
Boppl named in SMART 100 Index

Highlights:

- Boppl recognised in the Anthill SMART 100 Index for innovation and entrepreneurship
- Over 350% increase in Boppl orders between January 2016 to April 2016
- Over 85% customer retention between January 2016 to April 2016

Boppl has been named one of Australia's 100 most innovative products or services, shortlisted for the Anthill Magazine 'SMART 100' Index awards.

The SMART 100 Index was created by leading business media channel Anthill Magazine in 2008 to identify and rank Australia's 100 most innovative products, proving to be one of the largest surveys of its kind in Australia. "It identifies and ranks new Australian innovations by applying a combination of crowdsourcing, collaboration and common-sense. We employ the judgement of 'mavens' and readers" said Anthill founder and Editor-In-Chief, James Tuckerman.

"This notable distinction underscores the successful, continuous development and high standard which Boppl strives for. We are extremely pleased to be named in the SMART 100 Index, which comes at an exciting time for the company" said CEO of Yonder & Beyond, Shashi Fernando.

The award comes as Boppl is experiencing impressive domestic and global uptake of its customer mobile ordering and merchant integrated point-of-sale software for hospitality and entertainment industries. Mobile transactions powered by Boppl increased by more than 350% between January and April this year and its exponential growth is set to continue with its growing momentum and industry praise.

User analytics between 1 January and 30 April 2016 show that 85% of Boppl users became repeat customers and that on a given day when a customer uses Boppl the average customer will make more than one transaction.

Boppl powers mobile ordering and deep customer and transactional reporting to leading hospitality venues including coffee distributor Campos Coffee, Pineapple Express Cafes, Acai Brothers group, Coffee Anthology (Australian #1 cafe awarded by Beanhunter), Little Birdee cafes amongst other popular cafes, quick service restaurants and bars.

"Boppl is a respected fan of Anthill and its team and we are extremely pleased to be celebrated in the SMART 100 Index, coming at an exciting time for our company and venues with substantial local and international growth" said co-founder and CEO, Angus McLachlan. "We strongly believe in building powerful tools and services to help great venues improve how they interact and transact with new and existing customers, and we're proud to receive such an accolade that celebrate our commitment to continual innovation."

In addition to the independent award, Boppl as a listed SMART 100 Index member is eligible for the Reader's Choice Award, announced with a live event on 2 June, 2016.

For further information on Boppl and feature on the SMART 100 Index, visit: <http://anthillonline.com/boppl-smart-100-2016/>

About SMART 100 Index

The Smart 100 Innovation Index was created by leading business media channel Anthill Magazine to identify and rank Australia's 100 most innovative products, and is one of the largest surveys of its kind in Australia.

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.

Available on the Apple App Store (iPhone) and Google Play (Android). Venues can signup free at: admin.boppl.me

Website: www.boppl.me/

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:

 Interest: 72% Website: www.boppl.me	<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
 Interest: 75% Website: www.gophr.com	<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

	<ul style="list-style-type: none">  Clear delivery pricing, simply set the pick-up and drop-off location
 <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: 70.5% 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>Interest: 10% Website: http://www.playmeet.me</p>	<ul style="list-style-type: none">  Music-based social media and events app  Revolutionise the way we use music  Access to over 20 million music tracks via Spotify  Interact with people with similar music tastes  Multiple in app revenue opportunities
 <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

	<p>global communities through social media, gaming and eCommerce technologies, MySQUAR is forging new ground in Myanmar.</p>
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