

HURON

Huron Acquires Student Enrollment Advisory Firm Whiteboard Higher Education

December 2, 2021

Acquisition expands Company's student enrollment, financial aid strategy and higher education analytics capabilities

CHICAGO--(BUSINESS WIRE)--Dec. 2, 2021-- Global professional services firm Huron (NASDAQ: HURN) today announced it has acquired Whiteboard Higher Education, a leading student enrollment advisory firm that helps colleges and universities with recruitment initiatives and financial aid strategies. With the addition of Whiteboard, Huron expands its ability to help institutions engage and attract students while competing in a rapidly changing environment. Together, Huron and Whiteboard will provide a full suite of capabilities, including strategy, student search, pricing, recruitment and retention solutions, to enable institutions to meet their annual student enrollment targets.

"Colleges and universities must apply innovative enrollment strategies to attract and retain high-quality, diverse student populations and strengthen their financial position," said [James H. Roth](#), chief executive officer of [Huron](#). "Together, Huron and Whiteboard will help institutions deliver on their enrollment goals through tailored recruitment campaigns and dynamic yield strategies. We expect our offerings around student enrollment strategy and management of the student lifecycle to be a strong area of growth for Huron for the foreseeable future."

The combination of Whiteboard's recruitment and outreach campaigns, retention solutions, analytics and pricing strategy offerings and Huron's academic portfolio, strategic enrollment and financial aid strategy capabilities will connect students to the institutions that best fit their needs. Whiteboard's financial aid services and suite of analytics help institutions set strategic tuition pricing, effectively target aid awards, and facilitate long-term planning.

"Huron shares our passion for helping higher education institutions succeed, and I am proud of the joint success we have achieved through our market collaboration over the last few years," said Pat O'Brien, founder and president of Whiteboard Higher Education. "Our combined capabilities and deep client relationships enhance our ability to reach even more institutions in the pursuit of their mission with their focus on student success."

The entire Whiteboard team will join Huron. Whiteboard will be included in Huron's Education operating segment. Terms of the acquisition, which closed today, were not disclosed.

ABOUT HURON

Huron is a global consultancy that collaborates with clients to drive strategic growth, ignite innovation and navigate constant change. Through a combination of strategy, expertise and creativity, we help clients accelerate operational, digital and cultural transformation, enabling the change they need to own their future. By embracing diverse perspectives, encouraging new ideas and challenging the status quo, we create sustainable results for the organizations we serve. Learn more at www.huronconsultinggroup.com.

Statements in this press release that are not historical in nature, including those concerning the Company's current expectations about its future results, are "forward-looking" statements as defined in Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. Forward-looking statements are identified by words such as "may," "should," "expects," "provides," "anticipates," "assumes," "can," "will," "meets," "could," "likely," "intends," "might," "predicts," "seeks," "would," "believes," "estimates," "plans," "continues," "guidance," or "outlook" or similar expressions. These forward-looking statements reflect the Company's current expectations about future requirements and needs, results, levels of activity, performance, or achievements. Some of the factors that could cause actual results to differ materially from the forward looking statements contained herein include, without limitation: the impact of the COVID-19 pandemic on the economy, our clients and client demand for our services, and our ability to sell and provide services, including the measures taken by governmental authorities and businesses in response to the pandemic, which may cause or contribute to other risks and uncertainties that we face; failure to achieve expected utilization rates, billing rates and the number of revenue-generating professionals; inability to expand or adjust our service offerings in response to market demands; our dependence on renewal of client-based services; dependence on new business and retention of current clients and qualified personnel; failure to maintain third-party provider relationships and strategic alliances; inability to license technology to and from third parties; the impairment of goodwill; various factors related to income and other taxes; difficulties in successfully integrating the businesses we acquire and achieving expected benefits from such acquisitions; risks relating to privacy, information security, and related laws and standards; and a general downturn in market conditions. These forward-looking statements involve known and unknown risks, uncertainties, and other factors, including, among others, those described under "Item 1A. Risk Factors" in Huron's Annual Report on Form 10-K for the year ended December 31, 2020, that may cause actual results, levels of activity, performance or achievements to be materially different from any anticipated results, levels of activity, performance, or achievements expressed or implied by these forward-

looking statements. The Company disclaims any obligation to update or revise any forward-looking statements as a result of new information or future events, or for any other reason.

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