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ASX Announcement

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GrowthOps Acquires Xperior Group's Tenant Portal Software Product and Recruits Xperior Director, Oliver Roydhouse, to Lead Business Development in the Commercial Property & Construction Sectors

Acquisition of Xperior Group's Tenant Portal Software Product

GrowthOps ("TGO" or "GrowthOps") [ASX:TGO] today announced the acquisition of the Xperior software business ("Xperior") from Xperior Group Pty Ltd. Xperior provides software and services to commercial property groups and buildings throughout Australia and New Zealand, delivered under the 'Xperior' trading name.

GrowthOps will initially pay Xperior Group Pty Ltd \$4 million at completion, 50% in cash and 50% in fully paid ordinary shares ("Purchase Price"). For the equity portion of the Purchase Price, GrowthOps will issue 2.0 million of new ordinary shares today to Xperior Group Pty Ltd. Xperior Group Pty Ltd has agreed to enter into a voluntary escrow arrangement for two years in relation to those shares, which is subject to customary exceptions. Based on Xperior's operating performance in calendar year 2020, Xperior Group Pty Ltd is eligible to receive additional consideration (50% in cash and 50% in TGO shares, up to an aggregate cap for any future share consideration of 3.7 million shares).

Xperior provides commercial property managers with a digital representation of their buildings, managed through a web portal that seamlessly connects their tenants with services and amenities – from maintenance requests to dry cleaning to end-of-trip facilities to wellness programs. As the workplace evolves and tenants expect more engagement from their office space, this type of technology can help commercial properties, whether older or newly built, to both meet those expectations as well as optimise their assets through the use of real-time business intelligence and data analytics.

As a market-leading product in the high-growth area of 'smart buildings,' Xperior provides GrowthOps with a compelling entry into a new growth sector that, in combination with other GrowthOps growth services, is expected to add significant value to clients in the commercial property industry across the Asia Pacific region. GrowthOps' board and management team believe that the acquisition is well-aligned to the company's strategic objective of diversifying its revenue streams beyond time-and-materials based services into market-proven products, and expect that it will be immediately earnings-accretive.

GrowthOps Managing Director, Phillip Kingston, explained, "We are building a portfolio of proven technology products that complement the skills our people already deliver to our clients. Our mission is to grow our clients' businesses, and to help them compete against global, technology-driven market participants. Xperior will help us do that even more innovatively for those of our clients in the commercial property space."

Oliver Roydhouse Joins GrowthOps to Lead Business Development in Commercial Property & Construction

Oliver Roydhouse, founder of Xperior, will join GrowthOps to lead the company's business development efforts in the commercial property and construction sectors, and continue to drive Xperior's growth. Under an integration services agreement, Oliver is eligible to receive up to 3.7 million TGO shares, based on achieving certain performance metrics and his continued engagement by TGO over calendar years 2019 and 2020.

Oliver brings over 15 years of experience of innovating with digital products in the commercial property industry. Prior to founding Xperior, he co-founded Inlink Group in 2000, growing it to become Australia's leading digital out-of-home media company, before the company's eventual sale to oOh!media Limited in 2015.

GrowthOps CEO, Paul Mansfield, welcomed Oliver to the team, "Oliver is a proven entrepreneur with deep industry knowledge and relationships in the commercial property sector. We look forward to working with him to offer an integrated product and service offering, which leverages the full range of GrowthOps services, to clients in that space."

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About GrowthOps

Trimantium GrowthOps Ltd (ASX: TGO) is a new kind of service provider – a growth services partner. We've created a new category that fuses together marketing, technology and people disciplines to help large organisations acquire and retain new customers, build and launch transformational products, and scale operations.

Operating across Australia and Asia, our services include: analysis of market opportunities and threats; leadership development; change management; cloud services; software development; systems integration; positioning and brand strategy; performance marketing and marketing communications.

We solve complex problems with one simple goal in mind: to help our clients grow.

Use of non-IFRS measures

GrowthOps uses certain measures to manage and report on its business that are neither recognised under AAS, nor under IFRS. These measures are collectively referred to as non-IFRS financial measures. These non-IFRS financial measures do not have a prescribed definition under AAS or IFRS and therefore may not be directly comparable to similarly titled measures presented by other entities. These should not be construed as an indication of, or an alternative to, corresponding financial measures determined in accordance with AAS or IFRS. Although GrowthOps believes these non-IFRS financial measures provide useful information to users in measuring the financial performance and condition of the business, investors are cautioned not to place undue reliance on any non-IFRS financial measures included in this Announcement.

Forward looking statements

This announcement contains forward looking statements which are identified by words such as 'may', 'could', 'believes', 'estimates', 'expects', 'intends' and other similar words that involve risks and uncertainties. These forward-looking statements speak only as of the date of this announcement, and GrowthOps does not undertake to publicly update or revise any forward-looking statement.

Any forward-looking statements are subject to various risks that could cause GrowthOps' actual results to differ materially from the results expressed or anticipated in these statements. Such forward looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of GrowthOps, TGO's directors and management. GrowthOps cannot and does not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this announcement will actually occur and investors are cautioned not to place undue reliance on these forward-looking statements.

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