

ASX Announcement | 3rd October 2025

OpenLearning Signs Reseller Agreement with Leading Publisher in the Philippines to Accelerate LMS Adoption

Manila, Philippines, 3rd October 2025: OpenLearning Limited (ASX: OLL) ('The Company' or 'OpenLearning') the AI powered learning management system is pleased to announce that it has signed a 3-year reseller partner agreement with CE Logic Ltd, part of C&E Publishing, one of the largest publishing companies in the Philippines and a leading distributor of education technology solutions.

Highlights:

- OpenLearning signs **3-year reseller partner agreement** with CE Logic, part of C&E Publishing, a leading publisher in the Philippines.
- CE Logic has distributed **Canvas and D2L** in the Philippines and provides integration and training services to institutions nationwide.
- C&E Publishing has **direct relationships with over 1,000 universities, colleges, and schools** across the Philippines.
- CE Logic has a team of **40+ sales and business development representatives** and an extensive training and support operation to drive adoption of OpenLearning.
- CE Logic **commenced using OpenLearning's LMS** for its own micro-credential initiatives in July 2025, immediately recognising the platform's potential to scale nationally.

Under the agreement, CE Logic will act as a reseller of OpenLearning's LMS, leveraging its strong sales force, established publisher relationships, and proven EdTech distribution capabilities to promote and sell OpenLearning across the Philippines.



L to R: John Emyl G. Eugenio (COO, C&E), Adam Brimo (CEO, OpenLearning), Ms. Candida S. Gomez (President and CEO, C&E), Maria Estela K. Suyat (VP and Head of PEAMD, C&E), Gerric C. Gomez (VP BD and Growth, C&E)

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CE Logic has a strong track record in the Philippine market, having successfully introduced and distributed leading LMS platforms such as Canvas and D2L, in addition to providing integration and training services to universities, colleges, and schools. As a division of C&E Publishing, CE Logic has unparalleled reach into the education sector, with direct relationships across more than 1,000 campuses nationwide.

This agreement builds on the platform SaaS agreement that OpenLearning signed with CE Logic in July 2025, which has a minimum contract value of A\$495,000 over 3 years and will see CE Logic leverage OpenLearning for its own micro-credential initiatives [refer ASX Announcement 1st July 2025]. After gaining familiarity with OpenLearning's LMS, CE Logic was impressed with the platform's scalability, AI-driven course creation tools, and ability to support large-scale education delivery.

Adam Brimo, CEO & Managing Director of OpenLearning, said: "We are delighted to partner with CE Logic, part of C&E Publishing, one of the largest publishing companies in the Philippines and one of the country's leading EdTech distributors. With a team of sales representatives nationwide, deep expertise in digital learning, and strong institutional relationships, CE Logic is uniquely positioned to accelerate OpenLearning's adoption across the Philippines. This agreement reinforces our strategy of partnering with leading local organisations that have proven track records in education and technology, and it builds on the successful SaaS agreement we signed with CE Logic earlier this year."

The agreement was exchanged after 5pm Philippine standard time on 2nd October 2025 and an initial term of 3 years. There are no minimum fees payable under the agreement by either party and no exclusivity. There is no guarantee that CE Logic will be able to generate revenue for OpenLearning. Therefore, the agreement is not considered financially material at this time. However, the Company views the agreement as strategically significant based on CE Logic's existing business operations and track record in the Philippines, and the size of its publishing business. All other terms of the agreement are customary for reseller arrangements, including standard termination provisions.

About CE Logic & C&E Publishing

CE Logic Ltd is a leading distributor of education technology solutions in the Philippines, providing integration, training, and support services to universities, colleges, and schools. CE Logic has previously distributed Canvas and D2L, two of the world's leading LMS platforms, and continues to play a key role in advancing EdTech adoption in the country.

C&E Publishing, CE Logic's parent company, was established in 1993 and is one of the largest publishing companies in the Philippines, with direct relationships across more than 1,000 universities, schools, and colleges. Its extensive distribution and institutional networks make it a critical partner for scaling digital education solutions nationwide.

More information on C&E Publishing: <https://cepublishing.com/about-us/>

Ends.

Authorised by:

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Group CEO & Managing Director

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About OpenLearning

OpenLearning is an AI powered learning management system.

The platform provides a full suite of tools for online learning, course creation and delivery, for education institutions, corporations and government.

OpenLearning is a trusted partner to more than 250 leading education providers, who have delivered tens of thousands of courses to over 3 million learners through its platform.

With a strong position in the Australian and Malaysian higher education sectors, and a growing presence in the Philippines, Indonesia and India, OpenLearning is revolutionising the way education is accessed and delivered globally.

To learn more, please visit: solutions.openlearning.com