

27 March 2017

## Strong January Performance Consolidated with Record Breaking March Quarter

- Sales Inflection point announced in January consolidated with record breaking March Quarter
- All key metrics to achieve new year-on-year heights from March Quarter 2016 to March Quarter 2017:
  - 313% increase in new accounts added - approaching 80 SaaS clients
  - 405% increase in new monthly recurring revenue – quarterly increase of +\$14,000 in new monthly subscriptions
  - 139% increase in Annualised Committed Monthly Revenue (ACMR) - annualised SaaS revenue now +\$0.5 million
- Results reflect the newly enhanced high calibre sales team and the quality product offering Velpic has developed
- Velpic enters the June quarter with a robust sales pipeline with a high number of qualified leads

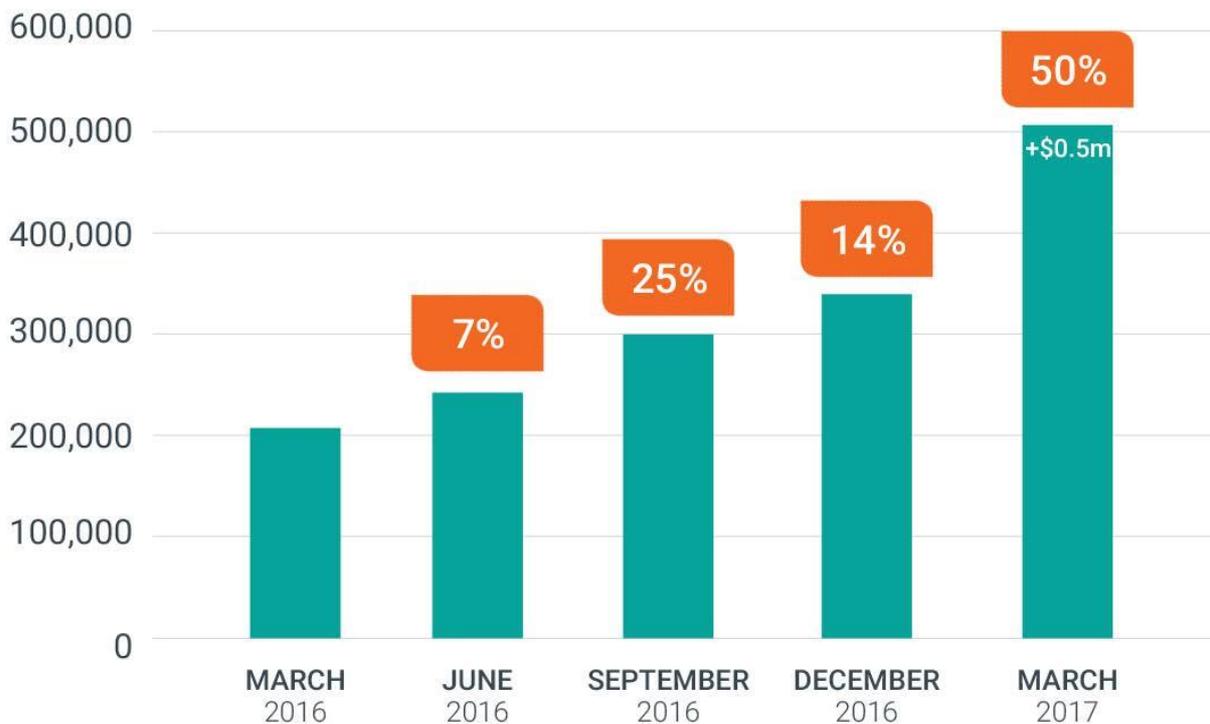
**Velpic Limited** (ASX: VPC) (“Velpic” or “the Company”) is pleased to announce that with one week of the March Quarter remaining, it is anticipated to achieve record highs across all key metrics in the March 2017 quarter when compared to the previous quarter and the equivalent period last year.

New accounts signed up in the current March Quarter is now approaching 80 SaaS clients, representing a 175% increase on the previous December 2016 quarter and 313% increase on the prior corresponding period last year.

New recurring revenue, which is the total new monthly subscription income signed by the sales team, is anticipated to increase by 226% on the December 2016 Quarter and 405% on the prior corresponding March Quarter last year.

Annualised Committed Monthly Revenue (ACMR), which represents contracted SaaS revenue projected over a 12-month period, is anticipated to increase 50% in a single quarter from December 2016 to March 2017 and year-on-year this represents a 139% increase. Furthermore, the new clients on-boarded in the March Quarter will add +\$160k in ACMR, bringing the total to approximately \$0.5 million.

### ACMR Quarterly Growth



Non-financial metrics also hit new heights with the number of lessons, number of Monthly Active Users (MAU), trial sign ups and global logins all hitting new record levels. Global logins represent where Velpic Client Administrators (not end users) have logged into the Velpic Platform to manage their Velpic Account. This increased from 10 cities in March 2016 to 424 cities so far in March 2017. This represents a 4,140% increase in Velpic’s global usage footprint in 12 months.

**New Accounts Added**



**New Recurring Revenue**



**Annualised Committed Monthly Revenue**



**Global Expansion**  
(number of cities Velpic is used in)



\* Anticipated close

**Customer Growth**



These increases follow the early success of the newly enhanced sales team in January announced on 6 February 2017, when 11 new clients were added in just one month, compared to 1 client in January in the previous two years (2015, 2016) combined, marking a sales growth inflection point.

These results are a clear indication of the sales strategy's success and Velpic's transition from an early stage technology company to a maturing revenue generating business that is now focused on scale.

Russell Francis, Chief Executive Officer, Velpic commented: *"The exceptional growth across all major metrics this quarter is a strong indication that the product we're offering customers is clearly market leading and is a testament to our enhanced sales team. It is evident we have now reached the point of scale and it is a key focus and target of the business to drive this scale throughout 2017."*

**\*\*ENDS\*\***

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## About the Velpic Group

The Velpic Group consists of two related entities: Velpic, a cloud-based video eLearning 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.