



**GEOOP LIMITED (NZX:GEO)**  
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### **GeoOp signs global agreement with AppDirect**

GeoOp Limited (Geo), the mobile workforce management SaaS company that offers productivity tools to businesses in over 30 countries, is now part of AppDirect's globally recognised network of marketplaces.

The AppDirect cloud service commerce platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for businesses to find, buy, manage and monitor cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services. AppDirect-powered marketplaces, billing and distribution, and reselling services help providers – including Telstra, ADP, Samsung, Deutsche Telekom and others – connect millions of businesses to solutions from Microsoft, Google, Box and now GeoOp.

"Our global partnership with AppDirect is making Geo the workforce management solution of choice to customers through highly respected and trusted brands. We are absolutely delighted to be part of AppDirect's offering, and this gives us exposure to millions of businesses worldwide that need Geo to organise their workflows. Geo is the first mobile workforce management software offering available on AppDirect," said Anna Cicognani, Geo's CEO.

Geo's overall go-to-market strategy is centred around both direct sales and key channel partnerships. Following the recent announcement about strengthening its partnership with Telstra, Geo's global partnership with AppDirect further extends its international channel relationships that will assist to drive customer adoption.

Signing a global channel partnership agreement with US-based AppDirect is a significant achievement and an important milestone in taking Geo's leading mobile workforce productivity platform to the world.

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Notes to editors:

About GeoOp:

GeoOp ([www.geoop.com](http://www.geoop.com)) is an essential platform for mobile workforces in more than 30 countries. It has a major impact on business productivity – research has found its customers save 105 minutes a day per person, avoid missing five jobs a month and get paid seven days faster. It is native on Apple, Android and Windows.