



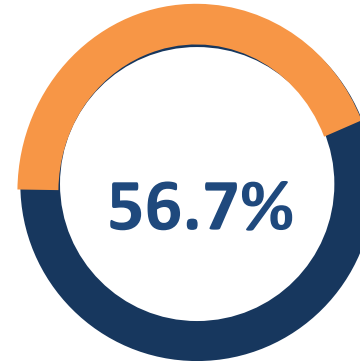
KNeoMedia Limited (ASX:KNM)
Investor Presentation – October 2017

CORPORATE SNAPSHOT

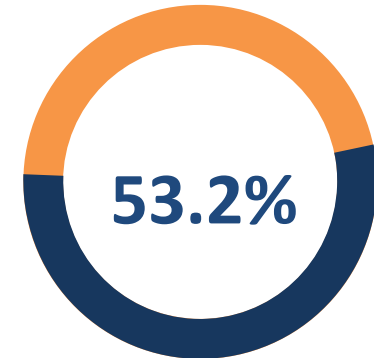
Corporate overview:

ASX code	KNM
Shares on issue ¹	~553M
Options on issue	~67M
Market Cap (at 5 cents per share) ¹	~\$27M
52 week high (\$/share)	\$0.078
52 week low (\$/share)	\$0.010
Convertible Notes	\$0.125M
Cash & Receivables ¹	\$4.8M

Note 1 Pro-forma post \$3.85M placement announced 20 October 2017



Top 20 Shareholders



Staff & Associates Shareholders



James Kellett
Executive Chairman & CEO



Jeff Bennett
Non-Executive Director



Frank Lieberman
Executive Director – NY



Sophie Karzis
Company Secretary



Sylvia Chong
Chief Financial Officer

MARKET OPPORTUNITY

PROVEN AND ACCEPTED EDUCATION CONTENT BEING SOLD INTO THE NEW YORK EDUCATION SECTOR



NEW YORK IS A LARGE AND DEFINED MARKET:

- 26,000 SN students in NYC Public School District 75
- 1.25 million students in NYC Public School System
- ~200,000 special needs students in NYC – KNM's Special Needs content gaining acceptance



WIDER UNITED STATES MARKET OPPORTUNITY IS COMPELLING:

- ~23 million elementary students with 8% classified as Special Needs



SIMPLE REVENUE MODEL:

- Annual licence fee of US\$50.00 per student – no resistance to pricing and high renewal rates
- US\$600,000 of sales achieved in last 5 months alone (12,000 licences x \$US\$50.00)



HIGHLY SCALABLE WHILE MAINTAINING A LOW COST BASE:

- Rollout in New York and wider US does not require a large investment in more staff or technology

OVERVIEW



ONLINE EDUCATION PUBLISHER

- Content sold direct to schools – not consumers
- K-12 content incl. Special Needs, AIS and ESL
- Being sold into NY public schools now



FUNDING CHANNELS IN PLACE

- NY City Education Department
- US Foundations (charities/endowments)



PROVEN CONTENT

- Highly regarded with leading US educators
- Over 24 episodes & 120 learning challenges
- Inbuilt analytics monitor individual student skills



SIMPLE REVENUE MODEL

- Annual subscription of US\$50 per student
- Subscriptions non-transferable
- SaaS sales and renewals platform



ESTABLISHED AND GROWING MARKETS

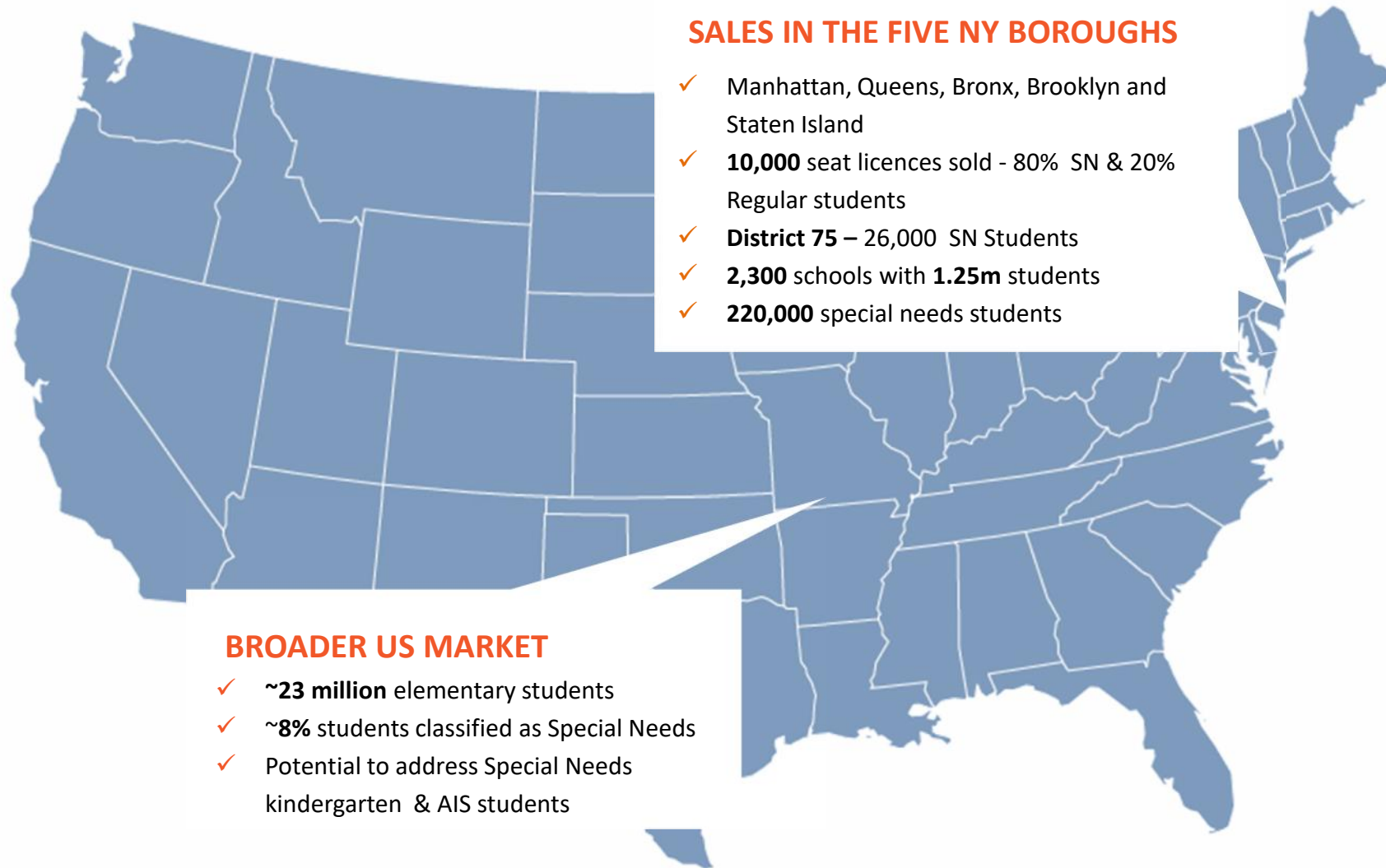
- Selling into NY Public Schools now
- Targeting wider US, Philippines and Australia
- 10,000 licences sold to date and growing rapidly



PROVEN SECTOR EXPERTISE

- Experienced team in place in NY
- Backed by committed Educators
- Well networked in US education market

FOCUSED ON SCALING UP IN THE US



EXPERIENCED TEAM BACKED BY STRONG NETWORK



Frank Lieberman
Executive Director
USA



Jeff Huart
Special Needs
Education Expert USA



Elizabeth Haukaas
Director of Corporate
Communications USA



Prof Laurie O'Donnell
Learning and Curriculum
Development Consultant



Damian O'Sullivan
Director of Strategic
Relationships AU/Asia



Assoc Prof Dr. Wee Hoe Tan
Game-based Learning
Consultant

DISTRICT 75 SUPPORT IN ALL 5 BOROUGHES OF NEW YORK:

- 26,000 SN Students – 18,000 employees – 364 campuses across 60 schools
- Approved budget allocation for deployment of KNeoWorld programs

EDUCATIONAL SUPPORT:

- Supported by the United Teachers Federation & the Council of Superintendents and Administration

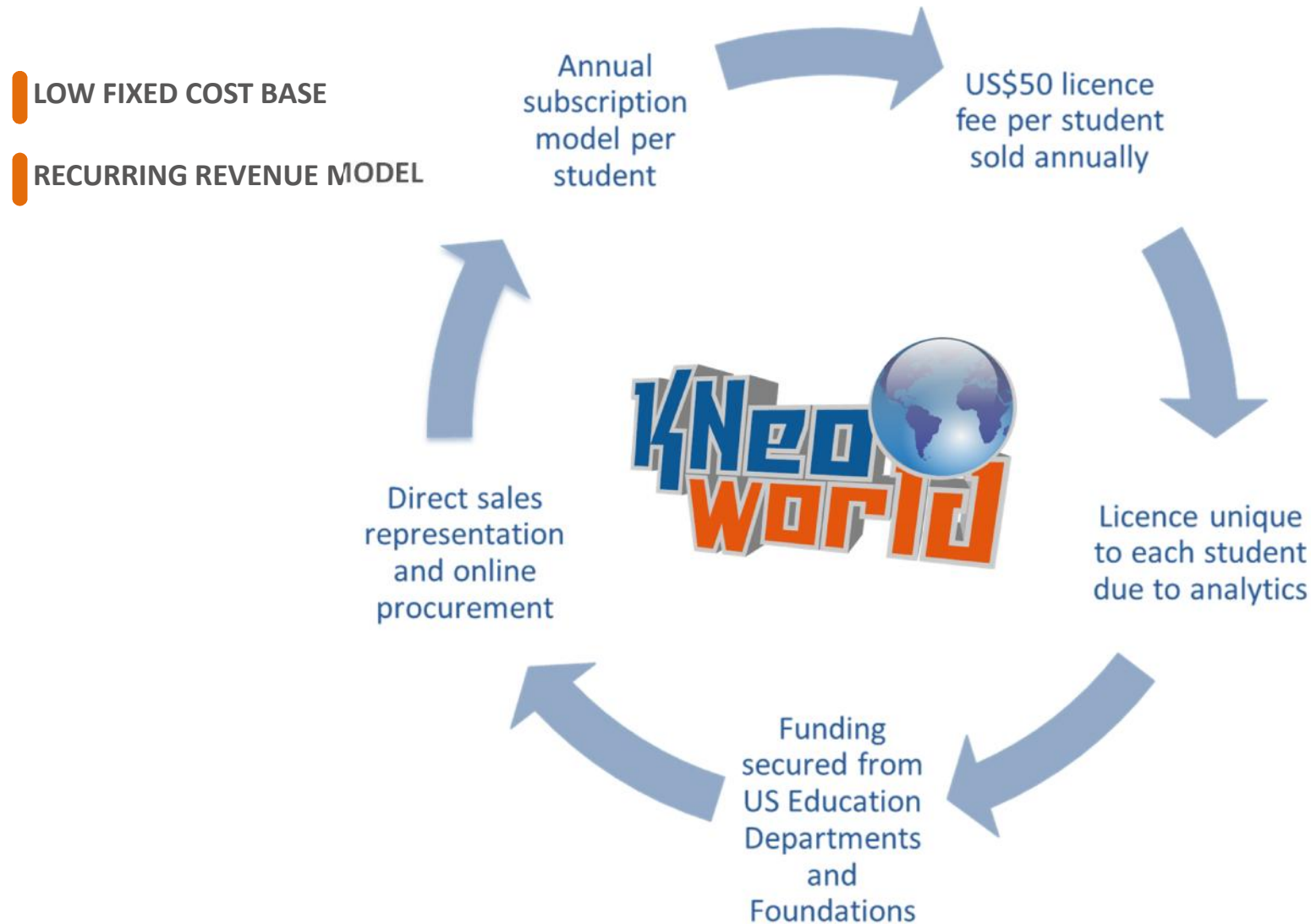
POLITICAL SUPPORT:

- Keith Wright Chairman, Manhattan Democratic Party & a growing number of Borough and State Politicians

VALIDATION:

- Licenced Vendor NYC Department of Education
- Supported by Johns Hopkins University Centre for Technology in Education
- Approved budget allocation NYC DOE district 75

REVENUE, FUNDING AND SALES MODEL



RICH AND ENGAGING CONTENT



ENGAGE

- Proven content via games-based learning
- Designed to challenge students of all ages and ability
- Discovery, explore and challenge with favourite character



EDUCATE

- Numeracy, Literacy, Memory, Reasoning, Art, Science
- Huge content pool in place and regularly enhanced



ASSESS

- Proprietary Analytics Dashboard
- Educators can track performance in real time



EXCEPTIONAL STUDENT PROGRAM CONTENT



SPECIAL EDUCATIONAL PROGRAMS FOR SPECIAL NEEDS STUDENTS

- Immersive learning
- Focus improves behaviour
- Analytics dashboard for teacher feedback
- Educator can customise to individual student needs
- Engagement improves concentration
- Progress at their own pace
- Collaborative learning opportunities
- Memory and reasoning skills improve

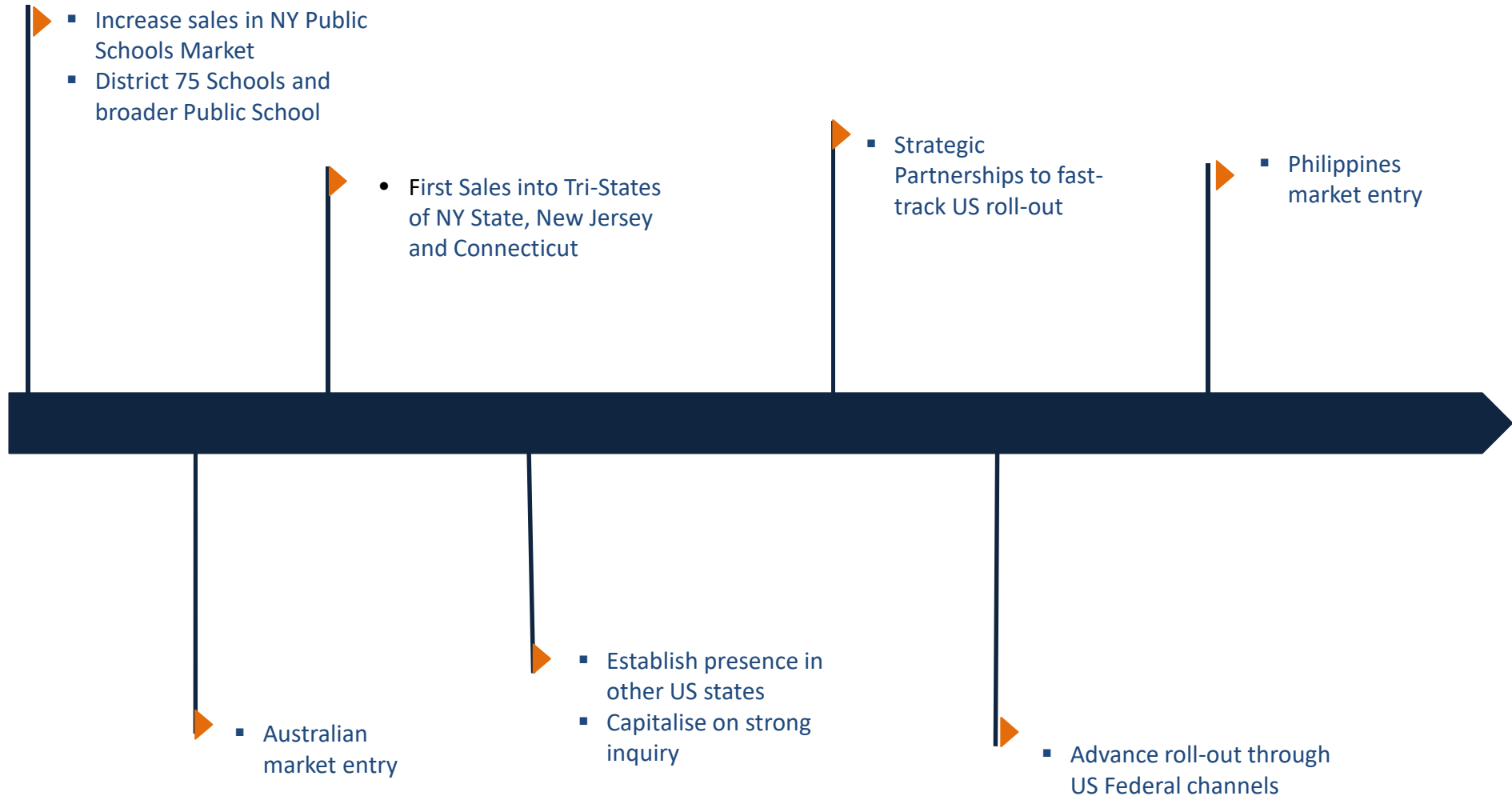


A JOURNEY OF EXPLORATION, DISCOVERY, AND CHALLENGE

- Enthralling story of discovery set in future
- Enhanced reading and comprehension
- Improves memory and reasoning
- Educators track performance in real time over time
- Challenges students to solve problems as difficulty increases
- Stimulates curiosity and imagination
- Endorsed by educators for elementary school curriculum

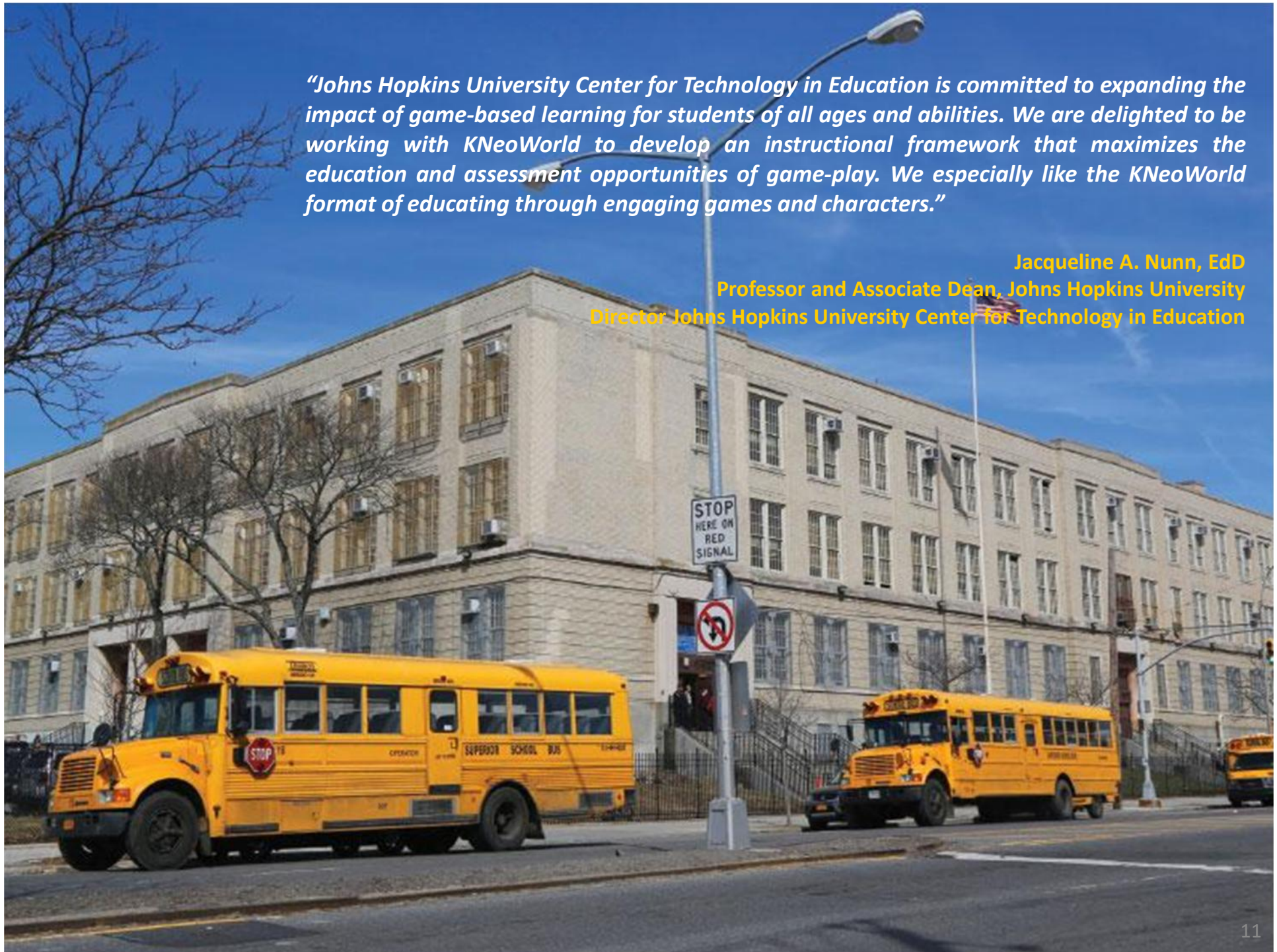


NEAR-TERM VALUE DRIVERS



“Johns Hopkins University Center for Technology in Education is committed to expanding the impact of game-based learning for students of all ages and abilities. We are delighted to be working with KNeoWorld to develop an instructional framework that maximizes the education and assessment opportunities of game-play. We especially like the KNeoWorld format of educating through engaging games and characters.”

Jacqueline A. Nunn, EdD
Professor and Associate Dean, Johns Hopkins University
Director Johns Hopkins University Center for Technology in Education



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