



ASX Announcement

25 May 2022

UBS Australian Emerging Companies Conference Presentation

The attached presentation will be provided to the UBS Australian Emerging Companies Conference later today.

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Digital Innovation in Student Placement



UBS Emerging Companies Conference
May 2022

The image displays a 3x3 grid of mobile app interface screenshots for IDP's student placement app. Each screenshot illustrates a different feature:

- Top Left:** "Want to study overseas?" - Shows a user profile and a search bar.
- Top Middle:** "From here to anywhere." - Shows a search for "Sydney" with a photo of the Sydney Opera House.
- Top Right:** "Personalise your search" - Shows filters for "ACCOUNTING", "CANADA", "2022", and "POSTGRADUATE".
- Middle Left:** "Find your dream course" - Shows a "Master of Accounting" course card with a green checkmark and the instruction "Swipe right if you like the course you're seeing".
- Middle Middle:** "Match with institutions" - Shows a "Master of Business" course card with a red X and the instruction "Swipe left to view another course".
- Middle Right:** "Get a decision in minutes" - Shows a "Matched courses" notification and a "Master of Accounting" course card with a "Get decision" button.
- Bottom Left:** "Get advice from universities" - Shows a video call interface with three participants and a question: "What are the benefits of choosing the Canada University?".
- Bottom Middle:** "Track your applications" - Shows a "Progress tracker" for a "Master of Accounting" application, with status updates like "OFFER SUBMITTED" and "OFFER RECEIVED".
- Bottom Right:** "Download now" - Shows the IDP Live app icon and download buttons for Google Play and the App Store.

Important Notice and Disclaimer

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Note: All financial amounts contained in this presentation are expressed in Australian dollars unless otherwise stated. Any discrepancies between totals and the sum of components in tables contained in this presentation are due to rounding.

Strategic Evolution

IDP's agenda of innovation has seen it transform from an analogue to an omni-channel business. Using our scale and our trusted human connections we will increasingly use data to develop services that transform our industry

Yesterday:
A global network of experts

1

For generations families have trusted IDP's experts based in offices around the world. Our foundations are built on trust, expertise and a student-first approach on a global scale.

Today:
An omni-channel platform based on trusted advice

2

We have transformed our business into an omni-channel model by establishing a digital platform that overlays the physical network with a digital footprint that ensures a connection across the student journey.

Tomorrow:
A global marketplace that transforms the industry

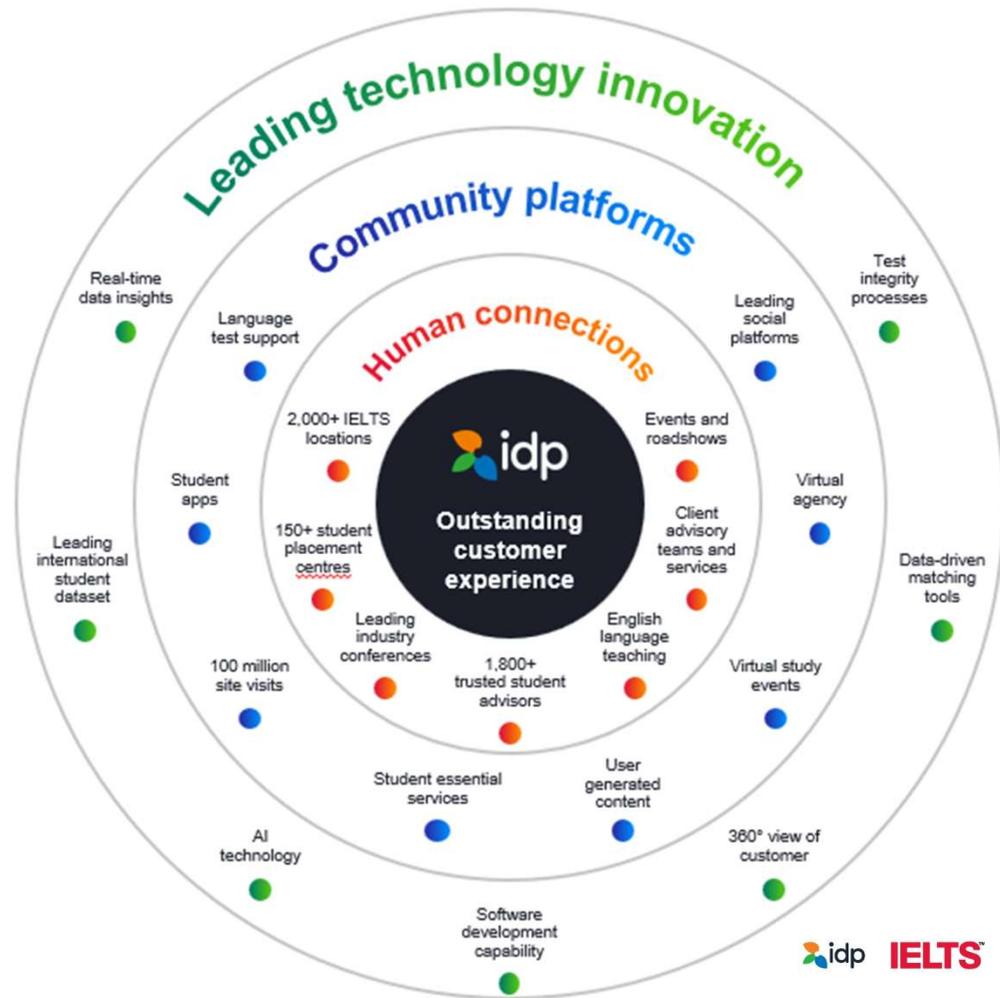
3

By combining IDP's trusted advisors with AI, our students are getting into their ideal course faster. At the same time, our clients are selecting the students that can thrive at their institution.



Our Competitive Advantage

- Trusted human support
- Delivered on a global platform
- Underpinned by leading technology innovation
- Leveraging our industry leading dataset



Delivered through our trusted suite of brands



Customer needs

In a technology-enabled and rapidly changing world, the current industry model is not meeting student, institution and counsellor needs



Students

Choice

Efficiency

Outcomes



Institutions

Quality

Diversity

Volume



Counsellors

Visibility

Conversion

Efficiency

Leveraging IDP's digital platform and data science capabilities

Making the right academic matches earlier in the student journey through **FastLane** drives better outcomes for students, counsellors and institutions.





Student value proposition

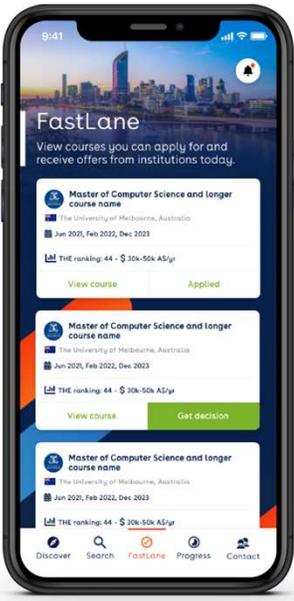
I enter qualification details required to check my eligibility

Based on my details I am shown courses I can get into

If I proceed, I can request a decision and receive an 'Offer in Principle' in minutes

I can connect with a counsellor for a full application

Once submitted, I am processed faster by the institution with FastLane





Client value proposition

I can set up offer making rules for courses to enable IDP to issue 'Offers in Principle' to students

I can view real-time reporting on 'Offers in Principle' that have been issued by the system

I can see a real-time pipeline of engaged potential and matched students

Manage academic rules

Manage the message for OIP

Integer nec mauris pellentesque, posuere tellus eu, laoreet ligula. Nullam gravida porta lacinia. Pellentesque varius, velit ac ultrices efficitur, leo tortor pulvinar dui.

Academic rules | English language rules | Admission test rules | Rules group | Recognised Institutions | Accepted subjects

Manage student offers in principle

REPORTING | FEEDBACK

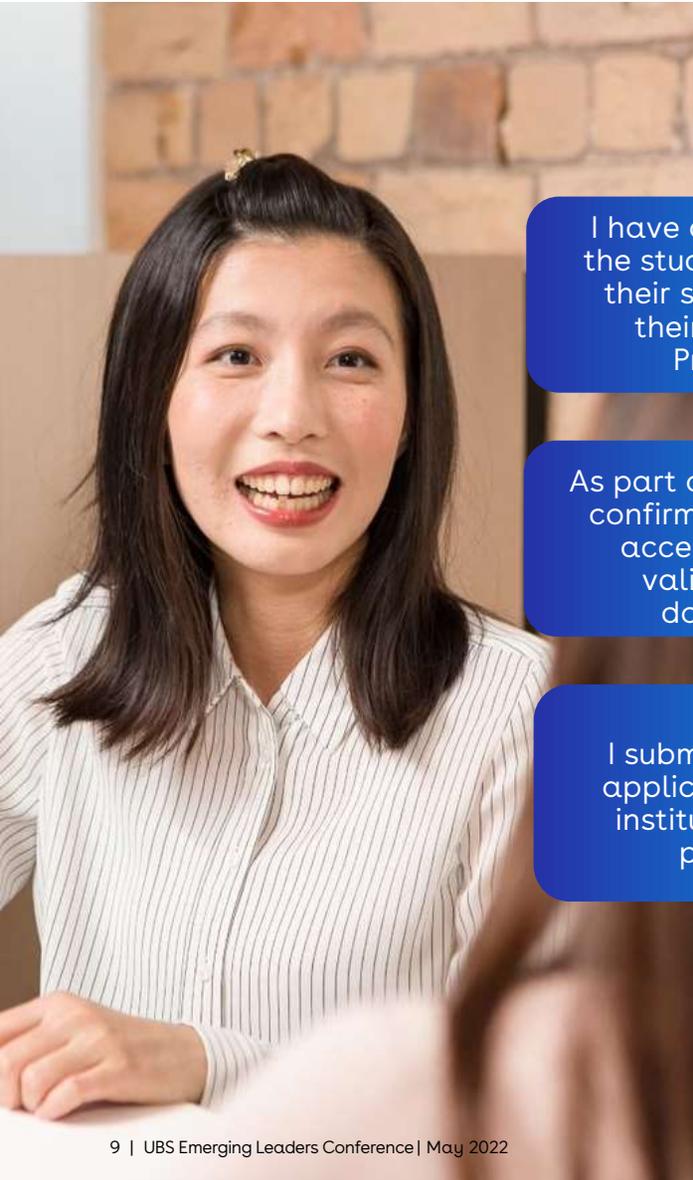
DOWNLOAD SELECTED

<input type="checkbox"/>	OIP ID	Student name	Country	Course	Intake	Location	Decision	Status
<input type="checkbox"/>	00000001	Madhan Kumar	India	MSc Business Management	Jan 2021	Melbourne	OIP (qualified)	Verified
<input type="checkbox"/>	00000002	Madhan Kumar	India	MSc Business Management	Jan 2021	Melbourne	OIP (qualified)	Verified

OIPs received by courses and intakes

Filter by Course name | Intake | Campus

User country	No of OIPs triggered	No of OIPs completed		No of OIPs accepted	No of Applications	No of offers issued	No of offers accepted	No of Finalisations
		No of successful OIPs	No of OIPs rejected by system					
India	560	400	160	300	250	230	200	180
China	450	350	100	250	200	180	165	160
Thailand	230	150	80	100	80	60	50	45



Counsellor value proposition

I have a 360 view of the student including their shortlist, and their 'Offers in Principle'

As part of counselling, I confirm my student's acceptance and validate their documents

I submit a FastLane application with the institution which is prioritised

Student X

OVERVIEW STUDENT 360 RECOMMENDATION ENGINE **OFFER IN PRINCIPLE** LEADS OPP

OIP-20211109-539898	University of South Australia	International Master of Business Administration		View
OIP Application Fee Waiver				Apply again

Student X

OVERVIEW STUDENT 360 RECOMMENDATION ENGINE **OFFER IN PRINCIPLE** LEADS

Upload / Request [Review / Sign off](#)

Uploaded Deleted

All Personal documents

Search

Work Experience related documents

Document name	Status
<input type="checkbox"/> Employee letter	✓ Verified

Sponsorship and Scholarship related documents

[Download](#)

FastLane Status Update



Client Onboarding



- 39 clients live across AUS & UK
- 45 clients signed-up or in contract negotiations
- 1,000+ courses live

Student Engagement



- Live in 16 countries
- 8,500 offers-in-principle made
- 7 point NPS increase for app users

Speed



- Client SLAs deliver an average application to offer turnaround time that is 6x faster than normal

Large scale unique datasets creating differentiated CX



Event-driven architecture (EDA)

Omnichannel EDA driving next-best-action for students and counsellors

Digital platform capturing over 4 billion system events p.a.*



Lead scoring

Algorithmic lead scoring driving productivity and improved CX

2 million leads scored per year**



Recommendation engine

Customised course recommendations based on student search history

16 million recommendation inputs ***



Admission criteria

A unique dataset of course admission criteria via the FastLane service

1,000+ courses #

* Total events covering all digital and physical student engagements over last 12 months

** Total student online enquiry forms scored by algorithm over last 12 months

*** Inputs into recommendations from student activity

Number of courses currently loaded into FastLane with complete admission criteria

Investing to drive future productivity, CX and scalability

Central Application Processing (CAP)

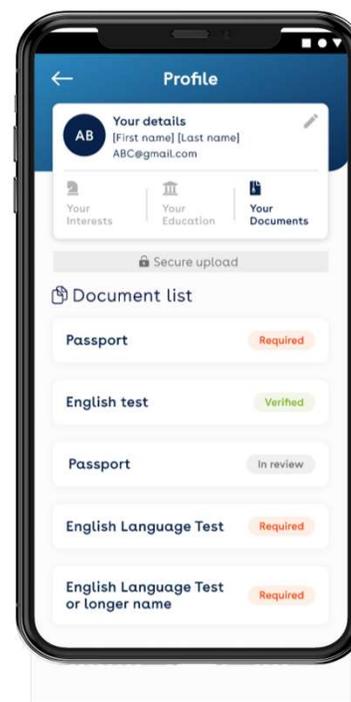
A document processing hub managing application submission and tracking on behalf of counsellors

Document management

Automation and streamlining of document collection and management via the app using OCR technology and AI

Student Application Management (SAM)

Students and counsellors can initiate, submit and track applications using a streamlined application processing tool via IDP Live



Objectives

Streamlining processes and improving data accuracy

Reducing counsellors' workload and time spent on administrative activities

Counsellors increased job satisfaction with more time spent with students

Increased customer satisfaction through more counsellor availability

Expanding our ability to scale through increasing productivity

Summary

- IDP's scale and trusted human connections are at the heart of our competitive advantage
- Our technology roadmap will drive both near term and longer-term benefits
- In the near-term technology will deliver a better student experience, improved conversion and counsellor productivity
- In parallel, our innovation is laying the foundations for a longer-term transformation of the international student recruitment industry

