



27 January 2021: ASX/Media Release (ASX: KNM)

KNEOWORLD SECURES NEW PARTNERSHIP WITH US EDUCATION ORGANISATION *FIRST INSPIRES*

- First Inspires ('FIRST') is a universally recognised not-for-profit Science Technology Engineering and Mathematics (STEM) education engagement program for kids worldwide
- FIRST's mission is to provide equity of access to quality educational programming to students by bringing STEM to schools and homes – network includes 51k educators, 276k parents and 51 partnered school districts
- Strategic partners and sponsors include leading corporations such as Amazon, Apple, Disney, Lego Education, NASA and Google to name a few
- KNeoWorld and FIRST now collaborating on a STEM project with KNeoWorld to be promoted and showcased via FIRST's platform and extensive social media channels
- Demonstrates that another respected US not-for-profit recognises the education benefits KNeoWorld delivers and creates another sales channel

Online education publisher KNeoMedia Limited ("KNeoMedia" or the "Company") (ASX: KNM OTC: KNEOF) is delighted to announce another key US partnership and collaboration with highly respected not-for-profit STEM education organisation First Inspires ('FIRST'). <https://www.firstinspires.org/about/vision-and-mission>

FIRST and KNeoWorld are now collaborating on a STEM project that will result in the KNeoWorld technology being promoted through FIRST's network extensive network which includes 50,000 educators, 276,000 parents and 51 partnered school districts. FIRST have agreed to actively promote KNeoWorld to its network through their regular and highly sophisticated social media and online promotional channels.

FIRST is backed by some of the most recognized companies in the world <https://www.firstinspires.org/about/our-supporters/founding-and-strategic-sponsors> and with KNeoWorld part of the FIRST network, the Company gains exposure to these partners and sponsors.

The partnership follows the announcement on 14 January 2021 of a reseller agreement with the Homeschool Buyers Co-op which has delivered another new sales channel for the KNeoWorld content. FIRST is another such collaboration and will see KNeoWorld's problem-based learning content promoted alongside the likes of Lego Education and other leading and respected education brands.

US-based KneoWorld Inc Director of Curriculum Dr Denine Jimmerson commented: *"We are delighted to be embraced by such an esteemed educational organisation. FIRST's vision to bring high-quality and rigorous academic programs to children is directly aligned to KneoWorld's vision and goals. I expect this partnership to be a major catalyst for KneoWorld sales in the US and beyond."*

Chief Executive Officer James Kellett added: *"KNeoMedia is pursuing multiple sales and promotional channels in the US in order to grow sales and achieve greater critical mass. The FIRST partnership is further evidence of this and shows how we are systematically penetrating the very large US education market through multiple channels. FIRST is an outstanding organisation with unrivalled partners and sponsors and their STEM programs are well respected by educators and students. The fact that they recognize the educational benefits of KNeoWorld is further validation of our technology and we are confident that we can deliver meaningful sales through their network."*



“We are collaborating on our first joint STEM program and this is the catalyst for the first round of promotions then sales. We look forward to reporting on progress here and other developments in the United States.”

With the addition of the FIRST partnership, KneoWorld now has six channels to market in the US including the ‘Connect All Kids’ NAACP/Dell collaboration, direct to schools and districts sales, in school Career Technology Education (CTP) program to districts, direct sales through the Home School Educators Academy, and as announced last week, the Home School Buyers Co-op partnership. The focus is to establish more of these channels and deliver sales through each.

Authorised for release by James Kellett, CEO

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