

ACQUISITION OPPORTUNITY

PROJECT GENESIS

An established educational content provider offering curated video resources for enhanced learning experiences globally.

Kroll has been retained as exclusive financial advisor by the Group to seek an investor and / or a purchaser for the Group. All communications, enquiries and requests for information should be addressed to the following Kroll professionals:

Benjamin Wiles Managing Director Benjamin.Wiles@kroll.com +44 7825 176524	Kate Jones Manager Kate.Jones@kroll.com +44 73934 67509	Kani Zhang Manager Kani.Zhang@kroll.com +44 7501 020136	Louie Grahame Analyst Louie.Grahame@kroll.com +44 7786 392997
---	---	---	---

To find out more about Kroll Advisory Ltd and other businesses available for sale visit www.kroll.com/en-gb/services/restructuring-advisory

Business Overview

- Founded in 2014 and headquartered in the UK, the Group is a global leader in educational technology, providing licensed, searchable, and high-quality video and audio content curated to meet specific instructional objectives.
- The Group works with a network of content partners to offer a wide range of educational media. It uses proprietary algorithms and machine learning to map the educational media clips to specific curricula and courses. The Group has since partnered with major educational providers and content creators such as TED and Bloomberg.

Key Investment Highlights

The business stands out as the leading aggregator of top-tier educational videos and podcasts, facing minimal competition. It has developed proprietary technology to provide search and discovery work to find the right video or audio content for specific learners and use cases.

The intuitive platform supports seamless integration with various Learning Management Systems (LMS) and educational platforms, catering to a global audience with multilingual content and diverse educational needs.

The EdTech market, after experiencing a decline in recent years, is now projected to grow significantly, and the business is well-positioned to capitalise on this trend and drive its resurgence. As video and audio increasingly replace text in K-12 and higher education, the Group's innovative approach to video-based learning aligns perfectly with the rising demand for digital and interactive educational tools.

The Group is one of the few EdTech businesses that can sell to broad set of customers including publishers, distributors, and other EdTech players, and the direct K-12 market. Its subscription-based offerings and partnerships with educational institutions and corporate clients provide high visibility and sustainable growth.

With opportunities to expand into new markets, verticals, and product offerings, the business is poised for accelerated growth. The Group's focus on innovation, including AI-driven personalisation and analytics, such as dubbing, short clip generation, and AI tutor, enabling educators to track learner engagement and performance, further enhances its potential to capture a larger share of the EdTech market.

Summarised Profit & Loss

Profit & Loss - Consolidated ¹	FY23	FY24	FY25
£'m	Actual	Actual	Outturn ²
Revenue	8.7	4.8	5.1
Cost of Sales	(3.6)	(2.3)	(1.9)
Gross Profit	5.1	2.5	3.1
GPM %	59%	53%	62%
Overheads	(8.3)	(5.9)	(3.8)
EBITDA	(3.1)	(3.4)	(0.6)

Note 1: This consolidated P&L account includes the financial results of the UK parent entity and its subsidiary undertakings.

Note 2: The Group has a December year end. FY25 outturn consists of one month of actual result to 31 January 2025 and eleven months of forecast to 31 December 2025.

Summarised Balance Sheet

Balance Sheet - UK Entity	Dec-23	Dec-24	Jan-25
£'m	Actual	Actual	Actual
Investments	7.6	7.6	7.6
Cash at bank	1.6	0.1	0.2
Intercompany	2.4	1.9	1.9
Other assets	0.7	0.5	0.7
Total Assets	12.4	10.1	10.4
Trade creditors	(0.5)	(0.7)	(0.6)
Accruals & deferred income	(2.7)	(2.3)	(2.2)
Loans	(7.4)	(4.8)	(5.5)
Total Liabilities	(10.6)	(7.8)	(8.4)
Net Assets	1.8	2.3	2.1

Note: This is a balance sheet of the UK parent entity.



Enterprise Customer Base



Trusted Content Partners



Expressions of interest Further information available upon request. Expressions of interest required by 12noon on Monday 17 March 2025.