BY THE NUMBERS

1M+ Students Worldwide

15K+ Employees

30+ Countries

2600+ Business Clients

1K+ Education Partners

75+ Years transforming students’ lives
Kaplan is one of the world’s largest and most diverse education providers. Throughout our almost 80-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 global educational experiences—via language study and travel programs—that expose young people to new ideas and cultures; we also help universities across the globe better serve these international students. We provide corporate training to improve employees’ productivity, so 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. is the largest subsidiary of the Graham Holdings Company (NYSE: GHC).

Based in Arlington, VA, Graham Holdings is a diversified education and media company whose operations include educational services; television broadcasting; online, print and local TV news; home health and hospice care; and manufacturing.

In addition to Kaplan, the company includes the Graham Media Group (includes TV stations WDIV–Detroit, KPRC–Houston, WKMG–Orlando, KSAT–San Antonio, WILS–Roanoke, VA, WCWJ and WJXT–Jacksonville, FL), The Slate Group (Slate and Foreign Policy magazines and the Panoply podcast network), and Social Code, a leading social marketing solutions company. The Company also owns home healthcare and hospice providers Celtic Healthcare and Residential Healthcare Group and manufacturing firms Forney Corporation, Joyce/Dayton Corp., and Dekko.
### TABLE OF CONTENTS

| 01 | By the Numbers |
|    | Message From The CEO |
| 02 | SERVING STUDENTS |
|    | Test Preparation |
|    | Learning & Professional Development |
|    | Post-Secondary Education |
|    | Transnational Education |
|    | English-Language Training |
|    | New Economy Skills Training |
| 03 | SERVING INSTITUTIONS |
|    | International Recruitment & Infrastructure Development |
|    | University Support Services |
|    | Nursing Schools |
| 04 | SERVING BUSINESSES |
|    | Kaplan Professional Education (U.S.) |
|    | Kaplan Professional (Australia) |
|    | Kaplan Financial (U.K.) |
|    | 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 31 countries. Further, Kaplan Test Prep International (KTPI) helps students prepare for the BMAT and UKCAT medical school exams in the U.K. and for the HPAT in Ireland and UMAT in Australia.
Learning & Professional Development

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, Kaplan Schweser, SmartPros* and Loscalzo* brands in the U.S.; Kaplan Financial in the U.K.; and Kaplan Professional in Australia—through online, on-site, in-person, and blended on-demand 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 4,300 educational products in print or digital formats—many of which are also sold at retail to individual students.
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 (reaffirmed in 2016 through 2025-2026). 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 (Cedar Falls, Cedar Rapids, Davenport, Des Moines, and Mason City), Indiana (Indianapolis), Maine (Augusta, Lewiston, and South Portland), Maryland (Hagerstown), Missouri (St. Louis), Nebraska (Lincoln and Omaha), and Wisconsin (Milwaukee). Additionally, the University has learning and student support centers in Maryland (Rockville) and Minnesota (Rochester) as well as teaching locations for members of the armed services at three 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 General 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.

Top program for military students

For 10 years running, Military Advanced Education & Transition has recognized Kaplan University as a Top School in its Guide to Colleges & Universities, which measures best practices in military and veteran education.
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.

Dublin Business School: #1 in Ireland

Achievements include “Best Business School” in 2013, 2014, and 2015 as voted by InBusiness magazine and Chambers Ireland (the national network of Chambers of Commerce). DBS also has over 1,000 prizewinners and top scorers in the global ACCA examinations.

Kaplan Singapore: Tops among professionals

Kaplan received seven JobsCentral Learning Training & Education Development Awards in seven different program areas, the most awarded private education institution in Singapore in 2016.
**Australia**

Kaplan Business School operates four campuses in Adelaide, Sydney, Melbourne, and Brisbane, and serves students from more than 60 countries, providing industry-focused undergraduate and postgraduate degrees in accounting, business, management, marketing, 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 90 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) offers a Live Online course in Malaysia to provide professional training for accountants.

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**Transnational Education**

Kaplan International Pathways provides a range of global educational opportunities to more than 25,000 students each year. These services are anchored by Kaplan’s distinct set of transnational education assets: one of the largest global networks of agents, recruitment offices in 20 cities, and more than 40 university partnerships in North America, the UK, Ireland, and Australia.

Kaplan offers a number of pathways to a global educational experience for students at the high school, university or graduate education levels.

High school-aged students can study with Kaplan’s Mander Portman Woodward (MPW) to earn GCSEs (globally recognized credentials for secondary education in the U.K.). Equivalent GCE and O level qualifications are available with Kaplan in Singapore. Founded in 1973, MPW is a group of prestigious schools in the U.K., operating in London, Cambridge, and Birmingham.

After high school, Kaplan has a wide range of options to suit different student needs and circumstances. Students can go to MPW to study A levels—prestigious British qualifications for those wishing to attend a U.K. university—where the best grades can open doors to leading institutions such as Oxford and Cambridge.

In addition, Kaplan and MPW together offer a wealth of preparatory programs that teach study skills, English-language and subject-specific knowledge to international students. Progression to an undergraduate or post-graduate degree at a partner university is guaranteed when students pass at the required level with good attendance. These
programs are offered in the destination country of the partner university in the U.K., U.S., or Australia, and often on the university campus itself.

Kaplan also runs in-country programs in Nigeria, South Africa, Japan, and China to allow university preparation close to home, which are similar in content and format to the on-campus programs.

Additionally, Kaplan helps students who meet academic and language requirements to enroll directly into a U.K. or U.S. bachelor’s or master’s degree.

Some students want the benefit of a global educational experience without leaving home. In Hong Kong and Singapore, local students can study at a Kaplan school to earn a bachelor’s or master’s degree awarded in partnership with leading U.K., Irish, U.S. or Australian universities. And, students around the world can earn a University of Essex (U.K.) degree wholly online through Kaplan Open Learning.

Other Kaplan International Pathways offerings include English-language programs to help students seeking direct entry to a bachelor’s or master’s degree in the U.K. Another program helps students transfer existing university credit to complete a degree in the U.S., Hong Kong or Singapore.

University Partners Worldwide

Among our 40+ university partners are:

- Aston University (Birmingham, U.K.)
- Bournemouth University (U.K.)
- City, University London (U.K.)
- Cranfield University (Bedfordshire, U.K.)
- Nottingham Trent University (U.K.)
- The University of Nottingham (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 (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) and The University of Vermont
English-language training is offered through our Kaplan International English (KIE) schools worldwide. In total, there are 40 schools located in the U.K., U.S., Canada, Australia, New Zealand, and Ireland, which serve students from over 150 countries.

Each year, tens of thousands of students choose to study English with Kaplan, making us one of the largest global English-language providers. Our specially designed “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, combining both online tools and exercises which complement lessons in class and offline books that students can work through. Students can access new grammar and vocabulary exercises and partake in after-class study clubs.

There are various programs offered; these include Vacation, General, and Intensive English courses in addition to English for Business.

Courses vary in length from 2 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.
Kaplan International English also offers courses that students can take on top of their English studies, to help with career and further study opportunities. English for Specific Purposes cover a variety of fields: Aviation, Engineering, Finance, Human Resources, Information Technology, Law and Medicine. Kaplan’s University Placement Service works with more than 250 university and college partners to help students find the right university, college or vocational course for them. Additionally, programs provide teacher training, work and study programs as well as programs for teens and groups.

KIE will also continue to roll out Kaplan Integrated Test of English (KITE), which is a proprietary adaptive test used to place students across all our centers.

Kaplan is among the largest established education companies serving the $250 million U.S. “New Economy Skills” training market, helping employers find qualified professionals with today’s in-demand technical skills. We offer short, intensive on-site bootcamps, professional development courses, and corporate training.

Our Metis business focuses on training people in data science skills, with locations in Chicago, New York, San Francisco, and Seattle. DevBootcamp, an established leader in web development and coding skills training, has programs in Austin (TX), New York, San Diego, San Francisco, and Seattle.
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.
Our International Pathways business helps university partners internationalize and grow revenue. It does this through services that increase international student enrollments, and programs and infrastructure that serve a more diverse range of students.

Our global recruitment presence includes a network of over 700 active higher education agents worldwide, together with Kaplan’s own recruitment centers in 20-plus cities across the globe. We help our current partners enroll more than 25,000 students each year.
skills needed to successfully transfer into a degree, are offered at 14 centers across the U.K., U.S. and Australia, in partnership with 20 universities. We also offer similar preparatory programs in students’ home regions (currently in China, Japan, Nigeria, and South Africa), together offering progression to 25 British, American, and Australian universities.

In addition to bringing students to campus, Kaplan helps university partners host their academic programs in other countries. Currently, we deliver undergraduate and graduate degrees (from 14 universities based in the U.S., U.K., Ireland, and Australia) to students living in Singapore, Hong Kong, and surrounding countries. For students wanting a flexible setup, our Open Learning division offers fully accredited online degrees (currently with the University of Essex).

As part of its commitment to long-term partnerships with universities, Kaplan makes significant investments in campus facilities, with a particular focus on student residences and teaching centers.

We have built and manage two residence halls in Glasgow, Scotland (in partnership with the University of Glasgow), one in Nottingham, England (with Nottingham Trent University and The University of Nottingham), and a combined academic and residential facility in Bournemouth, England (with Bournemouth University). A similar facility is under construction in Liverpool, England (in partnership with the University of Liverpool), due to open in 2019.

Finally, our English-language division’s 40 schools worldwide provide an additional source of student recruitment for partner universities.

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**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.

**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.
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 (U.K.)

Kaplan Professional (U.K.) is the U.K.’s leader in financial, accountancy, and business training. Programs include preparation for professional accountancy and financial qualifications; apprenticeships and vocational qualifications; financial markets; tax; and leadership and professional development. Courses are offered in locations throughout the U.K. as well as via virtual, distance and online learning for both U.K. and overseas students. Kaplan also provides professional training on-site for many of the U.K.’s largest businesses. Kaplan trains the largest number of chartered accountants in the U.K. Kaplan Publishing produces business books and accountancy study materials, written by Kaplan’s expert teachers and fully endorsed by the accountancy institutes.

Kaplan Professional (Australia)

Kaplan Professional provides education and training to over 45,000 professionals in Australia each year, including 1,500-plus corporate clients representing almost 100% of Australia’s financial services organizations.

Qualifications are provided in both vocational and higher education, providing paths from certificate-level to master’s degrees. The focus is long-term training and education partnerships with individuals and organizations.

Kaplan Professional Education (U.S.)

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). Additionally, KPE offers accountancy training under the SmartPros® and Loscalzo® brands, as well as other exam preparation and licensing products in the technology and real estate industries.

KPE licensures, designations, and certificates are also offered directly to individuals through a variety of business-to-consumer marketing channels.
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 15,000+ 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 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 has been recognized for its commitment to being a great place to work. For example, Forbes named Kaplan among the Top 100 Best Employers in America (2015). Kaplan ranked #92 among 500 U.S. employers across 25 industries. FlexJobs ranked Kaplan one of the Top 100 Companies for Remote Jobs (2017); of the 47,000 companies analyzed, Kaplan came in at #15 for options for remote work promoting work-life balance.
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.”

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