



16 April 2020

ASX/Media Release (ASX: KNM)

\$A400,000 OF REVENUE SECURED FOR FIRST 'CONNECT ALL KIDS' DEPLOYMENT

- **First order's total value is US\$1m with KNM's share of this being A\$400,000**
- **'Connect All Kids' is an initiative between KNM, NAACP and Dell Education**
- **KneoWorld content embedded on 1,700 Dell devices now being deployed to students in New York**
- **KNM now focused on deployments and securing additional revenue from previously announced 2019 Seat Licence sales**

Online education publisher KNeoMedia Limited ("KNeoMedia" or the "Company") (ASX: KNM) is pleased to advise it has finalised the first payment settlement of the 'Connect The Kids' education initiative developed by KNeoMedia and the National Association for the Advancement of Colored People (NAACP) and including Dell Education.

The first \$US1m for 'Connect All Kids' was pledged in December 2019 and KNM's share of this is A\$400,000 of revenue (see ASX announcement: 17 December 2019).

As shareholders are aware, there has been a significant delay in funds being released for this first deployment to occur. KNM's team in New York, together with NAACP and Dell Education, have been working tirelessly to establish a streamlined and robust approvals and payment process to ensure sales are monetized much more quickly so future deployments are much more seamless. This is a major undertaking and achievement in itself.

Also of particular significance is the fact that the deployment comes after 12 months of scrutiny and validation by NAACP, Dell and the New York City Department of Education of the KNeoWorld content.

Last year, KNM announced a large number of committed licence sales under the 'Connect All Kids' initiative at \$US50.00 per licence. Now that this first sale has been processed, KNM's team will turn its attention to securing revenue now that the established approval and payments pathway is in place. Underpinning some of these deployments is further pledges from a number NYC Councilors.

The KneoWorld platform is also now available to students at home, or in the classroom, for the continuation of their education. Dell Chromebooks supplied as part of this deployment enable students to access our eLearning platform remotely under instruction from schools and teachers which enables the *teachers* to ascertain the students' virtual attendance and the time engaged and their progression. This is a key differentiator to other games-based learning products.

Comment

Chief Executive Officer James Kellett said: *"We are pleased to have booked this first revenue and while it is encouraging, the most important development here is we have created a robust, validated and trusted pathway so future funding occurs much more seamlessly. While we are focused on deploying 1,700 devices into New York homes in what is a challenging environment, we are also working on closing out the remainder of sales we announced last year as well as broadening availability of KNeoWorld to a much larger student population."*



About KNeoMedia Limited:

KNeoMedia Limited (ASX: KNM) is a SaaS publishing company that delivers world-class education and assessment products to global markets in both special and general education classrooms via its KneoWorld portal special and general education classrooms via its KneoWorld portal. Student seat licences are sold to education departments on an annual basis and via distribution agreements. The KneoWorld platform is a story-based and game assessment learning program that provides engaging and effective ways for students to process and apply academic skills and concepts. Researched and evidence based, programs are mapped and measured to curriculum with student performance data delivered via the educator dashboard. KneoWorld is fully compliant with child online privacy protection including US COPPA and European GDPR. Our proven ability to engage, educate and assess provides a global education market opportunity selling on a business to business strategy.

Authorised for release by James Kellett, CEO

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