



# LANGUAGE IS AN ADVENTURE

Inspire your library patrons to explore, through language learning, the amazing cultures of the world that surrounds them. **It will forever change their lives.**

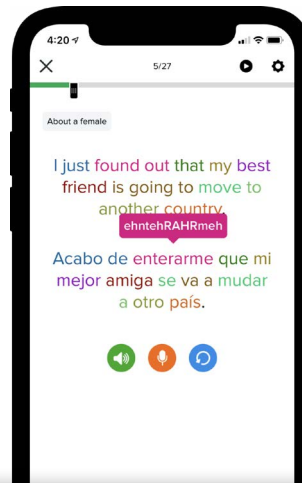
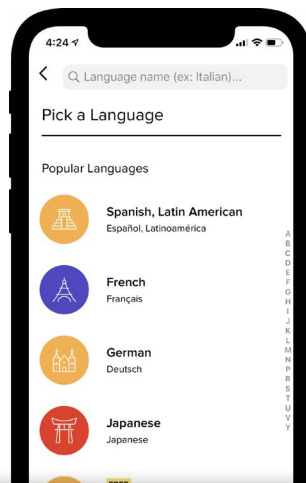
Over 70 languages to explore

Tap every word to get help with pronunciation

Match your voice to native speakers

## Self-paced, intuitive, and accessible

Mango combines award-winning technology with our **proven** language acquisition methodology, Intuitive Language Construction.



### WHAT YOU GET



#### Effective & Fun language learning

- Conversational, bite-sized lessons
- Listening & Reading Activities
- Critical-thinking and memory-building exercises
- More than 20 ESL/ELL/ESOL paired-approach courses for learners of English



#### Flexible integration, set-up and dedicated admin support

- Custom integration, simple set-up, and assisted roll-out
- Usage and progress tracking dashboard
- Free downloadable promotional materials



#### Learning beyond the library

- Mobile apps on iOS & Android for learning on-the-go
- Fully accessible on library or home desktop
- Downloadable lessons available offline
- Family profiles for at-home learning support



#### Boost usage with personalized marketing support

- Free downloadable social content
- Updated social media banners
- Monthly email newsletter with promotional materials
- Limited-edition Mango gear through Mango Market

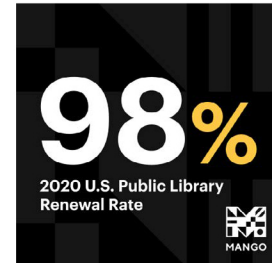
# Highly-Rated, Highly-Requested

How does Mango compare? Don't take our word for it, see how users rate us. Engaging and interactive, our language-learning app is the Highest-Rated.

Highest-Rated Language-Learning app*		
Platform	🍏 App Store	📺 Google Play
Mango	4.8 ★★★★★	4.8 ★★★★★
Rosetta Stone	4.8 ★★★★★	4.6 ★★★★★
Duolingo	4.7 ★★★★★	4.7 ★★★★★
Babbel	4.4 ★★★★★	4.6 ★★★★★
Pronunciator	4.5 ★★★★★	4.4 ★★★★★
Rocket	3.1 ★★★	3.8 ★★★★★
Transparent	3.0 ★★★	2.7 ★★

\* Based on App Store 4.8 star rating and Google Play 4.8 star rating. Compared to the leading language learning app brands. As of December 7, 2020. The information provided is for general informational purposes only. All information herein is provided in good faith, however Mango makes no promise or guarantee as to the outcome from the use of its products and services.

We set a record in 2020 for our highest U.S. Public Library account renewal rate ever.



## Mango works. Here's the proof.

A lot of language resources claim to be effective, but most don't have the **third-party research to back it up.**



### Speaking ability

Mango ranks as a top performer in oral proficiency improvement.

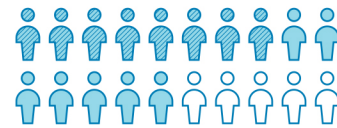
These figures are based on the TrueNorth Test ACTFL estimates.<sup>2</sup>



**85%**  
improved their oral proficiency



**7.7 hours**  
average study time with Mango needed to improve by one ACTFL sublevel



**74% of participants increased their ACTFL proficiency by at least one sublevel**

**39.1% of participants increased their ACTFL proficiency by at least two sublevels**

Improvements in language ability were measured by observed changes in participants' scores on two language tests that they took before and after studying with Mango. These included an oral proficiency test (TrueNorth Test<sup>2</sup>) that maps to internationally recognized language proficiency scales like ACTFL<sup>1</sup> and CEFR<sup>3</sup>, and a college placement test that assesses reading, vocabulary, and grammar (WebCAPE<sup>1</sup>).

## LIBRARIES LOVE MANGO

*"The Mango team is a true partner in the product's success in our community. The social media assets, the merchandise and the quality of service is excellent."*

*"One of the best things about working with Mango is the customer service. The marketing materials are great and we love the Mango Market. The staff gets really excited when packages arrive."*

*"Compared to a previous vendor, we saw a 23% increase in usage this year with Mango."*



- Bobby Webb  
Virtual Branch Manager  
Lexington Public Library  
Lexington, Kentucky



- Karilyn Stewart  
Senior Librarian  
Calabasas Library  
Calabasas, California



- Amy Rodda  
Director of Adult Services  
Pikes Peak Library District  
Colorado

<sup>1</sup> WebCAPE: College placement test that assesses reading, vocabulary, and grammar.

<sup>2</sup> TrueNorth Test: Oral proficiency test that maps to internationally recognized language proficiency scales like ACTFL<sup>1</sup> and CEFR<sup>3</sup>.

<sup>3</sup> American Council on the Teaching of Foreign Languages (ACTFL)  
For comparative and educational purposes only. No association or affiliation with Mango Languages.

<sup>4</sup> Common European Framework of Reference for Languages (CEFR)  
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**DISCLAIMER:** The "American Council on the Teaching of Foreign Languages (ACTFL)" guidelines and "Common European Framework of Reference for Languages (CEFR)" levels are the property and/or marks of their respective owners and have no official association with Mango Languages or any of its subsidiaries or affiliates. Neither ACTFL nor CEFR have in any way endorsed, sponsored, or otherwise agreed to partner or be associated with Mango Languages, and no such partnership or association is intended or implied.

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