



Kahoot!

Make learning awesome

Kahoot! and Clever Company Presentation

8 September 2021





**Our vision is to build
the leading learning
platform in the world**

Clever

Unlocking a world of digital learning!

DRAGONBOX

Learn math & algebra apps

poio

by Kahoot!

Learn to read app

motimate

a fun mobile learning app

K!360

Employee engagement & corporate learning

Kahoot! ACADEMY

Community, marketplace & content partners

Kahoot!+

Awesome learning for the entire family



Premium content, integration and feature partners

Google

NATIONAL GEOGRAPHIC

Microsoft

Apple

Disney

WHITEBOARD.fi

Collaborative online whiteboard tool



actimo

Employee app for remote workers

DRÖPS

Language learning apps for everyone

K!EDU

Elevate learning at schools or districts

Transaction and governance overview

Kahoot!

+

Clever

- Founded in 2012, Clever started as a single sign-on platform to give teachers and students access to all of their online learning resources. Today, Clever has 175 employees and is located in San Francisco, CA and Durham, NC.
- Clever is expected to exceed \$15 million in invoiced revenue for the four month period from September till December 2021, and exceed \$46 million in invoiced revenue for the full year 2021
- Kahoot! Group has acquired 100% of the shares in Clever for a total consideration reflecting an Enterprise Value (EV) of USD 435 – 500 million, on a cash and debt free basis, including an up to USD 65 million 2021-2022 performance-based element. The consideration will be settled by approximately 82% cash and 18% Kahoot! shares
- Clever will continue to operate as an independent company as part of the Kahoot! Group, led by its strong management team to continue to provide an open platform and operate under the Clever brand

Making learning awesome, together!

Kahoot!

Complementary strengths that create unique advantages

Kahoot!

1.9 bn players in 200 countries
30 million active accounts
9 million teachers

+

90K+ U.S. Schools
50% of U.S. Students
700+ app partners

Clever



Massive U.S. reach

Kahoot! learning apps and upcoming marketplace content to become available on Clever platform for millions of teachers, students, parents in the U.S. market

International growth

New growth opportunity extending Clever's platform globally and providing app partners access to international markets

Vertical integration

Together Kahoot!+Clever will strengthen ability to serve both on individual level (teachers, students, parents) and on institutional level (schools, districts)

Operational scale

Adds experienced team to further improve product development, GTM and market insight - and additional scale to Kahoot! U.S organization

Kahoot! + Clever strategic focus



- **Grow and commercialize the Clever network**
- **Expand and extend Kahoot! at School with Clever**
- **Strengthen offerings to all user groups and segments**
- **Realize values and synergies from combined platforms**

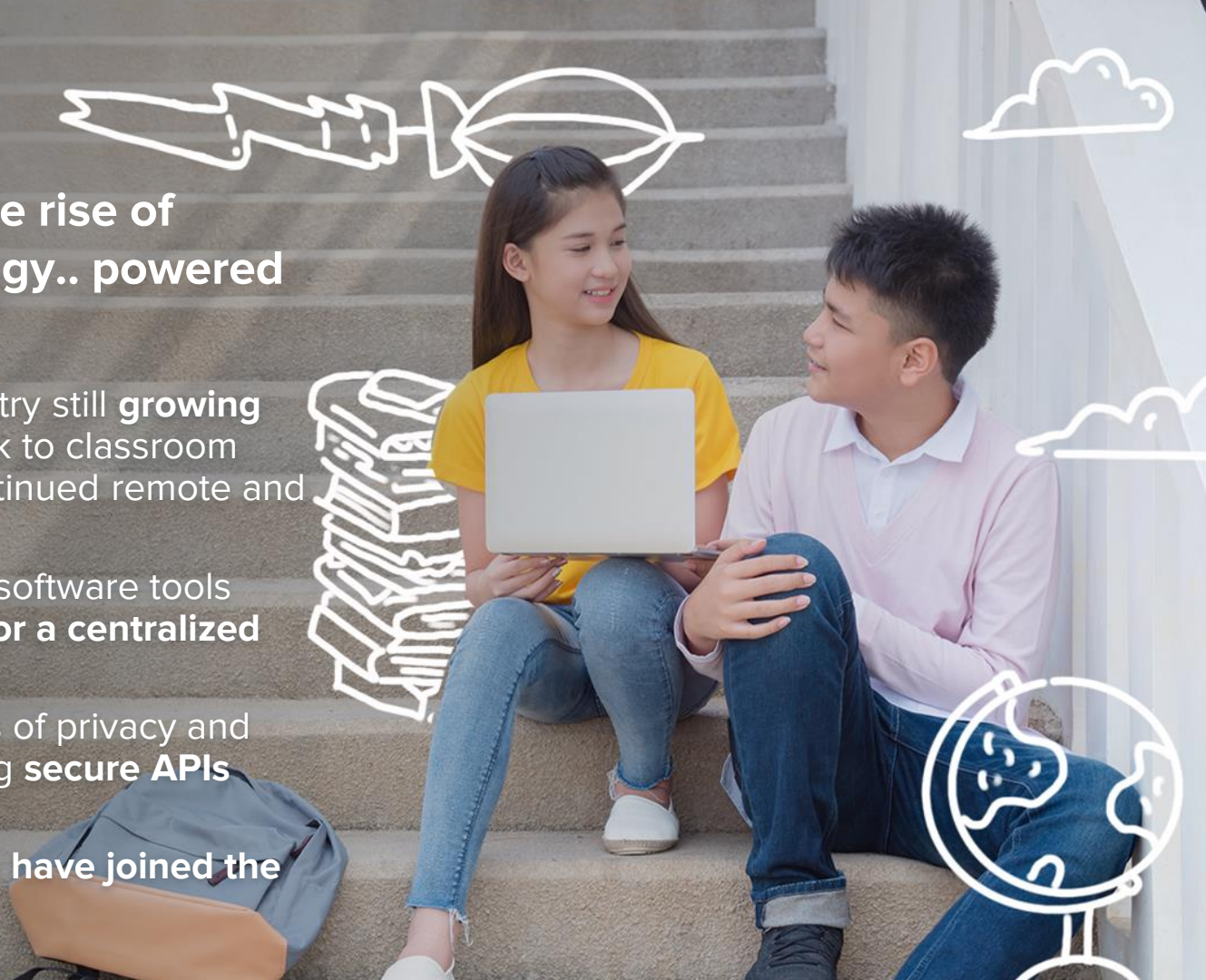
Clever

A Digital Classroom to Love



US K-12 is seeing the rise of Education Technology.. powered by Clever!

- \$13B U.S. edtech industry still **growing strong** after a shift back to classroom learning as well as continued remote and hybrid learning
- Proliferation of apps & software tools creating **strong need for a centralized portal**
- Heightened awareness of privacy and new regulations making **secure APIs essential**
- **~100 new applications have joined the Clever platform YTD**



Clever makes a world of digital learning instantly available

1.2M
monthly active teachers

90K+
schools

20M
monthly active students

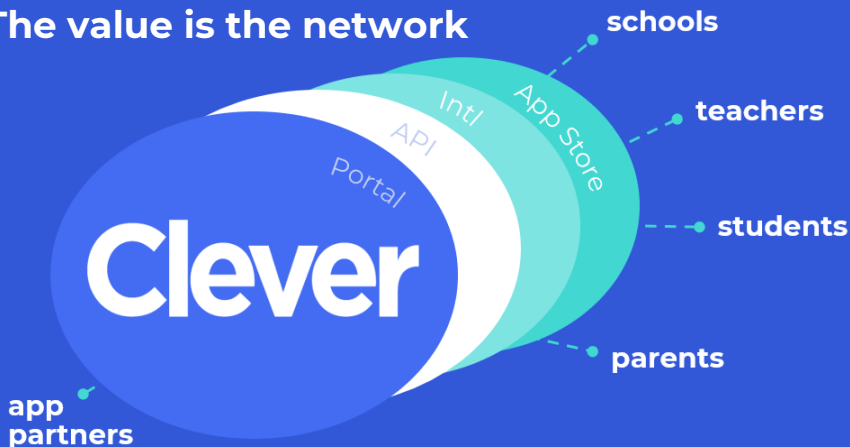
Clever Portal

a Digital Classroom to Love

Clever Data API

connecting schools to applications

The value is the network



Used by 96 of the top 100 districts in the U.S.

700+
EdTech applications
(440+ paid)



Clever Badges

fast and secure QR-code login for all students

Clever App Store

make informed edtech purchases in one place

Clever IDM

automated identity provisioning for school districts

Clever's Platform Powers the Biggest Brands in Education Today



Experienced, Visionary Leadership Team With Deep Education and Technology DNA



Tyler Bosmeny
CEO, Cofounder



Dan Carroll
CPO, Cofounder



Rafael Garcia
CTO, Cofounder



Eric Krugler
VP Engineering



Kevin Kirn
VP Product



Trish Sparks
VP Customer Success



Anne Murguia
VP Marketing



Kevin Laughlin
CFO



Julie Weinstein
VP People



175 employees (40% Prod/Eng), located in San Francisco, CA, Durham, NC, and remote.

Spotlight: Clever Badges

Empowering young students to access educational technologies



- Clever Badges alone has powered **1.1 billion logins** in 40,000 schools
- Badges power **device logins** for Chromebooks in 16,000 schools



“Your product and the QR code badges have **changed the dynamic of online learning in our elementary schools.** Thank you for making education a better place for our students.

— Suzanne S. (Director of Technology in AL)

Scalable Business Model Optimized for Network Growth

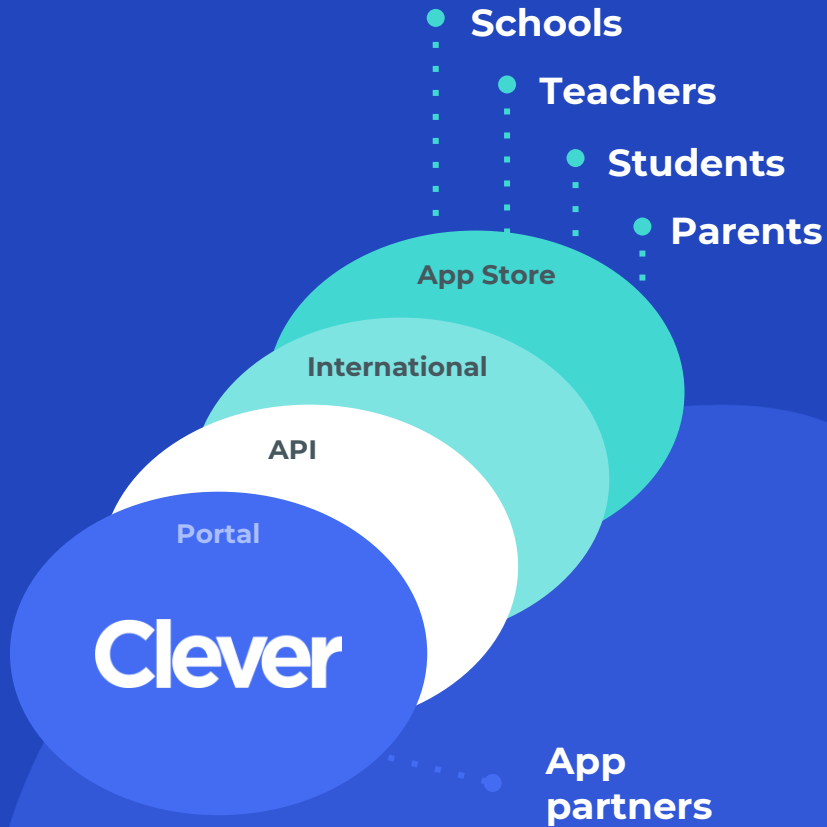
440+ top apps pay

Scalable integration and deployment into Clever's network
Wide & growing reach of the platform increases value for partners
Fees per connection scale with volume of schools served

Free to 90K+ schools

Digital learning is connected, secure, easy to use
100% free integration, portal, support
96 of the top 100 districts in the U.S. use Clever





Clever's Strategic Focus



Grow the Network



Add Value to the Network

BACK TO SCHOOL 2021: GROW THE NETWORK

Teacher/Student Messaging

Clever Avocado Middle School

Homeroom Messages Library Analytics Classes

Messages

Students Parents

Search students

Classes All classes

Announcements

Ms. Yang's Parents 8:30 AM
Hello everyone! Just as a h...

Direct messages

BC Benjamin Celine Sahar Celine

AJ Anna Johnson Maribelle Perez

LG Leo Garcia Deliah Garcia

CT Casey Thomas

Ms. Yang's Parents
Reaches 39 parents | Invite 9 missing parents

Today

Ms. Yang 8:30 AM

Hey everyone! Here's a great photo from our gravity experiment during science today.

Gravity experiment.jpg
Click to view

Translated into 5 languages Read by 5 parents

Send a message Send

Clever © 2020. Ideas, questions, or problems? Share your feedback.

Revamped with **student and teacher messaging** in one place – inside the portal teachers already use daily.

New this fall:

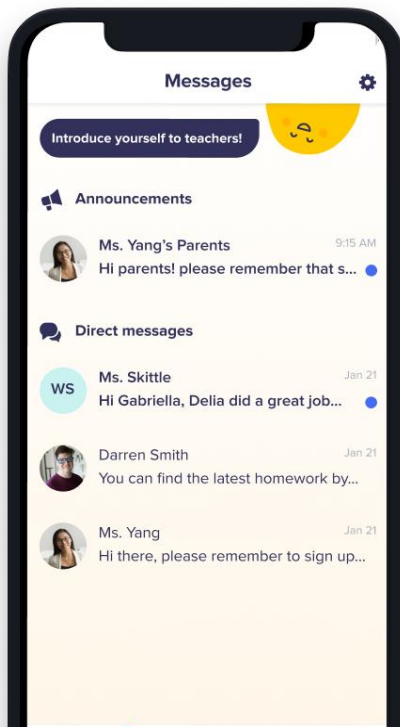
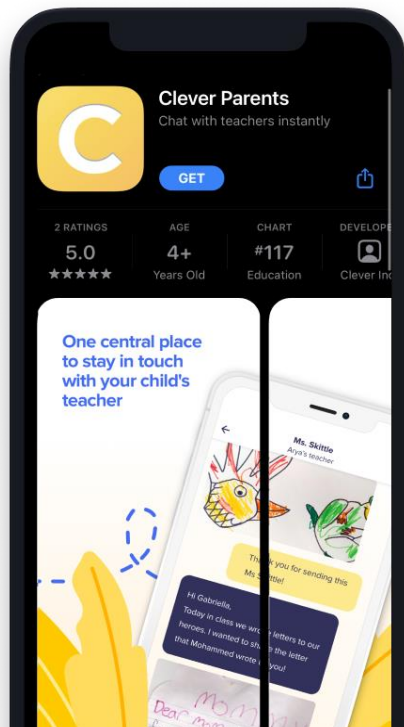
1. Direct messages and group communications
2. Attachments to share student work
3. Automatic translations to 6 languages

“Now Clever is helping me connect with my students one-on-one, using the model they’re already familiar with (texting!)”

Felicia, high school teacher

BACK TO SCHOOL 2021: GROW THE NETWORK

Bringing Parents on the Platform



Just released: A new messaging experience that brings parents onto the Clever platform.

For the first time, parents can participate on Clever by downloading Clever's mobile app, allowing them to easily stay in touch with their children's teachers while on-the-go!

BACK TO SCHOOL 2021: GROW THE NETWORK

Global Expansion

- There is strong demand for Clever's platform from schools and applications outside of the U.S.
- Global expansion will be accelerated through Clever's trusted application partners with global footprints, especially Kahoot!
- Clever's network becomes even more valuable to our app customers with a global footprint



2021

2022

2023

GDPR compliance

Launch in 3 new English markets

Further international expansion

Plan 2022 international GTM



Potential expansion targets

BACK TO SCHOOL 2021: ADD VALUE FOR THE NETWORK

App Store for Education

Clever's free app store for teachers launched in 2018 – 75M student and teacher accounts created last year

Clever is now building a new buying experience for schools & districts:

- Instant demos
- Rich data–verified teacher reviews, school usage data
- One-click deployments via Clever

Pay-per-lead beta launched in June with “Click to Buy” launching in early 2022

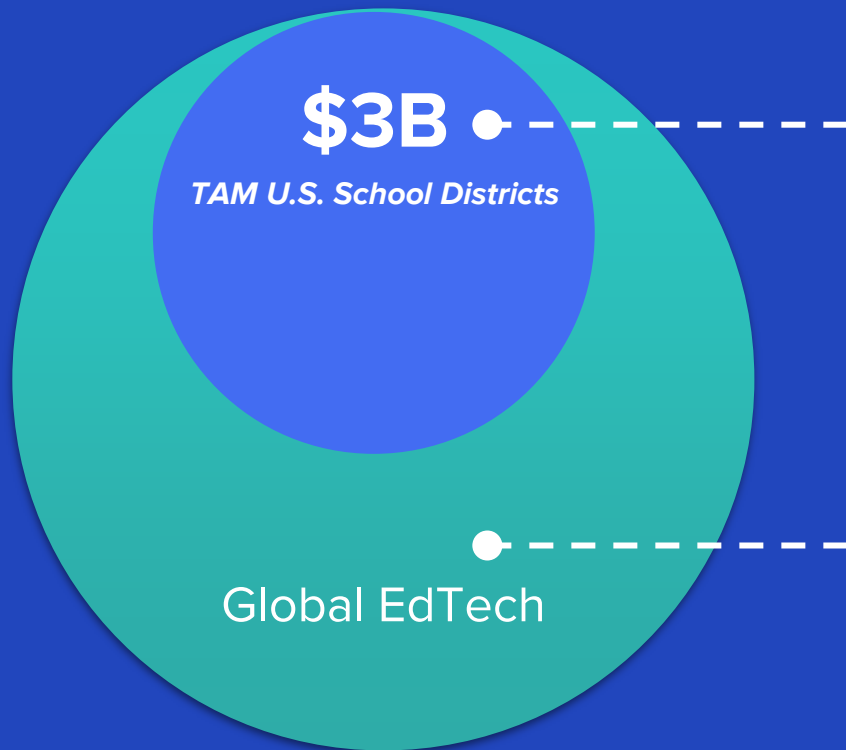
The screenshot displays the Clever App Store interface for the 'Happy Numbers' app. The app is categorized under 'Math, Assessment & Grading' for grades K-5. Key features and statistics are highlighted in a grid:

- Usage on Clever:** 1.3K Teachers using paid license and 352 Districts on Clever.
- 4.7 Teacher rating:** Represented by five stars and 455 total teacher reviews.
- Clever connection:** Features Secure Sync, SSO, and Clever Library.

Additional details include a 'Request pricing' button, response time of 1 business day, a free trial, and developer website links. The 'App overview' section states: 'Setting up the whole class takes just a few clicks. Happy studies!' and describes the app as an individualized PK-5 online math curriculum.

Below the app listing, a user review is shown for 'CARISA A.', a verified user who teaches Kindergarten. The review includes a five-star rating and the text: 'Love this app I wish the district would purchase it if they haven't done so yet.' The review is dated May 17, 2021.

Clever's App Store Opportunity



Clever's App Store for Education

Software distribution into schools

(\$3B based on a 20% commission on \$13B in annual edtech software spend)

Future Growth: Global Expansion

Expand platform globally, starting with English speaking countries

BACK TO SCHOOL 2021: ADD VALUE TO THE NETWORK

Identity Management (IDM)

Clever Kahoot Academy [Dashboard](#) [Portal](#) Jeffrey Olsen

Clever IDM Essentials

Simple Automated Identity Provisioning

IDM Essentials is an affordable, easy-to-use, self-service solution that automatically provisions and manages Google accounts. Setup takes less than 30 minutes.

[Start now for free](#)

Create	Update	Archive	Issues
400	640	0	22

Tasks Reports

[Contact Support](#)

[Yes, match users](#)

Supercharge Google Account Provisioning

- Automatic syncs to Google**
Clever IDM automatically syncs users from your SIS to Google daily
- Try before you buy**
Setup and download a preview of your accounts before purchasing.
- \$1 per user per year**
For every teacher, student or staff managed by Clever IDM today

New paid product launched Summer 2021:
Clever IDM Essentials

Automates identity provisioning for school districts (supports Google accounts today, AD in 2022)

Clever's first paid add-on for schools; other Clever products will remain free for schools


Exclusively available for purchase in the Clever App Store

"It's account simplification with a trusted partner!"
IT Director, Texas

BACK TO SCHOOL 2021: ADD VALUE TO THE NETWORK

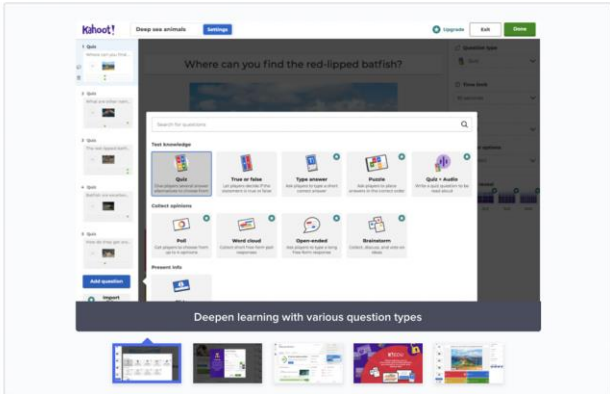
Kahoot! on Clever

Back to Library | In categories: Assessment & Grading, ELA & ELL, Math, Science, Technology & 21st Century Skills | for grades: K-2, 3-5, 6-8, 9-12, Staff



Kahoot!
Elevate learning and engagement across your school or district
★★★★★

Kahoot! is a global learning platform that makes learning fun, engaging, and impactful through an interactive, game-based experience. It is trusted by millions of educators to engage students of any age, teach interactive lessons, facilitate distance and hybrid learning, and assess learning outcomes... [Show more](#)



Deepen learning with various question types

Teacher Usage

26K Teachers overall

Details

- Pricing: Freemium
- Subject: Assessment & Grading & ...
- Grades: All
- Tags: trivia, game-based, student engagement
- Platforms: Android app, Web browser, iOS app
- Developer website: Kahoot!
- Legal: Terms of Service, Privacy Policy, Data Sharing Agreement

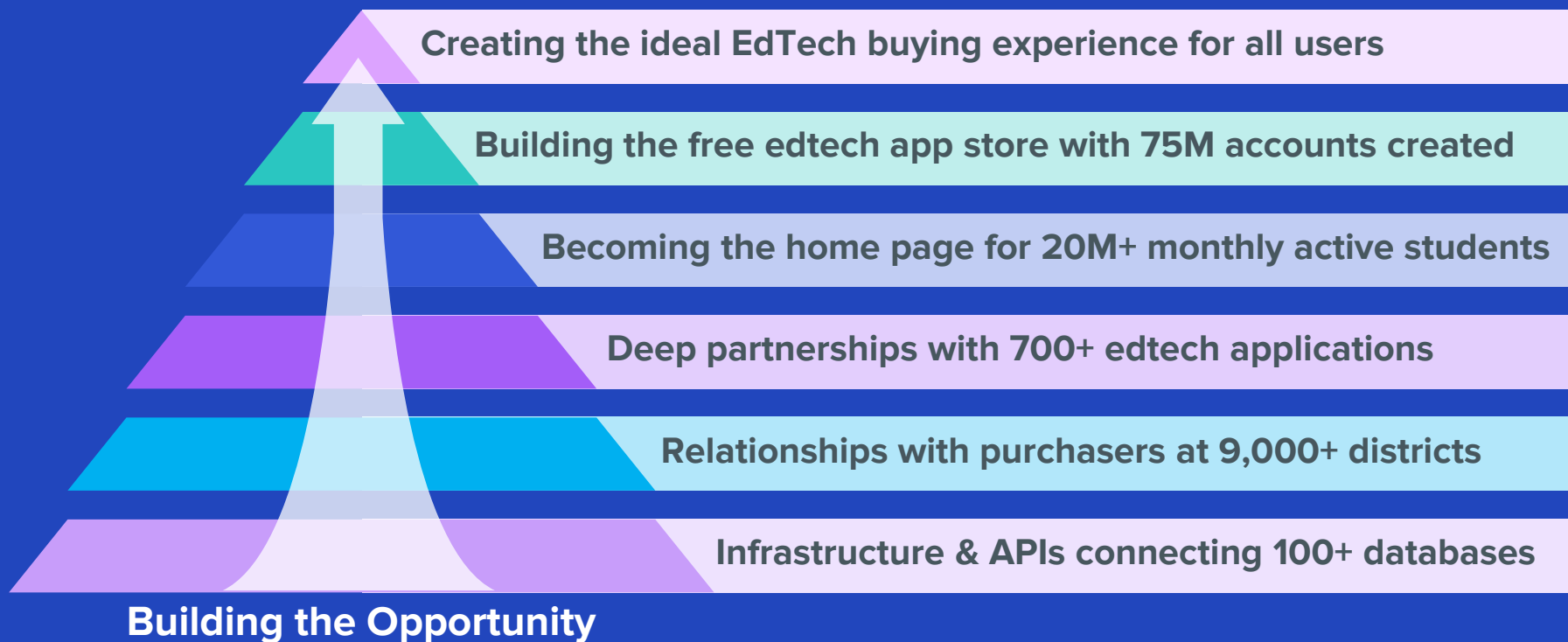
This fall, **Kahoot!** will be available for the **first time to teachers & school districts on the Clever platform**

Teachers can now find and use Kahoot! in their Clever portals: new, free Clever Library integration (now available)

School district purchasers will be able to buy Kahoot! EDU with Clever integration (coming soon)

Represents a unique opportunity to drive usage & engagement for Clever, *while* driving reach & distribution for Kahoot

Building the Clever opportunity



Over

10K

educational institutions have already deployed multiuser Kahoot! teacher licenses



Equip IT admins with increased control, security & compliance

K!EDU

Elevate learning at your entire school or district



Kahoot! *at school*

Make lessons interactive

Import slides from presentation

Add slides from your existing presentations to this kahoot. Before uploading a file with your presentation, make sure it only contains the slides you need.



Drag and drop your file here!

Upload file

WHITEBOARD.fi

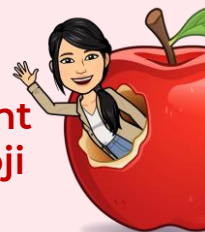
A collaborative, online whiteboard tool



100s of millions of students

Embraced by over **9 million** teachers globally

Next level engagement with Bitmoji



Kahoot!'s awesome start to back to school

Since August 1st teachers initiated over **6M kahoots** with **over 75M student sessions**

9 out of 10 kahoots were live



Kahoot! - Better together with Clever

Kahoot!

Empowering millions of teachers and students

+

Trusted by thousands of IT Admins, Schools and District leaders

Clever



Teachers

Offers powerful teaching toolkit



Students

Expands student engagement



IT Admins

Supports scale-up across institutions



School & district leaders

Enhances student level assessment



Kahoot! - Back to school '21 class toolkit



Improved accessibility

More languages
Read aloud
Single screen



Interactive lessons

Slides and slide layouts
PowerPoint integration
Add audio



Even better engagement

GIF library by Giphy
New team mode
New game modes (Q4)



K! EDU for schools and districts

Classes
Courses
Student creation
Student assessment

Enhanced experience with **Clever**



K!EDU

**Commercial edition
for schools, districts,
and highered**



Over 10K

School and districts
upgraded to paying
accounts before
back to school '21

10,244 points
10 out of 15

13,765 points
12 out of 15

amayfield

8,095 points
8 out of 15



Coming to Kahoot! EDU this fall



CLASSES

Create or import class rosters. Share and assign kahoots to students



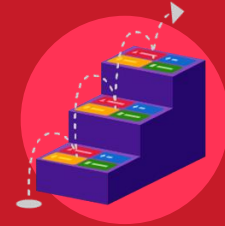
COURSES

Combine kahoots with activities and content to enhance learning



STUDENT CREATION

Deepen learning and skill development through creation and presentation



STUDENT ASSESSMENT

Follow individual student learning progress over time to assess or take attendance

Enhanced experience with **Clever**



Kahoot! EDU for K-12

Basic Teacher & Student

\$0

user/month

Engage and review

EDU Start

\$5

teacher/month

Scale-up Kahoot!

EDU Teacher

\$9

teacher/month first year
(\$12 after first year)

Teach interactive lessons

EDU Student

\$1

student/month

Showcase learning

← *EDU site licence* →

Enhanced experience with **Clever**



New in the Clever Library

Check out the latest additions to the Clever Library.



 Guided
Compass
Work-based learning platform



Guided Compass

Purpose-driven career readiness and work-based learning

6-12



Kahoot!

Elevate learning and engagement across your school or district

★★★★★ 5.0 (1)

All

 WordFlight

WordFlight

WordFlight: Taking Readers to New Heights

All

Kahoot! #1 app in the Clever library after 4 days

Apps recommended by your district



Kahoot! EDU

Elevate engaging learning for all!

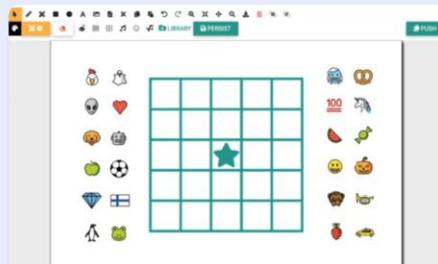
★★★★★ 4.6(1536) K-8



Math labs

Making learning math awesome!

★★★★★ 4.6(456) 3-12



Whiteboard.fi

igital whiteboard made easy

★★★★★ 4.7(450) KS

Filter by grade, category, and more

Advanced filters

- ALL
- ELA & ELL
- MATH**
- Science
- Technology & 21st Century Skills
- Art & Music

GRADE: 3-5 x 6-8 x

SORT: Sort by installs



K! Academy
knowledge platform, global...
★★★★★ 4.6(456)



K! EDU
Site license for schools and...
★★★★★ 4.6(456)



Kahoot! Poio
Learn how to read
★★★★☆ 4.6(456)



Kahoot! DragonBox Numbers
Learn numbers
★★★★☆ 4.6(456)



Zoom - teachers & stuff
Provides account creation, as...
★★★★☆ 4.6(456)



Drops Kahoot!
Learn Spanish,French,Japanese...
★★★★☆ 4.6(456)



Google Classroom
Instant. Paperless. Easy.
★★★★☆ 4.6(456)



McGraw Hill
McGraw Hill enables Single ...
★★★★★ 4.6(456)

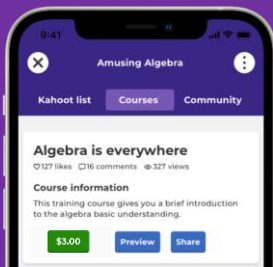
9m+

educators & teachers, and

hundreds of millions of students across the world use Kahoot! to make learning awesome

Marketplace
coming soon

High quality, verified content



Community

Let's educators grow their own community to share knowledge



MinnaTeacher

Visit my blog on language learning and teaching

Follow

Embraced by over
25 million
players monthly



If teachers didn't try new things, our students wouldn't get the best from us.

Aimee Copple



Kahoot! ACADEMY

Knowledge portal



Find Your Spark with Pixar's Soul

2.5k favorites 186.4k plays 484.6k players

Introducing Kahoot! Academy on Clever!

Connecting teachers from both ecosystems, making high quality content even more accessible!

The screenshot shows the Clever interface for Pine Hill Elementary. At the top, there are navigation tabs for Home, Messages, Library, Analytics, and Classes, along with a search bar. Below the navigation, a section titled "Content recommended for you" displays three featured items:

- Geometry and triangles**: 5 kahoots - 4 documents - 2 videos. Created by livingmaths.
- Social Emotional Learning**: 6 kahoots - 2 documents - 1 video. Created by Disney official.
- Sea Life**: 8 kahoots - 1 document - 1 video. Created by Timesforkids.

Below the recommendations, there is a "Filter by grade, category, and more" section with various filter buttons: ALL, ELA & ELL, MATH (selected), Science, Technology & 21st Century Skills, Art & Music, and a "C" button. To the right, there are dropdown menus for "GRADE" (3-5, 6-8) and "SORT" (Sort by installs). Below the filters, a grid of content cards is displayed, each with a logo, title, description, and a 4.6/456 rating:

- K! Academy**: knowledge platform, global...
- K! EDU**: Site license for schools and...
- Kahoot! Poio**: Learn how to read
- Kahoot! DragonBox Numbers**: Learn numbers
- Zoom - teachers & stuff**: Provides account creation, as...
- Drops Kahoot!**: Learn Spanish, French, Japanese...
- Google Classroom**: Instant, Paperless, Easy.
- McGraw Hill**: McGraw Hill enables Single ...



K! Academy - Better together with Clever

Now, teachers can *consume* and *create* great learning content, and leverage the reach of the Kahoot! and Clever networks!

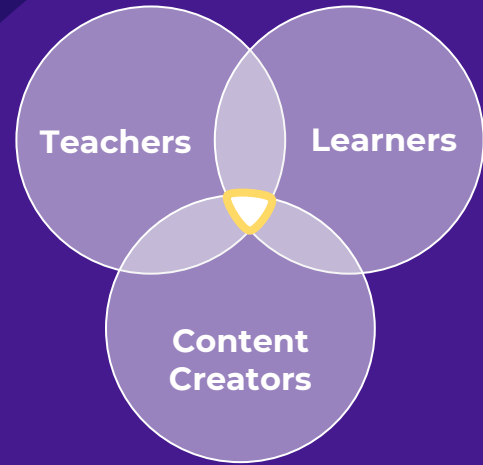
Kahoot! ACADEMY



Clever

- Premium learning content from publishers and verified educators
- Embraced by 9m+ teachers and 25m+ monthly participants

- Millions of teachers and learners use the Clever Library to access resources monthly



Kahoot! & Clever's reinforcing networks



Next level learning outcomes

Kahoot!
ACADEMY

Making high quality learning content available for millions of teachers and their students

The screenshot displays the Kahoot! Academy website interface. At the top, the navigation bar includes the 'K!EDU' logo, 'Home', 'Discover' (highlighted), 'Kahoots', 'Reports', and 'Groups' menus. A 'Create' button and user profile icon are on the right. Below the navigation is a search bar with the text 'Find me a kahoot about ...' and filters for 'Math', 'Science', 'English Language Arts', 'Social Studies', 'General Knowledge', 'Movies', 'Music', and 'Language EN'. The main content area features three featured kahoots: 'Geometry and Triangles' (22 items), 'Social Emotional Learning' (11 items), and 'Sea Life' (11 kahoots). Below these are sections for 'Premium Partners' (including Disney, Marvel, National Geographic, Merriam-Webster, Disney IMAGINATION CAMPUS, TIME KIDS, WWF, and ngpf), 'Kahoot! Academy verified educators' (including Steve Sherman, Chase Chatfield, Glenn Cake, Jennifer Braswell, and Stephanie Castle), and 'Partner Collections' (including TIME KIDS).

Deliver entire learning experiences using courses

New!

The screenshot shows a digital course interface for 'Geometry and triangles'. At the top, there's a 'Live Session' indicator and a progress bar. The course title 'Geometry and triangles' is prominently displayed, with 'Cancel' and 'Start' buttons to its right. Below the title, navigation tabs for 'All', 'Kahoots', 'Documents', and 'Activity' are visible, along with 'All sections' and a search bar. The course is organized into 'WEEK 1' and 'WEEK 2'. Week 1 contains 11 items: 1. 'What is Geometry?' (Kahoot, 8 Questions, Done), 2. 'Introduction to Geom...' (Document, 8 Pages, Currently on), 3. 'Volume' (Math Labs), 4. 'Introducing triagle' (Video, 5:23), 5. 'Let's draw triangles!' (Whiteboard), 6. 'Introducing line and ...' (Kahoot, 8 Questions), 7. 'Foreign shapes' (Drops), 8. 'Introducing square' (Kahoot, 8 Questions), 9. 'Geometric art' (Video, 4:07), 10. 'Reading the task' (Polo), 11. 'Creative shape crafts' (Document, 8 Pages). Week 2 items 12-17 are partially visible at the bottom.

Focus on deeper learning

Deliver entire learning experiences using Kahoot!

A variety of activities keep engagement high throughout the session and school year

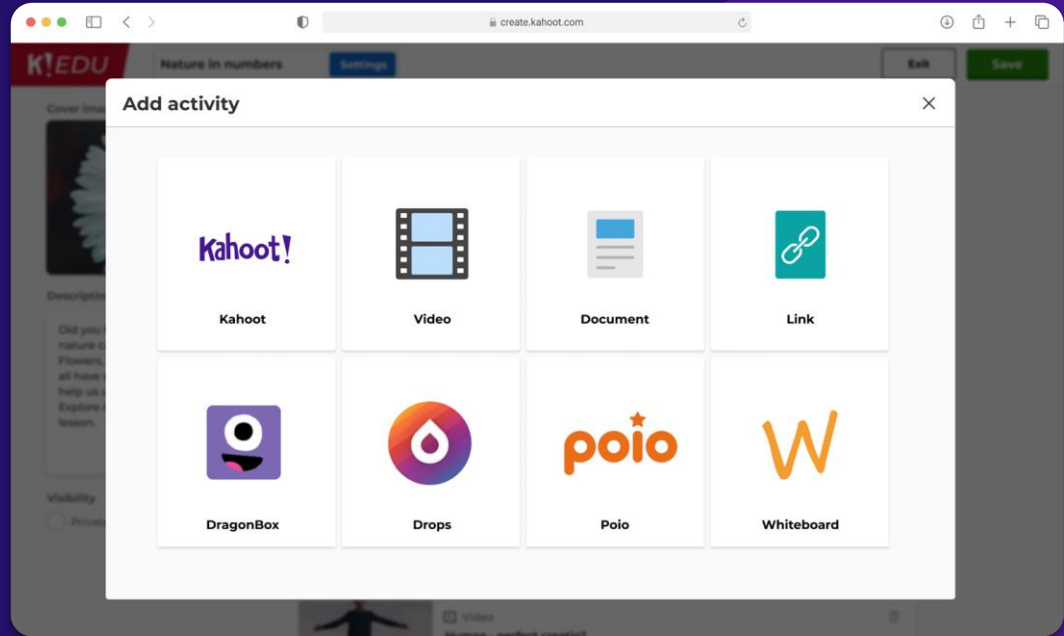
Designed for blended learning, suitable for every subject and topic

Enabling educators, students and publishers to express their creativity

Coming soon!

Millions of teachers and students have already created 100 million+ kahoots and inspiring others to create their own

With Courses, there are endless possibilities for creating engaging learning experiences



K! Academy Marketplace - getting even better with Courses

create.kahoot.com

K!EDU Home Discover Kahoots Reports Groups Create

Geometry and triangles ★★★★★ USD 3.00

Description Reviews

- 8 modules

18 min estimated duration

Use theorems about the relationships in triangles, including the sum of interior angles, base angles of isosceles triangles, and apply these relationships to solve problems.

livingmaths Last edited 20.06.21

- Kahoot **Introduction to triangles** livingmaths ✓
16 Questions
- Document **Identifying triangles** livingmaths ✓
3 pages
- Math Labs by DragonBox **Angles and degrees**

9:41 create.kahoot.com

Geometry and triangles USD 3.00

★★★★★

Description Reviews

- 8 modules

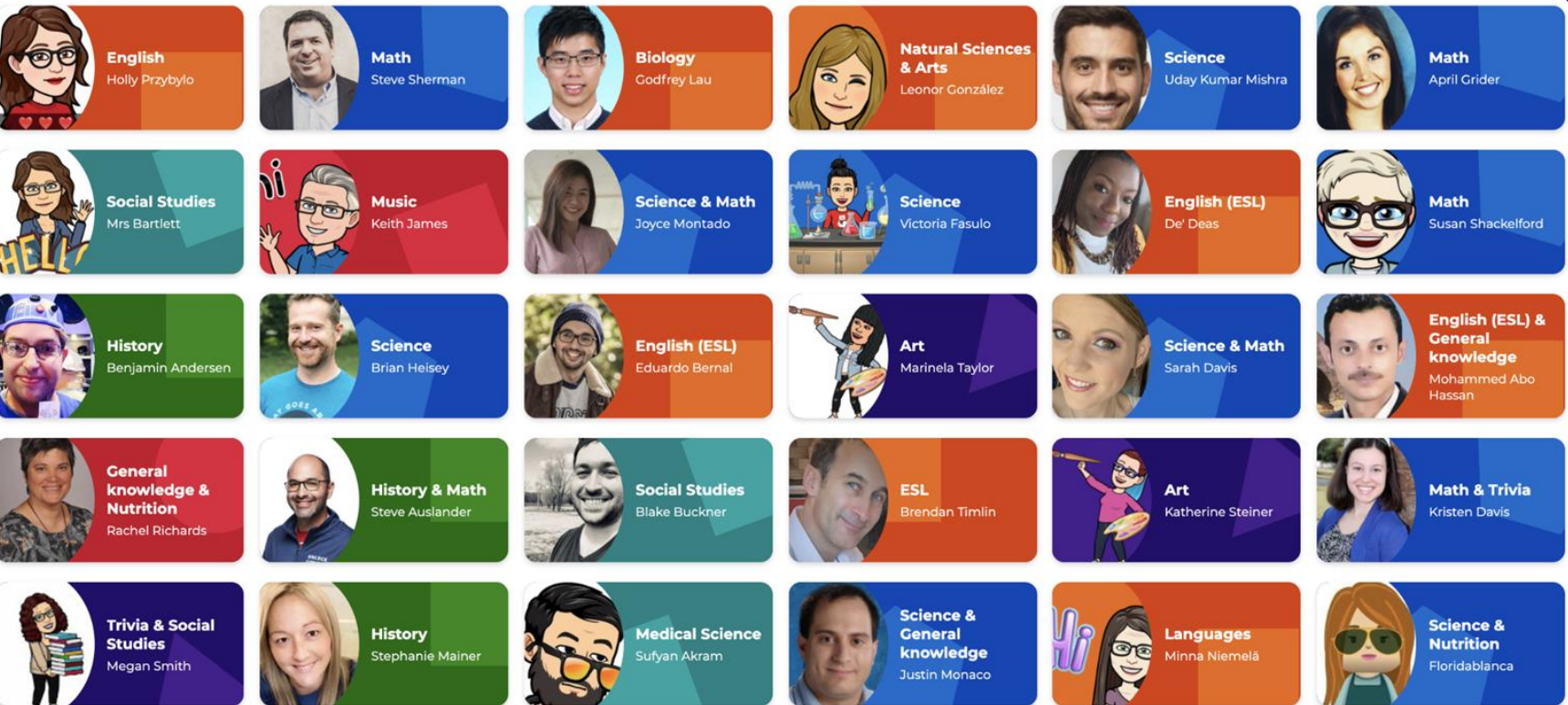
18 min estimated duration

Use theorems about the relationships in triangles, including the sum of interior angles, base angles of isosceles triangles, and apply these relationships to solve problems.

livingmaths Last edited 20.06.21

Coming soon!

Kahoot! Academy - the community and marketplace for educators



Making learning awesome, together!

Kahoot!

Kahoot!

1.9 bn players in 200 countries
30 million active accounts
9 million teachers

+

90K+ U.S. Schools
50% of U.S. Students
700+ app partners

Clever



Main priorities for Back To School '22

- Increase value for all teachers, students and parents
- New opportunities for partners and publishers
- Broader reach and stronger commercial channels
- Global expansion of the Clever platform
- Leverage financial scalability for the group

Forward looking statement

	Kahoot! FY 2018	Kahoot! FY 2019	Kahoot! FY 2020	Kahoot! FY 2021	Clever FY 2021
Invoiced revenue	\$3.5m	\$13m	\$45m	\$90-100m	\$46m+
Paid subscriptions*	46K	170K	675K	1.1m	

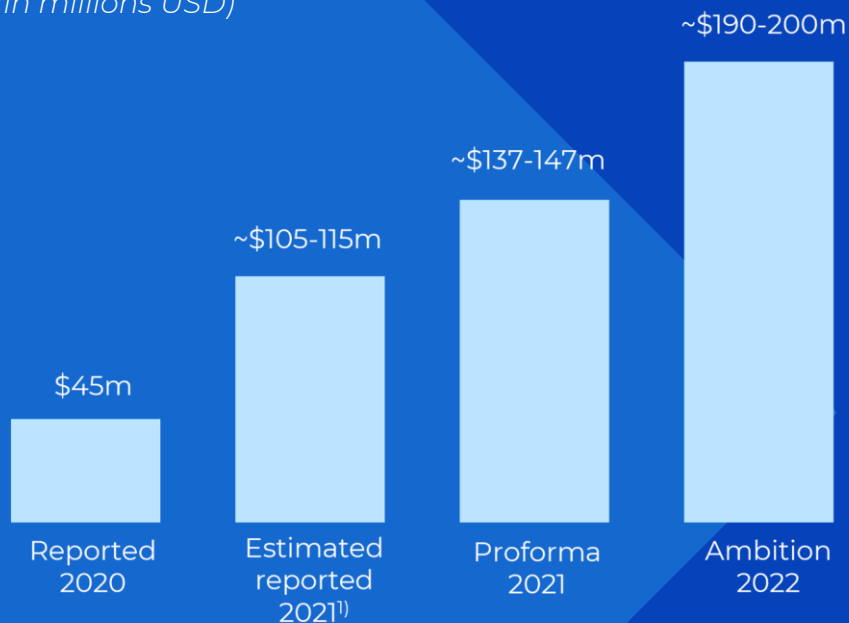
- For the full year 2021, the Kahoot! Group reiterates the ambition to reach \$90-100 million in invoiced revenue with continued solid positive cash flow from operations and to reach 1.1 million paid subscriptions. In addition, Clever Inc, which is now part of the Kahoot! Group, is expected to exceed \$15 million in invoiced revenue for the four-month period from September till December 2021, and exceed \$46 million in invoiced revenue for the full year 2021
- For the third quarter 2021, the Kahoot! Group expects invoiced revenue of \$22 million, representing approx. 90% YoY growth, and to reach 1 million paid subscriptions. In addition, Clever is expected to exceed \$4 million in invoiced revenue for the month of September 2021
- The Company will explore the opportunity for a secondary listing, with timing of the listing being subject inter alia to the closing of the Clever transaction

**Including acquired units*

Kahoot! Group Ambition 2022

Invoiced revenue

(in millions USD)



- For 2022, the current ambition for the Kahoot! Group including Clever is to reach \$190-200 million in invoiced revenue
- The operational cost base²⁾ is expected to represent approx. 70% of invoiced revenue which indicates approx. 30% cash conversion of invoiced revenue

¹⁾ Includes invoiced revenue from Clever for the four-month period from September till December 2021

²⁾ The operational cost base does not include depreciation and amortization, and is adjusted for special operating items. Special operating items are material expenses and other material transactions of either a non-recurring nature or special in nature compared to ordinary operational expenses and include adjustments for share based compensation expenses and related payroll taxes, acquisition-related expenses, and listing cost preparations.

Summary



A globally recognized brand across sectors and segments



A scalable cloud platform supported by a viral business model



Experienced organization with growth track record from the industry



Clear path to profitable growth with positive cash flow from operations



Continuously improving all services for all segments and user groups



Solid funding for strategic partnerships and non-organic growth

Clever

A Digital Classroom to Love



Founded in 2012 by CPO Dan Carroll, a former educator and CEO, Tyler Besmony and CTO Rafael Garcia, who saw from experience that **the edtech boom was creating immense usability challenges for K-12 students, teachers, parents, and developers**



The Clever platform was initially invented to give students & teachers single sign-on to all of their edtech resources – and **has become the most popular learning platform for U.S. K-12 students**



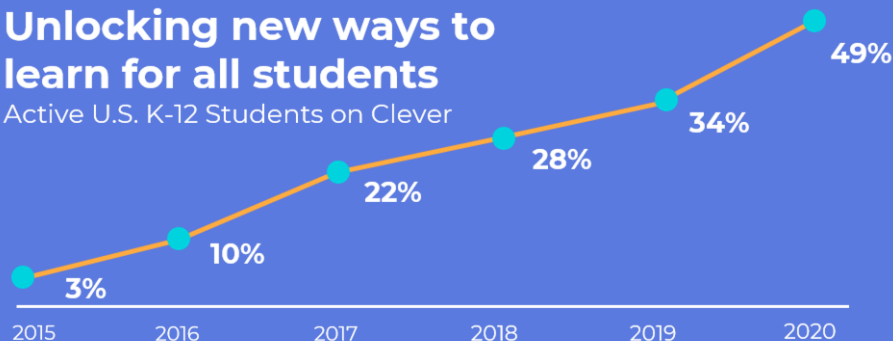
Today, Clever has **175+ employees (40% Prod/Eng)**, and are **based in San Francisco, CA and Durham, NC**



At \$44M in expected billed revenue 2021, Clever is just scratching the surface of monetization, and is **uniquely positioned to win the biggest opportunities in education today**

Unlocking new ways to learn for all students

Active U.S. K-12 Students on Clever



2012

Founding

Building the **API** and demonstrating market fit

2012-15

Solving the Problem

Creating the **single sign-on solution** to simplify online learning

2016-20

Building a Platform

Becoming a go-to resource across the industry

Launching **free App Store**

~50% of U.S. K-12 students and **65% of school districts** now use Clever

2021+

Building on Top of the Platform

Grow the business, including **global expansion**, starting with 3 English markets in 2022, and the **paid Clever App Store**, an enhanced buying experience for schools and districts

Kahoot!



Kahoot! started 2012 as a quiz-based game to **ensure attention, create engagement** and **provide knowledge** in classrooms



Global recognized brand with a viral distribution model based on scalable technology platform



User centric, data-driven and iterative approach to product development and innovation

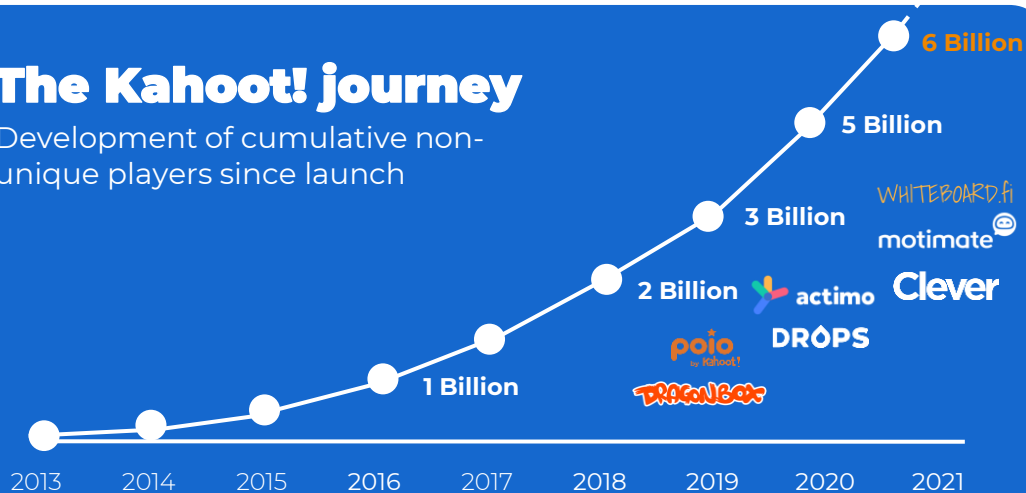


Over 100m user generated Kahoots, 300m games played last 12 months with **1.9bn participating players**



The Kahoot! journey

Development of cumulative non-unique players since launch



2013-18

Launched
September 2013

Top 3 tool in US
education

Launched first commercial editions in 2018 with 40k paid subscriptions

75+ employees

2019

New commercial subscription editions for all segments

Reaching 170k paid subscriptions

Acquisition of **Poio** and **DragonBox**

120+ employees

2020

More commercial offerings and over **550k** paid subscriptions

Launched first **platform service**

Acquisition of **Actimo** and **Drops**

200+ employees

H1 2021

More features and over 930k paid subscriptions

Available in over **11 languages**

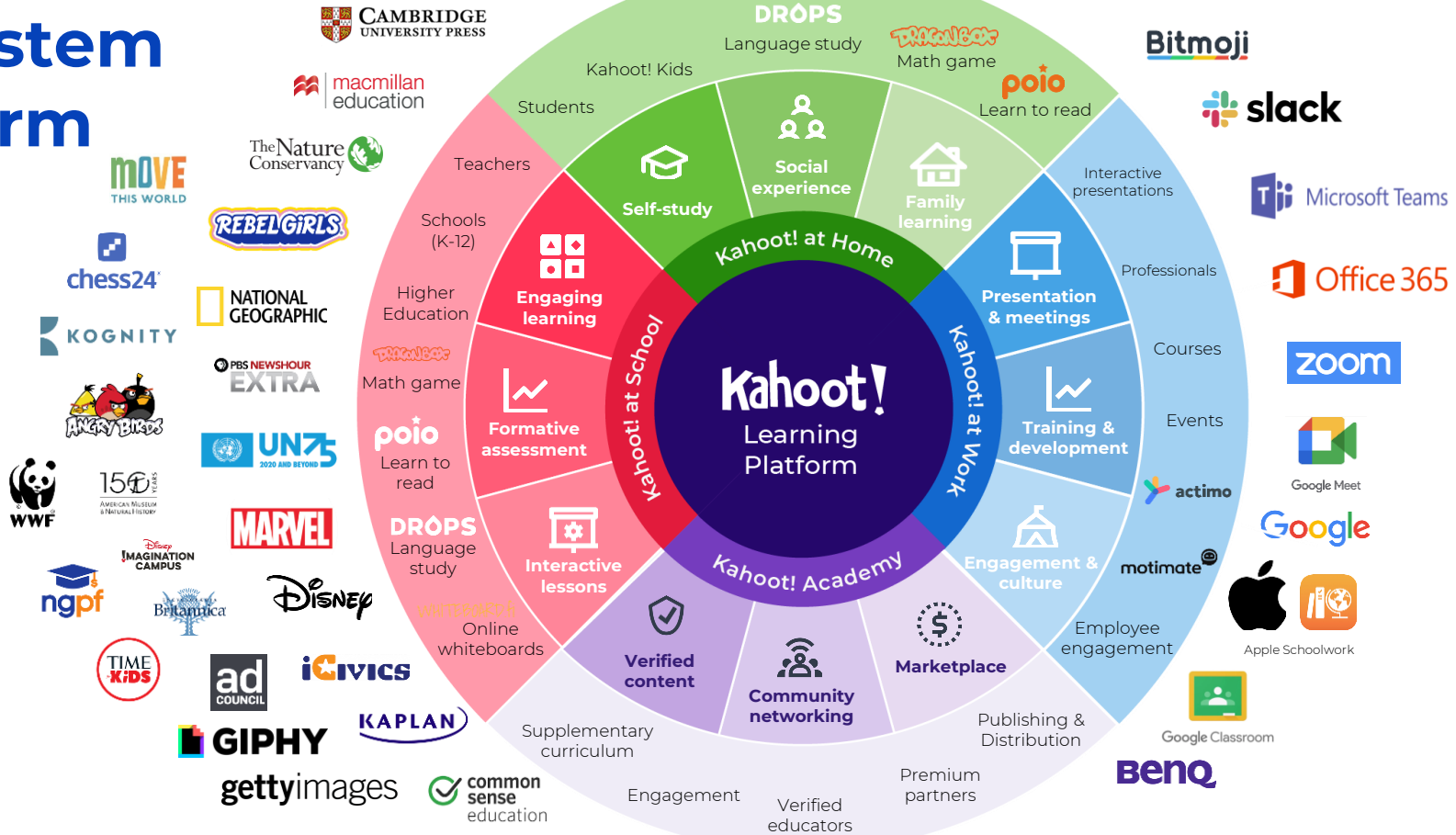
Acquisition of **Whiteboard.fi, Motimate** and **Clever**

500+ employees

The Kahoot! ecosystem platform

Selected Content Partners

Integration & Feature Partners



Even better
teacher tools!



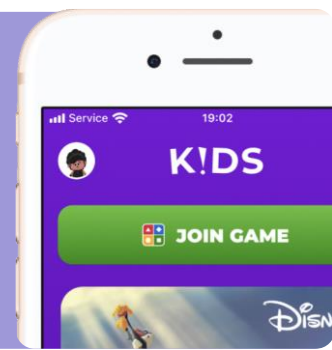
Fun math and language learning at School

K!EDU Student

Elevate learning at
schools and districts

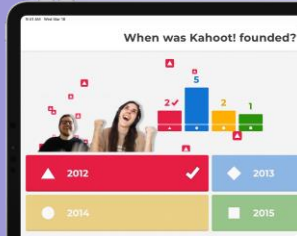
**Kahoot!
Kids**

Tailored
Kahoot!
experience for
2-7 year olds



Kahoot! 360 Engage

Next generation
engagement for
Google Meet,
Microsoft Teams
and Zoom



**Launching
2H 2021!**

ACADEMY Marketplace

Collection
\$5.00

Buy now

*A new way for
teachers and
professionals
to share and
sell content*

Kahoot! ACADEMY +

Network,
share,
engage!



**Global
expansion!**
Kahoot! app in
Arabic and
simplified
Chinese



More releases to
be announced...

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