

INVESTMENT OPPORTUNITY (ED8301KT)

An investment opportunity in the education sector through a strategic sale of a company operating in the private school sector in Morocco.

INVESTMENT HIGHLIGHTS

- **Renowned Establishment:** Renowned school group in Casablanca, with 18 years of existence.
- **Levels of education provided:** from Kindergarten to final year classes
- **Experienced Team:** Management with 20 years of experience in education, guaranteeing excellence and stability.
- **Quality Infrastructure:** 85 modern classrooms on a built area of almost 9,000m².
- **Capacity:** Nearly 1,300 students are currently enrolled with a capacity of more than 2,000 students.
- **Bilingual Educational Model:** Bilingual education with English integration plans.
- **Experienced Teaching Team:** 70 teachers, with a high retention rate and ongoing training provided.
- **Financial Health:** Forecast of a turnover reaching 28 million dirhams for the 2025/26 school year and an EBITDA margin exceeding 25% and which should reach 30% from 2026/2027.
- **Net Margin:** Should exceed 20% from 2026/2027 against 11.4% currently, thanks to the optimization of reception capacity without major changes in the cost structure.

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 Quality Education:** 60% of Moroccan parents make it a priority for their children's education.
- **Diversification of Programs:** Private schools offer a variety of programs, including bilingual and trilingual curricula, tailored to meet parents' growing demand for an international education.
- **Increased Registration Rate:** The share of students in the private sector increased from 7% in 2008 to 15% in 2023, illustrating the strong demand for quality private establishments and the potential of the sector.

COMPANY PROFILE

- **Historical:** Educational institution founded in 2007, with a solid reputation for academic excellence.
- **Immediate proximity:** of high-density residential areas and sites in relation to the target households of the tariff grid.
- **Infrastructure:**
 - ✓ Three buildings with a total floor area of 8,780 m² built on 2,547 m² of land.
 - ✓ Well-maintained premises.
 - ✓ Number of operational classes: 85 Classes spread across the three buildings
- **Educational Model:** Offers bilingual education (Arabic and French) with English integration projects from kindergarten.

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- **Teaching Team:** Teaching staff composed of 42 permanent teachers and 28 temporary teachers, with a retention rate of 90%.
- **Commitment to Excellence:** Awards received for academic performance and educational innovation.
- **Strategic Partnerships:** Collaborations with local universities for tutoring and mentoring programs.
- **Parental Satisfaction:** More than 90% of parents report being satisfied with the quality of education, strengthening the reputation of the establishment.
- **Community Engagement:** Active participation in awareness-raising and educational support projects for disadvantaged families.
- **Key Figures:**
 - ✓ Number of Students: Currently approximately 1,295 students, with a total capacity of over 2,100 students at full capacity.
 - ✓ Forecast 2025/2026: Nursery-Primary: 800 students / Middle-High School: 600 students.
 - ✓ Turnover: Growing turnover forecasts, with projections reaching 24 million dirhams for the 2024-2025 school year, and an increase to 31 million dirhams by 2027.
 - ✓ Enrollment Growth: Enrollment is projected to increase by 8% per year and is expected to reach 2,000 students by 2030.

PERSPECTIVES

- **Renovation project** for the implementation of related activities: School support courses, language teaching, etc.
- **Growth in Registrations:** Target to reach 1,400 students for the 2025/2026 school year, with a planned increase of 15% per year.
- **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.
- **Continuous Improvement:** Implementation of continuing training for teaching staff to remain at the forefront of best educational practices.
- **Strengthening Visibility:** Increased marketing and community engagement efforts, including open houses and educational workshops.
- **Customer Satisfaction:** Maintaining a parental satisfaction rate of over 90% through regular feedback and improvement initiatives.

FINANCIAL DATA

- **Turnover:** Estimated to reach 24 million dirhams for the 2024-2025 school year, with projections of continued growth.
- **Annual Growth:** Revenue growth estimated at 15% per year, supported by increased enrollment and program expansion.
- **Occupancy Rate:** Expected improvement of +10 points by 2026/2027, compared to 60% last year. This increase should contribute to improving revenues and margins.
- **Profit Margins:** Profit margins forecast to exceed 20% in the coming years, demonstrating effective cost management.
- **Tuition :** Strategy to maintain competitive tuition fees to attract new families while ensuring profitability.

	2024-2025	2025-2026	2026-2027
Staff	1,295	1,388	1,512
Revenues KDH	24,600	28,279	30,973
EBITDA KDH	5,515	7,329	9,714
Net Income	2,805	4,306	6,979

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