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15/06/15 GENERAL MARKET UPDATE FROM UNITED KINGDOM

EDTRIN HOSTS AUSTRALIA HOUSE EVENT, BEGINNING LONDON LEARNING WEEK

15th June, 2015 – EDTRIN Group Ltd, wish to inform the market of an event at Australia House (the Australian High Commission), held with the kind cooperation and support of the Victorian Government in London, from 2pm to 4pm on 15th June. The event is a forum for the company to inform and attract international educational content providers and education investors to the EDTRIN opportunity.

The EDTRIN event at Australia House will host presentations from a range of industry experts, including:

- Graeme Coomber, EDTRIN Global CEO
- Craig Weiss, the internationally recognised corporate online learning industry analyst
- Chris Butt, Founder and CEO of Cognisess, a company dedicated to emotional intelligence measurement

EDTRIN Global CEO, Graeme Coomber commented: “EDTRIN is delighted to help set the scene for this educational week, which brings to London key players at all levels in the online learning technologies field. Recent estimates suggest that the global education market is worth some US\$7 trillion a year. It’s the largest industry in the world but so much of this money is currently invested in aged infrastructures. EDTRIN will be talking about new paradigms and opening markets, particularly Asia, in order to make the best education materials available to help people around the world. We are an educator - but ultimately we are focused on how an individual gets a job, keeps a job and gets their next job. And the developing markets can certainly do with some help in this area.”

During the week Mr Coomber will be in contact with Edtech investors, education and training content providers, (including universities and colleges), corporate training organisations and professional associations. Mr Coomber will describe EDTRIN market differentiation and commercial opportunities surrounding the EDTRIN platform for delivery of educational and training content and services internationally, especially developing Asian markets.

Following the EDTRIN event, the Learning Technologies Summer Forum, held at London’s Olympia will commence on 16th June as well as Edtech Europe, an event for venture capitalists and other investors with an interest in the online learning technologies sector. Organised by IBIS Capital and located in Kings Place, London on the 18th June, Edtech Europe involves significant players from the European and global education technology communities. The forum will explore trends, opportunities and issues surrounding the e-learning industry.

The EDTRIN event in Australia House will also mark the official launch of the Company of Thought, an international think tank of which EdTrIn is a member and whose mandate is to report and comment on trends within the corporate online learning technologies industry worldwide.

As a further review of market progress, after signing agreements earlier this year including the appointment of Jim Dickson (former Development Director at Aston Business School, Aston University) as Head of EDTRIN UK Content Acquisition, EDTRIN is actively engaging and continuing partnership conversations with:

OCB Media - UK based company specialising in providing learning and training solutions for the health and medical industry;

eLearning247 Limited - UK based provider of collaborative content (course) authoring tools, generic course content and bespoke course development;

Jenison - UK-based publisher of off-the-shelf online learning resources, learning management tools and rapid content authoring;

and Media Saints Innovation - a leading Australian (Melbourne) digital educational consultancy focussed on serious games, and e-learning systems.

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 technology, educational and training content, communications and marketing strategies in house. The company's operational headquarters are located in Singapore with developmental offices in Melbourne Australia. This places EDTRIN in the educational epicentre of the region, giving it premium entry to target markets in the Asia Pacific, China, Indian Sub-Continent, and Middle East and North African regions.

For further information please contact:

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