



## **GEO TRIALS PAYMENT PLATFORM ON REVENUE SHARE ACROSS ITS CUSTOMER BASE**

25 May 2018

GeoOp (GEO, the Company) announces the extension of its agreement with Melbourne-based Assembly Payments, entered in 2015, under which GEO and Assembly will work together to activate electronic payments across GEO's 27,000 users.

*GEO CEO Kylie O'Reilly said "GEO's customers invoice more than \$40m per month. The partnership with Assembly is intended to help a percentage of GEO's customers to utilise the Assembly payments platform by adding the ability to get paid by cards on their invoices. This will have a dramatic impact on a trade service business by improving their cash flow, significantly reducing their administrative burden and giving their consumers more options to pay."*

GEO have agreed to trial marketing launch commencing in May 2018 and anticipate converting existing and new customers over a 12-week period.

If successful, we will work with Assembly to develop a new material income stream for GEO and increase the retention rate of its products and the lifetime value of its customers".

*Assembly CEO Simon Lee said "Our technology allows platforms to create extraordinary payment experiences for their customers, without the need or friction of requiring them to create their own merchant accounts. This makes it simple and easy for trade businesses to add the ability to accept credit cards on their invoices and get paid faster."*

**About GEO:** Geo provides cloud-based business productivity tools and applications for small to large businesses with mobile and distributed workforces. Geo targets its productivity tools at customers across different functions and business areas that range from sole traders to multi-seat organisations, sometimes with hundreds of licences. The nature of Geo's platform means that it is designed to scale for organisations of various sizes and with various needs. For additional information, please visit <https://geoservice.io> or <https://geo.tools>

**About Assembly Payments™:** Assembly is the Melbourne-based payments platform for disruptors. Its flexible payment solutions enable marketplaces, platforms and banks to create extraordinary online payment experiences without limitations. Customers include GEO, Carsales.com, Fergus, HiPages and Airtasker. For more information, please visit: <https://assemblypayments.com>

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Contacts:

Kylie O'Reilly [kylie.o@geoop.com](mailto:kylie.o@geoop.com)