ASX ANNOUNCEMENT

Data Labs signs agreement with Big 4 accounting firm to kick off marketing of Data Labs software to clients of the firm in China.

Wednesday 3rd February 2016

Human capital technology company Data Labs, proposed to be acquired by Estrella Resources Ltd (ASX:ESR), have announced that its people analytics application, "Talent Lab", will be available to customers in China through a partnership with a global "big 4" accounting firm (the Firm or Channel Partner). To commence marketing to clients of the Firm, Data Labs signed a sponsorship agreement enabling the use of the Firm's name and logo in connection with a broad spectrum of marketing activities in China.

Talent Lab (www.talent-lab.com) is next generation people analytics software that enables the transformation of human capital data into actionable insights through interactive data visualisation.

The Firm will offer Talent Lab Software to their China clients as part of their human capital consulting practice. A commission will be paid to the Firm from Data Labs for every license sold.

Sam Jones, Data Labs CEO, commented, "This partnership gives our company access to thousands of clients in China. Given the size of the addressable market in the PRC, it was crucial for us to select a partner with a market leading consulting offering in the human capital arena, as well as vast local access to Chinese corporates. We believe we have found this partner".

"Our technology team are implementing an on-premise instance of Talent Lab Software with our new China partner to ensure we meet the high standards of data security in China. We are also converting the software into Simplified and Traditional Chinese."

Talent Lab is available as an on-premise or hosted solution. Pricing starts at US$5,000 per month for organisations with a population fewer than 10,000. Clients typically sign a 12-month subscription agreement with full payment received in advance.

Estrella proposes to acquire Data Labs following completion of a number of conditions precedent including mutual due diligence, shareholder approval and re-compliance with the ASX listing rules.

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