

28 May 2021: ASX Release

FIRST SEAT LICENCES FOR ALBANY IN NEW YORK STATE AND NEW SALES PARTNERSHIP SECURED

- **New York State capital Albany School District deploys KneoWorld's CTE program with first 100 phase I Seat Licences approved**
- **The large New York State education market has almost 750 school districts**
- **Uptake by Albany School District is further evidence of previously approved programs, delayed due to COVID-19, now being initiated as in-class teaching resumes**
- **KNM also confirms new commercial agreement with EEV LLC to help grow sales more broadly throughout the United States**

Online education publisher KneoMedia Limited ("KneoMedia" or the "Company") (ASX: KNM | OTC: KNEOF) is pleased to report that Albany School District in New York State has approved KneoWorld's Career Technology Education (CTE) program for Phase I deployment of the first 100 Seat Licences in the district. The Company also confirms that it has entered into a new commercial agreement with EdTech brand scaler EEV LLC (EEV) to fast-track the roll-out of KneoWorld throughout the United States.

Albany State School District Deployment

Albany is the capital of New York State and the first deployment here delivers excellent market visibility for the KneoWorld technology in a large market. With 731¹ public schools districts in New York State alone that operate independently of New York City Dept of Education, this is a logical market where the Company plans to grow its presence and achieve greater sales uptake. The approval will act as a valuable reference point and catalyst for sales into the State's other schooling districts as well as Phase II direct Seat Licence sales.

The deployment into the Albany School District follows a three-month pilot program undertaken across five schools in Florida where the KneoWorld technology was extensively tested and reviewed. Sales in a number of Florida Counties also anticipated for the new school year.

First slated for early 2020 before the advent of the COVID-19 pandemic, today's announcement of the first CTE program is another example of an approval materializing as schools start to return to in-class teaching and KneoWorld programs are re-initiated.

The CTE program technology provides students an immersive, dynamic, and interactive learning experience which places an emphasis on the future careers of young learners. A specific curriculum is provided to middle school students which delivers a solid foundation of learning within a structured environment to develop skills which can impact a future career path.

EEV Partnership

KneoMedia is also pleased to confirm a partnership with proven EdTech business development brand accelerator EEV to grow sales of KneoWorld across key US markets. EEV will provide KneoMedia with strategies to elevate brand messaging to a market-leading position within the K12 and early childhood verticals. KneoMedia and EEV will work together to leverage EEV's network of key connectors and influencers within the US education market. <https://www.eeveducation.com/> A recent interview on the partnership can be viewed

at: <https://www.proactiveinvestors.com.au/companies/news/950365/kneomedia-working-with-eev-to-roll-out-its-unique-education-platform-in-the-us-950365.html>

EEV provides a combined 50+ years of experience and access to an unmatched network to help clients strive and thrive. They operate in three key areas to deliver for clients: revenue generating relationships, marketing strategies, and product development. Along with their partners, EEV is committed to advancing the education landscape in the US and strengthening each critical stage of a “cradle to career” educational continuum.

Chief Executive Officer James Kellett said: *“As well as our successful Connect ALL Kids program in New York City, this approval of the CTE program provides us with a foothold into the broader New York State education market which was the next logical market for expansion. The Albany School District deployment, whilst small in revenue terms, is an important catalyst to achieve much greater scale here. With almost 750 school districts, it’s a big opportunity.*

“After the initial delayed rollouts due to the COVID-19 pandemic, it is great to be able to continually provide shareholders with updates on new deployments. Its confirmation that the channels to markets for KneoWorld products are beginning to ramp up and that there continues to be a strong precedent for future sales.

“The collaboration with EEV provides us with another key partner in which to leverage and utilize their extensive experience and knowledge in the constant evolving educational landscape. With a strong network of key contacts, we look forward to moving the KneoWorld brand forward into new markets within the US with EEV’s guidance as they work with us on accelerating business development.”

About KneoMedia Limited

KneoMedia Limited is a SaaS publishing company that delivers world-class education and assessment products to global markets to both special and general 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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ⁱ <https://data.nysed.gov/>