



23 November 2017: ASX/Media Release (ASX: KNM)

KNeoMedia confirms expansion into broader US market

- **KNeoESP content trials underway in Buffalo (New York State) and Newark (State of New Jersey)**
- **Trials to commence shortly in three more US States**
- **More sales of Seat Licences in NYC are pending**

Online education publisher **KNeoMedia Limited** ("**KNeoMedia**" or the "**Company**") (**ASX: KNM**) is pleased to confirm the roll-out of its Special Needs educational content into new territories in the United States as reported at the Company's Annual General Meeting.

The Company's KNeoWorld Special Needs learning and development software is now being trialled in a number of schools in two new cities, Buffalo (New York State), and Newark (New Jersey), confirming that sales of Seat Licences will shortly materialise outside of New York City.

The Company is securing 30-day trials via education departments in the respective cities, as opposed to targeting schools individually. This way, education departments can pre-qualify the content for schools and therefore streamline the sales process.

The Company is also pleased to confirm trials of KNeoWorld Special Needs are anticipated shortly in three more US States together with sales of Seat Licences to more schools in New York City.

Management commentary

KNeoMedia's Chief Executive Officer James Kellett said: "We are undertaking a measured roll-out of our content into new US States, with schools in New Jersey and New York State easily serviced from our New York City headquarters. A 30-day trial is the first stage in the sales process and we have had a 100% success rate with this approach.

Also noteworthy is the fact that we are entering new markets by engaging directly with education departments in these cities. These introductions are being made by our recently appointed Advisory Board members, and we are grateful for their support and introductions. Accessing these markets would take much longer without their support, and their introductions is the reason why we expect trials will be underway in more states shortly. They have validated and pre-qualified our Special Needs content."

KNeoMedia also expects to report on more Seat Licence sales in New York City very soon. This market still has considerable upside.

– ENDS –

About KNeoMedia Limited:

KNeoMedia Limited is an online education publishing company that delivers world-class education assessment products and games-based learning to global educational markets.

KNeoMedia publishes and markets from its US-based subsidiary, KNeoWorld Inc., and sells on an annual seat licence basis through its KNeoWorld.com portal via education departments and distribution agreements.

Games Based Learning is an integral part of childhood education. Growth in educational markets, combined with advances in mobile devices and connectivity, will continue to accelerate innovation, adoption, and affordability of our products around the world.

KNeoWorld is an education games portal where young and also special needs students play their way through a futuristic and epic world. They do this by playing compelling games that are subtly infused with validated educational content including numeracy, literacy, science, arts, reasoning and memory. KNeoWorld products provide extensive analytical performance data to educators and comply with child online privacy protection. Our SaaS model provides KNeoWorld with a global education market opportunity addressing both regular and special needs students.

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