

efekta

AN  COMPANY

Powering the next generation of education

English skills can boost economic growth and prosperity.

We are on a mission to transform English teaching globally with students **speaking, reading, listening** and **writing** in English **from day one**.

English learning challenges are globally consistent, and remain unsolved

1

There aren't enough **qualified English teachers** to meet the growing demand

2

Large class sizes hinder personalized learning

3

Students **need practice** to communicate – traditional teaching focuses on knowledge

4

Outdated content and assessments fail to address today's real-world language needs



60 years
of world-leading experiential
language learning



5+ million
active students



30 years
of immersive online teaching



600+
offices & schools

EF's legacy of teaching English worldwide: creating unparalleled impact



120
countries



3,000+
global brands trust us



65,000+
teachers trained



24+ million
learners trained

We teach worldwide and are recognized by our academic and innovation partners



We now offer our
AI-powered English
curriculum to public
schools to **upskill**
for the future.

See change in **4**
simple steps.

1. Teacher development

Comprehensive training to ensure teacher readiness and engagement, even improving their own English fluency

2. Curriculum integration

Easy alignment with national curriculum standards and white-label integration with your existing LMS

3. Blended learning delivery

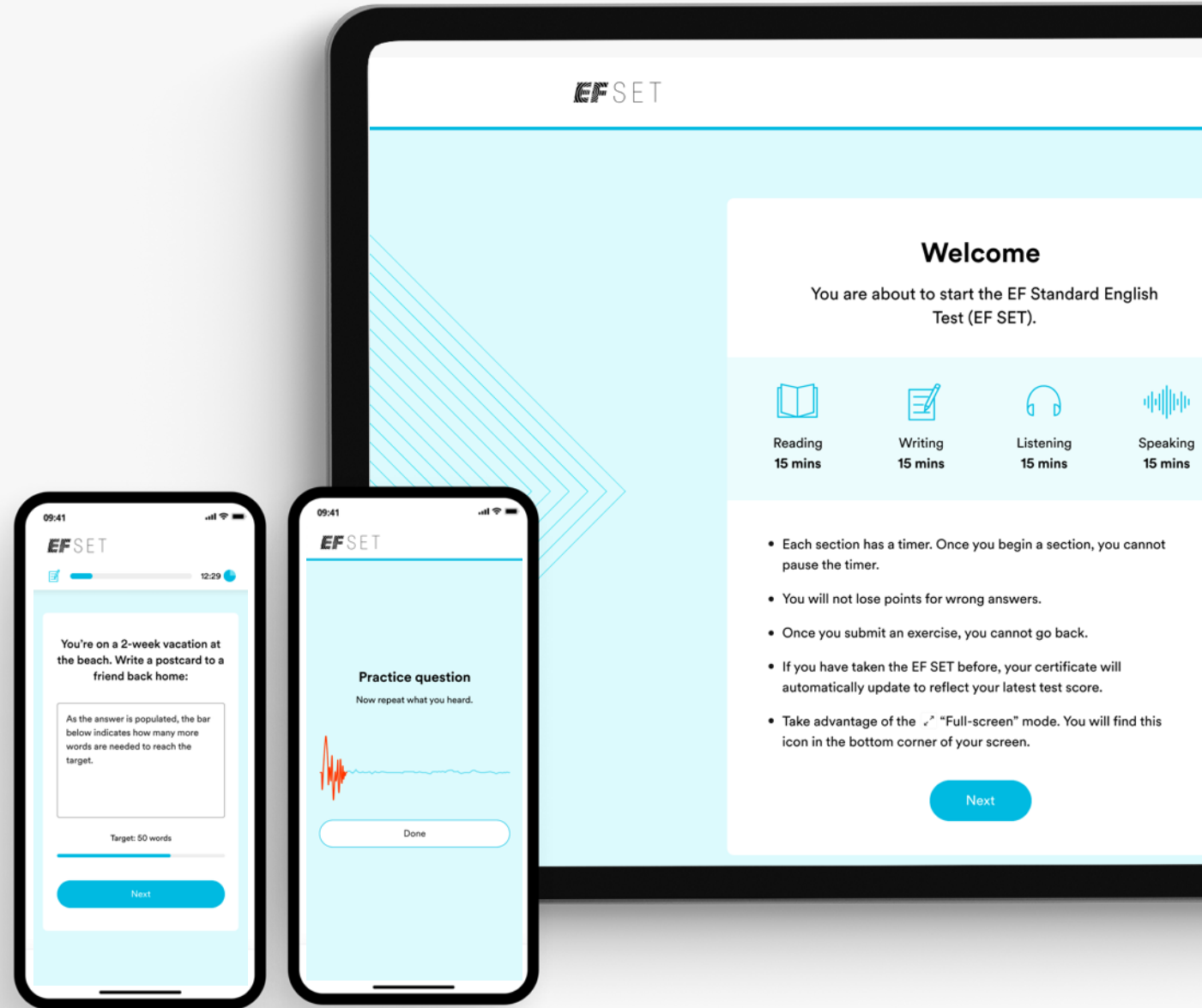
Core or supplemental materials for teachers facilitate guided or self-directed learning, all supported by AI technology

4. Progress monitoring

Real-time progress tracking across all learning skills with AI recommendations ensuring measurable outcomes

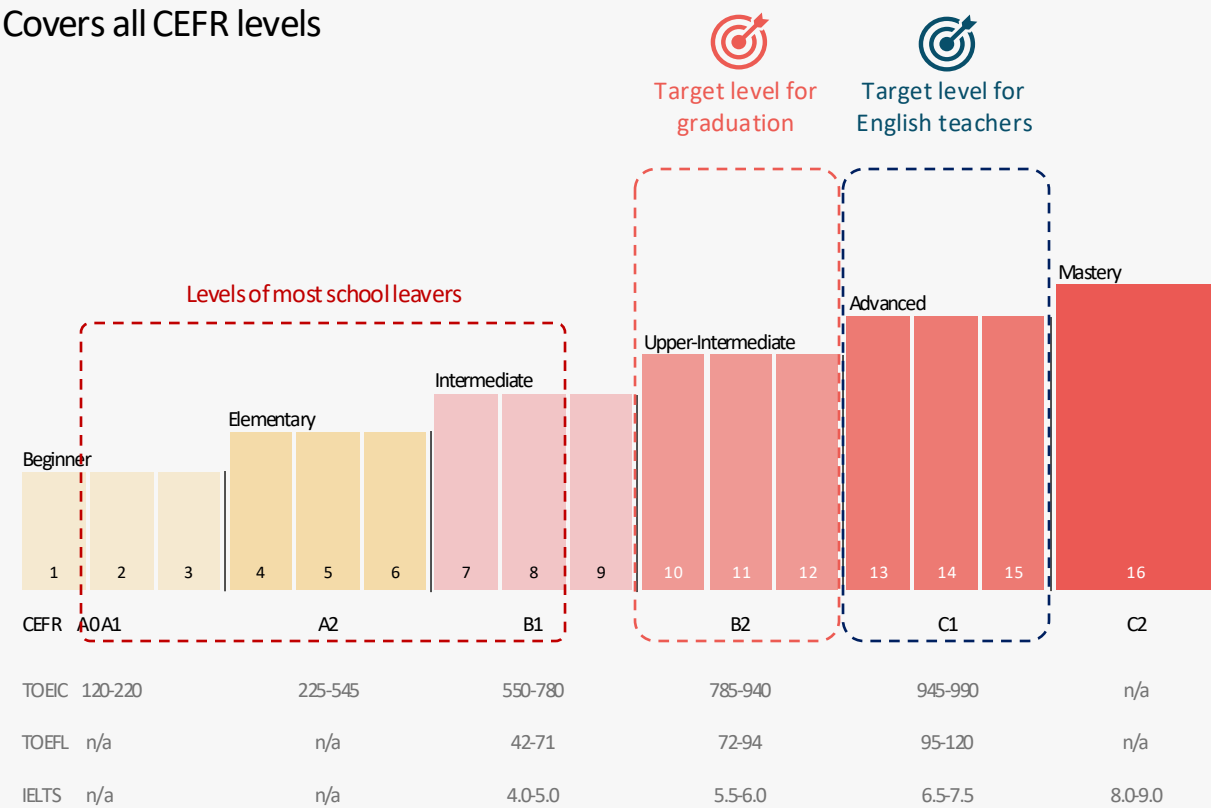
English proficiency benchmarking with EF SET, our free test measuring **all 4 skills**

efset.org



School English curriculum for 10-18 year olds

Covers all CEFR levels



School appropriate

STEM-related subject matter and real-life situations relevant to younger learners.

technology

>scientific knowledge used in practical ways in industry

/tek naʃadʒi/

robot

Glaciers are melting because of global warming.

Play audio

Saving is important in Japan.

Enhanced assessment

Quizzes and level tests contribute to formative assessment of progress.

Selena is a healthy person. She is only sick once or _____ a year. She is _____ great shape.

She loves sport. Her favorite sport is tennis. She plays it once _____ week. At the weekend, she usually goes outside to meet friends..

She eats junk _____ once a month, but she eats fruit and vegetables _____ day. She sometimes _____ soda. She feels stressed _____ when she has exams.

Classroom activities

Providing extended learning and offline classroom activity to challenge students.

Go further!

0:10 0:12

Discuss

In this lesson, you learned about preferences and writing reasons for your preferences.

Does everyone always have a reason for their preferences? How can you use these skills the help you make life decisions?

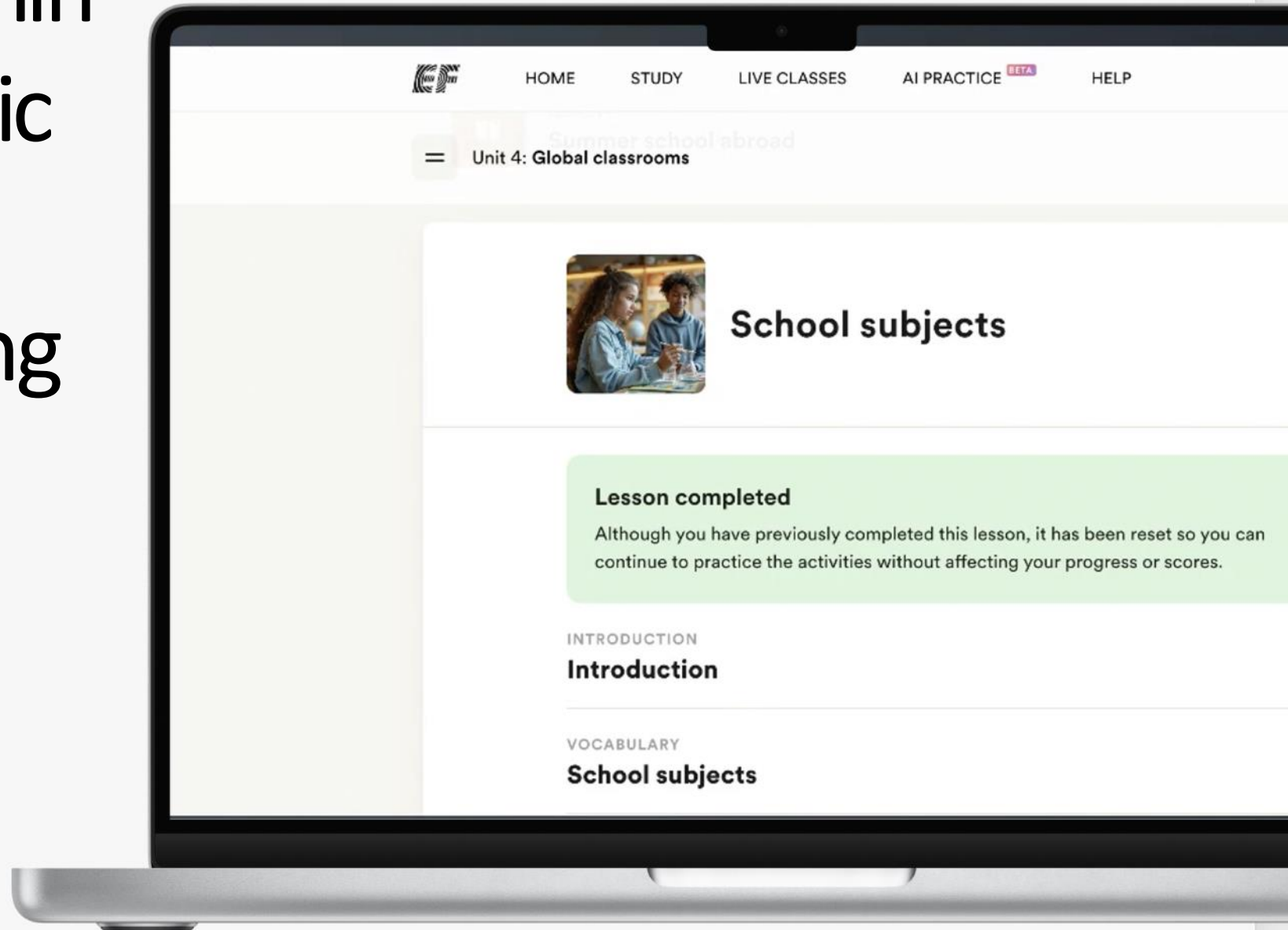
What things do you like to learn about or do?

What makes you interested in something?

Why do you prefer one subject to another?

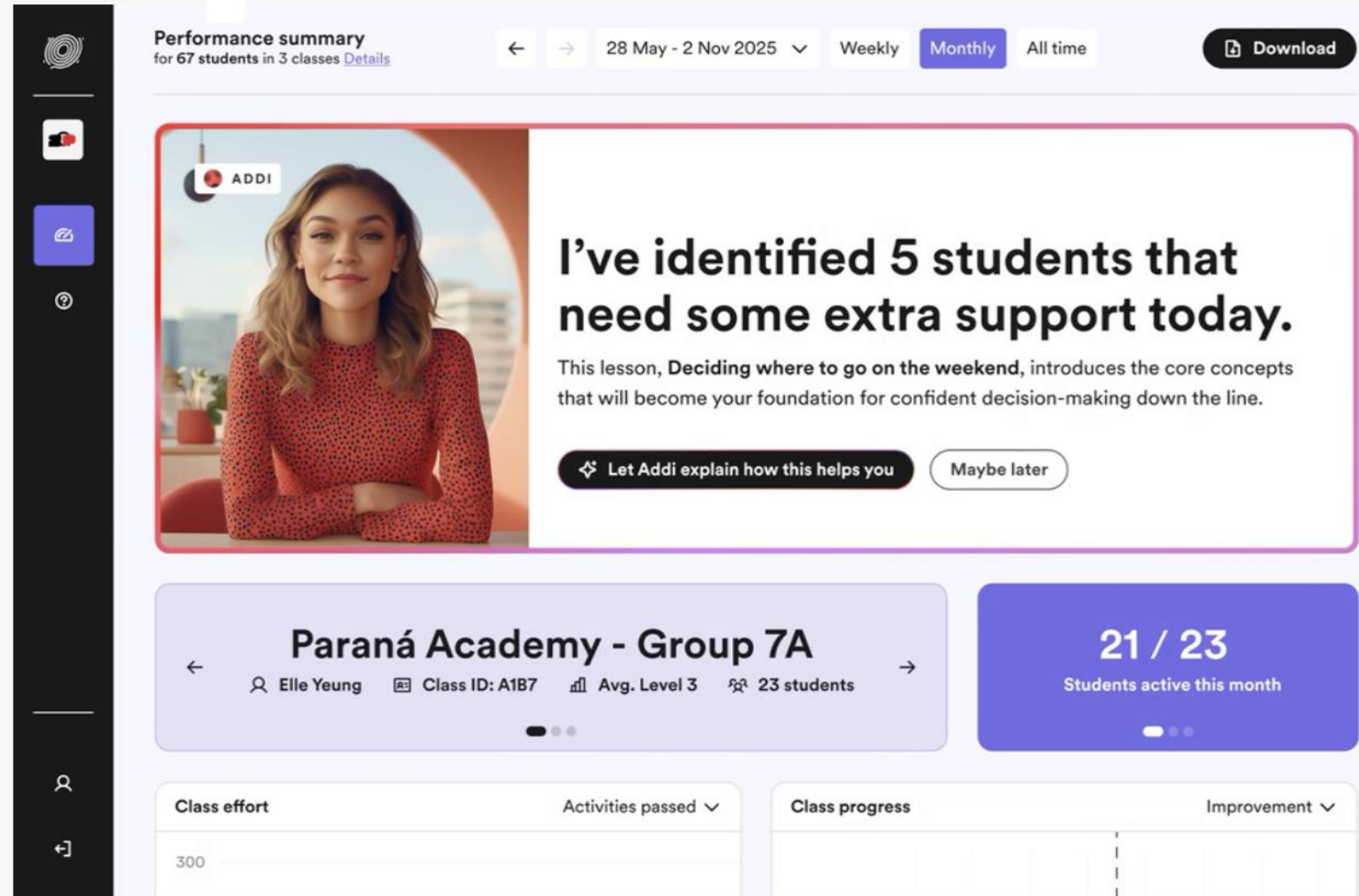
Next

Saving teacher admin
time with automatic
content delivery,
marking and grading



Empowering teachers with actionable data

We empower teachers and schools to monitor students' success, with easy-to-understand dashboards with actionable metrics.



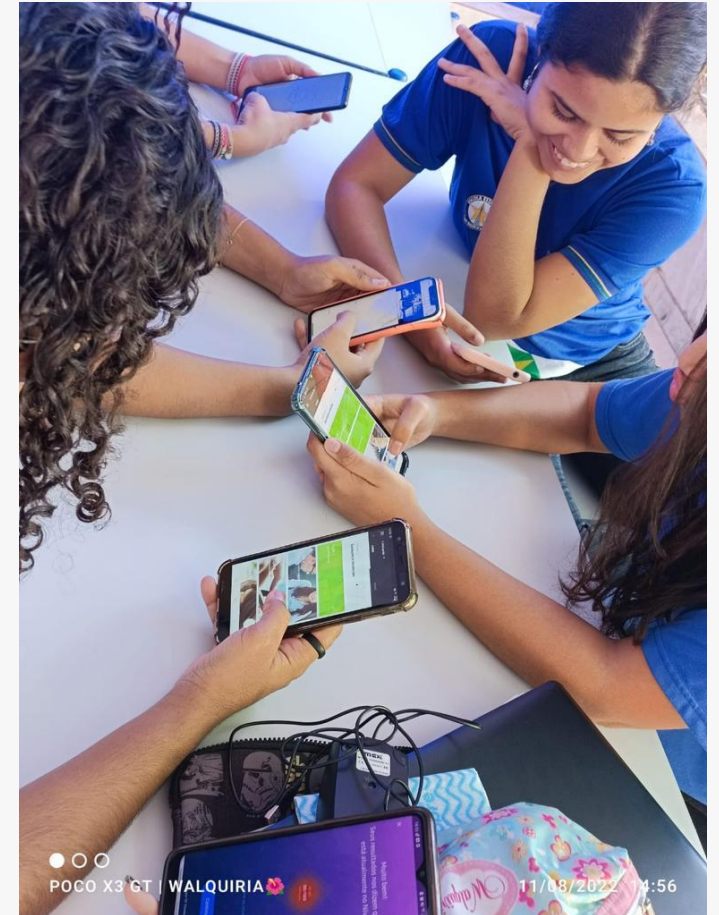
Works with any device



Laptops



Desktops



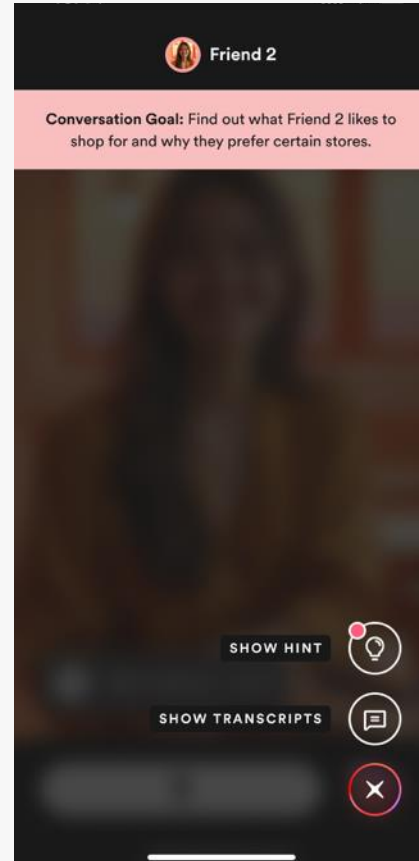
Mobile devices
(includes offline mode)

AI integrated meaningfully across the course



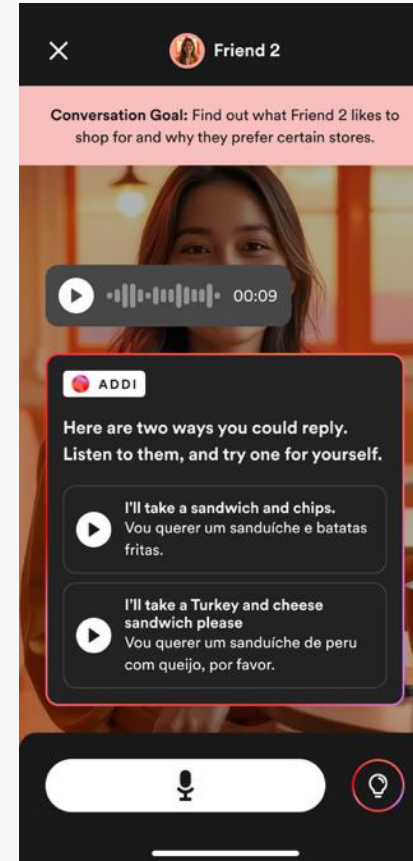
Consistent tutor presence

Shows up at various points of the lesson to explain key areas of lessons.



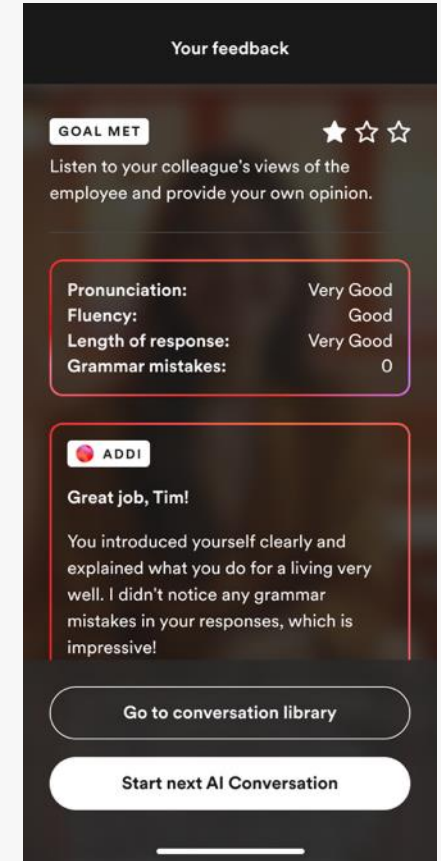
Real-time explanations

Explanations and hints appears across the curriculum to help students learn better.



Conversation practice

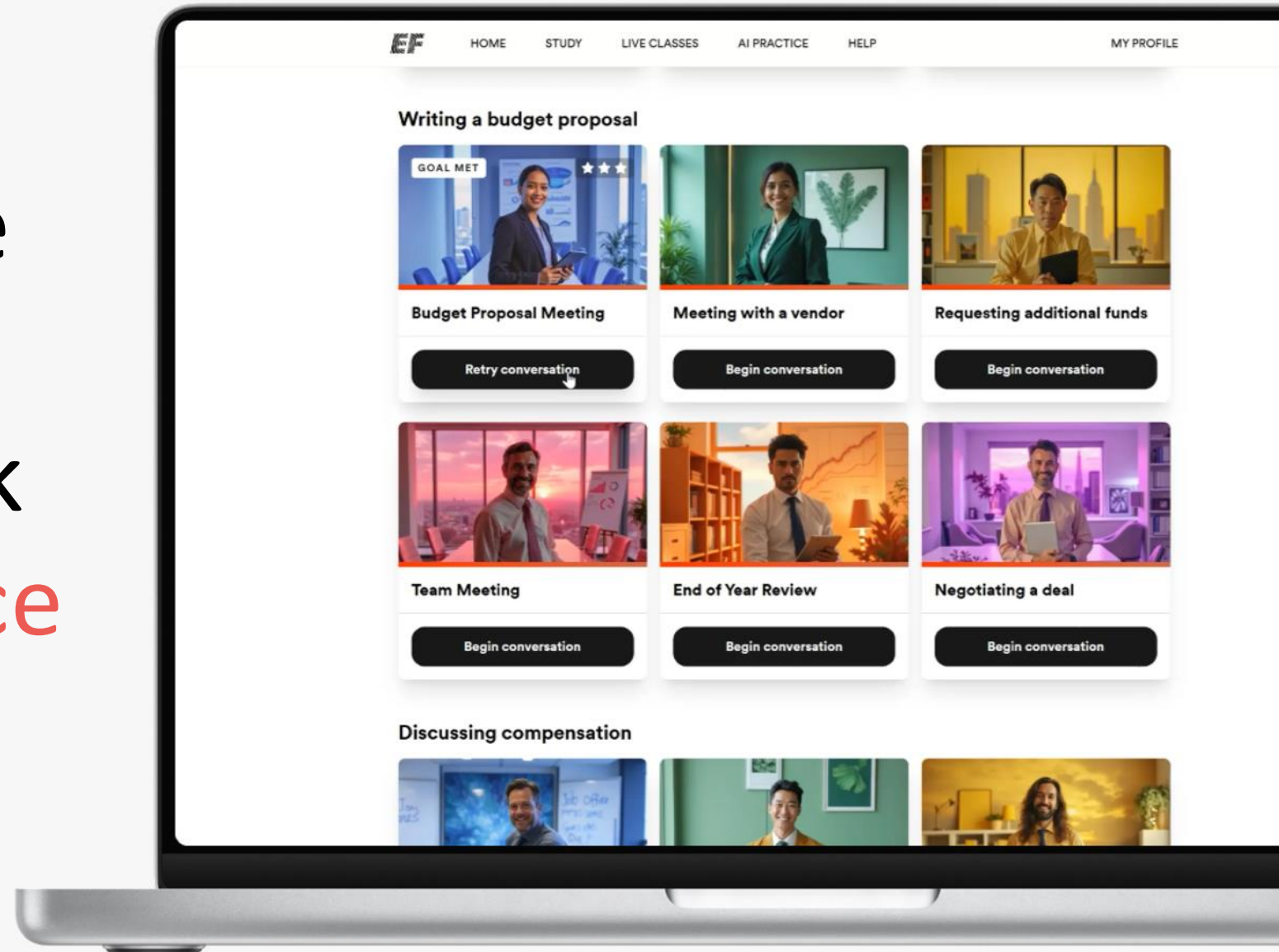
Build confidence in a non-judgemental, safe environment to hone fluency skills, in real-world situations.



Personalized feedback

Addi provides constructive, personalized feedback on improving fluency.

Over 2300 **AI Conversations** –
roleplays with free
practice and
personal feedback
to build **confidence**



National scale implementation (we do all the heavy lifting)

4M+ school students
25K+ school teachers

Registering your students

We are set up to register and handle millions of students and teachers simultaneously. Our teams will do all the work once we get your student database.

Data security

We take security very seriously and our systems are regularly tested to the highest standards.

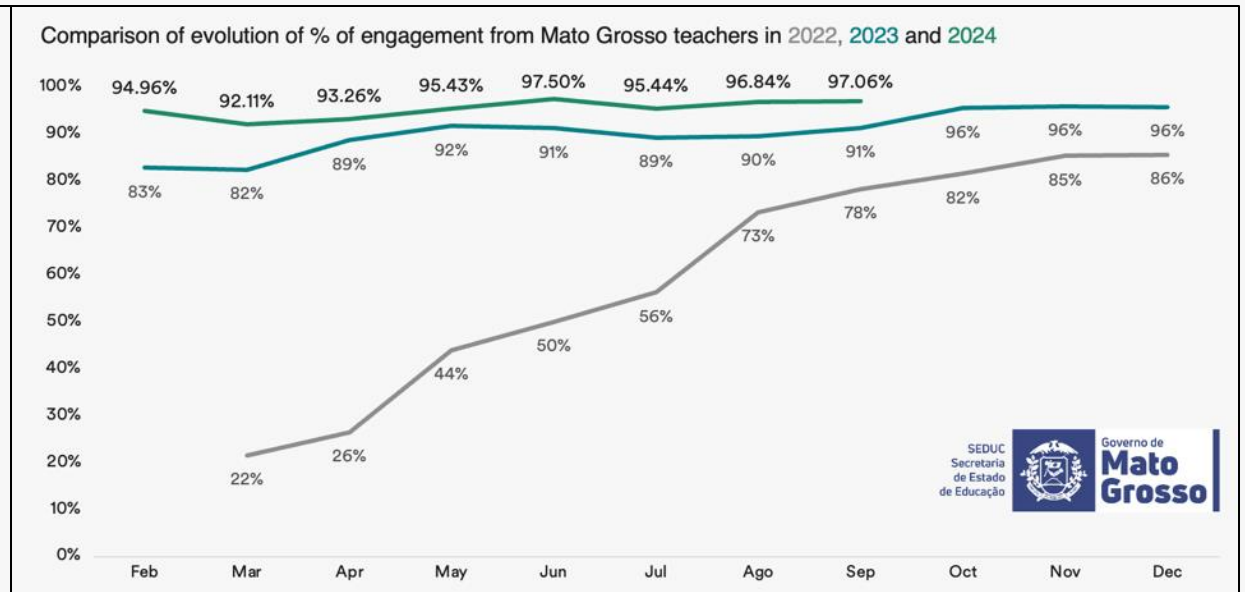
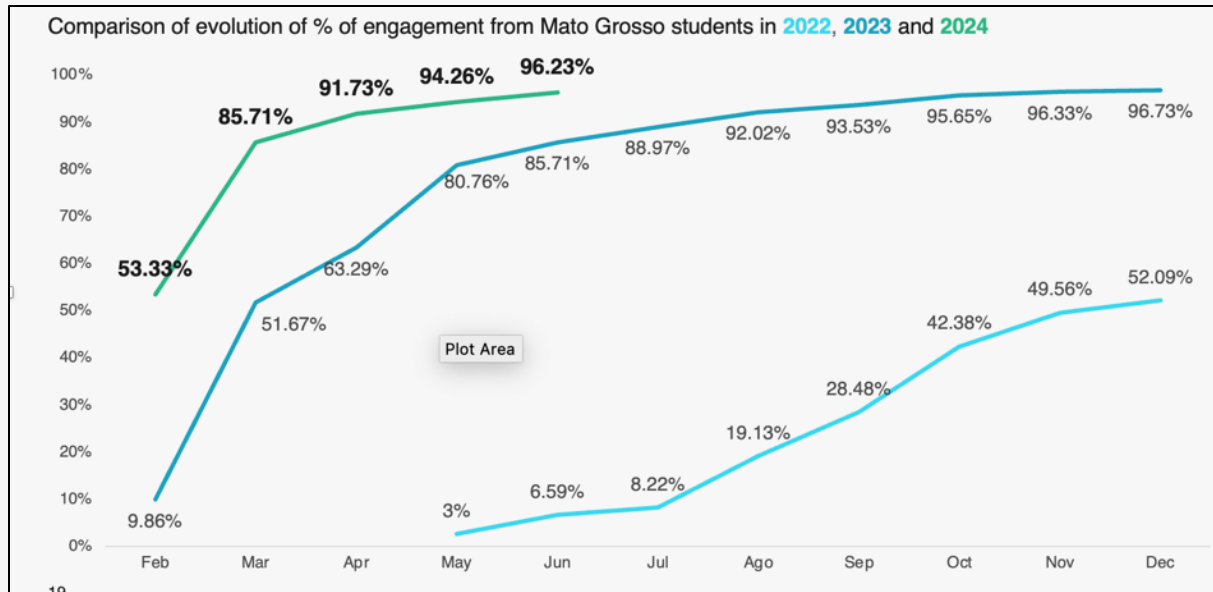
Cloud-based infrastructure

Globally distributed & highly available multi-data center architecture, to ensure integrity.

Full suite of SSO solutions

We have the full suite of SSO solutions for any login scenario to provide the most seamless experience for learners to log in.

We have seen unprecedented student and teacher engagement, leading to repeat contracts from ministries

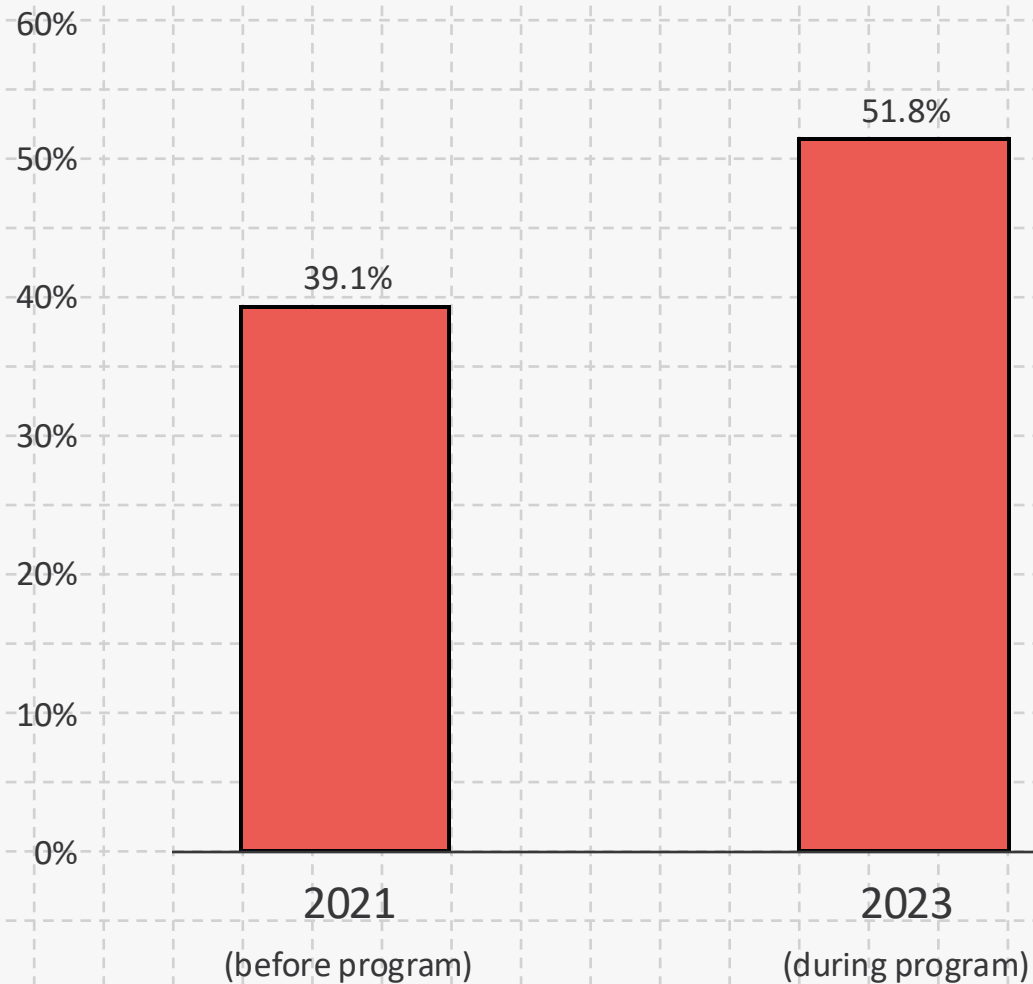


Studying with us leads to better results



Our students' scores for English improved by:
32.5% in 2 years

Paraná State Test of English scores
for 750K students



Leaving a legacy of change in schools, turning English into a bridge to opportunities



"I used to feel buried in admin tasks and insecure about my own English, with hardly any time left for my students. The Efekta platform eased that burden, now I can focus on teaching, building real connections, and seeing my students' English flourish."

Susana Brugnoli, Teacher
State of Mato Grosso



"This project is very important. It's an opportunity for our kids to really learn and understand English. This we hope will be our legacy to the public schools of our state."

Renato Feder, Secretary of Education
State of São Paulo



Building skills for global global citizenship

efekta.com

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A legacy of innovation

Drive your education system forward
with world-class technology.

Focus on fluency

Curriculum designed to build
confidence and independence.

Unmatched results

Proven efficacy with data-backed,
personalized learning journeys.