



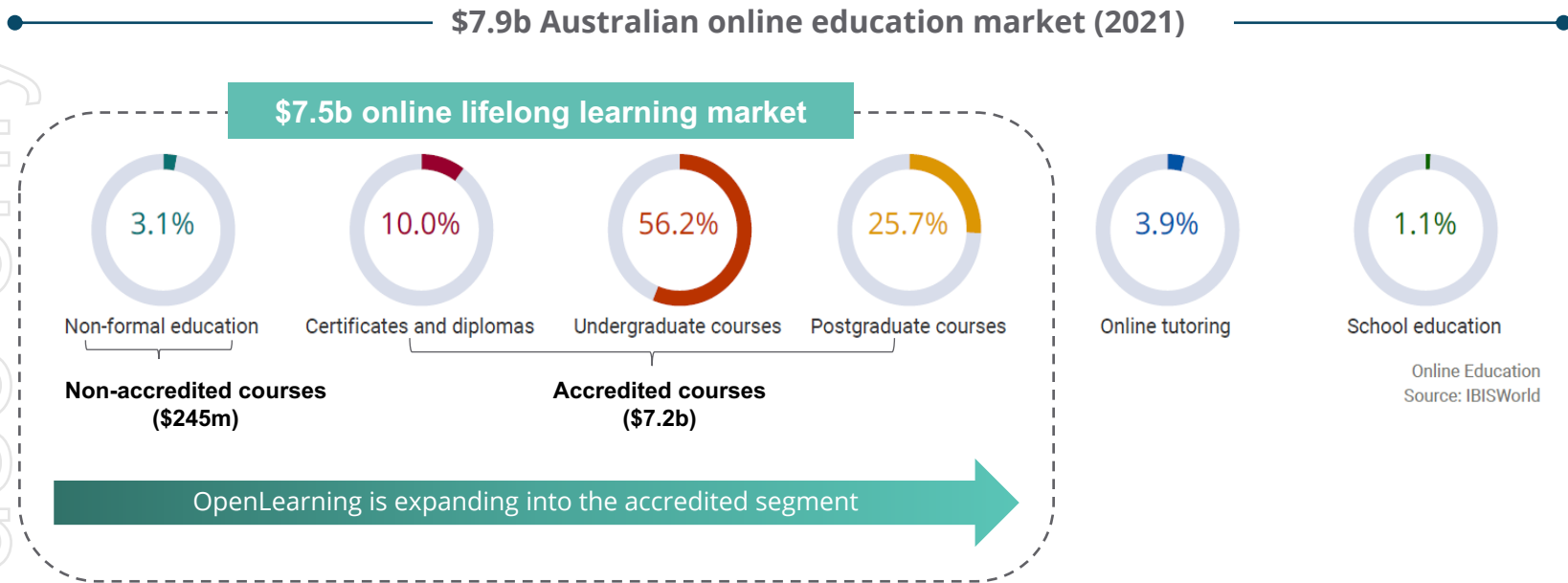
# Half Year Results Presentation

OpenLearning Limited (ASX: OLL)

Half-year ending 30 June 2021

analyst use only

# Targeting Australia's \$7.5b online lifelong learning market



Source: Online Education in Australia - Market Size 2007-2027: <https://www.ibisworld.com/au/market-size/online-education>

# A leading lifelong learning platform in Australia and Southeast Asia

2.9m  
Learners<sup>1</sup>

184  
Education  
providers<sup>2</sup>

50m  
Learner  
interactions

- **Complete solution for education providers to build a lifelong learning business**
  - Next generation learning platform
  - Easy to use course setup tools
  - Digital credentialing and portfolios
  - Robust assessment system
  - 'Know Your Learner' to identify academic misconduct
  - Integrated marketing tools and payment gateway
  - Scalable, modern cloud application (no IT required)
- **Differentiated by technology, learning philosophy, brand and geography**
  - Proprietary platform recognised for in-depth, high quality learning
  - Critical mass in two large lifelong learning markets
- **With inherent network effects**
  - Single global platform where everyone has an OpenLearning account
  - Consistently increases learner engagement/satisfaction by 20+ points

1. Total unique registered learners since the start of the OpenLearning platform. Last 12 months unique active users of 0.424m from 1 July 2020 to 30 June 2021.

2. Education providers subscribed to OpenLearning with ARR in excess of \$500/year

# Offers a suite of products to enable education providers to operate in the online lifelong learning market



## Platform Subscription

- Providing an innovative learning platform and tools on a SaaS model to enable education providers to deliver courses online

## Program Delivery

- Partnering with top institutions to deliver programs on the OpenLearning platform with capabilities across full spectrum of program delivery

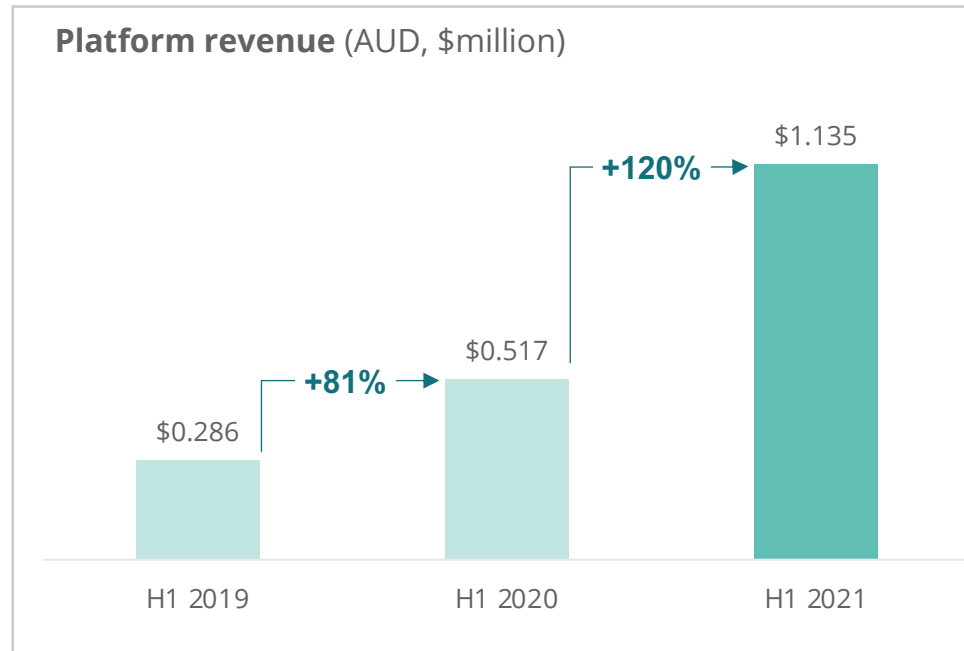
## Value-add services

- Providing a marketplace and learning design services to clients to drive network effects and accelerate platform adoption

Note: Platform Subscription revenue includes: OpenLearning platform subscription, BEST Network; Program Delivery revenue includes: UNSW Transition Program Online, CS101 (pending); Value-added services revenue includes: marketplace, learning services and OpenCreds

# Accelerating growth in Platform Revenue

- Platform revenue increased by 120% YoY to \$1.135m
- Platform revenue is comprised of:
  - \$0.726m of Platform Subscription
  - \$0.409m of Program Delivery
- Strong underlying growth in Platform Subscription revenue of 40.5% YoY
- Program delivery segment began generating revenue with the successful commencement of UNSW Transition Program Online (TPO) in March 2021

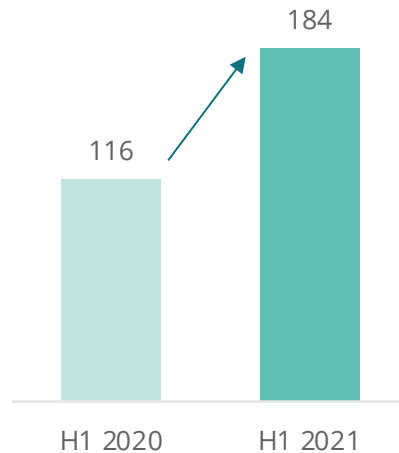


# Continued growth in Platform Subscription

- Continued strong YoY growth in Platform Subscription:
  - 59% increase in customers;
  - 27% increase in annualise recurring revenue (ARR)
- Retained key university clients and won new SaaS contracts with Afterpay, University of Wollongong, Australian Technology Network and others
- Introduced self-service sign-up, onboarding, payment and admin tools to speed up the sales cycle
- Investing in sales/marketing in existing core markets and expanding into Indonesia

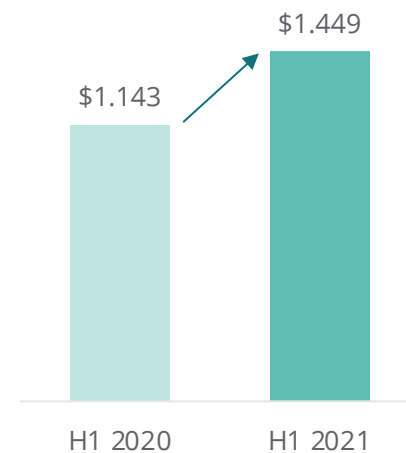
**Platform SaaS Customers**  
(ARR > \$500 per year)

**+59% YoY**



**SaaS ARR<sup>1</sup> (AUD, \$m)**

**+27% YoY**



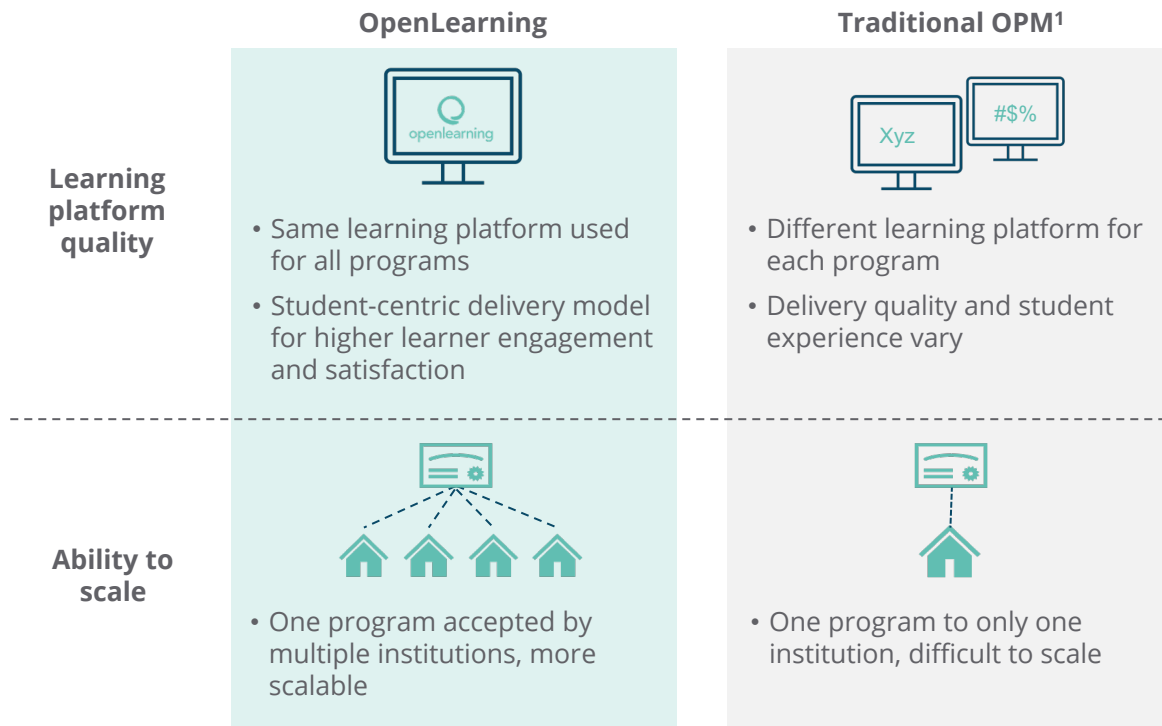
1. Annualised recurring SaaS revenue, calculated by utilising the generally accepted industry standard, which involves multiplying the monthly accrued SaaS revenue in the month at the end of the quarter by 12 (months). The ARR calculation does not take into account the future expiry of the term of any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

# A new growth engine from Program Delivery

## Overview

- Partnerships with top institutions to deliver programs on its platform.
- Capabilities across full spectrum of program delivery, including learning design, technology, learning platform, teaching, online facilitation, support and assessment.
- Demonstrated by UNSW TPO
- CS101 recently launched, first intake in October 2021

## A different approach to Online Program Delivery (OPM)



1. OPM stands for Online Program Management, OPM providers work with education institutions to take their academic programs online.

# Strong momentum from UNSW TPO

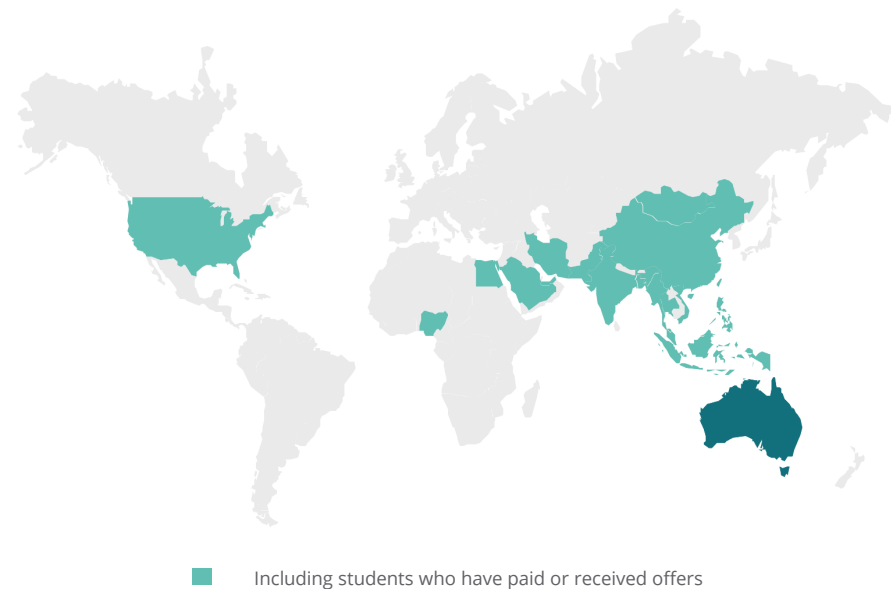
## New program begins generating revenue

- Program Delivery segment began generating revenue in H1 FY21 with the completion of the 1<sup>st</sup> intake of UNSW TPO, resulting in \$0.409m of revenue
- August intake (2<sup>nd</sup> intake) has already exceeded that in March with two more intakes coming up in 2021 (Sept. and Nov.) and five intakes scheduled for 2022

## Pathway to universities in 3 countries

- UNSW and five more universities from the U.K. and New Zealand have agreed to accept students who complete the TPO, diversifying destination country risk and creating greater scalability
- ~25K<sup>1</sup> international students in Australian university pathway programs before COVID, while continuous border closures potentially impact the attractiveness of Australian universities in short-term

## Attracting international students across the globe



1. 2019 international students in Australia enrolling in undergraduate diploma as a proxy for university pathway courses, <https://internationaleducation.gov.au/research/international-student-data/Pages/default.aspx>



# Exciting new program under development targeting fast-growing technology upskilling market

- CS101 (Computer Science 101) is under development and the first cohort starts on 18<sup>th</sup> October 2021
- Target the growing demand for technology skills among corporates and working professionals
- Comprises three courses, developed as OpenCreds and priced at \$1,500 course with introductory discounts
- Brings together OpenLearning's in-house expertise, industry experts and leading tech companies
- Once operating, revenue from CS101 will be categorised under Program Delivery
- For more information: <https://www.cs101.com/>



**Australian tech workforce to grow 2x faster than other occupations, resulting in 809k tech workers by 2024, an increase of 113k from 2019.**

# Investing in platform, products and sales to accelerate revenue growth

- 30% YoY growth in net operating revenue as a result of strong platform subscription revenue and the new program delivery segment
- Investment in platform and products, including:
  1. UNSW Transition Program Online;
  2. OpenCreds, Australia's first cross-sector lifelong learning micro-credentialling framework;
  3. Biomedical Education Skills and Training (BEST) Network, tools for online medical education;
  4. OpenLearning self-service SaaS, which enables self-service payment, onboarding and administration.
- Expanding sales and marketing team to support go-to-market efforts in multiple geographies

(\$AUD)	H1 FY21	H1 FY20
<b>Operating Revenue</b>		
Platform subscription	726,095	516,700
Program delivery	408,985	0
Value-added services*	626,150	993,620
<b>Gross Operating Revenue</b>	<b>1,761,230</b>	<b>1,510,320</b>
Less: revenue shared to education providers	(447,391)	(503,002)
<b>Net operating revenue</b>	<b>1,313,839</b>	<b>1,007,318</b>
<b>Operating Expenses</b>		
Cloud hosting	(457,839)	(208,406)
Platform design & development	(857,398)	(571,240)
Program & service delivery	(892,550)	(531,212)
Sales & marketing	(877,454)	(682,464)
Corporate, General & admin	(987,944)	(794,950)
<b>Total operating expenses</b>	<b>(4,073,185)</b>	<b>(2,788,272)</b>
<b>Operating EBITDA</b>	<b>(2,759,346)</b>	<b>(1,780,954)</b>
Non-operating / Listing costs*	(310,874)	(366,517)
Depreciation & amortisation	(135,604)	(137,102)
Other income	154,031	53,932
Finance income	17,591	25,036
Finance costs	(3,032)	(10,985)
<b>Loss for the period</b>	<b>(3,037,234)</b>	<b>(2,216,590)</b>

\*Value-added services revenue include learning services and marketplace. Non-operating/listing costs include board fee and all listing-related expenses

# Summary

- Key components of the Company's growth strategy are now in place, cementing its position as a leading lifelong learning platform in Australia and Southeast Asia.
- Focusing on the Platform Subscription and Program Delivery offerings.
- Step change in Platform revenue, with 120% YoY growth to \$1.135m in H1 2021.
- Continuous growth in Platform Subscription, reaching ARR of \$1.449m, 27% YoY growth.
- New SaaS agreements signed with Afterpay and the University of Wollongong.
- New Program Delivery segment began generating revenue in H1 FY21 with the commencement of the TPO.
- In August, five more universities in the U.K. and New Zealand announced they will accept students from the TPO.
- Exciting new program targeting technology up-skilling is under development, and will commence on 18 Oct 2021.
- Cash on hand of \$5.744m as at 30 June 2021.

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# Q&A

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