

**PRESS RELEASE****SKY customers now have access to contents of Escola Plus program and TV Educação channel**

Operator reinforces its commitment to democratize access to information and entertainment with the launch of a new channel and educational content

São Paulo, April 29, 2020 - Democratizing information, entertainment and fun is one of SKY's mission, the largest pay-TV operator via satellite Brazil. Today, the company announces the launch of educational content on the SKY Play on demand platform with titles from the educational program Escola Plus and the addition of linear educational television programming, with the new TV Educação channel, available until the return of the public classes. All customers, post and prepaid, will have access to this new content at no additional cost. The initiative aims to support distance learning, in an interactive and fun way, during the closure of schools in all the country due to the recommendation of social distancing.

"We know how difficult it is to keep children interested and focused on studies in this period of isolation, so we believe that having a program dedicated to multiplatform learning, released for everyone, can help to ignite the desire to study through fun educational content. We will continue to use all possible means to guarantee access to information, entertainment and education for all our customers, wherever and whenever they want," says Estanislau Bassols, President of SKY Brasil.

**Escola Plus:** Partner contents from Discovery, Disney Junior and National Geographic channels, can now be accessed by subscribers via television, computer or cell phone on SKY Play. The titles are part of the educational project Escola Plus, carried out in Brazil by SKY, which uses television as an educational tool, with the aim of enriching the curriculum of elementary schools.

SKY implemented the Escola Plus project in Brazil in 2018, in more than 61 schools in the cities of Jundiaí and Jaguariúna. In addition to the installation of equipment, the operator, in partnership with Senac São Paulo, offers training courses to about 440 teachers from selected schools so that they are able to develop the contents displayed in a didactic way for their students.

To check the educational content on SKY Play, just look for the folder "Escola +" in "Mais Canais". Post-paid subscribers can access it through the computer, at <https://sky.com.br/skyplay>; by cell phone, in the SKY app; or on TV, through Channel 1 on equipment with a recording function. Prepaid customers, who have an active recharge from the SMART package on, are able to watch exclusively on the SKY app and SKY website.

**TV Educação:** TV Educação will be launched on the SKY line-up for the entire pre and post-paid customer base on April 28th and can be watched on channel 75.

The initiative is carried out by TV Cultura, in partnership with the Government of the State of São Paulo and the State Department of Education, and provides, until the start of the public classes in the public network, ten hours of live programming daily, from Monday to Friday, in addition to educational programs,

video classes and activities for students in kindergarten, elementary and high school.

That way, students can continue learning even during the quarantine period. It is possible to watch the classes on the subscriber TV and interact on the cell phone in real time with teachers in the Centro de Medias SP app, available for Android and IOS systems.

To have access, students and teachers can use the same data from the Digital School Secretariat (SED). The Centro de Medias SP app that was developed by IP.TV and donated to the State Department of Education (Seduc), during the suspension of classes.