

ASX Announcement | 31 October 2024  
Quarterly Activities Report & Appendix 4C

**Platform SaaS ARR Grows 19% YoY and New  
CourseMagic AI Gains Traction in Q3 FY24**

**Key Highlights:**

1. **Platform SaaS annual recurring revenue (ARR) growth accelerated 19%** year-on-year (YoY) to \$2.235 million in Q3 FY24. The business has now delivered 12 consecutive quarters of SaaS platform annualised revenue growth.
2. **Average revenue per B2B SaaS customer increased 15%** YoY to \$9,367 per annum in Q3 FY24.
3. Further operating efficiencies drove cost savings and saw **net operating cash outflows decrease by 19%** vs PCP to \$0.69 million in Q3 FY24.
4. Usage of OpenLearning's **AI Course Builder** continues to grow and is now an integral component of the company's learning management system (LMS).
5. Partnered with Meshed Group, a leading Australian student management system provider, to integrate their system with OpenLearning's LMS to target higher education providers.
6. **CourseMagic.ai**, a suite of AI tools for educators that launched in June 2024 has 28 active B2C customers and contributed to growing SaaS revenue in the quarter.
7. Recently acquired Australian higher education marketplaces, branded as **The Uni Guide**, have **begun to generate revenue** and sales activities are underway.

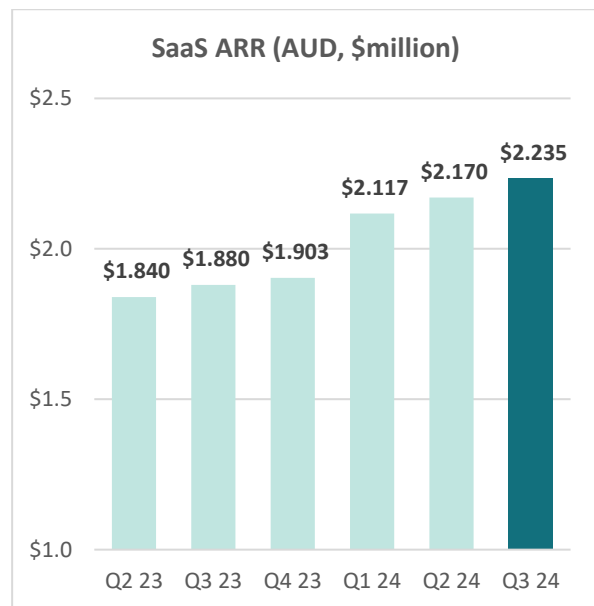
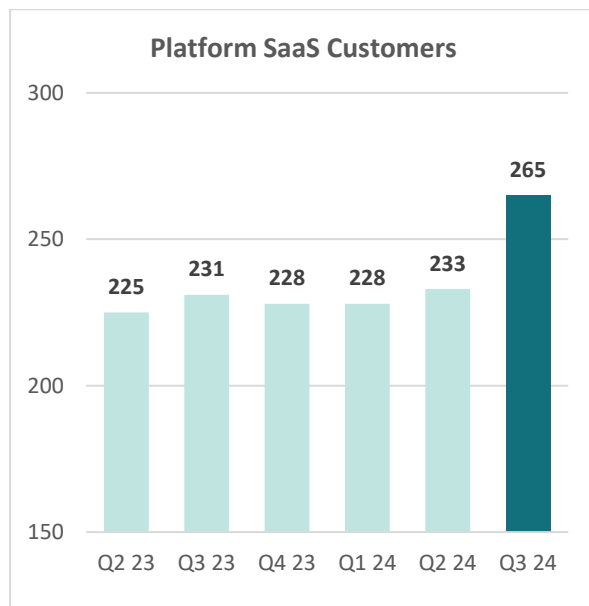
Sydney, Australia, 31 October 2024: OpenLearning Limited, the AI powered SaaS platform for lifelong learning ('OpenLearning' or 'the Company') (ASX: OLL) is pleased to provide its Appendix 4C cash flow statement for the quarter ended 30 September 2024 (Q3 FY24), along with the following financial and operational update.

**Strong Platform SaaS ARR Growth**

OpenLearning provides a learning management system (LMS) that enables education providers to manage all aspects of online learning, harnessing the power of Generative AI to streamline course design, content authoring and education delivery for short courses, micro-credentials, and online degrees for both online and on-campus students.

The Company's platform SaaS annual recurring revenue (ARR) continued to grow in the quarter, increasing by 19% YoY, to reach \$2.235 million. This growth was driven by an increase in average SaaS ARR per B2B customer, which increased by 15% YoY to \$9,367, as well as new customers subscribing across all the Company's products.

The platform boasts a strong customer base with 237 active B2B customers and 28 active B2C customers. B2C customers are from the Company's latest product, CourseMagic.ai, which only launched in late June 2024.



The Company derives recurring SaaS revenue from its platform offering, which comprises four products that add value to education providers:

- OpenLearning Learning Management System – Flagship end-to-end AI-powered platform for education providers to create, market, deliver and manage all types of courses.
- OpenLearning Marketplace – A global network of education marketplaces, including on OpenLearning.com, as well as TheUniGuide.com.au and PostGradAustralia.com.au.
- Biomedical Education and Skills Training (BEST) Network – An image-based teaching platform and virtual microscopy solution for biomedical education at leading medical schools.
- CourseMagic – Suite of AI-powered instructional design tools for educators and education providers that are designed to work with any learning management system.

Prospective customers can purchase each of the products individually with OpenLearning’s Learning Management System forming the basis of its land and expand strategy.

### Growth of CourseMagic.ai

In late June 2024, the Company launched CourseMagic, a standalone product with a suite of Generative AI-powered tools, including an AI Course Builder, for educators that are compatible with leading learning management systems, including Canvas, Blackboard and Moodle.

Early results from CourseMagic are promising with educators from Australia, U.S., India, Canada and Malaysia signing up for a free trial, resulting in 28 active B2C and 4 active B2B subscribers at the end of the quarter.

CourseMagic is offered on a usage-based SaaS model targeting educators and education providers with SaaS fees based on the number of staff at the institution who utilise the tool and the number of AI tokens used by the institution. The Company is continuing to expand the functionality of CourseMagic with the aim of increasing usage while at the same time testing out marketing campaigns to increase subscriber numbers.

The Company believes that vertical-specific AI tools are a nascent but growing market that address the shortfalls of generic AI agents such as ChatGPT and Google Gemini by incorporating domain expertise and solving use-cases without the need for the prompt engineering by the end-user.

## **Partnership with Meshed Group and Expansion into LMS Market**

In the quarter, OpenLearning partnered with Meshed Group, a leading Australian student management system provider for higher education providers and registered training organisations with over 250 customers. Meshed Group has integrated their platform with OpenLearning's learning management system (LMS) and will promote it to their customers as a combined solution.

The integration between the two platforms will make it significantly easier for Australian education providers to adopt OpenLearning's LMS by ensuring that data and actions can automatically flow between the systems for clients that utilise both platforms.

## **Increasing Adoption of New AI Features**

Usage of OpenLearning's AI Course Builder and AI Assistant have continued to grow, more than doubling again in Q3 FY24 compared to Q2 FY24, reflecting an increase in repeat usage of the tools as well as new customers building courses more quickly with AI.

The incorporation of Generative AI is anticipated to enhance OpenLearning's value proposition, fostering increased utilisation among existing customers and attracting new customers, driving higher SaaS platform subscription revenue.

The Company is already working on its next set of innovative generative AI features, which are designed to provide student feedback and facilitation suggestions to educators with the aim of reducing costs for education providers while improving feedback for learners.

## **Gaining Traction in New Geographies**

The Company is actively working with its network of resellers and partners across India, Philippines, Indonesia and Malaysia to promote its platform and win new business.

This quarter, OpenLearning added new SaaS customers in India and the Philippines, and has continued to grow its pipeline of prospects and reseller partners in those markets.

To support OpenLearning's expansion in India, the Education Centre of Australia (ECA), the Company's distribution partner in the country, has recruited an experienced sales team to focus on selling to universities and colleges.

## **The Uni Guide Contributes to Revenue Growth**

The Uni Guide has already positively contributed to the Company's recurring revenue in Q3 FY24 and sales campaigns are underway to Australian universities, private higher education colleges and registered training organisations.

This acquisition strengthens OpenLearning's value proposition to education providers and complements its existing platform and marketplace by providing an additional channel to promote courses delivered by education providers.

The Company has begun work on integrating elements of The Uni Guide with the OpenLearning platform to enable its existing customers to more easily promote their programs through this new channel and to streamline operations and cross-selling opportunities.

## **Net Cash Outflows Continue to Decline**

Net operating cash outflows improved by a 19% to \$0.69 million in Q3 FY24, versus \$0.856 million in Q3 FY23. This was a result of the Company's cost optimisation exercise over the past year and its continued efforts to grow revenue and increase gross margins.

Customer cash receipts declined 28% YoY to \$0.561 million due to the prior corresponding period including cash receipts from the Company's discontinued program delivery business and the timing of Platform SaaS cash receipts. Marketplace cash receipts also grew by 47% as a result of increased sales of courses from customers utilising OpenLearning's payment gateway.

Material cash receipts from customers by segment for the quarter were:

- Platform SaaS - \$0.252 million (down 34% PCP)
- Marketplace - \$0.308 million (up 47% PCP)

The Company's total available funding, including cash on hand as of 30 September 2024 was \$0.545 million. The Company is in discussions with the Education Centre of Australia to increase the limit of its loan facility to the Company by a further \$1.0 million and will make an announcement on the ASX if and when the limit is increased.

**OpenLearning Group CEO & Managing Director Adam Brimo said:**

"The company continued to deliver on its operational goals in Q3 FY24. We are pleased by the consistent growth of our SaaS platform and the initial traction of CourseMagic.ai, reflecting both the increasing demand for AI-driven education solutions and the success of our innovative product development strategy. We are excited to partner with Meshed Group to provide a complete integrated solution to Australian education providers, supporting our expansion into the LMS sector. We are simultaneously reducing our operating cash outflows while investing in product development, expanding our sales team in India with ECA and our growing sales pipeline in key markets."

**Ends.**

**Authorised by:**

Adam Brimo

Group CEO & Managing Director

**Stay up to date with OpenLearning news as it happens:**

Visit the Investor section of the OpenLearning website at: <https://investors.openlearning.com/> There you can download the Company's Prospectus and see recent ASX Announcements and press coverage.

In addition to signing up for OpenLearning news directly from the Company, we also encourage shareholders to register to receive electronic communications from our share registry, Automic. To sign up for e-communications from Automic, please visit <https://www.automicgroup.com.au/>.

Thanks for your ongoing support. We look forward to sharing OpenLearning news with you.

**For further information, please contact:****Company****Sally Greenwood or Maria Clemente**

Company Secretary

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E: [matt@dominion.partners](mailto:matt@dominion.partners)**About OpenLearning**

OpenLearning is an Artificial Intelligence (AI) powered SaaS platform for lifelong learning.

The platform enables education providers to manage all aspects of online learning, harnessing the power of Generative AI to streamline course design, content authoring and education delivery for short courses, micro-credentials and online degrees.

OpenLearning is a trusted partner to more than 230 leading education providers, who have delivered tens of thousands of courses to over 3.5 million learners through its platform.

With a strong position in the Australian and Malaysian higher education sectors, and a growing presence in Indonesia and India, OpenLearning is revolutionising the way education is accessed and delivered globally.

To learn more, please visit: <https://solutions.openlearning.com/>

**Annexure**

During Q3 FY24 the following payments were made to related parties and their associates as disclosed in Item 6 of the Appendix 4C.

| Salaries and fees paid to Directors                                         | Amount   |
|-----------------------------------------------------------------------------|----------|
| Fees to Spiro Pappas as Non-Executive Director and Chairman                 | \$11,002 |
| Fees to Matthew Reede as Non-Executive Director and Consultant              | \$17,114 |
| Salary to Adam Brimo as Executive Director, Managing Director and Group CEO | \$48,772 |
| Total                                                                       | \$76,888 |

## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

**Name of entity**

OPENLEARNING LIMITED

**ABN**

18 635 890 390

**Quarter ended ("current quarter")**

30 September 2024

| <b>Consolidated statement of cash flows</b>               | <b>Current quarter<br/>\$A'000</b> | <b>Year to date<br/>(9 months)<br/>\$A'000</b> |
|-----------------------------------------------------------|------------------------------------|------------------------------------------------|
| <b>1. Cash flows from operating activities</b>            |                                    |                                                |
| 1.1 Receipts from customers                               | 561                                | 2,824                                          |
| 1.2 Payments for                                          |                                    |                                                |
| (a) research and development                              | (10)                               | (50)                                           |
| (b) product manufacturing and operating costs             | (235)                              | (745)                                          |
| (c) advertising and marketing                             | (50)                               | (106)                                          |
| (d) leased assets                                         | (1)                                | (3)                                            |
| (e) staff costs                                           | (436)                              | (1,707)                                        |
| (f) administration and corporate costs                    | (264)                              | (750)                                          |
| 1.3 Dividends received (see note 3)                       | -                                  | -                                              |
| 1.4 Interest received                                     | -                                  | 1                                              |
| 1.5 Interest and other costs of finance paid              | (1)                                | (8)                                            |
| 1.6 Income taxes paid                                     | -                                  | -                                              |
| 1.7 Government grants and tax incentives                  | -                                  | -                                              |
| 1.8 Other (see note 6)                                    | (254)                              | (1,289)                                        |
| <b>1.9 Net cash from / (used in) operating activities</b> | <b>(690)</b>                       | <b>(1,833)</b>                                 |
| <b>2. Cash flows from investing activities</b>            |                                    |                                                |
| 2.1 Payments to acquire:                                  |                                    |                                                |
| (a) entities                                              | -                                  | -                                              |
| (b) businesses                                            | -                                  | (229)                                          |
| (c) property, plant and equipment                         | -                                  | (2)                                            |
| (d) investments                                           | -                                  | -                                              |
| (e) intellectual property                                 | -                                  | -                                              |
| (f) other non-current assets (see note 7)                 | (176)                              | (496)                                          |

| Consolidated statement of cash flows |                                                       | Current quarter<br>\$A'000 | Year to date<br>(9 months)<br>\$A'000 |
|--------------------------------------|-------------------------------------------------------|----------------------------|---------------------------------------|
| 2.2                                  | Proceeds from disposal of:                            |                            |                                       |
|                                      | (a) entities                                          | -                          | -                                     |
|                                      | (b) businesses                                        | -                          | -                                     |
|                                      | (c) property, plant and equipment                     | -                          | -                                     |
|                                      | (d) investments                                       | -                          | -                                     |
|                                      | (e) intellectual property                             | -                          | -                                     |
|                                      | (f) other non-current assets                          | -                          | -                                     |
| 2.3                                  | Cash flows from loans to other entities               | -                          | -                                     |
| 2.4                                  | Dividends received (see note 3)                       | -                          | -                                     |
| 2.5                                  | Other (provide details if material)                   | -                          | -                                     |
| <b>2.6</b>                           | <b>Net cash from / (used in) investing activities</b> | <b>(176)</b>               | <b>(727)</b>                          |

|             |                                                                                         |            |              |
|-------------|-----------------------------------------------------------------------------------------|------------|--------------|
| <b>3.</b>   | <b>Cash flows from financing activities</b>                                             |            |              |
| 3.1         | Proceeds from issues of equity securities (excluding convertible debt securities)       | -          | -            |
| 3.2         | Proceeds from issue of convertible debt securities                                      | -          | -            |
| 3.3         | Proceeds from exercise of options                                                       | -          | -            |
| 3.4         | Transaction costs related to issues of equity securities or convertible debt securities | -          | -            |
| 3.5         | Proceeds from borrowings                                                                | 450        | 1,500        |
| 3.6         | Repayment of borrowings                                                                 | -          | -            |
| 3.7         | Transaction costs related to loans and borrowings                                       | -          | -            |
| 3.8         | Dividends paid                                                                          | -          | -            |
| 3.9         | Other (provide details if material)                                                     | -          | -            |
| <b>3.10</b> | <b>Net cash from / (used in) financing activities</b>                                   | <b>450</b> | <b>1,500</b> |

|           |                                                                              |       |         |
|-----------|------------------------------------------------------------------------------|-------|---------|
| <b>4.</b> | <b>Net increase / (decrease) in cash and cash equivalents for the period</b> |       |         |
| 4.1       | Cash and cash equivalents at beginning of period                             | 458   | 1,103   |
| 4.2       | Net cash from / (used in) operating activities (item 1.9 above)              | (690) | (1,833) |
| 4.3       | Net cash from / (used in) investing activities (item 2.6 above)              | (176) | (727)   |

| Consolidated statement of cash flows |                                                                     | Current quarter<br>\$A'000 | Year to date<br>(9 months)<br>\$A'000 |
|--------------------------------------|---------------------------------------------------------------------|----------------------------|---------------------------------------|
| 4.4                                  | Net cash from / (used in) financing activities<br>(item 3.10 above) | 450                        | 1,500                                 |
| 4.5                                  | Effect of movement in exchange rates on<br>cash held                | 3                          | 2                                     |
| 4.6                                  | <b>Cash and cash equivalents at end of<br/>period</b>               | <b>45</b>                  | <b>45</b>                             |

| 5.  | Reconciliation of cash and cash<br>equivalents<br>at the end of the quarter (as shown in the<br>consolidated statement of cash flows) to the<br>related items in the accounts | Current quarter<br>\$A'000 | Previous quarter<br>\$A'000 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------------------|
| 5.1 | Bank balances                                                                                                                                                                 | 42                         | 454                         |
| 5.2 | Call deposits                                                                                                                                                                 | -                          | -                           |
| 5.3 | Bank overdrafts                                                                                                                                                               | -                          | -                           |
| 5.4 | Other (balances with online payment<br>providers)                                                                                                                             | 3                          | 4                           |
| 5.5 | <b>Cash and cash equivalents at end of<br/>quarter (should equal item 4.6 above)</b>                                                                                          | <b>45</b>                  | <b>458</b>                  |

**6. Payments to related parties of the entity and their associates**

- 6.1 Aggregate amount of payments to related parties and their associates included in item 1
- 6.2 Aggregate amount of payments to related parties and their associates included in item 2

| Current quarter<br>\$A'000 |
|----------------------------|
| 77                         |
| -                          |

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

Item 6.1: This sum of \$77,000 consists of salaries paid to an executive director and fees paid to non-executive directors plus related super contributions.



**7. Financing facilities**

*Note: the term "facility" includes all forms of financing arrangements available to the entity.*

*Add notes as necessary for an understanding of the sources of finance available to the entity.*

|                                       | <b>Total facility<br/>amount at quarter<br/>end<br/>\$A'000</b> | <b>Amount drawn at<br/>quarter end<br/>\$A'000</b> |
|---------------------------------------|-----------------------------------------------------------------|----------------------------------------------------|
| 7.1 Loan facilities                   | 2,000                                                           | 1,500                                              |
| 7.2 Credit standby arrangements       | -                                                               | -                                                  |
| 7.3 Other (please specify)            | -                                                               | -                                                  |
| 7.4 <b>Total financing facilities</b> | 2,000                                                           | 1,500                                              |

7.5 **Unused financing facilities available at quarter end** 500

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

Not Applicable.

| <b>8. Estimated cash available for future operating activities</b>                | <b>\$A'000</b> |
|-----------------------------------------------------------------------------------|----------------|
| 8.1 Net cash from / (used in) operating activities (Item 1.9)                     | (690)          |
| 8.2 Cash and cash equivalents at quarter end (Item 4.6)                           | 45             |
| 8.3 Unused finance facilities available at quarter end (Item 7.5)                 | 500            |
| 8.4 Total available funding (Item 8.2 + Item 8.3)                                 | 545            |
| 8.5 <b>Estimated quarters of funding available (Item 8.4 divided by Item 8.1)</b> | 0.79           |

8.6 If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

- Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

The Company does not expect to have the same level of net operating cash flows because it often receives more payments from customers in Q4 and has now completed its cost reduction exercise as detailed in its Q1 and Q2 FY24 quarterly reports and its software-as-a-service revenue has been increasing.

- Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

The Company is in discussion with ECA to increase the limit on its debt facility by \$1 million, which would provide the Company with more than two quarters of funding. The Company is also considering its options for raising further capital, however, at this stage, it has not yet made a decision to raise further funds. If it is required to raise further funds, the Company is confident that such efforts would be successful as a result of the progress the Company has made in consistently growing its SaaS revenue, reducing its cost-base over the past 12 months and released new products.

- Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Yes. The Company has completed its restructuring exercise, has recently launched new products and it has sufficient resources to meet its objectives and continue its operations.

## Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: .....31 October 2024.....

Authorised by: .....The Board of Directors.....  
(Name of body or officer authorising release – see note 4)

## Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.
6. Included in item 1.8 'Other' are mainly payments to education providers of \$222,000 for the current quarter and \$1,238,000 for the year-to-day period.
7. Included in item 2.1(f) 'Payments to acquire other non-current assets' are payroll costs for platform development. These payments are capitalised in the balance sheet pending completion of the intangible assets and amounting to \$176,000 for the current quarter and \$496,000 for the year-to-day period.