

ACE Education: Building a success story in vocational higher learning.

About the business

ACE Education is a leading European higher education platform, providing courses on sports management, design, fashion and hospitality to almost 7,000 students across 32 campuses in France and Spain. Each year, ACE helps 1000s of students across Europe to train in the career of their dreams.

7,000
students

32
campuses

2
acquisitions
in 12 months

+20%
enrolment
growth

Why we invested



Increasing demand for specialised higher education with Europe as a hub



In 2017, Oakley first invested in AMOS (sports management education business)



Oakley diversified the business to create ACE, adding hospitality and design



In 2021, Oakley partnered again via the Origin Fund with new investor Groupe Amaury

Groupe Amaury & Oakley: A strategic partnership

1

Amaury is a diversified sports media and events business, owning international sports newspaper L'Equipe.

2

Joining forces with Amaury allowed Oakley and ACE to involve a strategic partner that has deep expertise in ACE's core sport vertical.

3

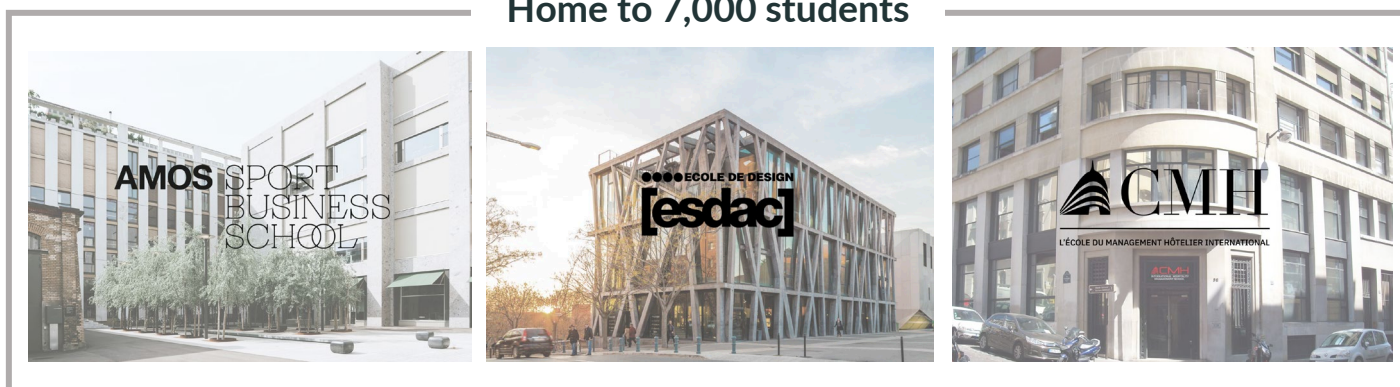
Amaury is building partnerships with sports clubs, providing ACE with a higher quality product with access to more hands-on professional opportunities.

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Value creation

- **International expansion:** More campuses across more locations means access to a wider student base with a roll-out of new greenfield sites across France and Spain
- **Buy-and-Build:** Oakley has supported ACE's diversification into new disciplines, with the acquisition of leading French fashion business school EIDM and the addition of applied arts school ENAAI
- **Performance KPIs:** Monitoring key teaching and student performance KPIs as well as the introduction of career coaching for students
- **Results:** Student enrolments have grown more than 40% over the last 12 months. Over 80% of ACE students are in employment within six months of graduation

Home to 7,000 students



What's next for ACE?



Expanding network of campuses, with 10 greenfield openings planned across France and Spain.



Creating a **digital platform** to offer students a more blended learning experience.



>20% of ACE students are on **apprenticeships**, providing greater access to students from less advantaged backgrounds.

In partnership with **Oakley** and **Groupe Amaury**, ACE is on track to achieving its goal of becoming one of **Southern Europe's leading educational platforms for vocational learning**, helping even more students achieve success in the careers they're passionate about.