



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

### **Operating update for the three months ended 31 March 2014**

**AUCKLAND, THURSDAY, 17<sup>th</sup> April 2014**

#### **GeoOp Provides Operating Highlights for Q1, 2014**

GeoOp, is pleased to announce an operating update for the first quarter of 2014.

##### *1. Sales report:*

As at March 31, GeoOp reports a number to March 31, 2014 of 8,006. This represents 51% growth from GeoOp's previous quarter ended December 31, 2013 of 5,300.

Commenting on the customer growth experienced in Q1, GeoOp CEO, Leanne Graham said that "the increased growth rate is very pleasing. It demonstrates early success in our sales approach and the value provided to customers by our product."

##### *2. Team update:*

GeoOp is very pleased to announce the hiring of Rhonda Robarti to head our Australian sales team and office and join our leadership team. Rhonda Robati has over 25 years experience in global sales and operations in the software and services industry. Prior to joining GeoOp she was a Commercial Sales Director with Salesforce.com for over 2 years, former Director of Mid Market Sales for Asia Pacific at McAfee, and previously the Vice President of Mid Market Sales and Operations for EMEA and APAC, delivering exceptional growth, EBITDA, and integral in a number of acquisitions. Rhonda has lived abroad in these roles, including Dublin, Ireland and Munich Germany and is now based out of Sydney with her husband and son.

##### *3. Product update:*

Phase 1 of GeoOp's new public API was released on 16 March 2014. This allows GeoOp to integrate its product with leading global brands such as Salesforce and Google, to complement the current Xero & other key integrations. As GeoOp's business growth is expected to occur predominantly in AU and the US, these integrations, as well as other global leaders are expected to drive customer acquisition through referrals. GeoOp expects to deliver multiple integrations over the next 6 months. A major feature release is scheduled for this quarter, to yet further improve the product.

##### *4. Full year financial results date:*

GeoOp intends to release its full year financial report, for the year finished March 31, 2014 on June 11, 2014.

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.