

ASX Announcement

12th December 2025

Learnt (an AdNeo Company) wins material contract with Hisense

Highlights:

- Learnt, an AdNeo company, has been **awarded the Hisense national contract** to build and deliver the end-to-end loyalty reward and recognition ecosystem for Hisense retail partners and sales staff to be rolled out from February 2026.
- The contract has an estimated **Total Contract Value (TCV) of ~\$222k** and includes the yearly software licence to the LMS, the development of content and the implementation of novel technology features for: gamified engagement, points-based incentives and ongoing reward structures.
- Learnt will develop the **Corporate Hisense Academy** to drive skill, knowledge and brand advocacy, by becoming a central learning destination for Australia's retail sales teams, providing structured product education, role-based upskilling, and engagement initiatives backed by digital certificates and achievement recognition.

AdNeo Limited (ASX:AD1) (AdNeo or the Company), is pleased to announce that one of its subsidiaries, **Leant Business** (Learnt), has been awarded a significant new national contract with Hisense, one of Australia's and Global leading consumer electronics brands. Learnt Business was acquired by AdNeo in August 2025 and is focused on the B2B market, offering a leading edge Corporate LMS (Learning Management System); Digital Badges; Training and Onboarding, servicing customers like Super Retail Group and Toyota.

Under this agreement, Learnt will design, develop and deploy the full **Hisense Loyalty Reward Sales Program and Corporate Hisense Academy** across the Australian retail network.

This agreement represents a major step forward in Adneo's expansion in the enterprise learning and engagement market, reinforcing the company's capability in delivering advanced digital education, recognition frameworks and behavioural-based sales enablement systems at scale.

Material Contract Win with Hisense

The contract has an estimated **Total Contract Value (TCV) of ~\$222k** and includes the yearly software licence to the LMS, the development of content and the implementation of novel technology features for: gamified engagement, points-based incentives and ongoing reward structures.

The project is scheduled for staged national rollout commencing in February 2026 and has a duration of 12 months, with opportunities for productive long-term partnership and expansion.

Learnt will deliver the end-to-end loyalty reward and recognition ecosystem for Hisense retail partners and sales staff, including gamified engagement, points-based incentives and ongoing reward structures.

The Hisense Academy will become a central learning destination for Australia's retail sales teams, providing structured product education, role-based upskilling, and engagement initiatives backed by digital certificates and achievement recognition.

Developed in joint strategic alignment with Hisense, the program is designed to lift product knowledge, accelerate sales conversion across all retail brand partners, and strengthen frontline expertise through badges, certificates, in-platform recognition and performance-driven capability development.

Growth Strategy in B2B with Learnt

Since the acquisition by AdNeo, Learnt has been focused on B2B enterprise sales growth. The Learnt product suite has been integrated into the B2B offering of AdNeo, closely aligned to the Art of Mentoring platform. Bringing together the LMS and Mentoring products have formed a Unified Mentoring and Training Platform, which is unique in Australia, and that has been at the core of AdNeo's sales synergies post merger.

With a combined marketing team and go to market motion the Learnt team has been able to build an impressive customers pipeline, which is expected to deliver significant growth in 2026.

Learnt has also being awarded two prestigious GOLD LearnX Awards in November 2025 for BEST LEARNING & DEVELOPMENT solution.



LEARNT

BEST LEARNING & DEVELOPMENT: EMERGENCY TRAINING

Honouring a critical initiative, this award recognises an enterprise training project specifically designed to support talent development for emergency work (e.g., pandemics, crises, natural disasters).



LEARNT

BEST LEARNING & DEVELOPMENT: MICRO LEARNING (L&D)

Applauding impactful design, this award recognises an enterprise microlearning project that uses short, accessible content to drive and support talent development.

Gerard Manion, CEO of Learnt Business commented:

"This contract win and partnership is a milestone moment for Learnt Business and AdNeo. Together with Hisense, we will build a powerful national framework that elevates capability, rewards performance and drives measurable retail uplift. We are proud to be entrusted with such a strategic program and look forward to delivering long-term value to Hisense and its retail network."

END

Authorised for release by AdNeo's CEO and Managing Director, Angus Washington.

For further information, please contact: investors@adneo.com.au

AdNeo Ltd (ASX: AD1)

AdNeo (ASX:AD1) actively acquires, owns, and manages high-growth companies in the SaaS and innovative services sectors. AdNeo drives shareholder value by strategically acquiring synergistic companies with significant growth potential. Our experienced management team enhances operational efficiency and stimulates innovation, opening new market opportunities. This focused strategy maximises profitability and ensures exceptional returns for our shareholders.

Forward-looking statements

You are cautioned not to place undue reliance on any forward-looking statements regarding our belief, intent or expectations with respect to AdNeo's businesses, market conditions and/or results of operations (particularly in light of the current economic uncertainties and volatility).

Not advice

Information in this announcement, including forecast financial information, should not be considered as investment, legal, tax or other advice. You should make your own assessment and seek independent professional advice in connection with any investment decisions.

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