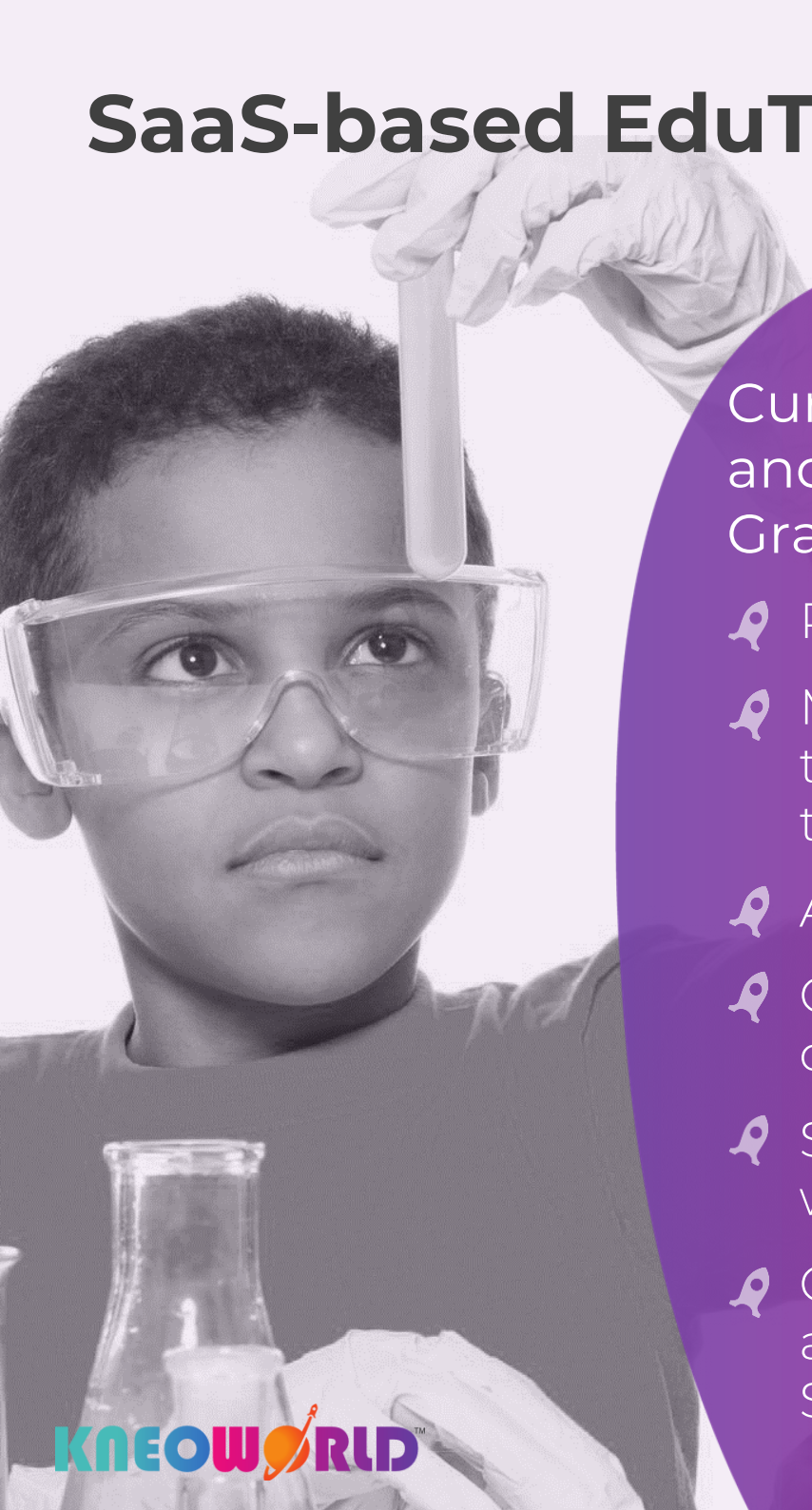# KNeoMedia Limited

ASX: KNM | OTC: KNEOF

Publishers of **KNEOWORLD**

CEO Presentation
2022 Annual General Meeting

SaaS-based EduTech company

Curriculum-based reading, math, STEM and social and emotional learning solutions for Pre-K to Grade 8 in the USA and around the world

- Revenue generating company

- Market leading trade-marked educational technology – large IP investment developed and tested over time

- Ability to rapidly roll out and scale

- Our roll out cost base diminishes with each new contract

- Successfully deployed in the NY public schools-world's biggest education market

- Content updates and regional curriculum alignment via proprietary Content Management System

KNEOWORLD™

Powerful program built by educators and teachers to ENGAGE 🪐 EDUCATE 🪐 ASSESS

- Curriculum aligned program

- Flexible and easy-to-use

- Engages students with online stories & games AND offline hands-on activities

- Standards-aligned lessons (math, reading, social emotional, and more)

- Analytics measure academic growth & mastery

- Embedded growth mindset

- Use at school, remotely – or both!
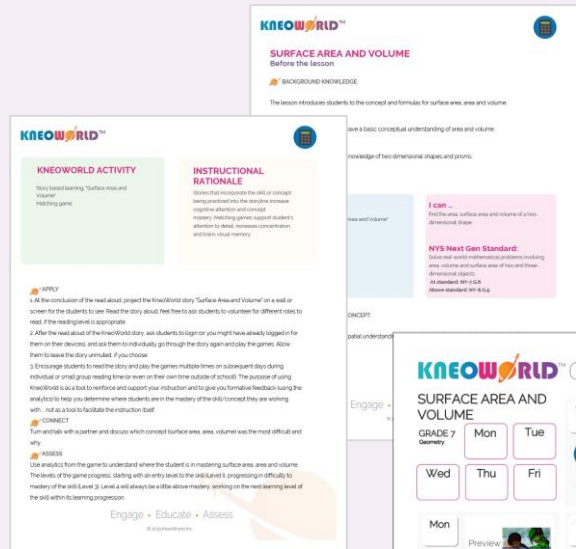
Google for Education
Partner

KNEOWORLD

Story-based lessons with characters that **engage**

Students immerse themselves and are able to recognize and bond with KneoWorld characters during the learning process

100's of Lessons, challenges & activities to
educate
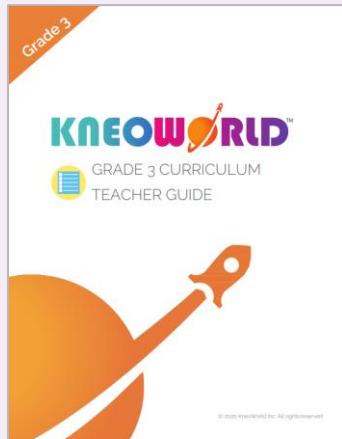
Extensive Teacher Resources
- 30-week, daily Teacher Guide
  - Individual Lesson Plans
    - Weekly Plans
  - Student Workbooks

Game-based challenges are undertaken throughout lessons to measure student progression.

Teachers can instantly monitor student academic advancement to provide differentiated instruction by tuning the program to the learner's individual needs.

Meaningful analytics clearly shows student academic progression to **assess**
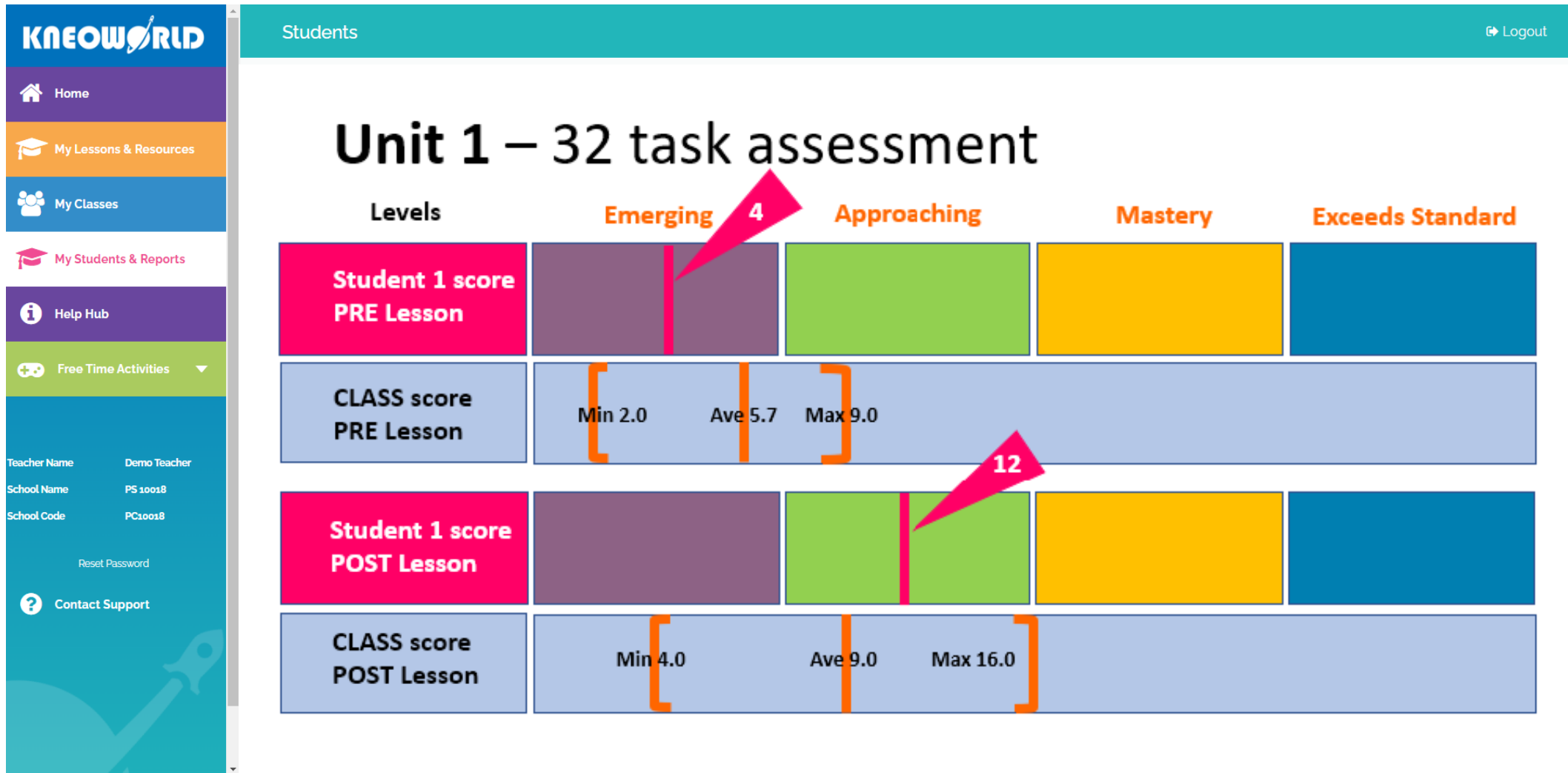
Platform Overview
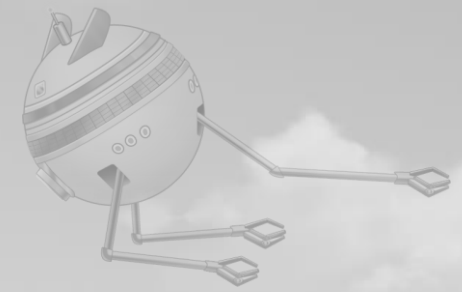
KneoWorld.com
Introduction and login

Education Team
Writers
Pedagogical Experts

Proprietary Content Management System
Graphic Design
Production

Proprietary Asset Library
KneoExplorers and other graphical content and art

Proprietary Platform
(Hosted at Amazon Web Services)

Populated with:
- Lessons & Tasks
- Curriculum & Standards
- Teacher Guides
- Online & Offline Content
- Assessment database

Formatted to:
- Subject
- Grade
- Region

Single sign-on logins for student & class tuition.

Student Assessment Reports:
Pre & Post Testing
- Student
- Teacher
- Class
- School
- District

Data Driven Instruction:
Ongoing content is matched to student's assessed needs

KNEOWORLD™

B2B channels to market

'Connect All Kids' NAACP/Dell collaboration

- Funded by DOE State and City budgets and political and Foundation budgets
- NAACP delivers unrivalled access to government
- Power of Dell marketing
- 3-year licences paid up front
- US$50 p.a. seat licence

Annual direct to school and school districts seat licence sales

- Funded by DOE Federal, State and City budgets
- Unprecedented levels of education funding now available
- Approved for Federal Title IV funding
- Re-align NYC developed content
- US$50 p.a. seat licence

ELC School Readiness & Prekindergarten learning programs

- Funded by education Federal and State budgets
- Current focus in Florida where centrally managed by State
- Existing 2000 Florida licences
- 400,000 Florida Early Learning Students
- Re-align NYC developed content
- US$50 p.a. seat licence.

KNEOWORLD™

Quality partners and collaborations

Florida DOE

2000 licences in ELCs and additional pilots in progress

NAACP

National Association for the Advancement of Colored People has 2,200 branches across the US and Connect All Kids underpins their education push

Dell Technologies

Dell Technologies provides consulting support and Dell products to be used to access KneoWorld education content

Google for Education

KneoWorld SaaS platform validated by global leader in education – Google for Education Partner status

New York State DOE

NAACP and KneoWorld engaged with NYS Education to roll out Connect ALL Kids further across 66 counties in the state

New York City DOE

Connect ALL Kids program supported by NYC Department of Education with the program initially being rolled out across 4 boroughs

National market uptake positioning

New York City and State

Pre K-8 students 2,200,000

- Connect ALL Kids to date has deployed across 4 boroughs of NYC
- 6,000 licenses deployed by 2021/22
- 40,000 licenses pre-ordered 2022/23
- Very substantial additional sales in pipeline

Florida State

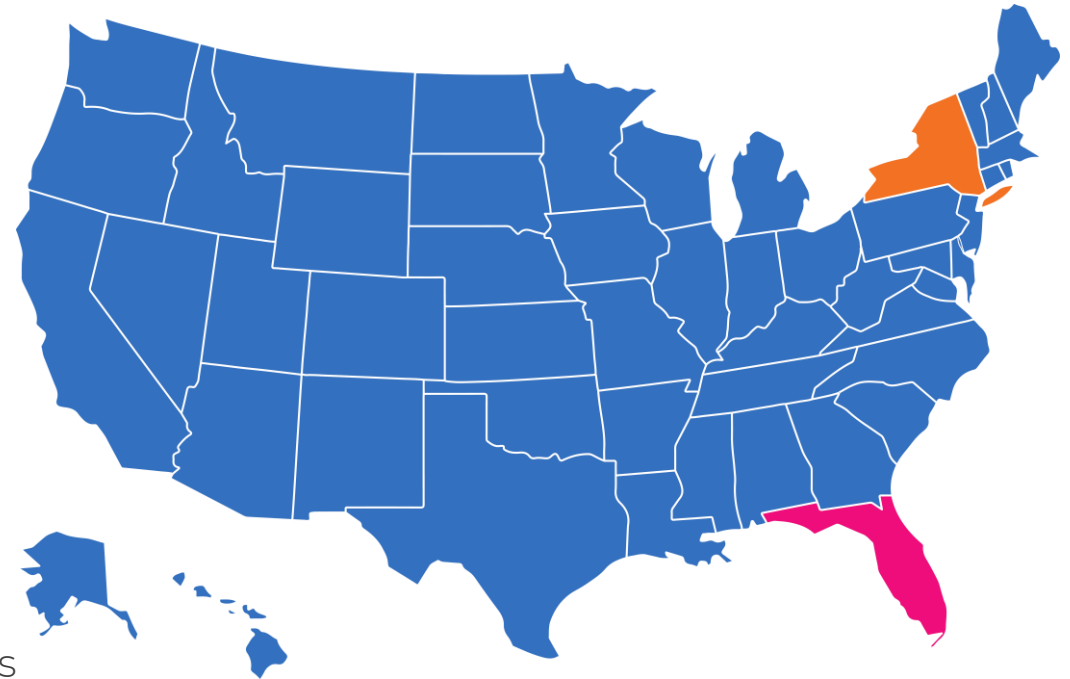### Pre K-8 Students 1,930,000

- 400,000 Early Learning students in 6,500 ELCs
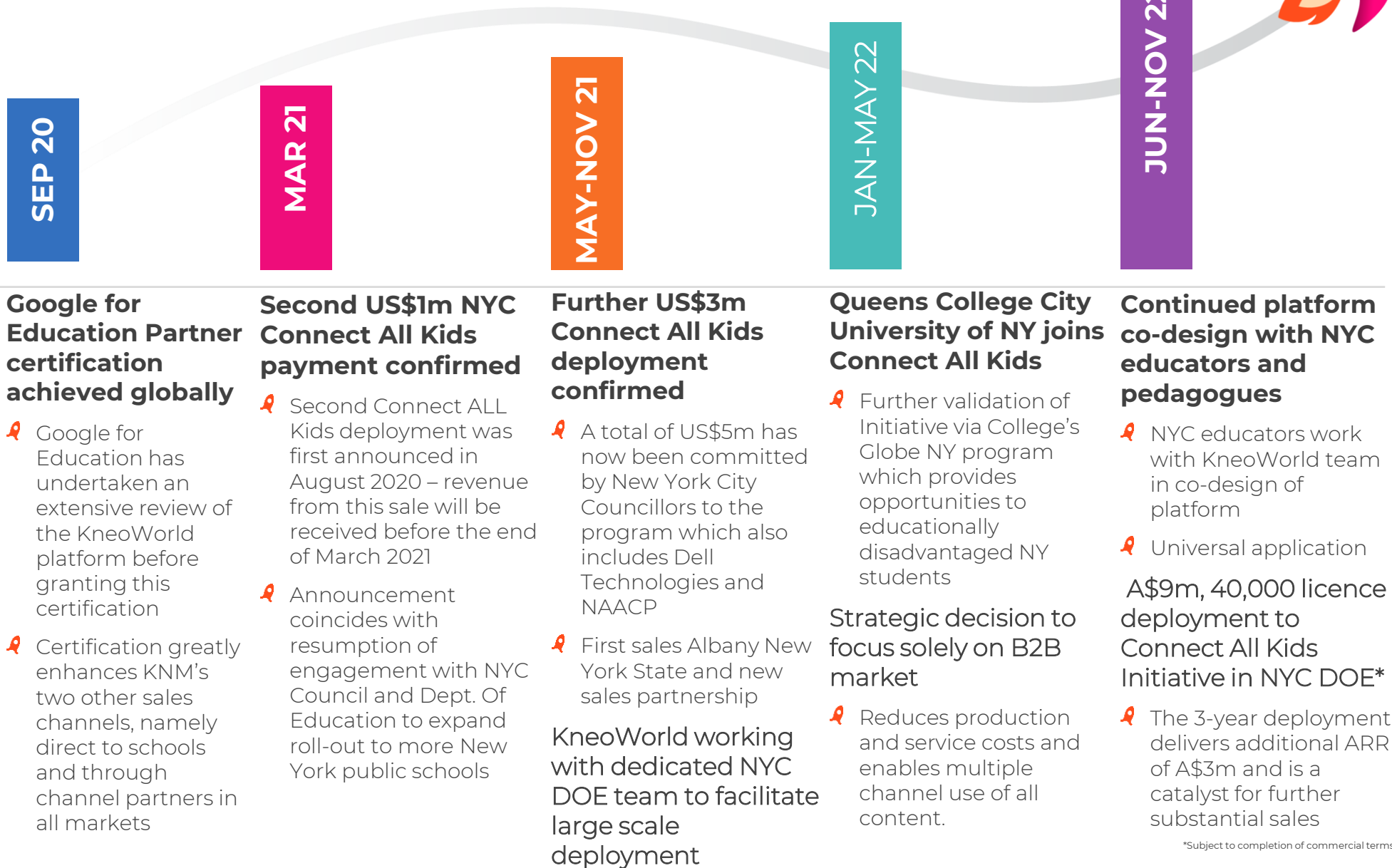- 2,000 ELC licenses committed 2021/22

United States

Pre K-8 Students 24,000,000

- New York and Florida being two of the four largest education systems and are a bellwether for smaller states. California (Los Angeles0 and Illinois (Chicago) future targets
- NAACP/DELL collaboration objective is for a national rollout

Recent achievements

SEP 20

Google for Education Partner certification achieved globally

- Google for Education has undertaken an extensive review of the KneoWorld platform before granting this certification

- Certification greatly enhances KNM's two other sales channels, namely direct to schools and through channel partners in all markets

MAR 21

Second US$1m NYC Connect All Kids payment confirmed

- Second Connect ALL Kids deployment was first announced in August 2020 – revenue from this sale will be received before the end of March 2021

- Announcement coincides with resumption of engagement with NYC Council and Dept. Of Education to expand roll-out to more New York public schools

MAY-NOV 21

Further US$3m Connect All Kids deployment confirmed

- A total of US$5m has now been committed by New York City Councillors to the program which also includes Dell Technologies and NAACP

- First sales Albany New York State and new sales partnership

KneoWorld working with dedicated NYC DOE team to facilitate large scale deployment

JAN-MAY 22

Queens College City University of NY joins Connect All Kids

- Further validation of Initiative via College's Globe NY program which provides opportunities to educationally disadvantaged NY students

Strategic decision to focus solely on B2B market

- Reduces production and service costs and enables multiple channel use of all content.

JUN-NOV 22

Continued platform co-design with NYC educators and pedagogues

- NYC educators work with KneoWorld team in co-design of platform

- Universal application

A$9m, 40,000 licence deployment to Connect All Kids Initiative in NYC DOE*

- The 3-year deployment delivers additional ARR of A$3m and is a catalyst for further substantial sales

*Subject to completion of commercial terms

US education now mandated online

Pipeline opportunities

- Online education for individual & class instruction now mandatory

- Platforms must be sophisticated and integrate with Learning Management Systems.

- Must provide online and offline education

- Having the above pedigree, KneoWorld firmly embedded in New York and Florida school systems

- NAACP/DELL collaboration proceeding to broader NYC/State rollout and beyond

- Florida ELC rollout expanding

- New York and Florida provide national validation

- Each opportunity uses same platform content aligned to regional curriculum

KNEOWORLD

KNEOWORLD™

Experienced education professionals

Meet our KneoWorld team members:

Dr. Denine Jimmerson
Director of Curriculum

Brittany Kelley
M.Ed.
Education Content Author

Dr. Lisa Thompson
Education Content Author

Damian O'Sullivan
BA, Dip. Ed
Education Specialist

Louis Diggs
B.Sc.
Senior Sales Director

Jeff Huart
Education Specialist

Hope Hou
M.Fin.Sc.
Education Relationship Director

NYC Education Team, Teachers and Pedagogues

Thank you for attending

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Eryl Baron Company Secretary – Eryl.Baron@boardroomlimited.com.au

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This presentation has been approved for release by the Board of KneoMedia Limited.

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