



Alef Education Holding plc
Initial public offering (IPO)
on the Abu Dhabi Securities Exchange

The first-ever education technology company to be listed in the UAE

Award-winning provider of AI-powered learning solutions

based in Abu Dhabi

integrating technology, data analytics, and education to redefine teaching and learning experiences across K-12 education

IPO Highlights

Listing Exchange

Abu Dhabi Securities Exchange (ADX)

Share Offering

20% of Issued Share Capital

Listing Type

100% Secondary Offering

Retail Investor Subscription Period

28 May – 4 June 2024

Final Pricing Announcement

6 June 2024

Expected Listing Date

On or around 12 June 2024

Understanding Our Business



Personalised Learning



Engaging Content



Immediate Feedback



Real-time Data



Relevant Curriculum

Scalable and Integrated AI and Technology-Powered Education Product and Service Offerings

Alef Platform

The award-winning and fully comprehensive digital learning solution for Grades 5-12 in the MENA region

Abjadiyat

An Arabic learning platform for native speakers from Kindergarten to Grade 4 that contains a series of interactive lessons and practice

arabits

A platform that helps non-native speakers learn Arabic and helps students pass their grade-level examinations in Arabic

Alef Pathways

A supplemental self-paced mathematics programme for Grades 3-8

Alef Academy

A unique and customised platform providing educators with self-paced learning opportunities, toolkits, and tailored resources that support users to maximise learning outcomes

Our Competitive Strengths

Award-winning AI-powered and personalised learning solutions and digital education resources provider

for governments, schools, educators and students in the UAE and other markets

In-house research capabilities and **proven ability to enhance student performance** have cemented our **reputation as a trusted partner** for governments and educational institutions

Consistently strong financial performance,

high margins, and long-term contracts provide stability and predictability, enabling us to pursue growth initiatives and deliver value to shareholders

Committed to **building a responsible and sustainable education ecosystem** characterised by social inclusion and ethical governance

Operates in markets with significant growth potential for EdTech,

supported by increasing government and NGO investment in education, particularly in emerging markets across the MENA region

Extensive experienced seasoned management team

with a proven track record and the ability to unlock our next phase of growth

Focus on both organic and inorganic growth strategies

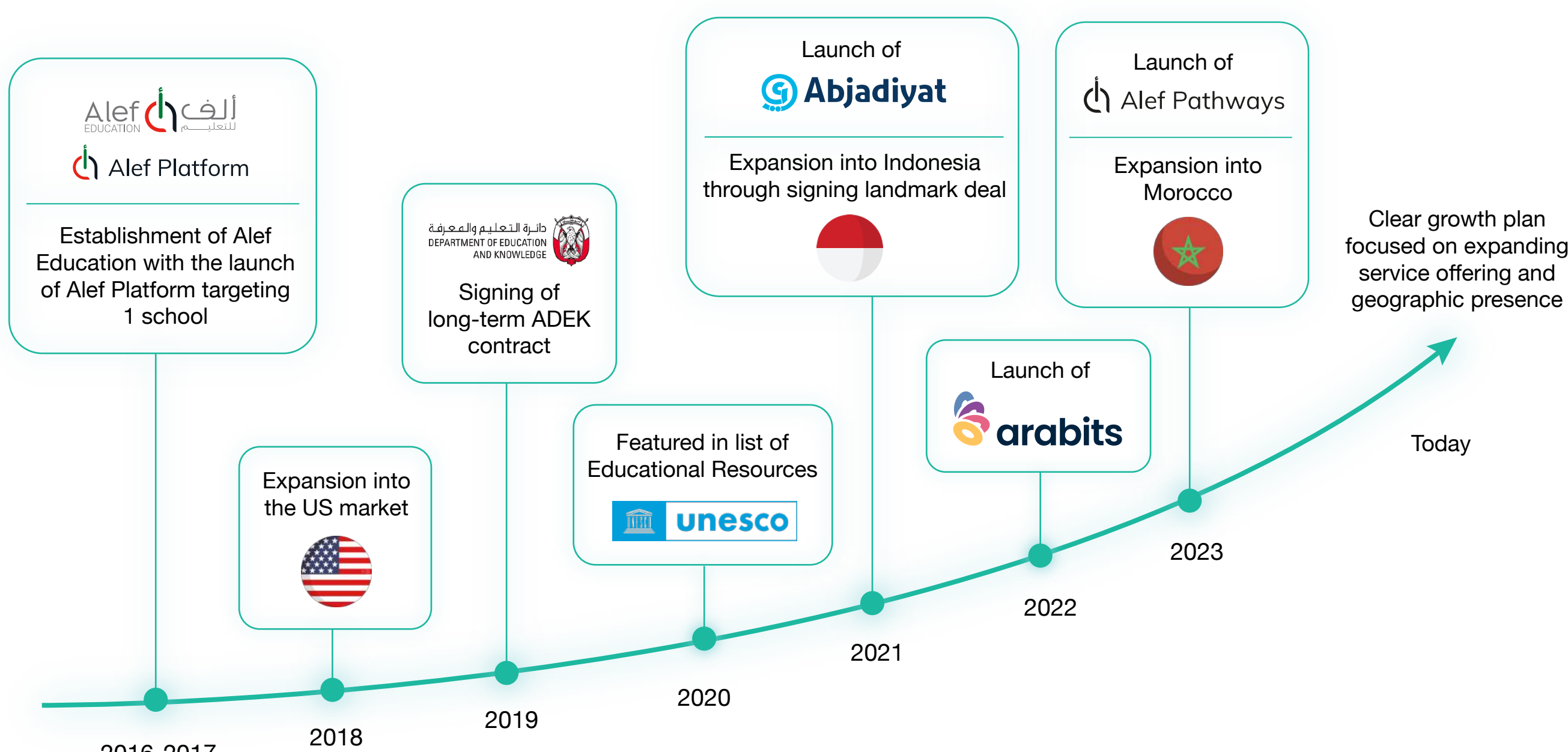
to expand our market presence, diversify our offering, and capitalise on global B2G and B2B opportunities through our scalable platform

Proven and Successful Track Record of Growth and Expansion

Building Solid Foundation

Rapid Growth Phase

Embarking on New Expansion Phase



Key Awards

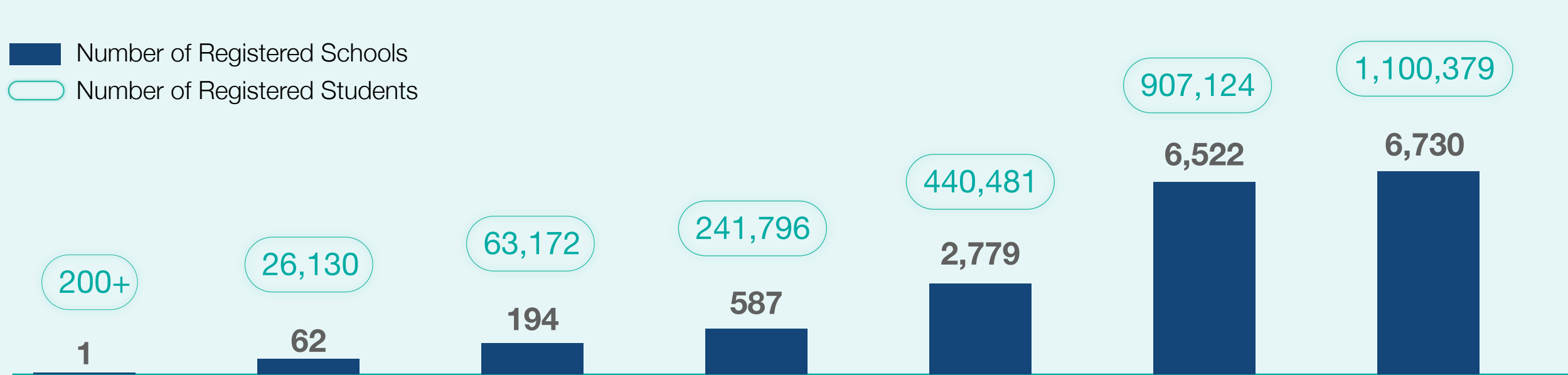


Deeply embedded in the education landscape

through the delivery of **personalised learning platforms and digital content**

Registered Schools **~7,000** Registered Students **~1.1 million**

Share of Abu Dhabi Public School Market **100%**



Consistent and Strong Financial Performance

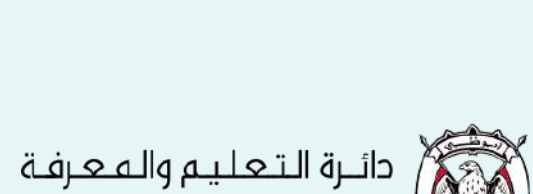


As of FY 2023

Partner of Choice to a Growing and Strategic Customer Base



UAE Ministry of Education



Abu Dhabi Department of Knowledge and Education



Ministry of Religious Affairs of Indonesia



Moroccan Ministry of National Education