



Private Education Groups Benchmarking (2019-2025)

A) Master Dataset (2019–2025 Financial & Operating Metrics)

Note: All financials are in **USD** (converted at annual avg FX [1](#) [2](#)). "Listed?" indicates if the group is publicly listed (with ticker). Confidence tags: **High** = audited filings; **Med** = credible estimates; **Low** = limited data.

Country	Group	Segment	Listed? (Ticker)	FY End	Year	MarketCap_USD	Revenue_USD	EBITDA_U
USA	Bright Horizons Family Solutions	Early Education (Pre-K)	Yes (NYSE: BFAM)	Dec 31	2019	\$5.7 B (12/31/2019) 3	\$2.06 B 4	\$402 M (est.)
USA	Grand Canyon Education (GCE)	Higher Ed (OPM for GCU)	Yes (Nasdaq: LOPE)	Dec 31	2019	\$4.4 B (12/31/2019) 6	\$0.77 B 7	\$0.24 B (est.)
USA	Adtalem Global Education	Higher Ed (Univ/ Medical)	Yes (NYSE: ATGE)	June 30	2019	\$3.1 B (6/30/2019) 12	\$1.05 B 13	\$0.20 B (est.)
USA	Strategic Education Inc.	Higher Ed (Univ – Strayer/ Capella)	Yes (NASDAQ: STRA)	Dec 31	2019	\$1.98 B (2019) 14	\$0.970 B 15	\$0.200 B (est.)
USA	Laureate Education	Higher Ed (Univ – LatAm)	Yes (NASDAQ: LAUR)	Dec 31	2019	\$4.93 B (2019) 16	\$0.971 B 16	\$0.191 B
China	New Oriental Education	After-school (K-12 & language)	Yes (NYSE: EDU)	May 31	2019	\$9.22 B (2019) 17	\$3.10 B 18	\$0.672 B (est.)
China	TAL Education Group	After-school (K-12 tutoring)	Yes (NYSE: TAL)	Feb 28	2019	\$6.8 B (2019) 21	\$3.14 B 22	\$0.370 B (est.)

Country	Group	Segment	Listed? (Ticker)	FY End	Year	MarketCap_USD	Revenue_USD	EBITDA_USD
China	Offcn Education Tech. (Zhonggong)	Vocational (civil service exam prep)	Yes (SZSE: 002607)	Dec 31	2019	~\$10.5 B (2019) (¥74B) <small>24 25</small>	~\$1.60 B (2019) (¥11.3B)	\$0.45 B (est.)
China	China Education Group Holdings	Higher Ed (Universities, China & abroad)	Yes (HKEX: 0839)	Aug 31	2019	~\$1.1 B (2019) <small>27</small>	\$0.320 B (¥2.22B) <small>27</small>	\$0.150 B
China	China East Education Holdings	Vocational (culinary, tech)	Yes (HKEX: 0667)	Dec 31	2019	~\$1.9 B (2019) <small>30</small>	\$0.420 B (¥2.9B) (est.)	\$0.110 B (est.)
Malaysia	Taylor's Education Group	K-12 & Univ (multi-campus)	No (Private)	Dec 31	2019	N/A (private)	\$150 M (est.)	\$30 M (est.)
Malaysia	Sunway Education Group	K-12 & Univ (Sunway, Monash MY)	No (Private, under Sunway Bhd)	Dec 31	2019	N/A (segment of Sunway)	\$100 M (est.)	\$20 M (est.)
Malaysia	SEGi University & Colleges	Higher Ed (Univ & colleges)	Yes (MYX: 9792)	Dec 31	2019	\$0.12 B (2019) (MYR0.5B) <small>36</small>	\$47 M (MYR195M) <small>36</small>	\$12 M <small>36</small>
Malaysia	Cyberjaya Education Group (ex-HELP)	Higher Ed (Univ - UoC)	Yes (KLSE: 5166)	Dec 31	2019	\$0.05 B (2019) (MYR0.2B)	\$26 M (MYR108M)	\$4 M (loss)
Malaysia	UCSI Group (UCSI Univ & sch.)	Univ & K-12 (Malaysia)	No (Private)	Dec 31	2019	N/A (private)	\$55 M (est.)	\$10 M (est.)
Thailand	SISB Public Co. Ltd.	K-12 (Intl. schools chain)	Yes (SET: SISB)	Dec 31	2019	\$0.12 B (2019) (THB3.6B) <small>40</small>	\$16.8 M (THB520M) <small>40</small>	\$6 M <small>40</small>
Thailand	Bangkok University	Higher Ed (Univ, Bangkok)	No (Private)	Dec 31	2019	N/A (private)	\$60 M (est.)	\$10 M (est.)
Thailand	Rangsit University	Higher Ed (Univ, BKK)	No (Private)	Dec 31	2019	N/A (private)	\$55 M (est.)	\$8 M (est.)

Country	Group	Segment	Listed? (Ticker)	FY End	Year	MarketCap_USD	Revenue_USD	EBITDA_USD
Thailand	Un. of Thai Chamber of Comm. (UTCC)	Higher Ed (Univ, Bangkok)	No (Private)	Dec 31	2019	N/A (non-profit)	\$50 M (est.)	\$5 M (est.)
Thailand	Assumption Univ. (ABAC)	Higher Ed (Univ, Catholic)	No (Private)	May 31	2019	N/A (private)	\$45 M (est.)	\$5 M (est.)
Indonesia	Bina Nusantara (BINUS) Group	Univ & K-12 (national chain)	No (Private)	Dec 31	2019	N/A (private)	\$110 M (est.)	\$25 M (est.)
Indonesia	Yayasan Pelita Harapan (UPH)	Univ & K-12 (Lippo Group)	No (Private)	Dec 31	2019	N/A (private)	\$90 M (est.)	\$15 M (est.)
Indonesia	Sampoerna Education	Univ & K-12 (Sampoerna)	No (Private)	Dec 31	2019	N/A (foundation)	\$30 M (est.)	\$0 (reinvested)
Indonesia	Telkom Education (Tel-U + polytechnics)	Univ & Vocational (Telkom)	No (Corp. segment)	Dec 31	2019	N/A (segment of TLKM)	\$50 M (est.)	\$5 M (est.)
Indonesia	Ciputra Education	Univ & K-12 (Ciputra Group)	No (Private)	Dec 31	2019	N/A (private)	\$20 M (est.)	\$2 M (est.)
Philippines	Far Eastern University (FEU)	Higher Ed (Univ, Manila)	Yes (PSE: FEU)	Mar 31	2019	\$0.19 B (2019) (₱10B) ⁴⁷	\$57 M (₱2.97B) ⁴⁷	\$18 M ⁴⁷
Philippines	Centro Escolar Univ. (CEU)	Higher Ed (Univ, Manila)	Yes (PSE: CEU)	Mar 31	2019	\$0.08 B (2019) (₱4B) ⁴⁷	\$24 M (₱1.25B) ⁴⁷	\$5 M ⁴⁷
Philippines	STI Education Systems	Higher Ed (colleges network)	Yes (PSE: STI)	Mar 31	2019	\$0.05 B (2019) (₱2.5B)	\$20 M (₱1.04B)	\$4 M
Philippines	Lyceum of Philippines U. (LPU)	Higher Ed (Univ, multi-campus)	Yes (PSE: LPU)	Sep 30	2019	\$0.09 B (2019) (₱4.7B)	\$28 M (₱1.45B)	\$6 M

Country	Group	Segment	Listed? (Ticker)	FY End	Year	MarketCap_USD	Revenue_USD	EBITDA_U
Philippines	iPeople (Mapúa Schools)	Higher Ed (Univ & colleges)	Yes (PSE: IPO)	Dec 31	2019	\$0.14 B (2019) (₱7.5B)	\$45 M (₱2.3B)	\$10 M
Vietnam	Nguyen Hoang Group (NHG)	K-12 & Higher Ed (VN)	No (Private)	Dec 31	2019	N/A (private)	\$200 M (self- disclosed) <small>48</small>	N/D
Vietnam	Vingroup Education (Vinschool & VinUni)	K-12 & Univ (VN)	No (Private, Vingroup)	Dec 31	2019	N/A (non-profit model)	~\$50 M (est., reinvested)	N/A (non- profit)
Vietnam	FPT Education (FPT Univ & others)	Higher Ed & K-12 (VN)	Segment (HOSE: FPT)	Dec 31	2019	N/A (part of FPT Corp)	\$160 M (₹3.72T) <small>53</small>	\$50 M (es...)
Vietnam	Vietnam Australia Int'l School (VAS)	K-12 (bilingual, VN)	No (Private, TPG)	Jun 30	2019	N/A (private)	\$40 M (est.)	\$10 M (es...)
Vietnam	EQuest Education Group	K-12, Colleges & EdTech (VN)	No (Private, KKR)	Dec 31	2019	N/A (private)	\$20 M (est.)	\$2 M (est.)
Vietnam	HungHau Education (HHE)	Higher Ed (Van Hien Univ)	Yes (HOSE: HHE)	Sep 30	2019	~\$0.015 B (2019) (₹350B)	\$6 M (₹140B)	\$1 M

(N/D = No Data; est. = estimated; CAGR = Compounded Annual Growth Rate.)

Exchange Rates: Local currencies converted to USD at **period-average** rates 1. For example, 2019: CNY 6.907/USD, MYR 4.14/USD, THB 31.1/USD, IDR 14,146/USD, PHP 51.8/USD, VND 23,224/USD 1 58. Market cap converted at year-end FX.

B) Country Top-5 Summaries (2025)

USA - Top 5 Private Education Operators (Listed by market cap): These are primarily higher-education companies (universities and childcare) ranked by market capitalization. 2025 figures for revenue, EBITDA, etc., are based on latest actuals or analyst estimates (FY2024 or FY2025e, as noted).

Rank	Group (USA)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net Profit	Students	IT Spend % Rev
1.	Bright Horizons (BFAM)	Largest by market cap (early education) ③	~\$2.7 B (FY25e) ⑤⁹	~\$480 M (18%)	~\$120 M	N/A (~120k children served)	~2.5% (childcare avg.) ③³
2.	Grand Canyon Education (LOPE)	High mkt cap; large online uni (GCU OPM) ⑬	~\$1.09 B (FY25) ⑥⁰	~\$330 M (30%)	~\$290 M ⑥¹	~133,000 (univ.) ⑥²	~1.5% (est.)
3.	Adtalem Global (ATGE)	Major listed university group ⑥³	~\$1.5 B (FY25e)	~\$300 M (20%)	~\$180 M	~26,000 (medical & uni)	~1% (est.)
4.	Strategic Education (STRA)	Notable for-profit universities ⑭	~\$1.25 B (FY25e) ⑥⁴	~\$250 M (20%)	~\$200 M	~90,000 (Strayer+Capella)	~1% (est.)
5.	Laureate Education (LAUR)	Pure-play global university operator ⑥⁵	~\$0.80 B (FY25e)	~\$200 M (25%)	~\$120 M	~350,000 (LatAm universities)	~1% (est.)

(Note: BFAM's 2025e revenue from consensus; others based on FY2024 actual with modest growth ⑤⁹ ⑩. Laureate sold several assets in 2019–20, so 2025 reflects continuing ops ⑥⁵.)

China – Top 5 Private Education Groups: China's list includes two **tutoring giants** and three **formal education operators**. Rankings by market cap (as of 2025) ⑯ ⑯. 2025 revenue for New Oriental & TAL is FY2025 (year ended May 2025 and Feb 2025 respectively), reflecting post-regulatory pivot.

Rank	Group (China)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net Profit	Students	IT % Rev
1.	New Oriental (EDU)	#1 by market cap; ex-tutoring leader pivoting to new services ⑯ ⑯	\$4.90 B (FY25) ⑯ ⑯	~\$800 M	\$367 M ⑯⁶	4.9 million enrollments (FY25) ⑯ ⑯	~3% (est.)

Rank	Group (China)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net Profit	Students	IT % Rev
2.	TAL Education (TAL)	#2 market cap; ex-K12 tutoring (online/offline) ⁶⁷ ²³	\$2.65 B (FY25) ²	~\$400 M	~\$0 (near breakeven)	3.2 million enrollments (FY25)	~2% (est.)
3.	East Buy (Koolearn) (1797.HK)	#3 by cap; New Oriental's online arm (now e-commerce) ⁶⁸	\$0.51 B (FY25e)	~\$50 M	~\$45 M	N/A (livestream customers)	~4% (tech)
4.	Offcn Education (002607.SZ)	#4 by cap; largest vocational exam prep provider ⁶⁹ ²⁵	\$0.72 B (FY2023) ²⁵	(-\$90 M EBITDA loss)	-\$130 M (loss) ⁷⁰	~1.2 million trainees (2023)	~1.5% (low)
5.	China Education Group (839.HK)	Top higher-ed group (10+ universities) ⁷¹	\$0.60 B (FY25e)	\$250 M	\$150 M	275,000 students (2025) ²⁷	~2% (est.)

(Note: 2021 regulatory bans cut New Oriental/TAL revenues ~60% ⁷². Both rebounded by diversifying: New Oriental's livestream commerce & adult training drove 44% YoY revenue jump in FY2024 ¹⁹. TAL's FY2025 revenue grew +28% ². Offcn faced pandemic-related losses ⁷³. Higher-ed groups remained stable.)

Malaysia – Top 5 Private Education Groups: Malaysia's field includes **two listed operators** and major **private university networks**. Few are pure-play listed, so top-5 includes prominent private groups (revenue figures are latest estimates, as full financials aren't public):

Rank	Group (Malaysia)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
1.	Taylor's Education Group	Largest 33	~\$200 M (FY24) ³³	~\$50 M	~\$30 M	25,000 (K-12+Uni)	~3% (est.)

Rank	Group (Malaysia)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
2.	Sunway Education (Sunway)	2nd largest (Sunway Univ., schools)	~\$120 M (FY25e)	~\$25 M	~\$15 M	20,000+ (Uni+K-12)	~4% (est.)
3.	SEGi University & Colleges	Largest listed edu company ³⁶	~\$45 M (FY24)	~\$10 M	~\$6 M	~18,000 (higher-ed)	~2% (est.)
4.	UCSI Group	Major private univ. + schools	~\$60 M (FY25e)	~\$12 M	~\$8 M	~12,000 (university)	~2% (est.)
5.	Cyberjaya Educ. (ex-HELP)	Listed via Minda Global (HELP Univ.) ³⁸	~\$30 M (FY24)	breakeven	~\$0 M	~5,000 (university)	~1% (est.)

(Note: Taylor's and Sunway are family-owned conglomerates, so data is from estimates and industry sources ³³. SEGi and Cyberjaya (formerly HELP) publish financials (smaller scale) ³⁶. IT spend data is sparse; Malaysian private universities typically spend ~3% of revenue on IT ³³.)

Thailand – Top 5 Private Education: Few Thai education firms are listed. #1 SISB is the **only listed school chain**, while others are large **private universities** (data from enrollment and estimates):

Rank	Group (Thailand)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
1.	SISB PCL	Only listed edu stock (intl. schools) ⁴⁰	~\$30 M (FY25e)	~\$12 M	~\$8 M	4,000 (K-12) ⁴⁰	~3% (est.)
2.	Bangkok University	Largest private uni (BKK)	~\$65 M (FY25e)	~\$12 M	~\$9 M	28,000 (university) ⁴²	~2% (est.)
3.	Rangsit University	Major comprehensive uni (BKK)	~\$60 M (FY25e)	~\$10 M	~\$6 M	32,000 (university) ⁴²	~2% (est.)
4.	Univ. of Thai Chamber of Commerce (UTCC)	Renowned business university	~\$55 M (FY25e)	~\$6 M	~\$4 M	20,000 (university)	~1% (est.)

Rank	Group (Thailand)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
5.	Assumption Univ. (ABAC)	Noted int'l Catholic university	~\$50 M (FY25e)	~\$5 M	~\$3 M	10,000 (university)	~1% (est.)

(Note: SISB has grown enrollment ~15% YoY with new campuses ⁴⁰. The private universities have stable enrollments; e-learning adoption is rising but IT budgets remain modest (~1-2%).)

Indonesia – Top 5 Private Education Groups: Indonesia's private sector is dominated by **university networks** (often foundation-owned) rather than listed firms. Top groups here are chosen by scale of enrollment:

Rank	Group (Indonesia)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
1.	Bina Nusantara (BINUS)	Largest private university + K-12 network	~\$130 M (FY25e)	~\$30 M	~\$20 M	40,000 (uni) + 6,000 (K-12) ⁴⁵	~2.5% (est.)
2.	Pelita Harapan (UPH)	Major multi-campus uni + schools (Lippo)	~\$100 M (FY25e)	~\$18 M	~\$12 M	25,000 (uni) + 4,000 (K-12)	~2% (est.)
3.	Telkom Education (Tel-U)	Large corporate-backed university (Telkom)	~\$70 M (FY25e)	~\$8 M	~\$5 M	50,000 (uni & polytechnic)	~4% (est.)
4.	Muhammadiyah Edu Network	<i>Private nonprofit network (~120 universities)</i>	~\$60 M (FY25e)*	N/A	N/A	500,000+ (across 100+ univ.)	N/A

Rank	Group (Indonesia)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
5.	Sampoerna Schools System	Elite private uni & high schools (CSR model)	~\$35 M (FY25e)	breakeven	~\$0	4,000 (univ) + 1,500 (K-12)	~1% (est.)

(Note: Entries marked * are nonprofit networks included for scale context – Muhammadiyah's vast network dwarfs others in student count ³⁹ but operates under a charity model (no profit data). Private for-profit groups like BINUS and UPH lead in revenue. IT spending is relatively low, with digital initiatives emerging slowly in traditional Indonesian universities.)

Philippines – Top 5 Private Education Groups: The Philippines has several **listed university operators**. Top-5 are ranked by revenue (and market cap), dominated by higher-ed institutions:

Rank	Group (Philippines)	Why Top-5	2025 Revenue	2025 EBITDA	2025 Net	Students	IT Spend %
1.	Far Eastern University (FEU)	Largest listed edu group ⁴⁷	~\$65 M (FY2025e)	~\$20 M	~\$16 M	~42,000 (multi-campus) ⁴⁷	~2% (est.)
2.	iPeople (Mapúa/UIC)	2nd by revenue (Mapúa Univ. system)	~\$55 M (FY25e)	~\$15 M	~\$10 M	~60,000 (incl. colleges)	~1.5% (est.)
3.	STI Education Systems	Largest network by enrollment	~\$40 M (FY25e)	~\$8 M	~\$5 M	~70,000 (STI colleges)	~1% (est.)
4.	Lyceum of Philippines (LPU)	Rapidly growing listed university	~\$35 M (FY2025e)	~\$8 M	~\$6 M	~17,000 (multiple campuses)	~1% (est.)
5.	Centro Escolar Univ. (CEU)	Historic listed university	~\$30 M (FY2025e)	~\$6 M	~\$4 M	~15,000 (Manila campuses)	~1% (est.)

(Note: All five are publicly listed and have rebounded post-pandemic as on-campus classes resumed. FEU and Mapúa (iPeople) also expanded into basic education and tech programs ⁴⁷. IT spending remains minimal (~1-2%), though hybrid learning is prompting increased investments.)

C) Nguyen Hoang Group (NHG) Positioning

NHG – Profile & Data: NHG is a **Vietnam-based** private education conglomerate spanning **K-12 schools and universities**. It remains **privately held**, so published financials are limited. As of 2024, NHG operates **60 campuses in 24 provinces** with **~75,000 students** from kindergarten to PhD ⁷⁵ ⁷⁶. The group employs ~4,500 staff ⁷⁵. Key available figures:

- **Revenue:** **~\$200 M** in 2019 (self-disclosed) ⁴⁸. FY2022-2023 revenue not publicly disclosed; two NHG universities (Hoa Sen & Hong Bang) posted **~\$37M each** in 2022-23 ⁴⁷. We estimate NHG's consolidated 2023 revenue at **~\$120-150 M** (moderate confidence).
- **Profitability:** Not disclosed. NHG likely reinvests heavily; its two flagship universities had modest profits (~\$2-3 M each) ⁴⁷. Group EBITDA margin is **roughly estimated ~15%** (medium confidence). Net margins are likely **single-digit**, given expansion costs (e.g. interest, new campus depreciation).
- **Students:** **75,000** in 2024 across K-12 and higher ed ⁷⁶. This is up from ~65,000 in 2019 ⁴⁹ – a CAGR of ~3% in enrollment. K-12 students form ~80% of total (bilingual & international K-12), with ~15,000 in universities.
- **Staff:** **~4,500** (2024) including faculty and school staff ⁷⁵. Student-to-staff ratio ~16.7, which is competitive (peers ~15-20 students per staff).
- **IT Spending:** **Not publicly disclosed**. Education sector benchmarks **~2-4%** of revenue on IT ³³. NHG likely around **2%** (Low confidence). The group has launched digital initiatives (e.g. online learning platforms), but IT spend is still a small portion of its budget.

NHG vs. Peers – Scale & Margins: By student enrollment, NHG (75k students) is **mid-sized** in the regional context – smaller than giants like FPT Education (150k) or China Education Group (275k), but larger than most single-campus universities. By revenue (~\$130M est. 2023), NHG is comparable to mid-tier listed peers (e.g. Laureate's continuing ops, FEU in Philippines) ⁶⁵ ⁴⁷. However, NHG's **EBITDA margin ~15%** (est.) trails some mature peers – e.g. U.S. for-profit universities often ~20-25% ⁷⁷, and higher-ed groups in Philippines ~30% EBITDA margin ⁴⁷. This is expected as NHG is still in a growth phase (new campuses ramp-up). Its **net margin** (est. 5-8%) likely lags regional medians (~10-15% for established edu companies).

Closest Peer Cluster: In terms of **student scale**, peers include: **FPT Education (VN)** – 150k students ⁵⁴, **China Education Group** – 275k students ²⁷, **Grand Canyon University (USA)** – 125k students ⁴², and **Vinschool (VN)** – 50k K-12 students ⁷⁸. By **revenue & margins**, comparable mid-size operators are **FEU (PH)** (~\$65M revenue, 20% EBITDA) and **Laureate (USA)** (~\$180M revenue (LatAm), ~15% EBITDA) ⁶⁵. Regionally, **Mapúa/iPeople (PH)** and **BINUS (Indonesia)** also mirror NHG's mix of tertiary and K-12, with ~\$50-130M revenues.

NHG Similar vs. Different – Key Dimensions: We compare NHG to the *median of a peer cluster* (FPT Education, BINUS, FEU, Laureate LatAm) on critical dimensions:

Dimension	NHG (est.)	Peer Median	Gap	Interpretation	Suggested Action for NHG
Scale (Students)	75,000 students <small>76</small>	~80,000 students	-5,000 (NHG slightly smaller)	Comparable scale to peers – within 5% of median.	Leverage scale: seek modest growth (organic & M&A) to stay on par.
Revenue (2025)	~\$130 M (est.)	~\$140 M	-\$10 M (NHG slightly lower)	Revenue in line with peers (a bit lower due to lower fees/pricing).	Gradually increase tuition where market allows; boost ancillary income (e.g. services).
Revenue CAGR ('19-'25)	~4% (est.)	~6% <small>18 23</small>	-2 pp (below median)	NHG's growth slower than peers' ~6% (pandemic + Vietnam K-12 cap on fees).	Invest in new programs (e.g. international curricula, adult learning) to accelerate growth.
EBITDA Margin	~15% (est.)	~22% <small>77 47</small>	-7 pp (lower)	NHG margins are below mature peers, likely due to expansion costs.	Improve operating efficiency: optimize class sizes, share resources across schools.
Net Profit Margin	~5-8% (est.)	~12% <small>47</small>	-5 pp (lower)	NHG's net profitability is modest. High interest & depreciation from growth phase suppress net margin.	Consider refinancing debt for lower cost; pace expansions to allow profit catch-up.
Revenue/ Student	~\$1,733 per student (est.)	~\$1,800– 2,000	<i>slightly low</i>	NHG's average tuition revenue per student is marginally below peers (VN pricing is generally lower).	Differentiate premium offerings (international programs) to command higher fees per student.

Dimension	NHG (est.)	Peer Median	Gap	Interpretation	Suggested Action for NHG
Profit/Student	~\$150 (est.)	~\$250	-\$100	Profit per student lags – due to lower fees and ramp-up expenses.	Improve operational leverage: e.g. digital content reuse, centralized admin to raise profit per student.
Student-Staff Ratio	~16.7:1 <small>75</small>	~18:1	+1.3 (NHG slightly better)	NHG has a favorable (lower) student-to-staff ratio – indicating smaller class sizes/better service.	Maintain quality focus – this is a competitive strength; selectively increase class size if it can improve margins without quality loss.
IT Spend % Rev	~2% (est.)	~3% <small>33</small>	-1 pp (below)	NHG invests a smaller share in IT than peers who spend ~3% on EdTech/digital.	Step up IT investment – adopt learning management systems, data analytics to enhance teaching and efficiency.
Diversification	K-12 + University (Vietnam)	Peers mostly one segment or one country	N/A (NHG more diversified domestically)	NHG spans multiple segments (reduces single-market risk). Many peers focus on either K-12 or HE or one geography.	Leverage vertical integration (K-12 to uni pathway). Expand regionally to diversify geography (if feasible).

Summary Interpretation: NHG is **comparable in scale** to its regional peers but is **underperforming on margins and revenue per student**. Its conservative tuition pricing and rapid expansion have tempered financial performance. However, NHG excels in **quality metrics** (low student-to-teacher ratio) which likely drives its strong reputation.

Strategic Implications for NHG: To close gaps, NHG should **increase efficiency and revenue**: moderate class size increases, upscale certain schools to higher fee models, and introduce revenue-generating services (online courses, international partnerships). **Technology adoption** is a clear area of improvement – NHG lags peers in digital investment, which could improve scalability and student outcomes. Additionally, NHG could consider **strategic partnerships or equity funding** (once market conditions improve ⁷⁹) to fuel growth without over-leveraging (the 2022 attempt valued NHG at ~\$1B ⁸⁰ but stalled due to market conditions). With Vietnam's rising middle class and stable demand, NHG has room to **raise margins** by transitioning from a pure growth mindset to an **efficiency and differentiation** focus.

D) Key Insights & Implications for NHG

- **Market Leadership Varies by Country:** In the USA and China, **listed education giants** (e.g. Bright Horizons, New Oriental) achieve multi-billion-dollar revenues ⁵⁹ ¹⁹, whereas in Southeast Asia, even top private groups operate at a smaller scale (tens of millions USD) ⁴⁷ ³³. This reflects differing market maturities and private sector roles (e.g. China/US have huge for-profit sectors, while ASEAN markets are growing from a smaller base).
- **High Growth in China Post-Regulation:** Chinese private education firms underwent a rollercoaster: New Oriental and TAL lost ~60-70% of revenue in 2021-2022 due to regulatory bans ⁷², then reinvented offerings (quality-oriented tutoring, livestream e-commerce) leading to a strong rebound by 2024 (New Oriental +44% YoY, TAL +56% YoY revenue) ¹⁹ ⁸¹. This shows resilience – *regulatory risk can drastically impact the sector, but core demand for education services finds new channels*. NHG's takeaway: remain agile and diversify offerings to weather policy changes (e.g. complement formal schooling with edtech or enrichment programs).
- **Emerging Markets: Moderate Growth, Stable Margins:** Southeast Asian education groups (Malaysia, Philippines, Indonesia) saw steady mid-single-digit revenue CAGRs (~5-8%) from 2019 to 2025, aside from the pandemic dip ⁴⁷. Margins are generally healthy (Philippines uni operators post ~30% EBITDA margins) because of large class sizes and efficient operations ⁴⁷. *NHG lags here*, with an estimated EBITDA margin ~15%, indicating room to streamline operations without sacrificing quality.
- **Vietnam's Private Education Potential:** Vietnam's private education groups remain **mostly unlisted and relatively small** (NHG, VAS, EQuest each under ~\$150M revenue). Yet, demand is robust (NHG grew to 75k students, Vinschool to ~50k within a decade ⁷⁸). The constraint is capital: NHG paused its equity stake sale in 2022 over valuation concerns ⁸⁰. **Implication:** If NHG can tap investment at favorable terms (e.g. strategic investors or bonds once markets stabilize ⁸²), it could accelerate expansion and catch up to regional peers' scale.
- **IT Spending is Low Across the Board:** A consistent theme – private education operators underinvest in IT. Most companies reviewed spend <3% of revenue on IT/digital initiatives ³³. Even technology-driven groups (FPT Education) allocate modest budgets to IT relative to revenue. For NHG, this is a *missed opportunity*: EdTech can improve scalability (online courses, learning management systems) and student engagement. **NHG should increase IT spend** (toward ~3-5% of revenue) to implement e-learning platforms, data analytics for student performance, and automation of administrative tasks. This will not only improve efficiency but also appeal to tech-savvy families.

- **Student-to-Staff Ratio and Quality:** NHG and peers that emphasize quality maintain lower student-to-staff ratios (NHG ~16:1, SISB ~10:1 in international schools) compared to mass-market operators (many universities ~25:1 or higher). This **quality focus is a differentiator** that often justifies premium tuition. *However*, it can pressure margins. NHG appears to err on the side of quality (good for brand equity). **To balance this**, NHG might segment its offerings: e.g. continue low ratios in premium international programs, but allow slightly higher ratios in more affordable, national programs to boost financial sustainability.
- **Peer Benchmark – FPT Education:** FPT, though a different model (vocational/university focus), provides an interesting benchmark: It achieved **~\$250M revenue in 2024**⁸³ by aggressively expanding across provinces and integrating tech (training in AI, etc.)⁸⁴ ⁸⁵. With ~150k students, its scale affords economies that NHG hasn't yet realized. NHG can learn from FPT's strategy: partner with local governments (for campus openings), and align programs to labor market needs (e.g. IT, business English) to drive enrollment growth.
- **Over/Under-Performing Proxies:** Relative to similar groups:
 - **NHG's Strengths:** **Diversity of portfolio** (K-12 to PhD under one umbrella) – peers often focus on one segment. **Geographic spread within Vietnam** – 24 provinces reduces over-reliance on one city⁷⁶. **Quality reputation** – NHG's schools (e.g. International School of North America) are known for high standards, aiding pricing power.
 - **NHG's Weaknesses:** **Transparency and data** – As a private company, NHG lacks the rigorous disclosure of listed peers, which could hinder investor confidence. **Financial leverage** – likely higher due to rapid campus development (evidenced by attempted equity sale to deleverage⁸²). **Global connections** – peers like Laureate or Mapúa have international partnerships; NHG could engage more global affiliations (curriculum, faculty exchange) to enhance brand and justify higher fees.

• **NHG Strategic Moves Forward:**

- **Optimize Operations:** Aim to raise EBITDA margin towards 20% (peer median) by scaling successful schools, standardizing processes across campuses, and prudent cost control (without harming educational outcomes).
- **Targeted Expansion:** Rather than blanket expansion, identify high-demand niches (e.g. STEM-focused high schools, international bilingual programs in untapped cities). This drives enrollment growth (~5%+ CAGR) with better yields.
- **Digital & Hybrid Learning:** Invest in a robust online learning platform (possibly in partnership with a tech firm) to reach beyond physical campuses. This can create new revenue streams (online courses, test prep) and serve as a hedge against disruptions (like COVID or regulatory shifts).
- **Benchmark Pricing to Value:** NHG likely charges lower tuition than international peers. With its strong outcomes, it could incrementally increase tuition or introduce premium "platinum" programs – narrowing the revenue-per-student gap while staying affordable for the upper-middle class.
- **Talent and Training:** Continue to invest in teacher quality. Peers with strong faculty development (New Oriental's teacher training, etc.) bounced back faster⁷². NHG's teacher training institute (if established) could improve quality and also be marketed as a service to other schools (a new revenue avenue).

In conclusion, **Nguyen Hoang Group** stands at a pivotal point: it has built a substantial platform in Vietnam's education sector and now needs to **shift from growth to sustainable profitability**. By learning from regional peers – emphasizing efficiency, smart use of technology, and strategic program expansion – NHG can improve its financial performance while continuing to deliver high-quality education. This balanced approach will be crucial for attracting investment and maintaining its leadership as Vietnam's education landscape matures.

Sources: See *inline citations in tables and text for data references, including annual reports, investor filings, and reputable news sources.*

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