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# **CENGAGE LEARNING: CAN APAX PARTNERS SALVAGE THIS BUYOUT?**

# INTRODUCTION

**Cengage Learning the publisher of educational content, technology and related services was vigorously hit when it was acquired by Apax Partners. Cengage earlier seemed to be expanding its market base through this buyout but very soon it became a fight for existence.**



# **BACKGROUND OF THE BUYOUT**

**Cengage Learning was bought by Apax Partners at the \$7.75 billion, thinking about the possible growth with help of digital transformation. The educational publishing industry was standing at the door of a digital transformation and Apax sees a good point to get through.**

# THE ROAD AHEAD

**The key question remains: Is it possible for Apax Partners to turn this particular buyout around and make Cengage Learning a sustainable business? If the adaptability of the company to the changing educational environment is the key to the company's future performance.**



# CONCLUSION

**This is a high-risk move in the quest for education publishing: Apax Partners' buyout of Cengage Learning. Thus, there is tremendous progress in changing the company's portfolios, but financial solidity and market significance remain massive challenges.**



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