

25 July 2017

Mr Dale Allen  
Senior Adviser, Listings Compliance  
ASX  
152-158 St Georges Terrace  
Perth WA 6000

Dear Mr Allen

### Price and Volume Query Letter

I refer to your letter of today's date 2017 with respect to the increase in the trading price of the Company's shares and in the trading volume, from yesterday to today.

With respect to the queries contained in your letter (and using your numbering), the Company advises as follows:

1. No, the Company is not aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities;
2. N/A;
3. The Company does not have any other explanation for the recent trading in its securities other than the market having had time to digest the 2 announcements made earlier this month in relation to record breaking revenue growth in June 2017 (3 July) and the Company expanding its distribution network in the US (11 July);
4. I confirm that the Company is in compliance with the Listing Rules, in particular LR 3.1; and
5. I confirm that the responses above have been authorised and approved in accordance with the Company's continuous disclosure policy.

Yours faithfully

A handwritten signature in blue ink, appearing to read "Catherine Anderson".

Catherine Anderson

## Company Secretary

### For further information, please contact:

#### Investor queries:

Russell Francis

CEO – Velpic

+61 8 6160 4455

[www.velpic.com](http://www.velpic.com)

## 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.



25 July 2017

Ms Catherine Anderson  
Velpic Limited  
1/981 Wellington Street  
WEST PERTH WA 6005

By email: Catherine.anderson@velpic.com;

Dear Ms Anderson

**Velpic Limited (“VPC”): price and volume query**

We note the change in the price of VPC’s securities from a close of \$0.018 on 24 July 2017 to an intraday high of \$0.022 at the time of writing today, 25 July 2017.

We also note the significant increase in the volume of VPC’s securities traded today.

In light of this, ASX asks VPC to respond separately to each of the following questions and requests for information:

1. Is VPC aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?
2. If the answer to question 1 is “yes”:
  - a) Is VPC relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1?

Please note that the recent trading in VPC’s securities would suggest to ASX that such information may have ceased to be confidential and therefore VPC may no longer be able to rely on Listing Rule 3.1A. Accordingly, if the answer to this question is “yes”, you need to contact us immediately to discuss the situation.
  - b) Can an announcement be made immediately?

Please note, if the answer to this question is “no”, you need to contact us immediately to discuss requesting a trading halt (see below).
  - c) If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?
3. If the answer to question 1 is “no”, is there any other explanation that VPC may have for the recent trading in its securities?
4. Please confirm that VPC is in compliance with the Listing Rules and, in particular, Listing Rule 3.1.
5. Please confirm that VPC’s responses to the questions above have been authorised and approved in accordance with its published continuous disclosure policy or otherwise by its board or an officer of VPC with delegated authority from the board to respond to ASX on disclosure matters.

## When and where to send your response

This request is made under, and in accordance with, Listing Rule 18.7. Your response is required as soon as reasonably possible and, in any event, by not later than **2.30pm WST today 25 July 2017**. If we do not have your response by then, ASX will have no choice but to consider suspending trading in VPC's securities under Listing Rule 17.3.

You should note that if the information requested by this letter is information required to be given to ASX under Listing Rule 3.1 and it does not fall within the exceptions mentioned in Listing Rule 3.1A, VPC's obligation is to disclose the information "immediately". This may require the information to be disclosed before the deadline set out in the previous paragraph.

ASX reserves the right to release a copy of this letter and your response on the ASX Market Announcements Platform under Listing Rule 18.7A. Accordingly, your response should be in a form suitable for release to the market.

Your response should be sent to me by e-mail at [dale.allen@asx.com.au](mailto:dale.allen@asx.com.au) and [tradinghaltspert@asx.com.au](mailto:tradinghaltspert@asx.com.au). It should not be sent directly to the ASX Market Announcements Office. This is to allow me to review your response to confirm that it is in a form appropriate for release to the market, before it is published on the ASX Market Announcements Platform.

## Listing Rules 3.1 and 3.1A

Listing Rule 3.1 requires a listed entity to give ASX immediately any information concerning it that a reasonable person would expect to have a material effect on the price or value of the entity's securities. Exceptions to this requirement are set out in Listing Rule 3.1A.

In responding to this letter, you should have regard to VPC's obligations under Listing Rules 3.1 and 3.1A and also to Guidance Note 8 *Continuous Disclosure: Listing Rules 3.1 – 3.1B*.

It should be noted that VPC's obligation to disclose information under Listing Rule 3.1 is not confined to, nor is it necessarily satisfied by, answering the questions set out in this letter.

## Trading halt

If you are unable to respond to this letter by the time specified above, or if the answer to question 1 is "yes" and an announcement cannot be made immediately, you should discuss with us whether it is appropriate to request a trading halt in VPC's securities under Listing Rule 17.1.

If you wish a trading halt, you must tell us:

- the reasons for the trading halt;
- how long you want the trading halt to last;
- the event you expect to happen that will end the trading halt;
- that you are not aware of any reason why the trading halt should not be granted; and
- any other information necessary to inform the market about the trading halt, or that we ask for.

We may require the request for a trading halt to be in writing. The trading halt cannot extend past the commencement of normal trading on the second day after the day on which it is granted.

You can find further information about trading halts in Guidance Note 16 *Trading Halts & Voluntary Suspensions*.

If you have any queries or concerns about any of the above, please contact me immediately.

Yours sincerely

*[Sent electronically without signature]*

Dale Allen

**Senior Adviser, Listings Compliance (Perth)**