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# Building a digital tech disrupter:

Germany's largest and fastest-growing university.

## ABOUT IU GROUP

IU Group (formerly Career Partner Group) is Germany's largest and fastest-growing private university group, with over 70,000 students enrolled across a mix of omni channel degree courses and studies with a strong focus on online learning.

- **70,000** students
- Almost **doubled student enrolments** in 2020
- **Fast-growing demand** for online learning & digital upskilling

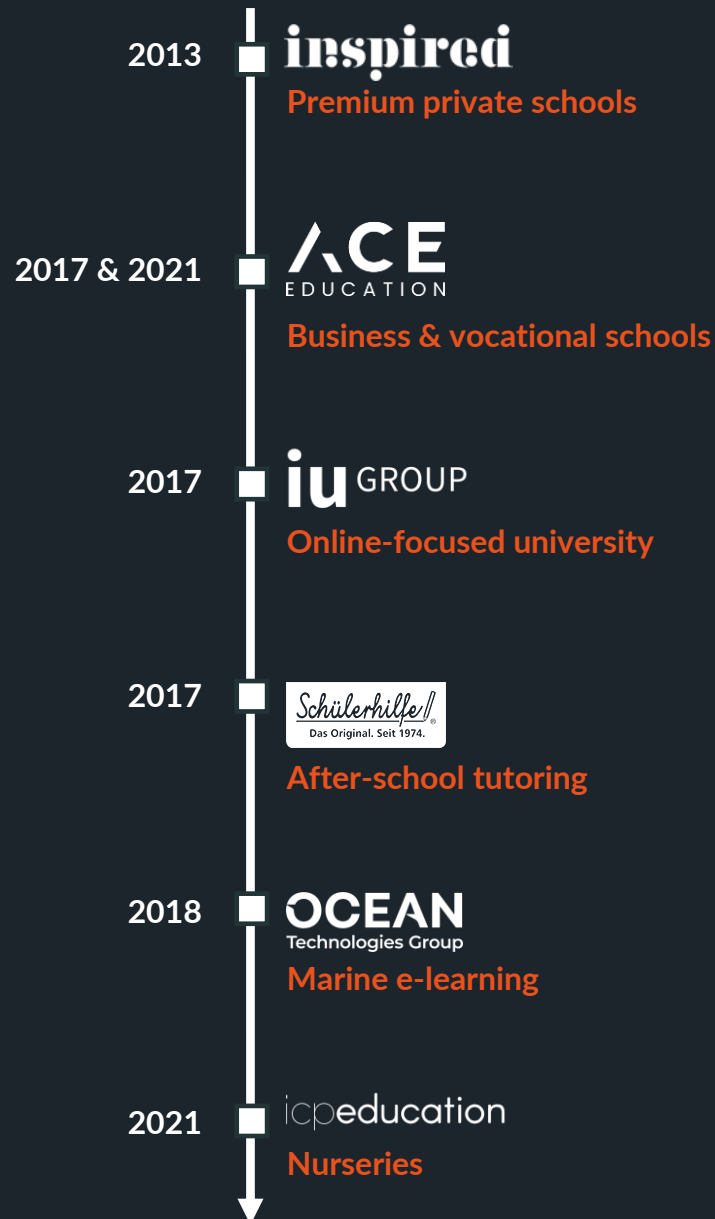
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Oakley is a highly entrepreneurial and strong partner in a period of tremendous growth for us.

**DR SVEN SCHÜTT, CEO OF IU GROUP**



## OAKLEY HAS BEEN BACKING SUCCESSFUL EDUCATION BUSINESSES SINCE 2013...



## WHY WE INVESTED

Disrupting an industry that is central to individuals and corporates alike and has long been dominated by well-established institutions can be a daunting but exciting challenge. Higher education is one such sector, where bricks-and-mortar universities have traditionally enjoyed a monopoly on students' education. But shifting dynamics in how we learn, work and interact, coupled with technological advances, have changed how students can access and structure their education.

## RECIPE FOR DIGITAL SUCCESS

Oakley immediately identified three core ingredients for the Group's future success.

- 1** **The first** of these is the growth mindset which pervades all parts of the organisation. Led by CEO Sven Schütt, IU's team of entrepreneurs, technology experts and educators has consistently defined and delivered on ever-ambitious targets.
- 2** **The second** crucial ingredient is innovation and creativity, enabling the Group to develop the right content and tailor appropriate formats that meet changing demands for new courses and skills.
- 3** **The third**, at its very core IU is an edtech business: the Group has successfully technologised and optimised every step in the value chain, from content creation to learning delivery. This means IU is able to anticipate and take advantage of changing market dynamics and effectively scale up its offering to meet increasing demand and student enrolments.

## WORKING TOGETHER TO CREATE VALUE



### Supporting investment in technology:

As a digitally-native business, IU has developed its technology platform to sustain growth in enrolments and surging demand for e-learning.



### Supporting investment in IU's education offering:

the Group's technology platform and AI capabilities have also driven an expansion in its range of courses and degrees, adding over 50 new degree programs in 2020.



**Supporting IU's infrastructure:** Oakley has helped IU professionalise its business. In addition to strengthening senior and mid-level management, this also includes significant investments in the backbone of the organisation.



## THE ROAD AHEAD

The shift to online education is accelerating as students embrace flexible, modular learning that supports their career goals. At the same time, international demand for **affordable, accessible education** as well as vocational and corporate learning is growing exponentially. Analysts estimate the global higher education market will grow to **\$2.3 trillion by 2027**. With its strong market position, first-mover advantage, proven track record and tech expertise, **IU is well-placed to drive digital progress and profit from this demand**. With Oakley's support, the Group plans to continue expanding into new content and geographies, into developing partnerships with corporates and universities, and investing in its digital offering in order to deliver on its **ambitious goal of becoming the world's largest university**.

### “ DR SVEN SCHÜTT, CEO OF IU GROUP:

I am very confident that we will fulfil our vision of being the largest university globally with the fastest and easiest way to learn by leveraging technology. In this world, we have bridged the gaps between corporate, vocational and university education so that **everybody can access education to grow**.

