



For ASX Release
16 October 2018

Gooroo signs partnership with Catalyst Global

Key highlights:

- **World's largest corporate team building group, Catalyst Global, signs long-term partnership with Gooroo**
- **Catalyst operate in 52 countries across 45 partner firms**
- **Gooroo technology to be progressively adopted by partner firms, delivering a scalable revenue stream**

Catalyst Global ("Catalyst") is the leading and largest teambuilding network in the world, operating through 45 partner firms across 52 countries.

Each year, hundreds of thousands of people participate in Catalyst team building programs around the world. Clients are typically medium-to-large corporate enterprises who are focused on improving the culture of teams, inspiring collaboration and increasing communication and trust.

Catalyst Group has signed an initial three (3) year partnership with Gooroo, incorporating the progressive rollout and integration of Gooroo technology across the partner network, beginning in Australia. The people analytics offered by Gooroo will deliver individual and team-based insights to enhance program delivery and experience for group leaders and individuals. Catalyst expects to work with Gooroo to bring new products to their customers in team development, expanding their competitive differentiation and revenue per customer.

The agreement requires each participating partner to pay an annual access licence, plus AUD \$35 for every participant profiled using Gooroo technology. Globally, Catalyst engages with nearly 200,000 participants each year. As the master distributor, Catalyst Group will receive a small incentive payment for each person processed through the Gooroo platform.

Comments from Guy Baker, CEO Catalyst Global

Over the last 25 years, Catalyst has been a global innovator in team building programs. While our programs continue to evolve, we are seeing our client businesses impacted by the need to be more agile and responsive. Tools that help us to tap into the inner workings and dynamics of teams help us to deliver a bigger and more sustained impact for our customers. We see Gooroo technology providing our partners with capability that can both improve the effectiveness of their programs and open up new sales conversations to help grow their business.

Comments from Greg Muller, CEO Gooroo

This partnership with Catalyst is a further representation of how we are building scalable distribution networks and revenue streams. Gooroo's predictive people insights can be applied across many business applications; opening the door for progressive businesses, like Catalyst, to market new and differentiated products and services. We are excited about working with Guy and influencing the growth of the Catalyst Global business and network.

Investor Enquiries

Mr Peter Nesveda
Corporate Affairs & International Investor Relations
Intuitive Pty Ltd
Tel: +61 3 9504 8420, Mob: +61 (0) 412 357 375
Email: peter@intuitiveaustralia.com.au

Media Enquiries

Ms Jocelyn Hunter
Managing Director
Bench PR
Mob: +61 (0) 404 194 459
Email: jocelyn@benchpr.com.au



About Catalyst Global

Catalyst are the originators of corporate team building. An award -winning business, established over 25 years ago, which uses the power of intelligent game design to positively affect the culture of teams with lasting results. Catalyst invests time and money into ensuring that they continue to create new activities that match the needs of the ever-changing world of work.

Catalyst products are sold and delivered through our global partner network, the largest network of its kind with representatives now in 52 countries.

About Gooroo

Gooroo technology maps how different people think and make decisions in their lives and at work. Gooroo applies this technology in the areas of Human Capital, Marketing and Careers.

With Gooroo, customers can:

- Design more collaborative and higher performing teams
- Evaluate their culture; identifying the priorities and steps to better balance and harmony
- Identify and develop future managers and leaders
- Achieve better fit in hiring by matching people to roles and teams
- Understand how people are likely to engage with their product and brand
- Influence individuals or groups of people through tailored, personalised messaging
- Deliver career management solutions for students and transitioning workers that predict career pathways and connect them to learning and jobs.

Gooroo uses a partner network to distribute its technology to organisations around the world. Gooroo customers are management consultancies, medium-large enterprises and government.

In October 2017, Gooroo lodged a patent application on the process of human thinking and how human beings make decisions and choices.

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

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

For more information on Gooroo, visit:

Investor Hub: www.goorooventures.com

Investor Blog: www.goorooventures.com/blog

Website: www.gooroo.io

