



ASX ANNOUNCEMENT (ASX: YNB)  
 4/66 Kings Park Road, West Perth WA 6005  
 PO Box 52, West Perth WA 6872

## **COURIER APP GOPHR (“UBER FOR COURIERS”) LAUNCHES HIGHLY SUCCESSFUL TRIAL IN UK WITH MORE THAN 100 BUSINESSES**

### **Highlights**

- **Gophr has just entered live trial testing**
- **Signed more than 100 London businesses to use Gophr beta**
- **Initial couriers recruited and completed Gophr on-boarding**
- **Extremely positive feedback from businesses involved in trial**
- **Current projections are very positive as to revenue and customer adoption**

Yonder & Beyond Group Limited (“Y&B” or “the Company”) (ASX: YNB), the global technology operational accelerator, is pleased to announce, Gophr, which is aiming to revolutionise the courier industry, has successfully launched its first trial in London. Yonder & Beyond owns 75% of Gophr.

Gophr is a courier application created to improve the experience for customers and couriers alike. Initially aimed at cycle couriers, who service the lucrative market of fast delivery of packages, Gophr enables customers to book jobs directly with a courier, track the progress of a delivery and review the performance of a specific courier, all through their smart phone. Gophr receives revenue from each delivery made by a courier using the service.

Gophr is a true disruptive technology, which removes the costly dispatch and mystery of “where is my package?” services that currently dominate the courier industry.

Gophr has recently completed the build of its courier app. This includes bug testing which has resulted in a successful trial with business customers. In addition, Gophr has recruited cycle couriers who have completed the Gophr on-boarding process and who have been integral in the successful trial launch.

Gophr has signed more than 100 business customers to use the app in beta mode. From these customers, approximately 2,000 jobs per month will be created.

Gophr is currently limiting trials to specific geographical areas in order to properly service its customers and ensure full satisfaction before an international roll out over the next six months.

The feedback from the launch has been overwhelmingly positive. iPhone and iPad Repair Service company, iCorrect Limited, participated in the trial and was glowing in their praise for Gophr.

*“I can’t tell you how impressed and pleased I am after using Gophr. The jobs I used Gophr for today would have caused significant stress and headaches through [competitor]. The job Mario’s (a Gophr cycle courier) completing now, took three hours to get to me when I booked it in with [competitor]. This is also without the ability to track and assess our incoming workload which (Gophr does and) is invaluable,”* said Managing Director of iCorrect Limited, Mr Ricky Panesar.

Following the success of this initial trial Gophr will now extend the trial to include new businesses in additional geographic locations whilst contemporaneously onboarding additional cycle couriers to join the existing team.

**ASX ANNOUNCEMENT (ASX: YNB)**

4/66 Kings Park Road, West Perth WA 6005

PO Box 52, West Perth WA 6872

---

Shashi Fernando, CEO of Yonder & Beyond said *"I am extremely happy with the rapid progress of Gophr. The results of the beta testing, the response from both businesses and couriers alike indicate the value of the service. These early signs prove the benefits of this product in completing Gophr's mission statement to modernise the courier industry. We look forward to being able to announce new partnerships and geographical locations so that more people in more locations can access this exciting service. Above all, we continue to be impressed by Seb Robert (CEO) and the Gophr team in making this the next evolution in delivery before we are overrun by drones hitting our nearest lamppost"*

**About Yonder & Beyond**

Y&B is a global technology venture accelerator with a focus on mobile applications. Y&B's strategy is to identify and develop disruptive applications with high commercialisation and scalability potential.

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.

**About Gophr**

*A smarter, fairer, faster courier service*

Gophr is a courier application created to improve the courier experience for customers and couriers alike. Gophr will enable customers to book jobs directly with a courier, track the progress of a delivery and review the performance of a specific courier. Courier companies often operate on gross margins of 30% and upwards. Gophr takes a smaller gross margin allowing the courier to have a greater earning potential whilst providing the customer with a cheaper service and with the ease of being able to book through a smart phone. Gophr has partnered with individuals who have extensive knowledge of the courier industry. The key leadership individuals have been identified to take the helm of the product and company with guidance from the Management Team.

For more information please contact:

**Shashi Fernando**

Managing Director and CEO

[shashi@yonderbeyond.com](mailto:shashi@yonderbeyond.com)

**[www.yonderbeyond.com](http://www.yonderbeyond.com)**



ASX ANNOUNCEMENT (ASX: YNB)  
4/66 Kings Park Road, West Perth WA 6005  
PO Box 52, West Perth WA 6872

Yonder & Beyond portfolio of technology assets and applications is listed below:



- YB Profitable and fast-growing digital recruitment agency
- YB Cash generative
- 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

Twitter: @prism\_digital

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



- YB Leading mobile ordering and payment app
- YB Pre-order and pay food and beverages
- YB Potential for multiple revenue streams
- YB Currently deploying 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: @bopplme

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



- 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, or concerts
- YB Allows event organisers to own their content

Twitter: @wondrit

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



- YB Making deliveries quick and simple for everyone. Order your courier from your mobile.
- YB Disruptive technology. Cheaper for consumers, more income for couriers
- 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)