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3,000 SEAT LICENCE SALE IN NEW YORK GENERAL EDUCATION SECTOR

KNeoMedia Limited (“KNeoMedia” or the “Company”) (ASX: KNM) is pleased to announce that the very strong sales momentum in the general education sector continues with a new 3,000 KneoWorld Seat Licence sale to schools in the Boroughs of New York City under the ‘Connect all Kids’ education program.

This is another three-year sale (1,000 Seats per year) with KNM’s share of the sale being ~A\$230,000 paid upfront. So far, this is the second largest sale secured this calendar year and reflects the growing penetration of the KneoWorld technology in general education schools.

As reported previously, the United States’ general education market (as distinct from the Special Needs market) encompasses **1.25m students in 2,300 schools in New York City’s five Boroughs alone. The wider US general education market is over ~23 million elementary school students.**

KNM’s Chief Executive Officer James Kellett said: *The general education market is now starting to open up to us with KneoWorld attracting considerable interest due to the fact that the content can be tailored specifically to the educational needs of the student as opposed to ‘one size fits all’ solutions. Word continues to spread in New York and other US states so sales will continue to progressively build.*

“Connect all Kids’ with NAACP and Dell Technologies is a growing revenue channel for KNM and other revenue streams outside of this are materializing rapidly.”

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.

For further information, please contact:

James Kellett
Chief Executive Officer
T: (03) 9492 9200 M: +61 439 805 070
E: jkellott@kneomedia.com

Sophie Karzis
Company Secretary
T: +61 3 9492 9200
E: sk@ccounsel.com.au

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



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