

Press Release

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Syntegra sells STARK to Pearson

Syntegra Capital sells its investment in STARK, the leading provider of education materials including test preparation materials for pupils and teachers in Germany, to Pearson. Syntegra Capital, the pan-European investor in SMEs, acquired STARK in 2005 from its founder together with Dr. Detlev Lux, the company's CEO.

STARK offers comprehensive test preparation materials and is market leader in this segment in Germany. The company also provides education materials for students as well as for teachers, which are specifically designed for the curriculum requirements of each respective federal state.

Theo Bot, Syntegra's partner for Germany, said: "We are delighted to be selling STARK to the Pearson group. Our mission is to build small, private companies to the point where they become attractive for strategic purchasers and STARK is a successful example of such a transaction".

"The goal of this acquisition is to develop an innovative product range merging STARK's products and client base with Pearson's expertise in digital technologies." explains Dr. Grisebach, President of Pearson Germany since 2010. Dr. Rolf Grisebach was responsible for the international science and education division at Holtzbrinck Publishing/Macmillan for many years.

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About Syntegra Capital

Founded in 1997, Syntegra Capital is an independent private equity firm focusing on investments in private SME's headquartered in France, Germany and Italy. The firm has substantial experience in and reputation for managing complex and cross-border transactions, including the purchase of family owned businesses, corporate carve-outs and buy-and-build platforms. Syntegra Capital conducts its investment activities from offices in Frankfurt, Milan and Paris. With the help of its cross border network, the firm supports the development of its companies by building them into market leaders on a national or European scale, organically or through acquisitions.

About STARK

STARK Publishing was established in 1976 by Hannes STARK, a grammar school teacher in Freising by Munich. STARK has been developing education materials including test preparation materials for pupils and teachers in nearly all subjects taught for over 30 years. STARK has approx. 225 employees today and 800 part-time authors with whose contribution the books and materials are developed.

About Pearson

Pearson is the world's leading learning company. Its major businesses are: Pearson Education, Financial Times Group and the Penguin Group. Pearson Education is the world's leading education company, providing educational materials across all media and technologies with a strong market presence in all important economic regions.

Pearson Germany is a subsidiary of Pearson PLC and is a leading provider of educational books and software, language teaching materials, professional books and learn-management software.

Pearson Assessment (i.e. psychological test services) and Wall Street Institute (English language courses) also belong to Pearson's activities in Germany.