

Disrupting the Education Technology Sector by ‘*Changing the Way the World Learns English*’

COMPANY OVERVIEW:

Lingo Media (TSX-V: LM; OTCQB: LMDCF) is a global EdTech company that is ‘*Changing the way the world learns English*’, developing and marketing products for learners of English through various life stages, from classroom to boardroom. By integrating education and technology, the company empowers English language educators to easily transition from traditional teaching methods to digital learning. Lingo Media provides both online and print-based solutions through two distinct business units: ELL Technologies and Lingo Learning. Lingo Media has established successful relationships with key government and industry organizations internationally, with a particularly strong presence in Latin America and China, and continues to extend its global reach and expand its product offerings.

BUSINESS UNITS:

- **Lingo Learning (‘LL’):** Print-based publisher of English language learning programs in China. More than 18 million primary school students in China used Lingo Learning text books and supplemental materials to study English in 2016. In partnership with People’s Education Press, more than 585 million units have been co-published, greater than 60% market share.
- **ELL Technologies (‘ELL’):** Emerging international English language learning multi-media online training and assessment division creating new learning platforms. ELL Technologies provides more than 2,000 hours of SCORM (Sharable Content Object Reference Model) compliant immersive training in listening, speaking, reading and writing English. It is a leader in the development and production of innovative English instruction.



DIGITIZATION:

ELL Technologies' state-of-the-art learning management system is a key feature providing back end reporting, enabling the company to market and sell its products directly through distributors to academic institutions, governments and corporations.

Its two leading-edge technology tools, *Lesson Builder* and *Course Builder*, empower educators to easily transition from pure classroom, paper-based teaching into digital learning. Educators and trainers who purchase the company’s programs are able to easily create, convert, edit, and arrange lessons and courses as they see fit. ELL Technologies retains all rights to user generated content in order to continuously expand its digital library. Formative assessments and data gathering functionality further allow the company to adapt and continuously improve content and program iterations to address any specific problem areas, and ultimately to make the learning experience more accessible, efficient and measurable.



FINANCIAL PERFORMANCE:

- Revenue (TTM) totaled \$2.15M; For six months ended June 30, 2018 totaled \$1.04M;
- EBITDA (TTM) totaled \$(1.15M); For six months ended June 30, 2018 totaled \$128,387;
- Cash as at June 30, 2018 totaled \$239,763 as compared to \$70,097 as at March 31, 2018;
- Loans payable is \$90,000

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RECENT NEWS

August 27, 2018 – Lingo Media Reports Second Quarter 2018 Results

July 5, 2018 – Signs Distribution Agreement with WARP Worldwide

June 13, 2018 – ELL Technologies and iTEP International Enter into Partnership to Provide Online Accreditation

June 1, 2018 – Secures Sales Contract with Unidades Tecnológicas de Santander in Colombia

SELECT FINANCIALS

Stock Symbol:	(TSX-V: LM) (OTC QB: LMDCF)
Share Price (As of 08/31/2018):	\$0.11 (CAD)
52-Week Trading Range:	\$0.045 - \$0.30 (CAD)
Shares Outstanding:	35.5M
Market Capitalization:	\$3.90M (CAD)
Revenue (TTM):	\$2.15M
EBITDA (TTM):	\$(1.15M) (CAD)
Net Income (TTM):	\$(6.37M) (CAD)
Revenue First Six Months of 2018:	\$1,040,514
Cash (As at June 30, 2018):	\$239,763

MARKET OVERVIEW:

There are 1.6 Billion people learning English language globally.¹ English language learning products and services are a \$56.3 Billion global market.² Expenditures on digital English learning products accounted for \$2.5 Billion (or 7.3%) of the global market in 2017², increasing to \$3.1 Billion by 2018.² Lingo Media is uniquely positioned to seize this market opportunity with scalable, state of the art online learning technology and solutions.

¹Source: British Counsel ²Source: Ambient Insight

STRATEGIC FOCUS:

- Proprietary and state-of-the-art learning management system provides back-end reporting and enables the company to market and sell to academic institutions, governments and corporations.
- Educators and trainers who utilize the programs are able to easily create, convert, edit, and arrange lessons and courses as they see fit. Lingo Media retains all rights to user generated content to continuously expand their digital library.
- Formative assessments and data gathering functionality allows the company to adapt and improve content and program iterations to address specific problem areas and to make learning more accessible, efficient and measurable.

CASE STUDY – SENA MILESTONE CONTRACT:

ELL Technologies and eDISTRIBUTION SAS awarded multi-million dollar contract in Colombia, South America for providing digital content library to SENA, Colombia's national training service. Major milestones include: (1) corporate milestone - high profile government contract providing recognition throughout Latin America; (2) distribution milestone - first transaction with eDISTRIBUTION; (3) revenue milestone - multi-million dollar/high margin contract; and (4) product development milestone - self funding development of the largest digital resource content library in the world.

LEADERSHIP:

Michael Kraft – President & CEO: Visionary and entrepreneur with more than 25 years of experience in sales, marketing and corporate management, with a strong record of success in both public and private companies. Michael has successfully raised over \$100 Million in equity financing for projects internationally. Under Mr. Kraft's stewardship, Lingo Media expanded its reach into the English language learning education market through a series of strategic acquisitions and transitioned from print-based publishing into online training.

Gali Bar-Ziv, COO: Developed brand strategies that grew product sales by 700% in his prior position. Turned around a \$300 Million operating division of Fairfax Financial.

Khurram Qureshi, CFO: Chartered Accountant with more than 25 years experience in the field of accounting and corporate finance. Held senior positions with several small to medium-sized public companies, and was a key member on several merger and acquisition teams.

Disclaimer: Portions of this press release may include "forward-looking statements" within the meaning of securities laws. These statements are made in reliance upon Sections 21E and 27A of the Securities Exchange Act of 1934, which involve known and unknown risks, uncertainties or other factors that could cause actual results to differ materially from the results, performance, or expectations implied by these forward-looking statements. These statements are based on management's current expectations and involve certain risks and uncertainties. Actual results may vary materially from management's expectations and projections and thus readers should not place undue reliance on forward-looking statements. Lingo Media has tried to identify these forward-looking statements by using words such as "may," "should," "expect," "hope," "anticipate," "believe," "intend," "plan," "estimate" and similar expressions. Lingo Media's expectations, among other things, are dependent upon general economic conditions, the continued and growth in demand for its products, retention of its key management and operating personnel, its need for and availability of additional capital as well as other uncontrollable or unknown factors. No assurance can be given that the actual results will be consistent with the forward-looking statements. Except as otherwise required by US Federal securities laws, Lingo Media undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, changed circumstances or any other reason. Certain factors that can affect the Company's ability to achieve projected results are described in the Company's filings with the Canadian and United States securities regulators available on www.sedar.com or www.sec.gov/edgar.shtml.