

7 Mile Advisors



# Sectorwatch:

Corporate IT Training and Educational Services

August 2020



# Corporate IT Training and Educational Services

---

- 4 Sector Dashboard
- 5 Public Basket Overview
- 6 Public Basket Performance
- 8 Operational Metrics
- 11 Vacation Comparison
- 14 Recent Deals
- 15 Appendix

# Overview

**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

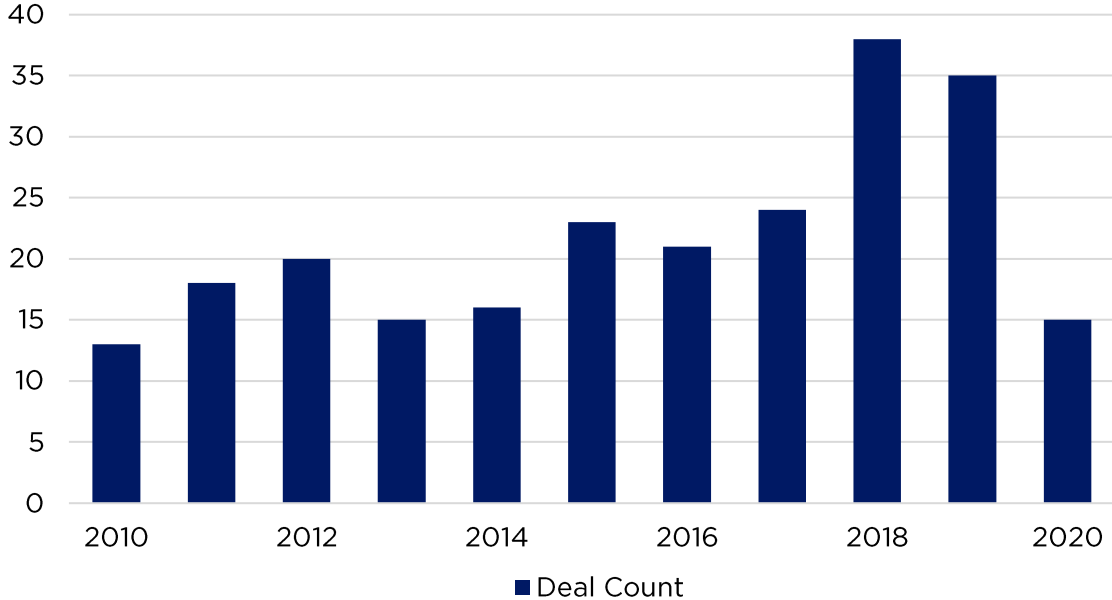
- The most recently announced deals in the sector

# Dashboard

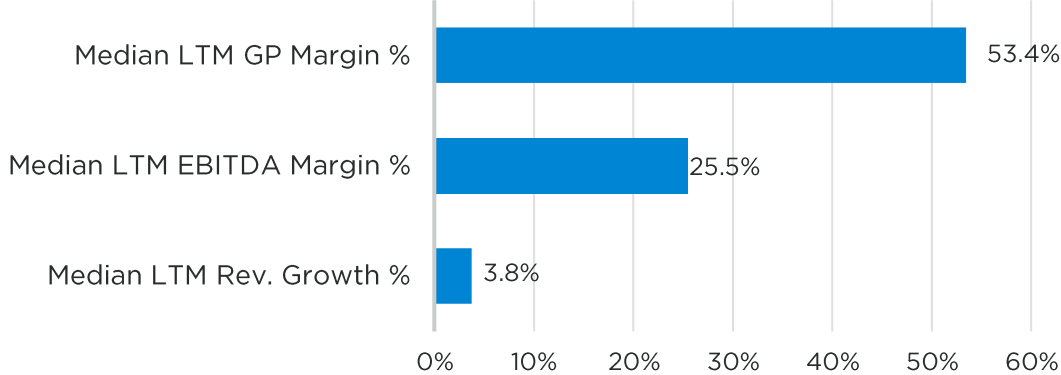
## REVENUE GROWTH MOMENTUM ↑ 3.0%

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

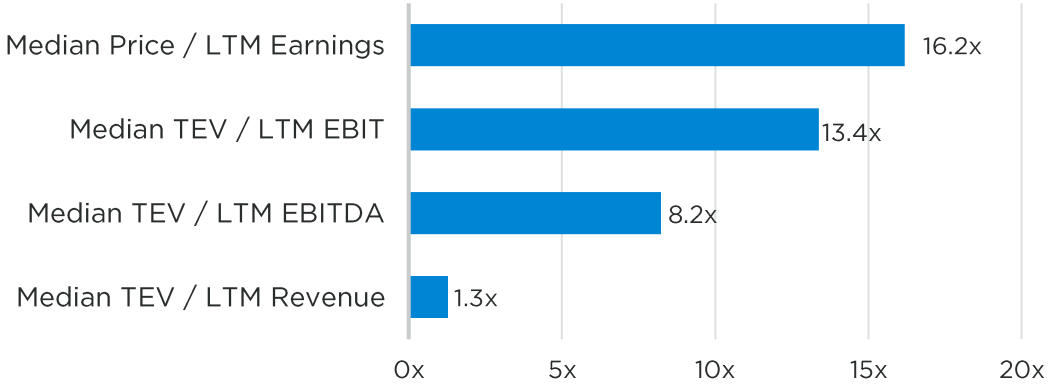
### M&A Activity



### Operating Metrics



### Valuation



# Public Basket Overview

Corporate IT  
Training and  
Education

North America



Asia



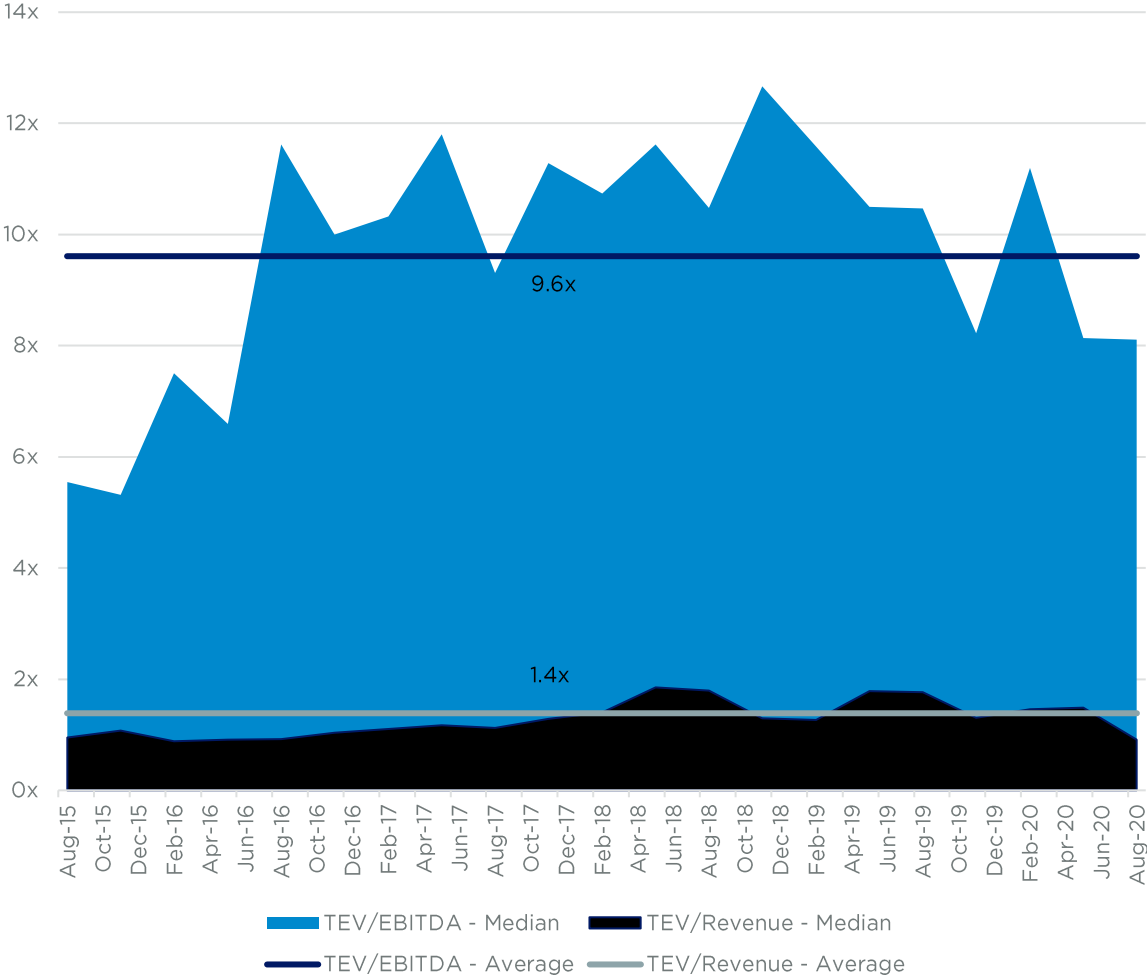
# Public Basket

Company	TEV \$m	LTM EBITDA \$m	LTM Rev \$m	Rev Growth YoY	GP %	EBITDA %	TEV / Rev X	TEV / EBITDA X	# FTEs	Rev / FTE \$k
Grand Canyon Education	4,336	301	814	15.4%	58.6%	36.9%	5.3x	14.4x	4,350	187
Graham Holdings	2,639	507	2,887	3.4%	-	17.5%	0.9x	5.2x	12,053	240
Strategic Education	2,182	261	1,027	14.8%	-	25.5%	2.1x	8.3x	3,076	334
Adtalem Global Education	1,743	354	1,052	3.8%	53.4%	33.6%	1.7x	4.9x	4,299	245
American Public Education	257	32	299	1.7%	61.5%	10.6%	0.9x	8.1x	2,640	113
GP Strategies	232	27	529	-3.0%	14.8%	5.1%	0.4x	8.6x	4,856	109
NIIT	2	212	133	6.0%	50.7%	159.1%	-	-	1,769	75

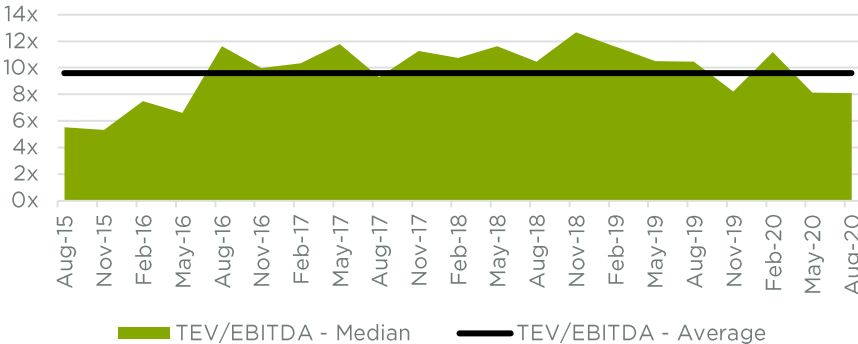
<b>Average</b>	1,628	242	963	6.0%	47.8%	41.2%	1.9x	8.3x	4,720	186
<b>Median</b>	1,743	261	814	3.8%	53.4%	25.5%	1.3x	8.2x	4,299	187

share price as of 28Aug20

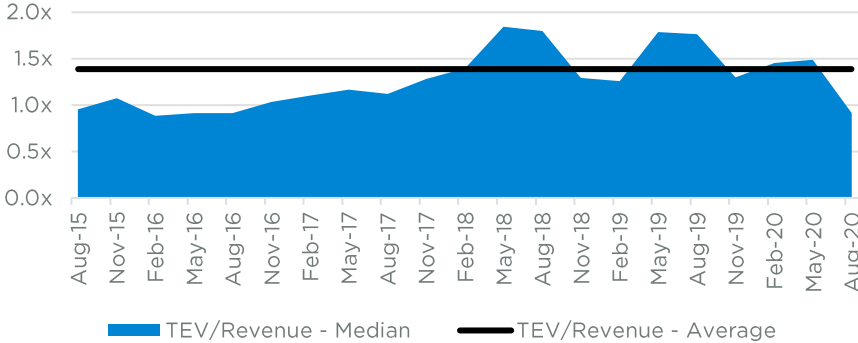
# Public Basket



## Public EBITDA Multiples over Time

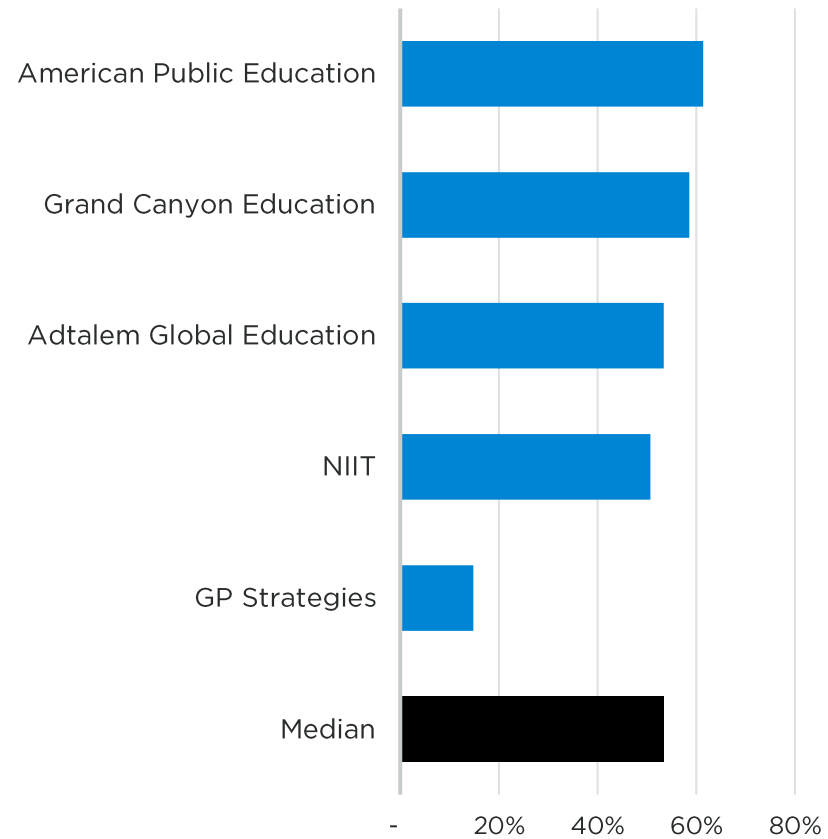


## Public Revenue Multiples over Time

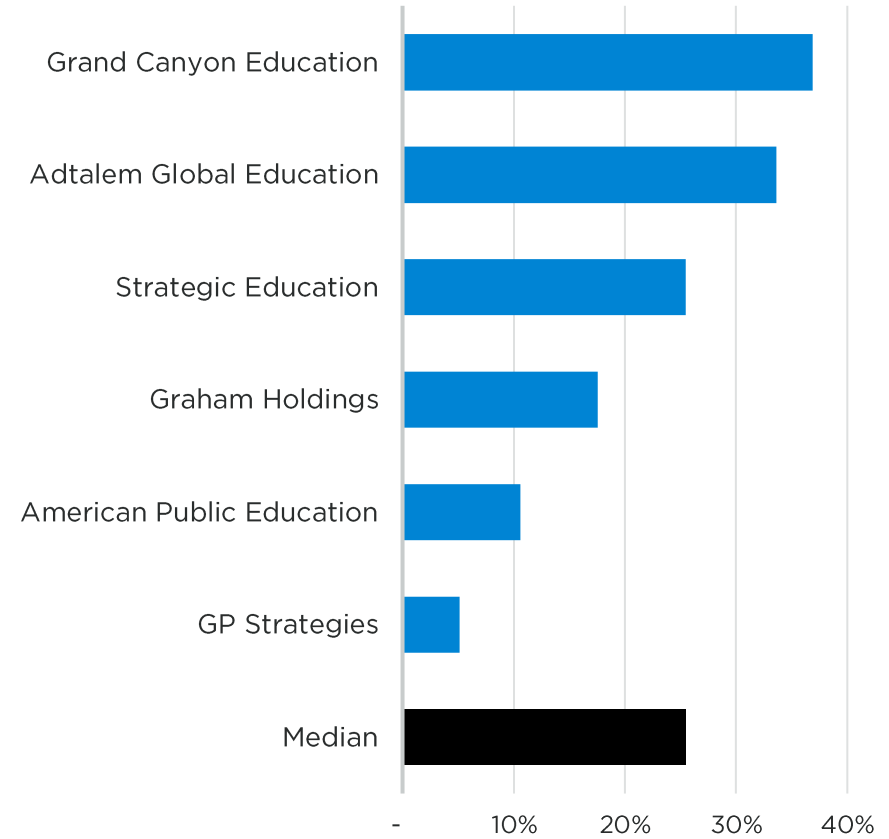


# Operational Metrics

## LTM Gross Profit Margin %



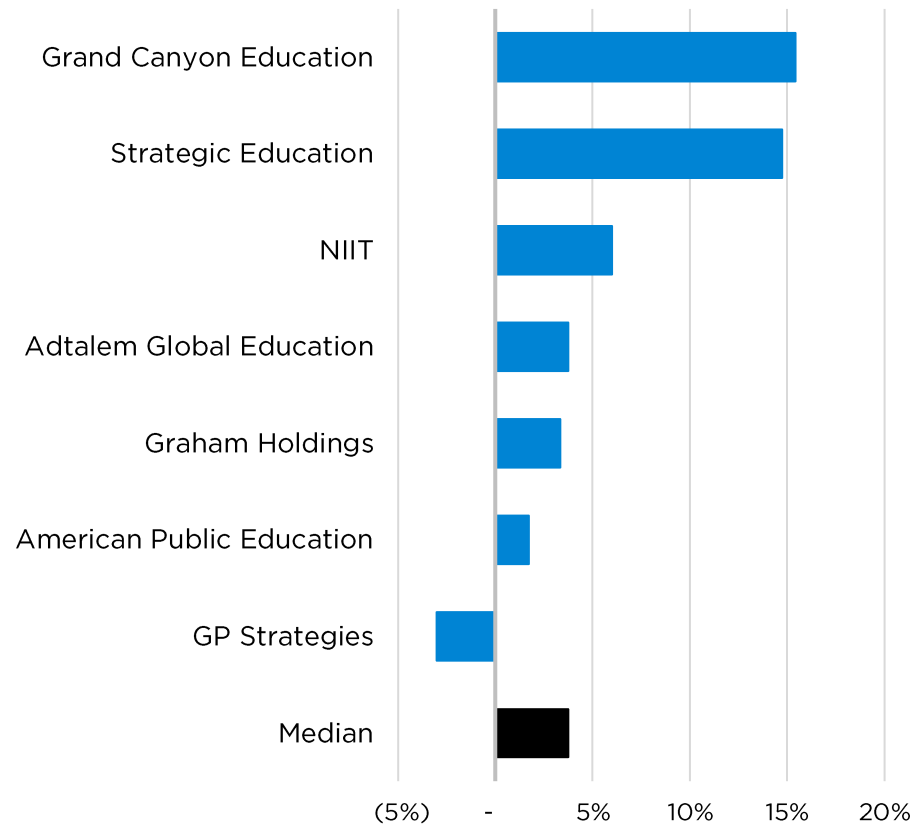
## LTM EBITDA %



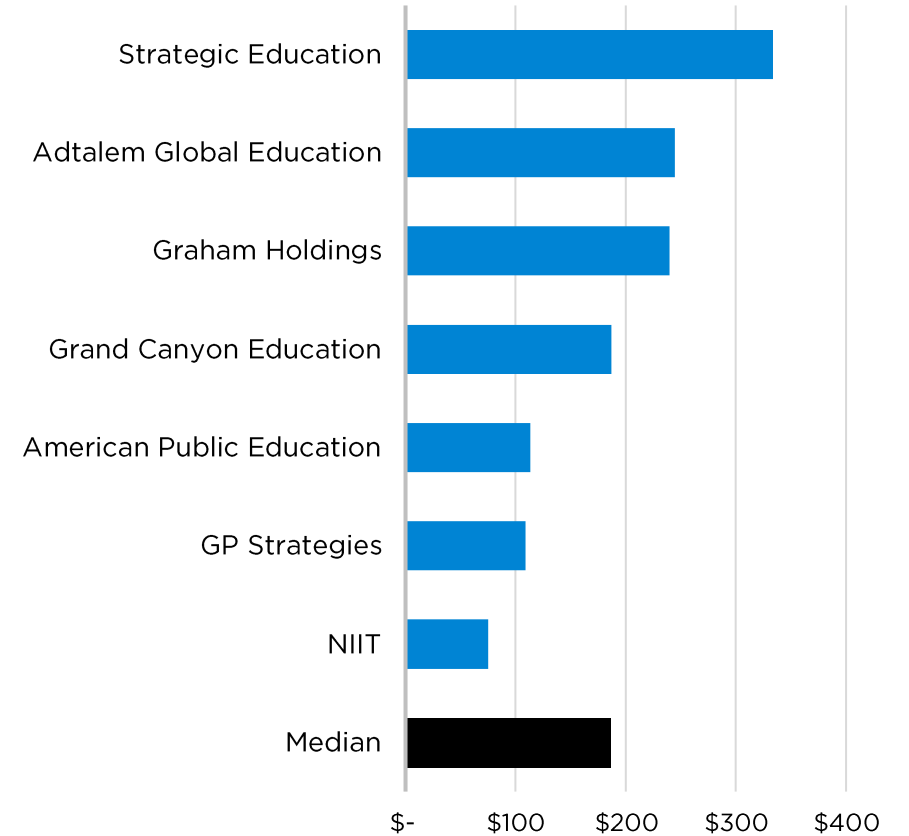


# Operational Metrics

## LTM Revenue Growth %

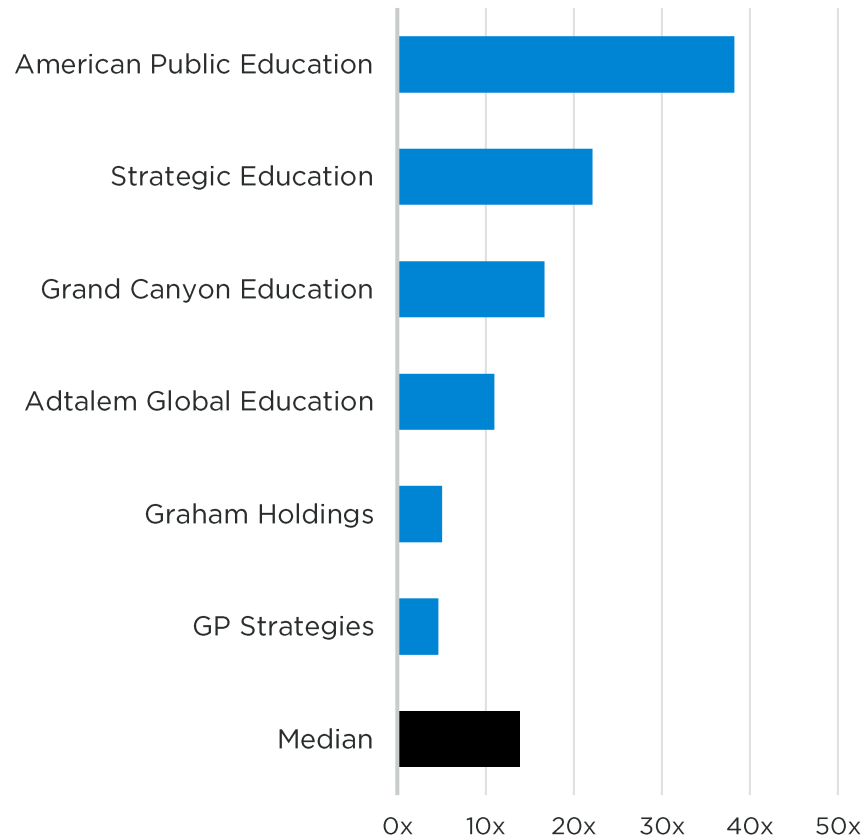


## LTM Revenue per Full Time Employee x 000's

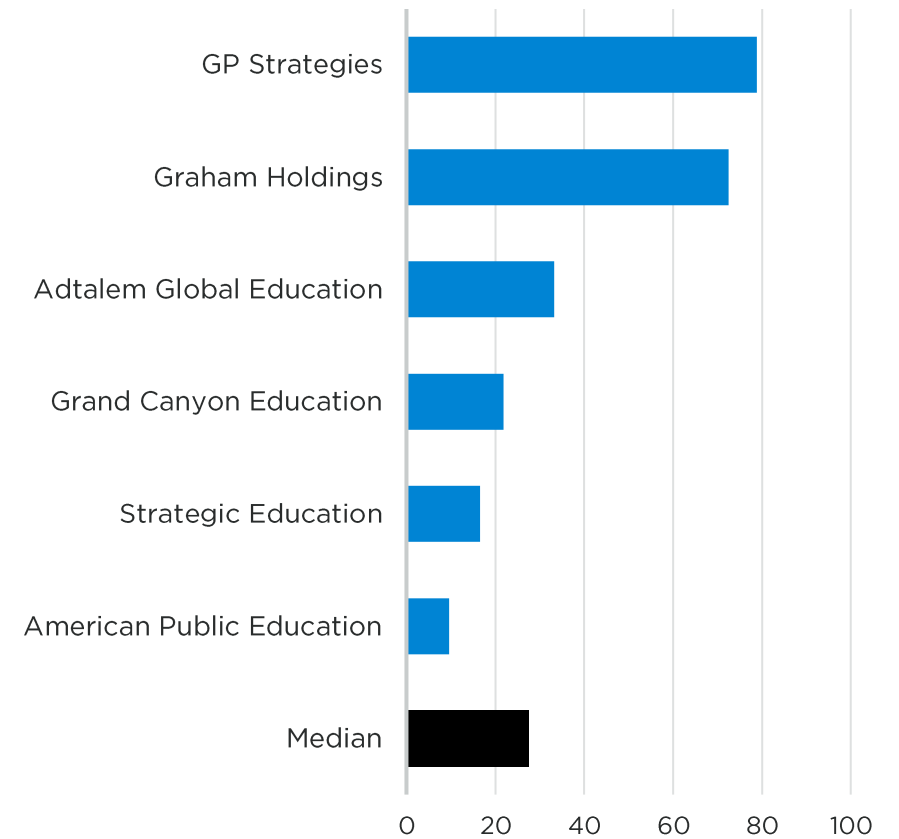


# Operational Metrics

## Accounts Receivable Turnover

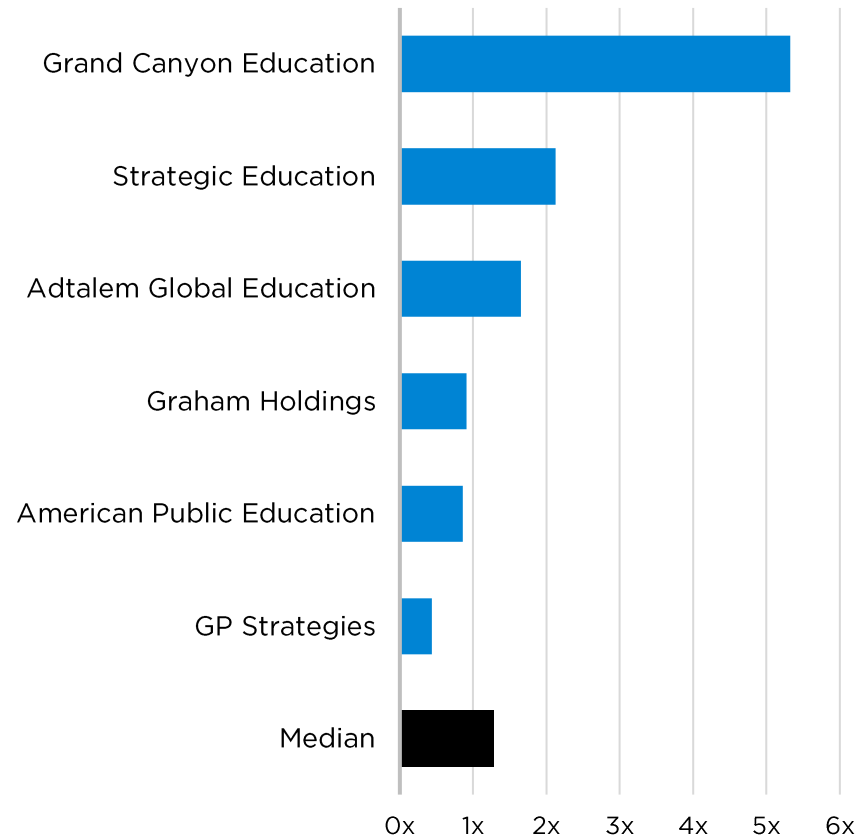


## Average Days Sales Outstanding

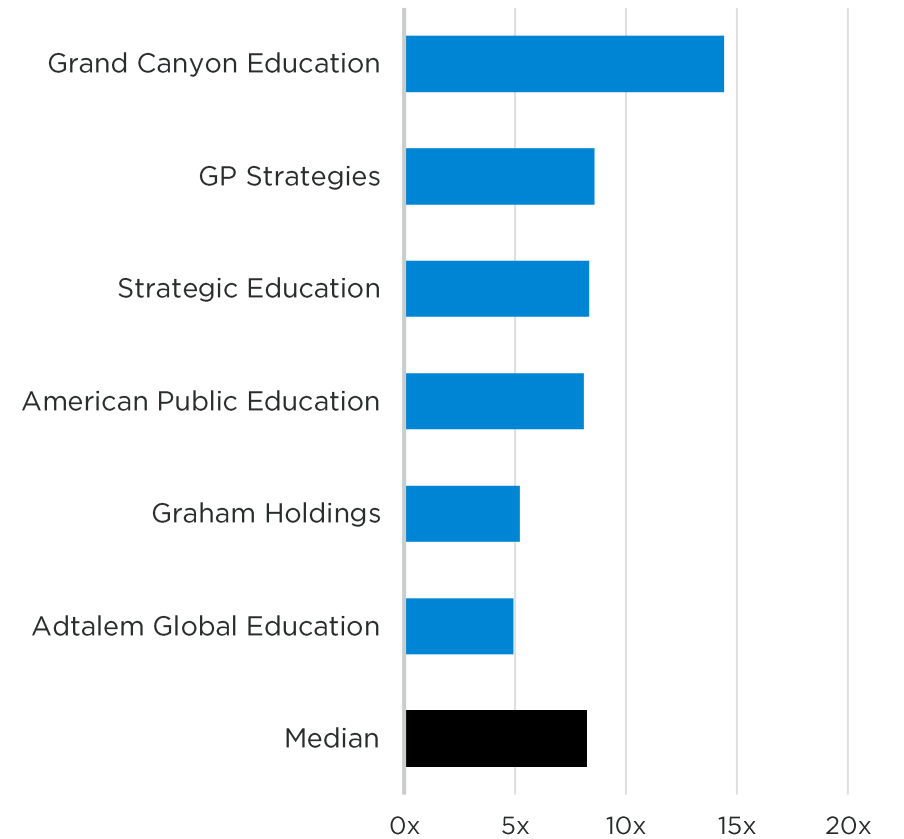


# Valuation

## TEV / LTM Revenue

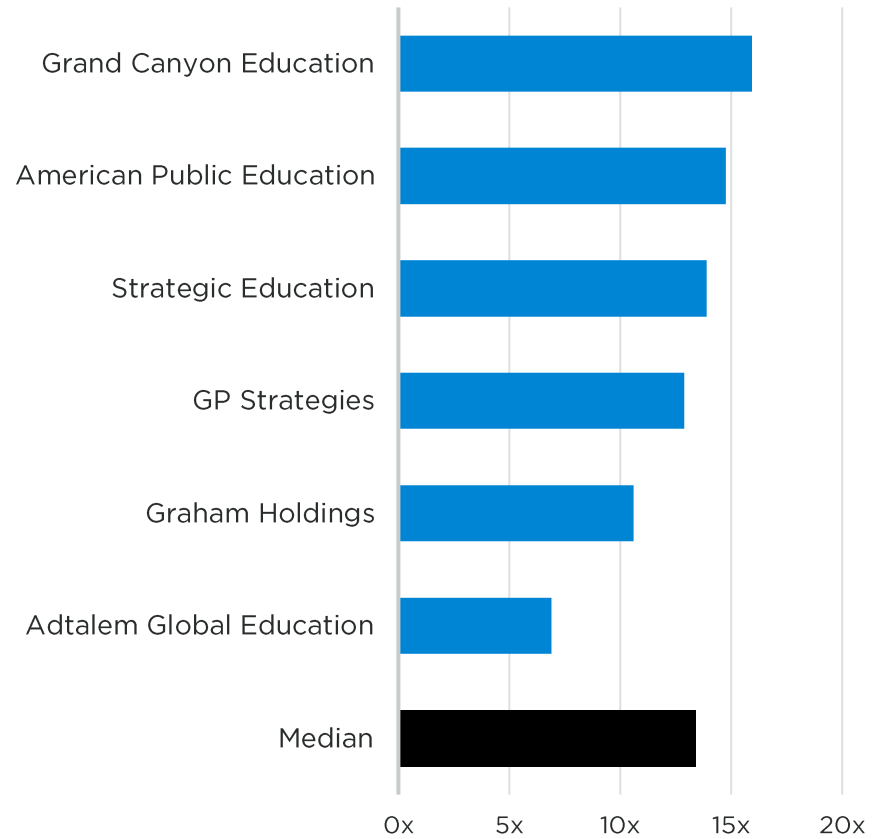


## TEV / LTM EBITDA

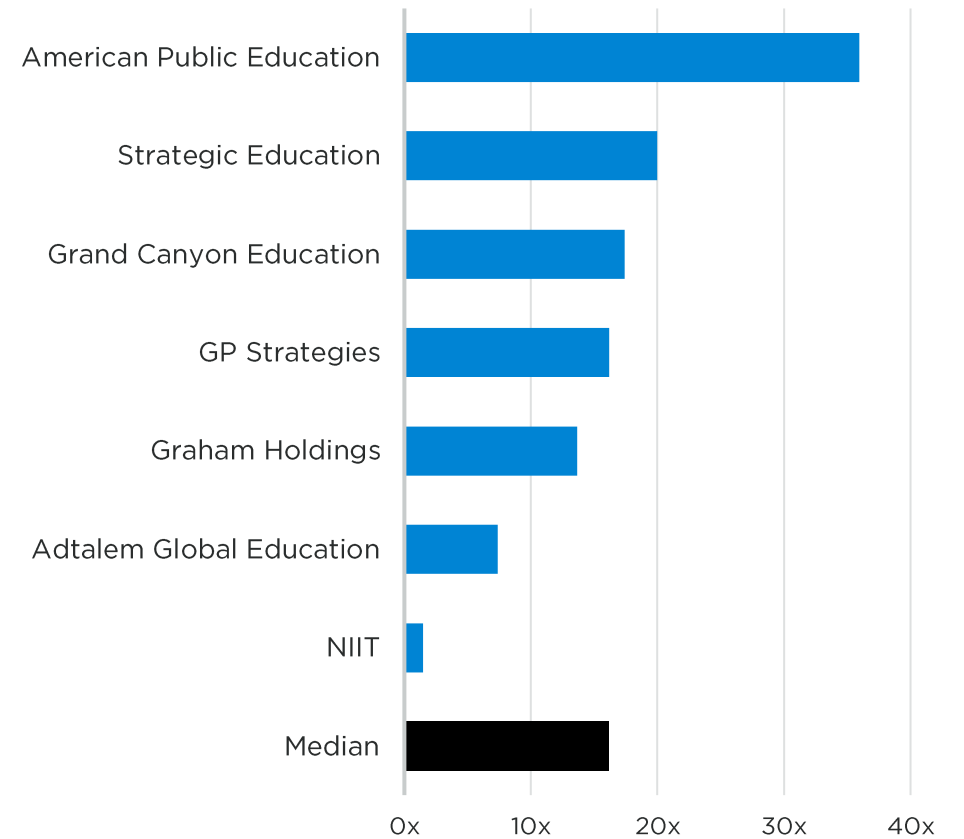


# Valuation

## TEV / LTM EBIT

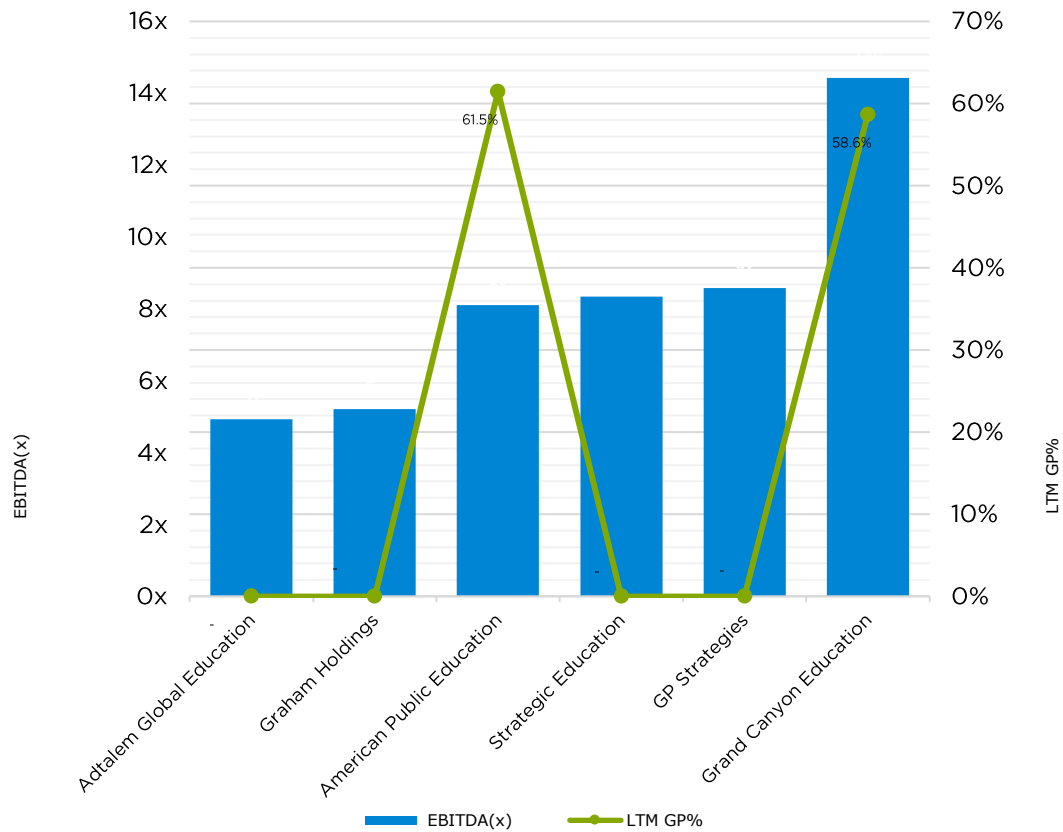


## Price / LTM Earnings

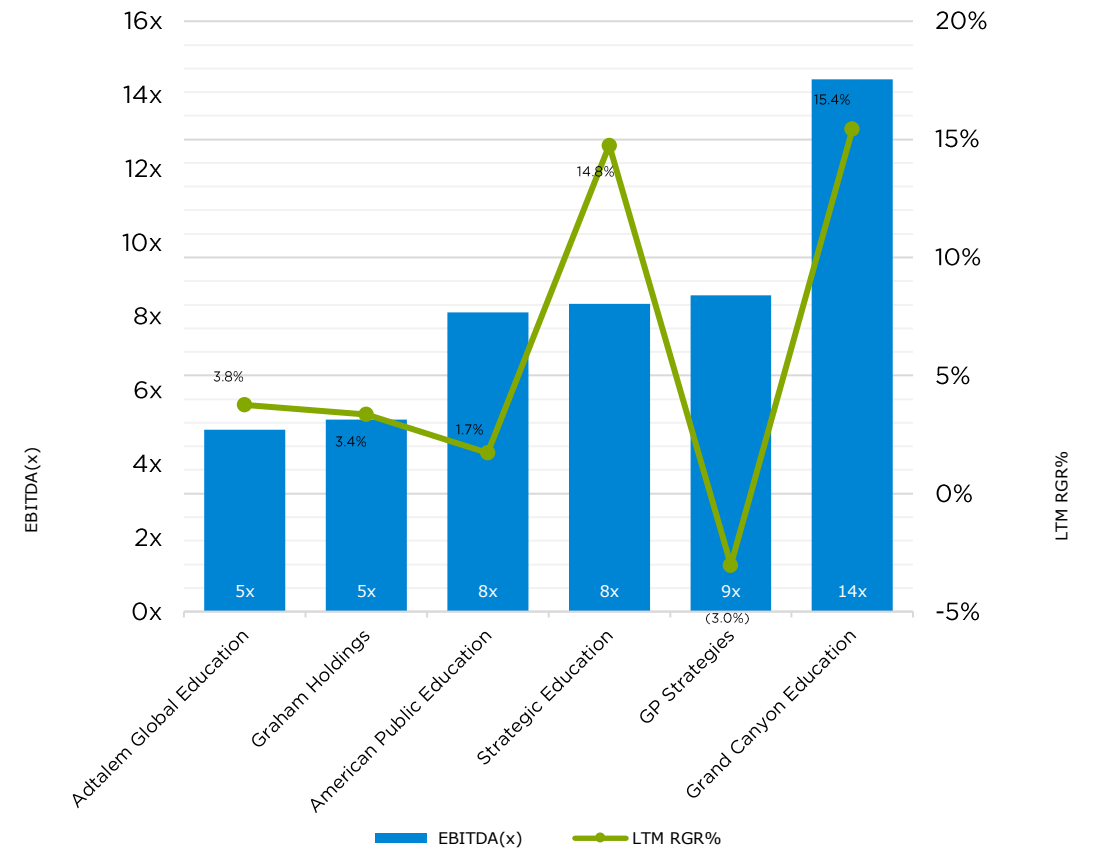


# Valuation

## 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
04-Jun-20	Big Nerd Ranch	Projekt202	-	-	-	-
02-Jun-20	CAD Studio	Arkance Systems	-	-	-	-
02-Jun-20	Cutter Consortium	Arthur D. Little (France)	-	-	-	-
19-May-20	Entangled Group	Guild Education	80.00	-	-	-
18-May-20	Vantage Education	-	-	-	-	-
14-May-20	Inviacom	GI Partners	-	-	-	-
04-May-20	Procurement Academy	Levine Leichtman Capital Partners	-	-	-	-
29-Apr-20	Adversary	Secure Code Warrior	-	-	-	-
21-Apr-20	The Closing Exchange	Decathlon Capital Partners	-	-	-	-
09-Apr-20	Agilesphere	Fimatix	-	-	-	-
02-Apr-20	AeroVista Innovations	DroneUp	-	-	-	-
31-Mar-20	About Web	penacity, llc	-	-	-	-
23-Mar-20	Instructure	Thoma Bravo	2000.00	258.47	7.29	-28.43
16-Mar-20	Everwise	Torch Leadership Labs	-	-	-	-
06-Mar-20	Unitek Learning	The Vistria Group	-	-	-	-
03-Mar-20	AcademyX	Learn iT	-	-	-	-
02-Mar-20	Micropole Learning Solutions	Le Pont	-	-	-	-
01-Mar-20	Visual Awareness Technologies and Consulting	Proteus Capital Solutions	-	-	-	-
01-Mar-20	WhiteQuest	Assystem	-	-	-	-
12-Feb-20	Setup Globe	KYN Capital Group	-	-	-	-
04-Feb-20	Icimo	Cherry Bekaert	-	-	-	-
27-Jan-20	BBI - Bildungs- und Beratungsinstituts	Constellation Capital	-	-	-	-
23-Jan-20	Exellys	Projective	-	-	-	-
06-Jan-20	Rapid Learning Institute	BTS Group	-	-	-	-
01-Jan-20	Code Pilot	AngelList	-	-	-	-
01-Jan-20	Mthree Consulting	John Wiley & Sons	129.00	-	2.58	-

# Appendix

*Public Basket  
Contact Information*



### Grand Canyon Education

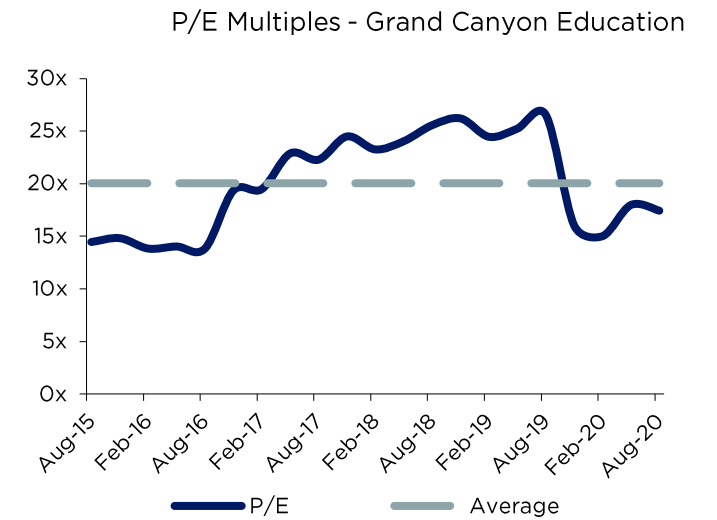
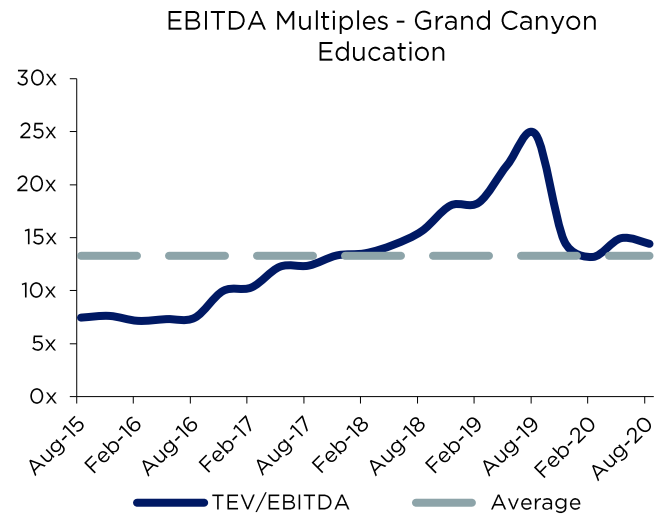
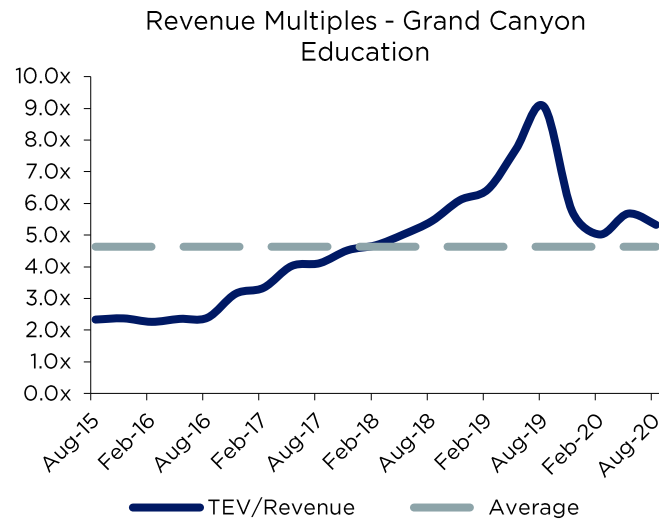
**Grand Canyon Education Inc is an American for-profit educational company that operates a private university in Phoenix, Arizona, as well as online educational programs.**

The company offers undergraduate and postgraduate degree programs, including business, education, nursing and health, and liberal arts. Grand Canyon Education's on-campus program enrolls approximately 15,000 students, while its online program enrolls over 50,000 students. The university's undergraduate programs enroll approximately 60% of its overall student base and is the largest revenue driver for the company.



# Public Basket

## Grand Canyon Education



Company Name	Date	Deal Synopsis
Orbis Education Services	22-Jan-19	The company was acquired by Grand Canyon Education (Nasdaq: LOPE) for \$365.8 million on January 22, 2019. The acquisition combines the strengths of two of the nation's most innovative service providers in higher education in an effort to align their expertise and better address a nationwide shortage in licensed healthcare professionals.
Zenjo	14-Apr-17	The company received \$1,000 of grant funding from Grand Canyon Education as a part of its 2017 Canyon Challenge on April 14, 2017.

### Graham Holdings

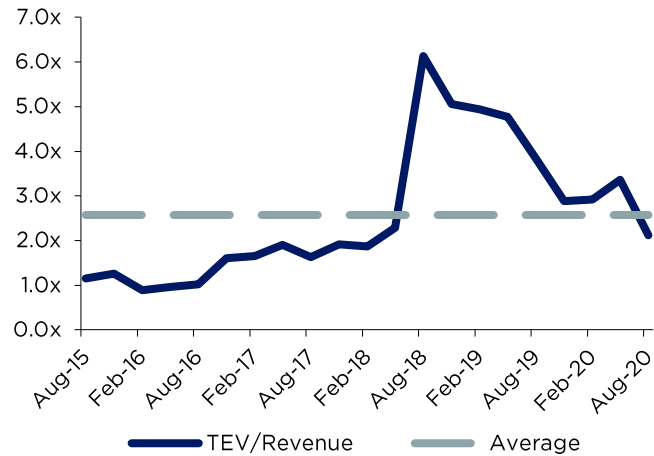
## Graham Holdings Co.

is a diversified education and media company made up of subsidiaries. Firm operations include educational services; television broadcasting; online, print, and local news; home health and hospice care; and manufacturing. The company's six segments are Kaplan International, Kaplan Higher Education, Kaplan Test Preparation, Kaplan Professional (U.S.), Television Broadcasting, and Other Activities (including home health, hospice services, and manufacturing). The majority of revenue comes from the Kaplan International segment, which includes higher education, test preparation, language instruction, and professional training. A large portion of company revenue also comes from the television broadcasting segment through advertising.

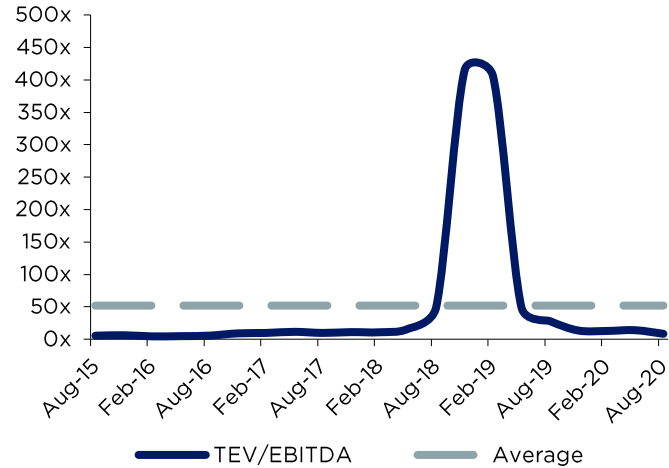
# Public Basket

## Graham Holdings

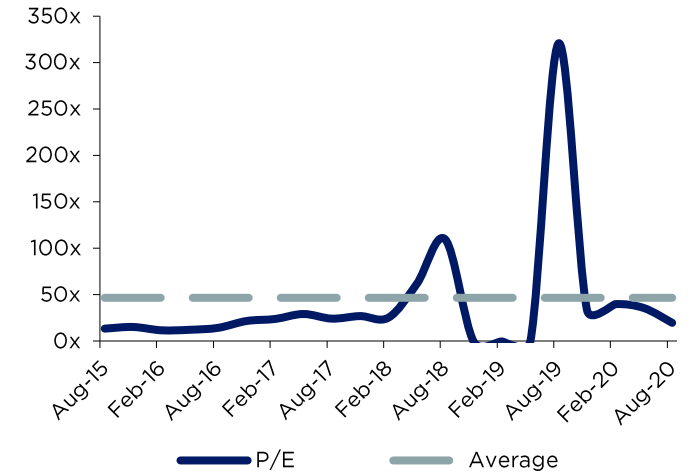
Revenue Multiples - Strategic Education



EBITDA Multiples - Strategic Education



P/E Multiples - Strategic Education



*Company Name*

*Date*

*Deal Synopsis*

Framebridge

15-May-20

The company was acquired by Graham Holdings (NYS: GHC) for an undisclosed amount on May 15, 2020.

Serial Box

13-Feb-20

The company raised \$9.65 million of Series A venture funding in a deal led by Graham Holdings on February 13, 2020, putting the company's pre-money valuation at \$20 million. Forerunner Ventures, RRE Ventures and Eudemian Ventures also participated in the round.

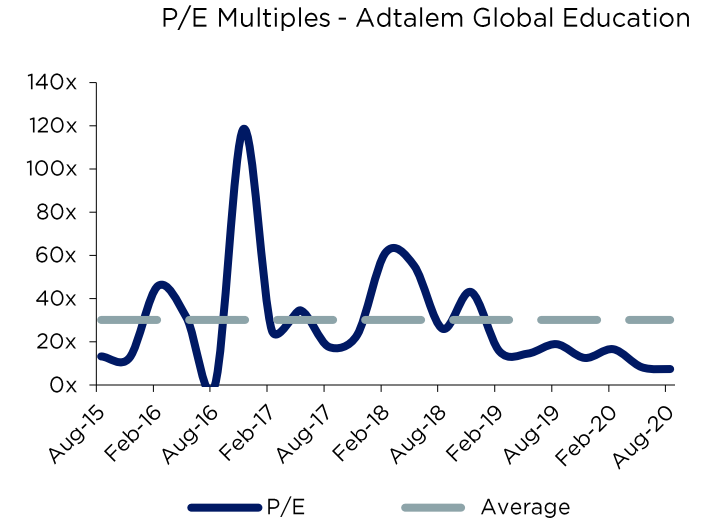
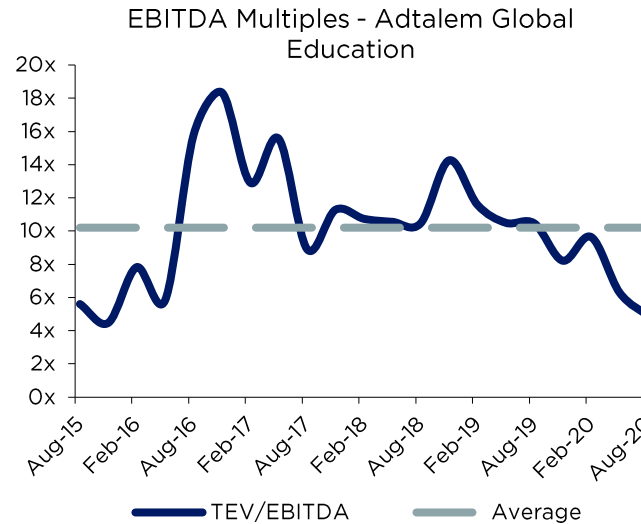
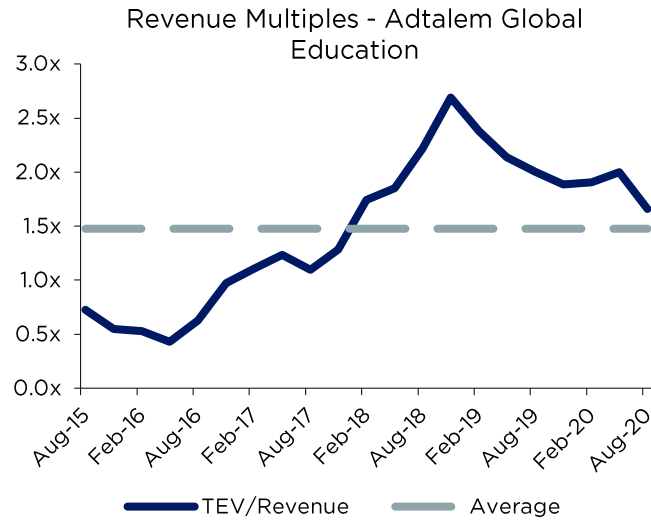
### Strategic Education

## Strategic Education Inc is engaged in providing educational services.

It offers flexible and affordable associate, bachelor's, master's, and doctoral programs. Strategic Education provides courses in the eastern United States. The group operates through segments namely: Strayer University Segment, Capella University Segment, Non-Degree Programs Segment.

# Public Basket

## Strategic Education



<i>Company Name</i>	<i>Date</i>	<i>Deal Synopsis</i>
Media Design School	29-Jul-20	The company, a subsidiary of Laureate Education, reached a definitive agreement to be acquired by Strategic Education (NAS: STRA) for an undisclosed amount on July 29, 2020.
Think Education	29-Jul-20	The company, a subsidiary of Laureate Education, reached a definitive agreement to be acquired by Strategic Education (NAS: STRA) on July 29, 2020 for an undisclosed sum.

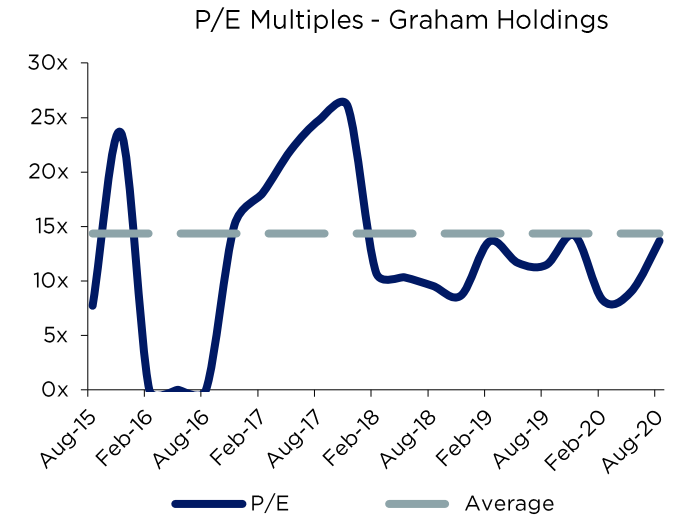
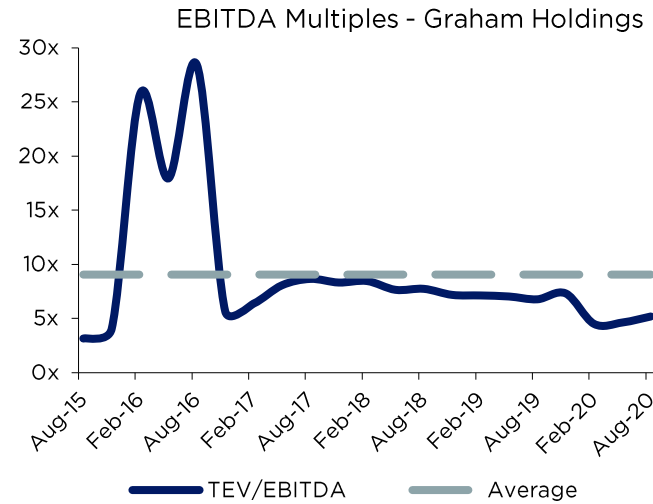
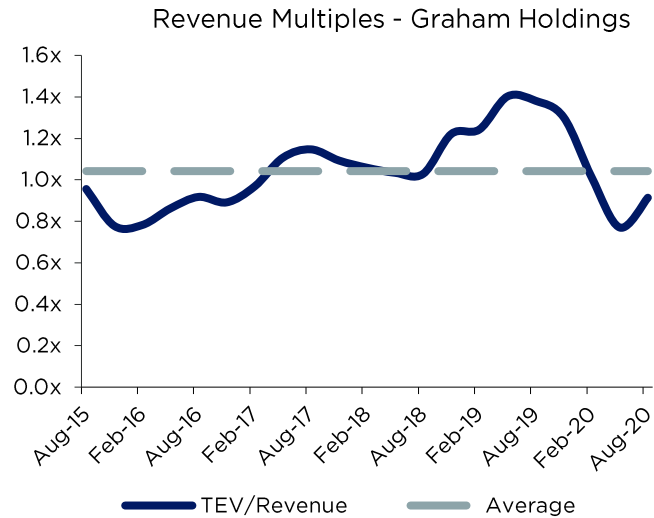
## Adtalem Global Education

**Adtalem Global Education Inc is an American for-profit educational company that operates various university and educational programs.**

The company runs eight colleges and universities that specialize in business, medicine, education, and nursing degree programs. DeVry Education Group has over 90 campuses as well as online courses that offer associate, bachelor, and postgraduate degrees. Enrollment in its business colleges represents almost half of overall student enrollment, followed by technology and healthcare. The company derives the majority of its revenue from student enrollment fees using federal financial aid programs such as Pell Fund grants.

# Public Basket

## Adtalem Global Education



<i>Company Name</i>	<i>Date</i>	<i>Deal Synopsis</i>
OnCourse Learning	31-May-19	The company, a subsidiary of Bertelsmann, was acquired by Adtalem Global Education (NYS: ATGE) for \$118.4 million on May 31, 2019. The acquisition furthers Adtalem's growth strategy into financial services.
EduPristine	05-Feb-18	The company was acquired by Adtalem Global Education (NYS: ATGE) for \$4.5 million on February 5, 2018.

### American Public Education

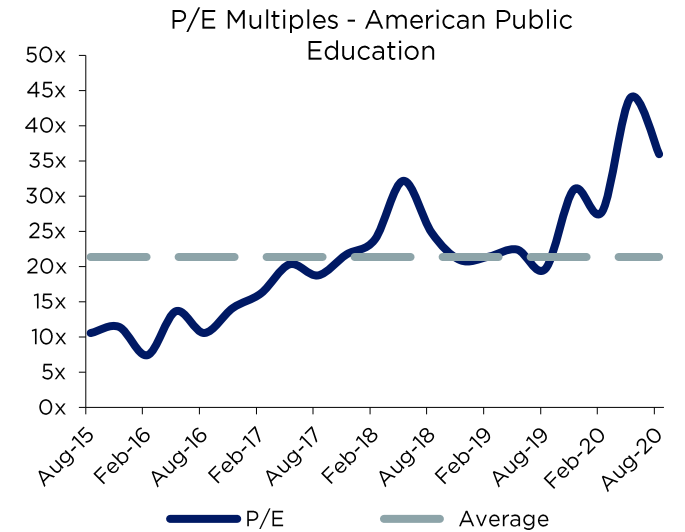
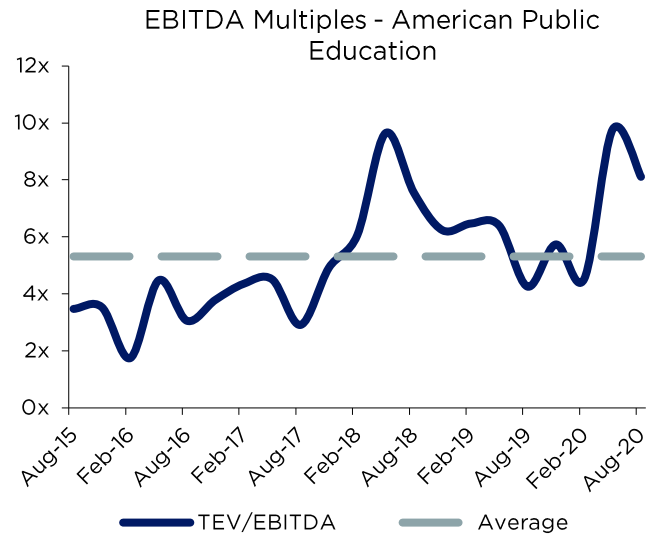
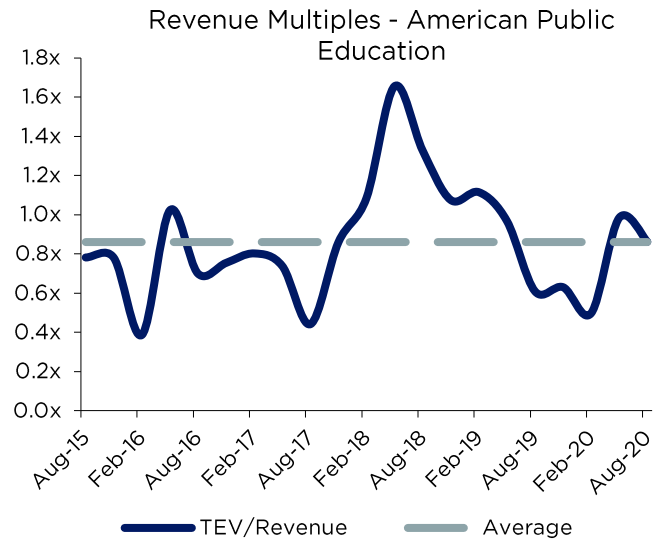
**American Public Education Inc provides online and on-campus post-secondary education including various undergraduate and graduate degree programs.**

The fields of study include business administration, health science, technology, criminal justice, education, liberal arts, national security, military studies, intelligence, and homeland security. There are two reporting segments: American Public Education segment which is the key revenue generator; and Hondros College of Nursing segment. The revenue is generated from net course registrations and enrollment, tuition rate, net tuition, and other fees.



# Public Basket

## American Public Education



Company Name	Date	Deal Synopsis
Mentorpro	01-Sep-18	The company was awarded \$20,000 of prize money from American Public Education as part of the the Milken-Penn Education GSE Business Plan Competition in September 2018.
Second Avenue Learning	02-Apr-14	The company received \$1.5 million of financing from American Public Education on April 2, 2014.

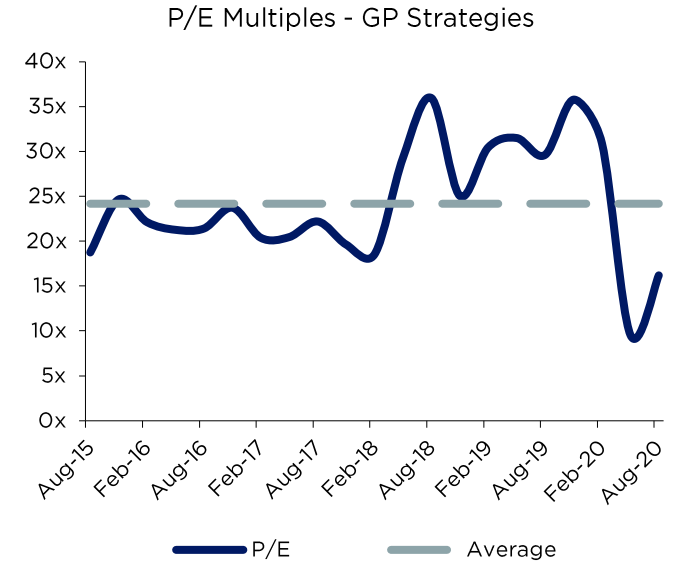
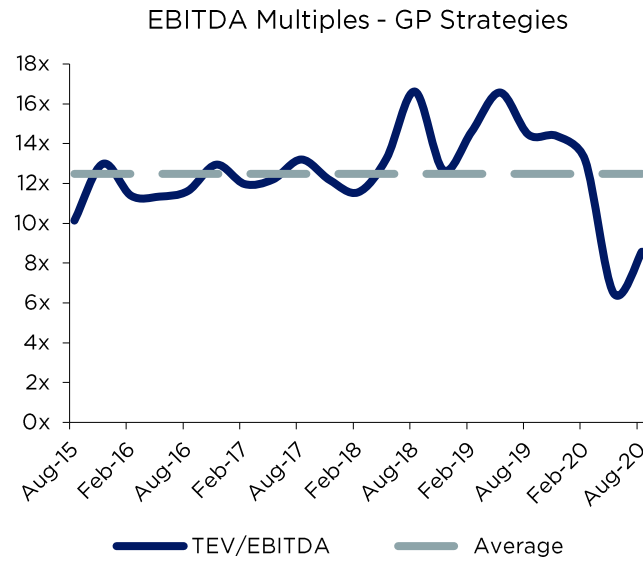
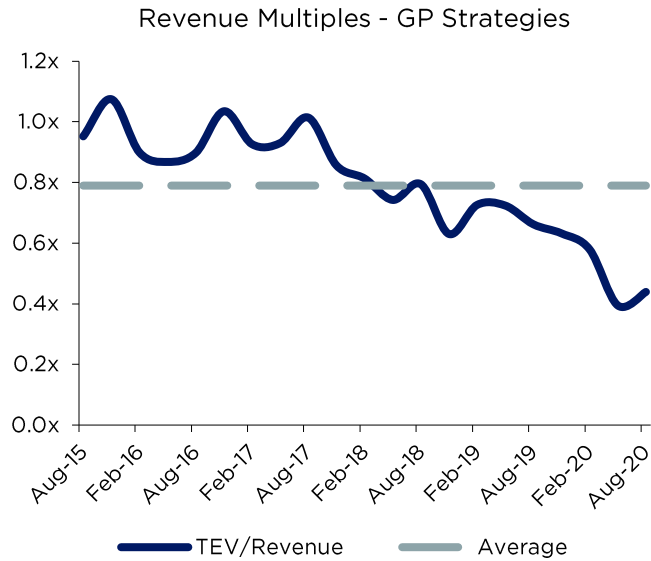
### GP Strategies

## **GP Strategies Corp provides training, e-Learning solutions, management consulting and engineering services.**

The company serves companies in the automotive, financial services and insurance, steel, oil and gas, power, chemical, electronics and technology, manufacturing, software, retail, healthcare, education, and food and beverage industries, as well as government agencies. Its training offerings include content and curriculum development, e-Learning, learning and training outsourcing, and documentation development.

# Public Basket

## GP Strategies



Company Name	Date	Deal Synopsis
TTi Global	30-Nov-18	The company was acquired by GP Strategies (NYS: GPX) for \$14.195 million on November 30, 2018. This acquisition enhances GP Strategies' service offerings and customer base in the automotive industry, adding service training and multiple new markets, customer relationships and capabilities.
IC Axon	01-May-18	The company was acquired by GP Strategies (NYS: GPX) for \$31.44 million on May 1, 2018. The acquisition will strengthen GP Strategies' ability to deliver comprehensive sales training and digital learning services to its diverse global pharmaceutical customer base. In addition, the purchase agreement requires up to an additional \$0.905 million of consideration, contingent upon the achievement of an earnings target during a twelve-month period subsequent to the closing of the acquisition.

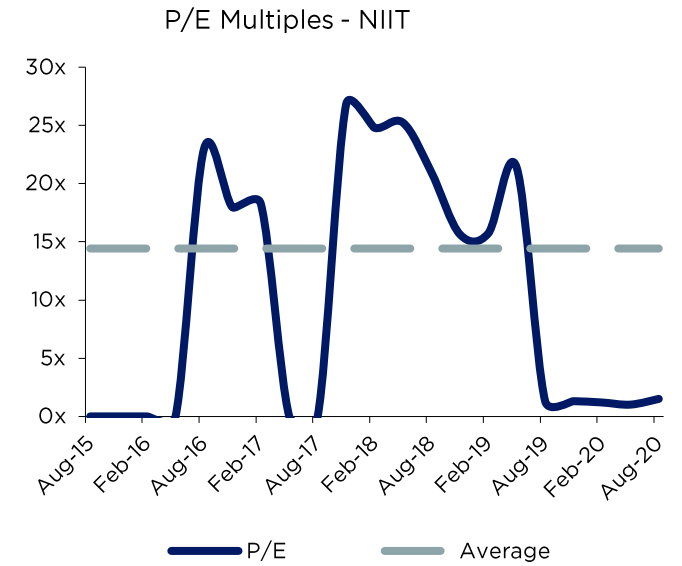
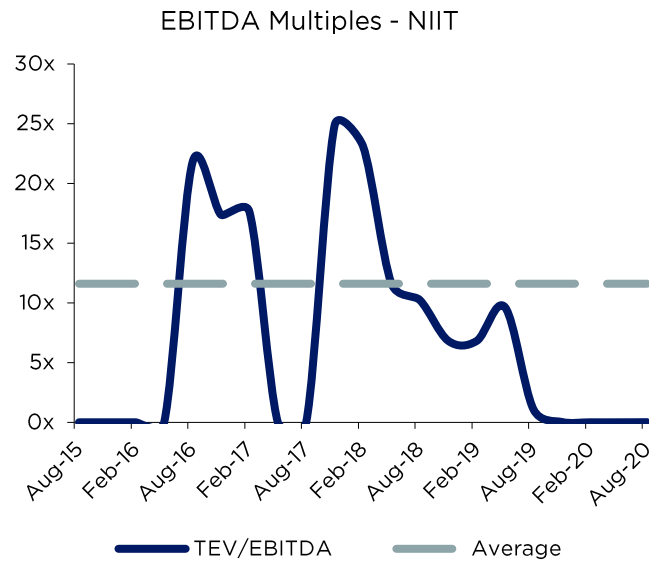
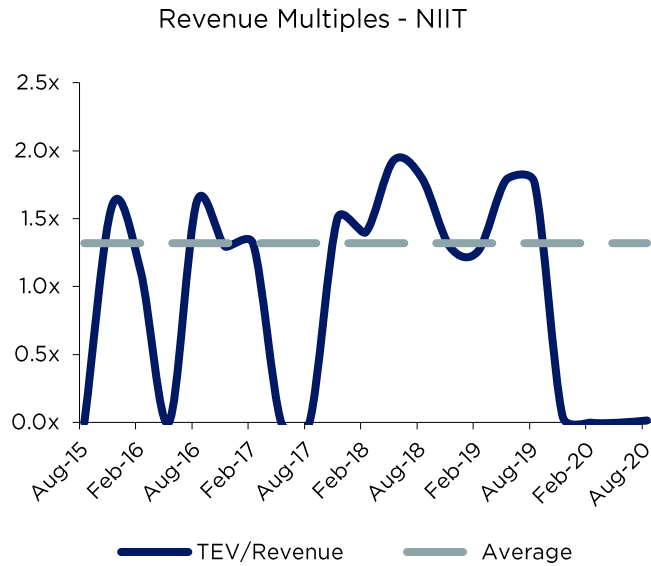
## NIIT

**NIIT Ltd provides multi-disciplinary learning management and training delivery solutions to corporations, institutions, and individuals globally.**

Its business is divided into Corporate learning group, Skills and Careers group, and School learning group. The activities of these divisions include training outsourcing to companies in North America and Europe, courses related to IT, BFSI, KPO, management education, multi-vocational skills, digital media marketing, professional life skills, teaching and education to schools in India. It derives key revenue from offering services to corporate learning group.

# Public Basket

NIIT



Company Name	Date	Deal Synopsis
Ilimi	27-Sep-16	The company was acquired by NIIT (NSE: NIITLTD) for an undisclosed amount on September 27, 2016. At the time of the transaction, NIIT (NSE: NIITLTD) was backed by Orient Global. Perceptron's acquisition builds on NIIT's strategic focus for a leadership role in the Digital Learning world.
Element K	28-Jul-06	The company was acquired by NIIT (BSE:500304) for \$40 million on July 28, 2006.

# 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
John Cooper, Managing Director	704.973.3996	john@7mileadvisors.com
Mark Landry, Managing Director	561.972.0609	mark@7mileadvisors.com
Ben Lunka, Managing Director	704.496.2995	ben@7mileadvisors.com
Ariail Barker, Director, Sales & Marketing	704.981.2908	ariail@7mileadvisors.com
Kristina Sergueeva, Director	704.899.5149	kristina@7mileadvisors.com
Tim Frye, Director	704.973.3994	tim@7mileadvisors.com
Ben Garber, Vice President	412.626.7898	ben.garber@7mileadvisors.com
Garth Martin, Vice President	704.973.3997	garth.martin@7mileadvisors.com
Nicholas Prendergast, Vice President	704.973.3995	nicholas@7mileadvisors.com
Ben Bruggeworth, Vice President, Business Development	704.365.8859	ben.bruggeworth@7mileadvisors.com
Emily Halstenberg, Marketing & Sales Coordinator	704.409.9912	emily@7mileadvisors.com
Marty Johnson, Senior Associate	704.973.3999	marty@7mileadvisors.com
Sydney Scadden, Senior Associate	704.973.3998	sydney@7mileadvisors.com
Steve Buffington, Associate	704.960.1828	steve@7mileadvisors.com
Dennis Fox, Associate	704.706.9168	dennis@7mileadvisors.com
Daniel Kim, Associate	704.912.4584	daniel@7mileadvisors.com
Robin Siegel, Analyst	704.285.8173	robin@7mileadvisors.com