

The



Book



Say

Hello

to the Future

The Hello Book.

HELLO.

OUR STORY.

MISSION.

VISION.

WE ARE.

OUR CORE VALUES.

CAREER TIPS.

PRACTICE.



HELLO.

Our culture is one of our greatest strengths. So, it's important to define what it is that makes it such a special place to work. Whether it's your first week or you're celebrating another work anniversary, The Hello Book is here to answer your questions about our shared culture, mission, and values. In this book, you'll (re)discover who we are, what motivates us, and where we're headed.

As you read, take a moment to reflect on the part you play. You're helping shape something meaningful. Everyone here is part of a global team that helps young people grow through the magic of learning - in the classroom, behind the scenes, or building what's next.

For us, education goes beyond teaching a language. It's about opening minds, building confidence, and laying the foundation for lifelong success. Let's get started.

STORY
STORY
STORY

OUR STORY.

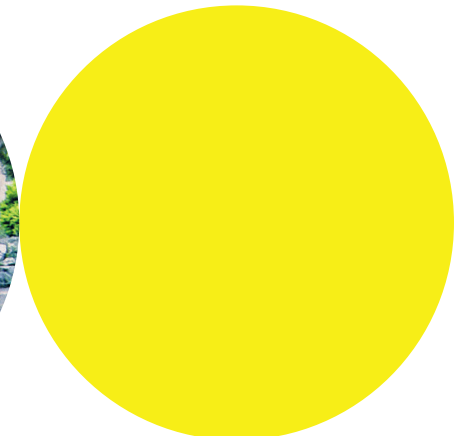
It all began with a simple idea: that learning a new language could unlock a whole new world. Over the years, this idea took root in classrooms across Asia - in the hearts of curious young learners, and in the minds of the passionate educators who strove to inspire them.

Our journey started decades ago, when the Swedish brand EF Education First arrived in Asia. In a time of dynamic change, EF's innovative immersive teaching set the local benchmark for language education. Over the years, dedicated teachers and a proven methodology have helped countless students not only speak English but also gain precious cultural insights and life skills.

In 2020, Permira joined our journey, and we evolved into EDPRIMA - a family of companies dedicated to kids' and teens' education, with a strong commitment to premium excellence. In 2025, we refreshed our brand identity across our home markets: Yingfujiaoyu in China and English 1 in Southeast Asia. Our offerings encompass class-based learning, online programs, educational tours, and international academic pathways - ensuring students receive the highest quality education.

While we're focused on Asia, we never lost sight of our European heritage. In our global headquarters in Lucerne, Switzerland, central academic and creative teams work tirelessly to develop our centers and curriculum from the ground up. We take pride in creating a world-class experience for our students and customers from the first moment they step into a center right up to their final graduation.

This is our story - a story of courage, passion, and the power of people coming together. And it's a story still being written, by every one of us.





MISSION.

This is our purpose - why we exist.

We're here to deliver the highest quality education that prepares young people not just for academics, but for life.

**World-class education.
Lifelong success.**



VISION
VISION
VISION

VISION.

This is our direction - where we are headed.

We aim to raise confident learners who will shape a better future for all.

**Empowering the next generation
with learning, skills, and confidence
to shape the future.**

WE ARE
WE ARE
WE ARE

WE ARE.

Flexible.

Non-hierarchical.

Team players.

Quick on our feet & hands-on.

Out-of-the-box thinkers.

Confident, yet humble.

Fun to work with.

Always learning.

Our Core Values.

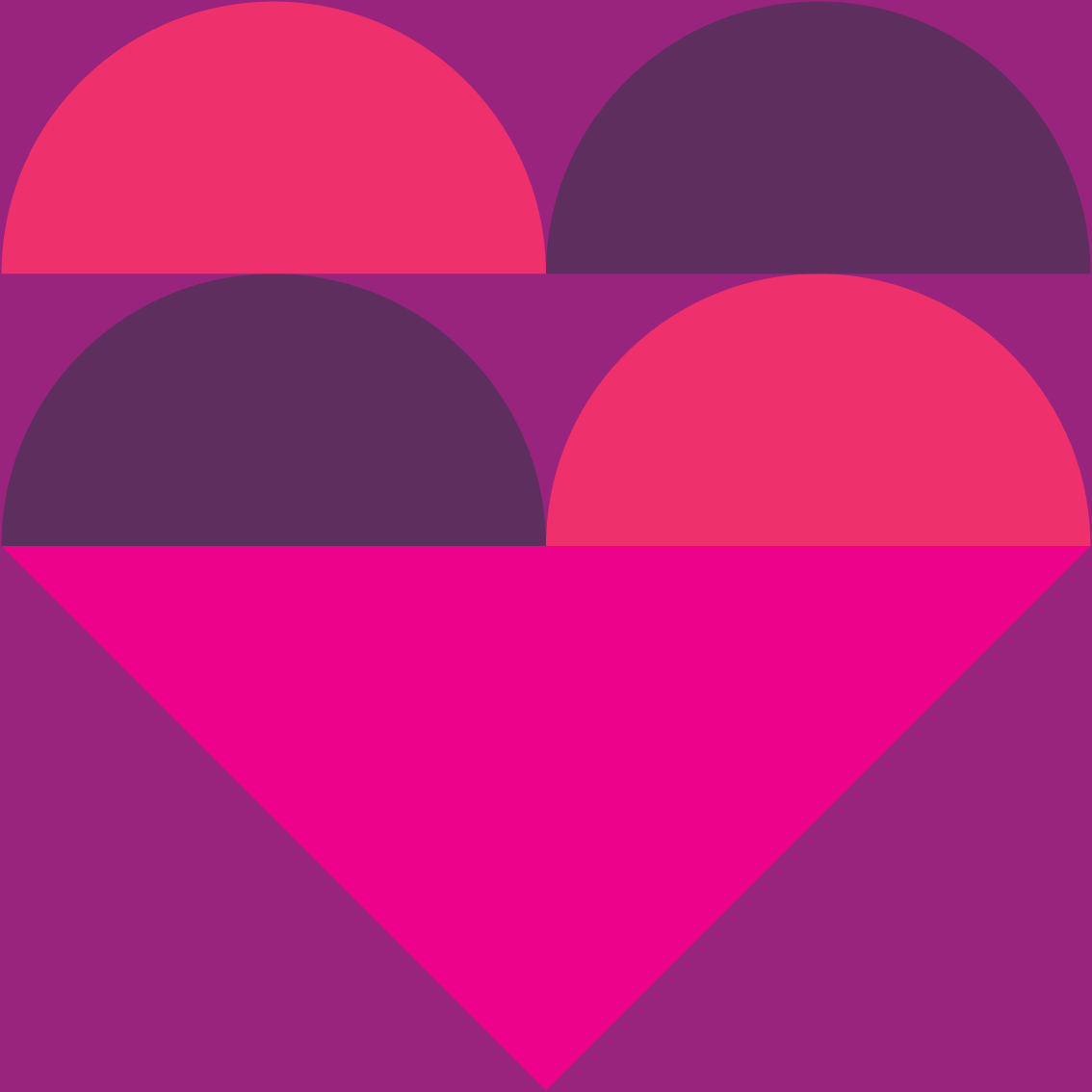
Passion.

Nothing is Impossible.

Customer-Centric.

Entrepreneurial Spirit.

Be the Change.




Passion is what makes us stand out. We are driven by purpose and a desire to make a difference. We push limits, exceed expectations, and inspire those around us - always unstoppable in pursuit of our goals.

Passion


We have a superhero mindset and remain fearless. We view challenges as opportunities, and obstacles are just stepping stones to success. Our dedication to never giving up ensures that we break boundaries and reach new heights in everything we do.

Nothing is Impossible



Our students are the heart of everything we do. We go beyond simply meeting expectations, striving to deliver excellence in every experience. By listening and responding to their needs, we create meaningful and lasting impact. Always, their success is our success.

Customer-Centric



We act like owners and think like pioneers. With bold ideas and a proactive mindset, we roll up our sleeves and take the initiative. Together, we go the extra mile to make things happen.

Entrepreneurial Spirit

Innovation and curiosity are in our blood. We are game changers. We bring creativity into everything we do, every day. Change isn't easy, but we always strive to improve. That's why we lead the way in education.

Be the Change

Career Tips.

STAY POSITIVE.

BE FLEXIBLE AND OPEN-MINDED.

BE CURIOUS AND ASK QUESTIONS.

EMBRACE OTHERS.

STAY FOCUSED AND COMMITTED.

IT'S OKAY TO MAKE MISTAKES.

BE BOLD. BE BRAVE. BE STRONG.

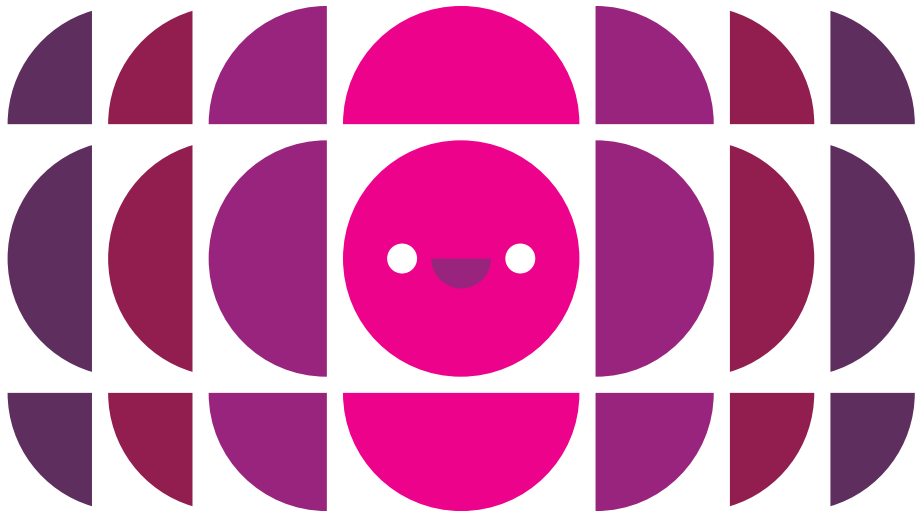
BUILD STRONG NETWORKS.

BE HONEST AND TRANSPARENT.

AND ... HAVE FUN!

STAY POSITIVE.

Say “Yes” to opportunities and “No problem” to challenges. A positive point of view fuels success and inspires those around you.



BE FLEXIBLE AND OPEN-MINDED.

Welcome the unexpected. Adapt. Evolve. There’s no such thing as, “That’s not my job.” Success comes to those who embrace every opportunity with open arms.



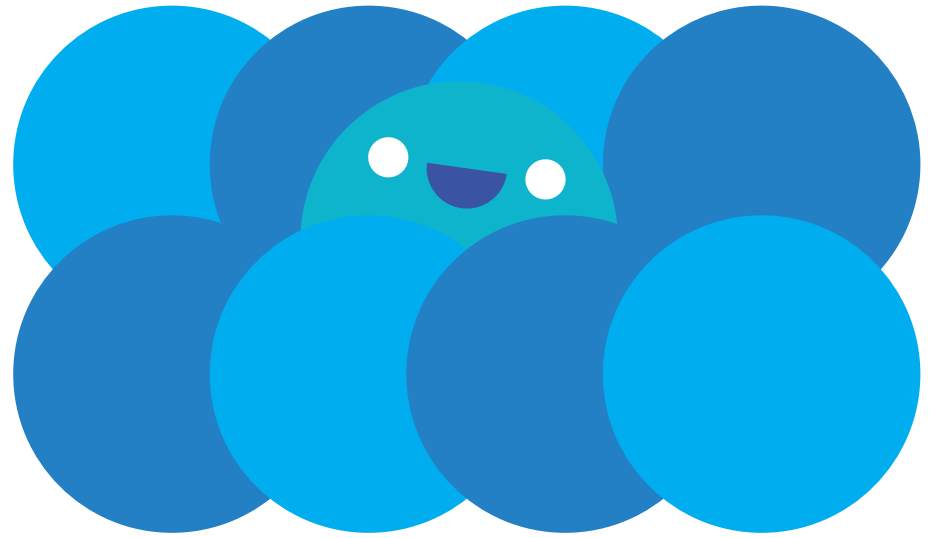
BE CURIOUS AND ASK QUESTIONS.

Never stop learning, growing, and seeking knowledge. Curiosity opens doors and unlocks endless possibilities. Speak up, get involved and be visible.



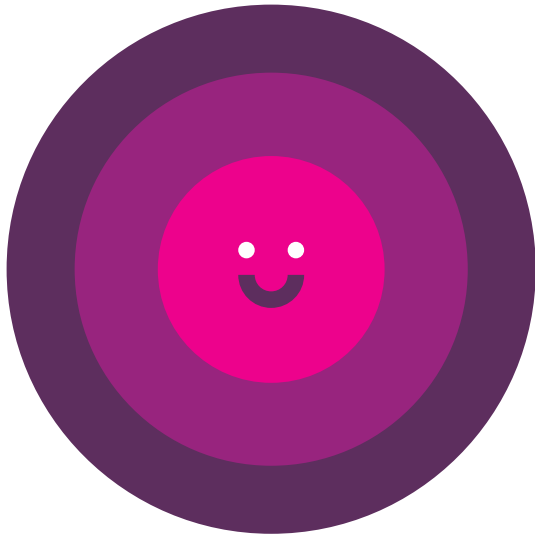
EMBRACE OTHERS.

Stay humble, and lift others up with kindness and respect. When we work together, we achieve more. Teamwork transforms dreams into reality.



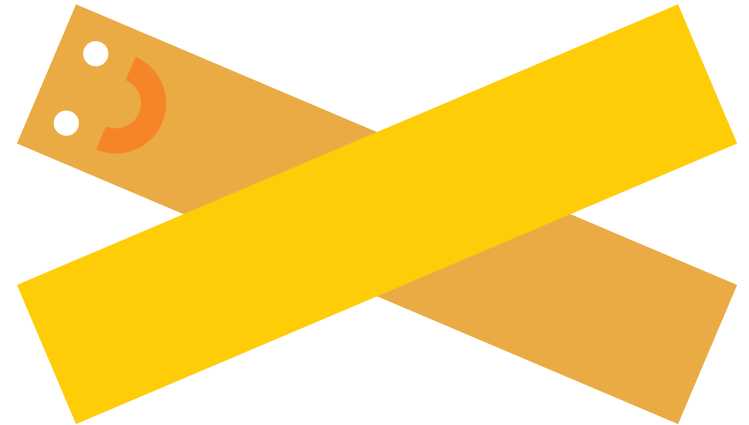
STAY FOCUSED AND COMMITTED.

We always give every task our all. Stay agile - move fast and think fast. Pay attention to the details, while always keeping the bigger picture in view. Whatever happens, the show must go on.



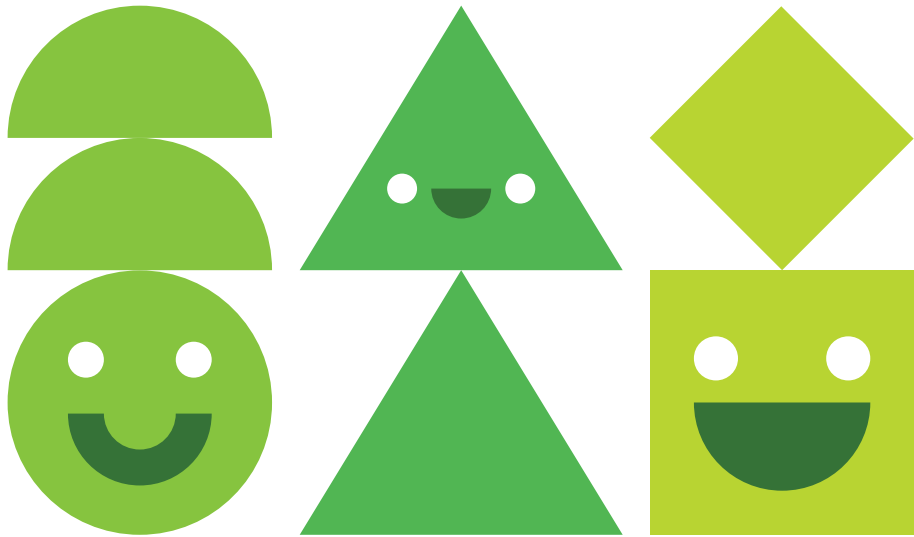
IT'S OKAY TO MAKE MISTAKES.

It happens. No one ever achieved anything without some missteps along the way. If anything, mistakes are proof that you're trying. Learn from them and move on.



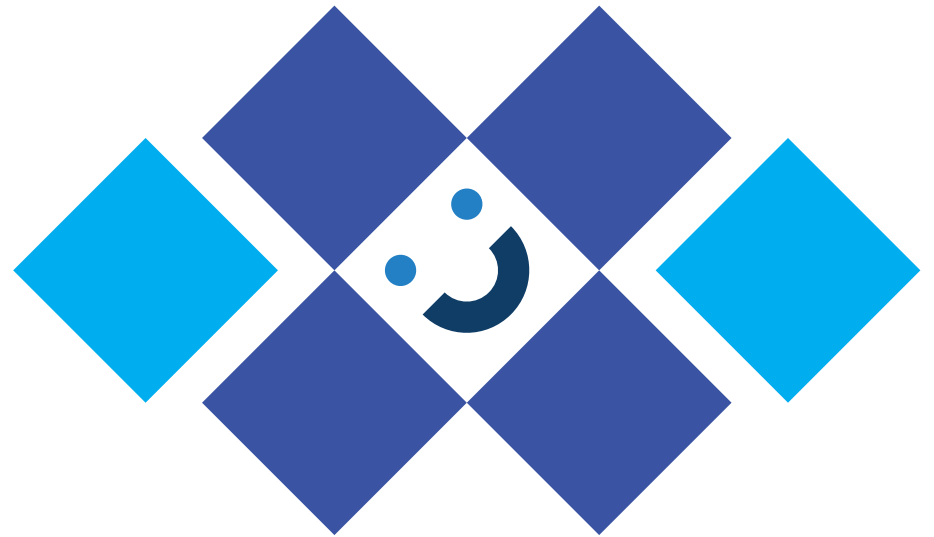
BE BOLD. BE BRAVE. BE STRONG.

Resilience is your superpower. Face challenges head-on and remember: every stumbling block is just another step on the path to success.



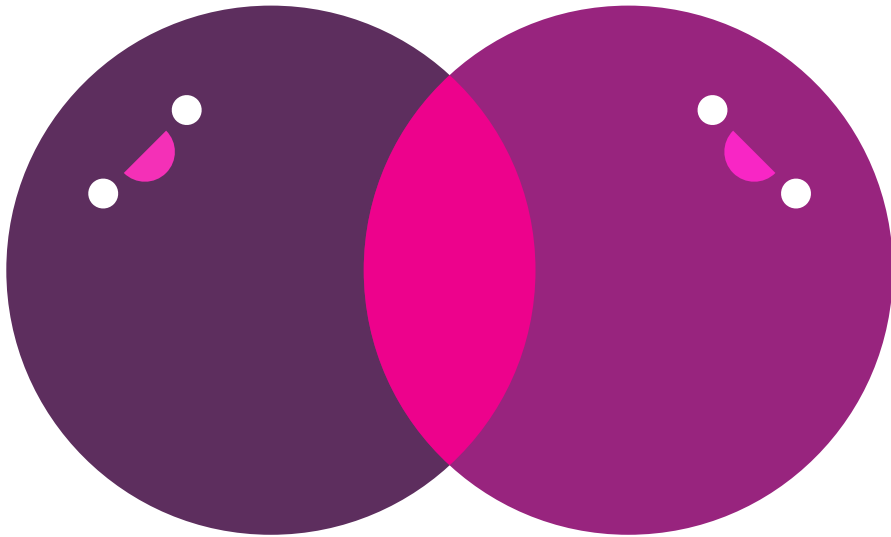
BUILD STRONG NETWORKS.

Talk to others, while staying humble and open. Every person you meet has something valuable to teach. Strong communication builds strong careers - never underestimate the power of connections.



BE HONEST AND TRANSPARENT.

Integrity builds trust. Own your actions, and never hide the truth. Don't overpromise, and don't understate the scale of a problem. Just tell it like it is; transparency is always best.



AND ... HAVE FUN!

We do what we love, and love what we do! Having fun at work is a key ingredient in our success - it strengthens bonds, fosters our culture, and keeps us showing up every day, ready to give our all.



The Hello Practice Book.

Practice isn't just for kids!

Here's your playful version - no grades, just fun.

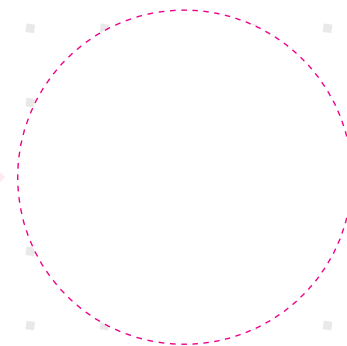


Let's get started!
I'm Smile, what's
your name?

I'm _____.



Nice to meet you.
Picture yourself in 😊



A. Look and colour.



Did you know ...

... besides millions of happy students, we have more than 10,000 passionate staff worldwide across more than 300 learning centers?



B. Read and match.

10,000 +	■	■	happy students
300 +	■	■	passionate staff
Millions of	■	■	learning centers

C. Read and circle the career tips.

Stay **Positive / Negative**.

- Be Flexible and **Narrow- / Open-Minded**.
- Be Curious and **Ask / Don't Ask** Questions.

Embrace **Others / No One**.

- Stay **Confused / Focused** and Committed.

It's **Not Okay / Okay** to Make Mistakes.

Be **Bold / Brave / Strong**.

- Build **Strong / No** Networks.

Be Honest **and / or** Transparent.

And ... **Be Bored / Have Fun!**

D. Fill the gaps.

- success
- future
- education
- learning

Mission

World-class _____. Lifelong _____.

Vision

Empowering the next generation with _____, skills, and confidence to shape the _____.

E. Tick who we are.

- flexible
- out-of-the-box thinkers
- non-hierarchical
- confident, yet humble
- team players
- fun to work with
- quick on our feet & hands-on
- always learning

F. Find the Core Values.

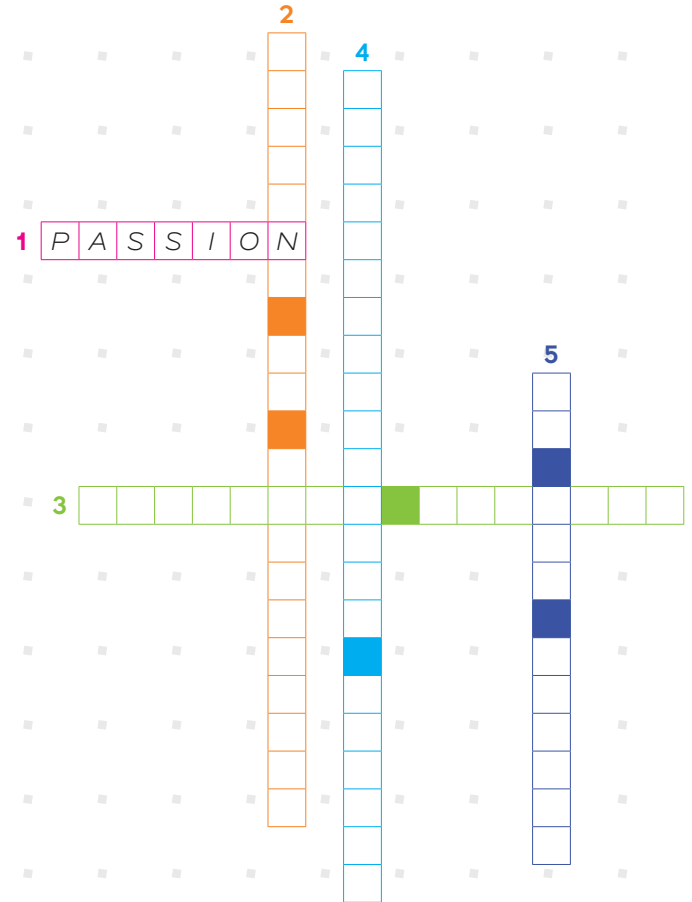
1
We are driven by purpose and a desire to make a difference.

2
We view challenges as opportunities.

3
Our students are the heart of everything we do.

4
We roll up our sleeves and take the initiative.

5
We are game changers.



G. Circle and reflect.

Take a moment to reflect on what you've learned, what inspires you, and how you envision your growth. These questions are designed to help you think about your role, impact, and aspirations.

I'm a new starter

- What excites you the most about joining our team?

- What are three things you've learned about our culture in The Hello Book?

- How do you define success in your role?

- How do you see yourself contributing to the success of the team?

I'm an experienced staffer

- Looking back on your journey here, what are some key lessons you've learned?

- What are some moments where you felt truly connected to our mission?

- How do you continue to grow and stay inspired in your role?

- What will help you continue to grow further?





**World-class education.
Lifelong success.**

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