WINNING
English Academy

2025

ANNUAL REPORT

WINNING ENGLISH ACADEMY

1. Executive Summary

2025 Arrived Students

WELCOME TO WINNING!

WELCOME TO WINNING!

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WELCOME TO WINNING!

WELCOME TO WINNING!

WELCOME TO WINNING!

WELCOME TO WINNING!

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2025 Graduating Students

December 2025 Calendars

City

Ocean

January 2026 Calendars

City

Ocean

February 2026 Calendars

City

Ocean

Camp Countdowns

WINTER CAMP 2026 HAS STARTED!

SINGAPORE CAMP 2026 HAS STARTED!

SUMMER CAMP 2026 - 135 DAYS LEFT

2. Company Overview

About WINNING English Academy

Winning English Academy, founded in 2015, is the Philippines' first Taiwanese-owned language school.

Principal Malcolm

He has extensive worldwide human resource experience. He is passionate about education and strives to provide students with practical skills as well as an international mindset.

Mission, vision, and core values

MISSION

Winning English Alternative School, Inc. provides English programs that develop students' skills and prepare them to graduate with stronger English competency, ready to participate in the global economy.

VISION

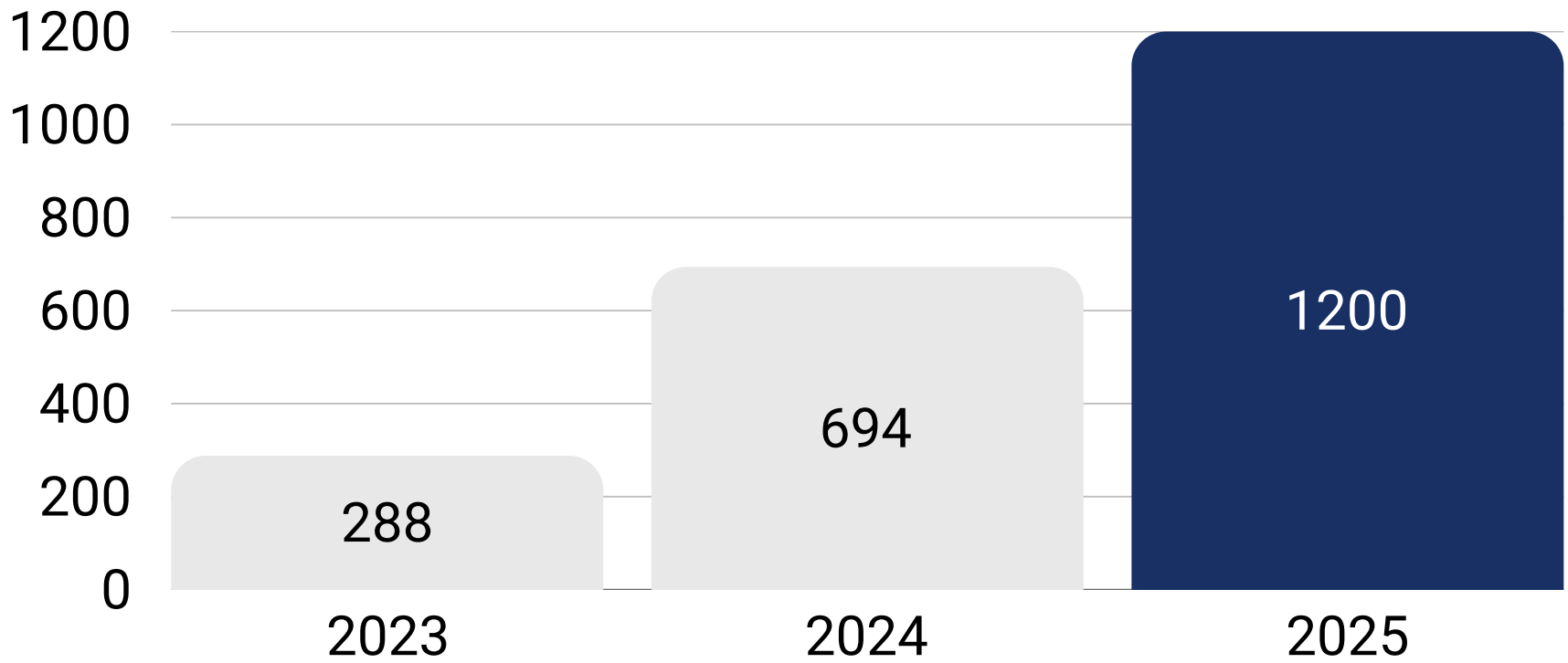
Winning EnglishAlternative School, Inc., strives tobe a world class English Schoolin Metro Cebu, and expand our services to the different regions of the Philippines, and furthermore in the Asian region.

CORE VALUES

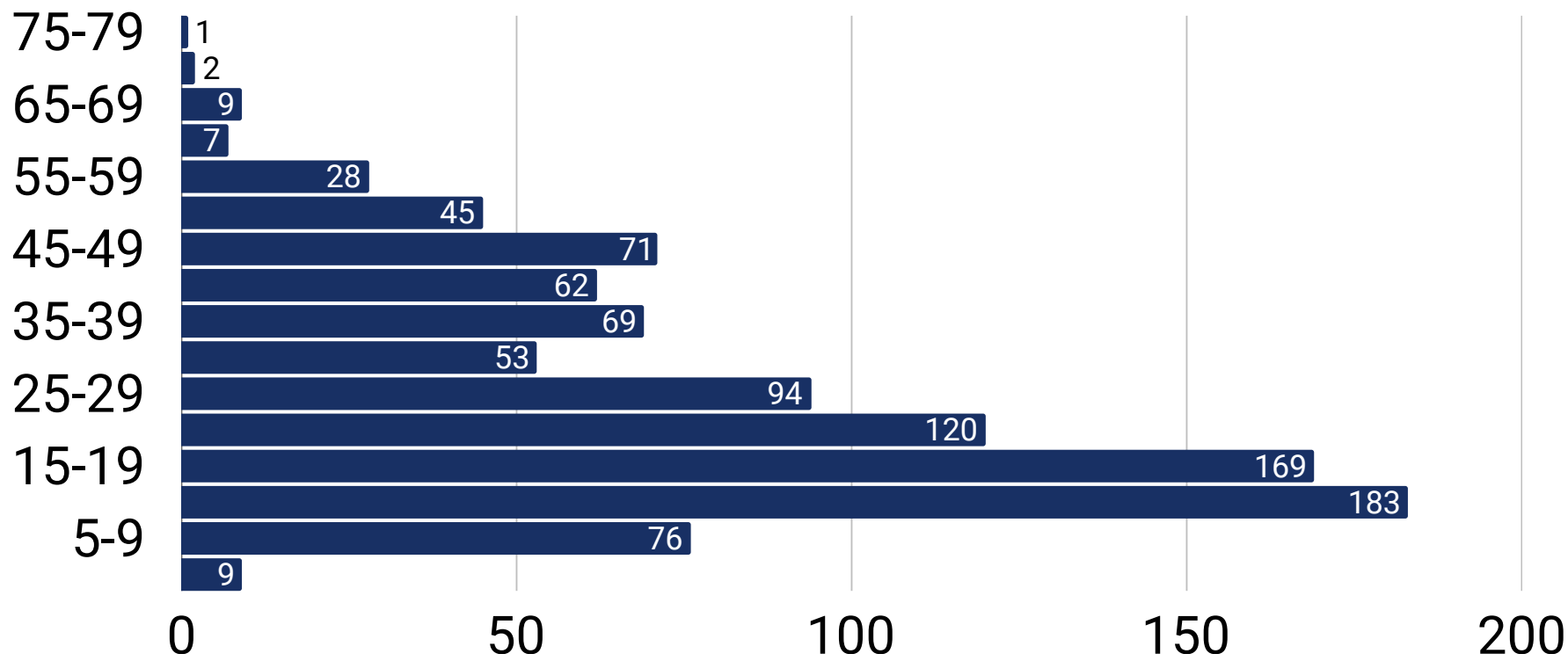
- Excellence in Learning
- Learner-Centered Growth
- Global Readiness
- Cultural Respect and Understanding
- Integrity and Professionalism
- Continuous Improvement
- Empowerment Through Communication

3. Enrollment & Student Demographics

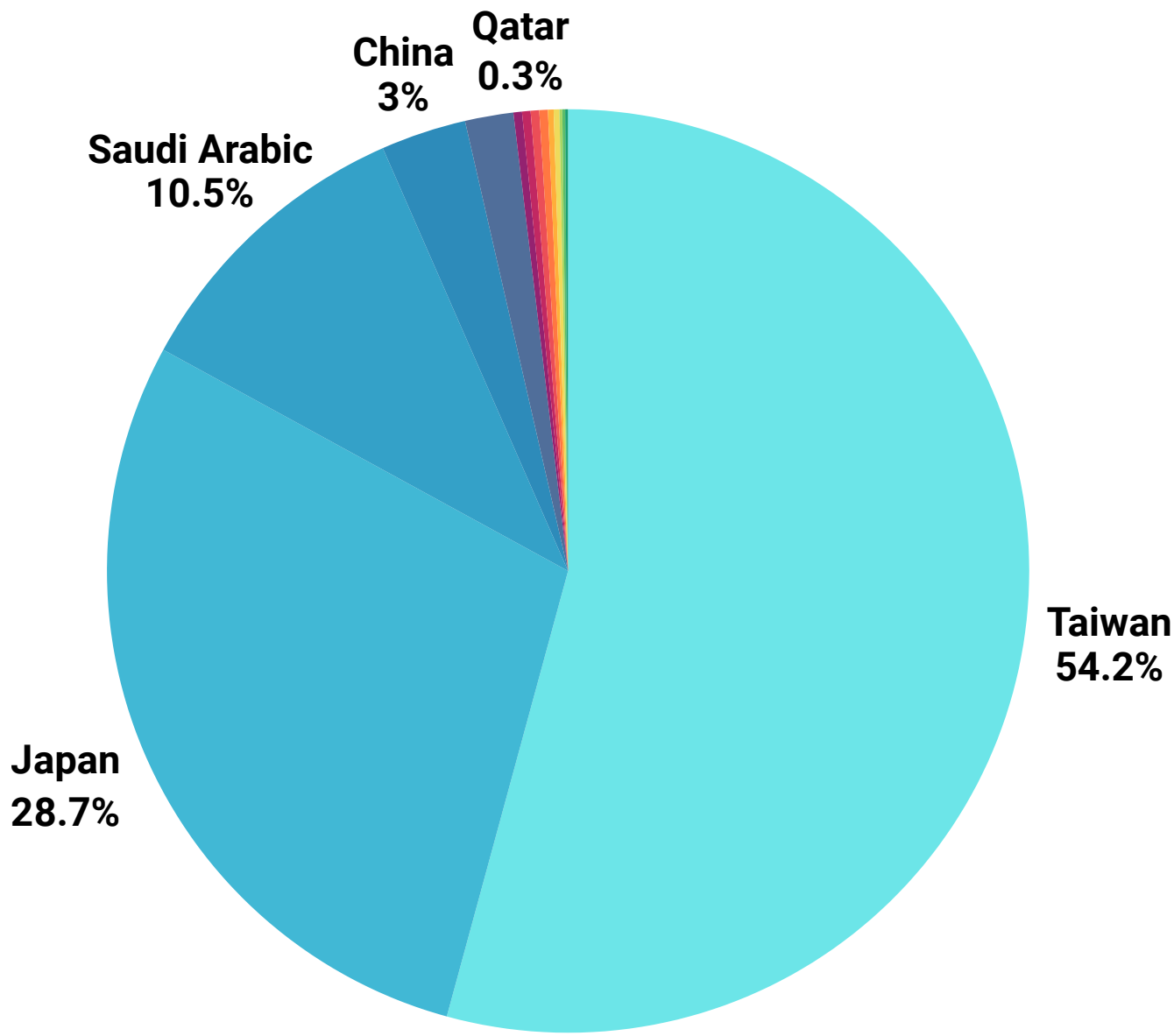
Total enrollments (Jan–Dec 2025)

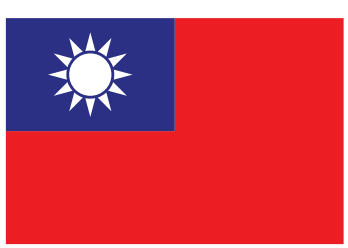


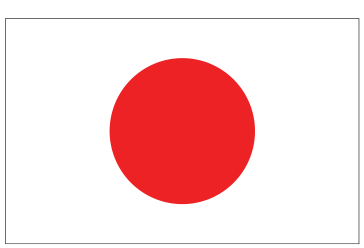
Age group



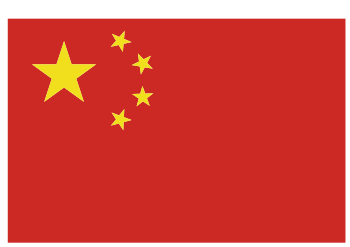
Nationality breakdown




Taiwan

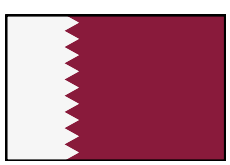

Japan

Saudi Arabia


China

Vietnam

Turkey


Qatar

The U.S.

Bahrain

Thailand

Philippines

Yemen

kazakhstan

4. Academic Department Report

Key Metrics

100%

Teacher coverage:
100% of active teachers assessed with diagnostic tests

95%

Teacher engagement:
Ranking incentives increased active participation by ~95%

30%

Student impact:
Complaints related to teacher attendance and quality reduced by ~30%

New Programs Coming Soon

We will launch three specialized programs which strengthened program diversity and market relevance.

IELTS Guaranteed Program

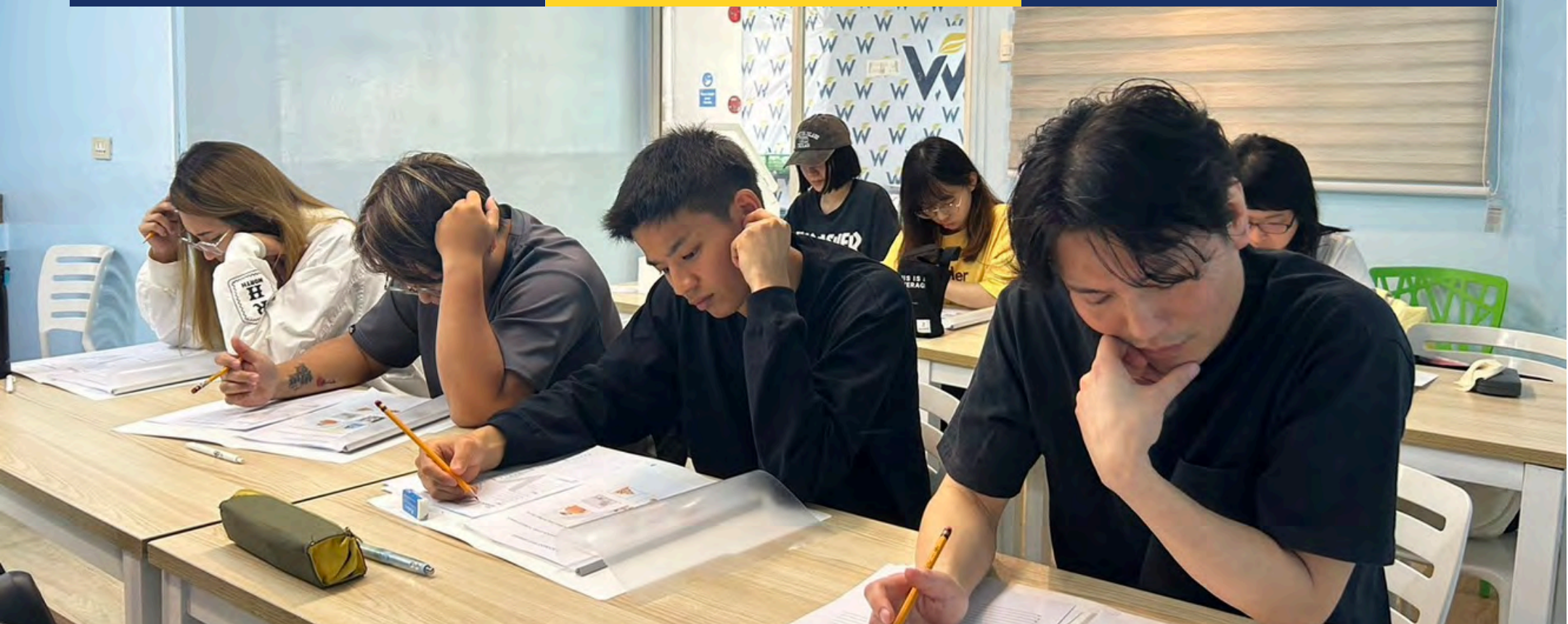
Achieve a defined band score under structured roadmap

ESL 8 Program

Premium one-on-one learning, focusing on speaking improvement and personalized engagement

Business English (Industry-Focused)

Semi-customized program targeting Marketing & Sales, Finance, HR



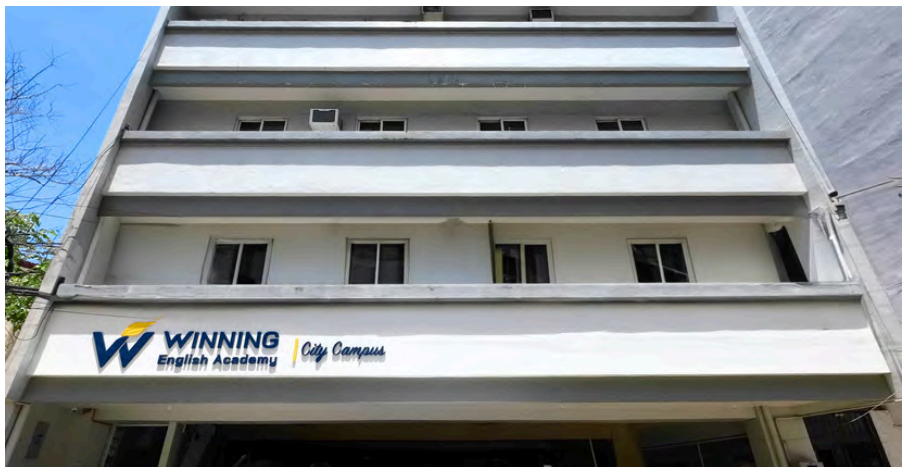
Campus Expansion

LYF Campus (Coming Soon) and soft opening will be May 2026

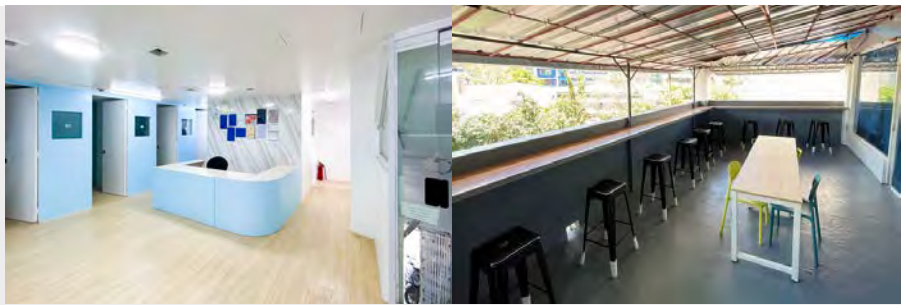
5. Student Life & Campus Services

Renovations & improvements

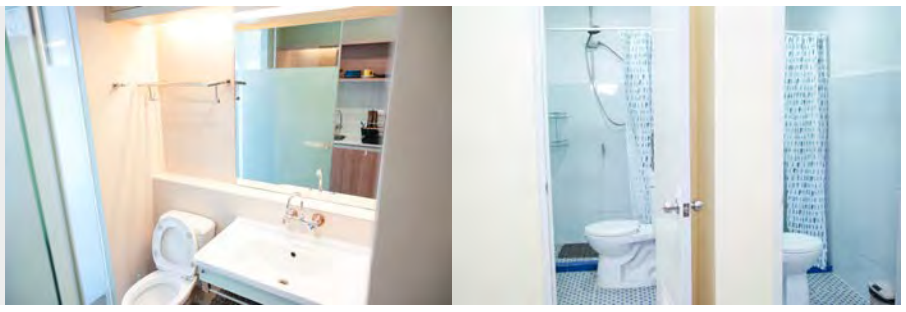
City Campus



- City campus main building detailed cleaning once a month aside from daily cleaning schedule
- 4th floor lounge area are now cleared and functional



- Detailed cleaning specially toilet and bath area both ABC and backpacker
- Regular replacement of shower curtains/ once a week schedule



- Garbage collection in backpacker 3 times a week and detailed cleaning every Friday or after student move out and before new student move in

- Kitchen food menu was also customized to meet and satisfy students dining experience

Thanks to all departments timely reporting of any issues that maintenance and utility personnel's is able to fix and address any complaints and improve our services.

Renovations & improvements

Ocean Campus

- generator has been installed and fully functional to address power disruption
- Side shade also installed for students and staff convenience
- Fire alarm and safety system will be install

- front pavement leveling to facilitate events outside the building

again thanks to everyone's effort to make it happen

School Activities (City Campus)

WELCOME PARTY

SPORTS NIGHT

FITNESS CLASS

COOKING CLASS

OPEN MIC

CULTURAL EXCHANGE

TABLE TENNIS TOURNAMENT

ZUMBA

GRADUATION

School Activities (Ocean Campus)

EVERY MON

WELCOME PARTY

EVERY MON

SPORTS NIGHT

EVERY TUE

FITNESS CLASS

WED

COOKING CLASS

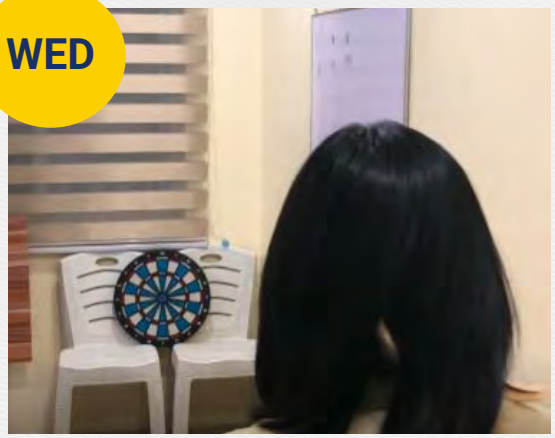
WED

GAME NIGHT

WED

CHESS NIGHT

WED



OCEAN AMAZING RACE

EVERY THU

ZUMBA

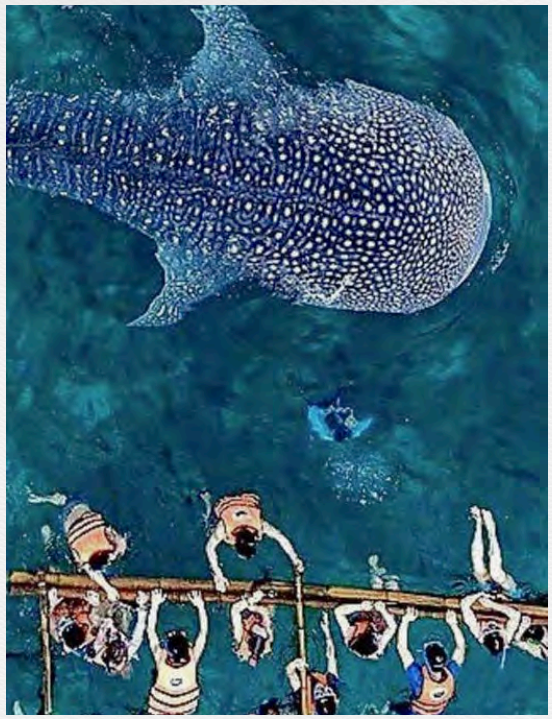
EVERY FRI

GRADUATION

Weekends Activities

EVERY LAST SUN

CHARITY



OSLOB TOUR

ISLAND HOPPING

CEBU SAFARI

CITY TOUR

CEBU OCEAN PARK

Seasonal Events

JAN

SINULOG FESTIVAL

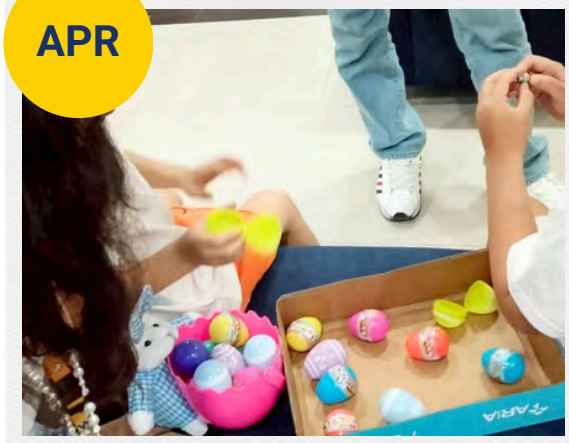
JAN

LUNAR NEW YEAR

FEB

VALENTINE'S DAY

APR



EASTER EGG HUNT

MAY

MOTHER'S DAY

JUN

FATHER'S DAY

JUL AUG

FAMILY DAY

OCT

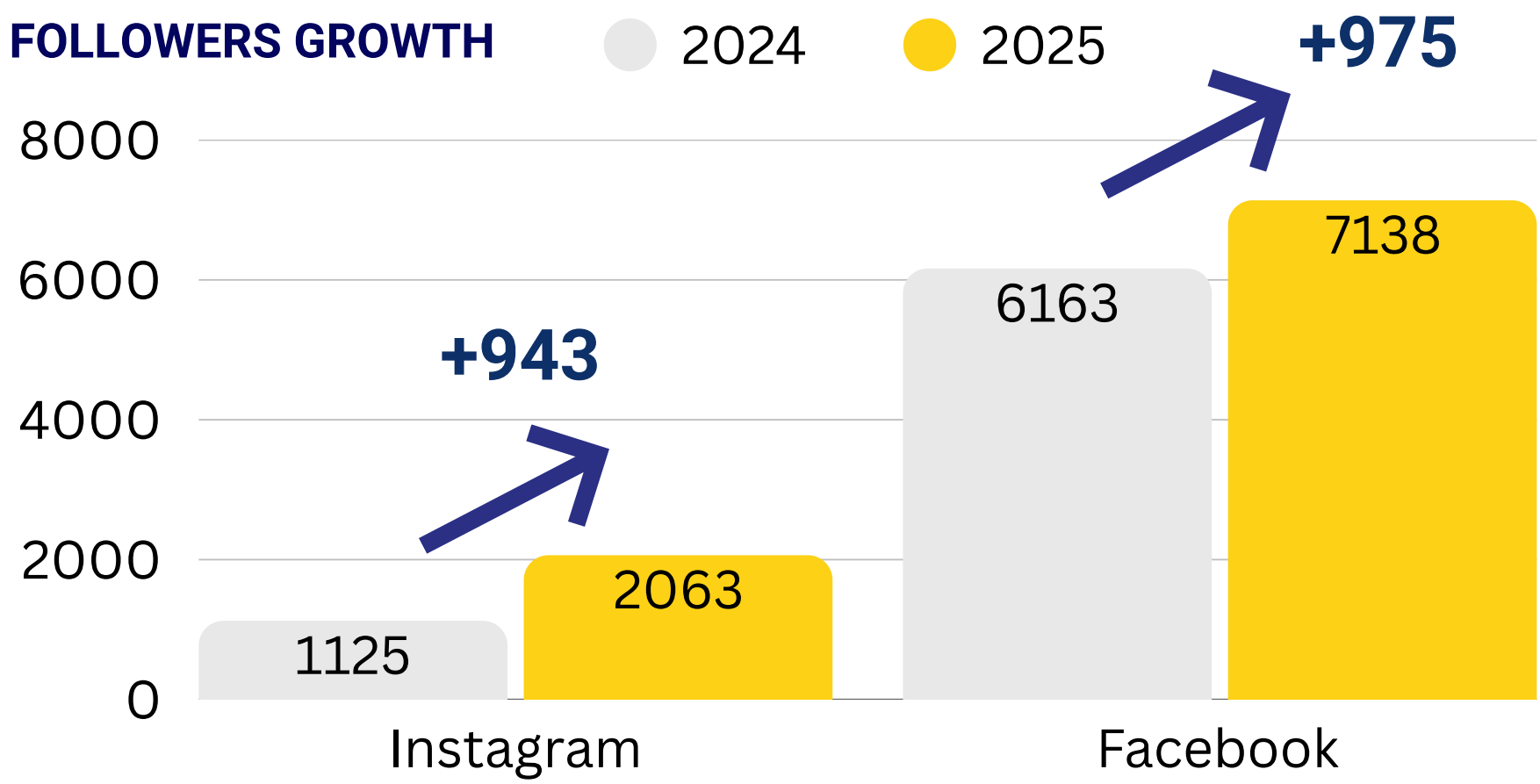
HALLOWINNING

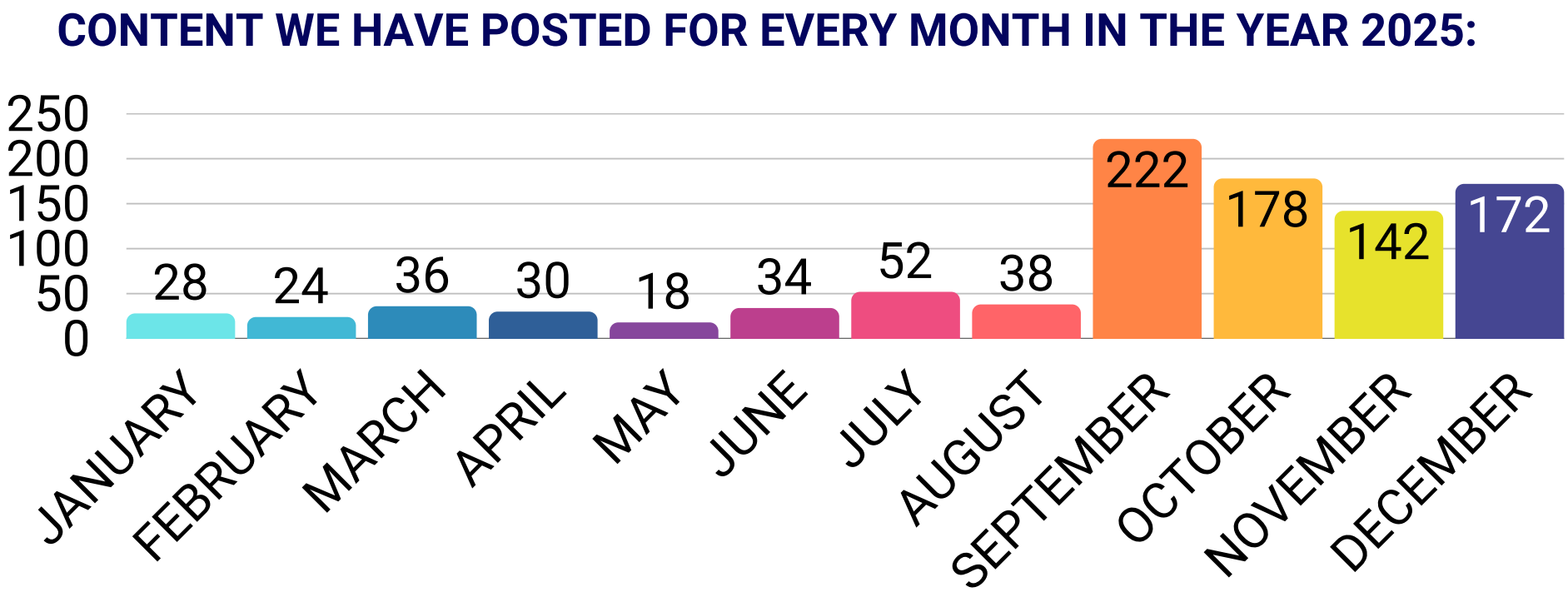
DEC

CHRISTMAS PARTY

Marketing 6. Department Report

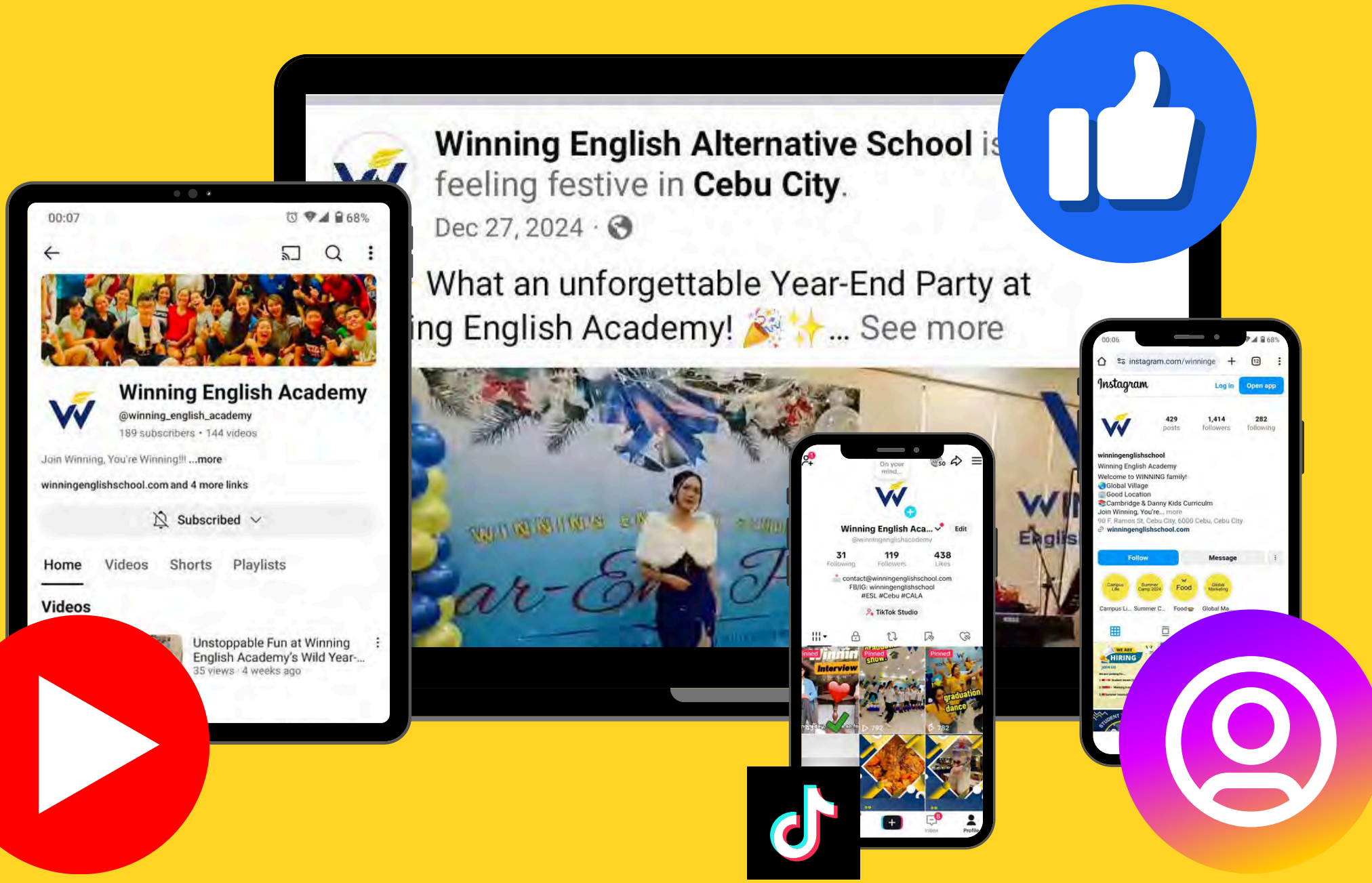
SNS


FOLLOWERS GROWTH
2024
2025
+943
+975
8000
6000
4000
2000
0
1125
2063
6163
7138
Instagram
Facebook


CONTENT WE HAVE POSTED FOR EVERY MONTH IN THE YEAR 2025:
250
200
150
100
50
0
28
24
36
30
18
34
52
38
222
178
142
172
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

FEEL FREE TO

FOLLOW US



WINNING is active in our social media platform, follow us for more information!

7. Success Stories

CITY

“At WINNING, English is not just studied—it’s lived.

With kind and supportive teachers, I gained confidence in speaking, made many international friends, practiced English inside and outside class, enjoyed activities and travel in Cebu, and created great memories.

ESL4 | 7 MONTHS

Turki

From Saudi Arabia

CITY

“I definitely recommend WINNING Summer Camp!

WINNING Summer Camp helped me improve my English skills through the English Only Policy (EOP). I enjoyed spending time with friends, going island hopping, and joining the city tour. The most memorable part was making friends from different countries.

SUMMER CAMP

Yona

From Taiwan

CITY

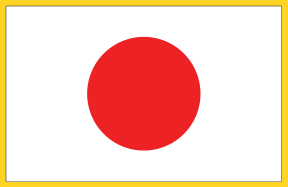
“WINNING respects students’ freedom. We can also enjoy sightseeing.

When I came here, I didn’t have confidence in speaking English, but after three months, I became confident speaking English. I also enjoyed weekend activities with my school friends.

IELTS | 3 MONTHS

Yurie

From Japan



OCEAN

“If you want to improve your English, you should consider WINNING.

The teachers are really friendly and kind, and they always try to make the lessons fun. I just want to say thank you to all my teachers and classmates.

ESL4 | 4 MONTHS

Victor

From Vietnam

8. Closing Message

Message from CEO/Principal

This year was very challenging, with many natural disasters and difficult moments. But today, I am grateful that our school and our WINNING family are safe.

What matters most is not just overcoming challenges, but how we supported each other and moved forward as one team.
I thank God for His protection and thank everyone for your hard work and kindness. I wish everyone good health, peace, and continued success.

Liang Sheng Chang

Gratitude to team, partners, and students

We would like to express our sincere gratitude to our dedicated team, supportive partners, and wonderful students.

Your trust, passion, and continuous effort inspire us every day and drive us to grow and improve together.

To our team—thank you for your hard work and commitment.

To our partners—thank you for believing in our vision and walking this journey with us.

To our students—thank you for your motivation, energy, and determination to learn.

We truly appreciate every step we take together and look forward to creating more meaningful experiences in the future.

WINNING
English Academy