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Velpic Releases Version 3.1 & Announces New Pricing

Highlights

- Velpic launches Version 3.1 of its eLearning platform, offering enhanced lesson creation functionality for all clients
- Allows clients to simply and immediately create lessons by uploading their existing training content
- Broadens and strengthens Velpic's offering for all clients, allowing users to start performing lessons immediately and enhancing Velpic's ability to grow its client base
- Evolution of pricing structure, charging on a 'per active user basis', expected to encourage the most regular use of the Velpic platform

Velpic Limited (ASX: VPC) ("Velpic" or "the Company") is pleased to announce the launch of Version 3.1 of its cloud based eLearning platform which includes new features that enhance the user experience and further increase accessibility for clients.

Version 3.1 allows users to create lessons via uploading existing training content in a variety of standard document formats including but not limited to PowerPoint, Microsoft Word and PDF. This allows clients to quickly compile their existing lessons on Velpic's eLearning platform and start to use the Velpic Platform immediately from the day of signup.

Previously, it was required that any lesson content be recreated by the client as videos using the Velpic Editor which often delayed the roll out of lessons to staff. Now clients can simply upload existing content and get staff performing lessons immediately. In parallel, users design and build replacement video based lessons where required.

These functional improvements allow training to be fast-tracked and complements Velpic's existing video content creation lesson functionality.

Improved Pricing Structure

With the launch of Version 3.1, Velpic is leading an evolution in the use of LMS' by organisations. Learning Management Systems' are no longer viewed as a tool to use for the occasional lesson but a platform that becomes part of the day-to-day operations of all staff and management across an organisation.

Trends in the workplace such as "Continuous Learning" and "Knowledge Sharing" mean that access to training content and a company's core knowledge within the LMS is a daily activity for most staff.

To help fast-track the rapid uptake of these industry trends for clients using the Velpic Platform, the Company has updated its pricing structure, charging organisations on a 'per active user' consumption basis. Under this new structure, clients will pay a fee for each active user, or staff member, that uses the Velpic's platform. This is beneficial to Velpic's clients, as it allows clients to undertake as many lessons as required, making continuous learning and knowledge sharing part of every workday.

The launch of Version 3.1 along with the release of an improved pricing structure strengthens Velpic's offering and enhances Velpic's ability to grow its client base.

Velpic Chief Executive, Russell Francis commented:

"Increasing the ease and speed with which our clients can get started using Velpic was an important technical developmental step for us. Clients are now able to upload their existing lesson content, in almost any file format, straight to Velpic's eLearning platform and get started reaping the benefits right from day one.

"By expanding the lesson creation functionality of the platform to include more traditional lesson formats, Velpic is now on par with the major players in the LMS space. The platform as a whole remains ahead of the competition by allowing content to be ultimately developed into video lessons. Video content creation, right within the core of the platform is still our USP.

"Active user seat pricing is also an exciting evolution in Velpic's commercial approach to the market. LMS' are not just a once-a-year tool anymore, they are part of the day-to-day

operations of a modern business and our pricing needs to reflect this step change in the industry."

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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.