SJW INTERNATIONAL
COMPANY PROFILE
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01 About Us

Go beyond entry level with SIWON SCHOOL
Overview

SJW INTERNATIONAL, Inc.

Brand
SIWONSCHOOL

Foundation
NOV. 10, 2006

Services
Online Education,
Publications,
Sale of Language-Learning Devices,
Development of Education Materials

Location
Yeongdeungpo-gu, Gukhoe-daero
74-gil 12 Namjoong Building
07238 Seoul
Republic of Korea

Abe Yang
CEO/CCO/CISO
Chief Executive Officer
Chief Customer Officer
Chief Information Security Officer

Kyu Bong Choi
Director of Sales

An Hyo Jin
Chief Financial Officer
Greetings

With an open mind, SIWONSCHOOL strives to form a partnership with you, to help both of us to maximize positive synergies.

As we have pioneered a new market for basic English education, we wish to actively communicate with the world and create better value together.

Sean Lee
Vision

Global No.1 · SJW INTERNATIONAL

We are transitioning from being simply a foreign-language service provider to becoming the world’s leading Media & Content Hub for foreign language education. We are a community where customers can enjoy the best language-learning services with high-quality contents distributed via our optimum platform.
Received ‘National Brand Award’ in the field of English education for five consecutive years!(2015 ~ 2019)
Ranked No.1 for the English education brand with the highest customer loyalty (by Korea Consumer Forum, 2018.04)
Ranked No.1 for company reputation among English-education brands in Korea (by Korea Reputation Center, 2017.02)
Ranked No.1 in sales rank in English Education category in Apple App Store (2016.02)
Ranked No.1 for the most visited site in the English education sector by Rankey.com (2015.07 ~ 2016.03)
Ranked No.1 in single-deal sales rank in WeMakePrice (Social Commerce Site in Korea) with SIWON SCHOOL’s All-in-One Package (2015, KRW 9.7 billion = USD 83.7 million)
SIWONSCOOL constantly endeavors to maximize the effectiveness of learning languages for our customers.

To enhance the effectiveness of learning, we have a variety of projects with excellent partners.

We have had a great number of corporate partners, and individual customers have benefited from our combined services.

This is why we constantly open ourselves up to a bigger world.
About Our Services
SIWON SCHOOL Basic English

The one and only solution for Basic English Learners

**SIWON SCHOOL Basic English**

**Ranked No.1** for the longest period in the Basic English section on Rankey.com

**Sales No.1** in Education sections on all social commerce sites

- Contents based on effective and exciting learning materials
- Two weeks for English beginners to speak in English
- Teaching methods acclaimed by CEOs, celebrities and sports stars
- Reliable curriculum verified through the tvN television program My English Puberty, which aired nationwide for two years

www.siwonschool.com
SIWON SCHOOL set a new trend in the education market by coming up with a combination of innovative video lessons and the use of tablet PCs.

**FamilyTAB Premium**
From children to parents and grandparents, English learning materials for the whole family.

**Chinese**
Including the whole series of Basic Chinese videos.

**Japanese**
Including a total of 559 videos from Basic Japanese to Japanese Travel Phrases.
SIWONSCHOOL Basic English

RealTraining

Learning Real English from Native English Speakers

English learning program based on five learning modes with real interview video clips from native English speakers! 1,500 video clips help train your English speaking skills.

Learn Real American Speaking

SIWONSCHOOL Max

An all-in-one solution to your listening and speaking!
Repeat the sentences that you hear while watching 1,600 YouTube videos to improve your English pronunciation and listening skills. You will listen to the speech of more than 2,000 native English speakers, which helps you adjust to various accents and speech rates.
SIWONSCHOOL LAB: Test English

TOEIC Online Lecture
1st

Grand prize winner for young learners’ Credible TOEIC online lecture brand selected by The Herald in 2017

Consumers’ Best Brand
1st

‘The Best Brand Award’ selected by consumers in the foreign language sector (Forbes Korea, 2018)

Hottest Brand
1st

Surveyed the opinions of Dong-Eui University students on May 31, 2018 (51% of Respondents)

SIWONSCHOOL LAB removes all exam obstacles between you and your dreams!

Over 20 years of research! Innovative English institute, SIWON SCHOOL LANGUAGE LAB

Million-seller TOEIC Book Writers

Perfect TOEIC scores over 100 times Professional TOEIC Faculty

Accumulated for the last 10 years from every English Test: Big Data
SIWONSCHOOL LAB: Test English

TOEIC & TEPS
For university admission and graduation eligibility as well as job applications

No.1 TOEIC Online Lecture
selected by young learners
- Fast-growing popularity among consumers in TOEIC
- Based on a thorough analysis of the last 10-year tests
- Without wasting time, obtain your target score by studying the TOEIC essence extracted from our exclusive big data

Emerging Leader in TEPS
New TEPS perfectly reflected
- Thoroughly analyzes and reflects revised New TEPS
- Provides only the contents of the actual New TEPS tests
- Narrows down the scope of learning by providing contents based on the latest tests

TOEIC SPEAKING & OPIc
For proof of English-speaking proficiency

Star-studded Team
of speaking masters
- The person who introduced OPIc to Korea plus
- The best TOEIC Speaking teachers in their own fields
- Provides comprehensive knowledge of how to improve your speaking scores and pronunciation

Target Level within 2 Weeks
for even English beginners!
- Tons of testimonials from our subscribers who achieved their goal within 2 weeks!
- Anyone, including English beginners, can achieve his or her target level in a short period of time by studying all the key phrases and answers in our curriculum
IELTS
For studying overseas & immigration

Make IELTS Studying Easy!
No longer difficult or daunting
• Designed to be a down-to-earth resource for all IELTS beginners to achieve their target band scores to help them study abroad or immigrate

British Council & Cambridge University
• SIWONSCHOOL LAB, the official IELTS registration center offers online lectures based on IELTS materials from Cambridge University, the developer of the IELTS test.
• Also has the partnership with the British Council, the administrator of the IELTS test

G-TELP
For applications for public & military sector positions

G-TELP No. 1
Bestsellers online
• No. 1 bestseller in G-TELP since its publication
• You can achieve your target score in next to no time.
• All contents are based on a thorough analysis of G-TELP tests

Official Partnership with G-TELP KOREA
• Provides authentic contents from G-TELP Korea, who administers the test
• Helps students achieve their target scores in a short period of time by taking online classes presented by certified teachers
SIWONSCHOOL
Japanese & Asian Languages

SIWONSCHOOL Japanese
http://japan.siwonschool.com

Students’ Pick! No.1
Japanese Language Course
Ranked No.1 in Japanese education (Rankey.com)
Ranked No.1 bestseller in Japanese education (YES 24)
SIWONSCHOOL has been dedicated to Japanese education for basic learners and SIWONSCHOOL Japanese is leading the market in Korea.

Easy and Practical
SIWONSCHOOL Japanese
Learning Japanese is easy in the beginning but becomes harder over time. Why? That’s because you lack the basics of the language. SIWONSCHOOL Japanese offers an easy and fun learning experience to help students reach their desired level one step at a time!

SIWONSCHOOL Chinese
http://china.siwonschool.com

Easily and Naturally
speak Chinese!
Learn Chinese like a child. Reading Chinese letters becomes easy and natural once you know how to speak it. Practice Chinese for 30 minutes a day with SIWONSCHOOL and you’ll find yourself speaking Chinese naturally.

Start with the Basics
and then Chinese becomes easy.
Four different intonations, tricky pronunciation and complex Chinese characters are the major factors of why a lot of people give up on learning Chinese. SIWONSCHOOL Chinese is a course designed for super basic learners who have to start with the basic principles.
<table>
<thead>
<tr>
<th>SIWONSCHOOL</th>
<th>Vietnamese</th>
<th>Indonesian</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Easily and Naturally</strong></td>
<td>speak Vietnamese!</td>
<td>Knowing a language that everyone speaks is not an eye-catching strength. Now Indonesian can become your new, unique qualification.</td>
</tr>
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<td>You will be able to speak Vietnamese by listening to and repeating the select sentences from SIWONSCHOOL Vietnamese for only 25 minutes a day. With SIWONSCHOOL Vietnamese, you’ll learn not only about the language, but also about Vietnamese food, lifestyles, tourist attractions, and current events.</td>
<td>Practical and Useful</td>
</tr>
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<td></td>
<td>Our highly qualified teachers offer the best language programs that have proved effective among large conglomerates such as Samsung, CJ and Woori Bank. SIWONSCHOOL Vietnamese offers you unparalleled lectures.</td>
<td>SIWONSCHOOL Indonesian</td>
</tr>
<tr>
<td></td>
<td>Learn Indonesian! Not many non-Indonesians learn it, but Indonesian is very easy to learn through SIWONSCHOOL’s effective teaching methods.</td>
<td></td>
</tr>
</tbody>
</table>
SIWONSCHOOL
Japanese & Asian Languages

SIWONSCHOOL
Thai

http://thai.siwonschool.com

Easy to Learn
You just need to know your mother tongue
Instead of giving up on learning Thai due to its complex alphabet, you can focus on just learning how to speak Thai.

For Absolute Beginners
Who don’t know anything about Thai
Learn the most useful vocabulary words and expressions, plus all about exciting Thai culture!
SIWONSCHOOL Spanish

You’ve waited a long time for it!
Is Spanish difficult to learn? SIWONSCHOOL Spanish is an easy and fun way to learn.
Yessi, our highly qualified teacher, will help you build up a phonetic foundation in Spanish and escort you to the level you desire.

No.1 Spanish Program
Students’ pick!
From basic level to advanced level as well as DELE, you can enjoy our systematic curriculum. Bona, an author and a teacher of DELE courses, and Natalia, a current DELE proctor and a veteran teacher, help you start and finish learning Spanish so that your dream to master Spanish will come true here at SIWONSCHOOL Spanish.

SIWONSCHOOL French

Super-intensive Course
For French speaking
SIWONSCHOOL Basic French teaches ‘essentials’. No more complex books and lectures!
We offer you a super-intensive course for French. With SIWONSCHOOL French, you are able to speak French without struggling to learn difficult grammar.

Innovative DELF Lecture
Boasting the most accurate test materials!
Prepare for DELF by using the latest trends and materials released by current DELF proctors and raters.
Join our DELF course, which boasts a great level of student satisfaction.
SIWONSCHOOL German

http://germany.siwonschool.com

Basic German for all
Easy and fun!
SIWONSCHOOL German breaks stereotypes like “German grammar is difficult and hard to learn” and helps you enjoy learning German. With SIWONSCHOOL German, you can experience the miracle of speaking like ‘REAL’ Germans.

Goethe-Zertifikat Course
Reflecting the latest trends
You can study with our quality lectures and books for the Goethe-Zertifikat, an examination of the German language that is approved around the world and essential to visiting Germany. We help you to pass the exam fast via our massed learning approach.

SIWONSCHOOL Russian

http://russia.siwonschool.com

Easy Russian
you just need to know your mother tongue
The one-and-only Russian class starting with easy sentences without difficult grammar! Teachers with over 10 years’ experience and our wonderful learning methods for beginners will help you speak Russian easily and quickly.

Learn Without Stress
Every day 25 minutes
You don’t need to spend substantial time studying Russian. While commuting to school or work, you can watch our lectures and develop your language skills. A short time every day changes you.
SIWONSCHOOL European Languages

SIWONSCHOOL Italian
http://italy.siwonschool.com

Fast Track
to learn Italian, the language of art
Italy, the country of art, music, fashion, cuisine, and architecture!
You can easily learn Italian through SIWONSCHOOL pedagogy.

Exciting lectures by Teacher Silvia, the hero of beginners, make you naturally speak Italian.

20 minutes every day from conversation to grammar!
Now study with SIWONSCHOOL Italian!

SIWONSCHOOL Arabic
http://arabic.siwonschool.com

Now learn Arabic
at SIWONSCHOOL
20% of the world’s population uses Arabic (the 4th most spoken language in the world)
Many companies look for Arabic speakers.

SIWONSCHOOL works with a prestigious teacher for the national academic aptitude test, Han Shin Sill, who teaches the seemingly difficult Arabic language in an interesting way.

After finishing our Basic 1, 2, and 3 curriculum levels, you are able to speak with members of the Arab community and travel throughout the Arab world.

Your new challenge, Arabic!
Now learn Arabic with SIWONSCHOOL!
SIWONSCHOOL Publishing

**English Language Books**

- My English Puberty series
  - No.1 bestseller overall (including the Language Education section), selling over 120,000 books

- SIWONSCHOOL Basic English
  - Over 500,000 books sold, making it a longstanding bestseller in the basic English section

- SIWONSCHOOL Speaking series
  - Fundamental contents and textbooks for SIWONSCHOOL basic English lectures

**Foreign Language Books**

- Siz’s Japanese Grammar Note
  - No.1 bestseller at YES 24

- 301 Essential Chinese Phrases
  - Bestselling Chinese speaking book at YES 24

- GO Self-study First Step series
  - Longstanding bestseller for entry-level field
  - ‘GO Self-study French First Step’, No.1 bestseller in French section
  - ‘GO Self-study German First Step’, No.1 bestseller in German section

**Test English Books**

- VicTOEIC series
  - Bestseller at YES 24

- VicTOS
  - Bestseller in TOEIC Speaking at YES 24

- VicOPic
  - Bestseller in OPIc at YES 24

- VicG-TELP
  - No.1 Bestseller in G-TELP at Kyobo Book Centre and YES 24

SIWONSCHOOL offers high-quality contents and optimized foreign language services which is responsible for producing and publishing basic English books that represent SIWONSCHOOL’s know-hows and text books for online lessons.
About Our Activities
Marketing

Various Promotions
On & Off-line
Corporate Social Responsibility

The achievements of SIWONSCHOOL have been made possible thanks to consistent support from you. Under the banner of ‘Covering Others’, we are actively involved in corporate social responsibility activities to reach out to people in need.

SIWONSCHOOL, alongside various organizations, supports the disadvantaged in our society. 

As a leading company in foreign language education, we will do our best to uphold corporate social responsibility.
Awards

● **2019**
  - Received ‘National Brand Award’ in the field of English education for five consecutive years!
  - Received ‘The Best Brand Award’ selected by consumers for three consecutive years!
  - 1.7 million, the most subscribers among basic English websites in Korea!

### Major Awards

- **2017**
  - ‘National Brand Award’ in English education for three consecutive years
    (Korea JoongAng Daily)
  - ‘Best in Foreign Language Education’ (The Herald Economy)
  - ‘Best Brand of the Year’ in English speaking education for three consecutive years
    (Korea Consumer Forum)

- **2016**
  - ‘National Brand Award’ in English education
    Selected as one of Korea’s ‘100 Best Companies to Work For’
  - Selected as one of the ‘Best Workplaces for Women’ in Korea

- **2015**
  - ‘National Brand Award’ in English education

- **2014**
  - Awarded as an ‘Exemplary Taxpayer’ (The National Tax Service)

- **2013**
  - Grand Prize for Customer Happiness Management (The Dong-A Ilbo)

- **2012**
  - Korea Innovative CEO & Brand Award (NEWS People)
  - Grand Prize in English education (The Korea Times)

- **2010**
  - Book, Basic English Grammar, ranked No.1 among the bestsellers
    (Kyobo Book Centre)

- **2009**
  - ‘National Brand Award’ in English education for three consecutive years
    (Korea JoongAng Daily)
  - ‘Best Brand of the Year’ in English speaking education for three consecutive years
    (Korea Consumer Forum)
  - No.1, the Brand of Customer Loyalty in English speaking education
    (Korea Consumer Forum)

- **2008**
  - Selected as one of Korea’s ‘100 Best Companies to Work For’
  - Selected as one of the ‘Best Workplaces for Women’ in Korea

- **2007**
  - Grand Prize for Customer Happiness Management (The Dong-A Ilbo)

- **2006**
  - Awarded as an ‘Exemplary Taxpayer’ (The National Tax Service)

- **2005**
  - Korea Innovative CEO & Brand Award (NEWS People)

- **2004**
  - Grand Prize in English education (The Korea Times)

- **2003**
  - Book, Basic English Grammar, ranked No.1 among the bestsellers
    (Kyobo Book Centre)

- **2002**
  - ‘National Brand Award’ in English education for three consecutive years
    (Korea JoongAng Daily)

- **2001**
  - ‘Best in Foreign Language Education’ (The Herald Economy)

- **2000**
  - ‘Best Brand of the Year’ in English speaking education for three consecutive years
    (Korea Consumer Forum)

- **1999**
  - No.1, the Brand of Customer Loyalty in English speaking education
    (Korea Consumer Forum)

- **1998**
  - Selected as one of Korea’s ‘100 Best Companies to Work For’
  - Selected as one of the ‘Best Workplaces for Women’ in Korea

- **1997**
  - Grand Prize for Customer Happiness Management (The Dong-A Ilbo)

- **1996**
  - Awarded as an ‘Exemplary Taxpayer’ (The National Tax Service)

- **1995**
  - Korea Innovative CEO & Brand Award (NEWS People)

- **1994**
  - Grand Prize in English education (The Korea Times)

- **1993**
  - Book, Basic English Grammar, ranked No.1 among the bestsellers
    (Kyobo Book Centre)

- **1992**
  - ‘National Brand Award’ in English education for three consecutive years
    (Korea JoongAng Daily)

- **1991**
  - ‘Best in Foreign Language Education’ (The Herald Economy)

- **1990**
  - ‘Best Brand of the Year’ in English speaking education for three consecutive years
    (Korea Consumer Forum)
<table>
<thead>
<tr>
<th>Service &amp; Business Questions</th>
<th>Email</th>
<th>Phone</th>
</tr>
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<tbody>
<tr>
<td>Customer Service Center</td>
<td><a href="mailto:siwoncs@siwonschool.com">siwoncs@siwonschool.com</a></td>
<td>02-6409-0878</td>
</tr>
<tr>
<td>Corporate Education (Request for Lecturers)</td>
<td><a href="mailto:b2b@siwonschool.com">b2b@siwonschool.com</a></td>
<td>02-2014-8252</td>
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<tr>
<td>Marketing Partnership Proposal</td>
<td><a href="mailto:marketer@siwonschool.com">marketer@siwonschool.com</a></td>
<td></td>
</tr>
</tbody>
</table>
Your Growth is Our Top Priority