Press Release

In Presence of H.H. Sheikha Latifa bint Mohammed bin Rashid Al Maktoum

Alef Education wins Mohammed Bin Rashid Arabic Language Award for Best Arabic Education Initiative in Schools

Dubai, October 24, 2025: Alef Education, a UAE-based global leader in education technology, has won the Mohammed Bin Rashid Arabic Language Award in the subcategory of '*Best Initiative for Teaching Arabic in School Education'* for its innovative application *Abjadiyat*, a comprehensive digital platform that delivers engaging Arabic language learning experiences for K–4 students.

Dr. Aishah Al Yammahi, Strategic Advisor at Alef Education, received the award during a ceremony held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and on the sidelines of the 11th International Arabic Language Conference.

The Mohammed Bin Rashid Arabic Language Award, which honours outstanding achievements in the field of the Arabic language, is the highest accolade of its kind. The award seeks to achieve several ambitious goals, such as solidifying the UAE's position as a hub of excellence for the Arabic language, enhancing the language's global standing, supporting initiatives that advances its teaching and expand its usage, showcasing and celebrating distinguished initiatives and success stories across various fields, motivating the next generation to innovate in the field of linguistics, and reaffirming the importance of the Arabic language.

Dr. Aisha Al Yammahi expressed her pride in receiving the award, noting that it represents a significant milestone in Alef Education's record and marks a new chapter in its ongoing commitment to empowering students and teachers, while further supporting the educational ecosystem, particularly in the teaching of the Arabic language.

"We extend our deepest gratitude and appreciation to the Mohammed Bin Rashid Arabic Language Award, which draws its ambitious goals, noble purposes, and honorable mission from the visionary thought of His Highness Sheikh Mohammed bin Rashid Al Maktoum. His Highness's forward-looking vision continues to empower knowledge, inspire creativity, and promote a culture of excellence, while preserving our Arabic language and improving its teaching methodologies, as it embodies the essence of our identity and cultural heritage." said **Al Yammahi**

Al Yammahi added: “It is a great honour to receive this prestigious award, which inspires us to continue innovating educational technologies that empower future-makers, advance the learning ecosystem, and preserve the Arabic language. This achievement further strengthens our commitment to enhancing student learning and equipping teachers with the resources they need to prepare a generation capable of shaping the future.”

Alef Education was given this award for its solution ‘Abjadiyat,’ a comprehensive digital application designed for schools in alignment with the UAE Ministry of Education’s standards. Utilizing cutting-edge, game-based learning technologies, the application offers early-stage native Arabic speakers an engaging educational experience that helps build a solid linguistic foundation.

The ‘Abjadiyat’ application offers a wide range of benefits to all stakeholders within the educational system, including students, educators, administrators, and school principals. It enables students to seamlessly access targeted educational content and complete their assignments. For educators, ‘Abjadiyat’ provides a specialised teaching platform that includes two structured pathways, comprehensive lesson plans, customizable tools, and a variety of guided books and reading resources. The platform further gives administrators and educational leaders a comprehensive overview of school performance, including information on monitoring students and classrooms and weekly progress reports that support data-driven decision-making.

Alef Education’s win of the Mohammed Bin Rashid Arabic Language Award for Best Arabic Education Initiative in School Education adds another milestone to its portfolio of achievements and excellence in educational innovation. This recognition reflects the company's groundbreaking initiatives and projects launched over the past few years, which aimed at enhancing education by utilising modern technologies and AI applications.

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About Alef Education

Founded in 2016, Alef Education (ALEFEDT on the Abu Dhabi Stock Exchange) is an award-winning AI-powered learning solutions provider that is redefining the educational experience for K-12 students. The Company has established a strong presence in the education technology sector, operating in approximately 14,000 schools across the UAE, the US, Indonesia and Morocco. Its flagship AI-integrated Alef Platform offers personalised learning experiences to more than 1.5 million registered students, enabling them to work at their own pace and reach their full potential anytime, anywhere. With a 100% penetration rate in Cycle 2 (Grades 5-8) and Cycle 3 (Grades 9-12), Alef Education has a proven track record of improving student engagement and achievement, with test scores in Indonesia increasing by 8.5% in Arabic and maths.

The award-winning Alef Platform provides AI-powered learning and teaching solutions that use real-time data to drive improvements across the education system. Alef Pathways is a student-centred, self-paced supplemental math program. Abjadiyat is an Arabic language learning platform that provides engaging and interactive content from kindergarten to Grade 4. Arabits is a complete Arabic learning system for non-native speakers that helps students of all ages learn, practice, and improve their Arabic language skills using AI.

Alongside supporting students throughout their educational journey, Alef Education supports 67,000 educators with tools that enrich instruction and enable high-impact interventions to improve student learning outcomes. Alef Education promotes engagement, achievement and equity in learning, preparing students for success in an ever-evolving world.

For more information, visit www.alefeducation.com.

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