



Houlihan Lokey

Training and Education

Market Update

Spring 2023

ABOUT OUR FIRM



Houlihan Lokey is a leading global investment bank with expertise in mergers and acquisitions, capital markets, financial restructuring, and financial and valuation advisory.

Our firm is the trusted advisor to more top decision-makers than any other independent global investment bank.

We invite you to learn more about how our bankers can serve your needs:

Learn More About Corporate Finance

Learn More About Financial Restructuring

Learn More About Financial and Valuation Advisory

Learn More About Our Industry Coverage

Key Facts and Figures



36
LOCATIONS
WORLDWIDE

~2,000
TOTAL FINANCIAL
PROFESSIONALS

309
MANAGING
DIRECTORS⁽¹⁾

2,000+
CLIENTS SERVED
ANNUALLY

\$6B
MARKET
CAPITALIZATION⁽²⁾

\$1.8B
REVENUE⁽³⁾

Our Ranking by Service

Corporate Finance

2022 M&A Advisory Rankings Global Transactions Under \$1 Billion		
Advisor	Deals	
1 Houlihan Lokey	381	
2 Rothschild & Co	369	
3 JP Morgan	217	
4 Lazard	206	
5 Goldman Sachs & Co	203	

Source: Refinitiv. Excludes accounting firms and brokers.

No. 1 Global M&A Advisor for Transactions Under \$1 Billion

Leading Capital Markets Advisor

Financial Restructuring

2022 Global Distressed Debt & Bankruptcy Restructuring Rankings		
Advisor	Deals	
1 Houlihan Lokey	58	
2 PJT Partners Inc	30	
3 Lazard	29	
4 Rothschild & Co	25	
5 Moelis & Co	21	

Source: Refinitiv.

No. 1 Global Restructuring Advisor

1,500+ Transactions Completed Valued at More Than \$3.0 Trillion Collectively

Financial and Valuation Advisory

1998 to 2022 Global M&A Fairness Advisory Rankings		
Advisor	Deals	
1 Houlihan Lokey	1,232	
2 JP Morgan	1,030	
3 Duff & Phelps, A Kroll Business	938	
4 Morgan Stanley	725	
5 BofA Securities Inc	710	

Source: Refinitiv. Announced or completed transactions.

No. 1 Global M&A Fairness Opinion Advisor Over the Past 25 Years

1,000+ Annual Valuation Engagements

Fully Integrated Financial Sponsors Coverage

23 Senior officers dedicated to the sponsor community in the Americas and Europe

1,000+ Sponsors covered, providing market insights and knowledge of buyer behavior

650+ Companies sold to financial sponsors over the past five years

Houlihan Lokey Is a Global Firm

Americas

Atlanta Los Angeles São Paulo
Boston Miami Washington, D.C.
Chicago Minneapolis
Dallas New York
Houston San Francisco

Europe and Middle East

Amsterdam Manchester Tel Aviv
Dubai Milan Zurich
Frankfurt Munich
London Paris
Madrid Stockholm

Asia-Pacific

Beijing Hong Kong Shanghai
Fukuoka SAR Singapore
Gurugram Mumbai Sydney
Ho Chi Minh Nagoya Tokyo
City Osaka

(1) As of December 31, 2022. Excludes corporate managing directors. (2) As of March 2023. (3) LTM ended December 31, 2022.

ABOUT OUR BUSINESS SERVICES INDUSTRY GROUP

Houlihan Lokey's Business Services Group combines extensive industry relationships with substantial experience to offer a broad array of M&A, corporate finance, restructuring, and financial and valuation advisory services to the business services industry.

Based on number of transactions and according to data provided by Refinitiv, Houlihan Lokey was ranked the No. 1 investment bank for all global business services M&A transactions in 2022.*

*Excludes accounting firms and brokers.

Key Facts and Figures

130+

Dedicated Business Services bankers

69

Completed business services M&A/
private placement transactions in CY22

\$2.9B

In financing deals in CY22

Industry Sector Coverage

We cover a broad array of sectors, with bankers dedicated to each of our primary coverage areas.



BPO Services



Engineering and Infrastructure



Environmental Services



Equipment-as-a-Service



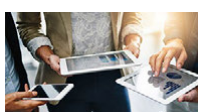
Facility and Residential Services



HCM Services



IT Services



Marketing Services



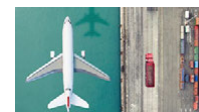
Specialty Consulting and Risk Services



Testing, Inspection, Certification, and Compliance



Training and Education



Transportation and Logistics

Selected Business Services Industry Transactions

SANDLER™
has received an investment from
BLUE MARLIN
Sellside Advisor

OPEN HEALTH
a portfolio company of
AMULET CAPITAL
has been acquired by
astorg.
Sellside Advisor

GANNETT FLEMING
has received a strategic investment from
OCEANSOUND PARTNERS
Sellside Advisor

HILL internationa
has been acquired by
GISI
Sellside Advisor & Fairness Opinion

Odyssey
has acquired
MAGNA
a portfolio company of
CIVIC PARTNERS
Buyside Advisor

HOST HEALTHCARE
has been acquired by
Medical Solutions
a portfolio company of
Centerbridge CDPQ
Sellside Advisor

Colibri
a portfolio company of
BRIDIRON
has acquired
Becker OnCourse Learning
from
ADTALEM
Buyside Advisor

PHENNA GROUP
a portfolio company of
inflexion
has received secondary investment from
Oakley Capital
Sellside Advisor

us ecology
has been acquired by
REPUBLIC SERVICES
Sellside Advisor

REVHEALTH
has received an investment from
WINDROSE
Sellside Advisor

OCEAN TOMO
a portfolio company of
B SWALVEN CAPITAL
has been acquired by
JSHELD
a portfolio company of
KELSO
Sellside Advisor

Univers Pure
a portfolio company of
tilia
has been acquired by
AURORA CAPITAL PARTNERS
Sellside Advisor

2022 M&A Advisory Rankings All Global Business Services Transactions		
Advisor	Deals	
1 Houlihan Lokey	69	
2 Rothschild & Co	50	
3 Lincoln International	37	
4 Goldman Sachs & Co	34	
5 GCG	26	

Source: Refinitiv. Excludes accounting firms and brokers.

Learn More About Our Business Services Industry Coverage

TRAINING AND EDUCATION TEAM



The training and education sector operates within Houlihan Lokey's Business Services Group, which has earned a reputation for providing superior service and achieving outstanding results in M&A advisory, capital raising, restructuring, and financial and valuation advisory services.

Our clients run the gamut from early-stage businesses and mid-sized companies to large, publicly traded corporations. We understand that an industry driven by innovation and change requires the sophistication of an advisor who can think ahead of the market and utilize solid industry relationships to help advance your vision. We optimize client outcomes by running executed, competitive processes, by focusing on deep domain knowledge to position for synergy and scarcity value, and by leveraging our world-class strategic and private equity access to bring the right senior decision-makers to the negotiation table.

Leadership



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Contact Us

Please reach out to us to schedule a call to discuss this quarter's market update or to explore how we can serve your business needs.

Request a Meeting

Learn More About Us

Subsector Coverage



- Assessments
- Career-Elevating Skills (Technical Training)
- Career-Elevating Skills (Soft Skills)
- Compliance and Licensure Driven (Blue Collar)
- Compliance and Licensure Driven (White Collar)
- Early Childhood
- Education
- K-12
- Learning Technology
- Post-Secondary

Featured Transactions

 has acquired Buyside Advisor	 a portfolio company of has acquired Buyside Advisor	 has made an investment in a portfolio company of Buyside Advisor	 has received an investment from Sellside Advisor
 a portfolio company of has acquired from Buyside Advisor	 has made a minority investment in Buyside Advisor	 conversations that win a portfolio company of has been acquired by Sellside Advisor	 has been acquired by a portfolio company of Sellside Advisor
 has confirmed a "pre-packaged" Chapter 11 Plan of Reorganization, restructuring \$2.1 billion of debt and raising \$110 million of new money investment Company Advisor	 a portfolio company of and has been acquired by Sellside Advisor	 has acquired Buyside Advisor	 has acquired Buyside Advisor

Tombstones included herein represent transactions closed from 2020 forward.

JOIN US AT OUR UPCOMING SPRING AND FALL CONFERENCES

Attendees will gain insights into the market dynamics and strategies employed within a variety of business services sectors and participate in insightful discussions on the state of the market and current issues.

Industry Sectors Represented

- BPO Services
- Engineering and Infrastructure
- Environmental Services
- Equipment-as-a-Service
- Facility and Residential Services
- HCM Services
- IT Services
- Marketing Services
- Specialty Consulting and Risk Services
- Testing, Inspection, Certification, and Compliance
- Training and Education
- Transportation and Logistics

REGISTER
TODAY

April 26 & 27, 2023
VIRTUAL
CONFERENCE

REQUEST
AN INVITE

October 12, 2023
LOTTE NEW YORK
PALACE



PRESENTATIONS FROM HIGHLY SUCCESSFUL COMPANIES

TARGETED ONE-ON-ONE MEETINGS



1,000+
REGISTERED CONFERENCE ATTENDEES

Interested in presenting your company at our conferences?
Email BUSConference@HL.com

TRAINING AND EDUCATION PRACTICE

CORE COVERAGE PILLARS

The Training and Education team serves businesses that, broadly, help individuals and companies achieve growth through learning.

Training

Learning content, programs, and services, helping professionals and businesses remain compliant, develop skills and competencies, and improve performance

- *B2B Career-Elevating Soft Skills*
- *B2B Career-Elevating Technical Skills*
- *B2B Compliance: White Collar*
- *B2B Compliance: Blue Collar*
- *B2P Certification and Licensure Training⁽²⁾*

Assessments

Technology, intellectual property (IP), and infrastructure that create or administer proprietary tests, examinations, and/or performance reviews (collectively, Assessments)

- *Enterprise Assessments: Pre-Hire*
- *Enterprise Assessments: Post-Hire*
- *Enterprise Assessments: OKR⁽¹⁾*
- *Educational Assessments and Credentials*
- *Delivery and Enablement*

Education

Curriculum creators, brick-and-mortar institutions, and service providers that support schools, from early childhood through post-graduate institutions

- *Early Childhood Education*
- *K–12 Learning Content*
- *K–12 Services*
- *Extracurricular Learning*
- *Higher Education Learning Content*
- *Higher Education Services*

(1) Objectives and key results.

(2) Business-to-professional.

MARKET CHATTER

BROADER MARKET BACKDROP

The market cooled off considerably in Q3 and Q4 2022; while there are signs of optimism, the market backdrop remains complex.

	Today	Bull Case (Next 12 Months)	Bear Case (Next 12 Months)
Macroeconomic Sentiment	<ul style="list-style-type: none"> ▪ Inflation and anticipated Fed actions dominate macro perspectives ▪ Market ripe with fear and caution 	<ul style="list-style-type: none"> ✓ Inflation continues downward trajectory; Fed begins lowering FF rate⁽¹⁾ by end of year 	<ul style="list-style-type: none"> × Inflation remains stubborn; FF rate⁽¹⁾ elevates to 6%+ in 2023, despite additional bank failures
M&A Activity	<ul style="list-style-type: none"> ▪ Limited platform investments available ▪ Sellers waiting for improved market environment 	<ul style="list-style-type: none"> ✓ Credit market stabilizes; high volume of deals coming to market in second half of 2023 	<ul style="list-style-type: none"> × Credit market fear and instability continue to delay process launches
Lender Enthusiasm	<ul style="list-style-type: none"> ▪ Selective and cautious; “open for business” but lending with downside protected terms 	<ul style="list-style-type: none"> ✓ Fed hikes plateau, and firmer rate environment revamps capital deployment 	<ul style="list-style-type: none"> × Recession fears and rate hikes continue to deter lenders
Portfolio Performance (Private Equity)	<ul style="list-style-type: none"> ▪ Diversified skills and compliance-based platforms have largely performed well; high exposure to tech segment has hurt some players 	<ul style="list-style-type: none"> ✓ Performance holds and businesses head into 2024 with renewed momentum 	<ul style="list-style-type: none"> × A slowing macro economy challenges topline growth, particularly for skills players
Portfolio Performance (Venture Capital)	<ul style="list-style-type: none"> ▪ Very challenging environment; have abruptly adjusted operations to extend cash horizon 	<ul style="list-style-type: none"> ✓ Cost reductions stabilize cash burn, and return to lower-rate environment supports growth 	<ul style="list-style-type: none"> × Conditions persist or worsen; companies are forced to sell or shut down once out of cash
Houlihan Lokey Perspectives	<ul style="list-style-type: none"> ▪ Market beginning to show signs of life and optimism, but macro events, such as SVB failure, continued jobs momentum, and stubborn inflation, continue to keep momentum at bay 	<ul style="list-style-type: none"> ▪ M&A activity will pick up in the second half of 2023; quality of companies coming to market likely dependent on market strength and buyer appetite ▪ Second-half outcomes will potentially prompt return to a more valuable M&A market throughout 2024 	

(1) Federal funds rate.

MARKET CHATTER

INVESTOR AREAS OF FOCUS | PROFESSIONAL LEARNING ASSETS

The below summarizes top areas of investor focus for businesses in the professional learning space.

Theme	Description	Investor Focus
<p>Discretionary Nature of Offering</p>	<ul style="list-style-type: none"> ▪ Training is required for regulatory compliance or to obtain or maintain a commercial or professional license ▪ Training is mission critical for enterprise or possesses a high degree of strategic importance 	<p>Low Priority High Priority</p>
<p>End Market Exposure</p>	<ul style="list-style-type: none"> ▪ End markets are stable, diversified, or recession proof and will not see declines in training if economy tightens 	
<p>Exposure to New Hires</p>	<ul style="list-style-type: none"> ▪ Training program is not directly correlated to new hires ▪ Training pertains to skills development for seasoned employees or meets continuing education (CE) requirement 	
<p>Cost Structure Flexibility</p>	<ul style="list-style-type: none"> ▪ Cost structure can be flexed downward if needed ▪ High gross margin profile, with majority of capex focused on growth vs. maintenance 	
<p>LTV Growth Opportunity</p>	<ul style="list-style-type: none"> ▪ Ability to deliver growth through monetization of existing customer base; company is not solely dependent on new logo growth 	
<p>Any and All Retention Metrics</p>	<ul style="list-style-type: none"> ▪ Performance of existing customer base at time of renewal ▪ Understanding types of renewals, such as (a) same learner, new content; (b) same content, new learner; or (c) same content, same learner 	

SELECT M&A TRANSACTIONS | 2022 CALENDAR YEAR

Houlihan Lokey Advises Vestar



- Houlihan Lokey is pleased to announce that 360training.com, Inc. (360training), a leading provider of online training and continuing education to regulated industries, has successfully completed an equity recapitalization from GreyLion Partners LP (GreyLion) and Vestar Capital Partners to support 360training's rapid growth and accelerate acquisition activity. The transaction closed on July 11, 2022.
- The new investment will help 360training pursue large and small strategic acquisitions within its core markets as well as new markets and geographies. 360training is an integrated digital training and compliance platform for highly regulated industries.
- GreyLion focuses on investing in high-growth businesses in the lower middle market and manages approximately \$1.7 billion.
- Vestar Capital Partners is a leading U.S. middle-market private equity firm specializing in management buyouts and growth capital investments. Vestar invests in and collaborates with incumbent management teams and private owners to build long-term enterprise value.
- Houlihan Lokey served as the exclusive financial advisor to Vestar on its investment in 360training.

Houlihan Lokey Advises Sandler



- Houlihan Lokey is pleased to announce that Sandler has received a strategic investment from Blue Marlin. The transaction closed on June 6, 2022. Sandler has been seeking the next level of investment to support its mission to dominate the sales learning space, while Blue Marlin seeks to partner with local businesses that aim to scale and have a proven track record.
- Founded in 1966, Sandler is the leading global sales professional development and performance improvement organization responsible for empowering more than 50,000 sales professionals and leaders each year to master the craft of selling. Across more than 230 office locations spanning 30 countries, Sandler's technology-enabled solutions propel the next evolution of sales with customizable learner journeys, collaborative coaching, ongoing reinforcement, and an evolved sales methodology connecting the modern seller to today's buyer journeys.
- Blue Marlin is a private investment firm based in Bethesda, Maryland, with approximately \$400 million of invested capital in 16 investments. David Williams, Partner with Blue Marlin and former Chairman and CEO of Merkle, Inc., has joined as Sandler's strategic partner.
- Houlihan Lokey served as the exclusive financial advisor to Sandler and assisted in marketing, structuring, and negotiating the transaction for the company.

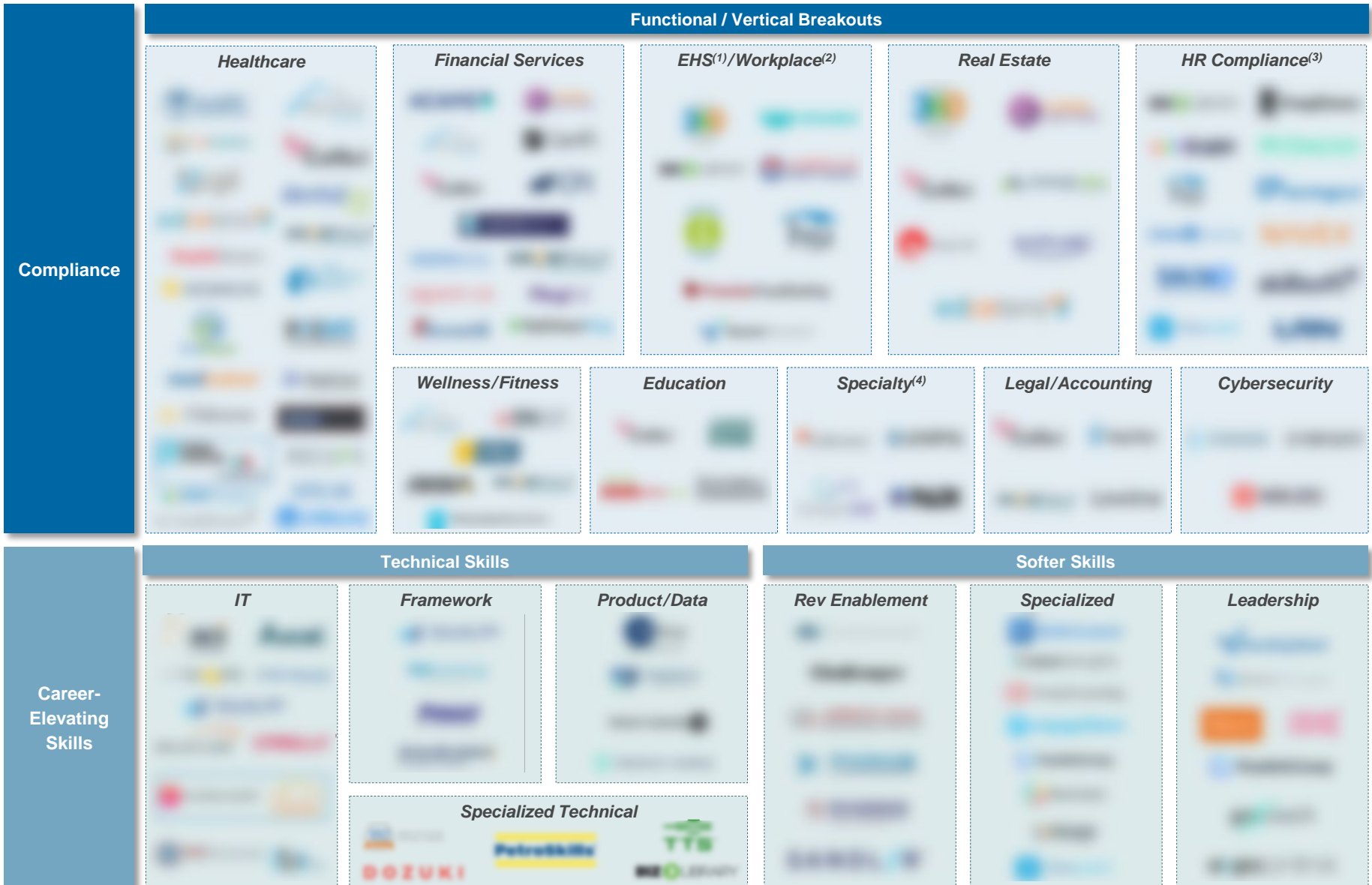
Houlihan Lokey Advises Colibri



- Gridiron Capital, LLC (Gridiron), a middle-market private equity firm managing \$1.35 billion of committed equity capital, retained Houlihan Lokey as a buy-side advisor in the acquisition of Becker Professional Education and OnCourse Learning. The transaction highlights the continued success of Houlihan Lokey's leading practice within the training and education sector.
- Colibri, headquartered in St. Louis, Missouri, is the leading provider of career lifecycle management for mandatory professional education solutions across real estate, healthcare, financial services, and valuation and property services. It specializes in comprehensive education solutions for professionals to successfully pursue and maintain their licenses and provides training for both qualifying and continuing education.
- Houlihan Lokey served as the exclusive financial advisor to Colibri and Gridiron. This transaction highlights Houlihan Lokey's sector knowledge and financial sponsors relationships in the training and education vertical.

THE PROFESSIONAL LEARNING CONTENT ECOSYSTEM ILLUSTRATIVE LOGOS

For more information, contact the leadership team on pg. 4



Note: Representative logos.

(1) Includes transportation/driver's ed.

(2) Includes F&B.

(3) Includes anti-harassment, ethics, diversity, and inclusion training.

(4) Highly verticalized compliance training.

BUSINESS TO BUSINESS TRAINING

CONTENT MARKET MAP AND PERSPECTIVES

For more information, contact the leadership team on pg. 4

The following separates the B2B training universe into two segments, (i) Compliance and (ii) Career Elevating Skills (“CES”) and plots the peer group against two core variables, (a) depth and versatility of IP and offering; and (b) evolution / sophistication of offering. For Compliance players, (b) represents an evolution to a broader SaaS GRC⁽²⁾ or EHS⁽³⁾ platform, while for CES players, (b) represents an evolution to async, more scalable content



Note: the above reflects select players within each segment; the depiction is not comprehensive of all peers.

(1) Includes Cyber Security.

(2) GRC reflects Governance, Risk and Compliance.

(3) EHS reflects Environment, Health and Safety.

(4) Scalability reflects offerings with elite async capabilities

and effective live complements, enabling nimble, flexible IP distribution and consumption while preserving content efficacy.

BUSINESS TO PROFESSIONAL COMPLIANCE TRAINING

MARKET MAP AND PERSPECTIVES

For more information, contact the leadership team on pg. 4

Business to professional (B2P) compliance training refers to regulatory-approved job-specific training for employees that is generally (but not always) marketed to and paid for by employees rather than employers.⁽¹⁾ The market opportunity largely consists of individual spend, or employer spend, to certify an employee in a requisite field or competency. Today, most spend is by the individual learner, but this varies by training type



Note: Reflects parent companies/ownership only; in addition, the above is not comprehensive.

(1) While such training is sometimes reimbursed (to varying degrees) by employers, this market is considered B2P or B2C (as opposed to B2B) because the customer relationship, including the selection of and payment to the training provider, resides with the individual employee.

(2) Reflects subset of end markets.

(3) Specialty reflects jobs within more targeted end markets, such as teacher training and wellness & fitness. Generic reflects jobs within large TAMs, which can include a large portion of sole proprietors/individual certified learners; Allied Health Professionals also represent a key portion of this segment. Advanced White Collar reflects jobs that require post graduate education.

THE ENTERPRISE ASSESSMENTS SEGMENT

MARKET MAP AND PERSPECTIVES

For more information, contact the leadership team on pg. 4

The Enterprise Assessments segment sits in the broader HCM universe and serves as a critical connector to three massive HCM pillars: Pre-Hire, Performance Management, and Learning. The Assessments segment provides critical measurements, markers, and insights as enterprises assess hiring strategies, mechanisms, and services to develop talent and long-term HCM performance goals.



(1) Reflects tech enablement and capabilities beyond IP.
(2) Includes objectives and key results software (OKR).

FINANCIAL SERVICES

SEGMENT DEEP DIVE

For more information, contact the leadership team on pg. 4

The financial services training segment offers synergy opportunities across competencies but still comprises largely siloed verticals. B2B adoption presents a large opportunity for growth and improving revenue predictability in select verticals.

	Verticals					Competencies		
	TP	CE	PTIN	ATP	Other	CPA	CFP	Other
Vertical 1	High	Low	High	Low	High	High	High	High
Vertical 2	High	High	High	High	High	High	High	High
Vertical 3	High	High	High	High	High	High	High	High
Vertical 4	High	High	High	High	High	High	High	High
Vertical 5	High	High	High	High	High	High	High	High
Vertical 6	High	High	High	High	High	High	High	High
Vertical 7	High	High	High	High	High	High	High	High
Vertical 8	High	High	High	High	High	High	High	High
Vertical 9	High	High	High	High	High	High	High	High
Vertical 10	High	High	High	High	High	High	High	High

(1) TP represents test prep and/or pre-licensure.
 (2) Continuing education.
 (3) All tax preparers need a preparer tax identification number (PTIN), although a "licensure" is not required to prepare taxes.
 (4) National Bookkeepers Associated (NBA) and Accredited Tax Preparer (ATP).

(5) Reflect parent companies, which have subsidiary brands in each vertical (where applicable).
 (6) B2B includes B2U (business to university).
 (7) Reimbursements are considered B2C in this context.
 (8) Illustrative Houlihan Lokey estimate, based on proprietary information.

HEALTHCARE

SEGMENT DEEP DIVE

For more information, contact the leadership team on pg. 4









Healthcare (HC) represents a massive market opportunity but operates within largely siloed verticals, split broadly between job skill level.

	Nursing		Medical			Pharmacy
Market Size	\$1.2T	\$1.1T	\$1.5T	\$1.4T	\$1.3T	\$1.2T
Market Growth	5%	5%	5%	5%	5%	5%
Market Penetration	10%	10%	10%	10%	10%	10%
Market Share	10%	10%	10%	10%	10%	10%
Market Entry	10%	10%	10%	10%	10%	10%
Market Exit	10%	10%	10%	10%	10%	10%
Market Risk	10%	10%	10%	10%	10%	10%
Market Opportunity	10%	10%	10%	10%	10%	10%
Market Challenge	10%	10%	10%	10%	10%	10%
Market Trend	10%	10%	10%	10%	10%	10%
Market Outlook	10%	10%	10%	10%	10%	10%







(1) NCLEX represents the National Council Licensure Examination, which is required for an individual to become a registered nurse (RN).
 (2) Sponsor defined as a third party, which is paying a training provider for access to professionals in an event or classroom format.
 (3) Represents healthcare practitioners.
 (4) EHR represents electronic health record.

FEATURED SECTOR NEWS | Q4 2022

Training and education services sector M&A value and deal volumes fell YoY from 2021 but remain substantial, with major education services firms such as Pearson PLC and 360training making acquisitions aimed at diversifying training offerings and expanding market reach.

Date	Company	Subsectors	Description	Article Link
12/28/22		Training Technology	360training, a leading environmental, health, and safety online regulated training provider, acquired AdvanceOnline to grow its DOT transportation safety programs.	Read More
12/15/22		Education Technology	Instructure Holdings, Inc., acquired the digital learning solutions evaluator LearnPlatform to enhance the effectiveness of the Instructure Learning Platform.	Read More
12/14/22		Traditional Training	Healthcare learning and digital analytics platform TrueLearn acquired exam preparation firm APEX Anesthesia Review to grow its presence in the nursing market.	Read More
12/6/22		Training Technology	CRE and multifamily customer management solutions provider Grace Hill acquired Edge2Learn and Ellis Partners, two digital educators in the multifamily industry.	Read More
12/5/22		Education Publishing	Hachette UK acquired independent publisher Welbeck Publishing Group, adding its subdivisions to the Hachette Children's Group and Headline Publishing Group.	Read More
12/1/22		Education Technology	CeriFi acquired Checkpoint Learning and West LegalEdcenter from Thomson Reuters Corporation for an undisclosed sum, growing its Financial and Legal Ed offerings.	Read More
12/1/22		Traditional Training	Organizational ethics and compliance solutions provider LRN Corporation acquired Thomson Reuters' Compliance Learning business unit, enhancing LRN's reach.	Read More
11/17/22		Training Technology	Talent management and learning software provider Learning Technologies Group made its flagship business, GP Strategies, the Group's leading market-facing brand.	Read More

FEATURED SECTOR NEWS (CONT.)

Date	Company	Subsectors	Description	Article Link
11/15/22	 tyler technologies	Education Technology	Tyler Technologies signed a five-year, \$54 million deal with the U.S. Department of State's Diplomatic Security Service to continue modernizing the latter's digital infrastructure.	Read More
11/15/22	CARNEGIE LEARNING	Education Publishing	K-12 AI software education provider Carnegie Learning acquired the MUSE Virtual School curriculum to augment its future educational offerings in AR and the metaverse.	Read More
11/10/22	HealthStream	Training Technology	Healthcare provider and workforce solutions firm HealthStream launched the hStream Developer Portal, creating a user-friendly hub connecting all its services and APIs.	Read More
10/31/22	 2U	Education Technology	2U, Inc., the parent company of online learning platform edX, announced the launch of more than 200 edX boot camp offerings in web development, data analytics, and more.	Read More
10/27/22	 tyler technologies	Education Technology	Tyler Technologies acquired the secure payment and digital disbursement provider Rapid Financial Solutions in exchange for \$68 million in cash and Tyler company stock.	Read More
10/26/22	 GH	Education Publishing	N2K Networks, Inc. raised \$5.4 million from two investors in a transaction led by the education publisher Graham Holdings Company and included The Data Tribe, LLC.	Read More
10/19/22	 CAE	Traditional Training	In an industry first, Aviation tech firm CAE and Clay Lacy Aviation signed a two-way organizational cross-training and job-sharing agreement to address pilot demand.	Read More
10/17/22	blackbaud	Education Technology	Cloud software services provider Blackbaud held bbcon 2022 Virtual, the firm's 23rd annual tech conference aimed at helping the company empower social good.	Read More
10/15/22	 NINJIO	Training Technology	Cybersecurity awareness company NINJIO acquired advanced behavior-centric cybersecurity solutions provider DCOYA to improve its machine-learning tool kit.	Read More

PUBLIC COMPARABLES

SUMMARIZING THE UNIVERSE OF PUBLIC COMPS

	Market Cap USDm	EV USDm	Net Debt USDm	Net Debt/ LTM EBITDA	LTM				TEV/			
					Revenue USDm	EBITDA USDm	EBITDA Margin	EPS	Forward P/E	LTM EBITDA	LTM Revenue	
Education Publishing	Lagardere SA	\$3,011.1	\$7,409.9	\$4,158.5	9.8x	\$6,395.6	\$487.1	7.6%	\$1.4	15.3x	15.2x	1.2x
	Pearson plc	8,081.4	9,254.9	1,170.2	2.8x	4,397.6	597.8	13.6%	0.6	17.7x	15.5x	2.1x
	John Wiley & Sons, Inc.	2,218.2	3,102.2	884.0	3.4x	2,063.9	298.3	14.5%	3.8	10.4x	10.4x	1.5x
	Sanoma Oyj	1,712.5	2,614.9	821.3	3.9x	1,267.9	237.2	18.7%	0.8	13.2x	11.0x	2.1x
	Graham Holdings Company	2,901.2	2,937.3	(40.3)	1.5x	3,723.4	478.4	12.8%	54.8	11.0x	6.1x	0.8x
	Scholastic Corporation	1,342.1	1,128.2	(256.3)	0.0x	1,709.7	133.1	7.8%	NA	NA	8.5x	0.7x
Median			\$852.6	3.1x	\$2,893.7	\$388.3	13.2%	\$1.4	13.2x	10.7x	1.3x	
Mean			\$1,122.9	3.6x	\$3,259.7	\$372.0	12.5%	\$12.3	13.5x	11.1x	1.4x	
Traditio nal Training	Informa plc	\$10,563.4	\$10,899.7	(\$9.0)	4.4x	\$2,682.9	\$686.2	25.6%	\$0.4	20.9x	15.9x	4.1x
	CAE Inc.	6,150.8	8,592.9	2,326.8	6.0x	2,716.9	409.6	15.1%	0.9	22.4x	21.0x	3.2x
	Wilmington plc	327.8	314.3	(14.9)	0.3x	147.1	28.5	19.4%	0.2	15.5x	11.0x	2.1x
Median			(\$9.0)	4.4x	\$2,682.9	\$409.6	19.4%	\$0.4	20.9x	15.9x	3.2x	
Mean			\$767.6	3.6x	\$1,849.0	\$374.7	20.0%	\$0.5	19.6x	16.0x	3.1x	
Education Technology	Tyler Technologies, Inc.	\$13,425.1	\$14,464.5	\$850.9	3.1x	\$1,831.5	\$349.7	19.1%	\$7.6	42.6x	41.4x	7.9x
	Chegg, Inc.	3,170.8	3,424.4	246.8	9.8x	769.2	121.5	15.8%	1.3	19.8x	28.2x	4.5x
	Coursera, Inc.	1,734.0	1,060.0	(785.8)	N/M	496.5	(165.2)	(33.3%)	(0.4)	NM	NM	2.1x
	PowerSchool Holdings, Inc.	3,681.1	4,795.4	628.7	11.7x	615.7	62.9	10.2%	0.9	27.0x	NM	7.8x
	Blackbaud, Inc.	3,055.1	3,877.8	822.7	9.3x	1,031.2	91.8	8.9%	3.0	19.7x	42.3x	3.8x
	2U, Inc.	490.3	1,255.9	765.6	N/M	970.7	(1.7)	(0.2%)	0.3	22.8x	NM	1.3x
	Nerdy, Inc.	209.8	139.6	(106.4)	N/M	162.9	(92.2)	(56.6%)	(0.8)	NM	NM	0.9x
	Stride, Inc.	1,312.2	1,514.9	220.3	2.7x	1,711.6	184.2	10.8%	2.1	14.8x	8.2x	0.9x
Instructure Holdings, Inc.	3,340.3	3,572.6	232.3	3.8x	461.1	130.4	28.3%	1.1	21.1x	27.4x	7.7x	
Median			\$246.8	6.5x	\$769.2	\$91.8	10.2%	\$1.1	21.1x	28.2x	3.8x	
Mean			\$319.4	6.7x	\$894.5	\$75.7	0.3%	\$1.7	24.0x	29.5x	4.1x	
Training Technology	Learning Technologies Group plc	\$1,097.6	\$1,333.0	\$202.5	3.5x	\$555.9	\$81.7	14.7%	\$0.1	12.5x	16.3x	2.4x
	Docebo Inc.	1,087.8	906.2	(209.6)	N/M	133.8	(9.8)	(7.3%)	0.1	NM	NM	6.8x
	Skillssoft Corp.	213.8	669.8	456.0	4.8x	840.8	131.0	15.6%	(0.8)	NM	5.1x	0.8x
	HealthStream, Inc.	759.4	708.0	(51.8)	N/M	262.6	31.2	11.9%	0.3	NM	22.7x	2.7x
	Franklin Covey Co.	649.9	613.7	(35.9)	0.7x	271.0	33.9	12.5%	1.3	35.7x	18.1x	2.3x
Udemy, Inc.	1,491.0	1,011.8	(494.1)	N/M	599.2	(129.6)	(21.6%)	(0.6)	NM	NM	1.7x	
Median			(\$43.9)	3.5x	\$413.4	\$32.6	12.2%	\$0.1	24.1x	17.2x	2.3x	
Mean			(\$22.1)	3.0x	\$443.9	\$23.1	4.3%	\$0.1	24.1x	15.6x	2.8x	
Overall Median			\$226.3	3.7x	\$905.7	\$126.0	12.7%	\$0.8	19.7x	15.7x	2.1x	
Overall Mean			\$490.9	4.5x	\$1,492.4	\$174.0	6.8%	\$3.4	20.1x	18.0x	3.0x	

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