



2021 REVENUE

\$104.3m

VISION

Empowering professionals to improve their care and service to the individuals they serve.

MISSION

We teach the world that by combining the right skills with dignity and respect, you create wellbeing throughout the workplace and beyond.

VALUES

Every person possesses an intrinsic dignity and deserves the best care possible.

We fulfill our promise to customers by providing premium services and value at each customer interaction.

Growth is in our DNA.

SHAREHOLDER GOVERNANCE

SHAREHOLDERS - WENDEL 96.6%, CPI MANAGEMENT (2.2%), CPI LENDERS (1.2%)

BOARD OF DIRECTORS

4 members
25% of independent
25% of women

OPERATIONAL GOVERNANCE

EXECUTIVE LEADERSHIP TEAM

9 members
55% of women

RESOURCES

USE OF RESOURCES

OUTPUT

HUMAN CAPITAL

311 EMPLOYEES

Nationalities

- 73% in US
- 22% in Europe
- 5% in Australia

Distribution

- 57% female
- 43% male

INTELLECTUAL CAPITAL

11 SPECIALIZED TRAINING PROGRAMS OWNED BY CPI*

- Creator and owner of the "Blue Card" Certification (industry global standard)
- eLearning Learning Management Solution (CPI Honeybee)

* All CPI programs.

PROCUREMENT

Main purchases

- Training event venues
- Workbooks and delivery services
- Software, cloud storage
- Other products and services

6 main suppliers, mostly American and UK

SITES

- 3** office sites in the US (HQ in Milwaukee, IT office in Gurnee IL, DCS division office in Charlotte NC)
- 1** warehouse in the US (Milwaukee)
- 1** HQ site in Australia (Sydney)
- 3** offices in the UK (Sale, Newcastle under Lyme, Kings Langley)

TRAINING CAPACITY AND MAJOR END MARKETS

CPI's Global Professionals Instructors have trained 100,000+ Certified Instructors (teachers, nurses), over the past 40 years, on the following topics:

SERVICES & CUSTOMERS

- Diversified set of customers world-wide (nurses offices, schools, hospitals, nursing homes, retailers, etc.)
- Certified Instructors train c. 1.2m Learners (co-workers of the Certified Instructor) per annum
- Over 15m professionals trained over the past 40 years

REVENUE BREAKDOWN

Revenue breakdown by location:

- 80% in the US
- 8% in Canada
- 9% in the UK/Europe
- 3% in Australia/NZ/Asia

CERTIFICATIONS
/ MANAGEMENT SYSTEMS

- **IACET certification in North America** (grants CEU credits to customers)
- **BILD / RRN in the UK** (authorization to train professionals who work with people with neurodegenerative diseases and physical disabilities)
- **Extensive governmental approvals to grant physical intervention training**

R & D

- Dedicated team in US and UK with 4 program introductions annually
- eLearning development capability, launching 6 programs annually

- • **Non-violent crisis intervention (NCI)** in the Health and Education sectors
- **Dementia Care Specialist training (DCS)** in the long term care and assisted living marketplaces

- **Revenue breakdown by end market:**
 - c. 45% in Education
 - c.35% in Healthcare/Mental Health
 - c. 20% in Social Services, Retail, Security & Law Enforcement

