



12 September 2019: ASX/Media Release (ASX: KNM)

NEW 1,000 SEAT LICENCE SALE SECURED IN UK

KNeoMedia Limited ("KNeoMedia" or the "Company") (ASX: KNM) is pleased to confirm its first major sale in the United Kingdom to the Leeds City Council which will deploy **1,000 KneoWorld Seat Licences to public schools throughout the Council. The value of the order to KNeoMedia is ~A\$100,000 (£50.00 per Seat Licence) with this order being an annual subscription.**

There are 110,000 students throughout Leeds including ~16,000 with special education needs. Our proprietary agile content management system enables us to deploy localised individually curated instruction to both general education and students with additional needs in the inclusive classrooms thereby embracing broader general education. The learning outcomes from this deployment will act as an important reference point for other schools within Leeds as well as additional Councils across the United Kingdom. KneoWorld UK Limited would like to thank Phil Mellen, Deputy Director for Learning, Children and Families, Leeds City Council for his support with this deployment.

Other Councils in the United Kingdom are now assessing the KneoWorld technology and the Company is encouraged by the level of inquiry that is building.

KNM's Chief Executive Officer James Kellett said: *"It is great to see KNeoMedia record its first sale in the UK and establish a meaningful presence in a new market. This diversifies and builds on our steadily increasing revenue streams. We have crafted the content specifically for the UK market and our focus is to now achieve scale there."*

"As well, sales activity in the United States continues to ramp up and we look forward to reporting on more deployments soon. Adding more Seat Licence sales in New York and Florida is a priority. Successful deployments that have already occurred are valuable advocates of KneoWorld's obvious benefits to students, families and teachers, and this is driving more market interest."

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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