

## CIRA Launches a Hybrid Tutoring Model in Partnership with Orcas

Expanding on CIRA's vision of becoming a fully integrated educational service provider, offering affordable, high-quality educational services on all mediums to the Egyptian market, CIRA is excited to be part of the growing online era, delivering a new initiative through its Joint Venture ("JV") with Orcas. Jointly developing an online social learning platform to connect students and teachers to offer the first of its kind hybrid after-hours support programs. This JV acts as one of CIRA's efforts to raise the quality and accessibility of the learning experience in the Egyptian market; in-line with the government's plan to eliminate external private lessons and enhance the quality of education in Egypt.

Orcas is one of the leading educational technology ("Ed-Tech") start-ups in the region. It integrates hybrid technology in providing flexible teaching experiences, contributing to countless success stories, and helping thousands of students in their learning journeys.

Through the JV, CIRA focuses solely on improving support programs all while adhering to government guidelines and is considered the private sectors' first step in assisting the government to combat these outlawed private tutoring classes. By combining Orcas' proprietary software and technical know-how of the online space with CIRA's academic excellence, teacher training and robust content, the JV will be offering the Egyptian market a superior alternative solution to the traditionally offered private tutoring programs. CIRA ensures that it will be providing multi-disciplinary courses validated under a predetermined governmental scheme, these online/ offline courses will cover both theoretical and practical learning objectives and shall have various price schemes in accordance with the learner's financial capacity. The hybrid model will be delivered through Orcas online platform and CIRA's 21 schools across 7 different governorates.

*“Going into this partnership, it was essential to find a partner that shared our same ethos, offering affordable quality education in underserved regions. With our visions aligned, this JV brings the best of both worlds. I am personally excited to see the outcome of joining forces between Ed-Tech pioneers and innovators alongside established industry players; Moreover, the benefit and impact that this partnership shall have on the students and their families.”*

**- Ahmed El Kalla, CIRA Board Member and Managing Director of NFX Capital**



*“Orcas’ mission is to provide personalized, high-quality learning at affordable prices and the JV with CIRA will help us grow our impact through access to a larger number of Egyptian students in and outside of Cairo. These hybrid learning hubs in partnership with CIRA schools are the first of their kind and are going to revolutionize how students learn today as it combines the best of online learning with the best of the traditional offline learning methods. We are very excited to see this product grow to become the most affordable, impactful, and popular way of learning among Egypt’s 20M students.” - Hossam Taher, Orcas Founder and CEO*

### **About CIRA:**

Cairo for Investment and Real Estate Development ("CIRA") is the largest integrated provider of education services in the Egyptian private sector. As of August 2021, CIRA will own and operate 21 schools with 29.5K students and Badr University in Cairo ("BUC") with a total student body of 14.5K in 16 different faculties. In addition to launching the first phase of Badr University in Assiut ("BUA").

### **About Orcas:**

Orcas is an Ed-Tech platform that gives tutors access to lessons’ plans and provides students with free assessments. Tutors can offer their 1-to-1 sessions and 1-to-many courses both online or in-person and Orcas provides them with discovery, booking, scheduling, in-app communication, and video-conferencing tools. Orcas’ platform is available as a mobile app (iOS and Android) and as a website with students in 22+ countries.