ENGLISH ISN'T JUST A SCHOOL SUBJECT.

IT'S YOUR ACCESS TO THE WORLD.

More life. More choices. More world.

English is already in your life.

YOUR PLAYLIST

YOUR GAMES

YOUR FEED

YOUR PHONE

YOUR SERIES

How much English did you meet today?

REASON 01

Understand what you love.

Songs make more sense.
Jokes land. Stories feel closer.
Games become easier.

No subtitles. No waiting.

REASON 02

Travel with confidence.

Ask for help • Read signs • Order food • Solve a problem

You don't need perfect English.

YOU NEED USEFUL ENGLISH.

REASON 03

Meet more people.

> **One shared language can start a friendship.**

Your next friend, teammate or classmate may not speak Italian — but you may both speak English.

REASON 04

Learn without limits.

TUTORIALS VIDEOS FORUMS COURSES

English gives you more ways to find out.

When you understand more, you can learn more.

REASON 05

Keep future doors open.

STUDY • TRAINING • WORK • TRAVEL

You may not know which door you will choose yet.

ENGLISH KEEPS MORE OF THEM OPEN.

REASON 06

Make your voice travel.

CREATE. POST. PRESENT. COLLABORATE.

Your ideas can go farther than you do.

English helps more people hear them.



“But what if I make mistakes?”

GOOD.

That means you're using the language.

Fluency grows through trying — not through waiting to be perfect.

English is a skill, not a talent.

10

MINUTES

one song
one short video
five useful phrases
one 30-second voice note

SMALL PRACTICE. REAL PROGRESS.

Find your reason.

Which one is yours?

TRAVEL

MUSIC

PEOPLE

INDEPENDENCE

GAMING

STUDY

WORK

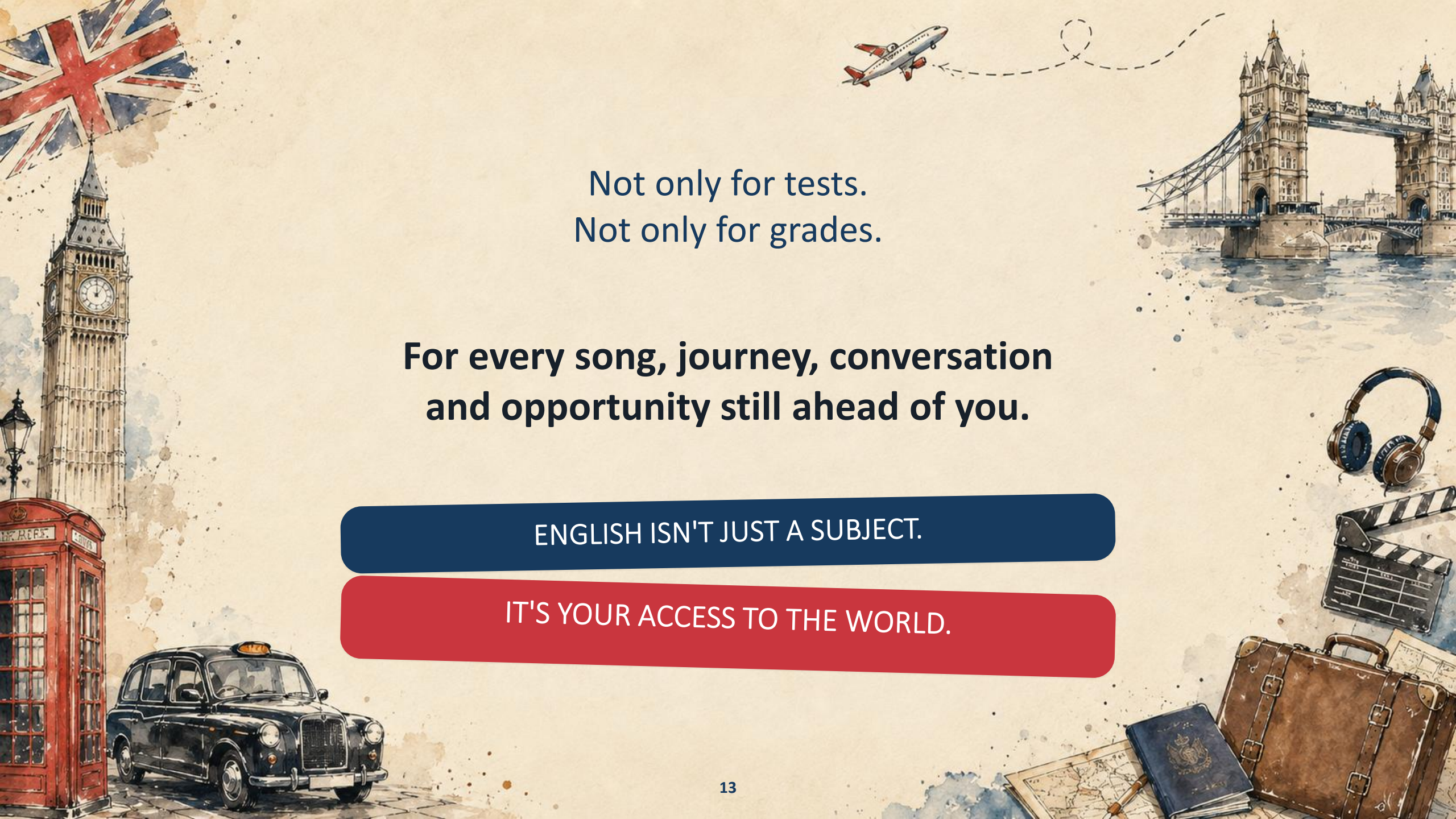
A personal reason is stronger than a grade.

YOUR 7-DAY CHALLENGE

This week, I will…

- □ watch one short video in English
- □ learn the chorus of one song
- □ change one app to English
- □ record a 30-second voice note
- □ use five new phrases in class

CHOOSE ONE. START SMALL.



Not only for tests.
Not only for grades.

For every song, journey, conversation and opportunity still ahead of you.

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