

## ASX Announcement | 31 May 2023

### AGM Presentation

Sydney, Australia, 31 May 2023: Global lifelong learning platform **OpenLearning Limited** ('the Company') (ASX: OLL) provides the 2023 AGM Presentation for the Annual General Meeting to be held at 2pm AEST today, as required by ASX Listing Rule 3.13.3.

**Ends.**

**Authorised by:**

Adam Brimo

Group CEO & Managing Director

**Stay up to date with OpenLearning news as it happens:**

Visit the Investor section of the OpenLearning website at: <https://solutions.openlearning.com/investor-home/>. There you can download the Company's Prospectus and see recent ASX Announcements and press coverage.

In addition to signing up for OpenLearning news directly from the Company, we also encourage shareholders to register to receive electronic communications from our share registry, Automic. To sign up for e-communications from Automic, please visit <https://www.automicgroup.com.au/>.

Thanks for your ongoing support. We look forward to sharing OpenLearning news with you.

**For further information, please contact:**

**Company**

**Nova Taylor**

Joint Company Secretary

P: +61 3 8678 4091

E: [investors@openlearning.com](mailto:investors@openlearning.com)

**Investor Relations**

**Matthew Reede**

Dominion Partners

P: +61 414 483 054

E: [matt@dominion.partners](mailto:matt@dominion.partners)

**About OpenLearning**

OpenLearning Limited is a higher education technology company that provides a scalable online learning platform to education providers and a global marketplace of world-class courses for learners of all levels.

OpenLearning's platform enables the delivery of project-based, social learning to encourage interaction among users and foster a community of collaborative learners. The Company's unique service provides a complete learning environment for all types of online education - from short courses through to micro-credentials and online degrees.

With more than 3 million learners worldwide across over thousands of courses provided by over 250 education providers, OpenLearning is at the forefront of a new wave of online education delivery.

To learn more, please visit: <https://solutions.openlearning.com/>



# AI-POWERED SAAS PLATFORM FOR LIFELONG LEARNING



OpenLearning Limited (ASX:OLL)  
Annual General Meeting  
31<sup>st</sup> May 2023

only  
use  
only

# Your Board of Directors



## **Spiro Pappas**

Non-Executive Chairman

Spiro is the former executive GM 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. Spiro is currently the Chairman of Atlas Iron and OpenInvest. He is also a NED of DataMesh Group, Cognian Technologies, BrewAI and Football Australia.



## **John Merakovsky**

Independent Director

John is veteran of the technology industry, served as the former CEO of Flybuys, and the former CEO of ASX-listed Integrated Research Ltd. Prior to that, he was the GM of Seek Learning. John started his career in EdTech sector as the founder and CEO of a leading provider of enterprise learning solutions that was acquired by Talent2.



## **Adam Brimo**

Managing Director & Group CEO

Adam started his career at Macquarie Group and Westpac Institution Bank before founding OpenLearning with fellow UNSW computer science and engineering graduate 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.



## **Rupesh Singh**


Non-Executive Director

Rupesh is the founder and CEO of Education Centre of Australia (ECA). ECA is one of Australia's largest diversified, multiple-sector education groups that partners with universities from Australia, UK and India, offering end-to-end services to 7,000 students per year from academic delivery to employment opportunities.




# Chair's Address


## Spiro Pappas


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# FY22 Review

## Focus on Platform SaaS business

In FY22 we restructured our sales teams and centralised our operations offshore to focus on platform SaaS

Focused on growing annual recurring revenue from major institutions

The profile of the Group's revenue is now stronger and more reliable

## Cost Optimisation Program Completed

FY22 cost optimisation was significant and yielded annualised savings of circa \$3.3 million<sup>1</sup>, one third of business expenses

Early signs are that SaaS revenues continue to grow under a lower cost base as we leverage our technology

## Capital Management

Education Centre of Australia (ECA) took a significant stake in the business

This consolidated our share register and will enable us to expand into India with a trusted partner

Note: 1. Based on the annualised difference between Q4 2021 and Q4 2022 actual operating expenses and cost of sales associated with platform subscription. All cost optimisation initiatives completed in Q3 2022, cost saving benefits was only partially reflected in FY22 financials.

# FY23 Recent Developments

## Platform SaaS Revenue Continues to Grow

Our platform SaaS revenue **growth rate has accelerated to 19%** in Q1 FY23 while the group's cost base continues to fall as a result of ongoing cost controls

## Significant Customer Interest in AI

Release of the AI Assistant pilot generated significant customer interest with **over 1,000 registrants at the recent demo webinar**

Large universities are already piloting the features

Multiple further releases are planned for this year

## International Expansion into India



Agreement with ECA to launch OpenLearning India




Sales and marketing efforts are underway and the **course marketplace is live**







# CEO's Address




## Adam Brimo



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# AI-Powered SaaS Platform for Lifelong Learning



**10,000+**  
Courses



**165**  
Countries



**100+ million**  
Peer interactions



**5+ million**  
Enrolments



**3.4 million**  
Learners



**225**  
Active education  
providers\*

Note: Stats as of March 2023.

\*The number of paying customers who subscribe to the platform

**2012**

Founded in **Sydney, Australia**

**2019**

Listed on Australian Stock Exchange (**ASX:OLL**)

**2020**

Launched **OpenCreds Micro-credential Framework** in Australia and Malaysia

**2021**

Launched the UNSW Transition Program Online for students to gain entry into 10 universities

**2022**

**Strategic investment from ECA**, completion of cost optimisation and strategic review

**2023**

**Expansion into India** in partnership with ECA and the launch of **OpenLearning's AI Assistant**



# FY22 Financial Highlights

**\$1.72m** ▲ 16%  
Dec FY22 Platform SaaS ARR

**\$3.17m** ▼ 10%  
Group Revenue

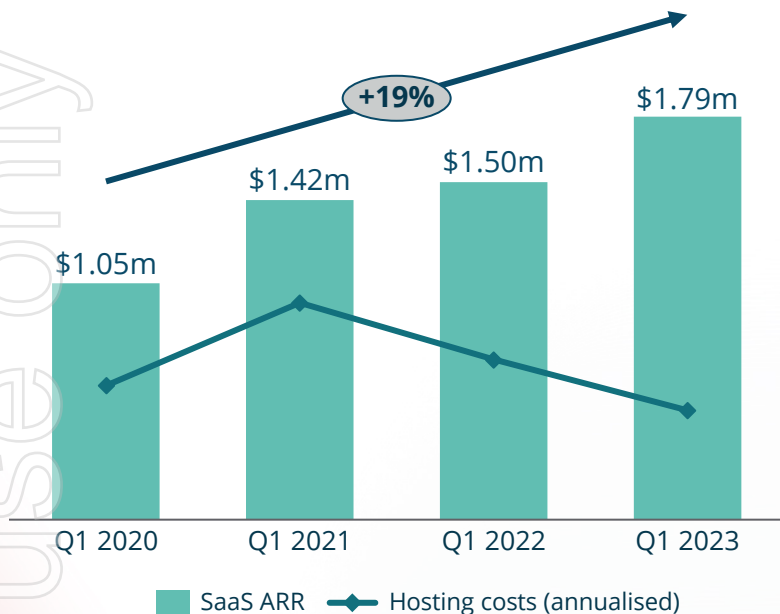
**(\$5.6m)** ▼ 16%  
FY22 Net Loss

**245** ▲ 20%  
FY22 SaaS Customers

**(\$8.5m)** ▼ 16%  
FY22 Total Operating Costs

- Cost optimisation is only partially reflected in FY22. It includes a 37% decrease in cloud hosting costs
- Decrease in group revenue in part as a consequence of focusing on Platform SaaS
- Revenues derived from the UNSW Transition Program Online (TPO) declined 36% due to lower international student numbers
- Restructured TPO, resulting in reduced delivery costs and reduce break-even point by c.40% from FY23 onwards

# Leveraging technology at scale



## Key metrics summary

- SaaS ARR grew strongly at 19% YoY to reach \$1.79m in Q1 2023
- CAGR of 19% since Q1 2020
- Average revenue per customer increased strongly to \$7,948 in Q1 FY23, 36% growth from Q1 FY22
- Hosting costs reduced 50% since 2021



★ Focusing on platform SaaS has led to robust ARR growth even amid cost reductions, demonstrating our ability to leverage technology at scale.

1. ARR (annualised recurring revenue) is calculated based on multiplying the December monthly accrued SaaS revenue by 12. The ARR calculation does not take into account the future expiry of the term of any contract under which SaaS revenue is generated by any customers lost during the relevant month.

# Our flywheel: AI-powered lifelong learning platform that closes the loop between education and employability



Talent Search to connect learners with career opportunities at scale

Skills demand / future of work insights (enable learning, upskilling rediscovery)

Measurable learning outcomes and authentic assessment

Portfolio of skills, evidence, competencies and digital credentials to combat usage of generative AI by learners

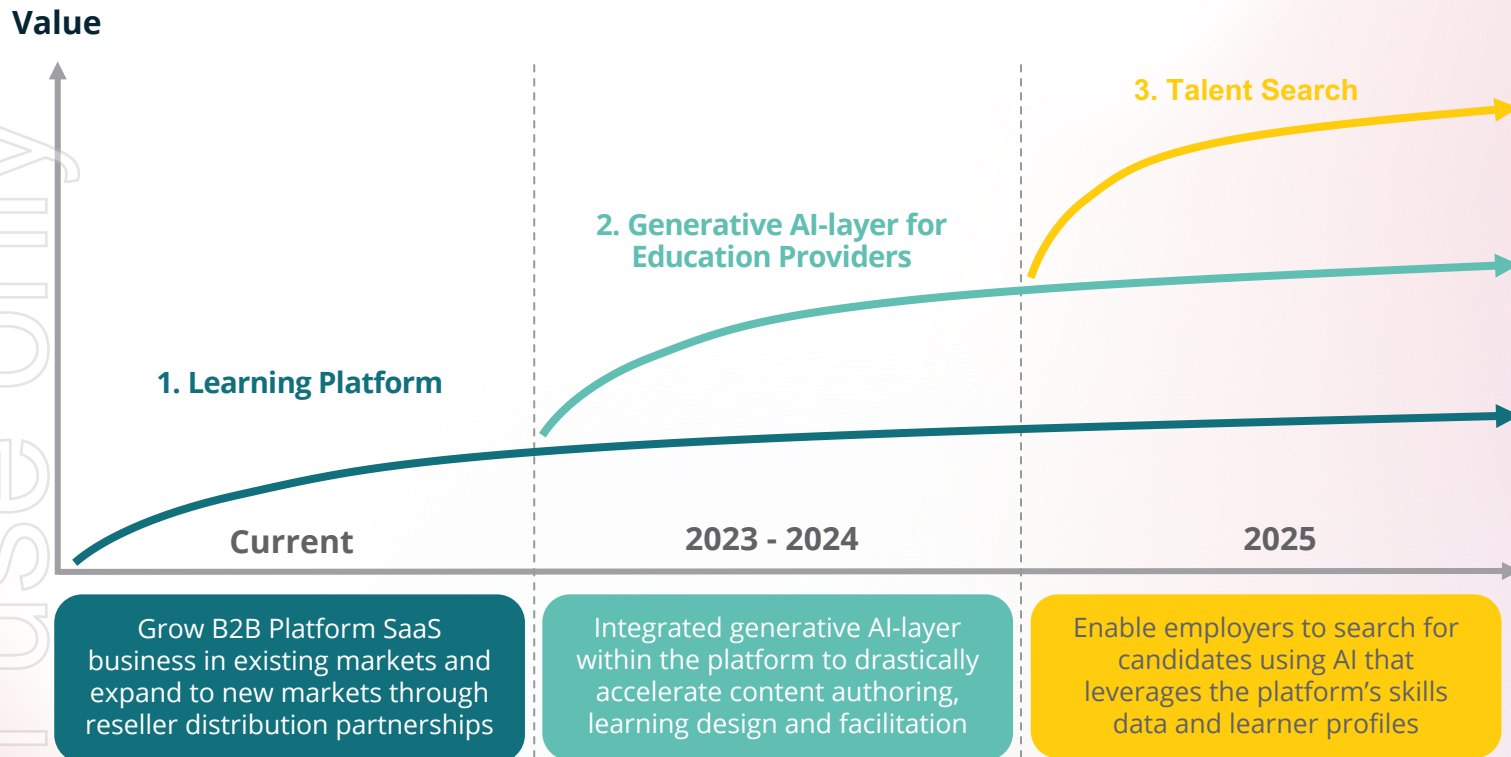
Socially constructive learning experiences, community of practice and project-based activities

AI-powered course authoring environment and delivery tools that improve efficiency and outcomes

A large number of quality courses for learning and upskilling

Learning pathways to enable skills transformation in people at scale

# Delivering through three phases



# AI is a Game Changer for EdTech

**We've launched AI Powered tools to address one of biggest challenges faced by education providers – content authoring**

- Short courses may take 1-2 weeks to develop
- University length course may take up to 2 months to develop
- Course development costs are between \$5,000 to \$30,000

OpenLearning's AI-powered course creation tools are a paradigm shift for educators and learning designers, significantly reducing course creation and development times

## **Strong interest from customers**

- Recent **webinar demonstration** attracted **>1,000 registrations** with a surge in sales enquiries
- Pilot program now extended to 14 customers due to high demand



# Embedded Generative AI delivers superior results

Domain/Industry knowledge

Data ownership, privacy and security

Limitations on usage and availability

Examples

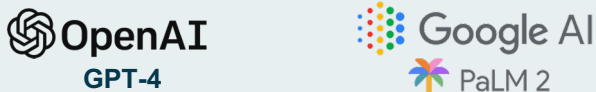
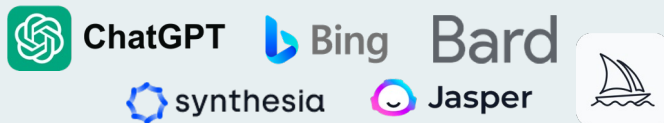
Foundational Large Language Models

## Consumer Generative AI Tools

- General purpose consumer tools
- Prompt engineering required for quality output

- Varies, data often used for model training

- Often have low limits for prompts and output



## Embedded Generative AI in Platforms

- Domain-specific fine-tuning of prompts and models
- Ability to reason about platform features

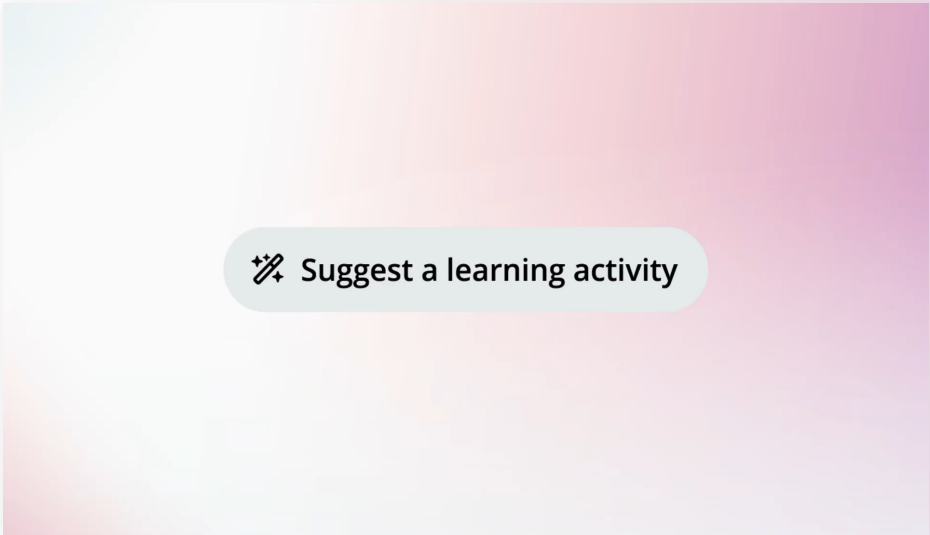
- Data remains private, audit trail available
- Clear policies on data ownership

- Relatively higher limits based on underlying generative AI technology



# At the forefront of embedding Generative AI; transforming the economics of education

- Launched OpenLearning's AI Assistant, the first of many AI enhancements to the Platform for education providers
- Humans are always the decision makers, deciding on which actions to take and approving AI suggestions
- Powered by GPT-4 from Microsoft Azure's OpenAI Service, these tools will generate course content and learning activities in line with OpenLearning's educational philosophy and best practices
- AI Assistant provides tailored suggestions to educators, helping them to create more engaging and effective learning experiences in a fraction of the time



🔧 Suggest a learning activity

We believe that Generative AI can increase the quality of education and improve productivity for education providers



# Generative AI: First to market & moving fast

We are developing a complete suite of embedded Generative AI tools for educators

## AI version release pipeline plan FY23-24

**Activity creation following best-practices with learning design templates**

BETA

Content generation for various content types

ALPHA

Module structure and activity scaffolding suggestions

Q3 2023

Course structure, curriculum and learning outcomes ideas

Q4 2023  
-Q1 2024

Marking rubric design and assessment suggestions

FY24

Suggestions for learner feedback based on their posts and context

FY24

# India: A massive market for online education

**India has one of the world's largest higher education sectors:** 1,043 universities, 42,343 colleges, and 11,779 stand-alone institutions<sup>1</sup>

College-age population, projected to reach 126 million by 2026

The government aims to increase India's higher education enrolment ratio from 27%<sup>2</sup> to 50% by 2030<sup>3</sup>

Capacity constraints mean that online learning will be central to this aim

1. [https://www.education.gov.in/sites/upload\\_files/mhrd/files/statistics-new/aishe\\_eng.pdf](https://www.education.gov.in/sites/upload_files/mhrd/files/statistics-new/aishe_eng.pdf). 2. Enrolment ratio measures total enrolment in HE as a % of the eligible college-age population. 3. "India Economics Strategy to 2035 – Navigating From Potential to Delivery", Australia Department of Foreign Affairs



# Entry to the Indian market in progress

Launched OpenLearning India with ECA partnership

OLL's SaaS Platform and a marketplace of short courses, micro-credentials, and online degrees are now available to the India and sub-continent

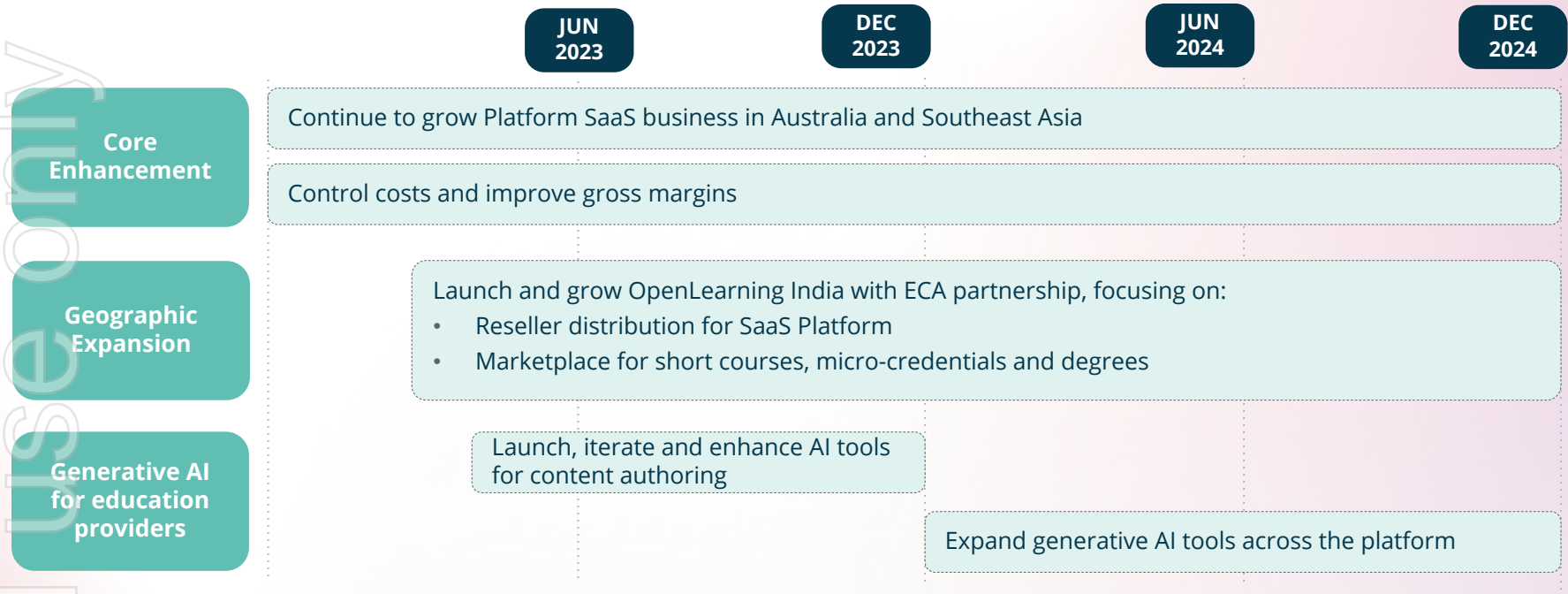
ECA drives sales, marketing and distribution of the SaaS Platform and OpenLearning operates and provides technology support

OLL to receive 50% SaaS platform subscription revenues and 5% of gross marketplace enrolment fees

A dedicated salesforce in India is being established by ECA, leveraging existing relationships with Indian institutions. Sales meetings with large Indian institutions have taken place and are in progress



# FY23-24 strategic priorities to accelerate the pace to break-even



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**Q & A**

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**Authorised by:**

Adam Brimo  
Managing Director & CEO

**Investor Relations**

Matthew Reede  
Dominion Partners  
[Matt@dominion.partners](mailto:Matt@dominion.partners)