

11 May 2016

Velpic enters Strategic Partnerships to Drive Customer Growth

Highlights

- Velpic enters separate strategic partnerships to extend reach to potential customers with potential to multiply reach capacity to continue strong customer growth
- Collaboration agreement with Big Review TV to develop and produce video content to specific customer requirements and for Velpic's Lesson Marketplace
- Partnership with Cognitives to build and procure corporate eLearning online community through social aggregation with potential to exponentially expand customer reach into new sectors
- Minimal upfront capital required for each partnership with capacity to enhance revenue generation through subscription fees and revenue sharing through cross promotion opportunities

Velpic Limited (ASX: VPC) ("Velpic" or the "Company") is pleased to advise that it has entered into two separate strategic partnership agreements that will substantially enhance the capabilities of the Company's video eLearning platform and further extend Velpic's reach to potential customers to continue the strong customer growth momentum.

Big Review TV

Velpic has signed a collaboration agreement with Big Un Limited (ASX: BIG), the parent company of Big Review TV Ltd ("BRTV"), which provides online video content, video reviews and online marketing services to small and medium enterprises through its platform bigreviewtv.com.

BRTV has built a pipeline of more than 15,000 customers and has operations across Australia, New Zealand, the UK, the US, Hong Kong, Singapore and Vancouver.

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Through the partnership, Velpic and BRTV will collaborate to develop and produce video content for specific customer requirements such as inductions and focused training lessons suitable for different sectors the Company's customers operate in. The partnership will also contribute to Velpic's Lesson Marketplace (see ASX announcement 17 February 2016), where pre-developed video content developed in collaboration with third party experts can be purchased by customers. Under the partnership, there will be capacity for Velpic and BRTV to execute cross promotion campaigns on each other's platforms to further extend customer reach.

Velpic will subscribe to BRTV services that will incorporate the cost of developing and producing video content, following which a revenue sharing model will be enacted in relation to the cross promotion of services on platforms.

The availability of pre-developed eLearning content on the Company's Lesson Marketplace will be key to maximising revenue from this stream, which provides enhanced optionality for customers. Velpic will continue to share revenue from the Lesson Marketplace with the third party creator of the content.

Velpic Chief Executive, Russell Francis, commented: *"We are very pleased to be collaborating with Big Review TV, with their video production capabilities and online marketing solutions making them a great partner for Velpic."*

"The partnership will significantly bolster the content offering on the Company's Lesson Marketplace, providing existing and new customers with a one-stop shop solution for workplace training, while providing another avenue for both companies to extend their customer reach and enhance revenue generation."

BIG Review TV Executive Director, Brandon Evertz, commented: *"Our strategic partnership with Velpic brings multiple cross-selling and cross-promotional opportunities and is expected to substantially enhance our potential customer reach and will increase our penetration into new sectors. We're focused on content; the creation of content and distribution of content and we're delighted to partner with Velpic to increase its content capabilities."*

COGNITIVES

The partnership with Cognitives.io will enable Velpic to commence the development and procurement of a corporate eLearning online community through social aggregation that has the added capacity to exponentially expand the Company's reach to new market sectors with minimal capital requirement.

Cognitives.io is a SaaS (software-as-a-service) publishing platform that allows businesses to build a community around content and the brand. This is executed through leading digital publishing tools, social curation functionality, deep data and content marketplace integration, providing businesses with advanced functionalities that make their community stand out from others.

Under the partnership, Cognitives will provide a specially designed platform for Velpic to place specially curated content that will be accessible to the learning community and allows them to participate on the platform either through comments or publish their own articles. There is functionality to expand this to a multi-level publishing model that can be separated via sectors or learning pathways such as corporate training, compliance, training organisations etc, with Velpic to act as overall owner of the platform.

The platform provides Velpic with the opportunity to build its brand in association with the workplace eLearning market and potentially position itself as an authority in the Learning Management System (LMS) sector.

In addition, there is scope to generate revenue through the Cognitives platform through a revenue sharing model, where Velpic receives a portion of the Cognitives monthly license fees on the Company's customers that use the platform.

Mr Francis commented: *"The partnership with Cognitives provides Velpic with a unique opportunity to position itself as a leader in the corporate training space, where global spending in the area topped US\$130 billion last year.*

"The functionality that the Cognitives platform offers, in particular the social aggregation capability, will enable Velpic to reach out and exponentially expand our offering to many more verticals without much upfront capital. We are very pleased to be partnering with Cognitives and look forward to launching this collaboration in the near future."

Cognitives.io Chief Executive, Justin Cannon commented: *“We are really privileged to be working with a disruptive tech company like Velpic and to support their drive to become thought leaders in the e-learning space.”*

****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.

About Big Unlimited (ASX:BIG)

BIG is the parent company of Big Review TV (BRTV), which is the world’s first video review platform providing online video reviews. Big Review TV’s B2B service provides on-site, low-cost video production and online marketing services to small and medium-sized enterprises. BRTV are innovative disruptors in the video space and are in the process of building a SaaS ‘go to market’ global digital strategy. BRTV has built a pipeline of

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over 15,000 customers and has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.

About Cognitives.io

Australia-based Cognitives.io is a full stack SaaS (software-as-a-service) publishing platform. Founded in 2013, Cognitives is designed to seamlessly allow companies to build a community around content and the brand. This is done through leading digital publishing tools, social curation functionality, deep data and content marketplace integration. Cognitives technology serves Brand Publishers looking to build content communities around their Brand Story & Media Companies looking to harness quality User Generated Content to enhance their Digital Mastheads.

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