



Press Release

For Immediate Release

GLOBAL EDTECH COMPANY LINGOACE EXPANDS IN SINGAPORE AND SOUTHEAST ASIA, STRENGTHENS LEADERSHIP TEAM WITH SENIOR HIRES

The Singapore-headquartered global education technology company will be doubling its headcount in Singapore by end of 2021

SINGAPORE, 10 AUGUST 2021 – On the back of continued rapid growth and Series B funding earlier this year, LingoAce, a leading global education technology company, is projected to double the headcount in its Singapore headquarters by the end of this year, from 60 employees at the end of 2020.

In particular, the company is focused on expanding its operations across Southeast Asia, leveraging its global headquarters in Singapore as a strategic regional hub. This effort was kickstarted with the hiring of senior leaders with deep experience at top-tier technology companies, who will contribute their expertise towards advancing the delivery of the company's world-class interactive, online learning services. These recent hires include:

- **Goh Aik Chuan**, who joins as Regional General Manager. He previously held leadership positions in Uber, Geneco and was a former McKinsey consultant. In this role, he will oversee LingoAce's expansion into the Southeast Asia region with a focus on Singapore, Indonesia and Thailand.
- **Chua Min Han**, who joins as Regional Head of Product and Operations. He was previously the Head of Operations for Gojek where he launched its GoCar service in Singapore, and also led its Transport Service Excellence product team as a product manager. He will be driving operational and service excellence initiatives to elevate experiences for LingoAce parents and learners in the region.

LingoAce offers immersive, live online learning experiences with interactive digital content that makes Chinese language learning fun and engaging for young learners. The company is looking to fill a wide range of exciting roles in Singapore, from business development to product, sales, student services and support, and teaching.

With the disruption caused by the pandemic, there has been increased demand for EdTech and online learning across the world. The company is on a strong growth trajectory, as evident from its performance in the first half of 2021. Operations in Singapore and Southeast Asia are expected to contribute up to 30% of all customers globally.

Hugh Yao, Founder and CEO, LingoAce, says, "We are committed to growing our presence in Singapore, which not only serves as our global headquarters, but as a key hub for LingoAce to coordinate our expansion into Southeast Asia. We have put modern learners and immersive curriculums at the heart of our offering from the very start. Today, we continue to prioritize responsive learning environments¹ through the development of online learning and

¹ <https://www.moe.gov.sg/education-in-sg/educational-technology-journey/edtech-plan>



digital methodologies that complement traditional teaching. We are eager to partner with the government, parents, teachers and young learners to use digital tools and platforms to help nurture a passion for language learning, while ensuring LingoAce remains accessible.”

Goh Aik Chuan, Regional General Manager, LingoAce, says, “EdTech has been a key driver of Singapore’s global recognition as a leader in education and human capital development. At present, Singapore is LingoAce’s second largest market, trailing only the United States, and we expect our student numbers here to double over the next six months. Program localisation has been key to our success and we look forward to welcoming more Singaporeans to the team.”

Venturing beyond just Chinese language curriculums, LingoAce will also leverage the unique talent in an international hub like Singapore to begin providing an English language learning offering in Q3 2021. Its first English learning app will be launched in several Southeast Asian markets, targeted at students aged four to eight years old.

LingoAce currently serves over 300,000 registered learners from over 80 countries, with its main headquarters, business development, marketing, curriculum design and operations based in Singapore.

LingoAce currently has open roles for the Head of Regional Marketing, Singapore Country Manager, Regional Strategy Lead and more. More jobs are available at (<https://www.linkedin.com/company/lingoace/jobs>).

About LingoAce

Founded in 2016, Singapore-based LingoAce is the leading Chinese language platform, offering an immersive language learning experience tailored to meet the needs of learners aged four to 15 years old, across a range of language proficiency levels and diverse cultural backgrounds. A committed ally to both young learners and their ambitious parents, the global education technology company harnesses the capabilities of passionate native Chinese-speaking teachers along with research-backed digital content, featuring animation, gamification and AI, to effectively deliver its globally accredited Chinese syllabi through small group and one-on-one live classes. With regional offices in the US, Southeast Asia and China, LingoAce has provided live online classes to over 300,000 registered learners across 80 countries. By nurturing the next generation of confident multi-lingual communicators, LingoAce aims to broaden the horizons and unlock future opportunities for these learners. More information can be found at www.lingoace.com.