



Project Sign: Refinance Opportunity

Executive Summary

Rush Street Capital has been engaged to restructure \$15 million of senior debt capital for Project Sign. Project Sign provides essential business communication services and tools, to multi-national corporations, through a tech-enabled platform and a global instructor base. Project Sign is private equity owned, the sponsor is actively involved in the business and continues to support the Company.

The Company's end-market, its tech-enabled virtual service offering and an impressive Fortune 500 customer base provides a defensible moat for FY 2020 and future years.

Company Overview

Project Sign was founded in 1979 and is headquartered in the Midwest. The Company has expanded internationally and operates additional locations in Europe and Asia. Project Sign's services include foreign language learning and cultural training helping businesses enable their workforce to operate and communicate more efficiently.

Project Sign provides its services in 80 languages in 150 countries, aided by its proprietary network of 15,000+ instructors. The Company completed a revamp of its digital platform in 2019 to complement its expansive global instructor base. Project Sign serves the largest corporate mobility companies, multi-national corporations and Fortune 500 companies. Its robust service offering has created a sticky and recurring customer base. The Company's complete service offering creates a competitive edge allowing its end users to more easily manage their learning and mobility needs while reducing expenses.

Project Sign has both near-term and long-term growth opportunities to further expand with direct end-users in the global market. As more multi-national corporations expand globally and draw from an international and multilingual employee base, Project Sign's language learning and development offerings provides businesses with the tools they need to effectively train and prepare their employees for the workplace.

Project Sign is an opportunity to partner with a proven Sponsor, experienced management team, and the leading language learning and business communication services provider with over 40 years of experience and serving a diverse and international customer base.