



**Education
Technology
Recruitment
Solutions**

Schrole™

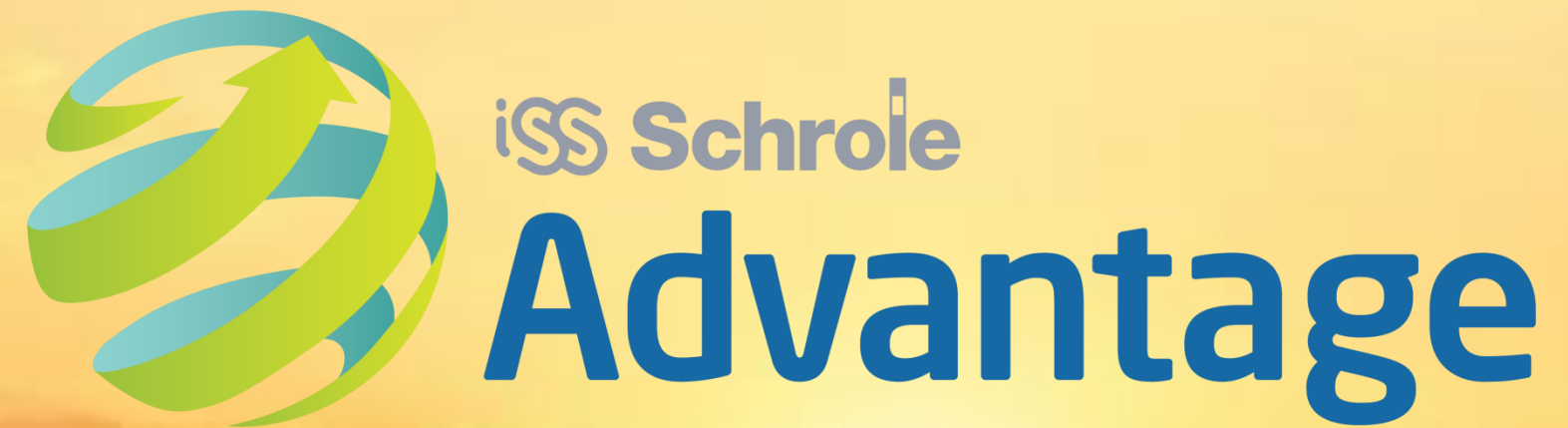
ASX:SCL

INVESTOR PRESENTATION
March 2019



Key investment themes

- SaaS recruitment and staff engagement software platform for the global education sector
- Key market the international school sector
- Currently serving over 350 international schools, out of an addressable market estimated at around 4,300 schools
- Rich teacher candidate database – more than 80,000 teachers, incorporates comprehensive data on personal information, qualifications, career history
- Software platform developed and supported in-house – full-stack development team
- Total invoiced sales in CYE2018 of \$4.6m vs \$1.5m in CYE2017
- Annual subscription revenue as at CYE2018 of \$3.8m vs \$0.9m as at CYE2017 – a 320% increase
- Immediate opportunities to accelerate sales growth – fast-track platform refinement, adapt platform for domestic education sector

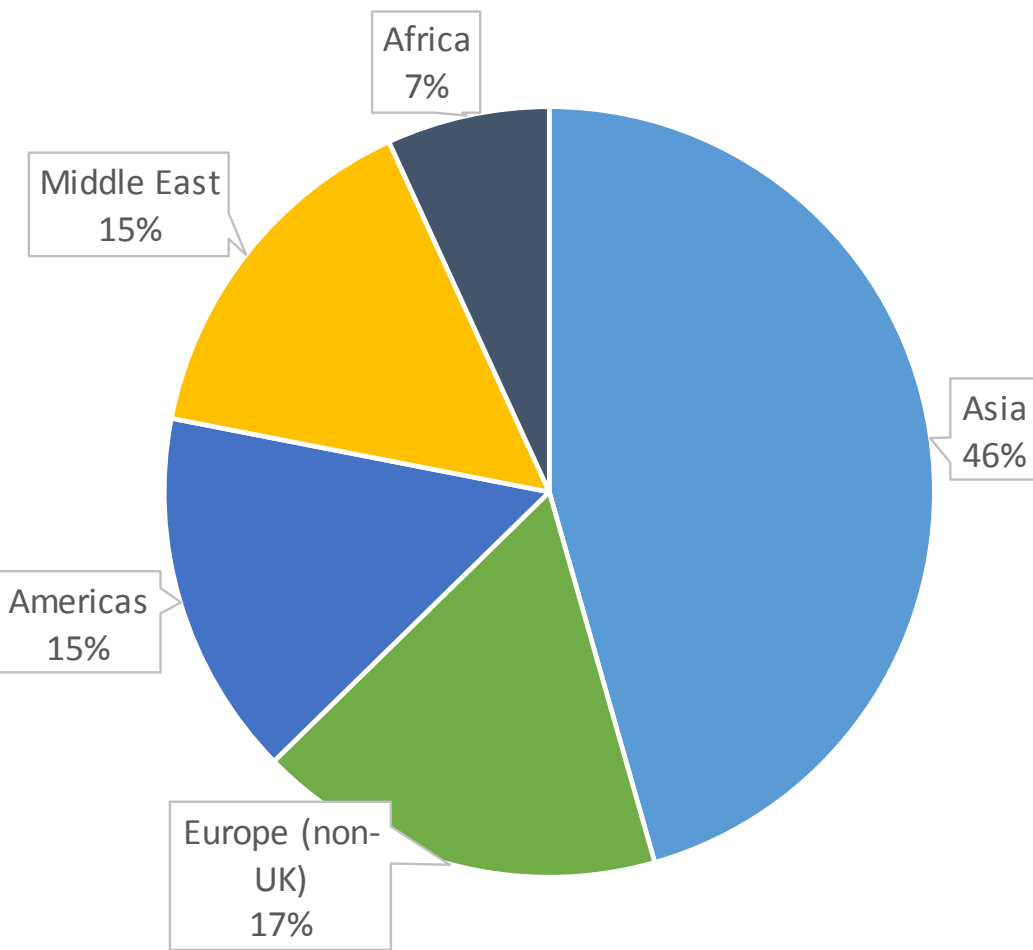


**International teacher
recruitment. Simplified.**

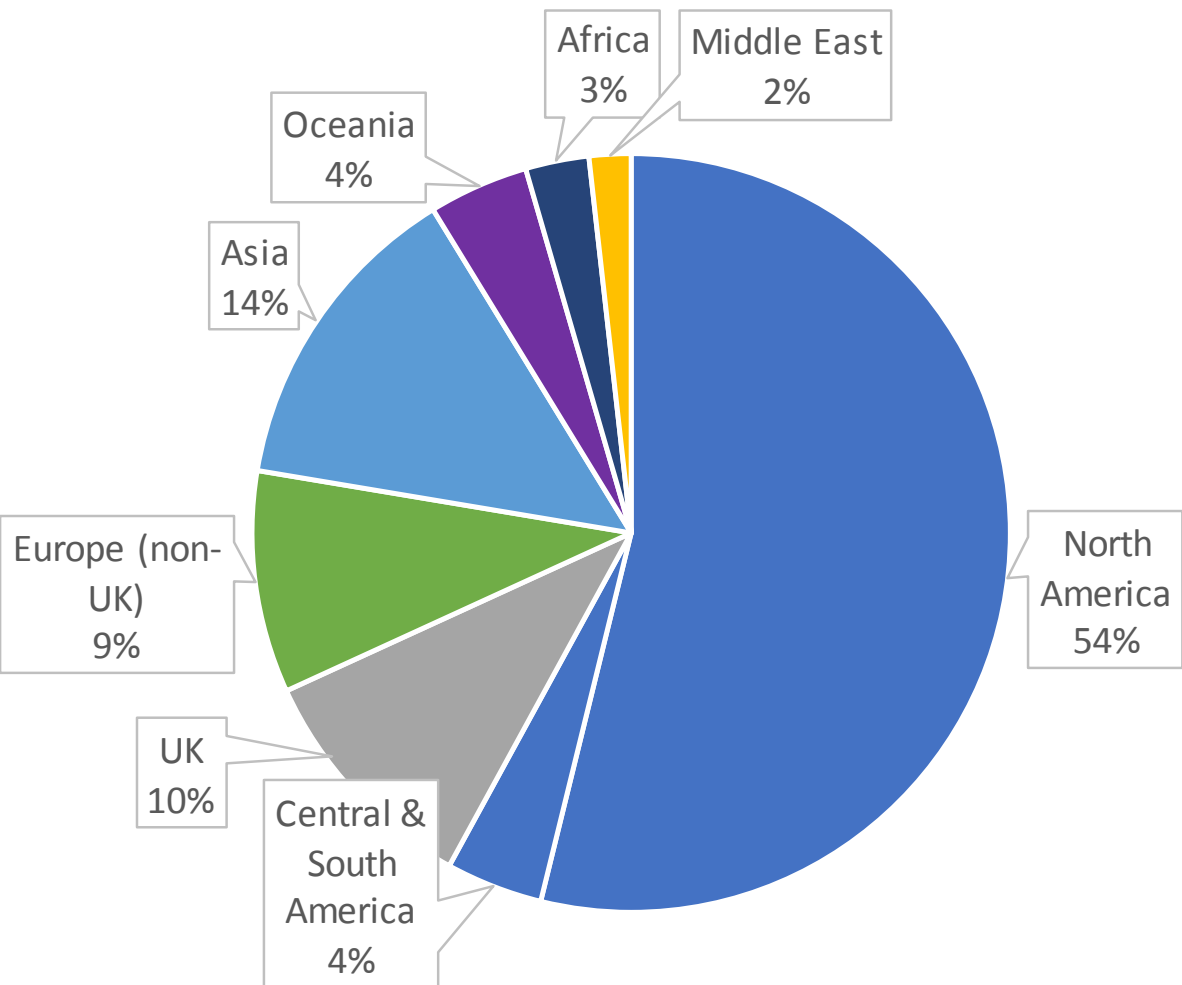
- **Recruitment platform specifically designed for the education sector** – particularly international schools
- Platform enables schools to post vacancies, search for candidates and efficiently manage the recruitment process
- Disruptive tech alternative to traditional and expensive recruiting agencies & fairs
- **Rich teacher candidate database** - features industry-relevant data for each candidate, such as qualifications, accreditations and specialised experience
- **Annual subscription pricing model** - no placement fees
- fixed subscription cost for schools; premium membership option for candidates
- **Amongst industry leaders** in our current markets - client base of over 350 schools and over 80,000 total/7,000 active teacher candidates

International schools + teachers – global problem, technology solution

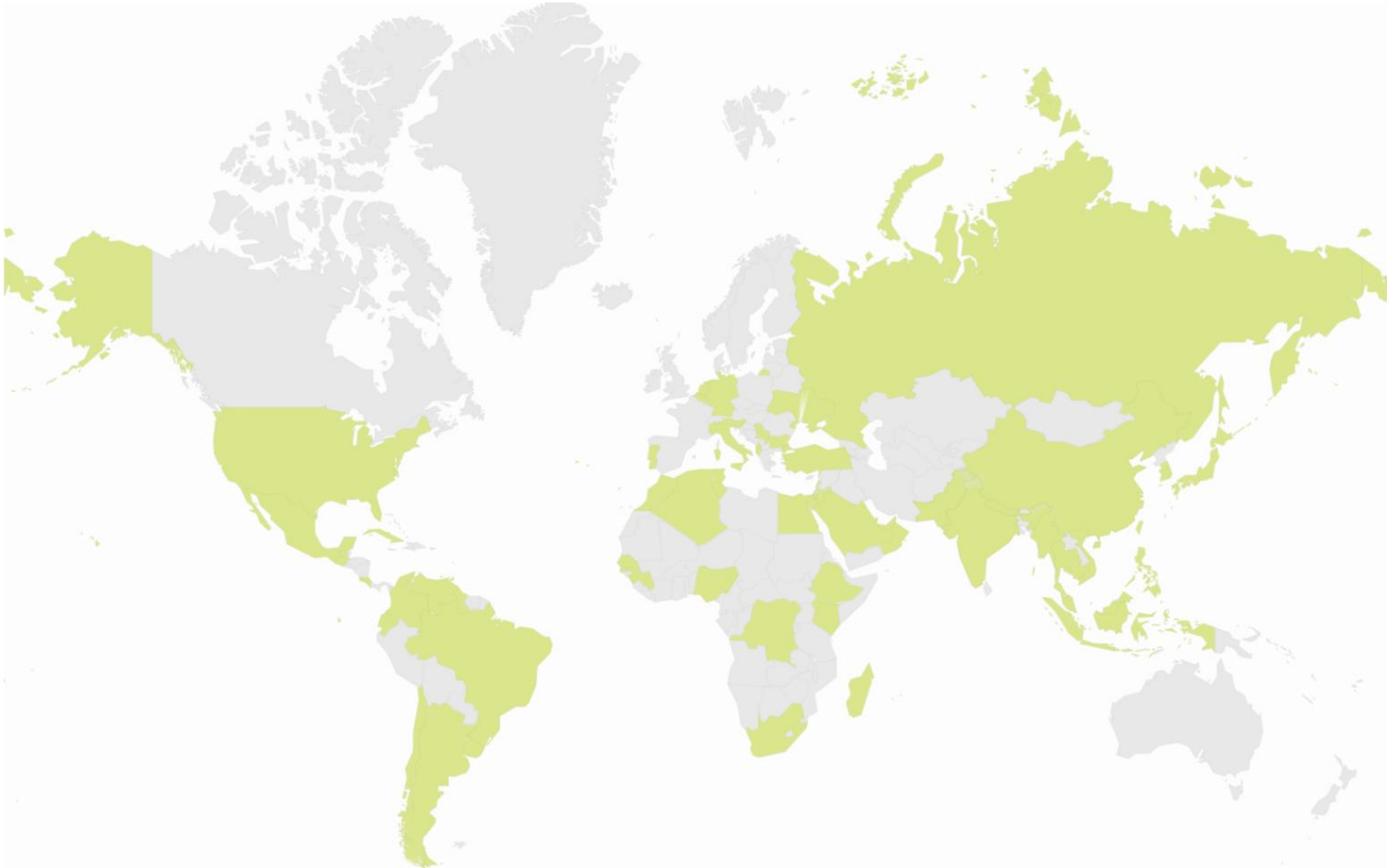
Advantage School
Locations
by Region



Advantage
Candidates –
country of origin



Advantage Schools Coverage



Market size and penetration

International schools market:

- Currently more than **10,400 international schools** worldwide; forecast to almost double over the next 10 years
- **700 new international schools** were established in 2017 alone
- **US\$48.3 billion in fee income** (2017) and forecast to reach US\$89 billion by 2026*
- Estimated **US\$2 billion current spent on recruitment and training** growing to US\$4.5 billion*
- Estimated **80,000 teacher placements** every year

Advantage is targeting:

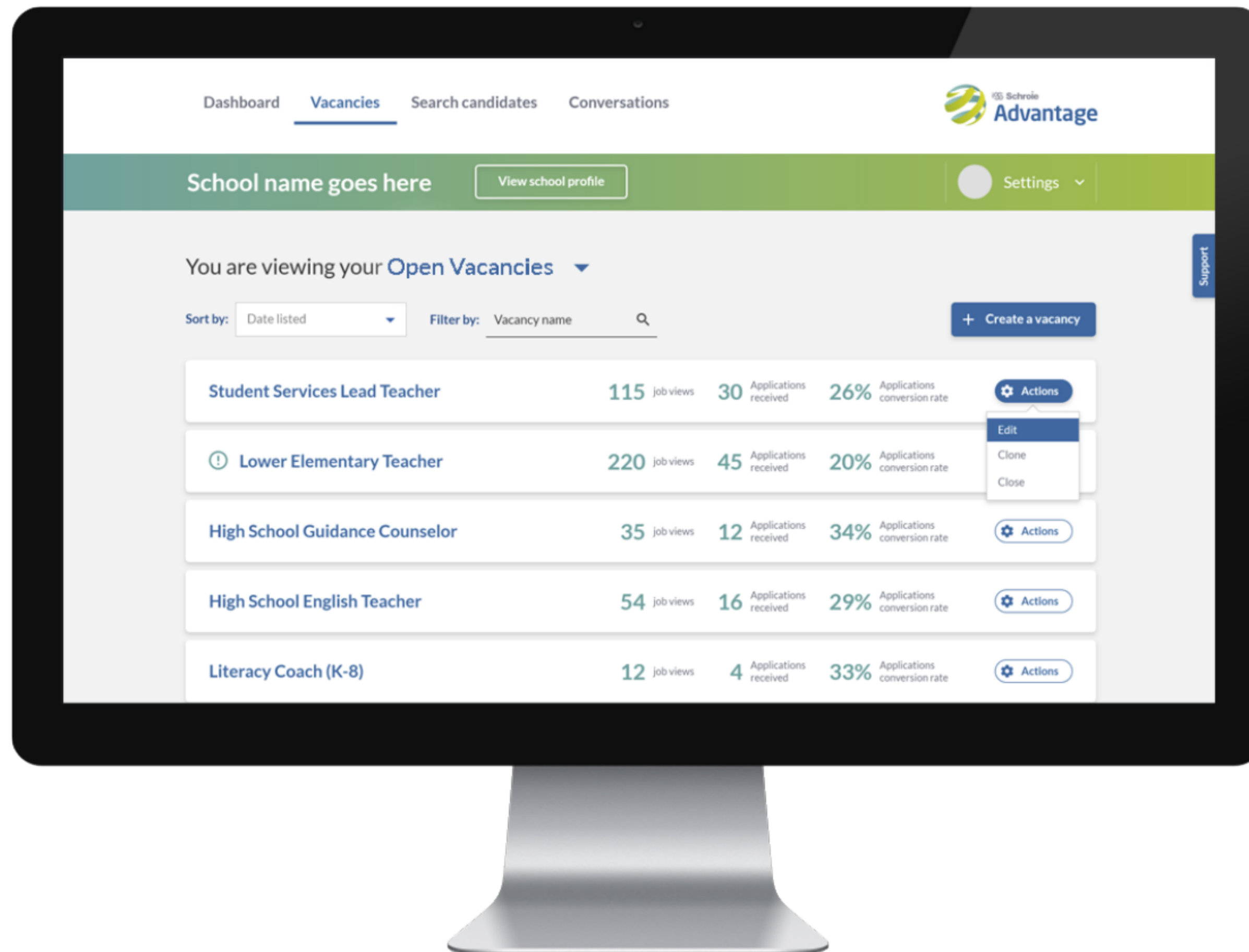
- International schools with fee income over US\$4M – **4,300 schools**
- Average 60 staff per school; 630 students per school
 - Estimated staff hires between 6 and 15 per year
- Approx 90% of existing 350+ Advantage client schools fall into this category

Alliance with International Schools Services (ISS)



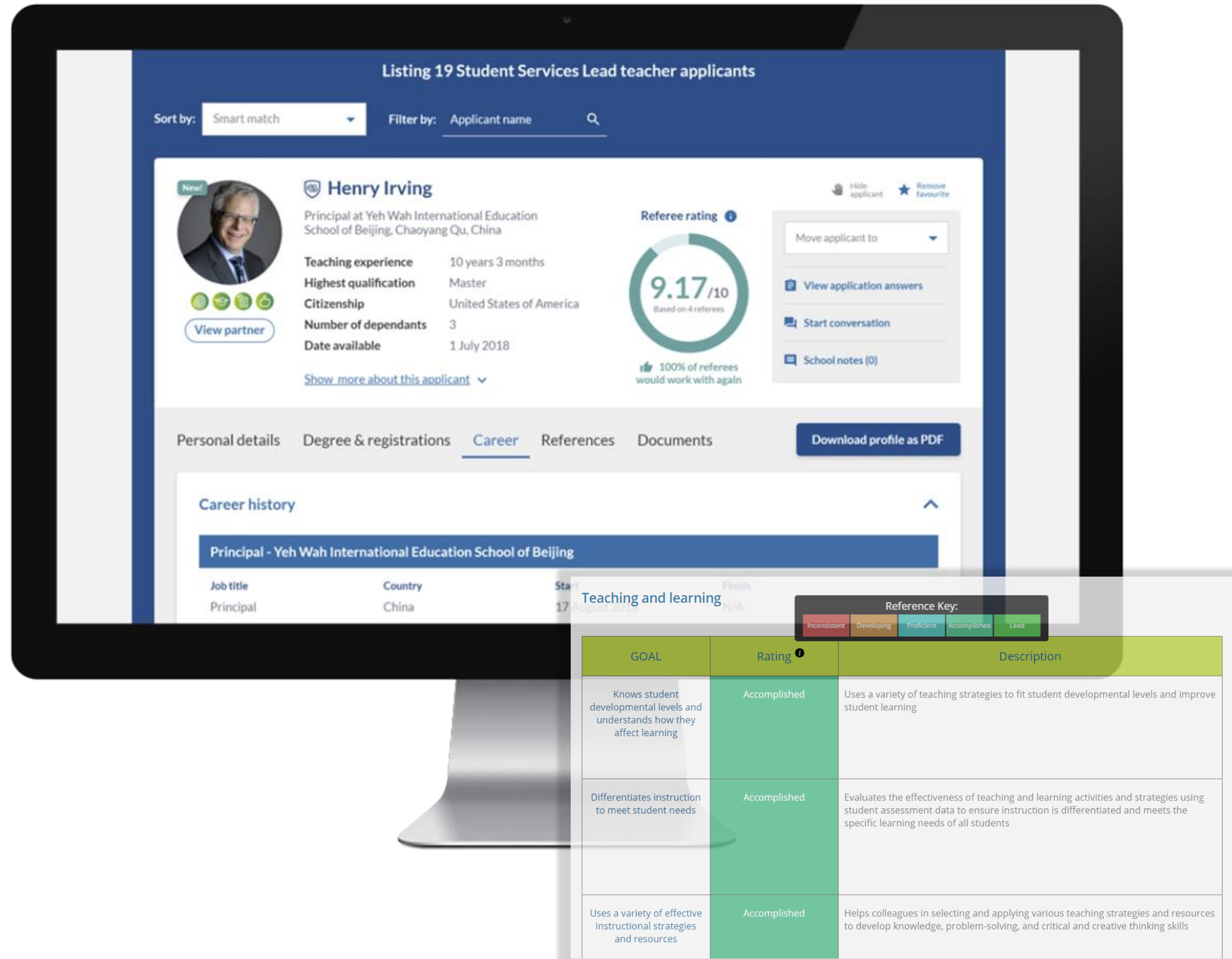
- Schrole formed alliance with ISS in April 2018 to provide integrated recruitment services across global markets
- ISS is a globally recognised not-for-profit organisation providing a range of services including recruitment
- Alliance operates as a wholly owned subsidiary of Schrole – **ISS-Schrole Advantage Pty Ltd**
- ISS provides complementary recruitment fairs services and candidate & school support
- Net revenue of ISS-Schrole Advantage Pty Ltd shared 50:50 by Schrole and ISS, subject to a transitional arrangement aimed at maintaining each party's current revenue base at a minimum

Integrated vacancy management system



- Schools manage all vacancies from a single dashboard
- Candidates apply for vacancies by completing detailed, education-relevant profiles
- Facilitates easier comparison of candidates and filtering by selected criteria
- Premium Candidates can search for current vacancies that fit their profile and aspirations
- Schools can “Smart Match” potential candidates that fit their open vacancies, and invite them to apply for positions
- Integrated conversations module retains interactions between candidate and schools

Rich candidate database



Listing 19 Student Services Lead teacher applicants

Sort by: Smart match Filter by: Applicant name

Henry Irving
Principal at Yeh Wah International Education School of Beijing, Chaoyang Qu, China

Teaching experience: 10 years 3 months
Highest qualification: Master
Citizenship: United States of America
Number of dependants: 3
Date available: 1 July 2018

Referee rating: 9.17/10 (Based on 4 referees)
100% of referees would work with again

Personal details Degree & registrations **Career** References Documents Download profile as PDF

Career history

Principal - Yeh Wah International Education School of Beijing

GOAL	Rating	Description
Knows student developmental levels and understands how they affect learning	Accomplished	Uses a variety of teaching strategies to fit student developmental levels and improve student learning
Differentiates instruction to meet student needs	Accomplished	Evaluates the effectiveness of teaching and learning activities and strategies using student assessment data to ensure instruction is differentiated and meets the specific learning needs of all students
Uses a variety of effective instructional strategies and resources	Accomplished	Helps colleagues in selecting and applying various teaching strategies and resources to develop knowledge, problem-solving, and critical and creative thinking skills

- Immense value to our schools from our rich, relevant and searchable candidate data set
- >80,000 candidates – approx. 7,000 'active'
- Comprehensive data on personal information, qualifications, career history, curricula, documentation, references
- Built-in education-specific referencing system and ranking – rubric-based
- Key differentiator from generalist recruitment platforms
- Opportunities to further monetise candidate pool

Global background screening. Simplified.



- A simplified and customised background screening solution for international schools
- First revenues received
- Exceeds standards set by the International Taskforce for Child Protection
- Screening network access to Interpol & FBI data
- Access information in hard-to-reach locations
- Future integration with Advantage will change the game for international schools' recruitment

Software Platform

- All intellectual property 100% owned by Schrole
- .NET architecture
- Software developed and maintained by Schrole's in-house 5 person development team
- Development team consists of .NET full-stack development capability including specialist UX / front-end / mobile developers
- Rapid development capability – three scheduled platform update releases since October 2018

Other products & services – Schrole Cover



**Your relief
staff on call.
Without
calling.**



- Combined desktop and smartphone application
- Automates and streamlines process of engaging relief teachers
- Reduces the average time to fill vacancies from hours to minutes
- Opens up a greater network of pre-qualified candidates
- 171 schools & organisations using Cover
- Annual licenses vary from \$500 to \$2,500
- More than 11,900* schools in Australia and New Zealand
- There are 330,000 school teachers with an estimated 33,000 relief placements* every day

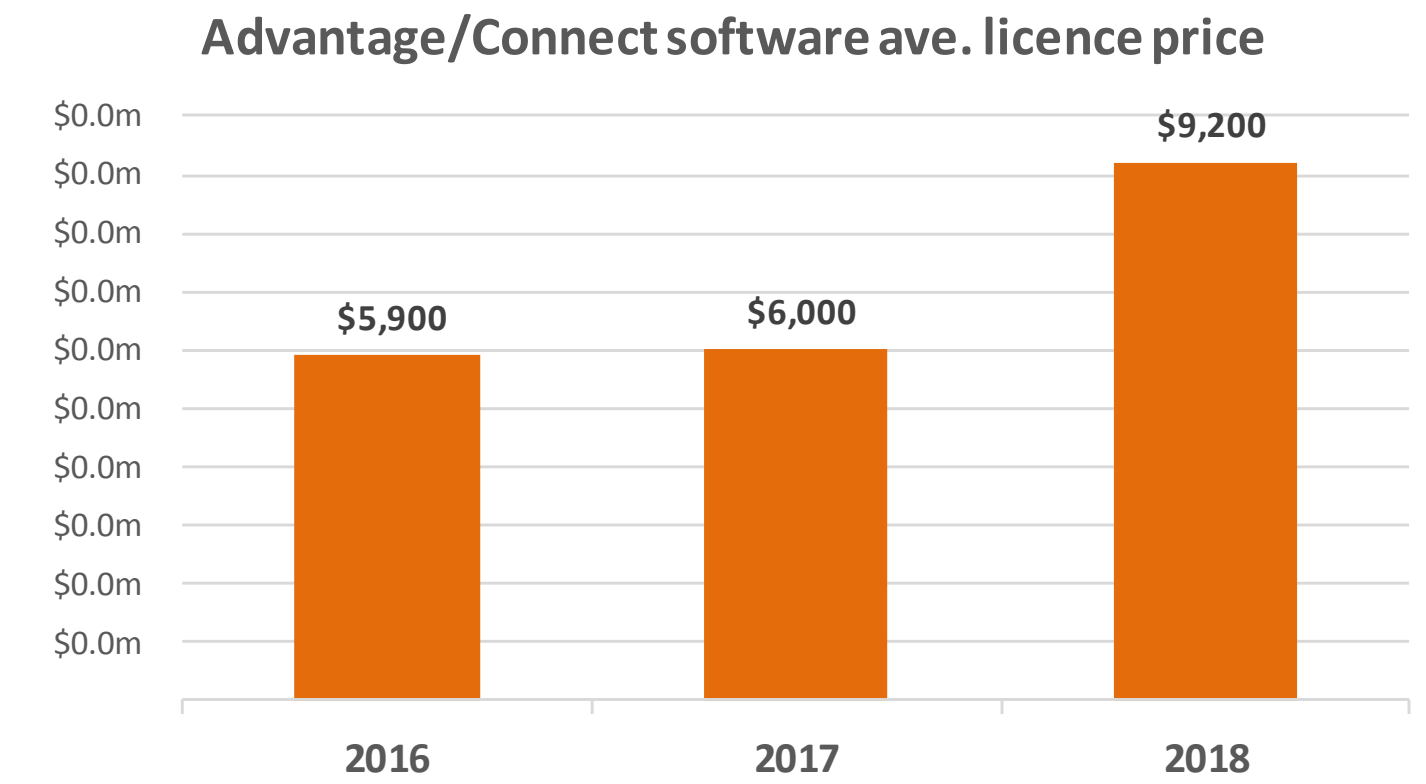
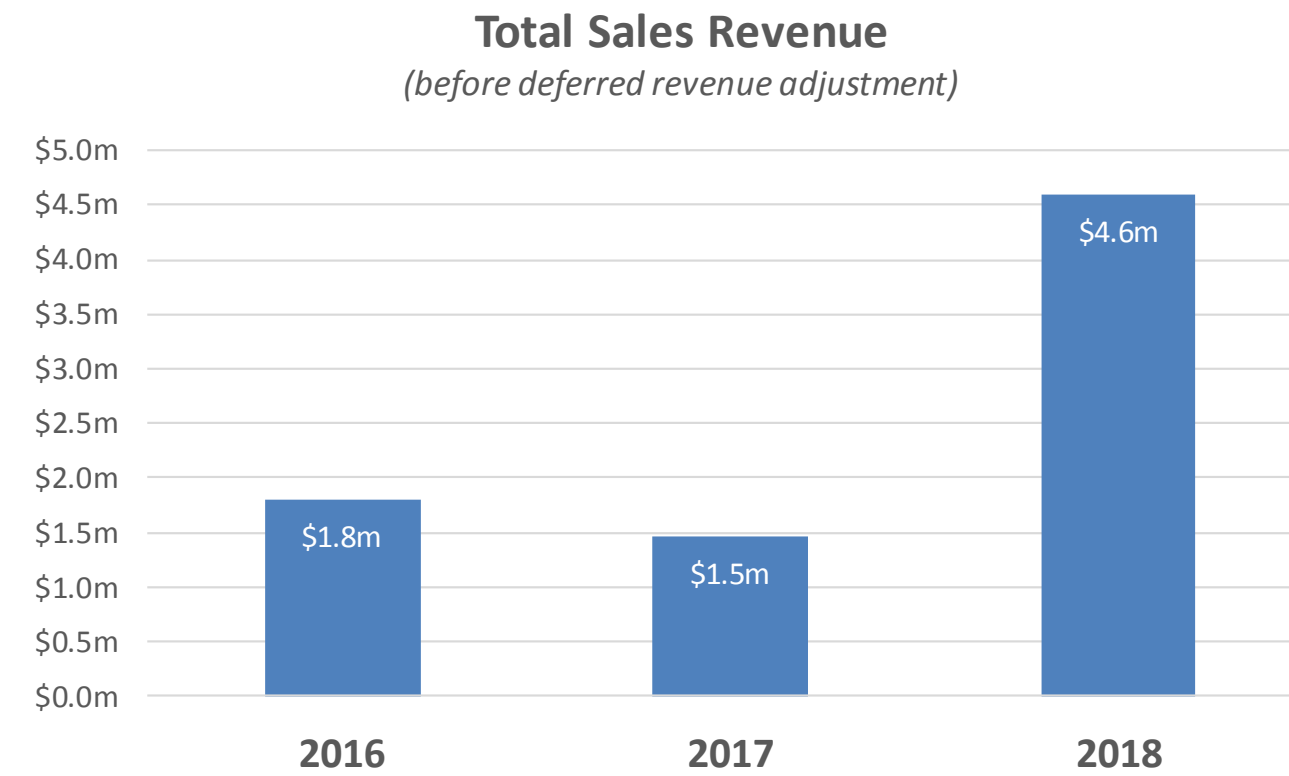
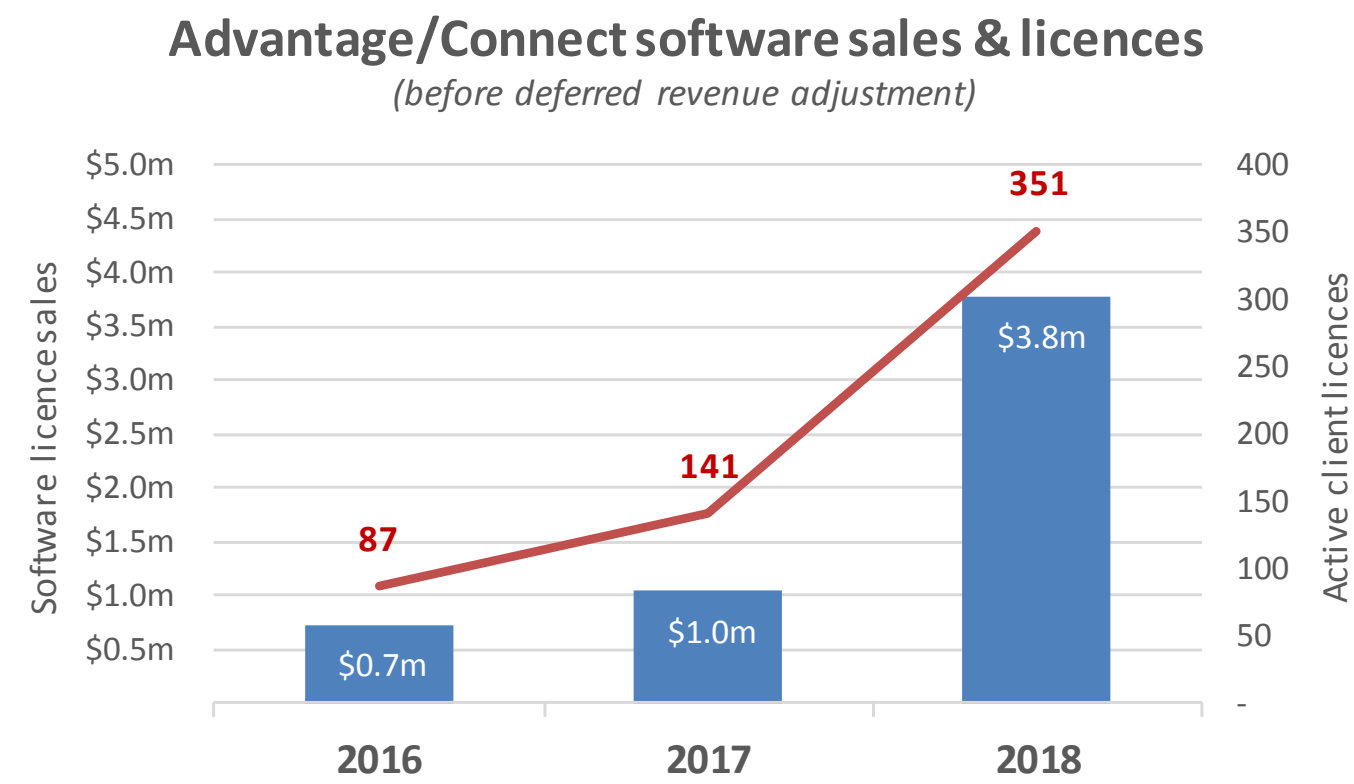
Other products & services – Schrole ETAS

A man with a beard and long hair tied back, wearing a blue t-shirt and a watch, stands with his arms crossed in a workshop setting. In the background, a laptop is on a desk and other people are blurred.

**Workplace
training and
assessment.
Customised.**

- Registered training organisations with a 20 year history in train-the-trainer education.
- Significant exposure to West Australian resources & government sectors
- Delivering nationally recognised qualifications in Training and Assessment; and Leadership and Management
- Is well positioned to continue growth as key market demand continues to expand

Key financial data



- Rapid sales growth achieved for core Advantage/Connect platform
- Substantial uplift in average Advantage software licence pricing achieved – key benefit of alliance with ISS
- Cash position \$1.67m at 31/12/2018

Immediate revenue growth opportunities

- **Accelerate refinement of Advantage platform to optimise market appeal**
 - Incremental feature addition to embed Advantage deeply in client workflows
 - Integration of Verify background checking platform
- **Adapt Advantage platform for use by non-government domestic schools in Australia/NZ and launch into market**
 - 2,800 non-government schools in Australia, 116,000 teaching staff
 - No equivalent sector-specialised recruitment/candidate management system
- **Develop mobile app for Advantage & Connect**
 - Promote active engagement with teacher candidates – a critical component of our value proposition for schools

Schrole capital structure

SCL Listing Date	12 October 2017
Current Share Price (as at 5/3/2019)	\$0.013
52-week High / Low	\$0.039 / \$0.010
Shares on Issue – Unrestricted	398m
Shares on Issue - Restricted	233m
Cash on Hand (31 December 2018)	\$1.67m
Market Capitalisation	\$8.2m

Performance Shares	Milestones	Period from IPO
Series B: 100m shares	Sales revenue of \$7m over 12 months	36 months
Series C: 150m shares	EBITDA of \$3m over 12 months	48 months

Top 5 Shareholders	28 %
Top 20 Shareholders	45 %
Top 50 Shareholders	59 %
Founders and Management	21 %

Peer comparison

	Share Price <small>As at 11/03/2019</small>	Undiluted Market Cap	CY18 Total Reported Revenue	Market Cap / Total Reported Revenue
Livehire (LVH)	\$ 0.65	\$ 175.8 m	\$ 2.5 m	71.5
XRef (XF1)	\$ 0.48	\$ 79.5 m	\$ 6.3 m	12.7
IntelliHR (IHR)	\$ 0.13	\$ 13.7 m	\$ 0.4 m	31.5
AVERAGE				38.6
Schrole (SCL)	\$ 0.013	\$ 8.2 m	\$ 2.7 m	3.0

Experienced board & management team



Rob Graham, *B.Ed, M.Ed*
Managing Director

Managing Director of Schrole Group. Over 30 years experience as a teacher and principal, and ran an international school recruitment company prior to forming Schrole.



Nick Allan, *B.Com ACA*
CFO and Company Secretary

20 year career in corporate finance, accounting and information technology at listed and unlisted companies in Australia and the UK.



Stuart Carmichael, *B.Com, CA*
Chairman | Non Executive Director

Partner & Director Ventnor Capital. Over 20 years international experience advising on corporate finance, commercial and operational matters. Non-Executive Director De.mem Limited (ASX:DEM)



Craig Read-Smith, *Bcm*
Non Executive Director

Partner at Systemic with over 20 years experience in the software development & information technology sector. Non-Executive Director at Snap.



Shaun Hardcastle, *BA LLB*
Non Executive Director

Partner & Director of Bellanhouse Lawyers, advising on equity capital markets and mergers & acquisitions. Non-Executive Director of Hawkstone Mining Ltd (ASX: HWK).



Why invest?

- ☑ Revenue generating
- ☑ Significant opportunity to accelerate revenue growth trajectory
- ☑ Established products
- ☑ Global client base
- ☑ Market leading recruitment platform
- ☑ Experienced board of directors
- ☑ Deep industry knowledge

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