

Schrole™

Global HR SaaS for teachers
and educational organisations

Investor Conference Presentation
June 2021



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Human Resources Software-as-a-Service (SaaS) suite for educational organisations.
Expanding from 2 to 5 key SaaS offerings, a complete HR SaaS suite.



- **Recruitment platform for international schools, since 2013.**
- Subscription model, with annual fees from USD5,300 to USD15,000, and 369 global school clients.



- **Relief teacher app, reducing time to fill relief teacher vacancies from hours to ~3 minutes.** International School launch 2HCY2021.
- Average AUD1,200 p.a. fees.



- **Staff on/off boarding, and contract management,** launching 2HCY2021.
- Subscription model, with projected average ~USD6,000 p/a.



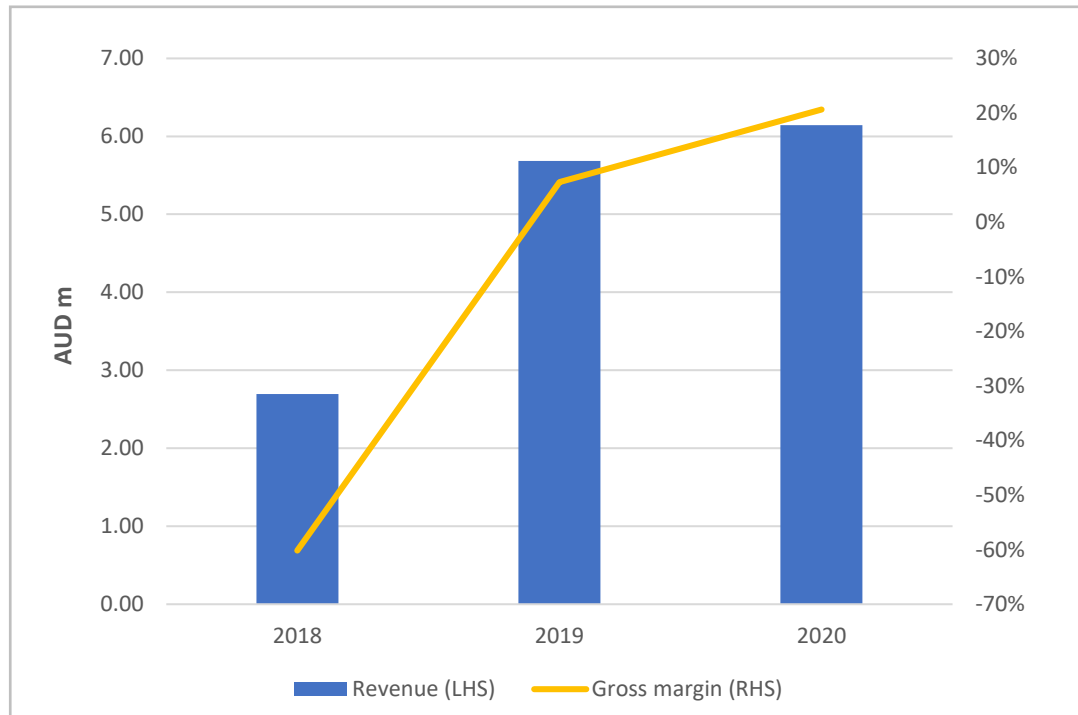
- **Registered Training Organisation providing training and leadership qualifications,** launch 2HCY2021 to international schools.
- Customized for education and scalable across multiple sectors.
- Servicing blue-chip mining clients since 1994.



- **Background checks for international schools, since 2018.**
- Transaction revenue, average USD2,500 p.a. per school.

Grown from \$1.4m revenue (2017) to \$6m (2020), with only 2 products and 3 sales staff

CHART 1: GROWING REVENUE AND MARGINS



- **Rising revenue**, up ~8% in CY2020 (despite Covid-19).
- **Upward trending renewal rates**.
87% Jan – June 2021, vs 63% in CY2020.
- **Increasing target Contract Value** from ~AUD5,000 to ~AUD30,000 through new product launches and margin expansion
- **Margin expansion outlook** through expanded product offering and lower third party sales commissions
- **Clearly identified growth opportunities:**
 - Increased international schools market share, with cross/upsell
 - Domestic schools expansion

In 2017, there were 2 software products, Connect and Cover, with the training business Develop providing training to blue-chip enterprise-level clients. Verify was added in 2018. In 2HCY2021, the first version of the fully integrated HR SaaS suite will be launched. SaaS revenue is expected to be the key growth driver.

Multiple, near-term, growth drivers



STRATEGIC CO-MARKETING

- In 2HCY2021, co-marketing with strategic partner, Faria Education Group
- Software integration with strategic partner, Faria



SALES DRIVER #1 – GLOBAL SALES

- From 1 July 2021, team will sell globally, for the first time



GROWING SALES & ACCOUNT MANAGEMENT TEAM

- Previously only 2 dedicated sales staff
- Expanded team commencing 2HCY2021



FULL HUMAN RESOURCES SOFTWARE SUITE

- Transitioning from 2 to 5 SaaS products
- Opportunity for cross/upsell

Target #1: 12,000 international schools – an immediate growth opportunity

Target #2: 180,000 domestic schools – an adjacent segment

Target #3: Enterprise and government – medium-term growth options

~12,000 International Schools

- **8% p.a. growth in no. international schools** (2,584 in 2000, to ~12,000) (*source: [ISC research](#)*)
- SCL market share approx. 3%.
- Targeting Faria's existing ~3,000 schools (~25% share), with up to AUD30,000 contract value

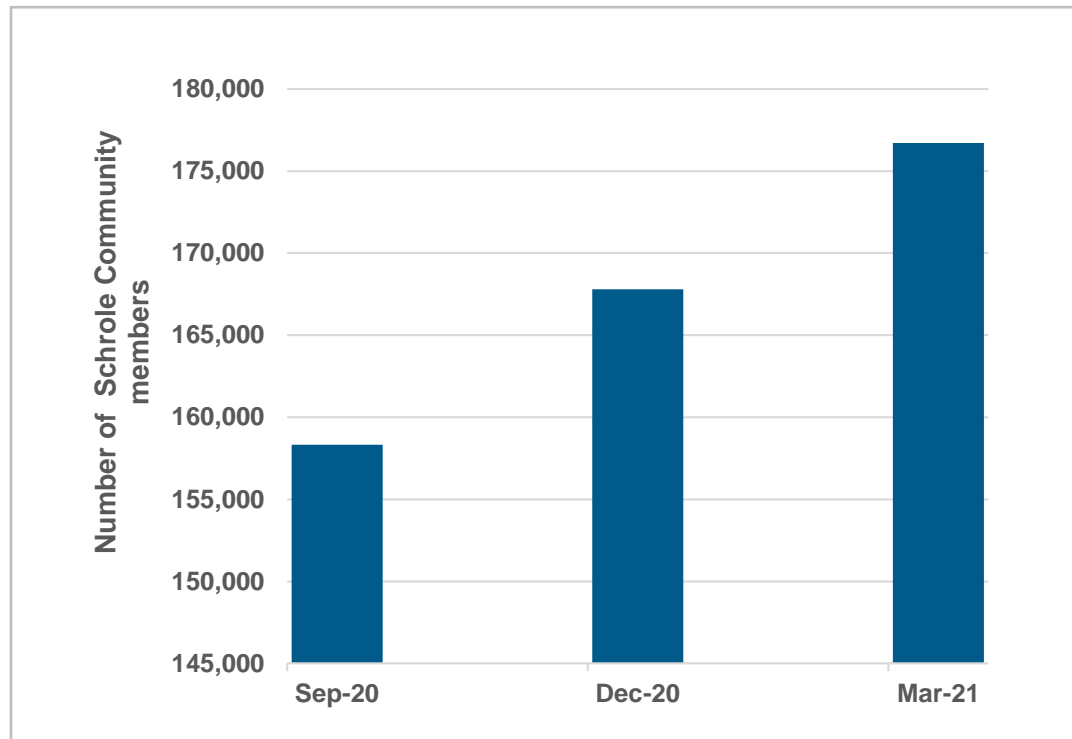
180,000 Domestic Schools

- 180,000 domestic schools globally (source: multiple) geographically segmented:
 - 98,000 USA
 - 32,000 UK
 - 25,000 Sth Africa
 - 15,000 CAN
 - 9,500 ANZ
- SCL currently has ~200 Schrole Cover subscribers in W.A., 2% of ANZ market
- Faria currently has ~8,000 of 4% USA schools

Enterprise Level and Government

- Clients of Schrole Develop include BHP, Rio Tinto, FMG and government departments. (See [ASX release](#) and [here](#)).
- Schrole Develop full international school launch in 2HCY2020.
- Schrole Develop is a Registered Training Organisation that provides Training and Assessment and Leadership and Management qualifications
- Training is fully scalable online and contextualised to specific industry segments.
- International School of Ho Chi Minh City provides case study of increase in contract value from AUD20,000 to AUD153,000

A significant opportunity to grow and monetise Schrole Community (all customers and platform users).
Our Schrole Community increased by ~6% to 176,714 from Dec 20 to April 2021.

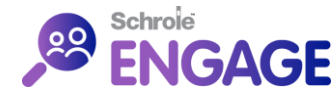


2-sided marketplace:

- 3,816 Organisational Users
- 139,911 candidates



~368 candidates verified



Full launch 2HCY21



2 international schools
Large domestic client base



32,577 users

**SCL is growing its direct sales team and selling into new markets from 1 July 2021.
Direct sales team has a strong track record.**



TEAM

- Recently grown from 3 direct sales to 6



STRONG TRACK RECORD, WITH ONLINE SALES FOCUS

- Historically, ~80% sales growth from SCL internal sales teams; 20% from distribution partner ISS
- Historically, ~70% sales online. Since Covid, 100% of sales are online



NO LONGER CONSTRAINED BY HISTORICAL SALES AGREEMENT

- SCL has historically been limited to Asia: (55% of 2019-20 sales, 70% of 2018-19 sales) and MENA (18% of 2019-20 and 2018-19 sales)
- From 1 July 2021, ISS sales partnerships no longer a sales constraint. New markets of Europe, Africa and South America



OUTLOOK

- **From 1 July 2021, growing sales team selling into new markets.**
- Maintain Asia & MENA Focus while growing Europe and Americas markets
- Faria expected to deliver sales through referral scheme

Launch of full Human Resources SaaS platform creates cross/upsell opportunities.

INCREASED AVERAGE REVENUE PER USER OUTLOOK

- **New product launches** of ENGAGE and DEVELOP in 2HCY2021 expected to increase **contract value**.
- Visible pathway to **increasing target Contract Value from ~AUD5,000 to ~AUD30,000** driven by margin expansion and new products
- **Margin upside from renegotiated ISS sales agreement, with SCL to retain 100% of all new sales from 1 July 2022**

ISHCMC CASE STUDY

- International School of Ho Chi Minh City (ISHCMC) increased contract value from ~AUD20,000 to ~AUD154,800, utilizing 2 of 4 Schrole products (see [ASX release dated 26 March 2021](#)).
- **The ISHCMC contract value has increased to AUD154,800**

By 2H CY2020, Faria and Schrole expected to begin marketing their combined offerings to ~10,000 schools

ABOUT FARIA



Faria
Education
Group

- Faria Education Group is a **highly regarded education group**, providing **5 SaaS products to >10,000 schools**
- **Founded in 2006** to transition schools from paper onto a curriculum-based learning platform: ManageBac
- ManageBac is now **used by 4 out of 5 International Baccalaureate World Schools**

FARIA-SCHROLE PARTNERSHIP



- Faria has a 19.37% strategic SCL stake
- **Complementary SaaS product suite** for schools
- Increased exposure through Single Sign On and direct access to Schrole SaaS
- **Significantly expands SCL's directly addressable market to ~10,000 schools**
 - 3000 international schools
 - 7000 schools in the US

OUTLOOK



- Single-Sign-On through Faria Account Portal in place, allowing users to move seamlessly between services
- **2HCY2020 joint marketing to commence**
- Integration into Unified Family Experience

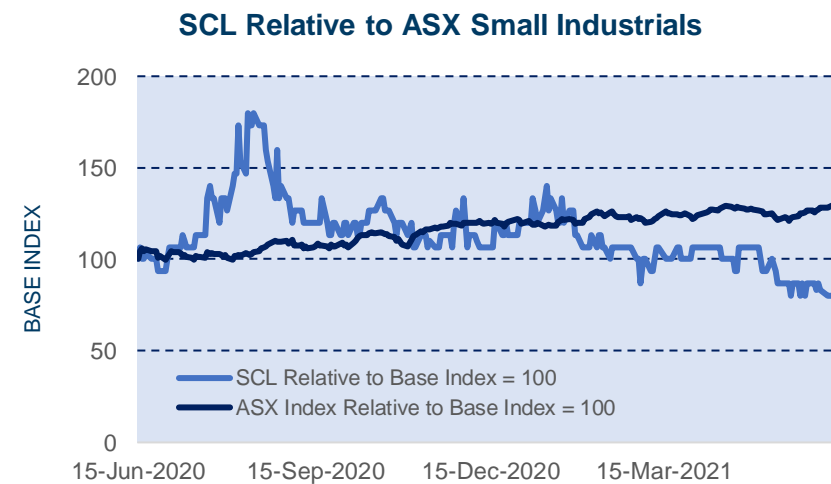
MARKET DATA

ASX code	SCL
Ordinary shares	1.40b
Market capitalisation	\$16m
Cash on hand (31.3.21)	\$4.27m
Listed on ASX	October 2017
Issue price	\$0.02
Last price (18.06.21)	\$0.011
52 week high	\$0.028
52 week low	\$0.01
Average daily volume	~2,973,185
GICS classification	Software & Services

MAJOR SHAREHOLDERS

Faria UK Holdco III Ltd.	19.37%
Capital H Management Pty. Ltd.	13.32%
Graham (Robert)	10.42%
Toronga Pty. Ltd	7.09%
Cyan Investment Management Pty. Ltd.	5.91%

SHARE PRICE PERFORMANCE



Schrole's initial growth was through global and international schools networks
Enterprise level clients and Government are a significant growth option, with multiple adjacent industry expansion opportunities

GLOBAL SCHOOL NETWORKS

Nord Anglia
Education

67,000 students
73 schools
30 countries

COGNITA

55,000 students
7,500 employees
83 schools
11 countries



119,000 students
7,500 employees
44 schools
9 countries

INTERNATIONAL SCHOOLS



1,400 students

北京顺义国际学校
INTERNATIONAL SCHOOL OF BEIJING

1,700 students



International School Bangkok

1,900 students

ENTERPRISE LEVEL AND GOVERNMENT

BHP

- BHP Group Limited (ASX: BHP), an Australian Stock Exchange listed company with a market capitalisation of AUD140.2 billion
- World-leading resources company
- ~80,000 employees and contractors, primarily in Australia and the Americas

RioTinto

- Rio Tinto Iron Ore (RTIO), a subsidiary of Rio Tinto Limited (ASX: RIO), an Australian Stock Exchange listed company with a market capitalisation of AUD42.5 billion
- World's second largest metals and mining corporation
- ~45,000 employees worldwide.



- Fortescue Metal Group (ASX: FMG), an Australian Stock Exchange listed company with a market capitalisation of AUD62.6 billion
- 4th largest iron ore producer in the world, after BHP, Rio Tinto and Vale
- ~11,000 employees

Schrole is expanding from its 2 core products to a full HR SaaS suite, whilst growing its sales team into new markets. With clearly identified growth target markets, and a growing Schrole Community, SCL is well positioned for future growth.



TRANSITION TO COMPLETE HUMAN RESOURCES SAAS FOR TEACHERS AND EDUCATIONAL ORGANISATIONS

- Transition from 2 core products (Connect and Cover) to a fully integrated Global HR SaaS platform for teachers and educational organisations



STRONG OUTLOOK WITH NEAR-TERM CATALYSTS

- Launch full HR SaaS product suite. New products and margin expansion drive increased target contract value for all clients from ~A\$5k to A\$30k.
- New direct sales staff to sell directly into Europe & South America, for the first time (previously restricted by ISS sales arrangement)
- Schrole-Faria strategic co-marketing. Targeting Faria's existing ~3,000 international schools (~25% share)



LARGE ADDRESSABLE MARKETS

- **Target #1:** 12,000 international schools – an immediate growth opportunity. Currently ~369 (~3%) international schools. Number of international schools has grown 10x in 20 years, from 2,584 schools in 2000, to ~12,000, a compound annual growth rate of 8%. Target USD3.6 bn international schools Human Resources expenditure.
- **Target #2:** 180,000 domestic schools – an adjacent segment
- **Target #3:** Enterprise and government – medium-term growth options



GROWING LATENT VALUE OF SCHROLE COMMUNITY

- Schrole Community, comprising all customers and platform users, increased by ~9% to 172,225 in the half year to March 2021, increasing global network effects, driving cross-sell, up-sell and increased monetisation of the full HR life cycle



BLUE-CHIP CLIENTS

- Global schools networks include Nord Anglia Education, Cognita and GEMS Education
- International Schools including International School of Brussels, International School of Bangkok, Singapore American School, Chinese International School HK
- Enterprise level clients including BHP, Rio Tinto and Fortescue



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