

ASX Announcement
16th June 2016

KNOSYS DELIVERS SUCCESSFUL INITIAL DEPLOYMENT & MOVES INTO COMMERCIAL NEGOTIATIONS FOR A STAGED ROLLOUT WITH CITIC TELECOM SINGAPORE

- **Knosys successfully delivers Proof of Concept (POC) deployment for CITIC Telecom in Singapore**
- **Knosys and CITIC Telecom have now moved into commercial negotiations for the planned future rollout of the platform**
- **Provides CITIC Telecom with a single customer view across multiple existing service platforms**
- **Knosys platform will provide an additional Sales and Communications channel for CITIC Telecom's Customers and Partners**
- **Knosys platform is being planned to provide a direct channel to CITIC Telecom customer base**
- **Knosys projects broader expansion across the greater CITIC Telecom Group**

Knosys Ltd (ASX: KNO) ("Knosys"), in conjunction with reseller partner Corporate Innovations (S) Pte. Ltd, is pleased to announce a highly successful deployment of the Knosys Platform Proof of Concept ("POC") for Singapore operations of CITIC Telecom International (SEA) Pte Ltd ("CITIC Telecom"). The Knosys implementation provides an aggregated view of CITIC Telecom's customers in order to enhance CITIC Telecom's sales and marketing activities. The successful Proof of Concept has delivered a single view of the CITIC Telecom customer demonstrating that Knosys is a best-of-breed tool to deliver CITIC Telecom's integrated "Customer Engagement Program" initiative.

Confident the platform will deliver on the company objectives; CITIC Telecom has requested that Knosys and Corporate Innovations commence commercial negotiations for a phased deployment of the platform to support their "Customer Engagement Program". The first phase of the deployment of the Knosys Platform will refine the important workflow and knowledge/guidance processes required to deliver market-leading customer support. The initial stage of the rollout will be deployed to the internal sales team, support staff and key executives and senior staff to ensure the successful delivery on the key performance indicators (KPIs) of the business program. The deployment will provide CITIC Telecom with a consolidated view of CITIC Telecom customers across a number of core applications.

Beyond the initial deployment, CITIC Telecom plans to expand their Partner Strategy via Knosys. This will provide their valued reseller network with all the tools, knowledge and processes to deliver customer sales and service requests whilst providing an integrated communications channel to continue to enhance partner relationships. Consistent with CITIC Telecom's key objective to continually drive high-value customer experiences and interactions, Knosys and CITIC Telecom are also developing ways in which Knosys can provide a Customer portal to their broad end users base via Knosys Customer Engagement Management (CEM) tools. The portal will combine key customer information, tools for transactions and a communication channel direct to their end users.

The Knosys deployment will define the model for CITIC Telecom's integrated "Customer Engagement Program" initiative, enabling improved sales and on-boarding processes of products and services. Contingent on the successful achievement of the Singapore program targets and indicators, the company expects further roll out and deployments across the broader business. This will be driven initially via similar divisions of CITIC Telecom in other regions followed by further expansion into additional customer or sales driven deployments.

General Manager – CITIC Telecom International, Richard Loo, said:

"We are extremely pleased with the manner in which CITIC Telecom's team, working in conjunction with Knosys and Corporate Innovations, demonstrated immediate results therefore providing the company with the confidence required to further invest and advance this important and strategic initiative. Our core value of delivering the best products and services to our customers is greatly enhanced by providing our staff with innovative and effective tools to manage, communicate, upsell and cross-sell to new and existing customers."

On the future state of the program, Richard said:

"It is envisaged that Knosys will also be the platform that provides our reseller partners a single environment for a more productive and streamlined operations system. The ultimate goal will be to use Knosys to provide deep and rich engagements with our end customers, through customer portals, transactions tools and Customer Self Service strategies. All of this combined provides a way in which we can offer even further benefits to our existing and new customers as well as assisting us through the digital transformation of our sales and support strategies."

Chief Executive Officer of Knosys, Ashley Gall, said:

"Being able to demonstrate the efficacy, performance and scalability of the Knosys Platform to deliver an integrated "Customer Engagement Program" through a successful POC to a customer of this calibre is a critical step forward for Knosys in its Asian strategy. The engagement with the customer demonstrated the value of Knosys for driving digital transformations and improving business outcomes for our customer CITIC Telecom International. The initial deployment of the Knosys Platform will provide a consolidated view of CITIC Telecom customer data from multiple systems, allowing CITIC Telecom to better service and sell to new and existing customers. We are very pleased to also start planning beyond the initial deployment within Singapore by developing a Roadmap that extends into the broader global CITIC Telecom Group."

In further commenting on the deal, Ashley Gall said:

"We are extremely satisfied that our partnership with Corporate Innovations has enabled us to provide a rapid and agile sales-to-delivery process. By targeting key tactical opportunities, Knosys and our partners can demonstrate, via Proof of Concept or Limited Deployments, the effectiveness and value of the Knosys platform to our customers within a short period of time. Such strategies are designed to reduce customer evaluation periods and enhance the success rates of future customer engagements. We look forward to delivering this strategy with our partners on our pipeline of opportunities across Asia."

ABOUT CITIC TELECOM INTERNATIONAL

CITIC Telecom International (SEA) Pte. Ltd. is exclusively dedicated to business and Government markets. CITIC provides a complete range of voice, data and mobile solutions to thousands of companies throughout Asia Pacific.

CITIC Telecom International (SEA) is a 100% subsidiary of CITIC Telecom International (www.citictel.com), a member of CITIC Limited. Established in 1999 and listed on Hong Kong Stock Exchange (HKSE: 1883) in 2007, CITIC Telecom International is a member of the CITIC Limited (www.citic.com). CITIC Limited is the biggest conglomerate in China with leading businesses in sectors well matched with China's economic growth and development.

In CITIC's continual effort to signify its desire to work firmly with their partners and clients to meet their telecommunication needs, CITIC Telecom International (SEA) has established a regional presence in Southeast Asia and is headquartered in Singapore to spearhead this goal. CITIC is committed to reinforce its presence in SEA in order to enhance their responsiveness to service clients proficiently and continue to extend superior telecommunication services to all clients.

For more information, please visit:

www.citictel.com.sg



ABOUT CORPORATE INNOVATIONS

CORPORATE INNOVATIONS (S) PTE LTD (COINS) is a leading Information System distributor in the Asia Pacific Region that is expert in distribution and integration of solutions, products and services. From global distribution and flexible customised solutions to pre-sales and technical assistance, COINS aim to work with partners to respond with agility and speed to changing market conditions so partners can achieve the fastest time to revenue.

Through COINS extensive knowledge in the technological field and in-depth understanding of the regional market needs, COINS is able to execute the latest outstanding innovations necessary to select leading edge strategic vendors and technologies that can provide their partners an opportunity to differentiate themselves in today's highly competitive and crowded market.

For more information, please visit: www.corporate-innovations.com

ABOUT KNOSYS

The Knosys Platform is an enterprise-grade, knowledge management solution that enables organisations, large or small, to better capture, manage and access information across often disparate business units, divisions and information technology (IT) platforms.

Knosys augments an organisation's technology or IT platforms, without the need to disrupt existing processes. The Knosys Platform optimises the business outcomes by providing various integration and touchpoints into an organisation's IT capabilities and knowledge repositories.

The Knosys Platform drives business outcomes and allows organisations to capture, manage and utilize information in various forms of decision making and issue resolution. Analytics allows companies to measure and tune the relevance of their knowledge management solution and optimise the information delivered to specific queries, business processes and ultimate outcomes.

The Knosys knowledge management platform provides an open and expandable framework, which can extend into a fully integrated Digital Work Centre, becoming the window into an organisation's applications environment.

For more information, please visit: www.knosys.it

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