



4 September 2018: ASX/Media Release (ASX: KNM)

KNeoMedia Significantly Strengthens US Sales Team

KNeoMedia Limited (**KNeoMedia** or the **Company**) (**ASX: KNM**) is pleased to advise that it has recruited two highly credentialed and senior sales executives in the United States to fast-track the roll-out and secure firm sales for its proprietary SaaS-based education software KneoWorld.

With the return of the new school year in North America, KNeoMedia is significantly bolstering its sales capabilities to ensure content is procured by education departments and also multiple charities and foundations that can fund deployment of KneoWorld into schools and other general and special needs learning and development facilities across the US.

Appointment of Louis Diggs as Senior Sales Director US EDU

KNeoMedia is delighted to have secured the services of Louis Diggs (B.Sc., Marketing) who has a long-term and proven track record in national sales of e-learning products in the special needs and general education sectors, including to the top 100 school districts across the United States.

Louis has over 20 years of client-facing sales experience and he is an accomplished Business Development Executive who has a track record of exceeding sales targets and excelling at relationship development.

Since 2012, Louis played key roles in building and developing new businesses in the U.S. and Canadian technology sectors for Resolver, Inc. and Toon Boom Animation, Inc. While at Resolver, Louis led successful selling efforts to secure new clients including Facebook, Facebook Payments, DocuSign, Pinkerton and Penn State University Hospital. While at Toon Boom Animation, Louis specialised in presenting to and working with senior level Education Administrators with budget control. During his time with Toon Boom Louis achieved the following company firsts:

- Presented software solutions to senior administrators within the New York City Department of Education, the result of which became the company's largest education client. He is well known and highly regarded in the New York City Education Department environment.
- Created a new, national network comprised of school districts including but not limited to New York City Public Schools (New York), Douglas County School District (Colorado), Elk Grove Unified School District (California), Monterey County Office of Education (California), Fayette County Public Schools (Georgia);
- Achieved a year three cost-to-sales ratio of 8%.

Prior to that, Louis spent 13 years working for Fortune 50 giants Quaker Oats and Johnson and Johnson in various sales roles. While at Johnson and Johnson, Louis achieved the three most prestigious sales awards; Ring Club, Best of Best and The Grand Award. Louis holds a Bachelor of Science Degree in Marketing from Merrimack College in North Andover Massachusetts.

Appointment of Dikran Husseindjian as Senior Strategy Director US EDU

The Company is also very pleased to have secured the services of Mr Dikran Husseindjian (B.Sc., MBA). In a career spanning 30+ years, Dikran spent 22 years with Apple Education including holding the position of National Sales Director EDU, Canada. He was also Senior Director, Worldwide EDU Sales for Toom Boon Education where he helped to substantially grow the Toom Boon Education division's revenue from a very low base. He led the sales and marketing teams at Toon Boom to deliver top revenue performance and leading program design.

Dikran worked closely with K-12 educators to integrate Toon Boon's animation products into their teaching and learning classroom environments to help students achieve higher levels of literacy and numeracy



Prior to joining the information technology EDU sector, Dikran has spent five years in marketing and product management for Honeywell, Bristol-Meyers pharmaceuticals and Hunter Douglas. He is well known for his leadership and mentoring skills as well as his ability to create performance cultures throughout organisations. He holds a Bachelor Degree in Bio Chemistry from Concordia and an MBA from McGill University

Comment

KNeoMedia's Chief Executive Officer James Kellett commented: "These are two outstanding recruits for KNeoMedia and they are joining the Company at a critical time as an accomplished team that have a long history of working together and delivering sales outcomes in the EDU sector.

"Securing sales is priority number one for the Board and our US management team, and Dikran and Louis bring the very best credentials and connections to achieve this. We are confident we now have the skills set to make the sales in-roads into New York and other US markets.

"We are intent on securing experienced and well connected sales and product development people across the Company so we can deliver sustainable seat licence sales, and at scale. More regular updates on progress will be provided, both on the US market and other countries where we are aggressively pursuing sales. We are delighted to welcome Dikran and Louis who have hit the ground running to coincide with the new school year with a well planned and comprehensive sales strategy and program."

– ENDS –

About KNeoMedia Limited:

KNeoMedia Limited (ASX: KNM) is an education publishing company that delivers world-class education assessment products and games-based learning to global educational markets, particularly to Special Needs education facilities. The Company sells on an annual Seat Licence basis through its KneoWorld.com portal via education departments and distribution agreements. KneoWorld is an education games portal where students play their way through a futuristic and epic world with the games mapped to validated educational content including numeracy, literacy, science, arts, reasoning and memory. The content delivers extensive analytical performance data to educators and complies with child online privacy protection including US COPPA and European GDPR. Our SaaS model provides KneoWorld with a global education market opportunity selling on a business to business strategy.

For further information, please contact:

James Kellett
Chief Executive Officer
T: (03) 8622 3354 M: +61 439 805 070
E: jkellert@kneomedia.com

Sophie Karzis
Company Secretary
T: +61 3 8622 3354
E: sk@ccounsel.com.au