

2016 Investor Day



An experienced Global Leadership Team



Rebekah O'Flaherty,
Chief Executive Officer
Acting Chief Product Officer

- Extensive experience in technology companies and digital in the United States, Europe and APAC
- Previously Vice President Hewlett Packard, Executive Director Telstra, General Manager Origin Energy
- Commenced Jun 2016



Simon Perry,
Chief Information Officer

- 20 years of global experience in leading technology teams
- Previously led the technology function for Core Logic and Veda
- Commenced Aug 2016



Jonathan Kenny,
Chief Financial Officer

- 20 years+ experience in finance and operations roles for ASX listed and multinational corporations
- Previously Chief Financial Officer of ASX listed RP Data Limited and Bravura Solutions Pty Ltd
- Commenced Mar 2014



Robert Mercer,
Chief Sales & Marketing Officer

- Extensive experience in sales, marketing, training, development and general management
- Previously Senior Vice President Global Sales & Services for Enterprise & Education at Rosetta Stone
- Commenced Jul 2016



Tania Black,
Chief People Officer

- Extensive experience in leading people strategy, with focus on business transformation in the media sector
- Led the integration of HR across Nine Entertainment Co
- Commenced Nov 2015



3 Year Strategic Priorities

Build upon 3P's foundation of

- Talented team
- Strong customer advocates (students, parents and teachers)
- Award-winning product brands
- Recurring SaaS business model
- Large installed base to accelerate profitable global growth

Year 1 Strengthen Product Portfolio and Build a Scalable Global Operating Model
Prioritising Product Development and Innovation, developing Scalable Sales and Marketing Model
Implementing a Global Operating Model

Year 2 Optimise Sales

Leverage our scalable Global Operating Model to grow sales through product and geographic expansion

Year 3 Accelerate Growth

Culture and Talent



IntoScience



A photograph of three children sitting on a grassy field under a blue sky with white clouds. The child on the left is a boy with brown hair, wearing a dark blue shirt and shorts, holding a large dark blue book up to his face. The child in the middle is a girl with blonde hair, wearing a blue and white striped shirt and shorts, holding a large green book up to her face. The child on the right is a boy with dark hair, wearing an orange shirt and khaki shorts, holding a large tan book up to his face. A semi-transparent blue rectangle is overlaid on the left side of the image, containing the text 'Strengthening the Product Portfolio'.

Strengthening the Product Portfolio

Revitalising our flagship product



Mathletics: The story so far

- First of its kind
- Student focussed
- Practice of skills
- Immediate feedback

Licences

2011	2.4 million
2014	4.3 million
2016	5.7 million



2006



2009



2015

Global shifts in mathematics education

When Mathletics began

state-based and local
curricula

low accountability

emphasis on
knowledge & skills

Mathletics did
practice, skills & fluency

Now

centralised national
curricula

higher accountability

emphasis on
problem-solving & reasoning

Mathletics is evolving ...

Customer insight driving product strategy | Teachers

- Primary teachers are generalists
- Secondary maths teachers are scarce

Approx. 40% of secondary maths classes in Australia are taught by non-specialist maths teachers

- Time poor
- Generally, less technologically able than their students



- More technologically able than their teachers
- Want to be engaged in learning
- Pragmatic: 'When am I ever going to use this?'





Mathletics Video

- Parents want their child to be successful in class and beyond
- Parents want to feel confident that their child has mastered the curriculum
- Parents don't always know how to help their child with mathematics



3P Product Strategy and Differentiation

Product strategy:

Develop products that are essential to teachers, captivating for students and supports family engagement as well as improving learning outcomes.

Our differentiation:

Enable a blend of teacher-led instruction and student-driven learning in the classroom and beyond.



Developing a Scalable Sales and Marketing Model

Strengthen Product Portfolio and Scalable Global Operating Model



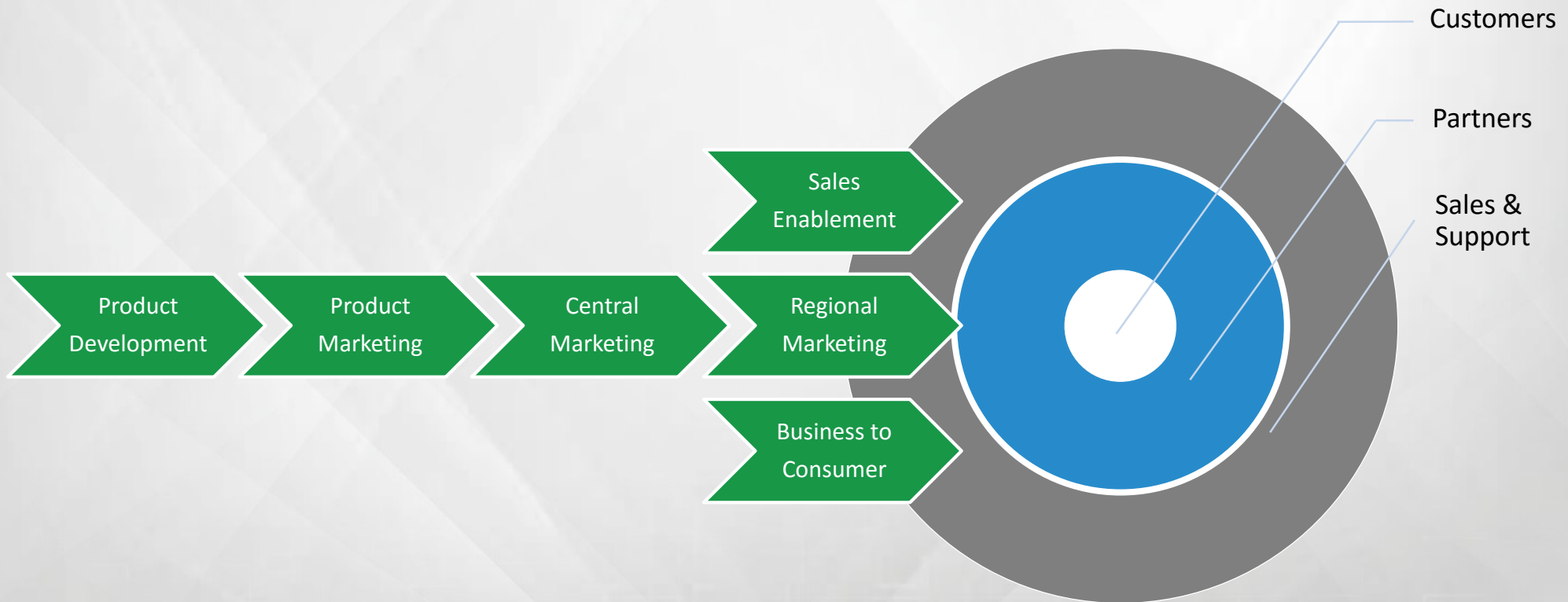
2. Establishing a Scalable Sales Model

Goal	Strategy	Progress
Optimise Direct Sales Force	<ul style="list-style-type: none">Ensure we enjoy a good return on our direct sales investment	<ul style="list-style-type: none">Created Heads of Sales for new APAC, EMEA & America Regions responsible for direct and indirect sale growthDetail pipeline management team aligned around both new and current businessPricing optimisation underwayBig deal desk centralised to better govern tenders and margin management
Develop 3 rd Party sales and Select Geographic Expansion	<ul style="list-style-type: none">Establish alternative distribution channels to complement our optimised direct sales force and expand geographically	<ul style="list-style-type: none">Ireland reseller appointedIndia well progressed post MOU, South East Asia reseller MOU signedState and National reseller appointment imminent in the US
Digital platform to accelerate growth	<ul style="list-style-type: none">Strengthen our digital channels for sales, marketing and service	<ul style="list-style-type: none">Prioritised revenue generating digital scope underway
Scalable Marketing Model	<ul style="list-style-type: none">Establish a global digital demand generation and management process	<ul style="list-style-type: none">Introduced global team structureEstablishing standardised practices & measuresCentralising content management

Scalable Sales and Marketing

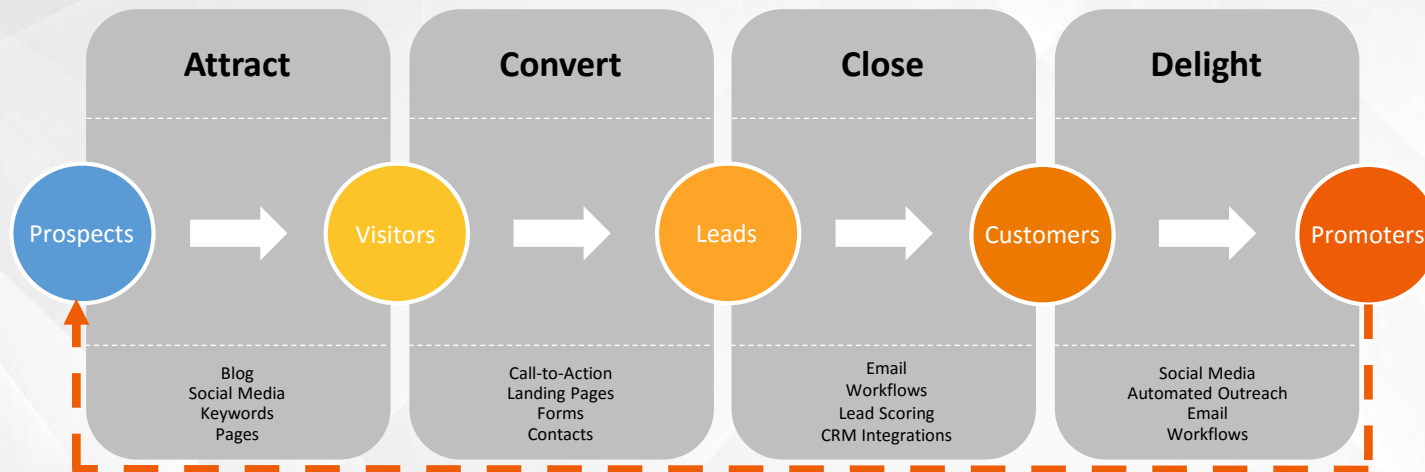
Transition from multiple, local teams performing sub-optimally to a globally-orientated team that executes locally

- 100% aligned with sales objectives and organisation success measures
- Coordinated branding and messaging for maximum market impact
- Pragmatically guided for superior efficiency and scalability

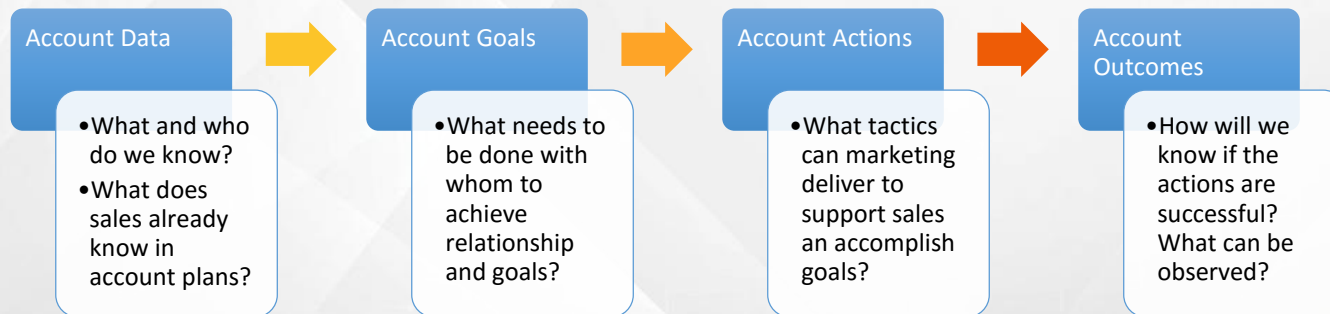


A Digital Demand Generation Process

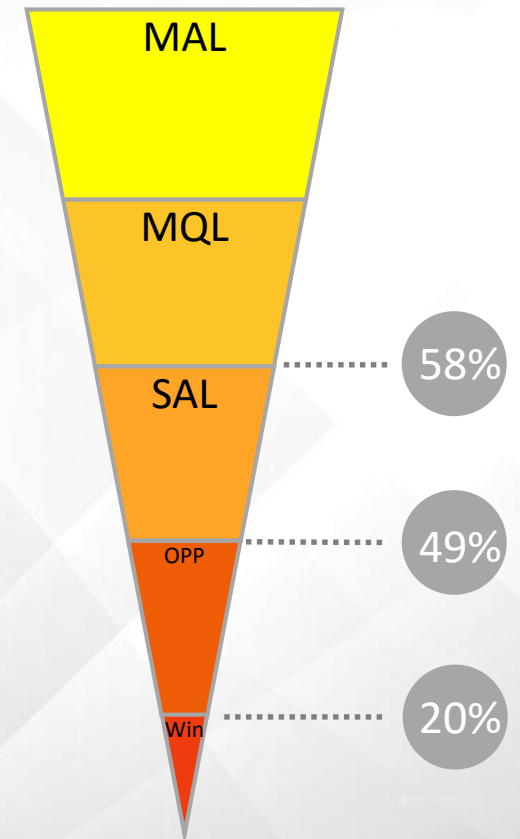
Inbound Marketing



Account Based Marketing



The B2B Demand Funnel





Globalising our Business Operations

Implement a Global Operating Model for Efficient Scalable Growth



Implement a Global Operating Model

Goal	Strategy	Progress
Global Business Systems	<ul style="list-style-type: none">Single end-to-end cloud systems allowing efficient single global processes with quick deployment	<ul style="list-style-type: none">NetSuite and Salesforce live. Additional modules for Service Cloud and Marketing Cloud to be implemented
Global Customer Service	<ul style="list-style-type: none">Improve customer satisfaction and retention; expanding 24 x 7 follow the sun Global Helpdesk offering	<ul style="list-style-type: none">Service Cloud scoping underwayOnline HelpHelpdesk in place
Global Shared Service	<ul style="list-style-type: none">Centralise back office functions for improved scalability and efficiency (General Ledger, Payables, Receivables and Payroll)	<ul style="list-style-type: none">NetSuite live and global functions establishedGlobal payroll system – scoping ADP global platform
Global Banking Platform	<ul style="list-style-type: none">HSBC – global banking platform for effective working capital management, control and efficient processing	<ul style="list-style-type: none">HSBC Accounts in all major regions and on track to be completed by Jan 2017
Global Sales Operations	<ul style="list-style-type: none">Salesforce – global opportunity management process, forecasting and data and analytics	<ul style="list-style-type: none">Recruitment of Global Sales Operations Manager in progressData/Analytics solution being scoped

Globalising Operating Model for Technology



Implement a Global Operating Model for Technology

Goal	Strategy	Progress
Technology Structure and Organisation	<ul style="list-style-type: none">Optimise the Tech organisation for Growth and Agility to create an environment that fosters professional development and innovation	<ul style="list-style-type: none">Technology restructure completeSkills review completeComplementary HR processes being developed
Technology Tools and Processes	<ul style="list-style-type: none">Standardise to a common set of collaboration toolsRefine and continually improve Agile Product Development Processes and associated Engineering practices	<ul style="list-style-type: none">Tools defined, pilot group established, roll out due by end NovemberAgile review underway by CIODevOps team established, current engineering practices under review
Architecture (Application, Enterprise and System)	<ul style="list-style-type: none">Develop go forward strategies for Cloud, Mobile, API, Accessibility, Product Localisation, Data Management etc	<ul style="list-style-type: none">Architecture group establishedStrategies being developed for review by end December
Digital Transformation	<ul style="list-style-type: none">Transform all Critical Business Processes to be digital and automated where appropriate	<ul style="list-style-type: none">Digital Transformation kicked off with Revenue Generating Business Processes the key priority



On track with the FY17 Outlook we provided in our full year results

- ✓ Transition 3P to be a Global Digital Business that can profitably scale sales through diversification of products, multi sales channels and select geographic expansion
- ✓ Revitalisation of Mathletics with an expanded offering to toddlers (Baby Mathletics App) and a renewed suite of Mathletics products (Little, Junior and Mathletics Pro)
- ✓ Moving to a global operating model to improve operating performance to drive out unnecessary cost and become more effective through centralisation and digitisation
- ✓ In Year 1 (FY17) of our strategic plan, we expect to deliver revenue growth ahead of cost growth
- ✓ We are setting up the business so we can leverage our scalable global operating model to accelerate sales growth in Years 2 and 3 of our strategic plan

Important Notice and Disclaimer

The material in this presentation is a summary of 3P Learning Limited's ('3P') activities and results as at the time of preparation, 10 November 2016.

No representation, express or implied, is made as to the fairness, accuracy, completeness or correctness of information contained in this presentation, including the accuracy, likelihood of achievement or reasonableness of any forecasts, prospects, returns or statements in relation to future matters contained in this presentation ('forward-looking statements'). Such forward-looking statements are by their nature not based on historical facts and are subject to significant uncertainties and contingencies and are based on a number of estimates and assumptions that are subject to change (and in many cases are outside the control of 3P and its Directors and officers) which may cause the actual results or performance of 3P to be materially different from any future results or performance expressed or implied by such forward-looking statements. Reliance should not be placed on forward-looking statements and except as required by law or regulation 3P assumes no obligation to update these forward-looking statements. To the maximum extent permitted by law, 3P and its related corporations, directors, officers, employees and agents disclaim any obligation or undertaking to release any updates or revisions to the information in this presentation to reflect any change in expectation or assumptions and disclaim all responsibility and liability for the forward-looking statements (including without limitation, liability for fault or negligence).

This presentation provides information in summary form only and is not intended or represented to be complete. Further, it is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation, or needs of any particular investor.

Due care and consideration should be undertaken when considering and analysing 3P's financial performance. All references to \$ are to Australian \$ unless otherwise stated.

To the maximum extent permitted by law, neither 3P nor its related corporations, directors, officers, employees and agents, nor any other person, accepts any liability, including without limitation, any liability arising from fault or negligence, for any loss arising from the use or reliance on this presentation or its content or otherwise arising in connection with it.

This presentation is not and should not be considered as an offer or invitation to acquire shares in 3P and does not and will not form part of any contract for the acquisition of shares.

This presentation should be read in conjunction with other publicly available materials. Further information is available on 3P's website at: <http://www.3plearning.com/investors/>