



VELPIC INVESTOR UPDATE

FEBRUARY 2018

Company Snapshot

- ASX listed technology company



Cloud-based video
eLearning platform

Inspired learning.

- Targeting large and growing industry sectors

- Learning Management System (LMS) market expected to be \$15.72b by 2021¹
- Security Industry in Australia & New Zealand currently \$8.8b²

- Substantial revenue growth in FY 2017 and Q1 FY 2018

- 131% increase in annualised recurring revenue from Dec 16 to Dec 17
- 122% increase in new clients from Dec 16 to Dec 17

- Verticals: Velpic Sport, Velpic Construction & Infrastructure, Velpic Franchising, Velpic School, Velpic Security (partnership with NowForce)

¹ Markets and Markets - report Learning Management System Market

² Ibis Research NZSA

Video eLearning Platform in the Cloud

- Unique solution for businesses to train and induct staff with integrated video training
- Dramatically expands on the capabilities of traditional LMS
- Lessons on demand, anywhere, any time on any device
- Single solution to provide an end-to-end training experience
- Cloud-hosted enterprise grade platform
- Multiple product verticals providing client sector and geographic diversity
- Significant upsell and cross-sell opportunities across the business
- Investment into NowForce paving entry into lucrative global security market
- Track record of increasing revenues, and sustained cost reductions

Velpic - Inspired Learning

Video eLearning Platform in the Cloud



Velpic is a modern learning tool that anyone can use to create engaging content. From HR onboarding to team collaboration, and even sales and customer training.

Workplace training doesn't have to be a chore

At Velpic we know that traditional workplace learning can be boring. You simply can't win if you are bored, let alone constrained to legacy systems that do not deliver innovation.

With our unique authoring tools, our Virtual Reality capabilities and our ease of use on any device, anywhere at anytime, we help organisations increase productivity, engage the workforce in a fun and inclusive manner and ultimately gain better results.



↑ 60%

increase in learning retention¹



↓ 70%

reduction in training costs²

¹ CIPD (2015), Page 6, Annual Survey Report - Learning and Development 2015

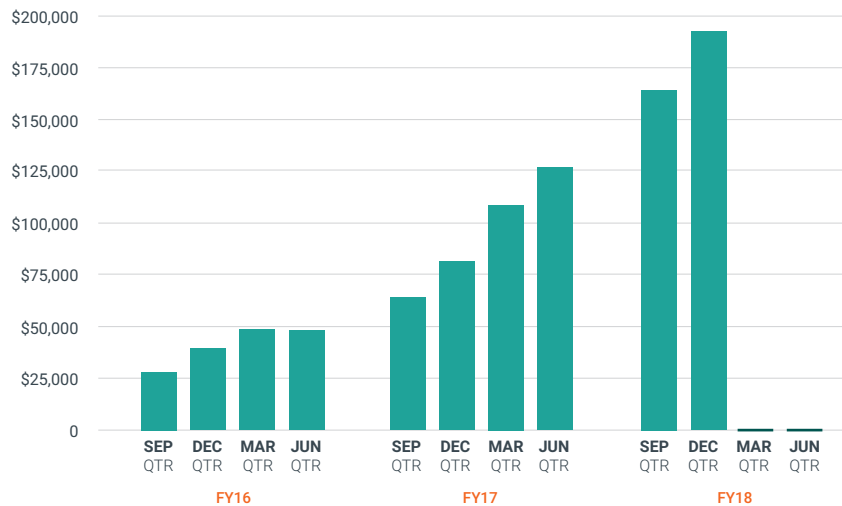
² Bachman, K (Corporate E-Learning: Exploring A New Frontier) 2000



Track record of recurring revenue growth

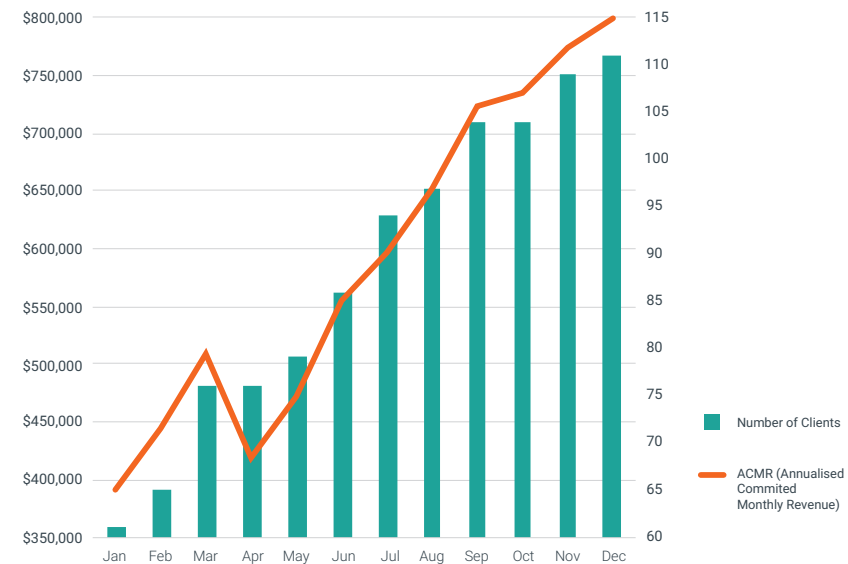
Year-on-Year Recurring SaaS Revenue

(unaudited)



2017 ACMR & Client Growth

(unaudited)



Investment in NowForce

Incident Management



Personal safety app

Hear something, say something, Report SOS, crimes, hazards

Computer aided dispatch

Incident management with full visibility of responders, resources and active incidents

First responder app

Alerts, dispatches and navigates responders to incidents with live video updates

Rapidly Expanding Enterprise Client Base

- 100+ existing clients including Multinationals, USA Federal Agencies and a number of North America's most prestigious Universities
- Ranked Top 10 Most Promising Homeland Security Solution Providers 2017 (govCIO)
- Privately funded by leading VCs and Verint Systems (NSDQ:VRNT)
- 3M+ incidents managed by users in 1,000+ cities
- 2X Y2Y Growth
- Registered Patents
- Offices: Washington D.C., Israel
- Global security sector currently \$220bn

¹ Forecast to 2018 Lucintel, Growth Opportunities in the Global Security Services Market























JOHNS HOPKINS
UNIVERSITY

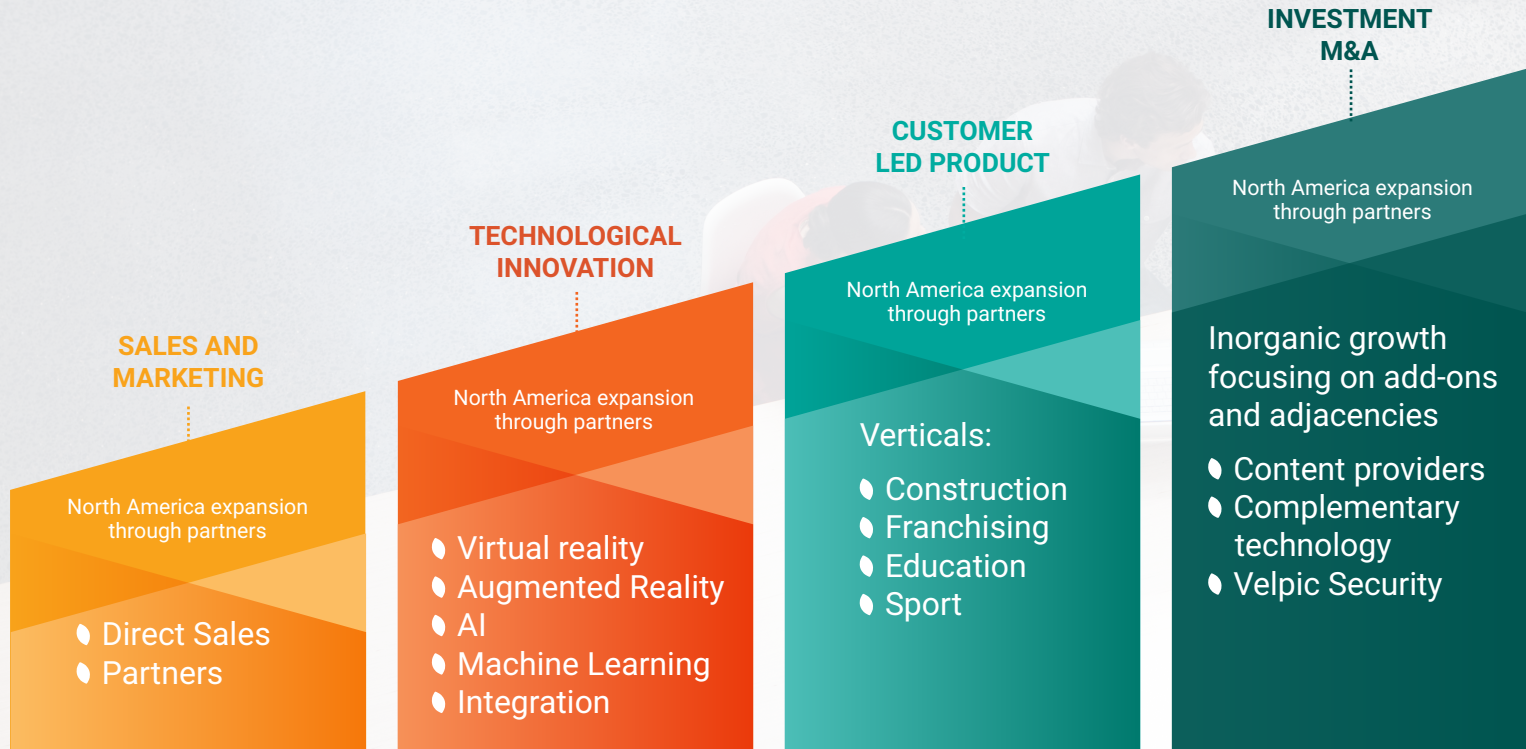


Sales and Product Verticals

Significant upsell and cross-sell opportunities

VERTICAL	Proposition	X-Sell Opportunity	Clients
Velpic School	Upskill workforce and minimise legal liability through workplace safety training	Upsell Velpic Security for teachers and students	 
Velpic Sport	Enhance your team's performance with online, off-the-field training	Upsell Velpic Security for events & players	  
Velpic Construction & Infrastructure	Create a safety culture and align online training with business goals	Upsell Velpic Security for a secure workforce and asset protection	  
Velpic Franchising	Content & platform bundle to train franchises to minimise legal exposure	Upsell Velpic Security to protect staff in retail environments	 
Velpic Security	Increase situational awareness, streamline safety management and protect workforce and assets	Sell Velpic Security bundled with Velpic LMS to universities, security services and corporates globally	  
Velpic Insights Network	A-List of experts consulting on best practices in development of eLearning programs	Sell content and platform bundles	   
Dash Digital	Innovative digital agency specialising in app development, branding & digital marketing	Development of video-based learning	  

Velpic growth accelerators



Clients



www.canterbury.com.au



www.directgroup.com.au



www.kailisbros.com.au



www.fugrosm.com



www.asa.adventist.edu.au



www.enjo.com.au



www.nrl.com



www.shelfsubsea.com



www.ahg.com.au



www.clough.com.au



www.cargotec.com



www.unifresh.com.au



www.agc-ausgroup.com



www.cheesecake.com.au



www.coffey.com



www.neptunems.com



www.wbho.com.au



www.scee.com.au



www.bulldogs.com.au



www.civmec.com.au



www.smallbusiness.nsw.gov.au



www.mineralresources.com.au



www.alcoa.com/australia



www.infigenenergy.com



www.catalano.com.au



www.maca.net.au



www.noosa.qld.gov.au



www.envato.com

Investment proposition

- Transforming workplace education and training
- Global first mover advantage with innovative cloud based technology
- Convenient and cost-effective eLearning platform
- Significant market opportunity with global LMS market to be valued at US\$15.72b by 2021*
- Rapidly expanding international presence
- Existing blue-chip client base with strong growth pipeline
- Scalable product development capability to deliver new LMS products for segments/verticals
- Experienced board and management in place to drive commercial growth
- Continued recurring SaaS revenue uplift across diverse client base
- Lean, scalable business model, with ongoing sustained cost reductions across the business

* Markets and Markets - report Learning Management System Market

APPENDIX

Highly experienced team



Leanne Graham
Non-Executive
Chairperson

Over 28 years of executive sales and technology experience, having being the highly successful former General Manager and Global Head of Sales for Xero's New Zealand operations. Significant sales and technology experience in early stage and listed companies.



Harry Karelis
Non-Executive
Director

More than 25 years diversified experience in the financial services sector, including private equity, Asian emerging markets, natural resources, healthcare, life science and medical technologies. Holds several international public and private company directorships and possessing considerable cross-border experience.



Daniel Rohr
Non-Executive
Director

A Chartered Accountant and CFO with over 25 years management, corporate advisory, finance and accounting experience, Daniel has served in numerous listed and unlisted companies across a range of industries including digital technology, mining, real estate and financial services.



Russell Francis
CEO

Industry-disrupting entrepreneur and technology architect with more than 25 years international experience. Proven track record building enterprise scale applications. Won Talent Unleashed Awards Most Disruptive CIO/CTO Award in 2015 judged by Sir Richard Branson, Steve Wozniak and a panel of global business and technology luminaries.



Jacqueline Gray
CFO

A Chartered Accountant and CFO with over twenty five years experience. Jacqueline worked for many years in the UK for established leading global brands such as the BBC and The Economist. More recently, she has been CFO for businesses in technology, renewable energy and retail industries.



Rhonda Robati
CRO

Track record and over 20 years experience driving sales growth in the technology industry. Previously CRO for GeoOp growing sales 270% and for Salesforce.com she led sales growth of 50% year over year. Prior to Salesforce.com, Rhonda worked as McAfee's Asia Pacific Sales Director, and was formerly Vice President of Sales and Operations - EMEA & APAC for Insight Technologies, in Dublin Ireland and Munich, Germany managing \$1 Billion (USD) in Revenue.



Katja Voegelé
CMO

Katja has worked in technology, telecommunications, media and real estate for the past 25 years. She has significant experience leading digital transformations in companies at various growth stages, from start-ups to large corporates. Working in C-level roles, her focus has been on everything digital ranging from business strategy, marketing & sales, product design/development to customer experience programs.



Justin Pante
CTO

Over 15 years experience in software development across numerous industries. Whilst in London and New York he was influential in the development and roll out of software for a number of investment banks including Goldman Sacks, UBS and Citibank. Justin combines technical experience with a customer first focus to ensure Velpic provides a simple, elegant and robust experience to customers.

BOARD

EXECUTIVE TEAM

Velpic Sport - Inspired eLearning for coaches and teams



The screenshot shows the Velpic Sport website. The header includes navigation links: Features, Solutions, Pricing, Success Stories, Resources, Investors, Partners, Contact, Login, and a Free Trial button. The main content area features a laptop displaying a coaching interface with a video player. The video shows a soccer player with a white arrow pointing to the right, and text overlay: "dummy to the right to draw players in". Below the laptop, the text reads: "Next-gen sports coaching: Do you dare to innovate? Say hello to Velpic Sport". Below this, it asks: "Do you coach a youth sports team, community league club, or top national team in competitive sports? Chances are, you are on a constant quest to inspire your players and improve their sporting performance, no matter the level they play. How do you do more for them as a coach whilst juggling your other responsibilities? Do you face the following challenges?". Three challenges are listed with icons: 1. Engagement of athletes and players in off-the-field training? (Game controller icon). 2. Challenges motivating and engaging team members to train for peak performance? (Flag icon). 3. Pressure to keep a defending champion team at the top of their game? (Trophy icon).

Velpic Sport Proposition

- To enhance your team's performance with training online and engage your team on and off the field
- Target market – coaches, trainers and their athletes and teams
- eCoaching market size expected to grow to AUD\$1.1B by 2021*
- Features:
 - Track and manage players at a glance and provide videos to improve team performance
 - Instant access for players to match reviews, coaching notes and past game videos
 - VR to enhance team performance



* Source: Winter Green Research

Velpic Construction - Inspired safety eLearning out of the box

Velpic Construction
eLearning out of the box

Create a Safety Culture, not just compliance. Velpic aligns online training with business goals for sustainable performance.

- Safety fundamentals.
- Technical excellence and leadership.
- High performance culture across the organisation.

Free Trial Book a Demo

Embrace online training.
Say hello to Velpic Construction

- Do you spend a lot of time and resources conducting repeated induction, safety and compliance training in multiple locations?
- Are you thinking about how to drive technological leadership across all business departments and divisions?
- Do you want training resources to tackle work-related injury, high staff turnover, and employee engagement?

There's an easier and more effective way to manage training and get great results.

Reap the business rewards of innovative online training

- 85 percent less time spent on training administration
- 70 percent lower training cost.
- 65 percent ROI on your training dollar for eLearning

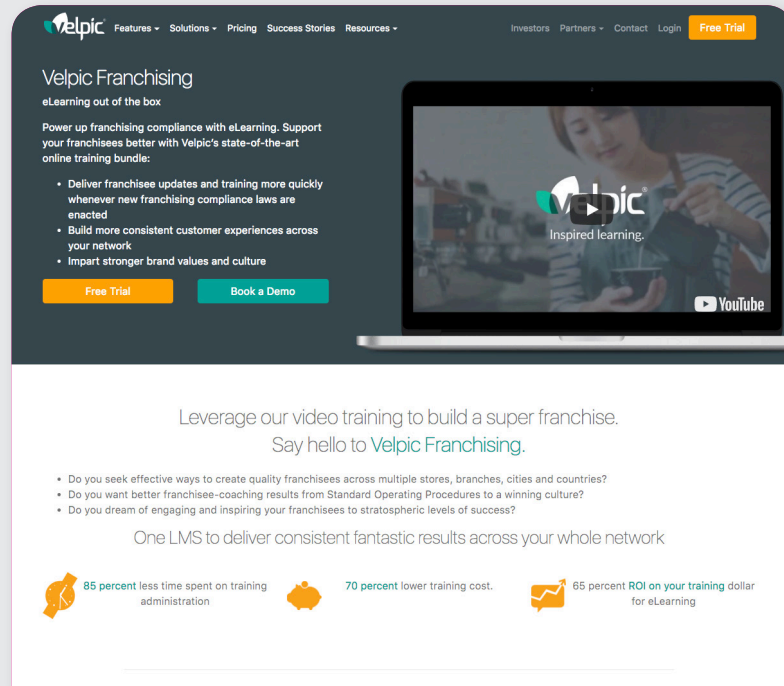
Velpic Construction Proposition

- To create a safety culture, aligning online training with business goals for sustainable business performance
- Australian market: \$349b in revenue, 1m employees and 333k businesses¹
US market: \$1.7t in revenue, 7.3m employees and 729k businesses²
- Target market:
 1. infrastructure, industrial and commercial construction
 2. their suppliers
 3. companies developing training programs for construction companies
- Features:
 - Safety fundamentals pack – ready made eLearning program for the construction industry
 - Automated scheduling, tracking and reporting
 - Reinvent safety induction with VR



¹ ibis ² statisticbrain

Velpic Franchising- Inspired eLearning out of the box



The screenshot shows the Velpic Franchising website. The header includes navigation links for Features, Solutions, Pricing, Success Stories, Resources, Investors, Partners, Contact, and Login, along with a Free Trial button. The main content area is titled "Velpic Franchising" and "eLearning out of the box". It features a video player with the Velpic logo and the text "Inspired learning." Below the video, there are two buttons: "Free Trial" and "Book a Demo".

Velpic Franchising
eLearning out of the box

Power up franchising compliance with eLearning. Support your franchisees better with Velpic's state-of-the-art online training bundle:

- Deliver franchisee updates and training more quickly whenever new franchising compliance laws are enacted
- Build more consistent customer experiences across your network
- Impart stronger brand values and culture

Free Trial Book a Demo

Leverage our video training to build a super franchise. Say hello to [Velpic Franchising](#).

- Do you seek effective ways to create quality franchisees across multiple stores, branches, cities and countries?
- Do you want better franchisee-coaching results from Standard Operating Procedures to a winning culture?
- Do you dream of engaging and inspiring your franchisees to stratospheric levels of success?

One LMS to deliver consistent fantastic results across your whole network

- 85 percent less time spent on training administration
- 70 percent lower training cost.
- 65 percent ROI on your training dollar for eLearning

Velpic Franchising Proposition

- Leverage Velpic to build a smarter training platform to:
 - Impart brand values and culture
 - Train franchisees to fulfill legal compliance and master SOPs
 - Build consistent customer experiences across your network
- Target market – franchisors and their franchisees
- Australian market: \$178b in revenue, 580k employees and 1200 businesses (ibis)
- US market: \$552b in revenue, 9.1m employees, 795k businesses (cnbc)
- Features: Franchisees support with our state-of-the-art franchisee training and communication tools with
 1. Velpic Franchising Fundamentals Pack in conjunction with Piper Alderman Lawyers
 2. VR induction and process training in conjunction with Cortex Interactive
 3. Advanced franchising training with ready-made videos from Velpic marketplace



Velpic Insights Network

The screenshot shows the Velpic Insights Network website. At the top, there is a navigation menu with 'Features', 'Solutions', 'Pricing', 'Success Stories', and 'Resources'. There are also buttons for 'Book a Demo' and 'Free Trial'. The main heading is 'High performance culture' with the subtext 'Learn to create a resilient learning culture across your organisation that maximises productivity and employee engagement.' Below this, there are two profile cards. The first card is for Marina Harper, Director at Potential Impact, with a bio stating she is an expert in Human Resources, Leadership and Talent Development. The second card is for Leigh Farnell, Best Business Sales Expert at Leigh Farnell, with a bio stating he specialises in orchestrating sales performance breakthroughs and serving as a catalyst for workplace innovation and change. Both cards have a 'FIND OUT MORE' link.

Velpic Insights Network (VIN)

- Proposition: Leverage experts to achieve best practice business performance
- Velpic Insights Network (VIN) is an A-list of technology and business experts who help organisations of all sizes develop and exercise leadership in a complex world.
- Target market – companies looking for advise on best practice eLearning programs in the areas of safety/compliance, technical and functional leadership or high performing cultures
- Safety and compliance: Tap Into Safety
- Technical and functional leadership: Cortex Interactive
- High performing culture: Lyon HR
- Business model: revenue share



Velpic Security

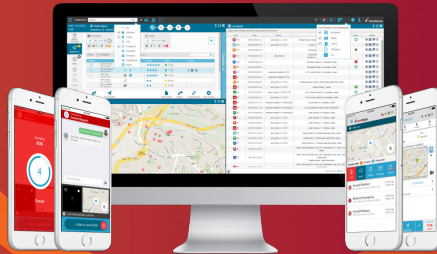
PREVENTION AND EDUCATION

POWERED BY



INCIDENT MANAGEMENT AND RESPONSE

POWERED BY

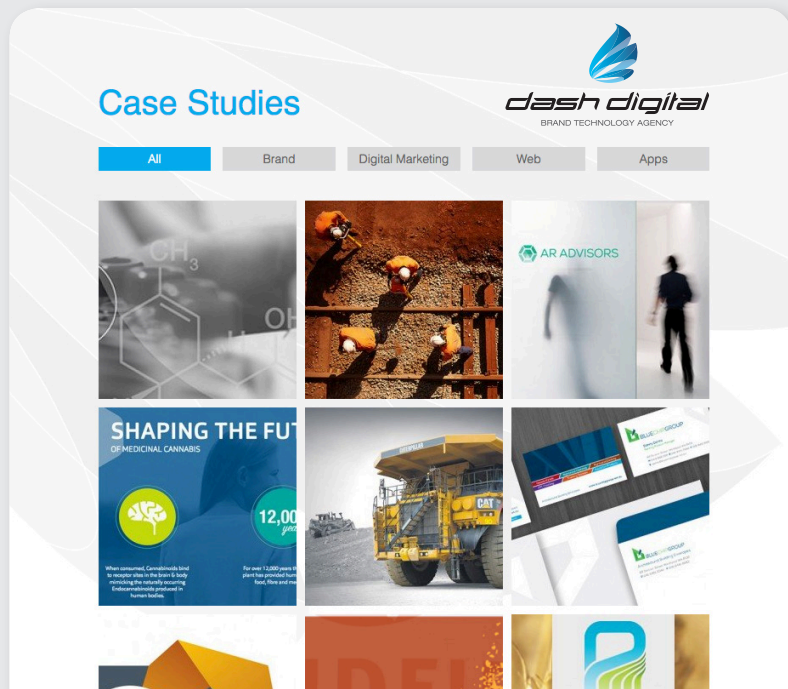


Education and prevention

- Onboarding of new users
- Continuous training of responders
- First responder assignment based on relevant skills
- Personal safety education and alerts

Incident management

- Personal safety app
- Computer Aided Dispatch (CAD)
- First responder app



Specialised digital agency, innovative mobile and web-based app development, branding and graphic design, web design, and digital marketing and advertising

Capabilities

- App Development – With best-of-breed software development for mobile and web-based apps, custom business solutions.
- Branding & Graphic Design – visual personas, style guides, logo, website, print and digital marketing collateral, ad creative.
- Web – premium websites with responsive, mobile-optimised designs and secure cloud-based hosting.
- Digital Marketing – holistic marketing strategy and implementation including social media management, digital advertising, email and content marketing, analytics, and SEO project management.
- eLearning content services for the Velpic platform.

Industries: mining, manufacturing, construction, technology, healthcare, insurance, government and startups.



ASX Summary

As at 7 February 2018:

ASX Symbol	VPC
Existing Shares on Issue	1,125,401,518
Market Capitalisation	\$7.9m
Share Price	\$0.007
Cash Balance	\$3.25m

Top 5 Shareholders		
THE TRUST COMPANY (AUSTRALIA) LIMITED	6.39%	71,857,794
RUSSELL FRANCIS	5.21%	58,066,668
PATRICK CONNELL	4.75%	53,411,559
GLEN MOORA	4.71%	53,000,000
JOHN POYNTON	1.78%	20,000,000

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Although management may indicate and believe the assumptions underlying the forward-looking statements are reasonable as at the date of this document, any of the assumptions could prove inaccurate or incorrect.

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All information in this information pack is current at the date of circulation, and all currency amounts are in Australian dollars, unless otherwise stated.



THANK YOU

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