

## **Babbel Named To “GSV’s 150 Most Transformational Companies in EdTech” list**

- Babbel was chosen for the list from more than 3,000 companies revolutionizing the world of education technology
- GSV nominated Babbel as one of the 150 World’s Most Transformational Companies in EdTech
- GSV estimates that the 150 companies chosen reach more than 3 billion people and generate approximately \$20 billion in revenue

**Berlin, Jan 18, 2022:** Babbel, the market-leading online language learning ecosystem, has been named for the third time to the GSV EdTech 150, a list of the world’s most transformative companies in digital learning. Babbel was chosen from more than 3,000 companies committed to revolutionizing the world of education technology. GSV Ventures, a woman-led, multi-stage venture capital firm in the edtech sector, estimates that the chosen 150 companies reach approximately 3 billion people and generate close to \$20 billion in revenue. Moving into 2022, the EdTech sector shows no signs of slowing down, with the 150 companies selected for this year’s list collectively experiencing record revenue growth.

GSV Ventures evaluated more than 3,000 venture capital and private equity-backed for-profit companies. The final selection of the list was determined by GSV’s proprietary scoring system, which applies scores across several indicators, such as revenue scale, revenue growth, active learner reach, international reach, and margin profile. The GSV EdTech 150 is distributed across three major sectors: Life-Long Learning, Higher Ed, and K-12.

“Today, we announce the annual GSV EdTech 150,” said Luben Pampoulov, Partner at GSV Ventures. “As the global pandemic continues to drive learners online, more and more companies are innovating in the digital learning space — making it increasingly competitive for companies to make the top 150. We evaluated over 3,000 companies globally this year. The way GSV sees it, *Ed is on The Edge*, and increasingly more companies have the ideas, know-how, and talent to transform the world and provide all people equal access to the future. We know these companies are well-equipped to help us achieve that goal, and we look forward to watching them do so.”

Julie Hansen, CRO and US CEO at Babbel, says, “We are honored to be listed among this elite group of global companies who are demonstrating the ability to make learning more affordable and effective through technology. Last year was a pivotal year for Babbel with the launch of our new LIVE virtual classes as well as podcast and video lessons that are reaching millions of new users. We are grateful for our dedicated team who are driving this innovative and scaling Babbel’s offering to serve learners around the world”.

Babbel’s blended language learning platform consists of the Babbel App, grounded in an expert-led learning methodology; Babbel Live virtual classes with qualified and personalised teachers; award-winning Babbel Podcasts, downloaded in the millions; and Babbel for Business (B2B) for corporate clients. Babbel believes the future of learning is in variety and guidance, with a human touch. This combination supports learners in achieving their language learning goals and in doing so, fulfills Babbel’s purpose of creating mutual understanding through language.

### **About GSV Ventures**

GSV Ventures is a female-led, multi-stage venture capital firm focused on the \$7+ trillion education sector. The fund is currently investing out of GSV Ventures Fund III and backs innovative entrepreneurs

around the world in the "Pre-K to Gray" Arc of Learning. GSV manages over \$675 million in global EdTech investments. Portfolio holdings include Andela, Class Technologies, ClassDojo, Coursera, Course Hero, Degreed, Guild, MasterClass, Outlier, Photomath, Quizizz, Lead School, Brightchamps, and ClassPlus, among others.

## **About Babbel**

Babbel develops and operates an ecosystem of interconnected online language learning experiences and is driven by the purpose of creating mutual understanding through language. This means building products that help people connect and communicate across cultures. The Babbel App, Babbel Live, Babbel Podcasts and Babbel for Business products focus on using a new language in the real world, in real situations, with real people. And it works: Studies by linguists from institutions such as Michigan State University, Yale University and the City University of New York demonstrated the efficacy of Babbel's language learning methods.

The key is a blend of humanity and technology. Babbel offers more than 60,000 lessons across 14 languages, hand-crafted by more than 180 didactics experts, with user behaviors continuously analysed to shape and tweak the learner experience. This results in constantly adapting, interactive content with live classes, games, podcasts and videos that make understanding a new language easy, from Spanish to Indonesian.

Because Babbel is for everyone, its team is as diverse as its content. From its headquarters in Berlin and its U.S. office in New York, 750 people from more than 65 nationalities represent the backgrounds, characteristics and perspectives that make all humans unique. Babbel sold over 10 million subscriptions by creating a true connection with users.

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