

After obtaining \$ 40 million in financing:

Classera increases its investment in the Egyptian market as a main gateway for expansion into Africa and supporting the e-learning & training in emerging markets

Classera, a global edutech learning management platform, announced its expansion plan inside Egypt, by injecting new investments to enhance its operations with partners in the Egyptian market and to provide a new generation of educational and training technology within an integrated services portfolio.

Classera's expansions in Egypt come after the company's success in raising \$40 million in a Series A round, the largest in EdTech globally for a company with no prior funding, which was led by the Public Investment Fund (PIF)-owned Sanabil Investments, a Saudi-based investment giant, accompanied by Global Ventures, Endeavor Catalyst, 500 Global, Sukna Venture, and Seedra Ventures. Also involved in the round were other investors from Silicon Valley, emerging markets, and global family offices. Crucially, the investment will see Classera accelerate on its global trajectory and target more growth in MENA, the rest of Africa, and to fast-track its expansion, especially into Asia Pacific (APAC) and elsewhere. These strategic expansionary plans will be driven by direct sales of its cutting-edge learning solutions, through channel partners, and via acquisitions.

From his part, Mohamed El-Madani, co-founder and CEO of Classera, confirmed that Egypt is one of the three largest markets in the world in terms of new investments that Classera will pump during the coming period, explaining that choosing Egypt to be a regional center for new expansions is evidence of the importance of this market. And the strength of the human competencies presents in it.

Established in Silicon Valley with an Emerging Markets Focus, Classera is the largest Edtech company in MENA and most of sub-Saharan Africa, educating millions of learners in more than 30 countries. Its LSP is a fully integrated eco-system that includes a gamified learning management platform based on AI and social learning, an augmented reality learning app known as C-Reality, a full ERP for educational institutions - C-Smarter, an integrated e-payment gateway - C-Pay - for pocket money, tuitions payments and financing, as well as a specialized educational marketplace for Edtech and educational supplies products tagged Edumalls. These platforms are housed under one umbrella to ease the process and boost learning engagement and thus the overall learning experience.

Classera's growing range of customers include Ministries of Education, schools, universities, and corporates for e-training. It has developed over 100 strategic partnerships with global and regional players including Microsoft, Zoom, Amazon, Intel, Udemy, and HP, among others. At the onset of the coronavirus pandemic which disrupted learning across the world, Classera launched its Learning Never Stops solution to over five million classrooms in less than two weeks. By working

day and night with Microsoft, Classera ensured a seamless transition to virtual classrooms at scale during one of the most critical periods in global history.

In addition, the company delivered one of the highest engagement metrics in the e-learning industry globally in the last academic year. In the journey, the engaging gamified platform enabled the company to secure close to 70% market share in several markets, generating high engagement – leading to over 10 billion page-views. Classera has received several global awards in the Edtech industry including Bett, The Learning Award, GESS, Microsoft best global partner award and many more.