



NetDragon Websoft Holdings Limited  
網龍網絡控股有限公司



Pearson

## NetDragon Collaborates with Pearson to Launch Brand New One-stop Intelligent Education Solution

(Hong Kong, 3 December 2018) NetDragon Websoft Holdings Limited (“NetDragon” or “the Company”) (Hong Kong Stock Code: 777), a global leader in building internet communities, is excited to announce its collaboration with Pearson Education Asia Limited (“Pearson”) to jointly launch Longman Plus, a brand new one-stop intelligent education solution in Hong Kong.

Integrating advanced digital platform and technology of NetDragon with Pearson's authentic and enriched resources of educational content, Longman Plus is a comprehensive digital solution portal that covers digitalized teaching, personalized learning and assessment for Hong Kong K12 learners.



Longman Plus Intelligent Education Solution Conference

This is the first digital product launched for K12 education market in Hong Kong by NetDragon and Pearson, since the two parties announced their strategic partnership on the 1st Digital China Summit, Digital Maritime Silk Road Sub forum in April 2018. Taking Hong Kong and Macau market as the starting point of cooperation, NetDragon and Pearson will carry out collaborations on digital education products and explore new models of online education.

Joe Lam, Managing Director of Pearson Greater China commented: “With high quality and diversified learning contents plus globalized assessment and qualification system



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supported by advanced technology, Pearson aims to offer learners more personalized learning experience in a more efficient and effective way. Longman Plus will be able to support the teaching and learning during the whole learning cycle and provide valid feedback. The launching of Longman Plus will satisfy the increasing needs of digitalized learning, and provide the learners with more efficient and personalized learning experience.”

With 5 modules including Smart Class, Resource Center, Study Center, Assignment and eBook, Longman Plus will be able to support various learning environments, including teachers’ lessons preparation and lectures, students’ pre-study, class collaboration, after-school homework and reviews, as well as family - school interactions. The Longman Plus will give teachers an easy access to digitalized classroom teaching, free up teachers from heavy work of lesson planning, teaching and marking homework. Moreover, the backstage data analysis will provide recommendations for teachers and students on what to learn and teach based on their performance. Except the web version, Longman Plus are also equipped with mobile and tablet version, through which students and teachers can get access to the learning resources anywhere and anytime.



NetDragon collaborates with Pearson to launch Longman Plus intelligent education product

Dr. Xiong Li, CEO of NetDragon commented, “Leveraging NetDragon’s cutting-edge R&D powerhouse of learning technologies, our cooperation with international education giant Pearson will take the K12 education market as the starting point and make it the best practice. Both parties will join hands to build internationalized education solutions and jointly explore the nature and trends of education. In the future, we hope to promote human bonding through education cooperation, and to link education technology with the



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Belt and Road Initiative. Together with Pearson, we will expand China's advanced digital education technology and teaching concepts to the wider international market.”

Currently, Longman Plus has been successfully implemented to primary school textbook Longman English Leap, and starts a trial among 5 schools and over 3000 teachers and students. On the next stage, Longman Plus will be implemented to all Pearson Hong Kong K12 education products of all subjects, provide more and better personalized learning experience for Hong Kong students.

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### **About NetDragon Websoft Holdings Limited**

NetDragon Websoft Holdings Limited (HKSE: 0777) is a global leader in building internet communities. Established in 1999, NetDragon is a vertically integrated, cutting-edge R&D powerhouse with a highly successful track record which includes the development of flagship MMORPGs including Eudemons Online, Heroes Evolved (formerly known as Calibur of Spirit) and Conquer Online. The company also established China's number one online gaming portal, 17173.com, and China's most influential smartphone app store platform, 91 Wireless, which was sold to Baidu in 2013 in what was at the time the largest internet M&A transaction in China. Being China's pioneer in overseas expansion, NetDragon also directly operates a number of game titles in over 10 languages internationally since 2003. In recent years, NetDragon has emerged as a major player in the global online and mobile learning space as it works to leverage its mobile Internet technologies and operational know-how to develop a game-changing learning ecosystem. For more information, please visit [www.netdragon.com](http://www.netdragon.com).

### **About Pearson**

Pearson is the world's learning company, with expertise in educational courseware and assessment, and a range of teaching and learning services powered by technology. Pearson's mission is to help people make progress through access to better learning. Pearson believes that learning opens up opportunities, creating fulfilling careers and better lives. For more information, please visit [www.pearson.com](http://www.pearson.com).

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