

# Ord Minnett Tech Conference

June 2024

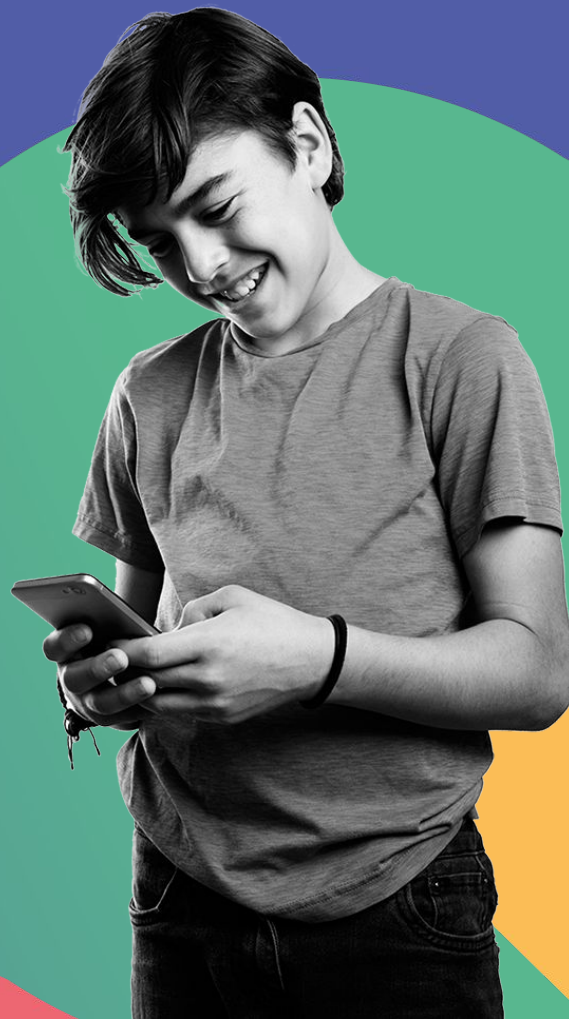
**ORD MINNETT**

*Helping every child to  
thrive in their digital life*

Qoria Limited

ASX : QOR

qoria.com



# Qoria snapshot

The world leader in digital safety & student wellbeing

✓ +23 million children

✓ +6 million parents

✓ +27 thousand schools

✓ +\$112 million of ARR\*

✓ Breakeven\*



**qoria.com**

\* Qoria has guided that the ARR will exceed \$117M at June 30 2024 and that it has reached run rate operating cash flow break. The Company will be Cash EBITDA positive on a monthly basis in CY 2024.

**Qoria**

# Why Qoria exists

## 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.

## 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

**87%** 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

**70%** 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.com**

**Qoria**

# Safety & wellbeing drivers are exploding

**'Got a lot to answer for': Grieving father claims social media messed with his daughter's mind before she took her life**

The father of a girl who took her own life says Instagram has a lot to answer for, claiming it's the "perfect platform" for people "vulnerable to feel worse".



**Mental health disorders in young Australians surge by 47 per cent over 15 years, new data shows**



**Why America Has a Youth Mental Health Crisis, and How Schools Can Help**



**Anthony Albanese backs campaign to ban children under 16 from social media**



**Public schools score bonus funding to help struggling kids**



**New school safeguarding guidance emphasises online safety duties**

Move follows suicide of pupil Frankie Thomas who accessed harmful material on school iPad



# Massive and untapped global opportunity

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
<b>Total</b>	<b>\$4,378</b>	<b>\$830</b>	<b>\$315</b>	<b>\$58</b>	<b>\$455</b>	<b>\$6,036</b>

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

# A dynamic and growing TAM

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.

**2000**

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

**2006**

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

**2008**

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

**2020**

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

**2022**

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

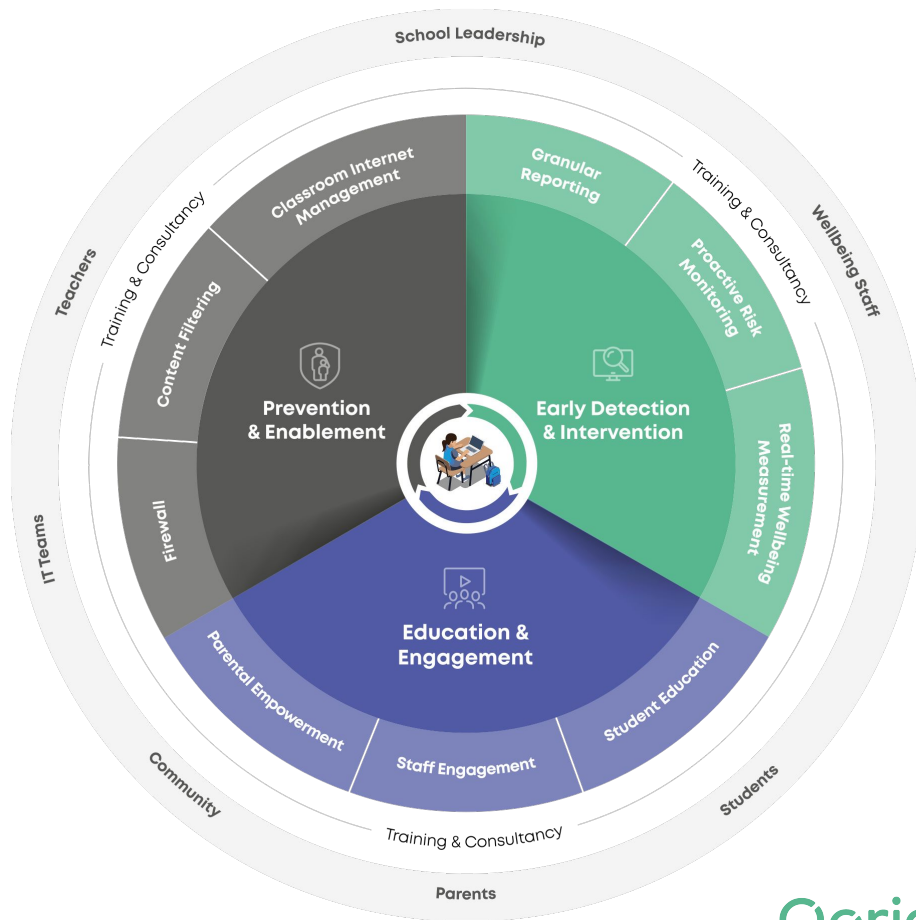
**2023**

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

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

# Qoria; why we win

*Our entire business is focused on protecting and supporting the digital journey of children.*

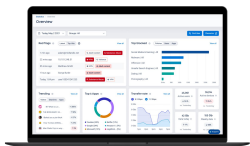


# Qoria; why we win

## Prevention & Enablement

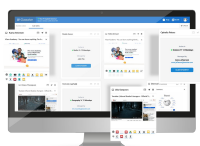
### K12 Digital Safety & Security

+\$54 million ARR  
Growing +15% YoY



### K12 Digital Classrooms

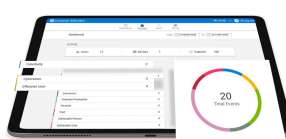
+\$10 million ARR  
Growing +15% YoY



## Early Detection & Intervention

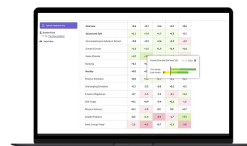
### Student Safeguarding

+\$20 million ARR  
Growing +55% YoY



### Student Wellbeing

+\$3 million ARR  
Growing +20% YoY



Industry

Regulatory requirement  
Filtering 100% penetrated

Exploded during COVID  
~60% penetrated in US/UK  
Trend is to integrated offerings

Segment is exploding (>50% YoY)  
UK KCSIE now mandates  
US/UK 20-30% penetrated

Mental health driving investment  
Global shortage of Psychs  
US/UK <10% penetrated

Qoria

Entry point for K12 clients  
~100% penetrated  
<4% churn

Currently ~ 40% of US base  
New sales > 60%  
Launching UK in 2025

Currently 20-30% of US/UK base  
New sales > 30%

New segment in the US & UK  
Recent launches in UK & US  
Very strong interest in NZ

## Why we win....

*World leader in filtering & getting stronger*

*Strong, well priced and integrated*

*World leader in Student Monitoring*

*Strong product in an emerging category*

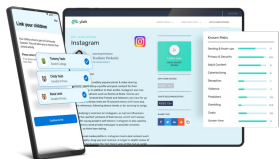


# Qoria; why we win

## Education & Engagement

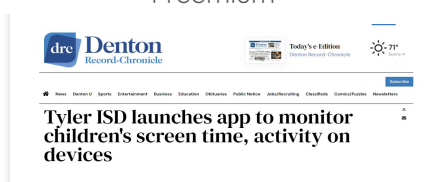
### Education

+\$3 million ARR  
Growing +25% YoY



### Engagement

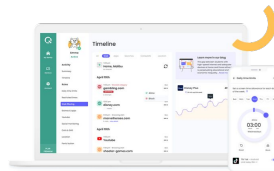
B2B2C Community  
Freemium



## Consumer

### Parental Controls

+\$23 million ARR  
Growing +15% YoY



Industry

Specialist players in all markets  
All independent of safety tech

Regs (eg Texas) starting to  
require parent capability for  
student devices

Global interest in digital safety  
+15% global GAGR

Qoria

Majority of schools taking up  
Focus on engagement  
Growing revenue

World leading parental controls  
Focus today is freemium  
+20% take-up of freemium in US

Strong direct sales model  
Growing telco partner model  
B2B2C for brand building

## Why we win....

*Integrated content for value  
and retention*

*Integrated school & personal  
device controls*

*World's best features and  
product performance*

# Qoria; why we win

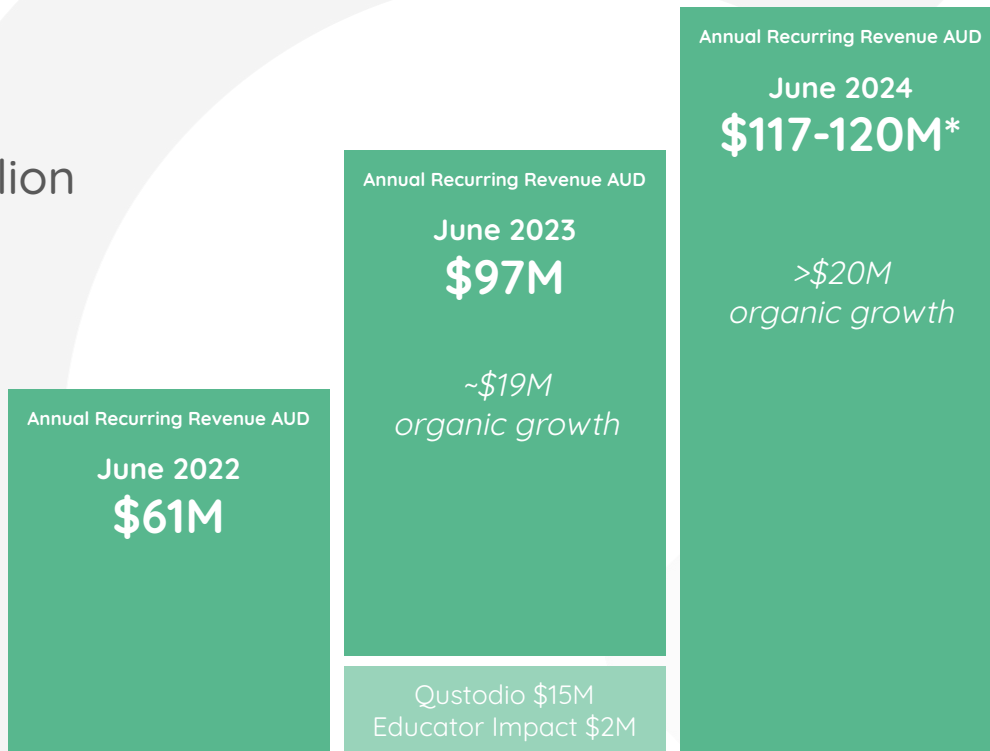
Qoria's platform and go-to-market is industry leading and accelerating.

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)	✓				
Other		✓ Instruction & testing	✓ Data analytics ✓ Device management	✓ Visitors ✓ Device management	

# Qoria; at the point of inflection

- ✓ Organic revenue +20% YoY.
- ✓ Stable cost structure ~\$80 million
- ✓ High gross margins +90%
- ✓ Breakeven\*

*Unification and automation is driving customer value and further operating leverage*

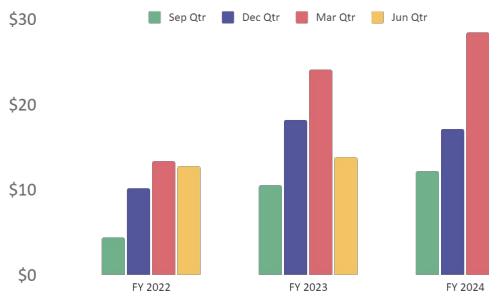


# Qoria; strong, predictable growth & cashflow

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

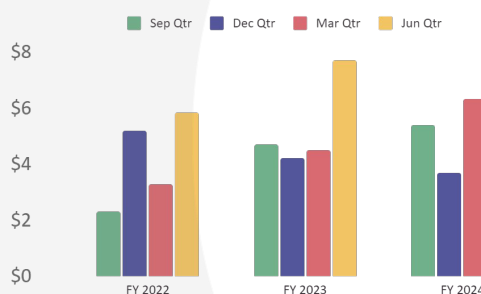
## Sales Pipeline

Group K12 | AUD



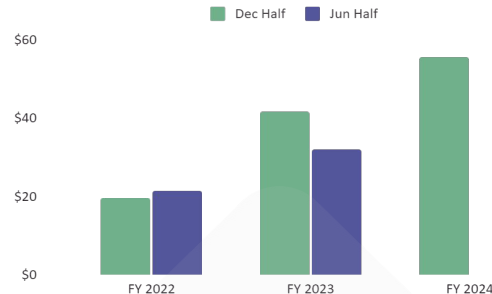
## Organic ARR Added

Group | AUD Millions



## Customer Receipts

Group | AUD Millions (Nett of Commissions)

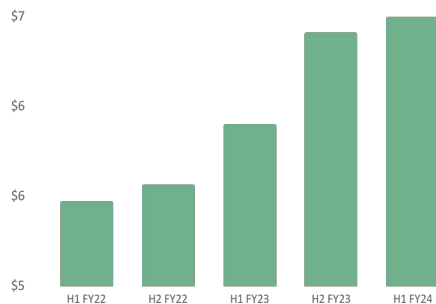


# Qoria; X sells now driving customer value

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

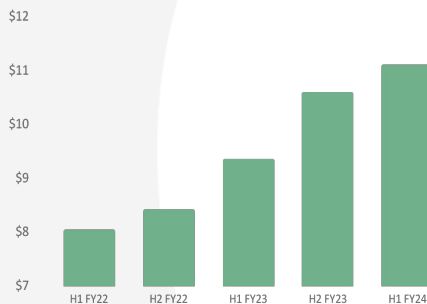
## Average Revenue / Student

Group K12 | AUD



## Average Sales Price

Group K12 | AUD 000's



## Cross / Upsell ARR Added

Group K12 | AUD



# 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

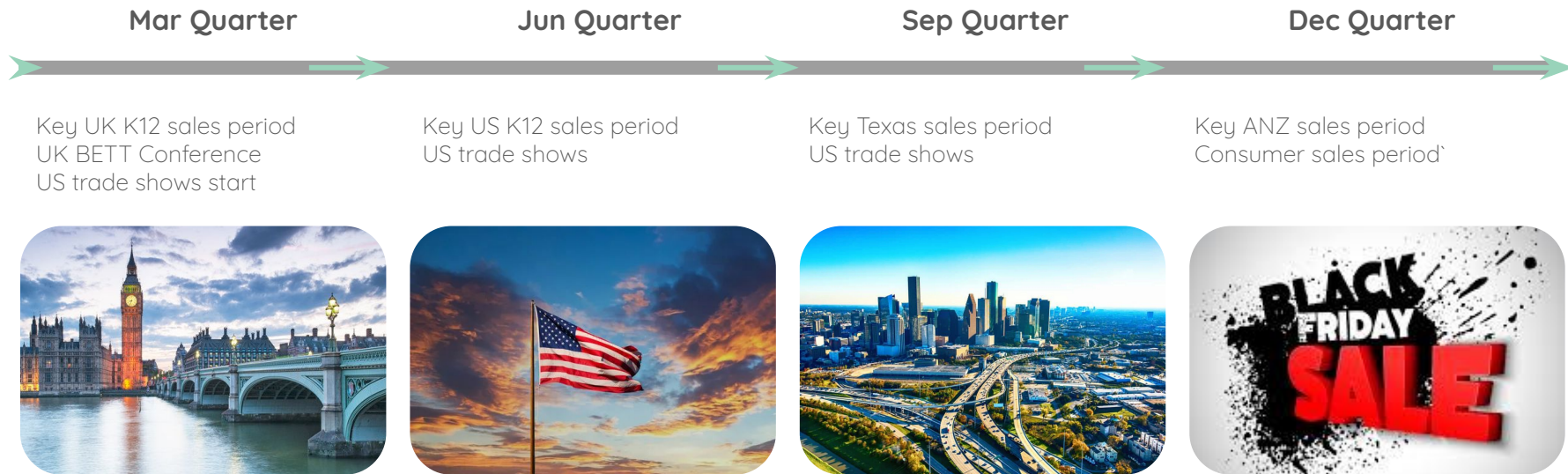
qoria.com



Qoria

# Qoria; outlook at catalysts

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



Thankyou  
Questions?