

GOOROO APPOINTS COMMERCIAL HEAD TO EXECUTE GROWTH STRATEGY

18 May 2016: Technology company MSGooroo Pty Ltd (“Gooroo”) which has entered into a Conditional Binding Terms Sheet with Petratherm Limited (ASX:PTR), as released to ASX 4th May 2016, today announced the appointment of Mr Scott McLaughlin to the newly created position of General Manager (VP) Commercial.

Mr McLaughlin was contracted by Grouply in 2015 whilst continuing to advise other companies in his own strategic communications and customer behaviour consulting practice. Prior to this he held the position of General Manager Commercial at leading comparison web site, iSelect (ASX: ISU).

Mr McLaughlin is a commercial strategist and business developer with a unique expertise in customer intelligence, consumer behaviour and decision making. With 25 years in sales, marketing and business intelligence, Scott’s experience spans E-Commerce, Consumer Goods, Retail, Financial Services and B2B Services industries.

Gooroo CEO Greg Muller said: *“We are delighted that Scott is joining Gooroo as we execute our international commercialisation efforts. Scott’s rich background in digital business models is rare in this marketplace and he has immediately grasped the size and scalability of the Gooroo proposition.”*

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