



## ASX Announcement

6 May 2022

### XPON's WONDARIS BECOMES GOOGLE CMU PARTNER

#### Highlights

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- Wondaris joins a group of 3rd party integrators approved by Google to upload Customer Match Segments within the Google Ads platform
- The native integration expands the Wondaris ecosystem and builds on XPON's existing relationship with the world's number 1 digital advertising platform
- New partnership extends the reach of Wondaris and drives awareness of the platform to millions of Google Ads customers
- Integration enables faster first party data into google ads for Wondaris Customers
- Google Ads users can now access the Wondaris Customer Data Platform within the Google Ads UI

XPON Technologies Group Ltd (ASX:**XPON**) (**XPON** or the **Company**), a marketing technology and cloud business providing mission-critical software and solutions to corporate and mid-tier enterprises in Australia, New Zealand, the United Kingdom and Europe, is pleased to share news of a new partnership between its cloud-based Customer Data Platform, Wondaris and<sup>1</sup> Google's Customer Matching Uploader (CMU) program.

Google's Customer Match is an advertising tool that enables users to create custom segments from their existing customers by leveraging their first party data. Previously, users had to manually upload data files, or invest in development to build through Google's API. The Wondaris/CMU partnership allows clients to upload high-value audiences securely through simple and clickable workflows.

Through the partnership, Wondaris joins a group of endorsed 3rd party providers able to upload this data via native integration, thereby mitigating data security and integrity risks involved with manual data entry processes.

*“We are excited to extend this additional value creation tool for our customers,” said Group MD and Founder Matt Forman. “With our powerful CDP capability in Wondaris, we’ve enabled our customers to deliver marketing and customer experience outcomes, in a privacy-centric context.”*

The integration is part of XPON’s stated growth strategy, which includes the expansion of distribution channels for its products.

## **Online Demonstration**

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XPON invites investors and analysts to view an online demonstration of the Wondaris Product with the Google Customer Matching Uploader tool presented by Founder, Managing Director and Group CEO, Matt Forman, and Wondaris CTO Matt Daniels.

The demonstration may be viewed via the following link:

[https://youtu.be/s\\_ZievXzw10](https://youtu.be/s_ZievXzw10)

**This announcement is approved by the Board of Directors of XPON Technologies Group Limited**

**-ENDS-**

For further information, please contact:

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## **About XPON Technologies Group Ltd (www.xpon.ai)**

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## **About Wondaris (www.wondaris.com)**

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Wondaris is a cloud-based customer data platform that helps companies build high-value audiences from their 1st party data and activate them into multiple marketing channels with simple, clickable workflows.

Wondaris provides the ability to centralise data from any of the public cloud vendors, giving businesses complete data ownership and portability.

Wondaris is a wholly-owned subsidiary of XPON Technologies Group Limited (ASX:XPON) with operations in Australia, Vietnam and the UK.