



AI-POWERED SAAS PLATFORM FOR LIFELONG LEARNING

CEO Address

Annual General Meeting

31st May 2024

Corporate Snapshot

ASX: OLL

ASX Ticker Code

267m

Shares on Issue

1.6c

Price @ 28 May, 20024

\$4.3m

Market Capitalisation

Major Markets

Australia. Malaysia. India. Indonesia. Philippines.



165

Countries



500+

Public Courses



10,000+

Private Courses



228

Active education
providers*



3.6+ million

Unique learners

*The number of paying customers who subscribe to the platform on a SaaS model as at 31st March 2024

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**

Business Snapshot

2.12m

SaaS Platform ARR
@March24

\$9,287

Average Annual
Customer Value

228

Total SaaS Customers

18% ▲

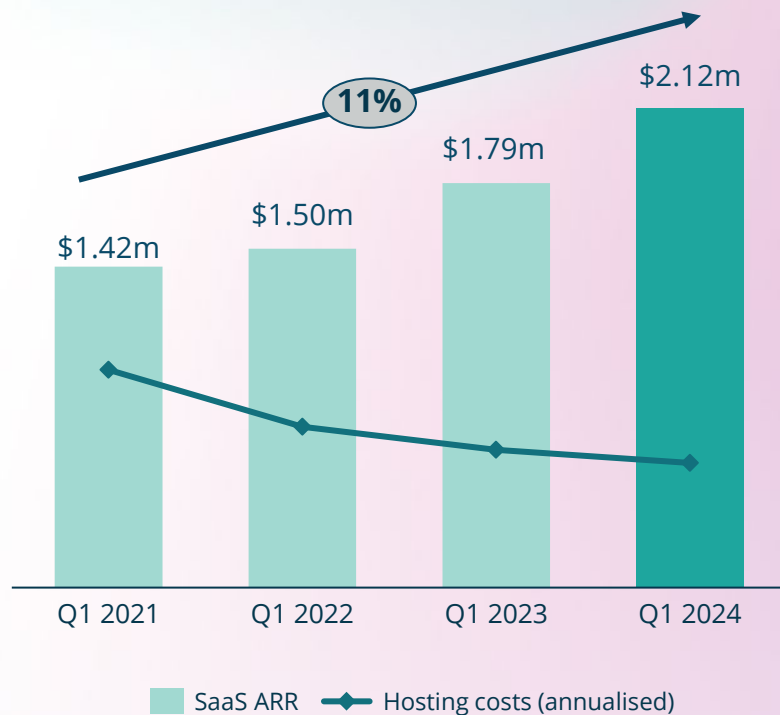
SaaS Platform ARR Growth
Vs PCP

17% ▲

Average Customer Value
Growth vs PCP

3.6m+

Unique Learners



OLL has delivered **10 consecutive quarters of SaaS ARR growth** during a period when operational expenditure has been significantly reduced. The business is beginning to leverage its technology platform at scale.

Our Vision for Edtech

OpenLearning currently operates in the Learner Discovery and Learning Delivery segments of the Edtech market. Our longer-term vision is to expand and/or partner with businesses in new segments to connect education to employment.

LEARNER DISCOVERY

Technology that allows education institutions to connect with prospective students

Course aggregators,
student recruitment
platforms



LEARNING DELIVERY

Business that provides generic online learning software

Learning Mgt Systems
Advanced Analytics
Assessment Solutions



STUDENT SUPPORT

Business that provides academic or nonacademic support to students

Student AI Assistant
Student Engagement
Platform

ADMINISTRATION

Business that provides administration or management solutions

Student Admissions
Student Mgt Systems

EMPLOYMENT

Business that connects students with career opportunities

Talent search
Skills databases

Our flywheel: AI-powered 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

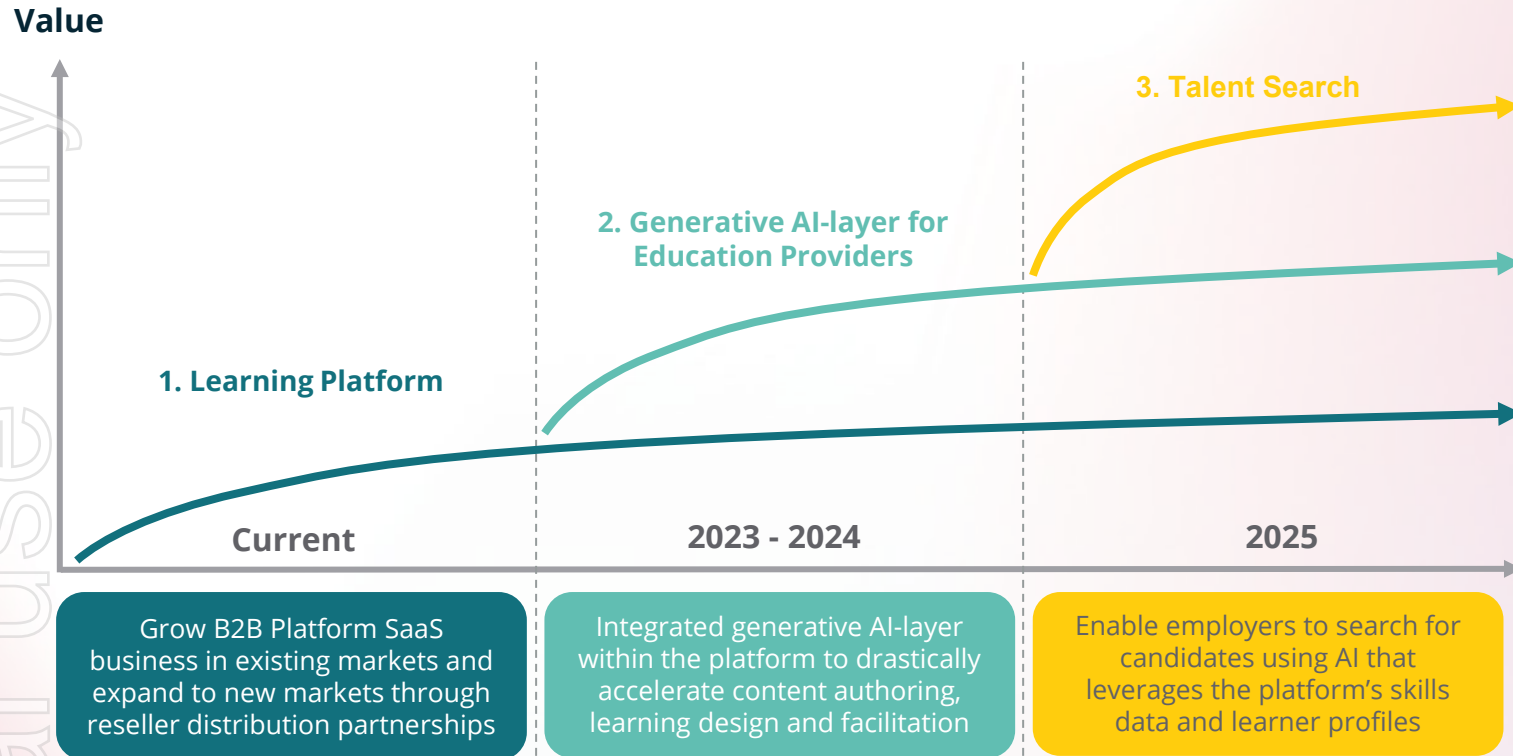
Socially constructive learning experiences, community of practice and project-based activities

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

Today, we are expanding our learning platform into new markets and delivering on Generative AI



Growth Initiatives

Adoption of Generative AI

To date over 75% of customers have actively engaged with the AI Assistant. This is already leading to increased utilisation of the platform and reducing the time it takes for education providers to launch courses, in some cases reducing the time taken by 90%.

In January the company rolled out its most significant AI-feature, **AI Course Builder**, which can generate an entire course – from objective and outcomes to modules and content based on the educator's inputs and educational best practices.

Monetisation of Generative AI

Increasing adoption of OpenLearning's AI tools are leading to higher utilization of the platform, which is expected to increase usage and in turn increase SaaS fees for OpenLearning.

Development is underway on a new suite of AI tools that will be compatible with other learning platforms and can be sold to education providers that are not able to switch to OpenLearning's platform. These tools will be offered on a SaaS model with an expected launch in Q3 2024.

✦ AI assistant



Applying Knowledge



✦ Refine

✓ Keep



Growth Initiatives

Expansion into LMS Market

As the OpenLearning platform's functionality has expanded over the years, there are now universities in Southeast Asia with up to 20,000 students adopting OpenLearning as their learning management system (LMS) for both online and on-campus courses.

New functionality currently under development will further close the gap between large incumbent LMSs, allowing OpenLearning to support more use-cases and enter the LMS market in Australia. Integration is also underway with leading student management systems to increase adoption.

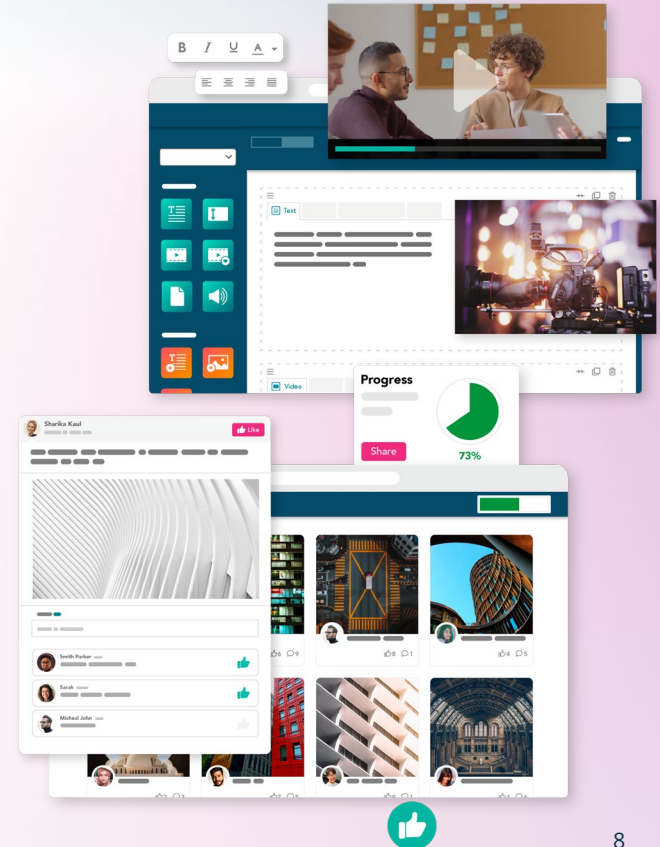
Sector Expansion in Student Acquisition

The course marketplaces acquisition was completed this quarter. Annually, the marketplaces attract over 800,000 users and list over 15,000 courses and degrees from 70 institutions.

The websites for the marketplaces are:

- PostGradAustralia.com.au
- TheUniGuide.com.au
- StudyNewZealand.nz

theuniguide

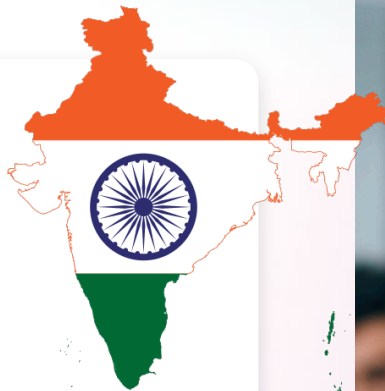


Growth Initiatives

Market Expansion in India

Signed our first university in India, Gujarat University, who will utilise OpenLearning's platform to deliver compulsory courses aligned to the National Education Policy for up to 60,000 students in the next year.

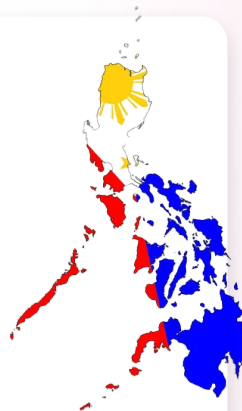
Gujarat University is the largest and oldest university in the Indian state of Gujarat with more than 200,000 students studying across 235 colleges.



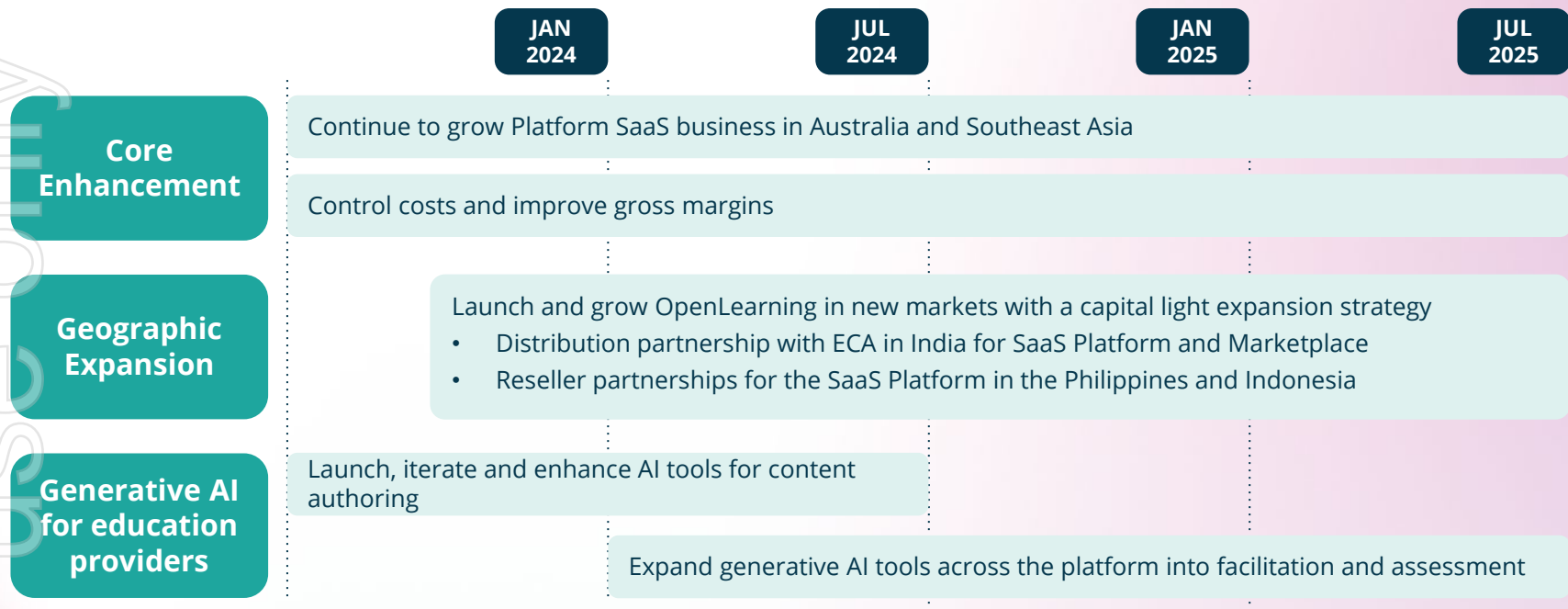
Market Expansion in the Philippines

Following our capital-light expansion strategy, we are now entering the Philippines through resellers with expertise in the education sector.

We have received in-bound interest from universities and colleges in the Philippines over the years and we are now confident that OpenLearning's AI-powered platform offering and competitive pricing are potentially disruptive in the local learning management system market.



Strategic Priorities Accelerating the Pace to Break-Even



Disclaimer

This presentation has been prepared by OpenLearning Limited (**The Company**). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial product advice or advice relating to legal, taxation or investment matters.

This presentation and the information contained herein and all electronic and/or hard copy documentation which comprise it are being provided to you solely for your information and may not be copied, reproduced, distributed, disclosed or published, in whole or in part, to any other person for any purpose whatsoever at any time without the prior written consent of the Company. This presentation is not an offer to any person nor is it a prospectus.

The Company has prepared this document based on information available to it at the time of preparation. No representation or warranty (whether express or implied) is made by the Company or any of their officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecast or projections set out in this presentation.

This presentation is not investment or financial product advice (nor tax, accounting or legal advice) and is not intended to be used for the basis of making an investment decision. The information contained in this presentation has been prepared without taking into account the objectives, financial situation or needs of individuals.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in their absolute discretion (without incurring any obligation to do so).

The Company, nor their related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise), or under the Australian Securities and Investments Commission Act 2001, Corporations Act 2001 (Cth), competition and any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded.

Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company.

Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of their directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.

Given the risks and uncertainties that may cause the Company actual future results, performance or achievements to be materially different from those expected, planned or intended, recipient's should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

This document does not constitute any part of any offer to sell, or the solicitation of any offer to buy, any securities in the United States or to, or for the account or benefit of any "US person" as defined in Regulation S under the US Securities Act of 1933 (Securities Act). The Company shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including any exemption for qualified institutional buyers.



solutions.openlearning.com

Authorised by:

Adam Brimo

Managing Director & CEO

Investor Relations

Matthew Reede

Dominion Partners

+61 414 483 054

matt@dominion.partners