



# VELPIC INVESTOR UPDATE

November 2015



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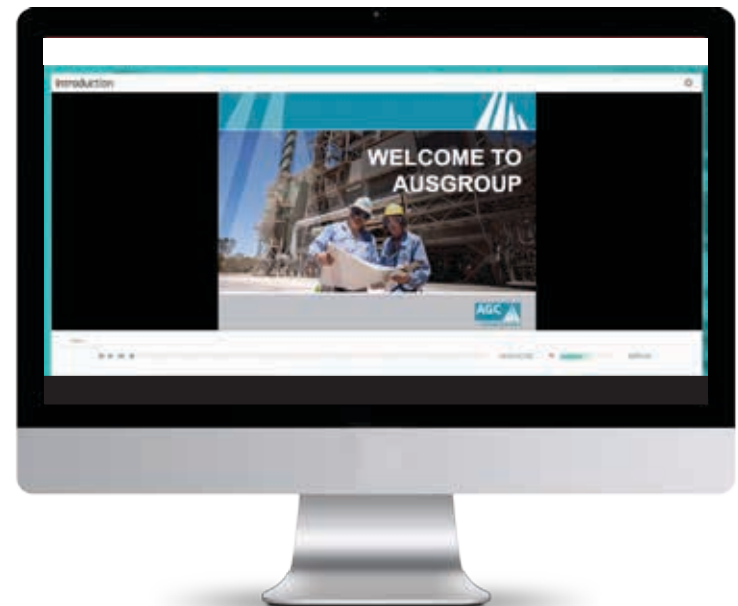
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# Corporate Overview

- SaaS video eLearning in the cloud
- Velpic is an ASX listed technology company comprised of two complementary entities:
  - Velpic, an innovative eLearning platform; and
  - Dash Digital, a brand technology agency
- Recently completed a successful reverse acquisition by International Coal and \$4 million capital raise to accelerate growth of its innovative Velpic platform
- The Velpic platform is a visually inspired, cloud based, eLearning training and induction platform targeting the large and growing Learning Management Systems market, expected to be worth \$7.8 billion by 2018
- Velpic has a strong and growing customer base, including many ASX 200 companies
- Driven by an industry leading and high profile Board & Management Team, including Chairperson Leanne Graham (former Xero Executive and Director of NZAX listed GeoOp) and CEO Russell Francis (Internet Pioneer)

## Security details

ASX Symbol	VPC
Existing Shares on issue:	
- Listed	354,409,745
- Escrowed	126,040,500
Total Ordinary shares on completion	480,450,245
Unlisted options	35,200,000
Market capitalisation	\$33,151,067
Share price (20 November 2015)	\$0.069



# Leadership Team



## **Russell Francis - CEO**

Entrepreneur and internet pioneer with 23 years international experience. Proven track record building enterprise scale applications.



## **Leanne Graham - Non-executive Chairperson**

Former Xero executive and leading SaaS expert. Over 28 years of executive sales and technology experience in early stage and listed companies.



## **Patrick Connell - Executive Creative Director**

Extensive expertise in corporate identify and marketing strategies. 28 years in the design industry working with government, public and private clients.



## **Glen Moora - Director & BDM**

Entrepreneur with successful track record expanding into new territories, developing new business and strategic partnerships.



## **Harry Karelis - Non-Executive Director**

Over 20 years diversified experience in the financial services sector, including private equity. International public and private company directorships.



## **Russell Francis, awarded Most Disruptive CIO/CTO at the Talent Unleashed Awards**

Judges included Sir Richard Branson, founder of Virgin Group, Steve Wozniak, Apple co-founder and SEEK CEO Andrew Bassat.

Further validation that Velpic is well positioned to disrupt the global \$130bn L&D marketplace.

# Key Milestones Achieved

- Completed listing on ASX through reverse acquisition of International Coal
- Successful capital raise of \$4 million to accelerate customer growth domestically and internationally, plus launch new SME platform
- Strong support from new and existing Australian institutional and sophisticated investors
- Backing from leading Australian technology investor, Tony Gandel
- Leanne Graham, ex-Xero Executive, appointed Chairperson, after joining Board as NED
- New customer momentum growing with 18% customer growth in September 2015
- Launch of On Demand feature opening up customer service market
- Entry into retail and agricultural market verticals through new customers
- Customer expansion on Australia's east coast

Employer/Velpic  
**CREATE VIDEO  
LESSONS**

Management  
**REPORT**



Automatically  
with Velpic

**SCHEDULE  
LESSONS**

Employee  
**WATCH, INTERACT  
& LEARN**

## The Velpic Platform

- Dramatically expands upon the capabilities on traditional LMSs
- Lessons on demand, anywhere, any time on any device
- Easy in-house multi-media video content creation and editing
- Recurring SaaS and PPV fees
- Hosted in the cloud
- Enterprise grade platform technology with integrated video training



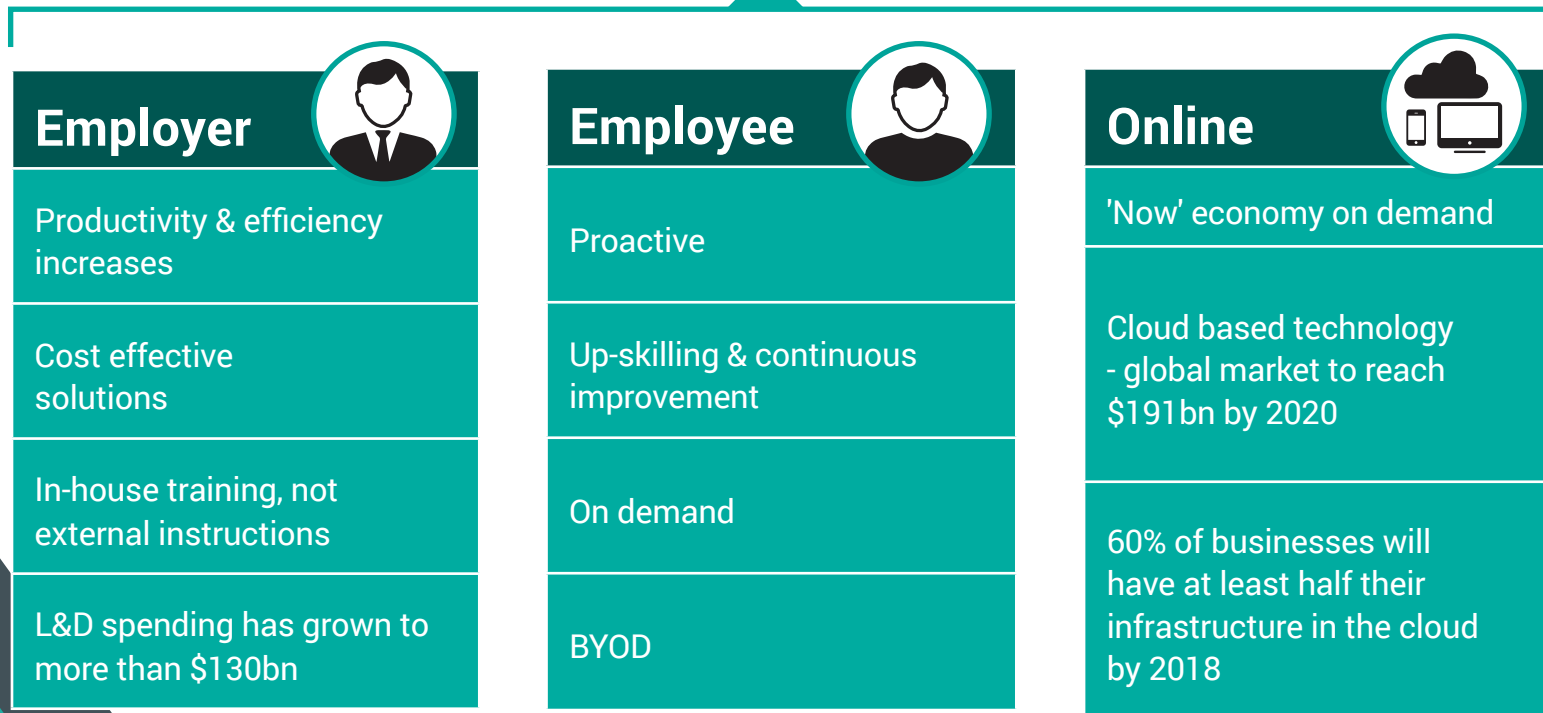
# Investment Proposition

- Innovative cloud based eLearning platform transforming workforce training, education and induction
- Proven business model offering enterprise grade, on demand, integrated video training to the large and growing LMS market, worth over \$7.8bn by 2018
- Strong customer validation with blue-chip client base and solid pipeline of client growth
- Highly scalable, low cost eLearning platform with strong recurring income from SaaS and PPV revenue
- Experienced and highly credible board and management in place to execute on strategy and drive commercial growth
- Key near term newsflow catalysts and activity pipeline

# Market Opportunity

\$7.8bn  
↑

Large and growing LMS market, worth over \$7.8bn by 2018





# Strong Customer Validation

- Blue-chip existing client base including many ASX 200 companies
- Solid customer growth with 18% customer growth in September 2015
- Entry into agricultural and retail market verticals
- Launch of On Demand feature in response to customer demand



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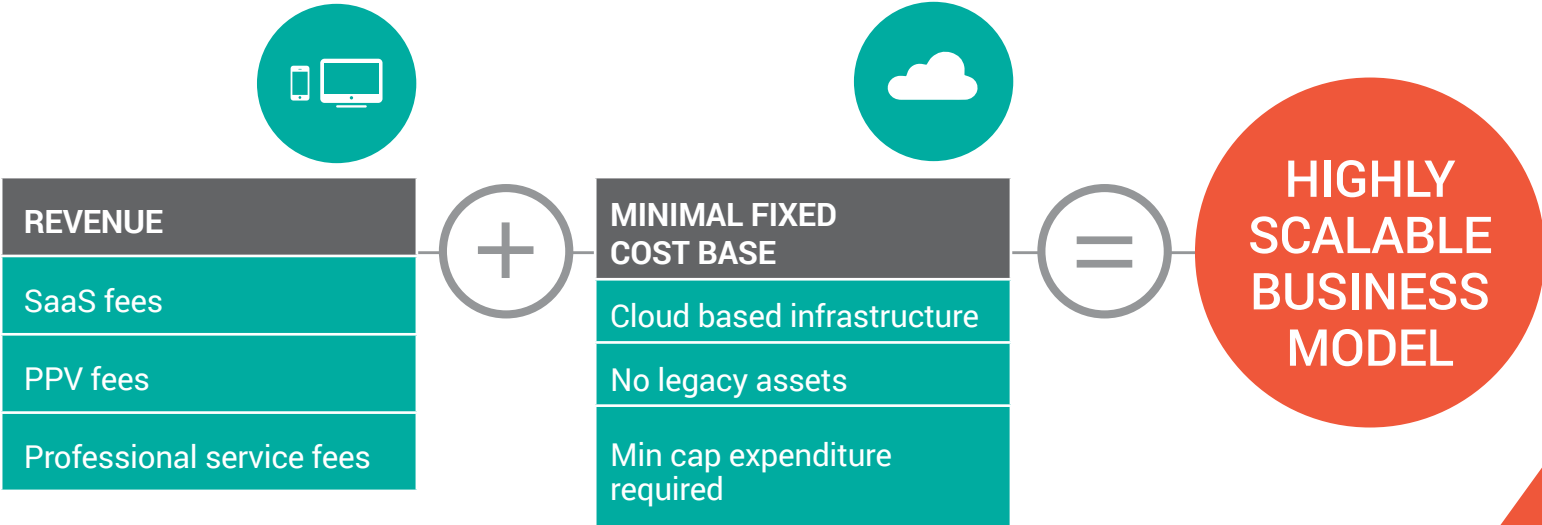
# Alcoa Case Study

- Alcoa sign up to the new Velpic eLearning Platform on the cloud
- Alcoa to use platform initially to provide inductions for staff working at WA aluminium refineries
- Velpic to receive subscription fee revenue for providing access to its eLearning platform along with pay per view (PPV) fees for each lesson completed
- Strong validation of the Velpic cloud-based eLearning platform offering from a world leading aluminium producer



# HIGHLY SCALABLE BUSINESS MODEL

- Strong recurring SaaS and PPV revenue
- SaaS & PPV Fees build an ever increasing recurring revenue stream

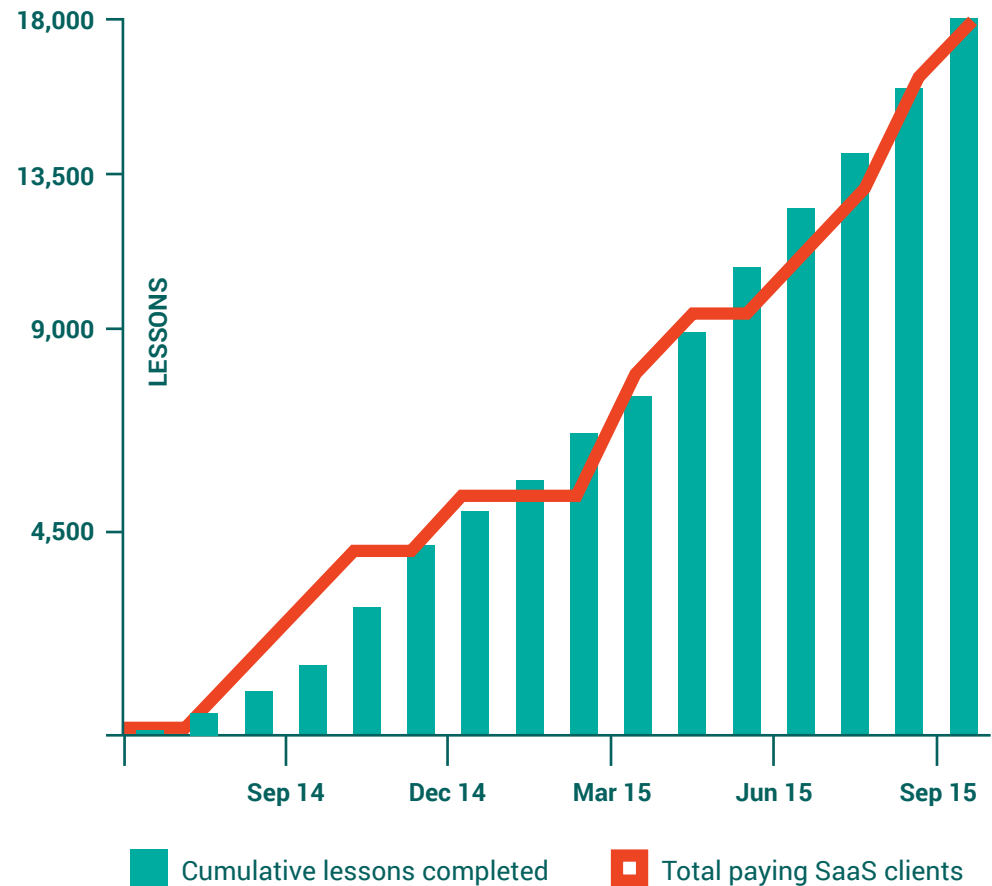


# Proven Business

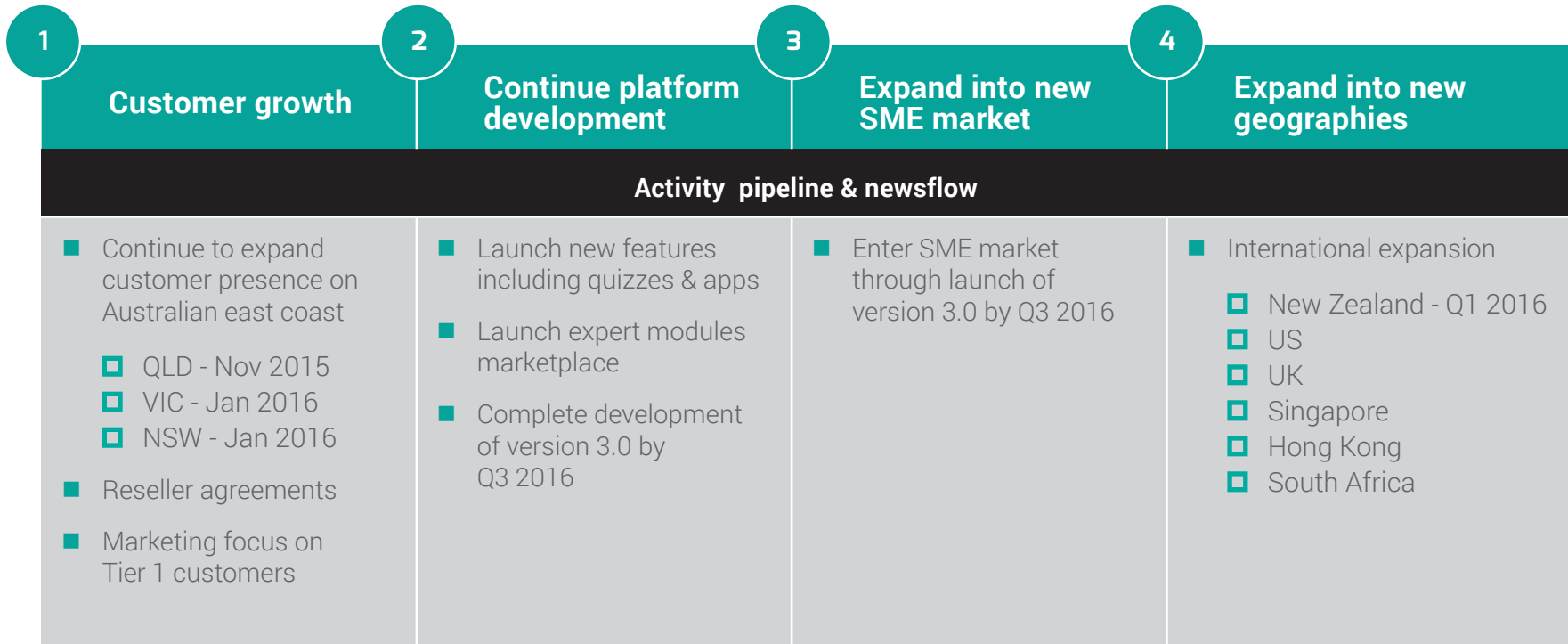


- Proven concept with existing paying blue-chip ASX 200 clients
- Strong customer growth - 18% in September 2015
- Annualised PPV & SaaS fees of \$200,000 as of October 2015
- Actual Group Professional Services Fees of \$2.3 million in FY15, including Dash Digital contribution
- Strong momentum in lessons completed which results in greater PPV revenue

## Velpic Growth



# Clear growth strategy & near term newsflow catalysts



# Summary

- Innovative video eLearning platform technology transforming workforce training, education and induction
- Proven business model offering easy to use integrated video training to the large and growing LMS market, worth over \$7.8bn by 2018
- Strong customer validation with growing blue-chip client base
- Highly scalable, low cost eLearning platform with strong recurring income from SaaS and PPV revenue
- Experienced and highly credible board and management in place to execute on strategy and drive commercial growth
- Key near term newsflow catalysts and activity pipeline



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**ASX:VPC**