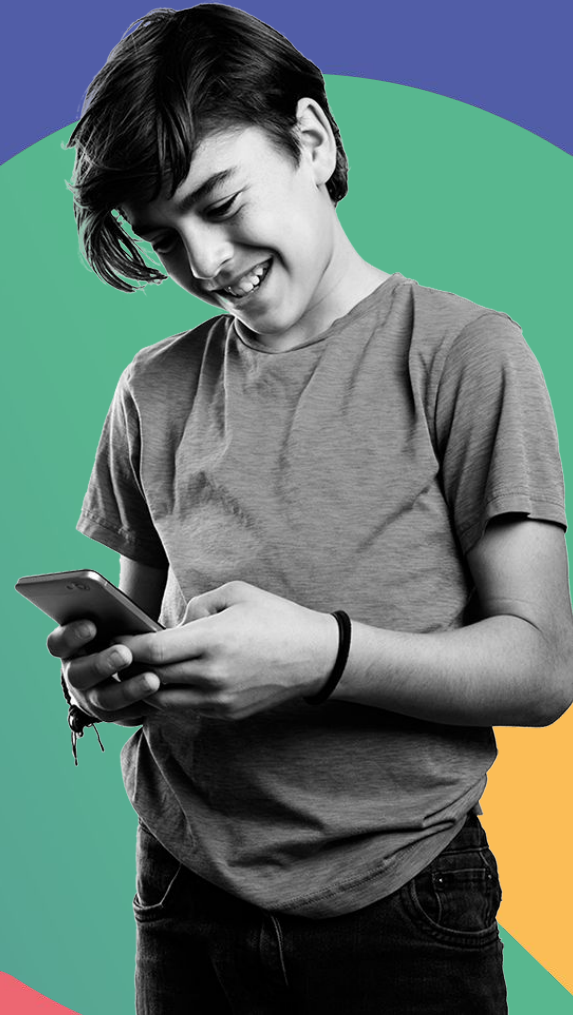


STRATEGIC UPDATE

Qoria's positioning and opportunities.
MAY 2024

*Helping every child to
thrive in their digital life*

Qoria Limited
ASX : QOR
qoria.com



Qoria; just getting started!



Scaled & inflecting

Qoria continues to execute on its plan to deliver for investors and the global community.



Predictable growth

Qoria's maturing business is driving consistent ARR growth with fast conversion to cash.



Vast & growing market

K12 Safety & wellbeing TAM has been doubling every 2-3 years since Qoria entered the US in 2018.



Global leader & innovator

Qoria's platform and go-to-market is industry leading and accelerating.



Social impact

Qoria is responsibly addressing some of the world's most pressing issues.



Reliable delivery

Qoria's maturing markets are now offering consistent sales cadence and catalysts.



K12 cross sell expansion

Qoria's maturing K12 product portfolio is now driving consistent ARPU and ASP growth.



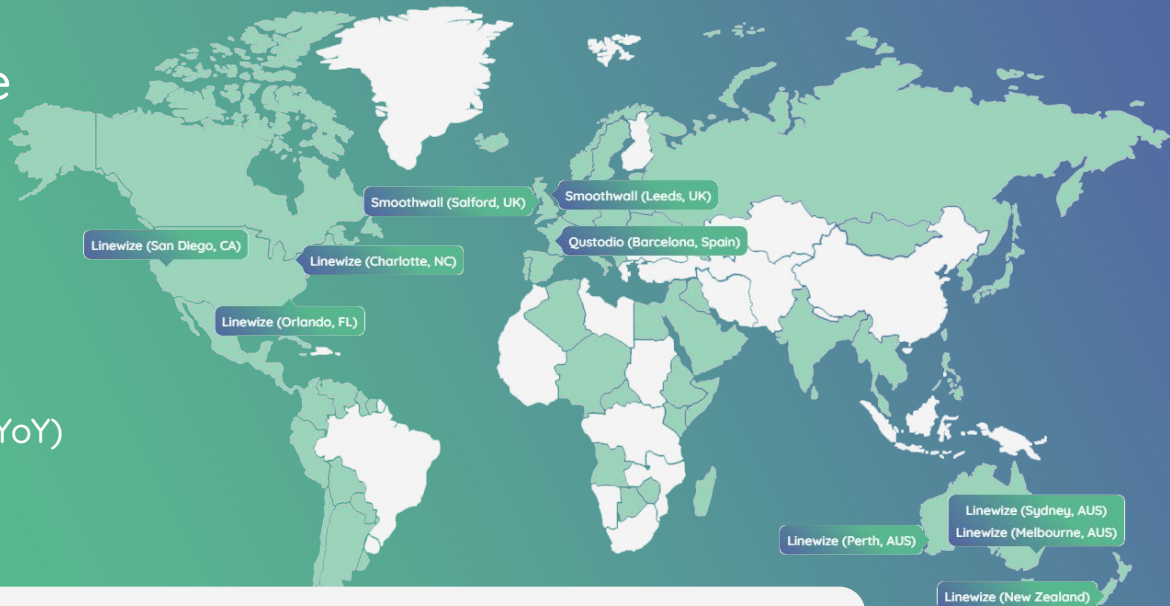
Consumer cross sell

Qoria's world leading parental controls are gaining traction in US schools.

Scaled and inflecting

Qoria continues to execute on its plan to deliver for investors and the global community.

- ✓ 23M children kept safe
- ✓ 27K schools served
- ✓ 6M parents served
- ✓ \$112M ARR (growing >25% YoY)
- ✓ Cash flow breakeven & profitable *



Untapped & fast growing global opportunity

An estimated addressable market of US\$6B across US, UK, ANZ and Canada plus US\$5B in Europe plus the rest of the world.

qoria.com

Stats at March 31, 2024. * Qoria has guided that the Company reached run rate operating cash flow break even last calendar year. The Company will be Cash EBITDA positive on a monthly basis in CY 2024.

Qoria

Scaled and inflecting

Qoria; well managed and delivering. Moving to profitability and free cash flow in CY 2024.



Reliable delivery and catalysts

Qoria's maturing markets are now offering consistent sales cadence and news flow.

Mar Quarter

The March quarter is the key selling period in edu-tech in the UK. BETT is the largest education tech trade show in Europe and kicks off the cycle in January each year



Jun Quarter

The June quarter marks the end of the fiscal period for most US school districts. This is when key tech-decisions are made in preparation for the August / September back-to-school period.



Sep Quarter

Along with a few smaller states, Texas education regions have the option to set their fiscal year to end on 31 August. And so a substantial portion of US edu-tech opportunities occur in the September quarter.



Dec Quarter

The December quarter is now a key selling period for Qoria with Xmas sales now augmented by Black Friday and US/UK back-to-school creating opportunities to engage with parents dealing with technology.



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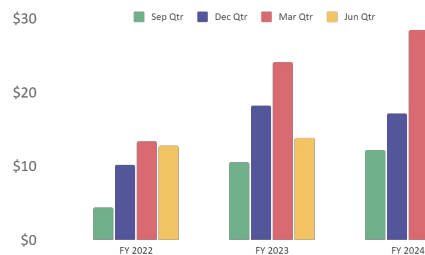
Qoria

Strong, predictable growth & cashflow

Qoria's maturing business is now driving consistent growth and strong metrics.

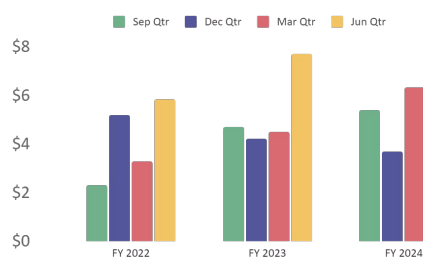
Sales Pipeline

Group K12 | AUD



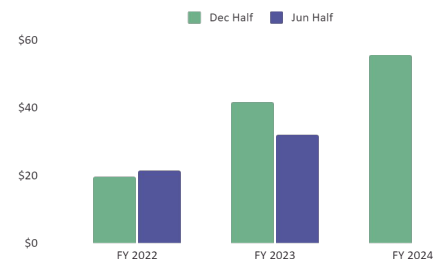
ARR Added

Group | AUD Millions



Customer Receipts

Group | AUD Millions (Nett of Commissions)



Qoria's entry point into schools is typically the mandated segments of filtering and security. With a strong offering and lead conversion rates at 40-50%, Qoria's pipeline strongly correlates to contracted revenue (ARR) growth.

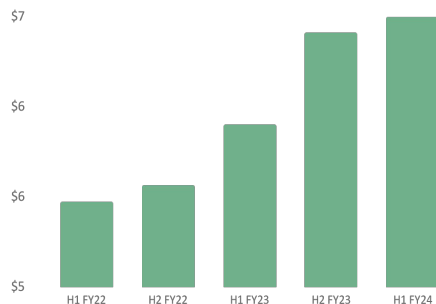
Qoria's ARR growth is typically oriented around edu-tech sales cycles and the June quarter is the seasonally biggest in the US. An ongoing annual step change in Qoria's ability to add contracted revenue (ARR) is evident in the chart above. Cross sell and upsell represented 30% of total new contracted revenue in H1 FY24.

Northern hemisphere edu-tech sales cycles direct Qoria's cashflows to the December half. In CY 2022 66% and in CY 2023 63% of collections were in the December half. This bias is trending down as Qustodio and cross-sells become a more significant part of Qoria's revenue profile.

Successes in K12 revenue expansion

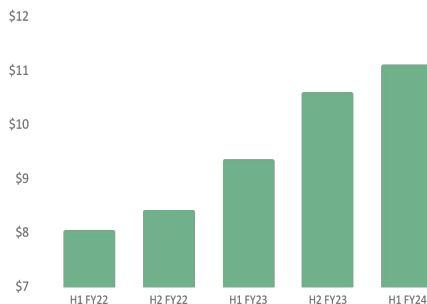
Qoria's maturing product portfolio is now driving consistent K12 ARPU and ASP growth.

Average Revenue / Student
Group K12 | AUD



Qoria's K12 average revenue per student is growing consistently with an expanding and maturing product range. Products per customer (attachment rates) are ~1.5 in the UK and have grown to ~3.0 in US. With 5 core products plus others, significant expansion opportunities exist.

Average Sales Price
Group K12 | AUD 000's



Qoria's average sales price is growing consistently through a combination of increasing client size and attachment rates. Qoria's expansion into larger clients has been a highlight with the average sales price up 36% globally and 40% in the US since June 2022.

Cross / Upsell ARR Added
Group K12 | AUD



Qoria's K12 business continues to enjoy better-than-industry customer churn performance through a focus on product and support excellence. With increasing cross selling (shown above) and regular price increases, net revenue retention is becoming a feature of our K12 business.

Consumer cross sell

Qoria's world leading parental controls are rapidly gaining traction in US schools adding value to our school communities, K12 offerings and driving our consumer brand and revenue.

“The introduction of a technology parent control app for student-issued devices underscores our commitment to fostering responsible digital citizenship. By empowering parents with tools to monitor and manage their child’s online activity, we strengthen the partnership between home and school, promoting a safer and more productive learning experience for our students.”

Dr. Marty Crawford
Superintendent Tyler ISD



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Qoria

Vast and growing addressable market

We estimate that the K12 Safety & wellbeing TAM has been doubling every 2-3 years since 2018. We see no signs of a slow down. Tim Levy, Managing Director

2006

UK launches Keeping Children Safe in Education and standard based approach to safety technology.

2020

COVID stimulated a fundamental shift towards 1:1 devices and digitisation of learning.

2008

Marks the first time in history children's wellbeing went backwards. Indicators have fallen every year since.

2000

US Children's Internet Protection Act mandates school filtering. Industry is small and dominated by firewall providers.

2022

Concerns for child mental health drives massive funding for student wellbeing.

2023

UK's Keeping Children Safe in Education imposes duties on school leadership to actively monitor students.

Spending across the US on K-12 education **totals a remarkable \$800 billion a year**. Policy makers and administrators are pushing to make this spending more effective and so edu-tech is exploding.

US districts spend **\$10 billion per year on school counselors and psychologists** an industry in the grips of global shortages of talent.

goria.com

Goria

Vast and growing addressable market

Safety & Wellbeing markets are substantial, untapped and growing.

Indicative future opportunities.
More exist eg South America
and Asia.

Market Insights	USA	UK	AU	NZ	Canada	Total
Schools	116,080	36,600	9,629	2,538	14,600	179,447
Students	54.2 m	13 m	4.1 m	0.8 m	4.9 m	76.9 m
K12 funding pa / student	\$17,013	£7,460	\$14,558	\$18,791	\$17,312	
Households with kids older than 5	33.2 m	5.9 m	3.4 m	0.5 m	3.8 m	46.7 m
TAM ARR USD Millions						
K12	\$1,889	\$362	\$94	\$26	\$171	\$2,542
.. as % of school budgets	0.20%	0.25%	0.34%	0.21%	0.20%	
Consumer	\$2,489	\$469	\$220	\$33	\$284	\$3,494
Total	\$4,378	\$830	\$315	\$58	\$455	\$6,036

Europe	Japan
73.9 m	12.4 m
40.7 m	\$11,000
	6.6 m
\$1,933	\$324
\$3,050	\$496
\$4,983	\$821

Qoria; the global leader in safety & wellbeing

Qoria's unique platform delivers the world's most comprehensive set of Safety & Wellbeing features for schools and school communities.

Prevention

K12 Digital Safety & Security
and Digital Classrooms

CAGR +17%
Regulatory requirement

- ✓ No dominant providers
- ✓ Stable funding
- ✓ Non english markets open

Qoria

World leading suite of
tools & integrations

Intervention

Student Safeguarding and
Wellbeing

CAGR +30% *
< 20% penetration

- ✓ No dominant providers
- ✓ Expanding funding
- ✓ Regulatory mandates
- ✓ Non english markets open

Qoria

World leading suite of
intervention tools

Education

Online Safety Education,
Student Engagement

CAGR +30% *
< 20% penetration

- ✓ No dominant providers
- ✓ Expanding funding
- ✓ New regulatory mandates
- ✓ Non english markets open

Qoria

The only integrated
education offering

Consumer

Parental controls and
engagement

CAGR +12%
< 10% penetration

- ✓ No dominant providers
- ✓ Expanding concerns
- ✓ New regulatory mandates

Qoria

World leading parental
control product

qoria.com

Qoria

Qoria; the global leader in safety & wellbeing

Qoria's platform and go-to-market is industry leading and accelerating.

Segment	Qoria	GoGuardian	Lightspeed	Securly	Impero
Firewalling	✓				
Filtering	✓	✓	✓	✓	✓
Classroom Management	✓	✓	✓	✓	✓
Student Monitoring	✓	✓	✓	✓	✓
Student Records	✓				
Student Wellbeing	✓			✓	✓
Teacher Engagement	✓				
Online Safety Education	✓				
Parental Controls (full suite, school & personal devices)	✓				

Social impact; the reason Qoria exists

Qoria is responsibly addressing some of the world's most pressing issues.


PORNOGRAPHY

93% of boys & **62%** of girls have watched **pornography**

According to the AMA there is a "strong link" between online porn and adverse sexual and mental health outcomes.

DECEPTION

1,000,000 deception app downloads in Aus/NZ each year

35%  of senior students are using VPNs to bypass filters

Deception apps enable users to hide their activity. Features include camouflage modes plus hidden files, messaging and browsing.



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SEXTING

70% of teenage girls believe **sexting** is normal


The majority of teenagers now regard sharing explicit material as normal. Over half of girls feel pressure to take & share sexual photos.

SCREENTIME

 The average teen is online for **5 hours a day** and checks their phone **50 times a day** 

After rising since the early 1990s, adolescent self-esteem plunged after 2012. Research suggests that teens who spend less time in front of screens are "happier".

CYBERBULLYING

 of today's youth have been exposed to **cyberbullying**

Research shows over 30% of students have experienced cyberbullying and almost all have been exposed to it.

GAMBLING

 of teens **gamble** each year

20% of adolescents access **gambling sites**


Gamblification is the term coined by experts concerned about the growing inclusion of gambling features in children's apps.

RISKY ACTIVITY

Accessing of **questionable content** each month:

54%	KIDS (0-8)
65%	CHILDREN (9-12)
75%	JUNIORS (13-15)
83%	SENIORS (16-17)

SOCIAL MEDIA

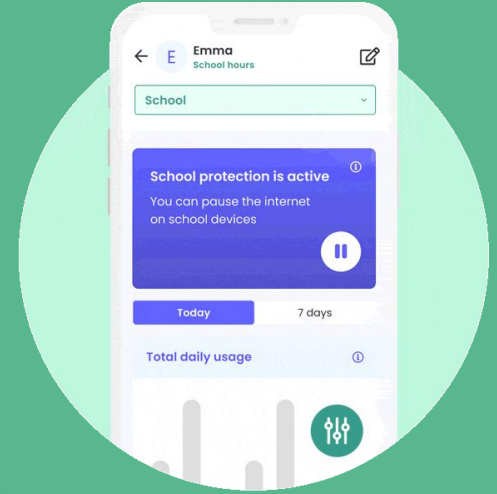
 **45%** of pre-teens are accessing **social media**

20% of students are on social media **during class**

Research clearly shows links between social media use and mental health, body image, behaviour and educational outcomes.

Qoria

What's next for Qoria



Strategic growth opportunities

With a growing problem-set and TAM, Qoria has limitless organic and corporate opportunities.

Technology

Filter technology with access to rich data (content of pages, tab disposition) is ripe for building a 'moated' next-gen offering in K12 and consumer.

Competition policy

There is a global regulatory effort to curb the 'gatekeeping' power of Google, Apple and Microsoft. This protects our industry and will create opportunities through 'interoperability'.

Security & data

Increasing malevolent cyber activity and heightened concerns around security and data protection create an opportunity for market leadership.

Ethical Practices

Advances in technology are driving community concerns. An opportunity exists to make privacy, consent, the use of AI and ethics a competitive advantage.

Proposition

No global operator has managed to own digital safety, let alone bridge schools and parents. Qoria has been established for this opportunity.

Consolidation

Mergers of safety and wellbeing tech providers will be important to the delivery of better services for the community and to better influence important matters of public policy.

Funding

Funding for safety & wellbeing technology is underwritten by regulatory needs and concerns for mental health. Per student costs are immaterial for schools. Industry is considered recession proof.

Non english markets

All of the innovators (except Qoria) in safety and wellbeing technology are focussed on US, Canada and the UK. The fundamental problems to be solved exist globally.

Feature expansion

Feature expansion opportunities exist in school and personal safety, internet security, identity, children's credit cards, therapy, data analytics and more.