

24 August 2018



ASX Announcement

SkoolBag announces the new SkoolBag Mobile App, SkoolBag eNewsletter feature, new partnership with Samsung, and updated pricing

- SkoolBag releases a new mobile app and adds an electronic school newsletter (eNewsletter) feature to the SkoolBag All-in-one suite.
- SkoolBag has partnered with Samsung Electronics Australia to bring the SkoolBag App to the Samsung Family Hub(™) Refrigerator range.
- SkoolBag announces pricing increase to reflect the increased value in the new SkoolBag All-in-one suite.

New SkoolBag App and SkoolBag eNewsletter feature:

SkoolBag released the new SkoolBag app to a limited audience last week and will continue the roll out to all customers over the next month. The new app has been re-designed and re-built from the ground up in the latest mobile technology.

Commenting on the new app, SkoolBag CEO, Brad Cohen, said: “The new SkoolBag smartphone application taps into a range of native mobile phone (Android and iOS) functionality, delivering an improved user experience and a foundation upon which we can bring new and enhanced functionality to our customers which was not possible from our existing application.”

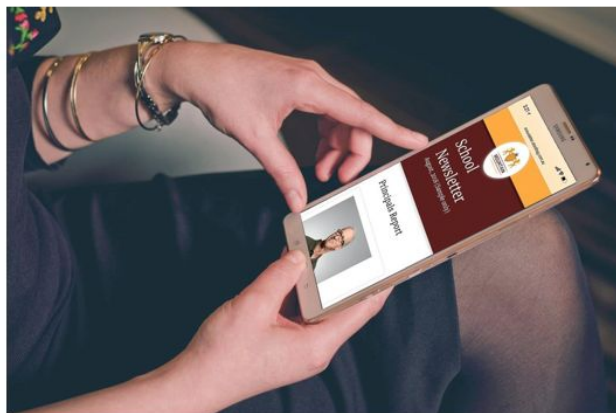
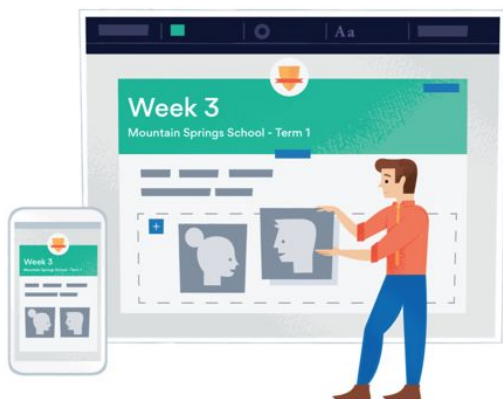
Amongst improvements in performance, design and technical capability, a major driver for the new technology behind the app is that it provides the platform upon which seamless integration for partners and new features becomes possible. SkoolBag has received considerable interest from partners to integrate into the SkoolBag ecosystem and we are exploring a number of opportunities that will bring added value to our customer base.



SkoolBag this week also released their latest feature, SkoolBag eNewsletter, which will be available as part of the SkoolBag All-in-one plan. The eNewsletter feature includes an easy to use content management interface for schools. Professionally designed newsletters can be created in minutes - with no prior expertise in digital publishing required. These newsletters can be shared to the school community instantly, in a format that can be easily viewed on any mobile, tablet, or PC.

Miles Thomas, SkoolBag's Head of Marketing and Growth commented, "Most schools in Australia are either printing their newsletters and sending them home, a costly, cumbersome and environmentally unfriendly approach, or sending PDF newsletters to their parents and communities. Readability of PDF newsletters is challenging on mobile devices and lacks reporting functionality. Our new eNewsletter technology saves time, money and the environment, whilst delivering enhanced accessibility options, instantly translating into other languages and the ability to increase the font size so that it can be easily read on any device."

For more information and to view an example, please visit the [SkoolBag eNewsletter website](#).



SkoolBag All-in-one Suite pricing changes:

Over the past 6 years, SkoolBag has kept its price constant. As a result of considerable enhancements and value add features, we have increased our pricing to take into account both the new functionality as well as CPI increase.

Samsung Family Hub[™] Refrigerator SkoolBag App:

SkoolBag is excited to be able to showcase the portability of the SkoolBag App to smart devices and has partnered with Samsung Electronics Australia to bring the SkoolBag App to the Samsung Family Hub[™] Refrigerator range.

The SkoolBag app on Samsung Family Hub[™] enables parents to submit absentee or permission slips, receive important communications and notifications for upcoming events like swimming or athletics carnivals and parent teacher interviews.

Jeremy Senior, Director Home Appliances at Samsung Electronics Australia said: "Australian families are busier than ever. Staying on top of school events, sporting commitments and social activities plus the day-to-day responsibilities parents take care of can be challenging. The fridge is often the heart of the family home so adding the SkoolBag app to the Family Hub means families can quickly get on top of their day as they're preparing breakfast or packing school lunches. The addition of SkoolBag continues Samsung's commitment to make people's lives more convenient and easier to manage so they can spend less time on chores and more time doing the things they enjoy."

The SkoolBag app is available on Samsung Family Hub[™] refrigerators that have the latest firmware upgrade.

The Samsung Family Hub SkoolBag app is the first example of the new innovative approach that the SkoolBag team is working on to help simplify the interaction between parents and their kids' school.

For more information, please see the Samsung announcement at:
<https://www.samsung.com/au/news/local/family-hub-simplifies-the-school-routine/>



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