



UMeWorld Limited (OTC:UMEFW)
Corporate Presentation – June 2018

Please be advised that our remarks and management responses to questions contain forward-looking statements.

In compliance with the Private Securities Litigation Reform Act of 1995, we hereby indicate that actual results achieved may differ significantly from results discussed in the forward-looking statements.

Factors that might cause such differences include those set forth from time to time in the Company's SEC filings, including Form 20F report for the year ended September 30, 2017.

The Company does not undertake any obligation to publicly release the result of any revisions to these forward looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside the Company's control. Past performance is not a reliable indication of future performance.



- Company Overview
- Industry Overview – Education in China

UMeWorld Limited (OTC:UMEWF) is an educational technology company with a focus on the K-12 education market in China.

- UMFun (优满分), the Company's flagship product, is a cloud based, adaptive learning and assessment platform that adapts to a student's performance and personalizes the delivery of proprietary educational items in accordance with the student's learning needs.
- UMFun is made available to Chinese K-12 students teachers and parents through China Mobile's "AND Education" platform, a closed portal with over 90 million subscribers.

UMFun serves over 15.2 million (accumulated) students, teachers & parents across China.

**UMFun:
2016 China's Top 100
Online Education Product**



UMeWorld hosts the South China Normal University Online Education R&D Center

Corporation Information

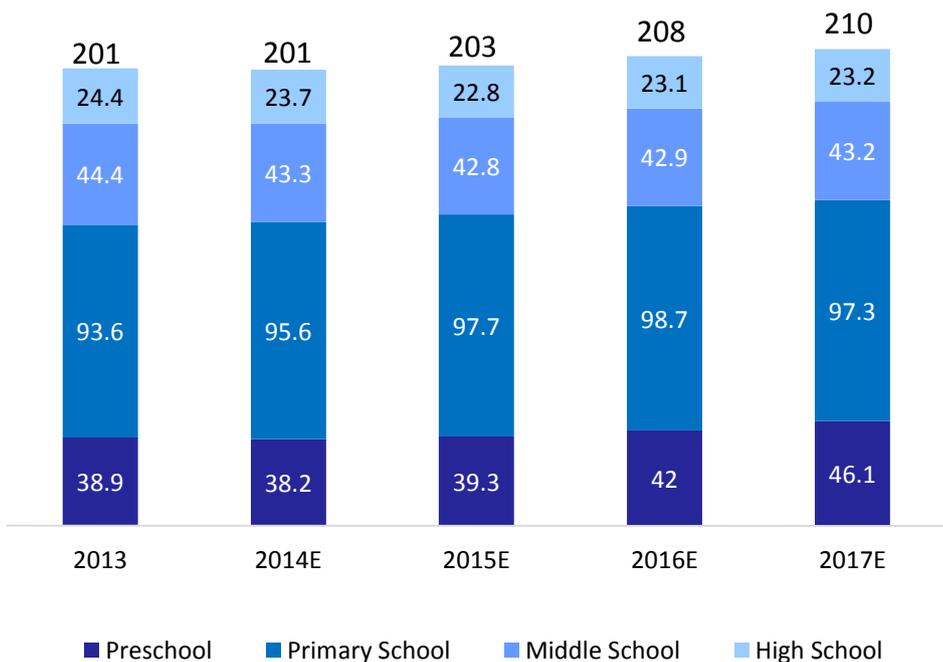
Symbol	OTC:UMEWF
Shares outstanding	90,526,337
Fully diluted	107,664,280
52-week range	\$0.11 - \$0.30
Recent price	\$0.134
Market cap	\$12.13 million

Ownership Structure

Insiders & affiliates	70,864,786
Public float	19,661,551



**K-12 Market Sizing - Number of Students in China
(2013 – 2017E) in Millions**



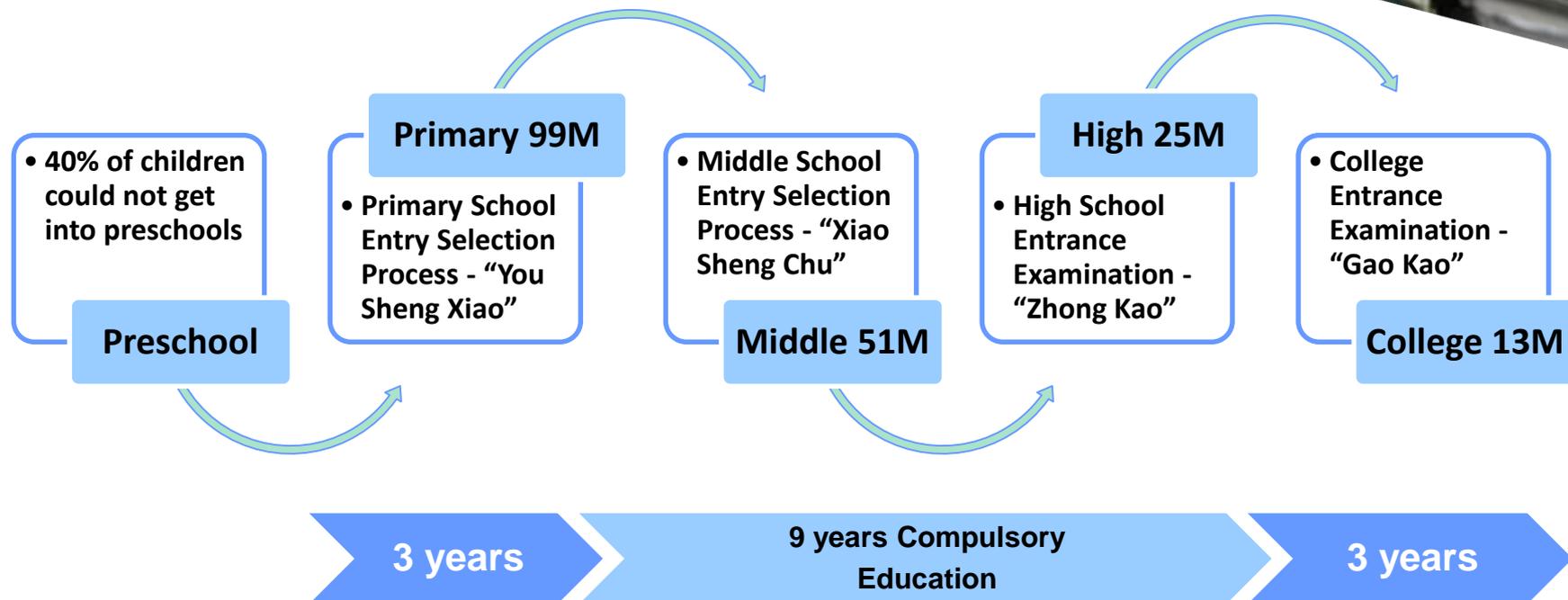
Data from Frost & Sullivan (2015)

- The K-12 educational system in China is the largest in the world, comprising approximately 210 million students.
- The total revenue of China's K-12 market is expected to grow at a CAGR of 8.7% from 2016 to 2021, reaching RMB 3,688 billion (USD585 billion) in 2021.
- Parents in China spend a higher portion of their household incomes on education than people in some other Asian countries do at 30% (17% for Korea and 10% for Japan).



China has one of the most competitive education systems in the world.

- Each stage has competitive testing – only a certain percentage get selected to move onto the next stage.
- Education is the single most important focus for Chinese parents.



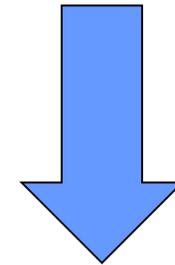


- China Mobile Partnership

In July 2014, UMEWF entered into a strategic relationship with China Mobile to be a partner on its mobile education platform.

The relationship with China Mobile is one of the major cornerstones of UMEWF business plan.

China Mobile Limited (SEHK:941) is one of the largest mobile telecommunications companies in the world, and is focused on serving customers in Mainland China and Hong Kong.



Trades on:
-NYSE
-Hong Kong Stock
Exchange

\$237 BN
Market Cap

\$101 BN
2016 Revenue

887 Million
Subscribers

China Mobile is also unique in that it is state-owned, and therefore has an ability to cross-sell more effectively into other public entities.

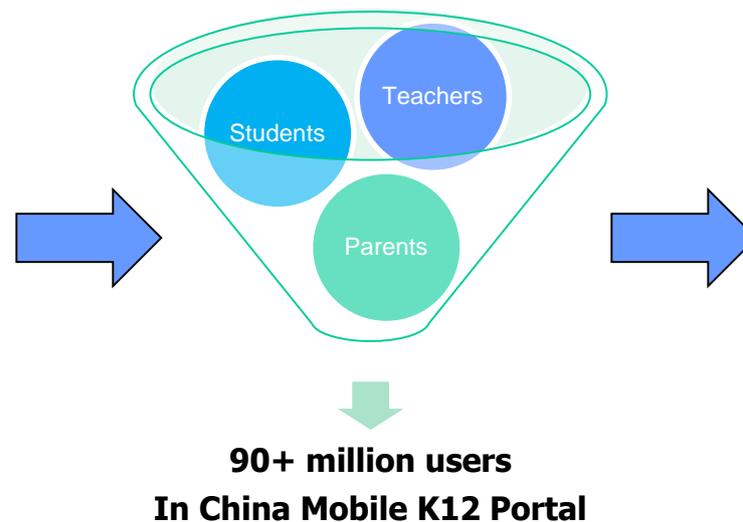
China Mobile created its “AND” Education Platform in 2003.

- Started off as a very rudimentary system – mostly text.

The “AND” Education Platform has evolved significantly and is now a closed portal system that has very few Apps chosen for availability per province.

- It is now a widely used communication platform used in K12 schools by teachers, students and parents.
- China Mobile and-Education has over 90+ million subscribers and has generated an annualized revenue of more than RMB\$4 Billion (approx. USD640 million).⁽¹⁾
- China Mobile expects “AND” education to generate over RMB\$6 Billion (approx. USD\$924 million) in 2018.

UMEFW’s UMFun was selected as one of the few apps to be available to users on the portal.



(1) China Mobile Website 2017 Interim results

China Mobile limits availability of Apps onto its “AND” Education Platform in each province.

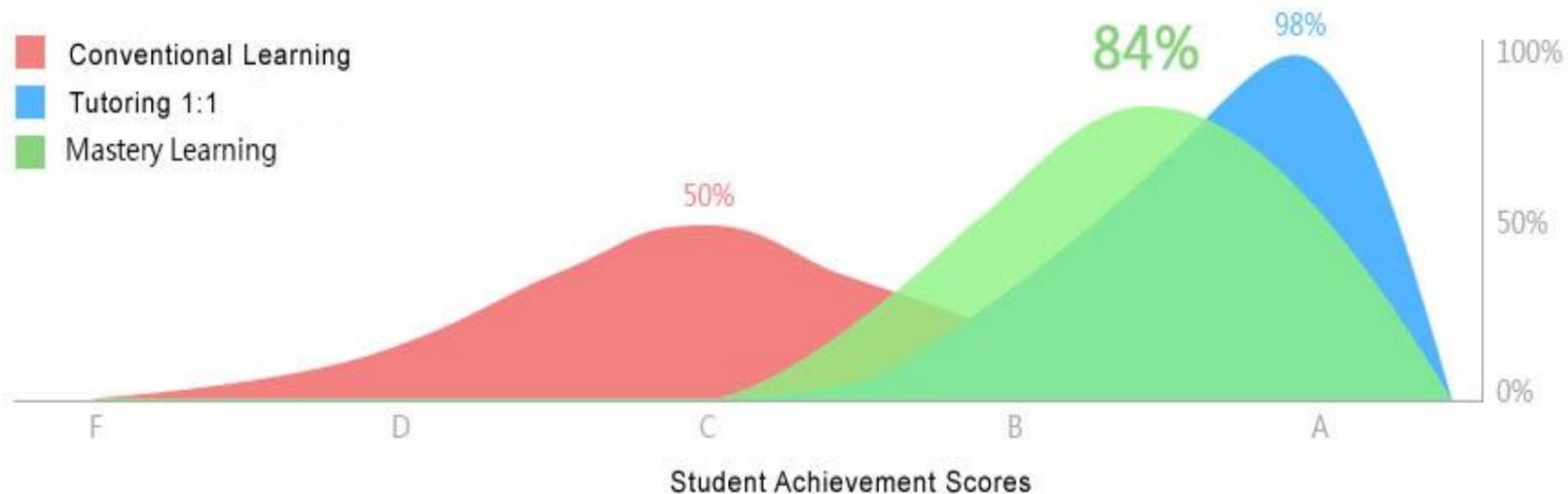
- Being selected to be in the platform is a major commercial achievement.
- The result is access to 90M paying users in a closed system.





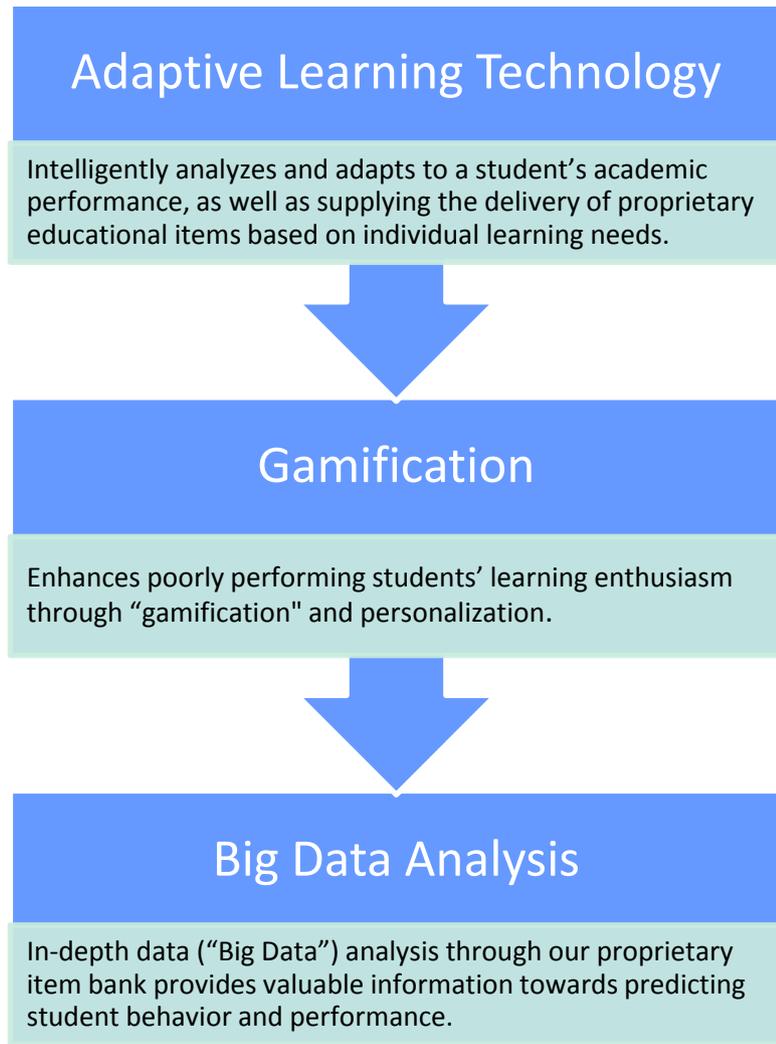
- UMFun Product

The UMFun educational platform is designed to assist students in mastering learning concepts quickly and effectively by using Mastery Learning principles.

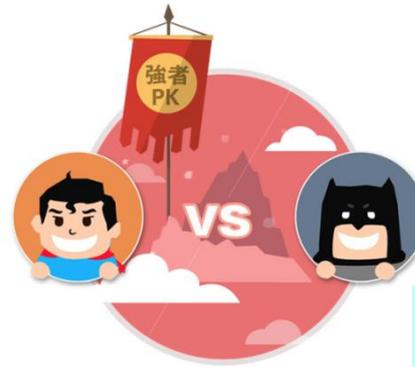


"Mastery Learning students score one standard deviation (84%) higher in Achievement Assessments than students learning through conventional methods."

- Benjamin S Bloom, Education Researcher, University of Chicago



PK, 开启你的强者之旅。



- **First to Market**
- **Best in Class**
- **Enhanced Engagement & Experience**



UMFun is a K-12 school education platform which provides learning & educational assessment services

Teachers	<ul style="list-style-type: none">Can create custom formative assessments to target improvement efforts; develop personalized learning strategies for students.
Students	<ul style="list-style-type: none">Performance can be analyzed by UMFun and adapted to deliver learning items dictated by individual needs.
Parents	<ul style="list-style-type: none">Receive real-time standards based reports and progress charts.
School Administrators	<ul style="list-style-type: none">Can compare student performance across classrooms or across other school districts.
District Administrators	<ul style="list-style-type: none">Can use UMFun to create benchmark assessments. The results can be used to predict performance on other tests.

Learning Gets Personalized and Accelerated!





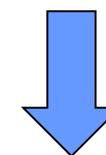
- Major Commercial Launch
- Growth Strategy

Since 2014, UMFun has been part of the China Mobile K-12 Education platform as a free App.

- The app has gained a large and loyal audience amongst students, parents and teachers as a fun and engaging way to learn. As of Dec. 31, 2017, UMFun had over 15 million free users (accumulated).

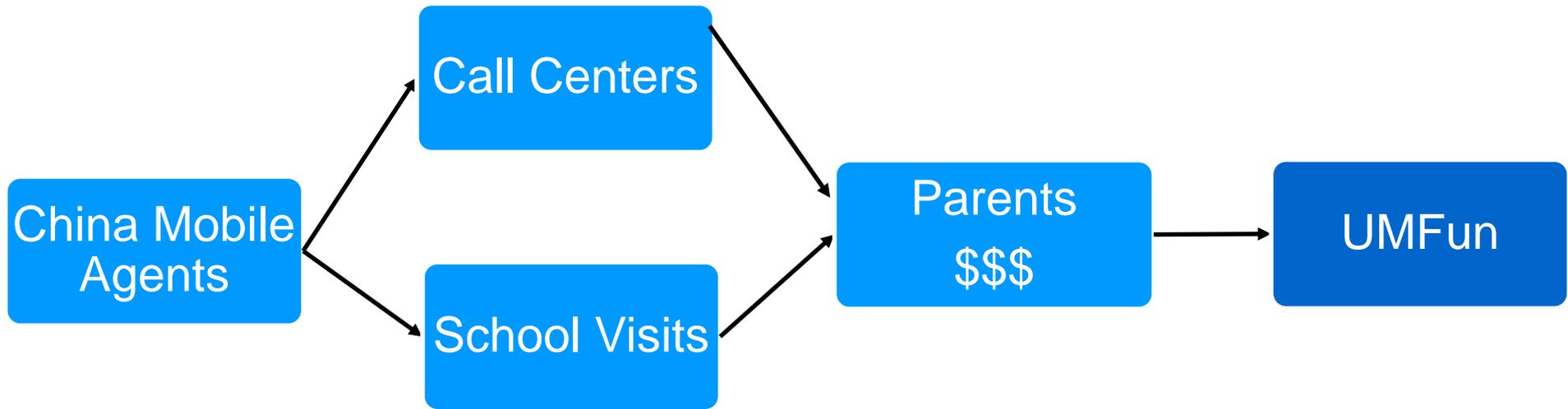
In October 2017, the Company signed a Product Co-operation Agreement with China Mobile to begin the commercialization process of UMFun.

2018 -2019 Commercialization Assumptions ⁽¹⁾	
# of provinces being launched	10 key provinces
# of China Mobile “AND” subscribers in these 10 provinces	30 million
Expected conversion rate to paying users of UMFun	10%
Possible UMFun Paid Users (10% conversion rate)	3,000,000
Monthly Subscription Fee for UMFun	RMB10 (US\$1.56)
UMFun Monthly Revenue (30% of Monthly Fee)	RMB9,000,000 (US\$1.4M)



(1) The assumptions above are the Company’s best current internal estimates. There are no guarantees that these will translate into actual operational results. There could be delays in launching, fewer districts participating, and lower conversion rates, or a change in product pricing.

Offline Conversion



Online Conversion



China Mobile (State-owned strategic partner) will be responsible for site-level sales - have existing relationships with the schools and teachers unions.

- Teachers are the main point of contact for the China Mobile sales representatives
- Teachers are not paid to endorse UMFun, but are enrolled in Loyalty Program that rewards them for using UMFun to distribute assignments, run assessments & etc. Teachers are rewarded with points to be exchanged for gifts.
 - Most teachers are familiar with UMFun and understand gamification can be useful as an education tool.
- UMEWF also has a close relationship with South China Normal University (one of the leading teachers universities in China) to provide training in online education concepts using UMFun as a model.

Teachers enrolled in Loyalty Programs



Can redeem points for prizes



UMEFW has numerous pathways for further growth.



- Further penetrate existing markets by enhancing content offerings across subjects and grade levels.



- Offer education advisory services for prospective college students, including admissions advice.



- Offer English language courses designed to teach and improve students' English listening and speaking skills.



- Offer test preparation courses for the following major overseas exams
 - IELTS | TOEFL
 - SAT | ACT

2018 - 2020



- Management Team
- Board of Directors
- Share Structure / Service Providers

Senior Management at UMEWF has long-term experience in technology, marketing and corporate finance.

<p>Michael Lee CEO & President</p>	<ul style="list-style-type: none"> • 25 years of business experience in the areas of high tech development, marketing and corporate finance. • Holds a B.Sc. in Applied Mathematics from the University of Western Ontario.
<p>Winfield Ding CFO (Part Time)</p>	<ul style="list-style-type: none"> • Over 15 years of finance and operations experience and has held CFO, board director and audit committee chair positions at several public and privately held companies in the education, technology, energy & mining industries. • Holds a MBA from the University of Hong Kong and is a Member of the Chartered Accountants of Ontario.
<p>Ruby Hui EVP Corporate Development</p>	<ul style="list-style-type: none"> • Oversees the company's corporate strategy and business development. • Former Marketing Manager at New World Development, a multi-billion investment holding company with interests in health care, property development, hotels, infrastructure, telecommunications and retailing in Hong Kong and China. • Former Senior Property Manager at Chinese Estates Holdings Limited, a substantial Chinese investment holding company, based in Hong Kong.
<p>Lawrence Liang COO</p>	<ul style="list-style-type: none"> • Responsible for all aspects of the company's day-to-day operation. • Founder of the top 10 Bulletin Board Systems (BBS) in China right after he obtained a B.Sc. in Computer Science from Sun Yat Sen University in 1999. • Has managed 50+ Internet development projects for SMEs and Government.
<p>Eason Young VP of Products & Technology</p>	<ul style="list-style-type: none"> • Responsible for all aspects of the company's core technology and infrastructure. • Former CTO of Guangzhou Honya Group, an information technology consulting company. • Former project manager at China Unicom Guangdong branch where he led a team of 30 professionals developing cloud-based products.

<p>Michael Lee CEO & President (Since 8/8/1997)</p>	<p>25 years of business experience in the areas of high tech development, marketing and corporate finance. Holds a B.Sc. in Applied Mathematics from the University of Western Ontario.</p>
<p>Dr. David Milroy D.D.S. M.R.C.D. (Since 4/15/2003)</p>	<p>Dr. Milroy is a Certified Oral & Maxillofacial Surgeon and has been in private practice in Richmond Hill, Woodbridge, and Port Hope, Ontario for the past twenty years. He graduated from the University of Toronto, Faculty of Dentistry with a Doctor of Dental Surgery degree in 1976 and a Residency in Oral & Maxillofacial Surgery at the University of Toronto, Toronto General and Toronto Doctor's Hospitals in 1982.</p>
<p>Dr. Ford Moore D.D.S. F.R.C.D (Since 4/15/2003)</p>	<p>Dr. Moore is a certified Oral & Maxillofacial Surgeon, is engaged in a full-time private practice in Newmarket, Ontario that he established in 1981. Dr. Moore graduated from the University of Toronto with a Doctor of Dental Surgery degree in 1976, and completed a hospital Residency in Oral Surgery and Anesthesia at Toronto General Hospital, Toronto Doctor's Hospital and the University of Toronto in 1980.</p>
<p>Lawrence Liang COO (Since 11/6/2017)</p>	<p>Mr. Liang currently serves as our Chief Operating Officer.</p>
<p>Dong Liang (Since 11/6/2017)</p>	<p>Mr. Liang currently serves as chairman of Guangdong Zhongda South China Sea Marine Biotechnology Engineering Center Co., Ltd., a national engineering research center affiliated with the Sun Yat-Sen (Zhongda) University. He has been the chairman of Zhongda No. 3 Venture Investment Co., Ltd., a venture capital company affiliated with the Zhongda University, since 2012. Mr. Liang also serves as chairman on the board of directors of various Zhongda No. 3 Venture Investment Co., Ltd portfolio companies. Mr. Liang received his master's degree in Biochemistry from Zhongda University in 1997.</p>

Insiders & affiliates own over 78% of the equity of the Company.

- Very invested in the success of the business.

Ownership Table as of December 31, 2017

Holder	# of Shares	% Of CSO
Insiders / Affiliates	70,864,786	78.28%
Public Float	19,661,551	21.72%
TOTAL SHARES OUTSTANDING	90,526,337	100.0%
# of Options Issued	14,750,000	
# of Warrants Issued	3,410,280	
TOTAL O & W Issued	18,160,280	
TOTAL SHARES OUTSTANDING (Fully Diluted)	107,664,280	

Service Providers

Auditor:	MaloneBailey, LLP
SEC Counsel:	Hamilton & Associates Law Group
General Counsel:	Bedell Cristin Singapore LLP
Transfer Agent:	Signature Stock Transfer



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