

Investor Newsletter – June 2021

Message from the CEO

Dear Shareholders,

Over the past six months, Knosys has transformed into a global software-as-a-service (SaaS) company focused on empowering organisations to make smart connections with their information. Our market leading solutions are designed to elevate business information from a source of complexity to a clear business advantage.

Following the acquisition of GreenOrbit, which was completed in March 2021, we now have a global footprint with offices in Australia, the US, India, Singapore and the UK with over 270 clients across banking, health, telecommunications, retail and financial services. Knosys now has diversified revenues across multiple product lines, customer segments and geographies.

And the exciting news is that this is just the start of our journey to expand into global markets and increase market share in these large and growing markets.

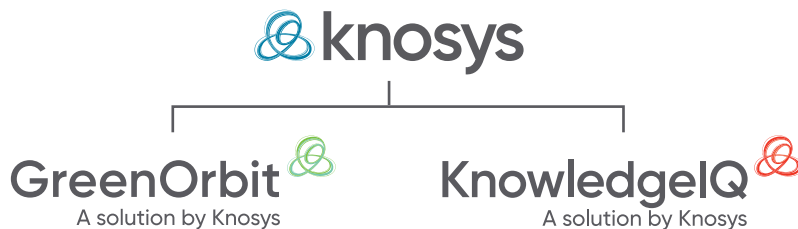
In this newsletter, we would like to share with you our new marketing materials developed through our 'Brand Refresh Project' and our new positioning in the market as a global SaaS company. Finally, we would like to introduce our Vice President of Sales and Marketing, who outlines how we are going to implement our growth strategy over the years ahead.

Thanks for your ongoing support and we look forward to another exciting year ahead in FY22.



John Thompson,
Managing Director.

Knosys Brand Refresh



Last month, Knosys successfully completed its 'Brand Refresh Project' to update the brand, logo and design, following the recent acquisition of GreenOrbit.

The 'Brand Refresh Project' included redeveloping our web presence and included:

- Launch of the refreshed brand and new corporate website www.knosys.co
- A new dedicated Knowledge Management Solution website www.knoi.q.co
- An updated dedicated Employee Experience Solution website www.greenorbit.com

We are also updating our Investor Center portal to ensure that our investors have easy access to all our market releases, financial statements, investor newsletters and video updates.



Connecting People and Information

Knosys Managing Director, John Thompson has recently presented at several investor events including Finance News Network and Coffee Microcaps. The focus of these presentations has been to articulate the value proposition of Knosys following the acquisition of GreenOrbit and the market feedback has been very positive.

Knosys is now positioned as a global SaaS information technology company offering a range of software solutions designed to boost productivity, collaboration and connectivity in the digital workplace.

Knosys now has two core product offerings in the market.

The first is an Employee Experience platform, under the GreenOrbit brand, which is all about empowering employees in the digital workplace by providing the best employee tools to communicate, collaborate and engage through an intelligent intranet. The GreenOrbit intranet solution is predominantly used by employees to search for information, communicate across an organization, and manage workflows.

The second is our Knowledge Management platform, KnowledgeIQ, which is an intuitive platform to support call center, frontline offices and customer service operations. This product is all about unlocking knowledge to help employees and customers find answers and information quickly when they need it.

To view John's recent CEO Interview with Finance News Network, use this link:
http://bit.ly/FNN_June21

Taking Knosys to the global market: Melissa Mercer, VP of Sales and Marketing



Melissa Mercer recently joined Knosys as the Head of Global Sales & Marketing and has big plans to attract new customers in key markets in Australia, the US and Europe, following the acquisition of GreenOrbit. Melissa was drawn to the opportunity to build a high-performance sales team that consistently delivers strong results in the fast-growing cloud solutions space. Having previously spent time at Citi, Salmat and Serko, Melissa has a proven record in executing disruptive sales strategies and increasing revenue for SaaS solutions.

Melissa already has spearheaded the re-imagining of the Knosys brand to better align with the company's expanding solution portfolio and global footprint. Knosys' new brand essence is "Connecting People and Information" to:

- Enable easier, faster and more efficient access to information;
- Allow people to share information, collaborate and connect more effectively; and
- Deliver a clear business advantage to clients across customer service and experience, compliance and employee productivity.

Melissa summarises the target customer for GreenOrbit Intranet as a mid-tier or large organisation that would like to ensure their employees are connected, can communicate and collaborate. These organisations see the value in an intelligent intranet. However, they often do not have the expertise or capability to build a custom intranet internally and GreenOrbit's out-of-the-box intranet product is the perfect solution. Furthermore, GreenOrbit complements Knosys' knowledge management solution, which is ideally suited to similar target customers who are more focused on customer engagement and experience, delivered via their contact centres or e-digital self-service channels.



Taking Knosys to the global market: Melissa Mercer, VP of Sales and Marketing

There has been a spike in demand for SaaS solutions like those found at Knosys, due to the COVID induced shift towards remote working. In this new working paradigm, cloud-based software has proved essential in maintaining corporate culture and customer engagement. A modern intranet and/or knowledge management solution is more important than ever in ensuring business success.

"My early focus is on the meeting of minds between the GreenOrbit team and the Knosys team, as this cohesion is key for the successful implementation of our sales and marketing plans. We have developed a marketing strategy which aligns with our sales targets to drive revenue growth. Outside of waiting for my grandchildren and Star Wars geekdom; success in driving revenue growth is what gives me pleasure, every day" said Melissa.

The marketing engagement plan addresses both social channels and paid advertising to drive inbound and outbound customer journeys to Knosys' suite of market leading SaaS products. Our collective vision is to drive predictable revenue gains, expand market share and earn customer and partner loyalty.

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About Knosys

Knosys is a leading software-as-a-service (SaaS) provider based in Melbourne, with specialist expertise in helping businesses manage information and knowledge. We enable organisations to make sense of information and use it to connect, collaborate and drive strong business outcomes for customers, employees and stakeholders. Our focus is on developing solutions that enable businesses to make the most of information and knowledge assets that sit within their organization. This currently includes knowledge management systems and intranet systems.

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