CHUNGDAHM Learning

Company Overview

Contents, Solution and Service

WHO
WE ARE

A brief introduction to Chundahm Learning

COMPANY
INTRODUCTION

Incorporated	in 2002 (listed on KOSDAQ in 2008)
Annual Revenues	USD 130 million
HQ Workforce	424
Total Franchise Teachers	1,300+
Students	131,000+
Global Office	Seoul / Boston / Irvine / Manila / Hanoi / Shanghai
Business Areas	Learning Center ESL Contents Smart Learning Solutions Teacher Training Education Hardware

OUR HISTORY

2016   Entered Chinese smart learning market for private education (Only Edu)
Listed CMS Edu (subsidiary) on KOSDAQ
Became no. 1 brand in Hanoi (APAX by April)

2015   Entered Chinese smart learning market for public education (GenVision)
Launched APAX by April Institute franchise business in Vietnam

2014   Supplied 'Loudclass' solution in Thailand
Signed education platform development agreement (UNESCO)
Launched 'Loudclass' smart class solution

2013   Launched 'CHUNGDAHM'

2012   Acquired CMS Education
Opened CHUNGDAHM Institute in Irvine, CA
Opened April Institute in China

2010   Commenced official administration of TOEFL Jr. test

2009   Won rookie of the year at the Ednet in the US (WMW)

2008   Acquired certificates for East Asian ESL Methodology
Established CHUNGDAHM Philippines (CDP)
Listed company on KOSDAQ
Changed corporate name from CDI Holdings, Inc. to CHUNGDAHM Learning, Inc.

2007   Launched April Institute franchise business
Established CHUNGDAHM America (CDA)

2006   Established CHUNGDAHM Immersion School in Canada

2005   Launched e-Learning business (Blended Learning)

2004   Launched CHUNGDAHM Institute franchise business
Established CHUNGDAHM Teacher Training Center

2003   Established CHUNGDAHM Teacher Recruiting Center

2002   Established CHUNGDAHM Research & IT Center

1998   Founded CHUNGDAHM Institute

GRAND AWARD

2009 [WMW: Waking Minds, Writing]

- **Rookie of the Year Award at EdNet 2009** in the U.S. by Market Data Retrieval
  - recognized as promising business of online writing program
  - provided to about 20 public schools in the U.S

2013 – 2015 [April]

- **The Highest Brand in the Korea Highest Brand Index[2]** by Brandstock[1]
  - recognized as the best brand in English education for elementary school students
  - awarded for 3 consecutive years

  1) a leading company providing brand consulting, brand certification and brand valuation
  2) jointly developed with Yonsei University

2009 – 2016 [Chungdahm]

- **1st Brand Award in the Korean Standard–Premium Brand Index[2]** by the Korean Standards Association[1]
  - recognized as the best brand in English education for (junior) high school students
  - awarded for 8 consecutive years

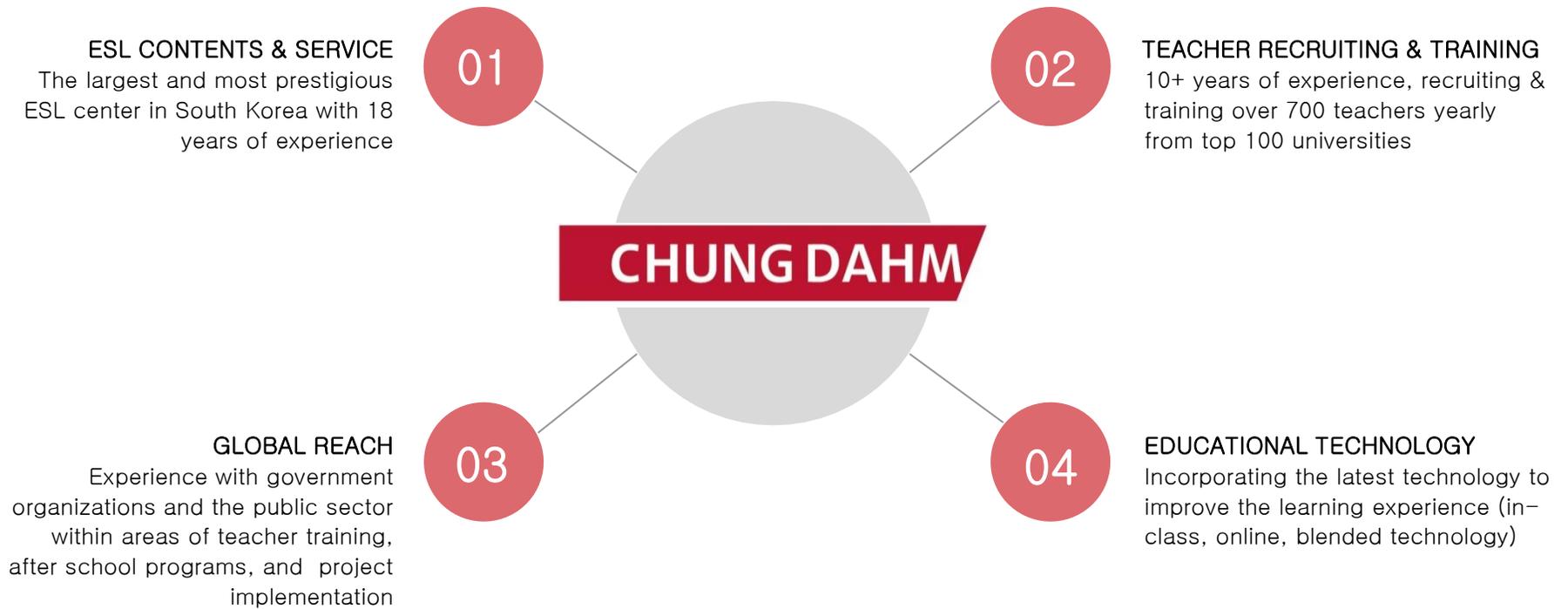 1) a representative organization in standardization and quality management
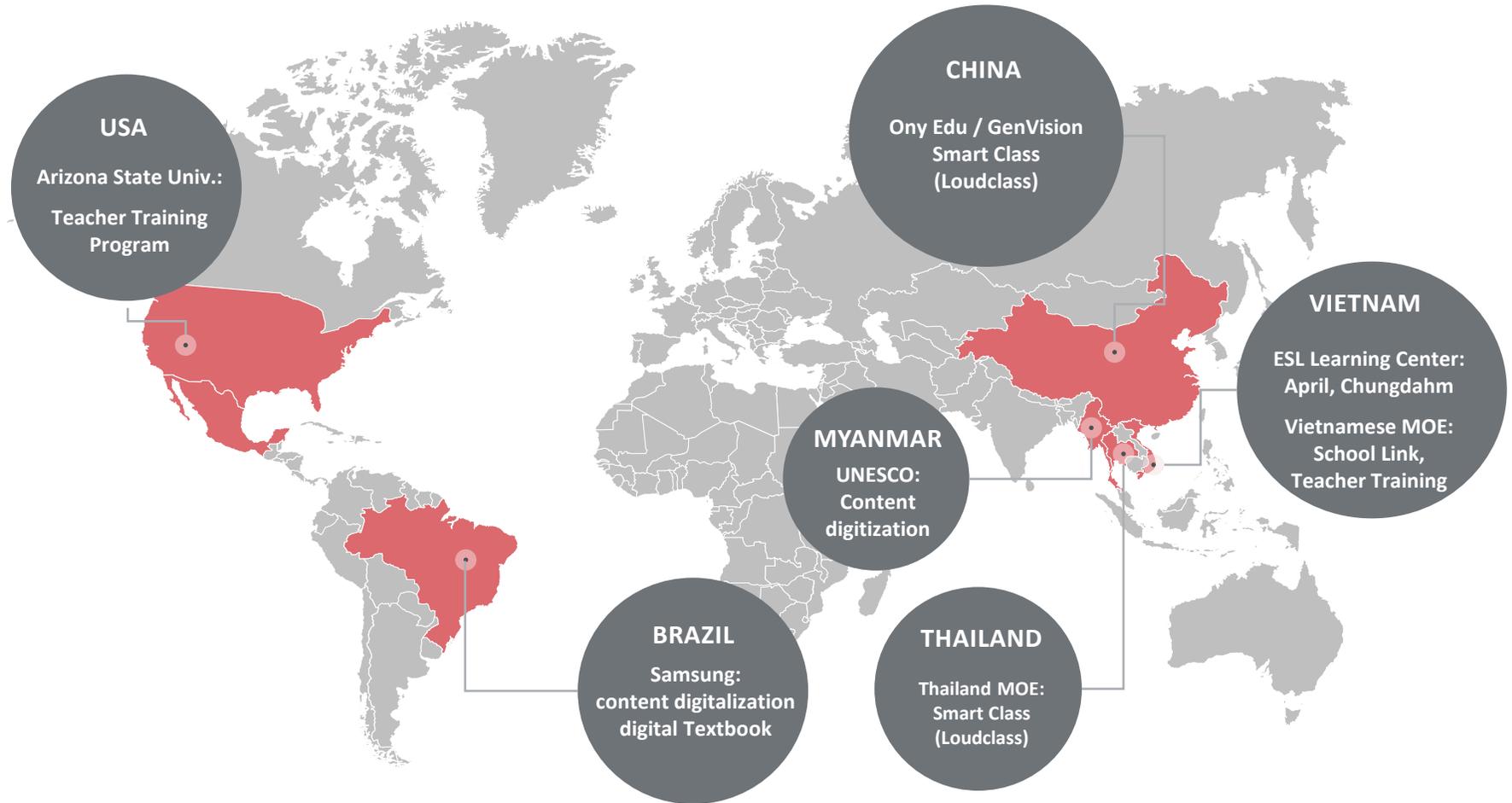 2) jointly developed with Seoul National University

CORE CAPABILITIES

Collective strength to provide teaching quality at every end of the spectrum

ESL CONTENTS & SERVICE
The largest and most prestigious ESL center in South Korea with 18 years of experience

01

CHUNG DAHM

02
TEACHER RECRUITING & TRAINING
10+ years of experience, recruiting & training over 700 teachers yearly from top 100 universities

GLOBAL REACH
Experience with government organizations and the public sector within areas of teacher training, after school programs, and project implementation

03

04
EDUCATIONAL TECHNOLOGY
Incorporating the latest technology to improve the learning experience (in-class, online, blended technology)

GLOBAL REACH

Leveraging our combined experience and capabilities around the globe

USA

Arizona State Univ.:

Teacher Training Program

CHINA

Ony Edu / GenVision Smart Class (Loudclass)

VIETNAM

ESL Learning Center: April, Chungdahm

Vietnamese MOE: School Link, Teacher Training

MYANMAR

UNESCO: Content digitization

BRAZIL

Samsung: content digitalization digital Textbook

THAILAND

Thailand MOE: Smart Class (Loudclass)

OUR
DIFFERENTIATORS

Content, Solution and Service

Solution
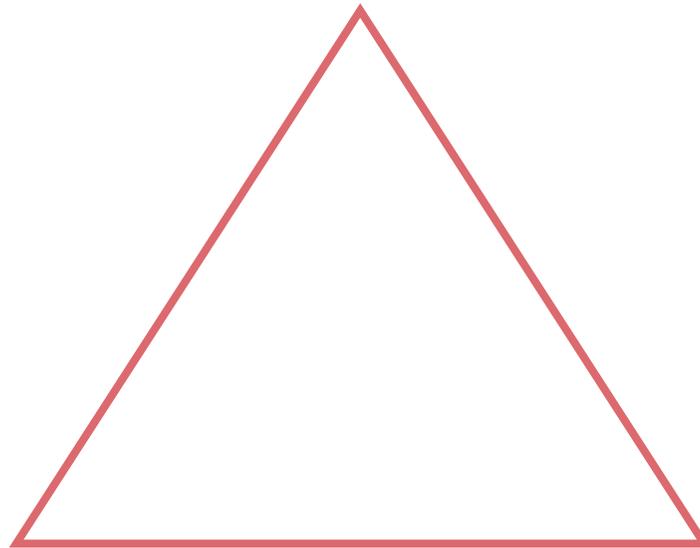
Content

Service

KEY DIFFERENTIATORS

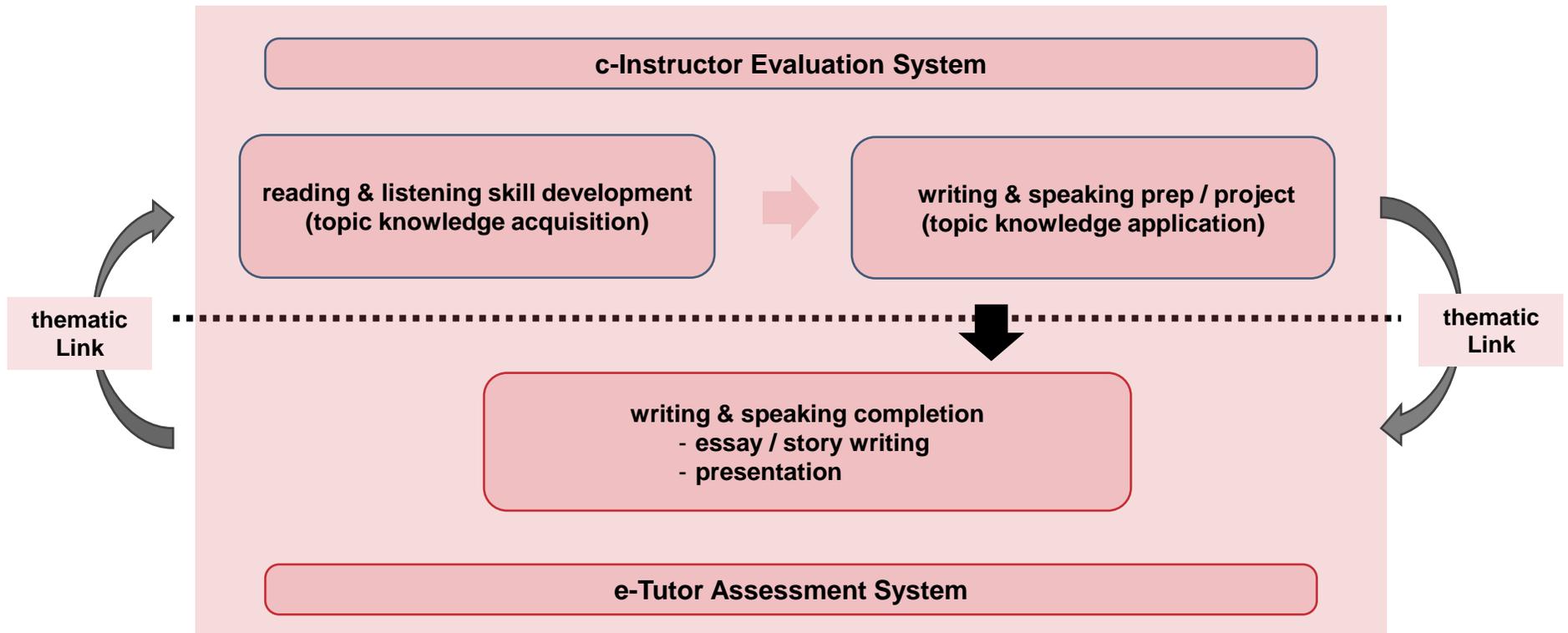| Category	Differentiators
Content	• **critical/creative thinking in ESL** • **modularized programs**

Solution	• **smart class**
	   - Loudclass, smart board, smart textbook
	
	• **blended learning:**
	   - collaborative learning + independent learning

Service	• **leveling & evaluating system**
	   - diagnostic test → performance evaluation + achievement test
	
	• **faculty system: c-instructor/e-tutor**
	   - recruiting, training, & management system

CONTENT : CRITICAL/CREATIVE THINKING IN ESL

Reading Passage	Listening Script
general explanation	specific example additional information relevant issues
Pros	Cons
original theory	new theory

	Reading	Listening
Outlining **Analytic Thinking**	**Benefits** of Tiger Parenting • Encourages learning • Perform better academically	**Harmful Effects** of Tiger Parenting • Focuses on the wrong educational goals • Can lead to psychological problems
Comparison/Contrast **Synthetic Thinking**		
Thinking Project **Alternative Thinking**	**Project Task** • Discuss **alternative ways** that the parents can encourage their children to do well in school besides tiger parenting.	

SOLUTION : BLENDED LEARNING

collaborative learning

c-Instructor Evaluation System

**reading & listening skill development
(topic knowledge acquisition)**

**writing & speaking prep / project
(topic knowledge application)**

**writing & speaking completion
- essay / story writing
- presentation**

e-Tutor Assessment System

thematic Link

thematic Link

independent learning

SERVICE : LEVELING & EVALUATING SYSTEM

c-Learning (C2)

Classroom Behavior	**Participation**
Language Skills	**Reading: Understanding Concepts**
	Reading/Listening: Summary
Thinking Capability	**Building Perspective**
	Creative Solutions
Group Project	**Writing: Output Quality**
	Speaking: Presentation Skills

i-Learning (Essay)

Content	**Introduction**	**Hook**
		Opinion Statement
	Body	**Reason 1**
		Details 1
		Reason 2
		Details 2
	Conclusion	**Restatement of Opinion**
Organization	**Cohesion**	**Flow**
Language	**Vocabulary & Grammar**	**Vocabulary**
		Grammar

SERVICE: FACULTY SYSTEM

◆ **Size**: 700~1,000 faculty/year (8,000 native instructors recruited and trained since 2004)
◆ **Quality**: 15~20% of instructors from top 30 global universities*
◆ **System**: recruiting, training, and management for faculty quality assurance

Recruiting ➤ **Training** ➤ **Management**

Global Network	**3 Step Training**	**Continuous Training & Quarterly Evaluation**

▪ **Boston based recruiting subsidiary**
 	
▪ **Comprehensive faculty screening**
  - resume
  - interview
  - mock teaching
  - diploma verification
  - criminal history verification
 	
▪ **40% current/past faculty referrals**
	▪ **Pre-training (online): 2 weeks**
	  - mindset & culture
	  - curriculum overview
	  - teaching methodology
	
	▪ **Intensive training: 1 week**
	  - Offline: mock teaching
	  - Online: interactive tutorials
	
	▪ **Qualification evaluation**
	  - Rubric system
	  - CDL certificate
		▪ **Branch: weekly mock teaching workshop**
		
		▪ **HQ: Quarterly centralized workshop**
		
		▪ **Faculty appraisal system**
		  - CCTV monitoring & feedback
		  - tier assignment & reward

OUR
CONTENT

An introduction to our premium ESL contents

CONTENT LINE-UP

Category	Product	A1	A2	B1 / Toefl Jr.	B2	C1 / iBT	C2	L	R	S	W	V	G	paper	PC	tablet	smart TV	Volume
Main Program (5)	i-Garten	▓						o	o	o	o			V		V	V	• 3 levels • 3yrs (20hrs/wk)
	April	▓	▓	▓				o	o	◎	◎			V	V		V	• 11 levels • 5.5 yrs. (6 hrs/wk)
	CD		▓	▓	▓	▓		o	o	◎	◎					V	V	• 13 levels • 6.5 yrs. (6 hrs/wk)
Special Program (15)	ESL Vocab		▓	▓						o	o	◎				V	V	• 7 levels • 2 yrs (2 hrs/wk)
	Ulysses: Entrance Exam Prep		▓	▓				o	o	o	o					V	V	• 8 levels • 4 yrs (2~3 hrs/wk)
	Minerva: Novel-based WS		▓	▓					o	◎	◎					V	V	• 7 levels • 2 yrs (2hrs/wk)
	SELP	▓	▓	▓				o	o	◎	◎	◎				V		• 6 levels • 1 yrs (2~3 hrs/wk)
	Business Vocab			▓	▓							◎				V		• 3 levels • 6 months (2~3 hrs/wk)
	Blue Springs	▓						o	o	o				V			V	• 50 sets (story/art book) • 2 yrs (1 hr/wk)
	Let Me Fly	▓						o	o	o	o			V	V		V	• 3 levels • 3 yrs (2 hrs/wk)
	Springrain: Frog & Rainbow	▓	▓					o	◎	o	o			V	V			• 9 levels • 63 books
	Chunk, Grammar, & Vocab			▓				o	o	o	◎		◎	V				• 3 levels • 1.5 yrs. (3 hrs/wk)
	Vokhan			▓	▓			o				◎		V				• 7 levels • 2 yrs, (3 hrs/wk)
	Smart Grammar			▓						o			◎			V	V	• 3 levels • 9 months (2 hrs/wk)
	ESL Grammar		▓	▓						o		◎	◎			V	V	• 7 levels • 2 yrs (2 hrs/wk)
	500		▓					o	o	o	o	o		V			V	• 2 levels • 1 yr (3 hrs/wk)
	2020 Project			▓	▓	▓			◎	o	o			V				• 5 levels • 2.5 yrs. (3 hrs/wk)
	English Bean				▓			o	o	◎	◎					V	V	• 930 lessons • 3 yrs. (5 hrs/wk)
Self-Learning Program	Cluevill																	

MAIN PROGRAM

A brief introduction to our content offerings

i-Garten

▶ Features:

Modular Curriculum
- 3 modules: ESL/Global/ARTs Learning
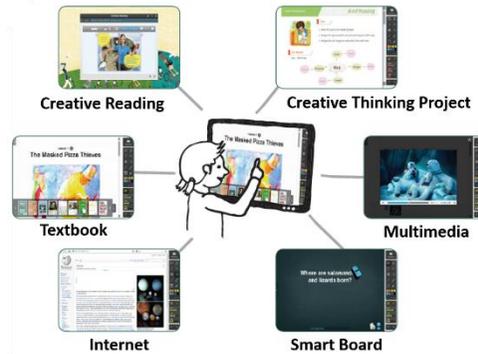- customization: proficiency & schedules

Topic-based Approaches
- cognitive & emotional approaches
- creation of personalized outputs through play-based projects

Blended Learning
- in class: collaborative learning
- out of class: independent learning

▶ Grade Level: Pre-K- Kindergarten

APRIL

▶ Features:

Topic-based Cross Curriculum
- common topics: East Asia and US elementary schools
- cross curricular subjects: social studies, math, science, health, art, PE

Artistic Design
- age-appropriate illustrations & fonts
- different illustrative styles for each book

Blended Learning
- in class: collaborative learning
- out of class: independent learning

▶ Grade Level: PreK-6th grade
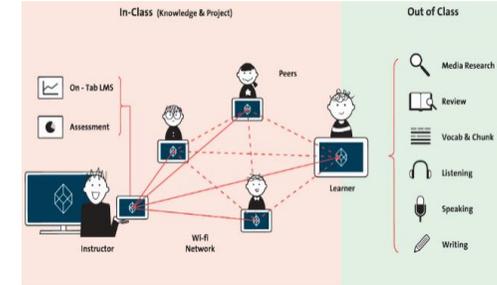
Chungdahm

▶ Features:

Skill-focused Learning
- skills for analyses and argumentation
- critical/creative speaking & writing

Project-based Learning
- problem-solving
- Image interpretation/ creation

Topic-based Learning
- academic subjects
- current issues

Blended Learning
- collaborative learning
- independent learning

▶ Grade Level: 4th – 12th grade

i-GARTEN

A program that is geared towards enhancing all the developmental domains of a child

Chungdahm's i-Garten program utilizes the developmental process-oriented approach in over to enhance all the developmental domains of a child, which are cognitive development, language development, physical development, and social-emotional development.

The program combines subject learning to provide immersion, arts learning from the Blue Springs program for developing imagination, and the project Apri program for integrating their learning into a project.

Concept	Geared towards strengthening a child's developmental domains by combining subject learning, arts learning, and April
Grade Level	Pre K – Kindergarten
CEFR Level Range	Easy starts – A1
Delivery	Offline learning utilizing various types of smart technology

CONCEPT

Integration

3
-i

Imagination   Immersion
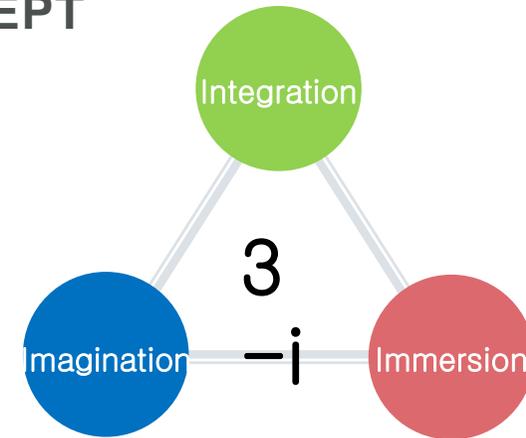
OVERVIEW

01 SMART LEARNING
- multi-media enriched smart class contents
- tab-based blended learning

02 PROJECT LEARNING
- theme-based curriculum and integrated project
- thinking tool/ media art work / portfolio

03 ARTS LEARNING
- Eric Carle Art English (Blue Springs)
- develop artistic sensibility through classical arts

I Did It.

i-GARTEN: KEY FEATURES

A combination of curriculum design and smart learning to provide best learning environment for young learners

ESL Learning
- Topic-Based Cross-Curricular
- 4 Language Skills (R/L/S/W)

ARTs Learning
- Classical Masterpieces
- Eric Carle's Book-Based Storytelling

Immersion Language/Culture

Imagination Art/Music

Integration Topic/Skills
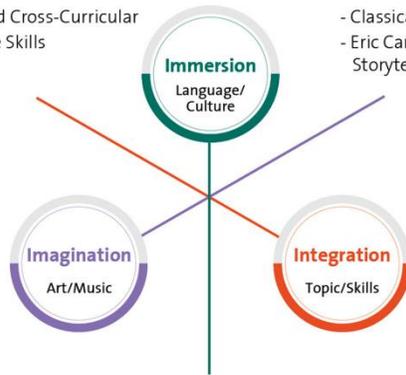
Global Learning
- Global Culture & Subjects
- US Educational Standards (CCSS*, NGSS**)

i-Learning · i-Reading · ARTs Learning · Portfolio · Report Card

CURRICULUM DESIGN

- **ESL Learning**: Primarily focused on developing the core language skills

- **Global Learning**: Exposing students to various topics to increase general knowledge

- **ARTs Learning**: Geared towards developing a student's thinking capability

SMART LEARNING

- **In class**: Students are engaged through by the utilization of smart board and interactive digital content. Chroma key systems are also used to provide a fun and immersive method of presenting projects

- **Out of class**: Various independent reading, listening, writing & speaking activities are provided to the student for interactive learning at home with their parents

APRIL

A K–6 program that promotes creative thinking skills

Chungdahm's April Program objective is to develop creative thinking and English expression through problem solving, skill training, and media creation. The blended learning approach allows students to stay engaged in the English program in and out of the classroom.

Teachers and students utilize technology to increase engagement and motivation while learning. All classes are equipped with interactive touch tv's, creating an immersive classroom experience for students.

Concept	Fundamental academic program that develops creative thinking and expression in English through problem solving, skill training, and media creation
Grade Level	Pre-K to 6 (4-12)
CEFR Level Range	Beginner-B2
Delivery	Blended learning through offline learning centers and online e-learning

CONCEPT

Thinking

Language

Arts
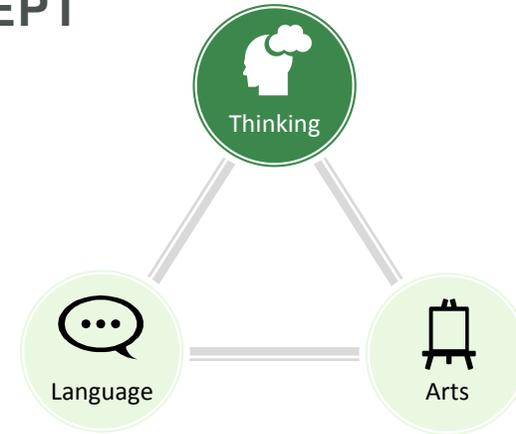
OVERVIEW

01 CROSS CURRICULAR CONTENTS
- 6 subjects: social science, math, science, health, art, PE
- 108 global elementary school topics: Korea, China, US, Japan

02 BLENDED LEARNING
- C-learning: multi-media enriched smart class contents
- E-learning: lesson preview & review

03 ARTISTIC DESIGN
- gallery-like reading books for each level (66 books)
- different artistic styles for each book

APRIL : KEY FEATURES

Key features of the April Program

ARTISTIC DESIGN

Hand-drawn pictures to correspond to the age and general English ability of the students.
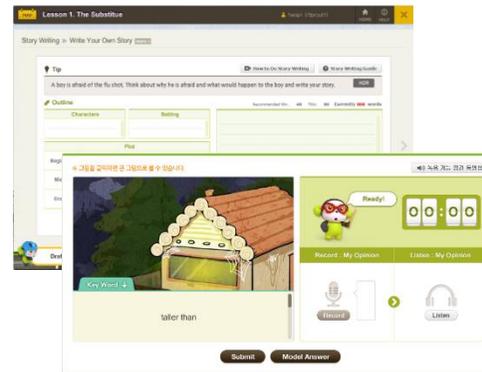
Colorful and visually pleasing for greater immersion into the lesson.

SKILL TRAINING

Passages and activities that focus on developing the core English skills: reading, listening, speaking, writing.
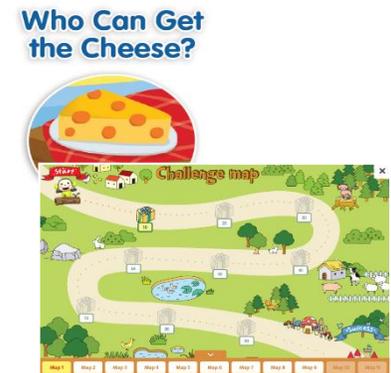
Various exercises that encourage creative thinking, collaboration, and acting/media creation.

E-LEARNING

Online homework that is relevant to the classroom components in order to keep students active in learning English.

Voice recognition and automatic feedback for instant grading and analysis.

CR-1000

A creative reading program that contains 1000 e-books for students to improve their overall reading ability.

Various quizzes, activities and games to test comprehension and level progress.

APRIL : SMART LEARNING

A diagram of the interactive touch TV used during class

Read along and interact with e-books

Creative Reading

Collaborate with different peers during project-based learning

Creative Thinking Project

View digital versions of the students' textbooks

Textbook

Open up images, audio, videos inside the textbook

Multimedia

Access the web without leaving the program

Internet

Create a digital chalk board for note-taking

Smart Board

CHUNGDAHM

Our premium program that promotes critical thinking skills

The Chungdahm Program objective is to develop critical thinking and English expression through skill-based, topic-based, and project-based learning. The modular, organic curriculum allows students to learn modules that cater to their strengths or weaknesses.

Chungdahm was the first private institution in Korea to implement tablet based smart learning in all classrooms. Today, over 30,000 students successfully use tablets on a daily basis.

Concept	Intensive academic program that develops critical thinking through studying diverse topics, learning language skills, and creating collaborative projects
Grade Level	Grades 4-12 (Ages 10-18)
CEFR Level Range	A2-Mastery
Delivery	Tablet based blended learning through smart classrooms and online independent learning

CONCEPT & KEY FEATURES

Skill-based Learning
- critical language skills
- higher-order language production

Smart Learning
- interactive classroom
- media-rich textbook

Blended Learning
- collaborative learning
- independent learning

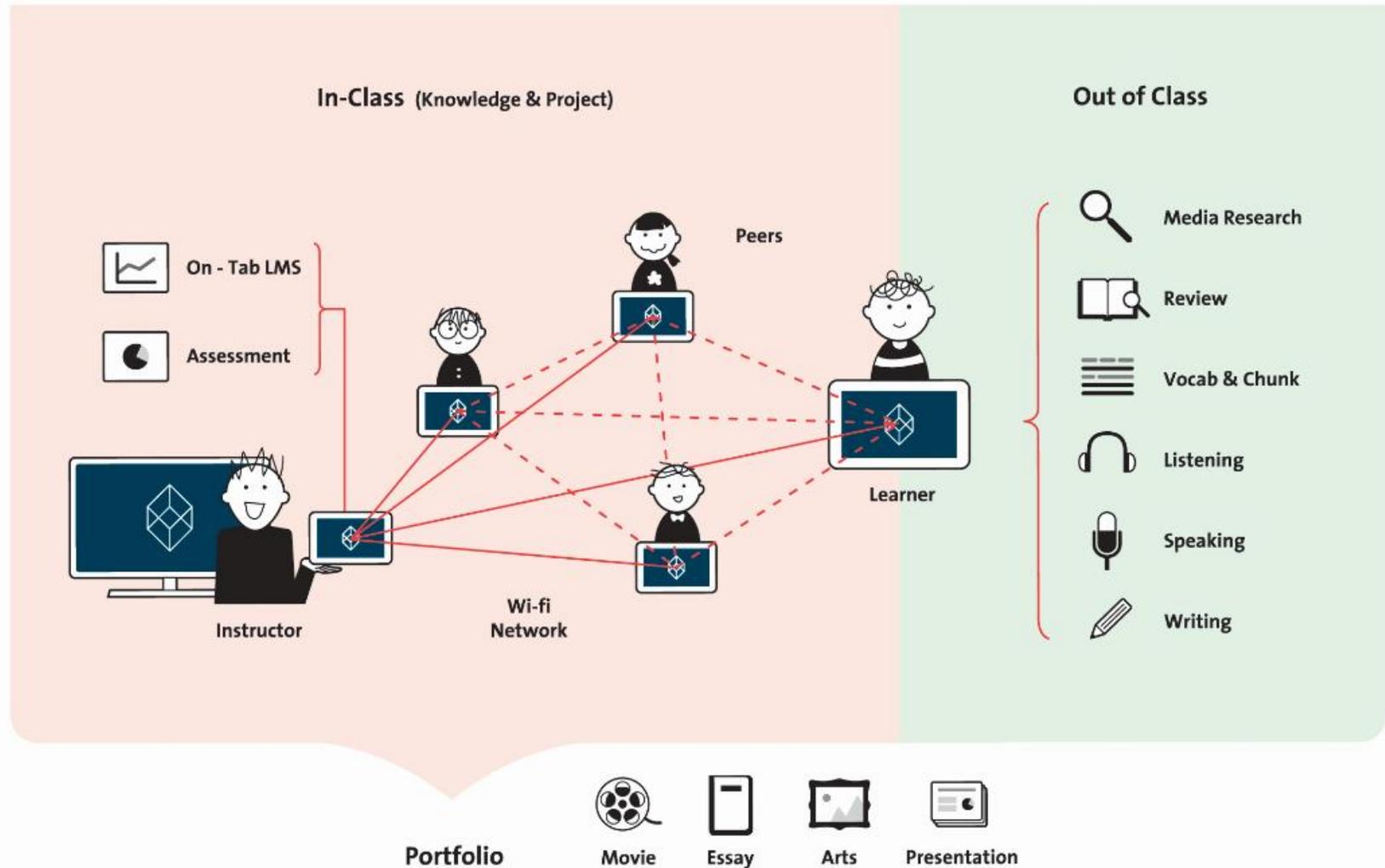**Project-based Learning**
- perspective building
- problem solving

Topic-based Learning
- academic subjects & current issues
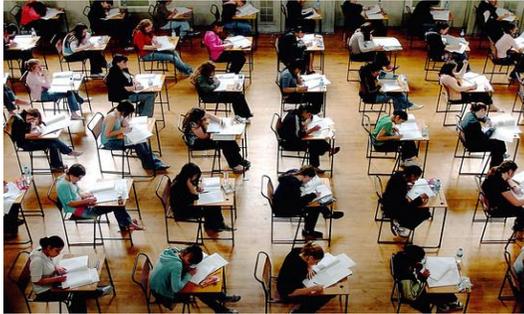- thematically linked learning cycle
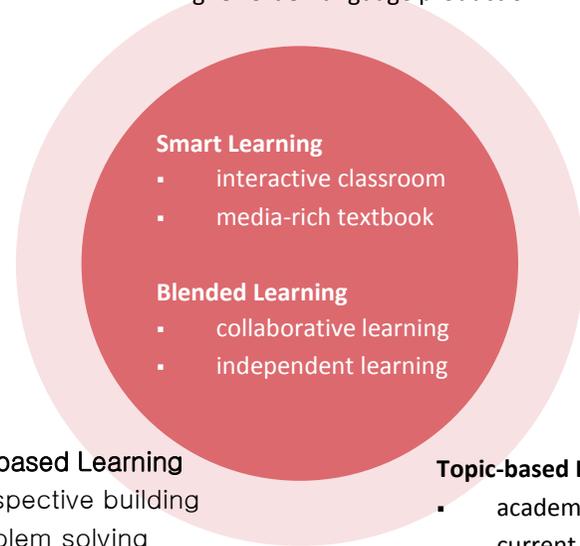
CHUNGDAHM: SMART LEARNING

A diagram of the tablet based system used during class

In-Class (Knowledge & Project)

Out of Class

On - Tab LMS

Assessment

Peers

Learner

Instructor

Wi-fi Network

Media Research

Review

Vocab & Chunk

Listening

Speaking

Writing

Portfolio   Movie   Essay   Arts   Presentation

SPECIAL PROGRAM*

(*brief introduction of special programs)

Ulysses

▶ Features:

Objective
- test-taking reading & listening skills
- test-taking writing & speaking skills

Entrance Exam Prep(RLWS)
- Question/text type, task type practice
- Thinking practice (speaking & writing)
- Strategy practice (reading & listening)
- Develop test taking skills

Delivery
- Class: interactive smart board, paper book/PC/Tab
- Home: PC/Tab

▶ Grade Level: 4th – 12th grade

TOEFL Jr. Prep

▶ Features:

ETS's *TOEFL Junior* Comprehensive

test format
- Speaking : **read aloud / picture narration / non-academic listen-speak / academic**
- **listen-speak**
- Writing : **editing / e-mail / opinion / listen-write**

Progression of difficulty
- 90% ~ 110% of ETS level

Learning-focused flow and assessment
- Strategy → Practice → Simulation
- Feedback on Structure and Substance (+ Grammar feedback for Writing)
- Assessment of individual S/W elements

▶ Grade Level: 4th – 12th grade

SELP

▶ Features:

Topic-based Learning
- Studying global topics that are relevant in everyday life, making it practical and relatable

Chunk-based Learning
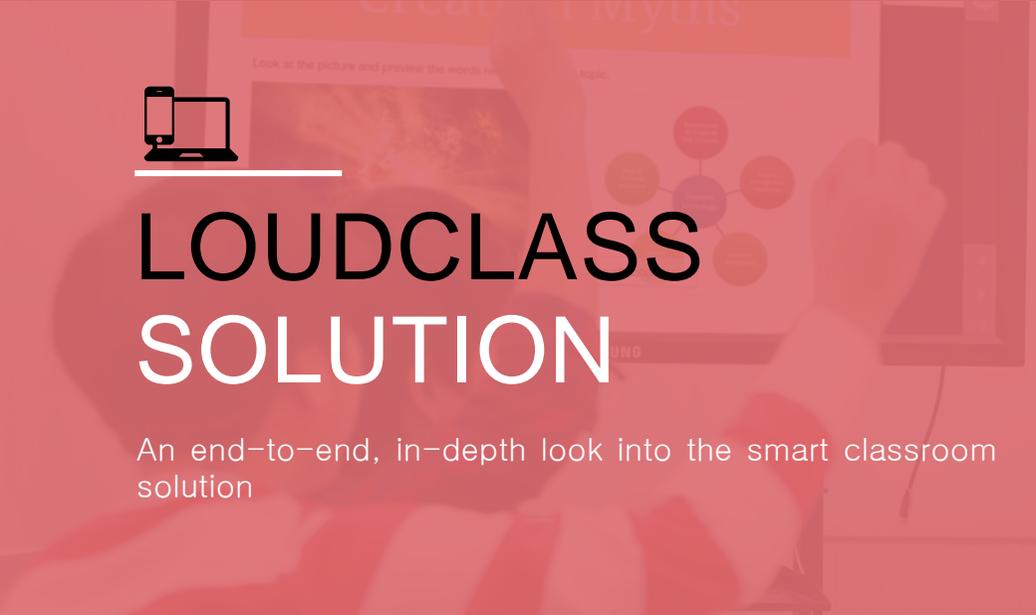- Learning through chunks and logical analysis ensures English fluency

Blended Learning
- Speech recognition, automatic grammar checker, and access to live e-tutors allow a seamless learning experience

▶ Grade Level: Adult

LOUDCLASS
SOLUTION

An end-to-end, in-depth look into the smart classroom solution
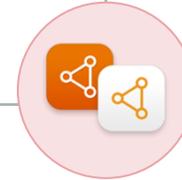
LOUDCLASS OVERVIEW

Loudclass

AUTHOR

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

CLOUD

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

INTERACTIVE

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

LOUDCLASS KEY FEATURES

AUTHOR
Provides the ability to develop powerful, interactive smart textbooks

- **Media:** Add rich media content to add depth to lessons
- **Interactions:** Create interactive questions to engage students in real-time

CLOUD
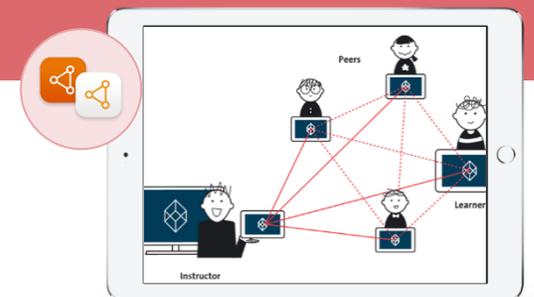A place to store and organize all related information

- **Students:** Flexible system for managing students
- **Textbooks:** Storage management for Loudclass authored textbooks
- **Staff:** For controlling access depending on staff member
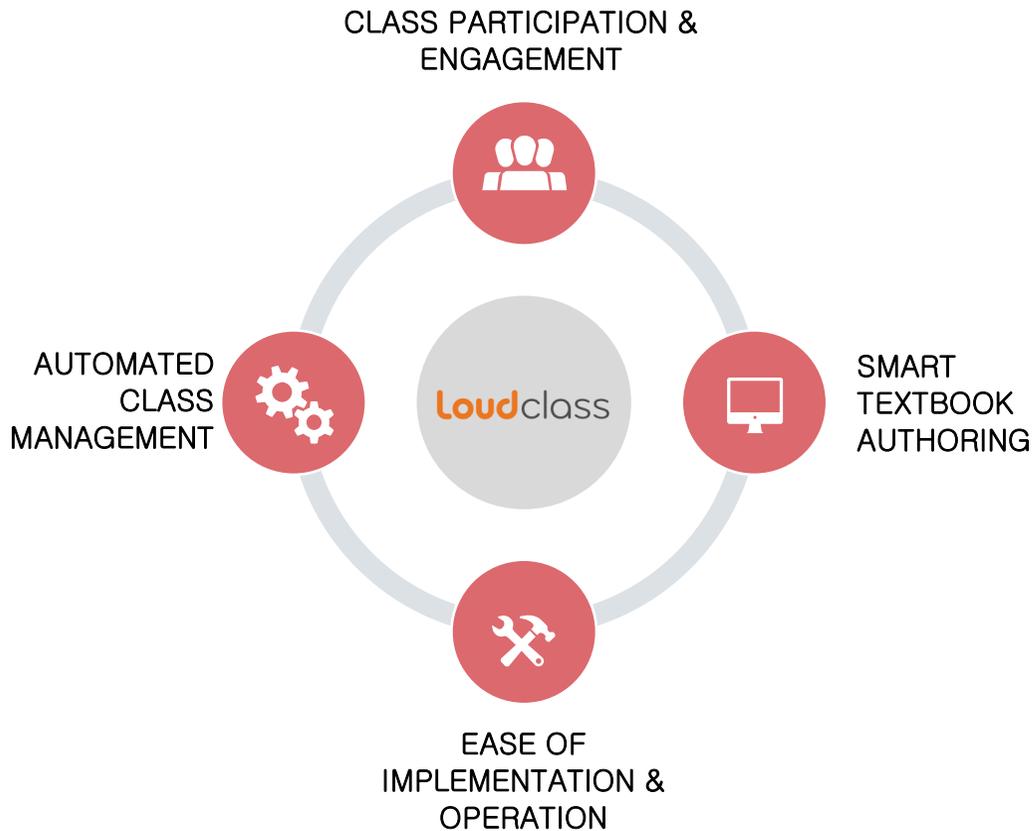- **Library:** A digital space to upload relevant content and materials

INTERACTIVE
Utilizing smart textbooks to deliver a smart, educational experience.

- **Smart textbook:** 2-way interactivity, teacher-led facilitation, media learning
- **Classroom tool kit:** Student participation & security functions
- **Learning management system:** Grading automation & quizzes

LOUDCLASS BENEFITS

CLASS PARTICIPATION & ENGAGEMENT

AUTOMATED CLASS MANAGEMENT

Loudclass

SMART TEXTBOOK AUTHORING

EASE OF IMPLEMENTATION & OPERATION

BENEFITS

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

SCHOOL
- Ease of implementation
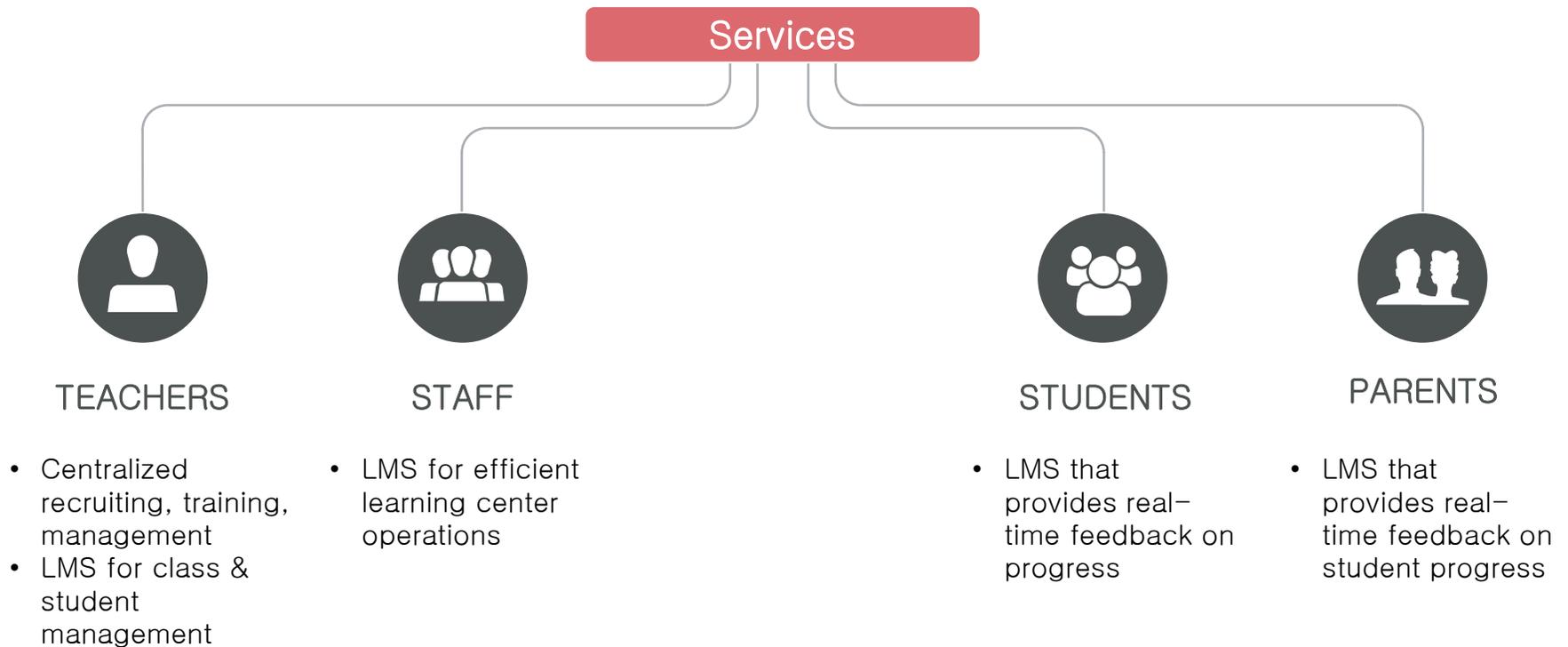- Operational stability
- Smart textbook authoring tool

OUR
SERVICES

SERVICES OVERVIEW

An overview of the services provided for smooth learning center operations

Services

TEACHERS
- Centralized recruiting, training, management
- LMS for class & student management

STAFF
- LMS for efficient learning center operations

STUDENTS
- LMS that provides real-time feedback on progress

PARENTS
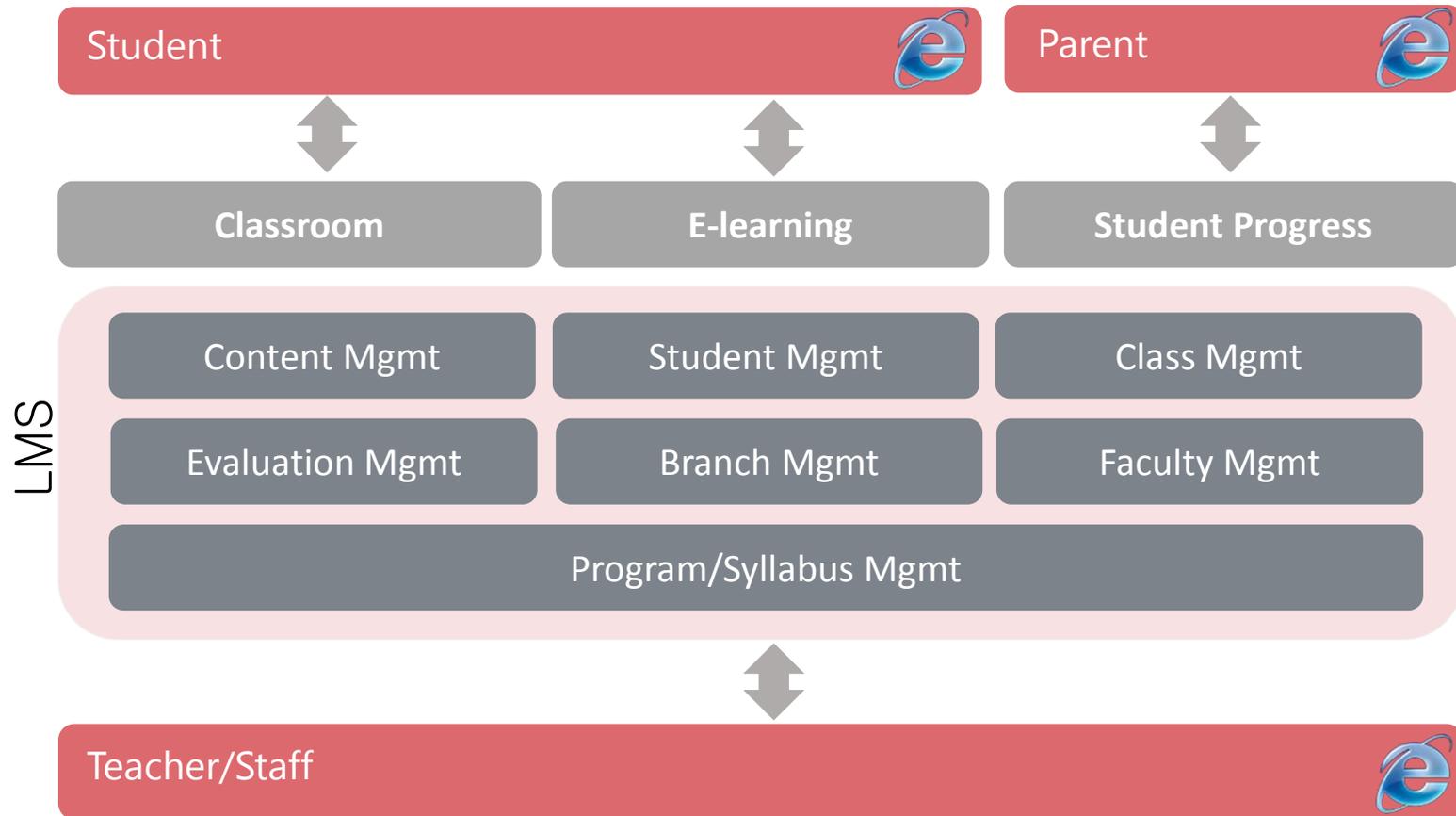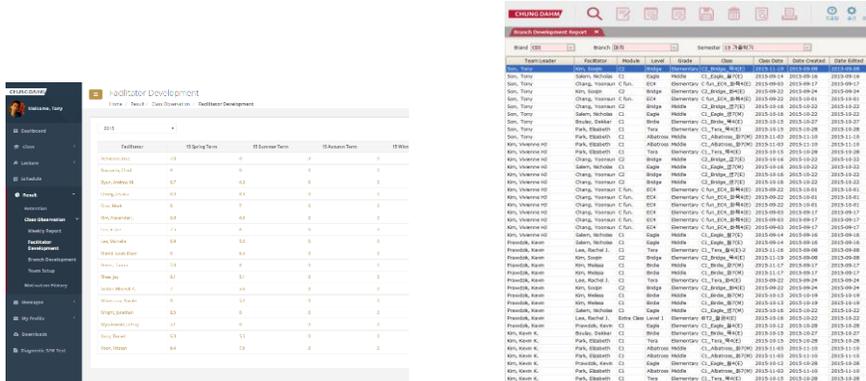- LMS that provides real-time feedback on student progress

RECURITING & TRAINING

- ✓ 7,000 native instructors recruited and trained since 2004
- ✓ 20% of instructors are from top 100 global universities*.
- ✓ Instructor tier system for sustaining quality of faculty

Recruiting → **Training** → **Management**

Global Recruiting Network

- Boston based recruiting firm
- Global faculty database
- Strict faculty screening
  – resume review
  – interview
  – mock teaching
  – diploma verification

3 Weeks of Mandatory Training

- Pre−training (online): 2 weeks
  – mindset & culture
  – curriculum overview
  – teaching methodology
- Intensive training (on/offline): 1 week
  – mock teaching focused
  – interactive online tutorials
- Qualification evaluation

Continuous Training & Evaluation

- Weekly mock teaching branch workshops
- Quarterly centralized workshops
- Instructor tier system
  – CCTV monitoring
  – performance evaluation
  – tier assignment

LMS ARCHITECTURE

Student	Parent

Classroom	E-learning	Student Progress

LMS

Content Mgmt	Student Mgmt	Class Mgmt
Evaluation Mgmt	Branch Mgmt	Faculty Mgmt

Program/Syllabus Mgmt

Teacher/Staff

LMS FEATURES

TEACHERS

Teachers are able to manage their classes as well as gauge how well each student is doing. The teacher can send notices that update to the student in real time.

STAFF

Staff are able to manage all aspects related to the learning center, such as class creation, teacher management, and student enrollment management
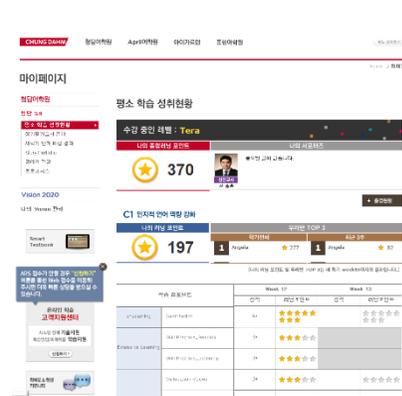
STUDENT

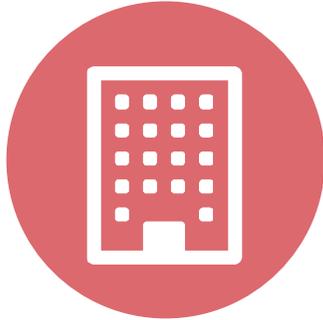Students are able to check their progress in real-time via the internet.

PARENT

Through an app called Allim, parents can receive their student's records and statuses in real-time.

SERVICE VALUE

HQ/LEARNING CENTER

- Centralized control of curriculum
- Learning center and teacher quality control

TEACHER

- Unified management of learning log (Brand, Learning Center, Class)
- Integration tool for class and student management
- Teacher's role as facilitator maximized

STUDENT/PARENT

- Real-time feedback : grade, attendance, counseling
- Weekly, monthly, quarterly reports
- Portfolio : c-Learning/i-Learning outcomes

APPENDIX

Learning Improvement

Appendix] Leading ESL Education Provider

Learning Improvement

◆ **Chungdahm**

- **Period: March 2014 – August 2015 (18 months)**
- **Subject: 346 students**

TOEFL Jr	CEFR	Chungdahm	After 6 months	After 12 months	After 18 months
Level 6	B2	Eagle			12%
Level 5		Birdie			30%
Level 4		Par		32%	37%
Level 3	B1	Bridge		44%	19%
		Tera	63%	20%	
Level 2		Giga	34%		
	A2	Mega			

In 6 months: 97 % of students achieved B1
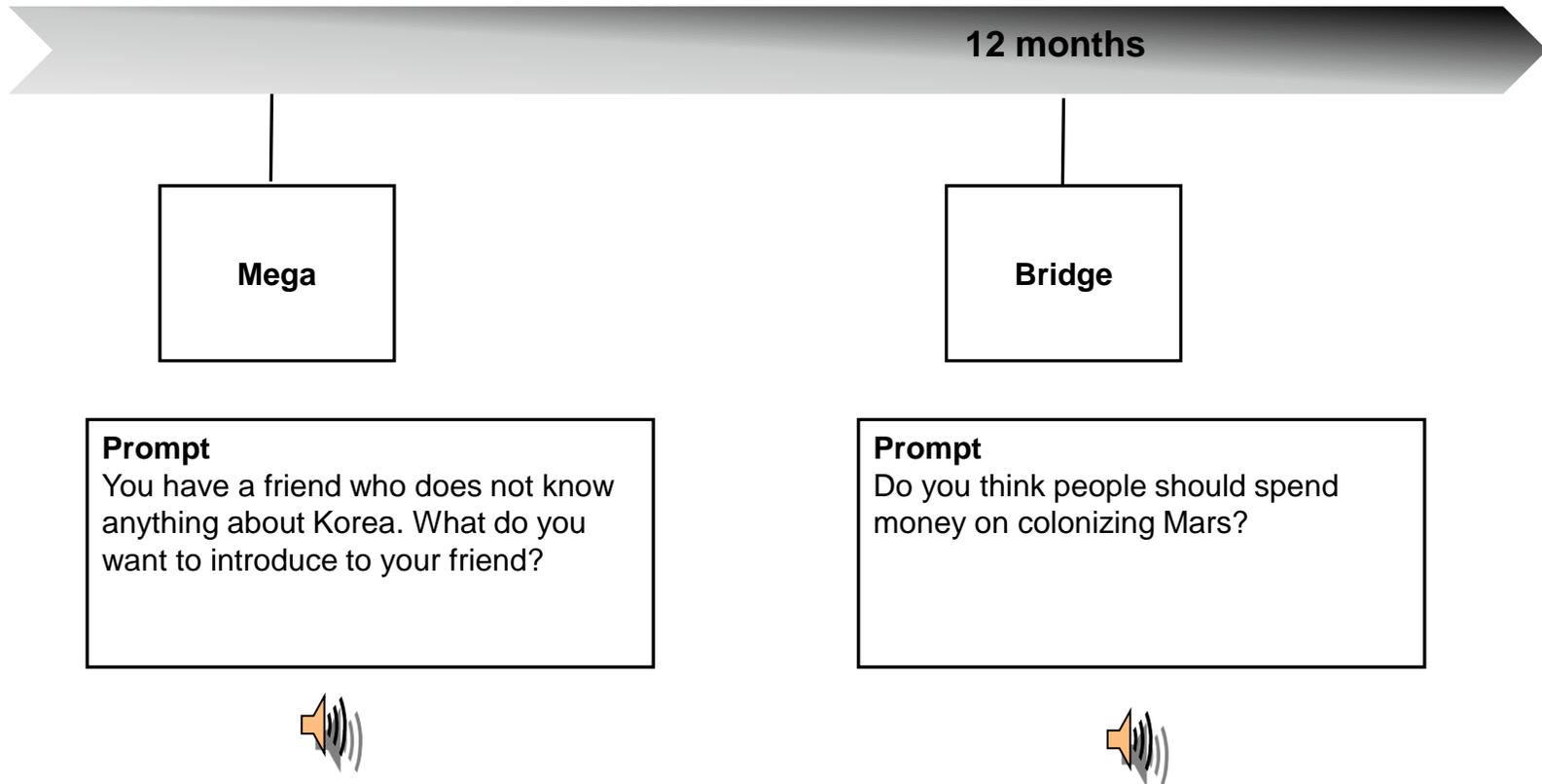**In 18 months: 79 % of students achieved B2**

※ Study time
   - c-Learning: 6 hours per week
   - e-Learning: 1-2 hours per week

Appendix] Leading ESL Education Provider

◆ **Speaking Improvement: Sample (B+ ~ A)**

12 months

Mega

Bridge

Prompt
You have a friend who does not know anything about Korea. What do you want to introduce to your friend?

Prompt
Do you think people should spend money on colonizing Mars?

Appendix] Leading ESL Education Provider

◆ **Writing Improvement: Sample (A)**

12 months

MEGA: *If you were being cyberbullied, would you rather ask others for help or try to solve the problem by yourself?*

If I am bullied online, **I will look for the people to help me**. **First,** I cannot control the situation well and I may be depressed and sick. If I have some people to help me, I can share my difficulties with them. **Second,** if I do not tell the other people about this, this will not stop. When I tell this to parents or the police, they can help me to stop being bullied online. **Therefore**, seeking help from other people is the best way to do.

BRIDGE: *Do you think growing up means more freedom or more responsibility?*

A rite of passage is an event that signals a transition from one stage of life to another. It shows when a child is considered to be and adult. Many countries has their own unique coming-of-age rites of passage. But do you think growing up means more freedom or more responsibilities? **I think growing up means more responsibilities**. There are two reasons that support my opinion.
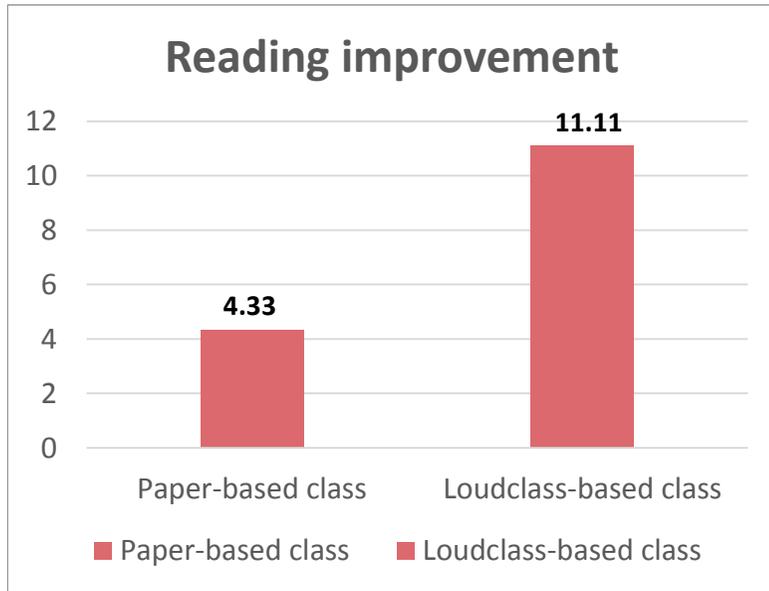
First, when I became adult, no more parent's help for my mistakes. So, I must have own responsibilities of my fault. Also I can't evasion of responsibilities anymore.

Second, I need to act carefully when there are young children. Adult needed to be a good models to young children. So, I can't act like a child and making an effort that children only seem my good side.
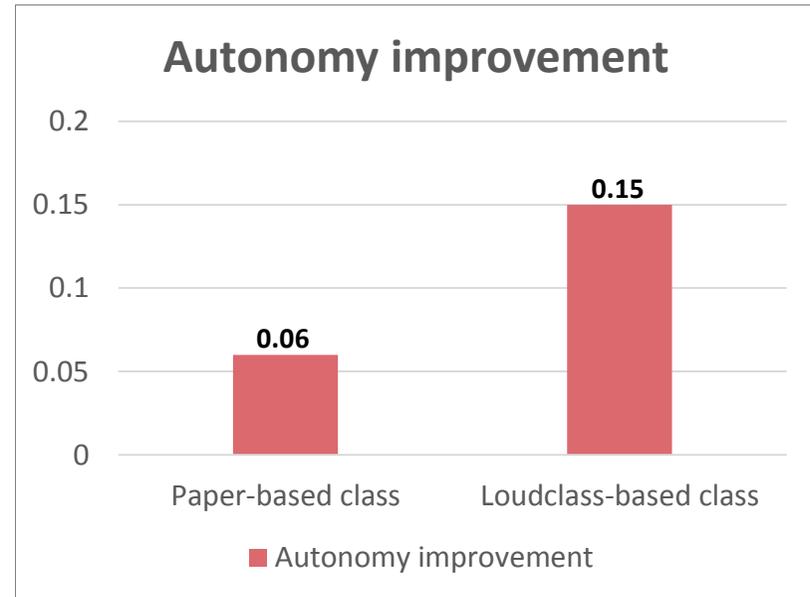
In conclusion, I think growing up means more responsibilities because there are no more parent's help for me and I needed to act carefully when I became adult.

Appendix] Leading ESL Education Provider

◆ **Effects of Tablet-based English learning**

Reading improvement

Paper-based class	4.33
Loudclass-based class	11.11

- Paper-based class - Loudclass-based class

Autonomy improvement

Paper-based class	0.06
Loudclass-based class	0.15

- Autonomy improvement

Average reading score has been improved by more than twice margin in Loudclass.

Autonomy has been improved by more than twice margin in Loudclass.

Excerpts from the paper "Exploring the effects of tablet PC-based English learning. English Teaching, Vol. 69, No. 3, Autumn 2014".