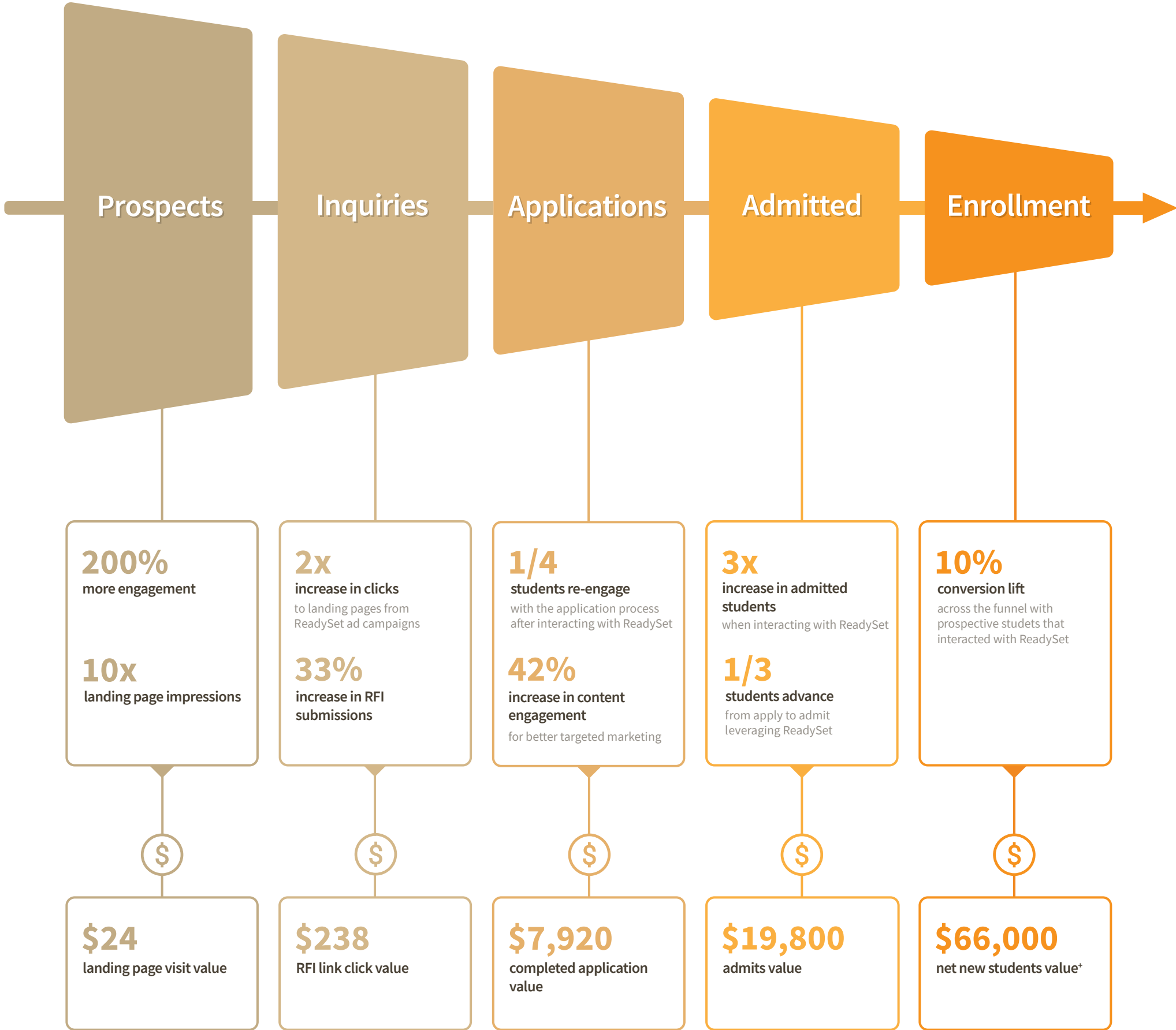


How ReadySet impacts the Enrollment Funnel



* Calculations and dollar values are based on industry averages and funnel data from AstrumU test campaigns over the course of 30 days.

* Based on average total cost of an MBA, per Experian.