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## ASX ANNOUNCEMENT

### June is a record-breaking month for Velpic

**ACN** 149 197 651

Date 6 July 2015

International Coal Ltd ("ICX" the "Company") (ASX Code: ICX) is pleased to provide an update on the performance of Velpic.

Since the announcement of the proposed acquisition on 7 May 2015 Velpic has continued to grow and win significant new business.

Please find attached the full update from Velpic.

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## JUNE IS A RECORD-BREAKING MONTH FOR VELPIC

### HIGHLIGHTS

- Velpic SaaS Platform celebrates 1st birthday with a record number of lessons completed in June
- Velpic signs up ASX Listed global business Index
- Private bulk haulage company BJ Catalano turns to Velpic for online training and induction
- Dash Digital now hosts more than 100 company web sites

***“Australia’s employment landscape is being redefined by ‘lifelong learning,’ as up-skilling and re-educating become essential to maintaining employee capability.”***

- DIANA JENKINS – The Australian, 12 June 2015.

Velpic is the leading online SaaS platform specifically crafted to allow companies to implement continuous learning strategies within the workplace.

Companies are looking for novel and cost effective solutions to train and induct their staff at significantly lower costs whilst improving subject retention online through continuous learning.

Velpic’s SaaS video-based eLearning platform in the cloud continued to attract new clients of the highest calibre during June.

New clients going live on the Velpic Platform this month include ASX listed global business Index (ASX: IMD) and privately owned bulk haulage company BJ Catalano.



### ABOUT INDEX

Index is a leading provider of drilling fluid products, advanced downhole instrumentation, data management solutions and geo-analytical services.

The Company’s strength is derived from its global operations, superior customer service and leading technologies. Index supports a diverse range of customers at all stages of the mining cycle, from junior explorers to major producers across a wide range of commodities. Customers include: exploration, development, production and mining services companies within the minerals and oil and gas sectors; together with horizontal directional drilling and civil construction companies worldwide.

The Company has operational centres in key mining regions of the world, including Asia-Pacific, Africa, Europe and the Americas, to provide optimal service to customers. Index had 567 employees at the end of last financial year and had a turnover of \$183.5 million.



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### ABOUT B&J CATALANO

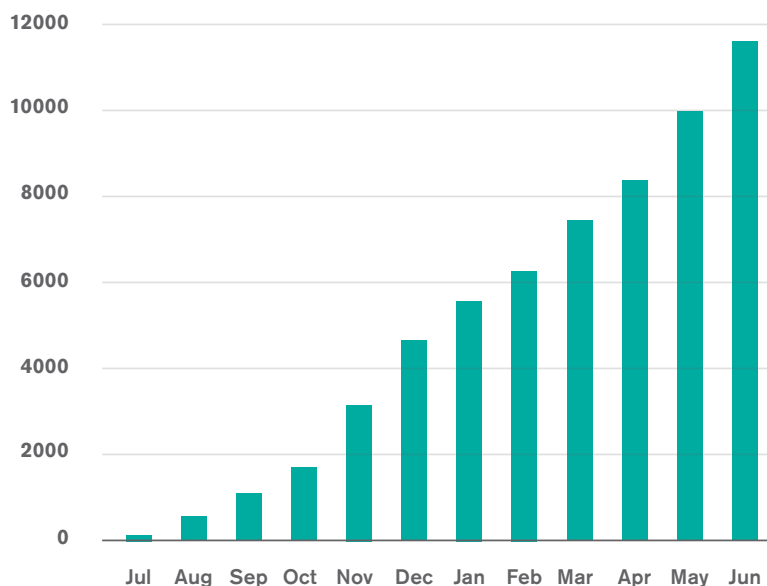
B&J Catalano is a well-established Western Australian Company, with over 50 years of exceptional service. The Company has progressively developed to now employ over 300 people and have an impressive portfolio of equipment to resource work in the mining and bulk haulage industries.

B&J Catalano has a rich and long history of successful operation in Western Australia, providing a comprehensive range of state-of-the-art earthmoving and materials processing equipment, complimented by an extensive fleet of trucks and tankers. The Company own and operate a number of sand, gravel and limestone quarries within the South-West, Mid-West and Metropolitan regions, supplying materials to key clients.

Customers and clients include large corporations, local and state government departments, mining companies, builders and contractors, and they engage in both long-term contracts and short-term works. Clients include BHP Billiton, FMG and Sinosteel.

The Velpic SaaS Platform also celebrated its 1st birthday since going live with a record number of lessons completed. Part of Velpic's fee structure is to be paid for each lesson performed and with the total number of lessons completed by Velpic clients continuing to grow month-on-month, this builds an ever increasing and valuable recurring revenue stream for Velpic.

### VELPIC LESSONS COMPLETED CUMULATIVELY OVER 12 MONTHS



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All clients on the Velpic Platform pay a fixed monthly SaaS (Software as a Service) fee for access and a recurring fee based on the number of lessons completed ("Pay Per View" or PPV).

Velpic is currently growing its SaaS and PPV fees at greater than 30% month-on-month. These fees build an ever-increasing recurring revenue base highly valued by investors.

Dash Digital, Velpic's professional services business, also celebrated a milestone this June, hosting more than 100 company web sites for businesses such as Ausdrill (ASX: ASL), AIM WA & The West Australian WestBusiness Pinnacle Awards, Sandfire (ASX: SFR), just to name a few.



### ABOUT VELPIC – SaaS VIDEO BASED ELEARNING PLATFORM IN THE CLOUD

Velpic allows companies to create their own highly engaging video lessons and distribute them online to their staff and contractors. They can also track, manage and schedule all their company's training and learning. No specialist technical skills are required and the platform has been designed for ease of use. Companies can quickly build and edit compelling, effective, professional video-based lessons in-house, all managed and delivered in the cloud.

The Velpic platform has limitless potential for training and presentations across all industries. Velpic is already delivering training to its clients in a number of areas including occupational health & safety induction, product sales training, professional development training and compliance activities.

Velpic is designed for all businesses to improve skills and productivity, onboard new staff and find engaging and efficient ways to inform, educate and empower their workforce.

[www.velpic.com](http://www.velpic.com)



### ABOUT DASH DIGITAL – BRAND TECHNOLOGY AGENCY

Velpic's professional services business, Dash Digital, is a full service digital branding, marketing, web and app development organisation that fuses creative and development talents across all disciplines – visual design, print graphics, websites, software development and online marketing.

[www.dashdigital.com.au](http://www.dashdigital.com.au)