



CALA

16. February. 2024

SUBJECT: PEAK SEASON SURCHARGE

Dear Valued Partners,

Greetings of Prosperity!

As we welcome 2024, it is with high hopes that this year shall witness faster recovery of the English language industry in the Philippines from the devastating toll of the pandemic that paralyzed business operations across the globe over the past three years.

Aligned with our common objective to ensure trust, beneficial dependency and continuing productive cooperation between and amongst us, it has been resolved and deemed vital by members of the association to introduce and set as an established practice to impose PEAK SEASON SURCHARGE on the prevailing education fees beginning this year.

A peak season surcharge amounting to 40 USD / week shall be added in the months of or for the whole duration between July.1.2024 and August.25.2024 for eight (8) weeks. (inclusive of commission).

For 2025, it will apply from July.7 2025 to August.31.2025 for eight (8) weeks.

As operational costs during peak season entails more staff and teachers to be employed and to be trained in addition to costs involved in facilities upgrade and other related expenses, income gained during peak season becomes more crucial in providing and ensuring quality English education, comfortable accommodation, and overall satisfaction of student-customers.

List of members of CALA to join this peak season surcharge are as below:

CELLA, Cebu Blue Ocean, CG, EV, PHILINTER, WINNING.

Sincerely,

A handwritten signature in cursive script that reads "injun kim".

Injun Kim

CALA President