



THE MARKET

Four years ago, Wall Street English started to tap into the China market in Beijing and Shanghai, and the company now has 12 learning centers with more than 33,000 registered students and 500 Chinese employees, including professional managers in the training industry. Many of the previous and present senior managers of famous English training institutions located in Beijing and Shanghai learned their craft at Wall Street English.

Wall Street English dominates its market despite a competitive environment. In Beijing, for example, there are about 15 English training institutions competing for the high-end market business, but Wall Street English is far ahead in terms of the number of registered students.

The company currently has about 33,000 students and nearly 100 expatriate teachers. Many students come from the biggest names in national and international private and public sectors, including the National Development and Reform Committee, Ministry of Commerce, Ministry of Education, Civil Aviation Bureau, CCB, China Life, COSCO Group, Motorola and Coca Cola.

ACHIEVEMENTS

Wall Street English obtained ISO9001:2000 certification in May 2004, a reflection of its excellent performance in the design, development,

implementation and quality control of curriculums. It is one of the few English-learning institutions in the world with this accreditation.

HISTORY

Established in Europe in 1972, Wall Street English operates more than 400 learning centres in 25 countries and has trained more than a million people. As a professional English training institution serving individuals, government agencies, corporations and schools, Wall Street English



The programmes offered by Wall Street English comprise 'Introduction to English' (two levels), 'English on-Line' (17 levels) and 'Business English on-Line' (six levels), which all include interactive multimedia, small classes given by native English-speaking teachers, a social activity club hosted by foreign teachers, English corner with debates and discussions, English movies and a global virtual community. Students have the flexibility to arrange personalized study times and programs, and can choose between classes at the learning centre or in their offices or homes. Experienced expatriate teachers conduct face-to-face English courses

and communication practice. Students have bilingual personal study advisors – available on-site or by telephone – who help design their study plans and follow up their implementation. The Wall Street English virtual community and club serve as effective channels for students to get to know and learn from each other through a large variety of activities.

Wall Street English achieves excellence via the following practices:

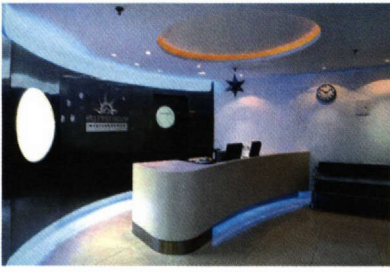
- Small classes hosted by foreign teachers
- Learner-centered education
- First-class study environment
- Use of the proprietary technology – Wall Street English has developed its own English learning software, the result of a five-year effort by more than 20 experts in English training, linguistics, psychology and computer programming. While learning English in traditional ways is difficult for most students, the Wall Street English programme makes learning English easy, fun and exciting – as a vast number of satisfied customers confirm.



THE PRODUCT

Wall Street English is famous for its unique multi-method programme, which is distinguished in the following six principal ways:

- Tailor made learning schedule
- Native-speaking teachers trained to the highest standards
- Flexible scheduling
- Bilingual personal study advisors
- Social club and English corner providing students with a 100% English-speaking environment
- Virtual community connecting students to their fellows around the world through Wall Street English's global network



RECENT DEVELOPMENTS

Entering a new era full of challenges, Wall Street English keeps in mind its historical mission to help trainees seek better career opportunities and thus improve their lives and the lives of their families, and ultimately boost development of the economy and society as a whole.

Wall Street English has developed and implemented many China-specific learning tools in line with the cultural background, psychological conditions and study habits of Chinese students, such as bilingual study advisors, Introduction to English for entry-level students and frequent 'English Corners'.

PROMOTION

Since the establishment of the first learning centre in May 2000, Wall Street English has actively participated in each step of China's national economic and social drive, in particular by contributing to the learning of English by Chinese government officials and corporate personnel, especially in Beijing and Shanghai.

In December 2000, Wall Street English donated RMB10 million worth of English courses, to be provided over a seven-year period) to the Beijing Municipal Council to demonstrate its support for Beijing's 2008 Olympics Games bid. Since then, 30 senior government officials and another 160 officials from all levels of government and

industry have attended English courses offered by Wall Street English.

In December 2001, Mr Li Lanqing, former vice-premier of the State Council, personally contacted Wall Street English and, entrusted by the Ministry of Education, the latter agreed to provide a one-year English training programme for eight vice-ministers selected from eight national government ministries. This is the first time that the central government of the PRC has invited a foreign-owned training institution to provide English trainings for senior officials. The huge successes achieved within 12 months led to a two-year extension of the programme.

Further, Wall Street English accepted an invitation from government agencies to install multimedia English learning systems for several senior government officials (including two vice-premiers and one member of the State Council)

to facilitate their English studies as part of their busy schedules.

In May 2000, Wall Street English donated RMB 8 million worth of English courses to participate in the New Century English Learning Program of the Shanghai Municipal Council and support Shanghai's bid for the World Expo. It is estimated that 240 senior Shanghai municipal officials will attend the English study programmes offered by Wall Street English over the next eight years.

BRAND VALUES

Many citizens of Beijing and Shanghai now regard studying English at Wall Street English not only as a career need but as a kind of lifestyle. As indicated by a report in a 2003 issue of *Vogue*, studying at Wall Street English is as fashionable today as going to a gym or drinking at Starbucks.

Demand for English language education in the PRC surged after China's entry into the World Trade Organization, and again after Beijing's success in winning its bid to stage the Olympic Games in 2008. But the success of Wall Street English is also largely attributable to its perseverance, diligence, professional service, experience and management capabilities.

Wall Street English respects its competitors and is able to assess them objectively. Mr Luigi T. Peccenini, founder of Wall Street English, explained this philosophy as: "We owe our success to three decades of experience, learning from mistakes, and non-stop self-improvement. Besides this, we are service-minded, customer-oriented and passionate about and devoted to the cause of English education."



THINGS YOU DIDN'T KNOW ABOUT WALL STREET ENGLISH

- Mr Luigi T Peccenini, founder of Wall Street English, influences every member of his corporate family through his four decades of experience, positive attitude to life, philosophy and perseverance
- Mr David Kedwards, from England, succeeded Mr Peccenini as chief executive officer of the PRC operations in 2001
- Mr Peccenini's stories of corporate and personal success have been collected in a book, *A Journey with the Wise*, published in the US by Mentors in May 2002