

## PRESS RELEASE

## Online Learning Provider Udacity Launches in Germany

- **Bertelsmann Education Group to assist with internationalization**
- **Founder Sebastian Thrun attends Bertelsmann Management Meeting**

New York/Mountain View/Berlin, June 8, 2016 – The online learning provider Udacity is expanding internationally: the education and training platform is now available in the German-language markets as well. Germany, Austria and Switzerland are among Udacity's five fastest-growing regions worldwide; its users here mainly come from the automotive, financial and IT sectors.

The Bertelsmann Education Group will assist Udacity in building its Germany business. Bertelsmann's education division will support the company with market expertise, online, marketing and communications measures, and contacts for developing strategic partnerships. Since last year, Bertelsmann has been the company's biggest strategic shareholder.

Bertelsmann Education Group CEO Kay Krafft says: "Education is a strategic growth sector for Bertelsmann. Our Group and Udacity share the goal of meeting the high demand for qualified IT professionals that comes with Industry 4.0 – inexpensively and to the highest professional standards."

Udacity's launch in Germany is attended by its founder Sebastian Thrun. Thrun, a former Stanford professor, will participate in this year's Bertelsmann Management Meeting. He says: "We see great potential for our offers in the German-speaking market – employees with IT skills and digital expertise are more needed than ever before. A partner like Bertelsmann, with its excellent international network, is an enormously appreciated asset. Together, we will continue to expand our business here and across the globe."

Udacity partners with leading technology companies to develop online education curriculum. Students can prepare for careers in the technology sector by acquiring certificates specific to their professional field ("Nanodegree" program). The company is currently active in North America, Asia and Europe, and most recently launched its services in China – here, too, with Bertelsmann's support.

Bertelsmann is focusing its education activities on online education with a focus on healthcare and technology. Beyond Udacity, other companies in the Bertelsmann Education Group include the online training provider Relias Learning and the online education services provider HotChalk.

### **About Bertelsmann**

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group, and Bertelsmann Investments, an international network of funds. The company has 117,000 employees and generated revenues of €17.1 billion in the 2015 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

### **About the Bertelsmann Education Group**

The Bertelsmann Education Group encompasses Bertelsmann's education businesses. The group is shaping learning in the twenty-first century with digital education and service offerings focused on the healthcare and technology sectors, and draws on Bertelsmann's resources and global network. The Bertelsmann Education Group is wholly owned by Bertelsmann.

For further questions, please contact:

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