



Enabling Technology Lunch – 22 November 2018
Carlton Taya, CEO Syncordia



Chinese Education Market



Total
Market
\$520B

- World's largest and fastest growing education market
- Universities mandating academic teaching staff to submit multiple research papers each year so as to improve global rankings
- Difficulties sourcing international content
- Online education market is set to experience explosive growth driven by artificial intelligence, virtual reality and other technologies
- China is the fastest to adopt digital learning as per the Open University of China (OUC) model – world's largest nationwide distance education system with a capacity for 4 million students
- Key target markets:
 - ❖ Higher education journals and research material
 - ❖ Higher education (universities and colleges) reference and course books
 - ❖ Online education content
 - ❖ Early childhood education content
- Belt and Road initiative opens up opportunities for Chinese education to go more global

Journals,
Research
Content
\$700M

Private
Education
\$260B

Online
Market
\$40B

Chinese Policies governing international content

- Chinese regulations state that: *“The business of importing publications shall be operated by the entities engaging in the import of publications as established according to this Regulation Administration of Publication 2016); and no other entity or individual may engage in the business of importing publications”*
- Chinese government is extremely sensitive about publicising their restrictive practices
- Government encouraging international educational content into China but only through the formal import process
- Several IP and copyright breaches and piracy of printed material have scared the international publishing and education communities

Chinese Ministry of Education terminated 234 transnational education programs in June 2018

International content should not be sold in China without approval



About Syncordia

- Designed and built our own digital content platform which has been tested and approved by global publishers
- DIFFERENTIATOR is digitising, aggregating, managing and distributing local and international content on a single platform, making Syncordia a ‘one stop shop’ for academic content in a digital format
- Syncordia’s applications are market ready to meet emerging education opportunities:

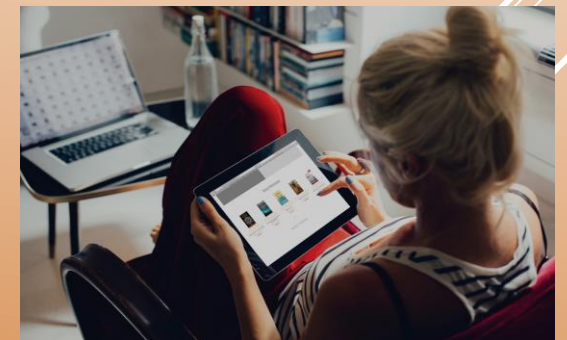


Our online retail platform



Our online eLibrary platform for educational institutions

- Obtained distribution rights to over 1.7 million international eBooks and is the ‘first mover’ into China and South East Asia (subject to local approvals)
- Syncordia has formalised two unique Chinese partnerships – CEPIEC and NERC (OUC)
- Designing, building and distributing our own content (leveraging NERC, OUC and CEPIEC) to meet China’s skills needs



China Educational Publications Import Export Corporation (CEPIEC)



- Founded in 1987 and owned by the Ministry of Education (MOE), CEPIEC is a leading book trade corporation and the largest one within education sector in China
- 40% of the I/E education content market has established CEPIEC's dominance in periodicals, books, scholarly journals all formats of e-resources, and audio & video products as well as other featured services such as promotional roadshows
- CEPIEC's customers include universities, research institutions, public libraries, hospitals, corporations and government organizations in over 30 provinces, municipalities and autonomous regions in China
- Through the delivery of excellent service, CEPIEC has forged a reputation among its education customers as one of the best publications import & export companies in China
- To date, CEPIEC have had restricted access to digital content as they do not have a digital platform



Syncordia and China

- CEPIEC and Syncordia have signed an exclusive contract to cooperate on introducing and promoting international digital educational and research content for China
- Syncordia has a platform that CEPIEC needs to service its customers
- Syncordia has also entered into a Business Partnership Cooperative Agreement with the National E-learning Resource Center (NERC), a division of the Open University of China (OUC) – a government owned institution with over 3.59 million students
- Partnership leverages the extensive knowledge, expertise, technology digital resources and human capital of the two respective organisations to develop unique blended educational resources, consisting of both local and international content
- Both are existing businesses with strong relationships with MOE and their customers (universities, colleges etc)
- International publishers, authors and content providers will now be able to release content into China using the Syncordia platform and Chinese universities, academics and education providers will now have access to a fully regulated program
- Recently launched edusource promotional platform for China





- Academic Journals & Research Papers
- Conferences, Workshops & Lectures
- Patents & Standards
- Learning Materials
- AudioBooks
- eTextbooks

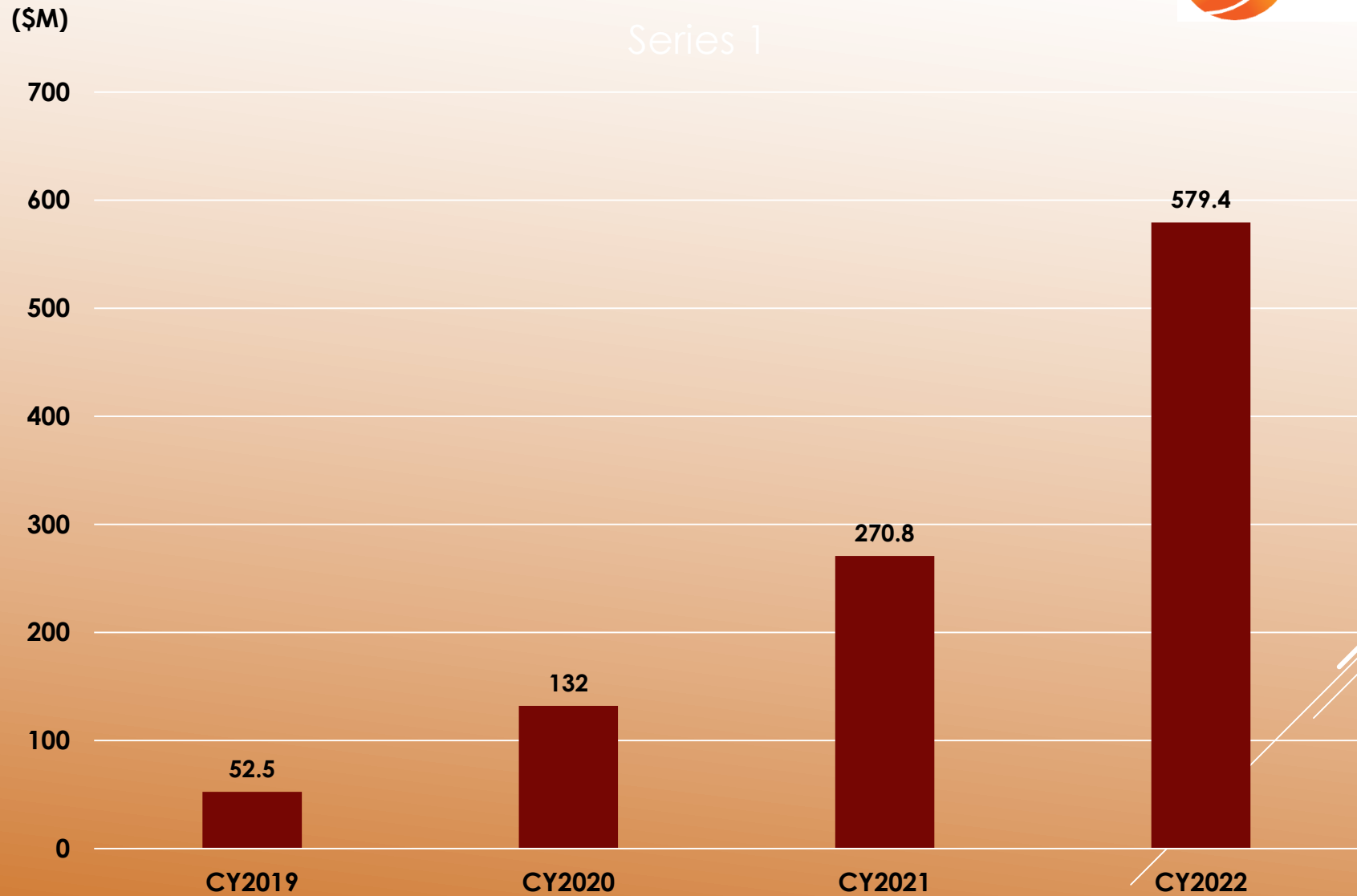
Search our catalogue of international academic content
搜索我们的国际学术内容目录

Our edusource promotional platform is live and undergoing testing in China

Syncordia's Chinese Distribution Model



Projected Revenue



In summary

- ✓ Global investment in education technology businesses reached a record US\$9.52 billion in 2017
- ✓ In 2016 US\$2B was invested in Chinese education market, primarily in private education providers
- ✓ Right timing to enter the Chinese education market
- ✓ High growth business, with a first mover advantage and valuations expected at 2x revenue
- ✓ Well positioned with CEPIEC partnership and access to over 2,000 institutions
- ✓ Partnering with world's largest education institution – OUC / NERC



Recent media



Chinese Termination of Australian education programmes



The Ministry of Education of the People's Republic of China recently announced the closure and cancellation of 45 Chinese-Australian joint education institutions and programs at undergraduate level or above. The terminated programs represent almost one third of all Chinese-Australian joint ventures at this level.

In July 2018, Australian EdTech company Syncordia signed an agreement with China Educational Publications Import & Export Corporation (CEPIEC), a state-owned enterprise licenced to approve international digital content being imported into China.

Australian company benefits from Victorian Premier's China deal



Victorian businesses are one step closer to unlocking the trade and investment opportunities of China's ambitious Belt and Road initiative, with a historic agreement between Victoria and China signed in early October.

A Victorian company is delighted that their state government is forging a strong relationship and boldly pursuing opportunities in China. Edtech company, Syncordia recently signed an agreement with a large Chinese government owned organisation to co-operate on introducing, approving and distributing quality Australian educational resources into China.

Thank you

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