

Financial Services

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At a Glance



Becker focuses on the Accounting and Financial Services vertical, including Accounting CPA and Accounting CPE. Becker is a market leader in CPA exam review, with a global presence in more than 50 countries



ACAMS is the largest international membership organization dedicated to financial crime prevention, offering membership, certification, conferences, and training globally with offices in Miami, London and Hong Kong



EduPristine is an India-based training provider for international certifications in Finance (CFA and FRM), Accounting (CPA, ACCA, and CMA), Analytics, and Digital Marketing and is a distribution channel for Becker products



OnCourse Learning is a leading provider of digital, regulatory-oriented courses and webinars to the financial services industry including banks, credit unions, and mortgage loan originators ***

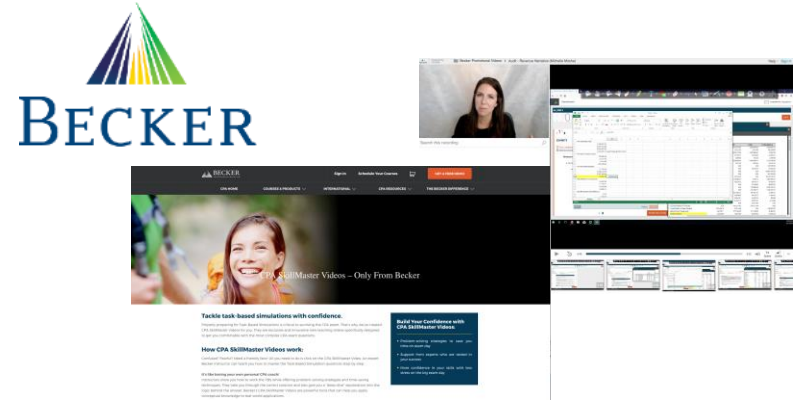
Vertical Investment Highlights

- Industry-leading brands with strong value propositions
- Compliance/regulatory and certification-driven offerings with intrinsic demand
- Efficient business models that are scalable, asset-light, and technology-enabled
- Recurring revenue opportunities through continuing education, memberships/subscriptions
- Strong cross-sale opportunities
- Strong B2B and workforce solutions orientation
- Global platform with capacity to replicate business model in other areas of the GRC space

***Pending closing of acquisition of OnCourse Learning's Financial Service's Division.

Becker: Formula for Success

- Strengthen our core CPA value proposition
 - Enhance experience to better align with student expectations (e.g., CPA SkillMaster videos; unlimited access bundle)
- Product and technology upgrades
 - Introducing adaptive learning experience and updated web, e-commerce, and CRM capabilities
- Expand CPE and product offerings
 - Launched 225 new courses in FY19 (+60%) – grew top 100 firm CPE customers by 25%
- Leverage B2B strength to deepen and expand corporate relationships
 - New clients in manufacturing, pharma, technology, retail, etc.
- Community building
 - CPA study groups; alumni effort
- Marketing effectiveness
 - Refreshing Becker brand as a leader in Accounting



Becker founded
in **1959**

1M+

Candidates
have prepared for
the CPA Exam
with Becker

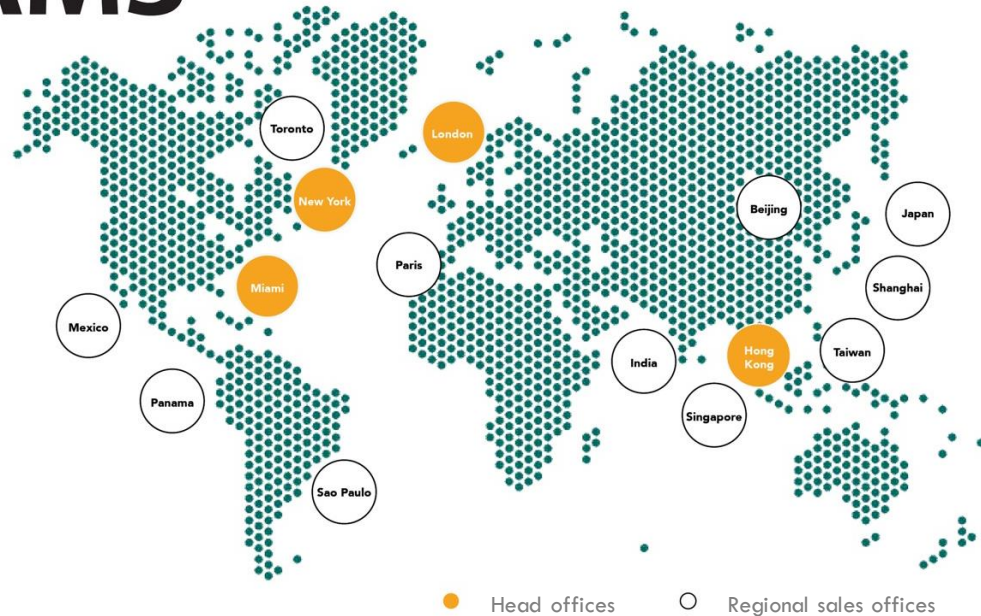
+90%

Since 2005, over 90%
of the Watt Sells Award
winners have used Becker
to prepare for the CPA exam

ACAMS: Fueling Growth Globally

ACAMS®

A COMMUNITY OF
72,000 MEMBERS
AND
65 CHAPTERS
ACROSS
175 COUNTRIES
SERVED BY
15 OFFICES GLOBALLY
AND CERTIFICATION AVAILABLE IN
11 LANGUAGES



ACAMS: Fueling Growth Globally

- Continued international expansion
 - ~70% of addressable AML market opportunity is outside of U.S.
 - Asia Pac, Europe, and LatAm are fastest growing regions within ACAMS
- Grow membership and conferences
 - Enhancing value proposition for recurring membership revenue model
 - Opportunistically launching new conference offerings based on demand and geographic concentration
- Introduce new products/offerings
 - Launching first new exam-based certification in 16 years: CGSS (Certified Global Sanctions Specialist)
 - Short-courses, videos, webinars
 - Continued localization efforts
 - Platform extensions
- Infrastructure and technology enhancements



Representative Partners and Technology Enablers to Accelerate Vertical Priorities

- Build a high-performance organization
 - Diverse leadership team with global experience and relevant company/industry backgrounds
- Optimize operating efficiency and effectiveness
 - Continued technology enhancements that help accelerate growth, improve delivery, and enhance experience
 - Drive marketing and sales effectiveness
- Diversify and grow our revenue base
 - Leveraging partnerships to expand offerings and category relevance
 - Inorganic growth that broadens/deepens portfolio, enhances our value proposition, and provides synergistic growth opportunities



Financial Services Summary



Educate

- Consider markets where there is supply/demand imbalance and also where the reputation and awareness of FS brands provides potential for partnerships
- Consider degree alternative opportunities – particularly in international markets



Prepare & Certify

- Aggressively grow our core business
- Strengthen value propositions of current offerings to solidify market leadership
- Drive expansion further into GRC category and extend offerings to current customer bases
- Explore new membership/certification model using the ACAMS framework



Train & Develop

- Grow continuing and professional education offerings based on timely/relevant topics
- Build partnerships with brands that will help address demand for upskilling/retraining due to technology/innovation related market disruptions