
Record Growth for Boppl

Key Points:

- **Mobile Orders, Transactions and Revenue Continues to Rise.**
- **Over \$500,000 in orders sent to local Brisbane businesses.**
- **Over 15,000 active users on Boppl.**
- **Mobile ordering at Virgin Australia Brisbane Head Office, Little Birdee cafe powered by Boppl.**
- **New integration partnership developments, including Square point-of-sale and payments founded by Twitter co-founder and CEO, Jack Dorsey.**

Yonder & Beyond Group Limited (ASX:YNB) is pleased to announce Boppl has sent over \$500,000 in orders to its Brisbane venues. After a period of rapid growth in 2016, Boppl has over 15,000 active users, with over 94% as repeat and paying customers.

This milestone in transaction volume indicates the popularity of Boppl at local Australian businesses, particularly those in Brisbane. Boppl is the leading mobile payment platform in Brisbane, with growing popularity and users in other cities, such as Sydney and Melbourne.

The company has added new venues to its growing list, including Pomeroy Coffee Roasters, Little Birdee in Virgin Australia's Head Office in Brisbane and Nudo Café in Sydney, which is co-owned by Sean and Bianca Cahill with Soccerroo Tim Cahill. Boppl chain, Acai Brothers has launched in new locations including Bondi, Fremantle and Croydon and welcomes Brisbane based hospitality group Venzin Group with the upcoming launch of both iOS and Android applications powered by Boppl across the group's five venues.

Boppl has also commenced integration with POS and payment provider, Square. Based in Silicon Valley, Square is a leading payment platform and has chosen Boppl as one its flagship mobile ordering products. Twitter CEO and Co-Founder, Jack Dorsey, is also CEO and Co-Founder of Square and has led its expansion to its new territories, including Australia.

Yonder & Beyond CEO, Shashi Fernando said, "After focusing on its customer deployment strategy in 2016, Boppl is now used daily by thousands of people. We look forward to further growing Boppl across Australia with its strategic partnerships and deployment in chains."

Boppl continues to access joint venture opportunities which add revenue to the company and subsequent revenue to the underlying business. The company will focus on its hospitality chain expansion plan to further accelerate its exciting growth in 2017.

About Boppl

Boppl is a mobile ordering platform that connect with existing software systems, allowing customers to order food and drinks at the venue, even before they arrive.

In 2015, Boppl built the most sophisticated database engine to help digitise and structure menu data that existing technologies could not. Boppl helps businesses connect, interact and transact with customers allowing them to building a relationship with every customer, like never before.

About Yonder & Beyond

Yonder & Beyond is a portfolio of synergistic technology assets with a focus on mobile businesses. Y&B's strategy is to identify and develop disruptive applications with high commercialization and scalability potential.

Y&B equip startups with vital capabilities beyond capital. Our philosophy is to invest in people, as well as invest in their business, so they can both grow and succeed. We are dedicated to contributing to the development of businesses through our resources, experience and relationships.




For more information please contact:






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Yonder & Beyond portfolio of technology assets and applications include:

 Interest: 70% Website: beyond.media	<ul style="list-style-type: none"> YB Advanced virtual reality and content platform YB Creating state of the art virtual reality and multimedia solutions YB Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators & content owners YB Leading team who have vast experience working for Saffron Digital & HTC
 Interest: 75% Website: www.gophr.com	<ul style="list-style-type: none"> YB Making deliveries quick and simple for everyone. Order your courier from your mobile. YB Disruptive technology gaining momentum and a significant customer base. YB Outstanding growth in sales, revenue and customers during 2016 YB Send or pick up deliveries with a single tap
 Interest: 72% Website: www.boppl.me	<ul style="list-style-type: none"> YB Leading mobile ordering and payment app YB Pre-order and pay for food and beverages, before you arrive or at the venue YB Potential for multiple revenue streams and insightful customer metrics for every Boppl venue YB Currently deploying in Australia, UK & USA YB Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013, Anthill SMART 100 Index 2016 and Anthill Reader's Choice Awards 2016

 <p>Interest: 60% Website: http://www.prism-digital.com/</p>	<ul style="list-style-type: none">  Nominated for “Best New Agency 2016” in The Recruiter Awards  Cash generative business with increasing pipeline of sales, revenue and clients  High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com  Host of high-profile London technology events in conjunction with Facebook and Microsoft
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