

ASX Release  
1 July 2019

## Gooroo signs with ManpowerGroup to support major reskilling & redeployment initiatives

*Key highlights:*

- **Gooroo has signed a Master Licence Agreement with ManpowerGroup (NYSE: MAN) (“Manpower”) where both parties will collaborate on numerous industry reskilling and redeployment pilot programs commencing immediately**
- **Gooroo will earn a fee for each individual processed using Gooroo technology**

ManpowerGroup serves corporate and government organisations across all industry sectors through its brands; ManpowerGroup Solutions, Experis, Manpower, Greythorn and Right Management. Everyday ManpowerGroup connects hundreds of thousands of people around the world to meaningful work across a wide range of skills and industries, enterprises and governments.

Manpower’s vision is to lead in the creation and delivery of innovative workforce solutions and services enabling its clients to win in the ever-changing and progressing world of work. With a changing customer and competitive landscape, Manpower has identified the need to introduce new capabilities moving beyond traditional methods and tools that are less effective in a fast moving and constantly evolving society.

Gooroo has signed a Master Licence Agreement with Manpower’s Australian operation that includes the right to deploy Gooroo’s technology across its client portfolio. Manpower’s sales and delivery teams will be trained in Gooroo technology to develop their in-house capabilities to initially deploy and operate pilot programs for end-to-end hiring, reskilling and redeployment initiatives with its partners.

Up until 31 December 2019, the parties have agreed to a rate for each person processed by Gooroo. Many hundreds of people are expected to be processed during this period. License terms will be renegotiated in December 2019 once the pilot programs have been completed and the parties have agreed the implementation scope; which may include a broader enterprise sales and customer rollout strategy.

### Comments from Greg Muller, CEO, Gooroo

*Gooroo remains focused on building partnerships which deliver scale and where customers will begin to rely on Gooroo technology every day. Manpower is a true global leader and we at Gooroo are excited to be partnering with them. The programs that we will be working on with Manpower will leverage core Gooroo IP to enable individuals to be reskilled and connected into productive work, quickly.*

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### **About ManpowerGroup (NYSE: MAN)**

ManpowerGroup®, the leading global workforce solutions company, helps organisations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. They develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Their expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the ninth year and one of Fortune's Most Admired Companies for the sixteenth year.

### **About Gooroo Ventures (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.

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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