

EDTRIN GROUP LTD

ARBN 169 021 256

31 HIGHGATE CCT, KELLYVILLE, NSW, 2155, AUSTRALIA

11 May 2015

National Stock Exchange of Australia Ltd

PO BOX 283

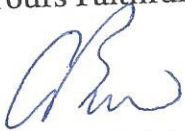
Newcastle NSW 2300

Dear Sir

EDTRIN ANNOUNCEMENT – Brian Styles Appointment

Please see attached announcement for immediate release.

Yours Faithfully



Andrew Bristow

Secretary

Edtrin Group Ltd



L 1&2 Little Collins Street  
Melbourne, Victoria  
Australia 3000  
P: +61 3 9670 9339  
E: [info@edtrin.com](mailto:info@edtrin.com)  
W: [edtrin.com](http://edtrin.com)

## FOR IMMEDIATE RELEASE

11 May 2015 – EDTRIN Group Ltd (“EDTRIN”) wish to announce to the market the appointment of Brian Styles as CEO of EDTRIN in Australia.

With 25 years’ experience in the recruitment sector alone, Brian Styles is one of Australia’s most seasoned industry executives. In addition to a broad business and professional understanding that spans numerous industries, Brian’s foresight in business acquisition and brokering relationships is credited as more than tripling Programmed Integrated Workforce’s revenue ([www.programmed.com.au](http://www.programmed.com.au)).

### Industry Experience & Affiliations

Chairman, Executive Committee APAC Drake International  
Managing Director of InStyles Management & Consulting  
Chairman, ConX Construction  
Chief Executive Officer of Programmed Integrated Workforce (PIW)  
Executive General Manager of Adecco  
Executive General Manager of Drake International  
Advisory Board Member of the Melbourne Storm Football Club  
Associate Director of SportsConnect  
Ambassador for the Trans-Tasman Business Circle  
Member of the Australian Institute of Management  
Member of the Australian Institute of Company Directors  
Member of the Recruitment & Consulting Services Association

Global CEO of EDTRIN Graeme Coomber described the appointment of Mr. Styles to the position of CEO as another leap forward in the fast development of EDTRIN as a genuinely global and disruptive educational and career management company. “With our global market and focus, what is crucial for us right now is the attraction and retention of the very best people in our team. With Brian Styles as Australian CEO, we not only have a hugely experienced and connected individual at the helm of our Australian operations, we also have an excellent strategic thinker with a wealth of knowledge to bring to markets and to assist in leveraging EDTRIN opportunities globally.”

EDTRIN Group directors anticipate optimisation of all systems, structures, resources and networks of EDTRIN Australian operations by June 30th, 2015.

### Background

EDTRIN, whose name derives from the convergence of Education, Training and Innovation, is developing an integrated physical / digital education ecosystem designed to assist lifelong personal advancement for individuals through timely, personally relevant educational resources and ongoing career management. The company is developing and delivering more effective training and learning outcomes through smart technology and a better understanding of industry knowledge needs and capability gaps. The process is to continuously refine and innovate educational resources and delivery mechanisms that have business and consumer relevance in today's rapidly evolving commercial and social landscape.

EDTRIN recently acquired Finpa Australia Pty Ltd and its LMS (learning management system), a licensable software platform used by Registered Training Organisations (RTOs) in Australia as a white-label solution for online student access and student data management. Student's courses can be completed, tracked and assessed through the LMS while this data is captured by an administrator. Additionally, EDTRIN acquired ProjectProject PTY LTD, a full-service brand and communications technology company as part of a strategy to develop Intellectual Property including educational and training content, communications and marketing strategies and technology in house.

**For further information please contact:**

**EDTRIN Group COO / Steve Maskell / [steve.maskell@edtrin.com](mailto:steve.maskell@edtrin.com)**

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

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

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