



**Global
platform**

**Connected
community**

IDP Education
Macquarie Australia Conference

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01

Company Overview



Business Overview

A diversified provider of services to the international education industry

English Language Testing

A leading global high-stakes English Language Test (IELTS)

Student Placement

Leading provider of international student recruitment services

Digital Marketing and Events

Online and offline marketing for universities' international student recruitment activities

English Language Teaching

English Language schools in select SE Asian markets

H1 FY19
Revenue

\$178.6m

up 20% on H1 FY18

\$90.7m

up 40% on H1 FY18

\$20.1m

up 27% on H1 FY18

\$13.3m

up 20% on H1 FY18

% H1 FY19
Revenue

59%

30%

7%

5%

Investment Highlights



Industry

- Aligned to positive macro trends in key markets for international education and the use of the English language



Diversification

- Unique, quality assets that are globally diversified



Strategy

- A bold and transformative strategy that will drive long term growth



Financial

- Track record of strong financial performance and earnings growth

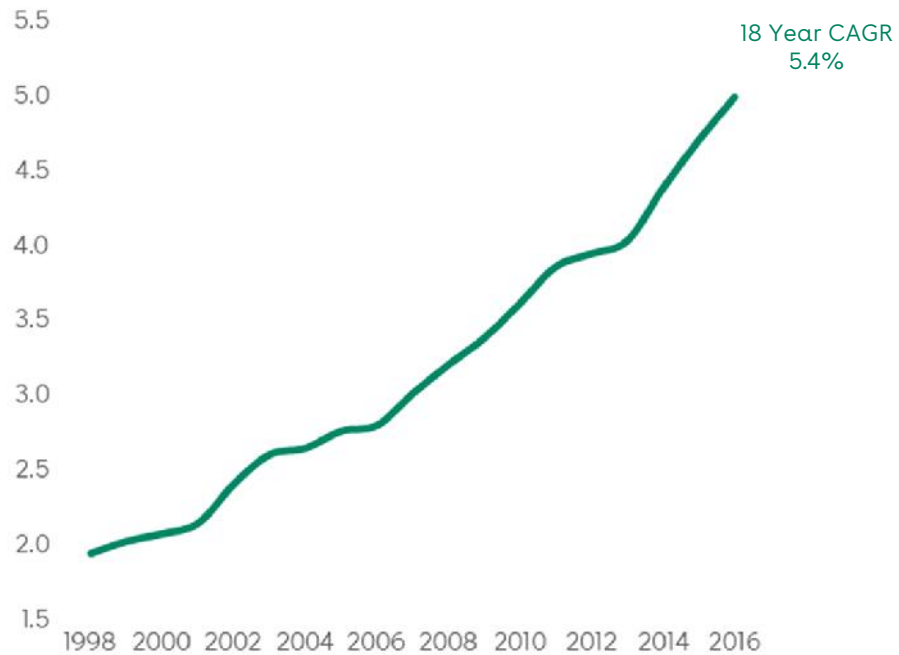
02

Student Placement



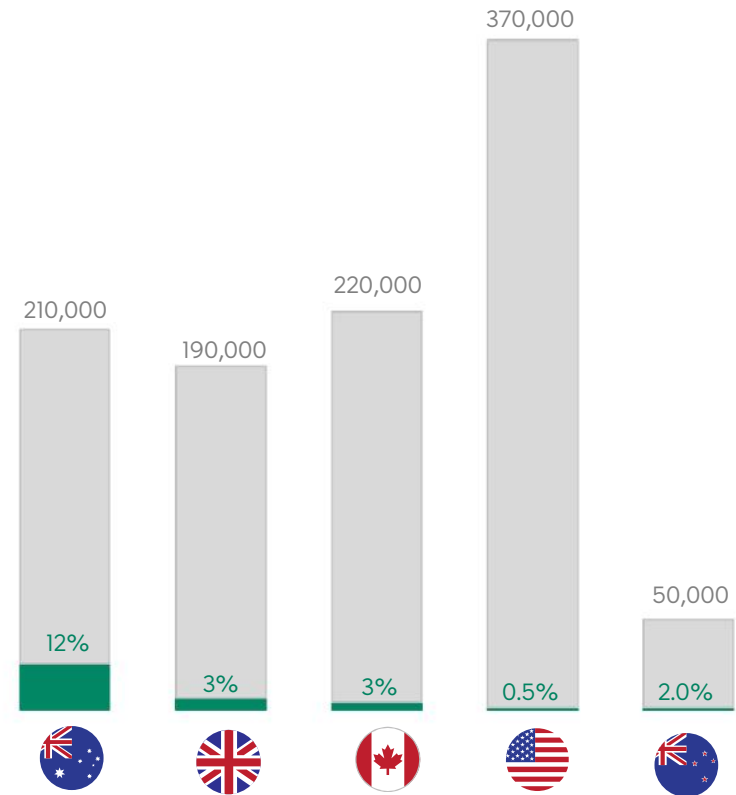
Long term structural growth supplemented with a large market share opportunity

Global International Student Numbers (millions)



Source: OECD Education at a Glance; 2018

IDP Market Share (new international students per annum)



Source: Government visa data (various periods); IDP Education

Building the global platform and connected community

➤ Delivering world-leading capabilities and services...



World's
best course
search



Leading
office
network



Global
contact
centre



Virtual
Agency



Leading
CRM and
CMS



Digitising
student
expos



Student
Essentials
(value added
services)



Career
support

➤ ...on a global platform...

IDP

IELTS

Hotcourses

Other Partners

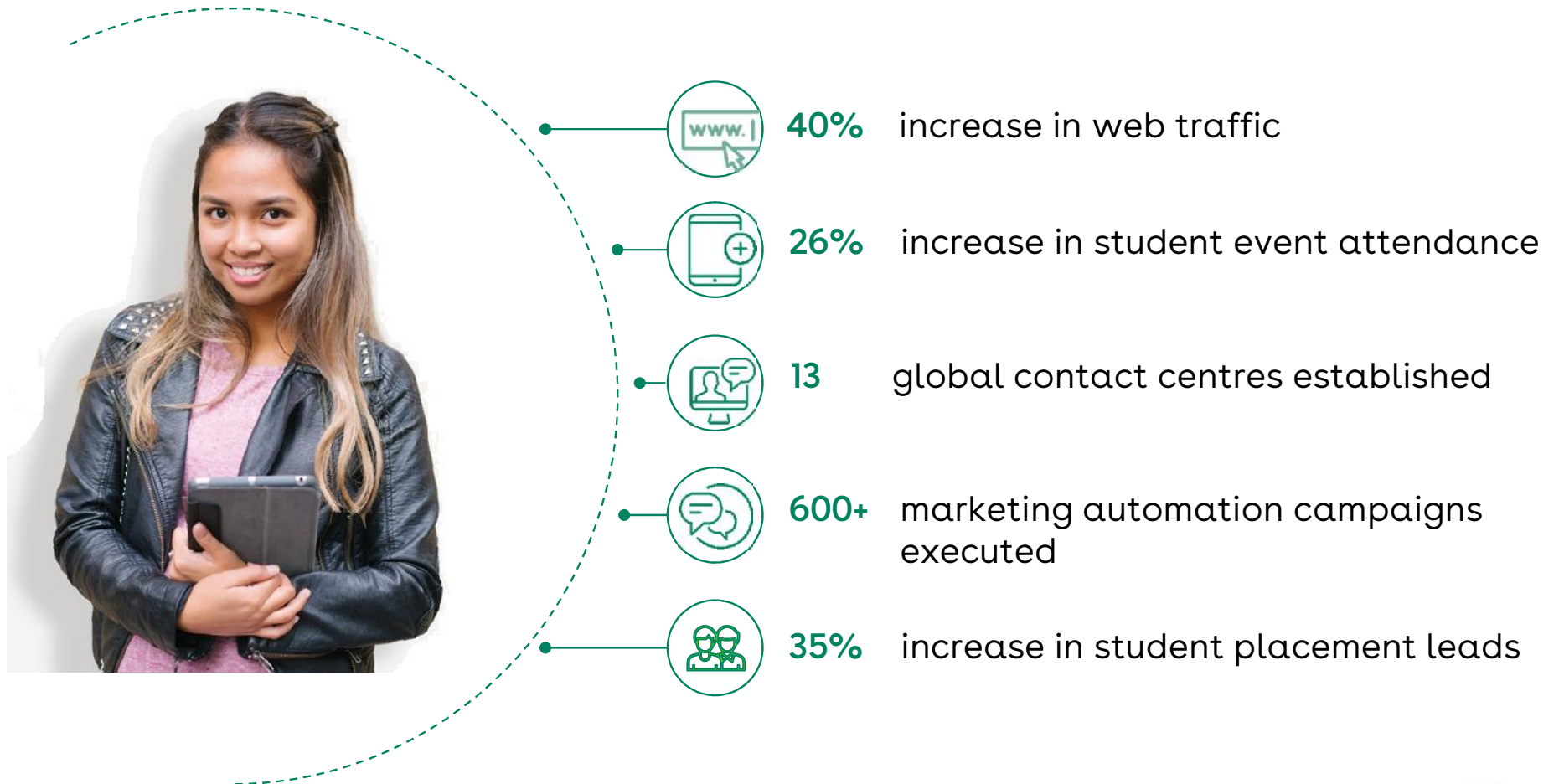
➤ empowers IDP to support customers and clients using data-driven insights



Connecting our
customers to success



Early performance indicating top of the funnel growth



03

B2B Strategy



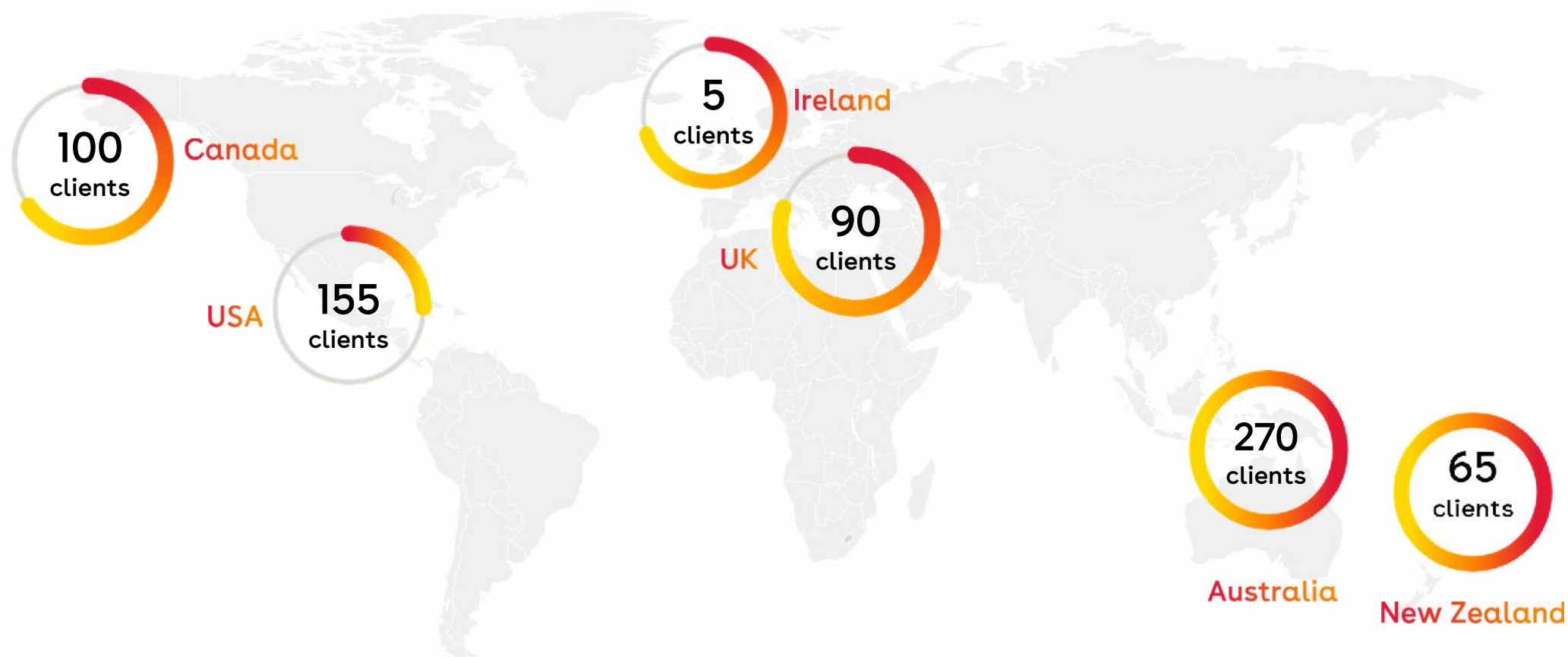


Introducing

 **idp connect**

- Client services division born from merger of Hotcourses Group and IDP B2B teams
- Unrivalled insights and solutions for institutions to engage and recruit students around the world

A client base of over 680 universities and educators



** Circle represents approximate penetration relative to targeted portfolio*



Unrivalled online B2B services

Global insights tool to inform
clients' data-led student
engagement strategies



Online sites and social
assets generating 70
million visits per year



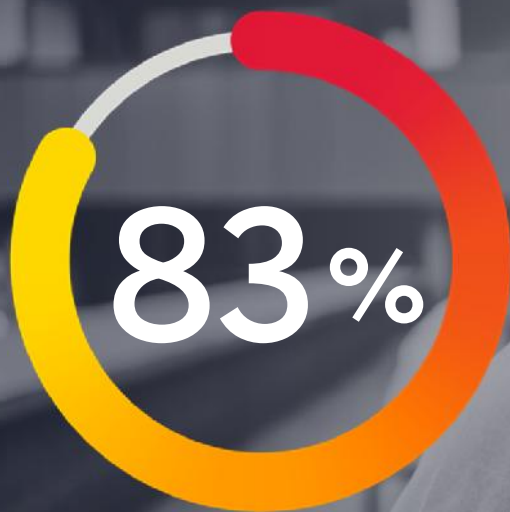
Content services to
attract and nurture
students through funnel



Connecting leads with
IDP's physical network
of advisors and support

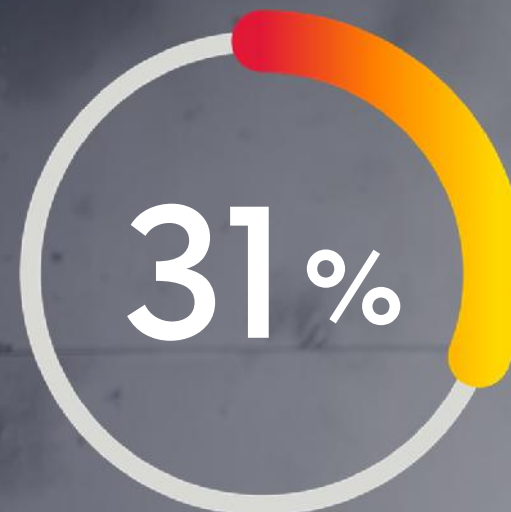
Early indicators of success for clients

Increases in both top of the funnel leads and application conversions



Early stage engagement

Clients are 83% more likely to receive a student enquiry through IDP online platform when using IDP Connect's Content Hub solution



Increase in enrolments

31% increase in enrolments (YoY) for clients with Content Hub compared to 14% for clients without

Where are we heading?

- The world's definitive student dataset
- Creating the marketplace and connected community for universities, students and service providers
- Which will reinvent the international student recruitment industry



05

Summary



Summary

Strong result highlights strength of business model and strategic direction

Financial Performance

- Double-digit growth driving strong top-line and bottom-line performance

Unique Global Footprint

- Strong organic growth in IELTS and SP reflects structural industry growth and leading global market position

Product Innovation

- New client services leveraging combined capabilities of IDP and Hotcourses (now IDP Connect)

Digital Transformation

- We are building a global platform and connected community providing us with new data and service opportunities

