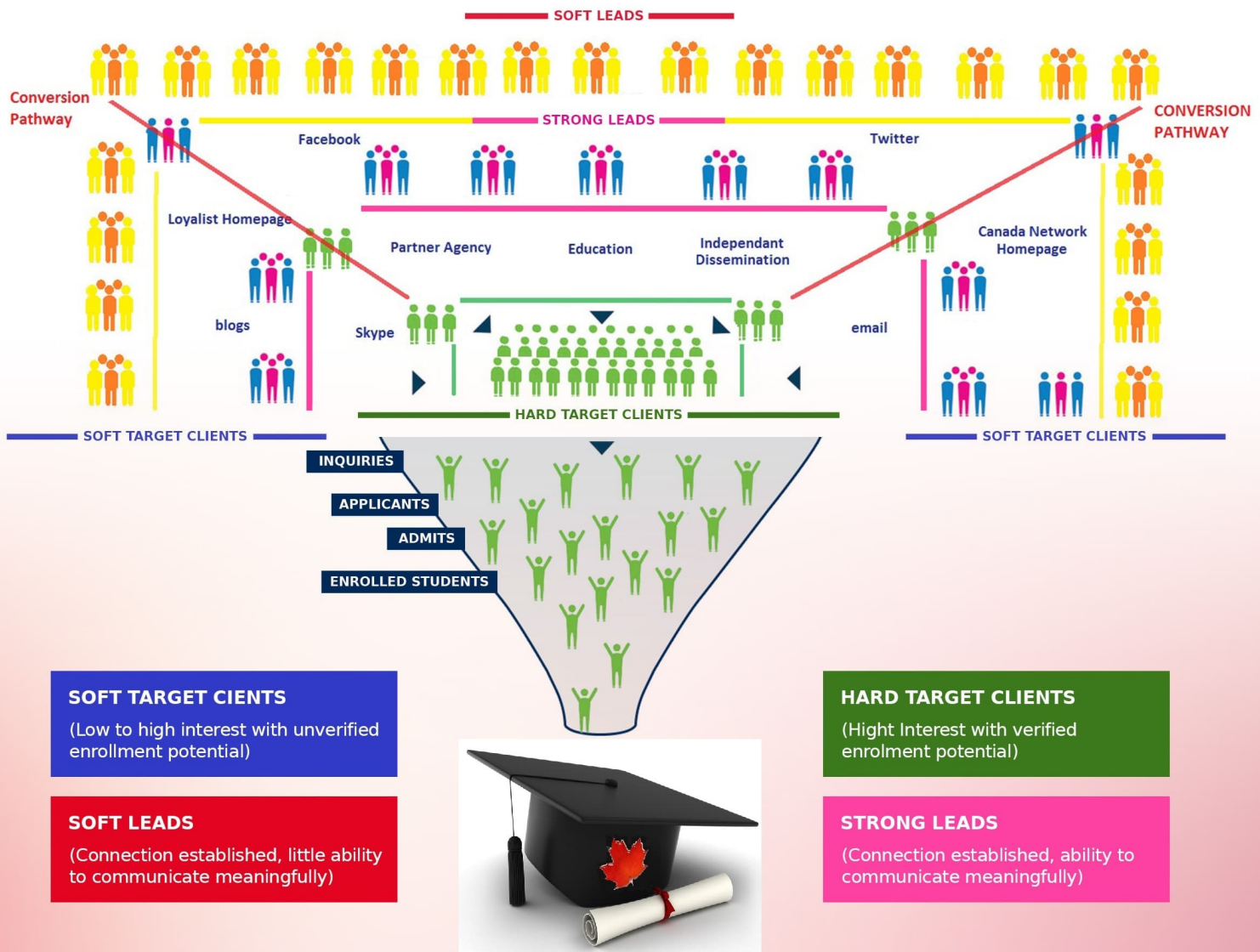


PHILIPPINES SPECIFIC FUNNEL METRICS



- In the Philippines a lower number of soft targets will transform to hard targets due to socio economic ceilings (although this is improving). We seek to maximize hard targets from onset.
- In the Philippines a higher number of soft leads will turn into strong leads due to internet connectivity rates with the right use of social media (like Facebook and blogs).
- In the Philippines there are a large number of soft targets due to demographics alone. Recruitment targets are not only grade 11 students, but also anyone under 35 (this includes mature students). This reflects the primary purpose of study (immigration pathway). A large number of soft targets can experience conversion to hard targets with immigration pathway education.