

Gruden's MobileDEN Platform chosen by The Coffee Club

- **The Coffee Club have chosen MobileDEN to drive its mobile ordering, payments, and loyalty program.**
- **Gruden to roll out MobileDEN to The Coffee Club's ~300 stores and millions of customers throughout Australia.**
- **Gruden on track to build MobileDEN transactional revenue from over 1,000 merchant outlets and over 1 million registered members in 2017/18.**
- **Continues the momentum of MobileDEN following the successful launch of Red Rooster's home delivery platform and Mad Max adopting the new *Connect* product**

Market leading technology agency, **The Gruden Group Limited (ASX:GGL)** is pleased to announce it has signed Australia's leading café group, The Coffee Club, to its industry leading MobileDEN platform.

The contract will see MobileDEN rolled out across The Coffee Club's ~300 stores throughout Australia with the app available to millions of their loyal customers. The app will provide The Coffee Club's customers with a free, seamlessly integrated mobile app to access their loyalty program rewards and incentives, order ahead capabilities, as well as creating a convenient and engaging customer experience for the mobile and digital channel.

With orders placed via smartphone expected to account for more than 10% of all quick-service restaurant (QSR) sales by 2020, according to *Business Insider Intelligence*, MobileDEN is uniquely and optimally positioned in what will be a \$38 billion industry, globally.

The contract follows the successful launch of the Red Rooster mobile application that saw MobileDEN power Red Rooster's home delivery service nationwide and the recent resigning of Mad Mex to the Company's new MobileDEN *Connect* product.

Todd Trevillion, COO of Gruden commented: "The increasing use of mobile ordering has placed a growing importance for leading QSR businesses to make this a "must have" offering for their customers. MobileDEN has the functionality and capability to seamlessly integrate with a merchant's own enterprise systems and deliver operational efficiency across all stores. The Coffee Club represents a significant customer win for MobileDEN and we're delighted that they have recognised the value in our platform to provide a full service loyalty, ordering and customer engagement solution."

Matt Emmerson, Marketing Manager of The Coffee Club commented: "We're a network of nearly 300 busy cafés, so by offering a mobile ordering, loyalty and engagement app we're making it easier than ever for Australians to access, order and skip the queue at The Coffee Club. To help us make this transition into a more frictionless world, we've chosen MobileDEN as our technology provider due to their proven expertise with other food and beverage brands, not to mention their ability to meet our high standards."

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About Gruden

The Gruden Group Limited is a market-leading provider of Digital Transformation services offering fully integrated fintech platforms in the digital marketplace, with over 100 staff and contractors, across five office locations. The Company comprises the award-winning Gruden Digital Services, Gruden Performance Marketing, award-winning Gruden MobileDEN and Gruden Government. Services offered across the group include digital marketing, web and mobile application development and mobile loyalty with point of sale integration.

For more information visit www.thegrudengroup.com

About The Coffee Club

The Coffee Club was founded in 1989 and is a subsidiary of Minor DKL, an Australian retail food franchisor which is part of Thai-listed Minor International PCL (MINT). MINT is one of Asia's largest restaurant companies with over 1,800 outlets operating in 19 countries. The Coffee Club is Australia's second largest coffee chain with ~300 stores throughout Australia with a further ~100 internationally and boasts over 40 million customers.

For more information visit www.coffeeclub.com.au

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