



**GEOOP LIMITED (NZX:GEO)
AUCKLAND, Thursday, 7 August 2014**

GeoOp welcomes Jodi Mitchell as a new director

GeoOp is pleased to announce that Jodi Mitchell, CEO of a leading NZ owned technology business, SimplHealth, will join its Board. Jodi has 22 years of experience in the areas of software development, systems integration, platform delivery, business management and technology commercialisation. Jodi has implemented solutions in many industries both here in NZ and across the globe to both public and commercial organisations.

Mark Weldon, Chairman of GeoOp said, "the Board is extremely pleased to welcome Jodi as a Director. Jodi has a rare mix of IT skills, a product and design mindset, commercialisation canny, and true leadership. Jodi will be an extremely valuable contributor to GeoOp's future success, and we are greatly looking forward to working with her." Commenting on the overall Board composition Weldon said "In combination with Richard Suhr, recently announced to the Board, who has a complementary set of skills and experiences, and along with Viv Brownrigg, Chair of Audit and Risk and deeply versed in our customer base, the GeoOp Board is now set for the future."

Commenting on joining GeoOp, Jodi said, "I'm thrilled to be part of this hi-tech, innovative NZ organisation taking the product to the global stage. The potential growth is huge and with the right disciplines in product development and delivery, GeoOp will be a success."

"NZ is the perfect platform for innovation and the digital mobile world allows the scalability required to keep up with the growth. In my 22 years of IT, this has to be the most exciting time in the ability to scale to such large markets".

Jodi has 22 years experience in software development, systems integration and delivery of solutions into the SMB and Enterprise markets. Starting out as a software developer for a software development company, Jodi was instrumental in the growth of the business until it was sold to The Simpl Group in 1999. Since that time Jodi has held senior management roles across the business and took on the role of CEO in 2012. SimplHealth delivers technology solutions and platforms to the health sector in NZ and across the globe. Jodi is the Chairman of the NZ Health IT Cluster and has volunteered to this Board for 8 years. Being a very sporty individual, Jodi has completed three Ironman events and is now focused on Crossfit.

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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.