

Press Release
For Immediate Release

SINGAPORE-BASED EDUTECH, LINGOACE EXPANDS INTO INDONESIA FOLLOWING SUCCESSFUL SERIES A+ ROUND

- *Indonesia marks firm's first market as part of SEA expansion and aims to provide quality online education in Mandarin to 200,000 Indonesian students by 2022.*
- *As part of its launch, LingoAce will be offering Indonesian students complimentary year-long access to selected Mandarin classes*



LingoAce's online language learning platform

JAKARTA, 18 NOVEMBER 2020 – Singapore-based LingoAce, an EduTech firm providing online language learning platform, announced today its expansion into Indonesia. Indonesia marks the first market as part of LingoAce's expansion into Southeast Asia. The firm has plans to grow its operations as well as to build its local team in Indonesia – with aims to hire more than 500 local staffs that will cater to 200,000 registered students in Indonesia by 2022. LingoAce will also be launching online Mandarin lessons as its first product for the Indonesian market.

2020 has been a difficult year due to the pandemic - traditional modes of learning for Indonesian students have been disrupted with the school closures since March 2020. To assist, LingoAce will be providing complimentary year-long access to selected online Mandarin classes for the first 100,000 Indonesian students registered on their platform. This initiative running until December 2020 looks to equip its registered students with quality language education despite of the pandemic situation.

According to an analysis by Lowly Institute¹, the Indonesian Government hopes to develop a 'world-class' education system by 2025. However, numerous assessments of the country's education performance suggest that it has a long way to go before it will achieve that goal

¹ <https://www.lowlyinstitute.org/publications/beyond-access-making-indonesia-s-education-system-work>



due to issues such as lack of required subject knowledge, pedagogical skills to be effective educators and poor learning outcomes suggesting a gap in quality education for students in Indonesia. LingoAce hopes to prove otherwise by connecting students to professional native teachers.

Hugh Yao, Founder and Chief Executive Officer of LingoAce, said, “Indonesia parents are increasingly nurturing their children to be future-ready. LingoAce believes the lifelong mastery of a foreign language is one key element especially in our increasingly globalised work environments. We believe that our cross-border online language classes not only connect Indonesian students to experienced native-Mandarin speaking teachers, but also offers an engaging and efficient means catered to the learning habits of digitally-savvy young learners. We therefore look to scale up our platform to benefit more Indonesians.”

LingoAce’s expansion into Indonesia comes on the side-line of its recent announcement of a successful series A+ fundraise of US\$6m led by Sequoia Capital India and Shunwei Capital joining the round as a returning investor.

“We are thrilled to announce LingoAce’s expansion into Indonesia, a key market for us in Southeast Asia. We aim to be the preferred choice for Indonesian parents in specially tailored online Mandarin lessons. In order to do so, we will be focussed on building the team and our product offerings across Indonesia. We will build a full operations unit in Indonesia ranging from customer service, operations and marketing, on top of training our teachers to better understand the needs and requirement of Indonesian students, so as to deliver quality lesson plans to students here in Indonesia starting with bigger cities such as Jakarta, Surabaya, Medan and Bandung,” said Nirwanto Honsono, Marketing Director, Indonesia, LingoAce.

About LingoAce

Founded in 2017, LingoAce’s uniquely personalised, interactive and effective curriculum distinguishes itself from other online learning platforms. Holding true to authentic Chinese language learning principles, its team of in-house curriculum specialists tailor globally-accredited syllabus offered by China and Singapore’s education ministry – catering to the student’s individual learning goals and even cultural backgrounds. Targeted at students aged four to 15 years, the platform enables its stringently selected professional Chinese teachers to deliver lesson plans real-time across physical borders in one-to-one and small group classes.

Leveraging multimedia, gamification features and AI-powered tools based on research-backed methodologies for effective Chinese learning, the platform is able to engage young learners and develop their self-interest for the language. To date, LingoAce has delivered lessons to more than 100,000 registered students across 80 countries.

Headquartered in Singapore, LingoAce also operates in Beijing, Wuhan and Los Angeles. It has also recently started operations in Bangkok with ambitions to continue increasing its headcount and expanding its footprint into Southeast Asia to meet the growing demands of language learning in the region.

To find out more on LingoAce’s complimentary year-long access for the first 100,000 Indonesian students, visit: <https://id.lingoace.com/kelas-gratis/>.