



Summary

General Overview of the Company

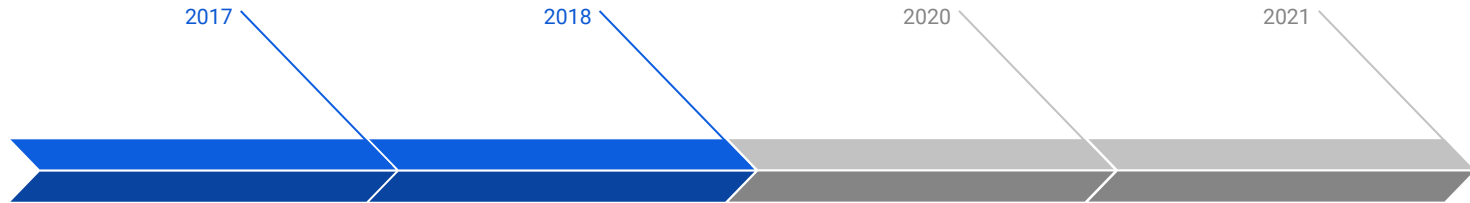
Disclaimer: General Advice

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The Story So far...



Inception

Cluey integrates technology with tutoring to deliver personalised online learning.

Mark Rohald Co-Founded Cluey in 2017 and has been CEO from inception. He has more than 30 years of experience and cofounded many edtech companies like Think Education, Open Colleges and Educor.

Growth Company

- They are rapidly growing company with revenues growing from \$3K in 2018 to \$5M in 2020.
- Losses grow in line with revenues from \$6M in 2018 to \$16M in 2020
- Founders own 30% of the business with Mark owning 11%.

ASX Listing

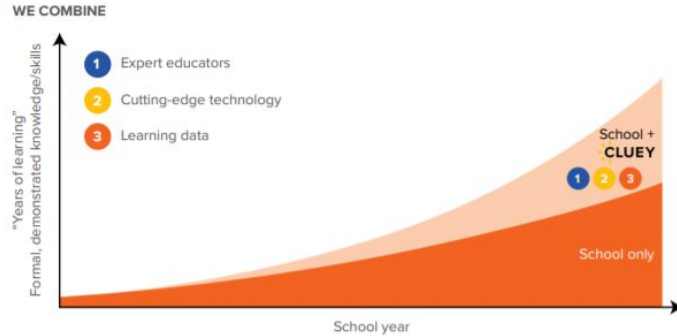
The reason for the ASX listing is 2 fold:

- Raise capital to protect balance sheet.
- Provide liquidity to existing shareholders.

Expansion

Leverage Cluey's key strengths particularly direct student relationships, learning data analytics and scalable learning infrastructure - to explore new products

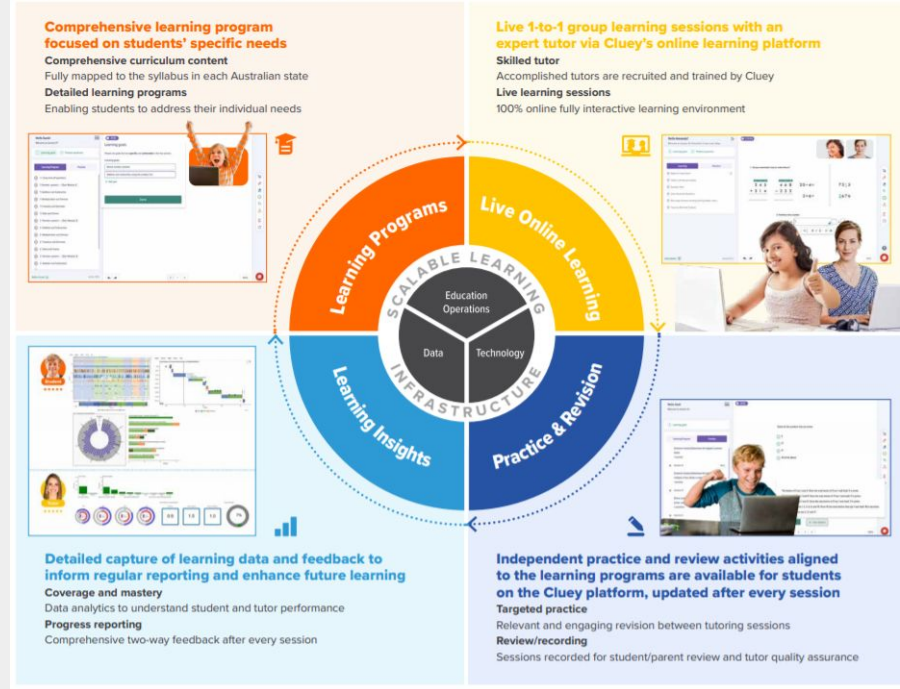
Figure 3.3: Cluey seeks to complement and augment school-based learning with targeted learning



What do they do?

Cluey is building a holistic platform for Online tutoring

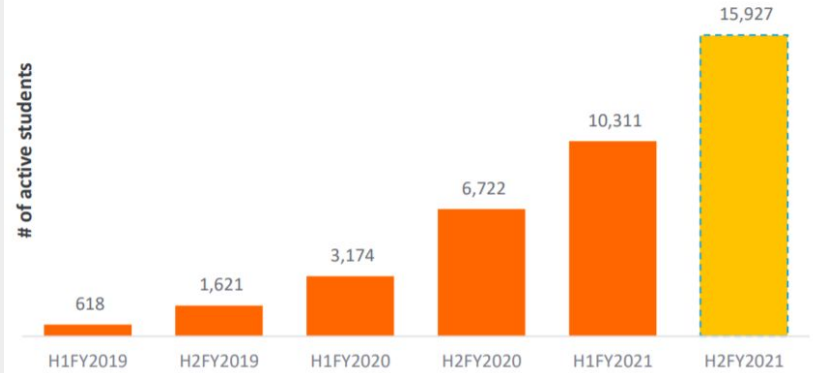
Figure 3.1: Cluey's suite of high-quality learning services



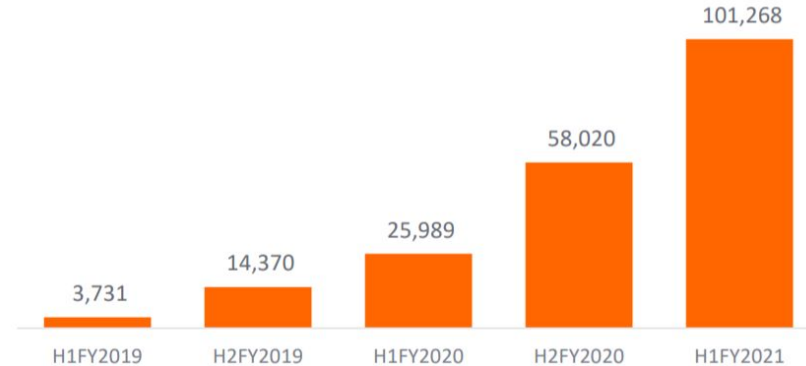
How are they going?

Cluey has grown exponentially from a small base since inception.

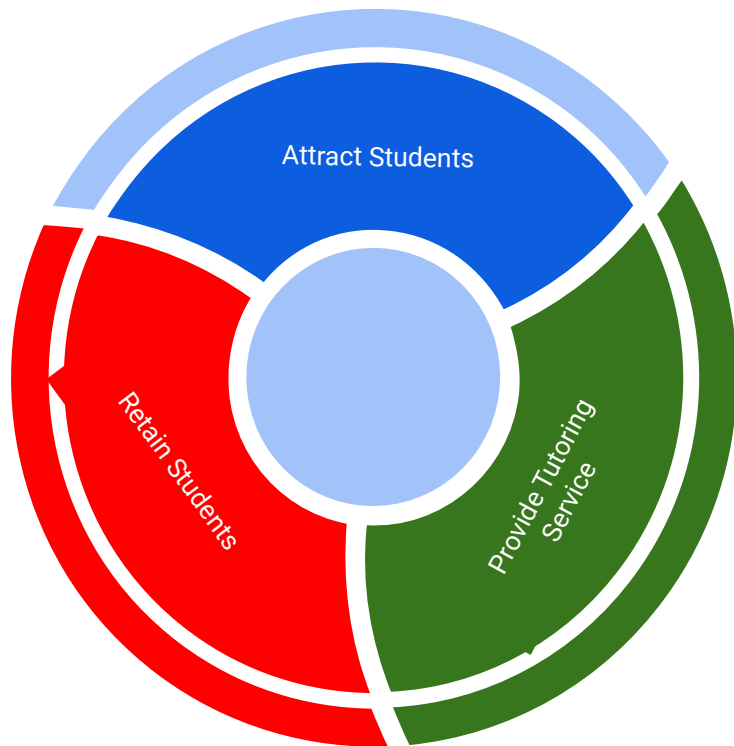
Active students³



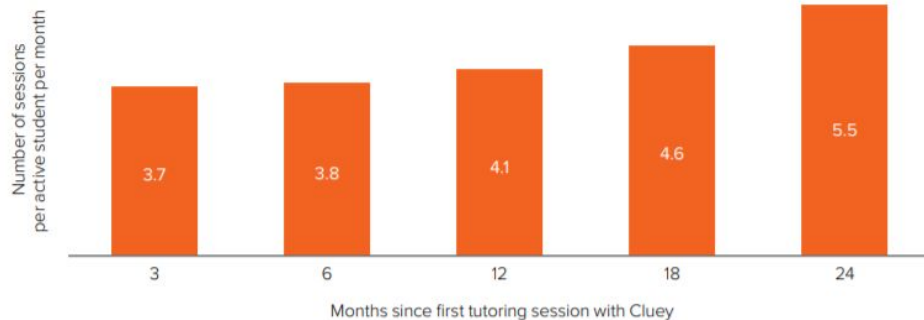
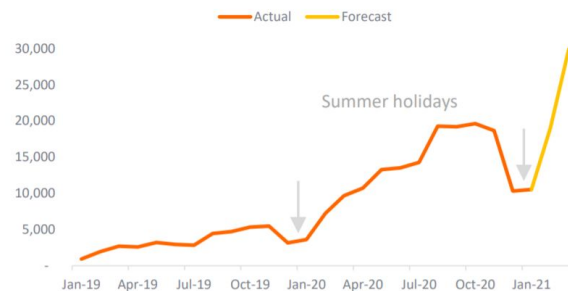
Student Sessions² (#)



Business Model - Online Tutoring



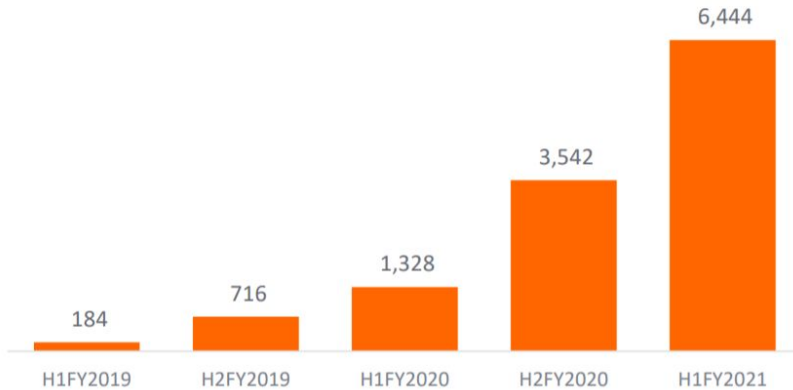
Sessions Seasonality – impact of school holidays in line with forecast



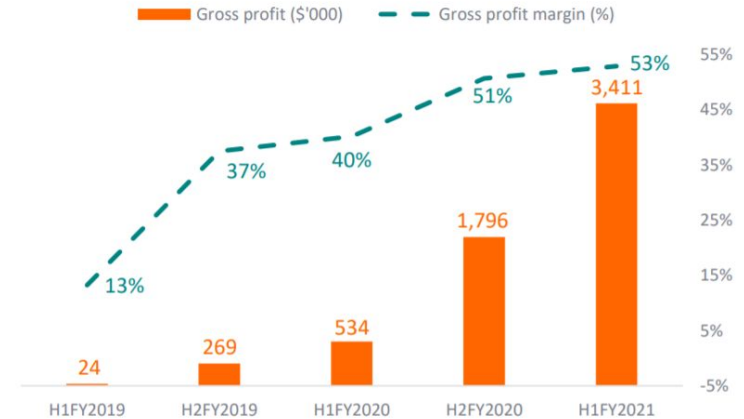
Financials



Total Revenue ³ (\$'000s)



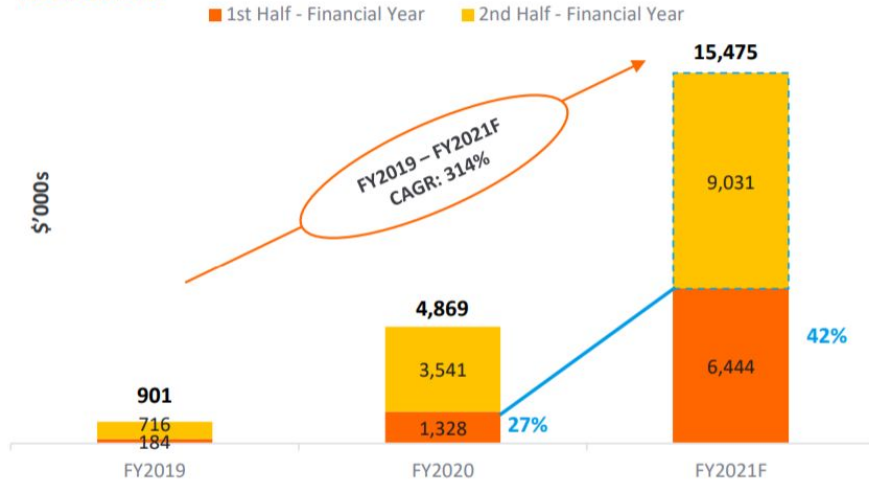
... an increase in Gross Profit (\$) and Gross Profit Margin (%) in line with forecast³



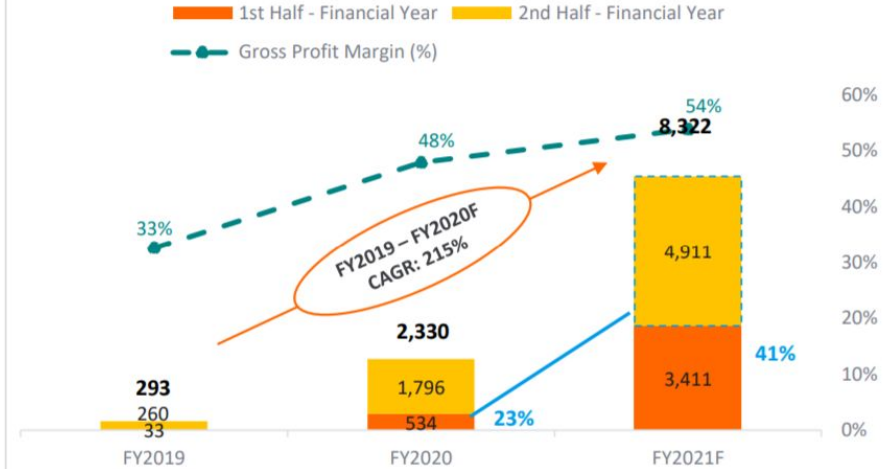
Financials - Guidance



Revenue



Gross Profit (\$000's) & Gross Profit Margin (%)



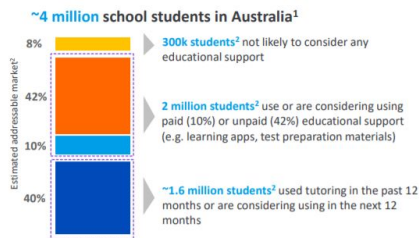
Investment Case 1 - Education Market



Out-of-school learning support market is large and growing



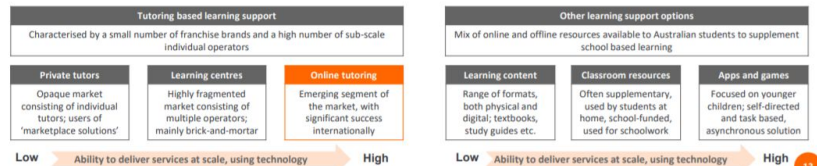
Estimated Australian market opportunity



When considering further learning support, students and parents seek one of the following²:

- 1 General academic improvement
- 2 Specific academic improvement and test preparation
- 3 Supervision and care
- 4 Skill or knowledge expansion
- 5 Learning support, confidence building and special needs

The out-of-school learning support market covers a number of categories and is highly fragmented

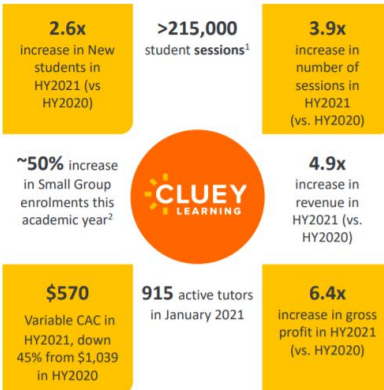


Overview of Cluey



Cluey is the leading pure online provider of K-12 learning support in Australia.

- 1 Cluey augments traditional schooling for year 2-12 students across Australia with a range of comprehensive online learning support services that includes:
 - Live online 1-to-1 and small group tutoring, mapped to local curriculum
 - A proprietary adaptive learning platform that supports each individual student's needs and learning progression
 - Full national coverage for school years 2-10 in Maths and English and 11-12 in Maths, English and Chemistry
 - NAPLAN and LANTITE test preparation
 - Asynchronous online practice sets
- 2 K-12 is the largest education segment in Australia (~4.0m students):
 - The tutoring, test preparation and academic support markets are highly fragmented and traditional
 - Parents and students are increasingly seeking outside-of-school support to supplement their learning
 - There is a clear and accelerating shift to online learning
- 3 Cluey is defining and leading this sector:
 - Data and proprietary learning analytics used to optimise every interaction and the learning experience
 - Continuous refinement and optimisation of existing services
 - Designing, developing and testing new/adjacent service offerings



Investment Case 2 - Macro conditions

As a result of a growing education gap, Australian school students actively seek academic support outside of their school

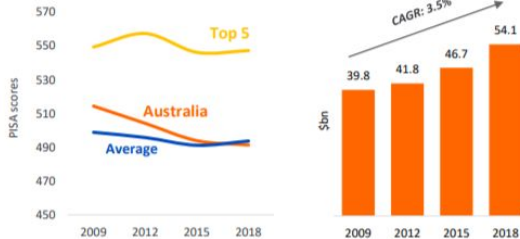


School education has hardly progressed in the last 100 years



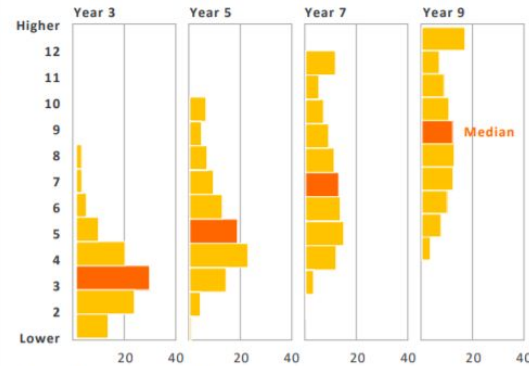
Declining educational outcomes

PISA results show Australia is falling further behind the world's top performers¹ ...despite government expenditure on K-12 education increasing²



The education gap

The proportion of students performing far outside the median group increases each year level after Year 3 (Equivalent year level grouping, numeracy, Australian students, 2014)²

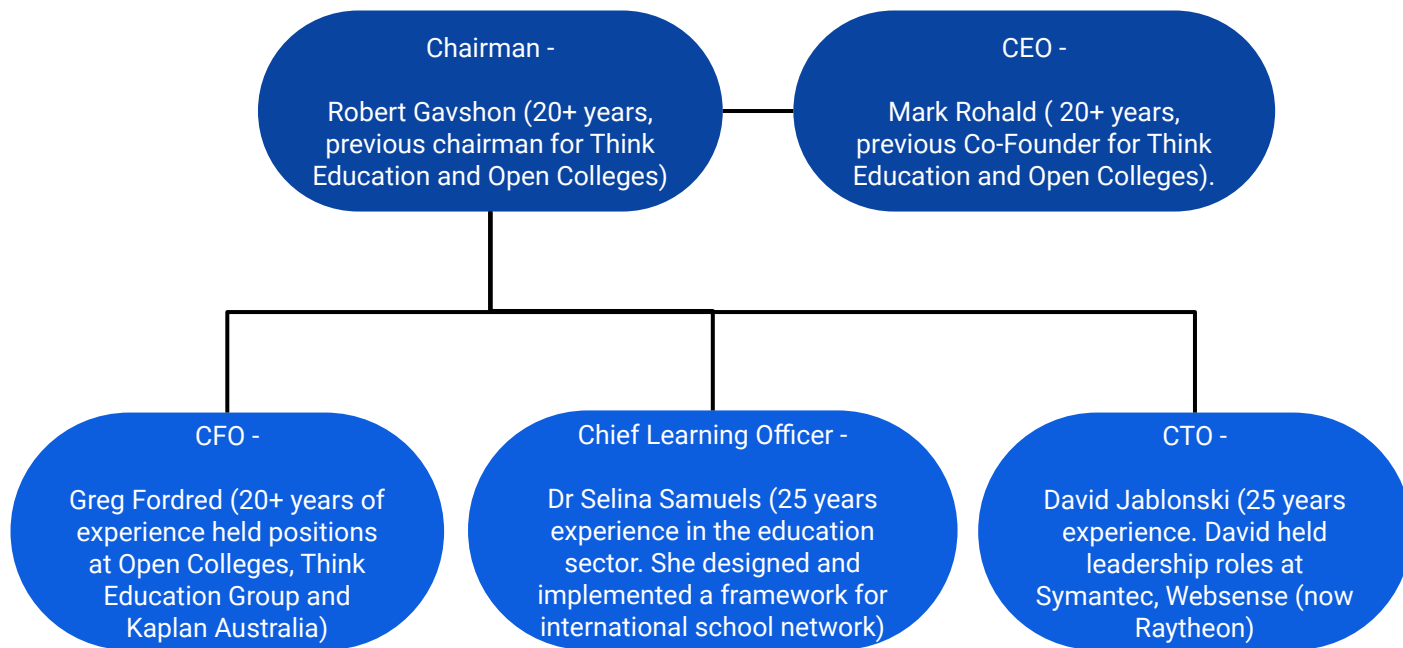


Different levels of achievement are alarming

"The existing achievement gap is more than 10 times greater than the gap that will have developed during the COVID-19 disruptions."

Source: Grattan Institute (2020)⁴

Management



Ownership

Shares are controlled by early investors.

- Mark Rohald (Co-Founder) owns ~ 10% of shares.
- Robert Gavshon (Chairman) owns ~ 8% of shares.

Founder



Chairman



Name	Shares	Capital
Mistdean P/L (Mistdean A/C)	11,861,012	9.92%
Sarwill Pty Ltd (The Gavshon Family S/F A/C)	9,339,133	7.81%
Dufus P/L (The Linz Super Fund A/C)	8,579,271	7.18%
Milford Private Equity II LP	7,921,560	6.63%
Allectus Capital Limited	7,072,820	5.92%
Thistle Custodians Pty Ltd	7,030,384	5.88%
National Nominees Limited	6,608,820	5.53%
HSBC Custody Nominees (Australia) Limited	5,258,824	4.40%
Quartet Education Holdings Employee Option Share Trust	4,096,411	3.43%
Starcask Pty Ltd	3,644,066	3.05%
Acorn Capital Expansion Fund LP	3,587,208	3.00%
Shreg P/L (Greshell Family A/C)	2,103,656	1.76%
CS Third Nominees Pty Limited (Hsbc Cust Nom Au Ltd 13 A/C)	1,989,336	1.66%
The Cluey Investor Trust	1,891,470	1.58%
Agincourt Investments Pty Ltd (Bohm Family No3 A/C)	1,822,035	1.52%
Deemco Pty Ltd (Michalowsky Family A/C)	1,630,731	1.36%
Ubs Nominees Pty Ltd	1,590,976	1.33%
Acorn Capital Private Opportunities Fund LP	1,558,858	1.30%
Rohald Pty Ltd (Rohald Super Fund A/C)	1,414,563	1.18%
Barana Investments Pty Ltd (The Shand Family A/C)	1,366,525	1.14%

Key Takeaways



1

Exceptional Management Team

Tight management team with Chairman, CEO and CFO have ties from Think Education and Open Colleges. They have done it once, can they do it again?

2

Large Addressable Market in Aus alone

There are over 3m students that are willing to do tutoring or have already had tutoring. Currently, 16k students bring \$6M revenues.

3

Australian Education system is broken

Cluey would not exist if the government did a good job in building a good education system. Technology evolved but the system has not evolved. .