



4 August 2020: ASX/Media Release (ASX: KNM)

SNN Virtual Conference Presentation in US (12.30 am AEST Wednesday 5th August 2020)

KNeoMedia Limited (**KNeoMedia** or the **Company**) (ASX: KNM; OTC: KNEOF) is pleased to announce that the following presentation will be delivered by the CEO at 12.30 am AEST on Wednesday 5th August 2020 (US 10.30 am EST on Tuesday 4th August).

The presentation coincides with the Company's recent attainment of DTC eligibility under its OTC Markets listing in the US. The SNN Virtual Conference is directed to US professional investors and fund managers who have direct access to buy existing shares in the Company in the US market including via online brokers.

Shareholders may view the live Webcast presentation together with commentary from the CEO by clicking the following link:

<https://www.webcaster4.com/Webcast/Page/2059/35954>

-ENDS-

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.

Authorised for release by James Kellett, CEO.

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SNN Presentation August 2020



OTCQB:KNEOF – DTC Eligible / ASX:KNM



United States United Kingdom Australia

*Poised to become a significant and unique vendor to
USA remote and in-class eLearning demands.*

Engage • Educate • Assess

THE OPPORTUNITY

- Our mission is to provide a Worldclass, high end, eLearning product to service significant growing demand within US education.
- COVID-19 has expedited the need for a rapid transition for younger students' to access a remote and engaging eLearning platform. Kneoworld provides this solution.
- KneoWorld is a SaaS based eLearning provider to 100% of the US education market for K-8 General and Special Needs education.
- KneoWorld is entering the monetization stage after a 6 year journey of product development, trials, validation and industry endorsement:
 - Integrated into Federal, National, State and Local education departments and universities in the US and around the world.
 - Vast library of content within the platform that maximises engagement and gives educators powerful tools to help students succeed in the class and at home and assess progression.
 - Continual release of new lessons and refreshed content in curriculum alignment to US States
- Collaboration with Dell Technologies and the NAACP in New York State and beyond creating major sales and marketing initiative and significant credibility.
- US market for KneoWorld is 40 million K-8 public and private school students.
- OTCQB DTC Eligible market capitalization <US\$20 million.



COVID-19 AND HOME LEARNING

- COVID-19 has dramatically changed education globally.
- Home schooling presents challenges for both teachers and students.
- Many teachers are inexperienced in providing remote home learning and students are reluctant to engage from home. KneoWorld creates student engagement.

KNEOWORLD SOLUTION ENGAGES TEACHERS AND STUDENTS

- Using our Content Management System (CMS), we have created instructional sets of highly engaging story-based eLearning lessons that teachers can deploy daily to students at home.
- The platform leverages the proven high level of student engagement and ensures participation.
- Remotely teachers can ascertain the students' virtual attendance, time on task and progression – a key differentiator to other eLearning products –then provide ongoing individually tailored instruction online.

POST COVID-19

- Post COVID there is an expectation of greater awareness of interacting and educating online outside work/school physical locations.
- The future education market will be fully aware of the benefits of KneoWorld as an entrenched and incumbent solution in the further advance of eLearning education.



KNEOWORLD BUSINESS MODEL

EXPERIENCED US SALES TEAM

- Sales team active across US inc NYC
- Substantial sales pipeline established
- Platform targeting SPeD, AIS, ESL, Gen Ed up to 40 million students

NAACP & Dell PARTNERSHIP

- KNM and NAACP Education strategies align
- 2,200 Chapters across the US
- Joint opportunities being pursued
- NAACP at forefront of alternative funding
- Dell joined initiative with 3 yr licences paid upfront
- NAACP and DELL delivers further technology and marketing capability

FUNDING & PRODUCT ENDORSEMENT

- NY political funding endorsement
- Florida DOE approved KNW for Fed Funding
- Ethical investment and funding

CONTENT MANAGEMENT SYSTEM (CMS)

- CMS integrated – quick adaption to US State curriculum standards.
- Simplifies regional localisation.
- Simplifies written and voice translation.
- Enables continued release of new lessons and refreshed content.

PEDAGOGICAL (SCIENTIFIC) VALIDATION

- World class pedagogical advisors
- Backed by committed Educators
- Monash University, Sultan Idris University and Florida A & M University.



KNEOWORLD US 2020 TO DATE

INCOME MODEL

- Annual annuity subscription model at US\$50.00
- Have transacted in New York, Ohio, Arizona, Pennsylvania, Florida, California
- KneoWorld is sold to Departments of Education, School Districts and Institutions on a student seat licence basis either directly or via partnerships and distribution agreements on a B 2 B basis.

FEDERAL FUNDING FLORIDA STATE

- Enabled an initial test program whereby satisfied A & M University of improved maths and literacy competency
- Led to further 500 student pilot that will be the basis of substantial sales at District levels facilitated with Federal Title IV funding

STATE AND DISTRICT ENGAGEMENT INCREASES WITH FURTHER PILOT PROGRAMS CONTINUING OR INITIATED IN

- | | |
|--|--|
| • Palm Beach County Public Schools FL | • Triumph Academy (specialist autism) UT |
| • Osceola School District FL | • Yuma School District AZ |
| • Indian Prairie School District IL | • Cleveland Public School District OH |
| • Jefferson County Schools CO | • New Kensington School District PA |
| • El Monte Union High School District CA | • Various school districts NYC |





DIFFERENTIATORS

THE KNEOWORLD DIFFERENTIATORS ARE VERY CLEAR

- We test, provide remedial education and deliver detailed progressive assessment via real time analytics.
- Exceptional levels of education engagement.
- Unlike other single subject products we cover the 6 main areas of curriculum; literacy, numeracy, arts, science, critical thinking and life skills.
- The pipeline has been unblocked and the opportunity for significant near-term sales. The need for remote eLearning under COVID-19 has expedited our sales opportunity.
- KneoWorld's adaptable online format is effective in all education settings:
 - **IN-CLASS** blended learning resource
 - Whole groups, small groups and individually
 - Student-centered, teacher-directed
 - **DISTANCE eLEARNING** Program
 - Student-centered, teacher-directed
 - **HOMESCHOOLS** Core Curriculum Program
 - Student-centered, education trained parent-directed



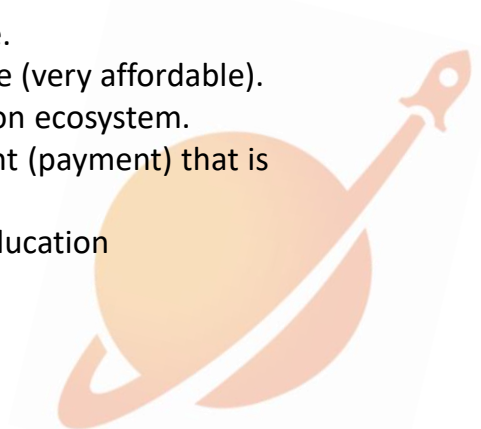
KNEOWORLD COMPETITION AND BARRIERS

COMPETITION

- eLearning has been focused on the higher education market and KneoWorld enjoys minimal competition in K-8 education.
- This market is poorly serviced by edutainment Apps that lack engagement, education, assessment and mapped curriculum when compared to the rich KneoWorld SaaS platform.
- e-books and e-maths have become as passé as their original analogue versions with the young digital kids of today. The gap between the old form of engagement and teaching and the digitally engaged life of young students continues to widen.

BARRIERS TO ENTRY

- KneoWorld is built on evidence backed research.
- KneoWorld has undertaken at substantial cost a lengthy period of development and validation
- Development has been undertaken in conjunction with universities and authoritative bodies and in some cases research and validation projects are over 12 months. New competitors will need to deploy that time regardless of their internal resources.
- Our unique relationship with the NAACP, Dell and education departments enables us to provide what others cannot.
 - Bundled hardware and KneoWorld software for the classroom and at home.
 - Hardware, hot spot Wi-Fi, diverse content, scale, low cost subscription base (very affordable).
 - Training for school teachers and IT. Extremely easy integration into education ecosystem.
- We have solved the labyrinth of hurdles and have a process of sales and settlement (payment) that is unique and valuable.
- We have established over time a high level and dependable network within the education communities.



KNEOWORLD THE POWER OF OUR PLATFORM

ENGAGE

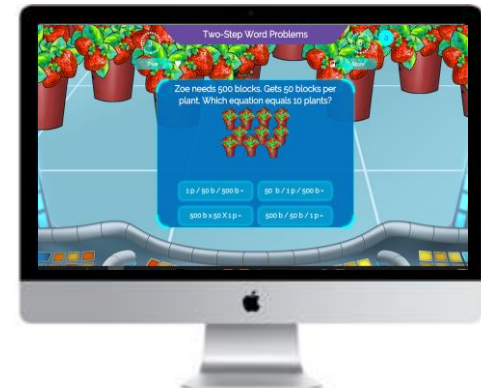
- Highly engaging Innovative and unique story based lessons that are exciting and fun.
- Education games that enhance new ways to learn.
- Learner focus and retention increases.
- Engages and challenges students of all ages.

EDUCATE

- Collaboration with teachers ensures content is meaningful and relevant.
- Rapid content creation ensures alignment with curriculum across regions.
- Researched and evidenced based with educator validation.
- Mapped globally to curriculum and assessment.

ASSESS

- Proprietary Educators' Analytics & Reporting Dashboard.
- Educators can track performance in real time.
- Analytics preserve Educator class assessment time.

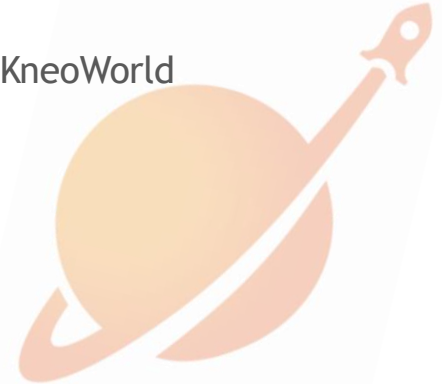


KNEOWORLD THE POWER OF OUR PLATFORM

Characters and Stories that **ENGAGE**



Students immerse themselves and are able to recognize and bond with KneoWorld characters during the learning process.



KNEOWORLD THE POWER OF OUR PLATFORM

Lesson Plans that EDUCATE



Surface Area and Volume

Before the lesson

BACKGROUND KNOWLEDGE:

This lesson extends students' knowledge of the formulas of surface area and volume to the 'real world'.

Use this lesson after students have a basic conceptual understanding of surface area and volume.

This story and games will give students the opportunity to practice the key concepts related to surface area and volume.

You will need:

- chart paper or presentation software
- area problems/questions
- surface area problems/questions
- volume problems/questions
- chairs or other marker to mark the 'bases'
- board or paper to record 'outs' and 'runs'

DEEPER DIVE INTO THIS SKILL:

Mastery of the concepts related to surface area and volume are concepts that are core knowledge for careers in engineering, design, and science, and they are also critical for real-life application to be a professional in home improvement products and overall product design.

Engage • Educate

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CLASSROOM ACTIVITY

Play a game that involves physical movement while practicing students' mastery and application of concepts related to area, surface area and volume.



TEACH

1. Create a visual presentation using chart paper or presentation software. Include at least 30 problems and questions related to area, surface area and volume.
2. Discuss the learning objectives aligned with this lesson's content and standards. Ask questions like "How can you apply your mastery of this concept?"
3. Arrange the students into 2 groups. Each group will take turns being "batter" and "pitcher".
4. Briefly review the formulas and concepts related to area, surface area, and volume.
5. Explain to the students that they will be playing a game of math baseball. The pitcher and the 2 student groups will take turns being at bat and in the field. The batter will be given a problem from the visual presentation to solve. If they are able to correctly solve the problem/answer the question, the outfielder has the chance to answer the question. If the outfielder correctly answers the question, the batting team now has one out. Three outs allow the outfielders to switch. The next batter will come to bat and if the pitch is correctly answered, the next batter will move to first base. Players who cross second base and the batter will move to first base. Players who cross third base and the batter will move to first base. Players who cross home plate and the batter will move to first base. The team with the most points at the end of the game (the longest to play the game) wins.

HINT: Discuss better responses (when appropriate) to clear up misconceptions.

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KNEOWORLD ACTIVITY

Story based learning: "Surface Area and Volume"
Matching game.

INSTRUCTIONAL RATIONALE

Stories that incorporate the skill or concept being practiced into the storyline increase cognitive attention and concept mastery. Matching games support students' attention to detail, increase concentration and trains visual memory.

APPLY

1. At the conclusion of the read aloud, project the KneoWorld story "Surface Area and Volume" on a wall or screen for the students to see. Read the story aloud. Feel free to ask students to volunteer for different roles to read, if the reading level is appropriate.

2. After the read aloud of the KneoWorld story, ask students to login (or you might have already logged in for them on their devices), and ask them to individually go through the story again and play the games. Allow them to leave the story unmuted, if you choose.

3. Encourage students to read the story and play the games multiple times on subsequent days during individual or small group reading time (or even on their own time outside of school). The purpose of using KneoWorld is as a tool to reinforce and support your instruction and to give you formative feedback (using the analytics) to help you determine where students are in the mastery of the skill/concept they are working with... not as a tool to facilitate the instruction itself.

CONNECT

Turn and talk with a partner and discuss which concept (surface area, area, volume) was the most difficult and why.

ASSESS

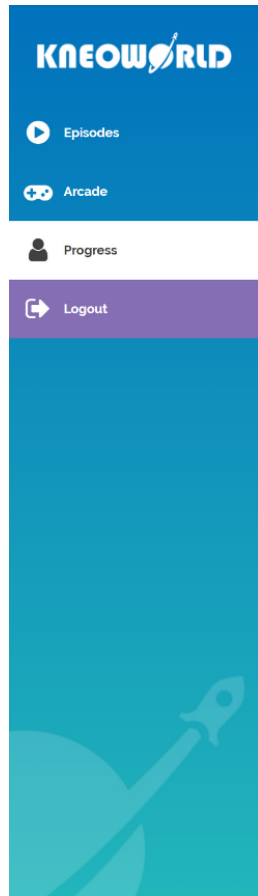
Use analytics from the game to understand where the student is in mastering surface area, area and volume. The levels of the game progress, starting with an entry level to the skill (Level 1), progressing in difficulty to mastery of the skill (Level 3). Level 4 will always be a little above mastery, working on the next learning level of the skill within its learning progression.

Engage • Educate • Assess



KNEOWORLD THE POWER OF OUR PLATFORM

Analytics that **ASSESS**



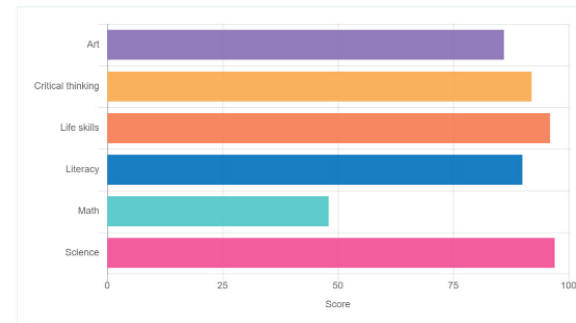
Filter Progress Reports

Filter Progress Reports

Start date ☒ End date ☒

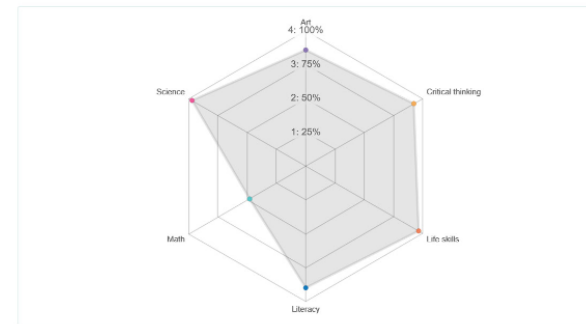
Progress Report

Select a bar in the chart to see more detail. The detail is displayed below the Episode Progress chart.

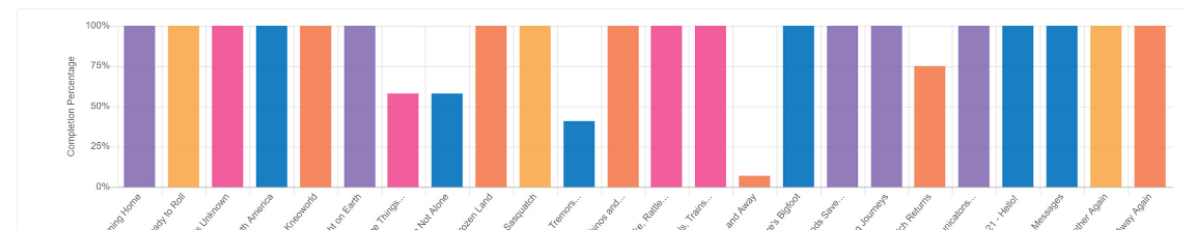


Progress

Hover over a point on the chart to see more detail.



Episode Progress

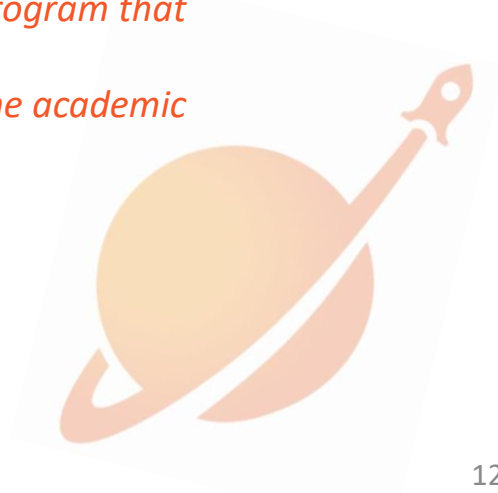


BUILD SHAREHOLDER VALUE VIA ANNUALLY RECURRING REVENUE BASED ON 4 PILLARS

- Partnerships that facilitate access to government and private enterprise funding channels
- Leading technology to ensure we maintain a commanding position in special and general education
- Validated content by globally recognised education bodies
- Recruit top talent in education and business development to deliver scale in our deployed markets

"Kneoworld takes children on exciting adventures around the world with interesting learning experiences with a group of multi-racial-characters. Kneoworld provides excellent Professional Development to staff prior to the implementation of the program to students. Engaging games are incorporated into each section of the program that students enjoy playing while learning. A new and exciting way of engaging students while tracking data on the academic progress of each individual student."

Dr. Marcia Zashin - Director
Cleveland Metropolitan School District
Ohio, USA
14 April 2020





James Kellett
Executive Chairman & CEO



Jeff Bennett
Non-Executive Director



Frank Lieberman
Executive Director NY



Lord Anthony St John
Chairman KneoWorld UK



Louis Diggs
Senior Sales Director US



Damian O'Sullivan
Chief Operating Officer



Dr Denine Jimmerson
Director of Curriculum



Isabelita Perez
President KneoWorld PH

Corporate Overview OTCQB:KNEOF DTC Eligible / ASX :KNM

Shares on issue	906.4M
Unlisted Options on issue	152.4M
Debt-Convertible Notes	Nil



WHY INVEST IN KNEOMEDIA

- Worldwide stable, fully developed and integrated SaaS cloud-based technology platform.
- Multiple sales channels including the Dell/NAACP collaboration now driving US marketing and sales after successful deployment in NYC.
- State, County, Borough, District and Government recognition and validation from Education Departments and individual schools.
- Highly affordable annual cost per student with annuity income stream.
- Ethical investment providing education where it is needed most.
- Extremely low valuation at market cap of <\$20 million.
- Now OTCQB DTC eligible and ordinary stock trades on most online platforms as KNEOF.

TO EXPLORE FURTHER

www.kneomedia.com

www.kneoworld.com





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