

10 November 2015

Leanne Graham, Leading Tech Entrepreneur and Former Xero Executive

Appointed as Chairperson of Velpic

Highlights

- Leanne Graham, currently Non-Executive Director of Velpic, has been appointed Chairperson for the Company
- Ms Graham brings over 28 years of executive sales and technology experience to the role
- Strong track record of leading Software as a Service (SaaS) businesses; former Executive of Xero's New Zealand operations; current Non-Executive Director and former Chief Executive Officer of start-up GeoOp which she listed on the New Zealand stock exchange
- As Chairperson of Velpic, Ms Graham will focus on driving the strategy for customer acquisition growth and international expansion for the business
- The appointment strengthens Velpic's ability to expand the reach of its innovative video eLearning solution to enterprise and SME customers

Velpic Group (ASX: VPC) ('Velpic' or the 'Company') is pleased to announce that Ms Leanne Graham, currently Non-Executive Director, has been appointed as the Chairperson of the Velpic Board effective immediately.

Mr John Lester, current Chairperson, will step down from the Board, after a period of successfully leading the Company through its acquisition and listing via International Coal Limited. The Board would like to thank Mr Lester for his integral role and contribution to the business during such an important transactional period.

Ms Graham commences her role as Chairperson as a successful entrepreneur with a strong track record of managing growing companies. This is demonstrated by her highly successful tenure as General Manager and Global Head of Sales at Xero. More recently she successfully drove the growth of early stage mobile employment management platform, GeoOp as Chief Executive Officer and now as a Non-Executive Director.

Ms Graham is also the co-founder and director of iExecute SaaS Ltd, a consulting business advising early stage and established SaaS companies on business strategy and execution. With over 28 years' experience specialising in software solutions, she is able to help technology businesses to effectively leverage their software capabilities through cloud and mobile opportunities.

Velpic Chief Executive, Russell Francis, commented:

"I am delighted to welcome Leanne as Chairperson of the Velpic Board. Leanne is undoubtedly well placed to lead Velpic as it continues to grow and is a highly regarded SaaS expert who brings a wealth of technology experience and corporate expertise to the role. As Chairperson, she will provide strategic advice on both customer acquisition and international expansion for the business as it continues to grow its customer footprint across Australia and globally."

"I would like to take the opportunity to thank John Lester for his significant contribution to the Board and for leading International Coal's successful acquisition of Velpic."

Leanne Graham, incoming Chairperson, commented:

“My passion for making education and training far more accessible comes from a knowledge of the detrimental impact and impediment a lack of these can have on businesses and their employees. Velpic's Software-as-a-Service solution has the potential to solve the many educational and training problems presently facing enterprises and SMEs, giving it the potential to transform businesses - that is what has drawn me to the Company. As a young and dynamic Company, I'm very excited about the opportunities ahead for Velpic and delighted to be taking on the role of Chairperson to help with the forward direction of the Company.”

****ENDS****

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About the Velpic Group

The Velpic Group consists of two related entities: Velpic, a cloud-based video e-Learning platform, and Dash Digital, a brand technology agency.

Velpic has developed a unique online platform that provides a scalable, cloud-based training, induction and education solution for businesses. The platform has been over two years in development, and allows businesses to create their own training lessons and distribute them to staff and contractors, who can access the Velpic Platform on all devices including mobile phones and tablets.

The cloud-based platform has global potential and is set to disrupt the traditional Learning Management System (LMS) marketplace.

Velpic has an extensive list of ASX 200 clients using the platform, and the Velpic Group has achieved revenue of approximately \$2m over the past 12 months.

Dash Digital is a full service digital branding, marketing, web and app development organisation that seamlessly blends creative and development talents across all disciplines – visual design, print graphics, websites, software development and online marketing.