

26 July 2017

The Company Announcements Office  
ASX Limited  
Via E Lodgement

---

## Market Update – a letter from the Chairman

### Chairman's Letter

#### To the shareholders of Rision Limited:

As we announced in the last two Market Updates (8 June 2017 and 28 June 2017), the board and management of RNL has been reviewing the strategy and direction of the company to achieve the goal of improving company performance and the creation of shareholder wealth.

To achieve this, the future action and strategies for Rision need to:

- create a realistic path to revenue;
- create a clearly defined path to producing a sustainably profitable company and;
- ensure sound corporate governance structures and procedures.

We are therefore please to advise the current plans across the key areas of our business:

#### 1. [Penetration into the UK market through Virgin Care Limited \(VCL\)](#)

Through an improved relationship with VCL, there has been a ramp-up in activity with the development of the VCL opportunity. Having received strong endorsement from VCL of our product, we are in the process of preparing for implementation across a number of locations in the UK in the next week or so and will continue an increased level of activity from that point on.

Additionally, members of the Rision team are making arrangements to meet with senior personnel at VCL to further explore the potential of the strategic alliance.

#### 2. [Penetration into the USA market through the Rision USA team](#)

As we announced 17 May 2017, our USA team (Howard and Bryan Serkin) has been building interest in the Rision product. They have now developed a strong pipeline that will enable us to penetrate the Rision product into the contingent workforce space in the USA.

We have progressed the above activity to a point where we are about to launch start-up trials in a number of locations with a view that these locations will convert to revenue generating customers at the completion of the trial period.

#### 3. [Penetration into the Australian Market](#)

Whilst the Australian market is not as significant as other markets on a global scale, it has the advantage of being local providing an opportunity for stronger direct strategic alliances.

Rision is currently in discussion with an Australian company with a view to establishing a local distributor of the Rision product. This will leverage their sales network and their marketing expertise to push the Rision product in the Australian market. Rision's intention is to establish a cost structure based on revenue generation thereby ensuring the costs of doing business are offset by the revenue generated.



**4. Penetration into the China Market**

Rision is currently in discussion with business partners with a view to a possible joint venture to enable the penetration of the Rision product into China. This presents a significant opportunity for Rision as the Chinese economy embraces an increase in its contingent workforce.

Whilst this would require a rework of the Rision platform for the China market, our goal is to provide the Rision product and expertise in return for a recovery of costs during the development process. Once completed, the product can then be launched into the China market with the obvious appeal of capturing revenue from the enormous China marketplace.

**5. Governance – recovering legacy costs**

As advised above and previously, Rision is committed to ensuring sound governance. To that end, the company board and management has commenced a process of investigating opportunities to recover costs where company funds have been spent but the costs not recovered. We are in the process of taking action in this regard.

**6. Commitment to Ongoing Communication**

The company remains committed to ensuring we continue to communicate to our shareholders through Market Updates on a regular basis. Furthermore, we will provide separate announcements on each of the above key areas of business as they progress and crystallise.

Kind regards,

**Alan Hoffman**  
**Chairman**

**Em: [alan.hoffman@rision.com](mailto:alan.hoffman@rision.com)**

---

**About Rision (ASX:RNL)**

Rision is a mobile technology platform to help businesses manage and support their employees. Rision has applications across a broad range of industries including hospitality, fast food, retail, event management, nursing, security, gaming and government.