



Seale & Associates

EDUCATION SERVICES
Q1 2023
VALUATION UPDATE

Introduction

We are pleased to share our Education Services Multiples Valuation Update for Q1 2023.

At Seale & Associates, we are committed to providing process-driven solutions designed to optimize value and achieve our clients' strategic objectives in a range of transactions including Mergers, Acquisitions, Divestitures and Carve-Outs, Business Sales, Recapitalizations, and Joint Ventures, among other corporate finance and strategy consulting services.

Over the course of 23+ years, we have successfully served clients all over the world, and we are delighted to continue providing investment banking advisory services to our Education Services clients that are looking to grow through acquisitions or optimize their portfolios through strategic divestitures.

Seale has extensive experience advising leading multinational companies, private equity firms and family-owned businesses across a wide range of industries.



James A. Seale | President
jseale@sealeassociates.com



Brett M. Carmel | Senior Managing Director
bcarmel@sealeassociates.com



Robert Whitney | Managing Director
rwhitney@sealeassociates.com



Sergio Garcia del Bosque | Managing Director
sgarcia@sealeassociates.com



Carlos Hernández | Managing Director
chernandez@sealeassociates.com



Alejandro Montemayor | Vice President
amontemayor@sealeassociates.com

SEALE & ASSOCIATES' SECTOR RELEVANT EXPERIENCE

GRUPO EDUCATIVO IEJV

TARGET: Grupo Educativo IEJV

TRANSACTION TYPE: Divestiture advisory

INDUSTRIES: Education

GEOGRAPHY: San Luis Potosi, Mexico

SITUATION

Seale & Associates acted as exclusive financial advisor to the shareholders of Grupo Educativo Instituto Educativo Jose Vasconcelos ("IEJV") in the divestiture of its business, which comprises two secondary schools and a higher education institution with more than 4,300 students.

SEALE & ASSOCIATES' APPROACH

Seale managed a competitive auction process with potential strategic and financial buyers for Grupo Educativo IEJV. Seale's disciplined approach allowed our client to maintain momentum and negotiating leverage throughout the process and ensure closing at a premium value and more favorable terms.

OUTCOME

The process resulted in the sale of Grupo Educativo IEJV's business to Nacer Global, a leading Mexican conglomerate with interests in education and the media, whose educational network is comprised by more than 250,000 students, over 7,000 teachers, 14 brands, and 82 higher education institutions.



has been acquired by

"Grupo IEJV is one of the main educational institutions in San Luis Potosi and has achieved incredible recognition in the market due to their high-quality education and their accessible tuitions."

Sergio Garcia Del Bosque, Managing Director, Seale & Associates

SEALE & ASSOCIATES' SECTOR RELEVANT EXPERIENCE

ANNE SULLIVAN

TARGET: Anne Sullivan

TRANSACTION TYPE: Divestiture advisory

INDUSTRIES: Education

GEOGRAPHY: Mexico City, Mexico

SITUATION

Seale & Associates acted as exclusive financial advisor to the shareholders of Anne Sullivan in the divestiture of its business to Discovery Americas through its educational platform Merited, which invests in schools throughout the Mexican Republic.

SEALE & ASSOCIATES' APPROACH

Seale managed a competitive auction process with potential strategic and financial buyers for Anne Sullivan. Seale's disciplined approach allowed our client to maintain momentum and negotiating leverage throughout the process and ensure closing at a premium value and more favorable terms.

OUTCOME

The process resulted in a partnership and a few years later turned out to be a successful acquisition of Anne Sullivan by Discovery Americas, which is a leading Mexican private equity fund than invests in education, health financial services, transport and logistics sectors.



has been acquired by











"For us, the sale of the school was a complex issue, both financially and emotionally. Thanks to the seriousness and professionalism of the team at Seale, we were able to have the required support to make reasonable decisions. This, and the overall quality of guidance throughout the process, confirmed that we had made the right decision.





Without the support and empathy that they showed along the way, the result would not have been optimal. I would not hesitate for a moment to work with them again."

Carlos Barron, Owner, Anne Sullivan

Educational Institutions Global Comparable Public Companies




Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		First Quarter Mar. 31, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
AcadeMedia AB (publ)	 SWE	\$527	\$1,530	\$1,420	10.1%	6.0x	5.3x	5.2x	1.1x	
Adtalem Global Education Inc.	 USA	\$1,755	\$2,456	\$1,445	24.0%	8.8x	7.7x	6.4x	1.7x	
American Public Education, Inc.	 USA	\$103	\$249	\$606	7.4%	6.8x	6.7x	3.9x	0.4x	
Anima Holding S.A.	 BRA	\$187	\$1,178	\$674	22.3%	13.2x	7.8x	6.0x	1.7x	
Laureate Education, Inc.	 USA	\$1,846	\$2,409	\$1,242	26.5%	9.4x	5.4x	6.0x	1.9x	
Perdoceo Education Corporation	 USA	\$902	\$427	\$695	21.9%	2.4x	1.9x	2.5x	0.6x	
Ser Educacional S.A.	 BRA	\$82	\$327	\$317	18.0%	5.5x	4.7x	4.3x	1.0x	
Strategic Education, Inc.	 USA	\$2,170	\$2,193	\$1,065	12.6%	6.9x	7.1x	13.5x	2.1x	
Yduqs Participações S.A.	 BRA	\$404	\$1,247	\$863	24.3%	10.4x	6.8x	4.6x	1.4x	
■ Excluded from mean and median						Mean	8.4x	5.9x	4.9x	1.3x
						Median	7.9x	6.7x	4.9x	1.4x

Tutoring and Exam Preparation Global Comparable Public Companies
















Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		First Quarter Mar. 31, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
Digital Daesung Co., Ltd.		KOR	\$133	\$124	\$168	19.5%	7.4x	5.1x	4.0x	0.8x
Graham Holdings Company		USA	\$2,850	\$3,323	\$3,924	13.8%	6.0x	6.0x	5.0x	0.8x
Riso Kyoiku Co., Ltd.		JPN	\$382	\$331	\$231	9.0%	25.5x	14.0x	14.8x	1.4x
Vasta Platform Limited		BRA	\$264	\$398	\$239	27.3%	30.7x	23.5x	6.2x	1.7x
						Mean	6.7x	5.5x	5.0x	1.2x
						Median	6.7x	5.5x	5.0x	1.1x

■ Excluded from mean and median

Educational Materials Global Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		First Quarter Mar. 31, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
Bloomsbury Publishing Plc		GBR	\$448	\$411	\$294	12.2%	10.3x	9.6x	10.2x	1.3x
John Wiley & Sons, Inc.		USA	\$2,136	\$3,094	\$2,039	14.2%	11.4x	10.2x	10.4x	1.5x
Pearson plc		GBR	\$7,457	\$8,385	\$4,628	12.9%	13.0x	12.8x	12.3x	1.8x
						Mean	11.6x	10.9x	11.0x	1.5x
						Median	11.4x	10.2x	10.4x	1.5x

Education – Q1 Global Transactions

Date	Target	Country	Description	Buyer	Seller	% Acquired	Size US\$M	EV/ EBITDA	EV/ Revenue
Mar-23	 Dorsey College	USA	Provides career training education programs	LINDENWOOD UNIVERSITY	-	100.0%	-	-	-
Mar-23	Faculdade de Medicina de Itumbiara LTDA	BRA	Offers medicinal trainings and courses	Clariens Educação	IMEPAC CENTRO UNIVERSITÁRIO	100.0%	-	-	-
Mar-23	 QUOTTLY	USA	Offers online educational courses	parchment		100.0%	-	-	-
Mar-23	 epigeum	GBR	Provides online courses for universities and colleges	Sage	OXFORD UNIVERSITY PRESS	100.0%	-	-	-
Mar-23	Pearson Italia S.p.A	ITA	Offers online training for primary and secondary school teachers	Undisclosed	Pearson	100.0%	-	-	-
Feb-23	 CODING DOJO	USA	Offers computer programming and general technology development	PERDOCEO EDUCATION CORPORATION	EASTWARD CAPITAL PARTNERS	100.0%	\$81.4	-	-
Feb-23	 ENHANCED Prep	USA	Provides tutoring and test preparation services for students	Study.com	-	100.0%	-	-	-
Feb-23	 Major Clarity	USA	Operates an online platform for career tracking and academic planning	PAPER	-	100.0%	-	-	-
Feb-23	 WINSOR LEARNING	USA	Provides online training and education courses	imagine learning	-	100.0%	-	-	-
Jan-23	 base EDUCATION	USA	Operates an online education platform	7 MINDSETS	-	100.0%	-	-	-
Jan-23	 PENNSYLVANIA COLLEGE of HEALTH SCIENCES	USA	Provides nursing and health sciences degrees and certifications	SJU SAINT JOSEPH'S UNIVERSITY	-	100.0%	-	-	-
Jan-23	 MedCof	BRA	Offers online medical courses	WISER EDUCACAO	-	100.0%	-	-	-
Jan-23	 nwea	USA	Non-profit organization that offers educational consulting services	HMH	-	100.0%	-	-	-
Jan-23	 PRESIDIO GRADUATE SCHOOL	USA	Provides MBA, MPA, and Dual MBA/MPA degree programs	UNIVERSITY OF Redlands	-	100.0%	-	-	-
Jan-23	 eventleadership INSTITUTE	USA	Provides online education, training, and professional development programs	pcma	-	100.0%	-	-	-
Jan-23	 EQUITY IMPACT CENTER	USA	Offers a variety of leadership, fellowship and creative programs	SVP PITTSBURGH	-	100.0%	-	-	-

Representative Global Engagements

 has acquired 	 has acquired 	 has sold Triumph Processing - Embee Division to 	 has sold Triumph Air Repair & Triumph Engines businesses to 	 has acquired unified brands from 	 has partnered with a company backed by 	 has acquired 	 has sold the North American guarding business of to 	 has sold to 	 has sold to 	 a subsidiary of has sold A division of Carrier Commercial Refrigeration, Inc. to
 has sold to Daives Baird Pty Ltd a sister company of 	 has acquired 	 has sold to Code Flower Inc.	 has sold its GRACE Membranes Business 	 has sold and to 	 has sold a controlling interest to 	 has been acquired by 	 has sold SENSI CARE and ALOE VESTA to 	 has sold their Sanitaryware Manufacturing Plant to 	 has acquired Multiple snack companies 	 has sold SAFETY • INTEGRITY • EXPERIENCE to
 has sold Commercial Flight Training Business to 	 has been acquired by 	 has sold Oxbow Sulphur, Inc. to 	 has been acquired by 	 has sold to KPAC Holdings, Inc. A private investment group	 has acquired 	 has acquired 	 has acquired 	 has sold its SYCAR Resins business to 	 has sold to Private Equity Partners	 has been acquired by
 has agreed to sell to 	 has acquired KFC Costa Rica from 	 has been acquired by 	 has sold to 	 has sold the Films Business of to 	 has been acquired by 	 has sold to 	 Oxbow's Senior Subordinated debt issued by was refinanced by 	 has sold to 	 has acquired from THE MOORE COMPANY	 sold its concrete pumping business to

Advisor to Leading Companies Worldwide

Contact



Headquarters

901 N. Glebe Road
Piso 5
Arlington, Virginia
+1 (703) 294 6770



Latin America Office

Av. Javier Barros Sierra 495
Piso 3
Park Plaza III
Ciudad de México



Monterrey Office

Av. Lázaro Cárdenas 2225
Piso 3
San Pedro Garza García, N.L.

Please contact us if you would like further information about M&A trends and/or specific transaction multiples for your industry

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Creative Solutions. Trusted Advice.

Founded in 1999, Seale & Associates is a leading global investment bank with extensive experience in mergers and acquisitions and corporate finance advisory services. Seale has an outstanding track record closing hundreds of sell-side and buy-side transactions, more than US\$50 billion in value, across a wide range of industries around the world. Our professionals are trusted advisors maintaining the highest quality and utmost integrity.

+20

YEARS OF EXPERIENCE

+\$40

BILLION CLOSED
TRANSACTIONS GLOBALLY

SERVICES AND SOLUTIONS

- Mergers & Acquisitions
- Divestitures
- Joint Ventures / Alliances
- Takeover Defense Support

- Due Diligence / Support
- Expert Witness Testimony
- Corporate Finance Advisory
- Strategy Consulting

Trusted Advisor to Leading Companies Worldwide

We have worked repeatedly with many of the most well-known companies in the world...

...as well as with many funds, family-offices and privately held companies.



Seale & Associates

Creative Solutions. Trusted Advice.