



knosys

Connecting People and Information

Growth Strategy

Investor Presentation

(ASX:KNO)

knosys.co

Trusted Brand

Strong growth in SaaS solutions
connecting people and
information



The knosys Vision

Our mission is to **empower organisations**
to **make smart connections** with their information.



knosys Story

KnowledgeIQ

GreenOrbit

Libero

From simple beginnings in late 2015, Knosys is now a global pioneer in the supply of SaaS information software and services focused on employee connection, productivity and customer engagement in the increasingly disconnected workplace. After only 5 years Knosys has achieved AUD \$8m+ in recurring revenue and has over 380 clients, including the likes of ANZ Bank, Optus, Jetstar, Harvey Norman and Duestcher Bank.

The company now has gained leading positions in the Employee Experience Platform, Library Service Platform and Knowledge Management space. With a total addressable market in excess of US\$29bn, Knosys has a huge opportunity on which to capitalise. Following a Strategic Business review, the company is now poised to deliver upon its next 3-year plan focused on increased scale and velocity of growth (organic and acquisitive).

knosys The Need

Remote Workforce

The future is a remote work environment. Businesses need solutions to facilitate centralized information gathering, but it can also raise employee engagement and productivity.

Customers Expect Consistency

Customers expect consistent, easy access and relevant information across both customer facing and digital channels. It's all about the customer experience.

Content Explosion and Silos

The rapid acceleration of information volume and complexity in many industries raise the need for businesses to manage information processes efficiently.

Information Governance & Compliance

The requirements for compliance transparency and efficiencies at all working levels emphasizes the importance of digital innovation for an informed and connected working arrangement.

74%

of CFO's expect to permanently transition previously on-premise employees to remote work²

Staff spend on average

9.3hrs

a week just searching information¹

4.6B

Pieces of new content created daily¹

86%

of buyers will pay more for a better customer experience³

1. McKinsey report; Time Searching for Information
2. Gartner Surveyed 317 CFOs and Finance leaders - March 30, 2020
3. A Walker study found that at the end of 2020

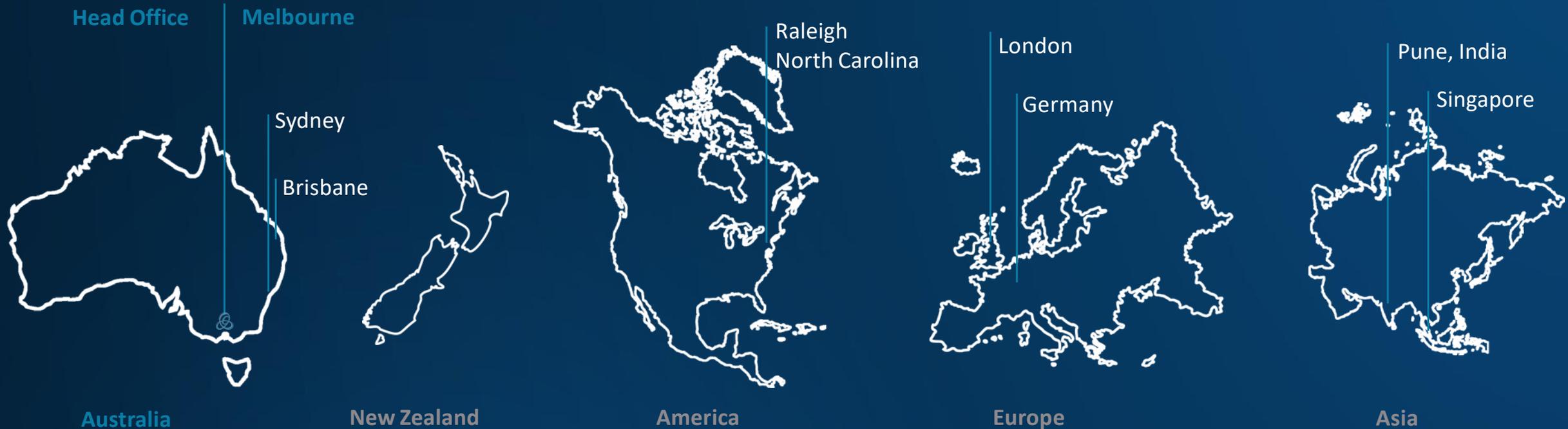
Returns

Strong Investor Returns

 **knosys** at a Glance



knosys Global Reach



knosys FY21 Financial Highlights



License and support fee revenues increased by **28%** to \$3,771,143 (2020: \$2,945,267)



Total operating revenue for the consolidated entity increased by 46% to \$4,594,082 (2020: \$3,137,317)



The loss for the consolidated entity after providing for income tax was \$543,838 (2020: \$908,391), which included one-off acquisition costs of \$559,363

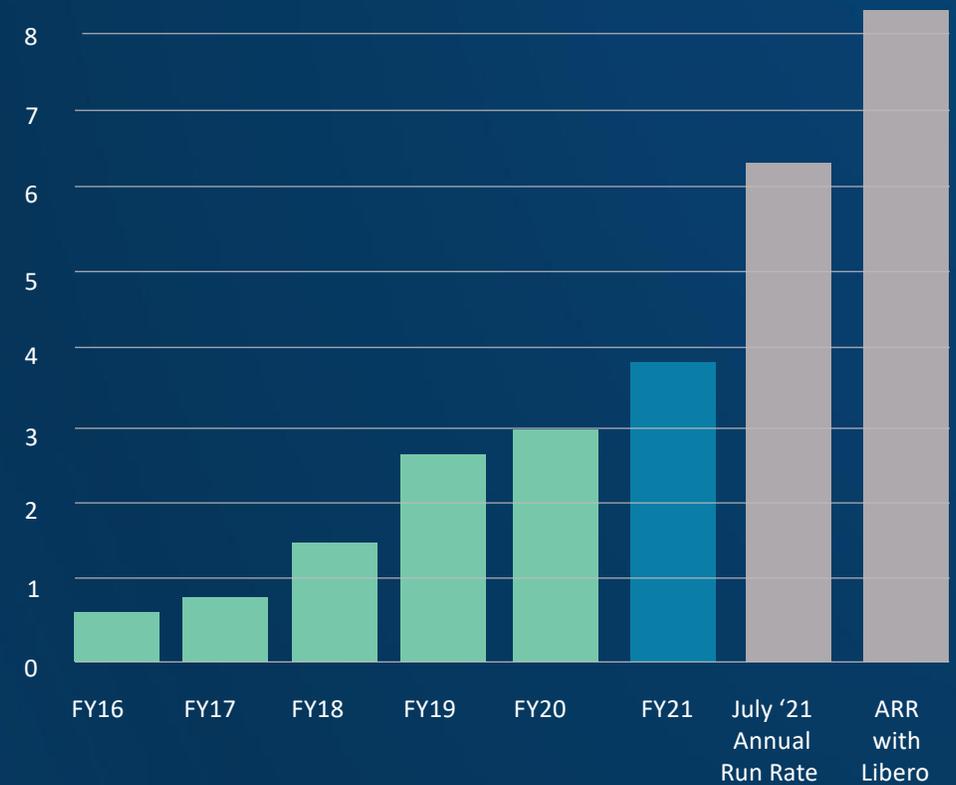


Net cash from operating activities was \$580,114 (2020 outflow: \$447,607)



The consolidated entity has net assets of \$10,017,838 at 30 June 2021 (2020: \$2,591,180) and held cash and cash equivalents of \$6,532,415 (2020: \$2,335,909)

Annualised Recurring Revenue (ARR)* (\$m)



>\$8m

ARR



Clients Trust Knosys

Selection of knosys Customers in Key Markets

380+
Customers

380K
Users



OFFICE of
PUBLIC PROSECUTIONS
VICTORIA



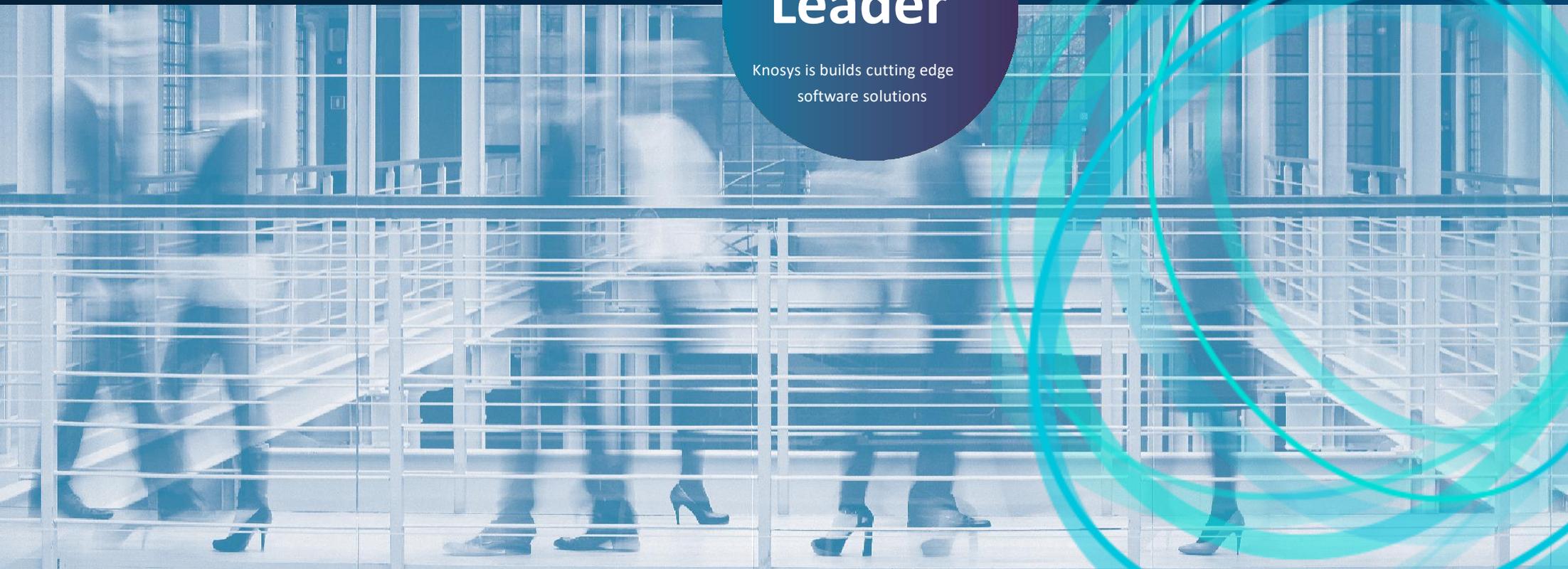
- Retail & Franchising
- Banking & Finance
- Communication & Entertainment
- Automotive & Travel
- Health, Legal & Education
- Government & Libraries

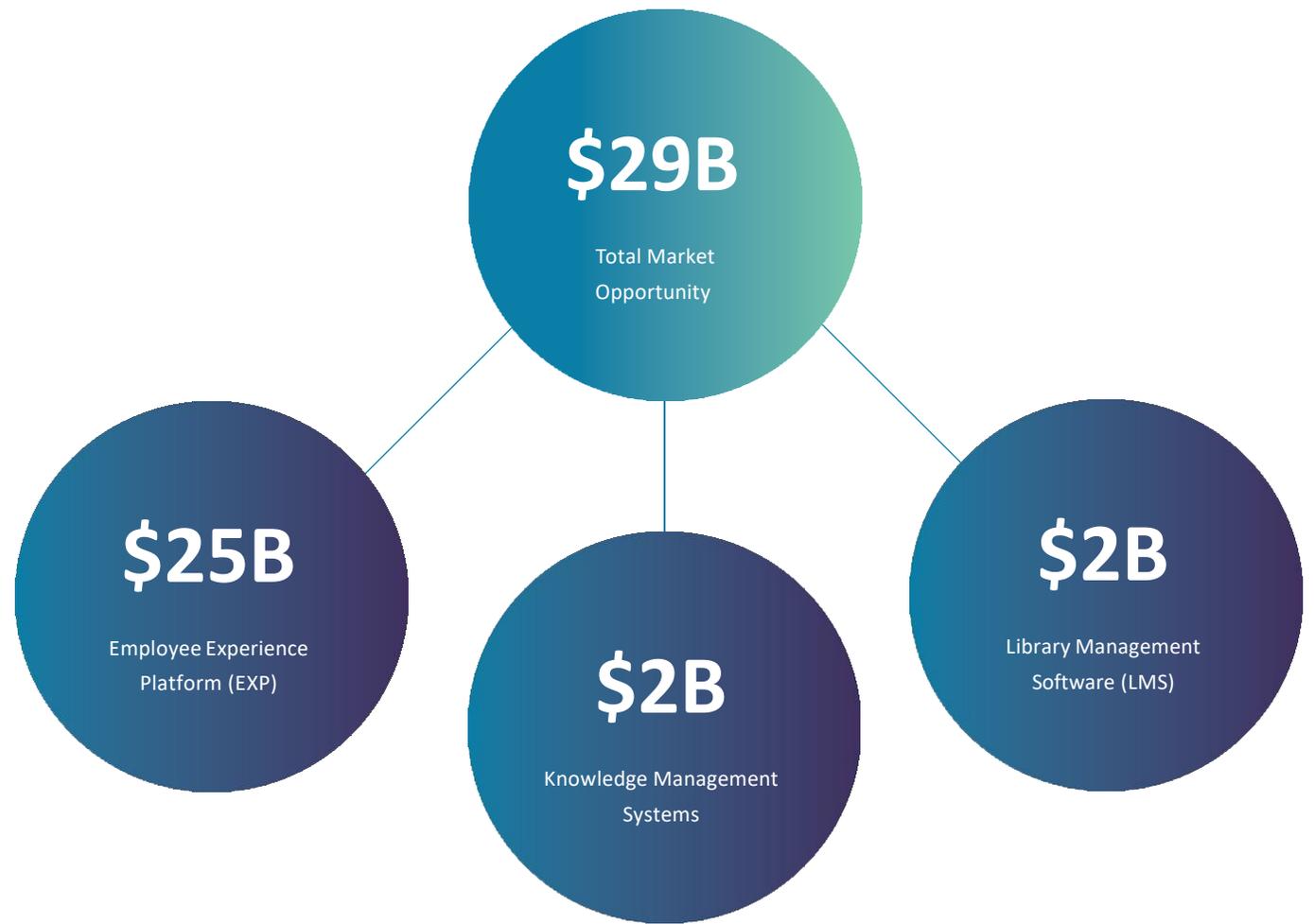




Market Leader

Knosys is builds cutting edge software solutions





 **knosys**
Scale of Markets



Shape of the Market

Market	Employee Experience Platform	Knowledge Management System	Library Service System
Market Size	\$25B	\$2B	\$2B
Customer Profile	MID-MARKET 200-1000 staff	ENTERPRISE 1000-10,000 staff	MID-MARKET 200-300 staff
Sales Cycle	3 - 6 Months	12 - 18 Months	9 - 12 Months
Growth Drivers	<ul style="list-style-type: none"> Employee Efficiency & Engagement Cloud-based, Digital Workplace Solutions Flexibility & Remote Working 	<ul style="list-style-type: none"> Customer Engagement & Experience Agent efficiency & productivity Consistency & compliance for single source of truth 	<ul style="list-style-type: none"> Effective library management vis digital channels Increasing demand for automation in the library market Rising number of educational institutions

1 <https://www.openpr.com/news/2000791/knowledge> Knowledge Management software market share size 2020 global

2 Market Research Future April 2020



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Digital Workplace Principles

All of Knosys' solutions are based upon common themes and capabilities.





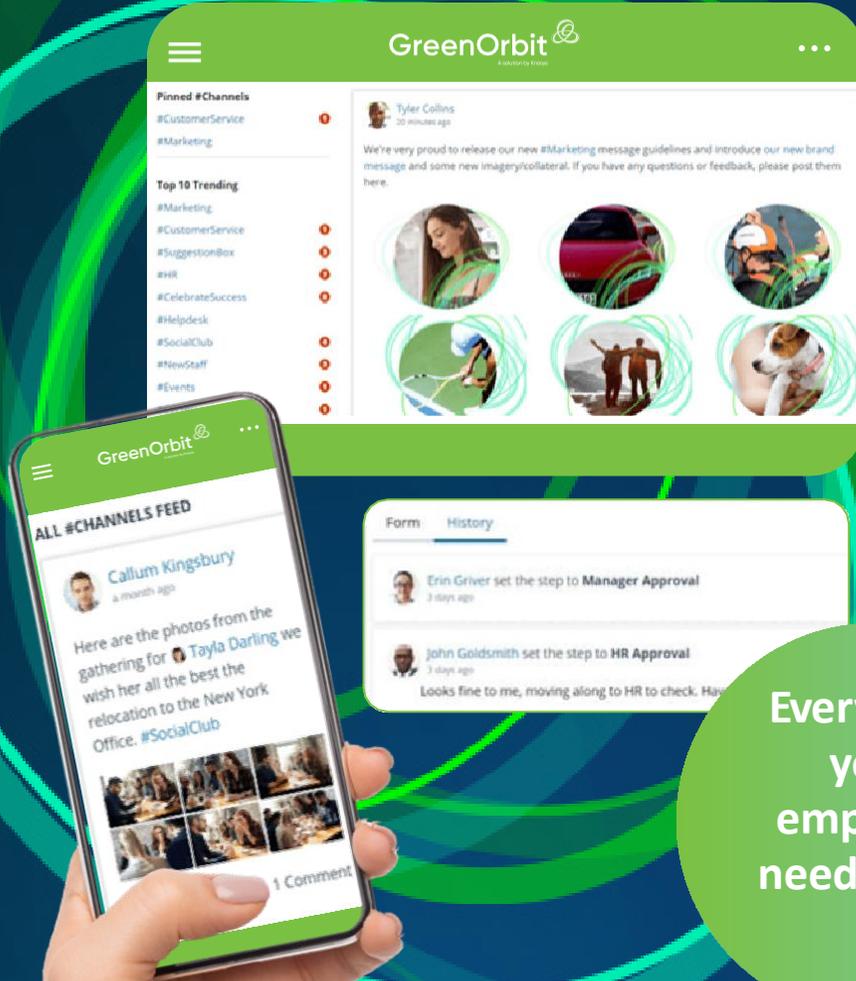
SaaS Solution Suite Employee Experience Platform

GreenOrbit an empowering digital workplace with the best employee tools to communicate, collaborate, and engage through an intelligent intranet ... create inspiring experiences.

Companies deploy employee experience software solutions for several interrelated reasons.

They invest in these systems to improve employee engagement, which can translate into more innovation, greater productivity and a stronger commitment to customer satisfaction.

Supports work anywhere, on any device, and at any time, ideal for both in office and remote workers.



Everything
your
employee
needs built
in

GreenOrbit 



Our SaaS Solution Suite Library Service Platform

Libero is an integrated cloud-based format-agnostic approach to providing access to library resource. It enables your employees and members to access your library management solution anywhere, at anytime.

Libraries rely on the library service platform to manage asset collections as well as relationships with their members. It also helps libraries keep track of their documents inventory and loans, and member subscriptions and profiles, sometimes for multiple physical locations.

This type of software can be used by educational and institutions' libraries, as well as public or private libraries. Library patrons use library management systems to find, reserve, and loan documents, while library staffs employ it to manage the acquisition, cataloging, and inventory of documents.

A powerful library service platform to manage all your operations and resources in the digital workspace.



Libero 



Our SaaS Solution Suite Knowledge Management System

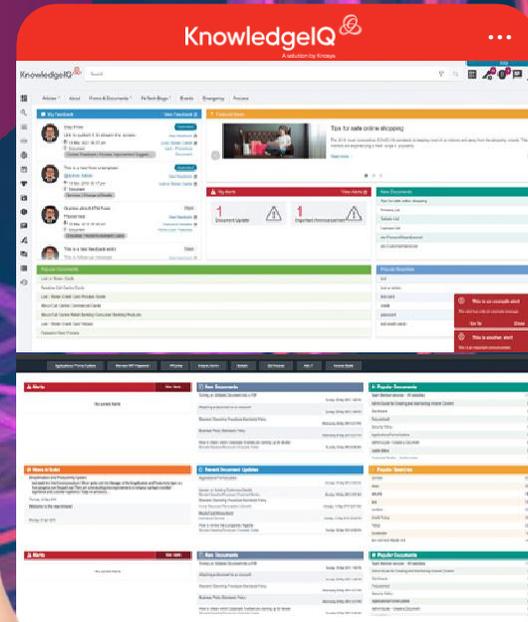
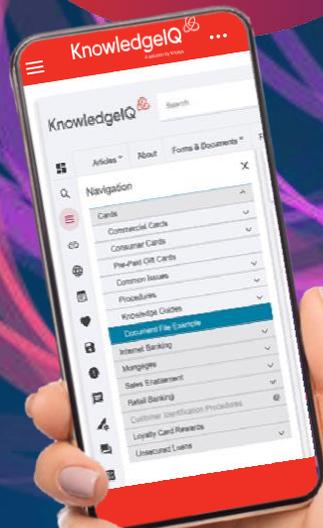
Unlocking knowledge to help employees and customers find answers and information quickly when they need it trusted single source of truth for everyone.

The purpose of the knowledge management system is to capture and distribute knowledge, allowing members of an organization, along with its customers, to effectively access and use the information. Having a centralized repository where this knowledge is stored helps to create a single source of truth in an organization, eliminating confusion and reducing the time taken to find information.

Used by companies that wish to make the most of their employees' varying levels of skill and experience.

The software provides a common gathering place for teammates and remote coworkers to benefit from processes and workflows that have been documented, such as onboarding documents, frequently asked questions, and more.

Intuitive platform supporting your call center teams and customers



KnowledgeQ 



 knosys

Future
Direction

knosys.co

knosys Strategic Goals 2024



knosys Growth Strategy

Knosys' business model is supported by five strategic pillars which will drive our future success.

1

Grow revenue from existing customers

- Increase number of users, and sits through upselling to existing customers
- Expand new sales into existing customers via cross sell of solutions

2

Grow new customer revenues in existing geographic markets

- Invest in sales and marketing to accelerate pipeline growth and new customer acquisition in key markets
- Expand brand into key markets not already purchasing

3

Grow our brand awareness

- Attract new customer and top talent
- Stronger brand translates into supporting high price points and more wins
- Shorten sales cycles as with thought leadership, news worthy industry achievements

4

Expand solutions offering and IP

- Expand solutions offering through investment in additional features
- Build out existing proprietary technology

5

Accelerate growth through acquisitions

- Knosys remains open to pursuing strategic, technology aligned and operationally compatible acquisitions

knosys Growth Revenue Existing Customers

1



- Specific focus on existing customer base (aim for 20% growth)
- Re-design of renewals pricing structure
- Account Management roles +50% from FY21
- A new account management model with appropriate incentives focused on upsell/cross sell
- A new consultant incentive program for sale of professional hours
- Improvement in Net \$ retention rate

knosys **Grow New Customer Revenue**

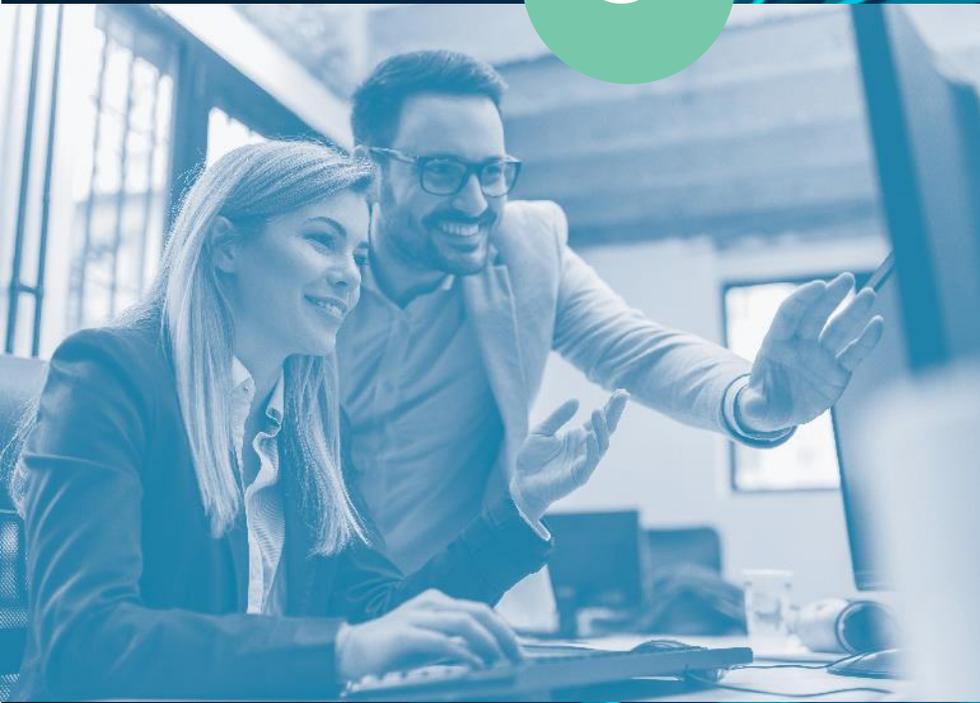
2

- Re-design of go-to-market pricing structure
- A new sales management model with appropriate incentives
- Implementation of a new industry focused marketing and sales process
- Business Development roles +50% from FY21



knosys Growth Brand Awareness

3



- Invest in being present across several digital platforms and attract new customers
- Marketing roles +300% from FY21
- Increase investment in industry specific campaigns
- Leverage integrations with global brands such as Salesforce and Genesys
- Complete the re-branding of Knsoys and its sub brands
- Develop value proposition and create impact on the target markets

knosys **Expand Solutions Offering and IP**

4

- Foster innovation and expand proprietary intellectual property to drive high-margin product and service offerings
- Analyze customer data to generate information about what is important to our customers, and gather their opinions and comments
- Invest in product development roadmaps that generate highest margin and/or customer growth
- Software development roles +50% from FY21



knosys Accelerate Growth Through Acquisitions

5



- Explore opportunities that fill critical gaps in service offerings or client lists in our existing spaces
- Efficient way to acquire talent and intellectual property
- Opportunity to leverage synergies and scale operations
- Add a new business models that compliment the recurring revenue
- Invest in outsourced global search program

knosys Investment Opportunity



Market leading digital workplace
SaaS platform vendor



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



Positioned in >\$25B high growth
markets of EXP and KMS and LMS



Substantial customer validation and
diversified customer base across
the globe



Focused Organic and Acquisition
Growth Strategy in US and APAC



Increasing SaaS Recurring
Revenue business model
supports financial growth

knosys Capital Structure



Results

Growth strategy gains
profitable results





knosys Capital Structure



ASX Code

KNO

Share Price (at Nov 2021)

\$0.17

Shares on Issue

214,138,698

Directors, Executive, Staff shareholding

7%

Cash (as at 30 June 2021)

\$6.5m (no debt)



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