

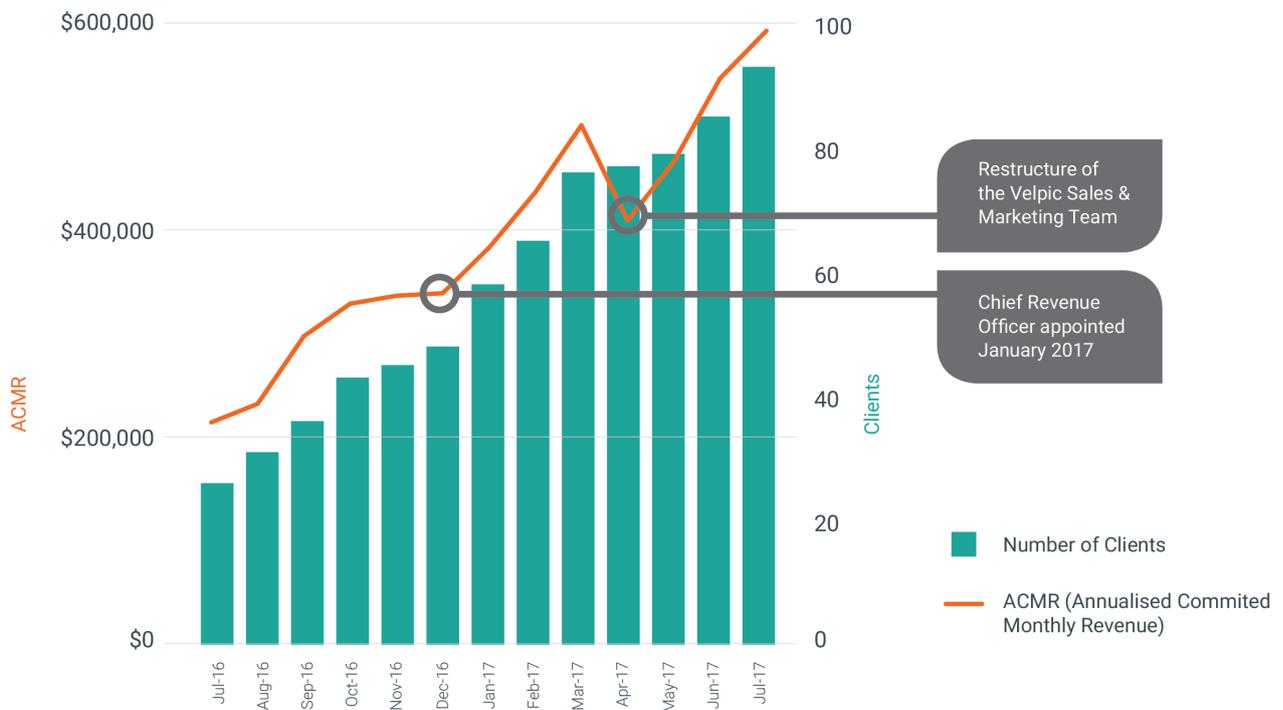
Friday 25 August 2017

## Strong Sales Momentum Continues into July

- Annualised Committed Monthly Revenue (ACMR) now over \$600,000
- ACMR year-on-year growth of 170%
- Cost of acquisition down 85% whilst qualified leads up 372% year-on-year
- Lessons completed within the Velpic platform increased 670% year-on-year

**Velpic Limited** (ASX: VPC) (“Velpic” or “the Company”) is pleased to announce that it has continued strong momentum for new sales growth to kick off the 2018 financial year. ACMR increased by over \$180,000 from April to July.

### ACMR & Client Growth



Customer usage of the Velpic Learning Management System (LMS) has increased significantly with more than 10,000 lessons completed in July 2017 compared to 1,500 lessons in July 2016 equating to a 670% increase year-on-year.

Furthermore, the cost of acquisition per new client continues to fall significantly, 85% from July 2016 to July 2017 and the pipeline of potential new customers is expanding, with qualified leads increasing by 372% for the same period. These trends are key metrics for any SaaS based business and highlights the growing traction in terms of uptake of Velpic's platform.

Importantly, this revenue is recurring on a monthly basis and growing strongly and as such an important underlying value driver for Velpic. This is laying solid foundations for future growth and shareholder value creation.

Russell Francis, Chief Executive Officer, Velpic commented: *"We announced outstanding growth in June and it's pleasing to see that strong growth and demand for our platform has continued into the new financial year. The recently restructured Sales & Marketing team is producing results significantly in advance of what was achieved at the same time last year."*

**\*\*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.