

PRESS RELEASE

14th April 2021

EtonX and idigitalsky® Announce Strategic Partnership in Asia Pacific region, Australia, New Zealand, South Africa and the United States of America.



EtonX and idigitalsky® are proud to announce a new strategic partnership that is designed to grow and enhance their abilities to deliver high quality and world-class services in new markets. idigitalsky®, the first reseller for EtonX in Singapore, will deliver and support EtonX online learning programs to schools, education and training centres, enrichment centres for students and youths from ages 13 to 20 years old.

The strategic partnership marks a key milestone for both companies to expand EtonX into the Asia Pacific region, Australia and New Zealand, South Africa and United States of America. As an active partner of EtonX, idigitalsky® is committed to echo EtonX's passion to deliver courses that bridge the gap between academic success and life in the real world.

EtonX is a leading British education technology (EduTech) company founded by Eton College in 2015. EtonX's mission is to create innovative software and high-quality course materials that allow teenagers and youths to develop the skills they need for their future success. EtonX students are supported through the EtonX customised learning platform and virtual classrooms with EtonX tutors.

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Established since 2018, idigitalsky® is a leading Singapore-based EduTech start-up company that believes in forming strategic collaborations with partners that share the same passion in supporting and enhancing learners' lifelong learning journey and growth. idigitalsky® also provides holistic skills development programs and customised 21st Century skills programs for a wide range of age groups (from the young age of 5 to above 60 years old) under its brand, SkyGems Academy®.

“EtonX and idigitalsky® are ideal partners that support EtonX's goals to cultivate future skills and grow its community of learners in new markets. Our courses are evolved from centuries of expertise from Eton College, preparing students with the skills they need to be leaders and successful in the world's top universities. Our partnership with idigitalsky® will help the community and fast track our growth and expansion plans in the Asia Pacific region, Australia, New Zealand, South Africa and the United States of America to help more students and youths to develop future skills and prepare them for their future success.” said Simon Gillard, EtonX.

“We live in an unpredictable, fast-paced, fast-changing world, and while it is crucial to acquire new skills and to refresh old skills, what becomes most important are not the skills themselves but the soft skills and human capabilities that underpin the ability to learn, adapt and effectively apply the skills required to overcome the challenges faced. We've always have the highest regard for EtonX as an extremely effective online learning platform whilst leveraging on the prestige and professional expertise from Eton College. We look forward to a strong and long term partnership that will add more value and deliver immediate benefits to the students, youths and the community,” said Alyssa Yow, Founder and CEO, idigitalsky®.

Through this synergy, EtonX and idigitalsky® see the opportunity to strengthen each organizations' mission and provide greater opportunities to deliver high-quality future skills online learning programs to support students and youths in the Asia Pacific region, Australia, New Zealand, South Africa and the United States of America to be future ready.

To learn more about EtonX, please visit: www.etonx.com

To learn more about idigitalsky® please visit: www.idigitalsky.com.sg and www.skygemsacademy.com

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