

# THE GREGAN GROUP JOINS REWARDLE NETWORK

High profile coffee, catering, small bar and dining group  
formalises relationship with Rewardle



- **Expanded roll out of Rewardle across The Gregan Group to drive membership growth**
- **Diverse operations of The Gregan Group demonstrates the flexibility of the Rewardle Platform**
- **High profile Beta tester partnership for new Rewardle services**

## **Expanded roll out of Rewardle across The Gregan Group to drive membership growth**

George and Erica Gregan established GG espresso over 14 years ago. Today The Gregan Group is a collection of more than 20 espresso and wine bars and a catering business that is proudly Australian owned.

Brands operated by the Group include GG espresso, The Local Bar, The Lobby Bar, The George Bar and Bistro, The Green Room @ the Opera House and The House Eatery by George @ the Sydney Opera House. GG espresso cafes combined, serve over 11,000 coffees each day representing substantial potential exposure and membership growth for Rewardle.

At present Rewardle is currently installed at 11 of over 20 locations that form The Gregan Group's operations. Under the Service Agreement that the parties have recently entered into, Rewardle will be progressively rolled out across the remaining locations.

## **Diverse operations of The Gregan Group demonstrates the flexibility of the Rewardle Platform**

The Gregan Group encompasses coffee, catering, small bar and dining operations. The Gregan Group's embrace of the Rewardle Platform as a membership, points, rewards, mobile ordering and payments platform across its operations demonstrates the flexibility and diverse application of the Rewardle Platform.

## **High profile Beta tester partnership for new Rewardle services**

The Gregan Group are successful operators of cafes with a street presence and corporate, staff only cafes with significant experience in operations, food, marketing and hospitality.

Over the past 12 months Rewardle management has established a close, collaborative working relationship with The Gregan Group. Under the recently signed Service Agreement, The Gregan Group will assist with the ongoing development and extension of the Rewardle Platform as a high profile Beta tester of new digital customer engagement services.

The Company looks forward to collaborating with this high profile, successful operator on the ongoing development of the Rewardle Platform.

# ABOUT REWARDLE HOLDINGS LIMITED

## ASX: RXH

Rewardle Holdings Limited (Rewardle) is a marketing technology service provider to local merchants, from independent merchants, to small and medium size chains and Enterprise Clients.

As technology changes how we connect, share and transact, Rewardle is positioning itself to be a leading player as the worlds of social media, marketing, mobile and payments converge.

Having secured a substantial early mover advantage the Company has established a number of barriers for new entrants, with arguably the most significant being the powerful Network Effects that accompany the growing Merchant and Member Network.

The Company listed on the ASX on the 7th October 2014 and is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.

### **For more information please contact:**

Ruwan Weerasooriya (Founder and Managing Director)

Email: [ruwan@rewardle.com](mailto:ruwan@rewardle.com)

Mobile: 0412448769