

Scentia Education Group

CHAMP Ventures in partnership with Petersen Group is pleased to announce the formation of Scentia, a leading education and training group

16 October 2015

Arvid Petersen, Chairman of Scentia Pty Limited (“Scentia”), is pleased to announce the merger of the Australian Institute of Management Education and Training (“AIMET”) and Ivy College under the Scentia brand to form a leading Australian education and training group with unrivalled student offerings across corporate solutions, open programs, vocational education and post-graduate higher education.

AIMET, under the leadership of Dan Musson, has state based operations consolidated into a leading nationwide provider of management education and training services across corporate learning, higher education and more recently vocational education.

Ivy College, founded and led by Peter Mobbs, is a rapidly growing vocational education provider offering nationally recognised diploma and advanced diploma level qualifications via online and blended delivery. Ivy College is an award winning, customer-centric business, with best in class integrated and scalable systems as well as strong direct sales and marketing capabilities.

Going forward Scentia will operate under four key brands:

- **AIM Corporate:** Focused on delivering education and training services to corporate customers, cementing AIMET’s position as the leading provider of training and education to Australian employers. AIM Corporate will continue to deliver a range of customised in-situ and on campus consortia programs and open learning programs. These are designed to assist companies to strategically develop the capability and capacity of their people to achieve the company’s or department’s vision and objectives.
- **AIM Business School:** Focused on delivering post graduate qualifications offering flexibility in the mode of delivery. Combining our unique heritage with our status as a registered Higher Education provider, AIM Business School will deliver flexible, accessible and practical accredited postgraduate programs pitched at developing the capability of emerging managers and senior executives.
- **AIM College:** A registered training organisation (RTO) focused on delivering vocational qualifications specialising in business, management and leadership-related disciplines direct to consumers.
- **Ivy College:** A RTO specialising in delivery of flexible online and blended learning vocational qualifications across events, business and management, health and wellbeing, beauty and design and technology.

Under the new brand, Scentia, AIMET and Ivy’s vocational operations will be consolidated to deliver clients and students the best both businesses have to offer.

Peter Mobbs will lead the vocational education businesses, both AIM College and Ivy College. Dan Musson will continue to lead AIM Corporate and AIM Business school. Both



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CEOs will work closely together to ensure best practice systems, process and knowledge are shared between the two businesses.

Peter Montgomery will take on the role of CFO for Scentia, responsible for the financial reporting and management of all four brands. Andrew Mills, former CFO of Study Group and Executive Director of Ivy College will join the Scentia Board as a non-executive director with the initial responsibility for managing integration.

“We are excited about this opportunity to further leverage the history and heritage of the AIM brand by bringing Ivy College’s best-in-class systems, direct marketing expertise and student support function. Scentia will be truly a unique education and learning business offering students complete life-of-learning solutions” said Mr Petersen.

CHAMP Ventures Associate Director, Adrian Kerley added “CHAMP Ventures has a long track record of partnering with strong managers and supporting high-growth companies. The combination of the AIM brand and the leading student acquisition and support capabilities of Ivy College to create a leading diversified Australian education business is another example of this.

We are committed to building a sustainable, leading provider of education services and delighted to be partnering with Dan and Peter to achieve this.”

The merger closed on 15 October 2015.

For further information please go to www.aim.com.au and www.ivy.edu.au or contact:

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About CHAMP Ventures

CHAMP Ventures is one of the longest continuously running partnerships in its industry niche in the Asia Pacific region. CHAMP Ventures and its predecessor AMIL, which was formed in 1987, have a consistent, successful track record of private equity investing in Australia and New Zealand across industry sectors, transaction types and exit routes.

CHAMP Ventures is part of the CHAMP Group, one of Australia’s leading private equity managers with over A\$3 billion in funds under management. The CHAMP Group has offices in Sydney and Brisbane, Australia and affiliated offices in Singapore and New York, giving it an unrivalled reach amongst Australian based peers.



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Recent investments by CHAMP Ventures include Lorna Jane, Australia's leading activewear retailer and lifestyle brand; SG Fleet, a leading provider of fleet management and salary packaging services which successfully listed on the Australian Stock Exchange in March 2014; and Cater Care, a national provider of contract catering to remote mining and resources sites, aged care facilities, universities, boarding schools, factory canteens and offices.

For further information please go to www.champventures.com

About Petersen Group

Petersen Group is a private investment company based in Sydney, Australia focused on private equity, property and other family office related activities.

