



10th Anniversary Edition



Idea

As predicted by a Guatemalan horse jockey in the late 17th century, Gymglish (aka A9 SAS) was born on February 6th, 2004, weighing a hefty 8 pounds and 4 ounces. Baby Gymglish came out of his mother with a green afro, a red Gymglish t-shirt and a simple dream: to create a new approach to e-learning.



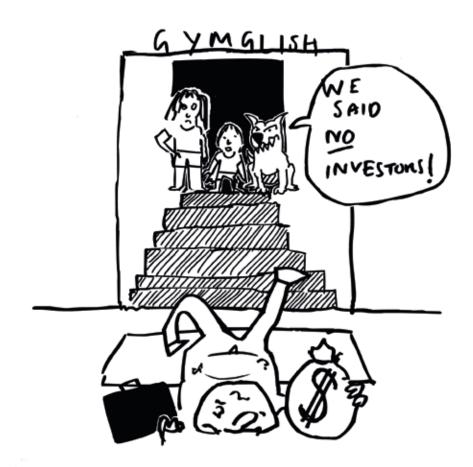
Fun

At a very young age, Gymglish was gifted an Artificial Intelligence Engine from a generous grandmother. Still, something was missing: a sense of humor. As nothing in France was available, an American was imported to help. Gymglish was ready to make its way in the world, with the most important tools in life: jokes and a robot.



Freedom

Gymglish grew up exposed to many influences: origami, rap music, wild rocks, etc. One thing the child couldn't tolerate however, was venture capitalists and financiers. Violent reactions included nausea, vomiting and loud cursing. Gymglish's parents promised that young G would never deal with these troublemakers. Instead, they instructed him to follow an improbable business plan: find customers, and spend less than you earn.



Passion

To be successful, Gymglish needed a solid team with good people, not just unpaid interns. It was hiring season: job offers were posted, pigeons released, telegrams delivered. Mothers sent cousins, cousins called friends, and friends found candidates. Eventually, a short list was made: not with the most experienced or best-educated candidates, but with the most passionate. And as everybody knows, in the Artificial Intelligence-powered online English teaching business, passion means everything.



Value

As Gymglish began to enjoy some modest notoriety, people began to wonder what, if anything, Gymglish was selling. T-shirts? Lighters? Panties? English lessons? One thing was clear, whatever Gymglish was selling seemed to connect with the public, and word began to spread. Why? Was it the originality of the learning experience? The quality of customer service? The absence of traditional advertising strategies? Probably the lighters.

PS. We sell English lessons.



Diversity

Diversity has always been a priority for Gymglish ever since the government imposed strict regulations on hiring practices. The current Gymglish team is made up of 9 different nationalities and 25 different hairstyles - a healthy mix of personable geeks, charming salespeople, adorable content writers, occasional interns, and a part-time hot-dog vendor named Mickey. Other noteworthy figures: there are 14.75 Gymglish babies, 2 Gymglish dogs, 3 Gymglish tattoos and 1 dead mouse somewhere in the office. Can you spot them all?



Plants

Gymglish takes its office space very seriously, which is why it is composed of 75% plants, 25% dance floor and only 3% desks. Plants serve a variety of purposes: oxygen generation, camouflage, t-shirt storage, dead body hiding place and emergency food source.

Did you know that Gymglish was once featured on national TV because we sometimes wear sandals? Serious stuff.



International

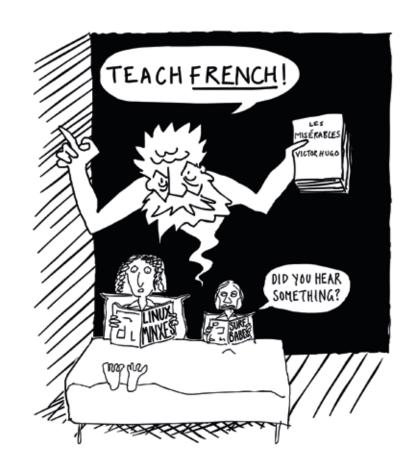
If there's one thing that Gymglish can't stand, besides venture capitalists and giraffes, it's overpopulation. The Paris team was becoming fat and lazy. Besides, we needed more room for plants. Rather than secretly murdering employees one by one, it was decided to create other small teams abroad. Branch offices were thus opened in two countries chosen for their high crime rates, political tension and pleasant beaches: Brazil and Israel.



Languages

In accordance with the Geneva conventions, English was declared 'obsolete' in 2012. Gymglish quickly turned its attention to the alleged language of the future: French.

Oui, oui, c'est vrai. Once the laughter dissipated, a new product was born - Frantastique (a classic story of aliens unfreezing Victor Hugo). After 8 years of messing around on an English training market that clearly had no potential, Gymglish was now ready to absorb the avalanche of French learners on the horizon.



Parties

As far back as we can remember, which isn't very far, Gymglish has made it a priority to throw an annual party. After starting with a guest list of mainly clients, partners, friends and family, our most recent parties have featured police, firemen and paramedics, only 5 of whom were on duty.

As a matter of fact, this booklet is being distributed at our 10th anniversary party! Are you having fun? We hope so. Also, the toilets are to your left.



Future

In summary: we send emails, we hate giraffes, we're ten years old, and apparently French is the future.

Thanks for your continued support... we continue to be both surprised and delighted by it! Merci.



10 unforgettable years

Special thanks to past and present team (including interns):

Alethea, Ana, Anna, Ana Carolina, Aurore, Caroline, Cecilia, Chloé, Claire-Noëlle, Déborah, Delphine, Doriana, Daniela, Elodie, Eloïse, Elsa, Elvina, Emilie, Florence, Gaëlle, Helen, Hélène, Heloïsa, Johanna & Johanna & Joanna, Johannes, Justine, Katja, Lara, Laetitia, Linda, Lucie, Marjorie, Maria-Rosa, Michelle, Michal, Nalu, Olga, Pauline, Ruth, Sarah & Sarah, Sophie, Swantje, Tamia, Tina, Valérie, Adrien, Alexandru, Andrew, Angel, Antoine & Antoine, Antonio, Aurélien & Aurélien, Ayoub, Benjamin, Benoît, Chris, Chakib, Dany, David & David, Emmanuel, Francis, Franck, François, Hervé, Hugo, JC, Jim, Johannes, Julien, Leo, Lionel, Mamadou, Marvin, Michael, Moti, Nicolas, Olivier, Paul & Paul, Pierre & Pierre, Philip, Philippe, Quentin, Romain, Rémy, Rudy, Sam, Samuel, Sofien, Tarik, Thomas & Thomas, Vitor and Yaniv.

And extra special thanks to all our customers, partners, suppliers, freelancers, translators, voice actors, coaches, advisors, families, friends and lovers, shareholders, lawyers, pets, accountants, bankers, neighborhood restaurants, musicians, hairdressers, neighbors and nannies. Thanks to Paris, the RATP, France, public loans, JEI and CIR tax breaks, thanks to Queen Elizabeth for creating English, thanks Europe, thanks to the Schengen agreement, thanks Americas (Canada too). Thanks world!



About us: Founded in Paris in 2004, Gymglish (A9 SAS) is an independent and self-financed company, created with the aim of offering a new approach to remote self-learning: to achieve high participation rates thanks to fun, personalized and concise content, and to ensure consolidation of acquired knowledge.

Gymglish is used today by nearly 1.5 million people worldwide, with more than 4000 client companies, and 100 partner schools and universities. Gymglish has since expanded its approach to two new products: The Rich Morning Show (2008, English for beginners and young students) and Frantastique (2012, French lessons).

The Gymglish team is made up of 25 people of 9 different nationalities, diverse skill sets, cultural backgrounds and sensibilities. The team works from three sites: Paris (headquarters), Tel Aviv, Israel and Florianopolis, Brazil.

Gymglish.com Frantastique.com Richmorning.com Thewordofthemonth.com Vatefaireconjuguer.com