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ASX ANNOUNCEMENT

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BEYOND INTERNATIONAL EXPANDS MEDIA PRODUCTION TO UK AND ACQUIRES 100% OF US BASED 7BEYOND JOINT VENTURE

Beyond Entertainment Ltd (BEL) the wholly owned Irish subsidiary of Beyond International Ltd (ASX:BYI) has acquired the remaining 50.98% of the share capital of 7 Beyond Media Rights Limited (7Beyond) that it did not previously own from Seven Network (Operations) Limited (Seven), giving BEL 100% ownership of 7 Beyond.

7 Beyond was established as a joint venture media production entity in November 2013 to develop new programming for production in the North American market. The Los Angeles based Joint Venture is in production of series 11 of "My Lottery Dream Home" for HGTV. Other credits include "Tiny Food Fight" (Facebook Watch), "Holiday Gingerbread Showdown" (Food Network) and "Hip Hop Houdini" (Fuse). 7B has a large slate of pilots in production and is in advanced stages of development of a number of programs including the US version of "Pooch Perfect".

In addition, BEL has acquired 100% of the share capital of Seven West Studios Limited (SSUK) from Seven Studios Holdings Limited.

SSUK, based in the United Kingdom, is currently producing an 8 x 60' primetime series of "Pooch Perfect" for BBC One. The format, which was created by the SSUK team, has already been produced for the Seven Network in Australia and a US version is in advanced development. The SSUK team was also recently commissioned to produce a series of "My Lottery Dream Home International", a 7 Beyond original format, for HGTV (USA).

BEL acquired the international format and finished programme distribution rights for reality competition series "Pooch Perfect" from Seven, including the UK and Australian versions of the programme.

Mikael Borglund, CEO and MD of Beyond International commented: "We have an excellent relationship with Seven going back to 1984 with the production of the long running science/technology series Beyond 2000 for the Network. We are pleased to be able to conclude these transactions with Seven which enables Beyond enter the UK market with an established production company and to expand our production capacity in the United States."

These acquisitions will enable Beyond to expand its international production markets by developing new entertainment and factual content for both the UK, US and global markets and increases the depth of Beyond's current development and production capacity based in the UK, USA and Australia.

The above production strategy aligns with Beyond's moves to increase international program sales by the acquisition of London based international sales company TCB Media Rights Limited in April 2020.

This announcement has been authorised for release to ASX by the Board of Beyond International Limited.

This announcement is made pursuant to Listing Rule 3.1.

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