



## ASX ANNOUNCEMENT

20 November 2024

### 3P Learning Limited – 2024 Annual General Meeting

Please find attached the following documents which will be presented at the Annual General Meeting of 3P Learning Limited (ASX: 3PL) which commences at 10.30am AEDT on Wednesday 20 November 2024, in compliance with Listing Rule 3.13.3:

1. Copy of Chairman's Address
2. Copy of 2024 AGM Presentation

This announcement has been authorised for release by the Chairman of 3PL.

For further information, please contact  
3P Investor Relations  
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## Chairman's Address

Matthew Sandblom  
Annual General Meeting  
20 November 2024

Welcome to the Annual General Meeting of 3P Learning.

The 23-24 financial year did not deliver as much growth as we were expecting, which led us to reexamine the way we were approaching the school markets. We decided on a significant strategy reset where, instead of just trying to sell each program individually, we would instead focus on selling an integrated suite of programs that help students learn the full range of core academic skills, namely reading, writing and maths. We believe that success in one skill area helps lead to more success in other skill areas. For example, you need good reading and comprehension skills to understand instructions and many types of questions in maths. And becoming a better writer helps you become a better reader. We also know that the more programs of ours that schools use the more "sticky" they become as customers, and this helps to reduce churn rates.

To truly deliver an integrated suite of programs, to both teachers and students, does require a significant amount of work which will take us the best part of the 24-25 financial year to complete. We have already started promoting and selling this integrated suite of programs under the name of 3 Essentials, but we are currently building these features and schools won't get access to the key functionality, such as single sign on, combined reporting and integrated work programs until the second quarter of calendar 2025. So far, the early results of selling in the 3 Essentials program have been promising with over \$500,000 in orders taken. However, we don't expect to see significant revenues recognised from 3 Essentials until the 25-26 financial year.

The other significant change in our business over the last twelve months has been buying back from Edmentum our Reading Eggs distribution rights to the USA market. While Edmentum had provided a steady flow of income for us for over 10 years, there had been little growth in recent years. This was a significant transaction for 3PL that cost around \$AUD20 million. It delivered to us a book of business worth about \$AUD6.5m annually and the direct relationship with around 4,500 schools. We knew there would be risks in transferring these customers to us, as we did not have any direct relationship with them when Edmentum was the distributor. We put significant resources into securing this business

and we think we will be able to get renewals from at least 75% of these customers. While this is higher than our normal churn rate of around 15-16% we are satisfied with it given the circumstances. We also are seeing good opportunities to upsell these customers with our maths programs. We are also developing a good pipeline of new business opportunities for Reading Eggs, especially in states in the US that we have prioritised as the most promising for us.

In the consumer space our marketing is delivering an increased volume of parents signing up for a free trial but lower conversion rates for a paid subscription. Parents with children are feeling the full effects of the increase in cost of living and are being conservative with their spending. The net result of these trends is revenue that is flat year on year. We do see opportunities to make further inroads into the home-schooling market, especially in the USA where this section of the market is growing strongly and is getting more government funding. We are working on some product improvements that we think will make our programs even more appealing to this market. These improvements will be released in mid-2025.

The level of product investment 3PL is making is still significant and the 3 Essentials strategy has meant some development resources were transferred to this project from other product improvement areas. But as we have stated before we are dedicated to making these investments while at the same time at least maintaining our EBITDA performance. We also see the 2024-25 as the peak in new product investment and that we should see a noticeable decline in these costs in following years.

When I rejoined 3P learning three and a half years ago I thought it would take 2-3 years to get the company back onto a growth path, but it has taken longer than I expected. The reality is that it looks more like 4 to 5 years to do all of the things needed to present the market with a compelling offering that will get them to significantly increase their spending with us. I am still determined to make 3P Learning into an even more successful company that is delivering great educational outcomes and great returns for shareholders.

I would like to finish this address by thanking Belinda Rowe for her contribution to 3P Learning over the last 3 years, in particular her leadership of the People and Culture committee.

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# 3P Learning Ltd

# 2024 Annual General Meeting

Wednesday, 20 November 2024

# **Matthew Sandblom Chairman's Address**

# Formal Business

1. Receipt of Annual Financial Report
2. Adoption of the FY24 Remuneration Report
- 3a. Re-election of Director: Mr. Allan Brackin
- 3b. Re-election of Director: Ms. Katherine Ostin
- 3c. Re-election of Director: Mr. Matthew Sandblom

# 1. Receipt of Annual Financial Report

To receive and consider the Company's Financial Statements, Directors' Report and the Auditor's Report as set out in the Annual Report for the financial year ended 30 June 2024.

Note: No resolution or vote is required for this item of business.

# 1. Receipt of Annual Financial Report

To receive and consider the Company's Financial Statements, Directors' Report and the Auditor's Report as set out in the Annual Report for the financial year ended 30 June 2024.

Discussions and Shareholder Questions are invited



## 2. Adoption of FY24 Remuneration Report

That the Remuneration Report for the financial year ended 30 June 2024 be adopted.

Note: The vote on this resolution is advisory. The Company's Key Management Personnel and their closing related parties are restricted from voting on this item. However the Company will not disregard votes cast on this resolution if they are cast as proxy for a person entitled to vote on this resolution.

## 2: Adoption of FY24 Remuneration Report

### Proxy and Direct Votes Combined

FOR	OPEN	AGAINST	ABSTAIN
67,570,315	52,634	65,973	53,696,928
99.82 %	0.08 %	0.10 %	

### **3. Re-Election of Directors**

To consider and, if thought fit, pass the following as separate ordinary resolutions.

### **3a. Re-Election of Mr Allan Brackin**

That Mr Allan Brackin, who retires in accordance with rule 10.3 of the Company's Constitution, and being eligible for re-election, be re-elected as a Director of the Company.

## 3a: Re-Election of Mr Allan Brackin

### Proxy and Direct Votes Combined

FOR	OPEN	AGAINST	ABSTAIN
100,294,463	52,634	21,098,258	20,495
82.58%	0.04%	17.37%	

## **3b.** Re-Election of Ms Katherine Ostin

That Ms Katherine Ostin, who retires in accordance with rule 10.3 of the Company's Constitution and, being eligible for re-election, be re-elected as a Director of the Company.

## 3b. Re-Election Ms Katherine Ostin

### Proxy and Direct Votes Combined

FOR	OPEN	AGAINST	ABSTAIN
100,291,463	52,634	21,101,258	20,495
82.58%	0.04%	17.38%	

### **3c. Re-Election of Mr Matthew Sandblom**

That Mr Matthew Sandblom, who retires in accordance with rule 10.3 of the Company's Constitution and, being eligible for re-election, be re-elected as a Director of the Company.



## 3c. Re-Election of Mr Matthew Sandblom

### Proxy and Direct Votes Combined

FOR	OPEN	AGAINST	ABSTAIN
100,308,356	52,634	21,084,365	20,495
82.60%	0.04%	17.36%	

The result of the polls will be declared and released to the ASX later today

Thank you

[www.3plearning.com.au](http://www.3plearning.com.au)

