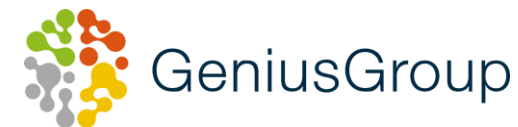


# Leading the Education Revolution

Investor Presentation  
H1 2022 Results



# Disclaimer



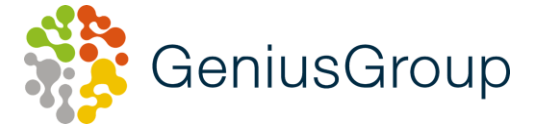
## Forward Looking Statements

This presentation contains forward-looking statements. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers and may be recognized by the use of words such as “anticipate,” “expects,” “plans,” “will,” “estimates,” “projects,” “intends,” “believe,” “will” or words of similar meaning. Such forward-looking statements are based on assumptions that are inherently subject to significant risks and uncertainties, including those described in the “Risk Factors” section of the prospectus, many of which are beyond the Company’s control. Actual results may materially differ from those in the forward-looking statements contained herein. Nothing in this presentation should be regarded as a representation by any person that the forward-looking statements set forth herein or any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on such forward-looking statements, which speak only as of the date they are made. The Company and affiliates assume no obligation to and do not undertake to update such forward-looking statements to reflect future events or circumstances.

## Non-IFRS Financial Measures

The Company’s financial statements are prepared according to IFRS. This presentation includes certain non-IFRS financial measures, which are different from financial measures calculated in accordance with IFRS. Such non-IFRS financial measures should be considered in addition to and not as a substitute for or superior to financial measures calculated in accordance with IFRS. In addition, the definition of adjusted EBITDA in this presentation may be different from the definition of such term used by other companies, and therefore comparability may be limited. This presentation also contains certain financial projections of the Company, which are based upon a number of assumptions, estimates and forecasts that, while considered reasonable by the Company, are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond the Company’s control, and upon assumptions with respect to future business decisions which are subject to change. These projections may vary materially from actual results. The Company and its respective affiliates make no representation that these projected results will be achieved. The recipient should not place undue reliance on this information.

# Key New Hires



## Two new Board and two new senior management appointments



**Richard Berman**  
Audit Committee Chair

- Joined the Company's Board of Directors in January 2022
- Over 35 years of venture capital, senior management, and merger & acquisitions experience
- Served on the board of 5 companies that have reached over one billion in market capitalization



**Tim Murphy**  
Director

- 30 years of leadership in the global law enforcement, compliance, intelligence, and business communities
- President and CEO of Consortium Networks
- Previously was the President of Thomson Reuters Special Services and the Deputy Director of the FBI



**Erez Simha**  
Chief Financial Officer

- 20 years of experience and a proven track record of scaling high-tech disruptive companies in multiple industries, including food-tech, blockchain, 3D printing, and digital assets.
- Previously held CFO and COO positions at multiple companies including Stratasys Ltd and Just Inc



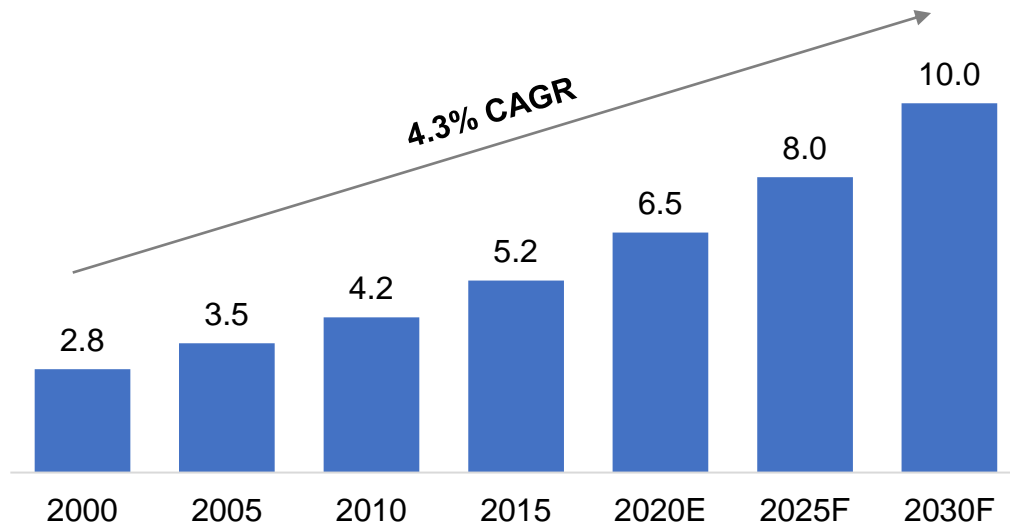
**Rav Karwal**  
Chief Revenue Officer

- Joined to lead revenue, sales and other go-to-market strategies and ensure exceptional client experience
- Entrepreneurial executive with a successful track record of leading revenue, sales, and other go-to-market strategies at early to later-stage tech ventures

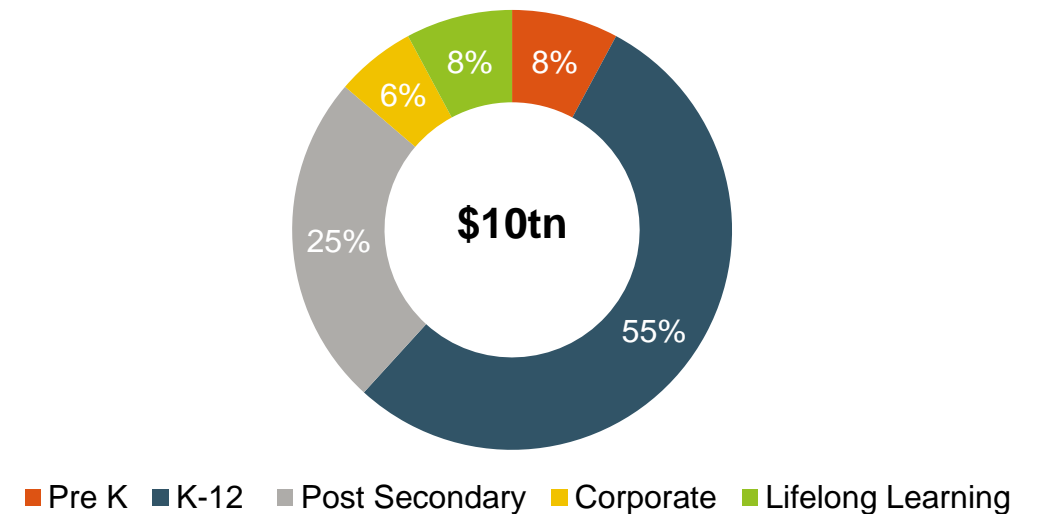
# The Opportunity - \$10tn Market Ready For Disruption

The constant annual growth of the education and training expenditure is driven by population growth in developing markets which fuels expansion and technology which underpins unprecedented re-skilling and up-skilling in developed economies

Total Global Education and Training Expenditure (US\$tn)<sup>1</sup>



2030E Global Education and Training Expenditure (US\$tn)<sup>1</sup>

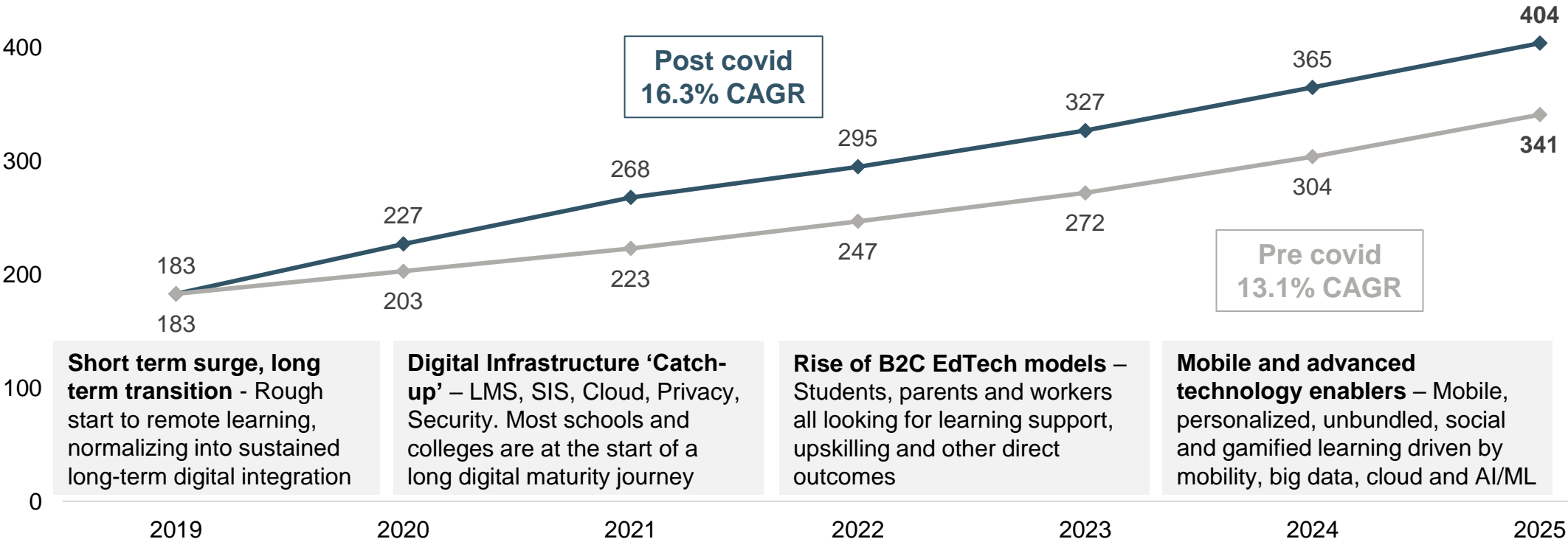


# Strong Projected Edtech Market Growth



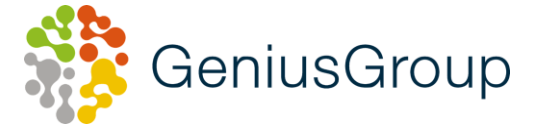
**A short term surge in EdTech spending brought on by COVID-19 is expected to re-calibrate to a longer-term integration of digital technologies and transition to much higher adoption of online education, resulting in EdTech spending to double in the next 5 years**

Global EdTech Expenditure (US\$bn)<sup>1</sup>



Sources: 1) HolonIQ

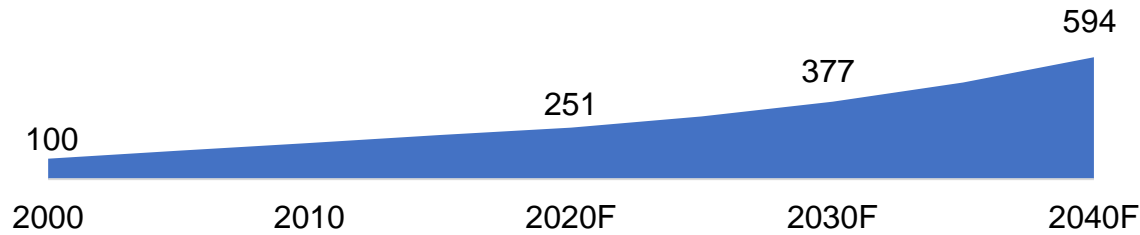
# Market Opportunity



**Genius Group's online platform will benefit from high projected penetration rate and a growing number of students interested in the gig economy and entrepreneurship**

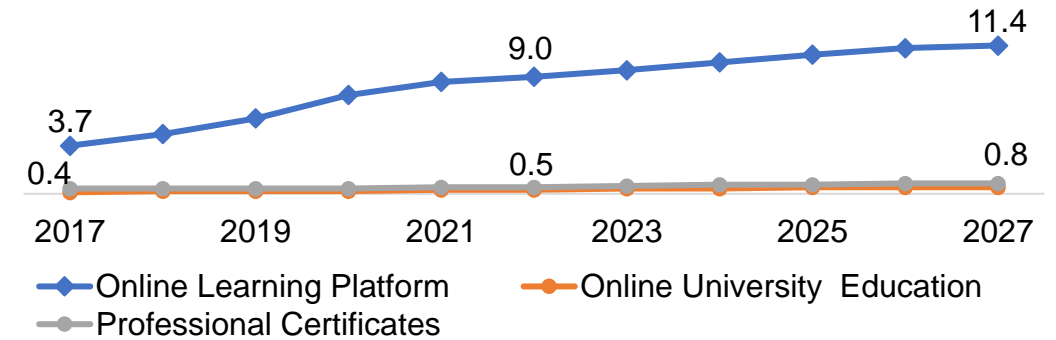
## Growing number of students globally

Worldwide higher education enrolment (m)<sup>1</sup>



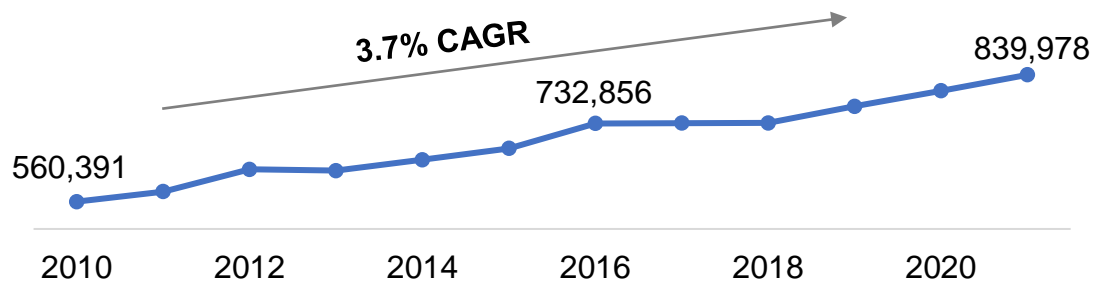
## Growing Online Platform Penetration Rate

Penetration rate of online education worldwide (%)<sup>2</sup>



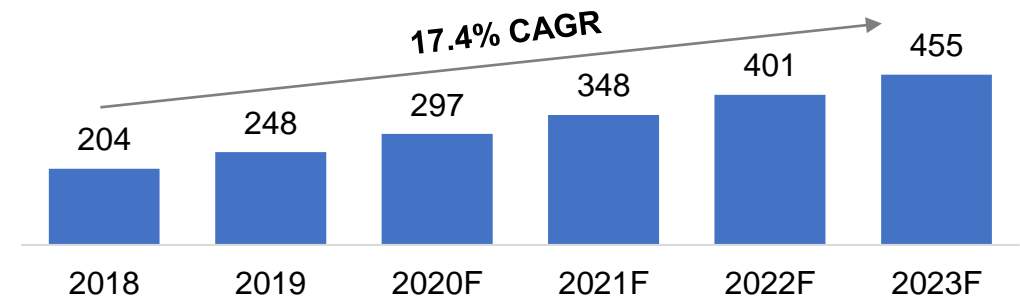
## Growing Entrepreneurship

Number of business establishments less than 1 year old in the US<sup>2</sup>



## Growing Gig Economy

Projected gross volume transactions of the gig economy (US\$bn)<sup>2</sup>

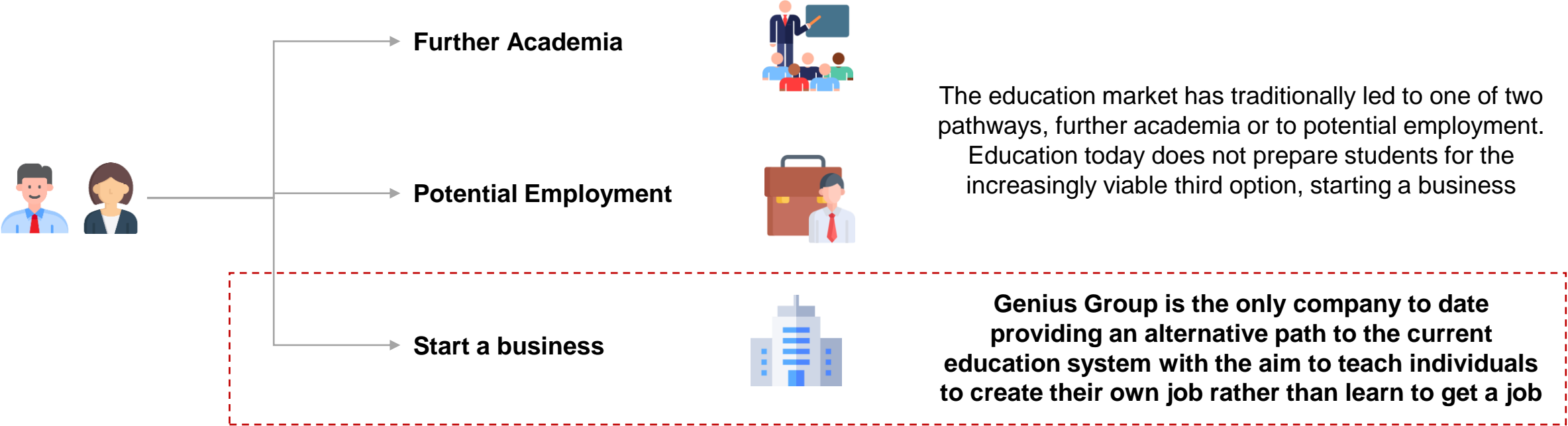


# Alternate Education Pathway

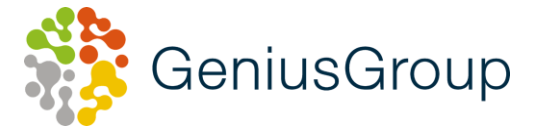


Genius group is developing its own curriculum as a supplement to the existing education system, and in time it aspires to create a fully accredited replacement to the traditional U.S. school and university pathway

## Possible Education Pathways



# Genius Group Solution – Education As A Service



**Genius Group delivers a universal, personalized lifelong education system with an AI-driven Edtech platform and a 21<sup>st</sup> century curriculum**

## **Edtech Platform**

Genie AI Assistant creating a personalized pathway



## **Accredited Courses**

From certified courses to US university degrees



## **Global Faculty**

Including teachers, CEOs and bestselling authors



## **Global Community Base**

Connecting students with companies and mentors



## **Daily Calendar**

Daily live and virtual events to learn and earn



## **100 Year Curriculum**

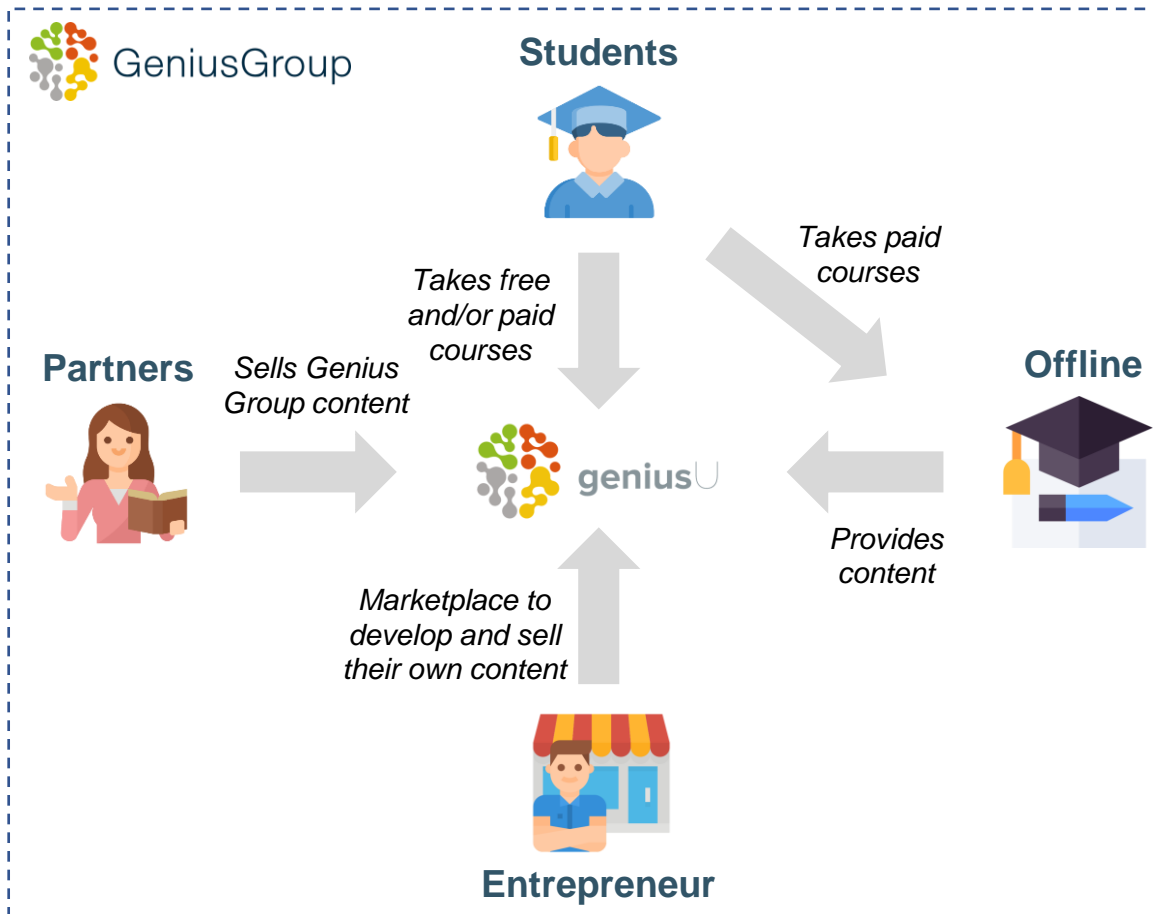
Equipping students with highly relevant skills





# Unique Business Model

Its unique business model and existing GeniusU platform allows Genius Group to rapidly scale at minimal incremental cost



## Freemium model and fast-growing community

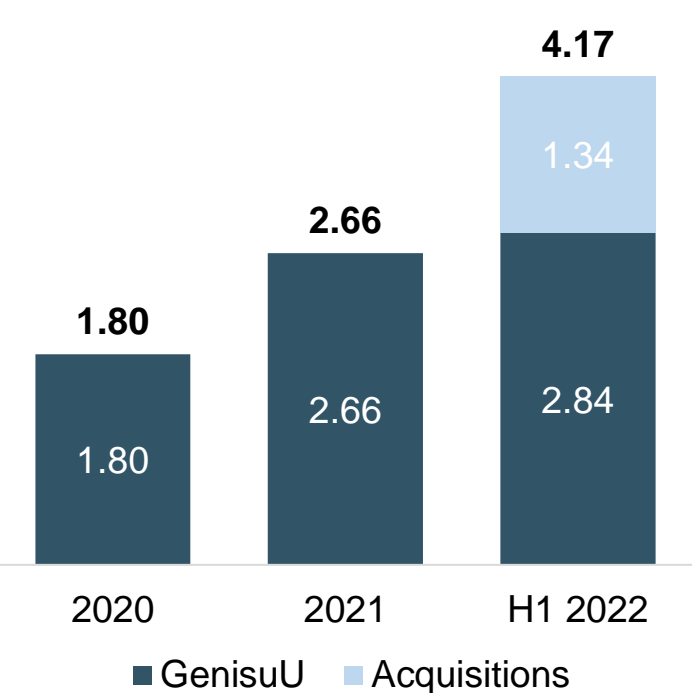
- The freemium revenue model has allowed Genius group to attract students into free courses and build a community and content that encourages them to stay
- **Such model has resulted in rapid scaling of the platform, low marketing cost per student and network effects which lead to a virtuous cycle of customer attraction**

# Operational Highlights

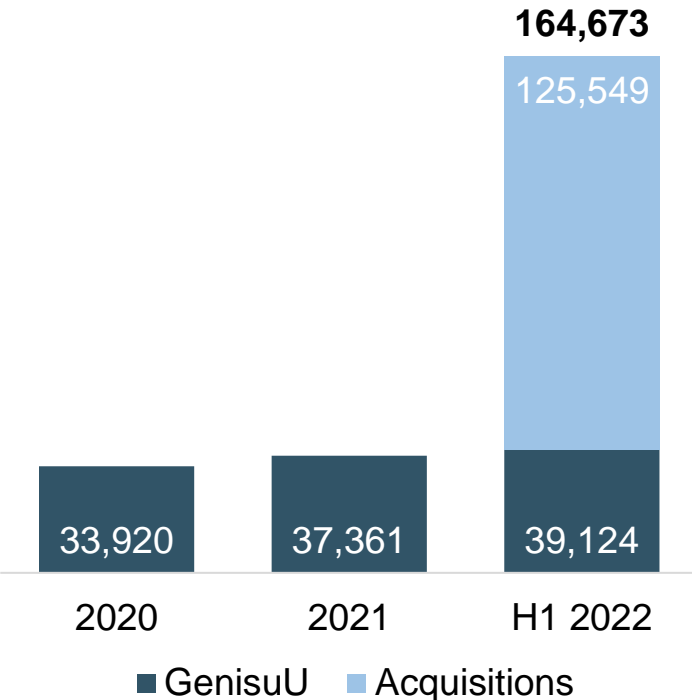


We continue to experience strong growth in the number of paying students and partners on our platform

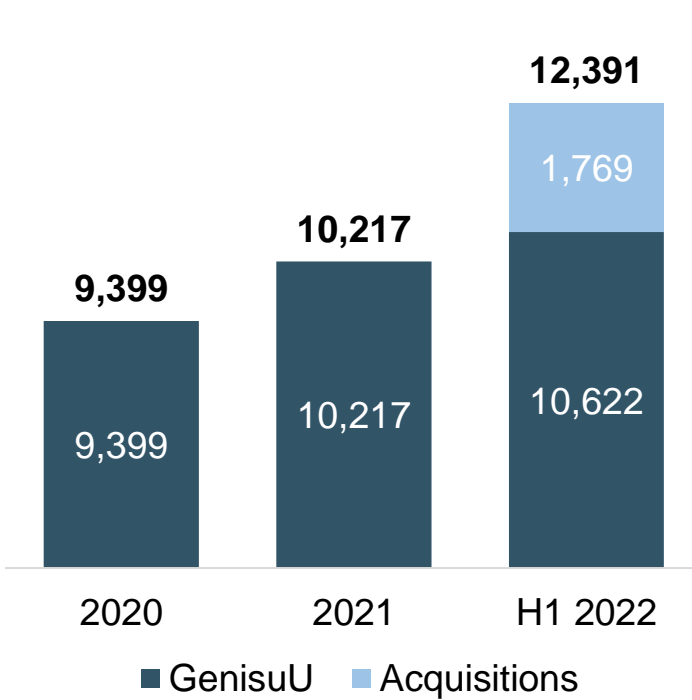
Total Student Numbers (#)



Paying Student Numbers (#)



Partner Numbers (#)



# Operational Highlights (Cont'd)



Genius Group will leverage its historical high returns on ads to pursue its organic growth

## Generic Student and Partner Pathway

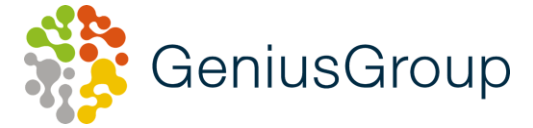
	Marketing cost	New visitors	Students/ Partners	Marketing cost per student/partner	12 month revenue	24 month revenue	24 Month revenue per student/partner	
<b>Student Pathway</b>	\$1,000	7,703	1,326	\$0.75	\$1,860	\$20,501	\$15.46	20.5x ROAS
<b>Partner Pathway</b>	\$1,000	1,540	38	\$26	\$23,679	\$46,702	\$1,229	46.7x ROAS

## Specific Genius Pathways

	Ad spend Q4 2020	Students taking test	Ad cost per student	6 month revenue	12 month revenue	18 month revenue	18 Month revenue per student	
<b>Genius Test</b>	\$11,065	15,179	\$0.73	\$406k	\$550k	\$646k	\$42.58	58x ROAS
<b>Challenges</b>	\$12,589	5,628	\$2.24	\$163k	\$417k	\$559k	\$99.41	44x ROAS
<b>Summit</b>	\$9,303	1,396	\$6.66	\$691k	\$1.24m	\$1.75m	\$1,256	188x ROAS

Notes: "ROA" stands for Return on Acquisition Spend

# Three Phased Growth Strategy



Our aim is to establish Genius Group as the leading global curriculum to rival existing local accredited curriculums

**Phase 1**  
**2015 to 2020**

**EDUCATE**  
**ENTREPRENEURS**

For the first five years we have been focusing on entrepreneurs who are willing to self-fund their education

This has enabled us to grow globally to over 1.4m members and to self-fund our growth with our students becoming our investors

**Phase 2**  
**2020 to 2025**

**EXPAND TO**  
**SCHOOLS**

We have begun our second phase with the acquisition of a series of education-based companies serving early learning, primary, secondary schools and university

This gives us a full lifelong learning curriculum that we are licensing to partners

**Phase 3**  
**2025 to 2030**

**ALTERNATIVE**  
**CURRICULUM**

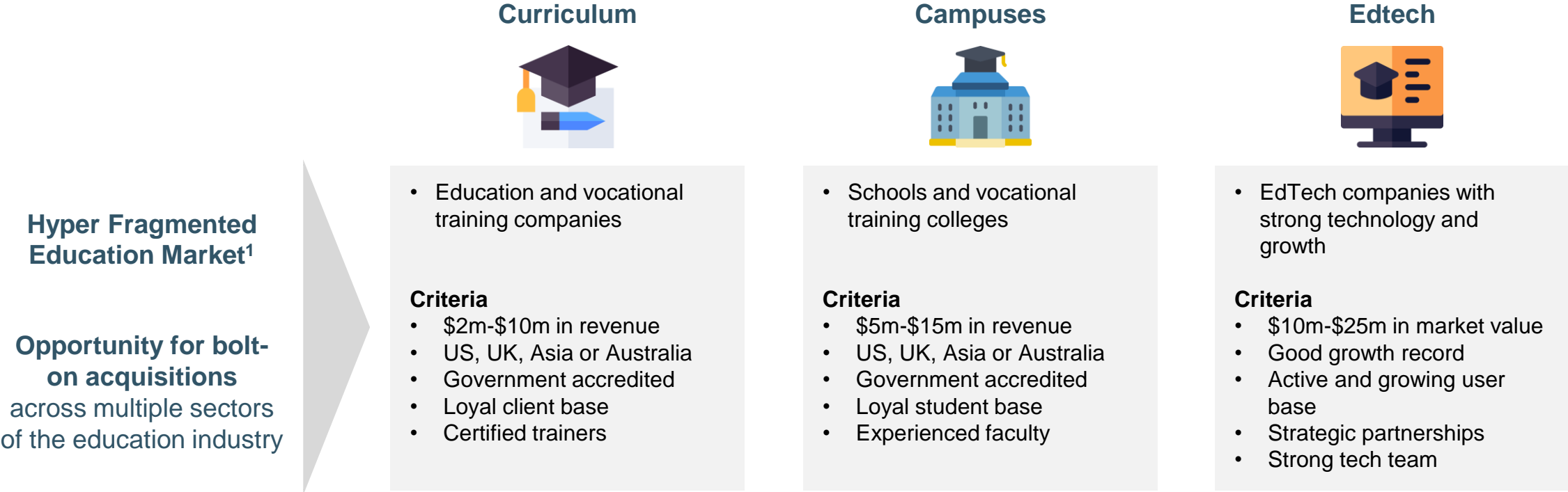
After growing our reputation with educators, schools and universities, we aim to have our curriculum accredited in the US, UK, Asia and Australia as an alternative to the existing curriculums

**We believe this will be the first fully accredited lifelong learning curriculum**

# Consolidation Opportunity and Acquisition Business Model

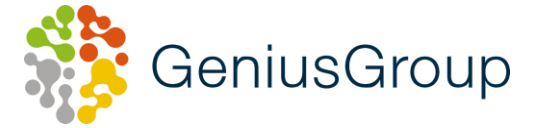


**Opportunity for Genius Group to acquire government accredited curriculums, campuses and Edtech tools, integrate and distribute them globally on its Edtech platform, and increase the lifetime value of its students**



Source: 1) HolonIQ, "Online Higher Ed. Hyper Fragmentation and the US Post Secondary Market"

# Recent Acquisitions



**Those five acquisitions have expanded Genius Group's education government accredited offerings into new age groups**



- Acquisition of New Zealand based Education Angels for US\$1.9m
- Provider of in-home childcare services
- Approved and licensed by the New Zealand Department of Education
- New Zealand Government funds 50% of the education



- Acquisition of South African based E-Squared Education Enterprises for \$2.6m
- Full campus with primary, secondary and college education for students in entrepreneurship
- Approved by the South African Department of Education



- U.S. based University of Antelope Valley for \$13m
- University that offers career-focused on-campus and online programs
- SEVP certification enabling the participation of foreign students and WASC accreditation
- Approval for Title IV federal loans, grants and other federal, state and private financial aid

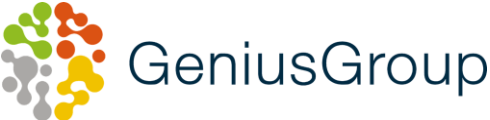


- U.K. based Property Investors Network for US\$19.1m
- Provider of property investment education



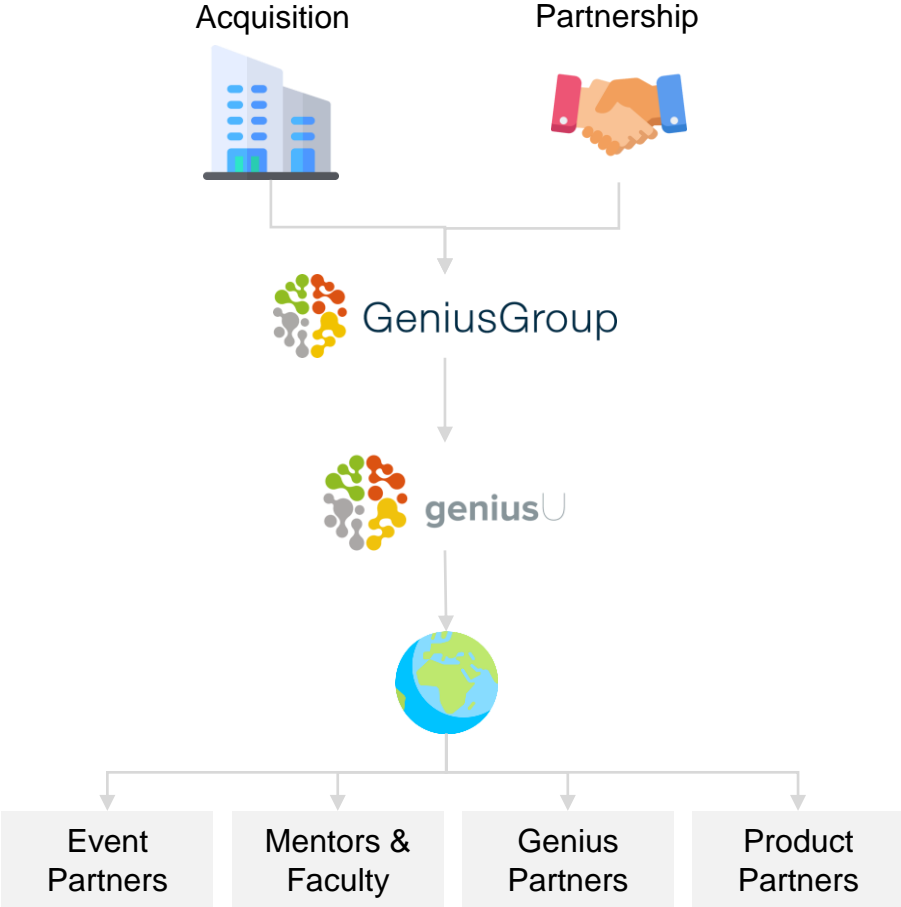
- U.S. based Revealed Films for \$10m
- Media production company that specializes in multi-part documentaries

# Growth Model

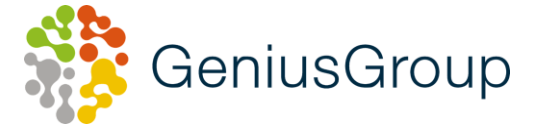


We plan to maintain our current growth rate with a four-step model of acquisition, integration, digitization and distribution

- 1 • **Acquire companies** with core curriculum and government accreditations  
• **Partner with companies** and institutions with complimentary courses
- 2 • **Integrate** into Group
- 3 • **Digitize courses** on GeniusU platform
- 4 • **Distribute curriculum** globally with our platform and community



# Partnerships with Thought Leaders



Through partnership with thought leaders and educators, Genius Group will accelerate its student base growth and improve its operational metrics

## Impact Investor Festival

- November 2022
- 20,000 registered students
- Partnership with popular educators with over 1m subscribers on YouTube

**Brian Jung**



**Jaspreet Singh**



## Global Entrepreneur Summit

- December 2022
- Partnership with Peter Diamandis and Verne Harnish

**Peter Diamandis**



**Verne Harnish**



## Revealed Films

- Our latest acquisition, Revealed Films, attracts viewers and students through its library of documentaries featuring well known entrepreneur and investor educators

**Garrett Gunderson**



**James Rickards**

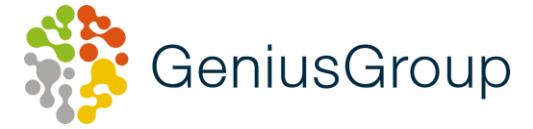


**Robert Kiyosaki**





# Metaversity Launch



Genius Group has worked with No.1 metaverse and AI partners to launch its metaverse

## Metaversity Overview

- We are developing **six campuses** on GeniusU
- Each have a vibrant community, lead mentors, course content, GEMs and Genis to service six types of members and partners on GeniusU
- Each are developing into a **virtual reality campus in the metaverse**, with educators creating schools and courses, students creating avatars and their own AI Genies in one global metaversity





# H1 2022 Financial Results

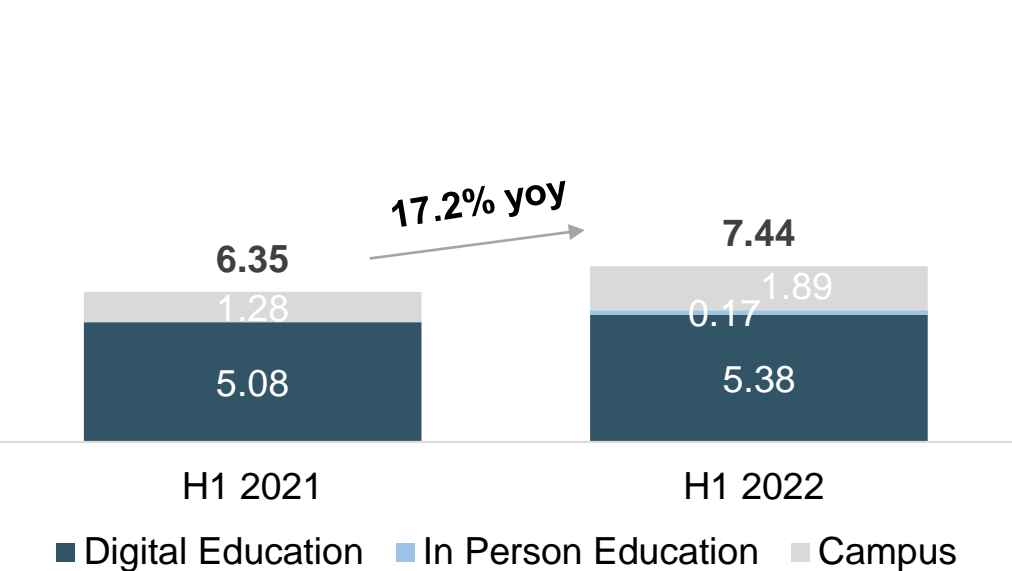
# H1 2022 Revenue



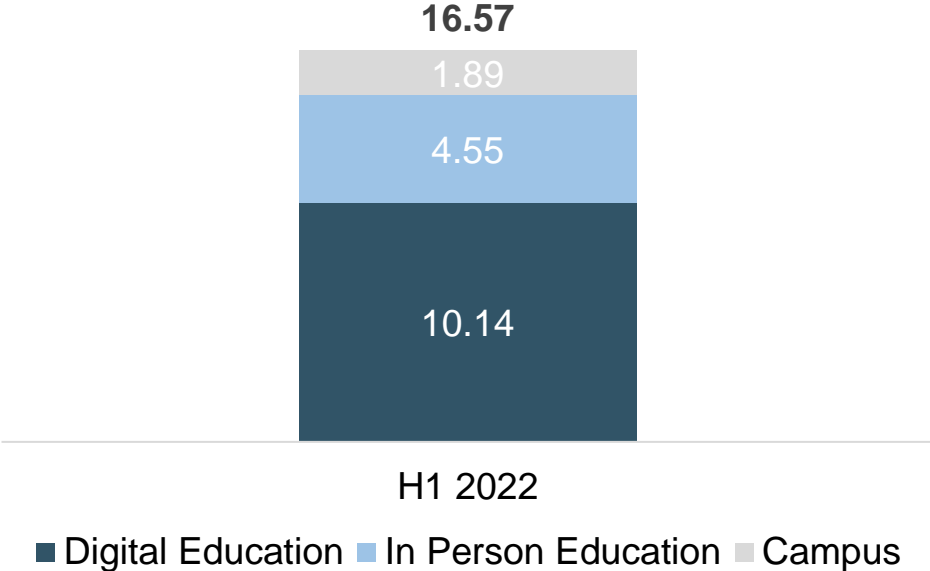
Genius Group's internal growth is faster than the market, highlighting the strength of our ecosystem

## Genius Group Revenue by Segment (US\$m)

Group Reviewed Financials



Pro Forma



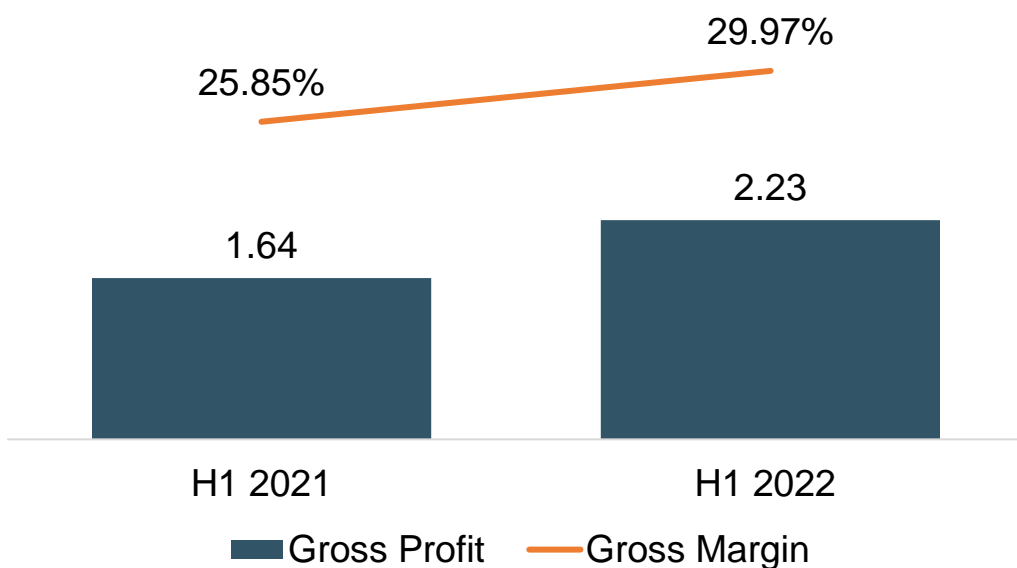
# H1 2022 Gross Margin



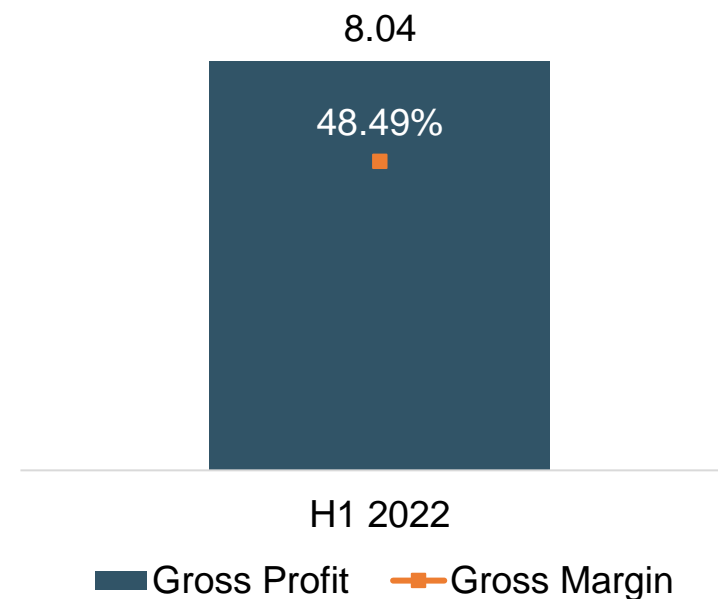
By owning the majority of our own curriculum and courses across all companies and acquisitions, we are focused on maintaining a low cost of content and a high gross margin

## Genius Group Gross Profit (US\$m) Gross Margin (%)

Group Reviewed Financials



Pro Forma



# Adjusted EBITDA

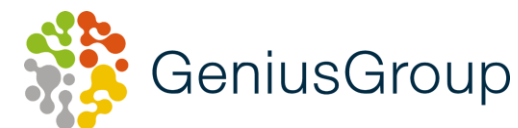


**We will continue to maintain a delicate balance between growth and infrastructure and aim to improve our operating leverage as we grow**

	Group Reviewed Financials Six Months Ended (USD 000's)		Pro forma Six Months Ended (USD 000's)
	June 30, 2021	June 30, 2022	June 30, 2022
<b>Net Income (Loss)</b>	(1,630)	(3,497)	(2,605)
Tax Expense	(47)	(24)	(24)
Interest Expense, net	183	99	108
Depreciation and Amortization	793	836	938
Goodwill Impairments	0	480	480
Stock Based Compensation	121	150	150
Bad Debt Provision	(39)	0	0
<b>Adjusted EBITDA</b>	<b>(619)</b>	<b>(1,956)</b>	<b>(953)</b>

Note: We define Adjusted EBITDA as net profit / loss for the period plus income taxes and social contribution plus / minus finance revenue /expense result plus depreciation and amortization plus share-based compensation expenses plus bad debt provision

# Balance Sheet



Our balance sheet has significantly grown in size due to the acquisitions that we have made to date

	Group Reviewed Balance Sheet (USD 000's)		Pro forma Balance Sheet (USD 000's)
	Dec 31, 2021	June 30, 2022	June 30, 2022
Total current assets	6,496	18,929	21,751
Total non-current assets	11,099	41,634	56,781
<b>Total assets</b>	<b>17,595</b>	<b>60,563</b>	<b>78,532</b>
Total current liabilities	7,140	9,774	12,033
Total non-current liabilities	2,470	3,194	11,904
<b>Total liabilities</b>	<b>9,610</b>	<b>12,968</b>	<b>23,937</b>
Total shareholder's equity	7,985	47,595	54,595
<b>Total liabilities and shareholders' equity</b>	<b>17,595</b>	<b>60,563</b>	<b>78,532</b>

**We are maintaining 2022 pro-forma adjusted EBITDA guidance at a lower proforma revenue range**

<b>Students and Users</b>  4.2m – 4.4m	<b>Revenue</b>  \$35m - \$38m
<b>Adjusted EBITDA<sup>1</sup></b>  \$0.5m - \$1.5m	<b>Weighted Average Share Count</b>  22m



GeniusGroup

**“Everybody is a genius, But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.” Albert Einstein**