



IMPACT REPORT 2023

Breaking Barriers to Borderless Education

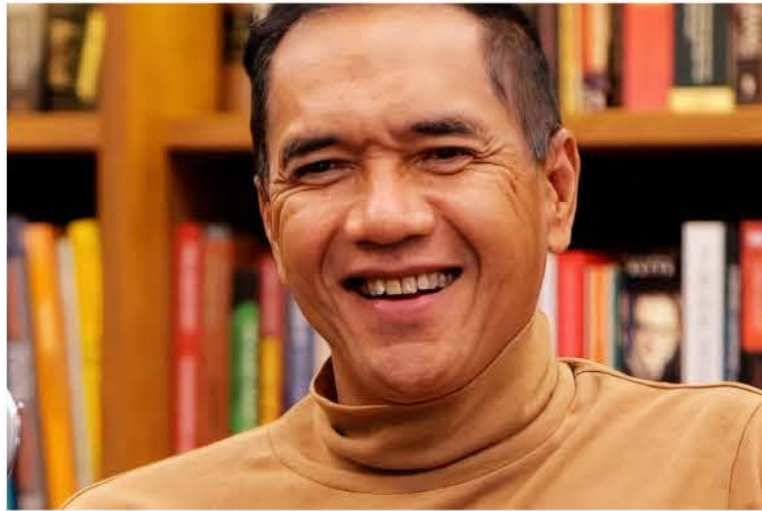


In collaboration with



FAKULTAS
PSIKOLOGI

Foreword



Gita Wirjawan

Educator, Entrepreneur, & Commissioner of Cakap

“THE GROUNDWORK LAID BY CAKAP IS SUBSTANTIAL, YET THE POTENTIAL FOR GROWTH REMAINS VAST.”

In my journey as an Indonesian entrepreneur and former Minister of Trade, I have consistently championed the transformative force of education. Cakap's commitment to breaking down barriers in education resonates deeply with our national aspirations for progress and excellence. As we navigate an increasingly interconnected world, the ability to access quality education knows no bounds—it is a cornerstone of our collective advancement. It is with immense pride and a profound sense of duty that I pen this foreword for the Cakap Impact Report 2023.

The journey of expanding educational access and enhancing learning outcomes is continuous. As one of the Board Commissioner of Cakap, it is both an honor and an exhilarating challenge to support and witness this transformation. The strides we have made encourage us to push further, innovating and expanding with every step. The groundwork laid by Cakap is substantial, yet the potential for growth remains vast.

As we disseminate this report, let it serve not only as a reflection of what has been accomplished but also as a beacon for what can and needs to be done. May it inspire all stakeholders to forge stronger collaborations. Together, we can continue to break barriers and build bridges, ensuring that every Indonesian has the opportunity to learn, thrive, and excel in an increasingly borderless world.



Foreword

“EDUCATION IS THE PASSPORT TO BECOMING A GLOBAL CITIZEN. UPSKILLING WILL UNLEASH INDONESIA'S TRUE POTENTIAL. THROUGH TECHNOLOGY, WE CREATE SOLUTIONS THAT ELEVATE LIVES AND ENSURE A BRIGHTER, EMPOWERED TOMORROW.”



Cakap's Pledge to Lifelong Learning

Cakap is dedicated to becoming Indonesia's leading education provider. Through personalized lifelong learning, quality certifications, and innovative job-matching solutions, we aim to enhance lives and create lasting positive impacts on individuals and stakeholders. As an impactful educational institution, Cakap aligns with the United Nations' Sustainable Development Goals (SDGs), making learning and career opportunities accessible to all.

Charting Success and Paving the Future

In 2023, Cakap achieved significant milestones, extending quality education coverage within Indonesia and beyond, including Timor Leste. This reflects our commitment to delivering inclusive education globally. Expanding access to quality education across the archipelago demonstrates the transformative power of accessible education.

Looking ahead, Cakap is set to launch a new initiative in line with Sustainable Development Goal 5 – gender equality. We recognize the crucial role of education in empowering individuals of all genders, as part of our commitment to fostering an equitable and accessible educational landscape.

Driven by our dedication to lifelong learning, Cakap envisions a future where continuous education surpasses traditional boundaries.

With a community of over 4 million students and a network of more than 2,300 educators, we collaborate across diverse sectors to unlock the potential of Indonesian talent through transformative upskilling and career-enhancement solutions, transforming education and empowering individuals worldwide.

Gratitude and Thanks to Our Stakeholders

We extend our heartfelt gratitude to our stakeholders for their invaluable support. Your commitment has been key to shaping Cakap into the innovative force we are today. Together, let us continue to innovate, inspire, and empower learners globally.

By elevating people's lives and creating a level playing field, we are making strides towards a more equitable society. Growing together with our passionate Cakap Squad, we nurture talent and foster continuous development. Our vision for a Golden Indonesia in 2045 is to maximize the potential of our demographic bonus, ensuring that every individual has the opportunity to succeed.

Thank you for being an essential part of our journey.

Regards

**Tomy Yunus (CEO)
& Yohan Limerta (CTO)**

Co-Founder of Cakap

In the evolving landscape of Indonesian education, 2023 has been a year of significant strides and enduring challenges. As the Vice Dean of the Faculty of Psychology, University of Indonesia, I am privileged to introduce Cakap Impact Report 2023. This year's report, titled "Breaking Barriers to Borderless Education" encapsulates our collective journey toward educational reform and empowerment.

This year's report's narrative is one of resilience, innovation, and collective endeavor. It underscores the collaborative efforts between the government, the private sector, and various stakeholders to enhance the quality and accessibility of education across Indonesia.

This report highlights the indispensable role of various stakeholders in addressing disparities, showcasing how active engagement from all sectors is crucial for educational advancement. It reiterates that education in our nation is more than knowledge transmission—it's a foundation for personal growth, resilience, and the realization of dreams.

Cakap's dedication to leveraging education for betterment reflects a deep understanding of its transformative potential. As we delve into the achievements and insights of 2023, let this report remind us of the power of education to change lives and the importance of our continued commitment to this cause.

The journey towards educational equality is ongoing, and calls for unwavering dedication and collaboration. Through the pages of this report, let's renew our pledge to make quality education accessible to every Indonesian, paving the way for a brighter, more inclusive future.



Regards

**Dra. Herta Napitupulu,
M.M., Psikolog**

Vice Dean of the
Faculty of Psychology,
University of Indonesia,
and HR Practitioner





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 to making meaningful contributions to Indonesia by 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 outline the trajectory of impact from Cakap's initiatives through to the resultant outcomes.

SUSTAINABLE DEVELOPMENT GOALS



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.

Cakap's Pledge to Lifelong Learning

Cakap, an innovative educational institution, ardently adheres to its vision of becoming the foremost education provider in Indonesia. Through personalized lifelong learning, exemplary certifications, and pioneering job-matching solutions, Cakap endeavors to enhance lives and engender a lasting, beneficial effect on individuals and stakeholders alike. By offering high-quality language courses, upskill classes and personalized career development, Cakap is dedicated to fostering positive transformations for the betterment of all, thereby unlocking broader opportunities in students' lives.

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 by delineating of Cakap's overarching corporate mission, which is 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 2023 to December 2023. Additionally, pertinent information from preceding years has been incorporated herein, containing cumulative data calculated from 2019 to 2023, along with supplementary data to enrich the reporting context. The data collection process through research was conducted diligently from December 2023 to January 2024.


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 dedicated to ensuring the validity and credibility of the data and information presented in this report. Our approach combines external research with internal company data. To reinforce this commitment, we have partnered with the Faculty of Psychology at the University of Indonesia (UI) and Advisia Group for independent verification.



The Faculty of Psychology at UI plays a critical role as our expert partner, guiding the development of methodologies and findings. Their expertise in psychological principles ensures that our data is robust and offers a deep understanding of stakeholder behaviors and motivations.



Advisia Group, serving as an independent researcher, is tasked with data collection and quality assurance. Their methodology includes an online survey, Focus Group Discussions, In-Depth Interviews, and a comprehensive literature review. This is supplemented with secondary data from the Cakap databases, ensuring a broad and diverse data pool.

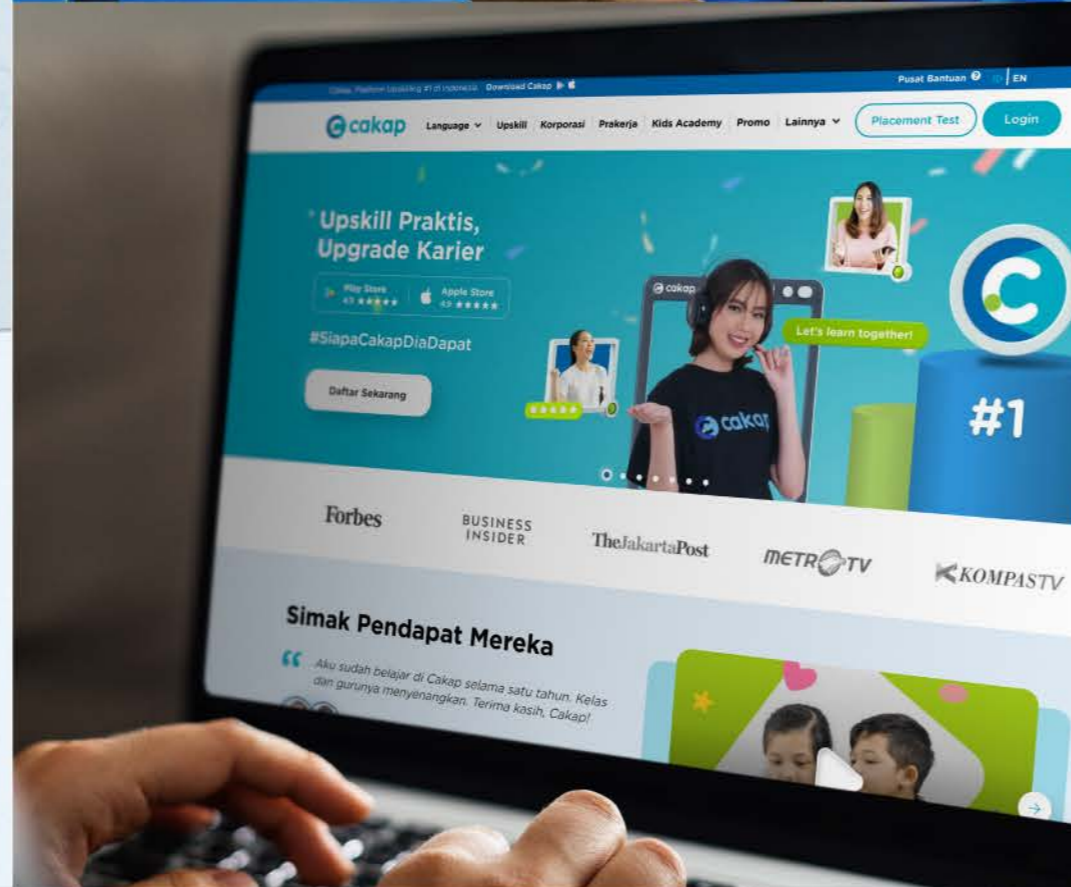
Throughout the research process, a seasoned Project Leader coordinated the efforts of researchers, analysts, and stakeholders. This leadership ensured a focused and methodical approach, with rigorous Quality Assurance and Quality Control measures in place. Senior researchers independently conducted field Quality Control, employing appropriate and validated research techniques. Final deliverables result from meticulous triangulation, combining secondary data, primary research, and expert validation. This comprehensive process is designed to yield outputs that offer reliable insights, aligning with our core research objectives and upholding the highest data validity and credibility standards.

The Statement of Quality Assurance from these independent parties is presented on page 46.

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About Cakap



“CAKAP ENDEAVORS TO UPLIFT LIVES AND STIMULIZE ECONOMIC ADVANCEMENT BY DEMOCRATIZING EDUCATIONAL OPPORTUNITIES FOR ALL.”

As an Indonesian-based Educational Technology (EdTech) enterprise, Cakap is steadfastly committed to catalyzing innovation within the realm of education by pioneering an advanced upskilling platform. Serving as a comprehensive learning ecosystem, Cakap offers a diverse array of meticulously curated courses and certifications of unparalleled quality. These educational resources empower students to augment their competencies across both academic and professional domains. With a relentless focus on enriching individuals' capabilities and fostering personal growth through immersive learning experiences, Cakap caters to a diverse spectrum of users through both online and offline modalities.

Online accessibility to Cakap's resources is facilitated through esteemed platforms such as Google Play, the App Store, and Desktop applications. Additionally, Cakap extends its offerings through several offline learning and training options, ensuring inclusivity and accessibility across varying contexts. With a commitment to elevate people's lives and fostering the potential of Indonesian talent through transformative learning solutions and career advancement opportunities, Cakap has amassed over 4.5 million students, 2,300 instructors, and 19,500+ modules. Cakap has also reached 61 out of 62 remote areas classified as 3T (Tertinggal, Terdepan, and Terluar).

In alignment with its developmental trajectory, the company is classified as a Centaur valuation entity has achieved substantial growth across all sectors and has registered favorable EBITDA figures. Firmly grounded in the belief that equitable access to high-caliber education is paramount, Cakap endeavors to uplift lives and stimulate economic advancement by democratizing educational opportunities for all.

Cakap Vision, Mission, and 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.



2023 in Numbers

Key Highlights

<h3>Our Learners</h3> <p>Cakap students form a diverse and expansive community, encompassing a vast network across various regions. This expansive reach underscores Cakap's dedication to providing accessible and inclusive learning experiences on a global scale</p>	<h3>4,500,000+</h3> <p>Total students</p> <p>The cumulative count of students who have engaged with and gained knowledge through Cakap</p>	<h3>96/98</h3> <p>Cities</p> <h3>38</h3> <p>Provinces</p>	 <h3>100+</h3> <p>Overseas countries</p> <p>The distribution of Cakap students across several countries</p>
		 <h3>61/62</h3> <p>3T Areas</p>	
<h3>Our Educators</h3> <p>Dedicated and diverse, Our Educators bring a wealth of experience and expertise to the learning journey. Together, we create a dynamic and inclusive educational community committed to nurturing the growth and success of learners</p>	<h3>2,300+</h3> <p>Engaged educators</p> <p>Teachers who have joined and conducted teaching sessions in Cakap</p>	<h3>12</h3> <p>Country source of the teacher</p> <h3>73%</h3> <p>Indonesian educators</p>	 <h3>60:40</h3> <p>Gender (female : male)</p> <h3>4.97/5.00</h3> <p>Teacher quality</p>
			
<h3>Our Modules</h3> <p>The extensive collection of modules, numbering in the thousands, further enhances the learning experience by providing a wealth of resources for a holistic and enriching educational journey</p>	<h3>1,175+</h3> <p>Courses (language + vocational)</p> <p>The number of courses materials, encompassing both language and vocational content</p>	  <h3>19,500+</h3> <p>Modules</p>	
			
<h3>Our Impact</h3> <p>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</p>	<h3>2.5 million</h3> <p>Avg. monthly learning activities</p> <p>The monthly average of executed learning activities</p>	  <h3>1,100+</h3> <p>Collaborations partners</p>	 <h3>4.80</h3> <p>App rating</p> <p>The Cakap app rating is based on user satisfaction with the performance of the application</p>
			

Cakap Journey



Q1 January - March

- Cakap secured the Series C1 round and achieved Centaur status
- Collaborated with VISA to provide business literacy and financial literacy to 400 MSMEs in Indonesia
- Expanded to Timor Leste, focused on enterprise and government clients
- Held annual Cakap Super Kids: Singing and fashion show competition as part of Cakap Kids Academy



Q2 April - June

- Introduce Cakap English Standardized Test (CEST) to 500+ test takers
- Cakap 4th Anniversary donates and provides English learning scholarships to orphans and school dropouts
- Cakap Teacher Academy roadshow produced 128 graduates in 2023
- Cakap and AWS Indonesia teams up to elevate digital skills among teachers and students in the Greater Bandung Area



Q3 July - September

- Grand opening of the first Cakap Kids Academy in Gading Serpong
- Became Indonesia's representatives at Startup20 in India, part of the G20 series leading up to G20 Summit
- Invited to annual Next-Be, Telkom and ministry of SOE's event in Bali as speaker and signed MOU with Telkom Metranet



Q4 October - December

- Completed Extended Series C round
- Received award from Telkom University as the top 4 Best Training and Development for New Hires
- Collaborated with Mandiri Capital Indonesia and MDI Ventures for their CSR programs
- Cakap invited at the 1st Timor-Leste International Skills Week
- Cakap is ISO 27001 certified

Lifetime Recognition and Award



The First 2-Way Learning Application in Indonesia 2019



1st Winner - NextDev Competition in Education Category 2017



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



Forbes Asia 100 to Watch in Education & Recruitment Category 2022



G20 Digital Innovation Network in EdTech Sector 2022



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



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



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

Learning Format

Cakap offers a dynamic and versatile class format that caters to diverse learning preferences and schedules. The diversity of Cakap's Class Format reflects Cakap's commitment to providing a personalized and effective language learning experience for all.

Online Learning

Available on    



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.



Self-paced

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

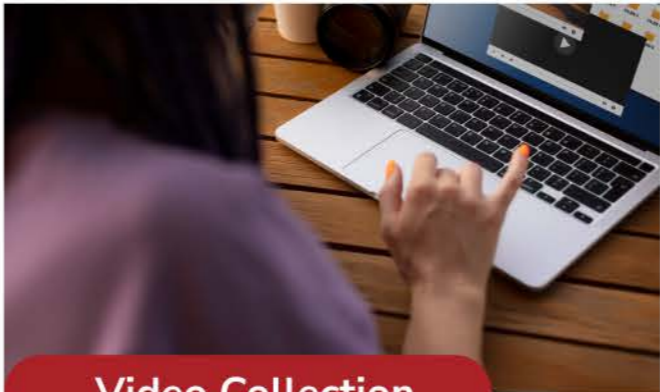
Self-paced courses are designed for individual learning, allowing learners to progress through the material at their own pace.



Upskill Webinar

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

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



Video Collection

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

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

Blended Learning

Available on   



Interactivity : Low-High
Teacher-Student Ratio : 1 on 3-5 to Large
Class Category : Cakap Kids Academy, Upskill Face-to-Face

Blended Learning format crafted a dynamic learning environment that combines traditional classroom and online learning. This approach offers student a comprehensive educational experience tailored to those seeking practical skills and interactive learning environment to set a solid foundation.

Skill Assessment

Available on   



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

Cakap Pillar and Innovation

B2C



Cakap Language

Improving communication skills of the Indonesian workforce through foreign languages in blended classes.

Learning Focus

- General proficiency
- Test preparation
- Business
- Career development
- Specific purpose
- Casual learning

Key Benefit

- Flexibility
- Multimedia Materials
- Self-monitor Learning Progress
- Online Assignments

 Productive ages segment

Educators

- B1 CEFR minimum standardization
- Across 50+ cities and 10+ countries
- 80% Bachelor, Master, and Doctorate degree graduates

Available Courses



Cakap Upskill

Developing practical and vocational skills related to various fields of work that are relevant and in high demand.

11 Upskill Courses Category **180** Strategic Partners

Learning Focus

- Training partner
- Certification partner
- CSR partner

High Demand Courses

- Career & Development
- Business & Management
- Tourism & Hospitality
- Technology
- Media & Creative
- Engineering

Strategic partner



Cakap Kids

Improving the language skills of the next generation of Indonesia through online and offline learning at Cakap Kids Academy.

Learning Focus

- Fun Learning
- Engaging Materials
- Academy Support
- Graduation & Certificate



Online Learning

- Flexible Schedule
- Variative Teachers

Advantages

- Blended Learning
- Holistic Learning
 - Cognitive Development
 - Motoric Development
 - Inculcating Matter

Offline Learning

- 2 Branches
 - Gading Serpong
 - Daan Mogot
- Language with motoric development through gymnastic activity

B2B



Cakap Business

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 purpose
- Sales and leadership
- Service excellence
- Cakap Standardized Test

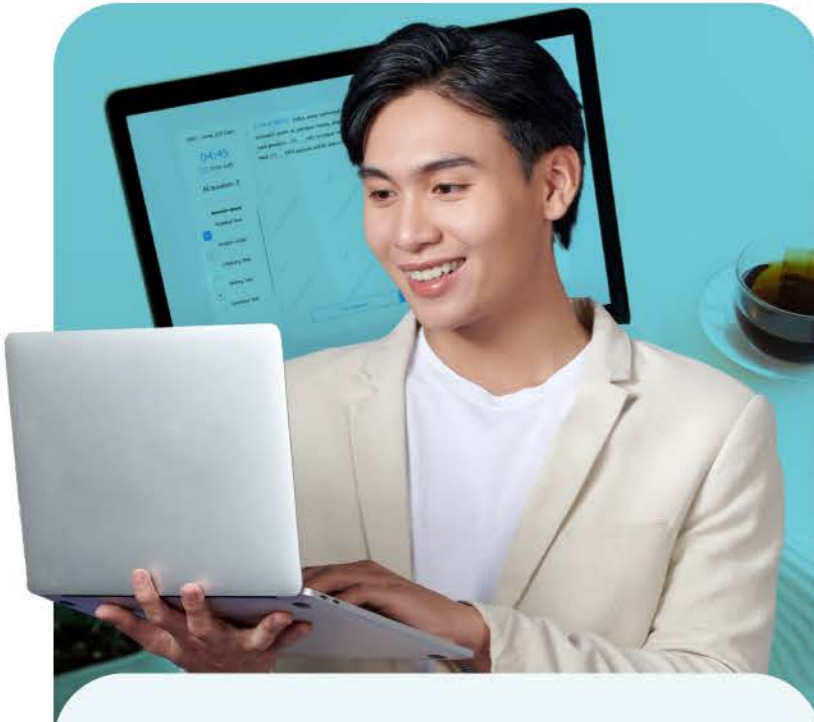
Type of Offers

- Training partner
- Certification partner
- CSR partner

Trusted by more than 600+ enterprise customers and institutional clients

  
   
    and many more

NEW INITIATIVE



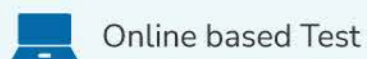
Cakap Language Standardized Test

A language proficiency test that adheres to international standards. This testing system is designed by the Cakap curriculum team to comprehensively evaluate language skills.

Available Test



Class Format



Test Structure

- Listening
- Structure
- Reading
- Speaking
- Writing



Cakap Career Hub

- Integrated skill passport to be filtered by employer
- Aptitude, interest test and standardized test for applicants

15,000+

Applicants have been accessed by our corporate partners of the platform

63 employer partnered with Cakap



About Cakap Untuk Bangsa

Cakap Untuk Bangsa (Cakap for the Nation) epitomizes our unwavering commitment to societal upliftment through education, embodying the essence of Cakap's mission. It serves as a symbol of our dedication to empowering individuals by providing them with practical skills, thereby paving the way for transformative personal growth and societal enrichment.

This initiative, Cakap Untuk Bangsa, transcends mere programmatic endeavors; it is a manifestation of Cakap's core values and ethos. In the following sections, we delve deeper into the fundamental principles and driving forces behind Cakap Untuk Bangsa, elucidating its alignment with the Sustainable Development Goals (SDGs) and underscoring our broader commitment to advancing societal progress and well-being.

Cakap Untuk Bangsa embodies the collective spirit and ethos of our entire organization. Unlike Cakap's conventional business operations, which primarily focuses on providing educational services, Cakap Untuk Bangsa stands out as a beacon of social impact and community empowerment. It serves as a testament to our commitment to giving back to society and leveraging our expertise and resources to make a meaningful difference in the lives of individuals and communities across Indonesia. Through Cakap Untuk Bangsa, we not only impart knowledge and skills but also instill hope, foster resilience, and catalyze positive societal change.

Basis for the Action

Cakap Untuk Bangsa (Cakap for the Nation) adopts a comprehensive approach to social impact, addressing multifaceted aspects of societal betterment such as education, employment, and community engagement. Rooted in our organizational spirit, this initiative is guided by two fundamental principles:

Transparency and Accountability

At the heart of our efforts lies a steadfast commitment to transparency and accountability for any social project. We ensure that every contribution, donation, and resource allocated is utilized judiciously and effectively to drive tangible and meaningful impact within communities.

Alignment with Global Goals

A hallmark feature of Cakap Untuk Bangsa is its alignment with the United Nations' Sustainable Development Goals (SDGs). By harmonizing our initiatives with these internationally recognized goals, we underscore our dedication to participating in global endeavors aimed at addressing critical societal challenges and fostering sustainable development on a global scale.



CAKAP APPROACH TO IMPACT

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

Cakap Approach to SUSTAINABLE 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 SDGs 4 Quality Education, SDGs 5 Gender Equality, SDGs 8 Decent Work and Economic Growth, and SDGs 10 Reduced Inequalities.

4



Goal 4: QUALITY EDUCATION



SDGs Goal 4 aims to ensure inclusive, quality, and equitable education, promoting lifelong learning opportunities for all. Education is crucial for improving lives, enhancing economic prospects, and supporting sustainable development.

Before SDGs, Indonesia's education quality ranked 64th globally (UNESCO, 2012) and 57th in the Education for All Development Index (EDI, 2015). Achieving Goal 4 is crucial for Indonesia's education development.

Efforts like Program Indonesia Pintar and Program Inklusi Pendidikan untuk Semua (PIPS) aims to enhance education access, especially for underprivileged children and those with disabilities. Despite progress, urban-rural education gaps persist, along with issues of inequality, particularly for marginalized communities. Concerns remain about the quality of teachers, the relevance of the curriculum, and the lack of resources and infrastructure¹.

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
- **4.c** By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States

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

5



Goal 5: GENDER EQUALITY



Gender equality is not only a fundamental human right but also crucial for economic growth and social development. Empowering women and girls leads to healthier communities and increased economic contribution. SDG 5 focuses on eliminating discrimination against women and promoting their full participation in decision-making roles to address their underrepresentation in various institutions.

Despite progress, Indonesia still faces significant gender-related challenges. In the employment sector, women earn 23% less than men on average² and hold only a quarter of high-paying managerial and supervisory positions, with women in these roles being paid 20-30% less than men³. Additionally, there remains a gap between men and women in access to training and skills development in the information technology sector⁴, limiting women's opportunities for quality jobs. Gender disparities also persist in access to education and educational outcomes.

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 is committed to promoting gender equality internally and among its stakeholders. The company provides equal career opportunities for all and supports communities in various regions of Indonesia by offering women access to education to learn and improve their standard of living.

¹ Andrian, T.; Yuliana; Sulaeman, P.; and Agata, Y. (2021). Sustainable Development Goal Disclosures in Indonesia: Challenges and Opportunities. <https://accounting.binus.ac.id/https://accounting.binus.ac.id/2021/09/07/sustainable-development-goal-disclosures-in-indonesia-challenges-and-opportunities/>.

² International Labour Organization. (2020). "Indonesia supports the global movement towards equal pay". https://www.ilo.org/jakarta/info/public/pr/WCMS_755550/lang--en/index.htm.

³ International Labour Organization. (2020). "Gender Pay Gaps in Indonesia". https://www.ilo.org/jakarta/info/public/pr/WCMS_755550/lang--en/index.htm.

⁴ Nur, R., Edy W., Muhammad S. H., Yanti M. R., An R. T. (2023). Gender, Education, and Access to Quality Employment: Analysis of the Situation of Women in Indonesia in the Digital Economic Era. *International Journal of Science and Society*, 5(1), 273-286. Dikutip dari <http://eprints.unm.ac.id/29265/>

CAKAP UNTUK BANGSA STATEMENT

EVERYONE HAS THE RIGHT TO ACCESS INCLUSIVE, QUALITY, AND EQUITABLE OPPORTUNITIES.

8 DECENT WORK AND ECONOMIC GROWTH



Goal 8: DECENT WORK AND ECONOMIC GROWTH



SDG 8 aims to foster sustainable economic growth by creating inclusive job opportunities and entrepreneurship, especially for marginalized groups. It emphasizes decent work, fair wages, and safe working environments to promote innovation and bridge socio-economic disparities. Achieving this goal will also help alleviate poverty and enhance overall quality of life.

Indonesia is committed to implementing SDG 8, although challenges persist. The country faces high rates of youth not in employment, education, or training (NEET) at 22.3% in 2022⁵, and an unemployment rate of 5.8%, above the ASEAN average of 3.9%⁶.

To achieve SDG goal 8, there is a need to promote stable, quality employment and support youth through education and training. Cakap provides solutions by offering access to education and training to enhance Indonesia's workforce quality. 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 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 provides skills training tailored to the needs of the workforce to enhance their capacity and meet Indonesia's workforce demands. By addressing education, Cakap aims to reduce the NEET and unemployment rates, fostering prosperity across Indonesian communities.

10 REDUCED INEQUALITIES



Goal 10: REDUCED INEQUALITIES



SDG 10 aims to address challenges of unequal access to education, prioritizing gender equality and equal opportunities for all individuals regardless of background or economic status. It also emphasizes equal access for marginalized communities.

In Indonesia, persistent challenges include a significant gender wage gap, particularly in rural areas where male workers earn 29.35% more than female workers⁷. Additionally, 9.5% of the population lived below the national poverty line in 2022, highlighting the need to address income disparities and barriers to education access⁸.

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

SDGs 10 Reduced Inequalities

- **5.5.** 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 its operations. It provides equal opportunities for skill development and career advancement for both men and women, ensuring everyone has the chance to become leaders regardless of gender. Cakap offers equal access to its programs nationwide, regardless of background, and tailors initiatives to meet the specific needs of each community, including marginalized groups.

⁵ The World Bank. (2022). "Share of youth not in education, employment or training, total (% of youth population) - Indonesia". <https://data.worldbank.org/indicator/SL.UEM.NEET.ZS?locations=ID>

⁶ Cindy, M.A. (2023). "Tingkat Pengangguran Indonesia Tertinggi ke-2 di ASEAN". <https://databoks.katadata.co.id/datapublish/2023/09/06/tingkat-pengangguran-indonesia-tertinggi-ke-2-di-asean>

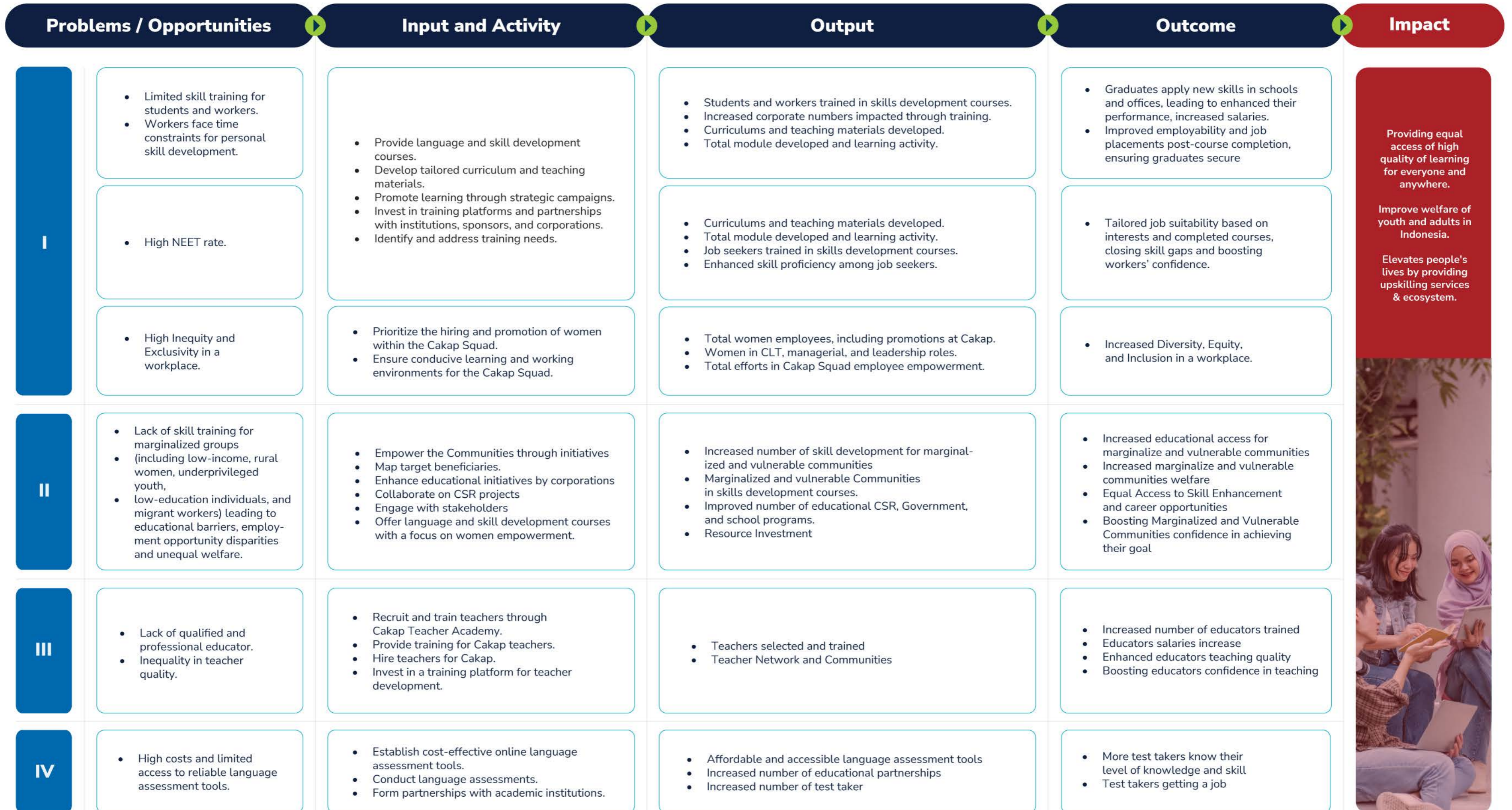
⁷ Statista. (2023). "Gender wage gap in Indonesia as of August 2022, by urbanization level". <https://www.statista.com/statistics/1251608/indonesia-gender-wage-gap-by-urbanization-level/>

⁸ Asian Development Bank. (2023). "Poverty Data: Indonesia". <https://www.adb.org/where-we-work/indonesia/poverty>

Cakap Impact Value Chain

The Impact Value Chain is a visual map of how Cakap business goals, strategy and operations contribute to Cakap business and the Sustainable Development Goals (SDGs). The Impact Value Chain allows us to understand holistically the effects of Cakap inclusive business activities on different groups of people and the planet by reflecting their voices, which can form the basis of our data collection and analysis.

Impact Value Chain using the SDGs as a framework to understand how to maximize Cakap positive impacts and minimize potentially negative impacts. Impact Value Chain consists of problem/opportunity, input and activity, output, outcome, and impact.



Stakeholder Engagement

A key component of Cakap's commitment to sustainability is stakeholder engagement, which is an active strategy for interacting with different groups that may have an impact on or be affected by the company's operations. Systematic and planned interaction with stakeholders are a part of this process.

Interacting with stakeholders provides the company with important insights into the economic and social aspects of Cakap's activity. This assists the organization in identifying and prioritizing issues that are most important to stakeholders in addition to facilitating a more thorough understanding of potential impacts.



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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Foster continuous improvement culture with targeted enhancements. Gather student insights through CSAT surveys for improvement. Address dissatisfaction factors to boost student retention.
	After Program Survey Administer surveys after the completion of programs or courses to gather feedback on the learning experience.	Weekly	<ul style="list-style-type: none"> 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.
	Students Community Gathering This gathering event provides opportunities for networking, peer support, and personal development.	Monthly	<ul style="list-style-type: none"> Increased sense of belonging and camaraderie among Cakap students. Enhanced peer-to-peer learning and knowledge sharing. Improved student engagement and retention rates.
 Educator	Townhall Virtual or in-person town-hall meetings where educators can participate in open discussions.	Monthly	<ul style="list-style-type: none"> Enhanced understanding of education needs and challenges. Improved communication and transparency between Cakap and educators. Increased awareness of platform updates and features.
	Gathering Small, informal gatherings with a specific theme or topic, fostering a relaxed environment for networking and collaboration.	Monthly	<ul style="list-style-type: none"> Strengthened professional relationships among educators. Knowledge exchange and idea generation in a more intimate setting. Increased motivation and enthusiasm through shared interests and goals.

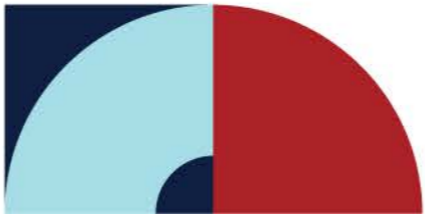
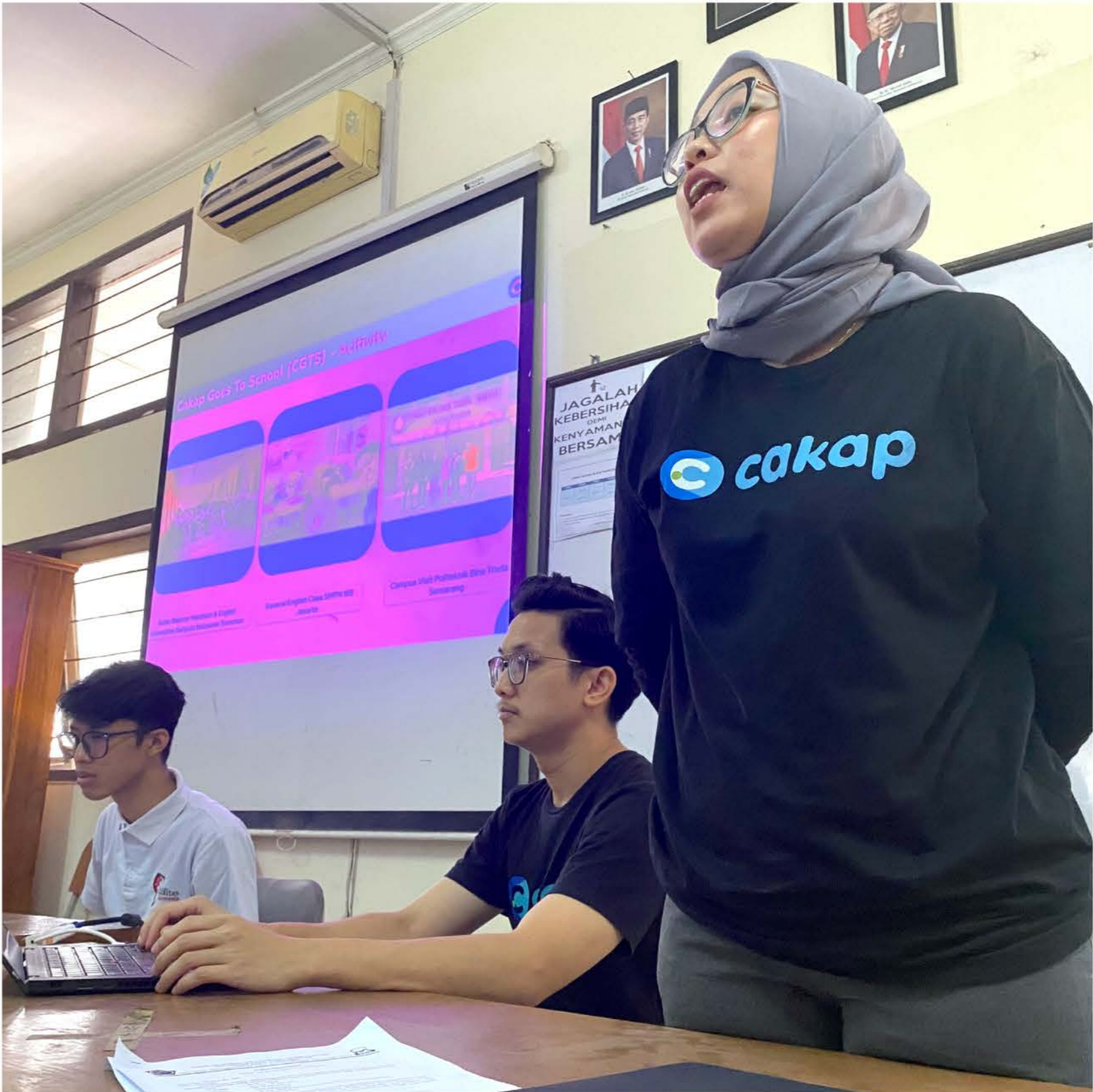
Stakeholder	Engagement	Frequency	Outcomes
	Teacher Meeting Structured meetings focusing on specific educational goals, curriculum updates, or professional development.	Monthly	<ul style="list-style-type: none"> Improved alignment on educational objectives and strategies. Enhanced understanding of curriculum updates and organizational goals. Clear action items and goals for individual educators and the collective group.
	Teacher Training Workshops, webinars, or seminars focused on skill development, new teaching methodologies, and the use of educational technology.	Monthly	<ul style="list-style-type: none"> Enhanced teaching skills and pedagogical knowledge. Improved student outcomes and learning experiences. Increased confidence and job satisfaction among educators.
	Teacher Assessment Periodic assessments to evaluate educators' performance, identify strengths and areas for improvement.	Monthly	<ul style="list-style-type: none"> Individualized professional development plans. Continuous improvement in teaching quality. Accountability and recognition for high-performing educators.
	Teacher Certification Formal certification programs recognizing educators' achievements and expertise.	Monthly	<ul style="list-style-type: none"> Increased professional recognition and career advancement. Motivation for ongoing professional development. Elevated standards and quality of education.
 Investor	Quarter Report Conduct quarterly webinars or virtual meetings to present financial results, key performance indicators, and strategic updates.	Quarterly	<ul style="list-style-type: none"> Transparent communication on financial performance. Real-time clarification of queries and concerns. Increased investor confidence and trust.
	Annual Report and Business Plan Share comprehensive annual reports and business plans through digital platforms, accompanied by interactive presentations or webinars.	Annually	<ul style="list-style-type: none"> 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.

Stakeholder	Engagement	Frequency	Outcomes
 Corporation	General Meeting with Commissioner Scheduled meetings with company commissioners to discuss governance, compliance, and strategic decisions.	Annually	<ul style="list-style-type: none"> Enhanced understanding of corporate governance practices. Opportunities for commissioners to provide insights and guidance. Strengthened relationship between the company and commissioners.
	General Meeting with BoD Annual or semi-annual meetings with the Board of Directors to discuss overall business strategy, major decisions, and future plans.	Annually	<ul style="list-style-type: none"> Clear communication of company objectives and strategic vision. Increased confidence in the leadership team. Addressing concerns and receiving input from the Board.
	Training Needs Analysis Identify the training requirements of corporate partners to highlight Cakap's educational offerings and demonstrate the value they bring to corporations.	On Demand	<ul style="list-style-type: none"> Provide insights into the specific training requirements. Ensure a direct alignment with the specific training needs of corporate partners. Demonstrate the tangible value and practical benefits of the training programs.
	Live Classes Organize live classes, webinars, and self-paced sessions tailored to meet the specific needs of our corporate partners	On Demand	<ul style="list-style-type: none"> Increased engagement and participation from corporate partners. Contribute to enhanced performance and proficiency among corporate partner employees. Measurable advancements in skills and competencies.
	Media Release Regularly issue press releases and media updates to share company achievements, partnerships, and other notable events.	Monthly	<ul style="list-style-type: none"> Enhanced visibility and positive public relations. Increased brand recognition in the corporate sector. Attracting potential corporate clients and partners.
	Offline Canvassing Conduct in-person meetings or events targeting corporate decision-makers to discuss Cakap's offerings.	On Demand	<ul style="list-style-type: none"> Direct engagement with potential corporate clients. Opportunity to address specific needs and tailor solutions. Building personal relationships and trust with key stakeholders.

Stakeholder	Engagement	Frequency	Outcomes
 Education Partner	Relationship Meeting Organize one-on-one or small group meetings with corporate representatives to understand their needs and discuss potential collaborations.	Monthly	<ul style="list-style-type: none"> Strengthened relationships with existing corporate partners. Opportunities for personalized solutions and services. Enhanced understanding of corporate clients' long-term goals.
	Online Meeting Schedule regular online meetings with Education Partners to discuss ongoing collaborations, address concerns, and gather feedback.	Monthly	<ul style="list-style-type: none"> Improved communication and collaboration. Real-time issue resolution and support. Enhanced relationship-building through direct interaction.
	Monthly Evaluation Conduct monthly evaluations of the partnership, focusing on key performance indicators, program effectiveness, and overall satisfaction.	Monthly	<ul style="list-style-type: none"> Data-driven insights for continuous improvement. Early identification of challenges and opportunities. Informed decision-making based on partnership performance.
	Monthly Reporting Share comprehensive monthly reports detailing progress, achievements, and any adjustments made to the education programs or services.	Monthly	<ul style="list-style-type: none"> Transparency in operations and outcomes. Informed decision-making for both parties. Increased trust through open and regular communication.
	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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Comprehensive understanding of long-term trends and performance. Opportunities for strategic planning and adjustment. Demonstrated commitment to accountability and partnership success.



Stakeholder	Engagement	Frequency	Outcomes
 Cakap Squad	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	<ul style="list-style-type: none">Improved communication and transparency.Enhanced team morale and motivation.Opportunity for team members to voice concerns and provide input.
	Cakap Club Establish Cakap Clubs or interest groups where team members with shared interests can come together for activities, discussions, or events.	Bi-Weekly	<ul style="list-style-type: none">Strengthened team camaraderie.Increased collaboration and cross-functional relationships.Fostering a positive and inclusive company culture.
	Cakap Outing Organize periodic outings or team-building activities to provide a break from work, promote relaxation, and encourage team bonding.	Annually	<ul style="list-style-type: none">Enhanced team cohesion and morale.Improved interpersonal relationships.Positive impact on overall team well-being and job satisfaction.
	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	<ul style="list-style-type: none">Increased skill proficiency and expertise.Continuous improvement in job performance.Demonstrated commitment to employee growth and development.
	Quarterly Business Review Provide a platform for stakeholders to review the company's performance, discuss key metrics, and align strategies for the upcoming quarter.	Quarterly	<ul style="list-style-type: none">Enhanced transparency and communication between Cakap and its internal stakeholders.Improved understanding of business objectives and performance metrics.Strengthened collaboration and alignment of strategies to achieve organizational goals.





1 2 3 4 5

CAKAP IMPACT

- * Key Highlight Impact 2023
- * Providing Quality Education for All - Students, Workers, and Corporation
- * Fostering Inclusive Education and Skill Development for Marginalized Group
- * Bridging Gaps and Transforming Indonesian Educators
- * Towards Affordable and Inclusive Language Assessment
- * Investor Perspective

Key Highlight Impact 2023

Providing Quality Education for All: Students, Workers, and Corporation



SDGs 4.3
SDGs 4.4



SDGs 8.5
SDGs 8.6



SDGs 10.2

Impact

Language

97%

of the students state Cakap can improve their understanding of the language being taught.

Upskill

82%

of Cakap students state that Cakap contributes to increasing their involvement in the world of work.

Corporate

90%

of students state that the Cakap program helps them apply their abilities better.

Fostering Inclusive Education & Skill Development for Marginalized Group



SDGs 4.3
SDGs 4.4



SDGs 5.5



SDGs 8.6



SDGs 10.2

Impact

More than **15,000 students** from vulnerable and marginalized groups, primarily in **East Nusa Tenggara, Papua, and North Sumatera**, have gained access to education through Cakap's initiatives.

88%

of students from Cakap for the Nation program state that Cakap contributes in providing and improving access to education for themselves.

73%

of MSMEs students from the Cakap for the Nation program state that participating in the training at Cakap affected the development of their businesses.

69%

of students from Cakap for the Nation program have experienced an increase in their income, leading to an improvement in their overall welfare.

Bridging Gaps and Transforming Indonesian Educators



SDGs 4.3
SDGs 4.c



SDGs 8.5



SDGs 10.2

Impact

2,300 engaged educators from **12 countries**, with a substantial **78% representation from Indonesia**. Our diverse educators reflects a gender equality with **female to male ratio of 60:40**.

85%

of our educators have undergone standardization, attaining the professional quality expected in the field of education.

97%

of CTA graduates feel the program improved their ability to teach languages online.

A total of

94%

CTA graduates state that Cakap program increases their job opportunities.

Towards Affordable and Inclusive Language Assessment



SDGs 4.3
SDGs 4.4



SDGs 10.2

Impact

77%

of students state that Cakap's foreign language proficiency tests contribute significantly to know their level of foreign language skills.

74%

of students find the foreign language proficiency test program financially accessible.

97%

of students assert that Cakap's foreign language proficiency tests provide reliable results.

94%

of students express that the process of taking Cakap's foreign language proficiency tests is easily accessible.

Providing Quality Education for All: Students, Workers, and Corporation



Problem Statement

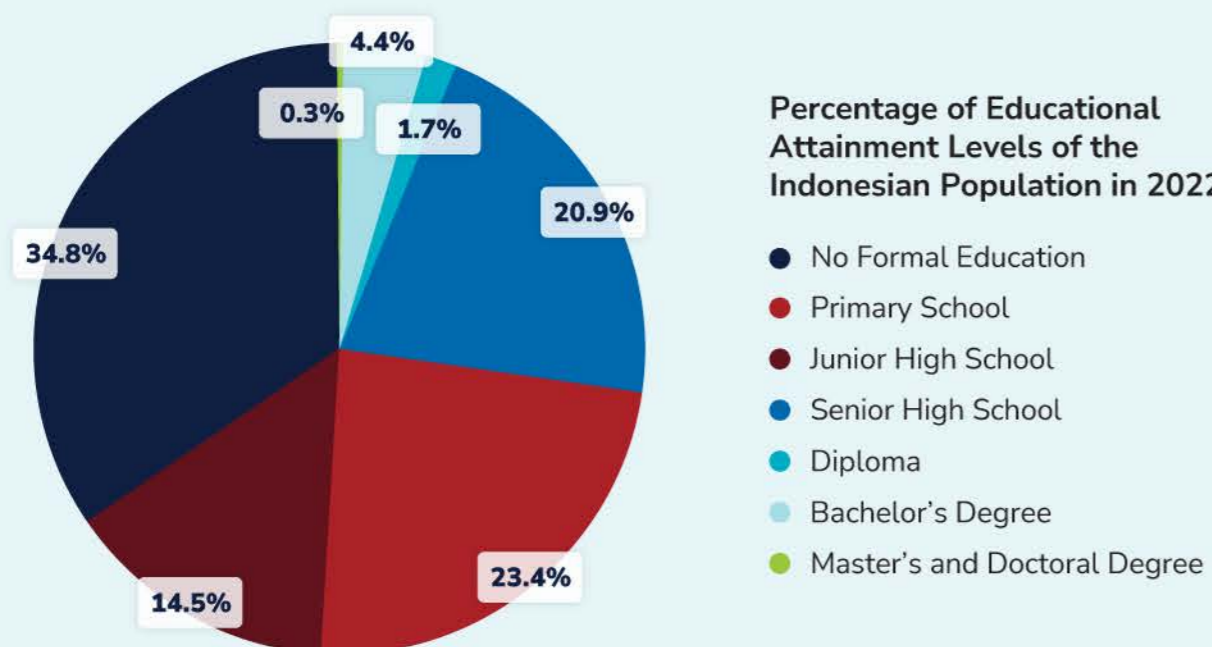
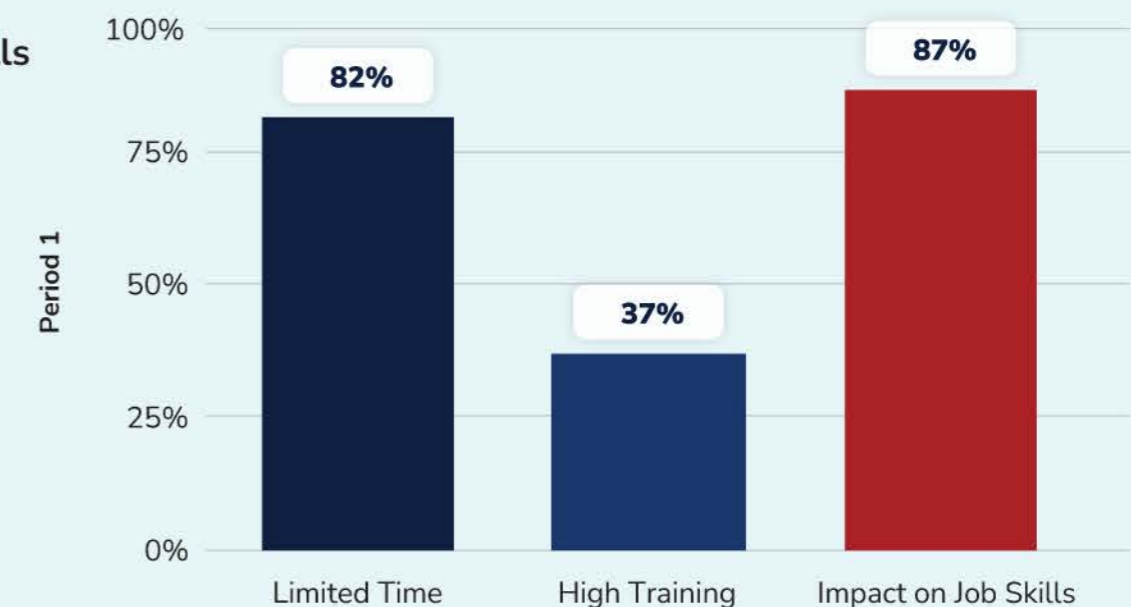
As revealed by the latest data from the Central Statistics Agency (Badan Pusat Statistik), Indonesia is at an important point in the education and employment landscape. This report investigates the disparities in educational attainment, employment challenges, and technological adaptability of Indonesian society, particularly focusing on the transformative years from 2012 to 2022. Our analysis provides an in-depth look at emerging trends, highlighting the progress achieved and obstacles in creating a thriving society, inclusive and skills-based.

In 2022, data from the Central Statistics Agency⁹ highlighted disparities in educational attainment levels, underscoring systemic challenges within Indonesia's education system. This educational landscape not only underscores significant gaps in the Indonesian education system but also hints at broader implications for employment opportunities and economic growth.

The discrepancy in educational attainment levels revealed by the Central Statistics Agency's data highlights a systemic challenge within Indonesia's education system. With only a mere 6% of the population holding diplomas or higher qualifications, a significant portion, approximately 34.8%, lacks formal educational credentials. This glaring gap not only poses a threat to individual opportunities but also raises concerns about the nation's ability to cultivate a skilled and competitive workforce for the global market.

The World Bank reports¹⁰ that the NEET (Not in Education, Employment, or Training) rate in Indonesia, averaging 22.1% from 2012 to 2022, reflects a persistent challenge with potentially far-reaching consequences. This high rate indicates not only stagnation in human capital but also economic setbacks, increased social issues, and missed opportunities for skill development.

Percentage of Barriers to Skills Training in Indonesia



Another report also highlights that millennial generation workers in Indonesia are afraid of losing their jobs¹¹ – as many as 42% anticipate potential job changes due to rapid technological advances in the next three years. 49% expressed dissatisfaction with the lack of training and employer support. One way for them to survive is by adding skills. However, this improvisation did not receive support because it faced many obstacles in terms of cost, time and accessibility. Here are the percentages of common barriers based on data from a primary research study conducted by Advisia in 2024.

Amidst these challenges, there is a positive trend: 53% of individuals are eager for more opportunities to learn from digitally skilled colleagues, signaling the potential for peer-to-peer learning and skill development. Urgent, collaborative solutions are crucial to enhance education systems and create job opportunities. Cakap, an ed-tech platform, offers a solution that reaches remote and underprivileged areas, demonstrating inclusivity and innovation. Primary research by Advisia indicates that 79% of the public agrees that training institutions like Cakap effectively reduce NEET (Not in Education, Employment, or Training) rates. Cakap's impact signifies progress towards a more inclusive educational landscape in Indonesia, ensuring access and opportunity for all.

⁹ Kusnandar, V. B. (2022, September 20). Hanya 6% Warga Indonesia yang Berpendidikan Tinggi pada Juni 2022. Katadata. <https://databoks.katadata.co.id/datapublish/2022/09/20/hanya-6-warga-indonesia-yang-berpendidikan-tinggi-pada-juni-2022>

¹⁰ World Bank Open Data. (n.d.). World Bank Open Data. https://data.worldbank.org/indicator/SL.UEM.NEET.ZS?locations=ID&name_desc=false

¹¹ Bridging the skills gap: Fuelling careers and the economy in Indonesia. (n.d.). Economist Impact - Perspectives. <https://impact.economist.com/perspectives/economic-development/bridging-skills-gap-fuelling-careers-and-economy-indonesia>



Cakap Language

Cakap provides English, Mandarin, Korean and Japanese courses, catering to a variety of students from children to adults. Our courses, which consist of Cakap Language for Adults, Cakap Kids Academy and Cakap Goes To School, are carefully designed to empower students at every stage of their linguistic journey. Our mission is clear: to improve language proficiency, assist with exam preparation, improve academic achievement, and encourage career development for those who choose to study at Cakap.

Target Program

Our programs are designed for a diverse audience, including adults looking to develop their language personally or professionally, children exploring languages, students looking for academic support, and active workers looking for flexible language training solutions.

Program Approach

Cakap always ensures that the courses provided meet quality standards. Additionally, Cakap builds collaborative relationships with various institutions to offer qualified educators, as well as relevant and high-quality curricula and materials. These initiatives are part of the approaches undertaken by Cakap to advance the quality of education:

- Provide language development courses with high quality, because Cakap is the first online application with direct two-way interaction and certified native teacher.
- Develop tailored curriculum and teaching materials. From continuing studies abroad to starting a new career, learning English at Cakap can be tailored to students' learning goals.
- Invest in training platforms and partnerships with institutions, sponsors, and corporations.

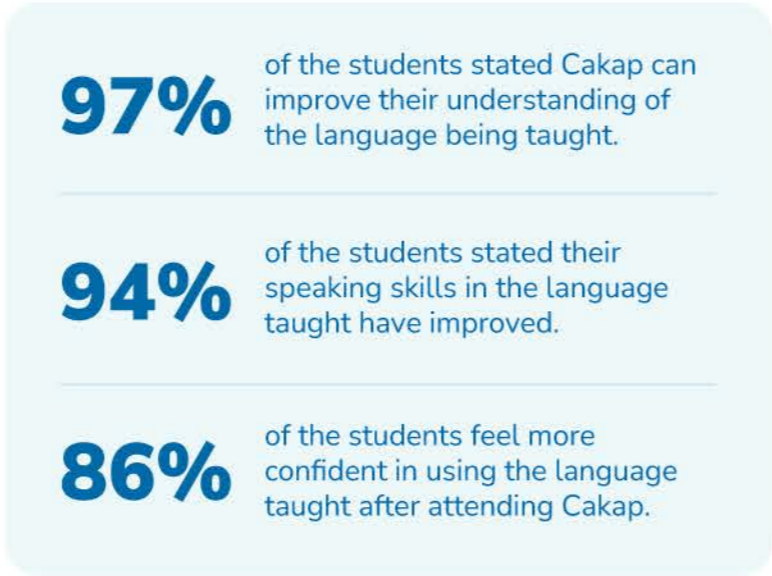



Cakap Language Impact

Cakap encompasses a diverse range of students, each with unique goals, and our commitment to personal development addresses the challenges they face on their learning journey. Our commitment addresses the challenges they face in their learning journey. Our innovative platform not only provides flexible access to solve time management issues, but also makes the learning process more immersive, enjoyable and impactful as mentioned below.

I. Improved Knowledge and Competence

These statistics underscore the positive impact of Cakap on students' language learning journeys, from both student and worker occupations, emphasizing its role in knowledge acquisition, skill development, and overall confidence building.



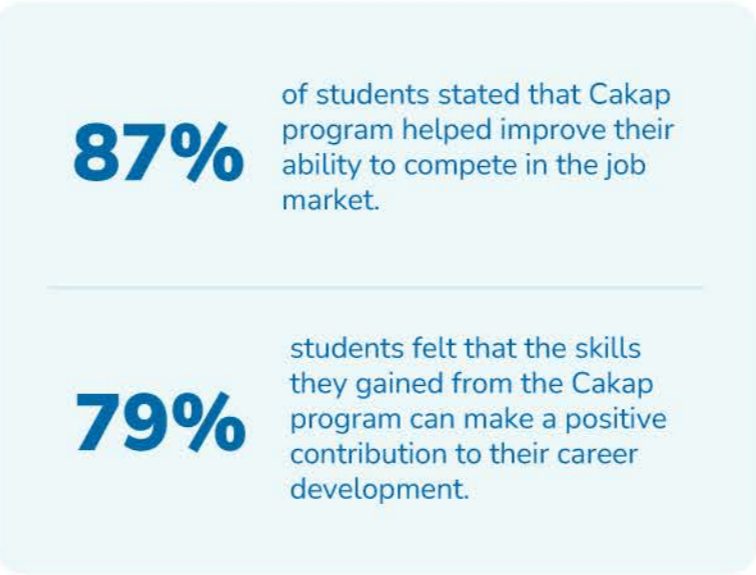


Before taking part in the training, at first I felt afraid and not confident in speaking English, I was afraid that my grammar would be wrong, my pronunciation would be wrong, and other fears. After taking classes with Cakap, my self-confidence started to grow and I was no longer afraid of making mistakes in English. I also have more confidence in using English in my daily life.

Cakap Student

Cakap language course which uses live, online, instructor-led instruction has a high impact intervention according to Hattie (2011) with an effect size of **1.13**, resulting in fluency & effective language use (B1+) within 8 months of study. This data shows that on average, proficient students experience an **increase in language proficiency level of at least 1 level after they complete the program.**

II. Impact on Adult: Increase in Job Opportunities



It is really helpful to have Cakap which makes it possible to learn Japanese every day, with flexible features in choosing classes. The real impact I experienced was that I got the opportunity for a promotion at the place I work, and the opportunity to work at my current company's head office.



Christine Katiga
Cakap Japanese Class Student

III. Impact on Kids

The comprehensive insights gleaned from research conducted by Advisia the transformative impact of children participating in Cakap language programs.


- Getting children used to interacting with English, effectively breaking down linguistic barriers and creating a comfortable communication environment.
- This training instills a deep sense of self-confidence in children as they master language skills, enabling them to express themselves with certainty and clarity.

It really makes progress in children's development in terms of socialization, in speaking and understanding English. Children feel happy while taking classes with Cakap.



Nida Ghaida
Cakap Parent


- The program serves as a dynamic platform for socialization, facilitating meaningful interactions among children from diverse backgrounds while equipping them with the vocabulary essential for effective communication.



Children are more courageous in socializing and know more about basic English vocabulary. This course is also very helpful because I plan to send my child to a school that uses full English.

Parents

- The program plays a pivotal role in preparing children for the challenges of higher education by providing them with a strong linguistic foundation, ensuring they are well-equipped to excel academically in the future.



Cakap's program supports my child's education. I want to register my child at a boarding school that requires English language competency. His English scores are also now high and his understanding has increased.

Parents



The upskill course serves as a competency development initiative tailored for job seekers, workers, and entrepreneurs, aiming to elevate their professional skills and entrepreneurship competencies. Cakap provides a diverse array of course categories within the upskill program. All courses developed by Cakap strictly adhere to the standards established by the Ministry of Manpower of the Republic of Indonesia, specifically aligning with the Indonesian National Work Competency Standards (SKKNI).

Program Target

The upskill program is designed to meet the needs of a varied audience, encompassing both pre-employment candidates and those pursuing self-paced skill enhancement. This inclusive approach caters to job seekers, working professionals, and entrepreneurs.

Program Approach

Cakap develops various approaches to ensure that the Upskill program aligns with the needs and demands of the job market while meeting quality standards. Approaches undertaken by Cakap to advance the quality of training:

- Develop tailored curriculum based on workers' objective and teaching materials
- Invest in training platforms and partnerships with institutions, sponsors, and corporations.



Cakap Upskill Impact


As a dedicated Education Group, Cakap is committed to the success and career growth of individuals, understanding their diverse goals. Many students aspire to enhance competitiveness, achieve specific career goals, and explore broader opportunities. To support these aspirations, we offer specialized training programs aligned with their needs, market demands, and unseen future opportunities. Our commitment is to provide meaningful, high-quality learning experiences, fostering an environment where individuals can confidently achieve success in their careers.

I. Improved Knowledge and Competence

93%

of students feel that Cakap programs contribute to increasing their knowledge and competence.

“There are several things that I just realized that I have been carrying out my duties as a waiter in the wrong way. The training on Managing Restaurant Service Areas for Waiters organized by Cakap made me learn what good theory and practice as a waiter is supposed to be like.



Magdalena

Waiter cafe & SPG

II. Learning and Career Development Goals

93%

of students feel that Cakap helps provide adequate support in achieving your goals.




III. Cakap's Contribution to Decreasing NEET rate and Improving the Employability Rate




82%

of Cakap students state that Cakap contribute to increasing their involvement in the world of work. Cakap plays a role in helping reduce the NEET (Youth not in employment, education, or training) rate through its upskill programs. Cakap also contributes to increasing the workforce participation rate in Indonesia.

IV. Duration for Graduates to Secure Employment After Completing Cakap Classes

The average time it takes for graduates to secure a job after completing Cakap classes is **less than 6 months**.





Impact Value Chain 1 25



Cakap Corporate

The corporate program is designed for employee competency development as a step toward maximizing their professional performance potential. The skill enhancements offered encompass both foreign language proficiency and vocational skills. Cakap has curated a variety of relevant topics to support employees in acquiring the skills and expertise necessary for their roles.

Program Target

The corporate courses cater to professional employees to maximize their performance.

Our Client Industry:

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

Program Approach

Cakap develops diverse strategies to ensure that the Corporate program aligns with the needs and interests of the employees to expedite their skills. Approaches undertaken by Cakap to maximize the quality of training:

- Develop tailored curriculum and teaching materials based on their title and position.
- partnerships with institutions, sponsors, and corporations
- Identify and address training needs.

Our Client:



Cakap Corporate Impact

Devoted to providing solutions for professional growth and development, Cakap recognizes the unique goals of individuals in its training. This commitment is evident in our meticulously designed to enhance workplace effectiveness and fortify job-specific skills. We firmly believe that by granting access to pertinent resources and learning opportunities, participants can acquire the knowledge and skills essential for achieving their career objectives. Embracing a responsive approach through customized training programs, we aim to be an effective educational partner, dedicated to supporting individuals in reaching their professional goals.

I. Improved Competence

90%

of students state that Cakap program contribute to increasing their knowledge and competence. This is evident from the average score improvement achieved by participants, which is approximately **32%** improved score. The score improvement is high as 11% is the threshold for effective intervention in learning (Hattie's Visible Learning).

It's good, in terms of the material it's okay, and the ability of the teachers to interact is good, the platform is good and supports Cakap as a professional edutech platform.



Tri Handoko
Hino Finance Indonesia,
HR People Development Supervisor

II. Percentage of Graduates Applying New Skills at Work

After completing the training, **93%** of Cakap students state the program helps them apply their abilities better in the workplace.

89%

of Cakap students feel more confident in using the skills taught.

90%

of students stated that the Cakap program helps them apply their abilities better.

Students felt that the training affected their performance in their workplace.



My performance in using English in the workplace is very good, what I learned in Cakap is related to real cases faced in the company.

Corporate Student

III. Career Development Goals

91%

of students stated that the skills they gained from the Cakap program can make a positive contribution to their career development.

IV. Social Aspect

Our students also experienced improvements in the social aspects of the work environment.

86%

of students stated that participating in the Cakap Program can improve their ability to communicate with other people. Furthermore, they said that the **increased level of confidence made it easier for them to deal with office dynamics and interact with clients, thus improving the quality of their professionalism.**



The Cakap program has had an influence in increasing my confidence in using English.

Corporate Student

80%

of students feel more comfortable interacting in social situations.

Fostering Inclusive Education and Skill Development for Marginalized Group



Problem Statement

Even though marginalized groups can take advantage of free primary education, there are still financial constraints in pursuing higher education. The high cost of skill development programs poses a significant obstacle for individuals in low-income and poverty-stricken communities, limiting their ability to participate in training sessions. This financial barrier exacerbates the issue of access to education, as highlighted by the dropout rates documented in the 2022 Education Statistics data by the Central Statistics Agency (BPS).

Dropout Rates in Indonesia

 **1 in 1,000**
at the elementary school level

 **10 out of 1,000**
at the junior high school level

 **12 out of 1,000**
at the high school level

Consequently, the issue of access always goes hand in hand with the issue of participation. Although children initially had access to educational services, they did not participate fully and were forced to drop out in the middle due to the pressures of poverty¹².

Moreover, the University of Indonesia expert stated that in rural areas, access to education for marginalized and vulnerable communities is still difficult. Online education has been very helpful, but the available knowledge may not be very practical. Sometimes due to cultural factors and the difficulty of access, there is a lack of awareness among communities about the need for education (Yanti, In-Depth Interview, January 8, 2024). Thus, addressing both the financial barriers to participation and the quality of training programs is essential for fostering inclusive growth and improving educational outcomes in Indonesia.

A recent World Bank report emphasizes the need for concerted action to guarantee all Indonesians, particularly the most vulnerable, can access and benefit from various digital technologies and services. While digitally engaged Indonesians are increasingly experiencing how technology reshapes their lives and commercial activities, leading to enhanced consumer experiences, this digital revolution is not evenly distributed across all demographics.

Indonesia's journey towards technological advancement and digital inclusion faces significant hurdles, especially in empowering marginalized and vulnerable communities. These groups include low-income and poverty-stricken communities, women in rural areas, underprivileged children and youth, rural inhabitants, and people with low educational attainment. Despite commendable progress in ICT development across the nation, a deeper analysis reveals stark disparities that hinder inclusive growth and development.

Over the last five years, Indonesia has seen a positive trend in its ICT development, with its index value rising from 5.07 in 2018 to 5.85 in 2022¹³. This progress, however, has been unevenly distributed. While regions like East Nusa Tenggara have shown remarkable progress, moving from a low to a medium category in a year, other areas remain stagnant in the low category. The SMERU Diagnostic Report¹⁴ on the digital skills landscape in 2022 highlights this disparity further: in remote and least developed regions like Maluku, North Maluku, Papua, and West Papua, only 30% of villages have access to 3G and 4G networks, with 70% reporting weak signal coverage.

Educational disparities further accentuate this digital gap. Approximately 78% of Indonesians with a senior high school education and 94% with a college or university education use the internet, compared to a stark contrast in internet usage among those with lower educational levels. This gap is significantly wider in Indonesia compared to its ASEAN neighbours, Thailand and the Philippines.

The COVID-19 pandemic has worsened these challenges, with a shift to online learning widening the gap for those with limited internet access and digital skills. Additionally, income levels correlate strongly with internet usage. Data from Susenas 2020 indicates a wide gap between the top and bottom income quintiles regarding internet usage, mobile phone ownership, and access to larger screen devices and broadband services. This disparity leaves lower-income individuals heavily reliant on mobile phones for tasks more effectively performed on larger screens, including job applications and skill training programs.



Occasionally, training programs may overlook the considerations of needs, knowledge levels, or socio-economic contexts of the target communities during their design phase. This oversight can lead to inefficiencies in skill acquisition and program effectiveness, as well as hinder the overall impact on the intended beneficiaries. It underscores the importance of conducting thorough needs assessments and contextual analyses prior to program implementation, ensuring that interventions are tailored to the specific requirements and circumstances of the target communities. Such an approach not only enhances the relevance and applicability of the training but also contributes to greater engagement and long-term sustainability of the initiatives aimed at capacity building and empowerment.

¹² Pradana, Aditya Putra (2024, February 4). Calon presiden harus tahu 5 permasalahan pendidikan di Indonesia <https://theconversation.com/calon-presiden-harus-tahu-5-permasalahan-pendidikan-di-indonesia-222885>

¹³ Marhaeni, M.Sc. H. (2022). Indeks Pembangunan Teknologi Informasi dan Komunikasi 2022. Badan Pusat Statistik. <https://webapi.bps.go.id/download.php?f=pN+Mruo3giwP874Xx6IsX-QFT2Weehc+I95vGH02wQMILFR3w7snhCp7Hk5eCgg/eLjcr7zTiheJMA+wCztl1telte0ravypn5hqjQmsn8En+YEW8FQDT7tmkFSMOnGJTtUzIN7VskCuMNUCIRD4zbJLBdv1/hMS7kpGDli31uimYZXp/JgEdEK1rszGpS0t+3Vzg7rT0xKTatKKf8w2BBBJWoqlFLMKUp5qIV00OIKT9vXhRhmhaatbY0xDLgXX/Cw2c0p3pCjQ5dv44j8GgYzgg+c4ArAvXKBnUJe3uiy1YKSHVJO714LMLgKW4GA>

¹⁴ SMERU Research Institute. (2022). Digital Skills Landscape in Indonesia. SMERU Research Report No. 2. <https://smeru.or.id/en/file/4519/download?token=0HU6OfQK>



Program Distribution

Cakap for Nation
(Cakap untuk Bangsa)

Cakap has responded to the significant challenge of a lack of skills development training to empower vulnerable and marginalized communities in Indonesia. Through a series of initiatives, Cakap seeks to make a significant contribution in improving access to education for vulnerable and marginalized communities. By organizing specialized programs, Cakap successfully provides education that suits the specific needs of vulnerable and marginalized communities, creating an inclusive and relevant learning environment.

Cakap has amplified its impact through ongoing collaboration. In a tangible effort to expand its reach and effectiveness, Cakap engages in various Corporate Social Responsibility (CSR) projects by collaborating with institutions, agencies, and companies. Through these collaborations, more than 15,000 students from vulnerable and marginalized groups, primarily in Nusa Tenggara Timur, Papua, and Sumatera Utara, have gained access to education. This collaboration creates synergy between the private sector and the community, resulting in more holistic and sustainable programs for vulnerable communities.

Furthermore, Cakap collaborates with various government agencies, government institutions, central government, and local government. Through these strong partnerships, Cakap strives to develop education programs that are in line with government policies, improve access to education, and ensure that these programs can have a significant positive impact. In this way, Cakap becomes an integral part in creating an inclusive and sustainable education ecosystem, bringing benefits to vulnerable communities and driving the overall growth of education in Indonesia.



Corporate Social Responsibility (CSR) Program

Cakap's CSR program embodies a collaborative approach, forging partnerships with like-minded institutions and corporations that share a common vision for advancing Indonesian skills. Through these dynamic collaborations, the program leverages the collective expertise and resources of its partners to deliver impactful training initiatives. This collaborative synergy reinforces the commitment to societal development and aligns with the shared goal of enhancing the skills landscape in Indonesia. By uniting efforts, Cakap and its collaborators create a powerful force for positive change, contributing to the overarching mission of skill development and community empowerment.

Program Goals

The primary goal of Cakap's CSR program is to equip Indonesians with essential foreign language skills and competencies that will support their future endeavours. Ensuring equal access and participation, regardless of gender, Cakap focuses on providing affordable and quality language and vocational education. Additionally, Cakap aims to extend its reach to areas that lack quality education, specifically targeting the 3T areas (Frontier, Remote, and Underdeveloped) and other regions yet to benefit from high-quality educational resources.

Importance of Program

Cakap's CSR program plays a crucial role in efforts to contribute to more equitable education development in Indonesia. By engaging various institutions and companies, the spirit of this program aligns with the Sustainable Development Goals (SDGs) as our future targets. Each SDG principle we adhere to in the program serves as our guide in action. Each SDG principle within it plays a vital role in promoting a fair and sustainable educational landscape in Indonesia.

Program Implementation



Elevate Digital Skills Among Teachers and Students

Program target

This program targets 30 high schools, including both senior high schools (SMA) and vocational schools (SMK), as well as teachers in the areas of Bandung City, Cimahi City, Bandung Regency, and West Bandung Regency.

Program objective

The program aims to enhance the digital skills of talents through training in English language for teachers and Listening in English materials for students.

In collaboration with



Business and Financial Literacy Program for MSMEs

Program target

The participants are targeted to those involved in MSMEs, especially those with small and micro businesses operated from home.

Program objective

This program aims to equip SME participants to face challenges in business competition and address the lack of financial literacy. Following this training, participants will have the opportunity to develop skills and capabilities that will impact the growth of their businesses.

In collaboration with



English Language Skills Program

Program target

Children of Panti Asuhan Muslimin Jaya Putra in Indonesia, range in age from 5-14 years and 15-24 years.

Program objective

This English language learning program aims to provide education and training in English for children from Panti Asuhan Muslimin Jaya Putra

In Collaboration with



Program Approach

Develop tailored curriculum and teaching materials based on their title and position.

Partnerships with institutions, sponsors, and corporations

Identify and address training needs.



Government Program

Cakap's Government Program involves collaborative efforts with the central government, provincial government, government institutions, and associations. The program aims to integrate Cakap's expertise with these entities to bring about positive changes in Indonesia's educational landscape. This approach reflects Cakap's commitment to advancing education through strategic governmental alliances.

Program Goals

The program's goals include fostering skill development, enhancing educational access, and contributing to the overall advancement of human resources in the country. Through tailored initiatives and targeted collaborations, Cakap aims to make a significant and positive impact on the development and empowerment of individuals across Indonesia's diverse regions.

Importance of Program

Cakap's Government Program plays a crucial role in promoting equal access to education across diverse segments of society. By collaborating with government institutions, this program becomes a precise tool for making a broader impact throughout Indonesia, especially in rural 3T areas. Through targeted collaborations and tailored initiatives, the program reflects Cakap's steadfast commitment to making a positive impact on individuals across various regions. By highlighting strategic governmental alliances, Cakap aims to advance education and empower communities nationwide, underscoring the program's significance in the broader educational landscape.



Foreign Language Training for Tourism Actors, SMEs, and Creative Economy Actors in Indonesia.

Program target

The participants are targeted for tourism practitioners, SMEs, and creative economy players in Indonesia.

Program objective

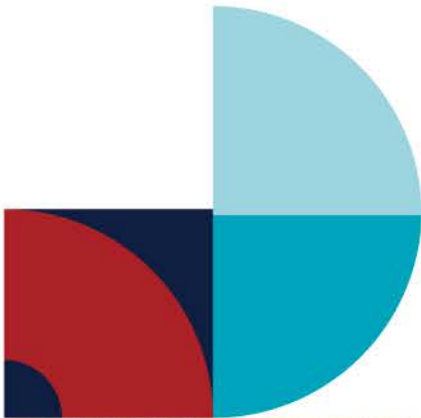
Through this program, Cakap aims to provide a positive impact on each targeted participant. For tourism practitioners in Indonesia, foreign language training can enhance the services provided to foreign tourists and improve Indonesia's competitiveness in the international tourism market. SMEs and creative economy players can also benefit from foreign language training to enhance their businesses.

in collaboration with



Program Approach

- Collaborating with various government agencies, and governmental institutions, both at the central and local levels, to develop programs. Improving the number of collaborations with stakeholders.
- Empowering communities with a focus on their potential, regional strengths, and community needs.
- Engaging with stakeholders to ensure programs align with the targeted beneficiaries that meet their needs.
- Offering language and skill development courses with a focus on the needs of community members in specific areas, supporting equal access for rural communities, low-income individuals, women, underprivileged children and teenagers, and those with low educational attainment.



Cakap for Nation (Cakap untuk Bangsa) Impact

Cakap's Contribution to Enhancing Educational Access for Marginalized and Vulnerable Communities

Our program covers **98%** of the total 3T cities in Indonesia. Cakap has facilitated access to quality education for vulnerable and marginalized communities, including:

60% low-income households **61%** individuals with low educational attainment

Our commitment goes beyond the classroom, extending to the welfare of these communities even after the completion of Cakap programs.

More than **15,000 students** from vulnerable and marginalized groups, primarily in **East Nusa Tenggara, Papua, and North Sumatera**, have gained access to education through Cakap's initiatives.



Research on Cakap's Contribution to Providing Education for Marginalized and Vulnerable Communities

Every community has its unique needs, and Cakap has made a significant contribution to providing education tailored to the requirements of marginalized and vulnerable communities.

88%

of Cakap's students, belonging to these marginalized and vulnerable groups, express that Cakap has been instrumental in providing adequate support for them to achieve their goals.



..Participants of the Cakap x Bakti Kominfo program mostly have backgrounds as workers in the tourism sector. However, many community members who do not work in the tourism sector also participate in this training because our area is a tourist destination, making this training highly relevant to the local community (Gili Meno, North Lombok, West Nusa Tenggara)..

Cakap untuk Bangsa (CUB) program graduate



...The reason that drove me to participate in the program at Cakap is because I want to learn English, considering that my area is a tourist destination, so English is very important. Additionally, because Cakap provides specific English training for tourism, it makes me even more interested because what I learn can be directly applied...

Cakap untuk Bangsa (CUB) program graduate

Enhancement of Graduates' Skills, Confidence in Their Jobs or Schooling After Completing Cakap Program

96%

of students from Cakap for the Nation program feel that Cakap has significantly contributed to enhancing their knowledge and competencies.

“Before participating in the SME training with Cakap, there was a lot of information that I didn't know. After attending the training, I gained a lot of information and knowledge, and the results of that learning will be the provision for me to develop my business.



F.X. Raf Martin
Sikka Regency, Flores, NTT

84%

of students from Cakap for the Nation program feel more confident and involved in their professional work.



The upselling skills I acquired from Cakap have been very helpful in my work because what I am currently doing aligns with the material and practices provided by Cakap, so I already have sufficient preparation

Cakap untuk Bangsa (CUB) program graduate

Cakap's Contribution to Enhancing Educational Access for Marginalized and Vulnerable Communities

Furthermore, the positive impact generated from Cakap's programs is reflected in the improved well-being of marginalized and vulnerable communities after program completion. Communities perceive tangible changes in their skills and knowledge, providing a robust foundation for their livelihood needs.

84%

of students from the Cakap for the Nation program stated that Cakap contributed to improving their chances of getting a job.

78%

of Cakap from Cakap for the Nation program get a job promotion after completing the Cakap program Class.

“Cakap has contributed to helping me secure a job. The results of learning with Cakap have made me more confident when facing interviews, enabling me to pass the interview and secure a job. I have successfully obtained a job in the tourism industry and am currently working as a reservation agent at a hotel in the tourist area in my region.



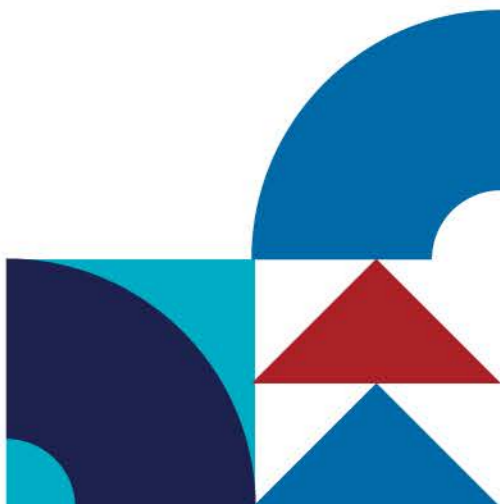
Sayekti Weninging Tyas
Gili Meno, North Lombok,
West Nusa Tenggara

78%

of students from the Cakap for the Nation program stated that participating in the training at Cakap affected the development of their businesses and MSMEs.

69%

of Cakap from Cakap for the Nation program have experienced an increase in their income, leading to an improvement in their overall welfare.



Bridging Gaps and Transforming Indonesian Educators

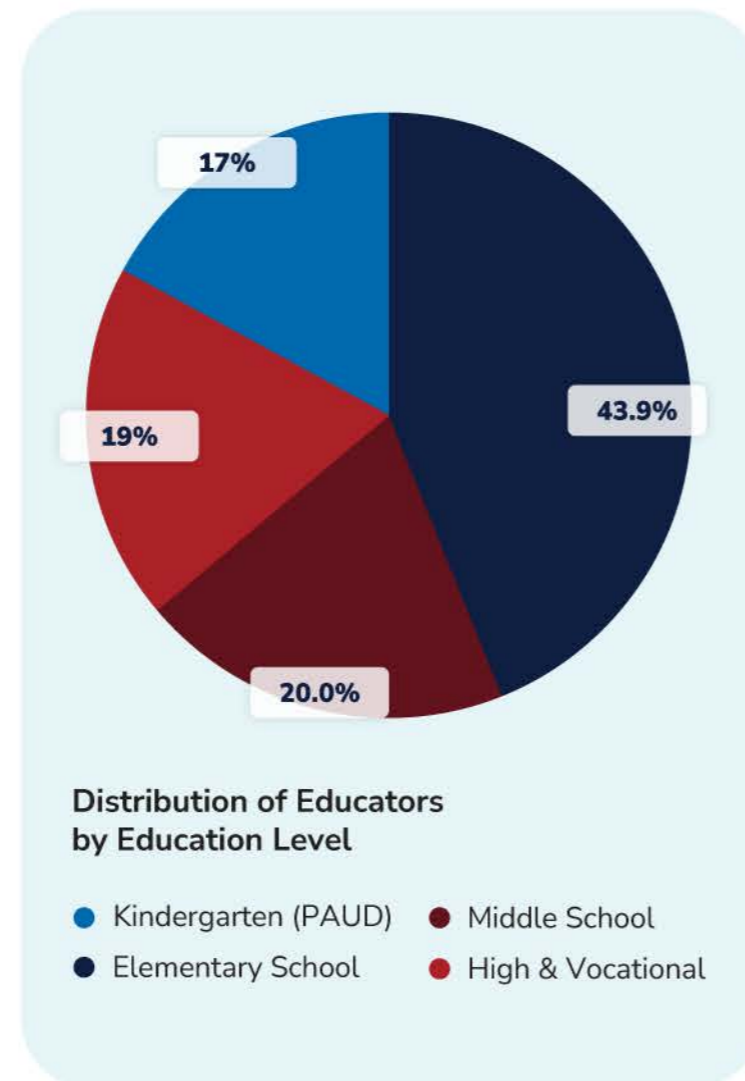


Problem Statement

As one of the most extensive education systems in the world, Indonesia has achieved significant progress in improving educational outcomes in the last two decades. Indonesia, similar to many other developing countries, has to deal with a significant challenge to move beyond improving access to education and moving towards achieving a high-quality education. The Indonesian government has enacted a series of reforms to improve the quality of education, but managing such a massive education system is challenging. The challenges remain despite the rapid progress in many areas in recent decades.

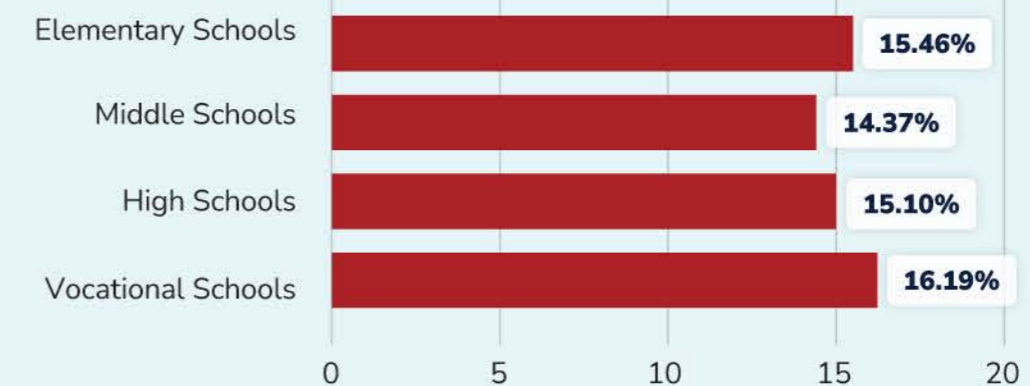
Indonesia's educational landscape is currently grappling with significant challenges related to the quality and distribution of professional educators. Despite having a substantial number of teachers, with 3.36 million educators as of the 2023/2024 academic year, the country faces teacher quality and distribution inequality. This challenge is particularly pronounced in certain educational levels and geographical areas.

A closer look at the distribution of these educators reveals that 43.89% are in elementary schools, 20% in middle schools, 19% in high schools and vocational schools, and the remaining 17% in kindergartens, family planning, and early childhood education (PAUD). At each level of education, elementary (15.46), middle school (14.37), and high school (15.10), the student-teacher ratio still meets the ideal standard (≤ 15). However, at the vocational school level (16.19), the student-teacher ratio does not meet the ideal standards that have been set¹⁵.



Survey from World Bank in five districts ranked as the poorest in Indonesia, the quality of education services in the surveyed schools is hindered by teacher qualifications, teacher composition, and the demands of teaching multiple classes. Thirty-four percent of teachers and 18% of principals only have a high school education. Civil servant teachers make up 40% of all teaching staff, with the shortfall being filled by contract teachers (42.5% of whom are honorary teachers and 15.8% contracted by districts or provinces).

Student-Teacher Ratios by Education Levels



The World Bank's analysis points out the difficulties in curbing the growth of private educational institutions. The Indonesian government's effort to ensure quality through PPG certification, limited to 45 institutions with A and B accreditation, is a step in the right direction. However, the challenge intensifies when considering the broader landscape: 422 teacher training institutions (LPTKs) across Indonesia, with only 41 being public. Of these public LPTKs, 7% are rated A, 35% B, 23% C, and 35% are not yet accredited. Most accredited institutions are in Java and larger cities, leaving remote districts with less access to quality teacher training. This fact is also supported by data from primary research conducted by Advisia which shows that 65% of teachers and prospective teachers feel the need to significantly improve their skills and knowledge in certain areas in the context of their work as teachers.

Teacher competency is important to prioritize because teacher professionalism and pedagogical competence are still hindered by several factors such as the limited number of certified teachers. Expert from Faculty of Psychology University of Indonesia also stated that the quality of educators in Indonesia still has a lot of homework, not to mention quantity. For now, we need educators who are more critical and creative to meet the needs of increasingly critical students (Herta N., In-Depth Interview, January 8 2024).

The lack of training makes teachers struggle to keep up with the times amid the pressure of their duties. This was conveyed by the Chairman of PGRI Central Java, Dr. H Muhdi SH M.Hum, when giving his response regarding the current shortcomings of teachers at his Office on Tuesday, December 12, 2023. "Systematic, structured, and regular training for the development of teacher competencies is still very limited. However, these are precisely the things that are very important for a teacher. The burden on teachers is more on administrative tasks rather than self-development," said Dr. Muhdi¹⁶.

Therefore, there is a need for programs like Cakap Teacher Academy to help address the above issues. Programs like this can provide more systematic, structured, and periodic training for teachers so that they can continue to develop their competencies in line with the demands of the times. With the presence of Cakap Teacher Academy, it is hoped that teachers can acquire new knowledge and skills relevant to the development of technology and cutting-edge teaching methods. This will help them not only in meeting administrative burdens but also in improving the quality of teaching and learning in the classroom.

¹⁵ Muhamad, N. (2023, September 10). Ada 3,36 Juta Guru di Indonesia pada 2023/2024, Guru SD Terbanyak. Katadata. <https://databoks.katadata.co.id/datapublish/2023/10/09/ada-336-juta-guru-di-indonesia-pada-20232024-guru-sd-terbanyakda-336-juta-guru-di-indonesia-pada-20232024-guru-sd-terbanyak>

¹⁶ Derap Guru. (2023, Desember 12). Kelemahan Guru Ada Pada Kurangnya Pelatihan. Derapguru.com. <https://derapguru.com/kelemahan-guru-ada-pada-kurangnya-pelatihan/>



Program Distribution

Cakap Educator

About Cakap Educator

Cakap Educators embody a dynamic environment committed to shaping the educational landscape. Consisting of Cakap Language and Cakap Upskill teachers, our team comprises over **2.300 engaged educators from 25 countries, with a substantial 78% representation from Indonesia**. At the forefront of fostering a rich and inclusive learning environment, our diverse team reflects a gender ratio of **60:40 (female to male)**. What truly sets our educators apart is not just their numbers but the remarkable quality they bring to the table, evident in an impressive **teacher quality rating of 4.97 out of 5.0**.



60:40

female to male
gender ratio



2,300

engaged educators from
12 countries



with a substantial

73% representation from
Indonesia



4.97 out of 5.0

teacher quality rating

Teacher Quality and Empowerment

In our commitment to elevating Teacher Quality and Empowerment, Cakap has been actively providing training sessions to empower our educators. Throughout the year 2023, we conducted 20 comprehensive training sessions covering a diverse range of relevant topics aimed at enhancing the capabilities of our educators. These training initiatives are designed to ensure that every educator within the Cakap community has equal opportunities for professional development.

As a testament to the effectiveness of these efforts, by the end of 2023, an impressive 85% of our educators have undergone standardization, attaining the professional quality expected in the field of education. This underscores our dedication to not only providing top-notch education to our students but also to fostering a community of empowered and continuously improving educators within the Cakap platform.



Basofi Hardiyanto
Cakap Educator

At Cakap, there is a monthly evaluation where one senior staff oversees several teachers and assesses their progress. So, when they join Cakap, it's not just about teaching; there are also one-on-one sessions with their mentor. This is a form of support from Cakap.

Cakap Educator Contribution in Education

Cakap educators actively contribute to education and ensure quality learning access for all. Their experiences reflect positive growth, both personally and professionally, with a focus on enhancing public speaking skills and utilizing education technology for widespread educational benefits. Despite challenges in online teaching, educators remain creative and foster enjoyable learning environments.

I have gained many positive experiences as an educator in Cakap classes, both personally and professionally. Besides improving my public speaking skills, I also see a significant impact of Edtech in supporting educational equity and enhancing human resource quality, especially in the area of soft skills.



June Venteen
Cakap Educator



Cakap Teacher Academy

Cakap Teacher Academy (CTA) program invites teachers and prospective teachers in Indonesia to unite and be ready to teach and contribute to Indonesia. This program invites the younger generation to be free to teach from home and to be able to empower the abilities of teachers and improve their quality of life.

Increasingly advanced learning methods require teachers and prospective teachers to be proficient in using technology in teaching. As an implementation, Cakap Teacher Academy uses interactive self-paced methods and webinars, so that teachers can organize their teaching environment according to their individual conditions. A comfortable teaching environment certainly influences the quality of teachers' teaching. So, the quality of teachers also improves.

Importance of Program

There are various constraints and challenges faced by teachers and prospective teachers in developing their interest and desire to become impactful educators in Indonesia. Some of these challenges include the limited options for specialized skill training institutions relevant to the needs of teachers. These institutions should have a direct influence on the careers and social as well as economic well-being of teachers.

This program is also a solution for teachers and prospective teachers who are occupied with teaching and other duties that make it difficult for them to manage their time effectively to participate in training programs. This program is also a solution for teachers and prospective teachers who are busy teaching and other tasks that make it difficult for them to manage their time effectively to attend training programs. Anyone who is inspired to become better can take part in this program. So that those from various backgrounds can contribute, as long as they pass the initial and final selection.

The Cakap Teacher Academy is designed to address challenges faced by educators in Indonesia through targeted training. Aligned with key Sustainable Development Goals (SDGs) such as quality education, gender equality, decent work and economic growth, and reduced inequalities, the program serves as a vital indicator of positive change. By empowering teachers across diverse backgrounds, it contributes to building a more inclusive and equitable society, in line with the overarching goals of the SDGs.

Program Goals

Cakap Teacher Academy aims to be a place that adds and improves pedagogical competencies for teachers, especially in classroom teaching methods, fostering positive interactions with students, and serving as a tool to reignite passion and motivation to educate the next generation of Indonesians in the future. For example, the learning program uses 1-on-1 tutorials, teaching practice sessions with direct assessment by the Senior Academic Coach, small group participants for a better & more focused learning experience and process, and a Teaching Methodology Diagnostic Test provided before access to the LMS .

Program Target

Cakap Teacher Academy is open to university students, especially those with an English education background or literature, as well as fresh graduates and individuals passionate about teaching. This program's reach extends across more than 14 provinces in Indonesia, ensuring equal opportunities for both men and women. Beyond academic qualifications, Cakap values enthusiasm for teaching, fostering a diverse and inclusive community of educators across the country.

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 Teacher Academy Impact

The impact of the Cakap Teacher Academy (CTA) has been profound, reaching milestones that underscore its commitment to empowering educators. As of 2023, Cakap has empowered over 490 teachers and aspiring educators from diverse backgrounds through the academy. With 64% of CTA participants being female, it reflects the academy's inclusivity, serving as a platform accessible to everyone.

The widespread influence of the CTA program is evident as participants are distributed across various regions in Indonesia, currently spanning more than 28 cities. Positioned as a solution for educational access, CTA facilitates the development of quality teachers, ensuring accessibility for individuals in different areas of Indonesia. Through these initiatives, Cakap Teacher Academy has successfully become a catalyst for positive change in the education landscape, fostering a diverse and skilled teaching community across the nation.

Increased knowledge and competence as a Teacher

- 97% of CTA graduates feel the program improved their ability to teach languages online.
- 88% of CTA graduates feel the program improved their ability to teach languages offline

Cakap provides excellent microteaching materials. The provided content is easily understandable even for someone without a background in education.

Participant of the Cakap Teacher Academy Program

Research on Impact on Career Opportunities as a Teacher and Welfare

In addition to enhancing knowledge and competence, Cakap also contributes to helping participants secure employment and advance their professional careers. A total of 94% CTA graduates state that Cakap program increases their job opportunities.

I have gained many positive experiences as an educator in Cakap classes, both personally and professionally. Besides improving my public speaking skills, I also see a significant impact of Edtech in supporting educational equity and enhancing human resource quality, especially in the area of soft skills.



59% of CTA graduates have successfully been involved in the field of education. The distribution of Cakap Teacher Academy (CTA) program participants across various regions in Indonesia has indirectly contributed to reducing the shortage of qualified teachers in the country.

Even if you do not come from an English teaching background, CTA will provide what you need if you put in the effort.

Participant of the Cakap Teacher Academy Program

Furthermore, Cakap also helps its participants improve their quality of life. 41% of participants state that Cakap significantly influences the increase in their income.

94% of CTA graduates feel better prepared to face challenges in the work environment.

I am grateful to have participated in and completed CTA Batch 7. The training from Cakap has helped me become an English language instructor who stays relevant amidst the current educational landscape changes. The training design, which is easily understood and flexible, assists educators in continuing to learn while fulfilling their teaching responsibilities. Wishing continued success to Cakap Teacher Academy.



Towards Affordable and Inclusive Language Assessment



SDGs 4.3
SDGs 4.4



SDGs 10.2

Problem Statement

The challenge of high costs and limited access to reliable language assessment tools in Indonesia significantly impacts the educational landscape, especially in rural areas, leading to a pronounced educational disparity between urban and rural communities. Our research findings indicate that the high expenses associated with language proficiency examinations rank the first barriers for students. According to the BPS Deputy for Social Statistics, Ateng Hartono, there is a marked educational gap, with most urban residents completing secondary education (38.87%)¹⁷.

The standard of English in Indonesia usually refers to the usage of English adapted to the local context, culture, and communication norms in Indonesia. This often includes the use of words or phrases influenced by the Indonesian language, as well as emphasis on accents or intonation that may differ from the international standard of English.

Abroad, especially in English-speaking countries such as the United States, England, Canada, and Australia, the standard of English typically refers to grammar rules, vocabulary, and pronunciation that apply internationally. Although there are variations in accents and dialects among these English-speaking countries, there is a consensus on basic grammar rules and commonly accepted word usage.

Therefore, while many fundamental principles of English remain the same worldwide, there are significant differences in how the language is used and understood in various countries, including Indonesia. Hence, the standard of English in Indonesia may differ from the standards applied in English-speaking countries.

Currently, many ASEAN countries have developed or implemented new policies regarding the acquisition of foreign languages in their respective countries. For example, Singapore, Malaysia, Vietnam, and others have established their own national standards for foreign languages. ASEAN countries and many countries around the world adopt standards from Europe or CEFR (Common European Framework of Reference). In the future, more and more countries are expected to adopt the same standards, thereby establishing similarities in English language competency standards for students or English language instructors. Indonesia has not yet adopted or developed such standards.

Corresponding to the types of language abilities encompassed within overall language proficiency, language proficiency tests may include listening comprehension tests, reading comprehension tests, speaking proficiency tests, and writing proficiency tests. For example the EPT (English Proficiency Test) score reflects the prediction of the TOEFL score. The EPT test score is one of the requirements for admission to undergraduate and postgraduate programs at several leading universities in Indonesia. Many companies also require EPT test scores as a prerequisite for employees who will attend seminars, courses, or training sessions conducted in English.

The high cost of the IELTS exam is primarily attributed to several factors. Firstly, the creation and calibration of new test questions for the 48 test administrations held annually incur significant expenses. Additionally, marketing costs contribute to the overall expenses, as the increasing demand for IELTS scores for immigration and university applications necessitates extensive marketing efforts. The exam also requires specialized assessors for the writing and speaking sections, which adds to the expenses. Furthermore, the management of test centers by organizations such as the British Council, Cambridge English Language Assessment, and IDP Education incurs costs, which are ultimately borne by the test takers. Overall, the combination of these factors results in the high cost of the IELTS exam¹⁸.

This situation leads to a cascade of indirect effects, wherein the financial burden imposed by the high cost of the IELTS exam creates a ripple effect across educational institutions. As funds are diverted towards preparing students for these expensive exams, educational resources become strained, resulting in compromised language education quality. Consequently, students from socioeconomically disadvantaged backgrounds face even greater barriers to accessing quality language instruction, perpetuating cycles of inequality.

Improved access to affordable and reliable language assessment tools can narrow the educational gap, enhance overall language proficiency, empower teachers through reduced workload and stress, optimize resource use, and help establish higher national language proficiency standards. Such developments would benefit the education sector and contribute to the nation's broader developmental goals.



¹⁷ Kamalina, A. R. (2023, January 31). Duh Disparitas Pendidikan Warga Desa dan Kota Masih Tinggi, Segini Perbandingan Angkanya. *Harianjogja.com*. <https://news.harianjogja.com/read/2023/01/31/500/1124889/duh-disparitas-pendidikan-warga-des-dan-kota-masih-tinggi-segini-perbandingan-angkanya>

¹⁸ Pradewo, Bintang. (2021, November 19). Kemendikbudristek Ungkap Rata-Rata Skor Kompetensi Guru 50,64 Poin. *Jawapos*. <https://www.jawapos.com/pendidikan/01355273/kemendikbudristek-ungkap-ratarata-skor-kompetensi-guru-5064-poin>



Program Distribution

Cakap Standardized Test

The Cakap Standardized Test is a curated foreign language testing system developed by the Cakap curriculum team. This test is equivalent to existing international standard tests such as TOEFL, HSK, or TOPIK. Since its launch, the Cakap Standardized Test has gained trust from several formal learning institutions that have adopted it as a measure of language proficiency. There are several language tests offered, including the Cakap English Standardized Test (CEST), Cakap Mandarin Standardized Test (CMST), and Cakap Korean Standardized Test (CKST).

The Cakap Standardized Test comes with several advantages. It can be taken anywhere with personal devices, while maintaining validity through a monitoring system combining human supervision and Artificial Intelligence (AI). Other advantages include flexibility in terms of timing, more affordable costs, and faster results.

Importance of Program

The Cakap Standardized Test program, encompassing CEST, CMST, and CKST, holds paramount importance for several key reasons. Firstly, it addresses the crucial need for affordable and accessible language assessment tools, making language proficiency evaluation accessible to a wider audience. Secondly, the program's significance is evident in the growing number of educational partnerships, as formal learning institutions increasingly rely on Cakap's standardized tests for efficient language proficiency evaluation. Lastly, the rising number of test-takers participating in CEST, CMST, and CKST highlights the program's widespread acceptance and effectiveness. In essence, the Cakap Standardized Test program plays a pivotal role in democratizing language assessment, fostering educational collaborations, and meeting the rising demand for reliable language proficiency evaluations.




Program Goals

The primary goal of Cakap's CSR program is to equip Indonesians with essential foreign language skills and competencies that will support their future endeavours. Ensuring equal access and participation, regardless of gender, Cakap focuses on providing affordable and quality language and vocational education. Additionally, Cakap aims to extend its reach to areas that lack quality education, specifically targeting the 3T areas (Frontier, Remote, and Underdeveloped) and other regions yet to benefit from high-quality educational resources.

Program Target

The Cakap Standardized Test is tailored to meet the needs of a diverse audience, spanning from kids to adults across the entire nation. This inclusive program is dedicated to providing equal access for all participants, underscoring a commitment to fostering opportunities without any form of discrimination. With its design focused on accessibility and benefits for everyone, the test accommodates the diverse needs of its audience.

Program Approach

-  Establish cost-effective online language assessment tools
-  Administer language assessments
-  Form partnerships with academic institutions



Cakap Standardized Test Impact*

More Test Takers Know Their Level of Knowledge and Skill

Each student taking the test has their own goals, such as assessing their foreign language proficiency, fulfilling requirements for studying abroad, meeting criteria for graduation from their dream university, obtaining a scholarship, and fulfilling prerequisites for specific jobs.

In pursuing these objectives,

a significant
89% of Cakap students feel that Cakap provides adequate support in achieving their goals.

Additionally,
77% of students state that Cakap English Standardized Test contribute significantly to the attainment of their objectives.

Previously, only **34%** of Cakap students actively participated in foreign language proficiency tests before taking the test at Cakap. But after taking the Cakap English Standardized Test (CEST), Cakap students have the desire to take a foreign language proficiency test and will also use the certificate from CEST as a graduation requirement from the English aspect.



I wanted to assess my English language proficiency and identify my weaknesses in specific areas. After taking the test, my curiosity was satisfied. Now, I have a better understanding of what will be assessed in other English language tests if I plan to take them in the future.

Hanny Satria Candra Putra
CEST program participant

Cakap's foreign language proficiency test has provided extensive accessibility for many students to participate.

74% of students find the Cakap English Standardize Test program is affordable.

89% of students consider the cost of the Cakap English Standardized Test program to be worthwhile due to its benefits.



The CEST (Cakap English Standardized Test) program offers a solution for people who want to take an English proficiency test but face challenges with cost and accessibility. Through the CEST program, everyone can have the opportunity to experience and take the English language proficiency test.

Annisa Ekma Nurani
CEST program participant

Beyond offering widespread accessibility, Cakap also maintains quality and reliability in its foreign language proficiency testing platform. This is evident not only in the accuracy of test results but also in students' experiences during the testing process.

91% of students state that Cakap English Standardized Test adhere to standards and exhibit good quality.

94% of students assert that Cakap English Standardized Test provide reliable results.



I wanted to assess my English language proficiency and identify my weaknesses in specific areas. After taking the test, my curiosity was satisfied. Now, I have a better understanding of what will be assessed in other English language tests if I plan to take them in the future.

CEST program participant

89% of students express that the process of taking Cakap English Standardized Tests is easily accessible.

*All data in this section is based on the Cakap English Standardized Test (CEST) program

Investor Perspective



Wai Chiew CHIK

CEO, Heritas Capital
Investor, Cakap



Guided by our investment philosophy, “Invest with Purpose, Impact Across Generations,” Heritas seeks to back innovative companies to become emerging champions and drive inclusive growth that improves the lives of local communities while delivering sustainable returns to investors. We recognize education as a fundamental pillar to foster a more inclusive and equitable education system. By investing in education, we aim to address the urgent need to reskill and upskill professionals, essential for reducing inequalities and improving livelihoods. One of the critical issues we aim to combat is the high NEET (Not in Education, Employment, or Training) rate in Indonesia, which the World Bank reports as averaging 22.1% from 2012 to 2022. This statistic not only highlights stagnation in human capital but also points to broader economic and social challenges.

Our decision to invest in Cakap was driven by its approach towards making education more accessible for all Indonesians. Cakap’s commitment to providing high-quality educational content and expanding access to underserved regions aligns perfectly with our investment philosophy. Cakap’s language and upskilling programs are instrumental in helping reduce the NEET rate, thereby enhancing workforce participation and driving economic growth in Indonesia.

Heritas is proud to support Cakap’s ongoing efforts and achievements. Our involvement goes beyond mere financial backing; we are committed to fostering an environment where innovative educational solutions can thrive. We look forward to seeing Cakap continue to expand its reach and impact, ultimately contributing to a brighter, more educated future for Indonesia. Together, we aim to pave the way for sustainable, long-term improvements that benefit not only the current generation but also many generations to come.



Dennis Pratistha

Managing Partner,
Indonesia Impact Fund
Investor, Cakap



The underlying priority of the Indonesia Impact Fund (IIF) is to support several essential United Nation Sustainable Development Goals (UN-SDG). We especially place quality education (SDG 4) close to heart because education is vital for sustainable development, poverty reduction and economic growth. Quality education, however, remains a challenge in rural and underserved areas like the 3T (Terluar, Terdepan & Tertinggal) regions. Improving education accessibility highly depends on Information and Communication Technology (ICT) development. Over the past five years, Indonesia’s ICT index value has increased from 5.07 to 5.85, indicating better connectivity and digital skills. Progress is, however, uneven, with some regions like East Nusa Tenggara advancing rapidly, while others lag behind.

In our quest to support innovative solutions that tackle these educational disparities, we chose to support Cakap, an Indonesian Edtech company. One of the Cakap’s missions is to provide equal access to high quality of learning for everyone and anywhere, which aligns perfectly with our priorities. The fact that Cakap has managed to tap into 98% of these underserved areas highlights their effectiveness and operational excellence in reaching those who need it the most.

Our involvement with Cakap is driven by a shared vision of improving overall education quality in Indonesia. In supporting Cakap, we aim to ease access to affordable education while ensuring that students receive high-quality educational content. Together, we hope to pave the way for a brighter future where every individual has the educational resources they need to thrive.





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LIFE AT CAKAP

- * Cakap Core Values
- * Diversity, Equity, and Inclusion
- * Empowering the Cakap Squad

I. Cakap Core Values

Cakap has a set of values that shape our organizational culture. These values are adapted into our daily lives internally, so that the mission of elevating people's lives is not only felt but also embodied by our capable employees.



We take pride and commitment in our roles, leaving a legacy for others. We passionately and proactively fulfill our responsibilities in harmony, striving to achieve our goals together

Implementation:

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



We approach every situation with passion and perseverance and always strive to go the extra mile as dedicated self-learners. We actively seek bigger challenges and focus on creating the future rather than merely predicting it.

Implementation:

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



We strive for equality and empathy with others through collaboration. We sincerely respect and support each other in moving forward, and remain open to criticism, opinions, and creative ideas.

Implementation:

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



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 calm mind
- Take an initiative in every task



Mindful of workplace ethics and punctuality and striving for excellence in service. We become the face that represents our company. We take full responsibility for our own work.

Implementation:

- Disciplined and has an integrity in doing our work
- Become a role model for others.

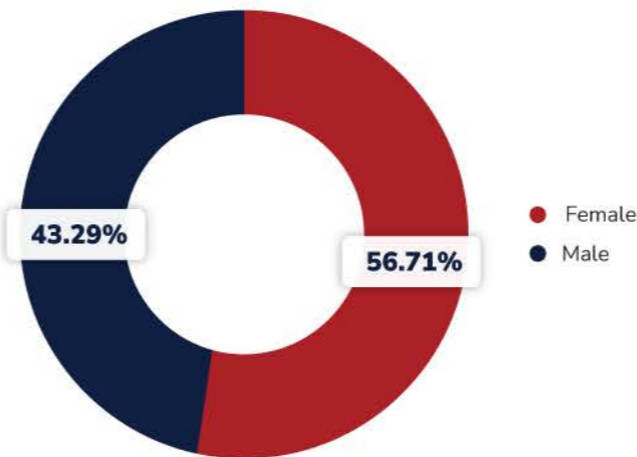
II. Diversity, Equity, and Inclusion

A. Cakap Squad Diversity

Cakap has experienced delightful growth in its employee numbers every quarter. Since the beginning of the year, the Cakap family has continued to expand, , creating an increasingly dynamic and supportive work environment. At every step, Cakap creates opportunities and embraces individuals who aspire to be part of the Cakap Squad.

This growth is not just about numbers but also reflects 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.

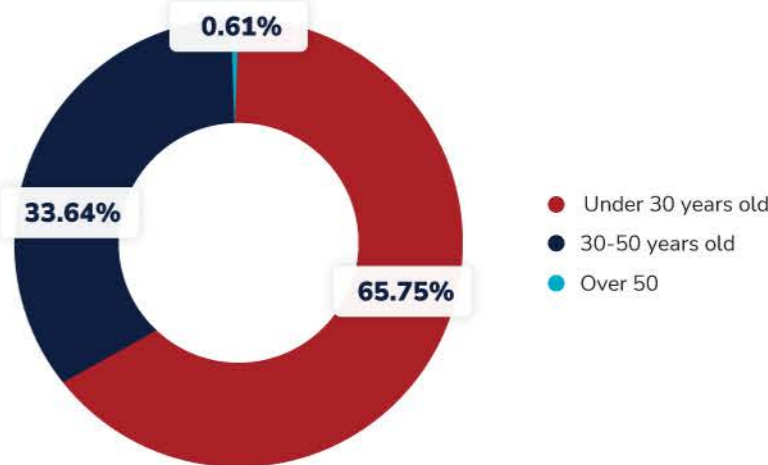
Diversity by Gender [GRI 405-1]



In 2023, Cakap dedicated itself to reporting a workforce distribution that reflects a robust gender balance, with **55.04%** being female employees and **44.96%** male employees. This equilibrium goes beyond mere statistics, serving as a testament to our commitment to creating an inclusive work environment that stimulates diverse perspectives and contributions throughout the organization.

Cakap takes proactive measures to maintain gender balance in the workplace. This commitment is evident in concrete steps taken to ensure that every member of the Cakap Squad, regardless of gender, has equal opportunities for growth and promotion. We strive to cultivate a fair and balanced environment where each individual can thrive and make maximum contributions, free from gender-related barriers.

Diversity by Age [GRI 405-1]



In Cakap, age diversity forms the foundation of a dynamic and vibrant team. A substantial **65.75%** of members are aged under 30 years old, infusing the work environment with youthful energy and innovation, while **33.64%** from the 30-50 years old age group brings a dimension of maturity to the perspective, while members aged over 50, accounting for around **0.61%**, serve as pillars of 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

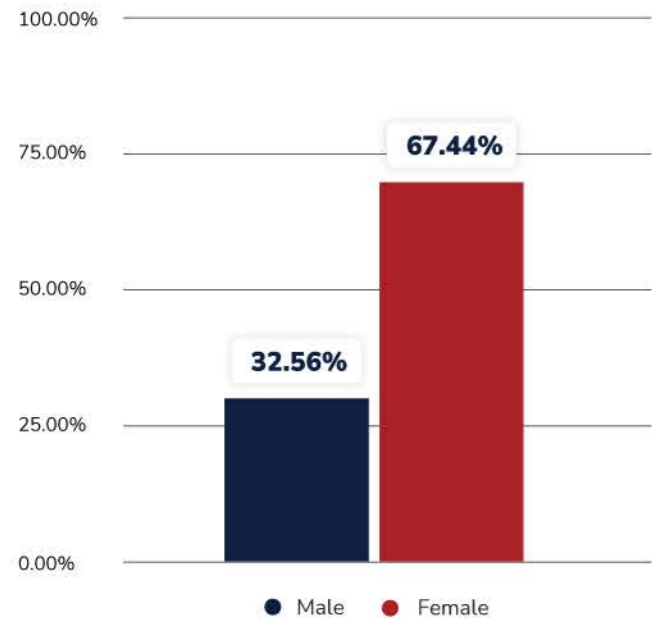
Cakap proudly employs individuals from 17 provinces across Indonesia, demonstrating our commitment to inclusivity and sustainability. By fostering a diverse workforce, we create an environment where everyone can contribute, thrive, and advance their careers, thus promoting economic growth and social 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.

B. Cakap Squad Equity

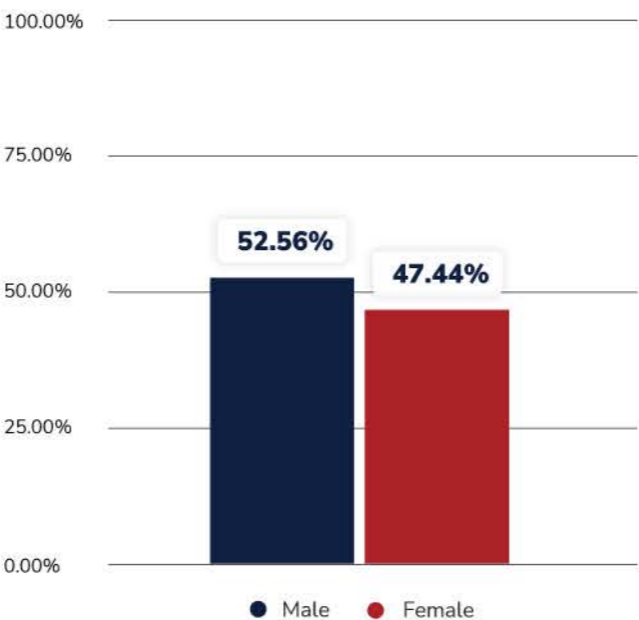
Total Female & Male Cakap Squad got Promoted



In terms of promotions within the Cakap Squad, there is a noteworthy and positive balance. A significant 67.44% of these promotions are granted to female members, while 32.56% 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.

C. Cakap Squad Inclusion

Total Women in CLT, Managerial, Supervisor and Leader Level



At the Cakap Leader Team (CLT), managerial, supervisory, and leadership levels in Cakap, women contribute 47.44%, while men contribute 52.56%. This balance reflects our commitment to an inclusive work environment, where every individual, regardless of gender, plays a crucial role in shaping and leading our teams.

We actively ensure significant female participation in the company's decision-making, contributing to the achievement of gender equality targets. Gender balance at the leadership level supports diverse perspectives and innovative ideas, enhancing the quality of decision-making.

The Cakap Squad responds positively to leadership that reflects diversity, creating a supportive and motivating work environment, and contributing to increased productivity and employee well-being.

III. Empowering the Cakap Squad

A. Employee Empowerment Effort Conducted for Cakap Squad

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 [GRI 404-2]

In 2023, Cakap orchestrated a series of 41 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.



9 Categories



41 Training sessions

Throughout 2023, Cakap has been dedicated to empower Cakap Squad through comprehensive training programs. These initiatives spanned across 9 Categories aimed at enhancing various aspects of professional growth and development:

- 1. Personal Development
- 2. Leadership Skills Development
- 3. Business Management and Finance
- 4. Sales and Marketing
- 5. Education and Training Methodologies
- 6. Customer Service Leadership
- 7. Culture and Communication
- 8. Technology and Data Analysis
- 9. Workplace Practices and Career Development

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.

Average Hours of Training [GRI 404-1]

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



Month : 7 hours
Years/2023 : 84 hours

Throughout the year 2023, 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 Satisfaction Level with Training Activities

The satisfaction level of Cakap Squad with training activities this year has reached a high score, with an average rating of 4.58 out of a scale of 1 to 5.



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.

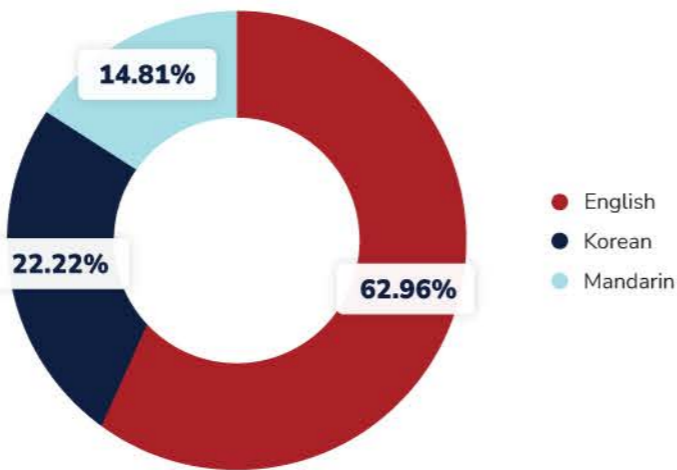
Average Hours of Cakap Language Class [GRI 404-1]

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.



In 2023, the Cakap Language Class program for Cakap Squad had a significant number of participants, with a total of 54 participants in English, Korean, and Chinese classes. These classes provide opportunities for the Cakap Squad to improve their communication skills and expand their language abilities. With such a large number of participants, the training underscored the importance of multilingualism in an increasingly globalized workplace.

The diversity of languages covered reflects the recognition of language diversity as an asset in fostering effective communication and collaboration within the company.



B. Cakap's Commitment to Environmental Sustainability

At Cakap, we recognize the profound impact that businesses can have on the environment. As part of our commitment to sustainability and corporate responsibility, we actively strive to contribute positively to the environment. Here's an overview of our efforts and initiatives:

Paperless Learning:

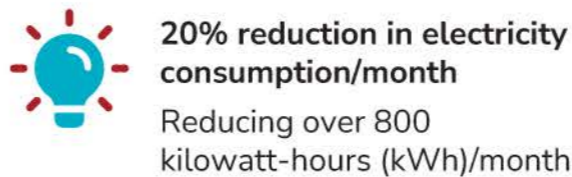
At Cakap, we wholeheartedly embrace technology to foster sustainable learning practices. By providing digital resources and tools, we not only promote paperless learning but also actively contribute to forest conservation and waste reduction. Our commitment to minimize paper usage aligns with our broader effort to reduce our carbon footprint and create a more environmentally responsible platform.

Until 2023, Cakap has successfully reduced paper usage by 41,582.40 kilograms, thereby reducing Greenhouse Gas Emissions by 50,730.53 kilograms of CO2.

The total reduction in Greenhouse Gas Emissions by Cakap is equivalent to 175 pine trees, each with a CO2 absorption capacity of 60.00 kilograms of CO2 per year.

Green Practices in Operations:

We are dedicated to incorporate eco-friendly practices into our day-to-day operations. Cakap is committed to conduct green operations by implementing various sustainable practices. To conserve energy, Cakap has transitioned to energy-efficient lighting throughout our facilities, including installing motion sensors in areas like restrooms to automatically turn off lights when they're not in use. Embracing digitalization is another key aspect of Cakap commitment to sustainability. Cakap actively promotes digital documentation and communication to reduce paper usage, and advocates the use of email, cloud storage, and digital project management tools as alternatives to printing documents. Moreover, fostering Cakap Squad awareness is integral to our approach. Cakap continually educates our workforce about the importance of environmentally friendly behavior and empower them to make conscious choices that contribute to our collective efforts towards a greener future.



Environmental Awareness:

As part of our dedication to a greener future, Cakap offers environmental-related courses on our platform. We believe that education is a powerful tool for raising awareness and fostering positive environmental change.

Our dedication to the environment is not just a corporate initiative; it's a collective responsibility that we embrace with passion. Together, with our users, partners, and the community, we aim to foster a sustainable future for generations to come.

C. Humanity

At Cakap, we believe that true success encompasses more than just business achievements; it involves making a meaningful difference in the lives of others.

Our commitment to humanity is ingrained in our core values, driving us to actively engage in initiatives that uplift communities and contribute to the greater good. Through our "Humanity" initiatives, we endeavor to extend a helping hand to those in need, foster compassion and empathy, and create a positive impact that extends beyond the boundaries of our organization.

Blood Donation

One of the cornerstones of our Humanity initiatives is our regular blood donation drives. We recognize the critical importance of maintaining an adequate blood supply to support medical treatments and emergencies. By organizing blood donation campaigns, we encourage our team members and the broader community to come together and contribute to this life-saving cause. Through these drives, we do not only support hospitals and patients but also demonstrate our collective commitment to saving lives and supporting healthcare efforts.



• **Donation Campaign**

As part of our ongoing commitment to humanitarian causes, Cakap organizes an end-of-year donation campaign where we collect books, clothes, and toys. This initiative reflects our dedication to supporting underprivileged communities and addressing pressing social issues. Regularly, we identify worthy causes and organizations that align with our values and objectives, ranging from education and healthcare to environmental conservation and disaster relief efforts. Through fundraising activities and employee contributions, we strive to make a meaningful impact on the lives of those in need. Whether it's providing educational resources to underprivileged students or delivering essential supplies to those who need, our end-of-year donation campaign embodies our ethos of empathy, generosity, and social responsibility.



Through our Humanity initiatives, we strive to embody the values of compassion, empathy, and solidarity, demonstrating our commitment to creating a better, more inclusive world for all.

D. Well-being of the Cakap Squad

1. Equal Remuneration and Equal Rights

In the course of the company's evolution, Cakap is committed to ensuring that the implemented compensation system is entirely equal between female and male employees. There is no differentiation in payment based on gender; instead, it is considered based on each individual's position, responsibilities, and performance. Cakap's commitment to gender equality is reflected in a transparent and fair policy for assessing the contributions of each employee, creating an inclusive and supportive work environment for all. Through these measures, Cakap aims to make a positive contribution to gender equality efforts in the workplace. By providing equal recognition for performance and dedication, Cakap believes that every employee, regardless of gender, can feel valued and supported in unleashing their full potential within the company.

2. Parental Leave

Cakap's provision of Maternity Leave is an effort to support female employees who are expecting or have recently undergone the process of pregnancy and childbirth. Maternity leave is a right for female employees to have sufficient time to recover, care for their newborns, and adjust to changes in their personal and family lives. Cakap also facilitates the process by offering a Work From Home (WFH) policy to assist in the post-childbirth adjustment, promoting Work-Life Balance. According to the latest information in 2023, several employees at Cakap have applied for Maternity Leave, with a ratio of 1:61 for female employees applying for maternity leave, representing approximately 1.64% of the total female employees at Cakap.



3. Return to Work and Retention Rates after Parental Leave

All the efforts made by the company to support the work-life balance of employees, especially regarding maternity leave policies, appear to be successful. It is with pride that we can convey that the percentage of employees returning to work after taking maternity leave has reached 100%. This reflects the company's commitment to creating a supportive, inclusive, and responsive work environment that addresses individual needs, ensuring that every employee feels supported in their unique life journey. This success not only reflects good policies but also a company culture that prioritizes employee well-being and career sustainability.

G. Engagement Activity

1. Townhall

A Townhall Meeting is a gathering where all employees come together to listen to company leaders, discuss recent developments, and share information about the company's achievements in each division. This is one of the ways for management to communicate directly with all employees. Townhall Meetings are held regularly every month virtually and every quarter in a hybrid format. This can also help create open communication channels and support a company culture that values transparency.



2. Sport Club

The establishment of these sports clubs aims to promote the health and fitness of employees, strengthen team bonds, and create a healthy and vibrant work environment. Some of the sports clubs organized at Cakap include running, badminton, table tennis, and billiards. These clubs have regular agendas every month.

3. Cakap and Chill

"Cakap and Chill" is a book club at Cakap initiated to encourage employees to gather and share their interests in reading specific books or literature. This book club also conducts its activities using the English language, providing an opportunity to practice English language skills. The club meets virtually every week.

4. Outing Employee

The purpose of employee outings is to foster better team relationships, boost morale, strengthen bonds among employees, and provide an opportunity to relax outside the work environment. Employee outings are held periodically, typically once a year.





Cakap People & Culture Leader's View



In every advancement made by the company, the dedicated efforts of its employees are invaluable. Since my first day at Cakap, the spirit of "Elevate People's Lives" embedded in Cakap's values has continuously grown. This makes the Cakap Squad our most important asset, always appreciated and supported.

Bendady Pramono
Chief People & Culture

5. Cakap Employee Award

This recognition encompasses various aspects such as outstanding performance, dedication, initiative, leadership, innovation, and teamwork. There are two awards consistently presented to the Cakap Squad: the Cakap Employee of The Quarter and the Cakap Employee of The Year. For the Employee of The Year award, certificates or bonuses are given as a form of acknowledgment for their exceptional achievements. This recognition aims to motivate employees, boost morale, and create a positive work environment.

6. Fun-filled Activities

These activities encompass various enjoyable events. These activities aim to strengthen bonds among Cakap employees and between teams. The activities include:

- Indonesian Independence Day Celebration
- Movie Day
- Creative Lunch Day
- Potluck Day
- Gift Exchange
- Iftar during the Ramadan month

Cakap Squad Testimony



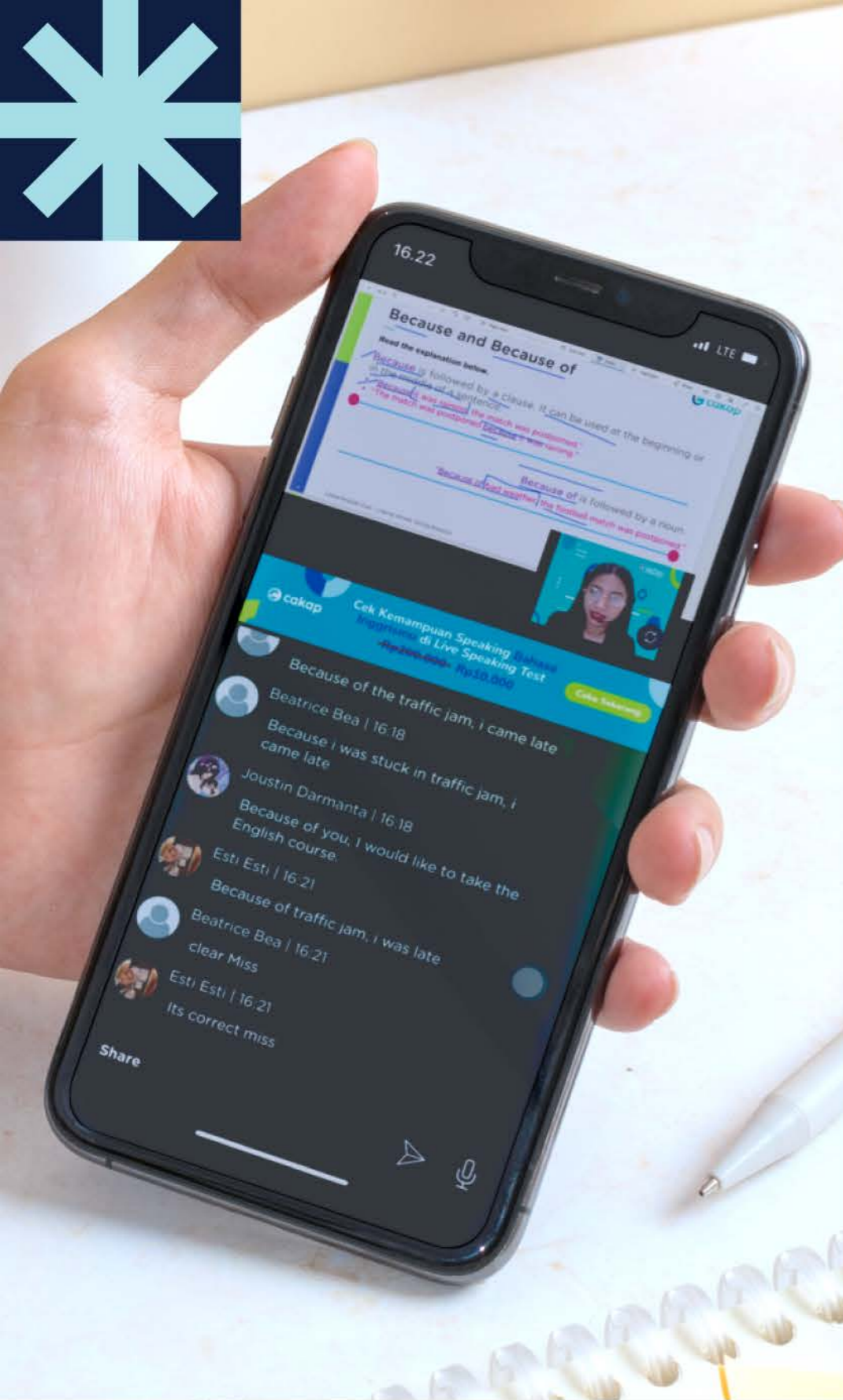
Working at Cakap is a source of pride for me. Cakap gave me the opportunity to join the Cakap squad in the year I lost my job due to the pandemic's impact. At a time when many companies had to lay off employees to survive the crisis, Cakap instead opened opportunities for those who were displaced. Cakap is the best place for me to grow. My three-year journey with the Cakap squad has passed with warmth and pride. I feel the change, from not believing in myself that I could work well, to being able to repeatedly receive appreciation and have the opportunity to develop my career at Cakap.

Mita Choirunnisa
Operations : Sr Teacher Operations



Being part of Cakap is a source of pride and gratitude for me. Considering the beginning of joining Cakap in a situation that was quite challenging. The ongoing pandemic situation at the end of 2020 impacted my previous job. Unlike elsewhere, Cakap actually opened wide opportunities to work and continue my career. Throughout the journey, working at Cakap has provided valuable experiences. Meeting colleagues and supervisors who are professional, competitive, and collaborative makes it a challenging yet enjoyable experience.

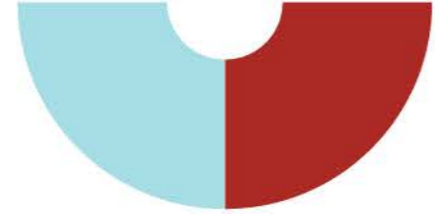
Ilyasa' Azmi
Tech and Product : Sr IOS Developer



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OUR JOURNEY AHEAD





Expanding Horizons and Driving Sustainable Impact

In charting the course for our future sustainability initiatives at Cakap, we are dedicated to broadening the horizons for our stakeholders, empowering them to become globally competitive talents. One key avenue for achieving this objective is by offering opportunities for our students to gain international work experience through programs such as working abroad.

By facilitating these global exchanges, we aim to equip our stakeholders with cross-cultural skills, language proficiency, and a global mindset, fostering a community of professionals prepared to thrive in a rapidly evolving global landscape. As we expand these opportunities, we envision Cakap students contributing to diverse industries worldwide, making a positive impact and collectively advancing sustainable practices on a global scale.

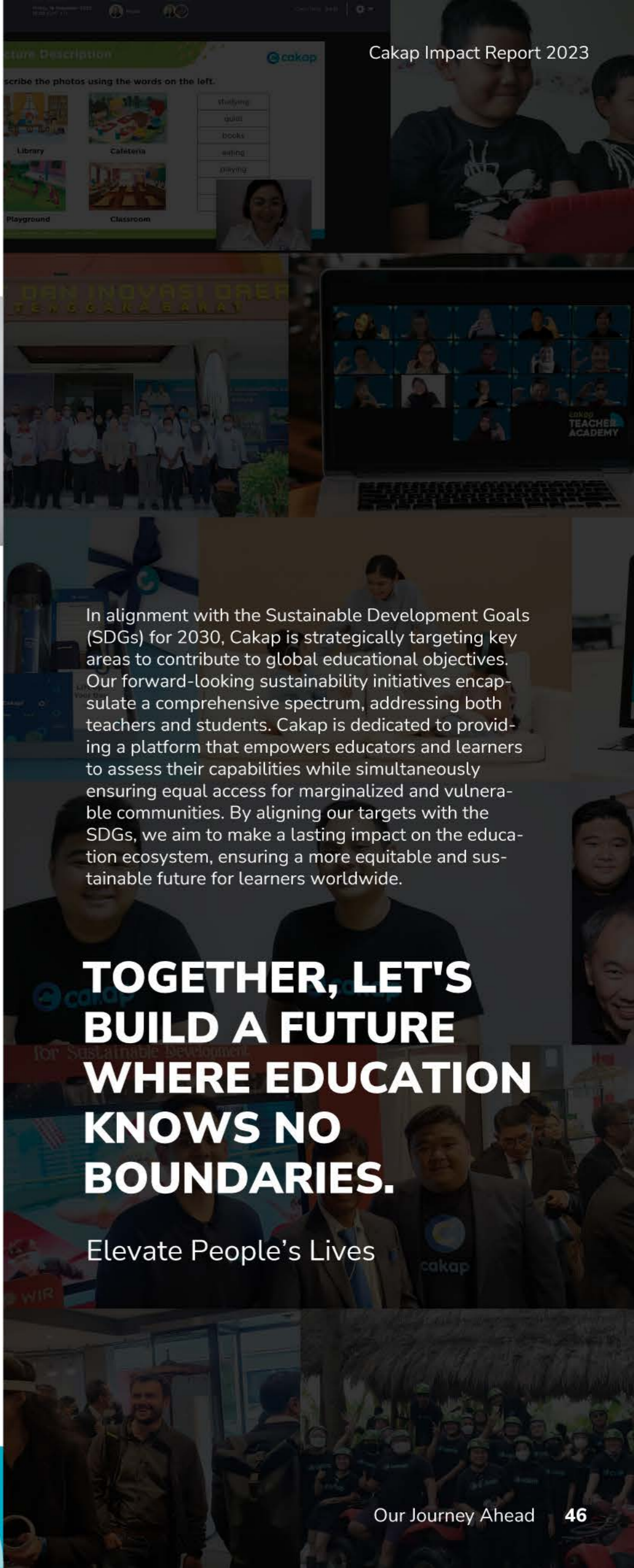
Fostering Equitable Education through Quality Teaching Initiatives

Our commitment to sustainability includes addressing education disparities, focusing on enhancing teaching quality. We aim to increase the number of highly qualified teachers in our network, countering inequalities by ensuring all learners have access to knowledgeable and passionate educators. Our goal is to create an educational ecosystem that offers equal opportunities, empowering learners to reach their potential and contribute to a sustainable future.

Cakap's hyper-localized teaching methods represent a progressive step in enhancing learning effectiveness within specific communities. By understanding students' unique needs and contexts, Cakap tailors teaching approaches and materials to align closely with local realities. Engaging with the community allows Cakap to design a curriculum that meets educational standards while addressing local challenges and opportunities. This approach positions Cakap as a partner in supporting local education growth and development.

Empowering Careers Beyond Gender Boundaries

Cakap acknowledges the critical importance of dismantling barriers that hinder gender equality in career advancement, both within our organization and in the broader professional landscape. Our ongoing initiatives extend beyond internal practices, reaching out to empower individuals of all genders within and beyond our workforce. By providing equal opportunities for professional growth and success, we contribute to fostering an inclusive environment not only within Cakap but also within the wider professional community. Cakap will be pivotal in realizing these opportunities for everyone, ensuring that success is accessible to all, regardless of gender, thereby contributing to a more inclusive and sustainable future for everyone.



In alignment with the Sustainable Development Goals (SDGs) for 2030, Cakap is strategically targeting key areas to contribute to global educational objectives. Our forward-looking sustainability initiatives encapsulate a comprehensive spectrum, addressing both teachers and students. Cakap is dedicated to providing a platform that empowers educators and learners to assess their capabilities while simultaneously ensuring equal access for marginalized and vulnerable communities. By aligning our targets with the SDGs, we aim to make a lasting impact on the education ecosystem, ensuring a more equitable and sustainable future for learners worldwide.

TOGETHER, LET'S BUILD A FUTURE WHERE EDUCATION KNOWS NO BOUNDARIES.

Elevate People's Lives



DISCLAIMER

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APPENDICES

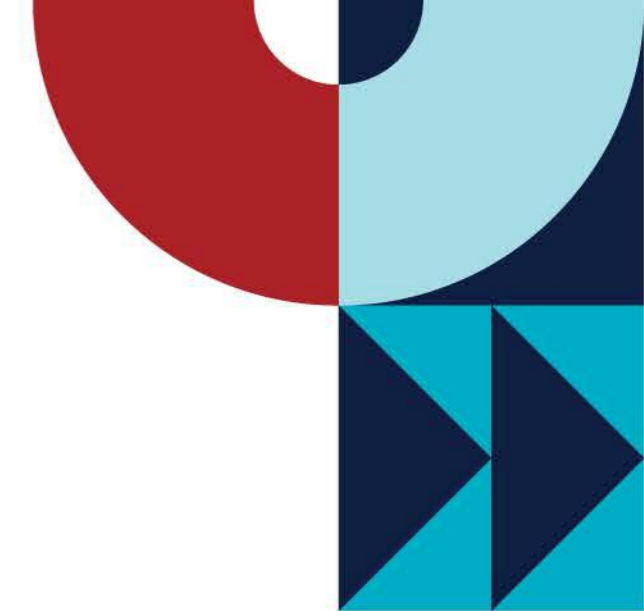
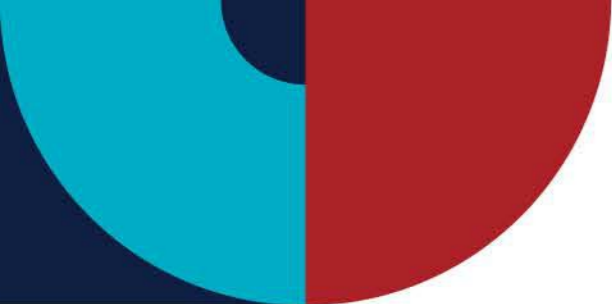
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