Knosys

Connecting People and Information

Growth Strategy Update

Accelerating investment in market leading library technology

29 May 2025

ASX:KNO

knosys.co

Introduction by Alan Stockdale, Knosys Chair

Agenda

- Introduction (Alan Stockdale, Chair)
- Who We Are Today (John Thompson, MD)
- Growth Strategy Overview (John Thompson, MD)
- Technology Overview (Nic Passmore, CTO)
- Marketing Update Libero 6 Congo (Michael Quillerat, Marketing Director)
- Libero X market expansion and sales model (Michael Quillerat, Marketing Director)
- Investment Highlights
- Q&A

Who We Are Today

John Thompson, Managing Director

Knosys

About Us

Knosys (ASX:KNO) is a leading **information and knowledge technology** company, providing industry with Software as a Service (SaaS) solutions to boost **productivity, collaboration, and connectivity** in the digital workplace.

Knosys operates a portfolio of SaaS solutions

Libero

Library Management

100 customers

Markets:

- Public
- Academic
- Special Libraries

KnowledgeIQ

Knowledge Management

40,000 Users

Markets:

- Finance
- Government
- Telco

GreenOrbit

Intranet

140+ Customers

Markets:

- Retail
- Health
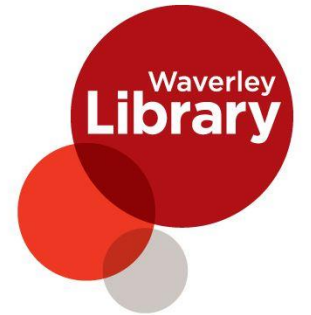- Finance
- Government
- Telco

Knosys has a global footprint

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Americas

EMEA

ASIA PACIFIC

TOTAL REVENUE >$10m

ARR of A$9.8m

250 Customers

Trusted by large enterprises

ANZ

Singtel

OPTUS

sbs BANK

MID NORTH COAST CO-OPERATIVE LIBRARY SERVICE

Woollahra Libraries

Bega Valley Shire library

Waverley Library

WAVERLEY COUNCIL

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Growth Strategy Overview

John Thompson, Managing Director

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Strategic pivot to global-leading LibTech company

Knosys currently has three SaaS solutions:

- Knowledge management (KM),
- Intranet (GO)
- Library management (Libero)

Strategic pivot:

- Simplify our portfolio of solutions
- Transform into global-leading library solutions provider
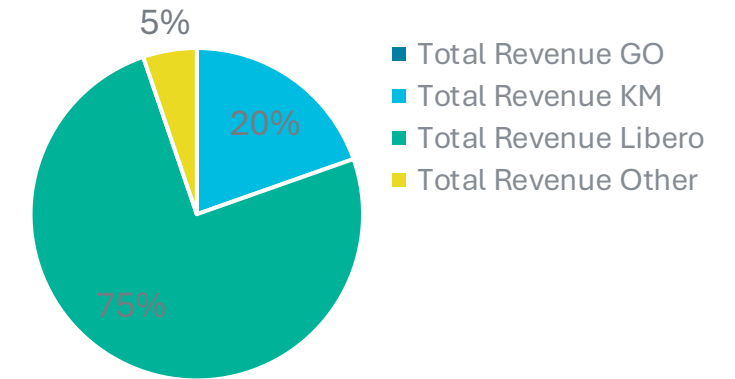- Prioritise software solutions & services for LibTech

Low-risk transition:

- Minimise investment and operating expenses for KM & GO
- Sales in KM will remain relatively stable, underpinned by multi-year enterprise contracts in place
- KM & GO will assist in funding the pivot
- Proportion of total revenue from Libero is expected to increase over time

FY25 Revenue Split by Solution

- Total Revenue GO — 33%
- Total Revenue KM — 38%
- Total Revenue Libero — 20%
- Total Revenue Other — 9%
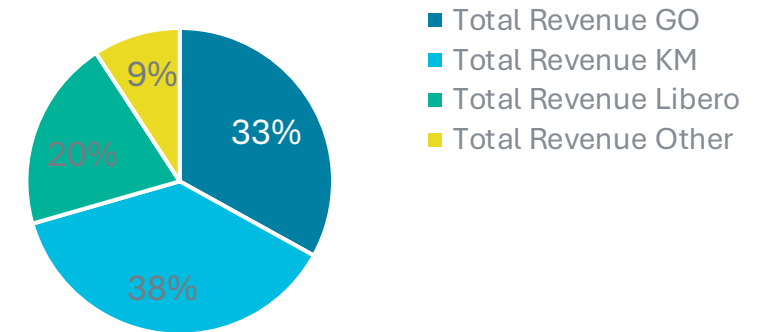
FY30 Potential Revenue Split by Solution

- Total Revenue GO
- Total Revenue KM — 20%
- Total Revenue Libero — 75%
- Total Revenue Other — 5%

Not a forecast

Large and growing global market
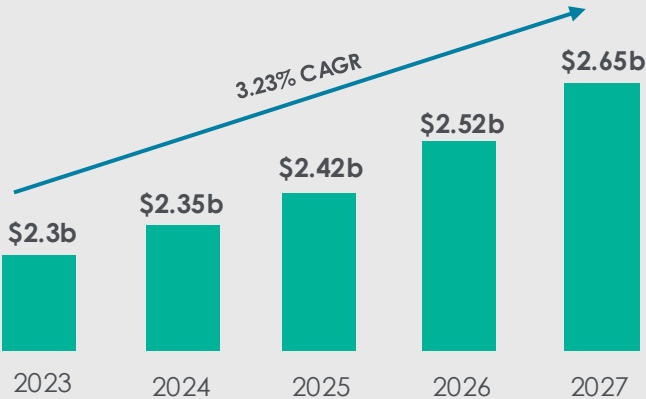
Significant growth potential in the Library Market

- LMS mission critical solution – think ERP solution in other industries
- LMS Market Size: USD $2.7 billion by 2027
- CAGR of 2.4% to 5% across Market Segments

Global Library Management Software Ecosystem Mapping

Public Library 32%
Academic Library 20%
Specialty Library 13%
School Library 35%

By Application

Global Library Management Software Market

By Deployment

Cloud Based 63%
On Premises based 37%

Global Market Size

3.23% CAGR

$2.3b — 2023
$2.35b — 2024
$2.42b — 2025
$2.52b — 2026
$2.65b — 2027

LMS Verticals Major Market Segment

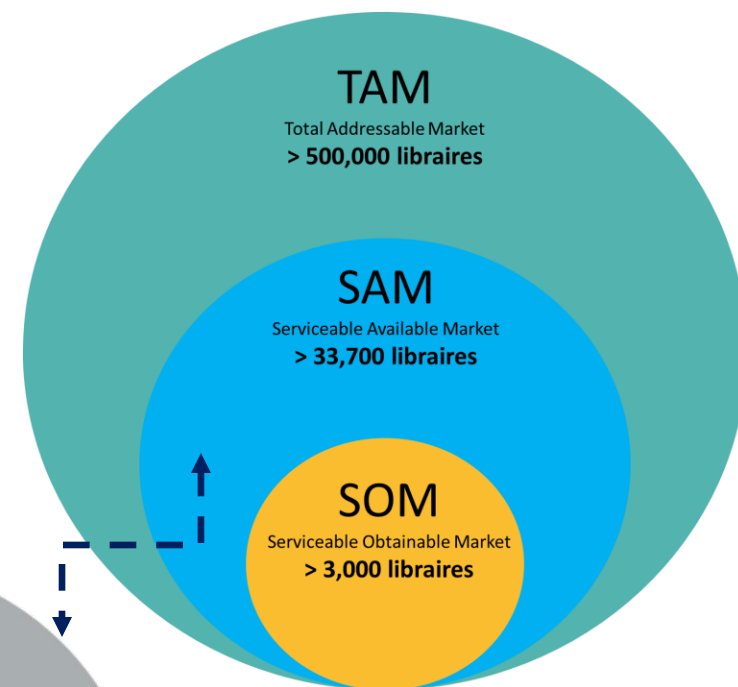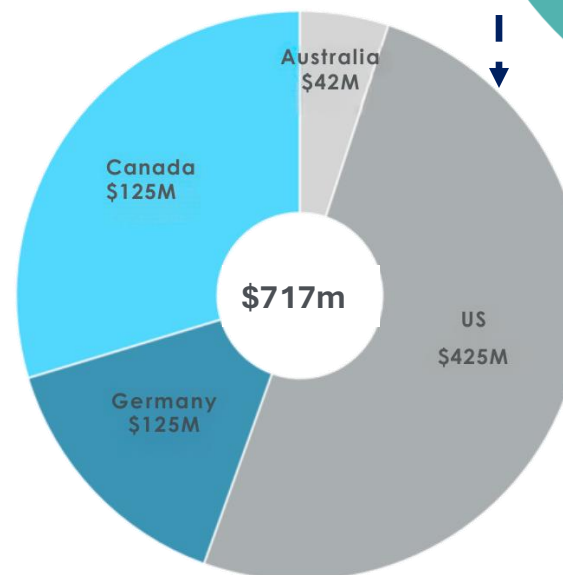| PUBLIC LIBRARIES	ACADEMIC LIBRARIES	SCHOOL LIBRARIES
$719B	$464B	$776B
5.0% CAGR	2.7% CAGR	2.4% CAGR

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© Technavio 2023 - Global Library Management Software Market 2023-2027

Attractive Market Opportunity

- Business-critical requirement for these verticals with global **TAM of $1.2B**

- 410,000 Public Libraries and 85,000 Academic libraries globally

- Existing Libero customers provide stable platform to expand into multiple countries

- Libero has significant geographic expansion opportunities in both Public and Academic Libraries in the following serviceable addressable markets valued at **$717 million**:

  - Australia (existing presence)

  - Germany (existing presence)

  - US (New) and;

  - Canada (New)

Detailed breakdown of SAM by region and market value

TAM
Total Addressable Market
> 500,000 libraires

SAM
Serviceable Available Market
> 33,700 libraires

SOM
Serviceable Obtainable Market
> 3,000 libraires

Australia
$42M

Canada
$125M

$717m

US
$425M

Germany
$125M

Total Addressable Market for Public and Academic Library Customers
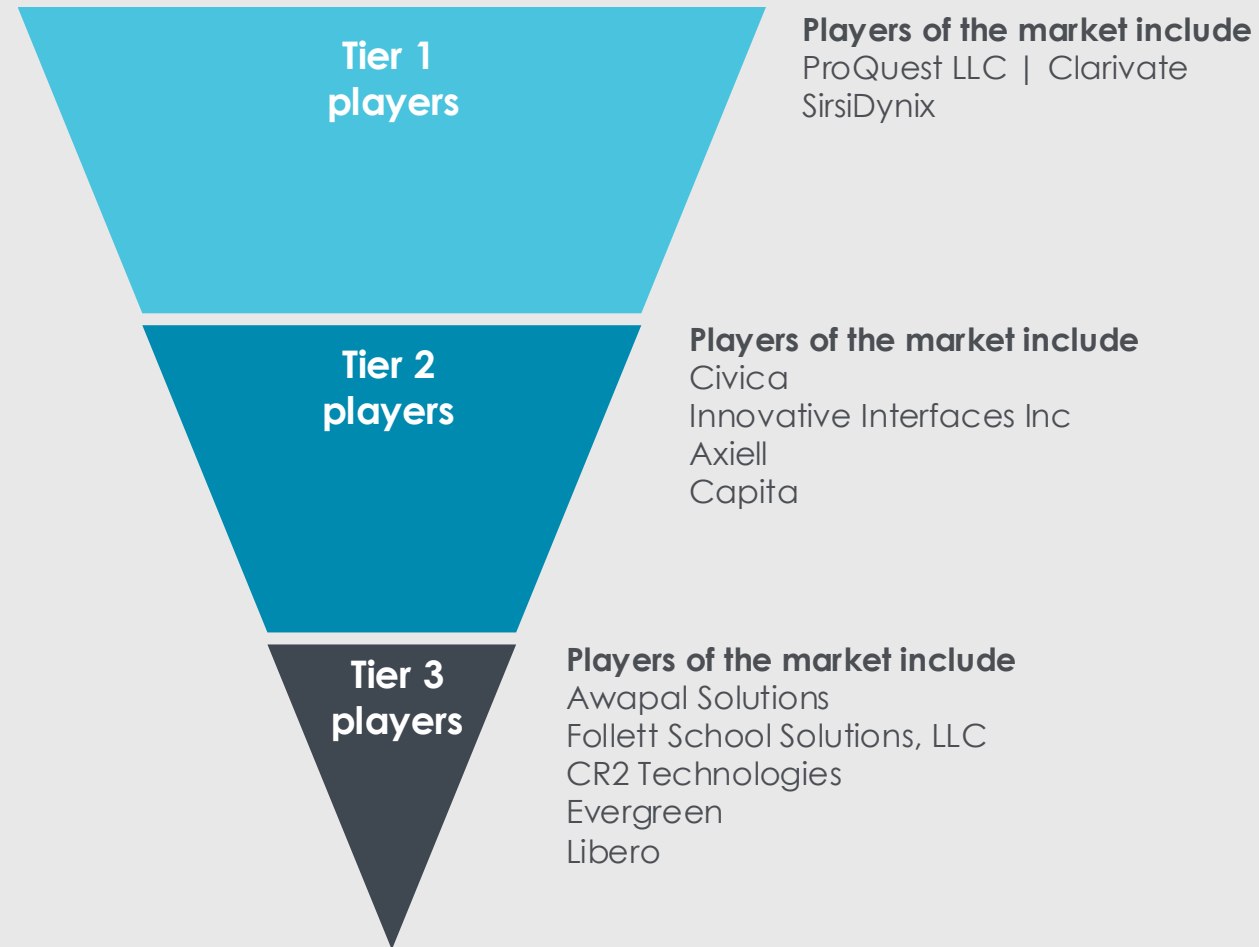
Industry ripe for disruption

Overview

- Industry was fragmented
- Significant market consolidation by ProQuest and Clarivate 2019-2021creating gap for lower tier players to exploit
- Disrupted market dynamics whereby only a small number of LMS vendors exist globally (Public, Academic & Specialty)
- Within five years, Knosys ambition is to transition Libero to a Tier 1 player
- Initially via Innovation and Cost leadership
- Potential exists for M&A in adjacent segments

Differentiators

- Libero is focused on innovation
- Opensource architecture used by Libero
- Agility and speed of product development superior to competitors
- Mobile Application Capability
- Libero will exploit AI technologies to introduce efficiency and productivity within library operations
- We also have a cost leadership position

Public, Academic & Specialty Library Vendors

Tier 1 players

Players of the market include
ProQuest LLC | Clarivate
SirsiDynix

Tier 2 players

Players of the market include
Civica
Innovative Interfaces Inc
Axiell
Capita

Tier 3 players

Players of the market include
Awapal Solutions
Follett School Solutions, LLC
CR2 Technologies
Evergreen
Libero

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# Uniquely placed to transform libraries around the world

- Libero is an innovative library management platform providing unique features

- Adds real value to existing investments by Libraries in communities' services and electronic resources

- Delivers automation and better decision making capabilities for efficient operations through Ai enablement

- Ai business intelligence to reduce cost and improve productivity across the all activities

- Operates using open standards and able to integrate with any solution

- A highly differentiated combined solution offering that incorporates mobility, data security and AI.

250
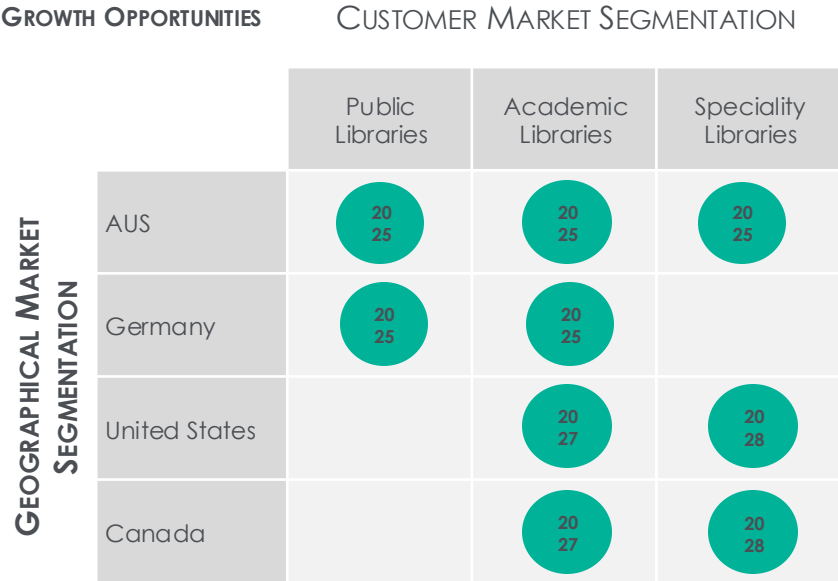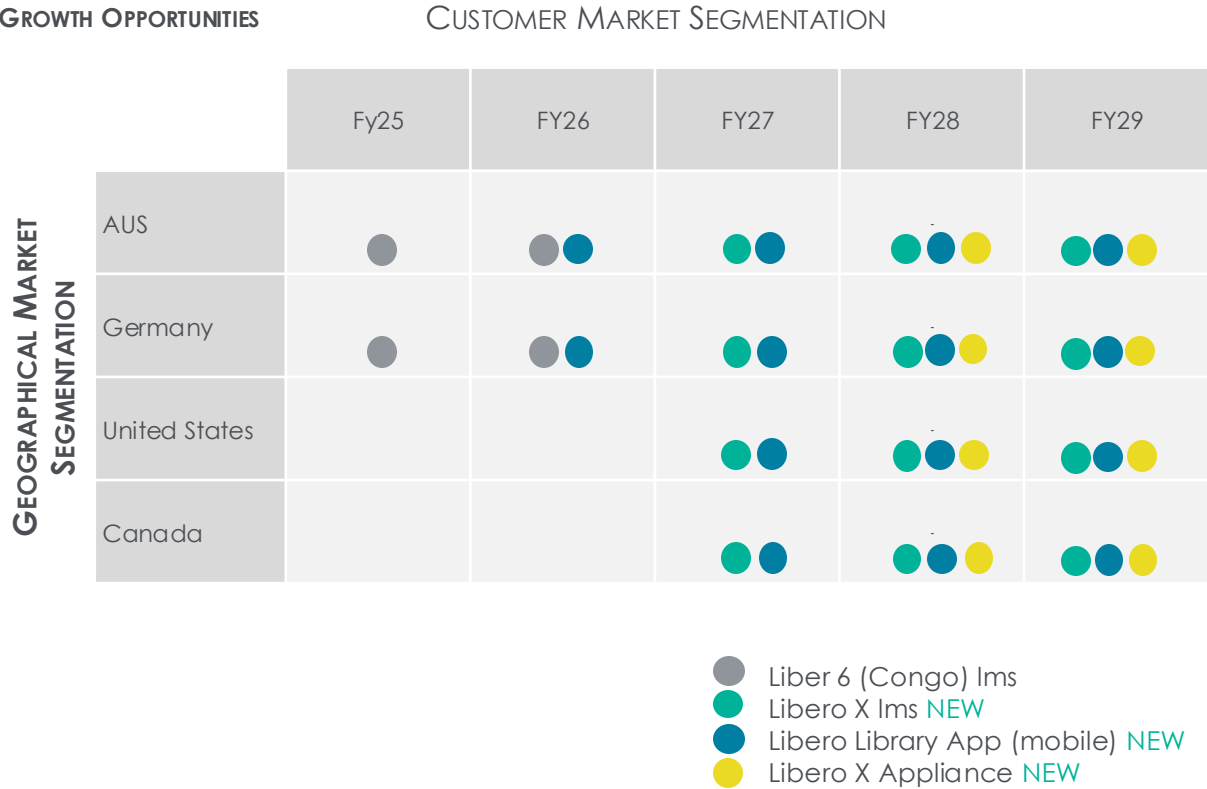Existing Library Sites Worldwide

2500
License Users Worldwide
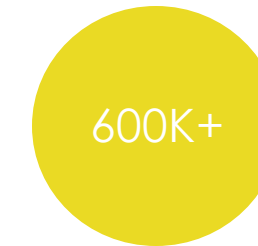
600K+
Library Registered members on our platform
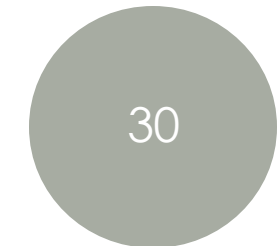
30
Libero development team

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Significant expansion opportunity within segment

GROWTH OPPORTUNITIES

CUSTOMER MARKET SEGMENTATION

GEOGRAPHICAL MARKET SEGMENTATION	Fy25	FY26	FY27	FY28	FY29
AUS	●	● ●	● ●	● ● ●	● ● ●
Germany	●	● ●	● ●	● ● ●	● ● ●
United States			● ●	● ● ●	● ● ●
Canada			● ●	● ● ●	● ● ●

● Liber 6 (Congo) lms
● Libero X lms NEW
● Libero Library App (mobile) NEW
● Libero X Appliance NEW

GROWTH OPPORTUNITIES

CUSTOMER MARKET SEGMENTATION

GEOGRAPHICAL MARKET SEGMENTATION	Public Libraries	Academic Libraries	Speciality Libraries
AUS	2025	2025	2025
Germany	2025	2025	
United States		2027	2028
Canada		2027	2028

Libero can grow significantly by geography and industry segments from its current competitive position.

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Successfully executing on product roadmap

Libero 6
(LMS)

Knosys' library SaaS, with **15+ years** and **100 customers**, focuses on enhancing public library experience.

Libero 6 enhancements are reusable in Libero X, enabling **real customer validation**, driving evolution towards **Ai-enabled** Libero X.

Libero X
(Libero Library App)

The Libero Library App enhances library engagement with easy access to services.

Initially for Libero X (LMS) users, the app aims to be vendor-agnostic, integrating with other LMS vendors via API.

Libero X
(LMS)

Knosys' accelerates development of its open-source Ai LMS.

Initially for global Public Libraries, expanding to Academic Libraries.

Libero X (LMS) differentiates itself with Ai from Libero 6, enhancing automation and user experience.

Libero X
(Appliance)

Knosys addresses on-premises challenges with Libero X's "software appliance."

Libero X – Appliance, is a hardware-software combo, targets small/medium libraries.

Managed services for updates, remote diagnostics, backups, and storage.

Current (Completed) — — — — — **Pipeline** —

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Technology Overview

Nic Passmore, CTO

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Significant Execution on roadmap in FY25

✓ Libero 6 - Member Experience & Discovery
Libero Events & Resource Bookings

↓

✓ Libero X Library App

↓

Libero X (LMS)

↓

Libero Purple

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New features well received by customers
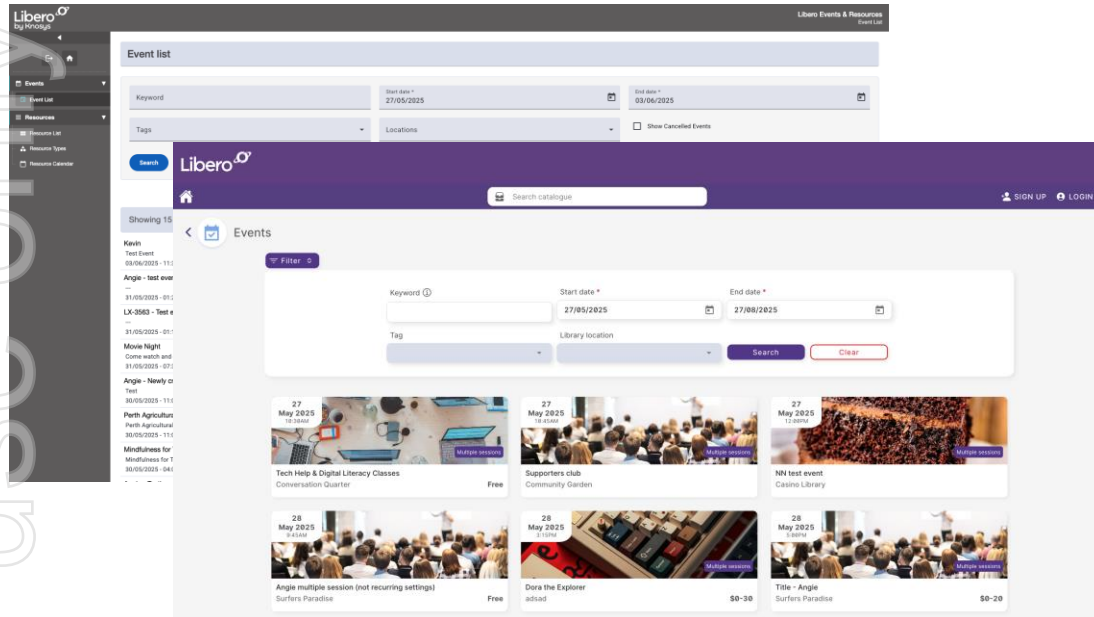
Events and Resource Bookings

Provides libraries with an easy to use, payment-integrated solution to manage and promote events and to schedule access to library resources
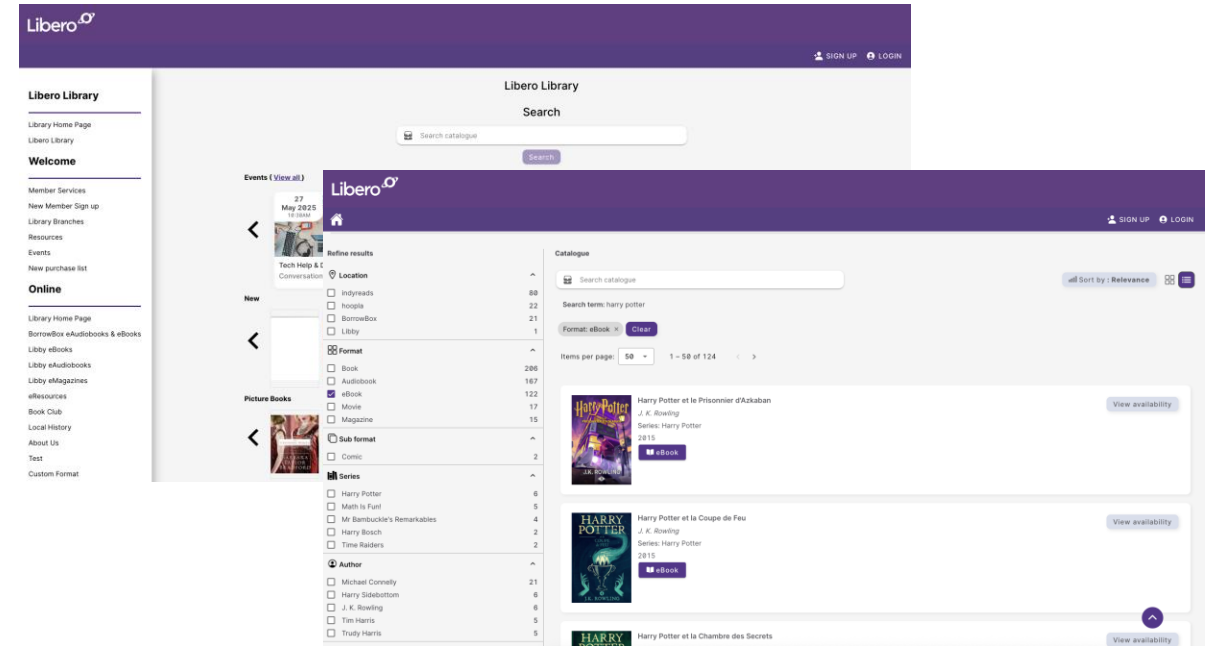
Discovery and Member Experience

Promote content, provide seamless access to electronic and print resources and empower users to discover more of the library collection.

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Successful launch of Libero Library App in March 2025

Well received by existing customers

Initial Go To Market version completed

The initial Go To Market release of the Libero Library App has been released to Library customers.

App rollout for existing Libero customers in progress

Knosys is working with existing customers to rollout the Libero Library App.

Existing customers have shown interest in switching to the Library App from other vendors.

Expansion to additional LMS vendors commencing

Libero Library App is currently being expanded to support additional LMS vendors.

Knosys is expecting to support one (1) additional LMS vendor in FY26.

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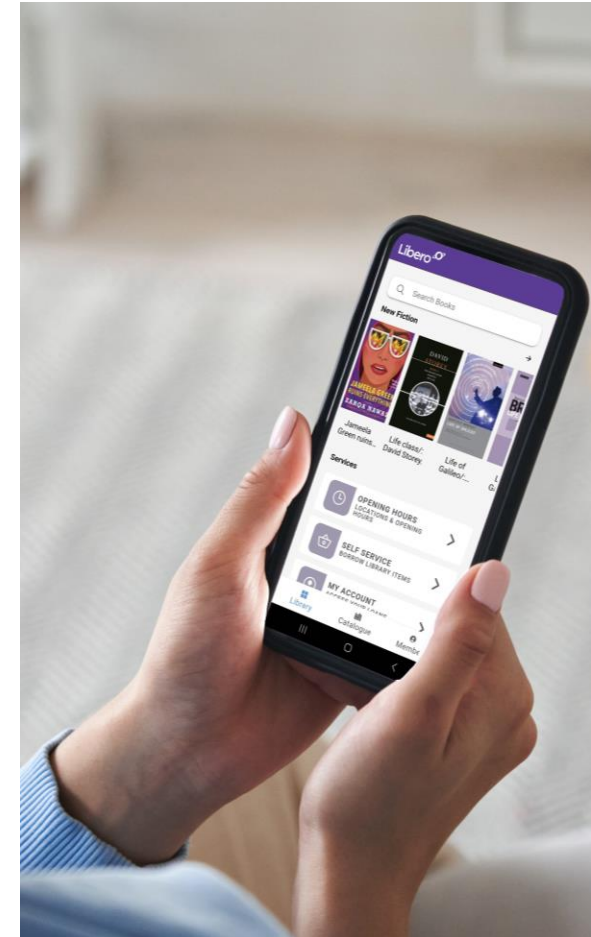
Libero X includes market leading AI Capabilities

R&D Prototyping

Recommendation Engine

Enhanced personalization through AI-based recommendation engine.

Automatic Record FRBRisation

Automatic linking of Instance to Work, to reduce Librarian effort and provide users with a streamlined experience.
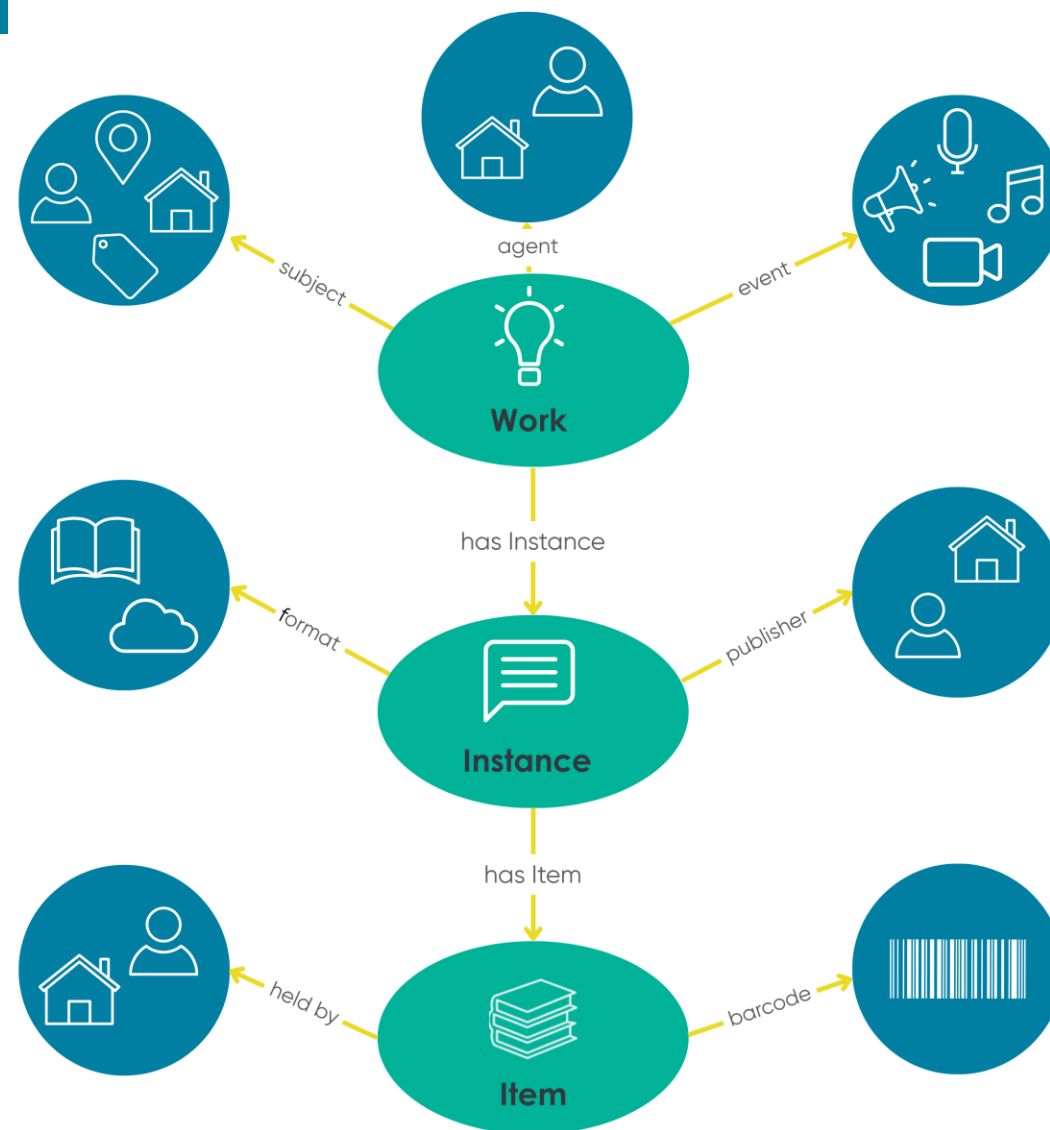
Looking Ahead: Technology Delivery in FY26

2026FY

1

Delivery of Libero X (LMS)

The bulk of the Knosys technology team will be focused on the delivery of the first commercial release of the Libero X product over the coming twelve months. This will be a feature-complete, commercial ready release with a focus on Public Libraries. Existing Libero 6 SaaS customers will be able to transition automatically

2

Libero X Library App Vendor Expansion

Expansion of vendor support within the Libero Library App is a key commercial target over the coming twelve months. This capability will allow the Libero Library App to inter-operate with additional vendor LMS solutions. We are targeting one (1) additional LMS for support within the next twelve months.

Adding this capability provides the Knosys business with additional mobile app sales opportunities and revenue streams as the Libero X product development occurs

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Long- Term Roadmap: FY27 and beyond

2027FY

**Libero X for
Academic Libraries**

Targeted for FY27, support for
Academic Libraries will add
additional eResource and
Journal support, along with
integrations with Student
Management Systems and more

**Libero X Purple:
Library-in-a-Box**

Designed for libraries that want
to run Libero on their own
infrastructure. Physical hardware
and virtual appliance models

BEYOND

**Additional LMS Vendor
Support for the Libero
Library App**

Support for additional LMS
vendors within the Libero Library
App

**Additional AI
capabilities**

Enhanced automation, deeper
insights and improved workflows
with statistical and generative AI
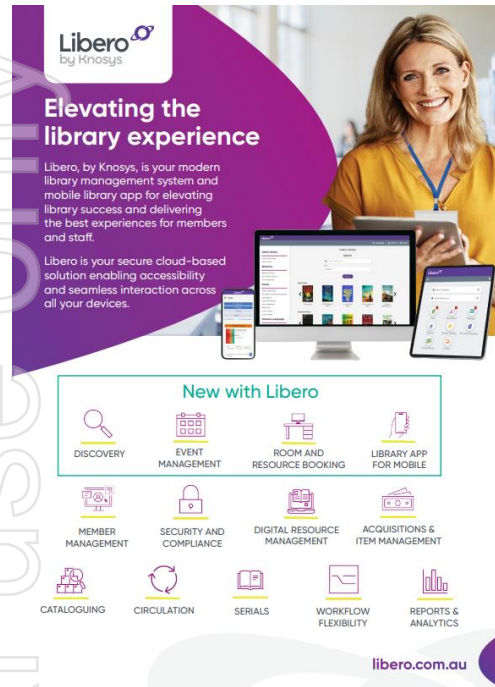
Marketing update – Libero 6 Congo release

Michael Quillerat, Marketing Director

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Updated value proposition for Libero 6 & Library App

✓ Updated value proposition to include Library mobile app, refreshed imagery and new features highlighted in collateral

✓ Produced video introducing the new Libero 6 Congo features for website

✓ Produce content, video and articles for each of the new features for website (now live), socials and PR channels

26

Refresh of marketing materials and website

Existing customers AU
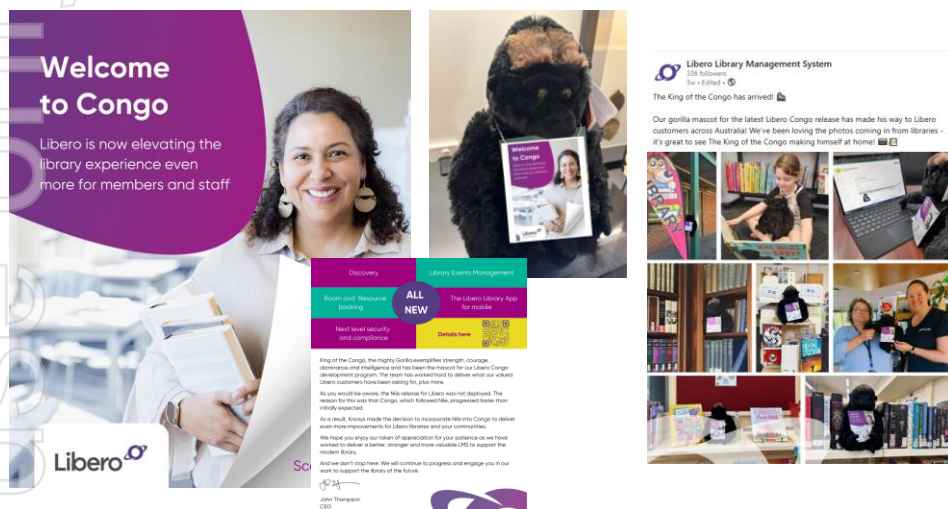
✓ Each Australian customer received a direct mailer and plush Gorilla with a letter from John launching Congo.

✓ Account Manager used this as a way to start a conversation about the new features and next steps.

✓ Libraries also started taking photos and sending them to us, which we used for social marketing

Prospect non-customers AU

✓ Target prospects in Australia that we have previously had contact with to provide update on all that is new with Libero

✓ Call to action is for demonstrations

✓ Sales will target key libraries and use the postcard mailer as a "door opener" for discussion

Libero X: Future market expansion and sales model

Michael Quillerat, Marketing Director

Knosys

GO TO MARKET STRATEGY

The Libero X 'go to market' strategy is being executed through a five-stage process.

WIN THE SUPPORT OF KEY EXISTING CUSTOMERS (KEC'S)

Libero aims to have the technology tested and useability verified by key existing customers and to invest in trials that quickly and cost-effectively gather the data required.

Following this, existing KECs will be offered a one time only free upgrade to Libero X (LMS) to **establish a sizable reference customer base.**

GENERATE EARLY REVENUE EXPANSION in 2025-26

Australia focus on existing public libraries adopting Libero X Mobile Application to deliver early additional software (SaaS) revenue and build KEC support. On top of this, drive new sale sales of enhanced Libero 6 (LMS) to add long-term SaaS revenue.

Germany focus on new sales of enhanced Libero 6 (LMS) Libero to speciality and academic libraries through existing operations in the region.

On top of this, Libero will also generate early-stage revenue from early adopters of the Libero X (LMS).

EXPAND MARKET (US & Canada) in 2027

North America focus will be Libero X (LMS) and Libero X Mobile application into the **Public library segment**.

We will utilize our **established support operations in the US** by building out local sales and account management teams. We will also explore reseller and partnerships with industry technology vendors.

EXPAND MARKET (Germany) in 2027

EU focus will be Libero X (LMS) and Liber X Mobile application into the **Academic library segment**.

We will utilize and build out our **established German sales and support operations in the Germany** and expand via neighboring Germanic speaking countries of Austria, Switzerland, Northern Italy into the EU region.

EXPAND MARKET (US & Canada) in 2028

North America focus will be Libero X (LMS) and Libero X Mobile application into the **Academic library segment**.

Follow on from the previous Public library initiatives in the region.

1　　2　　3　　4　　5

International Expansion Strategy

1 **Conduct deeper research**
Desktop research undertaken for US GTM, Canada and Germany.

For US, obtain deeper understanding of competitors, positioning, reseller opportunities, procurement policies, connect with industry body at ALA, the biggest US library conference in June.

2 Currently capturing public library data for priority focus states in US.

United States

Canada

States of Germany

Germany

Multiple Channels to Market

Sales Channels

Direct Sales: Build out local sales team familiar with the market dynamics and customer needs in Germany and North America

⬌

ACCOUNT EXECUTIVES
North America based out of existing Raleigh office
Germany based out of Frankfurt office
Responsible for prospecting to US and Germanic public libraries and quarterbacking sales process

Partnerships and Alliances

Local Partnerships: Collaborate with local distributors, libraries, and educational institutions to gain market insights and credibility.

Government Engagement: Connect with government agencies that manage public libraries as Consortiums to understand regulations and funding opportunities.

⬌

COUNTRY MANAGER
To establish agreements with library consultant for referrals, integrated vendors for partnerships and Public Library consortiums & alliances

Marketing channels

Promote and build **Libero's brand** through an ongoing cycle of campaigns across a multitude of channels

⬌

CAPTURE
Digital advertising
Events & conferences
Case studies
Customer referrals

➡

CONVERT
Product 'test drive'
Content
Partner marketing
Webinars

➡

NURTURE
Email campaigns
Product content
Remarketing
Sales outreach

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Our approach focuses on two B2B channels

DIRECT

Direct to end customer via sales and licensing agreements:

- Inside and field sales
- Commission agents
- Partner networks
- Digital marketing

INDIRECT

Distributing our solution to channel partners and resellers, who resell to the end customer:

- Value-added resellers
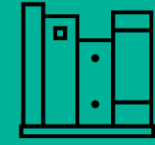- Value-added solution providers
- Integrators

Libero ▶ Libraries

Libero ▶ Reseller/ Partner/ Solution Provider ▶ Libraries

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Investment Highlights

John Thompson, Managing Director

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A compelling investment thesis

As libraries around the world undergo digital transformation, Knosys is positioned to become a market leader in mission-critical library technology.

Knosys offers a compelling investment thesis:

- **Stable foundation of low volatility recurring revenue,** from multi-year contracts with multiple enterprise customers

- **Strong industry tailwinds offering attractive ROI** from investments in AI, SaaS, and digital government infrastructure

- **Existing customer base of >100 libraries** to effectively leverage new product innovation in library technology

- **Geographic diversity** in mature, regulated markets

- **Sticky customer base** with government, academic and municipal libraries on long-term contracts

- **Successful execution on product development roadmap** with recent product launch of Libero X Library App and Libero 6 updates

- **Conservative capital management** with high-growth upside

Q&A

John Thompson, Managing Director

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