



Kings' Holdings LLC

Kings' Education Strategic Certificate Scheme

Frequently Asked Questions for Corporates

What is the Kings' Education Strategic Certificate Scheme?

The Strategic Certificate Scheme is a scheme whereby local corporations can subscribe to a certificate entitling the holder to priority on the waiting lists of applications for admission to the Kings' schools. Unlike other debenture schemes on offer, the Kings' Education Strategic Certificate Scheme pays a moderate annual return on investment, as well as the certificate being repayable on the five year maturity date, with an option for renewing for a further five years. The scheme has been designed as a way of allowing corporations the opportunity to have a greater chance of securing school places for their employees in a pressurised market, while providing capital to the Kings' schools to fund operations and improvements to their educational facilities.

To whom are these certificates being offered?

The certificates are being offered to Dubai based corporations, who have employees with school-age children. (For 2015-16, from Foundation Stage 1 to year 10 is available at Kings' Schools).

How are the proceeds from the sale of these certificates going to be used?

The capital raised from the sale of these certificates will help finance the operations and improvement of educational facilities of Kings' Education schools.

What is the benefit to us in buying these certificates?

Potential benefits include:

- 1) As an employer, you will have the competitive edge in terms of attracting, recruiting and retaining the right talent. For employees with families, one of the most stressful elements of family life, whether expat or local, is securing decent school places. Through the use of these strategic certificates you will be able to offer your employees the opportunity for their children (who meet the admission criteria) to attend a pre-eminent school in Dubai. School places at English National Curriculum Schools are at a premium, often with long waiting lists. As a certificate holder, your employee will be in a position to go to the top of the waiting list of applications for admission to one of the Kings' Schools.
- 2) In terms of corporate social responsibility and kudos, you will be supporting the development of educational facilities in Dubai.
- 3) As an investor you have the opportunity to receive your investment back at the end of the 5 year validity period (with the option of renewing for a further 5 years), as well as a moderate return of 2% annually of the value of your certificate(s).

How many certificates will be issued in total?

The total number of certificates will not exceed 1000.

Will a subsequent issue of certificates be made?

The decision on a further issue of certificates will always depend on the ability of the schools to absorb further applicants through the Strategic Certificate Scheme. It has currently been set at 1000 certificates because the schools have the capacity for this number.

How many certificates can each company apply for?

There is no minimum or maximum limit to the number of certificates that can be subscribed to by each company (within the maximum of 1000 available).

Can any company apply for a Strategic certificate?

Any Dubai based organisation can apply. Obviously Kings' Education would carry out due diligence on all applications for certificates and any decision to award certificates is at their discretion.

What is the price of each certificate?

Each certificate has a flat price of AED 100,000.

What does the certificate entitle the holder to?

Each certificate entitles the company holding it to place one student on the waiting list of applications for admission to their chosen Kings' School (subject to the student meeting the admissions criteria).

What is the process for using these certificates?

Once you have granted the use of one certificate to one employee and that employee makes an application to one of the Kings' Schools under the scheme, please provide your employee with a letter from your HR department that they can use in their application, confirming to the registrar the employee is eligible as well as the certificate number. This then puts the applicant as top priority on the waiting list and the normal admissions process then applies.

Which years are currently on offer for students at the Kings' Schools?

For academic year 2015-16, all years from Foundation Stage to year ten inclusive. As the secondary school is being grown, Year 11 places are available from 2016-17, Year 12 from 2017-18 etc

What is the priority order on your waiting list for applications?

With the advent of the Strategic Certificate Scheme, the following priority applies to applicants on the waiting list for Foundation Stage 1 and Foundation Stage 2:

- 1) Students holding a Strategic Certificate
- 2) Siblings of existing pupils
- 3) Children from Childs' Play nursery and Small World nursery

The following priority applies to children on the waiting list for year 1 and above:

- 1) Students holding a Strategic Certificate
- 2) Siblings of existing pupils

What are the admission criteria for Kings' schools?

Each student in question must have the necessary academic qualifications, fulfil the Schools' selective admissions criteria and pass the Schools' assessment process. The assessment process includes a written task for year 1-6, Cognitive Ability Test for years 3-8, and for all primary pupils, informal time in the school for observation if the child is already in Dubai. Secondary students are also considered in line with the constraints of the GCSE and A level courses and examinations schedules.

Having subscribed to a certificate are we still liable for school fees?

The certificate entitles the holder to a priority position on the waiting list for applications. School fees are a separate payment due, either payable by the company or the employee depending on your company policy on payment of school fees.

At what point in the process is the certificate deemed to have been used? eg on receipt of the offer of a place, on acceptance of the offer or when the child starts school?

The certificate has deemed to have been used as soon as the child makes an application and is given priority on the waiting list. If a child is offered a place, but the family declines to take up the offer, the certificate can be used by the company for another child.

If we use the certificate and a child is placed in one of the Kings' Schools, can we use the certificate again immediately?

Not immediately. One certificate entitles one child to a priority place on the waiting list. While that child remains at the school, that certificate is being used. If that child leaves school within the five years validity of the certificate, the certificate can be used again for another child. If, however, that original certificate is still being used, further certificates can be subscribed to and given to subsequent children. Each certificate can only be used for one child at a time.

If we have a child who starts at one of the Kings' Schools but leaves within the five year validity period, can we use the certificate for another child?

Yes. One certificate entitles one child to a priority position on the waiting list for admissions (assuming admissions criteria are met). If the original child leaves, the certificate becomes available again for you to use within the remaining time left of the five year validity period.

If we grant the use of more than one strategic certificate to members of the same family, can we be sure they will both/all be offered a place?

In order to maintain the high standards found at all the Kings' Schools, each child must meet the admissions criteria. If one child from the same family does not meet the admissions criteria, they would not be offered a place, regardless of their siblings.

If we have more than one member of the same family applying under the scheme, at the same time, how many certificates are required?

One certificate is required per child.

What happens to the child and to the certificate if the parents leave our company, but want to remain at the school?

We would always protect the child's education. Additionally, the Certificate is owned by you as the corporate. So if an employee leaves, the child could remain at the school and the certificate would be returned to you for use again. It would, however, be your responsibility to notify us of this situation.

Will our employees be guaranteed a place at their first choice of school?

When the applicant complies with the eligibility criteria, every best effort will be made to accommodate the certificate holder on the waiting list for applications at their school of choice. If no places are available, there is the option to apply to the other Kings' Schools. Because they are newer, in certain year groups the waiting lists at Kings' Al Barsha and Kings' Nad Al Sheba are inevitably not as long as at Kings' Dubai in Um Suqeim.

How long is the certificate valid for?

Each certificate is valid for five years from the date of subscription. It can be used for one child at a time at any point during this time. Your subscription is automatically renewed for a further five years, unless written notice is given 12 months before expiry, either by yourself as the certificate holder or by Kings' Holdings as the issuer.

What is our return on investment?

Each certificate bears an annual coupon rate of 2% which is paid to the certificate holder once a year, at the end of each academic year. If the certificate has not been held for a full year at that point, then the amount is pro rata'd.

Will the 2% be payable regardless of whether the certificate has been used?

Yes, the certificate whether used or not within the five years validity period, entitles the holder to receive 2% payment per annum.

What happens at the end of the validity period?

There are two options:

- 1) The certificate can be renewed for a further five years.
- 2) Alternatively, the certificate is repayable upon maturity date. Please note that 12 months written notice is required from either the certificate holder or the issuer

If we renew a certificate is further payment needed?

Upon renewal, no further payment is needed; the same AED 100,000 would remain invested.

Can the certificate be redeemed early?

Yes, the certificate holder can apply for early redemption in certain situations, on a discounted basis depending on how long the certificate has been held. Full details are in the Rules and Regulations document.

Is it possible to redeem the certificate if it has been used by an employee's child who is still attending the school?

No, it is not possible to redeem the certificate if the child it was used for is still attending one of the schools.

<p>For further information, please contact Astrid Dando, Business Development Manager, Kings' Education +971 4 325 6732 +971 56 418 2915 businessdevelopment@kingsdubai.com</p>
