

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 19, 2024

LINCOLN EDUCATIONAL SERVICES CORPORATION

(Exact name of registrant as specified in its charter)

New Jersey  
(State or other jurisdiction  
of incorporation)

000-51371  
(Commission  
File Number)

57-1150621  
(IRS Employer  
Identification No.)

14 Sylvan Way, Suite A, Parsippany, NJ 07054  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (973) 736-9340

Not applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c)) Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading symbol(s)	Name of each exchange on which registered
Common Stock, no par value per share	LINC	The NASDAQ Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 7.01 Regulation FD Disclosure.**

On March 19, 2024, Lincoln Educational Services Corporation (the “Company”) hosted an Investor Day. The Company issued a press release related to the Investor Day on the same date, a copy of which is furnished as Exhibit 99.1 to this Current Report on Form 8-K and incorporated by reference into this Item 7.01.

As previously announced, a live webcast and a presentation will be available on Lincoln’s website at [lincolntech.edu](http://lincolntech.edu) and a replay of the webcast will be available for 90 days following the event at [lincolntech.edu](http://lincolntech.edu). These materials are included as Exhibit 99.1 and Exhibit 99.2 to this Current Report on Form 8-K and are incorporated by reference into this Item 7.01.

The information in this Item 7.01, including Exhibits 99.1 and 99.2, is being furnished and shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section and shall not be deemed incorporated by reference into any registration statement or other document filed pursuant to the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing.

A copy of the press release and Investor Day Presentation issued by the Company on March 19, 2024 is furnished as Exhibit 99.1 and 99.2 to this Current Report on Form 8-K and is incorporated in this Item 7.01 by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) **Exhibits.**

<u>Exhibit No.</u>	<u>Exhibit Title</u>
<a href="#">99.1</a>	Press Release, dated March 19, 2024, issued by Lincoln Educational Services Corporation as to the Investor Day.
<a href="#">99.2</a>	Investor Day Presentation
104	Cover Page Interactive Data File — the cover page XBRL tags are embedded within the Inline XBRL document.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

LINCOLN EDUCATIONAL SERVICES CORPORATION

Date: March 19, 2024

By: /s/ Brian K. Meyers

Name: Brian K. Meyers

Title: Executive Vice President, Chief Financial Officer and Treasurer

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**Lincoln Educational Services Projects Student Start Growth  
of Approximately 15% During First Quarter 2024**

*Reiterates Full year 2024 Outlook*

*Company Hosting Investor Day Today Beginning at Noon ET*

**PARSIPPANY, N.J., March 19, 2024** – Lincoln Educational Services Corporation (Nasdaq: LINC), which is hosting its first Investor Day today at its new East Point campus in Georgia, expects to continue its strong business momentum during the first quarter ending March 31, 2024. Student start growth is projected to significantly improve from the prior year, with growth of approximately 15.0% compared to 6.4%, excluding the transitional segment in 2022.

“Our team continues to successfully execute the Company’s transformative growth strategies as the interest in skilled trade careers continues to grow,” said Scott Shaw, President and CEO. “Our expected strong start growth in Q1 builds on the momentum we generated during 2023, which led to increased student starts, student retention, graduation and placement rates with employers as well as the achievement of all of our financial guidance objectives during the year. During today’s Investor Day we look forward to reviewing our strategies for 2024 and beyond while showcasing our new East Point campus.”

The Company’s Investor Day presentations start at 12:00 p.m. ET. The live webcast of the presentations along with a question-and-answer session with the Company’s executive leaders and guests will focus on Lincoln’s strategic priorities and growth initiatives. To access the live webcast of the Investor Day call, please go to the investor relations section of Lincoln’s website at [lincolntech.edu](https://www.lincolntech.edu). Participants may also register at: [Lincoln Educational Services Investor Day](https://www.lincolntech.edu).

An archived version of the webcast and presentation will be accessible for 90 days at [lincolntech.edu](https://www.lincolntech.edu).

The Company plans to report financial results for the three months ending March 31, 2024 on May 6, 2024.

**ABOUT LINCOLN EDUCATIONAL SERVICES CORPORATION**

Lincoln Educational Services Corporation is a leading provider of diversified career-oriented post-secondary education helping to provide solutions to America’s skills gap. Lincoln offers career-oriented programs to recent high school graduates and working adults in five principal areas of study: automotive technology, health sciences, skilled trades, business and information technology, and hospitality services. Lincoln has provided the workforce with skilled technicians since its inception in 1946 and currently operates 22 campuses in 13 states under 4 brands: Lincoln College of Technology, Lincoln Technical Institute, Lincoln Culinary Institute, and Euphoria Institute of Beauty Arts and Sciences. For more information, please go to [www.lincolntech.edu](https://www.lincolntech.edu).

**FORWARD-LOOKING STATEMENTS**

*Statements in this press release and in oral statements made from time to time by representatives of Lincoln Educational Services Corporation regarding Lincoln's business that are not historical facts, including those made in a conference call, may be "forward-looking statements" as that term is defined in the federal securities law. The words "may," "will," "expect," "believe," "anticipate," "project," "plan," "intend," "estimate," and "continue," and their opposites and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on information available at the time those statements are made and/or management's good faith belief as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all. Generally, these statements relate to business plans or strategies and projections involving anticipated revenues, earnings, or other aspects of the Company's operating results. Such forward-looking statements include the Company's current belief that it is taking appropriate steps regarding the pandemic and that student growth will continue. The Company cautions you that these statements concern current expectations about the Company's future performance or events and are subject to a number of uncertainties, risks, and other influences, many of which are beyond the Company's control, that may influence the accuracy of the statements and the projects upon which the statements are based including, without limitation, impacts related to the COVID-19 pandemic or other epidemics or pandemics; our failure to comply with the extensive regulatory framework applicable to our industry or our failure to obtain timely regulatory approvals in connection with acquisitions or a change of control of our Company; our success in updating and expanding the content of existing programs and developing new programs for our students in a cost-effective manner or on a timely basis; risks associated with changes in applicable federal laws and regulations; uncertainties regarding our ability to comply with federal laws and regulations, such as the 90/10 rule and prescribed cohort default rates; risks associated with the opening of new campuses; risks associated with integration of acquired schools; industry competition; our ability to execute our growth strategies; conditions and trends in our industry; general economic conditions; and other factors discussed in the "Risk Factors" section of our Annual Reports and Quarterly Reports filed with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement, and Lincoln undertakes no obligation to publicly revise or update any forward-looking statements, whether as a result of new information, future events or otherwise after the date hereof.*

**Contact:****Lincoln Educational Services Corporation**

Brian Meyers, CFO  
973-736-9340  
bmeyers@lincolntech.edu

# Investor Day 2024

Presented by:  
Scott Shaw  
President and CEO

3/19/2024



# Safe Harbor Statement

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Statements in this presentation regarding Lincoln's business that are not historical facts may be "forward-looking statements" that involve risks and uncertainties. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward-looking statements are based on information available at the time those statements are made and/or management's good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause such differences include, but are not limited to: our failure to comply with the extensive regulatory framework applicable to our industry or our failure to obtain timely regulatory approvals in connection with a change of control of our company or acquisitions; our success in updating and expanding the content of existing programs and developing new programs in a cost-effective manner or on a timely basis; risks associated with changes in applicable federal laws and regulations, including final rules that took effect during 2011 and other pending rulemaking by the U.S. Department of Education; uncertainties regarding our ability to comply with federal laws and regulations regarding the 90/10 rule and cohort default rates; risks associated with the opening of new campuses; risks associated with integration of acquired schools; industry competition; our ability to execute our growth strategies; conditions and trends in our industry; the COVID-19 pandemic and its impact on our business and the U.S. and global economics; general economic conditions; and other factors discussed in our annual report on Form 10-K for the year ended December 31, 2023. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in Lincoln's annual report on Form 10-K for the year ended December 31, 2023. All forward-looking statements are qualified in their entirety by this cautionary statement, and Lincoln undertakes no obligation to revise or update this news release to reflect events or circumstances after the date hereof.



LINCOLN TECH

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# Mission Statement

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## **MISSION STATEMENT**

Lincoln's mission is to provide superior education and training to our students for in-demand careers in a supportive, accessible learning environment, transforming students' lives and adding value to their communities



LINCOLN TECH

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# Strong Regulatory Focus Enables Long Term Growth

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- We always strive to do the right thing!
- Our students are our customers
- We are fully engaged with our regulators

## **Accreditors**

- Staff members volunteer time for reaccreditation visits
- A Campus President sits on the Board
- Very positive reaccreditation visits

## **State**

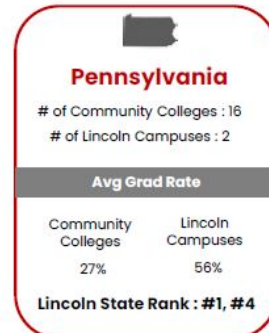
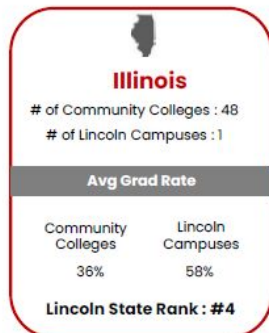
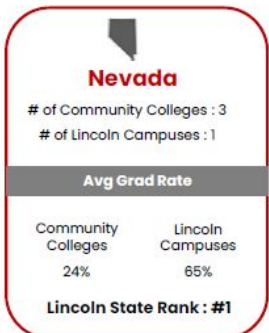
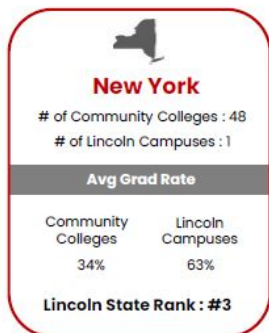
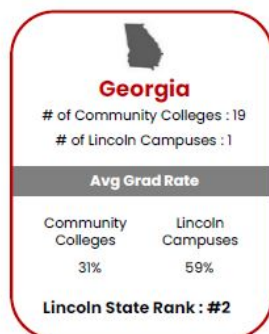
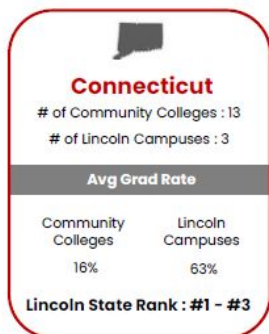
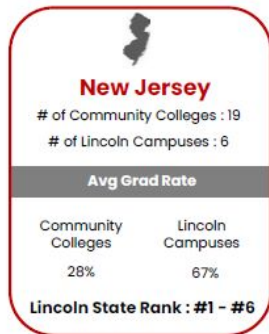
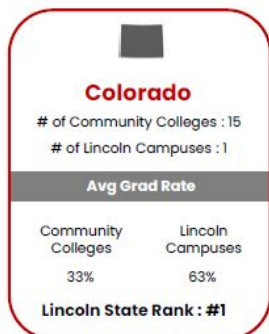
- We maintain close relationships with our 13 states
- Engaged in state trade associations
- Partner in state initiatives
  - CT – CareerConn
  - MD – Maryland Career Quest
- Assist with teach outs – Stone Academy in CT

## **Department of Education**

- 90/10 – 81%
- Cohort Default Rate – negligible
- Financial Responsibility Ratio – 3.0
- FA processing – no major findings



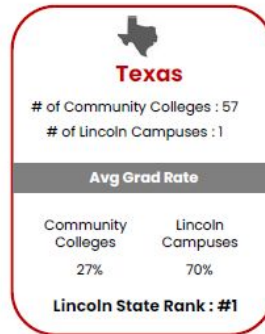
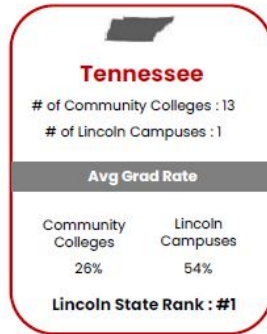
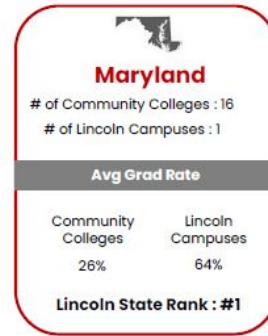
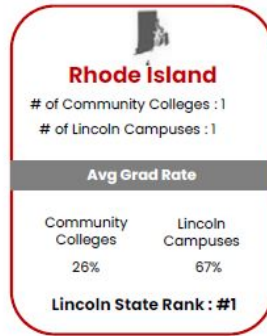
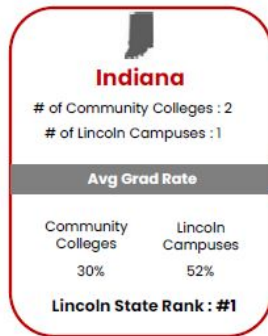
# Lincoln Vs Community College Graduation Rates



\*Excludes community colleges from calculation if there were no graduation data reported  
 • Source College Scorecard  
 4-Year Institutions: Cohort of Fall 2015 Reported Fall of 2021  
 Less than 4-Year: Cohort of Fall 2018 Reported in Fall of 2021



# Lincoln Vs Community College Graduation Rate



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Less than 4-Year: Cohort of Fall 2018 Reported in Fall of 2021



# Lincoln Tech Graduates Make A Difference

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## **PAT GELSINGER**

CEO of Intel, former CEO of VmWare, youngest VP at Intel, 8 patents, Invited to the State of the Union Speech



## **CARLTON ROSE**

Former President, Global Fleet Maintenance & Engineering and LINC Board Member



## **WADDELL WILSON**

NASCAR Legend and Member of the NASCAR Hall of Fame. He was a crew chief and engine builder and his engine still has the Daytona 500 speed record.



## **HOMER HOGG**

VP of Truck Services at Travel Centers of America  
He has a radio show on Sirius XM called Maintenance Matters.  
He is on the Board of Directors of ASE and he Chairs the TMC S16 Study Group



## **LEON KAPLAN**

For 40 years he had a radio show on KABC in Los Angeles called the Motorman



**LINCOLN TECH**

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# Changing Lives

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Shana Williford-Johnson is 2012 Medical Assisting graduate who become a critical care registered nurse



Marcus Williford is a 2006 Electronic Systems Technician graduate is a supervisor at Comcast



Devin Williford is 2011 Collision Repair & Refinishing who is thriving as a self-employed entrepreneur



Marlo Johnson is a 2012 Electronic Systems Technician Degree graduate and is now a manager with Johnson Controls



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# Investment Opportunity



## Skills Gap

Employers cannot find enough technically trained employees and with the infrastructure bill passed demand for skilled workers should be even greater



## Leader

Lincoln is a leading, technical, hands-on educator and trainer serving high demand industries (transportation, skilled trades and healthcare) facing this Skills Gap



## Growth

Proven ability to grow population and revenue in high and low unemployment markets



## Profitability

Returning to long term significant operating leverage with approximately **40%** of incremental revenue dropping to the bottom line.



## Balance sheet

Strong balance sheet with resources to expand programs and campuses to accelerate growth



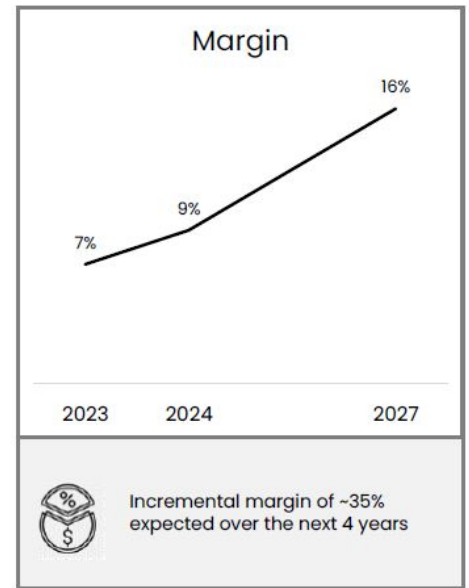
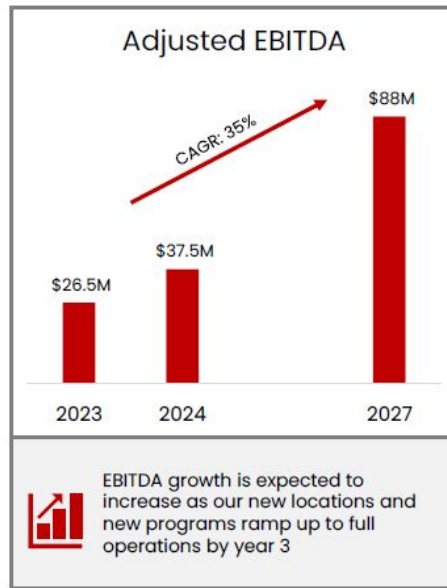
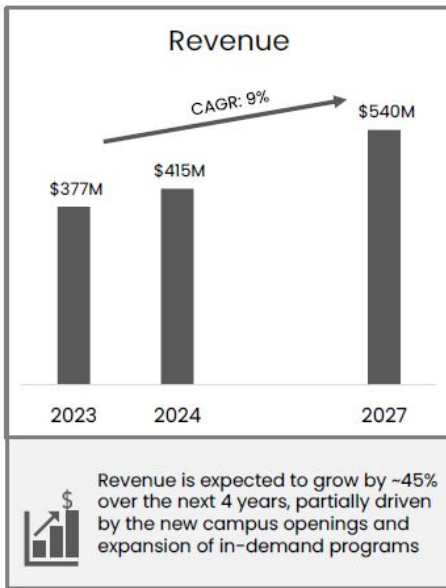
## Increasing Efficiency

Continuing efforts to streamline and standardize operations including moving to a more efficient hybrid learning model, and standardizing curriculum.

Hybrid model is more attractive to students



# Financial Highlights – Total Company



# Lincoln Tech's Vision

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LINCOLN TECH

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# How To Achieve Our Vision

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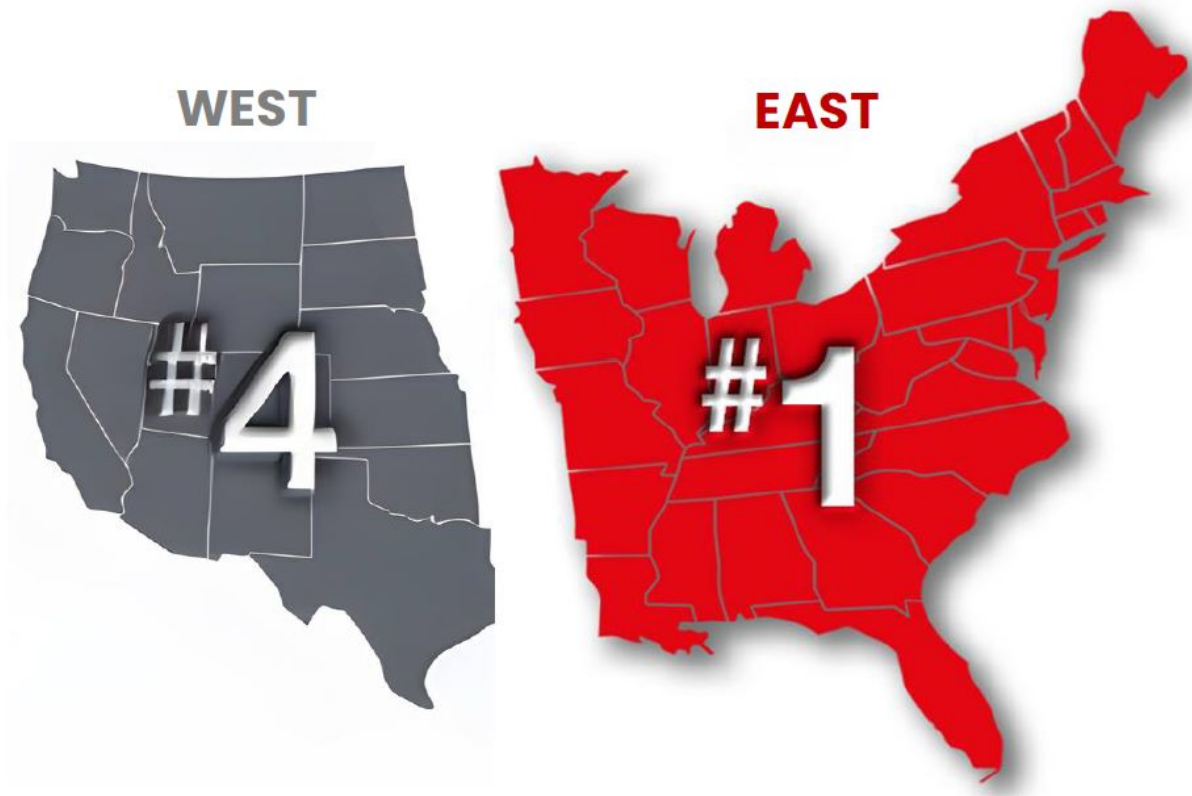
- Focus on high ROI programs
- Exceed outcome goals of 70% graduation and 85% placement rates
- Simplify and streamline the operation to create a more scalable and efficient operation
- Offer affordable, accelerated programs
- Be partnered with companies
- The Lincoln Tech brand needs to mean quality career education that results in employment



# Lincoln Tech

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**Largest Provider of Automotive and Skilled Trade Graduates in the East**



LINCOLN TECH

# Highly Fragmented Market

## LINCOLN TECH HAS ONLY 2% OF THE ADDRESSABLE MARKET

Automotive		Diesel		Heavy Equipment	
# Institutions w/Grads	782	# Institutions w/Grads	331	# Institutions w/Grads	57
2022 Grads	38,139	2022 Grads	10,762	2022 Grads	958
BLS Annual Demand	82,800	BLS Annual Demand	24,300	BLS Annual Demand	15,100
Lincoln Tech's share of Industry Demand	1.8%	Lincoln Tech's share of Industry Demand	2.5%	Lincoln Tech's share of Industry Demand	1.3%
Institution	2022 Grads	Institution	2022 Grads	Institution	2022 Grads
Number 1	5,058	Number 1	1,376	Lincoln Tech	194
<b>Lincoln Tech</b>	<b>1,524</b>	<b>Lincoln Tech</b>	<b>596</b>	Number 2	105
Number 3	611	Number 3	343	Number 3	56
Number 4	544	Number 4	291	Number 4	49
Number 5	467	Number 5	239	Number 5	40
Welding		HVAC		Electrician	
# Institutions w/Grads	867	# Institutions w/Grads	706	# Institutions w/Grads	826
2022 Grads	46,305	2022 Grads	30,153	2022 Grads	37,962
BLS Annual Demand	42,600	BLS Annual Demand	37,700	BLS Annual Demand	73,500
Lincoln Tech's share of Industry Demand	3.1%	Lincoln Tech's share of Industry Demand	2.7%	Lincoln Tech's share of Industry Demand	2.1%
Institution	2022 Grads	Institution	2022 Grads	Institution	2022 Grads
Number 1	2,844	Number 1	1,062	Lincoln Tech	1,521
<b>Lincoln Tech</b>	<b>1,307</b>	<b>Lincoln Tech</b>	<b>1,006</b>	Number 2	843
Number 3	833	Number 3	983	Number 3	792
Number 4	475	Number 4	577	Number 4	690
Number 5	467	Number 5	412	Number 5	656



LINCOLN TECH

# Renaissance Of The Skilled Trades

## GROWTH EVEN WITH LOW UNEMPLOYMENT



- The education system became designed to send everyone to college
- Society believed that going to college would lead to a better life
- Blue collar jobs became stigmatized

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The data clearly shows that going to college is not for everyone.

- Only ~60% graduate in 6 years
- Students cannot repay their debt
- Graduates are in jobs that don't require a degree

- Today the general public is looking for less expensive, faster ways to start a meaningful career that will provide economic security and personal satisfaction.
- Career training meets this need
- The stigma has lessened – Essential Workers

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LINCOLN TECH

## Lincoln Tech

SCHOOL OF  
AUTOMOTIVE &  
DIESEL



SCHOOL OF  
SKILLED  
TRADES



SCHOOL OF  
NURSING &  
HEALTHCARE



# Programs By Campus\*

Allentown, PA  
 Columbia, MD  
 Denver, CO  
 East Point, GA  
 East Windsor, CT  
 Grand Prairie, TX  
 Houston, TX '26  
 Indianapolis, IN  
 Iselin, NJ  
 Lincoln Mall, RI  
 Mahwah, NJ  
 Marietta, GA  
 Melrose Park, IL  
 Moorestown, NJ  
 Nashville, TN  
 New Britain, CT  
 Paramus, NJ  
 Philadelphia, PA  
 Queens, NY  
 S. Plainfield, NJ  
 Shelton, CT  
 Summerlin, NV  
 Union, NJ

	<b>Auto</b>	<b>Skilled Trades</b>	<b>Healthcare</b>	<b>Other</b>
		EEST	LPN, MA	CNST
	<b>Auto</b>	EEST, HVAC & Welding	MA	Culinary
	<b>Auto, Diesel, Collision</b>	EEST, HVAC & Welding	<b>Possible</b>	
	<b>Auto</b>	EEST, HVAC & Welding		
	<b>Auto, Diesel, Collision</b>	EEST, HVAC & Welding	MA	CNC
	<b>Auto, Diesel, Collision</b>	EEST, HVAC & Welding	<b>Possible</b>	CNC
	<i>Auto, Diesel</i>	<i>EEST, HVAC &amp; Welding</i>	<i>Possible</i>	
	<b>Auto, Diesel, Collision</b>	EEST, HVAC & Welding	MA	CNC
			LPN, MA, DA	CNST
		EEST, HVAC & Welding	LPN, MA, DA	Massage
	<b>Auto</b>	EEST, HVAC & Welding		CNC
		EEST & HVAC	MA	
	<b>Auto</b>	EEST, HVAC & Welding	MA	Collision
		EEST & HVAC	LPN, MA	CNST
	<b>Auto, Diesel, HE &amp; Collision</b>	EEST, HVAC & Welding	<b>Possible</b>	
		EEST & HVAC	LPN, MA	
			LPN, MA	CNST
	<b>Auto</b>	EEST, HVAC & Welding	<b>Possible</b>	
	<b>Auto</b>	EEST		
	<b>Diesel, HE</b>	Welding		
		EEST, HVAC	LPN, MA	Culinary
				Cosmo
	<b>Auto</b>	EEST, HVAC		

\*Programs in black will commence in the next 24 months



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# Experienced Management Team

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Scott Shaw  
President and CEO (23)



Brian Meyers  
EVP, CFO & Treasurer (21)



Chad Nyce  
EVP, Chief Innovation Officer (4)



Alexandra Luster  
EVP, General Counsel &  
Secretary (29)



Stephen Ace  
SVP of Human Resources (16)



Susan English  
SVP of Career Services &  
Industry Partners (40)



Francis Giglio  
SVP of Compliance and  
Regulatory (20)



James Rasmussen  
SVP Admissions (17)

Peter Tahinos  
SVP of Marketing (9)



Val Thomas  
SVP & Chief Information  
Officer (14)



LINCOLN TECH

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# Board Of Directors

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**J. Barry Morrow**  
Non-Executive Chairman,  
Lincoln Educational  
Services; Founder & Chief  
Executive Officer, BK  
Capital Group



**John A. Bartholdson**  
Co-Founder & Partner,  
Juniper Investment Co.  
LLC



**James J. Burke, Jr.**  
Founder & Managing  
Partner, JJB Capital  
Partners LLC



**Kevin M. Carney**  
Former Executive Vice  
President & Chief Financial  
Officer, Web.com Group  
Inc.



**Dr. Michael A. Plater**  
Former University  
President, Strayer  
University



**Felecia Pryor**  
Chief Human Resources  
Officer, John Deere



**Carlton Rose**  
Former President, Global  
Fleet Maintenance &  
Engineering, UPS; 1981  
Lincoln Tech Graduate



**Scott M. Shaw**  
President & Chief Executive  
Officer, Lincoln Educational  
Services



**Sylvia J. Young**  
Former President & Chief  
Executive Officer HCA  
Continental Division





# ACADEMICS

*Presented by:*  
**Chad Nyce**

*EVP & Chief Innovation Officer*



# Discussion Topics

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- Uniquely Qualified Faculty
- Cutting-Edge Training Tools
- Efficient Instructional Model
- Program Portfolio Strategy



# Uniquely Qualified Faculty



## % FT Faculty

Transportation	92%
Skilled Trades	84%
Healthcare	25%

Program	Certification	Faculty with Certification
Transportation	ASE Master Automotive & Light Truck Certification	85
	ASE Master Medium-Heavy Truck Certification	22
	ASE Master Collision Repair & Refinish Certification	15
	ASE World Class Technician	11
Skilled Trades	EEST Craft Instructor	103
	EEST Master Craft Instructor	1
	Certified Master HVACR Educator (CMHE)	11

#### ASE **World Class Technician** Facts:

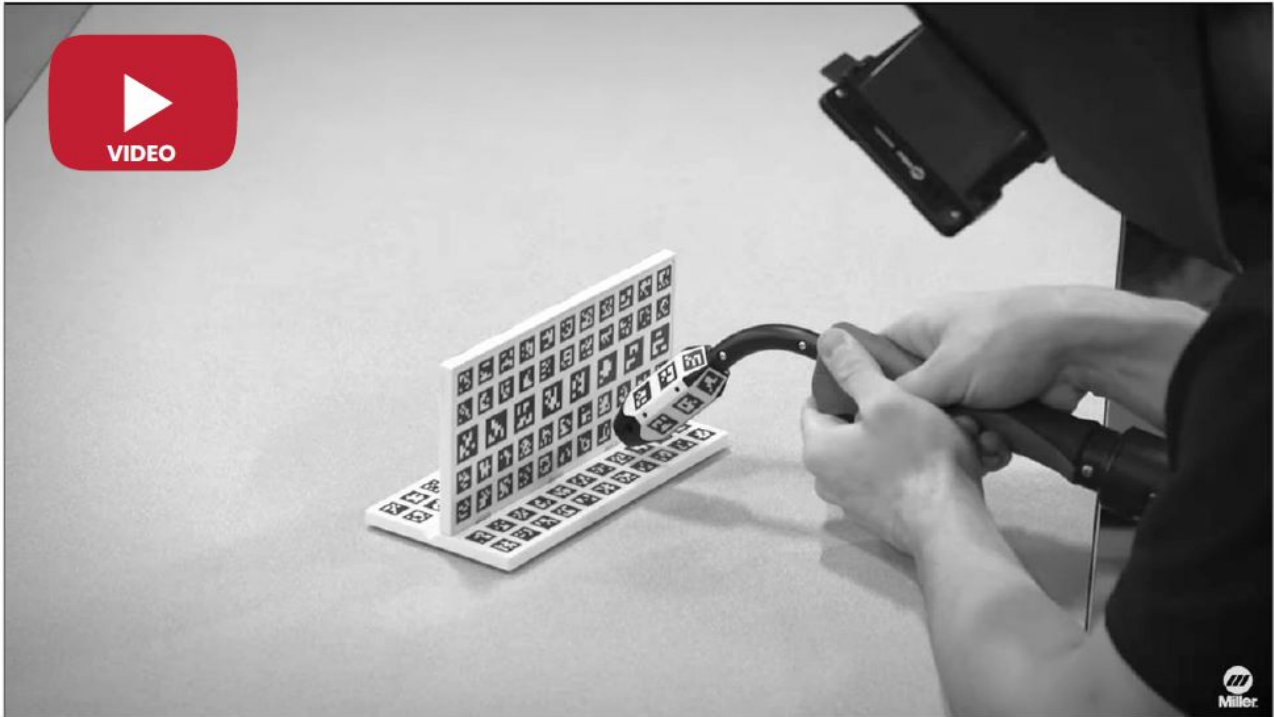
- Less than 50 earn this annually
- Must attain 22 specific ASE certifications to receive World Class Recognition



# Cutting Edge Training Tools

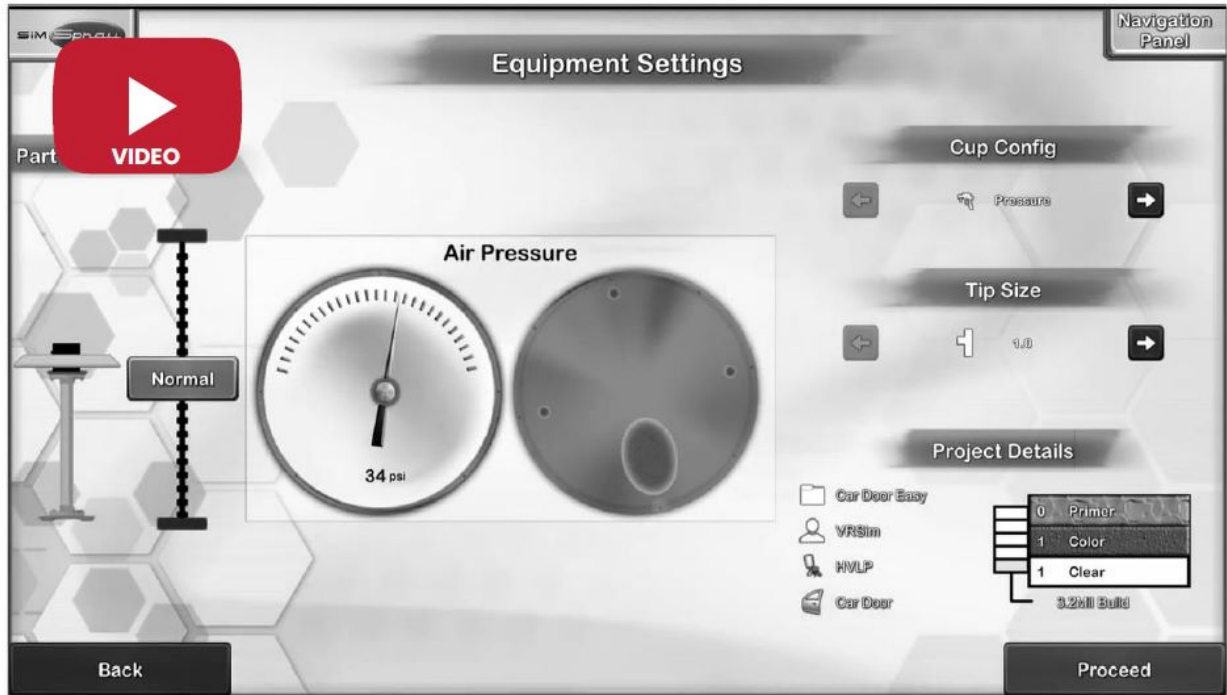
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## Miller MobileArc™ Augmented Reality Welding System



# Cutting Edge Training Tools

## Sim Spray Virtual Reality Paint Spraying Trainer



# Cutting Edge Training Tools

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## Electude - Auto and Diesel Curriculum

*A Reimagined Way of Learning*

### Students



Enhanced understanding and retention



Interactive, gamified learning experience



Discover more, read less

### Instructors



Flexible course materials



Guarantees student engagement



Time savings



LINCOLN TECH

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# Cutting Edge Training Tools

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## Electude - Auto and Diesel Curriculum



LINCOLN TECH

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# Legacy Instructional Model

## Example: 1,200Hr. Program

	Mon	Tues	Wed	Thurs	Fri	Instructor Platform Hrs./Wk.
Morning 7:00AM - 1:30PM (With a 1/2 hour break)	6.5 hrs. OG	6.5 hrs. OG	6.5 hrs. OG	6.5 hrs. OG	6.5 hrs. OG	30 Hrs./Wk. of Instruction
Afternoon 1:30PM - 7:00PM (With a 1/2 hour break)	6.5 hrs. OG	6.5 hrs. OG	6.5 hrs. OG	6.5 hrs. OG	6.5 hrs. OG	30 Hrs./Wk. of Instruction
Evening 7:00PM - 10:00PM	3 hrs. OG	3 hrs. OG	3 hrs. OG	3 hrs. OG	3 hrs. OG	15 Hrs./Wk. of Instruction

### Legacy Instructional Model Limitations:

- Students required to go to school 5 days per week
- Faculty required to work 5 days per week
- A minimum of 2.5 instructors are required to tech 3 cohorts
- Facility inefficiencies (large number of dedicated classrooms plus a large cafeteria/student break room)
- Students in the evening cohort take two times longer to complete their program (lower retention for longer programs)





# Efficient Instructional Model

## Example: 1,200Hr. Program

	Mon	Tues	Wed	Thurs	Instructor Platform Hrs./Wk.
Morning 7:00AM - 11:00AM	4 hrs. OG	4 hrs. OG	4 hrs. OG	4 hrs. OG	16 Hrs./Wk. of Instruction
	8 hrs. Online				
Afternoon 12:00PM - 4:00PM	4 hrs. OG	4 hrs. OG	4 hrs. OG	4 hrs. OG	16 Hrs./Wk. of Instruction
	8 hrs. Online				
Evening 5:00PM - 9:00PM	4 hrs. OG	4 hrs. OG	4 hrs. OG	4 hrs. OG	16 Hrs./Wk. of Instruction
	8 hrs. Online				

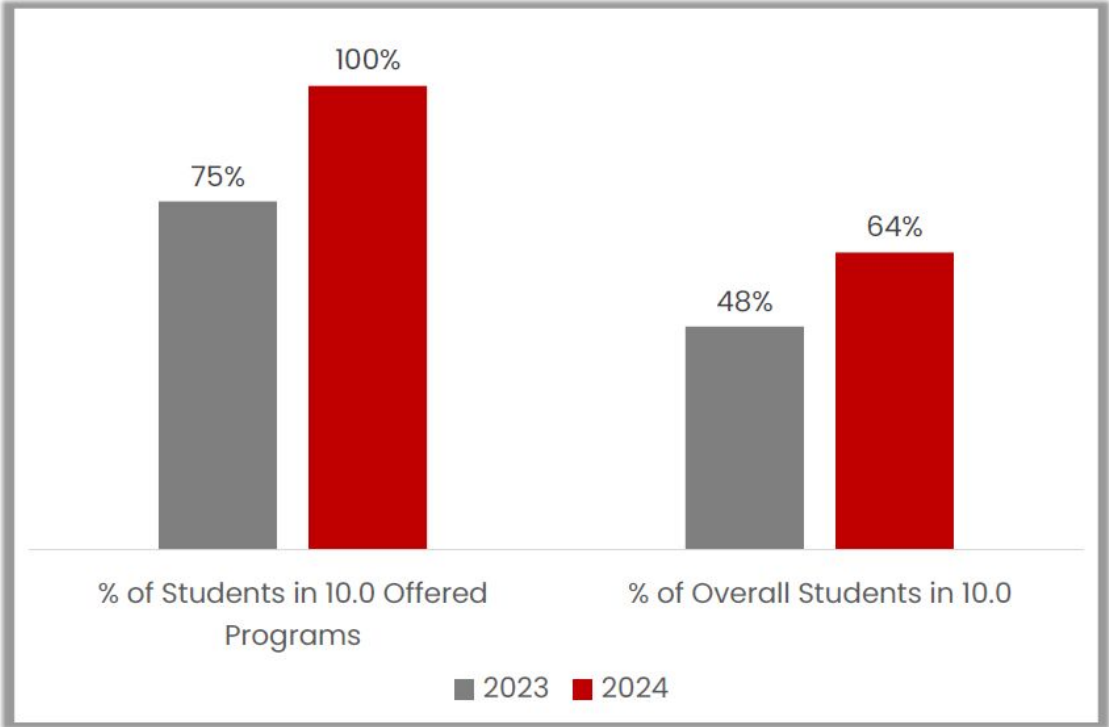
### Efficient Instructional Model Benefits:

- Students are required to go to school only 4 days per week (more time to work a PT job)
- Faculty are required to work only 4 days per week (less burn out)
- Fewer instructors are required to teach 3 cohorts
- More efficient facility utilization (less classrooms and smaller student break areas)
- Students in the evening cohort can complete their program in 1 year (higher retention rates and faster revenue recognition)



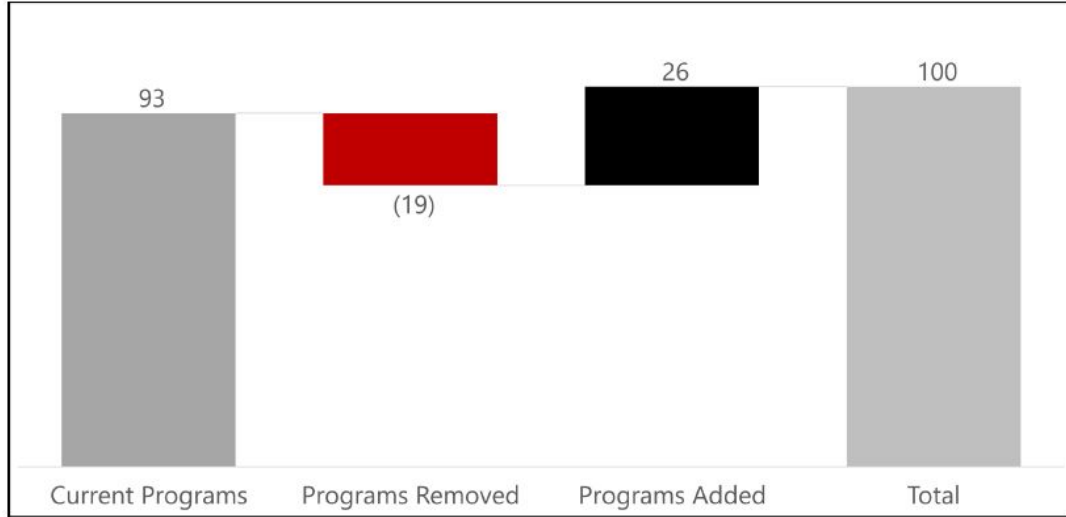
# Efficient Instructional Model Rollout

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# Program Portfolio Strategy

	Current Programs	Programs Removed	Programs Added
Transportation	23	-2	4
Skilled Trades	32	-3	22
Healthcare	26	-2	0



# Admissions

*Presented by:*  
**Jay Rasmussen**

*SVP of Admissions, Group VP*



# Why Students Choose Lincoln Tech

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- Nationally recognized and respected
- Practical hands-on training for high demand career fields
- Shorter length of curriculum means students enter the workforce sooner
- Skills acquired at Lincoln apply directly to their chosen career field
- High return on investment

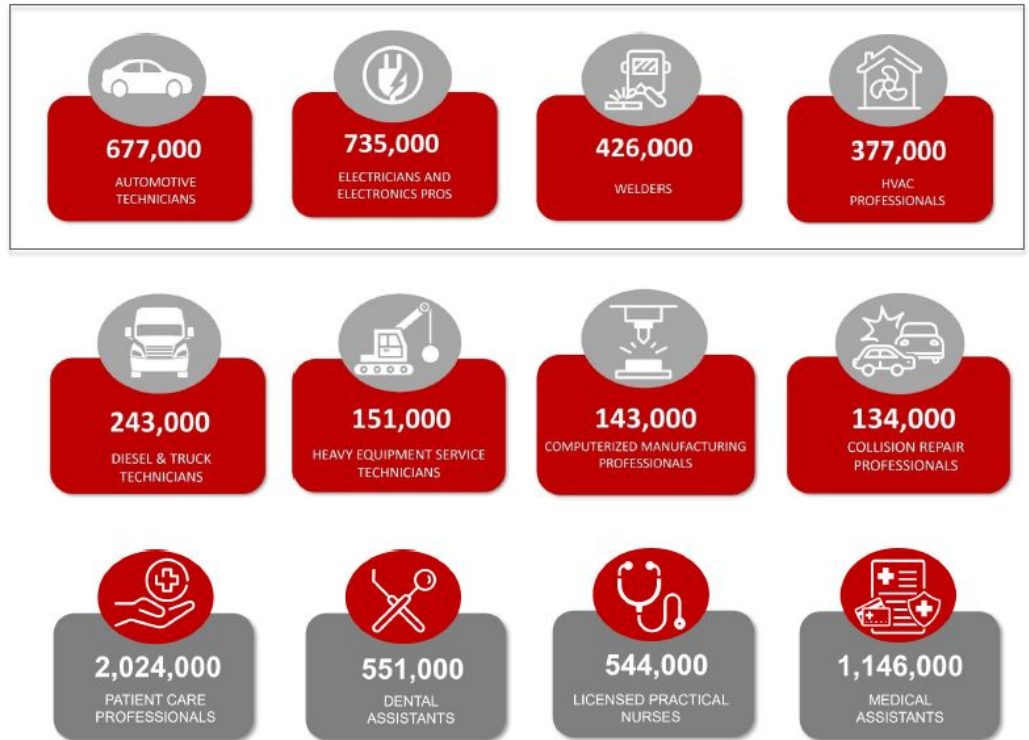


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# We Train for Careers That Are In Demand

Based on market demand, we are replicating programs throughout our current footprint and at new locations. These programs have proven to have greater interest and increased employability, providing a higher return on investment for our students.



\*National figures cited above are based on projected annual job openings, which refers to the average annual job openings due to growth and net replacement. This data was compiled from the U.S. Dept. of Labor, Bureau of Labor Statistics, [oneline.org](https://oneline.org), for the years 2022-2032, captured on November 19, 2023.



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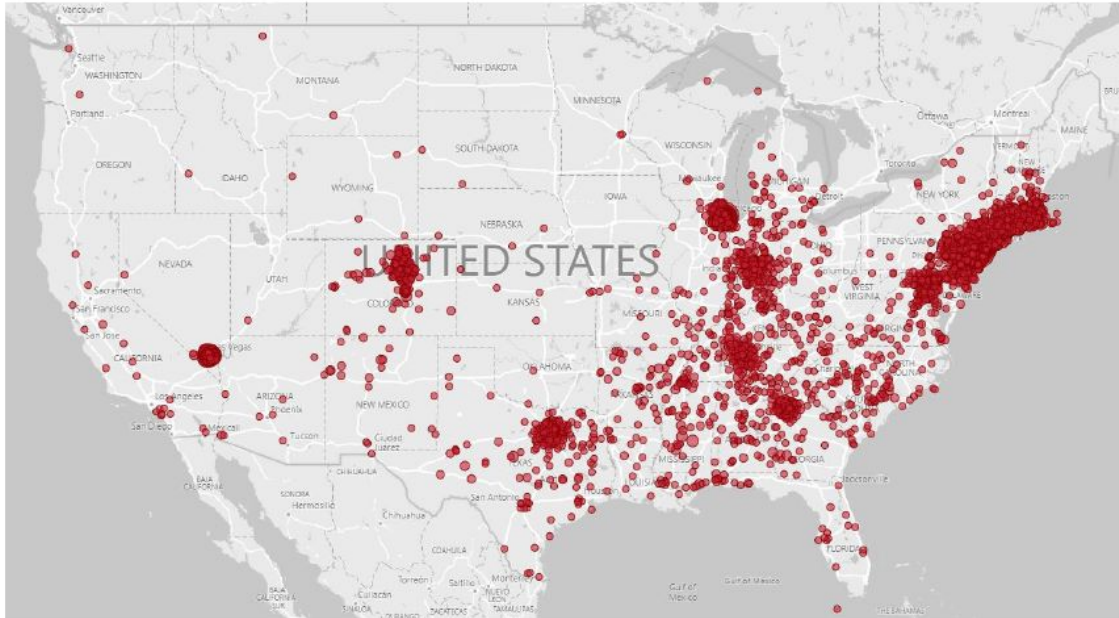
# Populations We Currently Serve

## Commuter Based Locations

- These locations have populations that primarily commute to attend Lincoln Tech

## Destination Locations

- These locations have populations with typically younger students that have relocated to attend Lincoln Tech. These include Denver, Grand Prairie, Indy, East Windsor and Nashville.



# Our Student Trends

## High School

- Prospects that are currently in their last year of High School and those who have graduated within the current year
- 22% of our students are directly out of High School

## Adult

- Prospects that have graduated High School and are beyond their year of graduation account for 78% of our population

## Veteran

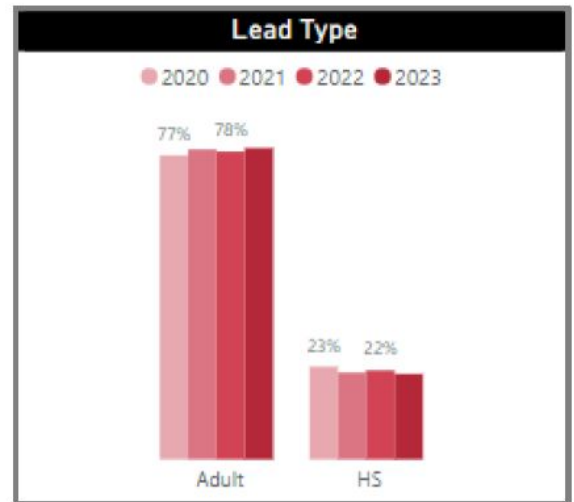
- 5% of our students are veterans looking to reenter the workforce

## Employed

- About 70% of our students are employed in full-time or part-time positions while attending

## Dependents

- About 27% of our new students have dependents





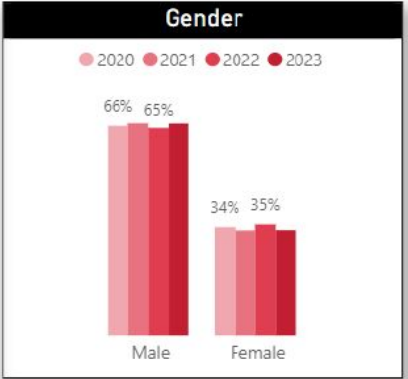
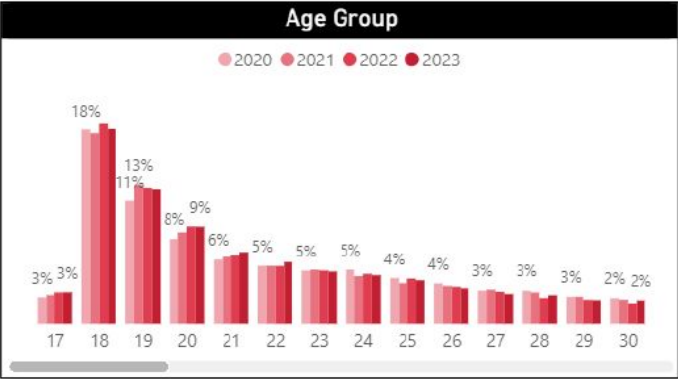
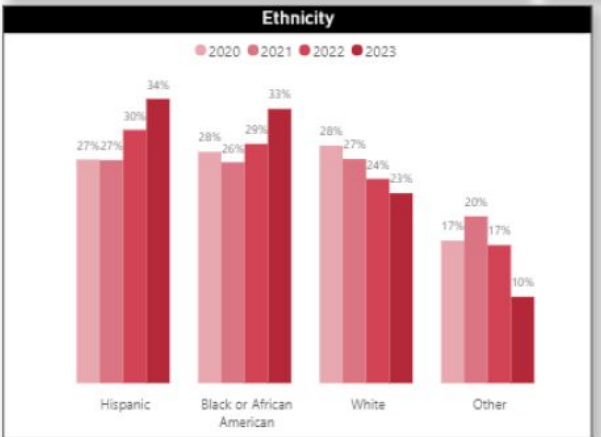
# Demographics

**Age**

- 50% of our students are 21 years of age or younger

**Gender**

- Male and female trends are remaining steady
- **Ethnicity**
- Hispanic populations have surpassed all other ethnic groups



# Student Life Cycle



## Inquiry

Inquiries enter the system from any one of our marketing sources.

They are then assigned to our Admissions Support Center.



## ASC

ASC makes the first attempt at contact through a phone call and text messaging.

If no contact, ASC then assigns it to a campus. If we make contact, the agent attempts to warm transfer or books an appointment with the prospect.



## Campus Staff

The Rep Interviews all prospects to determine eligibility.

The Rep remains the prospect's guide throughout the entire admissions process.



## Financial Aid

Each student is guided through the Financial Aid process. For students, this is often the most intimidating part.

The Rep follows up to ensure the prospect understands and has the ability to keep their funding commitment.



## Caretaking

Caretaking can be as short as 3 days or as long as a year. To remain on track to start, each student is handled differently based on their timeline.

High School students, for example, can take up to 12 months from application to starting school.



## Orientation and the Start

This is a fantastic day for the student and family as they start out on a new journey.

Admissions hands off the student to Education to care for them throughout the program.

Through the above process of guidance and care, we develop lifelong relationships and a superior bond with our students. Our compassion for their successes is what separates us from all others

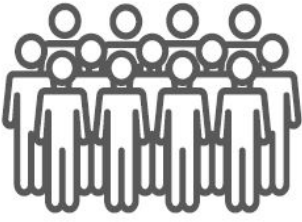


# Admissions – Corporate Structure



# Admissions – Teams

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## CAMPUS ADMISSIONS EMPLOYEES:

22 Local Directors



174 Admissions Representatives

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7 High School Regional Directors



90 High School Representatives



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# New Student Starts Trending

## Start Trend

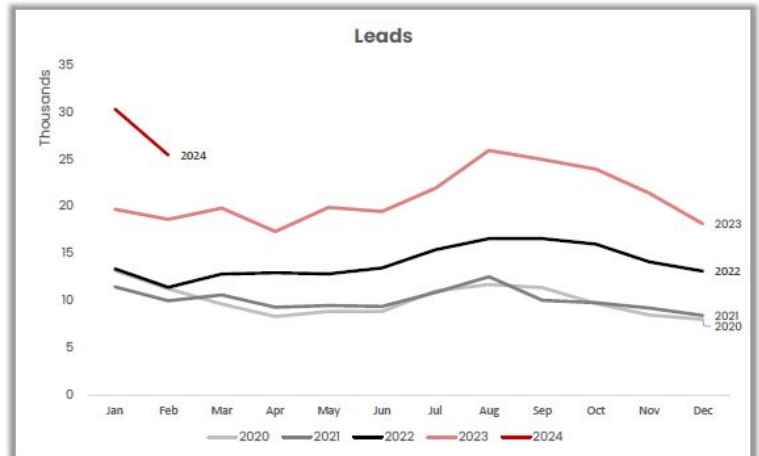
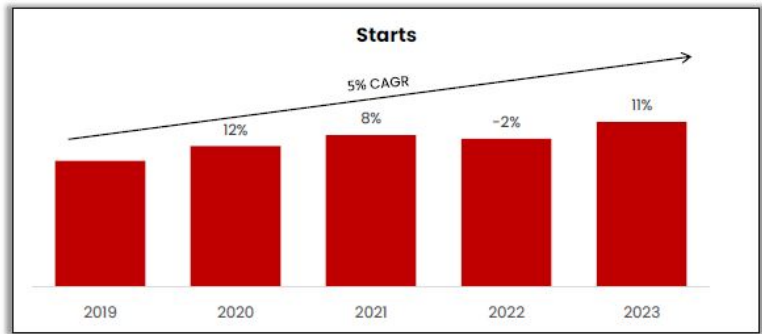
- We are averaging 5% over the last 5 years
- 2023 showed strong growth with a notable uptick in Q4

## Market Conditions

- Looks to be moving in our direction
- Positive Media Exposure
- Traditional College is being reevaluated for the value proposition

## Inquiry Trends

- Have exceeded expectations and continued at this pace into 2024.
- We first saw a spike in interest in August of 2022



CAREER SERVICES  
& INDUSTRY  
PARTNERSHIPS

*Presented by:*  
**Susan English**

*SVP of Career Services &  
Industry Partnerships*

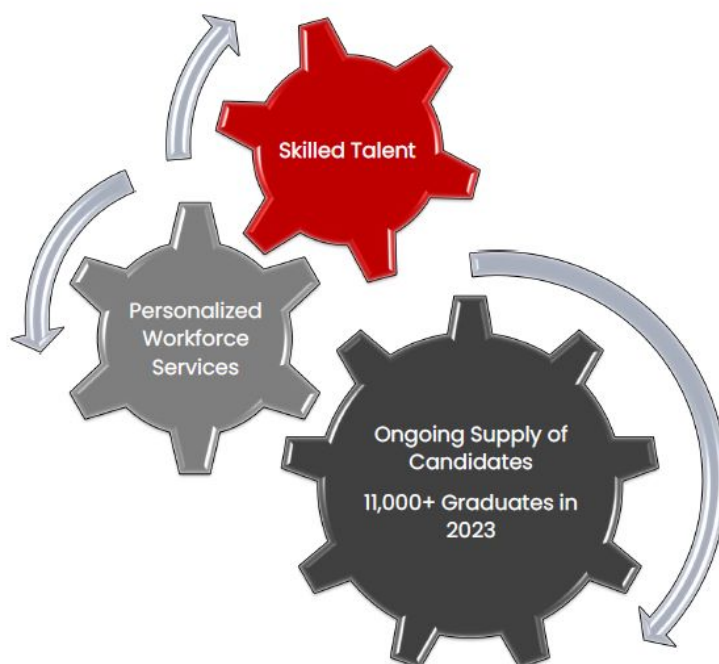


# Career Services & Industry Partnerships

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**BOTH DIVISIONS PROVIDE ESSENTIAL RESOURCES FOR OUR STUDENTS  
AND OUR INDUSTRY PARTNERS**

Across the country, in the next ten years, there are projected to be more than 7.4 million\* job openings in the Auto-Skilled Trades & Healthcare fields alone



\*National figures cited above are based on projected annual job openings, which refers to the average annual job openings due to growth and net replacement. This data was compiled from the U.S. Dept. of Labor, Bureau of Labor Statistics, [ononline.org](https://ononline.org), for the years 2022-2032, captured on November 19, 2023.

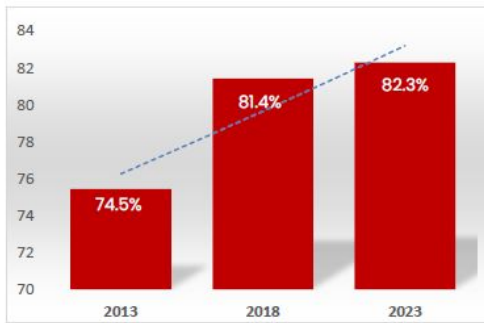


**LINCOLN TECH**

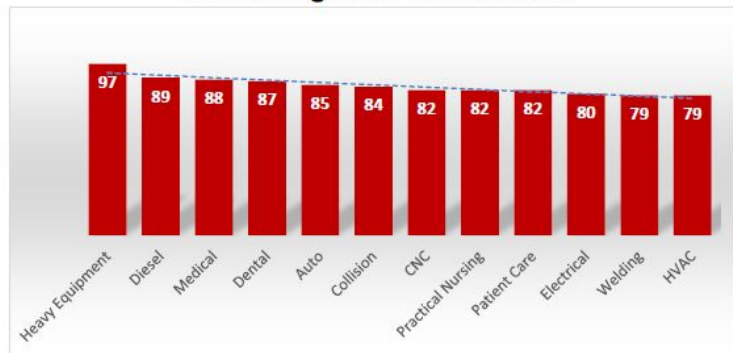
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# Career Services: Our Report Card

## Placement Growth\*



## 2023 Program Performance



AN AVERAGE OF 85  
DEDICATED CAREER  
SERVICES EMPLOYEES



## Over the last 5 Years



37,000+ Graduates have found employment  
in their field



19,000+ Employers have hired our graduates

\*Placement percentages based on graduate cohort dates of July 1 – June 30 and placed by December 31.



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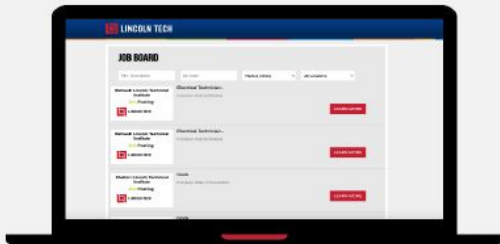
# Student Resources

## Technology Products



### CAREER PREPARATION TOOLS

- Resume Builder
- Interview Simulator
- Mock Job Application



### Job Board

- Students receive daily job postings to their mobile devices

## Employer Engagement on Campus



Dedicated Employer Days



Immediate Decision Days



Career Fairs



Mentoring

## Professional Skills Training Courses Blended Learning

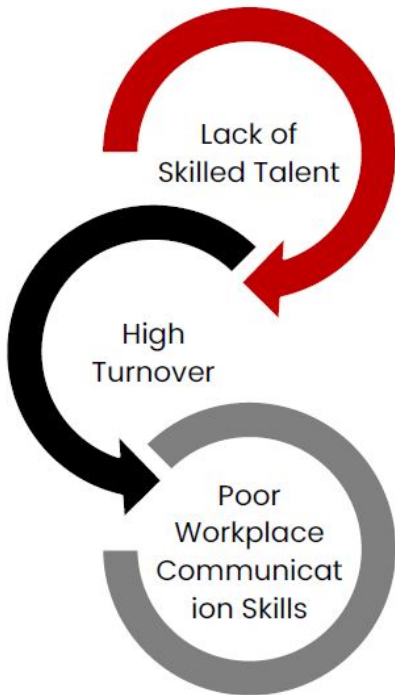
STUDENT SUCCESS			PROFESSIONAL DEVELOPMENT		
GETTING TO KNOW YOURSELF	MANAGING DEBTS + YOUR ATTITUDE	GOAL SETTING	COMMUNICATION + NETWORKING	TODAY'S JOB SEARCH STRATEGIES	BRANDING RESUME, COVER LETTER, JOB APPLICATION, ONLINE PRESENCE
LEARNING TO LEARN	BECOMING A SUCCESSFUL ONLINE STUDENT	TIME MANAGEMENT	PREPARING FOR THE INTERVIEW	THE INTERVIEW PROCESS PART 2	ANSWERING OFFICIAL QUESTIONS
PERFORMANCE + STUDY SKILLS	CULTURAL DIVERSITY + CONFLICT RESOLUTION	FINANCIAL LITERACY	WORKING IN TEAMS	ON THE JOB SUCCESS	WORK LIFE BALANCE + PREPARING FOR THE FUTURE



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# Employer Demand

## Employer Pain Points



## How Employers are Partnering with Lincoln & Our Students



Funding tuition balances for select students



Providing scholarships



Improving salary and benefit packages to be more competitive



Tool and equipment donations

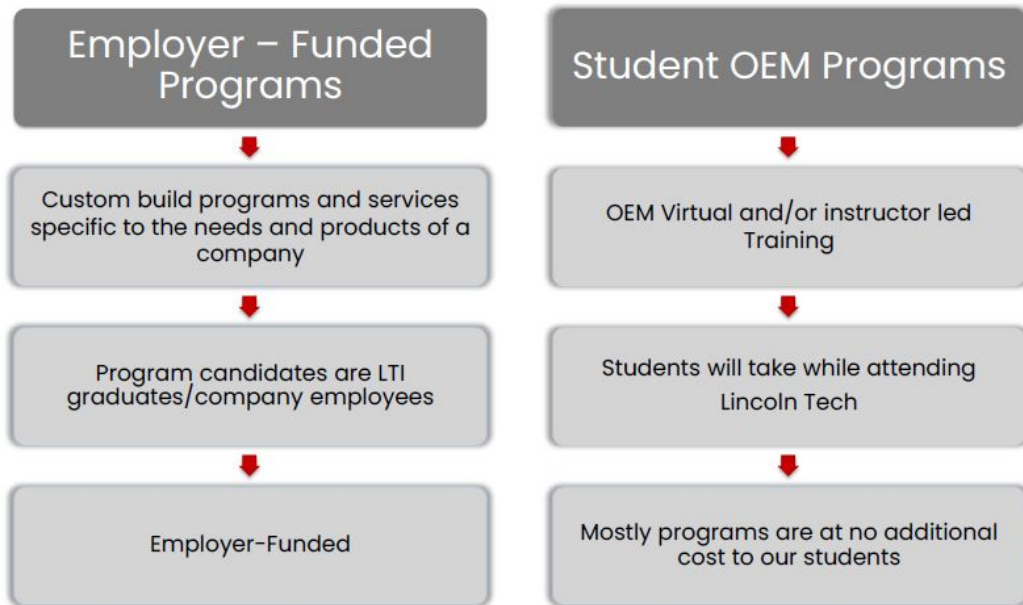


Formalizing an *Early Hire Program* to launch later this year



# Industry Partnership Division

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MORE THAN 1,100 STUDENTS PARTICIPATED IN A PARTNERSHIP PROGRAM IN 2023



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# Student Programs

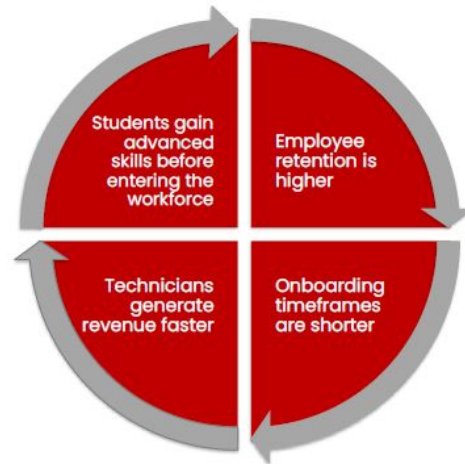
## Independent Online Programs:

- Audi AEP Certificate Program
- Genesis
- Hyundai
- Stellantis - Mopar CAP 1
- Toyota TECS
- Mazda
- Toyota TECS Elite Program

## Student Paid Training

- BMW Fast Track
- Stellantis -Mopar CAP 2
- Volkswagen

## Value Proposition





**OUR TEAM PROVIDES INDUSTRY SOLUTIONS, CUSTOM BUILT TO OUR PARTNER'S WORKFORCE NEEDS**

Custom Program Development

Program Staffing and Management

Training Space

Recruitment Services

Retention Services

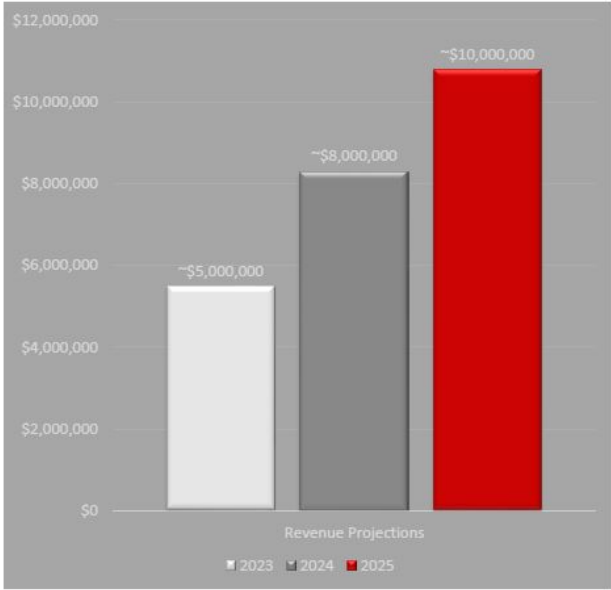


# Revenue Generated Through Partnerships

As Projected Through 2025



- Assumptions:
- Projected growth achieves budgeted targets
  - All legacy renewals due by 2025 continue



# Lincoln Tech: Collaborating With Our Partners

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# Marketing

*Presented by:*  
**Peter Tahinos**

*SVP Marketing*





# Marketing Strategy

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## Keys to Continued Growth

- Create greater efficiencies in lead generation
  - Increase conversion rates
  - Reduce cost per start
- Gradually eliminate the need for PPL/Affiliates
- Strategically increase Paid Social Media
- Position Lincoln as authority in industries we serve
  - Top of funnel web content (blogs, podcasts, articles)
  - Focus on instructors' industry experience
- Successfully launch new campuses
- Expand existing core programs




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# Marketing Budget

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YEAR	MARKETING SPEND INCREASE OVER PY
2018	7.4%
2019	3.1%
2020	5.0%
2021	6.1%
2022	5.1%
2023	8.3%
2024*	9.3%

Growing paid search and paid social and shrinking third party affiliates  
Also driving more organic searches better SEO and blog content

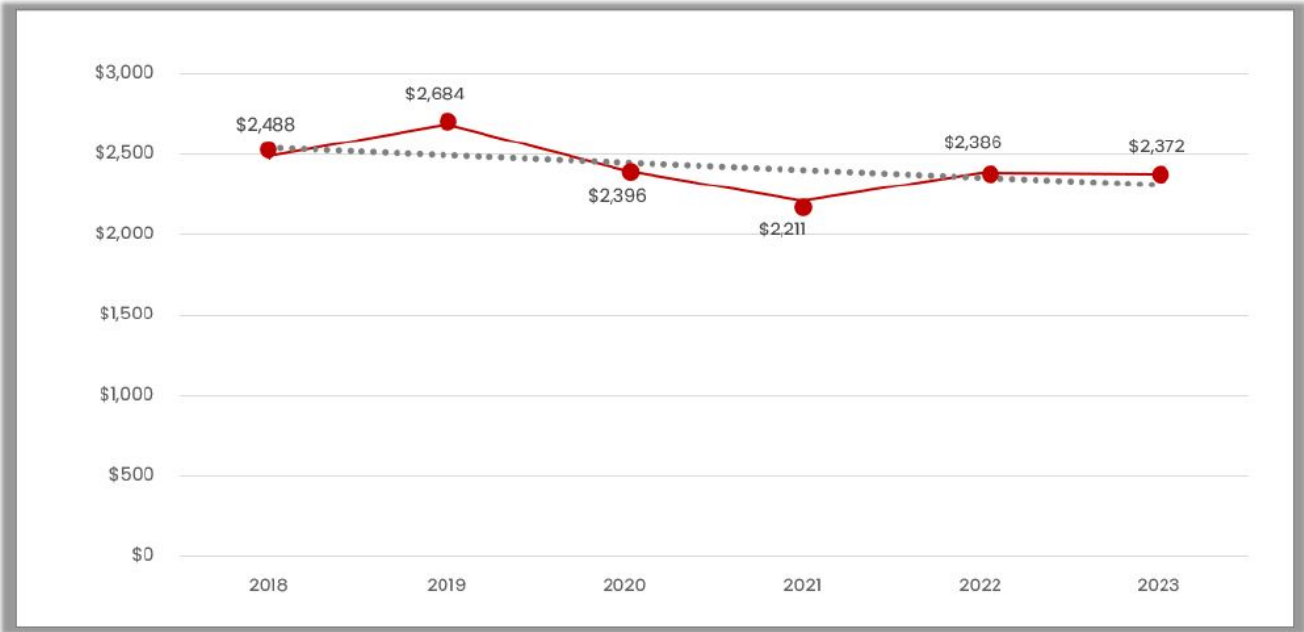
\*Based on Projected Budget



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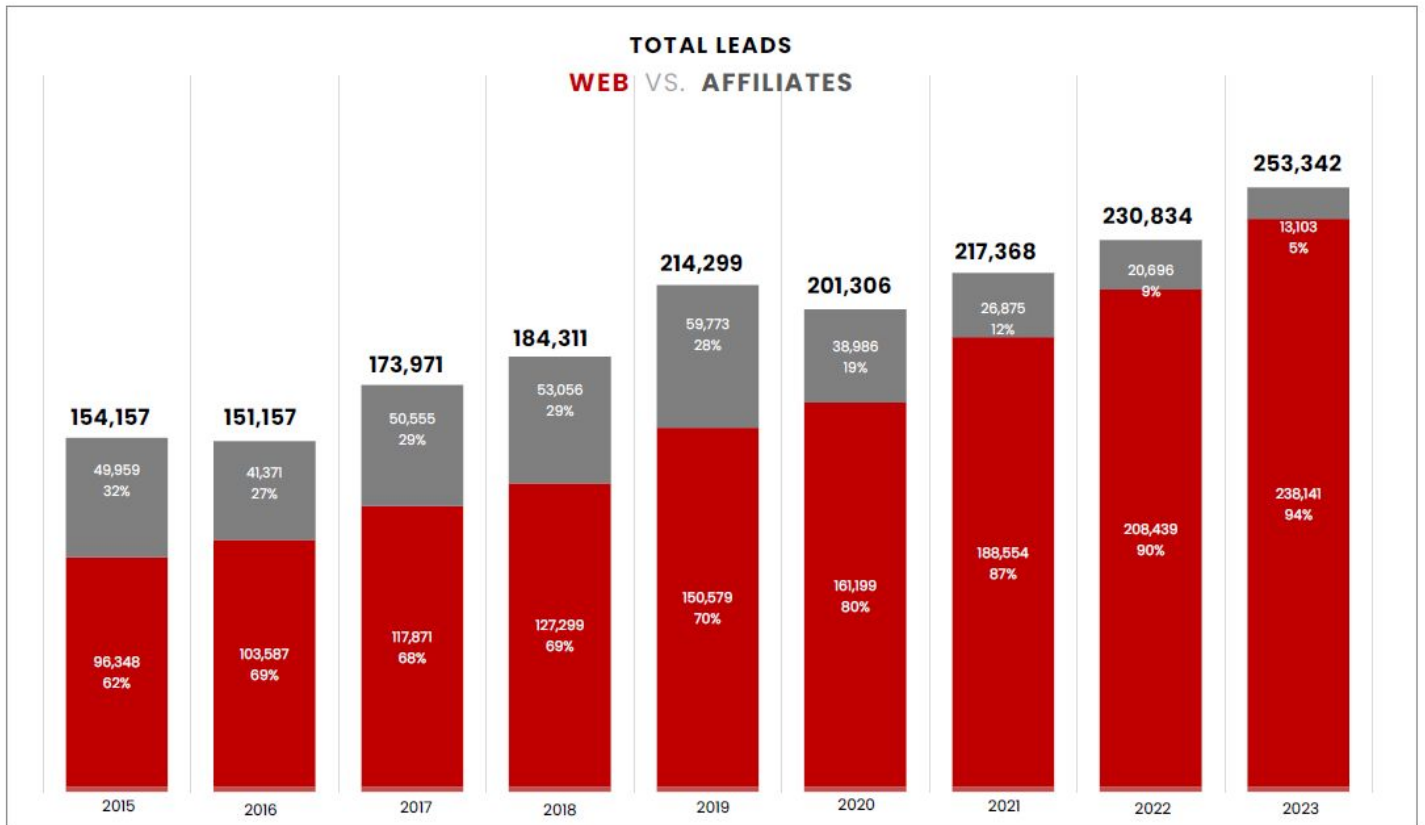
# Cost Per Start\*



\*Based on starts generated by media spend; Excludes starts generated by field HS Teams



# Lead Growth



# Creative Strategy

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## What We Want to Communicate

- Motivate students to follow their passion
- Proven alternative to 4-year colleges
- Lower investment / quicker route to employment
- Create awareness for program offerings
- Acquire in demand skills that can't be exported or replaced by AI
- Leverage our partnerships
- Engagement with employers
- Profile successful graduates



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# Lincoln Tech: Vital to Employers

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# Lincoln Tech: Committed To Our Students

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# Traditional College: Not For Everyone

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# STRATEGIC LONG TERM GROWTH PLAN

*Presented by:*  
**Brian Meyers**

*EVP, CFO & Treasurer*



**LINCOLN TECH<sup>®</sup>**

# Strategic Financing Developments



## Real Estate Strategy

- Monetized our real estate at a time of high value / low rates, significantly improving our liquidity

	Campuses	Transaction	Net Proceeds
Q3 2021	Grand Prairie, TX Denver, CO	Sale-Leaseback	\$45M
Q2 2022	Suffield, CT	Sold vacant property	\$2M
Q2 2023	Nashville, TN	Sale (in process of relocating)	\$33M
Q4 2023	Philadelphia, PA (Levittown)	Purchased new site & subsequently executed a sale-leaseback	(\$10M) / \$10M



## Balance Sheet Strength

- Real Estate proceeds plus over \$75 million of Operating Cash Flow since 2020 allowed Lincoln to enter 2024 with a cash balance of \$80M and no debt
- New \$40 million credit facility (Q1 2024) further adds to our liquidity
- Well-positioned to implement our growth initiatives



# Building On Our Strong Financial Track Record

	Final 2023 Guidance	2023 Actuals	2024 Guidance
Revenue	\$370M to \$375M	▲ \$376.6	\$410M to \$420M
Adjusted EBITDA <sup>1</sup>	\$24M to \$26M	▲ \$26.5	\$35M to \$40M
Adjusted Net Income <sup>1</sup>	\$12M to \$14M	▲ \$14.8	\$10M to \$15M
Starts	+8% to +11%	▲ +11.4%	+7% to +12%
Capital Expenditures <sup>2</sup>	\$30M to \$33M	\$31.2	\$65M to \$70M

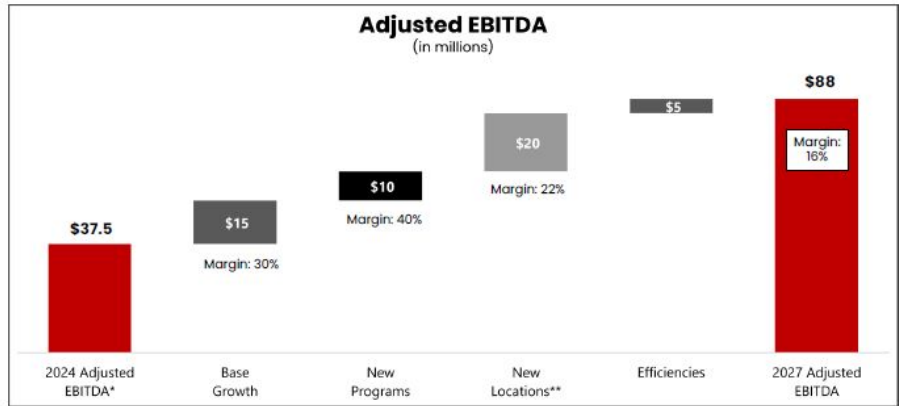
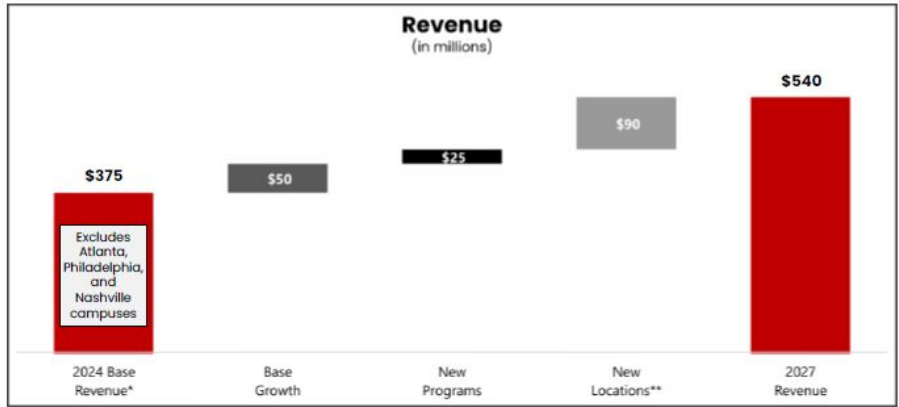
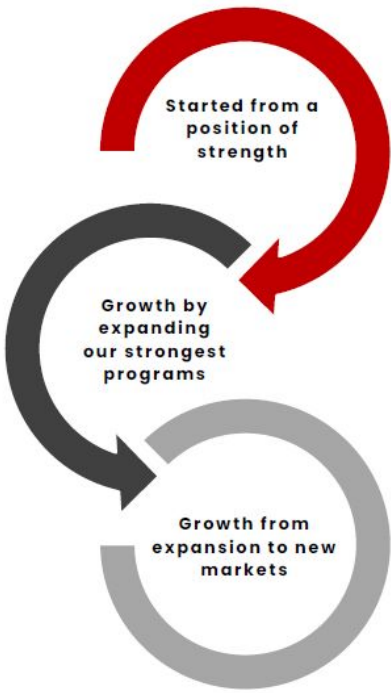
1. Excludes the impact of the new Atlanta, GA campus, as well as costs associated with the Company's Transitional segment, one-time expenses not considered part of the Company's normal business operations, and gain realized on the sale of the Nashville, TN property.

2. 2023 excludes \$10M related to the new Levittown, PA campus.



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# Strategic Growth Plan



\* 2024 represents the midpoint of guidance

\*\* New Locations: Atlanta, Houston, Philadelphia (Levittown), and Nashville



# Base Growth Assumptions



Tuition Increase 1% annually



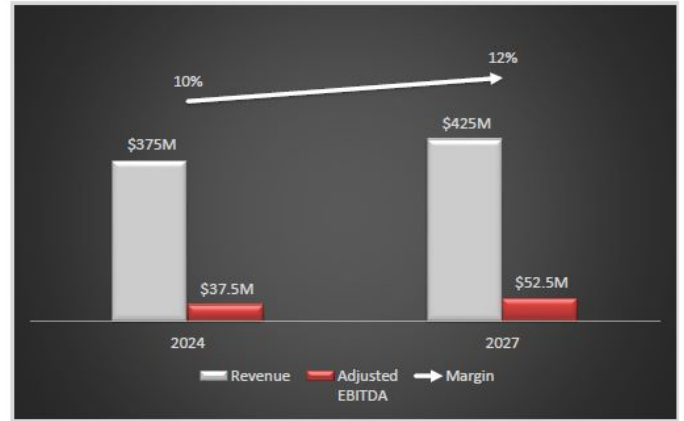
Start Growth 5% per year



Incremental margin 28-32% \*



Graduation Rate flat to current



Base excludes new programs and new locations: Atlanta, Houston, Philadelphia, and Nashville (including current operations in Philadelphia and Nashville)

- Excluding \$5M efficiencies from Lincoln Hybrid Learning Model (Lincoln 10.0)



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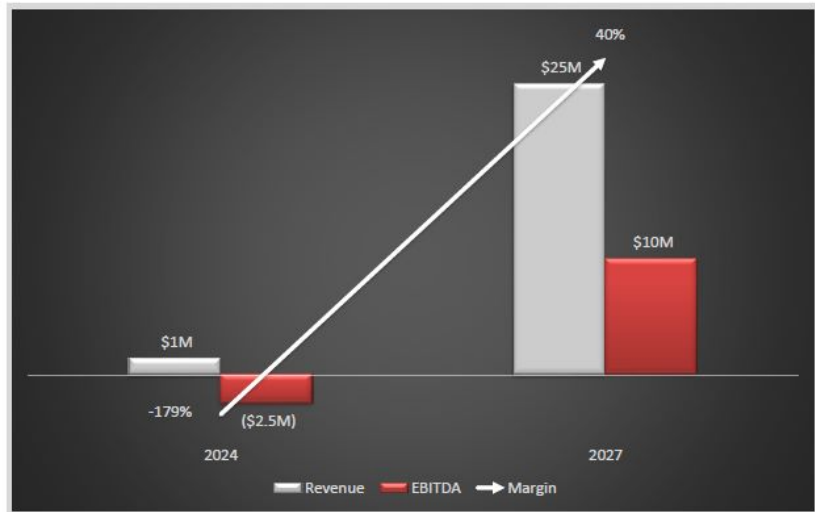
# Allocating Capital To Highest Demand Programs

Launching 7 new skilled trade programs from Q2 2024 through Q1 2025

**INVESTMENT**  
Investing ~ \$10M in capital expenditures between 2023 (\$2M) and 2024 (\$8M)

**PROGRAMS**  
Expanding our strongest demand programs in Skilled Trade

**SUCCESS**  
New programs are expected to reach full operations by Year 3



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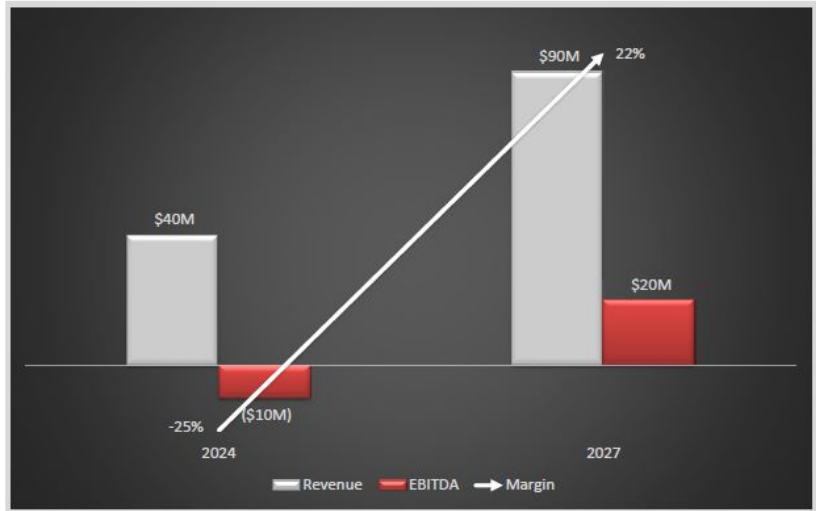
# Growth By Expansion To New Markets



**INVESTMENT**  
Investing ~\$80M in capital expenditures between 2023 (\$15M), 2024 (~\$50M), 2025 (~\$15M)

**NEW CAMPUSES**  
Lincoln will be opening 2 new campuses in Atlanta (March 2024) and Houston (Q1 2026)

**NEW LOCATIONS**  
Lincoln plans on relocating 2 of its existing campuses in Nashville and Philadelphia

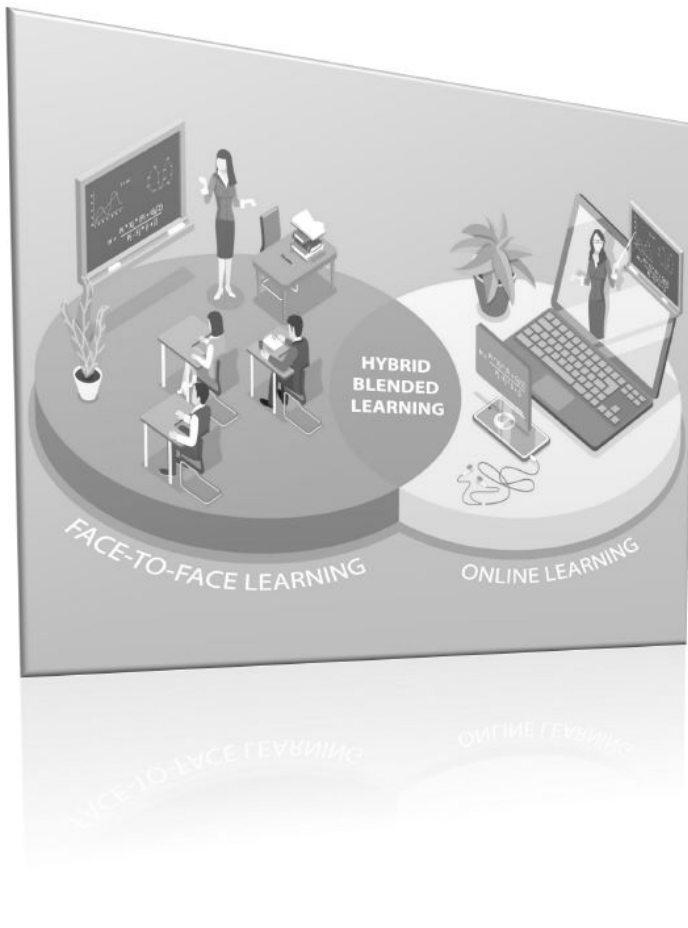


Includes locations for which Lincoln Tech has acquired space or signed a lease and does not reflect additional opportunities the company may pursue in the future



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# Lincoln Hybrid Learning Model



- Expands capacity at existing campuses
- Efficiencies from Lincoln's hybrid program (Lincoln 10.0) are expected to generate ~\$5M in savings (~5% of current instructional payroll expense)
- Creating standard scheduling methodology across all campuses to drive further efficiencies
- Standard curriculum design and three schedule options improve student experience and outcomes





# New Campus Pro-Forma Hybrid Learning Model

## Facilities

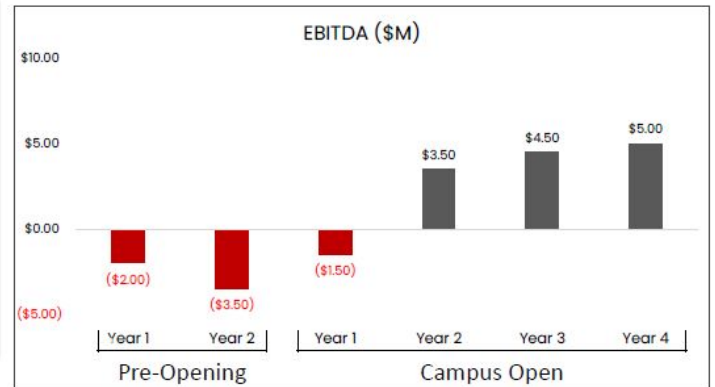
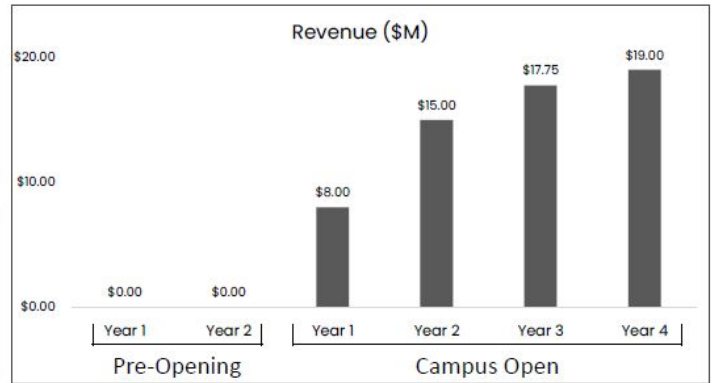
State-of-the-art facilities ~60k – 80k square feet

## Blended Programs

The Campus will offer a mix of Automotive and Skilled Trade Programs in the Hybrid Learning Model.

## Financials

- CapEx: ~\$20M
- ~\$5.5M of EBITDA loss in years 0/1
- Classes start ~2 years from lease signing
- Accretive to earnings within 2 years of class start
- Avg Pop of ~600 students by Year 5



EBITDA includes corporate allocations



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# Summary

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- Improved financial performance and real estate strategy provides ample growth capital
- Strong demand from students and employers continues to drive base business growth
- Making substantial investment in high return growth initiatives
  - \$30 million of capex last year (including Atlanta & new programs)
  - \$10 million for 7 new programs
  - \$65 million by 2025 for new locations in Houston, Philadelphia and Nashville
- Hybrid learning model provides efficiencies and more scalable platform
- Opportunity to continue to invest in highly profitable growth beyond announced plans
  - Expect to enter 2025 with ~\$70M in cash and availability, after ~\$70M in 2024 capex



# Lincoln Tech – Growing for our Future

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- The nation's middle skills gap is real and will only be getting worse in the short term which means opportunity for us
- Lincoln has years of experience in offering hands-on training in multiple career fields, and we are clearly a leader in a highly fragmented market
- We provide quality education with a highly accomplished faculty using technology that engages and excites students
- We are focused on compliance and exemplary student outcomes delivering high ROI programs
- Understanding our students' needs differentiates us from traditional
- Lincoln's scale appeals to local, regional and national employers
- We have a strong balance sheet and operational leverage that will fund our growth
- We will continue to leverage the Renaissance in the skilled trades to grow our existing campuses while we strategically replicate our most successful programs and open new campuses to expand our reach



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# Appendix



# Use of Non-GAAP Financial Information

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This presentation contains non-GAAP (Generally Accepted Accounting Principles) financial measures, which are intended to supplement, but not substitute for, the most directly comparable GAAP measures. Management chooses to disclose to investors these non-GAAP financial measures because they provide an additional analytical tool to clarify the results from operations and help to identify underlying trends. Additionally, such measures help compare the company's performance on a consistent basis across time periods. Management defines As Reported as actual operating results derived from previously filed annual and quarterly financial information submitted to the Securities and Exchange Commission. Management defines EBITDA as loss before interest expense, interest income, income taxes, depreciation and amortization. Management defines Pro forma as actual operating results derived from previously filed annual and quarterly financial information submitted to the Securities and Exchange Commission excluding unusual and non-recurring transactions such as closed school operations, gain on sale of assets and interest normalization. Management defines interest normalization as adjusting interest expense on debt from prior years using the Company's current credit agreement terms. To obtain a complete understanding of the company's performance, these measures should be examined in connection with revenue, operating loss and net loss, determined in accordance with GAAP, as presented in the financial statements and notes thereto included in the annual and quarterly filings with the Securities and Exchange Commission. Since the items excluded from these measures are significant components in understanding and assessing financial performance under GAAP, these measures should not be considered to be an alternative to revenue, operating loss and net loss as a measure of the company's operating performance. Exclusion of items in the non-GAAP presentation should not be construed as an inference that these items are unusual, infrequent or non-recurring. Other companies, including other companies in the education industry, may calculate non-GAAP financial measures differently than the Company does, limiting their usefulness as a comparative measure across companies. A reconciliation of the historical non-GAAP financial measures to the most directly comparable GAAP measures is included in the following slides.



# Adjusted EBITDA And Net Income Reconciliation

	2024 Guidance (Midpoint)		2023 Adjusted	
	EBITDA	Net Income	EBITDA	Net Income
Net income	\$ 5,200	\$ 5,200	\$ 25,997	\$ 25,997
Interest income, net	700		(2,281)	235
Provision for income taxes	2,000		9,642	-
Depreciation and amortization	13,200		6,770	192
<b>EBITDA</b>	<b>21,100</b>		<b>40,128</b>	
Stock compensation expense	4,200	-	5,894	3,514
Impairment of goodwill and long-lived assets	-	-	4,220	4,220
Severance and other one-time costs	-	-	1,831	1,831
New campus start-up costs	9,700	9,700	2,451	2,451
Program Expansions	2,500	2,500	-	-
Transitional segment	-	-	1,900	1,900
Gain on sale of Nashville, Tennessee	-	-	(30,939)	(30,939)
FMV of Nashville, Tennessee rent	-	-	1,015	1,015
Tax effect	-	(4,900)	-	4,364
<b>Adjusted EBITDA</b>	<b>\$ 37,500</b>	<b>\$ 12,500</b>	<b>\$ 26,500</b>	<b>\$ 14,780</b>



LINCOLN TECH