

# INVESTOR PRESENTATION

QUARTER ENDING  
31 MARCH 2021

OPENLEARNING LIMITED (ASX:OLL)  
20 APRIL 2021

 openlearning

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# RECORD CASH RECEIPTS

## ACCELERATING GROWTH IN Q1 FY21

### ACCELERATING PLATFORM REVENUE

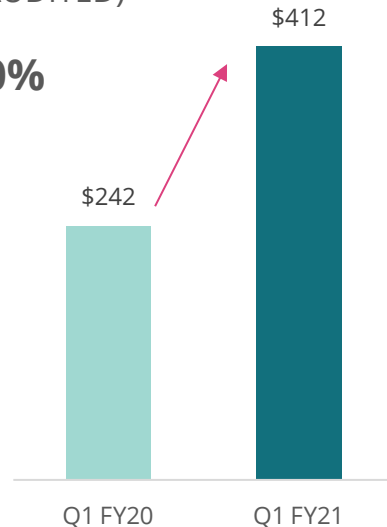
- Strategy focused on capturing a greater share of the value created by its platform and capabilities
- Platform driven revenue is comprised of:
  1. **SaaS:** recurring revenue from education providers (incl. platform and BEST Network)
  2. **Partnerships:** revenue share on courses (incl. UNSW Transition Program Online)

### RECORD CASH RECEIPTS

- Strong SaaS sales and contract renewals resulted in \$480k in customer receipts
- First intake of the Transition Program Online (TPO) started on 22<sup>nd</sup> March 2021 resulting in \$511k of customer receipts; only 8 days of revenue were accrued in Q1 FY21

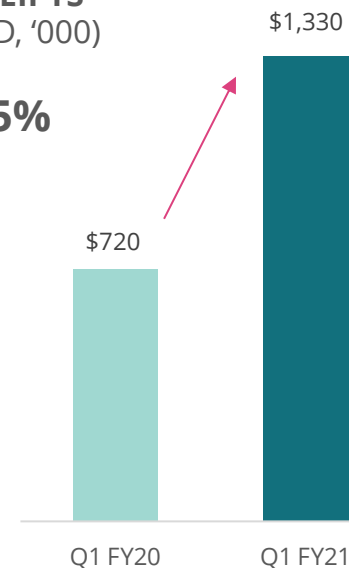
**PLATFORM REVENUE<sup>1</sup>**  
(AUD, '000, UNAUDITED)

**+70%**



**CUSTOMER CASH RECEIPTS**  
(AUD, '000)

**+85%**



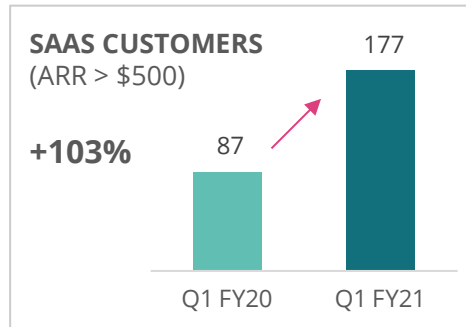
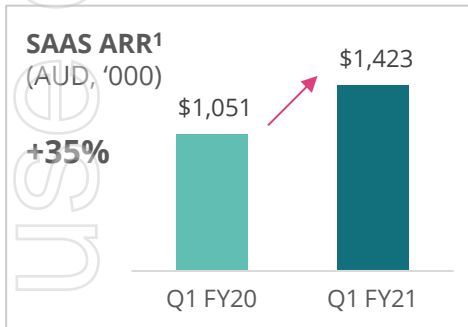
1. Platform revenue includes revenue from SaaS and partnerships that were accrued in the quarter. Marketplace and services are excluded from the platform revenue

2. Cash receipts includes SaaS subscription, Transition Program Online, Marketplace and Services

# STRONG GROWTH IN HIGH MARGIN PLATFORM SAAS REVENUE

## NEW CLIENTS AND PRODUCT DEVELOPMENTS

- Growth driven by new small clients joining on entry level usage-based SaaS plans as well as larger clients increasing their usage
- Expanded self-service SaaS model to enable education providers with < 4,000 learners to subscribe, pay and onboard themselves
- Continued investment in sales and marketing, as well as in developing new features, functionality and scalability of the platform



1. Annualised recurring SaaS revenue, calculated by utilising the generally accepted industry standard, which involves multiplying the monthly accrued SaaS revenue in the month at the end of the quarter by 12 (months). The ARR calculation does not take into account the future expiry of the term of any contract under which SaaS revenue is generated or any customer lost during the relevant month.

# SCALABLE, WORLD-LEADING PROGRAM FOR INTERNATIONAL STUDENTS

## FIRST INTAKE SUCCESSFULLY COMMENCED

- Worked closely with UNSW Global to prepare for the first intake of the UNSW Transition Program Online (TPO), which started on 22<sup>nd</sup> Mar 2021
- UNSW Global is responsible for marketing, curriculum, quality assurance and certification while the Company manages admissions, student support, teaching, learning design and assessment
- Setup costs related to the TPO were approximately \$450k to end Q1 FY21; two more intakes will start in Q3 FY21 and similar programs have historically been over twice as popular in the second half of the year

## NEW REVENUE STREAM

- Students who are accepted into the TPO pay an indicative fee of \$15,960, out of which the Company pays a license fee to the university

## GLOBAL OPPORTUNITY

- Provides a more affordable pathway into a top tier university, opening up new fast-growing markets such as Southeast Asia and Middle East
- 442k international students at Australian universities in 2019, with double-digit YoY growth at the Group of 8 Universities

\* Webpage: <https://www.unswglobal.unsw.edu.au/programs-courses/transition-reimagined/>

**UNSW Global**  
Learning, reimagined  
**UNSW Transition Program Online**  
University pathways, reimagined by UNSW Global

**UNSW and OpenLearning are taking online education to the next level with our new UNSW Transition Program Online.**

Applications are now open for 2021. Enrol now and prepare for success at a Top 50 university from anywhere in the world.

Start in 2021:  
March | August | September

**Curious?**  
Sign up to find out more about the UNSW Transition Program Online.  
We'll be hosting demo classes and information sessions. Sign up to find out more.

FIRST NAME:  
Last Name

LAST NAME:  
Last Name

EMAIL ADDRESS:  
Email address

COUNTRY/REGION OF CITIZENSHIP\*  
Country / Region

AREA:  
I am a ...

PROFESSOR:  
[ ]

Agree to the Privacy Policy and to receive marketing information from UNSW Global

SUBMIT →

**Bridge the gap between school and university**  
Master independent learning skills and build your confidence with this university-recognised online transition program. Prepare to progress directly to an undergraduate degree at UNSW Sydney.

**A supportive experience**  
With small group daily check-in sessions and portfolio reviews with your study coach built into your weekly schedule, you'll be supported while you build real connections with your peers and teachers.

**Collaborative, project-based learning**  
Put your new skills to work with group and individual projects, and build an online portfolio with regular feedback to keep you on track.

**Why UNSW Global?**  
UNSW is one of Australia's leading research and teaching universities, consistently ranked in the global Top 50. As Australia's pioneer in foundation studies and pathway programs, UNSW Global has supported over 20,000 students from around the world with life-changing learning opportunities over the past 50 years. We are committed to investing in new online teaching platforms to better prepare more students for success at university.

# DEVELOPING THE AUSTRALIAN AND MALAYSIAN MICRO-CREDENTIAL MARKETS

## OPENCREDS BY OPENLEARNING

- Framework for education providers to create stackable short courses that meet industry needs and are aligned to the Australian and Malaysian qualifications frameworks
- OpenCredits are exclusive to OpenLearning and designed to accelerate adoption of the platform and generate new revenue
- 24 OpenCredits are now available with prices ranging from < \$100 to \$650 per learner and between 2.5 to 25 hours of learning

## INCREASING ADOPTION BY PROVIDERS

- Initial focus on growing supply-side of the OpenCredits market
- OpenLearning SaaS clients can build OpenCredits on their own and submit them for approval to OpenLearning's review process
- Initiatives to develop OpenCredits with Open Universities Australia, Australia's largest higher education marketplace, and the OpenCredits Investment Fund to build courses on revenue-share
- Partnership with Accredible, the world's most comprehensive digital badge and certificate platform, for OpenCredits and SaaS clients

\* More information on OpenCredits is available at: <https://solutions.openlearning.com/opencreds/>

The screenshot displays the OpenLearning platform interface. At the top, there are navigation links for 'Courses' and 'Partners', along with 'Log in' and 'Sign up' buttons. Below the navigation, there are three main sections: 'Short courses', 'OpenCredits', and 'Qualifications'. Each section includes a brief description and a 'View' button. The main content area features a grid of course listings, each with a thumbnail image, a title, a description, and a 'View' button. The listings include 'Emotional Intelligence Toolkit', 'Leading by Design', 'Bridging the Gap Between the Classroom and Home', 'Clinical Risk Management in Aged Care Teaser Course', 'Effective Team Collaboration', and 'Surface Design Essentials'. On the left side, there are several filter menus for 'Institutions', 'Course types', 'Course sectors', and 'Enrolment types', each with a 'Clear filters' option. The 'Institutions' filter includes options like 'AIT Open', 'AlphaNova College', and 'Australian Catholic University'. The 'Course types' filter has 'Short course', 'Open-Cred', and 'Qualification' options. The 'Course sectors' filter includes 'Higher education', 'Vocational education', 'K-12', 'Professional Learning', and 'Lifestyle'. The 'Enrolment types' filter has 'Free' and 'Paid' options. The 'Language' filter is also visible at the bottom left.

# ONLINE LEARNING TO GROW FROM 2% TO 5% OF POST-SECONDARY EDUCATION BY 2025

## GROWTH ACCELERATING POST-COVID

- COVID has increased awareness and acceptance of online education
- Stop-gap measures in 2020/2021 have highlighted challenges in capability and quality at higher education providers
- Accelerated CAGR of 17% expected through 2025 compared to projected CAGR of 14% pre-COVID

## FOCUS ON KEY MARKETS

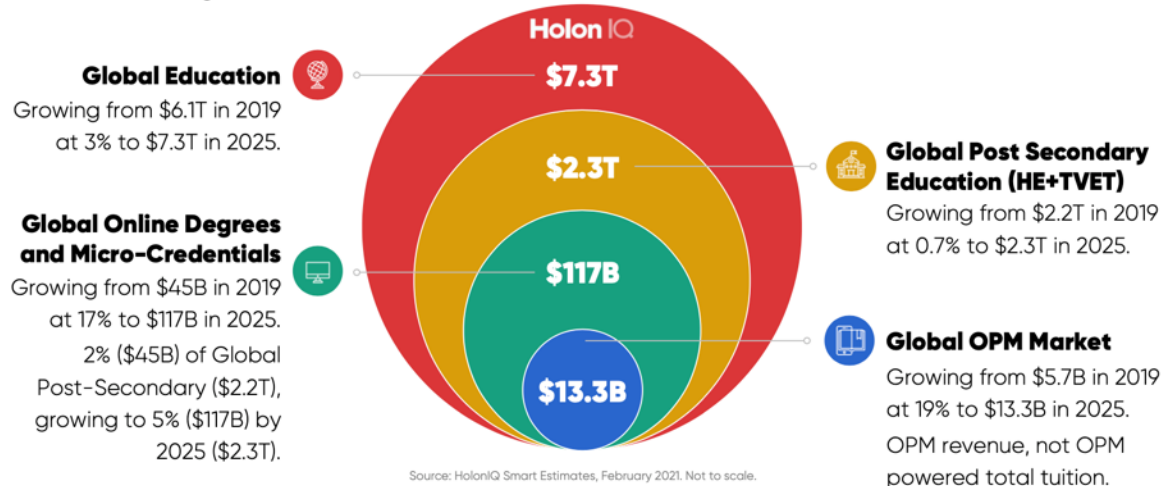
- Continuing to gain market share in Australia and Malaysia; starting expansion into Indonesia
- Products tailored to key markets e.g. OpenCreds, BEST Network, TPO
- Self-service platform SaaS model enables entry into U.S., Canada and Europe

HOLONIQ. GLOBAL ONLINE DEGREE & MICROCREDENTIAL MARKET

Holon IQ

## \$117B Online Degree and Micro-Credential in 2025

Global Online Degrees and Micro-Credentials and Global OPM Market Size. USD 2019-2025



\* HoloniQ market size: <https://www.holoniq.com/markets/higher-education/global-online-degree-and-micro-credential-market-to-reach-117b-by-2025/>



# OPENLEARNING ENABLES EDUCATION PROVIDERS TO DELIVER HIGH QUALITY ONLINE EDUCATION

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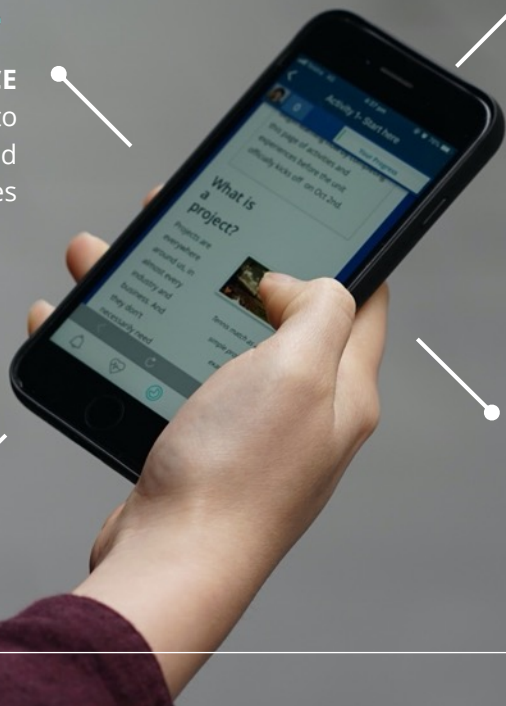
## MARKETPLACE

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



## OPENCREDS

Transportable micro-credentials issued through the platform could lead to credit in a degree



## LIFELONG LEARNING PLATFORM

Scalable cloud platform for education providers to create, sell and deliver high quality courses and qualifications

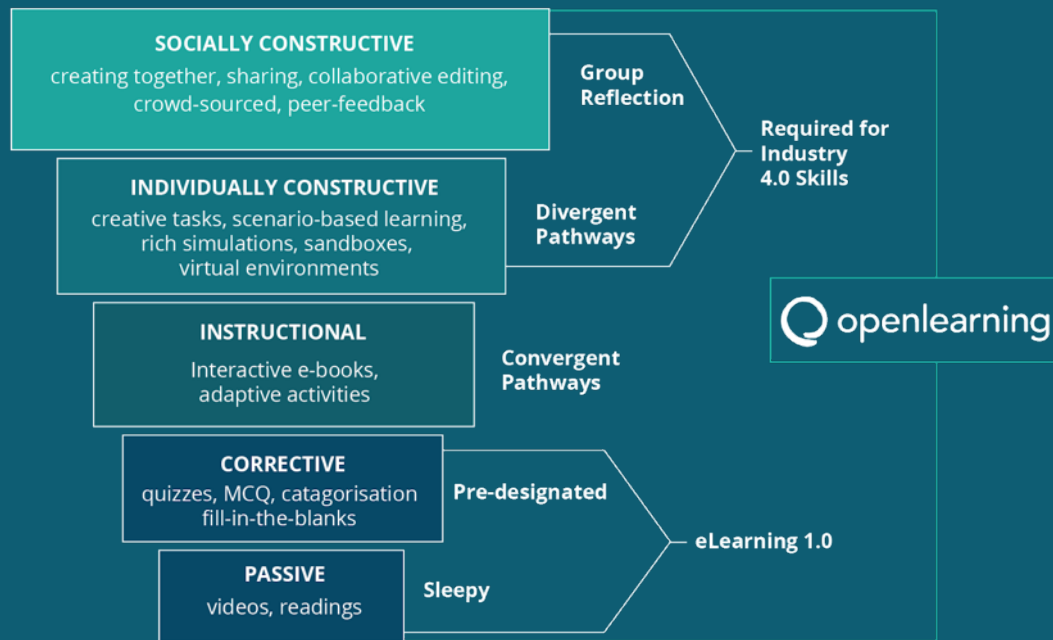


## PORTFOLIOS

Automatically generated portfolio to showcase learner's skills and credentials to potential employers

# CUTTING-EDGE PLATFORM DESIGNED FOR THE FUTURE OF EDUCATION

- Proprietary technology
- Research-backed approach
- Outcome-based education
- High student engagement
- Soft skills and practical skills
- Innovative assessment system
- Automatically generated portfolio





# SIGNIFICANT MILESTONES AND FOUNDATIONS FOR FURTHER GROWTH

- Cutting-edge lifelong learning platform providing a high quality online learning experience with a strong brand
- Market leader and growing in two key markets (Australia and Malaysia); expanding into third market (Indonesia)
- Delivering strong revenue and cash receipts growth (+70% and +85% YoY respectively)
- Investments in key growth initiatives (TPO, OpenCreds, BEST network) nearing completion and are beginning to drive new incremental revenues
- Ground-breaking TPO in place and set to generate significant additional core platform revenue
- Well placed to capitalise on rapidly growing short course and micro-credentials market
- Strong cash balance of circa \$7.4m to support growth initiatives going forward

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