

KNEOMEDIA Limited

ASX: KNM | OTC: KNEOF



CEO Presentation

2023 Annual General Meeting

Publishers of
KNEOWORLD™

AGENDA

- Introduction
- Pathway to profitability
- Financial Traction
- Platform Expansion
- Markets
- Case Studies
- FY24 Outlook
- Thank you and Contact

Pathway to profitability

In FY23 our initiatives fortified our **KneoWorld Education Platform**, improved our cost base, and enhanced our position toward sustained profitable growth

KneoWorld Platform

- Highly engaging online stories, games and assessment
- Standards-aligned curriculum Pre K - Grade 6
- Math, reading, social-emotional content tailored to groups or individuals
- Analytics measures student academic growth and progression
- The assessment function provides ongoing educational instruction
- Flexible and easy to use at school, remotely - or both
- Extensive teacher resources

Business Operations

- Revenue generating, market-leading SaaS-based edutech company
- Large IP investment developed and tested over time
- Ability to rapidly roll out to scale
- Roll out cost base diminishes with growth
- Successfully deployed in NYC public schools, worlds biggest education market
- Content can be easily aligned to meet regional curriculum standards

Product Innovation

- Initiatives with new tech partners ensures future-proof technology, cyber security, school connectivity and global application
- By engaging 3rd party specialists on a modest revenue % basis, means we focus on our core business of content development and maintain costs and provide interoperability, video inclusion and other developing features
- The substantial use of AI in content development has both contained cost and greatly expedited production

FINANCIAL TRACTION



KNEOMEDIA

CEO 2023 AGM Presentation **5**

Financial Traction

FY23 Group highlights

Continued growth

FY23 Revenue of



\$1.2M

Up 242% YOY

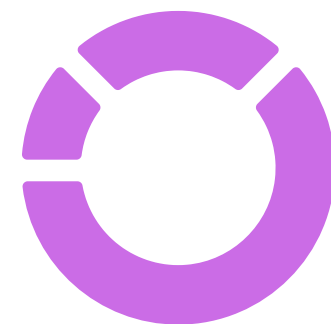
FY24 Revenue YTD of



\$1.7M

Up 46% YOY (Recognized over FY24)

FY23 Gross Margin improved by \$.83M to



37%

FY23 EBITDA of (\$1.5M) improved by



\$1.7M

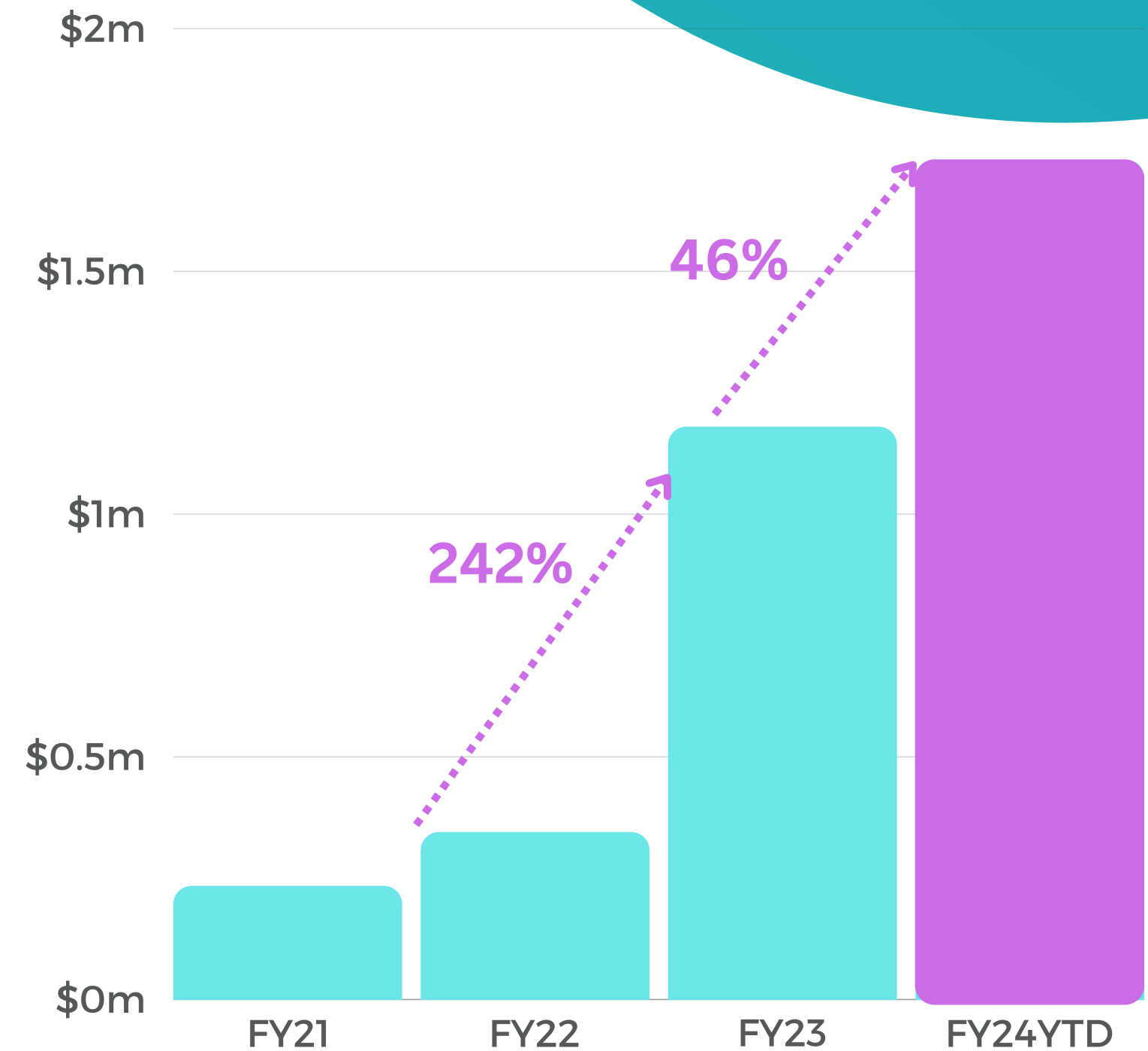
Financial Traction

Revenue

Continued growth

Showing continued improvement with paid revenue for FY24 YTD at \$1.73m already exceeding FY23 by 46%

(Recognized over FY24)



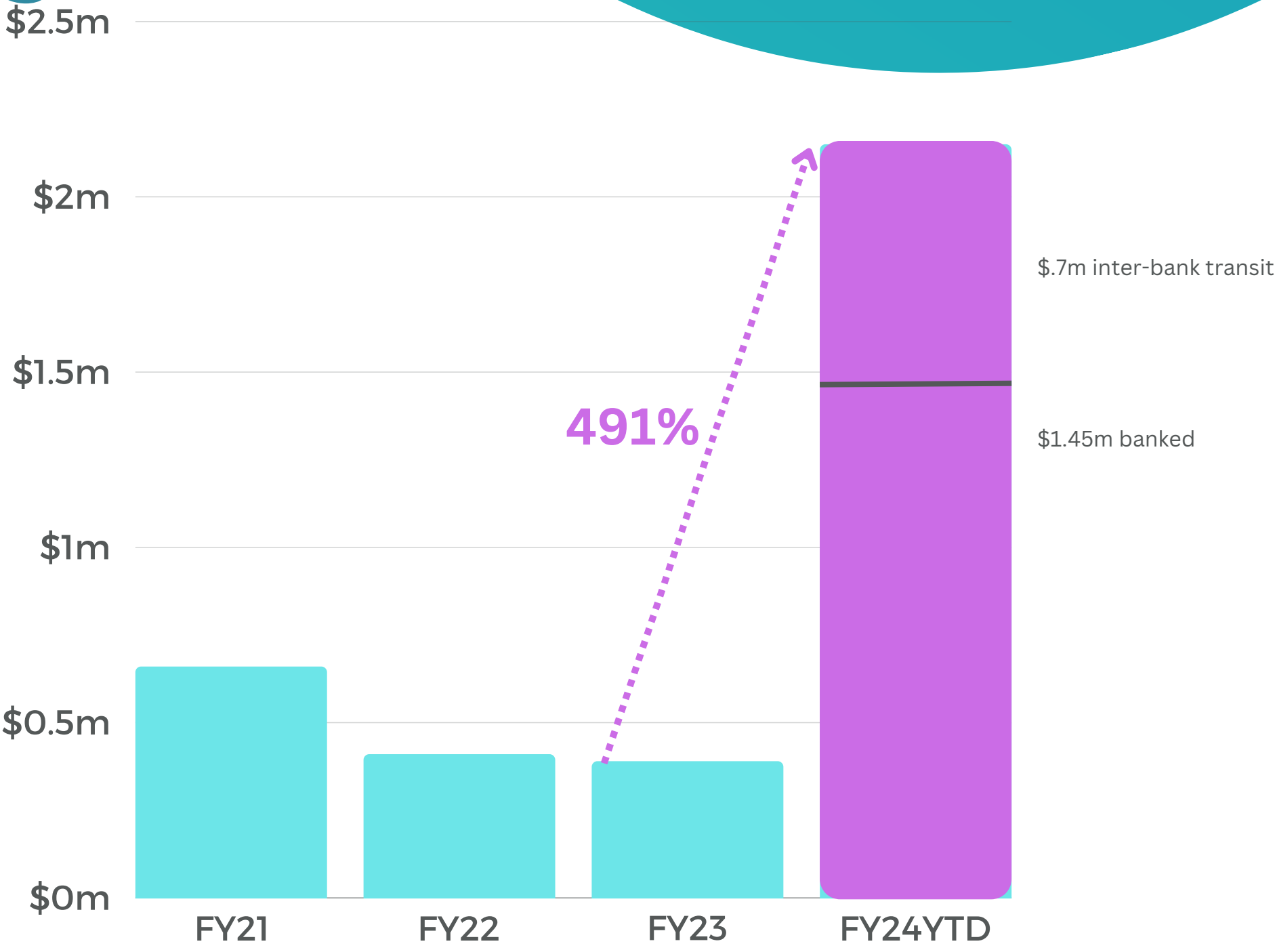
Financial Traction

Customer Receipts

Improving cashflow

Continued improvement during HY24 with timely customer receipts aligning more closely with sales. A clear demonstration of KneoWorld recognition

(Recognized over FY24)

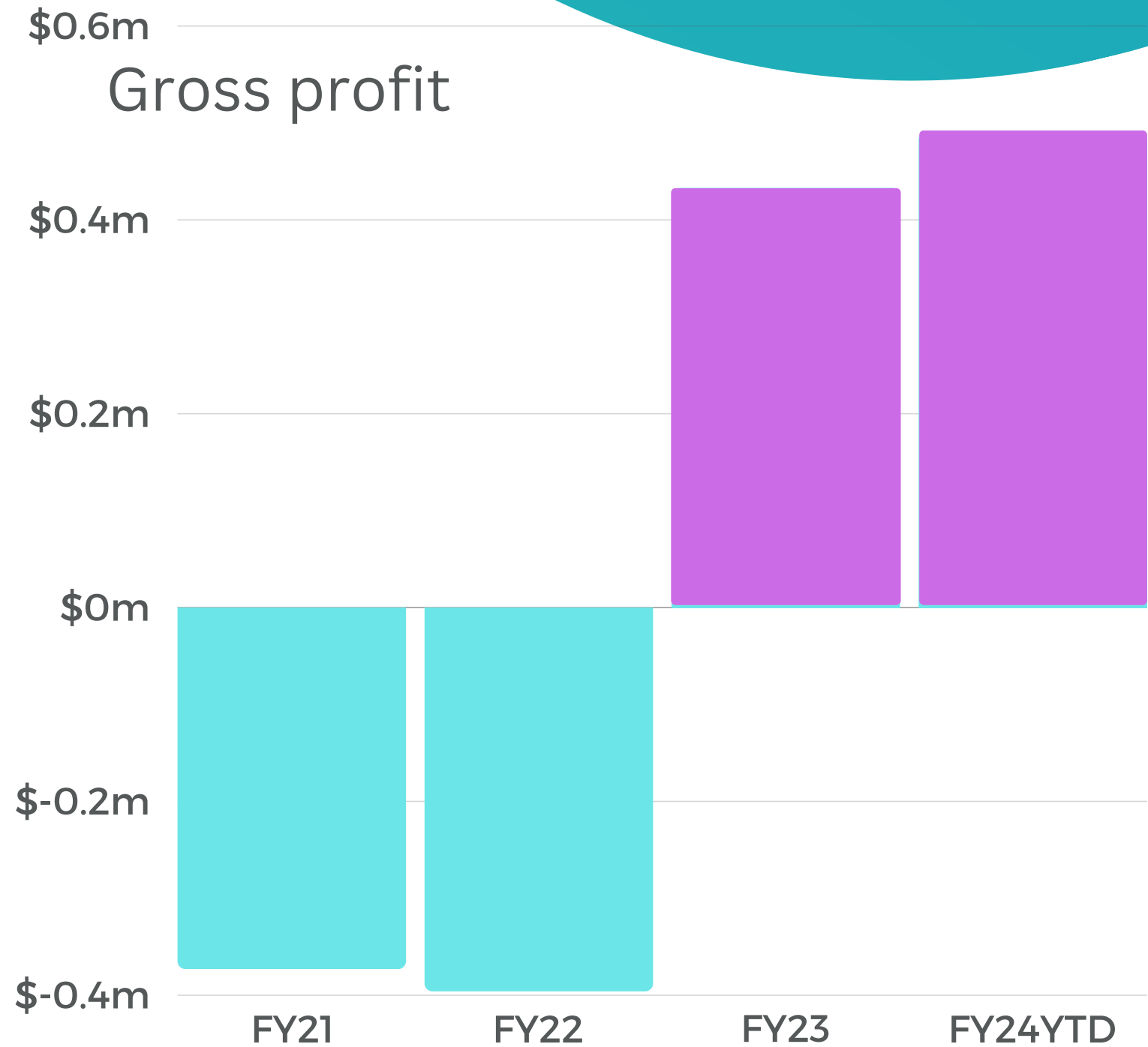
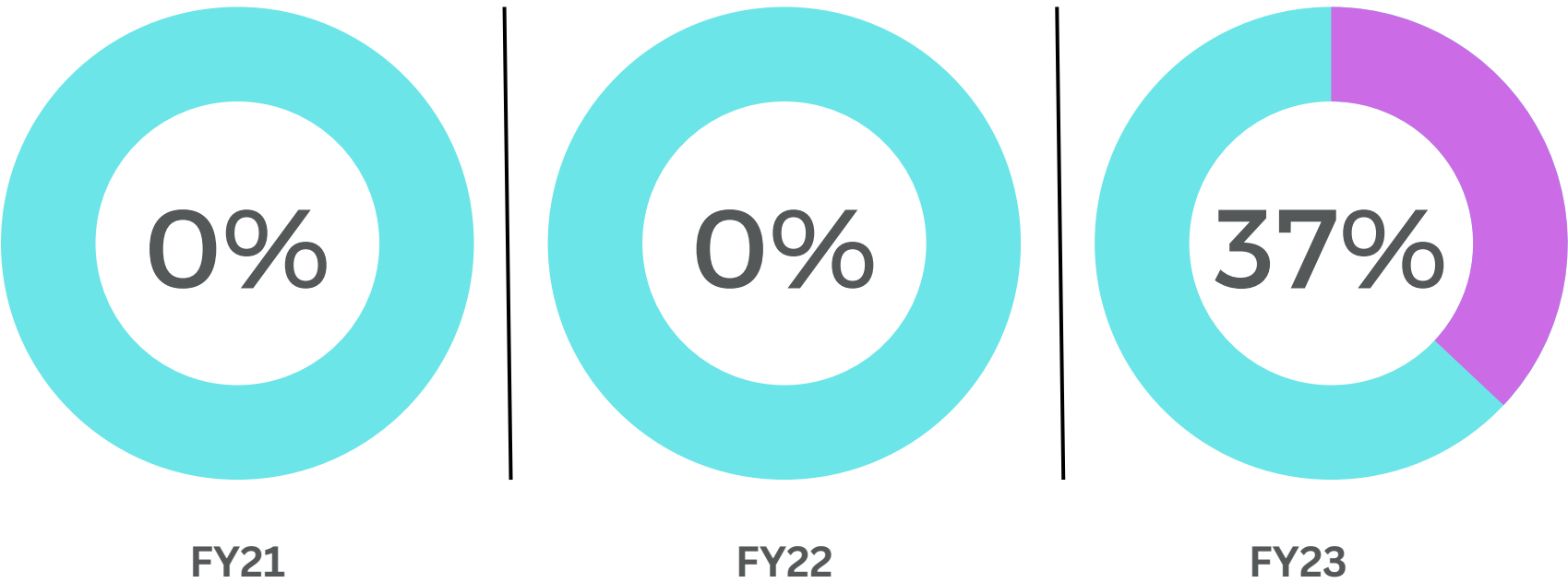


Financial Traction

Gross Profit

Showing strong improvement

KneoMedia’s SaaS model clearly achieves a high level of gross margin as viable sales are reached and continues to improve with scale

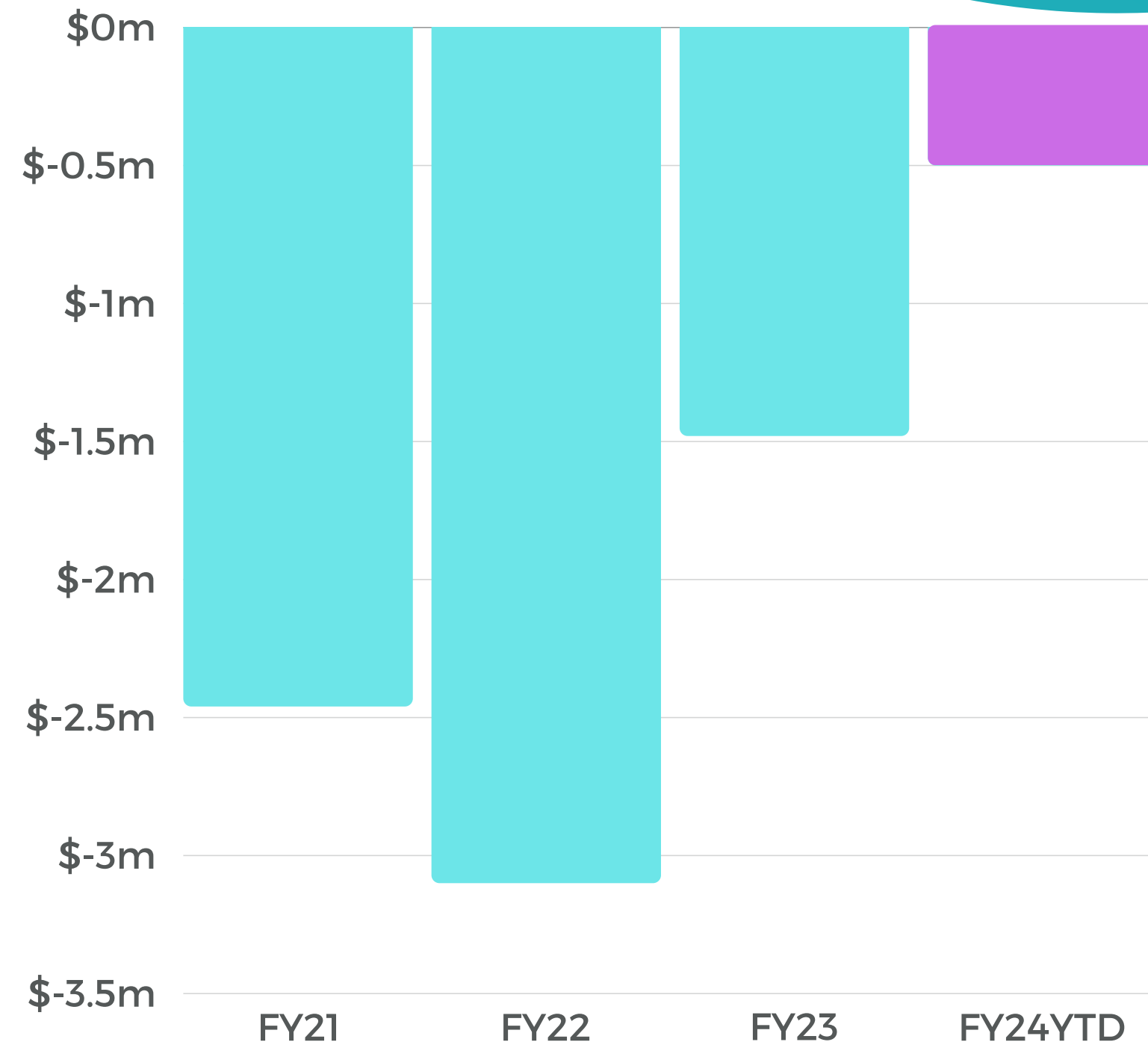


Financial Traction

EBITDA

Towards profitability

With continued sales growth and largely fixed costs, the company is approaching profitability





PLATFORM EXPANSION



KNEOMEDIA

KneoWorld Platform Expansion

Key Tech Partnerships

Collaboration with new tech partners to future-proof our technology

Qualitest, a US-based development AI, DevOps, and Automation company with 7,000 employees specializing in platform development and quality engineering and security

Learnosity, a global leader in assessment services, known for its gold standard assessment engine and modern APIs. This partnership reduces time and costs while meeting school districts' unique requirements and keeps pace with rapidly evolving markets

Edlink makes interoperability possible for all schools by building scaleable and invisible tools that enable Kneoworld to connect to all school rostering and cyber security systems

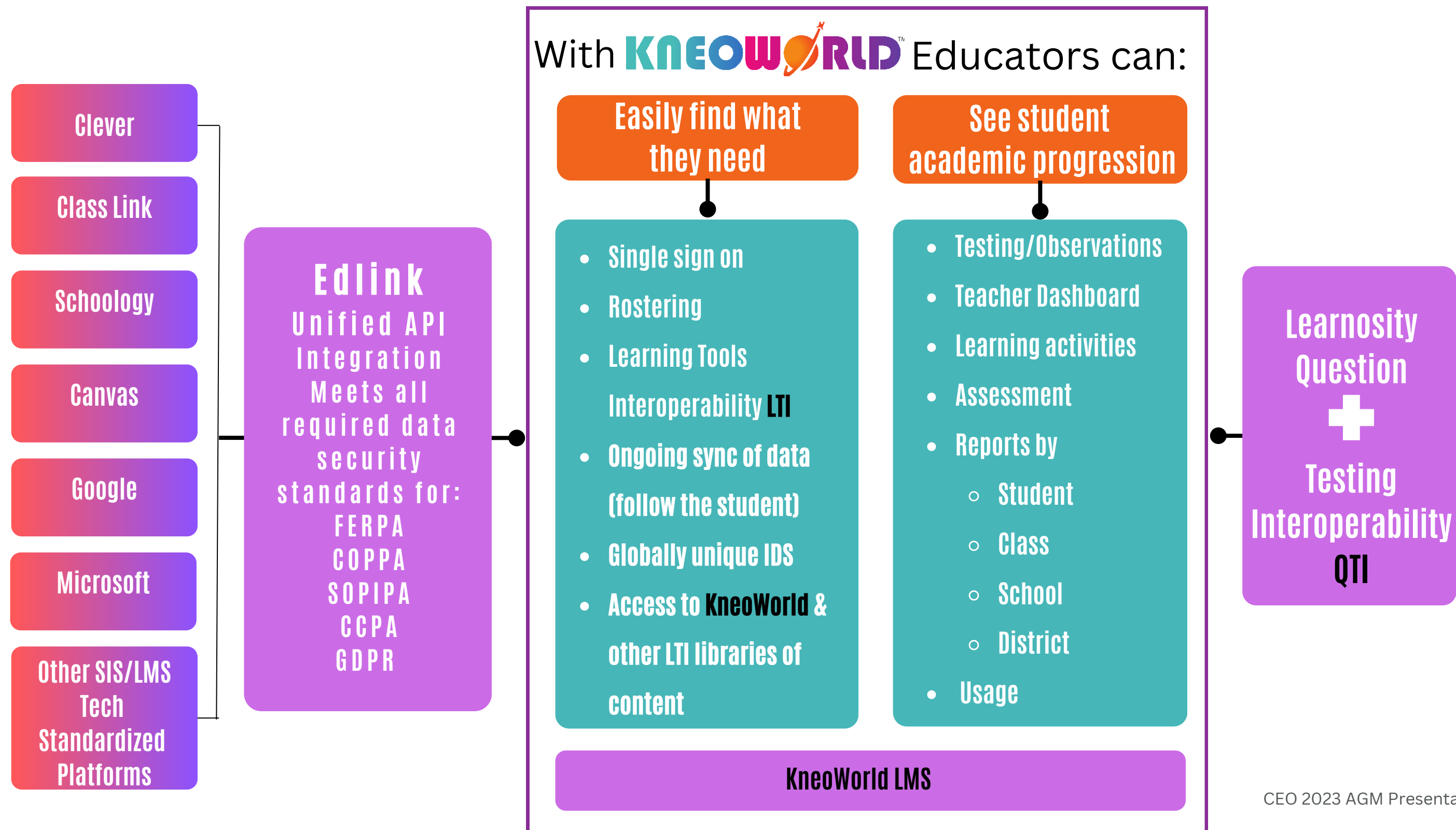
These partners enable KneoWorld to focus on its primary activity of content development while avoiding the cost of rapidly evolving technologies

The benefits:

- **Competitive Advantage**: Stay ahead of rivals with adaptability
- **Longevity**: Extended lifespan with fewer replacements
- **Cost-Efficiency**: Reduced expenses over time
- **Flexibility**: Easily integrate with new systems
- **Risk Reduction**: Minimize obsolescence risk
- **User Experience**: Ensure a modern and compatible experience
- **Sustainability**: Decrease electronic waste
- **Enhanced Security**: Stay protected against evolving threats
- **Scalability**: Accommodate growth seamlessly
- **Innovation**: Foster a culture of ongoing improvement

KneoWorld Platform Expansion Technical Capability

Technical Standards Integrated Platform to enable powerful **Interoperability** and **Data Management**



KneoWorld Platform Expansion

Ongoing Content Expansion

Our tech partners enable us to focus on our core mission: creating educational content to **Empower, Educate** and **Assess** students with standards and curriculum aligned lessons

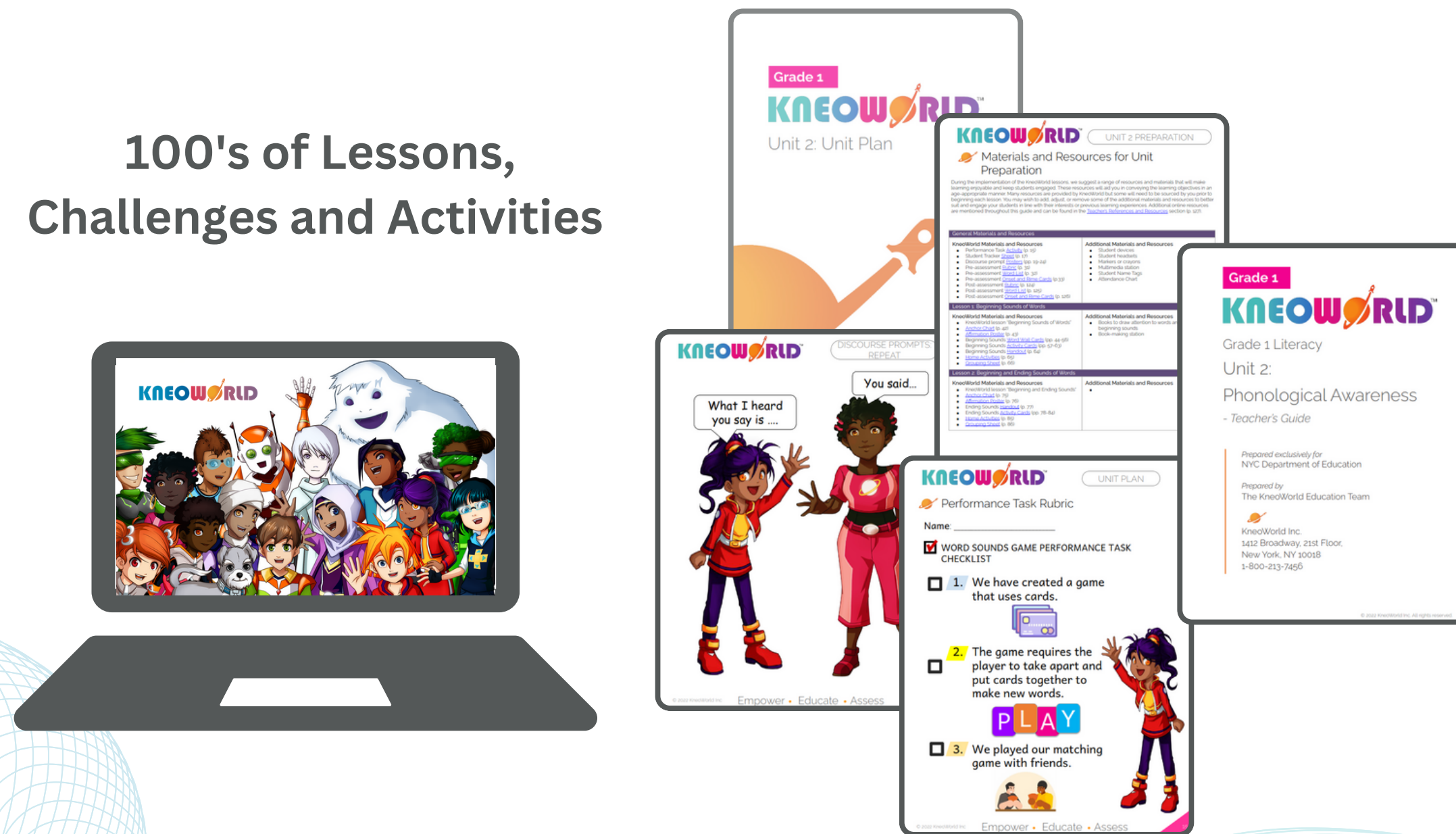
100's of Lessons,
Challenges and Activities

Extensive Teacher Resources

- 30-week, daily Teacher Guide
- Individual Lesson Plans
- Weekly Plans

Game-based challenges are undertaken throughout lessons to measure student progression

Teachers can instantly monitor student academic advancement to provide differentiated instruction by tuning the program to the learner's individual needs



KNEOWORLDTM MARKETS



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KneoWorld Markets

B2B Channels

Connect ALL Kids NAACP/DELL Collaboration

- Funded by DOE State and City budgets and political and Foundation budgets
- NAACP delivers unrivalled access to government
- Power of Dell marketing
- US\$50 p.a. seat licence

Annual direct to school district seat licence sales

- Funded by DOE Federal, State and City budgets
- Approved for Federal Title IV funding
- Re-aligned NYC developed content
- US\$50 p.a. seat licence

ELC Readiness & Prekindergarten learning programs

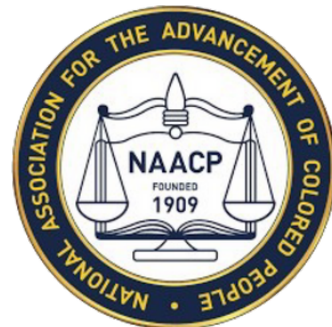
- Funded by education Federal and State budgets
- Current focus in Florida where centrally managed by State
- 400,000 Florida Early Learning Students
- Re-aligned NYC developed content
- US\$50 p.a. seat licence

Key Distribution Partnerships

US Key Partners & Alliances/Collaborations



Florida DOE
Early Learning
Centres (ELCs) in
Osceola County



NAACP - 2,300
branches. Connect
All Kids underpins
their education
push



Dell provides
consulting support
and products for
the Connect ALL
Kids initiative



Google for
Education Partner
status



NYC DOE
supports the Connect
ALL Kids initiative with
the program deployed
across 4 boroughs



NYS Education
supports the
Connect ALL Kids
initiative

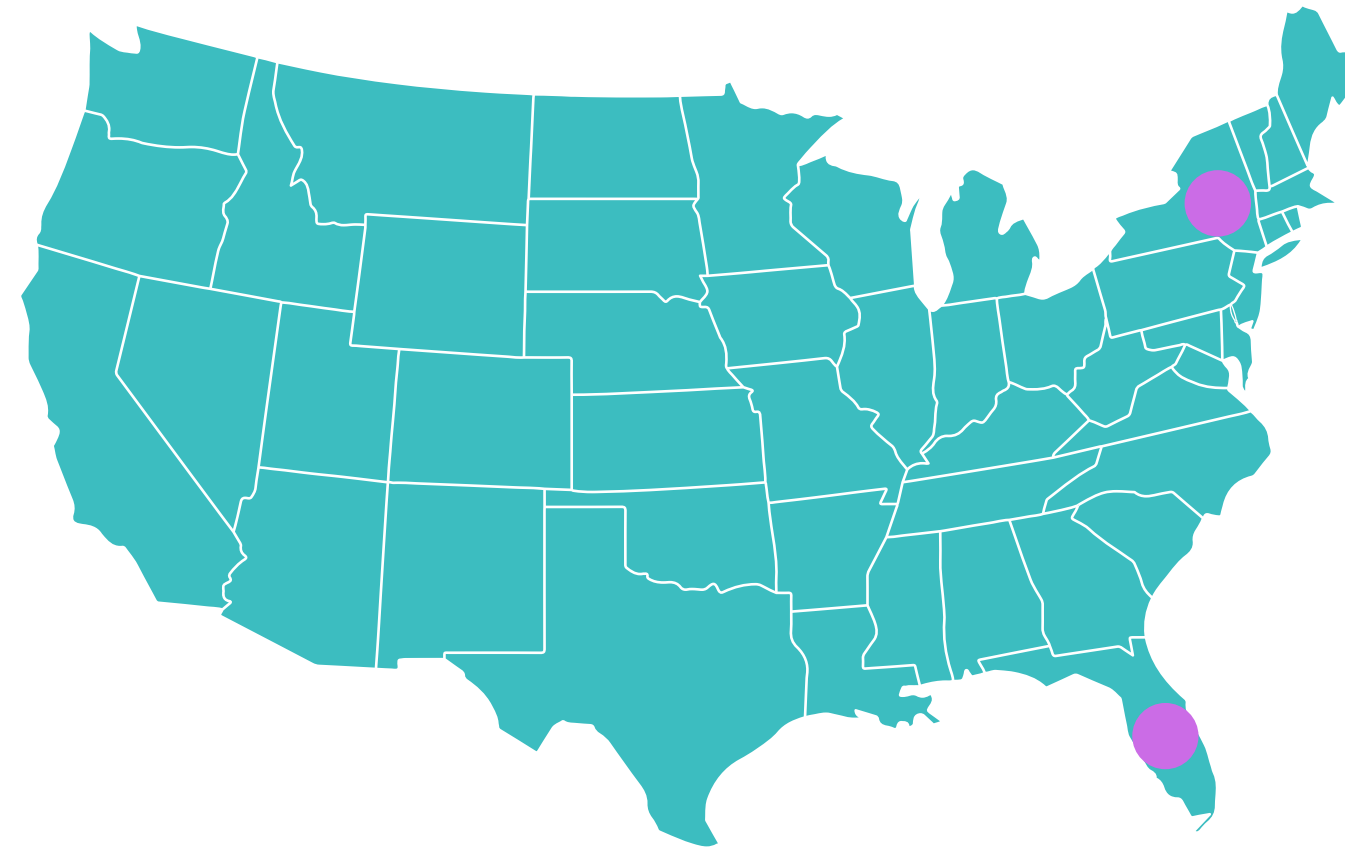
KneoWorld Markets

Core Market USA

US Addressable Market

Pre K - 6 Students 24 million

- New York and Florida being 2 of the 4 largest education systems are a bell-weather for smaller states
- California (Los Angeles) and Illinois (Chicago) future targets with a similar demographic
- NAACP Connect ALL Kids collaboration objective is a national rollout
- KneoMedia has a direct engagement objective for it's KneoWorld platform across a number of states



New York City and State

Pre K - 6 students 2.2 million

- **30,000 licences currently deployed**
- Connect ALL Kids deployment continues across 4 boroughs of NYC
- Further licence rollout opportunities expanding

Florida State

Pre K - 6 students 1.9 million

- **1,000 licences deployed in 2023, now renewed in 2024. The outstanding student results are now being successfully promoted to other counties**
- 400,000 Early Learning Centres (ELC) students across 6,500 ELCs

KNEOWORLD™ CASE STUDIES



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KneoWorld Case Studies

Case Study 1

Program Overview – Unit 1 Progress

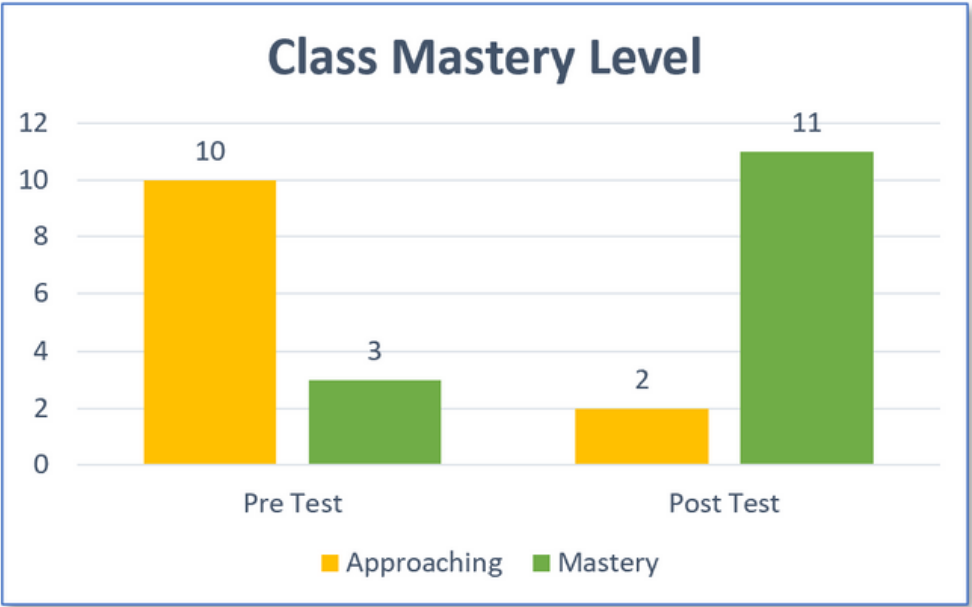


Cohort Pre-Test Performance
Average Score: 15
Average Level: Approaching



Cohort Post-Test Performance
Average Score: 19
Average Level: Mastery

Organization	Class Name	Total Students	Pre-Test Average Score	Pre-Test Level	Post-Test Average Score	Post-Test Level
Star	VPK	12	15	Approaching	21	Mastery
Academy	VPK A	11	13	Approaching	19	Mastery
	VPK	22	16	Approaching	19	Mastery
Academy	VPK	8	17	Mastery	24	Mastery
Academy	VPK	11	12	Approaching	21	Mastery
Learning Academy	VPK A	12	15	Approaching	17	Mastery
	VPK	18	15	Approaching	22	Mastery
Child Care	VPK A	4	13	Approaching	16	Approaching
The Learning Center - YMCA -	A	19	18	Mastery	22	Mastery
The Learning Center - YMCA -	B	16	17	Mastery	22	Mastery
The Learning Center - YMCA -		20	13	Approaching	17	Mastery
The Learning Center - YMCA -		20	15	Approaching	20	Mastery
The Learning Center - YMCA -		17	12	Approaching	13	Approaching



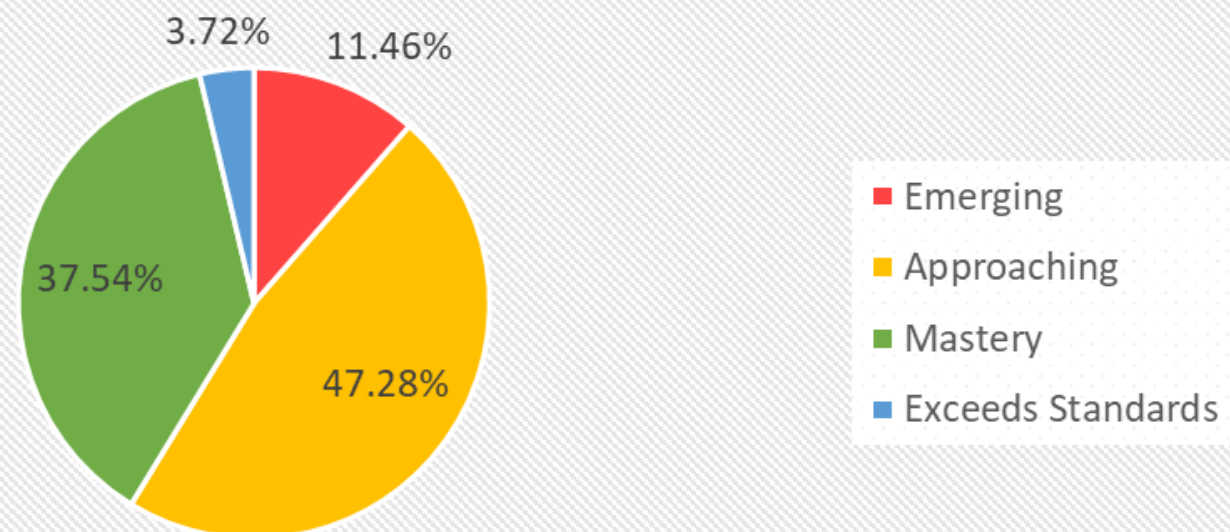
Evidence of academic progress aligned with the assessment rubric.

KneoWorld Case Studies

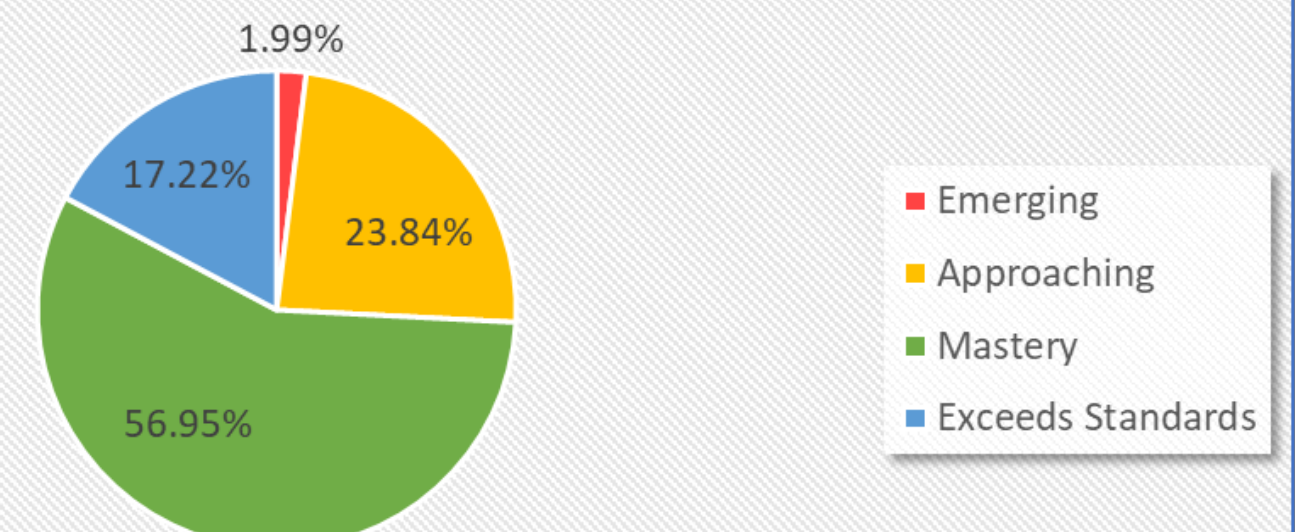
Case Study 2

Clear demonstration of academic growth against assessment rubric

Student Mastery Level in Pre Test



Student Mastery Level in Post Test



FY24 OUTLOOK



KNEOMEDIA

Strive for sustained and profitable growth

FY24 Outlook

- **Tech Partnerships for Content:** Leverage new tech partnerships to create essential instructional content and expand market reach.
- **Scaling 'Connect All Kids':** Scale our 'Connect All Kids' Program to drive sustainable ARR growth.
- **Key Markets Focus:** Target strategic growth in 2024: NYC, NY State, Florida, Michigan, and California.
- **Content Excellence:** Invest in top-quality content to maintain EduTech leadership.
- **AI-Driven Education:** Advance AI to personalize learning outcomes cost-effectively.
- **Global Brand Collaborations:** Expand partnerships with global brands, following our success with Dell.

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This presentation has been approved for release by the Board of KneoMedia Limited



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THANK YOU

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