
Boppl celebrates record-breaking month, monetisation and new functionalities.

- 134% increase in customer orders for September.
- Growth in active users by 65% and customer retention by 85%.
- Records in venue deployment, transactions, new partnerships and point-of-sale integrations.
- Boppl launches in its first hotel – Court House Hotel in London.
- New features on the application, which include White Label solution and Boppl delivery.

Boppl, a leading mobile payment application for cafes, bars and restaurants, has achieved 134% increase in customer orders for September. The company has recently expanded to new markets and venues in Australia, the USA and UK, and is in partnership with several point-of-sale (POS) providers to accelerate deployment directly into venues. Yonder & Beyond owns 72.6% of Boppl.

Over the past month Boppl set new records, with 65% increase in active users and increased its customer retention by 85%. Over the past few months, Boppl has continued to launch in new venues, which has been driven by customer growth and demand.

In partnership with Innovators Direct in Australia, Boppl is rapidly growing and is available in the Donut Boyz franchise (multiple sites), the Pineapple Express Group, Selato Salad & Gelato Bar, Miss Kay's Burger Bar, PUK Espresso, Cupped Up! Smoothie & Juice Bar and Miss Bliss Whole Foods Kitchen. Boppl has launched in its first hotel in London at the Court House Hotel with addition venues coming on board at Blueberry Bar, The Winchester, Smokin' Aces Barbeque, Bombay Burrito, Alturath Fresh Falafel's, Real Paella and Kings Spud.

Boppl allows hospitality to own the shift to mobile. Through Boppl, venues are provided with powerful tools to accept and process orders from the platform, and also view, measure and learn from every customer. The platform has now extended beyond its native centralised venue aggregator and the company has announced a range of additional features, including White Label solutions powered by Boppl.

White Label solutions allow a venue to create a bespoke application branded for their venue, with Boppl backend features. It allows individuality for the venue, while increasing brand presence within the mobile sector. Pineapple Express Group (<http://apple.co/1jiHyAQ>) and Miss Bliss Whole Foods Kitchen (<http://apple.co/1LHxZ1e>) utilise the robust Boppl platform for a White Label solutions application, which has been positively received.

"Since its initial month, our White Label Pineapple Express Cafe app has seen order volume through the app increase by 1400%, enabling customers to keep their seats or order even before they arrive." Tom Sweep, co-owner Pineapple Express Cafe.

New Features

Boppl White Labels

Boppl White Label solutions allow any venue to have a bespoke branded application. Complete with the Boppl backend functionality, the application will be available to download on the Apple and Android devices. Boppl White Label solutions increase individuality for a venue and their brand presence within the mobile sector.

Boppl Pay Cash on Arrival

Customers have the option to pay for their order upon collection using either cash or card, if the venue supports it.

Boppl Delivery

Customers will soon be able to order a takeaway delivery service using the Boppl standalone solution. This gives additional options to both the customer and venue, allowing for a greater target market. Boppl has integrated with fellow YNB Company, Gophr, to provide this one-stop ordering delivery service.

Boppl Dynamic Support

Updates to the Boppl venue dashboard will allow for mobile vendors to use the application from their mobile phone for the Boppl standalone solution. This is ideal for venues such as food trucks and popups, who may not have permanent access to power

Boppl Venue Self Service

Boppl is simplifying its admin management, with the core focus to give venue managers greater control over their whole menu. This allows venue owners and managers to set up an account with Boppl and create their own menu within the app.

Summary

With its recent growth, Boppl's customer base, venues and data continues to expand. It is expected with the platform's new functionalities, this growth will be enhanced and continue to increase. As the company reaches new heights and success, Boppl is looking further resources within the hospitality industry to help grow its already substantial customer base.

For more information please contact:

Shashi Fernando
CEO
shashi@yonderbeyond.com

David Tasker
Professional Public Relations
+61 433 112 936
David.tasker@ppr.com.au

About Boppl

Boppl is an award winning food and drink mobile ordering application. Available to download on iOS and Android devices, Boppl enables users to order and pay for food and beverages fast and efficiently at their favourite venues through their smartphone.

Winner of multiple awards, including the UK Mobile & Apps Design Award in 2014 and Top 50 Mobile Innovator in 2013. Boppl was named App of the Day by Mobile Entertainment. To name but a few.
























About Yonder & Beyond
















Y&B 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 commercialisation and scalability potential.

Yonder & Beyond 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.

Website: www.yonderbeyond.com

Yonder & Beyond portfolio of technology assets and applications include:

 <p>Interest: 60% Website: http://www.prism-digital.com/</p>	<ul style="list-style-type: none">  Fast-growing digital recruitment agency  Cash generative  Specialised knowledge and long-term relationships within industry focusing on technical sub-segments  Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com
 <p>Interest: 72% Website: www.boppl.me</p>	<ul style="list-style-type: none">  Leading mobile ordering and payment app  Pre-order and pay food and beverages  Potential for multiple revenue streams  Currently deploying in Australia, France, Switzerland and South Africa  Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013
 <p>Interest: 100% Website: www.wondr.it</p>	<ul style="list-style-type: none">  Experience what's happening anywhere, through the eyes of those who are there  Brings major social network platforms into a single, simple feed  An all-access pass  Ability to create private events, such as weddings and family holidays, or concerts  Allows event organisers to own their content
 <p>Interest: 75% Website: www.gophr.it</p>	<ul style="list-style-type: none">  Making deliveries quick and simple for everyone. Order your courier from your mobile.  Disruptive technology. Cheaper for consumers, more income for couriers  Send or pick up deliveries with a single tap  Cashless and convenient for couriers and customers  Clear delivery pricing, simply set the pick-up and drop-off location

 <p>Interest: 45% Website: www.meu.mobi</p>	<ul style="list-style-type: none">  Australian mobile network operator planning to officially launch unique B2C customer offerings during May 2015  Disruptive, innovative force within the telecommunications sector  Will be Australia's first Social Mobile Network™ using a bespoke and innovative socially connected platform enabling members to connect both socially and with MeU's customer centric service representatives in a cheaper, faster and more intuitive way  Class leading mobile products provide a 3G footprint of 98.5% of the Australian population covering 1.3 million square kilometres, using part of Telstra's 3G mobile network.
 <p>Website: www.connexionmedia.com.au</p>	<ul style="list-style-type: none">  Connexion Media specialises in the car connection market with two core products  miRoamer radio and music service app for web connected vehicles  Clients include Volkswagen, General Motors and Continental  Flex manages vehicle fleets from a central control point using 3G technology  Flex is a cloud based platform with tracking information
 <p>Interest: 3% Website: www.mysquar.com</p>	<ul style="list-style-type: none">  First local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences  Mission is to inspire creativity, entertainment and a better standard of living in Myanmar by offering world class consumer technology solutions that connect Myanmar people with local businesses, products and each other.  Guided by a seasoned leadership team with experience developing global communities through social media, gaming and eCommerce technologies, MySQUAR is forging new ground in Myanmar.