LEARNING FOR THE 21ST CENTURY

A smart-learning solution for academic excellence
# TABLE OF CONTENTS

1  ABOUT  
CHUNGDAHM

2  PORTFOLIO FOR  
SMART LEARNING

3  VALUE PROPOSITION  
FOR SMART LEARNING

APPENDIX
ABOUT CHUNGDAHM
INTRODUCTION

CHUNGDAHM’s mission has always been to inspire, nurture and bolster the aspiring minds and character of tomorrow’s leaders during their formative years.

Today, CHUNGDAHM has become an integrated educational solution provider by undergoing a full-fledged global transformation – a hybrid online/offline solution innovator.

Conceived and developed entirely in house building on years of persistence on uniquely excellent framework, our service-based learning solutions integrate state-of-the-art technologies, learning philosophies and experience-based methodologies.

The result is a unique blend of adaptable curriculum, passion for learning, technical expertise and real-world experiences to truly improve the learning process.

<table>
<thead>
<tr>
<th>Incorporated</th>
<th>in 2002; listed on KOSDAQ (2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Revenues</td>
<td>USD 130 million</td>
</tr>
<tr>
<td>Workforce (HQ)</td>
<td>345</td>
</tr>
<tr>
<td>Customers</td>
<td>128,000+</td>
</tr>
<tr>
<td>HQs</td>
<td>Seoul / Boston / Irvine / Washington DC / Manila</td>
</tr>
<tr>
<td>Business Areas</td>
<td>Learning Center, Educational Content &amp; Platform Solutions (offline &amp; online)</td>
</tr>
</tbody>
</table>
WHAT WE DO WELL
We provide real service-based learning solutions

1 Service
With over 15 years’ experience providing premium education to students, we continue to give clients the best service possible.

2 Curriculum
Our Curriculum R&D center specializes in language acquisition, extensively researching and planning textbook pedagogy with a broad sweep over global standards.

3 Solution
Providing teachers and students with the most advanced tools has been the mission of our Platform R&D center, who has created one of the most advanced learning platforms today.
OUR PRODUCT SERVICES
How we make education better

R&D
- Curriculum: Award-winning curriculum formulation since 2002
- Platform: 15 years leveraging technologies to enhance learning for students and classroom tools for teachers

Loudclass Solution
- Author & Cloud: A dynamic authoring tool that gives curriculum administrators and teachers the power to make interactive smart textbooks.
- Interactive: A powerful software solution with integrated tablet-based learning for the digital classrooms
- Tested & proven in wide-scale implementation

fHR
- Recruiting: Operating out of Boston and Seoul since 2005
- Training: Since 2005, our professional trainers have given teaching instruction to over 5,000 new faculty

CDP Assessment
- CHUNGDAHM Philippines: Established in Manila in 2008 for critical feedback to CHUNGDAHM’s students on writing skills
- CDP e-Tutors provide assessment and feedback for over 31,000 essays per week and have provided over 1 million assessments.

Brands
- CDI
- April Institute
- Let me fly
- CMS
- Clueville
GLOBAL REFERENCE
Where we make education better

in partnership with

UNESCO
Samsung
Pearson Education
Knewton
ETS
Cengage Learning
SK telecom
Cambridge University Press
Scholastic

China
April Franchise Campuses
• Beijing
• Shanghai

Japan
CDL
Let Me Fly
Textbook Distribution

Indonesia
B2B adult English
Partnership with SKT and Indonesia Telkom

US
Franchise Campuses
• Irvine
• Fullerton
• Boston Camp

Brazil
Smart Textbook Development
Partnership with Samsung Brazil
TIMELINE & AWARDS

- 2014 Excellence prize by MOTIE (Ministry of Trade, Industry and Energy) in content category
- 2009 Waking Minds, Writing (WMW) awarded Ednet ‘Rookie of the Year’
- 2008 East Asian ESL methodology & blended learning system certified by the Korea Association of Teachers of English (KATE)
- 2006 InnoBiz certified as a technical-innovative small firm

2005
- e-Learning launched

2008
- ‘Chungdahm 3.o’ program launched
- Digital content supplied for Samsung in Brazil
- Listed on KOSDAQ
- East Asian ESL Methodology certified by KATE
- Partnership with Cambridge University Press

2009
- Online writing program (WMW) awarded at Ednet, USA
- WM patented
- m-Learning launched
- Awarded InnoBiz certificate

2011
- T Smart-Learning launched
- Expression Institute launched

2012
- CMS Education acquired
- Clueville launched

2013
- ‘Chungdahm 3.o’ program launched
- Digital content supplied for Samsung in Brazil

2014
- Launching Loudclass Solution
- Awarded excellence prize by MOTIE
PORTFOLIO FOR
SMART LEARNING
**EVOLUTION OF SMART LEARNING**

**ORIGIN**
Built on the vision of fusing curriculum and technology to create 21st century classrooms, our team of 2,000 teachers, curriculum designers, researchers, and IT experts developed a solution capitalizing on multi-media and digital interactions to provide a deeper level comprehension and engagement in the classroom.

Our dedicated team of faculty spent over 50,000 hours in the infancy stage of development, evaluating the multitude of solutions in the market, working hand in hand with our IT platform team to build a solution that provides thoughtful and practical tools that focus on student development in the classroom.

**GROWTH**
Today, the success of Loudclass resonates a “built for learning” ethos from its users.

First movers reaped the benefits of the Loudclass solutions. Resulting in students receiving higher test scores especially in reading comprehension. According to a study conducted by the Korean Association of Teachers of English (KATE), students scored an average of 11 points higher after being taught using the Loudclass solution for just 3 months.

Loudclass is proving its effectiveness with over 20,000 students in countries such as Brazil, Indonesia, South Korea, and Thailand, with a number of schools internationally in discussion to use Loudclass.

**FUTURE**
As technology continues to rapidly shift the educational landscape, we will strive to further develop a learning environment that provides an unparalleled classroom experience.

Using data analytics, the future of learning will evolve for both the teacher and students. Teachers will have sophisticated tools that provide important feedback on teaching performance, allowing them to efficiently create lessons that are tailored to the needs of their students, while reducing the overall preparation time.

Students will be able to track their strengths and weaknesses to effectively target their needs. Additionally, peer-to-peer collaboration and social learning will allow students to connect beyond the classroom, providing all students an opportunity to excel in the increasingly competitive learning arena.
SMART CLASSROOM PORTFOLIO

- **Solution**
  - Author
  - Cloud
  - Interactive

- **Consulting**
  - Expertise to help transition to digital learning

- **Device**
  - WIFI-enabled Android tablets
  - Access Point
  - Dongle

*Portfolio for Smart Learning*
SMART CLASSROOM SOLUTION
A powerful tablet-based learning platform, textbook authoring tool, and cloud management solution

Author
A dynamic authoring tool that gives curriculum administrators and teachers the power to make interactive smart textbooks.

Using Loudclass Author, you can make any digital document (PDF, JPEG, PowerPoint) into an interactive textbook or workbook. Unlike other smart authoring textbooks, Loudclass Author takes full advantage of integrating activities and other web assets into the digital textbooks.

Cloud
A user friendly product with the essential smart classroom management features for administrative staff, teachers, and students.

Loudclass Cloud provides a clean interface with essential, smart textbook storage organization, student and class schedule management features, giving educators what they need without complication.

Interactive
A powerful software solution that enables an integrated tablet-based learning environment for the digital classroom.

Loudclass Interactive helps teachers leverage technology to facilitate 21st century skills with a suite of classroom management and interactive teaching tools. Resulting in a classroom environment where learning interactions take center stage.
Author Features

Insert rich media content to add depth to lessons

Create interactive questions to engage students in real-time

Numerous additional formatting features to enhance visual appearance
Cloud Features

**Students**: Flexible system to add, group, and manage students according to organizational structure. Includes excel based student information upload service.

**Textbooks**: Storage management for Loudclass authored textbooks, downloadable from Loudclass Interactive.

**Library Management**: A digital space for content curators and teachers to upload relevant content and teaching material for classrooms.

**Staff management**: An administrative function for adding and managing teachers and organizational staff access to Loudclass tools and content.

**Notifications**: A notification center for teachers and students that pushes notices to their tablet-PCs.
Interactive Features

**Smart Textbook**
- 2-way interactivity (student response system)
- Teacher-led facilitation (page sync, split screen, screen capture)
- Media learning (media card, audio wheel)

**Classroom Tool Kit**
- Student participation/motivation (pick one, award badges, mission bell, activity timer)
- Security (student screen block)

**Learning Management System**
- Automation (attendance,)
- Quiz (polls, multiple choice, short answer)
- Third party LMS integration (Edmodo, Moodle, Blackboard, Schoology, etc.)
Interactive Benefits

**Teachers**

- Quickly differentiate instruction based on student responses in real-time
- Easily integrate rich media content to sharpen student engagement
- Simply control the level of access students have to external resources
- Effectively engage students with a unique suite of interactive tools

**Students**

- Naturally capitalize on peer-to-peer learning opportunities
- Easily access targeted media without navigating outside the smart textbook
- Effectively focus on classroom tasks without distraction
- Quickly share opinions and compare activities with peers using the interactive tools
## Options

<table>
<thead>
<tr>
<th>Feature</th>
<th>Loudclass F.</th>
<th>Loudclass R.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instant Quiz</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Media Card (Quiz/Test)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEB, Image, PDF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instant Session</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cloud Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training &amp; Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supported Platforms</td>
<td></td>
<td>Android</td>
</tr>
<tr>
<td>Textbook Authoring</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SMART CONSULTING
Over 15 years experience providing cutting-edge educational technology solutions

Needs Analysis
Our team of experts can carefully analyze your learning ecosystem to deliver a set of customized solutions which achieve measurable improvements in the learning process.

Curriculum Digitization
Our technical experts convert traditional textbooks into interactive smart textbooks or workbooks for your specific learning environment.

Piloting & Implementation
Our smart classroom specialists carefully administer pilot classes to ensure a successful launch.

- Technical quality assurance
- Teacher training
- Learning efficacy testing
## Device Specifications

### Tablet

<table>
<thead>
<tr>
<th>Function</th>
<th>Spec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OS</td>
<td>Android Ice cream Sandwich ↑ version</td>
</tr>
<tr>
<td>Resolution / DPI</td>
<td>1280 * 800(MDPI or HDPI)</td>
</tr>
<tr>
<td>Size</td>
<td>7” ~ 10”</td>
</tr>
<tr>
<td>Storage</td>
<td>8GB ↑</td>
</tr>
<tr>
<td>CPU</td>
<td>1GHz Dual ↑</td>
</tr>
<tr>
<td>RAM</td>
<td>1GB ↑</td>
</tr>
<tr>
<td>Audio File Support</td>
<td>Decoding : AAC/mp4, Encoding : ARM NB / mp4</td>
</tr>
<tr>
<td>Video File Support</td>
<td>MPEG-4 Video(video), audio(AAC), Hint Track Support / mp4</td>
</tr>
<tr>
<td>Wi-Fi</td>
<td>802.11 A/B/G/N (2.4 Ghz &amp; 5Ghz Support)</td>
</tr>
</tbody>
</table>

### Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Spec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Server</td>
<td>2.4Ghz X 8 CPUs, Memory : 8GB, HDD : 146GB 15K SAS</td>
</tr>
<tr>
<td>Database</td>
<td>2.4Ghz X 8 CPUs, Memory : 8GB, HDD : 146GB 15K SAS</td>
</tr>
<tr>
<td>Storage</td>
<td>SAN Storage 1TB</td>
</tr>
<tr>
<td>Access Point</td>
<td>802.11a/n, Standalone mode, PoE, NAT, QoS, DHCP, ACL, L3 Routing, More than 2 Network Support, WAN port Support, Power injector(PoE)</td>
</tr>
<tr>
<td>Display</td>
<td>• LFD / TV (46” ↑)</td>
</tr>
<tr>
<td></td>
<td>• Single-lens Projector (60” ↑)</td>
</tr>
<tr>
<td></td>
<td>• Resolution : XGA(1024X768)</td>
</tr>
<tr>
<td></td>
<td>• Brightness: 3,000 ANSI ↑</td>
</tr>
<tr>
<td></td>
<td>• More than 1 HDMI port</td>
</tr>
<tr>
<td></td>
<td>• Speaker Support</td>
</tr>
<tr>
<td></td>
<td>• More than 1 USB port</td>
</tr>
<tr>
<td>Dongle</td>
<td>Tablet Wi-Di Compatibility needed with more than 1 HDMI port</td>
</tr>
</tbody>
</table>
VALUE PROPOSITION FOR SMART LEARNING
KEY MARKET TRENDS
A paradigm shift in education

Education Paradigm

Traditional Education
Knowledge of book-oriented, teacher-led class

ICT Education
Introducing IT devices such as PC and projector

e-learning
Using contents in a limited place like home, computer lab

Smart Education
Changing Educational Environment
- Interactive Solution
- Smart Devices
- Rich Contents

* Source: The Boston Consulting Group in 2012

Market Size for Smart Education
(Unit: USD, Billions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>EMEA</th>
<th>APAC</th>
<th>North America</th>
<th>Others</th>
</tr>
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<tbody>
<tr>
<td>2011</td>
<td>73.8</td>
<td>15.5</td>
<td>10.3</td>
<td>44.3</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>87.3</td>
<td>18.7</td>
<td>12.9</td>
<td>51.2</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>104.1</td>
<td>22.9</td>
<td>15.8</td>
<td>59.3</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>124.7</td>
<td>28.4</td>
<td>20.1</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>150.2</td>
<td>35</td>
<td>25.8</td>
<td>90.1</td>
<td>14.2</td>
</tr>
<tr>
<td>2015</td>
<td>181.5</td>
<td>43.8</td>
<td>33.4</td>
<td>103.7</td>
<td>18.2</td>
</tr>
<tr>
<td>2017</td>
<td>220.0</td>
<td>55.5</td>
<td>42.6</td>
<td>103.7</td>
<td></td>
</tr>
</tbody>
</table>

* Source: Markets and Markets Analysis in 2012
MARKET NEEDS
A personalized learning experience integrating various multimedia contents

What Do Customers Want

- Immersive & Engaging Class Environment
- Motivated & Collaborative Class Environment
- Access to Various Learning Content
- Integrated Effective Study Tools
VALUE PROPOSITION
Benefits to key stakeholders in the learning process

Customers

- **Student**
  - Class motivation & participation
  - Personalized experience & collaboration
  - Social / Media / Spaced Learning

- **Teacher**
  - Teacher-controlled facilitation
  - Effective class preparation
  - Efficient student management

- **Parent**
  - Homework & attendance checks
  - Student performance tracking

- **Edu. Svc. Provides**
  - Ease of implementation
  - Operational stability
  - Smart textbook authoring tool

Class participation and engagement

Automated class management

Ease of implementation and operation

Smart textbook authoring

Solution
**STRENGTH OF SMART CLASSROOM SOLUTION**

**Participation & Engagement**
- Teacher-controlled class (Page Sync, Eyes on Teacher)
- Real-time response sharing (Formative Assessment, SRS)
- Real-time feedback (OX, Badge)
- Access to various rich content (Smart Textbook, Media Card)

**Class Management**
- Integrated tablet-based LMS
- Automated attendance
- Student & teacher data saving
- Learning performance management

**Textbook Creation**
- Smart textbook author for skilled developers (Smart Author)
- Smart textbook author for existing PDF textbooks, PowerPoint, or images (Loudclass Author)
- Additional class material (Media Card, Video, audio, weblinks)

**Market Proven Platform**
- Currently in use in Chungdahm’s nationwide network (80+ branches, 1,200 classes per week)
- New release upgrades incorporating teacher feedback

**Implementation & Operation**
- Platform architecture for single classroom or nation-wide operation
- Stable operations with minimum server usage
- Stability from AP-based connection (minimum internet/network dependency)
- One-server platform system supports multiple sites with cloud service
GLOBAL REFERENCE CASES

**Chungdahm Learning Smart Class**
- Complete tablet-based curriculum launched August 2013
- 5 English language programs | 16 levels per program Complete
- 80 Schools | 20,000 students | 300 teachers

**Textbook Digitization**
- Partnership with Samsung Electronics R&D Center
- Digitization of 16 EPUB3 & CREO Textbooks
- Subjects: English | Portuguese | Science

**SK Smart Class**
- Partnership with SK Telecom & Indonesian Government
- Smart Classroom Conversion Project
- 170 students | Grade 11 | English Language
STUDENTS’ ATTITUDES TOWARDS TABLETS
Smart learning improves students’ learning experiences

Will tablets change how students will learn?

<table>
<thead>
<tr>
<th></th>
<th>Elementary</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>58%</td>
<td>59%</td>
<td>51%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>5%</td>
<td>35%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Do tablets make learning more fun?

<table>
<thead>
<tr>
<th></th>
<th>Elementary</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>2%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>59%</td>
<td>58%</td>
<td>45%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>5%</td>
<td>36%</td>
<td>41%</td>
</tr>
</tbody>
</table>

How do you like to use mobile devices in class?

I would like to use them less often

<table>
<thead>
<tr>
<th></th>
<th>Elementary</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to use them less often</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>I am currently using them at just the right amount</td>
<td>14%</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td>I would like to use them more often</td>
<td>76%</td>
<td>75%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Do tablets help students do better in classes?

<table>
<thead>
<tr>
<th></th>
<th>Elementary</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>12%</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>44%</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>42%</td>
<td>40%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Pearson Student Mobile Device Survey 2013
CDI 3.0 STUDENTS’ SURVEY LEARNING WITH TABLETS

Smart learning improves students’ learning experiences

I have confidence in presenting and debating!
“During presentations, I am able to persuade others of my opinion.”

Class is fun because I have a tablet!
During class, what is the most interesting activity using the tablet?

Teacher feedback during i-Learning!
“After submitting speaking/writing assignments, the 1:1 feedback helps with improving grammar and expression ability.”

3.72

Disagree
Agree

3.85

Disagree
Agree

Reading became fun!
“Through story projects, I have learned to be able to picture and infer the author’s purpose.”

Preparing for certified tests and achieving scores through the tablet!
2.0 vs 3.0 TOEFL score improvement

Through the tablet, vocabulary memorization is easy!
“It’s easy to memorize vocabulary words by studying through the i-Learning Vocabulary exercises.”

3.96

Disagree
Agree

45%
47%

Disagree
Agree

Tera
Par
VISIT US

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Google+

YouTube