

4 February 2016

Velpic Expands Sales Team & Continued Client Growth on East Coast Markets

Highlights

- Continued growth on East Coast of Australia with four new clients secured across Queensland and New South Wales
- Australian enterprise sales team complete with appointments in all states finalised
- Management infrastructure now in place to generate significant growth in revenue with marginal increase in costs
- Pace of new client acquisition increasing re-inforcing Velpic's value proposition to customers

Velpic Group (ASX: VPC) ('Velpic' or the 'Company') is pleased to announce continued growth momentum on the east coast of Australia, with four new clients secured, and the completion of the Company's national sales team initiative with the appointment of a Perth-based Business Development Manager (BDM).

EXPANSION OF EAST COAST CLIENT BASE

The Company's nationwide growth momentum has continued, with four new enterprise clients secured for the Velpic eLearning platform:

- CV Services Group (QLD) – a leading designer and manufacturer of a broad range of electrical communications and signage solutions, with over 350 employees
- Infigen Energy Ltd (NSW) – a specialist renewable energy company that develops, owns and operates wind and solar farms across a number of locations in Australia, with over 60 employees
- ADM Consultancy Services Limited (QLD) – offers recruitment and training solutions for businesses, providing employees with the skills needed to help them thrive in the workplace
- Medical Rescue Operations Support Pty Ltd (QLD) – providing integrated remote site medical services and domestic and international air ambulance services

As a SaaS (Software-as-a-Service) business, Velpic will receive revenues from a subscription fee for providing access to its eLearning platform, professional service fees for implementation, and will receive pay per view (PPV) fees for each lesson completed.

Velpic remains focused on continuing to expand its presence on the East Coast of Australia following the recent appointment of Business Development Managers (BDM) to look after enterprise markets in Queensland, Victoria, Tasmania and South Australia, and the relocation of the National Sales and Marketing Manager, Mr Glen Moora to Sydney to lead this strategy.

COMPLETION OF NATIONAL SALES TEAM

Velpic is pleased to advise that it has completed the national sales team with the appointment of Maurice Bonarrigo as BDM in Perth, responsible for all ongoing sales for Western Australia. His appointment follows

the relocation of Velpic co-founder Mr. Moora from Perth to Sydney to continue in his role as National Sales Director. Mr Bonarrigo has extensive sales experience having worked in Japan for the past decade selling software and technology, and speaks fluent Japanese - a potential advantage as Velpic plans to expand to that target market in the future, along with other countries including USA, UK, Hong Kong, Singapore and South Africa.

The completion of the national sales team ensures that Velpic is now well resourced to pursue its enterprise sales strategy, which makes up one part of the Company's three-pronged sales strategy that also includes reseller partnerships and targeting small to medium enterprises (SME).

Velpic Chief Executive, Russell Francis, commented:

"I warmly welcome Mr Bonarrigo to Velpic at a very exciting period in our Company's journey as we continue to roll out our nationwide expansion strategy and begin to position ourselves as a global player in the Learning Management Systems industry. Mr Bonarrigo's appointment completes the sales team for Australia and we are excited to have accomplished this so early in 2016.

I also welcome the four new East Coast clients who have recently signed up to Velpic's eLearning platform, providing further validation of the Company's technology and demonstrating continued strong growth momentum in growing our market share."

****ENDS****

For further information, please contact:

Russell Francis
CEO – Velpic
+61 8 6160 4455
russell@velpic.com
www.velpic.com - for product information
www.velpiclimited.com - investor relations

Media queries:

Fran Foo
Director
Media and Capital Partners
+61 416 302 719
fran.foo@mcpartners.com.au

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 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, and Velpic already has an extensive list of ASX 200 clients using the platform.

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