

SAS Sistema de Ensino Partners with Global Growth Investor General Atlantic

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SAS Sistema de Ensino (SAS), a leading learning system provider in Brazil, announced that General Atlantic, a global growth investor, will make a strategic investment in the company.

A sister company of Colégio Ari de Sá, one of the most respected K-12 educational institutions in Brazil, SAS provides a suite of integrated technology-enabled services to educational institutions including curriculum content, teacher training, and consulting services. Since its establishment in 2004, SAS has grown extensively, quickly becoming a leading provider of K-12 educational content and services in Brazil.

“At SAS, we strongly believe in the value of education and in our mission to provide the expertise and materials to help Brazilian schools provide an excellent education to all students. Our partnership with General Atlantic will allow us to deepen our relationship with Brazil’s educational institutions and to continue to provide best-in-class services to our schools, teachers, and students,” said Ari de Sá Neto, CEO of SAS.

In partnership with General Atlantic, SAS will continue to invest in research and development in educational technology in order to enhance its educational content offerings. In addition, the company will look to expand its geographic footprint throughout Brazil. Eduardo Samara, Principal at General Atlantic, will join the company’s board of directors.

“SAS is one of the leaders in the Brazilian education market thanks to its teaching methodology and innovative products and services. We are thrilled to work with Ari and his talented team to help SAS continue to grow and serve as a valued partner to Brazil’s educational institutions,” said Bill Ford, CEO of General Atlantic.

General Atlantic has a strong commitment to the Brazilian market and has made seven investments in Brazil in Aceco TI, BM&FBovespa, Linx, Peixe Urbano, Smiles, Qualicorp, and XP Investimentos. The investment in SAS was led by General Atlantic’s São Paulo-based team, which has been on the ground in Brazil since 2007.

About SAS Sistema de Ensino

SAS Sistema de Ensino (SAS) is a leading learning systems provider in Brazil. SAS provides a complete teaching methodology for over 110,000 students and 325 schools throughout the country. A sister company of Colégio Ari de Sá, one of the most respected K-12 educational institutions in Brazil, SAS provides a suite of integrated technology-enabled services to educational institutions including curriculum content, teacher training, and consulting services. For further information, please visit www.portalsas.com.br.

About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. GA combines a collaborative global approach, sector specific expertise, long-term investment horizon, and a deep understanding of growth drivers to partner with great management and build exceptional businesses worldwide. Established in 1980, GA has approximately \$17 billion in assets under management and more than 80 investment professionals based in New York, Greenwich, Palo Alto, Sao Paulo, London, Munich, Amsterdam, Beijing, Hong Kong, Mumbai, and Singapore. For further information and a listing of GA’s public and private portfolio companies, please visit www.generalatlantic.com.

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