

Purdue University announced in April 2017 its intent to acquire Kaplan University. Once complete, all existing Kaplan University students and faculty will transition to the new university (“NewU”), which will use the Purdue name in some fashion not yet identified.

## TO BE A 21ST CENTURY LAND-GRANT UNIVERSITY, PURDUE MUST ACQUIRE THE CAPABILITIES FOR ONLINE EXCELLENCE.

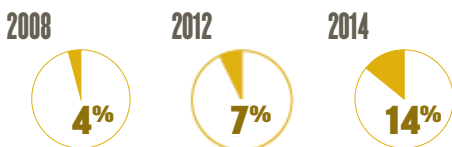
### 3 REALITIES

**1. There are millions higher education does not serve.**

- 36 million Americans over age 25 have some college but no degree
- 56 million Americans over age 25 have no education past high school

**2. Online education will continue to grow.**

Percentage of undergrads enrolled in online only programs:

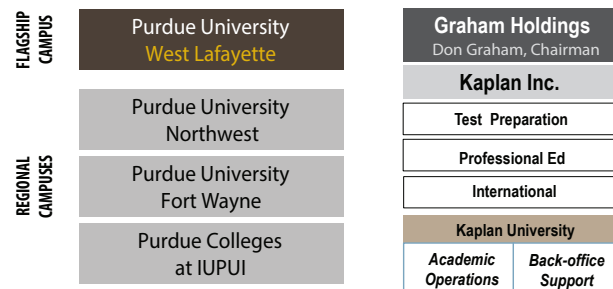


**3. It would take significant time, resources and risk for Purdue to develop a robust online program.**

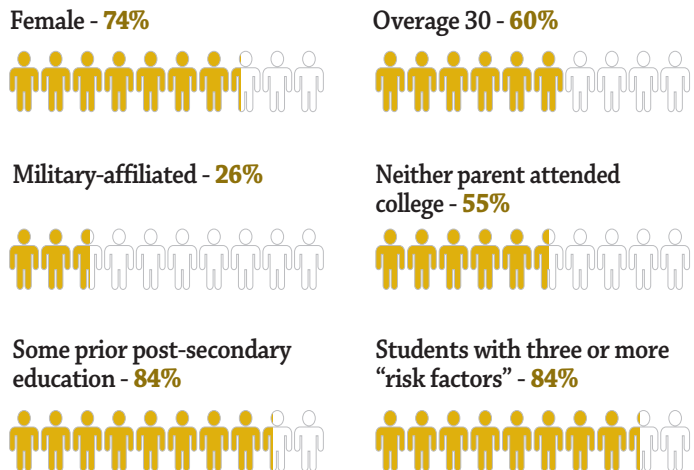
“I’m excited by this opportunity for a world-class university to expand its reach and help educate adult learners by acquiring a strong for-profit college. This is a first, and if successful, could help create a new model for what it means to be a land-grant institution.”

— ARNE DUNCAN, FORMER SECRETARY, U.S. DEPARTMENT OF EDUCATION

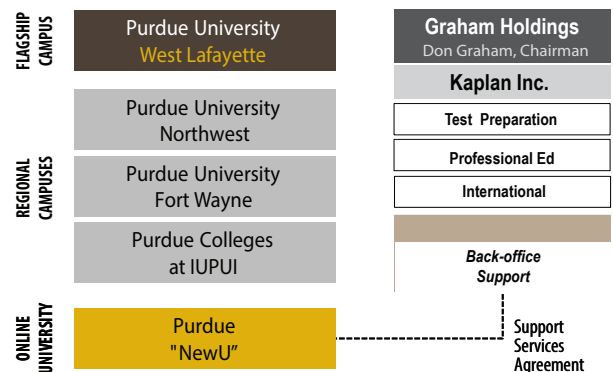
### PRE-ACQUISITION STRUCTURE



### CURRENT KAPLAN UNIVERSITY DEMOGRAPHICS



### POST-ACQUISITION STRUCTURE



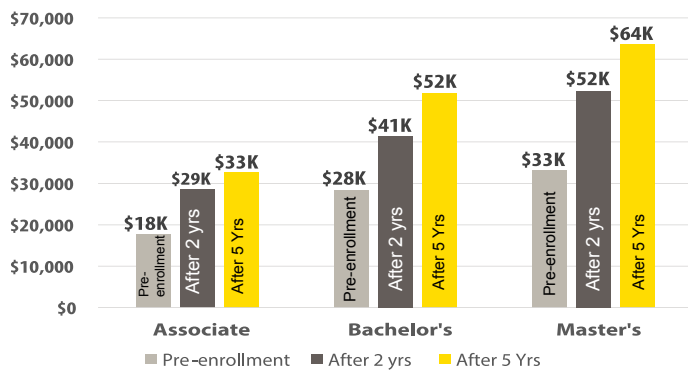
## PURDUE WILL ACQUIRE

- Kaplan University
- Concord Law School

## PURDUE WILL NOT ACQUIRE

- Kaplan College - Sold in 2015
- Kaplan Career Institute - Sold in 2015
- Professional and Continuing Education - Remains at Kaplan Inc.

## INCOME GAINS OF KAPLAN UNIVERSITY GRADUATES



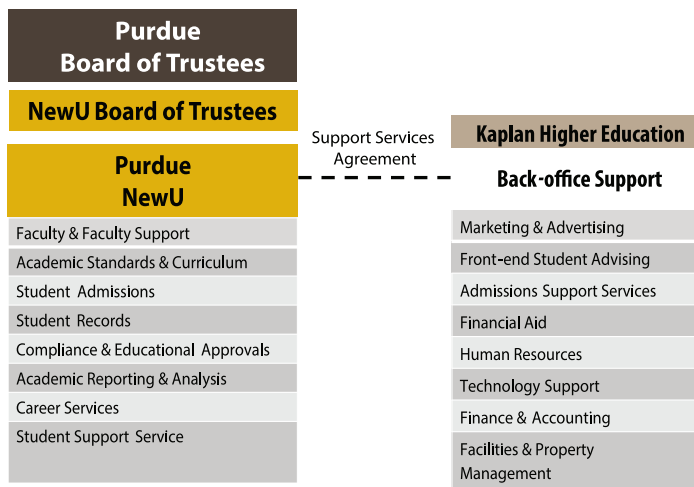
## KAPLAN UNIVERSITY ALUMNI SATISFACTION

- Satisfied with overall experience **90%**
- Education was relevant to goals **90%**
- I would recommend to others **82%**
- The university always put my needs first **78%**

## THE KAPLAN COMMITMENT

- All new undergraduate students admitted conditionally 1st three weeks
- No obligation for tuition during trial
- Allows university to assess student qualifications
- Allows students to assess academic fit before debt is accumulated

**Under the governance of the Purdue Board of Trustees, Kaplan Inc. will provide support services.**



“Kaplan stands alone among the large, for-profit education companies for having taken what are, in my opinion, real and significant steps to reduce high withdrawal rates and high default rates by implementing the Kaplan Commitment program.”

— **FORMER SEN. TOM HARKIN (D-IOWA)**  
IN A 2011 SENATE HELP COMMITTEE HEARING

“Kaplan also has implemented the most significant reforms of any company examined.”

— **U.S. SENATE HELP REPORT,**  
2012, PG. 543

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### Next Steps

- Indiana Commission for Higher Education Approval
- U.S. Department of Education Approval
- Higher Learning Commission Approval