

EDTRIN GROUP LTD

ARBN 169 021 256

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18 May 2015

National Stock Exchange of Australia Ltd

PO BOX 283

Newcastle NSW 2300

Dear Sirs

EDTRIN ANNOUNCEMENT – Market Update

Please see attached announcement for immediate release.

Yours Faithfully

A handwritten signature in blue ink, appearing to read 'A. Bristow', is written over the typed name.

Andrew Bristow

Secretary

Edtrin Group Ltd



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## **18/05/15 FOR IMMEDIATE RELEASE**

18 May 2015 – EDTRIN Group Ltd (“EDTRIN”) wish to provide a general update to the market regarding the strategic direction of the company and its operations in Australia.

Although much of the EDTRIN strategic thinking is confidential and commercial in confidence, therefore inadvisable to comment upon in a public forum, the company Directors would like to give an indication to the market regarding the direction of the company and its competitive position.

While being a globally focussed company, current competitive intelligence and the information available to EDTRIN at the time of writing suggests that the Australian EDTRIN business model will put the company in a leading position in the market and create new ground in the Australian educational space.

The company in Australia is developing internationally replicable benchmark systems, processes and partnerships that clearly demonstrate and uphold the EDTRIN core focus on the needs of the individual and successfully managing their learning for life. This underlying vision in itself can be seen as a market differentiator and competitive advantage when executed effectively. Aspects of this strategy that are crucial to business model success include the initial identification of individuals and their particular needs along with their direct management and a resulting heightened ability for those individuals to get employed and remain employed. The EDTRIN business strategy is built with these goals in mind. An ability to execute the intent behind the strategy is achievable only through the attraction and retention of individuals, networks and organisations of credibility who are aligned with these objectives and who collectively represent great commercial and market insight. EDTRIN is devoting significant attention to turning the collective insight of its partners and alliances into commercial market outcomes for its shareholders.

EDTRIN Group recently appointed Brian Styles as its Australian and New Zealand operations CEO. Commenting on his appointment and company direction, Mr Styles said, “I’m very excited to take this position with EDTRIN - the role is a natural fit. The Australian market is at an interesting point but even at this stage of the game, I think we’re very well positioned to take advantage of the huge opportunity that lies ahead. We are well differentiated in our strategy, we have the right people in the right positions in our EDTRIN team and we have the benefit of a fully aligned wider business network. So given that, I think we can achieve great things and return true value for our shareholders.”



Mr Styles previously held positions including Chief Executive Officer of Programmed Integrated Workforce (PIW) and Chairman, Executive Committee APAC Drake International.

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. Students' 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 plan to develop Intellectual Property including educational and training content, communications and marketing strategies and technology in-house.

**For further information please contact:**  
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[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)