

## Student success

Train people and help them to turn their dreams into reality is what moves us. We believe that education is the fundamental tool to promote a new vision of the world and, therefore, we are dedicated to offering our students quality education with unique offers and products. Through them, we create value for our students at every phase of their lives, from childhood through adulthood.

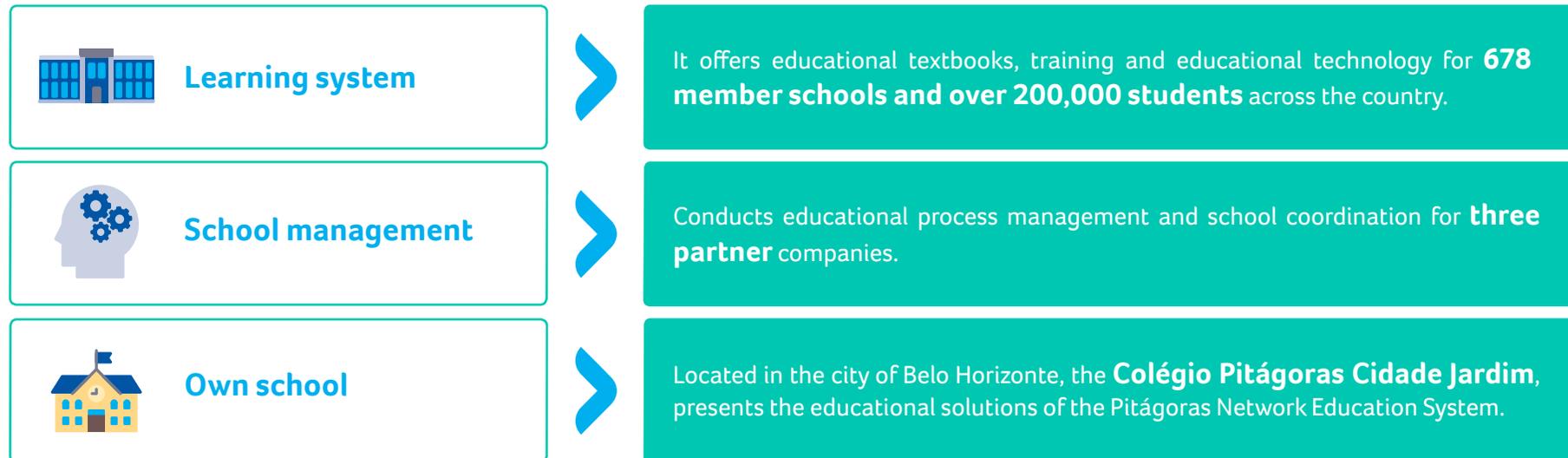
In addition to the technical requirements, education must open a new world to the person, solidary with the individual needs. It was with these principles that we built our pedagogical teaching model. And through this education we believe we train conscientious citizens who will transform the world.

### Primary and Secondary Education

It is in Primary and Secondary Education that our student's first contact with formal education takes place in one of the most sensitive and productive moments of his life: childhood and adolescence. A particularly fertile and special age, where the student learns the bases of behaviors and knowledge that will structure their whole life, influencing in his/her capacity to exercise his/her citizenship and put into practice their life projects.



## Primary Education



Our main way of acting is through the **Pitágoras Network**, which offers a complete educational system for Pre-school, Primary and Secondary Education. Through it, we deliver exclusive educational solutions that include textbook collections, teacher training, assessments and a digital learning platform, focusing on the preparation for the ENEM – the national Higher Education access exam - contributing to the access to Higher Education. We are among the largest Educational Groups in the country in this segment, with 678 associated schools, serving approximately 200 thousand linked students.

In 2017 we began a cycle of updating the teaching material used by the Pitágoras Network, in accordance with the new guidelines of the National Curricular Common Base. In 2018, we will launch the new materials for the 9th year of Primary and Secondary Education and 3rd year of Secondary School, with the intention of launching the other years by 2020.

Throughout the year, we have partnered with Google to develop an innovative learning platform to be used by our students and teachers. With a modern and intuitive layout, it will bring a series of new interactive tools in line with our educational system.

We have also developed the Capacitar distance learning (DL), a new continuing education product for Primary and Secondary Education managers and partner schools, in conjunction with Kroton University (learn more on page 64). By 2018, we should launch another 27 courses within this approach.

In addition to the Pitágoras Network, we work in Primary and Secondary Education through the management of schools for partner companies, aimed at the families of its employees. In 2017, we managed schools for Embraer, in São José dos Campos (SP) and Botucatu (SP), for Vale, in Carajás (PA) and Ourilândia do Norte (PA) and for Alcoa, in Juruti (PA).

We also have our own school, with Primary and Secondary Education located in the city of Belo Horizonte (MG): the Colégio Cidade Jardim. In 2017, we reformulated the concept of counter-shift for full-time students. In partnership with Park IS, a bilingual and international school based in Portugal, we have developed a new teaching system product, anchored in 21st skills, bilingual learning and Project work, which encourages the student to face challenges, with flexibility and autonomy, aiming at a new way of learning and relating to the English language. The project will be implemented at the Colégio Cidade Jardim in 2018, and be offered to educational networks in 2019.

Within the scope of the strategic planning process carried out in 2017, Primary and Secondary Education has become one of our priority growth areas, based on the acquisition of flagship schools in the premium segment, focusing on quality and excellence in services. In order to leverage this model, we will acquire strong regional brands, and expand by implementing new units with the same brand in its zones of influence while preserving the pedagogical project and its differentials, so that more families can have access to an education of excellence. The first of these acquisitions will occur in 2018.



## Trilha do ENEM: Preparatory platform for ENEM exam

The Trilha do ENEM is a free tool that we offer to students from all over the country to help them fulfill their dream of entering Higher Education by improving their performance in the National High School Exams (ENEM). It is a platform developed based on our adaptive learning methodology that offers simulation exams and content to improve their performance in the exam.



**Simulation exams**



Exams with the same ENEM methodology, with unpublished questions and past exams.

**Approval simulator**



Through the simulated results, the system assesses which universities and programs the student could take.

**Adaptive learning**



Based on the students' performance, textbooks focused on their deficiencies are provided.

**Gaming**



Just like a game, the student can earn badges depending on their progress, which encourages the study process.

### Enrolled in the system (thousands)



**More than 38 thousand**

Trilha do ENEM simulations carried out by students enrolled in the platform

[www.trilhadoenem.com.br](http://www.trilhadoenem.com.br)

## How Trilha do ENEM helps to make dreams come true

\* real testimonies from the Trilha do ENEM platform students.

<p>"I'm enjoying Trilha do ENEM because it's helping me to chase after my dreams. The study routine is tiring but I know that in the end the whole effort will be worth it."</p>	<p>"Lately, I was feeling discouraged with my studies. But I found this wonderful website, which has helped me a lot in the final stretch. Soon my enthusiasm was back!"</p>
<p>"I'm really enjoying the site, asking questions and learning how to interpret text."</p>	<p>"It's a privilege to have the opportunity to use the platform. My dream is to go in the agricultural college."</p>
<p>"I have little time to study since I have an 11-month-old daughter. I work in the morning and at night I study in a state college. My dream is to be a nurse or a police officer to care for and protect others. I hope the program helps me!"</p>	<p>"It will be the first time I will take the ENEM exam. I feel I'm in a bad position, discredited and with many difficulties. But I intend to use the Trilha do ENEM to study, gradually reach my goals and, with great effort, do a good test."</p>



The student that has been enrolled in the platform also has access to live video lessons, taught by teachers and YouTube influencers, with ENEM exams correction. In 2017, the disclosure of the unofficial answer key for the exam brought 64.5 thousand accesses to the website.

During the year, an interface was created for teachers and school directors, so that they can follow the evolution of the students and contribute to their development. In this way, we generate value for society as a whole, contributing to transform the lives of thousands of students and improve the academic performance of schools, especially the public school system.



### Career walk

Promotes the visit of students from public and private schools in Kroton units in order to get to know the different courses and ask questions about the professions they can choose.



### What is your talent?

Free online platform that carries out vocational tests for any student interested in researching which career to follow. To do this, users need to complete an interactive questionnaire and ask for the collaboration from friends in social networks to outline their future professional profile.

