

PARIS
June 23, 2022



Ardian-backed AD Education acquires Oktogone Group, a leading player in online education and training

AD Education, a leading European higher education platform, announces the acquisition of the Oktogone Group ("Oktogone"), one of the market leaders in digital education and training, previously owned by its founder, Regis Micheli. This transaction further consolidates AD Education's leading position in the dynamic sector of higher education in Creative Arts. It also marks an important step for the Group by diversifying into online learning and accelerates its digital capabilities.

Founded in 2002 by Regis Micheli, Oktogone has developed a wide range of online training programs in areas such as Digital, Communications & Marketing and Management. This training is delivered through two platforms: ISCOD, an online school of higher education offering 100% work-study programs, and Visiplus, an online training platform for professionals.

Leveraging on a fast-growing market and recognized brands, AD Education will support Oktogone's growth momentum and accelerate the launch of new programs. Oktogone will benefit in particular from AD Education's large portfolio of face-to-face training programs.

With the recent acquisitions such as IMAAT (2021), Asford (2022) and the European activities of SAE (in progress), Oktogone Group will strengthen AD Education's position as a leader in higher education in the Creative Arts in full. Its range of services now includes all teaching media (in person, fully digital and hybrid) and is aimed at all audiences.

The deal will also allow AD Education to accelerate the digitalization of its existing courses at a time when students increasingly prioritize online teaching and learning.

"We are thrilled to welcome Oktogone within AD Education. We share common values and the same entrepreneurial DNA. Our complementary offerings and expertise will position the Group as a leader the fast-growing higher education market. We look forward to working with Oktogone and accelerating the group's digitalization, in France and internationally, notably thanks to their high-quality team and platform."

● KEVIN GUENEGAN ● CHAIRMAN OF THE AD EDUCATION GROUP



"We are very pleased to join the AD Education Group, which marks the beginning of a new chapter in Oktogone's development. The mix of in-person and virtual learning, as well as the strong complementary with AD Education's brand and programs, unlocks exciting opportunities for accelerating our growth in the years to come. This merger is a unique opportunity to create a leader in face-to-face and online education for the creative industries, both in France and in other countries where AD Education is present."

● **REGIS MICHELI** ● FOUNDER OF OKTOGONE

"We are proud to support AD Education and its management team in this new acquisition and to accelerate the group's development plan, particularly in the digital space. AD Education now offers a diverse and complete range of programs that meet the needs of all learners, whether students or professionals. With Oktogone, the AD Education Group further strengthens its French and European leadership in the private higher education sector."

● **EMMANUEL MIQUEL** ● MANAGING DIRECTOR IN THE ARDIAN BUYOUT TEAM

PARTIES TO THE TRANSACTION

AD Education

Kevin Guenegan, Martin Coriat, Benoît Weckx

Oktogone

Regis Micheli

Ardian

Emmanuel Miquel, Nicolas Trani, Jean-Baptiste Hunaut, Anouk Daoudal

Seller's advisors

Financial advisors: Financière de Courcelles (Martine Depas, Ambroise Boissonnet)

Legal corporate advisors: Cygler Avocats (Steve Cygler), Allrights Avocats (Patrice Planes)

Financial due diligence: D'Ornano (Claudia Foley, Marc-Olivier Longpré)

Buyer's advisors

Financial advisors: Eurvad (Charles Guigan)

Legal corporate advisors: Willkie Farr & Gallagher (Eduardo Fernandez, Gil Kiener, Sarah Bibas)

Legal Financial advisors: Latham & Watkins (Xavier Farde, Carla-Sophie Imperadeiro)

Legal structuring advisors: Latham & Watkins (Olivia Rauch-Ravisé, Clémence Morel)

Commercial due diligence: BCG (Benjamin Entraygues, Guillaume Darrieus, Julien Vialade)

Financial due diligence: KPMG (Guilhem Maguin, Stéphane Kuster)

Legal due diligence: KPMG Avocats (Benoît Roucher, Julie Brubach)

Tax due diligence: KPMG Avocats (Sophie Fournier-Dedoyard, Gauthier Moulins)

Social/labor due diligence: KPMG Avocats (Olivier Masi, Christine Piault)

ABOUT AD EDUCATION

Founded in 2009, AD Education is a leading European higher education platform, pure player in the field of Creative Arts and teaching to more than 22,000 students in 15 schools on 66 campuses in France, Italy, Spain, Germany, Austria, Switzerland, Netherlands, United Kingdom, Greece. AD Education covers 4 main sub-segments: Design & Graphical Arts, Media & Digital, Audiovisual and Culture & Luxury. Following the acquisition, will expand its presence in online education and will achieve revenues of more than 220 million euros.

ad-education.com

ABOUT OKTOGONE

Oktogone Group is one of the leading players in training and employment in the digital age. The group combines a range of expertise to support employees, students and job seekers in managing their careers. Oktogone also assists companies in developing the skills of their employees through continuous training, internal mobility and recruitment.

oktogone.com

ABOUT ARDIAN

Ardian is a world leading private investment house, managing or advising \$130bn of assets on behalf of more than 1,300 clients globally. Our broad expertise, spanning Private Equity, Real Assets and Credit, enables us to offer a wide range of investment opportunities and respond flexibly to our clients' differing needs. Through Ardian Customized Solutions we create bespoke portfolios that allow institutional clients to specify the precise mix of assets they require and to gain access to funds managed by leading third-party sponsors. We also provide a specialist service for private clients through Ardian Private Wealth Solutions. Ardian is majority-owned by its employees and places great emphasis on developing its people and fostering a collaborative culture based on collective intelligence. Our 900+ employees, spread across 15 offices in Europe, the Americas and Asia, are strongly committed to the principles of Responsible Investment and are determined to make finance a force for good in society. Our goal is to deliver excellent investment performance combined with high ethical standards and social responsibility.

At Ardian we invest all of ourselves in building companies that last.

ardian.com

Media Contacts

AD EDUCATION

Nadia Bahharalves

nadia.bahharalves@ad-education.com

ARDIAN

HEADLAND

[**ardian@headlandconsultancy.com**](mailto:ardian@headlandconsultancy.com)