



Job management made easy

GEOOP LIMITED (NZX:GEO)

Monday, 3 Aug 2015

GeoOp and Telstra strengthen partnership with new cloud marketplace

GeoOp Limited (GeoOp), the New Zealand based workforce productivity company that offers complete job management to businesses worldwide, announces today the strengthening of its strategic partnership with Telstra after being listed on Telstra's new integrated Application Marketplace, provided by AppDirect.

The GeoOp and Telstra partnership, initially formed in 2013, has enabled GeoOp to be distributed via Telstra's major sales channels through Telstra's T-Suite platform. The GeoOp product combined with Telstra's business services provide a neatly packaged bundle that makes a real difference to businesses cash flow and the productivity of mobile workforces.

Telstra has recently invested in the next generation of its online Application Marketplace, providing Telstra customers with an easy way to find and buy selected business applications, such as GeoOp. The Telstra Application Marketplace also provides businesses with an easier way to manage a range of applications from leading software providers, through single sign-on and consolidated billing. GeoOp has invested in the development of its product to cater for Telstra's new Application Marketplace and is proud to be listed on the new platform.

"Our inclusion is excellent news for service and trade companies in Australia" commented Anna Cicognani, GeoOp's CEO. "Half of all small and medium businesses prefer to purchase software from local experts, so through our partnership with Telstra, GeoOp's global product is reaching deeper into the local services."

"GeoOp's overall go-to-market strategy is centred around both direct sales and key channel partnerships and we expect to further extend international channel partnership relationships, including key product integrations, over the next 12 months".

GeoOp has customers in over 30 countries and is available both direct and through 3rd party sales channels such as Telstra's Marketplace, Google Play store, Apple App store, and the Windows store. GeoOp customers report saving, on average, 105 minutes a day per person, get paid 8 days faster and avoid losing 5 jobs a month.

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For more information please contact:

Stewart Reynolds

Chief Financial & Operating Officer

Email: stewart.r@geoop.com

Bryony Hampton

Content and Communications Manager

Email: bryony.h@geoop.com

About GeoOp Limited 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.

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.

About Telstra

Telstra is Australia's leading telecommunications and information services company, offering a full range of communications services and competing in all telecommunications markets.

In Australia Telstra provides 16.4 million mobile services, 7.4 million fixed voice services and 3 million retail fixed broadband services.