

EDPRiMA | Fact Sheet

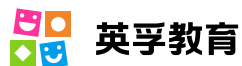
About

With over 60 years of educational excellence, Edprima is a global leader in inspiring young minds through language learning and cultural experiences. Headquartered in Switzerland, we operate more than 300 centers for learners aged 3 to 17 across China and Southeast Asia.

Fast Facts

- **Started as:** EF English First
- **Current Owners:** Permira & EF Education First
- **Staff:** 10,000+ worldwide
- **Centers:** 300+ across China & Southeast Asia
- Millions of happy students
- New centers opening every month
- Fully in-house product, architecture, and design
- Millions invested annually in R&D

Brand Portfolio



Yingfu — China

- **Yingfu Training Centers** offer immersive English language programs for children and teenagers in over 210 locations across China. These centers provide an interactive curriculum and engaging activities to foster language acquisition.
- **Educational Tours** provides 100+ immersive national and international tours for children and families. They explore history, nature, language, and culture through hands-on learning that inspires curiosity and cultural exchange.
- **International Pathways** offers students the opportunity to study abroad, facilitating cultural exchange and global learning experiences. This initiative aims to broaden students' horizons and prepare them for an international academic environment.
- **Education Online** delivers interactive English lessons to students across China. Utilizing digital tools and resources, the platform supports personalized learning and provides access to a wide range of educational materials.



English 1 — Southeast Asia

- **English Language Learning Centers** provide English language education for children and teenagers in over 120 locations across Indonesia. The curriculum is tailored to meet local needs while incorporating global standards.
- **Educational Tours** provides 20+ immersive international language courses abroad, allowing students to learn a new language while experiencing different cultures.

English 1 — Teacher Recruitment

- **Teacher Recruitment** focuses on hiring top international English teaching talent and provides comprehensive support, including visa assistance.

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Our Offices

Lucerne, Switzerland (Global HQ)	Shenzhen, China	Hong Kong, China
Shanghai, China	Guangzhou, China	Jakarta, Indonesia
Beijing, China	Chongqing, China	Ho Chi Minh, Vietnam

Our Centers

China	(# of centers)				
Beijing	10	Huizhou	1	Suzhou	4
Changchun	3	Jiaxing	1	Taiyuan	3
Changsha	3	Jinhua	1	Taizhou	2
Changzhou	2	Jinzhou	2	Tangshan	3
Chengdu	9	Kunshan	1	Tianjin	6
Chongqing	8	Lanzhou	2	Urumqi	3
Daqing	2	LianYunGang	2	Wuhan	10
Dongguan	1	Nanning	1	Wuhu	1
Foshan	4	Nantong	1	Wuxi	4
Fuzhou	3	Ningbo	4	Xian	10
Guangzhou	14	Qingdao	5	Xiaoshan	2
Guiyang	2	Qinhuangdao	2	Yantai	2
Hangzhou	4	Shanghai	29	Yiwu	1
Harbin	2	Shenyang	3	Zhangjiagang	1
Hefei	3	Shenzhen	20	Zhengzhou	7
Hohhot	1	Shijiazhuang	4		

Indonesia

Bali	4	Depok	5	Pekalongan	1
Balikpapan	2	Gresik	1	Pekanbaru	2
Bandung	8	Jakarta	19	Pontianak	1
Banjarbaru	1	Jambi	1	Purwokerto	1
Banjarmasin	1	Jember	1	Samarinda	1
Batam	1	Kediri	1	Semarang	3
Bekasi	9	Lampung	1	Serang	1
Bengkulu	1	Madiun	1	Sidoarjo	1
Binjai	1	Makassar	3	Sleman	1
Bogor	7	Malang	2	Solo	1
Cianjur	1	Manado	2	Sukabumi	1
Cikupa	1	Mataram	1	Surabaya	6
Ciledug	1	Medan	3	Tangerang	12
Cilegon	1	Padang	1	Tasikmalaya	1
Cimahi	1	Palembang	1	Tegal	1
Cirebon	1	Palu	1	Yogyakarta	2

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Product Development

Our products are designed exclusively for kids and teens, built on the foundation of a world-class curriculum, with a communicative approach, and student-centered design. Every element, from vocabulary, grammar, and phonics to reading, writing, listening, and speaking, is carefully crafted for balanced skill development. We create engaging, interactive lessons and exclusive in-house materials that support meaningful learning and whole-child development, fostering not only language proficiency but also essential life and 21st-century skills.

Innovation & AI

Built fully in-house, our integrated AI model allows us to rapidly explore, adopt, and update new technologies. By moving fresh ideas quickly from concept to classroom, we are building the future of learning: personalized, data-driven, and grounded in academic excellence.

We believe the new frontier of educational innovation is where academics, design, and artificial intelligence intersect. Together, these three elements help teachers to have more impact without losing the human connection that defines great education.

- Academic excellence is our foundation and ensures that every innovation reinforces real learning progress.
- Content design creates intuitive, human-centered experiences that inspire both teachers and learners alike.
- Artificial intelligence enables personalization, scalability, and continuous improvement.

Government Support & Industry Firsts

- 1997 — One of the first foreign-invested companies licensed to operate chain training businesses in China
- 1999 — One of the first Sino-foreign joint ventures approved by the government to provide language training
- 2021 — The first foreign-invested training company approved by the Ministry of Education, the Ministry of Commerce and the State Administration for Market Regulation

CSR & Charity

- Since 2011 — Ongoing volunteer teaching program in Shanghai, Shenzhen and Chongqing
- Since 2018 — Partnership with the Ministry of Education's Central Audio-Visual Education Center to train rural teachers; targeting 10,000+ teachers over ten years
- Since 2020 — Providing "Angels in White" language training to 20,000+ medical professionals
- Since 2021 — Go Far: Empower the students with self-guided educational tours in China
- Since 2024 — Supporting China Next Generation Education Foundation's Happy 1+1 program to promote traditional culture and youth development nationwide
- 2024 — English 1 Indonesia delivered teacher training to four public schools in Jakarta

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Awards

- 2008 — China Red Cross Outstanding Contribution, *Red Cross Society of China*
- 2013 — Best Working Environment, *China Business Journal*
- 2013 — 30 Coolest Offices in the World, *Inc. Magazine*
- 2016 — CSR China Education Award of the Year, *Central Committee of the Communist Youth League of China*
- 2016 — Most Comprehensive Strength Education Group of the Year, *NetEase*
- 2017 — C-CSI (China Customer Satisfaction Index) The Brand with the Highest Satisfaction in China Training Service Industry, *Chnbrand*
- 2018 — Women Innovation Leadership, *Shanghai Daily*
- 2018 — Magnolia Award, *Foreign Affairs Office of Shanghai Municipal Government*
- 2023-2024 — Top 10 Public Welfare Star of the Training Industry, *Shanghai Training Association*
- 2023-2024 — Special Contribution Award, *Shanghai Modern Service Industry Federation*
- 2025 — Top 100 Foreign-Invested Enterprises in Shanghai, *Shanghai Foreign Investment Association since 2014*

Membership

- Council Member of China Association of Non-Government Education

Websites

- <https://edprima.com>
- <https://yingfu.cn>
- <https://english1.co.id>
- <https://english1.com>