

GRUDEN

July 24, 2017

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

Management Changes

The Board of The Gruden Group Limited (ASX: GGL) (“**Gruden**”) advises that following the recently announced Board changes, Mr. Tim Parker has stepped aside as CEO and will leave the Company today. Mr Parker was the Company’s inaugural CEO following the merger of the Group’s businesses in 2015.

Mr. Parker has been working with the Board to review Gruden’s management structure and all operations including product development, following completion of the Company’s first year as a listed entity. That review has been comprehensive and resulted in internal restructuring to maximize the efficiency of the Company’s talented personnel, product offerings and client interface.

Mr Parker commented that “Gruden has transformed from a “group” of separate businesses into an integrated efficient and creative enterprise, realizing the founding shareholder’s vision of Gruden’s market position as an industry leader in digital transformation.”

In the interim Director Stephen Harrison, who was recently appointed Executive Chairman, and founding Director and COO Todd Trevillion will assume Mr Parker’s responsibilities as the Company focuses on building on its core strengths.

The successful rollout during the 2017 financial year of the Company’s MobileDEN products has resulted in a number of high profile client wins, a strong sales pipeline, and a building momentum expected to result in an accelerated take up of products in the current financial year. Combined with the Company’s strong presence in providing Government digital solutions, Gruden expects to achieve considerable growth in sales this financial year.

The Board thanked Mr Parker for his contribution to the Company and wishes him well in his future endeavors. Mr Parker’s expertise and experience in the marketing industry has played a key role in positioning the Company for growth, whilst raising awareness of the services and products that Gruden offers.

Neville Bassett
Company Secretary

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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

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