



ASX:OLL

2020 ANNUAL GENERAL MEETING
PRESENTATION

CHAIRPERSON'S ADDRESS

KEVIN BARRY

FY2019 RESULTS

SUMMARY

- During FY2019 year, the Group restructured its operations to focus on growing Platform SaaS revenue by expanding its sales, marketing and customer success teams.
- Strong growth in Platform SaaS and Marketplace gross sales, which grew by 91% and 108% respectively y-o-y.
- Significant reduction of headcount in the Services division resulting in a decline in Services revenue y-o-y.

	2019 \$	2018 \$	INC/(DEC) %
Revenue from ordinary activities	1,602,613	1,765,095	(9.2)
Revenue comprises of the following:			
Platform SaaS fees	722,525	379,259	90.5
Marketplace sales	585,928	282,139	>100.0
Services sales	632,309	1,227,101	(48.5)
Gross sales	1,940,762	1,888,499	2.8
Less: Sharing of revenue with course creators	(338,149)	(123,404)	>100.0
Revenue	1,602,613	1,765,095	(9.2)

KEY POINTS

- Gross sales for FY2019 increased by 2.8% y-o-y, despite the reduction in Services sales, due to strong growth in Platform SaaS and Marketplace sales.
- Statutory net loss for FY2019 increased 76% y-o-y to \$(7,719,951) due to incurring of the following major cost elements:
 - operating costs to increase market share in the online education space;
 - costs related to rationalisation exercise; and
 - costs related to pre-IPO and IPO expenses
- There was no significant change y-o-y in the normalised loss after tax for FY2019 at \$(4,398,704).
- Net cash flows used in operating activities improved To \$(3,874,122) in FY2019 from \$(4,544,548) in the prior year.

STRATEGY

The disruption caused by COVID-19 to the education sector will be a key driver of the Company's growth going forward and is likely lead to fundamental and long-lasting changes to the higher education sector. The accelerated shift to online education is creating new opportunities for the Company, requiring a level of flexibility to ensure that the Company secures opportunities that enhance the medium to long term value of the Company.

KEY FOCUS AREAS TO ACCELERATE ITS REVENUE GROWTH:

→ **Platform for delivering high quality education**

The Company's focus is on growing SaaS revenue by enabling education providers to deliver quality online education through its purpose-built platform and learning services division as the medium/long term solution for education providers to move online.

→ **Leader in micro-credentials and short courses**

The launch of OpenCreds and the OpenCreds Investment Fund, along with the agreements that the Company has signed with Open Universities Australia, have positioned the Company to become the leader in the fast-growing and strategically important Australian micro-credential market.

→ **Strategic partnerships**

The Company continues to actively pursue partnerships with companies that offer complimentary products that fit into the OpenLearning ecosystem, resellers in new markets or sectors in which the Company does not currently operate and with higher education providers themselves to accelerate the development of high value courses and qualifications that have a strong business case and would create long term value for all parties.

The Board is confident in the Company's growth strategy and believes that the business has a strong platform from which to expand. The OL Group's growth initiatives are designed to support its vision to further consolidate our position as Australia's largest online education platform through leveraging its core business strengths.

PRESENTATION

ADAM BRIMO

OPENLEARNING: POWERING THE SHIFT TO ONLINE EDUCATION AND MICRO-CREDENTIALS

GLOBAL ONLINE EDUCATION PLATFORM THAT ENABLES HIGHER EDUCATION PROVIDERS TO DELIVER QUALITY ONLINE EDUCATION

- FOUNDED IN SYDNEY IN 2012
- TARGETTING **AUSTRALIA AND SOUTHEAST ASIA**
- **RAISED \$8M IN IPO** ON THE ASX IN DEC 2019
- USED BY 9 OF THE 43 AUSTRALIAN UNIVERSITIES
- SIGNED MULTIPLE **TRANSFORMATIVE DEALS** SINCE IPO
- LEADING PLATFORM FOR **AUSTRALIAN MICRO-CREDENTIALS**

116

PLATFORM SAAS
CUSTOMERS

2.5M

UNIQUE LEARNERS
WORLDWIDE

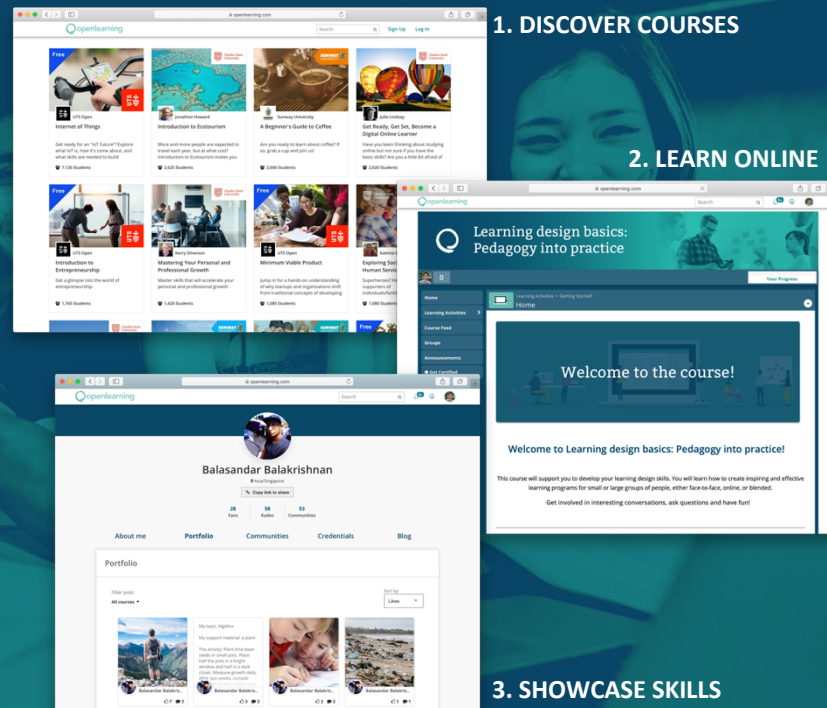
\$1.14M

ARR AND GROWING AT
71% YOY

1. DISCOVER COURSES

2. LEARN ONLINE

3. SHOWCASE SKILLS



PROBLEM: ACCESS TO QUALITY ONLINE EDUCATION IS LIMITED, NEW SKILLS ARE REQUIRED

70%

SEMI-SKILLED JOBS IN MALAYSIA
ARE AT A HIGH RISK OF
AUTOMATION

KHAZANAH
RESEARCH
INSTITUTE

74%

AUSTRALIAN WORKERS ARE READY
TO COMPLETELY RETRAIN TO REMAIN
EMPLOYABLE


pwc

50%

WORLD ECONOMY AFFECTED IF
CURRENT AUTOMATION
TECHNOLOGY IS ADOPTED

McKinsey
& Company

SOLUTION: NEXT GENERATION ONLINE LEARNING PLATFORM FOR EDUCATION PROVIDERS



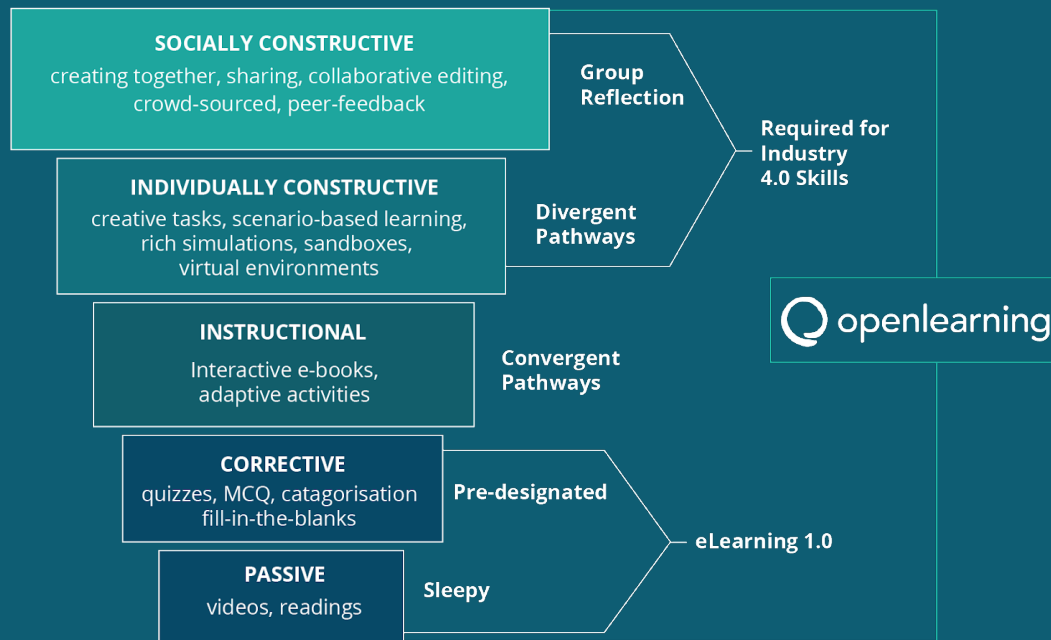
MARKETPLACE

Global high-traffic website for learners to discover new courses and degrees and providers to market their courses

CUTTING-EDGE PLATFORM

DESIGNED FOR THE FUTURE OF EDUCATION

- RESEARCH-BACKED APPROACH
- OUTCOME-BASED EDUCATION
- HIGH STUDENT ENGAGEMENT
- SOFT SKILLS AND PRACTICAL SKILLS
- INNOVATIVE ASSESSMENT SYSTEM
- AUTOMATICALLY GENERATED PORTFOLIOS



OPENLEARNING IS THE LEADER IN AU/SEA: HIGH STRATEGIC VALUE

COURSERA (US)

- Since 2011
- 40M users
- 201 institutions

coursera



UDACITY (US)

- Since 2011
- 15M users
- 20 companies

edX[®]

EDX (US)

- Since 2011
- 20M users
- 108 education providers

Future
Learn

FUTURELEARN (UK)

- Since 2013
- 10M users
- 83 education providers

OPENLEARNING (AU)

- Since 2012
- 2.5M users
- 116 education providers



STRONG ORGANIC GROWTH AND REPEAT USAGE

2.5M

UNIQUE REGISTERED
LEARNERS

3.7M

AGGREGATE ENROLMENTS IN
COURSES

3.8K

ACTIVE RUNNING
COURSES

1.8M

BADGES AND CERTIFICATES
ISSUED TO LEARNERS

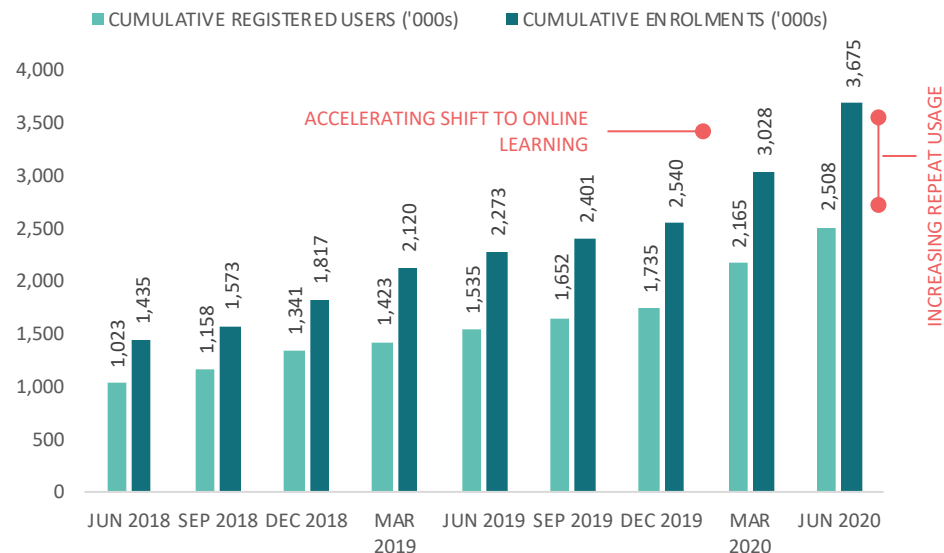
900K

ACTIVE LEARNERS

165

COUNTRIES WITH ACTIVE
LEARNERS

CUMULATIVE REGISTERED USERS AND ENROLMENTS



TARGETING THE \$67.9 BILLION MARKET OPPORTUNITY IN AUSTRALIA AND MALAYSIA

GLOBALLY SIGNIFICANT MARKETS

- GROWING GLOBAL **HIGHER EDUCATION HUBS**
- HIGHER EDUCATION IS A LARGE **KEY SECTOR** IN BOTH HIGH INCOME & EMERGING MARKETS
- AUSTRALIAN HIGHER EDUCATION IS **HIGHLY REGARDED IN MALAYSIA**
- REGIONAL OFFICE IN KUALA LUMPUR TO **SERVICE SOUTHEAST ASIAN CLIENTS**

HIGHER EDUCATION MARKET SIZE

	AUSTRALIA			MALAYSIA ¹		
	# OF PROVIDERS	# OF LEARNERS	ESTIMATED MARKET REVENUE (AUD)	# OF PROVIDERS	# OF LEARNERS	ESTIMATED MARKET REVENUE (AUD)
UNIVERSITY AND OTHER HIGHER EDUCATION ²	176	1.48m	\$37.9b	124	1.20m	\$9b
TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING ³	4,675	4.06m	\$9b	548	0.25m	>\$1b*
CORPORATE TRAINING/ PROFESSIONAL DEVELOPMENT ⁴	8,513	12.9m*	\$5b	2,994	15.3m*	>\$1b*
INDUSTRY ASSOCIATIONS ^{5 6}	2,728	12.9m*	\$4b	160	15.3*	>\$1b*

1. MALAYSIA EDUCATION BLUEPRINT 2015-2025 (HIGHER EDUCATION)

2. <https://www.teqsa.gov.au/latest-news/publications/statistics-report-teqsa-registered-higher-education-providers-2018>

3. https://www.ncver.edu.au/data/assets/pdf_file/0031/6925090/Total-VET-students-and-courses-2018.pdf

4. <https://www.ibisworld.com.au/industry-trends/market-research-reports/education-training/art-non-vocational-education.html>

5. <https://www.ibisworld.com.au/industry-trends/market-research-reports/personal-services/industry-associations.html>

6. <http://www.malaysiaservicecentre.com/associations.html> - MANAGEMENT ESTIMATE, # OF LEARNERS IS THE SIZE OF THE LABOUR FORCE <https://www.abs.gov.au/ausstats/abs@.nsf/mf/6202.0> and https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=126&bul_id=ekU0SG1yQk1wcExKUDhvN2RHTlhjZz09&menu_id=U3VPMldoYUxzVzFaYmNkWXZteGduZz09

OUR BLUE-CHIP CLIENTS IN MULTI-BILLION DOLLAR MARKETS

\$67.9b

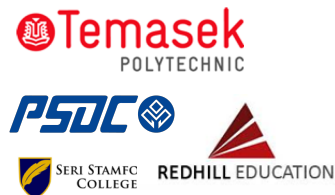
TOTAL EDUCATION EXPENDITURE IN
AUSTRALIA AND MALAYSIA*

\$46.9b
UNIVERSITY AND OTHER
HIGHER EDUCATION

\$10.0b
TECHNICAL AND
VOCATIONAL EDUCATION

\$6.0b
CORPORATE TRAINING AND
PROFESSIONAL
DEVELOPMENT

\$5.0b
INDUSTRY
ASSOCIATIONS



CREATING AND LEADING THE NEW AUSTRALIAN MICRO-CREDENTIAL MARKET WITH OPENCREDS

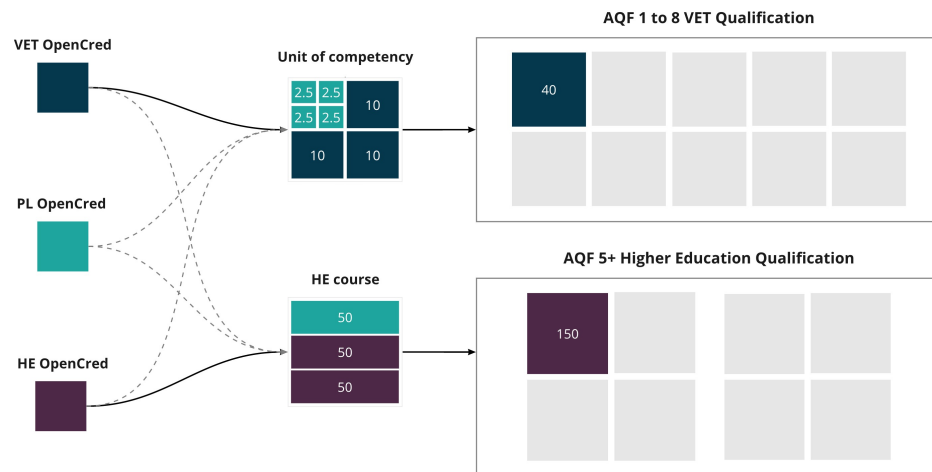
OPENCREDS BY OPENLEARNING

- ENABLES EDUCATION PROVIDERS AND INDUSTRY TO CREATE **STACKABLE COURSES THAT LEAD TOWARDS CREDIT**
- DESIGNED TO BECOME THE **INDUSTRY STANDARD**
- PATHWAY FOR **INTERNATIONAL STUDENTS**
- OPENCREDS ARE **EXCLUSIVE TO OPENLEARNING**, EXPECTED TO ACCELERATE ADOPTION OF THE PLATFORM
- LAUNCHED **OPENCREDS INVESTMENT FUND IN JULY 2020**
- AGREEMENT WITH **OPEN UNIVERSITIES AUSTRALIA**

OPEN UNIVERSITIES AUSTRALIA (OUA)

- LARGEST HIGHER EDUCATION MARKETPLACE IN AUSTRALIA, **21 UNIVERSITY PARTNERS AND 440,000 ALUMNI**
- **SELECTED OPENLEARNING** AS THEIR PLATFORM FOR SHORT COURSES AND MICRO-CREDENTIALS
- JOINTLY FUNDING **30 OPENCREDS ON REVENUE SHARE BASIS**
- **OUA TO PROMOTE MICRO-CREDENTIALS NATIONWIDE**

ENABLING CREDIT TRANSFER BETWEEN INDUSTRY AND THE HIGHER EDUCATION SECTOR



POTENTIAL PATHWAY OPPORTUNITIES FOR OPENCREDS BASED ON INDICATIVE HOURS OF LEARNING, EVIDENCE OF LEARNING, AND ENTRY REQUIREMENTS OF THE QUALIFICATION.

COMPLETE SOLUTION FOR HIGHER EDUCATION PROVIDERS TO MOVE ONLINE

PRICING TIERS

CUSTOMER PROFILE

NUMBER OF LEARNERS

NUMBER OF EDUCATORS

STARTING ANNUAL RECURRING FEE BASED ON THE # OF LEARNERS ABOVE

VALUE-ADDED SERVICES

MARKET SIZE (AU/SEA)

INDIVIDUAL

- Online trainer
- Teacher
- Lecturer

250

1

\$600/year

- N/A

>10,000,000
educators/teachers

TEAM

- CPD provider
- Internal corporate training

500

5

\$2,400/year

- Training Workshops

>500,000 providers/SMEs

INSTITUTION

- Vocational college
- Private higher education provider

1,000

Unlimited

\$9,900/year

- Training Workshops
- Learning design
- Marketing (% of student fees)

>10,000 education
providers/colleges

ENTERPRISE

- University
- Large corporate
- Government

5,000

Unlimited

Tailored Pricing

- Training workshops
- Learning design
- Marketing (% of student fees)
- Tailored onboarding

>1,000 large
universities/enterprises

RAPID RECURRING REVENUE AND CUSTOMER GROWTH IN MULTIPLE MARKETS

\$1.14M

ANNUALISED RECURRING
REVENUE AT 30 JUNE

116

PLATFORM SAAS CLIENTS INCL 9
AUS UNIVERSITIES

12

COUNTRIES WITH PLATFORM
SAAS CLIENTS

\$9.8K

AVERAGE ARR PER SAAS CLIENT

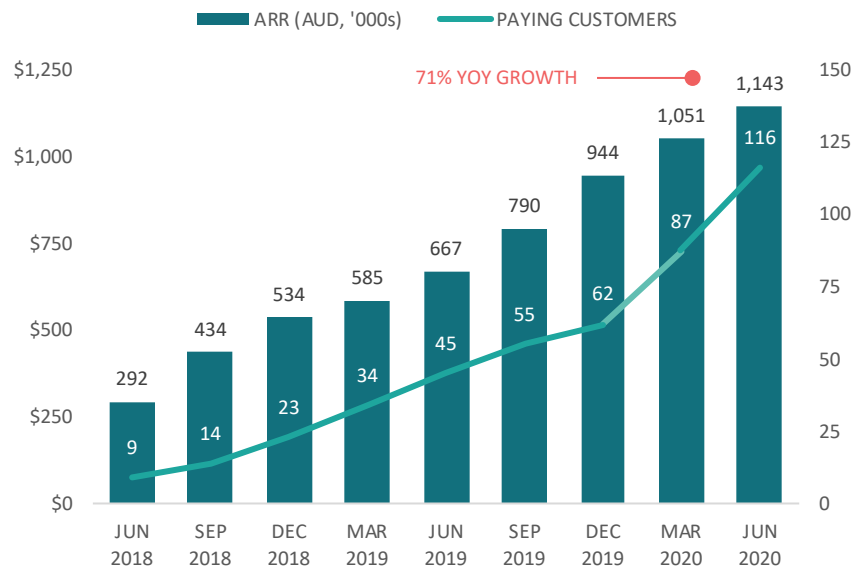
56.5%

ARR FROM CLIENTS IN AUSTRALIA

71%

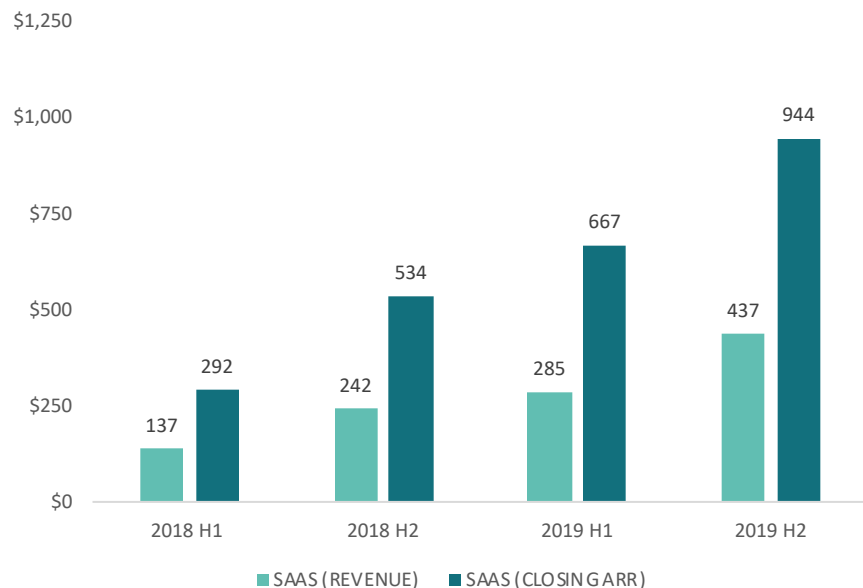
YOY GROWTH IN ARR

ANNUALISED RECURRING REVENUE (ARR) AND
B2B CUSTOMER GROWTH



BUILT FOR GROWTH, FOCUSED ON MONETISATION

FOCUSED ON GROWING RECURRING REVENUE¹ (HALF-YEARLY, AUD, '000s)



HISTORICAL PROFIT AND LOSS STATEMENT (CALENDAR YEAR, AUD, '000s)

	2018	2019
GROSS SALES/REVENUE		
PLATFORM SAAS	379	722
SERVICES/MARKETPLACE	1,508	1,218
TOTAL GROSS SALES	1,887	1,940
REVENUE SHARE WITH PROVIDERS	(123)	(338)
TOTAL REVENUE	1,764	1,602
EXPENSES		
CLOUD HOSTING	(496)	(395)
EMPLOYEES AND CONTRACTORS	(4,366)	(4,602)
OTHER EXPENSES	(1,451)	(1,187)
TAX, FINANCE INCOME, IPO	158	(3,095)
PROFIT/LOSS FOR PERIOD	(4,391)	(7,720)

1. OPENLEARNING ENDED ITS FREEMIUM MODEL IN MARCH 2019 AND RESTRUCTURED ITS OPERATIONS IN JULY 2019 TO INCREASE ITS FOCUS ON GROWING SAAS REVENUE AND TO REDUCE THE COSTS OF ITS SERVICES BUSINESS

EXECUTING ON STRATEGY TO DELIVER GROWTH

ACQUISITION

- INCREASED SALES & MARKETING TEAM
- **BOARD APPOINTMENTS:** DAVID BUCKINGHAM (EX-NAVITAS) AND BEVERLEY OLIVER (EX-DEAKIN)
- SMALL CUSTOMERS CAN **SELF REGISTER, PAY AND ONBOARD 100% ONLINE**

EXPANSION

- **GROWING AVERAGE REVENUE PER USER** THROUGH USAGE-BASED AGREEMENTS
- INTEGRATING AND BUNDLING ADDITIONAL **VALUE-ADDED** PRODUCTS AND SERVICES
- OPTIMISED ONBOARDING TO GROW USAGE

PARTNERSHIPS

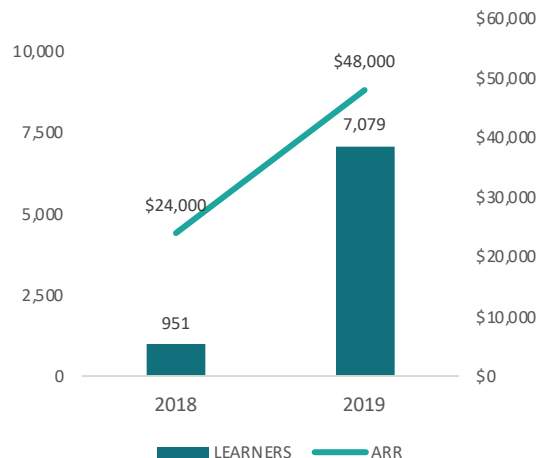
- ENHANCING OPENLEARNING'S **COMPETITIVE ADVANTAGE** IN AUSTRALIA
- DATA ANALYTICS AND INTEGRATIONS TO **INCREASE STICKINESS**
- SUPPORT CUSTOMERS' **LEARNER ACQUISITION** STRATEGIES TO INCREASE THEIR ROI

CASE STUDY

INCREASING USAGE AT A TOP TIER UNI

AUSTRALIAN UNIVERSITY GREW FROM 10 COURSES AND 951 LEARNERS IN 2018 TO 25 COURSES AND 7,079 LEARNERS IN 2019.

100% INCREASE IN SAAS FEES IN 1 YEAR



LEARNERS DISCOVER
COURSE & PAY ONLINE

EDUCATION PROVIDERS CAN
SUBSCRIBE ONLINE

TAILORED ONBOARDING FOR
UNIVERSITIES

SCALABLE SALES
AND
ONBOARDING

HIGH QUALITY COURSE
FROM TOP BRANDS

GLOBAL MARKETPLACE FOR
ONLINE EDUCATION

NETWORK
EFFECT

SCALABLE CLOUD LEARNING
PLATFORM

PROPRIETARY
TECHNOLOGY

STELLAR BOARD OF DIRECTORS



KEVIN BARRY

NON-EXECUTIVE CHAIRMAN

Kevin has over 24 years' experience in law, property finance and funds management. Kevin has worked at leading firms KPMG, Blake Dawson, Norton Rose and Zurich Capital Markets. Kevin is currently MD of Thakral Capital Australia and the Chairman of ICS Global (ASX:ICS).



ADAM BRIMO

EXECUTIVE DIRECTOR

Adam left Macquarie Group to found OpenLearning with fellow UNSW software engineer David Collien and renowned Prof Richard Buckland in 2012. Adam was recognised in Forbes 2017 30-under-30 in Asia Consumer Technology and has been added to the Pearcey Foundation Tech Entrepreneur Hall of Fame.



DAVID BUCKINGHAM

NON-EXECUTIVE DIRECTOR

David has had an impressive career which includes senior roles at PWC, VirginMedia and iiNet. Most recently David was Group CEO and Managing Director of education company, Navitas (ASX:NVT), where he oversaw its \$2.3B sale to private equity firm BGH Capital.



SPIRO PAPPAS

NON-EXECUTIVE DIRECTOR

Former executive general manager of Global Institutional Banking at NAB & CEO of Nab Asia. Spent over 13 years in London and NY, including 11 years with ABN AMRO where he managed a number of global businesses. Currently sits as Chairman of Atlas Iron (ASX:AGO) and Splitit Ltd (ASX:SPT).



MAYA HARI

NON-EXECUTIVE DIRECTOR

A business leader with a proven track record across 2 decades of technology & digital lifestyle experience amassed at companies such as Google, Conde Nast, Samsung, Microsoft & Cisco. Maya is currently Twitter's VP and MD for Asia Pacific & serves as the president of TIE in Singapore



BEVERLEY OLIVER

NON-EXECUTIVE DIRECTOR

Beverley brings significant education experience, leading innovations in digital education with her most recent role as Deputy Vice-Chancellor Education and Alfred Deakin Professor at Deakin University. Beverley has been recognised with numerous awards and is a Principal Fellow of UK's Higher Education Academy.

INDUSTRY-LEADING MANAGEMENT TEAM



ADAM BRIMO, MANAGING DIRECTOR & GROUP CEO

- B. Engineering (Software)/ B. Arts (Politics) from UNSW Sydney, honours at National ICT Australia
- Past: Engineer/Analyst at Macquarie Bank, Senior Engineer at Westpac Institutional Bank, Forbes 30 under 30 Asia 2017 (Consumer Technology)



CHERIE DIAZ, MANAGING DIRECTOR, AUSTRALIA

- B. Teaching/B. Arts from ACU, M. Arts (History) from Macq Uni, M. Arts (Education) from UTS
- Past: Head of Education Delivery at AICD, Director Customer Success at Scenia, Head of College at Study Group



DAVID COLLIE, CHIEF TECHNOLOGY OFFICER

- B. Science (Computer Science, first class honours) and education PhD researcher at UNSW Sydney
- Past: AI researcher at National ICT Australia, Teaching assistant at UNSW Sydney, Developer at the Adaptive eLearning Research Group



SARVEEN KANDIAH, MANAGING DIRECTOR, MALAYSIA

- B. Science (Finance) from Indiana University's Kelley School of Business
- Past: Manager at CIMB Group, VP Investments at Malayan Traders Capital



HUAT KOH, CHIEF FINANCIAL OFFICER

- B. Commerce (Accounting) from UNSW Sydney
- Past: Head of Finance at Parkson Retail Asia Ltd (SGX listed) and Head of Finance at Mulpha International



ASX:OLL

<https://solutions.openlearning.com>
investors@openlearning.com

Australia

Level 2
235-239 Commonwealth Street
Surry Hills, NSW 2010

Malaysia

Found8 KL Sentral
5, East Wing, Level 3
KL Sentral, 50470 Kuala Lumpur

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QUESTIONS

BUSINESS OF THE MEETING

Resolution 1 – Adoption of Remuneration Report

“That for the purposes of section 250R(2) of the Corporations Act and for all other purposes, the Remuneration Report for the year ended 31 December 2019 and included in the Directors’ Report, which is attached to the Financial Statements as required under section 300A of the Corporations Act, be adopted by the Company.”

For	Against	Abstain/Excluded
25,808,724	0	11,117,929

Resolution 2 – Election of Mr. David Buckingham as a Director

“That, Mr. David Buckingham, who was appointed a Director of the Company on 9 December 2019 by a resolution of the Board, retires in accordance with Article 14.4 of the Company’s Constitution and offers himself for election and being eligible, is elected as a Director.”

For	Against	Abstain/Excluded
36,502,760	7,200	416,666

Resolution 3 – Election of Ms. Maya Hari as a Director

“That, Ms. Maya Hari, who was appointed a Director of the Company on 9 December 2019 by a resolution of the Board, retires in accordance with Article 14.4 of the Company’s Constitution and offers herself for election and being eligible, is elected as a Director.”

For	Against	Abstain/Excluded
36,926,653	0	0

Resolution 4 – Election of Prof. Beverley Oliver as a Director

“That, Prof. Beverley Oliver, who was appointed a Director of the Company on 9 December 2019 by a resolution of the Board, retires in accordance with Article 14.4 of the Company’s Constitution and offers herself for election and being eligible, is elected as a Director.”

For	Against	Abstain/Excluded
36,926,653	0	0

Resolution 5 – Appointment of Auditor

“That, for the purpose of Section 327B of the Corporations Act and for all other purposes, Hall Chadwick Corporate (NSW) Limited, being qualified and having been nominated by a Shareholder and consented in writing to act in the capacity of auditor, be appointed as an auditor of the Company.”

For	Against	Abstain/Excluded
34,793,492	0	2,133,161

Resolution 6 – Approval of 10% Placement Capacity

“That, for the purposes of ASX Listing Rule 7.1A and for all other purposes, approval is given for the issue of Equity Securities totalling up to 10% of the issued capital of the Company at the time of issue, calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 and on the terms and conditions set out in the Explanatory Statement.”

For	Against	Abstain/Excluded
27,804,668	9,081,169	40,816