



Transforming Education To Transform Lives



BY THE **NUMBERS**

1M+

Students Worldwide

19K+

Employees

30+

Countries

2600+

Business Clients

1K+

Education Partners

75+

**Years transforming
students' lives**



MESSAGE FROM THE CEO



Kaplan is one of the world's largest and most diverse education providers. Throughout our more than 75-year history, Kaplan has been a beacon for expanding educational access and a leader in instructional innovation.

We prep high school students for the SAT, so they can enter college and become teachers or engineers or whatever they dream. We help doctors and nurses pass their licensing tests, so they can save lives. We help adult learners—many of whom are working individuals juggling competing responsibilities of home, work, and school—change or start careers with a college degree. We enable universities across the globe to serve international students, better connecting these young individuals to the world, new ideas and cultures. We provide corporate training to improve employees' productivity, so

Kaplan is one of the world's largest and most diverse education providers.

enterprises can serve their customers better and support the communities in which they do business.

Kaplan has long been a pioneer and a leader. We created the test prep business and were an early leader in online education. We're one of the largest English-language training and university preparation providers in the world. Our professional education programs in finance and accountancy are top-ranked in the U.S., U.K., and Australia. Kaplan has greatly expanded access to higher education, enabling many non-traditional students in the U.S. to earn a college credential. Kaplan's substantial investment in learning science in all our programs underlines our emphasis on improving student outcomes and our focus on educational performance and results.

Whatever the program or service, we're constantly pursuing the mission of improving lives through education, one success story at a time.



Andrew S. Rosen
Chairman and Chief
Executive Officer, Kaplan, Inc.
Executive Vice President,
Graham Holdings Company

The Graham Holdings Company

Kaplan, Inc. has been part of Graham Holdings for more than 30 years and has become its largest subsidiary.

Based in Arlington, VA, Graham Holdings Company (NYSE:GHC), formerly The Washington Post Company, is a diversified education and media company whose principal operations include educational services, television broadcasting, and online, print, and local TV news. In addition to Kaplan, the company includes the Graham Media Group (WDIV–Detroit, KPRC–Houston, WKMG–Orlando, KSAT–San Antonio, WJXT–Jacksonville); The Slate Group (Slate and Panoply); and Foreign Policy. The Company also owns Trove, a digital team focused on innovation and experimentation with emerging technologies; SocialCode, a leading social marketing solutions company; Celtic Healthcare; Forney Corporation; Joyce/Dayton Corp.; and Residential Healthcare Group.

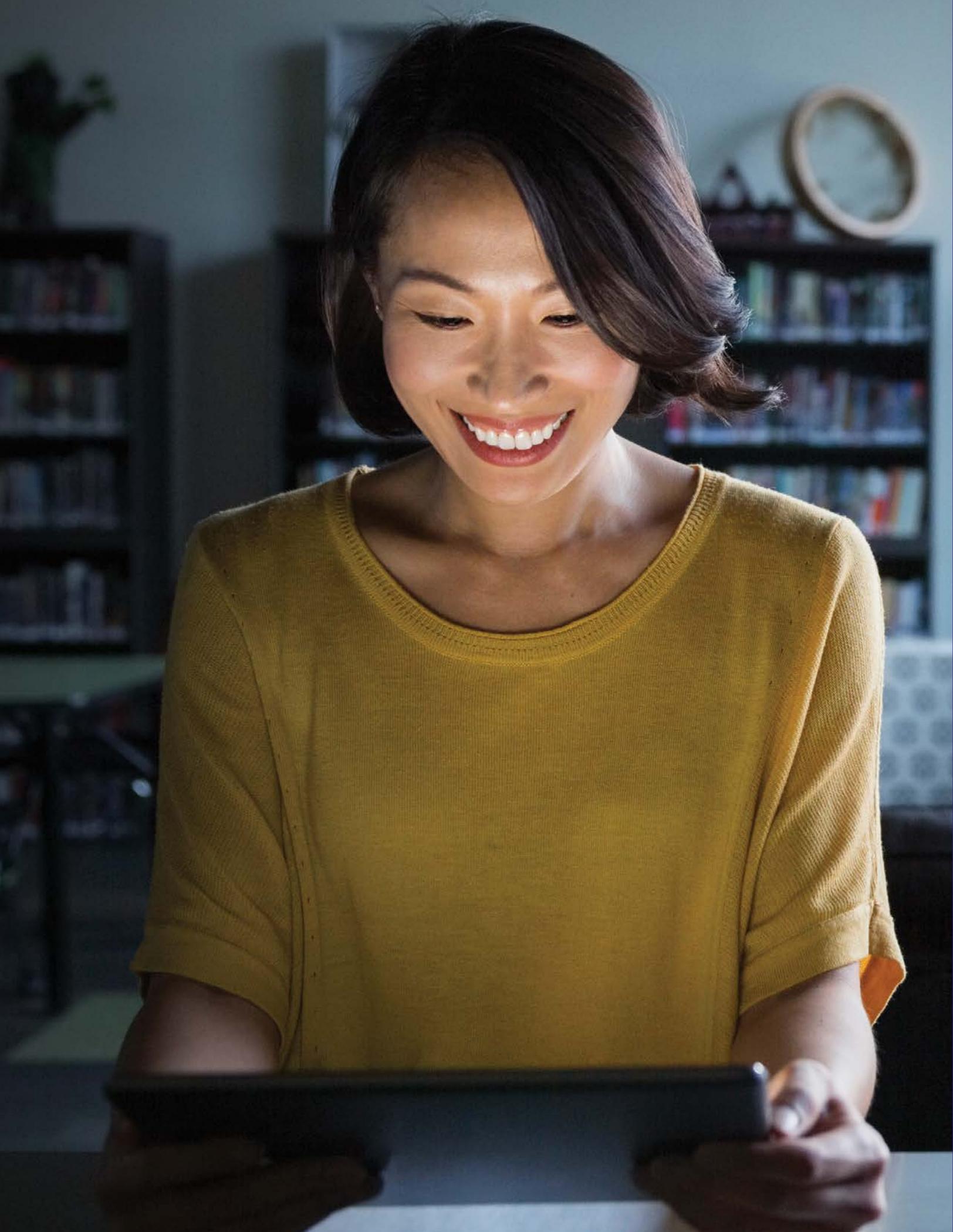


TABLE OF CONTENTS

01

By the Numbers
Message From The CEO

02

SERVING STUDENTS

Test Preparation
Professional Licensure and Credentialing
Post-Secondary Education
Global Pathways
English-Language Training
New Economy Skills Training

03

SERVING INSTITUTIONS

Global Pathways & Student Residences and Facilities
University Hosting
International Student Recruitment
University Support Services
Nursing Schools

04

SERVING BUSINESSES

Kaplan Professional Education (US)
Kaplan Professional (Australia)
Kaplan Financial (UK)
Kaplan Altior
Corporate Training and Learning Consultancy
Kaplan Learning Institute (Singapore)

05

DISTINCTIVE CAPABILITIES

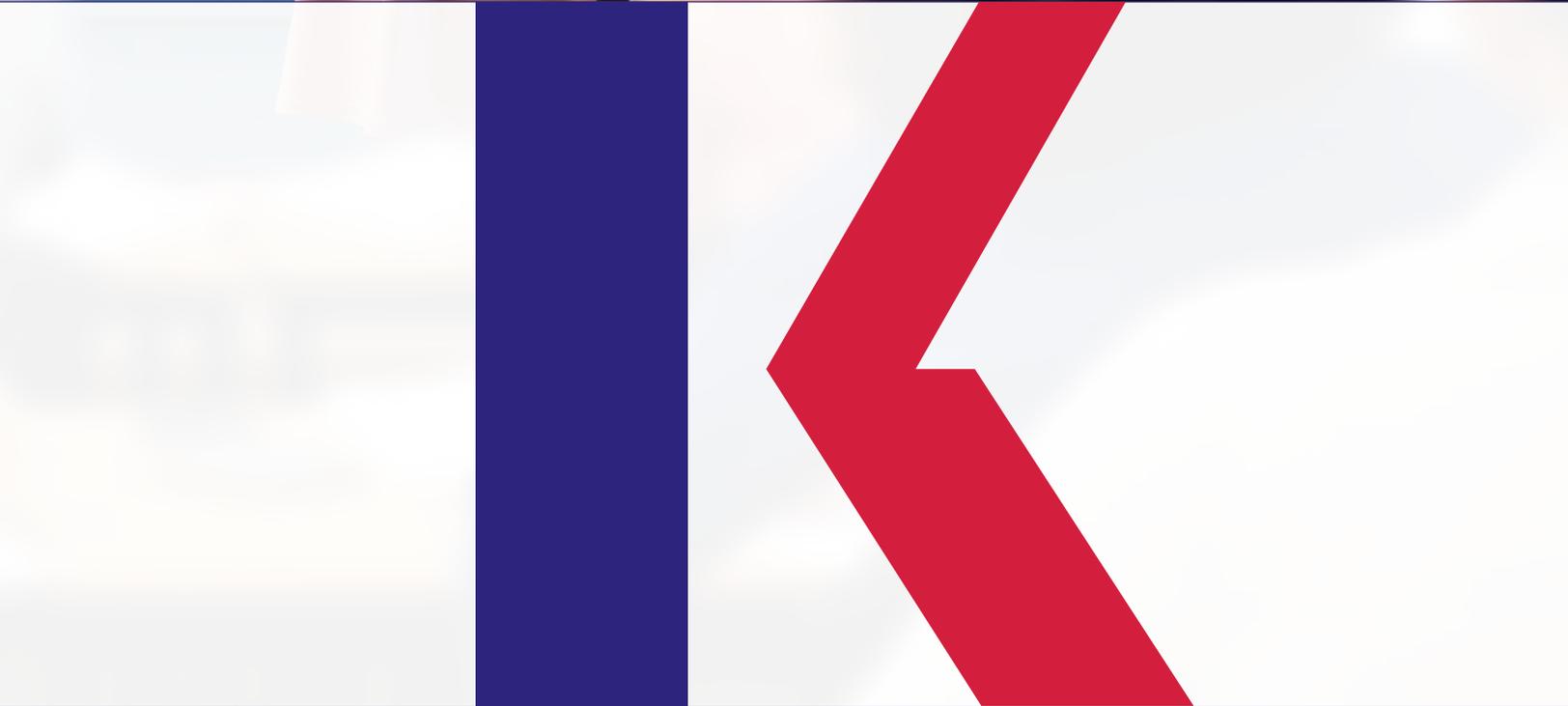
Global Reach and Connections
Learning Engineering
Performance Assessments





Serving **Students**

Kaplan serves people with ambition...people who want to make the most of their abilities. Our students come from all backgrounds and life stages. We believe that regardless of their starting point, working with Kaplan gives them the edge they need to succeed in an increasingly competitive world. For those willing to invest in themselves, we prepare them to achieve more.





Test Preparation

Kaplan prepares students to attain the best possible results on a broad range of high-stakes exams, to enter college or graduate school.

Kaplan Test Prep (KTP) offers prep programs for college admissions exams, including the PSAT, SAT, and ACT, ranging from free tests to group classes to private tutoring. While most students enroll directly with us, some receive these services through partnerships Kaplan has with local school districts and community-based organizations across the United States.

For students pursuing post-graduate studies—including such fields as law, business, medical,

pharmacology, dentistry, optometry, the arts and social sciences, and others—Kaplan offers prep programs for the LSAT, GMAT, MCAT, GRE, PCAT, DAT, and OAT exams. Kaplan’s Manhattan Prep brand also provides comprehensive test-prep options for the GRE, GMAT, and LSAT.

Test prep is delivered online in more than 100 countries and through resellers and partners in 30 countries. Further, Kaplan Test Prep International (KTPI) helps students prepare for the BMAT and UKCAT medical school exams in the U.K. and is launching test prep products for the HPAT in Ireland and UMAT in Australia.

Professional Licensure and Credentialing

Besides prepping them to enter graduate school, Kaplan helps physicians, nurses, health professionals, and lawyers seeking to practice in the U.S. and Canada. Specifically, Kaplan Medical offers prep programs for the US Medical Licensing Exam (USMLE) and the Comprehensive Osteopathic Medical Licensing Exam (COMLEX) as well as other health exams (NBDE, PANCE, and NAPLEX), and Kaplan Nursing offers prep programs for the National Council Licensure Examination (NCLEX-RN and NCLEX-PN). Further, Kaplan Bar Review offers full-service bar review programs for 51 U.S. jurisdictions and preparation for the Multistate Bar Exam.

Additionally, Kaplan helps individuals attain and maintain industry-recognized licenses, certifications, and designations in the financial,

insurance, accounting, wealth management, and related sectors. These products, plus a wide array of professional development and certificate programs, are offered under the Kaplan Financial Education and Kaplan Schweser brands in the U.S.; Kaplan Financial in the U.K.; and Kaplan Professional in Australia—through both online and on-site, in-person programs.

These exam and licensure prep programs are increasingly offered digitally, either as blended online programs with faculty-led courses or self-paced modules, in addition to traditional classroom settings. Whatever the channel, the curriculum includes Kaplan-published study materials—more than 600 titles in print or digital formats—many of which are also sold at retail to individual students.



Post-Secondary Education

United States

Kaplan University (KU) provides both online and campus-based programs primarily to adult learners, focused on career advancement. The majority of its students are enrolled in online programs. With its main campus in Davenport, IA, the University is regionally accredited by The Higher Learning Commission. It is also accredited by numerous program-specific accrediting agencies and approval grantors.

Although most students attend online, Kaplan University also operates campuses in Iowa (in Cedar Falls, Cedar Rapids, Davenport, Des Moines, and Mason City), Indiana (in Indianapolis), Maine (in Augusta, Lewiston, and South Portland), Maryland (in Hagerstown), Missouri (in St. Louis), Nebraska (in Lincoln and Omaha), and Wisconsin (in Milwaukee). Additionally, the University operates Learning Centers, which provide online students a blended instructional environment with on-ground components in Rockville, MD, and (exclusively for the military) at selected military bases.

Academic awards offered at the University include: certificate, associate, bachelor's, master's, doctorate (nursing), and professional (law) degrees, and training programs for advanced financial and accounting designations such as the CFA, CAIA, and FRM. Kaplan University is comprised of eight schools: School of Business and Information Technology, School of Education, School of Health Sciences, School of Nursing, School of Professional and Continuing Education (PACE), College of Social and Behavioral Sciences, Concord Law School, and Open College (OC@KU).

Strongly focused on improving student outcomes, Kaplan University continues to develop its new competency-based modularized curricular model, where students are able to get more credit for their previous learning—knowledge and skills gained at school, work or through training—enabling them to earn a degree more quickly and at a lower cost. Here, KU is working to ensure its graduates have the skills that employees need and employers desire and are “job ready” on Day One.



Kaplan University: Top online bachelor's program

For two years in a row—2014 and 2015—Kaplan University has been ranked as one of the Best Online Bachelor's Degree programs by *U.S. News and World Report*. The University has also been widely recognized as a military-friendly institution.

United Kingdom & Ireland

Dublin Business School (DBS) is Ireland's largest independent third-level institution. DBS offers a range of undergraduate, postgraduate, and executive education and professional accreditation programs in a range of disciplines, including business, accounting and finance, marketing, information technology, computing sciences, law, event management, psychology, the social sciences, and media and journalism.

Kaplan Open Learning, an online college and affiliate of the University of Essex, delivers certificates and bachelor's and master's degree courses in business, law, criminology, and health.

Singapore

Kaplan Higher Education Institute provides part-time courses to local students, and Kaplan Higher Education Academy offers full-time courses to international and domestic students. Degrees are awarded in partnership with Australian institutions, such as Griffith University, Monash University, Murdoch University, RMIT University, and Swinburne University of Technology; a number of U.K. universities, including Birmingham City University, Northumbria University, Royal Holloway-University of London, University of Bedfordshire, University of Portsmouth, and the University of Essex; and Ireland's University College Dublin.

InBUSINESS
EDITOR'S CHOICE
AWARDS 2014

Dublin Business School: #1 in Ireland

InBusiness magazine and Chambers Ireland (the national business organization and network of Chambers of Commerce) voted Dublin Business School the "Best Business School" in Ireland in 2013 and 2014. The awards recognize DBS's impact on the country's business community, and its innovation, range of services, and customer care.



Kaplan Singapore: Tops among professionals

For two years in a row (2013 & 2014), Kaplan was ranked the #1 private education institution by JobsCentral, the leading career and jobs board in Singapore, and has also been consistently voted among the "Best Private Institutions" in regional news network AsiaOne's annual People's Choice Awards (2013, 2014 & 2015).

Australia

Kaplan Business School operates four campuses in Adelaide, Sydney, Melbourne, and Brisbane, and serves students from more than 80 countries, providing industry-focused undergraduate and postgraduate degrees in accounting, business, and hospitality and tourism. It also introduced KBS Career Central to help students successfully enter the job market; this initiative has already forged relationships with over 80 employment partners.

Malaysia

Dublin Business School, in partnership with Kolej Poly-Tech Mara (KPTM), offers a BA (Hons) in accounting and finance awarded by Qualify and Qualifications Ireland (QQI) in Malaysia. Also, Kaplan Financial (UK) has launched a Live Online course in Malaysia to provide professional training for accountants.



Global Pathways

Kaplan further serves students at the post-secondary level through its pathway programs, which help international students progress to a variety of top-ranked partner universities in the U.K., U.S., and Australia.

Our programs teach a broad set of study skills, English-language and subject-specific knowledge, either in the home or destination country, for subjects which range widely from art and design and media to business, engineering, law, and science.

Kaplan's destination-country programs are delivered usually on the campus of the university partner, and allow students to progress to the first, second, or third year of an undergraduate degree, or to a postgraduate course, at renowned institutions across the U.K., U.S., and Australia.

Our innovative in-country programs let students study in their home countries for eventual progression to a degree at a leading British, American, or Australian university. These programs include:

- The U.S. Pathway Program (USPP), offered in partnership with the prestigious Consortium of North American Universities (CNAU), is equivalent to the first year of a U.S. bachelor's degree, and is delivered in multiple locations in China and Lagos, Nigeria;

- Global Foundation, which will be available in Lagos, Nigeria and Riyadh, Saudi Arabia, and launch soon in a number of other countries, gives students a flexible route to the first year of an undergraduate degree at several well-ranked universities in the U.K. and Australia; and
- Postgraduate preparation courses, delivered in Tokyo and Osaka, Japan, prepare students for master's degree programs at the Northern Consortium of U.K. Universities (NCUK).

With recruitment offices in over 30 cities around the world, staffed by regional experts, and a growing network of schools, universities, and recruiters, we reach more than 120 countries to enroll over 13,000 students each year in academic courses. Furthermore, we provide a student scholarship program in which we invest over \$1.5 million annually.



Kaplan's Pathway Programs: Preparing students for global university study

Our Global Pathways university partners include:

- Bournemouth University (U.K.)
- City University London (U.K.)
- Cranfield University (Bedfordshire, U.K.)
- Nottingham Trent University (U.K.)
- University of Aberdeen (U.K.)
- University of Birmingham (U.K.)
- University of Brighton (U.K.)
- University of Glasgow (U.K.)
- University of Liverpool (U.K.)
- University of Salford (U.K.)
- University of the West of England (Bristol, U.K.)
- University of Westminster (London, U.K.)
- University of York (U.K.)
- Murdoch University (Perth, Australia)
- The University of Adelaide (Adelaide, Australia)
- Northeastern University (Boston, MA, U.S.)
- Pace University (New York City, NY, U.S.)
- Consortium of North American Universities (Northeastern University, Baylor University (TX), DePaul University (IL), Marist College (NY) & The University of Vermont)



English-Language Training

English-language training is offered through our Kaplan International English (KIE) schools worldwide. In total, there are 44 schools located in the U.K., U.S., Canada, Australia, New Zealand, Ireland, Malta, and Singapore, which serve students representing more than 150 different nationalities.

Each year, tens of thousands of students choose to study English with Kaplan, making us one of the largest global English-language providers. Our “K+” branded learning system incorporates the latest technology to help students achieve maximum progress in their studies. Created by a team of experts, K+ provides an integrated approach to learning both online and offline, inside and outside of the classroom, through an array of study tools including mobile apps, after-classroom clubs, workbooks in print and electronic forms, and interactive whiteboards.

There are various programs offered, from “vacation English” to intensive courses and “English for business.” Language programs are also available to help students on exams, including: TOEFL iBT and Academic English, GMAT/GRE Preparation, IELTS Exam Preparation, and Cambridge Exam Preparation. Additionally, programs provide teacher training, work and study programs, and other uses of English for academic purposes.

Courses vary in length from two to 52 weeks, start weekly, and range from elementary to advanced levels, enabling a wide range of students to achieve English fluency at their own pace. Long-term courses help students both achieve English proficiency and gain immersion in the culture of another country. Our schools are located in some of the world’s greatest cities, and homestay and student residences offer different accommodation experiences.



New Economy Skills Training

New Economy Skills Training is offered to provide workforce skills in information technology areas like computer coding and data science. These intensive on-site training programs are offered

through Metis (New York, NY, San Francisco, CA) and Dev Bootcamp (San Francisco, CA, New York, NY, and Chicago, IL).

Preparing professionals for the “next” economy

Employers struggle to find qualified people to work in fields like software development and data science. In response to this need, bootcamps—short, intensive courses that train students in these in-demand skills—have grown in popularity; the U.S. bootcamp market alone is about \$250 million and growing.

Harnessing its skills prep and assessment know-how, Kaplan launched Metis,

which is focused on training people in data science skills, and then acquired Dev Bootcamp, a more established leader in the field which focuses on web development and coding skills. Combined, Kaplan is now among the largest established education companies serving this market, with offerings including bootcamps, professional development courses, and corporate training.



Serving **Institutions**

Kaplan serves other educational institutions in myriad ways, from helping them with instructional innovation and student recruitment to providing teacher training, curriculum design, and student housing. These service partnerships allow colleges and universities in many countries to tap into Kaplan's educational business expertise to meet their growing needs for greater, more diverse student enrollments and revenue sources.





Global Pathways & Student Residences and Facilities

Our global pathways programs not only serve students, but also assist our partner universities enrich their student mix and increase enrollments.

Designed to meet the unique needs of international pathway students, Kaplan's student residences are setting new standards for student experience, academic, and living support. Innovative features foster social interaction among students and a higher level of staff engagement and supervised student support, while designated study spaces encourage thinking and learning outside the traditional classroom setting.

Currently, we manage two residence halls in Glasgow, Scotland (with our pathway partner, the University of Glasgow) and a residence in Nottingham, England (with Nottingham Trent University). A new, combined academic and residential facility in Bournemouth, England (with Bournemouth University) is planned to open in fall 2015. Outside the U.K., we have made a significant investment to build a brand new school and student residence in Lagos, Nigeria that now offers some of that nation's most talented students the chance to gain a degree at a prestigious university in the U.S.

University Hosting

Kaplan Higher Education Academy (Singapore) offers a variety of degrees in partnership with universities in the U.K., Australia, and Ireland to several thousand international and domestic students. Kaplan Higher Education Hong Kong offers similar programs to domestic students.

International Student Recruitment

We serve pathway-partner universities by helping them with international student recruitment, linking them with our network of about 1,200 in-country agents and various centers that serve both English-language and pathway students.

These recruitment centers are located across the world, in Australia, Canada, China, Colombia, France, Germany, Hong Kong, India, Japan, Korea, Nigeria, Singapore, Switzerland, Taiwan, Thailand, United Arab Emirates, the U.K., the U.S., Venezuela, and Vietnam.

University Support Services

Kaplan also provides a number of services that help colleges and universities better manage their operations and provide expert support in developing online curriculum, student support services, and related functions.

Our college advising and student success platform, AdviseStream, is a comprehensive online system

for pre-health and academic institutions, advisors, and students which pulls together the information, tools, and analytics that make the work of advisors more efficient and effective and helps students optimize their time in college and plan for graduate school or employment.

Our Campus Compliance Solutions business offers U.S. colleges and universities financial aid packaging, debt mitigation/retention programs, and regulatory compliance solutions.

And, through our Colloquy unit, we provide forecasting, marketing, personalized recruiting, curriculum development, and student support for colleges and universities launching or expanding their own distance education programs. Colloquy's roster of institutional partners in the United States includes Alabama State University, California State University-Monterey Bay, The University of California-San Francisco, The George Washington University (DC), The University of South Florida, Case Western Reserve University (OH), The University of Tulsa College of Law (OK), and Texas A&M University-Commerce. We also partner with the University of Adelaide in Australia.

Nursing Schools

Further, KTP's NCLEX prep team provides integrated testing solutions to almost 600 U.S. nursing schools, including evaluative and benchmarking tests, detailed reporting, robust remediation tools, and comprehensive review resources.



Serving **Businesses**

Kaplan serves organizations—ranging from corporations and major nonprofits to associations and government agencies—seeking to up-skill their workforces, better serve their own clients, increase employee performance, or improve overall productivity and operational efficiency. Kaplan has achieved training leadership within a diverse range of industry and professional sectors—notably financial services, accountancy, law, and healthcare—in many national and regional markets.





Kaplan Professional Education (US)

Kaplan Professional Education (KPE) serves more than 2,000 business-to-business clients, including 48 of the top 50 U.S. financial institutions. Its products and services include: Kaplan Schweser Advanced Designations (CFA®, FRM®, and CAIA®) and Kaplan Financial Education (Securities, Insurance, CFP® Certification, Professional Development and Certificate Programs). These financial service programs are administered through Kaplan University's School of Professional and Continuing Education (PACE). Additional designations, certifications, and licensures are offered in real estate, appraisal, home inspection, IT, and various professional areas.

KPE licensures, designations, and certificates are also offered directly to individuals through a variety of business-to-consumer marketing channels.

Kaplan Professional (Australia)

Kaplan Professional is one of Australia's largest providers of professional education and training, providing services to more than 45,000 advisors, managers, lenders, and customer service staff annually. It is the leading provider of financial services education and training, ranging from RG 146 compliance to master qualifications, and is also the largest financial services CPD provider in the country. Real estate courses range from certificate to registration. Each is built and designed by Kaplan and taught by practicing industry professionals.

Kaplan Financial (UK)

Kaplan Financial (U.K.) is the U.K.'s leader in financial, accountancy, and business training. Programs include preparation for technical qualifications, apprenticeships, traineeships, and professional development. Courses are offered in 21 locations throughout the U.K. as well as via virtual, distance learning and online learning for both U.K. and overseas students. Training is provided for a wide range of U.K. businesses across a full array of accountancy, tax, financial market, and apprenticeship qualifications. Kaplan trains the largest number of chartered accountants in the U.K.

Kaplan Altior

Kaplan Altior provides training and consulting services to the legal profession and professional skills and training programs in the U.K.

Corporate Training and Learning Consultancy

Kaplan is a leading provider of assessment, training and professional development programs designed to improve organizational performance. Kaplan helps corporations—both domestic and global—solve their talent management challenges through corporate training solutions that are coupled with performance consultancy services. Kaplan offers custom solutions to identify, quantify, and implement the most efficient way to upskill an organization's workforce at scale. Our leadership and professional development courses combine technical competence with behavioral confidence to meet today's key corporate challenges of productivity and retention in the workplace.

Kaplan Learning Institute (Singapore)

Kaplan Learning Institute (Singapore) consists of Kaplan Professional, which provides corporate training for companies, and Kaplan Financial, which provides professional accounting and financial qualifications for individuals. It is authorized by Singapore's Workforce Development Agency for Continuing Education Training (CET).





Distinctive **Capabilities**

The breadth and scale of our enterprises, the years of experience in delivering, refining, and re-inventing each of them, and the ancillary activities that are part of their success—from regulatory compliance, to student support services, to an established network for international student recruitment, to assessments, to technology solutions—comprise a suite of assets that Kaplan leverages to serve its customers.

Undergirding these assets are capabilities that distinguish Kaplan from other educational providers and drive our successful service to customers.



Global Reach and Connections

Kaplan is a multi-modal organization with 19,000+ employees and locations arrayed across North and South America, Europe, the Middle East, Asia, and Australia. Our expansive reach and myriad relationships around the world lets us provide multiple lines of services and products globally, in-country educational services, and also access to transnational student and institutional networks in all regions. Our English-language business, for example, relies on a sales network of 3,000 agencies or direct in-market

contacts as well as a digital marketing apparatus which communicates in dozens of different languages.

Having a trained and expert international workforce is a capability Kaplan brings to its global partners. Further, Kaplan has experience in dealing with multiple oversight and regulatory agencies, working through formal and informal alliances with other educational institutions, and accessing global agent networks.

Learning Engineering

Learning science is at the core of our approach to instructional design and is used to engineer evidence-based educational products that better serve our students and help them achieve their desired outcomes. Kaplan's investment in learning science is significant; learning engineers work in each business to ensure all our services and products adhere to sound learning science principles—our “Kaplan Way for Learning.”

Kaplan continuously transforms our products and services, leveraging learning science and technology to meet students' ever-changing needs. Examples of how we've operationalized these advances include

developing course-level assessments at scale and using Cognitive Task Analysis (CTA) to develop “best in class” training programs.

Our pioneering achievements in online education are noteworthy. For example, Kaplan launched the first online U.S. law school in 1998 and Kaplan University is among the world's largest online institutions. Innovation continues with Test Prep's evolution from primarily classroom-based to mostly online and blended programs, and competency-based learning being pioneered by Kaplan University.



An Employer Of Choice

Kaplan was named among the top 100 of “America's Best Employers for 2015” by *Forbes* magazine. Kaplan ranked #92 on *Forbes*' ranking of 500 U.S. employers across 25 industries, compiled from a survey of 20,000 employees asked how likely they would be to recommend working for their organization. Of note, Kaplan was one of only 26 organizations in the education category included in the list.



Performance Assessments

Kaplan's expertise in evaluating and certifying what people know and how they think has helped the company lead the way in personalized education. The company's very size and long history gives it access to a unique storehouse of standardized exam data. That data and the underlying competency-based platforms are allowing traditional higher education institutions to evaluate the learning efficacy of their programs, make longitudinal comparisons, and benchmark against institutions of similar size and type.

Kaplan creates hundreds of formative assessments for over 100 high-stakes exams to provide optimal intervention and remediation indicators to improve student performance. Our proprietary "Smart Reports™" provide advanced computer analysis and tracking of learners' practice test and homework results, identifying individual strengths and weaknesses.



Kaplan is an innovative educational company

Fast Company touted our culture of transformation when it named Kaplan among the top 10 most innovative educational companies in the world. The editors wrote in part, *"The 75-year-old industry stalwart might have started as a test-prep company, but it continues to evolve to keep pace with students' changing learning habits—and the changing job market. It's wholly embracing and developing new tech-centric curriculums."*

Kaplan Professional Education | learning science
Metis | graduate degrees professional accreditation enrollment
Kaplan Global Pathways | SAT
Kaplan Test Prep | assessments exam prep
 diversity NCLEX **Kaplan University**
Kaplan Financial | undergraduate degrees GMAT
Concord Law School
Dublin Business School | online education corporate training



www.kaplan.com

partnerships **Dev Bootcamp** | education technology
Kaplan International English | compliance
 study skills **Kaplan Schweser** | global
Kaplan Business School | MCAT Colloquy
 residences