



Post Covid Journey of Summerhill

China camp industry at a glance

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Dream trip with 26 kids @ Feb 2018

About Summerhill

Summerhill Education was founded in 2015. Till now over 60000 children joined Summerhill and explored 46 cities of 8 countries. Summerhill has a solid reputation of high-quality programs and staff which enable children being developed in camps. Summerhill is leader of the outdoor education in China. We got multiple million dollars investment from a reputable venture capital in 2017. Summerhill now is the board member of CCEA (China Camp Education Association). Summerhill partnered with leading outdoor educations organizations in world including Inspiring Learning from UK and High Achievers from Singapore to bring great quality outdoor education into China with JVs established. It also partners with CLEP (China Lunar Exploration Program) to create aerospace academy and HUNDUN university to create business school.



Our curriculum and learning model

Day Programs



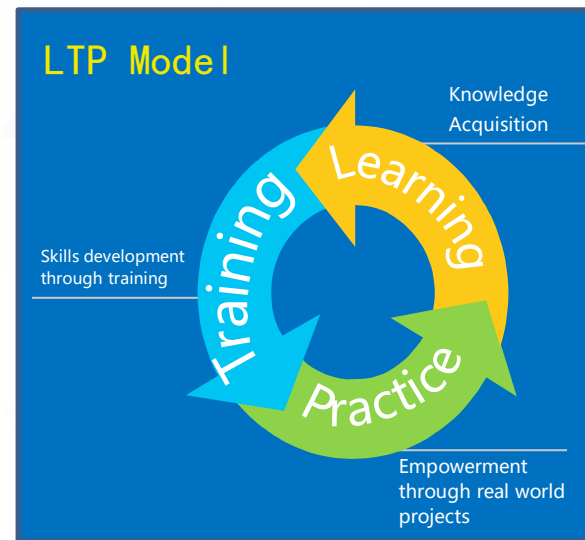
Residential Programs



Overseas Programs

Summerhill Learning Model

Build a full cycle of learning through Learning-Training-Practice.



Domestic Programs

Outdoor



Social Service



Aerospace



Nature



Snow Ski



Military



Overseas Program



What shapes the market and industry

Reopen boosts demands for overseas and long-distance domestic programs

- UK becomes #1 instead of US
- Singapore and Thailand are popular for its own reasons
- Many companies started overseas program
- Domestic programs get even more attention as it won't be affected by air tickets, visa and concerns of parents.

"Double reduction" regulations in education sector

- It hits the K12 education sector very much meanwhile it release time for outdoor education

Rise of middle class in China after 40 years of economy growth

- This is the fundamental trend with or w/o Covid or regulations and why we are optimistic regarding future of outdoor education market

What Summerhill did to respond

Restart overseas program with a “World Restart Program”

- We restarted UK, Singapore, Thailand with Japan in pipeline for this summer. And all these programs are programs we have done for years before Covid.
- We sent team to the 3 countries to do live stream to bring real time observations to parents and increase their confidence.
- Finland, Kenya and New Zealand will be for next winter holiday.

Shift focus from local programs to overseas and long-distance programs

- We decided to stop all overseas program Feb 2020 and shifted our focus to local program to contain impact by travel restrictions
- After reopen, we decided stop new local programs and only develop new programs of long distance. We will start new overseas program development since next winter holiday.

We will sell based on operation capacity and quality instead of demands

- Keep focusing on quality instead of just grab the huge demands.
- Overseas programs will take time to scale

Innovation of product



Little entrepreneur: a scenario and game-oriented program



Make every child shine

