

Higher Ground Market Study

Higher Ground market study is analyzed geographically - based on their current and future locations to prevent overlap of their facilities. A chart of the other daycares analyzed and an area map have been included. Also attached is Higher Ground Education's (Guidepost Montessori) company overview, which details how Higher Ground's services and features differentiate it from the other daycares that were analyzed.

Market Map

- ★ Subject site
- 📍 Preschools
- 📍 (red circle) Preschool w/waitlist



Market Study Data

School Name	Little Learners Educational	Buffalo Grove Montessori School	Kensington School of Arlington Heights	The Goddard School	A Mother's Touch	Shepherd's Flock Child Care & Preschool	Kiddie Academy of Arlington Heights	Quentin Road Kindercare
Address (incl. zip code)	1060 W Rand Rd, Arlington Heights, IL 60004	950 Ellen Dr, Buffalo Grove, IL 60089	840 E Kensington Rd, Arlington Heights, IL 60004	1316 N Arlington Heights Rd, Arlington Heights, IL 60004	125 N Dryden Pl, Arlington Heights, IL 60004	800 W Oakton St, Arlington Heights, IL 60004	880 W Dundee Rd, Arlington Heights, IL 60004	838 N Quentin Rd, Palatine, IL 60067
Distance from school of interest (in order)	8 min., 2.5 miles	11 min., 5.2 miles	4 min., 1.4 miles	4 min., 1.7 miles	4 min., 1.6 miles	2 min., 0.6 mile	9 min., 5.2 miles	10 min., 4.9 miles
Waitlist? Yes/No?	No	No	Yes, IN, TO	Yes	Yes	Yes, TO	Yes	No
Location	n/a	n/a	Arlington Heights	Arlington Heights	Creative Learning Center	n/a	Arlington Heights	Quentin Road

School Name	Little Learners Educational	Buffalo Grove Montessori School	Bright Horizons at Deer Park	The Grove Montessori School	Schoenbeck KinderCare	Arlington Montessori School	Palatine KinderCare
Address (incl. zip code)	1060 W Rand Rd, Arlington Heights, IL 60004	950 Ellen Dr, Buffalo Grove, IL 60089	21955 W Field Pkwy, Deer Park, IL 60010	1660 Checker Rd, Long Grove, IL 60047	780 Schoenbeck Rd, Wheeling, IL 60090	2025 S Goebbert Rd, Arlington Heights, IL 60005	929 E Palatine Rd, Palatine, IL 60074
Distance from school of interest (in order)	8 min., 2.5 miles	11 min., 5.2 miles	12 min., 8.4 miles	13 min., 5.9 miles	12 mins., 5.1 miles	10 mins., 3.8 miles	6 mins., 2.6 miles
Waitlist? Yes/No?	No	No			Yes, IN		Yes
Location	n/a	n/a	Deer Park	The Grove	North Shore	n/a	Palatine



Higher Ground

Higher Ground Education

Company Overview

March 2021



Investor Overview

Higher Ground is supported by a world-class shareholder base

- Investors include family offices, high net worth and ultra high net worth individuals and top-tier institutions
- Overview of select institutional investors below:

Overview



- Learn Capital focuses on investments in scalable companies that operate within the education sector
- Currently investing their 4th fund, with \$500MM AUM
- Founded in 2009 by Rob Hutter and Greg Mauro

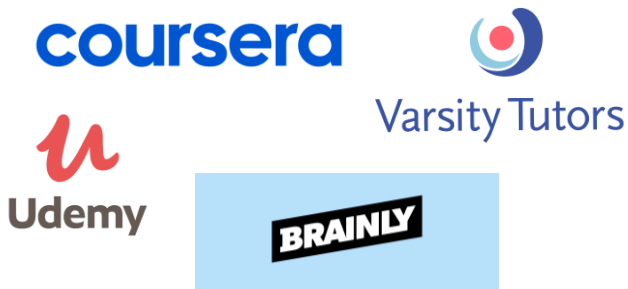


- venn growth partners is a growth equity fund investing in consumer, health care and education companies in North America
- venn targets investments between \$10-\$50MM per opportunity
- Founding team is comprised of leading investment and industry professionals, with deep experience in multi-unit growth



- HEAL Partners invests in growing healthcare, education and lifestyle companies with potential for global scale and industry disruption
- HEAL Partners has created over \$3 billion in shareholder value over last 10 years
- Team is comprised of founders, investors, portfolio managers and operators with proven track record

Select Investments



CALIBER COLLISION

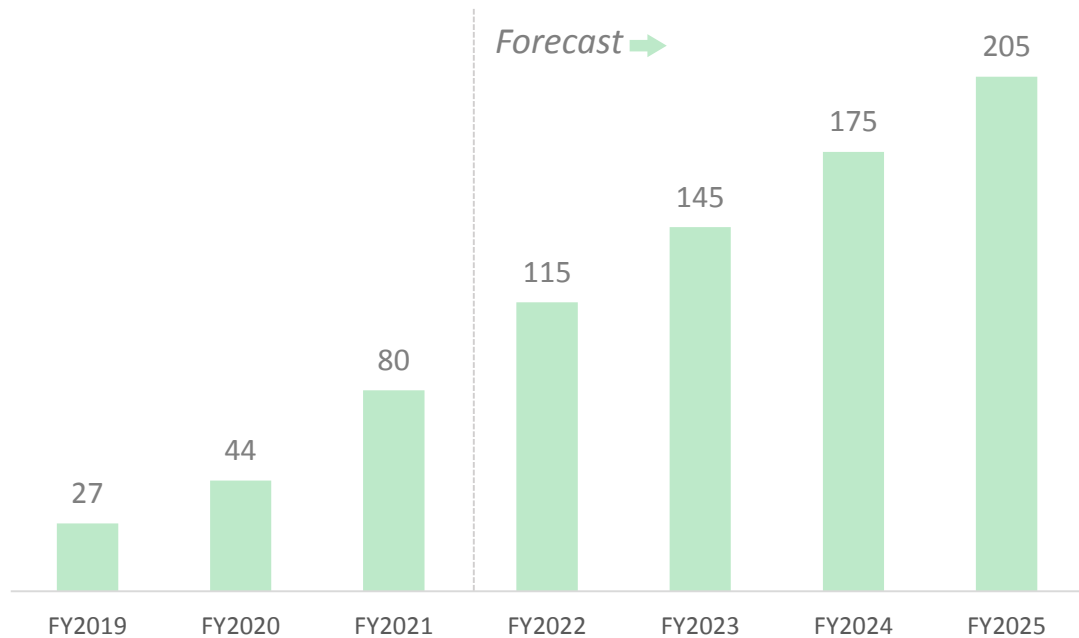


Brick & Mortar Growth

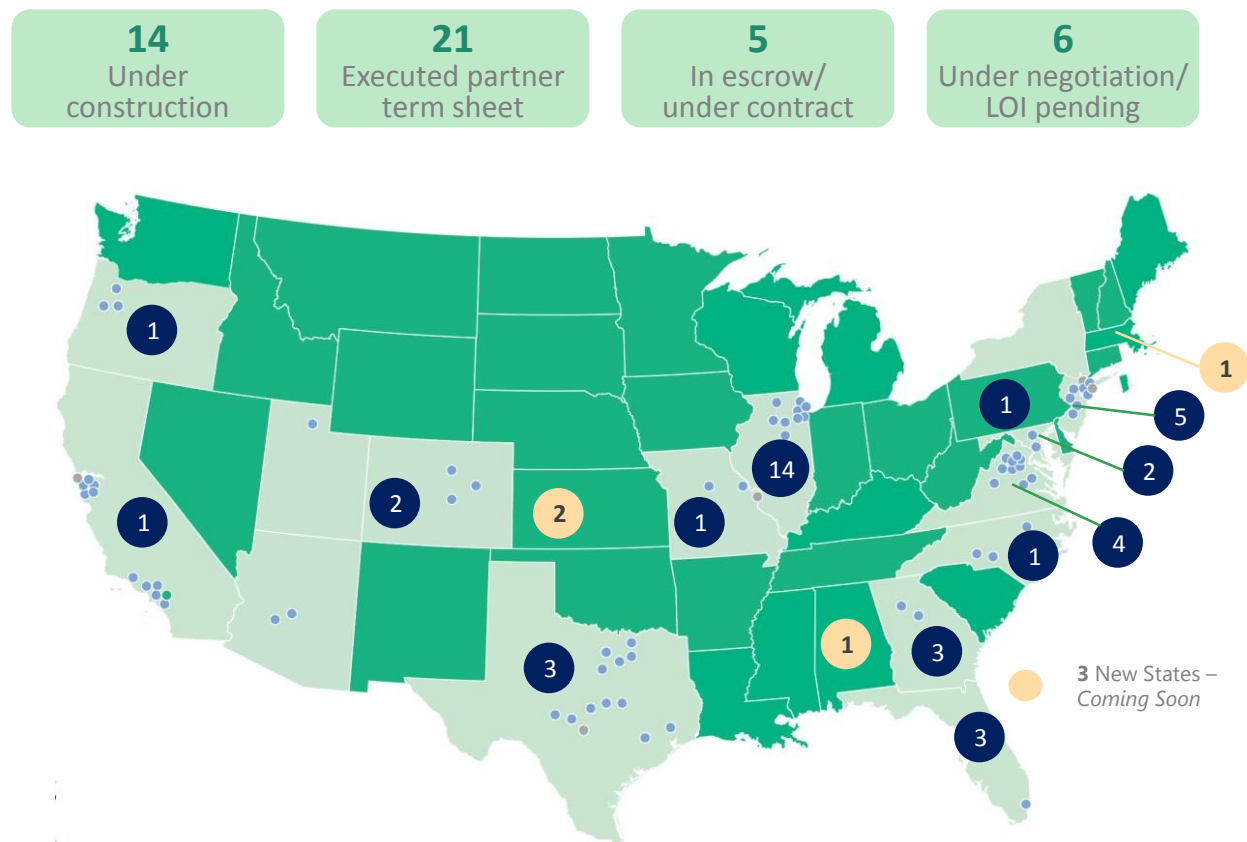
In 2021, HGE will enter three (3) new states and counting

Forecasted Growth in Brick-and-Mortar Locations

Location count, fiscal year *(excludes school acquisitions)*



2021 Growth Pipeline (45+ locations)



* In addition to the Pipeline projects, there are four (4) existing school expansion and relocation projects: GM Columbus Square, ATI Austin, GM Hollywood + ATI Hollywood, and GM Foothill Ranch elementary

What is Guidepost Montessori?

Guidepost Montessori is a private preschool and elementary school serving children from toddler through elementary. We are currently the largest provider of private Montessori education in the country.

What we've done is really quite interesting!

We've taken a 100-year-old, proven educational approach founded by Dr. Maria Montessori, and we've modernized it and made it much more relatable and accessible to communities like yours. We focus on the whole child....conceptualize it we are like the “Whole Foods” of preschools.

What you'll notice that is different about our schools

- ▶ We invest in high-quality furniture and materials for your children - you won't see a lot of plastic - we use natural materials that are natural to the environment so that children can learn to enjoy and respect the natural elements early on.
- ▶ We have some of the most beautiful classrooms you'll ever see.
- ▶ Big windows, lots of natural light, plants and fresh flowers.
- ▶ Our classrooms are often twice as big as traditional rooms - lots of room for your child to explore.
- ▶ We blend the best of an academic preschool but with the convenience that you'd find at the best day cares - we offer extended day care at no additional charge. It's part of your tuition.
- ▶ Materials are set so they go from easy to difficult and helps your child stay challenged - materials are actually fun (but they are learning).
- ▶ We hire the best talent we can find, and we train them to ensure they are carrying forward the high standards - we want caring individuals with your children.
- ▶ We have a network of 70 locations and on target to be at around 120 by next year - we are opening in thriving communities in the US, Vienna, Spain, UK and China - this means that we now have the best of teachers, vendors, communities, and partners eager to work with us and in turn allows us to do more for our teachers, schools and your children.

What a beautiful school it's going to be!



A sampling of Guidepost classrooms

