



*PRESS RELEASE – For Immediate Release*

## **Alpha DX Enters into MOU to Acquire Japan-Based DiDi Academy to Advance its Growth Strategy in Asia’s Learning and Education Markets**

**Singapore, 22 June 2021 – Alpha DX Group Limited, (“Alpha DX”, the “Company” and together with its subsidiaries, the “Group”), a premier learning and education solution company, is pleased to announce that it has entered into a non-binding Memorandum of Understanding (“MOU”) to acquire Japan-based DiDi Academy from DiDi Investments, Inc.**

DiDi Academy is the first and the only private higher education institution of its kind in Japan with an exclusive territorial license from Singapore-based ERC Institute to offer all of their academic and training programs and contents in the Japanese market including various Certificate Programs, Diploma Programs, Bachelor and Master Degree Programs as well as wide range of Professional training programs.

With this exclusive arrangement, local Japanese students of DiDi Academy can enrol in various Certificate, full Bachelor and Master Degrees directly from its overseas partner universities through a unique ubiquitous learning platform, without the need to travel outside of Japan.

DiDi Academy plans to start offering its professional and full academic degree programs on its ubiquitous learning platform by 2023. The Company will update the shareholders on the progress of the project.

With Alpha DX’s recent announcement involving MITA SECURITIES Co., Ltd. on 16 June 2021, the Group will be able to gain direct exposure to Japanese investors and access to the vast capital market in Japan. We now have more opportunities and channels to showcase our growth plans and unique value propositions in the global education industry. The increased exposure of the Company has accelerated developments of various projects and new opportunities. As such, the Group intends to build on this momentum and take full advantage of the recent developments and opportunities ahead in Japan.

Since its shares resumed trading on 8 June 2021, Alpha DX has undertaken various initiatives to expand its business presence in the global learning and education industry.

With a strategic focus on integrating digital technology and education and through collaborations and partnerships with education and learning institutions, the Group aims to transform learning and education to a fully personalised and ubiquitous learning experience for all learners across the world.

Formerly known as Alpha Energy Holdings Limited, the Group has transformed itself in January 2021 with fund raising and restructuring initiatives under the leadership of technology and financial veterans in the learning and education industry.



Alpha DX's CEO, Mr Daiji Yamada, said, *"DiDi Academy is uniquely positioned in both academic and enterprise learning market in Japan as it offers new options and choices that no other colleges and universities in Japan can offer."*

*"Through this acquisition, Alpha DX is looking to accelerate its business plans to expand its academic and digital transformation service offerings in the Japanese market. As such, Alpha DX has a strong potential to become a pioneer in creating the new blue ocean market from the massive education and learning market in Japan."*

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### **About Alpha DX Group Limited**

(Bloomberg: ALEN:SP / Reuters: ALPH.SI/ SGX Stock Code: VVL)

Listed on the Singapore Stock Exchange, Alpha DX Group Limited ("Alpha DX") is one of the region's leading learning solution companies.

Led by the veterans in Technology, Education, Corporate Training and Business consultancy in both the Board of Directors and the management team, Alpha DX provides next generation XR<sup>(2)</sup> integrated solutions in learning and education market enabling our customers to create engaging, impactful learning and training experiences that have never been possible until now— Next generation Learning Institutions, multi-dimensional learning design, digital content creation, learning technologies, learning platform solutions and systems integration — all under one roof.

With a strategic focus on integrating Extended Reality (XR)<sup>(1)</sup> technology to create a personalised and expanded learning experience, Alpha DX aims to develop new value propositions to serve the future needs of learners from its diversified customer base, ranging from government agencies, education institutions to private enterprises.

For more information, please visit [www.alpha-dx.com.sg](http://www.alpha-dx.com.sg)

(1) XR is a term used to describe immersive technologies (such as augmented reality, virtual reality, and mixed reality plus other new innovations that are still in development) that can merge the physical and virtual worlds.

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**Issued on behalf of Alpha DX Group Limited. by 8PR Asia Pte Ltd.**

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