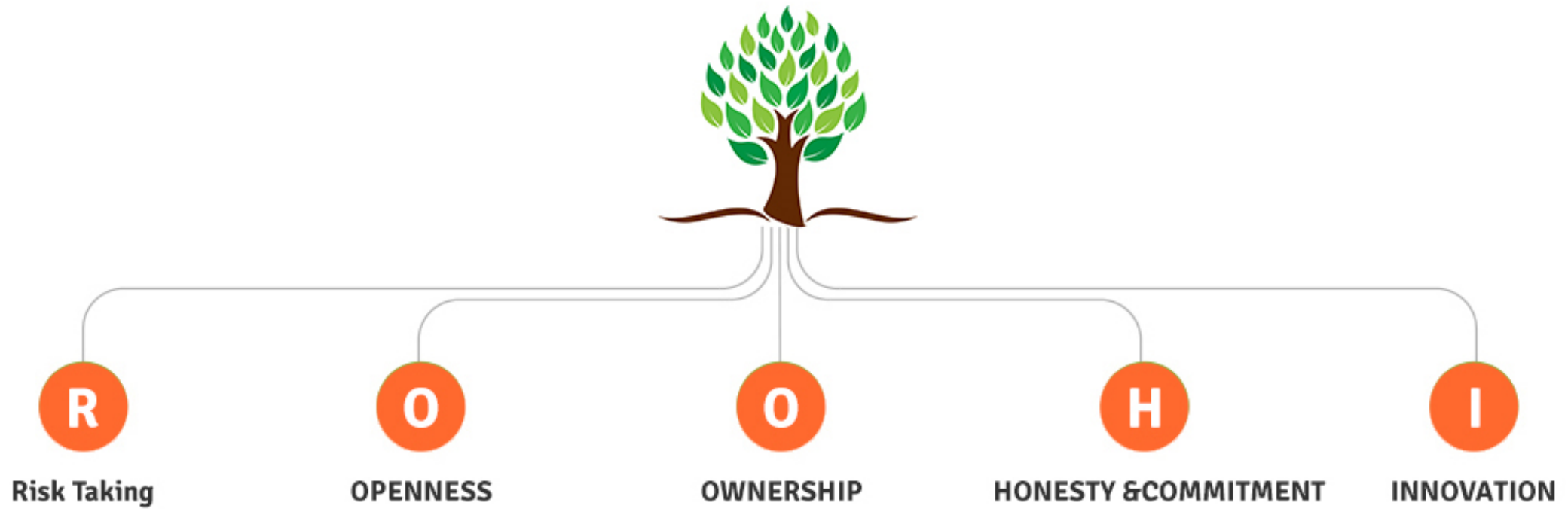




Excellence In Education. Since 1995
Q2 FY21-22 Investor Presentation

Core Values



Safe Harbor

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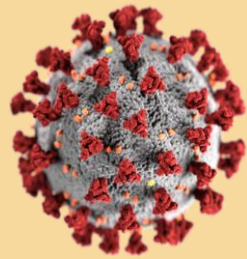
Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

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FY 20-21 or FY 21 means the year ending March 31, 2021

FY 21-22 or FY 22 means the year ending March 31, 2022

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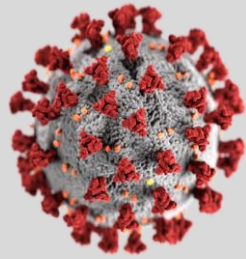
A Short Tute : Understanding & How to Model

Business	Rev. Lines	India	International	Modeling
Ed-Tech	Coaching	92%	8%	Partner model
	Content / Pub			6-8% of Coaching
	Platform Monetization			10% of Coaching
Mar-Tech (100%)	Digital	85%	15%	Clients # & ARPU
	Omni			

Ed-Tech : How to Model

	Own (2021)	Partner (2021)	Own (2024)	Partner (2024)
Cities (Centers)	3 (13) + 2(5)	100 (155)	3 (20) + 2(5)	5X (4:1::Demand:Supply)
Revenues	100	25		
OPM	16-20	16-20	18-20	18-20
Capex	Positive/Own (10 L)	Negative (10 L)	Positive/Own (10 L)	Negative (10 L)
Product Groups	15	15	25	25

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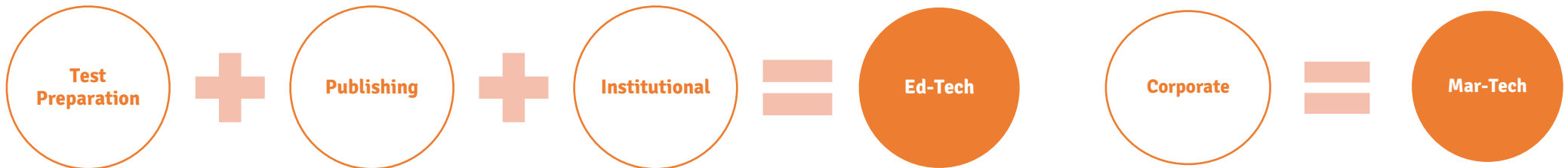
H1 FY22

- Coaching Biz: Net Billing up 18%
- Mar-Tech revenue up 11%
- Platform Monetization revenue reinvigorates as Q2 biz grows 78%
- Content/Publishing biz also showing signs of revival. Focus remains on sale of existing stock, POD, White-label.

Business Segment Updates

(Rs. In Cr)

	Q2 FY22	Q1 FY22	Q-o-Q	Q2 FY21	Y-o-Y	H1 FY22	H1 FY21	Y-o-Y
Ed-Tech Revenue	32.3	33.7	-4%	26.1	24%	66.1	57.8	14%
Segment Profit (PBT)	6.5	6.6	-2%	0.5	1207%	13.1	4.8	175%
Mar-Tech Revenue	20.9	18.1	15%	19.6	6%	39.0	35.0	11%
Segment Profit (PBT)	1.8	1.0	79%	1.4	30%	2.8	0.6	397%



Ed-Tech & Mar-Tech Business Update

Ed-Tech

- Student Revenue up 15% (H1 FY22 vs H1 FY21)
- Product Mix & ARPU returning to Pre-COVID levels;
 - MBA – Billing up 19%;
 - Law – Billing up 34%
 - After 12 – Billing up 44%
- Partner Biz Billing up 36% (~40 Cr vis-à-vis ~29.5 Cr);
 - Number of new partner locations added up to 10 from 6 in corresponding period last year.
- Process of Normalization started with opening of Colleges/Universities
 - Avg Client Size up 62% (Q-o-Q)

Mar-Tech

- International Biz outperforms previous years biz by 41%
- Digital/Virtual Platform biz up 24% (31.6 Cr vs 25.4 Cr)
- # New Clients – 46 (H1 FY22) vs 36 (H1 FY21)
- # Repeat Clients - 49 (H1 FY22) vs 31 (H1 FY21)

New Product Update

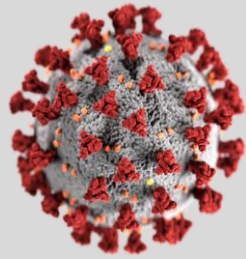


- Launch: Dec 21
- Focus market: USA
- Experience engagement & Data
- Competition: Hopins



- Launch : Beta Launch Oct 21
- Focus Market: India & USA
- Completely Customizable, Experiential
- Competition: Zoom, Microsoft Teams

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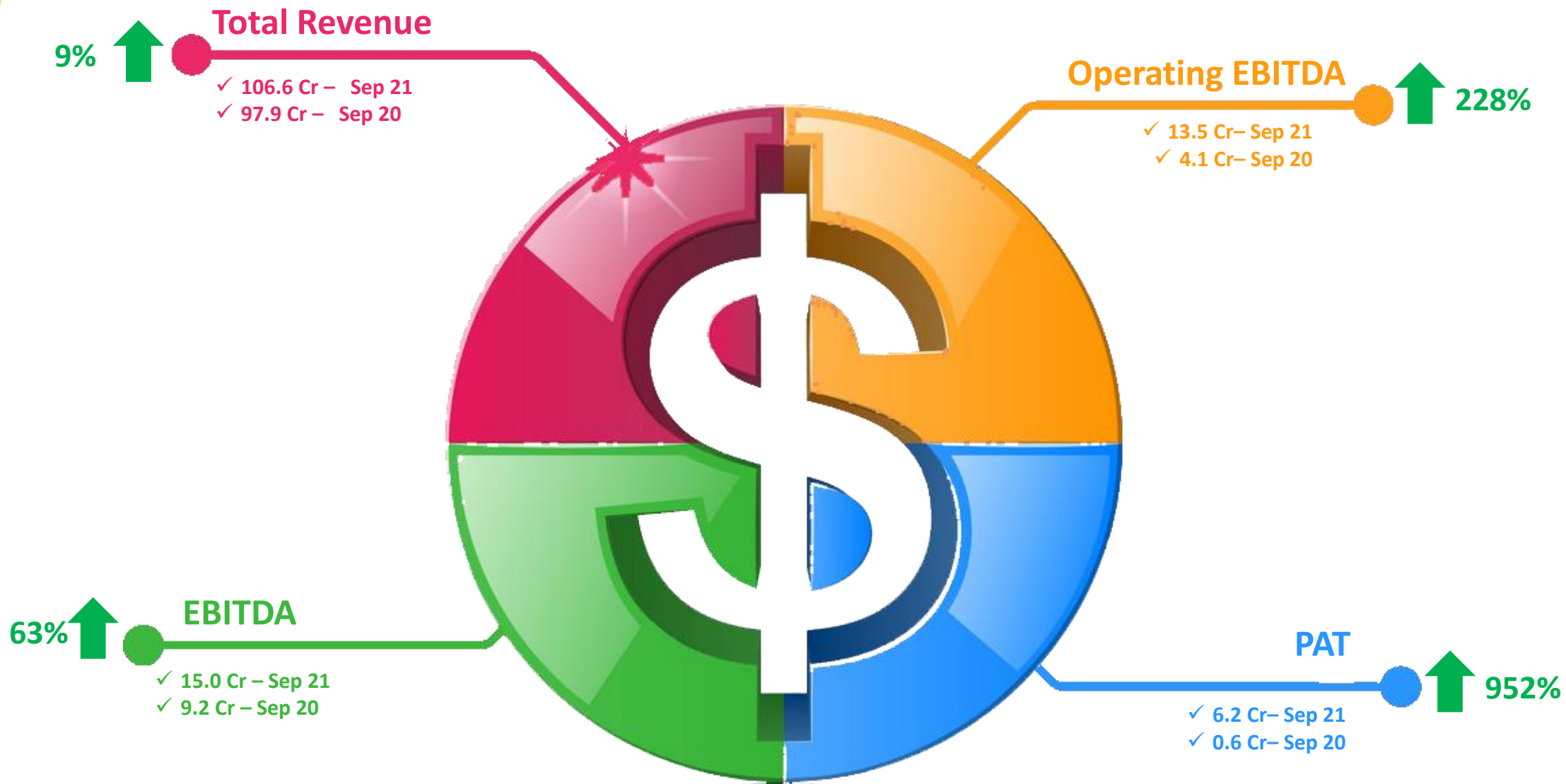


Corporate Update

Key Financial Indicators

	H1 FY22	FY21
PAT (In Cr)	6.2	(11.4)
EPS (Annualized)	8.6	(8.46)
Net Cash (In Cr)	25.9	35.4
ROE (Annualized)	4.4%	- 4.2%
ROCE (Annualized)	7.4%	- 3.2%

Financial Snapshot



Cash Position

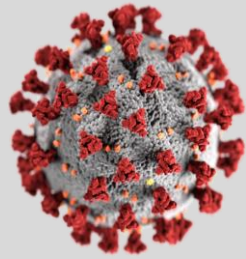
(Rs. In Cr)

	Mar 20	Mar 21	Sep 21
MF Investments	37.2	38.5	39.2
Fixed Deposits	12.4	13.0	13.4
Cash & Cash Equivalents	11.6	17.3	20.9 [#]
Gross Cash	61.1	68.8	73.5
Total Borrowings*	47.8	42.9	39.4
Long Term Borrowings	3.6	5.7	3.8
Net Cash	13.4	25.9	34.0

- Balance as at Oct 30, 2021

* Current Maturities are included in Total Borrowings

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Corporate Updates

- ~12.8 Cr Asset Monetization
 - 2 Land Parcels liquidated (9.5 Cr)
 - 1 more in process (3.3 Cr)
- Ed-Tech + Mar-Tech subsidiary funding:
 - **Kestone**: Engagement underway
 - **CL**: A few conversations currently in play
- UPSC Acquisition: Currently paused at other party's request
- 361DM – CCPS converted to Equity. Total Share-holding: 11.7% (FMV = 12.4 Cr)



Thank You

For Investor Relations Queries Contact

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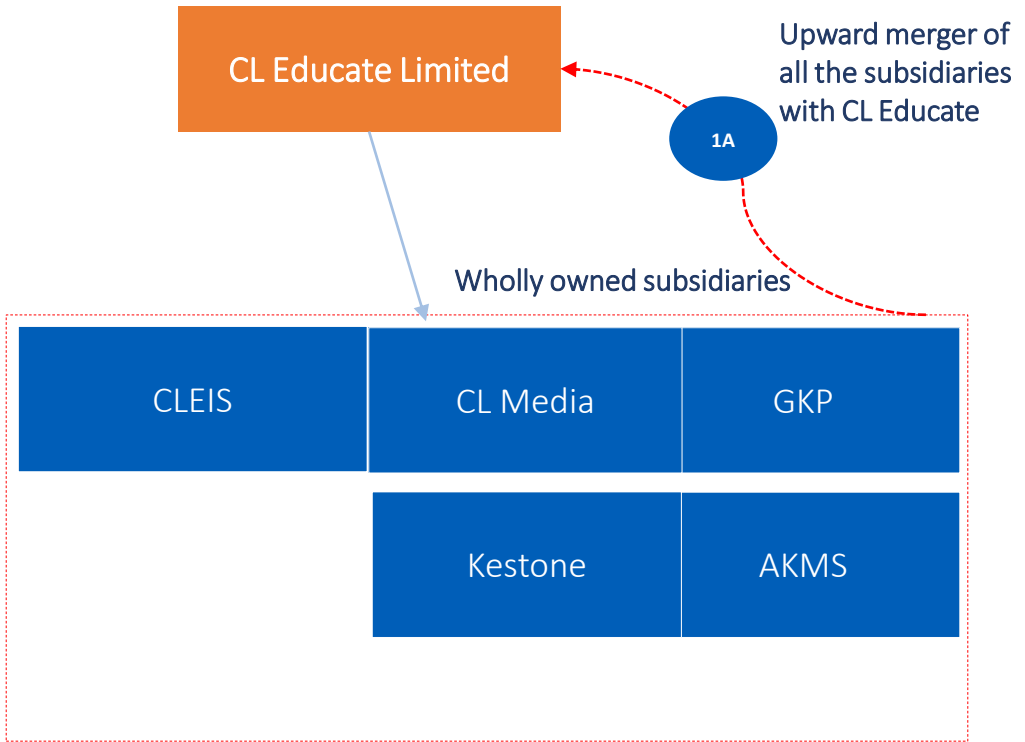
WISDOM IR

Ajay Jindal: ajay@wisdomsmith.com
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Annexures

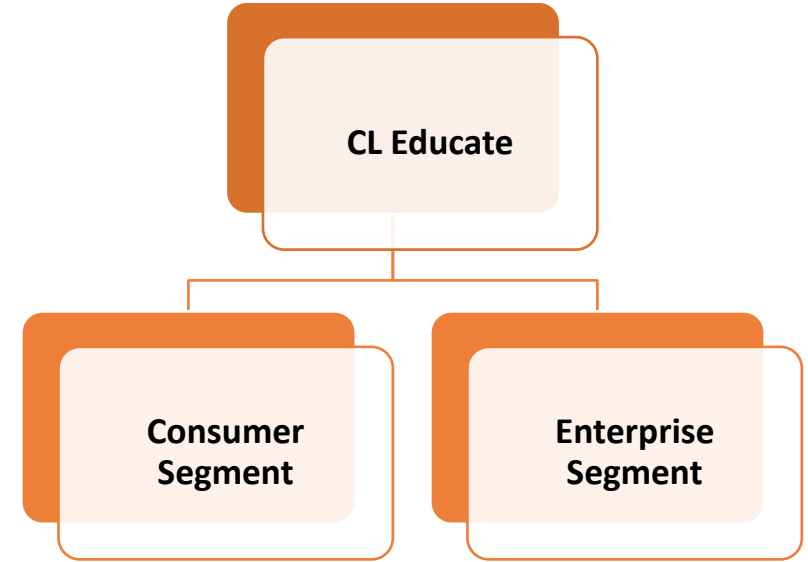
Merger Scheme

Pre-Merger Organization Structure



Composite Scheme: Merger of CLEIS, CL Media, GKP, AKMS and Kestone with CL Educate

Post-Merger Organization Structure

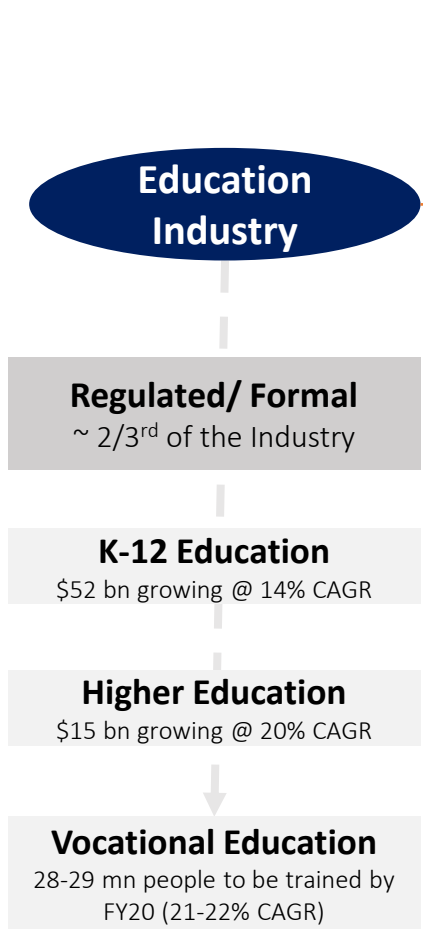


Operating in sizable @\$100 bn+, fast-growing industry

A \$100 bn+ market growing @16% CAGR

7.2% GDP Growth expected in the \$2.2 trillion Indian economy in FY18 (IMF)

Budget'19 allocation to education is Rs 8,187 bn, Up 10% YoY



CL's focus areas

Unregulated/ Informal/ Entrepreneurial

Test-prep/ Coaching

Publishing

Assessments

Research Services

Skill Training

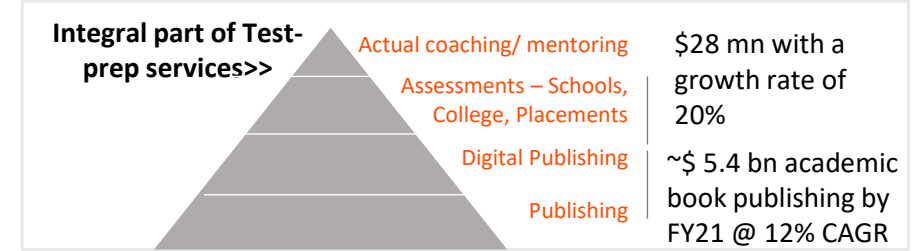
EdTech

Figures in Rs Cr

JEE 14,600	GATE 1,680	Medical 6,400	MBA 390	Law 83	CA 2,520	UPSC, SSC, Bank PO 11,500
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CL's market-leading offerings

Rs 37,800 Cr in FY16 growing @ 14% CAGR**



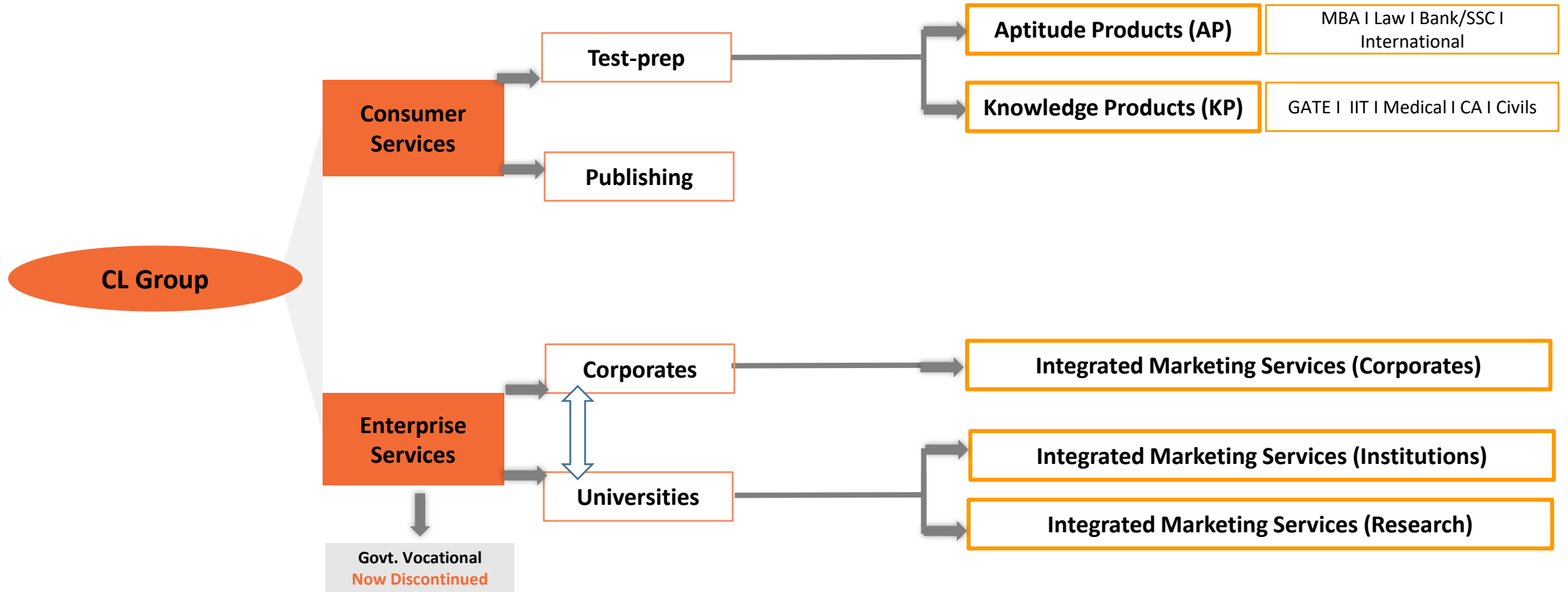
Sunrise segment - Boosted by recently introduced universities ranking (NIRF) by MHRD, increased corporate demand for innovation & research solutions

Huge Employability Skills demand – ~1mn youth enter the job market every month, Government encouraging Public Private Partnerships for Skill Training

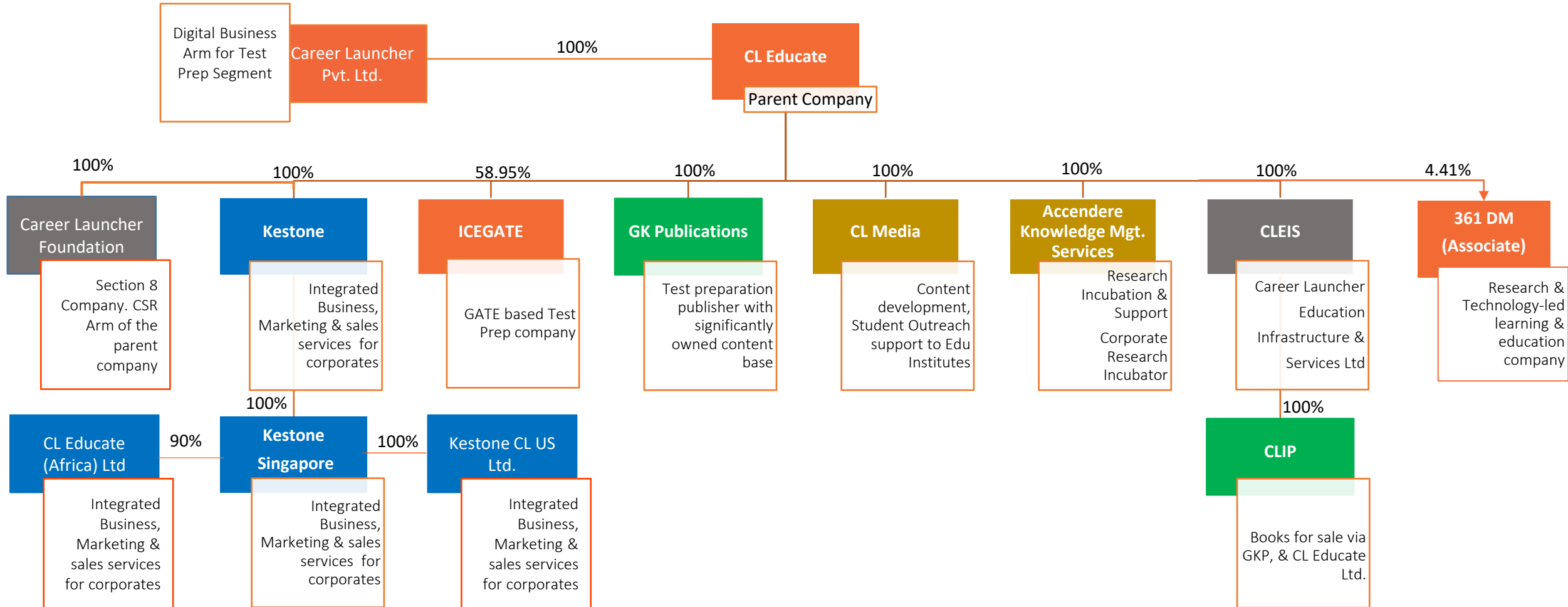
India's digital learning market is ~\$2bn in 2016, and is expected to reach \$ 5.7bn by 2020, , online market to 8-fold by 2021 to reach \$2bn

Source: Technopak, CAGR – 2016 to 2020
** Source: CRISIL, Google & KPMG

Comprehensive product portfolio in Knowledge & Career Services



Corporate Structure



Leader in Test-Prep Segment

Consumer



Bouquet of Products (MBA, Law, Civils, GATE, Engg, etc.)

National **Test-Prep** leader

Well known **Publications** for test-prep

Delivering Successful Outcomes

800

NLU Calls – CLAT 19

44

Selections out of 73 in NLY Delhi in AILET 19

25,825

IIM Calls – CAT 19

169

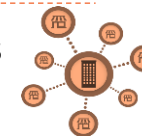
CL Students who received interview Calls from IPM-IIM Rohtak & Indore

77

CL Students selected for IPM-IIM Indore & Rohtak

Growing Brand Equity from Sustainable Strengths

- 1 **Most comprehensive product-reach portfolio:** 15 product groups + Network of 200+ centers pan India & ~4 Lakh consumers in FY21
- 2 **Household Test-Prep Brand** - Market leader in Aptitude Products (AP) MBA & Law offerings
- 3 **Scalable & asset-light business** – 200+ test prep centres in FY21
- 4 **Strong Content** – Comprehensive, fully owned content, complemented by experienced faculty & trainers. *2,665 active titles (FY18) in Publishing*
- 5 **Technology driven** – Multiple modes to reach students via digital strategies. 79% digital enrolments in FY21
- 6 **New brand acquisitions** - Addition of Knowledge Products (KP) via ETEN CA & IAS business acquisition; planned majority in ICE GATE Academy



Knowledge services for Corporates, Educational Institutions

Differentiated offerings + One of the best execution capabilities

Enterprise



Corporates
35% Share



Universities
3% Share

Unique Learning cum productivity DNA in **Corporate services**

Pioneer & Leader in **Research & Ranking** improvement services

Knowledge Services for Corporates

1 Kestone

2,500+

Creative, approachable, multidiscipline Kestonians

100+

Strong reach and infrastructure to Indian cities & 10 + global destinations

Sales

- Managed Manpower Services
- Training & Development

Marketing

- Marketing Communication
- Customized Engagement Programs
- Digital Marketing
- Experiential Marketing

Research Services & Innovation

2 CL Media



3 Accendere

For Corporate & Universities –facilitates wrt reaching out to the right student set and improving their quality of intake. Provides marketing services to corporates

For Universities – facilitates universities wrt improving their rankings through research and start-up incubation

Cross-leveraging between consumer & enterprise platforms

Brand recognition across learning life cycle

Multi-monetising of same customer at various stages of life

Using same infrastructure at different times of day and year for high ROI



Strong ethos

Strong team, complete focus on governance & processes

Professionally qualified, experienced and active board



Satya Narayanan R., Chairman & Executive Director

- 25+ years of experience in the education sector
- Bachelor's degree in Computer Sciences from St Stephen's
- Post Graduate Diploma from IIM Bangalore

Gautam Puri, Vice Chairman & Managing Director

- 25+ years of experience in the education sector
- Bachelor's degree in Chemical Engineering from Punjab Engineering College
- Post Graduate diploma from IIM Bangalore

Nikhil Mahajan, Executive Director & CEO Enterprise business

- 24+ years of experience in finance and education
- Bachelor's degree in Electrical Engineering from Benaras Hindu University
- Post Graduate diploma from IIM Bangalore

Girish Shivani, Independent Director, Chairman Audit Committee

- 23+ Yrs of exp in IT, Telecom, Media, Finance, Corporate Strategy & Operations
- Co-Founder & Managing Partner – Yournest Venture Capital

Imran Jafar, Non-Executive & Non-Independent Director

- Co-Founder & Managing Partner Gaja Capital. 18+ Yrs exp. In PE, Pharma & Technology
- MBA from IIM-B, & Masters degree in software engineering from BITS Pilani

Piyush Sharma, Independent Director

- PhD in Marketing from Nanyang Technological University, Singapore (2006)
- Post Graduate diploma from IIM Bangalore
- Associated with Dabur, Becton, ITC, BHEL

Madhumita Ganguli, Independent Director

- Over 25 years of experience and heads a large part of HDFC

Sanjay Tapriya, Independent Director,

- CEO Uniworld Sugar Pvt Ltd
- CA & CS

High Corporate Governance

- ✓ Independent/ Nominee Directors are a majority on Board
- ✓ Internal Audit by a reputed external firm
- ✓ Audit Committee, Nomination & Remuneration Committees have only independent/ nominee directors
- ✓ Whistle-blower mechanism
- ✓ Statutory Auditors – Walker Chandiook & Co LLP

Key Senior Management



Arjun Wadhwa, Chief Financial Officer (CFO)

- 15+ Yrs of Experience in education space
- Profitable entrepreneurship ventures – Thesportscampus.com & Goals for Souls.
- Post Graduate diploma from MDI, Gurgaon

R Shiva Kumar, Chief Academic Officer

- 24+ years of experience in the private education sector,
- Bachelor's degree in Technology from IIT Madras,
- Post Graduate diploma from IIM Kolkata

Sreenivasan .R, Chief Customer Officer

- Over 20 years of experience in the education sector,
- Master's degree in Technology from Jawahar Lal Nehru University;
- Master's degree in Business Administration from IIM Bangalore

Sujit Bhattacharyya, Chief Digital Officer

- Over 20 years of experience in the education sector,
- Bachelor of Technology degree in Electrical Engineering from IIT Kharagpur;
- Post Graduate diploma from IIM Bangalore