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## **Boppl expands across the UK and Australia with CREAMS British Luxury tea rooms and Corbett & Claude**

### **Highlights:**

- **Boppl's early strategy of integrating with ePos providers is now allowing fast growth and rapid scaling globally**
- **Launch of new functionality that allows for self service ordering from table for CREAMS British Luxury tea rooms**
- **Picking up marquee brands as customers in the UK, Australia and USA**
- **Business model being proved accessible for bigger brands while customers are driving record orders and revenues for Boppl venues**

Yonder & Beyond Group Limited ("YNB" or the "Company") is pleased to announce Boppl, its on-demand mobile ordering platform for food and beverage venues, has designed and developed an integrated at-table solution for CREAMS British Luxury tea rooms with global point-of-sale provider Epos Now.

Being initially designed and developed for CREAMS, the new technology utilises Boppl's reliable and robust mobile ordering platform, allowing customers to place orders from a self-service tablets located at every table.

The touch-screen technology will streamline the ordering process and table service experience, giving customers greater control over customising their orders, while reducing opportunities for human errors. 33% of hotel managers in the US named the food and beverage area as experiencing the most failures<sup>1</sup>.

Director of CREAMS British Luxury tea rooms, Unzar Aleem said, "It is good to be moving alongside the digital world we live in. CREAMS are always pushing and merging the digital world with our every day lives and making customers experience the best service and journey. We are happy to be working with Boppl on this exciting venture."

Boppl's self-serving technology integrates seamlessly with Creams point-of-sale provider and Boppl partner, Epos Now, a company that powers more than 10,000 businesses and has expanded across 103 countries with a continued 350% company growth year-on-year.

Continuing its exponential growth across Australia, Boppl has launched the Corbett & Claude group on its platform. The newly established boutique group headed by Tim Johnson, formerly Operations Manager at popular burger chain Grill'd and National Director of Operations for Vapiano Australia, has selected Boppl to power its mobile ordering and payments platforms. The Corbett & Claude group has grown aggressively since its inception only 12 months ago, establishing popular brands such as Corbett & Claude, Mr Claude and Comuna Cantina across Brisbane, the Gold Coast and Sydney.

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<sup>1</sup> Areas where the most common errors occur in guest hospitality, <http://www.statista.com/statistics/269433/hotel-errors-in-guest-service/>

Tim Johnson, director of Corbett & Claude spoke about how Boppl aligns with his cashless stores, “Boppl helps power our back-end reporting and multi-site management capabilities which allow for fast, efficient, scalable results to be constantly assessed. Boppl streamlines the customer ordering process whilst also providing quantitative data from our customer base, allowing us to improve customer loyalty, increase their value and attract the right customers” he said.

Yonder & Beyond CEO, Shashi Fernando said, “We are delighted with the growing deployment of Boppl through our ePos partners. This strategy is now allowing us to rapidly scale globally with reputable brands, such as CREAMS and Corbett & Claude.”

## **ENDS**

### **About CREAMS British Luxury tea rooms**

CREAMS personifies sophistication, elegance and luxury. We are a unique brand in the world of afternoon tea, cakes and patisseries.

An experience for those who appreciate and enjoy the finer things in life, in the opulent surroundings of a CREAMS establishment. Needless to say, we’re just as passionate about the carefully selected ingredients that go into everything we serve, as we are about the flawless aesthetics.

### **About Corbett & Claude**

The Corbett & Claude Group headed by Tim Johnson, is developing and pioneering the hospitality industry, owning a growing portfolio of restaurants, bars and cafes in Brisbane, Sydney and the Gold Coast.

Named after an iconic hub in Brisbane where commercial travellers would eat, drink and form lifelong friendships, Corbett & Claude is a vibrant casual diner founded upon the same principle; great food and great drinks shared with friends. Today the Corbett & Claude group comprises the popular, inner-city brands of Mr. Claude, Corbett & Claude and Comuna Cantina.

### **About Boppl**

Boppl is a mobile ordering platform that connect with existing software systems, allowing customers to order food and drinks at the venue, even before they arrive.

In 2015, Boppl built the most sophisticated database engine to help digitise and structure menu data that existing technologies could not. Boppl helps businesses connect, interact and transact with customers allowing them to building a relationship with every customer, like never before.

## About Yonder & Beyond

Yonder & Beyond 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.



Y&B 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.












### For more information please contact:
















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

 <p>Interest: 72%            Website: <a href="http://www.boppl.me">www.boppl.me</a></p>	<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: 70%            Website: <a href="http://beyond.media">beyond.media</a></p>	<ul style="list-style-type: none"> <li> Advanced virtual reality and content platform</li> <li> Creating state of the art virtual reality and multimedia solutions</li> <li> Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators &amp; content owners</li> <li> Leading team who have vast experience working for Saffron Digital &amp; HTC</li> </ul>

 <p>Interest: 75% Website: <a href="http://www.gophr.com">www.gophr.com</a></p>	<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>
 <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> Nominated for “Best New Agency 2016” in The Recruiter Awards</li> <li> Cash generative business with increasing pipeline of sales, revenue and clients</li> <li> High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</li> <li> 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> Australian mobile network operator with unique B2C customer offerings</li> <li> Disruptive, innovative force within the telecommunications sector</li> <li> 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> 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>