



## BROXTON CAPITAL ADVISORS RESEARCH | COURSERA, INC. (NYSE: COUR)

**\$5.34 / BUY Target \$9.00**

INITIAL REPORT MAY 23, 2026 | LAST UPDATED MAY 23, 2026

Coursera Inc. (COUR) is a leading online learning platform founded in 2012 by Stanford University computer science professors Andrew Ng and Daphne Koller. The company recently completed a merger with Udemy, another learning platform, creating a compelling investment opportunity. Since its 2021 IPO, Coursera's stock has declined from a high of \$62 to a recent low of approximately \$5. During the same period revenues grew from \$415 million to \$757 million, a CAGR of 16.2%.

Coursera serves two primary customer segments. Learners — individuals seeking to start, switch, or advance their careers — and Enterprise customers, which include businesses, academic institutions, and government organizations using Coursera to develop workforce skills. The platform's catalog features over 15,000 courses, guided projects, specializations, and degree programs. Coursera partners with leading universities such as Yale, Rice, and the University of Arizona to offer accredited diplomas and advanced degrees. Major technology companies including Google and Meta use Coursera to deliver industry-recognized professional certificates.

In 2025, Coursera delivered steady progress across key metrics: revenue grew 9%, Learners grew 17%, to 197 million total and enterprise customers grew 7% to 1,730. On the Q4 2025 earnings call, CEO Gary Hart highlighted the company's improving financial discipline: record free cash flow of \$78 million, up 32% year-over-year, and adjusted EBITDA margin expansion of 240 basis points to 8.4%.

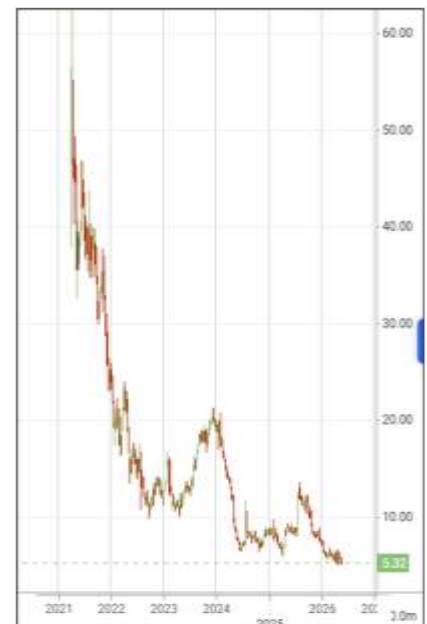
The combination of Coursera and Udemy creates a stronger, more diversified platform with over \$1.5 billion in combined revenue, \$1.15 billion in cash (\$4.02/share), and no debt. And cost synergies of \$115 million annually are expected to be realized within 24 months of closing. Management noted, "We're at a pivotal moment in which AI is rapidly redefining the skills required for every job across every industry," and the merger positions the combined company to lead that transition.

Our buy and \$9 price target are based on merger cost synergies, strong free cash flow generation, large share buybacks and continued revenue growth of the combined companies. \$9 per share is also equivalent to 6.5 X our 2028 adjusted EPS.

| FY2026 PROJECTIONS IN MM |                |
|--------------------------|----------------|
| Revenue                  | 1,656          |
| 2026 EBITDA              | 247            |
| Enterprise Value         | 376            |
| EV/EBITDA                | 1.9x           |
| 2028 EBITDA              | 423            |
| 2026 OCF                 | 237            |
| Capex                    | 40             |
| Free Cash Flow           | 197            |
| Share Purchase           | 200            |
| CASH ADD                 | (3)            |
| <b>Cash</b>              | <b>\$1,151</b> |
| FCF / Share              | \$0.77         |
| Dividend / Share         | \$0.00         |
| EPS                      | \$0.11         |
| <b>Adjusted EPS</b>      | <b>\$0.68</b>  |
| FCF Yield/ SH            | 12.9%          |
| 2028 ADJ EPS             | \$1.38         |

[COUR INVESTOR RELATIONS](#)  
[MERGER PRESENTATION](#)

### COUR SINCE 2021 IP



**BROXTON CAPITAL** Coursera + Udemy, Inc. (COUR) as of 12/31/2025

Share price **\$5.34**

**PROJECTIONS IN MM**  
fiscal yr

**Income Statement**

|                      | 2025  | 2026  | 2027  | 2028  |
|----------------------|-------|-------|-------|-------|
| <b>Revenue</b>       | 1,547 | 1,656 | 1,772 | 1,896 |
| <b>EBITDA*</b>       | 203   | 247   | 353   | 423   |
| Interest             | 1     | 1     | 1     | 1     |
| Pre-Tax Income       | (37)  | 38    | 155   | 236   |
| Net Income           | (46)  | 29    | 116   | 177   |
| Adj. FCF (pre-capex) | 193   | 237   | 313   | 363   |
| Capitalized Expense  | 48    | 40    | 42    | 44    |

|                       |     |                |                |                |
|-----------------------|-----|----------------|----------------|----------------|
| Free Cash Flow        | 145 | 197            | 271            | 319            |
| Share Purchases       | -   | 200            | 240            | 200            |
| Retained Cash Flow    | 145 | (3)            | 31             | 119            |
| <b>Remaining Cash</b> |     | <b>\$1,148</b> | <b>\$1,179</b> | <b>\$1,298</b> |

|                               |               |               |               |               |
|-------------------------------|---------------|---------------|---------------|---------------|
| GAAP EPS (diluted)            | -\$0.16       | \$0.11        | \$0.51        | \$0.84        |
| <b>Adjusted EPS (diluted)</b> | <b>\$0.41</b> | <b>\$0.68</b> | <b>\$1.09</b> | <b>\$1.38</b> |
| FCF / Share                   | \$0.51        | \$0.77        | \$1.20        | \$1.50        |
| Dividend / Share              | \$0.00        | \$0.00        | \$0.00        | \$0.00        |

**Valuations**

|                      |             |             |             |             |
|----------------------|-------------|-------------|-------------|-------------|
| FCF Yield vs. Equity | 10.6%       | 12.9%       | 17.8%       | 20.9%       |
| <b>EV/EBITDA</b>     | <b>1.9x</b> | <b>0.0x</b> | <b>0.0x</b> | <b>0.0x</b> |
| P/E Ratio            | -32.9x      | 47.4x       | 10.4x       | 6.4x        |
| Enterprise Value     | 376         |             |             |             |
| Net Debt             | (1,151)     | -           | -           | -           |
| Total Debt (\$mm)    | -           | -           | -           | -           |
| Equity Market Cap    | 1,527       | 1,527       | 1,527       | 1,527       |

**Debt Ratios**

|                        |    |      |      |      |
|------------------------|----|------|------|------|
| <b>EBITDA/Interest</b> | NA | NA   | NA   | NA   |
| <b>Net Debt/EBITDA</b> | NA | 0.0x | 0.0x | 0.0x |

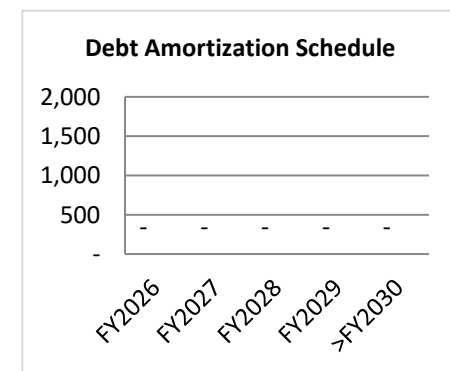
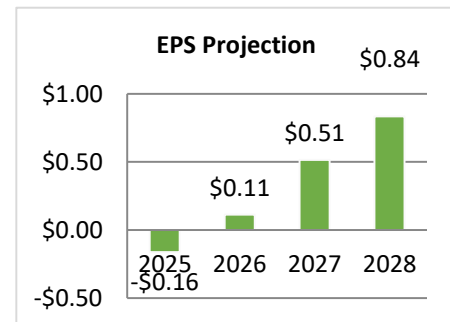
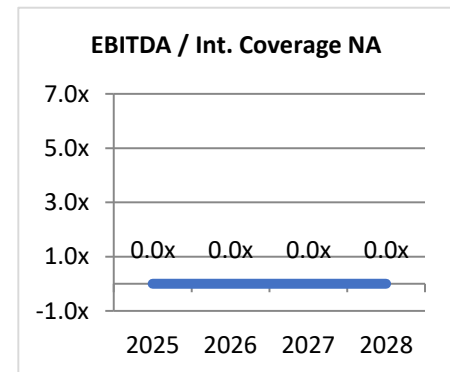
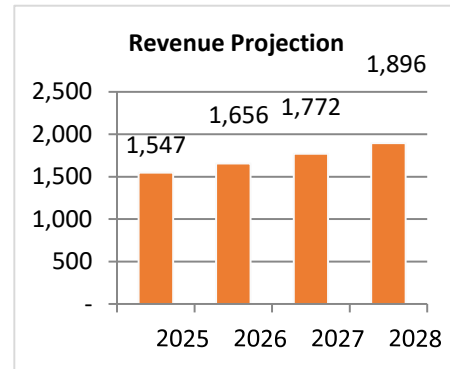
**Liquidity**

|                       |        |
|-----------------------|--------|
| Cash                  | 1,151  |
| Revolver availability | -      |
| Total Assets          | 1,618  |
| Total Liabilities     | 772    |
| Book Value            | 846    |
| Book Value / share    | \$2.96 |

**Debt Maturity Profile**

| FY2026 | FY2027 | FY2028 | FY2029 | >FY2030 |
|--------|--------|--------|--------|---------|
| -      | -      | -      | -      | -       |

\*NOTES: Broxton Adjusted EBITDA differs from COUR/UDEMY due to the inclusion of interest on cash



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