Materiality
matrix

To present relevant content aligned with our stakeholders' expectations, in 2023 we revised our materiality matrix under the double materiality concept. This identified the topics of greatest impact and influence on the business and the Company's impacts on external socio-environmental factors.

Through this process, we gathered 17,286 responses, an 80% increase compared to the 2020 survey. Of these, 13% were from internal stakeholders and 87% from external stakeholders. This effort **resulted in the prioritization of 11 material topics**, which were approved by the CEO, the People and ESG Committee and the Board of Directors. The main change compared to the previous materiality assessment was the inclusion of the topic "Economic and Financial Sustainability. The Company's matrix is reviewed every three years.

MATERIALITY **PROCESS** GRI 3-1, 2-14

Sectoral **benchmarking** and **framework** analysis

Analysis of internal and external documents, such as the Dow Jones Sustainability Index (DJSI), the sustainability frameworks of the Sustainability Accounting Standards Board (SASB), the World Business Council for Sustainable Development (WBCSD) and the World Economic Forum's IBC Stakeholder Capitalism Metrics, among others, and benchmark studies of global and sector trends.

Stakeholder **survey**

Online survey with representatives from strategic internal and external stakeholder groups: employees, senior leadership (C-Level and Board of Directors) teachers, students, suppliers, business partners, market analysts, investors and representatives of civil society and non-governmental organizations. Equal weights were assigned to all stakeholders during the research assessment phase.
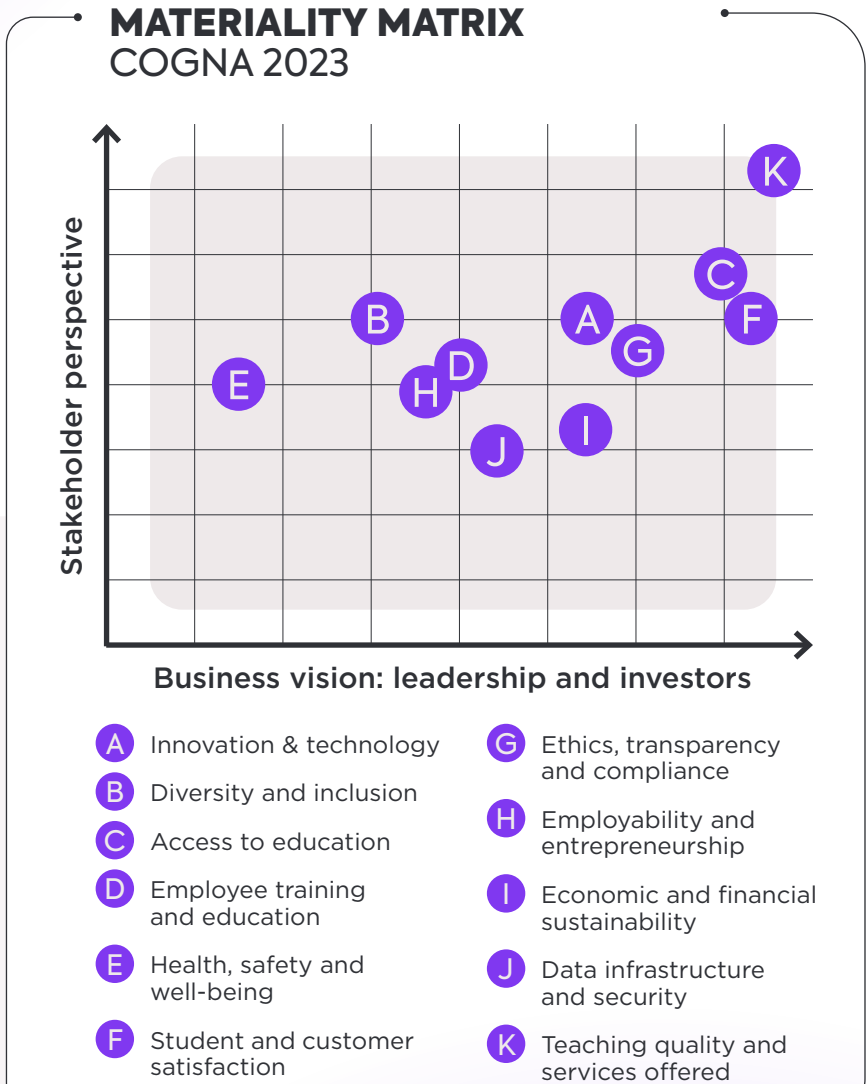
1. Understanding the organization's context
2. Identifying actual and potential impacts
3. Evaluating impact importance
4. Prioritizing the most significant impacts
5. List of material topics

MATERIALITY MATRIX
COGNA 2023

Stakeholder perspective

Business vision: leadership and investors

A. Innovation & technology
B. Diversity and inclusion
C. Access to education
D. Employee training and education
E. Health, safety and well-being
F. Student and customer satisfaction
G. Ethics, transparency and compliance
H. Employability and entrepreneurship
I. Economic and financial sustainability
J. Data infrastructure and security
K. Teaching quality and services offered