



VELPIC INVESTOR UPDATE

March 2016

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Corporate Summary

Company Snapshot



- ASX listed technology company comprised of two complementary entities:
 - Velpic: an innovative eLearning platform
 - Dash Digital: a brand technology agency
- The Velpic platform is a visually inspired, cloud based, eLearning training and inductions platform targeting the large and growing Learning Management Systems market, expected to be worth \$10 billion by 2020
- Substantial revenue growth for 1H FY2016 of \$581,017 (2H FY2015 - \$16,774)
 - Velpic & Dash Digital contribution from 22 October to 31 December 2015 only
- Strong and growing customer base, including many ASX 200 companies
- Driven by an industry learning and high profile Board & management team, including Chairperson Leanne Graham (former Top Xero executive)
- Well capitalised to accelerate customer growth and market penetration of Velpic platform

Security Details

ASX Symbol	VPC
Existing Shares on issue:	
• Listed	361,909,745
• Escrowed	126,040,500
Unlisted options	35,200,000
Total Ordinary Shares	487,950,245
Market capitalisation	\$27,325,213
Share price (10 March 2016)	\$AU 0.056

Top 5 Shareholders	
Russell Francis	7.69%
Glen Moora	7.69%
Patrick Connell	7.69%
Natalie Horsefield	5.23%
The Trust Company (Australia) Limited	3.68%



About Velpic Group



- Transforming workplace training, education and induction

Two complementary entities:



A cloud-based
video eLearning
platform

Providing
businesses a cost
effective turnkey
solution to train
& up-skill their
workforce

Simple and
manageable SaaS
application

Significant
growth
potential in
LMS market



Brand
Technology
Agency
offering brand,
marketing,
web & app
development

Established
& revenue
generating



Board and Management Team



Russell Francis - CEO

Entrepreneur and internet pioneer with 23 years international experience. Proven track record building enterprise scale applications.



Patrick Connell - Executive Creative Director

Extensive expertise in corporate identify and marketing strategies. 28 years in the design industry working with government, public and private clients.



Harry Karelis - Non-Executive Director

Over 20 years diversified experience in the financial services sector, including private equity. International public and private company directorships.



Dan Rohr - Non-Executive Director

Chartered accountant with more than 20 years management, corporate advisory, finance and IT experience in listed and unlisted companies.



Leanne Graham - Non-executive Chairperson

Former Xero executive and leading SaaS expert. Over 28 years of executive sales and technology experience in early stage and listed companies.



Glen Moora - Director & BDM

Entrepreneur with successful track record expanding into new territories, developing new business and strategic partnerships.



Russell Francis, awarded Most Disruptive CIO/CTO at the Talent Unleashed Awards

Judges included Sir Richard Branson, founder of Virgin Group, Steve Wozniak, Apple co-founder and SEEK CEO Andrew Bassat.

Further validation that Velpic is well positioned to disrupt the global \$130bn L&D marketplace.

Velpic Offering



Market Opportunity

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- The global LMS market is projected to grow at 20.8% CAGR in the next five year to reach approx. \$10 billion by 2020 (sourced from Markets and Markets)
- Learning Management Systems is a software application used to plan, implement and assess a specific learning process
- Strong growth market due to increasingly mobile population, distributed workforce and cloud infrastructure



Employer

- Productivity & efficiency increases
- Cost effective solutions
- In-house training, not external instructions
- L&D spending has grown to more than \$130bn globally



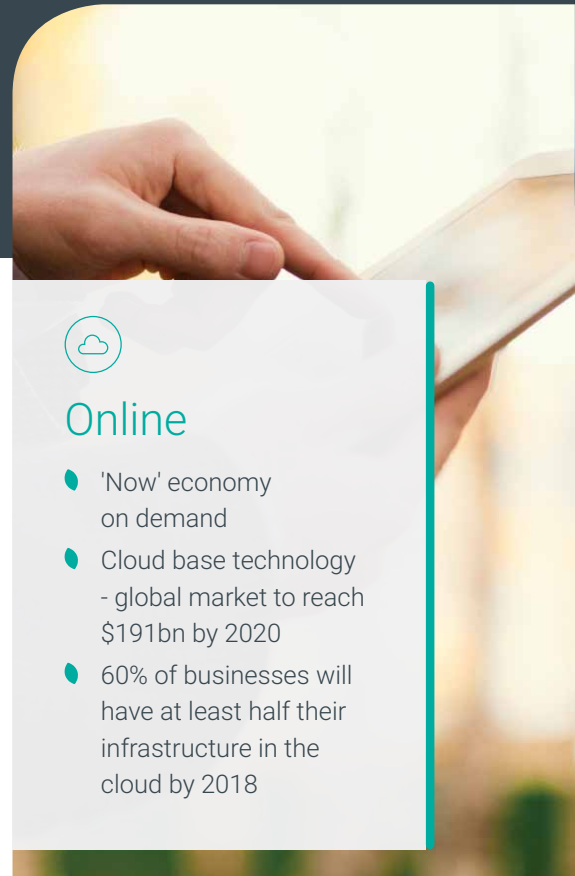
Employee

- Proactive
- Up-skilling & continuous improvement
- On demand
- BYOD



Online

- 'Now' economy on demand
- Cloud base technology - global market to reach \$191bn by 2020
- 60% of businesses will have at least half their infrastructure in the cloud by 2018



Investment Proposition



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- Innovative video eLearning platform technology for workforce training, education & induction
- Proven business model offering easy to use integrated video training to the large and growing LMS market, worth over \$10bn by 2020
- Strong customer validation with growing blue chip client base
- Highly scalable, low cost eLearning platform with strong recurring income from SaaS and PPV revenue
- Growth strategy executed for accelerated customer acquisition and market penetration
- Experienced and highly credible board and management in place to execute on strategy and drive commercial growth
- Key near term newsflow catalysts and activity pipeline



Video eLearning Platform in the Cloud

- Unique solution for businesses to train and induct staff with integrated video training
- Dramatically expands on the capabilities on traditional LMSs
- Lessons on demand, anywhere, any time on any device
- Easy in-house video content creation and editing
- Recurring SaaS and PPV fees
- Hosted in the cloud
- Enterprise grade platform technology



Robust Technology & Market Position

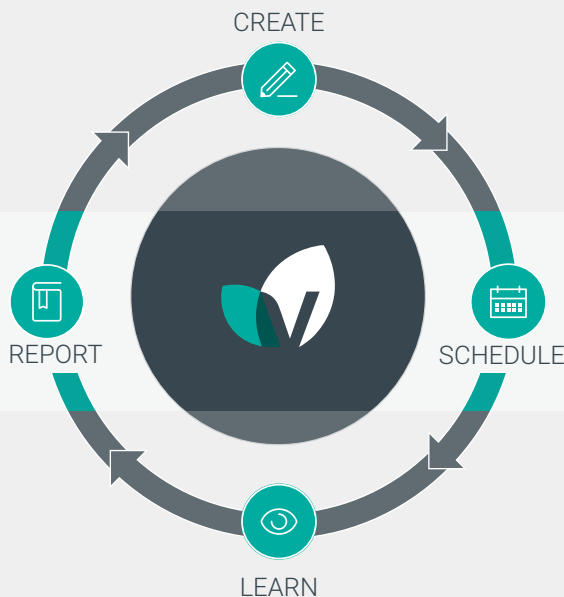


- Significant development and integration required to achieve full functionality with existing technologies
- Velpic dramatically expands upon the capabilities of traditional LMSs



Video Content
Creation

Core LMS

Video Anywhere,
Anytime On
Any Device



 PowerPoint
 Adobe Premiere
 articulate

 PIXAR


 moodle
 successfactors
An SAP Company

 Blackboard
 ELMO
Talent Management Software

 YouTube
 SurveyMonkey

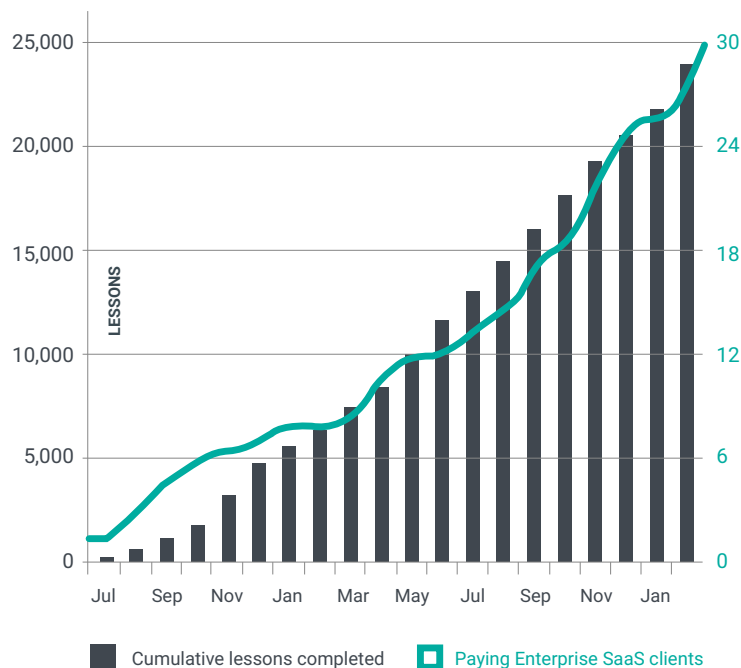
 NETFLIX
 vimeo

Proven Business



- Proven concept with existing and growing blue-chip ASX 200 customers
- Strong Customer Growth in December Quarter - average 14% per month
- Annualised PPV and SaaS fees of \$200k as of December 2015
- Actual Group Professional Services fees of \$2.3m in FY15, including Dash Digital contribution

Velpic Growth



Recent Achievements



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- Backing from leading Australian technology investor, Tony Gandel
- National Enterprise Sales Team established to accelerate customer growth across Australia and increase market share
- Activation of two additional revenue streams
 - On-Demand
 - Lesson Marketplace
- Commencement of international growth strategy
 - Business Development Manager appointed in New Zealand
 - Inclusion in global 'ADP Marketplace' with exposure to 630,000 clients, 35 million end-users in more than 100 countries

Strong Customer Validation

Recent East Coast Client Acquisitions

- Coffey
- Direct Group
- Cargotec
- Olam Group
- Infigen Energy



www.nrw.com.au



www.scee.com.au



www.cargotec.com



www.monadelphous.com.au



www.olamgroup.com



www.kailisbros.com.au



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www.ahg.com.au



www.agc-ausgroup.com



www.bgc.com.au



www.infigenenergy.com



www.marineandcivil.com



www.brierty.com.au



www.fugrosm.com



www.catalano.com.au



www.coffey.com



www.directgroup.com.au



www.clough.com.au



www.wbho.com.au



www.imdexlimited.com



www.mineralresources.com.au



www.laingorourke.com



www.neptunems.com

Alcoa Case Study



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- Alcoa sign up to the new Velpic eLearning Platform in the Cloud
- Alcoa initially used platform to provide inductions for staff working at aluminium refineries, and is now utilising new "Lesson Marketplace" feature
- Velpic to receive subscription fee revenue for providing access to its eLearning platform along with pay per view (PPV) fees for each lesson completed
- Strong validation of the Velpic cloud-based eLearning platform offering from a world leading aluminium producer

Focused Growth Strategy

Highly Scalable Business Model



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- Strong recurring SaaS and PPV revenue
- SaaS & PPV Fees build an ever increasing recurring revenue stream

REVENUE
SaaS fees
PPV fees
Professional service fees



MINIMAL FIXED COST BASE
Cloud based infrastructure
No legacy assets
Min cap expenditure required



Highly
Scalable
Business
Model

Capturing the Market



“Three Pillar Sales Strategy”

to accelerate customer growth and increase market share

Enterprise	Reseller	SME
<ul style="list-style-type: none">• National Sales Team established• Continue to expand customer presence across Australia	<ul style="list-style-type: none">• Multiple reseller partnerships secured• Partner manager appointed with sole focus on growing reseller channel• Highly scalable with one partnership providing access to a customer network	<ul style="list-style-type: none">• Lucrative and rapidly growing LMS market segment• Entry through launch of Version 3.0 of Velpic platform
Activated ✓	Activated ✓	Coming 2016

Revenue Generation



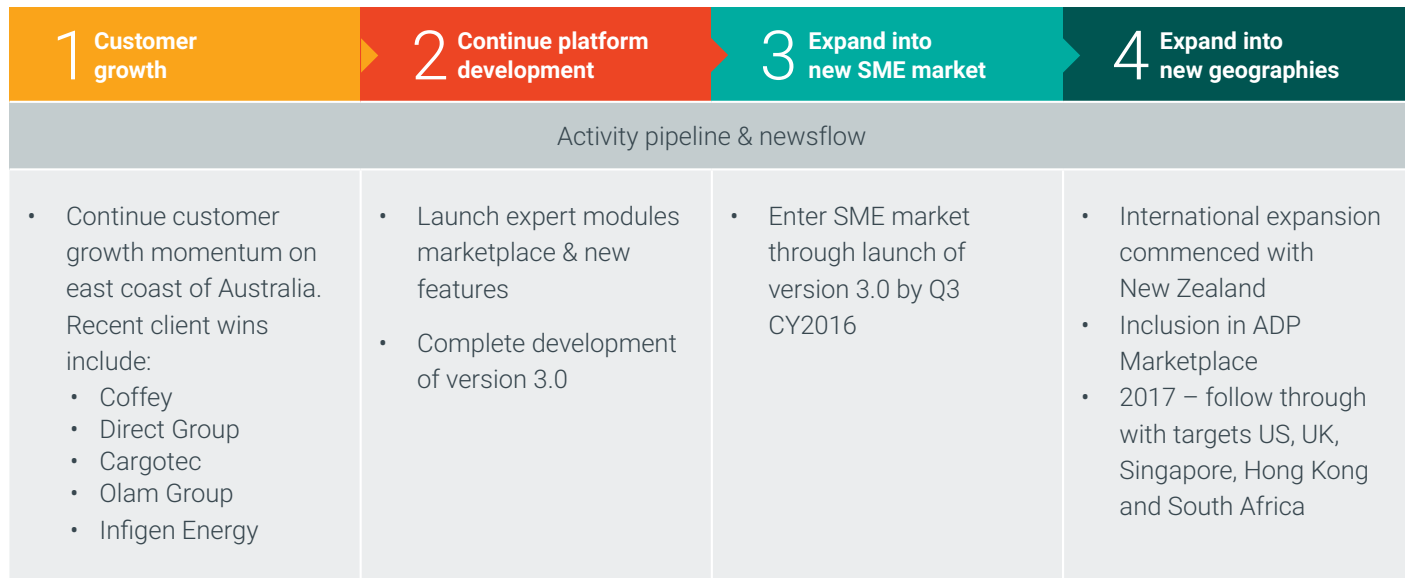
- Multiple revenue streams to bolster SaaS and PPV fees
- High revenue scalability through reseller partnerships
- Attractive balance of strong recurring revenue and 'zero touch' components



2016 Growth Strategy



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Activity Pipeline



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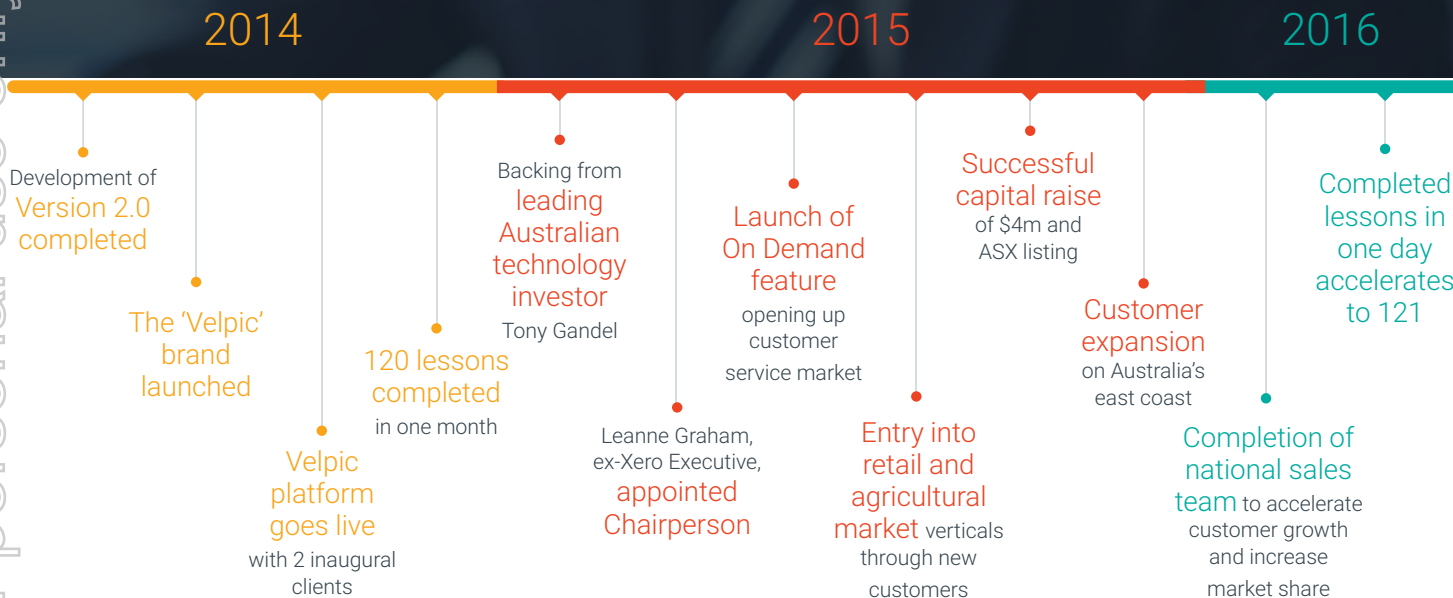
Continue International Expansion	Accelerate client acquisition across Australia	Launch Version 3.0 and activate third major sales channel
<ul style="list-style-type: none">• New Zealand – BDM recently appointed, activity accelerated to commence client acquisition• Integration of Velpic's eLearning software into ADP's globally distribute application ecosystem	<ul style="list-style-type: none">• Continue growth momentum with national enterprise sales team	<ul style="list-style-type: none">• Capture SME segment – a significant contributor to the broader global LMS market

Appendix

Milestones achieved so far



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Increasing Number of Paying Enterprise SaaS clients:





Thank you

www.velpiclimited.com

NSW | **VIC** | **WA** | **QLD** | **NZ**

Investors

Russell Francis

Chief Executive Officer
Velpic Ltd

t +61 8 6160 4444

m 0408 822 380

russell@velpic.com

Media

Ben Grubb

Senior Account Manager

t +61 414 197 508

ben.grubb@mcpartners.com.au

Sales

Glen Moora

Executive Director & BDM
Velpic Ltd

m 0418 919 172

glen@velpic.com