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Velpic Launches eCoaching Platform – Velpic Sport

- Velpic launches Velpic Sport, an eCoaching platform for trainers, coaches and their athletes and teams
- Velpic Sport enables trainers and coaches to enhance team and athlete performance off-the-field via mobiles, tablets and laptops
- Sports coaching platform market expected to grow to \$AU 1.1 billion by 2021
- The Canterbury Bulldogs are the first Australian club to sign up for Velpic Sport
- Bulldogs have seen dramatic increases in player's off-the field preparation for training and matches through rapid uptake of coaching feedback via the mobile app

Velpic Limited (ASX: VPC) (“Velpic” or “the Company”) is pleased to announce that it has developed and launched Velpic Sport, an eCoaching platform. It forms an integral part of Velpic’s growth strategy to extend the reach of its eLearning platform into new segments and markets.

Velpic Sport targets trainers and coaches in any sport wanting to enhance performance using disruptive, online and mobile-based eLearning and eCoaching technology. The platform allows trainers and coaches to manage off-field training online, to share and schedule lessons via mobile or laptop, track and manage players at a glance and provide videos to improve performance. Athletes have instant access to off-field training, notes from the coach and past game videos. It also plays a key role in player well-being initiatives, social media training and any other non-performance related training that a club needs to provide to an athlete.

US-based WinterGreen Research has reported that the sports coaching platform technology market was \$AU 62 million in 2014 and is expected to reach \$AU 1.1 billion by 2021.

The Canterbury Bulldogs are the first Australian Club to implement Velpic's eCoaching platform.

Andy Patmore, former player and Pathway Performance Manager of the Canterbury Bulldogs is very excited about the possibilities that Velpic Sport offers in taking coaching to the next level and commented:

"I am really happy with Velpic's eCoaching platform, it is taking our athlete training to the players 24/7 via smart phones and any device."

"After a match, I can easily distribute game statistics, my notes, videos and schedules to players. Players now come to training sessions prepared remembering mistakes from the previous match and the areas they have to focus on in training having absorbed my feedback."

"The platform is very user-friendly and easy to access via mobile and the players have given great feedback on their experience in the platform."

"The player engagement through Velpic has increased dramatically, players are accessing the information over and over and retention and comprehension of the game statistics has gone to another level. Players are more engaged at team training than ever before."

Russell Francis, Chief Executive Officer, Velpic commented: *"We are very proud to partner with the Canterbury Bulldogs and deliver immediate results through our innovative eCoaching platform, Velpic Sport. The focus of our product strategy is to expand our platform into new segments and markets in which there is an opportunity to change the rules of the game through our disruptive eLearning technology."*

****ENDS****

For further information, please contact:

Russell Francis
CEO – Velpic
+61 8 6160 4455
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.