



Cognitive Knowledge Management



Company  
Presentation  
January 2018

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# The Problems

“The Banking and Telecommunication sectors in particular are struggling to balance internal users and customers wanting better access to information while regulations require greater controls.” John Thompson  
Knosys CEO



## Content Explosion & Silos

Companies face **information explosion** with over 4.6 billion pieces of new content created daily. Staff spend on average 9.3 hours a week just searching for information <sup>1</sup>.



## Information Governance and Compliance

Existing systems Inherently slow to deploy and **manually intensive to migrate** information and thus failed to deliver tangible results to businesses. Collaboration based solutions experience difficulty in **managing content governance and compliance**.



## Customers Expect Consistency

Customers expect **consistent and relevant information** across both **frontline and digital channels**.

<sup>1</sup> McKinsey report; Time Searching for Information

# Introducing Knowledge/Q <sup>TM</sup>

Knowledge/Q through a machine learning approach discovers and delivers personalised information to staff and customers to transform productivity and engagement. Curated information using Artificial Intelligence (“AI”)



Information Lifecycle  
Management



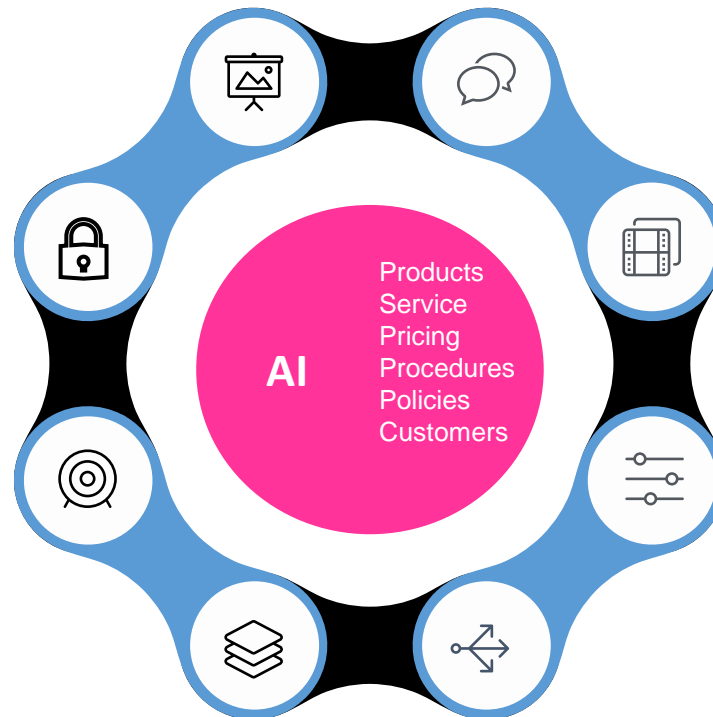
Information Security  
Rights Management



Predictive Search



Virtual Data Aggregation



Identifies experts and  
connects them



Content Authoring  
Publishing



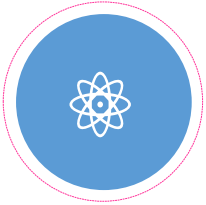
Insight Analytics



Workflows  
Process Guidance



# How Knowledge/Q<sup>TM</sup> uses AI



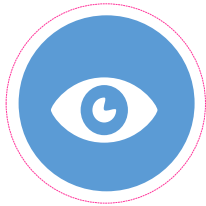
## Machine Analysis of Content:

Analyses thousands of information assets and recommends linkages, keywords and phrases for each.



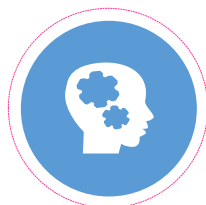
## Actively Identifies Subject Matter Experts:

Learns by usage patterns and topics who the experts are and connects them to the user.



## Insight Analytics:

Intelligent analytics to identify potential gaps in content, based on user activity patterns.



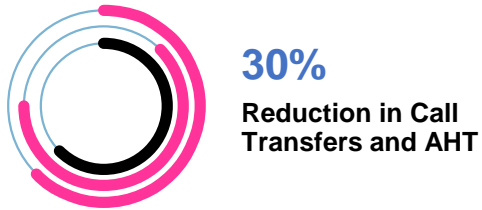
## Natural Language Processing:

Understands user intent and based on a deep understanding presents the most relevant findings.

# Value Proposition

Measurable business value after implementation of KnowledgeIQ

## Customer Experience

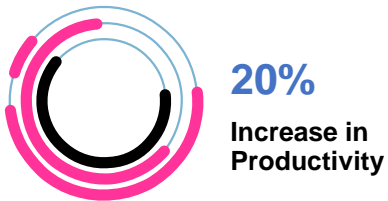


## Efficiency

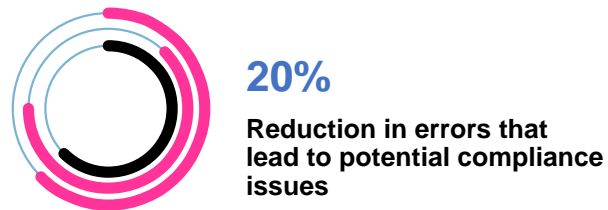


“KnowledgeIQ can improve the productivity of an employee by 1 hour week. If a company has 500 employees, then this translates into **\$1,200,000** savings a year”

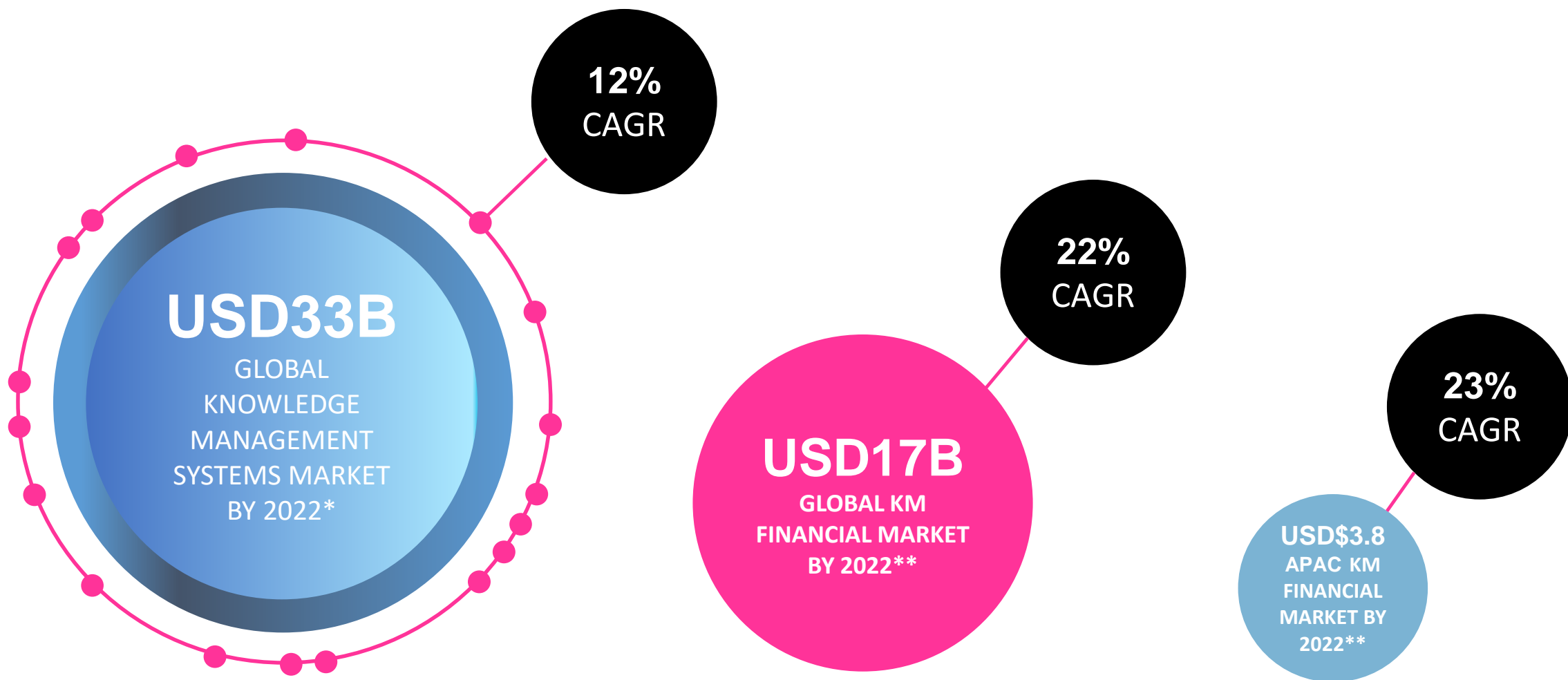
## Productivity



## Consistency



# Global Market Opportunity



Source: \* QY Research Groups, Global Knowledge Management Market Size and Forecast 2022, 2017-08-25

\*\* Research & Reports, Knowledge Management in Financial Market - Global Insights, Growth, Size, Comparative Analysis, Trends and Forecast 2017 - 2025

# Market Targets

## Knosys Target Profile

- ✓ Highly regulated industries
- ✓ Information is highly dynamic and changing frequently
- ✓ Large quantities of pre-existing information
- ✓ Engages with customers through frontline and digital channels

## Knosys Target Markets



Banking & Financial  
Services



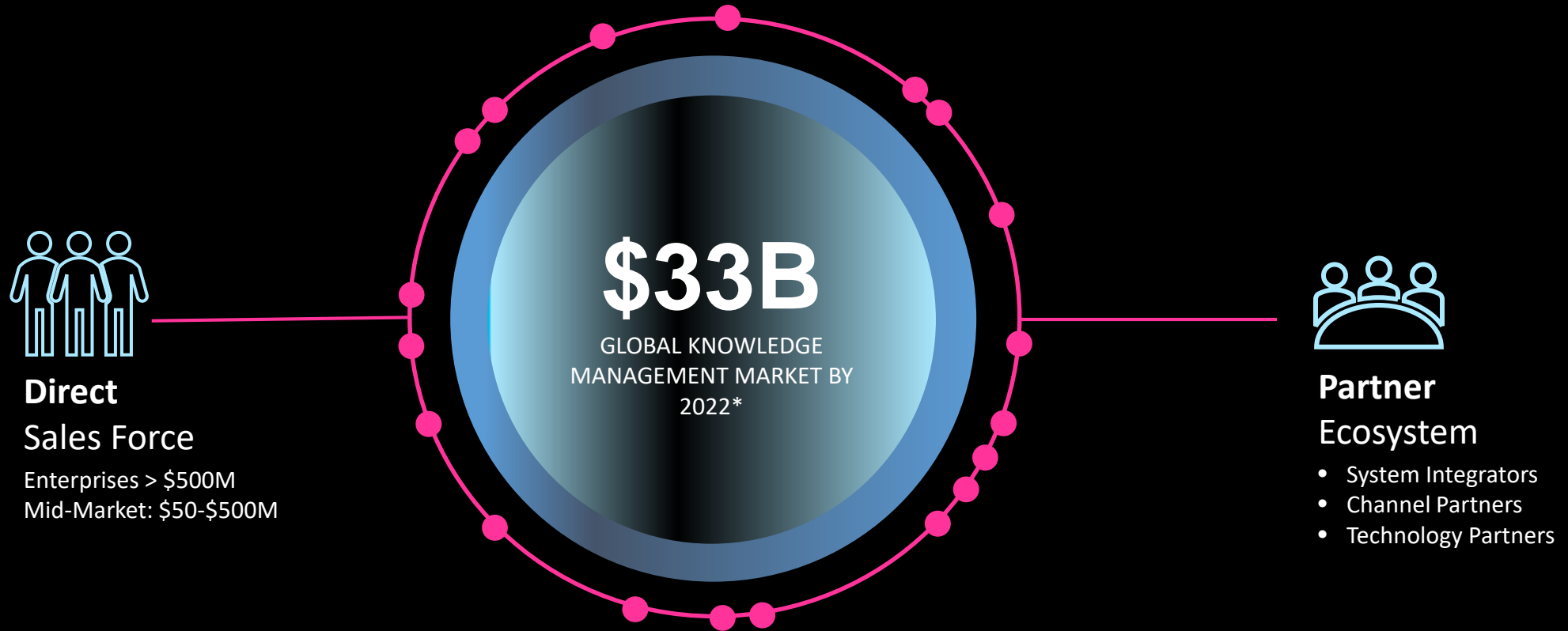
Telecommunications



Legal/Gov't Services



# Market Approach



# Market Traction

KnowledgeIQ is real with existing Tier One customers – by June 30 2018 we expect recurring revenue of \$200K+/month with 30,000 users on the platform.



## **KnowHow**

Knowledge  
Management system  
for retail banking  
service delivery.



## **Apollo**

Knowledge base for  
for contact centres  
and digital channels  
to consume  
information.



## **STPedia**

Knowledge  
Management system  
for internal and  
external outlets

## **ICE**

Knowledge  
Management system  
for internal use and  
for branches



## **OPPedia**

Precedent  
Knowledge  
Management system  
with mobile access



OFFICE of  
PUBLIC PROSECUTIONS  
VICTORIA

Mobile sales  
enablement with  
process, policy and  
product information



CITIC TELECOM CPC

# Successful 18 Months

## Company Restructured

New CEO, New Sales Team, New Software Team

## Delivered success to our cornerstone customer ANZ Bank

40% expansion in users and still growing

## Delivered two (2) new Tier One customers in the Telecommunications Sector

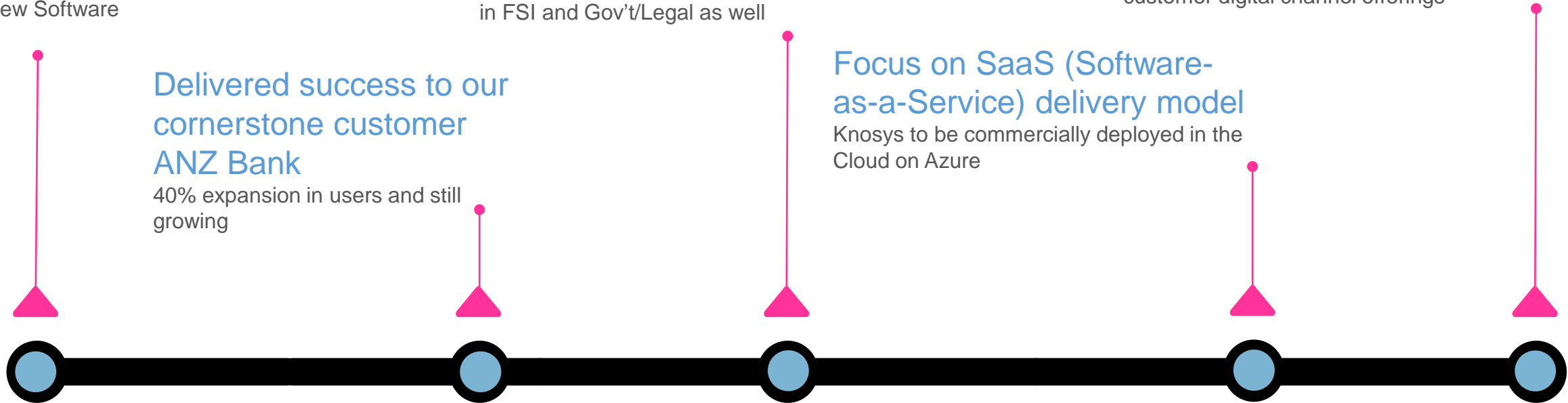
Long term contracts with both Singtel and Optus  
Expect a 50+% growth in total users through these customers. Additional mid-tier customers in FSI and Gov't/Legal as well

## Focus on SaaS (Software-as-a-Service) delivery model

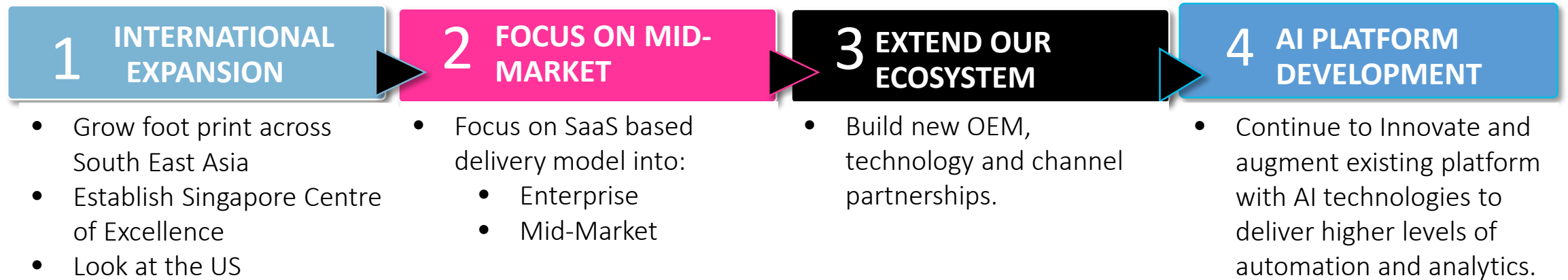
Knosys to be commercially deployed in the Cloud on Azure

## Strategy to evolve Knosys into KnowledgeIQ

Focus on AI automation and Integration with customer digital channel offerings



# Growth Strategy



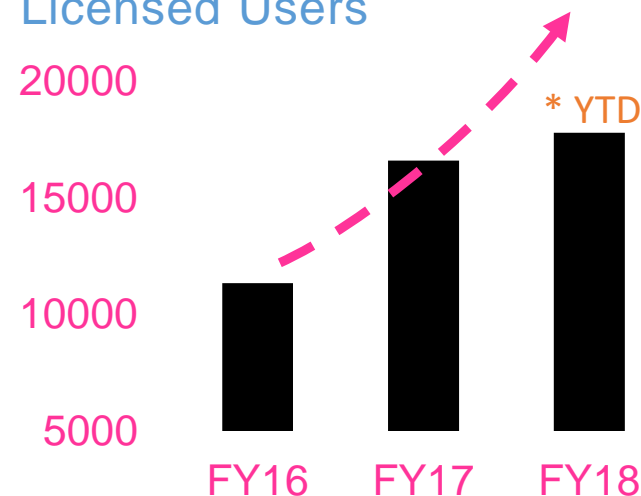
# Key Financials

## Stock Information (as at Jan 29 2018)

Stock Code	KNO.ASX
Shares on issue	78.1 million
Last Close Price	12c
Market Cap	\$9.4 million
Executive & Staff Options	7.158 million @ 25c
Convertible notes at 10% coupon with 1:1 attaching option on Conversion, exercise price of 15c	13.750 million @ 12c
List Date	9 <sup>th</sup> September 2015

- ✓ Cash in Bank as at 30 Dec 2017 : **\$1.7m**
- ✓ Sales Backlog for FY18 : **\$1.7m**
- ✓ Orders-In-Hand : **\$6.4m**
- ✓ YoY User Growth : **50+%**

## Licensed Users





# Our TEAM



**ALAN  
STOCKDALE**  
Chairman



**JOHN  
THOMPSON**  
Chief Executive  
Officer



**STEPHEN  
KERR**  
Chief Financial Officer



**NIC  
PASSMORE**  
Chief Technology Officer

# Share Price Movement



# Investment Opportunity



**Market leading Cognitive Knowledge SaaS platform**



**Innovative Technologies - Natural Language Processing (NLP), Machine Learning (AI)**



**Positioned in \$33 Billion high growth market**



**Substantial customer validation in Banking and Telecommunications sectors**



**Focused Organic Growth Strategy on Australia, New Zealand and Asia Pacific**



**SaaS Recurring Revenue business model supports financial growth**

# Thank You

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# KnowledgeIQ™