

# Introducing RM

2025







## Enabling the improvement of educational outcomes around the world

With 50 years' experience in EdTech, RM supports schools, exam boards, professional bodies and governments worldwide to improve educational outcomes through:

- End-to-end virtual assessment
- Award winning curriculum aligned learning resources
- Smart IT solutions.

**Powering digital education.  
Improving learning outcomes.  
Changing futures.**



# RM overview

## Our customers



### Learners

We help learners globally through their entire education journey from Early Years through to Higher Education and Professional Qualifications.



### Educators

Our managed services in the UK help schools run effectively.



### Accreditors

We help accreditors provide unbiased and secure courses, assessments and results.

## Our divisions



### Assessment

A global leader in platform delivery of digital assessment and exam marking solutions for accreditors, educators and learners.

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2024 Revenue  
**£39.7m**



### TTS

A developer and supplier of award-winning innovative curriculum-aligned learning resources.

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2024 Revenue  
**£72.4m**



### Technology

A provider of IT managed services and value-added IT reseller solutions to schools, authorities and trusts.

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2024 Revenue  
**£54.0m**

# Global customer base

Become a trusted long-term partner through our reliable delivery, deep education domain knowledge and intuitively designed solutions that meet the needs of customers and the learners they serve



# Market dynamics

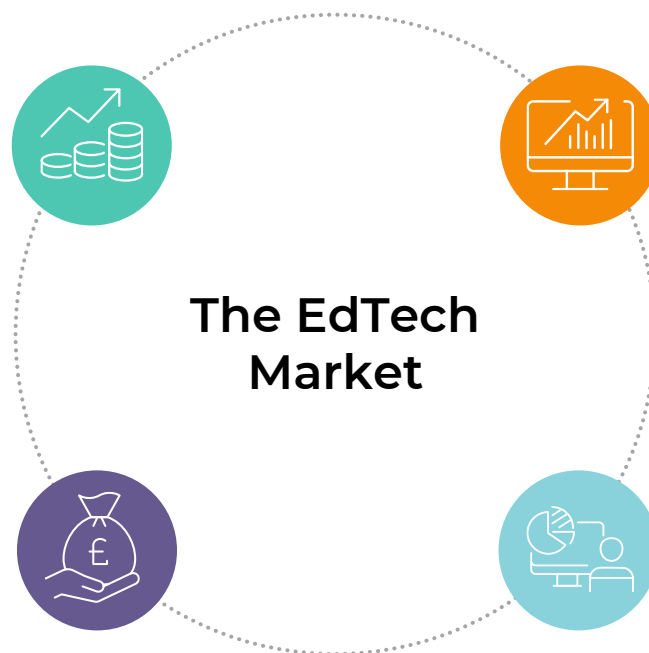
Operating in the high-growth global EdTech market, driven by the need to modernise learning experiences for a changing world

## UK Investment

Investment in EdTech in UK with a covid peak of **\$609m** in 2021

## Value

Market size forecast to increase USD **\$170.8 billion** at a CAGR of 15.9% 2024-2029



## Drivers of Growth

New tech available for online & distance learning  
Shift towards fully digital assessments

## Key segments

Hardware, software and content  
Hardware accounts for majority share

# Vision and drivers

Building on our heritage, our goal is to become the leading global EdTech platform, supporting clients as they transition from paper to digital and transforming the future of education

## Vision

- Clear go to market approach
- Products and services from early years to adulthood
- World-leading Adaptive Virtual Accreditation Platform
- Global growth plan
- Unified portfolio roadmap.

## What we're going to do

- Invest in the digital transformation of education
- Focus on RM USPs and digital transformation opportunity in education
- Showcase a clear set of products and solutions for learners, educators and accreditors.

## Where we're going to be

- A leading global EdTech business
- Value 2-3 x today
- De-leveraged with double-digit growth and EBITDA 3 x today.



# Strategic approach

01

Seizing the global opportunity  
Capitalising on the growing EdTech market



02

Empowering a lifetime of learners  
Products and solutions for early years to professionals



03

Targeting  
Accreditors,  
Educators & Learners  
Partnering to  
transform education  
for the digital age



04

Delivering an  
Adaptive Virtual  
Accreditation  
Platform  
Powering end-to-end  
digital assessment  
and marking



05

Leveraging owned  
and designed IP  
Majority of revenue  
generated from  
proprietary  
solutions

Our ambition  
is to become  
the world-class  
EdTech  
platform for  
learner  
assessment

## Reimagining assessment for a digital world

**RM Ava™**



### Assessment Creation

Design assessments in multiple languages with accessibility features



### Authentic Content

Incorporate real-world tasks for relevant evaluation



### Flexible Delivery

Conduct assessments in schools, centres, or remotely with secure access controls



### Integrated Marking

Utilise examiner-led, auto, and AI marking – all within the same platform



### Secure Results Sharing

Digitally distribute results and feedback securely



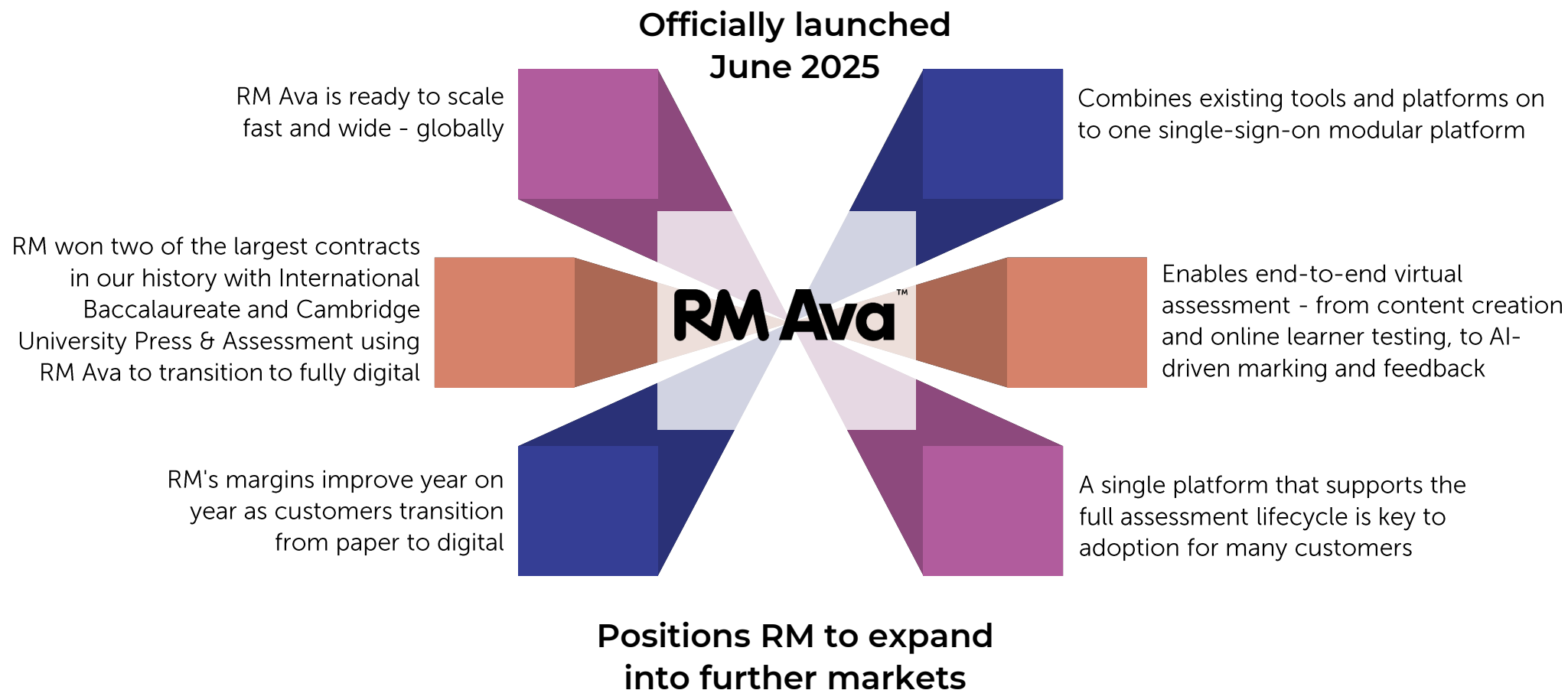
### Role-Based Access

Ensure users access only the tools and data relevant to their role



# Introducing RM Ava

A single digital platform spanning the full assessment lifecycle for small and enterprise customers



# Paper to digital transformation

## Case study



### The International Baccalaureate

*"We have a long history with RM and have now entered into partnership to deliver digital assessments which are a key part of the IB strategy. Digital assessment opens the door to the variety of possibilities the digital transformation gives – not only giving knowledge to students, but making sure they get the skills, the capabilities, the agency and willingness to make a difference in the world – and to find meaningful ways to assess what they are really capable of doing."*

**Olli-Pekka Heinonen**

Director General,  
The International Baccalaureate

## Case study



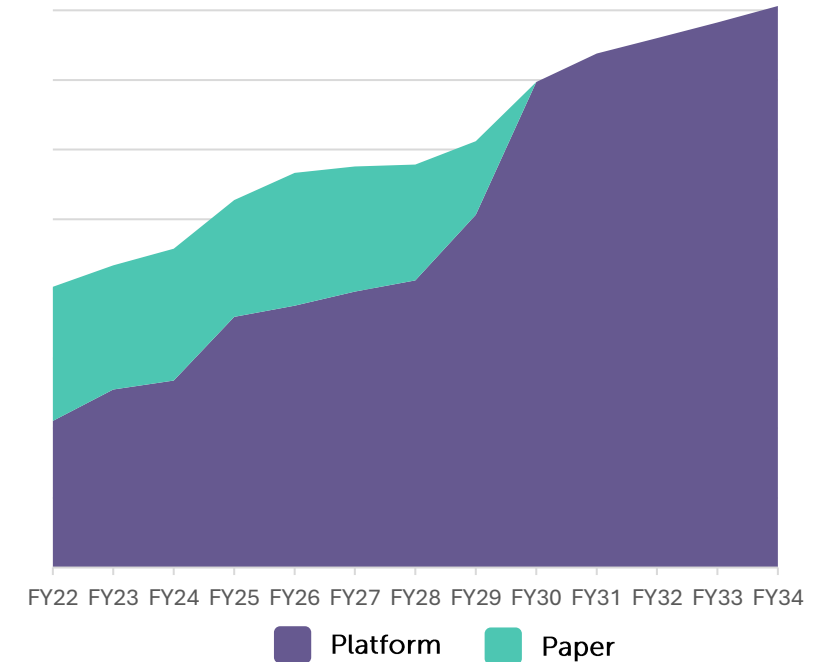
### Cambridge University Press & Assessment

*"Our number one priority is ensuring that learners are getting the highest quality assessment experience possible. We are really pleased with how our work with RM over the past 15 years has contributed to this through e-marking, and we are looking forward to the possibilities that digital assessments can bring for our exams and learners. Digital exams can be more suited to how students learn, and this work will ensure that our assessments continue to equip learners with the knowledge, skills and understanding they need to achieve their life goals."*

**Mark Maddocks**

Chief Information Officer,  
Cambridge University Press & Assessment

## The journey to digital – an illustrative example



# Further innovations and releases

400+ developers creating tailored innovations to meet the evolving needs of accreditors, educators and learners

## New in 2024



124 own-developed products launched: in key strategic areas of early years, special educational needs and robotics.

45% own IP in new product development



NX Generation Services: revolutionising IT support for educators by moving away from traditional break/fix model.

Delivering managed services and ICT solutions to 6000 UK schools and trusts



New AI large language model: deployed on website, optimising connections between learning products and the national curriculum.

AI linking 9000+ products to the national curriculum

## 2025



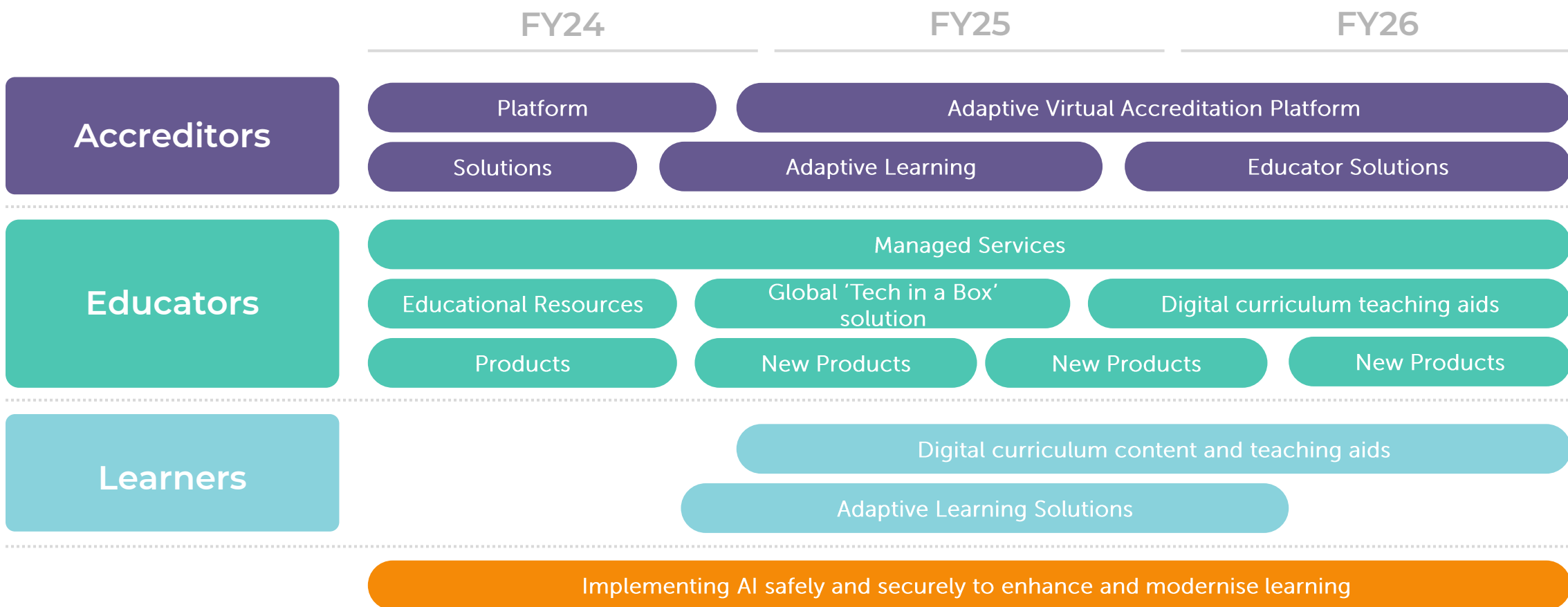
AI Proof of Concepts: demonstrating AI is as effective and more consistent than human marking and completed in a fraction of the time.

AI 1.76 points within average human markers on English language assessment



# Portfolio roadmap

Investing in big solutions built for accreditors and educators, with adjacent learner direct solutions





# Future outlook

Powering  
digital  
education

Improving  
learning  
outcomes

Changing  
futures





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