

9 March 2016

## VELPIC RELEASES PRICING INFORMATION FOR VERSION 3.0

### Preparations for SME version of eLearning platform advances

#### Highlights

- Release of new pricing information and features as part of preparations for launch of Version 3.0 of Velpic's cloud-based video eLearning platform
- Version 3.0 designed to target the small to medium enterprises (SME) - a rapidly growing market segment within the broader Learning Management System market
- Official launch of Version 3.0 remains on track for Q3 CY2016

**Velpic Ltd** (ASX: VPC) ("Velpic" or the "Company") is pleased to advise the release of a new customer-focused website at [www.velpic.com](http://www.velpic.com) containing new product pricing and information about upcoming features in preparation for the launch of Version 3.0 of the Company's cloud-based video eLearning platform. Version 3.0 is also known as the SME Version of the Velpic platform.

The updated customer website introduces new pricing information targeted specifically for small to medium businesses and complements the existing Enterprise pricing of the Velpic Platform.

In addition, Velpic has released a number of new features to its platform in preparation for Version 3.0 including streamlined workflows for follow-ups, updated administrator dashboards and consolidated reporting features - all designed to boost productivity and compliance for customers.

Version 3.0 has been specifically designed to attract SME customers by providing enhanced training capabilities for SMEs – a rapidly growing market segment of the broader Learning Management Systems (LMS) market. Version 3.0 will activate the third and final major sales channel in Velpic's three pillar sales strategy with pillar one being Enterprise Sales and pillar two being the Reseller Partnership Channel, both already in place.

The launch of Version 3.0 of Velpic's eLearning platform remains on track for official release in Q3 CY2016.

With the new pricing, Velpic will continue to receive revenue from all clients from a monthly subscription fee for providing access to its eLearning platform and professional service fees where requested for implementation. Pay Per View (PPV) fees for each lesson completed will only be applicable to Enterprise clients as the new SME pricing includes a monthly limit of lessons. For more information on the new Velpic pricing please visit <http://www.velpic.com/product/pricing.html>.

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**Velpic Chief Executive, Russell Francis, commented:**

*“The release of pricing and updated features to the platform is an essential step in the ongoing preparations for Version 3.0. The updated website provides key information to potential new customers and opens up our platform to customers of any size.*

*“The new website is part of a broader strategy to increase Velpic’s market penetration in the global Learning Management Systems sector - with SMEs making up a rapidly growing portion of the market.”*

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

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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 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.

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