



THI Investments announces new investment and partnership with Oxford International Education Group

THI Investments (“THI”), a pan European private equity investor with a focus on the education sector, today announces its acquisition of Oxford International Education Group (“Oxford International” or “the Group”), a leading accredited independent education provider. Additional financial investment from THI will enable Oxford International to invest significantly into its online education platform and further expand its university partnerships business internationally. The Group is simultaneously selling its schools division to Nord Anglia Education. The new partnership with THI will accelerate the Group’s growth and position as a premier university partnerships, digital education and language training provider.

Founded in 1991, Oxford International has over 30 years of experience in the education sector and helps over 50,000 UK and international students achieve academic success every year. Over the years, the Group has invested in its brand, partnerships, customer service and technology, establishing itself as a trusted and agile platform with a portfolio of award-winning online, blended and campus-based courses. As the demand for high-quality, English-speaking education continues to grow globally, the Group is well positioned to offer a broader range of accredited courses and higher education programs to more students around the world across online, physical and hybrid formats. The launch of the OI Digital Institute in 2020 as an online learning platform has driven the group's commercial focus with a rapid development of online programs such as the Pre-Masters and Pre-PHD. Programs offered in the OI Digital Institute have supported over 5,000 students in achieving UK university admissions and delivered unrivalled partner services for higher education institutions.

THI brings significant financial resources and operational expertise to support and accelerate the growth of Oxford International’s relationships with new and existing university partners, as well as investment in new technology, products, services and complementary acquisitions to reach and enrich a growing global base of learners. Significant investment will support Oxford International’s growth trajectory without compromising on the high-quality service students and partners worldwide have come to know and expect. The ability to expand the breadth and reach of Oxford International’s already outstanding and sector-leading digital offering, offer additional value-added services to existing partners and forge new partnerships across Asia and North America, creates attractive opportunities for students worldwide.

Oxford International will join THI’s growing portfolio of education businesses. This includes Corndel, the UK’s leading management and digital skills training provider, and Learnship, a US and German based digital English language learning business. With a strong track record of organic and acquisitive growth, favourable market trends and opportunities to invest in and scale the platform, Oxford International is an excellent fit for THI’s portfolio of high-quality educational businesses.

THI has acquired a controlling interest from the current shareholders including Bowmark Capital. The founders and the management of the business are reinvesting alongside THI. This deal marks THI’s third investment in the last 4 months, following strategic partnerships announced with Corndel and WJ Group.



Edmund Buckley, Managing Director Private Equity, THI, commented:

“This is an exciting time to be investing in education, an industry going through dynamic change and one which we know very well. Oxford International is an exceptional business with an attractive portfolio of online, hybrid and campus-based courses and numerous levers for growth. We look forward to working with Lil and her team, leveraging our financial, operational and industry expertise to grow the business, providing current and new partners with outstanding service and attracting students from around the world with high quality educational opportunities.”

Ludger Laufenberg, Managing Director Strategy and Business Development, THI, commented:

“We are thrilled to partner with Lil and team to support an already-strong international student and digital education platform. The company’s market leading proposition through a singular focus on quality is something we look forward to supporting across existing and new areas and geographies. We hope our partnership together will allow the business to reach more people than ever across its offerings as we pursue multiple exciting organic and acquisition opportunities.”

Lil Bremermann-Richard, Oxford International’s group chief executive officer, commented:

“We are very excited about the future for Oxford International with the support from THI Investments accelerating our growth and strategic plan. THI is a great fit and will enable us to expand our offering and continue to deliver the exceptional service that our partners know and trust, benefitting all of our stakeholders, including partners and students globally.”

Edmund Buckley, Tarquin Wethered and Simon Tabellion worked on the investment from the THI private equity team. Ludger Laufenberg and Philipp Weiherl will drive the THI strategy and business development team’s value creation process in supporting the company’s management.

THI was advised by Lincoln International (M&A), Weil, Gotshal and Manges (Legal), Deloitte (Financial and Tax DD), EY Parthenon (Commercial DD) and Willis (Insurance) on the transaction.

Enquiries:

Tulchan Communications +44 (0) 20 7353 4200
Suniti Chauhan
Elizabeth Snow
Marta Parry-Jones

Notes:

Oxford International Education Group

Oxford International is an accredited, private education provider that operates international colleges with 5 Universities in the UK and Europe, online courses through the OI Digital Institute and English language centres across the UK and North America to create life-enhancing experiences for students worldwide. Our courses help over 50,000 UK and international students achieve academic success every year. We have built strong relationships with education consultants around the world and pride ourselves on delivering the best programs for our students.

www.oxfordinternational.com



THI Investments

THI Investments is a family owned pan-European private equity investor with total AUM of €1.8bn and offices in Stuttgart and London. It is a direct private equity investor with permanent capital and a long term operationally focused investment approach. THI invests equity amounts from £30-100m in businesses in its core sectors of Education and Training, Business Services, Industrials and Healthcare in Western Europe. THI seeks to invest into market leading businesses by backing strong management teams. The firm's Strategy and Business Development team brings significant operational and industrial expertise to assist management teams in driving value creation in portfolio companies.

www.thi-investments.com

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