

The image is a promotional banner for American University Kyiv. It features a background of a university hallway with a series of arches. In the foreground, a young woman with long dark hair, wearing a white shirt and blue jeans, is walking and smiling. She is carrying a black bag and a pink folder. Next to her, a young man with short brown hair, wearing a denim shirt and blue jeans, is walking and talking to her. He is carrying a backpack and books. In the background, other students are visible, including a man in a white shirt and a woman in a blue top. The top left corner of the banner shows a portion of the American flag. The text is overlaid on the top and bottom of the image.

# American University Kyiv

The concept: A new private university in Kyiv to be formed in partnership with one of the world's leading US universities

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**Global connections**

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**Technology focused**

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**Innovative campus**

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**Industry-led curriculum**

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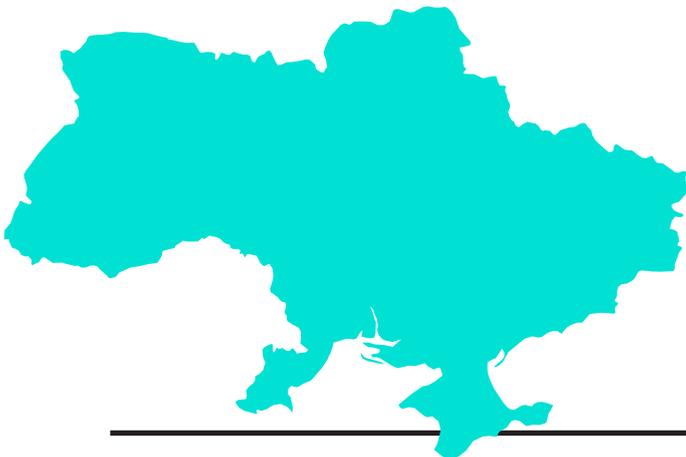
# WORLD-CLASS EDUCATION POWERED BY ONE OF THE WORLD'S BEST UNIVERSITIES

**American University Kyiv (AUK) will be a world-class private university in Ukraine, opening in September 2021. AUK will have access to world-leading curriculum from Arizona State University\***



## A new vision

American University Kyiv brings together investors from Georgia and Ukraine, and substantive expertise from Arizona State University, to advance a vision of quality, globally significant, higher education in Ukraine. As Ukraine is the fulcrum between the West and Russia, the future of Ukraine will determine the future of Europe. By bringing modern education to Ukraine, AUK has the potential to change the world.



## The time is right

A vast country of 41 million people, Ukraine has a strong local tradition in science and technology education, but is underserved by international scholarship of the highest quality.

Politically and economically, Ukraine lagged behind its Central and East European neighbors after the fall of the Warsaw Pact and Soviet Union. This began to change in 2014 with the “Revolution of Dignity,” which ushered out a corrupt and pro-Russian President and brought to power a pro-Western government more open to reform. Russia’s seizure of Crimea and military attack on Eastern Ukraine only further cemented Ukraine’s pro-Western sense of identity. On the heels of successful democratic elections, a peaceful change of power, and continued economic reform, Ukraine faces the greatest prospects of advancing its economy and integrating with Europe since 1991. The time is right to invest in western-quality, higher education in Ukraine.

## Coronavirus, Ukraine, and American Education

The coronavirus has hit Ukraine just as it has the wider global economy. This is appearing to have long-lasting consequences – including a greater demand for studying domestically instead of abroad, and a need for online education. Many of the 60,000 Ukrainians who have chosen to study abroad in the past are likely to be attracted to an American University in Kyiv itself.

## New, industry-designed programs to meet the needs of employers:

- STEM - School of Engineering and IT
- Business School, MBA, and Executive Programs
- Medical School

# OUR PARTNERS

A world-class university with world-class partners



We have chosen Arizona State University to be our US-based partner, which has been ranked by U.S. News & World Report as the most innovative university in the United States and has forged extensive partnerships with employers, agencies, NGOs, and countries around the globe. This innovative university partnership model will support the transformation of education in Ukraine.

**\$640m**  
research expenditures  
in FY19



- Ranked in the top 1% of university's globally (Times Higher Education)
- #1 university for innovation for the last 5 years in the U.S. (U.S. News & World Report)
- #1 in the world: Thunderbird global management degree (Times Higher Education)
- Top 10 school of choice for international students (Institute of International Education)
- Largest Engineering school and one of the largest Business Schools in the U.S.
- Top 10 in the world for U.S. patents (U.S. National Academy of Inventors and Intellectual Property Association)
- 64 degree programs in the top 25 in the U.S., including 22 programs ranked in the nation's top 10 (U.S. News & World Report)
- \$640 million total research expenditures in FY19
- Student population of 120,000 including 40,000+ online students



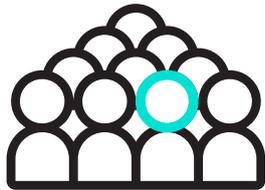
The partnership is co-managed by Cintana Education - a world leader in university design and transformation, founded by Douglas Becker, which maintains a strategic partnership with Arizona State University. The Cintana team have developed and launched new universities across Europe, the Americas, and Asia Pacific.

A background image showing several hands working on a document. One hand is holding a pen, another is using a compass, and another is pointing at the document. The document appears to be a technical drawing or blueprint.

**ASU is ranked #1 in the US for innovation for the last 5 years**

# DESIGNED FOR GROWTH

## Ukraine at a glance\*



Population  
**41.5million**

GDP (PPP 2020)

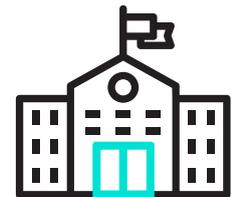
**\$382b**



University students  
**1.2m**

Universities  
(with approximately 87%  
under state ownership)

**281**

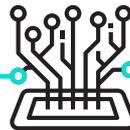


#1 digital, technology and IT outsourcing  
destination in Central and Eastern Europe  
(according to Outsourcing Journal)

**4<sup>th</sup>** largest supplier of tech talent to the world

**NO** western standard STEM University

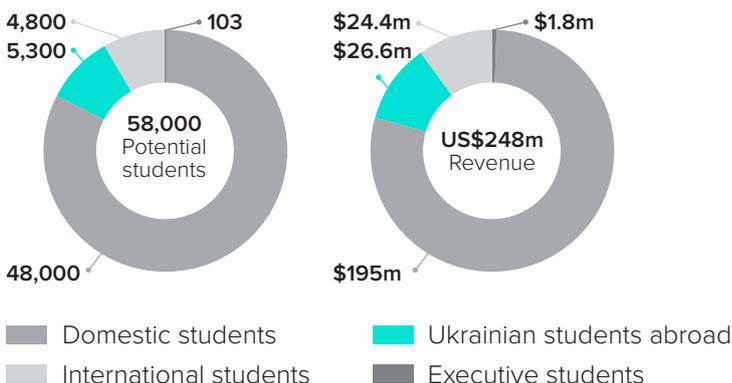
The booming IT  
industry made up  
**4%** of GDP in 2018



Ukraine ranks 4th in the world in  
the number of IT specialists.  
This market is growing annually  
by approximately **10-12%**

## Ernst & Young analysis shows solid market potential\*

### Target Market Size



### Key Financial Projections

<b>\$26m</b> Project cost	<b>\$6,1m</b> EBITDA*
<b>3900</b> Number of students*	<b>16%</b> Project IRR
<b>\$25,8m</b> Revenue*	

\* On 5th operational year

## The case for a new university\*

**93%** of students and 87% of employers don't believe higher education in Ukraine meets the challenges of the 21st century



91% of students would take the opportunity to study in a Ukrainian-American university in English that's based in Ukraine

**86%** 86% of employers can not easily find specialist staff for their business



\*Source: Higher Education in Ukraine, Ernst & Young, 2019.