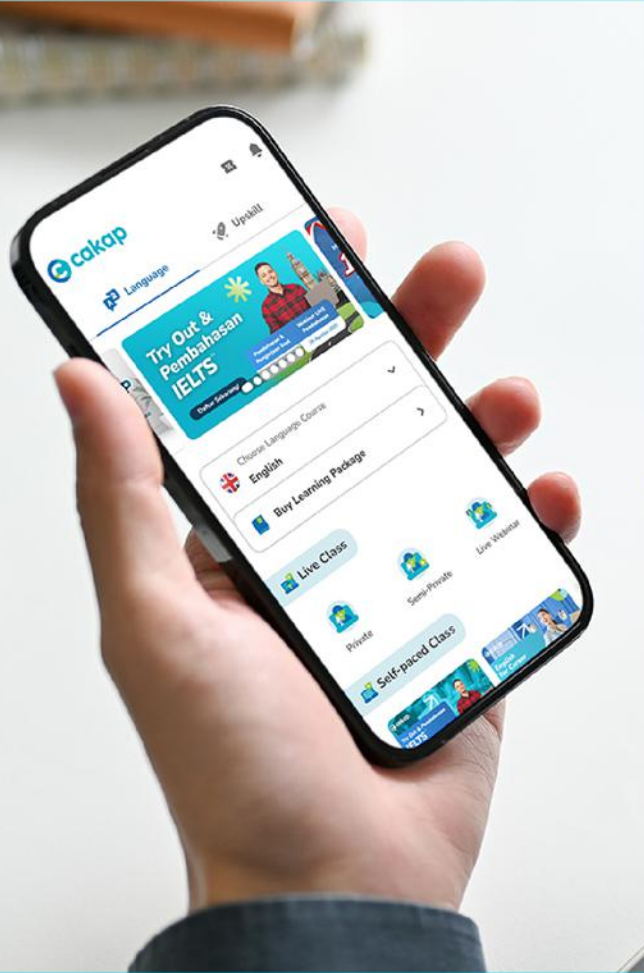
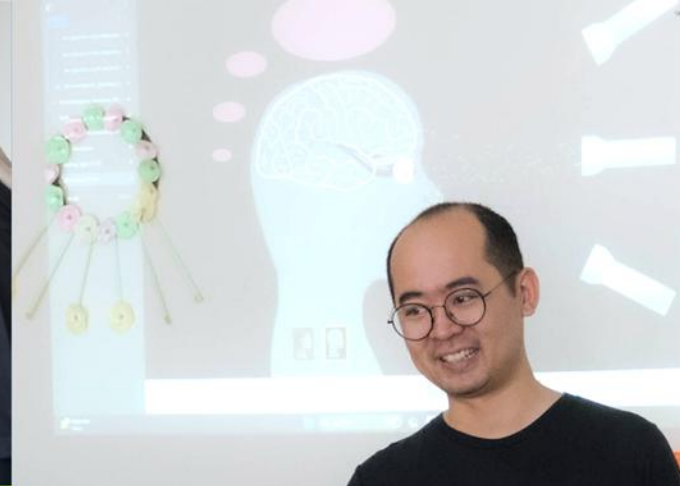




Impact Report 2024

From Today's Impact
to Tomorrow's Sustainability

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FOREWORD

Letter From Management

Programs & Initiatives

At Cakap, we remain steadfast in our commitment to lifelong learning and accessible education. Education serves as the foundation for personal and professional advancement, and we continuously strive to deliver high-quality learning opportunities to a broad spectrum of learners. Through our comprehensive programs, we empower individuals with future-ready skills, bridging gaps in education and employment to foster sustainable growth.

In 2024, we achieved significant milestones, expanding our reach across Indonesia and beyond. Our upskilling initiatives have provided professionals with industry relevant expertise, while our strategic partnerships have reinforced our mission to transform lives through education. The impact of our programs is evident in the success of learners who have unlocked new career opportunities, enhanced their competencies, and made meaningful contributions to their respective industries.

Building a Sustainable Future Through Innovation

As we look ahead, we recognize that sustainability, innovation, and the integration of cutting-edge AI technologies are essential drivers of long-term progress. At Cakap, we are committed to empowering learners with the skills needed to succeed in rapidly evolving industries. Cakap keeps evolving its approach by combining forward-thinking educational methodologies, adaptive curricula, AI-powered personalization, intelligent test assessments, and data-driven mentorship to create transformative learning experiences. Through the **Cakap Skill Passport**, learners can present verified competencies to prospective employers, bridging the gap between education and meaningful employment. By harnessing AI for real-time feedback, skill-gap analysis, intelligent content recommendations, and adaptive testing, we ensure our learning ecosystem remains dynamic, inclusive, and impactful; equipping every learner to thrive in an increasingly digital and interconnected world.

Beyond education, our commitment to sustainability aligns with global efforts to foster economic and social advancement. Through our skill development programs, we empower individuals with the knowledge and expertise required to adapt to shifting job markets, thereby cultivating a resilient workforce capable of contributing to lasting societal progress.

Strengthening Collaboration for Lasting Change

Our achievements are made possible through the invaluable support of our students, educators, partners, and stakeholders. Your trust and collaboration have played a pivotal role in shaping Cakap into a leading force in education. Together, we have cultivated an environment where learning is not merely a process but a transformative experience that empowers individuals and strengthens communities.

As we continue our journey of driving educational impact, we extend an open invitation to all stakeholders to join us in shaping the future of learning. By fostering collaboration, we can build a more inclusive, innovative, and sustainable educational landscape—one that equips future generations with the skills and knowledge to thrive in an ever-changing world.

We extend our deepest gratitude to everyone who has been part of this journey. Let us continue working together to break barriers, create opportunities, and redefine the future of education.



Tomy Yunus
CEO and
Co-Founder, Cakap



Yohan Limerta
CTO and
Co-Founder, Cakap

Letter from Investor



Prasetya Dwidharma is driven by the conviction that digital transformation and technological innovation are paramount to unlocking a nation's full potential. Cakap's unwavering dedication to democratizing access to quality education through innovative digital platforms resonates deeply with our core values. This shared vision has been evident in Cakap's business throughout 2024.

This Impact Report not only showcases the tangible outcomes of this shared vision in 2024 but also powerfully demonstrates Cakap's consistent discipline and commitment to creating sustainable impact over the years. We recognize that empowering individuals with essential skills, particularly in the digital realm, is fundamental to building a resilient and competitive future workforce. We are proud to see Cakap's profound impact in elevating lives and contributing to Indonesia's sustainable advancement.

Arya Setiadharma
CEO of Prasetya Dwidharma and
Cakap Board of Commissioners



At Heritas Capital, we believe that education is the cornerstone of inclusive development and social mobility. Our investment philosophy is rooted in supporting mission-driven enterprises that create measurable, lasting impact from underserved communities to scalable solutions to drive broader systemic change. Cakap exemplifies this commitment through its innovative, scalable approach to education across Indonesia. In 2024, we witnessed Cakap's deepened reach into remote regions, its dedication to upskilling underserved learners, and its increasing integration of sustainability into its educational programs.

Through strategic use of technology and a human-centered approach, Cakap continues to bridge education and employability gaps key pillars of socioeconomic progress. We are proud to partner with Cakap in its journey to democratize access to quality learning. The stories of transformed lives in this report affirm the power of education to uplift individuals and communities. We look forward to continuing our shared mission of empowering the next generation with the skills and opportunities needed to thrive in an ever-evolving world.

May Liew
CEO & Executive Director of Heritas Capital



ABOUT THIS REPORT

This report provides an overview of Cakap's business and its sustainability performance. This report covers various initiatives Cakap has implemented as well as its sustainability. It also exhibits our commitment in giving meaningful contributions for Indonesia through breaking down barriers to accessing quality education.



Reporting Standard

The Cakap impact report aligns its initiatives and business activities with several Sustainable Development Goals (SDGs), meticulously measuring the efficacy of each program through the utilization of the United Nations Development Programme's (UNDP) Impact Measurement Management (IMM) framework. As such, the report is structured upon these SDGs and IMM as foundational benchmarks, supplemented by references to the Global Reporting Initiative (GRI). Cakap's focus lies on attaining objectives outlined in SDGs 4 (Quality Education), 5 (Gender Equality), 8 (Decent Work and Economic Growth), and 10 (Reducing Inequality).

To effectively gauge and evaluate the success of Cakap's impact and sustainability endeavors, this report adheres to the UNDP Impact Measurement Management framework, utilizing the Impact Thesis as a cornerstone for delineating the intended impact Cakap seeks to achieve, while employing the Impact Value Chain to delineate the trajectory of impact from Cakap's initiatives through to the resultant outcomes.

The delivery of this report adheres to the writing standards outlined by the Global Reporting Initiative (GRI). Widely acknowledged as the gold standard for sustainability and impact reporting, the GRI framework offers a comprehensive and strategic approach that engages stakeholders, mitigates risks, and facilitates continuous improvement. By adhering to these standards, we endeavor to provide stakeholders with transparency, consistency, and accountability. Thus, this report strives to furnish stakeholders with transparent, consistent, and reliable information by adopting the GRI standards.

Report Scope and Boundaries [GRI 2-2]

The Cakap Impact Report provides a comprehensive overview of the diverse array of initiatives falling under the purview of the Cakap Business Pillars, namely Cakap Language, Cakap Upskill, and Cakap Business. Stakeholders encompassed within each business pillar comprise educators, students, corporate entities, partners, media affiliates, Cakap squads, Cakap Management, and investors, all of whom are prominently featured within the report. Throughout the reporting period, Cakap has undertaken a series of extensive deliberations involving pertinent stakeholders at the managerial level.

This procedural approach commences with the delineation of Cakap's overarching corporate mission, subsequently translated into strategic initiatives within each Business Pillar. These initiatives are then further operationalized into activities meticulously crafted to engage an array of stakeholders, ensuring seamless alignment with Cakap's mission and impact objectives. The sequence of initiatives is methodically organized in the form of an Impact Value Chain, serving as the foundational framework through which Cakap orchestrates processes and initiatives to achieve the intended impact.

Consequently, the data and information encapsulated within this report are delimited to the ambit of Cakap's Impact Value Chain, thereby providing a focused perspective on the organization's efforts and outcomes therein.

Reporting Period [GRI 2-3]

This report encompasses comprehensive data and information spanning the period from January 2024 to December 2024. Additionally, pertinent information from preceding years has been incorporated herein, encompassing cumulative data calculated from 2019 to 2024, along with supplementary data to enrich the reporting context. The data collection process through research was conducted diligently during the timeframe of December 2024 to January 2025.

It is imperative to note that Cakap remains steadfast in its commitment to publishing this Impact report on an annual basis, thereby ensuring transparency and accountability in its operations and impact assessment endeavors.

Report Validity and Credibility [GRI 2-5]

Cakap is committed to ensuring the validity and credibility of the data and information presented in this report. To achieve this, we integrated internal company data with both primary and secondary research, employing a structured and systematic combination of quantitative and qualitative methodologies.

The quantitative approach was conducted through an online survey targeting relevant students from our programs. The survey was designed with a margin of error of $\pm 12\%$ and a confidence level of 90%, ensuring a statistically acceptable level of representation and reliability within a defined tolerance. While not intended for national generalization, these parameters are appropriate for exploratory program assessments and are supported by qualitative insights to enhance validity¹. The survey instrument was developed based on a framework of indicators aligned with our program objectives. Internal validation measures were implemented to ensure data accuracy and to filter out incomplete or biased responses.

To complement and enrich the findings from the quantitative data, a qualitative approach was employed through In-Depth Interviews (IDIs). The IDIs were conducted using the saturation method, whereby data collection continued until no new insights emerged from additional respondents. This approach ensured a comprehensive understanding of the range of perspectives relevant to the research topics.

The entire research process was led by a lead researcher, supported by a team of analysts. The research team conducted independent validations to ensure adherence to ethical standards and methodological rigor. The final results represent the outcome of a triangulated research approach, combining quantitative survey findings, qualitative insights from interviews, and secondary data sourced from Cakap's internal databases. This comprehensive methodology ensures that the insights presented in this report are robust, reliable, and aligned with our core research objectives.

¹ Bamberger, M., Rugh, J., & Mabry, L. (2012). *RealWorld evaluation: Working under budget, time, data, and political constraints* (2nd ed.). SAGE Publications.
Gertler, P. J., Martinez, S., Premand, P., Rawlings, L. B., & Vermeersch, C. M. J. (2016). *Impact evaluation in practice* (2nd ed.). The World Bank. <https://doi.org/10.1596/978-1-4648-0779-4>

ABOUT CAKAP

Key Highlights

Vision, Mission, & Goal

Cakap Journey

Lifetime Recognition & Award

Learning Format

Cakap Pillars & Solutions



Cakap Impact Report 2024



About Cakap

Key Highlights

2024 in Numbers



Our Learners

Cakap students form a diverse global community, reflecting our commitment to accessible and inclusive learning across regions.

6,000,000+

Total students

The cumulative count of students who have engaged with and gained knowledge through Cakap.



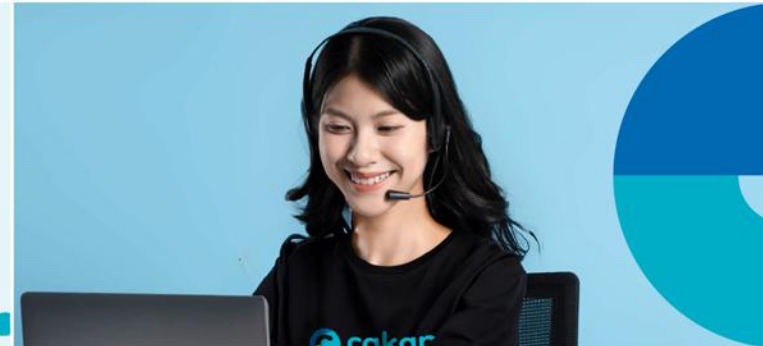
98/98

Cities

38

Provinces

The distribution of Cakap students based on the number of cities and provinces in Indonesia.



Our Educators

Our dedicated and diverse educators bring expertise and experience, fostering a dynamic, inclusive community that empowers learners to succeed.

2,900+

Engaged educators

The cumulative count of students who have engaged with and gained knowledge through Cakap.



10

Country source of the teacher

The distribution of Cakap teachers across several countries.



85%

Indonesian educators

This figure reflects a strong representation of local talent, highlighting Cakap's commitment to empowering Indonesian educators.



58:42

Gender (female : male)

Women often face career setbacks due to family responsibilities. Cakap empowers them to teach again through an online platform with curriculum and tech support.



4.98/5.00

Teacher quality

Assessment of the quality of Cakap teachers based on the learning experiences of Cakap students.



Our Materials/Modules

Thousands of modules enrich the learning experience, offering extensive resources for a holistic education.

1,600+

Courses (language + vocational)

The number of course materials, encompassing both language and vocational content.



24,000+

Modules

Number of learning modules accessed by Cakap students.



Our Impact

Cakap has become a cornerstone for those seeking quality education. This amalgamation of statistics underscores Cakap's commitment to making a lasting and positive impact on the educational landscape.

2,000+

Collaboration partners & clients

Collaborative partners and clients who have entrusted Cakap to provide upskilling training.



4.70

App rating

The Cakap app rating based on user satisfaction with the performance of the application.



The data presented in this section reflects cumulative figures from previous years and may include outcomes and metrics accumulated over multiple reporting periods.



Vision, Mission, & Goal

Vision

Unleash the true potential of Indonesian talent by providing transformative upskilling and career-enhancement solutions.

Mission

Elevate people's lives by providing high-quality upskilling courses and accredited certifications.

Goal

To be a trusted learning and self-development provider for passionate experts and learners by developing high-quality interactive courses and become a level-up hub with our certification.



We're Elevating People's Lives

JANUARY

Cakap Achieve ISO 27001:2022 & 9001:2015

The ISO certification sets standards for information security management. This is especially important for Cakap, a tech-based education company that delivers most of its learning products online or in a hybrid format.

Award Winning GES Awards

Cakap has been selected as one of the top 3 edtech companies representing the Global Edtech Asia Awards in London in January 2024.

FEBRUARY

Cakap Launch the New Branch of Cakap Kids Academy

Cakap has launched 5 new branches in several areas such as Daan Mogot, BSD, Grand Wisata, Gading Serpong, and Lampung.

Cakap x Microsoft 2024

Cakap collaborates with Microsoft Indonesia for the Skills for Jobs Indonesia program, aiming to provide free digital skills training that is easily accessible to the community.

Cakap x 4by4

Cakap elevates online education through collaboration with 4by4, a South Korean AI content platform.





MARCH

Cakap Founders Named Fortune Indonesia's 2024 40 Under 40

Tomy Yunus (CEO & Co-founder of Cakap) and Yohan Limerta (CTO & Co-founder of Cakap) are recognised as 40 dynamic young Indonesians who have significantly impacted various sectors from Fortune Indonesia.

APRIL

Cakap Kids Academy Berbagi

This program was held in collaboration with Yayasan Uswatun Hasanah to celebrate the holy month of Ramadan and welcome Eid al-Fitr.

MAY

Cakap Charity

This program was held at Dharmas Cancer Hospital to uplift children battling cancer and share English language knowledge with them.

JUNE

Cakap 5th Anniversary and Launch Impact Report 2023

Cakap marked its 5th anniversary by launching the 2023 Impact Report, which highlights efforts to break down barriers to quality education. Key figures, including Gita Wirjawan, Shinta Kamdani, and others, attended the event.

JULY

Cakap's Scholarship in Trenggalek

Cakap provides a total of 2000 scholarships to the Trenggalek District Industry and Labor Office collaborate with the local government of Trenggalek.

Cakap Covered by CNA News Taiwan

CNA News Taiwan reported on the innovations employed by Cakap to promote Mandarin education in Indonesia.

AUGUST

Cakap Collaborate with APPI

Cakap and the Indonesian Professional Footballers Association (APPI) collaborate to enhance footballers' language skills, giving them access to Cakap's quality educational programs for growth beyond the pitch.

Cakap Collaborate with Limitless

Cakap and Limitless collaborate to provide scholarships for female athletes who have careers in international clubs.

Cakap at Detikcom's #DemiIndonesiaSatu Event

Our Chief Operating Officer, Cecillia Ong, was part of the #DemiIndonesiaSatu event as one of the keynote speakers.



SEPTEMBER

Cakap Take Part in Ten Outstanding Young Persons (TOYP) Event by JCI

Our Chief Operating Officer, Cecillia Ong, Chief Growth Officer, Margarita Tan, and Head of Brandcomm became Cakap's representative at TOYP Event by Jakarta Chamber International (JCI).

OCTOBER

Cakap at Ideafest 2024

Our Chief Operating Officer, Cecillia Ong, became one of the speaker and raised gender equality issues.

Cakap Collaborate with UNDP

Cakap and the United Nations Development Programme (UNDP) launched a program to equip students with essential skills.



NOVEMBER

Cakap at DNA Leadership Summit 2024

Our Chief Growth Officer, Margarita Tan, became Cakap's representative as a keynote speaker to discuss innovation, leadership, and future-ready skills.

Cakap Collaborate with LLDIKTI IV

This collaboration aims to support the vision of Golden Indonesia 2045 and provide superior practical skills development in West Java and Banten.



DECEMBER

Cakap Collaborates with PFN Platform

This collaboration aims to effectively improve foreign language competency, skill development and professionalism in facing the current global challenges.

Cakap Collaborate with MDI Ventures

This collaboration took shape through the 'Digibiz Tourism: Bangkit Bersama Digital' program, designed to empower MSMEs in Banyuwangi.



Lifetime Recognition and Award



The First 2-Way Learning Application in Indonesia 2019



The recognition highlights Cakap as a potential unicorn in the near future.



1st Winner - NextDev Competition in Education Category 2017



Telkom University Bandung awarded Cakap as Top 4 Best Training and Development For New Hires 2023, at the Best Employer Awards 2023.



Representative of Indonesia to showcase Metacourse at Indonesia Pavillion, WEF, Davos 2022



Honored as the 3rd winner and selected it as one of the Southeast Asia edtech representatives in GESAward 2023



Forbes Asia 100 to Watch in Education & Recruitment Category 2022



Cakap achieves ISO 27001:2022 certification to safeguard and protect sensitive, personal, and vital data and information



G20 Digital Innovation Network in EdTech Sector 2022



Cakap achieves ISO 9001:2015 certification to management quality

Learning Format

Online Learning



Cakap Private

Interactivity : High (live class)
Teacher-Student Ratio : 1 on 1
Class Category : Language

A private class involves direct interaction between a teacher and a single student.



Cakap Semi-Private

Interactivity : Moderate-High (live class)
Teacher-Student Ratio : 1 on 3-5
Class Category : Language

A semi-private class involves interaction between a teacher and a small group of students.



Cakap Group

Interactivity : Moderate (live class)
Teacher-Student Ratio : 1 on 10-15
Class Category : Language

A group class involves instruction delivered to a larger number of students simultaneously which can enhance the learning experience in different ways.



Upskill Webinar

Interactivity : Moderate (live class)
Teacher-Student Ratio : 1 on 10-15
Class Category : Upskill, Cakap Teacher Academy

An Upskill Webinar delivers a single online session aimed at imparting specific skills or knowledge. These webinars attract a large audience due to their broad accessibility.

Blended Learning



Cakap Kids Academy

Interactivity : High
Teacher-Student Ratio : 1 on 3-5
Class Category : Language

Cakap Kids Academy offers a holistic approach to English and Mandarin learning for kids through a blended class format. The program addresses children's cognitive, motor, and sensory needs with a dynamic and interactive learning environment to set a solid foundation for children's language development and prepare them for future academic success.



Upskill Face-to-Face

Interactivity : Low-Moderate
Teacher-Student Ratio : Large
Class Category : Upskill

Upskill Face-to-Face class crafted a dynamic learning environment that combines traditional classroom instruction with online learning. This approach offers students a flexible and comprehensive educational experience tailored to those seeking practical skills and career readiness across various fields. By seamlessly integrating face-to-face interaction with the convenience of online resources.

Self-paced Learning



Upskill Self-paced

Interactivity : Low
Teacher-Student Ratio : Large
Class Category : Language, Cakap Teacher Academy

Upskill Self-paced courses are designed for individual learning, allowing learners to progress through the material at their own pace.



Upskill Video Collection

Interactivity : Low-Moderate
Teacher-Student Ratio : Large
Class Category : Upskill

Upskill Video Collection offers a curated collection of instructional videos aimed at skill development. Interactivity varies depending on the platform, but learners typically have the flexibility to engage with the content at their own pace.

Language Assessment



Online Based Test

Interactivity : Low
Teacher-Student Ratio : Large
Class Category : Cakap Standardized Test

The test is conducted through an online platform that can be accessed via computer with a stable internet connection. The platform is typically designed with an intuitive and responsive interface to facilitate student in answering questions.



Cakap Pillars and Solutions



Improving the Indonesian workforce through foreign languages in various learning methods.

Key Benefit

- Flexible scheduling system
- Multimedia materials
- Trackable learning progress
- Reputable certification
- Standardized test

Type of courses

- General proficiency
- Test preparation
- Certification
- Career development
- Specific purposes
- Casual learning

Available Courses



Educators

- Minimum B1 CEFR standard
- Across 50+ cities and 10+ countries
- 80% of Bachelor, Master, and Doctorate graduates



Improving the language skills of the next generation of Indonesians through online and blended learning.

Key Benefit

- Fun learning
- Engaging materials
- Academy support
- Graduation & certification

Learning Focus

- Blended Learning
- Holistic Learning
 - Cognitive development
 - Motoric development
 - Inculcating values

Course Type

Blended

9 locations across:

- Jakarta
- Tangerang
- Lampung
- Bekasi

English and sports classes available

Online

- Taught by various foreign & local teachers

- Courses available



Empower employees to increase productivity and set the company up for success through diverse language and technical skills training.

High Demand Courses

- Language for specific purposes
- Sales and leadership
- Service excellence
- Cakap Standardized Test (CEST)

Type of Offers

- Training partner
- Certification partner
- CSR partner

Trusted by more than 2,000 enterprise customers, institutional clients, and partners



Providing professionals with a platform to deepen their skills, improve their competencies, and find job opportunities. The platform allows job seekers to search and apply for openings, while employers can post listings under the Cakap Career Hub.

Type of courses

- Entry level courses
- In-depth learning paths leading to Nationally recognized certification (BNSP)
- Recognition of Prior Learning (RPL)



29,000+ applicants have been accessed by our corporate partners on the platform.

Key Features

- Job matching algorithm
- Course recommendation
- Easy application process
- Company dashboard

Employer partnered with Cakap



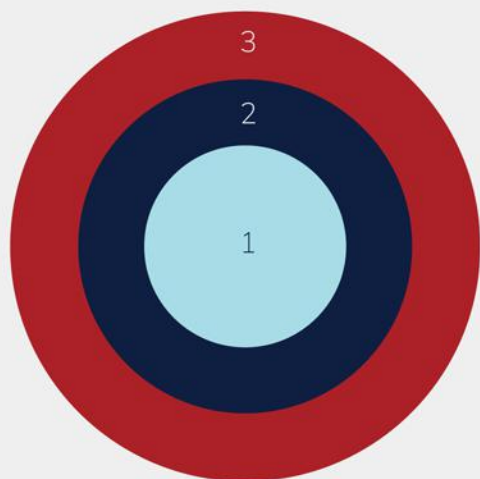
Cakap Untuk Bangsa: Empowering Communities through Education

Cakap Untuk Bangsa (Cakap for the Nation) represents our commitment to societal empowerment through education. More than just a program, it embodies Cakap's core values—providing individuals with practical skills for personal growth and community enrichment.

This initiative stands apart from Cakap's commercial operations, serving as a dedicated social impact movement that aligns with the Sustainable Development Goals (SDGs). Through Cakap Untuk Bangsa, we empower communities, foster resilience, and drive meaningful change across Indonesia—leveraging our expertise to give back, uplift, and transform lives.

Creating a Golden Generation Full of Values

Our plan for the future is to develop exemplary individuals from within through the following three targets.



1 Individual:

Enabling transformative change within oneself with the aim of enhancing the value and contribution of each person, making their presence more meaningful and beneficial in society.

2 Family:

Providing education to families on creating a safe and strong home environment to nurture happy, fulfilled, and resilient children.

3 Society:

Empowering communities through facilitator training that enables them to facilitate others and gain added value for the future.



Programs & Initiatives

To achieve these goals, Cakap Untuk Bangsa offers diverse programs and initiatives designed to enhance learning, foster growth, and create meaningful impact.

Rumah Bertumbuh

This program helps parents create a nurturing home where families grow, learn, and build stronger bonds. Through parenting workshops and family coaching, Cakap Untuk Bangsa equips them with skills in communication, emotional regulation, and mindful parenting.

Generasi Cakap

This program equips parents with essential strategies for early childhood development, fostering their children's cognitive, emotional, and social growth. By providing early stimulation, it lays a strong foundation for lifelong learning success.

Pelatihan Cakap Tumbuh

This program provides training and skill development to equip individuals with future-ready abilities. Combining personal growth coaching, knowledge-based learning, and self-awareness workshops, it fosters holistic transformation.

CAKAP APPROACH TO IMPACT

Cakap Approach to Sustainability Development Goals
Cakap Impact Value Chain
Stakeholder Engagement



Cakap Approach to Sustainability Development Goals

Cakap uses the Sustainable Development Goals (SDGs) from UNDP as a reference to achieve Cakap's goals in improving the sustainable living standards of communities. Cakap focuses on achieving 4 goals of the SDGs, namely SDG 4 Quality Education, SDG 5 Gender Equality, SDG 8 Decent Work and Economic Growth, and SDG 10 Reduced Inequalities.

Goal 4 Quality Education

SDG 4 aims to **ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**. As a key driver of positive change, SDG 4 is closely linked to other Sustainable Development Goals. Sustainable development relies on every child having access to quality education. When children are equipped with the tools to reach their full potential, they grow into productive adults who contribute to their communities and help break the cycle of poverty². While Indonesia has made significant progress in expanding access to education, several challenges still hinder the full achievement of this goal.

Table 1. Challenges and Opportunities in Achieving SDG 4 in Indonesia

Challenges	Description
 Inequality in Access to and Quality of Education	The gap in access to and quality of education between urban and rural areas remains significant. In many remote regions, access to quality education is still limited due to inadequate facilities and a shortage of trained educators.
 Teacher Quality	Teacher quality is a crucial factor in improving education standards. Enhancing teacher competence and skills, including proficiency in information and communication technology (ICT), is essential ³ .
 Curriculum Relevance	The education curriculum needs to be aligned with workforce demands and modern developments. Mastery of 21st-century skills, such as critical thinking, creativity, and collaboration, should be a key focus in learning ⁴ .
 Education Funding	The high cost of education remains a barrier for many, especially those from lower-income families, in accessing quality education ⁵ .

The disparity in education access between urban and rural areas remains a significant challenge, particularly in remote regions where infrastructure and resources are limited. According to the 2024 data from the Central Bureau of Statistics (BPS), approximately 35% of schools in remote areas lack stable internet access, while 20% still face a shortage of qualified teachers⁶. This gap in access contributes to the overall decline in education quality. Additionally, Indonesia's performance in the 2023 PISA assessment highlights critical weaknesses in literacy, mathematics, and science, ranking the country 74th out of 79 participating nations⁷.

The sudden transition to online learning during the pandemic further exacerbated these shortcomings. Beyond access and quality, the misalignment between the education curriculum and industry demands also presents a pressing issue. A 2024 report from the Ministry of Manpower revealed that 13.5% of university graduates remain unemployed within the first six months after graduation, underscoring the need for a curriculum that better equips students with the skills required in today's global job market⁸.

In order to be a solution to problems in Indonesia, Cakap makes its contribution to achieving SDGs Goal 4 for 2030. Cakap focuses on:

4.3
By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

4.4
By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Cakap, through its initiatives in the education sector, will increase the number of trained formal and informal educators by encouraging equal access to education for all. Apart from that, Cakap also strives to improve the quality of teaching by informal and formal educators to ensure that everyone gets quality education.

² SDG Goal 4: Quality Education - UNICEF DATA, accessed March 11, 2025, <https://data.unicef.org/sdgs/goal-4-quality-education/>
³ Analisis Penerapan Sdgs Dalam Pembangunan Berkelanjutan Di Indonesia: Tinjauan Literatur Dan Tantangan Implementasi - Gudang Jurnal, accessed March 11, 2025, <https://gudangjurnal.com/index.php/gjmi/article/download/1316/1264/3369>
⁴ Studi Kasus SDGs 4.4.1: Kemampuan ICT Mahasiswa Pendidikan Matematika dalam Mendesain Perangkat Pembelajaran 21st CLD - SciSpace, accessed March 11, 2025, <https://scispace.com/pdf/studi-kasus-sdgs-4-4-1-kemampuan-ict-mahasiswa-pendidikan-17wson5f.pdf>
⁵ Analisis Penerapan Sustainable Development Goals (SDGs) dalam Upaya Peningkatan Pendidikan Berkualitas di Indonesia [SDGs Implementation Analysis in Improving Quality Education in Indonesia], Open Journal Systems, accessed March 11, 2025, <https://ojs.daarulhuda.or.id/index.php/Socius/article/download/283/314>

⁶ Analisis Penerapan SDGs dalam Pembangunan Berkelanjutan di Indonesia [SDGs Implementation in Indonesia's Sustainable Development], Gudang Jurnal, accessed March 11, 2025, <https://gudangjurnal.com/index.php/gjmi/article/download/1316/1264/3369>
⁷ (OECD PISA 2022 Country Note: Indonesia, OECD, accessed March 11, 2025, https://www.oecd.org/pisa/PISA2022_CN_IDN.pdf
⁸ Sakernas Agustus 2024 [August 2024 National Labor Force Survey], Badan Pusat Statistik, 2024, <https://www.bps.go.id>





Goal 5 Gender Equality

Gender equality is a fundamental human right and essential for economic growth and social development. Empowering women and girls will result in healthier communities and increased economic contribution. SDG 5 targets the elimination of discrimination for women. This goal advocates for equality of opportunity and full participation of women in decision-making roles to overcome their underrepresentation in strategic positions in various institutions.

Table 2. Challenges and Opportunities in Achieving SDG 5 in Indonesia

Challenges	Description
 Gender Discrimination	Discrimination against women still occurs in various fields, including education, employment, and politics.
 Inequality in Domestic Roles	Women still bear a greater burden in domestic work and childcare.

Gender inequality in the workforce remains a major challenge in achieving SDG 5 in Indonesia. Women often receive lower wages than men for the same work, highlighting not only economic injustice but also limiting national economic growth by failing to fully utilize the productive potential of the entire population. According to BPS 2024, women in Indonesia earn, on average, 23% less than men in similar job roles⁹. Additionally, women's access to formal employment and leadership positions remains restricted, influenced by social norms, workplace discrimination, and inadequate policies supporting work-life balance. A 2023 study by the Ministry of Manpower found that only 15% of executive positions in Indonesia are held by women, illustrating the persistent barriers to career advancement¹⁰.

Despite progress in reducing the educational gap between men and women, female participation in the formal economy still lags behind. Data from BPS 2024 indicate that the labor force participation rate for women is 53.4%, significantly lower than the 82.7% recorded for men¹¹. Enhancing women's economic participation is crucial, as studies show that closing the gender gap in employment could boost Indonesia's GDP by up to 9% by 2030¹². Strengthening access to education and career development opportunities, especially in underserved regions, is essential to ensuring that women can fully contribute to and benefit from economic growth.

In order to contribute to resolving gender-related problems, Cakap carries out its initiatives to contribute to achieving SDGs 5, Cakap focuses on:

5.5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

Cakap strives to create gender equality both for Cakap internally and for other Cakap stakeholders. Cakap as a company provides equal opportunities for everyone to improve their career and gain prosperity. Cakap does the same thing for communities in various regions in Indonesia by providing access to education which provides equal opportunities for women to learn and improve their standard of living.

⁹ Average Monthly Wages by Gender in 2024, Central Bureau of Statistics (BPS) Indonesia, accessed June 19, 2025, <https://www.bps.go.id/indicator/40/1097/1/rata-rata-upah-per-bulan-pekerja-menurut-jenis-kelamin.html>

¹⁰ Faktor Penghambat Dalam Mendukung Pencapaian SDGs No.8: Pekerjaan Layak & Pertumbuhan Ekonomi [Barriers to Achieving SDGs No.8: Decent Work & Economic Growth], Zaki043820, Kompasiana, December 20, 2024.

¹¹ Labour Force Participation Rate (LFPR) by Gender — August 2024, Central Bureau of Statistics (BPS), via Kompas, 2025.

¹² The Power of Parity: Advancing Women's Equality in Asia Pacific, McKinsey Global Institute, 2018.





Goal 8

Decent Work and Economic Growth

SDG 8 focuses on sustainable economic growth that benefits everyone, creating jobs and entrepreneurial opportunities, especially for marginalized and vulnerable groups. It emphasizes decent work for all, ensuring fair wages and a safe environment, encouraging entrepreneurship for innovation and job creation. To address disparities, the program aims to bridge socio-economic gaps by providing fair employment opportunities and encouraging growth. Achieving this goal will also have an impact on alleviating poverty, injustice and limited opportunities to improve the quality of life.

Table 3. Challenges and Opportunities in Achieving SDG 8 in Indonesia

Challenges	Description
 Unemployment	The unemployment rate, especially among young people, remains high.
 Income Inequality	The income gap between the wealthy and the poor remains significant.
 Informal Employment	A significant portion of Indonesia's workforce is employed in the informal sector, which is vulnerable to exploitation and lacks social security.
 Quality of the Workforce	The quality of Indonesia's workforce still needs improvement to meet the demands of the job market.

Indonesia's labor market faces significant challenges, particularly in addressing the high level of informal employment. According to the latest data from Badan Pusat Statistik (BPS) as of August 2023, only about 41% of Indonesia's workforce holds formal jobs, while the majority—59%—remains in the informal sector¹³. This imbalance highlights a critical gap in efforts to create decent work opportunities for all.

One of the key factors contributing to this issue is the mismatch between workers' skills and the demands of the modern job market. Many individuals, due to limited access to quality education and relevant training, struggle to secure formal employment, forcing them to remain in unstable and low-paying jobs. Additionally, the digital divide further exacerbates this problem, particularly among micro, small, and medium enterprises (MSMEs), which play a crucial role in Indonesia's economy. MSMEs contribute around 60% to the country's GDP and absorb over 90% of the workforce, yet many still struggle to integrate digital technology into their operations, limiting their ability to compete in the evolving market¹⁴.

This gap in digital literacy and business management skills prevents them from fully leveraging online market opportunities. The issue is further compounded by Indonesia's unemployment rate, which stood at 5.86% in 2022, according to BPS data¹⁵. Without targeted interventions to improve education, vocational training, and access to digital resources, these challenges will continue to hinder Indonesia's progress toward achieving SDG 8 and fostering inclusive economic growth.

To achieve SDG goal 8, there is a need to create stable and quality employment, promote youth employment, education, and training, and develop a global youth employment strategy. Based on these needs, Cakap brings solutions in providing access to education and training to improve the quality of the workforce in Indonesia. To achieve these goals, Cakap focuses on:

8.5

By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

8.6

By 2020, substantially reduce the proportion of youth not in employment, education or training

Cakap contributes by providing access to skills training that suits the needs of the current workforce. This is an effort to increase the capacity of the existing workforce to meet the workforce needs in Indonesia. Through education, Cakap strives to reduce the NEET rate and unemployment rate so that a more prosperous life can be achieved for all communities in Indonesia.

¹³ Formal and Informal Employment in Indonesia, Badan Pusat Statistik (BPS), 2023, <https://www.bps.go.id/en/statistics-table/2/MjE1NyMy/proportion-of-informal-employment-in-total-employment-by-education-level.html>

¹⁴ Faktor Penghambat dalam Mendukung Pencapaian SDGs No. 8: Pekerjaan Layak & Pertumbuhan Ekonomi [Barriers to Achieving SDG 8: Decent Work & Economic Growth], Zaki043820, Kompasiana, December 20, 2024.

¹⁵ Berita Resmi Statistik: Agustus 2022 – Tingkat Pengangguran Terbuka 5,86% [Official Statistics Release: August 2022 – Open Unemployment Rate 5.86%], Badan Pusat Statistik (BPS), November 7, 2022, <https://www.bps.go.id/pressrelease/2022/11/07/1903/agustus-2022--tingkat-pengangguran-terbuka--tpt--sebesar-5-86-persen.html>



Goal 10 Reduced Inequalities

SDG 10 aims to address challenges related to unequal access to education, ensuring that all individuals, regardless of their background or economic status, have equal opportunities for education. This goal prioritizes gender equality, aiming to eliminate disparities and promote equal opportunities for women and men in all aspects of life. It also prioritizes equal access for marginalized and vulnerable communities.

Table 4. Challenges and Opportunities in Achieving SDG 10 in Indonesia

Challenges	Description
 Income Inequality	The income gap between the wealthy and the poor remains high.
 Access Inequality	Inequality in access to public services, such as education, healthcare, and infrastructure, still persists.

Indonesia continues to face challenges in achieving SDG 10, particularly in reducing social and economic inequalities. The Gini ratio, which measures income disparity, increased from 0.379 in March 2024 to 0.381 in September 2024, indicating a growing income gap¹⁶. While this figure still falls within the moderate inequality category by international standards, the upward trend signals that economic disparity remains a pressing issue. Unequal access to education further exacerbates this problem. Although the school participation rate for children aged 7 to 12 reached 99.19% in 2024, many regions outside Java still struggle with inadequate infrastructure and low-quality teaching staff, limiting equal educational opportunities¹⁷.

Gender inequality is another area of concern, with Indonesia ranking 100th out of 146 countries in the 2024 Global Gender Gap Report and recording a gender gap index of 0.686¹⁸. This decline from the previous year reflects a widening disparity across various sectors. Additionally, skill gaps in the labor market pose significant challenges, as around 62% of Indonesia's workforce has only completed junior high school or lower¹⁹. This lack of educational attainment makes it difficult for many workers to secure decent employment, further contributing to inequality. These combined factors underscore the persistent gaps in economic, educational, and social inclusion, highlighting the need for targeted policies to promote equality and sustainable development.

To reduce harm and contribute to equality in Indonesia, Cakap focuses on:

10.2

By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Cakap is committed to promoting equality across all aspects of its business. The company ensures that both men and women have equal opportunities to develop their skills and advance their careers, with leadership roles open to everyone, regardless of gender. Cakap also embraces inclusivity by providing equal access to job opportunities for individuals from diverse regions across Indonesia. Moreover, its educational programs are designed to be accessible to all, regardless of gender, background, or place of origin. Recognizing the unique needs of different communities, Cakap continuously strives to create programs tailored to support marginalized and vulnerable groups, ensuring that learning opportunities are available to everyone.

¹⁶ (15) Gini Ratio in Indonesia, 2024–2025 [Gini Ratio: Income Inequality Data], Badan Pusat Statistik (BPS), based on press releases from March 1, 2024, and January 15, 2025.

¹⁷ School Participation Rate for Children Aged 7–12 Reached 99.19% in 2024, Ministry of Education, Culture, Research, and Technology, 2024, <https://bpmprovsumut.kemdikbud.go.id/capaian-2024-kemendikdasmen-akses-pendidikan-kualitas-pendidikan-dan-lingkungan-belajar/>

¹⁸ Global Gender Gap Report 2024, World Economic Forum, 2024, <https://www.weforum.org/reports/global-gender-gap-report-2024/>

¹⁹ Materi Edukasi Finansial: Indonesia Menuju 2030 [Financial Education Materials: Indonesia Towards 2030], OJK Institute, 2022, <https://ojk.go.id/id/berita-dan-kegiatan/publikasi/Pages/Materi-Edukasi-Finansial-Indonesia-Menuju-2030.aspx>



Cakap Impact Value Chain

The Impact Value Chain is a visual framework that connects Cakap's business goals, strategies, and operations to both its corporate objectives and the Sustainable Development Goals (SDGs). It provides a holistic view of how Cakap's inclusive business activities affect various stakeholders and the environment by integrating their perspectives into our data collection and analysis. By using the SDGs as a guiding framework, the Impact Value Chain helps us maximize positive contributions while minimizing potential negative impacts. This structured approach consists of five key components: problem/opportunity, input and activity, output, outcome, and impact.



	Problems / Opportunities	Input and Activity	Output	Outcome	Impact
I	- Limited skill training for students and workers - Workers face time constraints for personal skill development	- Provide language and skill development courses - Develop tailored curriculum and teaching materials - Promote learning through strategic campaigns - Invest in training platforms and partnerships with institutions, sponsors, and corporations - Identify and address training needs	- Students and workers trained in skills development courses - Increased corporate numbers impacted through training - Curriculums and teaching materials developed - Total module developed and learning activity	- Graduates apply new skills in schools and offices, leading to enhanced their performance, increased salaries - Improved employability and job placements post-course completion, ensuring graduates secure suitable positions	Providing equal access of high quality learning for everyone and anywhere. Improve welfare of youth and adults in Indonesia. Elevates people's lives by providing upskilling services & ecosystem.
	High NEET rate. (Not in Employment Education and Training)		- Job seekers trained in skills development courses - Enhanced skill proficiency among job seekers	Tailored job suitability based on interests and completed courses, closing skill gaps and boosting workers' confidence	
	High inequity and exclusivity in a workplace	- Equal opportunities to grow. All positions are open to every qualified Cakap Squad - Ensure conducive learning and working environments for Cakap Squad	- Gender composition in the organization - Employee empowerment initiatives	Increased Diversity, Equity, and Inclusion (DEI) in a workplace	
II	Lack of skill training for marginalized groups (including low-income, rural women, underprivileged youth, low-education individuals, and migrant workers) leading to educational barriers, employment opportunity disparities and unequal welfare	- Empower the communities through initiatives - Enhance educational initiatives by corporations - Collaborate on CSR projects - Offer language and skill development courses with a focus on marginalized group	- Increased number of skill development for marginalized and vulnerable communities - Marginalized and vulnerable communities in skills development courses - Improved number of educational CSR, Government, and school programs	- Increased educational access for marginalize and vulnerable communities - Increased marginalize and vulnerable communities welfare - Boosting marginalized and vulnerable communities confidence in achieving their goal	
III	- Lack of qualified and professional educator - Inequality in teacher quality	- Recruit and train teachers through Cakap Teacher Academy - Provide training for Cakap teachers	- Teachers selected and trained - Teacher network and communities	- Increased number of educators trained - Educators salaries increase - Enhanced educators teaching quality - Boosting educators confidence in teaching	
IV	High costs and limited access to reliable language assessment tools	- Establish cost-effective online language assessment tools - Conduct language assessments - Form partnerships with academic institutions	- Affordable and accessible language assessment tools - Increased number of educational partnerships - Increased number of test taker	- More test takers know their level of knowledge and skill - Test takers benefited from the test results	
V	Lack of focus in early childhood education	- English classes for kids - Non-English classes for kids - Gymnastics - SPIN's activities (Special Interest) - Parenting activities	- Number of kids trained - Number of upskilling class for kids - Parents educated about safe and stimulating home	- Improved kids' language literacy and motor skills - Increased awareness about safe and stimulating homes	

Stakeholder Engagement

A key pillar of Cakap's commitment to sustainability is proactive stakeholder engagement as an essential strategy for fostering meaningful interactions with groups that influence or are impacted by the company's operations. This approach involves systematic and well-planned collaboration, ensuring that stakeholder perspectives are integrated into Cakap's decision-making processes. By actively engaging with stakeholders, Cakap gains valuable insights into the economic and social dimensions of its activities, enabling the company to identify and prioritize the most critical issues. This not only strengthens relationships but also enhances Cakap's ability to assess potential impacts and drive more informed, sustainable growth.

Stakeholder	Engagement	Frequency	Outcomes
Student	Online and Offline Classes Deliver engaging and interactive online and offline classes using multimedia, collaborative tools, and real-world applications.	On Demand	- Enhanced learning experiences. - Improved student comprehension and retention. - Increased satisfaction with the educational content.
	CSAT and NPS Survey Periodically administer Customer Satisfaction (CSAT) surveys and Net Promoter Score (NPS) to measure student satisfaction with Cakap's services.	Weekly	- Drive continuous improvement through targeted enhancements. - Leverage CSAT surveys to assess student satisfaction and uncover key insights. - Address pain points to boost student retention.
	After Program Survey Administer surveys after the completion of programs or courses to gather feedback on the learning experience.	Weekly	- Assess program or course strengths and weaknesses - Identify key achievements and positive aspects based on student feedback. - Demonstrate commitment to continuous improvement for quality learning.
Educator	Townhall Virtual or in-person town hall meetings where educators can participate in open discussions	Monthly	- Enhanced understanding of education needs and challenges. - Improved communication and transparency between Cakap and educators. - Increased awareness of platform updates and features.
	Gathering Small, theme-focused gatherings designed to foster meaningful networking and collaboration in a relaxed setting.	Monthly	- Strengthened professional relationships among educators. - Knowledge exchange and idea generation in a more intimate setting. - Increased motivation and enthusiasm through shared interests and goals.
	Teacher Meeting Structured meetings focusing on specific educational goals, curriculum updates, or professional development.	Monthly	- Aligned educational objectives and strategies. - Clearer curriculum updates and goals. - Defined action plans for educators and teams.

Stakeholder	Engagement	Frequency	Outcomes
	Teacher Training Interactive workshops, webinars, and seminars on skill development, innovative teaching methods, and educational technology.	Monthly	- Enhanced teaching skills and pedagogical knowledge. - Improved student outcomes and learning experiences. - Increased confidence and job satisfaction among educators.
	Teacher Assessment Periodic assessments to measure performance, recognize strengths, and identify areas for growth.	Monthly	- Personalized professional growth plans. - Ongoing teaching enhancement. - Recognition and accountability for excellence.
	Teacher Certification Formal certification programs recognizing educators' achievements and expertise.	Monthly	- Enhanced career recognition and advancement. - Stronger drive for continuous growth. - Elevated standards and quality of education.
Investor	Quarterly Report Conduct quarterly webinars or virtual meetings to present financial results, key performance indicators, and strategic updates.	Monthly	- Transparent communication on financial performance. - Real-time clarification of queries and concerns. - Increased investor confidence and trust
	Annually Report and Business Plan Share comprehensive annual reports and business plans through digital platforms, accompanied by interactive presentations or webinars	Monthly	- In-depth understanding of company strategy and future prospects. - Demonstrate commitment to transparency and long-term planning. - Potential for increased investor loyalty and long-term investment.
	Quarterly Board of Directors and Board Commissioner Meetings Provides the board with regular opportunities to monitor management's performance and the company's overall direction.	Quarterly	- Facilitates better-informed decisions on critical company matters. - Holds management accountable for performance and strategic execution.

Stakeholder	Engagement	Frequency	Outcomes
Corporation	Annual General Meeting of Shareholders Scheduled meetings with company commissioners to discuss governance, compliance, and strategic decisions.	Annually	- Enhanced understanding of corporate governance practices. - Opportunities for commissioners to provide insights and guidance. - Strengthened relationship between the company and commissioners.
	Training needs analysis Assess corporate partners' training needs to align Cakap's offerings and showcase their value in workforce development.	On Demand	- Pinpoint and fulfill corporate partners' training needs. - Align programs for maximum relevance and impact. - Highlight tangible benefits for corporate training.
	Live Classes Organize live classes, webinars, and self-paced sessions tailored to meet the specific needs of our corporate partners.	On Demand	- Increased corporate engagement for effective knowledge transfer. - Improved employee performance, driving organizational success. - Targeted skill development aligned with corporate needs.
	Media Release Regularly issue press releases and media updates to share company achievements, partnerships, and other notable events.	Monthly	- Enhanced understanding of education needs and challenges. - Improved communication and transparency between Cakap and educators. - Increased awareness of platform updates and features.
	Offline Canvassing Conduct in-person meetings or events targeting corporate decision-makers to discuss Cakap's offerings.	On Demand	- Direct engagement with potential corporate clients. - Opportunity to address specific needs and tailor solutions. - Building personal relationships and trust with key stakeholders.
	Relationship Meeting Organize one-on-one or small group meetings with corporate representatives to understand their needs and discuss potential collaborations.	Monthly	- Strengthened relationships with existing corporate partners. - Opportunities for personalized solutions and services. - Enhanced understanding of corporate clients' long-term goals.
Government	Strategic Partnership Meetings Regular discussions with government institutions to align Cakap's initiatives with national education priorities and foster long-term collaboration.	Quarterly	- Strengthened alignment with national education goals. - Enhanced collaboration on public education initiatives. - Joint planning and policy input for long-term impact.

Stakeholder	Engagement	Frequency	Outcomes
	Partnership in National Education Programs Active involvement in implementing government-led programs.	Project-Based	- Support implementation of government-led programs like Merdeka Belajar, Pendidikan Vokasi, or Pelatihan Digital. - Strengthen national efforts in digital transformation and workforce readiness. - Position Cakap as a trusted public-private partner.
	MoU Signing & Strategic Alliances Formalize partnerships with ministries or local governments to enhance institutional credibility and unlock opportunities for joint funding and program development.	Project-Based	- Formalize collaboration with ministries or regional governments. - Strengthen Cakap's institutional credibility and influence. - Open opportunities for joint programming and co-funding.
Education Partner	Online Meeting Schedule regular online meetings with Education Partners to discuss ongoing collaborations, address concerns, and gather feedback.	Monthly	- Improved communication and collaboration. - Real-time issue resolution and support. - Enhanced relationship-building through direct interaction.
	Monthly Evaluation and Reporting Conduct monthly evaluations and reports on program effectiveness, achievements, and necessary adjustments to ensure transparency, track progress, and support decision-making.	Monthly	- Continuous improvement through data-driven insights. - Early identification of challenges and opportunities. - Transparent communication and increased trust.
	Weekly Monitoring and Evaluation Implement a structured weekly monitoring and evaluation process to track short-term goals, student performance, and any issues that may arise.	Weekly	- Timely identification and resolution of challenges. - Ongoing optimization of educational programs. - Proactive support for Education Partners.
	Quarter Report Provide a comprehensive quarterly report highlighting overall performance, achievements, and future plans.	Quarterly	- Comprehensive understanding of long-term trends and performance. - Opportunities for strategic planning and adjustment. - Demonstrated commitment to accountability and partnership success.
Media Partner	Media Release Regularly issue press releases and media updates to announce significant events, achievements, partnerships, or newsworthy developments.	Monthly	- Increased media coverage and visibility. - Positive portrayal of Cakap in the media. - Enhanced brand recognition and reputation.

Stakeholder	Engagement	Frequency	Outcomes
	Media Interview Conduct media interviews, either in-person or virtually, to provide insights, share expertise, and answer questions about Cakap's initiatives or the education industry.	On Demand	- Thought leadership positioning in the media. - Increased credibility and trust. - Opportunities to convey key messages directly to the audience.
	Catch Up Meeting Schedule periodic catch-up meetings with media partners to discuss ongoing collaborations, share updates, and gather feedback.	Monthly	- Stronger relationships with media outlets. - Better alignment of messaging and media coverage. - Increased understanding of media partners' needs and priorities.
	Inviting Media to Cakap's Event in Outer Jakarta Extend invitations to media partners to attend and cover Cakap's events in Outer Jakarta, providing them with exclusive access and information.	On Demand	- Increased event coverage and media exposure. - Positive media reviews and stories. - Strengthened partnerships through shared experiences.
Cakap Squads	Townhall Conduct regular townhall meetings, either virtually or in-person, to provide updates on company goals, share achievements, and allow for open discussions and Q&A sessions.	Monthly	- Improved communication and transparency. - Enhanced team morale and motivation. - Opportunity for team members to voice concerns and provide input.
	Cakap Squad Training Provide ongoing training sessions or workshops to develop and enhance the skills of Cakap Squads, focusing on both professional and personal development.	Monthly	- Increased skill proficiency and expertise. - Continuous improvement in job performance. - Demonstrated commitment to employee growth and development.
	Language Course Scholarship The Cakap Squad has the opportunity to improve their language skills, which in turn helps them build confidence.	Semesterly	- Increase access to skill development for the Cakap Squad, especially in language and communication. - Foster a sense of ownership over the products offered.
	Cakap Outing Organize periodic outings or team-building activities to provide a break from work, promote relaxation, and encourage team bonding.	Annually	- Enhanced team cohesion and morale. - Improved interpersonal relationships. - Positive impact on overall team well-being and job satisfaction.



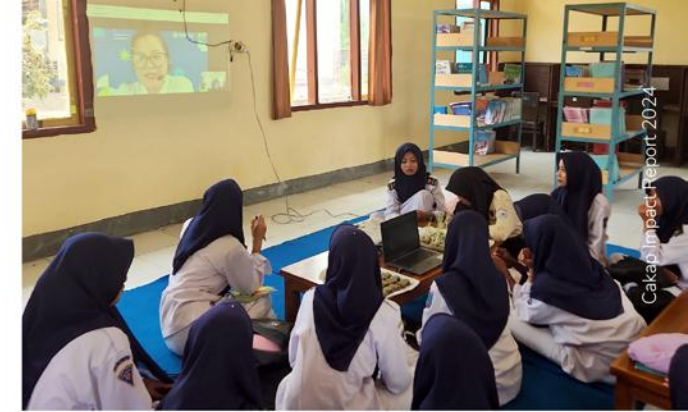
CAKAP IMPACT

Key Highlight Impact 2024

- (IVC 1) Fostering Growth through Upskilling
- (IVC 2) Fostering Growth through Language Learning
- (IVC 3) Strengthening Education through Empowered Educators
- (IVC 4) Providing Accessible and Affordable Assessments for Growth
- (IVC 5) Nurturing Future Generations for Lifelong Learning



Impact Highlights 2024



IVC 1

Fostering Growth through Upskilling



Cakap has significantly improved learners' confidence and fluency in using foreign languages, with **91%** of students reporting substantial gains.

Over **56%** of Cakap upskilling graduates secured jobs within 1–3 months, **87%** in roles aligned with their goals, and **90%** reported income increases.

95% of Cakap corporate learners feel more work-ready, **89%** apply their new skills on the job, and average scores improved by **20%**.

IVC 2

Empowering Marginalized Group through Inclusive Education



98% of participants improved their English proficiency, and **97%** built daily English-use habits.

All participants applied what they learned to grow their MSME, and **91%** improved digital marketing and social media skills.

91% reported increased MSME income, and **100%** experienced reduced household expenses.

IVC 3

Strengthening Education through Empowered Educators



77% of teachers feel more motivated and **73%** report income gains through Cakap's fair, performance-based evaluation.

83% improved teaching competencies and **79%** feel equipped for tech-driven education.

86% of teachers feel fulfilled in their role supporting vulnerable and marginalized groups.

IVC 4

Providing Accessible and Affordable Assessments for Growth



80% of participants believe Cakap's test is on par with TOEFL/IELTS, and trust its results.

70% of users used Cakap test results to determine their next education step.

75% said talent and interest assessments helped them achieve personal goals, reinforcing the value of holistic testing in learner development.



IVC 5

Nurturing Future Generations for Lifelong Learning



Children who were previously not confident **now actively use English in daily life.** Parents report increased confidence and willingness to speak, showing that CKA (Cakap Kids Academy) effectively builds practical language skills.

Kids enjoy CKA sessions and are **eager to participate.** Parents observe that their children are more motivated and enthusiastic about learning.

Beyond academics, parents see improvements in their children's **social skills, emotional expression, and confidence.** They also praise CKA's caring teachers and recognize the program as strong preparation for school and life.

Fostering Growth through Upskilling



A. SDGs Target



- SDG 4.3
- SDG 4.4



- SDG 8.5
- SDG 8.6



- SDG 10.2



B. Program Distribution

A

Cakap Language

Cakap offers English, Mandarin, Korean, and Japanese courses tailored specifically for adult students. Through the Cakap Language, we aim to empower individuals at various stages of their personal and professional development. Our mission is to enhance language proficiency, support exam preparation, boost academic and workplace performance, and open up broader career opportunities for adult learners choosing to study with Cakap.

Problem Statement

Foreign language proficiency—especially English—has become a fundamental need to access education, employment, and global opportunities. However, Indonesia continues to face serious challenges in this area. According to the 2024 EPI report, Indonesia ranks 80th globally and falls under the “Low Proficiency” category. This gap is evident not only internationally but also within the country—Java, particularly Surabaya, leads in proficiency while other regions significantly lag behind²⁰. The disparity is further exacerbated by demographic factors: the younger age group (15–24 years), which should be driving the nation's development, often lacks sufficient foreign language skills²¹.

There is also a gender gap, with male learners tending to have higher proficiency than females²². Language proficiency is critical in improving literacy, job readiness, and social mobility. Without access to quality, inclusive, and accessible language education, Indonesia risks falling further behind in global competition. Cakap Language aims to address this challenge by offering technology-based language learning solutions that are accessible, affordable, and equitable across the country—ensuring that all Indonesians have the opportunity to unlock their global potential.

²⁰ Education First. (2024). English proficiency index 2024: Indonesia ranked 80th (low proficiency). Education First. <https://www.ef.com/wwen/epi/>

²¹ Education First. (2024). English proficiency index 2024: Low proficiency among Indonesian youth (15–24). Education First. <https://www.ef.com/wwen/epi/>

²² World Bank. (2023). Human capital country brief 2023: Indonesia – UHCI 0.36 (female 0.29; male 0.42). World Bank. <https://thedocs.worldbank.org/en/doc/64e578cbeaa522631f08f0cafb8a8960e-0140062023/related/HCI-AM23-IDN.pdf>



Program Target

This program is designed to improve language skills for personal growth, academic advancement, or career development. Whether they are professionals in the workforce or individuals preparing for international certification, Cakap Language for Adults provides the flexibility and quality needed to achieve their goals.

Program Approach

Cakap is committed to delivering high-quality language courses that meet established education standards. To achieve this, Cakap actively collaborates with various institutions to ensure access to qualified instructors and to develop relevant, high-quality curricula and learning materials. These efforts reflect Cakap's dedication to enhancing educational quality through several key strategies:

- Deliver high-quality language courses with certified native instructors and interactive learning experiences.
- Develop customized curricula aligned with learners' academic and professional objectives.
- Strengthen learning infrastructure through strategic partnerships with institutions and corporate sponsors.

Cakap Language Impact



I. Improved Language Confidence and Fluency

Cakap has successfully boosted participants' self-confidence and fluency in using the foreign language taught during the program. Approximately **80%** of students reported a significant improvement in their abilities and language use, especially in professional or real-life contexts. While global data shows that only about 60–70% of language learners report increased confidence after completing a course²³, Cakap's participants far exceed this benchmark, with nearly all reporting substantial gains in fluency and confidence. This suggests the program's curriculum is not only linguistically effective but also contextually relevant.



II. Increased Workplace Readiness and Skill Application

Language training programs often face challenges in translating classroom instruction into practical application. Industry studies show that fewer than **40%** of students regularly use language skills on the job after training²⁴, underscoring the difficulty of learning transfer. In contrast, Cakap's participants demonstrate a much stronger connection between training and application, nearly **92%** report feeling more prepared for the workplace, and **88%** actively apply their skills in day-to-day tasks.

²³ OECD. (2021). 21st-century readers: Developing literacy skills in a digital world. Organisation for Economic Co-operation and Development. <https://doi.org/10.1787/a83d84cb-en>

²⁴ SHRM. (2020). The state of workplace training and development. Society for Human Resource Management. <https://www.shrm.org/>



B Cakap Upskill

Upskill program is a competency development program designed to enhance the professional and entrepreneurial skills of job seekers, employees, and entrepreneurs. The program offers a wide range of course categories, all developed in accordance with the Indonesian National Work Competency Standards (SKKNI) set by the Ministry of Manpower of the Republic of Indonesia.

Problem Statement

Indonesia is facing a skills crisis that hinders the optimization of its human capital. Despite improvements in education and healthcare access, the country's Human Capital Index remains low at 0.36, indicating that Indonesian children are expected to achieve only 36% of their full productive potential by adulthood, given the current state of education and health services. This figure is significantly below the global benchmark of 0.70 or higher, which is considered indicative of strong human capital development²⁵; their productivity potential. A key driver of this issue is the mismatch between what is taught in formal education and the skills required by the labor market. World Bank data shows that 55% of Indonesian university graduates are functionally illiterate, lacking critical thinking and problem-solving abilities needed by today's industries²⁶.

At the same time, more than 20% of youth aged 15–24 fall under the NEET category (Not in Education, Employment, or Training)²⁷. Many high school graduates also struggle to access higher education due to financial or competitive barriers, leaving them vulnerable to informal, low-productivity jobs or unemployment. Cakap Upskill provides a non-formal, tech-driven learning solution that offers practical skills training and alternative career pathways especially for youth and underserved groups, helping them improve employability and bridge the skills gap to achieve better, more inclusive career outcomes.

Program Target

This program is tailored for a diverse group of learners, including individuals preparing to enter the workforce and those seeking to improve their skills independently. It serves job seekers, professionals, and entrepreneurs alike, offering flexible learning opportunities.

Program Approach

To ensure relevance and quality, Cakap adopts several strategies to align its Upskill program with labor market needs. These include:

- Designing customized curricula and instructional materials based on learners' goals.
- Strengthening infrastructure through investment in digital platforms and strategic collaborations with institutions, sponsors, and corporate partners.

Cakap Upskill Impact



I. Enhanced Employment Outcomes and Job Relevance

The impact of Cakap's upskill program stands out as a strong model of success in vocational training, outperforming several global and national benchmarks. While the average employment rate for vocational training graduates in developing countries typically ranges between 40% to 55% within six months²⁸, Cakap enabled **56.5%** of its participants to secure new jobs within just 1–3 months after completing the program. This accelerated job placement reflects the program's strong market alignment and job-readiness focus.

Moreover, **87%** of those employed stated that their new jobs aligned with their career interests, significantly higher than the 60%–70% alignment rate commonly reported in similar programs across Southeast Asia²⁹. This suggests that Cakap not only helps participants find jobs but also supports them in achieving meaningful, purpose-driven employment.



II. Increased Income and Economic Empowerment

Most notably, **90.5%** of employed participants experienced an increase in income, with **57.9%** of them earning over 20% more, far exceeding the average income gain of 10–15% typically observed in other vocational training programs, such as Indonesia's Pre-Employment Card initiative³⁰. These figures highlight the program's effectiveness in delivering real economic empowerment and upward mobility for its participants.

²⁵ World Bank. (2023). Human capital project: Indonesia's UHCI score is 0.36, with a significant gender gap (female: 0.29; male: 0.42). World Bank. <https://www.worldbank.org/en/publication/human-capital>

²⁶ World Bank. (2019). Indonesia: Functional literacy remains a challenge despite rising school completion rates [Human capital insights]. World Bank. <https://www.worldbank.org/en/publication/human-capital>

²⁷ Badan Pusat Statistik. (2024). Percentage of youth (aged 15–24 years) not in education, employment or training (NEET): 20.31%. Badan Pusat Statistik. <https://www.bps.go.id/en/statistics-table/2/MTE4NiMy/percentage-of-youth--aged-15-24-years--not-in-education--employment-or-training--neet-.html>

²⁸ OECD. (2021). Strengthening the governance of skills systems: Lessons from Southeast Asia. OECD Publishing.

²⁹ McKinsey & Company. (2012). Education to employment: Designing a system that works. McKinsey & Company.

³⁰ World Bank. (2020). Indonesia's pre-employment card program: Monitoring and evaluation results. World Bank.

C Cakap Business

The corporate program is a professional development program tailored to enhance employee competencies and support optimal workplace performance. The program offers training in both foreign language proficiency and practical vocational skills, with carefully curated topics designed to help employees build the expertise required for their specific roles.

Problem Statement

Companies in Indonesia are facing significant barriers in executing digital transformation due to limited internal talent capacity. Although the country has a large workforce, the majority lack advanced digital skills such as data analytics, programming, digital marketing, and artificial intelligence (AI). Only 6% of the population holds a diploma or higher, while most workers are senior high school graduates or below. This lack of readiness hampers businesses from modernizing processes, reducing productivity, and limiting their competitive edge³¹.

The World Economic Forum predicts that 44% of workers' skills globally will be disrupted within the next five years³², and millions of jobs will be replaced by automation and AI. This makes reskilling and upskilling an urgent necessity. Unfortunately, most companies still lack adaptive, integrated learning ecosystems that align with the demands of digital transformation. Cakap Corporate bridges this gap through a technology-based learning platform tailored to industry needs—accelerating employee capability development and enabling businesses to adapt, innovate, and thrive in a rapidly changing digital economy.

Program Target

This program is targeted at professionals across various industries, aiming to elevate their performance and adaptability in an evolving work environment.

Our Client Industry:

- Finance and Insurance
- Technology and Telecommunications
- Services and Retail
- Automotive
- Manufacturing and Logistics
- Education and Development
- Energy and Environment

Our Client:



Program Approach

To ensure relevance and effectiveness, Cakap implements strategic measures that align corporate training with employee roles and organizational needs. These include:

- Developing customized curricula and materials tailored to employees' roles and responsibilities.
- Establishing partnerships with institutions, sponsors, and corporations to enhance program delivery.
- Identifying and addressing specific training needs to close skill gaps and support continuous professional growth.

Cakap Corporate Impact



I. Strengthened Workplace Readiness and Skill Application

Cakap's training program has significantly contributed to increasing students' readiness and effectiveness in the workplace.

- **95%** of students feel more prepared to face challenges in their work environment after completing the training, indicating a high level of perceived value and confidence gained from the program. A global Ipsos survey found that just **59%** of workers believe training helps them succeed at their job³³. Impact from Cakap marking a clear leadership in perceived training quality.
- **89%** of students frequently apply the new skills learned from Cakap training in their daily job tasks, demonstrating the training's strong relevance and practical application in real work settings.



II. Proven Learning Gains Through Measurable Improvement

The program's impact on competency development is supported by robust data from pre- and post-training assessments.

- Students' scores increased by **20%** on average after the training. In terms of learning gains, many corporate programs yield only modest improvement, the average knowledge gain after professional training is between 10–15% (ASTD³⁴, 2014). Cakap's average score increase represents a significantly higher return on learning investment.

³¹ Ministry of Home Affairs & OJK Institute. (2022). Tertiary education attainment in Indonesia: Only 6.52% have pursued diploma or higher. Ministry of Home Affairs & OJK Institute.

³² World Economic Forum. (2023). The future of jobs report 2023. World Economic Forum. <https://www.weforum.org/publications/the-future-of-jobs-report-2023/>

³³ Ipsos. (2022). Global views on training and skills development. Ipsos. <https://www.ipsos.com/en/global-views-training-and-skills-development>

³⁴ ASTD (now ATD). (2014). State of the industry report: Benchmarking workplace learning & performance. Association for Talent

Fostering Growth through Language Learning



A. Problem Statement

Indonesia has made notable progress in increasing access to basic education, but significant disparities persist, especially in rural and marginalized regions. While the national School Enrollment Rate (SER) for the 7–12 age group reaches 98.83% and 94.32% for ages 13–15, it drops drastically to 70.13% for ages 16–18 and just 24.92% for the 19–23 age group (BPS, 2024). These figures are even lower in frontier, remote, and underdeveloped (3T) areas due to economic constraints and long distances to educational institutions³⁵. This enrollment gap directly affects graduation rates, which tend to be lower in marginalized regions, as students are more likely to drop out due to poverty, the need to work, or lack of academic support³⁶.

While increasing access to education has been a national focus, the quality and relevance of that education remain critical concerns—especially in underserved regions. Students in rural and remote areas often lack exposure to curriculum enhancements, experienced teachers, and modern educational tools³⁷. These limitations contribute to low learning outcomes and perpetuate cycles of disadvantage. The World Bank's Pathways to Middle-Class Jobs in Indonesia emphasizes that even when schooling is available, it often fails to equip students with the technical, digital, and soft skills necessary for upward social mobility³⁸. These skills—such as critical thinking, communication, collaboration, and adaptability—are increasingly demanded in the modern labor market but remain underdeveloped among youth in less advantaged areas.

Compounding this challenge is the lack of vocational and career-readiness training that could provide alternative pathways for youth not pursuing higher education. Many of these young people face a limited scope of employment options due to a mismatch between their skills and market needs. Without access to vocational education, entrepreneurship programs, or apprenticeships, they remain trapped in informal or subsistence-level work. The challenge is not just the absence of education, but the lack of meaningful, future-oriented learning opportunities.

Digital inequality adds another layer of complexity. In today's economy, digital skills are no longer optional—they are essential for accessing information, services, and employment. Yet, marginalized regions in Indonesia still lag behind in digital inclusion. The Center for Indonesian Policy Studies (CIPS, 2022) reports that broadband internet access in rural communities is substantially lower than in urban areas³⁹. Moreover, even when infrastructure exists, digital literacy is often lacking. This hinders students, teachers, and entrepreneurs from utilizing technology to improve learning outcomes or build sustainable livelihoods. As a result, many are excluded from online education, remote work opportunities, and digital marketplaces—exacerbating both educational and economic gaps. This digital divide is especially concerning in the context of Indonesia's growing digital economy, which promises significant job creation but remains inaccessible to large portions of the rural population.

The employment landscape reflects these inequities. According to the ILO's Indonesia Jobs Outlook (2017), rural populations—especially youth and women—are disproportionately represented in the informal economy, where wages are low and job security is minimal⁴⁰. Without formal employment pathways or job placement support, these individuals often cycle through precarious and low-productivity roles. The ILO's Youth Employment Report (2015) highlights that youth unemployment and underemployment rates are particularly high in remote regions. Limited access to job training, business mentoring, or financial literacy programs leaves young people ill-equipped to secure meaningful work or start sustainable micro-enterprises⁴¹.

Micro, Small, and Medium Enterprises (MSMEs) represent a promising avenue for economic empowerment, particularly for youth and women in marginalized communities. However, many aspiring entrepreneurs lack the skills, resources, and networks to grow their businesses. Programs focused on improving digital marketing, business planning, and financial management are urgently needed to close this gap. With the right support, MSMEs can not only offer livelihoods but also drive community-based economic development.

In sum, the combination of educational, digital, and employment disparities constitutes a structural barrier that prevents millions of Indonesians—especially those in 3T areas—from contributing to and benefiting from national development. Unless targeted and inclusive interventions are implemented to bridge these gaps, the promise of a more equitable and prosperous Indonesia will remain out of reach for its most vulnerable populations.

B. SDGs Target



- SDG 4.3
- SDG 4.4
- SDG 8.5
- SDG 8.6
- SDG 10.2

³⁵ Badan Pusat Statistik. (2024, December 9). Education indicator, 1994–2024. Badan Pusat Statistik.

³⁶ World Bank. (2021). Addressing dropout rates in marginalized and low-income regions: Barriers to school completion in Indonesia. World Bank.

³⁷ World Bank. (2020). Learning poverty and education inequality in Indonesia's rural and remote schools. World Bank.

³⁸ World Bank. (2021). Pathways to middle-class jobs in Indonesia. World Bank. <https://documents.worldbank.org/en/publication/document-reports/documentdetail/295551641144495663/pathways-to-middle-class-jobs-in-indonesia>

³⁹ Center for Indonesian Policy Studies. (2023). Unpacking Indonesia's digital accessibility. Center for Indonesian Policy Studies. <https://www.cips-indonesia.org/post/unpacking-indonesia-s-digital-accessibility>

⁴⁰ International Labour Organization. (2014). 10 years of work on youth employment in Indonesia. International Labour Organization. https://www.ilo.org/jakarta/whatwedo/publications/WCMS_249972/lang-en/index.htm

⁴¹ International Labour Organization. (2015). Youth employment in Indonesia: Obstacles and policy responses. International Labour Organization. https://www.ilo.org/jakarta/whatwedo/publications/WCMS_374295/lang-en/index.htm

C. Program Distribution

Cakap is committed to addressing the critical challenge of limited access to skills development among vulnerable and marginalized communities in Indonesia. Through targeted initiatives, Cakap delivers education programs that are tailored to the unique needs of these communities, promoting an inclusive, relevant, and impactful learning environment.

To enhance the scope and sustainability of its efforts, Cakap actively engages in strategic partnerships through Corporate Social Responsibility (CSR) initiatives with various institutions, agencies, and private sector entities. These collaborations foster synergy between stakeholders, resulting in comprehensive and long-term solutions for community empowerment. By doing so, Cakap supports the development of accessible and effective learning programs, reinforcing its role in building an inclusive and sustainable education ecosystem across Indonesia.

Corporate Social Responsibility (CSR) Program

Program Goals

The primary objective of Cakap's CSR program is to equip Indonesians with essential foreign language and vocational skills that support their future aspirations. With a strong emphasis on inclusivity and equal access, regardless of gender, the program prioritizes the delivery of affordable, high-quality education. Cakap also seeks to extend its impact by reaching underserved regions, particularly the 3T areas (Frontier, Remote, and Underdeveloped), ensuring that communities across Indonesia have the opportunity to benefit from quality learning resources.

Importance of Program

Cakap's CSR program plays a pivotal role in advancing equitable education development in Indonesia. By collaborating with various institutions and companies, the program aligns with the principles of the Sustainable Development Goals (SDGs), guiding our efforts toward a fairer and more sustainable educational landscape. Each SDG principle serves as a foundational pillar, driving actions that contribute to long-term positive change and inclusivity in Indonesia's education sector.



Program Implementation

Catalytic Funding - Green Learning for Sustainable Future

Program Overview

This program is a blended learning for high school students in NTT and NTB combines English training, hydroponic farming workshops, and a Green Innovator Competition to enhance digital equity and promote environmental resilience.

Program Highlights

- Reached underserved 3T regions with digital and offline access
- Over 60% of participants were female
- Strong school demand for program continuation and scale-up

In collaboration with



Cakap's Trenggalek Scholarship Program

Program Overview

Cakap is providing 2,000 scholarships to Trenggalek's Department of Industry and Labor to boost local human resources. This initiative aims to enhance workforce skills for Trenggalek's vision of becoming a tourist village, fostering economic growth and community welfare. Learning methods are flexible and practical.

Program Highlights

- A ceremonial event marked the scholarship awards, with Trenggalek's Regent symbolically receiving them
- Scholarships are split equally: 1,000 for English language and 1,000 for professional skill courses
- Upskilling topics include job interview communication, customer service English, and SME business plan development
- Training is adapted for flexible, easy-to-understand, and directly applicable learning

Program Approach

- The program focuses on providing targeted, high-quality training and education
- It seeks to improve both tourism skills and government service quality

In collaboration with



The CSR Program Impact



I. Contribution to Improvement of Language Literacy & Academic Competence

Cakap for the Nation program has made a significant impact on students' foreign language abilities and academic success. An impressive **98%** of participants report substantial improvement in their English proficiency, demonstrating the program's effectiveness in strengthening language skills.

Cakap also encourages students to incorporate English into their everyday lives. Nearly **97%** of participants have developed new habits involving regular use of English. By fostering both academic growth and practical application, Cakap empowers students to confidently use English in diverse settings and enhances their long-term language skills.

This aligns with findings by Graham & Santos (2015), who emphasize that **embedding English in everyday routines enhances fluency and long-term language retention**. Language literacy is foundational to academic success, employability, and broader cognitive development⁴².



II. Impact on the Improvement of Entrepreneurial Competence / MSME Skills

Cakap's training programs have significantly enhanced participants' overall entrepreneurial competence and MSME skills. More than **91.67%** of participants reported improved understanding of how to utilize social media effectively for their business needs, as well as a stronger grasp of digital marketing concepts after completing the training.

Furthermore, **100%** of participants felt more confident in developing content strategies for their MSMEs. **100%** of participants stated that the skills and knowledge they acquired can be directly applied to developing their businesses. **83.33%** of participants stated that the training from Cakap has had a positive impact on the development of their MSMEs.

These outcomes are consistent with ILO (2022), which found that **entrepreneurship training—especially in digital and communication skills—significantly boosts MSME resilience and performance**, particularly in marginalized or rural areas⁴³.



III. Contribution of Graduates' Economic Impact After Completing Cakap Program

91.67% of students from Cakap for the Nation program reported an increase in their MSMEs' monthly income after attending training sessions from Cakap.

100% of students from Cakap for the Nation program experienced benefits from the program in reducing family expenses, illustrating the economic impact of practical upskilling practices. These findings reflect World Bank (2020) research showing that **skills-based training increases household income and reduces vulnerability**⁴⁴.



IV. Contribution of Educational & School Impact After Completing Cakap Program

Beyond students, the program has positively influenced schools and educators. **84.38%** of teachers felt that Cakap improved students' collaboration, communication, and creativity, and **84.38%** of schools initiated new activities inspired by the program.

This aligns with OECD, which shows that capacity-building among teachers leads to wider school-level innovation, amplifying impact beyond individual classrooms⁴⁵.



V. Contribution of Increase in Academic Aspirations & Ambitions After Completing Cakap Program

85.71% of participants feel motivated to pursue higher education after attending training sessions from Cakap.

96.43% of participants reported that the program helped them define or strengthen their life goals, highlighting the program's role in shaping their aspirations.

This supports UNICEF (2020), which found that career-oriented learning experiences significantly improve students' confidence in decision-making and future planning, especially among marginalized youth⁴⁶.



VI. Contribution of Environmental Impact & Collective Action

82.35% of participants' involvement in green innovation-based communities reflects the program's sustained impact on social networks and collective action.

82.35% of participants' involvement or initiatives in environmental activities—such as projects, social startups, or campaigns—reflect concrete actions taken as environmental change agents.

These outcomes mirror UNESCO's (2021) conclusion that early engagement in environmental initiatives enhances civic leadership, peer collaboration, and long-term eco-conscious behavior⁴⁷.



⁴² Graham, S., & Santos, D. (2015). Strategies for second language listening: Current scenarios and improved pedagogy. Palgrave Macmillan.

⁴³ International Labour Organization. (2022). Skills development for MSMEs: A pathway to inclusive growth. International Labour Organization. https://www.ilo.org/global/topics/skills-knowledge-and-employability/publications/WCMS_840581/lang-en/index.htm

⁴⁴ World Bank. (2020). Indonesia's pre-employment card program: Monitoring and evaluation results. World Bank. <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/168741610365676310>

⁴⁵ OECD. (2019). Developing schools as learning organisations: A guide for policy makers. OECD Publishing.

⁴⁶ UNICEF. (2020). Youth aspirations study: Mapping education and life choices in Southeast Asia. UNICEF. <https://www.unicef.org/leap/media/6616/file/Youth%20Aspirations%20Study.pdf>

⁴⁷ UNESCO. (2021). Youth and climate action: Empowering a generation for sustainable development. UNESCO. <https://unesdoc.unesco.org/ark:/48223/pf0000380008>

Strengthening Education through Empowered Educators



A. Problem Statement

Indonesia's vast education system—with over 45 million students and 2.7 million teachers—faces critical challenges in the areas of teacher quality, distribution, and welfare. While national student-teacher ratios appear adequate—such as 1:13.5 in primary schools and 1:15 in upper secondary schools—these figures mask wide disparities across regions⁴⁸. For instance, Papua reports a low ratio of 1:10.2, whereas Jakarta stands at 1:19.1, but this apparent adequacy does not account for inconsistencies in teacher qualifications and classroom effectiveness.⁴⁹ This imbalance creates inequities in the quality of education students receive, depending on their geographical location.

A significant issue lies in the unequal distribution of teachers between urban and rural or remote areas. While metropolitan centers like Jakarta, Surabaya, and Bandung attract more teaching staff due to better infrastructure, amenities, and career development opportunities, rural and remote provinces often struggle to recruit and retain qualified teachers. Many schools in eastern Indonesia, for example, rely heavily on temporary or underqualified educators to fill gaps, resulting in an uneven learning experience across the country. In some extreme cases, rural students are taught by non-subject specialists or are left without teachers for extended periods.

This distributional disparity is directly reflected in educational outcomes. Completion rates at the secondary school level remain worryingly low in underdeveloped regions. According to BPS (2024), only 43.46% of students in East Nusa Tenggara and 39.50% in Papua complete lower secondary education, while the same rate in Jakarta reaches 88.10%⁵⁰. These figures underscore how teacher placement is not merely a logistical issue but one with real consequences for access to and quality of education. Students in underserved areas often lack consistent instruction, support, and mentorship, making it harder to stay in school and succeed academically.

Beyond distribution, the issue of teacher quality continues to pose a major challenge to improving education outcomes. Despite various reform efforts, including the implementation of the national teacher certification program (PPG) and development initiatives like Guru Penggerak, teacher competency remains uneven across the country. As of April 2023, 51.9% of teachers remain uncertified⁵¹. Even among certified teachers, the correlation between credentials and classroom performance is not guaranteed. Previous evaluations by the World Bank (2012–2016) found little improvement in student learning as a result of certification alone. This finding suggests that while formal training and certification are important, they must be coupled with practical, ongoing professional development and mentoring to truly improve instructional quality⁵².

Moreover, teacher welfare is a longstanding issue that affects the attractiveness and sustainability of the teaching profession, particularly in disadvantaged areas. There remains a sharp income disparity between civil servant (PNS) teachers and non-permanent (honorary) teachers. Certified PNS teachers typically earn about IDR 5.5 million per month, while many honorary teachers, especially in rural schools, earn less than IDR 2 million—with some receiving as little as IDR 300,000. These wages fall below the national minimum wage average (IDR 3.1 million) and are far lower than the Jakarta minimum wage (IDR 5.3 million). This gap in compensation not only devalues the work of honorary teachers but also leads to low morale, high turnover, and reduced motivation to deliver high-quality instruction⁵³.

Altogether, the interlinked challenges of teacher quantity, quality, distribution, and compensation represent critical barriers to achieving equitable, high-quality education in Indonesia. If these systemic issues are not addressed through comprehensive and region-sensitive policies, efforts to improve national learning outcomes may continue to falter. To ensure that every child, regardless of location, has access to competent and motivated educators, Indonesia must prioritize reforms that strengthen teacher recruitment, training, support, and compensation—especially in the most underserved areas. Without such strategic investment, the nation risks deepening educational inequality and stalling long-term progress.

B. SDGs Target



⁴⁸ Badan Pusat Statistik. (2023). Statistik pendidikan 2023. Badan Pusat Statistik. <https://www.bps.go.id/publication/2023/11/24/5455777c1bd32f187f3cdab5/statistik-pendidikan-2023.html>

⁴⁹ Badan Pusat Statistik. (2024). Number of schools, teachers, and pupils in primary schools under the Ministry of Education, Culture, Research, and Technology by province, 2023/2024. Badan Pusat Statistik. <https://www.bps.go.id>

⁵⁰ Badan Pusat Statistik. (2024). Number of schools, teachers, and pupils in primary schools under the Ministry of Education, Culture, Research, and Technology by province, 2023/2024. Badan Pusat Statistik. <https://www.bps.go.id>

⁵¹ Katadata Databoks. (2024, February 5). Cek data: Anies sebut 1,6 juta guru belum tersertifikasi [Cek Data: Anies states 1.6 million teachers remain uncertified]. Katadata Databoks. <https://databoks.katadata.co.id/politik/statistik/b4e1dc8e40ca3d6/cek-data-anies-sebut-1-6-juta-guru-belum-tersertifikasi-ini-data-kemendikbudristek/>

⁵² World Bank. (2016). Indonesia teacher certification and beyond: An empirical evaluation. World Bank.

⁵³ Katadata Databoks. (2024, February 5). Cek data: Anies sebut 1,6 juta guru belum tersertifikasi [Cek Data: Anies states 1.6 million teachers remain uncertified]. Katadata Databoks.

C. Program Distribution

Cakap Educator

Cakap Educators are the foundation of our commitment to delivering impactful and inclusive education. Comprising instructors from both the Cakap Language and Cakap Upskill programs, our educator team brings diverse cultural and professional backgrounds to the learning environment. United by a shared dedication to excellence, they are carefully selected for their expertise, teaching effectiveness, and ability to inspire learners. Cakap educators play a pivotal role in fostering dynamic, learner-centered experiences that empower students to reach their full potential.

Teacher Quality and Empowerment

Cakap is committed to enhancing teacher quality and empowerment through continuous professional development. The goal of the Cakap Educator program is to provide structured training and development opportunities that support educators in refining their skills, expanding their knowledge, and staying aligned with industry standards. These initiatives aim to ensure that every educator within the Cakap ecosystem has equal access to growth opportunities, fostering a culture of excellence, collaboration, and lifelong learning. Through these efforts, Cakap strives to build a strong, empowered community of educators who are equipped to deliver high-quality, impactful learning experiences.

Program Approach

- Partnering with universities to identify and recruit promising educator candidates.
- Delivering comprehensive training programs focused on teaching methodologies and English proficiency for educators across Indonesia.
- Creating flexible earning opportunities for teachers to become online instructors through the Cakap platform.
- Providing official certification to educators upon successful completion of the training program.



Program Implementation

Cakap Teacher Academy

Cakap Teacher Academy (CTA) empowers current and aspiring teachers across Indonesia to come together, teach from home, and contribute meaningfully to the nation. The program encourages the younger generation to embrace flexible teaching opportunities while enhancing their professional skills and overall quality of life.

As education continues to evolve with technology, CTA equips teachers with essential digital teaching skills through interactive self-paced modules and engaging webinars. This flexible approach enables educators to create personalized and comfortable teaching environments, ultimately leading to improved teaching quality and learner outcomes.

Importance of Program

Teachers and aspiring educators in Indonesia face various challenges in pursuing impactful careers, including limited access to specialized training institutions that cater to their professional development needs. These gaps hinder not only career progression but also their broader social and economic well-being.

Cakap Teacher Academy (CTA) is designed to bridge these gaps through targeted, high-impact training programs. Aligned with key Sustainable Development Goals (SDGs)—such as quality education, gender equality, decent work, and reduced inequalities—CTA empowers educators from diverse backgrounds. In doing so, it fosters inclusive growth and supports the development of a more equitable education ecosystem across Indonesia.

Program Goals

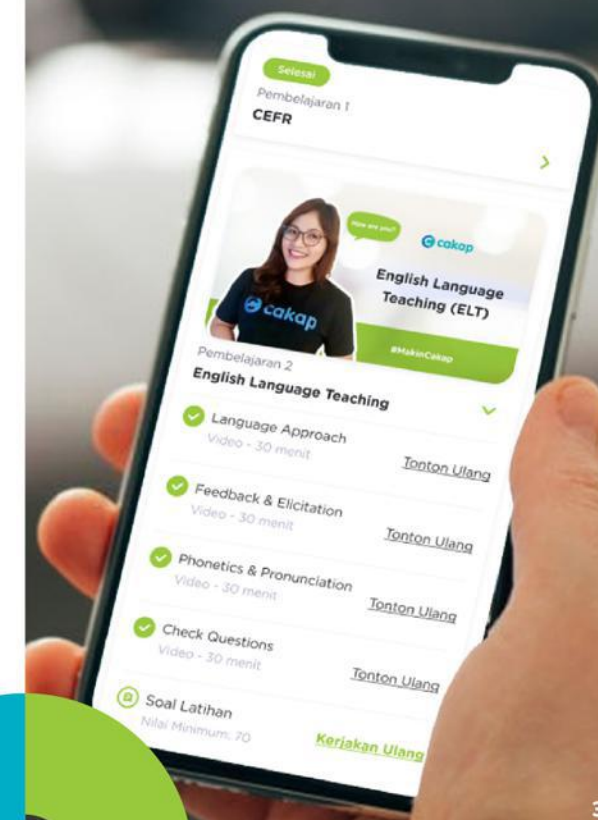
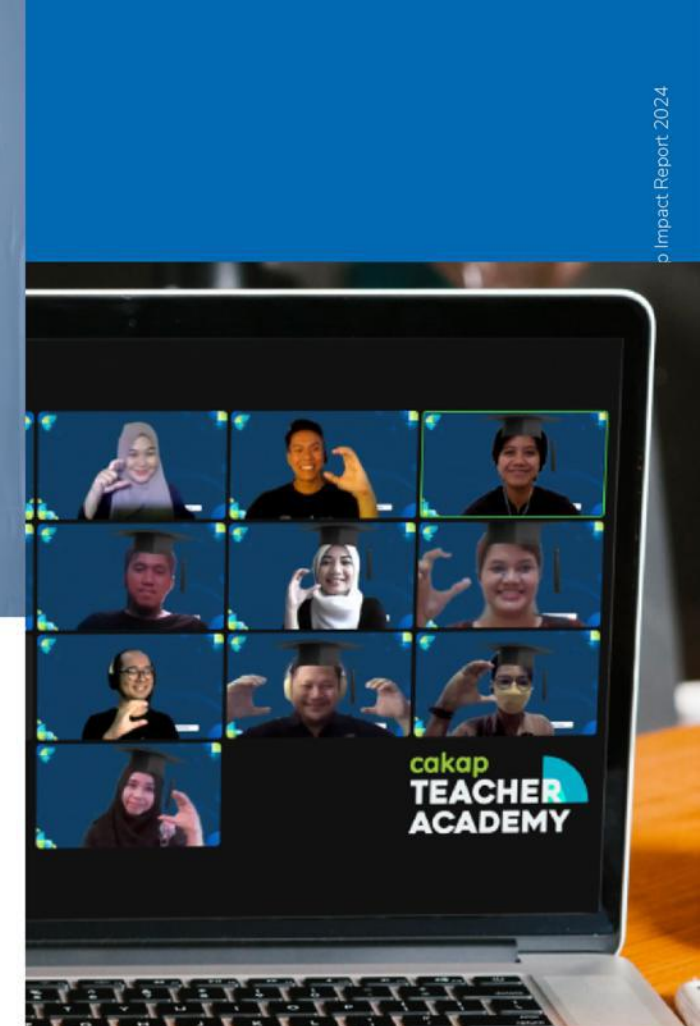
Cakap Teacher Academy is designed to enhance teachers' pedagogical competencies, focusing on effective classroom teaching, fostering meaningful student engagement, and reigniting their passion for educating future generations of Indonesians. The program features personalized learning methods, including one-on-one tutorials, teaching practice sessions assessed by Senior Academic Coaches, small group classes for focused interaction, and a Teaching Methodology Diagnostic Test conducted prior to accessing the Learning Management System (LMS).

Program Target

Cakap Teacher Academy welcomes university students—particularly those from English education or literature backgrounds—fresh graduates, and individuals passionate about teaching. Spanning over 14 provinces in Indonesia, the program promotes equal opportunities for both men and women. Beyond academic credentials, Cakap values genuine enthusiasm for education, fostering a diverse and inclusive community of aspiring educators nationwide.

Program Approach

- Collaborating with universities in recruiting prospective teachers.
- Providing teaching and English language training to teachers in Indonesia.
- Offering opportunities to earn additional income as online instructors with Cakap.
- Granting certification to teachers who have completed the program.





Cakap Educators Impact



I. Increased Teaching Performance and Income Through Evaluation Systems

Cakap's educator development program delivers standout results, surpassing both global and national benchmarks. While many teacher evaluation systems struggle to balance motivation with fairness, Cakap's performance-based evaluation model demonstrates tangible success.

With **77%** of teachers stating that the grading system motivates them to enhance their teaching, and **73%** reporting a positive impact on income. According to OECD data, most performance-linked evaluation systems show mixed effects, with less than **60%** of educators reporting motivational benefits⁵⁴.



II. Impact of Teacher Training on Career Growth and Professional Well-Being

Cakap's structured teacher training also shows stronger-than-average results in building professional capacity and personal development. With **83%** of participants reporting improved teaching competencies, the program exceeds the global benchmark, where only **60–70%** of educators typically report a meaningful boost from professional development programs⁵⁵. Furthermore, **76%** note improved personal growth, highlighting the program's holistic approach to professional well-being.

In an increasingly tech-integrated education landscape, adaptability is essential. Cakap stands out with **79%** of educators saying they feel equipped to navigate technological and educational innovations—an area where many global training programs still lag.



III. Enhancing Teacher Careers via Inclusive Teaching and Community Impact

Cakap's commitment to social impact through inclusive teaching is a distinguishing feature. While global teacher training often focuses on pedagogy alone, Cakap integrates community engagement, with **86%** of participants expressing satisfaction with their role in supporting marginalized groups.

⁵⁴ OECD. (2013). Synergies for better learning: An international perspective on evaluation and assessment. OECD Publishing.

⁵⁵ Darling-Hammond, L., Hyler, M. E., & Gardner, M. (2017). Effective teacher professional development. Learning Policy Institute.

Providing Accessible and Affordable Assessments for Growth

A. Problem Statement

Indonesia's growing youth population faces a persistent barrier in realizing its potential: limited access to essential assessments and inadequate career guidance systems. These dual challenges reduce their chances to make informed educational and employment decisions—widening inequality and wasting human capital.

High-stakes English proficiency tests like TOEFL iBT (USD 190–210) and IELTS (IDR 3.15–3.35 million) remain financially and geographically out of reach for many. Even prediction or preparatory tests, though more affordable (IDR 50,000–1 million), vary greatly in quality and often fail to bridge the accessibility gap. This “English Divide” reinforces socio-economic disparities, especially among rural and low-income youth.

Beyond English, aptitude and interest-based assessments—globally recognized for their predictive power—are severely underused. Research shows that General Mental Ability (GMA) tests predict academic and job success ($p \approx 0.65$ and 0.53 respectively), while interest congruence is linked to career satisfaction and retention⁵⁶. In Indonesia, access to such tools is still concentrated in elite or urban institutions, despite clear benefits: 83.3% of students in one study felt more confident choosing majors after an interest test⁵⁷.

Meanwhile, job-education mismatch remains high. In 2022, over 40% of Indonesian workers were overeducated, with mismatch rates reaching 61.58% among vocational graduates⁵⁸. A major contributor is the lack of structured career support—most students still navigate their futures with limited self-awareness and minimal professional guidance⁵⁹.

Globally, demand for predictive assessments is rising. The industry is projected to reach USD 17 billion by 2030⁶⁰, with use cases spanning recruitment, education, and workforce planning. Yet Indonesia lacks scalable, affordable solutions—despite over 300 companies and institutions already adopting them in fragmented ways⁶¹.

To bridge this gap, Indonesia must prioritize the development of accessible, reliable assessments for both language proficiency and career readiness, and integrate them with strengthened guidance systems. Without this, the country risks perpetuating inequality and losing out on the productivity of its demographic dividend.

B. SDGs Target



- SDG 4.3
- SDG 4.c



- SDG 8.5



- SDG 10.2



⁵⁶ Schmidt, F. L., & Hunter, J. E. (1998). The validity and utility of selection methods in personnel psychology: Practical and theoretical implications of 85 years of research findings. *Psychological Bulletin*, 124(2), 262–274. <https://doi.org/10.1037/0033-2909.124.2.262>

⁵⁷ Putri, A. D., Nurhidayah, I., & Wibowo, R. A. (2021). Pengaruh tes minat bakat terhadap pemilihan jurusan siswa SMA di Palembang. *Jurnal Pendidikan Psikologi*, 12(2).

⁵⁸ Badan Pusat Statistik. (2023, December 8). Keadaan angkatan kerja di Indonesia Agustus 2023 [Labor force situation in Indonesia August 2023]. Badan Pusat Statistik.

⁵⁹ UNICEF (2020). Mapping of Career Guidance Programs in Indonesia.

⁶⁰ Grand View Research. (2023). Career assessment systems market size report, 2024–2030. Grand View Research.

⁶¹ Center for Indonesian Policy Studies. (2022). Strengthening the labor market information system in Indonesia. Center for Indonesian Policy Studies.



C. Program Distribution

Cakap English Standardized Test (CEST)

Cakap English Standardized Test (CEST) offers an affordable and accessible solution to language assessment, addressing the challenges of high costs and limited access to reliable testing options. Designed to be equivalent to the TOEFL iBT prediction, CEST provides a standardized, internationally recognized evaluation of English proficiency. Developed by Cakap's expert curriculum team, the test delivers accurate, comprehensive results, ensuring that individuals can assess their language skills without the financial burden or accessibility barriers often associated with traditional assessments.

Program Target

This program is designed to provide individuals with a comprehensive evaluation of their English proficiency. Whether they are preparing for international exams, advancing in their careers, or simply assessing their current skills, CEST offers a reliable and accurate measure of language ability. This test helps individuals identify areas for improvement and ensures they are equipped with the insights needed to reach their academic or professional goals.

Program Approach

Cakap English Standardized Test (CEST) is committed to providing an accessible and reliable assessment tool that meets internationally recognized language proficiency standards. By offering a comprehensive evaluation system, CEST ensures a clear understanding of an individual's English skills. These efforts reflect our dedication to providing an accurate and insightful assessment that supports learners in their academic and professional development.

- Provide an accurate and reliable English proficiency assessment aligned with international testing standards.
- Utilize a well-structured test format to evaluate listening, reading, writing, and speaking abilities.
- Ensure a user-friendly experience with clear, actionable insights for learners to identify strengths and areas for improvement.

Cakap Aptitude & Subject Selection Test (CAST)

Cakap Aptitude & Subject Selection Test (CAST) is a comprehensive assessment tool designed to help individuals identify their core strengths, interests, and cognitive abilities. Originally developed to support students, professionals, and career switchers in making well-informed academic and career decisions, CAST now also serves as a strategic solution for organizations seeking to enhance workforce development and recruitment effectiveness.

Delivered fully online using trusted and standardized psychometric instruments, CAST ensures reliable, data-driven insights into personal aptitude and potential. For companies, CAST provides an accessible and validated alternative for use in hiring decisions and talent mapping. It allows employers to better understand candidate-job fit, predict learning curves, and support long-term career progression within the organization.

By offering CAST, Cakap not only empowers individuals to align their aspirations with their innate strengths but also equips organizations with a practical, scalable tool for unlocking human potential and optimizing talent strategy.

Program Target

This program is designed to help individuals gain a comprehensive understanding of their natural interests, personality traits, and abilities. Whether they are students selecting a college major, professionals planning a career transition, or individuals seeking self-discovery, CAST offers a reliable and accurate assessment of their aptitudes. This test helps participants identify their strengths and areas for growth, providing them with the insights needed to make confident, informed decisions about their academic or career paths.

Program Approach

Cakap Aptitude & Subject Selection Test (CAST) is committed to providing an accessible and reliable assessment tool that helps individuals understand their natural interests, talents, and personality traits. By offering a comprehensive evaluation system, CAST ensures a clear understanding of an individual's aptitudes. These efforts reflect our dedication to providing an accurate and insightful assessment that supports individuals in making informed decisions about their academic and career paths.

- Provide an accurate and reliable assessment of individual aptitudes, interests, and personality traits.
- Utilize a structured test format to evaluate key areas of personal strengths and potential.
- Ensure a user-friendly experience with clear, actionable insights to help individuals identify areas for growth and development.





Cakap Standardized Test Impact



II. Perceived Quality and Credibility of Cakap's Language Testing

Cakap's foreign language proficiency test is widely perceived as credible and comparable to international standards. **83%** of respondents believe that Cakap's language test is on par with globally recognized tests such as TOEFL ITP, TOEFL iBT, and IELTS. The findings align with research by Alderson (2005) which emphasize that learners' perception of test fairness and credibility strongly influences test engagement and perceived value⁶². Cakap's alignment with recognized benchmarks (e.g., TOEFL/IELTS) further reinforces this trust.



II. The Role of Standardized Assessments in Supporting Educational Decisions

In addition to language testing, Cakap offers a range of standardized assessments—including talent and interest evaluations—that support learners in making informed educational decisions. **90%** of respondents stated that participating in these assessments contributed meaningfully to achieving their personal goals, reflecting the motivational and developmental impact of the program.

Moreover, **7 out of 10** participants used the results of their assessments to determine their next level of education, indicating the program's practical relevance in guiding academic choices. Furthermore, **87%** of respondents expressed a high level of confidence in the reliability of the assessments, highlighting positive perceptions of their quality and integrity.

These results are consistent with findings by Nye et al. (2012), which confirm that interest-aligned assessments significantly enhance goal clarity, educational engagement, and decision-making confidence⁶³. Local studies further validate this, with students in Indonesia showing increased certainty in academic pathways after aptitude testing⁶⁴.

⁶² Alderson, J. C. (2005). Diagnosing foreign language proficiency: The interface between learning and assessment.

⁶³ Nye, B., Suárez-Orozco, C., & Hinojosa, T. (2012). Mapping learning: The effects of interest-aligned instruction on academic outcomes. Society for Research on Educational Effectiveness (SREE).

⁶⁴ Putri, A. D., Nurhidayah, I., & Wibowo, R. A. (2021). Pengaruh tes minat bakat terhadap pemilihan jurusan siswa SMA di Palembang. Jurnal Pendidikan Psikologi, 12(2).

Nurturing Future Generations for Lifelong Learning



A. Problem Statement

Indonesia faces a critical challenge in developing its human capital for kids, as evidenced by its low Human Capital Index (HCI) score of 0.54⁶⁵. This figure indicates that the average child born in Indonesia today will grow up to be only 54% as productive as they could be if they had full access to quality education and healthcare at an early age. This score places Indonesia significantly below regional and income-group averages, signaling deep-rooted structural issues in human capital formation. At the heart of this challenge are two interconnected crises: inadequate early childhood development and the failure to ensure foundational learning during the primary years of education.

Although Indonesia has made remarkable strides in expanding access to formal education—reflected in an Expected Years of Schooling (EYS) of 12.4 years—the quality of that education remains a serious concern⁶⁶. Harmonized Test Scores (HTS) for Indonesian students average just 395, placing them much closer to the minimum threshold of 300 than the desired advanced benchmark of 625⁶⁷. Alarming, 53% of children are unable to read and comprehend a simple, age-appropriate text by the end of primary school⁶⁸. This widespread learning poverty is significantly higher than the regional average in Southeast Asia and severely hampers students' ability to grasp more complex material in later years. The result is an education system that, while accessible, is not delivering the foundational skills necessary for lifelong learning or meaningful participation in the economy.

This problem is further exacerbated by inadequate early childhood care and developmental support, particularly in parenting knowledge and practices. The national score for Indonesia's Early Childhood Parenting Index (Indeks Pengasuhan Anak Usia Dini, or IP AUD) stands at a modest 54.31, with projections showing only a marginal increase to 55.06 by 2024⁶⁹. This means that, on average, Indonesian parenting practices meet just over half of the recommended standards. The disparities across regions are stark: provincial IP AUD scores range widely from as low as 44.59 (Papua) to as high as 66.54 (DI Yogyakarta), reflecting significant differences in access to parenting resources, education, and community support services⁷⁰. In many parts of the country, particularly in rural or underdeveloped regions, parents lack the knowledge and tools needed to create stimulating and nurturing environments for their children during critical early developmental stages.

The rise of digital technology introduces both new opportunities and new challenges in this landscape. Nearly all Indonesian children aged 8 to 18—an astonishing 99.4%—are active internet users⁷¹. This near-universal access to digital technology offers a potential platform for learning and personal development. However, without adequate guidance and control, it also exposes children to significant risks. While 86.7% of parents report setting rules on the duration of screen time, only 8.2% set boundaries regarding the types of content their children can access⁷². These gaps in digital parenting raise concerns about overexposure to screens and exposure to harmful or age-inappropriate content.

Collectively, these factors—low HCI scores, poor foundational learning, uneven parenting practices, and digital risks—point to a systemic human capital deficit that threatens Indonesia's ability to prepare its population for future challenges. The country's long-term economic competitiveness, social cohesion, and ability to capitalize on its demographic dividend are at stake. Without targeted interventions to improve early childhood development, strengthen foundational literacy and numeracy, and equip parents with better tools to support their children's holistic growth—especially in a digital age—these challenges will deepen.

To break this cycle, Indonesia must implement an integrated, cross-sectoral approach. This includes expanding quality early childhood education, improving teacher training and curriculum relevance, delivering targeted support to parents and caregivers, and promoting safe, educational digital environments. Only through such coordinated efforts can Indonesia build a generation that is not only educated but also equipped to thrive in the 21st century.

B. SDGs Target



• SDG 4.2

⁶⁵ World Bank. (2020). Human Capital Index 2020 update: Human capital in the time of COVID-19. World Bank. <https://www.worldbank.org/en/publication/human-capital>

⁶⁶ World Bank. (2023). Human capital country brief: Indonesia – expected years of school reached 12.4 years (2020). World Bank.

⁶⁷ World Bank. (2024). Human capital country brief: Indonesia – harmonized test scores based on TIMSS and PIRLS (2020). World Bank.

⁶⁸ World Bank & UNESCO Institute for Statistics. (2019). Learning poverty: The share of 10-year-olds unable to read and understand a simple story by the end of primary school is 53 percent in low- and middle-income countries [Learning poverty indicator]. World Bank.

⁶⁹ Badan Kependudukan dan Keluarga Berencana Nasional & Direktorat Bina Keluarga Balita dan Anak. (2024). Indeks Pengasuhan Anak Usia Dini 2023: Skor nasional 54.31, diproyeksikan 55.06 pada 2024 [Early childhood parenting index 2023: National score of 54.31, projected to 55.06 in 2024]. BKKBN.

⁷⁰ Badan Kependudukan dan Keluarga Berencana Nasional & Direktorat Bina Keluarga Balita dan Anak. (2024). Provincial early childhood parenting index (IP AUD) 2023: Range from 44.59 in Papua to 66.54 in DI Yogyakarta [Indeks Pengasuhan Anak Usia Dini provinsi 2023: 44.59 di Papua hingga 66.54 di DI Yogyakarta].

⁷¹ UNICEF Indonesia. (2023). Protecting children in the digital age: Baseline study in DKI Jakarta, West Nusa Tenggara, and South Sulawesi. UNICEF Indonesia.

⁷² Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia, UNICEF Indonesia, & ECPAT Indonesia. (2023). Baseline study: Understanding online child protection in Indonesia. UNICEF Indonesia.

C. Program Distribution

Cakap Kids Academy

Cakap Kids Academy offers English and Mandarin courses designed to enhance the language skills of Indonesia's next generation. Through a blend of online and offline learning, our programs help develop children's cognitive, motor, and sensory skills. With a focus on general proficiency, practical communication, interactive exercises, and casual learning, we create an engaging and effective language-learning experience.

At Cakap Kids Academy, our curriculum is designed to support children's language, physical, emotional, and social development all at once:

Language Learning (CEFR, CLT, Phonics)

We build strong communication skills through stories, songs, and interactive speaking tasks. Children learn to understand, express, and create language in fun, meaningful ways.

Physical Activities (PE, Gymnastics, SPIN Activities)

Kids learn better when they move! Physical activities improve focus, brain function, and coordination. Plus, they help kids learn action words, follow instructions, and use English in real situations.

Social & Emotional Growth

Group activities, games, and storytelling teach teamwork, patience, and empathy. Children learn to speak up, listen to others, and work together — all important life skills.

Targeting children aged **4 to 12 years**, Cakap Kids Academy is strategically positioned to support their optimal growth and development.

Within this age range:

Rapid Cognitive Development

Children aged 4-7 are in the preoperational to early concrete operational stages, where language skills, imagination, and basic logic develop incredibly fast. This is a golden age for learning new languages and building a **foundation for critical thinking**. As they enter ages 7-12, logical thinking matures, enabling them to grasp more complex concepts and develop academic skills.

Motor Skills Continue to Form

Fine motor skills (like writing and drawing) and gross motor skills (coordination, agility) are continuously refined. Activities supporting both aspects are crucial for school readiness and active participation in various activities.

Cakap Kids Academy leverages this crucial period by providing programs designed to stimulate cognitive abilities, particularly language, and support the development of other relevant skills for their age group, preparing them for a brighter future.

Formation of Interests and Talents

Cakap Kids Academy leverages this crucial period by providing programs designed to stimulate cognitive abilities, particularly language, and support the development of other relevant skills for their age group, preparing them for a brighter future.

Program Target

This program is designed to build strong language foundations that support children's personal growth and academic readiness. Whether they are just beginning their learning journey or preparing for school milestones, Cakap Kids Academy provides a flexible and engaging learning experience to help young learners develop the confidence and skills they need to succeed.

Program Approach

Cakap Kids Academy is committed to delivering high-quality language education that meets recognized educational standards for young learners. By providing access to qualified instructors and developing age-appropriate, engaging curricula and learning materials, Cakap ensures a well-rounded and effective learning experience. These efforts reflect our dedication to supporting children's educational growth through excellence in teaching and content.

- Deliver high-quality language courses with certified native instructors and interactive learning experiences.
- Develop customized curricula aligned with learners' academic goals and developmental stages
- Strengthen learning infrastructure to support consistent, high-quality instruction and learner engagement.



**"EDUCATION
is the most
powerful weapon
which you can use
to change
the world."**

- Nelson Mandela



Generasi Cakap

Generasi Cakap is a program designed to support parents in educating and connecting with their children based on their age, with a primary focus on children aged 0-7 years. This initiative empowers parents by providing resources and guidance to foster positive, age-appropriate learning experiences that promote early childhood development. Generasi Cakap aims to create a strong foundation for young learners, ensuring they are equipped with essential skills for their academic and personal growth.

Program Target

This program is designed to facilitate parents in educating and connecting with their children according to their developmental stage, especially during the critical early years. Generasi Cakap provides the support, guidance, and age-specific resources needed to foster meaningful parent-child relationships and ensure healthy early development.

Rumah Tumbuh

Rumah Tumbuh is a program designed to support the holistic growth of both parents and children by creating a nurturing, family-centered environment. This initiative offers a safe space for learning, self-discovery, and building strong emotional connections within the family. Rumah Tumbuh aims to foster a supportive atmosphere where parents and children can grow together—emotionally, intellectually, and relationally—laying the foundation for a resilient and connected family life.

Program Target

This program is targeted at families seeking to build a nurturing and balanced home environment that supports the emotional and developmental needs of both parents and children. Rumah Tumbuh is designed for those who value personal growth, meaningful family relationships, and a safe space for shared learning and self-discovery.

Impact on Children



I. Active Improvement in English Language Skills

Many children who were previously unable to speak in English are now showing clear progress. They have started to actively use English, both in the context of learning and daily life, such as asking questions about vocabulary, reading English books, and starting to speak in English at home. Some parents reported that their children are now more confident and not afraid to make mistakes when speaking English. This shows that the CKA learning approach is effective in encouraging active, not just passive, language skills.

This finding is in line with research by Cambridge University Press (2016) which shows that early childhood has a golden period in second language acquisition, with faster development especially in aspects of phonology and speaking skills if given early stimulation⁷³.



II. Growing Self-Confidence and Social Skills

One of the most prominent impacts of this program is the increase in children's confidence in speaking and socializing. Children who were initially reluctant to speak or tended to be silent when playing with friends due to language limitations, are now starting to be more courageous and open. This confidence is not only seen in the context of learning English, but also reflected in children's social interactions in the school environment and beyond.

This is supported by the theory of MacIntyre et al. (1998) which states that self-confidence is a major determining factor in the success of second language learning, especially in the aspect of speaking⁷⁴.



III. Positive Attitude and Enthusiasm towards Learning

The CKA program succeeded in fostering children's enthusiasm for learning. Parents state that their children are happy, not lazy, and always look forward to learning sessions at CKA. The fun and interactive learning activities have proven to make children feel comfortable and motivated to continue learning. Some children even showed interest in participating in more learning activities outside of CKA.

UNICEF research (2018) notes that a learning through play approach can increase children's learning motivation by up to 65% and encourage active engagement in the learning process⁷⁵.



IV. Channeling Energy through Physical Activity

Some parents appreciate the gymnastic classes provided by CKA. These activities not only channel the energy of active children, but also help maintain a balance between academic and physical activities. This shows that CKA pays attention to the holistic developmental needs of children.



IV. Academic Preparation and Learning Independence

CKA also plays an important role in preparing children for the next level of education, especially for children who are about to enter primary school. Children become more prepared to participate in formal learning activities, get used to learning routines, and have a sufficient foundation to use English at school.



⁷³ Cambridge University Press. (2016). The importance of early language learning. Cambridge University Press.

⁷⁴ MacIntyre, P. D., Clément, R., Dörnyei, Z., & Noels, K. A. (1998). Conceptualizing willingness to communicate in a L2: A situational model of L2 confidence and affiliation. *The Modern Language Journal*, 82(4).

⁷⁵ UNICEF & LEGO Foundation. (2018). Learning through play: Strengthening learning through play in early childhood education programmes [Advocacy brief]. UNICEF.

Impact on Parents



I. Meeting Children's Expectations and Needs

Parents reported that the CKA program has met their expectations in providing a learning experience that suits their children's needs. Through a fun learning approach, the program is able to bridge children's needs in English language acquisition and academic readiness.



II. Satisfaction with Teachers and Learning Methods

Parents perceive that the teachers at CKA are able to build closeness and adapt to children's characters. This creates a conducive and fun learning atmosphere. The learning through play approach is considered to be very suitable for the early childhood development stage.



III. Proudness and Confidence in Children's Development

Seeing the positive changes in their children, parents feel proud and grateful. The CKA program has had a real impact in supporting children's growth not only from the academic side, but also from the emotional and social aspects. Some parents even refer to this program as an important provision for their child's future.



LIFE AT CAKAP

Cakap Core Values
Sustainability Practice at Cakap
Engagement Activity
Our Journey Ahead



Cakap Impact Report 2024



Life At Cakap

Cakap Core Values

Cakap has a set of values that shape our organizational culture. These values bring Cakap to life by elevating people's lives.



Agility

The mind adapts itself to solve problems. The body readies itself for the next challenge. We independently seek for our own self-development among ourselves. We brainstorm and release a bunch of out of the box ideas.

Implementation:

- Keep calm and try to fix any problems with a cold mind
- Take an initiative in every task

Contribution

Being proud and committed to one's own roles while leaving a legacy for others. We passionately and proactively do our role in harmony. We give our best in our work to reach our goals together.

Implementation:

- Become proactive in the team
- Foster a collaborative and supportive team environment by actively sharing knowledge and expertise



Kindness

Striving for equality and empathic with others. All is achieved through collaboration. We sincerely respect and help each other to go forward. We are open for critics, opinions, and creative ideas.

Implementation:

- Never take anything for granted
- Discuss every problem to reach win-win solutions



Advancement

Passionate and persevering in every situation. Pursuing the extra mile as a firm self-learner. We actively seek for a bigger challenge. We create the future, not predict the future.

Implementation:

- Not afraid of being wrong and learning from mistakes
- Always open for new challenges



Professionalism

Mindful of workplace ethics and punctually, aiming for serving excellence on the way. We become the face that representate our company. We take full responsibility for our own work.

Implementation:

- Disciplined and has an integrity in doing our work
- Take an initiative in every task



Sustainability Practice at Cakap

A Gender Equality of Cakap Squad



Programs & Initiatives

Gender equality is a fundamental human right and a key driver of economic and social progress. Empowering women and girls leads to stronger communities and greater economic contributions. Aligned with **Sustainable Development Goal (SDG) 5: Gender Equality**, Cakap is committed to eliminating discrimination, promoting equal opportunities, and ensuring women's full participation in leadership roles.

Despite progress in Indonesia, gender disparities remain, particularly in the workforce. Women earn 23% less than men on average and hold only 25% of high-paying managerial and supervisory roles. Even in these positions, they are paid 20-30% less than their male counterparts. The gender gap also extends to education and skill development, especially in information technology, affecting women's access to quality jobs.



At Cakap, we take concrete actions to bridge these gaps, both within our organization and across the communities we serve. We foster an inclusive workplace that ensures equal career opportunities for all. In 2024, our workforce comprised **52.40%** female employees and **47.60%** male employees, reflecting our commitment to gender balance and diverse representation.

In terms of leadership representation, women currently hold **47.95%** of leadership roles, including CLT, managerial, supervisor, and leader positions, while men make up **52.05%**. This near-equal representation underscores our commitment to breaking barriers and ensuring leadership opportunities are accessible to all, regardless of gender. However, our dedication to gender equality goes beyond representation—it is deeply embedded in our culture, policies, and daily practices.



In terms of promotions within the Cakap Squad, there is a noteworthy and positive balance. A significant **64.44%** of these promotions are granted to female members, while **35.56%** are awarded to male members. Our transparent and fair promotion program ensures that every member of the Cakap Squad has equal opportunities to develop and advance in their careers. This not only fosters sustainability in our human resources but also serves as motivation for the entire Cakap Squad to contribute their best.



B

Empowering Cakap Squad



At Cakap, we believe that continuous learning is the cornerstone of professional growth and organizational success. In an ever-evolving work environment, equipping employees with the right skills and knowledge is not just an option—it's a necessity. By fostering a culture of continuous development, we empower the Cakap Squad to stay ahead of industry trends, adapt to new challenges, and drive innovation within the company.

Aligned with **Sustainable Development Goal (SDG) 4: Quality Education**, our commitment to upskilling ensures that every team member has access to inclusive, equitable, and lifelong learning opportunities. By investing in professional development, we not only enhance individual expertise and strengthen collaboration but also contribute to a more knowledgeable and skilled workforce that drives positive change within Cakap and beyond.



Cakap Squad Skill Training

Employee training is a process of developing the skills, knowledge, and behaviors of employees to enable them to perform their job tasks more effectively and efficiently, resulting in increased productivity. Employee training is typically conducted through online, offline, or hybrid methods.

Total Employee Training for Cakap Squad

In 2024, Cakap orchestrated a series of 91 training sessions for Cakap Squad, spanning a diverse array of skills. These sessions are carefully designed to empower each team member with pertinent and innovative skills, reinforcing our collective journey towards success.



By investing in these diverse training areas, Cakap aimed to equip Cakap Squad with the necessary tools and knowledge to thrive in their roles and contribute effectively to the Cakap's overall success.

This commitment to empowerment is seamlessly reflected in our ongoing training program. By providing accessible and impactful training opportunities, Cakap ensures that every member of the squad can develop essential skills, enhance overall productivity, and make meaningful contributions to the collaborative work environment.

Cakap's investment in human resource development is vividly portrayed through these comprehensive training initiatives. These programs signify that each employee is regarded as a valuable asset, deserving attention and support to foster sustainable growth both personally and professionally.

Beyond individual development, the impact of enhancing employee skills through continuous training resonates across the company's operational landscape. This strategic approach improves overall efficiency, creating a positive ripple effect on company productivity and performance.



Throughout 2024, Cakap has been dedicated to empowering Cakap Squad through comprehensive training programs. These initiatives spanned across 12 Categories aimed at enhancing various aspects of professional growth and development:

- Communication & Public Speaking
- Leadership & Personal Growth
- Teamwork & Collaboration
- Change Management & Workplace Adaptability
- Well-being & Stress Management
- Training & Skill Development
- Business & Professional Development
- Technology & AI
- Workplace Policies & Compliance
- Language & Cross-Cultural Communication
- Project Management & Analytical Skills
- Personal & Professional Habits



BELIEVERS

#SiapaCakapDiaDapat



Average Hours of Training

The average total hours of employee training that have been conducted.



168
Hours
in 2024

Cakap Squad Satisfaction Level with Training Activities

In 2024, Cakap orchestrated a series of 91 training sessions for Cakap Squad, spanning a diverse array of skills. These sessions are carefully designed to empower each team member with pertinent and innovative skills, reinforcing our collective journey towards success.

The satisfaction level of Cakap Squad with training activities this year has reached a high score, with an average rating of 4.65 out of a scale of 1 to 5.

Satisfaction rate:

4.65
★★★★★

Throughout the year 2024, a total of **424 Cakap Squad** from various divisions, including Business, CEOO, Education, Finance, Growth, Operations, People and Culture, and Tech and Product, participated in training sessions. These training programs were tailored to meet the needs and objectives of each division, ensuring that Cakap Squad received targeted and relevant skill development opportunities. By engaging Cakap Squad from diverse backgrounds and roles, Cakap aimed to foster a culture of continuous learning and development, ultimately enhancing individual capabilities and contributing to overall organizational growth and success.



Cakap Squad Language Class

Cakap Squad Language Class is a program offered to employees in the form of foreign language classes, which is one of Cakap's products, including Korean, Mandarin, and English languages. This aims to enhance Cakap Squad language skills to support job productivity and to broaden their personal experience and knowledge. The program is available in Semi-Private and Private class formats. Language training in our company is not just a program to improve communication skills but is also an integral part of our efforts to empower employees and provide them with real opportunities for self-development.

Average Hours of Cakap Language Class

The average hours obtained reflect their commitment to self-development and creating a productive learning environment. This showcases Cakap's commitment as a company to empower the Cakap Squad.

Total of
42
hours

over
6
months

In 2024, the Cakap Language Class program for Cakap Squad continued to support employees in enhancing their communication skills through English, Korean, and Chinese classes. These language programs provide valuable opportunities for professional growth, enabling employees to navigate diverse work environments more effectively. By fostering multilingualism, Cakap reinforces the importance of cross-cultural communication and collaboration, equipping the team with the skills needed to thrive in a globalized workplace.





C Diversity and Inclusivity of Cakap Squad



Aligned with Sustainable Development Goal (SDG) 10: Reduced Inequalities

Cakap has recorded a delightful growth in the number of employees every quarter. Since the beginning of the year, the Cakap family has continued to expand, creating a work environment that is increasingly dynamic and supportive. At every step, Cakap creates opportunities and embraces individuals who aspire to be part of the Cakap Squad.

Aligned with **Sustainable Development Goal (SDG) 10: Reduced Inequalities**, we are committed to fostering a diverse and inclusive workplace where everyone, regardless of their background, has equal access to opportunities for career growth and development. Our recruitment and retention strategies emphasize fairness, inclusivity, and equal treatment, ensuring that each team member can thrive professionally in a supportive environment.

This growth is not just about numbers but also about the spirit of collaboration and loyalty among the Cakap Squad, enriching our organization. Cakap serves as a platform for professionals seeking an ideal and stable work environment. With pride, we maintain the stability of the company without layoffs. Through this policy, Cakap reaffirms its dedication to providing career sustainability and professional development for all members of the Cakap Squad while actively reducing employment inequalities.

Diversity by Age

In Cakap, age diversity forms the foundation of a dynamic and vibrant team. A substantial **62%** of members are aged under **30 years old**, infusing the work environment with youthful energy and innovation, while **38%** from the **30-50 years old** age group brings a dimension of maturity to the perspective and wisdom with their valuable experiences.

Despite the diversity in age, harmony within the Cakap Squad is reflected in the steadfast core value of kindness. This acts as a cohesive force that bridges the generation gap. Cakap Squad demonstrates that age diversity in an organization can be a strength, particularly when built upon a foundation of shared values.



Diversity by Origin

Cakap proudly employs individuals from 18 provinces across Indonesia, demonstrating our commitment to inclusivity and sustainability. By fostering a diverse workforce, we create an environment where everyone can contribute, thrive, and advance their careers, thus promoting economic growth and social equity in our communities.

Cakap Squad stands as a mosaic of Indonesia's cultural diversity, stemming from various regions across the archipelago. The diverse origins of Cakap Squad members cultivate a collaborative environment rich in regional perspectives, strengthening the essence of unity within diversity. This blend of backgrounds not only fosters a sense of togetherness but also fuels innovation through a multitude of viewpoints.

The geographical diversity within the Cakap Squad creates an environment abundant in cultural richness and experiences. This not only enhances the company's competitiveness but also establishes an inclusive and equitable workplace. Embracing flexibility and harnessing technology, Cakap Squad leverages this diversity to adapt, grow, and thrive in an ever-evolving landscape.

18 / 35

provinces represented

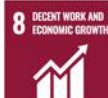


Engagement Activity



3 GOOD HEALTH AND WELL-BEING

Aligned with
Sustainable Development Goal (SDG) 3:
Good Health and Well-being



8 DECENT WORK AND ECONOMIC GROWTH

Aligned with
Sustainable Development Goal (SDG) 8:
Decent Work and Economic Growth

Sport Club

The company's Sports Club brings together employees with shared interests in sports, promoting health, teamwork, and a vibrant work environment. At Cakap, employees can join activities like running, badminton, table tennis, and billiards, with regular monthly sessions to encourage engagement and well-being.

Hackathon

Hackathon is an internal competition designed to encourage employees to explore creative ideas and develop innovative solutions within a limited time. This year's theme, AI for Skill Passport, focuses on leveraging artificial intelligence (AI) to create a more effective, intuitive, and user-friendly Skill Passport system. The event aims to enhance employees' AI competencies while fostering a culture of innovation within the company.

Employee Outing

Employee outing is a company-organized recreational trip designed to foster teamwork, boost morale, and strengthen employee connections. Held annually, this event provides a refreshing break from work, allowing employees to relax, recharge, and build stronger relationships in an enjoyable setting.

Townhall

Townhall is a company-wide gathering where employees connect with leadership to discuss updates, share key information, and align on company goals. Covering project achievements, strategic changes, and important news, it fosters engagement, cross-division cohesion, and a shared vision. This platform also allows leaders to demonstrate transparency and address challenges, reinforcing an open communication culture. Held monthly online and quarterly in a hybrid format, Town Hall strengthens collaboration and corporate values.

Cakap Employee Award

Cakap recognizes outstanding employees through **Employee of The Quarter** and **Employee of The Year** awards, celebrating exceptional performance, dedication, initiative, leadership, innovation, and teamwork. Given quarterly and annually, these awards acknowledge employees who make significant contributions to the company. Winners receive certificates or bonuses as a token of appreciation, fostering motivation, boosting morale, and promoting a positive work environment.

Volunteering

Cakap's Volunteering Program is a platform for employees to engage in meaningful community activities through Cakap Untuk Bangsa. From fun learning sessions for children in shelters to donation drives and social visits, employees are encouraged to contribute beyond their daily roles. These activities, held in collaboration with partner organizations, foster empathy, teamwork, and a sense of purpose while reinforcing Cakap's commitment to social impact and community development.

Fun-filled Activities

This set of activities encompasses various enjoyable events that are consistently organized. The aim of these activities is to foster stronger bonds among Cakap employees and between teams. The activities this year include:

- Indonesian Independence Day Celebration
- Movie Day at the Cinema
- Creative Lunch Day
- Snacks Scavenger Hunt
- Iftar during the Ramadan month



Our Journey Ahead

Paving the Way for 2025

As we close an impactful chapter in 2024, we look forward with renewed commitment and clarity of purpose. The year 2025 marks a pivotal moment for Cakap not only to grow, but to evolve, lead, and deepen our impact across Indonesia.

Here are the strategic directions that will define our journey ahead:

Setting a National Standard: Skill Passport & Cakap Skill Test (CST)

In 2025, Cakap aims to solidify its role as a thought leader and standard-setter in the Indonesian skilling ecosystem. Through the Skill Passport and Cakap Standardized Test (CST), we will champion a nationally recognized framework for skill certification. This initiative is designed to validate real-world competencies, bridge the gap between learning and employability, and empower learners with credentials that are trusted, credible, and future-ready.

Elevating Cakap Kids Academy: Empowering the Next Generation

At Cakap, we believe the future begins with children. In 2025, Cakap Kids Academy will be a key focus as we strive to empower young learners across Indonesia. Through engaging and age-appropriate learning, we aim to build confidence, creativity, and communication skills from an early age. By nurturing children today, we are planting the seeds for a brighter, more capable generation tomorrow—positioning Cakap Kids Academy as a strong rising star in shaping Indonesia's future.

Strengthening Our Foundation: Optimizing for Positive Unit Economics

To ensure our long-term sustainability, Cakap will continue to optimize its operational efficiency and spending. We are focused on achieving and maintaining **positive unit economics**—balancing growth with financial discipline. This approach not only reinforces our business health, but also enables us to serve more learners in a more sustainable and equitable way.

Evolving into a High Impact Organization

Cakap is more than a tech company—we are an education and impact-driven organization. In 2025, we will take deliberate steps to evolve into a **sustainable, mission-aligned, and high-impact organization**. From refining our impact measurement frameworks to deepening our partnerships with public and private sectors, we are committed to making learning accessible, measurable, and meaningful for all.

Let us walk into 2025 with bold aspirations and grounded strategies—because at Cakap, we believe that quality education is not only a right, but a powerful driver of change.



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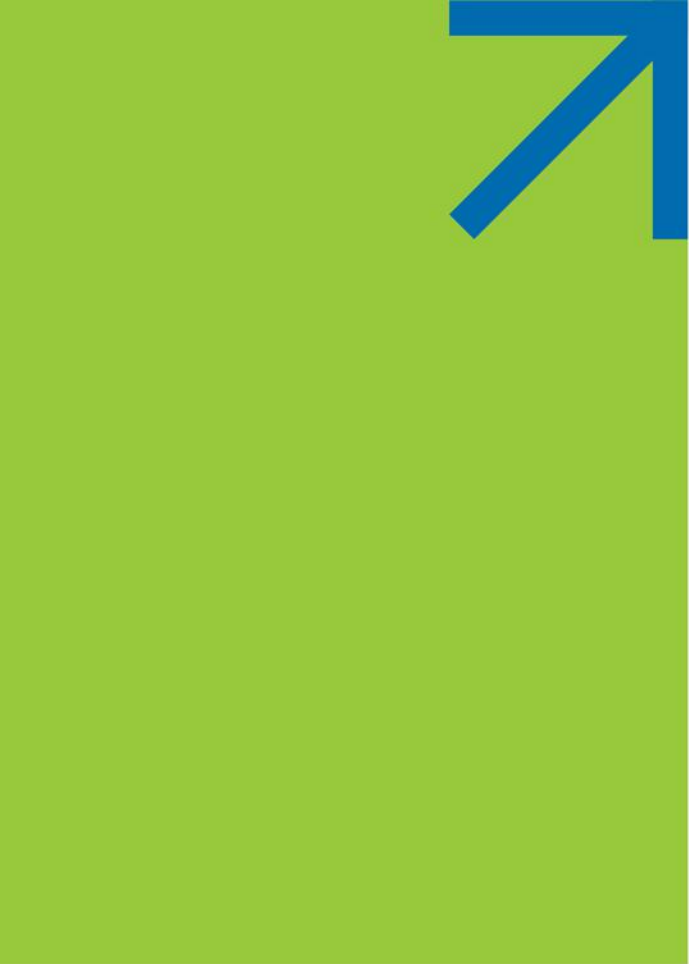
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  @cakapcom

  @cakapcom

business@cakap.com

www.cakap.com

