



# Seale & Associates

EDUCATIONAL SERVICES  
INDUSTRY  
Q3 2024  
VALUATION UPDATE

25 years



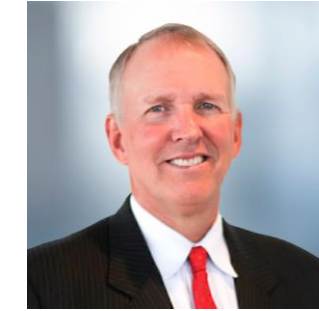
# Introduction

We are pleased to share our Educational Services Industry Multiples Valuation Update for Q3 2024.

At Seale & Associates, we are committed to providing process-driven solutions designed to optimize value and achieve our client's 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 25+ years, we have successfully served clients all over the world, and we are delighted to continue providing investment banking advisory services to our clients who 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.



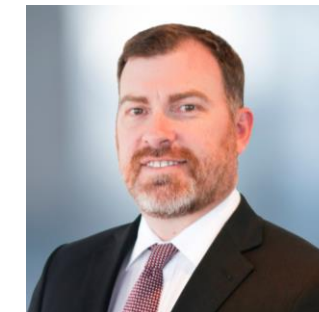
**James A. Seale | President**

[jseale@sealeassociates.com](mailto:jseale@sealeassociates.com)



**Brett M. Carmel | Senior Managing Director**

[bcarmel@sealeassociates.com](mailto:bcarmel@sealeassociates.com)



**Robert Whitney | Managing Director**

[rwhitney@sealeassociates.com](mailto:rwhitney@sealeassociates.com)



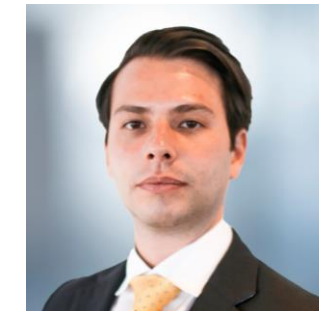
**Sergio Garcia del Bosque | Managing Director**

[sgarcia@sealeassociates.com](mailto:sgarcia@sealeassociates.com)



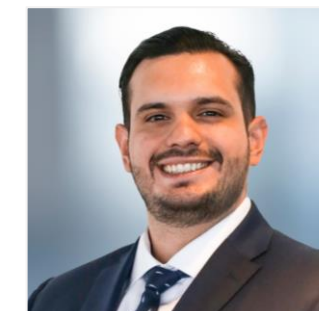
**Carlos Hernández Goudet | Managing Director**

[chernandez@sealeassociates.com](mailto:chernandez@sealeassociates.com)



**Alejandro Montemayor | Vice President**

[amontemayor@sealeassociates.com](mailto:amontemayor@sealeassociates.com)



**Armando Rios | Vice President**

[arios@sealeassociates.com](mailto:arios@sealeassociates.com)



# Table of Contents

**Industry Overview** 4

**Global Comparable Public Companies** 5

**Global Transactions** 8

**About Seale** 9

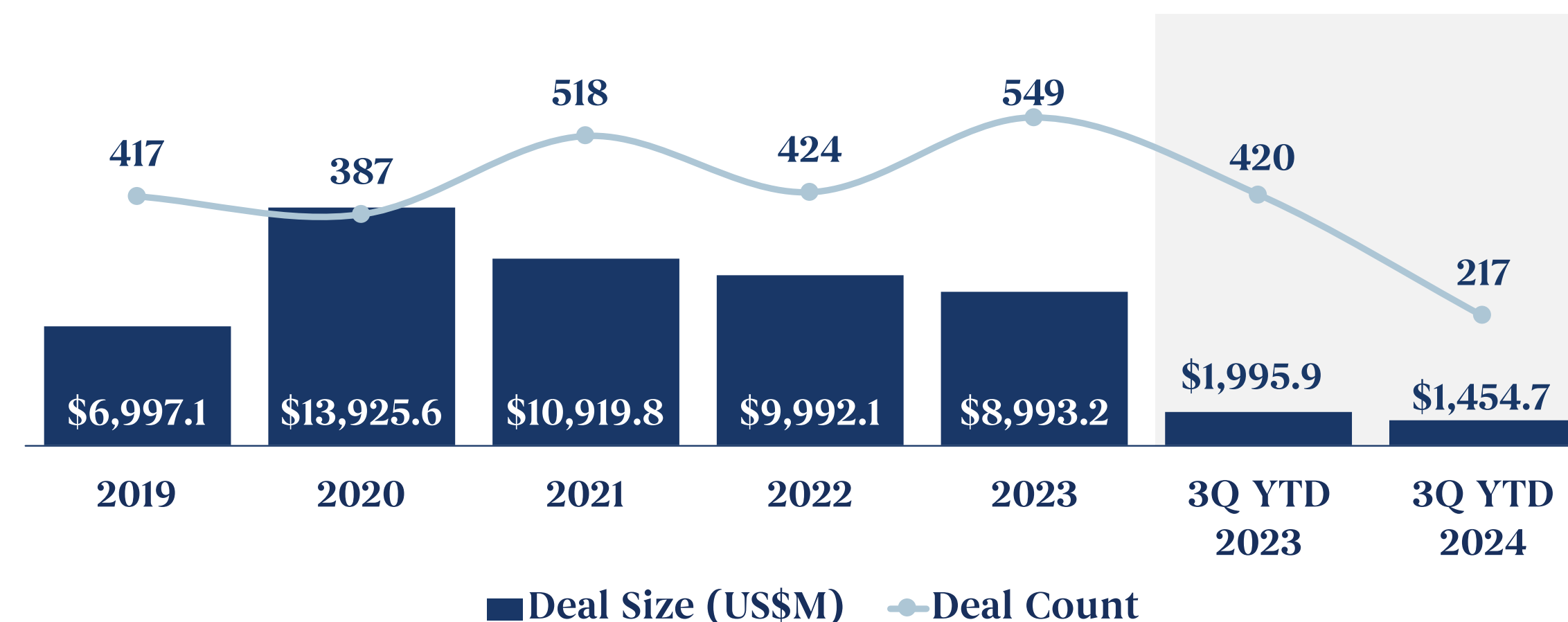


# Educational Services Industry Overview, M&A Trends and Market Intelligence

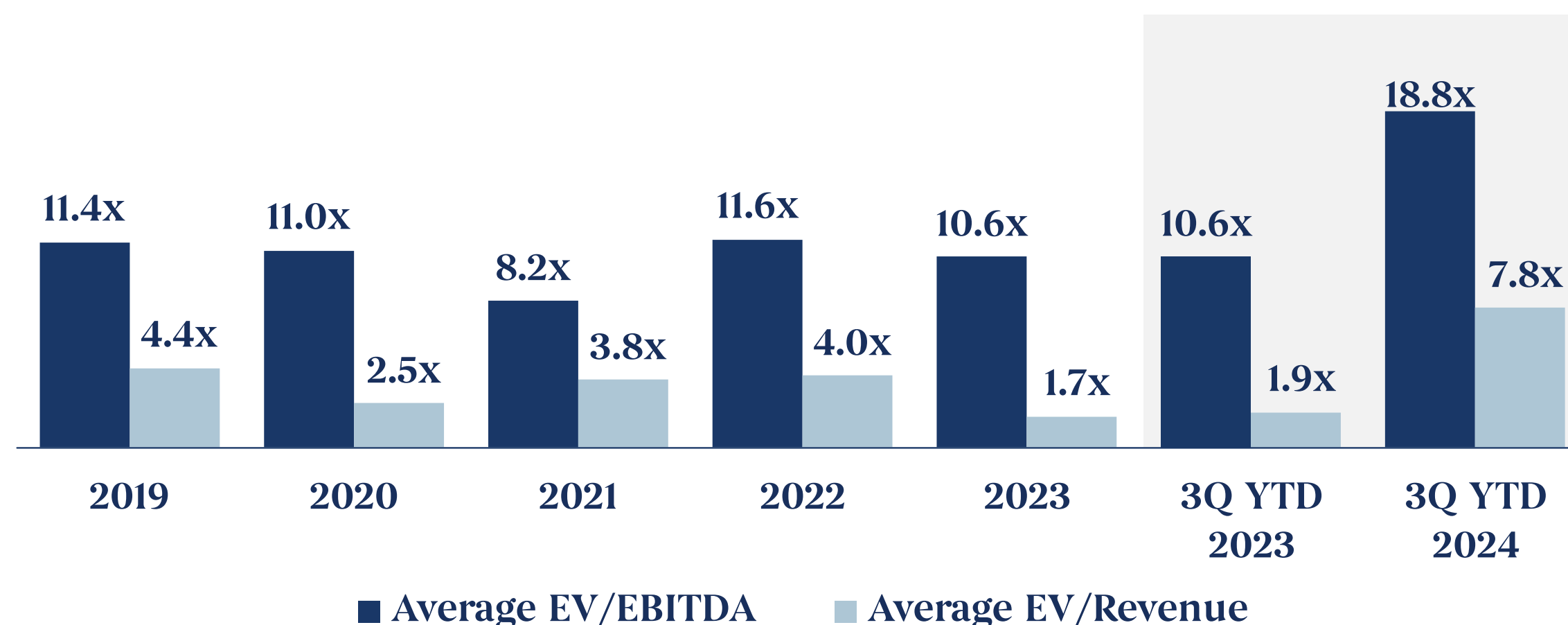
## Educational Services Overview

- The global educational services market was **US\$1,441.9 billion** in 2023 and market is projected to touch **US\$2,395.1 billion** by 2032, at a **CAGR of 5.8%** during the forecast period
- Online education** is witnessing a surge in demand, driven by factors such as **convenience, changing skills requirements, and talent shortages**. The integration of **AI** promises to revolutionize the education landscape with personalized and efficient learning experiences, set to propel the global education market to new heights, with estimates predicting a global increase of approximately **US\$21.0 billion** by 2028.
- Despite a slow start **valuations** for small, mid and large online education companies are back to their **pre-COVID** levels, with the average small and medium companies being valued at **2.0x to 3.0x** TTM revenue.
- Amidst unpredictable economic forecasts, investors **avored midsize transactions**. This pivot toward midsize deals **reflects the industry's cautious optimism**, opting for safer, more distributed capital deployment, and signals future **consolidation opportunities** as smaller companies prove their mettle post-integration.
- As the global economy becomes more **knowledge-based**, there is a growing demand for workers with **higher levels of education and training**.

Education Services Industry M&A Deal Size and Volume



Education Services Industry M&A Average EV/EBITDA and EV/Revenue









Source: Business Research Company, World Economic Forum, Statista, LEK Consulting, Other industry reports

# 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 |       | Third Quarter Sep. 30, 2024 |            |      |
|---------------------------------|---|-------------------|------------------------|---------------|---------------|--------------------------|-------|-----------------------------|------------|------|
|                                 |   |                   |                        |               |               | 2022                     | 2023  | EV/EBITDA                   | EV/Revenue |      |
| AcadeMedia AB (publ)            |  SWE   | \$675             | \$1,836                | \$1,749       | 20.7%         | 5.3x                     | 5.0x  | 5.1x                        | 1.0x       |      |
| Adtalem Global Education Inc.   |  USA   | \$2,845           | \$3,473                | \$1,585       | 24.1%         | 7.7x                     | 6.8x  | 9.1x                        | 2.2x       |      |
| American Public Education, Inc. |  USA   | \$261             | \$376                  | \$611         | 11.1%         | 6.7x                     | 4.4x  | 5.5x                        | 0.6x       |      |
| Ânima Holding S.A.              |  BRA   | \$163             | \$978                  | \$700         | 32.7%         | 7.8x                     | 6.3x  | 4.3x                        | 1.4x       |      |
| Grand Canyon Education, Inc.    |  USA | \$4,121           | \$3,888                | \$1,002       | 31.6%         | 9.2x                     | 12.1x | 12.3x                       | 3.9x       |      |
| Laureate Education, Inc.        |  USA | \$2,534           | \$3,007                | \$1,546       | 32.3%         | 5.4x                     | 5.9x  | 6.0x                        | 1.9x       |      |
| Perdoceo Education Corporation  |  USA | \$1,461           | \$810                  | \$663         | 28.5%         | 1.9x                     | 2.7x  | 4.3x                        | 1.2x       |      |
| Ser Educacional S.A.            |  BRA | \$140             | \$405                  | \$346         | 22.7%         | 4.7x                     | 5.3x  | 5.2x                        | 1.2x       |      |
| Strategic Education, Inc.       |  USA | \$2,256           | \$2,198                | \$1,191       | 20.0%         | 7.1x                     | 13.1x | 9.2x                        | 1.8x       |      |
| Yduqs Participações S.A.        |  BRA | \$493             | \$1,334                | \$974         | 28.3%         | 6.8x                     | 6.3x  | 4.8x                        | 1.4x       |      |
| ■ Excluded from mean and median |   |                   |                        |               |               | <b>Mean</b>              | 6.5x  | 5.7x                        | 5.9x       | 1.5x |
|                                 |   |                   |                        |               |               | <b>Median</b>            | 6.8x  | 6.1x                        | 5.4x       | 1.4x |

# Online Courses Global Comparable Public Companies

| Company                   | Country   | Market Cap. US\$M | Enterprise Value US\$M | Revenue US\$M | EBITDA Margin | Annual Average EV/EBITDA |       | Third Quarter Sep. 30, 2024 |            |      |
|---------------------------|---|-------------------|------------------------|---------------|---------------|--------------------------|-------|-----------------------------|------------|------|
|                           |   |                   |                        |               |               | 2022                     | 2023  | EV/EBITDA                   | EV/Revenue |      |
| Digital Daesung Co., Ltd. |  KOR   | \$140             | \$150                  | \$158         | 17.8%         | 5.1x                     | 4.0x  | 5.3x                        | 0.9x       |      |
| Graham Holdings Company   |  USA   | \$3,592           | \$4,260                | \$4,616       | 13.1%         | 6.0x                     | 5.2x  | 7.1x                        | 0.9x       |      |
| Pearson plc               |  GBR   | \$9,013           | \$10,813               | \$4,757       | 18.7%         | 12.8x                    | 12.7x | 12.1x                       | 2.3x       |      |
| Riso Kyoiku Co., Ltd.     |  JPN   | \$306             | \$245                  | \$229         | 10.1%         | 14.0x                    | 13.1x | 10.6x                       | 1.1x       |      |
| Stride, Inc.              |  USA  | \$3,630           | \$3,444                | \$2,111       | 14.7%         | 8.6x                     | 8.4x  | 11.1x                       | 1.6x       |      |
| Vasta Platform Limited    |  BRA | \$211             | \$354                  | \$288         | 23.4%         | 24.7x                    | 8.7x  | 5.3x                        | 1.2x       |      |
|                           |   |                   |                        |               |               | <b>Mean</b>              | 9.3x  | 7.4x                        | 7.9x       | 1.2x |
|                           |   |                   |                        |               |               | <b>Median</b>            | 10.7x | 8.5x                        | 8.8x       | 1.1x |














■ Excluded from mean and median

# 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 |      | Third Quarter Sep. 30, 2024 |            |      |
|---------------------------------|---|-------------------|------------------------|---------------|---------------|--------------------------|------|-----------------------------|------------|------|
|                                 |   |                   |                        |               |               | 2022                     | 2023 | EV/EBITDA                   | EV/Revenue |      |
| Coursera, Inc.                  |  USA | \$1,246           | \$540                  | \$684         | NM            | NM                       | NM   | NM                          | 0.8x       |      |
| Duolingo, Inc.                  |  USA | \$12,279          | \$11,448               | \$634         | 8.4%          | NM                       | NM   | 213.8x                      | 18.0x      |      |
| Udemy, Inc.                     |  USA | \$1,119           | \$711                  | \$765         | NM            | NM                       | NM   | NM                          | 0.9x       |      |
| ■ Excluded from mean and median |   |                   |                        |               |               | <b>Mean</b>              | NM   | NM                          | NM         | 0.9x |
|                                 |   |                   |                        |               |               | <b>Median</b>            | NM   | NM                          | NM         | 0.9x |



# Educational Services- Global Transactions

| Date   | Target  | Country | Description   | Buyer   | Seller   | % Acquired | Size US\$M | EV/ EBITDA | EV/ Revenue |
|--------|---|---------|---|---|--|------------|------------|------------|-------------|
| Sep-24 |  CROSSKNOWLEDGE                        | FRA     | <b>MS Software International</b> , an affiliate of the global investment firm Regent LP, has acquired <b>CrossKnowledge</b> a provider of distance education solutions, from <b>John Wiley &amp; Sons</b>                   | MS Software International LLC   | <b>WILEY</b>   | 100.0%     | -          | -          | -           |
| Aug-24 |  CALIFORNIA MIRAMAR UNIVERSITY         | USA     | <b>SP Jain</b> , a global business school, has acquired, <b>California Miramar Univeristy</b> , to expand it's footprint in the United States   |  S P Jain School of Global Management<br>DUBAI • MUMBAI • SINGAPORE • SYDNEY | -  | 100.0%     | -          | -          | -           |
| Aug-24 |  PARIS METROPOLITAN UNIVERSITY         | FRA     | <b>Tactical Investments</b> , an investment firm, has acquired <b>Paris Metropolitan University</b> , in an attempt to revitalizing the underperforming entity  | <b>TACTICAL.</b>  | -  | 100.0%     | -          | -          | -           |
| Aug-24 |  St Andrew's College Language Schools | GBR     | <b>Trinity International</b> , specialized in in organizing study abroad opportunities, has acquired <b>St. Andrews College Language Schools</b> , to provide English-as-a-foreign-language courses in the UK, US and Italy |  trinity international ed.  | -  | 100.0%     | -          | -          | -           |
| Jul-24 | Virtual Class Business  | USA     | <b>Proximity Learning</b> , provider of synchronous virtual classes, has acquired the <b>Virtual Class Business</b> from <b>Coursemojo</b>  |  PROXIMITY LEARNING  |  Coursemojo                 | 100.0%     | -          | -          | -           |
| Jul-24 |  Developer Akademie                  | DEU     | <b>Education partners</b> , a leading online education provider, has acquired <b>Developer Akademie</b> , a leading online provider for online trainings  |  EDUCATION PARTNERS  | -  | 100.0%     | -          | -          | -           |
| Jul-24 |  globeducate<br>Shaping the world    | ESP     | <b>Wendel</b> , a public investment firm, has acquired a 50% stake in <b>Globeducate</b> , an organization that owns and operates schools, from Providence  |  WENDEL  |  PROVIDENCE EQUITY PARTNERS | 50.0%      | -          | -          | -           |



# 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.

“Achieved incredible recognition in the market due to their high-quality education”



“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



# 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 that invests in education, health financial services, transport and logistics sectors.

**“I would not hesitate for a moment to work with them again (Seale)”**



*“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



# Sign up for M&A insights

We deliver sector-specific intelligence designed specifically for industry leaders, private equity firms, and their advisors. Our industry reports and featured articles deliver real-time access to key industry data, including:



Emerging industry trends

Quarterly reports covering 30+ industries

Monthly reports for the U.S., Mexico, and Colombia

Transaction analysis and market trends

Valuable insights for industry leaders

**Receive email updates with our proprietary data, reports, and insights as they are published for the industries that matter to you the most**

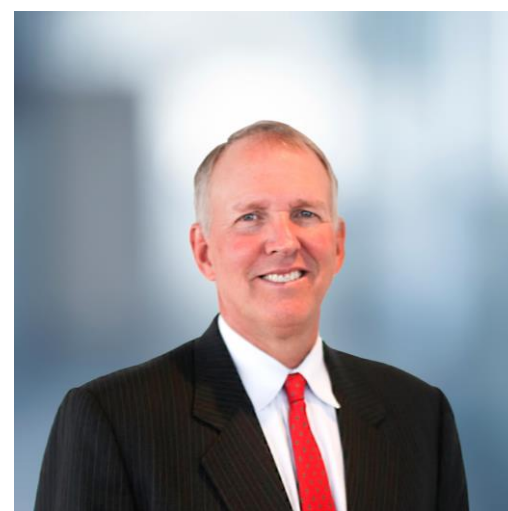
SUBSCRIBE



# Global M&A Representative Engagements

|  |  |   |  |   |   |   |
|--|--|---|--|---|---|---|
| <p><b>BEIJER REF</b></p> <p>has been acquired by</p>  <p>HERITAGE DISTRIBUTION HOLDINGS</p> | <p><b>avangardinnovative</b><br/>MOVING THE CIRCULAR ECONOMY FORWARD</p> <p>has sold a controlling interest to</p>  <p>WASTE MANAGEMENT</p>             | <p><b>ZN</b><br/>ZINC NACIONAL</p> <p>has sold</p> <p><b>GSDKO</b></p> <p>Zinc Oxide Corporation<br/>a subsidiary of</p> <p><b>Korea Zinc</b></p>   | <p><b>Electrolux</b><br/>PROFESSIONAL</p> <p>has acquired</p> <p><b>unified brands</b><br/>a DOVER company</p> <p>from</p> <p><b>DOVER</b></p> | <p><b>Port Contractors</b><br/>STEVEDORES - TERMINAL OPERATORS</p> <p>has been acquired by</p>  <p>ENSTRUCTURE</p>           | <p><b>Oxbow</b></p> <p>Oxbow's Senior Subordinated debt issued by</p>  <p>H.J. BAKER<br/>ESTABLISHED 1888</p> <p>was refinanced by</p> <p><b>BMO</b> </p> | <p><b>Hertz</b></p> <p>has acquired</p>  <p>DONLEN</p> |
| <p><b>Standex</b></p> <p>has sold</p> <p><b>Enginetics</b></p> <p>to</p> <p><b>Enjet</b><br/>AERO</p>  | <p><b>ITT</b></p> <p>has sold</p> <p><b>BURNY</b> <b>KALIBURN</b><br/>IMPROVEMENTS IN SHAPE CUTTING PLASMA CUTTING INNOVATION</p> <p>and</p> <p><b>CNC</b> <b>Cleveland Motion Controls</b></p> <p>to</p> <p><b>LINCOLN ELECTRIC</b></p> | <p><b>Honeywell</b></p> <p>has sold</p> <p><b>TENSOR</b></p> <p>to</p>  <p>GE Power Systems</p>                | <p><b>TRIUMPH™</b></p> <p>has sold</p> <p>Triumph Processing - Embee Division</p> <p>to</p> <p><b>AMP</b><br/>ALL METALS PROCESSING</p>        | <p><b>TRIUMPH™</b></p> <p>has sold</p> <p>Triumph Air Repair, the APU Overhaul Operations of Triumph Aviation Services - Asia, and Triumph Engines businesses</p> <p>to</p> <p><b>TGG</b>   THE GORES GROUP</p> | <p><b>Rheem</b></p> <p>has acquired</p> <p><b>HTPG</b></p>  | <p><b>GRACE</b></p> <p>has sold its GRACE Membranes business</p> <p><b>Uop</b><br/>a subsidiary of</p> <p><b>Honeywell</b></p>            |
| <p><b>convatec</b><br/>- forever caring -</p> <p>has sold</p> <p><b>SENSI CARE</b></p> <p>and</p> <p><b>ALOE VESTA™</b></p> <p>to</p> <p><b>MEDLINE</b></p>                  | <p><b>United Technologies</b></p> <p>has sold</p> <p><b>MobileView</b></p> <p>to</p> <p><b>SAFE FLEET</b><br/>Driving Safety Forward™</p>  | <p><b>United Technologies</b></p> <p>has sold</p> <p><b>HTPG</b><br/>A division of Carrier Commercial Refrigeration, Inc.</p> <p>to</p> <p><b>MONOMOY</b> and <b>Starboard Capital Partners</b></p> | <p><b>LOCKHEED MARTIN</b></p> <p>has sold</p> <p>Commercial Flight Training Business</p> <p>to</p> <p><b>ALTEON</b><br/>A BOEING COMPANY</p>   | <p><b>FLOWSERVE</b></p> <p>has sold</p> <p><b>D&amp;B</b></p> <p>to</p> <p><b>DB</b><br/>DaviesBaird</p>  | <p><b>KBR</b></p> <p>has acquired</p> <p><b>Wabi</b><br/>Wabi Development Corporation</p>   | <p><b>H I G</b><br/>HARRISON GYPSUM, LLC</p> <p>has been recapitalized by</p> <p><b>H. I. G.</b><br/>PRIVATE EQUITY</p>                   |





**JAMES A. SEALE**

President and Founder | Washington, DC

+1 (703) 623-9253

32+ years of global M&A experience, Attorney, CPA Arthur Andersen, and Professor of Global Investment Banking at George Washington University  
University of Virginia - JD  
University of Kentucky - BS in Accounting

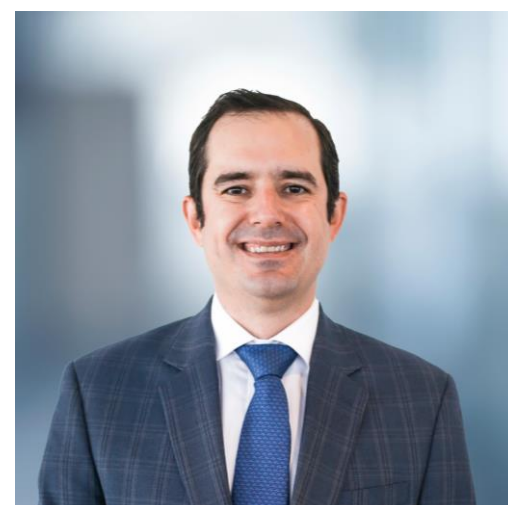


**BRETT M. CARMEL**

Senior Managing Director and Co-founder | Miami, FL

+1 (703) 294-6530

25+ years of global M&A experience and Professor of M&A at Johns Hopkins University  
The George Washington University - MBA International Business and MA - International Affairs  
University of Florida - BA in Political Science with High Honors

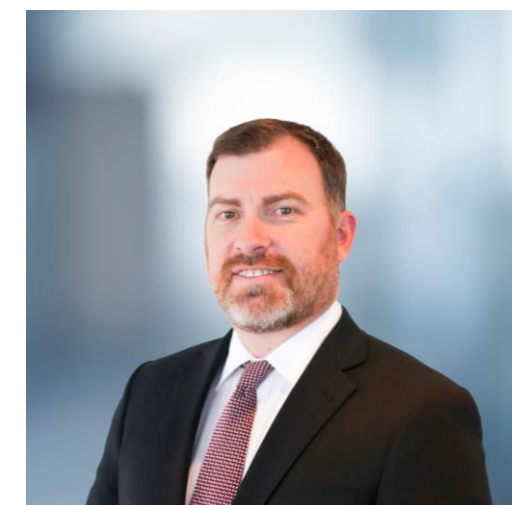


**SERGIO GARCIA DEL BOSQUE**

Managing Director | Mexico City, Mexico

+52 (55) 8000-7463

16+ years of global M&A experience  
IPADE - MBA  
Instituto Tecnológico y de Estudios Superiores de Monterrey  
BS in Industrial Engineering



**ROBERT E. WHITNEY**

Managing Director | Washington, DC

+1 (703) 801-8939

19+ years of global M&A experience, CPA Deloitte & Touche, Corporate Audit and Assurance Services  
University of Richmond - BS Business Administration in Accounting

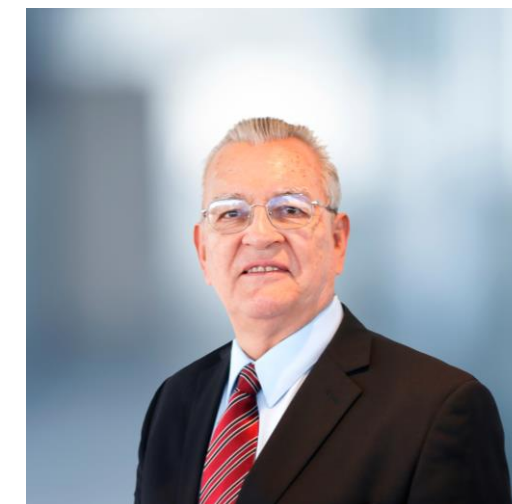


**CARLOS HERNANDEZ GOUDET**

Managing Director | San Luis Potosi, Mexico

+1 (571) 482-3432

14+ years of global M&A experience  
Columbia University - MBA  
Instituto Tecnológico y de Estudios Superiores de Monterrey  
BS in Industrial Engineering



**FELIPE BUENO**

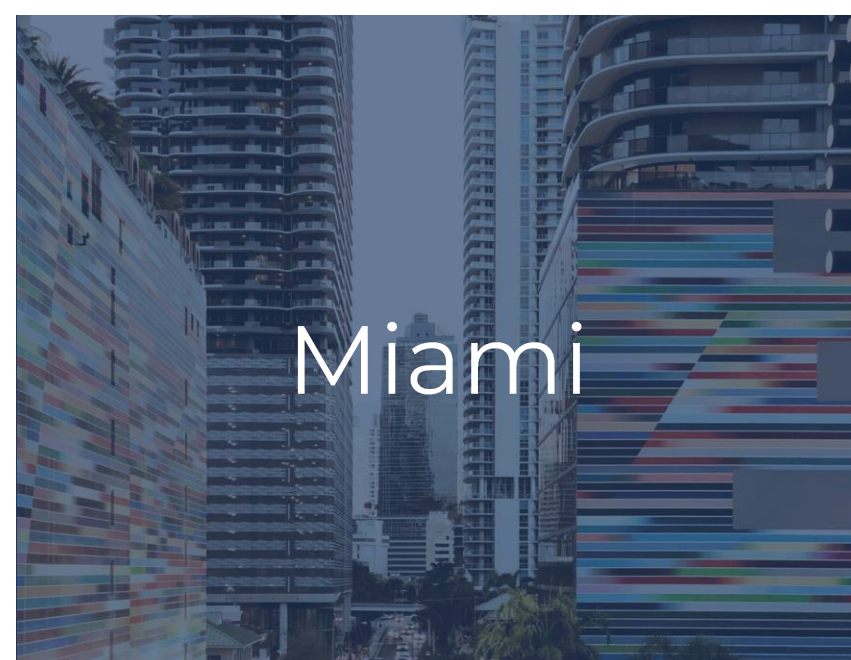
Senior Director | Monterrey, Mexico

+52 (84) 4432-4444

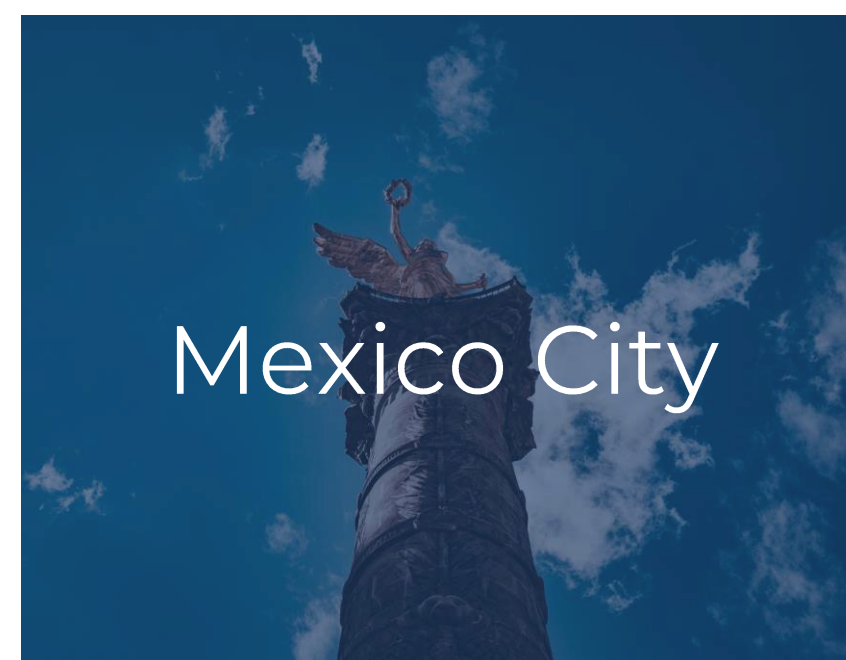
32+ years with Grupo Industrial Saltillo with experience as Director, Corp. Dev. and extensive global commercial experience  
Instituto Tecnológico y de Estudios Superiores de Monterrey  
MBA and BS in Industrial Engineering



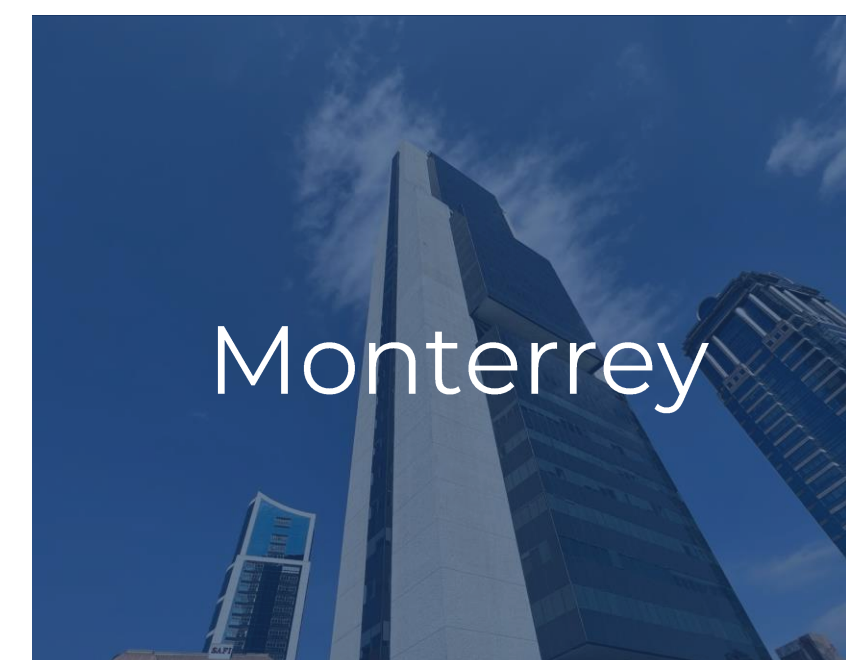
Washington D.C.



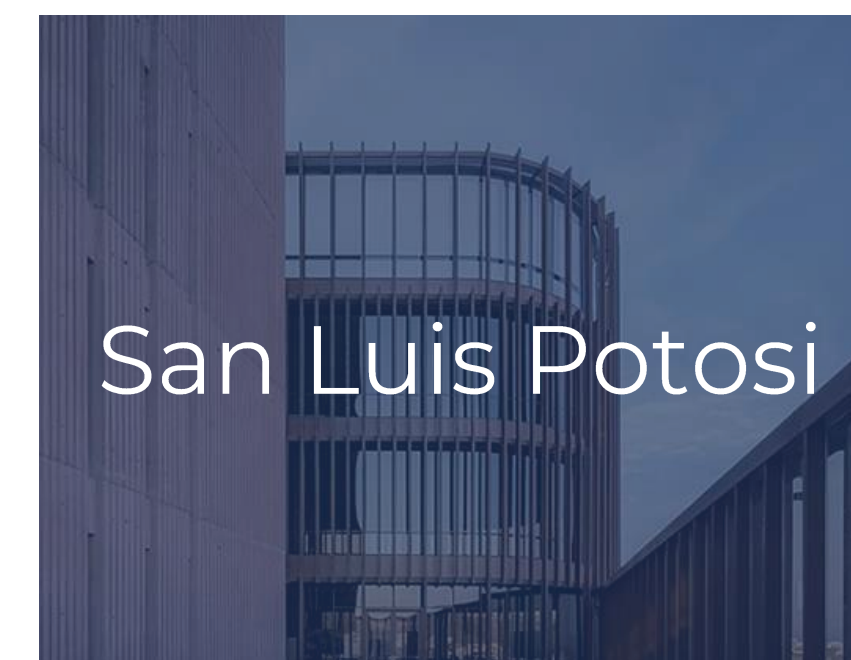
Miami



Mexico City



Monterrey



San Luis Potosi



**Creative Solutions. Trusted Advice.**

For over 25 years, Seale & Associates has served leading public and private companies from around the world and operating in a broad range of industries with a high level of quality, integrity and independence while presenting innovative ideas and trusted solutions to address their most complex dealings.

**25**

YEARS OF  
EXPERIENCE

**\$50B+**

TRANSACTIONS  
GLOBALLY

**SERVICES AND SOLUTIONS**

Mergers & Acquisitions

Divestitures

Joint Ventures / Alliances

Recapitalizations

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 reputable funds, family-offices and privately held companies.







# Seale & Associates

Creative Solutions. Trusted Advice.