

Your Guide to Navigating the Name Change

Adtalem Global Education
Rebranding Q&A

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GLOBAL EDUCATION

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General

WHAT IS THE NEW ORGANIZATION NAME?

Adtalem Global Education

WHY ARE WE CHANGING THE NAME RIGHT NOW?

Over the past several years, our organization has broadened its educational offerings and geographic reach with a focus on medical and healthcare, professional education and technology and business. The previous name primarily reflected our technology heritage, and did not recognize our global and healthcare reach.

Our new name makes clear our purpose to empower students and our status as a global education provider, reflecting the seven institutions and professional education company that make up our organization, and their own unique brands and strong reputations.

WHEN WILL THE CHANGE TAKE EFFECT?

May 24, 2017

WILL THE NAME CHANGE ON EVERYTHING ON THE FIRST DAY?

While we anticipate the vast majority of the changes will be in effect on May 24, when a public announcement is made, there will be a longer transition period on some items. For example, some IT systems will not reflect Adtalem for approximately a week after our announcement, and your paycheck may still say 'DeVry Education Group' for more than eight weeks.

WHAT'S THE STORY BEHIND THE NAME AND THE LOGO?

Adtalem (pronunciation: ad TAL em) is Latin for "To Empower," which remains our purpose as an organization. Our educators and our academic programs empower our students to achieve their goals, be successful and contribute to global communities.

We empower by focusing on our students' personal and professional development, helping them to explore and constantly evolve as they find their passions, realize their dreams and make a real, positive and lasting impact in their communities.

Adtalem's graphic identity provides the prestige and standing required of a parent corporation while intentionally maintaining a reserved tenor that complements the current and future brand identities in the enterprise portfolio.

The blue represents our strength and stability, and the green represents our growth, innovation and commitment to our students' success.

The typography is elevated to align with the tradition of academia but also modern and innovative, reflecting our competitive differentiators.

The mark or "peak" that serves as the visual center of the Adtalem logo seeks to empower and inspire students to pursue something greater and symbolizes their journey of personal and professional development. It also represents our institutions' commitment to continually raising the standards of education to meet the ever-evolving

needs of a diverse student population with the mission of impacting and advancing global communities.

WHY DID YOU TAKE 'DEVRY' OUT OF THE NAME?

Over the past several years, our organization has broadened its educational offerings and geographic reach with a focus on medical and healthcare, professional education and technology and business. The previous name primarily reflected our technology heritage, and did not recognize our global and healthcare reach.

Our new name makes clear our purpose to empower students and our status as a global education provider, reflecting the seven institutions and professional education company that make up our organization, and their own unique brands and strong reputations.

WHAT IS OUR ORGANIZATION URL?

Adtalem.com

General

WHAT WILL THE NEW NAME OF...BE?

- DeVry Educacional do Brasil becomes Adtalem Educacional do Brasil (ATEB) (with full implementation complete in September)
- The DeVry Commons becomes The Commons
- The DeVry Leadership Center becomes The Leadership Center
- DeVry Online Services becomes Adtalem Shared Operations (ATSO)
- The DeVry Foundation becomes Adtalem Foundation
- DeVry Scholarship Fund (new name TBD)
- DeVryWorks will not change its name, as it's associated with DeVry University
- DeVry Medical International: Last year we reviewed the effectiveness and efficiency of our DMI and institutional organizational structure, and we made some changes last fall. After careful consideration and review with stakeholders at the institutions and Home Office, we further re-organized certain functions, resulting in the dissolution of DMI Shared Services in early March.
- The DeVry Operations Center (DOC) will become the Technology Operations Center (TOC)

WHAT IS OUR NEW TICKER SYMBOL?

Our new ticker is ATGE. ATGE is also the only approved acronym for the organization, for use on second reference when the abbreviation has been included in parentheses after the first mention of the name.

WHAT ARE OUR NEW SOCIAL MEDIA IDENTITIES FOR THE ENTERPRISE?

- **Twitter:** @adtalemglobal
- **Facebook:** @AdtalemGlobalEducation
- **G+:** Adtalem Global Education
- **YouTube:** Adtalem Global Education
- **LinkedIn:** Adtalem Global Education

Brand Guidelines

HOW DO WE REFER TO THE ORGANIZATION?

The following rules should be followed when using our name in written communications, both internal and external:

- **First mention:** Adtalem Global Education
- **Subsequent mentions:** Adtalem

FORMATTING

Adtalem is one word with an initial capital “A.” Do not break into two words, and do not use in all caps.

This:	Not This:
<ul style="list-style-type: none"> • Adtalem 	<ul style="list-style-type: none"> • ADTALEM • Ad Talem • AdTalem

Under normal circumstances, Adtalem Global Education should be set in the same font as surrounding text.

This:	Not This:
Lorem ipsum dolor sit Adtalem Global Education amet consectetur	Lorem ipsum dolor sit Adtalem Global Education amet consectetur

In headlines or body copy, Adtalem Global Education should all be on one line whenever possible. This may require rewriting of preceding copy. (This rule does not apply to the logo.) Adtalem should never be split on to two lines.

This:	Not This:
Lorem ipsum dolor sit Adtalem Global Education amet consectetur	Lorem ipsum dolor sit Adtalem Global Education amet consectetur

ABBREVIATIONS

With the exception of our NYSE ticker symbol, abbreviations for Adtalem Global Education should not be used externally. In internal communications, it is acceptable to abbreviate the organization’s name as ATGE, as long as the abbreviation has been included in parentheses after the first mention of the name. The abbreviation AGE is not to be used.

OTHER UNACCEPTABLE USES

As a name, Adtalem Global Education should stand on its own; it should not be preceded by “the” or followed by “group,” “company,” “enterprise,” etc.

This:	Not This:
On July 1, 2017, Adtalem Global Education announced the appointment of Susan Smith to the role of senior communications manager.	On July 1, 2017, the Adtalem Global Education group announced the appointment of Susan Smith to the role of senior communications manager.

WHO CAN I CONTACT ABOUT LOGOS OR OTHER DESIGN QUESTIONS IN REGARDS TO THE NEW BRAND GUIDELINES?

Send an email to brand@adtalem.com.

WHERE CAN I GET THE NEW BRAND GUIDELINES, BRANDED TEMPLATES AND A FILE OF THE NEW LOGO?

The Adtalem Global Education brand guidelines site is your resource for everything related to our new identity, including: the brand guidelines, email signature templates, PowerPoint templates and the TEACH values design. Visit the page at adtalem.com/standards.

Brand Guidelines

WHAT SHOULD I DO WITH MATERIALS OR MERCHANDISE THAT HAS THE DEVRY EDUCATION GROUP LOGO ON IT, SUCH AS CLOTHING, A LAPTOP BAG AND DESK ACCESSORIES?

We're proud of our history and expect that it will take some time to fully adopt Adtalem in every use throughout the organization. However, when law or good sense requires it, please make an immediate change.

Regarding branded laptop bags, as a cost savings measure, we will continue to use laptop bags with the DeVry Education Group logo and provide replacements with the new logo over time. Once our current laptop inventory is depleted, laptop bags with the new logo will be given to new colleagues and will be used to replace damaged bags on an as-needed basis.

HOW DO I ORDER NEW BUSINESS CARDS?

Adtalem colleagues can order new business cards online at adtalem.com/store. Please clear the purchase through your manager and only order on an as-needed basis.

The process for ordering business cards for institution colleagues remains the same.

IT

WILL MY EMAIL ADDRESS CHANGE?

The email addresses of Adtalem Global Education (formerly DeVry Education Group) colleagues will change to `firstname.lastname@adtalem.com` on May 25. You will continue to receive email that is sent to your current DVG address after the new email address is activated, but you should begin using the new email address on your email signature and business cards on May 25.

After the change, you may notice that your mailbox name may still reflect your `devrygroup.com` email address. This does not mean your primary email has not changed. The mailbox name and Outlook folder names do not update automatically.

Shared mailboxes will change to `adtalem.com`, but the old email addresses associated with those mailboxes will continue to work.

Adtalem Educacional do Brasil colleagues will be communicated with directly. Email addresses for the remaining institutions will remain the same.

HOW DO I CHANGE MY EMAIL ON MY DEVICE?

If you access your email on a mobile device, you may be prompted with an error message asking to supply credentials or verify connection information after your email address changes. Enter your new email address in the email address field in your account settings. Your username and password does not change.

After the change, you may notice that the account and mailbox names on your mobile devices and in Outlook may still reflect your `devrygroup.com` email address. This does not mean your primary email has not changed. The account and mailbox names you see in your apps and in Outlook do not update automatically.

HOW DO I UPDATE MY EMAIL SIGNATURE AND WHAT SHOULD IT BE?

Adtalem colleagues can update their email signatures by following these steps in Outlook:

1. Go to File
2. Select Options
3. Select Mail in the left column
4. Select Signatures
5. Copy and paste the new signature template into your current signature template
6. Click OK to save

Institution colleagues are not expected to adopt this signature. This is for use by former DVG colleagues only.

Visit the brand guidelines site (adtalem.com/standards) to access an email signature template that you can copy and paste directly into Outlook.

HOW DO I CHANGE MY VOICEMAIL MESSAGE?

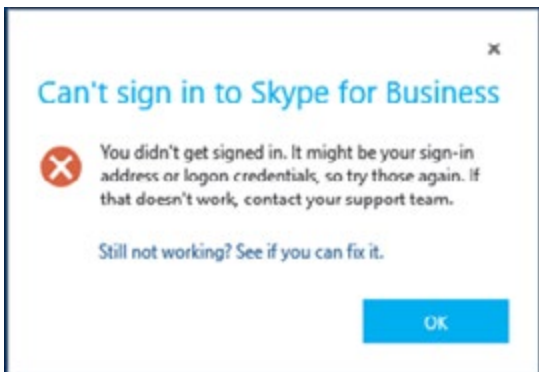
If you have a customized voicemail greeting that references DeVry Education Group, you can record a new greeting by completing the following steps:

1. From your phone keypad, press the Messages button
2. You will be prompted to enter your PIN followed by #
3. Select option 4 - Setup
4. Select option 1 - Change Greeting
5. Follow the prompts to select the greeting you want to change and make the desired changes
6. To pause or resume recording, press 8
7. To end the recording, press #

IT

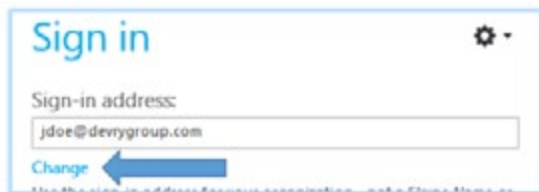
HOW DO I SIGN INTO SKYPE FOR BUSINESS WITH MY NEW EMAIL ADDRESS?

For Adtalem colleagues, when your primary email address changes to your new adtalem.com address on the evening of May 24, Skype for Business will still default to your previous email address at your next logon. You will receive an error similar to this one:

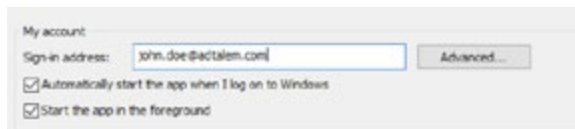


You must manually update the sign in address field with your new email address and then re-enter your network credentials in Skype for Business.

1. Click the OK button on the error message
2. Select Change under your old sign in address



3. Enter your new email address in the sign in field



4. Click on OK
5. Select the sign in button

You will also need to update your sign in address on your mobile device(s) if you use the mobile Skype for Business client.

Any Skype for Business meetings will need to be rescheduled after the change to your address.

HOW WILL SINGLE SIGN-ON (OKTA) AND CURRENT URLS CHANGE?

The direct URLs for all the single, sign-on enabled applications will be updated May 24 to reflect the name change. To prevent login errors, colleagues will need to delete the direct URL bookmarks associated with these applications.

Moving forward, please access these applications through the Application Hub. Go to <https://apps.adtalem.com> to log in to following single, sign-on enabled applications:

- Academic Advising (EIS)
- AUCMed Portal
- AWS
- Blackboard
- Banner (AUC only)
- Banner Workflow
- BrainShark
- Canvas
- Civitas

- The Commons
- Concur
- Daptiv
- Everbridge
- iCIMS
- Jenkins
- PolicyTech
- Qualtrics
- Replicon
- Salesforce
- ServiceNow
- Skillsoft
- Skillport
- Staff Portal
- Student Portals (Chamberlain University, DeVry University and Keller Graduate School)
- Student Self-Service (EIS)
- WebEx
- Workplace

HOW WILL MY ACCESS TO BOX CHANGE?

The URL used by colleagues with a Box account will be changing to <https://atge.box.com>. The legacy URL will continue to work and will redirect you to the new corresponding URL.

IT

HOW WILL MY ACCESS TO SHAREPOINT/ONEDRIVE CHANGE?

No changes will be made to the O365 URLs. As such, all links to Sharepoint team sites and OneDrive for Business will NOT change.

HOW WILL MY REMOTE ACCESS (CITRIX) CHANGE?

The remote access URL will change to <https://remote.adtalem.com>. Please delete any bookmarks you have associated with the old URL.

HOW WILL MY ACCESS TO SALESFORCE CHANGE?

To prevent login errors, Salesforce users should access the application from the Application Hub at <https://apps.adtalem.com>.

Individuals accessing Salesforce directly will receive an email from Salesforce Support with their new login credentials.

HOW WILL MY ACCESS TO WEBEX CHANGE?

The WebEx URL will be updated the on May 27 to reflect the name change. Please delete any bookmarks associated with the old URL.

To prevent login errors, WebEx users should access the application from the Application Hub at <https://apps.adtalem.com>.

Any meetings scheduled prior to the URL change will not be impacted. Saved WebEx recordings will still be accessible after the change and their associated links will NOT be impacted.

HOW WILL MY ACCESS TO COGNOS CHANGE?

The Cognos URL will change to <https://bi.adtalem.com/cognos>. Please delete any bookmarks you have associated with the old URL.

HOW WILL I ACCESS POLICYTECH™?

The new URL for PolicyTech will be <https://adtalem.policytech.com/>. This tool is managed through OKTA, so the new URL will be automatically updated for your access. If you are accessing PolicyTech outside of the OKTA platform, please be aware that the old URL (<https://devry.policytech.com>) will not work after May 24, 2017. Please update your web browser bookmarks/favorites appropriately. Contact compliance@adtalem.com with questions.

HOW WILL I ACCESS THE ETHICS LEARNING MANAGEMENT SYSTEM (LMS)?

The new URL for the NAVEX LMS, which hosts our Code of Conduct and Responsible Communication training, as well as other training topics, will be <https://adtalem.lms.navexglobal.com/>. Please be aware that the old URL (<https://devrygroup.lms.navexglobal.com/>) will not work after May 24. Please update your web browser bookmarks/favorites appropriately. Contact compliance@adtalem.com with questions.

WHERE SHOULD I GO WITH QUESTIONS ABOUT EMAIL, SKYPE FOR BUSINESS AND OTHER TECHNOLOGY-RELATED ISSUES?

Contact the Help Desk at 877-784-1997 (199-1997).

Facilities/Real Estate

WILL WE UPDATE THE SIGNAGE IN AND ON OUR BUILDINGS?

Yes. The signage at our Highland office in Downers Grove and at the former DeVry Online Services - now Adtalem Shared Operations - location in Naperville, Ill., will change mid-June. Interior signage and nameplates for offices and cubes in those locations will change shortly after our May 23 announcement. DeVry Education Group signage in additional locations is also being addressed and will change very shortly.

WILL OUR LANYARDS CHANGE?

For colleagues at the Home Office, Commerce and DOS (now Adtalem Shared Operations) lanyards will change. They will be blue for colleagues, green for visitors and black for contractors and vendors. Visitor and contractor lanyards at campus locations will also change.

WILL I RECEIVE A NEW SECURITY BADGE AND LANYARD?

Colleagues who previously had a badge with the DeVry Education Group logo will receive an adhesive overlay to place on the front of their existing badge. Within the next two weeks, the adhesive overlays and new lanyards will be distributed by department representatives at our Highland, Commerce and Naperville locations.

Remote colleagues who report into these locations will receive a new adhesive overlay the next time they are in the office.

HR

WILL MY PAYCHECK COME FROM ADTALEM?

For Adtalem colleagues, it may take more than eight weeks for your paycheck to change over and reflect the new organization name.

WILL I GET A NEW INSURANCE CARD?

New medical insurance cards with the Adtalem name will be distributed in June. Until that point, please note that your current cards, with the DVG name, will continue to work without issue and your plan number will not change.

WILL THE NAME CHANGE REQUIRE ANY ACTION ON MY PART WHEN IT COMES TO PAYCHECK DEPOSITS, BENEFITS, W2S OR INFORMATION ON THE FORMER DEVRY COMMONS - NOW THE COMMONS?

No. The appropriate departments are managing the name change for business purposes with no action required on your part. If we become aware of a change that requires action, you will be notified by email. Please understand, however, some these significant changes may take a bit longer to change, and your paycheck will still come from DeVry Education Group for more than eight weeks.

Other

WILL SUPPLIER PAYMENT BE FROM ADTALEM?

Yes. However, it may take several weeks for this change to be put into action.

Adtalem Educacional do Brasil

WHAT ABOUT DEVRY EDUCACIONAL DO BRASIL?

As you can imagine, there are many changes that will occur for our Adtalem Educacional do Brasil colleagues. Though the official launch date for the new name is May 24, all the related efforts will be addressed through September. Though there will be an extensive communication from the team in Brasil to the affected colleagues, please note the following:

- DeVry Educacional do Brasil will become Adtalem Educacional do Brasil
- URL: **adtalembrasil.com.br**
- Email addresses will be **firstname.lastname@adtalembrasil.com.br**