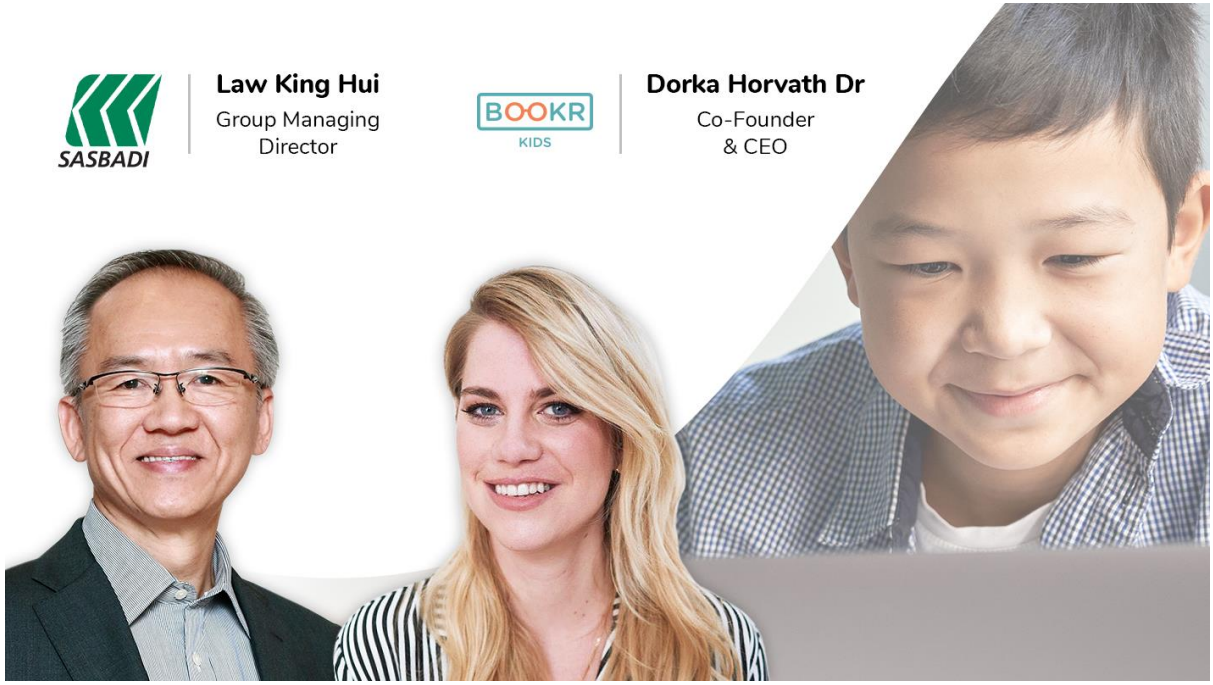




Law King Hui
Group Managing
Director



Dorka Horvath Dr
Co-Founder
& CEO



Sasbadi announces exclusive partnership with BOOKR Kids

Kuala Lumpur

Sasbadi Holdings Berhad, Malaysia's leading education publishing house and education solutions provider, has announced its exclusive partnership with **BOOKR Kids, an award-winning Edtech company from Europe**. This partnership will enable Sasbadi to market BOOKR Kids in Malaysia, providing children access to quality, educational content that fosters English learning.

As part of this partnership, Sasbadi will distribute BOOKR Class, and the ESL tool will also be **integrated into i-LEARN Ace, Sasbadi's flagship m-learning platform**. BOOKR Class - the story-driven ESL tool of BOOKR Kids - is a CEFR-based platform which includes interactive animated books and games that have been designed to engage children in English learning.

With this partnership, Sasbadi will be able to **further strengthen their repertoire of early child education solutions** to better deliver effective learning solutions to children all across Malaysia.

"We are excited to partner with BOOKR Kids to bring their highly effective ESL platform to a wider audience," said **Law King Hui, the Group Managing Director and Co-Founder of Sasbadi**. "This partnership will enable us to reach more children and provide them with the **tools they need to succeed in the 21st century**."

This partnership also allows BOOKR Kids to expand its reach in the Southeast Asian market, further cementing BOOKR Kids position as a leading provider of interactive learning tools for children in the region.

"We are thrilled to partner with Sasbadi to bring our platform to even more children in Southeast Asia," said **Dr Dorka Horvath, CEO and Co-Founder of BOOKR Kids**. "Sasbadi's vision to meet the dynamic demands of the 21st century and provide quality education for all Malaysian students aligns perfectly with our mission to help children learn and grow with gamified tools"

Sasbadi and BOOKR Kids are poised to **revolutionize how children learn English in Southeast Asia**. This is a significant development because as more and more children gain access to the internet, digital learning platforms such as BOOKR Kids can **help bridge the gap in education quality between developed and developing countries**. Furthermore, this partnership can help promote a more inclusive society by providing quality education to children who may not have access to it otherwise.

By introducing innovative and engaging methods of teaching English, Sasbadi and BOOKR Kids can help change the way children in Southeast Asia learn and acquire language skills, which can have a positive impact on their future prospects and opportunities.

Sasbadi Holdings Berhad is a leading Malaysian education solutions company that provides quality educational materials to students and educators. Established in 1985, Sasbadi has evolved from being mainly an educational print publisher to a provider of diverse education solutions. Their extensive library of educational materials includes textbooks, workbooks, digital resources, and other materials designed to help students learn and grow. In addition to publishing, Sasbadi offers various educational services, including teacher training and development, educational consultancy, and e-learning solutions. With a commitment to excellence and innovation, Sasbadi is dedicated to helping students achieve their fullest potential in a rapidly-evolving 21st century landscape. Sasbadi was successfully listed on the Main Market of Bursa Malaysia Securities Berhad on 23 July 2014.

BOOKR Kids is a multi-award-winning Edtech company that provides interactive learning tools for children. Their platform includes animated books, educational games, and other tools designed to engage and educate children. BOOKR Kids is committed to helping children learn and grow in a fun and interactive way.