibility of independent auditors

Our responsibility is to express a conclusion on the non-financial information included in the Integrated Report, based on the limited assurance engagements conducted in accordance with Technical Bulletin CTO 07/2023 issued by the CFC - Federal Association of Accountants and based on NBC TO 3000 (reviewed) - Assurance Engagements Other than Audits and Reviews, also issued by the CFC, which is equivalent to ISAE 3000 (revised) - Assurance engagements other than audits or reviews of historical financial information, issued by the International Auditing and Assurance Standards Board (IAASB). These standards require work planning and procedures to obtain limited assurance that the non-financial information included in the Integrated Reporting as a whole is free from material misstatement.

KPMG Auditores Independentes Ltda. ("KPMG") applies the Brazilian Standard on Quality Management





(NBC PA 01), which requires the firm to plan, implement and operate a quality management system, including policies or procedures related to compliance with ethical requirements, professional standards and applicable statutory and regulatory requirements. We have met the independence and other ethical requirements of the Accountant's Professional Code of Ethics and Professional Standards (including Independence Standards) based on key integrity, objectivity, professional competence and due zeal, confidentiality and professional behavior.

A limited assurance engagement conducted in accordance with NBC TO 3000 (ISAE 3000) basically consists of inquiring the management of Cognia Educação S.A. and Other Company's professionals who are involved in the preparation of information and by applying analytical procedures to obtain evidence that enable us to reach a limited assurance conclusion on the information taken as a whole. A limited assurance engagement also requires additional procedures to be applied when the independent auditor gets to know about issues that lead him to believe that the information disclosed in the Integrated Report, taken as a whole, may have material misstatements.

The selected procedures are based on our understanding of the issues related to the compilation, materiality and presentation of the information

included in the Integrated Report, of other circumstances of the engagement and of our consideration about the areas and processes associated with the material information disclosed in the Integrated Report, in which significant misstatements could exist. The procedures consisted of, among others:

- a)** planning the engagement, considering the relevance, the amount of quantitative and qualitative information, as well as the operating and internal control systems that supported the preparation of the information included in the Integrated Report;
- b)** understanding the calculation method and procedures followed for compiling indicators by making inquiries and holding interviews with the managers in charge of gathering information;
- c)** applying analytical procedures to quantitative information and inquiring about qualitative information and its correlation with the indicators disclosed in the information included in the Integrated Report;
- d)** when non-financial data correlate with financial indicators, these indicators are cross-checked against financial statements and/or accounting records;
- e)** analyzing the procedures followed for preparing the Report and its structure and contents, in accordance with the Criteria and Guidelines for Compliance and Quality standards of the Glob-

al Reporting Initiative – GRI, with the Sustainability Accounting Standard – Education, from the Sustainability Accounting Standards Board (SASB), with CPC 09 – Integrated Reporting (which relates to the Basic Framework of Integrated Reporting), prepared by the International Integrated Reporting Council – IIRC);

- f)** assessment of sampled non-financial indicators.

The limited assurance engagements also covered compliance with the gri – standards framework's guidelines and criteria applicable to the preparation of information included in the Integrated Report.

Scope and limitations

The procedures applied in a limited assurance engagement vary in terms of nature and timing and are smaller to the extent than in a reasonable assurance engagement. Therefore, the security level obtained from a limited assurance engagement is substantially lower than that obtained if a reasonable assurance engagement had been carried out. If we had carried out a reasonable assurance engagement, we could have found other issues and possible misstatements that may exist in the information included in the Integrated Report. Accordingly, we do not express an opinion on that information.

Non-financial data are subject to more inherent limitations than financial data, given the nature and





diversity of the methods used to determine, calculate or estimate this data. Qualitative interpretations of materiality, relevance and accuracy of data are subject to individual assumptions and judgments. Moreover, we did not carry out any work on data informed for prior periods, or about future projections and goals.

The preparation and presentation of sustainability indicators followed GRI - Standards's criteria and therefore do not have the purpose of ensuring compliance with social, economic, environmental or engineering laws and regulations. However, those standards provide for the presentation and disclosure of possible violations to these regulations when significant sanctions or fines are imposed. Our assurance report should be read and understood accordingly, inherent to the selected criteria (GRI - Standards).

Conclusion

Our conclusion was based on and is subject to the matters described in this report.

We believe that the evidence we have obtained in our work is sufficient and appropriate to provide a basis for our limited conclusion.

According to the procedures applied by our team and described on this report and the evidence we obtained, nothing came to our attention that causes us to believe that the non-financial information included in the 2023 Integrated Report for the year ended December 31, 2023 of Cognia Educação S.A. was not prepared, in all material respects, in accordance with criteria and guidelines of the Global Reporting Initiative - GRI, the Sustainability Accounting Standard - Education, the Sustainability Accounting Standards Board (SASB) and Guidance CPC 09 - Integrated Reporting (which relates to the Basic Conceptual Framework for Integrated Reporting, prepared by the International Integrated Reporting Council - IIRC).

São Paulo, July 24, 2024

KPMG Auditores Independentes Ltda.
CRC 2SP014428/O-6

Original report in Portuguese signed by
Flavio Gozzoli Gonçalves
Accountant CRC 1SP290557/O-2



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