

DATE

October 01, 2021

SECTORS

Education

DEAL LOCATIONS



DEAL TEAM



Manuel Zulueta
CEO

DC Advisory advised Campus Training on the acquisition of CEAC and Deusto



Background

- Founded in 2010 and headquartered in Galicia, Spain, Campus Training is an e-learning reference company, specializing in employability, offering over 200 courses across a variety of sectors
- As part of the company's growth strategy, in December 2020, DC Advisory (DC) advised Campus Training on the sale of a majority stake to Investindustrial - a leading worldwide investment group

Process

- DC was then engaged by Campus Training on the acquisition of CEAC and Deusto, a leading group of online education brands focused on employability and reskilling, from Grupo Planeta
- Grupo Planeta owns several education businesses including CEAC, Deusto Formación, Deusto Salud and Harvard Deusto (collectively, Deusto)
- DC led an efficient and competitive process, navigating a period of lockdown and virtual negotiations

Outcome

- This transaction was completed in May 2021 and is expected to expand the group's current offering to become one of the largest private educational groups in Spain
- DC's extensive experience in the Education sector and senior deal team involvement were key to the success of the transaction
- The transaction signed in May 2021, pending the registration of the carve-out of the target company from Grupo Planeta

“As usual in our collaboration with DC, their work has been impeccable. Being present in all stages of the process, knowing how to get ahead of potential issues and unlocking transaction dead ends. I would highlight how well DC understood the transaction in the strategic context of the group.”

Carlos Díaz
CEO, Campus Training

“Campus Training has the dynamism and market vision to grow CEAC and Deusto to accelerate the company's business plan. With the integration of CEAC, Campus Training is undoubtedly leading the consolidation of the professional training space. Congratulations to both parties.”

Manuel Zulueta
CEO, DC Advisory Spain