

TRIBAL

Tribal acquires Crimson Consultants Ltd

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Crimson Consultants

£3.0m

£3.0m revenue, operating profits (adjusted **EBITDA**) **£0.6m**, net assets £0.3m – earnings enhancing and accretive to EPS

£10m

Initial consideration of £6m, with further **earn-outs up to £4.0**, based on Annual Recurring Revenue targets

60+

Over 60 CRM implementations in post-16 education and 30+ universities.

50+

50 + full time staff

CRM

Microsoft
Dynamics

Key Microsoft Gold Partner and Education P-Seller as a pure play Microsoft Dynamics vendor

Acquisition of Crimson Consultants

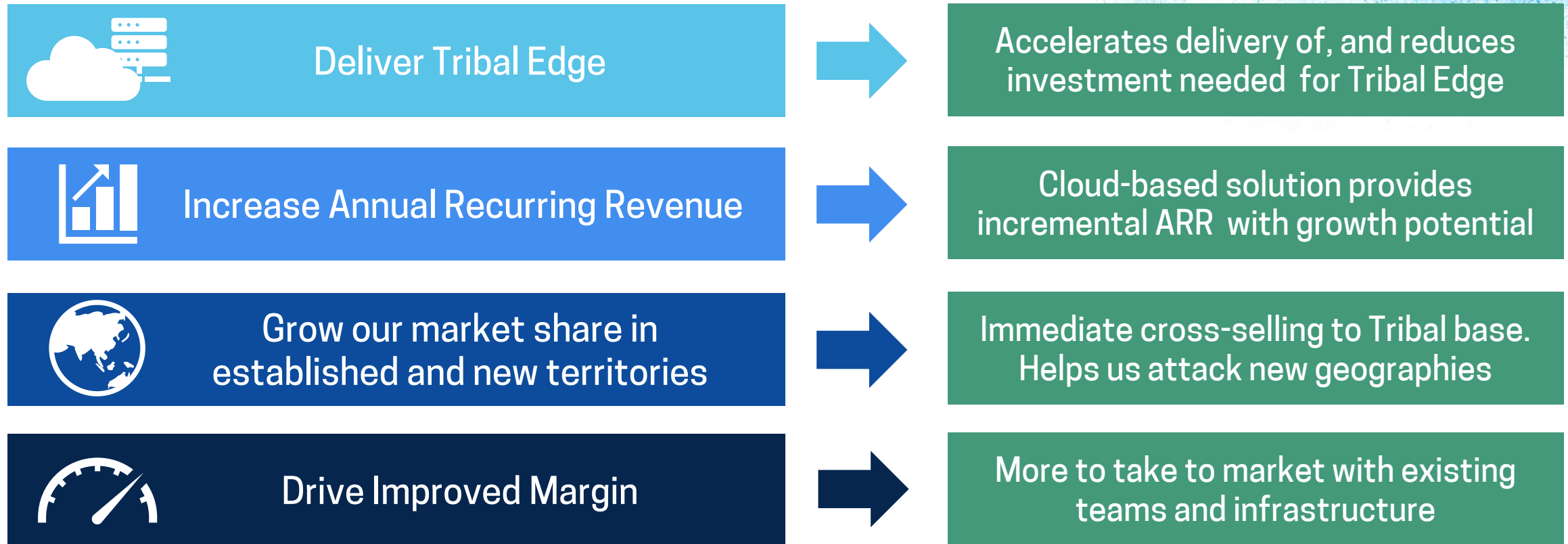
What

- Pure play Microsoft Dynamics vendor, developing IP-based solutions for the UK Higher and Further Education market
- Over 60 CRM implementations, including 30+ universities
- Focussing on market trend to use CRM to
 1. increase Student Recruitment and
 2. drive competitive advantage through improved Student Experience

Why

- Broadens Tribal's portfolio of products to take to market:
 - increase share of wallet in existing customers
 - penetrate competitor sites
 - expand into other geographies, e.g. Canada
- Tribal Edge Student Information System
 - Accelerates speed to market
 - Reduces the product investment cost required to develop this functionality
- Earnings enhancing is accretive to eps
 - However, will invest in Crimson through first full year to drive increased revenue in new markets

Acquisition supports our strategic objectives:



RECRUITMENT

ENROLMENT

GRADUATION

ADMISSIONS

ON PROGRAMME

Student Recruitment



Schools & Colleges Liaison



Crimson Integration Connector



Reporting / BI



Event Management



Admissions Management



Student Welfare



Vacancy Management



Alumni & Fundraising

What is Tribal Edge?

A complete new user experience for staff and students

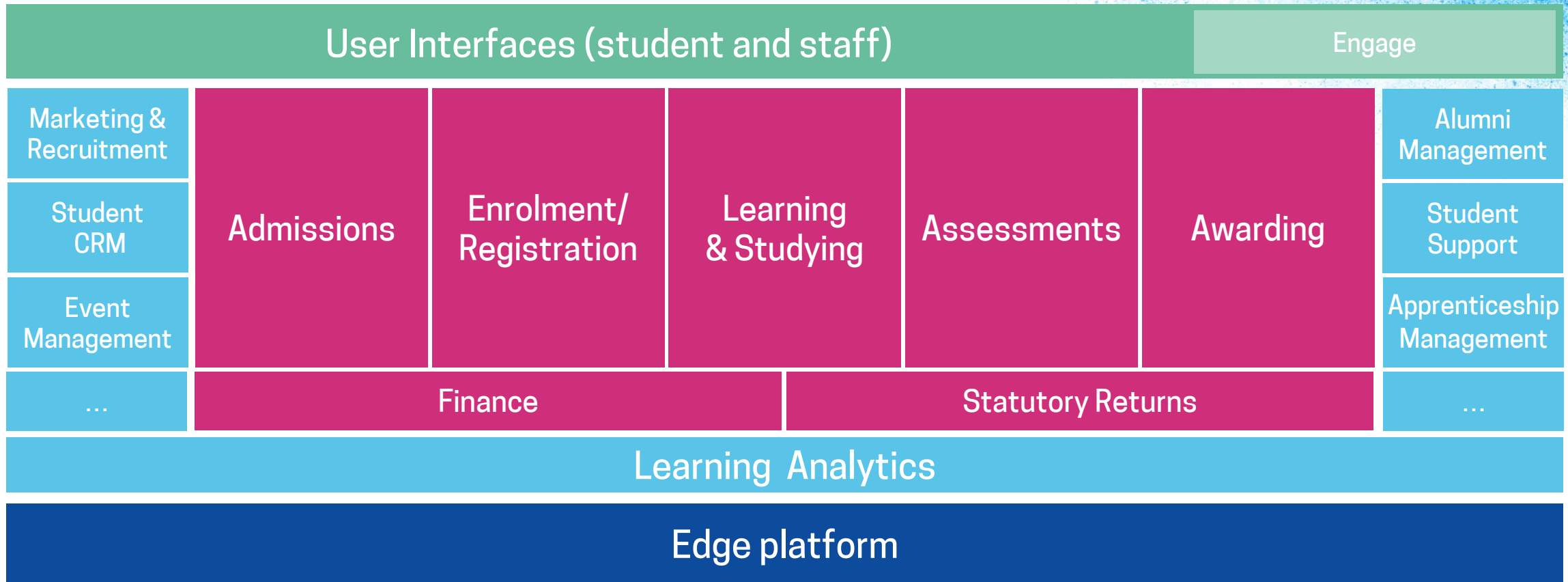
A core Student Management System with an advanced Academic Model

A suite of easy to enable value-add modules from Tribal and 3rd parties

An underlying cloud platform that supports scalability and efficiency

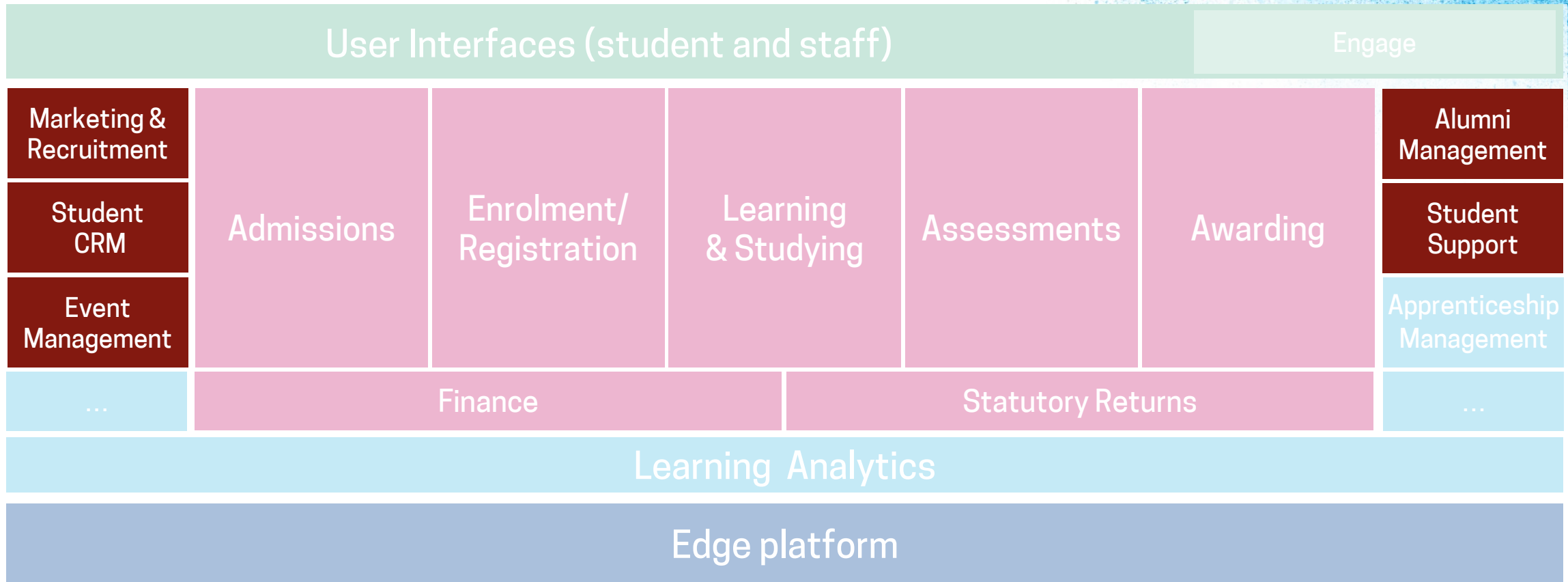
SIS = Interfaces (App / Portal) + Core Student Management + Value-add modules + Platform

Tribal Edge - Student Information System



SIS = Interfaces (App / Portal) + Core Student Management + Value-add modules + Platform

Tribal Edge – Delivered by Crimson



SIS = Interfaces (App / Portal) + Core Student Management + Value-add modules + Platform

Any questions?

