

ESTÁCIO PARTICIPAÇÕES S.A.

Publicly-Held Company
Corporate Taxpayer's ID (CNPJ MF) 08.807.432/0001-10
State Registry (NIRE) 33.3.0028205-0

NOTICE TO THE MARKET

Change in Company Trade Name

Estácio Participações S.A. ("Estácio" or "Company") (B3: ESTC3; ADR: ECPCY), hereby informs the market and the general public that, at a meeting held on this date, the Board of Directors resolved to create a new Holding Name, which will be known as **YDUQS**.

The Estácio brand will continue to serve our current operations in the higher education segment. Estácio celebrates its 49th anniversary this month, holding a strong position in the education sector, with nationwide recognition and high levels of quality indicators.

The change in the holding company brand opens a new phase of growth with the following objectives:

- (I) Dedicate resources to existing businesses;
- (II) Build different positions through new brands;
- (III) Develop new business.

At the moment, the corporate name "Estácio Participações S.A." and the trading codes in B3 and ADR will not be changed. In order to achieve the objectives presented above, the holding company may set up new business units, according to the illustrative drawing below:



Rio de Janeiro, July 11, 2019.

Gustavo Zeno
CFO and Investor Relations Officer