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SALES NOW MATERIALISING IN LARGER U.S. GENERAL EDUCATION SECTOR

KNeoMedia Limited (“KNeoMedia” or the “Company”) (ASX: KNM) is pleased to report ongoing and strong sales momentum as the United States school year kicks off with another 2,000 Seat Licence sale confirmed to **general education** schools in Boroughs of New York City.

Particularly noteworthy is the KneoWorld technology is now achieving broad appeal in the United States’ general education market (as distinct from the Special Needs market) which encompasses **1.25m students in 2,300 schools in New York City’s five Boroughs alone. The wide US general education market is over ~23 million elementary school students** so there is now considerable scope for KneoWorld’s sales to scale-up significantly.

The sale was secured under the ‘Connect all Kids’ education program that encompasses the National Association for the Advancement of Colored People (NAACP), Dell Technologies and KneoWorld. This is a three-year agreement (667 Seats per year) with KNM’s share of the sale being A\$150,000 paid upfront.

KNM’s Chief Executive Officer James Kellett said: *“It is very encouraging to see our KneoWorld content having such strong take-up in the United US general education market which is much larger, easier to fund and easier to access.*

“Together with NAACP and Dell Technologies, it is evident our story-based content has wide appeal to kids in general education based on the fact that it is not only educational but clearly very engaging. A Seat Licence is unique to each student as it is curated and tailored specifically for their individual learning needs whether it be Literacy, Art, Science, Math, Critical Thinking or Life Skills – all underpinned by a sophisticated analytics dashboard that monitors progress.

“Connect all Kids’ is just one channel that is driving sales in General Ed, and other sales channels are now emerging including Florida. We stress that Special Needs is still an important market for us but it represents only a small subset of the overall general education market where we are now successfully converting sales.”

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. 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.

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