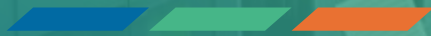


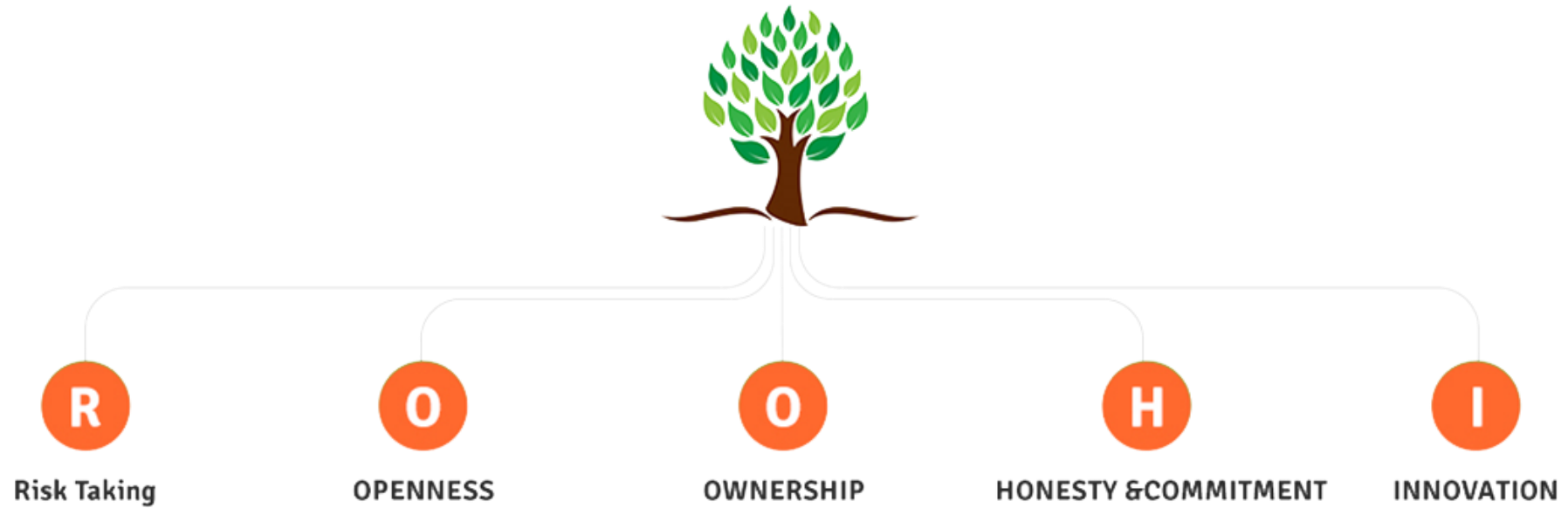


# INVESTOR PRESENTATION

- Q1 FY2025 -



# CORE VALUES



# SAFE HARBOUR

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# Q1... AND THE YEARS AHEAD

- ✓ Flat quarter. Forward looking outlook is healthy
  - ✓ Market Share – Growth vs Profitability choice
  - ✓ India Inc. marketing budgets tight - Keystone
  - ✓ All businesses facing increasing pricing tightness
- ✓ Outlook positive. Investment mode.
  - ✓ Investments continue from a medium / long-term perspective
  - ✓ Adding bandwidth in Test prep,
    - ✓ Franchise expansion
    - ✓ Leadership additions in Digi-CoCo
  - ✓ Sales team additions in MarTech and Platform Monetization businesses
- ✓ Q2 & Q3 are critical quarters for our business – Maintain healthy outlook
- ✓ Growth strategies – Organic / Inorganic
  - ✓ BAU – Tactics for growth
  - ✓ Newer products
  - ✓ M&A opportunities – Advanced stages



# CAREER LAUNCHER - TRUSTED PAN INDIA OMNICHANNEL TEST PREP BRAND

**175**  
Centers

**35%+**  
Market Share:  
MBA & Law

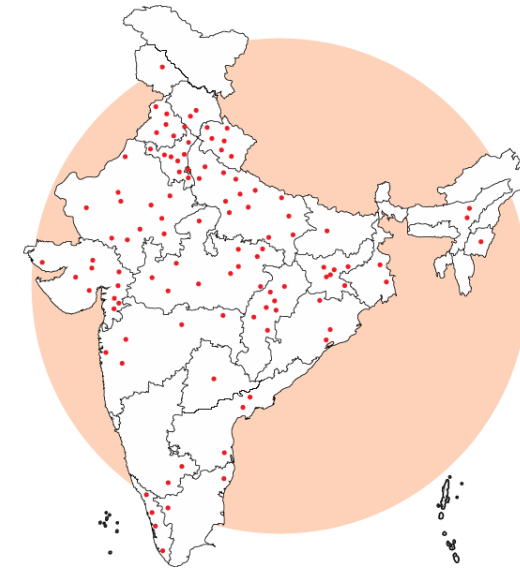
**650K+**  
Books Sold

**400+**  
Institutional  
Clients

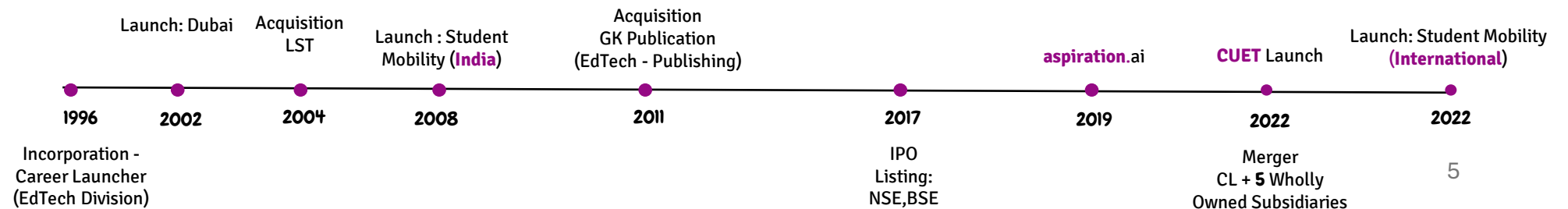
**5+**  
Locations in UAE

**9**  
Locations in  
Asia + Africa

- Present in the verticals of:
  - Test preparation and admission consulting
  - Content Monetization: Publishing of competitive books
  - Platform Monetization: Integrated Solutions to Educational Institutions & Universities
- Established dominance in Aptitude segments of MBA, Law & IPM
- CUET & Study abroad added as key verticals in FY**23**.
- Launched a digital platform 'Aspi.ai' to tap into the online content delivery opportunity
- Proprietary content, complemented by experienced faculty members & trainers
- International presence predominantly in the Middle East at present



## Key Milestones



Course : **MBA** | TAM : **3.3 Lacs** | Launch : **1996** |

| Market Share : **30-35%** |

Expansion Plan:

- ✓ Market share expansion
- ✓ State level exams: MHCET, SNAP, XAT
- ✓ Pre-COVID: **70** Cr Billing



Classroom Teaching



Online Teaching

Course : **CUET (UG)** | TAM : **14 Lacs** | Launch : **2022** |

| Market Share : **New Exam** |

Expansion Plan:

- ✓ Brand New Market; Expected to be GaoKao (China) of India
- ✓ **17** Lakh+ Students registered
- ✓ Expected registrations: **70** Lakh in next **3-5** years
- ✓ Add **100+** physical centers dedicated towards CUET + board exam coaching



Course : **Law** | TAM : **60K** | Launch : **2004** |

| Market Share : **35-40%** |

Expansion Plan:

- ✓ **FY24** CLAT+AILET Registrations:60K;
- ✓ Law as career is gaining acceptance and momentum.
- ✓ Expected to reach **100K** registrations with change in exam cycle
- ✓ Pre-COVID: **63** Cr Billing



Test Series



Admission Consultancy

Course : **Student Mobility** | Launch : **2022** |

| Market Share : **New Product** |

Expansion Plan:

- ✓ New Market
- ✓ **6** Million Students studying in non-native countries
- ✓ Markets: India to Anywhere & Anywhere to Anywhere
- ✓ Focus: Network Expansion, Consulting growth



# KESTONE - SOLVING EXPERIENTIAL BUSINESS & MARKETING PROBLEMS GLOBALLY



- Global offices - **India, USA, Singapore, Indonesia & UAE**
  - Services offered:
    - ✓ Event Management (Physical) & Virtual Events Platform
    - ✓ Digital & MarComm Services
    - ✓ Customized Engagement Programs (CEP)
    - ✓ Transitioning Biz to Metaverse
    - ✓ Managed Manpower Services



900+  
Days of Events



50+  
Days of Events



50+  
Days of Events

## Key Milestones



# AGENDA



FINANCE UPDATE



BUSINESS UPDATE

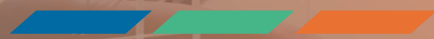






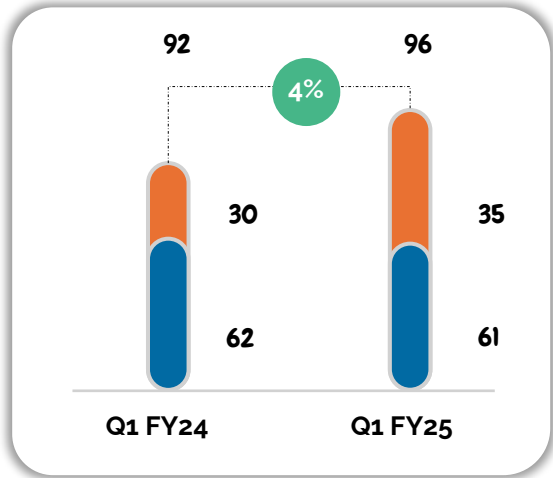
# FINANCE UPDATE

- Q1 FY2025 -

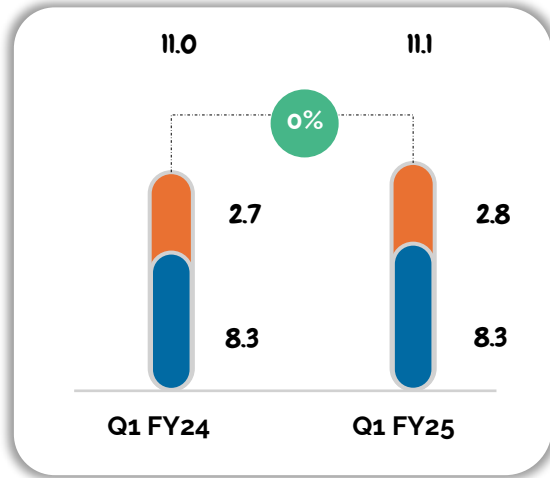


# Q1 FY2025 – FINANCIAL HIGHLIGHTS

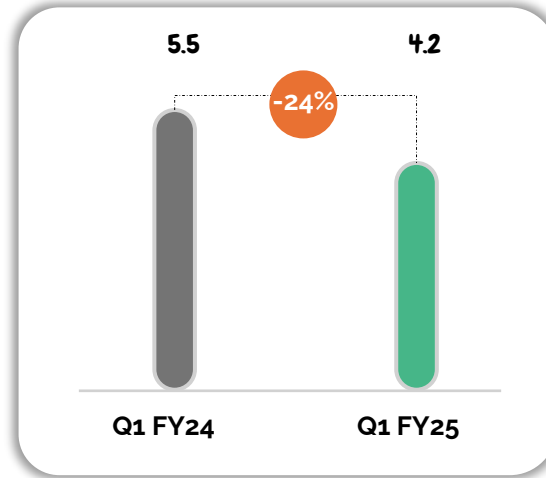
## TOTAL REVENUE



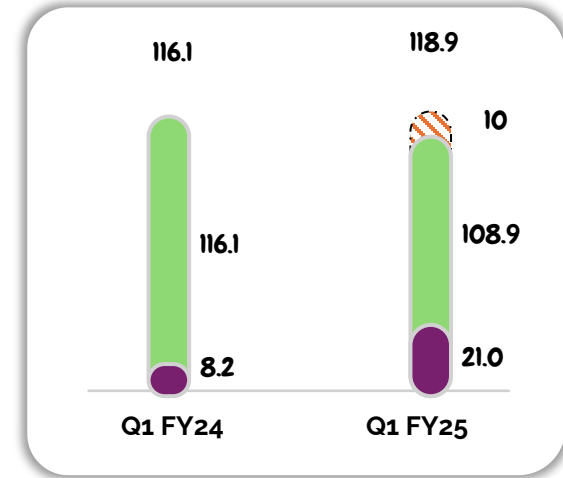
## EBITDA



## PROFIT AFTER TAX



## CASH & BORROWINGS



EdTech

MarTech

Borrowings

Gross Cash

Buyback



- ✓ MBA and Law market share gains; Product and price significant marketing handles
- ✓ Platform & Publishing business revenue up **25%**:
  - ✓ Margins up **42%**;
- ✓ Platform business season expected to be at peak in Q2 & Q3



- ✓ International segment continues to outperform in terms of revenue; **50%** growth in revenue
  - ✓ EBITDA figures remain similar as last year
- ✓ India business clients continues to face spend constraints
- ✓ MarTech business season expected to be at peak in Q2 & Q3 with solid pipeline.



# EDTECH UPDATE

- Q1 FY2025 -



## Business Highlights

- ✓ MBA Enrolment nos. showing a positive trend: up **40%** in Q1FY25 as compared to LY same quarter
- ✓ While Q1FY25 saw a marginal enrollment dip, Law's overall trajectory continues to demonstrate increasing market share.
  - ✓ Moving more towards a **2-year** products resulting in increase in Avg Pricing
- ✓ Regulatory Impact on physical centers
- ✓ **3** major franchise events held in key cities. **500+** leads
  - ✓ **9** signups in critical markets
  - ✓ Significant pipeline for rest of the year



610+

99+%ilers  
CAT 2023

5/10

Top Ranks  
GLAT 2024

7/10

Top Ranks  
AILET 2024

1,200+

Perfect Scores  
CUET 2024

## Business Highlights

- ✓ Platform Monetization revenue up by **18%**
  - ✓ New Clients added : **40** New clients
  - ✓ New Client contribution : **45%** of revenue
- ✓ Business to peak in **Q2 & Q3**
- ✓ Common Application Form (CAF) – introduced last year gaining momentum.
  - ✓ Target to achieve **30K** form sales by end of the year
  - ✓ Phase II: Leverage PAN India physical presence
- ✓ Video Asset Monetization – Revenue generation begins
- ✓ Undertake joint project with **361DM** to leverage Tier **1/2** institutional engagements



## Save BIG on Application Fees | Apply More, Pay Less

Apply to TOP B-Schools for 2024-25 Admission Intake & Grab DISCOUNTS up to ₹3000

Giving students a boost with savings on Application fees

Your all-in-one college Application solution @CL EasyApplyZone.

### Discounted Bundles on Offer:

- ✓ Buy 1 Form, Get Discount of ₹400
- ✓ Buy 3 Forms, Get Discount of ₹1500
- ✓ Buy 5 Forms, Get Discount of ₹3000

Show your selections →



### How it Works?



Choose your Ideal Bundle & Explore list of Top-B Schools



Register yourself and get offer applicability status



Seal the Deal: Pay the Application Fees



Upload Payment Acknowledgement



Snag your Discount

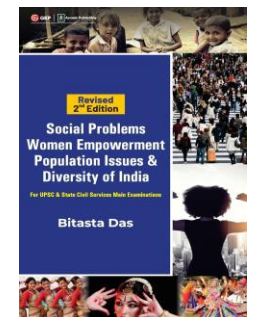
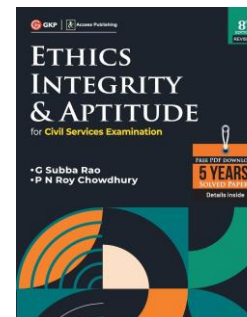
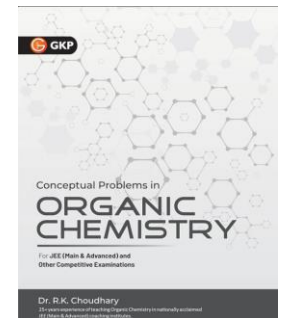
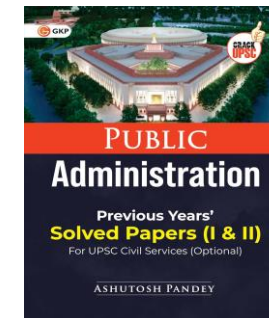
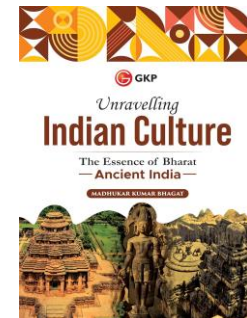
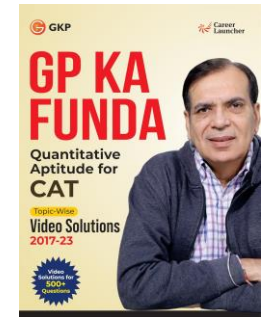
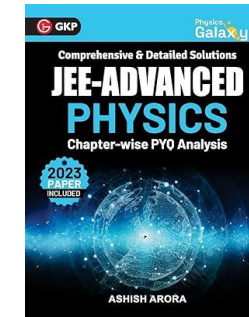
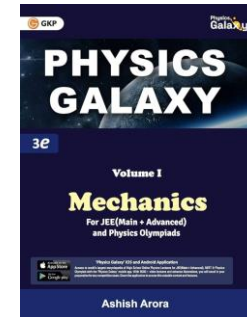
To Avail Discount Offer, please follow the below mentioned [Terms & Conditions](#)

## Business Highlights

- ✓ Publishing revenue grew by **27%**; Margins grew by **50%+**
- ✓ Sale to Online players rises by **1.25x**
  - ✓ All three channels continue to grow
- ✓ Sale of Technical books showing great momentum
- ✓ School business continues to dominate Q1
- ✓ White label business growing at **1.5x**

## Focus Areas

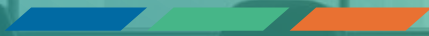
- ✓ Addition of more author driven titles
- ✓ Greater collaboration with libraries and institutions
- ✓ Participation in book fairs





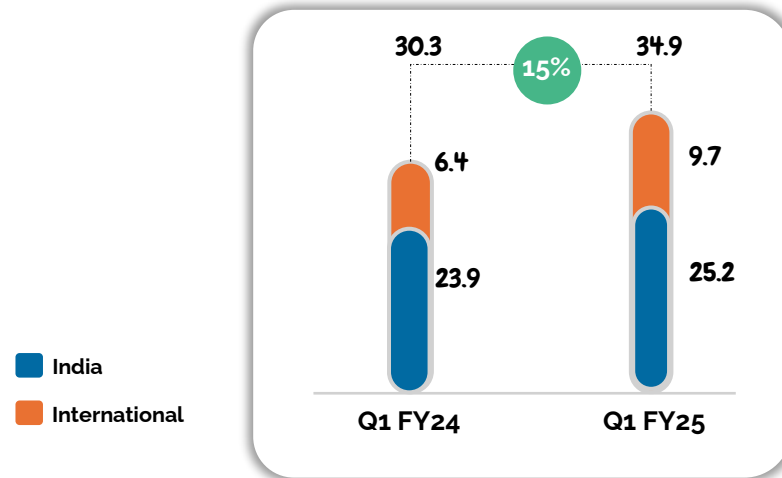
# MARTECH UPDATE

- Q1 FY2025 -

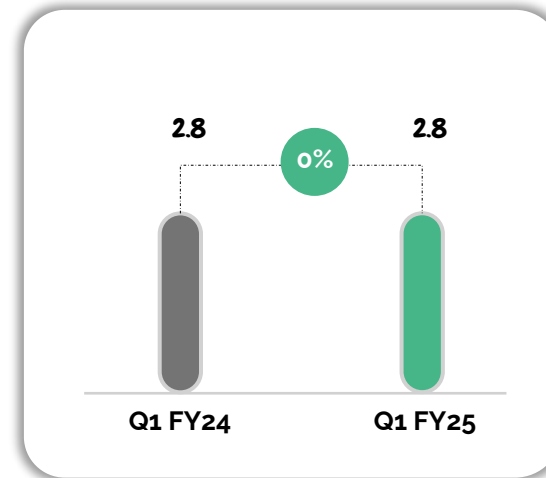


# Q1 FY25 – HIGHLIGHTS

## TOTAL REVENUE



## EBITDA



### Key Highlights

- ✓ Large virtual event and integrated IMS wins in India
- ✓ Addition of clients in new verticals continue.
  - ✓ **50+** new clients added contributing **23%** to topline
- ✓ Good mix of business in Singapore with key vintage clients and large concert productions.
- ✓ IT sector spends continue to be constrained
- ✓ International segment will continue to be beacon of growth for **FY25**



## Overview

The Small and Medium Enterprises (SME) sector



Contributes around 40% to the nation's total GDP



provides significant employment opportunities at comparatively lower capital costs than large industries



## Getting your business off the ground

Regulatory Hurdles for MSMEs Part 1

MSMEs in India: 63.4 million  
Employment generated: 111 million

WE ARE LIVE.

Take the Quiz

## Redefining SME Leadership

5 milestones that every SME leader should follow

## Living



The way ahead is easing of restrictions...

There are benefits to registering under

- Udyam Registration
- Startup India Registration

5% of Indian SMEs (3.5 million) have registered.

**Regulatory Solution:**

Push digitalization and ease regulatory burden

Accessing Capital Markets



Cambridge Core

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A quiz series exclusively for Cambridge Core users!

Participate and stand a chance to win exciting rewards



Presents

#Bright Spark



Cambridge Core

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Cambridge Core

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Agenda    Leaderboard    Feedback    Photo Booth



GET IN TOUCH!



THANK YOU!

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