



NZX and Media Release

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## Geo adopts new brand identity

**Geo Limited (formerly GeoOp Limited) today launched a new brand and identity for its products and committed itself to a mission to “make it easier out there” for its customers by offering highly relevant, easy-to-use mobile workforce solutions with stand-out customer service.**

From today Geo becomes the name of the Company’s flagship workforce management solution, while its mobile sales solution becomes Geo for Sales. Geo has also consolidated its six product websites into a single website: [www.geoworkforcesolutions.com](http://www.geoworkforcesolutions.com).

The rebranding is part of a strategic growth programme that saw Annualised Recurring Revenues (ARR<sup>1</sup>) increase by 24% in the first half of calendar 2018 through a variety of different initiatives.

Geo Chief Executive Kylie O’Reilly said: “When we settled on our new vision and purpose earlier this year, it had become clear that we needed to refocus on the strategies that have always been at the heart of our success: customer-centric product innovation, and growing our customer base and our share of the customer wallet.”

“We are driving product innovation in our core solution, launching the new Geo solution to replace our suite of legacy workforce management products, GeoOp and GeoService. It is now live on our new-look website for new customers. As feature upgrades are released over the next few months, our existing customers will be migrated to the new application.”

“The new identity, vision and purpose have formalised our strategy within a framework that clearly articulates our proposition to customers, differentiates us from our competitors, engages our team and makes our value proposition clear. We believe it will accelerate customer acquisition and will be a key initiative in driving increased shareholder value.”

“Geo enjoys an enormous opportunity. The market for our products is huge and growing. Gartner estimates the global market for SaaS services in 2017 was US\$60.2 billion. It also forecasts the market will grow at a compound average rate of 18.1% a year to reach US\$117.1 billion by 2021<sup>2</sup>.”

“The strategy we developed at the start of the year focussed on identifying the immediate steps we could take to make the most of this potential. The first step was to launch our vastly improved core application. The second step was to drive increases in Average Revenue Per User by moving all our customers onto market-rate subscription plans.”

“The third step is to launch our new identity and consolidate all of our product websites, which we have launched today. This represents a significant step in our customer acquisition strategy, which also includes alliances with global solutions vendors as well as a focus on digital marketing initiatives. With all of these initiatives now in place, Geo’s focus will shift over the coming months to driving new customer acquisitions.”



Geo will provide an update to its outlook at its annual meeting to be held on 13 November 2018.

**For further information:**

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**About Geo**

Geo provides cloud-based business productivity tools and applications for small to large businesses with mobile and distributed workforces. Geo targets its productivity tools at customers across different functions and business areas that range from sole traders to multi-seat organisations, sometimes with hundreds of licences. The nature of Geo's platform means that it is designed to scale for organisations of various sizes and with various needs. For more information, please visit: [www.geoworkforcesolutions.com](http://www.geoworkforcesolutions.com)

**Notes:**

<sup>1</sup>. Annualised Recurring Revenue (ARR) is a non-GAAP financial performance measure used internally by GEO as a basis for its current revenue run rate. ARR is calculated based on the subscription revenue from its core solutions (the Geo and Geo for Service family of applications) in the reference month and then annualised using exchange rates at the end of the reference month.

<sup>2</sup>. [www.gartner.com/newsroom/id/3871416](http://www.gartner.com/newsroom/id/3871416)