

EduNova 2025 Annual Report & AI Vision 2026

Building the Future of Education in Southeast Asia

January 2026 | Board & Investor Briefing | Confidential

Strategic Briefing Agenda



1. 2025 Financial Momentum & User Scale



2. SEA EdTech Market Reality



3. Competitive Positioning & Defensibility



4. 2026 AI Vision: Three Strategic Pillars



5. Operational Roadmap & Capital Allocation



6. KPI Targets & Board Approvals

2025 Financial Momentum

Total Revenue

\$28.7M

+57.7% YoY ↑

Driven by consecutive Q3 (\$7.5M) and Q4 (\$8.2M) records.

Gross Margin

72.3% ↑

Expanded from 68.1% in 2024.

Capital Efficiency

\$230K/mo Burn Rate

Reduced from \$425K/mo, extending runway to 5.5 years.

Revenue Mix

47% B2C Individual

38% B2B Schools

15% Enterprise Training

Unprecedented User Scale and Engagement



5.8M

Registered Users
Inter Regular

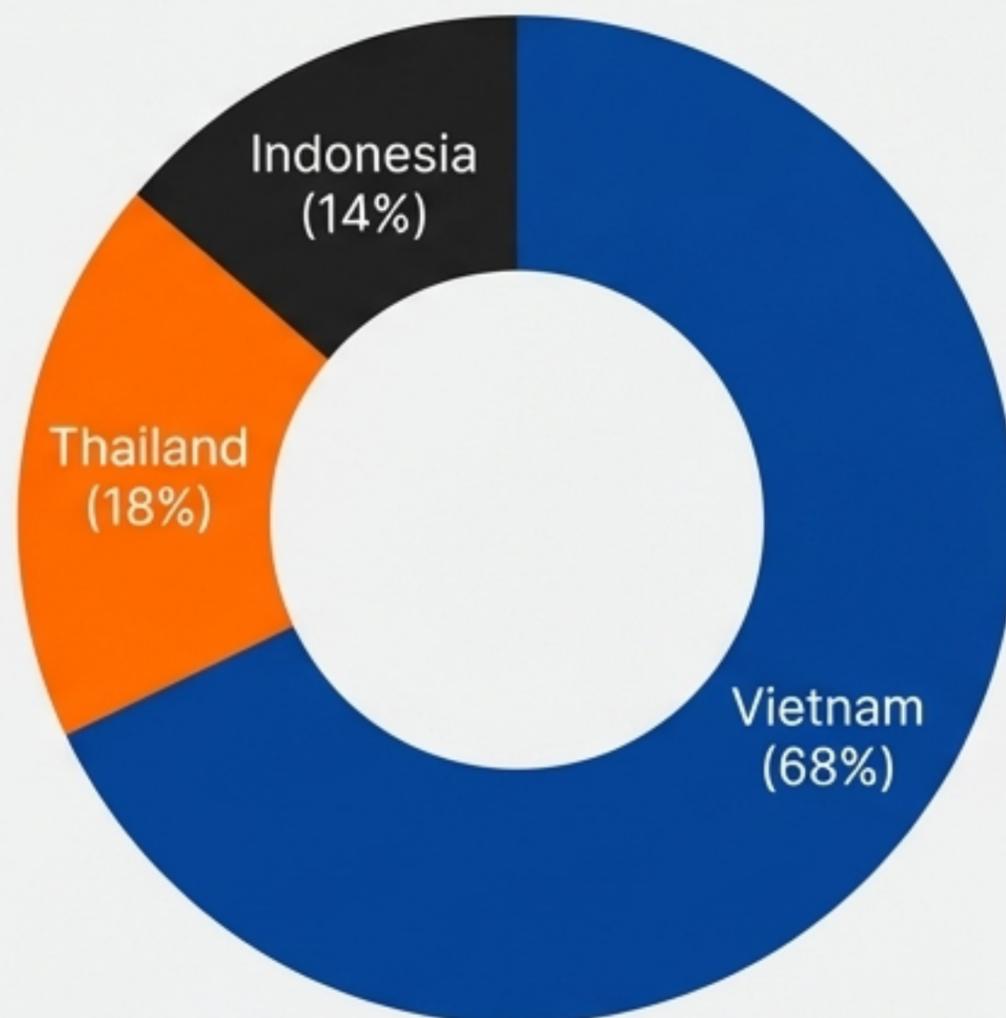
2.1M

Monthly Active Users
Inter Regular

+90.9% YoY



Geography



Engagement &
Product Validation

24-minute

Average session (+33% YoY)
Inter Regular

71 NPS

Industry-leading satisfaction score
Inter Regular

**85,000 AI Tutor
Beta users**

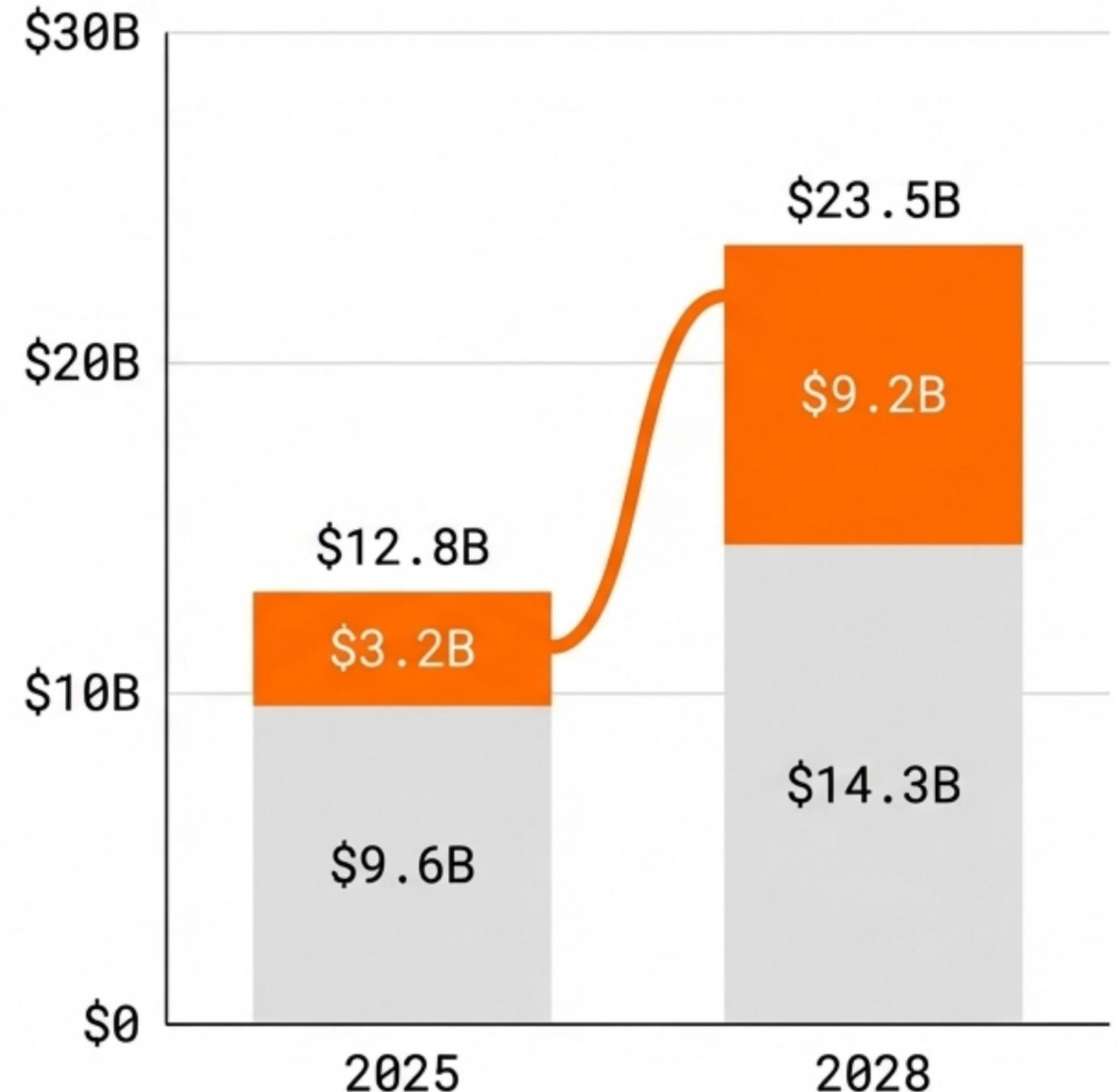
Driving a proven 23% average test
score improvement.

The AI Growth Engine in Southeast Asia

Macro Market Trends

- **AI is the Growth Engine:** AI-powered personalization is the fastest-growing market segment, representing 25% of total market value.
- **Mobile-First Reality:** 89% of users access via mobile, necessitating our offline-capable edge computing architecture.
- **Government Tailwinds:** Vietnam's \$500M 'Digital School' initiative directly targets our core demographic, validating our B2B strategy.

SEA EdTech Market Size Projection



Defensible Positioning Against Regional Incumbents

Key Takeaway:

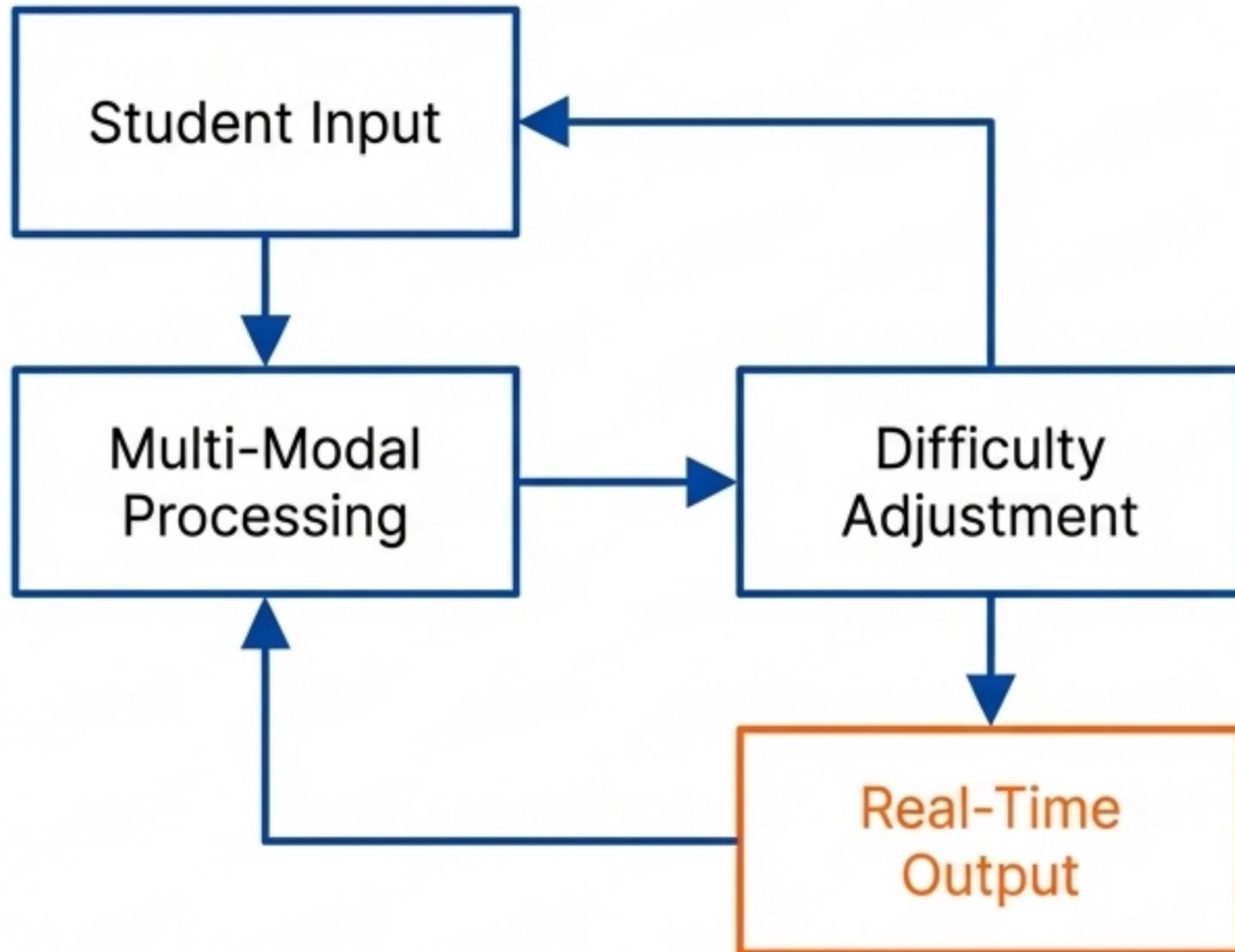
EduNova owns the high-growth AI tutoring segment with the strongest B2B distribution moat in Vietnam.

Dimension	EduNova	Ruangguru	Topica
Regional Rank	#4 Overall	#1 Overall	#2 Overall
AI Tutoring Rank	#1  (Market Leader)	Emerging	In Development
YoY Revenue Growth	57.7%  (Fastest)	Moderate	Flat
Institutional Moat	MOET  Partnership (500+ schools)	B2C Focus	Higher Ed Focus

Pillar 1: Scaling Personalized AI Tutoring

Vision: An intelligent, adaptive tutor for every learner in Southeast Asia.

The Adaptive Loop



Engine Upgrades

- Expanding from 2 to 8 core subjects.
- Reducing response latency from 3.2s to <1.5s.

Market Expansion

- Localizing the AI Tutor for the Philippines via DepEd partnership.

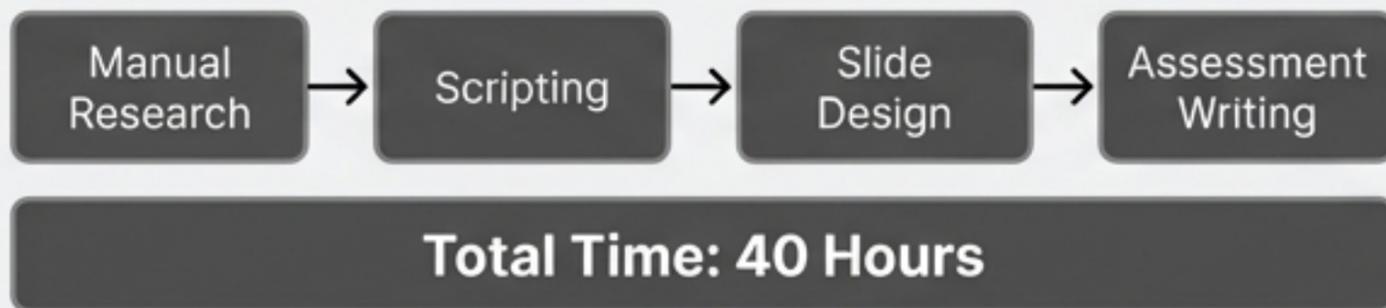
2026 Target

- 800,000 active AI Tutor users by EOY.
- Projecting a 30% average score improvement.

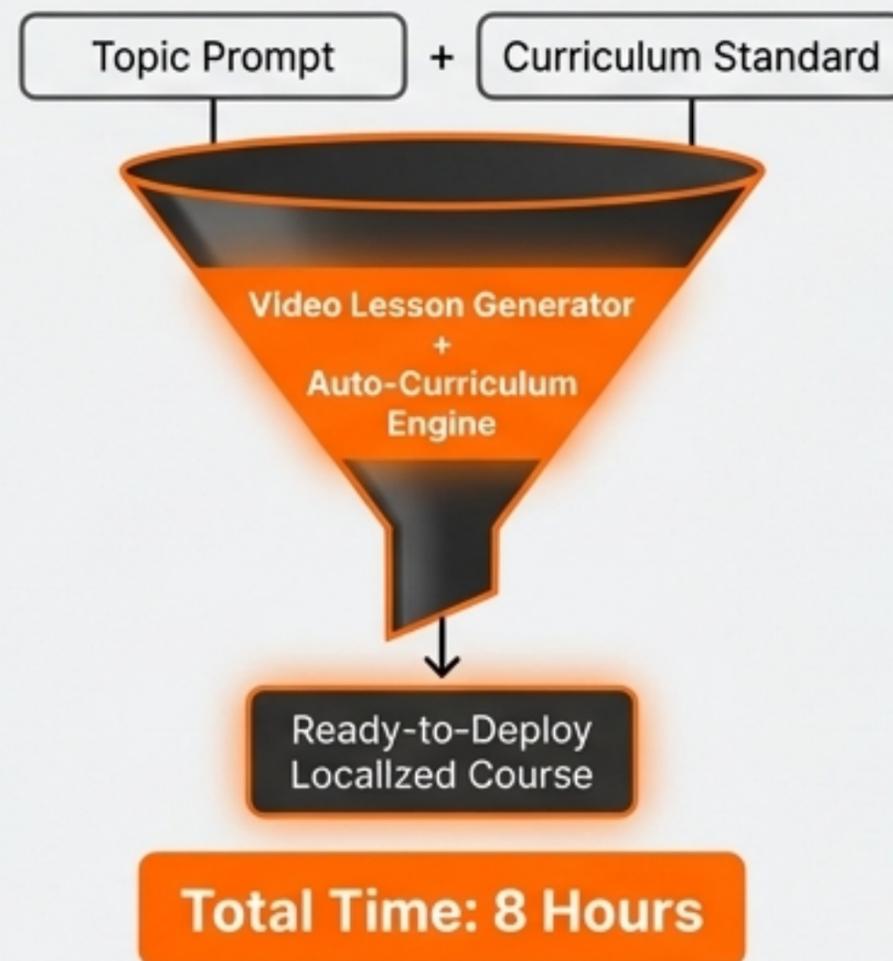
Pillar 2: Generative Content Creation

Vision: Empowering educators to build world-class curriculum at a fraction of the cost.

Traditional Course Creation



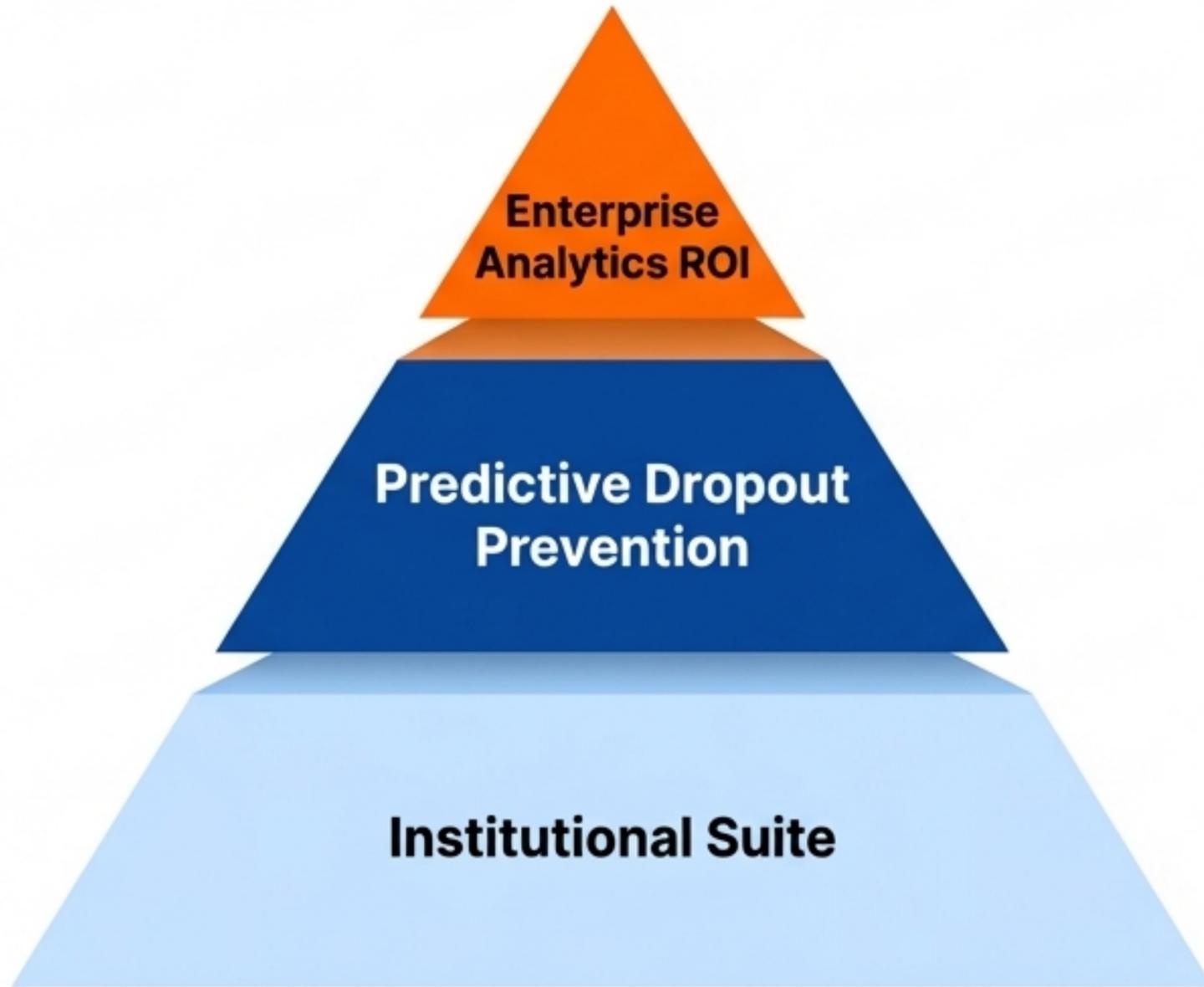
The EduNova AI Workflow



Monetization Strategy: Launching an AI-generated Teacher Marketplace with a 70/30 revenue share model.
2026 Target: 12,000 active teachers producing 45,000 courses.

Pillar 3: Predictive Analytics for Institutions

Vision: Transforming passive learning data into proactive institutional intervention.



Enterprise Analytics ROI

- Mapping level aggregated dashboards for MOET compliance and benchmark comparisons.

Predictive Dropout Prevention

- ML modeling predicting student risk 8 weeks in advance with 95% targeted accuracy.

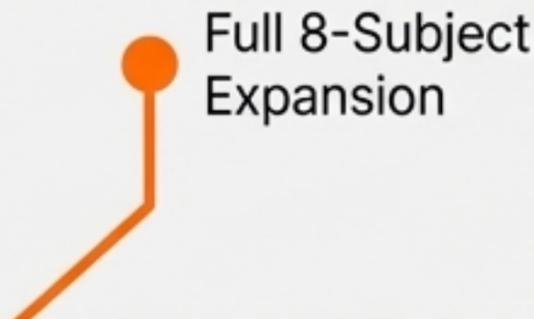
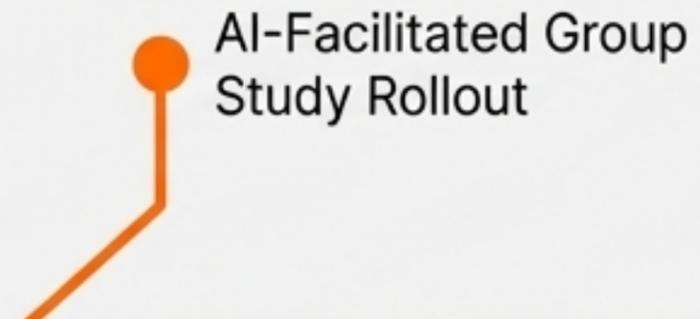
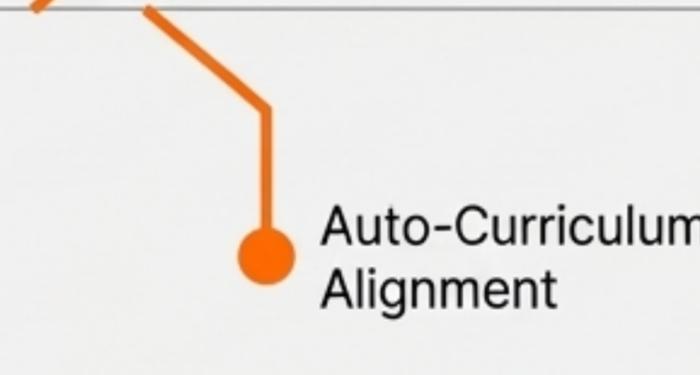
Institutional Suite

- District-level aggregated dashboards for MOET compliance and benchmark comparisons.

2026 Target

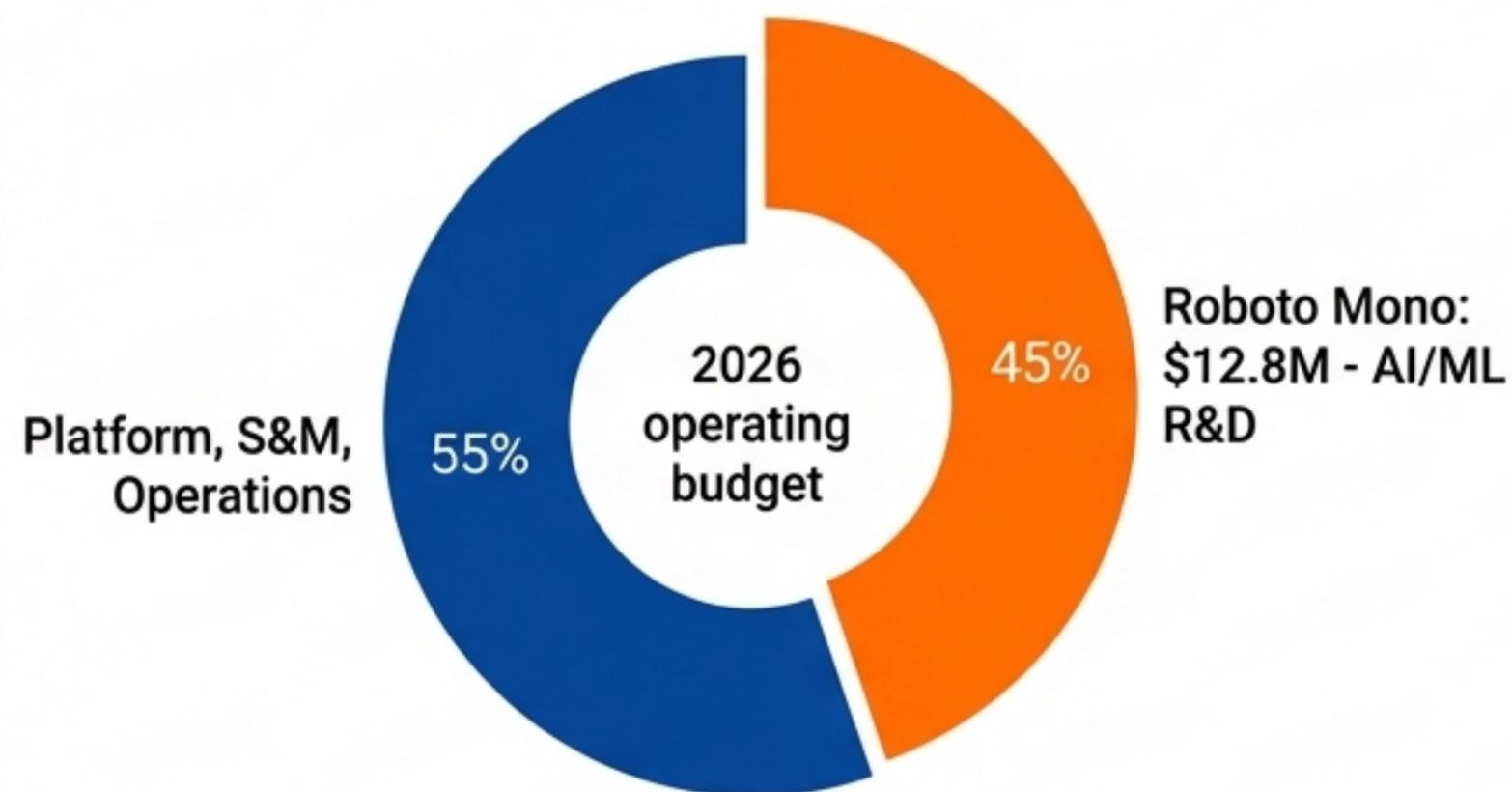
- 400 partner schools utilizing the suite to save 2,000+ at-risk students.

2026 Product Engineering Roadmap

Q1 2026	Q2 2026	Q3 2026	Q4 2026
 <p>Full 8-Subject Expansion</p>	 <p>Adaptive Learning Engine v2 (<1.5s latency)</p>	 <p>AI-Facilitated Group Study Rollout</p>	 <p>Philippines Market Launch</p>
 <p>Institutional Analytics Suite Deployment</p>	 <p>Auto-Curriculum Alignment</p>	 <p>Predictive Dropout ML Integration</p>	 <p>Teacher Content Marketplace Activation</p>

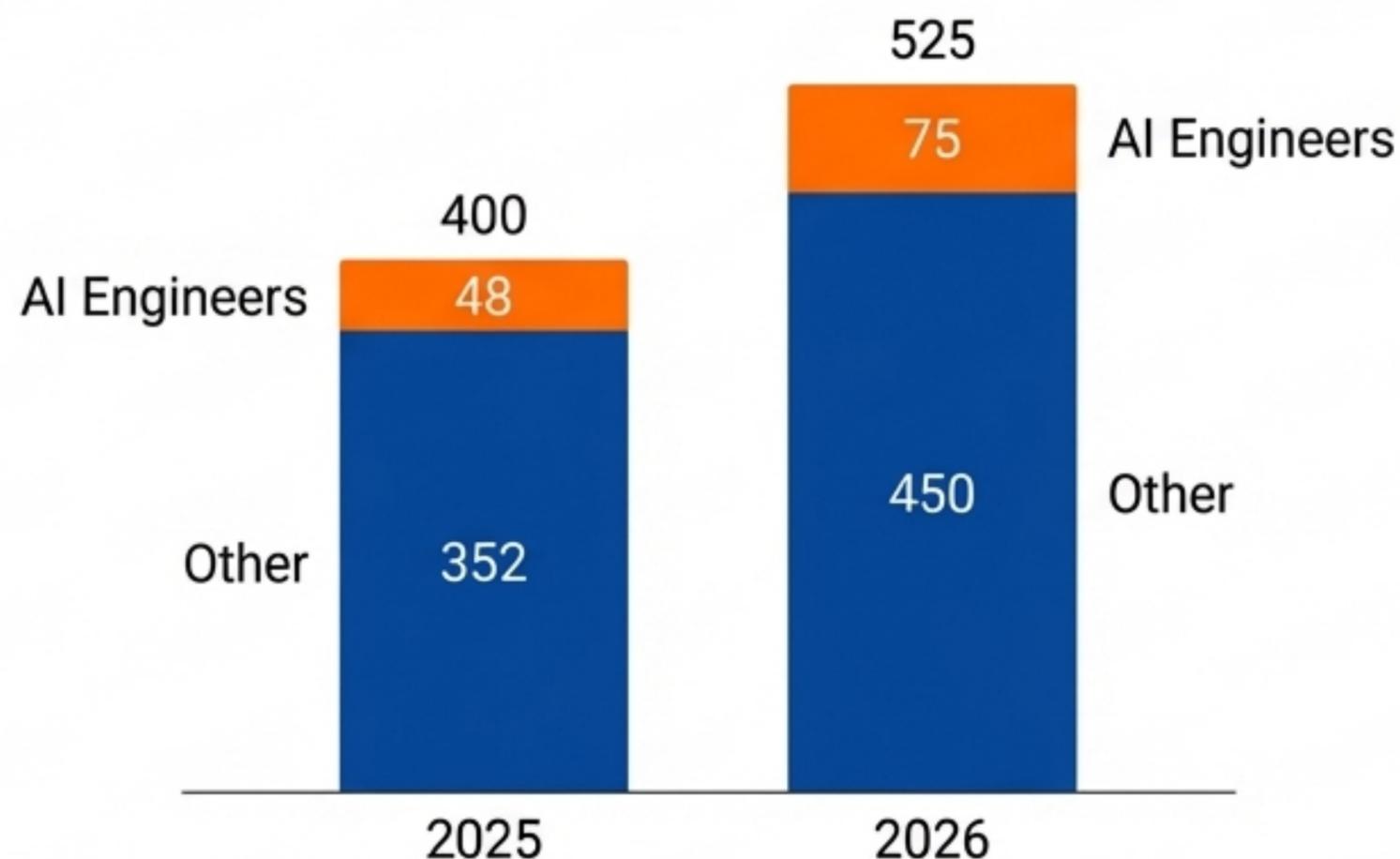
Capital Allocation & Engineering Talent

Capital Allocation (\$28.5M Total)



Infrastructure Strategy: Leveraging GCP and Vertex AI with edge computing for offline mobile tutoring.

Headcount Growth



Technical Focus: Expanding dedicated AI/Machine Learning engineering unit to 75 personnel.

Risk Assessment & Structural Mitigations

Risk Category	Impact Assessment	Structural Mitigation
 Compute Costs	LLM inference scaling could compress gross margins.	Negotiating high-volume GCP inference discounts.
 AI Hallucinations	Educational inaccuracies degrade user trust.	Human-in-the-loop review pipeline established for all published content.
 Data Privacy	Regulatory violations regarding minor data handling.	Full PDPD/PDPA compliance backed by \$1.2M security investment (SOC 2 Type II in progress).
 Regulatory Drift	Evolving state policies restricting AI in classrooms.	Active integration into Vietnam/Thailand government policy working groups.

The 2026 KPI Dashboard

Revenue

\$28.7M → \$48.0M

+67% Growth

Active Scale (MAU)

2.1M → 4.0M

Driven by Philippines launch

B2B Dominance

340 → 600

Partner Schools

Financial Independence

Target cash-flow break-even
achieved by **Q4 2026**.

Board Approvals & Immediate Next Steps

-  **1. Approve 2026 Operating Budget**
Authorize the \$28.5M total expenditure (including the \$12.8M AI R&D allocation).
-  **2. Approve Market Expansion**
Authorize the \$2.1M dedicated allocation for the Q4 Philippines market entry.
-  **3. Authorize Series C Preparation**
Mandate executive team to begin investment bank engagement for a \$30-\$50M target raise in Q3.