



NZX and Media Release

22 August 2022

(NZX:GEO)

Geo Appoints New CFO

GEO is pleased to announce the appointment of Matt Fitzsimons as the new CFO of GEO effective 22nd August 2022.

Matt is a Chartered Accountant with extensive SaaS company experience. He has a Bachelor of Commerce and a Masters in Tax and was most recently part of the financial leadership team at Ortto, a SaaS marketing automation solution.

Commenting on Matt's appointment, Tim Molloy – CEO said:

“We are delighted to have attracted someone of Matt's calibre to the GEO team. His deep experience in the financial leadership of successful growth companies will be very valuable in supporting our own growth ambitions. As GEO continues to grow and expand this is the right time to bring the CFO role in house.

Matt succeeds Peter Hynd who will remain available to GEO in an advisory capacity. We would like to thank Peter for his valuable contribution to GEO's success so far.

For more information:

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ABOUT GEO

GEO is a leading SaaS business that provides smart software platforms for tradies, field and home service businesses. The market for Geo's products is growing quickly as the global mobile workforce expands. Geo's simple yet powerful software platform helps business owners reduce the complexity of running their business whilst saving time and improving cashflow.

For more information: www.geoop.com