
AfyaDay

AFYA DAY 2026 · SPEAKER

RENATA COUTO

IR



STRENGTHENING THE CORE, EXPANDING THE OPPORTUNITY



Grand Hyatt Hotel
Rio de Janeiro, Brazil

October 20, 2026

AFYA DAY 2026

SAFE HARBOR

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, which statements involve substantial risks and uncertainties. All statements other than statements of historical fact could be deemed forward-looking, including risks and uncertainties related to statements about our competition; our ability to attract, upsell and retain students; our ability to increase tuition prices; our ability to anticipate and meet the evolving needs of students and teachers; our ability to source and successfully integrate acquisitions; general market, political, economic, and business conditions; and our financial targets such as revenue, share count and IFRS and non-IFRS financial measures including gross margin, operating margin, net income (loss) per diluted share, and free cash flow. These statements are not guarantees of future performance and undue reliance should not be placed on them.

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https://ir.afya.com.br/.

AFYA DAY 2026

AGENDA

Oct 20, 2026 · Rio de Janeiro, Brazil.

01

VIRGÍLIO GIBBON & DENIS DEL BIANCO
CEO & IMO

Strengthening the core, expanding the opportunity

02

LUIS BLANCO
CFO

Creating additional shareholder value

03

LÉLIO SOUZA
VP OF MEDICAL SERVICES

Creating value beyond traditional medical education

04

Q&A SESSION

05

LUNCH WITH MANAGEMENT

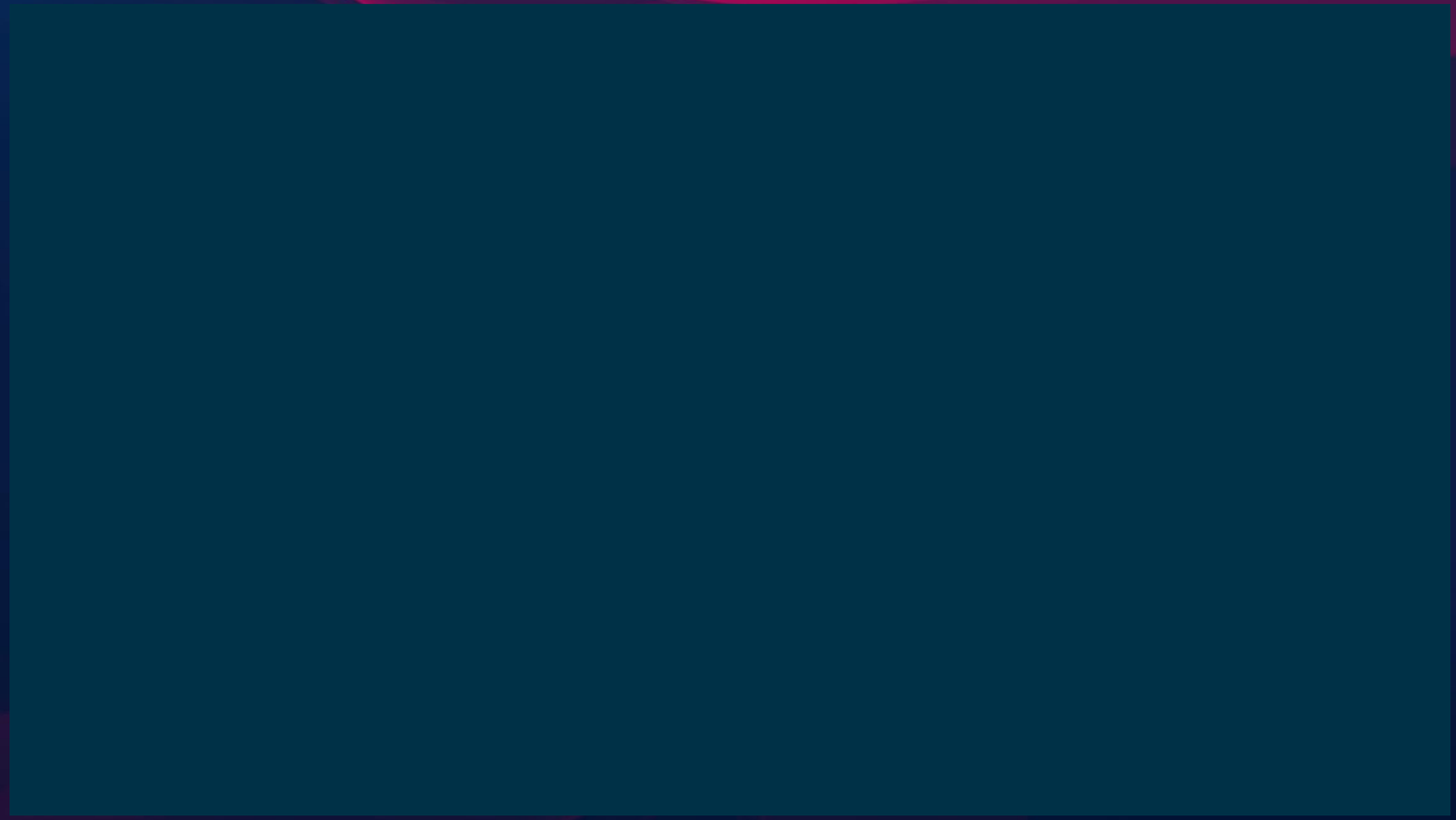
06

ÉRICO RIBEIRO & GUSTAVO MEIRELLES
VP OF UNDEGRADUATE & CHIEF MEDICAL OFFICER

Site Visit – Unigranrio Barra

AFYA DAY 2026

IR WEBSITE: A NEW INVESTOR EXPERIENCE BUILT AROUND ACCESS, TRANSPARENCY, AND INSIGHT



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VIRGÍLIO GIBBON

CEO



Afya

A UNIQUE INTEGRATED MEDICAL AND HEALTH ECOSYSTEM IN BRAZIL

Afya

AfyaDay

WE HAVE BUILT A STRONG FOUNDATION FOR OUR NEXT CHAPTER

A STRONG RESILIENT CORE

AFYA HAS CONSISTENTLY TRANSLATED THESE MARKET FUNDAMENTALS INTO PROFITABLE GROWTH SINCE ITS IPO

	NATIONAL PRESENCE	OPERATING MEDICAL SEATS	REVENUE	UNDERGRADUATE REVENUE	ADJUSTED EBITDA	ADJUSTED EBITDA MARGIN
2019 · IPO		1,222	R$0.8bn	R$0.6bn	R$0.3bn	44.5%
2Q26 · LTM		3,768	R$3.8bn	R$3.4bn	R$1.7bn	44.6%
CAGR	+13 new states	18.9%	28.5%	28.7%	28.5%	+10bps

UNDERGRADUATE · MARKET LEADERSHIP

WHILE CONTINUOUSLY INVESTING IN ACADEMIC QUALITY AND A DIFFERENTIATED VALUE PROPOSITION FOR PHYSICIANS AND INDUSTRY

ACADEMIC EXCELLENCE

9
SAEME-CFM Accredited Medical Schools

+R$100mn
Investment in Physical Infrastructure

4,475
International Papers Published

+63.5%
CAGR 2023-2025

333
Papers in A1 and A2 Journals

6.4x
vs. 2023

HEALTHCARE ECOSYSTEM

3
Afya Summit Editions

216
Active Industry Contracts

596
Healthcare & Government Partnerships

AI-ENABLED MEDICAL EDUCATION

AI AND LEARNING DATA WILL ENABLE MORE PERSONALIZED AND PROACTIVE MEDICAL EDUCATION

FROM LEARNING DATA TO ACTION

01
ASSESS
Measure student competencies

02
IDENTIFY
Detect learning gaps

03
PERSONALIZE
Recommend targeted support

04
IMPROVE
Support faculty action and reassessment

CURRICULUM IMPROVEMENT

ONE CURRICULUM. ONE QUALITY STANDARD

PERSONALIZED LEARNING

ECOSYSTEM INTEGRATION

EXAMPLES OF AI-ENABLED LEARNING APPLICATIONS

AI-Simulated Patients
Clinical scenarios and interactive practice

AI-Powered Learning Support
Contextualized content and personalized reinforcement

01 · MEDICAL EDUCATION

AFYA PLAY

+5,000

Interactive learning resources available to medical students across Brazil

02 · PROFESSIONAL DEVELOPMENT

AI IN MEDICINE

~10,000

Participants in a free course on practical applications of AI in medicine

03 · LIFELONG LEARNING

AFYA ASSIST

AI-powered

An assistant integrated into Medcel and Afya Papers, leveraging proprietary educational content

A STRONG RESILIENT CORE

WHILE ALSO MAKING A MEANINGFUL IMPACT ON THE COMMUNITIES WE SERVE

SROI FIRST STUDY

3.58x

SOCIAL RETURN
R$3.58 generated in social benefits for every R$1.00 invested.

UPCOMING STUDY

27

MEDICAL SCHOOLS
Up from 20 in the previous assessment

243

MUNICIPALITIES COVERED
Up from 20 in the previous assessment. 27 hosting Afya institutions and 216 in surrounding regions

ACCESS TO CARE: +4.4mn FREE CONSULTATIONS SINCE 2019

+897k

FREE CONSULTATIONS IN 2025
We have reached 34% of our public commitment of over 5 mn services by 2030

+564k

IN MEDIUM/HIGH VULNERABILITY MUNICIPALITIES

+65k

SPECIALIZED CONSULTATIONS
At our facilities

+28k

LIVES SAVED

+26k

PHYSICIANS GRADUATED SINCE 1999

2024-25

ALL SUSTAINABILITY-LINKED LOAN TARGETS ACHIEVED
Securing an interest-rate reduction

OUR TRACK RECORD MAKES US READY TO UNLOCK THE NEXT CHAPTER

UNLOCKING THE NEXT CHAPTER

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UNLOCKING THE NEXT CHAPTER

TWO LEADERS. ONE BRAZILIAN EDUCATION CHAMPION

(R$, except medical seats and students)

WHAT TOOK YEARS TO BUILD

3.8bn Revenue	**1.7bn** Adjusted EBITDA
0.8bn Free Cash Flow to Equity	**3.8k** Medical Seats
94.1k Undergraduate Students	**26.4k** Medical Students

WHAT THE COMBINATION ADDS

5.6bn Revenue	**1.9bn** Adjusted EBITDA
0.4bn Free Cash Flow to Equity	**2.1k** Medical Seats
831.5k Undergraduate Students	**11.4k** Medical Students

COMBINED COMPANY

9.4bn Revenue	**3.6bn** Adjusted EBITDA
1.2bn Free Cash Flow to Equity	**5.9k** Medical Seats
925.6k Undergraduate Students	**37.8k** Medical Students

UNLOCKING THE NEXT CHAPTER

YDUQS BRINGS THE SCALE, COMPLEMENTARY ASSETS AND PREMIUM EXPOSURE TO ACCELERATE OUR STRATEGY

#2 MEDICAL PLATFORM

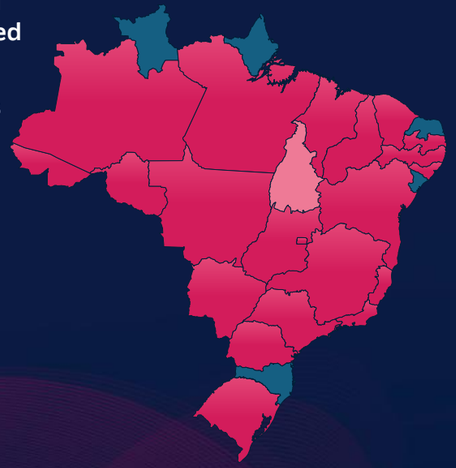
2,120 Medical seats across 19 medical schools in 10 states

Medical students (2Q26)	~11.4k
Seat maturation (est.)	~90%
Full-maturation students (est.)	~15.3k
Afya + YDUQS students	27.3k + 15.3k

NATIONWIDE REACH

26 States covered by the combined footprint

176 combined campuses



- Afya & Yduqs Presence
- Afya Presence
- YDUQS Presence

PREMIUM EXPOSURE

46% of YDUQS' EBITDA from IDOMED and IBMEC

- Up from 32% in 2023
- A quality platform deliberately shifting toward premium
- IBMEC: premium brand in key capital cities, ~8k students, 95% renewal

COMBINED COMPANY

MORE THAN 66% OF EBITDA DERIVED FROM PREMIUM SEGMENTS

UNLOCKING THE NEXT CHAPTER

OUR COMBINED PLATFORM UNLOCKS NEW GROWTH AVENUES ACROSS HEALTH, PREMIUM EDUCATION AND BEYOND

HEALTH ECOSYSTEM

- +11.4k medical students and +2.1k medical seats
- Embedded growth with ~4.9k students still to mature
- Expand healthcare programs through extensive campi
- Cross-selling opportunities of LLL and MPS

IBMEC

- Highly scalable and high-margin premium brand
- Significant white-space potential across key capital cities
- Expansion of postgraduate and short courses
- The same medicine LLL logic extended to business and law

ON-CAMPUS & DIGITAL

- Underpenetrated higher education market (24% vs. 48% OECD)
- Backed by one of the highest returns to education globally
- Greater diversification
- Increase resilience across economic, political and regulatory cycles

INORGANIC GROWTH

- Expanding beyond pure-play medical education
- 89 companies and 12k medical seats mapped by Afya
- 135 companies and 21k medical seats mapped for the proposed CombinedCo
- Broader acquisition universe driving inorganic growth opportunities

BESIDES GROWTH, THE COMBINATION OFFERS SIGNIFICANT VALUE CREATION POTENTIAL THROUGH SYNERGIES

Estimated synergies equivalent to ~20-25% of the combined company's market cap

R$2.0-2.2bn[2,3] (Net Synergies, NPV)

SYNERGIES	**SG&A Optimization**	✓ **Streamlining** corporate, listing and compliance structures, plus external spend renegotiation	=
	Operational Efficiencies	✓ **Best-practice sharing on operational costs** across campus and academic support processes	+
	IT Consolidation	✓ **Decommissioning** of redundant applications and **consolidation** of licensing across all domains	+
	CapEx Optimization	✓ **More efficient** expansion investments, **reducing overlap** across footprint, content and platforms	+
DIS- SYNERGIES	**Integration Costs**	× One-time integration costs, mainly driven by IT, severance and other transition-related expenses	−
	Pillar 2 Taxation	× Potential tax impact from the global minimum tax rules (Pillar Two) applicable to the combined group	−
	Revenue	✓ Further revenue synergies from expanding **lifelong learning and program cross-selling**	**Additional Upside**

1. ~80% of synergies captured **within the first 3 years**
2. **Independent third-party** synergy assessment developed through a **bottom-up clean team review**

Lower Relative Synergies/Dis-Synergies ◯ ▸ ● Higher Relative Synergies/Dis-Synergies

Source: Company Filings and independent third-party. Note: (1) Based on the unaffected date as of August 31, 2026, the last trading day prior to public disclosure of the transaction. (2) Independent third-party synergy assessment; assumes a 4.3% perpetual growth rate and a 14.01% weighted average cost of capital (WACC). (3) Synergy estimates represent net synergies after deducting integration costs and Pillar Two tax effects.

Not for public distribution in the United States.

UNLOCKING THE NEXT CHAPTER

DISCIPLINED INTEGRATION WILL BE KEY TO TURNING STRATEGIC POTENTIAL INTO SHAREHOLDER VALUE

GOVERNANCE IN PLACE

Dedicated integration leadership and clean team planning structure with 12 senior executives from Afya and Yduqs

DAY 1 READINESS

Clear priorities, responsibilities and workstreams prepared for post-closing execution

EXECUTION DISCIPLINE

Integration planning designed to preserve business continuity and protect value creation



DENIS DEL BIANCO:
INTEGRATION MANAGER

Over 25 years of experience in the services industry, holding executive positions at leading companies including Afya, Atento, IBM, TOTVS, and Accenture. Joined Afya in 2019 and has led the Continuing Medical Education business unit since 2023. Currently serves on the boards of Alliant International University. Holds a bachelor's degree in Computer Science from UFRJ and an MBA from IBMEC.

Until closing, the focus is planning.
From day 1, the focus becomes disciplined execution

Planning activities are subject to applicable legal and regulatory restrictions. Operational integration begins only after closing.

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DENIS DEL BIANCO

INTEGRATION MANAGER



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NEXT STEPS AND EXPECTED TIMELINE

SEP 2026
SIGNING AND DEAL ANNOUNCEMENT

OCT 2026
NOTICE FOR EXTRAORDINARY GENERAL MEETING

NOV 2026
EXTRAORDINARY GENERAL MEETING

~12 MONTHS AFTER SIGNING
EXPECTED CLOSING

COMPLETED

- ✓ Approval of the Merger Agreement by the Boards of Directors of both companies
- ✓ Signing of the Merger Agreement by the Executive Directors of both companies
- ✓ Transaction announcement
- ✓ Protocol and Justification of Merger

NEXT STEPS

- ... Shareholder approvals at the Extraordinary General Meetings (YDUQS & Afya)
- ... Antitrust Council (CADE) approval around 12 months after filing
- ... Closing of the transaction

UNLOCKING THE NEXT CHAPTER

INTEGRATION TEAM ESTABLISHED: SIX OVERARCHING WORKSTREAMS UNDER THE IMO

INTEGRATION MANAGEMENT OFFICE (IMO)

01 MASTER PLAN

- Establish priorities, pace and governance of the integration
- Interact with functional workstreams and consultants to consolidate plans and manage milestones and interdependencies across workstreams
- Monitor progress and risks, escalating decisions

02 VALUE CAPTURE

- Synthesize further validation of revenue and cost synergies
- Prioritize and sequence initiatives, considering interdependencies and risks
- Monitor capture vs. targets and integrate into the budget

03 ORGANIZATION & COMPENSATION

- Define organizational structure for Day 1 and the future state
- Define standardized compensation and benefits package
- Support calculation of people impact across all workstreams
- Plan labor relations and unions

04 TALENT, CULTURE & CHANGE MANAGEMENT

- Map critical talent and conduct culture assessments
- Create communication plan aligned with integration milestones, “north star” and strategic narrative
- Define target culture and integration actions
- Plan change management initiatives

05 ACADEMIC ARCHITECTURE

- Establish future curriculum matrix
- Harmonize prerequisites and faculty structure, preceptorship, training and clinical infrastructure
- Define long-term regulatory strategy and quality targets (ENADE, IGC, etc.)

06 IT ARCHITECTURE

- Define the target IT architecture and roadmap
- Develop data migration strategy
- Ensure continuity of systems and data
- Define cybersecurity guidelines, LGPD and data governance

07 TRANSACTION SUPPORT (AD HOC)

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Afya — YDUQS

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STRATEGIC RATIONALE CREATES THE OPPORTUNITY; DISCIPLINED EXECUTION DETERMINES THE RETURN.

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LUIS BLANCO

CFO



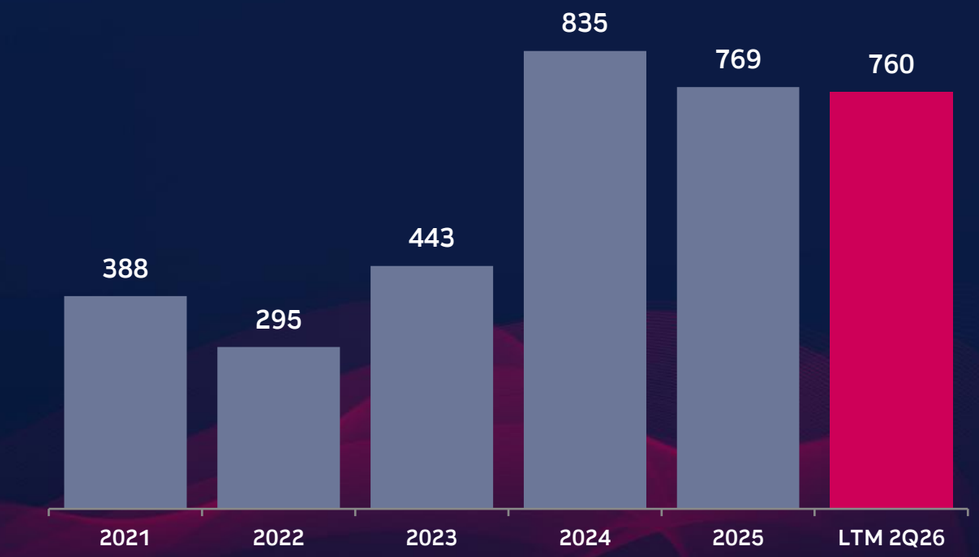
A PROVEN VALUE CREATION MODEL

OUR CONSISTENT EXECUTION HAS DRIVEN SUSTAINED EARNINGS AND CASH GENERATION



FCFE R$ mn

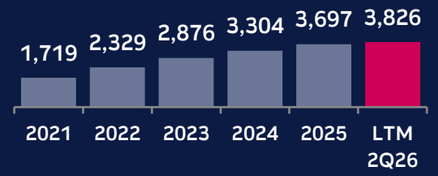
+18.7% CAGR 2021-2025



93.7% operating cash conversion in FY25

REVENUE R$ mn

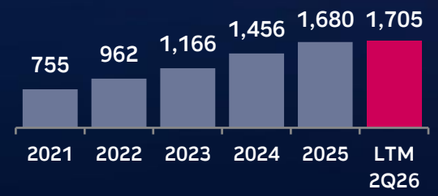
+21.1% CAGR 2021-2025



FY26 guidance: R$3,950 mn - R$4,100 mn

ADJUSTED EBITDA R$ mn

+22.1% CAGR 2021-2025



FY26 guidance: R$1,700 mn- R$1,800 mn

A PROVEN VALUE CREATION MODEL

CAPITAL ALLOCATION ALTERNATIVES

Three complementary uses of cash to support growth and shareholder returns



01

SHAREHOLDER RETURNS

Dividends and buybacks

Distribute cash through dividends and buy back shares when valuations are attractive, without compromising long-term targets.

02

M&A

Selective acquisitions

Expand the core business and add complementary capabilities; integration and synergies create value under disciplined return criteria.

03

CAPEX

Organic growth and operating quality

Invest in medical education capacity and technology to support expansion and strengthen the learning infrastructure.

FCFE BRIDGE | CUMULATIVE 2021-1H26

(1,227)	+	3,256	+	537	+	588	=	3,154
Net debt variation		Acquisitions		Dividends		Buybacks		FCFE

36% of cumulative FCFE returned to shareholders since 2021 (dividends + buybacks: 1,126 of 3,154)

A PROVEN VALUE CREATION MODEL

CAPITAL ALLOCATION ALTERNATIVES

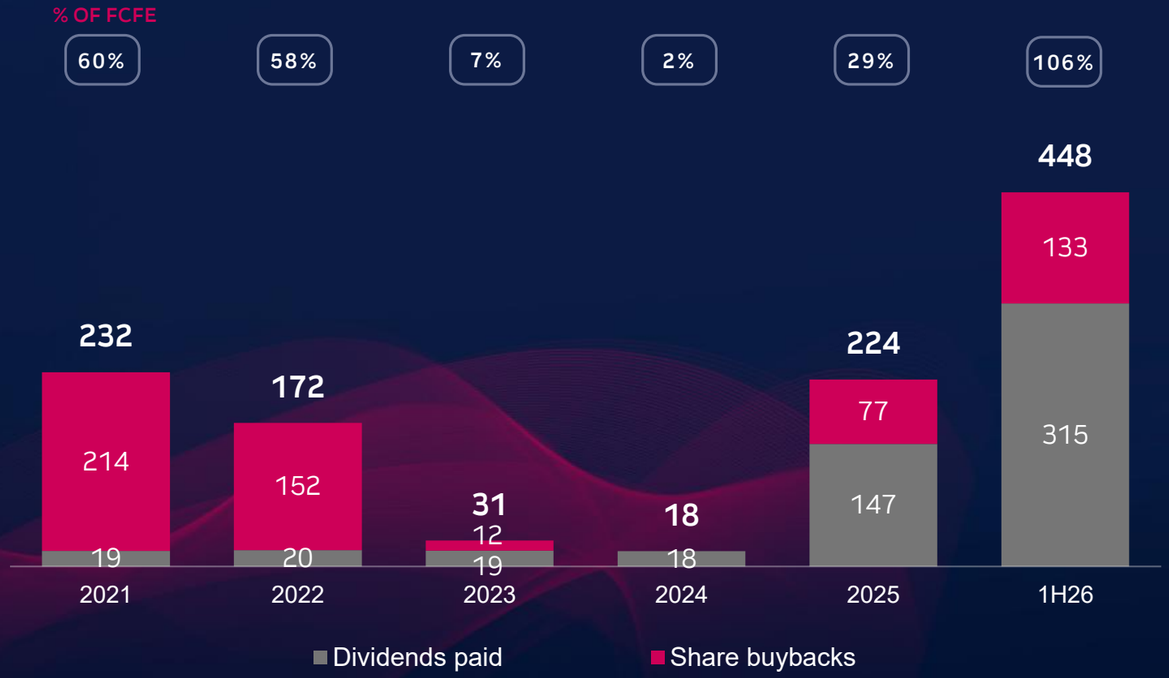
Three complementary uses of cash to support growth and shareholder returns



SHAREHOLDER RETURNS

Dividends and buybacks

We have consistently returned capital to shareholders through dividends and buybacks while not compromising our long-term targets



36%

of cumulative FCFE returned to shareholders since 2021

R$1,126mn of R$3,154mn

% of FCFE = (dividends paid + share buybacks) / FCFE of the period. 1H26 based on 1H26 FCFE (not LTM). R$ mn.

A PROVEN VALUE CREATION MODEL

M&A: OUR ACQUISITIONS HAVE EXPANDED OUR PLATFORM WHILE PRESERVING VALUATION DISCIPLINE

R$4.6bn

ACROSS 22 DEALS IN UNDERGRAD & DIGITAL

SELECTIVE

Only assets that fit strategic and financial criteria

VALUE-DRIVEN

Entry valuation assessed against mature earnings potential

INTEGRATION-PROVEN

Repeated execution across multiple medical platforms

UNDERGRADUATE

11 deals · Aug 2019 – May 2025

R$4.1bn	4.6x	1,979
Total purchase price	Avg. EV/EBITDA	Medical seats acquired

FCMPB · UNIDOM · FUNIC · FESAR · UniRedentor · UNIGRANRIO · IPEC · UNIMA&FCM JABOATÃO · UniSL · Garanhuns · UNIFIPMoc & FIP Guanambi

DIGITAL & TECH

11 deals · Jul 2020 – May 2022

R$0.5bn	4.1x	8 + 3
Total purchase price	Avg. EV/SALES	Physician software + medical content

iClinic · PEBMED · RXPRO · Glic · Cliquefarma · Medicinae · Shosp · MedPhone · CardioPapers · Além da Medicina · Medical Harbour

AVERAGE IRR BACKTEST AND MARGIN INCREASE

24.3% UNIGRANRIO | **23.9%** UNIMA | **21.0%** UNIDOM | **12.7%** INCREASE IN AVERAGE MARGIN

EXPANDING SHAREHOLDER VALUE

YDUQS:
10 YEARS IN ONE: THE COMBINATION ACCELERATES A DECADE OF VALUE CREATION IN A SINGLE STEP

Transformational scale at an entry point more attractive than our historical capital allocation discipline

Why now?

3.8x
EV/EBITDA

2.7x after synergies

1.6x
Leverage

Strong deleveraging journey of the Combined Company, from 1.8x in 2021 to 1.2x net debt/EBITDA

1.2bn
FCFE CombinedCo

As of LTM 2Q26, the Combined Company reflects both companies' track record of stable and growing cash generation

YDUQS multiples at unaffected price

EXPANDING SHAREHOLDER VALUE

THE COMBINATION:
FROM SIGNING TO CLOSING, DISTRIBUTIONS RETURN CASH WHILE THE TOP-UP PRESERVES THE AGREED ECONOMIC BALANCE

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YDUQS' SHAREHOLDERS RECEIVED THE GREATER OF:

R$750mn
minimum distribution or

FCFE
generated during the period

AFYA'S SHAREHOLDERS RECEIVED:

FCFE
generated during the period plus, if applicable

TOP-UP
additional distribution to preserve the agreed Economic balance between shareholder bases (69% / 31%)

ILLUSTRATIVE EXAMPLE BASED ON YDUQS' 2026 FCFE GUIDANCE MIDPOINT AND AFYA'S LTM 2Q26 FCFE:

R$750mn – **R$570mn** = **R$180mn**

R$750mn: YDUQS minimum distribution
R$570mn: Midpoint of YDUQS' 2026 FCFE guidance
R$180mn: YDUQS' distribution above FCFE

R$180mn x **69%/31%** = **R$400mn** + **R$760mn** = **R$1.2bn**

R$180mn: YDUQS' distribution above FCFE
69%/31%: Top-up factor
R$400mn: Illustrative Top-up
R$760mn: Afya's LTM 2Q26 FCFE
R$1.2bn: Illustrative Afya Shareholder Distribution

EXPANDING SHAREHOLDER VALUE

YDUQS:
A BROADER PLATFORM EXPANDS OUR M&A OPPORTUNITY SET WITHOUT CHANGING OUR RETURN DISCIPLINE

AFYA STANDALONE MAPPED OPPORTUNITIES

89
Companies

12k
Medical Seats



COMBINEDCO MAPPED OPPORTUNITIES

135
Companies

21k
Medical Seats

A LARGER OPPORTUNITY SET DOES NOT LOWER OUR RETURN THRESHOLDS. IT INCREASES OUR ABILITY TO BE SELECTIVE.

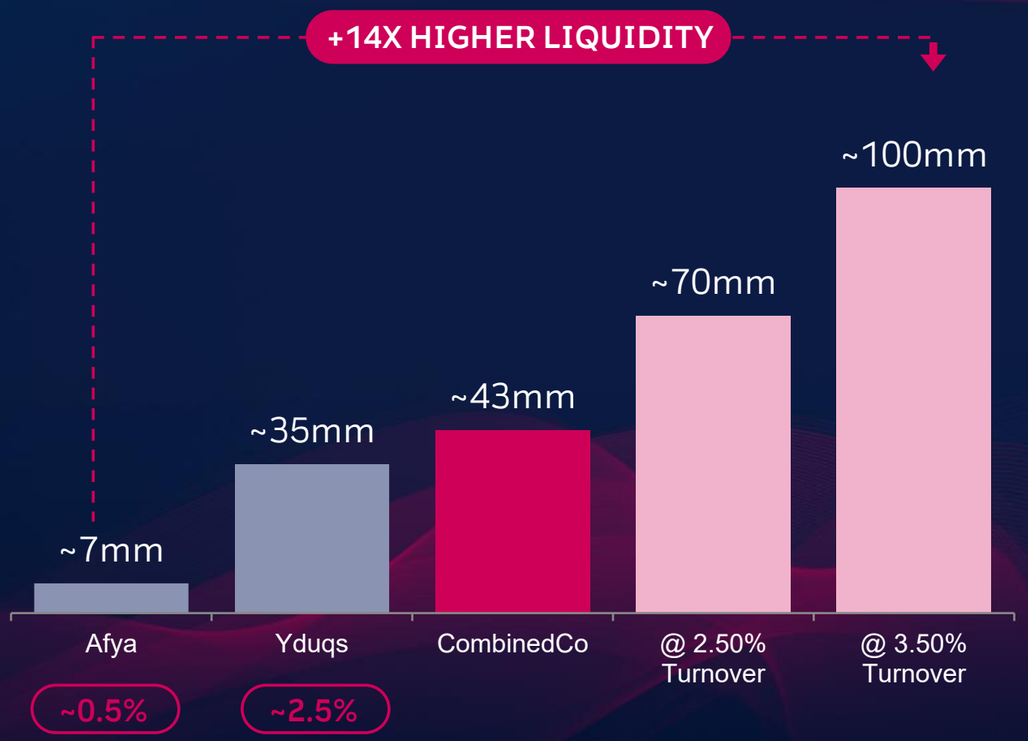
EXPANDING SHAREHOLDER VALUE

THE COMBINED COMPANY COULD CREATE A STEP-CHANGE IN TRADING LIQUIDITY, INDEX ELIGIBILITY AND INVESTOR REACH

COMBINEDCO LIQUIDITY ACROSS DIFFERENT TURNOVER SCENARIOS

(90D ADTV)

% Turnover



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HIGHER LIQUIDITY

The transaction could establish the CombinedCo as the sector's most liquid stock, with up to **14x+** higher trading liquidity than Afya standalone

GLOBAL INDICES RELEVANT

- MSCI LatAm
- MSCI Brazil
- MSCI Emerging Markets Small Cap

LOCAL INDICES RELEVANT

IBOV | ISE B3 | IBrX 100

A PROVEN VALUE CREATION MODEL

CAPITAL ALLOCATION ALTERNATIVES

Three complementary uses of cash to support growth and shareholder returns

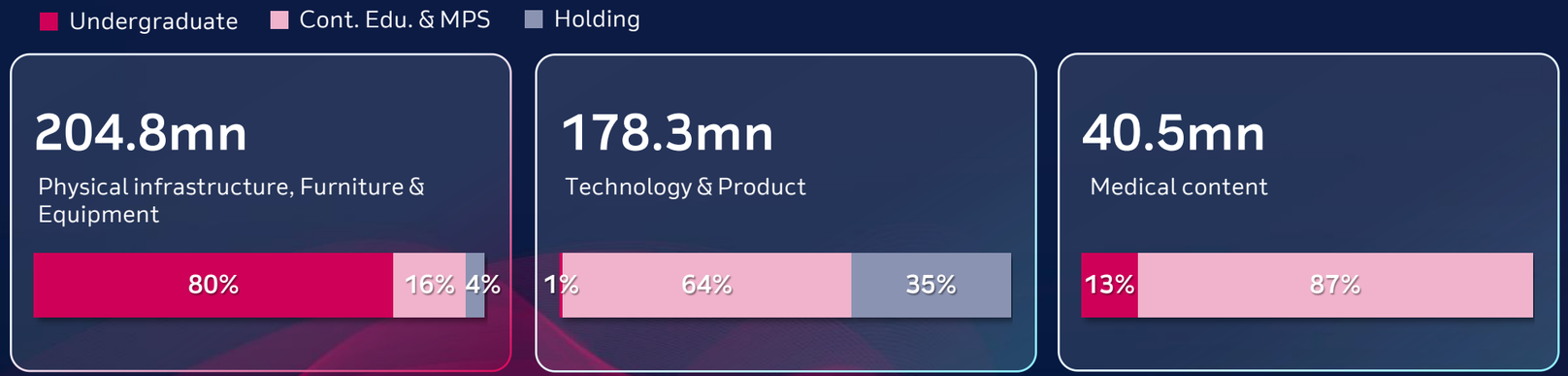


CAPEX

Organic growth and operating quality

Invest in medical education capacity and technology to support expansion and strengthen the learning infrastructure.

ORGANIC CAPEX | 2025-1H26 (R$)



TECHNOLOGY & PRODUCT INVESTMENT HIGHLIGHTS

63mn Platform, Foundation & AI

17.3mn Whitebook

12.8mn iClinic

6.8mn Cross & B2B

4.7mn Prescriptions

9.2mn Others

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FROM BUILDING THE PLATFORM TO UNLOCKING THE FULL POTENTIAL OF OUR ECOSYSTEM

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LÉLIO SOUZA

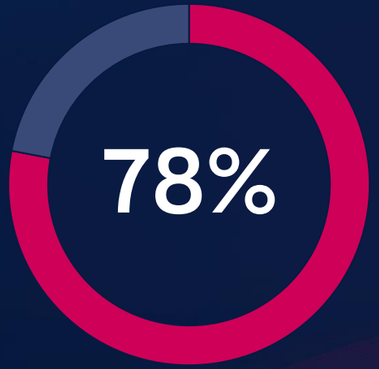
VP OF MEDICAL SERVICES



THE PHYSICIAN ECOSYSTEM

OUR ECOSYSTEM IN NUMBERS

A large and engaged physician community across education, practice and career.



of physicians in Brazil
use or have used at least one product within the ecosystem

REACH

+508k
registered physicians
across the ecosystem

+294k
monthly active users
across the ecosystem

MEDICAL PRACTICE

+212k
monthly active users
of medical practice solutions

+200k
active paying users
of medical practice solutions

EDUCATION

+56k
active continuing medical education students

+26k
undergraduate medical students

THE PHYSICIAN ECOSYSTEM

THE PHYSICIAN FLYWHEEL

A self-reinforcing loop: every physician we engage generates data that improves our products, which in turn attracts and retains more physicians.

SELF-REINFORCING GROWTH

More physicians → more data → better experiences → more physicians



AUDIENCE

Attract and engage physicians through relevant content and services

B2C & B2B

01

AFYA
PHYSICIAN
ECOSYSTEM

02

DATA

Proprietary behavioral and clinical data

B2B

03

EXPERIENCE

Leveraging data to improve product offering and experience

THE PHYSICIAN ECOSYSTEM

BUILDING THE FOUNDATION FOR GREATER IMPACT



Foundation Platform

Enabling audience growth

A scalable platform to attract, engage and grow our audience.

+

Continuing Education and Medical Practice Solutions BUs' integration

Uniting our portfolios to deliver a seamless experience for physicians across their professional journey.

Single Sign On and Unified Data Platform

One login. One source of truth. A unified view of our audience.

Reach the same audience: Physicians

A more integrated experience across education, practice solutions and beyond.

THE PHYSICIAN ECOSYSTEM

AUDIENCE DIMENSIONS

HOW TO CREATE VALUE



VOLUME

OF ACTIVE PHYSICIANS

How many physicians we reach, identify, authenticate and understand.

FREQUENCY

OF INTERACTIONS

How often physicians return to the ecosystem for learning, practice support, or tools.

DEPTH

OF USAGE

How long physicians stay, how far they browse, and the quality of attention they generate

LEADING SOLUTIONS

LEADING SOLUTIONS ATTRACTING QUALIFIED AUDIENCE

Afya WHITEBOOK

- **+409k** Registered physicians
- **109k** Whitebook AI users
- **+32mn** search queries annually

NPS 86

Afya iCLINIC

- **+50k** active subscribers
- **+3mn** patient consultations per month

NPS 52

Afya EDUCAÇÃO MÉDICA

- **+10.2k** active graduate students
- **+1.2mn** hours of educational content consumed

NPS 68

Prescriptions

- **+19mn** prescriptions annually
- **+26%** YoY growth
- **+46k** prescribing physicians

LEADING SOLUTIONS

Afya WHITEBOOK

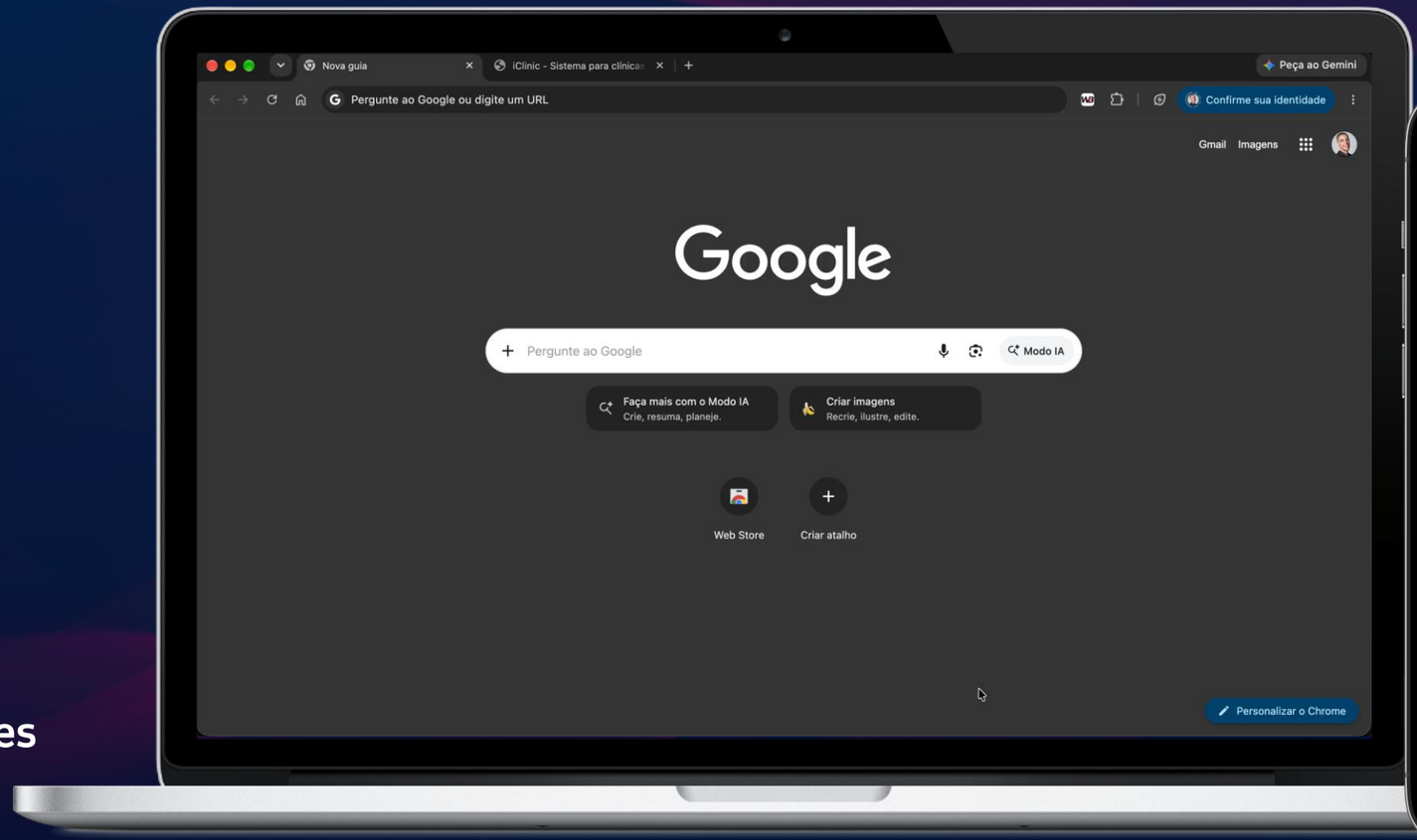
109k
Whitebook AI users

+3mn
AI-powered searches

13%
of users engage with the solution daily

Accelerating AI capabilities
to stay competitive

CHROME EXTENSION



WB ASSIST



AFYA DAY 2026 · SPEAKER

DAYANNA QUINTANILHA

RESEARCH CENTER



OUR DAILY PHYSICIAN RELATIONSHIP CAN GENERATE CLINICAL INTELLIGENCE AT SCALE

Routine physician interactions can provide an additional signal to help clinical teams identify changing information needs and respond faster.

WHITEBOOK:
CASE-STUDY BASE

01

DAILY ENGAGEMENT

Physicians consult Whitebook during clinical practice

02

SIGNAL DETECTION

Search trends are compared with historical and seasonal patterns

03

REGIONAL INSIGHTS

Signals are mapped by topic and location

04

CLINICAL VALIDATION

Clinical teams assess relevance and define appropriate actions

05

TARGETED COMMUNICATION

Evidence-based content addresses identified information needs.

+171k

Monthly Active Physicians in 2Q26

Digital engagement creates value beyond the individual interaction.
It also becomes a source of health-system intelligence.

WHITEBOOK RADAR

FROM SIGNAL TO ACTION: A SHARP INCREASE IN MEASLES SEARCHES TRIGGERED TARGETED CLINICAL COMMUNICATION

PEDIATRIC MEASLES-RELATED ACCESS



Daily accesses rose from 15 on average in July to 260 on August 7 (17.5x)

28 confirmed cases in São Paulo through epidemiological week 35

MEASLES CASES RISING IN SÃO PAULO

Whitebook Radar identified a marked increase. Review updated diagnostic criteria and clinical management.

Notification representation based on the original push

70,838

PHYSICIANS REACHED

Pediatricians, general practitioners, internists and infectious disease specialists

WHITEBOOK RADAR

THE POTENTIAL GOES BEYOND A SINGLE CASE: PHYSICIAN ENGAGEMENT CAN SUPPORT A BROADER HEALTH-SYSTEM RESPONSE

WHAT WE ALREADY KNOW

278/478

State-disease series showed a better explanatory fit when Whitebook search data were included

27

Regions

In a dengue forecasting study, physician-search data improved forecasting performance across most regions under reporting delays

WHAT COMES NEXT

VALIDATE	Detector accuracy and thresholds
SCALE	Across diseases and regions
UNDERSTAND	Potential downstream health outcomes
MEASURE	Impact on information reach and clinical decisions

Our digital scale can create value for physicians, **for Afya and for the health system they serve**

LEADING SOLUTIONS

Afya iCLINIC

+50k
payers

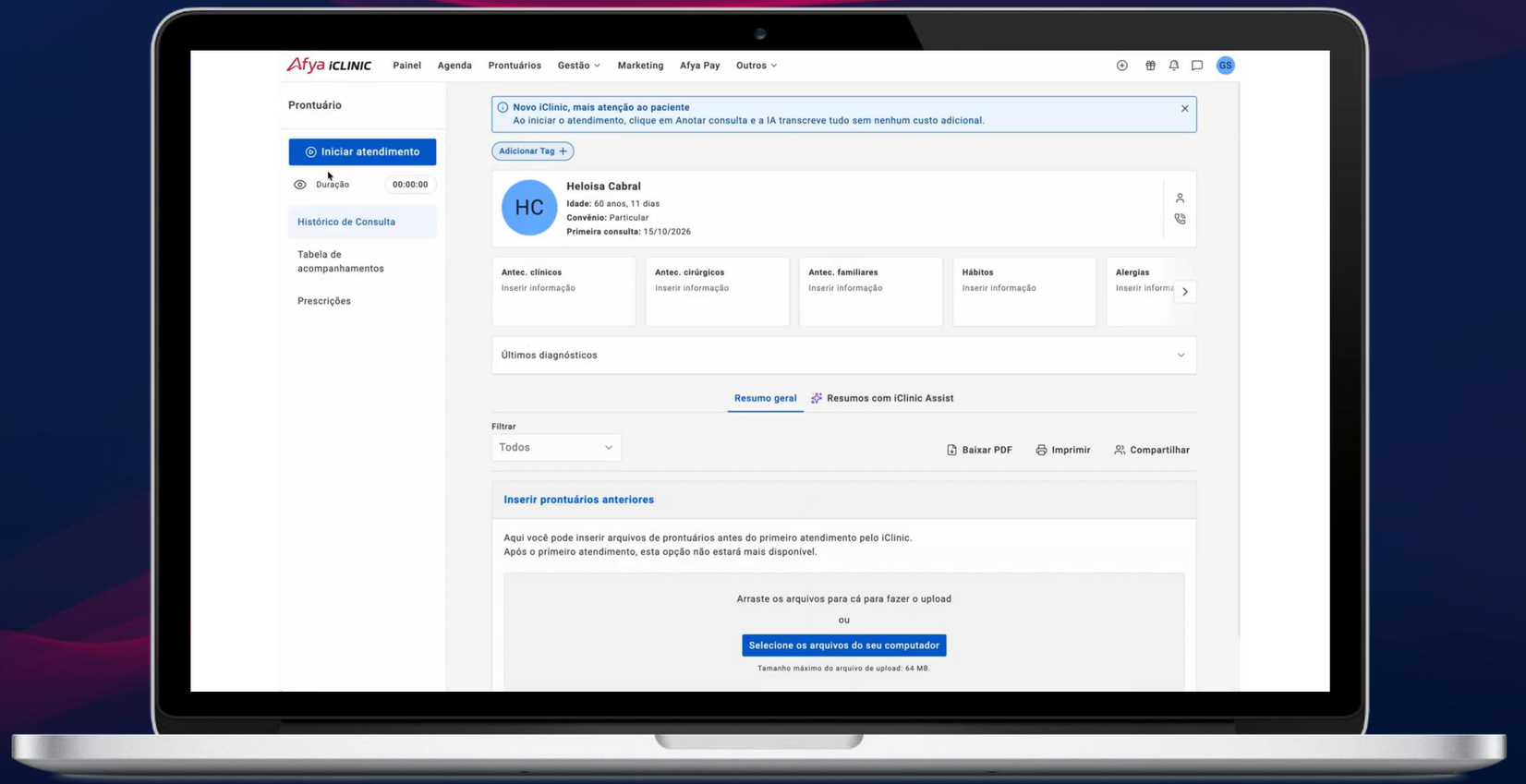
+36k
monthly active users – physicians

+3mn
patients consultations per month

As of 06/30/2026

iCLINIC ASSIST

AfyaDay



LEADING SOLUTIONS

PRESCRIPTION

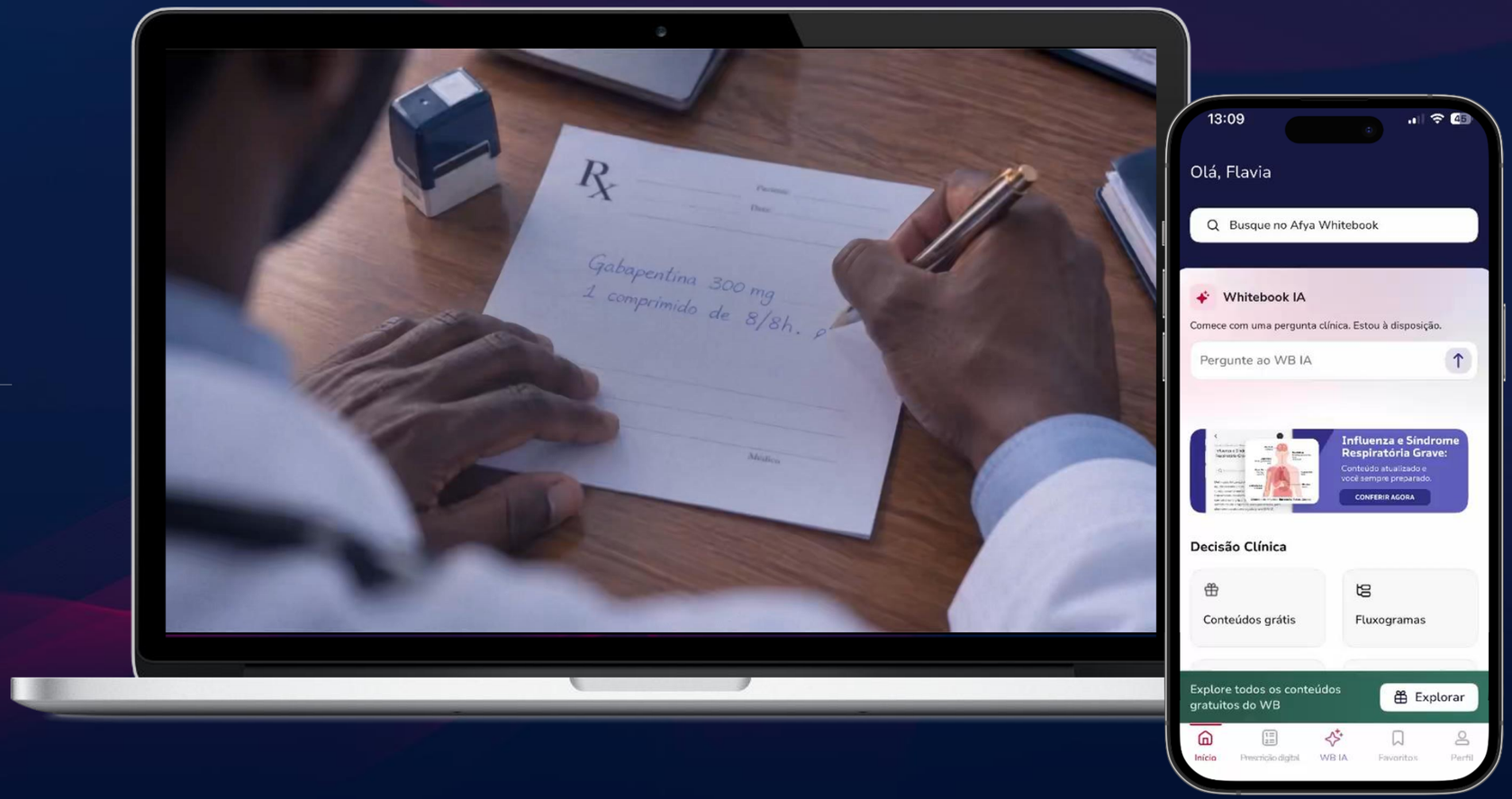
+46k

prescribing physicians

+19mn

prescriptions annually

CHROME EXTENSION



LEADING SOLUTIONS

Afya EDUCAÇÃO MÉDICA

+46k

patient visits across our in-person healthcare facilities

+2.7k

medical update materials produced

+250

courses in our portfolio



LAUNCHING Q1 2027

AfyaDay

LEADING SOLUTIONS

WE USE OUR OWN UNITS FROM MONDAY TO THURSDAY TO BUILD A MEDICAL AUDIENCE

161 events

18 events with pharma

25 units

120 partnerships

2,384 leads generated

1,541 physicians impacted

3,478 students impacted

R$237k

BELO HORIZONTE

Revenue generated through a pilot to monetize our outpatient clinics throughout the week



Afya EDUCAÇÃO MÉDICA

LEADING SOLUTIONS

AUDIENCE GENERATED



+508k registered physicians across the ecosystem

1mn subscribers across 10 YouTube channels

87k members across WhatsApp communities

+294k monthly active users across the ecosystem

27k subscribers to the Afya News podcast on Spotify

+340k monthly users on Portal Afya

Afya

AfyaDay

WHAT IF WE CONNECT OUR ENTIRE AUDIENCE?

AFYA ONE · CONNECTING THE AUDIENCE

ONE ECOSYSTEM ACROSS THE PHYSICIAN JOURNEY



STUDENT



GENERALIST



SPECIALIST



SENIOR

Afya EDUCAÇÃO MÉDICA **Medical update content**

Communities

practice
Whitebook

practice
iClinic + Prescriptions

learn
Afya Play + Medcel

learn
Post Graduation

learn
Title Prep

learn
Hard & Soft Skills Fellowship

AFYA ONE · MONETIZATION

MONETIZATION



B2C

Direct revenue from physicians

Subscriptions
Whitebook, iClinic and premium content

Courses and graduate programs
Medical education and specialty titles

Tools and individual plans
Prescription, calculators and clinical solutions

Events and certifications
Congresses, symposia and programs

B2B

Institutional revenue

Pharmaceutical industry
Content, campaigns, education and data (aggregated and anonymized)

Other industries
Equipment, diagnostics, insurance, technology and services

Healthcare and education institutions
Solutions for hospitals, clinics, networks and medical education programs



AFYA ONE · MONETIZATION

PRESCRIPTIONS: A KEY MONETIZATION DRIVER



+19mn
prescriptions annually

+26%
YoY growth in prescription volume in 2Q26

+46k
prescribing physicians

+109%
YoY growth in B2B Sponsored Prescription Placement sales in 2Q26

Q&A SESSION

AfyaDay