

App Development Services

Solutions for iPhone, Android, Symbian, Blackberry

2AND7 LIMITED

Our Ethos

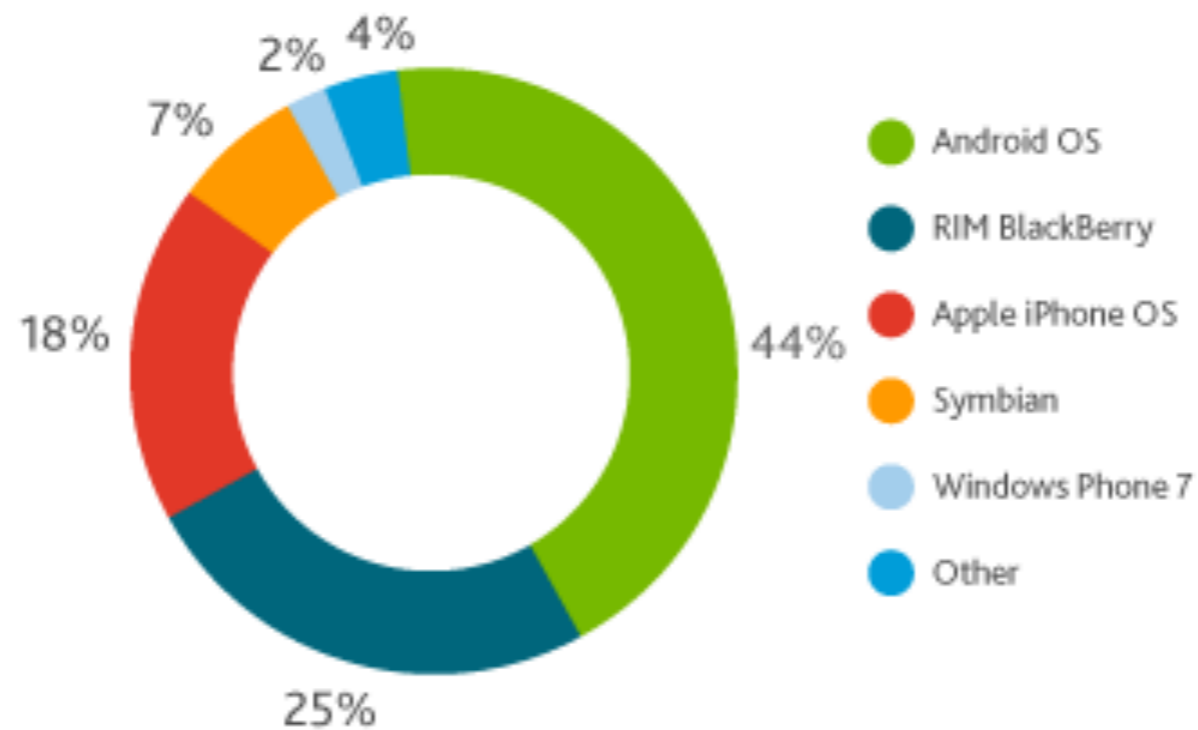
- First and foremost we are Rugby League fans and we understand both the target market and the financial constraints in which clubs operate
- Our Managing Director is Chairman of a community based Rugby League team – developing the sport at grass roots level
- We develop long term partnerships with customers and suppliers
- We invest back into the sport of Rugby League through a combination of sponsorship agreements across a number of clubs
- We offer a wide portfolio of services to small and medium enterprises which can assist in the day to day running of the club

Facts and Figures

- In December 2011, the number of downloads from the Android Market topped 10 billion
- As of July 2011, total Android Market revenue was \$341 million with the average spend being \$3.79
- As of September 2011, total Apple App Store revenue was \$4.9 billion with the average spend being \$2.01
- According to Ofcom figures, 30% of UK citizens aged 16 and over personally use a smartphone
- The rates for ownership of smartphones is increasing year on year
- The number of applications developed is increasing year on year

Smartphone Market Share

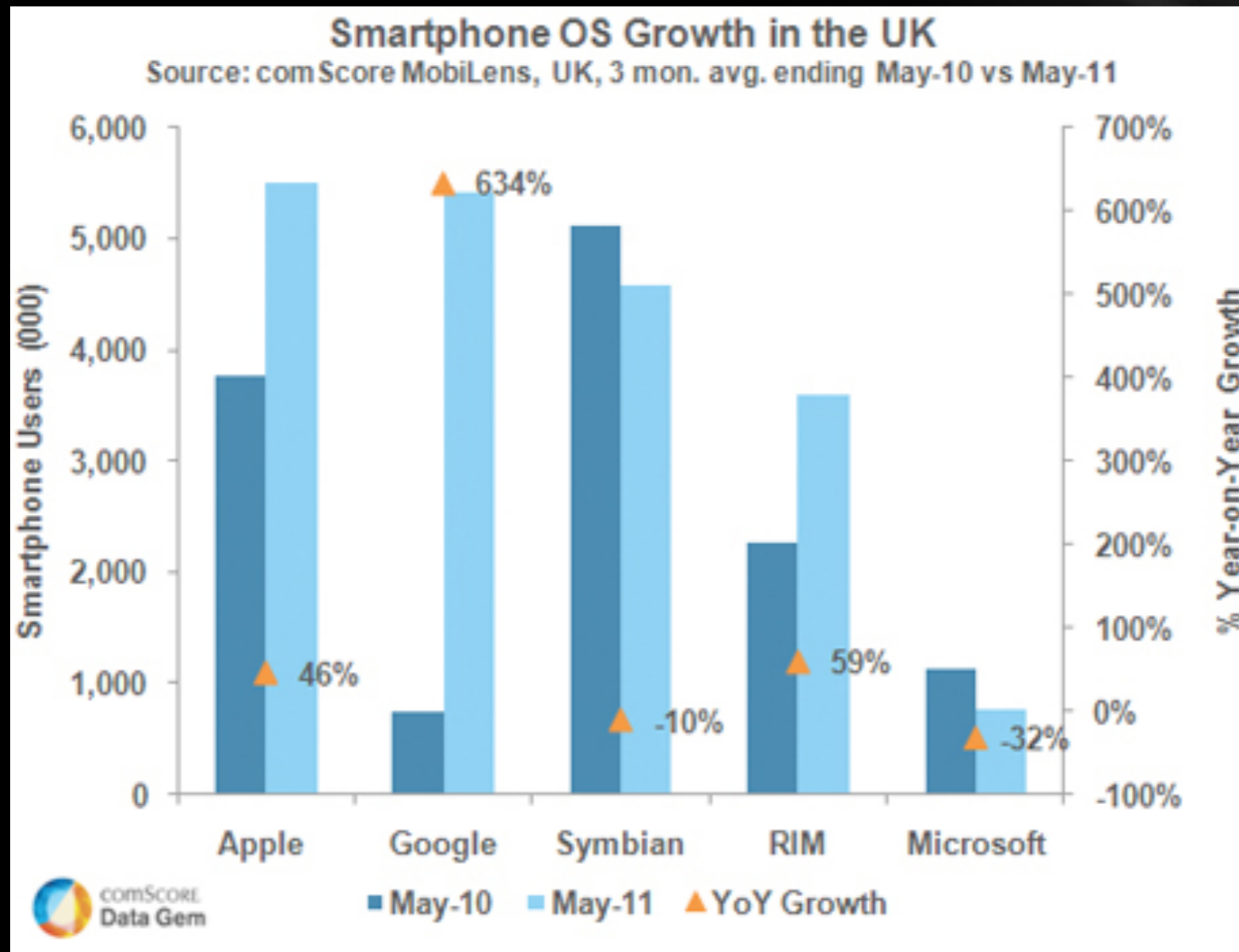
Share of UK smartphone acquisitions over the last six months by operating system



Source: Nielsen

nielsen

Smartphone Market Growth



Benefits To The Fans

Market research with a number of Rugby League fans from a variety of clubs has revealed the following core requirements:

- Easy access to fixture lists, results and latest league tables
- Easy access to the latest club news - which can be drawn directly from the club web site
- The ability to link to video highlights of recent matches via our LoveRugby.tv service
- The ability to purchase tickets, full match videos and other items online from within the app
- Profiles of the first team players including player statistics

Benefits To The Club

- Allows current and potential fans to have quick access to information about your club
- Offers another income stream by making use of content you have already developed
- Provides an additional sponsorship opportunity for local businesses
- Provides the club with another mechanism for promoting themselves
- Allows the club to build a profile of each registered fan as part of our Customer Relationship Management (CRM) package
- A thank you payment for successfully recruiting new clubs or businesses to make use of our services, subject to terms and conditions

Development of the App

- The app will reflect your individual requirements and priorities
- We listen to feedback from all interested parties to ensure what is delivered is right for you
- We offer a fully managed service for those that need it - including development and hosting of the source web site, content management, etc
- We offer a light touch service for those clubs who are capable of developing their own content once the app has been developed
- We work with the club to promote the app across the club's fan base to improve impact and take up rates
- We provide a sliding scale of charges based upon the number of different devices on which you would like to deploy the application

Additional Services

- We develop and manage electronic data collection systems which can be tailored to capture vital information about your customers
- We offer complementary web site development and hosting services to allow our collaboration to grow as your needs change over time
- We are members of the Microsoft Partner Network
- We are Microsoft Registered Refurbishers – allowing us to support your charitable aims through access to the latest Microsoft software at discounted rates for not-for-profit and charitable uses
- We are members of the Microsoft Hosting and Cloud Communities
- We have access to a range of professionals within the creative community including graphic designers, illustrators and photographers
- We have experience of delivering business change management projects which utilise technology to alter the ways in which people work for the better

Contact Details

For more information, please contact us via either of the following methods:

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