

Gruden Launches New Digital Platform for Secure Parking

- Gruden plays leading role in digital transformation of platform for leading parking operator, *Secure Parking*
- New mobile-responsive website successfully launched and available across 400 car parks in Australia and New Zealand
- Further evidence of Gruden's ability to transform leading brands' digital presence and capabilities
- Momentum continues across the business with new brand and project appointments

Market leading technology agency, The Gruden Group Limited (ASX:GGL) (Gruden or the Company) is pleased to announce its has successfully developed and launched a new digital platform for leading parking operator *Secure Parking*.

The new platform was developed by Gruden's expert digital team and enables *Secure Parking* customers to seamlessly search and link to Secure-a-Spot – *Secure Parking's* online service where customers can book and pay for parking. The development and deployment of the new digital assets significantly improves the user experience for *Secure Parking* customers. Importantly, the development has optimised the search functions from a mobile, which are increasingly becoming the most utilised device for users looking for a parking solution. Furthermore, it is expected to enhance the commercial and revenue opportunity for *Secure Parking* as the customer's ability to easily search, find the best parking solution and in turn book is significantly increased.

The new platform is available across all 400 of *Secure Parking's* sites and will optimise the user experience and interaction for its millions of customers across Australia and New Zealand.

The project generates significant revenue for Gruden's Enterprise Platform division, plus provides ongoing annuity services revenue. Gruden's digital expertise in the development, management and implementation of digital assets that help brands drive sales and customer engagement continues to see it win projects with leading brands.

Todd Trevillion, Executive Director and COO of The Gruden Group commented: "The successful launch of this new platform for *Secure Parking* is another reflection of Gruden's ability to develop transformational digital assets for large corporate customers who want to enhance the user experience and engagement with their customers. We have helped many leading brands launch large digital projects and successfully implemented them across their businesses driving real commercial results for our customers."

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Andrew Sapir – Corporate Marketing Manager, Secure Parking commented: “From the moment Gruden started working with us they demonstrated a commitment to our vision of creating a website that would delight our customers and annoy our competitors. We are extremely pleased with the outcome of the project and are very confident of the role our new website will play in our future success.”

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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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