



NZX AND MEDIA RELEASE

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Geo names Rod Snodgrass Chair, Ana Wight joins board

Geo Limited (NZX: GEO), a leading Australasian Software-as-a-Service (SaaS) job management platform for tradies, today announces that Independent Director Rod Snodgrass will assume the Chair of the company from 1 September 2021.

It also announces the appointment of Ana Wight, CEO of successful point-of-sale retail software company Vend until its recent sale, as an Independent Director from 1 January 2022. Ms Wight will also chair the company's Audit & Risk Committee.

Mr Snodgrass replaces Roger Sharp who is stepping down as Chair of Geo but will remain on the Board as a Non-Executive Director.

The announcement of the Board changes follows Geo's announcement of 9 August 2021 that the company was delivering a resilient performance in the face of the lockdowns in Australia. Geo announced stable customer activity and significant improvements in the effectiveness of its sales and marketing activities.

Mr Snodgrass said: "Geo is on a strong trajectory following the turnaround led by Roger as Chair, Tim as CEO and the rest of the Geo team. I am humbled to be asked to Chair the Board and excited to be taking over at a time when the business has re-platformed itself, endured through testing COVID times and is now looking to scale into high growth markets.

"I'm also pleased to welcome Ana to the Board. Having worked with her some years ago at Spark, it's a pleasure to be welcoming her to Geo as an Independent Director. Her strategic and operational skills and experience, including her successful leadership of a programme of transformation at Vend, and then its sale, will be invaluable as we grow this business."

Ms Wight said: "I'm thrilled to be joining the Board of Geo at such an exciting time for the company and the industry. Delivering powerful technology to small and mid-sized businesses that makes them more successful and their lives easier is critical. I'm looking forward to contributing to another category-leading SaaS business from this part of the world."

Mr Sharp said: "I'm delighted to hand over to Rod as incoming Chair. He is an accomplished director and an out-of-the-box thinker who has contributed considerably to Geo's turnaround.

"With Geo showing its fastest rates of new sales growth in some years, and key product metrics trending positively, I'm happy to be able to step back to a Non-Executive Director role. As the company's largest shareholder, I remain committed to delivering a strong outcome for all investors in the company."

Rod Snodgrass

Mr Snodgrass has been a professional Director and strategic advisor on business innovation, growth, transformation and change since his roles as Chief Strategy Officer and Chief Product Officer of Spark, and CEO of Spark Ventures. After leaving Spark Rod founded the strategic advisory agency The Exponential Agency which focusses on growth through rapid business model transformation and innovation.

With a proven track record, Rod has been a director of Geo since October 2018 and Chair of its Audit and Risk Committee. He is also a Director of Forsyth Barr and Chair of its Audit and Risk Committee and sits on a number of technology and growth company boards.

A photo of Rod can be downloaded by clicking on [this link](#).

Ana Wight

Until recently Ms Wight was CEO of Vend, which she led through a business transformation and sold for US\$350m to Canadian ecommerce business Lightspeed in March 2021. Ana currently leads Lightspeed's global retail commerce platform.

Prior to joining Vend in 2017, Ana worked in strategy and operations for Spark, before moving to London and leading market strategy for Microsoft's Consumer & Online division in the UK. In her last role at McKinsey & Company, Ana led multi-million-dollar transformations for international clients.

A photo of Ana can be downloaded by clicking on [this link](#).

Roger Sharp

Roger is the founder of technology investment bank North Ridge Partners, and the major shareholder in Geo. He has built and sold a number of technology companies and is currently the Chair of Iress Limited and Webjet Limited (both ASX-200 companies), as well as Lotto New Zealand.

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ABOUT GEO

Geo is a leading SaaS business that provides smart software platforms for tradies, field and home service businesses. The market for Geo's products is growing quickly as the global mobile workforce expands. Geo's simple yet powerful software platform helps business owners reduce the complexity of running their business whilst saving time and improving cashflow. For more information: www.geoworkforcesolutions.com