



GEOOP LIMITED (NZX:GEO)

Operating update for the three months ended 30 June 2014

AUCKLAND, Friday, 25 July 2014

GeoOp welcomes a new director and operating update

New director

GeoOp is pleased to announce that Richard Suhr, a Director of Google's Enterprise Mapping Division has agreed to join its Board. Richard brings extensive expertise in leading high-growth software and service companies and has proven performance in the acceleration of sales and marketing outcomes for global businesses.

Mark Weldon, Chairman of GeoOp said, "the Board is extremely pleased to welcome Richard as a Director. Richard brings a wealth of experience in international markets, in collaborative and partnership selling of digital products, in product leadership, and SaaS strategy. The Board looks forward to working closely with Richard on GeoOp's global go-to-market strategy and is thrilled to have his experience and energy as a part of the team."

Commenting on joining GeoOp, Richard said, "I'm excited about the opportunity to work with an innovative NZ company that is taking on the multi-billion dollar market opportunity around location. Across the world businesses are starting to release the value of spatial information, and I'm convinced that location services will be the next huge growth market".

"I love really big ideas that we can nurture and grow here in NZ, but have the potential to address truly global markets. GeoOp is pioneering exactly that kind of market opportunity to help businesses connect location, staff and workflow in the new mobile economy".

Richard has 20 years experience working with large-scale, enterprise technology partnerships. Richard is currently the Director of Google's Enterprise Mapping Division in Japan and Asia Pacific, having established the Enterprise Division in the region over the last eight years. Google Enterprise is a separate operating division within Google Inc. The division is responsible for selling Google's consumer technology to business, government and education customers. Prior to Google, Richard has worked for Accenture and Bearing Point in NZ, Australia and the UK. Richard led consulting practices across Government and Financial Services. Outside of these roles, Richard runs a technology investment company that supports start-ups in the US, NZ and Asia. Richard is also a Director of Cricket Wellington.

Operating Update

As at June 30, GeoOp reports paying users of 9,422. This represents an 18% growth from GeoOp's previous quarter ended March 31, 2014 of 8,006.

Total licenced users increased by 1,845 to 11,354. This represented a 19% increase on the previous quarter ended March 31, 2014 of 9,509 and a 233% increase on June 30, 2013 of 3,400.



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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.