



Chief Executive Officer's Presentation

2012 Annual General Meeting

28 November 2012

James Kellett, Chief Executive Officer
Entellekt Limited

Today's Presentation

- Recent significant events
- Group structure
- Educational games sector
- Our product – KNeoWORLD
- Forthcoming developments & events

Recent Significant Events

- **September 2012 launch of KNeoWORLD Games Portal**
- **November 2012 \$500k convertible notes placement**
- **Current – Share Purchase Plan to provide shareholders the opportunity to augment their holdings**

Group Structure

- **No of Shareholders: 4,332**
- **No of Issued Shares: 985,337,932**
- **Major Asset : 60% controlling interest in Knowledge Nation Singapore**
- **Major Asset : 100% ownership Knowledge Nation San Francisco**
- **Developed & 100% owns KNeoWORLD Education Games Portal – the Group's key asset and business model**

Educational Games Sector

- **KNeoWORLD will initially be marketed in the US market (no restriction to other regional access)**
- **US games market estimated in excess of \$65 billion**
- **Including more than \$20 billion from digital delivery, subscriptions and social games**
- **The mobile application market will reach \$17.5 billion by 2012**
- **Educational technology for 5-17 year olds accounts for \$7.5 billion**
- **The educational gaming sector will grow from \$2 billion in 2012 to \$7.4 billion by 2017 (GSV Education Factbook)**

Educational Games Market is Changing

- **Educational games became too expensive to produce and sell**
- **Game development costs went from \$25-\$50k to \$15-\$30m**
- **Games could not be evaluated until launched = too late**
- **There are many independent developers with inability to publish**
- **Market wants low cost games that can be played and discarded**
- **Challenge & Opportunity: source, assemble, publish and market a library of games and apps minimising development cost and risk**

KNeoWORLD The Differentiator

- www.KNeoWORLD.com Games Portal - a new proposition
- License fun & compelling new games economically and with minimal risk
- Augment with educational content and achievement wrapper with badge system for performance measurement
- Have educational content validated by educators
- Provide Apps for iPhones and iPads and the emerging dominance of Android smartphones and tablets (Samsung and many more)
- Provide a simple buy process for up to 8 games at one time with further revenue streams for subscription and added services

KNeoWORLD Publishing & Marketing

- **Publish using recurring Bundles Model**
 - **Inexpensive fun & compelling bundle of games optimised for young users**
 - **Micro payment for rapid customer acquisition**
 - **Recurring bundles with new content each 8 weeks = new revenue**
 - **Build games library for further subscription revenue**
 - **Build data base from customers to enhance future marketing**
- **Market virally using digitally optimised and analytical ecommerce platform**
 - **Facebook**
 - **Twitter**
 - **Google display ads**
 - **Traditional PR**

KNeoWORLD Desired Outcomes

- **Within 3 months a minimum:**
 - **300,000 unique portal visitors**
 - **150,000 KNeoWORLD enrolled subscribers**
 - **30,000 paying customers**
- **Within 6 months position to market in new regions**

KNeoWORLD Tactical Partners

- **Our Community School – Harlem, New York**
Supervised games portfolio and portal testing - qualitative and quantitative analysis in onsite specialist student computer lab.
- **Boise State University Educational Games Faculty – Boise, Idaho**
Validation of KNeoWORLD content and learning efficacy in student education from a teacher's view point.
- **Abertay University - Scotland**
Validation of KNeoWORLD content and learning efficacy in student education from a teacher's view point.
- **Piston Commerce – San Diego, California**
Web content optimisation and digital analysis of KNeoWORLD portal to parent/student target market.
- **Amazon Web Services – Seattle, Washington State**
KNeoWORLD portal hosting
- **PayPal – San Jose, California**
Merchant services



Forthcoming Events & Developments

- **Early December release of Bundle 2**
 - **Android Apps included**
 - **Streamlined pricing/buying model**
 - **New homepage design in response to analytics**
- **Shortly after iPhone & iPad Apps to be included**
- **Activation of individual subscription to games library content**
- **Resulting from Bundle 1 we are able to work with sophisticated analytics from our website to continually craft and adjust pricing, product and market alternatives to best respond to our customers**

In Conclusion

- Our major milestone of the year was establishing the KNeoWORLD eCommerce Games Portal & launching Bundle 1 to commence revenue
- We have also grown a very large social media presence via Facebook, Twitter, our website and blogs that we will use to accelerate sales of future Bundles
- Our market is becoming more sophisticated with the huge growth in tablet devices creating the perfect opportunity for us to capitalise on our very competitive product in the hybrid family – fun – learning App marketplace
- Your Company is now well positioned to progress its business plan, achieve revenues and I believe , this year we will complete the start up phase and commence generating profits.

Thank you for attending

James Kellett
Chief Executive Officer
28 November 2012

