

What We Do

We create mutual understanding through language.

Babbel is a market-leading online language learning ecosystem and the world's most sold language learning app, surpassing 10 million subscriptions sold in 2020..

What makes Babbel unique is the combination of its scalable, data-driven platform; deep understanding of human-learning and linguistics; and true appreciation for cultures and languages around the world.

The ecosystem offers both B2C and B2B customers a range of learning methods to achieve optimal learning success.

Key Statistics

- Language learning is a €50bn market globally
- Babbel is the European market leader with over 80% brand recognition and growing fast in the US
- Babbel offers over 13,000 hours of evergreen content designed exclusively by didactics experts
- Subscriptions are available to learn 14 Languages covering demand on 5 continents
- 99% of revenue is highly visible subscription revenue with strong renewal rates
- 68 nationalities represented in 750 employees across Berlin and New York City
- 54% female managers, and 50% females at executive level

2021 Highlights



2021 Financials

	FY 2021	FY 2020	Growth
IFRS Sales Revenues	€ 171 m	€ 147 m	16%
IFRS Sales Revenues B2C	€ 167 m	€ 146 m	14%
IFRS Sales Revenues B2B	€ 4 m	€ 2 m	151%

The Executive Team



Arne Schepker
CEO



Hermione McKee
CFO



Thomas Holl
CTO, Co-Founder



Julie Hansen
CRO & CEO US

The Supervisory Board

Markus Witte, Chairperson of the Supervisory Board
Annette Messemer, Chairperson of the Audit Committee
Matthias Hornberger
Kate Eberle Walker
John Hass

Babbel's Ecosystem

Our ecosystem built on our extensive content library allows for scalability across all products to help the motivated learner with their language learning journey



In 2022 Babbel released Ukrainian as a base language to allow all Ukrainian speakers to learn English, Polish or German for free. Currently 300,000+ Ukrainians are learning with Babbel



Investor Relations Contact

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