

ASX ANNOUNCEMENT

April 21st 2016

ASX: *PML*

Veriluma secures commercial agreement with RPMG International, a provider of sales and marketing analytics to global companies.

Highlights

- *Licensing agreement with RPMG for provision of Veriluma's predictive intelligence software across global client base.*
- *Veriluma's software to enhance the development of revenue, sales and marketing strategies for RPMG customers.*
- *RPMG has worked with Google, QBE, Westpac, BT Financial.*
- *Agreement includes royalties from sales of the combined RPMG and Veriluma solution.*

Parmelia Resources Ltd (**ASX: PML**) ("**Parmelia**") is pleased to advise that **Veriluma Pty Ltd (Veriluma or the Company)**, an Australian technology company being acquired by Parmelia, has entered into a License Agreement with RPM Group International (RPMG) to provide Veriluma's patented predictive intelligence technology for application across RPMG's client base. The Agreement covers a range of licence and subscription fee applications and has potential for recurring revenue. RPMG specialises in Revenue Performance Management, Revenue Growth, Sales Process Engineering, Sales and Marketing Alignment and consults to global enterprises across all industries. RPMG has been in operation since 2005 and has worked with many major organisations including McDonalds, Google, Invacare, BT Financial and Telecom NZ.

As part of the Agreement, Veriluma will work with RPMG to develop predictive models that will be initially embedded within RPMG's hosted analytics application, Telemetry.

Commenting on the Agreement with RPMG International, Veriluma CEO, Elizabeth Whitelock stated, "RPMG uniquely addresses a global market that is industry agnostic. It is an exciting time to be involved as analysts predict double-digit growth in this sector. We are pleased to be working with RPMG to provide organisations with more accurate analyses of their sales and marketing effectiveness and their potential future revenues."

Please see the following press release from RPMG in relation to the partnering agreement.



RPMG and Veriluma form Partnership to Explore Potential of Leveraging Predictive Intelligence Technology to Enhance Revenue Performance Optimisation.

Veriluma’s patented engine ideally suited to address the uncertainty and incomplete knowledge inherent in marketing and sales environments; takes into account the known, considers the unknown.

SYDNEY, AUSTRALIA – April 20, 2016 – RPM Group International (“RPMG”), the leader in revenue performance analysis and optimisation; and Veriluma, developers of a patented predictive intelligence engine; today announced a partnership to explore a wide range of potential applications designed to help RPMG customers enhance decision-making capabilities in the area of revenue performance management and sales acceleration.

“The Veriluma predictive intelligence platform has been leveraged successfully in public sector agencies, including defence and national security and in financial services to better mitigate risk,” said Craig McKell, CEO, RPMG. “We will look to harness this uniquely powerful technology to provide our customers with even greater insights into both the opportunities and the risks they face to effectively managing their revenues.”

Examples of potential applications for RPMG customers include:

- Analysing risks to revenue generation and sustainable revenue growth.
- Reducing volatility, risk and uncertainty around revenue creation and conversion.
- Identifying economic, structural, environmental and operational risk and threats to future revenue delivery.
- Improving marketing and sales tactical intervention and execution, incorporating and integrating process, people and technology.
- Enhancing revenue planning, budgeting and forecasting by employing causal inference and predictive and prescriptive analytics.

About Veriluma

Veriluma patented technology weighs factors according to their level of importance; assesses and tracks problems over time as information changes; identifies risks that companies can take action to mitigate; and takes into account both quantitative and qualitative information to allow users to consider all factors without emotion, bias or prejudice – three elements which consistently plague marketing and sales analysis, management and decision making.

About RPMG

RPMG's capabilities combine one of the worlds' most advanced predictive and prescriptive revenue analytics solutions, RPMG-Telemetry, with world-class professional services, consulting, data cleansing and industry expertise for optimizing organisational marketing and sales performance.

RPMG is proud to serve and have served over the last ten years, some of the world's best known companies, including Google, IBM, Westpac, QBE, Ernst & Young, and 133 others across four continents.

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