



DIRECT ENGLISH

Master Licensee Investor Brochure

Rewarding Master Licensee opportunities with Direct English

Invest in the multi-billion dollar English language training business with Direct English – a tried and tested English language system that is already successful worldwide.

A tried and tested global brand

Direct English is a world-class English language training system from the UK-based Linguaphone Group, global leaders in education. Our unique blended learning methodology helps millions of people learn the vital international language of business and communication – English. The flexibility of the method, world-class learning resources, personalised tutorials and conversation classes, social programs and an engaging digital learning platform all add to the overall success – a winning combination unique in its formula.

Direct English is a first-class learning system, developed by the world-famous English language learning expert, Louis Alexander. Our nine-level program delivers English language training for all abilities and all purposes; from young professionals to corporate executives, from absolute beginners to advanced learners.

The English language training market is a **\$50 billion** global industry that's expanding every day

One cannot achieve more than 124 years in global English education training without a passion for flexible, personalised learning and a lifelong love of technology. By following Louis Alexander's unique and proven method, and with an engaging and powerful digital learning platform, Direct English has changed the lives of students and professionals in every part of the world. Using industry-leading content and a highly respected curriculum, Direct English helps students build their confidence, reach their goals, and master English proficiency in an increasingly competitive world.



124+ Years

Learning
excellence since
1901

3

Continents

18+

Countries

Over

1.3 million

Enrolments

Why do other global investors join us?



Territorial exclusivity

You own and control the exclusive multi-channel rights across your country



Proven business model

From an internationally recognised and respected global company in the education market



High growth industry

Believed to be worth over \$50 billion and growing



Strong global brand

Already operating in over eighteen countries worldwide



No education experience necessary

Just investment, ambition and strong business acumen



World-leading teaching resources

Including Student Packs and Tutor Guides



Investment in digital learning

Access to our powerful and responsive digital learning platform to grow your business.



Why choose Direct English?

Direct English works by combining an array of highly interactive learner materials used by the learner on a blended-learning basis, with a program of personalised tutorial and conversation classes, that can be delivered from a network of Direct English training centers around the world.

Unlike so many other English language courses, Direct English works because it fits around the learner. The course is tailored to their abilities and goals, progresses at their own pace and adapts around their work and lifestyle commitments, so that they have the flexibility to study just the way they want. The result? The learner builds their confidence from day one and reaches their goals faster.

Gradually layers knowledge at the individual's pace, building confidence from day one.

Caters for all learning styles, offering more choice than other language providers.

Provides a high level of customer service with a flexibility that's hard for competitors to match.

Meets every learner's individual needs and fits around their work and lifestyle commitments.

Benchmarked against the Common European Framework of Languages

Provides support with preparation for IELTS, TOEFL and TOIEC exams to help you obtain the certificate that will open the door to your future career.

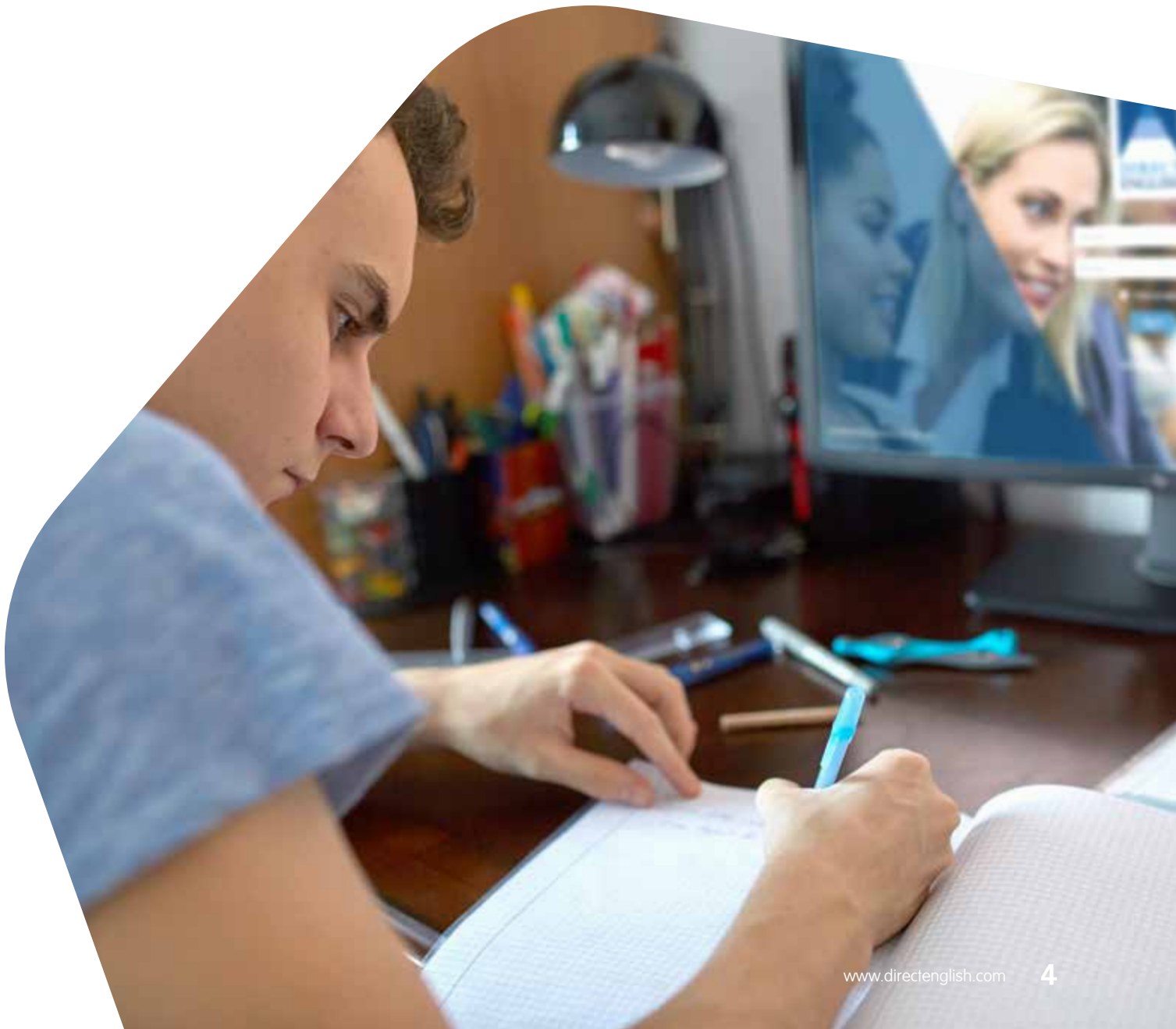
Learning English just got easier with Direct English Live

Our global Direct English Master Licensee partner network has access to a powerful and responsive digital learning platform for students and staff alike – Direct English Live.

With Direct English Live, students gain access to a complete suite of interactive student resources, which are designed to help develop and master their reading, writing, speaking and listening skills in English.

Direct English Live is a fully mobile solution working across all smartphone, tablet and desktop devices supported by a full learning management system with cross-browser and operating system integration.

Our first-class digital learning platform is hosted globally with a powerful content delivery network to support the delivery of video-rich activities, and supported by a technology partner that is a leader in education technology



10 great reasons to become a Direct English Licensee.

- 1.** The opportunity to gain the multi-channel exclusive rights to Direct English across your country.
- 2.** The flexibility to run a nationwide business - capitalising on a high growth sector.
- 3.** A sound, scalable investment.
- 4.** The opportunity to capitalise on the growing digital ELT market with Direct English Live - interactive digital learning platform.
- 5.** A comprehensive training program for both trainers and management.
- 6.** A first-class business development team experienced in the adult ELT market.
- 7.** Comprehensive support with sales and marketing to help generate new customers.
- 8.** Backing from the highly respected UK-based Linguaphone Group, an international education company with over 124 years of experience.
- 9.** A strong, supportive global network of Master Licensees.
- 10.** And lastly, the opportunity to make a difference to the lives of adults across your market by helping them learn English.





Join our winning global team

Direct English is a global education brand from Linguaphone Group Ltd, a world-leading training company from the UK with over 124 years of experience in the international education market. We have already successfully delivered English language training to millions of customers worldwide using our system. Our head office is based in London, UK and we have a network of Master Licensee partners in over eighteen countries worldwide.

Our experience, knowledge and global training expertise have earned us the reputation as a world-leading authority and international leader in language training.

As a British company, we are passionate and committed to delivering first-class customer service and strong learning outcomes for all students.

We're looking
for ambitious
and driven
partners to
work with us
on a nationwide
basis.

With **territorial exclusivity**, you will have the flexibility to open corporately owned and franchised Direct English training centers nationwide, whilst counting on the first-class support you'd expect from an established global brand like Direct English. You'll also have the opportunity to offer corporate ELT training to companies, and exploit government and university contracts.

Whether you are an entrepreneur or company looking to join us, key is that you share a passion for education. While you may already be in the training sector, **no education experience is necessary** - we have investors and entrepreneurs from other sectors - all who have seen the huge potential that Direct English can offer.

We're looking for partners who are prepared to work hard to achieve success through a long-term partnership with us. Evidence of effectively developing a nationwide business in your market will be key - as will the necessary vision to promote our industry-leading Direct English program across your market.



If you're serious about
building a strong, nationwide
Direct English business with us,
we'd love to hear from you!

opportunities@directenglish.com

www.directenglish.com

The business you want. With the support you need.



Teaching Resources

World-leading teaching resources, including Student Packs, developed by an experienced pedagogical team of experts



In-country Training Program

A personalised one-week training program delivered in-market for both trainers and senior management



Access to Direct English Live

A powerful and responsive online learning platform for students and staff alike



Business Development Support

Professional business development support from a dedicated and experienced Business Development Manager



Brand / Marketing / PR Support

First-class strategic and operational support from specialist marketing staff based at Linguaphone Group HQ



Management Manuals

A full suite of management manuals to cover all the operational and marketing support you require



Extranet Access

Full access to the Linguaphone Group partner- only Extranet - your complete online portal for accessing the latest operational, marketing and teaching resources from the Group.



Global Networking Opportunities

Valuable opportunities to interact and share experiences with the global Master Licensee team



Interested?

We'd love to tell you more.

Contact us today:

opportunities@directenglish.com

www.directenglish.com