



**For Release**

1 May 2017

## **Gooroo commercial update – April 2017**

*Key highlights:*

- **We saw strong results from our optimisation program in April, with more jobs, more applications and conversions from free trials to paid subscriptions**
- **Supporting our enterprise rollout strategy we've appointed senior sales leaders and an impressive advisory board of paying customers**

Over the past month, Gooroo has continued to grow and optimise the Hirer Platform, with 500 jobs (cumulative) now published on the platform since launch in late January. This growth is being supported by substantial growth in applications (up 40% in April) and hirer acceptances (up 100% in April).

Importantly this ongoing optimisation program is also leading to free trials converting to paid subscriptions.

Speaking on these results Gooroo CEO Greg Muller said "it was always our intention to launch Gooroo in the SME market with a free trial centric strategy. It's great to see the results from this strategy starting to pay off." He continued "This sets us up in a strong position to rollout to the larger enterprise market. Early customer feedback is strong, with larger organisations attributing significant value to our market intelligence tools and predictive matching capability."

Supporting our enterprise rollout strategy, Gooroo has appointed senior sales leaders and an advisory board of paying customers. The Customer Advisory Board includes representatives from both employers and recruiters, such as [Readify](#)/Telstra, [Dentsu Aegis Network](#), [Randstad](#) and [Hudson](#).

For more details on April results and our enterprise rollout strategy, shareholders are encouraged to watch or read the April Monthly Update at [www.goorooventures.com/blog](http://www.goorooventures.com/blog).

### **Investor & media enquiries**

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## About Gooroo

Gooroo is reinventing how companies recruit and talent find work.

For companies, Gooroo finds qualified candidates quicker, more accurately and at a fraction of current costs. Talent no longer need to search for roles.

Gooroo's global talent matching platform that uses artificial intelligence & applied behavioural science to rate & rank candidates by predicting future performance & contribution in a role.

Gooroo has established an international talent pool across 110 countries. Hiring organisations pay to access this candidate pool and to match their role to candidates, using artificial intelligence.

Gooroo is initially targeting the US\$100 billion global information technology recruitment sector which promotes over 25 million roles each year. Gooroo's objective is to remove up to 90% of the time wasted in screening and shortlisting talent in what is a \$14 billion global problem.

For more information on Gooroo, visit:

Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)

Hirer Website: [www.gooroo.io/hirer](http://www.gooroo.io/hirer)

Talent Website: [www.gooroo.io](http://www.gooroo.io)

*ENDS*