Sydney, 1 May 2019

3P Learning

2019 Macquarie Australia Conference

Rebekah O'Flaherty – CEO

3P Learning

3P on track for accelerated growth

- H2-FY19 marks the final stages of executing our 3-year strategic plan which has achieved its goals to reset the operating model, take significant cost out and reinvest in strengthening the product portfolio and building a scalable digitised sales and marketing model.
- A stronger 3P is now poised for growth through product, customer, geographic expansion and improvements in customer retention (our 3-year growth plan, 2020-2022, will be presented in our full year result).

2017 Strengthen Product Portfolio, Develop Scalable Sales and Marketing, and Globalise Operating Model

Prioritise Product Development and Innovation, develop Scalable Sales and Marketing Model and implement a Global Operating Model

2018 Position 3P for Profitable Growth

Complete implementation of an automated digital sales, service and marketing platform

2019 Accelerate Growth

Leverage a scalable platform, accelerate growth through product, customer and geographic expansion and improve retention

Culture and Talent

Underpinned by a high performance and "great place to work" culture

Mathletics

Spellodrome

readiwriter

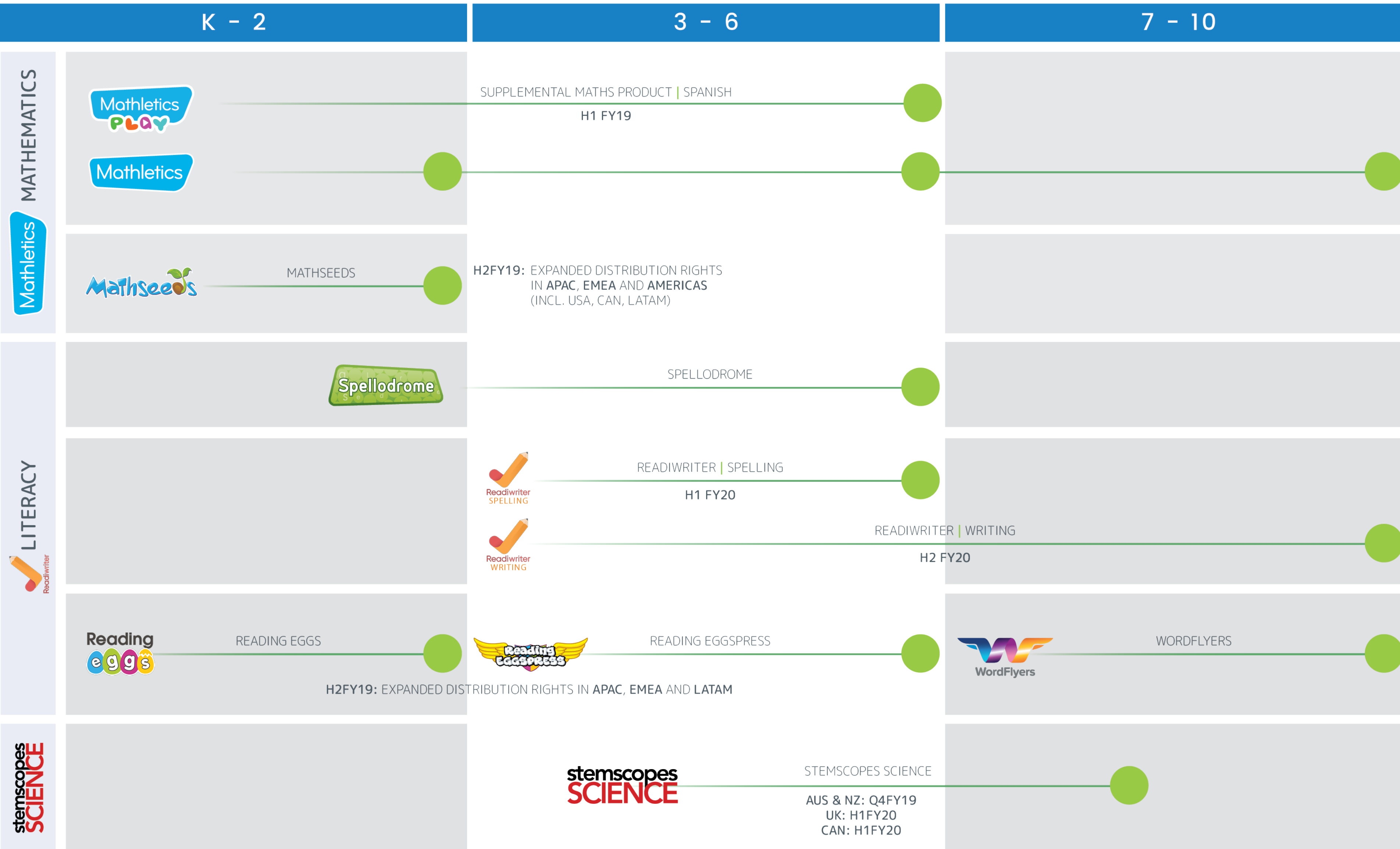
ABC Reading eggs

ABC Mathseeds

WordFlyers

stemscopes SCIENCE

In market products



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Video can be viewed at:

https://www.3plearning.com/investors/update-2019/

Product roadmap

2019

MATHEMATICS (Mathletics)

- **Strengthen K-2** — COMPLETED
  Numbeanies: Number Forest and Games Box | Magic Mentor Videos
- **Multiverse** — COMPLETED
  Intergalactic Multiplication
- **Play Paws** — COMPLETED
  Addition and Subtraction
- **Flash Transformation Project** — COMPLETED
  102 Flash Activities | Flash Activity Support | Teacher Center | Admin Center | Avatar system | Rainforest Maths | Maths Dictionary | Student Tablet App |
- **Mathletics Play (Spanish)** — COMPLETED
  Supplemental Maths Product (Spanish)
- **Mathletics Play** — READY FOR LAUNCH
  Supplemental Maths Product (English)
- **Strengthen K-2** — COMPLETED
  Una & Jiro Interactive Storybooks
- **Additional rich content** — MILESTONE 1, MILESTONE 2, MILESTONE 3
  Next Generation Activities (NG-A)

LITERACY (Readiwriter)

- **Readiwriter Phonics** — MERGING WITH SPELLING
- **Readiwriter Spelling** — MILESTONE 1, MILESTONE 2, MILESTONE 3, READY FOR BETA SEPTEMBER
- **Readiwriter Punctuation & Grammar** — MILESTONE 1
- **Readiwriter Writing** — DECEMBER

Strengthening our product portfolio

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FY19 Outlook - unchanged

- Expect another modest year of revenue growth, but with sales growth momentum expected in the latter part of FY19 and into 2020 and beyond.
- Stronger Balance Sheet with $25m to $28m of cash expected at year-end that will allow us to continue to support and grow the business.
- Regional outlook:
  - We continue to expect that APAC will enjoy revenue growth ahead of cost growth and will continue to enjoy the benefits of reduced cost of acquiring customers (CAC).
  - In EMEA, uncertainty around Brexit is creating a less favourable trade environment, as schools fear general price inflation and increased pressure on their budgets.
  - The Americas is on track for growth in the latter part of FY19. Our sales reset will drive new sales talent, product and marketing improvements. We expect that margins may contract but will continue to make an overall contribution to group.
- H2 FY19 marks the final stages of our 2017-2019 Strategic Plan.
- 2020-2022 plan will be shared in our full year results. The focus will continue to be on growth from product, customer, geographic expansion and improvement in retention, leveraging our scalable go-to-market model.
- This model will be enjoyed by our own products as well as complementary third party products, as evidenced by our expanded distribution arrangement for MathSeeds and Reading Eggs and our new distribution agreement with Accelerate Learning, all aimed at growing our install base and capturing additional revenue per customer.

Q & A

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