

Nelson Croom ahead of expectations

Nelson Croom today announced financial results significantly ahead of expectations for the year ending 31 March 2007. The company has grown by 50% in the last two years. The results for 2006/07 also show that Nelson Croom maintained profitability for the fourth consecutive year.

"Recent research reports growth in the UK elearning industry at only 18%, and many companies are struggling to achieve profit, so we feel that this is a remarkable achievement for Nelson Croom" said Managing Director, Alan Nelson. "It's not all about the accounts though. In 2006/07 we published 28 new courses. We created a network of partner organisations offering courses to their communities and 21,000 new learners registered for a Nelson Croom course, bringing the total to 75,000. We have reviewed our development process so that we are now providing learning solutions to our clients faster and more efficiently. We have strengthened and expanded Imago, our technology which underpins all of this.

"Everyone at Nelson Croom is committed to delivering our promise to transform the way that professionals learn. The results of our recent employee survey showed high levels of commitment and satisfaction in our team. We want to build on this as a platform for further growth, as we believe it's key to delivering great service to our clients and learners."

In 2006/07 Nelson Croom set up new partnerships with the Chartered Institute of Logistics and Transport, Habilis, the Federation of Drug and Alcohol Professionals, and EphMRA, the European Pharmaceutical Market Research Association. The company continued to build on success with existing clients such as the Institute of Revenue Ratings and Valuation, DLA Piper, Hodder Education, the Market Research Society and the Institute of Physics.

It has been an exciting year for 2006/07 and Nelson Croom is set to grow further in 2007/08 with a new set of challenging objectives to meet.

ENDS

Notes for editors:

About Nelson Croom

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

If you would like further information about future plans or existing projects, please contact:

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