

Thinkific Deploys AI Features Across its Platform to Simplify and Scale Learning Experiences

VANCOUVER, BC, Dec. 17, 2024 /CNW/ - Thinkific Labs Inc. ("**Thinkific**" or, the "**Company**") (TSX: THNC), a leading cloud-based software platform that enables entrepreneurs and established businesses to create, market, and sell digital learning products, today announced the deployment of a host of new AI features designed to streamline the entire process of creating, marketing and selling digital products for its global community of customers. Standout features include a single-prompt AI Course Landing Page Generator and an AI-powered Email Marketing Tool, both of which aim to simplify the path to success for customers, allowing them to build and sell impactful learning products quicker.

"AI excels when it solves real challenges and key to our ongoing strategy is to help our customers achieve more with less effort," said Greg Smith, Thinkific CEO. "We've built a platform that provides the power of an AI partner when they need it, to see success with their learning experiences faster and build incredible businesses."

Rather than developing as a series of standalone features, Thinkific has woven AI into the entire workflow of its platform to create a cohesive experience, where AI is able to strategically seed ideas, provide appropriate templates, tips, insights and optimize content at key stages. Features also directly address common challenges faced by digital entrepreneurs, able to drive sophisticated sales and marketing initiatives even for those with little or no previous experience.

The **AI Course Landing Page Generator** enables customers to quickly produce polished, professional landing pages tailored to their course's target audience in minutes. By simply inputting a core idea and audience details, customers receive a ready-to-publish page complete with customized copy and layout. "The ability to turn an idea into a sellable, downloadable product in literally minutes is a huge advantage for any creator and can be very lucrative," commented Kristen Bousquet, founder of Soucialmate.

The **AI-Powered Email Marketing Tool** further simplifies the marketing process by automating the creation of targeted email sequences for courses, webinars, and digital downloads. Educators can build full sales funnels in minutes, with optimized subject lines, call-to-action suggestions, and tailored messaging. The feature helps educators expand their reach and boost course sales without the complexities of traditional email marketing.

Additional AI features include:

- **AI Tools Hub:** Provides tailored suggestions for business names, course titles, and community names, helping customers to establish a strong, unique brand identity.
- **AI Course Outline Generator:** Speeds up the course creation process by generating structured outlines from simple prompts, helping customers jumpstart content development.
- **Auto Video Captioning:** Broadens accessibility of content with AI-generated closed captions for video lessons.
- **AI Quiz Creator:** Generates quizzes from lesson content in minutes, streamlining student assessments.
- **AI Product Builder:** Enables customers using The Leap to launch mobile-optimized learning products with structured content, images, quizzes, and video prompts—all crafted with minimal input.
- **AI Copy Co-Pilot:** Assists customers in editing and optimizing content on the go, including tone and SEO adjustments for product pages and emails.

Thinkific's AI enhancements are part of a broader strategic vision to make digital entrepreneurship accessible and profitable for educators globally. In line with this vision, Thinkific is actively developing further innovations to enhance course creation, marketing, and community-building, enabling more people to share their expertise and build successful businesses through online education.

About Thinkific

Thinkific (TSX: THNC) makes it simple for customers and established businesses of any size to scale and generate revenue by teaching what they know. Our platform gives businesses everything they need to build, market, and sell digital learning products - from courses to communities - and to run their business seamlessly under their own brand, on their own site. Thinkific's 50,000+ active customers earn hundreds of millions of dollars in direct course, membership and community sales while teaching tens of millions of students. Thinkific is headquartered in Vancouver, Canada, with a distributed team.

For more information, please visit www.thinkific.com.

This news release includes forward-looking statements and forward-looking information within the meaning of applicable securities laws ("forward-looking statements"). Often, but not always, forward-looking information can be identified by the use of words such as "plans", "is expected", "expects", "scheduled", "intends", "contemplates", "anticipates", "believes", "proposes" or variations (including negative and grammatical variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking

statements in this news release include statements regarding the Company's introduction of new AI features; the anticipated benefits that these new features can have for Thinkific and our Plus customers; the Company's addressable markets for its solutions; capturing market share; competitive advantage; advances in and expansion of the Company's offered platform service; the continued development and success of new products and services; expectations related to increased adoption of Thinkific's platform and standalone products; and expectations regarding revenue and the revenue generation potential of Thinkific; and expectations and timing of the Company's development of further innovations. Such statements and information are based on the current expectations of Thinkific's management, and are based on assumptions and subject to risks and uncertainties. Although Thinkific's management believes that the assumptions underlying these statements and information are reasonable, they may prove to be incorrect. Except as required by applicable securities laws, forward-looking statements and information speak only as of the date on which they are made and Thinkific undertakes no obligation to publicly update or revise any forward-looking statement or information, whether as a result of new information, future events or otherwise.

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