



# CHAIRMAN'S PRESENTATION ANNUAL GENERAL MEETING NOVEMBER 21, 2014

## Introduction

Good afternoon ladies and gentlemen and welcome to the inaugural AGM of 3P Learning. It is a pleasure to share with you highlights of what has been a year of transformative progress and change for the Company culminating in the successful listing of 3P Learning on the ASX on July 9.

## 3P Learning's history

Over the ten years of your company's history, it has expanded both its range of products and its geographic presence. We began with the Mathletics program in Australia and today have a growing community of students and schools using Mathletics, Reading Eggs, Spellodrome and Into Science in 202 countries and territories. We have 236 employees located in our headquarters in Sydney, Australia, our research and development labs in India, and in sales and marketing operations in Australia, New Zealand, Hong Kong, the United Arab Emirates, the United Kingdom, Canada and the United States.

The online education industry is growing rapidly, driven by the migration from printed textbooks and workbooks to online and technology-based education resources. We believe that the quality of our products, global sales force, scalable information technology infrastructure and track record of innovation mean that 3P Learning is well positioned to capture increased market share in this expanding industry.

Our strategy to build the business in multiple territories by focusing on:

- (i) increasing the number of school customers;
- (ii) growing the subscriber base within existing schools by increasing student penetration;
- (iii) cross-selling our product suite to new and existing subscribers; and
- (iv) increasing average revenue per Licence.

As at 30 June 2014, 3P Learning had 4.7 million licences across its product portfolio which is a 21% increase over the prior year and we expect growth in licences and our financial performance to continue, with invoiced billings forecast to increase by 29.1% in FY15.



Company ethos, Love learning - embraced by over 4 million students in over 17,000 schools across the world

We love learning and are the creators of innovative resources that are aligned with over a dozen international curricula. Since inception our vision has been to help a generation of children find a love of learning that would empower them, provide them with an opportunity for personal transformative change and be a shield of resilience through life. Our aim is also to support teachers and reduce their workload. Each year, 3P Learning is the proud host of the Love Learning Conference aimed at inspiring teachers and educators to think differently and creatively about teaching and learning. Our resources, tenacity, creativity and passion for learning are powerful tools and inspirational support for education both in and out of the classroom.

Our Commitment for spreading the love of learning doesn't stop with the schools that subscribe for our licenses. We reach out to every child and extend the opportunity to love learning and to connect with an ecosystem beyond the global footprint of 3P Learning subscribers. 3P Learning hosts a variety of free online educational events throughout the year, including our flagship event the World Education Games. This four day global celebration of learning encompasses World Literacy Day, World Maths Day and World Science Day. Over 10 million students, 21, 000 schools and over 100,000 teachers have participated in the World Education Games since the inaugural event in 2007, answering well in excess of 1.5 billion questions. This year in conjunction with CSIRO we hosted the first, Australia's Biggest School Excursion in the Jenolan Caves. 16, 179 students from 625 schools and 1,431 classrooms participated in the 'virtual' excursion to the Jenolan Caves. Additionally, 3P Learning has aligned with UNICEF which allows it to share with all students the value of education and the love of learning. The love of learning for all is our ongoing public offer.

## IPO

At the core of our strategy is our focus on the development of quality education software to retain existing users and attract new users. 3P Learning expects to continue to increase the functionality of the products, add additional content and invest in the development of new applications to enhance the user experience.

## Concluding Remarks

This has been a great and defining year for 3P Learning and I'd like to extend my gratitude firstly to our shareholders who have placed their confidence in 3P Learning. Also, to the thousands of schools across the globe that have embraced 3P Learning's products. To the teachers who are evangelists for our love learning mission and to the parents who by 'word of mouth' daily promote our products. To my collegiate and responsive Board and to everyone on the v Learning team I thank you for committing your talent, agility and tenacity - driving our success.

We look forward to another successful and rewarding year in FY 15.

**Samuel Weiss**  
Chairman