

Shang Learning Group and NancyFriends Educational Consultancy Announces the Merger of Their Consulting Operations to Better Serve Chinese Families

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SHANG NANCYFRIENDS INTERNATIONAL EDUCATION GROUP

Distinguished educational consultancies Shang Learning and NancyFriends are combining forces to form, **Shang NancyFriends International Education Group**, to provide Chinese families the finest professional, individualized and result-oriented educational advisory services.

The merger is designed to enhance our already prominent position in the global counseling space while offering even more powerful, sophisticated resources to Chinese families seeking admissions at top U.S. boarding schools and universities. As China's social and economic development progresses at unprecedented speed, both **Shang Learning** and **NancyFriends** firmly believe that future generations of Chinese will be required to have competencies such as: International fluency, curiosity for discovery, cultural self-awareness, sociolinguistic acuity and a superior ability to listen, observe, interpret and analyze in order to effectively function and succeed in such an environment.

Shang Learning and **NancyFriends** leadership arrived at the same solution albeit via different paths: an overseas education, starting as early as boarding schools, where students develop crucial skills to learn, live and function in an increasingly interconnected world. It is precisely our agreement on this fundamental mission that has effectively brought the two companies together.

"We have pioneered a proprietary Heuristic Coaching Program to effectively help students improve self-awareness and confident expression." **NancyFriends'** Founder Nancy Liu says, "Our motto of growth through application has dictated how we work with each family, paying equal attention to both meticulous mentorship as well as the most impressive application results."

NancyFriends (<http://www.nancyfriends.com>) was founded by Ms. Nancy Liu in 2009 and has grown to become one of China's most well-respected and premium educational

consultancies specializing in U.S. boarding schools. Cumulative data show that on average nearly half of the Chinese students entering top U.S. boarding schools are recommended by **NancyFriends**. Over the years, **NancyFriends** has developed a systematic service framework to fully address each family's unique needs with offices in both Beijing and Shanghai.

Shang Learning Group (<http://www.shanglearning.com/>) was founded by Ms. Nini Suet in 2014 as a premier international education solutions provider offering Chinese families skills-oriented curricula through *Shang Academy* and independent educational advisory services through *Shang Planning Platform*. Headquartered in Beijing with a full-service office and classrooms in Shanghai, there is representation stateside in Philadelphia, New York, Connecticut and California. From its inception, **Shang Learning Group** harnessed the combined might of the most experienced and pioneering global educators to design and implement solutions tailored to the unique needs of the Chinese market. The roster of top consultants includes: current Trustees of elite educational institutions, Board Members and Chairpersons of professional associations such as IECA (Independent Educational Consultants Association), TABS (The Association of Boarding Schools), EMA (Enrollment Management Association) and the Character Collaborative.

With the merger, **Shang NancyFriends International Education Group** will capitalize on **NancyFriends'** market-proven service infrastructure and **Shang Learning Group's** extensive global resources and its proprietary pre-college curricula which combine academic rigor with an emphasis on character strengths for an ever complex society. The new **Shang NancyFriends** is synergistically and strategically positioned to better serve Chinese families with a more comprehensive portfolio of product offerings to ensure their children's growth and success. Our families will now benefit from an enhanced, localized service framework with access to an exponentially broader resource network for both admission and enculturation abroad.

"Education consulting is a highly fragmented market," **Shang Learning's** CEO Nini Suet says, "Chinese families face information overload and asymmetry constantly while enduring a lack of market standards and oversight to protect their interests. Certified Educational Consultants oftentimes fight an uphill and lonely battle to operate with the highest ethical standards. So, we are certainly delighted to join hands with our respected colleagues at **NancyFriends**."

Shang NancyFriends International Education Group aims to further enhance its boarding school admission services through providing premium, professional and people-centric educational advisory to Chinese families worldwide. Furthermore, **Shang NancyFriends International Education Group** will diversify its consulting portfolio both age-wise and region-wise to ensure more comprehensive product offerings without compromising service quality. The goal, according to both Ms. Liu and Ms. Suet, is to establish the "McKinsey of the professional educational consulting industry" standing in China while embracing the world.

The merger is effective immediately as of April 2020. **Shang NancyFriends International Education Group** will be located in Beijing with two prime offices and in Shanghai with two prime offices as listed below:

BEIJING

Chaoyang District Campus

Floor 3A, Tower 2, Wen Xin Hua Ce Film Exchange Center No.2 Jiangtai West Road, Chaoyang District, Beijing, China

ShunYi District Campus

Room 1106, Floor 11, No. 2 Building, Greenland Qi Hang South, Shunyi District, Beijing, China

SHANGHAI

PuDong District Campus

Suite 1602, Floor 16, Jin Ying Tower B, No.1518 Min Sheng Road, Pudong New District, Shanghai, China

PuXi District Campus

Room 606, Building 555
555 Nanjing West Road, Jing' an District, Shanghai, China 200041

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