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Velpic to Deliver Learning Management System to Government Customer

- Velpic selected to deliver its Learning Management System (LMS) to the NSW Small Business Commissioner (OSBC) as part of a project with ASX listed Gruden Group (ASX:GGL)
- Velpic's LMS is expected to deliver customisable training videos for a new system in development by Gruden, that will be rolled out during 2017
- Significant potential for further collaboration between Gruden and Velpic to make Velpic's LMS available in more of its solutions
- Represents Velpic's first government partnership and validates Velpic's *Partnership go-to-market* pillar as a significant and channel for client acquisition and ongoing recurring revenue generation

Velpic Limited (ASX: VPC) ("Velpic" or "the Company") is pleased to announce it has been selected to provide its Learning Management System (LMS) to the NSW Small Business Commissioner (OSBC). The provision of services is part of a partnership with ASX listed leading technology agency The Gruden Group (ASX:GGL). Gruden are developing a new system for the OSBC to enable them to interact more efficiently and effectively with its core stakeholders: small businesses, and enable them to more quickly and simply access critical advice and services.

Velpic's Learning Management System (LMS) has an Application Programming Interface (API) that allows its software to be embedded into external systems and platforms, making it the perfect solution for companies looking to incorporate training capabilities into both new and existing systems.

The Velpic LMS will deliver its customisable training videos directly within the system. There is significant potential for further collaboration between Gruden and Velpic to make Velpic's LMS available in more of its developed solutions.

The OSBC will represent the Company's first Government customer and signifies the growing demand from Government and Government departments for LMS and interactive video learning solutions to train and educate their staff. This demand, combined with Gruden's established relationships with Government, provides the potential to open further opportunities in the sector, validating Velpic's *Partnership go-to-market* pillar as channel for rapid client acquisition and revenue generation.

Velpic Chief Executive, Russell Francis commented: *"We're delighted to have been selected to provide our innovative Learning Management System as part of this project. Velpic has a wealth of expertise delivering video training solutions for small businesses, which represent a significant market for us and our technology is the perfect solution to deliver embedded training. We look forward to working closely with The Gruden Group and increasing our presence in this sector."*

Tim Parker, CEO of The Gruden Group commented: *"We're pleased to have Velpic as part of this exciting project. The software we develop delivers an improved digital experience to our customers and to ensure they extract the full benefit of the system and its capabilities, it is important that users fully understand the functionality and features available to them. It is for this reason we have partnered with Velpic and its unique learning management system to provide a unique and innovative training and educational solution."*

****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.

About the Gruden Group

The Gruden Group Ltd is a market leading technology provider offering fully integrated fintech platforms in the digital marketplace, with over 80 staff, across five office locations. The Company is made up of the award-winning Gruden Digital Services, Gruden Performance Marketing, award-winning Gruden mobileDEN and Gruden Government. Services offered across the group include digital marketing, web and mobile application development and mobile loyalty with point of sale integration. For more information, visit www.thegrudengroup.com

About NSW Small Business Commissioner

Small businesses are vital to the NSW economy. They provide essential products and services, which contribute to economic growth, and from a social perspective, small business owners provide employment in their local communities and often support local schools, sporting clubs and charities.

Small businesses create wealth and employment for the benefit of all Australians. There are almost 690,000 small businesses in NSW, approximately 96 per cent of all NSW businesses. www.smallbusiness.nsw.gov.au