



Learn Primary – August 2019 Update and Announcements

Over the last quarter Learn Primary has had significant achievements which the Company is pleased to share:

Significant adoption across children and schools in Australia

We have experienced a phenomenal 8x growth in our student users over this calendar year (and doubled our user numbers since our last update in June). More than a hundred schools have taken up Learn Primary so far with some great feedback and engagement, and we have a further pipeline of more than 150 schools who have completed our initial registration of interest process. Learn Primary expects to continue offering schools a two term free trial for 2020 calendar year for taking up the product in their relevant classes which provides an attractive proposition for them and we expect this to lead to better paid subscription conversions as a result.

Global Distribution Agreements

Learn Primary has signed some key agreements with distributors in sizeable markets which we are excited to share.

- i. An exclusive distribution deal signed with a prominent distributor of education products in Africa (ToKidz) to take our product into that market. ToKidz have been operating successfully both as a social and for profit organisation with deep ties into the community and corporations alike. We have some great early pipeline coming from here already;
- ii. Exclusive distribution agreements signed with a distributor in Bangladesh and Malaysia with non-exclusive agreement signed for the Middle East, China and Japan. The distributor has significant trusted connections in the education market in these markets so we hope to get schools on board in all of these markets over the next quarter;

Local Distribution Agreement

We have signed a Memorandum of Understanding with a trusted provider of services to the parent of school kids community with access to over 1 million active parents on the platform. The execution timeframe of this deal is two weeks and we hope to announce the name of this partner shortly thereafter. Once executed we expect to see Learn Primary in their channel as early as school term 4 this year.

Learn Primary named Top 10 EdTech Ventures in Asia Pacific



Learn Primary has been recognised as a TOP 10 Edtech Ventures in the APAC region by Educational Technology Insights magazine (with a public announcement expected in the next 3 weeks in this regard). Educational Technology Insights is a valued resource and trusted magazine by the education sector with significant readership in North America and the Asia Pacific region. So it's a privilege to be awarded this recognition. We expect that the timing of this with our recently signed distribution agreements will lead to traction in those markets.

About Learn Primary

Learn Primary is a unique and adaptive digital learning platform with an initial focus on the Mathematics and English curriculum for the formative primary education years. For more information, please watch Learn Primary's videos here:

- i. [What is Learn Primary about?](#) ;
- ii. [Learn Primary – bridging the learning gap between the school and home](#)

Alternatively, please visit the [Funding Strategies website](#) (log-in required, joining is free) or contact them by phone on +61 7 3160 2840 or email brisbane@fundingstrategies.com.au .

A handwritten signature in black ink, appearing to read 'Manish'.

Manish Goklaney
CEO and Co-Founder
22nd August 2019