

ROBO 3D

Robo & MyStemKits Company Update

September 2018



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1. EXECUTIVE SUMMARY



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Completion of Acquisition, Capital Raising, & New Chairman

- **Experienced ASX executive Tony Grist** appointed Chairman of Robo 3D and will lead the implementation of the Company's growth strategy following settlement of MSK Acquisition.
- Completion of **\$3.5m capital raise** to finance the Company's growth strategy.
- **Completion of acquisition of MyStemKits**, an EdTech business that develops and markets the **world's largest library of STEM curriculum** with 3D printable kits for K-12 schools.
- **US\$2.0m MSK purchase price is comprised of US\$1.2m cash and US\$800k equity** (subject to 12 month voluntary escrow).
- **Additional US\$1.2m** will be used to finance working capital of the combined business, which will enable Robo 3D to pursue a **substantial opportunity in the US education market**.

Company Overview



- **3D printing business** that designs and distributes desktop 3D printers, which arrive assembled and are plug-and-play.
- **~A\$6.0M in revenue** in FY18, 100%+ increase on prior year.
- **Diverse customer base in over 40 countries**, including educational institutions, corporate clients, and large retailers.
- **Top 15 globally by revenue** in the desktop 3D printer market.
- **Product suite has won awards** including the CES Innovation Award and Australia's Good Design Award.
- **Broad range** of complementary products including filament, consumables, and printing kits.
- **Strategic focus** on capturing global Science, Technology, Engineering and Maths ("STEM") education trend.

2. STEM TECH INTEGRATION STRATEGY



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Opportunity

Acquisition of a STEM curriculum developer
to create an **end-to-end** STEM solution for
the **global education market**

STEM Education Market

- **3D printers** are emerging as critical STEM education tools to prepare students for a digital world.
- **Education market** currently lacks a true end-to-end solution incorporating 3D printing.
- **Robo 3D printers can be bundled** with a curriculum subscription and sold as a turnkey solution for STEM education in K-12 schools.
- **US public schools spend \$12.8b on instructional materials annually**, including textbooks, software, technology and kits.
 - **94,742 schools at \$10,000 per school is a total addressable market size of ~\$950m.**

MyStemKits Company Highlights

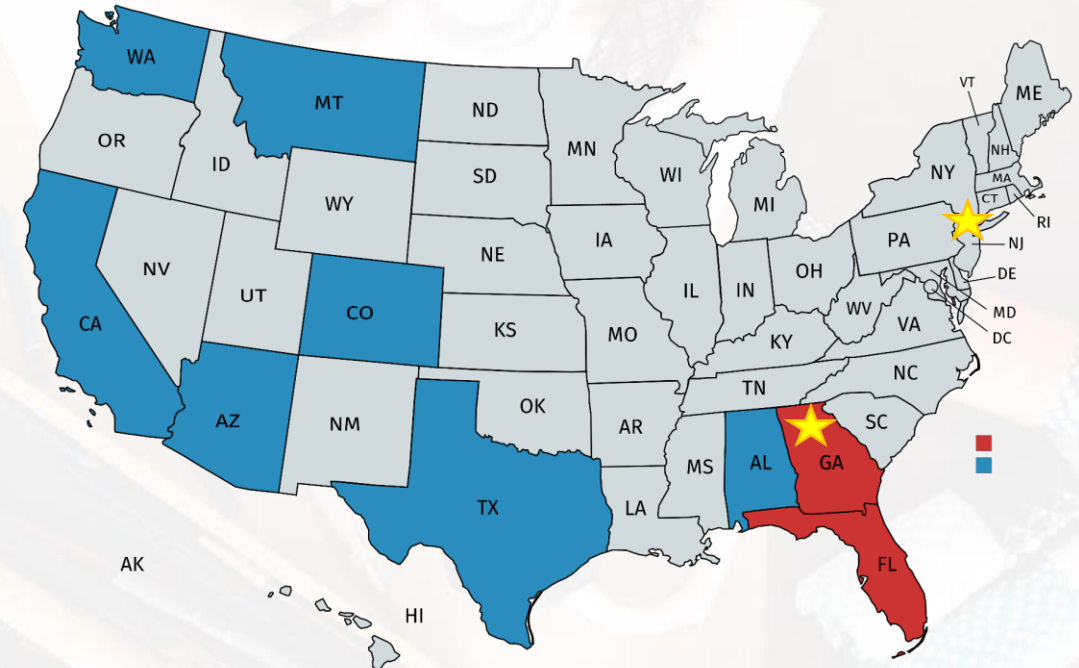
- **MyStemKits (MSK) is an EdTech business** that develops and markets the world's largest library of STEM curriculum with 3D printable kits for K-12 schools.
- **Five years of research at Florida State University and estimated US\$20m of investment** into development of curriculum and software.
- **Standards-aligned product suite** enables teachers to utilise 3D printers to conduct lessons that comply with US standards.
- **Products are readily adaptable** for other countries moving towards a STEM-focused education system.
- **240 lesson plans and 170+ printable kits.**
- **C. A\$730k Revenue in FY18** from 280 existing subscription sales substantially in Florida.
- **Estimated US\$600K Dremel 3D printers sold with MSK subscriptions** with no royalty or revenue share historically in place.

MSK Integration Pathway

- **Full suite of new sales and marketing materials have been prepared to launch MSK across Robo's existing reseller network, with on-boarding and training already completed.**
- **Robo 3D is conducting a pre-launch campaign with its tier 1 resellers involving face-to-face demonstrations of MSK.**
- **Direct sales campaign also launched with webinar attended by 100 educators that has generated significant leads.**
- **Based on market and customer research, Robo will launch new subscription pricing plans to expand the options available to schools and home users.**

Preliminary MSK Sales Results

- **MyStemKits (MSK) has 285 existing subscribers in the states of Florida and Georgia, 200 of which are due for renewal over the next three months.**
- **Robo has already sold 19 new subscriptions to schools across 7 states in the USA within 4 weeks of launching pre-sales campaign (see right).**
- **Strong new sales pipeline** including quotes for schools and districts in five new states.
- **Trials ongoing with schools in the UK, Australia and Dubai.**



- New MSK Sales FY19
- Existing MSK Subscription Base
- ★ New Robo Sales Reps added August 2018



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