



# AI-POWERED SAAS PLATFORM FOR LIFELONG LEARNING

Market Update Q3, 2023

Internal use only

# SaaS Revenues, Average Customer Value and Total SaaS Customers all Increase in Q3

## Q3 2023 Highlights

**\$1.88m**

▲ 11%

Platform SaaS ARR

**\$8,121**

▲ 18%

Av Customer Value pa

**231**

▲ 6

SaaS customers

**3.5m**

▲ 6%

Total users

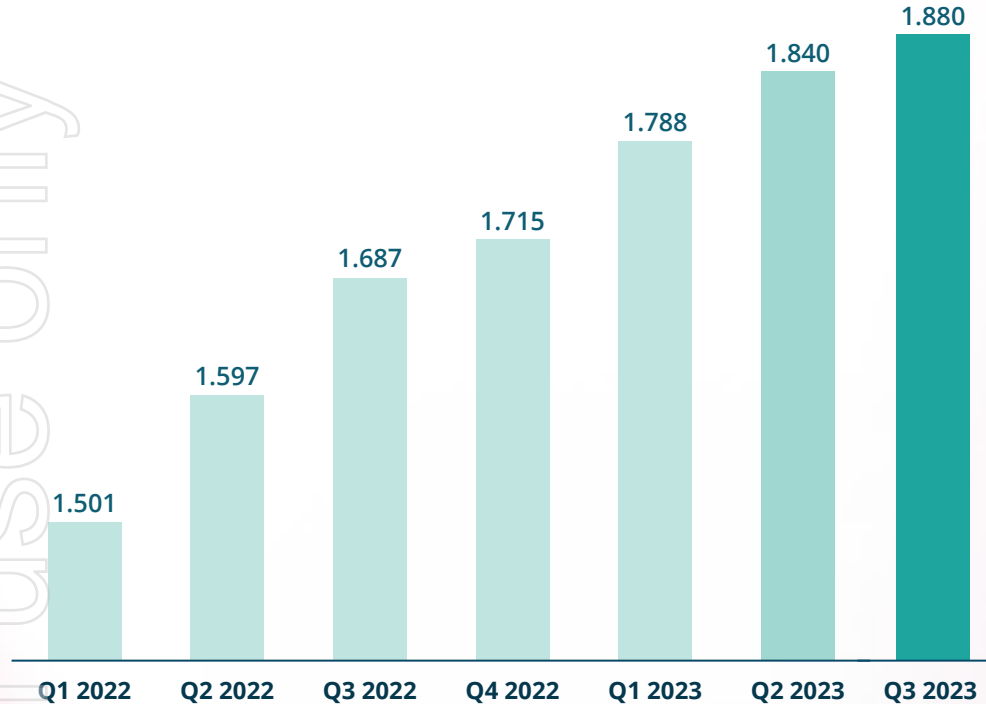
- Platform SaaS ARR grew 11% vs pcp, as average annual customer value improved by 18% vs pcp driven by both organic platform expansion and AI credit consumption.
- Total subscriptions grew to 231 customers with a weighting to higher value customers.
- **Net operating cash outflows fell by 36%** vs pcp as the cost optimisation program showed positive results.

The **AI Assistant has shown good client adoption in Q3**. Most customer are still using free credit in their trial period and this may start to convert to cash credits in the coming quarters. AI credit consumption will become an important component in our strategy to further improve average customer value which increased 18% this period to \$8,121pa.

Our 'AI Course Builder' includes a number of new features and is scheduled for release by the end of 2023.

# Solid SaaS Revenue Growth Every Quarter

SaaS ARR (AUD \$million)



- SaaS ARR continued its reliable quarterly growth, increasing 11% vs pcp to \$1.88m end of Q3.
- AI was a key driver of increases in both total customer numbers and customer value pa in Q3.
- AI credit consumption is in its early stages with most customers using their trial credits during Q3.
- The Course Builder feature is the upcoming tool to drive AI consumption credits and it is scheduled for release before the end of 2023.

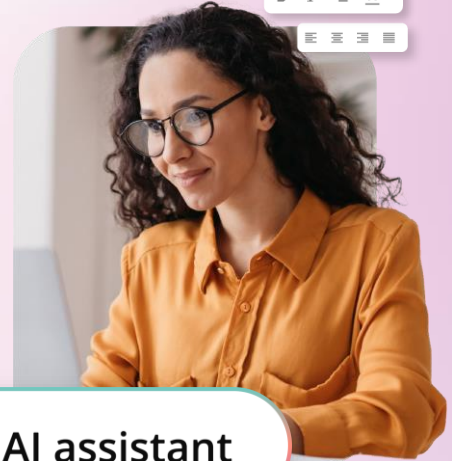
# AI Assistant to Drive New Credit Based Revenue Stream

## AI Feature Roll Out Schedule

- Activity Generator – live May 23
- Content Creator – live June 23
- Image Generator – live Aug 23
- Course Designer – plan Dec 23
- Student feedback – 2024
- Assessment rubrics – 2024

## AI Course Designer Tool

- The Course Designer tool is a complete step-by-step AI-driven process to generate an entire course for institutions
- Generate learning outcomes, course structure, module structure, activities, assessments and content with educators providing input throughout the process
- Expected to result in substantial savings for education providers



✦✦ AI assistant

✍ Suggest content



# International Distribution in India, Vietnam & Malaysia

OpenLearning is expanding its capital light sales and distribution model in multiple countries.



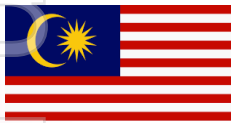
## India

ECA's sales and marketing activities underway in India for Platform SaaS to universities and colleges. ECA has worked with OpenLearning to add 200+ courses for the OL India marketplace



## Vietnam

Reseller appointed for Vietnam to target universities and corporate sector

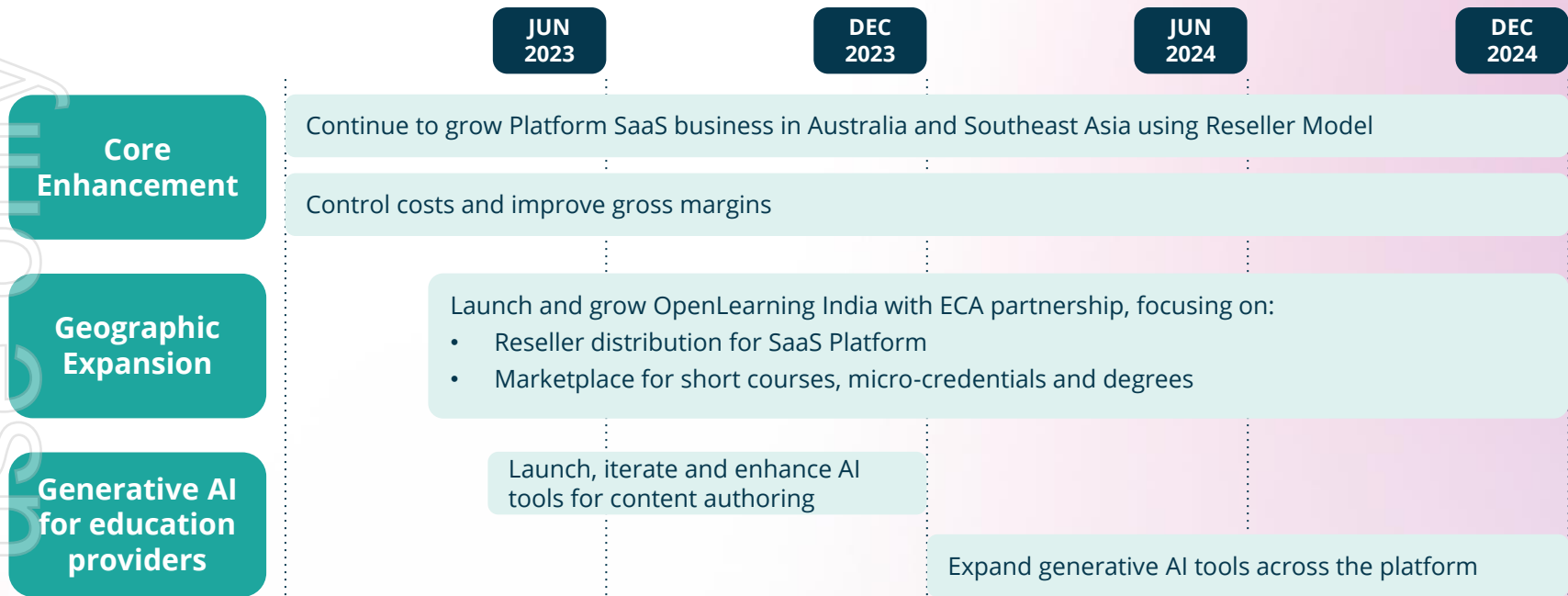


## Malaysia

Expanding leading position in Malaysian market with direct sales and joint go-to-market activities with local partners



# Strategic Priorities Accelerating the Pace to Break-Even





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