



Global HR SaaS for teachers and
educational organisations

A New Sales & Marketing Opportunity
1 July 2021



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Developed by educators for educators

Schrole was founded in 2013 by former school principal, Rob Graham, to make life simpler for educators and school administrators.

Rob's **vision** was simple: **to help schools spend less time on administration, and more on delivering quality education.**

Today, Schrole Group Limited is publicly-listed (ASX:SCL), delivering innovative, HR management software and training solutions for the international and domestic education sector.

Our message to teachers and schools?

We're with you.



Global Human Resources Software-as-a-Service for Teachers and Educational Organisations



Schrole offers a range of software solutions, each designed to solve a specific challenge, whilst providing a unified HR SaaS solution for teachers and schools.

Schrole Connect is a leading global platform for teacher and staff recruitment in international schools.

Schrole Verify provides trusted, simplified background checks that cross international borders.

Schrole Engage will offer a streamlined onboarding, staff management and offboarding process.

Schrole Cover is the easiest way to fill casual and relief staff positions.

Schrole Develop is a Registered Training Organisation (RTO) that provides professional development and increases staff retention.

Our current reach and opportunity for growth



GLOBAL

Schrole has more than 370 international school clients across ~100 countries and now has access to market to Faria's ~10,000 schools.



HUMAN RESOURCES

Our targeted software products already help hundreds of schools globally to streamline their HR and hiring processes.



SAAS

Schrole HR SaaS will provide staff recruitment (**Connect**), background checks (**Verify**), onboarding, teacher appraisal and ongoing management (**Engage**), professional development (**Develop**), and casual hiring (**Cover**).



TEACHERS

Schrole has a current database of ~143,000 candidates.

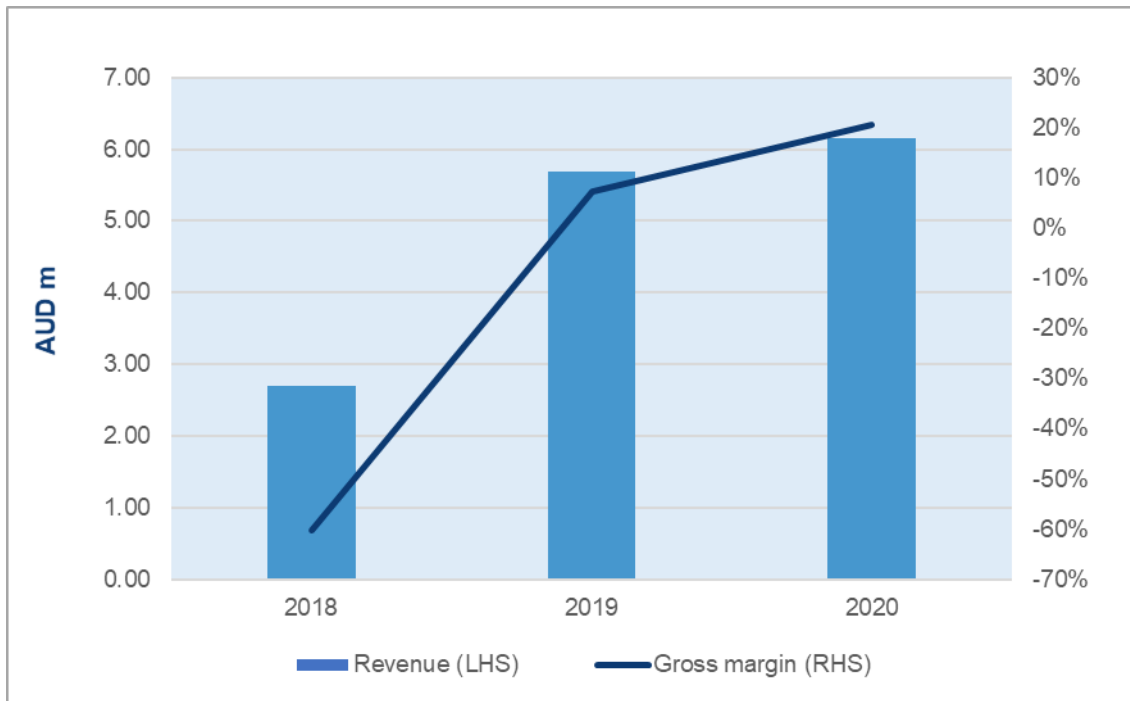


EDUCATIONAL ORGANISATIONS

We proudly support more than 550 school clients in Australia and internationally.

Since ASX listing, Schrole has grown from \$1.4m revenue (2017) to \$6m (2020)

CHART 1: GROWING REVENUE AND MARGINS



- **Upward trending renewal rates.**
87% Jan – mid June 2021, vs 63% in CY2020
- **Rising revenue**, up ~8% in CY2020 (despite COVID-19)
- **Increasing targeted Contract Value** from ~AUD5,000 to ~AUD30,000 per school through new product launches and margin expansion
- **Expected margin expansion** through expanded products
- **Clearly identified growth opportunities:**
 - Increased international schools market share, with cross-sell/upsell opportunities
 - Domestic schools expansion

Software-as-a-Service (SaaS) revenue growth is the key growth driver

At ASX listing

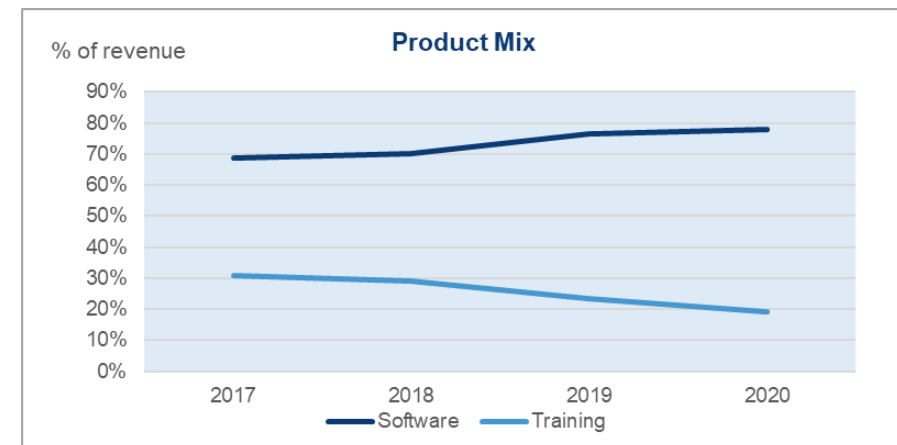
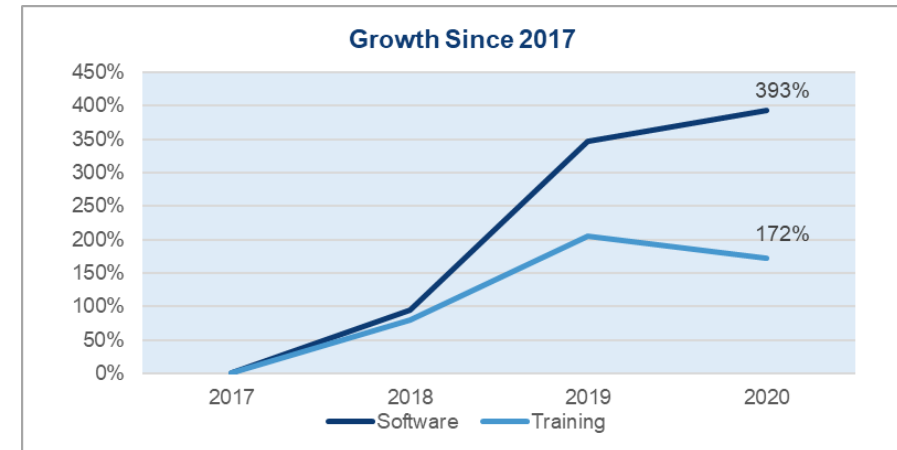
- 2 direct sales staff
- No partnership model

Strong revenue growth

- Since Schrole's 2017 ASX listing, both software and training divisions have grown significantly:
 - SaaS Division has grown by 393%
 - Training Division grown by 172%

Increasing software focus

- When founded in 2013, Schrole relied on its established training organisation (now called "**Schrole Develop**")
- Since then, Schrole grown its SaaS offering
- **Today, SaaS generates ~80% of total revenue**



Partnership Model and Software Growth

ISS-Schrole Alliance

In 2018, Schrole entered into a strategic partnership with International School Services (ISS).

- Schrole then marketed its recruitment software (**Connect**) as “ISS-Schrole Advantage”
- Helped to grow Schrole’s presence in regions where ISS was well-known and established
- Constrained Schrole sales to Asia, Middle East, and North Africa; restricting sales to Europe and the Americas.

Additional product suite

Armed with a small team of 2 direct sales staff and 2 account managers, Schrole continued to generate significant growth (domestically and internationally) through its complementary software suite and training offering.



From 1 July 2021, Schrole is able to directly market its full HR software suite globally

Schrole's previous agreement with ISS enabled rapid growth from 160 schools to more than 370 as at 30 June 2021. The revenue share was renegotiated from 1 July 2020.

Schrole has now launched **Connect 3.0** to all its current schools and will market this as part of its full SaaS product suite.

Margin upside from renegotiated ISS agreement over 24 months transition:

- 12 months to 30 June 2021: 50-50 share of new sales and renewals
- **1 July 2021 to 30 June 2022: 100% of new sales to Schrole** and 50-50 renewals share
- **1 July 2022 onwards: 100% of all new sales and renewals to Schrole**



Since its ASX listing, Schrole has focused on growing its SaaS product suite.
SaaS revenues have grown to almost 80% of total revenue.



- **Recruitment platform for international schools, since 2013**
- Subscription model, with annual fees from USD5,300 to USD15,000, and more than 370 global school clients. Previously sold as ISS-Schrole Advantage
- Version 3.0 launched 1 July 2021



- **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



- **Registered Training Organisation providing training and leadership qualifications**, launch 2HCY2021 to international schools
- Contextualised for education and scalable across multiple sectors
- Servicing blue-chip mining clients since 1994
- Online delivery from 2020



- **Background checks for international schools, since 2018**
- Transaction revenue, average USD4,500 per Verify customer p.a.



- **Coming in 2HCY2021**
- **Staff on/off boarding, and contract management products**
- **Subscription model**

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



SALES TEAM GROWTH

- Recently grown from 2 to 5 direct sales staff



STRONG TRACK RECORD, WITH ONLINE SALES FOCUS

- Historically, ~80% sales growth from Schrole's direct sales team; 20% from partner ISS
- Historically, ~70% sales online. Since COVID-19, 100% of sales are online



NO LONGER CONSTRAINED BY ISS PARTNERSHIP

- Schrole has historically been limited to Asia, Middle East and North Africa. From 1 July 2021, new markets of Europe, Africa and South America



OUTLOOK

- **From 1 July 2021, expanded sales team selling into new markets.**
- Maintain Asia, Middle East and North Africa focus while growing Europe and Americas markets
- Faria expected to deliver sales through referral scheme

Investing in our team and processes



ACCOUNT MANAGEMENT TEAM GROWTH

- Recently grown from 2 to 5 direct account management staff
- Focused on customer success and renewal rates



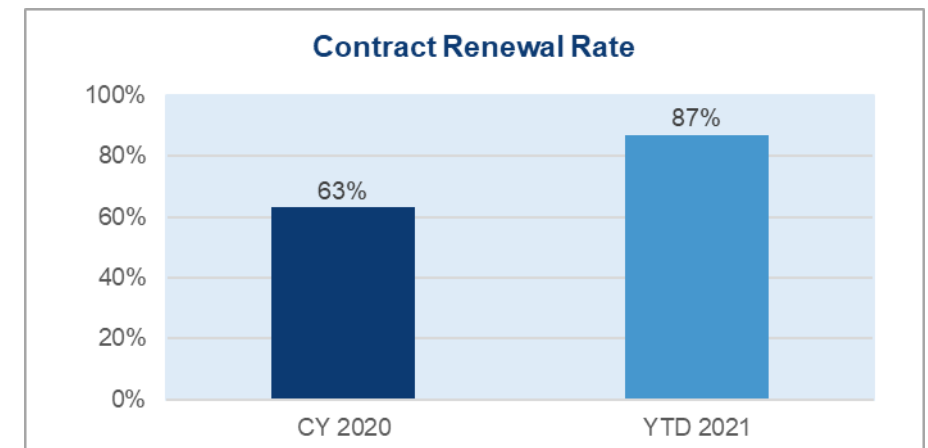
NO LONGER CONSTRAINED BY ISS PARTNERSHIP

- Schrole has historically been limited to Asia excluding Japan and Korea with only 100 schools being actively managed by Schrole
- Termination of ISS alliance means Schrole can sell globally



OUTLOOK

- 2021 YTD renewals 87% January to mid June 2021 compared with 63% in CY20
- From 1 July 2021, account management team managing relationships with all schools
- Account management team is engaged in transition from ISS partnership and focused on building quality relationships with all schools, and introduction of multiple Schrole products



2HCY21, Schrole will begin marketing to Faria's 10,000 schools

Faria Education Group is a highly regarded education group with around 10,000 schools in its network, comprising ~3,000 international schools and ~7,000 U.S.A. domestic schools.

From 2HCY21, Schrole will begin marketing its complementary SaaS product suite to Faria's large network of schools, with increased exposure through single-sign-on and direct access to Schrole's SaaS products through Faria's platform.

This provides a significant opportunity for Schrole and Faria to expand their product offering and significantly grow Schrole's client base through this strategic partnership.



Faria Education Group

Target #1: 12,000 international schools – an immediate growth opportunity
Target #2: 180,000 domestic schools – an adjacent segment

~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 in targeted contract value per school

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 ~7,000 or 7% of USA schools

Multiple, near-term, growth drivers



GLOBAL SALES

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



STRATEGIC CO-MARKETING

- In 2H CY2021, co-marketing with strategic partner, Faria Education Group
- Software integration with strategic partner, Faria



SALES & ACCOUNT MANAGEMENT TEAM

- Expanded sales and marketing activity commencing 1 July 2021



FULL HUMAN RESOURCES SOFTWARE SUITE

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

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