

N E U N G  
- - -  
Y U L E

# NE\_Build & Grow

ELT Specialist Brand

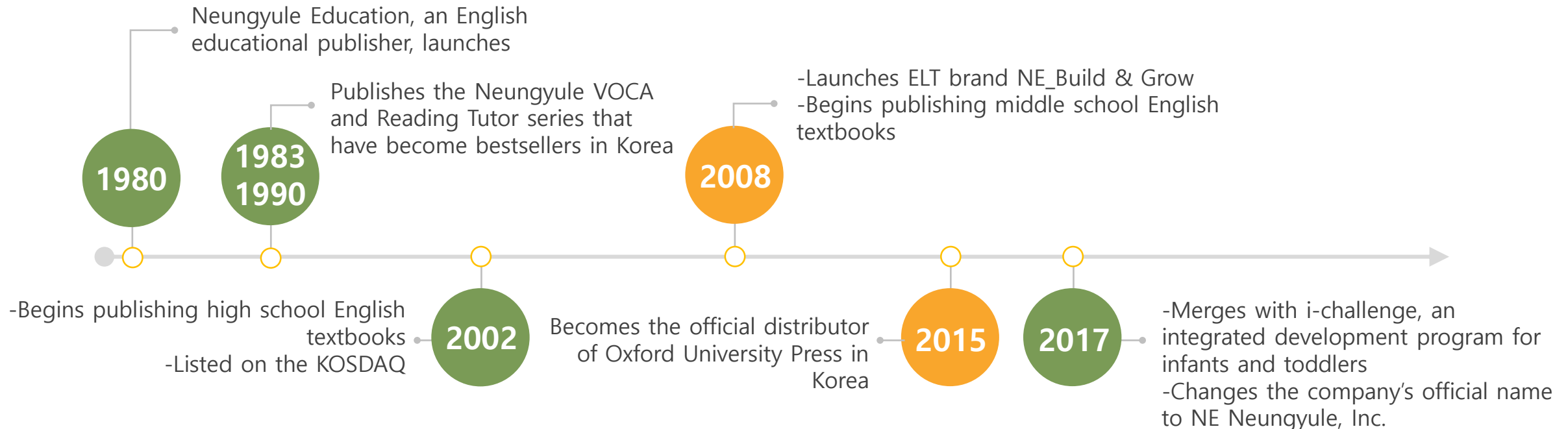
With over 40 years of English educational know-how

## ▶ Who We Are

NE Neungyule started as a English reference book publishing company in 1980. We expanded our business into new fields such as English textbooks, ELT, corporate education, and math.

By merging with i-challenge, we are advancing as a comprehensive education service company catering to people of all ages, from infants to adults.

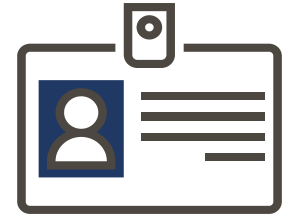
## ▶ Our History



# ► Core Competencies

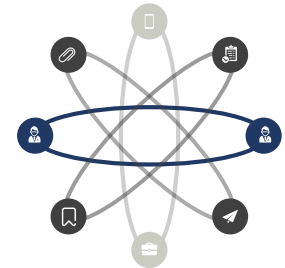
## 1. Korea's Most Reliable English Education Content Provider

- ✓ No.1 market share in public education with unmatched reputation
- ✓ 15%+ of total revenue and 50% of total staff committed to R&D
- ✓ Strong networks across major educational stakeholders, esp. Teachers



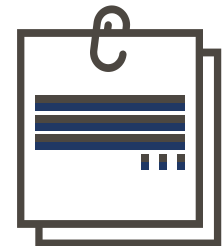
## 2. Diverse Sales Infrastructure

- ✓ Dedicated regional distributors(partners) specialized for target markets
- ✓ NE-branded teaching centers marketed nationwide
- ✓ Specialized sales force & partners for Higher-Ed. and B2B sectors



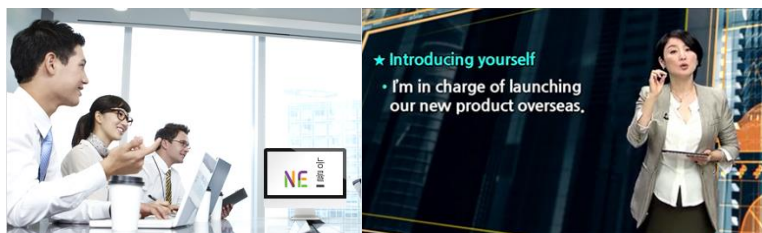
## 3. Strong Brand with Diversified Service Models

- ✓ Offline class model (PreK – Middle School): small & large groups
- ✓ Customized content development with operational consultations
- ✓ Network with Teachers/Parents for professional development

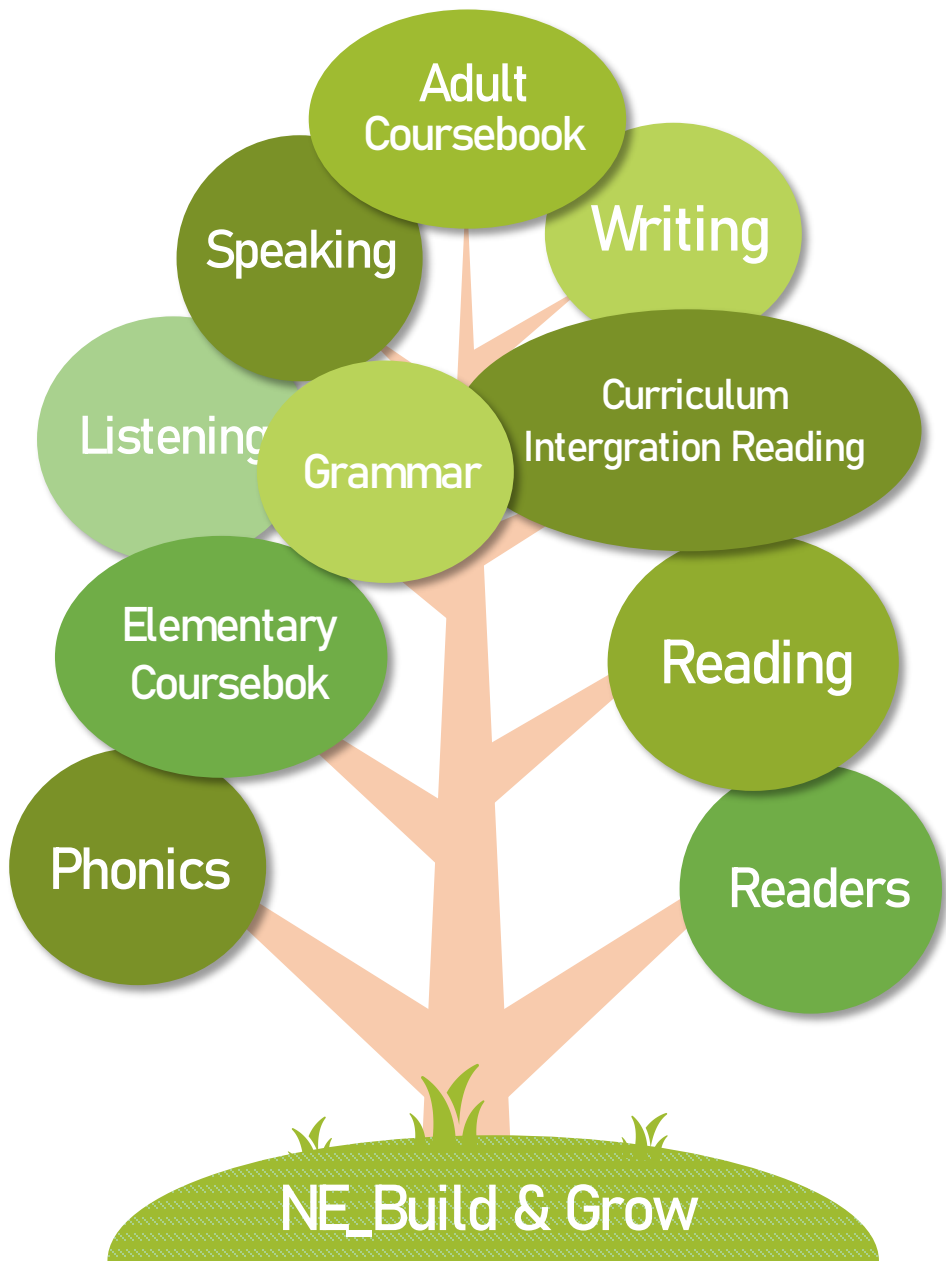


# ▶ Business Area

- Over 250 quality, original ELT books from the brand NE\_Build & Grow, which specialized in ELT
- Official importer of Oxford University Press ELT



# ▶ ELT Catalogue



## LEVEL GUIDE NE\_Build & Grow Products

CEFR YLE

Category	Level	Kindergarten	Low Beginner	Beginner	High Beginner	Low Intermediate	Intermediate	High Intermediate	Advanced
			A1	A1	A2	A2	B1	B1	B2-C1
			YLE Starters, YLE Movers		YLE Flyers KET		PET		FCE/TOEFL
Phonics	Come On, Phonics 1,2,3,4,5		Student Book(APP QR) Reader Board Games **Workbook sold separately						
	Phonics Show 1,2,3,4		Student Book(APP QR) **Workbook, Readers sold separately						
Readers	Show Time		Story Book+MultiROM+Workbook						
Coursebook	Come On, Everyone 1,2 (American / British Edition)		Student Book(APP QR) Reader  **Workbook, Teacher's Book, Flashcards sold separately						
	Come On, Everyone 3,4 (American / British Edition)		Student Book(A*P QR) Reader  **Workbook, Teacher's Book, Flashcards sold separately						
	Come On, Everyone 5,6 (American / British Edition)		Student Book(APP QR) Reader  **Workbook, Teacher's Book, Flashcards sold separately						
Adult Coursebook	SURPASS 1		Level: A1 Student Book(MP3 QR) **Workbook, Teacher's Book sold separately						
	SURPASS 2		Level: A2 Student Book(MP3 QR) **Workbook, Teacher's Book sold separately						
	SURPASS 3		Level: B1 Student Book(MP3 QR) **Workbook, Teacher's Book sold separately						
	SURPASS 4		Level: B1+ Student Book(MP3 QR) **Workbook, Teacher's Book sold separately						
	SURPASS 5		Level: B2 Student Book(MP3 QR) **Workbook, Teacher's Book sold separately						
	SURPASS 6		Level: C1 Student Book(MP3 QR) **Workbook, Teacher's Book sold separately						
	Reading Sketch Starter 1,2,3		Student Book(MP3 QR)+Workbook						
	Reading Sketch 1,2,3		Student Book(MP3 QR)+Workbook						
	Reading Sponge 1,2,3		Student Book(MP3 QR)+Workbook						
	Read & Retell 1,2,3		Student Book(MP3 QR)+Workbook						
	Reading Sense 1,2,3		Student Book(MP3 QR)+Workbook						

## ► Exporting ELT content

*to more than 20 countries including Asia, North and South America, and the Middle East.*



## ▶ NE\_Build & Grow Features

- 1. Online Teaching through NE\_Build & Grow's LMS**

# Teachers can access and share eBooks with students through video conferencing programs or apps.



Teacher

The screenshot shows the NE Build & Grow Learning Management System interface. At the top, the logo 'NE Build & Grow Learning Management System' is displayed. A navigation bar includes icons for Student, Class, Study, Content, Message, and Report. The main content area is titled 'Class Management' with a 'Class Registration' button. Below this is a search bar with a 'Class Status' dropdown, a 'Registration Date' calendar icon, and a search input field. A table lists class details:

No	Class	Book	eBook	Resources	Status	Number of Students	Registration Date
8	SURPASS 1B		<a href="#">View</a>	<a href="#">Download</a>	In progress <div style="width: 0%;"><div style="width: 0%;"></div></div> 0%	0	Aug/ 05/ 2020



Students





# Teachers can access and share eBooks with students through video conferencing programs or apps.



Teacher

The screenshot shows a digital textbook page with the following content:

- 1A Nice to meet you!** (Greetings and introductions, simple present, the verb be)
- 1 LISTENING & SPEAKING**
  - A Read each conversation and write the number of the matching picture in the box.
    - A Hello. I'm Steve. What's your name?
    - B My name's Sally.
    - A Nice to meet you, Sally.
    - A Dan, this is Kate. Kate, this is Dan.
    - B Hi, Dan. Nice to meet you.
    - C Hello, Kate. Nice to meet you too. I've heard a lot about you.
    - A Hi, Sara. How are you?
    - B Pretty good. And you?
    - A Good, thanks.
    - A Good afternoon.
    - B Good afternoon.
    - A Welcome to the Grand Hill Hotel.
    - B Thank you.
  - B Listen to the conversations and practice them.
  - C Greet your classmates and introduce yourself.
    - A Hello. I'm \_\_\_\_\_ What's your name?
    - B My name's \_\_\_\_\_ Nice to meet you.
  - Practice in groups of three. Introduce each other.
    - A \_\_\_\_\_ (C), this is \_\_\_\_\_ (B).
    - \_\_\_\_\_ (B), this is \_\_\_\_\_ (C).
    - B Hi, \_\_\_\_\_ (C) Nice to meet you.
    - C Hello, \_\_\_\_\_ (B) Nice to meet you too.
  - 1*v* In the US, people usually shake hands when they first meet. In China, people bow or nod. In France, people sometimes kiss each other on the cheeks. **How do people greet each other in your country?**
- 2 LISTENING**
  - Listen and choose the correct responses.
    - 1 a I'm fine. b I'm Alice.
    - 2 a I'm Davis. b Great, thanks.
    - 3 a Nice to meet you too. b How about you?
    - 4 a No, I'm not. b Not bad.
- 3 GRAMMAR**
  - A Listen and circle the correct words.
    - 1 Hello. I'm / **You're** Ella. What's your name?
    - 2 I'm your new English teacher.
    - I'm / **You're** in my class.
    - 3 I'm not / **Not** am Jack's classmate.
**You're / He's** my new English teacher.
  - 4 **You're / We're** in Jack's class.
  - We **aren't / not** are in Jennifer's class.
- B In a negative sentence, **not** comes \_\_\_\_\_ the verb **be**.
  - a before b after
- B Learn more about the simple present forms of the verb **be**.
  - Grammar Reference p. 126

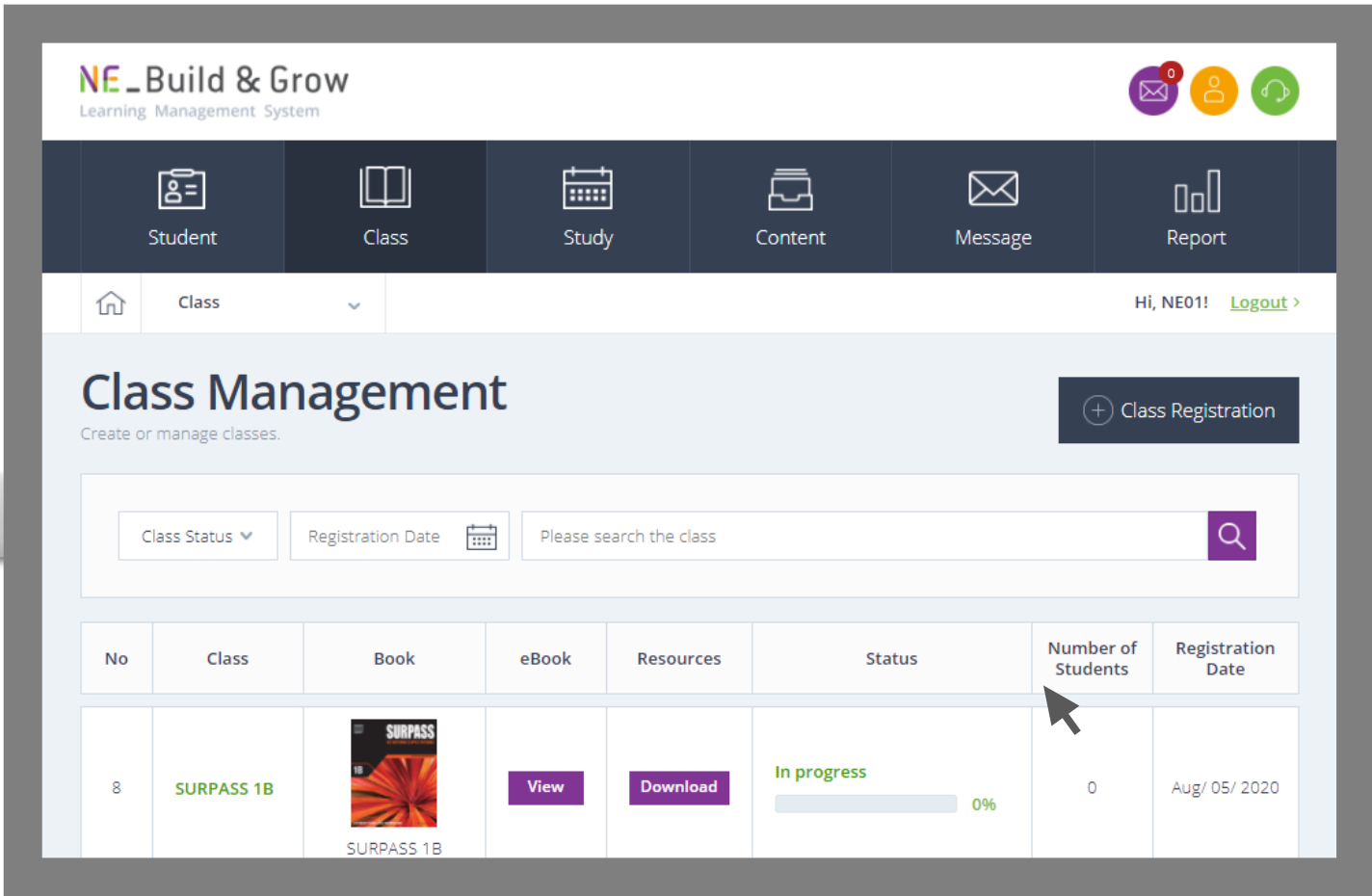
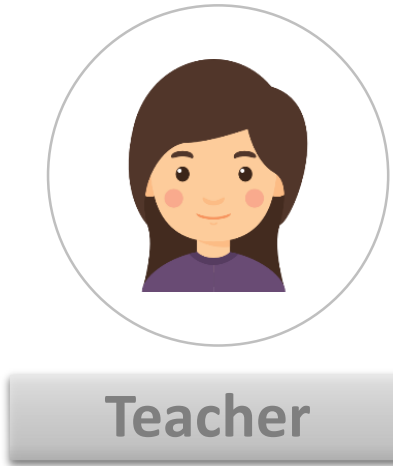
- 4 SPEAKING**
- A Listen to the conversation and practice it.
  - Dan Hi, Sarah!
  - Sarah Hey, Dan. How are you?
  - Dan I'm great. How about you?
  - Sarah Pretty good. Thanks.
  - Dan Oh, and this is my cousin, Kate. She's a student here too. Kate, this is my friend Sarah.
  - Kate Nice to meet you, Sarah.
  - Sarah Nice to meet you too.
  - Dan Where are you going?
  - Sarah To the library. I have an English test tomorrow.
  - Dan Okay. I'll see you later then.
  - Kate Good luck on your test.
  - Sarah Thank you.
- B Practice the conversation above in groups of three using the expressions from the box.
  - More Expressions**  
How's it going? / How are you doing?  
Great. / I'm good. / I'm doing (very) well.  
Okay. / Not bad. / Could be better.  
Nice meeting you. / Glad to meet you. / Pleased to meet you.
- Pronunciation**
  - Listen and repeat. Focus on the reduction of contractions.

I am	→ I'm	you are	→ you're
he is	→ he's	she is	→ she's
we are	→ we're	what is	→ what's
is not	→ isn't	are not	→ aren't



Students

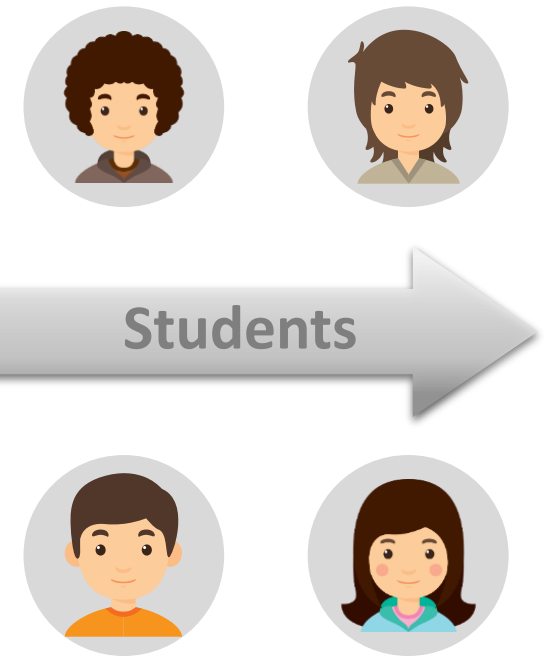


# Teachers can download and use supplementary resources such as Midterm/Final tests, Lesson plans, Teacher's Guides, etc.



The screenshot shows the NE Build & Grow Learning Management System interface. At the top, there is a navigation bar with icons for Student, Class, Study, Content, Message, and Report. Below this is a header with a home icon, a dropdown menu set to 'Class', and a user greeting 'Hi, NE01!' with a 'Logout' link. The main section is titled 'Class Management' with a subtitle 'Create or manage classes.' and a '+ Class Registration' button. A search bar contains 'Class Status', 'Registration Date', and a search input field with a magnifying glass icon. Below the search bar is a table with the following data:

No	Class	Book	eBook	Resources	Status	Number of Students	Registration Date
8	SURPASS 1B	 SURPASS 1B	<a href="#">View</a>	<a href="#">Download</a>	In progress <div style="width: 0%;"><div style="width: 0%;"></div></div> 0%	0	Aug/ 05/ 2020



# Teachers can download and use supplementary resources such as Midterm/Final tests, Lesson plans, Teacher's Guides, etc.



Teacher

The screenshot shows a web browser window with the URL `lms.nebuildandgrow.com/pages/u_class/pop_resource.asp?c=BA08000025`. A modal window titled "Download Resources" is open, displaying a table of resources for "[SURPASS 1]".

No	Category	Title	Download
7	Test Sheet	SURPASS 1_Unit Test (1-10) Sheet & Answer Key	<a href="#">Download</a>
8	Lesson Plans	SURPASS 1_Lesson Plan	<a href="#">Download</a>
9	Teaching Materials	SURPASS 1_Teacher's Book	<a href="#">Download</a>
10	Teaching Materials	SURPASS 1_Links to Online Resources	<a href="#">Download</a>
11	Teaching Materials	SURPASS 1_Classroom PPT	<a href="#">Download</a>
12	Download All File	SURPASS 1_All Files	<a href="#">Download</a>

The background interface includes a navigation bar with "Message" and "Report" buttons, a user greeting "Hi, NE01! Logout >", and a "Class Registration" button. A table below shows registration statistics:

Number of Students	Registration Date
0	Aug/ 05/ 2020



Students



# Teachers can download and use supplementary resources such as Midterm/Final tests, Lesson plans, Teacher's Guides, etc.



Teacher

**1A Nice to meet you!**

**Lesson 2**

**5 READING**

**A** What do people call you? Do you go by any other names?

**B** Read the blog and mark the sentences T (true) or F (false). Correct the false sentences.

- Tina is short for Christina. \_\_\_\_\_
- Mike is short for William. \_\_\_\_\_
- People never use short names with their families. \_\_\_\_\_
- Famous people often shorten their names. \_\_\_\_\_
- Bill Clinton goes by William. \_\_\_\_\_

**6 LISTENING & SPEAKING**

**A** Listen and complete the conversation. Then practice the conversation with a partner using your own information.

**Matthew** Hi! Can I pick up my student ID card?  
**Clerk** Sure. What's your \_\_\_\_\_?  
**Matthew** My name's Matthew. Matthew Larsen.  
**Clerk** How do you spell your \_\_\_\_\_ name?  
**Matthew** M-A-T-T-H-E-W.  
**Clerk** How do you spell your \_\_\_\_\_ name?  
**Matthew** L-A-R-S-E-N.  
**Clerk** All right. Here you go.  
**Matthew** Thank you.

<b>1</b>	<b>William</b>	<b>Jefferson</b>	<b>Clinton</b>
First name	middle name	last name (family name)	

**B** Ask your classmates for their names. Then make a list.

	What's your first name?	What's your last name?	What do you go by?
Friend 1			
Friend 2			
Friend 3			
Friend 4			

- Whose first name is easy to spell?
- Whose first name is difficult to spell?

**TINA'S BLOG**  
HOME | PICTURES | BOOKS

### Call Me Tina

My full name is Christina Marie Johnson. My friends call me Tina. Tina is short for Christina. Many people shorten their names like me. My brother's full name is Michael William Johnson. Can you guess what we call him? We call him Mike. Mike is short for Michael.

Why do people shorten their names? Shortened names sound friendly and are easy to say. People often use them with their friends and family.

Famous people often use shortened names too. For example, Bill Clinton's full name is William Jefferson Clinton, but everyone calls him Bill. Bill is short for William.

Here is a list of my friends' names. They all have full names, but they go by shorter names. Do you know anyone who has one of these names?

Christopher - Chris
Matthew - Matt
Joshua - Josh
Joseph - Joe, Joey
David - Dave
Nicholas - Nick
William - Will, Bill
Robert - Bob, Bob
Jonathan - John
Zachary - Zach
Jessica - Jess, Jessie
Emily - Em, Emmy
Samuel - Sam
Brittany - Bri, Britt
Elizabeth - Beth, Liz
Megan - Meg
Stephanie - Steph
Jennifer - Jen, Jenny
Nicole - Nikki
Rebecca - Becca, Becky

**1** **Emma Stone's full name is Emily Jean Stone. People call her Emma.**

**2** **Bill Clinton's full name is William Jefferson Clinton. People call him Bill.**



Students



# Teachers can assign additional book activities and unit tests to students to track their progress.



Teacher

The screenshot shows the NE Build & Grow Learning Management System interface. At the top, it displays the logo and navigation icons for Placement Test, messages, user profile, and customer service. Below this is a dark navigation bar with buttons for Study Room, Message, My Information, and Customer Service. The main content area is titled 'Study Room' and includes a dropdown menu for 'SURPASS 1'. A table displays details for the current assignment, including Class, Book, Teacher, Status, and Progress. A progress bar shows 0% completion.

Class	SURPASS 1
Book	SURPASS 1
Teacher	NE01 (Yeong Test ID)
Status	in Progress
Progress	<div style="width: 0%;"></div> 0%



Students



# Teachers can assign additional book activities and unit tests to students to track their progress.



Teacher

A laptop screen showing a web browser window. The browser title is "NE Build & Grow LMS - Chrome". The address bar shows the URL: "lms.nebuildandgrow.com/pages/lms/unit\_test.asp?category=2&classeq=969&gseq=2437&qp\_seq=184". The page content includes a navigation bar with "SURPASS 1 > Unit 1", a "Unit Test" title, and metadata: "School NE College", "Class SURPASS 1", and "Teacher NE01 (Yeong Test ID)". A progress indicator shows "20 Qs in Total". The main content area contains a reading passage and a question.

[1~5] Read the passage and answer the questions.

My full name ① is Christina Marie Johnson. (a) My friends call me Tina. (b) Tina is short for Christina. (c) My brother's full name is Michael William Johnson. (d) Can you guess what we call him? (e) We call him Mike. Mike ② is short for Michael. Why do people shorten their names? Shortened names sound friendly and ③ is easy to say. People often use them with their friends and family. Famous people often use shortened names too. For example, Bill Clinton's full name ④ is William Jefferson Clinton, but everyone calls him Bill. Bill is short for William. Here ⑤ is a list of my friends' names. They all have full names, but they go by \_\_\_\_\_ names.

1. What is the passage mainly about?

- ① shortened names
- ② strange names



Students



# Teachers can assign additional book activities and unit tests to students to track their progress.



Teacher

The laptop screen shows a web browser window with the following content:

NE Build & Grow LMS - Chrome  
주의 요함 | lms.nebuildandgrow.com/pages/lms/test\_report.asp?userseq=&ap\_seq=124751

### NE\_Build & Grow

Learning Management System

## Test Report

(Unit Test)

#### My information

ID	bzv7489	Date	May/ 22/ 2020
School	NE College	Class	SURPASS 1
Teacher		Book	SURPASS 1 > Unit 6

#### Test result

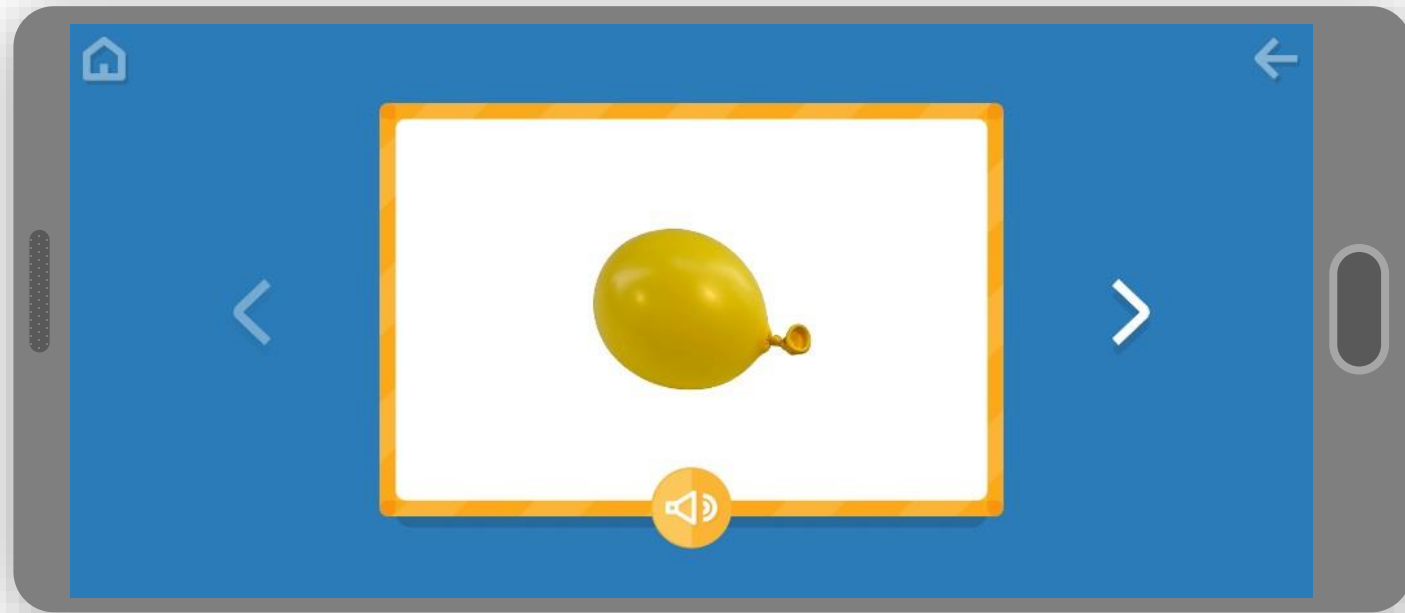
	Total	Vocabulary	Grammar	Reading	Speaking
Correct answer / Total	9 / 20	3 / 4	5 / 8	0 / 5	1 / 3



Students



Students can use mobile applications with flashcards and chant/song/dialogue videos in order to review and practice by themselves.

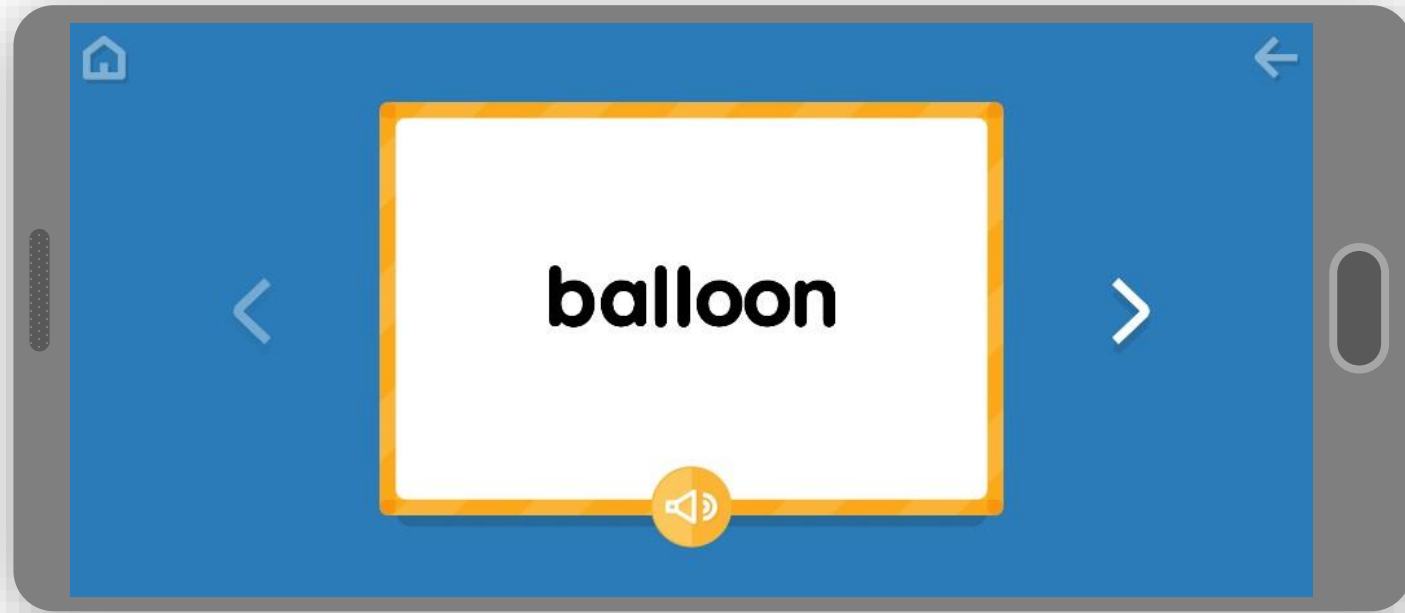


Students





Students can use mobile applications with flashcards and chant/song/dialogue videos in order to review and practice by themselves.



Students



Students can use mobile applications with flashcards and chant/song/dialogue videos in order to review and practice by themselves.



Students



## 2. Teacher Training

*NE\_Build & Grow's academic consultant and chief ELT editor provide online and offline teacher training seminars.*

## 2. Teacher Training

*Open seminars for all teachers from a country or region or  
customized and closed seminars for one particular school by request*

## 2. Teacher Training

*Topics range from theoretical/pedagogical to commercial.*

## School Visit Teacher Training





# Agenda



# NE\_Build & Grow Day / Regional Roadshow





### **3. Annual In-Person Business Meeting & Sales Rep Training**

*NE\_Build & Grow sales managers and academic consultants make annual visits to partner/distributor's region.*

### **3. Annual In-Person Business Meeting & Sales Rep Training**

*We have in-person meetings in order to discuss market conditions, sales figures, marketing, new releases etc.*

### **3. Annual In-Person Business Meeting & Sales Rep Training**

*and provide customized training sessions  
for regional sales reps on demand.*

# Sales Rep Training



## 4. Book Fair / TESOL / Conference Participation



Beijing Book Fair

## 4. Book Fair / TESOL / Conference Participation



Beijing Book Fair

## 4. Book Fair / TESOL / Conference Participation



Frankfurt Book Fair

## 4. Book Fair / TESOL / Conference Participation





## 4. Book Fair / TESOL / Conference Participation



## 4. Book Fair / TESOL / Conference Participation



## 4. Book Fair / TESOL / Conference Participation



## 4. Book Fair / TESOL / Conference Participation



MEXTESOL

## 4. Book Fair / TESOL / Conference Participation



## 4. Book Fair / TESOL / Conference Participation



MEXTESOL

## 5. Customized Book Cover with the School's Name and Logo



## 6. Discounted Price for Bulk Order





*Thank you for your time.*

*We look forward to further discussing the possibility of building a strong, lasting partnership together.*

