

**KNeoMedia Limited (ASX:KNM)**  
**Annual General Meeting**  
**November 2018**

# WELCOME FROM YOUR BOARD AND OFFICERS



**James Kellett**  
Executive Chairman & CEO



**Jeff Bennett**  
Non-Executive Director



**Frank Lieberman**  
Executive Director NY



**Sophie Karzis**  
Company Secretary



**Damian O'Sullivan**  
Chief Operating Officer



**Sylvia Chong**  
Chief Financial Officer



**Lord Anthony St John**  
Chairman KneoWorld UK



**Dikran Hussiendjian**  
Senior Strategy Director US Ed



**Isabelita Perez**  
President KneoWorld PH

Corporate overview		ASX Code KNM	
Shares on issue <sup>1</sup>	~642M	Options on issue <sup>1</sup>	~13.5M
52 week high (\$/share)	\$0.15	52 week low (\$/share)	\$0.010
Market Cap (at 3 cents per share)	~\$19M	Debt - Convertible Notes	\$0.00
Cash & Receivables	~\$2.0M	1 Pro-forma pre all receipts of ~17M November exercised options	

# FY 2018 CHALLENGES TO OPPORTUNITIES



## WE WERE CHALLENGED BY STALLED SALES AND DEBTOR COLLECTIONS:

- NY City and State DOE budgets dramatically cut
- Resulted in our cessation of sales and terms of payment became extended



## WE SECURED US\$8M FUNDING SUPPORT NYC DEPT. OF EDUCATION:

- Despite securing this funding to underpin growth, A\$5M debtors remains outstanding
- Collection of these debtor now elevated to highest level



## DEMAND FOR OUR PLATFORM REMAINS HIGH IN NEW YORK CITY PUBLIC SCHOOLS:

- NYC Schools continue to request access to KneoWorld
- Existing NYC schools continue to request DOE funding for licence renewals



## DESPITE THE CHALLENGES WE HAVE CREATED OPPORTUNITIES AND RE-SET FOR GROWTH

- Global market, globally mapped product, rectification of funding, restoration of sales

# RE-SET FOR SUSTAINABLE SALES



## EXPERIENCED US SALES TEAM RECRUITED

- Sales team now active across US incl NYC
- Substantial sales pipeline established
- Platform expanded to SpEd, AIS, ESL, Gen Ed
- 2M > 4M > 23M students



## GLOBAL FOOTPRINT ESTABLISHED

- KNW Philippines established & inaugural sales
- UK established with 10 school funding pledge
- KNW AU established with inaugural sales



## NAACP PARTNERSHIP WORKING

- KNM and NAACP Education strategies align
- New distribution channel now working
- Joint opportunities being pursued
- NAACP at forefront of alternative funding



## GREATLY ENHANCED PLATFORM

- CMS integrated
- Simplifies regional localisation
- Simplifies written translation
- Synthetic voice translation



## FUNDING & PRODUCT ENDORSEMENT

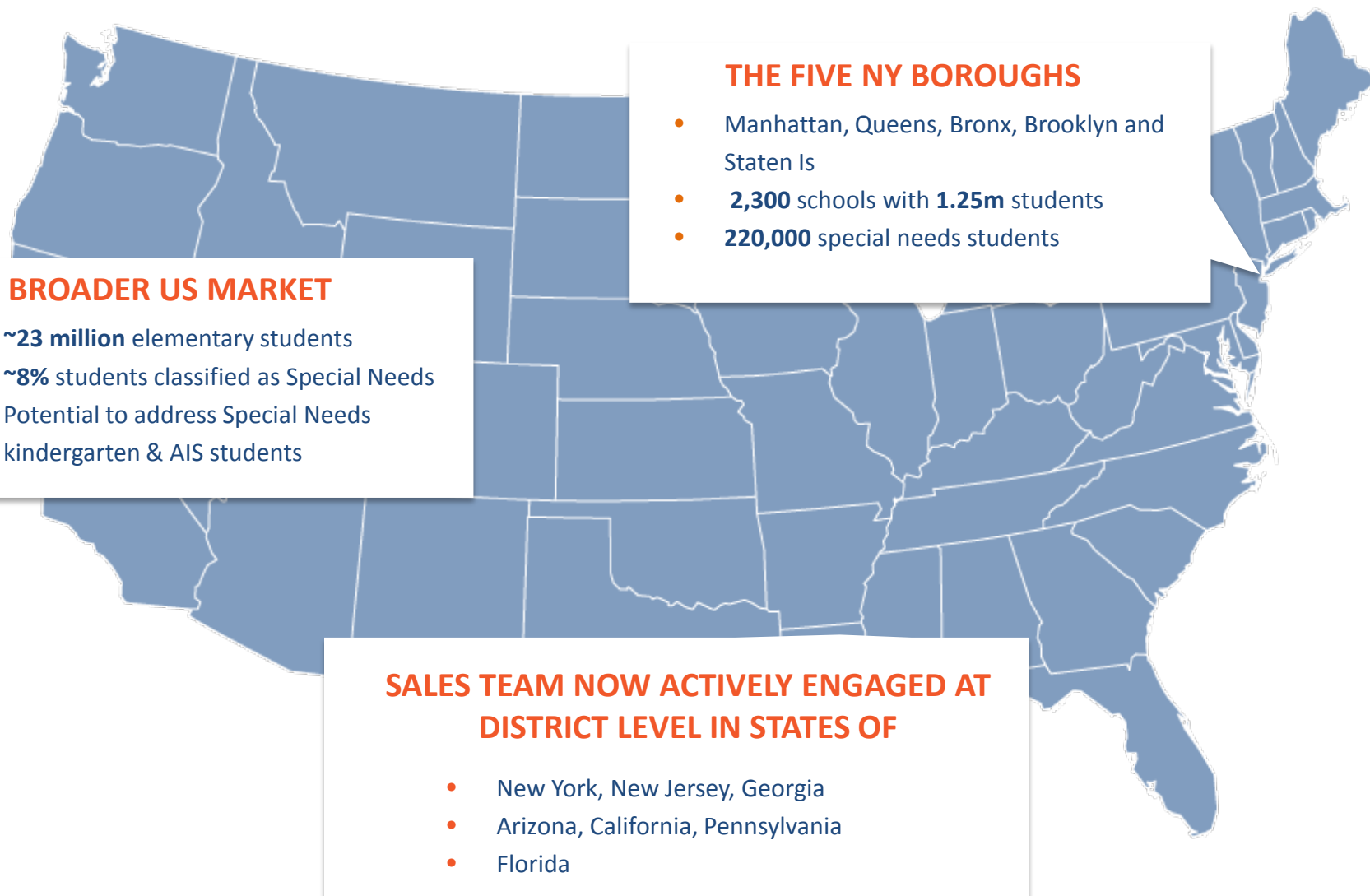
- NYC DOE product endorsement in progress
- Education budgets being restored
- Renewal requests confirm annuity income
- Collection of outstanding receivables happening



## PEDAGOGICAL (SCIENTIFIC) VALIDATION

- World class pedagogical advisors
- Backed by committed Educators
- Monash University Research Report

# NEW SALES TEAM EXPAND OUTSIDE OF NY CITY



# US SALES TEAM IS ESTABLISHED AND HAVE DONE IT BEFORE

## SENIOR SALES EXECUTIVE

- Held senior positions with large organization (Apple\_22yr)
- Worked and consulted at start ups (Toon Boom Animation\_3yr)
- Expert in selling into Complex Sales environments

## TWO EXPERIENCED FIELD SALES REPS NOW ON STAFF

- Who are very familiar with education market, can reach and impact C-level executives

## PEDAGOGIC EXPERTISE

- On staff to impact senior curriculum and instruction administrators

## GREAT MARKETING SUPPORT TEAM

## OUTSTANDING SENIOR MANAGEMENT TEAM

# AFFILIATION WITH NAACP IS WORKING

## KNW AND NAACP STRATEGIES ALIGN

- Closing the achievement gap
- Increased Resource Equity
- Assist districts that purchase with fund raising for additional technology
- Good progress in NY, NJ, GA and FL

## REDUCTION IN SALES CYCLE BY 50%

- Two large proposals quickly submitted to Districts because of NAACP relationship
- Educational sales may have a longer cycle than other products however we are progressing well

## ADDITIONAL REVENUE

- Opportunity to include professional development staff in large urban cities at additional revenue
- Provision of additional funding opportunities (e.g. Association of Latino Administrators and Superintendents, New York State Assembly)

## COMBINATION OF ACTIVITIES HAVE BUILT SOLID SALES PIPELINE

- Since engagement of team and NAACP solid sales pipeline of US\$1m has been established

# INCREASING OUR US PRESENCE

## NATIONAL CONFERENCES

- Participation in regional and national conferences
- NAACP senior leadership is typically aligned with senior school district administration e.g. Albany
- Joint conferences with NAACP leadership in targeting school district leadership
- Assist districts that purchase with fund raising for additional technology
- Good progress in NY, NJ, GA and FL

## EARLY ADOPTERS IDENTIFIED

- Work with known early adopter schools to penetrate additional districts
- Educational sales may have a longer cycle than other products however we are progressing well

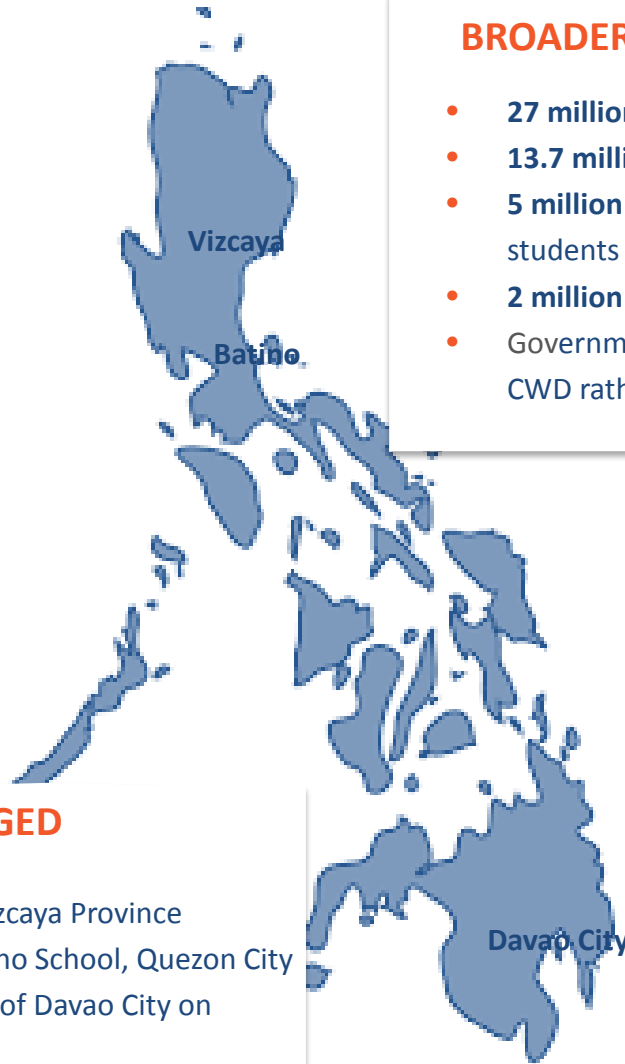
## SHOWCASE SCHOOLS

- Use showcase schools in NY and others soon to sign for peer to peer promotion
- Use our educational experts for peer to peer interaction and promotion

## STRIVE TO BUILD AN EVER INCREASING PIPELINE OF OPPORTUNITIES



# PHILIPPINES MARKET OPPORTUNITY



## BROADER PHILIPPINES MARKET

- **27 million** k-12 students
- **13.7 million** elementary students
- **5 million** Children With Difficulties students
- **2 million** CWD elementary
- Government campaign for recognition of CWD rather than home school

## SALES TEAM ACTIVELY ENGAGED

- Initial 120 licences to SPED school in Vizcaya Province
- Sale via partnership with Rotary to Batino School, Quezon City
- Substantial proposal before and Mayor of Davao City on recommendation of Superintendent

## BROADER UK MARKET

- **8.7 million** k-12 students
- **4.6 million** primary students
- **.7 million** Students with Education Needs (SEN)



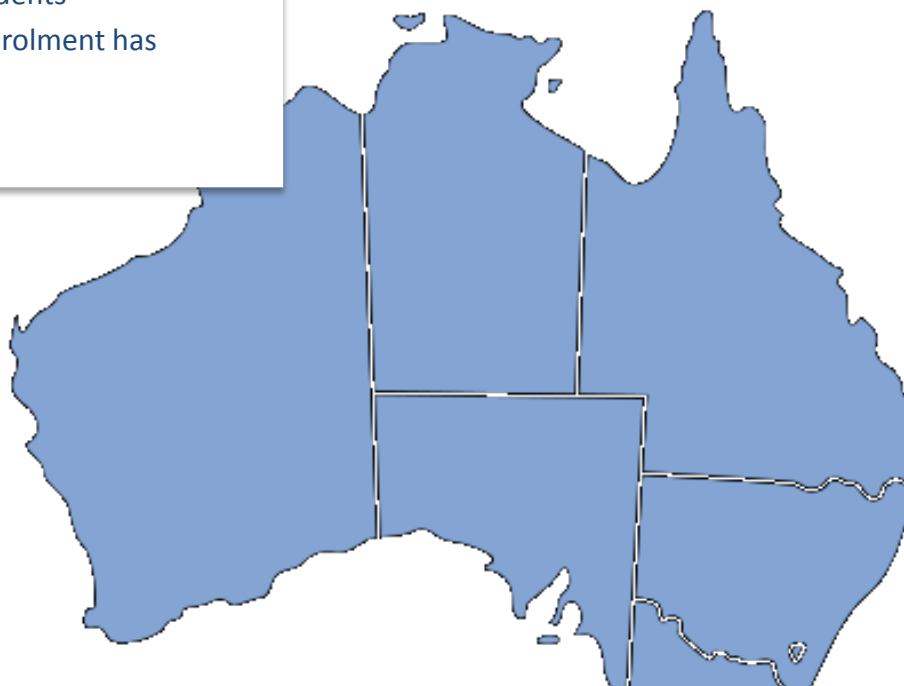
## SALES ACTIVITY INITIATED

- Anthony St John's contacts paving the way
- 10 school foundation pledge secured to ensure positive cash flow
- Mike Mackenzie appointed CEO with direct bus dev responsibility

# AUSTRALIA MARKET OPPORTUNITY

## BROADER AUSTRALIAN MARKET

- **3.9 million** k-12 students
- **2.3 million** primary students
- **13% of** total student enrolment has learning difficulties



## SALES NOW ACTIVELY PROGRESSING

- Initial sale via partnership with VARIETY to Croxton School, Melbourne successful
- Additional sales now anticipated with Monash validation
- NDIS Approved

# BACKED BY THE MOST EXPERIENCED TEAM



**Dr Mary McInerney**  
Education Programing US



**Jeff Huart**  
Professional Development



**Donna Domino**  
Education Programing US



**Dr Denine Jimmerson**  
Curriculum Mapping



**Prof Laurie O'Donnell**  
Learning Content



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

## NYC DOE

- Licenced vendor
- Application for universal adoption pending

## US EDUCATIONAL SUPPORT:

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

## POLITICAL SUPPORT:

- Keith Wright Chairman, Manhattan Democratic Party & a growing number of Borough and State Politicians
- NAACP
- Lord St John House of Lords UK

## VALIDATION:

- Mapped and aligned by expert pedagogues
- Validated by Monash Uni Faculty of education
- Sultan Idris 18 school research in progress

# THE POWER BEHIND OUR PLATFORM



## ENGAGE

- Dramatic improvement in behaviour of concern
- Reduction in OH & S issues in schools
- Proven technology-based learning content
- Designed to challenge students of all ages and ability



## EDUCATE

- Improved engagement provides education opportunities
- Numeracy, Literacy, Art, Science, Creative Thinking, Life Skills
- Huge content pool in place and regularly enhanced



## ASSESS

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



# NEAR-TERM VALUE DRIVERS SUMMARY

**RESTORE SALES ACTIVITY IN NYC AND COLLECT OUTSTANDING RECEIVABLE**

**RAPIDLY CONVERT THE US PIPELINE & PENETRATE MORE STATES AND DISTRICTS**

**ACCELERATE DEPLOYMENT IN AUSTRALIA ON BASIS OF COMPLETED RESEARCH**

**BUILD ON PHILIPPINES SALES DIRECTLY AND WITH PARTNERSHIPS - ROTARY**

**RAPIDLY DEPLOY IN UK USING 10 SCHOOL FOUNDATION FUNDING PLEDGE**

**BUILD SHAREHOLDER VALUE AND RETURNS BASED ON 4 PILLARS**

- **Partnerships that facilitate access to government and private enterprise funding channels**
- **Leading technology to ensure we maintain a commanding position in special and general education**
- **Validated content by globally recognised health and education bodies**
- **Top talent in education and business development to deliver scale in our deployed markets**

# STILL MAKING A DIFFERENCE



**In 2017 we said we are making a difference school by school, classroom by classroom, student by student.**

**NOW it's DISTRICT by DISTRICT – COUNTRY by COUNTRY.**

**While striving to deliver superior shareholder returns, our recent success is built on worthy and ethical business objectives. These worthy endeavours drive our team and are the foundation of what will be our continued success in the special needs and general educational markets in the future in the US and other countries.**

## Thank You For Attending

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**James Kellett**  
**Exec. Chairman & CEO**  
**23<sup>rd</sup> November 2018**



# KNEOWORLD

Builds Confidence • Closes the Gap



Jeff



Andres



Seth



Emma



Woof



JJ



Tanya



Mei



Zoe

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