IMPACT REPORT

2022

Perlego

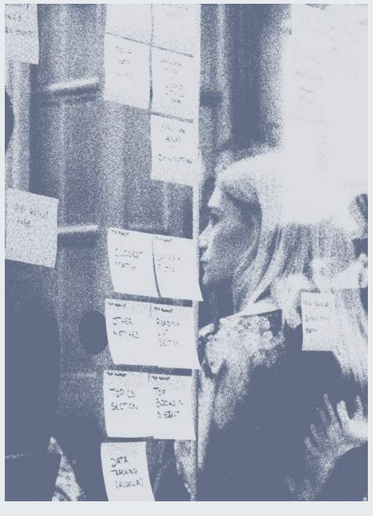
👋

Hi, we're Perlego.

The team behind making one million books affordable to learners.

This is our *Impact Report*.

Nice to meet you!



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Credit to **Dr. Adam Black** for his expert advice and framing and measuring our impact strategy.

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Dear learners around the world...

Dear learner,

We know that today learners face many barriers to access education. So their full potential is never unlocked. We want to change that.

We want to unlock access for you to the best educational content. We want to make learning convenient and fun. And, we want to help you to establish learning habits for success—from your first day of studies to your graduation and career.

We're a team with diverse lived experiences and most of us recently graduated from college. As a result, we understand many of your challenges. We are also relentlessly hungry to learn what, when, and how to help you to progress.

Realizing such a bold mission, we face hurdles too. In that context, we're are incredibly proud to share with you the progress we made this last year.

To all the instructors and education publishers reading this, we believe your role is critical to learner success. We hope our goals resonate and that we can partner with you on this journey to liberate learning.

Yours,
Gauthier

Gauthier van Malderen,
CEO & Founder

PART

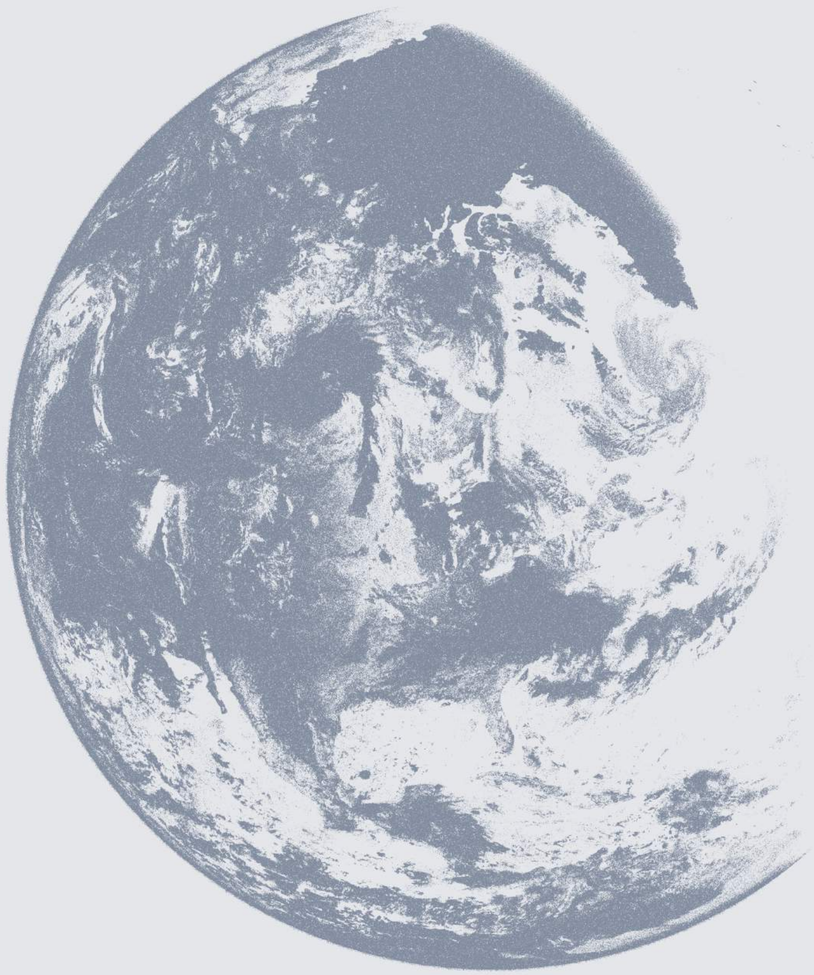
01

our mission

In part one, we'll share *our mission* to help learners around the world, and a couple of stories to set context for our progress.

PART 1/3

We exist to ***make learning accessible*** to all.



PART 1/3

Because we believe access to good quality, affordable learning ***unlocks potential.***

PART 1/3

In 2022, we made huge progress to our impact goals.

850k
IN 2021

1M

We expanded the world's leading learning library for learners to **1 million books.**

91%
IN 2021

100%

We earned a 100% Gold **ASPIRE* Rating** for our commitment to accessibility.

10M
IN 2021

15M

We reached 15 million learners and offered them an affordable and more convenient alternative to piracy.

Let's hear how learners and educators experienced this.*

4.6
EXCELLENT TRUSTPILOT SCORE

*The following are quotes shared by customers on TrustPilot.

EASE OF USE

"Perlego is great for my studies. It has a wide range of books and I like that it has an app so I can read books on the go. It has helped me a lot in my law degree, Thanks Perlego!

Sarah Zientecka
Dec 6th 2022

PART 1/3

RANGE OF TITLES

"The range of books on my subject was excellent and also the fact that the latest edition was available was invaluable."

Sarienne Kersh
Feb 22nd 2023

80%
OF LEARNERS SAID WE HELPED THE BROADEN THEIR DISCOVERY AND LEARNING.

DAILY USE

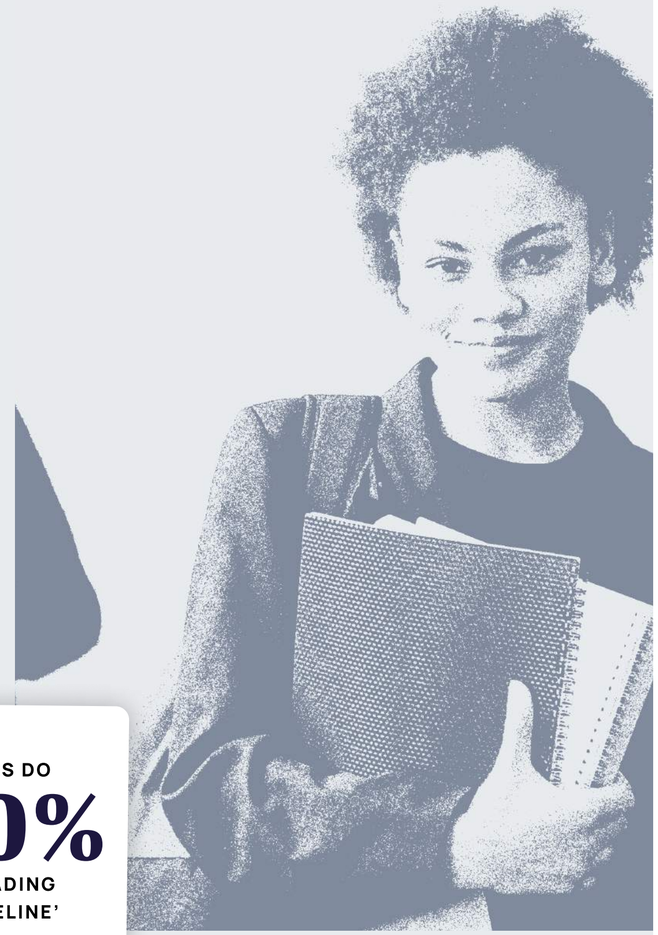
"...when you are on the go, you can continue to read your books and use them for reference. The ability to cite directly into an essay from Perlego is so helpful. I cannot recommend it enough."

Ian Rothwell
Dec 6th 2022

NEW NOTEBOOK FEATURE

"Reading is easy... Perlego's Notebook provides great accessibility to the texts and the change of "paper" colour really helps the strain on the eyes."

Ms A Ball
Dec 7th 2022



LEARNERS DO
100%
MORE READING WITH 'BEELINE'

Really enjoyed the range of texts available and the gradient colour made it really easy to read!

Mrs. Hill
Nov 4th 2022

TIME SAVING

"I love Perlego! ... I'm a full time worker and a mum who does her degree course online – it's so handy for me to have access to books on and offline at my fingertips. It saves me so much time."

Laura
Feb 9th 2023

TEACHING USE CASES

"The website is well designed and easy to access. As a teacher, I find it incredibly useful for online learning."

A. Sciuto
Dec 6th 2022

"Great website, an immense help to me as an educator. Found a lot of great books to use as references for classes and research."

M.A.
Sept 8th 2022

"The ability of my students to experience reading by providing real-time constructive and collaborative feedback is essential for their learning and developing critical thinking."

Kelly Steffen
Oct 31st 2022

ASSIGNMENTS ARE EASILY TRACKED AND GIVE INSIGHTS ON INDIVIDUAL STUDENT NEEDS

PART

02

our progress

In part two, we'll expand our mission into *impact goals* and reveal the progress we made in 2022 towards realizing these.

PART 2/3

Our impact goals

01

Unlock opportunity for every learner

AVAILABLE - EQUITABLE - ACCESSIBLE

02

Help every learner succeed through their studies

DELIGHTFUL - DURABLE - EFFECTIVE

03

Empower educators to help every learner to flourish

LIBERATING - EFFICIENT - INSIGHTFUL

04

Help publishers reach further and get closer to learners

BETTER THAN PIRACY - FURTHER REACH - BRING CLOSER

We strive to unlock opportunity for every learner...

...by making the best learning content available to students everywhere.

We've just released our 1 millionth title on Perlego and are reaching learners in 191 nations.

"Many books to choose from. More like a one-stop-shop for learning."

"I live 3.000 km from my uni, and 1400 km from the nearest good library. Perlego provided me with books I couldn't access."

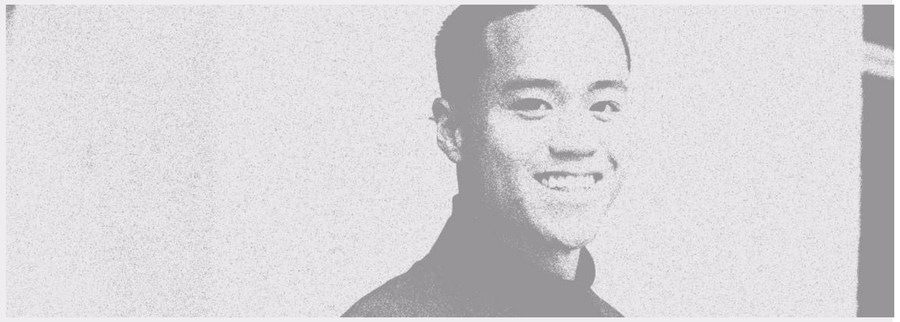
...by making learning more affordable to more students, regardless of their means and contexts.

This opens new markets for our publisher partners.

"So many books available that would otherwise cost a huge amount - and so easily accessible!"

"I'm so glad I don't need to buy loads of heavy books and can instead pay for this subscription for a cheaper price long term."

AVAILABLE - EQUITABLE - **ACCESSIBLE**



...by making learning accessible to all learners, no matter what challenges they face.

So, last year, we went all-in tackling accessibility. We earned a Gold ASPIRE* 100% Accessibility Rating.

Also, 78% of learners with accessibility challenges say Perlego is fully accessible to them.

And one more thing...

We've just launched a Read Aloud feature, so learners can use Perlego to listen to over 40k titles.

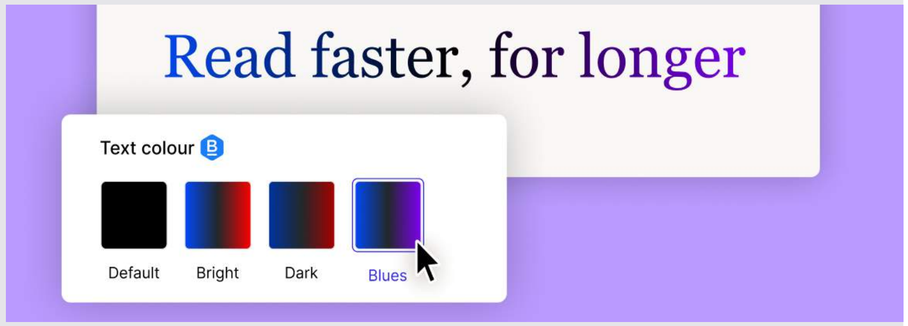
We strive to help every learner succeed through their studies...

...by making studying more convenient and fun.

Learners tell us they love Perlego. Last year, they consistently rated Perlego 4.6 excellent rating on TrustPilot.

"New features like Notebook have made my essay writing process much more efficient!"

"Since I've used Perlego, I can truly say it has completely changed the way I work."



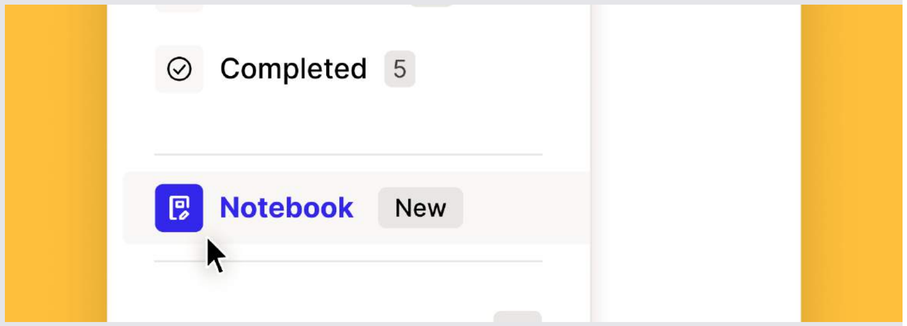
...by helping learners to stay engaged and keep up with their coursework

To do this, last year we added Beeline – a colour-changing font to help readers focus. Learners using Beeline in Perlego read 100% more* than their peers

*Weighted data from a survey of 1180 representative users.

"The new font colouring is great!!! It really does help [me] read faster and stay engaged."

"The change in paper colour really helps the strain on the eyes."



...by helping learners to grow habits to succeed through their studies.

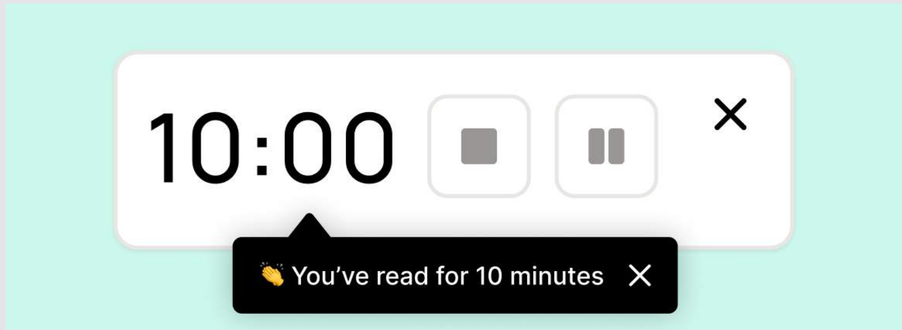
So, when learners told us they wanted to keep better notes across all of their courses, we designed "Notebook".

And, they loved it...they made +70% more highlights.*

*Weighted data from a survey of 1180 representative users.

"Being able to... easily see all my highlights in [one place] was a game changer!"

"The new notebook feature is really good especially because I can highlight... in different colors and then search to make different list of notes which is great!"



We also introduced a reading timer, to help learners set and build good study habits each day.

Readers using the timer read +24% more* than their peers.

*Weighted data from a survey of 1180 representative users.

"The... timers and reminders are great tools for building routines."

"Love the timer option... It limits burnout for me."

"...the timer [is] helpful to get me into the mood for reading, highlighting, and note-taking. I would highly encourage anyone to try,"

We strive to empower educators to help every learner to flourish...

...by liberating them to teach from any number of the best books without worrying about cost.

Students in the US using Perlego saved upwards of 90% of what peers spent on average.*

*US higher-education students spends on average $1,226 a year on course materials at a 4-year university, and $1,465 at a 2-year university on course materials, Education Data Initiative 2022 report

"Perlego made a huge difference... because of the numerous [books it made] available to my students."

"Perlego is cost saving and an excellent alternative to physical textbooks... I think it'll play an important role in higher education."

...by making it easy for busy instructors to adopt practices that improve learner success

So we launched "Workspaces".

A tool to help them assign readings from any number of books before or after class.

"I was able to be more flexible in choosing and setting readings because I knew that [Perlego would] give [my] students access to them easily."

"Setting up assignments took me only 3-4 minutes. I could also check on whether the students actually did the reading and how well they understood it based on their answers."

WHY IMPROVING CLASS ENGAGEMENT MATTERS.

Extensive research shows that pre-class readings help learners come to class better prepared and more engaged.*

*Freeman, S., Eddy, S., McDonough, M., & Wenderoth, M. P. (2014). Active learning increases student performance in science, engineering, and mathematics. Proceedings of the National Academy of Sciences (PNAS), 111(23), 8410-8415.

...by giving instructors insights so they can optimize how to help each learner succeed.

That's why we launched "Assignment Tools".

This allows instructors to see at-a-glance reading progress of their class and gives their learners an efficient way to provide feedback on tricky topics.

"I think many teachers [like me] would like to track reading assignments the way Perlego [allows]."

"[With Perlego] I could see who did and did not complete the readings, [so] I had a better grasp of how to support the students who were having a hard time with the material."

WHY INSIGHTS HELP OPTIMISE LEARNERS SUPPORT.

Insights help instructors to adjust their teaching and how they support each learner. Research shows that formative insights can help educators to improve learner outcomes.*

*Francis, P., Broughan, C., Foster, C., & Wilson, C. (2020). Thinking critically about learning analytics, student outcomes, and equity of attainment. Assessment and Evaluation in Higher Education, 45(6), 811-821.

We strive to help publishers reach further and get closer to learners...

...by reaching students at the point of piracy.

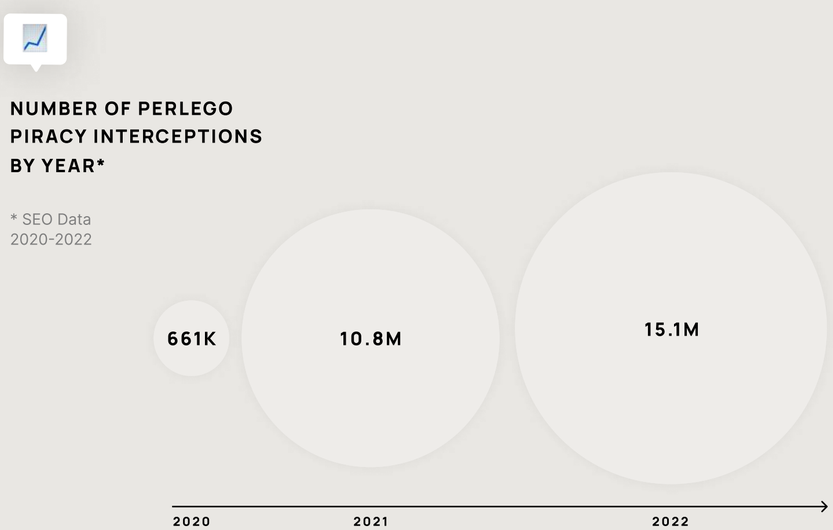
In 2022, we intercepted 15.1M student searchers for pirated books.

And, we offered them a more affordable and convenient alternative.

...by encouraging students to a trial to explore legal publisher content.

As a result, in 2022 we created a new audience of 1.2M learners for publishers to engage with.

That's **better than piracy** for everyone!



...by helping publishers to reach more learners globally with their best content.

In 2022, we helped publishers to reach, on average, learners in 11.6 countries.

We also helped the top 10 global publishers reach learners in more than 140 countries with Perlego.

That's **reaching further!**

...by helping publishers to get closer to learners with data-driven insights

In 2022, we analyzed how learner's reading varies through the year.

What learners' most-read titles were - by country and globally. And what disciplines are attracting the most learners and growing.

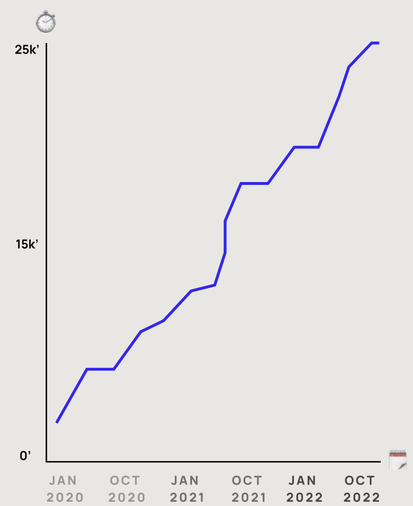
That's **bringing closer!**

"Perlego's advanced usage reporting has helped us understand topic demand within academic institutions and informed our content strategy"

"Seeing what students are reading on a chapter-by-chapter level allows an understanding of reading habits from an editorial and sales vision - it's gold"

LEARNERS' YEARLY READING CYCLES*

*Graph show students' reading minutes by month for a publisher's portfolio



PART

03

our future

In part three, we'll share with you the *big challenges* we're grappling with to achieve our mission.

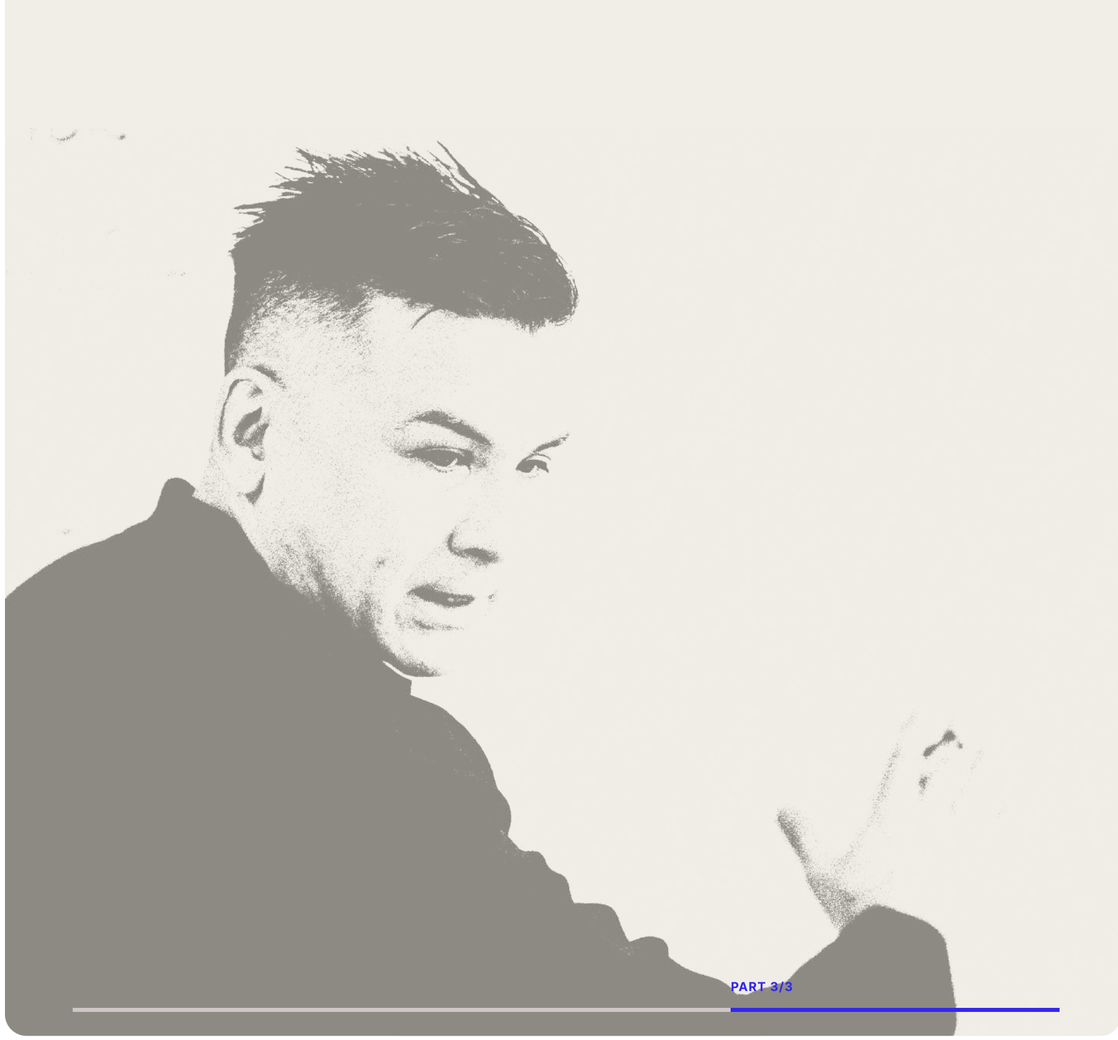
Do these resonate with you? We'd love to learn how you're tackling them.

PART 3/3

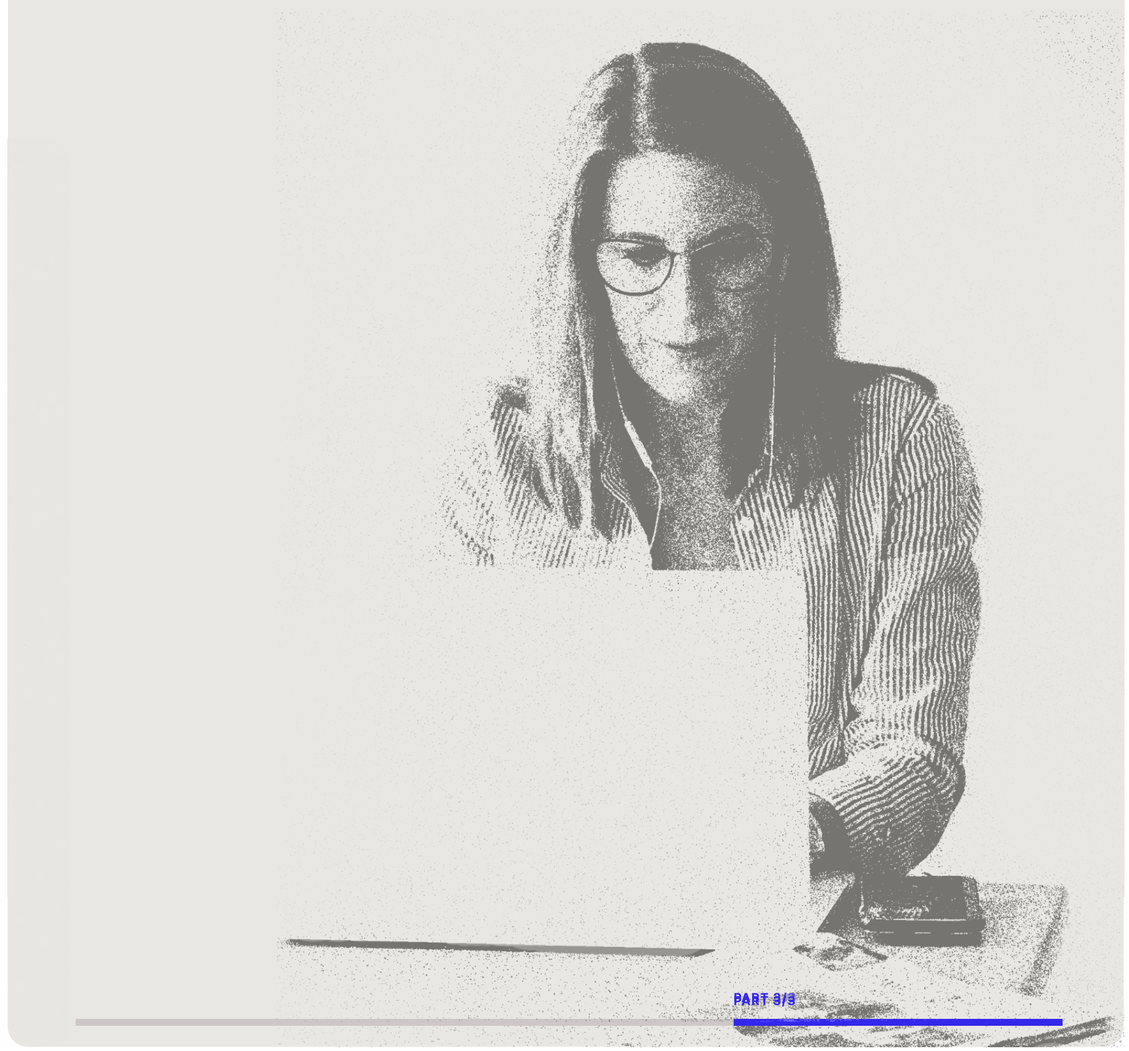
What if learners could ***access*** all the books they need to succeed through their studies in just ***one place?***

What if learners established the right ***reading and learning habits*** from their first day of studies?

What if educators were ***liberated*** to teach from any number of books without concerns about ***cost?***



What if publishers ***connected*** so deeply with learners that ***piracy went away?***



IMPACT

REPORT

2022

Thank you for reading
our 2022 Impact Report

Perlego