

7 June 2016

Velpic signs Bulldogs' Canterbury League Club as New Client

Marks Entry into Hospitality and Clubs Sectors

Highlights

- Velpic signs new enterprise client - Canterbury League Club, the official club for the Sydney NRL team the Bulldogs
- Platform to be used to induct new employees and train existing 500-plus workforce in a number of areas including frequently updated government regulations
- Canterbury League Club recognised as one of Sydney's premier hospitality destinations with multiple bars and restaurants, entertainment lounges and a 24 hour health club
- New client win marks Velpic's entry into the hospitality sector and clubs industry - a major employer in New South Wales

Velpic Limited (ASX: VPC) ("Velpic" or the "Company") is pleased to advise that the Canterbury League Club ("the Club") has signed up to the Company's cloud-based video eLearning platform to provide training and inductions to the more than 500-strong workforce.

The Club is the official National Rugby Leagues (NRL) club of the Canterbury-Bankstown Bulldogs, and is recognised as one of Sydney's premier hospitality destinations, with the venue hosting multiple bars, restaurants and cafes, entertainment lounges and a 24-hour health club. The Club is currently undergoing a major \$120 million+ refurbishment.

This latest major client win marks Velpic's entry into the hospitality sector and New South Wales' club industry, which has more than 1,400 registered clubs and employs 41,400 staff in the state¹.

¹ ClubsNSW

The Club will utilise the Velpic platform to induct new employees and train existing staff in a number of areas including government regulations, which are frequently updated. Velpic's in-house professional services team will work alongside the Club to develop and produce video lessons relevant to employee induction and training. This will be combined with the purchase of existing lessons available on the Lesson Marketplace.

Velpic will receive subscription fee revenue from the Club for providing access to its video eLearning platform, along with Pay Per View (PPV) fees for each lesson completed by employees, and additional professional service implementation fees.

Velpic Chief Executive, Russell Francis, commented:

"The Bulldogs has been and continues to be an intrinsic part of the Australian sporting landscape, strongly supported by the Canterbury League Club which is consistently recognised as one of Sydney's premier hospitality destinations.

The Club's objective to be an innovative and progressive organisation is strongly aligned with Velpic. Through the platform, the Club will be able to provide skills their staff are seeking in an on-demand economy, therefore making it a sought after employer with a workforce empowered to lead the hospitality industry."

Dave Brace, Chief Executive, Canterbury League Club

"We are pleased to partner with Velpic for the delivery of an online training and induction program. At Canterbury we pride ourselves on providing the highest level of customer service for our members and guests and are looking forward to enhancing this even further with Velpic".

****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 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.

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.

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