

19 November 2015

## Alcoa Signs up to Velpic's Cloud-based eLearning Platform

### Highlights

- Alcoa has signed up to Velpic's cloud-based eLearning platform
- Alcoa will use the platform initially to provide inductions for staff working at WA aluminium refineries
- As a software-as-a-service platform, Velpic will receive subscription fee revenue for providing access to its video eLearning platform, along with pay per view (PPV) fees for each lesson completed and professional service fees for implementation
- Strong validation of the Velpic cloud-based eLearning platform offering from a world-leading aluminium producer
- Aligns strongly with the Company's growth strategy to build its customer footprint across Australia – monthly client growth rate of 18% for September

**Velpic Group** (ASX: VPC) ('Velpic' or the 'Company') is pleased to announce that, Alcoa of Australia Limited, owned by S&P 500 company Alcoa Inc (NYSE:AA), has signed up to Velpic's unique online cloud-based eLearning platform to provide training for existing staff and union members, as well as induction training to all new staff members.

Alcoa previously engaged Velpic to create desktop multi-media training and has now chosen to use the full Velpic eLearning Platform.

This contract provides strong validation of Velpic's core product offering from global aluminium giant, Alcoa and aligns strongly with the Company's growth strategy to build its customer footprint across Australia. Velpic achieved a monthly client growth rate of 18% for September 2015.

Alcoa is the World's third largest producer of aluminium. As a large multi-national mining company, it has substantial operations in Australia, including an integrated bauxite mining, alumina refining and aluminium smelting system.

Using Velpic's cloud-based technology platform, Alcoa will be able to train and induct its staff at a lower cost, from any location, on any device, including smart-phones and tablets.

Velpic's in-house professional services team will work alongside Alcoa to produce staff inductions, migrating Alcoa's existing training content into the Velpic eLearning Platform which Alcoa can then manage and edit in-house on an ongoing basis.

Velpic will receive subscription fee revenue from Alcoa for providing access to its video eLearning platform, along with PPV fees for each lesson completed by employees and additionally professional service implementation fees.

**Velpic Chief Executive, Russell Francis, commented:**

*“We are very pleased to announce global aluminium giant, Alcoa has signed up to our cloud-based eLearning platform. To have a world leading multi-national company such as Alcoa recognise the value of the Velpic eLearning Platform is yet another strong validation of our technology and offering.”*

**\*\*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.