



25 August 2015

ASX ANNOUNCEMENT

New On-Demand Video feature opens customer service market opportunity for Velpic

Highlights

- Launch of new On-Demand Library feature for Velpic's video eLearning platform
- Technology enhancement developed in response to high customer demand across enterprise clients
- Opens up new customer service market opportunity and potential new revenue streams from both existing and new customers
- New feature enables end users to view video lessons at anytime without scheduling, with special rates for repeated lessons
- Strengthens and validates market opportunity for Velpic's eLearning platform and product offering across enterprise clients

International Coal Limited (ASX:ICX) is pleased to provide an update on behalf of Velpic Group ('Velpic' or the 'Company'). Velpic wishes to advise that it has launched a new On-Demand Library feature, enabling users of its video eLearning platform to create a library of video lessons that are available to their staff at any time and viewed without being scheduled.

The On-Demand Library feature enables organisations to support continuous learning for their staff and creates a market opportunity potential across customer service offerings and after market support.

The additional feature has been developed in response to high customer demand from Velpic's existing clients. Lessons added to the Library can be viewed as many times as a user requires, from anywhere and anytime, with repeated lessons charged at a reduced pay per view rate.

Velpic Chief Executive, Russell Francis, commented:

"Velpic is continually improving its video eLearning platform for users. The introduction of the On-Demand Library feature will enable staff to access video lessons on-demand, without scheduling, and has the potential to significantly enhance their learning experience.

"Importantly, the launch of this new features opens a new potential revenue stream from existing and new clients.

"We are also excited by the new market opportunity the feature presents: the customer service market. Velpic's On-Demand Library has the potential to vastly

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International Coal Limited

improve the delivery of end-customer video product guides, user training and trouble shooting manuals. Velpic's eLearning video platform has the potential to revolutionise many customer service tools."

As previously announced on 7 May 2015, International Coal has entered into an option agreement to purchase 100% of the Velpic Group. The transaction is expected to complete late September 2015*.

****ENDS****

* The date is a guideline only and subject to change

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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 has been over two years in development, and 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.

Velpic has an extensive list of ASX 200 clients using the platform, and the Velpic Group has achieved revenue of approximately \$2m over the past 12 months.

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.

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