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**GEOOP LIMITED (NZX: GEO)  
Appointment of Acting Chief Executive Officer  
Tuesday, 24 February 2015**

**Anna Cicognani appointed as Acting Chief Executive Officer of GeoOp Limited**

GeoOp announces that Ben Foote, recently announced as the next CEO of GeoOp, will no longer be taking the position. A number of complications post the recent birth of his child have made moving to New Zealand unfeasible. The company wishes Ben the best with all matters. GeoOp Chair, Mark Weldon said "This is an unfortunate circumstance, and GeoOp wishes Ben the best in these matters." Ben Foote said "GeoOp is a great company, with a strong Board and great prospects. I truly regret being unable to take the position, and wish the company all the best, and will support it in the Australian market to the extent that I can."

GeoOp is also very pleased to announce that Anna Cicognani will be taking over as acting CEO, effective immediately. Mark Weldon said "Anna has a fantastic background, is a proven leader, a world class strategist and thinker, deeply experienced in product and IT. The Board is delighted that such a high calibre individual has now become available and is able to commence immediately. GeoOp will keep the market informed as to any additional information. Anna is based in Sydney, and will divide her time between the New Zealand and Australian offices of GeoOp." Anna said "I have been watching GeoOp for some time now, and am excited by the space, the products, and GeoOp's prospects. I am looking forward to bringing a laser-like focus on product strategy and fine-tuning execution. I am looking forward to working with the team, and am excited to get started." Anna will commence work next week.

Dr Cicognani has been working on leading technologies for the last 20 years. Since completion of a PhD at the University of Sydney, Anna drove product strategy in digital and technology at some of Australasia's leading organisations including Fairfax, APN and Telstra. Anna held the positions of Director, Wireless Pricing and Innovation Strategy at Telstra and later Director, Operations and Technology at Australia's leading internet provider, Telstra BigPond. In 2011, Anna held the role of EGM Strategy at PMP Limited where she was responsible for the strategic selection of key markets for the business and the strategic positioning of the company and its products and services. Anna currently holds a portfolio career that includes an honorary professorship and CIO at the Australian Institute of Management.

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About GeoOp Limited [www.geoop.com](http://www.geoop.com)  
GeoOp Limited is a New Zealand-based software company that offers complete job management to businesses all over the world and it's neatly wrapped into a low cost, easy to use service with premium support.



**Job management** made easy

GeoOp supports businesses in their journey to find more time for the important things; providing intuitive software for devices that are already in the hands of field workers.