



ASX Release
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Gooroo signs TAG Financial Services & will guide whole of business transformation program

Key highlights:

- **TAG Financial Services signs with Gooroo on long-term deal**
- **Gooroo platform will inform transformation as TAG readies for new phase of growth**
- **TAG to participate in longitudinal research study**

Gooroo Ventures Limited ("Gooroo" or "the Company") confirms that it has reached agreement with financial services group, TAG Financial Services ("TAG") in a multi-year subscription licence deal. Kicking off in June 2018, the deal delivers a subscription revenue stream that is projected to last three (3) years.

Gooroo will be implemented across the entire TAG business and will be used to:

- Assess cultural alignment across the Board, management and staff
- Inform how teams are constructed and optimised
- Inform individual growth opportunities and succession planning
- Hire new staff, including predictive matching and screening of incoming talent to maximise fit and performance.

The TAG Board has also agreed for Gooroo to run a longitudinal research study to evaluate and report on the results achieved across various team, customer and financial performance metrics.

Mark Templeton, Chief Executive Officer & Managing Director, TAG Financial Services

TAG has a long and proud history for over 20 years. As a Board we have recognised that in order to achieve our strategic aspirations, we must take advantage of new technology that can help us prepare our business and team for the future. Gooroo provides scientific insights and tools that will inform our people strategy and how we design and develop our teams. We are very excited about the role and impact Gooroo will have.

Greg Muller, CEO of Gooroo Ventures

TAG is a successful firm that has already established a strong team with an impressive growth history. Mark and his Board have recognised that the way the company identifies, organises and develops its human capital will directly influence the future growth of the firm and return to shareholders. We are also thrilled that the TAG Board has agreed to participate in a research study that will track the results achieved across the business.

**Investor Enquiries**

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About Gooroo

Gooroo is a people analytics platform.

Gooroo's globally-unique technology uses artificial intelligence and neuroscience to:

- make quicker and more accurate hiring decisions
- design workforces and high performing teams
- assess cultural alignment and impacts
- evaluate organisational readiness for innovation, growth and the future of work
- build permanent and contingent worker pools that speed access to talent
- inform the development and career pathways for individuals
- deliver insights that dramatically improve communication effectiveness to staff, customers and societies.

In a future dominated by new technology, uncertainty and change, Gooroo makes information available for organisations and individuals to make quicker, better and confident decisions. Gooroo reduces risk, lowers cost, provides better controls and delivers access to greater returns and accelerated growth opportunities.

Gooroo markets directly to organisations and also distributes via channel partners. Gooroo sells access to its platform using a licence fee plus consumption model.

In October 2017, Gooroo lodged a patent application on the process of human thinking. Gooroo's A.R.M.S (Advanced Relational Meaning System) technology is capable of analysing disparate people data sets to link to specific patterns of thinking.

In June 2017, Gooroo was awarded Innovation of the Year in the Big Data / Machine Learning category at the AIIA iAwards (Vic).

In May 2017, a sales and marketing team was established to begin commercial engagement with employers, recruiters and partners (resellers and consultants). Gooroo intends to reach a global market over the coming 9-18 months.

In January 2016, Gooroo announced a global alliance with Microsoft.

For more information on Gooroo, visit:
Investor Hub: www.goorooventures.com
Website: www.gooroo.io

About TAG Financial Services

TAG is a financial services business independently owned and operated for over twenty years. The team at TAG provides comprehensive financial advice to individuals and businesses in areas such as business improvement, tax strategies, superannuation planning and wealth management. TAG is committed to delivering practical solutions in every situation and pride ourselves on our client-oriented approach. TAG's approach is built on a foundation of quality service, technical excellence, teamwork and a drive for making a real difference to the lives of their clients.

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