



## **GEOOP LIMITED (NZX:GEO)**

### **Operating update for the three months ended 31 December 2013**

**AUCKLAND, Thursday 23 January 2014**

#### **Operating performance update**

GeoOp, which recently listed on the NZAX market, is pleased to announce its paying user numbers for the third quarter of the financial year to 31 March 2014.

	<i>Quarter 2</i> <i>Sept 2013</i>	<i>Quarter 3</i> <i>Dec 2013</i>
Paying users	4,500	5,300
Paying users added in the quarter		800
Quarterly growth in paying users		18%

GeoOp has continued its growth during the third quarter with a net 800 paying users signing up to the GeoOp platform during the quarter. At the end of December 2013, paying users totaled 5,300, an 18% increase on the September 2013 number.

GeoOp is well on track to meet its operational goal of 6,000 to 7,000 paying users by 30 June 2014, as set out in the Disclosure Document released to the market on 31 October 2013, when GeoOp listed on the NZAX.

Commenting on the operating result, GeoOp Chief Executive Leanne Graham said "This has been an exciting time for GeoOp. Following the completion of the \$10 million capital raising and listing in October 2013, GeoOp is now poised to continue its growth both domestically and internationally. GeoOp is now rolling out new product features that ensure we continue to have a market leading job management and costing offering for the services and trades sectors."

#### *Product development*

The third quarter has seen a focus on the development of significant new product features that are planned to be rolled out in the next three months for the web console and the native iPhone, iPad and Android applications. In addition, considerable work has gone into advancing the capability of GeoOp's application programming interface ("API"). This assists to deliver a world-class development platform enabling GeoOp's eco-system to expand through add-on product integrations.

#### *Human resources*

During the third quarter GeoOp continued to grow with highly focused hires in the development, sales, marketing and service functions. Staff numbers increased illustrating GeoOp's commitment to continually invest in product development and build a sales and marketing platform that facilitates its international growth aspirations. GeoOp has recently commenced a search for a global head of Product, to drive innovation and customer experience.

For more information please contact:

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About GeoOp Limited [www.geoop.com](http://www.geoop.com)

GeoOp Limited, the New Zealand-based mobile workforce management company globally empowering trades and services businesses to create efficient business processes.

GeoOp Limited provides a cloud based solution for trades and services that replaces inefficient, paper-based systems with a simple way to accurately create, assign, cost, quote and invoice jobs while in the field.