

ASX Release

11 June 2019

## Gooroo expands further internationally with high profile Middle East partnership

Key highlights:

- **Biz Group, a leading learning, learning technology and education company and team engagement organisation based in the United Arab Emirates (UAE), signs a commercial licence agreement to use and distribute Gooroo technology with its major customers**
- **Gooroo tools will be integrated within Biz Group's product suite to offer new capability in the UAE market**
- **Joint focus on identifying and putting in place scalable, annuity-based revenue opportunities**
- **Two commercial opportunities already in discussion**

Gooroo Ventures Limited ("Gooroo" or "the Company") is pleased to advise that it has signed a commercial licence agreement with Dubai-based Biz Group, one of the United Arab Emirates' (UAE) most highly regarded professional services, learning solutions and teambuilding providers.

The 12 month (minimum term) Agreement spans the Middle East region including Saudi Arabia, Kuwait, United Arab Emirates, Bahrain, Oman, as well as Iraq, Lebanon, Jordan and Egypt.

The Agreement allows Biz Group to use Gooroo's solutions to enhance its existing programs, and offer new innovative solutions to high value customers in the region. This month Gooroo representatives will travel to Dubai to train the Biz Group team and assist with product design and client meetings.

Each year, Biz Group's learning and learning technology solutions delivered through LearningJourneys™ and team building programs impact tens of thousands of people. Gooroo will be paid by Biz Group for each person they evaluate utilising Gooroo's diagnostic and people analytics tools. Biz Group's Learning Tech Solutions team will also represent Gooroo technology in the UAE.

Biz Group has already introduced Gooroo to two major clients in the hotel and telecommunications sectors.

Biz Group is the Middle East partner of Catalyst Group. Gooroo announced a strategic partnership with Catalyst in 2018. Under the terms of this Catalyst partnership (announced in October 2018), Gooroo will be paid AU\$35 for every person processed by Biz Group that uses Gooroo technology. Also, Biz Group and Gooroo will collaborate on major implementations, and enterprise licencing deals to deliver recurring revenues and scalable volumes.

This is the first time Gooroo's technology will be used in this region as the company continues its focus on building distribution partners in international markets.

### Comments from Hazel Jackson, Founder & CEO, Biz Group

*"This partnership represents a fantastic opportunity for Biz Group to add further value to our clients through enhanced people analytics and business insight. Our business is focused on*



*providing innovative methods to help people develop, in an increasingly volatile and changing business landscape. We're excited about offering Gooroo to our current and future customers. With Gooroo's disruptive technology we can now deliver a new suite of programs in our LearningJourneys™ and impact our clients business results. Gooroo helps us look at people and organisations with a new lens, providing valuable insight that will help our clients build teams and leaders capable of navigating constant change and disruption more effectively with better business outcomes."*

#### **Comments from Greg Muller, CEO Gooroo**

*"Our strategy is to collaborate with and embed ourselves with international partners who are leaders in their field. Over 26 years, Biz Group has built one of the most respected and successful corporate training and professional services companies in the UAE. Biz Group supports and collaborates with some of the largest companies in the region.*

*This partnership opens an entirely new market for Gooroo, gaining reach and exposure in one of the most dynamic business environments in the world. Hazel and her team are focused on making this partnership a success and I am expecting to be able to announce new signings shortly and growing revenues from the region over the coming 12 months."*

#### **About Biz Group**

Biz Group's work centres on impacting a client's business results by curating and delivering blended LearningJourneys™ and employee engagement through teambuilding. Biz Group is highly creative and innovative, practicing what it preaches, with the best people, focusing on the latest global trends in learning & development and helping clients understand how the 'modern learner' is changing the role of HR and talent management. Biz Group's passion to enrich lives, internally and externally, has seen strong growth over the last 20 years in the Middle East, and continues to deliver on its promise to change the way people think and work every day.

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#### **About Gooroo (ASX:GOO)**

Gooroo provides new meaning to an organisation's data to support better decision making and value generation. We do this by applying our unique technology and human thinking science to empower everyone and every organisation to achieve their true potential.

Gooroo has developed world-first capability that understands 'how' every person in the world thinks. When you are able to quantify how different people think, individuals, teams, customers and societies can be engaged in an entirely new way to identify potential, reduce risk, reduce anxiety, forge change and accelerate growth.

With Gooroo, customers:

- Activate the capacity of leaders and teams to adapt, engage and act so they take advantage of volatility, change, uncertainty and disruption



- Improve the speed, confidence and quality of their decision-making at all levels of the organisation
- Build more aligned, agile and growth-oriented teams and cultures
- Better align their people, brand and messaging to the mindsets of your customers - improving engagement, conversion and retention.

Gooroo is actively building a partner network that includes management consultancies, agencies and software providers, to distribute its technology to organisations around the world.

Gooroo's end customers are typically medium-large enterprises and government.

In October 2018, Gooroo won the APSCo Excellence Award in Creativity & Innovation.

In October 2017, Gooroo lodged a patent application on the process of human thinking and how human beings make decisions and choices.

In June 2017, Gooroo was awarded Innovation of the Year in the Big Data / Machine Learning category at the AIIA iAwards (Vic).

For more information on Gooroo, visit:

Website: [www.gooroox.com](http://www.gooroox.com)

Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)

Investor Blog: [www.goorooventures.com/blog](http://www.goorooventures.com/blog)

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