



## Connecting People and Information

### Growth Strategy Update

Accelerating investment in market leading library technology

29 May 2025

ASX:KNO



[knosys.co](https://knosys.co)

# Introduction by Alan Stockdale, Knosys Chair



# Agenda

- Introduction (Alan Stockdale, Chair)
- Who We Are Today (John Thompson, MD)
- Growth Strategy Overview (John Thompson, MD)
- Technology Overview (Nic Passmore, CTO)
- Marketing Update Libero 6 Congo (Michael Quillerat, Marketing Director)
- Libero X market expansion and sales model (Michael Quillerat, Marketing Director)
- Investment Highlights
- Q&A





# Who We Are Today

John Thompson, Managing Director

# About Us

Knosys (ASX:KNO) is a leading **information and knowledge technology** company, providing industry with Software as a Service (SaaS) solutions to boost **productivity, collaboration, and connectivity** in the digital workplace.



# Knosys operates a portfolio of SaaS solutions



Libero 



## Library Management

100 customers

Markets:

- Public
- Academic
- Special Libraries

KnowledgeIQ 



## Knowledge Management

40,000 Users

Markets:

- Finance
- Government
- Telco

GreenOrbit 



## Intranet

140+ Customers

Markets:

- Retail
- Health
- Finance
- Government
- Telco

# Knosys has a global footprint



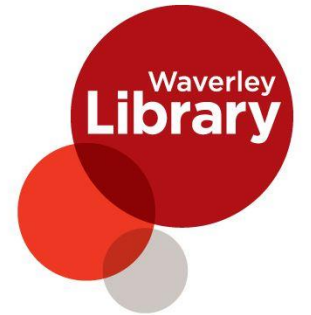
**TOTAL REVENUE**  
>\$10m

**ARR of A\$9.8m**

**250 Customers**



## Trusted by large enterprises







# Growth Strategy Overview

John Thompson, Managing Director



# Strategic pivot to global-leading LibTech company

## Knosys currently has three SaaS solutions:

- Knowledge management (KM),
- Intranet (GO)
- Library management (Libero)

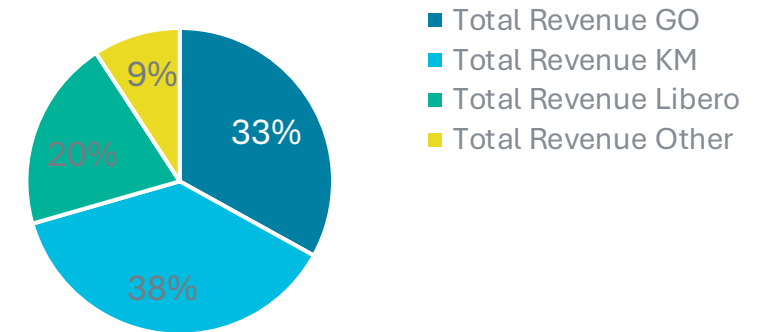
## Strategic pivot:

- Simplify our portfolio of solutions
- Transform into global-leading library solutions provider
- Prioritise software solutions & services for LibTech

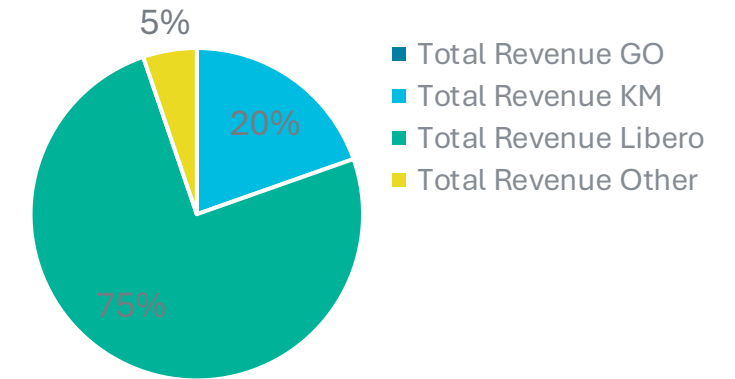
## Low-risk transition:

- Minimise investment and operating expenses for KM & GO
- Sales in KM will remain relatively stable, underpinned by multi-year enterprise contracts in place
- KM & GO will assist in funding the pivot
- Proportion of total revenue from Libero is expected to increase over time

FY25 Revenue Split by Solution



FY30 Potential Revenue Split by Solution



Not a forecast

# Large and growing global market

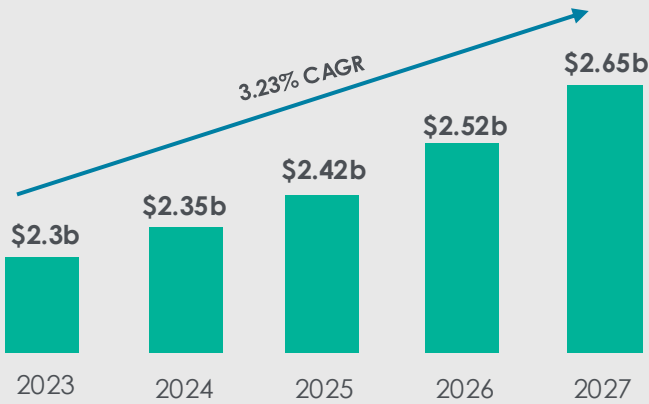
## Significant growth potential in the Library Market

- LMS mission critical solution – think ERP solution in other industries
- LMS Market Size: USD \$2.7 billion by 2027
- CAGR of 2.4% to 5% across Market Segments

## Global Library Management Software Ecosystem Mapping



## Global Market Size



## LMS Verticals Major Market Segment



PUBLIC  
LIBRARIES  
**\$719B**  
5.0% CAGR



ACADEMIC  
LIBRARIES  
**\$464B**  
2.7% CAGR

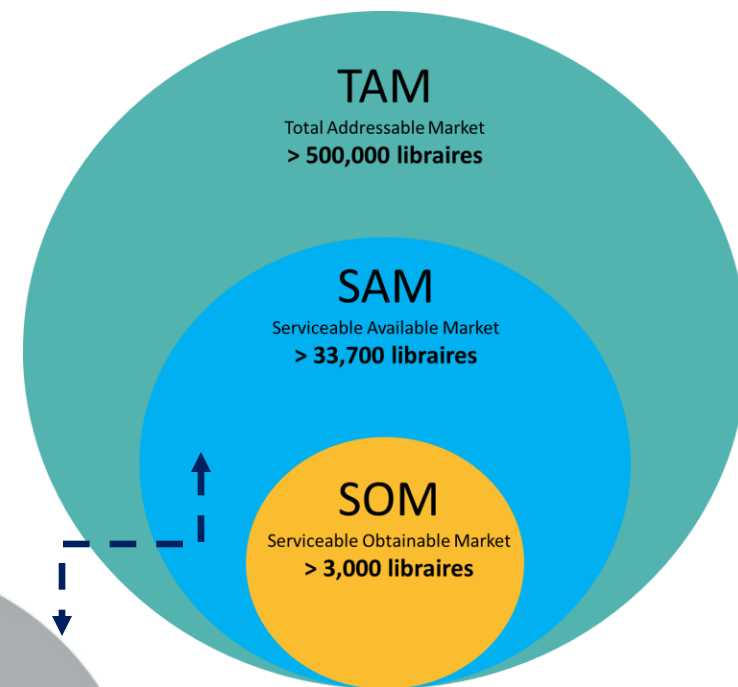
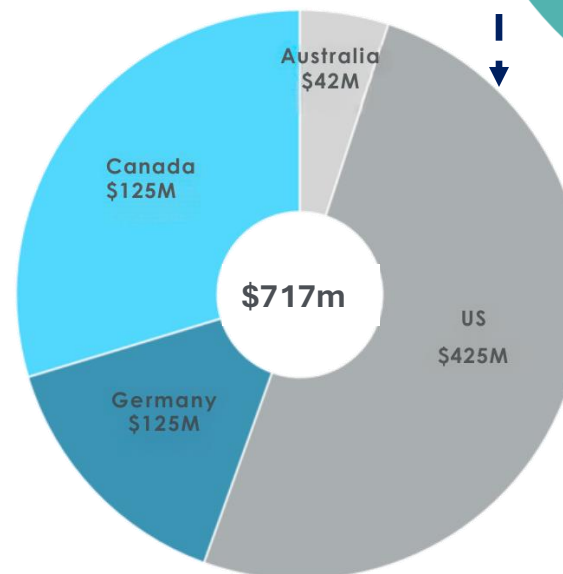


SCHOOL  
LIBRARIES  
**\$776B**  
2.4% CAGR

# Attractive Market Opportunity

- Business-critical requirement for these verticals with global **TAM of \$1.2B**
- 410,000 Public Libraries and 85,000 Academic libraries globally
- Existing Libero customers provide stable platform to expand into multiple countries
- Libero has significant geographic expansion opportunities in both Public and Academic Libraries in the following serviceable addressable markets valued at **\$717 million**:
  - Australia (existing presence)
  - Germany (existing presence)
  - US (New) and;
  - Canada (New)

Detailed  
breakdown of  
SAM by region  
and market  
value



**Total Addressable  
Market for Public and  
Academic Library  
Customers**

# Industry ripe for disruption

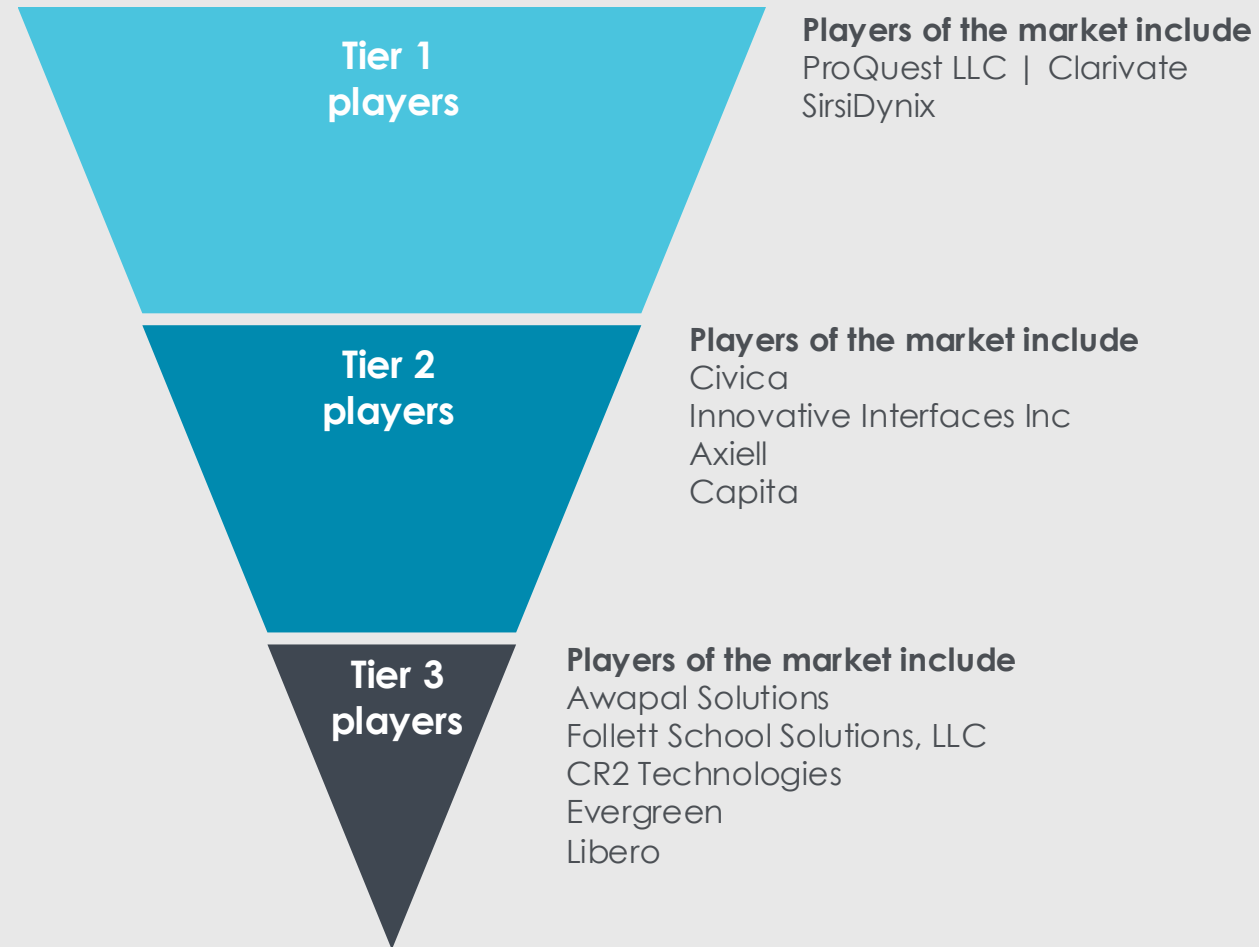
## Overview

- Industry was fragmented
- Significant market consolidation by ProQuest and Clarivate 2019-2021 creating gap for lower tier players to exploit
- Disrupted market dynamics whereby only a small number of LMS vendors exist globally (Public, Academic & Specialty)
- Within five years, Knosys ambition is to transition Libero to a Tier 1 player
- Initially via Innovation and Cost leadership
- Potential exists for M&A in adjacent segments

## Differentiators

- Libero is focused on innovation
- Opensource architecture used by Libero
- Agility and speed of product development superior to competitors
- Mobile Application Capability
- Libero will exploit AI technologies to introduce efficiency and productivity within library operations
- We also have a cost leadership position

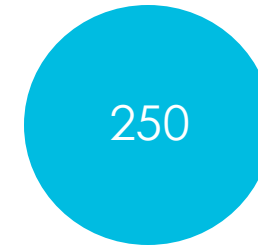
## Public, Academic & Specialty Library Vendors





# Uniquely placed to transform libraries around the world

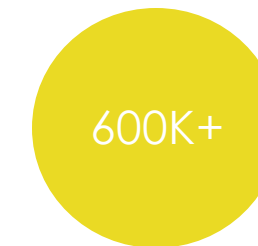
- Libero is an innovative library management platform providing unique features
- Adds real value to existing investments by Libraries in communities' services and electronic resources
- Delivers automation and better decision making capabilities for efficient operations through Ai enablement
- Ai business intelligence to reduce cost and improve productivity across the all activities
- Operates using open standards and able to integrate with any solution
- A highly differentiated combined solution offering that incorporates mobility, data security and AI.



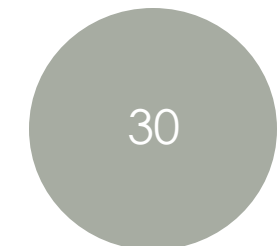
Existing Library  
Sites Worldwide



License Users  
Worldwide

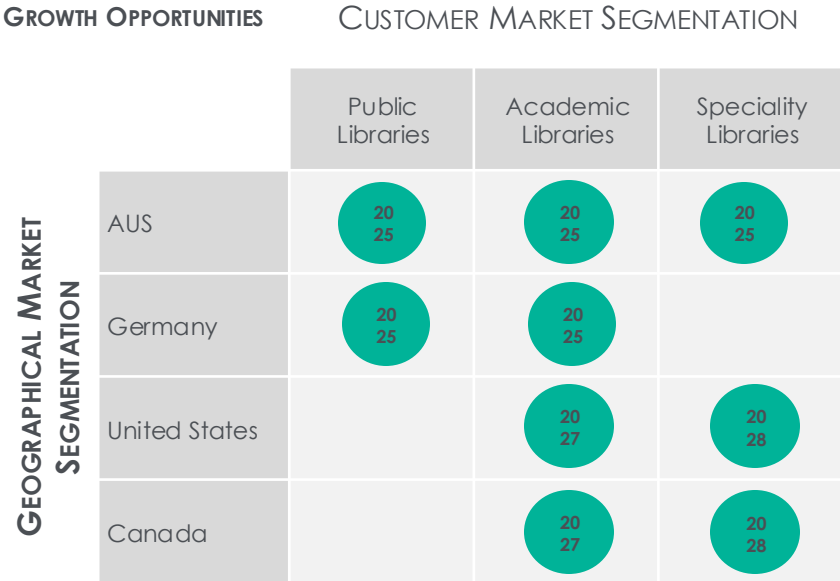
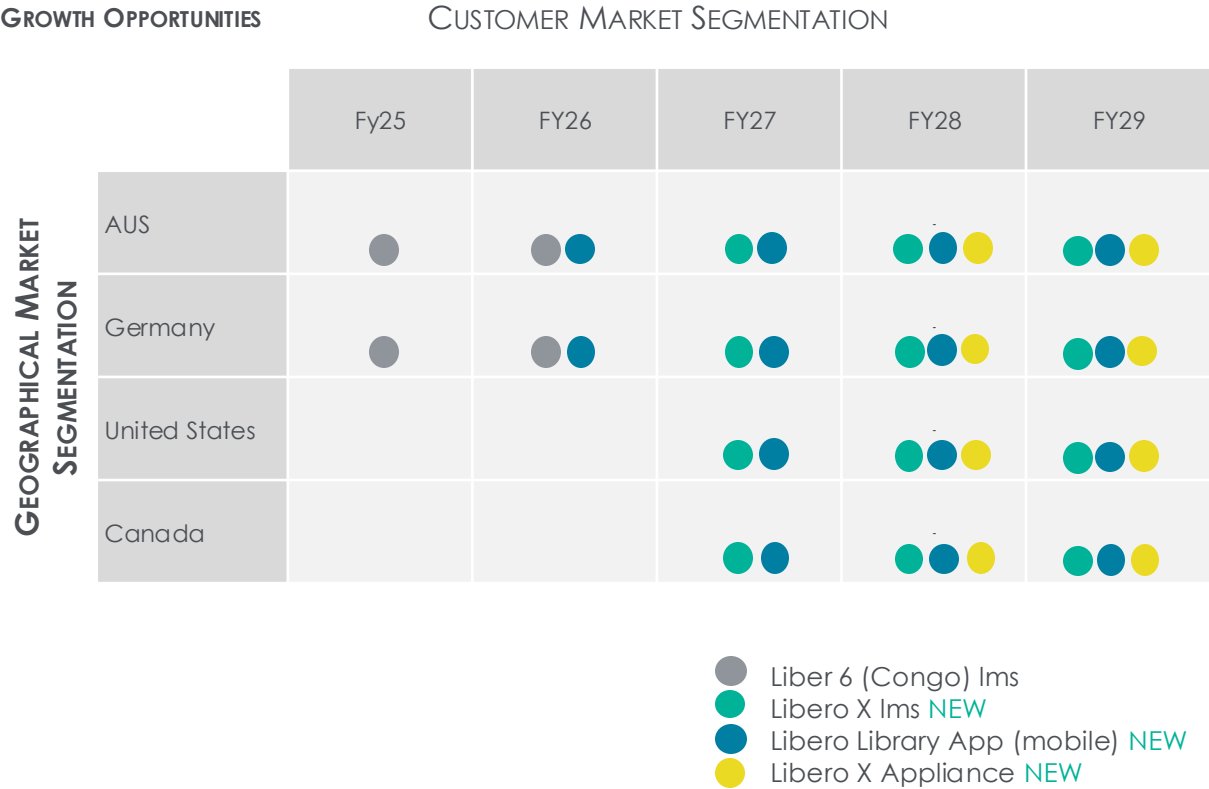


Library Registered  
members on  
our platform



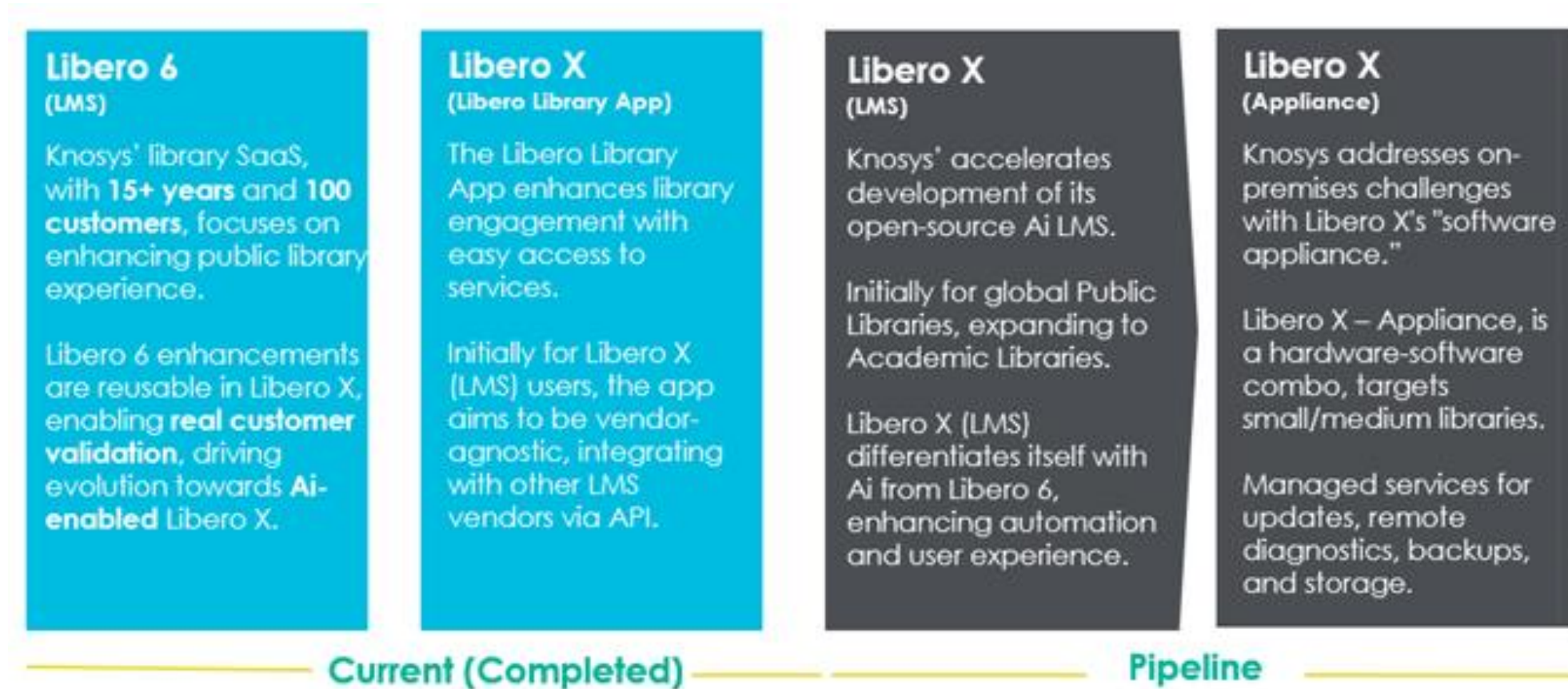
Libero  
development team

# Significant expansion opportunity within segment



Liberio can grow significantly by geography and industry segments from its current competitive position.

# Successfully executing on product roadmap





# Technology Overview

Nic Passmore, CTO



# Significant Execution on roadmap in FY25



Libero 6 - Member Experience & Discovery  
Libero Events & Resource Bookings



Libero X Library App



Libero X (LMS)

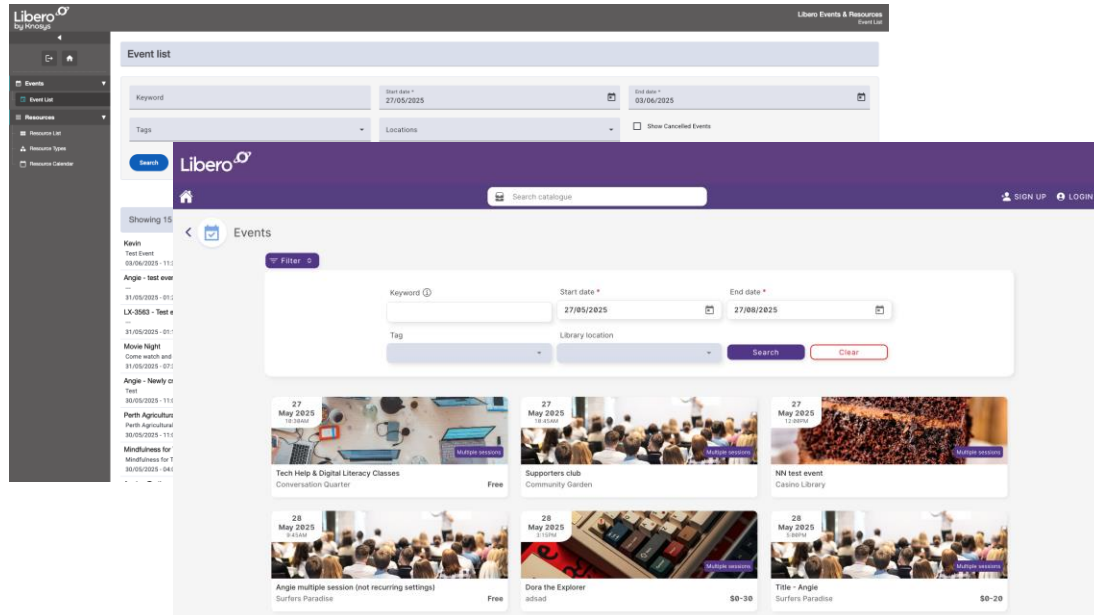


Libero Purple



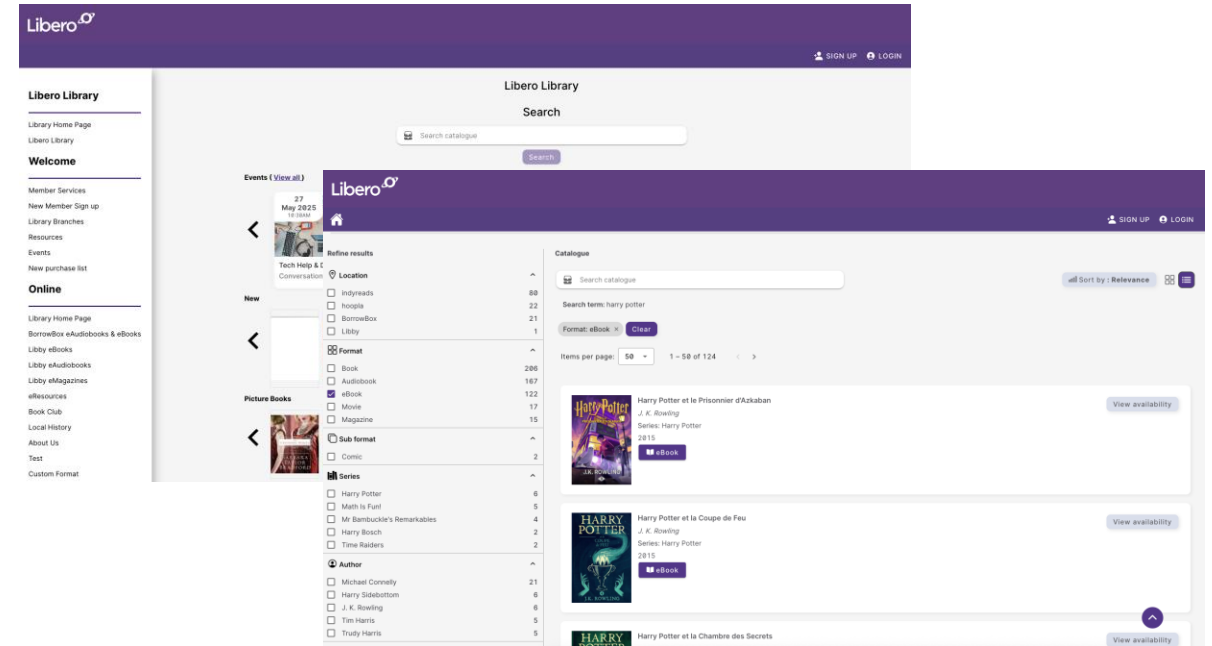


# New features well received by customers



## Events and Resource Bookings

Provides libraries with an easy to use, payment-integrated solution to manage and promote events and to schedule access to library resources



## Discovery and Member Experience

Promote content, provide seamless access to electronic and print resources and empower users to discover more of the library collection.

## Successful launch of Libero Library App in March 2025



# Well received by existing customers

Initial  
Go To Market  
version  
completed

The initial Go To Market release of the Libero Library App has been released to Library customers.

App rollout  
for existing Libero  
customers in  
progress

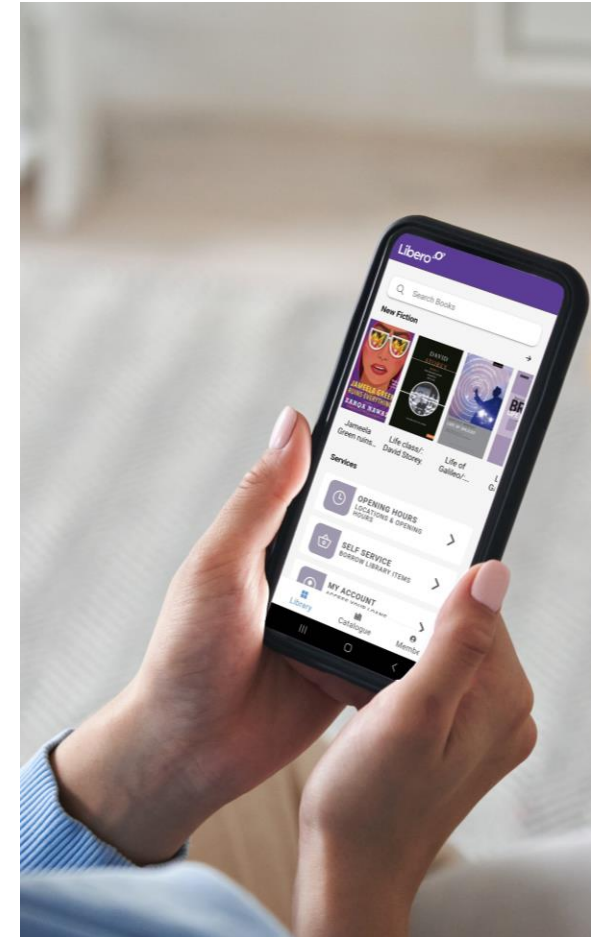
Knosys is working with existing customers to rollout the Libero Library App.

Existing customers have shown interest in switching to the Library App from other vendors.

Expansion to  
additional LMS  
vendors  
commencing

Libero Library App is currently being expanded to support additional LMS vendors.

Knosys is expecting to support one (1) additional LMS vendor in FY26.



# Libero X includes market leading AI Capabilities

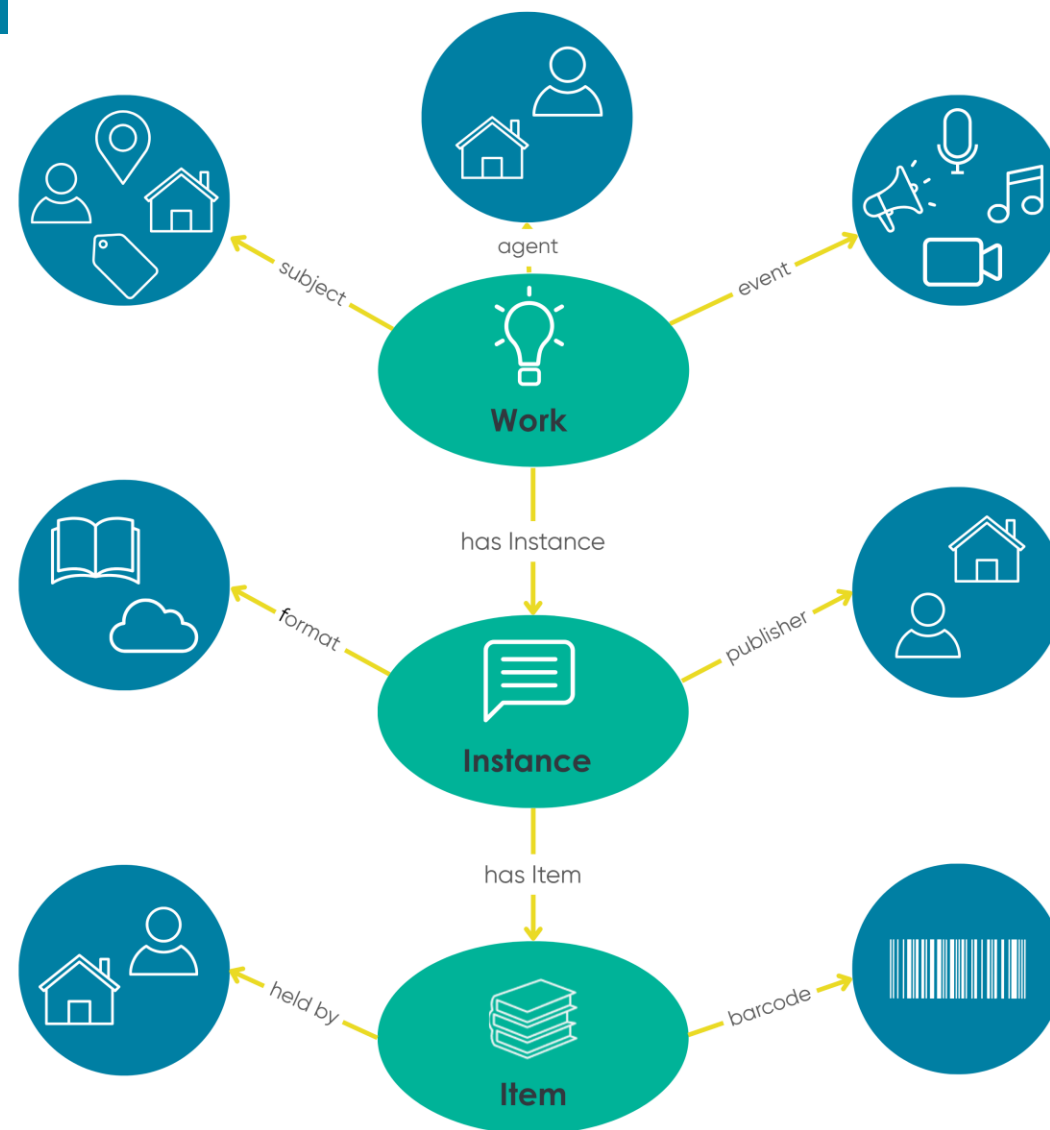
## R&D Prototyping

## Recommendation Engine

Enhanced personalization through AI-based recommendation engine.

## Automatic Record FRBRisation

Automatic linking of Instance to Work, to reduce Librarian effort and provide users with a streamlined experience.



# Looking Ahead: Technology Delivery in FY26

2026FY

1

## Delivery of Libero X (LMS)

The bulk of the Knosys technology team will be focused on the delivery of the first commercial release of the Libero X product over the coming twelve months. This will be a feature-complete, commercial ready release with a focus on Public Libraries. Existing Libero 6 SaaS customers will be able to transition automatically

2

## Libero X Library App Vendor Expansion

**Expansion** of vendor support within the Libero Library App is a key commercial target over the coming twelve months. This capability will allow the Libero Library App to inter-operate with additional vendor LMS solutions. We are targeting one (1) additional LMS for support within the next twelve months.

Adding this capability provides the Knosys business with additional mobile app sales opportunities and revenue streams as the Libero X product development occurs



# Long- Term Roadmap: FY27 and beyond

**2027FY**

## **Libero X for Academic Libraries**

Targeted for FY27, support for Academic Libraries will add additional eResource and Journal support, along with integrations with Student Management Systems and more

## **Libero X Purple: Library-in-a-Box**

Designed for libraries that want to run Libero on their own infrastructure. Physical hardware and virtual appliance models

**BEYOND**

## **Additional LMS Vendor Support for the Libero Library App**

Support for additional LMS vendors within the Libero Library App

## **Additional AI capabilities**

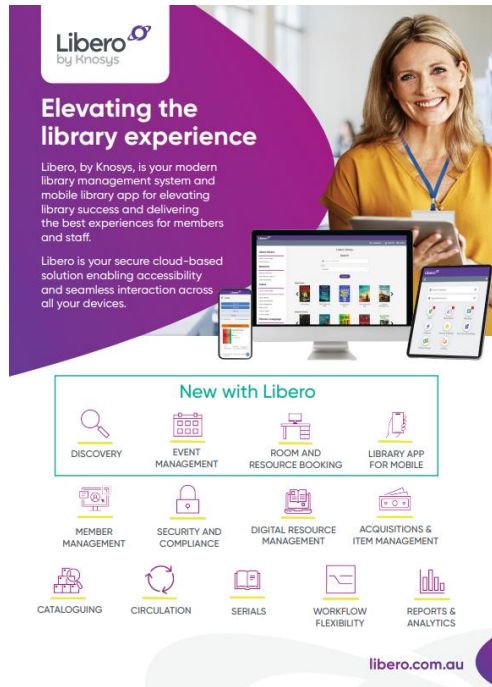
Enhanced automation, deeper insights and improved workflows with statistical and generative AI



# Marketing update – Libero 6 Congo release

Michael Quillerat, Marketing Director

# Updated value proposition for Libero 6 & Library App



**Libero<sup>®</sup> by Knosys**

## Elevating the library experience

Libero, by Knosys, is your modern library management system and mobile library app for elevating library success and delivering the best experiences for members and staff.

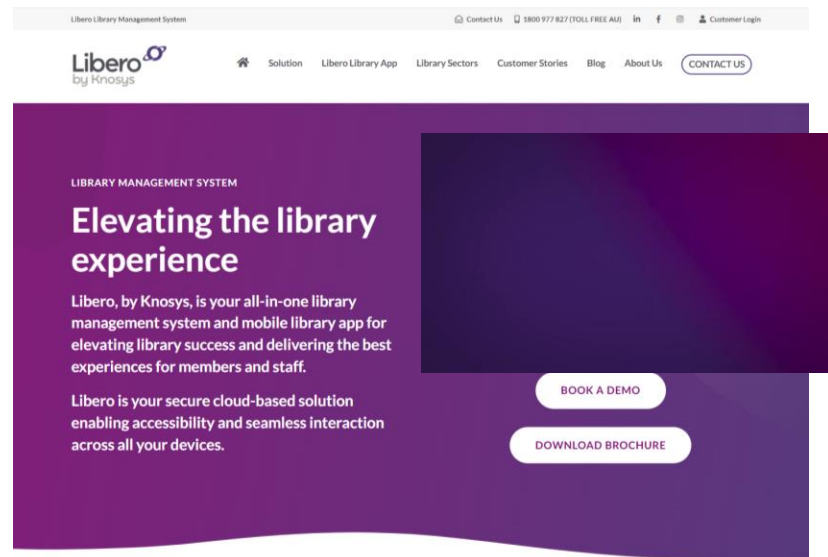
Libero is your secure cloud-based solution enabling accessibility and seamless interaction across all your devices.

**New with Libero**

- DISCOVERY
- EVENT MANAGEMENT
- ROOM AND RESOURCE BOOKING
- LIBRARY APP FOR MOBILE
- MEMBER MANAGEMENT
- SECURITY AND COMPLIANCE
- DIGITAL RESOURCE MANAGEMENT
- ACQUISITIONS & ITEM MANAGEMENT
- CATALOGUING
- CIRCULATION
- SERIALS
- WORKFLOW FLEXIBILITY
- REPORTS & ANALYTICS

[libero.com.au](http://libero.com.au)

- ✓ Updated value proposition to include Library mobile app, refreshed imagery and new features highlighted in collateral



Libero Library Management System

Contact Us 1800 977 827 (TOLL FREE AUS) In f Customer Login

**Libero<sup>®</sup> by Knosys**

Solution Libero Library App Library Sectors Customer Stories Blog About Us [CONTACT US](#)

## Elevating the library experience

Libero, by Knosys, is your all-in-one library management system and mobile library app for elevating library success and delivering the best experiences for members and staff.

Libero is your secure cloud-based solution enabling accessibility and seamless interaction across all your devices.

[BOOK A DEMO](#)

[DOWNLOAD BROCHURE](#)

- ✓ Produced video introducing the new Libero 6 Congo features for website



**Libero Features**

Elevate your library experience for members and staff with Libero.

Libero is your all-in-one library management system, incorporating an innovative library catalogue and fully hosted and powered by Libero Cloud.

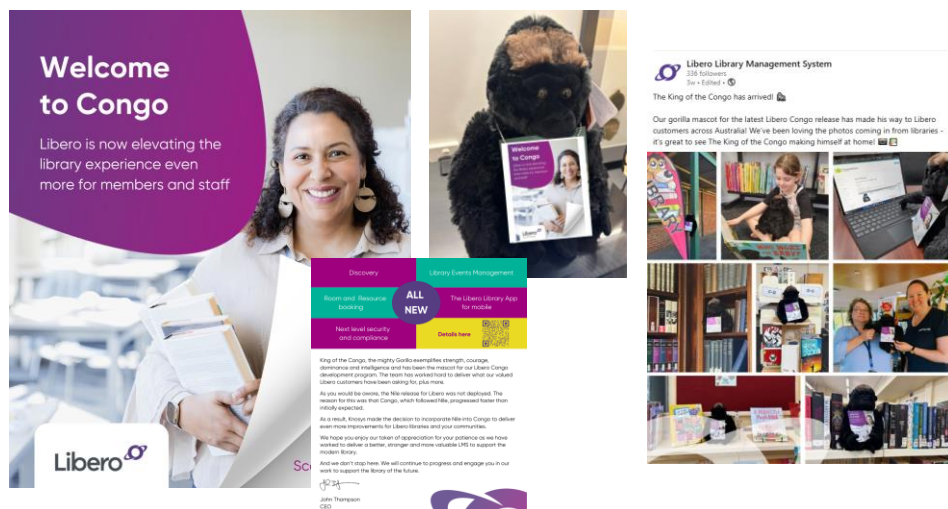
- All-new Libero & Discovery**
  - Watch the video
- Discovery**
  - In today's digital world, library members expect a real-time and consistent experience, regardless of which device or platform they use to search and discover your library's offerings.
  - With Libero's Discovery your members will enjoy:
    - Sophisticated search algorithms that help members find what they want.
    - The ability to display items that are most relevant to the result (e.g., books, audiobooks, e-books, etc.).
    - Integration with existing content providers as any other, ensuring the best content is always available to your members.
  - Libero's Discovery creates a better user experience for members by providing additional connectivity. The Libero Library Browse feature makes it simpler to check availability of items at your location and across your entire network.
  - Libero is able to connect your library to provide seamless integration between physical locations and digital resources, further building trust and connection throughout the community.
- Security and Compliance**
  - The existing nature of Libero's cloud-based solution means that security and compliance are inherent to the system.
  - From protecting member data, to ensuring collections and ensuring that Libero is secure and transparent, Libero's security is built into the system.
  - Libero protects member data by implementing rigorous security measures, including:
    - Meeting ISO 27001:2017 A&S requirements.
    - Supporting all major operating systems including Windows, macOS, iOS, and Android.
    - Using industry-standard security tools, encryption and vulnerability assessments to ensure the protection of user data for enhanced security protocols and compliance with relevant Australian digital security and data protection laws and regulations.
- Library App for Mobile**
  - Enhance and extend your member engagement and experience beyond the library by releasing the Libero Library App.
  - Members can access and connect digitally with your library 24 hours a day, every day of the year.
  - [FIND OUT MORE](#)
- Event Management for libraries**
  - Events play a key role for libraries. Libero is a central location for all your library events.
  - Libero's Event Management interface provides a central location for all your library events. It allows you to create, manage and promote your events, and also provides a central location for all your library events.
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- Room and Library Resource Booking**
  - Room and Library Resource Booking provides a central location for all your library resources. It allows you to create, manage and promote your resources, and also provides a central location for all your library resources.
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- Member management**
  - Member management provides a central location for all your library members. It allows you to create, manage and promote your members, and also provides a central location for all your library members.
  - Member management provides a central location for all your library members. It allows you to create, manage and promote your members, and also provides a central location for all your library members.
- Digital Resource Management**
  - Digital Resource Management provides a central location for all your library digital resources. It allows you to create, manage and promote your digital resources, and also provides a central location for all your library digital resources.
  - Digital Resource Management provides a central location for all your library digital resources. It allows you to create, manage and promote your digital resources, and also provides a central location for all your library digital resources.
- Acquisitions and Item management**
  - Acquisitions and Item management provides a central location for all your library acquisitions and item management. It allows you to create, manage and promote your acquisitions and item management, and also provides a central location for all your library acquisitions and item management.
  - Acquisitions and Item management provides a central location for all your library acquisitions and item management. It allows you to create, manage and promote your acquisitions and item management, and also provides a central location for all your library acquisitions and item management.

- ✓ Produce content, video and articles for each of the new features for website (now live), socials and PR channels



# Refresh of marketing materials and website

## Existing customers AU



- ✓ Each Australian customer received a direct mailer and plush Gorilla with a letter from John launching Congo.
- ✓ Account Manager used this as a way to start a conversation about the new features and next steps.
- ✓ Libraries also started taking photos and sending them to us, which we used for social marketing

## Prospect non-customers AU



- ✓ Target prospects in Australia that we have previously had contact with to provide update on all that is new with Libero
- ✓ Call to action is for demonstrations
- ✓ Sales will target key libraries and use the postcard mailer as a “door opener” for discussion



# Libero X: Future market expansion and sales model

Michael Quillerat, Marketing Director



# GO TO MARKET STRATEGY

The Libero X 'go to market' strategy is being executed through a five-stage process.

## WIN THE SUPPORT OF KEY EXISTING CUSTOMERS (KEC'S)

Libero aims to have the technology tested and useability verified by key existing customers and to invest in trials that quickly and cost-effectively gather the data required.

Following this, existing KECs will be offered a one time only free upgrade to Libero X (LMS) to **establish a sizable reference customer base.**

## GENERATE EARLY REVENUE EXPANSION in 2025-26

**Australia** focus on existing public libraries adopting Libero X Mobile Application to deliver early additional software (SaaS) revenue and build KEC support. On top of this, drive new sale sales of enhanced Libero 6 (LMS) to add long-term SaaS revenue.

**Germany** focus on new sales of enhanced Libero 6 (LMS) Libero to speciality and academic libraries through existing operations in the region.

On top of this, Libero will also generate early-stage revenue from early adopters of the Libero X (LMS).

## EXPAND MARKET (US & Canada) in 2027

**North America** focus will be Libero X (LMS) and Libero X Mobile application into the **Public library segment.**

We will utilize our **established support operations in the US** by building out local sales and account management teams. We will also explore reseller and partnerships with industry technology vendors.

## EXPAND MARKET (Germany) in 2027

**EU** focus will be Libero X (LMS) and Libero X Mobile application into the **Academic library segment.**

We will utilize and build out our **established German sales and support operations in the Germany** and expand via neighboring Germanic speaking countries of Austria, Switzerland, Northern Italy into the EU region.

## EXPAND MARKET (US & Canada) in 2028

**North America** focus will be Libero X (LMS) and Libero X Mobile application into the **Academic library segment.**

Follow on from the previous Public library initiatives in the region.

1

2

3

4

5

# International Expansion Strategy

1

## Conduct deeper research

Desktop research undertaken for US GTM, Canada and Germany.

For US, obtain deeper understanding of competitors, positioning, reseller opportunities, procurement policies, connect with industry body at ALA, the biggest US library conference in June.

2

Currently capturing public library data for priority focus states in US.



United States



Canada



Germany

# Multiple Channels to Market



# Our approach focuses on two B2B channels

## DIRECT

**Direct to end customer via sales and licensing agreements:**

- Inside and field sales
- Commission agents
- Partner networks
- Digital marketing



Libero



Libraries

## INDIRECT

**Distributing our solution to channel partners and resellers, who resell to the end customer:**

- Value-added resellers
- Value-added solution providers
- Integrators



Libero



Reseller/  
Partner/  
Solution  
Provider



Libraries



# Investment Highlights

John Thompson, Managing Director



# A compelling investment thesis

**As libraries around the world undergo digital transformation, Knosys is positioned to become a market leader in mission-critical library technology.**

Knosys offers a compelling investment thesis:

- **Stable foundation of low volatility recurring revenue**, from multi-year contracts with multiple enterprise customers
- **Strong industry tailwinds offering attractive ROI** from investments in AI, SaaS, and digital government infrastructure
- **Existing customer base of >100 libraries** to effectively leverage new product innovation in library technology
- **Geographic diversity** in mature, regulated markets
- **Sticky customer base** with government, academic and municipal libraries on long-term contracts
- **Successful execution on product development roadmap** with recent product launch of Libero X Library App and Libero 6 updates
- **Conservative capital management** with high-growth upside



# Q&A

John Thompson, Managing Director



# Thank-you

Name: xxx

Title: xxx

Email: xxx



Connecting People and Information

[knosys.co](https://knosys.co)

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