



**Building dreams,
Transforming lives**



A new way to see public schools

Brazilian public education has immense potential, but faces structural challenges that limit its impact.

School principals deal daily with vacant classes due to lack of teachers, infrastructure that needs improvement, and pressure for better and more consistent educational results. Often, the resources exist, but they need to be applied efficiently.

We believe there is an alternative.

We have developed a viable and high-impact model, ready to be replicated.



Brazil's public education system has structural challenges to overcome

46% of public school students suffer from vacant classes

(Todos Pela Educação)

Brazil is among the 20 worst countries in the world in education quality

(PISA)

Schools have precarious infrastructure

(School Census)

School principals overwhelmed by administrative routines that do not allow them to focus on what matters most: learning

7 out of 10 Brazilian 15-year-old students **cannot solve simple mathematical problems**

(PISA)

Brazil is among the 20 worst countries in the world in Mathematics and Sciences, and among the 30 worst in Reading

(PISA)

Student dissatisfaction with inadequate infrastructure and lack of teachers lead, mainly, to an increase in the school non-attendance rate, which, in turn, leads to dropout, evasion, and failure.



We take on operational complexity to give the school principal back time for pedagogical management, building a student-focused community

1 We manage school operations

- Complete HR management (hiring, payroll, substitutions)
- Administrative coordination in the school (dedicated back-office, including infrastructure)
- Management of supplies, school meals, cleaning, and security

2 We enable teaching excellence

- Agile teacher hiring via proprietary process
- Rapid allocation of substitutes and monitors in case of teacher absenteeism
- Structured support for learning recovery

3 We build a community of engaged students

- Active monitoring of school attendance, with action plans for frequency goals attainment
- Full uniforms provided and ENEM (college entrance) prep courses in after-school hours
- Pedagogical experiences to strengthen belonging and increase academic results (attendance, grades)

100% schools renovated with maintenance up to date
100% principal focus on **pedagogical field**

Zero vacant classes (teacherless classes) within 1st year
6x teacher absenteeism reduction
+450% university admissions

+7 p.p attendance raise vs. comparable benchmarks
95% of 3rd-year (senior) students registered for ENEM





We are a company born from the proven experience of two of Brazil's largest educational groups (50 schools total)



- Network of schools operating from early childhood to high schools, focusing on accessible, high-quality schools
- **24 proprietary schools** (2025) with over 13,600 students in SP and MG
- 649 university admissions and a 606 average score in ENEM



- Network of schools operating from early childhood to high school
- **26 proprietary schools** in PR, SC, and SP, serving over 20,500 students
- 6th largest education company in Brazil and the largest in the State of Paraná, with consolidated presence in major cities and metropolitan areas



Tom Educação was born from the operational expertise developed inside large-scale private school networks and applies this know-how to public education through public-private partnerships, similar to a charter school model

OUR LOYALTY IS TO THE STUDENT • I DIDN'T LEARN, BUT I WILL • EVERYTHING WE HAVE IS US • IT WILL BE HARD, BUT IT CAN BE LIGHT • MY DREAM IS THE SIZE I WANT IT TO BE

Brazil has one of the largest public education systems in the world, with 37 million students; yet, school leaders spend more time managing operations than improving learning. This has caused the country's IDEB (Education Development Index) to stagnate

1 Brazil fails to meet targets and the learning gap widens

Country historically misses its educational targets. **The gap between target and realization increased by 12,5% between 2017 and 2021**

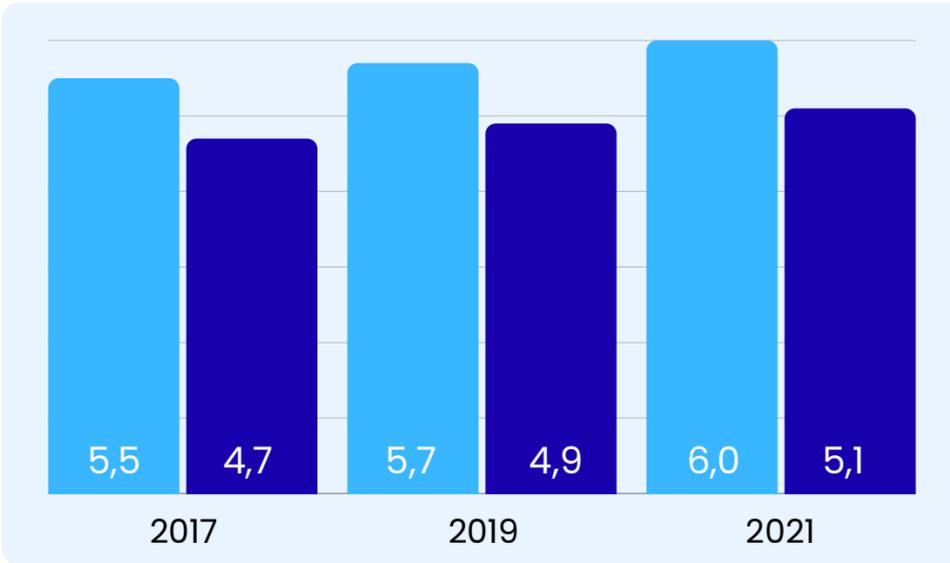


Chart shows IDEB stagnation hovering around 4.7 - 5.1 vs targets of ~6.0

2 Operational bottlenecks drain pedagogical management capacity

- **Managers overloaded with administrative tasks**
Most time is consumed by bureaucracy, procuring, and maintenance, diverting focus from pedagogical leadership
- **Chronic teacher absenteeism and "vacant classes"**
The public network faces absenteeism rates approx. 3x higher than average, generating discontinuity in teaching
- **Public system with high operational complexity**
Managing a network with 37.6 million students creates bottlenecks that hinder the implementation of focused actions

3 High-impact interventions reverse the scenario quickly

- **High-Dosage Personalized Tutoring**
Customized interventions for rapid learning recovery
+4 months of learning
- **"Zero Vacant Class" Program**
Management actions focused on guaranteeing teacher presence in classroom
+2 months of classes recovered
- **Operational Specialization**
Transfer of infrastructure and bureaucracy management to specialized partners
100% Pedagogical Focus

Public education systems face increasing pressure to deliver measurable improvements within political cycles. **Tom Educação can help proven international models that unlock results within short implementation timelines**

In Paraná state, our model brought higher attendance, zeroed vacant classes, and increased community satisfaction in less than 1 year

1. Frictionless Managed Operation

- Allocation of an administrative coordinator for school back-office; **principal's time focused 100% on pedagogy**
- **+1,000 teachers hired** via proprietary selection process
- 32 infrastructural action plans delivered on schedule
- Efficiencies bring 40% more resources destined for the student (on average) vs. traditional public schools

2. Students learning with excellence

- **Zero vacant classes**
- **Teacher absenteeism reduced by 6x**
- **+450% university admissions**

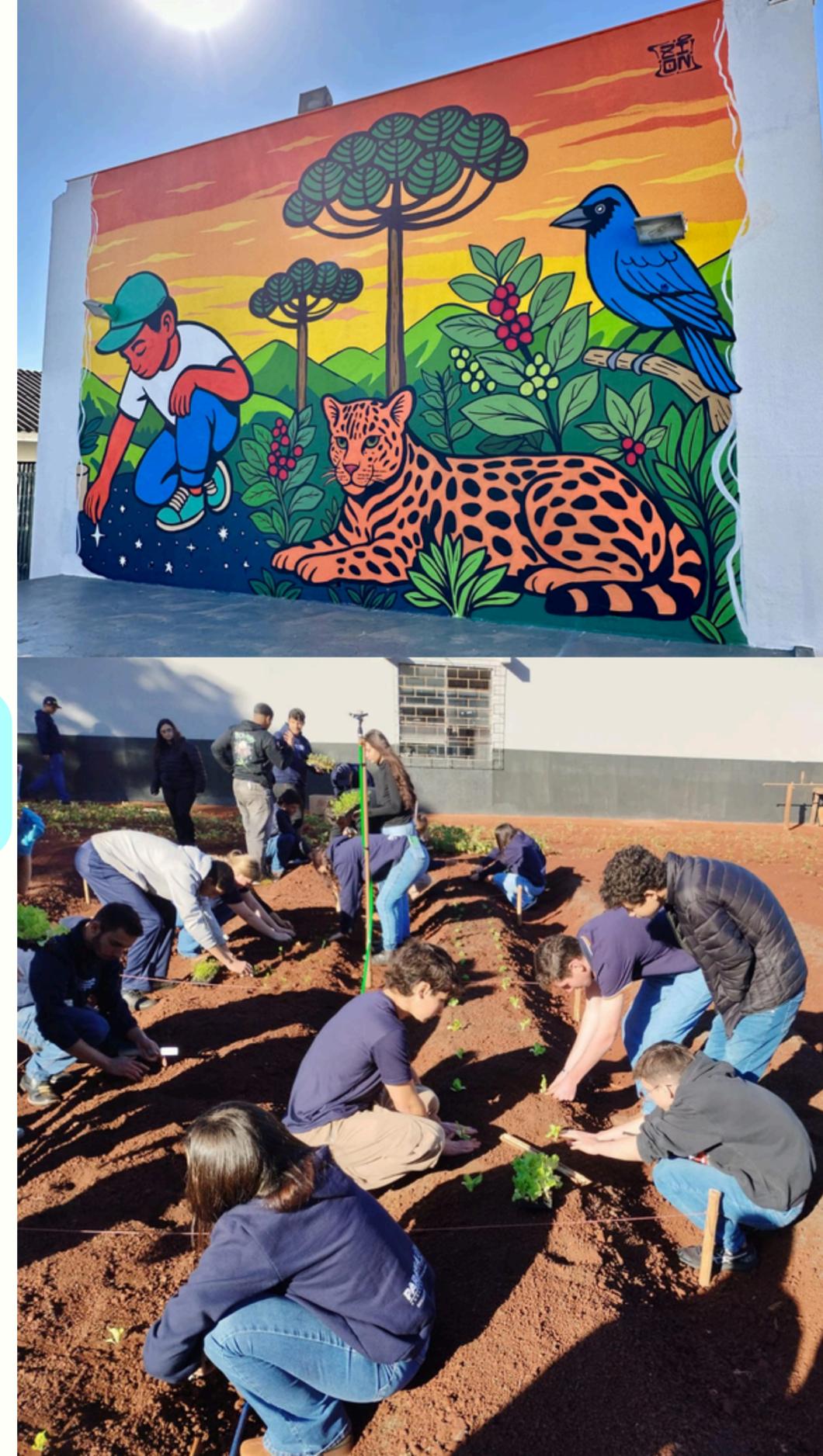
3. Engaged School Community

- **90% average attendance in Tom schools (vs. 84% in Paraná network)**
- +300 students participating in ENEM prep courses
- Uniforms delivered to 20,000+ students
- >95% of 3rd-year (senior) students registered for ENEM
- **94% program approval rating**



"Today, as a school principal, I reaffirm that my focus is on pedagogy, on improving learning and school attendance. I **no longer see myself as a principal without Tom Educação.**"

Ângela Basílio, Principal of Willie Davids State School. Her school met all projected targets in the national public school exams' simulations



Immediate results: expressive increase in attendance, drastic reduction in absenteeism, better grades in exams

+7 p.p
average increase in school frequency

Ubedulha de Oliveira State School
~9 p.p increase in frequency



This attendance increase represents a recovery of **+7,000 hours of pedagogical time**, with Ubedulha students spending more time in the classroom and less time away from school.

6x
mean teacher absenteeism reduction

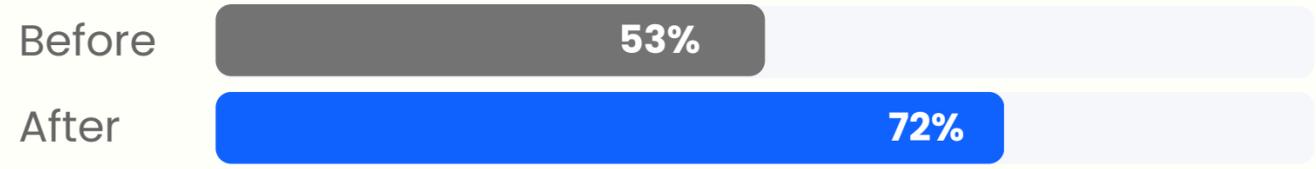
Nossa Senhora de Lourdes State School
More than 70% reduction in teacher absenteeism



With the reduction in teacher absenteeism, **16.5 weeks (~4 months) of classes were recovered** for students at Nossa Senhora de Lourdes schools during this one-year period.

99,9%
class coverage

Dom Geraldo Fernandes State School
19 percentage point increase in SAEB simulations



If the simulation trend represents the real SAEB 2025 result, the school has the potential for a **1.2 to 1.5 point increase** in IDEB compared to the previous exam





Our mission is to develop a committed community where all students can build and achieve their dreams.

Let's build the future of public education together

