ReadCloud

Investor Presentation

6 May 2025

EdTech growth platform

ReadCloud provides eLearning software solutions to Schools and Educational Institutions in Australia and Internationally, notably:

ReadCloudVET
- Vocational Education and Training (VET) platform for Australian Schools
- Currently serves >14,000 Students with a category leading 50 qualifications on scope

eBooks
- Delivers access to dynamic, interactive and digital content from the world's leading publishers
- Integrates into leading School Management Systems across Australia and Internationally

Snapshot
- 429 Schools on the platform with 62 new schools joining in 2025
- Breakthrough positive underlying EBITDA and positive operating cashflow in FY24
- Profit jaws opening with revenue growth significantly outstripping operating costs
- $3.5m cash on 31 March 2025

ReadCloudVET Platform

ReadCloudVET leverages technology and IP to empower Schools and Teachers to implement quality Vocational Education & Training programs through tailored support, flexible learning, streamlined processes and diverse pathways.

Market Opportunity:

- 1.7 million Students in 2,861 Secondary Schools in Australia

- 252,105 Students in VET-in-Schools courses

- 47% of Students enrolled in year 12 did not enroll in an undergraduate higher education course

Australian Bureau of Statistics. *Schools, Australia 2024*
Australian Bureau of Statistics. Higher Education Student Statistics 2023
ACARA. *National Report on Schooling in Australia: Student Numbers 2023*
NCVER. *Total VET Students and Courses 2023*

ReadCloud's Competitive Advantage:

1. Widest range of Qualifications on scope (50)
2. Vertically Integrated end to end offering
3. Students stay at School (travel to and from TAFE not required)

Customers choose ReadCloud because:

- Proprietary content targeted specifically at Secondary School Students and incorporates School and Teacher feedback
- Tech driven innovative platform supports flexibility of delivery at the individual Teacher level
- Regulatory requirements are navigated and led by ReadCloud on behalf of the School

ReadCloudVET growth accelerating, Gross Margins continuing >90%

Growth being driven by:

- 11% growth in customer numbers: 55 Schools added (372 total)

- 14% growth in Qualifications (ie courses delivered) to 733

- 94% School retention

- Qualifications per retained School increase from 1.9 to 2.1

- Increase in average customer value

- Premium offering translating to stronger price performance

Growth accelerating:

VET-in-Schools sales & fee revenue

(Bar chart showing revenue by year)
- FY21: ~$3.3 m
- FY22: ~$3.85 m
- FY23: ~$4.1 m
- FY24: ~$4.5 m
- FY25 (forecast): ~$5.65 m
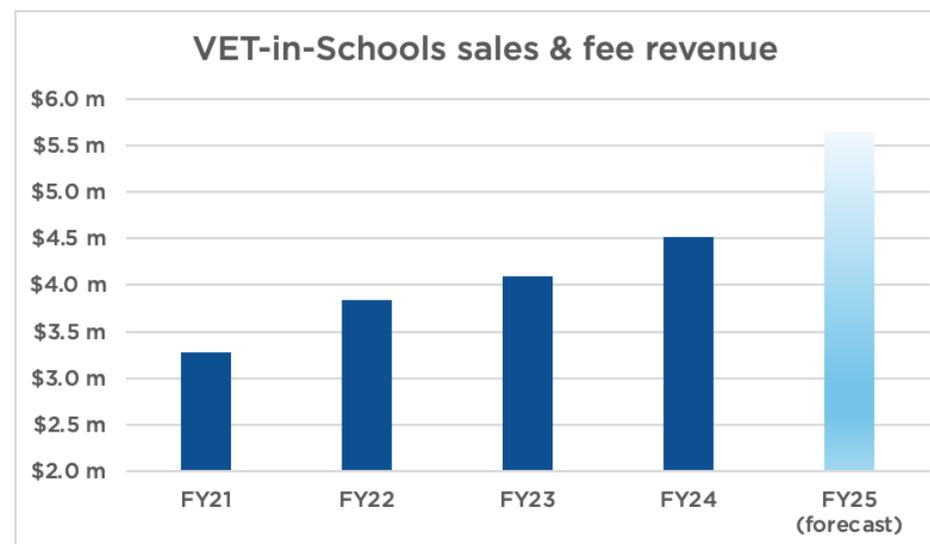
2026 pre-sales and government recognition of skills shortages create favourable conditions for extended growth.

ReadCloud eBooks platform

ReadCloud eBooks software empowers Students and Teachers with access to educational resources from the world's leading publishers housed in one collaborative online platform.

Market Opportunity:

- 1.7 million Students in 2,861 Secondary Schools in Australia

- 2.26 million Students in 6,237 Primary and 1,422 Combined Schools in Australia

- 6.9 million Students in 14,010 English-language International Schools globally

Australian Bureau of Statistics. *Schools, Australia 2024*
ACARA. *National Report on Schooling in Australia: Student Numbers 2023.*
ISC Research. *Data on the international schools market in 2024.*

ReadCloud's Competitive Advantage:

1. Digital First
2. Exceptional Service
3. Fast, flexible, and automated Timetable Integration
4. Publisher agnostic

Customers choose ReadCloud because:

- Cost effective purchasing and procurement of school books
- Comprehensive offering
- Reduces administrative burden on Schools
- Collaborative platform provides opportunity for richer engagement
- No requirement to purchase, ship, or manage physical books

Australian eBooks strengthening with optionality in other channels

Growth being driven by:

- Addition of 7 new Schools in 2025 (average revenue per new school is $56k)

- Increase in revenue per retained School from $60k to $67k

- 91% School retention rate

- 57 Schools in 2025, includes 5 International Schools

- Revised sales plan and team structure positioned to accelerate growth in FY26

- Strategic optionality to accelerate

Consistent growth poised to accelerate:

Australian eBooks - Direct (sales & fee revenue)

	FY21	FY22	FY23	FY24	FY25 (forecast)
Revenue	~$2.9m	~$3.5m	~$3.6m	~$3.95m	~$4.35m
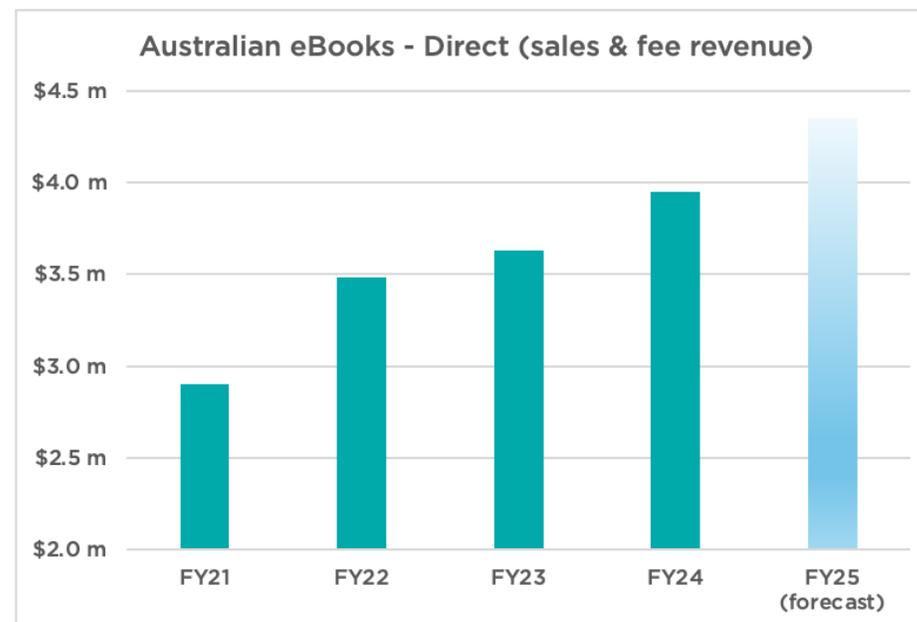
March Quarter Update

Ongoing organic growth

- Sales & fee revenue growth up 13%*
- Well positioned to deliver FY25 baseline growth target of 15%
- High-margin ReadCloudVET revenue up 29%*
- Domestic Direct eBooks revenue up 10%*

Large growing and entrenched customer base

- 429 Schools currently on the platform
- 51 new Schools joined in 2024
- 62 new Schools joined in 2025

Profit jaws opening

- 6% reduction in Operating Costs in FY24
- 1HFY25 Operating cost growth of 1%*
- Operating leverage unlocked
- Growth is 100% self-funded

Large addressable market, including 1.7m students in 2,861 Secondary Schools in Australia**

*1H25 unaudited on pcp. The Company has a 30 September year-end.

**Australian Bureau of Statistics. *Schools, Australia 2024*

Outlook

1. School customers are resilient

2. Lead indicators are positive

3. Organic growth anticipated to continue

4. Retention Rates and Average Customer Value are strengthening

5. Unit economics are strong

6. Operating leverage flowing through to bottom line

7. Self-funded for growth and remaining debt free

8. Positioned to accelerate

Corporate Snapshot

readcloud

ASX Code: RCL	
Share Price (1 May 2025)	$0.10
Market capitalisation (@ 10 cents)	$15.3m
Shares on issue	152.6m
Options on issue (unlisted)	8.4m
Current cash (31 March 2025)	$3.5m

Substantial Shareholders	
Board and management shareholdings*	16.0%
Thorney Group*	12.3%
Microequities Asset Management	8.8%
Cyan Investment Management	4.0%
Top 20	63.0%
*Includes indirect holdings	

Board & Management	
Cristiano Nicolli	Non-Executive Chairman
Jonathan Isaacs	Non-Executive Director
Paul Collins	Non-Executive Director
Lars Lindstrom	Executive Director (Founder)
Andrew Skelton	Chief Executive Officer
Darren Hunter	Chief Information Officer
Luke Murphy	Chief Financial Officer & Co Sec

RCL ASX Chart
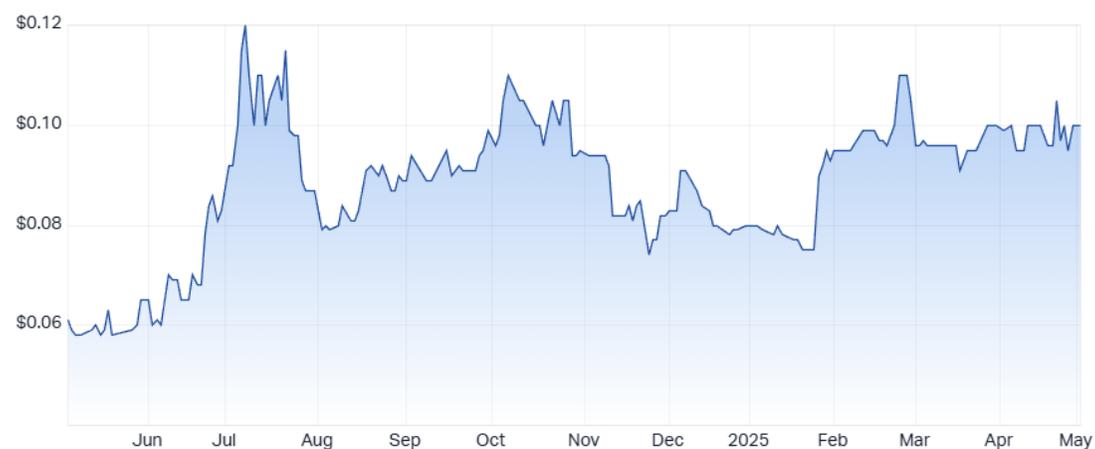
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