



AI-powered Learning Management System

**Sales Update and Addendum to
Investor Presentation [ASX
Release: 1st September 2025]**

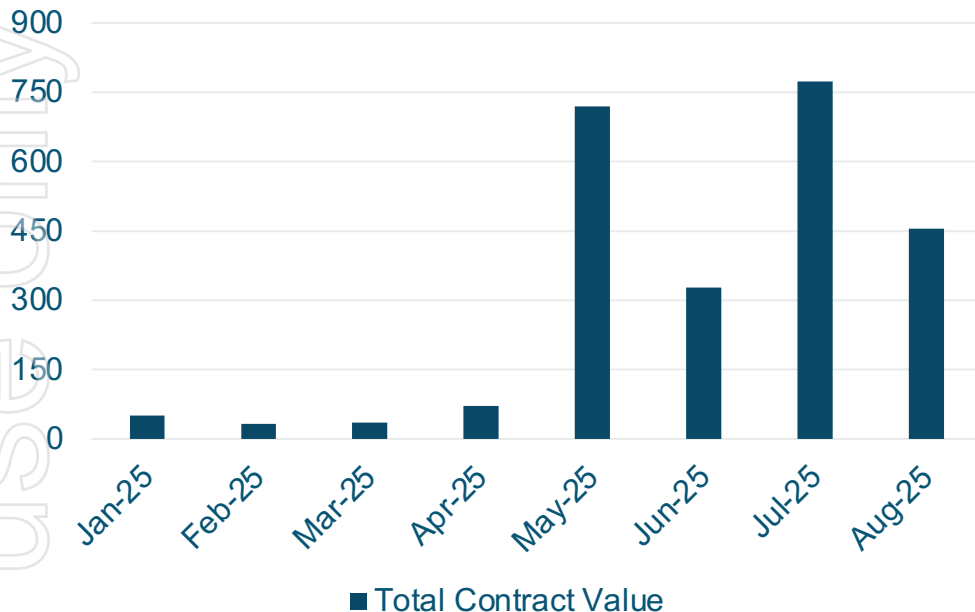
16th September 2025



\$2.5m in new SaaS Total Contract Value (TCV) in 2025

Significant acceleration in sales traction since May

New SaaS Deals TCV 2025



OpenLearning is gaining recognition as a faster, more cost-effective, AI-driven LMS that supports both online and on-campus education.

Total contract value of new software-as-a-service (SaaS) contracts significantly increased from May 2025.

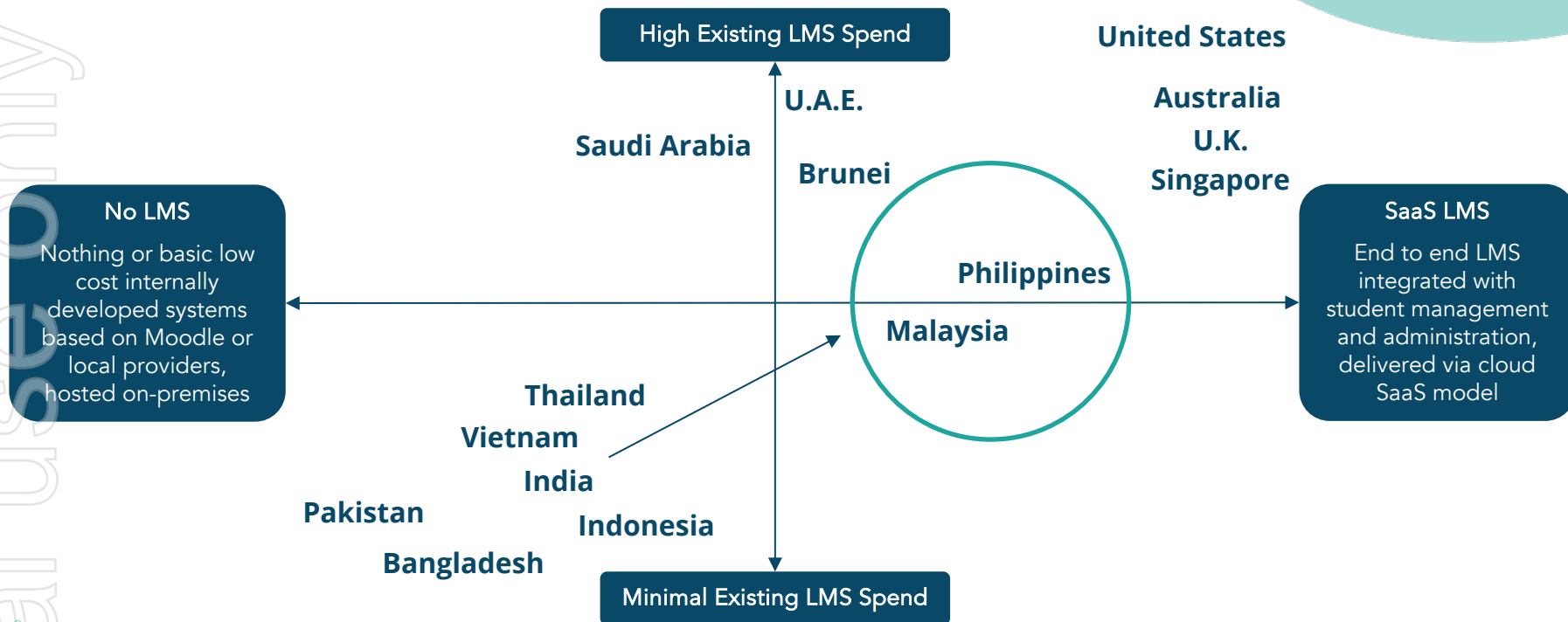
Key drivers include:

1. Platform now competes in the LMS market
2. Successful expansion into the Philippines
3. Growth in Australian and Malaysian markets
4. New sales strategy resulting in longer duration and higher value contracts

TCV figures include the minimum value of new SaaS agreements. Figures exclude existing customers renewing their contracts.

Emerging Markets Sweet spot

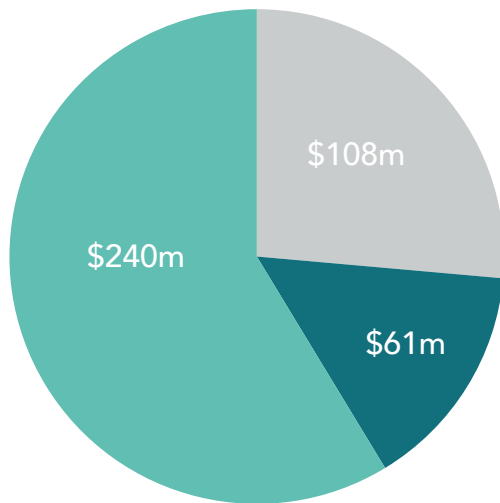
OpenLearning has a proven ability to break into emerging markets, where scalability, cost-effectiveness and new technology are key. Over time, institutions across all countries are expected to increase their budgets and migrate from on-premises to a SaaS LMS.



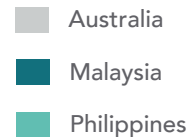
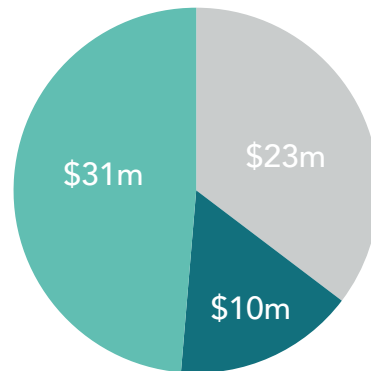
A\$473 million SaaS Revenue Opportunity in Key Markets

With a demonstrated product market fit!

\$409 million
Corporate and Government



\$64 million
Higher Education,
Vocational and Training



Note: 1. For the avoidance of doubt, OpenLearning is not claiming that it will capture 100% of the market size stated on this slide.

Note: 2. Potential revenue opportunity is an estimate by management based on the number of institutions in the targeted sector and number of learners/employees across the geographic markets that OpenLearning is operating, multiply by the average usage-based SaaS revenue. Excluding revenue share arrangement with re-sellers in certain markets.

Sources: 1. <https://www.adb.org/sites/default/files/linked-documents/50395-006-ssa.pdf> 2. <https://highereducationstatistics.education.gov.au/>

3. <https://www.dosm.gov.my> 4. <https://www.britishcouncil.ph/tne/resources/ph-higher-education>

Strong Progress in Emerging Markets

India

We've done the groundwork for India and have secured our first institutional customers in the country this year.

Gujarat University has commenced a pilot our LMS and publicly announced the start of enrolments for online courses to be delivered on OpenLearning starting in October 2025. Gujarat University is the largest and oldest university in the Indian state of Gujarat with more than 200,000 students.

Indonesia

We have a foothold in the Indonesian market with half a dozen universities now using our LMS, including three from the Muhammadiyah Group, which operates over 120 universities and colleges nationwide.

Vietnam

We've secured our first customer in Vietnam and have signed a reseller agreement in the market for local language and implementation support.



ગુજરાત સમાચાર

7th September 2025 | Ahmedabad

ઓનલાઈન ડિગ્રી કોર્સિસ માટે ૭
ઓક્ટો. સુધી અરજી કરી શકાશે

અમદાવાદ, શનિવાર | બુનિવર્સિટીના તમામ વિદ્યાર્થીઓ માટે એક
ગુજરાત બુનિવર્સિટી દ્વારા ભારતીય વિનામુલ્યે વિકલ્પ તરીકે આપવામાં આવી
ગયા વર્ષમાં એ વાર પ્રવેશ ટેકા ઉપર નહોતો અને ૭૦ ટકા
પરીક્ષા કરી. પરિણામ
વિકલ્પ પણ મળશે.

ગુજરાત યુનિ.માં ઓનલાઈન અભ્યાસક્રમો શરૂ: ભારતીય જ્ઞાન પરંપરાનો
કોર્સ વિનામુલ્યે ઉપલબ્ધ, ૩ સ્નાતક અને ૩ અનુસ્નાતક અભ્યાસક્રમોનો
અભ્યાસ ઓનલાઈન કરી શકાશે

અહેવાલ 9 ટાઈમ પેકેજ



કે એવોર્ડ વિજેતાને ST
માજીવન મફત મુસાફરી
અમદાવાદ, શનિવાર
શિક્ષક તરીકેનો એવોર્ડ
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રા શિક્ષકો એસ.ટી.ની તમામ
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નેશનલ મુસાફરી કરી શકશે.
ના ૮૫૭ જેટલા રાજ્ય અને
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ત થઈ ચુક્યા છે.

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