For Release
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Gooroo enters USA market

Key highlights:

- **Key commercialisation milestone reached**
- **Successfully deploys inside sales team in to USA with 74 new subscriptions on first day**
- **Systems and capability in place to deliver 24/7, globally**

The Company is excited to announce that it has successfully deployed an inside sales team focused on capturing the USA market of employers. The objective for this team is to acquire new customers and to provide direct support to maximise customer satisfaction, engagement and revenue.

The capability now in place will soon operate 24/7 and will scale to meet the Company's globalisation strategy. The next market will be the United Kingdom, starting next month (February).

Gooroo Ventures, CEO Greg Muller says "This is a key milestone for the business as it executes its commercialisation strategy. The USA market represents over 30% of the world's demand for tech talent and Gooroo is very well placed to start taking market share. We are committed to an integrated plan that will maximise the reach and adoption of the Gooroo Hirer platform."

The program covers the entire market, from west to east of America.

"The initial response has been incredibly encouraging with 74 new company sign-ups. Gooroo's value proposition is clearly ticking the boxes and we are very confident that the market will get behind the platform as we continue our rollout," comments Mr O'Loughlin, Gooroo Ventures Chairman.

This launch also marks the end of the Beta program communicated late last year.

Companies who now sign-up to the Gooroo Hirer platform convert to a paid monthly subscription automatically after the first 30 days. This 'low-bar' entry technique is used by many successful online businesses to maximise initial sales conversion – to get them experiencing the platform and become hooked. While subscribers aren't required to pay upfront initially, if they want to use the core features (such as to send an invite to candidates that Gooroo finds), they are now required to purchase credits once they define an open role.

Management is now recruiting for a regional leader for the USA, functionally focused on key account sales and growth. The objective is for this role to be appointed by 31 March this year.

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About Gooroo

As a global online marketplace, Gooroo is connecting employers with the world's tech talent, using advanced, predictive matching technology to deliver greater confidence and certainty for hirers and talent.

The Company's objective is to transform how people with expertise connect to those who need it, creating a whole new way of sourcing and screening qualified candidates, globally.

Gooroo has now established an international talent pool across 110 countries. Hiring organisations (both employers and recruiters) pay to access this candidate pool and when a qualified candidate accepts an invitation from a hirer to consider their role.

Gooroo's core 'selection science' technology leverages sociometrics (the science of relationships) along with artificial intelligence disciplines such as machine learning and natural language processing. Gooroo's technology evaluates an individual's fit to a role and team, giving hirers the ability to compare candidates based on their likely contribution and performance in the role.

Gooroo is 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 $14billion global problem.

For more information on Gooroo, visit:
Investor Hub: www.gorooventures.com
Website: www.gooroo.io

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