9 December 2016

VELPIC ENHANCES SALES AND DISTRIBUTION WITH INTERNATIONAL MARKETPLACE STRATEGY

- Velpic platform now included into the AppDirect Core Distribution Program suit of products distributed with every App Direct Marketplace implementation
- AppDirect enables companies using its marketplace platform to distribute web-based and cloud services from independent software providers (ISPs)
- IBM has also added the Velpic Platform into its cloud computing marketplace which is powered by App Direct
- Follows recent integration of Velpic platform into the ADP marketplace, also powered by AppDirect
- AppDirect-powered marketplaces include Comcast, ADP, Zendesk, Telstra and others and connect more than 30 million businesses to solutions from Microsoft, Google, GoDaddy, and now Velpic
- Responds to emerging global trend where 60% of business-to-business SaaS platforms are purchased via online marketplaces
- Provides Velpic with access to additional monetisation opportunities through direct commerce opportunities and expands its international reseller network
- Aligns with Velpic's strategy to expand internationally and represents an effective solution to efficiently target a significant customer base

Velpic Limited (ASX: VPC) ("Velpic" or "the Company") is pleased to announce that its cloud-based Learning Management System (LMS) is now available as part of the AppDirect Core Distribution Program meaning that Velpic is now distributed automatically with AppDirect into any of its new marketplaces. In addition Velpic has been approved for inclusion into the IBM Cloud marketplace, powered by AppDirect, where IBM customers can find, buy and manage their cloud-based applications.

AppDirect offers a cloud service marketplace and management platform for companies to distribute and showcase their web-based services. Through hosted marketplaces, it enables Independent Software Providers (ISPs) to sell their own offerings or third-party products on a global stage. Its partner marketplaces reach over 6 million SMEs internationally across a wide range of sectors. It also allows companies to oversee and grow their reseller networks with tools to manage the full customer lifecycle.

The IBM Cloud marketplace offers businesses the ability to search for services and tools for integrated cloud computing and offers a wide range of tools across security, enterprise and business solutions, data analytics and mobile. The marketplace will provide Velpic with access to an international customer base and it provides third party validation from a leading multi-national corporation that is well respected internationally.

The inclusion of Velpic's offering into the AppDirect Core Distribution Program and integration into the IBM Cloud marketplace is an extension of the Company's reseller strategy and is in-line with its wider sales and marketing initiatives. It immediately provides the Company with direct access to AppDirect-powered marketplaces and resellers, significantly increasing Velpic's reach to potential customers in the global market. According to AppDirect research, over 60% of businesses making SaaS B2B product purchases are doing so via marketplaces where they can source an ecosystem of integrated SaaS products from a single vendor, making them an important part of Velpic's international expansion strategy.

AppDirect powers a multitude of marketplaces, including Telstra, Rackspace, Appcelerator, Samsung, Wacom and DeutscheTelekom and global Human Capital Management (HCM) technology provider ADP, who Velpic announced a partnership with on the 14th of March 2016.

With integration into the ADP, AppDirect and IBM marketplace complete, the Company is now focused on working with the appropriate local service providers for each marketplace to ensure they are well equipped to sell the platform.

Velpic Chief Executive, Russell Francis commented:

"Having a strong partnership with a marketplace platform vendor such as AppDirect provides Velpic with an extensive network of resellers and marketplaces to promote our platform internationally. As businesses are purchasing more of their software from third party marketplaces, marketplace integration has become an increasingly important part of our international expansion strategy. Marketplaces make it easier for customers to purchase and use our software."

"Adding Velpic to the IBM Cloud marketplace is a fantastic example of us leveraging our knowledge of the App Direct platform to quickly expand our sales presence. Having a company of the pedigree of IBM evaluate the Velpic Platform and allow its inclusion into its global cloud marketplace is a fantastic validation of the technology stack and the market appetite for a globally unique LMS solution."

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.