



**For ASX Release**  
27 June 2017

## **Leading global communications company, Dentsu Aegis Network signs with Gooroo to innovate hiring practices**

*Key highlights:*

- **Leading global communications company, Dentsu Aegis Network ANZ has signed a commercial agreement with Gooroo**
- **Dentsu Aegis Network ANZ to incorporate Gooroo talent matching and assessment system into hiring practices**
- **Gooroo's award-winning big data/machine learning technology to assist high performance team development**

Dentsu Aegis Network (DAN) has signed an agreement with Gooroo. DAN to integrate the world-leading talent matching and assessment system; delivering greater speed, accuracy and certainty into current hiring practices. Additionally, DAN to use Gooroo's award-winning big data/machine learning technology to predict cultural fit, potential and contribution to a role aiding in developing high performing teams.

### **Mr Greg Muller, CEO of Gooroo Ventures**

"Dentsu Aegis Network is one of the world's most trusted and innovative communication groups. To gain the competitive edge, they recognised the need to do something different and are pioneering the way in hiring the best fitting talent. We are excited that Dentsu Aegis Network has chosen Gooroo to offer new levels of access, insight and science in to their recruitment and workforce planning processes.

Gooroo's performance benchmarking, talent matching and applicant rating technology suite will be used to reduce time, effort and cost while offering new levels of confidence in making important hiring decisions across the group."

### **Investor & media 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](mailto:peter@intuitiveaustralia.com.au)

### **About Gooroo**

At Gooroo we understand the world of work is changing. We exist to build globally scalable experiences that make the hiring process more efficient, informed and accurate so teams perform, companies compete and careers flourish.

Gooroo's world-leading Talent Matching System predicts cultural fit, potential and contribution to a role; reducing cost, time and error in the hiring process. Using big data, machine learning and applied behavioural science, Gooroo dynamically matches and rates candidates for a role, while benchmark analytics inform the development of high performing teams. Gooroo's blind matching processes encourage diversity and the reduction of bias in candidate selection.



Gooroo forms part of existing client processes and integrates with enterprise HRIS & applicant tracking systems.

Gooroo has chosen the IT sector as the initial industry of focus and has established a fast-growing community of tech experts from around the world. For these professionals, Gooroo offers a suite of career management tools where well-matched opportunities are directed to them from leading employers.

In January 2016, Gooroo announced a global alliance with Microsoft, offering a benefit to the millions of Microsoft Certified Professionals and Microsoft Valued Professionals (MVPs).

Gooroo's data platform ("Insights") provides on-demand access to IT skills and job market demand and supply analytics that have been extracted from over 30 million tech jobs across Australia, UK, USA, Canada, NZ and Ireland.

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:

Investors: [www.goorooventures.com](http://www.goorooventures.com)

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

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

Microsoft Alliance: [www.gooroo.io/microsoft](http://www.gooroo.io/microsoft)

For more information about Dentsu Aegis Network, visit: [www.dentsuaegisnetwork.com.au](http://www.dentsuaegisnetwork.com.au).

*ENDS*