



ASX Release

7 February 2022

Annual General Meeting – Chair Address

As you would be aware, due to our decision to change our reporting period, we held our last AGM only 3 months ago. The 3 months to December are typically our quiet period, so my intention today is to be brief as we covered the prior year end period in some detail at the last AGM.

2021 continued to be a challenging year for ReadCloud with the continuation of COVID 19 restrictions impacting our target market penetration and expansion of our go to market options. The last 3 months have seen some relaxing of the conditions from last year, but Omicron is impacting our clients and are still not fully organised and ready for teaching as usual.

I am pleased to report that despite these challenges, the business is continuing to grow. We continue to win new schools in the School Curriculum market and our churn has continued to be low.

Perhaps the most important investment for the last 15 months has been our progress in enhancing the ReadCloud platform. This is becoming the cornerstone for building our Digital services and the scalability of our solutions and delivery capabilities, across the full curriculum schools and the VET business.

This investment is delivering strong service outcomes with our 2022 onboarding process, which has gone very smoothly, delivering enhanced client outcomes. The progress made in enhancing the platform provides ReadCloud with a differentiator in the market and is potentially a driver of further growth within the markets we service. It also provides us with a SaaS, or software as a service, platform that can be used by operators in overseas markets. The interest received from new markets in the utilisation of the ReadCloud platform as a SaaS engine will be further explored over the next 9 months to better qualify the key opportunities.

We continue to be very focused on repositioning the VET businesses for a new rebranded launch into March 2022 and exploring new opportunities to drive growth leveraged from the functionality and capabilities contained within the ReadCloud platform.

In the last 2 months we have added a new business development capability through an additional sales team as the VET segment presents many encouraging opportunities to increase our growth rate. The opportunity to expand in our VET segment and to increase the cross-selling opportunity is potentially very exciting.

The focus for FY22 and beyond is to further drive the opportunities created by the ReadCloud platform, execute an aggressive growth path within the VET market, while



continuing to build on the sales momentum in full curriculum schools. These three segments of growth will accelerate our performance in FY22.

I would like to take this opportunity to thank all the ReadCloud employees for the hard work and enthusiasm they have shown during this difficult period. I would also like to thank my fellow directors for their continued efforts and their strong commitment to building a more robust business and one that is driving for accelerated growth and quality of delivery.

I would also like to thank our shareholders for their loyalty and support and look forward to delivering improved results over the next years.

ReadCloud has a strong committed set of employees, a strong cash position, supportive customers and a platform that combined with our customers provides a strong opportunity to take the company to a stronger performance in FY22 and beyond.

-Ends-

This announcement is authorised for release to the market by the Board of Directors of ReadCloud Limited.

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About ReadCloud Limited

ReadCloud is the leading provider of eLearning software solutions, including eBooks, to Schools and the Vocational Education and Training (VET) sector in Australia. ReadCloud's proprietary eBook platform delivers digital content to students and teachers with extensive functionality, including the ability to make commentary in, and import third party content into eBooks.

Students and teachers can share notes, questions, videos and weblinks directly inside the eBooks turning the eBook into a place for discussion, collaboration, and social learning, substantially improving learning outcomes.

ReadCloud sources content for its solutions from multiple publishers, delivering the full Australian school curriculum in digital form in all States, on one platform. In the Vocational Education and Training (VET) sector, ReadCloud provides over 55 digital VET courses and auspicing services to schools across Australia.

ReadCloud currently has over 116,000 users on its platform.