

Boppl powers mobile ordering and payments for leading US chain, Larry's Giant Subs

Highlights:

- Leading US sandwich chain, Larry's Giant Subs launches mobile ordering powered by Boppl
- Boppl explodes into US market with Larry's Giant Subs branded iPhone and Android mobile applications
- Boppl launches global integration with Clover point-of-sale (POS) systems (an Andreessen Horowitz-backed venture)

Yonder & Beyond Ltd (YNB:ASX) is pleased to announce that Boppl has partnered with leading US fast-food sandwich chain **Larry's Giant Subs** and **Clover point-of-sale (POS)**, enabling a new Boppl customer base in the United States of America (US) to find, order and pay for their purchases via Boppl technologies.

Built on Boppl's sophisticated database engine and platform, the company designed and developed the **Larry's Giant Subs** iPhone® and Android™ mobile applications, free for customers to download, signup and order ahead. The mobile application has successfully launched in Jacksonville, where the Larry's Giant Subs headquarters is located. Boppl is in progressed discussions surrounding the regional and national deployment of the mobile ordering service across Larry's 63 operating restaurants on the US east coast.

Commenting on the new partnership between Larry's Giant Subs and Boppl, Jennifer Poirier, Director of Operations said, "With the ever growing demand and evolution towards on-demand services, we are committed at Larry's Giant Subs to provide the greatest and most convenient customer service possible. The Boppl platform allows us to build a true relationship with every customer and offers an attractive competitive advantage."

"Our ethos has always been about customer service and convenience with our new mobile platform making it easier to interact and transact with customers, like never before."

Boppl's entry into the US hospitality industry opens the company to a \$780 billion market consisting of over 620,000 restaurants, of which 160,000 are quick-service restaurant (QSR) franchise sites. Through its existing US partnerships and distribution channels the company is aggressively targeting the quick-service restaurant and café market with mobile ordering and payment capabilities to leading US point-of-sale systems, such as Micros, NCR Aloha, POSitouch, Kounta, Revel Systems and Clover.

Angus McLachlan, Boppl CEO said, "Our partnership with Larry's Giant Subs is an extremely exciting opportunity and achievement, demonstrating not only our continually evolving and robust platform, but our ability to scale Boppl's technologies and deployment for leading food and drink venues."

McLachlan went on to state, "Our seamless integration with Larry's Giant Subs existing point-of-sale system Clover, offers their venues the ability to accept, process and learn from every customer. In the highly competitive shift to mobile and on-demand services, Larry's Giant Subs venues are now able to reach new customers and engage existing ones, like never before."

Shashi Fernando, Yonder & Beyond CEO said, "Following on from the recent announcement of the first orders in the US, this is a great leap for Boppl, signing its first chain in this massive market. We expect this to accelerate the already advanced conversations with other food chains and QSRs."

Boppl's integration and partnership with Clover, an Andreessen Horowitz-backed mobile payments startup acquired by payments processing giant First Data, will continue to grow both domestically in the US and internationally with pilot venues in discussions across the UK (United Kingdom). Boppl has integrated with both Clover's point-of-sale system and payment processing, powered by First Data. The payment processing giant is the largest in the US handling over \$1.7 trillion in payments a year.

About Boppl

Boppl is an award winning iPhone and Android app that integrates with existing point-of-sale (POS) systems to allow customers to order at great food and drink places nearby

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

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Yonder & Beyond portfolio of technology assets and applications include:

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|  <p>Boppl Interest: 72% Website: www.boppl.me</p> | <ul style="list-style-type: none"> YB Leading mobile ordering and payment app YB Pre-order and pay for food and beverages, before you arrive or at the venue YB Potential for multiple revenue streams and insightful customer metrics for every Boppl venue YB Currently deploying in Australia, UK & USA YB Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013, Anthill SMART 100 Index 2016 and Anthill Reader's Choice Awards 2016 |
|  <p>GOPHR Interest: 75% Website: www.gophr.com</p> | <ul style="list-style-type: none"> YB Making deliveries quick and simple for everyone. Order your courier from your mobile. YB Disruptive technology gaining momentum and a significant customer base. YB Outstanding growth in sales, revenue and customers during 2016 YB Send or pick up deliveries with a single tap |
|  <p>BEYOND MEDIA Interest: 65% Website: beyond.media</p> | <ul style="list-style-type: none"> YB Advanced virtual reality and content platform YB Creating state of the art virtual reality and multimedia solutions YB Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators & content owners YB Leading team who have vast experience working for Saffron Digital & HTC |

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|  <p>Interest: 60% Website: http://www.prism-digital.com/</p> | <ul style="list-style-type: none"> YB Nominated for “Best New Agency 2016” in The Recruiter Awards YB Cash generative business with increasing pipeline of sales, revenue and clients YB High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com YB Host of high-profile London technology events in conjunction with Facebook and Microsoft |
|  <p>Interest: 70.5% Website: www.meu.mobi</p> | <ul style="list-style-type: none"> YB Australian mobile network operator with unique B2C customer offerings YB Disruptive, innovative force within the telecommunications sector YB Is 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 YB Class of 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>Interest: 10% Website: http://www.playmeet.me</p> | <ul style="list-style-type: none"> YB Music-based social media and events app YB Revolutionises the way we use music YB Access to over 20 million music tracks via Spotify YB Interact with people with similar music tastes YB Multiple in app revenue opportunities |
|  <p>Interest: 3% Website: www.mysquar.com</p> | <ul style="list-style-type: none"> YB High growth language content platform based in Myanmar YB Has over 2.5 million users with growth of 160,000 new users each month YB Aims to be the “social network choice in Myanmar” YB Cash generative platform with plans to monetise from advertising, partnerships, digital goods and in-app purchases, data mining and online monetary transactions |