

# LEGACY

Education Alliance, Inc.

OTCQB: LEAI

[www.LegacyEducationAlliance.com](http://www.LegacyEducationAlliance.com)

## Investor Presentation

**December 2016**

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*This presentation contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”) (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). Statements preceded by, followed by or that otherwise include the words “believe,” “anticipate,” “estimate,” “expect,” “intend,” “plan,” “project,” “prospects,” “outlook,” and similar words or expressions, or future or conditional verbs such as “will,” “should,” “would,” “may,” and “could” are generally forward-looking in nature and not historical facts.*

*These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any anticipated results, performance or achievements.*

*The Company disclaims any intention to, and undertakes no obligation to, revise any forward-looking statements, whether as a result of new information, a future event, or otherwise. For additional risks and uncertainties that could impact the Company's forward-looking statements, please see the Company's Form 10-Q, filed on November 14 , 2016, which the Company has filed with the SEC and which may be viewed at <http://www.sec.gov>.*

- Leading International education company
  - Providing practical, high-quality and value-based training
  - Subjects taught are personal finance, entrepreneurship, real estate, and financial instruments for investing
- Strong brand awareness with 20 years market presence
  - Portfolio -10 brands in market; incl. Rich Dad Education (Rich Dad Poor Dad)
- The only publicly-traded pure-play in space



# Key Stats

Legacy Education Alliance, Inc. is a leading international provider of practical, high-quality, and value-based educational training on the topics of personal finance, entrepreneurship, real estate, and financial markets investing strategies and techniques.

<b>Corporate Headquarters</b>	Cape Coral, Florida
<b>Company Footprint</b>	Operates Globally with ~200 Employees
<b>Founded</b>	1996
<b>Exchange</b>	OTCQB: LEAI
<b>Number of Participants</b>	Company has served more than 2 Million students from over 150 countries and territories
<b>Average Sale</b>	\$13,000 - \$16,000
<b>Insider Ownership</b>	18.4%*

\*Officers and Directors of LEAI

# Selected Stock Data

## OTCQB: LEAI

(as of December 13, 2016)

Recent Price	\$0.40
Market Cap	\$9.1million
Shares Outstanding	22.6 million
Float	12.4 million
Insider Ownership	18.4%*
P/S(ttm)	0.1x
Diluted EPS(ttm) **	\$0.12
Revenue (ttm) **	\$88.9 million
Cash & Equiv. (mrq) **	\$3.7 million
Cash Per Diluted Share (ttm) **	\$0.17
DEBT **	\$0.05 million

\*Officers and Directors of LEAI

\*\* Financial data as of September 30, 2016

## Flagship Brand – Rich Dad Education

- Based on the teachings of Robert Kiyosaki, entrepreneur, investor, educator, and author of bestseller *Rich Dad Poor Dad*
- Worldwide intellectual property rights
- Best-selling personal finance book of all time
- RichDadEducation.com



## Legacy Education Alliance - Brands



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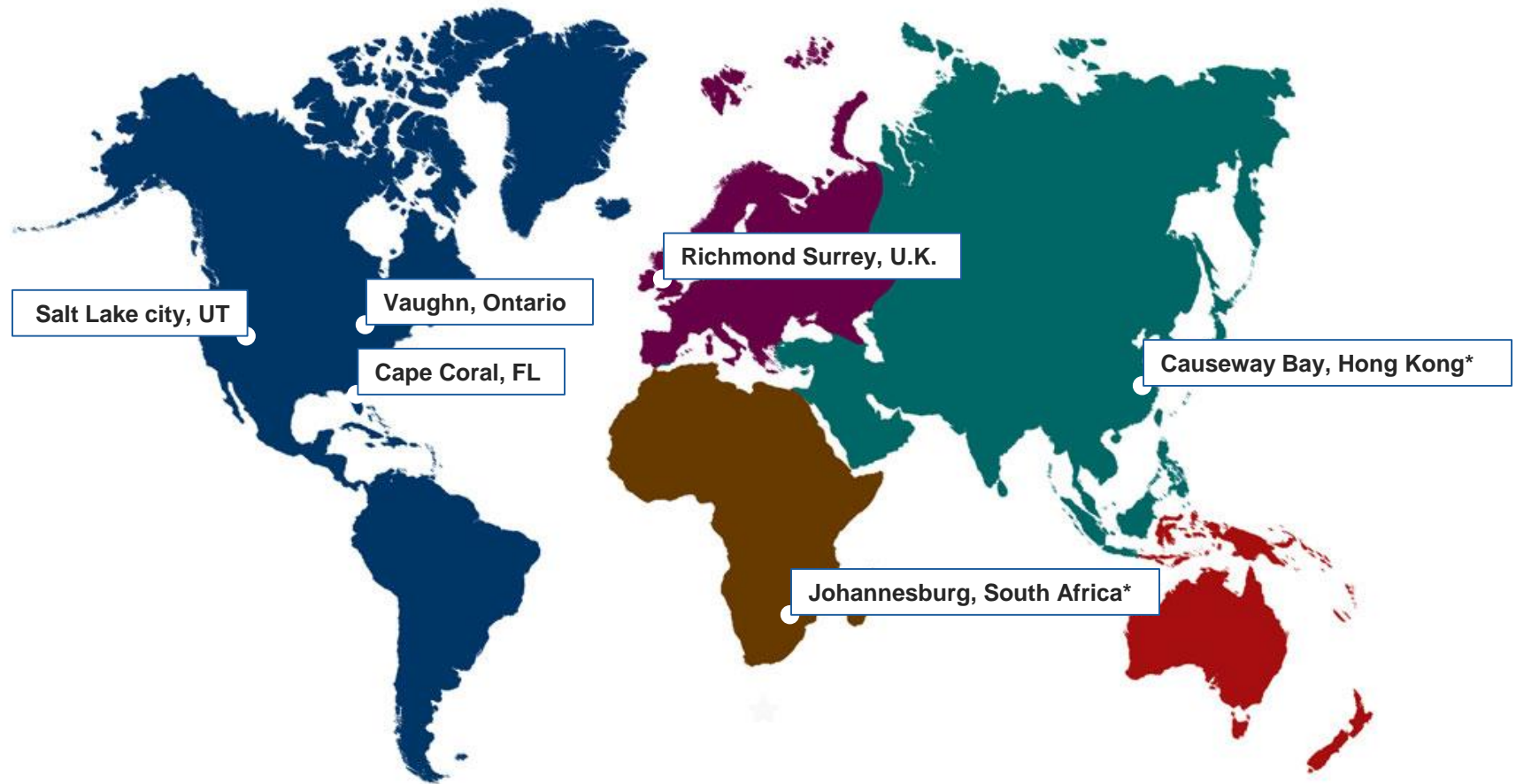
## *North America*

- Market leader
- Only public pure play
- Brand development & diversification
  - Elite Business Star (*Kevin Harrington, Shark Tank*)
  - Brick Buy Brick (*Phillip Buchanon, former NFL player*)
  - Women in Wealth
  - The Independent Woman
- Intellectual Property & Licensing Agreements





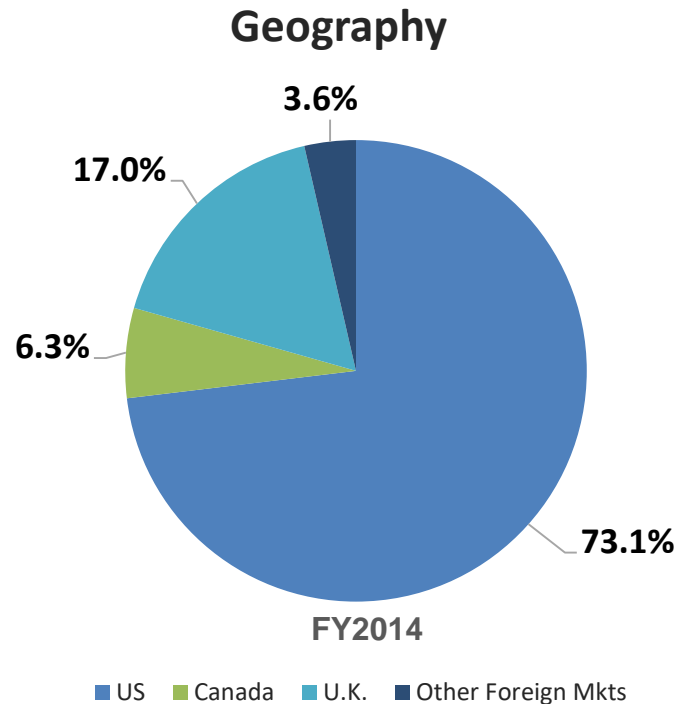
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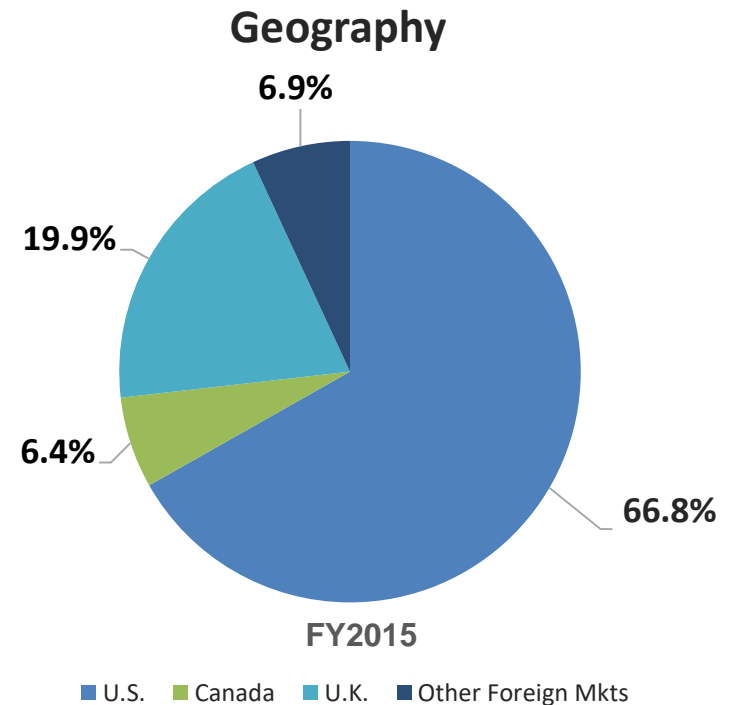
*\*New Offices in 2015*

# Revenue Segmentation

## Significant Growth Opportunities Globally



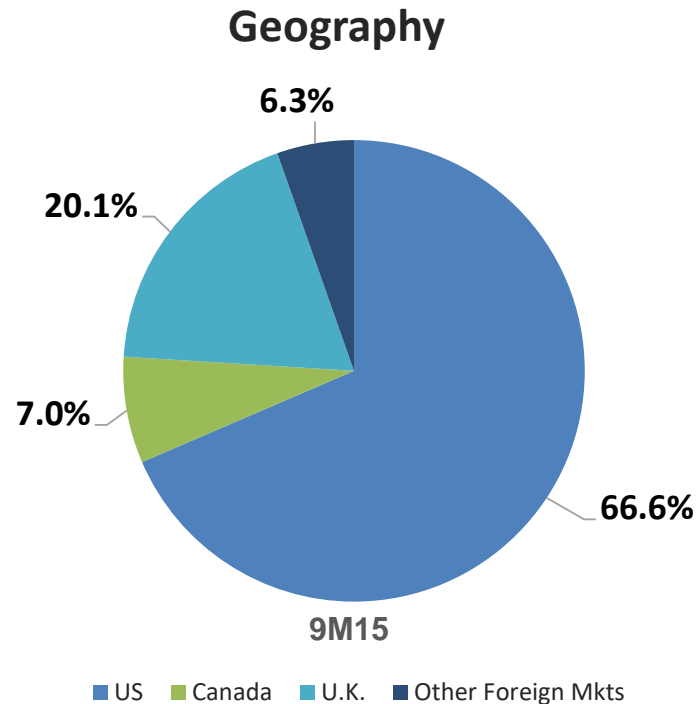
- Workshops & Seminars
- Symposiums
- Conferences



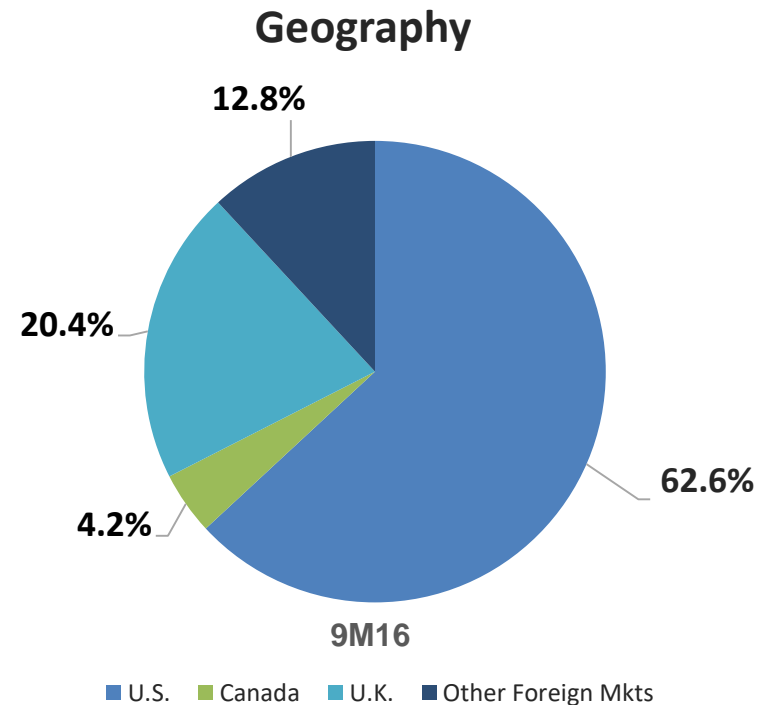
- Online
- On-Demand

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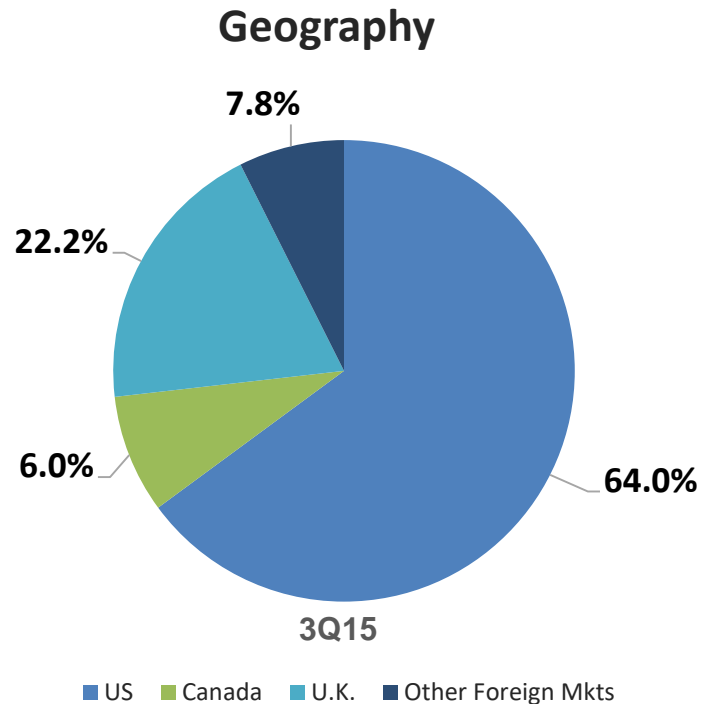
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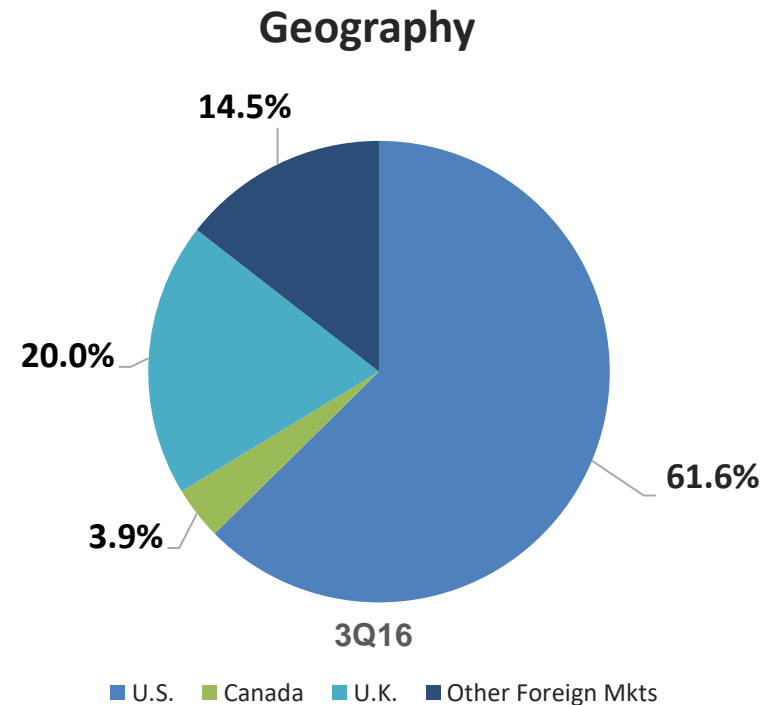
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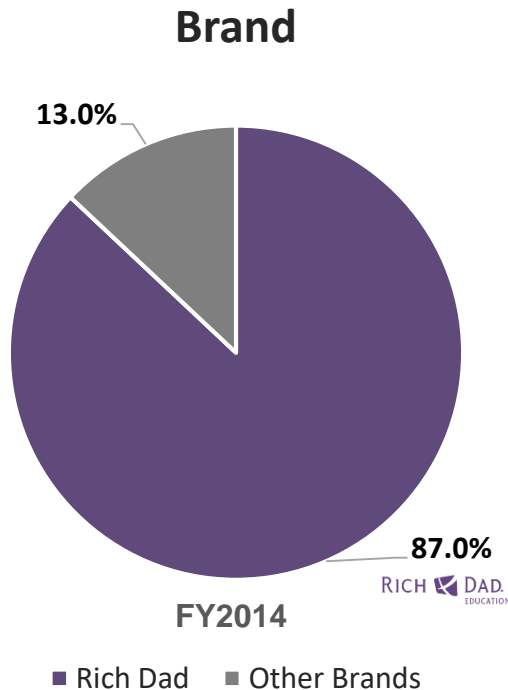
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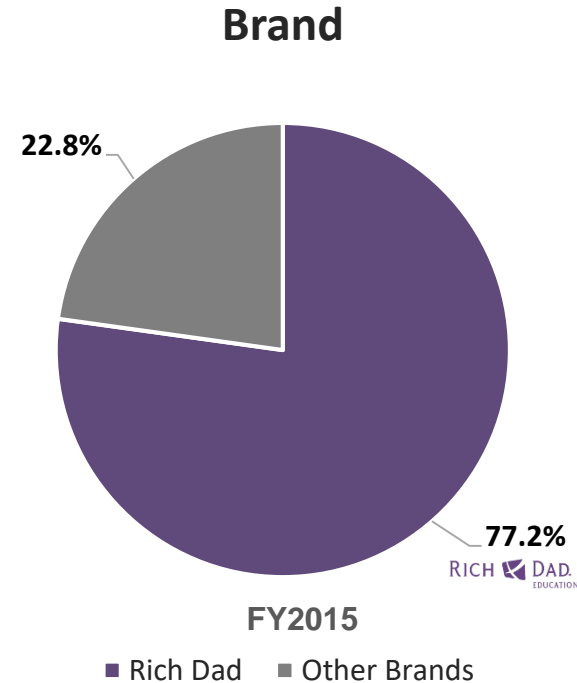
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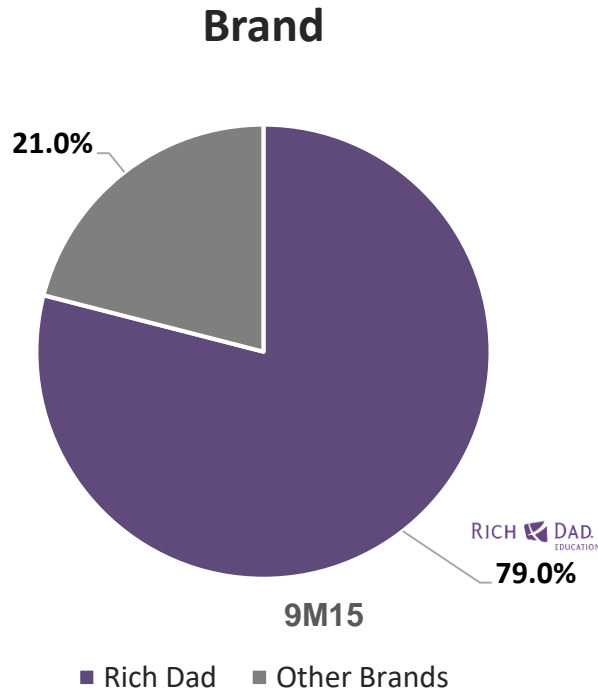
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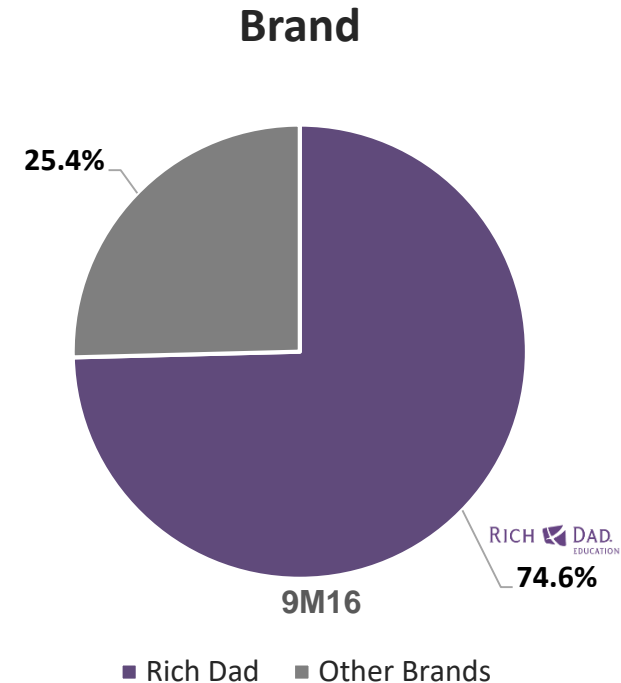
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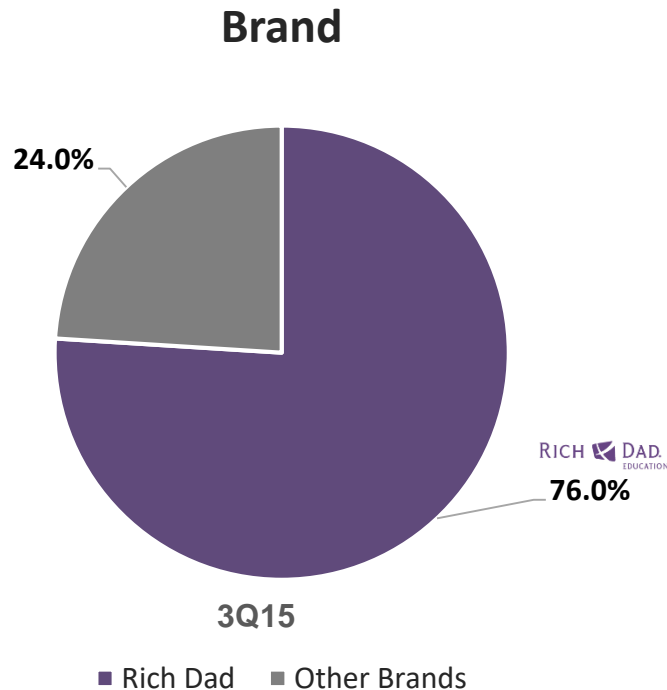
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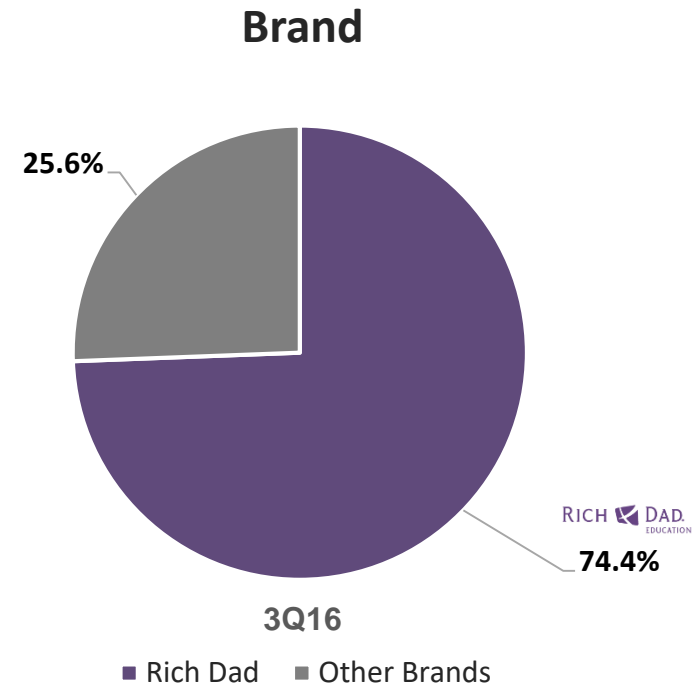
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# Revenue Segmentation

## Significant Growth Opportunities Globally



- Workshops & Seminars
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- Conferences



- Online
- On-Demand

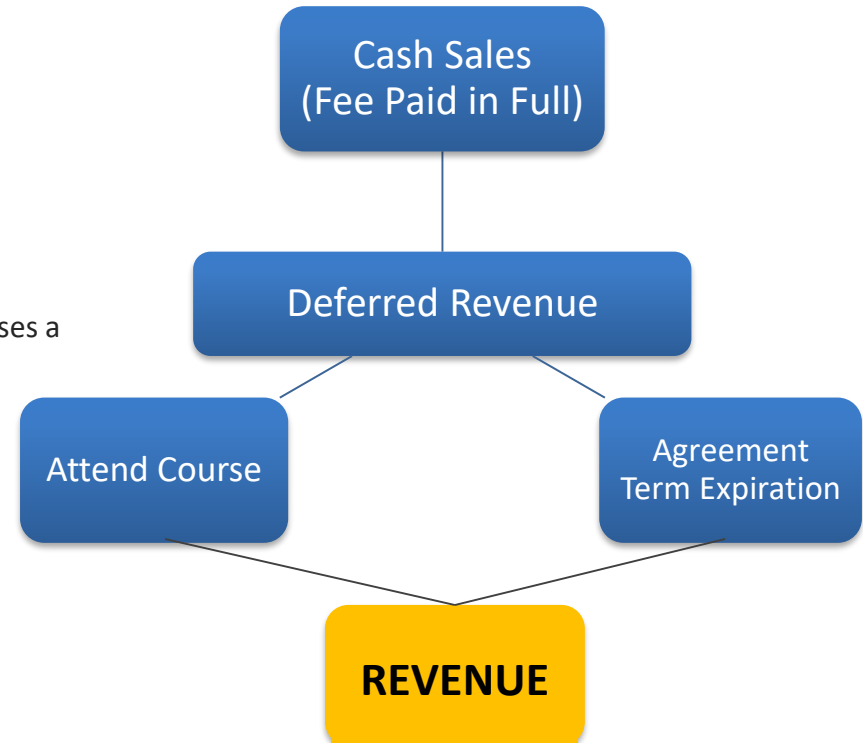


## Our cash sales are a key metric for evaluating our operating performance

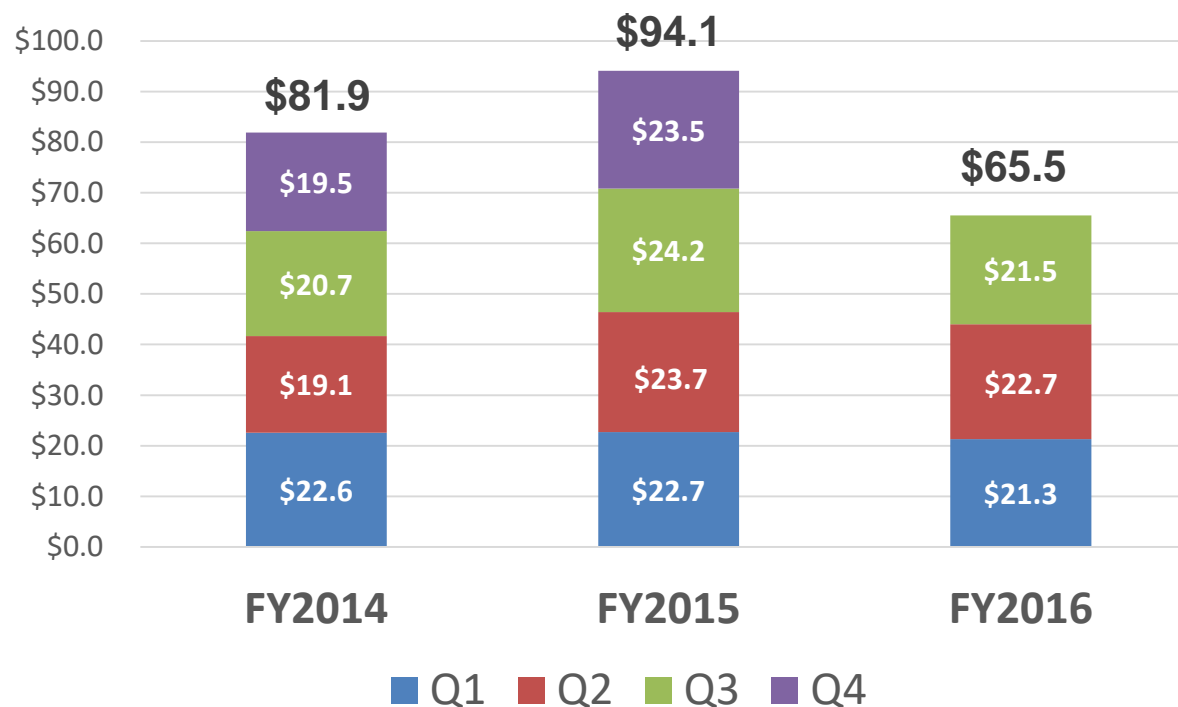
- Two ways revenue is recognized under US GAAP:

- When students attend their courses
- When term for taking their course expires

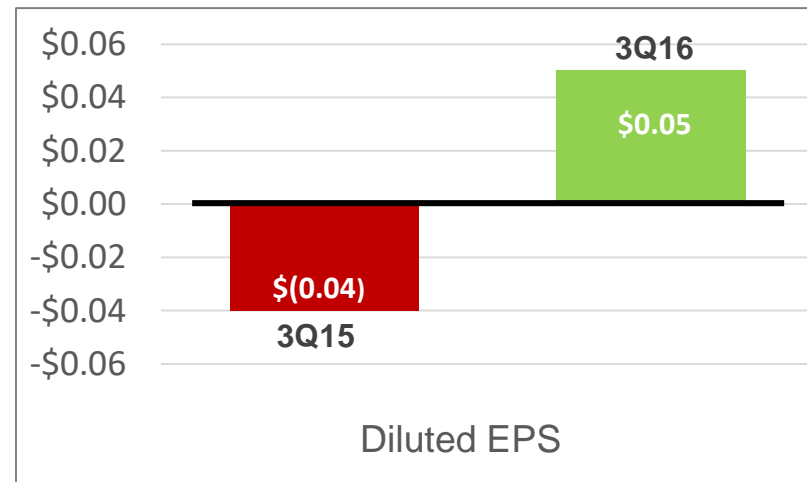
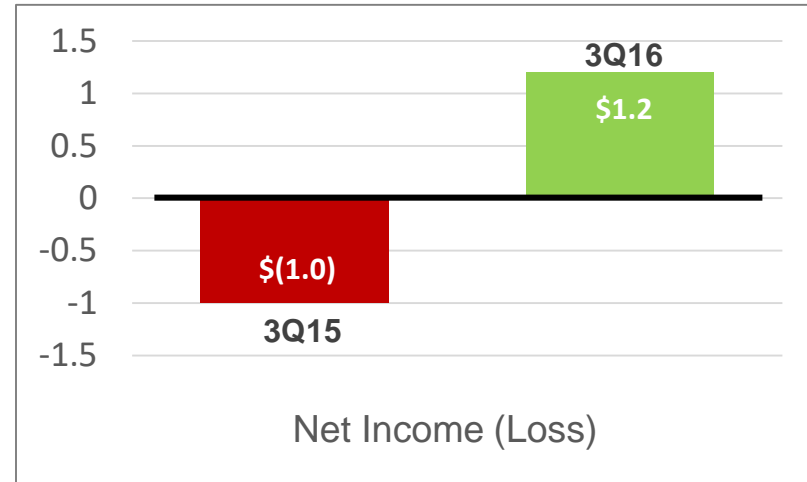
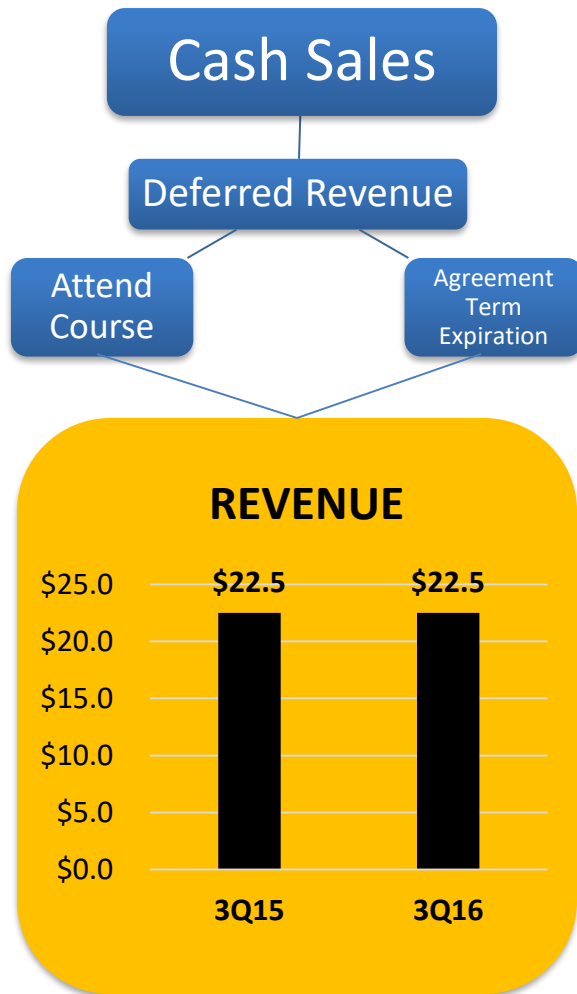
\* This could be several fiscal quarters after the student purchases a program and pays their fees (courses are paid in full).



## Cash Sales (Millions)



# Financial Performance



# Valuation Metrics

Company Name	Ticker	Share Price	Market Cap (USD)	P/E(ttm)	P/S(ttm)
Grand Canyon Education Inc	LOPE	\$58.70	\$2778.46M	19.9x	3.3x
DeVry Education Group Inc	DV	\$30.85	\$1931.92M	122.0x	1.1x
Apollo Education Group Inc	APOL	\$9.64	\$1056.78M	N/A	0.5x
Capella Education Co	CPLA	\$87.60	\$1004.37M	24.5x	2.3x
Strayer Education Inc	STRA.	\$81.14	\$900.16M	24.2x	2.1x
GP Strategies Corp	GPX	\$28.15	\$469.73M	24.3x	1.0x
American Public Education Inc	APEI	\$25.10	\$404.01M	15.0x	1.3x
Franklin Covey Co	FC	\$20.95	\$288.94M	44.5x	1.4x
Rosetta Stone Inc	RST	\$8.80	\$194.17M	N/A	1.0x
Creative Learning Corp	CLCN	\$0.13	\$1.57M	N/A	0.3x
		<b>Median</b>	<b>\$684.95M</b>	<b>24.3x</b>	<b>1.2x</b>
		<b>Average</b>	<b>\$903.01M</b>	<b>39.2x</b>	<b>1.4x</b>
Legacy Education Alliance Inc	LEAI	\$0.40	\$8.94M	3.3x	0.1x
As of December 13, 2016					
Source: ThomsonReuters, company filings					

- ❖ **Leading Education Company**
- ❖ **Strong cash position with minimal debt**
- ❖ **Growth and diversification**
- ❖ **LEAI trades at a discount to other publicly-traded companies in education industry**

Metrics	Industry Average	LEAI
P/E (ttm)	39.2x	3.3x
P/S (ttm)	1.4x	0.1x

## **Anthony Humpage – Chief Executive Officer & Director**

- CEO since 2012
- EVP & CFO of Government Liquidation
- CPA and British Chartered Accountant
- MBA Finance Degree from Western International University

## **Christian Baeza – Chief Financial Officer**

- Director Financial Reporting & Asst. Corp. Controller- Kraton Performance Polymers, Inc.
- Accountant & Auditor with Arthur Anderson LLP
- B.B.A. Degree in Accounting & Finance, Florida International University
- CFO of Tigrent Inc.

## **Iain Edwards – Chief Operating Officer**

- COO since 2013
- GM with Company since 2004
- Owned Jongor Limited
- Served in British Army

## **James E. May – Executive Vice President & General Counsel**

- CAO & General Counsel since 2009
- Associate General Counsel – Gateway Computers
- VP, Deputy General Counsel – Blockbuster Videos, Inc.

## James Bass – Chairman of the Board

- Chairman as of July 2015
- Former CEO and director of Piper Aircraft and Suntron Corp.
- Former CEO of EFTC Corp., a subsidiary of Suntron
- Previously held management positions at Sony and GE
- Earned a B.S. from Ohio State University (1979)

## Cary W. Sucoff – Director

- Director as of July 2015
- Owns & Operates Equity Source Partners, LLC
- President of New England Law/Boston, and Board of Trustees
- Serves on BOD for CFRX, RTNB, and First Wave Technologies
- Earned a B.A. from SUNY Binghamton and J.D. from New England Law School

## Peter Harper – Independent Director

- Independent Director and Chairman of the Audit Committee as of December 2015
- President and CFO at Twin-Star International
- Formerly CFO of Scottsdale Insurance and Suntron Corporation
- Senior Financial positions at Iomega Corporation and General Electric
- Earned a BS from San Jose State University (1983)

## Attorney

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## Auditor

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713-343-4286

## Transfer Agent

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212-828-8436

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# LEGACY

Education Alliance, Inc.

[www.LegacyEducationAlliance.com](http://www.LegacyEducationAlliance.com)

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## Select Brand Overviews

**Elite Business Star™** was created in partnership with entrepreneur Kevin Harrington, one of the original Sharks from the television show Shark Tank, Elite Business Star is designed to help individuals grow their business through a variety of business strategies including marketing, asset protection, and business financing.

**Trade up Investor Education™** is a course dedicated to providing educational training designed to help investors increase their knowledge on how to use stock options. Developed in conjunction with Investor's Business Daily®, a leading financial news and research organization since 1984, customers are offered educational support throughout the process.

**The Independent Woman™** is a leader in the effort to provide educational training, seminars, and services designed to help women increase their financial intelligence. Developed with Kim Kiyosaki, investor, entrepreneur, and bestselling author of Rich Woman and It's Rising Time, our goal is to impart the principles and strategies essential for improved financial security.

**Building Wealth™** offers a curriculum focused on real estate and the fundamentals of negotiating real estate purchases with sellers, rehabilitating distressed properties and leasing rental units to tenants to generate multiple sources of cash flow. Customers are taught the mechanics of completing a real estate transaction in their community, from making an offer to closing the transaction, with an emphasis on creative financing strategies.

**Making Money from Property with Martin Roberts** offers a real estate curriculum focused on property auctions. The seminar is based on the real estate experience and knowledge of Martin Roberts, a well-known U.K. presenter and property journalist who develops properties in the United Kingdom, Europe and Canada. Customers are taught about buying property at auctions, rental and capital growth strategies, negotiating transactions and buying properties overseas.

**Women in Wealth™** teaches women how to take control of their financial circumstances, gain enough money and independence to achieve their financial goals and gain information on the latest wealth-building strategies and techniques.

**Robbie Fowler's Property Academy** offers a real estate curriculum focused on Buy-To-Let. The seminar reflects the real estate experience and knowledge of Robbie Fowler, a well-known U.K. sports personality who invested heavily in a Buy-To-Let portfolio in the United Kingdom during and after his professional football career. Customers are taught about buying property at auctions, rental and capital growth strategies and negotiating transactions.

## Select Brand Overviews (cont.)

**Brick Buy Brick** offers a curriculum focused on real estate and the fundamentals of negotiating real estate purchases with sellers, rehabilitating distressed properties and leasing rental units to tenants to generate multiple sources of cash flow. Customers are taught the mechanics of completing a real estate transaction in their community, from making an offer to closing the transaction, with an emphasis on creative financing strategies.

**Rich Dad® Education:** Our flagship brand based on the teachings of Robert Kiyosaki, an entrepreneur, investor, educator, and author of the best-selling personal finance book of all time, *Rich Dad Poor Dad*. Mr. Kiyosaki has written more than 15 books with combined sales of more than 26 million copies.

**Rich Dad Stock Education:** In our Rich Dad Stock Education program, we teach students how to become savvy investors that can potentially create winning trades and profits in any market condition through the development of personal trading plans that are compatible with their current financial situation, the level of risk they are comfortable with, and their long-term financial goals.