

INVESTMENT OPPORTUNITY- EDUCATION SECTOR (ED8302KT)

An investment opportunity in the education sector in Morocco through the sale of a trilingual K-12 private school group.

INVESTMENT HIGHLIGHTS

- **Renowned Establishment:** A high-end and renowned school group in Casablanca, with over 25 years of existence, having welcomed students who have now become influential figures in the business world.
- **Levels of education provided:** from Kindergarten to high school.
- **Experienced Team:** Management with over 30 years of experience in education, ensuring excellence and stability.
- **Quality Infrastructure:** 30 modern classrooms on a built area of 2,400m² on two sites.
- **Capacity:** of more than 800 students, with historical peaks of enrolled students exceeding 600.
- **Educational Innovation:** Trilingual program adapted to a demanding clientele and with the implementation of the explicit method with positive pedagogy.
- **Experienced Teaching Team:** +40 teachers, with a high retention rate and ongoing training provided.
- **ISO Certification:** Implementation of ISO certification, adapted to the education sector, is underway, a first initiative among Moroccan establishments.
- **Strategic Support:** The current management team is available to the new buyer for medium and long-term development, beyond the traditional support period after the sale.
- **Financial Health:** Forecast of a turnover reaching 18 million dirhams from the 2026 school year and an EBITDA margin exceeding 30%, a trend which should continue to reach 56%, or 22 MDHEBITDA by 2029.

SECTOR OVERVIEW

- **Education Market:** Morocco currently has 7,564 private schools. These establishments enroll more than 1.2 million students, representing 15% of the country's school population, up from 13.8% two years ago.
- **Institutional Support:** Morocco, as part of Vision 2030, aims to increase the share of private education to 30% by 2030.
- **Accelerated urbanization:** The addressable population is expected to reach 10 million by 2025, driving demand for modern, well-located private facilities in major cities.
- **Preference for education of quality:** 60% of Moroccan parents do one priority for the education of their children.
- **Diversification of Programs:** Private schools offer a variety of programs, including bilingual and trilingual curricula, adapted to the growing demand from parents for international education.
- **Registration Rates on the Rise:** The share of students in the private sector increased from 7% in 2008 to 15% in 2023, illustrating the strong demand for private establishments, quality and the potential of the sector.

COMPANY PROFILE

- **Historical:** Educational institution founded in the late 1980s, with a solid reputation for academic excellence.
- **Immediate proximity:** located in the heart of the most sought-after residential areas, embodies excellence with a high-end offering perfectly aligned with the expectations of a demanding clientele.
- **Infrastructure:**
 - ✓ Two buildings with a total floor area of 2,400 m² built on 1,650 m² of land.
 - ✓ Well-maintained premises.

- ✓ Number of operational classrooms: 30 rooms distributed on both sites
- **Educational Model:** Offers education a logical approach that combines trilingualism and the Singapore method from kindergarten onwards.
- **Teaching Team:** Teaching staff composed of 41 teachers including temporary staff from groups most prestigious schools, with a high retention rate.
- **Strategic Partnerships** The strategic partnership for the implementation of the Cambridge program guarantees academic excellence and international recognition. It allows students to reach the next level of the European Framework Common of Reference for Languages (CEFR), thus giving them direct access to establishments for continuing their higher education in English.
- **Parental Satisfaction:** More than 90% of parents report being satisfied with the quality of education, strengthening the reputation of the establishment.
- **Key Figures:**
 - ✓ Student population: has experienced years of high enrollment, exceeding 600 students. With a renewed and dynamic leadership team, it is committed to returning to these levels by establishing high standards in teaching, including trilingual instruction, explicit pedagogy, and a positive approach.
 - ✓ Forecast 2025/2026: Nursery-Primary: 380 students / including 36% students in Primary and 32% in High School.
 - ✓ A total capacity of more than 800 students at full capacity.
 - ✓ Turnover: Revenue forecasts on the rise, with projections reaching 39 MDH by 2029, and a substantial EBITDA margin of 22 MDH.
 - ✓ Enrollment Growth: Expected increase in enrollment of more than 20% per year and should reach 800 students enrolled by 2029.

PERSPECTIVES

- **Renovation project :** to set up related activities: tutoring, language teaching...
- **Growth in Registrations:** Target of 100 recruitments per year to reach 590 students by the 2027 school year, representing a planned increase of 20% per year over the period 2025-2029.
- **Development of new Programs:**
 - ✓ Integration of trilingual programs; meeting the demand of 70% of parents
 - ✓ Introduction of innovative educational programs, focused on the integration of modern technologies and active teaching methods.
- **Educational Partnerships:** Strengthening collaborations with universities and academic institutions to offer tutoring and mentoring programs.
- **B2B Partnerships:** Strengthening partnership initiatives with companies to attract employees' children to the establishment.
- **Continuous Improvement:** Implementation of continuing training for teaching staff to remain at the forefront of best educational practices.
- **Strengthening Visibility:** Intensified marketing and community engagement efforts (open days, educational workshops, promotional videos) as well as increased digital communication to highlight Cambridge's educational offerings; aligned with the standards of the best groups in the area.
- **Customer Satisfaction:** Maintaining a parental satisfaction rate of over 90% through regular feedback and improvement initiatives.

FINANCIAL DATA

- **Turnover:**Forecasts to reach 18 million dirhams by the 2026-2027 school year, with projections of continued growth.
- **Annual Growth:**Estimated revenue growth of +40% per year, driven by increased enrollment, tuition adjustments and program expansion.
- **Occupancy Rate:**Expected improvement of +10 points from 2026/2027, reaching 50% by the next school year. This increase should contribute to improving revenues and margins.
- **Profit Margins:**An improvement in profit margins exceeding 30% in the coming years based on a structure of costs compressible, demonstrating efficient operational management. For the same number of teachers, the number of students can reach 500 without recruitment
- **Tuition :**Strategy to maintain competitive tuition fees after aligning with similarly positioned schools, to attract new families while ensuring profitability.

Evolution of turnover and EBITDA over the period 2025-2029



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