



# Sectorwatch: Corporate IT Training and Educational Services

April 2019

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# Overview

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7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally. We advise on M&A and private capital transactions, and provide market assessments and benchmarking. As a close knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets. We publish our sectorwatch, a review of M&A and operational trends in the industries we focus.

## Dashboard

- Summary metrics on the sector
- Commentary on market momentum by comparing the most recent 12-month performance against the last 3-year averages.



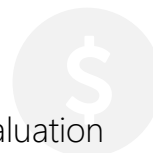
## Public Basket Performance

- Summary valuation and operating metrics for a basket of comparable public companies



## Valuation Comparison

- Graphical, detailed comparison of valuation multiples for the public basket



## Recent Deals

- The most recently announced deals in the sector



# Dashboard



## Revenue Growth Momentum

↑ 1.2%

1 - year revenue growth compared to revenue growth average for last 3 years

Current revenue growth rate exceeds the average of the last 3 years by this amount, indicating that market momentum is increasing

## Pricing / Gross Margin Momentum

↑ 1.2%

1 - year gross profit % compared to gross profit % average for last 3 years

Current gross profit margin exceeds the average of the last 3 years gross profit margin by this amount, indicating supplier pricing power

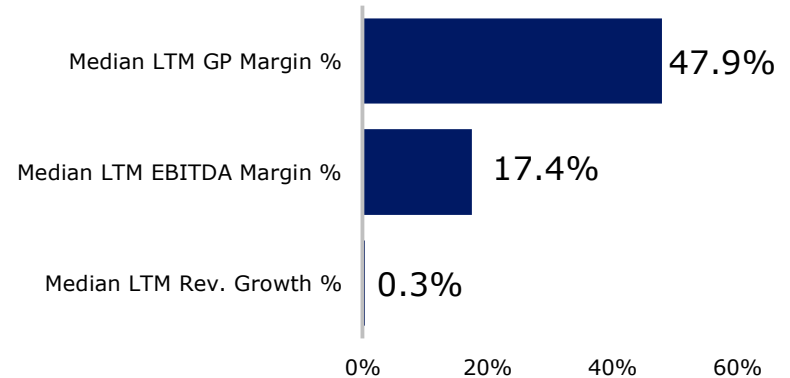
## Profitability Momentum

↑ 1.8%

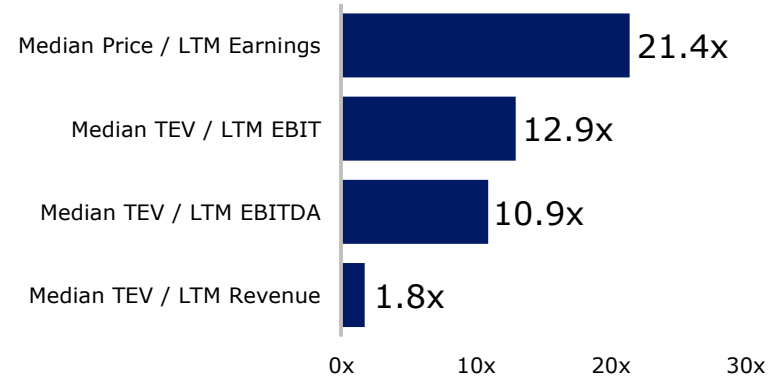
1 - year EBITDA % compared to EBITDA % average for last 3 years

Current EBITDA margin exceeds the average of the last 3 years EBITDA margin by this amount, a condition that may attract new entrants

## Operating Metrics



## Valuation



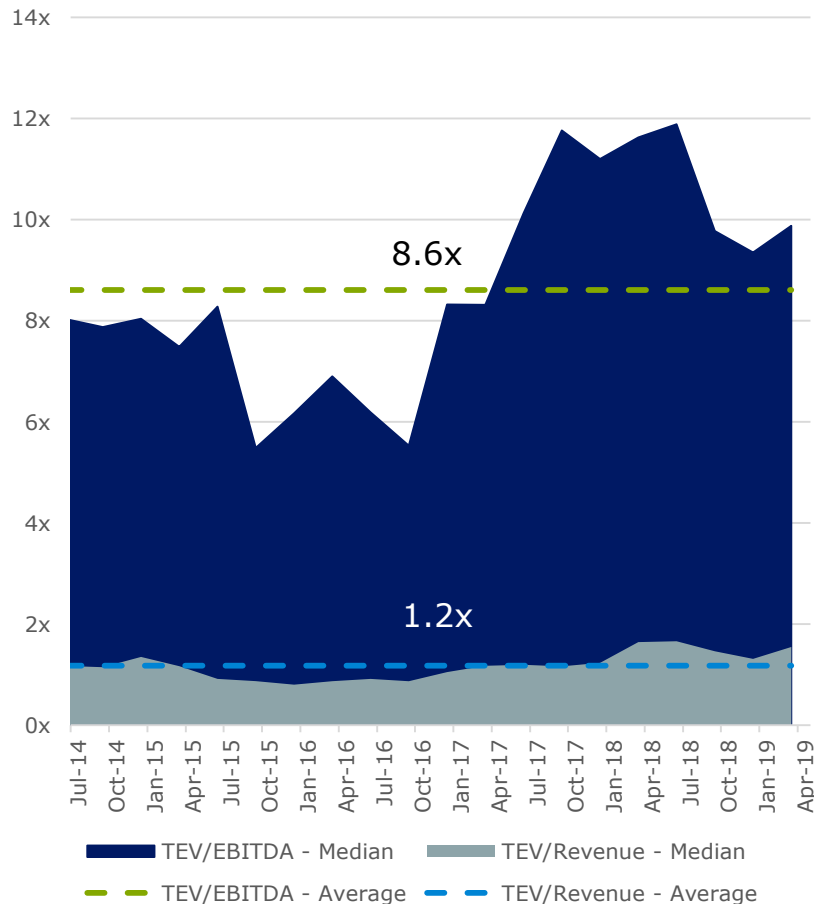
# Public Basket



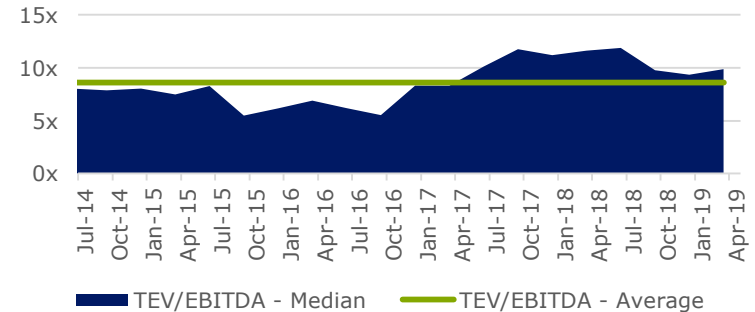
Company	TEV \$m	LTM Rev \$m	Rev Growth YoY	GP %	EBITDA %	TEV / Rev X	TEV / EBITDA X	# FTEs	Rev / FTE \$k
NIIT Limited	228	128	-10%	47%	6%	1.8	10.9	2,475	52
American Public Education, Inc.	344	298	-1%	62%	17%	1.2	6.8	1,420	210
GP Strategies Corporation	316	515	1%	15%	5%	0.6	12.1	4,689	110
Career Education Corporation	1,010	581	-3%	87%	18%	1.7	9.5	2,321	250
Strategic Education, Inc.	2,640	634	39%	46%	15%	4.2	27.8	3,017	210
Adtalem Global Education Inc.	2,776	1,231	7%	48%	21%	2.3	10.9	8,512	145
Graham Holdings Company	3,475	2,696	4%	37%	18%	1.3	7.0	11,047	244
Grand Canyon Education, Inc.	5,545	846	-13%	50%	37%	6.6	17.8	2,800	302
<b>Average</b>	2,042	866	3%	49%	17%	2.4	12.9	4,535	190
<b>Median</b>	1,825	608	0%	48%	17%	1.8	10.9	2,909	210

share price as of 22Apr19

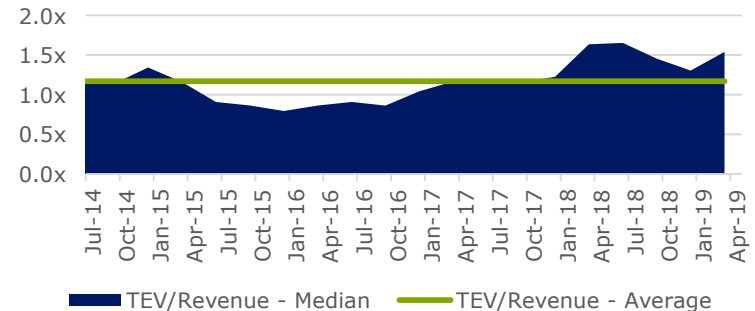
# Public Basket Valuation Trends



## Public EBITDA Multiples over Time



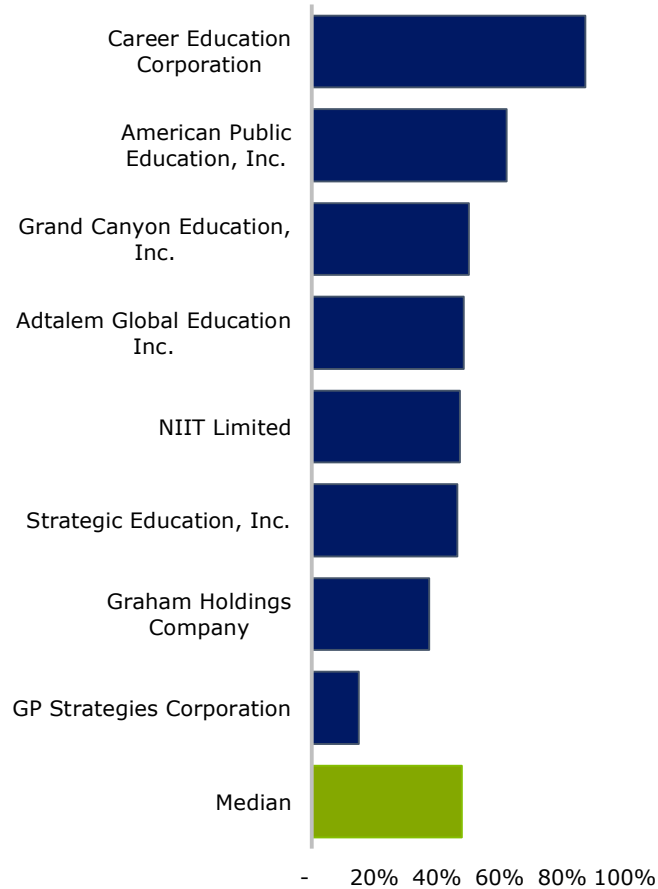
## Public Revenue Multiples over Time



# Operational Metrics



## LTM Gross Profit Margin %



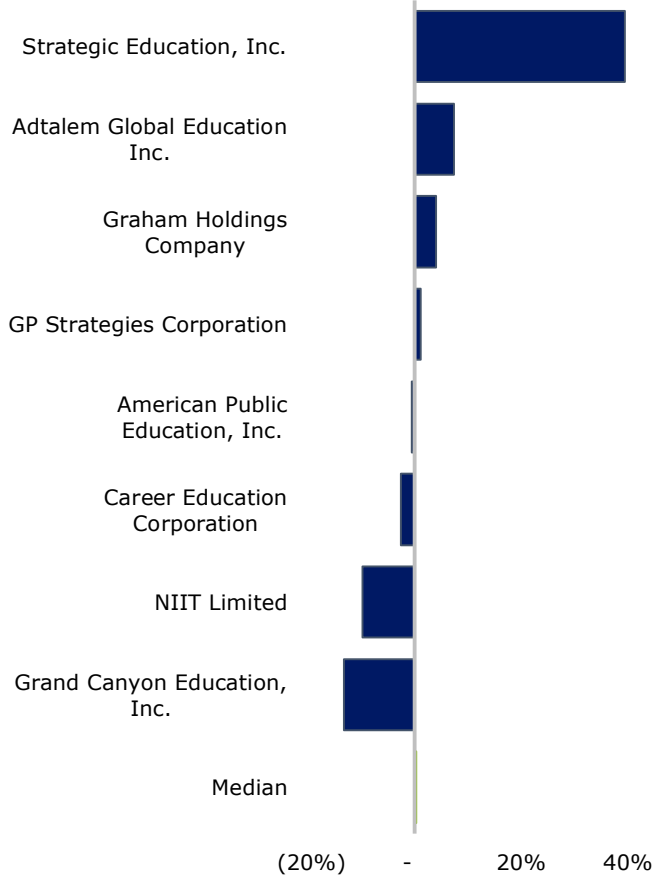
## LTM EBITDA %



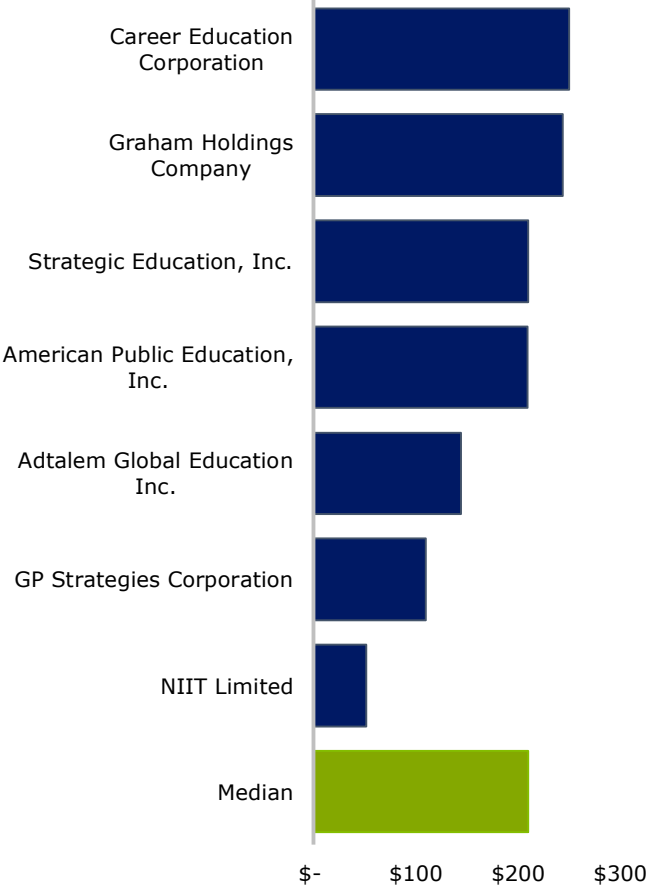
# Operational Metrics



LTM Revenue Growth %



LTM Revenue per Full Time Employee x 000's

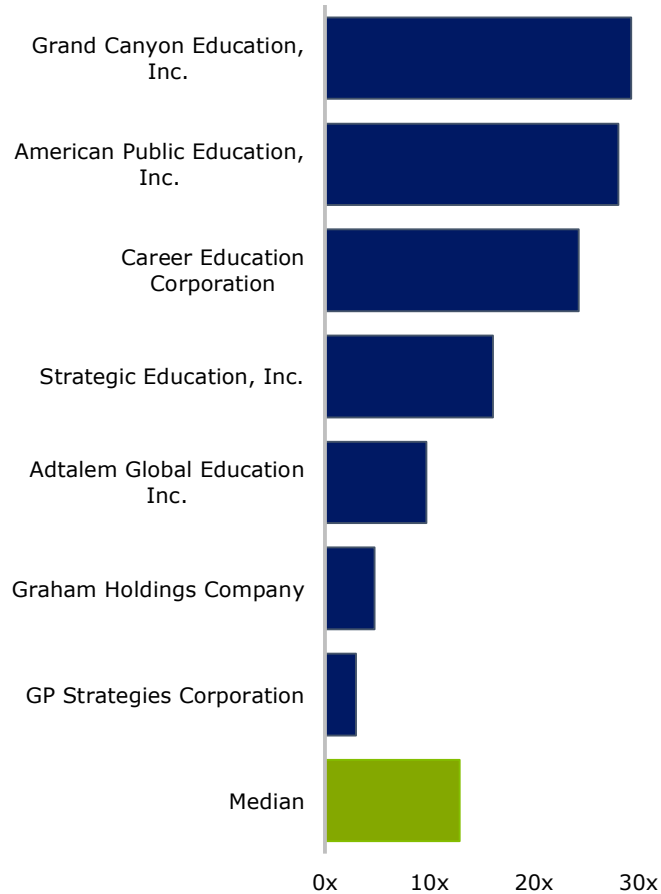




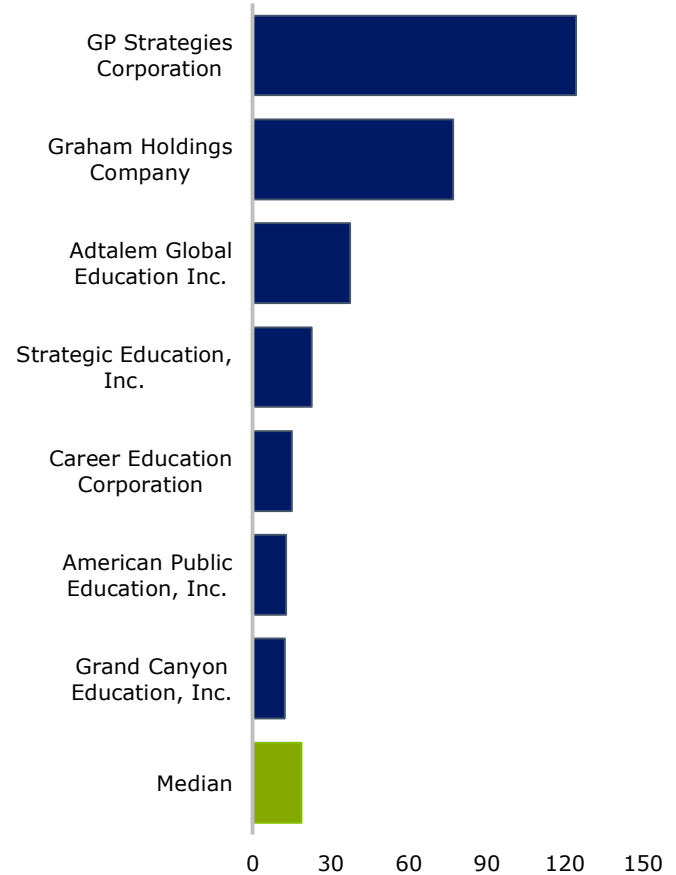
# Operational Metrics



## Accounts Receivable Turnover



## Average Days Sales Outstanding



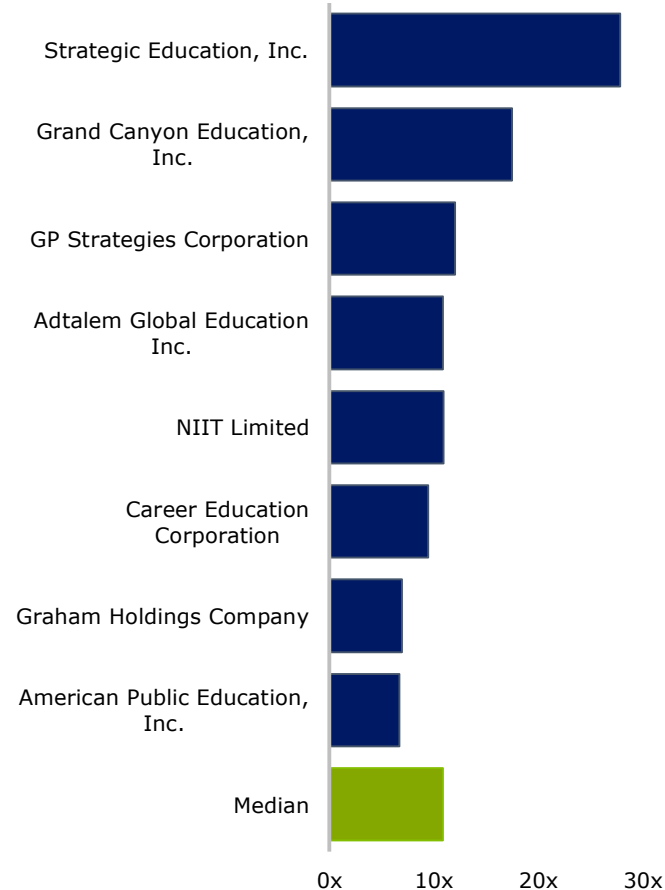
# Valuation



## TEV / LTM Revenue



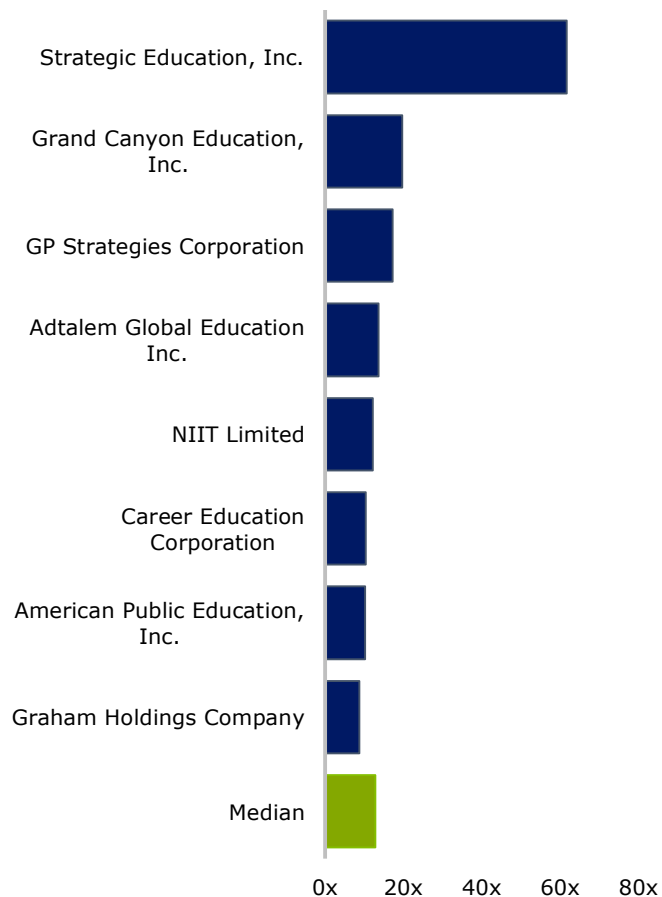
## TEV / LTM EBITDA



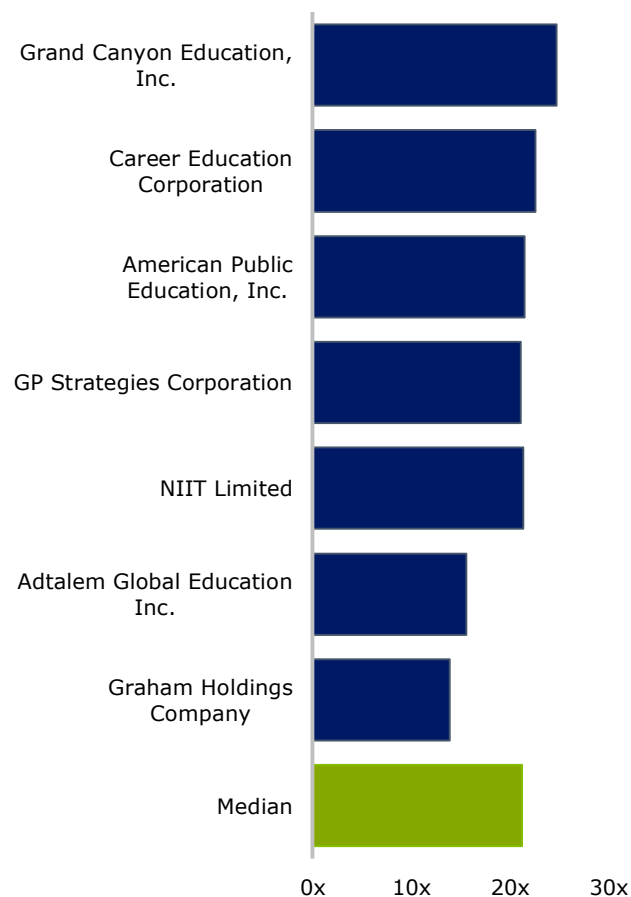
# Valuation



## TEV / LTM EBIT



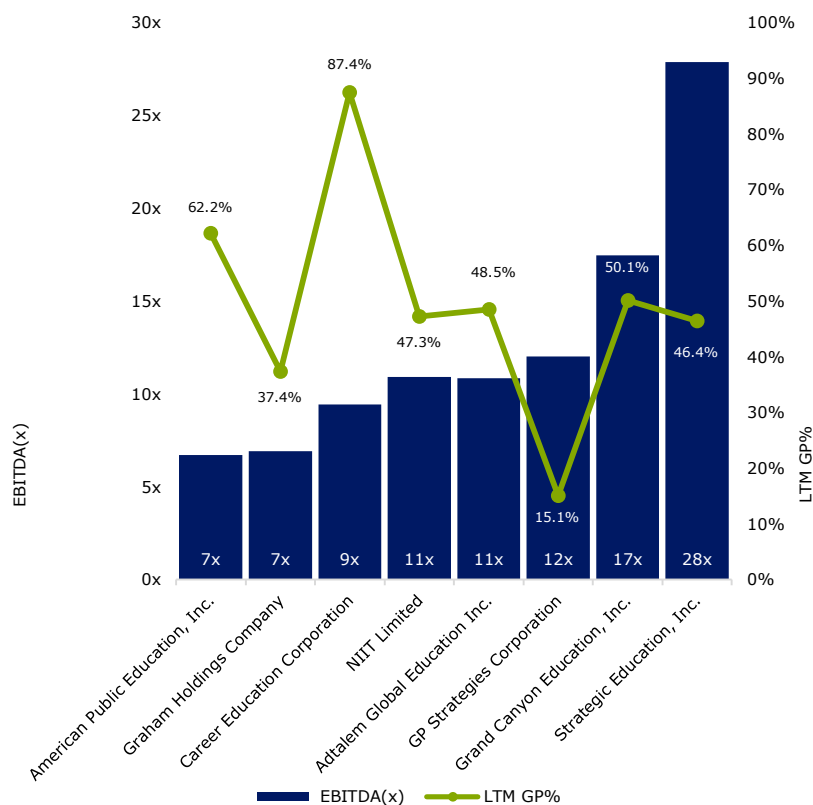
## Price / LTM Earnings



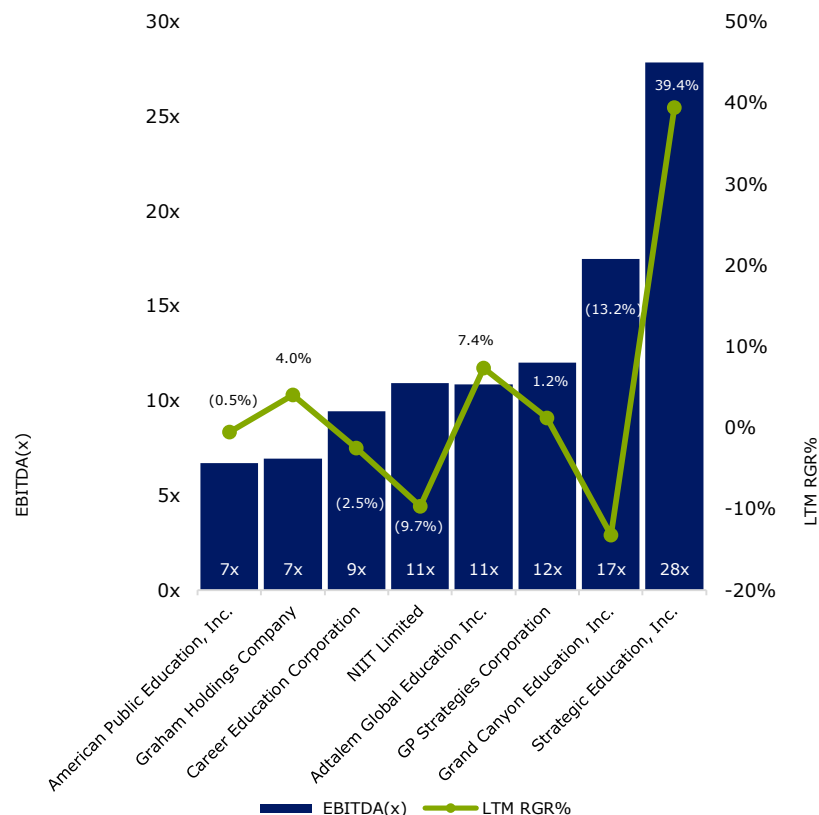
# Valuation



## Historical Valuation Multiples versus Gross Profit



## Historical Valuation Multiples versus Revenue Growth Rate



# Recent Transactions



Date	Target	Buyer / Investor	Total Transaction Value	Target Revenue	TEV / Revenue	TEV / EBITDA
22Apr19	zipLogix LLC	Lone Wolf Holdings, Inc.	-	-	-	-
12Apr19	OCL Financial Services LLC	Adtalem Global Education Inc.	121.00	31.00	3.9x	-
15Apr19	Corporate Training Group, Inc.	SHI International Corp.	-	-	-	-
7Apr19	Trilogy Education Services, Inc.	2U, Inc.	750.00	97.00	7.7x	-
8Apr19	Early Learning Labs, Inc.	Renaissance Learning Inc.	-	-	-	-
3Apr19	Tutorme.Com Inc.	Zovio Inc	4.75	-	-	-
2Apr19	Allied Concrete Products LLC	Oldcastle Architectural, Inc.	-	-	-	-
1Apr19	LeaderQuest Holdings, Inc.	MIS Training Institute Holdings, Inc.	-	-	-	-
20Mar19	Singularity Education Group	Adtalem Global Education Inc.	-	-	-	-
12Mar19	Fullstack Academy	Bridgepoint Education, Inc. (nka:Zovio Inc)	47.88	-	-	-
6Mar19	Assessment Technology Incorporated	Imagine Learning, Inc.	-	-	-	-
5Mar19	WhiteHat Security, Inc.	NTT Security Corporation	-	-	-	-
21Feb19	Watermark Learning, Inc.	Project Management Academy	-	-	-	-
7Feb19	Praetorian Digital, Inc.	Lexipol, LLC	-	-	-	-
6Feb19	Glynlyon, Inc.	Weld North LLC	-	-	-	-
1Feb19	Intelliteach, Inc.	BV Investment Partners; BV Investment Partners Fund IX	-	-	-	-
31Jan19	SAI Rockville L, LLC/ SAI Tysons Corner H, LLC	Graham Holdings Company	-	-	-	-
15Jan19	COMPLI, Inc.	KPA, LLC	-	-	-	-
9Jan19	Greycampus Inc.	Arrina Education Services Private Limited	-	-	-	-
9Jan19	Path Interactive Inc.	SourceLink, LLC	-	-	-	-
17Dec18	Orbis Education Services, LLC	Grand Canyon Education, Inc.	362.50	-	-	-
31Aug18	Seamless Technology, Inc.	HUBB Ventures, Inc.	-	-	-	-
4Dec18	edCetra Training Inc.	NexTech AR Solutions Corp.	0.09	-	-	-
20Nov18	SITA Laboratories, Inc.	Marchex, Inc.	35.82	8.86	4.0x	12.1x
15Jun18	Online Education Business of Waterloo Maple	Digital Education Company Ltd	3.68	-	-	-
5Nov18	Vector-Solutions.com, Inc.	Golden Gate Capital	-	-	-	-
2Nov18	Interactive Solutions, Inc.	AVI-SPL, Inc.	-	-	-	-

# Corporate IT Training and Educational Services

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APPENDIX:  
Public Basket  
Constituents

# Public Basket

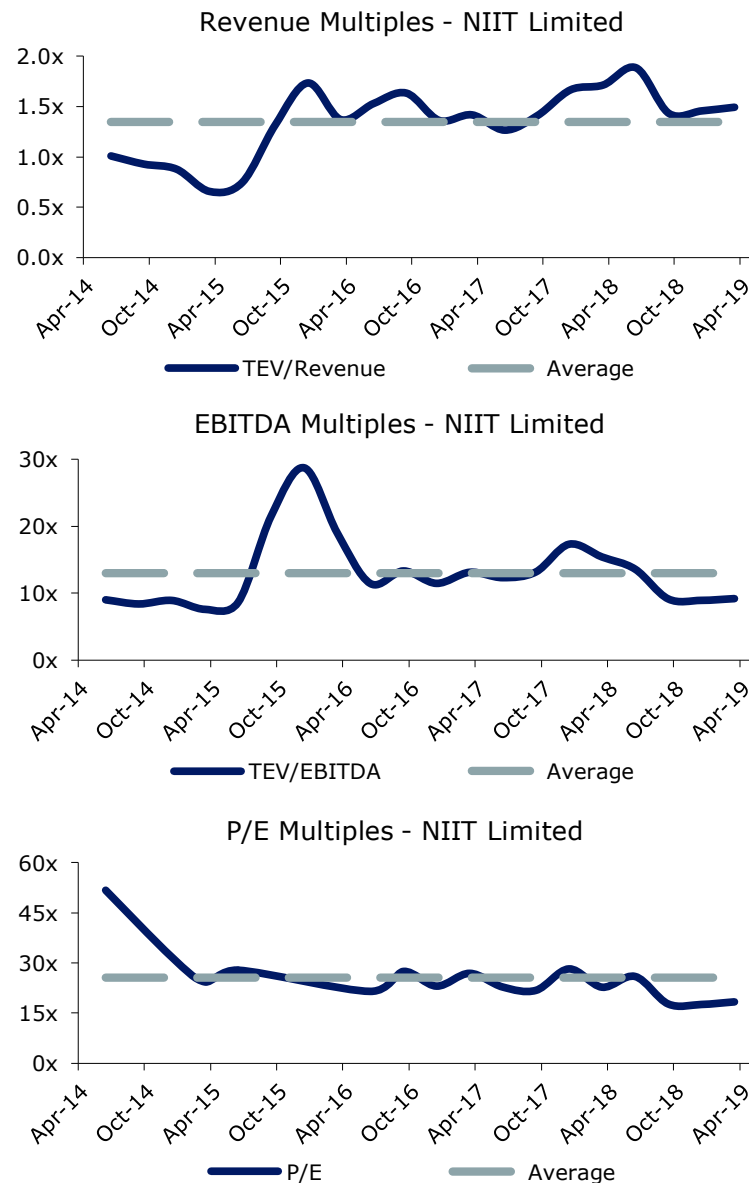


## NIIT Limited

NIIT Limited, a skills and talent development company, provides training and development solutions to individuals, corporations, and institutions worldwide. The company offers managed training services, such as curriculum design and content development, learning administration, learning delivery, strategic sourcing, learning technology, and advisory services; and various learning and talent development programs in the areas of banking, finance and insurance, retail sales enablement, management education, multi-sectoral vocational skills, and digital media marketing and programs, as well as in digital transformation technologies. NIIT Imperia, which provides management programs in the areas of marketing, sales, finance, operations, HR, law, brand and advertising, international marketing and business, strategy, general management, digital marketing, taxation, and IT; and NIIT UNIQUA that offers outsourcing of training solutions for the BPM industry. NIIT Limited was founded in 1981 and is headquartered in Gurgaon, India.

Date	Key Development Haeadline
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4/6/19	Hulst B.V. entered into a share purchase agreement to acquire 23.5% stake in NIIT Technologies Limited (NSEI:NIITTECH) from NIIT Limited (BSE:500304) for INR 20.2 billion.
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# Public Basket

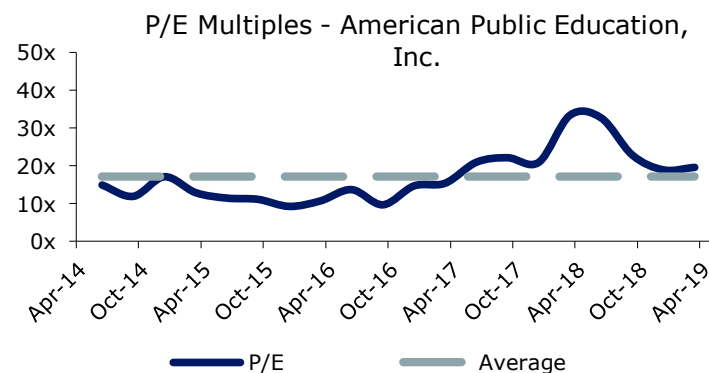
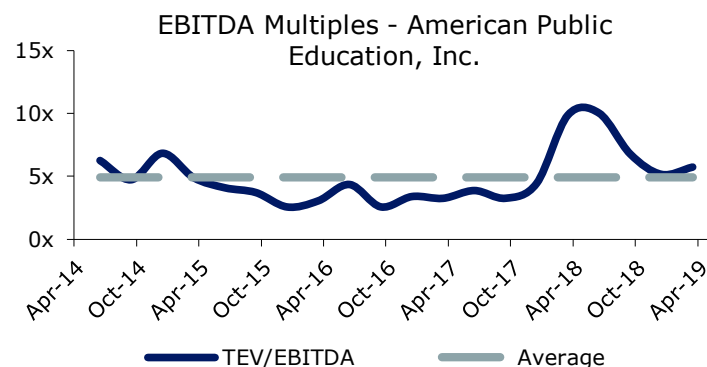
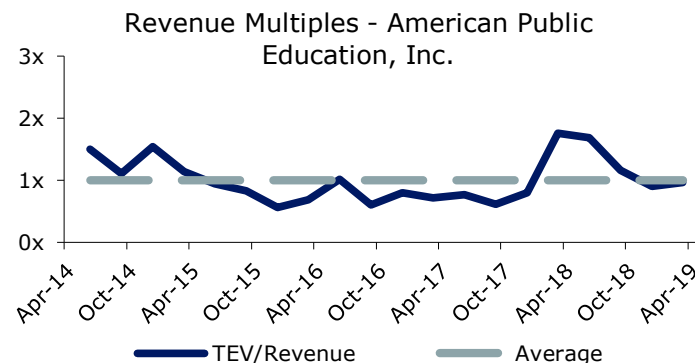


## American Public Education, Inc.

American Public Education, Inc., together with its subsidiaries, provides online and campus-based postsecondary education. The company operates through two segments, American Public Education and Hondros College of Nursing. It offers 108 degree programs and 109 certificate programs in various fields of study, including business administration, health science, technology, criminal justice, education, and liberal arts, as well as national security, military studies, intelligence, and homeland security. The company also provides diploma in practical nursing and an associate degree in nursing; and an online registered nurse to Bachelor of Science in nursing completion program. American Public Education, Inc. was founded in 1991 and is headquartered in Charles Town, West Virginia.

### Date Key Development Haeadline

Date	Key Development Haeadline
3/12/19	American Public To Seek Acquisitions





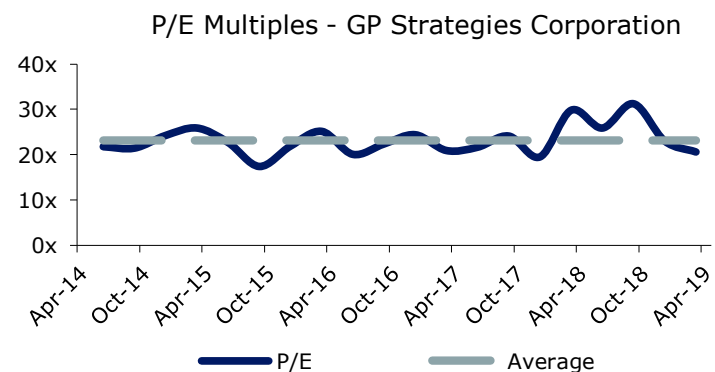
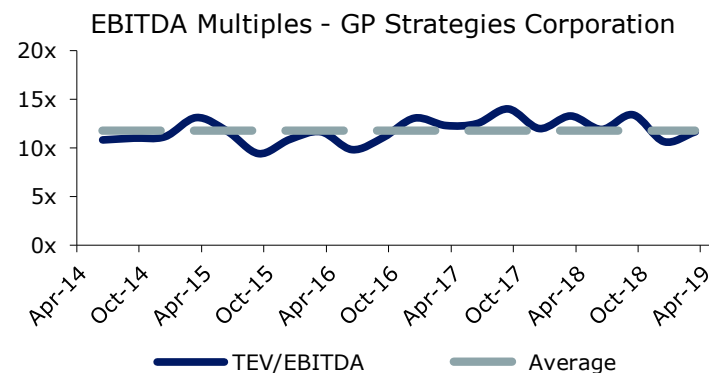
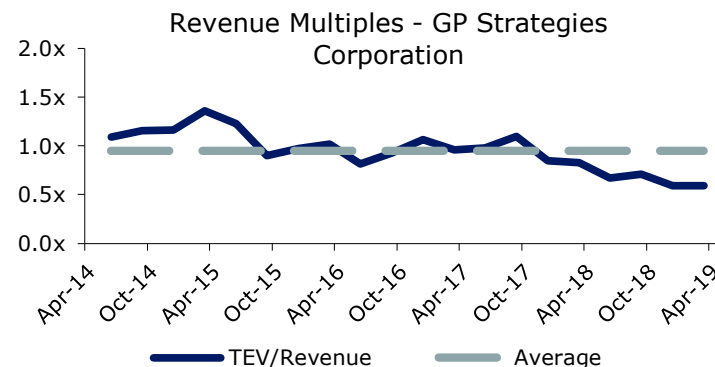
# Public Basket



## GP Strategies Corporation

GP Strategies Corporation provides performance improvement and learning solutions worldwide. It operates through four segments: Learning Solutions, Professional & Technical Services, Sandy Training & Marketing, and Performance Readiness Solutions. The Learning Solutions segment delivers training, curriculum design and development, digital learning, system hosting, managed learning, and consulting services to electronics and semiconductors, healthcare, software, financial services, and other industries, as well as government agencies; and provides apprenticeship and vocational skills training services. The Professional & Technical Services segment offers training, consulting, engineering, and technical services, including lean consulting, emergency preparedness, safety and regulatory compliance, chemical demilitarization, and environmental services to the manufacturing, steel, pharmaceutical, energy, and petrochemical industries, as well as federal and state government agencies, and government contractors. GP Strategies Corporation was founded in 1959 and is headquartered in Columbia, Maryland.

Date	Key Development Headline
12/6/18	GP Strategies Corporation, Technical Training, Inc. - M&A Call
12/4/18	GP Strategies Corporation (NYSE:GPX) acquired Technical Training, Inc. \$16.2 million.



# Public Basket

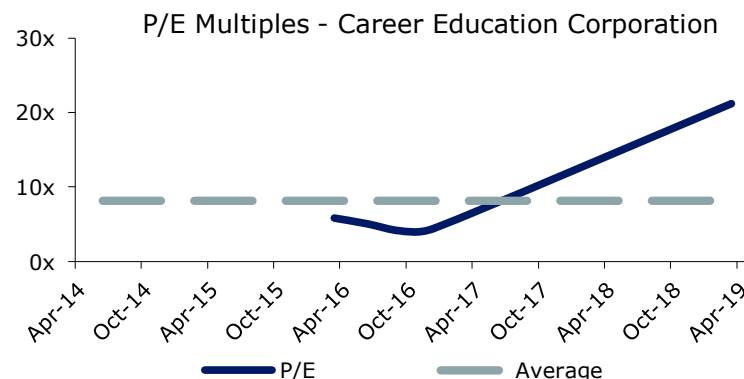
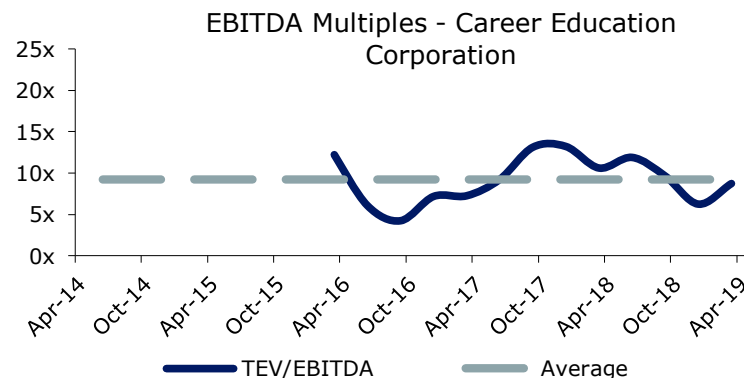
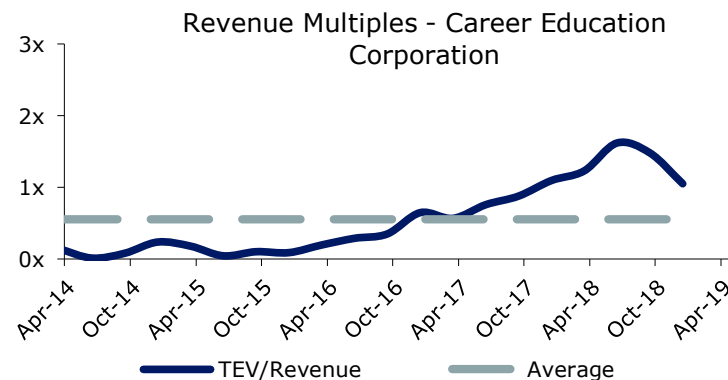


## Career Education Corporation

Career Education Corporation operates colleges, institutions, and universities that provide education to student population in various career-oriented disciplines through online, campus based, and blended learning programs in the United States. The company operates through three segments: Colorado Technical University (CTU), American InterContinental University (AIU), and All Other Campuses. Its colleges and universities include AIU, CTU, Le Cordon Bleu institutions, Briarcliffe College, Harrington College of Design, and Sanford-Brown College. The company offers doctoral, master's, bachelor's, and associate degrees, as well as diploma and certificate programs. It also provides academic programs in the career-oriented disciplines of business studies, nursing, computer science, engineering, information systems and technologies, cybersecurity, and healthcare management, as well as information technologies, and education and criminal justice; and educational programs in culinary arts, as well as patisserie and baking. As of December 31, 2017, the company had a total student enrollment of approximately 34,800 students. Career Education Corporation was founded in 1994 and is headquartered in Schaumburg, Illinois.

### Date Key Development Headline

2/20/19 Career Education Intends To Seek Acquisitions



# Public Basket

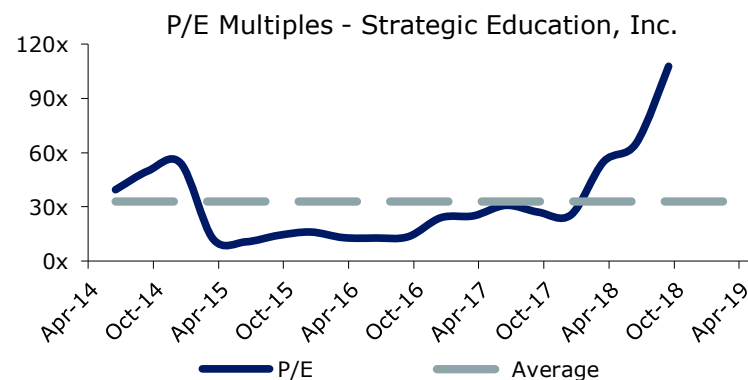
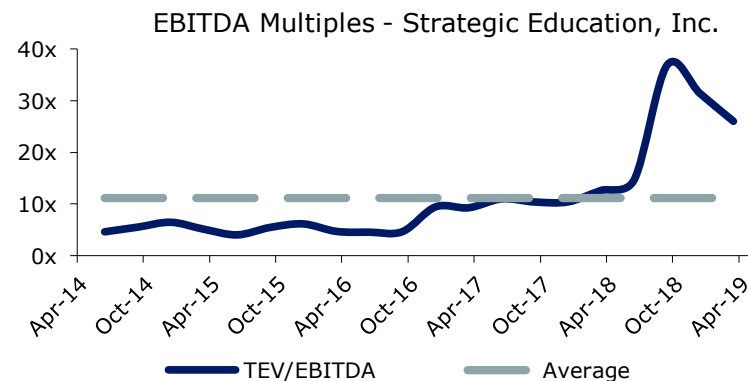
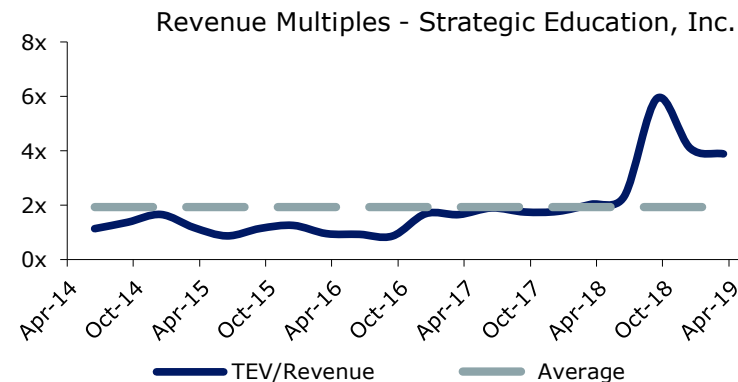


## Strategic Education, Inc.

Strategic Education, Inc., through its subsidiaries, provides a range of post-secondary education and other academic programs in the United States. The company operates Strayer University and Capella University that provide undergraduate and graduate degree programs in business administration, accounting, information technology, education, health services administration, nursing, public administration, and criminal justice to working adult students through its 74 physical campuses primarily located in the Mid-Atlantic and Southern regions, as well as through online. It also offers an executive MBA online through its Jack Welch Management Institute. In addition, the company operates New York Code and Design Academy that provides non-degree courses in Web and application software development primarily through its campus in New York City. Strayer Education, Inc. was founded in 1892 and is headquartered in Herndon, Virginia.

### Date Key Development Headline

Date	Key Development Headline
7/31/18	Strayer Education, Inc. (NasdaqGS:STRA) completed the acquisition of Capella Education Company (NasdaqGS:CPLA) for approximately \$950 million in a merger of equals transaction.



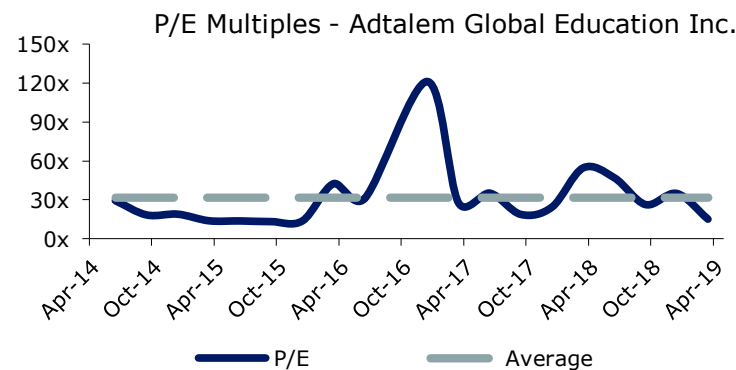
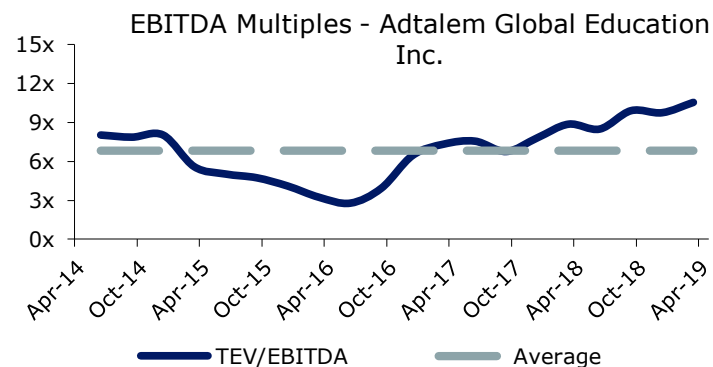
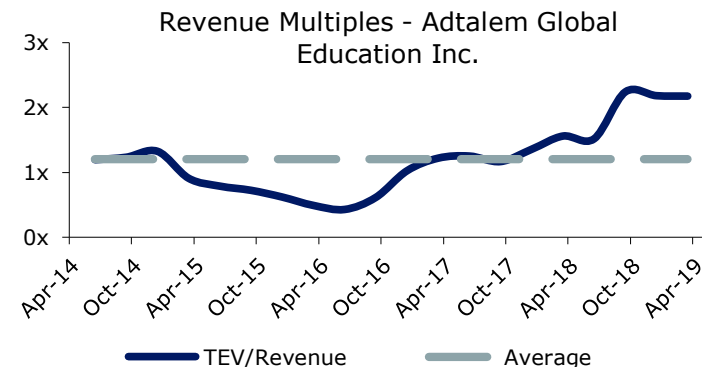
# Public Basket



## Adtalem Global Education Inc.

Adtalem Global Education Inc. provides educational services worldwide. It operates through four segments: Medical and Healthcare, Professional Education, Technology and Business, and U.S. Traditional Postsecondary. The Medical and Healthcare segment operates Chamberlain University, which provides pre and post-licensure bachelor's, master's, and doctorate degree programs in nursing through campus and online; American University of the Caribbean School of Medicine and Ross University School of Medicine, which provide medical education; and Ross University School of Veterinary Medicine that offers veterinary education. Adtalem Global Education Inc. was founded in 1931 and is headquartered in Downers Grove, Illinois.

Date	Key Development Headline
4/14/19	Adtalem Global Education Inc. (NYSE:ATGE) entered into a membership interests purchase agreement to acquire OCL Financial Services LLC from OCL Professional Education, Inc. for approximately \$120 million.
3/19/19	Adtalem Global Education Inc. (NYSE:ATGE) acquired an additional minority stake in Singularity University.
12/10/18	Cogswell Education, LLC completed the acquisition of DeVry University Inc. and DeVry New York Inc. from Adtalem Global Education Inc. (NYSE:ATGE).
12/3/18	San Joaquin Valley College, Inc. completed the acquisition of U.S. Education Holdings LLC from Adtalem Global Education Inc. (NYSE:ATGE).



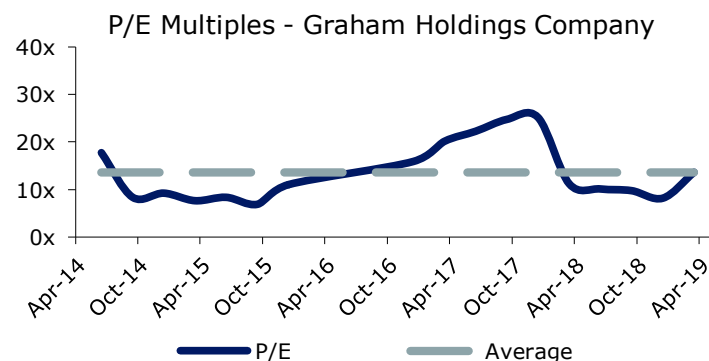
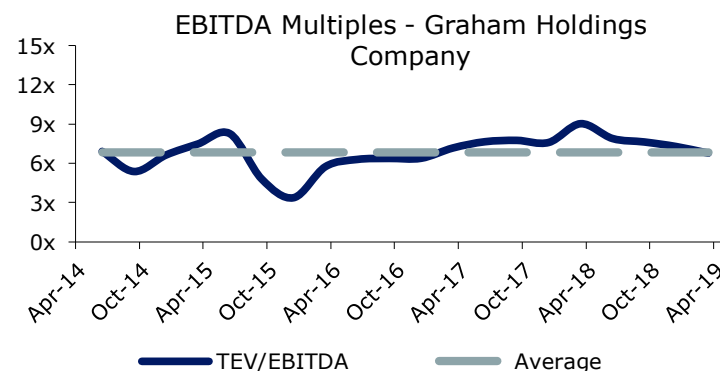
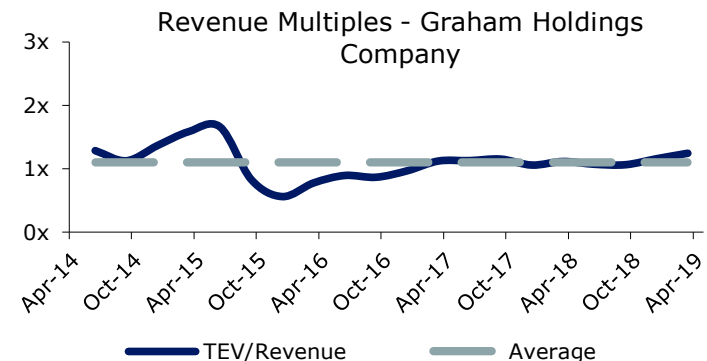
# Public Basket



## Graham Holdings Company

Graham Holdings Company, through its subsidiaries, operates as a diversified education and media company worldwide. It provides a range of certificate, diploma, and degree programs, as well as online education services; and test preparation business services in pre-college, graduate, health, and bar review, as well as publishes and sells test preparation and other books through retail channels. The company also offers training, test preparation services, and degrees for accounting and financial services professionals, as well as professional training courses; English-language training, academic preparation programs, and test preparation for English proficiency exams for students; and A-level examination preparation services, as well as operates three colleges, one higher education institution, and one online learning institution. In addition, it owns and operates seven television stations; and provides social-media management tools designed to connect newsrooms with their users. Further, the company publishes Slate, an online magazine and Website; and two French-language news magazine Websites at slate.fr and slateafrique.com. Graham Holdings Company was founded in 1877 and is based in Arlington, Virginia.

Date	Key Development Headline
1/30/19	Graham Holdings Company (NYSE:GHC) acquired Honda of Tysons Corner and Lexus of Rockville from Sonic Automotive, Inc. (NYSE:SAH).
12/4/18	Graham To Seek Acquisitions



# Public Basket

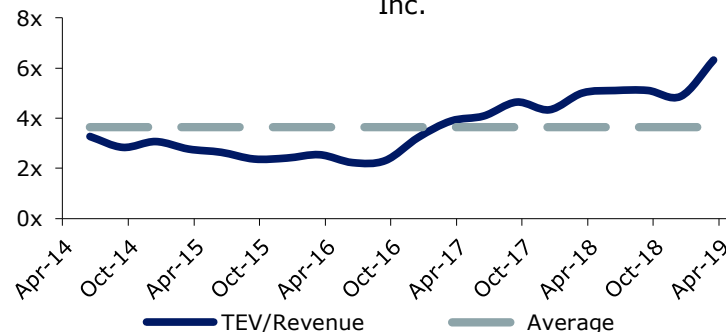


## Grand Canyon Education, Inc.

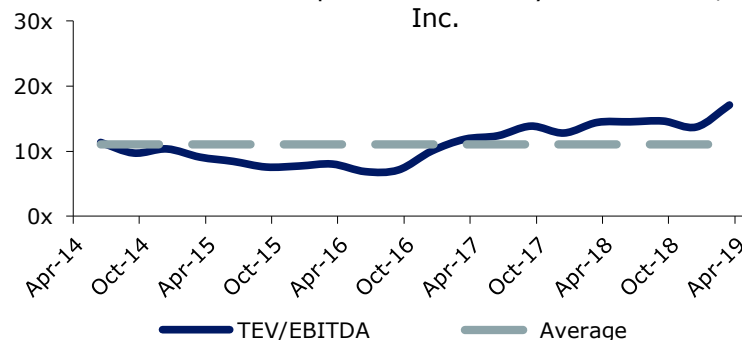
Grand Canyon Education, Inc., together with its subsidiaries, provides education services in the United States and Canada. The company operates Grand Canyon University that offers approximately 225 graduate and undergraduate degree programs and certificates across 9 colleges online and on ground through campus in Phoenix, Arizona; leased facilities; and facilities owned by third party employers. As of December 31, 2017, it had approximately 90,300 students enrolled in its programs. The company was founded in 1949 and is based in Phoenix, Arizona.

Date	Key Development Headline
1/21/19	Grand Canyon Education, Inc. (NasdaqGS:LOPE) completed the acquisition of Orbis Education Services, LLC.
12/17/18	Grand Canyon Education, Inc. (NasdaqGS:LOPE) entered into a definitive agreement to acquire Orbis Education Services, LLC for approximately \$360 million.

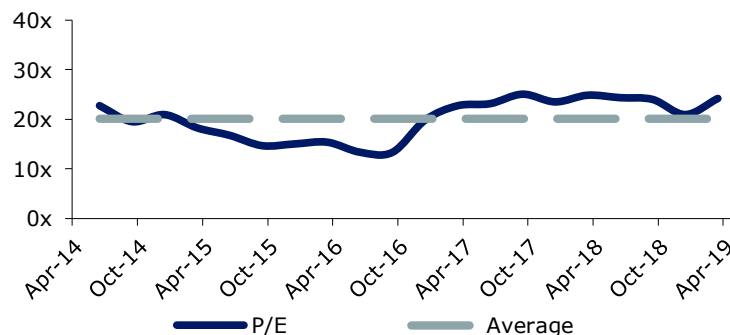
Revenue Multiples - Grand Canyon Education, Inc.



EBITDA Multiples - Grand Canyon Education, Inc.



P/E Multiples - Grand Canyon Education, Inc.



# CONTACT INFO

7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally. We advise on M&A and private capital transactions and provide market assessments and benchmarking. As a close-knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets. Securities offered through 7M Securities LLC.

Leroy Davis, Partner	704.899.5962	leroy@7mileadvisors.com
Tripp Davis, Partner	704.899.5762	tripp@7mileadvisors.com
Andy Johnston, Partner	704.899.5961	andy@7mileadvisors.com
Ben Lunka, Managing Director	704.496.2995	ben@7mileadvisors.com
Jeff Stoecklein, Managing Director	312.796.9330	jeff@7mileadvisors.com
Mark Landry, Managing Director	561.972.0609	mark@7mileadvisors.com
Kristina Sergueeva, Director	704.899.5149	kristina@7mileadvisors.com
Neil Churman, Director	281.742.9340	neil@7mileadvisors.com
John Cooper, Director	704.973.3996	john@7mileadvisors.com
Tim Frye, Director	704.973.3994	tim@7mileadvisors.com
Nicholas Prendergast, Financial Analyst	704.973.3995	nicholas@7mileadvisors.com
Ariail Siggins, Marketing Director	704.981.2908	ariail@7mileadvisors.com
Sydney Larese, Associate	704.973.3998	sydney@7mileadvisors.com
Marty Johnson, Associate	704.973.3999	marty@7mileadvisors.com
Rory Julyan, Associate	704.981.2520	rory@7mileadvisors.com
Garth Martin, Associate	704.973.3997	garth.martin@7mileadvisors.com
Dennis Fox, Associate	704.706.9168	dennis@7mileadvisors.com
Steve Buffington, Associate	704.960.1828	steve@7mileadvisors.com
Brynne Miller, Associate	704.960.1701	brynne@7mileadvisors.com
Emily Halstenberg, Marketing / Sales Coordinator	704.409.9912	emily@7mileadvisors.com