

**CHleru to Exhibit at EDUtech Asia 2026,
One of Asia's Largest EdTech Events**

— Showcasing language learning systems and education ICT solutions
proven in Japanese schools to expand sales in Asia —

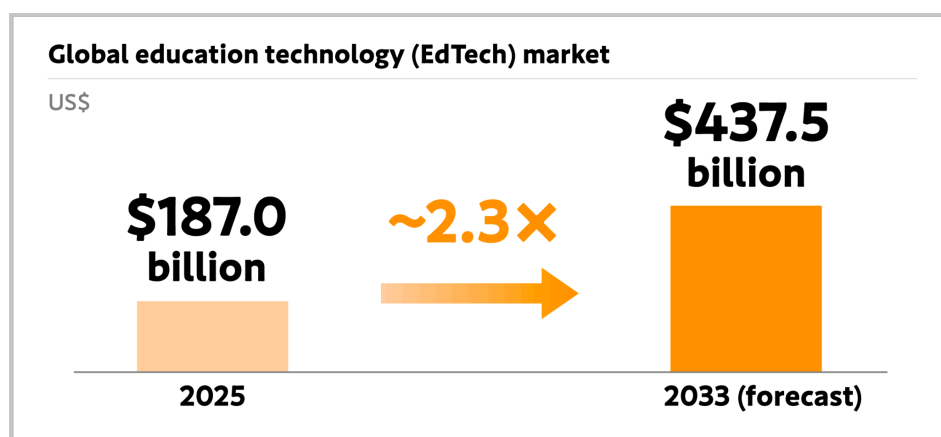
CHleru Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo; President & Representative Director: Mutsumi Kawai), a provider of ICT solutions for school education, will exhibit at EDUtech Asia 2026, taking place on November 4–5, 2026, at Sands Expo & Convention Centre in Singapore.

At the exhibition, we will introduce our language learning support systems, which have a sales track record overseas, as well as the InterCLASS® series for Google Workspace and Chromebook utilization support, which has been widely adopted in Japan following the GIGA School Program, and products that support the foundations of learning. Through these, we aim to expand our collaboration with sales partners in Asia.



■ **Background and Initiatives for Overseas Expansion**

The global education ICT market is expected to continue growing. According to Grand View Research, the global education technology (EdTech) market is projected to grow from US\$187.0 billion in 2025 to US\$437.5 billion in 2033, approximately 2.3 times its 2025 size.



Source: Grand View Research, "Education Technology Market Size, Share & Trends Analysis Report, 2026–2033" (June 2026). Prepared by CHleru. 2025: estimate; 2033: forecast.

Guided by our corporate philosophy of "supporting teachers around the world through ICT for the future of children," we have continued to plan and develop products and services that meet the needs of educational institutions, drawing on our experience in Japanese classrooms. Our product range has expanded from language learning support systems for computer-assisted language learning (CALL) classrooms to cloud-based language learning and classroom support systems. In recent years, we have also broadened our efforts to support improvements in teachers' working practices, digital transformation in schools, and the development and operation of ICT environments.

Before the COVID-19 pandemic, we supplied CaLabo® EX, our language learning system for CALL classrooms, to educational institutions in North America, Asia, and other regions through distributors. Although demand for classroom-based systems declined temporarily after the pandemic, we continue to do business with some of these distributors today.

Meanwhile, in Japan, the GIGA School Program has driven the rollout of one-to-one device environments in schools since the pandemic. During this period, we have built an extensive track record with the InterCLASS® series, particularly among local governments that adopted Chromebooks, and have expanded our range of products that support the foundations of learning, including network improvement and learning management.

Through this exhibition, we aim to further expand our business with existing distributors and increase sales of our fully cloud-based language learning system, while also expanding overseas sales of our other product categories, which have built an extensive track record in Japan, particularly since the pandemic.

■ Objectives and Significance of Our Participation

At the exhibition, we will present our products in the following three categories.

1. Language Learning Support Systems (CaLabo® MX / CaLabo® EX / ABLish® Nihon he GO!)

We have provided language learning support systems for CALL classrooms to educational institutions in Japan and overseas. According to the Japan Foundation's Survey on Japanese-Language Education Abroad 2024, approximately 1.29 million people were studying Japanese at educational institutions in Southeast Asia, an increase of approximately 9.2% from the 2021 survey*.

*Source: Japan Foundation, Survey on Japanese-Language Education Abroad 2024 — Overview of Results.

CaLabo® MX, a fully cloud-based system built on the expertise gained from our CALL classroom products, can be used in a variety of device environments, including BYOD. By further expanding our business with existing distributors, we will propose it both to institutions considering the renewal of their CALL classrooms and to those considering a move to cloud-based systems. In light of the growth in Japanese-language learning, we will also highlight Japanese-language education as one of our key areas of focus and demonstrate how our products can be used together with ABLish® Nihon he GO!, our multilingual Japanese learning service.

2. Google Workspace / Chromebook Utilization Support (InterCLASS® Series)

Under the GIGA School Program, one-to-one devices have been rolled out across elementary and junior high schools in Japan, and many local governments have adopted Chromebooks. Our InterCLASS® series has an extensive track record among these local governments. In particular, InterCLASS® Console Support works with the Google Admin console to support the administration of devices and accounts.

We believe that securely managing large numbers of devices and accounts with limited staff will also be a common challenge for educational institutions in Asia that are introducing devices. We aim to offer the expertise we have built through large-scale device administration in Japan to educational institutions and sales partners overseas.

3. Products Supporting the Foundations of Learning (GLEXA / Tbridge®)

As the use of one-to-one devices has become part of everyday learning, schools in Japan face increasing network loads from large content such as digital textbooks and video materials, along with growing needs for systems that centrally manage learning and training records. We have supported the development of

these foundations for learning with Tbridge®, which stabilizes wireless communications, and GLEXA, a learning and training management system.

Preparing the entire foundation, including the network environment and learning management as well as devices and applications, enables ICT-based learning to continue reliably. By proposing these products together with our language learning systems and the InterCLASS® series, we will provide comprehensive support for building ICT environments at educational institutions.

Through these presentations, we will strengthen our relationships with existing distributors and develop new sales partners in Asia. When proposing products overseas, we believe it is important to understand the learning needs and operating environments of educational institutions in each country, while developing local support arrangements for sales, implementation, and ongoing operation. At the exhibition, we will discuss potential collaboration in sales and implementation support with companies that have sales channels serving educational institutions and knowledge of local education markets.

■ Next Steps

Following the exhibition, we will hold individual discussions with prospective sales partners, drawing on the educational needs and operating conditions identified in each country. We will assess their sales channels and implementation and operational support capabilities, and work to create concrete opportunities to propose our products, centered on language learning and including the InterCLASS® series and our products supporting the foundations of learning.

■ EDUtech Asia 2026 Event and Exhibition Overview

Dates	November 4–5, 2026
Venue	Sands Expo & Convention Centre, Singapore
Organizer	Terrapinn Pte Ltd
Official website	https://www.terrapinn.com/exhibition/edutech-asia/index.stm
Booth number	Q26

■ About CHleru

Guided by our corporate philosophy of “supporting teachers around the world through ICT for the future of children,” CHleru is an ICT manufacturer specializing in the education market. We develop and produce fully digital CALL systems with the No. 1 market share in Japan, tablet-compatible classroom support systems, cloud-based educational content delivery services, and other education ICT solutions.

■ Company Overview

Company name: CHleru Co., Ltd.

Listing: Tokyo Stock Exchange Standard Market, Securities Code 3933

President & Representative Director: Mutsumi Kawai

Headquarters: 22F, Tennozu Central Tower, 2-2-24 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan

Established: October 1, 1997

Capital: JPY 336 million

Business: Education ICT

Website: <https://www.chieru.co.jp>

■ Media Inquiries

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