

3 March 2016

VELPIC COMMENCES INTERNATIONAL EXPANSION
NEW ZEALAND APPOINTMENT TO DRIVE CUSTOMER GROWTH

Highlights

- Execution of Velpic's international sales expansion strategy commences
- Velpic appoints Mr Nick Mole as New Zealand based Business Development Manager to drive the Company's expansion and sales strategy in the country
- Mr Mole is an experienced sales professional, with over 20 years experience including SaaS and cloud-based library management software
- This appointment builds upon recent BDM hires across Australia to drive Enterprise customer growth and market expansion of Velpic's eLearning platform

Velpic Ltd (ASX: VPC) ("Velpic" or the "Company") is pleased to announce the commencement of its international expansion, with the appointment of experienced sales professional Mr Nick Mole as Business Development Manager (BDM) in New Zealand. He will be responsible for driving sales and customer growth of Velpic's cloud-based video eLearning platform in the country.

Mr Mole has over 20 years of sales experience including most recently as a Sales Specialist at ProQuest LLC, a global SaaS-based information-content cloud-based data provider. In this role, Mr Mole was responsible for all sales of ProQuest's SaaS software across New Zealand & South-East Asia.

Prior to this, Mr Mole worked throughout Europe in a variety of marketing and sales roles for the Thomson Reuters Corporation, for their Westlaw International subsidiary, a world leading legal research library with a presence in over 60 countries.

Mr Mole will be responsible for the Company's business development and enterprise sales strategy in New Zealand. This represents Velpic's first step in the Company's international expansion plans, as it launches its eLearning platform to the world.

This appointment builds upon a number of recent BDM appointments across Australia who are responsible for driving Enterprise sales of Velpic's eLearning platform. Mr Mole will report to Executive Director & BDM Manager, Glen Moora, who oversees and executes the Enterprise sales strategy for Velpic.

Velpic Chief Executive, Russell Francis, commented:

"The commencement of our international expansion represents a very significant step in the evolution of our Company and it's very pleasing that Velpic was able to achieve this within the timeframe we had planned.

I welcome Nick to the Velpic team and I'm very confident that with his extensive sales experience in the SaaS sector he will be an asset to the Company helping driving the sales and expansion of our innovative cloud-based video eLearning platform across New Zealand".

****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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