



## ASX RELEASE | Schrole Group Limited (ASX: SCL)

### New contract with UAE school group

#### Highlights

- USD63,000 (AUD85,000) group contract with Aldar Education Group
- Aldar Education Group operate 19 schools, with more than 14,000 students
- Significant cross/upsell potential across the portfolio of Schrole's product base

5 July 2021: Schrole Group (ASX: SCL) ("Schrole" or the "Company"), is pleased to advise of the signing of a group contract with Aldar Education Group ("Aldar").

#### Upgraded Contract

Schrole is pleased to advise that it has achieved the following:

- An upgraded contract with Aldar with the contract increasing from 2 schools to the entire 19-school Aldar group network, plus an additional head office licence for executive recruitment.
- The 12-month contract is valued at USD63,000 (AUD85,000), up from USD13,500. Future renewals will be negotiated by Schrole's customer service team with Aldar representatives.

Schrole is actively exploring further potential upsell opportunities to meet the customer's requirements as further HR SaaS modules are released.

#### About Aldar Education Group

The group sale is to all the schools within the group comprising Aldar Academies (UK curriculum), ADEK Charter Schools (schools for UAE nationals) and ADNOC schools (schools for employees of the Abu Dhabi National Oil Company).

Aldar Education LLC owns and operates 19 schools across the UAE, educating over 14,000 students.

#### Comment

Managing Director, Rob Graham, said,

*"I am delighted to announce this group contract with Aldar Education. This is a significant contract, and it validates the strategy of upselling our products within our client base."*

*We look forward to working collaboratively across the wider Aldar Education Group to support their education software needs."*

*We remain focused on growing sales through our three-pronged growth strategy – comprising direct sales, cross/upsell opportunities and Faria co-marketing. Firstly, enabling our direct sales team to market globally significantly enhances the growth opportunity – I am impressed with the onboarding program and key leading indicators of growth that the new sales team are achieving, and we will continue to invest in our*



*sales team to drive further growth. Secondly, we expect increased cross/upsell, as we launch our expanded HR SaaS suite in the second half of this year. Thirdly, we remain excited by the significant opportunity to co-market with Faria, including increased exposure through single-sign-on and direct access to Schrole's SaaS products through Faria's platform.*

*With a strong and growing customer pipeline, HR SaaS suite rollout and expanded sales team, we have strong momentum and an exciting outlook."*

## About Schrole

**Schrole is a global provider of SaaS solutions for teachers and educational organisations.**

The Company's mission is to become the world's leading 2-sided online marketplace for teachers and educational institutions.

- **Schrole HR** will be progressively released from 1 July 2021, providing a range of integrated modules to optimise Human Resources processes and provide online professional development for teachers and educational organisations. Schrole HR will integrate Schrole's current and new product offerings, to provide a full suite of 6 Human Resources Software-as-a-Service (SaaS) offerings, comprising Schrole Connect, Verify, Engage, Cover, Develop and Events.
- **Schrole Connect** is an online SaaS platform that enables international schools to streamline teacher recruitment and candidate management activities. Significant enhancements include interview scheduling and calendar integration, DocuSign integration and customisable email management.
- **Schrole Verify** provides background screening in the international schools sector.
- **Schrole Engage** is due for first release in 2H2021 and will provide contract management and onboarding software for schools.
- **Schrole Cover** is a cloud-based software platform that engages relief staff at the touch of a button
- **Schrole Develop** provides accredited professional development solutions contextualised to client needs.
- **Schrole Events** is due for first release in 2H2021 and will provide regionalised online recruitment events including candidate to school SmartMatching and video interviews.

This release was authorized by the Company's Managing Director.

### For further information, please contact:

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### **Forward Looking Statements**

Statements contained in this release, particularly those regarding possible or assumed future performance, revenue, costs, dividends, production levels or rates, prices or potential growth of the Company, are, or may be, forward looking statements. Such statements relate to future events and expectations and, as such, involve known and unknown risks and uncertainties. Actual results and developments may differ materially from those expressed or implied by these forward-looking statements depending on a variety of factors.