KNEOMEDIA Limited

ASX: KNM | OTC: KNEOF

CEO Presentation

2023 Annual General Meeting

Publishers of KNEOWORLD™

AGENDA

- Introduction
- Pathway to profitability
- Financial Traction
- Platfrom Expansion
- Markets
- Case Studies
- FY24 Outlook
- Thank you and Contact

Pathway to profitability

In FY23 our initiatives fortified our **KneoWorld Education Platform**, improved our cost base, and enhanced our position toward sustained profitable growth

KneoWorld Platform

- Highly engaging online stories, games and assessment
- Standards-aligned curriculum Pre K - Grade 6
- Math, reading, social-emotional content tailored to groups or individuals
- Analytics measures student academic growth and progression
- The assessment function provides ongoing educational instruction
- Flexible and easy to use at school, remotely - or both
- Extensive teacher resources

Business Operations

- Revenue generating, market-leading SaaS-based edutech company
- Large IP investment developed and tested over time
- Ability to rapidly roll out to scale
- Roll out cost base diminishes with growth
- Successfully deployed in NYC public schools, worlds biggest education market
- Content can be easily aligned to meet regional curriculum standards

Product Innovation

- Initiatives with new tech partners ensures future-proof technology, cyber security, school connectivity and global application
- By engaging 3rd party specialists on a modest revenue % basis, means we focus on our core business of content development and maintain costs and provide interoperability, video inclusion and other developing features
- The substantial use of AI in content development has both contained cost and greatly expedited production

FINANCIAL TRACTION

KNEOMEDIA

Financial Traction

FY23 Group highlights

Continued growth

FY23 Revenue of

$1.2M

Up 242% YOY

FY24 Revenue YTD of

$1.7M

Up 46% YOY (Recognized over FY24)

FY23 Gross Margin improved by $.83M to

37%

FY23 EBITDA of ($1.5M) improved by

$1.7M

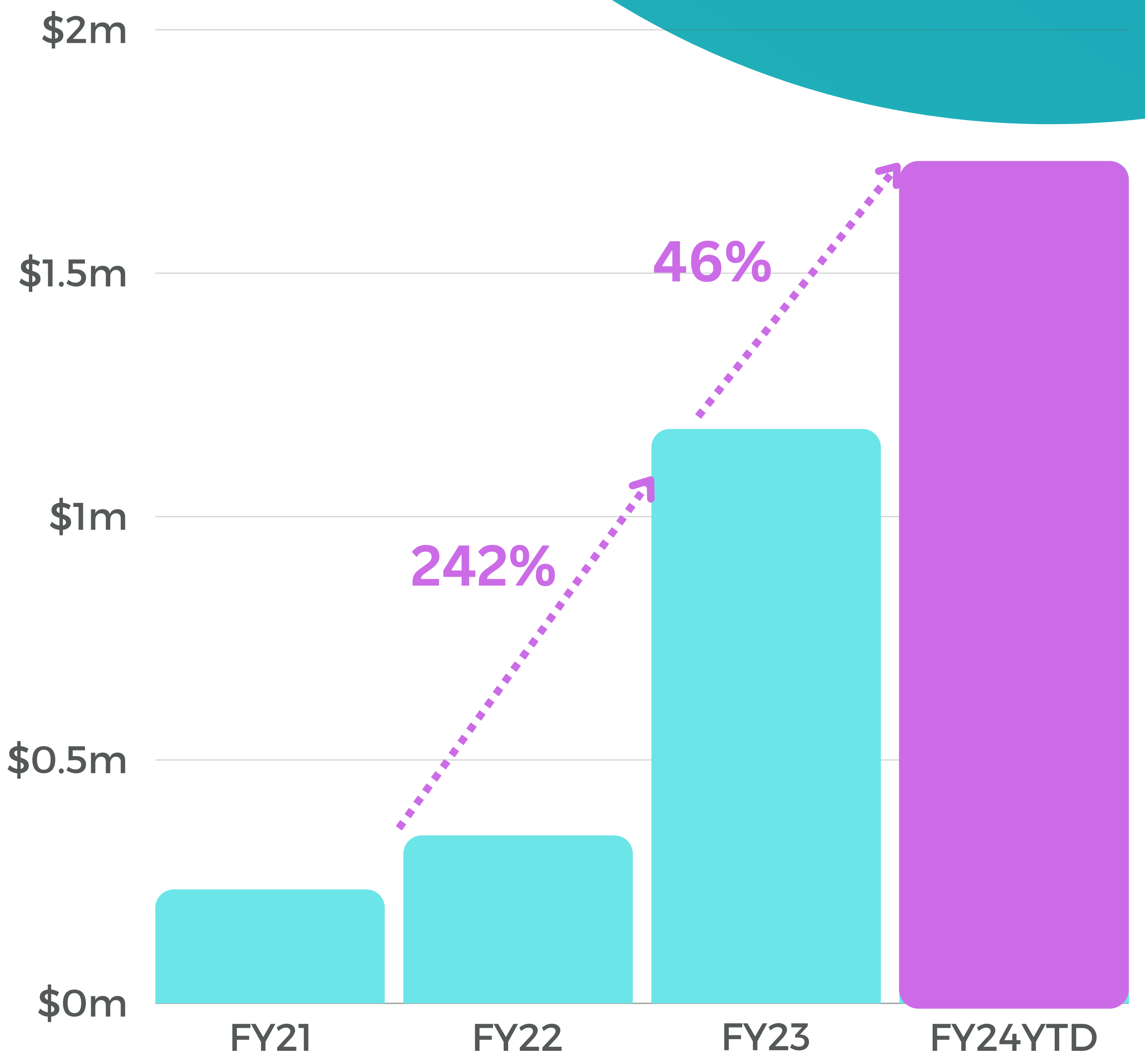
Financial Traction

Revenue

Continued growth

Showing continued improvement with paid revenue for FY24 YTD at $1.73m already exceeding FY23 by 46%

(Recognized over FY24)



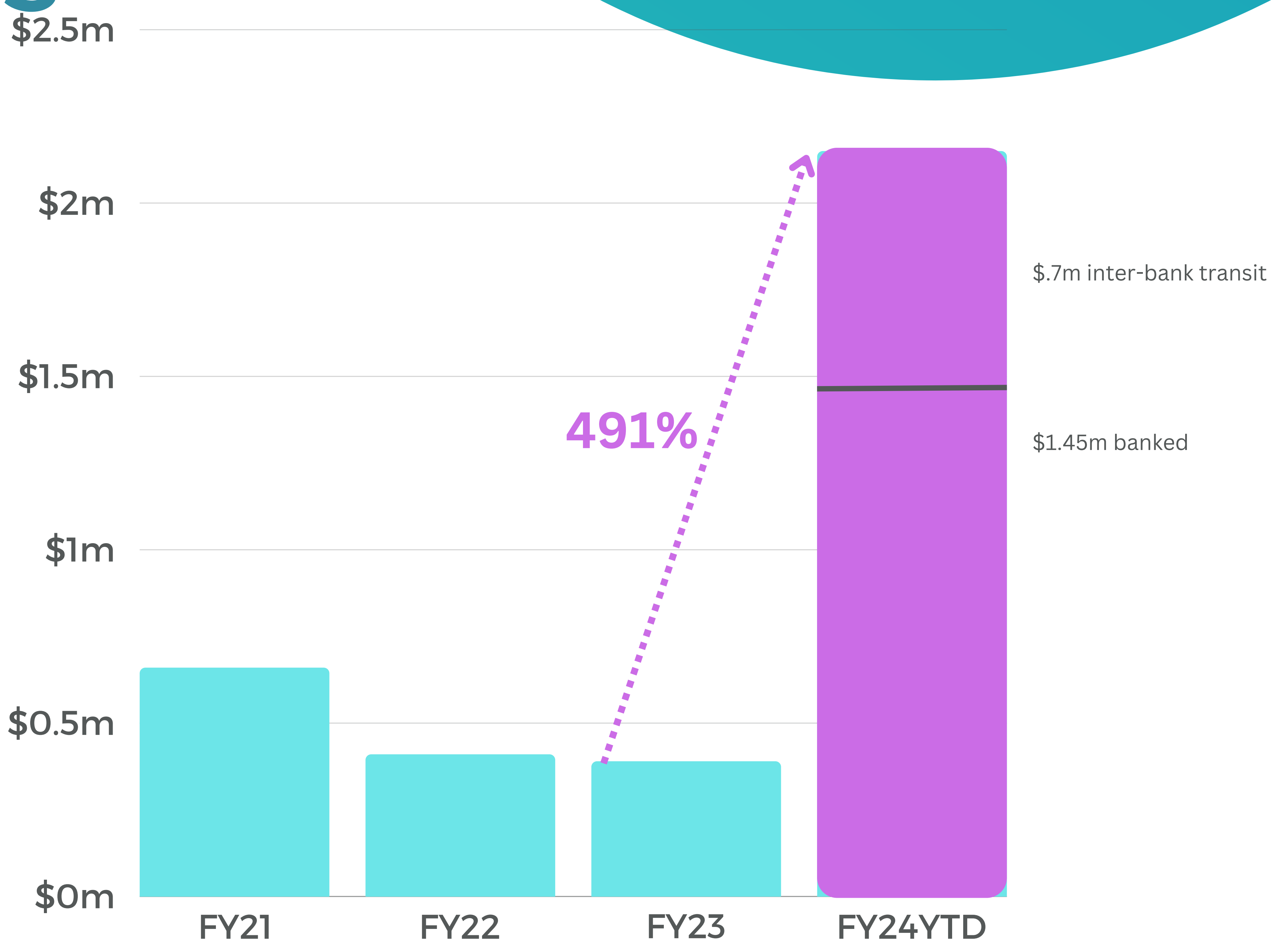
Financial Traction

Customer Receipts

Improving cashflow

Continued improvement during HY24 with timely customer receipts aligning more closely with sales. A clear demonstration of KneoWorld recognition

(Recognized over FY24)

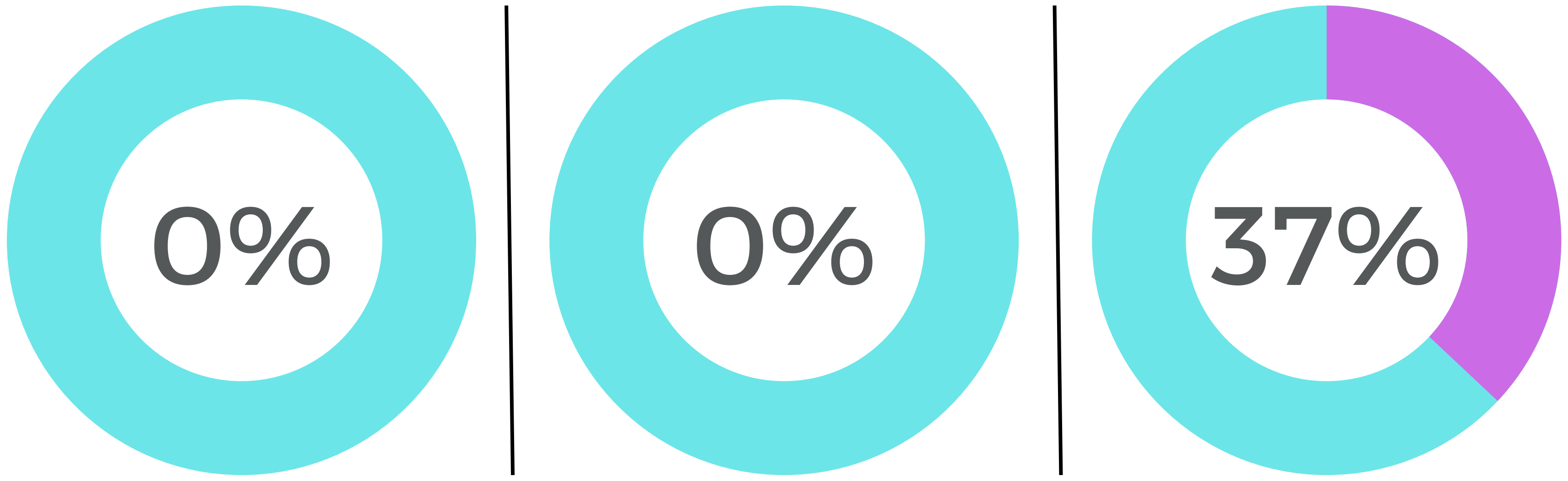


Financial Traction

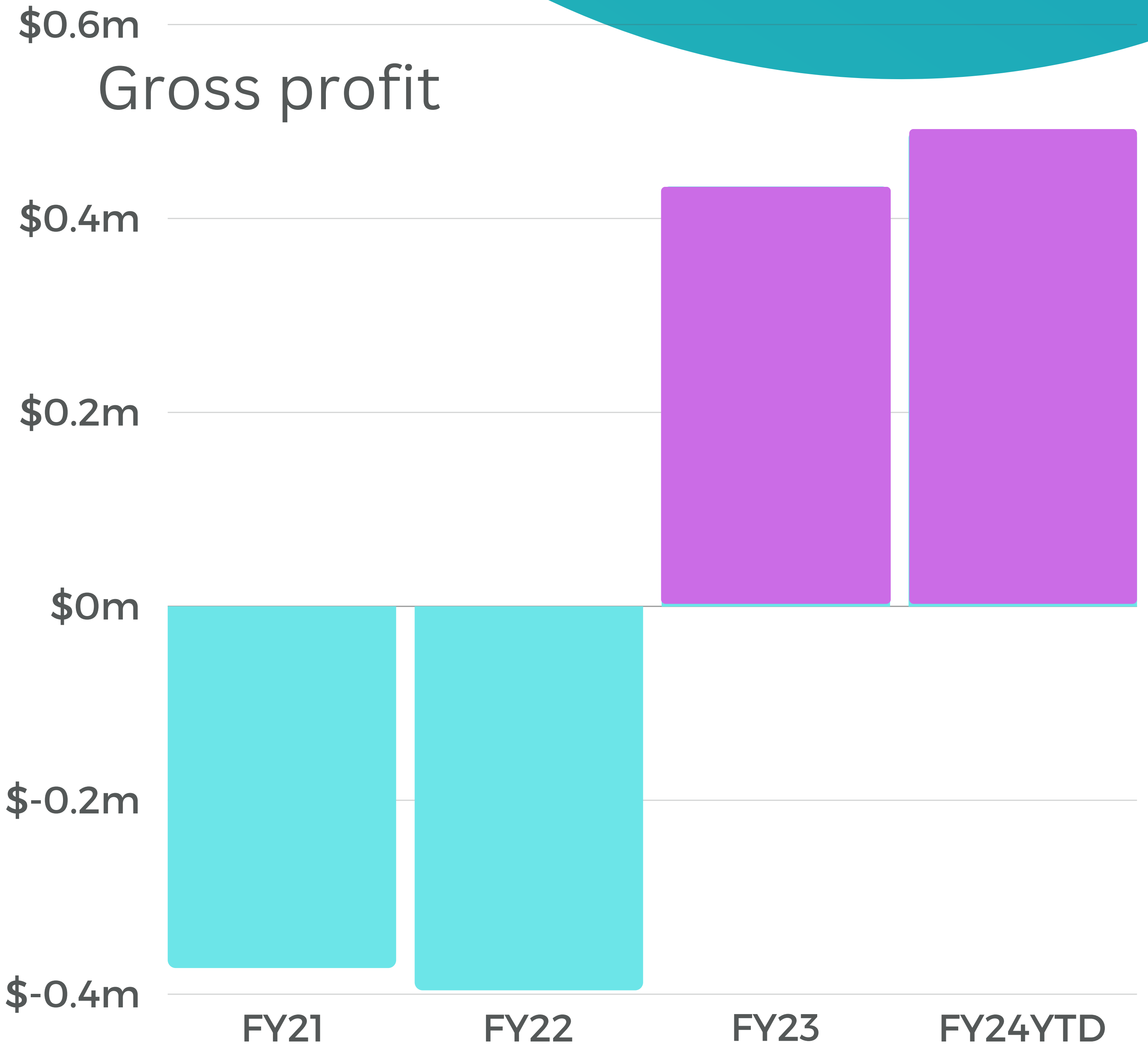
Gross Profit

Showing strong improvement

KneoMedia's SaaS model clearly achieves a high level of gross margin as viable sales are reached and continues to improve with scale



FY21 FY22 FY23

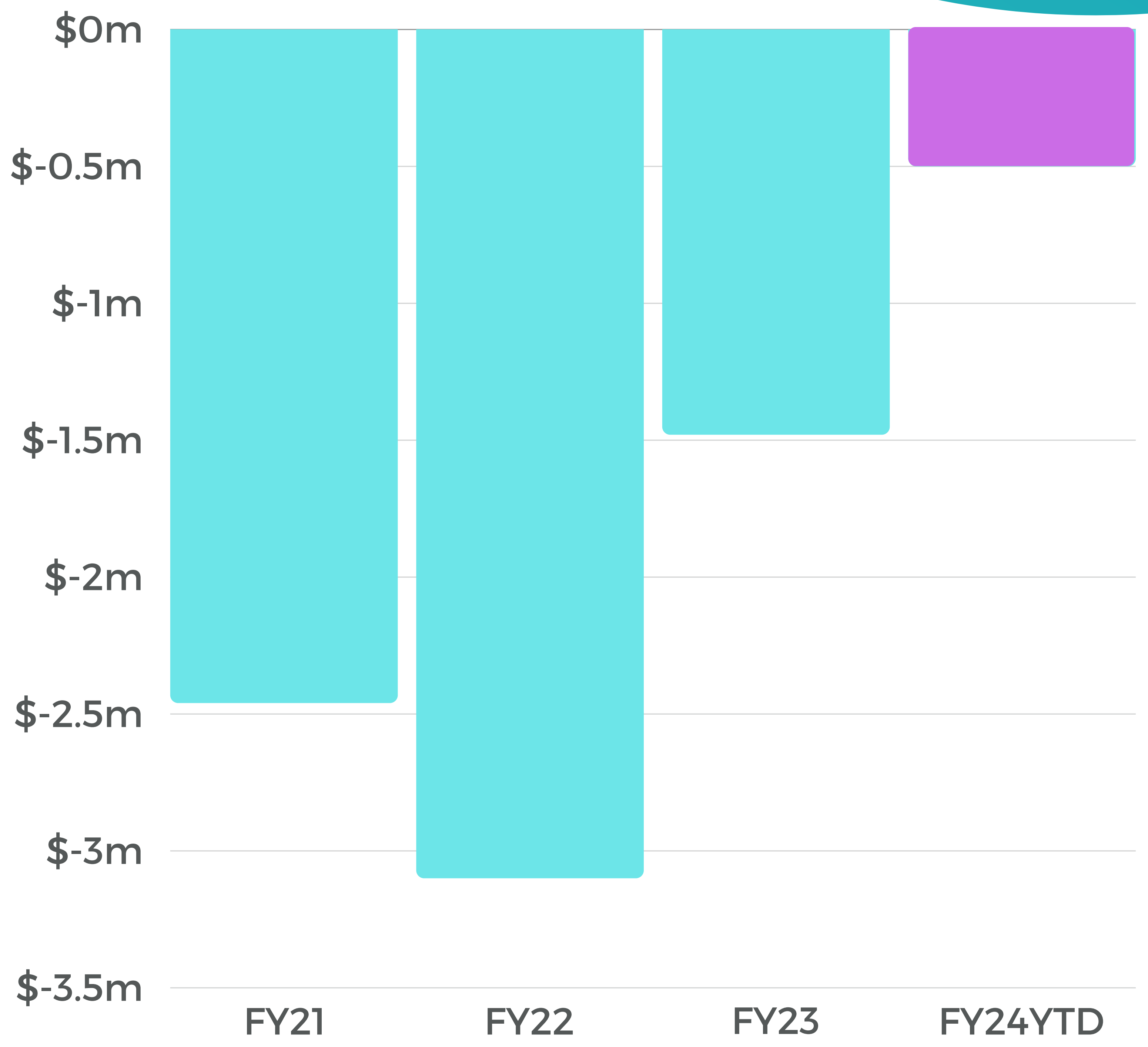


Financial Traction

EBITDA

Towards profitability

With continued sales growth and largely fixed costs, the company is approaching profitability



KNEOWORLD™

PLATFORM EXPANSION

KNEOMEDIA

KneoWorld Platform Expansion

Key Tech Partnerships

Collaboration with new tech partners to future-proof our technology

Qualitest, a US-based development AI, DevOps, and Automation company with 7,000 employees specializing in platform development and quality engineering and security

Learnosity, a global leader in assessment services, known for its gold standard assessment engine and modern APIs. This partnership reduces time and costs while meeting school districts' unique requirements and keeps pace with rapidly evolving markets

Edlink makes interoperability possible for all schools by building scaleable and invisible tools that enable Kneoworld to connect to all school rostering and cyber security systems

These partners enable KneoWorld to focus on it's primary activity of content development while avoiding the cost of rapidly evolving technologies

The benefits:

- **Competitive Advantage**: Stay ahead of rivals with adaptability
- **Longevity**: Extended lifespan with fewer replacements
- **Cost-Efficiency**: Reduced expenses over time
- **Flexibility**: Easily integrate with new systems
- **Risk Reduction**: Minimize obsolescence risk
- **User Experience**: Ensure a modern and compatible experience
- **Sustainability**: Decrease electronic waste
- **Enhanced Security**: Stay protected against evolving threats
- **Scalability**: Accommodate growth seamlessly
- **Innovation**: Foster a culture of ongoing improvement

KneoWorld Platform Expansion Technical Capability

Technical Standards Integrated Platform to enable powerful **Interoperability** and **Data Management**

- Clever
- Class Link
- Schoology
- Canvas
- Google
- Microsoft
- Other SIS/LMS Tech Standardized Platforms

Edlink
Unified API Integration
Meets all required data security standards for:
FERPA
COPPA
SOPIPA
CCPA
GDPR

With KNEOWORLD™ Educators can:

Easily find what they need

- Single sign on
- Rostering
- Learning Tools Interoperability **LTI**
- Ongoing sync of data (follow the student)
- Globally unique IDS
- Access to **KneoWorld** & other LTI libraries of content

See student academic progression

- Testing/Observations
- Teacher Dashboard
- Learning activities
- Assessment
- Reports by
  - Student
  - Class
  - School
  - District
- Usage

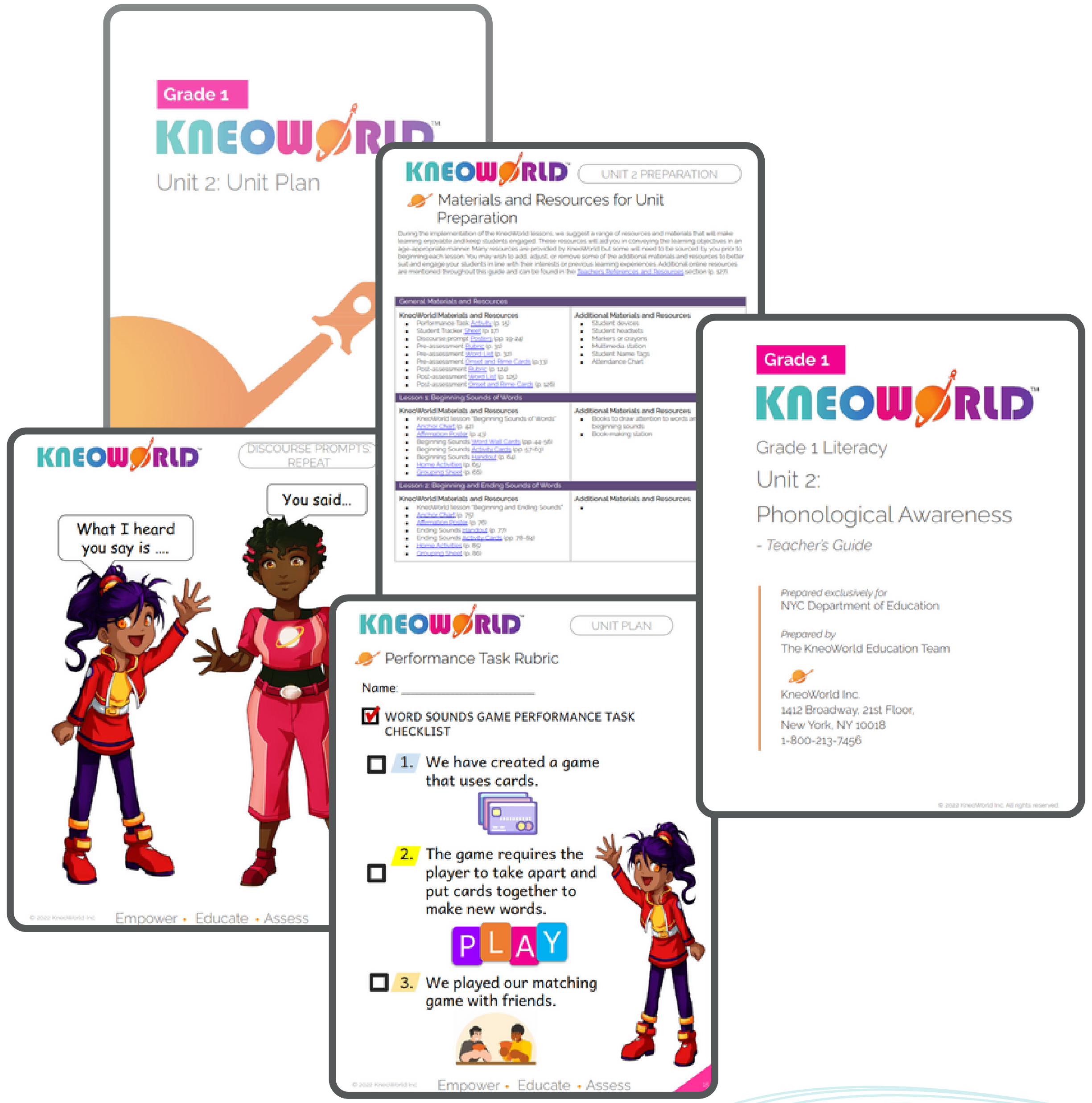
KneoWorld LMS

Learnosity Question
+
Testing Interoperability
QTI

Ongoing Content Expansion

Our tech partners enable us to focus on our core mission: creating educational content to **Empower**, **Educate** and **Assess** students with standards and curriculum aligned lessons

100's of Lessons, Challenges and Activities



Extensive Teacher Resources

- 30-week, daily Teacher Guide
- Individual Lesson Plans
- Weekly Plans

Game-based challenges are undertaken throughout lessons to measure student progression

Teachers can instantly monitor student academic advancement to provide differentiated instruction
by tuning the program to the learner's individual needs

KNEOWORLD™

MARKETS

KNEOMEDIA

KneoWorld Markets

B2B Channels

Connect ALL Kids NAACP/DELL Collaboration

- Funded by DOE State and City budgets and political and Foundation budgets
- NAACP delivers unrivalled access to government
- Power of Dell marketing
- US$50 p.a. seat licence

Annual direct to school district seat licence sales

- Funded by DOE Federal, State and City budgets
- Approved for Federal Title IV funding
- Re-aligned NYC developed content
- US$50 p.a. seat licence

ELC Readiness & Prekindergarten learning programs

- Funded by education Federal and State budgets
- Current focus in Florida where centrally managed by State
- 400,000 Florida Early Learning Students
- Re-aligned NYC developed content
- US$50 p.a. seat licence

KneoWorld Markets

Key Distribution Partnerships

US Key Partners & Alliances/Collaborations

Florida DOE Early Learning Centres (ELCs)in Osceola County

NAACP - 2,300 branches. Connect All Kids underpins their education push

Dell provides consulting support and products for the Connect ALL Kids initiative

Google for Education Partner status

NYC DOE supports the Connect ALL Kids intiative with the program deployed across 4 boroughs

NYS Education supports the Connect ALL Kids initiative

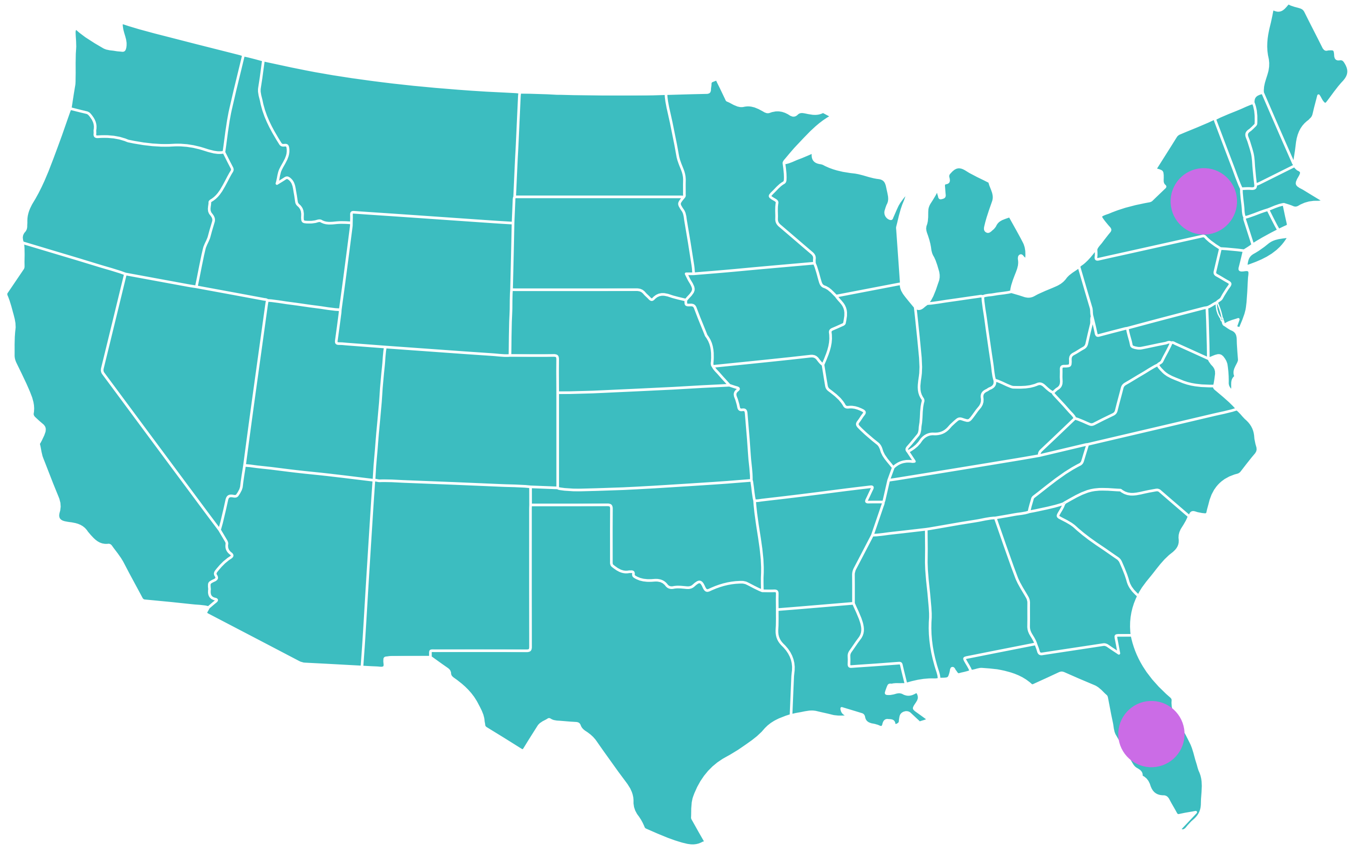
KneoWorld Markets

Core Market USA

US Addressable Market

Pre K - 6 Students 24 million

- New York and Florida being 2 of the 4 largest education systems are a bell-weather for smaller states
- California (Los Angles) and Illinois (Chicago) future targets with a similar demographic
- NAACP Connect ALL Kids collaboration objective is a national rollout
- KneoMedia has a direct engagement objective for it's KneoWorld platform across a number of states



New York City and State

Pre K - 6 students 2.2 million

- **30,000 licences currently deployed**
- Connect ALL Kids deployment continues across 4 boroughs of NYC
- Further licence rollout opportunities expanding

Florida State

Pre K - 6 students 1.9 million

- **1,000 licences deployed in 2023, now renewed in 2024. The outstanding student results are now being successfully promoted to other counties**
- 400,000 Early Learning Centres (ELC) students across 6,500 ELCs

KNEOWORLD™

CASE STUDIES

KNEOMEDIA

KneoWorld Case Studies

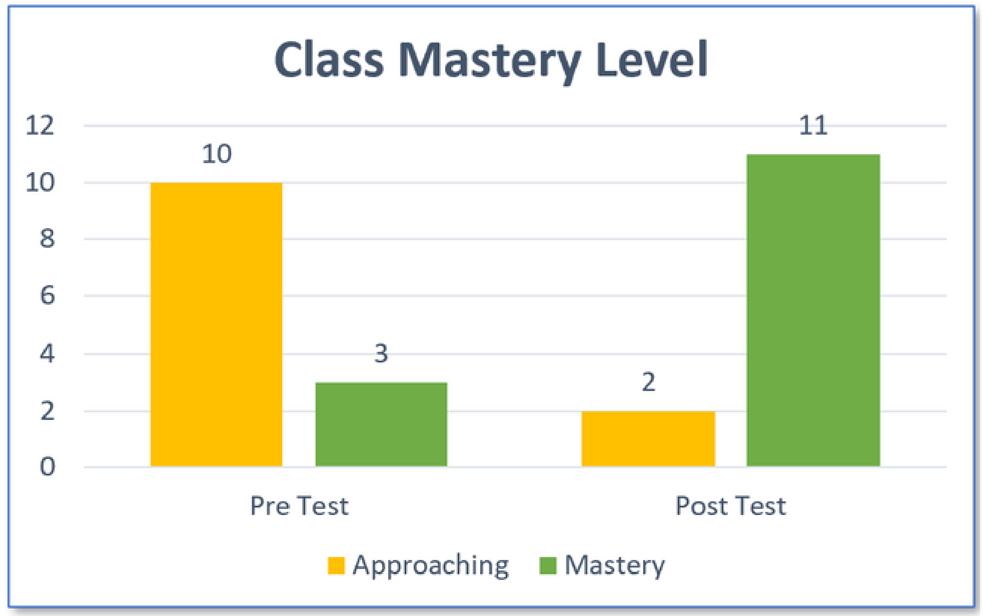
Case Study 1

Program Overview – Unit 1 Progress

Cohort Pre-Test Performance
Average Score: 15
Average Level: Approaching

Cohort Post-Test Performance
Average Score: 19
Average Level: Mastery

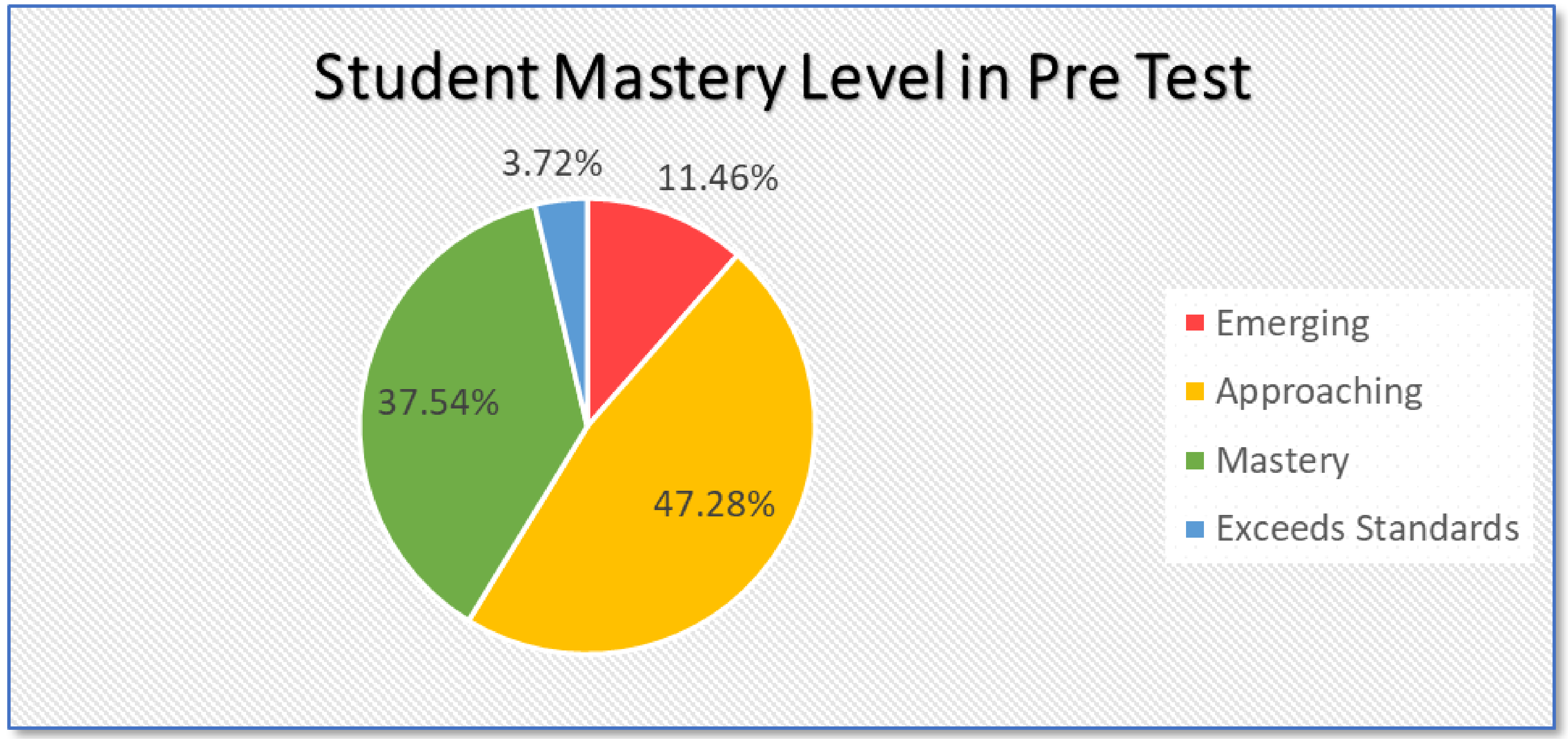
Organization	Class Name	Total Students	Pre-Test Average Score	Pre-Test Level	Post-Test Average Score	Post-Test Level
[redacted]Star	VPK	12	15	Approaching	21	Mastery
[redacted]Academy	VPK A	11	13	Approaching	19	Mastery
[redacted]	VPK	22	16	Approaching	19	Mastery
[redacted]Academy [redacted]	VPK	8	17	Mastery	24	Mastery
[redacted]Academy	VPK	11	12	Approaching	21	Mastery
[redacted]Learning Academy	VPK A	12	15	Approaching	17	Mastery
[redacted]	VPK	18	15	Approaching	22	Mastery
[redacted]Child Care	VPK A	4	13	Approaching	16	Approaching
The Learning Center - YMCA - [redacted]	[redacted] A	19	18	Mastery	22	Mastery
The Learning Center - YMCA - [redacted]	[redacted] B	16	17	Mastery	22	Mastery
The Learning Center - YMCA - [redacted]	[redacted]	20	13	Approaching	17	Mastery
The Learning Center - YMCA - [redacted]	[redacted]	20	15	Approaching	20	Mastery
The Learning Center - YMCA - [redacted]	[redacted]	17	12	Approaching	13	Approaching

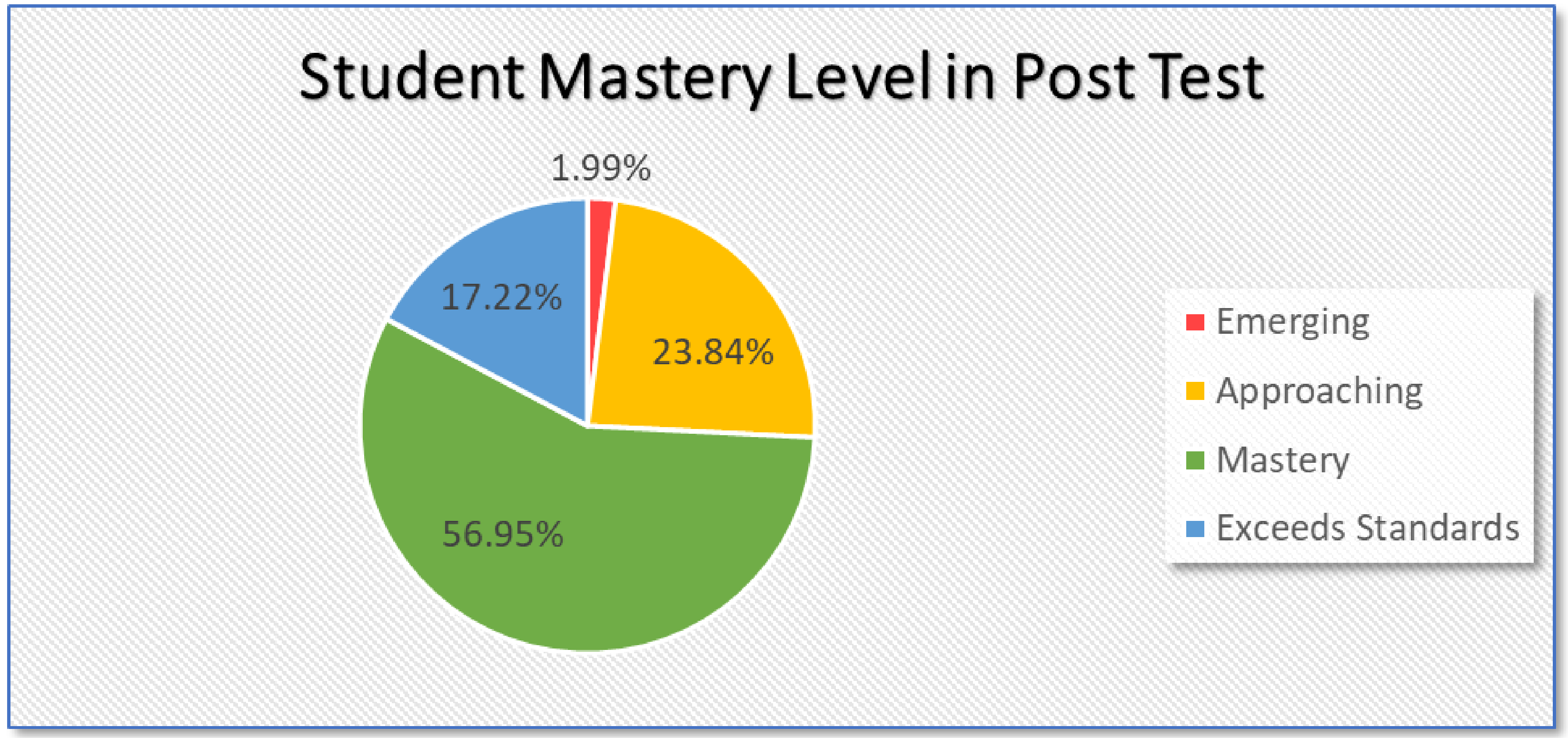


Evidence of academic progress aligned with the assessment rubric.

Case Study 2

Clear demonstration of academic growth against assessment rubric





FY24 OUTLOOK

KNEOMEDIA

Strive for sustained and profitable growth

FY24 Outlook

- **Tech Partnerships for Content**: Leverage new tech partnerships to create essential instructional content and expand market reach.
- **Scaling 'Connect All Kids':** Scale our 'Connect All Kids' Program to drive sustainable ARR growth.
- **Key Markets Focus:** Target strategic growth in 2024: NYC, NY State, Florida, Michigan, and California.
- **Content Excellence:** Invest in top-quality content to maintain EduTech leadership.
- **AI-Driven Education:** Advance AI to personalize learning outcomes cost-effectively.
- **Global Brand Collaborations:** Expand partnerships with global brands, following our success with Dell.

CONTACT US

James Kellett Executive Chairman | CEO – JKellett@kneomedia.com

Anna Isakks Chief Financial Officer – AIsakks@kneomedia.com

Eryl Baron Company Secretary – Eryl.Baron@boardroomlimited.com.au

This presentation has been approved for release by the Board of KneoMedia Limited.

KNEOMEDIA

THANK YOU

Disclaimer & Safe Habour

This document does not, and does not purport to, address any or all issues which are or may be material or of interest to the Recipient in connection with its own due diligence review of the Company, the Business or otherwise. The Recipient may not, and by receiving this document the Recipient acknowledges that it is not entitled to and agrees not to, rely on any part of this document (whether as to a matter of fact, forecast, opinion or belief) for any purpose whatsoever.

Certain statements in this document relate to the future. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other important factors that could cause the actual results, performance or achievements of the Company and the Business to be materially different from future results, performance or achievements expressed or implied by such statements. Such forward looking statements are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future. No representation, assurance or guarantee is given that the occurrence of the events expressed or implied in any forward-looking statements in this document will actually occur. The forward-looking statements in this document reflect views held only at the date of this document.

Past performance information given in this document is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance. By accepting this document, the Recipient agrees that it will make and rely solely upon its own due diligence investigations and enquiries and will not in any way rely upon any of the information in this document or use this document for any purpose other than as information to assist the Recipient and its advisers to undertake its own due diligence investigations and enquiries.

None of the statements, opinions, projections, forecasts or other forward-looking information contained in this document have been independently verified and no commitment, representation or warranty, express or implied, is made in relation to their accuracy, reasonableness or completeness. Furthermore, where statements in this document are taken from or attributed to sources created by third parties, the Recipient should have regard to those sources and rely on its own enquiries.

KNeoMedia has prepared this document based on information available to it at the time of preparation and subject to the qualifications in this document. To the maximum extent permitted by law, neither the Company nor any of its respective related bodies corporate or other affiliates, directors, officers, employees, representatives, agents, advisors or their respective advisors' affiliates or partners, directors, officers, employees or contractors (each a Limited Party and together the Limited Parties) takes any responsibility for the contents of this document or any action taken by the Recipient or any other person on the basis of any information in the document. The Limited Parties disclaim any obligation or undertaking to disseminate after the date of this document any updates or revisions to any forward-looking statements to reflect any change in expectations in relation to those statements or any change in events, conditions or circumstances on which any such statement is based. To the maximum extent permitted by law any and all liability in respect of this document and the information contained within it is expressly excluded including without limitation any direct, indirect or consequential liability, expenses, losses, damages or costs incurred by the Recipient or any other person as a result of their receipt or use of this document or arising from the information in this document being inaccurate or incomplete in any way for any reason, whether by negligence or otherwise. No Limited Party makes any representation or warranty, express or implied, as to the currency, accuracy, completeness, reliability, fairness or correctness of the information contained in this document or about KNeoMedia generally or any opportunity to invest in KNeoMedia in the future.

The documents presented on (or directly accessible from) this page may contain forward-looking statements. These statements relate to future events or KneoMedia's future financial performance. Any statements that are not statements of historical fact (including without limitation statements to the effect that the Company or its management "believes", "expects", "anticipates", "plans" (and similar expressions) should be considered forward looking statements. There are a number of important factors that could cause KneoMedia's actual results to differ materially from those indicated by the forward-looking statements. KneoMedia disclaims any obligation to update any forward-looking statement.