

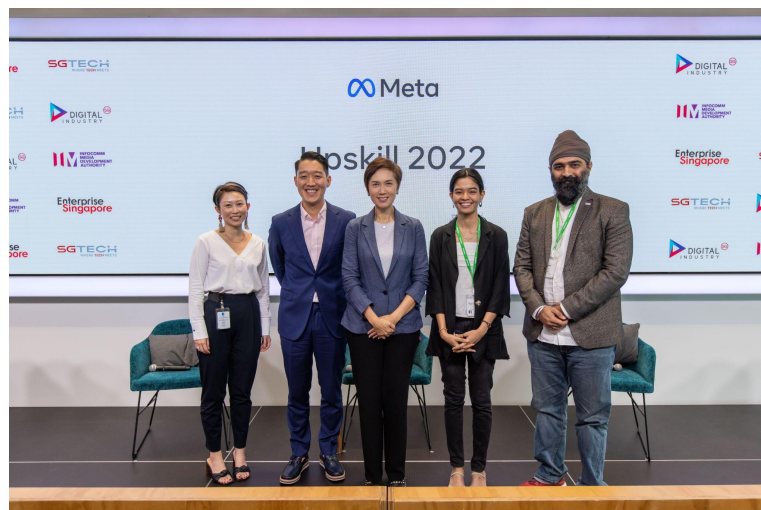
FOR IMMEDIATE RELEASE

Meta launches new digital upskilling initiatives to bolster its 2022 programme
Software engineering and AR/VR creator academy part of new content line-up

Singapore, 14 June 2022 - Meta today announced updates to its Upskill initiative as it bolsters its 2022 programme for Singapore, deepening its support and empowering Singaporeans for the digital jobs of today and the future, and furthering Singapore's Smart Nation ambition. The Upskill 2022 programme will welcome the Meta Immersive Learning Academy (MILA), an educational programme that will enable beginner and professional augmented (AR) and virtual reality (VR) creators to build their skills and capabilities. Singapore will be the first country to launch MILA in the region.

Upskill, which is Meta's largest training initiative in Singapore, launched in 2021 and is targeted at students, job seekers, working professionals, academics and businesses. The expanded Upskill programming also introduces new Coursera certification programmes for software engineering, where Meta will offer 200 scholarships for Singaporean learners; an exclusive Meta Career Programs Job Board for Meta-certified professionals; and Boost 2.0 – a mentoring programme for Singapore SMEs, curated by Meta in partnership with SGTech. Upskill is supported by the Infocomm Media Development Authority (IMDA), Enterprise Singapore (ESG) and Digital Industry Singapore (DISG).

With the metaverse expected to add \$1 trillion¹ to the APAC economy by 2031 and the need to increase Singapore's digital workers to 1.2 million² – up 55% from current levels – by 2025, Meta's investment in these new initiatives is the company's contribution to ensure Singapore's workforce has the necessary skills to participate in the next evolution of the internet. Singapore's burgeoning creators ecosystem will also receive a boost from MILA, which will help spearhead the next generation of creators to earn the necessary certifications to build a career in AR and VR.



(L-R) Clara Koh, Head of Public Policy, Singapore and ASEAN at Meta, Damian Kim, Singapore Managing Director at Meta, Josephine Teo, Minister of Communications and Information, Aisyah Aman Aljunied, Upskill 2021 Graduate and Rajeshpal Singh, Director of Government Affairs & Strategic Partnerships at SGTECH

¹ Analysis Group. (2022, May). *The Potential Global Economic Impact of the Metaverse*.

<https://www.analysisgroup.com/globalassets/insights/publishing/2022-the-potential-global-economic-impact-of-the-metaverse.pdf>

² AlphaBeta. (2021, February). *Unlocking APAC's digital potential: changing digital skill needs and policy approaches*.

<https://pages.awscloud.com/APAC-public-DL-APAC-Digital-Skills-Research-2021-learn.html>



(L-R) Minister Josephine Teo leaving a message on the Facebook Wall; Attendees from today's Upskill event

To mark the launch of the initiative, Meta hosted a private panel discussion on the topic of Upskilling and Digitalisation, with guest of honour Josephine Teo, Minister for Communications and Information; Damian Kim, Singapore Managing Director at Meta; Rajeshpal Singh, Director of Govt Affairs at SGTech; Aisyah Aman Aljunied, Upskill 2021 Graduate; and moderator Clara Koh, Head of Public Policy for Singapore and ASEAN at Meta.

"We are extremely encouraged by the reception we've seen for Upskill since its 2021 launch, and in just over a year, our initiatives have benefited more than 3,600 individuals and 300 SMEs," said Damian Kim, Singapore Managing Director at Meta.

"This is why we are proud to announce the four new upskilling initiatives today, as we continue to play an active role in supporting Singapore's talent. To unlock the potential for our communities to use emerging technology to live, work and play, we need to invest in skills development and training. These new initiatives will further provide the Singapore community and local businesses not only with invaluable skills, but also enable them to find and create jobs and industries of the future."

"As new opportunities such as the metaverse emerge, skills such as software engineering and AR/VR will only become more relevant. Meta's Upskill initiative will equip Singaporeans and our SMEs with the necessary digital skills to adapt and compete in a fast changing world. We look forward to partnering with Meta and other leading tech players to position Singapore to capture these growth opportunities, and build a great tech ecosystem here," said Ang Chin Tah, Senior Vice President of DISG.

"When choosing between digital marketing certifications, there were two things that were important to me. Firstly, having one from an established organisation, such as Meta, to give me an edge and help with job hunting. I also wanted a course that would allow for more hands-on learning, so that I would eventually be confident enough to run my own social media campaigns from start to finish," said Aisyah Aman Aljunied, a 2021 graduate from Meta's Social Media Marketing Professional Certificate which launched last year, and recently secured a full-time marketing position at a local SME.

The four programmes will run in phases from June 2022. For more information, please visit <https://upskillsg.splashthat.com/>.

-ENDS-

About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

Media Contact

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Annex - Programme Information and Additional Partner Quotes

Programme Excerpts

The Meta Immersive Learning Academy (New Initiative)

The MILA is designed to deploy educational programmes to anyone keen to explore the rapidly growing field of extended reality (XR) technologies. This includes beginner creators all the way through to advanced augmented reality (AR) and virtual reality (VR) professionals. The MILA curriculum will include online training via the Meta Blueprint learning platform.

Meta Boost 2022 (Updated Curriculum)

Designed for Small and Medium Enterprises (SMEs), Boost is developed in partnership with SGTech and with support from ESG, and aims to help up to 1,000 SMEs adopt online solutions to deepen and strengthen their businesses for eventual recovery post the pandemic. The 2022 update will now involve new workshops and masterclasses, with a mentoring programme for local SME employees hosted by Meta. The mentorship will cover social and digital marketing capabilities, as well as crucial business growth areas, such as product development, HR and finance.

Meta Career Programs: Software Engineering Professional Certificates (New Curriculum on Coursera)

In 2022, Meta will introduce new learning programmes in software engineering on the Coursera platform for anyone who wants to launch their career as a [Front-End Developer](#), [Back-End Developer](#), [iOS Developer](#), [Android Developer](#), or a [Database Engineer](#). Learners will be guided through each step to ensure they master the core skills at their own pace. They will also build on-the-job experience through hands-on projects that will help them land their next job.

Meta will provide 200 scholarships for Singaporean learners targeting entry level software engineers regardless of education, background, with no degree or experience necessary. Through exclusive virtual fireside chats and in-person brown-bag lunches, scholarship recipients will be able to speak directly with Meta software engineers, gaining insights into what it is like to work in a technology company, career growth opportunities, and on-the-job challenges.

To further support learners who are navigating career transitions or just starting their career journey, Meta's recruiting team is hosting a series of workshops to offer direct resume guidance and interview preparation tips. The first of these workshops begins on 6 July 2022, exclusively for Meta's Upskill programme graduates and participants.

Meta Career Programs Job Board (New Initiative)

New to the Upskill initiative this year, the Meta Career Programs Job Board is exclusive to Meta certified professionals, and will link them with 200+ top employers globally who have committed to sourcing talent through Meta Career Programs. Meta Career Programs offers free online courses where learners can gain in-demand digital skills in high growth fields and earn an industry-recognised credential. 87% of certified learners experienced improved knowledge. By sourcing talent through this Job Board, employers can also tap into a pool of highly-qualified candidates from diverse and inclusive backgrounds. 79% of employers say certified employees produce higher quality work.

Programme Information

	Meta Career Programs: Software Engineering Professional Certificates	Meta Career Programs Job Board	Meta Immersive Learning Academy	Meta Boost
About the programme	<p>Software Engineers are among the highest-paid jobs in the tech industry and the need for this skillset is on the rise.</p> <p>Meta provides 200 scholarships for Singaporean learners targeting entry level software engineering learners regardless of education, background —no degree or experience necessary.</p> <p>Our current career credentialing programmes are for anyone who wants to launch their career as a Front-End Developer, Back-End Developer, iOS Developer, Android Developer, and Database Engineer.</p> <p>In these learning programmes, learners will be guided through each step to ensure they master the core skills at their own pace. They will also build on-the-job experience through hands-on projects that will help them land their next job.</p>	<p>The Meta Career Programs Job Board is an exclusive job search platform that connects Meta certified professionals with 200+ top employers who have committed to sourcing talent through Meta Career Programs.</p> <p>Meta Career Programs offers free online courses where learners can gain in-demand digital skills in high growth fields and earn an industry-recognized credential. 87% of certified learners experienced improved knowledge.</p> <p>By sourcing talent through this Job Board, employers can also tap into a pool of highly-qualified candidates from diverse and inclusive backgrounds. 79% of employers say certified employees produce higher quality work.</p>	<p>The Meta Immersive learning Academy (MILA) offers a complete journey for anyone keen to explore the rapidly growing field of extended reality (XR) technologies. It is designed to deploy educational programmes such as the Spark AR Curriculum, which teaches creators how to build AR experiences using Spark AR. Today, this ranges from AR effects that are applied to people and objects, and are increasingly applied to places and spaces in the world around us.</p> <p>The ILA also features a creators ecosystem that allows the next generation of creators to earn the necessary certifications to build a career in augmented reality, have a chance to be mentored by industry experts, participate in real life briefs, and monetise and market their Spark AR creations.</p>	<p>The Meta Boost programme aims to provide free educational workshops and is designed to empower local businesses and communities with digital skills that can help them engage successfully.</p> <p>The programme includes a range of digital formats that can be used to help deliver education and diverse perspectives from partners and businesses.</p> <p>This year's programme includes a range of webinars and a mentoring programme for local SMEs. The mentorship will cover social and digital marketing capabilities as well as crucial growth areas such as product development, HR and finance.</p>
Recommended for	<p>Students and entry-level working professionals and career-switchers seeking to develop software engineering skills</p> <p>Scholarship eligibility requirements:</p>	<p>Meta certified professionals who are looking to launch their career in the tech industry in Singapore</p> <p>Companies looking to hire Meta certified tech talent in Singapore.</p>	<p>Students, learners and creators looking to learn how to build AR experiences using Spark AR</p> <p>Up to 300 students, comprising Secondary and tertiary students, will experience a Spark AR</p>	<p>Small business owners or small business marketers</p> <p>Up to 1000 SMEs with a focus on F&B, retail and services will be</p>

	Singaporeans and PR, minimum age 17 years old An initial 200 slots open		Bootcamp programme in collaboration with the IMDA More ILA programmes will be rolled out in the near future	invited to training webinars
Certification	<ul style="list-style-type: none"> • Front-End Developer Professional Certificate • Back-End Developer Professional Certificate • iOS Developer Professional Certificate • Android Developer Professional Certificate • Database Engineer Professional Certificate 			
Availability	August 2022	2H 2022	2H 2022	2H 2022
Cost	Free 1 year scholarship at USD49 a month per participant, fully borne by Meta	Free	Free	Free (By invitation)
Duration	1 year	-	-	1 year

Additional Partner Quotes

"In the coming years, XR technology will take centre stage as entry points to a "new internet" or "metaverse". AR allows people to interact with digital art through our senses: touching, seeing and hearing. People can wear art on their face or body, place 3D digital artwork in their real world environment or be transported to a virtual world for a 360 degree experience viewed through a smart device. The applications for AR are found across a multitude of industries - from healthcare to manufacturing and finance to creative. By using gesture-based interaction, AR enables people to experience a deeper connection with a message or call-to-action, far more than traditional methods of communication. That's why Upskill is vitally important - to ensure that everyone in Singapore has the

chance to learn how to harness the power of Spark AR - the world's largest mobile AR platform - to transform the way we educate, communicate and entertain.” – Kay Vasey, Founder and Chief Connecting Officer of creative technology studio MeshMinds.

“Our partnership with Meta was a significant milestone in our work to empower female talent. We were supported in our mission to create gender equality in the workplace, by ensuring that skills would not be a dividing factor. This year, we look forward to recommencing our partnership with Meta, to continue to create an inclusive workplace for all.” – Sher-li Torrey, Founder of Mums@Work Singapore. Mums@Work is a social enterprise dedicated to supporting women to find work-family balance, where its members were provided scholarships to attend Upskill’s 2021 programmes.

“We’re really happy to have partnered with Meta over the years on a number of different projects including Meta’s Upskill programme. We believe that programmes like this help to improve and increase access to tech for all.” – Nurul Jihadah, Founder of The Codette Project. The Codette Project is a non-profit ground-up initiative that aims to get more minority and Muslim women into technology. The community was also invited to participate in Upskill’s 2021 programmes on scholarship.

“Fostering new skills for the digital economy must remain a top priority for every organisation and its employees in Singapore. As one of Meta’s key global partners, and while serving as Master Media Agency for the Whole of Government, Publicis is committed to sharing this journey to serve immediate and future needs of our local workforce, with common values and purpose.” – Ian Loon, Chief Executive Officer (Media & Digital), Publicis Groupe Singapore. Publicis is part of the Meta Career Programs Job Board, where employers will be connected to job seekers who have earned a Meta Certification.