

SER EDUCACIONAL S.A.

CORPORATE TAXPAYER'S ID (CNPJ/MF): 04.986.320/0001-13

COMPANY REGISTRY (NIRE): 26.3.0001679-6

Publicly-Held Company

Call Notice for the Extraordinary Shareholders' Meeting

The shareholders of Ser Educacional S.A. ("Company") are hereby invited to attend the Extraordinary Shareholders' Meeting to be held on December 23, 2013, at 3:00 p.m., in the Reitoria da Uninassau at the Company's headquarters at Rua Guilherme Pinto, nº 146, Bairro das Graças, CEP 52011-210, in the city of Recife, state of Pernambuco, to resolve on the following agenda:

- (i) to ratify the resignation of **Jonaldo Janguê Bezerra Diniz** as a member and Chairman of the Board of Directors, Mr. Diniz to remain in his position until the Extraordinary Shareholders' Meeting called herein;
- (ii) to vote on the election of **José Janguê Bezerra Diniz** as a sitting member of the Company's Board of Directors.
- (iii) to vote on the proposal to alter the *caput* and paragraphs 1 and 8 of article 5 of the Bylaws in order to update the Company's capital stock following the public share offering that was concluded on November 27, 2013.

General Information:

In accordance with Article 135, paragraph 3 of Law 6404/76 and Article 6 *et seq.* of CVM Instruction 481/2009, all the documents related to the matters to be resolved at the Extraordinary Shareholder's Meeting are available at the Company's headquarters and on its Investor Relation website (<http://ri.sereducacional.com>), as well as on the websites of BM&FBOVESPA S.A. – Securities, Commodities and Futures Exchange (<http://www.bmfbovespa.com.br>) and the CVM – Brazilian Securities and Exchange Commission (<http://www.cvm.gov.br>).

Shareholders should deliver to the Company, at least seventy-two (72) hours prior to the Meeting, in addition to an identity document or pertinent corporate act confirming legal representation, whichever the case: (1) a shareholding statement issued by the custodian bank at least five (5) days prior to the Meeting; (2) a proxy instrument with the grantor's notarized signature; or (3) in the case of shareholders whose registered shares are held in physical custody, a shareholding statement issued by the competent body.

Recife, December 5, 2013

Jonaldo Janguê Bezerra Diniz
Chairman of the Board of Directors
SER EDUCACIONAL S.A.