

10 March 2016

## VELPIC SECURES NEW RESELLER PARTNERSHIPS NATIONWIDE

### Partner Program Manager Appointed to Focus on Reseller Sales Channel

#### Highlights

- Velpic signs a number of new reseller agreements with partners across Australia
- Reseller agreements extend Velpic sales reach, potentially exposing Velpic to a multitude of new Enterprise & SME clients and providing significant revenue opportunities
- Continuation of growth momentum in second pillar of Velpic's Three Pillar sales strategy
- Partner Program Manager with international SaaS experience appointed to manage Velpic's resellers

**Velpic Ltd** (ASX: VPC) ("Velpic" or the "Company") is pleased to announce that it has secured a number of new reseller partnerships across Australia, and appointed a Partner Program Manager who will be responsible for the Company's reseller sales channel.

#### New Reseller Partnerships

The Company has signed a number of new reseller agreements, where partners have agreed to on sell Velpic's eLearning platform. These new partnerships include:

- Risk Link (WA)
- Gavin Miles (WA)
- Marlene Liontis (VIC)
- Keegan Consulting (QLD)
- Beling Consulting (QLD)
- Kleinhardt Consultants (QLD)
- Volta Technologies (QLD)

Through these new reseller partnerships, Velpic has extended its sales reach to potentially thousands of new clients nationwide, with one partnership providing one touch point to a multitude of new clients. These partnerships represent substantial customer acquisition potential for the Company and opens up Velpic's platform to a number of new market verticals.

Reseller partnerships represent the second pillar of Velpic's Three Pillar sales channel strategy, with pillar one being Enterprise Sales and pillar three being SME customers using the platform via the upcoming Version 3.0.

Reseller partnerships open up new high growth revenue opportunities for Velpic's platform. The growth of the reseller channel will be a dominant driver of revenue growth as Velpic continues to establish itself as a key player in the Learning Management Systems industry.

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## New Partnership Manager

The Company has appointed Mrs Carrie Flanagan as Partner Program Manager, with responsibility for Velpic's reseller partners. Mrs Flanagan is an experienced SaaS sales and marketing professional with over 10 years of experience working in business-to-business environments in both large corporations and start-ups across the globe, including in North America and Europe. Most recently Mrs Flanagan was the Partner Program Manager for North American-based SaaS company Method:CRM, the number-one CRM app for Intuit's QuickBooks platform. Mrs Flanagan will be responsible for managing and expanding Velpic's reseller agreements, which will be pivotal in growing Velpic's customer user base.

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

*"The signing of a number of new resellers to the Velpic platform is fundamental to the Company's client expansion plans and provides Velpic with high growth revenue potential. A key component of 2016 will be the continued growth of Velpic's user base, particularly with regards to signing up additional reseller partners."*

*"I am also pleased to welcome Mrs Carrie Flanagan as Velpic's new Partner Program Manager, with responsibility for the Company's reseller agreements. Mrs Flanagan joins the Company with extensive international SaaS experience, including in North America and will be an asset at this exciting time in the Company's journey."*

**\*\*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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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.

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