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# IDP Education

**FY23 Full Year Results**

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Note: All financial amounts contained in this presentation are expressed in Australian dollars unless otherwise stated. Any discrepancies between totals and the sum of components in tables contained in this presentation are due to rounding.

# Agenda

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- 1 | FY23 Highlights
- 2 | FY23 Financial Results
- 3 | Market Opportunity
- 4 | FY23 Strategy Update
- 5 | Summary

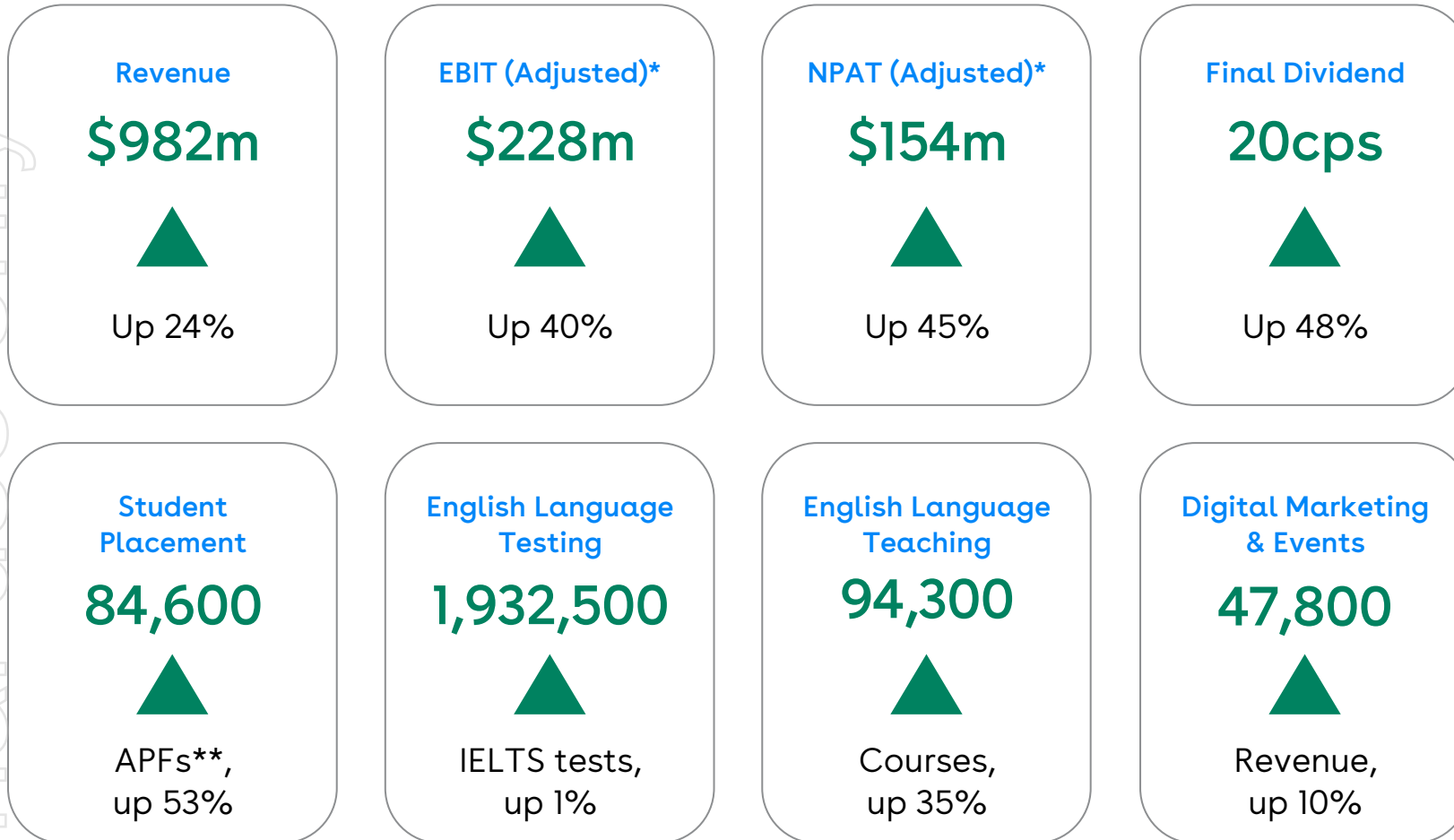


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# FY23 Highlights



# Record performance on all metrics



**Record performance** on all key operational and financial metrics

**Strong earnings and cashflow** with significant balance sheet flexibility

**Leading market position** in large and structurally growing markets

**A diversified business** across business lines and geographies

**Focus on executing a compelling strategy** that is delivering results

\* EBIT (Adjusted) and NPAT (Adjusted) excludes merger and acquisition expenses which related to the acquisition of Intake Education and The Ambassador Platform in FY23, the acquisition of the British Council's Indian IELTS operations in FY22 and consultancy and professional expenses incurred in shareholders' restructure project in FY22. It also excludes acquired intangible amortisation.

\*\* APF is Application Processing Fee, being the fee IDP Education receives from its client education institutions for placing students into a course

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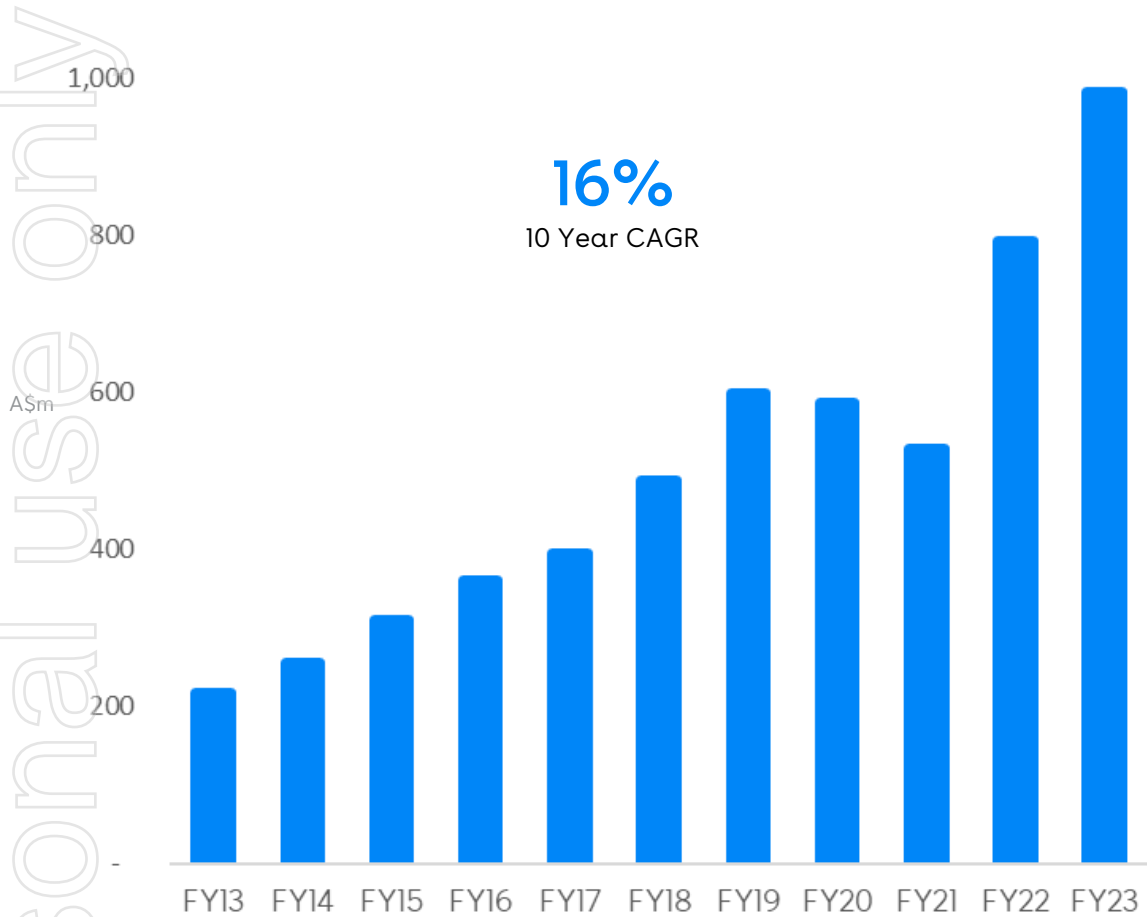


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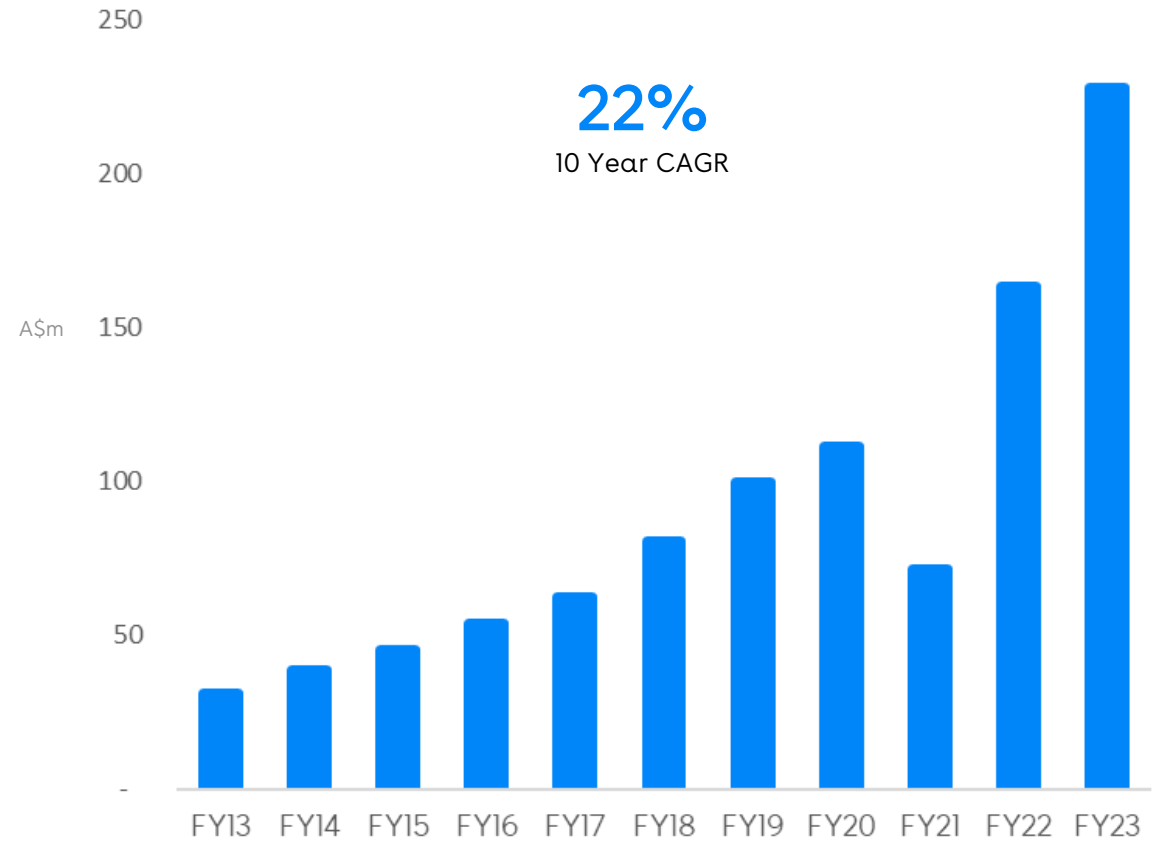
**FY23  
Financial  
Results**

# A track record of strong long-term growth

## Revenue



## EBIT (Adjusted)\*



\* EBIT (Adjusted) excludes merger and acquisition expenses which related to the acquisition of Intake Education and The Ambassador Platform in FY23, the acquisition of the British Council's Indian IELTS operations in FY22 and consultancy and professional expenses incurred in shareholders' restructure project in FY22. It also excludes acquired intangible amortisation.

# Summary income statement

## Income Statement

| Twelve Months to 30 June             | Full Year Actuals |              | Growth       |            | Constant Currency |
|--------------------------------------|-------------------|--------------|--------------|------------|-------------------|
|                                      | FY23              | FY22         | \$m          | %          | Growth (%)*       |
| English Language Testing             | 545.5             | 511.4        | 34.1         | 7%         | 6%                |
| Student Placement                    | 351.2             | 215.4        | 135.8        | 63%        | 63%               |
| - Australia                          | 152.0             | 81.8         | 70.2         | 86%        | 86%               |
| - Multi-destination                  | 199.2             | 133.5        | 65.6         | 49%        | 49%               |
| English Language Teaching            | 33.4              | 20.6         | 12.8         | 62%        | 50%               |
| Digital Marketing and Events         | 47.8              | 43.3         | 4.5          | 10%        | 12%               |
| Other                                | 4.1               | 2.7          | 1.3          | 49%        | 45%               |
| <b>Total Revenue</b>                 | <b>981.9</b>      | <b>793.3</b> | <b>188.6</b> | <b>24%</b> | <b>23%</b>        |
| Direct Costs                         | 368.0             | 333.9        | 34.2         | 10%        | 10%               |
| Gross Profit                         | 613.9             | 459.5        | 154.4        | 34%        | 33%               |
| Overhead costs                       | 342.6             | 261.2        | 81.4         | 31%        | 31%               |
| Share of Profit/(Loss) of Associate  | -0.1              | -1.1         | 1.0          | 90%        | 90%               |
| <b>EBITDA</b>                        | <b>271.2</b>      | <b>197.1</b> | <b>74.0</b>  | <b>38%</b> | <b>36%</b>        |
| Depreciation & Amortisation          | 48.8              | 36.8         | 12.0         | 33%        | 32%               |
| Amortisation of Acquired Intangibles | 1.6               | 1.4          | 0.2          | 14%        | 19%               |
| <b>EBIT</b>                          | <b>220.7</b>      | <b>158.9</b> | <b>61.8</b>  | <b>39%</b> | <b>37%</b>        |
| <b>EBIT (Adjusted) **</b>            | <b>227.8</b>      | <b>163.2</b> | <b>64.6</b>  | <b>40%</b> | <b>38%</b>        |
| Net finance expense                  | -13.4             | -6.7         | -6.6         | -98%       | -100%             |
| Profit before tax                    | 207.3             | 152.1        | 55.2         | 36%        | 35%               |
| Income tax expense                   | 58.2              | 49.3         | 8.9          | 18%        | 19%               |
| <b>NPAT</b>                          | <b>149.1</b>      | <b>102.8</b> | <b>46.3</b>  | <b>45%</b> | <b>42%</b>        |
| <b>NPAT (Adjusted) **</b>            | <b>154.2</b>      | <b>106.6</b> | <b>47.6</b>  | <b>45%</b> | <b>42%</b>        |

- Total revenue up 24% with growth in all divisions
- IELTS revenue growth of 7% driven by price increases across the network
- Student placement revenue up 63% with a strong rebound in Australian revenue up 86% underpinning the outcome
- Multi-destination student placement revenue up 49%. UK revenue up 53%, Canada up 44% and USA up 45% were the key drivers
- Digital Marketing and Events revenue grew 10% as institutions invested in events but reduced spend on digital marketing for international students
- English Language Teaching revenue up 62% as volumes rebounded in Cambodia and pricing increased to reflect return to classroom learning
- Excluding M&A costs and the amortisation charges for acquired intangibles the adjusted key earnings are:
  - EBIT: \$227.8m up 40%
  - NPAT: \$154.2m up 45%
- Final dividend declared of 20 cps taking full year declared dividends to 41 cps which is up 52% vs FY22

\* "Constant Currency Growth" is calculated by restating the prior comparable period's financial results using the actual FX rates that were recorded during the current period.

\*\* EBIT (Adjusted) and NPAT (Adjusted) excludes merger and acquisition expenses which related to the acquisition of Intake Education and The Ambassador Platform in FY23, the acquisition of the British Council's Indian IELTS operations in FY22 and consultancy and professional expenses incurred in shareholders' restructure project in FY22. It also excludes acquired intangible amortisation.



# Summary of key operational metrics

## Key operational metrics

| Twelve Months to 30 June             | Full Year Actuals |         | Growth     |     | Constant Currency Growth (%)* |
|--------------------------------------|-------------------|---------|------------|-----|-------------------------------|
|                                      | FY23              | FY22    | '000s / \$ | %   |                               |
| <b>Volumes (000s)</b>                |                   |         |            |     |                               |
| English Language Testing             | 1,932.5           | 1,915.6 | 16.9       | 1%  |                               |
| Student Placement                    | 84.6              | 55.4    | 29.2       | 53% |                               |
| -Australia                           | 35.4              | 20.1    | 15.4       | 77% |                               |
| -Multi-destination                   | 49.2              | 35.3    | 13.8       | 39% |                               |
| English Language Teaching Courses    | 94.3              | 69.7    | 24.6       | 35% |                               |
| <b>Average Prices (A\$)</b>          |                   |         |            |     |                               |
| English Language Testing Fee         | 282               | 267     | 15         | 6%  | 5%                            |
| Student Placement Fee                | 4,151             | 3,886   | 265        | 7%  | 7%                            |
| -Australia APF**                     | 4,290             | 4,078   | 213        | 5%  | 5%                            |
| -Multi-destination APF**             | 4,050             | 3,778   | 273        | 7%  | 7%                            |
| English Language Teaching Course fee | 354               | 295     | 59         | 20% | 11%                           |

## IELTS Volumes

- IELTS volume growth of 1% represents a period of consolidation post a strong rebound in FY22
- Indian IELTS volumes down 9% with the decline due entirely to lower volumes for Canada. Testing in India for all other destinations recorded growth on FY22 levels
- The lower testing volumes for Canada reflects a period of visa processing delays and elevated rejection rates which contributed to a decline in sentiment towards Canada as a destination
- Outside of India IELTS volumes were up 18% with strong performance from key growth markets including Vietnam, Pakistan and Nigeria

## Student Placement Volumes

- Total student placement volumes up 53% with Australia up 77% vs FY22 and up 24% vs FY19 pre-pandemic levels
- UK and Canada volumes up 44% and 34% respectively with key contributions from India, Pakistan, Nigeria and Bangladesh. USA volumes up 33%

## Average Price

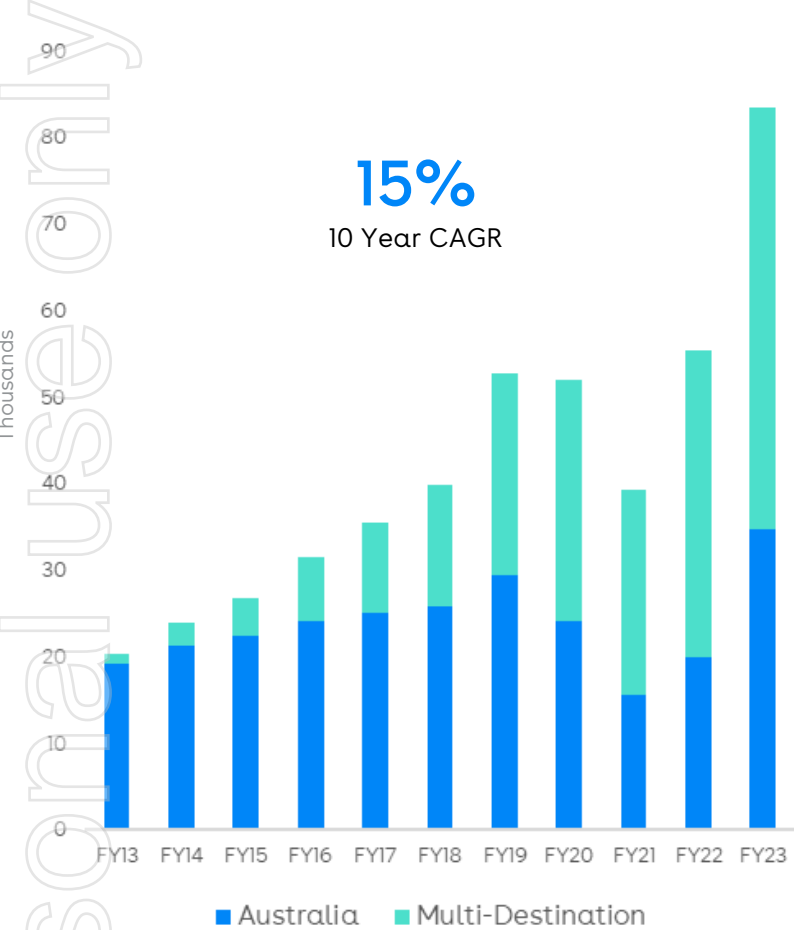
- IELTS average price increased by 5% on a constant currency basis reflecting underlying price increases taken in the majority of markets
- Average student placement fees increased by 7% driven primarily by client commission rate increases and higher tuition fees

\* "Constant Currency Growth" is calculated by restating the prior comparable period's financial results using the actual FX rates that were recorded during the current period.

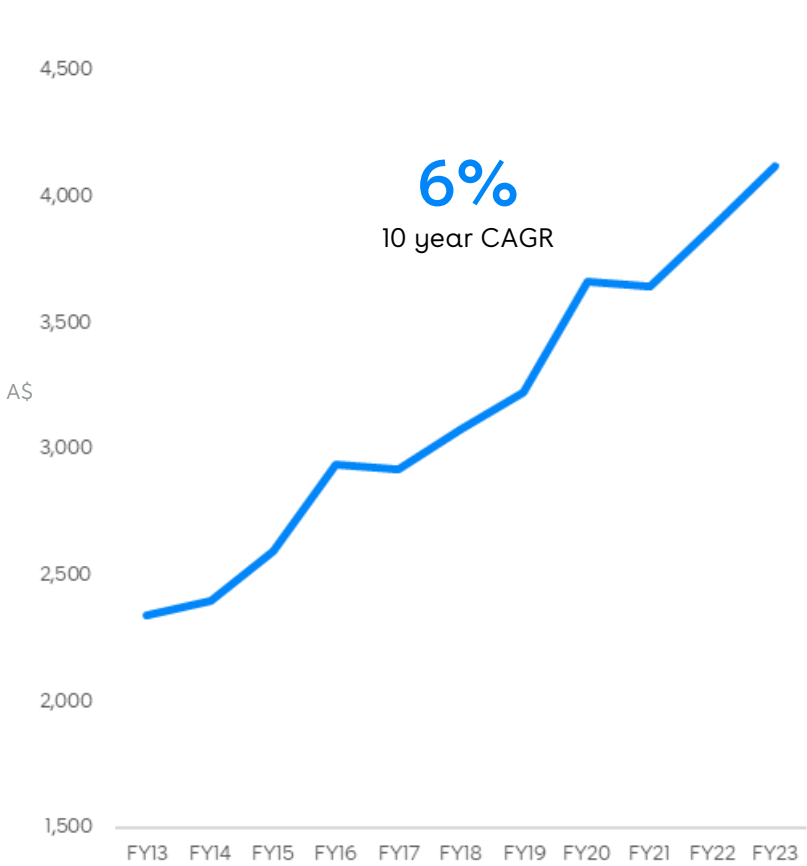
\*\*APF is Application Processing Fee, being the fee IDP Education receives from its client education institutions for placing students into a course

# A diversified student placement business model has consistently delivered strong through-the-cycle growth

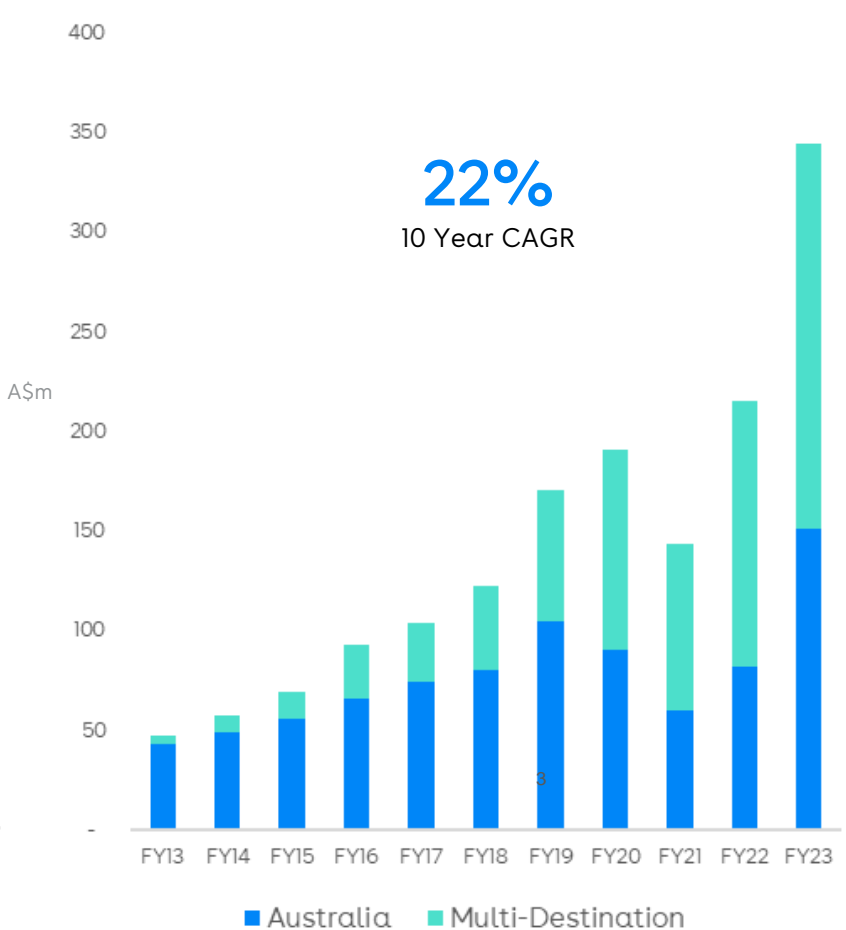
Volumes



Average Placement Fee

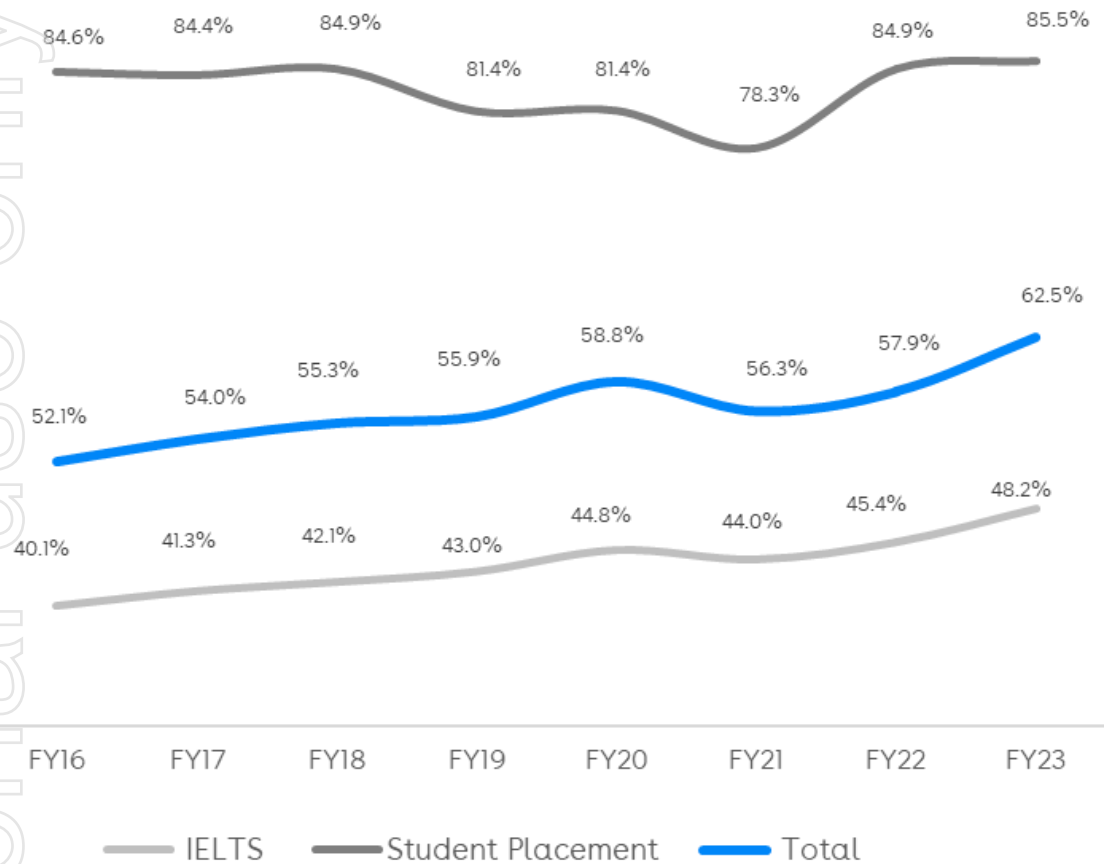


Revenue

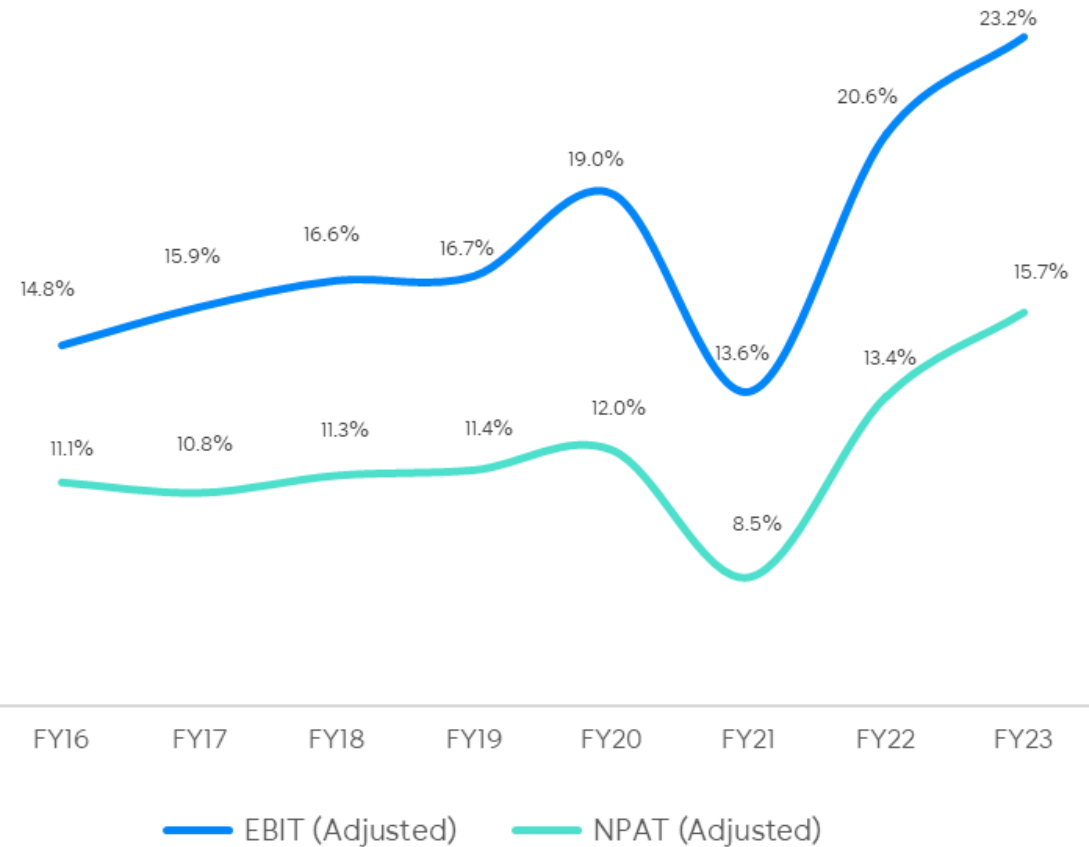


# Rising margins reflect underlying operating leverage

## Gross Profit Margins



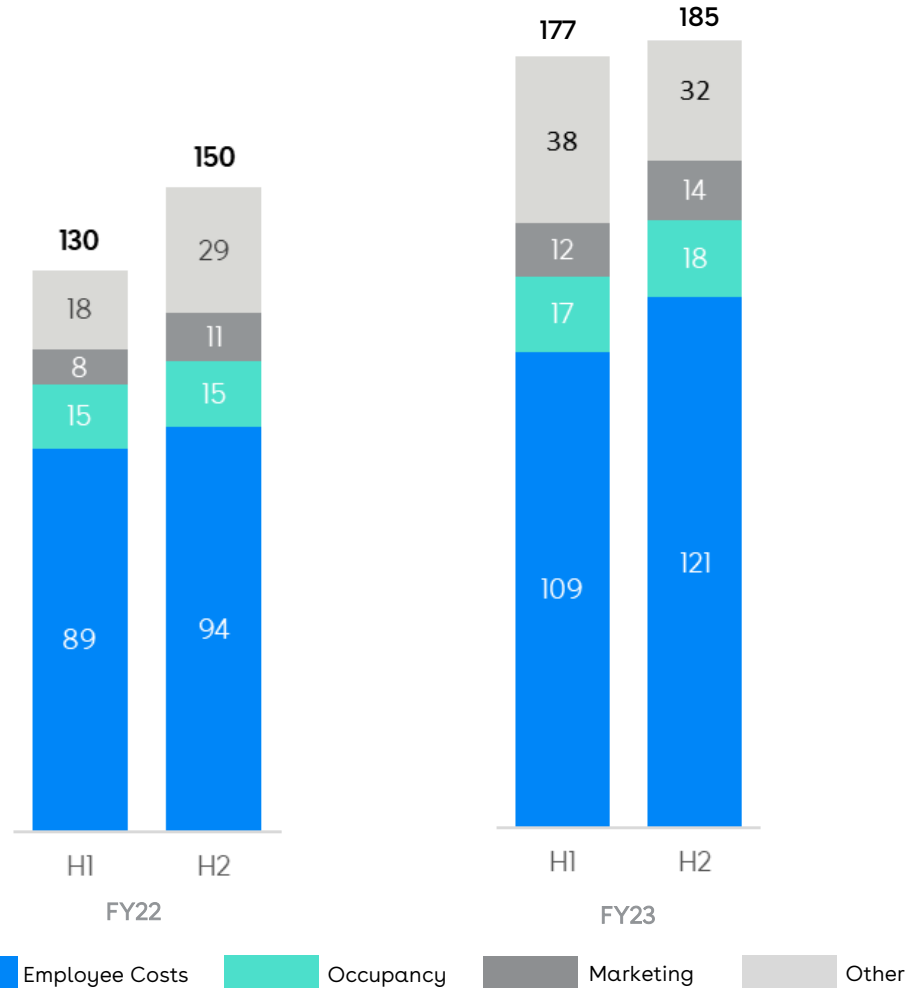
## EBIT (Adjusted) and NPAT (Adjusted) Margins\*



\* EBIT (Adjusted) and NPAT (Adjusted) excludes merger and acquisition expenses which related to the acquisition of Intake Education and The Ambassador Platform in FY23, the acquisition of the British Council's Indian IELTS operations in FY22 and consultancy and professional expenses incurred in shareholders' restructure project in FY22. It also excludes acquired intangible amortisation.

# Disciplined investment to drive long-term sustainable growth

## Overhead Costs\*



### Total Overhead Costs

- Total overhead costs (pre-AASB16 and M&A costs) of \$30m/mth in line with expectations
- The long-dated pipeline of the student placement business means that investment in staff, offices and marketing drives revenue in future periods

### Employee Costs

- Employee costs up 25%
- Headcount increased by ~1,500 with student placement increasing positions by ~1,000
- Includes the addition of ~300 staff from the acquisition of Intake
- Salary Increases across the group were at ~6%

### Occupancy

- Occupancy costs up 15%
- Addition of 46 student placement offices in key growth markets

### Publicity and Promotion

- 35% increase in marketing costs but remains at less than 3% of revenue
- Strategic marketing programs for IELTS launched in H2 FY23

### Other Overheads

- Other costs up 52% including
  - Travel costs of ~\$7m which rose 190% but remained below FY19
  - FX losses of ~\$10m an increase of ~200% (\$6m realised and \$4m unrealised)
  - IT expenses of ~\$12m an increase of 42% related to software licensing and security uplift program

\* Presented on a pre-AASB16 and pre-SaaS accounting policy change (AASB138) to ensure consistency over time. Excludes merger and acquisition expenses which related to the acquisition of Intake Education and The Ambassador Platform in FY23, the acquisition of the British Council's Indian IELTS operations in FY22 and consultancy and professional expenses incurred in shareholders' restructure project in FY22. It also excludes acquired intangible amortisation.

# Generating strong free cash flow to fund ongoing disciplined investment

## Summary of cashflows

| Twelve Months to 30 June                          | Full Year Actuals |               | Growth       |              |
|---|-------------------|---------------|--------------|--------------|
|   | FY23              | FY22          | \$m          | %            |
| <b>EBITDA</b>                                     | <b>271.2</b>      | <b>197.1</b>  | <b>74.1</b>  | <b>38%</b>   |
| Non-cash items                                    | 11.0              | 12.0          | -1.0         | -8%          |
| Change in working capital                         | -50.8             | -16.0         | -34.8        | 218%         |
| Income Tax Paid                                   | -50.5             | -47.2         | -3.3         | 7%           |
| Net interest paid                                 | -10.6             | -5.3          | -5.3         | 100%         |
| <b>Operating cash flow</b>                        | <b>170.3</b>      | <b>140.6</b>  | <b>29.7</b>  | <b>21%</b>   |
| Payments for acquisition of a subsidiary          | -80.9             | -260.4        | 179.5        | -69%         |
| Capital Expenditure                               | -39.0             | -29.6         | -9.4         | 32%          |
| Payments for investment in associates             | -4.3              | -0.2          | -4.1         | 2050%        |
| <b>Net cash flow before Financing</b>             | <b>46.1</b>       | <b>-149.6</b> | <b>195.7</b> | <b>-131%</b> |
| Payments for Treasury Shares                      | -8.9              | -5.5          | -3.4         | 62%          |
| Proceeds from Borrowings                          | 82.4              | 100.0         | -17.6        | -18%         |
| Repayment of Borrowings                           | -30.0             | 0.0           | -30.0        | 100%         |
| Repayment of lease liabilities                    | -22.7             | -19.4         | -3.3         | 17%          |
| Dividend Payments                                 | -96.0             | -37.6         | -58.4        | 100%         |
| Effect of FX on cash holdings in foreign currency | -0.9              | 1.8           | -2.7         | -150%        |
| <b>Net Cash Flow</b>                              | <b>-30.0</b>      | <b>-110.3</b> | <b>80.3</b>  | <b>-73%</b>  |

- GOCF\* of \$231m reflects conversion from reported EBITDA of:
  - 140% for H2, and
  - 85% for the full year
- In July 2023 we received \$37m of commission payments from student placement clients which relate to FY23 revenue. Adjusting for these payments, GOCF for FY23 would have been 99% of EBITDA
- The difference between GOCF and EBITDA for FY23 reflects the working capital movement which is in turn driven by the strong growth in student placement revenue which is booked ahead of university invoicing
- This timing differential is reflected on the balance sheet with a \$54m increase in contract assets primarily relating to students placed to Australia and UK
- Capital expenditure of \$39m for the year comprised strategic initiatives including:
  - \$6m SP IDP Live and Fastlane
  - \$10m IELTS platform modernisation
  - \$9m Refresh IT assets in SP Offices and CD IELTS Labs
  - \$8m Leasehold improvements for new SP Offices and CD Labs
  - \$2m SP event experience transformation

\* Gross Operating Cash Flow (GOCF) calculated as Operating Cash Flow less Net Interest less Income Tax paid

# A robust balance sheet with only \$42m of net debt

## Summary balance sheet

| As at 30 June 2023, A\$ million | 30-Jun-23      | 30-Jun-22    | Change       |
|---------------------------------|----------------|--------------|--------------|
| <b>Current assets</b>           |                |              |              |
| Cash and cash equivalents       | 166.6          | 196.6        | -30.0        |
| Trade and other receivables     | 160.9          | 93.2         | 67.7         |
| Contract assets                 | 102.8          | 48.9         | 53.9         |
| Other current assets            | 43.6           | 31.5         | 12.1         |
| <b>Current assets</b>           | <b>473.9</b>   | <b>370.2</b> | <b>103.7</b> |
| <b>Non-current assets</b>       |                |              |              |
| Intangible assets               | 538.2          | 413.6        | 124.6        |
| Rights-of-use assets            | 109.4          | 90.8         | 18.6         |
| Other non-current assets        | 111.9          | 100.2        | 11.7         |
| <b>Non-current assets</b>       | <b>759.5</b>   | <b>604.6</b> | <b>154.9</b> |
| <b>Total assets</b>             | <b>1,233.4</b> | <b>974.8</b> | <b>258.6</b> |
| <b>Current liabilities</b>      |                |              |              |
| Trade and other payables        | 191.7          | 125.0        | 66.7         |
| Contract liabilities            | 57.9           | 51.9         | 6.0          |
| Lease liabilities               | 24.5           | 18.4         | 6.1          |
| Other current liabilities       | 77.2           | 34.3         | 42.9         |
| <b>Current liabilities</b>      | <b>351.3</b>   | <b>229.6</b> | <b>121.7</b> |
| <b>Non-current liabilities</b>  |                |              |              |
| Borrowings                      | 209.0          | 156.5        | 52.5         |
| Lease liabilities               | 96.0           | 81.5         | 14.5         |
| Deferred tax liabilities        | 50.6           | 48.2         | 2.4          |
| Other non-current liabilities   | 9.1            | 3.6          | 5.5          |
| <b>Non-current liabilities</b>  | <b>364.7</b>   | <b>289.8</b> | <b>74.9</b>  |
| <b>Total liabilities</b>        | <b>716.0</b>   | <b>519.4</b> | <b>196.6</b> |
| <b>Total equity</b>             | <b>517.4</b>   | <b>455.4</b> | <b>62.0</b>  |

### Cash & Debt

- Cash balance of \$166m and drawn debt of \$209m delivering a net debt of \$42m as at 30 June 2023
- The settlement of the Intake acquisition in November 2022 was completed via cash of approximately \$19m and debt of \$52m
- The acquisition of The Ambassador Platform in May resulted in a first tranche payment of \$11.8m which was funded out of cash reserves

### Contract Assets

- The increase in contract assets reflects the strong growth in student placement revenue during the period

### Intangible Assets

- Movement in intangible assets primarily relate to the acquisition of Intake Education and The Ambassador Platform

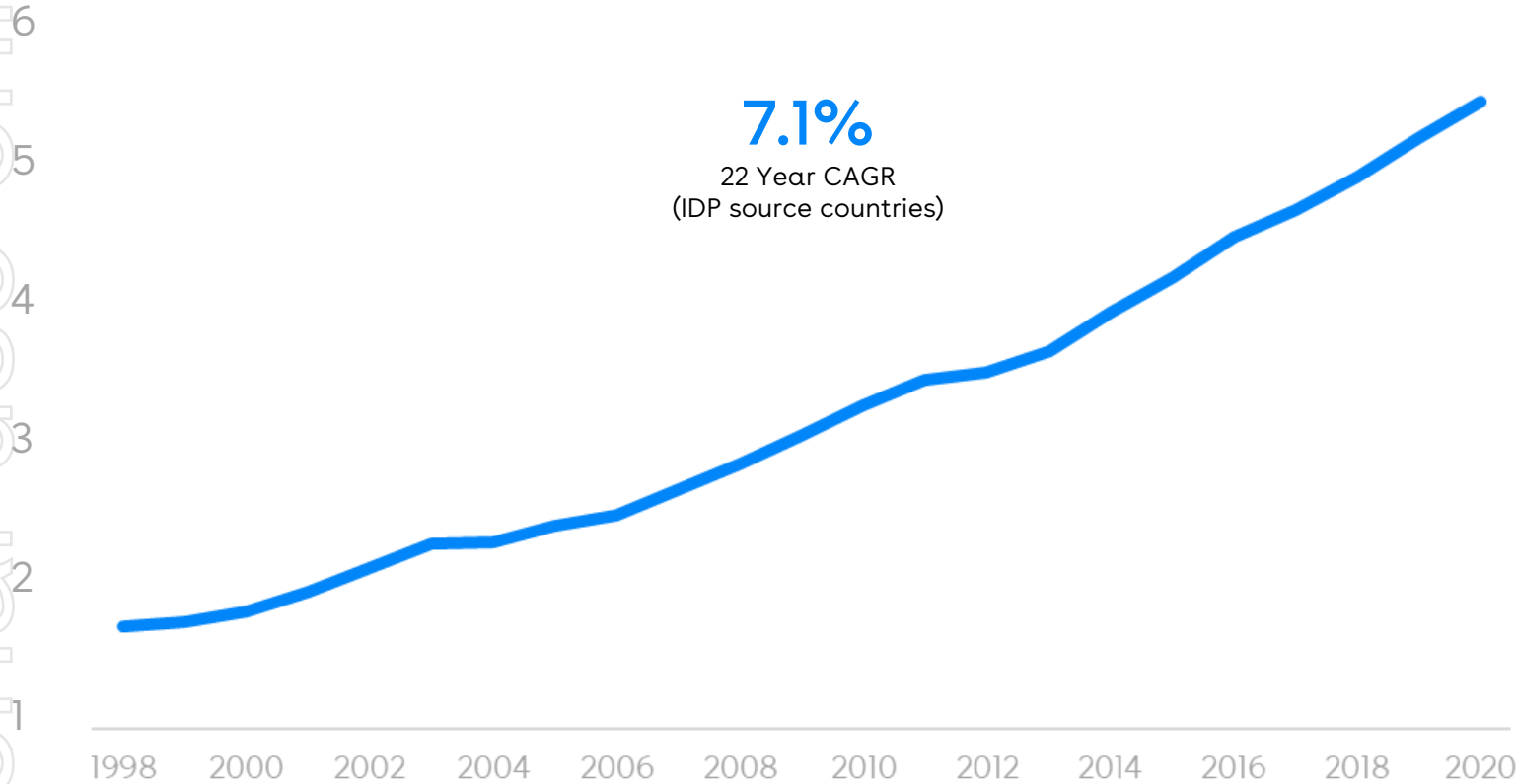
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# Market Opportunity



# An industry that has delivered consistent through-the-cycle structural growth of 7% CAGR for over 20 years

Outbound Internationally mobile students (all countries)\*



## Positive long-dated global demand and supply structural growth drivers

- Large and growing youth population in markets where higher education systems are underdeveloped
- Ageing populations in destination markets where governments need international students to support education ecosystems and migration to grow a skilled workforce

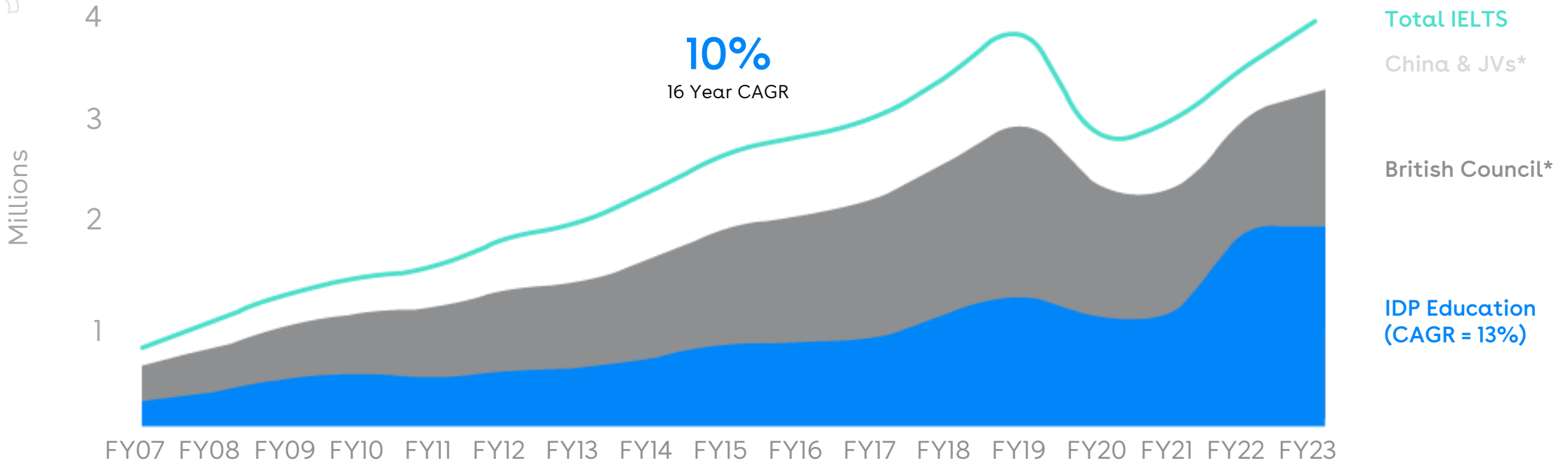
Source: UNESCO Institute for Statistics

\* The chart shows total internationally mobile students for all countries which has grown from 1.7m in 1998 to 5.5m in 2020, a CAGR of 5.4%. IDP's current source countries represent total volumes that have grown from 0.6 in 1998 to 2.9m in 2020, a CAGR of 7.1%.

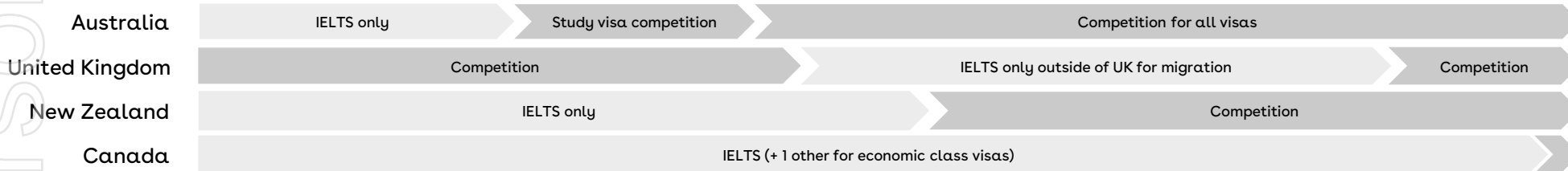


# The leading test in a large global market with few global players and high barriers to entry

## IELTS Volumes



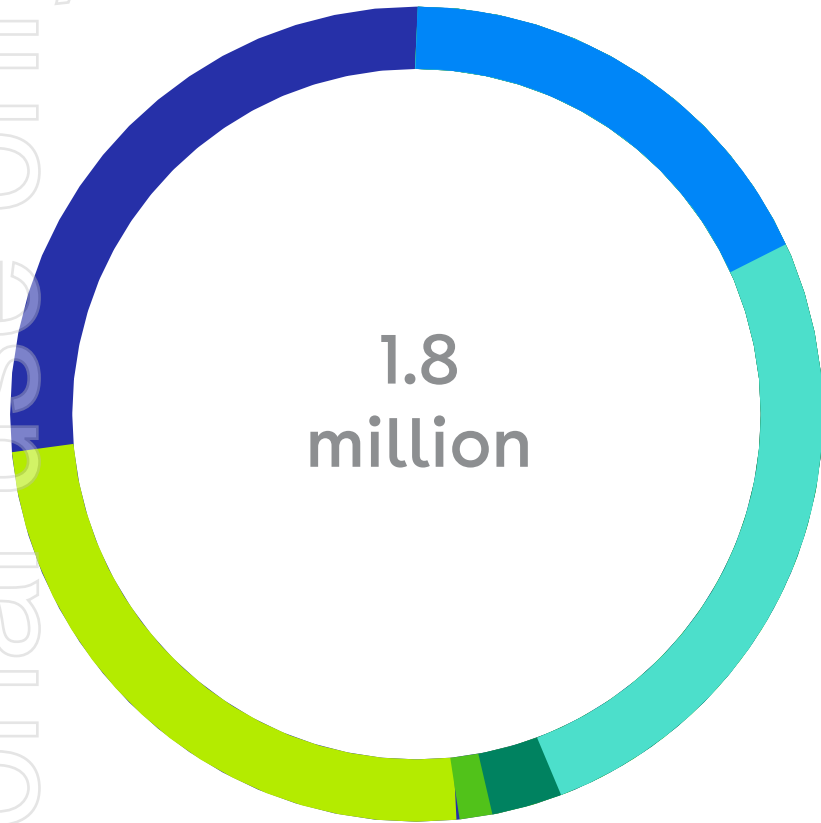
## Government Recognition



\* British Council volumes exclude tests conducted in China under license. Joint venture volumes include tests conducted in the United States by IELTS Inc, a joint venture owned equally by the IELTS parties

# A large, diversified addressable market providing a long runway of growth

## Annual international student volumes for IDP's current destination markets

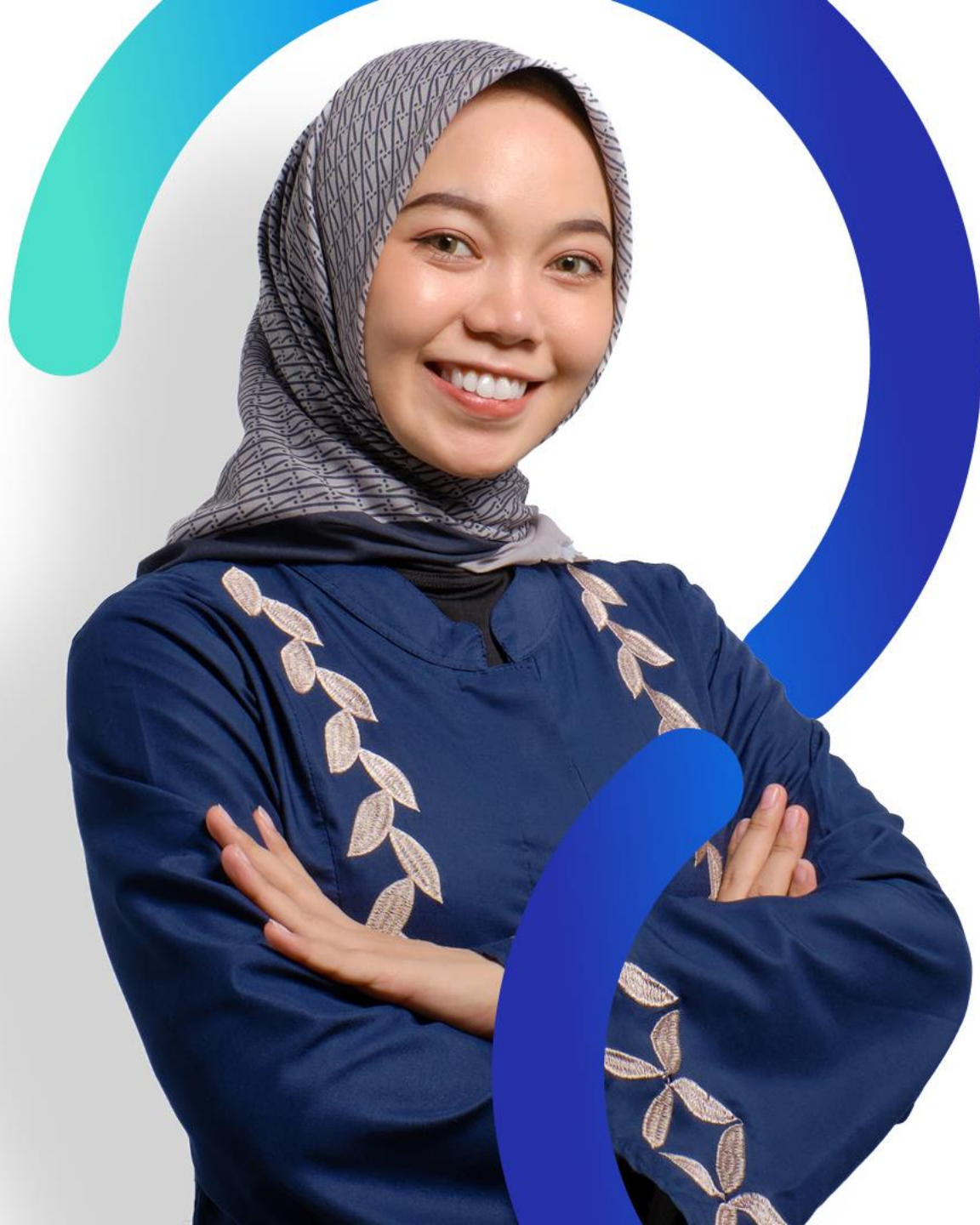


- **Australia**
  - 325,000 new international students per year
  - Positive settings for study and migration
- **United Kingdom**
  - 480,000 new international students per year
  - A focus on high growth non-EU markets post Brexit
- **Canada**
  - 480,000 new international students per year
  - Positive policy settings
- **USA**
  - 450,000 new international students per year
  - Increasing focus on international students given expected demographic cliff
  - Increasing adoption of the agency model
- **New Zealand**
  - 40,000 new international students per year
  - Volumes recovering post pandemic
- **Ireland**
  - 22,000 international students enrolled
  - Strong growth in non-EU students

### Notes

Australia - Department of Home Affairs: Student visas granted to offshore primary applicants from all countries in twelve months to 30 June 2023  
Canada - IRCC: New offshore study permit holders from all countries in twelve months to 31 May 2023  
UK - Home Office: Study visas issued to main applicant from IDP source countries in twelve months to 31 March 2023  
USA - Department of State: Study visas issued to offshore applicants in twelve months to 30 June 2023  
NZ - Immigration New Zealand, First time students, all countries in twelve months to 30 June 2023  
Ireland - Higher Education Authority, Non-EU Students enrolled in 2021/2022

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4

## FY23 Strategy Update

# Our strategy guides the priorities across our global business lines

## Our Vision

The global platform and connected community to guide people with global ambitions on their journey to achieve lifelong learning and career aspirations

## Our Strategy



### Student Placement

Reimagining the Student Placement model by delivering differentiated customer experiences at scale



### English Language Testing

Enhancing the world's best and most trusted English language test

## Our Enablers

### Service Excellence

Enhancing our human expertise through technology and by leveraging our unique data assets

### Our People

Driving our success through our diverse and connected culture

# Our IELTS strategy is leveraging our trusted brand, extensive physical and digital distribution, and product innovation to enhance our leading position



## Unmatched Physical & Digital Scale

The widest product range and unmatched global footprint

- IELTS Online available in 51 countries through IDP\*
- 815,000 downloads of IELTS by IDP app
- Enhanced referral partner ecosystem



## The Most Recognised, Trusted Brand

A secure, fair, accurate and reliable test that is the globally recognised

- Recognised by 11,500+ organisations
- Strategic brand campaigns driving strong engagement



## A Scalable and Flexible Technology Platform

Establishing the technology foundation for future product development

- An end-to-end re-platforming enabling new product delivery
- Streamlined operations and scalable long-term architecture



## Customer Centric Product Innovation

Trusted innovation that balances the needs of test takers and industry while maintaining integrity

- One Skill Retake launched
- App providing improved booking experience and access to prep materials

### FY23 Outcomes

\* As at 30 June 2023

# IELTS – leveraging proven brand, distribution and innovation to deliver long-term growth in competitive markets

## Brand and marketing leadership

Industry highest prompted and unprompted brand awareness. FY23 outcomes:

- Building community through customer testimonials
  - Over 600 customer videos generating 57 million views
- Strategic brand campaigns driving front of mind awareness
  - “I’ve Got This” and “Flight of Dreams” campaigns generating >100 million views
- Tactical marketing campaigns with renewed brand messages to drive engagement and conversion
  - “IELTS 6.0 for Canada SDS” campaign generating >80 million views

## Established referral ecosystem

Extensive, established referral partner ecosystem driving adoption and distribution. FY23 outcomes:

- Loyalty programs refreshed
- Recognition and incentive programs reviewed
- Value-adds implemented (training programs, test prep materials, branding opportunities)

## Product innovation

One Skill Retake delivers flexibility for test takers to retake only one section of the test. FY23 outcomes:

- Product launched in January 2023 and scaling rapidly
- Government recognition achieved in Australia and UK



*I've Got This* and *Flight of Dreams* campaigns generating  
**>100 million views**



# Our student placement strategy is delivering a differentiated customer experience powered by human connection and enhanced by technology



## Unmatched Physical & Digital Scale

A global omni channel footprint that uses technology to enhance human connections

- 46 new offices
- Acquired Intake Education to accelerate growth in Africa
- 300,000 students at IDP events



## Building Unique Data Assets

The definitive data set in the industry that underpins high value products and services

- +4bn customer actions captured
- >56,000 admission rules established in FastLane
- Proprietary algorithms driving real-time lead prioritisation



## Driving Productivity

Leveraging technology to improve productivity, customer experience and operating margins

- 24% increase counsellor productivity\*
- 60% of applications via Centralised Application Processing hubs
- Pilot of digitised application functionality



## Differentiated Customer Experiences

Trusted human connection, enhanced by technology, offering unique insights and services

- 4-point increase in student NPS
- 17,500 students received FastLane offers
- Acquired The Ambassador Platform to strengthen community dynamics

### FY23 Outcomes

\* Counsellor productivity defined as the number of students per counsellor that is enrolled during the period

# FastLane - A unique service delivering higher conversion and a better experience at scale

## Students



**17,500** Students received FastLane offers up from 3,000 in FY22

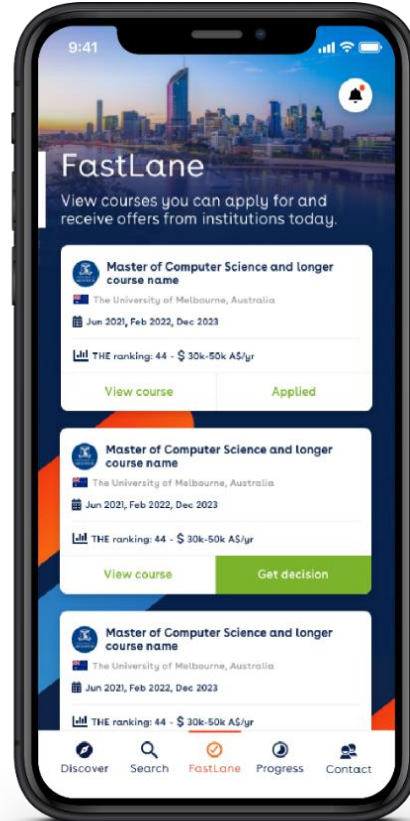
**860,000** IDP Live app downloads in FY23

**50,000** FastLane student profiles created\*

Speed  
Transparency

**11 point**

higher NPS for our students who receive an OiP\*\*



Efficiency  
Diversity

**6.3%**

higher conversion rates versus non-FastLane offers#

## Clients



**93** Clients on FastLane\* up from 61 at 30 June 22

**4,200** courses available\* up from 1,200 at 30 June 22

**56,000** Admission rules established



5

## Summary



# Well positioned to create significant long-term shareholder value



## Record Performance

A record year on all key operational and financial metrics



## Financial Strength

A financial profile that features rising margins, strong cash flow generation and a balance sheet with significant flexibility



## Industry Dynamics

A leading player in a structurally growing industry with a long runway of growth



## Diversification

A diversified business across business lines and geographies



## Compelling Strategy

A strategy that leverages unique assets to create a differentiated customer offering

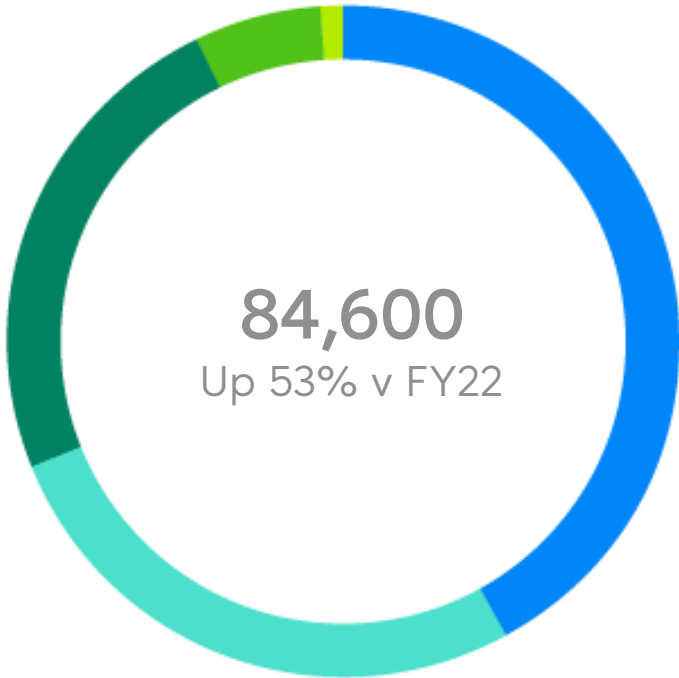
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# Appendices

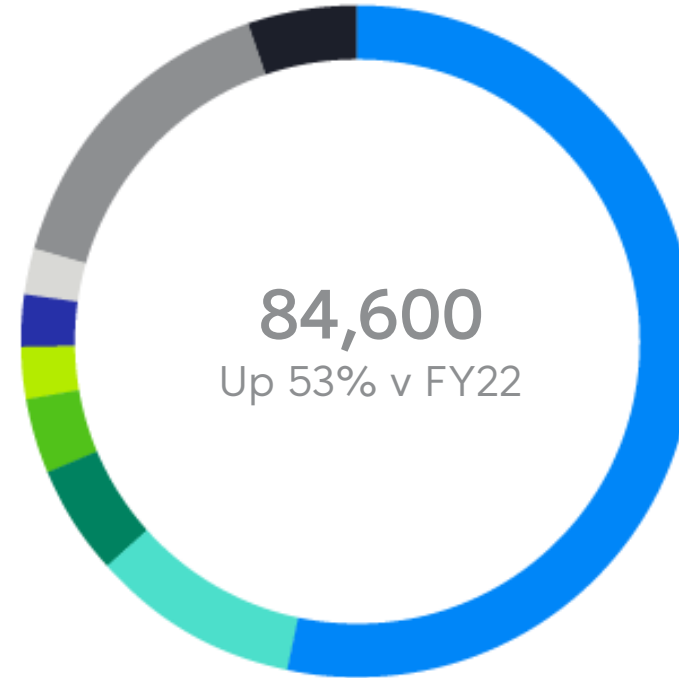
# Student Placement volumes up 53%, with 30%+ growth for all destinations

IDP Course Enrolments by Destination (FY23)



|       |                |
|-------|----------------|
| ● 42% | Australia      |
| ● 27% | United Kingdom |
| ● 24% | Canada         |
| ● 6%  | USA            |
| ● 1%  | New Zealand    |

IDP Course Enrolments by Source Country (FY23)

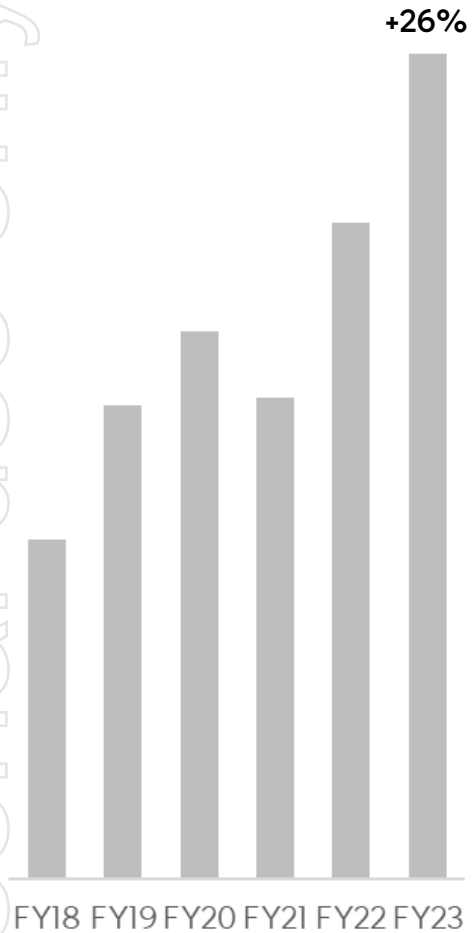


|       |           |       |              |
|-------|-----------|-------|--------------|
| ● 53% | India     | ● 3%  | Nigeria      |
| ● 10% | China     | ● 2%  | UAE          |
| ● 5%  | Vietnam   | ● 15% | Rest of Asia |
| ● 3%  | Australia | ● 5%  | RoW          |
| ● 3%  | Thailand  |       |              |

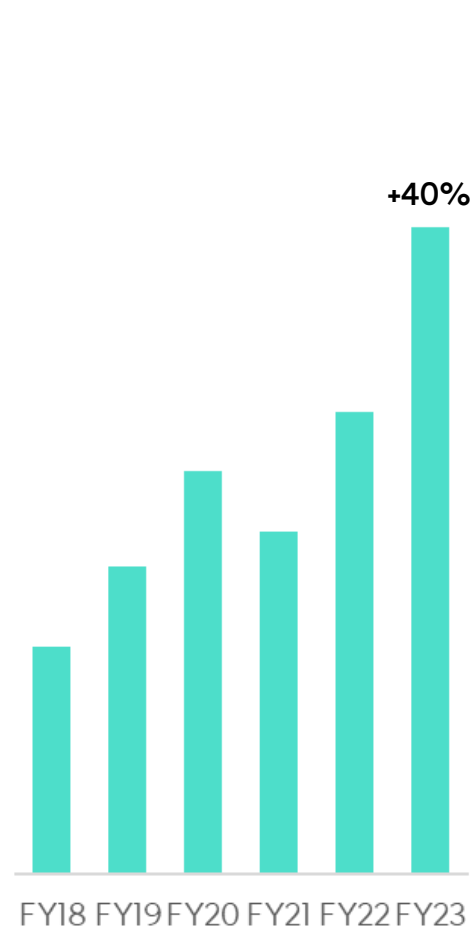
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# Increasing conversion rates driving efficiency and scalability in Student Placement

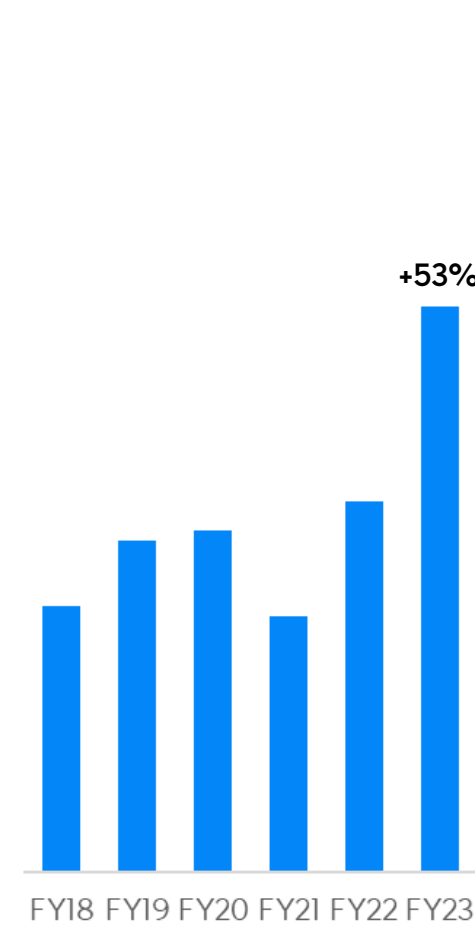
### Qualified Leads



### Applicants



### Course Enrolments



#### Lead Propensity Algorithms

- Proprietary algorithms driving real-time prioritisation at scale
- Strong conversion improvements being realised with the top 30% of digital leads in CY22 5x more likely to apply

#### Contact Centre

- 95% of top three decile scored leads called within 15 minutes in FY23

#### Next Best Action

- Proprietary algorithm provides students with personalised prompts and guidance to enhance experience and increase conversion
- Counsellors are assisted to provide enhanced customer experience

# Product Category Summary

## Revenue and GP by Product Segment

| Twelve Months to 30 June     | Full Year Actuals |              | Growth       |            | Constant Currency Growth (%)* |
|------------------------------|-------------------|--------------|--------------|------------|-------------------------------|
|                              | FY23              | FY22         | \$m          | %          |                               |
| <b>Revenue</b>               |                   |              |              |            |                               |
| English Language Testing     | 545.5             | 511.4        | 34.1         | 7%         | 6%                            |
| Student Placement            | 351.2             | 215.4        | 135.8        | 63%        | 63%                           |
| - Australia                  | 152.0             | 81.8         | 70.2         | 86%        | 86%                           |
| - Multi-destination          | 199.2             | 133.5        | 65.6         | 49%        | 49%                           |
| English Language Teaching    | 33.4              | 20.6         | 12.8         | 62%        | 50%                           |
| Digital Marketing and Events | 47.8              | 43.3         | 4.5          | 10%        | 12%                           |
| Other                        | 4.1               | 2.7          | 1.3          | 49%        | 45%                           |
| <b>Total Revenue</b>         | <b>981.9</b>      | <b>793.3</b> | <b>188.6</b> | <b>24%</b> | <b>23%</b>                    |
| <b>Gross Profit</b>          |                   |              |              |            |                               |
| English Language Testing     | 263.1             | 232.3        | 30.8         | 13%        | 12%                           |
| Student Placement            | 300.3             | 182.8        | 117.5        | 64%        | 64%                           |
| English Language Teaching    | 21.8              | 12.7         | 9.1          | 71%        | 58%                           |
| Digital Marketing and Events | 25.5              | 30.3         | -4.8         | -16%       | -14%                          |
| Other                        | 3.1               | 1.4          | 1.7          | 120%       | 120%                          |
| <b>Total Gross Profit</b>    | <b>613.9</b>      | <b>459.5</b> | <b>154.4</b> | <b>34%</b> | <b>33%</b>                    |

- Strong GP performance across key business lines
  - IELTS GP up 13%
  - Student placement GP up 64%
  - English Language Teaching GP up 71%
- The group gross profit margin increased to 63% from 58% in FY22 due primarily to a larger contribution from Student Placement
- Student Placement GP margins rose slightly versus pcp (85.5% v 84.9%). The improvement reflects operating leverage in the IT platform with software licensing and associated support and development costs rising at a lower rate than revenue
- English Language Testing GP margins increased to 48% vs 45% in FY22. This margin expansion reflects reduced direct costs per candidate through efficiencies in test day activities
- Margins in Digital Marketing and Events declined due primarily to an increase in the proportion of events held physically where margins are lower than online. Underlying margins in digital marketing remain at around 85%

\* "Constant Currency Growth" is calculated by restating the prior comparable period's financial results using the actual FX rates that were recorded during the current period

# Overhead summary (Pre & Post AASB16)

## Summary Income Statement

| Twelve Months to 30 June                     | FY23            |                | FY22           | Growth<br>(FY23 pre AASB 16 vs. FY22<br>pre AASB 16) |              | Constant Currency<br>Growth (%) *<br>(FY23 pre AASB 16 vs.<br>FY22 pre AASB 16) |
|--|-----------------|----------------|----------------|--|--------------|---|
|  | Post<br>AASB 16 | Pre<br>AASB 16 | Pre<br>AASB 16 | A\$m   | %            |   |
| Total Revenue                                | 981.9           | 981.9          | 793.3          | 188.6  | 24%          | 23%   |
| Direct Costs                                 | 368.0           | 372.1          | 336.5          | 35.6   | 11%          | 10%   |
| Gross Profit                                 | 613.9           | 609.9          | 456.9          | 153.0  | 33%          | 33%   |
| <b>Overheads</b>                             |                 |                |                |  |              |   |
| - Employee benefits expenses                 | 230.5           | 230.5          | 182.9          | 47.5   | 26%          | 25%   |
| - Occupancy expense                          | 10.1            | 34.8           | 30.3           | 4.5  | 15%          | 14%   |
| - Promotion and publicity expense            | 25.9            | 25.9           | 19.2           | 6.7  | 35%          | 34%   |
| - Other expenses                             | 76.1            | 76.1           | 50.5           | 25.7   | 51%          | 53%   |
| <b>Total Overheads</b>                       | <b>342.6</b>    | <b>367.3</b>   | <b>282.9</b>   | <b>84.4</b>  | <b>30%</b>   | <b>29%</b>  |
| Share of Profit/(Loss) of Associate          | -0.1            | -0.1           | -1.1           | 1.0  | 90%          | 90%   |
| EBITDA                                       | 271.2           | 242.5          | 172.8          | 69.6   | 40%          | 39%   |
| <b>Depreciation &amp; Amortisation</b>       |                 |                |                |  |              |   |
| - Lease Related                              | 25.9            | 0.0            | 0.0            | 0.0  | 0%           | 0%  |
| - Other expenses                             | 22.9            | 22.9           | 14.5           | 8.4  | 58%          | 57%   |
| <b>Total Depreciation &amp; Amortisation</b> | <b>48.8</b>     | <b>22.9</b>    | <b>14.5</b>    | <b>8.4</b>   | <b>58%</b>   | <b>57%</b>  |
| Amortisation of Acquired Intangibles         | 1.6             | 1.6            | 1.4            | 0.2  | 14%          | 19%   |
| EBIT   | 220.7           | 217.9          | 156.9          | 61.0   | 39%          | 37%   |
| EBIT (Adjusted) **                           | 227.8           | 225.0          | 161.2          | 63.8   | 40%          | 38%   |
| <b>Net Finance Expense</b>                   |                 |                |                |  |              |   |
| - Lease Related                              | -5.9            | 0.0            | 0.0            | 0.0  | 0%           | 0%  |
| - Other expenses                             | -7.5            | -7.5           | -2.4           | -5.1   | -211%        | -211%   |
| <b>Total Net Finance Expense</b>             | <b>-13.4</b>    | <b>-7.5</b>    | <b>-2.4</b>    | <b>-5.1</b>  | <b>-211%</b> | <b>-211%</b>  |
| Income tax expense                           | 58.2            | 58.9           | 49.7           | 9.2  | 18%          | 19%   |
| NPAT   | 149.1           | 151.5          | 104.7          | 46.8   | 45%          | 42%   |
| NPAT (Adjusted) **                           | 154.2           | 156.6          | 108.5          | 48.1   | 44%          | 42%   |

- Pre-AASB16 overheads (including M&A related costs) increased by 30%
- Employee costs rose 26% with expansion of digital and customer facing roles designed to drive future revenue growth. In total, the business added additional headcount of ~1,500 employees during the period (~300 via Intake acquisition)
- Occupancy costs increased 15% due primarily to the expansion of student placement offices across the network
- Other expenses for the year included \$5.5m of M&A related costs and \$10m of FX losses (\$4m unrealised)
- Excluding the M&A related costs, total overheads per month were \$30m per month on a pre-AASB16 basis

\* "Constant Currency Growth" is calculated by restating the prior comparable period's financial results using the actual FX rates that were recorded during the current period

\*\* EBIT (Adjusted) and NPAT (Adjusted) excludes merger and acquisition expenses which related to the acquisition of Intake Education and The Ambassador Platform in FY23, the acquisition of the British Council's Indian IELTS operations in FY22 and consultancy and professional expenses incurred in shareholders' restructure project in FY22. It also excludes acquired intangible amortisation.