



LumApps Actualizes Microlearning Vision with Acquisition of Teach on Mars

Austin, Texas - 12.04.2023. Teach on Mars becomes LumApps Learning following the finalized acquisition of the startup headquartered in Sophia-Antipolis on the French Riviera. With mobile-native technology harnessing the latest advances in artificial intelligence and collaborative learning, LumApps Learning will increase LumApps' total addressable market and empower employees with a smart, social, and connected learning experience.

In an exciting move for the future of enterprise learning, LumApps, now emerging as a superapp in the realm of intranet software solutions, is thrilled to announce its recent acquisition of Teach on Mars, a pioneer in mobile-first microlearning solutions. This acquisition brings together the best of both worlds - LumApps transcends its role as a leading provider of intranet software, embracing the superapp concept by integrating advanced intranet capabilities with cutting-edge microlearning, setting the stage for a transformative learning experience and positioning LumApps as a one-stop digital hub for enterprise productivity and education.

In today's fast-paced digital age, the demand for quick, efficient, and engaging learning has never been higher. Modern learners, especially those in the corporate sphere, whether they are behind a desk or a frontline worker, seek training experiences that align with their on-the-go lifestyles. LumApps' acquisition of Teach on Mars emphasizes our commitment to this vision and serves as a differentiator by democratizing content creation and consumption through personalized, profiled microlearning experiences delivered in the flow of work.

LumApps Learning is mobile-first and ensures that training is immediately accessible, whether at a desk or via mobile devices, blending seamlessly into the on-the-go lifestyle of today's employees. Moving beyond mere information dissemination, our vision is to engage employees with collaboration and gamification to make learning a vivid, interactive journey.

"With the acquisition of Teach on Mars, we are adding a new brick to our platform, which becomes the only intranet integrated with all business applications, adapted to large companies, enabling employees to access company information, communicate with their peers, gain in productivity, and now, to learn and train. I have great admiration for Teach on Mars, Europe's leading mobile learning solution. Together, we want to build a visionary solution for the future of corporate work" said Sébastien Ricard, CEO of lumApps.

LumApps Learning is multilingual, scalable, customizable, and seamlessly integrates with LumApps intranet software, enhancing its functionality and user experience. Designed with modern employees in mind, it offers intuitive navigation, making e-learning simple yet engaging, impactful, and fun. With pre-existing or freshly curated content creation that leverages video integration, AI, and the LumApps knowledge base, organizations can foster a collaborative learning environment

with embedded social & community features, all equipped with real-time analytics to ensure businesses can derive actionable insights from learner metrics.

"The partnership we have built with LumApps is so obvious that it seems natural to our employees and customers: to extend micro-learning to everyone in the company and make learning a part of an employee's everyday workflow by nestling at the heart of the employee experience. The synergies with LumApps will enable us to accelerate the roadmap and attack new markets, particularly in the United States" said Vincent Desnot, CEO of Teach on Mars.

As the pace of business accelerates and attention spans shorten, microlearning modules provide a time-efficient and effective method for employees to acquire new skills and knowledge. Recent research highlights the growing importance of microlearning in organizations.

"We've been using the Teach on Mars solution to train our sales staff for almost 10 years, and have been able to watch this start-up grow into a leader in mobile learning solutions. LumApps has been our internal communication platform since 2020. I'm therefore very positive about this merger, which should enable us to develop synergies to create a powerful learning ecosystem for Clarins employees and help accelerate the development of innovative features." said Claire DELOUIS - Digital Learning & Innovation Director - CLARINS

This is the fourth acquisition LumApps has made since 2021 to deliver on its vision of engaging, enabling, and empowering employees with a modern, smart digital headquarters that is designed for people and built for the future.

To learn more:
Visit [our website](#)

About LumApps:

LumApps is the only intranet packaged solution that enables employees to feel connected to their organization and engaged in their work from anywhere. By delivering a modern, smart digital headquarters, LumApps is revolutionizing employee engagement and productivity at work. LumApps utilizes an AI-powered platform to make smart, targeted internal communications more effortless, and centralizes important HR resources and business apps into a single platform, regardless of the collaboration suite: Google Workspace or Microsoft 365. With more than 5 million users worldwide and various clients such as Publicis Sapient, Ascension Health, McGraw Hill Publishing, and Dish Network, LumApps continues to co-create to solve challenges and improve employee experience and the future of work.

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