

ENTELLECT LIMITED
Annual General Meeting
23 November 2011
Chief Executive Officer's Presentation

Recent Significant Events

- **\$4m capital raise during the 2011 year**
- **Settled all past creditors and claims**
- **Established Knowledge Nation**
- **Re-acquired vPublisher business**
- **July 2011 re-quotation on ASX – 11 month process**

vPublisher

- Re-acquired in July 2011 from subsidiary MXL's liquidators.
- vPublisher is a proprietary application for content digital publishing especially suited to the burgeoning new market of tabs, iPads and ebook readers. A market that did not exist a few short years ago.
- It is a market ready internationally deployable product capable of working in all languages including Asian.
- To minimize delays to market and marketing and distribution costs, we are working with large re-sellers and end-users and would expect to announce further details of these likely partnerships soon.
- Leading to a secure future revenue stream during the current financial year.



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- **Ownership**
 - 60% Entellect
 - 20% Mooter Media (ASX:MMZ)
 - 20% Hotshot Media Singapore
- **Our market is “beyond homework” and we use the compelling medium of video games to teach core curriculum objectives to primary school children globally.**
- **Locally licenced games, educationally enhanced with unobtrusive “Syllabytes” are sold to parents on a subscription basis with the endorsement of educators, to deliver a clear academic advantage to their children.**
- **Development and marketing is funded by investors locally in each country under a royalty model.**



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First Territory

- **Kindia, is the first “in-territory” development and marketing initiative.**
- **Created to implement sales in India of the global Knowledge Nation project.**
- **Kindia will be funded through a combination of ex-patriot Indian investors based in the Silicon Valley, USA and investors in India.**
- **Kindia’s role is to market game-based learning products directly to middle and upper class Indian parents through partnerships with India’s vast private school system.**
- **Kindia revenue will be achieved by parent subscription.**





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To achieve this Knowledge Nation has assembled the world's leading games technology team and affiliates.

- **CEO Professor Paul Fullwood, formally Professor and First Chair of Computer Games Technology at the University of Abertay, VP Product Development at highly successful games company Lightspan (NASDAQ:LSPN).**
- **COO Robin Matthews. A qualified lawyer with over 20 years' experience in the Computer Games and related industries. Senior positions at major worldwide games developers and publishers including Electronic Arts and Disney/Walker Digital.**
- **Matt Seeney - Senior Vice President Business Development and Gameology. Holds a BSc in Computer Games Technology and founded Team Play Learning Dynamics, which became the most successful Games-based Learning company in the UK.**





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- **Bradley Baker - Vice President of Business Development Knowledge Nation. A Masters graduate in Software Engineering from Seattle University, began his career in technology as a Software Test Engineer at Microsoft.**
- **Dr K. R. S. Murthy - Interim CEO, Kindia. Originally from India, a US national with wide background who has managed small and very large companies across multiple industries in the US, including AT&T, GE, NASA and Indian Space Research Organization.**
- **Dr Inn Choi - Chairman KNI Asia. Founder and Chairman at Sunrise Ventures LLC, investors in the IT industry. A frequent guest lecturer at Foster School of Business at University of Washington.**



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- **Professor Laurie O'Donnell - Senior Vice President of Pedagogy and Curriculum Development (Consultant). Until 2009 was Director of Learning and Technology at Learning and Teaching Scotland (LTS)**
- **Professor Sara de Freitas – Consultant, Europe. Director of Research at the Serious Games Institute at the University of Coventry. Professor of Virtual Environments at the London Knowledge Lab, is adjunct Professor at the University of Malta and is a Fellow of the Royal Society of Arts.**
- **Dr. Young Baek – Games-based Learning Consultant, Asia. Holds Ph.D. in education from Georgia State University. Has served as a senior researcher in Korea at the Computer Education Research Center, attached to Korean Educational Research Institute.**
- **These executives together with the scholars who have endorsed Knowledge Nation, ensure our credibility in dealing with primary school students, their parents and educators.**



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Summary of the last 9 months at Knowledge Nation

- **Paul and team have steadfastly stuck to what they know works.**
- **Assembled a leading executive team.**
- **Secured market experts for each region.**
- **Affiliated leading universities for academic endorsement and legitimacy.**
- **Developed a rollout model that minimises cash burn and future capital raises.**
- **Now deploying the model to achieve revenues during this financial year.**
- **Structured to replicate in other countries.**

