

14 March 2016

## VELPIC ACCELERATES INTERNATIONAL EXPOSURE WITH ADP AGREEMENT

### Highlights

- Agreement signed with global human capital management (HCM) technology provider ADP®, accelerating customer growth and providing significant international exposure
- Inclusion on ADP Marketplace provides Velpic with potential access to more than 630,000 customers worldwide
- Velpic video eLearning platform validated on a global scale, and consistent with growth strategy of accelerated customer acquisition and market penetration

**Velpic Group Ltd** (ASX: VPC) ("Velpic" or the "Company) is pleased to advise it has signed an agreement with NASDAQ-listed ADP, LLC, which will market the Company's eLearning platform on its global human capital management (HCM) marketplace.

The agreement will see Velpic's unique eLearning video platform included on the ADP Marketplace. ADP will initially market the Company's video eLearning platform by promoting a link to Velpic from within the ADP Marketplace. In a second phase, Velpic will fully integrate its platform into ADP's platform to provide clients of both systems with a seamless user experience. Integration is targeted for completion by the end of Q3 2016.

ADP Marketplace is a cloud-based "one-stop-shop" designed to help employers dynamically manage an ecosystem of enterprise applications from ADP and world-class partners. This enables companies of all sizes to extend the value of their workforce solutions seamlessly across their entire organisations via a secure, single sign-on process.

ADP (NASDAQ: ADP) is a leading global provider of cloud-based HCM solutions with more than 630,000 clients and 35 million end-users across over 100 countries.

The agreement with ADP provides Velpic with a substantial opportunity to showcase its video e-Learning platform to thousands of ADP clients, with strong potential to accelerate customer growth through exposure on a wide international platform. The Company's addition to the ADP's Marketplace will push Velpic's video eLearning platform into new geographies, including target market United States where ADP is the largest company within the Human Resources (HR) technology sector.

In addition, the future integration of Velpic's SaaS (Software-as-a-Service) platform with ADP has the potential to create 'sticky' customers through the simplification of HR technology capabilities and therefore increasing customer retention.

Velpic's enterprise grade technology provides businesses with a unique solution to train and induct staff with integrated video capabilities. The innovative cloud-based video e-Learning platform allows businesses to create, manage and schedule training and inductions while generating reports on completions and

outcomes. This provides a cost effective and mobile solution for businesses while increasing employee content retention through visual learning.

As a SaaS business, Velpic receives revenues from a subscription fee for providing access to its eLearning platform, professional service fees for implementation, and will receive pay per view (PPV) fees for each lesson completed by enterprise clients.

**Velpic Chief Executive, Russell Francis, commented:**

*"The agreement with ADP marks a significant moment in the Company's growth, not least because it thrusts Velpic onto the international stage but also aligns us with the world's best within the HR technology solutions area, and in particular the Learning Management Systems market.*

*"ADP is one of the biggest HR technology players in the world to be partnering with and the integration of softwares will be a substantial advantage for Velpic, providing a channel of highly secure data sharing that has an enormous potential for customer retention.*

*"This arrangement will strengthen Velpic's activities towards its goals to accelerate customer acquisition and expand market share."*

**Velpic Chairperson, Leanne Graham, commented:**

*"The ADP Marketplace was a high priority for the Company's growth plans, with the agreement a strong validation of Velpic's eLearning platform, particularly from a leading global provider of HCM solutions. We know Velpic will be an attractive proposition for customers, with the easy-to-use integrated video capabilities within the platform differentiating the Company from other LMS providers within the marketplace.*

\*\*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.

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## About ADP

Powerful technology plus a human touch. Companies of all types and sizes around the world rely on ADP's cloud software and expert insights to help unlock the potential of their people. HR. Talent. Benefits. Payroll. Compliance. Working together to build a better workforce.

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