

Lumi Gruppen Capital Markets Day

April 9, 2025

Lumi Management Team

Lumi Gruppen's management team brings extensive experience from online business models, finance and operations, ensuring the company's continued success and growth.



Nina Vesterby
Chief Executive Officer &
Acting MD Sonans
Appointed August 2024



Martin Prytz
Chief Financial Officer
Appointed September 2021



Morten Danielsen
MD Oslo Nye Høyskole
Appointed April 2020



Capital Markets Day Agenda

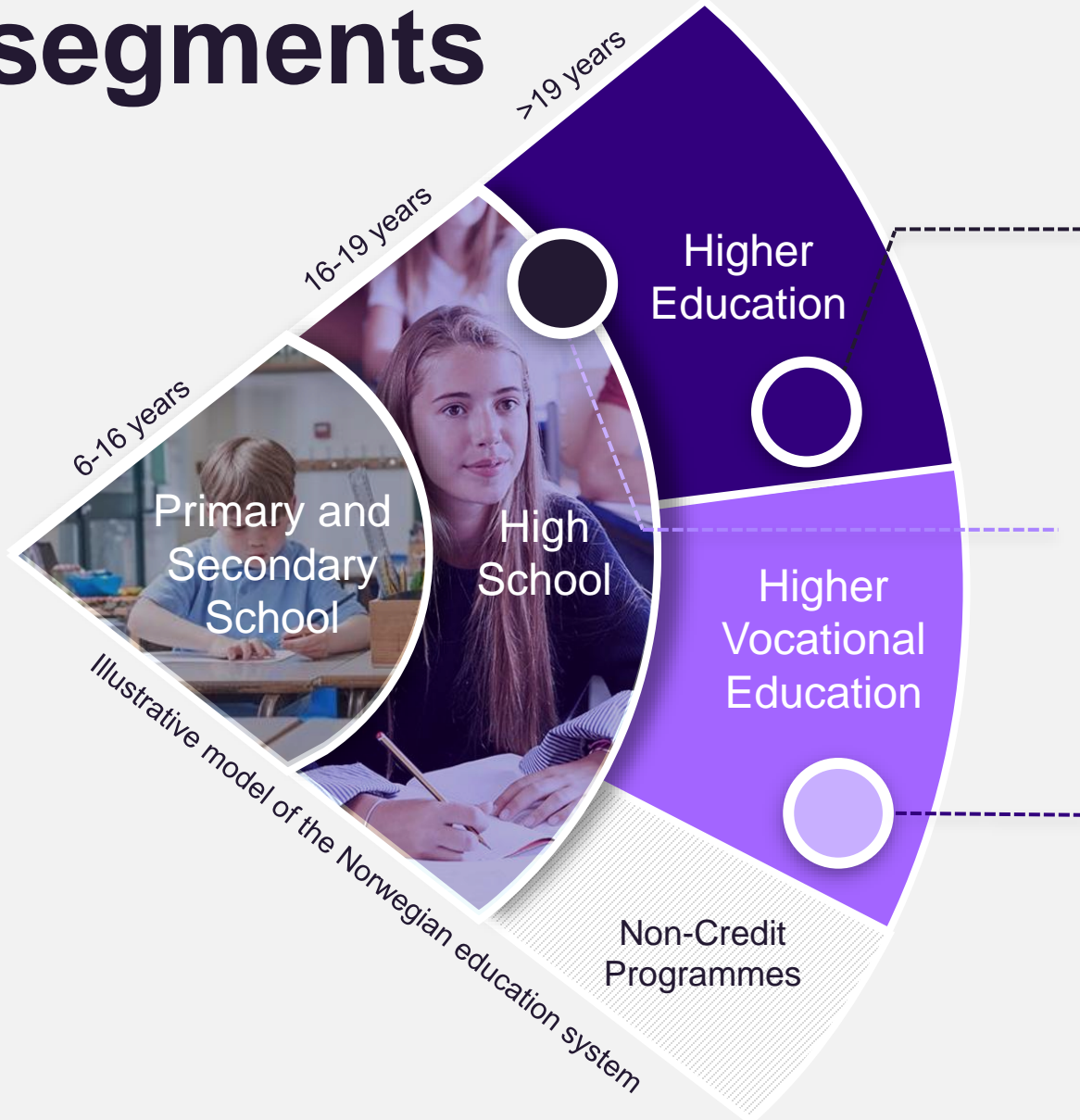
1. **This is Lumi Gruppen**
2. **The Investment Case**
3. **Business Outlook and Financial Ambitions**
4. **Q&A**



A photograph of a diverse audience in a lecture hall, seen from behind, with many people raising their hands in the air. The scene is brightly lit, suggesting a modern educational or professional setting.

This is Lumi Gruppen

Lumi is operating across 3 key segments



ONH Oslo Nye Høyskole

A fast-growing private university college established to bridge the gap between public demand and available higher education opportunities. Offers online programmes complemented by a brand new, modern and well-equipped campus opened in 2025 located in central Oslo.

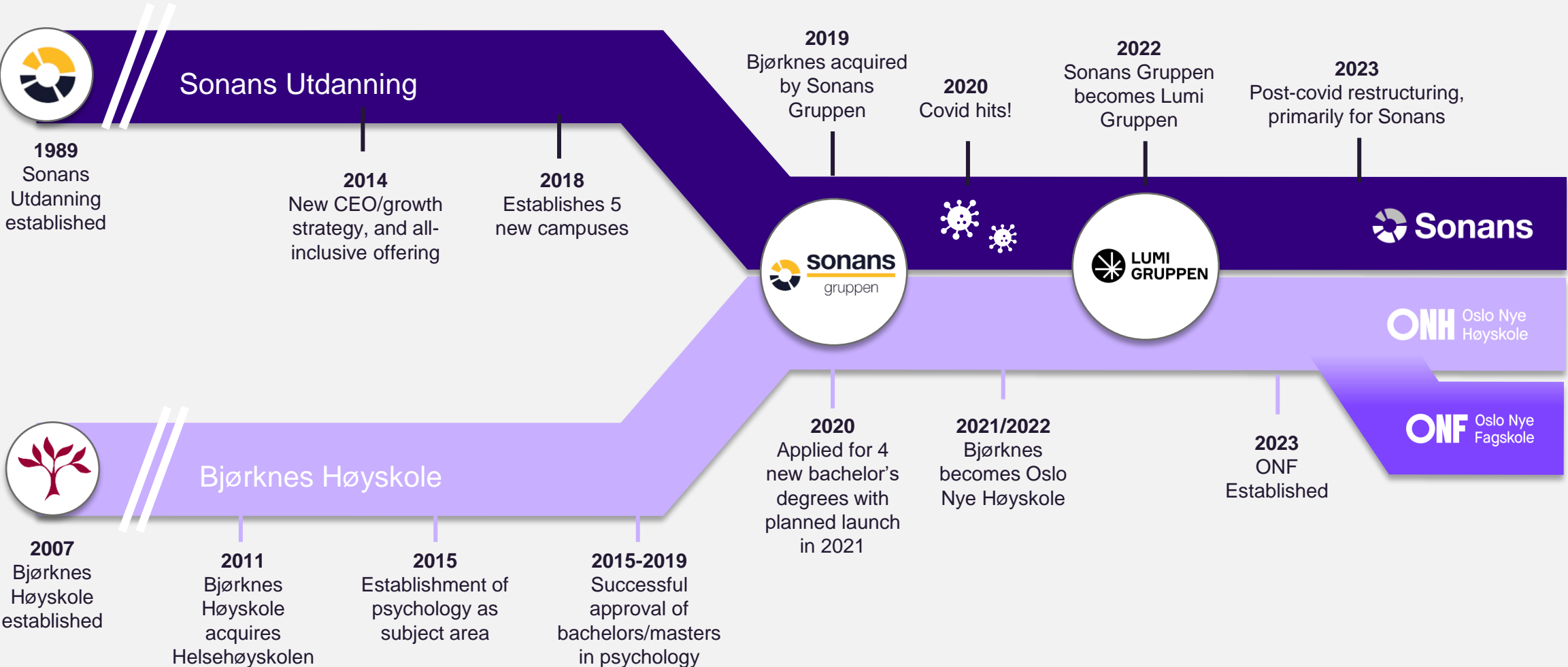
Sonans

A market leader in private candidate exam preparation courses, dedicated to helping former high school students improve their results and/or complete their diploma to access higher education.

ONF Oslo Nye Fagskole

Oslo Nye Fagskole (ONF) is a newly established online vocational college, offering programmes within technology and health segment.

Our history starts in 1989



Lumi is a leading higher education provider in the Nordics



451M

Revenue
(2024)

~5% p.a.

CAGR
2014-24

~12% p.a.

CAGR
2014-19

13.3%

Adj. EBIT margin
(2024)

~100%

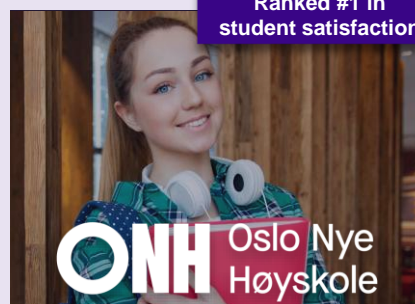
Free Cash Flow Conversion*
(2024)

~8k

ONH & Sonans combined, ~60% online
(2024)

0%

Public funding



CAGR
2013-24
21%

Adj. EBIT
FY 2024
24%

Ranked
#1



CAGR
Pre-C19
12%

Adj. EBIT
Pre-C19
>20%

Strong
student
satisfaction



ONF is in the process of being established
and at an early stage.

* Free Cash Flow Conversion = (Adj. IFRS EBITDA +/- change in NWC – Capex) divided by Adj. IFRS EBITDA, excl. the asset purchase of Ekko in Q4 2024



The investment case

The investment case – why invest in Lumi Gruppen?



Focused on high-growth market segments

- **Online first:** A leading innovator in online and flexible learning.
- **Segments:** Strong presence in lifelong learning and upskilling.
- **Market expansion:** New growth opportunities in vocational and trade subjects.



Strong secular tailwinds

- **Demand gap:** 50% shortfall in public university places.
- **Stable political backdrop:** The current and long-term political environment is favourable.
- **Favourable market trends:** Strong demand for flexible education options, lifelong learning, upskilling, and workforce-oriented education.



Leading student experience

- **Oslo Nye Høyskole:** Highest rated multidisciplinary university college for 4 consecutive years.
- **Sonans:** All-time high student satisfaction ratings.
- **Programme and course offering:** Designed to meet labour market demand and help students qualify for higher education.



Attractive financial profile

- **Revenue growth:** +12% p.a. from 2008-2019 before C-19 and +5% revenue growth since 2014.
- **Liquidity and cash:** Prepaid tuition fees, excellent cash conversion.
- **Financial strengths:** Profit and cash visibility 12 months ahead, high margins, and an asset-light business model.

A blurred background image of a lecture hall or classroom. In the foreground, the backs of several students' heads are visible as they sit in rows of green chairs. Many of the students have their hands raised in the air, indicating an interactive session or a Q&A period. The lighting is bright and even, typical of a modern educational setting.

The investment case

**Focused on
high-growth
segments**

**Strong
secular
tailwinds**

**Leading
student
satisfaction**

**Attractive
financial
profile**



Focused on high-growth market segments

Lumi is well-positioned to take advantage of key trends

Migration to online and flexible education

11% CAGR in applicants to online and flexible programmes in the Norwegian higher education market (2018-2024).

- Both ONH and Sonans have a significant share of students online.
- ONH is a market leader in the online student segment.
- Market-leading satisfaction rates for online courses.
- Sonans innovates in hybrid learning with remote “Live” classroom.
- AI capabilities in place to strengthen the student experience and flexibility.

Life-long learning trend

Public universities achieved a 2% CAGR growth in number of active students >25 years (2018-23).*

- ONH has tapped into this market through its online offerings.
- 18% annual growth rate (CAGR) in the number of students aged >25 years for ONH (last 5 years).
- ~30% of Sonans' students and ~60% of ONH's students above 25.

** 2024 not available*



The investment case

**Focused on
high-growth
segments**


**Strong
secular
tailwinds**

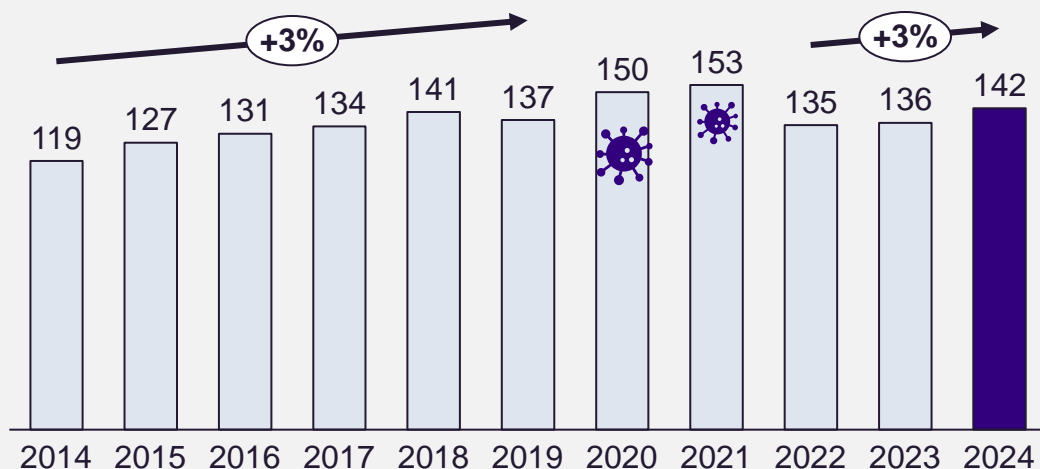
**Leading
student
satisfaction**


**Attractive
financial
profile**

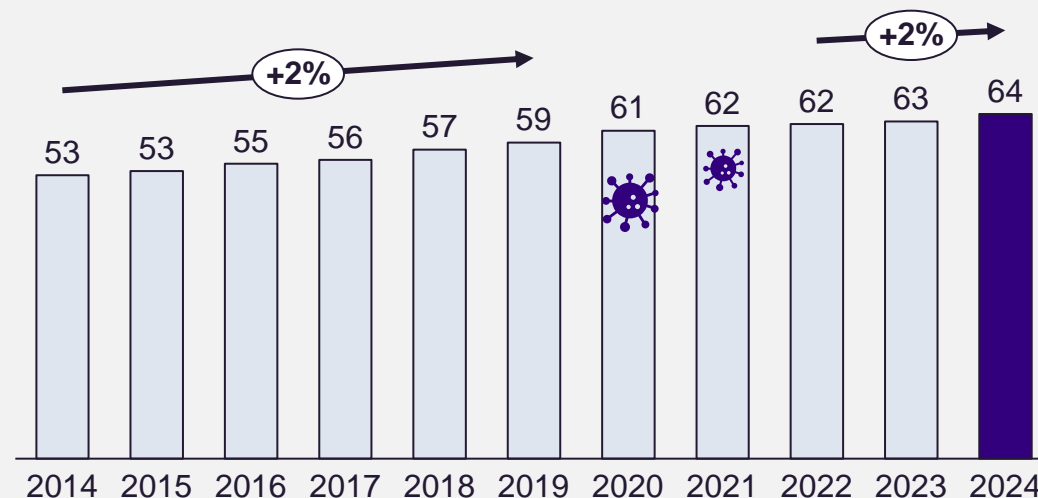
The Norwegian Education Market Overview

- Strong demand for **flexible education options**, including online learning and part-time programmes.
- Government policies promoting **lifelong learning and upskilling**, supporting continued student enrolment growth.
- A structural need for alternative pathways to higher education, with many students seeking **private alternatives**.
- Increasing demand for **workforce-oriented education**, particularly in health sciences, business and technology.

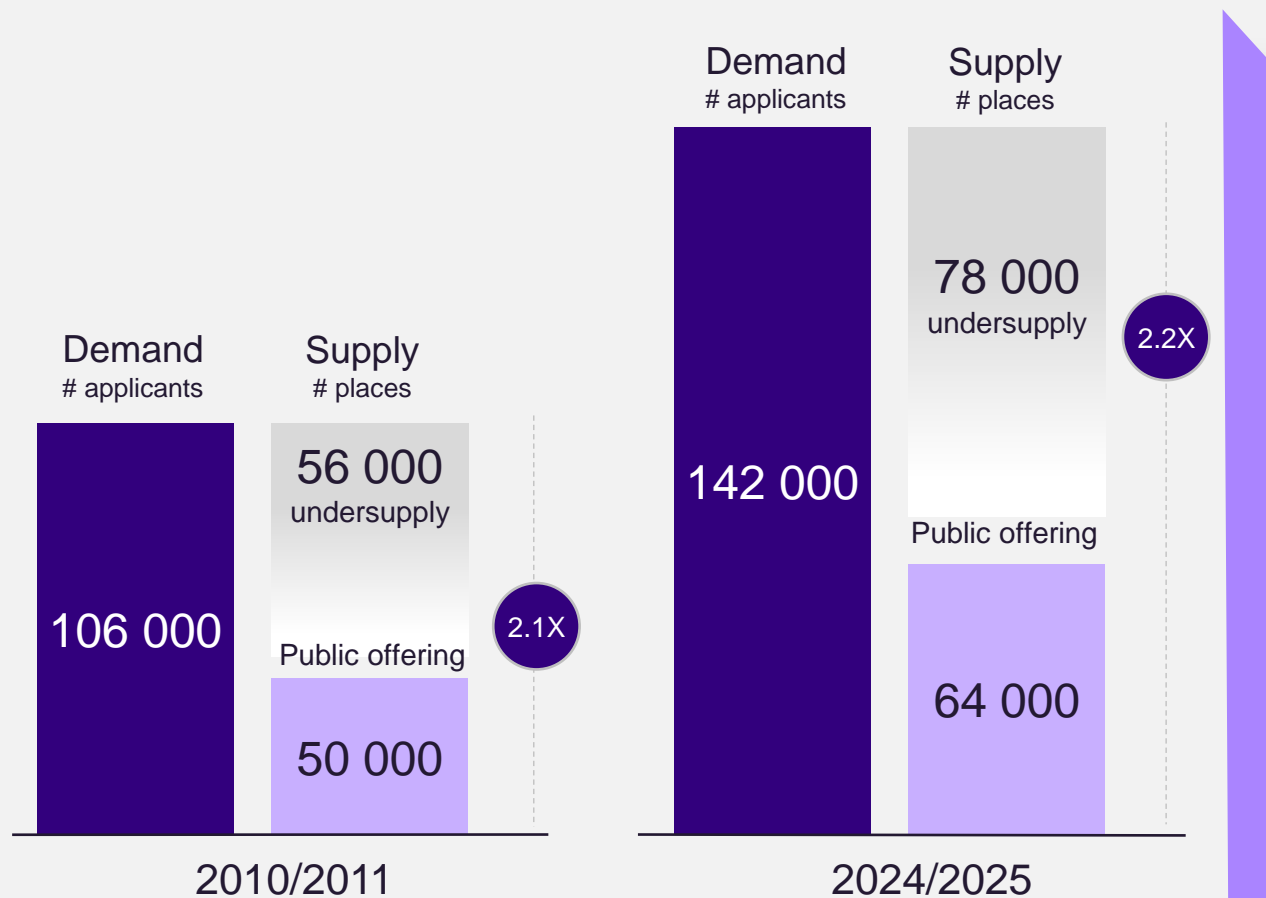
 Applicants to higher education (in thousands)*



 Study Places Available (Seats, in thousands)

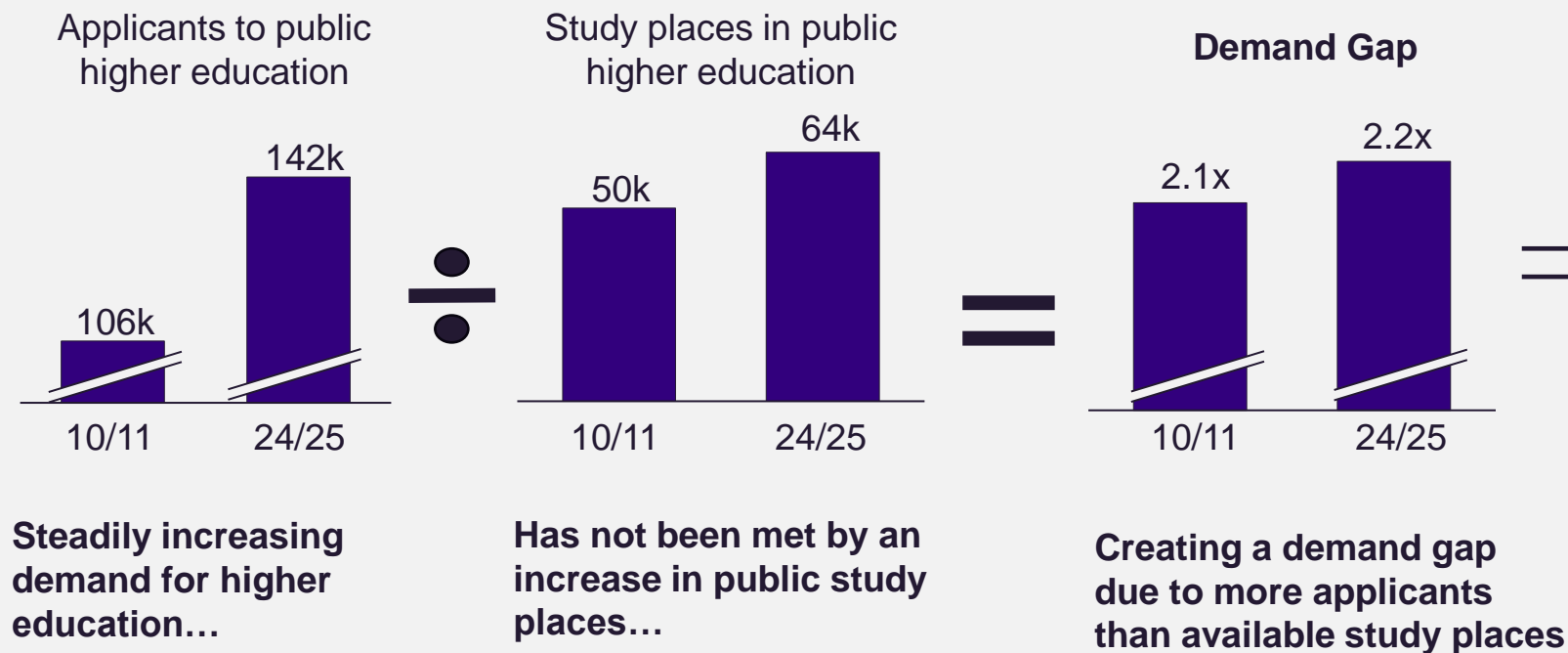


Structural undersupply of higher education places...



- There is a structural undersupply of public university places, pushing students toward private colleges and alternative pathways like Sonans.
- Higher education demand in Norway has risen 38% in 15 years, while public study places grew only 29%, widening the gap.
- The growth in applicants is driven by:
 - **A growing population.**
 - **Demographic trends:** higher share of young people choosing higher education.
 - **Flexible education offerings:** flexibility has attracted a broader range of students, particularly older age segments.

... and Lumi is bridging the demand gap



ONH Oslo Nye Høyskole

The gap drives demand for ONH because...

- Private colleges play a key role in closing the demand gap.
- The gap is even more pronounced in ONH's focus areas, such as business administration and psychology.

 **Sonans**

The gap drives demand for Sonans because...

- A completed high school diploma is required to qualify for a university place.
- Fierce competition for study places means students must improve their grades to secure admission.
- Improving grades is the main path to a higher ranking in the new admission system from 2027.

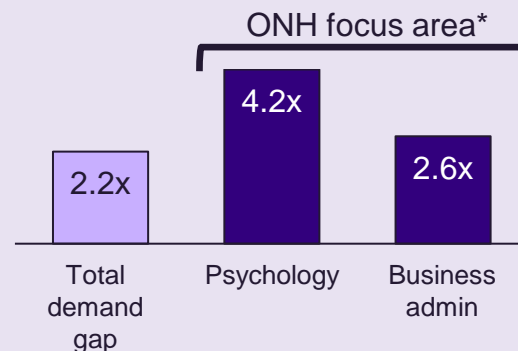
Strategic positioning for ONH in the education market



- Focuses on structurally higher growth sub-segments.
- Committed to sustainable growth and a substantial market to target.
- Institutional accreditation to further expand segments and reduce time to market.

Selecting underserved niches with strong growth potential

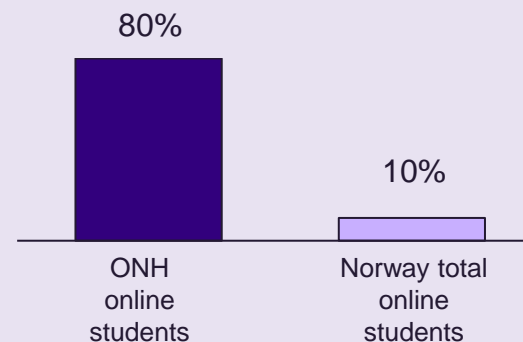
Demand gap comparison for the 2024/2025 academic year



* Business admin being the largest segment with currently 57k students compared to a total of 300k students in higher education.

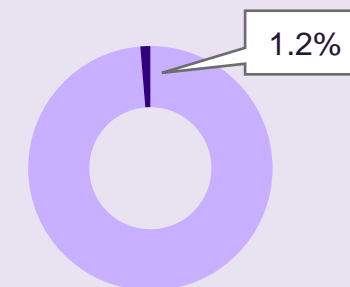
Online dominates, aligning ONH with a higher growth section of market

Active online students in the 2024/2025 academic year



Substantial further addressable market for ONH

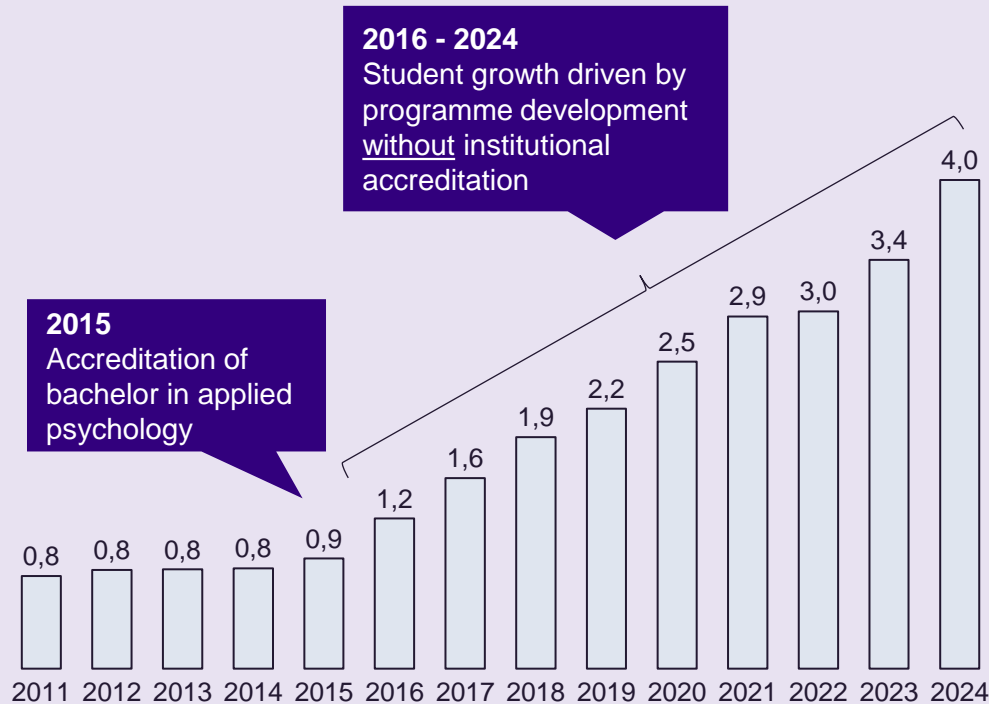
ONH students vs. total number in Norway 2024/2025



Total higher education market, including both private and public students

Institutional accreditation for ONH: A key strategic enabler

students at ONH
(in thousands)



2026 → Programme development with institutional accreditation

Faster Programme Approvals

Autonomy to accredit our own programs shortens time-to-market for new study offerings

Segment Expansion

Enables more agile entry into new and in-demand fields, aligned with labour market needs and student demand.

Increased Competitiveness

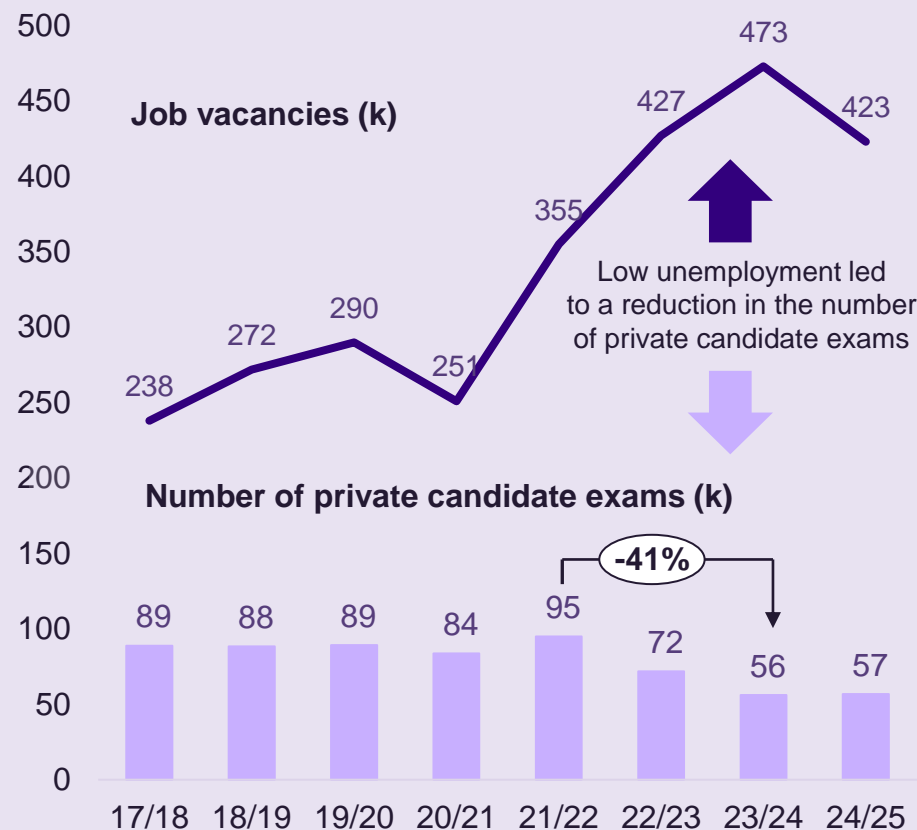
Accelerated development strengthens ONH's position as an innovative and relevant education provider.

Post-Covid 19 recovery is driven by two key forces



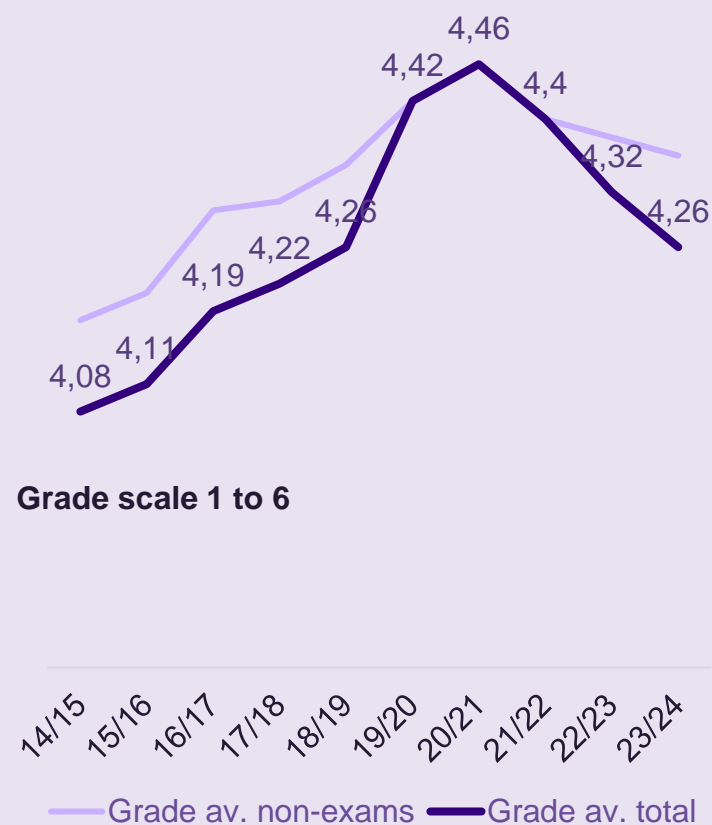
- Low unemployment post-Covid reduced Sonans applicants significantly.
- However, numbers have stabilised, with growth from AY 23/24.
- Another effect was grade inflation, increasing high school completion rates—an unprecedented trend shift.

Job market



Favourable macroeconomic conditions led to a significant reduction in unemployment among young people, accompanied by a record-high number of job vacancies. Av. vacancies were 250k in 2010 to 2020.

Grade inflation



Covid-19 changes to teaching and exams caused significant grade inflation in Norway, taking three years to fully flush out.

Stable regulatory backdrop

- **Strong public investment in education:** Norway prioritizes education, spending 6.6% of GDP—the highest in the OECD. In the last decade, there has been a **growing role for quality private institutions.**
- **Policy focus on flexibility and lifelong learning:** The government's Digitalisation Strategy and Skills Reform promote online, accessible education and importance of lifelong learning.
- **Stable regulatory and funding environment:** Lånekassen support and favourable regulations create predictability for education providers.
- **Long-term political support:** A recent government review reaffirmed the private candidate system and confirmed no major regulatory changes ahead.

2025: Minister of higher education formally opens ONH's new campus



A blurred background image of a lecture hall or classroom. In the foreground, the backs of several students' heads are visible as they sit in rows of green chairs. Many of the students have their hands raised in the air, indicating an interactive session or a Q&A period. The lighting is bright and even, typical of a modern educational setting.

The investment case

**Strong
secular
tailwinds**

**Focused on
high-growth
segments**

**Leading
student
satisfaction**

**Attractive
financial
profile**

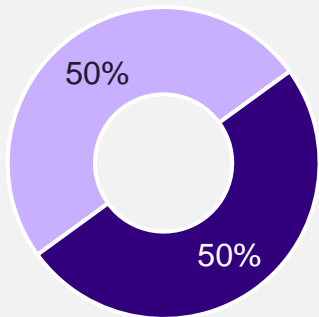


We provide a market-leading student experience

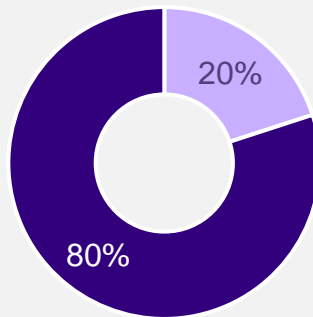
Leading online offering


While combining the best from a traditional campus experience, our platform is leading the industry towards online solutions.


 **Sonans**



 **ONH** Oslo Nye
Høyskole



 Campus

 Online & Flexible

Continued technology innovation

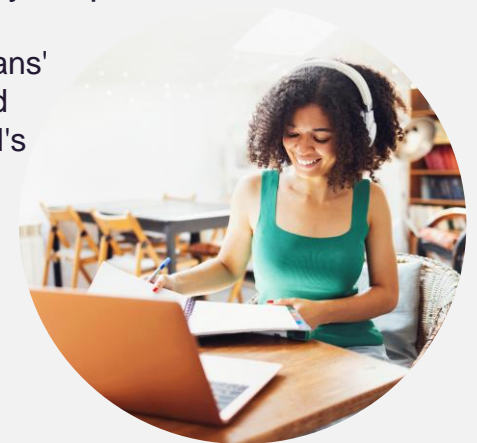
Continued investment in hybrid learning technology, and exploration of AI solutions reflect Lumi Gruppen's dedication to innovating the student experience.



Flexible study models targets growing market

Introduced innovative and flexible study programmes, designed to meet evolving student needs and future market demand, specifically for part-time students.

! 30% of Sonans' students and 60% of ONH's students are above 25.





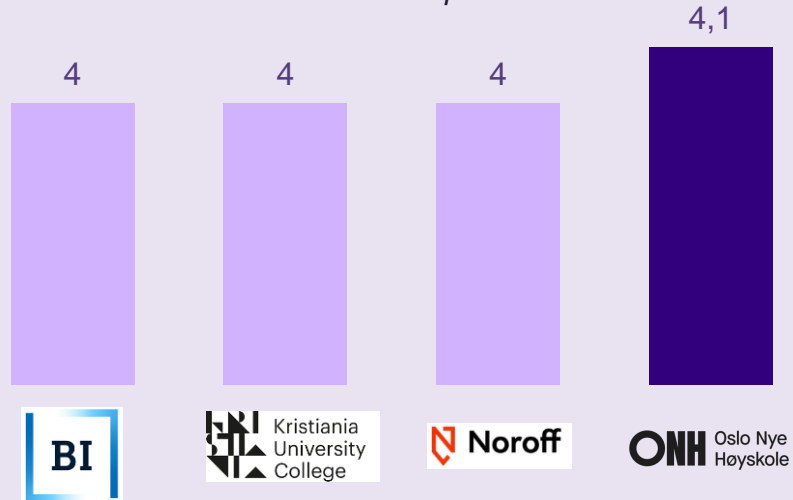
Leading student satisfaction

ONH is Highest rated multidisciplinary university college for four consecutive years

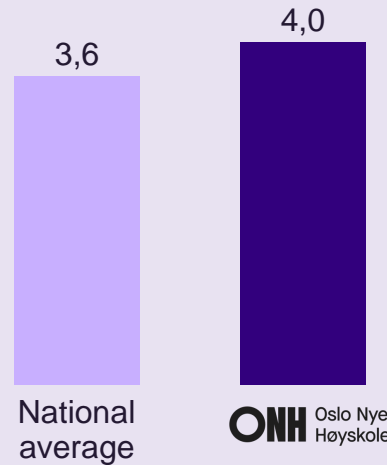
National public survey – Studiebarometeret (scale 1-5)

Overall student satisfaction

ONH 0.13 pp above the closest competitors.

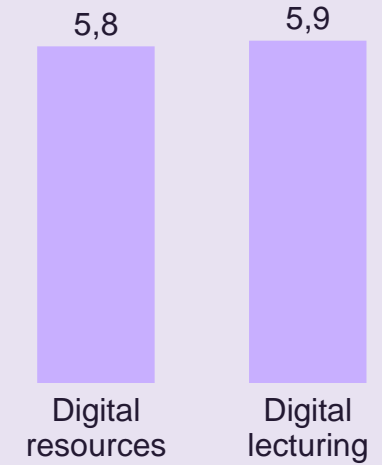


Student satisfaction with lecturing (physical & digital)



Internal evaluation (scale 1-7)

Digital resources and digital lecturing





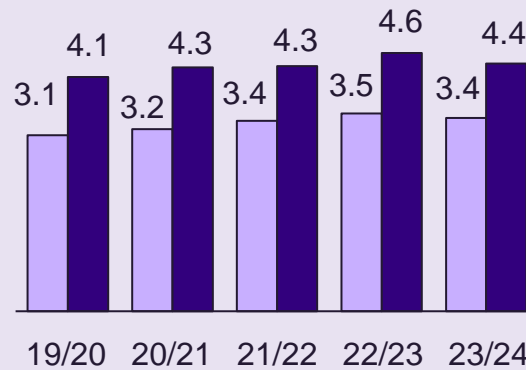
Sonans students with strong outcomes and high satisfaction



- Strong academic outcomes through tailored, exam-focused courses.
- Securing admission to higher education
- Sonans has consistently delivered excellent results.
- Solidified its reputation as a trusted and reliable partner for improving grades.

Clear evidence of grade improvements*

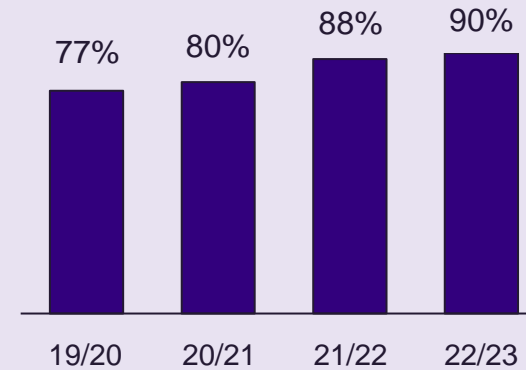
Scale 2 to 6



* Before vs. after attending courses at Sonans

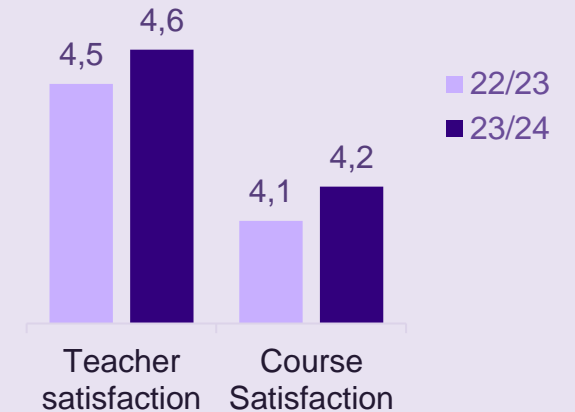
Excellent student outcomes

Sonans students qualifying for higher education as % of respondents



High satisfaction with teachers and course

Scale 1-6



The background of the slide is a photograph of a lecture hall. In the foreground, the backs of several students' heads and shoulders are visible as they sit in rows of green chairs. Many of these students have their right hands raised high in the air, indicating an interactive session or a Q&A period. The students are diverse in age and appearance. In the background, a blurred figure of a person, likely a lecturer, stands at the front of the room. The overall lighting is bright and even.

The investment case

**Strong
secular
tailwinds**

**Focused on
high-growth
segments**

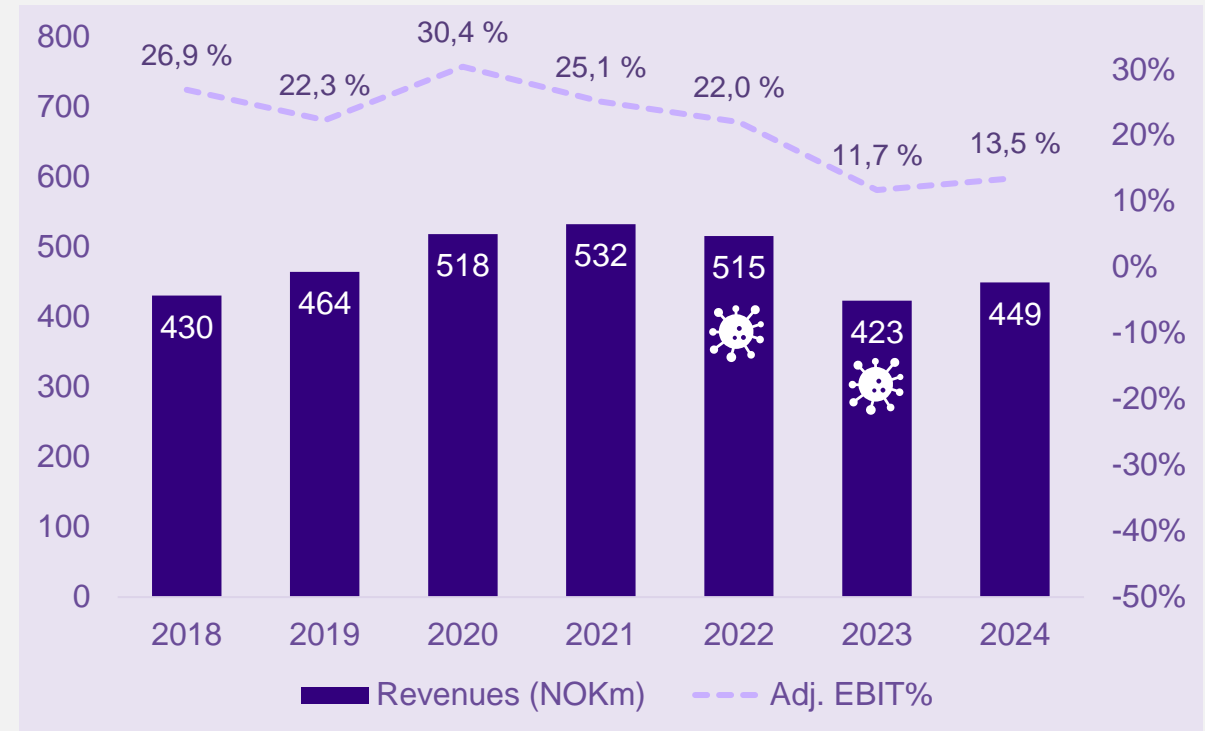
**Leading
student
satisfaction**

**Attractive
financial
profile**



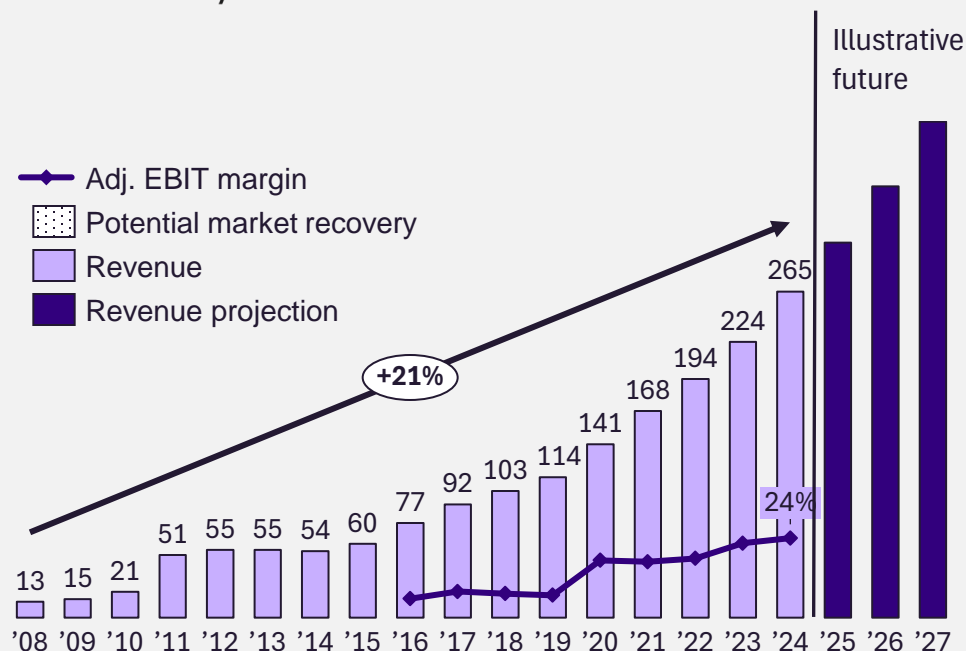
Lumi has demonstrated strong resilience and adaptability...

- Covid has demonstrated the resilience of our business, maintaining an acceptable adjusted EBIT margin despite a significant decline in revenue from Sonans.
- Sonans has successfully streamlined its cost structure, reduced financial risk, and adapted to current market conditions.
- Gross debt reduced from NOK 500 million to 235 million. Good covenant headroom and cash position.



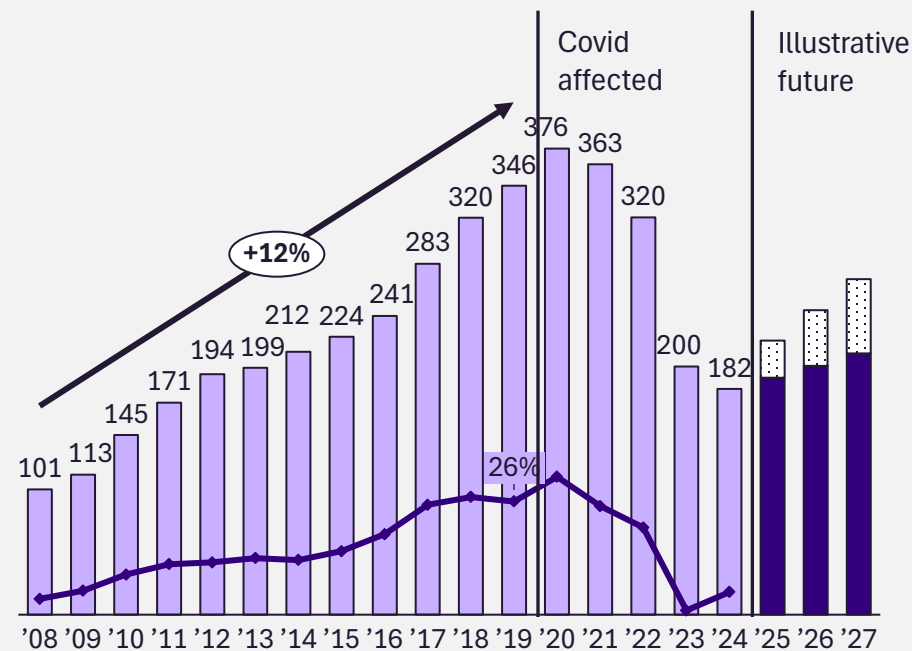
...backed by a strong track record of financial performance

ONH Oslo Nye Høyskole



- Grown to +4k students from an online-focused start-up.
- Strong recurring revenues driven by multi-year BA and MA students, now ~40% of total.
- Growth driven by scale-up of existing programmes and launch of new programmes.

Sonans



- After two years of decline, end market dynamics have now turned and are showing growth.
- Gradual shift to online, reflected in right-sizing of cost base in recent years.
- Like ONH, students pay upfront, meaning cash generation is “guaranteed” each semester.

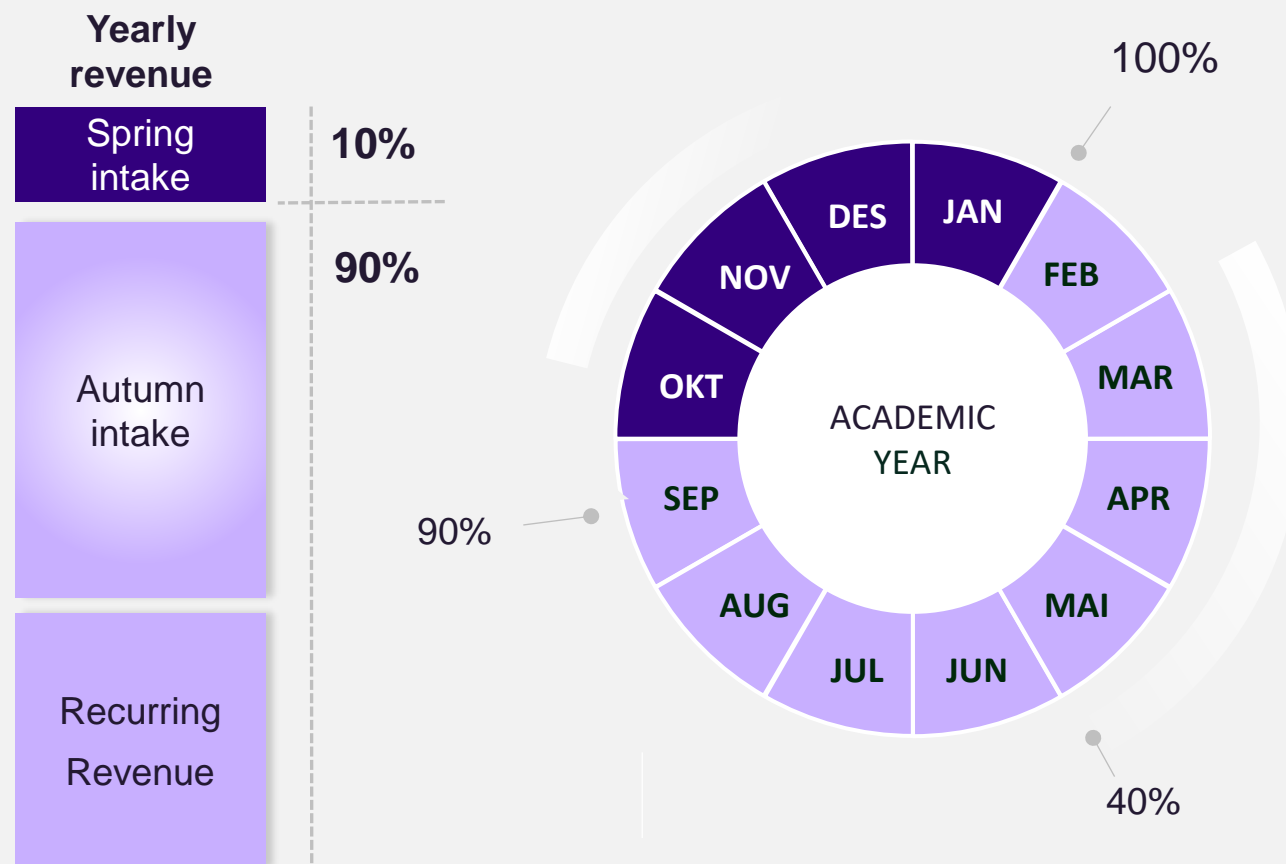
Lumi provides strong revenue visibility...

Most of the revenue for the year ahead is “locked in” every September.

Students commit to payment and attendance before each semester within the academic year.

Lumi's average variance between forecasted and actual revenue is industry-leading at approximately 2%.

Lumi has exceptionally strong free cash flow conversion* at over 90%.

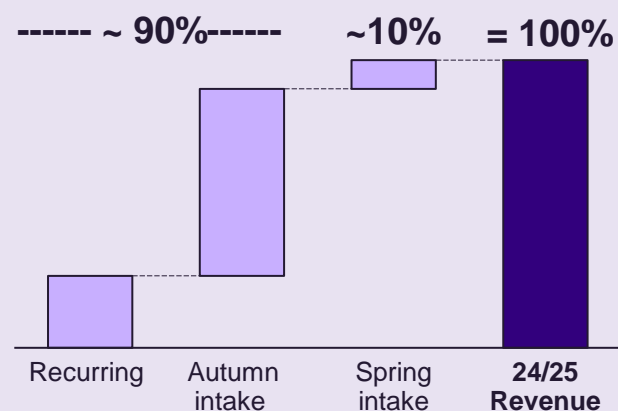


Figures are illustrative, and could vary yearly

...translating into “locked-in” revenue, profitability, and cash flow

Majority of academic year revenue “locked in” by September

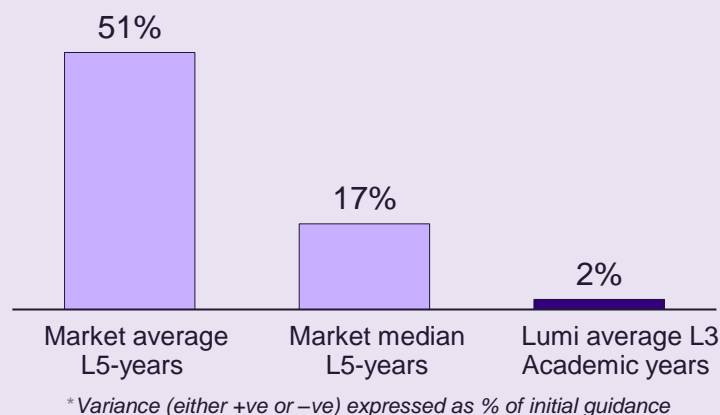
2024/25 Academic Year Revenue Build



- ~90% of group revenue secured through recurring and autumn intake.
- Remaining ~10% finalised with spring intake.
- Creates high predictability early in the academic year.

Exceptional revenue visibility vs market

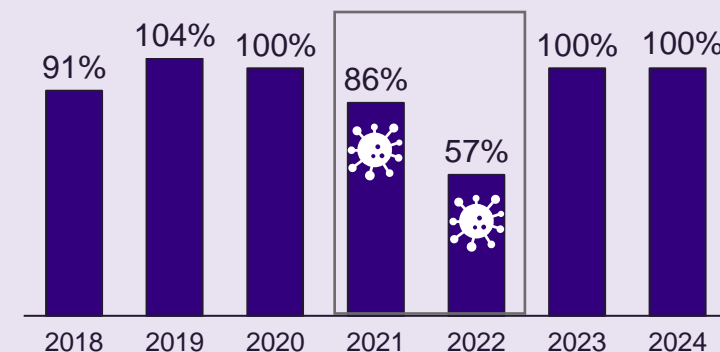
Variance between start-of-year guidance and actual revenue outcome (academic year for Lumi)



- Lumi enjoys unusually strong visibility when setting guidance for the academic year. Enables reliable forecasting and strategic clarity.
- AY 24/25 T+1 is locked-in, AY25/26 T+2 relevant period.

Consistently strong free cash flow conversion*

Annual free cash flow conversion, FY 2018–2024



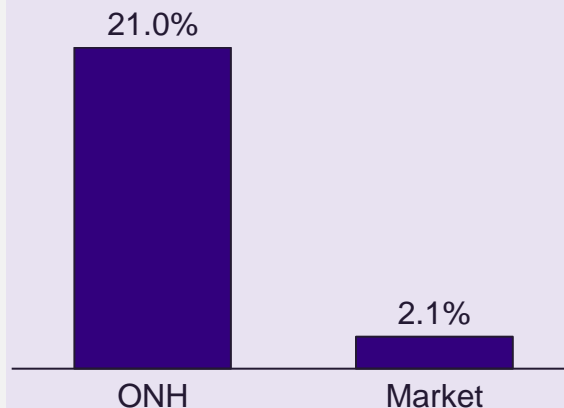
- 100% conversion in 4 of the last 6 years.
- Temporary Covid impact in 2021–2022.
- Driven by pre-paid tuition model and effective credit screening.

ONH is outpacing the market through strong, profitable growth and superior returns

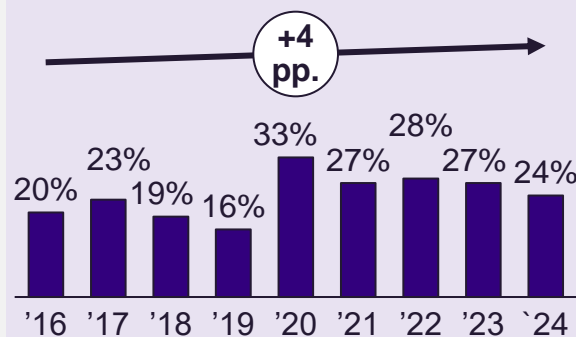


- Aligns with current and evolving student preferences.
- Demonstrates strong and improving margins over time.
- Prioritises investments in attractive programme segments.

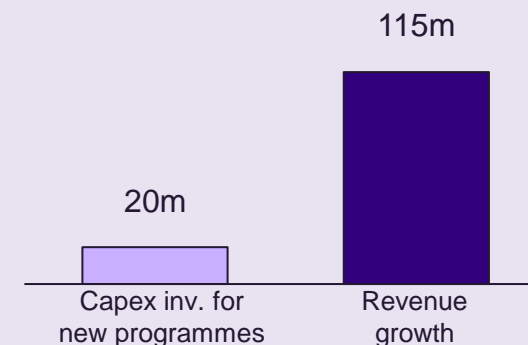
Consistently above
market growth
(CAGR 2008-2024)



Strong and dependable
Adj. EBIT margins
(2016-2024)



Proven ability to
continually re-invest
capital at high returns
(2021-2024)

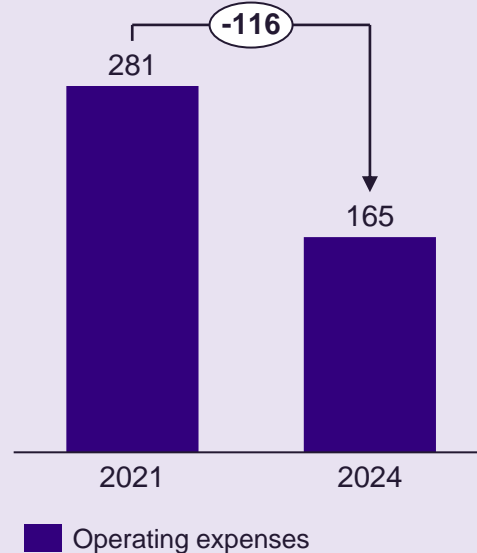


From challenge to opportunity: Sonans streamlined costs, reduced risk, and accelerated digital transition

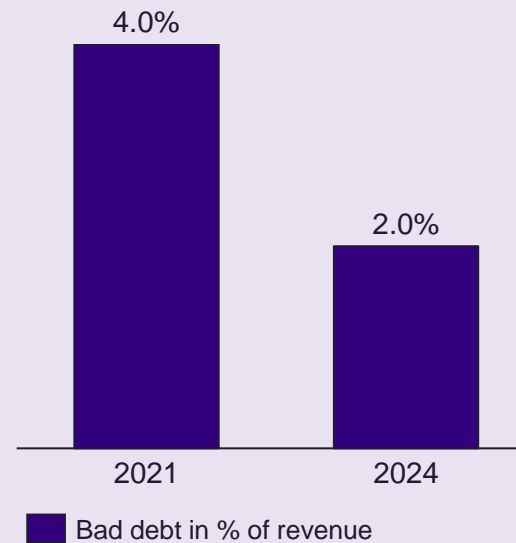


- Cost base adapted with reduced share of structural expenses.
- Improved cash flow supported by credit screening.
- Higher share of revenue from online and flexible courses.

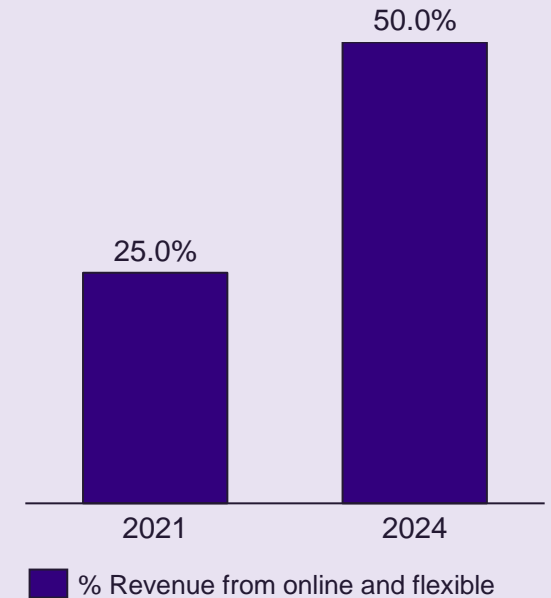
Sustainable cost measures successfully implemented (NOKm)



Strong credit screening, reducing bad debt expense and improving cash flow



Transition to online and flexible courses



Wrapping Up: Resilient model, proven track record and confident future

- Lumi Gruppen has emerged from a challenging period with a stronger, more resilient business model.
- We offer
 - strong revenue visibility,
 - strong profitability,
 - and robust cash generation
- Proven ability to adapt and grow.
- ONH is outperforming the market.
- Sonans well positioned for recovery and scale,
- **Lumi is set for continued growth and long-term value creation.**

Business Outlook and financial ambitions

Outlook

Continued double-digit growth for ONH



Grow vocational initiative



Return Sonans to normalised profitability



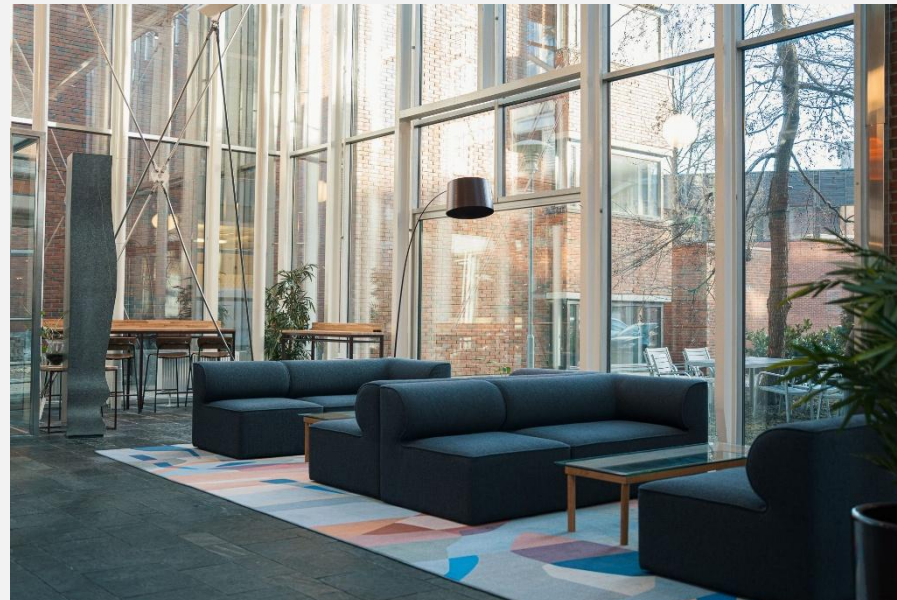
Continuous investments in student experience



Consider acquisitions and new growth avenues



- **Institutional accreditation:** ONH is pursuing university college accreditation
- **Attractive program development:** Expanding study programs in high-demand fields aligned with labour market needs and student demand, both digital and on new campus
- **Flexible learning models:** Leading the way in innovative, digital, and student-centred study formats for lifelong learning.



Outlook

Continued double-digit growth for ONH



Grow vocational initiative



Return Sonans to normalised profitability



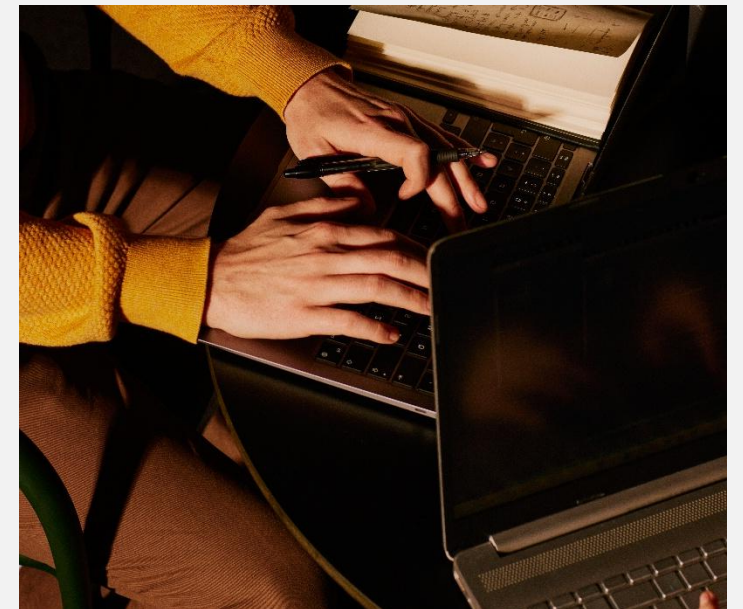
Continuous investments in student experience



Consider acquisitions and new growth avenues



- **Vocational higher education is thriving**, with student numbers doubling in six year
- **Synergies with ONH**
- **Strong political support**



Outlook

Continued double-digit growth for ONH



Grow vocational initiative



Return Sonans to normalised profitability



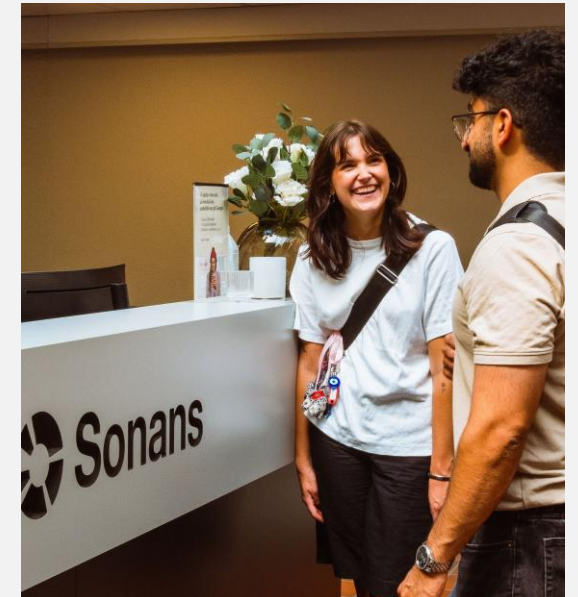
Continuous investments in student experience



Consider acquisitions and new growth avenues



- **Market leader:** Sonans maintains a strong brand and top student outcomes as Norway's leading private exam prep provider.
- **Resilient and efficient:** Focus on steady growth, cost discipline, and a leaner business model amid stable political conditions.
- **Positive outlook:** Indicators point to demand recovery and market normalisation, with potential return to pre-pandemic performance.



Outlook

Continued double-digit growth for ONH



Grow vocational initiative



Return Sonans to normalised profitability



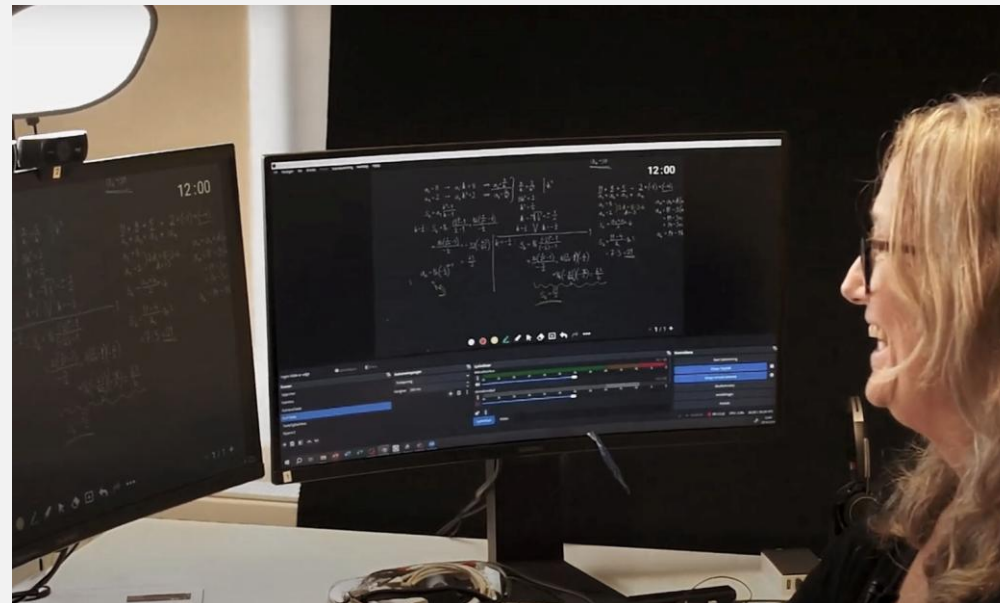
Continuous investments in student experience



Consider acquisitions and new growth avenues



- Lumi will continue to improve the **student experience**, focusing on our market leading online platform.
- Utilising **new capabilities within AI** will be a priority, both for improving educational quality and optimising faculty processes.



Outlook

Continued double-digit growth for ONH



Grow vocational initiative



Return Sonans to normalised profitability



Continuous investments in student experience



Consider acquisitions and new growth avenues






Possibilities in core and adjacent markets, such as non ECTS courses, boot camps and corporate training.

Exploration within new geographies, utilising Lumi's online expertise to maximise synergies.



Bolt-on and technology acquisitions (EdTech), i.e. to enhance AI capabilities and student experience.

Financial Ambitions towards the AY 2026-27

	 ONH Oslo Nye Høyskole	 Sonans	 ONF Oslo Nye Fagskole
Growth/Revenue	~15% pa	~5% pa Excl. any market recovery	NOK ~50 million 4 years
Adj. EBIT %	25-30%	~15% Excl. any market recovery	25-30%
Key priorities	<ul style="list-style-type: none"> • Double-digit growth. • Develop new programmes. • Institutional accreditation. 	<ul style="list-style-type: none"> • 10-20% margins short-term, >20% longer-term. • Online leadership and top brand recognition. 	<ul style="list-style-type: none"> • Newly established online vocational college. • Programmes in technology and health.



Questions?

Sources:

- Samordnet opptak: <https://www.samordnaopptak.no/info/>
- Databasen for høyere utdanning (DBH): <https://dbh.hkdir.no/>
- Studiebarometeret: <https://www.studiebarometeret.no/no/>
- Sonans alumni survey (internal)
- Lumi Gruppen financial reports: <https://lumiinvestor.com/reports-presentations/>



Analyst coverage

Analyst Coverage (Commissioned)



Carnegie Investment Bank AB
Commissioned research Carnegie

Hjalmar Jernström
T +46 70 86 22814
hjalmar.jernstrom@carnegie.se
www.carnegie.se



ABG Sundal Collier
Equity Research

Petter Nystrøm / Ali Shemmari
T +47 22 01 61 35
M +47 48 01 61 35
petter.nystrom@abgsc.no
www.abgsc.com

Disclaimer

This presentation includes forward-looking statements which are based on our current expectations and projections about future events. Statements herein, other than statements of historical facts, regarding future events or prospects, are forward-looking statements. All such statements are subject to inherent risks and uncertainties, and many factors can lead to actual profits and developments deviating substantially from what has been expressed or implied in such statements. As a result, you should not place undue reliance on these forward-looking statements.

The Group reports its financial results in accordance with accounting principles IFRS. However, management believes that certain alternative performance measures (APMs) provide management and other users with additional meaningful financial information that should be considered when assessing the Group's ongoing performance. These APMs are non-IFRS financial measures, and should not be viewed as a substitute for any IFRS financial measure. Management, the board of directors and the long term lenders regularly uses supplemental APMs to understand, manage and evaluate the business and its operations. These APMs are among the factors used in planning for and forecasting future periods, including assessment of financial covenants compliance.