



## **Pingu's English** Master Licensee Investor Brochure

# Rewarding global Master Licensee opportunities with Pingu's English

Invest in the multi-billion dollar English language training business with Pingu's English – already a **worldwide leader in early years' education** in over 20 countries worldwide.

## A proven and popular global brand

Pingu's English is the educational, fun and effective pre-school English language training franchise from the UK that enables children to be speaking English fluently before they start school.

Pingu's English's industry-leading system is **tried, tested and trusted** to help your business grow. Our **internationally recognised and respected curricula**, coupled with the global brand appeal of Pingu™, ensure strong competitive advantages from the start. And to maximise your investment, when you join us, you'll gain the exclusive Master Licensee rights to both of our Pingu's English international education programs.

Pingu's English is about much more than benefiting from a successful formula with a proven business model. **It's about joining a global network of Master Licensees committed to providing young children with all the skills they need to succeed.** And to help you succeed, you'll receive all the **ongoing training, marketing, operational and business development** support you'd expect from an international company that's been revolutionising the global pre-school education market since 2009.

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



**+124 Years**

LEARNING EXCELLENCE  
Since 1901

**4**

Continents

Over

**250,000**  
Enrolments

**+220**

Schools  
Worldwide

**20**

Countries



# 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 education company



## **High growth industry**

Believed to be worth over \$50 billion and growing



## **Strong global brand**

Already operating in over 20 countries worldwide



## **No education experience necessary**

Just investment, ambition and business acumen



## **World-leading teaching resources**

Including Student Packs and Teacher Manuals



## **Ongoing investment**

From curriculum development to digital learning programs

## Two premium English language training programs. One international brand.

Through both of our highly respected international education programs, Pingu's English offers parents recognised and respected international curricula they can rely on.

As our Pingu's English Master Licensee, you'll have the exclusive rights nationwide, to reach the **lucrative pre-school education market** in your country every day, all year round, using both of our premium international programs:



An effective and engaging three-year full-time **INTERNATIONAL KINDERGARTEN** curriculum for young children of 3 - 6 years old. Developed in partnership with Kingston University London, leaders in early childhood development and teacher training. Over 3,500 hours of teaching content, 36 Teacher Manuals and daily lesson plans.



A four-level international **ENGLISH LANGUAGE TRAINING (ELT)** program for children from 3 - 8+ years, aimed at stimulating each child's confidence in the English language, and exam preparation.



### Qualified teachers

Our qualified Pingu's English teachers follow **day-by-day lesson plans** built on key milestones in our students' social and academic development.



### Play-based curricula

Pingu's English engages children right from the start with **highly stimulating** play-based methodology, helping each child find the learning style that suits them best.



### Creative and academic skills

Children develop fundamental creative and learning skills in **reading, speaking, writing and understanding in English**, alongside academic skills such as maths, and broader social skills such as team work, communication and confidence to prepare them for formal education.



### Ongoing review and assessment


Pingu's English assesses children throughout the course and has strong learning outcomes that are used to review progress.

# 10 great reasons to become a Pingu's English Master Licensee:

1. A potentially lucrative monthly income, fast-tracking your business with a proven system.
2. The flexibility to run a nationwide business, capitalising on a high growth sector.
3. A sound, scalable investment.
4. The only international kindergarten program worldwide to feature Pingu, the lovable, award-winning character loved by over 1 billion people worldwide.
5. An extensive in-market training program for both teachers and management.
6. A first-class business development team experienced in the pre-school education 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 unique opportunity to make a difference to the lives of children worldwide and help them get a crucial head start in life that parents rightly demand. And crucially, that children deserve.







**Pingu's English offers a unique combination of a fun and solid learning experience for children, delivered in an engaging, safe, and vibrant learning environment.**



## Join our winning global team

Pingu's 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.

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

Pingu's English is the only pre-school franchise based around the lovable and award-winning character, Pingu, combined with the experience of a global language training provider.

As a British company, we are passionate and committed to delivering first-class customer service and strong learning outcomes for all our students. That's why we're successful in over 20 countries worldwide, including in **Thailand, Myanmar, Vietnam, Pakistan, Croatia and Estonia.**

**We're looking for ambitious, new Master Licensees to work with us across Asia, Europe, the Middle East, Africa and Latin and Central America.**

**WE'RE LOOKING FOR AMBITIOUS AND DRIVEN PARTNERS TO WORK WITH US ON A NATIONWIDE BASIS, TO DEVELOP A NETWORK OF BRANDED PINGU'S ENGLISH SCHOOLS AND KINDERGARTENS.**

With **territorial exclusivity**, you'll have the flexibility to open corporately owned and franchised Pingu's English schools and kindergartens nationwide, while counting on the first-class support you'd expect from an established global brand like Pingu's English.

While it's important that you share a passion for education, **no education experience is necessary**. Indeed, some of the strongest partners in our Pingu's English global team are investors and entrepreneurs from other sectors. These include hospitality, real estate and oil and gas – all of which have seen the huge potential that Pingu's English offers.

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 Pingu's English programs across your market.







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

[opportunities@pingusenglish.com](mailto:opportunities@pingusenglish.com)

[www.pingusenglish.com](http://www.pingusenglish.com)

## **The business you want. With the support you need.**



### **Teaching resources**

World-leading teaching resources for both of our international education programs, including Student Packs, Teacher Manuals and daily lesson plans developed by a team of experienced pedagogical experts.



### **Training program**

A personalised training program delivered to both teachers and senior management.



### **Business development support**

Comprehensive business development support from a dedicated and experienced Business Development Manager.



### **Brand / Marketing / PR support**

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



### **Management manuals**

A full suite of management manuals to cover all the operational and marketing support you require - including 36 Teaching Manuals for the kindergarten program alone!



### **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 networking opportunities and support from Pingu's English Master Licensees worldwide through Annual conferences, webinars and forums.





**Interested?**

**We'd love to tell you more -  
contact us today.**

[opportunities@pingusenglish.com](mailto:opportunities@pingusenglish.com)  
[www.pingusenglish.com](http://www.pingusenglish.com)