



TSX VEN: SLC

www.serebra.com

Serebra Corporate Overview

Serebra at a glance

Based in Vancouver, Canada, Serebra Learning Corporation is an innovative e-learning solutions provider with over 20 years of industry experience. Companies, organizations and individuals worldwide turn to Serebra for the latest technology to deliver and manage personal and professional training and development.

Serebra's three main products are:

- | | |
|------------------------|---|
| easyLearning | a corporate social responsibility program offering discounted courses to the developing world and charitable organizations in North America |
| Serebra Campus | a learning management system (LMS) and courseware |
| Serebra Connect | a marketplace platform for industry leaders seeking to build direct-to-consumer market environments |



Serebra Company History

23 years of industry experience

- 1987** FirstClass Systems is founded.
- 2001** The company changes its name to Serebra Learning Corporation.
- 2003** Serebra launches its LMS, Serebra Campus, to help organizations deliver and manage professional training and development. Concurrently, Serebra builds its course catalogue, which currently consists of more than 7,000 desktop skills, IT and other professional development courses.
- 2004** Serebra launches easyLearning, a skills development program designed to help bridge the education gap in developing nations.
- 2007** Serebra launches Serebra Connect to help create work opportunities for easyLearning students and others in both the developing and developed world.

Serebra receives an invitation to join the Clinton Global Initiative (CGI), which brings together global leaders to find solutions to the world's most pressing challenges.
- 2009** Serebra launches version 3.0 of Serebra Campus LMS.
- 2010** Serebra announces addition to board of directors.
- 2011** Serebra announces change in management.



Serebra Vision and Mission

Vision

To be a leading global e-learning and technology solutions provider admired for our commitment to excellence, dedication to innovation, and desire to make a positive impact on the world through our passion for education.

Mission

Serebra's mission is to:

- provide innovative e-learning solutions to companies, organizations and individuals worldwide.
- offer the latest technology to deliver and manage professional training and development to organizations of any size or complexity.
- demonstrate social responsibility by breaking down geographic, economic and social barriers to ensure that people everywhere can access high-quality training.



Serebra Business Environment

A positive outlook

- In times of economic downturn, e-learning is seen as a smart way to preserve and enhance a company's competitive advantage.
- The e-learning market continues to expand and grow with employers increasingly offering e-learning to provide flexible, timely and efficient employee training.

Serebra Market Dynamics

The North American e-learning industry*

- The LMS market represents over \$860 Million, made up of over 60 different providers
- The six largest providers constitute over 50% of the market
- 40% of training organizations report having an LMS installed
- 36% of the small business market currently uses an LMS

**For more information, Bersin, Josh; Howard, Chris; O'Leonard, Karen; Mallon, David (2009), Learning Management Systems 2009, Bersin & Associates, www.bersin.com*



*easy*LEARNING

serebra
campus

serebra
connect™

Serebra Key Company Strengths

Serebra offers:

- Over 20 years of industry experience
- Easy-to-use and easy-to-maintain systems
- Innovative, high-quality technology solutions at extremely competitive pricing
- A focus on the small to medium-sized business market – the market offering the greatest opportunity for growth (only 36% of these companies use an LMS)
- Over 7,000 courses sourced from a range of content providers
- Expert resellers operating across various industries and markets
- Global client base
- Superior customer service



*easy*LEARNING

serebra
campus

serebra
connect™

Serebra Company Clients

Canada	United States	International
Calgary Lab Services	AAR Corporation	Etisalat Academy (UAE)
Canadian National Railway	CoreLogic	Pakistan Telecom (Pakistan)
Correctional Services Canada (Prairies)	FMC Corporation	SFI (Philippines)
Highland Valley Copper	NW Natural Gas	
Investors Group	Portland Public Schools	
London Drugs	Raytheon Polar Services	
Municipal Health & Safety Assocn. (ON)	Securian Financial	
Prospera Credit Union	Tahoe Donner	
Royal LePage	Telcordia	
Sony Music Canada	Trader Joe's	
University of Regina		
Verity International Ltd.		
Wika Instruments		
Workers Compensation Board (AB)		



Serebra Business Cases

Serebra solutions help people learn in all industries		
<p>Risk mitigation & business solutions provider</p> <p>Serebra Campus is used by this customer to improve employee productivity and efficiency through time management and communication skills training. To meet the needs of their technical staff, this customer has also included certification training in technical tracks.</p>	<p>Mining operation</p> <p>This Serebra Campus customer offers training in subjects relevant to its industry, such as project management, safety, and transportation. The solution is also used to help IT staff keep their skills current, by offering a large selection of technical courses.</p>	<p>K-12 School district</p> <p>This client offers e-learning courses centered on improving desktop productivity and also offers and manages instructor-led events through Serebra Campus to create a total learning solution.</p>
<p>Telecommunications company</p> <p>In this scenario, this client uses Serebra Campus to provide access to information for the entire customer base of one of its business units. Learners are only allowed to view and take courses that are assigned to them, which helps the customer manage training dollar usage.</p>	<p>Real estate services provider</p> <p>This customer offers standard desktop and business skills training, as well as proprietary content and courseware in French. Learners are required to pay for their own courses, leveraging Serebra Campus' ecommerce capabilities, and new course offerings and incentives to take training are advertised on the site's home page.</p>	<p>Diagnostic laboratory</p> <p>Serebra Campus is used by this customer to offer training in a wide range of topics such as desktop applications, business skills, leadership and management training and project management. Learners must receive approval to take courses, which ensures training reaches its intended audience.</p>



Serebra The Team

Experienced Management:

Taleeb Noormohamed, President and CEO

Taleeb assumed his role at Serebra after helping to deliver the successful Vancouver 2010 Winter Games as Vice -President, Strategy and Partnerships. Prior to the Games, Taleeb served in key posts in the Government of Canada and had success as an entrepreneur launching an innovative online community dedicated to transforming the way students connect with educators to learn. He has also managed business development for a major US-based provider of online sales management solutions, and founded and led the e-business strategy consulting practice of an international professional services organization. Taleeb holds a BA from Princeton University and did his Doctoral work at Oxford University.

Derek Leung, Chief Operating Officer

Prior to joining Serebra, Derek worked in the financial services industry for AXA Advisors, helping clients manage their assets and plan their financial strategy. He also worked as a Senior Web Developer for Andale Inc., a startup company based in Silicon Valley that developed online auction and e-commerce management software. He managed key components in the development of the application that launched in several international and vertical industry markets. Derek earned his BA in Neurobiology and Economics from Cornell University and an MBA in Real Estate Finance from the University of Southern California, Marshall School of Business. Derek also holds various securities, investment advisory, and insurance licenses.



Serebra The Team

Experienced Management:

Aslam Nathoo, Vice President, Product Strategy

Aslam Nathoo joins Serebra after leading technology implementation projects for Sun Microsystems and Oracle. He has more than 17 years of experience in the technology industry, focused on product strategy, data integration and training. Aslam holds a BBA from the University of Phoenix. As VP of Product Strategy, Aslam is responsible for determining the vision and future direction of Serebra products and overseeing the execution of product development.

Abdul Mohamed, Chief Financial Officer

Abdul joined Serebra in July 2006 and has over ten years of experience in accounting, financial planning, analysis and management systems, and has experience with both public and private companies. Abdul received a BBA and a Co-Op Education certificate from Simon Fraser University. He also has Certified Management Accountant (CMA) designation.

Chris Stairs, Vice President, Sales

Chris joins Serebra from the Vancouver 2010 Olympic & Paralympic Winter Games where he oversaw a team responsible for selling and servicing the corporate ticket and premium products program world-wide. Chris's sales and service career spans over 15 years across a range of operational start-ups, most notable of which include FIFA U20 World Cup Canada 2007, FedExForum, and the Memphis Grizzlies NBA basketball franchise. Chris holds a BA from McGill University and an MBA from the University of British Columbia. Chris is responsible for implementing a sales and service culture that ensures Serebra is responsive to our client's needs.



Serebra The Team

Experienced Management:

Brian Taylor, Vice President, Professional Services

Brian has been with Serebra and involved in e-learning for over twenty years. He is Vice President of Professional Services ensuring that there is strong collaboration between the sales and product teams. Brian has managed the company's large in-house development projects and has a comprehensive understanding of all of Serebra's technology products.

Jenée Elborne, Director, Communications and Investor Relations

Jenée joins Serebra following almost 4 years with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). She worked closely with the Government Relations and CEO Office teams and managed sponsor and government communications and media relations for the Torch Relays. Prior to joining VANOC, Jenée worked with leading Vancouver PR agency Hoggan, Industry Canada and the Canadian Embassy in Washington D.C. Jenée has a BAH in Political Studies from Queen's University and an MA in International Relations from the University of Westminster campus in Paris. At Serebra, Jenée leads the communications and investor relations department and also holds responsibility for the company's corporate social responsibility program.



Serebra The Board of Directors

An Experienced Board:

Aziz Pirani

Mr. Pirani is an independent consultant and currently serves on the Board of Directors of Uniserve Communications Corporation and Kinzin International. Mr. Pirani has extensive experience and a successful track record in the IT Services and telecommunications industry. He has demonstrated his ability to build new markets, develop staff and business partners and in increasing shareholder value. He was previously VP Americas at TELUS International and prior to that Managing Director, TELUS Client Solutions in Toronto, where he played an important role in the successful growth of TELUS' eastern Canada operations. Additionally, prior to the acquisition by TELUS, Mr. Pirani was the VP Sales at ISM-BC, one of BC's largest technology organizations with revenues of over \$350Million. Previous to this, Mr. Pirani spent 15 years at Xerox Canada where he held various positions in Sales and Marketing management. Mr. Pirani holds a BA (Double Major with Honors) in Economics and Commerce from Simon Fraser University.

Albert Sicignano

Mr. Albert Sicignano is an industrial scientist, inventor and co-founder/partner of several high tech companies. Mr. Sicignano has over 40 years diverse experience in numerous areas of technology. He was a senior scientist and program leader at Philips Research Labs, Briarcliff Manor, NY (Corporate R&D for Philips Electronic NV). He also spent 10 years as a founding partner of Nanometrology LLC, General Sensing Systems LLC and General Phosphorix LLC, Ardsley, NY.

Victor J. E. Jones

Mr. Victor Jones has focused his career on the commercialization of new technologies and providing strategic and governance services to growth companies. Mr. Jones' diverse business and technology background includes senior executive positions in emerging technology, venture capital and mineral exploration companies. He has also served on the boards of a number of private and public companies, frequently taking the lead in finance and board governance matters.



Serebra Key Strategies for Growth

Goals

1. Continue to focus on our core LMS business and develop new and recurring revenue streams by:
 - Increasing number of sales associates
 - Implementing strategic sales and marketing campaigns
 - Migrating current clients to latest LMS platform and new pricing model
 - Increasing number of new clients and base of recurring revenue
2. Integrate Serebra Campus LMS with Talent Management and HR solutions systems
3. Actively monetize Serebra Connect as a professional services marketplace solution for direct-to-consumer market environments
4. Partner with fellow Clinton Global Initiative members and other global partners to disseminate easyLearning in the developing world and to charitable organizations in North America
5. Pursue strategic partnerships with resellers, content providers and retail partners
6. Consider strategic acquisitions in established vertical markets



Serebra Financial Update

Highlights: Third Quarter of Fiscal 2011*

- Revenue of \$122,085
- Over \$170,000 drop in direct and non-direct costs compared to the same quarter a year ago
 - Direct costs of \$15,787 (2009: \$137,141)
 - Non-direct costs of \$315,118 (2009: \$367,756)

**For three months ended December 31, 2010 (unaudited). For further information see sedar.com*



*easy*LEARNING

serebra
campus

serebra
connect™

Serebra Long-Term Financial Objectives

Goals

1. Balanced revenue growth through increased sales revenue and strategic acquisitions
2. Continue to diversify into verticals of strength to increase sources of revenue
3. Continued operating margin expansion
4. Strong cash flow from operations
5. Increase value for stakeholders

Serebra Investment Merits

Why Serebra?

1. Serebra is a company with an **entrepreneurial spirit, strong technical skills** and a strategic view to **building for the future**.
2. The learning management software industry **and the business of learning continues to grow** and Serebra is well-positioned to capitalize on this trend, developing innovative product while enhancing sales and marketing strategies.
3. We have a **highly experienced management team and board of directors** committed to delivering value to our shareholders.
4. Our products have stood the test of time – we have a long history with many of our clients and we pride ourselves on ensuring that **our solutions meet their needs and aspirations**.



*easy*LEARNING

serebra
campus

serebra
connect™

Thank you!

For additional information contact Jenée Elborne:

jenee.elborne@serebra.com
604 676.5480 ext. 222

www.serebra.com



easyLEARNING

serebra
campus

serebra
connect[™]