



Alef Education signs landmark deal in first entry into Indonesian education market

Partnership with Ministry of Religious Affairs to benefit 500,000 students in madrasahs across Indonesia

Abu Dhabi, UAE Wednesday 25th November, 2020: Alef Education, the leading global K12 education technology company, today announced the signing of an agreement with Indonesia's Ministry of Religious Affairs to grant its schools access to Alef Education's award-winning digital learning platform. 500,000 students in madrasahs across Indonesia will benefit from this partnership, which will start from the beginning of the Indonesian academic year in July 2021.

The digital content to be offered is Grade 7 Mathematics and is closely tied to the Indonesian education curriculum with a plan to expand to Grades 8 & 9 over the next two years. The content will include a mix of short videos, games, and assessments, all designed to be engaging, interactive, and interesting for students.

"Alef Education has had the opportunity to positively influence the learning outcomes of students in the United Arab Emirates and USA in schools that have adopted our cutting-edge edtech platform. We hope to translate our experience and our success and make the same impact in Indonesia, beginning with schools under the Ministry of Religious Affairs. This is part of a long-term vision where we hope to positively affect the lives of millions of students throughout the world in the next few years," said Mr. Geoffrey Alphonso, CEO Alef Education.

Adding on, Mr. Nadir Zafar, Chief Operating Officer of Alef Education, said, "We are truly grateful for the strong support we have received from the Ministry of Religious Affairs and hope that this experience can lead to a wider engagement in the country. With this, we are also signalling our intent to grow in Asia, where there is a rapidly growing demand for education technology products."

Mr. Ahmad Umar, Director of Curriculum, Infrastructure, Institution and Student Affairs for Madrasahs at the Ministry of Religious Affairs of Indonesia, explained that this collaboration was to strengthen numerical literacy for madrasah students in establishing world-class dignified madrasahs. "Through this digital platform, it is hoped that madrasah students will be more enthusiastic and happy to take part in learning, especially Mathematics, so that it has an impact on the quality of education in madrasahs."

The World Bank, in its report published in May this year '*EdTech in Indonesia: Ready for Take-Off*', says that Indonesia has all the potential to be on the frontlines of the education technology market.

The entry of a major international edtech player such as Alef Education will not only be a boost for students in terms of learning outcomes, but can push the adoption of technology-driven learning platforms which is needed to propel edtech in the country to new heights.



Alef Education has been at the forefront of digital education transformation, with over 120,000 students in more than 400 public and private schools in the United Arab Emirates, as well as schools in the United States of America benefiting from its AI-powered platform.

Alef Education and the Indonesian Ministry of Religious Affairs will be working together closely over the next year and a half to raise awareness about Alef Education's digital platform throughout Indonesia, in anticipation of its implementation next year.

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About Alef Education:

Alef Education is a leading K-12 education technology company based in the United Arab Emirates. Its vision is to design learning experiences that change the way the world is educated with improved learning outcomes. Its mission is to transform K-12 school systems with technology-enabled learning experiences that engage a more individualized sense of inquiry and empower the 21st century workforce. Today, more than 120,000 students in the United Arab Emirates and United States of America in more than 400 schools are using the innovative Alef Platform. Alef Education is committed to building engaged learning experiences for the 21st century learner. www.alefeducation.com

About Ministry of Religious Affairs, Indonesia

The Ministry of Religious Affairs has the duty of carrying out affairs in the religious field to assist the President in organizing state government. In carrying out its duties, the Ministry of Religious Affairs has the following functions: formulation, stipulation, and implementation of policies in the religious field; management of state property/wealth which is the responsibility of the Ministry of Religious Affairs; supervision of the implementation of duties within the Ministry of Religious Affairs; implementation of technical guidance and supervision of the implementation of affairs of the Ministry of Religious Affairs in the area; implementation of national-scale technical activities; and implementation of technical activities from the center to the regions. <https://kemenag.go.id/>