Relevancy of Today’s Bookstore
Our Promise

Deliver an unmatched service and digital learning experience that is all about the needs of your campus.
Continuous Innovation Guided by Local Empowerment

- Local Empowerment, Decentralized Management
- Customer - First Culture
- Innovation
- Single Focus on Campus Retail
Financial Strength FY14

$1.7 Billion in Revenue  $115 Million in EBITDA

Sales Mix FY14
32.5% Non-Text
67.5% Textbooks

New Accounts
$'s in millions

Retention
In Percentages

FY10 FY11 FY12 FY13 FY14
93% 92% 87% 94% 91%

FY10 FY11 FY12 FY13 FY14
$68 $36 $54 $90 $58
Over 725 Campuses | 5.3M Students & Faculty
Increasing Access & Affordability

Our Textbook Tenets

Faculty Discovery and Ease of Adoption
FacultyEnlight

Student Affordability
Rental, Digital, Course Fee, Low Cost Advantage Program

Convenience
LMS Integration

Commitment
The Right Book at the Right Time in the Right Quantity
Affordable Options are critical: rental, digital, course fee and used textbooks

Convenience, ease-of-use and mobility are paramount
Student Affordability: Textbook Rental

- Marketplace pricing
- 85% of average title base eligible
- No faculty commitment
- In-store and online
- All forms of payment
- Rent & Own – Rental buyout
Student Affordability: Cost Saving Options

- **Course Fee**
  - Flexible to meet student and institution needs
  - Focus on access and affordability – we work with publishers to lower prices

- **Print / Digital**
  - Delivered Your Way – LMS integration

- **Low Cost Advantage Program**
  - Deep discounts on select titles
The Faculty Connection

- Faculty care about finding the best materials for their students
- 96% of faculty use online resources for course material selection
- 2/3 still struggle to find what they need
- 2/3 care about student affordability
Igniting the Faculty Connection

- 90,000+ faculty, 68,000 registered users, 1.6 million titles adopted
- 40% of fall 2014 adoptions submitted through FacultyEnlight
- Flexible search options – rated most valuable feature
- Three out of four faculty members -- “very satisfied”
Solutions for Convenience and Ease

- Registration Integration
- Student Financial Aid
- Course Fee Solution
- Enrollment Feeds
- LMS Integration
Moving to the Future: Digital

• Delight & Engage
  • Content first
  • Mobility
• Investment & Resources