

# VERILUMA

27 September, 2016

**ASX Announcement**  
**Company Announcements Platform**

## Veriluma Commences Trading on the ASX

Prescriptive Analytics software provider, Veriluma Limited (ASX: VRI, **Veriluma** or **Company**) will commence trading on the Australian Securities Exchange (ASX) at **10:00 AEST** today. The Company's listing on the ASX represents a significant milestone for Veriluma and follows the successful completion of a \$3.5m capital raising as part of the Parmelia Resources Limited (ASX: PML) Reverse Takeover (RTO) process.

The Company under the raising issued 50 million new fully paid ordinary shares at a price of \$0.07 per share indicating an undiluted market capitalisation prior to the commencement of trading of \$25.137 million.

### **About Veriluma and Prescriptive Analytics:**

Developed by a Commonwealth Research Centre for the Australian Defence Intelligence Organisation, which has been utilising Veriluma's technology since 2013, Veriluma's software assists decision makers with rapid and accurate assessments of terrorism and national security threats using its proprietary technology based on Prescriptive Analytics. Prescriptive Analytics is a form of advanced, forward-looking analytics, which provides assessments about future outcomes. Although most types of analytics aim to assist and improve in the decision making process, only Prescriptive Analytics delivers a preferred course of action.

In complex decision making situations, the ability to comprehensively manage incomplete or uncertain inputs is highly valuable for businesses, governments and individuals. <sup>1</sup>The Prescriptive Analytics software market is expected to reach US\$1.1 billion in the next 3 years, with a 22% Compound Annual Growth Rate (CAGR) from 2016. Currently, 10% of organisations have some form of prescriptive analytics and this is expected to grow to 35% by 2020. <sup>1</sup>Source: Gartner Forecast Snapshot: Prescriptive Analytics, Worldwide, 2016; 5 February 2016

Veriluma's software has wide applications across multiple industries including banking and financial services, government, defence and national security, insurance, legal, health, pharmaceutical and resources. The following organisations have partnerships with Veriluma for use of its Prescriptive Analysis engine, and the Company expects to announce further partnerships and licensing agreements with organisations both in Australia and internationally in the near term.

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PARTNER	APPLICATION OF VERILUMA'S PRESCRIPTIVE ANALYSIS ENGINE
<p><b><u>Global Business Resilience</u></b> An independent, resilience-building consultancy specialising in helping organisations anticipate and manage political, social, environmental and security risks in complex and hostile environments.</p>	<p><b>Counter Terrorism and Security Assessment.</b> Uses Veriluma's software to analyse evolving global, regional and national threat environments. Veriluma actively engaged in providing solutions to combat security threats and protect Australia and Australian interests.</p>
<p><b><u>ONIQUA</u></b> Oniqua's Intelligent MRO (maintenance, repair, and operations) technology cuts cost and mitigates risk for some of the world's largest energy and resources companies.</p>	<p><b>Inventory and Risk Management.</b> Veriluma's engine is being used to help Oniqua's clients assess the criticality of inventory in their respective maintenance, repairs and operations environments. Key applications: assigning spare parts; reducing the risk of unforeseen/lengthy shutdowns caused by the failure of spare parts; identifying risks and threats to future development sites; improving project management</p>
<p><b><u>Marketlend</u></b> Marketlend offers a marketplace lending solution that manages the entire peer-to-peer lending process for Small to Medium Enterprises (SME).</p>	<p><b>Risk Management and Assessment.</b> Uses Veriluma's software to assess the risk of lending to a small to medium company i.e. the likelihood and certainty of the applicant repaying their loan.</p>
<p><b><u>Legal Logix</u></b> A partnership combining technology and legal expertise to empower consumers allowing them to engage directly with the legal system, via a more accessible and affordable platform.</p>	<p><b>Automation of Process to Empower Consumers</b> Driving change via applications that automate the legal, repetitive processes, demystify and empower consumers in the following areas: Family Law, Estate Services, Personal Injury, Employment and Immigration.</p>
<p><b><u>RPM Group International</u></b> RPMG is a software and services technology company helping clients identify exactly where revenue is coming from and what activities are the most successful in the sales and marketing engine.</p>	<p><b>Revenue Performance Analysis and Optimisation.</b> Uses Veriluma's software to help RPMG customers enhance decision-making capabilities in the area of revenue performance and sales acceleration.</p>
<p><b><u>Defence Consultants</u></b></p>	<p><b>Counter Terrorism and Security Assessment.</b> Reselling software licenses and delivering associated services primarily within Defence and Intelligence agencies in Canberra.</p>

Commenting on the milestone listing of Veriluma, the Company's Chief Executive Officer Elizabeth Whitelock said:

*"Thank you to everyone who participated in the capital raise. We have been humbled by the enthusiasm and support shown. Veriluma's listing on the ASX is a significant milestone for the Company and recognition of our innovative and unique Prescriptive Analytics software. We look forward to capitalising on this achievement by delivering shareholder value as a listed company. The Board and management will work diligently to apply the newly raised funds towards commercialisation: business development, marketing, awareness and further product development. We will continue to work hard on building solid, scalable commercial partnerships with applications that will deliver significant and effective results across business and government."*

**For more information, please contact:**

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