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EduFocal Re-Organizational Announcement

The board and management of EduFocal Limited are excited to announce our management and operations restructuring (effective January 1, 2023), which is aimed at facilitating our accelerated growth, ensuring that we remain nimble, productive, and well positioned to take advantage of the growing opportunities in our rapidly advancing industry.

We deem it important to have a consistent process of assessing our operations and making any improvements to optimize our performance and increase results for our shareholders and clients.

Departmental Structure

EduFocal has four key departments; General Administration (led by the Chief Executive Officer), Finance (led by the Chief Financial Officer), Product (led by the Chief Technical Officer), and Operations (led by the Chief Operating Officer, position to be filled by or before the end of Q2, 2023).

In accordance with this, the new Management Team is as follows:

1. Mr. Gordon Swaby, Chief Executive Officer
2. Mrs. Kayone Haynes Burke, Chief Financial Officer (Consulting)
3. Mr. Paul Allen, Chief Technical Officer
4. Dr. Anna Bethune, Chief Strategy Officer (acting as interim Chief Operations Officer)

Directors: Gordon Swaby | Peter Levy (**Chairman**) | Lloyd Swaby | Kevin Donaldson | Grace Lindo | Shauna-Gaye Fuller

Our mission is to power a world of learning without boundaries, providing the tools and services people need to become the best version of themselves.

Our vision is to leverage technology and expertise to educate people at scale, whether at school, home, or the workplace.

To achieve our mission and vision, the company is split into 2 divisions: LEARN and BUSINESS.

LEARN

The LEARN division currently focuses on Health Education and K-12 Education. Our programmes range from PEP preparation to US-focused early childhood teacher support, to nurse training and education. Our modular structure allows us to easily scale programming and expand across subject areas and target groups.

BUSINESS

EduFocal Business partners with Government and Medium and Large businesses to deliver learning management solutions for their training needs.

The Transport Authority, HEART Trust/NTA, and the Jamaica Constabulary Force are just a few of our clients for whom we delivered custom-made learning platforms and solutions.

Hiring and retaining world class talent is paramount for the growth of our company. Each Division will have a General Manager who will report to the Chief Operating Officer (COO). Programme Leads will report to their respective General Manager. Both General Manager roles are currently vacant and will be filled in 2023.

Our goal is to provide even more transparency to our shareholders. We hope that these organizational changes provide some insight into where we are going as a company and team.

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We follow these values to propel us forward in 2023 and beyond:

Impact

Our work is meaningful to the people and communities we serve. We aim to uplift and deliver value at every touch point. This is the source of our strength.

Passion

We are committed to our craft and push ourselves to be bold, innovative, and creative while maintaining the highest standards.

Collaboration:

We enjoy not just the work itself, but also the people around us. We trust each other and as a result our collective efforts have real impact in the world.

Transformation

EduFocal is a vehicle for social empowerment. We are the change we want to see in the world.

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A Member of the Jamaica Stock Exchange (Ticker: LEARN)

Company Structure



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