

NEXT GENERATION PEOPLE ANALYTICS TECHNOLOGY COMPANY DATA LABORATORIES TO LIST ON ASX

Thursday 12 November 2015: Human capital management technology (HCM) company Data Laboratories Limited (Data Labs) will list on the Australian Securities Exchange (ASX) via reverse takeover by Estrella Resources Limited (ASX:ESR).

Data Labs has built and developed next generation people analytics software, Talent Lab, which transforms human capital data into actionable insights using cutting edge data visualisation. Information and demonstrations can be viewed at <http://www.talent-lab.com/>.

The Software-as-a-Service (SaaS) platform aggregates and cleans data from multiple sources before being transformed into compelling, easy-to-understand visual modules, which can be manipulated and queried in real time without the need for analysts, spreadsheets and PowerPoint slides. Management can use the insights from Talent Lab in order to make pivotal business decisions that lead to a more productive organisation.

With offices in Singapore and London, the proprietary Talent Lab technology platform is fully operational with a strong pipeline of global blue chip organisations. The first version of the product was released to the market following extensive beta testing with Fortune 500 companies. The company is designing a global partner program with some of the world's largest consulting groups and joining vendor programs with technology firms such as ADP Marketplace.

Data Labs expects to raise A\$3.5 million pursuant to a prospectus and shareholder meeting of Estrella Resources. Estrella will acquire all the issued share capital of Data Labs for approximately 275 million fully paid ordinary shares, plus performance shares.

"Our Talent Lab technology dramatically improves on the ineffective and archaic HCM systems many corporates are using today and helps organisations understand two of the most important commodities in modern business, people and data," said Data Labs CEO and Managing Director Sam Jones.

"With Talent Lab fully developed and operational now, we believe its ease of use, operational and visual quality along with competitive pricing, makes it highly appealing across many sector and industry verticals. This is supported by the fact that virtually every organisation we talk to ask for a pilot evaluation, which is very encouraging at this stage of our journey."

"Proceeds received from the planned capital raising will fund global sales, add to the marketing and implementation team and broaden our software capability."

As part of the transaction the company will appoint Data Labs founder Mr Jones to the board as Managing Director. In 2014 he was awarded the coveted 'Awesome Startup in HR' for Talent Lab at the HR Technology Conference in Las Vegas. Also joining the board, as Non-Executive Director, is ex-Standard Chartered Bank Head of M&A Tim Andrew. Estrella Resources Non-Executive Director Howard Digby, whose experience includes tenures with IBM, Gartner, The Economist Group and Adobe, will also remain on the board in the same role with a fourth director to be named.

Companies that are leaders in workforce analytics experience an increase in revenue & profits. According to Bersin by Deloitte, these organizations see 12% improvement in talent outcomes, 30% higher stock returns than the S&P 500, and are three times more likely to realize cost reductions and efficiency gains.

HCM technology is a vibrant sector attracting widespread investor and customer attention. Leading information technology and advisory firm Gartner expects HCM products to reach US\$10 billion this year with talent management alone reaching US\$4.5 billion. The application of Talent Lab extends beyond this with further modules being explored for other industry verticals.

For more information please contact:

Sam Jones, Data Labs
sam@data-labs.com
+65 9060 8151
<https://talent-lab.com>

Media enquiries:

Matthew Wright NWR Communications
matt@nwrcommunications.com.au
+61 451 896 420