

STEMity

robo
MyStemKits.com

Robo 3D Printers

MyStemKits Education Software

Update

November 2018



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1. EXECUTIVE SUMMARY



Completion of Acquisition

New Chairman

Focus on STEM Education in the US

Name Change

- **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
- New Interim Chairman – cornerstone investor - Tony Grist
- **Redefined core business** away from manufacturer of desktop consumer 3D printing, sold internationally, to education software sold *with* 3D printers focussed on the rapidly expanding US STEM education sector
- Substantial non-core **cost outs** of approximately US \$3M annually
- Implementation of **new MSK centric national US sales strategy** into K-12 schools via national resellers, alignment of the MSK software and education content with other 3D printer vendors
- Onboarding and training of new sales staff
- **Name change** to STEMify Limited to reflect education focus

Focus on Core

Opex Reduced

- From US\$5.2M for FY 2018 to annualised US\$1.9M from Dec 2018
- Headcount reduced to 14
- Sales team remains stable at 7

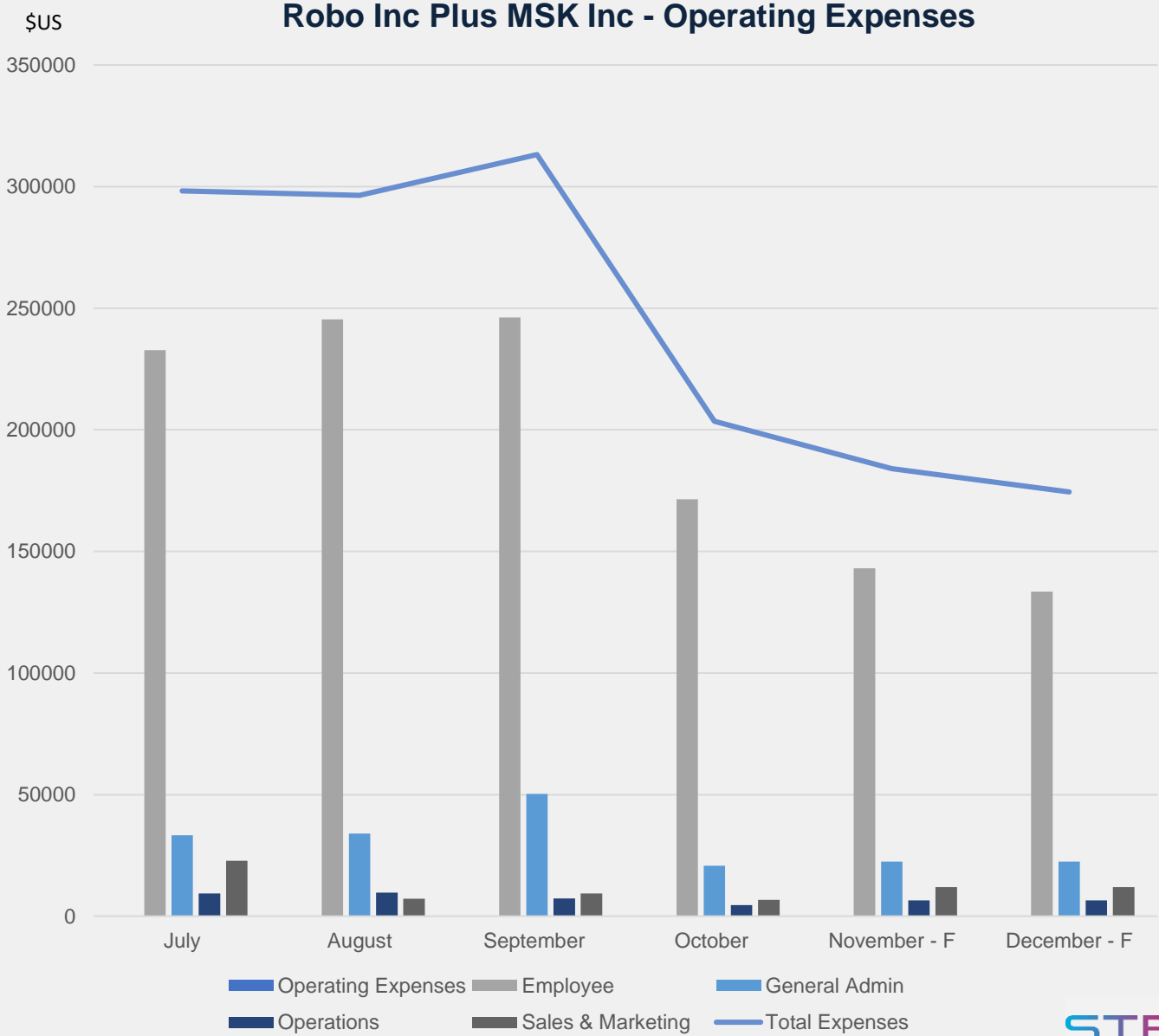
Implement Systems

- ERP system to complete 1 Jan 2019
- MSK platform & website improvements to complete 1 Jan 2019

Drive Sales Culture

- Introduced commission structure
- Laser focus on reseller relationships
- Complete update of marketing collateral

Opex Reduced



The logo for STEMify, with 'STEM' in blue, 'i' in pink, 'M' in orange, and 'ify' in yellow. A yellow arc is positioned above the 'y'.

STEMify

The word 'robo' in a blue, lowercase, sans-serif font.

robo

The website address 'MyStemKits.com' in a yellow, lowercase, sans-serif font.

MyStemKits.com



Opportunity

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

STEM Education Market

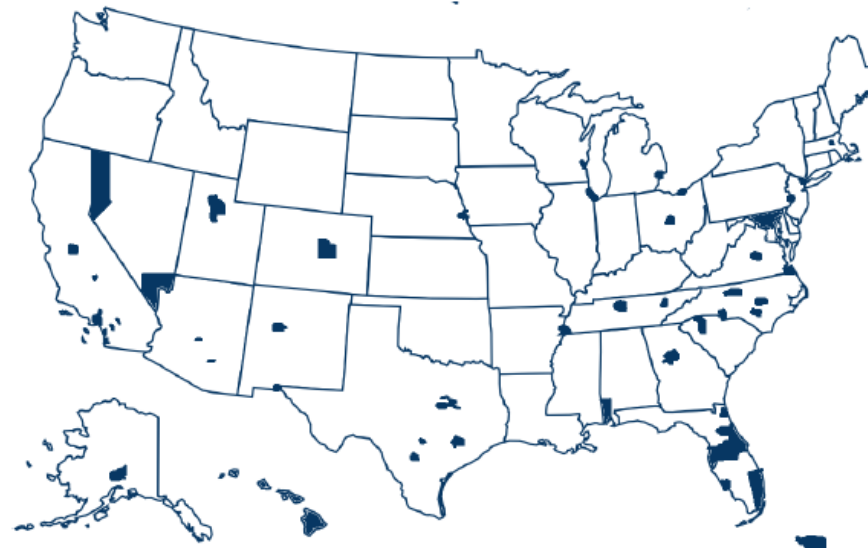
- **3D printers** are emerging as critical STEM education tools to prepare students for a digital world.
- **Education market** currently lacks a true end-to-end solution incorporating 3D printing.
- **Robo 3D printers can be bundled** with a curriculum subscription and sold as a turnkey solution for 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.**

US Traditional Education

100 Largest Public Districts

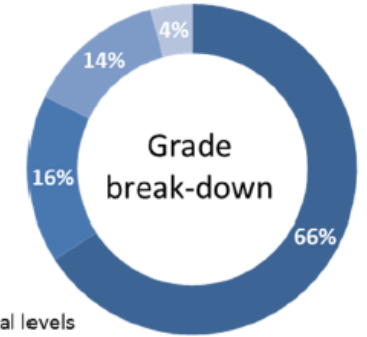
1% of all schools districts

22% of all public school students



Top 100 districts each contain
at least 47,400 students

- Primary schools
- Middle schools
- High schools
- Other instructional levels



45% of top 100 largest school districts in:

1. Texas
2. Florida
3. California

Other top states:

4. Georgia
5. Marylands
6. Virginia
7. North Carolina
8. Colorado
9. Utah
10. Tennessee

US Traditional Education

Top 10 States by Schools

- California - 14,408
- Texas - 11,643
- New York - 7,225
- Florida - 6,757
- Pennsylvania - 6,175
- Illinois - 5,988
- Ohio - 5,337
- Michigan - 4,571
- New Jersey - 3,998
- Georgia - 3,723

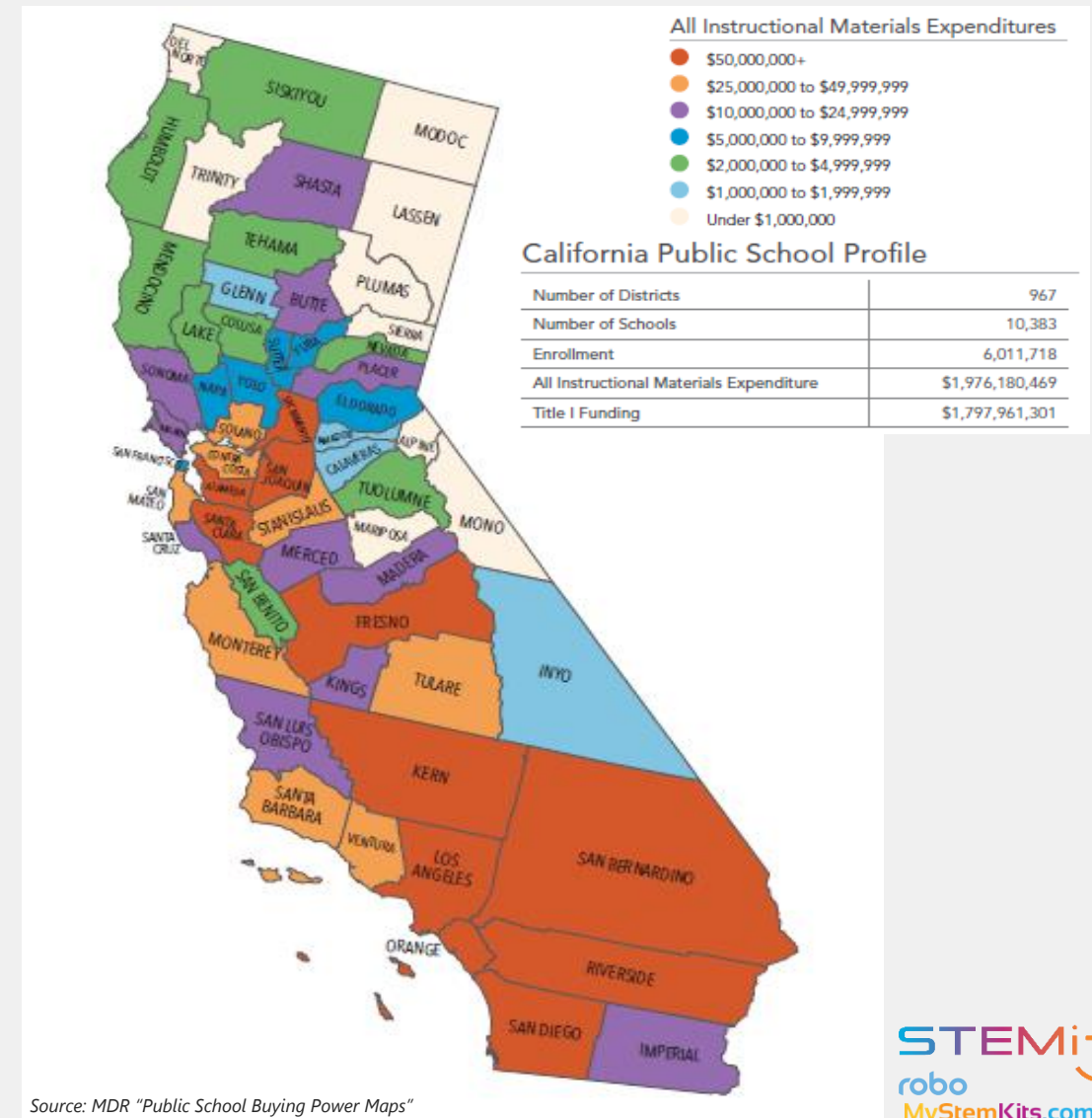
Top 10 Districts by Student Population

Name of reporting district	State	Total students (fall membership) ¹
New York City School District	New York	989,012
Los Angeles Unified School District ³	California	653,826
City of Chicago School District 299 ³	Illinois	396,641
Miami-Dade County Public School District ³	Florida	356,233
Clark County School District ³	Nevada	320,532
Broward County School District ³	Florida	262,666
Houston Independent School District 912 ³	Texas	211,552
Hillsborough County School District ³	Florida	203,439
Orange County Public Schools ³	Florida	187,092
Hawaii Department of Education ³	Hawaii	186,825

US Education Market

Top 10 Market – California

- High school graduation rate: 83.0% (21st lowest)
- Public school spending: \$9,417 per pupil (8th lowest)
- 8th grade NAEP proficiency: 27.1% (math) 28.4% (reading)
- Adults with at least a bachelor's degree: 32.9% (14th highest)
- Adults 25-64 with incomes at or above national median: 51.7% (21st highest)
- California has the largest network of public schools in the country — and also one of the worst-performing. Only 29.2% of fourth graders in the state are proficient in math, and only 27.8% are proficient in reading — each the third lowest share of any state. While low, the fourth-grade reading proficiency rate is much improved from only a few years ago.



Education Buying Cycles

Typical K – 12 Buying Cycle



Schools will purchase year round. New funds are released each year in July, with the key purchasing being made in August to October. Spring can also be a secondary buying peak as school finalize budgeting for the year have the use-it or lose-it funds and/or some districts have some allocated funds not spent that become available.

Title 1 Funding is released late September / early October.

School building decisions for products and services are often trialed/piloted across the school year and then depending on the funding, purchased the same year and or budgeted for the following year.

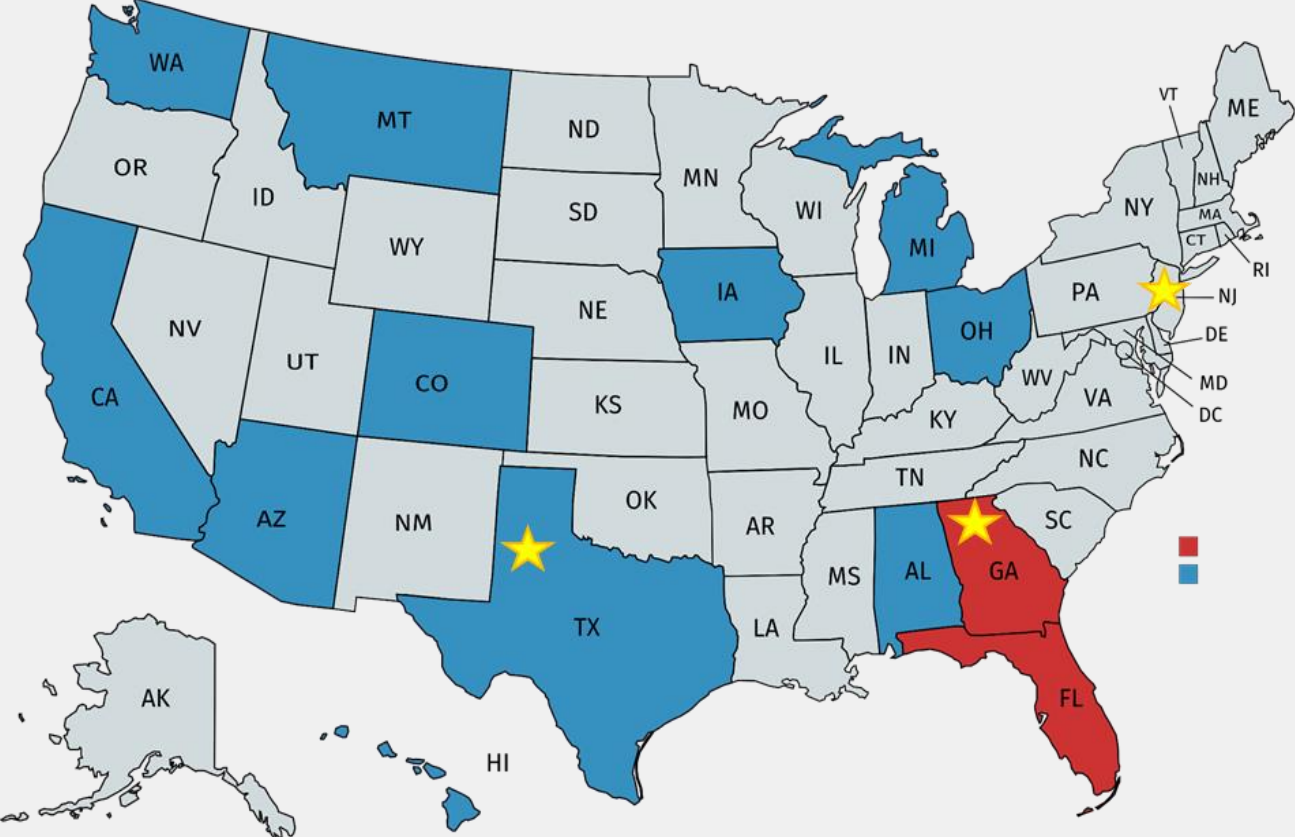
Districts will sometimes need to approve building based purchases and or will issue the school PO.




Multi-school orders from a District are awarded from successful trials/pilots often when the District has been involved during the trial/pilot and/or when there has been a successful adoption at a school which can serve as a valued reference site.

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.**
- 361 existing subscriptions, substantially in Florida.
- **Inter operability with multiple printer brands eg Estimated US\$600K Dremel 3D printers sold with MSK subscriptions b4 acquisition by STEMify Ltd.**

MSK Licenses Sold Into 11 New States Since Acquisition



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

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.

Leveraging the Reseller Network

Focus on specialist education resellers/distributors including

Eg large resellers include

- Troxell
- Best Buy
- CDW

Eg niche resellers

- *UDT*

Introduce “Deal Registration”

- Prioritises sales leads
- Provides better visibility on sales pipeline
- Resellers motivated by higher commission

Focus on reseller mindshare

- Pitching at product demo days
- Attendance at trade shows / events
- MSK research validations via FCR STEM /FSU

Revenue Model

Annual MSK subscription

- Per class - \$1500
- Per school - \$3990

Bundled with 2 x R2 3D printers at \$1500 each for \$6990 total bundle

MSK **interoperable** a number of manufacturers printers to allow MSK to be sold by itself

STEMify - MSK favours its own **higher margin brands** – Robo R2 and forthcoming Education specialist printer – Educator 3

Company Data

Number of Shares	558.9M
Options	36.8M
Performance shares/rights	35.2M
Diluted	630.9M
Market Capitalisation – undiluted*	A\$7.82M
Market Capitalisation – diluted*	A\$8.83M
Net Cash**	A\$0.99M
Enterprise Value - undiluted	A\$6.83M
Enterprise Value - diluted	A\$7.84M
12 Month High/Low	A\$0.06/A\$0.012
Top 40 Shareholders	380.6M – 68.11%

* based on a share price of 1.4 cents

**based on 30 September 2018



Tony Grist
Chairman

Tim Grice
Executive Director
tim@robo3d.com

+61 8 9327 8927

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MyStemKits.com