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## ASX Announcement

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Australian Securities Exchange Limited

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### **CHAIRMAN UPDATE**

#### **INCUBASIA MANAGING PARTNER HANS DE BACK JOINS ICOLLEGE LIMITED, A NEW ONLINE VOCATIONAL EDUCATION PROVIDER, AS NON-EXECUTIVE CHAIRMAN**

iCollege Limited is pleased to welcome international entrepreneur Hans de Back to their team as Non-Executive Chairman.

Mr de Back brings more than 13 years experience across multiple technology industries to the new online education provider. His expertise spans across a number of dynamic fields, ranging from financial and educational technology to social media, mobile marketing and start-up enterprises.

Speaking on his appointment to iCollege two weeks ago, Mr de Back said the cloud-based technology delivery platform and diverse content was what drew him to the project.

“I am really excited about being involved with iCollege due to my interest in educational technology and helping companies to grow,” Mr de Back said.

“Educational technology is growing immensely and I can see iCollege growing from an early stage company into a market leader.”

Also currently working with IncubAsia, an early stage technology investment firm, as a Managing Partner – he began his career as a lawyer and specialised in mergers and acquisitions with a focus on telecom, media and entertainment.

In 1999, he co-founded Telitas Benelux, one of the first and most successful mobile content providers in Europe. This sold to Index in 2002 for €50 million.

He went on to develop two start-up companies, Triscreen Media Group and Cliq Digital, in the Netherlands – both specialising in mobile content creation, marketing and distribution.

But it was in 2007 he began investing in other companies, leading the entrepreneur to step into one of his most dynamic roles yet as the Non-Executive Chairman of Sydney-based mobile social entertainment network, Moko Social Media, two years later.

“My approach is very hands on and I am very familiar with both public and private space development,” Mr de Back said.

“With Moko, I was an early stage investor that has helped the company to expand into other markets.”

“They are currently in the process of filing an initial public offering on the NASDAQ in the US because the US is simply the biggest mobile market.”

Also taking on a role as a partner at Toharu Ventures, a fund that invests in start-up companies in the interactive and digital media space, at the same time – joining iCollege was just a natural progression, according to Mr de Back.

“There is a massive opportunity in Australia and specifically South East Asia for the services that iCollege will offer and that’s what attracts me the most,” he said.

iCollege is expected to launch to the public within the next few months.

#### **About iCollege Limited:**

iCollege Limited (ASX: ICT) is a training organisation that provides practical and comprehensive specialist education to students from all over the world. Launching in 2014 to help workers stay relevant in an ever-changing employment environment, the 100 per cent online education provider creates more engaging training experiences for people looking to get ahead.

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