

Gruden's mobileDEN Partners with PayPal

- Strategic partnership with PayPal to enable 6.7 million Australian PayPal users to process payments at stores and restaurants using mobileDEN apps
- Integration of PayPal into the mobileDEN platform will enhance offering for Quick Service Restaurant (QSR) customers with a seamless reporting ability that enables the consolidation of all transactions across stores & tender types
- Payment capabilities are in addition to mobileDEN's existing Master Merchant agreement with Westpac, which expedites on-boarding of franchised stores for large franchise groups
- Partnership with PayPal is further validation of mobileDEN's ability to partner with leading brands

Market leading technology agency, The Gruden Group Limited (ASX:GGL) (Gruden or the Company) is pleased to announce it has entered into a strategic partnership with PayPal, the online global payments system. The partnership will enable Gruden's innovative engagement and transactions platform, mobileDEN, to process payments through PayPal whilst also providing an improved service to its brand customers.

PayPal supports online money transfers and serves as an electronic alternative to traditional paper-based methods. It represents 6.7 million Australian customers, who will now be able to use the service for payment at Quick Service Restaurants (QSR) using mobileDEN apps.

More importantly, the integration of PayPal into the mobileDEN platform will enhance the service provided to mobileDEN's brand customers by providing a seamless reporting tool from a single source that will enable brands to easily consolidate the transactions processed by franchisee/store and payment method (cash, credit card, loyalty points or PayPal), giving more oversight. Moreover, mobileDEN's solution can integrate with any brand's existing systems and provides the ability to bring each solution together to give a holistic view of all transactions.

PayPal, as a payment method, is in addition to mobileDEN's existing Master Merchant agreement with Westpac, that has enabled it to expedite the onboarding of brand customers. Previously, merchants were required to onboard each franchisee individually, however, being a Master Merchant with Westpac and PayPal, allows mobileDEN to process payments on behalf of the individual franchisee and reduces the liability for its customers. This also means that an end-user who makes a purchase at a franchise store using the mobileDEN app will see the actual brand purchased on their statement, as opposed to the name of the individual store or mobileDEN, improving the customer experience.

Both the Master Merchant status and the addition of PayPal's services have solidified mobileDEN's position as a one-stop shop for integrated loyalty and digital ordering solutions with capabilities to process payments from the leading and prevalent payment methods.

The Gruden Group

Level 10, 220 George St Sydney NSW 2000, Australia

P. +61 2 8256 5300 / E. info@thegrudengroup.com / W. www.thegrudengroup.com

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Tim Parker, CEO of The Gruden Group commented: “The addition of PayPal’s services to mobileDEN have enhanced the service we can provide to our brand customers and further increases the attractiveness of our offering. Through this strategic partnership with PayPal,, our franchise customers will have better oversight into all the transactions being processed and we expect this to be a huge selling point for our pipeline of potential customers. We continue to enhance our technology offering and the services we can deliver to our customers.

“Our partnership with Red Rooster has been a huge success and our platform is now powering their home delivery service and loyalty apps, playing a significant role in the transformation of the Red Rooster business.”

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For further information, please contact:

Media

Andrew Ramadge
Senior Account Manager
Media and Capital Partners
+61 475 797 471
andrew.ramadge@mcpartners.com.au

Investors

Tim Parker
CEO The Gruden Group
+61 2 8256 5300
info@thegrudengroup.com

About Gruden

The Gruden Group Ltd is a market-leading provider of Digital Transformation services offering fully integrated fintech platforms in the digital marketplace, with over 80 staff, across five office locations. The Company is made up of 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

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