

Gruden's mobileDEN releases "Connect" loyalty App, and re-signs Mad Mex

Key Points

- mobileDEN applies years of experience and lessons learned to release best of breed loyalty App, "Connect", to help businesses drive greater value from rewarding loyal customers
- Connect reinforces an on-going strategy of less need for customisation and reduces time to market- from 6 months to 6-8 weeks
- Connect is Point of Sale (POS) and loyalty system agnostic
- Under a new agreement, Connect will be rolled out to over 50 Mad Mex restaurant outlets across Australia, generating licensing and service fees to Gruden, and replacing current loyalty Apps provided by mobileDEN for the past 3 years
- Connect represents a significant milestone in the commercialisation phase of mobileDEN, and opens a whole new market for Gruden with a full sales and marketing strategy to be launched for FY 17/18
- Drives Gruden's corporate strategy of increased annuity revenue to complement the service fees in other successful digital transformation business units (Government, Enterprise and Performance Marketing)

Market leading technology agency, The Gruden Group Limited (ASX:GGL) (Gruden or the Company) is pleased to announce it has signed casual dining restaurant chain, Mad Mex as a customer for its new mobileDEN "Connect" product.

Connect is the culmination of lessons learned over the past 5 years, as well as research undertaken by mobileDEN to identify the key drivers that help brands increase revenue through improved experiences for their most loyal customers.

It is common for 60-70% of revenue to come from as few as 30% of customers. The mobileDEN platform and the Connect product will help Mad Mex achieve the three most sought-after goals:

- Increased visit frequency
- Increased spend per visit
- Increased ROI from marketing efforts

Gavin Gorazdowski, GM of mobileDEN said: *"If 70% of your revenue comes from customers who visit you 2 times per month, and you can increase that to 3 times per month through better customer engagement, more targeted offers and a beyond-the-counter digital experience that's valued by customers, then you've just increased 70% of your revenue by 50%"*

Under a twelve-month rolling agreement, Mad Mex will leverage the Connect product to provide a fully digital customer loyalty program to forge stronger brand connections with its customers. The Connect product will be rolled out to more than 50 casual dining restaurants across Australia. Connect will upgrade Mad Mex's existing loyalty Apps. This enables a fully digital, App-based program branded

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under the Mad Mex banner, providing rich customer insights. Furthermore, the Connect platform will integrate seamlessly with Mad Mex's internal operating systems, allowing for complete oversight across all 50+ franchises.

Given that the vast majority of quick service restaurants have recognised the potential value of going digital with their loyalty programmes, the launch of the MobileDEN Connect product is exceptionally well timed.

As a product, Connect is immediately available for customers who can then opt to further leverage features from the complete mobileDEN platform at a later stage. The solution is appealing to businesses wanting to take the next step in understanding their customers and drive more value from loyalists.

As part of the contract, Gruden will earn an upfront deployment fee, along with a per store licensing fee and payments under a service level agreement with Mad Mex.

Connect has been developed from a deep understanding of what both business and their customers really want. It provides a seamless, fast and effective means for businesses to launch digital loyalty Apps and build better customer relationships.

Tim Parker, CEO of The Gruden Group commented: *"Signing up long-term customer Mad Mex as a mobileDEN Connect customer is a brilliant vindication of the hard work and investment the Gruden team has made into delivering better ways for businesses to use digital channels to show gratitude towards their customers. Our mobileDEN platform is already supporting the success stories of Starbucks and Red Rooster (particularly in home delivery). Our new mobileDEN Connect product has been born out of our deep understanding of what multi-location businesses want from a loyalty product."*

Clovis Young, founder and CEO of Mad Mex, is a strong believer in innovation to deliver the consumer's growing appetite for better customer service and deeper brand connections. He commented: *"For Mad Mex, having a fully digital loyalty solution helps us deliver the best rewards to our valued existing customers, which is a fundamental step towards us having a closer relationship with those customers"*.

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About Gruden

The Gruden Group Ltd is a market-leading provider of Digital Transformation services offering fully integrated fintech platforms in the digital marketplace, with over 80 staff, across five office locations. The Company is made up of the award-winning Gruden Digital Services, Gruden Performance Marketing, award-winning Gruden mobileDEN and Gruden Government. Services offered across the group include digital marketing, web and mobile application development and mobile loyalty with point of sale integration.

For more information, visit www.thegrudengroup.com

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