



Potentia to Acquire Education Horizon Group

Press Release - Monday 26th August 2019

MELBOURNE, VIC AUSTRALIA, EDUCATION HORIZON GROUP (“EHG”), the leading K-12 ed-tech provider, today announced that Potentia Capital, Australia’s leading technology focused private equity firm, has acquired a majority stake in EHG.

Tim Dawson will continue in his capacity as EHG Group Chief Executive Officer and as a Board member. The executive and management teams will remain in place and will continue to hold a significant stake in the business. In conjunction with the closing, representatives from Potentia Capital will join the board of EHG.

With over 40 years of heritage, EHG was formed in 2016 through the partnership of market leading education software platforms Synergetic Management Systems and SEQTA Software. EHG now comprises offerings across school management, teaching and learning, property and location data management through products including Synergetic Management Systems, SEQTA Software, OMNILINK, myEdOnline, SchoolPRO and SPS. EHG supports 1,100+ schools and 650k+ users globally.

Potentia Capital is a Sydney-headquartered private equity investment firm focused exclusively on technology, tech-enabled services and software businesses. Their team is one of the most experienced in the Australian private equity market having collectively deployed over \$2 billion of capital across more than 10 investments in the technology sector globally.

“Potentia is uniquely placed to partner with EHG to support and help accelerate our next phase of growth” said Tim Dawson, CEO of EHG. “Their depth of sector knowledge, collaborative partnership style and shared respect for our values, was instrumental in choosing Potentia as our ideal partner.”

“EHG has been a market leader in driving innovation across the K-12 sector for over 40 years,” said Andrew Gray, Managing Director at Potentia Capital, “With an exceptional caliber founding and management team, EHG have a proven track record of market leadership. I look forward to working with them to deliver on their vision and ambitions for growth.”

The transaction is expected to close by 16th September 2019. Blackpeak Capital served as exclusive financial advisor to EHG during the acquisition process. EHG was further advised by DLA Piper. Genesis Advisory, Ernst and Young and Herbert Smith Freehills advised Potentia Capital.



About Education Horizons Group (EHG)

Education Horizons Group is the largest wholly Australian-owned K-12 school management, teaching and learning software company that truly empowers school administration staff and teachers to complete their work efficiently and effectively. EHG combines world-class school management provider, Synergetic Management Systems, with award-winning teaching and learning management developer, SEQTA Software, to offer schools an end-to-end software solution.

About Potentia Capital

Potentia Capital is Australia & New Zealand's leading private equity investment firm focused exclusively on technology, tech-enabled services and software businesses. Their team is one of the most experienced in the Australian private equity market having collectively deployed over \$2 billion of capital across more than 10 investments in the technology sector globally. Potentia principals have led private equity investments for over two decades and are amongst Australia's most respected and awarded private equity principals.

Potentia Capital acquires software, tech-enabled services and technology businesses headquartered in Australia and New Zealand with enterprise values between \$50 million – \$300+ million. With a proven track record, Potentia Capital has a portfolio of technology businesses across the Mining, Human Capital Management, Education, and Financial services sectors.