



# VELPIC INVESTOR UPDATE

SEPTEMBER 2017

# Disclaimer

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This information pack is provided on behalf of Velpic is for general information purposes only and is not investment advice or constitute an offer or recommendation of securities in Velpic.

This presentation is a summary and does not purport to be complete, nor independently verified. While all reasonable care has been taken in compiling this information pack, Velpic accepts no responsibility for any errors or omissions.

This information pack should be read in conjunction with Velpic's Annual Report and market releases. This information pack may contain forward-looking statements. These forward-looking statements are based on an assessment of present economic and operating conditions and involve both known and unknown risks and uncertainties many of which are beyond the control of the Company, the Directors and management. Such forward-looking statements are not guarantees of future performance and actual results may differ. As a result, investors and potential investors are cautioned not to place undue reliance on these forward-looking statements.

Although management may indicate and believe the assumptions underlying the forward-looking statements are reasonable as at the date of this document, any of the assumptions could prove inaccurate or incorrect.

The Company has no intention to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this document, except where required by law.

This document contains information gathered from third party sources. While management believes this data to be reliable, market and industry data is subject to variations and cannot be verified due to limits on the availability and reliability of the same. Accordingly, the accuracy of such information cannot be guaranteed and the Company has not sought to independently verify any data from third party sources, or to ascertain the underlying assumptions relied upon by such sources.

All information in this information pack is current at the date of circulation, and all currency amounts are in Australian dollars, unless otherwise stated.

# Company Snapshot

- ASX listed technology company comprised of two entities



Cloud-based video  
eLearning platform



Innovative branding, technology  
and digital marketing experts

- Targeting the large and growing learning management systems market expected to be worth \$15.72bn by 2021<sup>1</sup>
- New products launched: Velpic Construction, Velpic Sport eCoaching, Velpic Franchising, Velpic Insights Network
- Substantial revenue growth in FY 2017 and Q1 FY 2018
  - 136% increase in annualised recurring revenue from Sept 16 to Sept 17
  - 112% increase in new clients Sept 16 QTR to Sept 17 QTR

<sup>1</sup> Markets and Markets - report Learning Management System Market

As at 30 September 2017:

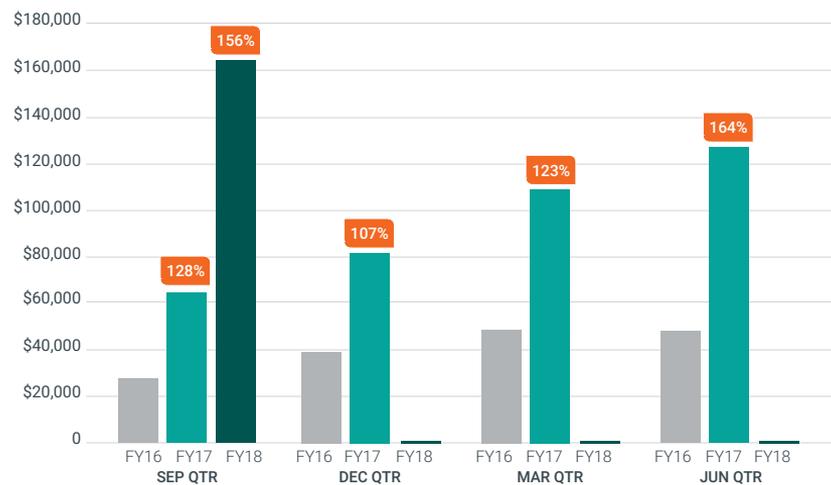
ASX Symbol	VPC
Existing Shares on Issue:	
• Listed	552,432,676
• Escrowed	126,040,500
Unlisted Options	41,170,000
Total Ordinary Shares	678,473,176
Market Capitalisation	\$9,498,624
Share Price	1.4 cents
Cash Balance	\$2,373,479

Top 5 Shareholders	
THE TRUST COMPANY (AUSTRALIA) LIMITED	51,326,995
RUSSELL JOHN FRANCIS	41,833,333
PATRICK CONNELL	38,000,000
GLEN MOORA	38,000,000
THE #INVESTMENT \$CO PTY LTD	12,216,750

# Track record of recurring revenue growth

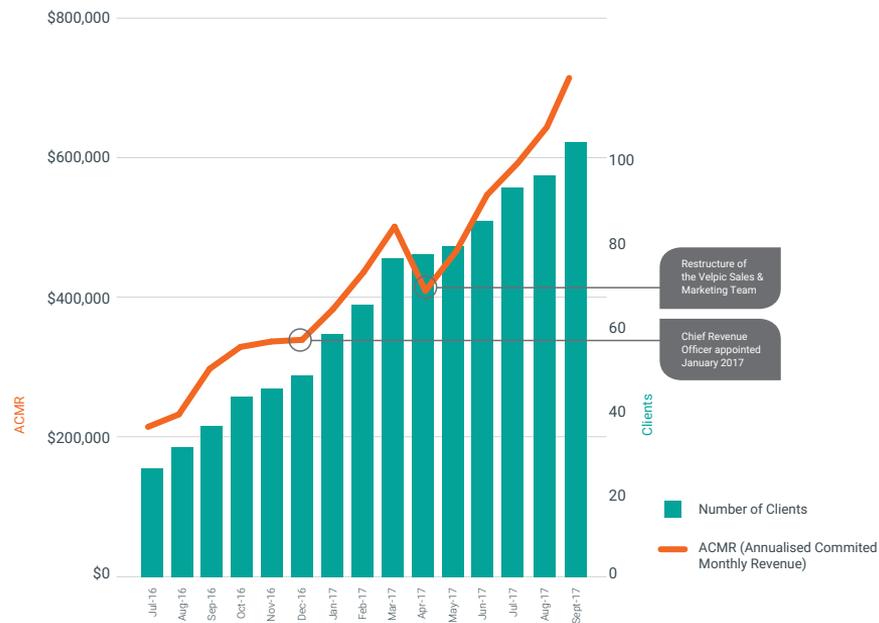
## Year-on-Year Recurring SaaS Revenue

(unaudited)



## ACMR & Client Growth

(unaudited)



# Clients



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



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



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



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



[www.asa.adventist.edu.au](http://www.asa.adventist.edu.au)



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



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



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



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



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



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



[www.noosa.qld.gov.au](http://www.noosa.qld.gov.au)



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



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



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



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



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



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



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



[www.alcoa.com/australia](http://www.alcoa.com/australia)



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



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



[www.maca.net.au](http://www.maca.net.au)



[www.agc-ausgroup.com](http://www.agc-ausgroup.com)

# Velpic - Inspired Learning



## Video eLearning Platform in the Cloud

- Unique solution for businesses to train and induct staff with integrated video training
- Dramatically expands on the capabilities of traditional LMS
- Lessons on demand, anywhere, any time on any device
- Single solution to provide an end-to-end training experience
- Recurring SaaS fees
- Hosted in the cloud
- Enterprise grade platform technology
- VR Lesson Enabled

# Velpic - Inspired Learning

Velpic is a modern learning tool that anyone can use to create engaging content. From HR onboarding to team collaboration, and even sales and customer training.

## Workplace training doesn't have to be a chore

At Velpic we know that traditional workplace learning can be boring. You simply can't win if you are bored, let alone constrained to legacy systems that do not deliver innovation.

With our unique authoring tools, our Virtual Reality capabilities and our ease of use on any device, anywhere at anytime, we help organisations increase productivity, engage the workforce in a fun and inclusive manner and ultimately gain better results.



**↑ 60%**  
increase in learning retention<sup>1</sup>



**↓ 70%**  
reduction in training costs<sup>2</sup>

<sup>1</sup> CIPD (2015), Page 6, Annual Survey Report - Learning and Development 2015

<sup>2</sup> Bachman, K (Corporate E-Learning: Exploring A New Frontier) 2000

LMS market to be worth **\$15.72bn** by 2021<sup>1</sup>

**74%** of companies using learning technologies, use an LMS<sup>2</sup>

High growth sector due to increasing mobile population and distributed workforces

VR market expected to be worth **\$30 billion** by 2020<sup>3</sup>

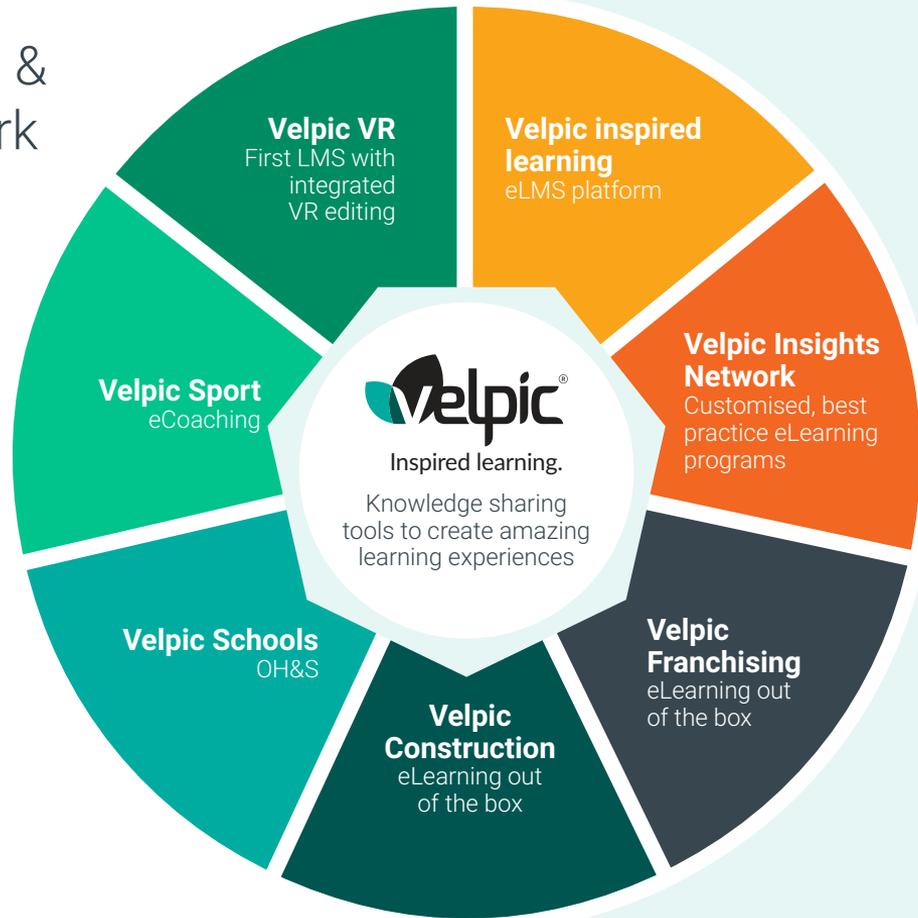
By 2018 it is expected over **17 million** people will be active users of VR products<sup>4</sup>.

#### Sources:

1. Market and Markets LMS Report
2. 2014 Training Industry Report
3. [www.digi-capital.com/news/2016/01/augmentedvirtual-reality-revenue-forecast-revised-to-hit-120-billion-by-2020/#.WNImNXSGMUF](http://www.digi-capital.com/news/2016/01/augmentedvirtual-reality-revenue-forecast-revised-to-hit-120-billion-by-2020/#.WNImNXSGMUF)
4. [www.digitalpulse.pwc.com.au/infographic-virtual-reality-training](http://www.digitalpulse.pwc.com.au/infographic-virtual-reality-training)

# Velpic product & partner network expansion

Knowledge sharing tools to create amazing learning experiences



## Changing the way we learn:

- Velpic eLearning platform to aggregate all learning experiences
- Growing the addressable market
  - VR content
  - Velpic Sport
  - Micro Learning
  - Knowledge Sharing
- Creating out of the box learning experiences with ready made content
  - Velpic Construction
  - Velpic Franchising
  - Velpic Schools
- Velpic insights network to develop customised learning experiences

# Velpic growth accelerators



VELPIC INSIGHTS NETWORK

# Highly experienced team



**Leanne Graham**  
Non-Executive  
Chairperson  
*Velpic Limited*

Over 28 years of executive sales and technology experience, having being the highly successful former General Manager and Global Head of Sales for Xero's New Zealand operations. Significant sales and technology experience in early stage and listed companies.



**Harry Karelis**  
Non-Executive  
Director  
*Velpic Limited*

More than 25 years diversified experience in the financial services sector, including private equity, Asian emerging markets, natural resources, healthcare, life science and medical technologies. Holds several international public and private company directorships and possessing considerable cross-border experience.



**Daniel Rohr**  
Non-Executive  
Director  
*Velpic Limited*

A Chartered Accountant and CFO with over 25 years management, corporate advisory, finance and accounting experience, Daniel has served in numerous listed and unlisted companies across a range of industries including digital technology, mining, real estate and financial services.



**Russell Francis**  
CEO  
*Velpic Limited*

Industry-disrupting entrepreneur and technology architect with more than 25 years international experience. Proven track record building enterprise scale applications. Won Talent Unleashed Awards Most Disruptive CIO/CTO Award in 2015 judged by Sir Richard Branson, Steve Wozniak and a panel of global business and technology luminaries.



**Jacqueline Gray**  
CFO  
*Velpic Limited*

A Chartered Accountant and CFO with over twenty five years experience. Jacqueline worked for many years in the UK for established leading global brands such as the BBC and The Economist. More recently, she has been CFO for businesses in technology, renewable energy and retail industries.



**Rhonda Robati**  
CRO  
*Velpic*

Track record and over 20 years experience driving sales growth in the technology industry. Previously CRO for GeoOp growing sales 270% and for Salesforce.com she led sales growth of 50% year over year. Prior to Salesforce.com, Rhonda worked as McAfee's Asia Pacific Sales Director, and was formerly Vice President of Sales and Operations - EMEA & APAC for Insight Technologies, in Dublin Ireland and Munich, Germany managing \$1 Billion (USD) in Revenue.



**Katja Voegele**  
CMO  
*Velpic*

Katja has worked in technology, telecommunications, media and real estate for the past 25 years. She has significant experience leading digital transformations in companies at various growth stages, from start-ups to large corporates. Working in C-level roles, her focus has been on everything digital ranging from business strategy, marketing & sales, product design/development to customer experience programs.



**Justin Pante**  
CTO  
*Velpic*

Over 15 years experience in software development across numerous industries. Whilst in London and New York he was influential in the development and roll out of software for a number of investment banks including Goldman Sacks, UBS and Citibank. Justin combines technical experience with a customer first focus to ensure Velpic provides a simple, elegant and robust experience to customers.

# Investment proposition

- Transforming workplace education and training
- Global first mover advantage with innovative cloud based technology
- Convenient and cost-effective eLearning platform
- Significant market opportunity with global LMS market to be valued at US\$15.72b by 2021\*
- Rapidly expanding international presence
- Existing blue-chip client base with strong growth pipeline
- Scalable product development capability to deliver new LMS products for segments/verticals
- Experienced board and management in place to drive commercial growth

\* Markets and Markets - report Learning Management System Market



## THANK YOU

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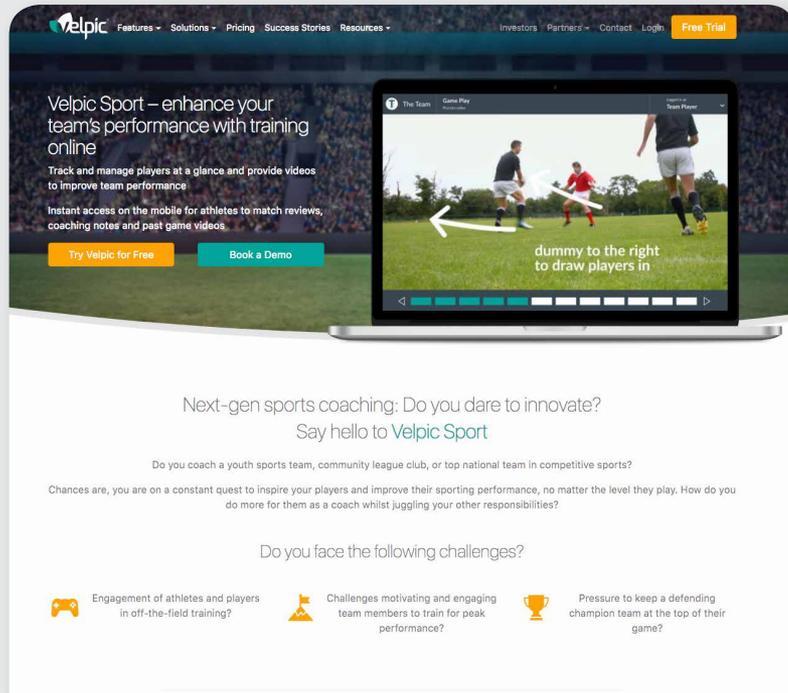
[www.velpic.com](http://www.velpic.com)  
OZ | NZ | US

Investors  
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Media & Marketing  
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# Velpic Sport - Inspired eLearning for coaches and teams



The screenshot shows the Velpic Sport website. The top navigation bar includes links for Features, Solutions, Pricing, Success Stories, Resources, Investors, Partners, Contact, and Login, along with a Free Trial button. The main content area features a laptop displaying a coaching interface with a video player. The video shows a soccer player with a dummy and text overlay: "dummy to the right to draw players in". Below the laptop, the text reads: "Next-gen sports coaching: Do you dare to innovate? Say hello to Velpic Sport". Further down, it asks: "Do you coach a youth sports team, community league club, or top national team in competitive sports? Chances are, you are on a constant quest to inspire your players and improve their sporting performance, no matter the level they play. How do you do more for them as a coach whilst juggling your other responsibilities? Do you face the following challenges?". Three challenge icons are listed: a game controller for "Engagement of athletes and players in off-the-field training?", a flag for "Challenges motivating and engaging team members to train for peak performance?", and a trophy for "Pressure to keep a defending champion team at the top of their game?".

## Velpic Sport Proposition

- To enhance your team's performance with training online and engage your team on and off the field
- Target market – coaches, trainers and their athletes and teams
- eCoaching market size expected to grow to AUD\$1.1B by 2021\*
- Features:
  - Track and manage players at a glance and provide videos to improve team performance
  - Instant access for players to match reviews, coaching notes and past game videos
  - VR to enhance team performance
- Canterbury Bulldogs are the first Australian club to sign up for Velpic Sport, followed by NRL NSW

\* Source: Winter Green Research

# Velpic Construction - Inspired safety eLearning out of the box

Velpic Construction  
eLearning out of the box

Create a Safety Culture, not just compliance. Velpic aligns online training with business goals for sustainable performance.

- Safety fundamentals.
- Technical excellence and leadership.
- High performance culture across the organisation.

Free Trial Book a Demo

Embrace online training.  
Say hello to Velpic Construction

- Do you spend a lot of time and resources conducting repeated induction, safety and compliance training in multiple locations?
- Are you thinking about how to drive technological leadership across all business departments and divisions?
- Do you want training resources to tackle work-related injury, high staff turnover, and employee engagement?

There's an easier and more effective way to manage training and get great results.

Reap the business rewards of innovative online training

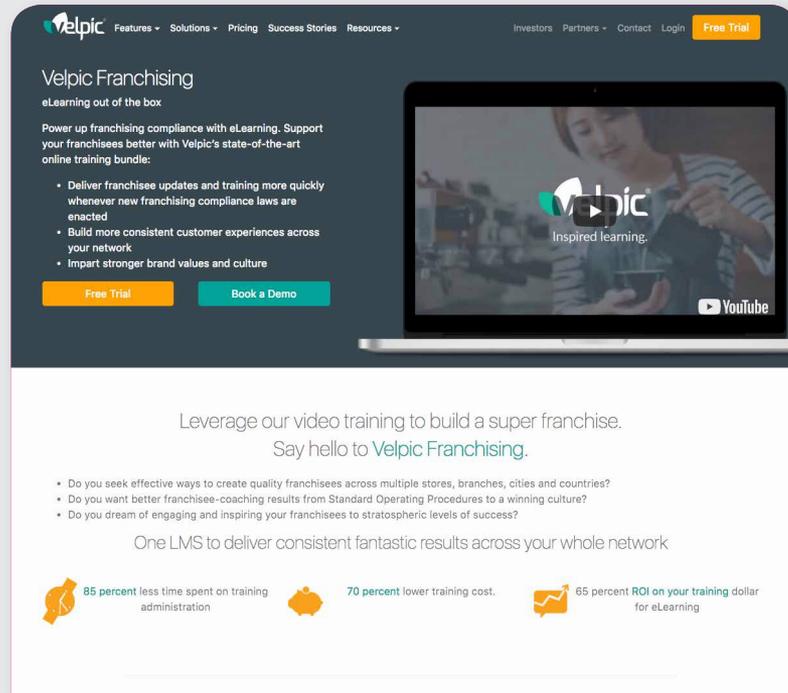
- 85 percent less time spent on training administration
- 70 percent lower training cost.
- 65 percent ROI on your training dollar for eLearning

## Velpic Construction Proposition

- To create a safety culture, aligning online training with business goals for sustainable business performance
- Australian market: \$349b in revenue, 1m employees and 333k businesses<sup>1</sup>  
US market: \$1.7t in revenue, 7.3m employees and 729k businesses<sup>2</sup>
- Target market:
  1. infrastructure, industrial and commercial construction
  2. their suppliers
  3. companies developing training programs for construction companies
- Features:
  - Safety fundamentals pack – ready made eLearning program for the construction industry
  - Automated scheduling, tracking and reporting
  - Reinvent safety induction with VR
- Lead clients: Caps, CV Services, MACA, Coffey, SCEE, Civmec, Vassallo Construction, Oiltrac, Matrix Engineering, WBHO, Ranger Drilling, Shelf Subsea, Eltrix.

<sup>1</sup> ibis <sup>2</sup> statisticbrain

# Velpic Franchising- Inspired eLearning out of the box



The screenshot shows the Velpic Franchising website. At the top, there is a navigation bar with links for Features, Solutions, Pricing, Success Stories, Resources, Investors, Partners, Contact, and Login, along with a Free Trial button. The main heading is "Velpic Franchising" with the subtext "eLearning out of the box". Below this, a paragraph states: "Power up franchising compliance with eLearning. Support your franchisees better with Velpic's state-of-the-art online training bundle:". A list of bullet points follows: "Deliver franchisee updates and training more quickly whenever new franchising compliance laws are enacted", "Build more consistent customer experiences across your network", and "Impart stronger brand values and culture". There are two buttons: "Free Trial" and "Book a Demo". A video player is embedded, showing a woman in a kitchen with the Velpic logo and the text "Inspired learning." and a YouTube logo. Below the video, the text reads: "Leverage our video training to build a super franchise. Say hello to Velpic Franchising." followed by three bullet points: "Do you seek effective ways to create quality franchisees across multiple stores, branches, cities and countries?", "Do you want better franchisee-coaching results from Standard Operating Procedures to a winning culture?", and "Do you dream of engaging and inspiring your franchisees to stratospheric levels of success?". Below this, it says "One LMS to deliver consistent fantastic results across your whole network". At the bottom, there are three icons with text: a clock icon for "85 percent less time spent on training administration", a coin icon for "70 percent lower training cost.", and a bar chart icon for "65 percent ROI on your training dollar for eLearning".

## Velpic Franchising Proposition

- Leverage Velpic to build a smarter training platform to to:
  - Impart brand values and culture
  - Train franchisees to fulfill legal compliance and master SOPs
  - Build consistent customer experiences across your network
- Target market – franchisors and their franchisees
- Australian market: \$178b in revenue, 580k employees and 1200 businesses (ibis)
- US market: \$552b in revenue, 9.1m employees, 795k businesses (cnbc)
- Features: Franchisees support with our state-of-the-art franchisee training and communication tools with
  1. Velpic Franchising Fundamentals Pack in conjunction with Piper Alderman Lawyers
  2. VR induction and process training in conjunction with Cortex Interactive
  3. Advanced franchising training with ready-made videos from Velpic marketplace
- Lead clients: Enjo, Fernwood Gym

# Velpic Insights Network

The screenshot shows the Velpic Insights Network website. At the top, there is a navigation bar with 'Features', 'Solutions', 'Pricing', 'Success Stories', and 'Resources'. There are also buttons for 'Book a Demo' and 'Free Trial'. The main content is divided into two sections: 'High performance culture' and 'Technical and functional leadership'. The 'High performance culture' section features two profiles: Kristopher Harold, Founder of LinkPADD, and Leigh Farnell, Best Business Sales Expert. The 'Technical and functional leadership' section features two profiles: a woman in a blue suit and a woman with red hair and glasses.

Features • Solutions • Pricing • Success Stories • Resources • [Book a Demo](#) [Free Trial](#)

## High performance culture

Learn to create a resilient learning culture across your organisation that maximises productivity and employee engagement.

**Kristopher Harold**  
Founder  
LinkPADD

LinkPADD specialises in a breakthrough organisational design and development program that has reduced safety incidents by 90%, halved workers compensation premiums, improved productivity and quality by 30% to 50%, and reduced staff turnover to zero.

[FIND OUT MORE →](#)

**Leigh Farnell**  
Best Business Sales Expert  
Leigh Farnell

Leigh Farnell specialises in orchestrating sales performance breakthroughs and serving as a catalyst for workplace innovation and change. He is a sought-after speaker with a practical and proven system for producing and managing instant and enduring sales results.

[FIND OUT MORE →](#)

## Technical and functional leadership

Drive technical leadership with knowledge sharing made easier.

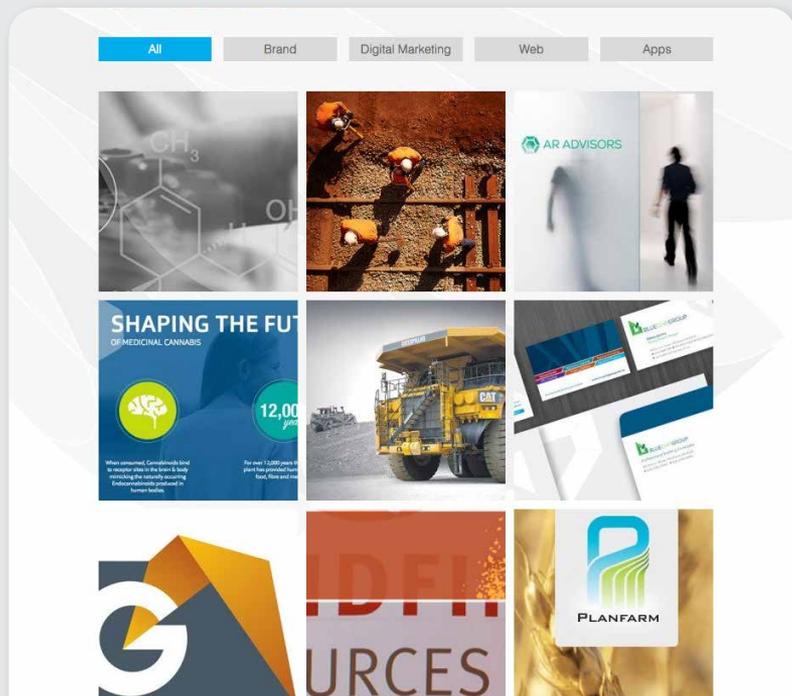
**[Name]**  
[Title]

**[Name]**  
[Title]

## Velpic Insights Network (VIN)

- Proposition: Leverage experts to achieve best practice business performance
- Velpic Insights Network (VIN) is an A-list of technology and business experts who help organisations of all sizes develop and exercise leadership in a complex world.
- Target market – companies looking for advice on best practice eLearning programs in the areas of safety/compliance, technical and functional leadership or high performing cultures
- Safety and compliance: Tap Into Safety
- Technical and functional leadership: Cortex Interactive
- High performing culture: Lyon HR
- Business model: revenue share

# Dash Digital - Innovative brand technology agency



Specialised digital agency, innovative mobile and web-based app development, branding and graphic design, web design, and digital marketing and advertising

## Capabilities

- App Development – With best-of-breed software development for mobile and web-based apps, custom business solutions.
- Branding & Graphic Design – visual personas, style guides, logo, website, print and digital marketing collateral, ad creative.
- Web – premium websites with responsive, mobile-optimised designs and secure cloud-based hosting.
- Digital Marketing – holistic marketing strategy and implementation including social media management, digital advertising, email and content marketing, analytics, and SEO project management.
- eLearning content services for the Velpic platform.

Industries: mining, manufacturing, construction, technology, healthcare, insurance, government and startups.

Clients: Kinetic IT, Health Engine, Unity Resources, Axis Financial Group, MACA