



GEOOP LIMITED (NZX:GEO)
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Leanne Graham moves from CEO to take offshore role as Strategic Advisor

CEO of GeoOp resigns to take US role as Strategic Advisor

GeoOp advises that its current Chief Executive Officer Leanne Graham is to take up the position of Executive Strategic Advisor to the company, to activate important, value creating relationships in the US. Graham is resigning from her current CEO position to focus on this new role, which is based in the US. The US is currently approximately 8% of GeoOp's customer base and GeoOp will benefit from Graham's attention in this key market. Graham remains as an Executive Director of the Board.

GeoOp's Chairman Mark Weldon says, "Leanne led the company through its transition from a private company to a successful listing on the NZAX in 2013 and under her leadership GeoOp has continued to grow. Leanne has built a strong team of executives around her and has made a significant contribution to GeoOp in her time as Chief Executive. She moves into her new role to accelerate development of the important US market."

Leanne Graham says, "The last couple of years has been an exciting time in the evolution of GeoOp, having positioned the company for growth. Having raised capital, built a strong team and overseen the development of an excellent product, the next step for me to take up this new challenge. The role of Strategic Adviser at GeoOp enables me to focus on the development of the US market. I am very proud of the team we have at GeoOp and am confident of the ability of our executive team to ensure the company realises its potential."

GeoOp will be engaging an executive search firm to bring on a new CEO to take the company forward over the next 5 years.

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About GeoOp Limited 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.