

# ASX Announcement

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## YONDER & BEYOND'S FOOD AND BEVERAGE APP BOPPL PARTNERS WITH LEADING CLOUD-BASED POINT OF SALES COMPANY – IKENTOO

Quintessential Resources Ltd (ASX: QRL) ("QRL" or the "Company") is pleased to announce Yonder and Beyond's ("Y&B") mobile ordering and payment app Boppl™ has formed a seamless integration, sales and marketing partnership with iKentoo, a leading cloud-based point-of-sale (POS) solution for hospitality and hotel industries.

The partnership and seamless integration enables iKentoo hotel, hostel, restaurant, bar, and cafe owners to activate Boppl™ as an inbuilt feature, allowing customers to order and pay with their smartphone. iKentoo and Boppl™ will benefit with expansion across Europe, Scandinavia, UK and USA providing thousands of venues with a simple, secure and innovative mobile ordering, payment and POS solution.

QRL announced in July this year it had entered into an agreement to acquire 100% of the issued capital of Yonder & Beyond.

Mr Shashi Fernando, co-founder and CEO of Boppl™ said:

***"Boppl™ extends much further than simply the ability to order and pay easily, or reduce lost time inputting orders, payment errors and miscommunication. We have created technology that allows for a deeper and more personalised experience. The combination of iKentoo's technology and extensive network of key customer venues with Boppl's technology and scalability, results in a great natural fit of complementarity technologies."***

***"Deployment of Boppl™ with iKentoo venues across the UK, France, Switzerland and South Africa is currently in advanced discussions with trials ongoing, and iKentoo resellers are already offering Boppl™ in most countries"***

iKentoo is led by its founder Mr Serge Sozonoff, who previously co-founded mobile payments company Zong which was acquired by eBay for \$240 million in cash in 2011. Commenting on the partnership, Mr Sozonoff said:

***"We welcome Boppl™ on our platform and are looking forward to a very exciting accelerated growth strategy from this partnership."***

Deployment of Boppl™ with iKentoo venues across the UK, France, Switzerland and South Africa is currently in advanced discussions for trials. iKentoo resellers are already offering Boppl™ in most countries.

### About Boppl™



*Order and pay; without your wallet. Boppl's app allows you to order and pay ahead in an easy and secure way, with a single touch.*

Boppl™ is a leading mobile ordering and payment app, which allows customers to pre-order and pay for food and drinks from their mobile.

Boppl™ has won multiple awards including the UK Mobile & Apps Design Award in 2014 and named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator in 2013.

The Boppl mobile app for iPhone and Android puts ordering, payment and receipts into a single app. Using Boppl the user can track their order at anytime, so it is always in control. As a result, the user will have what they want, when they want it.

Yonder and Beyond holds a fully diluted 72.6% interest in Boppl™ Limited.

Twitter: @Bopplme

Website: [www.boppl.me](http://www.boppl.me)

### **About iKentoo**

Switzerland-based iKentoo is a cloud-based point-of-sale "POS" system for hospitality and retail industries worldwide. iKentoo powers 1,000 venues globally, comprising of restaurants, bars, clubs, pubs, cafes, take-aways, leisure and entertainment. iKentoo offers a sophisticated centralised management solution with multi-location capabilities and easy to handle, operate and simple to integrate. The iKentoo iPad app also allows merchants to turn any iPad or an iPod Touch/iPhone into an iKentoo terminal.

### **Background**

On 24 July 2014, QRL announced it had entered into an agreement to acquire 100% of the issued capital of Y&B. Y&B holds an exciting portfolio of assets experiencing accelerated growth and development managed by a world-class management team.

Y&B CEO Shashi Fernando was the founder and former CEO of Saffron Digital Limited, which was acquired by HTC Corporation for US\$50m. Mr Fernando was subsequently appointed Chief Content Officer and Executive Director of HTC Corporation. He has been named twice (2009 and 2010) in Mobile Entertainment magazine's list of annual Top 50 executives. Y&B has an experienced management team with a proven track record of developing global digital businesses, products and services.

Y&B's existing portfolio has already received industry accolades including numerous awards and industry recognition worldwide, in particular leading mobile food and beverage ordering and payment app Boppl™. More detail on Y&B's management and portfolio of assets is provided below.

QRL has appointed Taylor Collison Ltd and Foster Stockbroking Pty Ltd as Joint Lead Managers for an equity raising to be completed in conjunction with the acquisition of Y&B.

Jay Stephenson  
CHAIRMAN

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## 1. Company Information

### About Yonder & Beyond

Y&B is headed by Shashi Fernando, a proven performer in the delivery of world-class mobile solutions. He was a board member and Chief Content Officer of HTC Corporation, one of the world's leading smartphone manufacturers, and the founder and former CEO of Saffron which raised \$3 million in 2007 and was acquired in 2011 for US\$50 million.

Shashi delivered Saffron into the heart of the mobile and entertainment industry by securing clients such as Vodafone, T-Mobile, Samsung USA, Paramount and Disney to name but some of the 40 plus global relationships that were established over his time with Saffron.

Having twice been named in the world's top 50 in Mobile Entertainment, Shashi led Saffron to multiple industry accolades over the period, delivering a profitable business and 100% growth year on year, for three years.

Since his time at HTC Corporation, Shashi has been an angel investor and moved to bring to market several digital start-ups.

Mr Fernando formed Y&B to invest in and help accelerate high growth and high potential businesses in the global technology and mobile space.

The Y&B management team brings a wealth of experience and relationships across the technology and entertainment landscape and is able to maximise synergies amongst its investment portfolio to accelerate growth and user acquisitions.

## 2. Existing portfolio

(live and in build mode)



- YB 60% interest in Prism Digital Limited
- YB Profitable and fast-growing digital recruitment agency
- YB Specialised knowledge and long-term relationships within industry focusing on technical sub-segments
- YB Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com
- YB Cash generative

Twitter: @prism\_digital

Website: <http://www.prism-digital.com/>



- YB 72.6% interest in Boppl™ Limited
- YB Leading mobile ordering and payment app
- YB Pre-order and pay food and beverages
- YB Potential for multiple revenue streams
- YB Currently in negotiations for deployment in Australia, France, Switzerland and South Africa
- YB Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013

Twitter: @boppleme

Website: [www.boppl.me](http://www.boppl.me)



- YB 100% interest in Wondr.it Limited
- YB Experience what's happening anywhere, through the eyes of those who are there
- YB Brings major social network platforms into a single, simple feed
- YB An all-access pass
- YB Ability to create private events, such as weddings and family holidays

Twitter: @wondrit

Website: [www.wondr.it](http://www.wondr.it)



- YB 75% interest in Gophr
- YB Making deliveries quick and simple for everyone
- YB Send or pick up deliveries with a single tap
- YB Cashless and convenient for couriers and customers
- YB Clear delivery pricing, simply set the pick-up and drop-off location

Twitter: @gophr

Website: [www.gophr.it](http://www.gophr.it)