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KNEOWORLD AND NAACP'S 'CONNECT ALL KIDS' EDUCATION PROGRAM NOW INCLUDES DELL TECHNOLOGIES SOLUTIONS

- 'Connect all Kids' education initiative, developed by the NAACP and KneoWorld Inc, now includes Dell Technologies through consulting support and Dell products that will be used to access KneoWorld education content
- 'Connect all Kids' program to firstly roll-out in New York State followed by other states – KNeoMedia will receive a combination of 1 and 3 year licenses at US\$50.00 p.a. upfront for each Seat License sold to schools and learning facilities
- 'Connect all Kids' is focused on increasing access to digital tools for students – NAACP now working with New York State government and other channels to finalize funding

KNeoMedia Limited ("KNeoMedia" or the "Company") (ASX: KNM) is pleased to confirm that Dell Technologies is supporting the "Connect all Kids" initiative, an education program developed by the National Association for the Advancement of Colored People (NAACP) and KNeoMedia (see ASX release on Alliance Partnership 12 June 2018), which focuses on providing access to digital tools and cloud-based content to improve the learning and development of disabled, urban and special needs students. Today, KneoWorld content is available on Dell devices under the "Connect all Kids" education initiative.

The program already is, and will be supported initially in New York State by NAACP, KneoWorld and Dell Technologies, and is anticipated to expand to other States over time. KNeoMedia will receive US\$50.00 p.a. upfront for every License for a 3-year period (3x \$US50.00 per annual Seat License) from sales to the respective schools and learning facilities in New York City.

The NAACP is currently engaged with the New York State government regarding the final funding allocation for the initiative, part of which will flow directly to KNeoMedia.

KNM's Chief Executive Officer James Kellett said: *"Having Dell Technologies in education, and their expertise provides support to the 'Connect all Kids' program adds considerable strength to this very important education initiative. It has the potential to be very significant as we expand across the United States. For almost a year, we have worked diligently with the NAACP to deliver a program that addresses the unique learning needs of students with special needs students, as well as those in general education. With the addition of Dell Technologies' solutions support and active engagement, we have a robust and well-proven education program."*

After initial distribution in New York State, the NAACP is committed to rolling out of the program nationally and they are actively engaged with government to ensure it is funded. As well, Dell Technologies will provide consultation and professional services that have been transformative of teaching and learning practices. In addition to providing devices, Dell Technologies is including Professional Learning & Development so teachers, administrators and parents have quality support.

Dell Technologies Education Strategist, Jeremiah Okal-Frink PhD is leading this program for Dell and he has considerable experience in implementing various education technology initiatives.

Dell Technologies' Dr. Okal-Frink commented: *"We are delighted to be joining with the NAACP and KneoWorld Inc on this very worthwhile educational initiative. All three organizations recognize that providing access is only the first step. Our true work is to support the students, teachers and administrators in this transformational effort."*



KNeoMedia and the NAACP anticipate securing the first tranche of government funding early next quarter. Discussions regarding specific budget allocations for the program commenced in New York State some time ago. In other developments, Seat License sales are being advanced in Florida, Pennsylvania, Ohio, Arizona, and Virginia.

James Kellett added: *“Our sales teams in the US and other markets are very focused locking in sales as quickly as we can. We have multiple opportunities at various stages of development and we look forward to converting these to revenue-generating contracts in the very near term.”*

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.

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