

2025 IMPACT REPORT

A Decade of Learning, Empowering **10 MILLION** Learners

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LETTER FROM THE DIRECTOR

In 2014, Her Majesty Queen Rania Al Abdullah of Jordan founded Edraak with a simple yet powerful belief: that learning should be a right for all- not a privilege reserved for a few. Education, she believed, must transcend social and economic barriers, as knowledge is essential for a society to prosper.

This year, we proudly celebrate a remarkable milestone; **10 million learns have registered on the Edraak platform.** Behind this number are 10 million stories, people and journeys that brought eager minds seeking accessible and high-quality knowledge and skills, delivered in their native Arabic language.

At Edraak, we believe our work is a key part of the education and skills solution, as the largest generation of youth and young professionals in the region's history begins their careers. We eagerly anticipate the next 10 million learners who will join us as we continue to innovate and expand our programs and learning opportunities across the Arab world.

Together, we are building a future driven by knowledge and a talented, dynamic workforce-one learner at a time.



A handwritten signature in black ink that reads "D Lazaro".

David Lazaro - Director



OUR MISSION & VISION

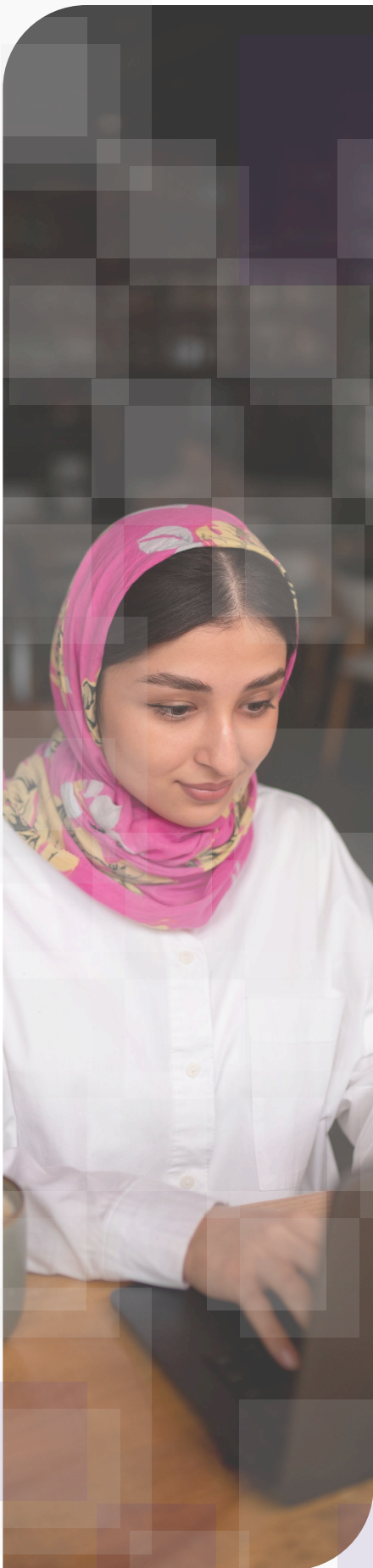


Mission

Harnessing technology to break down educational barriers and empower lifelong learning for a more prosperous society.

Vision

A world where every learner, regardless of their circumstances, has free and equitable access to high-quality education in Arabic.





OUR IMPACT

Why Does 10 Million Matter?

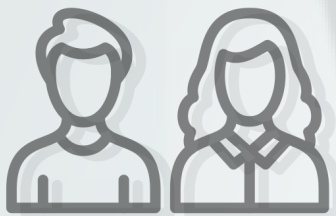
While we proudly celebrate this milestone as a testament to our team's dedication, it represents far more than a number. With 10 million registered learners and over 26.5 million course enrollments, it reflects the region's deep desire to grow, to learn, and to thrive.

This achievement stands as proof that the Arab world is eager for knowledge and skills that open doors to new opportunities. To our learners, we say thank you — for showing, time and again, that when given the chance to learn, you seize it and make it count.

OUR IMPACT



300+ Courses: A growing catalog of free, high-quality courses, all available in Arabic to learners everywhere.



Inclusive Learning Community: Our learning community reflects inclusivity, with 53% female and 47% male learners.



26.5 Million Course Enrolments: A testament to the growing demand for accessible, high-quality learning in Arabic.



Widespread Regional Presence: With the highest engagement from **Egypt, Saudi Arabia, and Jordan**, our platform continues to connect learners across the Arab world.



Launching A Specialization on Microsoft SQL with Arab Bank

This year, Edraak partnered with Arab Bank to launch a comprehensive specialization in Microsoft SQL, one of the most in-demand skills in database programming. This highly anticipated program was developed in response to learners' requests and opens doors to a wide range of career opportunities across multiple fields.

Arab Bank's continued support delivers tangible impact, enabling learners, especially those with limited access to advanced skills training, to gain the knowledge they need to succeed.



Over **87,730** Learners Since Launching in July 2025

Expanding Essentials in Career Leadership Specialization with Arab Potash

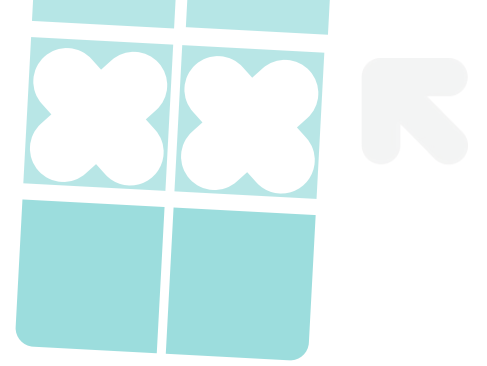
With the support of Arab Potash, Edraak initially launched a specialization on Career Leadership Essentials, designed to equip young leaders with the foundational skills needed to thrive in the early stages of their careers.



Following strong results and very positive learner feedback, Arab Potash expanded its support to three new courses in **digital transformation, creative thinking, and negotiation**, continuing to equip young learners with advanced, market-ready skills through high-quality, free Arabic programs accessible to a wider audience.



Specialization Course Enrollments Surpassed **164,000 Learners.**



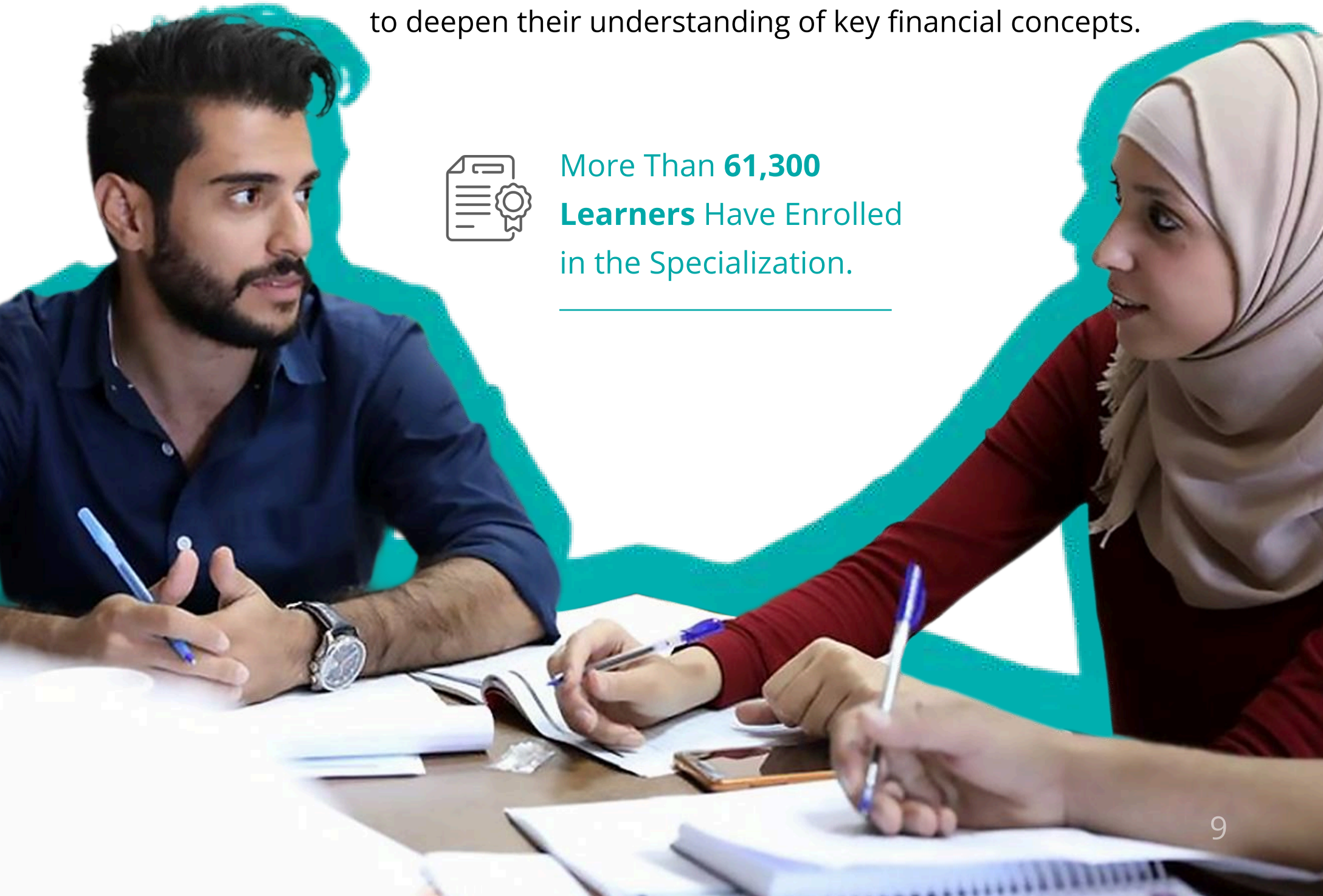
Launching a Comprehensive Financial Literacy Specialization in partnership with Capital Bank

Edraak partnered with Capital Bank of Jordan to launch the Fundamental Financial Skills Specialization, a series of three courses designed to help learners build essential financial knowledge, covering topics such as money management and saving, investment fundamentals, and the use of financial technology (FinTech).

The project also includes live sessions led by renowned finance experts, continuing into 2026, along with an in-person workshop where learners can engage directly with instructors to deepen their understanding of key financial concepts.



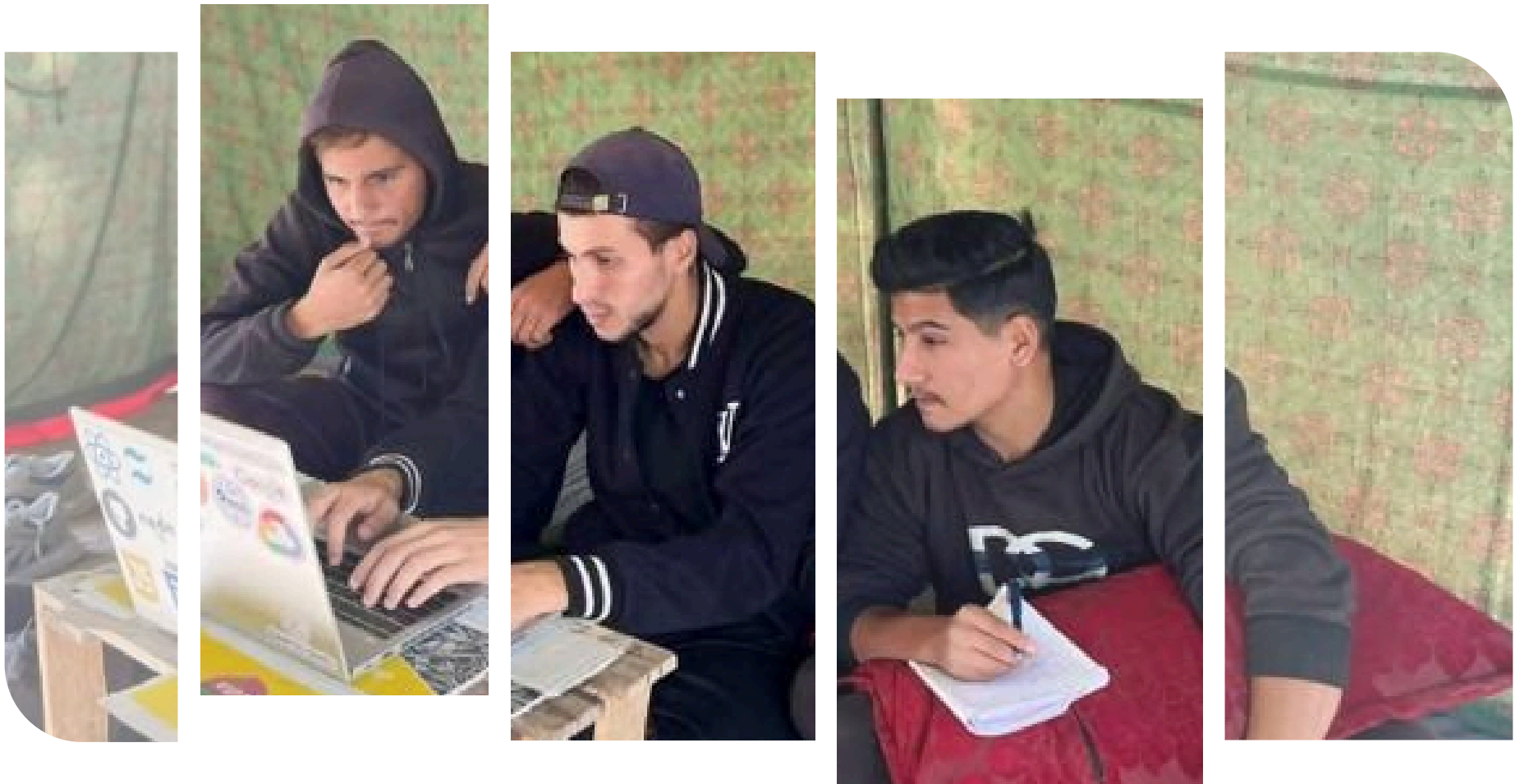
More Than **61,300**
Learners Have Enrolled
in the Specialization.





Partnering with Gaza Sky Geeks to Launch Digital and Technical Skills Programs for a Future Beyond Conflict

Edraak partnered with Gaza Sky Geeks to equip Palestinian youth with advanced digital and technical skills, expanding access to continuous learning and remote work opportunities. The collaboration links education with employability, fostering resilience and a future-ready regional workforce.



“ The Delegation, Coaching, and Administrative Guidance course is essential for anyone in a leadership or managerial role. It helps improve work efficiency by effectively distributing tasks, guiding the team in ways that boost productivity, and developing coaching skills that support employee growth and development. ”

- Anas, Gaza



The Digital Transformation Journey with SANAD

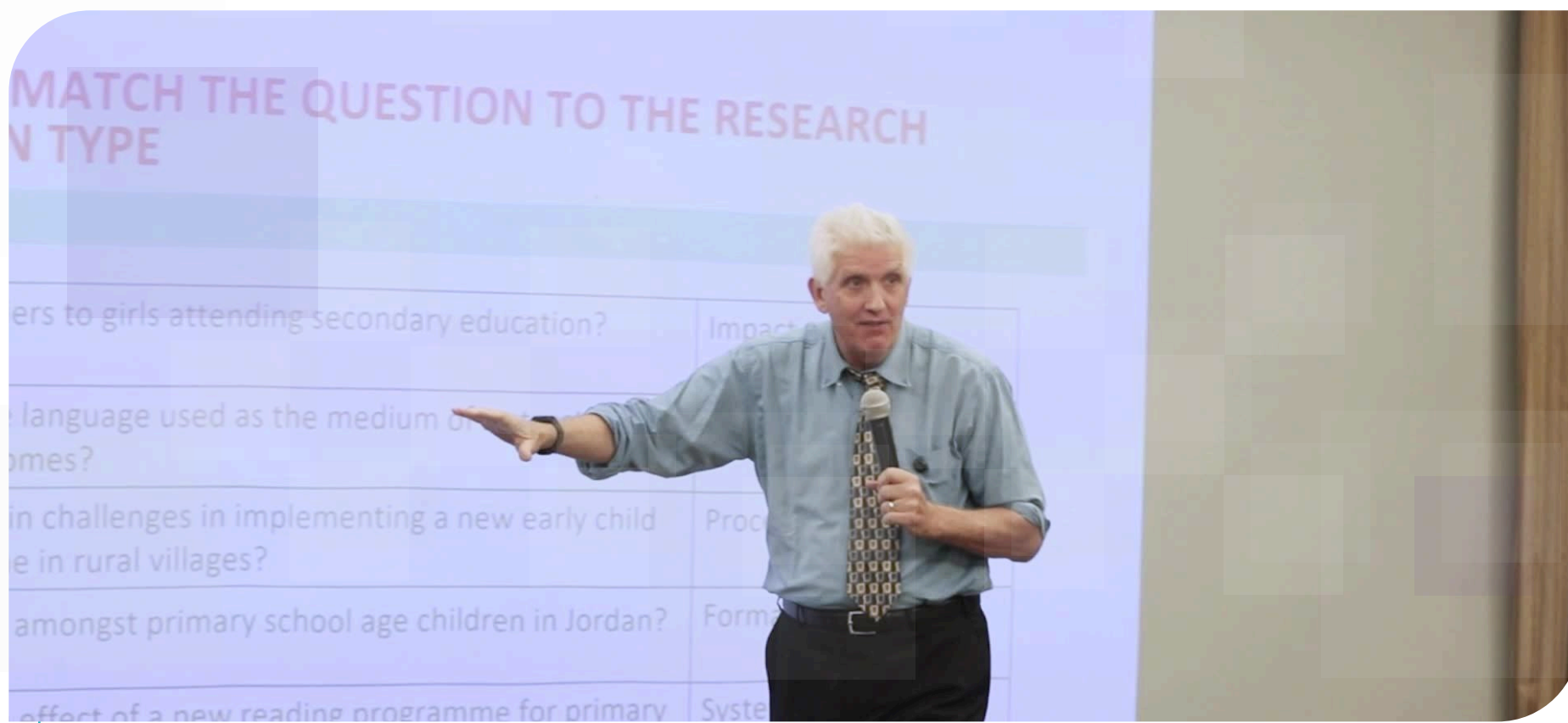


This year, Edraak partnered with the **SANAD Fund for MSMEs** to launch a digital transformation course that equips small and medium-sized enterprises with practical digital tools to improve efficiency, strengthen competitiveness, and respond to evolving market demands.

The program included **live sessions** with expert speakers covering key areas of digital transformation for SMEs. Participants learned how to build digital strategies, assess their digital maturity, and apply tools across marketing, e-commerce, finance, operations, HR, and AI-driven decision-making.

Interactive discussions and **real-world case studies** allowed learners to engage directly with experts, ask questions, and gain practical insights. Feedback was overwhelmingly positive, highlighting the tangible impact on participants' readiness to implement digital solutions.

2025 PROJECT HIGHLIGHTS



Strengthening Impact Evaluation Skills Across the Region

This year, Edraak introduced a new course on Impact Evaluation, developed in collaboration with leading organizations in education project management. The course was delivered and recorded in person, led by Howard White, a globally recognized expert in the field.

This comprehensive program equips participants with the essential knowledge and tools to design, conduct, and promote rigorous impact evaluations.

Combining practical applications with theoretical foundations, it helps learners understand how programs and policies shape outcomes for individuals and communities, particularly within the education sector.



LOOKING AHEAD TOWARD A LASTING IMPACT



As we look ahead to 2026, we recognize that 2025 has laid the foundation for the major projects yet to come.



From enhancing career readiness in marginalized communities to launching groundbreaking AI initiatives, we aren't just keeping pace—we are leading it. Through our partnership with **Crescent Petroleum**, we are developing a specialized AI training program to equip youth with the practical skills needed for the future workplace. This initiative is set to launch in 2026.



As we prepare for what's next, we also take a moment to reflect on what has worked and on the impact of reaching 10 million learners. This milestone is not an endpoint but a powerful catalyst that will accelerate our ambitions for the future.

FROM OUR LEARNERS

“ I’m a Bahraini student at the University of Bahrain majoring in Business Analytics. As part of my degree, I needed to learn Python, which was challenging since I come from a business background. I searched for beginner-friendly resources and found Edraak’s Introduction to Python Programming.

Its flexibility and clear structure helped me balance my university workload and understand core concepts like loops, error handling, and functions. Over time, everything began to click.

I now feel much more confident applying Python in my studies, and I’m grateful to Edraak for supporting my learning journey.”

Fatema, Bahrain

“ I’m passionate about entrepreneurship and helping youth shape their futures. Edraak opened my eyes to finance and investment through free, professional-level courses with valuable certificates.

I’ve completed several courses, and they’ve fueled my ambition to keep learning. I’m even studying French to support my global goals.

One standout course, Safe Investment During Economic Crises, taught me how to thrive in any economy—all it took was two hours after work. If I can do it, so can you.”

Maria, Saudi Arabia

OUR VALUED SUPPORTERS

We are grateful to work alongside passionate partners who share our belief in making learning accessible to all. Our collaborations go far beyond financial support; our partners bring expertise, thought leadership, and dedication. Together with their teams, we co-create high-quality courses and specializations that empower learners with the skills they need to thrive in today's job market.



OUR VALUED SUPPORTERS





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