

ASX ANNOUNCEMENT

Data Labs signs respected US based consultancy as first channel partner

18 November 2015 – Human capital technology company Data Labs, proposed to be acquired by Estrella Resources Ltd (Estrella), has signed an agreement with Framework LLC which will become a channel partner for the Talent Lab people analytics software solution.

Based in Stamford, CT and Seattle, WA (USA), Framework is a respected and innovative management consultancy with clients including global leaders such as Heinz, KKR, Symantec and Coca Cola. Framework helps companies establish sustainable strategic advantage and integrates traditional management priorities with insights into key factors correlated with company value. Helping to uncover such insights is a core function of Talent Lab human capital visualisation.

[Talent Lab](#) is next generation people analytics software, delivered via the cloud that enables the transformation of human capital data into actionable insights and financial benefit.

Estrella proposes to acquire Data Labs following completion of a number of conditions precedent including mutual due diligence, shareholder approval and re-compliance with the ASX listing rules.

[Framework](#) is pleased to be a US consulting partner for Data Labs' Talent Lab software," said Alec Lager, Framework's Director of Strategic Services.

"We believe the platform offers businesses a powerful means of assessing and optimising their workforces through data-rich analytics that support objective and equitable decision-making at any scale within the organisation. Our partnership with Talent Lab meaningfully extends our capabilities as a management consultancy helping clients advance performance sustainably. More importantly, it equips our clients with one of the most innovative and effective management tools on the market."

A number of high profile global companies are evaluating the Talent Labs software, less than two months since the product was readied for the market.

"Talent Labs has quickly built a strong pipeline of prospects after the completion of beta testing," said Howard Digby, Director of Estrella.

"Based on customer feedback, the compelling nature of the interface can quickly enable those who see it to understand where it can potentially help them create value. We are looking forward to Data Labs announcing first customer sales."

In addition to Framework, Data Labs is concluding agreements with high profile partners to add to its channel network and drive global sales coverage.

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