

# YDUQS



## Acquisition of Qconcursos

Strengthening Our Digital Learning



June, 2021

**YDUQ**  
B3 LISTED NM



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# QCONCURSOS ACQUISITION

One more step towards education of the future



- Qconursos operates 100% digitally in **the life-long learning segment**, and is directed towards **preparatory courses for public examinations**:
  - **412 thousand** paying students
  - **1.4 million** students with free access
  - Community of 17 million students all over the country preparing for exams
- The acquisition will bring **gains in base expansion** and strengthen the life long portfolio
- Qconursos developed **adaptive digital technologies** for its evaluations based on **artificial intelligence**
- The addition of the ed-tech to the YDUQS group accelerates our journey towards **high-quality personalized learning**

With the acquisition of Qconursos, YDUQS' total base of students will surpass the **1 million students** mark



# QCONCURSOS: COMPLETE PLATFORM FOR PUBLIC EXAMINATION

Qconursos integrates the different stages of learning to selective processes: guidance, practice, theory, revision, and planning – in a **modern and personalized environment for each student**.

## Highlights

- **60M** exam questions solved per month
- **150 thousand** new comments per months
- **20 thousand** orders per minute
- **iBest 2020** award
- **RA1000 Stamp** of Reclame Aqui
- **Largest traffic** in the **Education** sector
- **14<sup>th</sup> largest traffic of all sectors**

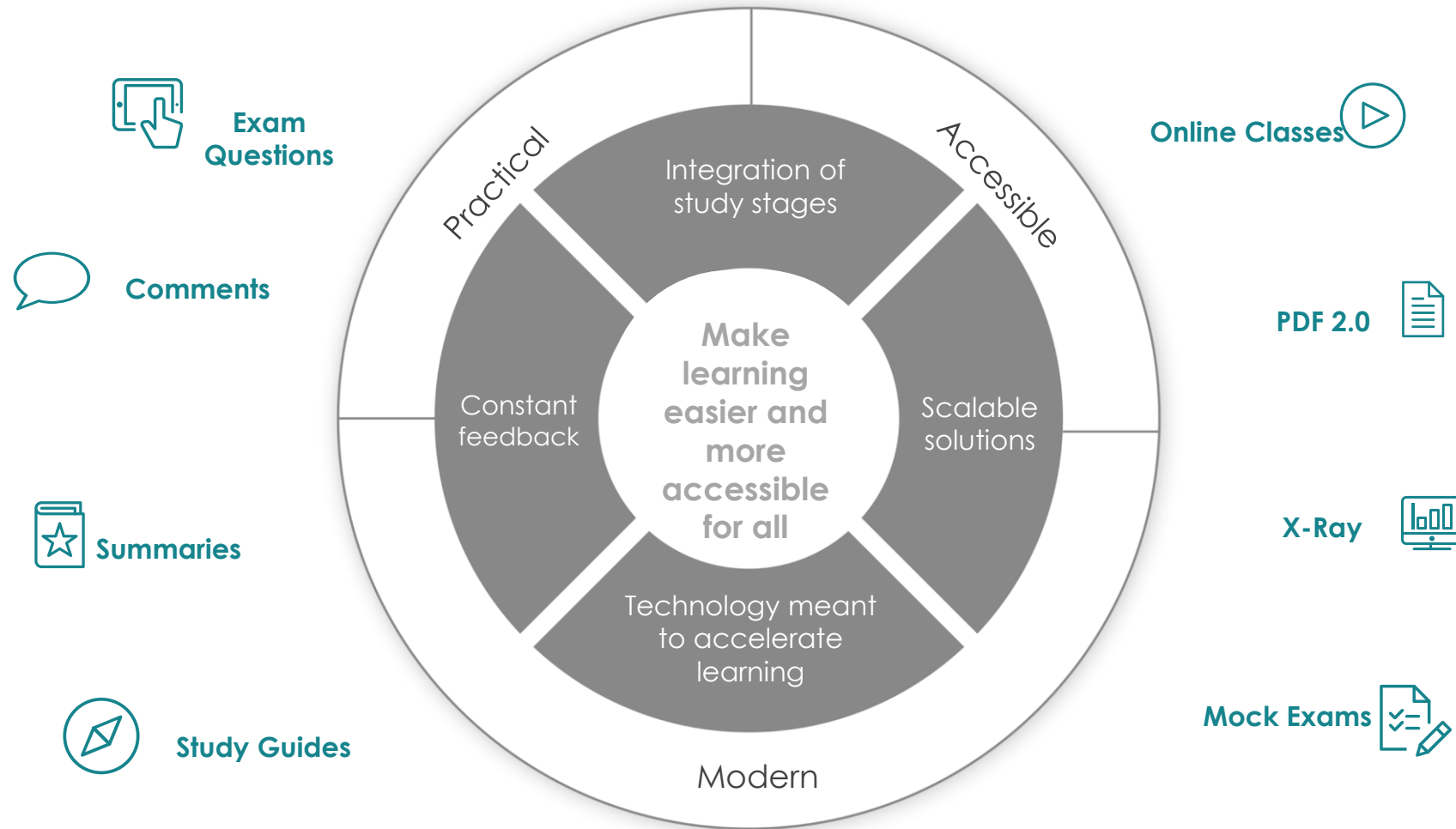
## Some performance indicators

- + 420,000 subscribers
- Growth of 80 thousand subscribers in 2020 only
- Gross revenue with growth of 8.5x since 2014
- LTV\*/CAC\*\* ratio of 12
- More than 15 million single acesses per month
- NPS of subscribers: 80
- NPS of users : 75
- Service satisfaction: 96%
- Rating in Reclame Aqui: 9.5

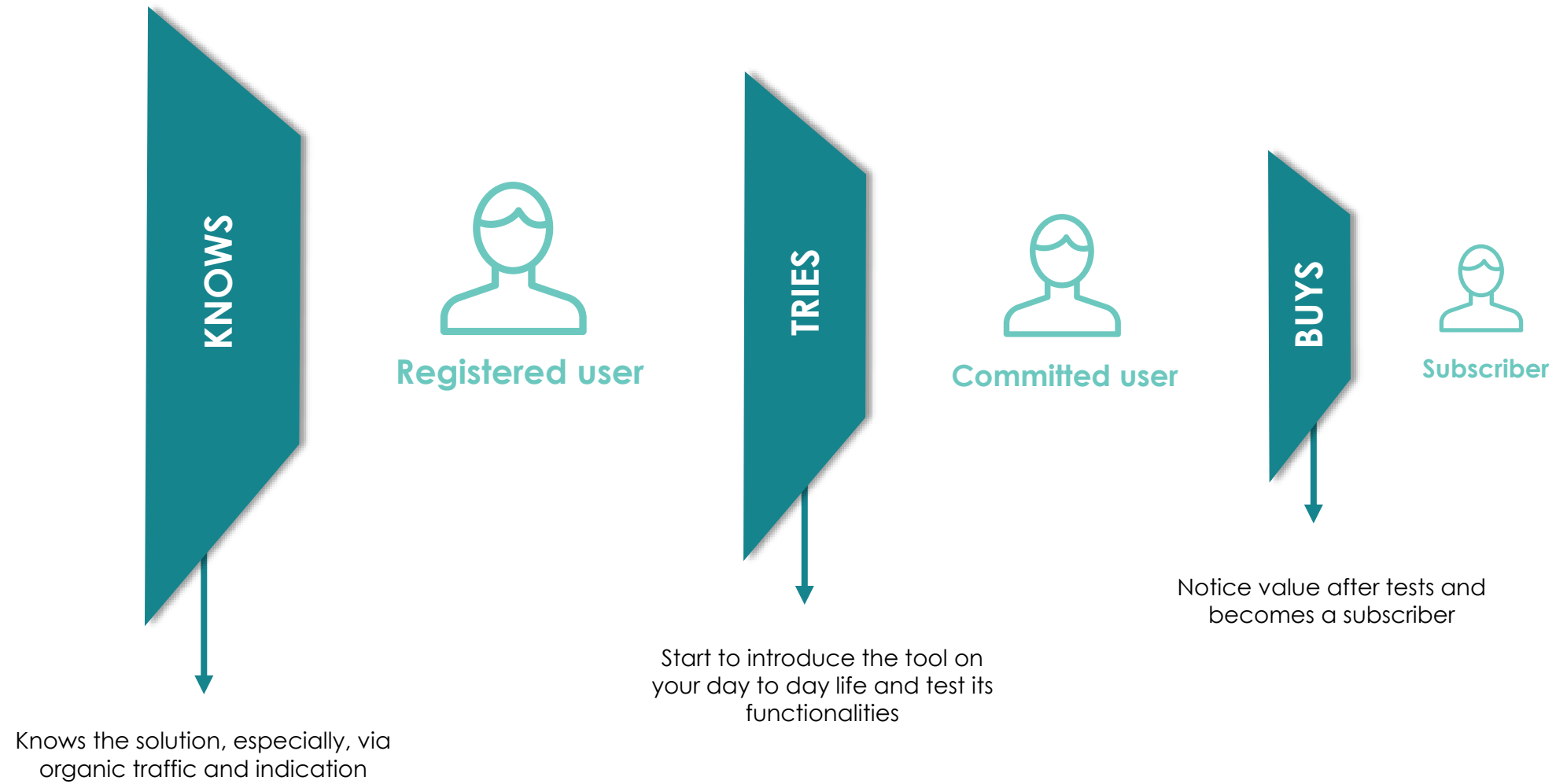


\* LTV – Life Time Value  
\*\*CAC – Aquisition Cost

# THE COMPLETE PLATFORM FOR APPROVAL



# FREEMIUM BUSINESS MODEL



# COMPARISON TO THE MARKET

|             | Content  | Study Experience                    | Community                                 | Pricing   | Acquisition   |
|-------------|--|-------------------------------------|---|---|---|
| Competitors | Large dependency on professor and high production cost | Multiple tools that do not interact | Single person studying or in small groups | Sale of digitalized materials and lack of efficiency generates high tickets | High investments in media pays for acquisition and conversion |

## Qconcursos

The content is also developed and sealed by the community

Integrated tools for each study stage

Collaboration of a large group of students

Scale product and operational optimization guarantees an affordable ticket

Paid media is a differential, but focus is on being organic



## Premium

**R\$ 32.00/month**  
or  
**R\$ 220.00/year**

For who seeks to practice in a intensive manner, analyze their performance and challenge themselves each day

**320,000 subscribers**



## Premium Plus

**R\$ 42.00/month**  
or  
**R\$ 388.80/year**

For who seeks theory through online classes and guidance in their studies on top of exam questions

**67,000 subscribers**



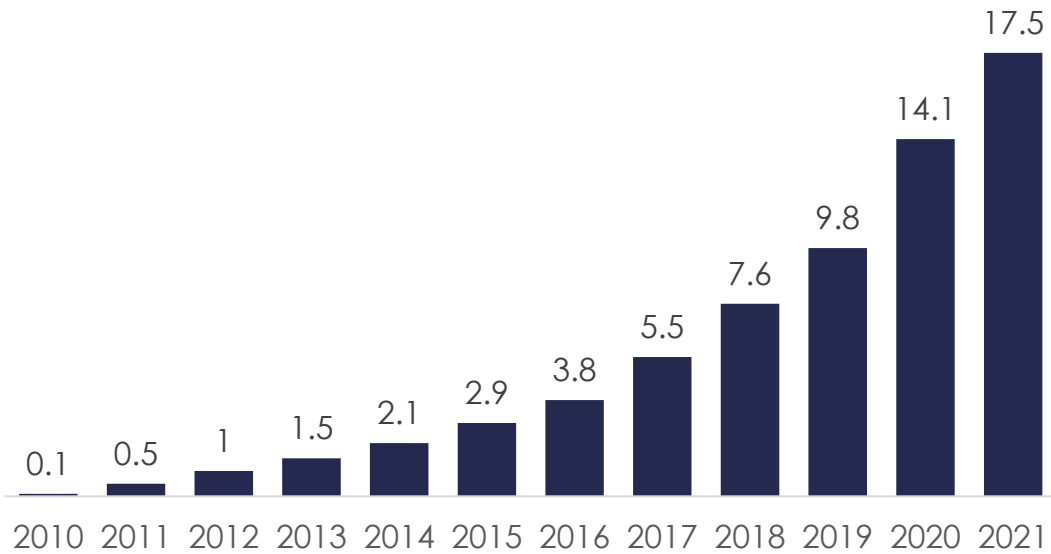
## Unlimited

**R\$ 89.90/month**  
or  
**R\$ 1,198.80/year**

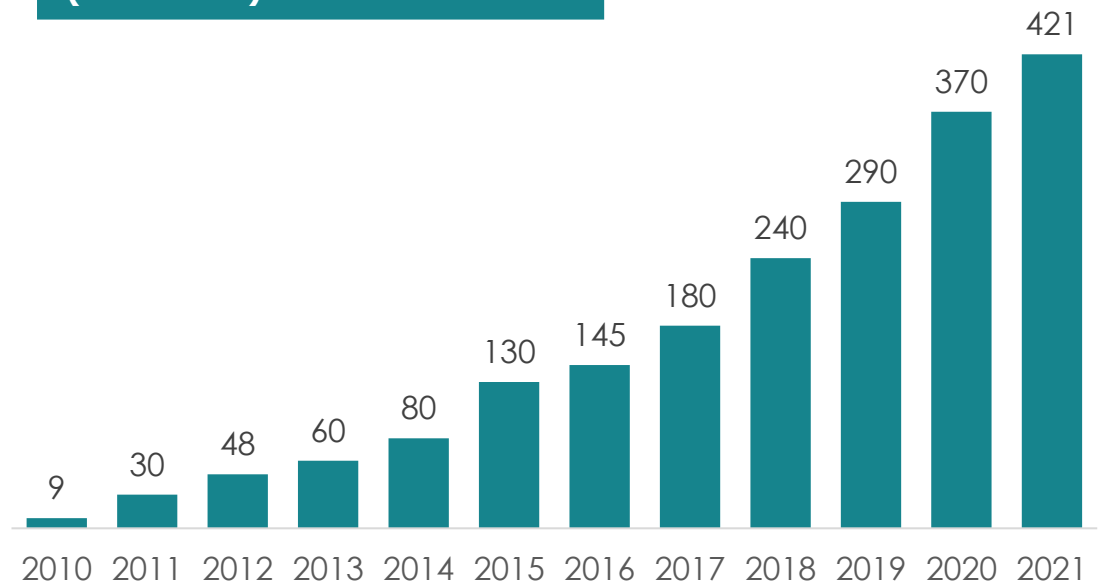
For who seeks guarantee of passing grade, with written and curated materials extremely directed for each public notice

**24,000 subscribers**

**Users per year**  
(million)



**Subscribers per year**  
(thousand)





# WHY ARE WE UNIQUE?



**We have the most  
practical way to study  
in the market**

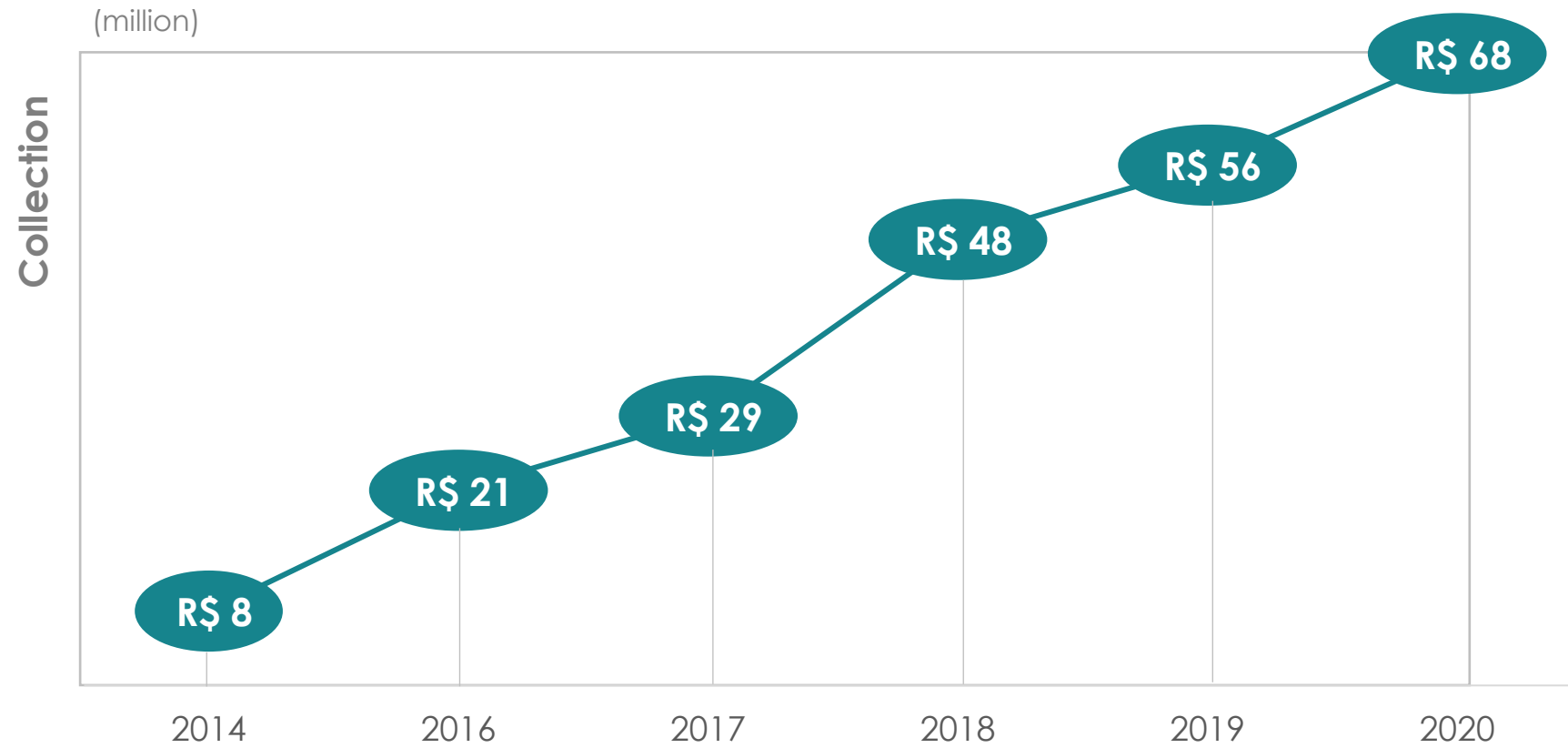


**We have the only  
premium product at  
affordable prices**



**We have the biggest  
collaborative study  
community for public  
examinations in Brazil**

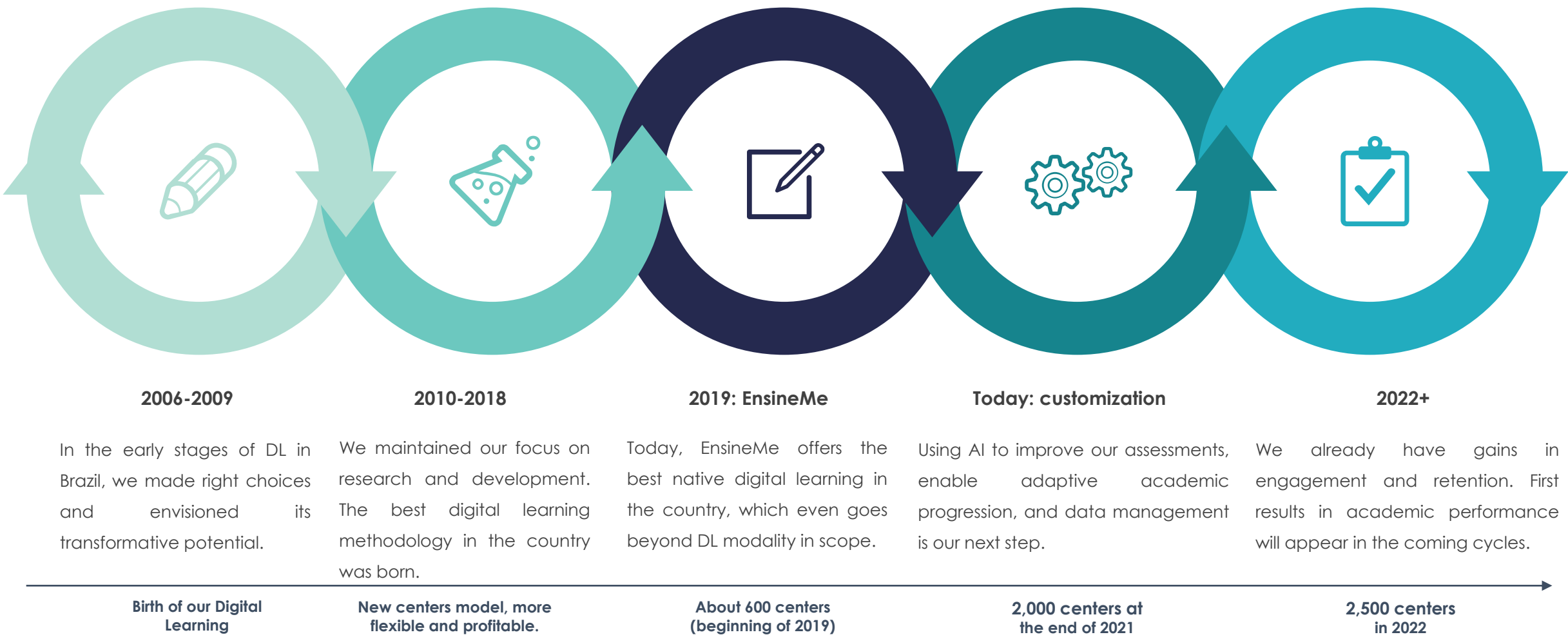




# THE REVOLUTION OF DIGITAL EDUCATION

Customization: the next frontier

High quality digital learning. And more clever each time.



# OUR DIGITAL LEARNING

## 21<sup>st</sup> Century Digital Learning

### Digital Native

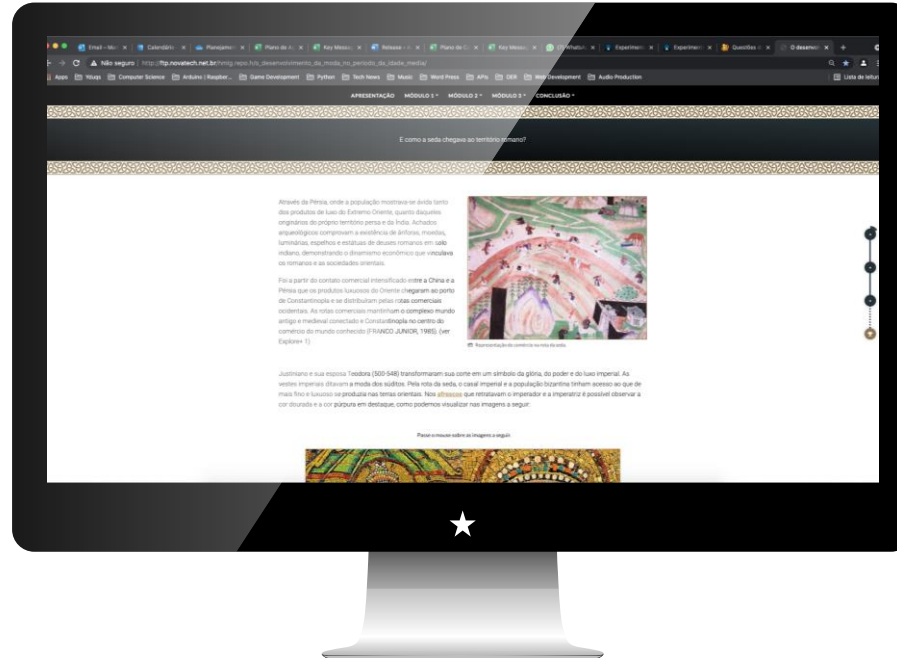
Teaching designed for the internet, accessible from any device, streaming or offline.

### Highest quality

Content created by the best specialists in the country. Strict curatorship EnsinMe.

### Richness of objects

Our design and multiplicity of learning objects are already a reference in the sector.



### Modular and flexible

Approach by subjects allows incredible productivity and speed. And flexibility for new products.

### Adaptive and Personalized

The learning and evaluation subsystems should answer to each student need, elevating academic performance.

### Success Oriented

AI application will also pave the way to decisions on data and automated management for the success of the student.

# HOW TO GET THERE

More than just a segment. A learning and technology ecosystem .

**The YDUQS Digital BU, in a turbo version.** We are reorganizing ourselves, grouping all of our business that are in the digital segment.



## Products with quality and flexibility

With Digital Estácio, DLs of local institutions, DL Wyden, Damásio, Clio, Ibmecc Online, Qconcursos and Digital graduate programs of all IES, we reached all segments with great quality.

## Tecnology and Innovation

**EnsineMe**, our great innovation and quality driver, **Qconcursos** and other companies which form the largest and most dynamic Digital Learning hub in the country.

## Life Long Learning

The largest **graduate and prep courses** operation contributes with expertise in order to serve students at any moment in their lives or academic path.

## Digital Learning

Our **teaching** and **relationship** teams and **EnsineMe** work, in an integrated way, to always deliver, the best digital learning program of the country.

## DL centers network expansion and management

Here are our **operations** to broaden our presence in a continuous way and assure alignment, quality and efficiency of the DL centers network



'The best way to foresee the future is to create it'



YDUQS

EnsineMe





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