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## **BPS, GRUDEN UNLOCK POTENTIAL WITH NEW COMMERCIAL PARTNERSHIP**

### **Highlights**

- **BPS Technology and Gruden Group will collaborate to deliver new and exciting mobile payments and loyalty platforms for a range of Australia's leading consumer brands**
- **Consumers to earn rewards which will be redeemable with an extensive range of BPS' 24,000 merchant clients**
- **BPS and Gruden will earn fees on transactions executed via the platforms that arise from the agreement**

Leading financial technology platform provider BPS Technology Limited (ASX: BPS, "BPS") is pleased to announce it has executed a Marketing Services Agreement with the Gruden Group Ltd (ASX: GGL, "Gruden").

Gruden is one of Australia's leading digital marketing and transactional payment specialist companies in the quick service restaurant (QSR), leisure, hospitality and retail sectors. Its award-winning mobileDEN platform empowers brands to seamlessly engage and interact with consumers.

The agreement will allow the potential for Gruden to incorporate BPS' payments and rewards platform (bucqi) and small to medium business (SMB) channel enablement platforms into Gruden's well-established digital marketing platforms. Gruden supports a strong list of high-profile customers spanning Australia's leading QSR, leisure, hospitality, retail and entertainment companies. These include brands such as Starbucks, Red Rooster, Donut King, Jamie's Italian, Oporto, Gelatissimo, Globus, Betta Home Living and Accor Hotels. Gruden also provides technology platforms to Federal and State (NSW) governments.

"Every business is looking for a simple, cost-effective technology solution that drives consumers to their stores, allows them to transact and provides for a transparent and portable loyalty points program," said Trevor Dietz, CEO of BPS Technology Limited.

"BPS offers that solution through its bucqi and Bartercard platforms, and when we couple these with the advanced digital marketing and transactional capabilities that Gruden can deliver, we get an extremely powerful marketing, payments and loyalty platform solution."

"Gruden are at the cutting edge of online transactional and digital marketing, and what we see being offered by BPS is a natural progression for businesses to adopt in the decade ahead," said Tim Parker, CEO of Gruden.



“BPS offered a solution we did not have, and their access to consumers and SMEs is unique. We wanted to grab that before someone else did, because we can see great potential there for our clients. What is good for them will be good for us.”

The agreement provides for BPS and Gruden to earn fees on transactions between merchants and customers via the payment and rewards platforms established by the two companies. For BPS this represents a new, incremental return on its investment in the bucqi platform, and paves the way for consumers to redeem the rewards they earn through the platform with BPS’ 24,000-strong base of merchant clients.

BPS also notes that Gruden’s established presence in China offers potential for BPS to extend its reach into the Asia Pacific region. This should help to build on the promising trade link BPS recently established into China via Alibaba.com.

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**About BPS Technology Limited (ASX: BPS):** BPS Technology Limited is a leading provider of technology platforms and management systems in the Digital Payments space for Small to Medium Businesses (SMBs) in 8 countries. Its technology platforms and systems help to drive customers to its SMB merchants. More than 24,000 SMBs transact in excess of 1.8m transactions worth \$600m+ per annum using its various technology platforms. BPS earns fees on all transactions over the platforms via its subsidiaries Bartercard, bucqi and TESS.

**About The Gruden Group (ASX: GGL)** The Gruden Group Limited recently listed on the ASX but its origins date back to 1995. Gruden support large, worldwide brands and government agencies and incorporates the Blackglass, Gruden and mobileDEN divisions. One of the largest Platforms that Gruden supports is the AusTender platform, which now procures over \$35bn of transactions a year for the Australian Government’s Department of Finance.

Gruden has created award-winning digital marketing and online transactional solutions delivering these to both Federal and State Governments as well as big brands such as Globus, Accor and Fairfax for more than 10 years. Gruden continues to innovate and challenge the norm, which has resulted in the development of the group’s mobileDEN business. This mobile cloud-based engagement and transaction platform now supports some of the world’s most recognised quick service restaurant (QSR) brands, such as Starbucks, Red Rooster, Donut King, Jamie’s Italian Oporto and Gelatissimo, to name a few.

**About bucqi:** bucqi is a disruptive technology based around a loyalty platform designed for SMBs combined with a robust and innovative mobile payment app for both merchants and consumers. The payments platform has been two years in the making and has a number of patents pending. It allows consumers to easily pay for goods and services without taking out their wallet or swiping their credit card while earning and redeeming reward points via a wide range of participating suppliers. It has been launched in three regional cities in Queensland, Australia, and in Wellington, New Zealand.

**About Bartercard:** Bartercard operates the world's largest trade exchange. It allows small to medium businesses to conduct business transactions without the use of cash. There are currently more than 50,000 card holders in eight countries. Bartercard transactions can be conducted online, via its mobile app, across more than 7,000 bank EFTPOS terminals and on bucqi terminals.

**About TESS:** TESS (Trade Exchange Software Services) is a software platform developed to support all trade exchanges globally. It is the only software recognised and recommended as preferred software by the International Reciprocal Trade Association (IRTA) - the largest professional body governing of the industry globally. TESS produces versions of its software created to service small, medium, large and enterprise level exchanges. IRTA uses TESS supplied software to run its Universal Currency (UC) trading platform that allows members' trade exchanges to trade between themselves seamlessly.

**About Alibaba:** Alibaba.com, the primary company of Alibaba, is the world's largest online business-to-business trading platform for small businesses. Founded in Hangzhou in eastern China, Alibaba.com has three main services. The company's English language portal Alibaba.com handles sales between importers and exporters from more than 240 countries and regions. The Chinese portal 1688.com was developed for domestic business-to-business trade in China. In addition, Alibaba.com offers a transaction-based retail website, AliExpress.com, which allows smaller buyers to buy small quantities of goods at wholesale prices. In 2013, 1688.com launched a direct channel that is responsible for \$50 million in daily transaction value for foreign products in China.