



ASX Release
13 March 2019

Gooroo partners with Performics, the global performance marketing agency of Publicis Groupe

Key highlights:

- **Performics Australia, a leading performance marketing agency founded in 2005, signs Partnership Agreement with Gooroo**
- **Gooroo's Marketing Solutions technology to be used in Performics Australia's performance marketing campaigns, as well as the campaigns of Performics Australia's blue-chip portfolio of clients**

Gooroo Ventures Limited ("Gooroo" or "the Company") is pleased to advise that it has signed a partnership agreement with Performics Australia, the Australian division of Performics, owned by Publicis Groupe. Publicis Groupe is the 3rd largest communications group in the world.

The Agreement enables Performics Australia to implement Gooroo Marketing Solutions technology across its clients search and display campaigns, and market and sell the technology to its blue-chip portfolio of clients in Australia.

Gooroo technology will be integrated into performance marketing campaigns from the planning to execution stages by complementing existing targeting strategies and data with new layers of insights, enabling stronger connections with customers.

The partnership enables Performics to sell Gooroo licences to its clients with an upfront cost to build insights plus an additional volume-based fee for the enrichment of the client's database and its use in a marketing campaign. This model will create a new scalable and ongoing revenue stream.

This Agreement marks the first time Gooroo Marketing Solutions has been applied in the performance marketing space. Gooroo's technology will deliver more targeted and more relevant advertising across search and display, allowing for increased advertiser return on marketing spend through conversions and sales.

Comments from Aaron Vardon, National Head of Strategy and Planning

"The power of our Performics Intent Based Marketing platform, coupled with Gooroo's scalable technology, brings three of our most important customer attributes under one umbrella. Having the power to understand customer intent, how they think, and how they make decisions, enables our performance marketing strategies to resonate in ways that were not possible even a year ago. Our partnership with Gooroo will give us further insight into customers, which will allow our performance marketing to deliver the best message into the right moment, when we know exactly what our customers intentions are seeking."

Comments from Andrew Aitken, General Manager, Gooroo Marketing Solutions

"This world-first collaboration enables the application of Gooroo's unique IP in performance marketing at scale. Planning, executing and optimising campaigns with this deep insight will deliver more and better outcomes for advertisers and media buyers, and enable deeper connections with customers."



Comments from Greg Muller, CEO Gooroo

“Over the past 12 months we have been building out our capability to offer a scalable solution for marketers and communicators. I am excited to be able to announce this partnership that will give the Performics team a powerful new weapon to take to their clients. This signing represents the addition of another global brand to our partner stable and we expect to announce more partnerships shortly as we continue to build awareness and gain commercial momentum.”

About Gooroo Marketing Solutions

Gooroo Marketing Solutions delivers deep insight about an organisation’s customers and prospects. Advertisers gain actionable insights about their customers and prospects from what motivates them, how they think, through to how to engage them with messages that resonate. This helps advertisers and their agencies build deeper connections with their target audience, increasing ROI on marketing spend. This all achieved through the analysis of the advertiser’s own data assets.

About Performics

As the original performance marketing agency, Performics is the premier revenue growth driver for many of the world’s most admired brands. Across an expansive global network operating in 57 countries, Performics leverages data, technology and talent to create and convert consumer demand wherever it is expressed—search, social, display, commerce and offline channels. Performics is built for the relentless pursuit of results. Headquartered in Chicago, Performics is a Publicis Media company and the performance marketing engine of Publicis Groupe. Demand Performance. To learn more, visit <https://www.performics.com>.

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 Gooroo (ASX:GOO)

To watch Gooroo’s Chairman & CEO, click this link: www.youtube.com/watch?v=iX7ea43OWDs

To watch CEO Greg Muller’s AGM Address (Nov ‘18), click this link:
www.goorooventures.com/blog/2018/11/27/ceo-address-annual-general-meeting

Gooroo provides new meaning to an organisation’s data to support better decision making and value generation. We do this by applying our unique technology and human thinking science to empower everyone and every organisation to achieve their true potential.

Gooroo has developed world-first capability that understands ‘how’ every person in the world thinks. When you are able to quantify how different people think, staff, teams, customers and societies can be engaged in an entirely new way to identify potential, reduce risk, direct change and accelerate growth.

With Gooroo, customers:



- Improve the speed, confidence and quality of their decision-making at all levels of the organisation
- Activate the capacity of their people to adapt, learn and act more confidently in times of volatility, change and uncertainty
- Build more aligned, agile and growth-oriented teams and cultures
- Better align their people, brand and messaging to the mindsets of your customers - improving engagement, conversion and/or retention.

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

In October 2018, Gooroo won the APSCo Excellence Award in Creativity & Innovation.

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

Customer Website: www.gooroox.com

