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## Gophr records outstanding sales growth for the first half of 2016

### Highlights:

- Gophr sales revenue for the half year to June increase by 340% compared to previous 6 months
- Gophr monthly deliveries surge, by more than 200% from January to June 2016
- Revenue growth exceeds all targets with an average 36% month-on-month increase
- Genii Capital leads investment raising with well progressed negotiations

Yonder & Beyond Ltd (ASX:YNB) is pleased to announce unprecedented increases in orders and revenue for Gophr, its on demand courier application, following the introduction of motorcycles and vans to its delivery fleet. This recent expansion and increase in sales is a significant indicator of continued future growth for the company and has come at a time when it is finalising key partnerships.

Gophr has achieved over 340% increase in sales revenue from January to June 2016, when compared to the previous half year period. Revenue growth exceeded targets with an average of 36% growth, month on month, during the same period. This outstanding growth can be attributed to the company's increasing customer base, as well as the expansion of its fleet, with the number of deliveries per month increasing by 200% when comparing December with June.

When launched in early 2015, Gophr provided its service via bicycle couriers only. In late 2015, realising the potential, the company expanded its delivery fleet to include motorcycles and vans, which was immediately popular with customers and the company saw a rapid increase in sales and customer base. Customer activations increased 575% over the period, signaling the desire for consumers and businesses to order, track and pay for their delivery with their smartphone.

Yonder & Beyond CEO, Shashi Fernando said, "This is another significant milestone for Gophr. The increasing growth the company is experiencing is a true indication of the popularity and demand for the service. We are pleased with this progress, as the company is only servicing London and has spent very little on marketing to date."

In addition to the growth in the number of deliveries, Gophr has also experienced an increase in the average revenue per job by 41% when comparing June 2016 with December 2015. This can be attributed to the company's increasing customer base and the introduction and reliance on motorcycles and vans to complete deliveries.

Gophr is also earning itself a reputation as a reliable and preferred service, with an average Net Promoter Score (NPS) of 66.8, which compares very favourably with the parcel delivery sector average NPS score of 26.

Gophr recently announced that it has mandated Genii Capital for a new investment round and the company is currently in negotiation with a number of interested parties.

Mr Fernando continued, "We are confident that as the company completes its recently announced investment with Genii Capital, that additional marketing will result in a further increase in the rate of growth and expansion of Gophr in new markets."

**About Gophr**

Gophr is an on demand courier application, which allows users to order a courier, watch its delivery in real time and pay with a single tap. The company is currently experiencing rapid growth in the UK and recently partnered with Beats by Dr Dre to deliver head sets in London.

Gophr was also featured as number 1 in The Daily Telegraph’s ‘10 Best Apps for a Stress Free Christmas.’

Website: [www.gophr.com](http://www.gophr.com)

**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](http://www.yonderbeyond.com)

For more information please contact:

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**Yonder & Beyond portfolio of technology assets and applications include:**

 Interest: 75% Website: <a href="http://www.gophr.com">www.gophr.com</a>	<ul style="list-style-type: none"> <li> Making deliveries quick and simple for everyone. Order your courier from your mobile.</li> <li> Disruptive technology gaining momentum and a significant customer base.</li> <li> Outstanding growth in sales, revenue and customers during 2016</li> <li> Send or pick up deliveries with a single tap</li> </ul>
 Interest: 72% Website: <a href="http://www.boppl.me">www.boppl.me</a>	<ul style="list-style-type: none"> <li> Leading mobile ordering and payment app</li> <li> Pre-order and pay for food and beverages, before you arrive or at the venue</li> <li> Potential for multiple revenue streams and insightful customer metrics for every Boppl venue</li> <li> Currently deploying in Australia, UK &amp; USA</li> <li> Winner of the UK Mobile &amp; 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</li> </ul>

 <p>Interest: 65% Website: <a href="http://beyond.media">beyond.media</a></p>	<ul style="list-style-type: none"> <li><b>YB</b> Advanced virtual reality and content platform</li> <li><b>YB</b> Creating state of the art virtual reality and multimedia solutions</li> <li><b>YB</b> Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators &amp; content owners</li> <li><b>YB</b> Leading team who have vast experience working for Saffron Digital &amp; HTC</li> </ul>
 <p>Interest: 60% Website: <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a></p>	<ul style="list-style-type: none"> <li><b>YB</b> Nominated for "Best New Agency 2016" in The Recruiter Awards</li> <li><b>YB</b> Cash generative business with increasing pipeline of sales, revenue and clients</li> <li><b>YB</b> High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</li> <li><b>YB</b> Host of high-profile London technology events in conjunction with Facebook and Microsoft</li> </ul>
 <p>Interest: 70.5% Website: <a href="http://www.meu.mobi">www.meu.mobi</a></p>	<ul style="list-style-type: none"> <li><b>YB</b> Australian mobile network operator with unique B2C customer offerings</li> <li><b>YB</b> Disruptive, innovative force within the telecommunications sector</li> <li><b>YB</b> 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</li> <li><b>YB</b> 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.</li> </ul>
 <p>Interest: 10% Website: <a href="http://www.playmeet.me">http://www.playmeet.me</a></p>	<ul style="list-style-type: none"> <li><b>YB</b> Music-based social media and events app</li> <li><b>YB</b> Revolutionises the way we use music</li> <li><b>YB</b> Access to over 20 million music tracks via Spotify</li> <li><b>YB</b> Interact with people with similar music tastes</li> <li><b>YB</b> Multiple in app revenue opportunities</li> </ul>
 <p>Interest: 3% Website: <a href="http://www.mysquar.com">www.mysquar.com</a></p>	<ul style="list-style-type: none"> <li><b>YB</b> High growth language content platform based in Myanmar</li> <li><b>YB</b> Has over 2.5 million users with growth of 160,000 new users each month</li> <li><b>YB</b> Aims to be the "social network choice in Myanmar"</li> <li><b>YB</b> Cash generative platform with plans to monetise from advertising, partnerships, digital goods and in-app purchases, data mining and online monetary transactions</li> </ul>