



15 July 2019: ASX/Media Release (ASX: KNM)

## KNEOWORLD SECURES 4,000 SEAT LICENCE SALE UNDER 'CONNECT ALL KIDS' EDUCATION PROGRAM

- Total project value is ~A\$1.5m with KneoMedia's share being A\$300,000
- Sale is for 4,000 Seat Licences over three years (1,333 Seats per year) to New York City public schools
- First sale under 'Connect all Kids' initiative which includes NAACP, Dell Technologies and KneoWorld – one of three sales channels KNM has now established
- Sales pipeline building favourably with more deployments pending

**KNeoMedia Limited ("KNeoMedia" or the "Company") (ASX: KNM)** confirms that it has booked its first sales under the 'Connect all Kids' education program that encompasses the National Association for the Advancement of Colored People (NAACP), Dell Technologies and KneoWorld (see ASX release 13 June 2019).

4,000 Seat Licences have been sold to public schools in New York City under a three-year agreement (1,333 Seats per year) and KNM's share, being A\$300,000, will be paid upfront.

As advised last month, 'Connect all Kids' is an education initiative which provides access to digital tools and cloud-based content to improve the learning and development of disabled, urban and special needs students. The program is being supported initially in New York State, which aligns with this first sale, and as reported, it will expand to other States over time. More New York State sales are expected in the near term.

Unlike previous New York City engagements, NAACP has facilitated this sale which significantly de-risks KneoMedia's position given that the NAACP is the customer. KneoMedia will therefore not experience the challenges it has previously faced with securing payment. Sales procedures and payment terms are documented and well defined between all parties.

The 'Connect all Kids' initiative is one only of three sales channels KneoMedia has established for KneoWorld licences. Others include direct sales to Departments of Education at State, County and District level, and approved Federal education funding programs. The diverse revenue sources will become apparent as more sales are reported.

**KNM's Chief Executive Officer James Kellett said:** *"NAACP, Dell Technologies and KneoWorld have been diligently working to promote the 'Connect all Kids' education initiative to government and these first sale reflects this. It also validates our strategy, announced over 12 months ago, of partnering with respected associations such as the NAACP to deliver our content to those that most need it. The addition of Dell Technologies has only enhanced the initiative.*

*"We will continue to roll-out the program in New York State, which includes New York City, and we will then pursue other US States. We will report additional sales soon, more from the 'Connect all Kids' initiative and others sourced from the other two sales channels, all of which are being proactively driven by our well-connected sales team."*

### **About KNeoMedia Limited:**

KNeoMedia Limited (ASX: KNM) is an education publishing company that delivers world-class education assessment products and games-based learning to global educational markets, particularly to Special Needs education facilities. The Company sells on an annual Seat Licence basis through its KneoWorld.com portal via education departments and distribution agreements. KneoWorld is an education games portal where students play their way through a futuristic and epic world with the games mapped to validated educational content including numeracy, literacy, science, arts, reasoning and memory. The content delivers extensive analytical performance data to educators and complies with child online privacy protection including US COPPA and European GDPR. Our SaaS model provides KneoWorld with a global education market opportunity selling on a business to business strategy.



**For further information, please contact:**

James Kellett  
Chief Executive Officer  
T: (03) 8622 3354 M: +61 439 805 070  
E: [jkellett@kneomedia.com](mailto:jkellett@kneomedia.com)

Sophie Karzis  
Company Secretary  
T: +61 3 8622 3354  
E: [sk@ccounsel.com.au](mailto:sk@ccounsel.com.au)

**Released through:** Ben Jarvis, Six Degrees Investor Relations: +61 413 150 448



Follow KNeoMedia on Twitter: <http://twitter.com/KNeoMedia>