

Your international education partner
primeeducation.com

Prime
●●●●● education

Prime

To determine the kind of education company we aim to be, we've taken inspiration from a key source. The English dictionary.

adjective: 1. First in excellence, quality, or value. First Best or most ideal, in time or situation. e.g. the building to act. 4. First or early in time, order, or sequence. number, that is indivisible except by itself and one. physical perfection and intellectual vigor. The time w The period or phase of ideal or peak condition. 3. Th of the year; spring. 5. In mathematics. Abbreviation fo Primer. A book that covers the basic elements of a su be equipped) with the necessary skills or knowledge f ready for action. 2. To inform or instruct beforehand; she needed for her exam. From Middle English, first first (hour), from Latin, feminine of primus.]

rate. 2. First in degree, rank or importance; chief. 3. Being in a prime location; it was the prime moment. 5. In mathematics. Of, relating to, or being a prime number. 6. Fundamental, original. **noun:** 1. The age of ideal when a thing is at its best. e.g. In the prime of life. 2. The earliest hours of the day; dawn. 4. The first season for a prime number. 6. In finance. Prime rate. See also subject. **verb:** 1. To make ready; prepare. To equip (or prepare) for future action or operation: e.g. He was primed and ready to coach. e.g. She was primed with all the information for the event. 2. In occurrence, from Latin primus; Latin prima (hora),

1

Prime movers



A team with experience and commitment

Andrew Hutchinson

"We see the need for a new kind of education company. We are building a world-class, medium-sized education business through targeted acquisitions of high quality providers, and through dynamic, joint venture initiatives with likeminded partners."

José Antonio Flores

"We want to redefine the concept of partnership with expert agents in our industry through our actions, our relentless commitment and our collective results. Our relationship with partner agents is being defined by compelling new ways of working together."



Nigel Pamplin

“We are building a team to provide the highest quality student experience. We are investing in technology and in new, creative ways of delivering education inside and outside the classroom. We are striving to deliver the very best in customer service – for our partner agents, our students and their parents.”

Andrew Green

“We focus the dream of life-changing experience through printed and online resources which bring to life the future our students will enjoy with us. Our materials are designed to guide each student to make the right choice. But we also work hard to ensure the reality they experience far exceeds all expectation.”

2

Prime objective

Creating a new force in international education

Prime Education is a fresh, dynamic global education business. We are growing to become a medium-sized group of high quality colleges, catering for the needs of international students from all major source markets. It's an objective based upon three key foundations:

- Acquisition and joint venture initiatives with high quality providers.
- Lasting, unique partnerships with key educational agents.
- Strong, mutually supportive partnerships with leading universities and training organisations.

The programmes and facilities at each location offer the highest quality of education and personal service. Our colleges are based in the world's premier destinations for international study.

**We think it's time for something
new in international education.**



We're working hard to deliver it.

3

Prime position

Ideally placed as the best of both worlds

But why are we different?

Because we are steering a careful path between the scale needed to provide genuine choice and the personal touch which ensures we remain adaptable, focused and friendly.

We offer the benefits of choice and flexibility that come through global scale. We're planning up to 10 centres located throughout the USA, England, Canada and Australia.

But we will always remain small enough to offer genuine personal service – to agents, to universities, to students, and their parents. We have the flexibility to adapt to the changing needs of international students.

The success of our industry is built on personal relationships. Strong, mutually supportive partnerships with key people in our sector are vitally important to the continued success of us all. We'll never forget that.





4

Prime quality

Academic excellence comes as standard

Focused on results

We ensure our students benefit from a learning and social experience which has no equal. Our education programmes offer exceptional quality with academic provision geared towards the most important single goal: outstanding results for our students.



University pathways

We offer specially developed University Foundation and Transition programmes to prepare for undergraduate and postgraduate degrees. We also deliver recognized formal qualifications including A-levels. In addition, we offer full university placement services for international students.

English language courses

Our English courses focus on practical outcomes and defined goals. They include General and Intensive courses, both short and long-term, as well as specialist English courses including examination preparation and English for business. We also run summer vacation courses for individuals and groups.

Vocational pathways

Our vocational courses provide top quality training in business management, finance, tourism and hospitality management and art-related subjects. They develop the specific skills demanded by top employers. We'll continue to monitor emerging business trends to ensure we offer the right courses at the right time.

5

Prime commitment



Creating the right environment for success

Latest learning technology

We are creating a “total learning” environment which extends inside and outside the classroom. We are investing in the technology which provides new, exciting ways for students to learn. Flexible, dynamic courses are complemented by online resources and interactive media. Our students learn more, and learn faster.

Personal teacher interaction

Of course, we always ally these modern approaches to the tried and trusted methods we know international students need to succeed. Our students are guaranteed personalized teaching in small groups; individual goal setting and regular monitoring of progress.

Individual care and support

Every one of our students is guaranteed the highest levels of personal mentoring. We provide total support outside the classroom as well as inside, to ensure each student has the confidence to achieve the best they can.

The best destinations for international students

International colleges

We are well on the way towards our objective of creating a global network of international colleges that sets new standards in the provision of international education. Eventually, we'll operate up to 10 international colleges in the world's most popular destinations for international study – throughout England, the USA, Canada and Australia.

Great places to learn

Our colleges are based in popular, exciting locations. Each one provides a living and learning environment combining the latest technology with a warm, friendly culture and the highest standards of personalised service.

Current locations

- England
- West Coast USA

Planned locations

- East Coast USA
- Canada
- Australia



Prime times

7





Giving students the time of their lives

Fun all week, every week
Each of our colleges has an Activities Organiser responsible for a huge variety of activities and events. From sports, social events and excursions, there is something going on every day of the week.

Allowing friendships to grow
We also know that there are times when students need to set their own social agenda. Sometimes they simply want to enjoy the company of their new friends from all over the world, using English as a common language. These are invaluable times. We provide the time and space for friendships to flourish.

A welcoming home abroad
The choice of where to live is a vital decision for students and their parents. Our specialist Accommodation Officers ensure every student is happy, comfortable and secure. We provide carefully selected homestay and student residences in every location.

Succeeding together through partnership

We see great times ahead. There are huge opportunities for us all as we work together to provide life-changing opportunities for our students.

Partnership is a word that is often overused. Today, it's lost much of its true meaning.

When we use it, we'll always mean it. We'll listen closely to our partners and work together to deliver the excellence in education, in service, in facilities and in student care which will help us all prosper.

It's going to be a great journey together.
Let's Go Far.



Prime Education

Prime Education UK

The Old Market
Upper Market Street
Hove BN3 1AS
UK

Prime Education USA

1717 Gladys Drive
Glendale
CA 91206
USA

tel: +44 1273 806010

fax: +44 1273 806610

email: info@primeeducation.com

web: primeeducation.com