



# Schrole™

## Global Human Resources Software-as-a-Service (SaaS)

Expanding Growth Opportunities

14 March 2022

**Schrole™**  
We're with you

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This presentation has been authorised for release by the Board of Directors.

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Schrole has strong organic growth momentum in its initial target market of international schools.



## STRONG ORGANIC GROWTH

- Cash receipts increased 44% in December Quarter 2021
- Schrole Connect International School customers increased 26% from 360 in Mar 21 to 459 in Dec 21
- International schools numbers increased 35% over last three years to 12,853\*
- Schrole Community increased ~13% to 200,974 over 12 months.



## INCREASED PRODUCT RANGE

- Schrole HR Software-as-a-Service (SaaS) has increased from 2 to 5 products



## INCREASED CROSS AND UPSELL POTENTIAL

- Average Contract Value increased pathway from AUD11k to AUD30k
- Margin expansion growth momentum
- Potential sales across full calendar year



## STRENGTHENED SALES, MARKETING AND ACCOUNT MANAGEMENT TEAM

- Strategic hire of experienced Commercial Director
- Strengthened sales, marketing and account management team to acquire, retain and grow customers globally



## EXPANDED TARGET MARKETS

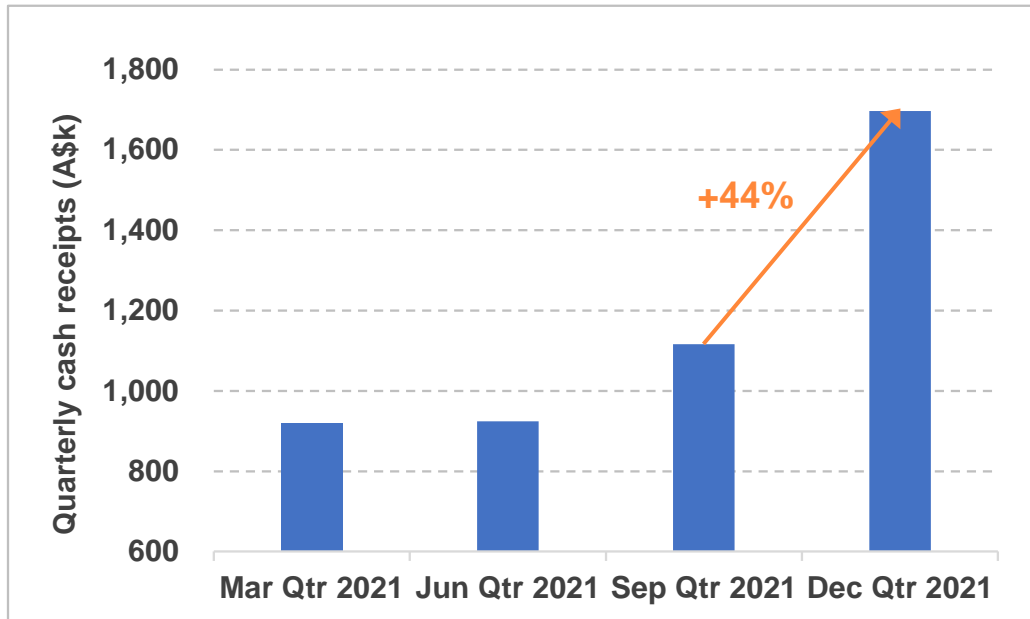
- Target AUD3.6b\*\*: Annual Human Resources spending of International Schools sector (vs previous AUD820 million recruitment market).
- Immediate AUD220m educator revenue opportunity: 325k international school teacher contacts
- Immediate AUD385m international schools opportunity: 12,853 international schools
- Growth potential: Current clients in multiple sectors, inc. health, mining, government, & higher education



\*Source ISC research \*\*Source Schrole Management. The company estimates 5% of annual revenue spent on HR (including recruitment and professional development) by international schools. International School annual revenue is AUD72 million

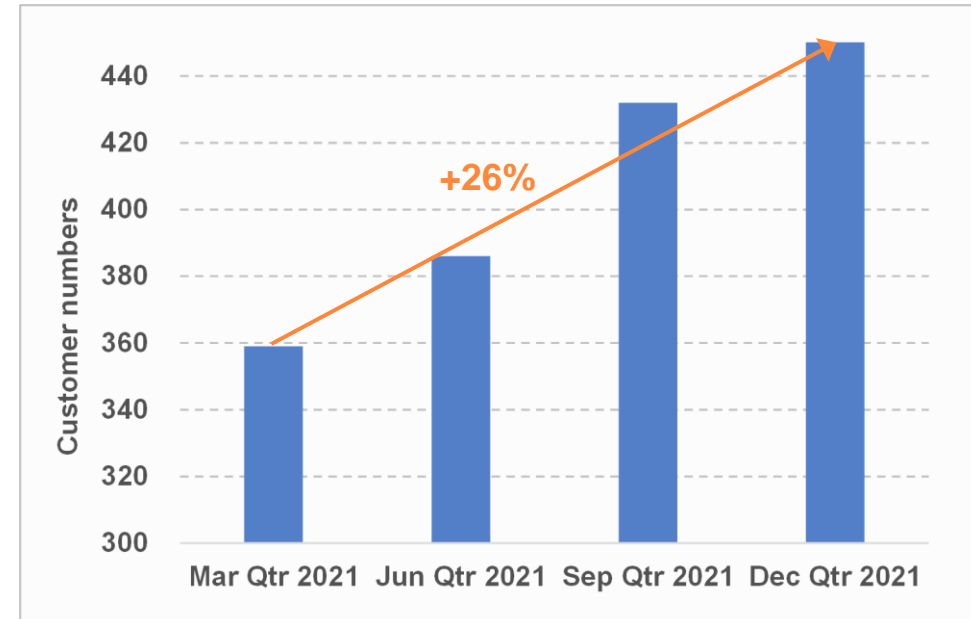
## Strong organic growth in cash receipts and customer numbers

### CHART 1: QUARTERLY CASH RECEIPTS GROWTH



- **44% cash receipts growth** to AUD1.7m in Dec Qtr 2021 from previous quarter
- Increased software margins to 37% in Q4 vs 34% in Q3

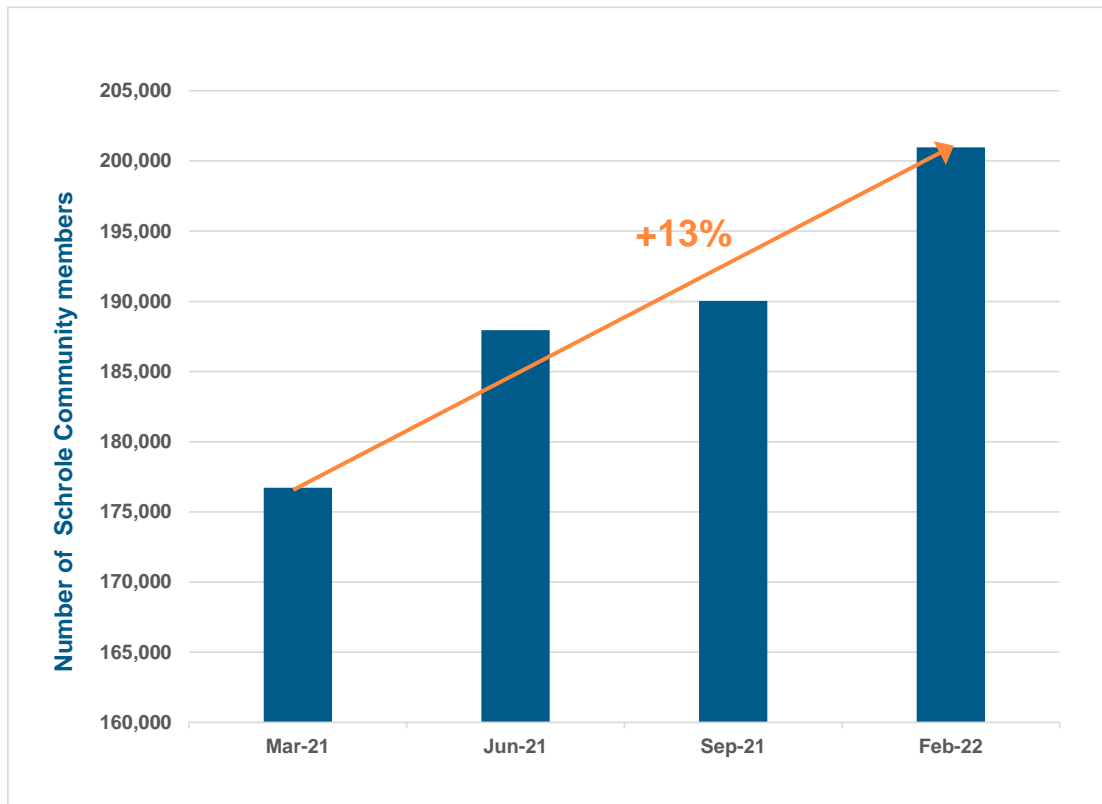
### CHART 2: SCHROLE CONNECT CUSTOMER NUMBERS



- **26% customer number growth** from March Quarter 2021 to 451 in December Quarter 2021.
- Traction in the new geographic markets of Europe and the Americas, with Q4 invoiced sales of AUD350k and a strong pipeline.
- **Total Schrole HR invoiced customers of 550** as for year ended Dec 2021

Our Schrole Community increased by ~13% to 200,974 over the 12 months to Feb 2022.

**CHART 3: SCHROLE COMMUNITY GROWTH**



### PROVIDES SIGNIFICANT REVENUE OPPORTUNITIES

- Schrole Community comprises all customers and platform users.
- Creates global network effects, allowing increased monetisation of the full HR life cycle.

### AUD220m REVENUE OPPORTUNITY: EDUCATOR DATABASE

- Database of ~325,000 educators (ie. teachers and referees)
- 125,640 supervisory referees in addition to our core Educator Community of 200,974
- Target AUD700 revenue potential per contact comprising online seminars, training, qualifications, annual subscriptions etc

In 2013, Schrole was founded to help international schools from recruitment to professional development. In 2022, Schrole HR SaaS has increased from 2 to 5 products, providing Global Human Resources SaaS, applicable to multiple sectors, with clients in health, mining, government and higher education.



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.

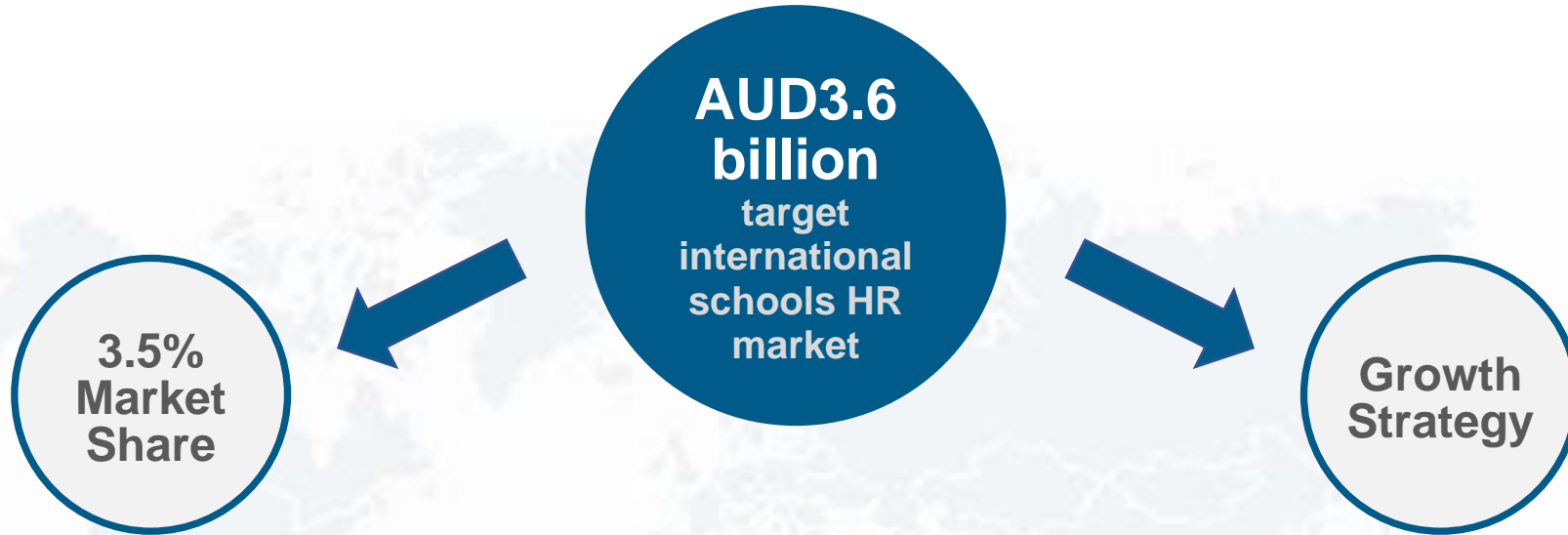
- **Schrole Connect** is a leading global platform for teacher and staff recruitment in international schools. **Schrole Events** is the Company's online recruitment event software, providing regionalised online recruitment events, complementing Connect, encouraging upgrade to **ConnectPlus**.
- **Schrole Verify** provides trusted, simplified background checks that cross international borders.
- **Schrole Engage** offers a streamlined onboarding process.
- **Schrole Cover** is the easiest way to fill casual and relief staff positions in under 5 minutes.
- **Schrole Develop** is a Registered Training Organisation (RTO) that provides professional development and increases staff retention.

## Outlook for increased Average Contract Value through expanded product range

- Visible pathway to **increasing Average Contract Value to ~AUD30,000** driven by new products
- Expanded product suite enables **bundled product offers** including Connect, Verify, Engage, Cover and Develop.
- Example: International School of Ho Chi Minh City (ISHCMC) increased contract value from ~AUD20,000 to ~AUD154,800, utilizing 2 of 4 Schrole products ([ASX release dated 26 March 2021](#)).



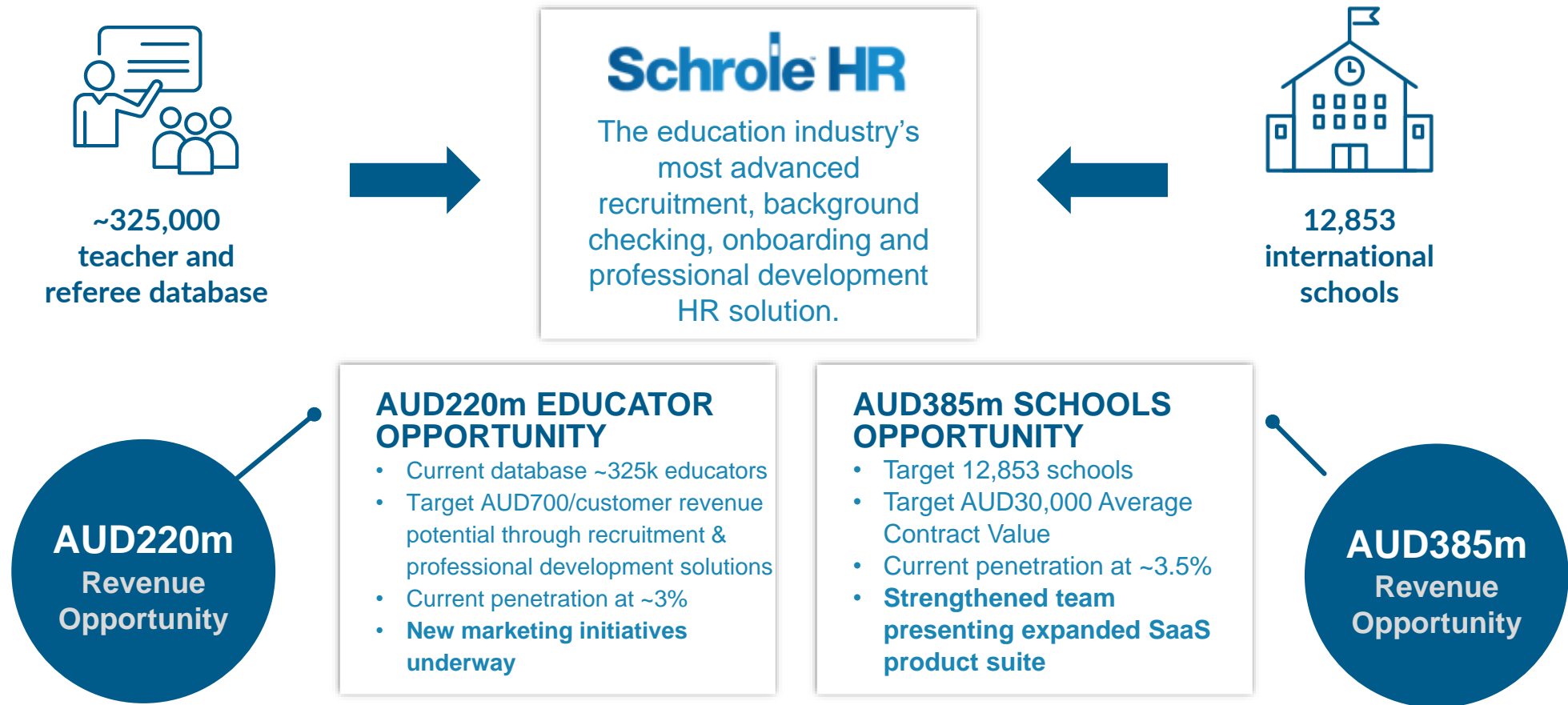




- 11% share of the premium-fee international schools market
- Immediate opportunities to access mid-fee international schools market across multiple regions
- 3.5% total international schools market share, growing strongly
- 35% organic growth in international school numbers over 3 years to 12,853.

- Direct sales including sales partners into targeted regions of MENA, Europe, East Asia and South East Asia.
- Bundled product to increase new product trial and contract values
- Bespoke Events functionality to attract and retain customers
- Sale of Professional Development services through online sales channels

Schrole Connect is a global, 2-sided marketplace connecting educational organisations and teachers. New marketing initiatives underway to target ~AUD605m revenue opportunities.



Schrole is growing its direct sales team, selling the full Schrole HR SaaS product suite into new markets, targeting increasing Average Contract Value.



## SALES TEAM STRENGTHENED

- **On 23 February 2022, appointment of New Commercial Director**, whose priority is to work with sales, marketing and account management to accelerate growth
- Recently grown from 2 to 11



## STRONG GROWTH TRACK RECORD

- **Increased cross-sell via bundled product sales**



## TRACTION IN NEW GROWTH MARKETS

- Traction in Europe and the Americas, with an encouraging contribution to December Quarter 2021 with invoiced sales of AUD350k and a strong pipeline indicating a positive growth outlook

## Strong growth outlook driven by positive structural change and growth momentum

### FULL HR SOFTWARE SUITE RELEASED

- Expanded from 2 to 5 SaaS products
- Growing margin outlook

### STRENGTHENED SALES, MARKETING AND ACCOUNT MANAGEMENT TEAM

- New Commercial Director appointed
- Grown team from 2 to 11, gaining traction

### LATENT GROWTH OPPORTUNITIES

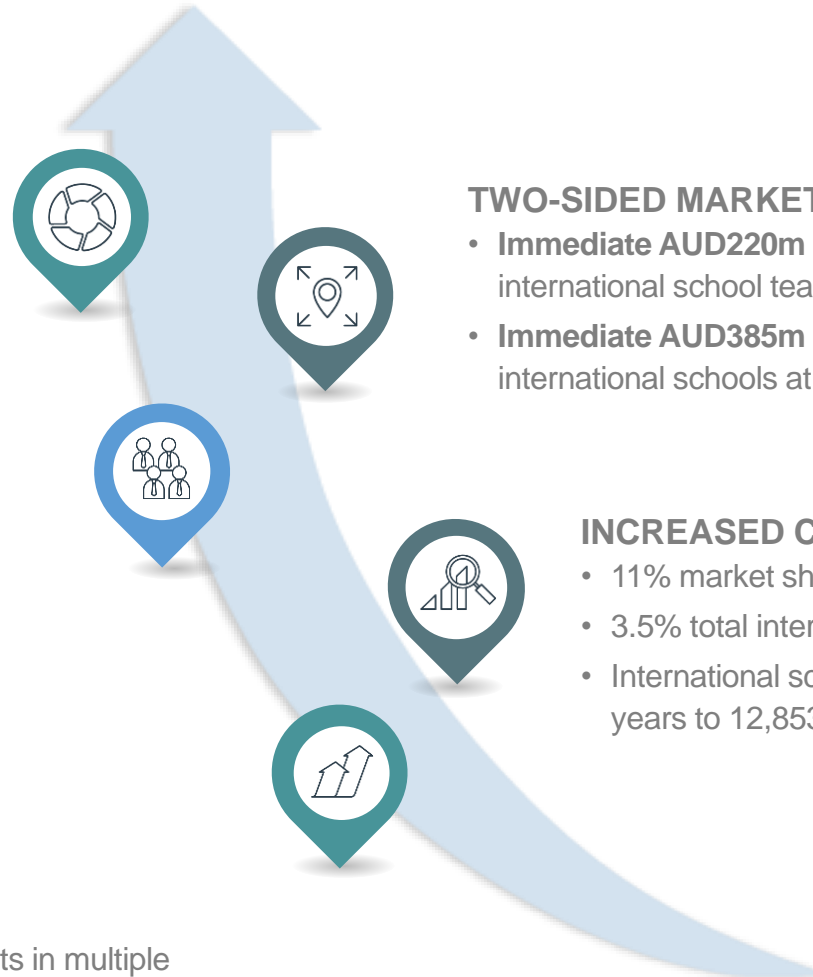
- Increasing Schrole Community
- Increasing Average Contract Value
- Increasing number of products per customer;
- Increasing cross and upsell
- Generating sales across full calendar year
- Potential growth segments: Schrole has existing clients in multiple sectors, including health, mining, government, and higher education

### TWO-SIDED MARKETPLACE OPPORTUNITY

- **Immediate AUD220m educator revenue opportunity:** 325,000 international school teacher contacts
- **Immediate AUD385m international schools opportunity:** 12,853 international schools at target Average Contract Value AUD30k

### INCREASED CUSTOMER NUMBERS

- 11% market share of premium international schools
- 3.5% total international schools market share, growing strongly
- International schools numbers increased 35% over last three years to 12,853



# Contacts

The logo for Schrole, featuring the word "Schrole" in a bold, white, sans-serif font. The letter "i" is stylized with a vertical bar above it. A small trademark symbol (TM) is located at the top right of the "e".

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