





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

## 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

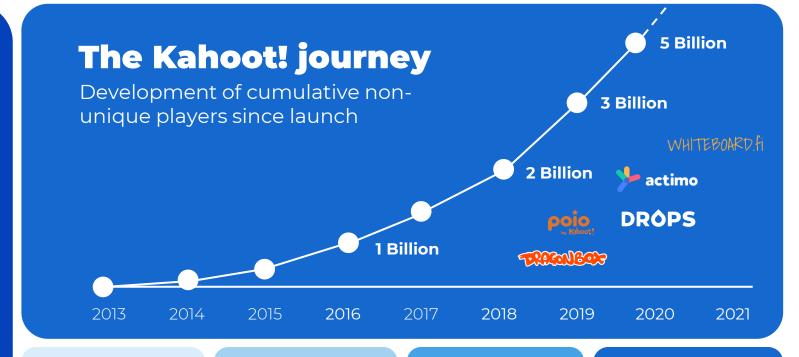


User centric, data-driven and iterative approach to product development and innovation



Over 100m user generated Kahoots, 250m games played last 12 months with 1.5bn participating players





2013-17

Launched

September 2013

**Growth focus** on US and K-12

**Top 3 tool** in US education

50+ employees

2018

Launched first commercial editions with 40k paid subscriptions

Launched mobile apps for iOS and Android

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, 550k paid subscriptions

Launched first platform service

Acquisition of **Actimo**Enterprise Learning
and **Drops** language
learning app

200+ employees



## Kahoot! today



Scalable cloud platform

\$20bn

Large market opportunity\*



Recognized market leader



Viral business model

24m+

Active accounts whereof 7m teachers and educators

550K+

Paid subscriptions growing 220% YoY, for professionals, teachers, and personal use\*\* 100m+

User generated kahoots, 1.5bn participating players LTM (nonunique) 90-100%

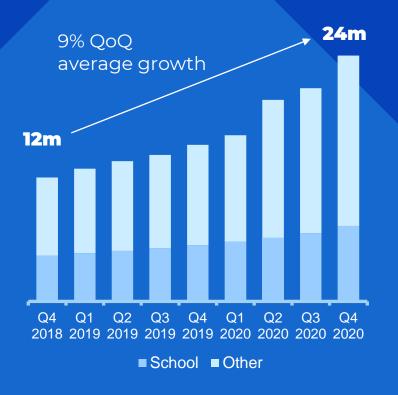
Net dollar retention, above 100% for larger organizations

<sup>\*</sup>Based on estimated EdTech market in 2020 from Goldman Sachs Education Technology Sector trends and market update May 2020 \*\*Including 100K from Drops, acquired November 2020

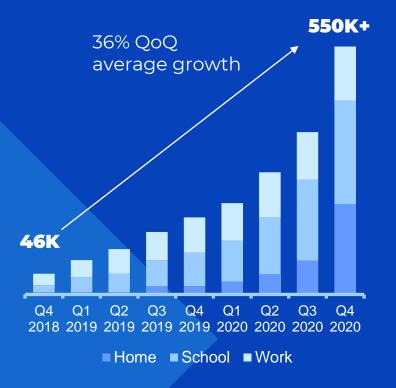


## Kahoot! accelerating momentum

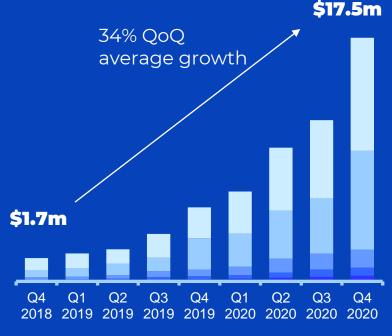
#### Active accounts LTM 1)



#### Paid subscriptions 2)



#### Invoiced revenue 3)



- USA and Canada
- Europe
- Asia Pacific
- Latin America and The Caribbean
- Africa, The Middle East, and India

<sup>&</sup>lt;sup>1)</sup>Active accounts LTM is defined as unique user accounts hosting a game with one participant or more LTM

<sup>&</sup>lt;sup>2)</sup> Paid subscriptions is defined as total number of users on paid subscription per the end of the period, not including Actimo.

Home subscriptions include 100K Drops subscriptions in Q4 2020

<sup>&</sup>lt;sup>3</sup> Conversion to paid subscriptions in all segments from customers in more than 150 countries



## Why everyone loves Kahoot!

#### **Embraced by 7m teachers**

Kahoot! helps me engage students in class and for homework, and also works great for virtual lessons even when school is closed

As do millions of teachers globally



## Loved by students across the globe

I love Kahoot!
It makes learning fun!

As do hundreds of millions of students



## Trusted by parents and families

Kahoot! allows me to engage in playful learning with my family in a social setting

As do millions of families around the world



## Integral for corporate culture and learning

Kahoot! breaks down
barriers and connects
teams
As do hundreds of thousands of

As do hundreds of thousands of organizations in over 150 countries





## To play Kahoot! is to promote Kahoot!



The Kahoot! viral distribution model generates millions of new accounts and app downloads every month

## Kahoot! at home

Over 10 million families and friends are using Kahoot! at home with over 100 million games played

Free and from \$5 per user per month



# Kahoot at work Over 100K+ businesses breaking down barriers and connecting teams with our professional editions From \$10 per user per month



Launch 2020

Connecting the global educator community and providing high-quality, verified content, to ensure that every student gets access to awesome learning at school and home



## Kahoot! at work





## Kahoot! at work - for all organizations Kahoot!

#### **Corporate learning**

With Kahoot! I can measure product knowledge

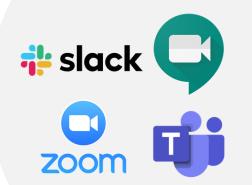
Courses, analytics, learner resources



#### **Team collaboration**

Kahoot! is a powerful tool for breaking down barriers and connecting the team

Integrations, collaboration tools



#### **Audience engagement**

Not only is my audience more engaged by being able to participate, I am also able to reinforce important content.

Interactive presentations, audience interaction features



#### **Company culture**

Kahoot! is built into our organizational culture

Team building mode, employee engagement tools





For sales people it's the competition that makes it even more exciting: they're very competitive and everyone wants to get to the podium!



We had a standing ovation from people trying to participate in our annual risk management event"







"With Kahoot!, not only is my audience more engaged by being able to participate, I am also able to reinforce important content





Presenter / Manager



Employee /
Learner



Trainer / HR Professional



Kahoot! has become an important tool for continuous learning in our organization

Scotiabank®





Kahoot! offers Sky a unique insights platform, that is both flexible and adaptable to changes in the business strategy and environment.





#### New and existing customers are making learning awesome in Q4













































































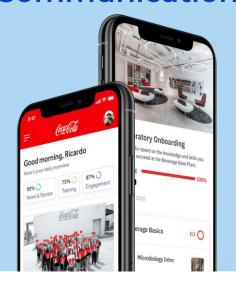




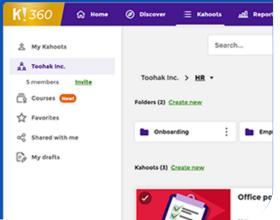




## **Engagement & Communication**



#### Company culture







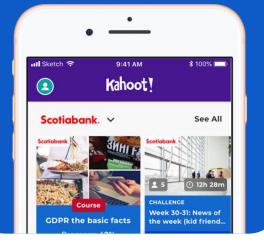
Interactive presentations & meetings

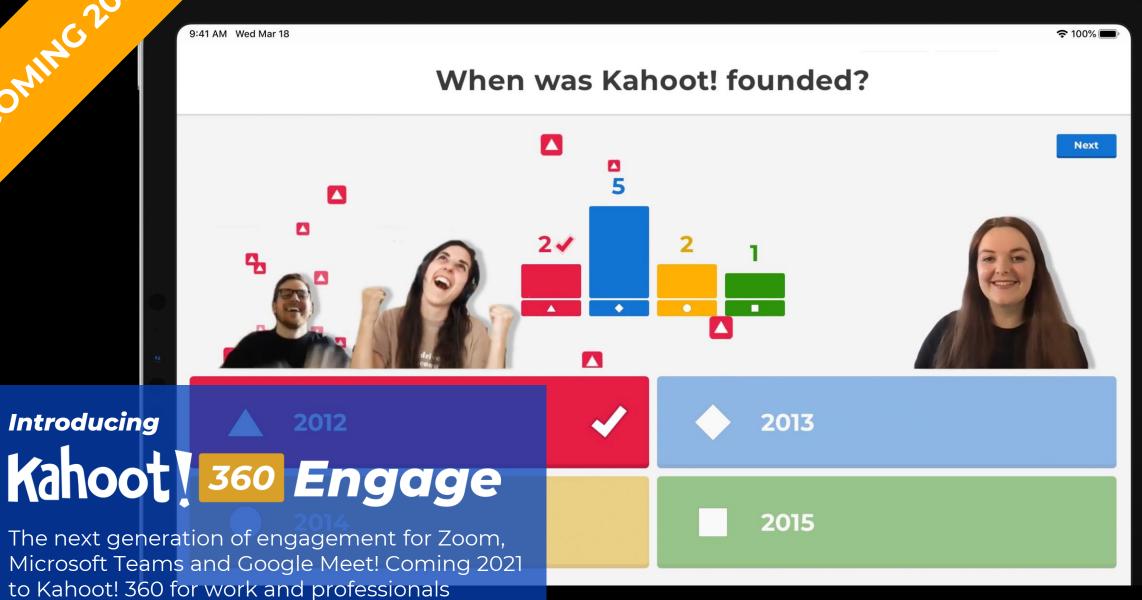
# Import slides from presentation Add slides from your existing presentations to this kahoot. Before uploading a file with your presentation, make sure it only contains the slides you need.

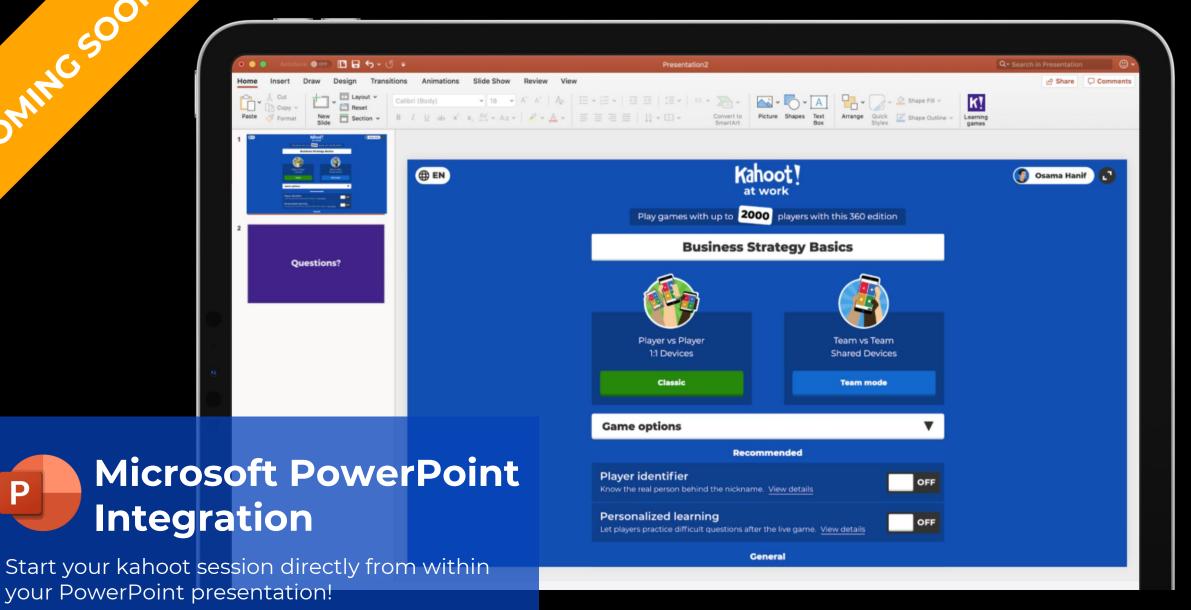
## Training & development



## A better experience for all learners

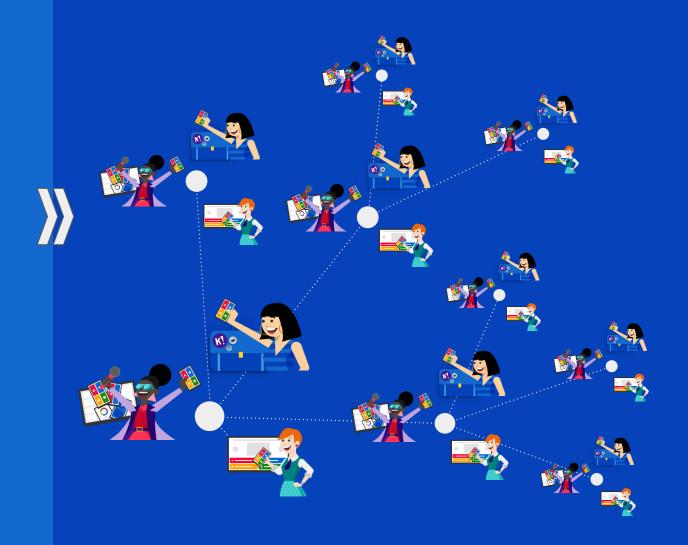






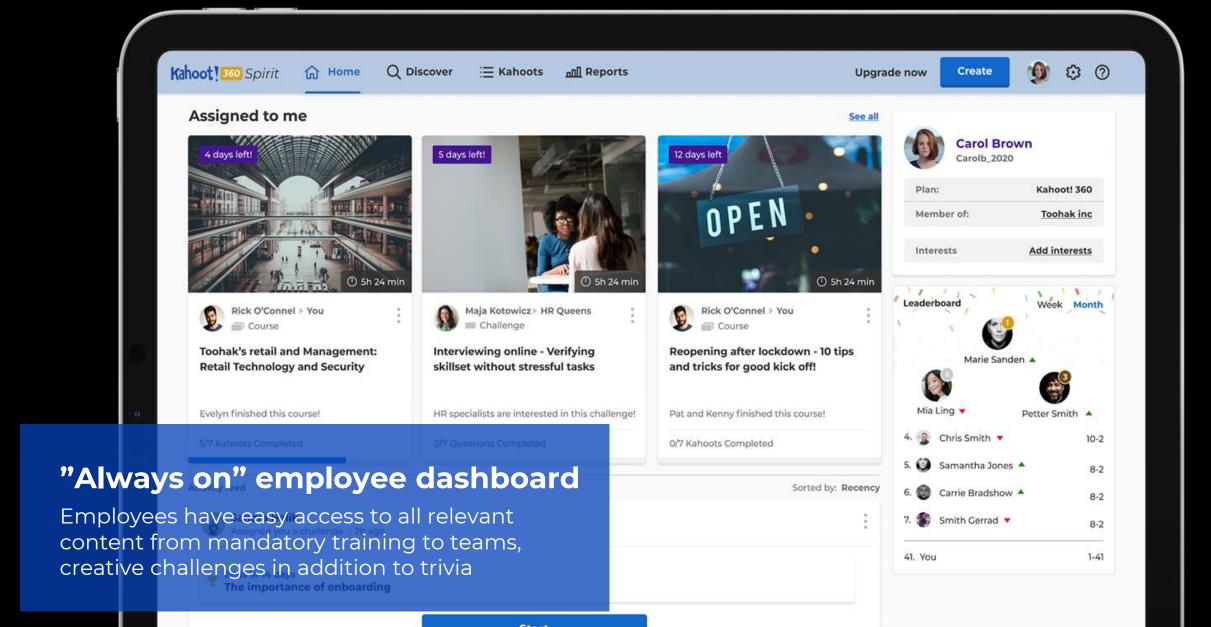
# The transition from presenter centric to including everyone within the organization



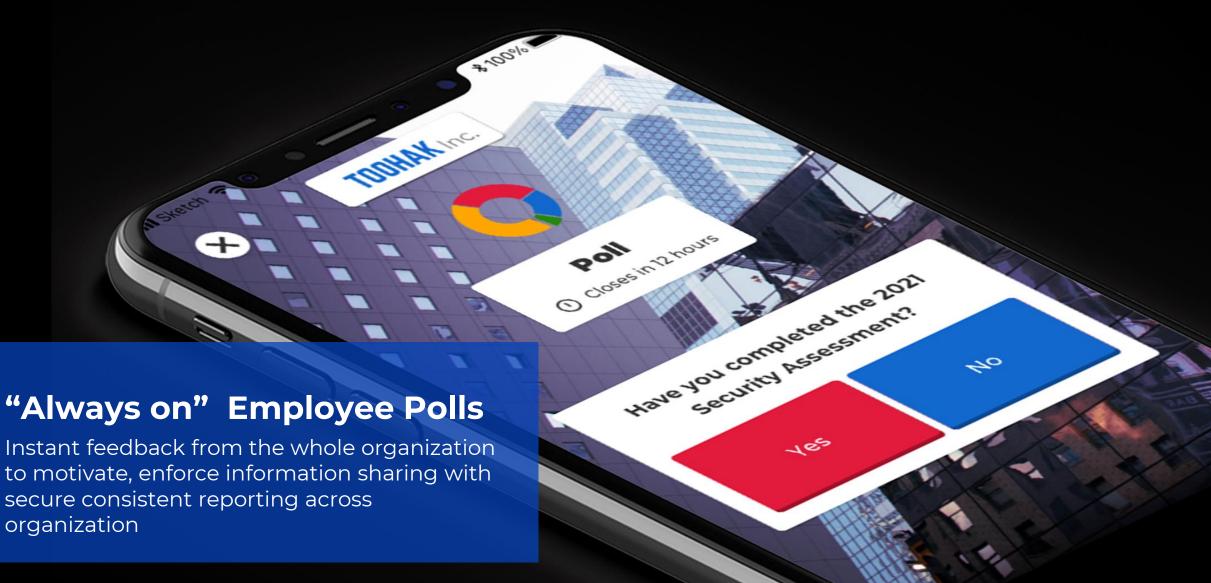


·M See all Walcot 1 360 Spirit 0.00 Assigned to me ak's retail and Management. call Technology and Security Introducing Kahoot | 360 Spirit Evelyn finished this course. SITYShoots Completed Someta Hatte Ot . 2hago The complete solution for team spirit and company Companyas culture, corporate Learning, audience engagement. Sandra Halik Activity reed For all employees, to empower all individuals and teams to create, share and join engaging learning experiences and build organizational knowledge

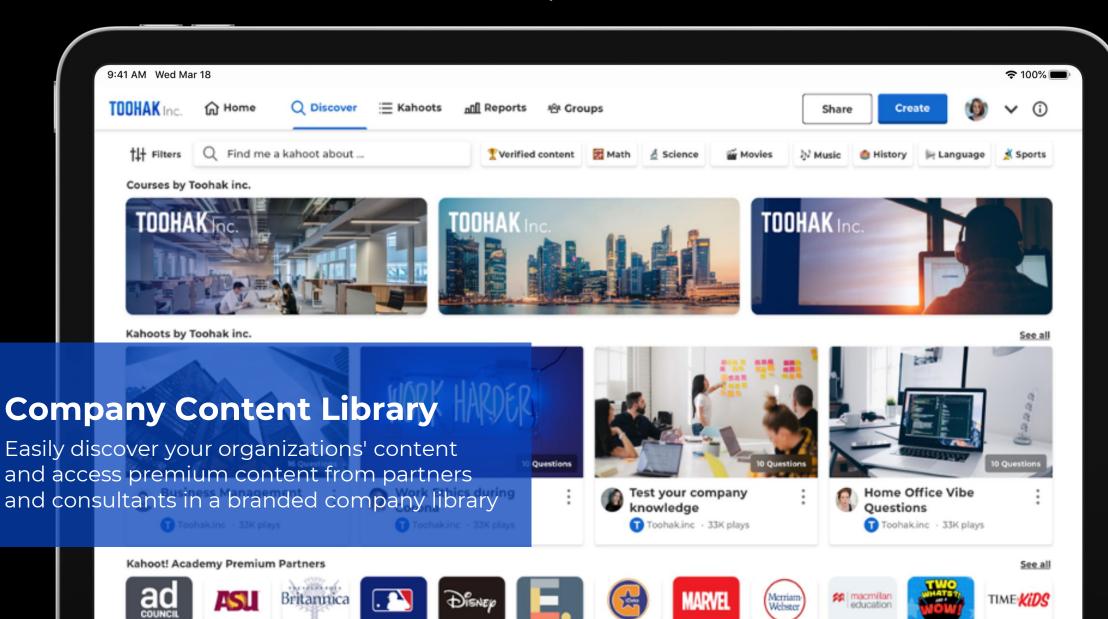
## Kahoot | 360 Spirit



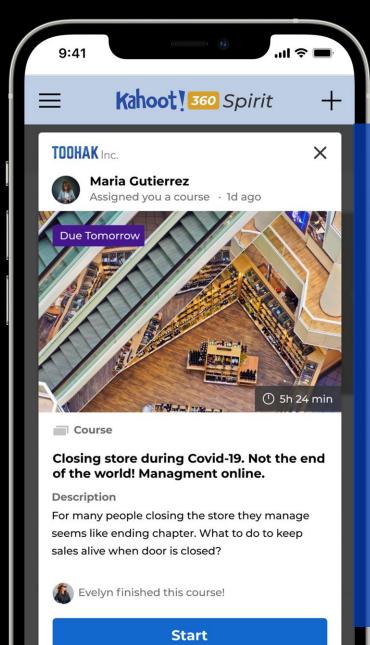




## Kahoot \ 360 Spirit



Kahoot! Academy Collections



## Kahoot! 360 Spirit

#### **Main features**

- Build team spirit by creating and hosting session to everyone in the organisation and amongst peers
- Complete training courses individually or as teams
- New team building experiences for live sessions and self-paced training
- Ability for mandatory training and polls with full reporting including identity management
- Enhanced cross-organization aggregated reporting
- Proprietary company content library with access to 3<sup>rd</sup> party content from partners and consultants

From



per employee per month

For larger organization Kahoot! 360 Spirit Premium available from \$9 per employee per month

Full launch and general availability in Q2 2021



## Kahoot! at home



## 10m+

are using Kahoot! at home with over 100 million games played by families



for awesome learning for the entire family



### DROPS + DROPLETS

Language learning for everyone from 8 years and above



#### Study at home

**Engage** 

communities

Premium features

and content for any

occasion

with flashcards, tests and challenging friends





Learn math & algebra



Learn to read

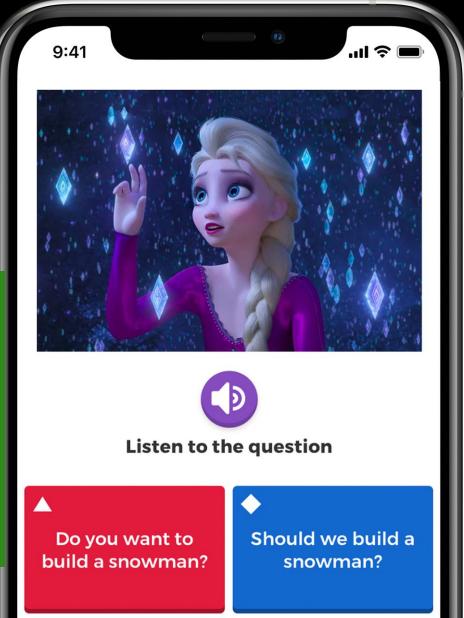


COMINGSOOM

#### Introducing

#### Language Learning

The Kahoot! app will **read out questions and answers** for self-study, supporting over 30 languages.





## Kahoot! at school























































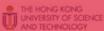
























































































skema



UCLA



of NORTH CAROLINA



UCSan Diego



**UNSW** 



































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





# 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

100s of millions of students

7 million teachers globally



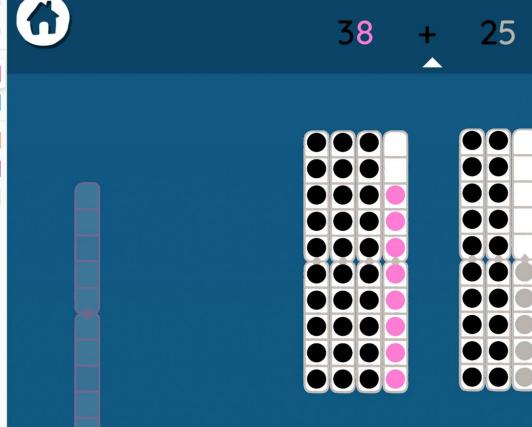
CMING 500 PM

#### Introducing



Awesome tools to visualize math and effective number talk sequences, designed for all teachers and educators







## Kahoot! ACADEMY



## 8m+

monthly players
enjoying kahoots
created by our
partners

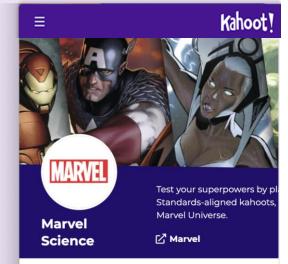
#### Kahoot! Publisher

Premium subscription for publishers and content creators

Premium learning content for students in the classroom and at home



#### Marketplace



#### Top kahoots



Kahoot! with Groot!

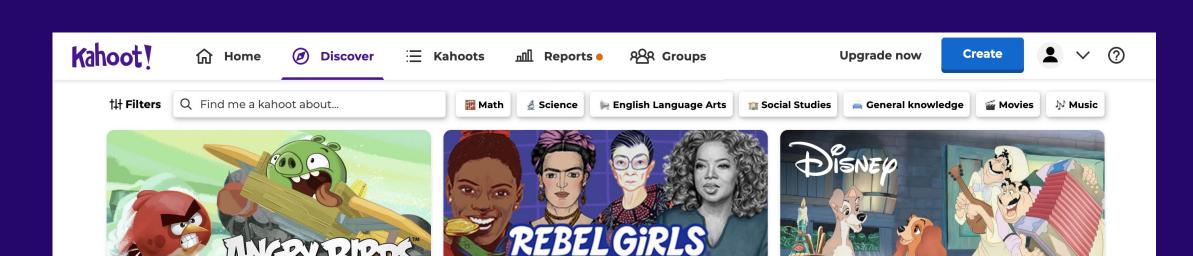
Created 7 months ago • 400.3k plays





Partnering with leading publishers and organizations















INGRY BIRDS





















See all

See all

**Partner collections** 













**Kahoot! Academy Verified educators** 









#### **Content Discovery**

Easy and user-friendly discovery of the latest premium content from Verified **Educators and Content Partners** 

Top picks

## 7m+

educators &
teachers, and
hundreds of millions
of students across
the world use
Kahoot! to make
learning awesome



NEW! Unlock exclusive, ready-to-use collections, available now.

Learn more



#### **Community & Network**



Steve shared a kahoot to his community page.

Today



**Steve** shared a poll to his community page.

5 days ago

Embraced by over

#### 20 million

players monthly



Knowledge portal





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

Aimee Copple

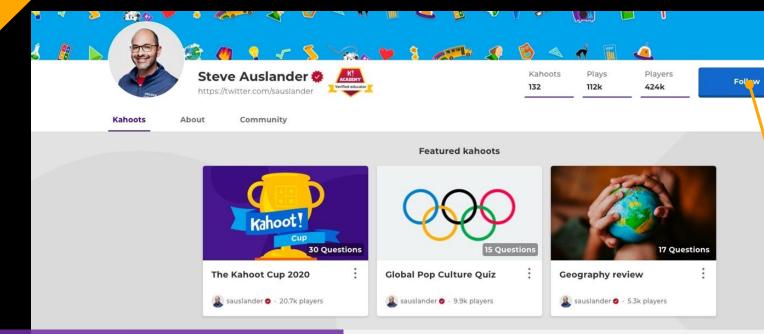
## Premium learning content

By verified educators and publishers to engage students



**States of Matter: Frozen** 

4.7k favorites 351.4k plays 797.7k players



Cup 2020

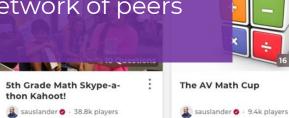
20.7k players



## Kahoot!

ACADEMY
connectus 2019

Educators can create and grow their own community to share knowledge, while expanding your network of peers and followers





5th Grade Math Skype-athon Kahoot!

auslander • · 38.8k players



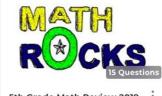
June 5th

Every Friday at 3 pm ET

See all

auslander • 18.4k playe





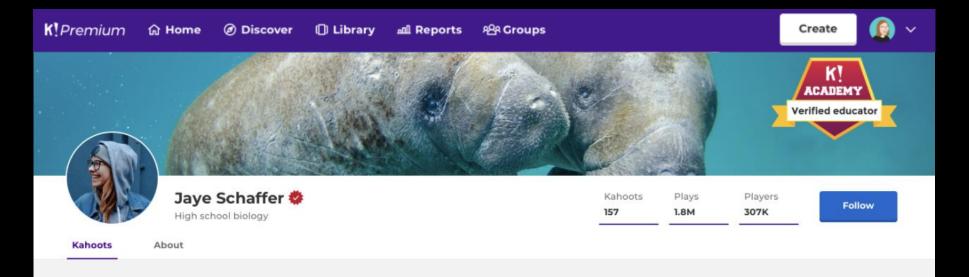
5th Grade Math Review 2019

auslander • 8.5k players



5th Math Review Kahoot

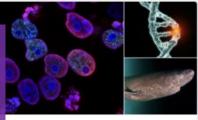
sauslander . 6.1k players



Introducing

## Kahoot! ACADEMY marketplace

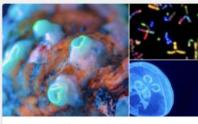
Connecting the global educator community and providing high quality, verified content, from educators and premium partners







and number 7 kahoots · 704 plays



Chromosome structure

Buy

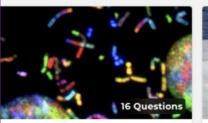


Ecology 9 kahoots - 704 plays



See all

See all



Jaye Schaffer - 33K plays

Collections





Arctic ecology

Jaye Schaffer - 33K plays



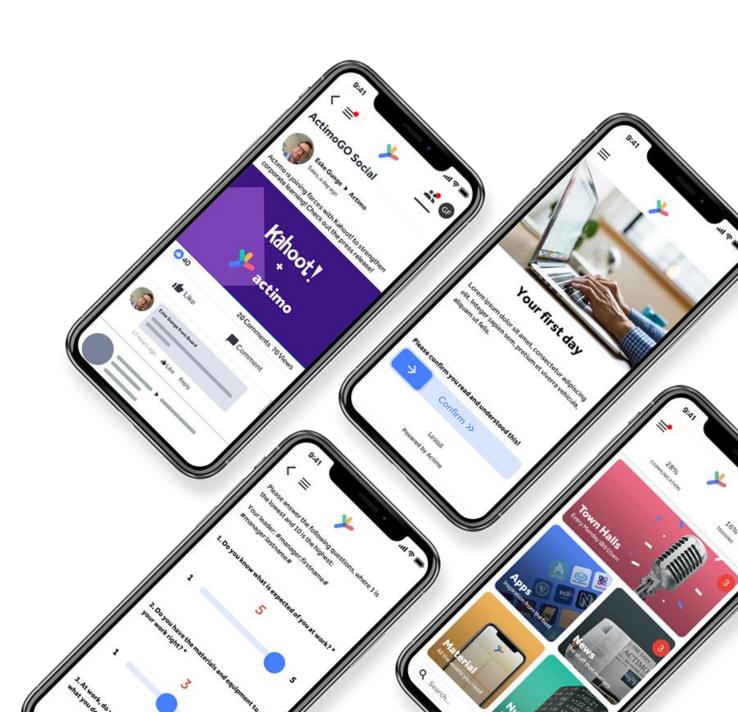
Jaye Schaffer - 33K plays



# The next-level employee app for remote employees

Fuelled by actionable insights, Actimo intuitively increases productivity and engagement levels in daily communication, tasks, and training.

Over 100K active monthly users



### DROPS Language Learning





Beautiful, visual learning



Gradually nurtures commitment



Anywhere, anytime swipe-only freedom







Vocab-focused



Self-guided learners & auxiliary tool for instructors







100K subscribers studying 42
languages in over 200 countries —
almost every country and territory across the world...
Even Antarctica!

Free & premium subscriptions from \$9.99 per month available







### WHITEBOARD.fi

#### a Kahoot! company

Collaborative, online whiteboard tool for teachers and classrooms!



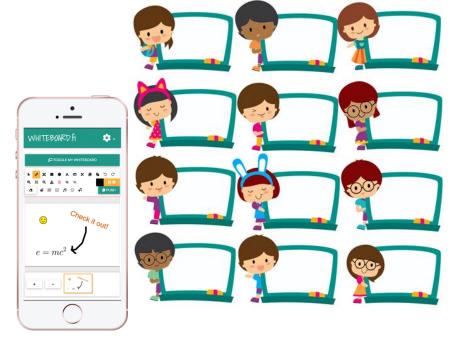
Live overview and collaboration



Instant formative assessment



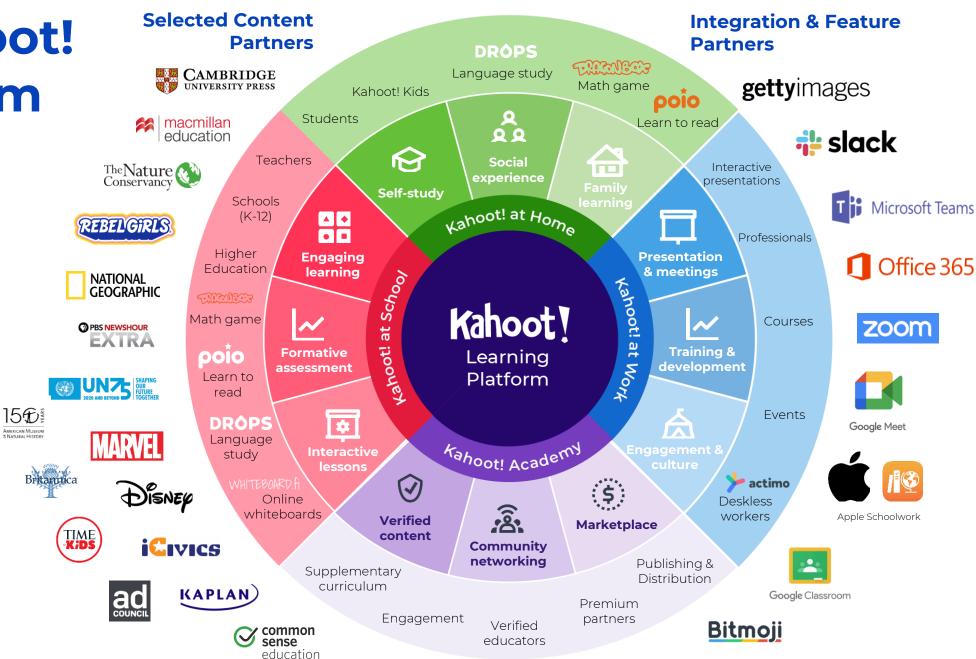
Include and engage everyone



**400% user growth** the last 6 months reaching **more than 7 million** unique monthly users

Free & premium subscription from \$4.99 per month

# The Kahoot! ecosystem platform





## Kahoot

**Company Update** 





#### Highlights Q4 2020

- Continued growth on the Kahoot! platform with more than 24m active accounts last twelve months representing 57% year on year growth per Q4 2020
- Strong growth in paid subscriptions, reaching 550K in Q4 2020, an increase of 190K paid subscriptions from Q3 2020 including 100K Drops subscriptions
- Q4 2020 invoiced revenue growth of 230% to \$17.5m, up from \$5.3m in Q4 2019. The quarter over quarter growth in invoiced revenue was 50% in Q4 2020. For the full year \$45.3m, a 247% growth.
- Positive cash flow from operations of approx. \$7m in Q4 2020 representing 40% cash conversion from invoiced revenue, compared to \$1.4m in Q4 2019. For the full year \$17.4m.
- Adjusted EBITDA in Q4 2020 was \$0.8m and \$2.3m for the full year 2020 (adjusted for share-based compensation expenses, related payroll taxes and acquisition-related expenses)
- Solid financial cash position of \$256m per Q4 2020. The company has no interestbearing debt
- Completed the acquisitions in Q4 of Actimo, the employee engagement platform empowering organizations to more efficiently build corporate culture, and **Drops**, the language learning platform with 42 languages and 25 million users since launch

220%

YoY growth in paid subscriptions per Q4

230%

Q4 YoY growth in invoiced revenue

40%

Q4 cash conversion from invoiced revenue





#### Key financial figures development

Financial figures presented in USD millions

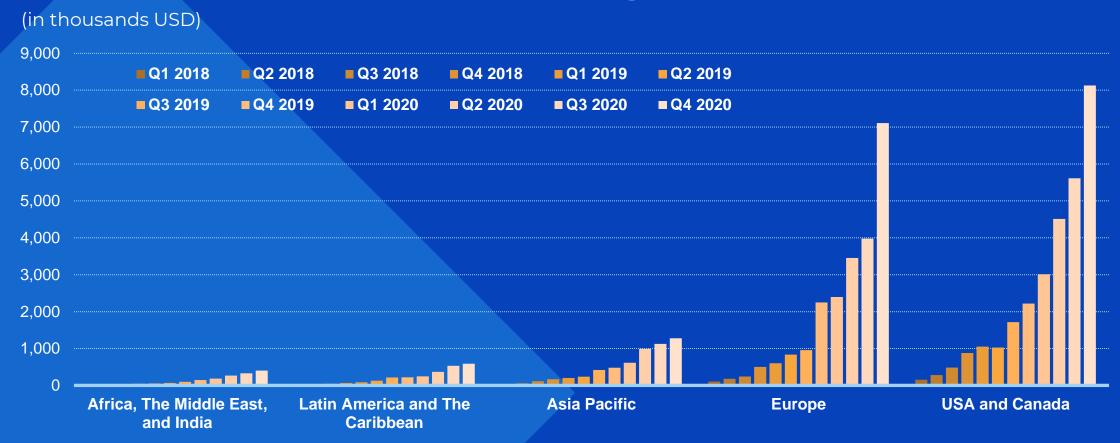
Q4'20	Q3'20	Q2'20	Q1'20	Q4'19	Q3'19	Q2'19	Q1'19
17,5	11,6	9,6	6,4	5,3	3,4	2,3	2,0
5,9	2,0	3,2	1,1	1,9	1,1	0,3	0,3
50 %	21 %	49 %	21 %	56 %	48 %	15 %	
12,0	9,2	5,7	4,1	2,8	3,1	1,4	1,2
7,0	5,2	3,9	1,1	1,4	-0,6	-1,5	-1,9
40 %	45 %	41 %	17 %	27 %	-17 %	-63 %	-94 %
256,1	72,5	73,4	34,0	40,9	13,4	24,7	26,5
182	127	128	120	110	100	73	62
	17,5 5,9 50 % 12,0 7,0 40 % 256,1	17,5 11,6 5,9 2,0 50% 21%  12,0 9,2  7,0 5,2 40% 45% 256,1 72,5	17,5 11,6 9,6 5,9 2,0 3,2 50% 21% 49%  12,0 9,2 5,7  7,0 5,2 3,9 40% 45% 41% 256,1 72,5 73,4	17,5 11,6 9,6 6,4 5,9 2,0 3,2 1,1 50% 21% 49% 21%  12,0 9,2 5,7 4,1  7,0 5,2 3,9 1,1 40% 45% 41% 17% 256,1 72,5 73,4 34,0	17,5       11,6       9,6       6,4       5,3         5,9       2,0       3,2       1,1       1,9         50%       21%       49%       21%       56%         12,0       9,2       5,7       4,1       2,8         7,0       5,2       3,9       1,1       1,4         40%       45%       41%       17%       27%         256,1       72,5       73,4       34,0       40,9	17,5       11,6       9,6       6,4       5,3       3,4         5,9       2,0       3,2       1,1       1,9       1,1         50%       21%       49%       21%       56%       48%         12,0       9,2       5,7       4,1       2,8       3,1         7,0       5,2       3,9       1,1       1,4       -0,6         40%       45%       41%       17%       27%       -17%         256,1       72,5       73,4       34,0       40,9       13,4	17,5       11,6       9,6       6,4       5,3       3,4       2,3         5,9       2,0       3,2       1,1       1,9       1,1       0,3         50%       21%       49%       21%       56%       48%       15%         12,0       9,2       5,7       4,1       2,8       3,1       1,4         7,0       5,2       3,9       1,1       1,4       -0,6       -1,5         40%       45%       41%       17%       27%       -17%       -63%         256,1       72,5       73,4       34,0       40,9       13,4       24,7

#### Main comments:

- Continued strong QoQ growth in Invoiced revenue and Operating revenue
- Cash flow from operations exceeding 40% of invoiced revenue for three consecutive quarters
- Continued efforts to develop the company, adding product, development and commercial talents
- 40+ employees added through acquisitions in Q4 2020



#### Invoiced revenue per region



Kahoot! has paying subscribers in more than 150 countries, USA and Canada represent approx. 46% of invoiced revenue and Europe approx. 41% in Q4 2020



#### Forward looking statement

	Actual FY 2018	Actual FY 2019	Actual FY 2020	Guidance FY 2021
Invoiced revenue	\$3.5m	\$13m	\$45m	\$90-100m
Paid subscriptions	46K	170K	550K	lm

- In 2021, Kahoot! will continue to expand with new free and premium tools and functionality for interactive presentations for school and work, corporate training, language learning, Academy Marketplace and additional content offerings from publishing partner, to make learning even more awesome for all users
- For the full year 2021, the Kahoot! Group's ambition is to reach \$90-100m in invoiced revenues with continued solid positive cash flow from operations and one million paid subscriptions
- The company is preparing for a main listing at Oslo Stock Exchange which could be completed as early as in Q1 2021. In addition, the company will explore the opportunity for a secondary listing during 2021



#### Kahoot! ambitions next three years

Significant scale

\$200m+ Annual Recurring Rev. end of 2023

**Retention & expansion** 

100%+ net \$ retention for larger organizations

**Engagement** 

Adding net 3m+ active accounts annually

Commercial

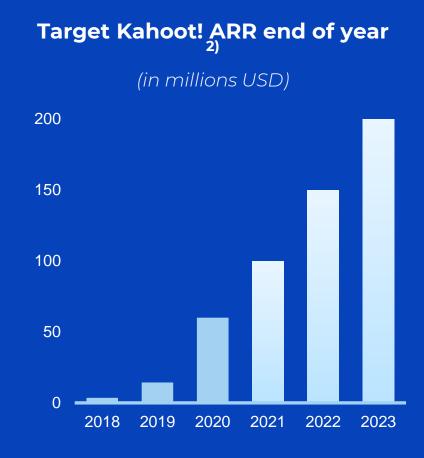
Adding net new 250K subscriptions annually 1)

**Operating leverage** 

40%+ EBITDA margin

**Cash flow** 

**Cash flow from operations exceeding EBITDA** 



<sup>&</sup>lt;sup>1)</sup> Not including Home & Study subscriptions

<sup>2)</sup> Not including ARR from future acquisitions

#### 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



### Join the Kahoot! journey



**Teacher** 

kahoot.com/school



**Student** 

kahoot.com/study



**Parent** 

kahoot.com/home



**Professional** 

kahoot.com/work



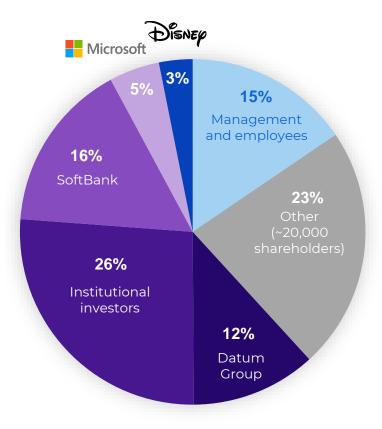
**Investor** 

kahoot.com/investor

#### **Kahoot! shareholder overview**

Kahoot! ASA has a total of 446.4m registered common shares and more than 20,000 shareholders. The shares are listed on Oslo Stock Exchange with ticker code KAHOT

	Shareholders per March 17, 2021	Shares (m)	%
1	SoftBank	71,0	15,9 %
2	Datum Group	52,1	11,7 %
3	Glitrafjord	40,2	9,0 %
4	The Bank of New York Mellon	20,8	4,7 %
5	Creandum III LP	20,0	4,5 %
6	Citigroup Global Markets Inc.	13,5	3,0 %
7	Versvik Invest AS	13,0	2,9 %
8	Newbrott AS	7,6	1,7 %
9	State Street Bank and Trust Comp	6,1	1,4 %
10	Gamification AS	5,2	1,2 %
11	MP Pensjon PK	5,1	1,1 %
12	Nordnet Bank AB	5,1	1,1 %
13	Sanden AS	4,3	1,0 %
14	The Bank of New York Mellon SA/NV	3,5	0,8 %
15	Brown Brothers Harriman & Co.	3,5	0,8 %
16	Verdipapirfondet DNB Norden	3,2	0,7 %
17	Adrian AS	3,2	0,7 %
18	Goldman Sachs & Co. LLC	3,1	0,7 %
19	J.P. Morgan Bank Luxembourg S.A.	3,0	0,7 %
20	J.P. Morgan Bank Luxembourg S.A.	2,9	0,6 %
	Other	159,9	35,8 %
	Total outstanding shares	446,4	100,0 %
	Outstanding share options	20,1	
	Total no. of shares (fully diluted)	466,5	



Oslo Stock Exchange:	KAHOT
Yahoo! Finance	KAHOT.OL
Reuters:	KAHOT.OL
Bloomberg:	KAHOOT:NO
Number of registered shares:	446,398,477
Outstanding share options:	20,081,975
Total no. of shares (fully diluted):	466,480,452
Free float:	~95%
Share price (March 18, 2021):	NOK 112.00
Avg. daily trading volume YTD (shares):	2,241,000
Market Cap total (March 18, 2021):	NOK 49.9bn





## Kahoot

www.kahoot.com/investor

