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100% online career college

Investor Presentation May 2014

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1

Online Education Growth

Growth is being driven by the following factors:

- One of the **fastest growing industries** in the world (IBISWorld September 2013)
- Increase demand for **flexibility of training**, anywhere/anytime
- Gen X & Y learning to up skill, re-skill and pursue personal interests in a more **structured and organised** manner
- People are more aware of **adding value through learning** in order **to boost employment and promotion** prospects
- Online education is still in its infancy and **providers are adapting** programs to fit the virtual format and expand offerings

2

Online Education Market: Australia

Key industry statistics snapshot

Revenue	Annual Growth 09-14	Annual Growth 14-19
$5.9bn	**14.4%**	**14.4%**

Profit	Wages	Businesses
$511.2m	**$1.6bn**	**1.304**

Note: figures used in this slide were taken from the IBISWorld Industry Report X0008 – Online education in Australia (September 2013)

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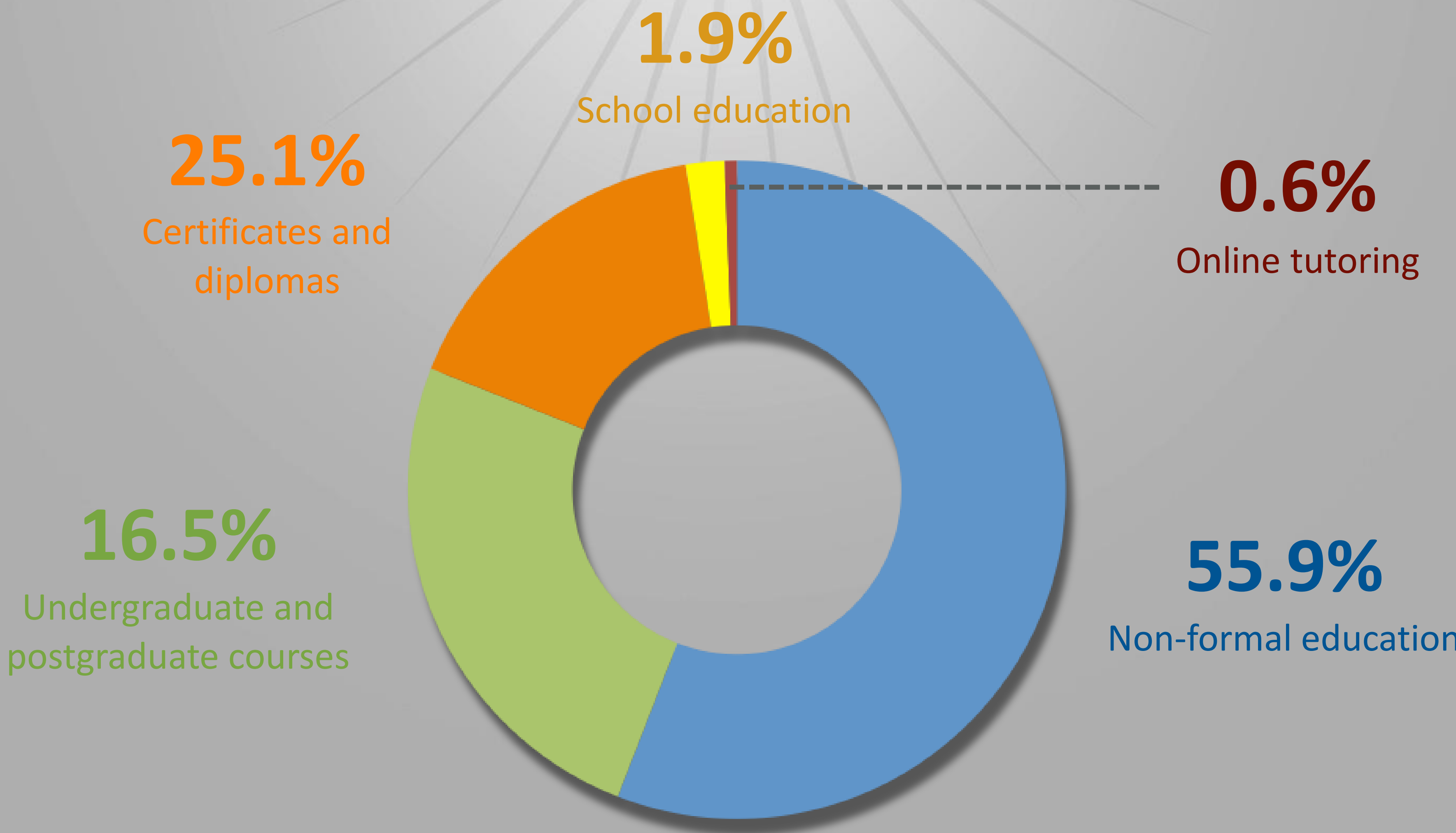
Products and services segmentation (2013-2014)



Products and services segmentation (2013-2014)

What is icollege ?

Self paced
career courses

Proven proprietary
cloud based
campus

100%
online education

Marketing Focus

Business To Consumer

- Organic
- Paid
- Traffic Partnership

Business to Business

- Industry Partnership
- Corporate White Label
- Content Partnership

The iCollege Difference

Course	Up to 50% more content	Affordability	Career enhancement

Our Competitors

Business Strengths

- 100% owned proprietary online education campus means iCollege can deliver a product with up to 50% more content at up to 50% cheaper
- 100% online delivery allows 24/7 flexibility of study
- We own 700 education specific domain names
- We own www.icollege.net
- Exceptional in-house digital marketing team
- No dominant (+5% market share) competitors
- Management team with proven track record

The Assets


Industry Knowledge
Large Domain Footprint
Online Cloud Based Campus
iCollege.net
Root Domain
Career Courses

Proprietary Online Education Campus

Trainer view

Student view

Management view

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About Courses Advice & Support My Campus Investors Contact

Study from home at your own pace!

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

WATCH THE VIDEO

Browse our courses

Browse our courses by industry sector, career outcome or skill developed:

Industry Area

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

BROWSE

Skill Developed

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

BROWSE

Career Outcome

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

BROWSE

or take our Career Test

Answer few simple questions and find what courses suit you best!

START THE TEST

Developed Courses

Diploma or Certificates of:

Management	Customer Service
Coaching	Occupational Health and Safety
Project Management	Sales
Counseling	Negotiation
Business	Retail
Marketing	Business Operations
Leadership	Competitive and Lean Manufacturing
Entrepreneurship	

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Top 50 Owned Search Domains

SEARCH DOMAIN NAMES	.COM	.NET	.CO.UK	.CO	.NET.AU	.COM.AU	.INFO	INT'L SEARCH P/MONTH
whatisadvertising				•				24,900,000
businessschool	•							4,090,000
schoolforbusiness		•						1,830,000
isbusiness					•			823,000
onlineitcourses						•		823,000
lsmanagement						•		550,000
Schoolofmanagement					•			450,000
managementschool					•			450,000
schoolofmanagement					•			450,000
managementschool					•			450,000
courseinbusiness	•							301,100
businesscoursein		•				•		301,100
universityofsydney		•						301,000
graduatediploma				•		•		201,000
onlinemba					•			201,000
counsellingcourseonline	•	•			•	•		190,058
mbaprogram					•	•		110,000
certificateivin	•					•		110,000
managementdiploma		•						90,500
accountinschool						•		90,500
degreeinaccounting						•		90,500
masteroffinance		•						90,500
masterofbusiness					•			90,500
internationalschoolbusiness	•					•		74,500
accountancourses						•		74,000
Academyofmanagement						•		60,500
accountingtrainingcourse		•				•		60,500
administrationcourses				•				60,500
onlinecollegecourses		•				•		60,500
diplomabusiness		•						49,500
mbacourses					•			49,500
marketingtrainingcourse						•		49,500
managementcourseonline		•						40,500
schoolsmarketing				•		•		40,500
internationalschoolofbusiness		•						40,500
advertisingtechniques				•				40,500
weddingcelebrants				•				40,500
onlinemanagementcourse		•				•		33,100
accountscourses	•	•						33,100
businessmanagementcourse						•		33,100
eventsmanagementcourses						•		33,100
accountantscourses	•					•		22,200
coursesinadvertising	•			•		•		18,100
advertisingcourse				•		•		18,100
accountingdiploma							•	14,800
counsellordiploma	•	•	•		•	•		14,800
counsellingdiploma		•	•		•	•		14,800
marketingcourseonline						•		14,800
businessadministrationcourses	•							14,800
trainingcounselling	•	•				•		12,100
courseincounselling	•	•	•			•		12,100
counsellingtraining					•			12,100
bacheloraccounting		•						9,900
dublinschoolofbusiness	•							9,900
isinteriordesign	•							8,100
americanschoolofbusiness		•						6,600
businessshortcourse						•		5,400
accountancycourseonline		•				•		4,400
canadaschoolofbusiness	•							2,900
torontoschoolofbusiness		•						2,900
TOTAL								**38,076,458**

Growth Strategies

Release 15 career courses (expanding to 50) in next 18 months

Expand to new markets in North America, Europe and Asia (+40 English speaking countries)

In-house digital marketing team with pay per click from providers to build sales

Affiliate program to access strategic markets

Education based Peer Comparisons

Company	Code	Activities	M cap	Revenue	EBITDA	P/E
Navitas Limited	NVT	University Preparation Courses	$2.7b	$795m	$130m	34
G8 Education Limited	GEM	Childcare Centers	$1.4b	$275.2m	$49m	31
Vocation Limited*	VET	Vocational education and training providers	$484m	$118m	$35m	N/A
Redhill education Limited	RDH	Physical, english & Design	$26.4m	$16m	$1.3m	87.5
iCollege	**ICT**	**Online Education**	**$11m**	**N/A**	**N/A**	**N/A**

* First results since listing Dec 2013

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Australian competitors

Company	Market share
Open Universities Australia Pty Ltd	4.1%
Kaplan Professional	2%
Open Colleges Pty Ltd	Less than 1%
Navitas	Less than 1%
Seek Ltd	Less than 1%
The University of New England	Less than 1%
Distance Education Centre Victoria	Less than 1%

Note: figures used in this slide were taken from the IBISWorld Industry Report X0008 – Online education in Australia (September 2013)

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The Management Team

Mr. Victor Hawkins
Managing Director

For over 10 years, Victor was a management consultant who worked with close to 500 companies within 25 different industries. In 2009, Victor acquired an Education business, National Education Academy.
He successfully restructured the company from a manual management model to a cloud based digital management business model.
He is considered one of Australia's foremost thinkers in the Online Education market.

Mr. Philip Re
Non-Executive Director

Philip is a Chartered Accountant and has his own successful Corporate Advisory business, Regency Corporate, based in Western Australia. He has significant depth of experience in the capital markets, having held positions such as Managing Director and Non-Executive Director of various ASX-listed companies. He has successfully raised capital, restructured business and undertaken IPO's during his career.

Johannes (Hans) de Back
Non-Executive Chairman

Hans is the CEO and co-founder of the Triscreen Media Group, managing a number of companies providing interactive media solutions. He previously worked as a lawyer, specialising in mergers and acquisitions with a focus on telecom, media & entertainment.
In 1999 he co-founded Telitas Benelux, one of the first and most successful mobile content providers in Europe, which in 2002 was sold to Index for €50 million. Mr De Back is a non executive director and substantial shareholder of Moko Social Media Limited.

The Operational Team

Mr. Georges Sabbagh
Business Development Manager

Georges is a dynamic business executive with a seven-year track record of surpassing million dollar sales quotas within a range of highly competitive markets. With significant experience in cross-functional supervision, marketing and budget planning on an international scale, he successfully helped to identify new revenue opportunities for prospective and existing clients – landing contracts with large European and Asian retail companies like El Corte Ingles, Dansk Supermakt, Migros, Colruyt, Indomaret and Wahaha Group.

Mr. Andrei Dragut
Web Manager

Over 20 years, Andrei has established himself as a dynamic and creative design force throughout Europe.
His experience in working with international brands in a fast-paced and collaborative environment has seen him service well-known clients from a broad range of industries. Big brands include DreamWorks Animation, Disney, Lego, Mattel, Kraft Foods, L'Oreal, Phillips, Renault and Coca Cola – to name a few.
A hands-on individual, his practical knowledge of user-centered design and method standards have seen his career focus on creating satisfying user experiences.

Ms. Jessica Willoughby
Content Manager

Over the past eight years, Jessica has become a dedicated senior newspaper reporter – on both a local and state level.
Although the industry has seen her work across a diverse range of topics, from health, lifestyle and travel to crime, resources and politics, she also has longstanding links to the West Australian music and arts scene.
A music journalist of more than seven years, her skills have also extended to a number of organisations and online sources, including Australian music touring company Life Is Noise, Californian-based music website CVLT Nation and the WA Music Association.

Mr. Asher Nevins
Technology Manager

Asher is a software engineer that has spent the past decade working on internet applications.
Developing and running his own consulting company, PhpFX, in his earlier years – he managed a team of developers operating in the United States. Since then, the University of Western Australia – using his software to support research and teaching – has snapped up his expertise.
An individual with a strong statistical background, the breadth of his technical experience includes designing systems architecture and managing infrastructure, as well as developing hardware and software projects.

Company Snapshot

Capital Structure of iCollege Limited	
Total Shares on Issue	**56,020,846**
Reconstructed Price	**20c**
Undiluted Market Capitalisation	**$11,204,169**
Cash on Hand	**$3,100,000**
Enterprise Value	**$8,104,169**

Shares on escrow (24 months)	**10,416,667**
Shares on escrow (12 months)	**8,333,341**
Total tradable shares	**37,270,838**
Options on Issue (mostly @ 30c, various expiries)	**14,677,624**
Further Performance Shares	
Tranche 1. 3.3m Shares – Sale Revenue reaches	**$1.0m**
2. 3.3m shares – EBITDA reaches	**$500K**
3. 3.3m Shares – EBITDA reaches	**$2.5m**

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