

LETTER FROM CEO

“We are ready to offer *truly personalized learning*, where every student can reach their maximum potential”

For the first time, I am participating as the company’s CEO in this corporate report, which summarizes Santillana’s main actions in 2025, and sets out our commitment to transparency and dialogue with our stakeholders.

The title, **“Learn with Intelligence”** is no coincidence: it refers to a year in which innovation and technology—especially artificial intelligence—have continued to redefine the direction of education in Latin America and the rest of the world.

For Santillana, AI does not mark the end of the road, but the beginning of a new way of learning and teaching. Based on this belief, we promote pedagogical innovation and the strategic use of digital resources, combining knowledge and creativity to transform education.

To face this challenge, we have a solid roadmap, with clear objectives and projects that are already generating a real impact on educational processes:

- **Projects that accompany schools and, particularly, teachers.** We are convinced of their irreplaceable value as a driver of learning. Our solutions do not replace teachers or intrude in the classroom. Instead, they are naturally integrated, strengthening the teacher’s role and expanding the possibilities for understanding and supporting each student.
- **Projects that also involve families,** recognizing them as an essential part of the educational process and facilitating their active participation in their children’s learning.



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- And, of course, projects that offer **students purpose-oriented education** that is more accessible and effective, promoting their integral development, critical thinking, and motivation. Today, we are prepared to offer truly personalized learning, where every student can reach their full potential.

These solutions would not be possible without the talent, commitment and collective intelligence of the more than 3,400 professionals who are part of Santillana. Their dedication and educational vocation have been key to consolidating Santillana as the leading company we are today, and they will be equally decisive in building that exciting future that we want to lead.

Because learning intelligently is not just about incorporating technology. It is also about putting it at the service of people, knowledge, and life-changing education.

Alberto Polanco, CEO of Santillana