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KNeoMedia sells a further 2,000 Seat Licences to New York Public Schools

- **12,000 Seat Licences now sold to New York City Public Schools**
- **New sales coincide with commencement of new scholastic year in US – more sales anticipated**
- **Interest building in broader US education sector with particular emphasis on Special Needs content**
- **Experienced education sector executive appointed to develop Australian and Asian opportunities**

Online education publisher **KNeoMedia Limited** (“**KNeoMedia**” or the “**Company**”) (**ASX: KNM**) is pleased advise that, coinciding with the commencement of the first week of the US scholastic year, a further 2,000 Seat Licences have been sold to Special Needs schools in District 75 New York City, Department of Education.

As advised, with activity in the US public school system now returning to normal levels following the US vacation period, sales of new Seat Licences are now materialising in October and will build progressively in the coming months.

These new orders from Special Needs schools takes total annual Seat Licence sales and commitments to approximately 12,000, a 20% increase from sales reported in late July. The majority of Seat Licence sales, being 10,000, have occurred since mid-May 2017 and coincide with new funding commitments received.

KNeoMedia expects to complete more Seat Licences sales to most of the remaining 21 District 75 Schools by the end of October and build significantly on the 12,000 already sold. The Company is committed to this timeframe and looks forward to reporting on a steady stream of sales to these schools, as well as those outside of District 75.

Interest is building for KNeoMedia’s content across the broader US market with inquiries growing from other states and Federal bodies with particular interest in the KNeoESP Special Needs content. The Company will provide an update in this regard very soon.

Experienced education sector executive appointed to develop Australian and Asian opportunities

KNeoMedia is also pleased to advise the appointment of Mr. Damian O’Sullivan BA, Dip.Ed, as a Senior Development Executive. Damian has a wealth of experience in the education sector including technology platforms. His immediate focus will be to replicate our US activities in Australia and develop our Philippines opportunity which has been previously detailed. The Philippines alone is a large market opportunity with some 2 million Special Needs children.

Damian’s previous company, Finpa, developed products and applications for the Australian Council of Educational Research, Catholic Education Office, Hong Kong Education Department and State and Federal Governments. He brings decades of experience in design, development and implementation of digital education platforms. Damian is currently consulting to the Director of Innovation and Commercialisation at the University of Melbourne, Graduate School of Education, and has lived and worked in the US and Singapore, and has taught in Brazil and Japan.

Management commentary

KNeoMedia’s Chief Executive Officer James Kellett said: “Sales activity in the New York Public Schools sector is returning to normal levels as we anticipated. The sale of new Seat Licences is encouraging and new sales will build steadily from here. While our immediate focus is to complete sales into District 75 schools, the broader New York Public Schools market and wider US sector, particularly for Special Needs, is firmly in our sites.

“We are also delighted to welcome Damian O’Sullivan to the Company. He is an experienced education sector executive that adds considerable bench strength to our senior ranks. It is important that we have dedicated personnel to drive growth into new markets so our US team can focus on achieving scale in this large market. Damian’s appointment helps us achieve this and he is making steady progress with new opportunities in Australia and advancing our Philippines market entry.”

KNeoMedia expects to provide further sales and operational updates this month.

– ENDS –



About KNeoMedia Limited:

KNeoMedia Limited is an online education publishing company that delivers world-class education assessment products and games-based learning to global educational markets.

KNeoMedia publishes and markets from its US-based subsidiary, KNeoWorld Inc., and sells on an annual seat licence basis through its KNeoWorld.com portal via education departments and distribution agreements.

Games Based Learning is an integral part of childhood education. Growth in educational markets, combined with advances in mobile devices and connectivity, will continue to accelerate innovation, adoption, and affordability of our products around the world.

KNeoWorld is an education games portal where young and also special needs students play their way through a futuristic and epic world. They do this by playing compelling games that are subtly infused with validated educational content including numeracy, literacy, science, arts, reasoning and memory. KNeoWorld products provide extensive analytical performance data to educators and comply with child online privacy protection. Our SaaS model provides KNeoWorld with a global education market opportunity addressing both regular and special needs students.

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