



16 October 2024

ASX/Media Release (ASX: KNM)

Launch of New KneoScience EdTech Platform in New York City Adds New Revenue Stream

KNeoMedia Limited (“KneoMedia”, “KNM” or the “Company”), a SaaS publishing company delivering education and assessment products predominantly for the US education sector, is pleased to announce the launch of the Company’s new Content Services Platform (CSP), **KneoScience**, to three districts within the New York City Department of Education (‘NYC DOE’) encompassing an initial 35,000 licence deployment to elementary and middle school students.

The Company has developed the new platform, co-designing, testing and implementing it with the NYC DOE over the last 14 months for delivery of what is *mandated curriculum* in the field of Science Investigations undertaken by students over the course of each year on an ongoing basis.

KneoMedia has created a unique Content Services Digital Platform, in multiple languages, to replace the current complex and cumbersome paper-based format of the instruction, reporting and grading of the Science Investigations. Accordingly, the new platform is vastly more efficient, easier to implement, saves a significant amount of time for both students and teachers, and includes delivery and ongoing easy access to in-depth assessment data at student, class and school level.

About Science Investigations - mandated curriculum

The Science Investigations in New York State, including New York City, are mandated for all public, private and charter schools and encompass grades of 3 to 8. The Investigations are ongoing throughout the year and are practical ‘investigations’ undertaken to help assess if students have developed a deeper understanding of scientific concepts and principles, by having them engage in hands-on experiments to test how they apply their knowledge to real-world situations and record their findings. Immediate benefits of converting the current paper based Science Investigations to the KneoScience digital platform include and are not limited to:

- Anticipated increase in students’ science grades.
- Minimum 50% time and cost saving in the classroom and time saving for teachers’ grading of student investigations with including optional AI grading.
- Removal of paper based investigations often lost over the duration of the students’ investigations.
- Realtime comparative data of student, class, school and District level performance.
- Secure student data is available on an ongoing basis for real-time review to measure academic progression and is transferable with student relocations.

KneoScience is being launched at a critical time for NYC DOE given data supports only 30% of students in New York City were proficient in science in the 2023-2024 State exam.



Size of the market opportunity for KneoMedia, first deployments underway

The number of public school students mandated to undertake the Science Investigations in New York City each year is approximately 400,000.

KneoMedia has received written approval from DOE central product management division to deploy KneoScience to adopt the co-designed platform for the first 120,000 students for the 2024-2025 school year. Of these, the CSP is being deployed in three school districts in the Bronx and Queens to an initial 35,000 students. These three Districts will provide training assistance further Districts. This approval also includes the DOE IT and Legal Departments, thus cementing commercial terms which are confidential at this time. As in previous deployments of the KneoWorld platform, and while KneoScience seat licencing pricing remains commercial-in confidence, final contracts are executed post deployment prior to payment.

Comments

KneoMedia is encouraged by the level collaboration and buy-in from NYC DOE, reflected in the comments below:

Achievement & Instructional Specialist District 11 Nadya Awadallah said: *"In my opinion adoption of the KneoScience platform in our schools will substantially and positively increase the level of science education proficiency in New York City and I look forward to City wide deployment. The first 35,000 licences is a solid start."*

Special Instructional Liaison in District 28 Rajendra Jailall added: *"Having been involved, with my team in both the testing and final platform design over the past year, the adoption of KneoScience in the classroom will greatly assist teachers in the implementation, management and grading of the investigations and make it much easier for students to participate. This will result in improved academic outcomes and we are very eager to adopt this digital platform in lieu of the cumbersome paper process."*

Educational Administrator STEM (Science) in District 29 John Herrera commented: *"I have worked closely with the KneoWorld team on the development of the KneoScience platform to secure the various departmental approvals required to bring this technology to the students and teachers. This program will be a game changer and an outstanding opportunity to advance our STEM program in schools."*

KneoMedia Chairman James Kellett said: *"KneoScience has been a wonderful collaboration by our team, tech partners and the NYC DOE to produce a platform that has immediate impact on deployment. We are delighted with the response from DOE staff eager to switch to the program at the earliest opportunity instead of using the paper based system. Following this initial 35,000 licence deployment, we are anticipating very strong demand for KneoScience in New York City and subsequently New York State where the same paper investigations are still the only method used by a similar number of students. While pricing at this time remains commercial-in-confidence, it follows a similar regime as previous product deployments and will generate revenue comfortably in excess of operating and development costs in the near term. With the first deployment completing, we will now focus on ongoing roll-out."*



About KNeoMedia Limited:

KNeoMedia Limited (ASX: KNM) is a SaaS and CSP publishing company that delivers world-class education and assessment products to global markets in both general and special education classrooms via its KneoWorld and KneoScience platforms. Student seat licences are sold to education departments on an annual basis and via distribution agreements. Researched and evidence based, programs are mapped and measured to curriculum or deliver curriculum with student performance data delivered via the educator dashboard.

KneoWorld and KneoScience are fully compliant with child online privacy protection including US COPPA and European GDPR. Our proven ability to engage, educate and assess provides a global education market opportunity selling on a business-to-business strategy.

Authorised for release by the Board.

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