

A photograph of three people (two men and one woman) sitting at a wooden desk in a modern office or co-working space. They are looking at laptops. A large window in the background shows a city skyline. A small potted plant and a cup are on the desk. The text 'Presenting PROEDUCA' is overlaid in the center, and 'The online education leader' is below it.

Presenting
PROEDUCA
The online education leader

PROEDUCA

UNIGESTION AGM.- June 2025

C:> SPAIN

Year 2007... .. FATAL ERROR. SYSTEM HAS CRASHED DOWN...

EXPERIENCE IN B2B ONLINE TRAINING

(ALMOST) ZERO COMPETITION IN ONLINE EDUCATION

STATE OF THE ART COMMUNICATIONS NETWORK

SPANISH (100 Million speakers)

UNDERDEVELOPED PRIVATE HIGH EDUCATION IN SPAIN

NEW REGULATORY STANDARDS: EUROPEAN EDUCATION AREA

EDUCATION: TRADITIONAL LACK OF INNOVATION

DEEP MACROECONOMIC RECESSION

OPPORTUNITY!

C:>

unir

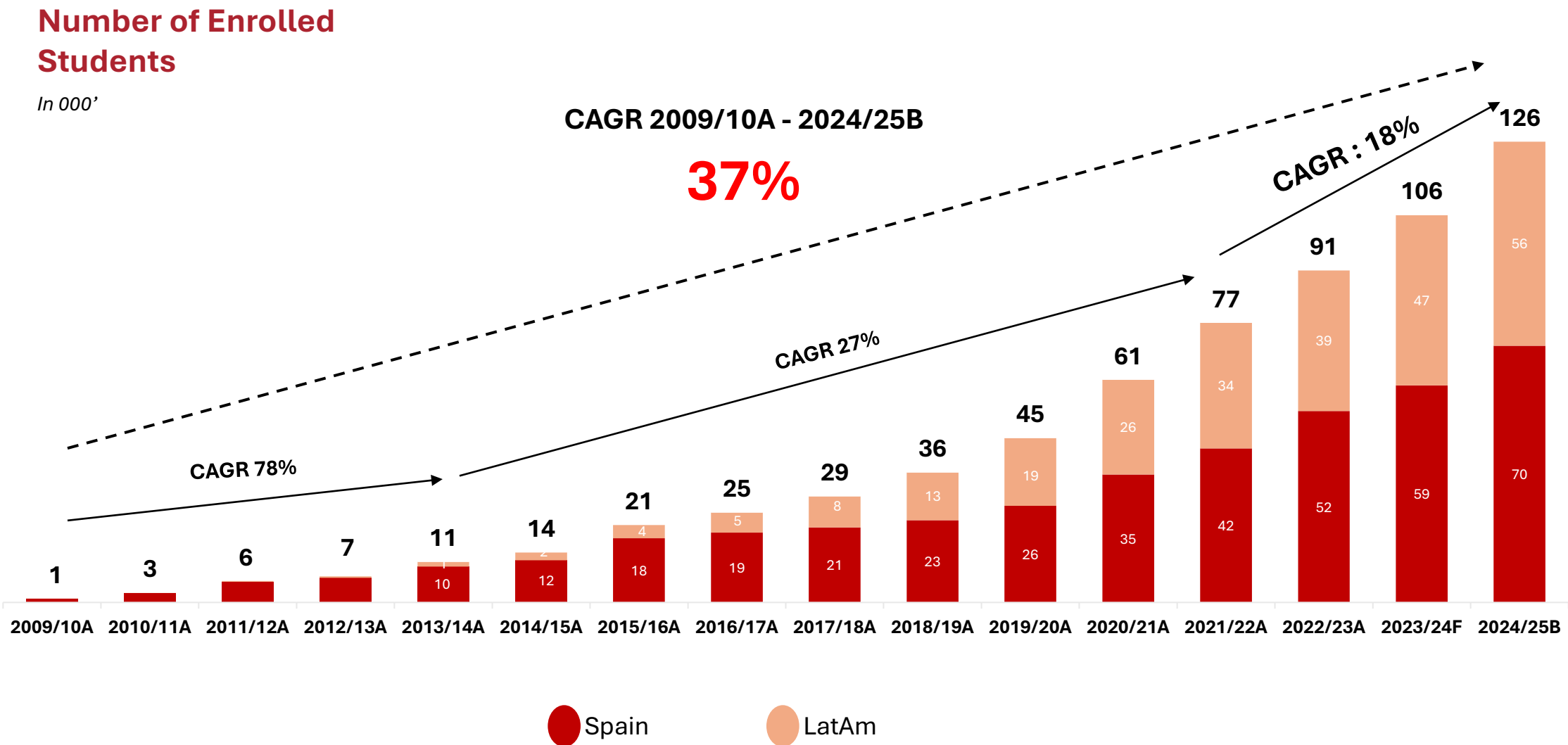
UNIVERSIDAD
INTERNACIONAL
DE LA RIOJA

La Universidad en Internet

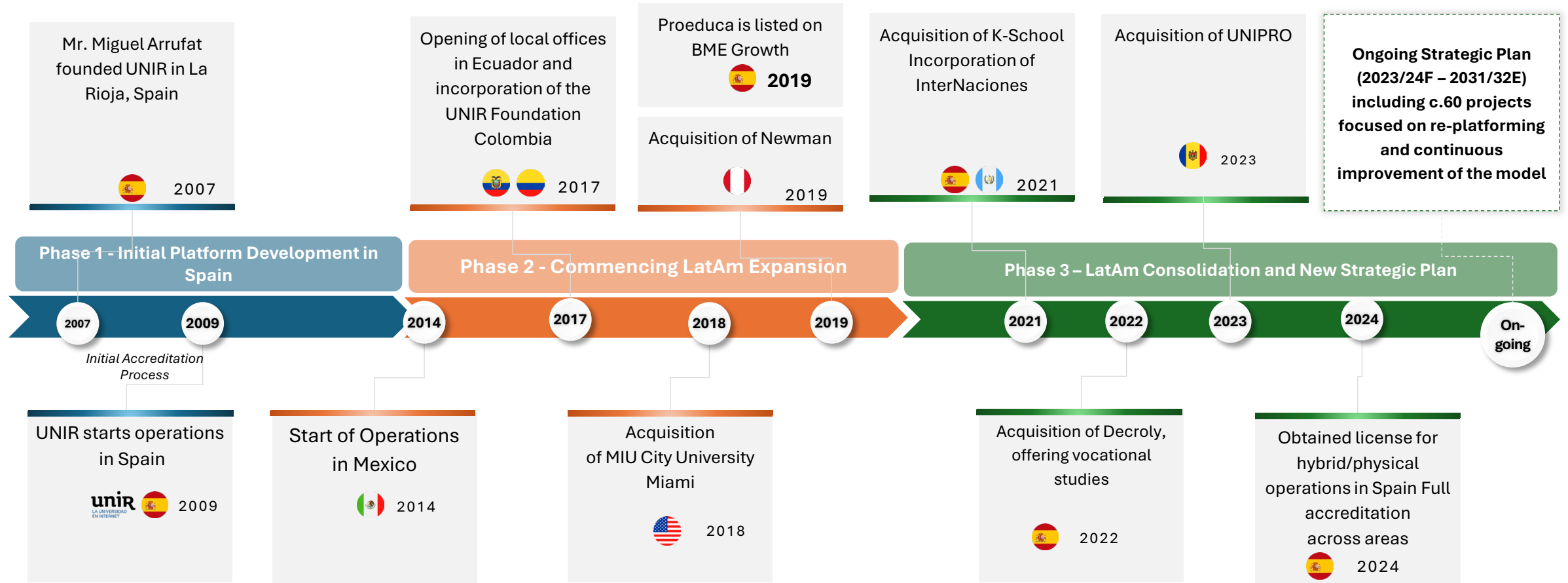




15 years of consistent growth



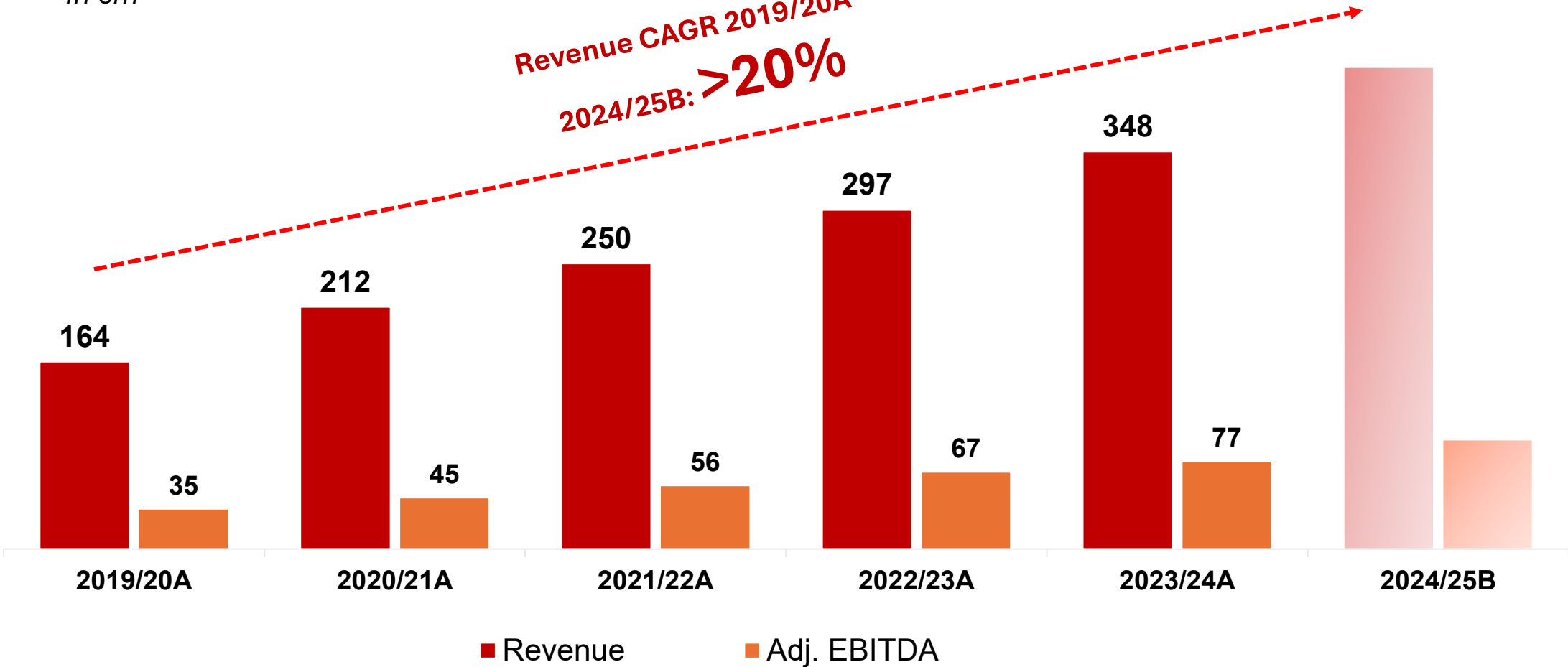
Building an international education group



Solid Top-Line Growth and Margin Expansion

In €m

Revenue CAGR 2019/20A -
2024/25B: **>20%**



Founder-Led Culture of Continuous Improvement

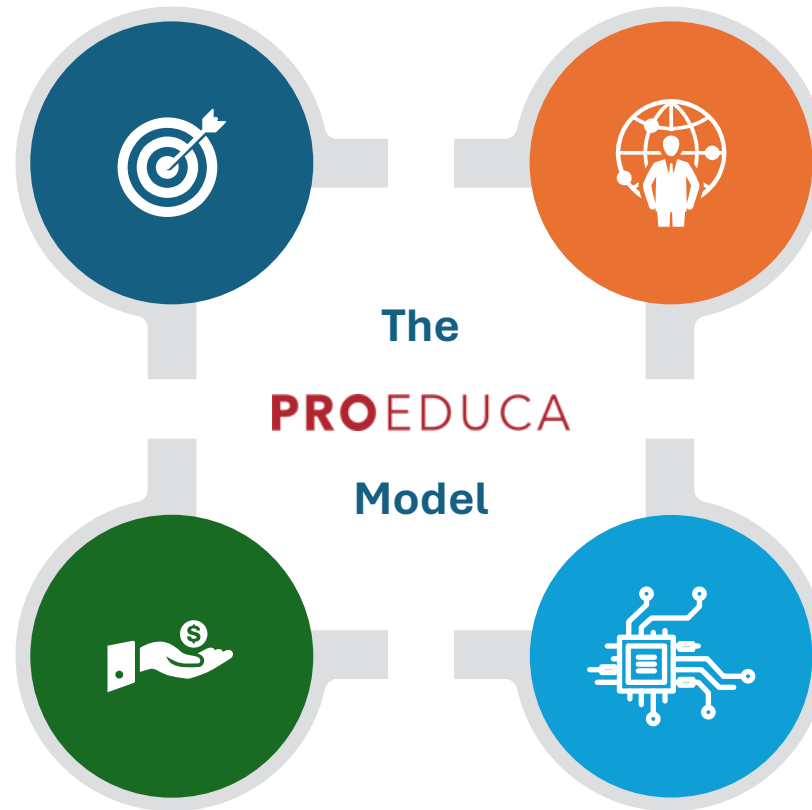
PROEDUCA

Student-Centric Model Focused on Quality

- Data-driven model of continuous improvement through intense student feedback tracking
- Fully endorsed by the regulator

Sustainable Profitable Growth

- >20% Adj. EBITDA CAGR (2019/20A - 2024/25B), with consistently high cash generation
- Tangible vectors of growth identified



Large and Highly Scalable Platform

- #1 Online university in Spanish language with >125k students
- Large and growing Higher Education TAM across Spain and LatAm (~€360 Bn)
- Proven roll-out model (>450 degrees launched organically)

Technology to Lead the Future of Education

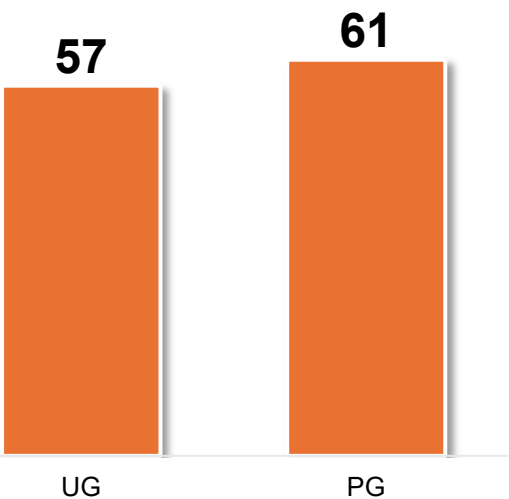
- Digital native model with a future-proof platform
- Embracing AI innovation through ongoing strategic investment plan (>€80 MM invested in technology in the 2018/19A - 2023/24F period)

STRONG RECOMMENDATION

>45% of total leads are organic



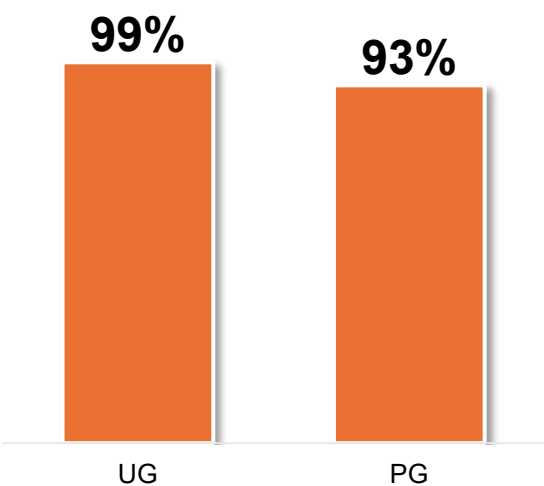
Best-in-Class
Satisfaction



NPS: 59



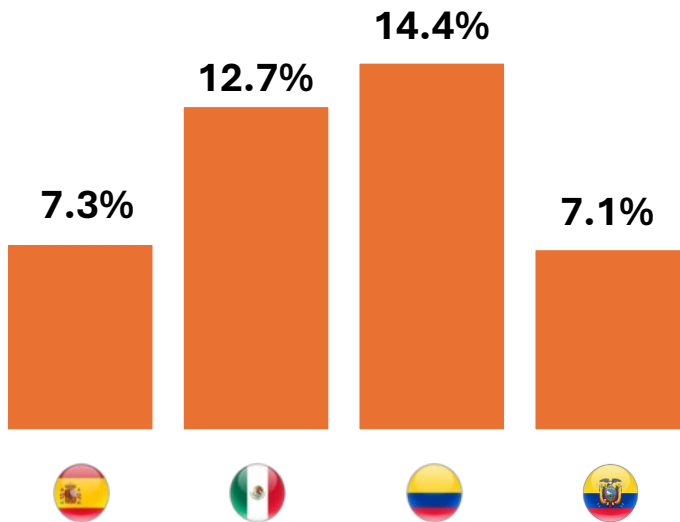
Leading Retention
Rates



Retention: 94%



Strong wage uplift across job
markets

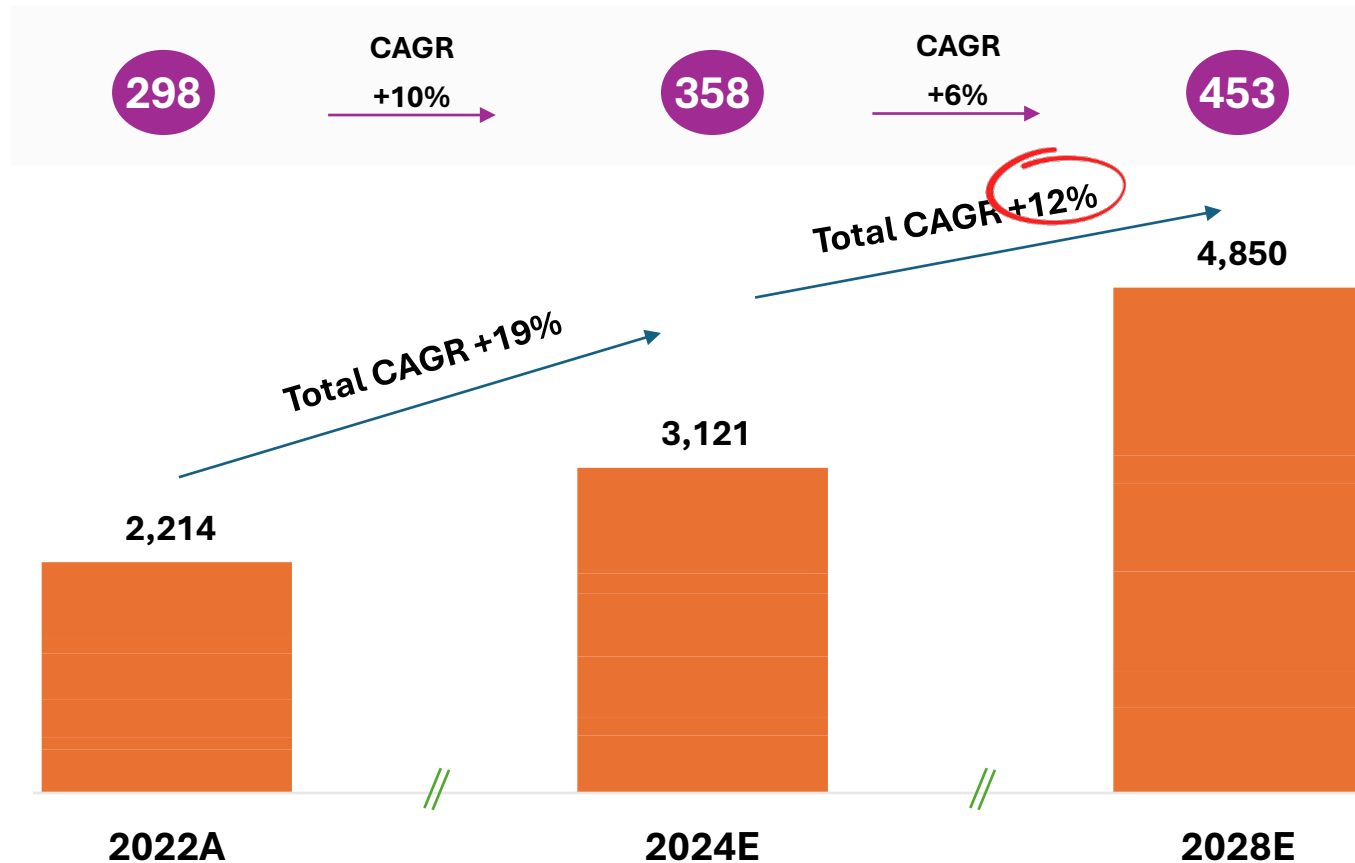


Average wage uplift after
completing a course at Proeduca
is c.10%

A large and fast growing market

Private Online Higher Education Serviceable Addressable Market by Country

SAM (€ MM)



Higher Education TAM (€ Bn)







PROEDUCA

Make it happen