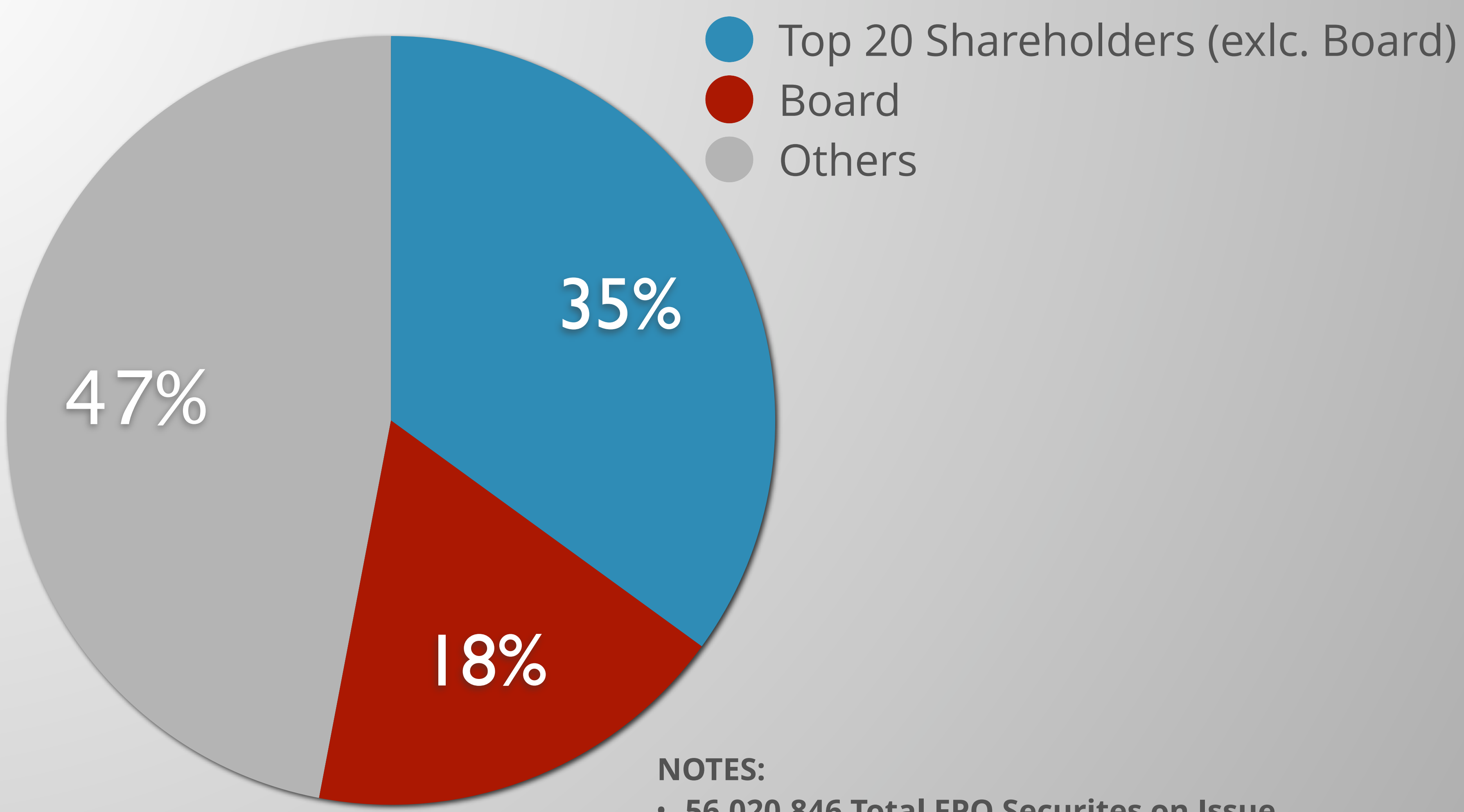
icollege.net

Company Snapshot

- iCollege.net is an ASX listed (ASX: ICT) global provider of online education targeting the non-formal vocational and career training sectors.
- ICT has developed a world-class cloud based technology platform, which integrates LMS, BMS and mobile ready functionality into one consolidated system.
- ICT offers a commercially competitive model, which is flexible, self paced and offers students up to 50% more course content compared to its peers.
- The company has launched its fully functional platform and initial portfolio of 25 courses in August 2014 and is now targeting release of 300 additional courses by June 2015.

Key information (ASX:ICT) as September 2014	
Share price	$0.14
Shares on issue	56,020,846
Market cap	$7,842,918
Cash Balance	$2.1 million
Enterprise Value	$5,742,918
52 weeks share price range	($0.10 - $0.20)

Share Register Distribution



NOTES:
- 56,020,846 Total FPO Securites on Issue
- 37,348,159 Quoted FPO Securities on ASX
- 18,750,007 Escrowed Securites 12/24 months

1. Experienced Team
2. Market Opportunity
3. Proprietary Technology
4. The iCollege Platform
5. Marketing & Distribution
6. Focused Strategy & Commercialisation Model

Experienced Team

Hans de Back
Non Executive Chairman

1. Over 14 years of international entrepreneurial experience across multiple high-tech industries
2. Managing Partner of IncubAsia, an early stage technology investment firm
3. Non-Executive Director and substantial shareholder of Moko Social Media Limited

Victor Hawkins
Managing Director

1. 10+ years experience as a management consultant over 500 companies
2. Successfully restructured an Education academy a cloud based digital management business model: trained over 15.000 students
3. Considered one of Australia's foremost thinkers in the Online Education market

Philip Re
Non Executive Director

1. Managing Director and Non-Executive Director positions at various ASX-listed companies
2. Successfully raised capital, restructured businesses and undertaken IPO's during his career
3. Owns a Corporate Advisory business, Regency Corporate, based in WA

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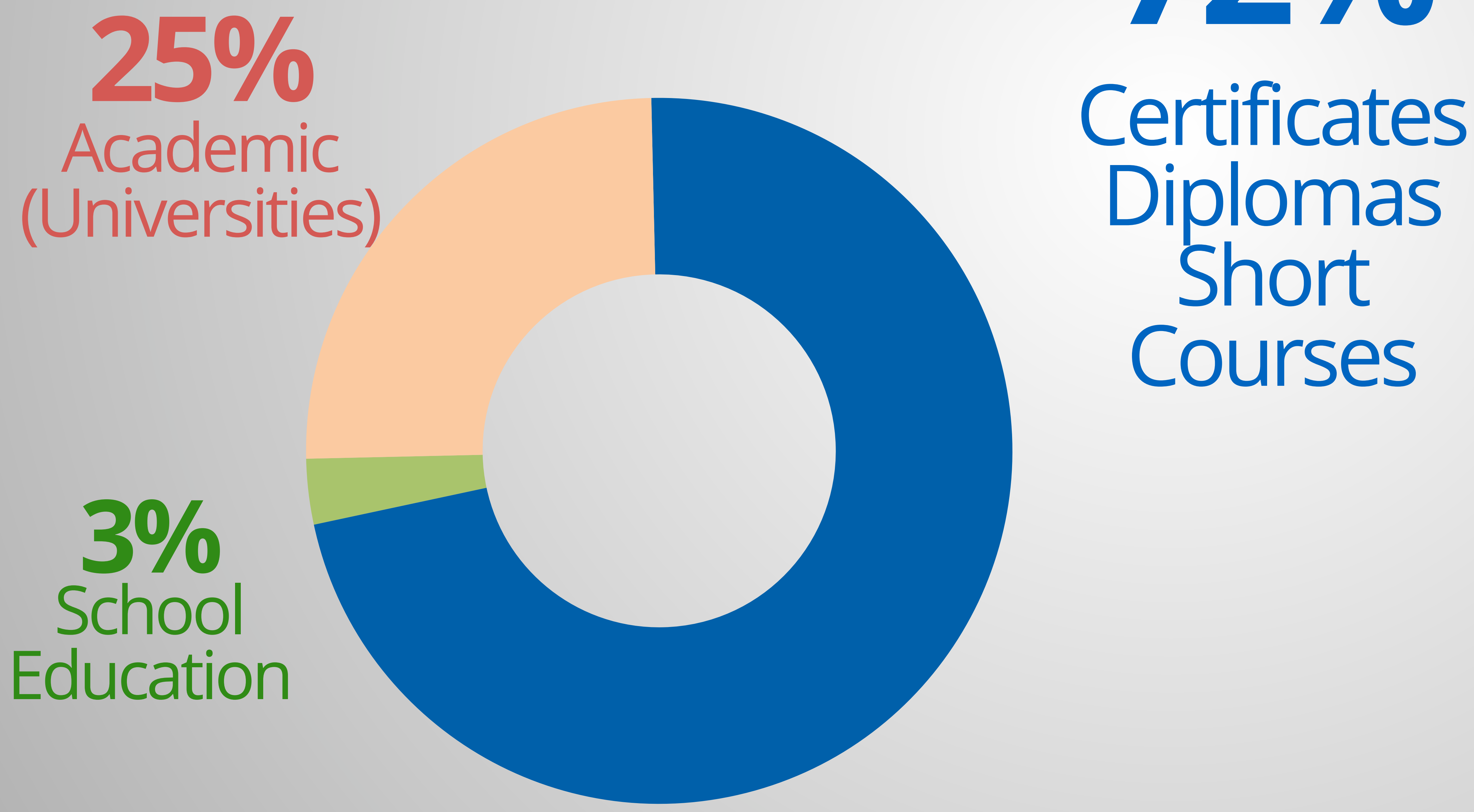
Online Education Market Segmentation (2013)



Source : IBISWorld - EdTechReview

Market Focus

72%

Professional
Vocational
Career
Technical
Middle Skills
Short Courses

AUSTRALIA

$5.9Bn
Annual Revenue 2013

17.6%
Annual Growth 2014-18

ICT Segment
$4.2Bn

USA

$68.9Bn
Annual Revenue 2013

21%
Annual Growth 2014-18

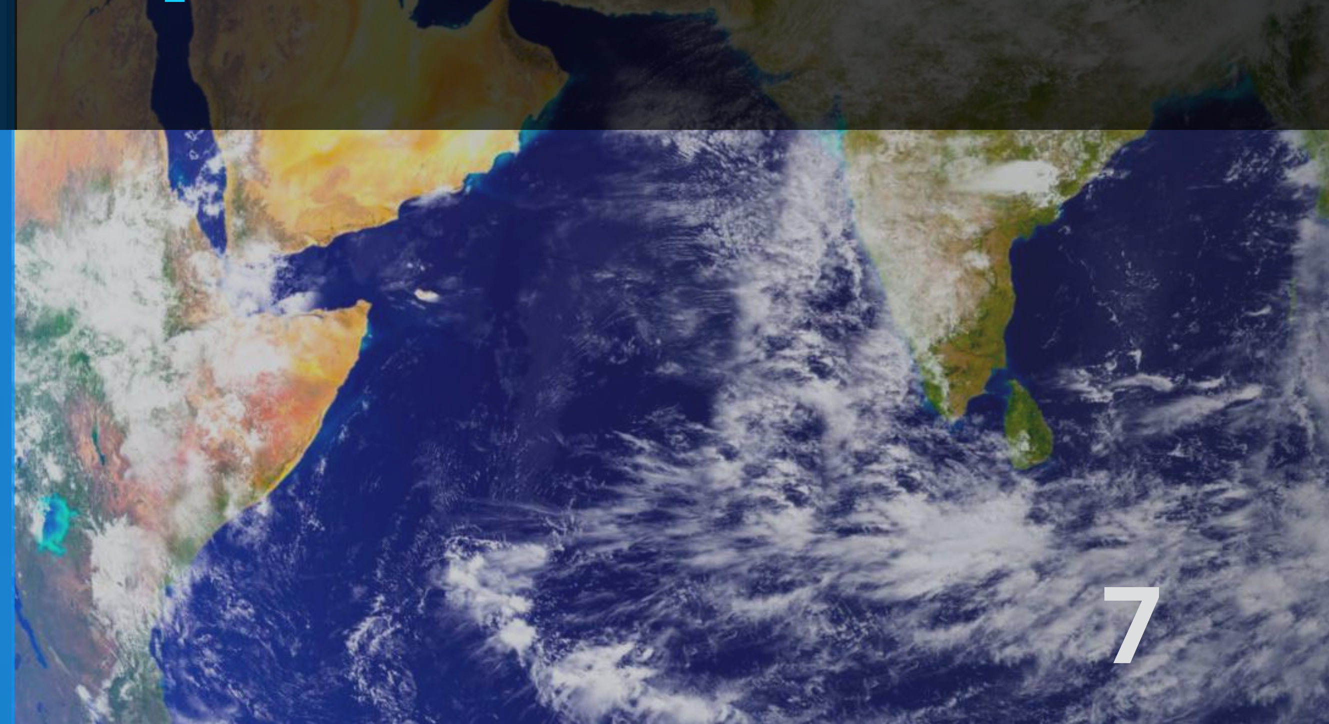
ICT Segment
$49.6Bn

GLOBAL

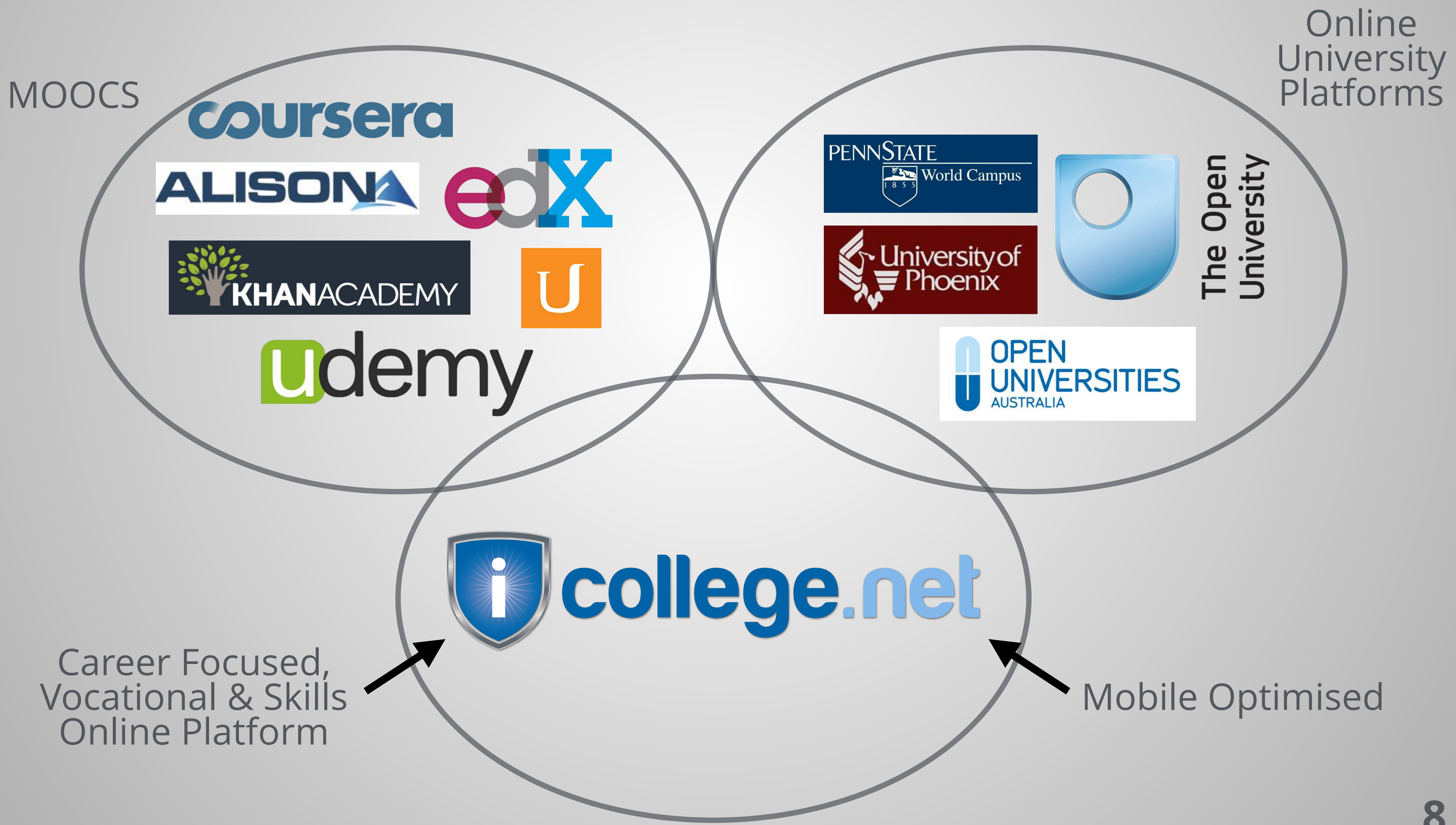
$139Bn
Annual Revenue 2013

24%
Annual Growth 2014-18

ICT Segment
$100Bn



Global Online Education Market



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Proprietary Technology

- ✓ Unique cloud based technology **developed in-house** over 6 years
- ✓ An integrated platform which offers **LMS, BMS and Mobile Ready** functionality
- ✓ **Customised platform** for students, trainers and business management providers
- ✓ Standardised for **global roll out**
- ✓ **Visually smoother**, interactive and richer customer experience
- ✓ Superior analytics and **easy to operate** system

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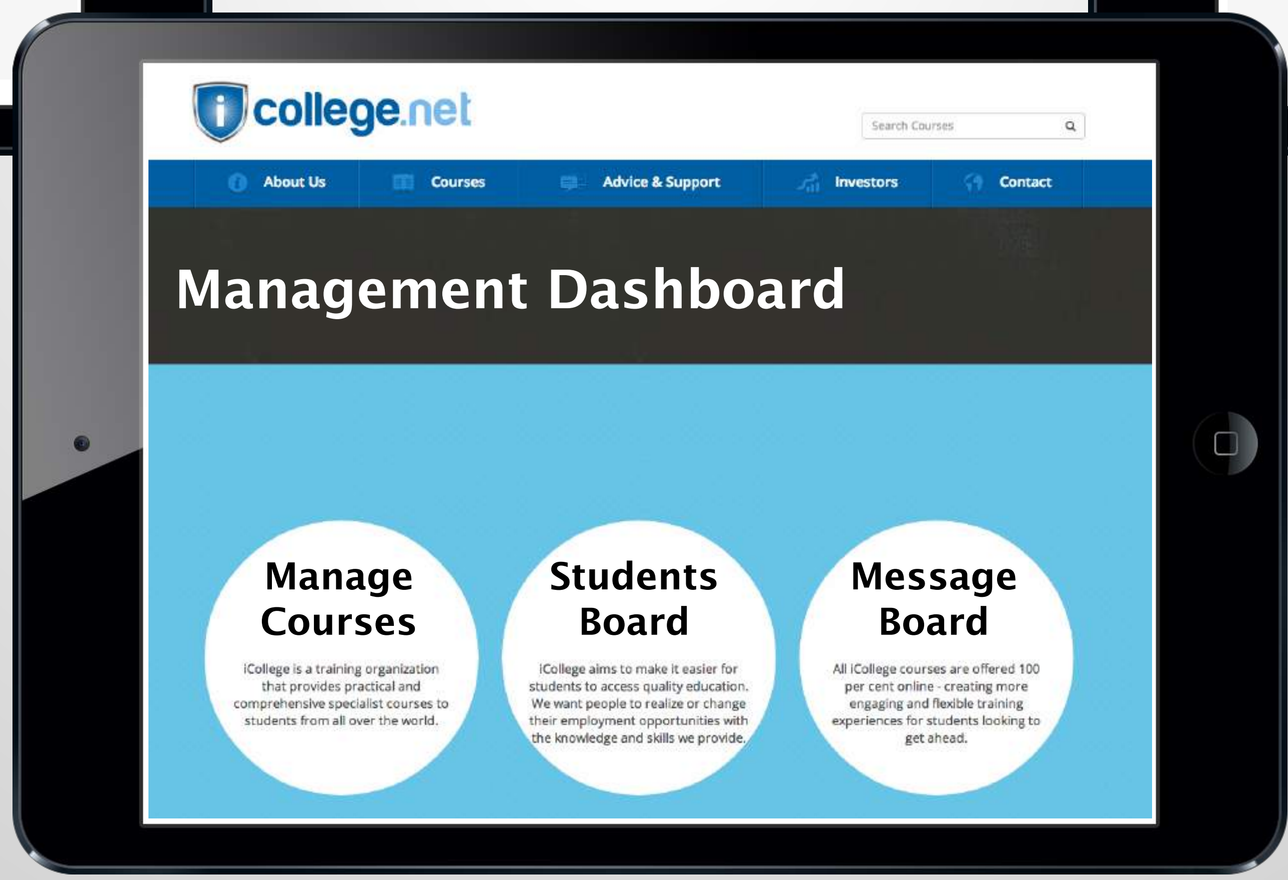
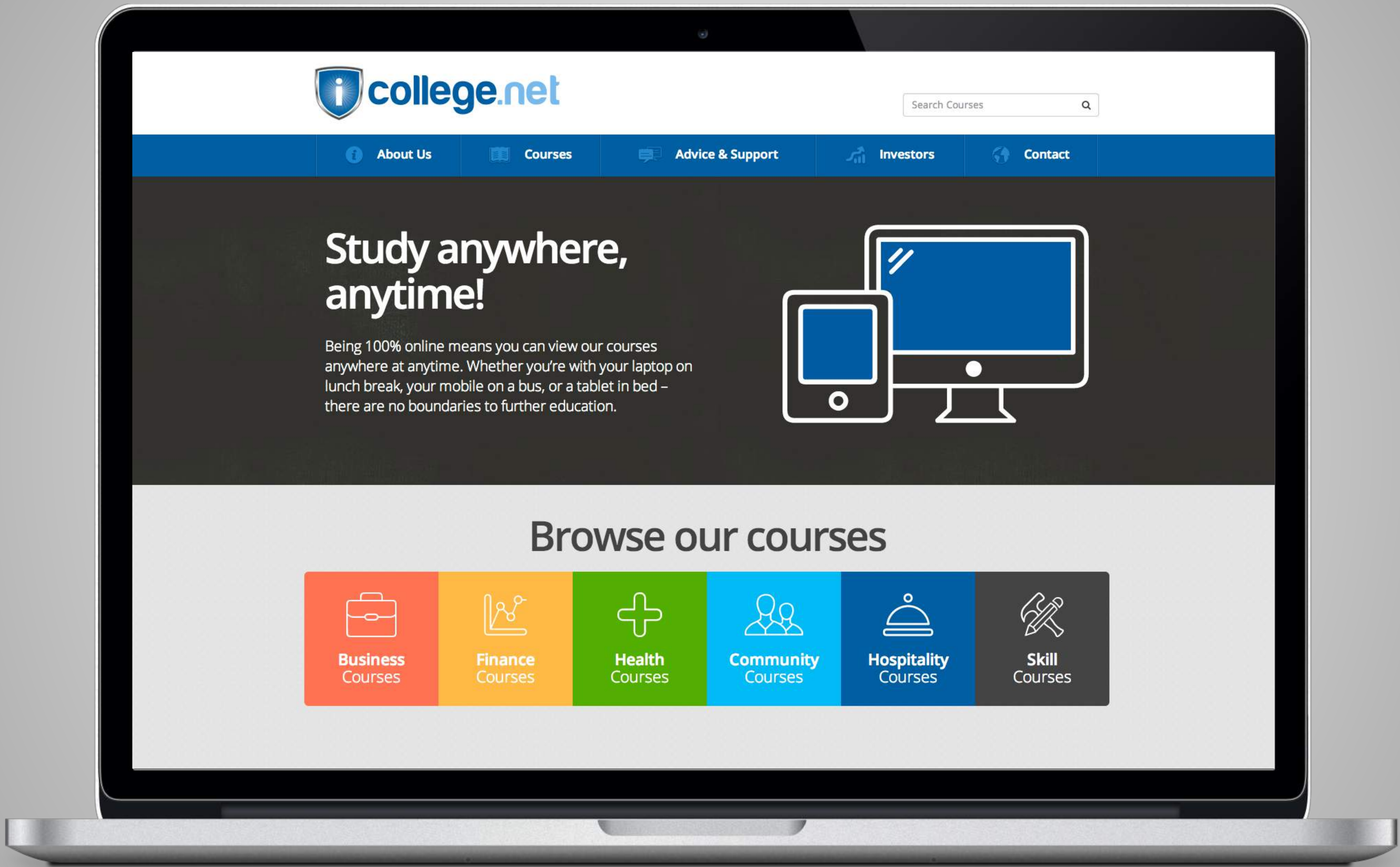
Proprietary Online Campus

Trainer view

Student view



Management view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Marketing
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Sales
Small Business
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Got a question? Looking for the right course? Our student advisors are here:
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Short Course
1 unit
$599
6 months
Certificate of Sales
Short Course
1 unit
$599
6 months
Certificate in Business Diagnostic Tools
Short Course
1 unit
$599
6 months
Certificate in Project Management
Certificate in Negotiations
Certificate in Leadership Development

The iCollege Advantage

Proprietary platform and content ownership provides greater competitive advantages and flexibility

icollege.net

Up to 50% more content	Affordability	Education Flexibility	Mobile Education
Student will receive extra units and courses	Courses and qualifications are 30 to 50% cheaper than on other websites	Students can choose the units they want to learn and the skills they need to acquire	Mobile User interface optimised (for iOS & Android) Study anywhere / anytime

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Five Initial Target markets

Australia, US, Canada, UK and NZ account for over 65% of the world's total spend on online education in career, vocational and short-courses

$100 Billion

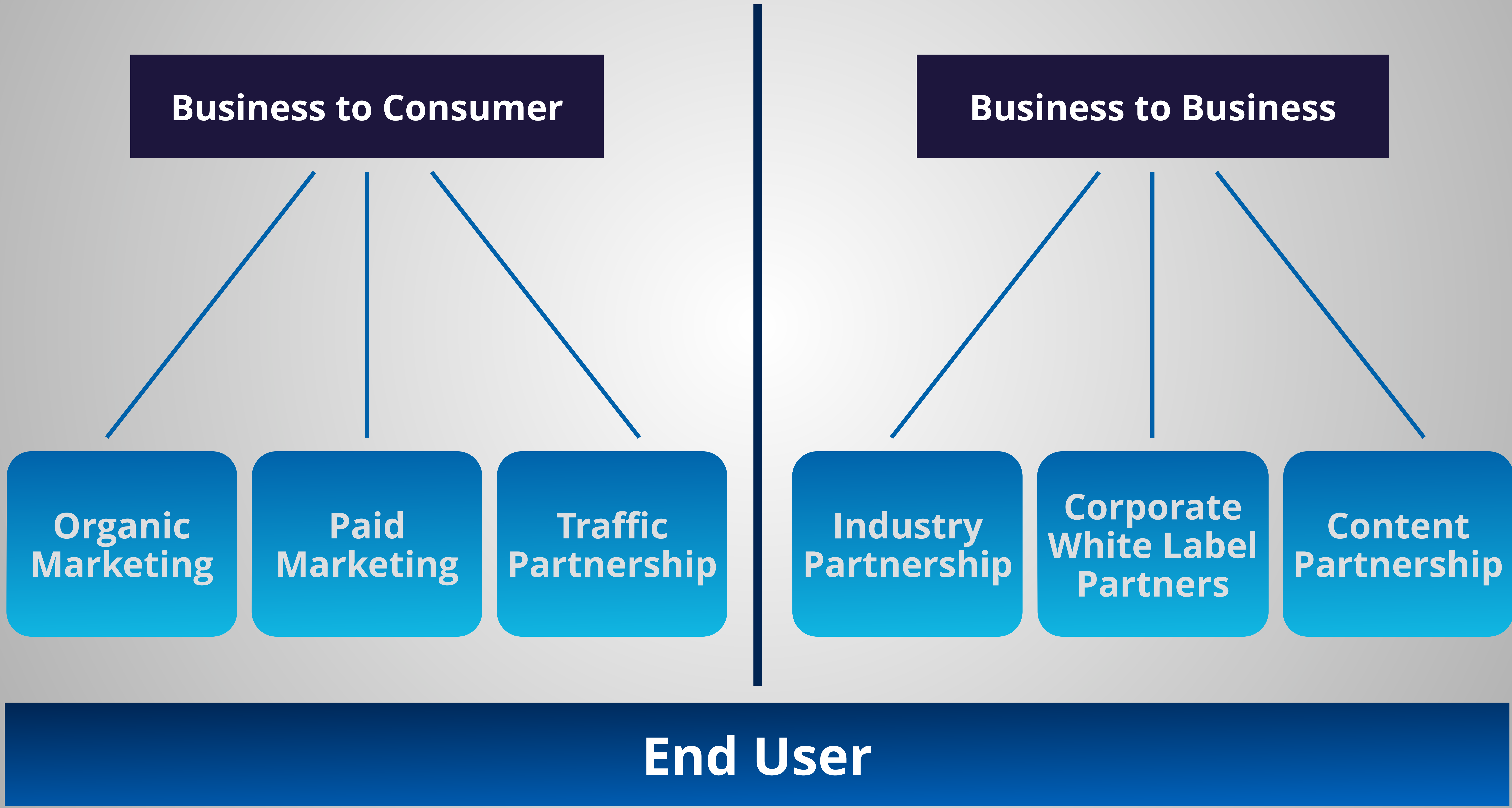
Online Vocational and Career Sector

Australia, U.S, Canada, UK and New Zealand account for 65%

Four Types of Products

Short 1-Day Courses	up to 2 weeks	$99
Unit of Competency / Short Courses	up to 3 months	$159 - $299
Short Professional Certificates	up to 6 months	$599
Qualifications	up to 12 months	$999 - $1999

Marketing and Distribution Focus



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Focused Growth Strategy

	2014				2015					
	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Course Expansion	**Release 300 courses**									
Partnership Expansion		**Key partnership with major media players to bring audience**								
Geographic Expansion				**Expand to new markets : North America, Europe and Asia**						
Affiliate Expansion				**Affiliate program to access strategic and large corporations to secure long term activity**						

Multiple Revenue Streams

Consumers

- Course fees directly from end consumers. Paid as a lump sum or under a payment plan
- Per user course fees for organisations using iCollege services, paid for by employees

Businesses

- Corporate training plans, charging a single fixed cost per course or an annual fee plan
- Customisation fees to create or adapt courses for specific end user businesses, including development of customised interfaces and portals

Partnerships

- Revenues from partner organisations acting a as a reselling sales channel for courses

iCollege Business Model

Low cost course acquisition + development
+
Minimal fixed and capital costs
+
Scalable platform
+
Attractive customer rates
=
High growth and high profit margins

- Low corporate costs
- Highly scalable delivery platform
- Differentiated marketing strategy resulting in low cost customer acquisition
- Discounted course fees to drive customer growth

Summary

- First and only global vocational and career online courses provider
- Unique cloud based proprietary technology – offering an integrated LMS, BMS and Mobile Ready platform
- Attractive commercialisation model – multiple revenue streams and highly scalable cost base
- Focused growth strategy
- Specialised and experienced management team

APPENDICES

Experienced Operational Team

Georges Sabbagh
Business Development Manager

1. Seven-year track record of surpassing million dollar sales quotas.
2. Significant experience in marketing and budget planning on an international scale
3. Has secured contracts with large European and Asian retail companies.

Asher Nevins
Technology Manager

1. Developed and ran his own consulting company, PhpFX with a team of developers operating in the United States.
2. University of Western Australia are using his software to support research and teaching.
3. Technical experience designing systems architecture and managing infrastructure

Andrei Dragut
Web Manager

1. Over 20 years experience working with international brands in a fast-paced and collaborative including
2. Has worked with global leading brands, including: DreamWorks Animation, Disney, Lego, Mattel, Kraft Foods, L'Oreal, Phillips, Renault and Coca Cola.

Global shift towards online education and mobile devices (1 of 2)

Online Education Market

Global online education market

$139 Bn

Forecast to grow by 2018 to

$255 Bn

40%

of Fortune 500 companies utilize educational technology

up to

50%

estimated savings

US market **established** and **rapidly growing**

Government initiatives promoting Vocational Education in Australia

following deregulation of the Australian University sector

Government budgets under pressure

accelerating a need for cheaper alternatives

Global shift towards online education and mobile devices (2 of 2)

Mobile Devices Market

In the US as January 2014

64% of adults have a **smartphone**

42% of adults have a **tablet**

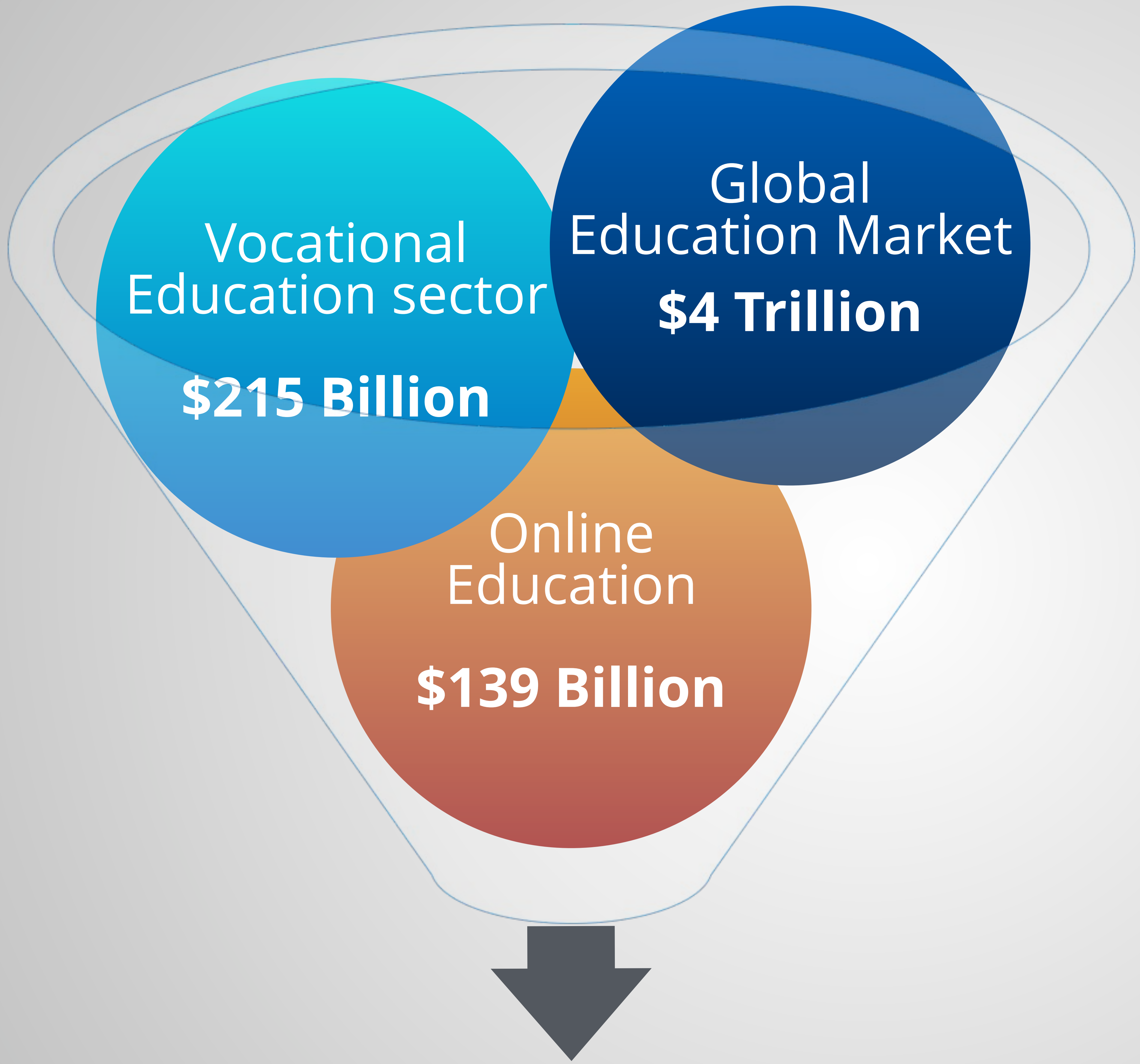
People in the **world** accessing internet daily through a **mobile device**

1.5Bn in 2014 → **3Bn** by 2018

are rolling out the red carpet for iCollege to deliver their unique **Online Education Offering**

IBIS predicts a **31%** growth in **Mobile Education** by 2018

Global Education Market



Online Vocational and Career Sector
$100 Billion

iCollege Target Market

iCollege

- Career orientated
- 100% Completion rate
- Website Mobile optimised. Student can study anywhere /anytime
- Demand for Professional Education rising (45% of new jobs will require Middle Skills)
- Students pay for the courses at attractive rates
- Certificate / diploma awarded upon completion

MOOC

- Academic and University focused
- Poor completion rates: 95% dropout (less than 5% of graduates)
- Not Mobile optimised and dated systems. Not user-friendly
- Demand for MOOCs declining (5% less students in 2013 compared to 2012)
- Courses are free: MOOC's are philanthropic and generate leads for universities
- No test or measurement of success

Corporate Activity in e-Learning sector

Billion dollar corporate activity in the education sector

- *In 2012 $1 Billion was raised from 94 raisings (ISIS 2012) and $8.5Bn of M&A deals*
- *In the last 2 years 173 e-learning companies successfully raised funds*

U — *$50M raised*

edX — *$60M raised*

coursera — *$85M raised*

3P Learning — *$285M ASX IPO*

APOLLO EDUCATION GROUP℠ — *NASDAQ Listed $3B M/Cap acquire interest in Open Colleges*

Open Colleges — *$150M invested for 70%*

INTUERI EDUCATION GROUP — *$230M ASX NXS IPO*

VOCATION — *$250M ASX IPO*

iCollege Student Profiles

AVERAGE STUDENT AGE : 34

Young Worker Unqualified

Ben
26, single

Telemarketer for 3 years

wants a **better job**

Single Parent

Melanie
31, single mom

Hair dresser for 3 years

wants to start **her own business**

Unemployed

Mike
34, married w 2 kids

Unemployed for 6 months (worked various positions previously)

wants to get a **stable quality job**

Young Undergraduate

Sarah
21, single, traveling

Backpacking around the world

wants a **job in design when she comes back**

Experienced Worker

Patrick
40, married

Working corporate for 17 years

wants to **manage a small business**