



ASX Release

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Gooroo partners with Lexer, a market-leading Customer Data Platform

Key highlights:

- **Lexer, a leading Customer Data Platform, with offices in Australia and the United States, signs Partnership Agreement with Gooroo**
- **Gooroo's Marketing Solutions technology to be used in customer data enrichment and campaign targeting**
- **Reinforces Gooroo strategy to embed its technology with partner solutions to build scalable, annuity-based revenue streams**

Gooroo Ventures Limited ("Gooroo" or "the Company") is pleased to advise that it has signed a partnership agreement with Lexer, an Australian-based Customer Data Platform.

Lexer's powerful Customer Data Platform unifies fragmented data into enriched customer profiles using advanced analytics to improve decision making, customer service and marketing effectiveness.

The Agreement allows Lexer to implement Gooroo ColourGrid™ segments within its platform, and market and sell Gooroo ColourGrid™ segments to its blue-chip portfolio of clients across Australia and United States.

The commercial model will incorporate an upfront cost to build insights plus an ongoing volume-based fee for the enrichment of the client's customer data on Lexer's platform with a unique Gooroo ColourGrid™ segment.

This Agreement marks the first time Gooroo Marketing Solutions has been applied to a Customer Data Platform. Gooroo's ColourGrid™ segments will deliver deeper insights, more targeted advertising, allowing for increased advertiser return on marketing spend through conversions and sales.

Comments from Kristy Malik, VP Client Success, Lexer

"This partnership represents a fantastic opportunity for Lexer to drive even greater value to clients through enhanced customer analytics and improved segmentation and targeting."

Comments from Andrew Aitken, General Manager, Gooroo Marketing Solutions

"This unique collaboration enables customer data enrichment using Gooroo's ColourGrid IP at scale. Enriching unified customer data with mindset and then being able to activate media buying all in one platform will enable marketers to build deeper connections with their customers."

Comments from Greg Muller, CEO Gooroo

"Our objective is to collaborate with and embed ourselves in international platforms which are leaders in their field. Lexer understands that data without meaning is less effective. This partnership provides Lexer with the opportunity to now offer new capability to its current and prospective customers, further differentiating their platform in market. Importantly, this deal



also signifies our strategy is on track, our capability is unique and we're progressively building the foundations of a highly-scalable business model and revenue stream that we will soon start to realise the commercial benefits."

About Gooroo Marketing Solutions

Gooroo Marketing Solutions delivers deep insight about an organisation's customers and prospects. Advertisers gain actionable insights about their customers and prospects from what motivates them, how they think, through to how to engage them with messages that resonate. This helps advertisers and their agencies build deeper connections with their target audience, increasing ROI on marketing spend. This all achieved through the analysis of the advertiser's own data assets.

About Lexer

Lexer's Customer Data Platform maintains a persistently enriched single customer view that is activated for analysis, marketing and customer service via beautiful SaaS platforms.

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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, staff, teams, customers and societies can be engaged in an entirely new way to identify potential, reduce risk, direct 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

Investor Hub: www.goorooventures.com

Investor Blog: www.goorooventures.com/blog

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