



## **Genius Group Acquires E-Squared Education Enterprises Furthering their Global Entrepreneur Education Vision**

**Port Elizabeth/ London, 28th December 2020:** Genius Group, the world's leading entrepreneur education group, has today announced it has completed the acquisition of South African-based primary and secondary vocational college, E-Squared Education Enterprises. In response to the education crisis triggered by the COVID-19 pandemic, Genius Group continues to expand its education curriculum. To date it has attracted 1.4 million students in 200 countries, ranging from primary and secondary school students to startup founders and experienced entrepreneurs. Genius Group is currently valued at US\$300 million and has over 1.4 million students. The group is disrupting the education system by building a 21st century curriculum, faculty, campuses and edtech platform to deliver an entrepreneur curriculum and education globally. The acquisition of E-Squared Education Enterprises will further enhance their offering and bring campuses and a range of trusted programs to their portfolio.

E-Squared Education is situated in the thriving urban heart of Nelson Mandela Bay, South Africa. It offers primary, secondary and tertiary education to children and young adults from its three institutes: Ed-U College (Port Elizabeth), Ed-U Options Academy (Ed-U Academy) and Ed-U City Campus (Ed-U Varsity). Each of these institutions, although different in their student base and programs, all share the same goal: to produce self-motivated individuals who are ready to tackle the next phase of their lives, be it at an education level or in the corporate world or as an entrepreneur. Vocational training is also available via online programs, and E-Squared Education Enterprises has two foundations under its umbrella, set up to further help the community.

Roger James Hamilton, Founder & CEO of Genius Group says:

*"E-Squares Education Enterprises is the perfect fit for our entrepreneurial education offering and I am delighted to be able to bring them onboard. After what has been a difficult year, educating future generations to be resourceful and entrepreneurial has never been of more importance."*

Lili Niemann, Chief Executive Officer of E-Squared Education Enterprises first set up the company in 1994 with the aim to help disadvantaged learners catch up to their peers. Now E-Squared Education Enterprises has over 38,000 students and the company is helping tackle the issue of job shortages that South Africa faces. Their programs are developed specifically around practical teaching and learning, giving students the chance to gain experience and build on their expertise in the working environment.

Lilli Niemann who will remain CEO of E-Squared Education Enterprises, says:

*"I am thrilled that we are going to be part of Genius Group, as our aims and vision for the future of education are perfectly aligned. I am looking forward to the next chapter of our story and with some great new programmes and digital learning opportunities in the pipeline, we are excited that we will be able to broaden our reach and enrol more students, helping the younger generation in South Africa reach their potential and become the future leaders that this country needs."*

Genius Group also owns the GeniusU edtech platform, Entrepreneurs Institute and the Genius School. Genius School is a global education movement co-founded by Roger James Hamilton and Angela Stead.

This agreement is one of a succession of acquisitions totalling over \$80 million that Genius Group has undertaken since the COVID-19 crisis began in March 2020, as it grows its entrepreneur education programmes and community globally. The closing, subject to customary conditions will take place in Q1 2021.

## **ENDS**

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### **Notes to Editors:**

#### **About Genius Group and GeniusU:**

Genius Group is the holding company for GeniusU, Genius Institute and Genius School. GeniusU is an edtech platform providing over 1.4 million students across 200 countries with personalised learning paths and microdegrees on business building skills. The Genius Group curriculum includes both a core curriculum and accredited curriculum, ranging from school camps and programs through to entrepreneur accelerators, events and online courses. Genius School provides education courses for young people from 3 to 25 years old, and Genius Institute provides training courses from 25 to 85 years old. Courses and content range from company sponsored camps for primary and secondary school students through to company funded courses, training, retreats and accelerators from start-ups to large corporations.

Web: <https://www.geniusgroup.net/>

Facebook: <https://www.facebook.com/geniusuofficial/>

LinkedIn: <https://www.linkedin.com/company/genius-u/>

YouTube: <https://www.youtube.com/channel/UC3X23SkhyCQlv7H3dx16WEA/featured>

#### **About E-Squared Education Enterprises**

E-Squared Education Enterprises is based in South Africa, and consists of primary, secondary and tertiary education institutions: Ed-U College (Port Elizabeth), Ed-U Options Academy (Ed-U Academy), and Ed-U City Campus. With a strong focus on both education and entrepreneurship, E-Squared Education Enterprises aims to develop learners and students in a way that encourages self-motivation, one that will see them realising bright futures as business starters and leaders. E-squared Education Enterprises has one goal: to produce self-motivated individuals who are ready to compete in a global business or corporate environment or become successful entrepreneurs.

Web: <http://e-square.co.za/>