



Kahoot!

Make learning awesome

Company Presentation for Goldman Sachs Disruptive
Technology Symposium October 5th, 2020





**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

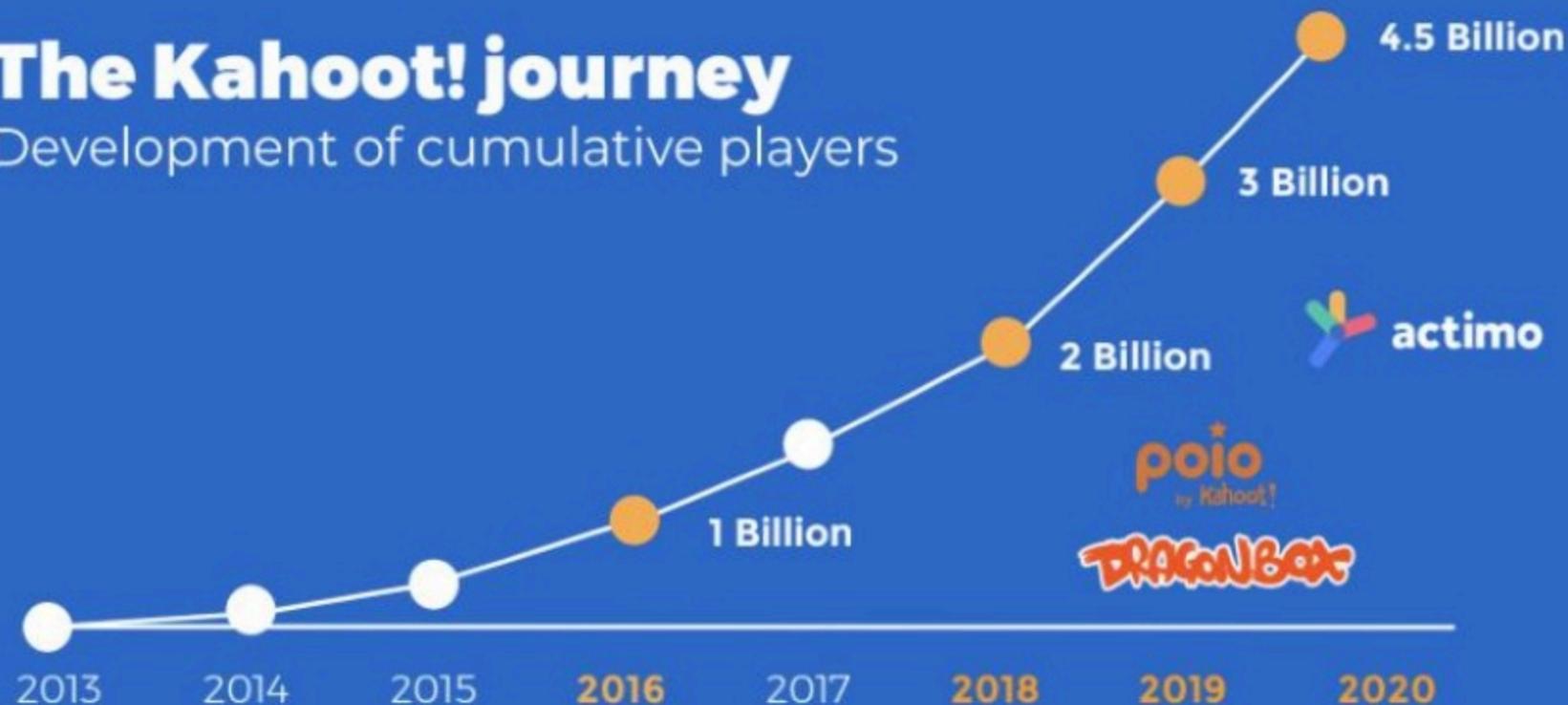


100m user generated Kahoots, over 200m games played last 12 months with over **1.3bn participating players**



The Kahoot! journey

Development of cumulative 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

Expanding commercial with 360k paid subscriptions

Launched first **platform service**

Acquired **Actimo** for Enterprise Learning

130+ employees

Kahoot! today



Scalable cloud platform

\$20bn

Large market opportunity*



Recognized market leader



Viral business model

21m+

Active accounts whereof 7m teachers and educators

360K+

Paid subscriptions growing 160%+ YoY, including teachers and professionals

100m+

User generated kahoots with over 1bn participating players LTM

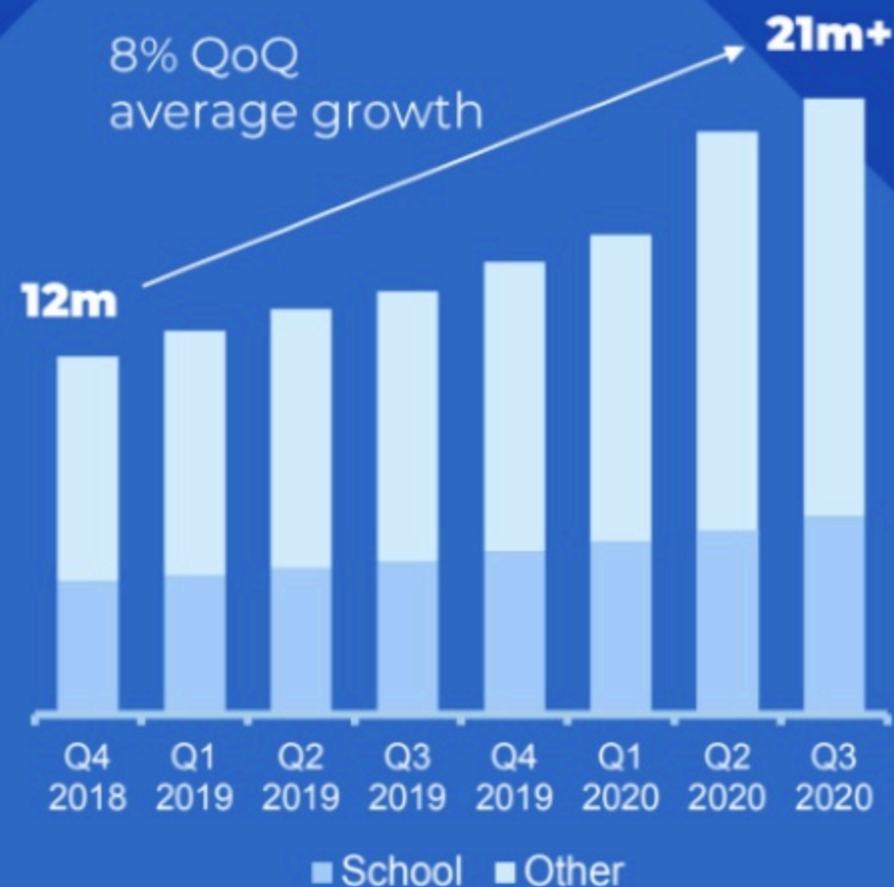
90-100%

Net dollar retention, above 100% for larger organizations

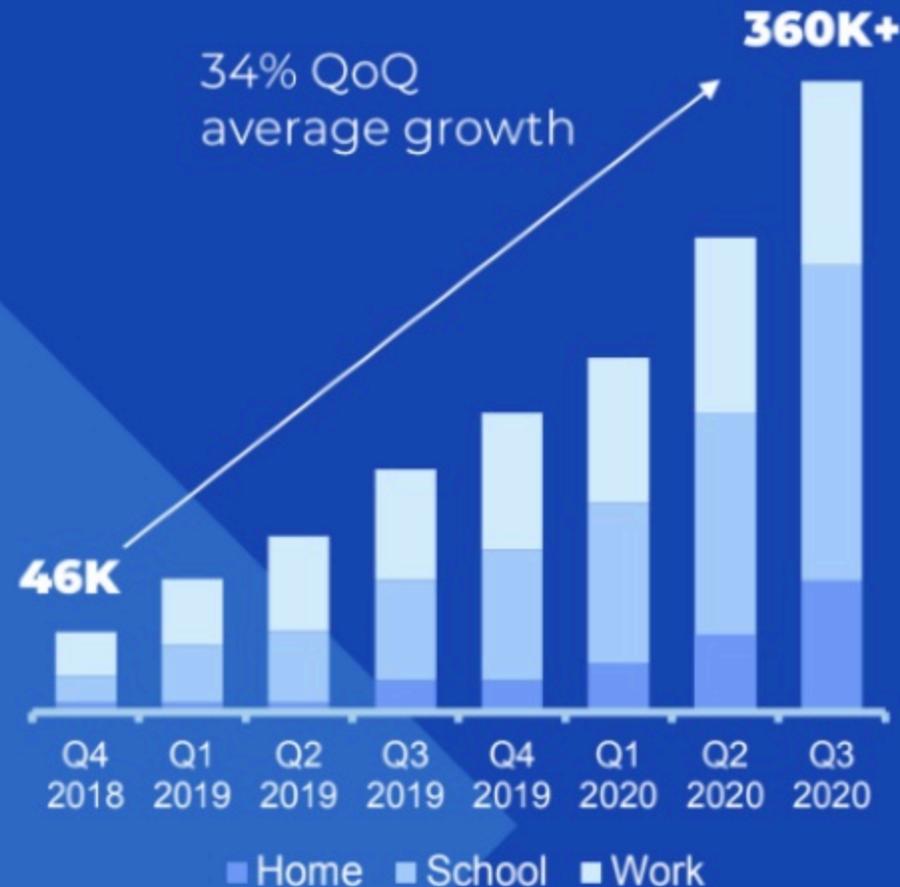
Kahoot! accelerating momentum



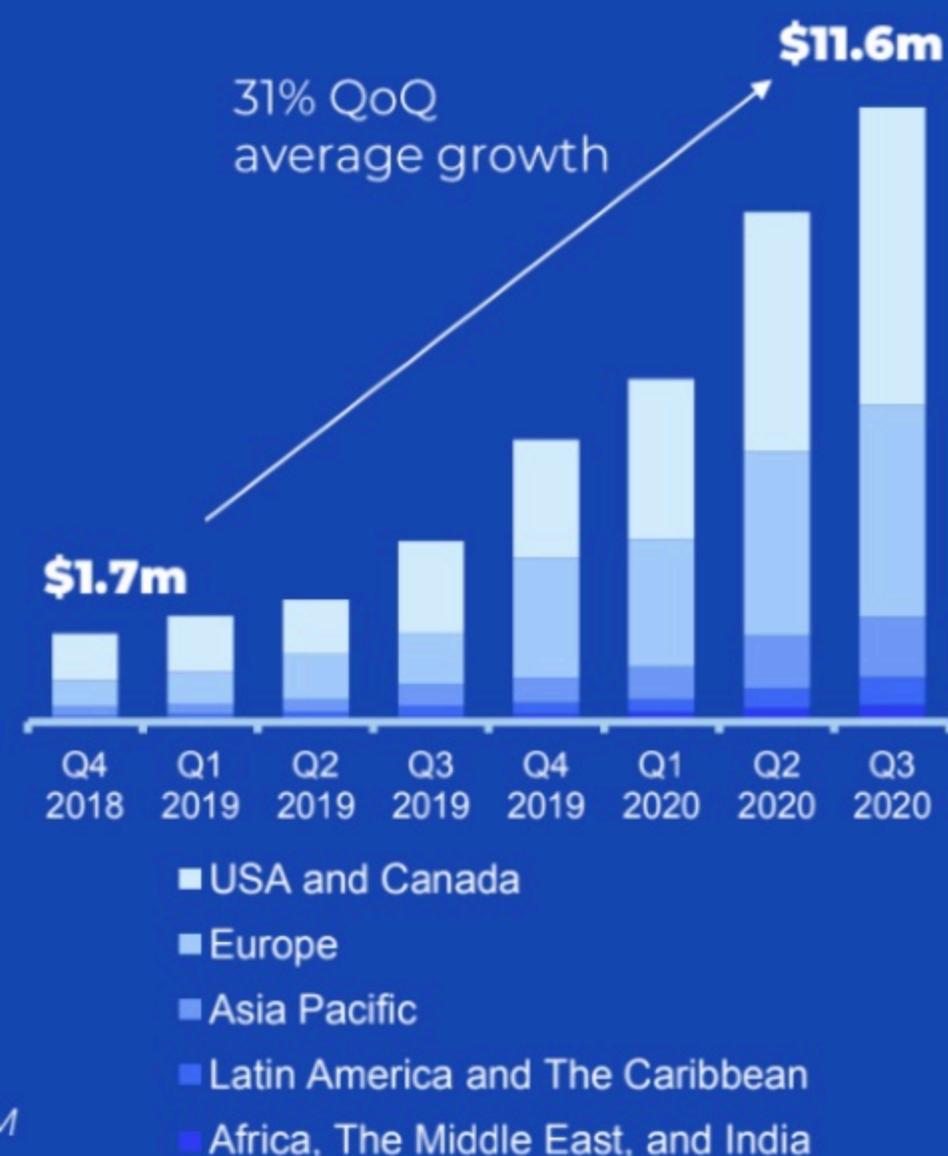
Active accounts LTM ¹⁾



Paid subscriptions ²⁾



Invoiced revenue ³⁾



1) Active accounts LTM is defined as unique user accounts hosting a game with one participant or more LTM

2) Paid subscriptions is defined as total number of users on paid subscription per the end of the period

3) 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 organizations in over 150 countries



Kahoot! *at home*

Over 100 million games
have been played by
families and friends
around the globe

Free and from \$5 per user per month

Kahoot! *at school*

Over 180K+ teachers are
paying for premium
editions to drive learning
and engage students

Free and from \$3 per teacher per month

Kahoot! *at work*

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

10m+

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



100s of millions of students

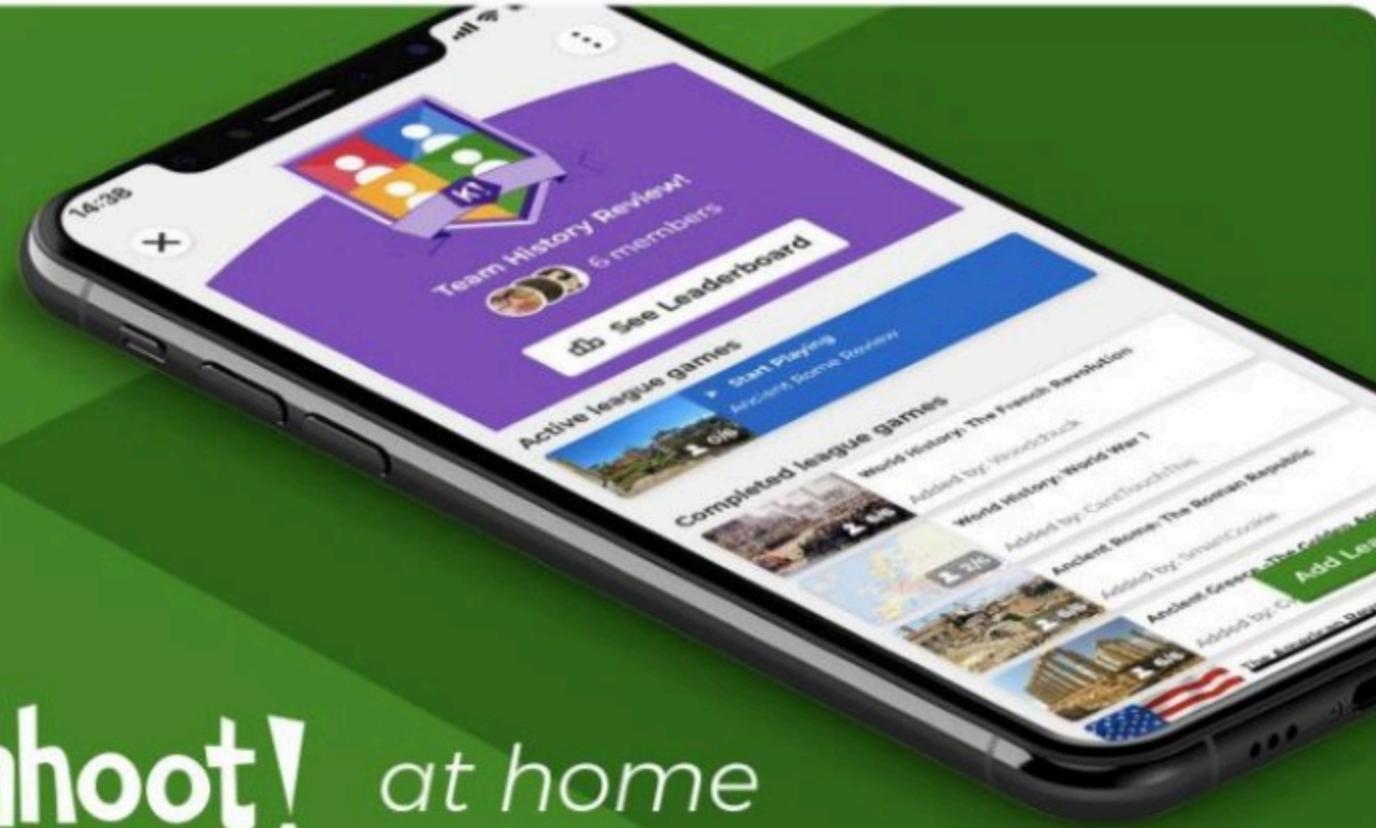
Learn to read



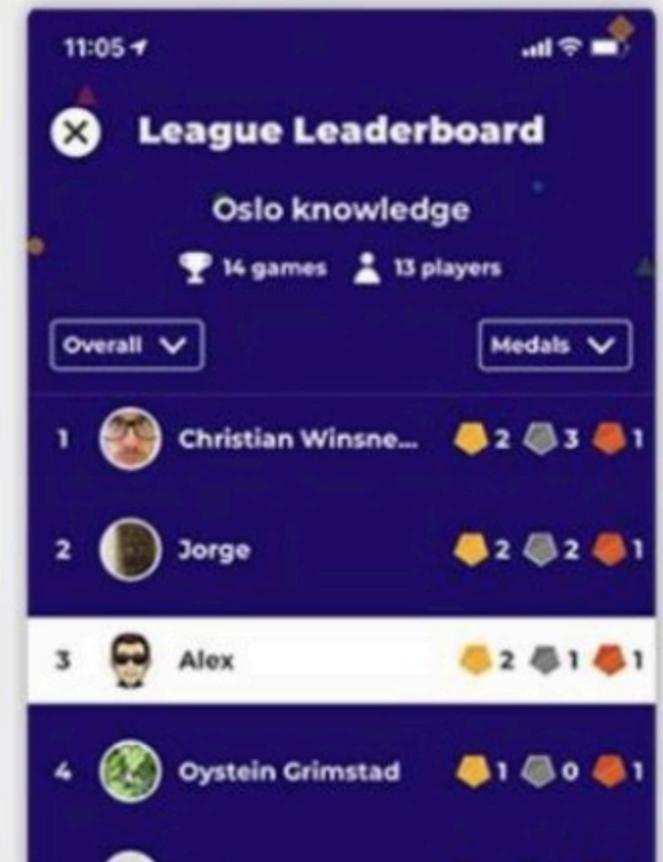
Study at home



Peer-to-peer study



Kahoot!

at home

Explore & learn

Bringing math to life



Learn through play

Over
10.000

educational
institutions have
already deployed
multiuser Kahoot!
teacher licenses

Roll out a
site licence

Invite members

Invite with a unique shareable link

77fcc751a60/027a23f3-6719-4713-9e9d-a01202164692

Copy

Delete



Kahoot! *at school*

Equip IT admins

Team details Manage users Billing

Settings

Team space name

Toohak University

Embraced by over
7 million
teachers globally

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!

Engage
students

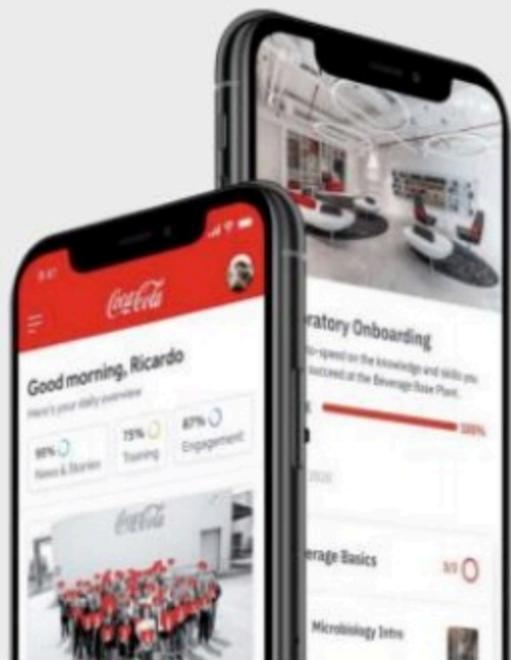

100s of millions
of students

Empower
& connect
teachers

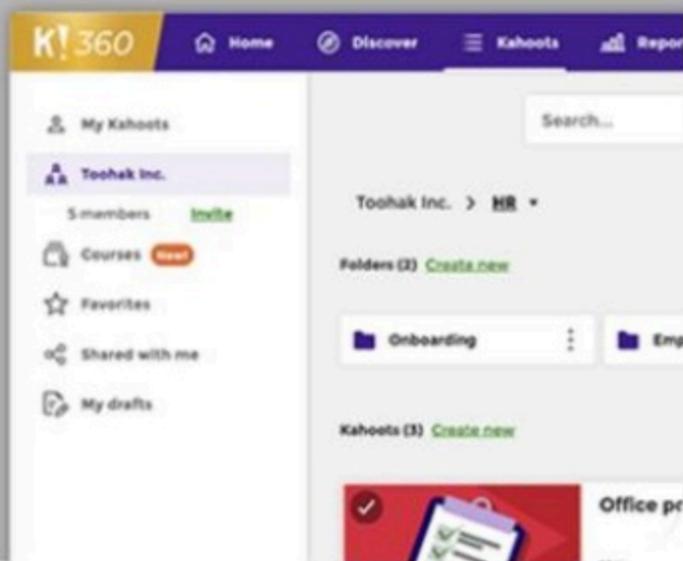
97%

of the Fortune 500
are Kahoot!ing

Engagement & Communication



Company culture



97% of the Fortune 500 are Kahoot!'ing

Kahoot! at work

Presentations & meetings

Import slides from presentation

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Training & development

A better experience for all learners



unicef | for every child



Partnering with leading publishers and organizations



Cambridge Assessment English



30m+

players enjoying kahoots created by our partners



7m+

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

Community & Network



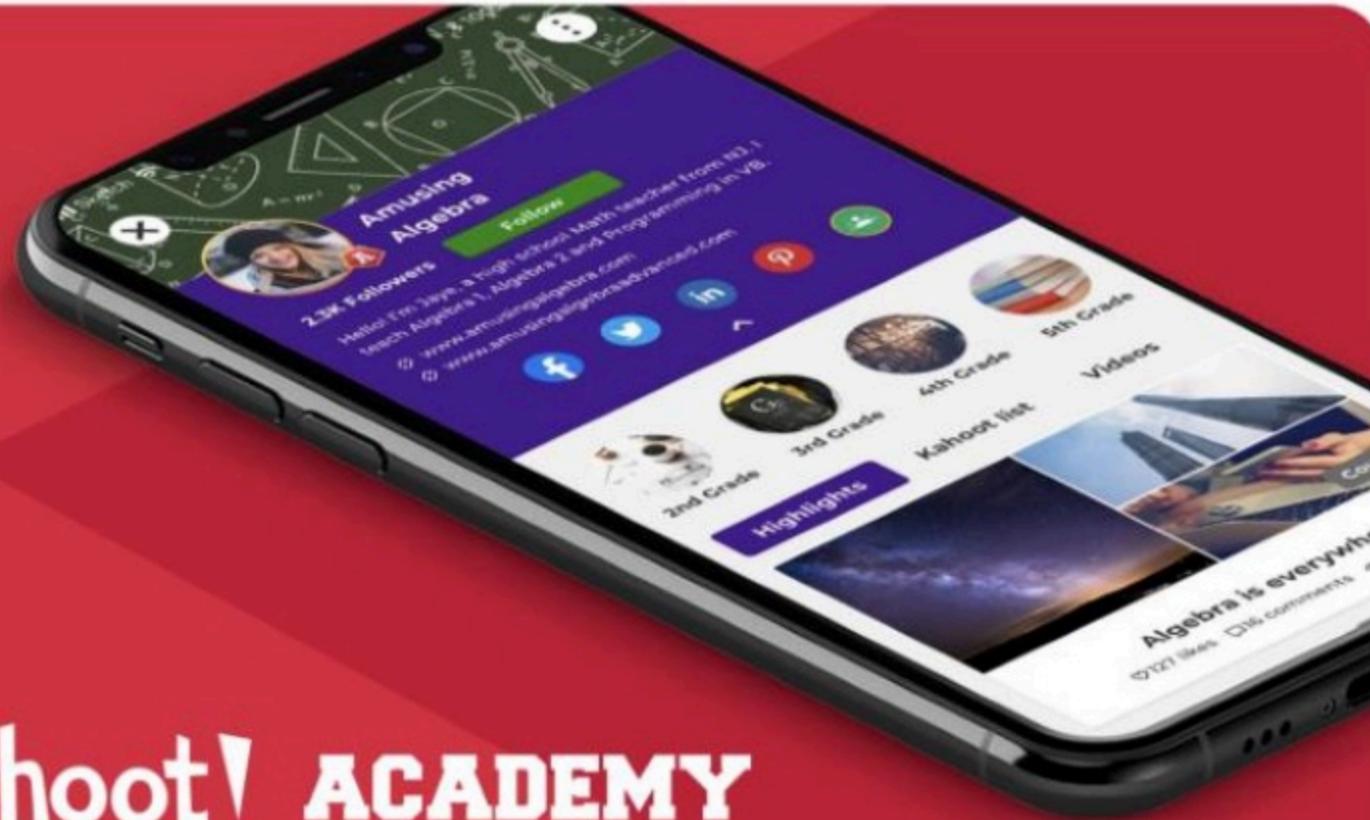
Mandy H just added a new lesson to her Kahoot! Academy profile: *Math 8 Pre-Algebra Refresher*

Embraced by over
6 million
players monthly



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

Aimee Copple



Kahoot! ACADEMY

Marketplace for educators

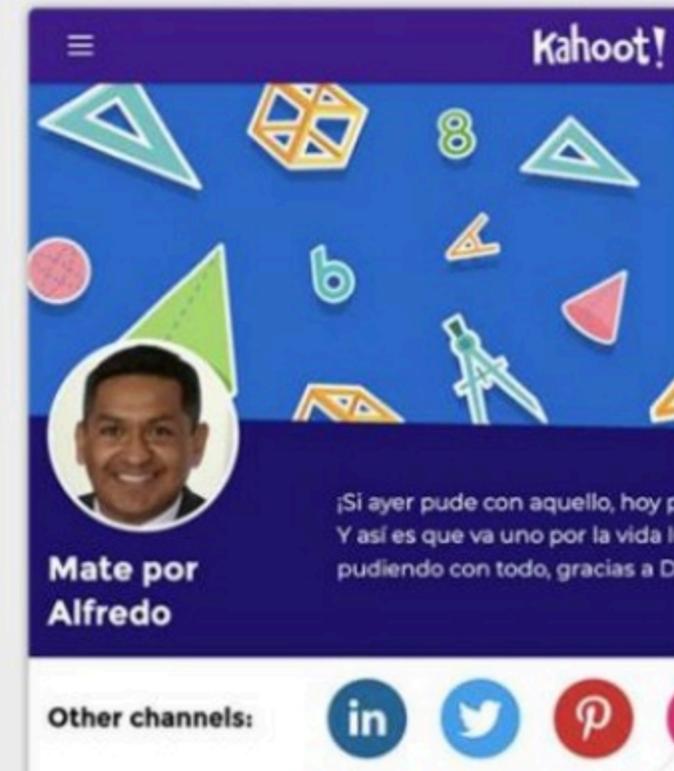


Premium verified content

K! ACADEMY
Verified educator

K! ACADEMY
Premium partner

Knowledge portal



The Kahoot! ecosystem platform

