

# Voxy Partners with Wise Up Launching to 75,000 Students

## NEW YORK - March 10, 2015 -

Voxy, the only online language solution to offer a fully personalized and adaptive English course based exclusively on real-world content, is pleased to announce a partnership with Wise Up, a leading English language school operating in more than 70 cities in Brazil with additional locations in North and South America and Asia.

This new partnership will launch to 75,000 students on March 14, 2015, with a goal to serve more than 150,000 students within three years. The blended learning program will use Voxy's technology and personalized curriculum, including custom content designed for Wise Up students.

Wise Up was purchased in early 2013 for more than \$400M USD by Abril Educação, one of Brazil's largest education publishers. In 2010, the company served 30 million students and more than 125,000 private schools. Wise Up's recently hired CEO, Marcelo Bruzzi, a veteran of AmBev, is focused on Wise Up's 600-plus franchise network, adding new students in a competitive market, designing a more "social" foot-

print for Wise Up's centers, international expansion, and standardizing quality across learning centers.



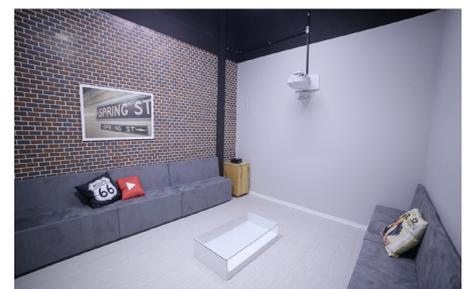
Bruzzi envisions Voxy updating Wise Up's curriculum with fresh, authentic content for a new generation of language learners and rolling out best-in-breed tech platforms that will allow his centers to meet the demands of increasingly technology-enabled students.

"We believe that students need to experience a 'classroom without walls,'" said Sergio Barreto, Director of Learning and Development at Wise Up. "The new website developed with Voxy provides a unique experience for our students—24 hours a day, seven days a week."

All Wise Up students will be required to use Voxy's platform, producing a large supply of data

analytics that will allow Voxy to advance its product while redefining what the language learning industry should be providing to learners around the world. One of Voxy's best metrics to identify learners' needs and drive product development is the Voxy Proficiency Assessment™ (VPA™), an in-product exam that evaluates a learner's proficiency level every three months. The data gleaned from this strategic partnership will also enable Voxy to test new product features, demonstrate proficiency gains over time, and publish new research.

"Voxy and Wise Up are driving tremendous innovation in English learning," said Katie Nielson, Voxy's Chief Education Officer. "The Wise Up blended program combines the best technology with Wise Up's high-quality, in-person instruction to offer learners an integrated experience in and out of class."



## About Voxy

Voxy is an online English school. Voxy's cloud-based platform offers an adaptive, dynamic curriculum with task-based lessons and personalized instruction that allows students to learn from real-world content. Voxy has grown to over three million learners and has pioneered numerous innovations in contextual learning, including the use of geo-location and Natural Language Processing. Voxy's courses are used by Universidade Metodista de São Paulo, DeVry Brazil, Unicsul, Unipam, ITESM, Centro Pyme, 99Taxis, and Virgin Hotel Group, among others. Voxy has offices in New York City, São Paulo, and Rio de Janeiro. Investors include ff Venture Capital, Contour Venture Partners, Seavest Capital Partners, Rethink Education, and Pearson Education. To learn more, visit [Voxy.com](http://Voxy.com) or email [press@voxy.com](mailto:press@voxy.com).