

11 May 2021: ASX Release

NEW US\$3M CONNECT ALL KIDS DEPLOYMENT CONFIRMED

- **Connect ALL Kids success to date in the classroom is driving the increased support from New York City Councillors who are committed to assisting students who have fallen behind during the pandemic**
- **A total of US\$5m has now been committed by New York City Councillors to the program which also includes Dell Technologies and NAACP: KneoWorld will receive US\$780,000 from this third and now largest Connect ALL Kids deployment**
- **Other sales channels for KneoWorld now opening up across the United States beyond New York as in-class teaching and learning is now resuming**

Online education publisher KneoMedia Limited (ASX: KNM | OTC: KNEOF) is delighted to confirm that New York City Councillors have committed a further US\$3m to the *Connect ALL Kids* education initiative into New York City public schools. KNM's share of this third deployment is US\$780,000 or ~A\$994,000¹.

This third deployment is reflective of the New York City's growing commitment to the program given their desire to assist students who have fallen behind during the pandemic as schools have been closed. With in-person teaching resuming, funding and roll-out of previously stalled education programs is now ramping up significantly.

Given KneoWorld has approved supplier status with the New York City Council and the Department of Education (New York DOE), and *Connect ALL Kids* is an established program with the DOE, receipt of funds will be seamless. This third deployment coincides with the new school year in New York in starting August 2021 with funds to be received concurrently.

Under the deployment 5,000 Dell Chromebooks, pre-loaded with the KneoWorld technology, will be provided to a number of New York City public schools and will take the total device numbers to 8,400 located in over 70 schools.

Whilst this third deployment is pleasing, shareholders are reminded that the *Connect ALL Kids* roll-out is still in its very early stages. The immediate focus for KneoWorld, Dell Technologies and the National Association for the Advancement of Colored People (NAACP) is to more comprehensively penetrate more of New York City's 1,720 public schools and achieve a presence outside of New York City.

Direct-to-school sales of the SaaS-based KneoWorld software is also advancing and this represents a second sales channel in the United States alongside *Connect ALL Kids*.

Chief Executive Officer James Kellett said: *"We are very pleased that New York City Councillors have committed to this third Connect ALL Kids deployment. It clearly shows the traction we are getting with students, teachers and parents and more importantly, it confirms without doubt that we have now established a dependable sales channel for our technology into this huge education market and it sets a strong precedent for future sales."*

"With 2.6 million students across New York State, KNM is presented with a major market opportunity to scale up operations and provide urgent education technology to those that require it most. With growing support from Dell and the NAACP, and growing demand from teachers and students, we believe that the roll-out is just

¹ Based on exchange rate of \$A1.00 buying \$US0.79 as at 10 May 2021



getting started as the demand for equal technology access continues to grow. We look forward to providing shareholders with updates on operations and more sales in the very near future.”

About KneoMedia Limited

KneoMedia Limited is a SaaS publishing education classrooms via its KneoWorld portal. KneoWorld is an easy Assign & Go program that engages and empowers students through character-centered narratives and gameplay. This unique format of standards-aligned lessons blends language with math instruction and social-emotional learning while embedded analytics measure academic growth. As an approved Google Education Partner, KneoWorld is an effortless education program to use at school, remotely or both.

Authorised for release by the Board.

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